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SPECIAL SUPPLEMENT  
VOLUME 2/1994



# RATINGS REPORT & DIRECTORY

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■ Detailed Arbitron trends  
and Top 100 market profiles

■ More than 2500 radio and  
record-related business listings



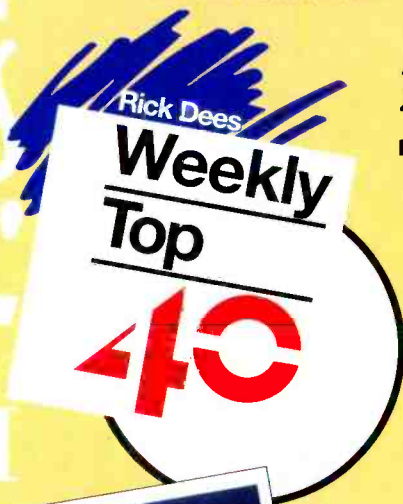
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99	Greenville-Spartanburg (61)
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Page Market (Metro rank)

83	Hartford-New Britain (42)
98	Honolulu (60)
38	Houston-Galveston (10)
76	Indianapolis (37)
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87	Nashville (46)
45	Nassau-Suffolk (14)
111	New Bedford-Fall River (85)
114	New Haven (92)
79	New Orleans (39)
20	New York (1)
72	Norfolk-Virginia Beach-Newport News (33)
94	Oklahoma City (51)
104	Omaha-Council Bluffs (72)
81	Orlando (41)
29	Philadelphia (5)
55	Phoenix (21)
54	Pittsburgh (20)

Page Market (Metro rank)

62	Portland, OR (26)
71	Providence-Warwick-Pawtucket (32)
95	Raleigh-Durham (53)
97	Richmond (57)
68	Riverside-San Bernardino (30)
118	Roanoke-Lynchburg (99)
86	Rochester, NY (45)
65	Sacramento (28)
51	St. Louis (18)
75	Salt Lake City-Ogden-Provo (36)
74	San Antonio (35)
47	San Diego (15)
96	San Diego North County (55)
27	San Francisco (4)
69	San Jose (31)
108	Sarasota-Bradenton (80)
43	Seattle-Tacoma (13)
116	Springfield, MA (76)
113	Stockton (89)
103	Syracuse (69)
57	Tampa-St. Petersburg (22)
106	Toledo (74)
101	Tucson (65)
100	Tulsa (63)
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91	West Palm Beach (49)
112	Wichita (88)
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118	Worcester (100)
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**Los Angeles Offices:**

(310) 553-4330, 1930 Century Park West, Los Angeles, CA 90067  
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Washington, DC 20045 Fax: (202)783-0260

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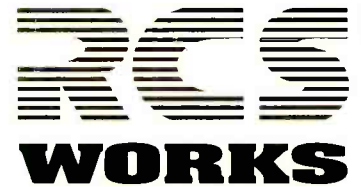
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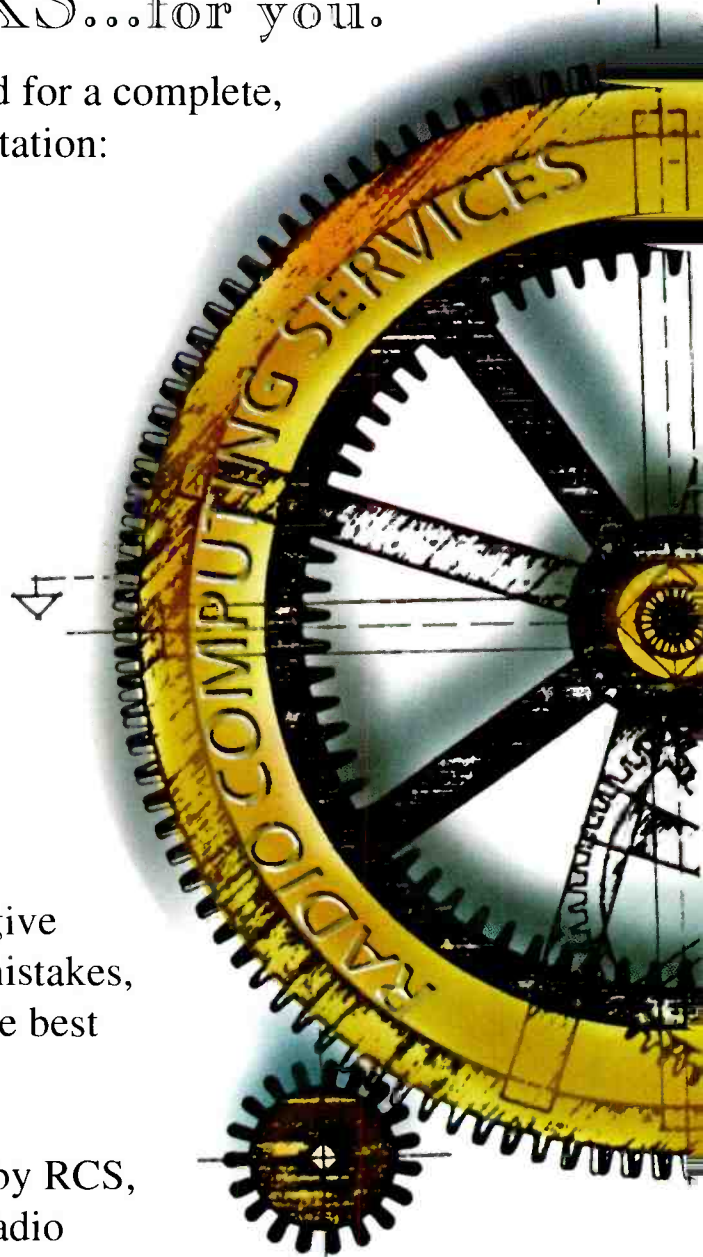
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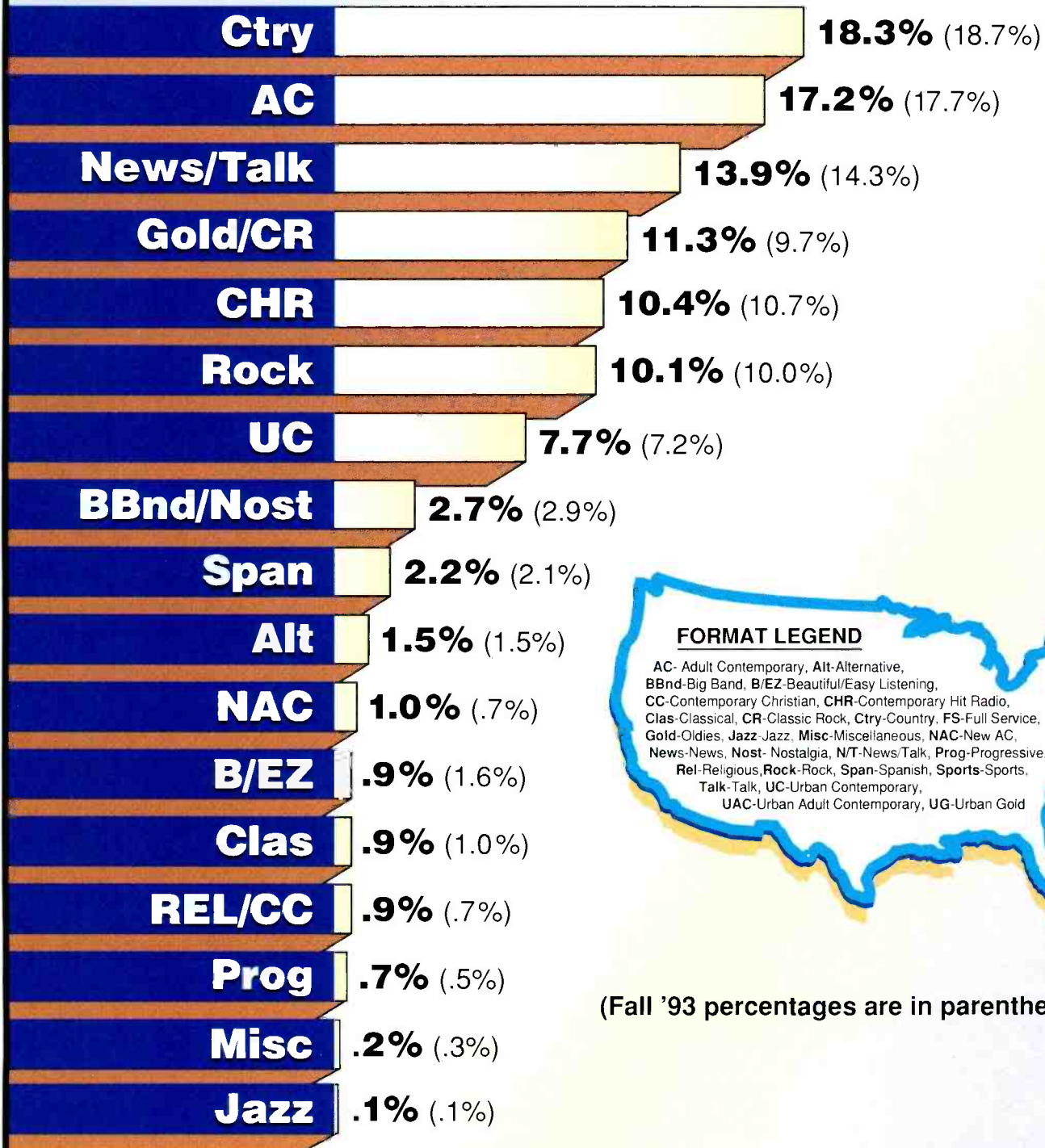
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# NATIONAL FORMAT REACH CHART

**T**he National and Regional Format Reach Charts on this and the following page outline listener format reach throughout the U.S. during the Spring '94 book.

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



## FORMAT LEGEND

AC- Adult Contemporary, Alt-Alternative, BBnd-Big Band, B/EZ-Beautiful/Easy Listening, CC-Contemporary Christian, CHR-Contemporary Hit Radio, Clas-Classical, CR-Classic Rock, Ctry-Country, FS-Full Service, Gold-Oldies, Jazz-Jazz, Misc-Miscellaneous, NAC-New AC, News-News, Nost- Nostalgia, N/T-News/Talk, Prog-Progressive, Rel-Religious, Rock-Rock, Span-Spanish, Sports-Sports, Talk-Talk, UC-Urban Contemporary, UAC-Urban Adult Contemporary, UG-Urban Gold

(Fall '93 percentages are in parentheses.)



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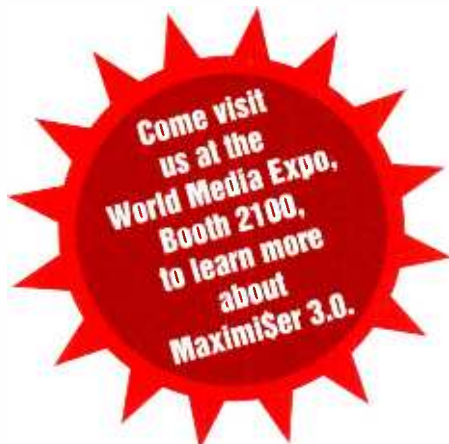
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# FORMAT REACH CHARTS

## EAST

AC	20.9 (18.4)
NEWS/TALK	18.1 (19.2)
CHR	13.8 (14.4)
ROCK	12.5 (12.6)
GOLD/CR	11.1 (10.3)
CTRY	11.0 (10.5)
UC	4.3 (4.5)
BBND/NOST	3.3 (3.6)
ALT	1.4 (1.4)
CLAS	.8 (1.2)
NAC	.8 (.7)
REL/CC	.8 (.4)
B/EZ	.5 (1.8)
PROG	.5 (.4)
SPAN	.3 (.6)
JAZZ	0 (.1)
MISC	0 (0)



## SOUTH

CTRY	24.5 (25.2)
AC	15.9 (15.2)
UC	13.7 (13.2)
GOLD/CR	10.5 (8.0)
ROCK	8.9 (9.0)
NEWS/TALK	8.2 (8.8)
CHR	7.8 (8.6)
SPAN	3.5 (3.7)
BBND/NOST	2.1 (2.6)
REL/CC	1.6 (1.4)
B/EZ	1.3 (2.3)
ALT	.7 (.8)
NAC	.6 (.4)
PROG	.4 (.6)
CLAS	.2 (.2)
JAZZ	0 (0)
MISC	0 (0)



## MIDWEST

CTRY	19.8 (19.9)
AC	16.1 (22.6)
NEWS/TALK	16.0 (16.2)
ROCK	12.1 (10.4)
GOLD/CR	11.4 (10.1)
CHR	9.9 (8.5)
UC	6.7 (6.4)
BBND/NOST	2.5 (2.1)
ALT	1.5 (.9)
B/EZ	.8 (.3)
CLAS	.8 (.9)
NAC	.6 (.5)
PROG	.5 (.4)
REL/CC	.5 (.5)
MISC	.1 (0)
SPAN	.1 (.2)
JAZZ	0 (0)



## WEST

AC	16.6 (16.7)
NEWS/TALK	16.5 (16.8)
CTRY	13.4 (15.9)
GOLD/CR	12.5 (11.4)
CHR	12.2 (12.8)
ROCK	7.7 (7.5)
SPAN	3.9 (3.5)
BBND/NOST	3.4 (3.2)
ALT	3.2 (3.3)
NAC	2.5 (1.5)
CLAS	2.2 (2.3)
PROG	1.7 (1.6)
B/EZ	1.1 (1.2)
MISC	1.0 (1.3)
UC	.7 (.3)
REL/CC	.2 (.3)
JAZZ	.1 (.2)





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# FORMAT LEADERS

## NATIONAL ALL-FORMAT

### AVERAGE QUARTER-HOUR

### CUME

1. **WXBQ-FM/Johnson City-Kingsport (Ctry)** 32.4
2. **WIVK-FM/Knoxville (Ctry)** . . . . . 30.9
3. **WUSY-FM/Chattanooga (Ctry)** . . . . . 23.5
4. **WRNS-AM & FM/Greenville-New Bern (Ctry)** 21.3
5. **WYYD-FM/Roanoke-Lynchburg (Ctry)** . . . . . 18.8
6. **WSIX-FM/Nashville (Ctry)** . . . . . 18.6
7. **WZZK-AM & FM/Birmingham (Ctry)** . . . . . 18.5
8. **WDUV-FM/Sarasota-Bradenton (B/EZ)** . . . . . 17.6
9. **WSSL-AM & FM/Greenville-Spartanburg (Ctry)** 17.5
10. **WWDN-FM/Columbia, SC (UC)** . . . . . 17.1
11. **WAMZ-FM/Louisville (Ctry)** . . . . . 17.0
12. **KSSN-FM/Little Rock (Ctry)** . . . . . 16.9
13. **WYNK-AM & FM/Baton Rouge (Ctry)** . . . . . 16.7
14. **KASE-FM/Austin (Ctry)** . . . . . 15.9
15. **KDKA-AM/Pittsburgh (N/T)** . . . . . 15.4
16. **WBLX-FM/Mobile (UC)** . . . . . 15.3
17. **WIKS-FM/Greenville-New Bern (UC)** . . . . . 15.2
18. **WTQR-FM/Greensboro-Winston Salem (Ctry)** 15.1
19. **KMOX-AM/St. Louis (Talk)** . . . . . 14.7
20. **KIIM-FM/Tucson (Ctry)** . . . . . 14.4
21. **WFMS-FM/Indianapolis (Ctry)** . . . . . 14.0
22. **KXXY-AM & FM/Oklahoma City (Ctry)** . . . . . 13.8
22. **WNNK-FM/Harrisburg-Lebanon (CHR)** . . . . . 13.8
22. **WQXK-FM/Youngstown-Warren (Ctry)** . . . . . 13.8
25. **KPRR-FM/El Paso (CHR)** . . . . . 13.7

1. **WINS-AM/New York (News)** . . . 2,377,100
2. **WHTZ-FM/New York (CHR)** . . . . . 2,332,900
3. **WRKS-FM/New York (UC)** . . . . . 1,988,000
4. **WQHT-FM/New York (CHR)** . . . . . 1,977,200
5. **WPLJ-FM/New York (AC)** . . . . . 1,946,700
6. **WLTW-FM/New York (AC)** . . . . . 1,915,300
7. **WCBS-AM/New York (News)** . . . . . 1,889,800
8. **WCBS-FM/New York (Gold)** . . . . . 1,826,300
9. **WXRK-FM/New York (Classic Rock)** . . . 1,705,400
10. **WBSL-FM/New York (UC)** . . . . . 1,670,100
11. **WMXV-FM/New York (AC)** . . . . . 1,661,100
12. **KIIS-AM & FM/Los Angeles (CHR)** . . . 1,577,900
13. **KPWR-FM/Los Angeles (CHR)** . . . . . 1,565,600
14. **WFAN-AM/New York (Sports)** . . . . . 1,505,500
15. **KOST-FM/Los Angeles (AC)** . . . . . 1,490,600
16. **WABC-AM/New York (Talk)** . . . . . 1,343,800
17. **WQCD-FM/New York (NAC)** . . . . . 1,381,500
18. **KYW-AM/Philadelphia (News)** . . . . . 1,215,200
19. **WNEW-FM/New York (Rock)** . . . . . 1,207,100
20. **KFWB-AM/Los Angeles (News)** . . . . . 1,157,000
21. **KRTH-FM/Los Angeles (Gold)** . . . . . 1,154,800
22. **KROQ-FM/Los Angeles (Alternative)** . . . 1,153,400
23. **WOR-AM/New York (Talk)** . . . . . 1,136,500
24. **WBBM-FM/Chicago (CHR)** . . . . . 1,099,700
25. **WPAT-FM/New York (AC)** . . . . . 1,089,500

## CONTEMPORARY HIT RADIO

### AVERAGE QUARTER-HOUR

### CUME

1. **WNNK-FM/Harrisburg-Lebanon** . . . . 13.8
2. **KPRR-FM/El Paso** . . . . . 13.7
3. **KBFM-FM/McAllen-Brownsville** . . . . . 12.7
4. **WKRZ-FM/Wilkes Barre-Scranton** . . . . . 11.9
5. **KQKQ-FM/Omaha-Council Bluffs** . . . . . 11.6
5. **WAEB-FM/Allentown-Bethlehem** . . . . . 11.6
7. **WNTQ-FM/Syracuse** . . . . . 11.4
8. **WVKS-FM/Toledo** . . . . . 11.1
9. **KKXX-FM/Bakersfield** . . . . . 10.4
10. **WSTW-FM/Wilmington, DE** . . . . . 10.3

1. **WHTZ-FM/New York** . . . . . 2,332,900
2. **WQHT-FM/New York** . . . . . 1,977,200
3. **KIIS-AM & FM/Los Angeles** . . . . . 1,577,900
4. **KPWR-FM/Los Angeles** . . . . . 1,565,600
5. **WBBM-FM/Chicago** . . . . . 1,099,700
6. **WXKS-FM/Boston** . . . . . 720,200
7. **WPGC-FM/Washington, DC** . . . . . 708,200
8. **KYLD-FM & KYLZ-FM/San Francisco** . . . 703,800
9. **KMEL-FM/San Francisco** . . . . . 683,500
10. **WIOQ-FM/Philadelphia** . . . . . 610,000

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

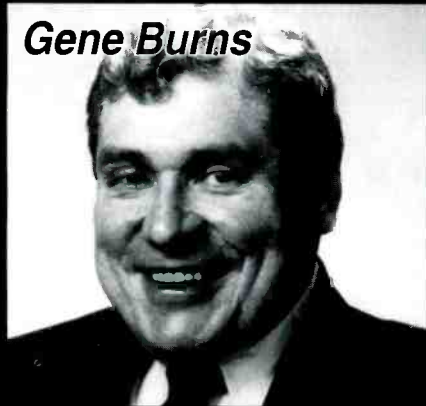
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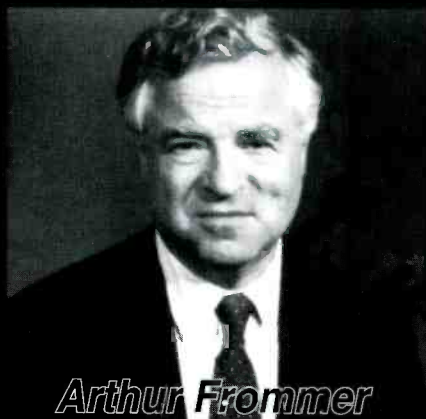
*Dr Joy Browne*



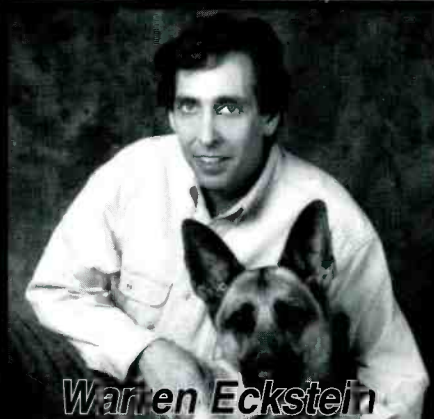
*The Dolans*



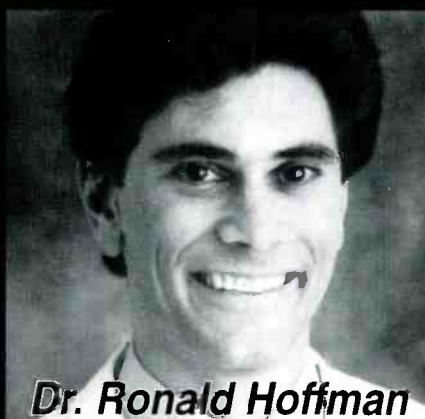
*Arthur Frommer*



*Warren Eckstein*



*Dr. Ronald Hoffman*



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# FORMAT LEADERS

## ADULT CONTEMPORARY

### AVERAGE QUARTER-HOUR

1. WTFM-FM/Johnson City-Kingsport	12.8
2. WMGF-FM/Daytona Beach	12.2
3. WSRS-FM/Worcester	11.8
4. WAJI-FM/Ft. Wayne	11.2
5. KKLD-FM/Tucson	10.7
6. KSFI-FM/Salt Lake City-Ogden-Provo	10.5
7. WYYY-FM/Syracuse	10.0
8. WLEV-FM/Allentown-Bethlehem	9.9
9. WXLO-FM/Worcester	9.9
10. KTSM-FM/El Paso	9.8
10. WJBR-FM/Wilmington, DC	9.8

### CUME

1. WPLJ-FM/New York	1,946,700
2. WLTW-FM/New York	1,915,300
3. WMXV-FM/New York	1,661,100
4. KOST-FM/Los Angeles	1,490,600
5. WPAT-FM/New York	1,089,500
6. KBIG-FM/Los Angeles	1,042,100
7. KYST-FM/Los Angeles	898,700
8. WLIT-FM/Chicago	760,100
9. KOIT-AM & FM/San Francisco	665,700
10. WTMX-FM/Chicago	633,600

## ROCK

### AVERAGE QUARTER-HOUR

1. WZZO-FM/Allentown-Bethlehem	13.0
2. WFBQ-FM/Indianapolis	12.3
3. WCMF-FM/Rochester	11.2
4. WAQX-FM/Syracuse	11.0
5. WDVE-FM/Pittsburgh	10.7
6. KLPX-FM/Tucson	10.5
6. KQRS-AM & FM/Minneapolis-St. Paul	10.5
8. WAQY-AM & FM/Springfield, MA	10.4
8. WHJY-FM/Providence (New Bedford book)	10.4
10. KEZO-AM & FM/Omaha-Council Bluffs	10.0

### CUME

1. WNEW-FM/New York	1,207,100
2. KLOS-FM/Los Angeles	976,100
3. WAXQ-FM/New York	872,200
4. WMMR-FM/Philadelphia	729,000
5. WRCX-FM/Chicago	634,500
6. KQRS-AM & FM/Minneapolis	574,200
7. WRIF-FM/Detroit	443,800
8. WWDC-FM/Washington, DC	440,100
9. WDVE-FM/Pittsburgh	418,700
10. WLLZ-FM/Detroit	404,100

## ALTERNATIVE

### AVERAGE QUARTER-HOUR

1. KXRK-FM/Salt Lake City-Ogden-Provo	5.7
2. KEDG-FM/Las Vegas	5.6
2. WNNX-FM/Atlanta	5.6
4. KROQ-FM/Los Angeles (Anaheim book)	5.5
5. KEGE-AM & FM/Minneapolis-St. Paul	5.3
6. KROQ-FM/Los Angeles	4.7
7. KNDD-FM/Seattle-Tacoma	4.1
8. KWOD-FM/Sacramento	3.9
8. WHFS-FM/Washington (Baltimore book)	3.9
10. KROQ-FM/Los Angeles (Riverside book)	3.8
10. WKQX-FM/Chicago	3.8
10. XTRA-FM/San Diego	3.8

### CUME

1. KROQ-FM/Los Angeles	1,153,400
2. WKQX-FM/Chicago	926,000
3. KITS-FM/San Francisco	495,600
4. WDRE-FM/Nassau-Suffolk (New York book)	435,600
5. KDGE-FM/Dallas-Ft. Worth	402,300
6. WIBF-FM/Philadelphia	390,200
7. WHFS-FM/Washington, DC	376,300
8. WNNX-FM/Atlanta	374,200
9. KEGE-AM & FM/Minneapolis-St. Paul	349,400
10. KNDD-FM/Seattle-Tacoma	347,900

## COUNTRY

### AVERAGE QUARTER-HOUR

1. WXBQ-FM/Johnson City-Kingsport	32.4
2. WIVK-FM/Knoxville	30.9
3. WUSY-FM/Chattanooga	23.5
4. WRNS-AM & FM/Greenville-New Bern	21.3
5. WYYD-FM/Roanoke-Lynchburg	18.8
6. WSIX-FM/Nashville	18.6
7. WZZK-AM & FM/Birmingham	18.5
8. WSSL-AM & FM/Greenville-Spartanburg	17.5
9. WAMZ-FM/Louisville	17.0
10. KSSN-FM/Little Rock	16.9

### CUME

1. WYNY-FM/New York	827,500
2. WUSN-FM/Chicago	799,100
3. KZLA-FM/Los Angeles	650,600
4. KSCS-FM/Dallas-Ft. Worth	564,100
5. KILT-FM/Houston-Galveston	546,200
6. WKHX-FM/Atlanta	530,200
7. KMPS-AM & FM/Seattle-Tacoma	487,400
8. KIKK-FM/Houston-Galveston	482,300
9. WWWW-AM & FM/Detroit	473,200
10. WXTU-FM/Philadelphia	467,100

P · R · E · M · I · E · R · E **COMEDY** N · E · T · W · O · R · K · S



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*W/C*  
COMEDY

P · R · E · M · I · E · R · E  
**GOLD**  
COMEDY

P · R · E · M · I · E · R · E  
**COUNTRY**  
COMEDY

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**CHR**  
COMEDY

FOR A GOOD TIME or more information contact your Premiere Representative 818-377-5300. **PREMIERE**

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# FORMAT LEADERS

## URBAN CONTEMPORARY

### AVERAGE QUARTER-HOUR

1. WWDM-FM/Columbia, SC	17.1
2. WBLX-FM/Mobile	15.3
3. WIKS-FM/Greenville-New Bern	15.2
4. WQUE-FM/New Orleans	12.4
5. WHRK-FM/Memphis	12.2
6. WWWZ-FM/Charleston, SC	11.9
7. KQXL-FM/Baton Rouge	11.6
8. KIPR-FM/Little Rock	11.4
8. WENN-FM/Birmingham	11.4
10. WVEE-FM/Atlanta	11.1

### CUME

1. WRKS-FM/New York	1,988,000
2. WBLS-FM/New York	1,670,100
3. WGCI-FM/Chicago	979,000
4. KKBT-FM/Los Angeles	828,200
5. WVAZ-FM/Chicago	614,600
6. WJLB-FM/Detroit	541,000
7. WUSL-FM/Philadelphia	510,300
8. WVEE-FM/Atlanta	472,700
9. WKYS-FM/Washington, DC	455,100
10. WHUR-FM/Washington, DC (UAC)	435,100

## NEWS/TALK

### AVERAGE QUARTER-HOUR

1. KDKA-AM/Pittsburgh (N/T)	15.4
2. KMOX-AM/St. Louis (Talk)	14.7
3. WHAS-AM/Louisville (FS)	13.1
4. WCCO-AM/Minneapolis (FS)	12.9
5. WLW-AM/Cincinnati (FS)	12.8
6. WSYR-AM/Syracuse (News)	12.6
7. KMJ-AM/Fresno (N/T)	12.1
7. WKBN-AM/Youngstown-Warren (N/T)	12.1
9. WRVA-AM/Richmond (FS)	12.0
10. KFBK-AM/Sacramento (N/T)	11.8

### CUME

1. WINS-AM/New York (News)	2,377,100
2. WCBS-AM/New York (News)	1,889,800
3. WFAN-AM/New York (Sports)	1,505,500
4. WABC-AM/New York (Talk)	1,343,800
5. KYW-AM/Philadelphia (News)	1,215,200
6. KFWB-AM/Los Angeles (News)	1,157,000
7. WOR-AM/New York (Talk)	1,136,500
8. WBBM-AM/Chicago (News)	1,051,200
9. WGN-AM/Chicago (FS)	1,055,300
10. KFI-AM/Los Angeles (Talk)	969,000

## NAC

### AVERAGE QUARTER-HOUR

1. KOAI-FM/Dallas-Ft. Worth	5.1
2. KHIH-FM/Denver-Boulder	4.1
3. WLOQ-FM/Orlando	3.8
4. KKJY-FM/Albuquerque	3.6
4. WQCD-FM/New York	3.6
6. KIFM-FM/San Diego	3.3
6. KTWV-FM/Los Angeles (Anaheim book)	3.3
8. KBLX-FM/San Francisco	3.2
8. WJZZ-FM/Detroit	3.2
10. KKSF-FM/San Francisco	2.9
10. WNWV-FM/Cleveland	2.9

### CUME

1. WQCD-FM/New York	1,381,500
2. KTWV-FM/Los Angeles	633,100
3. WNUA-FM/Chicago	553,800
4. KBLX-FM/San Francisco	439,500
5. KOAI-FM/Dallas-Ft. Worth	401,600
6. KKSF-FM/San Francisco	379,500
7. WJZZ-FM/Detroit	327,600
8. WJZZ-FM/Philadelphia	274,400
9. KACD-FM & KBCD-FM/Los Angeles	229,400
10. WLVE/Miami-Ft. Lauderdale	219,200

## GOLD/CLASSIC ROCK

### AVERAGE QUARTER-HOUR

1. KKZX-FM/Spokane (Classic Rock)	10.8
2. WQUT-FM/Johnson City-Kingsport (Classic Rock)	10.7
3. WBYS-FM/Ft. Wayne (Classic Rock)	9.8
4. WBBG-FM/Youngstown-Warren	8.1
5. KEYF-AM & FM/Spokane	8.0
5. WMJI-FM/Cleveland	8.0
7. KKLK-FM/Honolulu	7.5
8. WKLH-FM/Milwaukee-Racine (Classic Rock)	7.3
8. WODE-FM/Allentown-Bethlehem	7.3
8. WWKL-FM/Harrisburg-Lebanon	7.3

### CUME

1. WCBS-FM/New York	1,826,300
2. WXRK-FM/New York (Classic Rock)	1,705,400
3. KRTH-FM/Los Angeles	1,154,800
4. KLSX-FM/Los Angeles (Classic Rock)	892,700
5. KCBS-FM/Los Angeles	887,500
6. WJMK-FM/Chicago	836,400
7. WCKG-FM/Chicago (Classic Rock)	702,000
8. WYSP-FM/Philadelphia (Classic Rock)	701,500
9. WOGL-FM/Philadelphia	643,600
10. WYSY-FM/Chicago	565,700



WABC-AM, KMPC-AM,  
WLS-AM, WJHD-AM, WJZ-AM  
& 150 OTHER AFFILIATES ON BOARD!



## A REVOLUTIONARY CONCEPT FOR TALK RADIO, EXCLUSIVELY FROM PREMIERE.

You're coming out of a commercial stop-set and your afternoon host is going to discuss Hillary Rodham Clinton's health plan. You can choose to:

1. Play a jingle mentioning the host's name without mention of Hillary.
2. Play "Doctor My Eyes" by Jackson Brown, just like your competition.
3. Play Premiere's "I Am Hillary (Hear Me Roar)" from your weekly **TALKSONGS** package of parody songs.

Introducing **TALKSONGS**: Premiere Radio's parody song package made exclusively for Talk Radio, from the largest supplier of comedy for radio in the United States.

For the last five years, Premiere has been providing music stations with parody songs for their morning shows, using LA's top studio singers and songwriters. Some of our songs

**IT'S TOPICAL  
IT'S IMMEDIATE  
IT'S WEEKLY  
IT'S YOURS**

have received national TV airplay: **The Today Show** on NBC, **Good Morning America** on ABC and **The McLaughlin Group**.

Now, for your exclusive use, we have prepared a **weekly service of parody songs** for Talk Radio. Each package will contain songs highlighting topical subjects and current events. You may use them where you like and as often as you like. They provide a perfect segue out of commercial stop-sets or between topics of discussion... you localize to suit your taste.

**So, revolutionize your Talk Station by calling (818) 377-5300 today to reserve TALKSONGS for your market.**

**PREMIERE  
RADIO NETWORKS**

**TALKSONGS FROM PREMIERE RADIO NETWORKS • YOU DO THE TALKING, WE DO THE SINGING.**

# DRIVETIME DOMINATORS

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

1. **WXBQ-FM/Johnson City-Kingsport (Ctry)** 32.1  
*Marty Osborne*
2. **WIVK-FM/Knoxville (Ctry)** 29.4  
*Ed Brantley*
3. **WUSY-FM/Chattanooga (Ctry)** 23.5  
*The Bearman*
4. **WRNS-AM & FM/Greenville-New Bern (Ctry)** 21.5  
*Dale Nippers*
5. **WSIX-FM/Nashville (Ctry)** 20.1  
*Carl P. & The P-Team*
6. **WYYD-FM/Roanoke-Lynchburg (Ctry)** 19.5  
*Kenny Shelton; Scott Walker*
7. **WZZK-AM & FM/Birmingham (Ctry)** 17.9  
*Jack Steele*
8. **KSSN-FM/Little Rock (Ctry)** 16.9  
*Joe Logan*
9. **WAMZ-FM/Louisville (Ctry)** 16.8  
*Coyote Calhoun; Night Train Lane*
10. **WNNK-FM/Harrisburg-Lebanon (CHR)** 16.5  
*Bruce Bond*



Marty Osborne  
WXBQ-FM/Johnson City



Ed Brantley  
WIVK-FM/Knoxville



The Bearman  
WUSY-FM/Chattanooga



Coyote Calhoun  
WAMZ-FM/Louisville

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

1. **WHTZ-FM/New York (CHR)** 1,275,500  
*Elvis Duran*
2. **WQHT-FM/New York (CHR)** 1,085,800  
*Bugsy; Paco Lopez*
3. **WPLJ-FM/New York (Hot AC)** 1,082,200  
*Rocky Allen*
4. **WLTW-FM/New York (AC)** 1,045,500  
*Valerie Smaldone; Steve Roy & Sandy Jackson*
5. **WRKS-FM/New York (UC)** 1,015,700  
*Carol Ford; Wendy Williams*
6. **KPWR-FM/Los Angeles (CHR)** 917,300  
*Frank Lozano; Dave Morales*
7. **WMXV-FM/Los Angeles (AC)** 844,900  
*Dan Taylor*
8. **KIIS-AM & FM/Los Angeles (CHR)** 822,600  
*Bruce Vidal; Domino*
9. **WBLS-FM/New York (UC)** 784,900  
*Hollywood; Geromino*
10. **WQCD-FM/New York (NAC)** 763,700  
*Russ Davis*



Elvis Duran  
WHTZ-FM/New York



Rocky Allen  
WPLJ-FM/New York



Bugsy; Paco Lopez  
WQHT-FM/New York



# RATINGS INFORMATION GUIDE

## How To Use The Ratings Information

As you examine R&R's "Ratings Report & Directory, Vol. 2, '94," 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 '94 Arbitron) are listed. Trends read left to right, with the most recent results on the right. Up to five books can be included in any market's trend report, which covers the past year. Stations are ranked according to their Monday-Sunday (total persons 12+) average quarter-hour share.

### 2 STATION/FORMAT

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

### 3 FREQUENCY/POWER

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

### 4 AUDIENCE RANKINGS

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

### 5 AVERAGE MINUTES LISTENED

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

### 6 OWNER, NET & REP INFORMATION

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

### 7 NOTATIONS

Updates are listed noting format and call letter changes plus LMA activity.

### 8 FORMAT REACH CHART

The lower-right corner of each Top 50 market page features a bar graph ranking format reach. Format totals are computed by adding the Spring '94 12+ Monday-Sunday AQH numbers shown in each market breakout. For example, all CHR shares are added together.

### 9 MARKET POPULATION

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

NEW YORK

#1

12+ POPULATION: 14,034,000 (Black: 21.1% Hispanic: 18.7%)

SPRING '93	SUMMER '93	FALL '93	WINTER '93	SPRING '94	12+ CUME RANK	STATION FORMAT	FREQUENCY POWER (KHZ/TIME/POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	40+ RANK	OWNER	NETWK	NATIONAL REP/FILE
5.2	4.3	4.8	4.7	5.0	1	<b>WLTW-FM</b> <i>AC</i>	106.7 6kw	6	17	7	2	2	2	74	Viacom	---	KATZ
4.8	3.9	4.5	4.6	4.5	2	<b>WCBS-FM</b> <i>Gold</i>	101.1 6.8kw	8	13	14	4	1	1	71		CBS	CBS
3.6	3.6	3.8	4.0	4.3	3	<b>WQHT-FM</b> <i>CHR</i>	97.1 6.7kw	3	1	3	9	18	27	64		---	MMR
3.8	4.7	4.5	4.0	4.1	4	<b>WHTZ-FM</b> <i>CHR</i>	100.3 7.9kw	2	2	2	6	13	20	51	Shamrock Br.	---	CHR
5.8	5.7	5.8	4.3	4.1	4	<b>WRKS-FM</b> <i>UC</i>	98.7 7.8kw	3	3	4	5	9	18	59	Summit	SOU	D&R
3.4	3.4	3.9	4.3	4.0	6	<b>WINS-AM</b> <i>News</i>	1010 30/50kw	1	10	17	15	12	4	48	Group W	CNN	G/W
4.0	4.0	3.9	3.4	4.0	6	<b>WPLJ-FM</b> <i>Hof AC</i>	95.5 6.7kw	5	6	1	1	5	15	59	Cap Cities/ABC	ABC	KATZ
4.7	4.1	4.0	4.2	3.8	8	<b>WBSL-FM</b> <i>UC</i>	107.5 5.4kw	10	4	5	7	7	13	65	Inner City	ABC	MCG
4.8	4.5	4.6	4.2	3.7	9	<b>WABC-AM</b> <i>Talk</i>	770 50kw	14	21	15	16	14	6	78	Cap Cities/ABC	ABC	BAN

### DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WXRK-FM	1 WPLJ-FM	1 WXRK-FM	1 WPLJ-FM	1 WXRK-FM	1 WTLW-FM
2 WQHT-FM	2 WRKS-FM	2 WCBS-FM	2 WLTW-FM	2 WCBS-FM	2 WMXV-FM
3 WHTZ-FM	3 WHTZ-FM	3 WFAN-AM	3 WMXV-FM	3 WFAN-FM	3 WCBS-FM
4 WAXQ-FM	4 WBSL-FM	4 WPLJ-FM	4 WBSL-FM	4 WQCD-FM	4 WPLJ-FM
5 WPLJ-FM	4 WQHT-FM	5 WQCD-FM	4 WRKS-FM	5 WLTW-FM	5 WBSL-FM
6 WRKS-FM	6 WLTW-FM	6 WHTZ-FM	6 WHTZ-FM	6 WNEW-FM	6 WQCD-FM
7 WNEW-FM	7 WMXV-FM	7 WLTW-FM	7 WQHT-FM	7 WPLJ-FM	7 WRKS-FM
8 WBSL-FM	8 WSKQ-FM	7 WNEW-FM	8 WCBS-FM	8 WBSL-FM	8 WSKQ-FM
9 WFAN-AM	9 WXRK-FM	9 WAXQ-FM	9 WSKQ-FM	9 WSKQ-FM	9 WHTZ-FM
10 WSKQ-FM	10 WNEW-FM	9 WRKS-FM	10 WQCD-FM	10 WABC-AM	10 WINS-AM

### FORMAT REACH

N/T	18.4
AC	16.6
CHR	8.5
GOLD/CR	8.0
UC	7.9
SPAN	4.9
ROCK	4.3
NAC	3.6
CLAS	2.3
CTRY	2.0
BBND	1.7

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## Networks

ABC	ABC Radio Networks
AP	Associated Press Radio Network
AURN	American Urban Radio Network
BRN	Business Radio Network
CBS	CBS Radio Networks
CNN	Cable News Network
CRC	Cadena Radio Centro

MBS	Mutual Broadcasting System
NBC	NBC Radio Network
SMN	Satellite Music Network
SOU	The Source
UNIS	Unistar Radio Networks
UPI	United Press International
USA	USA Radio Network

## Reps Abbreviation Key

BAN	Banner Radio
CAB	Caballero Spanish Media
CBS	CBS Radio Spot Sales
CHR	The Christal Company
CMBS	Concert Music Broadcast Sales, Inc.
CRA	Crawford Broadcasting Co.
D&R	D&R
DCA	Dora-Clayton Agency, Inc.
DIR	Direct Representatives
DOME	Dome And Associates
EAST	Eastman Radio, Inc.
G/W	Group W Radio Sales
HEG	Herbert E. Groskin
JCG	J.C. Gates & Co.
KATZ	Katz Radio
KBS	Keystone Broadcasting System
KT-H	Katz Hispanic
K&P	Katz & Powell
LOTUS	Lotus Hispanic Reps

MK4	Market 4 Radio
MCG	McGavren-Guild, Inc.
MMR	Major Market Radio
MMRE	Major Market Radio/Espanol
MMS	Michigan Spot Sales
PATT	Patt Media
PMR	P. Mulvihill Radio Limited
RSS	Radio Spot Sales
REG	Regional Representatives
REP	Republic Radio Inc.
ROS	Roslin Radio Sales, Inc.
SAV	Savalli Broadcast Sales
SRR	Salem Radio Representatives
SSS	Southern Spot Sales
SBS	Spanish Broadcasting System
TNS	TN Spot Sales
TOR	Torbet Radio
UNI	Unirep Broadcasting Co.
WRS	Williams Radio Sales

12+ POPULATION: 14,034,000 (Black: 21.8%; Hispanic: 18.7%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
5.2	4.3	4.8	4.7	5.0	1	1	<b>WLTW-FM</b> AC	106.7 6kw	6	17	7	2	2	2	74	Viacom	----	KATZ
4.8	3.9	4.5	4.6	4.5	2	2	<b>WCBS-FM</b> Gold	101.1 6.8kw	8	13	14	4	1	1	71	CBS	CBS	CBS
3.6	3.6	3.8	4.1	4.4	3	3	<b>WOHT-FM</b> CHR	97.1 6.7kw	4	1	3	9	18	27	64	Emmis	----	MMR
3.8	4.7	4.5	4.0	4.1	4	4	<b>WHTZ-FM</b> CHR	100.3 7.8kw	2	2	2	6	13	20	51	Shamrock Br.	----	CHR
5.8	5.7	5.8	4.3	4.1	4	4	<b>WRKS-FM</b> UC	98.7 7.8kw	3	3	4	5	9	18	59	Summit	SOU	D&R
3.4	3.4	3.9	4.3	4.0	6	6	<b>WINS-AM</b> News	1010 30(50)kw	1	10	17	15	12	4	48	Group W	CNN	GW
4.0	4.0	3.9	3.4	4.0	6	6	<b>WPLJ-FM</b> Hot AC	95.5 6.7kw	5	6	1	1	5	15	59	Cap Cities/ABC	ABC	KATZ
4.7	4.1	4.0	4.2	3.8	8	8	<b>WBSL-FM</b> UC	107.5 5.4kw	10	4	5	7	7	13	65	Inner City	ABC	MCG
4.8	4.5	4.6	4.2	3.7	9	9	<b>WABC-AM</b> Talk	770 50kw	14	21	15	16	14	6	78	Cap Cities/ABC	ABC	BAN
2.8	3.0	3.6	3.6	3.6	10	10	<b>WQCD-FM</b> NAC	101.9 5.3kw	13	18	12	10	3	3	76	Tribune	----	CHR
3.4	2.8	2.8	3.6	3.5	11	11	<b>WMXV-FM</b> AC	105.1 7.8kw	11	7	8	8	6	7	71	Bonneville Int.	----	MCG
4.1	4.1	3.6	4.0	3.5	11	11	<b>WXRK-FM</b> CR	92.3 7.6kw	9	12	6	3	4	11	58	Infinity	ABC	TOR
3.5	3.9	3.6	3.1	3.4	13	13	<b>WOR-AM</b> Talk	710 50kw	17	28	32	26	22	12	86	Buckley	ABC	MCG
3.0	3.6	2.9	3.6	3.1	14	14	<b>WCBS-AM</b> News	880 50kw	7	25	22	18	17	9	47	CBS	CBS	CBS
2.8	3.1	3.1	2.7	3.1	14	14	<b>WFAN-AM</b> Sports	660 50kw	12	9	13	13	10	8	58	Infinity	NBC	EAST
2.1	2.3	3.0	3.1	3.1	14	14	<b>WSKQ-FM</b> Span	97.9 7.8kw	20	8	11	11	8	11	104	SBS	----	SBS
2.7	3.3	3.3	2.6	3.0	17	17	<b>WPAT-FM</b> AC	93.1 5.4kw	15	23	23	19	16	5	76	Park	----	MMR
2.8	3.0	3.0	2.2	2.3	18	18	<b>WNEW-FM</b> Rock	102.7 7.8kw	16	16	10	12	11	19	55	Group W	UNIS	GW
1.5	1.1	1.8	2.2	2.3	18	18	<b>WQXR-FM</b> Clas	96.3 7.8kw	18	36	25	21	21	14	75	New York Times	UNIS	MMR
1.2	1.5	1.5	1.6	2.0	20	20	<b>WAXQ-FM</b> Rock	104.3 7.8kw	19	5	9	14	19	33	65	GAF	UNIS	MMR

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Continued on Page 22



**Satellite  
COMEDY  
Network**

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NEW YORK

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# THE NEW YORK DIFFERENCE



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Continued from Page 20

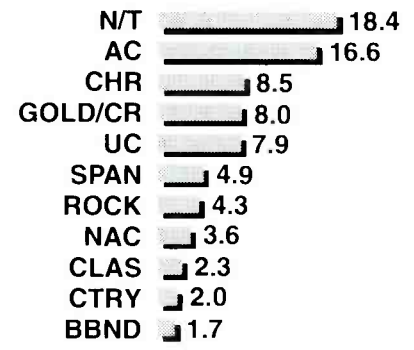
12+ POPULATION: 14,034,000 (Black: 21.8%; Hispanic: 18.7%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
2.1	2.3	2.3	2.1	2.0	20	20	WYNY-FM Ctry	103.5 6.7kw	21	20	18	17	15	16	70	Br. Partners	NBC	D&R
1.6	2.0	1.4	1.7	1.8	22	22	WADO-AM Span	1280 5kw	23	33	26	20	20	17	105	Spanish Radio	---	KT-H
1.5	1.7	1.6	1.6	1.7	23	23	WQEW-AM Nost	1560 50kw	22	--	41	40	36	21	100	New York Times	---	MMR
0.9	1.0	0.8	1.0	1.1	24	24	WALK-A/F AC	1370/97.5 .5kw/39kw	25	15	24	22	24	22	79	American Media	---	D&R
1.4	1.1	1.0	1.3	1.1	24	24	WLIB-AM NIT	1190 10kw	26	35	21	24	23	23	92	Inner City	AURN	MCG

DEMOGRAPHIC RANKINGS

FORMAT REACH

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



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

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12+ POPULATION: 9,705,900 (Black: 10.4%; Hispanic: 34.0%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
5.7	6.6	7.0	5.6	6.1	1	<b>KLAX-FM</b> Span	97.9 50kw	7	3	1	1	1	5	107	SBS	----	CAB
5.0	4.9	4.8	4.7	5.1	2	<b>KPWR-FM</b> CHR	105.9 25kw	2	1	3	3	17	29	60	Emmis	----	D&R
4.3	3.9	4.2	3.8	4.7	3	<b>KROQ-FM</b> Alt	106.7 5.5kw	6	2	2	2	5	27	75	Infinity	----	TOR
5.1	4.7	4.4	4.7	4.2	4	<b>KOST-FM</b> AC	103.5 12.5kw	3	7	9	4	2	2	52	Cox Enterprises	----	CHR
4.0	3.8	4.2	3.8	3.9	5	<b>KIIS-A/F</b> CHR	1150/102.7 5kw/8kw	1	5	4	6	11	15	46	Gannett Radio	----	MCG
4.5	4.1	4.3	4.5	3.8	6	<b>KFI-AM</b> Talk	640 50kw	10	28	19	16	8	1	72	Cox Enterprises	MBS	CHR
3.5	2.9	2.5	3.2	3.7	7	<b>KLVE-FM</b> Span	107.5 29.5kw	17	9	5	5	3	12	88	Heftel Br.	----	CAB
3.1	3.3	3.4	3.3	3.6	8	<b>KKBT-FM</b> UC	92.3 43kw	16	4	6	8	14	20	80	Evergreen Media	----	MMR
3.7	3.5	3.0	3.8	3.5	9	<b>KABC-AM</b> Talk	790 5kw	15	23	32	19	18	3	73	Cap Cities/ABC	ABC	KATZ
3.9	3.3	3.4	3.5	3.2	10	<b>KRTH-FM</b> Gold	101.1 51kw	5	6	14	13	6	4	52	Infinity	----	BAN
1.7	1.6	2.8	3.2	3.0	11	<b>KCBS-FM</b> Gold	93.1 28.5kw	14	11	11	7	4	9	63	CBS	CBS	CBS
3.2	3.2	3.2	3.4	2.9	12	<b>KBIG-FM</b> AC	104.3 105kw	8	13	12	12	13	10	51	Bonneville Int.	----	CBS
2.2	2.1	2.5	2.3	2.9	12	<b>KZLA-FM</b> City	93.9 18.5kw	18	18	15	15	10	6	81	Shamrock Br.	----	EAST
3.2	2.6	2.7	3.0	2.8	14	<b>KFWB-AM</b> News	980 5kw	4	26	28	21	19	7	45	Group W	CNN	GW
3.9	3.6	2.8	2.7	2.8	14	<b>KLOS-FM</b> CR	95.5 61kw	9	19	7	9	7	16	53	Cap Cities/ABC	ABC	KATZ
3.6	3.2	3.5	2.9	2.8	14	<b>KLSX-FM</b> Hot AC	97.1 21kw	13	10	8	10	9	17	58	Greater Media	----	MMR
3.0	3.1	2.3	2.5	2.8	14	<b>KYSR-FM</b> Hot AC	98.7 75kw	12	16	10	11	12	14	57	Viacom	----	TOR
2.2	2.3	2.6	2.6	2.6	18	<b>KNX-AM</b> News	1070 50kw	11	31	37	23	20	8	51	CBS	CBS	CBS
2.1	2.5	2.9	2.9	2.2	19	<b>KTNQ-AM</b> Span	1020 50kw	23	22	13	14	15	19	94	Heftel Br.	CRC	CAB
2.2	2.5	1.9	1.8	2.0	20	<b>KTWV-FM</b> NAC	94.7 55kw	19	38	17	17	16	11	59	Group W	----	G/W
1.0	1.4	2.2	1.8	1.8	21	<b>KXEZ-FM</b> AC	100.3 5.3kw	20	23	23	20	22	13	54	Viacom	----	TOR

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Continued on Page 24



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WE PLAY THE HITS!

Continued from Page 23

12+ POPULATION: 9,705,900 (Black: 10.4%; Hispanic: 34.0%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
1.6	1.5	1.7	2.0	1.7	22	<b>KKHJ-AM</b> <i>Span</i>	930 5kw	22	12	16	18	21	25	70	Lieberman	----	KT-H
1.4	1.9	2.1	1.9	1.7	22	<b>KKGO-FM</b> <i>Clas</i>	105.1 18kw	21	34	30	27	25	18	55	Mt. Wilson FM	AP	CMBS
0.6	0.7	0.7	1.0	1.7	22	<b>KLAC-AM</b> <i>Nost</i>	570 5kw	24	--	35	33	29	22	82	Shamrock Br.	----	EAST
1.0	1.1	1.2	0.8	1.3	25	<b>KJQI/KOJY</b> <i>Nost</i>	1260/540 5kw/25kw	31	--	43	44	42	28	87	Mt. Wilson FM	----	CMBS
1.1	1.1	1.4	1.4	1.3	25	<b>KXED-AM</b> <i>Span</i>	1540 50(10)kw	33	39	20	22	23	21	97	SBS	----	SBS
0.9	1.0	0.8	1.1	1.2	27	<b>KRLA-AM</b> <i>Gold</i>	1110 50(20)kw	25	8	25	24	26	24	61	Greater Media	----	MMR
1.5	1.4	1.3	1.13	1.1	28	<b>KWKW-AM</b> <i>Span</i>	1330 5kw	27	17	21	25	27	26	64	Lotus	----	LOTUS
1.0	1.2	0.6	0.4	1.0	29	<b>KACD/KBCD</b> <i>NAC</i>	103.1/103.1 3kw/2kw	34	35	31	28	24	23	77	Kelshow Com., LP	CBS	CBS

\*Was KAJZ & KBJZ until June.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KROQ-FM	1 KLAX-FM	1 KLAX-FM	1 KLAX-FM	1 KCBS-FM	1 KLAX-FM	SPAN	16.1
2 KPWR-FM	2 KLVE-FM	2 KROQ-FM	2 KOST-FM	1 KLSX-FM	2 KLVE-FM	N/T	12.7
3 KLAX-FM	3 KROQ-FM	3 KLSX-FM	3 KLVE-FM	3 KLAX-FM	3 KOST-FM	AC	11.7
4 KLSX-FM	4 KPWR-FM	4 KPWR-FM	4 KBIG-FM	4 KLOS-FM	4 KBIG-FM	GOLD/CR	10.2
5 KLOS-FM	5 KIIS-A/F	5 KCBS-FM	5 KIIS-A/F	5 KROQ-FM	5 KRTH-FM	CHR	9.0
6 KIIS-A/F	6 KOST-FM	5 KLOS-FM	6 KYSR-FM	6 KFI-AM	6 KYSR-FM	ALT	4.7
7 KKBT-FM	7 KKBT-FM	7 KIIS-A/F	7 KROQ-FM	7 KRTH-FM	6 KZLA-FM	UC	3.6
8 KLVE-FM	8 KYSR-FM	8 KKBT-FM	8 KKBT-FM	8 KOST-FM	8 KIIS-A/F	BBND	3.0
9 KCBS-FM	9 KBIG-FM	9 KOST-FM	8 KPWR-FM	9 KIIS-A/F	9 KFI-AM	NAC	3.0
10 KOST-FM	10 KCBS-FM	10 KLVE-FM	10 KRTH-FM	10 KLVE-FM	10 KTNQ-AM	CTRY	2.9
						ROCK	2.8
						CLAS	1.7

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12+ POPULATION: 6,805,900 (Black: 18.5%; Hispanic: 10.8%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
6.9	8.5	7.3	7.1	7.0	1	WGCI-FM UC	107.5 33kw	4	2	1	1	1	7	98	Gannett Radio	----	MCG
6.7	6.4	7.7	6.2	6.9	2	WGN-AM FS	720 50kw	2	15	24	18	12	1	90	Tribune	ABC	CHR
5.7	4.9	4.7	5.4	4.9	3	WBBM-FM CHR	96.3 4.2kw	1	1	3	2	8	14	61	CBS	CBS	CBS
3.6	3.7	4.4	5.1	4.6	4	WLS-A/F Talk	890/94.7 50kw/4.4kw	10	20	15	15	11	3	86	Cap Cities/ABC	ABC	BAN
5.7	4.5	5.4	4.4	4.4	5	WUSN-FM Ctry	99.5 6.3kw	7	6	6	4	2	4	75	Infinity	----	TOR
3.8	4.4	3.8	4.2	4.2	6	WBBM-AM News	780 50kw	3	23	25	19	18	5	54	CBS	CBS	CBS
2.8	3.3	3.4	3.5	3.8	7	WKQX-FM Alt	101.1 6kw	5	3	2	3	14	26	56	Emmis	SOU	D&R
4.0	3.9	4.1	4.0	3.7	8	WLIT-FM AC	93.9 4kw	9	14	12	12	5	6	66	Viacom	----	CHR
3.5	4.0	2.9	2.6	3.5	9	WJMK-FM Gold	104.3 4.1kw	6	9	16	7	3	2	57	Infinity	UNIS	KATZ
3.3	3.4	3.5	3.3	3.4	10	WVAZ-FM UC	102.7 6kw	15	10	10	6	4	8	75	Br. Partners	UPI	BAN
2.7	3.2	4.0	3.9	3.1	11	WLUP-FM Talk	97.9 6kw	14	22	4	5	9	12	68	Evergreen Media	----	MMR
1.8	2.7	2.2	1.9	2.8	12	WOJO-FM Span	105.1 8.4kw	21	5	8	11	15	17	111	Tichenor Media	----	KT-H
2.8	3.0	3.0	2.3	2.7	13	WRCX-FM* Rock	103.5 4.3kw	12	4	5	13	17	28	57	Evergreen Media	----	EAST
3.0	2.8	2.9	2.5	2.6	14	WCKG-FM CR	105.9 4.1kw	11	12	11	9	10	11	51	Cox Enterprises	----	KATZ
3.3	3.0	2.5	2.9	2.6	14	WJJD-AM Nost	1160 50kw	20	--	37	32	28	16	71	Infinity	UNIS	KATZ
1.5	2.3	2.5	2.4	2.6	14	WTMX-FM Hot AC	101.9 4.2kw	13	8	13	14	16	10	55	Bonneville Int.	----	MCG
2.4	2.7	2.1	2.7	2.6	14	WXRT-FM Prog	93.1 6.7kw	19	25	9	8	6	13	66	Diamond Br.	----	CBS
0.7	0.9	0.9	1.7	2.6	14	WYSY-FM Gold	107.9 22.5kw	16	32	6	10	7	19	62	Cox Enterprises	----	----
3.3	2.8	3.3	3.1	2.5	19	WNUA-FM NAC	95.5 8.3kw	17	27	17	16	13	9	63	Pyramid	----	D&R
2.9	2.4	3.1	2.6	1.9	20	WMAQ-AM News	670 50kw	8	17	21	21	21	15	33	Group W	CNN	G/W

\*Was WWBZ until July 26th.

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**CHICAGO'S PARTY RADIO**



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12+ POPULATION: 6,805,900 (Black: 18.5%; Hispanic: 10.8%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
1.1	0.9	0.7	1.6	1.8	21		<b>WAIT-AM</b> <i>Nost</i>	850 2.5kw	30	--	40	40	35	24	150	Pride	SMN	---
2.4	1.9	2.5	2.5	1.8	21		<b>WPNT-FM</b> <i>Hot AC</i>	100.3 8.2kw	18	11	14	17	20	23	45	Century	---	EAST
1.8	1.8	2.0	1.9	1.6	23		<b>WSCR-AM</b> <i>Sports</i>	820 5kw	25	28	18	20	19	18	90	Diamond Br.	---	CBS
1.2	1.1	1.2	1.5	1.2	24		<b>WGCI-AM</b> <i>UG</i>	1390 5kw	24	18	28	23	23	22	61	Gannett Radio	AURN	MCG
1.2	1.0	0.9	1.1	1.1	25		<b>WFMT-FM</b> <i>Clas</i>	98.7 15.5kw	26	--	38	28	27	20	63	Chicago Educ.	---	D&R
1.6	1.6	1.8	1.8	1.1	25		<b>WNIB-FM</b> <i>Clas</i>	97.1 8.4kw	22	--	39	30	26	21	48	Northern Ill.	---	CMBS
2.0	1.9	1.1	1.0	1.0	27		<b>WMVP</b> <i>Sports</i>	1000 50kw	23	26	22	22	22	25	49	Evergreen Media	---	MMR

**DEMOGRAPHIC RANKINGS**

**FORMAT REACH**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 WGCI-FM	1 WGCI-FM	1 WGCI-FM	1 WGCI-FM	1 WGCI-FM	1 WGCI-FM	N/T	25.3
2 WKQX-FM	2 WKQX-FM	2 WLUP-FM	2 WBBM-FM	2 WLUP-FM	2 WLIT-FM	UC	11.6
2 WLUP-FM	3 WBBM-FM	3 WCKG-FM	3 WVAZ-FM	3 WCKG-FM	3 WUSN-FM	GOLD/CR	8.7
4 WBBM-FM	4 WUSN-FM	4 WKQX-FM	4 WUSN-FM	4 WXRT-FM	3 WVAZ-FM	AC	8.1
4 WRCX-FM	5 WVAZ-FM	5 WXRT-FM	5 WKQX-FM	5 WUSN-FM	5 WJMK-FM	CHR	4.9
6 WYSY-FM	6 WYSY-FM	6 WRCX-FM	6 WLIT-FM	6 WJMK-FM	6 WTMX-FM	BBND	4.4
6 WXRT-FM	7 WTMX-FM	7 WBBM-FM	7 WTMX-FM	7 WYSY-FM	7 WBBM-FM	CTRY	4.4
8 WCKG-FM	8 WOJO-FM	8 WUSN-FM	8 WJMK-FM	8 WLS-A/F	8 WGN-AM	ALT	3.8
8 WOJO-FM	9 WPNT-FM	9 WJMK-FM	9 WOJO-FM	9 WSCR-AM	9 WYSY-FM	SPAN	2.8
10 WUSN-FM	10 WLIT-FM	10 WYSY-FM	10 WYSY-FM	10 WRCX-FM	10 WNUA-FM	ROCK	2.7
						PROG	2.6
						NAC	2.5
						CLAS	2.2

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12+ POPULATION: 5,304,600 (Black: 10.8%; Hispanic: 14.7%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.6	7.8	7.4	7.8	7.8	1	KGO-AM NIT	810 50kw	1	27	11	1	1	1	82	Cap Cities/ABC	ABC	BAN
6.1	6.6	4.6	4.2	5.4	2	KNBR-AM FS	680 50kw	3	12	12	5	2	2	66	Susquehanna Radio	ABC	EAST
4.4	5.1	5.7	5.6	5.0	3	KCBS-AM News	740 50kw	2	22	27	14	7	3	55	CBS	CBS	CBS
4.4	4.7	4.3	4.7	4.2	4	KMEL-FM CHR	106.1 69kw	5	2	1	2	12	20	58	Evergreen Media	---	CHR
4.1	4.7	4.7	4.5	4.1	5	KYLD/KYLZ* CHR	107.7/99.1 8.9kw/1.1kw	4	1	2	3	15	23	55	Crescent Com.	AP	MMR
3.5	3.0	3.4	4.3	4.0	6	KOIT-A/F AC	1260/96.5 5(1)kw/33kw	6	9	9	7	3	4	56	Bonneville Int.	---	KATZ
3.7	3.6	3.1	3.5	3.5	7	KIOI Hot AC	101.3 125kw	7	5	4	4	4	9	57	Evergreen Media	---	BAN
3.0	2.7	2.8	3.5	3.2	8	KBLX-FM NAC	102.9 6.6kw	10	18	7	6	5	6	68	Inner City	---	D&R
0.4	0.6	2.1	2.8	3.1	9	KABL-AM Nost	960 5kw	21	--	44	44	34	10	104	Shamrock Br.	UNIS	CHR
3.0	2.4	3.2	3.2	2.9	10	KKSF-FM NAC	103.7 7.8kw	13	--	18	9	6	5	71	Brown Br.	---	CBS
2.7	2.7	2.9	2.6	2.6	11	KITS-FM Alt	105.3 15kw	8	4	3	8	11	31	50	Entercom	---	D&R
1.7	1.7	2.0	1.7	2.5	12	KFRC-FM Gold	99.7 40kw	12	11	17	12	8	7	58	Alliance Br.	---	GW
1.3	1.7	2.5	1.8	2.5	12	KKHI-A/F** Clas	1550/95.7 10kw/6.9kw	17	--	29	23	18	8	69	Group W	CNN	GW
2.8	2.7	2.6	2.0	2.4	14	KRQR-FM CR	97.3 82kw	9	9	6	10	10	15	49	CBS	CBS	CBS
3.5	4.0	3.1	3.4	2.4	14	KSAN-FM Ctry	94.9 30kw	11	13	10	15	14	11	56	Shamrock Br.	---	MCG
2.1	1.4	2.0	2.3	2.3	16	KBAY-FM AC	100.3 163kw	23	35	31	22	20	12	90	United	---	MMR
2.4	2.2	2.3	2.0	2.2	17	KFOG-FM Prog	104.5 7.9kw	14	39	8	11	9	14	57	Susquehanna Radio	SOU	EAST
2.2	1.9	2.4	2.1	2.2	17	KSJO-FM Rock	92.3 50kw	18	7	5	13	13	24	67	BayCom Partners	---	MCG
2.1	2.7	2.6	2.3	2.0	19	KDFC-A/F Clas	1220/102.1 5kw/33kw	15	37	28	21	19	13	55	Brown Br.	---	CMBS

\*KSOL became KYLD in March and KSRI became KYLZ in April. \*\*Became KPIX-AM & FM (News) in June.

Continued on Page 28

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**FLASHBACK  
POP  
OUT  
ROCK  
SLIDES**

+



**KRQR**  
97.3 FM  
CLASSIC ROCK

=

**SAN FRANCISCO'S CLASSIC ROCK**

For information call  
(212) 581-3962



**RADIO TODAY**  
ENTERTAINMENT

Continued from Page 27

12+ POPULATION: 5,304,600 (Black: 10.8%; Hispanic: 14.7%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
1.8	1.6	1.7	1.4	1.6	20	<b>KABL-FM</b> Gold	98.1 100kw	16	25	13	17	17	22	44	Shamrock Br.	----	CHR
1.5	1.3	1.4	1.6	1.6	20	<b>KLOK-AM</b> Span	1170 50(5)kw	31	14	14	16	16	19	104	Bahia Radio	CRC	KT-H
4.2	2.7	0.8	1.1	1.4	22	<b>KFRC-AM</b> Gold	610 5kw	19	23	36	24	21	16	44	Alliance Br.	MBS	G/W
1.3	0.9	1.1	1.4	1.3	23	<b>KOFY-AM</b> Span	1050 50(10)kw	32	15	15	18	22	33	44	Gabbert	----	LOTUS
1.4	1.1	1.6	1.4	1.2	24	<b>KHQT-FM</b> CHR	97.7 1.65kw	22	3	21	29	41	41	41	Anaheim Br.	----	D&Z
1.0	1.2	1.3	1.0	1.2	24	<b>KOME-FM...</b> Rock	98.5 12.5kw	24	8	16	20	25	36	40	Infinity	----	TOR
0.9	0.8	0.9	1.2	1.1	26	<b>KJAZ-FM</b> Jazz	92.7 1.8kw	29	--	38	30	27	17	66	Ronald Cowan	----	K&P
3.9	4.3	4.3	4.2	1.1	26	<b>KSOL-FM....</b> AC	98.9 6kw	20	16	19	19	23	34	37	Crescent Com.	----	MMR
1.2	1.6	1.8	1.7	1.1	26	<b>KYCY-FM.....</b> Ctry	93.3 50kw	27	24	24	26	24	20	55	Alliance Br.	----	G/W
1.0	1.0	1.0	1.1	1.0	29	<b>KRTY-FM</b> Ctry	95.3 870w	30	26	22	28	28	30	65	Empire	----	MMR
1.2	1.3	1.0	1.0	1.0	29	<b>KSFO-AM</b> Talk	560 5kw	26	32	45	39	31	18	45	First Br.	CNN	MMR

\*\*\*Switched to Alternative on May 13th. \*\*\*\*KRSY became KSOL in mid-April. \*\*\*\*\*Was KYA (Gold) until the end of March.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KLYD/KYLZ	1 KMEL-FM	1 KNBR-AM	1 KIOI-FM	1 KNBR-AM	1 KGO-AM	N/T	19.2
2 KMEL-FM	2 KIOI-FM	2 KGO-AM	2 KOIT-A/F	2 KGO-AM	2 KOIT-A/F	AC	12.5
3 KITS-FM	3 KYLD/KYLZ	3 KYLD/KYLZ	3 KMEL-FM	3 KBLX-FM	3 KIOI-FM	CHR	9.5
3 KSJO-FM	4 KITS-FM	4 KMEL-FM	4 KGO-AM	3 KCBS-AM	4 KFRC-FM	NAC	6.1
5 KIOI-FM	5 KFOG-FM	4 KSJO-FM	5 KBLX-FM	3 KKSF-FM	5 KBLX-FM	GOLD/CR	4.9
5 KNBR-AM	6 KOIT-A/F	7 KITS-FM	6 KYLD/KYLZ	6 KSJO-FM	6 KKSF-FM	CLAS	4.5
7 KBLX-FM	7 KRQR-FM	6 KRQR-FM	7 KFRC-FM	7 KFRC-FM	7 KFOG-FM	CTRY	4.5
8 KRQR-FM	8 KBLX-FM	8 KBLX-FM	8 KKSF-FM	8 KRQR-FM	8 KMEL-FM	ROCK	3.4
9 KLOK-AM	8 KSAN-FM	9 KFOG-FM	8 KITS-FM	9 KIOI-FM	9 KCBS-AM	BBND	3.1
9 KOME-FM	10 KSJO-FM	9 KKSF-FM	10 KFOG-FM	9 KOIT-A/F	10 KSAN-FM	SPAN	2.9
						ALT	2.6
						PROG	2.2
						JAZZ	1.1

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

Harker Research

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12+ POPULATION: 4,101,700 (Black: 18.4%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	METRO RANK 12+ ADP	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.1	7.0	6.9	10.0	7.4	1	<b>KYW-AM</b> News	1060 50kw	1	15	15	10	4	2	51	Group W	NBC	GW
6.6	6.7	6.0	5.7	6.6	2	<b>WMMR-FM</b> Rock	93.3 18kw	2	7	1	1	1	6	76	Group W	UNIS	GW
4.4	4.1	5.2	5.5	6.1	3	<b>WPEN-AM</b> Nost	950 5kw	13	--	26	20	18	8	125	Greater Media	UNIS	MMR
5.0	5.7	5.4	5.6	6.1	3	<b>WWDB-FM</b> Talk	96.5 17kw	10	--	17	16	13	5	106	Panache	ABC	BAN
5.8	5.8	5.6	5.3	5.6	5	<b>WYSP-FM</b> CR	94.1 16kw	3	9	2	2	2	9	67	Infinity	ABC	TOR
4.4	4.2	5.1	5.3	5.0	6	<b>WOGL-FM</b> Gold	98.1 12.5kw	4	10	14	3	3	1	66	CBS	CBS	CBS
4.0	3.1	3.3	4.5	4.9	7	<b>WBEB-FM</b> AC	101.1 14kw	6	8	7	5	5	4	70	WEAZ Inc.	---	MCG
4.7	4.7	5.0	4.7	4.9	7	<b>WUSL-FM</b> UC	98.9 18kw	9	2	3	4	9	15	80	TAK	---	KATZ
5.1	4.7	4.4	4.0	4.6	9	<b>WXTU-FM</b> Ctry	92.5 15.5kw	12	11	10	11	7	3	83	Beasley	MBS	D&R
5.7	6.0	5.2	4.3	4.3	10	<b>WIOQ-FM</b> CHR	102.1 27kw	5	1	6	12	15	17	59	EZ	---	KATZ
2.4	2.7	2.3	2.6	4.0	11	<b>WPLY-FM</b> CHR	100.3 35kw	7	3	4	6	14	16	57	Greater Media Br.	---	KATZ
4.1	3.5	3.3	3.4	3.6	12	<b>WMGK-FM*</b> AC	102.9 8.5kw	11	13	11	7	6	7	65	Greater Media	---	MMR
3.6	4.7	4.0	4.2	3.3	13	<b>WDAS-FM</b> UC	105.3 16.5kw	16	12	9	8	8	10	80	Beasley	---	MCG
2.8	3.3	4.6	3.6	3.3	13	<b>WIP-AM</b> Sports	610 5kw	15	14	12	14	11	11	75	Infinity	MBS	KATZ
5.1	4.5	4.1	3.5	3.3	13	<b>WYXR-FM</b> Hot AC	104.5 16kw	8	5	8	9	10	14	51	Pyramid Com.	---	KATZ
1.9	3.1	2.6	2.4	2.8	16	<b>WIBF-FM</b> Alt	103.9 340w	14	6	5	13	16	20	60	Jarad	---	HEG
2.8	2.8	3.0	2.6	2.4	17	<b>WJZZ-FM</b> NAC	106.1 22.5kw	19	18	16	15	12	12	72	Malrite	ABC	EAST
2.4	2.4	2.7	3.3	2.2	18	<b>WFLN-FM</b> Clas	95.7 50kw	20	20	23	18	17	13	72	Marlin Br	---	CBMS
1.0	1.1	1.2	1.4	1.7	19	<b>WPST-FM</b> CHR	97.5 50kw	17	4	13	17	19	26	48	Nassau Br.	---	---

\*Switched to '70s Gold format in mid-July.

Continued on Page 30

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

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Continued from Page 29

12+ POPULATION: 4,101,700 (Black: 18.4%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
1.7	1.8	1.4	0.6	1.1	20	<b>WGMP-AM</b> <i>Sports</i>	1210 50kw	18	19	21	21	22	22	32	CBS	CBS	CBS
1.3	0.8	1.3	1.2	1.0	21	<b>WDAS-AM</b> <i>Rel</i>	1480 5(1)kw	23	17	18	22	21	19	65	Beasley	AURN	MCG
1.4	0.8	0.8	1.1	1.0	22	<b>WHAT-AM</b> <i>Talk</i>	1340 1kw	24	--	28	29	23	18	102	Regional Labong	----	----

\*\*Was WOGL (Gold) until March.

**DEMOGRAPHIC RANKINGS**

**FORMAT REACH**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 WMMR-FM	1 WPLY-FM	1 WMMR-FM	1 WBEB-FM	1 WMMR-FM	1 WBEB-FM	N/T	17.9
2 WYSP-FM	2 WUSL-FM	2 WYSP-FM	2 WMMR-FM	2 WYSP-FM	2 WOGL-FM	AC	11.8
3 WUSL-FM	3 WMMR-FM	3 WIP-AM	3 WUSL-FM	3 WOGL-FM	3 WMGK-FM	GOLD/CR	10.6
4 WIBF-FM	4 WBEB-FM	4 WOGL-FM	4 WMGK-FM	4 WIP-AM	4 WMMR-FM	CHR	10.0
5 WIP-AM	5 WIOQ-FM	5 WUSL-FM	5 WPLY-FM	5 KYW-AM	5 WXTU-FM	UC	8.2
6 WPLY-FM	6 WIBF-FM	6 KYW-FM	6 WOGL-FM	6 WXTU-FM	6 WDAS-FM	ROCK	6.6
7 WIOQ-FM	7 WYXR-FM	7 WIBF-FM	7 WYXR-FM	7 WUSL-FM	7 KYW-AM	BBND	6.1
8 WDAS-FM	8 WYSP-FM	8 WDAS-FM	8 WXTU-FM	8 WWDB-FM	8 WYXR-FM	CTRY	4.6
9 WOGL-FM	9 WMGK-FM	9 WIOQ-FM	9 WDAS-FM	9 WDAS-FM	9 WUSL-FM	ALT	2.8
10 WYXR-FM	10 WDAS-FM	10 WWDB-FM	10 WIOQ-FM	10 WMGK-FM	10 WYSP-FM	NAC	2.4
						CLAS	2.2
						REL	1.0

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**+** **POWER 99fm** **=**

For information call  
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**PHILADELPHIA'S NON-STOP JAMZ**



12+ POPULATION: 3,643,100 (Black: 21.0%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	METRO RANK	12+ ADJ. 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	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.3	8.6	9.3	7.8	8.5	1	1	WJR-AM Talk	760 50kw	1	17	18	13	9	1	83	Cap Cities/ABC	ABC	KATZ
6.3	6.4	6.8	6.3	6.9	2	2	WJLB-FM UC	97.9 50kw	5	2	1	1	2	12	89	Secret Com.	----	MMR
4.4	4.4	4.2	4.7	5.3	3	3	WKQI-FM Hot AC	95.5 100kw	3	5	3	2	1	5	61	Br. Partners	----	BAN
8.2	6.5	5.2	4.5	5.1	4	4	WWWW-A/F* Ctry	1130/106.7 50/10kw/61kw	6	8	12	9	7	2	76	Shamrock Br.	UNIS	EAST
4.3	4.6	4.5	5.8	4.9	5	5	WWJ-AM News	950 20kw	2	18	22	18	14	7	56	CBS	CBS	CBS
4.7	4.9	5.2	4.2	4.8	6	6	WMXD-FM UAC	92.3 50kw	14	9	8	3	3	4	92	Secret Com.	----	D&R
1.2	2.9	4.1	5.2	4.7	7	7	WYCD-FM Ctry	99.5 21kw	9	3	4	5	8	11	74	Alliance Br.	ABC	G/W
4.3	5.1	4.9	5.1	4.3	8	8	WXYT-AM Talk	1270 5kw	16	22	16	16	12	6	91	Infinity	CNN	D&R
5.7	5.1	5.5	5.0	4.0	9	9	WHYT-FM CHR	96.3 20kw	4	1	7	14	18	22	48	Cap Cities/ABC	ABC	KATZ
4.1	3.5	3.2	3.5	3.9	10	10	WOMC-FM Gold	104.3 190kw	11	13	15	8	4	3	63	Infinity	UNIS	TOR
3.8	3.4	3.9	4.0	3.8	11	11	WNIC-FM AC	100.3 32kw	8	7	11	7	6	8	61	Br. Partners	----	MCG
3.2	2.3	3.2	3.1	3.7	12	12	WRIF-FM Rock	101.1 27kw	10	11	2	4	10	17	59	Greater Media	----	BAN
4.5	3.9	3.7	4.1	3.6	13	13	WCSX-FM CR	94.7 13.5kw	7	12	6	6	5	13	55	Greater Media	UNIS	MCG
4.0	2.8	4.3	3.8	3.4	14	14	WLTJ-FM AC	93.1 26.5kw	13	15	13	12	11	9	63	Viacom	----	CHR
4.3	4.0	3.2	4.1	3.2	15	15	WJOI-FM AC	97.1 12kw	15	21	19	19	17	14	63	CBS	----	CBS
3.2	4.1	3.8	3.0	3.2	15	15	WJZZ-FM NAC	105.9 20kw	17	16	14	10	13	10	69	Bell	----	TOR
1.9	1.6	2.1	2.1	2.6	17	17	CIMX-FM Alt	88.7 100kw	18	6	5	11	16	27	62	CHUM Ltd.	----	----
1.8	2.2	2.2	2.0	2.2	18	18	WLLZ-FM Rock	98.7 50kw	12	10	10	15	15	16	39	Group W	----	G/W
2.2	2.7	1.8	2.2	2.0	19	19	WDZR-FM Rock	102.7 50kw	19	4	9	17	20	29	57	US Radio	SMN	D&R
1.9	1.6	2.3	1.8	1.9	20	20	CKWW-AM Nost	580 5kw	22	--	29	27	29	19	98	CHUM Ltd.	----	----

\*AM became WDFN during rating period and Sports in July.

Continued on Page 32

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

Harker Research

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Continued from Page 31

12+ POPULATION: 3,643,100 (Black: 21.0%; Hispanic: N/A)


SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
1.8	2.4	2.8	2.0	1.7	21		<b>WQRS-FM</b> <i>Clas</i>	105.1 20kw	20	--	23	23	21	15	56	Marlin Br.	---	PATT
1.2	1.4	0.9	1.2	1.1	22		<b>CKLW-FM</b> <i>Gold</i>	93.9 100kw	21	--	17	20	19	23	41	CHUM Ltd.	---	---
1.0	1.0	0.9	0.9	1.1	22		<b>WMUZ-FM</b> <i>Rel</i>	103.5 50kw	24	20	20	21	22	20	64	Crawford	---	CRA
0.8	1.4	1.1	0.9	1.0	24		<b>WQBH-AM</b> <i>UG</i>	1400 1kw	26	--	30	28	27	18	112	Detroit Br.	---	PATT

**DEMOGRAPHIC RANKINGS**

**FORMAT REACH**


Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 WRIF-FM	1 WJLB-FM	1 WRIF-FM	1 WKQI-FM	1 WCSX-FM	1 WNIC-FM	N/T	17.7
2 WJLB-FM	2 WKQI-FM	2 WCSX-FM	2 WJLB-FM	2 WRIF-FM	2 WMXD-FM	AC	15.7
3 WDZR-FM	3 WYCD-FM	3 WJLB-FM	3 WMXD-FM	3 WJR-AM	3 WKQI-FM	UC	12.7
4 CIMX-FM	4 WMXD-FM	4 WKQI-FM	4 WNIC-FM	4 WXYT-AM	4 WJLB-FM	CTRY	9.5
5 WCSX-FM	5 WHYT-FM	5 WYCD-FM	5 WYCD-FM	5 WOMC-FM	5 WLTJ-FM	GOLD/CR	8.6
6 WYCD-FM	6 WNIC-FM	6 WJZZ-FM	6 WLTJ-FM	6 WKQI-FM	6 WYCD-FM	ROCK	7.9
7 WLLZ-FM	7 CIMX-FM	7 WOMC-FM	7 WWWW-AF	7 WJLB-FM	7 WWWW-AF	CHR	4.0
8 WHYT-FM	8 WLTJ-FM	8 WJR-AM	8 WOMC-FM	8 WJZZ-FM	8 WOMC-FM	NAC	3.2
9 WKQI-FM	8 WRIF-FM	8 WXYT-AM	9 WCSX-FM	9 WWWW-AF	9 WJOI-FM	ALT	2.6
10 WMXD-FM	10 WWWW-AF	10 WWWW-AF	10 WHYT-FM	10 WYCD-FM	10 WCSX-FM	BBND	1.9
						CLAS	1.7
						REL	1.0

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**+ 94.7 WCSX =**  
**THE CLASSIC ROCK STATION**

For information call  
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**#1 25-54 MEN/5TH BOOK IN-A-ROW**



12+ POPULATION: 3,458,600 (Black: 13.4%; Hispanic: 12.9%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.0	5.4	6.9	6.4	6.5	1	<b>KSCS-FM</b> <i>Ctry</i>	96.3 99kw	3	6	8	1	1	1	72	Cap Cities/ABC	----	BAN
4.1	4.4	5.9	4.7	6.1	2	<b>KHK-FM</b> <i>CHR</i>	106.1 100kw	2	1	1	3	11	16	64	Gannett Radio	----	D&R
6.3	5.9	5.5	5.1	5.9	3	<b>WBAP-AM</b> <i>NIT</i>	820 50kw	1	18	16	12	5	4	62	Cap Cities/ABC	ABC	BAN
4.9	4.5	5.4	5.9	5.4	4	<b>KVIL-A/F</b> <i>AC</i>	1150/103.7 1kw/100kw	6	17	13	2	2	2	81	Infinity	----	TOR
3.9	3.7	3.5	4.9	5.1	5	<b>KOAI-FM</b> <i>NAC</i>	107.5 25kw	8	23	12	6	3	4	80	Granum Com.	----	MMR
5.3	4.6	4.6	4.7	5.1	5	<b>KPLX-FM</b> <i>Ctry</i>	99.5 100kw	4	8	5	5	4	6	71	Susquehanna Radio	AP	EAST
3.1	5.3	5.1	4.8	5.1	5	<b>KYNG-FM</b> <i>Ctry</i>	105.3 100kw	5	5	3	4	6	9	76	Alliance Br.	----	G/W
3.9	4.5	3.4	3.5	4.2	8	<b>KKDA-FM</b> <i>UC</i>	104.5 98kw	16	4	4	7	15	17	76	Republic	AP	CHR
3.9	4.0	3.3	3.8	3.9	9	<b>KLUV-FM</b> <i>Gold</i>	98.7 100kw	9	7	17	10	7	5	61	TK	----	MCG
2.2	2.8	2.9	3.1	3.7	10	<b>KDGE-FM</b> <i>A/f</i>	94.5 100kw	7	3	6	14	17	23	57	Edge Broadcasting	----	K&P
4.3	4.8	3.3	4.4	3.4	11	<b>KJMZ-FM</b> <i>UC</i>	100.3 89kw	12	2	10	17	18	22	58	Summitt	ABC	MCG
3.9	3.4	3.0	4.0	3.4	11	<b>KRLD-AM</b> <i>NIT</i>	1080 50kw	10	--	25	18	16	7	54	SFX	CBS	CBS
2.6	2.7	3.3	3.5	3.2	13	<b>KEGL-FM</b> <i>Rock</i>	97.1 100kw	13	9	2	8	14	26	54	Sandusky	----	CHR
2.8	3.1	1.4	2.1	3.2	13	<b>KRRW-FM</b> <i>Gold</i>	97.9 100kw	17	20	15	9	8	8	58	CBS	CBS	----
4.0	3.2	3.4	3.2	3.1	15	<b>KDMX-FM</b> <i>Hot AC</i>	102.9 100kw	14	12	9	13	12	13	52	Nationwide	----	MMR
4.1	4.5	2.9	3.2	3.0	16	<b>KTXQ-FM</b> <i>Rock</i>	102.1 100kw	15	16	7	11	10	20	52	CBS	CBS	CBS
3.0	2.1	2.4	2.9	2.9	17	<b>KLTY-FM</b> <i>CC</i>	94.1 100kw	18	13	14	16	9	10	73	Metroplex Br.	AP	K&P
3.8	3.8	3.3	2.9	2.9	17	<b>KZPS-FM</b> <i>CR</i>	92.5 96kw	11	11	11	15	13	15	49	Bonneville Int.	----	D&R
2.6	2.8	2.3	2.1	2.2	19	<b>KSNN-FM</b> <i>Ctry</i>	94.9 100kw	19	22	23	24	20	11	65	Alliance Br.	----	G/W
1.9	2.2	2.5	1.9	1.9	20	<b>WRR-FM</b> <i>Clas</i>	101.1 98kw	20	25	29	26	25	14	55	City of Dallas	AP	CMBS

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

Harker Research

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12+ POPULATION: 3,458,600 (Black: 13.4%; Hispanic: 12.9%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
0.9	1.5	2.6	1.7	1.8	21	<b>KESS-AM</b> <i>Span</i>	1270 5kw	26	21	19	19	21	21	103	Heftel Br.	---	KT-H
2.4	2.7	3.0	2.5	1.8	21	<b>KLIF-AM</b> <i>N/T</i>	570 5kw	21	--	24	25	19	12	53	Susquehanna Radio	NBC	EAST
1.8	1.9	1.5	2.4	1.4	23	<b>KHVN-AM</b> <i>Rel</i>	970 1kw	24	19	26	25	23	18	70	Summit	ABC	MCG
2.2	2.2	2.4	1.8	1.4	23	<b>KKDA-AM</b> <i>UG</i>	730 .5kw	25	24	22	30	22	19	78	Republic	AP	CHR
1.7	1.6	1.3	1.4	1.2	25	<b>KDZR-FM</b> <i>Rock</i>	99.1 100kw	22	10	18	24	26	29	50	Br. House Inc/TX	SMN	ROS
2.1	2.4	2.3	1.1	1.2	25	<b>KTCK-AM*</b> <i>Sports</i>	1310 5(2.5)kw	23	--	20	21	24	24	58	Cardinal Com.	AP	---

\*Was KAAM (Nost) until February.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KEGL-FM	1 KHKS-FM	1 WBAP-AM	1 KSCS-FM	1 WBAP-AM	1 KVIL-A/F	CTRY	18.9
2 KTXQ-FM	2 KYNG-FM	2 KEGL-FM	2 KVIL-A/F	2 KSCS-FM	2 KSCS-FM	N/T	12.3
3 KHKS-FM	3 KPLX-FM	3 KTXQ-FM	3 KYNG-FM	3 KOAI-FM	3 KPLX-FM	GOLD/CR	10.0
4 KDGE-FM	3 KSCS-FM	4 KHKS-FM	4 KPLX-FM	4 KRRW-FM	4 KOAI-FM	UC	9.0
5 KKDA-FM	5 KKDA-FM	5 KPLX-FM	5 KHKS-FM	5 KTXQ-FM	5 KYNG-FM	AC	8.5
6 KZPS-FM	6 KDMX-FM	5 KSCS-FM	6 KOAI-FM	6 KPLX-FM	6 KLTY-FM	ROCK	7.4
7 KYNG-FM	7 KDGE-FM	5 KZPS-FM	7 KDMX-FM	7 KLUV-FM	7 KLUV-FM	CHR	6.1
8 KOAI-FM	8 KJZ-FM	8 KOAI-FM	8 KKDA-FM	8 KEGL-FM	8 KHKS-FM	NAC	5.1
9 KPLX-FM	9 KVIL-A/F	9 KDGE-FM	9 KLTY-FM	9 KYNG-FM	9 KDMX-FM	REL	4.3
10 KJZ-FM	10 KLTY-FM	9 KRRW-FM	9 KLUV-FM	10 KZPS-FM	10 KRRW-FM	ALT	3.7
						SPAN	1.8

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**KISSFM**

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For information call  
(212) 581-3962

**DALLAS' CONTINUOUS HIT MUSIC STATION**



12+ POPULATION: 3,451,000 (Black: 26.5%; Hispanic: 6.2%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	METRO RANK 12+ ADJ	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.4	10.7	10.1	9.1	9.8	1	<b>WPGC-FM</b> CHR	95.5 50kw	1	1	1	1	1	7	89	Infinity	---	BAN
7.2	6.6	5.9	6.2	5.2	2	<b>WMZQ-A/F</b> Ctry	1390/98.7 5kw/50kw	4	14	9	5	5	2	72	Viacom	---	MCG
5.0	4.1	5.1	4.3	5.1	3	<b>WRQX-FM</b> Hot AC	107.3 36kw	3	3	2	2	3	13	66	Cap Cities/ABC	ABC	KATZ
4.2	4.0	4.1	3.7	4.9	4	<b>WMMJ-FM</b> UAC	102.3 2.9kw	15	13	11	7	2	1	102	Radio One	ABC	MCG
4.2	3.5	4.5	4.4	4.6	5	<b>WJFK-FM</b> FS	106.7 22kw	12	5	4	3	6	8	79	Infinity	ABC	TOR
4.0	4.0	4.8	4.8	4.6	5	<b>WMAL-AM</b> NIT	630 5kw	8	17	16	15	14	4	72	Cap Cities/ABC	ABC	KATZ
3.6	3.9	4.5	4.7	4.5	7	<b>WHUR-FM</b> UAC	96.3 24kw	7	11	7	4	4	6	66	Howard Univ.	---	D&R
4.7	4.9	4.4	4.0	4.1	8	<b>WKYS-FM</b> UC	93.9 24kw	5	2	6	6	8	12	58	Albimar	---	D&R
4.7	3.7	4.4	5.2	3.8	9	<b>WGAY-FM</b> AC	99.5 21kw	10	16	15	13	9	3	62	Greater Media	---	MMR
3.5	3.8	2.5	3.4	3.7	10	<b>WTOP-AM</b> News	1500 50kw	2	20	14	14	15	10	47	Evergreen Media	CBS	G/W
2.4	3.7	4.2	2.7	3.6	11	<b>WBIG-FM</b> Gold	100.3 36kw	9	8	17	12	7	5	59	Colfax Com.	ABC	EAST
3.9	3.3	3.1	2.6	3.5	12	<b>WWDC-FM</b> Rock	101.1 22.5kw	6	6	3	8	10	17	51	Capitol Br/MD LTD	UNIS	CHR
2.7	3.1	2.4	3.7	3.4	13	<b>WASH-FM</b> AC	97.1 26kw	13	10	8	10	11	11	61	Evergreen Media	---	G/W
2.6	2.7	3.7	3.7	3.3	14	<b>WHFS-FM</b> Alt	99.1 50kw	11	4	5	9	13	18	57	Liberty Br.	AP	BAN
3.2	2.3	3.1	4.0	3.1	15	<b>WGMS-FM</b> Clas	103.5 46kw	16	27	21	17	16	9	65	Colfax Com.	MBS	EAST
2.2	2.0	2.2	2.0	2.5	16	<b>WARW-FM</b> Gold	94.7 22.5kw	17	22	10	11	12	14	54	CBS	---	CBS
1.2	2.0	1.0	2.5	1.9	17	<b>WOL-AM</b> Talk	1450 1kw	23	--	24	20	19	15	133	Radio One	AURN	MCG
2.6	2.5	1.9	1.9	1.6	18	<b>WCXR-FM</b> CR	105.9 28kw	14	8	12	16	17	21	33	Viacom	---	MCG
3.4	2.5	2.2	2.0	1.3	19	<b>WXTR-FM</b> Gold	104.1 22kw	18	24	23	18	18	16	35	Liberty Br.	---	MCG
1.6	1.1	1.1	1.3	1.2	20	<b>WWRC-AM</b> Talk	980 5kw	20	--	31	27	23	20	53	Greater Media	NBC	MMR

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

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Continued from Page 35

12+ POPULATION: 3,451,000 (Black: 26.5%; Hispanic: 6.2%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	METRO RANK 12+ ADJ	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	RANK					AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM	
								12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK					35-64 RANK
1.8	1.7	1.4	1.1	1.2	21	WYCB-AM <i>Rel</i>	1340 1kw	24	12	29	25	22	19	85	Howard Sanders	AURN	---
0.9	1.0	0.9	1.2	1.1	22	WAVA-FM <i>Rel</i>	105.1 50kw	22	--	18	19	20	22	55	Salem	UNIS	SRR
1.2	1.3	1.6	0.8	1.1	22	WWDC-AM <i>BBnd</i>	1260 5kw	25	--	33	32	31	25	87	Capitol Br/MD LTD	UNIS	CHR
1.1	0.8	1.3	0.9	1.0	24	WIYY-FM <i>Rock</i>	97.9 13.5kw	19	7	13	21	27	33	41	Hearst Br.	ABC	D&R

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 WPGC-FM	1 WPGC-FM	1 WPGC-FM	1 WPGC-FM	1 WJFK-FM	1 WPGC-FM	N/T	16.0
2 WJFK-FM	2 WRQX-FM	2 WJFK-FM	2 WRQX-FM	2 WPGC-FM	2 WRQX-FM	UC	13.5
3 WWDC-FM	3 WHUR-FM	3 WWDC-FM	3 WHUR-FM	3 WWDC-FM	3 WHUR-FM	AC	12.3
4 WHFS-FM	4 WKYS-FM	4 WHFS-FM	4 WMZQ-A/F	4 WMMJ-FM	4 WMZQ-A/F	CHR	9.8
5 WRQX-FM	5 WMZQ-A/F	5 WKYS-FM	5 WMMJ-FM	5 WMZQ-A/F	5 WMMJ-FM	GOLD/CR	9.0
6 WKYS-FM	6 WHFS-FM	6 WRQX-FM	6 WKYS-FM	6 WARW-FM	6 WGAY-FM	CTRY	5.2
7 WASH-FM	7 WASH-FM	7 WARW-FM	7 WASH-FM	7 WRQX-FM	7 WASH-FM	ROCK	4.5
8 WARW-FM	8 WWDC-FM	8 WMMJ-FM	8 WGAY-FM	8 WBIG-FM	8 WBIG-FM	ALT	3.3
8 WHUR-FM	9 WMMJ-FM	9 WHUR-FM	9 WHFS-FM	9 WHFS-FM	9 WKYS-FM	CLAS	3.1
10 WIYY-FM	10 WJFK-FM	10 WMZQ-A/F	10 WBIG-FM	10 WMAL-AM	10 WARW-FM	REL	2.3
						BBND	1.1

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The  
**Dr. Laura  
Schlessinger**  
Show

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**WRC AM 980**

The Talk Station

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For information call  
(212) 581-3962



DC's STIMULATING TALK RADIO

12+ POPULATION: 3,191,300 (Black: 5.6%; Hispanic: 4.8%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
6.1	7.3	7.9	8.3	8.0	1	<b>WBZ-AM</b> News	1030 50kw	2	17	16	9	7	1	69	Group W	ABC	G/W
8.3	7.7	6.5	6.8	6.5	2	<b>WXKS-FM</b> CHR	107.9 23.5kw	1	2	1	1	6	14	55	Pyramid	---	KATZ
4.0	5.8	5.3	4.7	5.8	3	<b>WJMN-FM</b> CHR	94.5 11.5kw	3	1	3	3	9	17	67	Pyramid	---	D&R
6.1	6.0	5.7	4.7	5.8	3	<b>WRKO-AM</b> N/T	680 50kw	5	--	20	15	11	3	78	Amer. Radio Sys.	MBS	EAST
5.7	5.3	6.6	4.5	5.3	5	<b>WMJX-FM</b> AC	106.7 24.5kw	4	4	6	6	4	5	66	Greater Media	---	MCG
5.2	4.8	4.7	5.3	5.0	6	<b>WBCN-FM</b> CR	104.1 19kw	7	5	2	2	3	12	68	Infinity	---	TOR
4.0	4.6	4.3	4.1	4.7	7	<b>WBMX-FM</b> Hot AC	98.5 9kw	6	7	8	5	1	4	64	Amer. Radio Sys.	UNIS	EAST
3.7	4.6	4.1	3.9	4.6	8	<b>WODS-FM</b> Gold	103.3 16kw	8	9	10	8	2	2	63	CBS	CBS	CBS
3.7	3.5	4.4	4.7	4.3	9	<b>WZLX-FM</b> CR	100.7 20kw	9	6	4	4	5	9	60	Infinity	UNIS	CHR
4.4	3.6	3.9	4.1	4.1	10	<b>WHDH-AM*</b> Talk	850 50kw	11	--	22	18	16	8	72	Amer. Radio Sys.	CBS	EAST
3.3	3.6	3.7	3.9	3.8	11	<b>WBOS-FM</b> Prog	92.9 8.8kw	10	12	5	7	8	10	65	Granum Com.	---	MMR
3.5	3.8	4.1	3.7	3.5	12	<b>WSSH-FM</b> AC	99.5 32kw	12	10	11	12	10	7	69	Granum Com.	---	MMR
3.1	2.1	3.2	3.9	3.0	13	<b>WCRB-FM</b> Clas	102.5 15kw	14	18	19	16	13	6	63	Charles River	---	CMBS
2.0	2.0	2.8	3.2	2.8	14	<b>WEEI-AM*</b> Sports	590 5kw	13	--	13	14	14	13	58	Back Bay Br.	ABC	KATZ
2.0	1.9	1.3	2.1	2.5	15	<b>WAAF-FM</b> Rock	107.3 18.5kw	15	3	7	11	17	25	67	Zapis	UNIS	D&R
3.5	2.9	2.1	2.2	2.5	15	<b>WCLB-FM</b> Ctry	105.7 8.5kw	17	13	14	13	13	11	78	Fairbanks Com.	---	BAN
1.7	1.7	2.1	2.2	2.3	17	<b>WFNX-FM</b> Alt	101.7 1.65kw	16	11	9	10	15	18	67	MCC Br.	---	D&R
1.7	1.7	1.7	1.5	1.8	18	<b>WXKS-AM</b> BBnd	1430 5(1)kw	20	--	28	28	22	16	85	Pyramid	UNIS	KATZ
2.1	2.2	2.6	1.7	1.5	19	<b>WBCS-FM</b> Ctry	96.9 12.5kw	18	16	18	20	18	15	58	Greater Media	---	MCG
2.2	3.0	1.7	2.1	1.4	20	<b>WILD-AM</b> UC	1090 5kw	24	14	12	17	19	20	115	Nash	AURN	ROS
1.1	1.5	1.1	1.6	1.1	21	<b>WCGY-FM</b> Rock	93.7 50kw	19	8	15	19	20	22	43	Curt Gowdy	ABC	K&P

\*WHDH is now WEEI (Sports), while WEEI has become Business News WBNW.

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

**Harker Research**

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12+ POPULATION: 3,184,200 (Black: 17.4%; Hispanic: 20.5%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	METRO RANK 12+ADJ	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.7	7.1	6.3	7.2	6.2	1	<b>KILT-FM</b> Ctry	100.3 100kw	1	5	9	2	2	2	72	Group W	UNIS	GW
4.0	4.8	5.3	4.9	5.6	2	<b>KQUE-FM</b> Nost	102.9 100kw	15	20	25	19	14	3	131	Texas Coast	ABC	BAN
4.1	4.9	5.4	5.4	5.5	3	<b>KODA-FM</b> AC	99.1 95kw	5	15	11	1	1	1	73	SFX	---	MMR
4.6	4.5	5.7	4.8	5.3	4	<b>KKBQ-AF</b> Ctry	790/92.9 5kw/97kw	8	4	4	4	4	9	75	Gannett Radio	---	MCG
5.3	4.6	4.7	5.2	4.8	5	<b>KBXX-FM</b> CHR	97.9 100kw	6	1	1	7	17	20	66	Clear Channel	---	BAN
6.2	6.0	4.7	5.5	4.7	6	<b>KIKK-FM</b> Ctry	95.7 95kw	4	6	10	10	8	6	62	Group W	---	TOR
4.5	4.6	4.6	5.3	4.4	7	<b>KMJQ-FM</b> UC	102.1 100kw	10	2	5	9	13	15	66	Noble	---	MCG
3.8	5.2	4.9	4.2	4.4	7	<b>KRBE-FM</b> CHR	104.1 100kw	3	3	2	8	16	17	55	Susquehanna Radio	---	EAST
4.6	4.1	4.6	4.8	4.2	9	<b>KTRH-AM</b> News	740 50kw	2	17	20	16	10	5	48	Evergreen Media	CBS	CBS
4.5	5.2	4.5	4.4	4.1	10	<b>KHMV-FM</b> Hot AC	96.5 97kw	7	10	7	5	6	10	58	Nationwide	---	D&R
3.4	3.8	4.2	3.1	4.0	11	<b>KLDE-FM</b> Gold	94.5 95kw	11	11	15	11	5	4	62	Entercom	UNIS	D&R
2.7	2.7	1.9	2.8	3.9	12	<b>KKRW-FM</b> Gold	93.7 100kw	9	16	8	3	3	11	59	CBS	CBS	CBS
3.4	3.7	4.3	4.4	3.8	13	<b>KPRC-AM</b> N/T	950 5kw	13	19	16	15	12	7	71	Sunbelt	CNN	---
4.7	3.8	3.2	3.8	3.7	14	<b>KLOL-FM</b> Rock	101.1 95kw	12	14	3	6	7	12	60	Evergreen Media	SOU	CHR
2.8	3.3	3.9	3.8	3.1	15	<b>KHYS-FM</b> UAC	98.5 100kw	16	13	14	12	9	8	76	Clear Channel	CBS	MCG
1.4	1.7	1.4	2.2	3.0	16	<b>KLTN-FM</b> Span	93.3 100kw	19	12	6	13	11	19	100	Tichenor Media	---	KT-H
3.3	2.9	3.2	2.6	2.3	17	<b>KZFX-FM</b> CR	107.5 95kw	14	18	13	14	15	13	49	Shamrock Br.	---	KATZ
2.2	1.8	1.8	2.2	2.0	18	<b>KKZR-FM</b> Rock	106.9 100kw	17	9	12	17	19	27	64	US Radio	ABC	D&R
2.4	2.0	2.0	1.3	1.8	19	<b>KQKQ-FM</b> Span	106.5 100kw	18	8	17	18	20	18	61	Parr	---	CAB
0.0	0.7	1.0	1.1	1.5	20	<b>KXTJ-FM</b> Span	107.9 100kw	20	7	19	21	22	22	58	El Dorado Com.	---	---
2.6	2.3	1.5	1.3	1.4	21	<b>KSEV-AM</b> N/T	700 15kw	21	21	24	20	18	14	55	Sunbelt	NBC	KATZ
1.6	1.7	1.0	0.9	1.2	22	<b>KLAT-AM</b> Span	1010 5kw	22	23	22	22	21	21	67	Tichenor Media	---	KATZ
0.9	0.7	1.5	0.8	1.1	23	<b>KCOH-AM</b> FS	1430 5kw	24	--	26	25	23	16	78	KCOH, Inc.	AURN	ROS

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

## Harker Research

919 • 954 • 8300

Continued from Page 37

12+ POPULATION: 3,191,300 (Black: 5.6%; Hispanic: 4.8%)

BOSTON

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WBCN-FM	1 WXKS-FM	1 WBCN-FM	1 WXKS-FM	1 WBCN-FM	1 WBMX-FM	N/T 20.7
2 WZLX-FM	2 WJMN-FM	2 WZLX-FM	2 WBMX-FM	2 WZLX-FM	2 WMJX-FM	GOLD/CR 13.9
3 WAAF-FM	3 WMJX-FM	3 WJMN-FM	3 WMJX-FM	3 WBZ-AM	3 WXKS-FM	AC 13.5
4 WJMN-FM	4 WBMX-FM	4 WBOS-FM	4 WJMN-FM	4 WODS-FM	4 WODS-FM	CHR 12.3
5 WBOS-FM	5 WBOS-FM	5 WAAF-FM	5 WODS-FM	5 WBOS-FM	5 WBOS-FM	CTRY 4.0
5 WXKS-FM	6 WZLX-FM	6 WFNX-FM	6 WBOS-FM	6 WEEI-AM	6 WSSH-FM	PROG 3.8
7 WFNX-FM	7 WBCN-FM	7 WODS-FM	7 WZLX-FM	7 WRKO-AM	7 WBZ-AM	ROCK 3.6
8 WMJX-FM	8 WSSH-FM	8 WXKS-FM	8 WSSH-FM	8 WMJX-FM	8 WZLX-FM	CLAS 3.0
9 WEEI-AM	9 WODS-FM	9 WMJX-FM	9 WBCN-FM	9 WBMX-FM	9 WJMN-FM	ALT 2.3
10 WBMX-FM	10 WFNX-FM	10 WEEI-AM	10 WCLB-FM	9 WFNX-FM	10 WCLB-FM	BBND 1.8
						UC 1.4

**HOUSTON-GALVESTON**

Continued from Page 38

12+ POPULATION: 3,184,200 (Black: 17.4%; Hispanic: 20.5%)

HOUSTON

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KLOL-FM	1 KBXX-FM	1 KLOL-FM	1 KODA-FM	1 KLOL-FM	1 KODA-FM	CTRY 16.2
2 KRBE-FM	2 KKBQ-A/F	2 KKRW-FM	2 KILT-FM	2 KKRW-FM	2 KILT-FM	N/T 10.5
3 KBXX-FM	3 KHMX-FM	3 KKBQ-A/F	3 KHMX-FM	3 KILT-FM	3 KHMX-FM	GOLD/CR 10.2
4 KKZR-FM	4 KMJQ-FM	4 KILT-FM	4 KKBQ-A/F	4 KTRH-AM	4 KKBQ-A/F	AC 9.6
5 KMJQ-FM	5 KLTN-FM	5 KRBE-FM	5 KKRW-FM	5 KKBQ-A/F	5 KLDE-FM	CHR 9.2
6 KKBQ-A/F	5 KRBE-FM	6 KBXX-FM	6 KBXX-FM	6 KLDE-FM	6 KKRW-FM	SPAN 7.5
7 KLTN-FM	7 KKRW-FM	7 KIKK-FM	7 KMJQ-FM	7 KPRC-AM	7 KHYS-FM	UC 7.5
8 KKRW-FM	8 KILT-FM	8 KLDE-FM	8 KHYS-FM	8 KIKK-FM	8 KIKK-FM	ROCK 5.7
9 KHMX-FM	9 KODA-FM	9 KZFX-FM	9 KRBE-FM	9 KODA-FM	9 KQUE-FM	BBND 5.6
10 KILT-FM	10 KIKK-FM	10 KPRC-AM	10 KLTN-FM	10 KZFX-FM	10 KLTN-FM	

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NEW ENGLAND'S HIT MUSIC STATION

12+ POPULATION: 2,823,900 (Black: 16.5%; Hispanic: 35.9%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	METRO RANK	12+ ADJ 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	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.9	6.6	7.1	6.9	7.4	1	1	WEDR-FM UC	99.1 100kw	3	1	1	1	1	4	107	WEDR, Inc.	CBS	MCG
5.9	5.4	6.2	6.3	6.1	2	2	WLYF-FM AC	101.5 100kw	5	19	13	11	6	2	91	Jefferson-Pilot	---	BAN
4.0	4.7	4.9	5.0	5.6	3	3	WRTO-FM Span	98.3 100kw	12	11	10	4	2	1	120	Viva America	---	LOTUS
5.1	4.7	5.3	5.9	4.9	4	4	WPOW-FM CHR	96.5 100kw	1	2	2	2	9	25	62	Beasley-Reed	SOU	D&R
3.1	3.8	4.5	3.8	4.8	5	5	WKIS-FM Ctry	99.9 100kw	8	9	7	9	4	3	96	Sunshine Wireless	UNIS	D&R
4.8	5.4	4.9	4.3	4.7	6	6	WAQI-AM Span	710 50kw	19	--	23	20	16	5	138	Viva America	---	CAB
4.1	3.9	4.2	4.1	4.1	7	7	WFLC-FM AC	97.3 100kw	2	7	6	3	3	8	58	Cox Enterprises	---	CHR
33.9	4.4	4.8	4.7	4.0	8	8	WXDJ-FM Span	95.7 100kw	11	5	9	7	5	6	84	New Age	---	---
4.6	3.9	5.6	4.7	3.8	9	9	WHQT-FM UAC	105.1 100kw	6	3	5	8	8	13	67	Cox Enterprises	---	CHR
4.4	4.1	5.0	4.5	3.8	9	9	WHYI-FM CHR	100.7 100kw	4	4	4	5	7	12	57	Metroplex Com.	---	MCG
3.3	3.0	3.8	3.0	3.6	11	11	WIOD-AM NIT	610 10kw	13	23	11	13	13	9	93	Cox Enterprises	MBS	CHR
3.9	3.0	3.5	2.9	3.3	12	12	WSHE-FM Rock	103.5 100kw	7	6	3	6	11	18	63	TK	---	TOR
2.3	2.8	2.6	3.0	2.9	13	13	WMXJ-FM Gold	102.7 100kw	10	13	15	12	10	7	59	Pyramid	---	BAN
2.0	3.0	1.6	1.6	2.8	14	14	WCMQ-AM Span	1210 25(2.5)kw	22	--	27	27	23	14	130	SBS	---	SBS
2.1	3.1	2.6	3.1	2.7	15	15	WTMI-FM Clas	93.1 96kw	15	24	25	19	18	10	72	Marlin Br.	---	CMBS
2.9	2.9	2.0	1.8	2.5	16	16	WTPX-FM* AC	106.7 100kw	16	10	12	14	15	16	67	TAK	---	D&R
2.6	2.6	2.8	2.8	2.5	16	16	WZTA-FM CR	94.9 100kw	9	14	8	10	12	22	50	Paxson Br.	---	KATZ
2.7	2.7	2.7	2.9	2.4	18	18	WLVE-FM NAC	93.9 100kw	18	--	16	15	14	11	65	Gilmore	---	KATZ
2.3	2.1	2.2	1.8	2.2	19	19	WINZ-AM News	940 50(25)kw	14	26	29	25	25	21	59	Paxson Br.	CBS	KATZ
2.8	1.9	1.4	1.7	2.0	20	20	WQBA-AM Span	1140 50(10)kw	24	22	35	29	29	19	102	Heftel Br.	---	KT-H
1.9	1.7	1.5	1.8	1.9	21	21	WQAM-AM Sports	560 5(1)kw	21	17	19	18	21	21	65	Sunshine Wireless	NBC	D&R

\*End of August switched to Spanish AC, under an LMA with **New Age Broadcasting**.

Continued on Page 41

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# RANTEL. RESEARCH THAT MOVES THE NEEDLE!





Continued from Page 40

12+ POPULATION: 2,823,900 (Black: 16.5%; Hispanic: 35.9%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
1.2	1.6	1.4	1.7	1.8	22	<b>WAXY-FM**</b> <i>Gold</i>	105.9 100kw	17	12	17	16	17	17	49	Clear Channel	----	MCG
1.8	1.3	1.4	1.9	1.7	23	<b>WQBA-FM</b> <i>Span</i>	107.5 95kw	20	16	14	17	20	23	55	Heftel Br.	----	KT-H
0.5	1.0	0.9	0.9	1.7	23	<b>WSUA-AM</b> <i>Span</i>	1260 5kw	31	20	26	21	19	15	154	Red Top Br.	----	----
2.0	2.1	1.9	2.1	1.2	25	<b>WCMQ-FM</b> <i>Span</i>	92.3 31kw	23	18	21	23	22	24	63	SBS	----	SBS
0.4	0.5	0.8	0.7	1.2	25	<b>WRBD-AM</b> <i>UC</i>	1470 5(2.5)kw	29	8	20	24	27	29	100	WEDR, Inc.	AURN	----
1.0	1.1	1.2	0.7	1.0	27	<b>WAVS-AM</b> <i>Span</i>	1170 5kw	27	15	18	22	24	30	81	Radio Waves Inc.	----	----

\*\*End of August switched to '70s Gold as WBGG.

## DEMOGRAPHIC RANKINGS

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 WEDR-FM	1 WEDR-FM	1 WEDR-FM	1 WEDR-FM	1 WEDR-FM	1 WRTO-FM	SPAN	24.7
2 WPOW-FM	2 WPOW-FM	2 WSHE-FM	2 WFLC-FM	2 WIOD-AM	2 WEDR-FM	AC	12.7
3 WSHE-FM	3 WHQT-FM	3 WPOW-FM	3 WHQT-FM	3 WSHE-FM	3 WFLC-FM	UC	12.4
4 WZTA-FM	4 WHYI-FM	4 WIOD-AM	3 WHYI-FM	4 WZTA-FM	4 WLYF-FM	CHR	8.7
5 WKIS-FM	5 WFLC-FM	5 WZTA-FM	3 WPOW-FM	5 WRTO-FM	5 WHQT-FM	N/T	7.7
6 WIOD-AM	6 WXDJ-FM	6 WKIS-FM	6 WRTO-FM	6 WKIS-FM	6 WXDJ-FM	GOLD/CR	7.2
7 WHYI-FM	7 WRTO-FM	7 WXDJ-FM	7 WXDJ-FM	7 WXDJ-FM	7 WKIS-FM	CTRY	4.8
8 WFLC-FM	8 WSHE-FM	8 WRTO-FM	8 WLYF-FM	8 WPOW-FM	8 WHYI-FM	ROCK	3.3
9 WHQT-FM	9 WLYF-FM	9 WHYI-FM	9 WKIS-FM	9 WMXJ-FM	9 WPOW-FM	CLAS	2.7
10 WXDJ-FM	10 WTPX-FM	10 WFLC-FM	10 WTPX-FM	10 WHYI-FM	10 WMXJ-FM	NAC	2.4

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## ATLANTA'S GOOD TIMES AND GREAT OLDIES



12+ POPULATION: 2,681,900 (Black: 24.5%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
13.3	13.2	13.5	12.9	11.1	1	1	<b>WVEE-FM</b> UC	103.3 100kw	3	1	1	1	2	6	115	Summit	ABC	MCG
9.6	7.4	8.9	9.2	10.5	2	2	<b>WKHX-FM</b> Ctry	101.5 99kw	1	4	2	2	1	1	93	Cap Cities/ABC	---	KATZ
6.5	5.6	6.2	6.4	6.3	3	3	<b>WSB-FM</b> AC	98.5 100kw	4	10	5	3	3	4	65	Cox Enterprises	---	CHR
8.0	8.1	7.1	6.9	6.1	4	4	<b>WPCH-FM</b> AC	94.9 99kw	2	12	10	6	4	2	61	Jacor	CBS	EAST
5.3	6.7	5.6	6.2	5.9	5	5	<b>WSB-AM</b> Talk	750 50kw	6	--	11	12	8	5	63	Cox Enterprises	AP	CHR
4.1	4.9	4.0	4.3	5.6	6	6	<b>WNNX-FM</b> Alt	99.7 100kw	7	3	3	5	11	16	70	Susquehanna Radio	---	MMR
4.6	5.0	4.8	5.3	5.5	7	7	<b>WKLS-FM</b> Rock	96.1 99kw	9	7	4	4	6	13	72	Citicasters Inc.	SOU	KATZ
6.2	6.3	7.2	5.7	5.2	8	8	<b>WSTR-FM</b> CHR	94.1 100kw	5	2	6	7	9	12	55	Jefferson-Pilot	---	CBS
4.1	3.9	4.9	5.1	4.8	9	9	<b>WYAY-FM</b> Ctry	106.7 99kw	12	5	7	9	10	9	73	Cap Cities/ABC	---	KATZ
5.9	5.3	5.0	4.8	4.6	10	10	<b>WALR-FM</b> UAC	104.7 100kw	13	9	8	8	5	8	70	Ring Radio	UNIS	BAN
4.1	4.8	3.8	3.8	4.1	11	11	<b>WFOX-FM</b> Gold	97.1 97kw	8	6	14	10	7	3	54	Shamrock Br.	---	G/W
5.6	6.5	3.8	3.6	3.8	12	12	<b>WGST-AM</b> NIT	640 5(1)kw	11	16	13	14	13	7	51	Jacor	ABC	EAST
4.8	3.4	3.5	3.5	3.3	13	13	<b>WZGC-FM</b> CR	92.9 99kw	10	8	9	11	12	14	44	Infinity	---	D&R
1.1	0.9	1.0	2.5	2.7	14	14	<b>WJZF-FM*</b> NAC	104.1 60kw	15	15	12	13	14	10	76	NewCity Com.	---	CHR
1.9	3.1	2.4	2.7	2.3	15	15	<b>WAOK-AM</b> Ref	1380 5kw	16	11	16	16	15	11	86	Summit	---	MCG
0.0	0.4	0.9	1.8	1.8	16	16	<b>WGST-FM</b> NIT	105.7 50kw	14	--	13	15	16	15	48	Jacor	CBS	KATZ
0.6	0.7	0.9	1.1	1.0	17	17	<b>WCNN-AM</b> News	680 50(10)kw	17	13	17	17	17	17	50	Ring Radio	CNN	BAN

\*Under an LMA with Cox Enterprises.

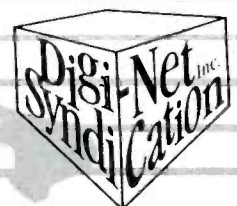
Continued on Page 44

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12+ POPULATION: 2,623,500 (Black & Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	METRO RANK 12+ ADL	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.4	7.8	8.9	7.3	8.6	1	KMPS-A/F Ctry	1300/94.1 5kw/98kw	3	2	2	1	1	2	84	EZ	AP	EAST
6.0	6.0	6.6	6.7	6.6	2	KBSG-A/F Gold	1210/97.3 10(1)kw/55kw	2	5	11	2	2	1	62	Viacom	---	TOR
4.5	6.1	5.4	4.6	6.4	3	KVI-AM Talk	570 5kw	12	17	13	5	3	3	112	Fisher Br.	MBS	BAN
7.7	7.5	7.0	6.0	6.1	4	KIRO-AM N/T	710 50kw	1	12	17	14	8	4	56	Bonneville Int.	CBS	TOR
6.1	6.2	5.9	6.2	5.5	5	KUBE-FM CHR	93.3 100kw	4	1	4	9	19	18	64	New Century Media	---	MMR
3.7	4.0	4.2	4.2	4.8	6	KRPM-FM Ctry	106.9 100kw	9	7	5	4	4	7	76	Heritage Media	UNIS	CHR
3.6	2.7	4.1	3.9	4.7	7	KISW-FM Rock	99.9 100kw	10	8	1	3	6	20	76	Nationwide	---	MCG
2.9	3.5	3.8	4.4	4.2	8	KING-FM Clas	98.1 58kw	13	19	19	18	16	5	81	Classic Radio	---	MMR
3.5	3.7	3.6	3.6	4.1	9	KNDD-FM Alt	107.7 100kw	6	3	3	6	14	24	56	Viacom	---	TOR
3.1	3.1	2.6	4.4	4.1	9	KPLZ-FM Hot AC	101.5 100kw	5	4	6	8	10	14	55	Fisher Br.	---	BAN
4.3	5.7	3.9	4.3	3.9	11	KIXI-AM Nost	880 50(1)kw	17	22	28	22	21	11	86	Sandusky	UNIS	CHR
4.9	3.3	4.3	4.2	3.8	12	KOMO-AM FS	1000 50kw	7	20	24	20	18	6	57	Fisher Br.	ABC	KATZ
5.1	5.6	4.7	4.5	3.5	13	KLSY-FM AC	92.5 58kw	11	6	10	10	9	9	59	Sandusky	AP	CHR
4.0	4.4	4.3	3.5	3.4	14	KZOK-A/F CR	1590/102.5 5kw/100kw	8	18	8	7	5	10	52	EZ	---	EAST
2.3	2.1	2.0	2.5	3.1	15	KJR-FM* Gold	95.7 100kw	15	13	9	13	13	15	62	New Century Media	---	MMR
2.5	3.1	2.9	3.0	2.9	16	KMTT-A/F Prog	850/103.7 10(1)kw/58kw	18	--	12	11	7	12	69	Entercom	---	D&R
2.4	2.4	2.0	2.7	2.7	17	KRWM-FM AC	106.9 100kw	19	9	16	15	12	8	76	Brown Br.	---	CBS
2.5	3.2	3.0	2.6	2.7	17	KXRX-FM** Rock	96.5 100kw	14	16	7	12	11	17	54	Shamrock Br.	---	KATZ
2.6	1.8	2.6	2.9	2.2	19	KEZX-FM NAC	98.9 100kw	22	15	18	17	17	13	100	Park	ABC	D&R
2.9	1.9	1.6	2.6	2.2	19	KJR-AM Sports	950 5kw	16	11	14	16	15	16	45	New Century Media	NBC	CBS
2.0	1.4	1.4	1.3	1.4	21	KCMS-FM CC	105.3 115kw	20	10	15	19	20	21	54	Christa	UPI	RSS
1.9	1.9	1.7	1.9	1.2	22	KING-AM N/T	1090 50kw	21	--	22	23	23	19	49	Bonneville Int.	ABC	MMR

\*Was KLTX (AC) until May. \*\*Switched to "Young Country" in early July.

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Continued from Page 42

12+ POPULATION: 2,681,900 (Black: 24.5%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WKLS-FM	1 WVEE-FM	1 WVEE-FM	1 WVEE-FM	1 WKHX-FM	1 WSB-FM	UC 15.7
2 WVEE-FM	2 WKHX-FM	2 WKLS-FM	2 WKHX-FM	2 WVEE-FM	2 WKHX-FM	CTRY 15.3
3 WNNX-FM	3 WSB-FM	3 WKHX-FM	3 WSB-FM	3 WKLS-FM	3 WPCH-FM	N/T 12.5
4 WKHX-FM	4 WNNX-FM	4 WNNX-FM	4 WPCH-FM	4 WSB-AM	4 WVEE-FM	AC 12.4
5 WZGC-FM	5 WSTR-FM	5 WYAY-FM	5 WSTR-FM	5 WGST-AM	5 WALR-FM	GOLD/CR 7.4
6 WYAY-FM	6 WALR-FM	6 WZGC-FM	6 WALR-FM	6 WNNX-FM	6 WSTR-FM	ALT 5.6
7 WSTR-FM	7 WKLS-FM	7 WSB-AM	7 WFOX-FM	7 WALR-FM	7 WFOX-FM	ROCK 5.5
8 WSB-FM	8 WYAY-FM	8 WGST-AM	8 WNNX-FM	8 WZGC-FM	8 WYAY-FM	CHR 5.2
9 WALR-FM	9 WPCH-FM	9 WSB-FM	9 WKLS-FM	9 WSB-FM	9 WSB-AM	NAC 2.7
9 WSB-AM	10 WZGC-FM	10 WALR-FM	10 WYAY-FM	10 WFOX-FM	10 WAOK-AM	REL 2.3

Continued from Page 43

12+ POPULATION: 2,623,500 (Black & Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KISW-FM	1 KMPS-A/F	1 KISW-FM	1 KMPS-A/F	1 KVI-AM	1 KMPS-A/F	N/T 19.7
2 KNDD-FM	2 KPLZ-FM	2 KMPS-A/F	2 KBSG-A/F	2 KBSG-A/F	2 KBSG-A/F	CTRY 13.4
3 KMPS-A/F	2 KUBE-FM	3 KVI-AM	3 KPLZ-FM	3 KMPS-A/F	3 KRWM-FM	GOLD/CR 13.1
4 KXRX-FM	4 KNDD-FM	4 KBSG-A/F	4 KLSY-FM	4 KISW-FM	4 KPLZ-FM	AC 10.3
5 KRPM-FM	5 KJR-FM	4 KZOK-A/F	5 KUBE-FM	5 KZOK-A/F	5 KRPM-FM	ROCK 7.4
6 KZOK-A/F	6 KLSY-FM	6 KXRX-FM	6 KRPM-FM	6 KIRO-AM	6 KLSY-FM	CHR 5.5
7 KUBE-FM	7 KRPM-FM	7 KNDD-FM	7 KJR-FM	7 KXRX-FM	7 KJR-FM	CLAS 4.2
8 KVI-AM	8 KBSG-FM	8 KRPM-FM	8 KRWM-FM	8 KRPM-FM	7 KMTT-A/F	ALT 4.1
9 KMTT-A/F	9 KISW-FM	9 KIRO-AM	9 KNDD-FM	9 KMTT-A/F	9 KVI-AM	BBND 3.9
10 KPLZ-FM	10 KMTT-FM	10 KMTT-A/F	10 KMTT-A/F	10 KJR-AM	10 KEZX-FM	PROG 2.9
						NAC 2.2
						REL 1.4

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

## Harker Research

919 • 954 • 8300

12+ POPULATION: 2,249,400 (Black: 7.0%; Hispanic: 6.6%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
5.7	5.7	5.1	6.5	6.6	1	WALK-AF AC	1370/97.5 5kw/39kw	3	6	5	1	1	1	85	American Media	----	D&R
3.5	4.3	5.0	4.4	5.4	2	WHTZ CHR	100.3 7.8kw	1	1	1	3	12	17	52	Shamrock Br.	----	CHR
3.6	4.5	3.9	4.5	4.8	3	WCBS-FM Gold	101.1 6.8kw	5	21	15	2	2	2	72	CBS	CBS	CBS
5.2	4.4	4.3	4.4	4.1	4	WABC-AM Talk	770 50kw	12	22	22	18	14	4	84	Cap Cities/ABC	ABC	BAN
4.3	3.4	3.7	3.5	4.1	4	WFAN-AM Sports	660 50kw	6	10	11	8	5	3	62	Infinity	NBC	EAST
4.0	3.2	3.8	4.2	3.9	6	WCBS-AM News	880 50kw	2	--	23	19	15	6	47	CBS	CBS	CBS
5.3	4.6	4.8	4.3	3.9	6	WXRK-FM CR	92.3 7.6kw	7	19	4	4	3	11	60	Infinity	ABC	TOR
4.1	4.7	3.9	3.5	3.8	8	WBLI-FM Hot AC	106.1 49kw	9	7	8	6	4	5	62	Beck-Ross	----	KATZ
4.8	5.4	5.1	4.1	3.5	9	WBAB-FM Rock	102.3 49kw	10	14	2	5	6	16	58	Liberty Br.	----	MMR
4.0	4.2	3.0	3.5	3.2	10	WOR-AM Talk	710 50kw	14	--	34	30	26	15	78	Buckley	ABC	MCG
2.7	2.6	4.0	2.9	3.2	10	WHLI-AM AC	1100 10kw	28	--	40	39	33	19	137	Barnstable	----	KATZ
3.6	4.4	3.4	3.4	3.1	12	WPLJ-FM Hot AC	95.5 6.7kw	4	15	3	7	7	17	45	Cap Cities/ABC	ABC	KATZ
2.6	2.8	3.9	3.7	3.0	13	WKJY-FM AC	98.3 3kw	17	12	10	9	10	9	81	Barnstable	----	KATZ
3.1	3.0	2.6	3.2	2.7	14	WLTW-FM AC	106.7 6kw	15	--	20	17	13	8	66	Viacom	----	KATZ
2.8	1.6	1.4	2.2	2.7	14	WMXV-FM AC	105.1 7.8kw	13	13	17	10	9	12	65	Bonneville Int.	----	MCG
0.8	1.6	1.4	1.6	2.6	16	WBZO-FM Gold	103.1 3kw	22	18	28	12	8	7	81	Shore Media, Inc.	----	----
3.0	3.2	2.6	2.8	2.6	16	WQHT-FM CHR	97.1 6.7kw	11	2	6	13	28	38	51	Emmis	----	MMR
2.3	2.1	1.9	2.8	2.5	18	WINS-AM News	1010 30(50)kw	8	26	30	25	19	13	39	Group W	CNN	G/W
2.2	2.1	1.8	2.1	2.5	18	WQCD-FM NAC	101.9 5.3kw	19	--	17	14	11	10	71	Tribune	----	CHR
1.6	2.1	2.1	1.7	2.3	20	WDRE-FM Alt	92.7 1kw	18	4	9	11	16	25	61	Jarad	----	----
3.1	2.5	2.9	3.1	2.1	21	WYNY-FM Ctry	103.5 6.7kw	21	20	21	22	17	14	65	Br. Partners	NBC	D&R

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Continued on Page 46

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Continued from Page 45

12+ POPULATION: 2,249,400 (Black: 7.0%; Hispanic: 6.6%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
0.8	0.8	1.2	2.1	1.9	22	<b>WAXQ-FM</b> <i>Rock</i>	104.3 7.8kw	23	5	7	15	20	35	61	GAF	UNIS	MMR
1.1	0.8	1.5	1.5	1.7	23	<b>WQXR-FM</b> <i>Clas</i>	96.3 7.8kw	27	--	35	33	29	20	65	New York Times	UNIS	MMR
2.8	2.6	2.5	1.3	1.7	23	<b>WRKS-FM</b> <i>UC</i>	98.7 7.8kw	20	3	13	20	24	26	47	Summit	SOU	D&R
2.3	2.3	2.2	2.1	1.6	25	<b>WNEW-FM</b> <i>Rock</i>	102.7 7.8kw	16	23	14	16	18	22	41	Group W	UNIS	GW
2.5	2.1	2.7	1.4	1.5	26	<b>WPAT-FM</b> <i>AC</i>	93.1 5.4kw	24	--	37	34	32	21	52	Park	----	MMR
1.6	1.5	2.0	1.8	1.4	27	<b>WGSM-AM</b> <i>BBnd</i>	740 25kw	31	--	--	40	40	24	97	Greater Media	UNIS	MMR
1.2	1.9	1.7	1.2	1.2	28	<b>WBLS-FM</b> <i>UC</i>	107.5 5.4kw	25	9	16	23	23	28	41	Inner City	ABC	MCG
2.0	1.9	2.2	1.6	1.2	28	<b>WMJC-FM</b> <i>AC</i>	94.3 3kw	29	--	26	26	22	23	54	Greater Media	----	MMR
0.9	0.7	1.2	0.9	1.1	30	<b>WRCN-FM</b> <i>Rock</i>	103.9 1.5kw	30	27	12	19	21	33	55	East Shore	----	MCG

### DEMOGRAPHIC RANKINGS

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WBAB-FM	1 WHTZ-FM	1 WXRK-FM	1 WALK-A/F	1 WFAN-AM	1 WALK-A/F	AC 27.8
1 WXRK-FM	2 WPLJ-FM	2 WBAB-FM	2 WBLI-FM	2 WCBS-FM	2 WBLI-FM	N/T 17.8
3 WAXQ-FM	3 WBLI-FM	2 WCBS-FM	2 WHTZ-FM	3 WXRK-FM	3 WCBS-FM	GOLD/CR 11.3
4 WHTZ-FM	4 WALK-A/F	4 WFAN-AM	4 WPLJ-FM	4 WALK-A/F	4 WPLJ-FM	ROCK 8.1
5 WQHT-FM	5 WBAB-FM	5 WALK-A/F	5 WCBS-FM	5 WBAB-FM	5 WLTW-FM	CHR 8.0
6 WDRE-FM	6 WKJY-FM	6 WHTZ-FM	6 WKJY-FM	6 WQCD-FM	6 WKJY-FM	UC 2.9
7 WPLJ-FM	7 WQHT-FM	7 WPLJ-FM	7 WMXV-FM	7 WABC-AM	7 WHTZ-FM	NAC 2.5
8 WFAN-AM	8 WDRE-FM	8 WDRE-FM	8 WBAB-FM	8 WBZO-FM	8 WMXV-FM	ALT 2.3
9 WALK-A/F	8 WXRK-FM	9 WAXQ-FM	9 WLTW-FM	9 WMXV-FM	9 WBZO-FM	CTRY 2.1
10 WNEW-FM	10 WRCN-FM	10 WNEW-FM	9 WXRK-FM	10 WPLJ-FM	10 WBAB-FM	CLAS 1.7
						BBND 1.4

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12+ POPULATION: 2,213,500 (Black: N/A; Hispanic: 19.9%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
7.7	7.7	6.5	7.9	7.2	1	KSON-A/F City	1240/97.3 1kw/50kw	2	3	6	2	1	1	84	Jefferson-Pilot	----	BAN
5.7	6.1	6.4	6.8	6.0	2	KKLQ-FM CHR	106.5 50kw	1	2	1	1	2	7	56	PAR	----	TOR
4.0	6.1	4.6	5.8	5.6	3	XHTZ-FM CHR	90.3 100kw	3	1	2	3	6	14	73	Califormula	----	TOR
6.1	5.4	7.1	5.2	5.5	4	KSDO-AM N/T	1130 10kw	6	--	21	16	11	2	81	Gannett Radio	ABC	G/W
4.2	3.7	4.5	5.4	4.6	5	KJQY-FM AC	103.7 36kw	11	17	11	7	3	3	82	SFX	----	MMR
5.1	4.4	3.6	2.9	3.8	6	KFMB-AM FS	760 5(50)kw	8	10	24	19	15	4	59	Midwest TV	CBS	MCG
4.2	4.7	4.6	5.0	3.8	6	KYXY-FM AC	96.5 41kw	4	7	9	8	8	8	50	Parker	----	D&R
4.6	4.1	4.4	3.5	3.8	6	XTRA-FM Alt	91.1 100kw	5	5	3	4	10	20	52	Noble	----	MMR
3.4	3.6	3.8	4.0	3.3	9	KBZS-FM Gold	94.9 22kw	10	8	17	12	7	6	54	Anaheim Br.	----	BAN
2.7	3.1	2.9	2.7	3.3	9	KFI-AM Talk	640 50kw	15	--	14	15	12	9	77	Cox Enterprises	MBS	CHR
4.1	4.4	4.4	4.3	3.3	9	KGB-FM CR	101.5 50kw	7	9	7	5	5	11	50	Brown Br.	----	CBS
3.3	4.0	4.0	3.0	3.3	9	KIFM-FM NAC	98.1 28kw	13	21	15	10	4	5	61	KIFM Br. LP.	----	CBS
2.7	3.5	3.7	3.5	3.2	13	KFSD-FM Clas	94.1 100kw	17	19	27	23	20	10	77	Lotus Com.	----	D&R
3.2	2.5	2.9	3.2	3.2	13	KIOZ-FM Rock	102.1 9.5kw	16	4	4	6	17	25	77	PAR	----	TOR
3.7	3.6	3.2	3.1	3.1	15	KPOP-AM Nost	1360 5(1)kw	19	--	35	37	36	12	93	Brown Br.	NBC	CBS
3.0	2.7	2.8	2.9	3.0	16	XHRM-FM Alt	92.5 100kw	9	6	5	9	16	26	48	Radio Moderna	ABC	BAN
2.8	2.4	2.3	2.0	2.5	17	KCLX-FM CR	102.9 32kw	14	22	8	11	9	15	53	Gannett Radio	ABC	G/W
0.7	1.6	0.9	0.9	2.4	18	XHKY-FM Span	99.3 25kw	21	11	10	13	14	17	92	Califormula	----	KT-H
1.6	1.2	2.0	2.4	2.2	19	KCBQ-FM Gold	105.3 29kw	18	16	12	14	13	13	55	Compass Radio	----	D&R
3.6	2.6	2.3	1.7	1.9	20	KFMB-FM* Hot AC	100.7 30kw	12	10	13	17	18	19	35	Midwest TV	----	MCG
1.7	1.5	2.3	2.4	1.9	20	XTRA-AM Sports	690 50kw	20	26	16	18	19	16	58	Noble	MBS	MMR

\*Held a format-a-day experiment between May 16th and June 6th.

Continued on Page 49

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12+ POPULATION: 2,148,800 (Black: N/A; Hispanic: 23.2%)

SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
5.9	6.7	7.4	7.3	6.7	1	<b>KFI-AM</b> <i>Talk</i>	640 50kw	2	25	13	4	1	1	80	Cox Enterprises	MBS	CHR
4.7	4.0	5.8	4.3	5.5	2	<b>KROQ-FM</b> <i>Alt</i>	106.7 55kw	7	3	1	1	2	16	77	Infinity	----	TOR
4.4	3.9	3.8	4.0	4.3	3	<b>KBIG-FM</b> <i>AC</i>	104.3 105kw	3	9	7	6	7	6	52	Bonneville Inf.	----	CBS
6.2	5.8	4.1	3.8	4.2	4	<b>KLOS-FM</b> <i>Rock</i>	95.5 61kw	5	12	3	2	3	5	55	Cap Cities/ABC	ABC	KATZ
4.6	3.0	4.4	4.3	4.0	5	<b>KOST-FM</b> <i>AC</i>	103.5 12.5kw	4	13	9	9	6	5	50	Cox Enterprises	----	CHR
4.6	4.4	3.1	3.7	4.0	5	<b>KPWR-FM</b> <i>CHR</i>	105.9 25kw	6	1	4	10	20	37	51	Emmis	----	D&R
3.8	3.7	3.7	3.8	3.9	7	<b>KABC-AM</b> <i>Talk</i>	790 5kw	12	--	34	20	15	2	71	Cap Cities/ABC	ABC	KATZ
1.9	1.9	4.4	4.2	3.8	8	<b>KCBS-FM</b> <i>Gold</i>	93.1 28.5kw	10	15	6	3	4	7	58	CBS	CBS	CBS
4.2	4.0	4.4	3.4	3.8	8	<b>KLSX-FM</b> <i>CR</i>	97.1 21kw	9	5	5	5	8	11	58	Greater Media	----	MMR
3.5	3.6	5.1	3.7	3.6	10	<b>KLAX-FM</b> <i>Span</i>	97.9 50kw	21	6	2	7	14	36	120	SBS	----	SBS
4.8	4.0	3.7	3.7	3.4	11	<b>KIIS-A/F</b> <i>CHR</i>	1150/102.7 5kw/8kw	1	2	8	12	11	15	38	Gannett Radio	----	MCG
3.8	3.3	4.0	4.2	3.4	11	<b>KRTH-FM</b> <i>Gold</i>	101.1 51kw	8	7	21	11	9	4	52	Infinity	----	BAN
3.5	3.0	2.0	1.8	3.3	13	<b>KTWV-FM</b> <i>NAC</i>	94.7 55kw	16	--	17	8	5	3	79	Group W	----	G/W
2.4	2.5	2.8	1.9	3.2	14	<b>KZLA-FM</b> <i>Ctry</i>	93.9 18.5kw	15	--	15	14	10	8	75	Shamrock Br.	----	EAST
1.9	2.2	2.7	1.9	2.5	15	<b>KIKF-FM</b> <i>Ctry</i>	94.3 3kw	18	14	12	15	12	12	77	Astor	----	----
0.4	1.2	0.7	1.7	2.3	16	<b>KLAC-AM</b> <i>Nost</i>	570 5kw	26	--	31	29	29	18	96	Shamrock Br.	----	EAST
3.0	2.6	3.1	2.6	2.2	17	<b>KNX-AM</b> <i>News</i>	1070 50kw	13	--	33	25	17	10	42	CBS	CBS	CBS
3.4	2.8	1.9	2.1	2.1	18	<b>KYSR-FM</b> <i>Hot AC</i>	98.7 75kw	14	25	11	13	13	17	45	Viacom	----	TOR
2.2	2.4	1.9	2.2	2.0	19	<b>KFWB-AM</b> <i>News</i>	980 5kw	11	--	32	27	27	27	36	Group W	CNN	G/W
1.8	1.6	1.5	1.7	2.0	19	<b>KKBT-FM</b> <i>UC</i>	92.3 43kw	20	4	14	17	24	23	67	Evergreen Media	----	MMR
1.1	1.4	1.9	1.4	2.0	19	<b>KXEZ-FM</b> <i>AC</i>	100.3 5.3kw	19	17	24	21	18	13	63	Viacom	----	TOR
1.8	1.8	1.1	1.8	1.9	22	<b>KLVE-FM</b> <i>Span</i>	107.5 29.5kw	23	20	10	16	16	28	71	Heftel Br.	----	CAB
1.1	1.3	1.1	1.6	1.8	23	<b>KEZY-FM</b> <i>CHR</i>	95.9 2.5kw	17	22	16	18	19	21	48	Fairfield Com.	ABC	----
1.3	1.6	2.8	2.1	1.4	24	<b>KKGO-FM</b> <i>Clas</i>	105.1 18kw	22	--	40	34	33	19	48	Mt. Wilson FM	AP	CMBS
1.1	2.4	1.3	3.0	1.2	25	<b>KTNQ-AM</b> <i>Span</i>	1020 50kw	31	--	19	19	21	30	87	Heftel Br.	CRC	CAB
0.0	0.9	0.7	1.3	1.1	26	<b>KJQI/KOJY</b> <i>Nost</i>	1260/540 5kw/25kw	39	--	--	--	40	34	101	Mt. Wilson FM	----	CMBS
0.6	0.4	0.8	0.4	1.1	26	<b>KKHJ-AM</b> <i>Span</i>	930 5kw	33	11	23	31	32	27	81	Liberman	----	KT-H
1.9	1.1	1.3	1.8	1.1	26	<b>KNAC-FM</b> <i>Rock</i>	105.5 1.05kw	27	18	18	22	28	35	52	Keymarket Com.	ABC	----
1.4	1.1	1.3	1.6	1.1	26	<b>XTRA-AM</b> <i>Sports</i>	690 50kw	24	--	22	23	25	25	41	Noble	MBS	TOB

Continued on Page 49



Continued from Page 47

12+ POPULATION: 2,213,500 (Black: N/A; Hispanic: 19.9%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	METRO RANK 12+ ADJ	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
1.1	0.4	0.7	1.0	1.4	22	KOWF-FM Ctry	92.7 3kw	24	13	22	20	21	18	78	Astor	----	----
1.0	1.0	1.2	1.4	1.3	23	KNX-AM News	1070 50kw	22	--	37	35	32	23	50	CBS	CBS	CBS
0.6	0.8	1.0	0.6	1.1	24	KCEO-AM NIT	1000 2.5kw	23	--	30	28	26	21	48	Tri-Cities	MBS	----
1.5	1.9	0.7	0.8	1.0	25	XEMO-AM Span	860 5kw	27	12	18	21	24	33	62	J.C. Gates & Co.	----	CAB

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 KIOZ-FM	1 KKLQ-FM	1 KIOZ-FM	1 KKLQ-FM	1 KSON-A/F	1 KKLQ-FM	N/T	16.9
2 XTRA-FM	2 XHTZ-FM	1 XTRA-FM	2 KSON-A/F	2 KGB-FM	2 KSON-A/F	CHR	11.6
3 KKLQ-FM	3 KSON-A/F	3 KGB-FM	3 XHTZ-FM	3 KCLX-FM	3 KJQY-FM	GOLD/CR	11.3
3 XHTZ-FM	4 KYXY-FM	4 KSON-A/F	4 KJQY-FM	4 KIFM-FM	4 KYXY-FM	AC	10.3
5 XHRM-FM	5 XTRA-FM	5 KKLQ-FM	5 KKLQ-FM	5 XTRA-FM	5 XHTZ-FM	CTRY	8.6
6 KGB-FM	6 XHRM-FM	6 XHTZ-FM	6 KBZS-FM	6 KKLQ-FM	6 KBZS-FM	ALT	6.8
7 KSON-A/F	7 KJQY-FM	7 KCLX-FM	7 XTRA-FM	7 KSDO-AM	7 KIFM-FM	SPAN	3.4
8 KCLX-FM	8 KFMB-FM	8 KIFM-FM	8 KCBQ-FM	8 XTRA-FM	8 KCBQ-FM	NAC	3.3
9 XTRA-FM	9 XHKY-FM	9 XHRM-FM	9 XHRM-FM	9 KFI-AM	9 KFMB-FM	CLAS	3.2
10 XHKY-FM	10 KCBQ-FM	10 XTRA-FM	10 KFMB-FM	10 KBZS-FM	10 XHKY-FM	ROCK	3.2
						BBND	3.1

Continued from Page 48

12+ POPULATION: 2,148,800 (Black: N/A; Hispanic: 23.2%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	METRO RANK 12+ ADJ	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
0.5	0.9	0.4	0.4	1.0	30	KACD/KBCD- NAC	103.1/103.1 3kw/2kw	30	--	30	25	23	20	65	Kelshaw Com.	CBS	CHR
1.0	1.3	0.9	1.4	1.0	30	KLIT-FM** AC	101.9 2.5kw	28	21	25	26	26	22	50	Golden West	----	BAN
1.3	1.6	2.0	1.0	1.0	30	KWIZ-AM Span	96.7 3kw	34	23	20	24	22	26	62	Lieberman	----	TOR

\*Was KAJZ & KBJZ until June. \*\*Switched to Progressive on July 1st, became KSCA on August 31st.

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 KROQ-FM	1 KBIG-FM	1 KROQ-FM	1 KBIG-FM	1 KROQ-FM	1 KBIG-FM	N/T	15.9
2 KLAX-FM	2 KPWR-FM	2 KLOS-FM	2 KOST-FM	2 KLOS-FM	2 KFI-AM	AC	13.4
3 KLOS-FM	3 KOST-FM	3 KLSX-FM	3 KFI-AM	3 KFI-AM	3 KOST-FM	GOLD/CR	11.0
4 KLSX-FM	4 KROQ-FM	4 KLAX-FM	4 KRTH-FM	4 KLSX-FM	4 KRTH-FM	CHR	9.2
5 KPWR-FM	5 KYSR-FM	5 KCBS-FM	5 KCBS-FM	5 KCBS-FM	5 KTWW-FM	SPAN	8.8
6 KCBS-FM	6 KCBS-FM	6 KFI-AM	5 KYSR-FM	6 KTWW-FM	6 KYSR-FM	CTRY	5.7
7 KIIS-A/F	7 KIIS-A/F	7 KPWR-FM	5 KTWW-FM	7 KRTH-FM	7 KCBS-FM	ALT	5.5
8 KLVE-FM	8 KWIZ-AM	8 KTWW-FM	8 KIIS-A/F	8 KLAX-FM	8 KIIS-A/F	ROCK	5.3
8 KTNQ-AM	9 KLAX-FM	9 KBIG-FM	9 KPWR-FM	9 KZLA-FM	9 KZLA-FM	NAC	4.3
10 XTRA-AM	10 KLOS-FM	10 KRTH-FM	9 KROQ-FM	10 KABC-AM	10 KWIZ-FM	BBND	3.4
						UC	2.0
						CLAS	1.4

12+ POPULATION: 2,120,500 (Black & Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
15.9	15.2	13.4	12.7	12.9	1	<b>WCCO-AM</b> FS	830 50kw	1	9	12	8	3	1	78	CBS	CBS	CBS
9.8	10.0	9.7	12.2	10.5	2	<b>KQRS-A/F</b> Rock	1440/92.5 5kw/100kw	2	4	1	1	1	4	74	Cap Cities/ABC	ABC	KATZ
6.2	7.1	6.8	6.9	7.7	3	<b>KSTP-FM</b> AC	94.5 100kw	3	3	3	2	2	5	64	Hubbard	---	MCG
6.8	7.3	6.9	7.2	6.8	4	<b>KDWB-FM</b> CHR	101.3 100kw	4	1	4	6	12	11	57	Midcontinent Br.	---	BAN
7.2	6.7	7.2	7.1	6.4	5	<b>WLTE-FM</b> AC	102.9 100kw	5	8	8	4	4	2	64	CBS	---	CBS
9.2	6.9	6.7	5.8	5.5	6	<b>KEYE-FM</b> Ctry	102.1 100kw	8	7	5	9	8	7	73	Shamrock Br.	---	CHR
5.8	5.6	3.6	4.2	5.3	7	<b>KEGE-A/F*</b> Alt	980/93.7 5kw/100kw	7	2	2	3	10	14	61	Entercom	SOU	KATZ
4.6	4.5	6.2	4.5	5.2	9	<b>KQQL-FM</b> Gold	107.9 97kw	6	6	11	5	5	3	59	Colfax Com.	---	D&R
5.2	4.3	5.4	4.7	5.1	10	<b>KSTP-AM</b> Talk	1500 50kw	10	13	9	11	7	6	77	Húbbard	ABC	MCG
5.8	6.0	4.1	4.2	4.1	11	<b>KTCJ/KTCZ</b> Prog	690/97.1 .5kw/100kw	11	10	7	7	6	8	63	American Media	---	MMR
1.5	3.9	4.3	5.4	4.1	11	<b>WBOB-FM</b> Ctry	100.3 100kw	9	5	6	10	9	10	58	Colfax Com.	---	D&R
2.8	2.6	1.9	1.8	3.5	13	<b>KJJO-A/F</b> Ctry	950/104.1 1kw/100kw	12	11	10	12	11	9	76	Park	ABC	MMR
2.1	1.6	1.9	1.9	1.9	14	<b>KLBB/WLOL</b> Nost	1400/1470 1k/5kw	13	--	--	17	17	13	69	Cargill Com.	---	---
0.9	1.3	2.3	1.6	1.5	15	<b>KFAN-AM</b> Sports	1130 50kw	14	12	13	13	13	12	55	Shamrock Br.	MBS	CHR

\*FM was KRXX (Rock) until February.

Continued on Page 53

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# RANTEL. RESEARCH THAT MOVES THE NEEDLE!



12+ POPULATION: 2,080,300 (Black: 16.1%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
16.4	17.2	13.0	16.5	14.7	1	<b>KMOX-AM</b> Talk	1120 50kw	1	11	11	5	1	1	88	CBS	CBS	CBS
8.4	8.7	11.0	8.7	8.8	2	<b>WIL-FM</b> Ctry	92.3 100kw	2	5	3	2	2	2	88	Heritage Media	ABC	EAST
7.1	7.2	6.9	7.4	7.6	3	<b>KMJM-FM</b> UC	107.7 100kw	9	1	2	3	6	7	124	Noble	---	MCG
6.4	8.1	6.8	7.0	6.9	4	<b>KEZK-FM</b> AC	102.5 100kw	3	8	10	4	3	3	72	Compass Radio	UNIS	D&R
7.9	7.0	7.8	6.5	6.7	5	<b>KSHE-FM</b> Rock	94.7 100kw	5	3	1	1	5	9	78	Emmis	---	D&R
5.9	4.6	5.1	6.4	5.3	6	<b>KYKY-FM</b> Hot AC	98.1 90kw	4	4	4	6	4	5	61	EZ Communications	---	KATZ
4.9	4.1	4.6	4.4	4.6	7	<b>WKBQ-A/F</b> CHR	1380/104.1 5/11kw/39kw	6	2	5	10	11	18	60	Zimmer Br.	---	MMR
4.4	4.5	4.7	4.3	4.3	8	<b>KSD-FM</b> CR	93.7 100kw	7	9	8	7	7	6	58	EZ Communications	---	MCG
2.4	2.2	3.0	3.3	4.3	8	<b>WKXX-FM</b> Ctry	106.5 90kw	11	6	7	9	10	10	77	Zimmer Br.	---	BAN
1.3	1.3	2.3	1.1	3.7	10	<b>KIHT-FM*</b> Gold	96.3 100kw	10	13	9	8	8	8	62	Richard Miller	---	---
4.4	3.5	3.5	2.9	3.6	11	<b>KLOU-FM</b> Gold	103.3 100kw	8	12	14	12	9	4	52	CBS	CBS	CBS
3.0	3.1	2.3	2.1	2.9	12	<b>KPNT-FM</b> All	105.7 100kw	12	7	6	11	14	25	65	Rivercity Br.	---	TOR
3.2	2.8	2.7	2.5	2.7	13	<b>WRTH-AM</b> Nost	1430 5kw	14	--	24	24	22	14	87	Heritage Media	ABC	EAST
2.7	3.2	2.4	2.8	2.2	14	<b>KFUO-FM</b> Clas	99.1 100kw	13	17	17	17	17	11	59	Luthern Chur/MOS	NBC	CMBS
2.0	2.3	2.1	1.8	2.0	15	<b>KXOK-FM</b> UAC	97.1 100kw	15	14	12	14	12	13	73	Legend	UNIS	K&P
1.0	1.2	1.4	1.8	1.9	16	<b>WFXB-FM</b> CR	101.1 44kw	16	--	13	13	13	12	69	River Cities	---	TOR
2.0	2.2	1.7	1.7	1.5	17	<b>WIBV-AM</b> Talk	1260 5kw	17	--	21	19	19	15	59	Belleville Br.	MBS	---
1.8	1.2	2.2	1.4	1.2	18	<b>KATZ-AM</b> UAC	1600 5kw	21	16	19	18	18	16	61	Noble	SMN	MCG
1.1	0.8	0.7	0.9	1.2	18	<b>KNJZ-FM**</b> NAC	100.3 50kw	18	15	16	16	16	17	58	Noble	---	MCG
1.1	1.0	1.2	1.0	1.2	18	<b>WCBW-FM</b> Rel	104.9 7.8kw	20	10	15	15	15	19	63	Universal	---	---
0.9	1.2	1.4	1.9	1.0	21	<b>WEW-AM</b> Nost	770 1kw	22	--	--	26	26	21	76	WEW Radio	CNN	ROS
0.7	0.8	0.9	0.9	1.0	21	<b>WGNU-AM</b> Talk	920 5kw	23	--	23	23	23	20	79	Norman Br.	USA	MK4

\*Was KRJY until April. \*\*Was KATZ-FM until mid-April.

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# RANTEL. RESEARCH THAT MOVES THE NEEDLE!

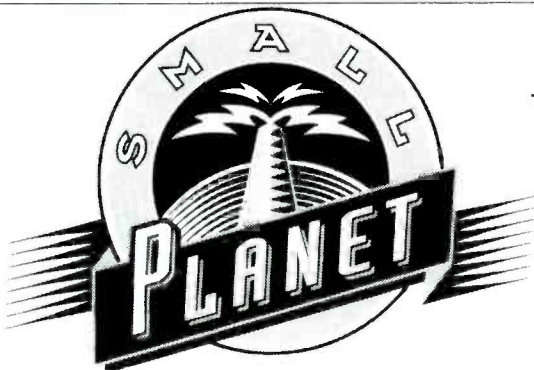


12+ POPULATION: 2,036,100 (Black: 24.9%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.8	10.6	8.6	8.5	8.8	1	1	<b>WBAL-AM</b> NIT	1090 50kw	1	23	9	8	5	2	81	Hearst Br.	CBS	D&R
8.9	8.9	9.9	7.7	7.5	2	2	<b>WPOC-FM</b> Ctry	93.1 16kw	2	8	5	4	2	3	85	Nationwide	ABC	MCG
5.9	6.0	5.8	6.1	6.7	3	3	<b>WXYV-FM</b> UC	102.7 50kw	4	2	2	1	3	5	86	Summit	---	MCG
5.2	4.6	4.5	5.4	6.0	4	4	<b>WERQ-FM</b> CHR	92.3 37kw	7	1	3	5	8	11	84	Radio One	AP	MMR
5.7	5.3	5.7	6.4	5.9	5	5	<b>WQSR-FM</b> Gold	105.7 50kw	6	7	11	3	1	1	81	Sconnix	---	CHR
5.4	3.7	4.8	6.7	5.3	6	6	<b>WWMX-FM</b> Hot AC	106.5 7.4kw	3	6	6	2	4	6	66	Capitol Br. Co.	---	KATZ
5.6	5.7	4.2	6.9	5.2	7	7	<b>WLIF-FM</b> AC	101.9 13.5kw	9	13	12	9	6	4	85	Infinity	---	EAST
4.2	4.5	5.5	5.2	4.4	8	8	<b>WIYY-FM</b> Rock	97.9 13.5kw	5	3	1	6	10	17	61	Hearst Br.	ABC	D&R
2.8	3.0	3.2	3.3	3.9	9	9	<b>WHFS-FM</b> Alt	99.1 50kw	8	5	4	7	7	14	60	Liberty Br.	AP	BAN
3.2	2.3	3.0	3.5	3.6	10	10	<b>WSSF-FM</b> AC	104.3 50kw	10	16	17	14	12	9	62	Capitol Br. Co.	---	KATZ
4.8	3.4	4.4	3.0	3.1	11	11	<b>WCBM-AM</b> NIT	680 10.5kw	14	--	16	17	16	10	97	Mangione	ABC	KATZ
1.8	2.3	2.5	2.2	3.0	12	12	<b>WCAO-AM</b> Rel	600 5kw	16	19	19	16	15	7	112	Summit	NBC	MCG
2.2	3.6	3.7	3.6	2.9	13	13	<b>WWIN-FM</b> UAC	95.9 3kw	13	17	13	10	9	8	82	Radio One	UNIS	TOR
2.0	1.9	1.7	1.8	2.2	14	14	<b>WPGC-FM</b> CHR	95.5 50kw	11	4	8	13	14	15	52	Infinity	---	BAN
1.8	1.6	1.0	1.5	2.0	15	15	<b>WJFK-AM</b> FS	1300 5kw	17	--	7	11	11	20	82	Infinity	ABC	TOR
2.6	2.4	2.6	2.7	1.9	16	16	<b>WGRX-FM</b> CR	100.7 16kw	12	12	10	12	13	13	53	Shamrock Com.	ABC	MMR
2.0	1.9	1.5	1.3	1.5	17	17	<b>WRBS-FM</b> Rel	95.1 50kw	21	--	29	20	18	12	80	Peter & John	---	---
1.0	0.7	1.1	1.3	1.3	18	18	<b>WWDC-FM</b> Rock	101.1 22.5kw	15	9	14	15	19	22	47	Capitol Br./MD	---	BAN
0.7	0.8	0.6	0.9	1.2	19	19	<b>WTOP-AM</b> News	1500 50kw	18	--	28	22	22	16	49	Evergreen Media	CBS	G/W
0.8	1.6	0.6	0.8	1.1	20	20	<b>WBGR-AM</b> Rel	860 2.5kw	27	21	24	27	25	23	104	Mortenson Br.	AURN	ROS
2.3	2.4	1.5	1.0	1.1	20	20	<b>WITH-AM</b> BBnd	1230 1kw	24	--	--	35	35	28	73	WITH of Baltimore	MBS	ROS
1.1	1.2	1.1	0.6	1.1	20	20	<b>WWIN-AM</b> Rel	1400 1kw	23	18	25	24	23	19	70	Radio One	---	TOR
0.9	0.9	1.3	1.4	1.0	23	23	<b>WRQX-FM</b> Hot AC	107.3 36kw	19	11	15	18	17	25	44	Cap Cities/ABC	ABC	KATZ

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Where entertainment happens  
minute by minute.

914-265-2111

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12+ POPULATION: 2,120,500 (Black & Hispanic: N/A)

MINNEAPOLIS-ST. PAUL

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KQRS-A/F	1 KSTP-FM	1 KQRS-A/F	1 KSTP-FM	1 KQRS-A/F	1 KSTP-FM	N/T 19.5
2 KEGE-A/F	2 KDWB-FM	2 KEGE-A/F	2 WLTE-FM	2 WCCO-AM	2 WLTE-FM	AC 14.1
3 WBOB-FM	3 KQRS-A/F	3 KSTP-AM	3 KDWB-FM	3 KSTP-FM	3 KQQL-FM	CTRY 13.1
4 KSTP-FM	4 KEGE-A/F	3 WCCO-AM	4 KQRS-A/F	4 KQQL-FM	4 KQRS-FM	ROCK 10.5
5 KTCJ/KTC	5 WLTE-FM	5 KQQL-FM	5 KQQL-FM	5 KTCJ/KTCZ	5 WCCO-AM	CHR 6.8
6 KSTP-FM	6 KEEY-FM	6 KTCJ/KTCZ	6 KEEY-FM	6 KJJO-A/	6 KEEY-FM	ALT 5.3
7 KEEY-FM	7 WBOB-FM	7 KSTP-FM	7 KEGE-A/F	7 WBOB-FM	7 KTCJ/KTCZ	GOLD/CR 5.2
8 KDWB-FM	8 KTCJ/KTCZ	8 WBOB-FM	8 KTCJ/KTCZ	8 KEGE-A/F	8 KDWB-FM	PROG 4.1
9 KJJO-A/F	9 KQQL-FM	9 KJJO-AF	9 WBOB-FM	9 WLTE-FM	9 KEGE-A/F	BBND 1.9
10 WCCO-AM	10 KJJO-A/F	10 KEEY-FM	10 WCCO-FM	10 KSTP-FM	10 WBOB-FM	

Continued from Page 51

12+ POPULATION: 2,080,300 (Black: 16.1%; Hispanic: N/A)

ST. LOUIS

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KSHE-FM	1 KMJM-FM	1 KSHE-FM	1 KEZK-FM	1 KMOX-AM	1 KEZK-FM	N/T 17.2
2 KPNT-FM	2 KYKY-FM	2 KMOX-AM	2 KMJM-FM	2 KSHE-FM	2 WIL-FM	GOLD/CR 13.5
3 WIL-FM	3 WIL-FM	3 WIL-FM	3 KYKY-FM	3 WIL-FM	3 KYKY-FM	CTRY 13.1
4 KMJM-FM	4 KEZK-FM	4 KSD-FM	4 WIL-FM	4 KSD-FM	4 KMJM-FM	AC 12.2
5 KSD-FM	4 WKBQ-FM	5 KMJM-FM	5 KIHT-FM	5 KEZK-FM	5 KMOX-AM	UC 10.8
6 WKBQ-FM	6 KSHE-FM	6 KPNT-FM	6 KSHE-FM	6 KIHT-FM	6 KIHT-FM	ROCK 6.7
7 WKKX-FM	7 WKKX-FM	7 WKKX-FM	7 WKBQ-FM	7 KLOU-FM	7 KLOU-FM	CHR 4.6
8 KMOX-AM	8 KIHT-FM	8 KIHT-FM	8 WKKX-FM	8 KMJM-FM	8 WKKX-FM	BBND 3.7
9 KIHT-FM	9 KSD-FM	9 KYKY-FM	9 KMOX-AM	9 KYKY-FM	9 KSD-FM	ALT 2.9
10 KYKY-FM	10 KPNT-FM	10 WKBQ-A/F	10 KSD-FM	10 WKKX-FM	10 KSHE-FM	CLAS 2.2
						NAC 1.2
						REL 1.2

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12+ POPULATION: 2,036,100 (Black: 24.9%; Hispanic: N/A)

BALTIMORE

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WIYY-FM	1 WXYV-FM	1 WIYY-FM	1 WXYV-FM	1 WQSR-FM	1 WWMX-FM	AC 15.1
2 WERQ-FM	2 WWMX-FM	2 WPOC-FM	2 WWMX-FM	2 WBAL-AM	2 WXYV-FM	N/T 15.1
2 WPOC-FM	3 WERQ-FM	3 WQSR-FM	3 WERQ-FM	3 WPOC-FM	3 WQSR-FM	UC 9.6
4 WHFS-FM	4 WHFS-FM	4 WBAL-AM	4 WQSR-FM	4 WIYY-FM	4 WLIF-FM	CHR 8.2
5 WJFK-AM	5 WPOC-FM	5 WHFS-FM	5 WPOC-FM	5 WHFS-FM	4 WPOC-FM	GOLD/CR 7.8
6 WXYV-FM	6 WIYY-FM	6 WXYV-FM	6 WLIF-FM	5 WXYV-FM	6 WERQ-FM	CTRY 7.5
7 WBAL-AM	7 WLIF-FM	7 WERQ-FM	7 WHFS-FM	7 WJFK-AM	7 WWIN-FM	REL 6.7
8 WPGC-FM	8 WQSR-FM	8 WJFK-AM	8 WWIN-FM	8 WWMX-FM	8 WHFS-FM	ROCK 5.7
8 WWMX-FM	9 WGRX-FM	9 WWMX-FM	9 WIYY-FM	9 WLIF-FM	9 WCAO-AM	ALT 3.9
10 WGRX-FM	10 WWIN-FM	10 WGRX-FM	10 WSSF-FM	10 WGRX-FM	10 WBAL-AM	BBND 1.1

12+ POPULATION: 2,023,800 (Black: 7.1%; Hispanic: N/A)

PITTSBURGH

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
15.0	13.7	12.9	14.4	15.4	1	<b>KDKA-AM</b> N/T	1020 50kw	1	9	9	4	2	1	94	Group W	NBC	GW
9.9	11.2	9.2	8.9	10.7	2	<b>WDVE-FM</b> Rock	102.5 55kw	2	3	1	1	1	5	99	Secret Com.	SOU	CHR
7.2	6.2	5.9	7.7	6.8	3	<b>WBZZ-FM</b> CHR	93.7 41kw	3	1	2	2	6	8	63	EZ Communications	---	BAN
7.0	6.6	8.0	5.7	6.6	4	<b>WWSW-A/F</b> Gold	970/94.5 5kw/50kw	4	8	10	3	3	2	67	Shamrock Br.	ABC	MCG
5.7	5.0	5.3	4.7	5.7	5	<b>WDSY-FM</b> Ctry	107.9 50kw	8	6	6	6	5	3	89	Entercom	UNIS	EAST
5.4	5.1	5.6	5.5	4.9	6	<b>WSHH-FM</b> AC	99.7 10.5kw	7	15	14	11	8	4	75	Renda	UPI	TOR
5.4	5.5	4.4	4.9	4.6	7	<b>WVTY-FM</b> AC	96.1 50kw	5	7	5	5	4	6	60	Hearst Br.	---	KATZ
5.8	6.0	4.1	5.0	4.4	8	<b>WAMO-FM</b> UC	105.9 72kw	12	2	3	7	9	12	94	Sheridan	AURN	D&R
4.4	4.4	4.2	4.5	3.7	9	<b>WJAS-AM</b> Nost	1320 5kw	11	--	20	21	21	11	71	Renda	CNN	EAST
4.4	3.8	5.7	3.9	3.7	9	<b>WLTJ-FM</b> AC	92.9 47kw	10	12	11	10	11	7	64	WLTJ Inc.	---	MMR
2.3	2.8	2.7	3.1	3.5	11	<b>WRRK-FM</b> CR	96.9 45kw	6	10	4	9	7	10	54	Benns Stations	---	MMR
3.7	5.0	5.4	4.6	3.3	12	<b>WTAE-AM</b> Talk	1250 5kw	9	13	15	13	11	9	57	Hearst Br.	ABC	KATZ
1.6	2.3	2.8	2.4	2.8	13	<b>WXRFB-FM</b> Ctry	104.7 50kw	13	5	7	9	12	13	77	Entercom	---	EAST
1.9	2.2	2.5	1.9	1.8	14	<b>WQKB-FM</b> Ctry	100.7 17kw	14	11	12	14	13	14	52	EZ Communications	ABC	BAN
0.8	0.8	1.0	1.5	1.7	15	<b>WWKS-FM</b> Rock	106.7 47kw	15	4	8	12	14	24	58	Baltimore Radio Sh.	UNIS	---
1.1	1.5	1.6	1.5	1.3	16	<b>KQV-AM</b> News	1410 5kw	16	--	17	17	17	16	46	Calvary	CBS	D&R
1.1	1.3	0.8	1.4	1.1	17	<b>WORD-FM</b> Rel	101.5 48kw	17	--	16	16	15	15	57	Salem	---	SRR

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Continued on Page 56

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

Harker Research

919 • 954 • 8300

12+ POPULATION: 1,880,000 (Black: N/A; Hispanic: 15.1%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.5	7.5	9.1	10.1	8.0	1	KNIX-FM Ctry	102.5 98kw	2	10	3	3	2	1	74	Buck Owens Prod.	---	KATZ
6.7	6.8	7.5	7.4	7.2	2	KMLE-FM Ctry	107.9 100kw	4	2	2	1	1	3	87	Shamrock Br.	---	MCG
9.3	6.3	7.5	6.4	7.0	3	KTAR-AM NIT	620 5kw	1	20	12	10	7	2	59	Pulitzer	CBS	CBS
6.0	6.9	5.2	5.7	5.8	4	KFYI-AM News	910 5kw	10	21	14	11	11	4	100	Broadcast Group	ABC	D&R
4.7	4.9	5.3	6.2	5.4	5	KUPD-FM Rock	97.9 100kw	6	6	1	2	3	14	77	Sandusky Radio	---	BAN
4.8	5.4	6.1	5.6	5.3	6	KOY-AM Nost	550 5(1)kw	12	--	26	21	18	6	97	Sundance	UNIS	MMR
4.8	4.5	6.7	5.9	5.2	7	KKFR-FM CHR	92.3 100kw	3	1	7	8	14	18	57	Broadcast Group	---	D&R
3.7	4.1	4.3	4.2	4.5	8	KVRY-FM AC	104.7 100kw	5	5	5	5	6	10	61	Nationwide	---	MCG
4.7	5.4	4.6	3.8	4.1	9	KKLT-FM AC	98.7 115kw	11	15	11	13	9	5	74	Pulitzer	---	GW
2.8	3.6	2.4	2.2	4.0	10	KSLX-FM CR	100.7 100kw	7	16	6	4	4	9	58	Citicasters Inc.	---	EAST
2.6	4.4	4.9	4.9	3.8	11	KDKB-FM Rock	93.3 100kw	8	7	4	6	5	13	57	Sandusky Radio	---	TOR
3.6	4.3	3.5	4.0	3.7	12	KESZ-FM AC	99.9 100kw	13	17	9	7	8	8	67	Media America	---	BAN
2.4	2.9	2.8	2.9	3.2	13	KOOL-FM Gold	94.5 100kw	9	8	17	12	10	7	51	Compass Radio Gr.	---	D&R
4.4	3.0	2.5	3.0	3.1	14	KPSN-FM Gold	96.9 100kw	14	9	15	15	13	11	75	Bonneville Int.	---	CBS
3.3	3.0	3.4	2.2	2.8	15	KZON-FM Prog	101.5 100kw	15	--	10	9	12	12	72	Sundance	AP	MMR
2.1	2.4	2.9	2.2	2.6	16	KEDJ-FM Alt	106.3 3kw	16	3	8	14	15	21	76	Resource Media	NBC	---
2.3	2.9	0.9	1.5	1.3	17	KYOT-FM* N+C	95.5 96kw	17	--	18	17	16	16	53	Sundance	---	MMR
0.4	0.4	0.0	0.7	1.2	18	KMJK-FM UC	106.9 6kw	19	4	16	19	21	27	67	Arizona Radio	CBS	K&P
1.6	1.5	1.5	1.4	1.2	18	KZRX-FM Rock	100.3 90kw	18	11	13	16	22	26	49	First City	ABC	ROS
0.8	0.6	0.8	0.6	1.1	20	KYOT-AM UAC	1230 1kw	17	12	19	18	17	17	80	Sundance	SMN	MMR
0.8	1.4	1.6	0.9	1.0	21	KOOL-AM Gold	960 5kw	20	18	25	23	19	15	63	Compass Radio	SMN	D&R

\*Was Classic Rock until March.

Continued on Page 56

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# #20

# PITTSBURGH

PITTSBURGH

Continued from Page 54

12+ POPULATION: 2,023,800 (Black: 7.1%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WDVE-FM	1 WDVE-FM	1 WDVE-FM	1 WDVE-FM	1 WDVE-FM	1 WWSW-A/F	N/T 20.0
2 WRRK-FM	2 WBZZ-FM	2 KDKA-AM	2 WBZZ-FM	2 KDKA-AM	2 KDKA-AM	AC 13.2
3 WBZZ-FM	3 WAMO-FM	3 WRRK-FM	3 WWSW-A/F	3 WWSW-A/F	3 WDVE-FM	ROCK 12.4
4 WAMO-FM	4 WVTY-FM	4 WWSW-A/F	4 WAMO-FM	4 WRRK-FM	4 WBZZ-FM	CTRY 10.2
5 KDKA-AM	5 WDSY-FM	5 WDSY-FM	5 WVTY-FM	5 WDSY-FM	5 WVTY-FM	GOLD/CR 10.1
6 WWKS-FM	6 WXRFB-FM	6 WVTY-FM	6 WDSY-FM	6 WVTY-FM	6 WSHH-FM	CHR 6.8
7 WXRFB-FM	7 WRRK-FM	7 WBZZ-FM	7 WLTJ-FM	7 WTAE-AM	7 WAMO-FM	UC 4.4
8 WVTY-FM	8 WLTJ-FM	8 WAMO-FM	8 WSHH-FM	8 WBZZ-FM	7 WLTJ-FM	BBND 3.7
9 WDSY-FM	9 WWKS-FM	9 WXRFB-FM	9 KDKA-AM	9 WSHH-FM	9 WDSY-FM	REL 1.1
10 WWSW-A/F	10 WQKB-FM	10 WTAE-AM	10 WXRFB-FM	10 WXRFB-FM	10 WXRFB-FM	

# #21

# PHOENIX

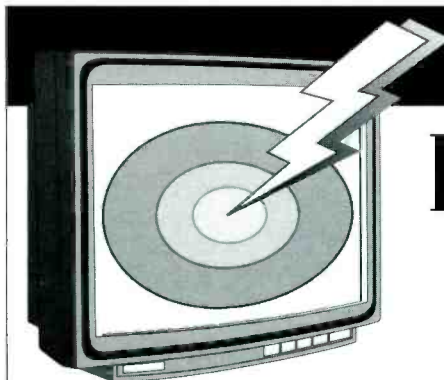
PHOENIX

Continued from Page 55

12+ POPULATION: 1,880,000 (Black: N/A; Hispanic: 15.1%)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KUPD-FM	1 KMLE-FM	1 KUPD-FM	1 KMLE-FM	1 KUPD-FM	1 KMLE-FM	CTRY 15.2
2 KDKB-FM	2 KVMY-FM	2 KSLX-FM	2 KNIX-FM	2 KSLX-FM	2 KNIX-FM	N/T 12.8
3 KSLX-FM	3 KNIX-FM	3 KDKB-FM	3 KVMY-FM	3 KTAR-AM	3 KVMY-FM	AC 12.3
4 KNIX-FM	4 KUPD-FM	4 KMLE-FM	4 KESZ-FM	4 KDKB-FM	4 KESZ-FM	GOLD/CR 11.3
5 KMLE-FM	5 KESZ-FM	5 KNIX-FM	5 KKLt-FM	5 KNIX-FM	5 KKLt-FM	ROCK 10.4
6 KEDJ-FM	6 KKFR-FM	6 KTAR-AM	6 KUPD-FM	6 KMLE-FM	6 KPSN-FM	BBND 5.3
7 KKFR-FM	7 KEDJ-FM	7 KFYI-AM	7 KKFR-FM	7 KFYI-AM	7 KOOL-FM	CHR 5.2
8 KTAR-AM	7 KKLt-FM	8 KZON-FM	8 KSLX-FM	8 KZON-FM	8 KSLX-FM	PROG 2.8
9 KVMY-FM	9 KDKB-FM	9 KEDJ-FM	9 KPSN-FM	9 KOOL-FM	9 KDKB-FM	ALT 2.6
10 KFYI-AM	10 KSLX-FM	9 KOOL-FM	10 KOOL-FM	10 KPSN-FM	10 KFYI-AM	UC 2.3
						NAC 1.3

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12+ POPULATION: 1,869,400 (Black: 7.8%, Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.3	10.2	10.5	9.7	9.3	1	<b>WQYK-FM</b> <i>Ctry</i>	99.5 100kw	1	6	5	2	1	1	94	Infinity	----	KATZ
5.5	6.3	7.4	7.6	7.5	2	<b>WXTB-FM</b> <i>Rock</i>	97.9 100kw	6	2	1	1	2	11	102	Citicasters Inc.	ABC	BAN
7.7	6.3	6.5	5.5	6.4	3	<b>WFLA-AM</b> <i>N/T</i>	970 5kw	8	--	12	12	11	8	88	Jacor	ABC	EAST
7.6	6.7	6.1	6.0	6.3	4	<b>WFLZ-FM</b> <i>CHR</i>	93.3 100kw	2	1	2	6	10	14	68	Jacor	ABC	EAST
4.5	4.9	6.8	7.1	6.1	5	<b>WRBQ-FM</b> <i>Ctry</i>	104.7 100kw	7	3	7	7	6	3	84	Clear Channel	ABC	CHR
6.3	6.8	5.8	6.0	6.0	6	<b>WMTX-A/F</b> <i>Hot AC</i>	1040/95.7 5(.5)kw/100kw	4	5	4	3	4	5	73	Metroplex Com.	----	MMR
7.9	6.0	5.3	5.8	5.9	7	<b>WWRM-FM</b> <i>AC</i>	94.9 100kw	3	7	9	9	8	2	68	Cox Enterprises	----	CHR
5.3	6.5	6.2	5.8	5.7	8	<b>WGUL-A/F</b> <i>BBnd</i>	860/105.5 2(1.5)kw/6kw	12	--	17	20	18	13	113	Gulf Atlantic Media	----	K&P
3.3	1.0	4.7	5.8	5.3	9	<b>WCOF-FM</b> <i>Gold</i>	107.3 100kw	5	13	6	4	5	7	71	Cox Enterprises	----	CHR
3.2	3.8	3.9	4.0	4.9	10	<b>WHPT-FM</b> <i>AC</i>	102.5 100kw	11	9	3	5	3	9	83	Paxson Br.	----	BAN
5.1	6.2	4.5	4.7	4.7	11	<b>WDUV-FM</b> <i>B/EZ</i>	103.3 100kw	13	--	18	16	14	10	101	Sunshine State Br.	MAS	CHR
5.1	5.6	5.7	5.3	4.2	12	<b>WUSA-FM</b> <i>AC</i>	100.7 100kw	9	12	10	8	7	6	65	Gannett Radio	----	MCG
4.1	3.4	3.0	4.5	3.9	13	<b>WYUU-FM</b> <i>Gold</i>	92.5 50kw	10	8	13	10	9	4	65	Entercom	----	CBS
1.7	1.6	1.4	2.0	2.9	14	<b>WSUN-AM</b> <i>Talk</i>	620 10kw	14	14	8	11	12	12	88	Cox Enterprises	----	CHR
1.6	1.8	2.6	1.5	1.7	15	<b>WRBQ-AM</b> <i>UAC</i>	1380 5kw	15	10	11	13	13	16	92	Clear Channel	SMN	MCG
0.7	0.7	1.0	1.4	1.6	16	<b>WTMP-AM</b> <i>UC</i>	1150 5(2.5)kw	17	4	14	14	15	15	101	Broadcap of Florida	AURN	ROS
0.5	0.9	0.7	0.8	1.2	17	<b>WFNS-AM</b> <i>Sports</i>	910 5kw	19	--	15	15	16	17	75	Harmon Com.	CBS	----
1.6	1.4	1.6	1.5	1.2	17	<b>WLUV-FM</b> <i>Nost</i>	106.3 3.3kw	20	--	--	21	21	18	78	Pasco Pinellas	AP	----

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Continued on Page 59

TAMPA - ST. PETERSBURG

# RANTEL. RESEARCH THAT MOVES THE NEEDLE!



**RANTEL**  
Laurel, Maryland  
301-490-8700



12+ POPULATION: 1,758,200 (Black: 17.4%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
8.8	9.0	10.1	8.3	8.9	1	1	<b>WGAR-FM</b> <i>Ctry</i>	99.5 50kw	3	7	4	5	3	2	93	Nationwide	ABC	MCG
8.4	8.4	7.5	7.5	8.0	2	2	<b>WMJI-FM</b> <i>Gold</i>	105.7 27kw	1	6	10	3	1	1	75	OmniAmerica Com.	NBC	KATZ
7.2	6.6	7.7	7.6	7.5	3	3	<b>WDOK-FM</b> <i>AC</i>	102.1 12kw	6	9	9	7	6	3	84	Independent/Clev.	---	MMRE
6.0	6.5	6.1	6.5	6.9	4	4	<b>WRMR-AM</b> <i>Nost</i>	850 10(5)kw	11	--	17	18	17	10	120	Independent/Clev.	AP	MMRE
5.2	5.3	5.9	7.4	6.7	5	5	<b>WMMS-FM</b> <i>Rock</i>	100.7 34kw	2	4	1	1	5	12	65	OmniAmerica Com.	SOU	KATZ
7.3	7.7	7.4	6.7	6.7	5	5	<b>WZAK-FM</b> <i>UC</i>	93.1 27.5kw	9	2	3	4	7	5	94	Zapis	ABC	D&R
5.2	5.0	6.5	6.2	6.0	7	7	<b>WLTF-FM</b> <i>AC</i>	106.5 11kw	7	8	6	6	4	4	77	Secret Com.	AP	CHR
5.3	4.7	5.9	6.9	5.9	8	8	<b>WNCX-FM</b> <i>CR</i>	98.5 16kw	4	10	2	2	2	8	65	Metroplex Com.	ABC	MCG
5.4	5.2	5.4	5.7	5.1	9	9	<b>WQAL-FM</b> <i>Hot AC</i>	104.1 11kw	5	3	5	8	8	6	57	Fairfield Com.	UNIS	BAN
5.3	4.4	4.3	4.8	4.4	10	10	<b>WWWE-AM</b> <i>NIT</i>	1100 50kw	12	14	13	13	10	7	77	Secret Com.	CBS	CHR
4.7	5.2	4.3	4.3	4.2	11	11	<b>WZJM-FM*</b> <i>CHR</i>	92.3 40kw	8	1	7	10	12	15	55	Zebra Br.	ABC	MMR
3.8	3.6	2.2	2.3	4.0	12	12	<b>WKNR-AM</b> <i>Sports</i>	1220 50kw	10	11	11	9	11	10	64	C.V. Associates	ABC	EAST
2.3	3.6	3.8	2.8	2.9	13	13	<b>WNWV-FM</b> <i>NAC</i>	107.3 50kw	14	13	12	11	9	11	72	Elyria-Lorain	CBS	TOR
2.7	3.0	2.6	3.3	2.3	14	14	<b>WENZ-FM</b> <i>Alt</i>	107.9 70kw	13	5	8	12	14	17	50	Ardman	SOU	TOR
1.7	2.9	2.1	1.7	2.1	15	15	<b>WJMO-AM</b> <i>UG</i>	1490 1kw	15	12	15	14	13	13	72	Zebra Br.	ABC	D&R
2.7	2.0	3.0	2.4	1.6	16	16	<b>WCLV-FM</b> <i>Clas</i>	95.5 31kw	16	--	23	16	15	14	57	Radio Seaway	---	CMBS
0.6	1.2	1.0	1.4	1.1	17	17	<b>WABQ-AM</b> <i>Rel</i>	1540 1kw	22	16	24	22	19	16	100	WABQ, Inc.	AURN	---

\*Was **WJMO-FM** until February.

Continued on Page 59

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Continued from Page 57

12+ POPULATION: 1,869,400 (Black: 7.8%, Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WXTB-FM	1 WFLZ-FM	1 WXTB-FM	1 WMTX-A/F	1 WHPT-FM	1 WQYK-FM	AC 21.0
2 WHPT-FM	2 WMTX-A/F	2 WHPT-FM	2 WFLZ-FM	2 WXTB-FM	2 WMTX-A/F	CTRY 15.4
3 WQYK-FM	3 WXTB-FM	3 WQYK-FM	3 WQYK-FM	3 WQYK-FM	3 WUSA-FM	N/T 10.5
4 WCOF-FM	4 WRBQ-FM	4 WCOF-FM	4 WCOF-FM	4 WCOF-FM	4 WWRM-FM	GOLD/CR 9.2
5 WFLZ-FM	5 WQYK-FM	5 WSUN-AM	5 WUSA-FM	5 WFLA-AM	5 WCOL-FM	ROCK 7.5
6 WSUN-FM	6 WCOF-FM	6 WMTX-FM	6 WXTB-FM	6 WSUN-AM	6 WRBQ-FM	BBND 6.9
7 WMTX-A/F	7 WHPT-FM	7 WRBQ-FM	7 WRBQ-FM	7 WMTX-A/F	7 WXTB-FM	CHR 6.3
8 WRBQ-FM	8 WUSA-FM	8 WFLZ-FM	8 WWRM-FM	8 WRBQ-FM	8 WYUU-FM	B/EZ 4.7
9 WWRM-FM	9 WRBQ-AM	9 WFLA-AM	9 WHPT-FM	9 WYUU-FM	9 WFLZ-FM	UC 3.3
10 WFLA-AM	10 WWRM-FM	10 WYUU-FM	10 WYUU-FM	10 WWRM-FM	10 WHPT-FM	

TAMPA-ST. PETE.

Continued from Page 58

12+ POPULATION: 1,758,200 (Black: 17.4%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WMMS-FM	1 WZAK-FM	1 WMMS-FM	1 WZAK-FM	1 WNCX-FM	1 WLTF-FM	AC 18.6
2 WNCX-FM	2 WGAR-FM	2 WNCX-FM	2 WLTF-FM	2 WMJI-FM	2 WMJI-FM	GOLD/CR 13.9
3 WGAR-FM	3 WLTF-FM	3 WMJI-FM	3 WMJI-FM	3 WMMS-FM	3 WDOK-FM	CTRY 8.9
4 WENZ-FM	4 WQAL-FM	4 WGAR-FM	4 WQAL-FM	4 WGAR-FM	4 WZAK-FM	UC 8.8
4 WKNR-AM	5 WMMS-FM	5 WKNR-AM	5 WDOK-FM	5 WKNR-AM	5 WQAL-FM	N/T 8.4
4 WZAK-FM	6 WNCX-FM	6 WZAK-FM	6 WGAR-FM	6 WZAK-FM	6 WGAR-FM	BBND 6.9
4 WZJM-FM	7 WDOK-FM	7 WDOK-FM	7 WMMS-FM	7 WDOK-FM	7 WMMS-FM	ROCK 6.7
8 WQAL-FM	8 WZJM-FM	8 WLTF-FM	8 WNCX-FM	8 WWWE-AM	8 WNCX-FM	CHR 4.2
9 WMJI-FM	9 WMJI-FM	9 WQAL-FM	9 WZJM-FM	9 WLTF-FM	9 WNWV-FM	NAC 2.9
10 WDOK-FM	10 WENZ-FM	10 WNWV-FM	10 WNWV-FM	10 WNWV-FM	10 WJMO-AM	ALT 2.3
						CLAS 1.6
						REL 1.1

CLEVELAND

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12+ POPULATION: 1,636,500 (Black: N/A; Hispanic: 11.6%)

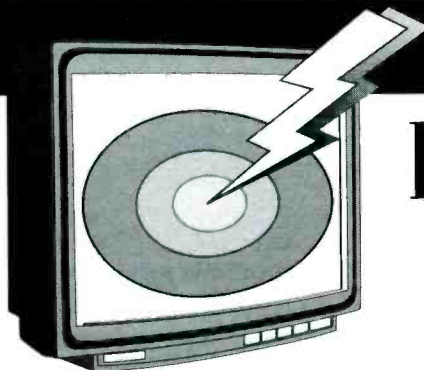
SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	METRO RANK 12+ ADJ.	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
11.0	10.6	9.7	9.9	9.7	1	KYGO-FM Ctry	98.5 100kw	2	5	2	2	1	1	88	Jefferson-Pilot	---	CBS
10.2	9.4	8.7	7.3	8.8	2	KOA-AM Talk	850 50kw	1	10	8	4	3	1	62	Jacor	ABC	EAST
6.5	6.3	7.4	7.3	7.1	3	KRFX-FM CR	103.5 100kw	3	7	1	1	2	5	73	Jacor	---	---
5.4	7.1	7.3	6.9	6.2	4	KOSI-FM AC	101.1 100kw	4	9	9	5	5	3	65	Tribune	---	BAN
5.1	5.2	5.1	5.0	5.6	5	KBCO-A/F Prog	1190/97.3 5kw/100kw	8	16	3	3	4	7	79	Noble Br.	---	MMR
4.9	4.7	4.2	5.1	4.9	6	KQKS-FM CHR	104.3 58kw	7	1	6	11	12	18	58	Western Cities	---	TOR
5.5	5.3	5.9	5.8	4.9	6	KXKL-A/F Gold	1280/105.1 5kw/100kw	6	8	14	6	6	4	55	Shamrock Br.	---	KATZ
2.3	1.8	1.9	2.1	4.6	8	KBPI-FM* Rock	106.7 100kw	10	2	4	7	10	16	70	Jacor	---	EAST
3.8	3.4	3.9	5.5	4.6	8	KWMX-A/F Hot AC	1600/107.5 5kw/91kw	5	4	7	8	9	9	50	Jefferson-Pilot	---	CBS
2.9	3.8	2.6	3.7	4.1	10	KHIH-FM NAC	95.7 100kw	12	15	13	10	7	6	76	Noble Br.	MBS	MMR
3.5	3.1	4.3	3.6	4.0	11	KMJI-FM** AC	100.3 100kw	9	11	11	9	8	8	60	Secret Com.	---	CHR
4.4	4.5	3.8	4.1	3.7	12	KALC-FM*** Hot AC	105.9 100kw	11	3	5	12	13	20	59	Secret Com.	---	CHR
2.4	2.0	2.4	2.7	3.1	13	KEZW-AM BBnd	1430 5kw	19	--	23	24	22	13	104	Tribune	SMN	BAN
1.7	2.8	2.5	3.0	2.8	14	KVOD-FM Clas	99.5 100kw	14	--	22	18	15	10	70	Henry Br.	---	CMBS
2.1	3.0	2.7	2.4	2.5	15	KZDG-FM Ctry	92.5 57kw	13	12	12	13	11	14	54	Premiere Radio	---	TOR
1.3	1.4	3.0	3.1	2.1	16	KTCL-FM Alt	93.3 100kw	15	6	10	14	17	23	56	US Media	---	MCG
2.4	1.6	2.1	1.7	2.0	17	KYBG-A/F NIT	1090/92.1 50(.5)kw/820w	17	--	17	15	14	11	65	Century Br.	NBC	TOR
2.9	2.1	1.9	2.8	1.9	18	KYGO-AM Ctry	950 5kw	20	--	20	19	19	12	77	Jefferson-Pilot	---	CBS
0.5	0.6	1.4	1.9	1.6	19	KHOW-AM FS	630 5kw	18	--	21	17	16	15	52	Noble Br.	MBS	MMR
2.2	1.5	1.6	1.3	1.6	19	KTLK-AM Talk	760 5(1)kw	16	--	15	16	18	17	46	Jacor	ABC	EAST
2.1	2.2	2.5	1.1	1.1	21	KHTH/KNUS NIT	1130/710 5kw/5kw	21	--	24	23	21	19	56	Fernal Br./Boulder	---	---

\* Formerly KAZY (Rock). \*\* Switched to Gold in early May. \*\*\* Was KBPI (Rock) prior to May.

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12+ POPULATION: 1,528,500 (Black: 10.7%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.8	11.1	9.7	11.4	12.8	1	<b>WLW-AM</b> FS	700 50kw	1	10	5	2	1	1	74	Jacor	ABC	EAST
7.5	8.0	6.4	6.1	8.6	2	<b>WEBN-FM</b> Rock	102.7 16.5kw	3	3	1	1	2	8	72	Jacor	---	EAST
10.1	9.2	10.5	10.2	7.9	3	<b>WUBE-A/F</b> Ctry	1230/105.1 1kw/11kw	4	6	4	3	3	3	76	American Media	ABC	CHR
6.6	6.3	6.9	6.0	7.3	4	<b>WKRQ-FM</b> CHR	101.9 16kw	2	1	2	4	5	5	58	Citicasters Inc.	ABC	KATZ
6.6	7.2	6.7	6.6	6.8	5	<b>WGRR-FM</b> Gold	103.5 19.5kw	5	9	11	5	4	2	75	Dalton Group	---	BAN
6.0	6.9	5.9	6.6	5.3	6	<b>WIZF-FM</b> UC	100.9 1.25kw	12	2	3	7	8	12	88	Interurban Br.	ABC	D&R
2.9	3.0	2.5	2.7	5.2	7	<b>WCKY-AM*</b> FS	550 5(1)kw	8	--	13	12	11	4	73	Jacor	CBS	EAST
3.1	2.9	3.6	1.8	4.6	8	<b>WPPT-FM**</b> Gold	92.5 16kw	7	11	6	6	6	7	63	Federated	---	MCG
5.3	6.5	5.0	5.1	4.4	9	<b>WSAI-AM***</b> Nost	1530 50kw	13	--	18	18	14	9	94	Federated	NBC	MCG
4.4	4.9	4.1	5.2	4.2	10	<b>WRRM-FM</b> AC	98.5 17.5kw	10	19	9	9	7	6	63	Susquehanna Radio	---	BAN
2.3	1.1	3.1	3.8	3.7	11	<b>WYGY-FM</b> Ctry	96.5 19.5kw	11	4	8	11	12	13	58	American Media	---	CHR
6.7	6.0	5.8	4.2	3.6	12	<b>WOFX-FM</b> CR	94.9 10.5kw	6	8	7	8	10	11	48	Heritage Media	---	KATZ
6.0	4.3	3.4	4.0	3.3	13	<b>WWNK-FM</b> AC	94.1 32kw	9	12	10	10	9	10	47	Citicasters Inc.	---	MMR
1.4	2.6	1.3	1.3	1.5	14	<b>WAQZ-FM</b> Alt	107.1 3kw	14	5	12	13	17	24	48	CR Acquisitions	---	K&P
1.4	1.5	1.3	1.5	1.4	15	<b>WAKW-FM</b> Rel	93.3 50kw	15	16	16	14	13	14	53	Pillar Of Fire	---	---
0.8	0.4	1.5	1.2	1.3	16	<b>WPFB-FM</b> Ctry	105.9 34kw	16	14	14	15	15	17	51	Braden Stations	---	---
1.7	1.3	1.1	1.5	1.0	17	<b>WBND-AM</b> Nost	1160 5(1)kw	21	--	--	--	--	21	84	KLM Br.	SMN	ROS
0.7	0.9	1.2	1.2	1.0	17	<b>WHKO-FM</b> Ctry	99.1 50kw	17	13	17	17	16	16	48	Cox Enterprises	---	D&R

\*Was WLWA until April. \*\*Was WIMJ (AC) until April. \*\*\*Was WCKY (N/T) until April.

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# RANTEL. RESEARCH THAT MOVES THE NEEDLE!



**RANTEL**  
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301-490-8700



PORTLAND

12+ POPULATION: 1,511,600 (Black & Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
6.4	8.9	6.8	8.7	7.9	1	<b>KWJJ-A/F</b> Ctry	1080/99.5 50(10)kw/52kw	2	3	5	3	4	3	68	Park	ABC	D&R
8.1	8.3	7.3	6.8	7.8	2	<b>KUPL-FM</b> Ctry	98.5 100kw	4	4	6	5	3	2	75	BayCom Partners	AP	BAN
6.6	7.5	7.6	7.6	7.2	3	<b>KKRZ-FM</b> CHR	100.3 95kw	1	1	2	4	8	9	56	Citicasters Inc.	---	KATZ
6.9	9.0	6.2	6.0	7.0	4	<b>KUFO-FM</b> Rock	101.1 100kw	3	2	1	1	6	13	68	Henry Br.	---	EAST
8.2	7.2	8.5	7.9	7.0	4	<b>KXL-AM</b> NIT	750 50(20)kw	6	10	14	11	10	5	79	Kaye-Smith	CBS	MCG
4.8	5.2	5.4	4.6	6.1	6	<b>KGON-FM</b> CR	92.3 100kw	8	9	3	2	1	7	69	Apogee	---	CBS
6.8	6.4	6.1	5.6	6.1	6	<b>KKCW-FM</b> AC	103.3 95kw	9	11	9	7	2	1	71	Trumper	---	D&R
5.6	4.4	7.7	6.2	5.9	8	<b>KEX-AM</b> FS	1190 50kw	5	12	15	10	9	6	62	Citicasters Inc.	ABC	KATZ
4.3	5.2	4.1	5.7	5.9	8	<b>KKSN-FM</b> Gold	97.1 100kw	7	7	10	8	7	4	66	Heritage Media	UNIS	CHR
5.7	4.9	5.6	6.4	5.0	10	<b>KINK-A/F</b> Prog	620/101.9 5kw/100kw	10	--	4	6	5	8	70	Embarcadero Media	---	MMR
3.2	2.9	2.3	3.7	4.4	11	<b>KKSN-AM</b> Gold	910 5kw	13	--	22	23	16	12	99	Heritage Media	UNIS	CHR
4.1	2.9	4.6	3.9	3.3	12	<b>KXYQ-FM</b> Hot AC	105.1 100kw	11	6	7	9	11	11	48	First City Br.	ABC	TOR
0.9	1.7	1.4	1.5	2.8	13	<b>KKJZ-FM*</b> NAC	106.7 100kw	14	14	12	13	12	10	67	BayCom Partners	---	---
3.2	3.5	2.6	2.7	2.7	14	<b>KXL-FM</b> Hot AC	95.5 100kw	12	8	8	12	13	14	45	Kaye-Smith	---	MCG
1.2	1.3	1.3	1.5	1.6	15	<b>KBBT-AM</b> Alt	970 5kw	15	5	11	14	15	24	67	Henry Br.	---	EAST
0.9	0.9	1.5	1.1	1.5	16	<b>KMUZ-FM</b> AC	94.7 3.7kw	18	--	22	19	17	15	102	Pacific Northwest Br.		CBS--
1.2	1.0	1.8	1.2	1.3	17	<b>KPDQ-FM</b> Rel	93.7 100kw	16	--	18	17	18	16	58	Salem	---	---
1.1	1.1	1.4	1.1	1.2	18	<b>KFXX-AM</b> Sports	1520 50(10)kw	17	--	13	15	14	17	65	Apogee	CNN	CBS

\*Was KKBK (Clas) until late February.

Continued on Page 63

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Continued from Page 60

12+ POPULATION: 1,636,500 (Black: N/A; Hispanic: 11.6%)

DENVER

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KRFX-FM	1 KYGO-FM	1 KRFX-FM	1 KYGO-FM	1 KRFX-FM	1 KYGO-FM	AC 18.5
2 KBPI-FM	2 KRFX-FM	2 KOA-AM	2 KOSI-FM	2 KOA-AM	2 KOSI-FM	N/T 15.1
3 KBCO-AF	3 KBCO-A/F	3 KBCO-A/F	3 KWMX-AF	3 KBCO-AF	3 KWMX-FM	CTRY 14.1
4 KYGO-FM	4 KWMX-A/F	4 KBPI-FM	4 KBCO-AF	4 KYGO-FM	4 KXKL-FM	GOLD/CR 12.0
5 KOA-AM	5 KOSI-FM	5 KYGO-FM	5 KRFX-FM	5 KXKL-FM	5 KBCO-A/F	PROG 5.6
6 KALC-FM	6 KQKS-FM	6 KMJI-FM	6 KXKL-AF	6 KBPI-FM	6 KMJI-FM	CHR 4.9
7 KQKS-FM	7 KALC-FM	6 KXKL-FM	7 KMJI-FM	6 KHIH-FM	7 KHIH-FM	ROCK 4.6
8 KTCL-FM	8 KMJI-FM	8 KHIH-FM	8 KQKS-FM	8 KMJI-FM	7 KHIH-FM	NAC 4.1
9 KMJI-FM	9 KBPI-FM	9 KALC-FM	9 KHIH-FM	9 KYBG-A/F	9 KOA-AM	BBND 3.1
10 KWMX-A/F	10 KZDG-FM	10 KYBG-A/F	10 KALC-FM	10 KOSI-FM	10 KZDG-FM	CLAS 2.8
						ALT 2.1

Continued from Page 61

12+ POPULATION: 1,528,500 (Black: 10.7%; Hispanic: N/A)

CINCINNATI

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WEBN-FM	1 WKRQ-FM	1 WEBN-FM	1 WUBE-A/F	1 WLW-AM	1 WUBE-A/F	N/T 18.0
2 WLW-AM	2 WUBE-A/F	2 WLW-AM	2 WKRQ-FM	2 WEBN-FM	2 WKRQ-FM	GOLD/CR 15.0
3 WKRQ-FM	3 WEBN-FM	3 WPPT-FM	3 WRRM-FM	3 WGRR-FM	3 WGRR-FM	CTRY 13.8
4 WOFX-FM	4 WIZF-FM	4 WGRR-FM	4 WEBN-FM	4 WUBE-A/F	4 WRRM-FM	ROCK 8.6
5 WPPT-FM	5 WRRM-FM	5 WOFX-FM	5 WGRR-FM	5 WPPT-FM	5 WWNK-FM	AC 7.5
6 WIZF-FM	6 WYGY-FM	6 WKRQ-FM	5 WIZF-FM	6 WOFX-FM	6 WLW-AM	CHR 7.3
7 WUBE-A/F	7 WPPT-FM	7 WUBE-A/F	7 WWNK-FM	7 WKRQ-FM	7 WEBN-FM	BBND 5.4
8 WYGY-FM	8 WWNK-FM	8 WIZF-FM	8 WPPT-FM	8 WCKY-AM	8 WIZF-FM	UC 5.3
9 WCKY-AM	9 WOFX-FM	9 WCKY-AM	9 WYGY-FM	9 WIZF-FM	9 WPPT-FM	ALT 1.5
10 WGRR-FM	10 WAQZ-FM	10 WYGY-FM	10 WLW-AM	10 WYGY-FM	10 WYGY-FM	REL 1.4

Continued from Page 62

12+ POPULATION: 1,511,600 (Black & Hispanic: N/A)

PORTLAND

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KUFO-FM	1 KKRZ-FM	1 KUFO-FM	1 KKCW-FM	1 KGON-FM	1 KKCW-FM	GOLD/CR 16.4
2 KGON-FM	2 KKCW-FM	2 KGON-FM	2 KKRZ-FM	2 KUFO-FM	2 KUPL-FM	N/T 14.1
3 KINK-A/F	3 KUFO-FM	3 KWJJ-A/F	3 KUPL-FM	3 KWJJ-A/F	3 KINK-A/F	AC 13.6
4 KKRZ-FM	3 KUPL-FM	4 KINK-A/F	4 KINK-A/F	4 KINK-A/F	4 KKSJ-FM	CHR 7.2
5 KWJJ-A/F	3 KWJJ-A/F	5 KUPL-FM	5 KWJJA/F	5 KUPL-FM	5 KKRZ-FM	ROCK 7.0
6 KUPL-FM	6 KINK-A/F	6 KKSJ-FM	6 KKSJ-FM	6 KKSJ-FM	6 KWJJ-A/F	PROG 5.0
7 KKSJ-FM	7 KXYQ-FM	7 KKRZ-FM	7 KXYQ-FM	7 KEX-AM	7 KXYQ-FM	NAC 2.8
8 KBBT-AM	8 KGON-FM	8 KEX-AM	8 KGON-FM	8 KXL-AM	8 KUFO-FM	ALT 1.6
9 KXYQ-FM	9 KXL-FM	9 KXL-AM	9 KUFO-FM	9 KKCW-FM	9 KKJZ-FM	REL 1.3
10 KFXX-AM	10 KKJZ-FM	10 KXYQ-FM	10 KXL-FM	10 KKRZ-FM	10 KEX-AM	

12+ POPULATION: 1,342,000 (Black: 12.2%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.4	8.5	8.2	8.0	10.7	1	1	WTMJ-AM N/T	620 5kw	1	13	11	8	6	1	79	WTMJ, Inc.	CBS	TOR
8.2	7.7	10.8	9.4	8.6	2	2	WMIL-FM Ctry	106.1 50kw	4	9	5	4	2	3	90	Sundance	---	MMR
7.5	6.6	7.0	6.6	7.3	3	3	WKLH-FM CR	96.5 20kw	5	6	3	1	1	3	78	Saga Com.	---	MCG
5.2	5.5	5.3	6.8	6.9	4	4	WKTI-FM Hot AC	94.5 15.5kw	2	3	2	3	3	7	62	WTMJ, Inc.	ABC	CHR
5.3	5.8	5.9	6.2	6.7	5	5	WLZR-FM Rock	102.9 50kw	6	4	1	2	4	12	80	Saga Com.	ABC	EAST
7.6	7.5	5.3	5.7	5.1	6	6	WLUM-FM CHR	102.1 50kw	3	1	7	9	13	14	51	All Pro	COU	BAN
6.4	7.1	5.1	6.7	5.0	7	7	WISN-AM Talk	1130 50(10)kw	9	--	10	11	7	4	81	Hearst Br.	ABC	KATZ
4.1	3.7	2.8	3.9	4.6	8	8	WKKV-FM UC	100.7 50kw	10	2	6	6	11	13	75	UNC Ventures	UNIS	TOR
3.7	4.4	4.6	3.9	4.5	9	9	WZTR-FM Gold	95.7 34kw	7	5	9	5	5	6	59	Shockley Com.	---	BAN
4.6	4.1	3.7	3.6	4.2	10	10	WEZW-FM AC	103.7 19.5kw	12	14	13	13	9	5	75	Heritage Media	UNIS	EAST
5.7	6.1	4.7	4.5	4.2	10	10	WOKY-AM BBnd	920 5(1)kw	13	--	22	18	17	10	83	Sundance	MBS	MMR
4.3	4.1	4.6	3.8	3.7	12	12	WMYX-FM AC	99.1 50kw	11	11	8	7	8	8	61	Heritage Media	UNIS	EAST
2.8	3.1	4.0	3.2	3.2	13	13	WQFM-FM Rock	93.3 12.5kw	8	7	4	10	12	23	45	Shamrock Com.	ABC	MMR
4.0	3.2	2.6	3.5	2.8	14	14	WLTQ-FM AC	97.3 15.5kw	14	10	12	12	10	9	65	Hearst Br.	ABC	KATZ
2.0	1.4	2.0	1.7	2.0	15	15	WMCS-AM UAC	1290 5kw	16	12	15	14	14	11	79	All Pro	---	BAN
2.0	2.5	3.1	3.0	1.9	16	16	WFMR-FM Clas	98.3 6kw	15	--	16	16	16	15	60	Capitol Class	NBC	CMBS
1.8	2.2	1.1	1.9	1.7	17	17	WNOV-AM UC	860 250w	17	8	14	15	15	16	70	Courier	AURN	---
1.2	0.7	0.8	1.0	1.7	18	18	WTKM-FM Polka	104.9 5.8kw	18	--	20	23	22	17	112	Kettle Moraine	---	---
0.5	0.3	1.4	0.7	1.0	19	19	WHKQ-FM BIEZ	92.1 2.7kw	19	--	--	27	26	21	62	M.G. Radio LLC.	---	CR
1.0	0.0	0.7	0.9	1.0	19	19	WRJN-AM FS	1400 1kw	24	--	23	24	21	20	91	M.G. Radio LLC.	ABC	CHR

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12+ POPULATION: 1,340,100 (Black: N/A; Hispanic: 11.0%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	METRO RANK 13+ 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	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
12.9	11.8	12.6	13.3	11.8	1	<b>KFBK-AM</b> NIT	1530 50kw	1	15	7	2	1	1	89	Chancellor Com.	ABC	G/W
9.6	9.4	7.7	7.2	8.4	2	<b>KSFM-FM</b> CHR	102.5 50kw	2	1	1	1	3	12	84	Secret Com.	ABC	MMR
4.2	3.8	4.3	6.0	6.4	3	<b>KNCI-FM*</b> Ctry	105.1 50kw	5	5	5	5	5	3	83	EZ Communications	CBS	KATZ
5.2	5.7	4.4	6.6	5.7	4	<b>KGBY-FM</b> Hot AC	92.5 50kw	3	2	3	3	6	9	68	Chancellor Com.	----	G/W
6.0	5.6	4.6	5.3	5.0	5	<b>KSEG-FM</b> CR	96.9 50kw	6	10	4	4	2	8	65	Citicasters Inc.	----	CHR
3.2	4.0	3.9	3.1	4.5	6	<b>KXOA-FM**</b> Gold	107.9 50kw	7	7	9	6	4	2	59	Brown Br.	----	CBS
5.6	4.2	4.7	5.0	4.4	7	<b>KYMX-FM</b> AC	96.1 50kw	8	8	11	11	10	4	61	Tribune	----	MCG
5.2	5.3	4.4	4.0	4.0	8	<b>KRXQ-FM</b> Rock	93.7 25kw	10	4	6	8	9	14	64	Citicasters Inc.	----	TOR
2.1	2.6	2.8	3.6	3.9	9	<b>KCTC-AM</b> Nost	1320 5kw	12	--	28	27	22	10	93	Tribune	UNIS	MCG
6.0	6.3	7.6	4.6	3.9	9	<b>KRAK-FM*</b> Ctry	98.5 50kw	9	9	10	12	11	6	60	EZ Communications	----	KATZ
2.5	3.6	3.3	4.5	3.9	9	<b>KWOD-FM</b> Alt	106.5 50kw	11	3	2	9	12	24	65	Royce Intl.	CBS	D&R
3.3	4.5	5.4	4.9	3.8	12	<b>KHYL-FM</b> Gold	101.1 36kw	4	6	12	10	8	5	46	American Media	----	EAST
2.7	2.9	2.6	1.8	3.5	13	<b>KQPT-FM</b> Prog	100.5 115kw	13	--	8	7	7	7	84	Brown Br.	SOU	CBS
0.7	0.4	0.5	1.5	1.9	14	<b>KSSJ-FM</b> NAC	101.9 25kw	14	11	20	13	13	11	62	Olympic Br.	----	----
1.0	1.6	2.2	2.1	1.6	15	<b>KSTE-AM</b> NIT	650 25(1)kw	15	--	24	20	17	13	53	Fuller-Jeffrey	ABC	TOR
0.8	1.6	2.2	1.1	1.4	16	<b>KNBR-AM</b> FS	680 50kw	17	--	18	17	16	15	58	Susquehanna Radio	ABC	EAST
1.4	1.3	1.0	0.7	1.4	16	<b>KSMJ-AM</b> UG	1380 5kw	16	--	14	14	14	18	59	Secret Com.	SMN	MMR
1.5	1.3	1.6	1.7	1.3	18	<b>KGO-AM</b> NIT	810 50kw	19	--	16	19	20	19	63	Cap Cities/ABC	ABC	BAN
0.7	0.6	0.7	0.6	1.0	19	<b>KFIA-AM</b> CC	710 10kw	18	--	19	18	18	20	49	Olympic Br.	USA	----
0.6	0.7	1.2	0.7	1.0	19	<b>KSAC-AM</b> Sports	1240 1kw	20	--	22	16	15	16	55	Johnson Com.	NBC	K&P
0.8	0.3	1.5	1.7	1.0	19	<b>KZSA-FM</b> Span	92.1 1.4kw	29	12	13	15	24	26	146	Z-Spanish Radio	CRC	CAB

\*KRAK-FM and KNCI switched frequencies. \*\*Was AC until late March.

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12+ POPULATION: 1,338,000 (Black: 12.0%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.2	10.5	8.3	10.7	9.8	1	<b>WDAF-AM</b> Ctry	610 5kw	1	14	12	11	3	1	80	Citicasters Inc.	ABC	KATZ
11.0	8.7	8.1	8.4	8.3	2	<b>KFKF-FM</b> Ctry	94.1 100kw	2	9	3	1	1	2	80	Sconnix	----	D&R
9.0	8.3	7.8	8.8	7.1	3	<b>KPRS-FM</b> UC	103.3 100kw	12	2	2	3	6	7	105	KPRS Inc.	AURN	EAST
5.4	4.4	6.4	5.1	6.2	4	<b>KBEQ-FM</b> Ctry	104.3 99kw	4	3	1	2	9	11	71	Noble	ABC	TOR
4.7	4.8	7.4	6.7	5.9	5	<b>KLTH-FM</b> AC	99.7 100kw	3	15	8	8	4	4	68	Bonneville Int.	UNIS	MCG
3.8	4.8	4.6	4.2	5.1	6	<b>KCMO-FM</b> Gold	94.9 100kw	5	12	11	4	2	3	61	Bonneville Int.	----	MCG
3.7	3.4	2.5	3.2	4.7	7	<b>KMXV-FM*</b> CHR	93.3 100kw	8	4	6	5	10	12	58	Apollo Radio	----	MMR
4.1	5.1	7.3	5.3	4.5	8	<b>KCFX-FM</b> CR	101.1 97kw	6	7	7	6	5	9	54	Heritage Media	UNIS	CHR
4.1	4.4	4.9	5.3	4.5	8	<b>KMBZ-AM</b> NIT	980 5kw	11	--	13	12	11	6	64	Bonneville Int.	ABC	D&R
3.9	4.2	4.5	4.9	4.5	8	<b>KUDL-FM</b> AC	98.1 100kw	7	8	10	9	7	5	54	Apollo Radio	AP	MMR
3.8	5.4	4.4	5.2	4.3	11	<b>KYYS-FM</b> Rock	102.1 100kw	9	11	5	7	8	13	57	Citicasters Inc.	SOU	KATZ
6.4	6.5	4.5	4.7	3.8	12	<b>KQRC-FM</b> Rock	98.9 100kw	13	5	4	10	12	20	59	WTMJ, Inc.	----	CHR
3.5	4.3	4.0	3.5	3.7	13	<b>KCMO-AM</b> NIT	810 50(5)kw	14	--	16	14	13	8	72	Bonneville Int.	CBS	MCG
3.9	4.3	2.8	3.4	3.6	14	<b>KISF-FM</b> CHR	107.3 100kw	10	1	9	13	17	21	48	Allur Kansas City	----	TOR
2.3	2.2	3.4	3.2	3.3	15	<b>KXTR-FM</b> Clas	96.5 99kw	15	--	15	15	14	10	75	KXTR Broadcasting	UNIS	CMBS
1.8	2.2	1.6	1.0	2.2	16	<b>KFEZ-AM</b> Nost	1190 5kw	17	--	21	25	21	16	84	Beal Br.	AP	ROS
2.2	1.4	1.3	1.8	2.1	17	<b>KPRT-AM</b> Rel	1590 1kw	18	13	20	17	15	14	92	KPRS Inc.	MBS	EAST
1.4	1.4	2.1	1.8	1.7	18	<b>KKCJ-FM</b> Ctry	106.5 100kw	16	6	14	16	16	17	39	Ardman Br.	SMN	D&R
2.2	1.5	0.4	0.5	1.2	19	<b>WHB/KMZU</b> Ctry	710/100.7 10(5)kw/100kw	20	--	24	22	19	15	74	Kanza Inc.	AP	MCG
0.9	0.6	1.5	1.0	1.0	20	<b>KNHN-AM</b> NIT	1340 1kw	19	--	25	23	20	18	52	Greystone	CNN	----

\*Was AC until April.

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# RANTEL. RESEARCH THAT MOVES THE NEEDLE!



Continued from Page 64

12+ POPULATION: 1,342,000 (Black: 12.2%; Hispanic: N/A)

MILWAUKEE

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WLZR-FM	1 WKTJ-FM	1 WKLH-FM	1 WKTJ-FM	1 WKLH-FM	1 WKTJ-FM	AC 17.6
2 WKLH-FM	2 WKKV-FM	2 WLZR-FM	2 WMIL-FM	2 WLZR-FM	2 WMIL-FM	N/T 16.7
3 WQFM-FM	3 WKLH-FM	3 WMIL-FM	3 WKLH-FM	3 WISN-AM	3 WKLH-FM	GOLD/CR 11.8
4 WMIL-FM	4 WLZR-FM	4 WISN-AM	4 WKKV-FM	4 WMIL-FM	4 WZTR-FM	ROCK 9.9
5 WKTJ-FM	5 WLUM-FM	5 WQFM-FM	5 WMYX-FM	5 WTMJ-AM	5 WMYX-FM	CTRY 8.6
6 WLUM-FM	6 WMIL-FM	6 WTMJ-AM	6 WZTR-FM	6 WZTR-FM	6 WEZW-FM	UC 8.3
7 WISN-AM	7 WMYX-FM	7 WKTJ-FM	7 WLUM-FM	7 WQFM-FM	7 WKKV-FM	CHR 5.1
8 WKKV-FM	8 WQFM-FM	8 WZTR-FM	8 WLZR-FM	8 WKTJ-FM	8 WLTQ-FM	BBND 4.2
9 WTMJ-AM	9 WZTR-FM	9 WKKV-FM	9 WLTQ-FM	9 WMYX-FM	9 WTMJ-AM	CLAS 1.9
10 WZTR-FM	10 WLTQ-FM	10 WLUM-FM	10 WEZW-FM	10 WLUM-FM	10 WLUM-FM	MISC 1.7
						B/EZ 1.0

Continued from Page 65

12+ POPULATION: 1,340,100 (Black: N/A; Hispanic: 11.0%)

SACRAMENTO

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KSFM-FM	1 KSFM-FM	1 KFBK-AM	1 KSFM-FM	1 KFBK-AM	1 KGBY-FM	N/T 17.1
2 KRXQ-FM	2 KGBY-FM	2 KSEG-FM	2 KGBY-FM	2 KSEG-FM	1 KSFM-FM	GOLD/CR 13.3
2 KWOD-FM	2 KNCI-FM	3 KRXQ-FM	3 KNCI-FM	3 KXOA-FM	3 KNCI-FM	CTRY 10.3
4 KSEG-FM	4 KSEG-FM	4 KSFM-FM	4 KXOA-FM	4 KRXQ-FM	4 KXOA-FM	AC 10.1
5 KFBK-AM	5 KWOD-FM	5 KWOD-FM	5 KSEG-FM	5 KQPT-FM	5 KQPT-FM	CHR 8.4
6 KGBY-FM	6 KXOA-FM	5 KXOA-FM	6 KQPT-FM	6 KNCI-FM	6 KFBK-AM	ROCK 4.0
7 KNCI-FM	7 KQPT-FM	7 KQPT-FM	7 KYMX-FM	7 KSFM-FM	7 KSEG-FM	ALT 3.9
8 KHYL-FM	7 KRXQ-FM	8 KGBY-FM	8 KFBK-AM	8 KHYL-FM	8 KYMX-FM	BBND 3.9
8 KQPT-FM	9 KRAK-FM	9 KHYL-FM	9 KHYL-FM	9 KGBY-FM	9 KHYL-FM	PROG 3.5
10 KXOA-FM	10 KYMX-FM	10 KNCI-FM	9 KWOD-FM	10 KRAK-FM	10 KRAK-FM	NAC 1.9
						UC 1.4
						REL 1.0
						SPAN 1.0

Continued from Page 66

12+ POPULATION: 1,338,000 (Black: 12.0%; Hispanic: N/A)

KANSAS CITY

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KQRC-FM	1 KMXV-FM	1 KCFX-FM	1 KFKF-FM	1 KCFX-FM	1 KFKF-FM	CTRY 27.2
2 KBEQ-FM	2 KBEQ-FM	2 KBEQ-FM	2 KMXV-FM	2 KFKF-FM	2 KLTH-FM	AC 10.4
3 KYYS-FM	3 KPRS-FM	3 KYYS-FM	3 KPRS-FM	3 WDAF-AM	3 KUDL-FM	GOLD/CR 9.6
4 KPRS-FM	4 KFKF-FM	4 KFKF-FM	4 KLTH-FM	4 KCMO-FM	4 KMXV-FM	N/T 9.2
5 KCFX-FM	5 KYYS-FM	5 KCMO-FM	5 KUDL-FM	5 KYYS-FM	5 KPRS-FM	CHR 8.3
6 KFKF-FM	6 KLTH-FM	6 KQRC-FM	6 KBEQ-FM	6 KMBZ-AM	6 KCMO-FM	ROCK 8.1
7 KMXV-FM	7 KUDL-FM	7 KPRS-FM	7 KCMO-FM	7 KBEQ-FM	7 KBEQ-FM	UC 7.1
8 WDAF-AM	8 KQRC-FM	8 WDAF-AM	8 KYYS-FM	8 KPRS-FM	8 WDAF-AM	CLAS 3.3
9 KMBZ-AM	9 KCFX-FM	9 KMBZ-AM	9 KCFX-FM	9 KQRC-FM	9 KYYS-FM	BBND 2.2
10 KISF-FM	10 KISF-FM	10 KLTH-FM	10 WDAF-AM	10 KCMO-AM	10 KCFX-FM	REL 2.1

12+ POPULATION: 1,329,700 (Black: N/A; Hispanic: 26.2%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
9.1	8.1	8.3	6.5	7.4	1	1	<b>KFRG-FM</b> Ctry	95.1 49kw	2	18	2	1	1	1	81	Amaturo Group	---	MMR
8.2	7.6	7.4	7.0	7.1	2		<b>KFI-AM</b> Talk	640 50kw	3	19	10	4	2	2	85	Cox Enterprises	MBS	CHR
7.9	6.6	6.8	6.4	6.4	3		<b>KGGI-FM</b> CHR	99.1 2.55kw	1	1	1	2	4	8	61	American Media	ABC	MCG
3.7	4.1	3.5	5.2	4.3	4		<b>KOLA-FM*</b> Gold	99.9 31kw	4	6	18	8	5	3	60	Stanfield	ABC	TOR
3.4	4.4	4.5	3.8	3.9	5		<b>KIIS-A/F</b> CHR	1150/102.7 5kw/8kw	6	3	5	6	12	16	62	Gannett Radio	---	MCG
1.5	1.8	3.4	5.1	3.8	6		<b>KCBS-FM</b> Gold	93.1 2.5kw	12	21	6	3	3	7	82	CBS	CBS	CBS
2.5	2.3	3.6	3.4	3.8	6		<b>KROQ-FM</b> Alt	106.7 5.5kw	10	2	4	10	14	19	74	Infinity	---	TOR
3.7	4.6	4.2	4.0	3.5	8		<b>KLOS-FM</b> Rock	95.5 61kw	7	15	3	5	6	10	56	Cap Cities/ABC	ABC	KATZ
5.0	6.5	5.8	4.0	3.4	9		<b>KHTX-A/F**</b> Ctry	590/97.5 1kw/72kw	8	9	8	9	7	6	59	Henry Br.	---	EAST
5.4	4.1	3.6	4.1	3.3	10		<b>KOST-FM</b> AC	103.5 12.5kw	5	10	11	11	9	4	51	Cox Enterprises	---	CHR
3.8	4.5	4.4	3.8	3.2	11		<b>KCAL-FM</b> Rock	96.8 1.75kw	14	14	7	7	8	11	72	Anaheim Br.	---	TOR
2.1	2.1	1.6	2.4	2.7	12		<b>KBIG-FM</b> AC	104.3 105kw	13	24	9	12	10	9	59	Bonneville Int.	---	CBS
2.8	3.0	2.9	2.2	2.6	13		<b>KWRP-FM</b> B/EZ	96.1 60k	26	--	--	--	41	14	148	HSC Radio, Inc.	USA	K&P
2.0	2.6	2.8	3.0	2.5	14		<b>KRTH-FM</b> Gold	101.1 51kw	9	13	24	15	11	5	48	Infinity	---	BAN
1.8	1.4	1.3	1.7	2.3	15		<b>KCAL-AM</b> Span	1410 5(4)kw	19	8	12	14	15	15	85	Redlands Radio	---	LOTUS
1.9	1.0	0.9	1.4	2.0	16		<b>KDIF-AM</b> Span	1440 1kw	17	7	13	16	17	24	65	Inland Empire	---	KT-H
1.5	1.4	1.4	1.7	2.0	16		<b>KLVE-FM</b> Span	107.5 29.5kw	20	23	16	13	13	12	85	Heftel Br.	---	CAB

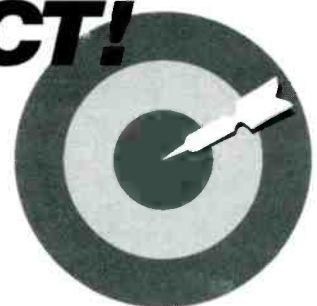
\*Under an LMA with Anaheim Br. \*\*KHTX-AM was KRSO (Nost) until February.

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12+ POPULATION: 1,282,100 (Black: N/A; Hispanic: 20.1%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.2	7.4	7.3	7.7	8.7	1	<b>KGO-AM</b> NIT	810 50kw	1	24	9	2	1	1	90	Cap Cities/ABC	ABC	BAN
6.9	5.4	5.9	7.3	6.3	2	<b>KBAY-FM</b> AC	100.3 163kw	6	27	16	8	5	2	87	United	----	MMR
4.4	4.9	5.7	5.6	5.4	3	<b>KSJO-FM</b> Rock	92.3 50kw	5	4	1	1	3	14	69	BayCom Partners	----	MCG
7.0	6.4	4.3	4.3	5.2	4	<b>KNBR-AM</b> FS	680 50kw	4	12	12	5	4	3	67	Susquehanna Radio	ABC	EAST
3.4	3.5	4.3	3.7	4.9	5	<b>KLOK-AM</b> Span	1170 50(5)kw	18	7	3	3	2	5	132	Bahia Radio	CRC	KT-H
3.3	4.0	4.5	4.2	4.2	6	<b>KYLD/KYLZ*</b> CHR	107.7/99.1 8.9kw/1.1kw	7	2	2	4	20	32	58	Crescent Com.	AP	MMR
5.0	4.1	5.5	5.3	4.1	7	<b>KHQT-FM</b> CHR	97.7 1.65kw	2	1	7	9	17	21	50	Anaheim Br.	----	D&R
3.9	3.9	3.9	3.5	3.9	8	<b>KRTY-FM</b> Ctry	95.3 .87kw	13	15	6	7	6	7	74	Empire	----	MMR
3.4	4.6	4.8	4.4	3.7	9	<b>KCBS-AM</b> News	740 50kw	3	--	26	17	9	4	45	CBS	CBS	CBS
3.6	3.8	3.2	3.3	3.3	10	<b>KEZR-FM</b> Hot AC	106.5 50kw	9	8	4	6	7	17	57	Alta Br.	----	CHR
3.2	1.7	1.9	3.4	3.1	11	<b>KOIT-A/F</b> AC	1260/96.5 51kw/33kw	12	11	17	16	14	9	53	Bonneville Int.	----	KATZ
2.1	2.3	2.5	2.2	2.8	12	<b>KOME-FM**</b> Rock	98.5 12.5kw	8	3	5	10	12	13	46	Infinity	----	TOR
2.3	3.6	2.3	2.0	2.6	13	<b>KARA-FM</b> AC	105.7 50kw	15	--	15	14	10	6	60	Empire	----	MMR
2.8	2.4	2.4	2.3	2.6	13	<b>KIOI-FM</b> AC	101.3 125kw	11	14	10	12	13	15	44	Evergreen Media	----	BAN
3.3	2.2	3.7	2.8	2.4	15	<b>KUFX-FM</b> CR	94.5 1.2kw	10	21	11	11	8	10	41	Kool Com.	----	D&R
2.8	2.7	2.3	3.0	2.3	16	<b>KITS-FM</b> Alt	105.3 15kw	14	6	8	13	19	26	50	Entercom	----	D&R
2.2	2.5	2.4	2.0	2.3	16	<b>KKSF-FM</b> NAC	103.7 7.8kw	20	--	20	19	11	8	64	Brown Br.	----	CBS
1.9	1.7	1.5	1.9	2.1	18	<b>KFRC-FM</b> Gold	99.7 40kw	16	10	18	15	16	12	51	Alliance Br.	----	GW
1.7	1.4	2.3	1.8	1.9	19	<b>KDFC-A/F</b> Clas	1220/102.1 5kw/33kw	21	--	27	25	22	13	54	Brown Br.	----	CMBS
1.5	2.0	1.5	1.4	1.8	20	<b>KBLX-FM</b> NAC	102.9 6.6kw	22	22	21	18	15	11	55	Inner City	----	D&R
2.8	2.6	1.7	1.3	1.6	21	<b>KSAN-FM</b> Ctry	94.9 30kw	19	23	25	23	21	16	42	Shamrock Br.	----	MCG
2.2	2.5	1.9	1.8	1.5	22	<b>KMEL-FM</b> CHR	106.1 69kw	17	5	14	22	26	38	38	Evergreen Media	----	CHR
1.0	1.9	1.0	1.5	1.4	23	<b>KBRG-FM</b> Span	104.9 3kw	29	13	13	21	23	30	74	Bahia Radio	CRC	KT-H
0.7	1.0	0.3	1.2	1.3	24	<b>KFOG-FM</b> Prog	104.5 7.9kw	27	--	19	20	18	19	65	Susquehanna Radio	SOU	EAST
1.2	0.8	1.7	1.4	1.3	24	<b>KKHI-A/F***</b> Clas	1550/95.7 10kw/6.9kw	24	--	38	33	28	18	47	Group W	CNN	GW
0.1	0.5	0.8	1.3	1.2	26	<b>KABL-AM</b> Nost	960 5kw	32	--	--	--	27	28	78	Shamrock Br.	UNIS	CHR
0.7	2.3	2.4	1.8	1.2	26	<b>KYCY-FM****</b> Ctry	93.3 50kw	26	17	22	24	22	22	56	Alliance Br.	----	GW
2.6	1.3	0.2	0.5	1.0	28	<b>KFRC-AM</b> Gold	610 5kw	23	--	36	31	29	23	37	Alliance Br.	MBS	GW

\*KSOL became KYLD in March and KSRI became KYLZ in April. \*\*Switched to Alternative on May 13th.

\*\*\*Became KPIX (News) in June. \*\*\*\*Was KYA (Gold) prior to the end of March.

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Continued from Page 68

12+ POPULATION: 1,329,700 (Black: N/A; Hispanic: 26.2%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
1.6	1.0	1.6	1.3	2.0	16	<b>KPWR-FM</b> CHR	105.9 25kw	11	4	14	18	23	34	43	Emmis	----	D&R
1.9	1.6	2.2	2.1	1.9	19	<b>KKBT-FM</b> UC	92.3 43kw	16	5	15	17	18	27	53	Evergreen Media	----	MMR
2.1	1.4	1.6	2.4	1.7	20	<b>KNX-AM</b> News	1070 50kw	15	--	39	22	21	13	44	CBS	CBS	CBS
0.6	0.4	0.4	0.4	1.6	21	<b>KJQI/KOJY</b> Nost	1260/540 5kw/25kw	31	--	--	--	45	28	118	Mt. Wilson FM	----	CMBS
1.8	1.7	2.3	1.6	1.3	22	<b>KLSX-FM</b> CR	97.1 21kw	18	22	17	19	16	23	50	Greater Media	----	MMR
1.4	1.5	1.9	1.7	1.3	22	<b>KTWV-FM</b> NAC	94.7 55kw	21	17	27	23	20	17	54	Group W	----	G/W
0.9	0.8	0.7	0.5	1.2	24	<b>KZLA-FM</b> Ctry	93.9 18kw	24	25	21	20	19	21	64	Shamrock Br.	----	EAST
1.0	1.8	1.1	1.0	1.1	25	<b>KKGO-FM</b> Clas	105.1 18kw	23	--	33	30	22	18	61	Mt. Wilson FM	AP	CMBS
1.1	1.3	1.0	0.6	1.0	26	<b>KABC-AM</b> Talk	790 5kw	22	--	37	33	30	22	48	Cap Cities/ABC	ABC	KATZ

## DEMOGRAPHIC RANKINGS

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KLOS-FM	1 KGGI-FM	1 KFRG-FM	1 KGGI-FM	1 KFRG-FM	1 KFRG-FM
2 KCAL-FM	2 KFRG-FM	2 KFI-AM	2 KFRG-FM	2 KFI-AM	2 KGGI-FM
3 KROQ-FM	3 KIIS-A/F	3 KLOS-FM	3 KOST-FM	3 KCBS-FM	3 KOST-FM
4 KCBS-FM	4 KBIG-FM	4 KCBS-FM	4 KHTX-FM	4 KLOS-FM	4 KHTZ-A/F
5 KGGI-FM	5 KHTX-A/F	5 KCAL-FM	5 KIIS-A/F	5 KCAL-FM	5 KOLA-FM
6 KFRG-FM	6 KOST-FM	6 KROQ-FM	6 KOLA-FM	6 KOLA-FM	6 KBIG-FM
7 KIIS-A/F	6 KROQ-FM	7 KGGI-FM	7 KBIG-FM	7 KRTH-FM	7 KIIS-A/F
8 KFI-AM	8 KCBS-FM	8 KIIS-A/F	8 KCBS-FM	8 KGGI-FM	8 KFI-AM
9 KPWR-FM	9 KCAL-FM	9 KOLA-FM	9 KROQ-FM	9 KLSX-FM	9 KCBS-FM
10 KKBT-FM	10 KDIF-FM	10 KHTX-A/F	10 KLVE-FM	10 KHTX-A/F	10 KLVE-FM

CHR	12.3
CTRY	12.0
GOLD/CR	11.9
N/T	9.8
ROCK	6.7
AC	6.0
SPAN	4.3
ALT	3.8
B/EZ	2.6
UC	1.9
BBND	1.6
NAC	1.3
CLAS	1.1

Continued from Page 69

12+ POPULATION: 1,282,100 (Black: N/A; Hispanic: 20.1%)

## DEMOGRAPHIC RANKINGS

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KSJO-FM	1 KEZR-FM	1 KSJO-FM	1 KLOK-AM	1 KGO-AM	1 KGO-AM
2 KYLD/KYLZ	2 KSJO-FM	2 KGO-AM	2 KBAY-FM	2 KSJO-FM	2 KBAY-FM
3 KLOK-FM	3 KLOK-AM	3 KNBR-AM	2 KGO-AM	3 KNBR-AM	3 KLOK-AM
4 KOME-FM	4 KYLD/KYLZ	4 KLOK-AM	4 KEZR-FM	4 KLOK-AM	4 KARA-FM
5 KNBR-FM	5 KRXY-FM	5 KYLD/KYLZ	5 KRXY-FM	5 KUFY-FM	5 KEZR-FM
6 KHQT-FM	6 KHQT-FM	6 KOME-FM	6 KSJO-FM	6 KRXY-FM	6 KIOI-FM
7 KEZR-FM	7 KIOI-FM	7 KRXY-FM	7 KARA-FM	7 KOME-FM	6 KRXY-FM
8 KRXY-FM	8 KITS-FM	8 KUFY-FM	7 KIOI-FM	8 KCBS-AM	8 KOIT-A/F
9 KITS-FM	9 KARA-FM	9 KHQT-FM	9 KYLD/KYLZ	9 KBAY-FM	9 KSJO-FM
10 KGO-AM	10 KMEL-FM	10 KEZR-FM	10 KHQT-FM	10 KKSF-FM	10 KNBR-AM

AC	17.9
N/T	17.6
CHR	9.8
ROCK	8.2
CTRY	6.7
SPAN	6.3
GOLD/CR	5.5
NAC	4.1
CLAS	3.2
ALT	2.3
PROG	1.3
BBND	1.2

12+ POPULATION: 1,278,400 (Black & Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.8	8.0	8.6	8.0	8.8	1	WHJY-FM Rock	94.1 50kw	2	7	1	1	1	7	84	Griffin Group	SOU	KATZ
7.5	8.0	7.6	7.2	8.5	2	WWLI-FM AC	105.1 50kw	3	6	6	3	2	1	94	Tele-Media	----	TOR
7.7	7.9	8.7	9.7	7.4	3	WPRO-FM CHR	92.3 39kw	1	2	2	2	4	8	64	Tele-Media	ABC	MCG
5.3	4.9	5.4	4.3	5.3	4	WSNE-FM AC	93.3 30kw	8	12	7	4	3	3	77	Beck-Ross	----	EAST
5.0	3.3	4.0	3.9	5.1	5	WCTK-FM Ctry	98.1 47kw	11	--	8	9	7	4	103	Hall Com.	----	D&R
5.1	4.9	6.0	6.0	4.8	6	WWBB-FM Gold	101.5 13.5kw	5	9	9	6	5	2	65	Radio Equity	----	MMR
3.5	3.5	4.6	4.1	4.7	7	WWKX-FM CHR	106.3 11.5kw	7	1	4	8	10	20	69	Ocean State	UNIS	CHR
4.1	4.5	4.8	4.7	4.7	7	WWRX-FM CR	103.7 50kw	4	10	5	5	6	6	58	Westerly	CNN	D&R
2.1	2.9	3.0	2.1	4.4	9	WLKW-AM* Nost	790 50kw	13	--	32	25	21	9	113	Tele-Media	----	TOR
5.2	5.6	4.8	5.2	4.3	10	WHJJ-AM NIT	920 5kw	10	--	21	23	20	10	84	Griffin Group	NBC	KATZ
5.3	5.7	4.4	4.7	4.3	10	WPRO-AM Talk	630 5kw	6	14	17	10	9	5	61	Tele-Media	ABC	MCG
2.6	3.7	4.0	3.3	3.5	12	WBRU-FM Alt	95.5 20kw	9	5	3	7	8	17	65	Brown BC Ser.	SOU	----
0.7	1.3	1.0	1.6	1.6	13	WJMN-FM CHR	94.5 11.5kw	12	4	11	11	15	25	40	Pyramid Com.	----	D&R
0.8	0.9	1.2	1.2	1.6	13	WOTB-FM NAC	100.3 6kw	20	--	20	16	14	13	85	Perry Com.	AP	DIR
1.3	1.8	1.9	1.7	1.5	15	WBZ-AM News	1030 50kw	14	--	33	26	25	14	59	Group W	ABC	G/W
1.5	1.2	1.2	1.2	1.3	16	WAAF-FM Rock	107.3 18.5kw	16	3	10	14	26	--	60	Zapis	UNIS	D&R
0.9	1.4	1.2	1.5	1.3	16	WCRB-FM Clas	102.5 15kw	22	--	23	21	19	12	74	Charles River	----	CMBS
2.6	1.6	1.8	2.0	1.3	16	WFHN-FM CHR	107.1 3kw	19	8	13	15	17	23	62	H&D Br. Group	----	CHR
1.3	0.9	1.0	1.1	1.2	19	WBCN-FM CR	104.1 19kw	17	--	12	13	12	19	58	Infinity	----	TOR
1.6	1.0	1.1	1.1	1.2	19	WBSM-AM NIT	1420 5/1kw	27	--	--	35	38	27	97	H&D Br. Group	NBC	CHR
1.0	1.2	1.1	1.3	1.2	19	WODS-FM Gold	103.3 16kw	21	--	24	19	13	11	64	CBS	CBS	CBS
0.5	0.3	1.1	1.0	1.2	19	WZLX-FM CR	100.7 20kw	24	15	18	12	11	15	67	Infinity	UNIS	CHR
0.6	0.7	0.0	0.5	1.0	23	WCLB-FM Ctry	105.7 8.5kw	30	--	22	22	18	16	92	Fairbanks Com.	----	BAN
1.1	0.7	1.0	0.9	1.0	23	WHIM-AM Ctry	1110 5/25kw	26	--	--	29	30	21	70	Westerly	CNN	----

\*Was B/EZ until late April.

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# RANTEL. RESEARCH THAT MOVES THE NEEDLE!



12+ POPULATION: 1,198,300 (Black: 27.7%; Hispanic: N/A)

NORFOLK

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.5	10.4	9.5	10.1	10.0	1	<b>WOWI-FM</b> UC	102.9 50kw	1	1	1	1	2	6	84	US Radio	AURN	MCG
7.1	6.7	8.0	7.2	8.1	2	<b>WCMS-A/F</b> Ctry	1050/100.5 5kw/50kw	5	7	6	4	4	2	89	WCMS Radio	ABC	MMR
4.3	6.8	7.9	6.9	7.9	3	<b>WGH-FM</b> Ctry	97.3 74kw	2	4	3	3	1	3	79	Susquehanna Radio	----	EAST
7.6	6.9	6.8	6.6	7.1	4	<b>WNOR-A/F</b> Rock	1230/98.7 1kw/48kw	4	5	2	2	3	9	75	Saga Com.	----	MCG
7.4	6.3	6.0	5.2	6.5	5	<b>WFOG-FM</b> AC	92.9 50kw	7	11	11	7	5	1	95	Sunshine Wireless	UNIS	BAN
4.9	5.3	4.3	5.4	5.1	6	<b>WNVZ-FM</b> CHR	104.5 50kw	3	2	5	8	14	19	52	Max Radio	----	CHR
4.6	3.4	3.6	2.6	4.6	7	<b>WMYK-FM</b> UAC	92.1 3.7kw	6	3	4	6	11	17	62	Willis	----	TOR
5.4	5.3	5.8	5.1	4.5	8	<b>WWDE-FM</b> AC	101.3 50kw	8	8	10	5	7	4	68	Max Radio	CBS	CHR
4.2	3.8	4.1	4.9	3.4	9	<b>WNIS-AM</b> Talk	850 50(12.5)kw	13	--	15	15	12	8	73	WNIS, Inc.	NBC	MMR
3.9	4.0	4.8	2.5	3.3	10	<b>WJQI-A/F</b> AC	1600/94.9 5kw/50kw	15	--	12	11	6	5	75	Sunshine Wireless	UNIS	D&R
3.2	4.7	4.7	3.8	3.0	11	<b>WKOC-FM</b> Prog	93.7 100kw	12	13	9	9	8	11	65	Benchmark Com.	----	KATZ
4.4	3.0	2.6	4.4	2.9	12	<b>WAFX-FM</b> Gold	106.9 100kw	9	--	8	10	9	13	49	Saga Com.	----	CBS
2.2	2.6	1.6	2.9	2.8	13	<b>WROX-FM</b> Alt	96.1 50kw	14	6	7	12	16	24	67	Sinclair Br.	----	MMR
3.9	3.4	3.0	3.7	2.5	14	<b>WLTJ-FM</b> Gold	95.7 40kw	11	--	17	13	10	7	54	Benchmark Com.	----	KATZ
1.8	1.6	1.5	2.6	2.3	15	<b>WSVY-FM</b> UAC	107.7 3kw	16	10	13	14	13	10	58	US Radio	AURN	MCG
1.8	2.7	3.2	2.4	2.1	16	<b>WTAR-AM</b> NIT	790 5kw	17	--	21	18	18	12	53	Benchmark Com.	NBC	KATZ
1.5	1.4	1.6	1.6	2.0	17	<b>WXEZ-FM</b> B/EZ	94.1 50kw	18	--	22	22	22	15	80	Eure Com.	----	----
4.5	3.6	2.6	3.0	1.7	18	<b>WMXN-FM</b> Hot AC	105.3 50kw	10	12	14	16	15	16	34	Fairfield Com.	----	BAN
2.5	2.0	2.0	2.3	1.7	19	<b>WPCE-AM</b> Rel	1400 1kw	19	--	19	19	19	19	77	Willis	AURN	MCG
1.1	1.9	1.8	1.6	1.6	20	<b>WSVY-AM</b> UAC	1350 5kw	20	--	16	17	17	14	74	US Radio	AURN	MCG
0.8	0.6	1.0	0.8	1.4	21	<b>WTJZ-AM</b> Rel	1270 1kw	22	9	23	24	21	21	118	Br. Corp./VA	AURN	----

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# RANTEL. RESEARCH THAT MOVES THE NEEDLE!



**RANTEL**  
Laurel, Maryland  
301-490-8700





12+ POPULATION: 1,197,200 (Black: 11.7%; Hispanic: N/A)

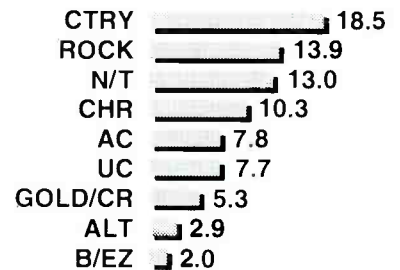
SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	METRO RANK	12+ ADJ. RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.8	7.6	5.8	7.4	8.5	1	1	WNCI-FM* CHR	97.9 175kw	1	5	2	1	1	3	65	Nationwide Com.	AP	MMR
9.0	8.3	8.6	9.2	8.0	2	2	WTVN-AM FS	610 5kw	2	13	10	8	4	1	75	Citicasters	ABC	KATZ
5.7	5.2	5.7	5.8	7.8	3	3	WBZX-FM Rock	99.7 20kw	6	4	1	2	5	11	89	North American	---	EAST
7.8	7.9	8.7	8.7	7.8	4	4	WSNY-FM AC	94.7 22kw	3	7	4	3	2	2	74	Saga Com.	---	MCG
4.6	2.9	4.0	4.9	6.2	5	5	WCOL-FM** Ctry	92.3 22kw	4	1	5	5	6	5	66	Nationwide Com.	---	CHR
8.3	6.9	6.7	7.6	6.1	6	6	WLVQ-FM Rock	96.3 18kw	5	10	3	4	3	7	65	Citicasters	---	KATZ
5.2	5.9	7.0	4.8	5.2	7	7	WHOK-FM Ctry	95.5 50kw	8	6	7	6	7	6	68	OmniAmerica Com.	AP	D&R
3.2	3.5	2.8	5.7	4.7	8	8	WCKX-FM UC	106.3 6kw	10	1	8	7	9	9	87	WCKX Enterprise	AURN	---
3.0	3.4	2.3	3.0	4.2	9	9	WBNS-FM Gold	97.1 20.5kw	7	12	11	9	8	4	52	Radiohio, Inc.	CBS	BAN
5.0	5.1	7.0	4.3	3.3	10	10	WRVF-FM Ctry	98.9 3kw	9	9	9	11	12	10	61	OmniAmerica Com.	---	D&R
3.4	2.5	3.2	3.9	3.0	11	11	WVVO-AM UC	1580 1(.25)kw	11	8	12	12	11	8	76	Saga Com.	AURN	MCG
2.3	2.7	2.2	2.6	2.9	12	12	WWCD-FM Alt	101.1 6kw	12	18	6	10	10	20	72	Ingleside Radio	---	ROS
2.8	5.1	4.1	2.5	2.7	13	13	WCLT-FM Ctry	100.3 50kw	13	11	13	14	14	12	70	WCLT Inc.	MBS	---
1.7	1.2	1.3	1.7	2.0	14	14	WCEZ-FM B/EZ	107.9 6kw	15	--	21	20	18	14	59	Radio Delaware	---	---
0.6	1.2	1.8	0.5	1.8	15	15	WAHC-FM CHR	107.1 3kw	14	1	15	16	17	21	54	Tel Lease Inc.	---	TOR
2.3	3.2	3.8	2.4	1.8	15	15	WBNS-AM FS	1480 5(1)kw	7	--	11	9	8	4	57	Radiohio, Inc.	ABC	BN
2.1	3.2	3.1	1.6	1.7	17	17	WCOL-AM Talk	1230 1kw	19	--	19	18	16	13	62	Nationwide Com.	---	CHR
1.9	1.3	1.0	1.5	1.5	18	18	WLW-AM FS	700 50kw	18	15	17	15	13	16	52	Jacor	ABC	EAST
3.2	2.3	3.1	2.4	1.1	19	19	WAKS-FM*** Gold	105.7 6kw	17	14	14	13	15	18	36	Tel Lease Inc.	---	TOR
1.6	1.9	1.9	1.9	1.1	20	20	WMNI-AM Ctry	920 1(.5)kw	20	--	23	24	23	17	54	North American	MBS	EAST

\*Was AC until February. \*\*Was Gold until February. \*\*\* Formerly WWHT, simulcast WAHC until mid-April.

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WBZX-FM	1 WNCI-FM	1 WBZX-FM	1 WNCI-FM	1 WLVQ-FM	1 WSNY-FM
2 WLVQ-FM	2 WSNY-FM	2 WLVQ-FM	2 WSNY-FM	2 WBZX-FM	2 WNCI-FM
3 WNCI-FM	3 WCOL-FM	3 WNCI-FM	3 WCOL-FM	3 WTVN-AM	3 WCOL-FM
4 WCKX-FM	4 WBZX-FM	4 WTVN-AM	4 WHOK-FM	4 WNCI-FM	4 WHOK-FM
5 WWCD-FM	5 WHOK-FM	5 WSNY-FM	5 WCKX-FM	5 WBNS-FM	5 WTVN-AM
6 WTVN-AM	6 WWCD-FM	6 WBNS-FM	6 WBZX-FM	6 WSNY-FM	6 WCKX-FM
7 WSNY-FM	7 WCKX-FM	7 WCOL-FM	7 WWCD-FM	7 WHOK-FM	7 WBNS-FM
8 WHOK-FM	8 WLVQ-FM	8 WCKX-FM	8 WBNS-FM	8 WCOL-FM	8 WLVQ-FM
9 WCOL-FM	9 WRVF-FM	9 WHOK-FM	9 WLVQ-FM	9 WWCD-FM	9 WBZX-FM
10 WRVF-FM	10 WCLT-FM	10 WWCD-FM	10 WRVF-FM	10 WCKX-FM	10 WVVO-AM



12+ POPULATION: 1,135,300 (Black: N/A; Hispanic: 46.5%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
10.6	9.9	9.0	7.8	8.5	1	<b>KXTN-A/F</b> <i>Span</i>	1310/107.5 5kw/100kw	3	4	4	1	1	1	90	TMS	---	KT-H
8.4	8.5	6.9	7.5	8.1	2	<b>KCYF-FM</b> <i>Ctry</i>	100.3 100kw	2	6	2	2	1	2	84	NewCity Br.	---	KATZ
8.6	9.4	9.3	9.4	6.8	3	<b>KTFM-FM</b> <i>CHR</i>	102.7 100kw	1	1	3	6	10	12	61	Waterman	---	BAN
6.3	7.2	6.3	6.6	6.7	4	<b>KISS-FM</b> <i>Rock</i>	99.5 100kw	4	3	1	3	6	13	81	KISS Radio/S.A.	---	CBS
7.3	7.1	8.5	6.8	6.2	5	<b>KQXT-FM</b> <i>AC</i>	101.9 100kw	6	9	6	5	5	3	86	Clear Channel	---	CHR
6.5	7.4	6.4	5.6	5.6	6	<b>KAJA-FM</b> <i>Ctry</i>	97.3 100kw	5	5	9	8	7	8	69	Clear Channel	---	CHR
2.7	1.9	2.6	4.0	5.3	7	<b>KSJL-FM</b> <i>JAC</i>	96.1 100kw	12	2	7	9	9	10	99	Inner City	NBC	EAST
4.6	3.2	4.0	4.6	4.9	8	<b>KZEP-FM</b> <i>CR</i>	104.5 100kw	8	12	5	4	4	7	72	Lotus Com.	---	D&R
2.5	2.8	3.1	4.9	4.7	9	<b>KSMG-FM</b> <i>Gold</i>	105.3 100kw	7	15	10	7	3	6	67	KISS Radio/S.A.	---	CBS
3.6	4.3	5.0	5.1	4.2	10	<b>KTSA-AM</b> <i>N/T</i>	550 5kw	11	--	14	12	11	5	76	Waterman	ABC	BAN
4.0	3.5	4.2	3.5	3.9	11	<b>KONO-A/F</b> <i>Gold</i>	860/101.1 5(1)kw/100kw	10	10	13	11	8	4	65	October Com.	UNIS	MMR
4.0	3.5	3.5	4.7	3.6	12	<b>WOAI-AM</b> <i>N/T</i>	1200 50kw	9	--	17	14	13	9	56	Clear Channel	CBS	CHR
2.0	3.4	3.0	3.4	3.5	13	<b>KDIL-FM</b> <i>Ctry</i>	106.7 100kw	13	7	8	10	12	21	73	Vision	---	---
2.8	3.7	2.3	3.1	3.3	14	<b>KLUP-AM</b> <i>Nost</i>	930 5(1)kw	15	17	28	24	22	11	105	KISS Radio/S.A.	---	CBS
2.9	2.7	2.7	3.0	2.4	15	<b>KKYX-AM</b> <i>Ctry</i>	680 50(10)kw	17	--	19	21	20	14	87	NewCity Br.	ABC	KATZ
2.5	3.1	2.6	3.0	2.0	16	<b>KRIO-FM</b> <i>Span</i>	94.1 22kw	14	8	11	13	14	15	49	April Com.	---	---
2.6	1.8	2.6	1.9	1.8	17	<b>KCOR-AM</b> <i>Span</i>	1350 5kw	19	13	15	17	15	20	91	Tichenor Media	---	KT-H
1.2	1.6	2.3	2.2	1.8	17	<b>KROM-FM</b> <i>Span</i>	92.9 100kw	16	11	12	15	16	18	59	Tichenor Media	---	KT-H
0.7	1.2	0.6	1.0	1.4	19	<b>KEDA-AM</b> <i>Span</i>	1540 5(1)kw	20	--	27	19	19	17	103	D&E	---	CAB
1.3	1.2	1.4	0.5	1.4	19	<b>KSLR-AM</b> <i>Rel</i>	630 5kw	18	13	16	16	17	19	59	Comminicom	USA	---
1.3	0.7	0.3	0.8	1.1	21	<b>KSAH-AM</b> <i>Span</i>	720 10(1)kw	21	--	18	18	18	16	96	Gandores Corp.	---	CAB

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KISS-FM	1 KCYY-FM	1 KISS-FM	1 KCYY-FM	1 KISS-FM	1 KCYY-FM	CTRY	19.6
2 KZEP-FM	2 KTFM-FM	2 KZEP-FM	2 KXTN-A/F	2 KZEP-FM	2 KXTN-A/F	SPAN	16.6
3 KSJL-FM	3 KQXT-FM	3 KXTN-A/F	3 KQXT-FM	3 KXTN-A/F	3 KQXT-FM	GOLD/CR	13.5
4 KXTN-A/F	4 KXTN-A/F	4 KSJL-FM	4 KTFM-FM	4 KSMG-FM	4 KSMG-FM	N/T	7.8
5 KDIL-FM	5 KAJA-FM	5 KSMG-FM	5 KAJA-FM	5 KCYY-FM	5 KAJA-FM	CHR	6.8
6 KTFM-FM	6 KDIL-FM	6 KCYY-FM	6 KSMG-FM	6 KTSA-AM	6 KTFM-FM	ROCK	6.7
7 KSMG-FM	7 KISS-FM	7 KONO-A/F	7 KZEP-FM	7 KSJL-FM	7 KZEP-FM	AC	6.2
8 KCYY-FM	8 KSJL-FM	8 KDIL-FM	8 KDIL-FM	8 KONO-A/F	7 KONO-A/F	UC	5.3
9 KAJA-FM	9 KSMG-FM	9 KTFM-FM	8 KSJL-FM	9 KQXT-FM	9 KSJL-FM	BBND	3.3
10 KQXT-FM	10 KZEP-FM	10 KQXT-FM	10 KISS-FM	10 KTFM-FM	10 KDIL-FM	REL	1.4

12+ POPULATION: 1,099,000 (Black & Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	METRO RANK 13+ ADJ. 13+ ADJ.	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.8	10.2	11.1	10.5	10.5	1	<b>KSFI-FM</b> AC	100.3 26kw	1	7	4	1	1	1	67	Simmons Family	---	CBS
8.2	9.6	10.6	9.3	9.1	2	<b>KSOP-A/F</b> Ctry	1370/104.3 5.5)kw/25kw	3	8	3	3	2	2	77	KSOP, Inc.	---	MMR
11.9	9.6	9.5	8.5	8.2	3	<b>KKAT-FM</b> Ctry	101.9 26kw	4	5	2	2	3	5	72	Apollo Radio	---	KATZ
5.5	5.3	6.7	6.2	5.9	4	<b>KSL-AM</b> Talk	1160 50kw	2	16	14	10	8	3	49	Bonneville Int.	CBS	CBS
4.2	3.2	3.3	3.7	5.7	5	<b>KXRK-FM</b> Alt	96.1 55kw	10	4	1	4	9	24	84	Acme Br.	UNIS	D&R
5.7	6.1	4.8	4.0	4.8	6	<b>KLZX-A/F</b> CR	860/93.3 10kw	6	6	7	7	6	10	50	Citadel Com.	ABC	CHR
5.7	4.9	4.2	4.5	4.7	7	<b>KISN-FM</b> Hot AC	97.1 30kw	7	10	5	5	5	8	50	Sun Mountain	---	MCG
2.0	3.6	2.1	2.8	4.7	7	<b>KRSP-FM</b> Gold	103.5 27kw	8	9	6	6	4	7	59	Simmons Family	CBS	CBS
6.6	4.6	5.1	6.1	4.0	9	<b>KBER-FM</b> Rock	101.1 25kw	9	3	8	8	14	15	54	Devine	ABC	TOR
4.9	4.9	4.8	3.7	4.0	9	<b>KUTQ-FM</b> CHR	99.5 40kw	5	2	9	11	16	25	42	D&B Br.	NBC	K&P
2.6	2.9	3.3	4.5	3.8	11	<b>KZHT-FM</b> CHR	94.9 45kw	11	1	10	16	17	19	56	Heusser Group	---	TOR
3.5	2.6	3.2	2.7	3.4	12	<b>KODJ-FM*</b> Gold	94.1 40kw	14	13	17	9	7	4	59	Apollo Radio	SMN	KATZ
3.0	2.9	3.6	3.1	3.3	13	<b>KALL-AM</b> N/T	910 5(1)kw	15	--	11	14	11	9	73	Apollo Radio	MBS	EAST
2.8	2.0	4.4	3.6	2.6	14	<b>KDYL-AM</b> BBnd	1280 10kw	17	--	--	24	19	11	78	Simmons Family	CNN	CBS
1.5	1.5	2.9	2.6	2.2	15	<b>KBZN-FM</b> NAC	97.9 26kw	16	--	20	15	10	6	54	Capitol Br. Inc.	---	EAST
1.0	0.5	1.4	1.8	2.2	16	<b>KISN-AM</b> Sports	570 5kw	12	17	15	12	12	12	35	Sun Mountain	AP	MCG
2.6	3.1	2.9	4.1	2.1	17	<b>KVRI-FM**</b> AC	98.7 40kw	13	14	12	13	13	13	34	Price Br.	---	CHR
0.0	0.7	0.3	0.6	1.5	18	<b>KUJJ-FM</b> Ctry	106.5 7.5kw	20	11	13	18	21	23	66	Price Br.	---	---
2.3	2.1	1.5	1.9	1.3	19	<b>KCPX/KMXB</b> AC	1600/107.5 5(1)kw/45kw	18	12	16	17	18	17	38	US Radio	---	EAST
0.4	0.5	0.5	0.6	1.1	20	<b>KCNR-AM</b> Talk	1320 5kw	23	--	22	22	24	22	62	Price Br.	CNN	CHR
1.4	1.4	1.2	1.1	1.1	20	<b>KSOS-FM</b> Gold	106.9 68kw	19	15	18	19	15	14	44	First National	---	---

\*Was KALL-FM until December. \*\*Under an LMA with Citadel Communications.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KSOP-A/F	1 KSFI-FM	1 KSOP-A/F	1 KSFI-FM	1 KKAT-FM	1 KSFI-FM	CTRY	18.8
2 KXRK-FM	2 KISN-FM	2 KKAT-FM	2 KISN-FM	1 KSOP-FM	2 KSOP-A/F	AC	18.6
3 KKAT-FM	3 KKAT-FM	3 KLZX-FM	3 KKAT-FM	3 KSFI-FM	3 KISN-FM	GOLD/CR	14.0
4 KLZX-A/F	4 KXRK-FM	4 KXRK-FM	4 KSOP-A/F	4 KLZX-A/F	4 KKAT-FM	N/T	12.5
5 KBER-FM	5 KUTQ-FM	5 KRSP-FM	5 KXRK-FM	5 KRSP-FM	5 KODJ-FM	CHR	7.8
6 KRSP-FM	6 KSOP-A/F	6 KSFI-FM	6 KRSP-FM	6 KSL-AM	6 KRSP-FM	ALT	5.5
7 KSFI-FM	7 KRSP-FM	7 KBER-FM	7 KODJ-FM	7 KALL-AM	6 KVRI-FM	ROCK	4.0
8 KALL-AM	8 KBER-FM	8 KISN-AM	8 KUTQ-FM	7 KISN-AM	8 KSL-AM	BBND	2.6
9 KISN-AM	9 KZHT-FM	9 KALL-AM	9 KVRI-FM	9 KXRK-FM	9 KBZN-FM	NAC	2.2
9 KISN-FM	10 KLZX-A/F	10 KSL-AM	10 KZHT-FM	10 KODJ-FM	10 KXRK-FM		

12+ POPULATION: 1,070,700 (Black 13.3%; Hispanic: N/A)

SPRING '89	SUMMER '89	FALL '89	WINTER '89	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
16.2	15.1	14.9	14.4	14.0	1	1	<b>WFMS-FM</b> <i>Ctry</i>	95.5 13kw	2	5	2	2	2	1	101	Susquehanna Radio	---	MMR
12.0	11.0	11.2	12.3	12.3	2	2	<b>WFBQ-FM</b> <i>Rock</i>	94.7 52kw	1	6	1	1	1	5	85	Secret Com.	SOU	KATZ
11.0	10.4	10.7	9.9	8.9	3	3	<b>WIBC-AM</b> <i>N/T</i>	1070 50(10)kw	3	11	9	9	5	3	74	Emmis	NBC	CHR
8.0	7.2	6.4	7.9	7.7	4	4	<b>WENS-FM</b> <i>AC</i>	97.1 23kw	5	7	4	3	3	2	72	Emmis	---	MCG
4.2	5.7	5.9	5.5	6.1	5	5	<b>WTLC-FM</b> <i>UC</i>	105.7 50kw	10	3	5	5	7	7	102	Panache	CBS	D&R
5.2	6.2	6.1	6.4	5.9	6	6	<b>WZPL-FM</b> <i>CHR</i>	99.5 12.5kw	4	1	6	8	8	8	55	My Star Com.	AP	D&R
6.2	5.1	5.2	4.4	5.5	7	7	<b>WKLR-FM**</b> <i>Gold</i>	93.1 12.5kw	6	9	12	4	4	4	63	Emmis	---	CHR
5.8	7.1	7.4	7.1	5.4	8	8	<b>WTPI-FM</b> <i>AC</i>	107.9 22kw	7	10	11	7	6	6	77	My Star Com.	---	D&R
4.9	3.2	3.8	4.1	4.5	9	9	<b>WRZX-FM*</b> <i>Rock</i>	103.3 18kw	8	4	3	6	9	18	68	Secret Com.	ABC	BAN
6.1	5.8	4.3	4.0	3.5	10	10	<b>WHHH-FM</b> <i>CHR</i>	96.3 590w	9	2	8	12	12	15	57	Shirk Inc.	---	---
0.0	2.9	3.2	3.8	3.1	11	11	<b>WGRL-FM</b> <i>Ctry</i>	104.5 40kw	11	8	7	10	11	11	57	Susquehanna Radio	---	MMR
1.5	1.5	1.7	1.8	2.2	12	12	<b>WTTS-FM</b> <i>Prog</i>	92.3 37kw	13	14	10	11	10	13	59	Sarkes Tarzian	---	BAN
1.4	0.9	1.4	1.6	1.8	13	13	<b>WNDE-AM</b> <i>Sports</i>	1260 5kw	12	12	13	13	13	12	41	Secret Com.	MBS	KATZ
1.1	0.9	1.0	1.6	1.8	13	13	<b>WXTZ-FM</b> <i>BiEZ</i>	93.9 2.75kw	14	--	22	22	18	10	76	Weiss Br.	---	---
1.2	1.8	2.2	1.9	1.7	15	15	<b>WTLC-AM</b> <i>UG</i>	1310 5(1)kw	15	15	15	14	14	9	76	Panache	CBS	D&R
1.2	1.5	1.2	1.3	1.5	16	16	<b>WQFE-FM</b> <i>BBnd</i>	101.9 2.5kw	16	--	24	24	24	21	93	Quinn Br.	USA	---

\*Switched to Alternative in July. \*\*Became WNAP in September.

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# RANTEL. RESEARCH THAT MOVES THE NEEDLE!



# PROVIDENCE-WARWICK-PAWTUCKET

# #32

Continued from Page 71

12+ POPULATION: 1,278,400 (Black & Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WHJY-FM	1 WPRO-FM	1 WHJY-FM	1 WPRO-FM	1 WHJY-FM	1 WWLI-FM	CHR 15.0
2 WWRX-FM	2 WHJY-FM	2 WWRX-FM	2 WWLI-FM	2 WWRX-FM	2 WSNE-FM	AC 13.8
3 WBRU-FM	3 WSNE-FM	3 WWBB-FM	3 WSNE-FM	3 WWBB-FM	3 WPRO-FM	GOLD/CR 13.1
4 WWKX-FM	4 WWLI-FM	4 WBRU-FM	4 WHJY-FM	4 WCTK-FM	4 WWBB-FM	N/T 11.3
5 WPRO-FM	5 WWKX-FM	5 WCTK-FM	5 WWKX-FM	5 WWLI-FM	5 WHJY-FM	ROCK 10.1
6 WAAF-FM	6 WBRU-FM	6 WPRO-FM	6 WWRX-FM	6 WWRX-FM	6 WCTK-FM	CTRY 7.1
6 WCTK-FM	7 WWRX-FM	7 WWKX-FM	7 WBRU-FM	7 WSNE-FM	7 WWRX-FM	BBND 4.4
8 WWBB-FM	8 WCTK-FM	8 WWLI-FM	8 WWBB-FM	8 WBRU-FM	8 WWKX-FM	ALT 3.5
9 WWLI-FM	9 WBOS-FM	9 WSNE-FM	9 WCTK-FM	8 WPRO-AM	9 WBRU-FM	NAC 1.6
10 WJMN-FM	10 WFHN-FM	10 WPRO-AM	10 WFHN-FM	10 WZLX-FM	10 WPRO-AM	CLAS 1.3

PROVIDENCE

# NORFOLK-VIRGINIA BEACH-NEWPORT NEWS

# #33

Continued from Page 72

12+ POPULATION: 1,198,300 (Black: 27.7%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WNOR-A/F	1 WOWI-FM	1 WNOR-A/F	1 WOWI-FM	1 WNOR-A/F	1 WFOG-FM	UC 18.5
2 WOWI-FM	2 WGH-FM	2 WOWI-FM	2 WGH-FM	2 WGH-FM	1 WOWI-FM	CTRY 16.0
3 WMYK-FM	3 WNOR-A/F	3 WGH-FM	3 WWDE-FM	3 WCMS-A/F	3 WGH-FM	AC 15.9
4 WGH-FM	3 WNVZ-FM	4 WCMS-A/F	4 WFOG-FM	4 WOWI-FM	4 WWDE-FM	ROCK 7.1
5 WROX-FM	5 WWDE-FM	5 WMYK-FM	5 WCMS-A/F	5 WKOC-FM	5 WCMS-A/F	N/T 5.5
6 WCMS-A/F	6 WFOG-FM	6 WKOC-FM	6 WNVZ-FM	6 WAFX-FM	6 WJQI-A/F	GOLD/CR 5.4
6 WKOC-FM	7 WCMS-A/F	7 WROX-FM	7 WNOR-A/F	7 WLTY-FM	7 WSVY-FM	CHR 5.1
8 WNVZ-FM	7 WMYK-FM	8 WAFX-FM	8 WJQI-A/F	7 WNIS-AM	8 WLTY-FM	REL 3.1
9 WAFX-FM	9 WAFX-FM	9 WNVZ-FM	9 WMYK-FM	9 WFOG-FM	9 WNOR-A/F	PROG 3.0
10 WNIS-AM	10 WSVY-FM	10 WNIS-AM	10 WSVY-FM	10 WMYK-AM	10 WMXN-FM	ALT 2.8
						B/EZ 2.0

NORFOLK

# INDIANAPOLIS

# #37

Continued from Page 76

12+ POPULATION: 1,070,700 (Black 13.3%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WFBQ-FM	1 WFMS-FM	1 WFBQ-FM	1 WFMS-FM	1 WFBQ-FM	1 WFMS-FM	CTRY 17.1
2 WRZX-FM	2 WFBQ-FM	2 WFMS-FM	2 WENS-FM	2 WFMS-FM	2 WENS-FM	ROCK 16.8
3 WFMS-FM	3 WTLC-FM	3 WRZX-FM	3 WFBQ-FM	3 WENS-FM	3 WFBQ-FM	AC 13.1
4 WZPL-FM	4 WENS-FM	4 WENS-FM	4 WTLC-FM	4 WKLR-FM	4 WKLR-FM	N/T 10.7
5 WIBC-AM	5 WZPL-FM	5 WKLR-FM	5 WTPI-FM	5 WIBC-AM	5 WLTC-FM	CHR 9.4
6 WENS-FM	6 WGRL-FM	6 WIBC-AM	6 WKLR-FM	6 WTPI-FM	6 WTPI-FM	UC 7.8
7 WGRL-FM	7 WRZX-FM	7 WTLC-FM	7 WZPL-FM	7 WRZX-FM	7 WZPL-FM	GOLD/CR 5.5
7 WHHH-FM	8 WHHH-FM	8 WZPL-FM	8 WGRL-FM	8 WTLC-FM	8 WIBC-AM	PROG 2.2
7 WTLC-FM	9 WTPI-FM	9 WTPI-FM	9 WIBC-AM	9 WTTS-FM	9 WGRL-AM	B/EZ 1.8
10 WTTS-FM	10 WTTS-FM	10 WTTS-FM	10 WRZX-FM	10 WNDE-AM	10 WHHH-VM	BBND 1.5

INDIANAPOLIS

12+ POPULATION: 1,034,800 (Black: 19.1%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
10.3	11.5	10.9	11.1	11.2	1	<b>WSOC-FM</b> <i>Ctry</i>	103.7 100kw	1	6	4	4	3	1	88	EZ Communications	---	D&R
10.7	11.0	9.7	11.4	10.9	2	<b>WPEG-FM</b> <i>UC</i>	97.9 95kw	6	1	1	1	2	7	116	Br. Partners	CBS	KATZ
7.7	8.5	8.3	7.3	8.2	3	<b>WRFX-FM</b> <i>CR</i>	99.7 100kw	2	3	2	2	1	8	71	Pyramid Com.	CBS	EAST
8.8	7.2	9.5	7.7	7.4	4	<b>WBT-AM</b> <i>Talk</i>	1110 50kw	5	12	11	9	8	2	79	Jefferson-Pilot	CBS	BAN
9.0	6.9	7.0	6.7	7.3	5	<b>WTDR-FM</b> <i>Ctry</i>	96.9 100kw	4	4	3	3	4	6	69	Trumper	---	CHR
4.8	5.9	5.5	6.6	6.4	6	<b>WBT-FM</b> <i>Hot AC</i>	107.9 98kw	3	5	6	5	5	5	59	Jefferson-Pilot	---	BAN
2.4	2.6	3.1	4.4	4.9	7	<b>WEDJ-FM*</b> <i>CHR</i>	95.1 100kw	7	2	5	8	12	15	53	Pyramid Com.	---	D&R
5.8	4.7	4.3	6.6	4.9	7	<b>WEZC-FM</b> <i>AC</i>	102.9 31kw	8	13	10	10	7	4	63	Keymarket	---	CHR
5.1	5.3	4.5	5.0	4.8	9	<b>WWMG-FM</b> <i>Gold</i>	96.1 100kw	9	11	12	7	6	3	67	Dalton Group	CBS	KATZ
4.9	4.7	4.7	2.8	4.0	10	<b>WBAV-FM**</b> <i>UAC</i>	101.9 99kw	10	8	7	6	9	9	72	Br. Partners	AURN	KATZ
4.7	3.7	3.9	3.2	2.7	11	<b>WMXC-FM</b> <i>AC</i>	104.7 100kw	11	10	9	12	10	11	53	EZ Communications	---	D&R
2.6	4.1	2.0	2.2	2.7	11	<b>WXRC-FM</b> <i>Rock</i>	95.7 100kw	12	7	8	11	11	16	57	Long Family	ABC	---
1.3	0.9	1.0	0.6	1.7	13	<b>WRDX-FM</b> <i>Gold</i>	106.5 100kw	15	--	19	13	13	10	73	WSPT Inc.	---	SSS
1.5	1.3	2.3	1.5	1.2	14	<b>WMIT-FM</b> <i>Rel</i>	106.9 36kw	13	--	18	14	14	13	46	Blue Ridge	AP	---
1.1	1.5	0.4	1.0	1.1	15	<b>WFMX-FM</b> <i>Ctry</i>	105.7 100kw	14	--	13	18	16	12	49	Adventure	UNIS	TNS

\*Was WAQQ until to mid-February. \*\*Was WCKZ (CHR) until January.

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WRFX-FM	1 WPEG-FM	1 WRFX-FM	1 WPEG-FM	1 WRFX-FM	1 WPEG-FM	CTRY ██████████ 19.6
2 WPEG-FM	2 WTDR-FM	2 WPEG-FM	2 WBT-FM	2 WSOC-FM	2 WBT-FM	UC ██████████ 14.9
3 WSOC-FM	3 WBT-FM	3 WSOC-FM	3 WTDR-FM	3 WWMG-FM	3 WSOC-FM	GOLD/CR ██████████ 14.7
3 WTDR-FM	4 WEDJ-FM	4 WTDR-FM	4 WRFX-FM	4 WBT-AM	3 WTDR-FM	AC ██████████ 14.0
5 WXRC-FM	5 WRFX-FM	5 WBT-AM	4 WSOC-FM	5 WPEG-FM	5 WEZC-FM	N/T ██████████ 7.4
6 WEDJ-FM	6 WBAV-FM	6 WBT-FM	6 WBAV-FM	6 WTDR-FM	6 WWMG-FM	CHR ██████████ 4.9
7 WBT-FM	6 WSOC-FM	6 WWMG-FM	7 WEDJ-FM	7 WBAV-FM	7 WBAV-FM	ROCK ██████████ 2.7
8 WBAV-FM	8 WMXC-FM	8 WBAV-FM	8 WEZC-FM	8 WBT-FM	8 WRFX-FM	REL ██████████ 1.2
9 WBT-AM	9 WEZC-FM	9 WXRC-FM	9 WWMG-FM	9 WEZC-FM	9 WMXC-FM	
10 WMXC-FM	10 WXRC-FM	10 WEDJ-FM	10 WMXC-FM	10 WXRC-FM	10 WBT-AM	

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12+ POPULATION: 1,024,400 (Black: 33.3%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.3	12.2	12.2	11.5	12.4	1	<b>WQUE-FM</b> UC	93.3 93kw	1	1	1	1	2	9	107	Clear Channel	----	D&R
9.1	8.7	9.1	7.6	9.1	2	<b>WYLD-FM</b> UAC	98.5 100kw	5	3	2	2	1	3	92	Snowden	ABC	D&R
10.6	9.6	9.6	8.2	9.0	3	<b>WNOE-A/F</b> Ctry	1060/101.1 50.5kw/100kw	4	4	3	3	3	2	89	REP Southeast	MBS	MCG
10.6	9.5	10.1	8.2	8.4	4	<b>WWL-AM</b> NIT	870 50kw	3	--	10	10	4	1	82	Keymarket Com.	ABC	KATZ
7.1	6.4	6.7	6.9	5.9	5	<b>WEZB-FM</b> CHR	97.1 100kw	2	2	5	5	10	10	55	EZ Communications	----	MMR
4.3	4.8	4.4	5.5	5.6	6	<b>WLTS-FM</b> AC	105.3 100kw	7	5	4	4	5	6	74	Phase II	CBS	BAN
3.3	4.2	2.9	3.5	4.8	7	<b>WRNO-FM</b> Rock	99.5 100kw	8	6	6	6	7	11	68	Com. Corp.	UNIS	CHR
1.7	3.3	3.3	3.3	4.5	8	<b>WTKL-FM</b> Gold	95.7 100kw	10	9	12	8	6	4	81	Phase II	----	BAN
6.7	5.0	7.3	6.4	4.3	9	<b>WLMG-FM</b> AC	101.9 100kw	6	13	11	11	8	5	54	Keymarket Com.	----	KATZ
5.7	3.9	4.5	5.2	3.8	10	<b>KMEZ-FM</b> UAC	102.9 4.7kw	11	8	8	9	10	7	74	First Belle	SMN	KATZ
2.5	2.8	2.6	2.8	3.7	11	<b>WCKW-FM</b> CR	92.3 100kw	9	15	7	7	11	14	66	222 Corp.	----	BAN
2.4	3.0	3.5	3.7	3.6	12	<b>WBYU-AM</b> BBnd	1450 1kw	14	--	--	22	15	12	102	Vanderbilt	SMN	ROS
2.2	2.8	3.4	3.5	3.5	13	<b>WYLD-AM</b> Rel	940 10.5kw	12	14	13	12	12	8	86	Snowden	ABC	D&R
1.9	1.7	1.4	2.6	2.0	14	<b>KHOM-FM*</b> Gold	104.1 100kw	13	11	15	13	13	13	52	KHOM, Assoc.	NBC	TOR
1.6	1.7	1.4	1.8	1.5	15	<b>WZRH-FM</b> Alt	106.1 50kw	15	7	9	14	14	23	52	Howe Br.	----	----
2.4	2.2	1.0	1.4	1.4	16	<b>KGTR-FM</b> Ctry	106.7 100kw	16	10	14	15	16	21	49	REP Southeast	----	MCG
3.0	3.9	2.8	2.6	1.2	17	<b>WBOK-AM</b> Rel	1230 1kw	17	--	17	16	17	15	56	Willis	AURN	----
0.6	1.3	0.8	1.3	1.2	17	<b>WTIX-AM</b> Nost	690 10.5kw	18	--	19	19	21	17	67	GHB Radio Group	NBC	----
1.3	1.0	1.0	1.7	1.1	19	<b>WSMB-AM</b> Talk	1350 5kw	19	--	18	20	19	16	59	North, Inc.	ABC	KATZ

\*Now KLJZ (NAC)

Continued on Page 82

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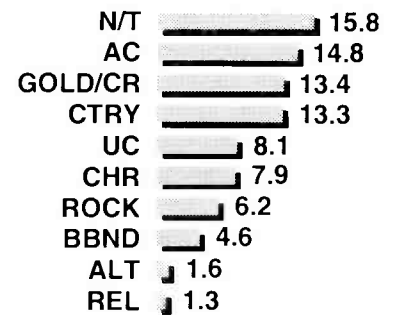
12+ POPULATION: 991,900 (Black: 9.8%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
11.5	9.7	9.7	11.0	11.5	1	<b>WYRK-FM</b> Ctry	106.5 50kw	2	6	4	2	1	1	97	American Radio	---	CHR
7.7	5.8	6.5	5.9	7.9	2	<b>WKSE-FM</b> CHR	98.5 46kw	1	1	3	4	9	9	64	Keymarket Com.	ABC	BAN
7.1	10.0	9.9	9.7	7.6	3	<b>WBEN-AM</b> FS	930 5kw	7	11	14	11	10	5	76	Keymarket Com.	CBS	D&R
7.3	8.1	8.2	9.2	7.6	3	<b>WJYE-FM</b> AC	96.1 50kw	3	9	6	6	4	3	68	EBE Com.	UNIS	MCG
5.8	6.5	5.8	4.7	7.3	5	<b>WGRF-FM</b> CR	96.9 12.5kw	4	4	2	1	2	7	67	Rich Com.	---	KATZ
6.2	6.7	7.1	5.1	7.0	6	<b>WBLK-FM</b> UC	93.7 90kw	11	2	5	5	5	6	116	WBLK Inc.	CBS	D&R
5.6	5.7	4.9	5.4	6.2	7	<b>WUFX-FM</b> Rock	103.3 49kw	8	3	1	3	7	14	67	Rich Com.	CBS	KATZ
7.0	7.2	7.3	7.7	6.1	8	<b>WGR-AM</b> N/T	550 5kw	6	12	10	9	8	4	59	Rich Com.	ABC	KATZ
8.8	7.1	7.0	6.6	6.1	8	<b>WHTT-FM</b> Gold	104.1 50kw	5	8	11	7	3	2	57	Pyramid Com.	---	MMR
5.0	3.6	4.2	3.8	4.6	10	<b>WECK-AM</b> BBnd	1230 1kw	12	--	--	18	17	10	83	EBE Com.	NBC	MCG
4.7	5.0	5.2	4.8	4.4	11	<b>WMJQ-FM</b> Hot AC	102.5 105kw	9	5	7	8	6	8	52	Keymarket Com.	---	D&R
3.9	3.9	3.1	3.6	2.8	12	<b>WBUF-FM</b> AC	92.9 91kw	10	--	8	10	11	11	41	Lincoln Group	---	MCG
1.6	2.2	2.0	1.7	2.1	13	<b>WWKB-AM</b> Talk	1520 50kw	14	--	12	12	12	13	59	Keymarket Com.	ABC	BAN
1.2	2.4	1.8	1.7	1.8	14	<b>WNUC-FM</b> Ctry	107.7 11.5kw	13	13	13	14	13	12	47	Casciani	UNIS	---
1.7	1.5	1.3	2.1	1.6	15	<b>CFNY-FM</b> Alt	102.1 35kw	15	7	9	13	14	18	56	Key Radio Ltd.	---	PMR
0.5	1.8	1.4	1.4	1.3	16	<b>WDCX-FM</b> Rel	99.5 110kw	17	--	16	15	15	15	73	Crawford	---	---
0.8	1.0	0.5	0.7	1.1	17	<b>WUFO-AM</b> UAC	1080 1kw	19	--	17	17	16	16	95	Sheridan	AURN	WRS

## DEMOGRAPHIC RANKINGS

## FORMAT REACH

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



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12+ POPULATION: 988,800 (Black: 11.1%; Hispanic: 9.9%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
10.0	9.9	9.4	9.0	9.0	1	1	<b>WJHM-FM</b> UC	101.9 28kw	4	1	1	2	4	9	94	Beasley	----	D&R
7.3	6.7	7.0	7.0	9.0	1	1	<b>WOMX-A/F</b> Hot AC	950/105.1 5kw/100kw	1	3	1	1	1	3	74	Nationwide	----	MCG
8.6	9.3	7.5	8.7	8.2	3	3	<b>WWKA-FM</b> Ctry	92.3 100kw	5	9	6	7	3	4	86	NewCity Com.	----	KATZ
7.1	6.3	6.8	8.3	7.5	4	4	<b>WMGF-FM</b> AC	107.7 100kw	3	8	8	3	2	1	78	Paxson Br.	----	BAN
7.0	6.7	7.4	7.0	6.9	5	5	<b>WXXL-FM</b> CHR	106.7 100kw	2	2	3	4	9	12	65	Taylor	AP	MMR
8.0	9.4	8.0	8.2	6.6	6	6	<b>WDBO-AM</b> N/T	580 5kw	7	13	14	12	7	2	80	NewCity Com.	ABC	KATZ
5.3	5.9	6.1	5.2	5.1	7	7	<b>WOCL-FM</b> Gold	105.9 100kw	6	12	13	8	5	5	59	American Media	AP	CHR
4.3	5.0	6.1	5.6	4.7	8	8	<b>WJJR-FM</b> Rock	101.1 100kw	8	4	4	5	12	19	60	Paxson Br.	----	BAN
5.9	5.0	3.7	3.2	4.4	9	9	<b>WMMO-FM</b> AC	98.9 38kw	13	--	9	6	6	6	86	Granum Com.	----	EAST
5.4	4.2	4.4	4.9	3.9	10	10	<b>WDIZ-FM</b> Rock	100.3 100kw	10	6	5	9	13	13	64	Shamrock Com.	ABC	MMR
4.0	5.3	4.6	2.9	3.8	11	11	<b>WLOQ-FM</b> NAC	103.1 2.65kw	12	--	12	14	8	7	74	Litchfield	----	EAST
2.8	2.1	2.4	3.5	3.8	11	11	<b>WTKS-FM</b> Talk	104.1 100kw	9	--	11	11	11	9	63	Press Br.	AP	MCG
3.5	2.5	3.1	3.5	3.4	13	13	<b>WHTQ-FM</b> CR	96.5 100kw	14	11	7	10	10	10	69	TK	SOU	TOR
3.9	2.9	2.5	3.1	3.3	14	14	<b>WCFB-FM</b> Ctry	94.5 100kw	11	5	10	13	14	11	62	NewCity Com.	----	KATZ
0.6	0.3	1.3	1.4	2.6	15	15	<b>WHOO-AM</b> BBnd	990 50/5kw	17	--	--	25	25	18	115	TK	SMN	TOR
0.0	0.0	0.5	0.5	1.3	16	16	<b>WRMQ-AM</b> Span	1140 4.1kw	25	15	15	15	15	15	220	Florida Br.	----	CAB
0.6	0.6	0.6	0.7	1.3	16	16	<b>WWNZ-AM</b> News	740 50kw	18	--	22	20	19	17	63	NewCity Com.	CBS	----
1.4	2.1	2.5	1.8	1.2	18	18	<b>WTLN-FM</b> Rel	95.3 6kw	15	--	17	16	16	14	47	Alton Rainbow	USA	SRR

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Continued on Page 82

# RANTEL. RESEARCH THAT MOVES THE NEEDLE!



**RANTEL**  
Laurel, Maryland  
301-490-8700



Continued from Page 79

12+ POPULATION: 1,024,400 (Black: 33.3%; Hispanic: N/A)

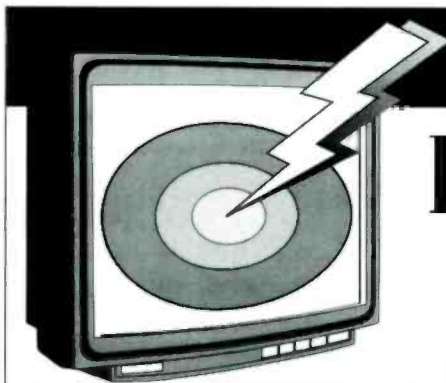
DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WQUE-FM	1 WQUE-FM	1 WQUE-FM	1 WYLD-FM	1 WWL-AM	1 WYLD-FM	UC 25.3
2 WRNO-FM	2 WYLD-FM	2 WRNO-FM	2 WQUE-FM	2 WQUE-FM	2 WNOE-A/F	CTRY 10.4
3 WCKW-FM	3 WLTS-FM	3 WYLD-FM	3 WNOE-A/F	3 WCKW-FM	3 WQUE-FM	GOLD/CR 10.2
4 WYLD-FM	4 WNOE-A/F	4 WCKW-FM	4 WLTS-FM	3 WRNO-FM	4 WLTS-FM	AC 9.9
5 WEZB-FM	5 WEZB-FM	5 WWL-AM	5 WEZB-FM	5 WNOE-A/F	5 WLMG-FM	N/T 9.5
6 WNOE-A/F	6 KMEZ-FM	6 WEZB-FM	6 WLMG-FM	6 WYLD-FM	6 WTKL-FM	CHR 5.9
7 WWL-AM	7 WLMG-FM	6 WNOE-A/F	7 KMEZ-FM	7 WTKL-FM	7 KMEZ-FM	BBND 4.8
8 WLTS-FM	8 WRNO-FM	8 WTKL-FM	8 WTKL-FM	8 WEZB-FM	8 WYLD-AM	ROCK 4.8
9 WZRH-FM	9 WCKW-FM	9 WLTS-FM	9 WYLD-AM	9 WLTS-FM	9 WEZB-FM	REL 4.7
10 KMEZ-FM	10 WTKL-FM	10 KMEZ-FM	10 WRNO-FM	10 KMEZ-FM	10 WWL-AM	ALT 1.5

Continued from Page 81

12+ POPULATION: 988,800 (Black: 11.1%; Hispanic: 9.9%)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WJRR-FM	1 WOMX-A/F	1 WOMX-A/F	1 WOMX-A/F	1 WOMX-A/F	1 WOMX-A/F	AC 20.9
2 WJHM-FM	2 WJHM-FM	2 WJRR-FM	2 WMGF-FM	2 WDBO-AM	2 WMGF-FM	CTRY 11.5
2 WXXL-FM	3 WXXL-FM	3 WJHM-FM	3 WJHM-FM	3 WMMO-FM	3 WWKA-FM	N/T 10.7
4 WDIZ-FM	4 WWKA-FM	4 WDIZ-FM	4 WXXL-FM	4 WJHM-FM	4 WOCL-FM	UC 9.0
5 WOMX-A/F	5 WJRR-FM	4 WMMO-FM	5 WOCL-FM	4 WWKA-FM	5 WJHM-FM	ROCK 8.6
6 WWKA-FM	6 WHTQ-FM	6 WMGF-FM	6 WWKA-FM	6 WMGF-FM	6 WXXL-FM	GOLD/CR 8.5
7 WTKS-FM	7 WCFB-FM	7 WXXL-FM	7 WMMO-FM	7 WTKS-FM	7 WMMO-FM	CHR 6.9
8 WTHQ-FM	7 WMGF-FM	8 WTKS-FM	8 WCFB-FM	8 WLOQ-FM	8 WLOQ-FM	NAC 3.8
8 WMMO-FM	9 WDIZ-FM	9 WDBO-AM	9 WHTQ-FM	9 WDIZ-FM	9 WCFB-M	BBND 2.6
10 WMGF-FM	9 WMMO-FM	10 WWKA-FM	10 WJRR-FM	9 WHTQ-FM	10 WDBO-AM	SPAN 1.3
						REL 1.2

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12+ POPULATION: 968,200 (Black & Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
12.5	11.8	12.3	13.6	10.7	1	WTIC-AM FS	1080 50kw	1	16	13	9	5	1	80	Chase	CBS	G/W
7.0	8.2	8.6	8.2	8.9	2	WRCH-FM AC	100.5 7.5kw	4	6	5	1	1	1	90	Amer. Radio Sys.	----	EAST
7.5	7.8	7.2	5.7	7.2	3	WWYZ-FM Ctry	92.5 18kw	6	4	7	4	2	4	86	WWYZ, Inc.	UNIS	BAN
5.9	7.6	5.1	6.7	6.2	4	WTIC-FM CHR	96.5 20kw	2	1	4	6	6	6	52	Chase	----	G/W
6.2	6.2	6.4	7.5	5.8	5	WKSS-FM CHR	95.7 16.5kw	3	2	1	3	8	12	54	Precision Media	AP	MMR
4.6	5.2	5.9	4.6	5.0	6	WCCC-A/F Rock	1290/106.9 .5kw/23kw	5	5	3	5	9	9	58	Greater Hartford	ABC	TOR
4.7	4.7	5.2	4.7	5.0	6	WDRG-FM Gold	102.9 19.5kw	9	10	11	7	3	3	68	Buckley	----	MCG
6.4	4.9	5.5	5.3	5.0	6	WHCN-FM Rock	105.9 16kw	7	7	2	2	4	8	63	Beck-Ross	ABC	CHR
3.3	3.1	4.0	4.3	4.2	9	WDRG-AM Gold	1360 5kw	12	10	22	18	14	7	82	Buckley	UNIS	MCG
4.7	4.9	4.9	4.5	4.1	10	WZMX-FM AC	93.7 21kw	8	8	6	8	8	5	53	Amer. Radio Sys.	----	KATZ
3.8	2.5	3.1	2.1	2.7	11	WAQY-FM Rock	102.1 17kw	10	9	8	10	12	15	43	Saga	----	KATZ
3.3	3.7	3.9	2.9	2.7	11	WYSR-FM Hot AC	104.1 18kw	11	12	10	12	10	10	52	Griffin Group	----	D&R
2.0	1.7	2.0	1.5	2.2	13	WPLR-FM Rock	99.1 14.1kw	13	--	9	11	13	16	48	Southern Starr	----	EAST
3.3	2.4	3.0	2.4	2.2	13	WPOP-AM News	1410 5kw	14	--	24	17	15	13	52	Griffin Group	ABC	D&R
1.4	1.7	1.6	2.1	2.1	15	WFAN-AM Sports	660 50kw	15	--	12	13	11	11	53	Infinity	NBC	EAST
1.0	0.8	1.0	0.9	1.5	16	WPKX-FM Ctry	97.9 2.2kw	17	11	19	14	15	14	80	Multi Market	----	D&R
1.3	1.3	0.6	1.0	1.2	17	WKCI-FM CHR	101.3 10kw	16	3	14	15	19	20	31	Clear Channel	----	MCG

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Continued on Page 88

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

Harker Research

919 • 954 • 8300

12+ POPULATION: 925,600 (Black: 18.9%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	METRO RANK 12+ POP	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
16.4	19.1	16.2	13.5	15.1	1	<b>WTQR-FM</b> Ctry	104.1 100kw	1	2	2	1	1	1	90	Radio Equity	MBS	MCG
6.4	5.9	7.4	6.9	7.5	2	<b>WJMH-FM</b> CHR	102.1 100kw	4	1	3	3	5	8	80	Beasley	----	D&R
8.6	8.9	9.1	7.1	7.1	3	<b>WKRR-FM</b> Rock	92.3 100kw	2	3	1	2	2	9	72	Dick Br.	----	KATZ
5.2	5.9	5.1	5.3	6.1	4	<b>WQMG-FM</b> UC	97.1 100kw	6	6	4	4	3	7	83	Murray Hill Br.	CBS	BAN
6.4	5.7	6.5	5.3	5.6	5	<b>WKZL-FM</b> Hot AC	107.5 100kw	3	7	5	5	4	5	60	Dick Br.	----	KATZ
2.4	2.4	5.0	4.6	5.6	5	<b>WPCM-FM</b> Ctry	101.1 100kw	8	8	7	6	6	3	86	Res. Triangle	MBS	MCG
4.9	5.4	5.2	6.7	5.2	7	<b>WSJS-AM</b> NIT	600 5kw	10	--	18	12	9	4	86	Radio Equity	NBC	MCG
5.3	2.8	4.0	5.7	4.6	8	<b>WMAG-FM</b> AC	99.5 100kw	11	12	8	7	8	6	80	HMW Com.	----	CHR
2.8	3.8	2.4	3.1	4.0	9	<b>WKSI-FM</b> CHR	98.7 100kw	5	4	5	8	10	15	54	Bahakel	----	EAST
3.1	5.5	2.7	3.5	3.8	10	<b>WMQX-FM</b> Gold	93.1 100kw	7	10	15	10	7	2	57	EBE Com.	----	MMR
3.5	3.2	3.9	3.6	3.8	10	<b>WNEU-FM</b> Ctry	94.5 100kw	9	5	9	9	11	11	60	HMW Com.	UNIS	CHR
4.0	4.6	4.8	3.6	2.8	12	<b>WWWB-FM</b> AC	100.3 100kw	12	11	11	11	12	10	64	HMW Com.	UNIS	MMR
2.8	2.2	1.4	2.8	2.0	13	<b>WFMX-FM</b> Ctry	105.7 100kw	13	13	12	13	13	12	53	Adventure	UNIS	TNS
1.7	2.5	1.4	1.2	1.8	14	<b>WWGL-FM</b> Rel	94.1 100kw	16	--	14	15	15	13	83	Davidson	CNN	TNS
0.0	0.0	0.4	0.7	1.4	15	<b>WDCG-FM</b> CHR	105.1 100kw	14	9	13	14	16	16	51	Prism Radio	ABC	TOR
1.0	1.6	0.6	0.8	1.4	15	<b>WQMG-AM</b> Rel	1510 1kw	27	--	10	17	19	27	181	Murray Hill Br.	AURN	BAN
1.0	0.5	0.6	0.7	1.3	17	<b>WRDX-FM</b> Gold	106.5 100kw	17	--	20	16	14	14	70	WSPT Inc.	----	SSS
2.2	0.8	2.1	2.9	1.0	18	<b>WHPE-FM</b> Rel	95.5 100kw	15	--	19	23	22	18	43	Bible Br. Net.	----	----

## DEMOGRAPHIC RANKINGS

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	<b>CTRY</b> ██████████ 26.5 <b>AC</b> ██████████ 13.0 <b>CHR</b> ██████████ 12.9 <b>ROCK</b> ██████████ 7.1 <b>UC</b> ██████████ 6.1 <b>N/T</b> ██████████ 5.2 <b>GOLD/CR</b> ██████████ 5.1 <b>BBND</b> ██████████ 4.2
1 WKRR-FM	1 WTQR-FM	1 WKRR-FM	1 WTQR-FM	1 WTQR-FM	1 WTQR-FM	
2 WJMH-FM	2 WKZL-FM	2 WTQR-FM	2 WKZL-FM	2 WKRR-FM	2 WQMG-FM	
3 WTQR-FM	3 WJMH-FM	3 WJMH-FM	2 WMAG-FM	3 WPCM-FM	3 WMAG-FM	
4 WQMG-FM	4 WQMG-FM	4 WPCM-FM	4 WQMG-FM	3 WMQX-FM	4 WKZL-FM	
5 WKSI-FM	5 WMAG-FM	5 WQMG-FM	5 WJMH-FM	5 WJMH-FM	5 WJMH-FM	
6 WPCM-FM	6 WKRR-FM	6 WKZL-FM	6 WKRR-FM	5 WQMG-FM	6 WPCM-FM	
7 WKZL-FM	7 WKSI-FM	7 WKSI-FM	7 WPCM-FM	7 WKZL-FM	7 WKRR-FM	
8 WNEU-FM	8 WNEU-FM	8 WMQX-FM	8 WKSI-FM	8 WSJS-AM	8 WMQX-FM	
9 WQMG-AM	9 WPCM-FM	9 WNEU-FM	9 WNEU-FM	9 WNEU-FM	9 WKSI-FM	
10 WMAG-FM	10 WWWB-FM	10 WSJS-FM	10 WMQX-FM	10 WFMX-FM	10 WNEU-FM	

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12+ POPULATION: 915,300 (Black: 38.7%; Hispanic: N/A)

SPRING '83	SUMMER '83	FALL '83	WINTER '84	SPRING '84	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
11.3	11.6	12.7	12.6	12.2	1	1	<b>WHRK-FM</b> UC	97.1 100kw	1	1	1	1	3	9	93	US Radio	NBC	MCG
9.5	9.4	9.8	8.4	8.1	2	2	<b>WGKX-FM</b> Ctry	105.9 100kw	3	6	8	7	5	2	75	Barnstable	---	KATZ
7.4	7.9	8.5	6.5	7.7	3	3	<b>KJMS-FM</b> UC	101.1 100kw	2	2	3	3	7	10	69	Dee River	NBC	K&P
9.5	8.4	3.4	6.9	7.7	3	3	<b>WDIA-AM</b> UAC	1070 50(5)kw	5	8	9	4	1	1	85	US Radio	CBS	MCG
8.8	8.9	9.1	7.4	7.5	5	5	<b>WEGR-FM</b> Rock	102.7 100kw	6	11	2	2	2	8	85	Radio Equity	UNIS	MCG
8.5	7.4	6.6	7.3	6.6	6	6	<b>WMC-FM</b> Hot AC	99.7 290kw	4	3	4	5	5	5	69	Ellis Com.	SOU	BAN
6.6	6.2	6.8	6.9	6.1	7	7	<b>WRVR-FM</b> AC	104.5 100kw	7	--	7	6	4	3	73	Keymarket	---	MMR
4.7	6.4	5.6	6.8	5.7	8	8	<b>WMC-AM</b> N/T	790 5kw	8	--	15	12	10	4	73	Ellis Com.	ABC	BAN
4.9	5.9	4.3	4.9	5.0	9	9	<b>WLOK-AM</b> UAC	1340 1kw	11	7	12	11	11	7	84	Gilliam	AURN	K&P
5.4	4.1	4.9	4.9	4.5	10	10	<b>WOGY-FM</b> Ctry	94.1 50kw	10	5	5	8	9	11	69	Keymarket	UNIS	MMR
2.5	3.0	2.5	3.6	4.0	11	11	<b>WYKL-FM</b> Gold	98.1 100kw	9	12	10	9	8	6	57	Barnstable	ABC	KATZ
0.0	0.0	0.0	2.1	3.5	12	12	<b>WRXQ-FM</b> Alt	95.7 6kw	13	4	6	10	14	22	87	Radio Equity	---	MCG
2.2	1.5	2.6	2.1	2.1	13	13	<b>KFTH-FM</b> UAC	107.1 3kw	12	9	11	13	12	15	49	Willis	AURN	---
1.7	1.2	0.8	1.3	1.7	14	14	<b>WBBP-AM</b> Rel	1480 5(1)kw	17	--	13	14	13	14	82	Bountiful Blessing	---	---
1.4	1.4	1.7	1.6	1.6	15	15	<b>WCRV-AM</b> Rel	640 50(5)kw	14	--	14	16	16	16	59	Bott	---	---
0.2	0.2	0.5	1.8	1.5	16	16	<b>WJCE-AM</b> UG	680 10(5)kw	16	--	16	15	15	12	64	Keymarket	ABC	MMR
2.0	0.8	1.1	1.7	1.5	17	17	<b>WPLX-AM</b> Nost	1170 1kw	18	--	--	22	21	13	131	Pollack Br.	UNIS	---
2.0	2.8	1.6	1.0	1.0	18	18	<b>WREC-AM</b> BBnd	600 5kw	15	--	--	18	20	17	37	Radio Equity	CBS	MCG

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Continued on Page 88

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12+ POPULATION: 888,100 (Black & Hispanic: N/A)

ROCHESTER

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	METRO RANK 12+ POP	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.1	12.0	13.4	14.1	11.4	1	<b>WBEE-FM</b> Ctry	92.5 50kw	4	4	3	2	2	2	86	Heritage Media	UNIS	KATZ
16.0	12.9	10.9	11.6	11.2	2	<b>WCMF-FM</b> Rock	96.5 50kw	1	2	1	1	1	6	78	Amer. Radio Sys.	---	TOR
13.1	13.0	12.8	11.6	10.8	3	<b>WHAM-AM</b> N/T	1180 50kw	2	9	10	6	4	1	77	Lincoln Group	CBS	MCG
8.6	8.8	9.0	8.4	8.5	4	<b>WPXY-FM</b> CHR	97.9 50kw	3	1	2	3	7	10	62	Pyramid Com.	---	CHR
7.5	6.6	6.6	6.9	7.5	5	<b>WRMM-FM</b> AC	101.3 27kw	5	8	5	4	3	3	65	Amer. Radio Sys.	---	TOR
5.2	6.0	4.2	4.6	6.1	6	<b>WKLX-FM</b> Gold	98.9 37kw	6	5	9	5	5	4	58	Heritage Media	---	KATZ
6.2	6.6	5.9	6.6	4.9	7	<b>WVOR-FM</b> AC	100.5 50kw	7	7	8	7	6	5	57	Lincoln Group	---	MCG
5.9	5.6	5.6	4.8	4.6	8	<b>WDKX-FM</b> UC	103.9 8kw	10	3	7	9	9	7	98	Monroe	---	WRS
2.1	2.3	2.7	2.8	3.9	9	<b>WMAX-FM</b> Prog	106.7 3.5kw	9	11	4	8	8	8	75	Silver Br.	---	EAST
3.1	4.4	4.7	3.1	3.6	10	<b>WBFF-AM</b> Nost	950 1kw	11	--	16	17	15	9	80	Heritage Media	CNN	KATZ
2.8	2.3	3.3	1.9	2.8	11	<b>WRQI-FM</b> Rock	95.1 50kw	8	12	6	10	10	14	45	Great Lakes	---	D&R
0.6	0.8	1.4	1.4	1.3	12	<b>WJZR-FM</b> NAC	105.9 3kw	12	--	13	11	11	11	59	North Coast	AP	---
0.9	0.0	0.7	0.5	1.0	13	<b>WNUC-FM</b> Ctry	107.7 11.5kw	14	10	20	13	12	12	76	Casciani Com.	UNIS	---

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WCMF-FM	1 WPXY-FM	1 WCMF-FM	1 WBEE-FM	1 WCMF-FM	1 WBEE-FM	ROCK 14.0
2 WRQI-FM	2 WCMF-FM	2 WBEE-FM	2 WPXY-FM	2 WHAM-AM	2 WRMM-FM	AC 12.4
3 WPXY-FM	3 WBEE-FM	3 WHAM-AM	3 WCMF-FM	3 WBEE-FM	3 WVOR-FM	CTRY 12.4
4 WBEE-FM	4 WRMM-FM	4 WMAX-FM	4 WRMM-FM	4 WKLX-FM	4 WCMF-FM	N/T 10.8
4 WMAX-FM	5 WVOR-FM	5 WKLX-FM	5 WVOR-FM	5 WRMM-FM	4 WKLX-FM	CHR 8.5
6 WDKX-FM	6 WMAX-FM	5 WRQI-FM	6 WKLX-FM	6 WRQI-FM	6 WPXY-FM	GOLD/CR 6.1
7 WHAM-AM	7 WDKX-FM	7 WPXY-FM	7 WDKX-FM	7 WMAX-FM	7 WHAM-AM	UC 4.6
8 WRMM-FM	8 WKLX-FM	8 WRMM-FM	8 WMAX-FM	8 WDKX-FM	8 WDKX-FM	PROG 3.9
9 WKLX-FM	9 WRQI-FM	9 WDKX-FM	9 WHAM-AM	9 WVOR-FM	9 WMAX-FM	BBND 3.6
10 WVOR-FM	10 WHAM-AM	10 WVOR-FM	10 WRQI-FM	10 WPXY-FM	10 WNUC-FM	NAC 1.3

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RANTEL. RESEARCH THAT MOVES THE NEEDLE!



12+ POPULATION: 864,000 (Black: 14.7%; Hispanic: N/A)

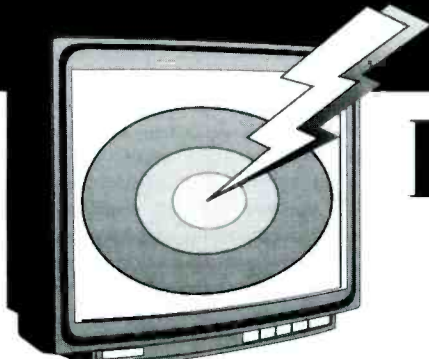
SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
15.6	13.9	18.4	14.7	18.6	1	<b>WSIX-FM</b> Ctry	97.9 100kw	1	5	1	1	1	1	106	SFX	ABC	MCG
13.0	12.7	11.3	14.0	10.6	2	<b>WSM-FM</b> Ctry	95.5 100kw	2	4	6	2	2	2	78	Gaylord	---	CHR
7.3	8.9	7.3	8.2	8.6	3	<b>WQQK-FM</b> UC	92.1 3kw	6	2	2	3	4	7	107	Phoenix	---	TOR
4.6	3.6	3.8	4.4	6.3	4	<b>WGFX-FM</b> Gold	104.5 49kw	4	13	4	4	3	6	60	Dick Br.	SOU	KATZ
5.2	5.7	5.4	7.9	6.0	5	<b>WYHY-FM*</b> CHR	107.5 58kw	3	1	5	6	10	13	52	Legacy Br. Part	---	EAST
4.4	4.7	5.3	4.9	5.7	6	<b>WJXA-FM*</b> AC	92.9 97kw	7	8	9	8	5	3	72	South Central	---	D&R
8.1	6.8	5.8	6.0	5.6	7	<b>WKDF-FM</b> Rock	103.3 100kw	8	3	3	5	7	15	73	Dick Br.	ABC	KATZ
5.5	6.1	5.9	5.5	5.3	8	<b>WLAC-FM</b> AC	105.9 100kw	5	7	7	7	6	4	58	Keymarket	---	BAN
4.7	4.7	2.8	3.4	3.8	9	<b>WRMX-FM</b> Gold	96.3 100kw	9	6	10	9	8	5	66	South Central	---	---
3.5	3.9	3.6	4.4	3.7	10	<b>WLAC-AM</b> NIT	1510 50kw	10	--	12	10	9	8	72	Keymarket	CBS	BAN
1.2	1.4	0.7	1.4	2.2	11	<b>WAMB-A/F</b> BBnd	1160/106.7 50(1)kw/75w	17	--	20	19	18	9	98	Great Southern Br.	MBS	ROS
1.7	1.3	2.0	2.0	2.2	11	<b>WBVR-FM</b> Ctry	101.1 47kw	12	12	11	12	12	10	52	Target	ABC	---
3.1	2.4	3.3	3.0	2.2	11	<b>WSM-AM</b> Ctry	650 50kw	11	--	--	16	15	12	52	Gaylord	NBC	CHR
1.7	2.4	2.7	1.6	2.1	14	<b>WVOL-AM</b> UG	1470 5(1)kw	15	9	14	14	14	13	74	Phoenix	SMN	MMR
1.8	3.2	3.5	2.3	2.0	15	<b>WRLT-FM</b> Prog	100.1 2kw	13	--	8	10	11	16	55	GMX	ABC	---
0.9	1.2	1.8	1.5	1.7	16	<b>WWTN-FM</b> NIT	99.7 100kw	16	--	12	13	13	14	68	Amer. Gen. Media	MBS	MCG
1.9	1.6	2.0	0.4	1.0	17	<b>WMDB-AM</b> UC	800 2.5kw	19	11	17	17	17	17	60	Bobb	---	---

\*Under an LMA with SFX. \*\*Was WZEX until May.

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# #42

## HARTFORD-NEW BRITAIN-MIDDLETOWN

HARTFORD

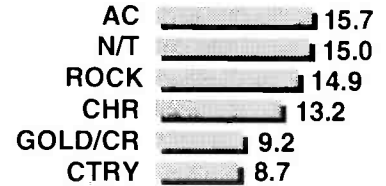
Continued from Page 83

12+ POPULATION: 968,200 (Black & Hispanic: N/A)

### DEMOGRAPHIC RANKINGS

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WCCC-A/F	1 WKSS-FM	1 WHCN-FM	1 WRCH-FM	1 WHCN-FM	1 WRCH-FM
2 WHCN-FM	2 WTIC-FM	2 WCCC-A/F	2 WKSS-FM	2 WWYZ-FM	2 WWYZ-FM
3 WPLR-FM	3 WRCH-FM	3 WDRC-FM	3 WTIC-FM	3 WDRC-FM	3 WDRC-FM
4 WTIC-FM	4 WZMX-FM	4 WWYZ-FM	4 WWYZ-FM	4 WTIC-AM	4 WZMX-FM
5 WAQY-FM	5 WWYZ-FM	5 WTIC-FM	5 WZMX-FM	5 WCCC-A/F	5 WKSS-FM
6 WRCH-FM	6 WHCN-FM	6 WRCH-FM	6 WDRC-FM	6 WRCH-FM	6 WTIC-FM
7 WKSS-FM	7 WYSR-FM	7 WAQY-FM	7 WYSR-FM	7 WFAN-AM	7 WYSR-FM
8 WWYZ-FM	8 WCCC-A/F	8 WPLR-FM	8 WHCN-FM	8 WAQY-FM	8 WTIC-AM
9 WZMX-FM	9 WAQY-FM	9 WTIC-AM	9 WCCC-A/F	8 WPLR-FM	9 WHCN-FM
10 WFAN-AM	10 WPLR-FM	10 WFAN-AM	10 WTIC-AM	10 WTIC-FM	10 WCCC-A/F



# #44

## MEMPHIS

MEMPHIS

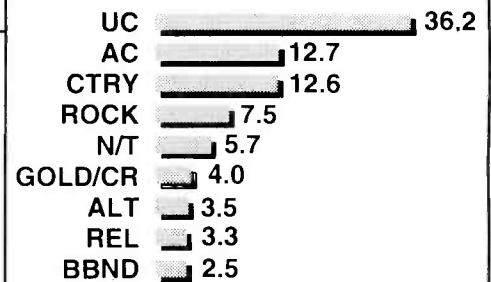
Continued from Page 85

12+ POPULATION: 915,300 (Black: 38.7%; Hispanic: N/A)

### DEMOGRAPHIC RANKINGS

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WEGR-FM	1 WHRK-FM	1 WEGR-FM	1 WHRK-FM	1 WEGR-FM	1 WDIA-AM
2 WHRK-FM	2 KJMS-FM	2 WHRK-FM	2 WMC-FM	2 WDIA-AM	2 WHRK-FM
3 KJMS-FM	3 WEGR-FM	3 KJMS-FM	3 WDIA-AM	3 WHRK-FM	3 WMC-FM
4 WOGY-FM	4 WMC-FM	4 WDIA-AM	4 WEGR-FM	4 WGKX-FM	3 WRVR-FM
5 WRXQ-FM	5 WRVR-FM	5 WOGY-FM	5 KJMS-FM	4 WRVR-FM	5 WGKX-FM
5 WYKL-FM	6 WRXQ-FM	6 WMC-FM	6 WRVR-FM	6 WMC-FM	6 WEGR-FM
7 WMC-FM	7 WGKX-FM	7 WGKX-FM	7 WGKX-FM	7 KJMS-FM	7 KJMS-FM
8 WGKX-FM	8 WDIA-AM	8 WRVR-FM	8 WYKL-FM	7 WMC-AM	8 WLOK-AM
9 WRVR-FM	9 WOGY-FM	9 WYKL-FM	9 WLOK-AM	7 WOGY-FM	8 WYKL-FM
10 WDIA-AM	10 WLOK-AM	10 WMC-AM	10 WOGY-FM	7 WYKL-FM	10 WOGY-FM



# #46

## NASHVILLE

NASHVILLE

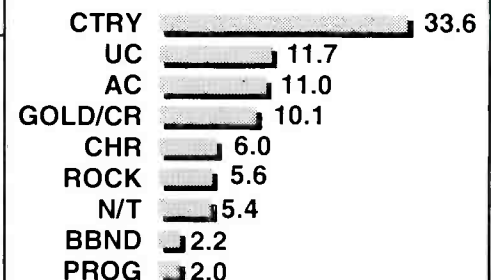
Continued from Page 87

12+ POPULATION: 864,000 (Black: 14.7%; Hispanic: N/A)

### DEMOGRAPHIC RANKINGS

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WSIX-FM	1 WSIX-FM	1 WSIX-FM	1 WSIX-FM	1 WSIX-FM	1 WSIX-FM
2 WKDF-FM	2 WQKQ-FM	2 WGFY-FM	2 WSM-FM	2 WGFY-FM	2 WSM-FM
3 WGFY-FM	3 WSM-FM	3 WKDF-FM	3 WQKQ-FM	3 WSM-FM	3 WQKQ-FM
4 WQKQ-FM	4 WGFY-FM	4 WQKQ-FM	4 WLAC-FM	4 WKDF-FM	4 WJXA-FM
4 WYHY-FM	4 WYHY-FM	4 WSM-FM	5 WGFY-FM	5 WLAC-AM	5 WLAC-FM
6 WSM-FM	6 WKDF-FM	6 WYHY-FM	5 WJXA-FM	6 WQKQ-FM	6 WGFY-FM
7 WRMX-FM	7 WLAC-FM	7 WLAC-AM	7 WYHY-FM	7 WRMX-FM	7 WRMX-FM
8 WLAC-AM	8 WJXA-FM	8 WRMX-FM	8 WKDF-FM	7 WWTN-FM	8 WYHY-FM
8 WWTN-FM	8 WRLT-FM	9 WWTN-FM	9 WRLT-FM	9 WLAC-FM	9 WKDF-FM
10 WBVR-FM	10 WBVR-FM	10 WLAC-FM	10 WRMX-FM	10 WBVR-FM	10 WRLT-FM





12+ POPULATION: 862,300 (Black & Hispanic: N/A)

SPRING '93	FALL '93	SPRING '94	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	AVG MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
5.4	4.9	5.7	1	WABC-AM Talk	770 50kw	7	19	14	17	17	14	105	Cap Cities/ABC	ABC	BAN
3.7	2.7	4.8	2	WJLK-FM/WQNJ AC	94.3/98.5 3kw/6kw	5	8	8	4	1	1	84	D&F Br.	UNIS	KATZ
2.8	5.6	4.5	3	WOR-AM Talk	710 50kw	11	--	31	27	22	14	96	Buckley	ABC	MCG
5.7	5.0	4.4	4	WADB-FM BIEZ	95.9 4kw	14	--	--	30	24	8	105	Seawood Br.	UPI	---
4.4	5.6	4.3	5	WPLJ-FM Hot AC	95.5 6.7kw	1	5	1	1	2	17	50	Cap Cities/ABC	ABC	KATZ
6.0	5.8	4.3	5	WXRK-FM CR	92.3 7.6kw	2	6	2	1	3	11	59	Infinity	ABC	TOR
5.7	3.3	4.1	7	WOBM-FM AC	92.7 1.4kw	9	16	13	10	6	2	79	North Shore	---	KATZ
2.3	4.1	4.0	8	WYNY-FM Ctry	103.5 6.7kw	15	14	10	13	10	5	98	Br. Partners	NBC	D&R
3.3	3.9	3.8	9	WFAN-AM Sports	660 50kw	4	15	6	6	5	6	63	Infinity	NBC	EAST
3.4	3.8	3.8	9	WKXW-FM Talk	101.5 19kw	3	20	9	7	8	3	56	Press Br.	AP	MCG
3.5	5.0	3.8	9	WNEW-FM Rock	102.7 7.8kw	6	12	3	3	4	10	70	Group W	UNIS	G/W
2.0	1.8	3.3	9	WZVU-FM Gold	107.1 2.3kw	12	18	17	5	7	4	77	Mammoth	---	D&R
2.0	1.7	2.8	13	WCBS-FM Gold	101.1 6.8kw	19	--	18	9	9	7	80	CBS	CBS	CBS
1.5	2.3	2.8	13	WOBM-AM Ctry	1160 5(8.9)kw	24	--	--	36	32	20	124	North Shore	UNIS	KATZ
4.7	1.8	2.8	13	WPAT-FM AC	93.1 5.4kw	18	--	26	23	18	9	79	Park	---	MMR
1.0	1.3	2.6	16	WAXQ-FM* Rock	104.3 7.8kw	16	11	4	8	13	23	66	GAF	UNIS	MMR
2.2	3.1	2.6	16	WHTZ-FM CHR	100.3 7.8kw	8	1	7	14	19	26	51	Shamrock Br.	---	CHR
2.3	2.4	2.5	18	WJRZ-FM AC	100.1 1.6kw	13	7	11	11	12	15	60	Jersey Shore	---	D&R
1.0	2.3	2.4	19	WRDR-FM Nost	104.9 10kw	29	--	32	35	35	21	147	Rodio Radio Inc.	AP	---
2.4	2.0	2.3	20	WHTG-FM Alt	106.3 3kw	22	4	5	12	15	35	74	WHTG, Inc.	---	BAN
2.5	2.0	2.1	21	WLTW-FM AC	106.7 6kw	17	--	19	18	16	13	53	Viacom	---	KATZ
3.2	3.0	2.0	22	WCBS-AM News	880 50kw	10	--	--	22	21	19	41	CBS	CBS	CBS
1.7	1.4	1.9	23	WQCD-FM NAC	101.9 5.3kw	23	--	24	16	11	12	70	Tribune	---	CHR
3.0	1.9	1.9	23	WQHT-FM CHR	97.1 6.7kw	20	2	12	19	25	37	57	Emmis	---	MMR
1.6	1.7	1.8	25	WMXV-FM AC	105.1 7.8kw	21	13	15	15	14	18	57	Bonneville Int.	---	MCG
1.4	1.6	1.5	26	WRKS-FM UC	98.7 7.8kw	27	3	16	20	22	28	72	Summit	SOU	D&R
1.4	1.8	1.2	27	WMMR-FM Rock	93.3 18kw	26	17	20	21	20	22	53	Group W	UNIS	G/W

\*Was WNCN (Clas) until January.

Continued on Page 92

12+ POPULATION: 838,400 (Black: 12.5%; Hispanic: N/A)

DAYTON

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.5	11.7	13.1	13.7	13.6	1	<b>WHKO-FM</b> Ctry	99.1 50kw	1	3	2	1	1	1	68	Cox Enterprises	----	D&R
7.1	7.8	7.0	8.4	8.9	2	<b>WTUE-FM</b> Rock	104.7 50kw	4	4	1	2	3	5	78	Amer. Radio Sys.	ABC	EAST
8.1	7.4	7.0	7.1	7.8	3	<b>WMMX-FM</b> AC	107.7 50kw	3	16	3	3	2	4	68	Amer. Radio Sys.	----	EAST
5.2	5.7	5.9	4.7	7.4	4	<b>WLQT-FM</b> AC	99.9 50kw	5	14	7	4	4	2	71	Regent Com.	----	KATZ
5.7	6.4	6.6	6.2	6.7	5	<b>WHIO-AM</b> Talk	1290 5kw	6	--	11	9	6	3	69	Cox Enterprises	AP	D&R
8.8	7.1	7.3	6.5	6.4	6	<b>WROU-FM</b> UC	92.1 .89kw	9	2	4	5	5	7	101	Hawes-Saunders	----	K&P
7.1	7.1	7.6	7.4	5.4	7	<b>WGTZ-FM</b> CHR	92.9 40kw	2	1	6	8	9	14	47	Great Trails	UNIS	KATZ
6.0	4.7	4.1	3.8	4.8	8	<b>WLW-AM</b> FS	700 50kw	7	12	8	6	7	6	57	Jacor	ABC	EAST
3.3	3.7	2.4	2.9	3.4	9	<b>WAZU-FM</b> CR	102.9 50kw	8	8	5	7	8	10	48	Osborn	ABC	KATZ
3.6	2.8	2.9	2.6	3.0	10	<b>WPFB-FM</b> Ctry	105.9 34kw	10	7	9	10	10	13	66	Braden Stations	----	----
2.6	2.8	2.3	1.9	2.4	11	<b>WONE-AM</b> Ctry	980 5kw	11	--	14	16	13	11	54	Amer. Radio Sys.	ABC	EAST
2.2	0.9	1.7	1.1	2.3	12	<b>WLSN-FM</b> B/EZ	106.5 50kw	19	--	24	15	15	8	104	Treaty City Br.	----	----
1.2	1.9	1.5	1.6	1.9	13	<b>WFCJ-FM</b> Rel	93.7 40kw	13	10	16	12	11	9	52	Miami Valley	USA	----
2.1	1.1	2.1	3.9	1.5	14	<b>WDAO-AM</b> UC	1210 1kw	18	11	23	17	16	15	60	Stoner	AURN	----
4.8	3.0	4.2	2.9	1.5	14	<b>WYMJ-FM</b> Gold	103.9 1.15kw	12	9	12	13	14	16	38	Tri-City Radio	----	TOR
2.2	2.6	1.2	1.0	1.4	16	<b>WCLR/WZLR</b> Gold	95.7/95.3 50kw/3kw	17	--	22	11	12	12	53	WPTW Radio	UNIS	REG
1.1	1.6	1.1	1.0	1.4	16	<b>WIZE</b> Nost	1340 1kw	21	--	20	24	23	17	77	Staggs Br.	ABC	UNI
0.0	0.0	0.0	2.7	1.3	18	<b>WDOL-FM*</b> Gold	94.5 6kw	15	6	10	14	18	23	46	Regent Com.	----	----
1.3	1.4	2.7	1.6	1.1	19	<b>WKSJ-FM</b> Ctry	101.7 2.05kw	20	5	15	18	19	19	51	United States Br.	----	----
1.8	1.6	1.7	1.2	1.0	20	<b>WPFB-AM</b> Nost	910 1kw	22	--	--	--	24	20	85	Braden Station	SMN	----

\*Was WZJX (At) until mid-May.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WTUE-FM	1 WHKO-FM	1 WTUE-FM	1 WHKO-FM	1 WTUE-FM	1 WHKO-FM	CTRY	19.1
2 WHKO-FM	2 WMMX-FM	2 WHKO-FM	2 WMMX-FM	2 WHKO-FM	2 WMMX-FM	AC	15.2
3 WMMX-FM	2 WROU-FM	3 WLW-AM	3 WLQT-FM	3 WLW-AM	3 WLQT-FM	N/T	11.5
4 WLW-AM	4 WTUE-FM	4 WMMX-FM	4 WROU-FM	4 WMMX-FM	4 WROU-FM	ROCK	8.9
5 WAZU-FM	5 WLQT-FM	5 WAZU-FM	5 WTUE-FM	5 WHIO-AM	5 WTUE-FM	UC	7.9
5 WROU-FM	6 WAZU-FM	6 WROU-FM	6 WGTZ-FM	6 WAZU-FM	6 WHIO-AM	GOLD/CR	7.6
7 WGTZ-FM	6 WGTZ-FM	7 WHIO-AM	7 WHIO-AM	7 WLQT-FM	7 WGTZ-FM	CHR	5.4
8 WDOL-FM	8 WPFB-FM	7 WLQT-FM	7 WPFB-FM	8 WROU-FM	8 WPFB-FM	BBND	2.4
9 WPFB-FM	9 WYMJ-FM	9 WGTZ-FM	9 WAZU-FM	9 WCLR/WZLR	9 WAZU-FM	B/EZ	2.3
9 WLQT-FM	10 WLW-AM	10 WCLR/WZLR	10 WLW-AM	10 WGTZ-FM	10 WFCJ-FM	REL	1.9

12+ POPULATION: 829,300 (Black: 10.4%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.9	8.4	7.7	8.8	8.5	1	WRMF-FM AC	97.9 100kw	1	10	1	1	1	1	80	Fairbanks Com.	---	Blair
7.0	6.0	6.1	7.3	7.5	2	WRLX-FM BIEZ	92.1 7.2kw	5	--	25	25	16	7	101	Fairbanks Com.	---	BAN
7.7	7.0	9.2	7.9	7.3	3	WIRK-FM Ctry	107.9 100kw	6	6	2	2	2	2	100	Price	ABC	D&R
6.9	8.2	7.4	7.2	6.7	4	WEAT-FM AC	104.3 100kw	2	5	7	4	4	3	71	Taylor	---	MMR
5.6	5.8	6.3	5.6	5.0	5	WJNO-AM N/T	1230 1kw	7	--	20	13	7	5	76	Fairbanks Com.	CBS	---
5.2	5.3	5.0	5.6	4.7	6	WKGR-FM CR	98.7 100kw	4	7	4	3	3	6	63	Amaturo	UPI	CHR
2.7	4.2	4.1	4.5	4.0	7	WOVV-FM CHR	95.5 100kw	3	1	5	7	10	17	51	Ardman Br.	SOU	MCG
2.5	2.0	3.0	2.6	3.4	8	WEDR-FM UC	99.1 100kw	12	3	3	5	9	11	86	WEDR, Inc.	CBS	MCG
3.1	3.3	4.3	2.5	3.4	8	WOLL-FM Gold	94.3 6kw	8	13	18	6	5	4	64	Lappin Com.	---	KATZ
1.7	1.8	2.6	1.7	2.8	10	WLYF-FM AC	101.5 100kw	14	--	23	20	14	8	79	Jefferson-Pilot	---	BAN
2.3	2.6	1.9	1.7	2.5	11	WDBF-AM Nost	1490 5.5kw	19	--	--	32	33	23	86	Quality Br.	CBS	---
1.4	2.3	1.2	1.9	2.4	12	WSHE-FM Rock	103.5 100kw	9	14	6	8	8	14	54	TK	---	TOR
0.9	2.3	1.6	2.0	2.1	13	WZTA-FM CR	94.9 100kw	13	--	10	9	6	9	55	Paxson Br.	---	KATZ
1.8	2.4	1.5	3.4	2.1	13	WZZR-FM Rock	92.7 50kw	15	4	8	10	11	26	63	CRB Br.	---	KATZ
1.D8	2.3	2.3	2.5	2.0	15	WBZT-AM N/T	1290 5kw	22	--	--	32	21	18	79	Price	ABC	D&R
1.4	2.8	1.4	1.5	1.9	16	WTMI-FM Cias	93.1 96kw	20	--	--	31	32	22	66	Marlin Br.	---	CMBS
2.5	2.2	1.5	1.4	1.8	17	WIOD-AM N/T	610 10ke	24	--	11	14	13	12	77	Cox Enterprises	MBS	CHRN
1.2	1.4	1.9	1.8	1.8	17	WMXJ-FM Gold	102.7 100kw	16	12	16	11	12	10	58	Pyramid Com.	---	BAN
1.5	1.5	1.9	2.0	1.6	19	WHQT-FM UAC	105.1 100kw	18	10	9	12	17	27	51	Cox Enterprises	---	CHR
1.2	0.9	1.6	1.7	1.5	20	WKIS-FM Ctry	99.9 100kw	17	15	14	15	18	16	47	Sunshine Wireless	UNIS	D&R

WEST PALM BEACH

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# #47

## MONMOUTH-OCEAN, NJ

MONMOUTH, NJ

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12+ POPULATION: 862,300 (Black & Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WXRK-FM	1 WPLJ-FM	1 WXRK-FM	1 WPLJ-FM	1 WFAN-AM	1 WJLKWQNJ	AC 22.4
2 WFAN-AM	2 WNEW-FM	2 WNEW-FM	2 WJLKWQNJ	2 WNEW-FM	2 WPLJ-FM	N/T 19.0
3 WAXQ-FM	3 WHTG-FM	3 WFAN-AM	3 WOBN-FM	3 WXRK-FM	3 WOBN-FM	GOLD/CR 10.4
3 WNEW-FM	4 WJLKWQNJ	4 WAXQ-FM	4 WJRZ-FM	4 WCBS-FM	4 WXRK-FM	ROCK 7.6
5 WPLJ-FM	4 WJRZ-FM	5 WPLJ-FM	5 WNEW-FM	5 WZVU-FM	5 WMXV-FM	CTRY 6.8
6 WHTG-FM	4 WYNY-FM	6 WCBS-FM	5 WXRK-FM	6 WKXW-FM	6 WYNY-FM	CHR 4.7
7 WKXW-FM	7 WAXQ-FM	6 WKXW-FM	7 WMXV-FM	7 WAXQ-FM	6 WZVU-FM	B/EZ 4.4
8 WABC-AM	8 WHTZ-FM	8 WZVU-FM	7 WYNY-FM	8 WJLKWQNJ	8 WQCD-FM	BBND 2.4
9 WHTZ-FM	9 WOBN-FM	9 WJLKWQNJ	7 WZVU-FM	9 WPLJ-FM	9 WJRZ-FM	ALT 2.3
10 WJLKWQNJ	9 WXRK-FM	10 WHTG-FM	10 WHTZ-FM	10 WMMR-FM	10 WLTW-FM	NAC 1.9
						UC 1.5

# #49

## WEST PALM BEACH-BOCA RATON

WEST PALM BEACH

Continued from Page 91

12+ POPULATION: 829,300 (Black: 10.4%; Hispanic: N/A)

SUMMER '93	FALL '93	WINTER '94	SPRING '94	METRO RANK	12+10H	STATION	FREQUENCY	POWER	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
2.2	1.0	1.9	1.3	1.3	21	WPOM-AM	1600	5(2.5)kw	32	11	19	19	20	13	94	WPOM Radio Inc.	---	ROS
2.5	2.7	1.8	1.7	1.3	21	WPOW-FM	96.5	100kw	11	2	12	21	28	34	31	Beasley-Reed	SOU	D&R
1.5	2.3	1.1	1.3	1.2	23	WLVE-FM	93.9	100kw	25	--	15	18	15	15	55	Gilmore	---	KATZ
1.4	1.2	1.4	1.3	1.1	24	WHYI-FM	100.7	100kw	10	17	13	16	23	29	27	Metroplex Com.	---	MCG
0.9	1.2	1.7	1.1	1.1	24	WYFX-AM	1040	25(1.1)kw	29	16	17	17	19	21	63	Beach Br.	AURN	K&P
0.9	0.9	0.8	0.9	1.0	26	WQAM-AM	560	5(1)kw	28	--	27	28	24	19	58	Sunshine Wirless	NBC	---
0.7	0.0	0.5	0.4	1.0	26	WQBA-FM	107.5	95kw	30	--	21	22	21	20	69	Spanish Radio Net.	---	KT-H

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WRMF-FM	1 WRMF-FM	1 WKGR-FM	1 WRMF-FM	1 WIRK-FM	1 WRMF-FM	AC 18.0
2 WKGR-FM	2 WIRK-FM	2 WIRK-FM	2 WIRK-FM	2 WKGR-FM	2 WEAT-FM	GOLD/CR 12.0
3 WIRK-FM	3 WEAT-FM	3 WRMF-FM	3 WEAT-FM	3 WRMF-FM	3 WIRK-FM	N/T 9.8
3 WSHE-FM	4 WEDR-FM	4 WSHE-FM	4 WEDR-FM	4 WZTA-FM	4 WOLL-FM	CTRY 8.8
5 WEDR-FM	5 WOVV-FM	5 WZTA-FM	5 WOLL-FM	5 WSHE-FM	5 WEDR-FM	B/EZ 7.5
6 WZZR-FM	6 WHQT-FM	6 WZZR-FM	6 WKGR-FM	6 WEAT-FM	6 WKGR-FM	UC 7.4
7 WOVV-FM	7 WKGR-FM	7 WEDR-FM	7 WOVV-FM	6 WJNO-AM	7 WLYF-FM	CHR 6.4
8 WIOD-AM	7 WPOW-FM	7 WOVV-FM	8 WHQT-FM	6 WOLL-FM	7 WOVV-FM	ROCK 4.5
9 WZTA-FM	9 WKIS-FM	9 WEAT-FM	9 WMXJ-FM	9 WZZR-FM	9 WMXJ-FM	BBND 2.5
10 WEAT-FM	9 WSHE-FM	10 WOLL-FM	9 WYFX-AM	10 WIOD-AM	10 WJNO-AM	CLAS 1.9
						NAC 1.2
						SPAN 1.0

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12+ POPULATION: 817,600 (Black: 18.5%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.6	11.2	10.7	12.4	12.5	1	WQIK-FM Ctry	99.1 100kw	1	7	4	1	1	1	98	Jacor	ABC	EAST
7.6	6.8	7.9	8.1	8.1	2	WFYV-FM Rock	104.5 100kw	4	4	1	2	4	7	85	OmniAmerica Com.	---	D&R
7.9	6.9	6.6	7.7	8.1	2	WROO-FM Ctry	107.3 100kw	5	6	3	3	3	4	89	Paxson Br.	---	BAN
7.7	7.4	8.1	7.2	7.9	4	WAPE-FM CHR	95.1 100kw	2	1	2	4	5	6	66	OmniAmerica Com.	---	D&R
8.5	7.0	6.8	7.7	7.9	4	WEJZ-FM AC	96.1 100kw	3	9	9	5	2	2	81	Renda	---	KATZ
4.2	5.7	5.9	4.8	5.0	6	WKQL-FM Gold	96.9 100kw	6	11	10	6	6	3	65	Prism Radio	AP	MCG
3.5	2.4	2.5	2.1	4.5	7	WJBT-FM UC	92.7 6kw	9	3	5	8	8	13	79	UNC Media	CBS	K&P
4.7	4.5	4.3	4.9	4.4	8	WIVY-FM AC	102.9 98kw	7	--	7	7	7	9	64	Taylor	---	MMR
5.0	5.0	6.8	5.5	4.4	8	WOKV-AM N/T	690 50(10)kw	11	--	12	12	10	5	86	Prism Radio	ABC	MCG
7.8	0.6	8.0	7.1	4.2	10	WHJX-FM CHR	101.5 100kw	8	1	6	9	12	16	64	Eagle	---	CHR
1.2	3.0	1.7	2.6	2.9	11	WSVE-AM Rel	1280 5kw	13	--	13	11	9	8	116	Darrell Spawn	AURN	REP
3.1	2.9	3.8	3.6	2.5	12	WAIA-FM* Rock	93.3 50kw	10	--	8	10	11	11	45	Paxson Br.	---	BAN
1.3	2.4	1.2	1.1	1.4	13	WZAZ-AM UG	1400 1kw	14	--	15	13	13	10	59	Paxson Br.	CBS	K&P
1.5	1.8	2.0	1.2	1.3	14	WCGL-AM Rel	1360 5kw	16	--	18	16	15	12	60	JBD Com.	AURN	K&P
0.4	0.7	0.6	0.9	1.3	14	WFKS-FM CHR	99.9 100kw	15	5	14	15	17	23	55	Osborne Com.	ABC	---
1.2	1.5	0.7	1.3	1.1	16	WSTF-FM** Gold	97.9 50kw	12	--	11	14	14	18	39	Todd Com.	---	BAN

\*Switched to Progressive in July. \*\*Under a Sales LMA with Paxson Broadcasting.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WFYV-FM	1 WAPE-FM	1 WFYV-FM	1 WQIK-FM	1 WFYV-FM	1 WEJZ-FM		
2 WROO-FM	2 WQIK-FM	2 WQIK-FM	2 WAPE-FM	1 WQIK-FM	2 WQIK-FM		
3 WAPE-FM	3 WIVY-FM	3 WROO-FM	3 WEJZ-FM	3 WROO-FM	3 WIVY-FM		
4 WJBT-FM	4 WROO-FM	4 WAPE-FM	4 WROO-FM	4 WKQL-FM	3 WROO-FM		
5 WHJX-FM	5 WJBT-FM	5 WKQL-FM	5 WIVY-FM	5 WAPE-FM	5 WAPE-FM		
5 WQIK-FM	6 WEJZ-FM	6 WAIA-FM	6 WKQL-FM	6 WEJZ-FM	6 WKQL-FM		
7 WAIA-FM	6 WFYV-FM	6 WJBT-FM	7 WFYV-FM	7 WOKV-AM	7 WSVE-AM		
8 WIVY-FM	8 WHJX-FM	8 WEJZ-FM	8 WJBT-FM	8 WAIA-FM	8 WFYV-FM		
9 WKQL-FM	9 WKQL-FM	9 WHJX-FM	9 WSVE-AM	9 WIVY-FM	9 WJBT-FM		
10 WEJZ-FM	10 WAIA-FM	10 WIVY-FM	10 WHJX-FM	10 WJBT-FM	10 WZAZ-AM		

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# #51

# OKLAHOMA CITY

OKLAHOMA CITY

12+ POPULATION: 811,400 (Black: 10.2%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
16.4	15.4	15.5	14.1	13.8	1	<b>KXXY-A/F</b> Ctry	1340/96.1 1kw/98kw	1	3	1	1	1	1	90	Radio Equity	---	MCG
8.0	9.1	7.9	8.8	8.8	2	<b>KJYO-FM</b> CHR	102.7 98kw	2	1	3	2	6	7	65	Clear Channel	---	CHR
6.5	5.3	4.9	5.8	7.3	3	<b>KMGL-FM</b> AC	104.1 99kw	5	6	4	6	4	3	73	Renda	---	EAST
8.5	10.5	10.2	6.8	7.0	4	<b>KEBC-FM</b> Ctry	94.7 100kw	3	5	6	9	5	4	59	Independence	ABC	BAN
2.2	2.6	3.9	4.5	7.0	4	<b>KOMA-FM</b> Gold	92.5 100kw	9	10	12	14	13	12	82	Diamond Br.	CBS	---
6.9	8.3	7.1	7.3	6.7	6	<b>KRXO-FM</b> CR	107.7 99kw	6	8	4	2	2	6	75	Diamond Br.	---	---
7.8	9.4	8.9	8.4	6.6	7	<b>KTOK-AM</b> NIT	1000 5kw	4	--	11	12	8	5	66	Clear Channel	ABC	CHR
7.4	7.7	6.7	6.9	6.0	8	<b>KATT-FM</b> Rock	100.5 97kw	8	3	2	5	7	11	69	KATT Inc.	SOU	BAN
5.8	6.1	4.5	5.5	5.9	9	<b>KVSP-AM</b> UC	1140 1kw	12	2	5	7	12	13	141	Perry	AURN	---
3.4	2.7	3.7	3.9	4.1	10	<b>KTST-FM</b> Ctry	101.9 9kw	10	7	8	10	10	8	68	Radio Equity	---	MCG
4.6	3.1	4.5	4.5	4.1	10	<b>KYIS-FM</b> Hof AC	98.9 100kw	7	9	7	9	9	9	47	Desert Com.	AP	D&R

# #52

# LOUISVILLE

LOUISVILLE

12+ POPULATION: 810,900 (Black: 12.5%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
18.0	17.3	19.1	16.7	17.0	1	<b>WAMZ-FM</b> Ctry	97.5 100kw	1	3	1	1	1	1	94	Clear Channel	---	CHR
13.2	14.5	11.9	17.9	13.1	2	<b>WHAS-AM</b> FS	840 50kw	2	11	10	4	2	2	77	Clear Channel	ABC	CHR
9.9	7.6	7.0	8.6	7.5	3	<b>WDJX-FM</b> CHR	99.7 24kw	3	1	3	2	7	7	62	Region Com.	AP	EAST
5.5	5.0	5.8	4.9	6.5	4	<b>WVEZ-FM</b> AC	106.9 24.5kw	4	5	7	6	4	4	65	Prism Radio	---	MCG
6.9	7.4	6.0	6.0	6.1	5	<b>WGZB-FM</b> UC	96.5 3kw	9	2	5	8	8	5	90	Power Com.	---	MCG
5.9	5.6	5.1	4.1	6.0	6	<b>WRKA-FM</b> Gold	103.1 6kw	6	10	8	5	3	3	71	Capitol Br. Crp.	---	BAN
0.0	5.2	5.5	4.9	5.6	7	<b>WTFX-FM</b> Rock	100.5 38kw	8	4	2	3	9	15	73	Prism Radio	---	MCG
8.8	5.8	5.5	5.3	4.8	8	<b>WQMF-FM</b> CR	95.7 34kw	5	8	4	7	6	8	56	Otting	---	KATZ
3.4	3.9	4.8	4.3	4.5	9	<b>WAVG-AM</b> Gold	970 5kw	11	--	18	18	15	9	94	Radio 970, Inc.	SMN	D&R
4.2	3.7	3.1	4.2	4.1	10	<b>WLRS-FM</b> AC	102.3 3kw	7	7	6	9	5	6	50	Blue River	AP	TOR

12+ POPULATION: 786,000 (Black: 23.3%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.7	9.4	7.0	9.5	7.6	1	<b>WOOK-FM</b> UC	97.5 100kw	4	1	1	2	5	7	81	Mediacomm	ABC	D&R
6.9	6.5	6.5	8.2	7.1	2	<b>WDCG-FM</b> CHR	105.1 100kw	2	2	2	3	6	9	59	Prism Radio	ABC	TOR
7.0	8.5	7.5	8.2	7.1	2	<b>WPTF-AM</b> NIT	680 50kw	5	--	13	10	8	2	77	Curtis Media	ABC	MCG
8.9	7.9	7.3	7.6	6.9	4	<b>WRAL-FM</b> AC	101.5 96kw	1	4	7	4	2	3	53	Capitol Br. Co.	---	KATZ
6.2	10.6	11.6	9.3	6.7	5	<b>WQDR-FM</b> Ctry	94.7 99kw	3	7	6	7	4	4	70	Curtis Media	UNIS	MCG
8.0	6.9	5.4	4.8	6.0	6	<b>WRDU-FM</b> Rock	106.1 100kw	6	9	3	1	3	8	67	HMW Com.	SOU	MMR
5.5	6.1	7.2	5.8	6.0	7	<b>WTRG-FM</b> Gold	100.7 100kw	7	11	10	6	1	1	67	HMW Com.	ABC	D&R
2.4	3.1	2.8	2.5	5.1	8	<b>WKIX-FM</b> Ctry	96.1 100kw	9	3	8	9	9	6	63	Universal	UNIS	CBS
3.6	3.7	2.6	3.4	5.0	9	<b>WZZU-FM</b> CR	93.9 100kw	8	6	4	5	7	12	57	Prism Radio	---	TOR
4.7	5.7	3.4	3.1	4.3	10	<b>WFXC/WFXK</b> UAC	107.1/104.3 2.6kw/100kw	10	13	5	8	10	10	70	Pinnacle Br.	SMN	EAST

RALEIGH-DURHAM

12+ POPULATION: 775,300 (Black: 26.1%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
17.6	17.8	18.6	18.6	18.5	1	<b>WZZK-A/F</b> Ctry	610/104.7 5(1)kw/99kw	1	2	1	1	1	1	101	NewCity	---	KATZ
11.1	10.9	10.4	10.6	11.4	2	<b>WENN-FM</b> UC	107.7 100kw	2	1	1	2	2	5	104	Booker T. Wash.	AURN	D&R
8.4	7.6	7.4	7.1	8.0	3	<b>WERC-AM</b> NIT	960 5kw	6	11	8	9	7	4	103	Ameron	ABC	MCG
6.0	6.3	8.1	9.8	8.0	3	<b>WMJJ-FM</b> AC	96.5 100kw	3	5	4	3	3	2	78	Capitol Br. Crp.	CBS	MCG
6.7	5.9	5.9	7.0	5.6	5	<b>WZRR-FM</b> CR	99.5 100kw	5	6	3	4	4	11	66	Dick Br.	SOU	CHR
5.4	5.4	5.7	4.6	5.2	6	<b>WMXQ-FM*</b> Hot AC	94.5 98kw	4	4	6	5	5	8	52	Dick Br.	---	CHR
4.1	3.4	4.3	5.0	4.8	7	<b>WATV-AM</b> UG	900 50(5)kw	10	16	13	10	8	3	97	Birmingham Ebony	ABC	BAN
3.9	3.4	2.5	3.0	4.6	8	<b>WTUG-FM</b> UC	92.9 10kw	8	3	7	7	12	14	84	Radio South, Inc.	AURN	EAST
7.7	5.3	4.9	4.6	3.8	9	<b>WODL-FM</b> Gold	106.9 99kw	7	15	12	8	6	6	60	NewCity	ABC	KATZ
2.2	4.3	4.1	3.9	3.5	10	<b>WAGG-AM</b> Rel	1320 5kw	11	9	10	12	9	7	84	Booker T. Wash.	AURN	D&R

\*Was WAPI-FM (CHR) until mid-April.

BIRMINGHAM

# #55

## SAN DIEGO NORTH COUNTY

SAN DIEGO

12+ POPULATION: 762,900 (Black: N/A; Hispanic: 17.4%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	METRO RANK 12+ ADJ	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
4.6	7.4	6.3	5.5	6.9	1	<b>KFI-AM</b> Talk	640 50kw	2	--	7	5	1	1	89	Cox Enterprises	MBS	CHR
4.2	2.8	4.6	6.6	6.9	1	<b>KJQY-FM</b> AC	103.7 36kw	6	--	6	2	2	2	107	Command	---	MMR
6.8	3.5	3.4	6.2	5.6	3	<b>KIOZ-FM</b> Rock	102.1 9.5kw	3	1	1	1	4	19	78	Par	---	TOR
5.9	4.0	5.1	5.4	4.3	4	<b>KKLQ-FM</b> CHR	106.5 50kw	1	3	2	4	9	20	48	Par	---	TOR
3.5	4.4	3.5	4.2	3.8	5	<b>KYXY-FM</b> AC	96.5 41kw	4	9	5	7	6	9	56	Parker	---	D&R
2.9	2.6	2.9	3.3	3.6	6	<b>KCLX-FM</b> CR	102.9 32kw	12	--	4	3	3	11	68	Gannett Radio	ABC	G/W
3.5	3.9	4.2	3.2	3.6	6	<b>KSDO-AM</b> NIT	1130 10kw	13	--	30	23	19	7	70	Gannett Radio	ABC	G/W
4.0	5.2	5.0	3.2	3.6	6	<b>KSON-A/F</b> Ctry	1240/97.3 1kw/50kw	14	5	11	8	5	5	73	Jefferson-Pilot	---	BAN
2.9	4.1	3.0	3.3	3.5	9	<b>KFMB-AM</b> FS	760 5(50)kw	8	--	28	18	14	6	59	Midwest TV	CBS	MCG
3.2	1.2	2.3	2.6	3.5	9	<b>KOWF-FM</b> Ctry	92.1 3kw	20	--	17	9	10	4	89	Astor	---	---

# #56

## AUSTIN

AUSTIN

12+ POPULATION: 759,000 (Black: N/A; Hispanic: 20.0%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	METRO RANK 12+ ADJ	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
13.5	11.5	15.5	12.8	15.9	1	<b>KASE-FM</b> Ctry	100.7 100kw	1	2	1	1	1	1	107	KVET Br.	---	KATZ
9.9	9.5	9.1	11.0	10.1	2	<b>KHFI-FM</b> CHR	96.7 100kw	2	1	2	2	3	9	77	Clear Channel	---	CHR
6.7	6.9	6.8	7.8	7.5	3	<b>KLBJ-AM</b> NIT	590 5(1)kw	5	--	9	7	4	3	85	LBJ Company	CBS	EAST
6.2	7.4	6.4	6.5	6.3	4	<b>KKMJ-FM</b> AC	95.5 100kw	4	13	8	4	2	2	71	Amaturo Group	---	MMR
4.8	5.3	7.2	6.6	6.1	5	<b>KVET-FM*</b> Ctry	98.1 100kw	6	8	5	6	5	4	75	Spur Partners	ABC	KATZ
9.4	5.7	6.2	5.6	5.9	6	<b>KLBJ-FM</b> Rock	93.7 100kw	3	3	3	3	8	10	66	LBJ Company	---	EAST
5.4	5.8	4.5	4.2	4.6	7	<b>KPEZ-FM</b> Rock	102.3 20kw	7	11	4	5	6	8	63	Clear Channel	---	CHR
3.7	4.2	3.5	3.5	3.7	8	<b>KGSR-FM</b> Prog	107.1 46kw	11	--	10	8	7	5	73	Beasley	---	D&R
3.2	2.5	4.1	2.6	3.5	9	<b>KFGI-FM**</b> Gold	94.7 97kw	9	7	13	10	9	6	58	New Thinking	UNIS	MMR
4.8	4.5	3.7	3.6	3.2	10	<b>KEYI-FM</b> AC	103.5 100kw	8	10	7	9	10	7	49	Degree	---	CHR

\*Under an LMA with KVET Broadcasting. \*\*Under an LMA with Amaturo Group.



12+ POPULATION: 752,800 (Black: 28.5%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	METRO RANK 12+ ADJ.	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.4	13.0	12.1	11.2	12.0	1	<b>WRVA-AM</b> <i>Talk</i>	1140 50kw	1	--	11	9	6	1	87	Clear Channel	CBS	MCG
10.8	9.1	9.8	11.0	11.4	2	<b>WKHK-FM</b> <i>Ctry</i>	95.3 13kw	2	4	2	2	1	2	90	ABS Com.	UNIS	BAN
10.9	11.0	13.0	11.3	10.4	3	<b>WCDX-FM</b> <i>UC</i>	92.7 2.35kw	4	2	1	1	2	5	107	Sinclair Com.	---	MMR
7.8	7.4	7.7	8.1	8.2	4	<b>WPLZ-FM</b> <i>UC</i>	99.3 3kw	5	3	4	3	4	4	86	Sinclair Com.	UNIS	MMR
6.9	5.3	6.1	7.0	6.8	5	<b>WTVR-FM</b> <i>AC</i>	98.1 50kw	6	--	8	8	5	3	73	Park	ABC	KATZ
8.3	6.1	7.5	7.0	6.3	6	<b>WRVQ-FM</b> <i>CHR</i>	94.5 200kw	3	1	5	6	10	10	52	Clear Channel	ABC	KATZ
7.1	7.2	6.4	6.6	6.2	7	<b>WRXL-FM</b> <i>Rock</i>	102.1 20kw	8	5	3	4	7	8	77	Capitol Br. Co.	---	KATZ
7.5	8.2	5.8	6.4	6.1	8	<b>WMXB-FM</b> <i>AC</i>	103.7 20kw	7	6	7	5	3	6	66	Liberty Br.	AP	EAST
4.1	5.1	4.8	4.1	4.5	9	<b>WVGO-FM</b> <i>Prog</i>	106.5 7.6kw	10	--	6	7	8	8	74	Benchmark Com.	---	CHR
4.2	4.6	3.0	3.8	3.2	10	<b>WDCK-FM</b> <i>Gold</i>	96.5 50kw	9	7	12	10	9	7	51	Benchmark Com.	UNIS	CHR

RICHMOND

ALBANY-SCHENECTADY-TROY

12+ POPULATION: 739,900 (Black & Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	METRO RANK 12+ ADJ.	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.3	10.3	13.5	11.6	12.9	1	<b>WGNA-A/F</b> <i>Ctry</i>	1460/107.7 5kw/12kw	2	4	1	1	1	1	103	Barnstable Br.	UNIS	KATZ
9.8	11.0	10.8	10.3	10.2	2	<b>WFLY-FM</b> <i>CHR</i>	92.3 17kw	1	1	3	2	3	6	74	Liberty Br.	ABC	TOR
8.9	8.2	8.9	9.6	8.4	3	<b>WGY-AM</b> <i>NIT</i>	810 50kw	4	10	10	9	7	3	72	Dame Media	CBS	EAST
5.8	7.4	6.6	5.8	7.1	4	<b>WYJB-FM</b> <i>AC</i>	95.5 12kw	6	12	8	8	6	2	92	Albany Br.	ABC	TOR
6.7	7.3	6.8	6.9	6.8	5	<b>WPYX-FM</b> <i>Rock</i>	106.5 15.5kw	3	5	2	3	5	8	58	Griffin Group	ABC	MCG
3.3	3.3	3.6	4.9	6.4	6	<b>WRVE-FM*</b> <i>AC</i>	99.5 14.5kw	5	8	5	4	2	5	74	Dame Media	CBS	MMR
6.0	6.6	7.1	6.8	5.9	7	<b>WKLI-FM</b> <i>AC</i>	100.9 6kw	7	3	7	5	4	4	79	Bendat Com.	---	CHR
3.3	4.2	2.5	3.3	4.3	8	<b>WZRQ-FM</b> <i>Rock</i>	102.3 4.1kw	10	2	4	6	10	19	76	D.J. Radio Media	SMN	EAST
5.0	4.4	4.1	4.1	3.6	9	<b>WQBK-FM</b> <i>CR</i>	103.9 6kw	8	11	6	7	8	11	53	WQBK, Inc.	CBS	BAN
1.9	2.0	2.2	3.3	3.2	10	<b>WABY-AM</b> <i>Nost</i>	1400 1kw	13	--	21	22	22	9	97	Bendat Com.	UNIS	CHR

\*Was WGY-FM (Gold) until March.

ALBANY-SCHENECTADY-TROY

# #59

# LAS VEGAS

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12+ POPULATION: 731,300 (Black: 8.6%; Hispanic: 11.1%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
6.0	7.8	8.3	8.3	8.8	1	<b>KJUL-FM</b> <i>Nost</i>	104.3 24.5kw	4	--	16	16	12	1	107	Nevada Radio	UNIS	K&P
8.4	8.6	9.6	7.8	8.7	2	<b>KLUC-FM</b>	98.5 100kw	1	1	1	1	5	12	70	Nationwide	AP	MCG
6.5	9.2	6.8	9.3	6.1	3	<b>KWNR-FM</b> <i>Ctry</i>	95.5 100kw	5	8	4	4	1	4	78	George Tobin	UNIS	BAN
6.8	4.6	6.9	7.4	5.9	4	<b>KMZQ-FM</b> <i>AC</i>	100.5 100kw	2	3	5	5	1	5	70	Commonwealth	----	EAST
3.5	5.6	6.1	4.1	5.6	5	<b>KEDG-FM</b> <i>Alt</i>	103.5 100kw	7	2	2	3	10	18	73	Radiovision	----	TOR
8.1	7.5	6.2	5.9	5.6	5	<b>KFMS-A/F</b> <i>Ctry</i>	1410/101.9 5kw/100kw	10	11	12	10	4	2	83	Broadcast Assoc.	----	KATZ
5.0	4.5	5.3	5.6	5.6	5	<b>KRLV-FM*</b> <i>AC</i>	106.5 100kw	3	10	10	8	3	3	67	Regent	----	----
5.0	3.5	4.8	6.2	5.4	8	<b>KOMP-FM</b> <i>Rock</i>	92.3 100kw	11	7	3	2	7	16	81	Lotus Com.	----	CHR
5.8	4.1	3.5	5.2	5.4	8	<b>KXTZ-FM</b> <i>CHR</i>	94.1 100kw	6	4	7	7	8	6	69	Parker Com.	----	TOR
4.8	4.0	3.2	4.1	4.4	10	<b>KKLZ-FM</b> <i>CR</i>	96.3 100kw	9	12	6	6	6	11	63	Southern Nevada	----	D&R

\* Changed calls only to KSNE

# #60

# HONOLULU

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12+ POPULATION: 727,800 (Black & Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
6.4	6.8	10.1	6.7	9.6	1	<b>KCCN-FM</b> <i>Misc</i>	100.3 100kw	4	3	1	3	3	6	72	Diamondhead Br.	----	BAN
10.8	13.3	13.1	12.9	9.6	1	<b>KSSK-FM</b> <i>AC</i>	92.3 100kw	2	5	6	1	1	1	85	NewTex Com.	----	EAST
8.1	9.3	7.0	8.6	8.8	3	<b>KUMU-A/F</b> <i>B/EZ</i>	1500/94.7 10kw/100kw	7	--	12	9	5	3	101	John Hutton	----	BAN
8.2	7.0	7.0	6.6	8.2	4	<b>KQM-Q-A/F</b> <i>CHR</i>	690/93.1 10kw/54kw	1	2	3	4	8	8	61	Desert Com.	----	KATZ
10.3	8.3	8.5	9.0	8.2	4	<b>KSSK-AM</b> <i>FS</i>	590 7.5kw	6	--	10	8	4	3	92	NewTex Com.	----	EAST
8.7	8.2	9.1	8.1	7.8	6	<b>KIKI-FM</b> <i>CHR</i>	93.9 100kw	3	1	2	5	9	10	95	Henry Br.	----	CHR
0.7	0.5	0.9	2.0	7.5	7	<b>KKLV-FM</b> <i>Gold</i>	98.5 100kw	8	9	4	2	2	5	91	Henry Br.	ABC	----
5.1	3.6	4.4	5.0	6.4	8	<b>KINE-FM</b> <i>Misc</i>	105.1 100kw	9	6	8	7	6	4	80	Diamondhead Br.	----	BAN
7.5	6.3	6.2	6.4	5.4	9	<b>KRTR-FM</b> <i>AC</i>	96.3 75kw	5	11	7	6	7	7	58	Omaha Br.	----	KATZ
1.0	1.0	1.7	2.5	3.2	10	<b>KHVH-AM</b> <i>N/T</i>	830 10kw	14	--	13	13	12	9	78	Henry Br.	ABC	CHR
3.2	5.2	3.0	5.3	3.2	10	<b>KPOI-FM</b> <i>Alt</i>	97.5 80kw	10	8	5	10	11	18	54	Kilohana	----	KATZ

# GREENVILLE-SPARTANBURG

# #61

12+ POPULATION: 681,800 (Black: 16.4%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
18.3	19.2	16.5	18.1	17.5	1	<b>WSSL-AF</b> Ctry	1440/100.5 5kw/100kw	1	2	2	1	1	1	99	SFX	UNIS	MCG
8.0	7.0	12.5	7.2	9.6	2	<b>WROQ-FM</b> AOR	101.1 100kw	4	6	1	2	2	6	103	ABS Com.	ABC	BAN
12.3	11.0	10.3	12.4	9.3	3	<b>WESC-FM</b> Ctry	92.5 100kw	2	5	6	5	4	2	70	Br. Co./Carolina	ABC	BAN
9.9	8.7	9.3	9.1	8.3	4	<b>WMYI-FM</b> AC	102.5 20kw	3	11	4	3	3	3	72	SFX	---	EAST
1.1	1.2	4.4	6.3	7.4	5	<b>WJMZ-FM</b> UC	107.3 100kw	7	1	3	4	7	8	111	HMW Com.	ABC	EAST
4.8	5.6	7.2	6.5	6.5	6	<b>WSPA-FM</b> UC	98.9 100kw	6	7	8	7	6	4	90	Spartan	---	CHR
4.1	4.4	4.8	4.4	5.8	7	<b>WFBC-FM</b> Gold	93.7 100kw	5	9	7	6	5	5	63	Multimedia	ABC	KATZ
6.2	7.4	3.1	2.9	4.4	8	<b>WLWZ/WLYZ</b> UC	103.9/103.3 6kw/2.7kw	9	4	9	8	8	7	89	HMW Com.	AURN	D&R
3.3	3.6	2.6	2.6	3.0	9	<b>WBBO-FM</b> CHR	93.3 92.5kw	8	3	5	9	10	15	58	Rutherford County	---	TOR
4.1	3.3	1.7	2.9	3.0	9	<b>WFBC-AM</b> NIT	1330 5kw	10	12	7	6	9	9	79	Multimedia	NBC	KATZ

GREENVILLE-SPARTANBURG

# WILKES BARRE-SCRANTON

# #62

12+ POPULATION: 634,700 (Black & Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
13.4	14.9	12.6	13.9	11.9	1	<b>WKZR-FM</b> CHR	98.5 8.7kw	1	1	1	1	2	3	70	Keymarket	---	---
6.3	8.0	7.2	8.3	10.0	2	<b>WGGY-FM</b> Ctry	101.3 7kw	2	3	5	3	3	1	98	Keymarket	---	KATZ
5.7	8.0	6.6	8.5	9.5	3	<b>WMGS-FM</b> AC	92.9 5.3kw	3	4	3	2	1	1	95	Susquehanna Radio	---	MCG
8.7	6.2	7.4	6.1	6.3	4	<b>WEZX-FM</b> Rock	106.9 .8kw	4	7	2	4	4	8	90	Shamrock Com.	ABC	CHR
4.6	4.3	3.9	4.5	4.9	5	<b>WARM-AM</b> NIT	590 5kw	5	--	20	20	13	5	84	Susquehanna Radio	NBC	MCG
1.6	2.2	1.4	3.1	4.6	6	<b>WZMT-FM</b> CR	97.9 26kw	8	9	4	5	5	12	92	4M Broadcasting	UNIS	K&PC
4.4	2.3	4.3	4.6	4.1	7	<b>WGBI/WILK</b> NIT	910/980 1(.5)kw/5(1)kw	7	--	18	7	6	4	74	Keymarket	CBS	KATZ
3.3	2.8	3.6	2.5	3.3	8	<b>WEJL-AM</b> Gold	630 .5kw	10	--	--	26	17	6	89	Shamrock Com.	ABC	CHR
2.0	1.9	3.3	2.4	3.0	9	<b>WBHT-FM</b> CHR	97.1 .25kw	6	2	6	6	9	13	52	Susquehanna Radio	---	MCG
3.1	3.3	3.0	3.1	2.8	10	<b>WDLS-FM</b> Ctry	93.7 .75kw	11	6	7	8	8	9	85	Mountain	CBS	D&R

WILKES BARRE-SCRANTON

12+ POPULATION: 633,300 (Black & Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
16.2	14.7	12.7	14.1	13.4	1	1	<b>KWEN-FM</b> <i>Ctry</i>	95.5 96kw	1	3	1	1	1	1	84	NewCity Com.	---	KATZ
12.9	10.0	10.0	10.3	11.5	2	2	<b>KRMG-AM</b> <i>FS</i>	740 50kw	2	--	8	4	4	2	81	NewCity Com.	ABC	KATZ
6.4	9.5	7.0	7.1	8.0	3	3	<b>KBEZ-FM</b> <i>AC</i>	92.9 100kw	5	--	6	3	3	3	78	Renda	---	EAST
6.9	5.8	8.2	7.8	7.8	4	4	<b>KMOD-FM</b> <i>Rock</i>	97.5 96kw	6	6	2	2	2	4	86	Clear Channel	---	CHR
3.5	5.0	5.0	6.4	7.1	5	5	<b>KHTT-FM</b> <i>CHR</i>	106.9 100kw	3	1	5	7	9	9	64	Renda	---	EAST
4.5	5.2	5.2	4.5	5.5	6	6	<b>KRAV-FM</b> <i>AC</i>	96.5 100kw	7	7	4	5	5	7	67	Kravis Co.	UNIS	TOR
4.3	4.9	5.1	4.1	5.4	7	7	<b>KVOO-FM</b> <i>Ctry</i>	98.5 100kw	9	11	10	8	6	5	80	Great Empire Br.	ABC	D&R
6.0	6.7	6.5	5.5	5.3	8	8	<b>KMYZ-FM</b> <i>CHR</i>	104.5 70kw	4	2	3	6	12	17	51	Shamrock Com.	ABC	BAN
5.3	4.5	5.3	4.6	4.0	9	9	<b>KVOO-AM</b> <i>Ctry</i>	1170 50kw	12	--	17	14	11	8	88	Great Empire Br.	ABC	D&R
3.0	3.2	2.1	3.5	3.7	10	10	<b>KCKI-FM</b> <i>Ctry</i>	99.5 100kw	10	5	7	9	8	10	72	Great Empire Br.	---	---

12+ POPULATION: 598,400 (Black & Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
10.9	11.9	11.9	8.9	13.0	1	1	<b>WZZO-FM</b> <i>Rock</i>	95.1 30kw	2	2	1	1	1	5	93	CRB Br.	---	KATZ
10.4	9.3	11.4	15.3	11.6	2	2	<b>WAEB-FM</b> <i>CHR</i>	104.1 50kw	1	1	2	2	3	4	74	CRB Br.	---	KATZ
11.2	11.9	11.8	10.9	9.9	3	3	<b>WLEV-FM</b> <i>AC</i>	96.1 50kw	3	8	3	3	2	1	86	Tele-Media Br.	---	MCG
9.2	10.6	8.3	8.7	9.2	4	4	<b>WFMZ-FM</b> <i>AC</i>	100.7 17kw	5	--	6	5	5	3	95	Maranatha	---	TOR
6.9	7.4	8.4	8.8	7.3	5	5	<b>WODE-FM</b> <i>Gold</i>	99.9 50kw	4	10	4	4	4	2	72	Roth Com.	---	D&R
5.0	6.1	4.3	7.4	6.4	6	6	<b>WAEB-AM</b> <i>NIT</i>	790 3.8(1)kw	6	7	11	8	6	6	85	CRB Br.	MBS	KATZ
4.0	2.3	4.3	2.6	3.5	7	7	<b>WKAP-AM</b> <i>Nost</i>	1320 5(1)kw	8	--	--	40	40	9	91	Holt Corp.	AP	D&R
2.6	2.6	2.2	1.8	2.7	8	8	<b>WXKW-AM</b> <i>Ctry</i>	1470 5kw	11	--	14	23	7	7	93	Holt Corp.	ABC	EAST
2.4	2.7	3.1	3.6	2.5	9	9	<b>WXTU-FM</b> <i>Ctry</i>	92.5 15.5kw	9	4	7	7	9	8	65	Beasley Br.	MBS	D&R
3.1	2.6	3.1	3.2	2.4	10	10	<b>WYSP-FM</b> <i>CR</i>	94.1 16kw	7	--	5	6	8	10	47	Infinity	ABC	TOR

12+ POPULATION: 591,400 (Black: N/A; Hispanic: 23.2%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
19.2	20.1	19.1	17.7	14.4	1	KIIM-FM Ctry	99.5 93kw	1	4	2	1	1	1	101	Rex Br.	----	KATZ
8.1	10.6	9.2	10.7	10.7	2	KKLD-FM AC	94.9 100kw	3	5	4	3	2	2	89	Behan Br.	ABC	MMR
9.3	8.0	8.0	10.5	10.5	3	KLPX-FM Rock	96.1 100kw	5	3	1	2	3	5	93	Lotus	----	CHR
7.4	7.0	6.7	6.4	7.8	4	KRQQ-FM CHR	93.7 91kw	2	1	3	4	6	6	59	Prism Radio	----	BAN
5.7	6.5	8.2	6.9	6.2	5	KNST-AM N/T	790 5(.5)kw	6	--	8	6	5	4	75	Prism Radio	ABC	BAN
6.3	7.9	7.0	5.7	5.8	6	KWFM-FM Gold	92.9 90kw	4	8	7	5	4	3	50	Prism Radio	CBS	BAN
0.0	0.5	1.1	2.3	3.4	7	KZLZ-FM Span	105.3 50kw	15	7	5	7	8	18	129	Desert West Air	----	KT-H
5.5	3.7	6.0	5.1	3.3	8	KGvy-AM BBnd	1080 1kw	17	--	--	--	22	10	131	Joe Crystall	AP	K&P
0.0	0.0	0.0	0.0	2.8	9	KKHG-FM CR	104.1 3kw	8	10	6	8	7	11	69	Apogee Com.	----	MMR
2.7	3.2	3.0	2.8	2.5	10	KJYK-AM CHR	1490 1kw	7	2	9	11	13	--	60	Behan Br.	----	MMR

TUCSON

12+ POPULATION: 580,000 (Black: N/A; Hispanic: 34.7%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
12.5	11.4	15.2	13.1	12.1	1	KMJ-AM N/T	580 5kw	2	--	4	1	1	1	104	Henry Br.	NBC	KATZ
6.3	7.3	10.6	10.0	9.8	2	KBOS-FM CHR	94.9 76.5kw	1	1	1	3	7	8	82	Cencal Br.	ABC	EAST
6.9	6.1	7.8	6.6	6.2	3	KSKS-FM Ctry	93.7 68kw	3	3	5	4	3	3	76	Henry Br.	----	KATZ
7.0	7.3	5.4	5.5	6.1	4	KNAX-FM Ctry	97.9 48kw	5	5	7	7	5	2	89	EBE Com.	ABC	D&R
5.9	5.5	2.4	3.0	6.0	5	KOQO-A/F Span	790/101.9 5(2.5)kw/2.25kw	10	6	1	1	2	6	100	KNCE Equinox	CRC	CAB
5.1	4.7	4.3	7.6	5.1	6	KRZR-FM Rock	103.7 50kw	7	2	3	5	8	13	78	Olympia	----	CHR
6.1	4.3	3.7	4.3	4.4	7	KJFX-FM CR	95.7 50kw	6	9	6	6	4	7	66	Brown	----	CBS
3.7	6.9	3.6	4.6	4.2	8	KFSO-FM Gold	92.9 18.5kw	4	8	11	8	6	4	53	Americom Br.	----	MCG
3.6	3.5	2.9	3.1	3.4	9	KJOI-FM AC	98.9 19kw	11	13	14	10	9	5	63	Radio Dynuba Co.	----	MMR
1.9	1.9	2.6	2.4	3.2	10	KSXY-FM* AC	101.1 10kw	9	7	8	9	11	10	52	Guild Radio	----	TOR

\*Became "Froggy Country" at the start of July.

FRESNO

# #67

## GRAND RAPIDS

12+ POPULATION: 577,200 (Black & Hispanic: N/A)

GRAND RAPIDS

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
7.6	7.8	10.5	8.9	10.3	1	<b>WBCT-FM</b> <i>Ctry</i>	93.7 320kw	3	2	2	1	2	2	94	Carl Lee	ABC	MCG
7.5	7.0	6.1	9.2	8.3	2	<b>WOOD-FM</b> <i>AC</i>	105.7 265kw	2	5	6	4	4	1	74	United Artists	---	KATZ
9.5	8.6	6.8	8.3	8.2	3	<b>WKLQ-FM</b> <i>Rock</i>	94.5 50kw	1	3	1	3	5	8	71	Bloomington	---	BAN
4.7	4.5	4.7	6.3	8.2	3	<b>WLAV-FM</b> <i>CR</i>	96.9 50kw	5	9	3	2	1	6	83	Adams	NBC	---
10.0	7.7	7.5	6.3	7.0	5	<b>WLHT-FM</b> <i>AC</i>	95.7 40kw	8	11	4	5	3	3	82	Liggett	---	EAST
6.0	7.6	7.9	7.5	6.8	6	<b>WOOD-AM</b> <i>NIT</i>	1300 5kw	7	12	9	8	7	4	71	United Artists	NBC	KATZ
4.2	4.1	4.8	3.4	4.8	7	<b>WSNX-FM</b> <i>CHR</i>	104.5 50kw	6	1	7	9	10	15	50	Goodrich	UNIS	KATZ
4.7	4.0	5.2	4.7	4.7	8	<b>WODJ-FM</b> <i>Gold</i>	107.3 50kw	9	6	10	6	6	5	60	Goodrich	UNIS	KATZ
0.0	5.0	5.5	5.7	4.4	9	<b>WGRD-A/F*</b> <i>CHR</i>	1410/97.9 1kw/13kw	4	4	5	7	8	11	42	Regional Group	---	D&R
7.3	7.9	6.2	5.3	4.2	10	<b>WCUZ-FM</b> <i>Ctry</i>	101.3 50kw	10	8	12	10	9	9	57	Federated Media	ABC	CHR

\*Was Hot AC until April.

# #68

## AKRON

12+ POPULATION: 560,700 (Black: 9.5%; Hispanic: N/A)

AKRON

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
6.2	6.5	**	6.1	7.6	1	<b>WONE-FM</b> <i>Rock</i>	97.5 12kw	1	5	1	1	1	7	85	Gordon-Thomas	---	CHR
3.7	4.1	**	5.6	7.0	2	<b>WQMX-FM</b> <i>Ctry</i>	94.9 16kw	8	6	3	3	6	3	110	Gordon-Thomas	---	CHR
6.3	6.0	**	7.2	5.9	3	<b>WNIR-FM</b> <i>Talk</i>	100.1 3kw	9	16	15	11	9	4	93	Media-Com, Inc.	CBS	K&P
3.3	3.9	**	4.4	5.7	4	<b>WNCX-FM</b> <i>CR</i>	98.5 16kw	5	--	2	2	4	10	75	Metroplex Com.	ABC	MCG
6.5	5.4	**	7.1	5.5	5	<b>WDOK-FM</b> <i>AC</i>	102.1 12kw	4	12	9	6	2	2	69	Independent/Clev.	---	MMRE
8.4	4.3	**	5.4	5.2	6	<b>WGAR-FM</b> <i>Ctry</i>	99.5 50kw	6	13	4	5	7	6	69	Nationwide	ABC	MCG
6.9	5.5	**	7.1	5.1	7	<b>WKDD-FM</b> <i>Hot AC</i>	96.5 50kw	2	7	5	4	3	5	61	Barnstable Br.	---	EAST
6.3	6.4	**	6.1	5.1	7	<b>WMJI-FM</b> <i>Gold</i>	105.7 27kw	3	4	12	8	5	1	64	OmniAmerica Com.	NBC	KATZ
3.1	2.9	**	3.2	4.5	9	<b>WZAK-FM</b> <i>UC</i>	93.1 27.5kw	12	2	8	10	9	9	84	Zapis	ABC	D&R
5.0	5.7	**	4.3	4.2	10	<b>WAKR-AM</b> <i>NIT</i>	1590 5kw	10	--	23	29	16	11	69	Gordon-Thomas	MBS	CHR

\*\*Arbitron has retracted the Fall '93 ratings figures.

12+ POPULATION: 550,300 (Black & Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	METRO RANK 12+ ADJ.	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.5	10.6	11.9	13.3	12.6	1	<b>WSYR-AM</b> News	570 5kw	4	12	7	5	4	1	89	NewCity Com.	NBC	KATZ
11.6	10.9	9.0	10.2	11.4	2	<b>WNTQ-FM</b> CHR	93.1 97kw	1	1	2	3	3	6	74	Osborn	----	MCG
12.1	10.9	10.8	12.0	11.0	3	<b>WAQX-FM</b> Rock	95.7 25kw	3	2	1	1	2	5	74	Pilot Com./Syracuse	ABC	BAN
10.5	10.3	9.9	10.1	10.0	4	<b>WYYY-FM</b> AC	94.5 100kw	2	5	3	2	1	2	67	NewCity Com.	----	KATZ
4.4	7.1	3.5	3.9	7.2	5	<b>WFBL-AM</b> Nost	1050 2.5kw	8	--	19	22	18	7	129	Wilks/Schwartz	CNN	D&R
4.2	7.2	6.5	6.3	6.1	6	<b>WBBS-FM</b> Ctry	104.7 50kw	6	3	5	4	5	4	75	NewCity Com.	----	KATZ
3.7	4.5	4.3	5.0	5.0	7	<b>WSEN-FM</b> Gold	92.1 25kw	5	7	6	6	6	3	58	Buckley	CBS	D&R
2.6	3.7	2.7	4.0	4.0	8	<b>WKRL-A/F</b> Rock	1200/100.9 1kw/6kw	7	4	4	7	8	15	71	Radio Corp.	ABC	EAST
2.7	3.0	3.7	3.9	3.2	9	<b>WHEN-FM</b> Ctry	107.9 50kw	10	6	10	9	7	8	66	Park	ABC	EAST
2.3	2.8	3.0	2.9	2.8	10	<b>WHEN-AM</b> Talk	620 5kw	9	10	17	11	10	9	53	Park	ABC	EAST

SYRACUSE

McALLEN-BROWNSVILLE

12+ POPULATION: 540,200 (Black: N/A; Hispanic: 84.5%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	METRO RANK 12+ ADJ.	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.9	11.0	12.9	12.6	12.7	1	<b>KBFM-FM</b> CHR	104.1 100kw	1	1	1	2	5	5	71	May Com.	ABC	D&R
9.6	8.6	9.0	9.3	12.0	2	<b>KGBT-AM</b> Span	1530 50/10kw	4	8	7	5	2	1	115	Tichenor Media	----	KATZ
9.7	10.6	13.5	12.4	10.5	3	<b>KIWW-FM</b> Span	96.1 100kw	2	3	2	1	1	2	66	Tichenor Media	----	KT-H
12.7	11.9	10.5	9.0	8.9	4	<b>KTEX-FM</b> Ctry	100.3 100kw	3	5	5	4	4	3	72	Tate	----	CHR
6.7	8.6	8.3	8.0	7.1	5	<b>KVLY-FM</b> Gold	107.9 100kw	5	7	3	3	3	4	69	Tippie Com.	----	TOR
5.9	5.0	5.9	4.9	5.9	6	<b>KTJN/KTJX</b> Span	106.3/105.5 .53kw/3kw	7	2	6	7	7	8	66	La Nueva KBOR	----	CAB
3.8	6.7	5.9	5.1	5.3	7	<b>KKPS-FM</b> Span	99.5 100kw	6	4	4	6	6	7	54	Rio Grande	----	----
6.6	8.4	5.4	5.0	3.2	8	<b>KFRQ-FM</b> Ctry	94.5 100kw	8	6	8	8	9	11	42	Signature	----	TOR
3.9	3.5	3.0	3.7	2.9	9	<b>KQXX-FM</b> Span	98.5 100kw	9	--	10	9	8	6	65	Gomez Group	----	LOTUS
2.3	3.1	3.7	2.8	2.8	10	<b>KURV-AM</b> NIT	710 1kw	12	--	17	11	10	9	84	Voice Of Valley	ABC	----

McALLEN-BROWNSVILLE

# #71

## ALBUQUERQUE

12+ POPULATION: 522,100 (Black: N/A; Hispanic: 36.1%)

ALBUQUERQUE

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
14.6	11.5	12.0	13.9	10.7	1	<b>KRST-FM</b> Ctry	92.3 22kw	1	7	1	1	1	1	87	Commonwealth	----	KATZ
9.6	9.4	13.5	10.1	9.2	2	<b>KKOB-AM</b> FS	770 50kw	2	--	7	5	2	1	84	Citadel Com.	ABC	BAN
5.7	7.3	7.4	5.2	7.1	3	<b>KKOB-FM</b> AC	93.3 21.5kw	3	4	6	3	3	3	65	Citadel Com.	----	BAN
8.2	7.4	7.8	7.8	7.1	3	<b>KKSS-FM</b> CHR	97.3 100kw	4	1	2	4	9	13	79	Sungroup	----	D&R
6.3	6.9	5.1	5.7	5.3	5	<b>KZSS/KZRR</b> Rock	610/94.1 5kw/22.5kw	5	8	3	2	4	9	65	Twin Peaks Radio	SOU	EAST
3.5	4.1	4.1	3.8	5.1	6	<b>KASY-FM</b> Ctry	103.3 22.5kw	7	2	4	6	6	11	77	Ramar Com.	----	CHR
4.4	4.8	3.7	2.8	4.7	7	<b>KHFM-FM</b> Clas	96.3 22kw	10	18	16	15	11	4	92	NM Classical Radio	----	CMBS
3.9	6.2	4.2	4.7	4.6	8	<b>KMGA-FM</b> AC	99.5 22.5kw	6	17	9	7	5	5	59	Citadel Com.	UNIS	CHR
3.6	3.9	4.1	5.7	4.2	9	<b>KZKL-FM</b> Gold	101.7 3kw	8	3	13	8	7	6	65	AM-FM Com.	----	CHR
3.4	3.5	3.2	2.7	3.6	10	<b>KKJY-FM</b> NAC	100.3 22.5kw	11	--	18	12	12	7	73	Bengal Com.	----	TOR

# #72

## OMAHA-COUNCIL BLUFFS

12+ POPULATION: 518,000 (Black & Hispanic: N/A)

OMAHA

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.8	11.3	11.1	11.7	11.6	1	<b>KQKQ-FM</b> CHR	98.5 100kw	1	1	2	2	2	9	67	Mitchell	----	KATZ
10.5	10.0	6.8	6.7	10.0	2	<b>KEZO-A/F</b> Rock	1490/92.3 1kw/100kw	2	5	1	1	1	7	76	Narragansett	----	TOR
10.0	10.5	11.6	10.4	8.3	3	<b>KFAB-AM</b> NIT	1110 50kw	3	8	12	12	10	3	66	Henry Br.	NBC	CHR
10.8	9.0	9.5	9.6	7.2	4	<b>WOW-FM</b> Ctry	94.1 100kw	6	9	7	6	5	2	85	Great Empire	ABC	TOR
8.3	6.5	7.5	6.6	7.0	5	<b>KGOR-FM</b> Gold	99.9 115kw	4	6	8	4	3	1	62	Henry Br.	UNIS	CHR
7.8	6.6	7.8	7.7	6.6	6	<b>KEFM-FM</b> AC	96.1 100kw	5	4	5	3	4	4	63	Webster	----	MCG
3.6	5.3	5.1	5.6	6.4	7	<b>KXKT-FM</b> Ctry	103.7 100kw	9	2	4	5	7	8	89	Valley	----	----
3.4	4.2	4.3	5.2	5.9	8	<b>KKAR-AM</b> NIT	1290 5kw	7	--	10	10	8	6	71	Mitchell	CNN	KATZ
7.8	6.8	7.4	6.7	5.7	9	<b>KESY-A/F</b> AC	1420/104.5 1kw/100kw	8	--	11	9	6	5	74	Sun Group	ABC	D&R
3.0	5.3	3.3	3.3	4.9	10	<b>KRRK-FM</b> Rock	93.3 3.6kw	11	3	3	7	11	14	76	93.3 Inc.	----	----





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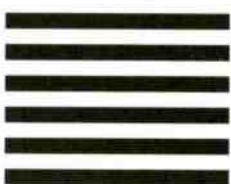


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12+ POPULATION: 517,800 (Black & Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	35-84 RANK	AVG MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
32.7	26.9	25.8	21.9	30.9	1	<b>WIVK-FM</b> Ctry	107.7 9kw	1	3	1	1	1	1	116	Dick Br.	ABC	KATZ
9.0	9.2	9.3	9.1	8.6	2	<b>WIMZ-FM</b> Rock	103.5 100kw	5	6	2	2	2	5	82	South Central	SOU	D&R
7.3	9.1	6.7	7.3	8.4	3	<b>WMYU-FM</b> Gold	102.1 15kw	2	5	4	3	3	3	73	Jacor	UNIS	EAST
7.3	8.4	8.1	8.9	8.2	4	<b>WOKI-FM</b> Ctry	100.3 100kw	3	1	3	4	5	6	77	Radioak Inc.	ABC	D&R
9.5	9.3	11.7	9.8	7.5	5	<b>WEZK-A/F*</b> AC	1240/97.5 1kw/100kw	4	8	6	5	4	2	71	Jacor	UNIS	D&R
4.9	4.9	4.5	5.7	5.1	6	<b>WIVK-AM</b> Ctry	990 10kw	7	--	7	7	6	4	80	Dick Br.	ABC	KATZ
6.6	5.2	5.4	5.1	4.8	7	<b>WWST-FM**</b> CHR	93.1 2.4kw	6	2	5	6	7	10	53	Benn Stations	----	EAST
5.1	4.2	5.4	5.5	3.3	8	<b>WQBB-A/F</b> Nost	1040/104.5 10kw/2kw	85	--	14	14	13	8	77	Sequoyah	CNN	ROS
2.1	1.2	1.2	2.3	2.9	9	<b>WJBZ-FM</b> Rel	96.3 1.2kw	9	9	11	10	9	7	80	M&H Broadcasting	----	----
0.4	0.3	0.8	0.8	1.7	10	<b>WNOX-FM</b> UC	99.1 6kw	13	7	10	9	10	11	87	C.K. Inc.	----	----
1.2	1.5	1.4	0.6	1.7	10	<b>WXST-FM</b> Gold	105.3 6kw	11	--	12	8	8	9	68	Tellico Sound Ltd.	SMN	----

\*WEZK-AM became WZEZ in May. \*\*Was WWZZ prior to May.

KNOXVILLE

HARRISBURG-LEBANON-CARLISLE

12+ POPULATION: 510,900 (Black & Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	35-84 RANK	AVG MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.2	13.6	13.8	14.6	13.8	1	<b>WNNK-FM</b> CHR	104.1 22.5kw	1	1	1	1	2	1	78	June Br.	AP	MCG
8.5	8.6	6.9	8.4	9.0	2	<b>WRVV-FM</b> AC	97.3 17kw	2	9	3	2	1	4	88	Dame Media	----	MMR
7.1	7.7	10.4	7.6	8.7	3	<b>WRKZ-FM</b> Ctry	106.7 14kw	4	2	4	5	5	3	86	Tele-Media	ABC	TOR
9.8	7.4	9.3	10.0	8.4	4	<b>WHP-AM</b> Talk	580 5kw	5	--	5	6	6	5	85	Dame Media	CNN	MMR
8.1	9.0	7.7	7.6	8.4	4	<b>WTPA-FM</b> Rock	93.5 1.25kw	3	7	2	3	3	6	83	Quaker State	----	BAN
5.5	6.4	6.5	5.8	7.2	6	<b>WWKL-FM</b> Gold	94.9 25kw	6	3	8	4	4	2	75	Barnstable Br.	UNIS	KATZ
5.5	5.0	3.2	4.7	4.5	7	<b>WHYL-AM</b> Nost	960 5kw	9	--	--	27	18	9	98	Zeve	UNIS	----
3.8	3.8	4.1	3.1	4.5	7	<b>WROZ-FM</b> AC	101.3 6.9kw	7	8	7	7	7	7	63	Hall	----	D&R
0.3	0.0	1.5	1.2	3.7	9	<b>WCTX-FM</b> BIEZ	92.1 3.3kw	11	--	--	20	9	8	111	Clinton Br.	ABC	----
2.8	3.0	2.4	3.6	3.0	10	<b>WHYL-FM</b> Ctry	102.3 3kw	12	5	10	8	14	10	95	Zeve	CNN	----

HARRISBURG

# #74 TOLEDO

TOLEDO

12+ POPULATION: 510,900 (Black: 10.8%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	METRO RANK 12+ ADJ.	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.1	12.0	10.0	10.9	11.5	1	<b>WKKO-FM</b> Ctry	99.9 50kw	2	6	4	3	1	1	86	Fritz Br. Inc.	ABC	KATZ
11.0	12.3	10.9	10.5	11.1	2	<b>WVKS-FM</b> CHR	92.5 50kw	1	1	1	1	3	8	67	Noble	---	MCG
9.0	9.5	8.3	8.5	8.0	3	<b>WOIT-FM</b> Rock	104.7 50kw	3	2	2	2	6	9	68	Enterprise Media	SOU	EAST
6.5	7.3	5.7	6.5	7.6	4	<b>WLQR-FM</b> AC	101.5 19kw	4	--	5	6	5	3	78	Toledo Br.	---	CHR
7.1	7.2	7.8	8.5	7.0	5	<b>WSPD-AM</b> NIT	1370 5kw	7	--	8	8	8	5	80	Toledo Br.	NBC	CHR
7.3	7.6	8.5	7.6	7.0	5	<b>WWWM-FM</b> AC	105.5 4.3kw	6	6	6	5	2	2	79	Midwestern	----	D&R
7.5	6.2	4.0	5.5	6.0	7	<b>WXKR-FM</b> CR	94.5 30kw	5	--	3	4	4	6	67	Venice Br.	ABC	MMR
5.3	4.1	3.7	3.4	4.5	8	<b>WJR-AM</b> Talk	760 50kw	9	--	15	10	10	7	66	Cap Cities/ABC	ABC	KATZ
5.5	3.8	6.0	4.4	4.1	9	<b>WRQN-FM</b> Gold	93.5 4.1kw	8	--	13	7	7	4	58	ABS COM.	UNIS	KATZ
3.5	3.1	2.6	2.7	2.9	10	<b>WWWM-AM</b> UAC	1470 1kw	13	3	9	9	9	11	88	Midwestern	SMN	BAN

# #76 SPRINGFIELD, MA

SPRINGFIELD

12+ POPULATION: 506,000 (Black & Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	METRO RANK 12+ ADJ.	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.8	11.8	8.7	8.5	10.4	1	<b>WAQY-A/F</b> Rock	1600/102.1 5(2.5)kw/17kw	1	4	1	1	1	5	77	Saga	----	KATZ
9.9	10.5	12.3	9.9	9.7	2	<b>WPX-FM</b> Ctry	97.9 2.2kw	5	9	5	4	2	1	93	Multi Market	----	D&R
7.5	9.1	7.3	8.0	9.1	3	<b>WHYN-FM</b> AC	93.1 8.9kw	3	7	3	2	3	3	87	Radio Equity	----	MCG
8.4	8.3	6.3	10.0	8.7	4	<b>WHYN-AM</b> FS	560 5(1)kw	4	--	8	6	5	2	83	Radio Equity	ABC	MCG
7.8	8.7	6.2	7.7	7.8	5	<b>WMAS-FM</b> AC	94.7 50kw	6	8	4	3	4	4	82	Lappin Com.	----	BAN
4.4	3.0	4.4	2.4	5.4	6	<b>WAAF-FM</b> Rock	107.3 18.5kw	8	2	2	5	6	15	91	Zapis	UNIS	D&R
6.6	5.4	6.4	6.8	5.3	7	<b>WTIC-FM</b> CHR	96.5 20kw	2	1	6	7	9	10	48	Chase	----	GW
4.7	4.7	6.1	4.3	3.7	8	<b>WMAS-AM</b> BBnd	1450 1kw	6	--	--	23	21	9	109	Lappin Com.	MBS	BAN
2.2	1.9	2.7	3.2	3.7	8	<b>WNNZ-AM</b> NIT	640 50(15)kw	13	--	13	14	12	8	86	Celia Com.	CBS	----
3.5	3.4	4.4	3.1	2.9	10	<b>WRCH-FM</b> AC	100.5 7.5kw	10	--	16	10	8	7	59	Amer. Radio Sys.	----	EAST

12+ POPULATION: 505,100 (Black: N/A; Hispanic: 70.7%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
13.4	10.6	12.5	12.8	13.7	1	KPRR-FM CHR	102.1 100kw	1	1	2	1	5	5	83	Baton Rouge Br.	----	D&R
10.9	11.9	14.6	11.7	11.4	2	KBNA-A/F Span	920/97.5 11.5kw/100kw	3	3	4	2	2	2	90	Tichenor Media	----	KT-H
11.6	9.8	9.0	8.3	9.8	3	KHEY-FM Ctry	96.3 100kw	5	6	3	4	3	3	90	US Radio	----	D&R
7.2	6.3	7.7	8.9	9.8	3	KTSM-FM AC	99.9 100kw	4	4	5	5	1	1	86	Tri-State Media	----	CHR
13.2	12.5	11.0	12.0	9.4	5	KLAQ-FM Rock	95.5 100kw	2	2	1	3	4	8	68	D&F	----	BAN
4.3	6.6	7.0	4.0	5.6	6	KSVE/KINT* AC	1150/93.9 5kw/100kw	6	7	8	8	7	6	67	Del Norte	----	CAB
5.9	6.1	3.0	3.4	5.2	7	KTSM-AM N/T	1380 51.5kw	9	--	12	11	9	4	91	Tri-State Media	CBS	CHR
4.4	3.1	5.7	3.2	5.1	8	KOFX-FM Gold	92.3 100kw	8	9	7	6	6	7	65	ELP	UNIS	MCG
4.3	4.0	4.0	4.9	4.5	9	KAMZ-FM AC	93.1 100kw	7	8	6	7	8	12	54	Pinnacle	----	EAST
2.9	4.1	3.9	5.3	3.5	10	KSET-FM Ctry	94.7 61kw	10	10	9	9	10	9	60	Magic Media Inc.	----	D&R

\*While simulcasting, KINT and KSVE exchanged call letters.

EL PASO

12+ POPULATION: 499,900 (Black: 14.3%; Hispanic: N/A)

SPRING '93	FALL '93	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.8	11.9	10.3	1	WSTW-FM CHR	93.7 50kw	1	5	1	1	2	2	69	Steinman Stations	----	EAST
8.9	11.4	9.8	2	WJBR-FM AC	99.5 50kw	2	3	3	2	1	1	84	CRB Br.	AP	KATZ
5.8	4.2	5.0	3	WILM-AM N/T	1450 1kw	6	--	17	14	10	6	66	Delaware	CBS	SAV
5.8	4.5	5.0	3	WYSP-FM CR	94.1 16kw	3	--	2	3	3	8	51	Infinity	ABC	TOR
5.1	6.0	4.3	5	WMMR-FM Rock	93.3 18kw	4	--	4	4	4	11	52	Group W	UNIS	G/W
1.5	0.9	4.3	5	WPLY-FM CHR	100.3 35kw	5	2	6	5	7	15	53	Greater Media Br.	----	KATZ
4.3	2.8	4.1	7	WXTU-FM Ctry	92.5 15.5kw	10	--	9	7	6	5	76	Beasley Br.	MBS	D&R
4.5	3.6	4.0	8	WUSL-FM UC	98.9 18kw	9	4	5	6	17	24	62	TAK	----	KATZ
4.3	5.2	3.8	9	WIOQ-FM CHR	102.1 27kw	7	1	8	9	16	21	51	EZ Communications	----	BAN
2.9	5.8	3.7	10	WXCY-FM Ctry	103.7 50kw	18	7	14	11	5	4	110	Prettyman Br.	UNIS	TOR

WILMINGTON

# #79

## MONTEREY-SALINAS-SANTA CRUZ

MONTEREY

12+ POPULATION: 496,900 (Black: N/A; Hispanic: 27.1%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.5	7.4	6.8	6.1	9.1	1	<b>KTOM-A/F</b> Ctry	1380/100.7 5kw/1.4kw	2	4	3	1	1	1	88	Magic Br.	ABC	KATZ
6.6	6.5	7.3	7.9	8.4	2	<b>KGO-AM</b> N/T	810 50kw	3	--	13	5	4	2	89	Cap Cities/ABC	ABC	BAN
6.4	4.2	5.7	7.3	6.8	3	<b>KWAV-FM</b> AC	96.9 18kw	4	10	1	2	2	3	85	Buckley	AP	D&R
6.4	4.4	7.1	5.1	6.3	4	<b>KDON-FM</b> CHR	102.5 18.5kw	1	1	2	4	8	9	58	Henry Br.	---	CHR
4.1	3.3	4.2	3.2	4.6	5	<b>KUFX-FM</b> CR	94.5 1.2kw	5	15	4	3	3	4	74	Kool Com.	---	D&R
3.7	4.3	5.1	5.0	4.4	6	<b>KBAY-FM</b> AC	100.3 163kw	6	--	14	14	7	6	79	United	---	MMR
0.0	0.0	0.0	4.2	3.2	7	<b>KBOQ-FM</b> Clas	95.5 1.7kw	13	--	18	18	16	8	75	J&M Broadcasting	---	---
3.6	3.8	3.9	2.8	3.2	7	<b>KTGE-AM</b> Span	1570 5.5kw	14	9	6	6	5	12	83	TGR Broadcasting	---	CAB
3.3	2.2	3.5	2.9	3.1	9	<b>KOCN-FM</b> AC	104.9 1.85kw	10	--	10	11	10	9	66	C.R. Pasquier	MBS	TOR
3.1	3.7	2.1	2.3	3.0	10	<b>KNBR-AM</b> FS	680 50kw	11	--	24	12	9	5	68	Susquehanna Radio	ABC	EAST
4.4	2.7	2.8	3.2	3.0	10	<b>KRQC-FM*</b> Rock	92.7 6.9kw	8	6	5	7	12	18	56	Henry Br.	---	CHR

\*Was KBOQ-FM until August, 1993.

# #80

## SARASOTA-BRADENTON

SARASOTA-BRADENTON

12+ POPULATION: 461,500 (Black & Hispanic: N/A)

SPRING '93	FALL '93	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
18.9	15.6	17.6	1	<b>WDUV-FM</b> B/EZ	103.3 100kw	1	--	11	9	6	1	110	Sunshine State Br.	MBS	CHR
7.9	7.7	9.3	2	<b>WHPT-FM</b> AC	102.5 100kw	2	2	1	1	1	2	103	Paxson Br.	---	BAN
5.0	5.9	5.0	3	<b>WCTQ-FM</b> Ctry	92.1 6kw	6	5	6	5	4	3	93	Asterisk Br.	NBC	---
5.9	2.1	4.5	4	<b>WSRZ-FM</b> Gold	106.3 3.6kw	4	7	8	4	2	4	69	Wilks-Schwartz	---	EAST
5.2	4.2	4.4	5	<b>WFLA-AM</b> N/T	970 5kw	7	--	14	12	9	5	83	Jacor	ABC	EAST
4.1	4.6	4.4	5	<b>WFLZ-FM</b> CHR	93.3 100kw	3	1	2	3	7	16	57	Jacor	ABC	EAST
2.8	3.9	3.9	7	<b>WISP-FM</b> AC	98.7 3kw	9	9	7	7	5	6	85	Alpalm Br.	CNN	---
2.8	3.8	3.7	8	<b>WWRM-FM</b> AC	94.9 100kw	5	3	13	11	10	7	63	Cox Enterprises	---	CHR
4.7	2.1	3.5	9	<b>WCOF-FM</b> Gold	107.3 100kw	11	8	3	2	3	8	90	Cox Enterprises	---	CHR
2.3	5.3	3.5	9	<b>WRBQ-FM</b> Ctry	104.7 100kw	8	10	4	6	8	9	70	Clear Channel	ABC	CHR

# GREENVILLE-NEW BERN-JACKSONVILLE, NC

# #81

12+ POPULATION: 451,600 (Black: 25.5%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
22.1	21.1	21.6	20.2	21.3	1	<b>WRNS-A/F</b> Ctry	960/95.1 5(1)kw/100kw	1	3	1	1	1	1	116	Pinnacle	UNIS	MCG
16.4	17.1	15.1	17.5	15.2	2	<b>WKS-FM</b> UC	101.9 100kw	2	1	2	2	2	2	111	Taylor	ABC	D&R
4.2	4.3	6.5	7.2	8.3	3	<b>WSFL-FM</b> Rock	106.5 100kw	3	7	3	3	3	4	90	Caravelle	UNIS	EAST
5.2	3.9	3.3	4.2	5.6	4	<b>WDLX-FM</b> AC	93.3 100kw	4	4	5	4	5	5	72	Tar Hill	ABC	BAN
3.7	4.0	3.8	3.9	5.2	5	<b>WKOO-FM</b> Gold	98.7 100kw	6	--	8	6	4	3	92	Winfas Of Virginia	MBS	D&R
2.7	3.0	3.2	2.7	4.3	6	<b>WRDU-FM</b> Rock	106.1 100kw	7	6	4	5	6	12	89	HMW Com.	SOU	MMR
3.0	4.3	3.0	4.2	4.1	7	<b>WRHT-FM</b> CHR	96.3 100kw	5	2	6	7	11	15	54	Eastern Carolina Br.	----	----
4.5	6.8	4.3	2.2	3.1	8	<b>WNCT-FM</b> B/EZ	107.9 100kw	8	--	10	8	7	6	71	Roy H. Park	ABC	MMR
1.4	1.7	2.6	3.8	1.9	9	<b>WTND-FM</b> Ctry	99.5 16.5kw	9	8	9	10	9	9	49	Taylor	UNIS	D&R
2.2	1.8	1.2	1.4	1.7	10	<b>WXQR-FM</b> Rock	105.5 3kw	13	--	7	9	18	--	71	Marine Br.	ABC	TNS

GREENVILLE-NEW BERN

# BATON ROUGE

# #82

12+ POPULATION: 441,100 (Black: 28.9%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
18.0	13.2	16.4	14.9	16.7	1	<b>WYNK-A/F</b> Ctry	1380/101.5 5kw/100kw	1	5	1	1	1	1	94	Narragansett	ABC	TOR
12.0	11.9	11.6	11.8	11.6	2	<b>KQXL-FM</b> UC	106.5 50kw	2	2	2	2	2	3	100	Citywide Br.	AURN	BAN
6.2	4.5	4.3	5.5	8.4	3	<b>KRVE-FM</b> AC	96.1 43kw	3	8	3	3	3	4	74	McForhun, Inc.	----	K&P
8.9	10.0	11.4	8.6	8.4	3	<b>WXOK-AM</b> UAC	1460 5(1)kw	7	3	8	4	4	2	103	Citywide Br.	AURN	BAN
6.4	5.5	4.6	6.2	5.5	5	<b>WFMF-FM</b> CHR	102.5 100kw	4	1	6	7	12	8	52	Baton Rouge Br.	UNIS	CHR
4.4	4.2	4.7	5.9	4.4	6	<b>WTGE-FM</b> Rock	100.7 100kw	6	4	5	6	11	10	51	Vetter Com.	ABC	EAST
3.6	4.9	3.9	3.5	4.3	7	<b>WGGZ-FM</b> Gold	98.1 100kw	8	10	15	8	5	5	57	Guaranty	UNIS	KATZ
5.9	7.4	5.7	7.3	4.3	7	<b>WJBO-AM</b> N/T	1150 5kw	10	--	13	12	6	6	63	Baton Rouge Br.	CBS	CHR
5.7	5.5	6.0	6.1	3.7	9	<b>WKJN-FM</b> Ctry	103.3 100kw	5	10	7	9	9	9	42	Southern Com.	MBS	EAST
4.3	2.5	2.7	3.5	3.6	10	<b>WCKW-FM</b> CR	92.3 100kw	9	11	4	5	8	11	48	222 Corp.	----	BAN

BATON ROUGE

# #83

## LITTLE ROCK

CHARLESTON, SC

12+ POPULATION: 440,000 (Black: 18.7%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
17.2	17.4	14.6	19.9	16.9	1	<b>KSSN-FM</b> Ctry	95.7 92kw	1	4	2	1	1	1	84	Southern Skies	ABC	KATZ
11.8	11.0	9.8	9.9	11.4	2	<b>KIPR-FM</b> UC	92.3 100kw	4	1	1	2	2	5	113	Cornerstone	ABC	BAN
7.5	9.2	7.7	9.2	8.0	3	<b>KARN-AM</b> NIT	920 5kw	5	--	8	8	5	2	82	Snider	CBS	KATZ
10.5	7.4	7.8	7.2	8.0	3	<b>KDDK-FM</b> Ctry	100.3 44.2kw	3	2	5	4	3	4	67	Galaxy Br.	---	MCG
6.6	6.9	6.8	7.1	7.4	5	<b>KURB-A/F</b> AC	1250/98.5 2.5(2)kw/99kw	2	5	4	3	4	7	60	GHB Radio Group	---	D&R
6.6	7.3	6.6	6.0	5.4	6	<b>KMJX-FM</b> Rock	105.1 79kw	6	6	3	5	6	9	60	Coastal	ABC	D&R
3.9	4.4	5.0	3.1	4.5	7	<b>KKYK-FM</b> Rock	103.7 100kw	7	3	6	7	9	20	55	Signal Media	---	BAN
4.2	4.4	5.6	5.0	4.5	7	<b>KOLL-FM</b> Gold	94.9 96kw	8	11	11	6	7	3	56	Southern Starr	UNIS	D&R
4.8	4.5	4.8	3.4	4.0	9	<b>KHLT-FM</b> AC	94.1 100kw	9	9	9	9	8	6	54	Signal Media	---	CHR
1.4	1.0	1.5	3.6	3.8	10	<b>KMVK-FM</b> Ctry	106.7 16kw	10	7	7	10	10	11	73	Southern Skies	---	KATZ

# #84

## CHARLESTON, SC

LITTLE ROCK

12+ POPULATION: 432,800 (Black: 28.9%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
13.4	13.9	14.8	12.0	11.9	1	<b>WWWZ-FM</b> UC	93.3 50kw	2	1	1	1	2	5	98	Southern Com.	AURN	D&R
14.1	12.6	8.1	11.5	10.1	2	<b>WEZL-FM</b> Ctry	103.5 100kw	1	5	5	3	1	1	78	Apollo Radio	MBS	BAN
6.1	8.7	5.5	6.8	7.9	3	<b>WBUB-FM</b> Ctry	107.5 100kw	4	4	3	4	4	3	80	Low Country Media	---	CHR
6.5	7.3	7.6	9.3	7.8	4	<b>WAVF-FM</b> Rock	96.1 100kw	3	3	2	2	3	12	75	Pritchard & Co.	---	CHR
3.9	4.7	5.1	6.0	6.1	5	<b>WSSX-FM</b> Hot AC	95.1 100kw	5	2	4	5	6	11	68	Wicks Radio Gr.	---	KATZ
7.4	7.0	4.8	6.0	5.2	6	<b>WTMA-AM</b> NIT	1250 5(1)kw	8	--	12	10	9	4	74	Wicks Radio	NBC	KATZ
4.6	5.3	3.5	4.6	4.7	7	<b>WXLY-FM*</b> Gold	102.5 100kwD	6	--	13	6	5	2	56	Bloomington	UNIS	BAN
4.8	4.3	6.0	4.2	4.2	8	<b>WXTC-FM</b> AC	1390 5kw	9	--	7	9	8	9	63	EBE Com.	---	MCG
3.3	1.8	3.1	2.8	3.8	9	<b>WMGL-FM</b> UAC	101.7 6.5kw	10	--	9	7	7	6	70	Southern Com.	ABC	K&P
3.9	4.4	3.9	4.1	3.8	9	<b>WYBB-FM</b> CR	98.1 50kw	7	9	6	8	10	13	51	L.M. Com.	---	EAST

\*Under an LMA with Apollo Radio.



12+ POPULATION: 427,000 (Black & Hispanic: N/A)

SPRING '93	FALL '93	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
8.3	6.3	10.4	1	<b>WHJY-FM</b> Rock	94.1 50kw	1	7	1	1	1	3	93	Griffin Group	SOU	KATZ
5.9	5.1	8.1	2	<b>WCTK-FM</b> Ctry	98.1 47kw	4	--	4	3	3	1	120	Hall Com.	----	D&R
3.1	4.5	7.6	3	<b>WWLI-FM</b> AC	105.1 50kw	3	9	3	2	2	1	107	TMZ	----	TOR
5.6	5.2	5.4	4	<b>WPRO-FM</b> CHR	92.3 39kw	2	2	2	4	4	13	57	Tele-Media Br.	ABC	MCG
4.5	3.3	3.7	5	<b>WBSM-AM</b> N/T	1420 5(1)kw	14	--	--	29	31	14	99	H&D Br. Group	NBC	CHR
7.5	5.4	3.5	6	<b>WFHN-FM</b> CHR	107.1 3kw	10	4	7	7	7	11	65	H&D Br. Group	----	CHR
3.3	5.8	3.3	7	<b>WWBB-FM</b> Gold	101.5 13.5kw	9	--	11	9	8	8	57	Radio Equity	----	MMR
2.8	1.9	3.2	8	<b>WBCN-FM</b> CR	104.1 19kw	12	--	6	6	6	9	76	Infinity	----	TOR
4.8	4.9	3.2	8	<b>WSNE-FM</b> AC	93.3 30kw	5	--	8	8	5	7	47	Beck-Ross	----	EAST
3.9	2.8	3.2	8	<b>WWRX-FM</b> CR	103.7 50kw	6	--	9	5	9	10	49	Westerly	CNN	D&R

NEW BEDFORD

12+ POPULATION: 412,000 (Black: N/A; Hispanic: 29.7%)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
13.7	15.0	17.2	15.3	13.5	1	<b>KUZZ-FM</b> Ctry	107.9 5.8kw	1	3	1	1	1	1	90	Buck Owens	----	KATZ
11.8	6.3	9.2	7.2	10.4	2	<b>KKXX-FM</b> CHR	105.3 35kw	2	1	2	2	3	6	76	Grapevine	----	D&R
7.7	7.1	6.3	8.4	8.4	3	<b>KERN-AM</b> N/T	1410 1kw	5	--	8	4	2	2	105	American Gen.	ABC	CHR
5.9	7.4	6.2	5.2	7.5	4	<b>KRAB-FM</b> Rock	106.3 3.9kw	3	2	3	3	5	9	78	Double D	----	BAN
5.2	4.7	5.2	4.6	6.6	5	<b>KGFM-FM</b> AC	101.5 4.8kw	4	4	5	5	4	3	82	Kern	UNIS	CHR
3.3	5.4	5.5	6.0	5.3	6	<b>KIWI-FM</b> Clas	92.1 6kw	8	8	4	6	7	7	108	KMAP, Inc.	----	CMBS
4.6	4.6	4.9	3.8	4.3	7	<b>KERN-FM</b> Gold	94.1 4.5kw	6	6	11	7	6	4	56	American General	----	CHR
3.6	4.1	4.1	4.9	3.7	8	<b>KLLY-FM</b> AC	95.3 12.5kw	7	--	9	8	8	5	67	Buckley	AP	D&R
3.9	4.3	3.3	3.2	3.6	9	<b>KSUV-A/F</b> Span	1590/102.9 .5kw/20.5kw	10	7	5	9	9	12	85	Caballero Spn.	CNN	CAB
2.4	1.6	1.4	1.5	2.6	10	<b>KNZR-AM</b> News	1560 10kw	9	--	19	17	12	8	57	Buckley	CBS	D&R

BAKERSFIELD

# #87

## YOUNGSTOWN-WARREN

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12+ POPULATION: 411,400 (Black: 10.5%; Hispanic: N/A)

SPRING '93	FALL '93	SPRING '94	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	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
14.8	12.9	13.8	1	<b>WQXK-FM</b> <i>Ctry</i>	105.1 88kw	2	3	2	1	1	1	109	Reach Radio Inc.	UNIS	BAN
13.0	12.6	12.1	2	<b>WKBN-AM</b> <i>N/T</i>	570 5kw	4	--	15	8	8	3	125	WKBN Br.	CBS	KATZ
10.8	11.4	9.8	3	<b>WHOT-FM</b> <i>CHR</i>	101.1 25kw	1	1	3	4	5	6	67	Jet Broadcasting	----	CHR
9.0	7.5	8.5	4	<b>WKBN-FM</b> <i>AC</i>	98.9 4.5kw	3	7	4	5	3	4	86	WKBN Br.	UNIS	KATZ
8.0	7.9	8.1	5	<b>WBBG-FM</b> <i>Gold</i>	93.3 50kw	5	5	7	3	2	1	85	H&D Com.	----	CHR
6.6	6.4	8.1	5	<b>WNCD-FM</b> <i>Rock</i>	106.1 3kw	6	2	1	2	4	8	85	WN Broadcasting	----	TOR
0.0	4.4	4.8	7	<b>WRBP-FM</b> <i>UC</i>	101.9 3kw	8	4	8	7	7	5	108	Stop 26-Riverbend	SMN	EAST
4.3	3.8	4.4	8	<b>WYFM-FM</b> <i>AC</i>	102.9 44kw	7	--	6	6	6	7	64	Sharon	ABC	EAST
2.1	2.1	3.6	9	<b>WHOT-AM</b> <i>Nost</i>	1390 9.5(5)kw	10	--	13	10	9	9	99	Jet Broadcasting	UNIS	CHR
3.2	2.5	2.7	10	<b>WSOM-AM</b> <i>Nost</i>	600 1kw	11	--	--	16	12	10	86	Reach Radio Inc.	----	BAN

# #88

## WICHITA

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12+ POPULATION: 410,500 (Black & Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
14.5	11.1	12.5	10.2	12.0	1	<b>KZSN-FM</b> <i>Ctry</i>	102.1 100kw	2	3	4	1	1	1	95	Southern Skies	----	KATZ
11.8	9.1	11.9	12.0	10.2	2	<b>KFDI-FM</b> <i>Ctry</i>	101.3 100kw	3	--	6	7	5	3	90	Great Empire	ABC	TOR
8.8	10.4	11.3	12.3	9.4	3	<b>KKRD-FM</b> <i>CHR</i>	107.3 100kw	1	1	3	4	7	10	63	Sherman	----	D&R
5.9	6.8	4.4	5.9	7.6	4	<b>KRZZ-FM</b> <i>Rock</i>	96.3 50kw	7	6	2	2	2	8	104	New West	----	D&R
8.3	7.1	7.5	7.4	7.3	5	<b>KICT-FM</b> <i>Rock</i>	95.1 100kw	6	2	1	3	8	12	92	Great Empire	ABC	MCG
3.7	5.3	5.0	5.9	7.0	6	<b>KEYN-FM</b> <i>Gold</i>	103.7 100kw	4	4	9	5	3	2	80	Pourtales	----	EAST
9.1	6.4	6.3	4.9	6.6	7	<b>KRBB-FM</b> <i>AC</i>	97.9 100kw	5	--	5	6	4	4	80	Marathon Br.	----	CHR
5.9	6.4	5.7	6.6	5.5	8	<b>KFDI-AM</b> <i>Ctry</i>	1070 10(1)kw	3	--	15	14	13	9	92	Great Empire	ABC	TOR
4.8	5.3	3.5	3.3	5.5	8	<b>KOEZ-FM</b> <i>B/EZ</i>	92.3 100kw	11	--	13	11	10	6	91	Anderson Stations	UNIS	----
4.9	5.4	3.6	6.1	4.9	10	<b>KXLK-FM</b> <i>AC</i>	105.3 100kw	9	7	7	8	6	7	78	Pourtales	AP	BAN

12+ POPULATION: 409,800 (Black: N/A; Hispanic: 23.1%)

SPRING '93	FALL '93	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.0	11.9	9.6	1	<b>KATM-FM</b> <i>Ctry</i>	103.3 50kw	1	3	3	1	1	1	74	Citadel Com.	ABC	CHR
8.5	7.1	9.2	2	<b>KWIN-FM</b> <i>CHR</i>	97.7 3kw	2	1	1	2	4	6	78	Front Line Com.	---	MMR
5.2	6.3	6.6	3	<b>KHOP-FM</b> <i>Rock</i>	104.1 50kw	3	2	2	3	3	8	59	Fuller-Jeffrey	---	CHR
6.7	4.7	5.7	4	<b>KNBR-AM</b> <i>FS</i>	680 50kw	5	--	6	4	2	2	77	Susquehanna Radio	ABC	EAST
4.3	4.4	4.5	5	<b>KOSO-FM</b> <i>Hot AC</i>	93.1 2.95kw	4	6	5	6	5	4	58	Spacecom	AP	KATZ
4.5	2.5	3.6	6	<b>KCVR-AM</b> <i>Span</i>	1570 5(.5)kw	9	10	4	5	6	10	87	Front Line Com.	---	LOTUS
5.2	3.8	3.1	7	<b>KFMR-FM</b> <i>Ctry</i>	100.1 6kw	8	5	18	7	7	7	64	Carson Group	---	EAST
4.3	3.1	2.9	8	<b>KCBS-AM</b> <i>News</i>	740 50kw	6	--	22	18	13	10	54	CBS	CBS	CBS
0.8	2.7	2.8	9	<b>KBEE-AM</b> <i>Nost</i>	970 1kw	20	--	21	25	24	15	108	Citadel Com.	ABC	CHR
2.3	2.7	2.4	10	<b>KMEL-FM</b> <i>CHR</i>	106.1 69kw	7	4	7	8	11	21	50	Evergreen Media	---	CHR

12+ POPULATION: 405,300 (Black: 25.7%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
14.3	13.1	10.9	9.8	15.3	1	<b>WBLX-FM</b> <i>UC</i>	92.9 100kw	2	1	1	1	2	3	129	April Br.	UNIS	D&R
16.0	14.1	10.4	15.8	15.3	1	<b>WKSJ-A/F</b> <i>Ctry</i>	1270/94.9 5kw/100kw	1	3	4	2	1	1	83	Pourtales	ABC	BAN
1.2	0.4	0.9	3.1	6.8	3	<b>WDLT-FM</b> <i>UAC</i>	98.3 40kw	9	8	7	5	4	2	112	United Br.	UNIS	TOR
5.7	7.3	5.4	5.6	6.8	3	<b>WWRO-FM*</b> <i>Gold</i>	100.7 100kw	4	9	3	3	3	5	78	WKRK-TV, Inc.	ABC	KATZ
8.1	7.4	6.3	6.6	6.1	5	<b>WABB-FM</b> <i>CHR</i>	97.5 100kw	3	2	5	7	9	11	57	Dittman Group	ABC	CHR
4.5	8.0	4.6	7.7	6.1	5	<b>WGCX-FM</b> <i>Rock</i>	104.1 100kw	7	5	2	4	5	10	79	Wescom Group	ABC	EAST
4.5	7.3	7.5	8.1	5.5	7	<b>WKRK-AM</b> <i>N/T</i>	710 1(.5)kw	8	--	12	11	11	7	85	WKRK-TV, Inc.	CBS	KATZ
6.6	4.9	5.1	5.6	4.9	8	<b>WKRK-FM</b> <i>AC</i>	99.9 100kw	5	11	6	6	6	6	61	WKRK-TV, Inc.	MBS	KATZ
3.1	3.9	4.7	5.0	4.9	8	<b>WXBM-FM</b> <i>Ctry</i>	102.7 100kw	10	4	8	9	8	8	85	Smith & Mahacek	MBS	KATZ
4.2	5.8	5.8	4.1	4.8	10	<b>WAVH-FM</b> <i>Gold</i>	96.1 100kw	6	10	11	8	7	4	60	Pourtales	UNIS	BAN

\*Was WJLQ (UAC) until March.

# #91

## COLUMBIA, SC

COLUMBIA, SC

12+ POPULATION: 391,100 (Black: 29.6%; Hispanic: N/A)

SPRING '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
20.5	20.5	16.7	16.5	17.1	1 <b>WVDM-FM</b> UC	101.3 100kw	1	1	1	1	1	1	112	Radio Equity	UNIS	D&R
13.3	14.2	12.6	12.0	12.2	2 <b>WCOS-FM</b> Ctry	97.5 100kw	2	2	3	2	2	2	93	Benchmark Com.	ABC	KATZ
8.7	7.5	6.3	7.9	8.3	3 <b>WNOK-FM</b> CHR	104.7 100kw	3	3	2	3	5	10	71	HMW Com.	ABC	KATZ
7.5	7.6	6.4	6.7	7.9	4 <b>WTCB-FM</b> AC	106.7 100kw	5	--	5	4	3	4	92	Bloomington	AP	CHR
0.0	0.0	3.1	5.0	5.9	5 <b>WFMV-FM</b> Rel	95.3 3kw	11	5	7	8	7	6	111	Glory Com.	---	---
3.7	4.4	8.1	5.1	5.6	6 <b>WSCQ-FM</b> Nost	100.1 5.9kw	8	--	--	11	11	5	89	Congaree Br. Inc.	CBS	EAST
3.7	2.7	5.2	5.0	5.4	7 <b>WOMG-A/F</b> Gold	1320/103.1 5(2.5)kw/3kw	6	9	11	7	4	3	68	Price	MBS	TOR
4.1	5.1	4.2	3.5	5.3	8 <b>WARQ-FM</b> Rock	93.5 2.8kw	9	4	4	6	8	12	87	Radio Equity	---	BAN
7.7	6.0	7.0	7.1	5.3	8 <b>WVOC-AM</b> N/T	560 5kw	7	--	9	10	10	7	74	Benchmark Com.	NBC	BAN
5.0	3.9	4.0	6.8	5.1	10 <b>WMFX-FM</b> Rock	102.3 6kw	4	7	6	5	6	9	60	Emerald City	---	D&R

# #92

## NEW HAVEN

NEW HAVEN

12+ POPULATION: 387,300 (Black: 12.3%; Hispanic: N/A)

SPRING '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.1	10.8	9.3	9.3	1	1 <b>WPLR-FM</b> Rock	99.1 14.1kw	2	3	1	1	1	8	76	Southern Star	---	EAST
8.2	7.3	8.4	8.4	2	2 <b>WKCI-FM</b> CHR	101.3 10kw	1	1	2	2	5	7	68	Clear Channel	---	---
7.0	9.2	7.0	7.0	3	3 <b>WELI-AM</b> FS	960 5kw	3	--	20	13	10	6	69	Clear Channel	CBS	MCG
7.3	7.8	7.0	7.0	3	3 <b>WEZN-FM</b> AC	99.9 27.5kw	4	--	3	3	3	2	76	NewCity Br.	---	KATZ
5.4	3.3	6.4	6.4	5	5 <b>WWYZ-FM</b> Ctry	92.5 18kw	8	--	6	6	7	3	102	WWYZ, Inc	UNIS	DBAN
2.8	5.2	5.8	5.8	6	6 <b>WDRC-FM</b> Gold	102.9 19.5kw	5	7	7	4	2	1	73	Buckley	---	MCG
5.8	4.6	5.5	5.5	7	7 <b>WFAN-AM</b> Sports	660 50kw	7	--	8	5	6	4	72	Infinity	NBC	EAST
2.8	4.8	4.3	4.3	8	8 <b>WEBE-FM</b> AC	107.9 50kw	11	--	13	7	4	5	80	Fairfield Com.	---	BAN
3.3	4.3	3.0	3.0	9	9 <b>WYBC-FM</b> UAC	94.3 1.7kw	12	6	5	8	8	12	62	Yale Br.	SMN	K&P
5.7	3.8	2.7	2.7	10	10 <b>WKSS-FM</b> CHR	95.7 16.5kw	6	2	4	10	15	23	38	Precision Media	AP	MMR

12+ POPULATION: 380,900 (Black & Hispanic: N/A)

SPRING '93	FALL '93	SPRING '94	METRO RANK 12+ ADJ.	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
9.3	10.4	11.2	1	WJJI-FM AC	95.1 39kw	2	3	3	1	1	1	91	Sarkes-Tarzian	---	KATZ
7.5	7.8	9.8	2	WBYP-FM CR	98.9 50kw	3	7	1	2	2	4	85	Atlantic Resou.	UNIS	EAST
10.3	9.5	7.5	3	WBTV-FM Ctry	93.3 50kw	4	6	7	6	3	2	78	Fort Wayne Media	MBS	EAST
8.5	9.3	7.0	4	WMEE-FM CHR	97.3 26kw	1	2	4	4	7	9	50	Federated Media	ABC	CHR
7.1	7.8	6.7	5	WOWO-AM FS	1190 50kw	5	--	13	9	8	3	71	Price	CBS	KATZ
5.0	6.0	6.2	6	WDJB-FM CHR	106.3 3kw	6	1	5	8	9	14	66	John Linn	---	BAN
6.0	5.9	5.9	7	WXKE-FM Rock	103.9 3kw	9	--	2	3	5	12	86	Bostwick Corp.	SOU	D&R
4.4	2.9	5.6	8	WLDE-FM* Gold	101.7 3kw	7	5	8	7	4	5	69	Sarkes-Tarzian	---	KATZ
0.0	3.8	5.6	8	WQHK-FM Ctry	105.1 13.5kw	8	8	6	5	6	10	79	Federated Media	ABC	CHR
4.8	3.6	4.4	10	WGL-AM N/T	1250 2.5(1.4)kw	10	--	11	11	11	6	74	Kovas Com.	CNN	---

\*Was WJTL until April.

JOHNSON CITY-KINGSPORT-BRISTOL

12+ POPULATION: 380,700 (Black & Hispanic: N/A)

SPRING '93	FALL '93	SPRING '94	METRO RANK 12+ ADJ.	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
28.5	29.6	32.4	1	WXBQ-FM Ctry	96.9 67kw	1	1	1	1	1	1	112	Bristol	ABC	CHR
12.6	11.5	12.8	2	WTFM-FM AC	98.5 100kw	2	3	3	2	2	2	83	Home News Co.	ABC	EAST
13.2	9.8	10.7	3	WQUT-FM CR	101.5 100kw	3	2	2	3	3	4	76	Bloomington	UNIS	KATZ
4.0	5.3	4.8	4	WJCW-AM Talk	910 5(1)kw	4	--	6	6	5	5	72	Bloomington	MBS	KATZ
2.9	3.1	3.5	5	WKOS-FM Gold	104.9 1.4kw	5	6	10	4	4	3	57	Bloomington	UNI	KATZ
3.1	3.3	3.0	6	WIMZ-FM Rock	103.5 100kw	7	5	4	5	6	11	63	South Central	SOU	D&R
1.9	2.7	3.0	6	WIVK-FM Ctry	107.7 91kw	16	4	5	7	10	7	165	Dick Br.	ABC	KATZ
2.1	3.4	3.0	6	WKPT-AM Nost	1400 1kw	6	--	--	--	11	9	61	Home New Co.	ABC	EAST
4.5	4.1	2.9	9	WUSJ-FM Ctry	99.3 3.8kw	8	--	8	8	7	6	60	Tri-City Br.	NBC	---
1.1	2.1	2.1	10	WETB-AM Rel	790 5kw	11	--	--	17	15	8	81	Alpha-Omega	---	---

# #95

## SPOKANE

SPOKANE

12+ POPULATION: 378,800 (Black & Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
6.4	6.3	8.1	8.6	10.8	1	<b>KKZX-FM</b> CR	98.9 100kw	4	4	1	1	1	3	95	Pourtales	---	---
8.9	10.0	11.3	9.6	9.2	2	<b>KZZU-FM</b> CHR	92.9 85kw	1	1	4	5	6	9	70	Highsmith Br.	---	CHR
11.3	13.9	9.4	12.1	8.9	3	<b>KDRK-FM</b> Ctry	93.7 56kw	3	3	3	2	4	5	75	Citadel Com.	---	EAST
8.0	9.3	6.6	7.7	8.0	4	<b>KEYF-A/F</b> Gold	1050/101.1 5kw/100kw	2	8	7	3	2	1	67	Pourtales	---	MCG
11.5	8.2	7.6	7.1	8.0	4	<b>KISC-FM</b> AC	98.1 94kw	5	6	5	4	3	2	71	Silverado Br.	---	MMR
7.7	5.8	7.4	6.9	6.2	6	<b>KEZE-FM</b> Rock	105.7 100kw	6	2	2	6	5	14	79	Citadel Com.	---	CHR
5.7	4.2	4.5	5.2	5.1	7	<b>KXLY-FM</b> AC	99.9 37kw	7	--	8	7	8	7	64	Spokane Tele.	---	TOR
2.1	2.8	2.9	3.0	4.6	8	<b>KCDA-FM</b> Ctry	103.1 237kw	12	--	13	10	7	4	100	Rook Br. Co.	SMN	MMR
4.5	5.6	4.7	4.2	4.4	9	<b>KAQQ-AM</b> Nost	590 5kw	11	--	--	--	16	11	97	Silverado Br.	UNIS	MMR
4.0	4.7	3.9	5.5	3.8	10	<b>KJRB-AM</b> Talk	790 5kw	13	--	11	11	11	10	87	Citadel Com.	UNIS	KATZ

# #96

## DAYTONA BEACH

DAYTONA BEACH

12+ POPULATION: 378,200 (Black: 7.8%; Hispanic: N/A)

SPRING '93	FALL '93	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
12.2	9.9	12.2	1	<b>WMGF-FM</b> AC	107.7 100kw	1	11	7	1	1	1	100	Paxson Br.	---	BAN
10.0	7.2	6.5	2	<b>WGNE-FM</b> Ctry	98.1 50kw	3	2	4	5	4	3	81	Southern Starr	---	BAN
6.6	6.7	6.4	3	<b>WROD-AM</b> Nost	1340 1kw	8	--	19	19	15	7	96	La Paz Br.	ABC	REG
8.2	6.4	6.0	4	<b>WOCL-FM</b> Gold	105.9 100kw	2	--	10	6	3	2	64	American Media	AP	CHR
4.0	5.4	5.4	5	<b>WOMX-A/F</b> Hot AC	950/105.1 5kw/100kw	4	5	2	1	2	5	68	Nationwide	---	MCG
2.1	4.6	4.9	6	<b>WJRR-FM</b> Rock	101.1 100kw	7	8	1	3	6	10	74	Paxson Br.	---	BAN
4.2	5.7	4.8	7	<b>WNDB-AM</b> NIT	1150 1kw	12	--	17	14	14	6	89	Root Com.	CBS	TOR
2.7	4.0	4.5	8	<b>WHTQ-FM</b> CR	96.5 100kw	6	9	8	4	5	4	67	TK	SOU	TOR
5.5	6.1	4.3	9	<b>WCFB-FM</b> Ctry	94.5 100kw	9	6	5	8	7	8	66	NewCity Com.	---	KATZ
3.5	4.1	3.7	10	<b>WDIZ-FM</b> Rock	100.3 100kw	10	7	3	7	8	12	62	Shamrock Com.	ABC	MMR

# MELBOURNE-TITUSVILLE-COCOA, FL

# #97

POPULATION: 372,300 (Black & Hispanic: N/A)

SPRING '93	FALL '93	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
10.1	11.7	8.5	1	<b>WMMB-AM</b> BBnd	1240 1kw	7	10	--	23	21	7	117	City Br.	MBS	TOR
5.6	6.1	7.1	2	<b>WHTQ-FM</b> CR	96.5 100kw	1	9	2	1	1	2	73	TK	SOU	TOR
8.0	6.6	7.1	2	<b>WWKA-FM</b> Ctry	92.3 100kw	2	12	4	3	3	1	74	NewCity Com.	---	KATZ
3.4	6.5	6.8	4	<b>WJRR-FM</b> Rock	101.1 100kw	3	3	1	2	2	10	73	Paxson Br.	---	BAN
6.0	7.1	5.6	5	<b>WAOA-FM</b> CHR	107.1 100kw	4	1	5	6	10	12	63	Silicon East	---	TOR
6.3	7.0	5.0	6	<b>WHKR-FM</b> Ctry	102.7 50kw	9	--	7	9	8	4	78	Roper Br.	---	EAST
6.1	5.3	5.0	6	<b>WLRQ-FM</b> AC	99.3 50kw	10	--	6	5	4	5	81	Superior	---	EAST
4.3	3.9	4.6	8	<b>WDIZ-FM</b> Rock	100.3 100kw	6	--	3	4	9	14	61	Shamrock Com.	ABC	MMR
3.1	4.7	4.5	9	<b>WOMX-A/F</b> Hot AC	950/105.1 5kw/100kw	5	11	9	8	6	2	56	Nationwide	---	MCG
3.4	2.4	4.5	9	<b>WTKS-FM</b> Talk	104.1 100kw	8	--	8	7	5	6	67	Press Br.	AP	MCG

MELBOURNE-TITUSVILLE-COCOA

# CHATTANOOGA

# #98

12+ POPULATION: 371,600 (Black: 12.8%; Hispanic: N/A)

SPRING '93	SUMMER '93	FALL '93	WINTER '94	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
23.9	26.2	26.6	24.2	23.5	1	<b>WUSY-FM</b> Ctry	100.7 100kw	1	1	1	1	1	1	103	Colonial	NBC	KATZ
10.4	10.5	10.3	9.1	8.2	2	<b>WJTT-FM</b> UC	94.3 3kw	6	2	2	2	3	4	117	Jettcom	---	D&R
7.5	9.2	8.2	9.6	7.9	3	<b>WDEF-FM</b> AC	92.3 100kw	2	--	7	5	2	2	68	Park	CBS	EAST
5.2	6.1	4.7	5.1	5.8	4	<b>WLMX-FM</b> AC	105.5 3kw	5	7	3	3	4	5	68	Chattanooga	ABC	MCG
7.2	6.1	5.2	6.9	5.5	5	<b>WSKZ-FM</b> Rock	106.5 100kw	3	4	4	4	5	8	57	Bloomington Br.	---	CHR
5.8	3.9	4.4	3.9	4.0	6	<b>WDOD-FM</b> Ctry	96.5 100kw	4	8	9	9	9	6	44	Bahakel	SMN	BAN
5.0	2.6	4.7	3.9	3.8	7	<b>WFXS-FM</b> CR	102.3 3kw	8	6	5	6	7	12	77	Tennessee Com.	---	BAN
2.5	0.0	0.7	4.2	3.8	7	<b>WOGT-FM</b> Gold	107.9 2.85kw	7	9	12	7	6	3	64	Bloomington Br.	---	CHR
6.1	4.6	5.9	5.2	3.6	9	<b>WGOW-AM</b> N/T	1150 5(1)kw	10	--	10	10	8	7	74	Bloomington Br.	MBS	CHR
0.9	1.7	1.3	2.0	3.6	9	<b>WKXJ-FM</b> AC	97.3 16kw	11	--	6	8	11	15	75	Marson Br.	---	ROS

CHATTANOOGA

# #99

## ROANOKE-LYNCHBURG

POPULATION: 371,500 (Black: 14.6%; Hispanic: N/A)

SPRING '93	FALL '93	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
18.9	18.0	18.8	1	<b>WYYD-FM</b> Ctry	107.9 20.5kw	2	4	3	1	1	1	116	Winfas of Virginia	ABC	MCG
10.5	11.6	9.7	2	<b>WLYK/WXLK</b> CHR	100.3/92.3 20kw/93kw	1	1	1	3	5	6	58	Cebe Investments	CNN	MCG
12.0	9.4	8.5	3	<b>WROV-FM</b> Rock	96.3 14kw	3	5	2	2	2	5	95	Weil Enterprises	ABC	CHR
10.1	7.8	6.9	4	<b>WPVR-FM</b> AC	94.9 100kw	5	--	6	7	4	3	78	Jim Gibbons	---	TOR
6.0	4.2	6.5	5	<b>WFIR-AM</b> FS	960 5kw	6	--	10	9	9	4	90	Jim Gibbons	CBS	TOR
1.5	3.9	6.2	6	<b>WJJS-A/F*</b> UC	106.1/101.7 5.8kw/3.4kw	8	2	5	5	6	8	104	Virginia Network	---	K&P
3.5	6.1	5.9	7	<b>WJLM-FM</b> Ctry	93.5 6k	7	6	4	6	8	9	80	WRIS	MBS	TOR
6.5	8.0	5.9	7	<b>WSLQ-FM</b> AC	99.1 200kw	4	7	7	4	3	2	65	Mel Wheeler	ABC	KATZ
2.7	3.1	4.2	9	<b>WSLC-AM</b> AC	610 5(1)kw	10	--	18	11	11	10	84	Mel Wheeler	NBC	KATZ
6.0	3.7	3.7	10	<b>WLDJ/WVRV**</b> UC	102.7/105.3 22kw/3kw	9	--	8	8	7	7	64	Virginia Network	---	---

\*WJJS-FM became WJXX. \*\*WVRV became WRDJ.

# #100

## WORCESTER

12+ POPULATION: 367,600 (Black & Hispanic: N/A)

SPRING '93	FALL '93	SPRING '94	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	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
11.5	12.2	11.8	1	<b>WSRS-FM</b> AC	96.1 16.5kw	1	4	3	3	2	2	91	Knight Quality	---	BAN
12.2	8.7	9.9	2	<b>WXLO-FM</b> AC	104.5 37kw	3	10	2	2	1	1	91	Deep River	AP	MCG
7.0	6.9	9.7	3	<b>WAAF-FM</b> Rock	107.3 18.kw	4	2	1	1	3	11	95	Zapis	UNIS	D&R
9.9	9.0	9.6	4	<b>WTAG-AM</b> N/T	580 5kw	2	--	11	9	5	3	82	Knight Quality	CBS	BAN
1.2	3.8	5.2	5	<b>WBCS-FM</b> Ctry	96.9 12.5kw	6	--	8	5	4	4	93	Greater Media	---	MCG
3.1	3.8	4.0	6	<b>WZLX-FM</b> CR	100.7 20kw	8	11	4	4	8	8	75	Infinity	UNIS	CHR
3.9	4.1	3.8	7	<b>WCLB-FM</b> Ctry	105.7 8.5kw	13	7	12	8	6	5	102	Fairbanks Com.	---	BAN
3.3	1.7	3.5	8	<b>WBMX-FM</b> Hot AC	98.5 9kw	7	6	7	6	9	7	64	Amer. Radio Sys.	UNIS	EAST
5.2	5.0	3.4	9	<b>WJMN-FM</b> CHR	94.5 11.5kw	5	1	6	10	15	22	54	Pyramid Com.	---	D&R
3.3	4.0	3.4	9	<b>WODS-FM</b> Gold	103.3 16kw	12	--	20	12	11	6	72	CBS	CBS	CBS





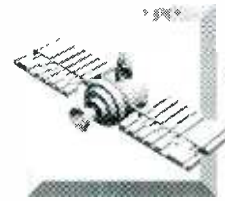
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**120**



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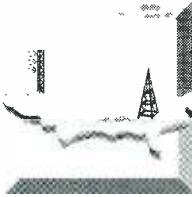
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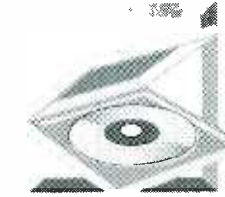
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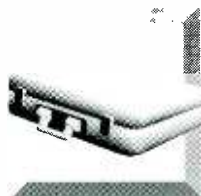
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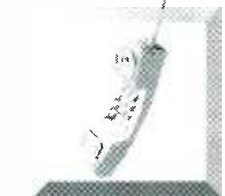
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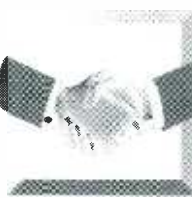
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**148**



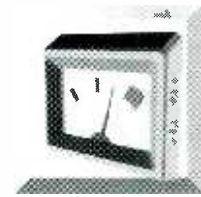
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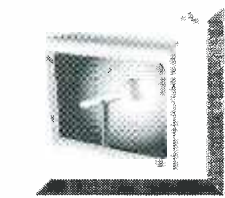
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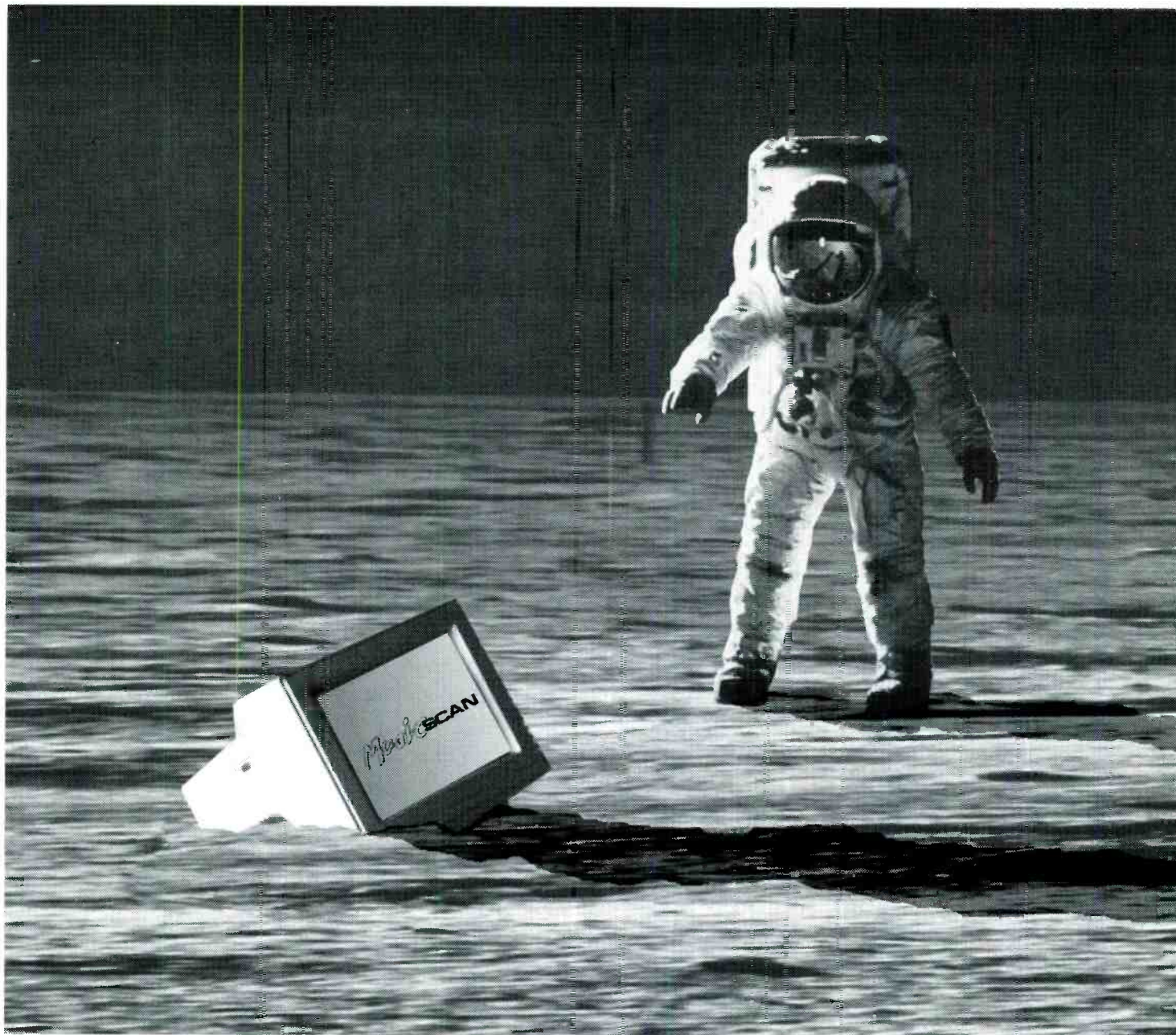
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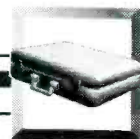
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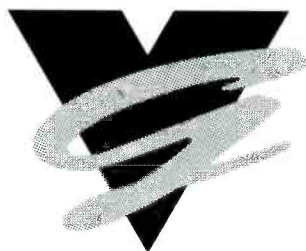
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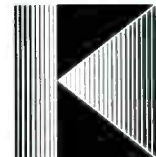
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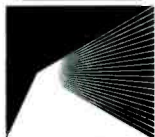
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A = Automation Systems

C = Computer Systems

CD = CD Players/Recorders

CO = Consoles

CR = Cart Decks

D = Distributors

DW = Digital Workstations

IT = Interactive Telephone

P = Processing

S = Studio Equipment

T = Transmission Equipment

TD = Tape Decks

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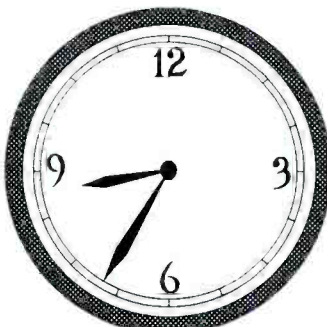
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236 Greenwood Avenue  
Bloomington, IL 61704  
(309) 829-1221  
FAX: (309) 827-8071

**Timothy R. Ives**, President

Bloomington-Normal, IL	WJBC-AM & WBNQ-FM
Charleston, SC	WXLY-FM
Chattanooga, TN	WGOW-AM, WSKZ-FM & WOMG-FM
Columbia, SC	WTCB-FM
Grand Rapids, MI	WBBL-AM, WKLO-FM & WLAV-FM
Johnson City, TN	WJCW-AM, WKIN-AM, WKOS-FM & WQUT-FM

**Bogue Chitto Communications Co.**

PO Box 351  
Columbia, MS 39429  
(601) 731-2298

**Thomas McDaniel**, Owner/President

**Debbie Beets**, FM

Bogalusa, LA	WBOX-AM & FM
Brookhaven, MS	WCHJ-AM & WBKN-FM

**Bonneville International Corp.**

Broadcast House  
PO Box 1160  
Salt Lake City, UT 84110-1160  
(801) 575-7500  
FAX: (801) 575-7548

**Rodney H. Brady**, President/CEO

Chicago, IL	WTMX-FM
Dallas, TX	KZPS-FM
Kansas City, MO	KMBZ-AM, KCMO-AM & FM & KLTH-FM
Los Angeles, CA	KBIG-FM
New York, NY	WMXV-FM
Phoenix, AZ	KIDR-AM & KSPN-FM
Salt Lake City, UT	KSL-AM
San Francisco, CA	KOIT-AM & FM
Seattle, WA	KING-AM & KIRO-AM & FM

**Bott Broadcasting**

10550 Barkley  
Overland Park, KS 66212  
(913) 642-7770

**Richard Bott II**, VP

Fort Wayne, IN	WFCV-AM
Kansas City, MO	KCCV-AM & FM
Memphis, TN	WCRV-AM
Modesto, CA	KCIV-FM
Oklahoma City, OK	KQCV-AM
St. Louis, MO	KSIV-AM

**Brewer Broadcasting Corp.**

409 Chestnut Street  
Chattanooga, TN 37402  
(615) 265-9432

**James Brewer**, President/CEO

Centerville, IN	WHON-AM
Marianna, FL	WTOT-AM & WJAQ-FM
Richmond, IN	WQLK-FM
Tell City, IN	WTCJ-AM

**Brill Media Co. Inc.**

420 NW 5th Street, Suite 3-B  
PO Box 3353  
Evansville, IN 47732  
(812) 423-6200  
FAX: (812) 428-4021

**Alan Brill**, President

**Alan Beck**, VP

Duluth, MN	WEBC-AM & WAVC-FM
Fargo-Moorehead, ND	KQWB-AM & FM
Ft. Collins-Greeley, CO	KUAD-FM
Jefferson City, MO	KLIK-AM & KTXY-FM
Lancaster-Reading, PA	WIOV-FM
Owensboro, KY	WOMI-AM & WKBR-FM
Reading, PA	WIOV-AM

**Bristol Broadcasting Co. Inc.**

PO Box 1389  
Bristol, VA 24203  
(703) 669-8112  
FAX: (703) 669-0541

**W.L. Nininger**, President

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Charleston, WV	WQBE-AM & FM
Henderson, KY	WKDQ-FM
Paducah, KY	WKYX-AM & WKYQ-FM

**Broadcasting Partners Inc.**

150 West 55th Street  
New York, NY 10019  
(212) 581-3210  
FAX: (212) 399-9117

**Lee Simonson**, Vice Chairman/COO

**Barry Mayo**, President

Charlotte, NC	WPEG-FM & WOAV-AM & FM
Chicago, IL	WVAZ-FM & WJPC-AM & FM
Dallas, TX	KSKY-AM
Detroit, MI	WMTG-AM, WKQI-FM & WNIC-FM
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**Broadco Of Texas Inc.**

1421 Great Plains Boulevard  
Suite C  
Lawton, OH 73505  
(405) 536-9530

FAX: (405) 536-3299

**Chuck Morgan**, President

Lawton, OK	KMGZ-FM
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**Brown Broadcasting Co.**

280 Commerce Circle  
Sacramento, CA 95815  
(916) 923-6800

FAX: (916) 923-9321

**Philip A. Melrose**, President

Fresno, CA	KYNO-AM & KJFX-FM
Sacramento, CA	KXOA-AM & FM & KQPT-FM
San Diego, CA	KPOP-AM & KGB-FM
San Francisco, CA	KDFC-AM & FM & KKSF-FM
Seattle, WA	KRWM-FM

**Buckley Broadcasting**

166 West Putnam Avenue  
Greenwich, CT 06830  
(203) 661-4307  
FAX: (203) 622-7341

**Richard Buckley, Jr.**, President

Bakersfield, CA	KNZR-AM & KLLY-FM
Fresno, CA	KSEQ-FM & KIOO-FM
Hartford, CT	WDRG-AM & FM
Modesto-Merced, CA	KUBB-FM
Monterey-Salinas, CA	KWAV-FM
New York, NY	WOR-AM
Syracuse, NY	WFBL-AM & WSEN-FM

**Bulmer Communications Group**

PO Box 102  
217 Park Place  
Ashtabula, OH 44004  
(216) 997-1025  
FAX: (216) 993-4025

**John Bulmer**, President

**Mike Anthony**, VP

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Toledo, OH	WHMQ-FM

**Burbach Broadcasting Co.**

2350 One PPG Place  
Suite 2350  
Pittsburgh, PA 15222  
(412) 263-6725  
FAX: (412) 263-6737

**Nicholas Galli**, President

Marion, OH	WQTL-FM
WMRN-AM & FM	WXIL-FM
Ottawa, OH	WMAJ-AM & WBHV-FM
Parkersburg, WV	WBBD-AM
St. College, PA	& WEGW-FM
Wheeling, WV	

**C**

**Calendar/June Broadcasting**

280 Highway 35  
Middletown, NJ 07748  
(908) 758-8900  
FAX: (908) 758-9882

**Phil Giordano, President**  
Harrisburg, PA

WTCY-AM  
& WNNK-FM  
KBFM-FM  
WBLX-AM & FM  
WXBM-FM

McAllen/Brownsville, TX  
Mobile, AL  
Pensacola, FL

**Cape Fear Broadcasting Co.**

1009 Drayton Road  
Fayetteville, NC 28303  
(919) 864-5222  
FAX: (919) 864-3065

**Victor Dawson, President**  
Fayetteville, NC

WFNC-AM  
& WQSM-FM  
WGNI-FM  
& WMNX-FM

Wilmington, NC

**Capital Cities/ABC Inc.**

77 West 66th Street  
21st Floor  
New York, NY 10023  
(212) 456-6079

**James Arcara, Radio President**

Atlanta, GA

WKHX-AM & FM  
& WYAY-FM  
WLS-AM & FM  
WBAP-AM  
& KSCS-FM  
WJR-AM  
& WHYT-FM  
KABC-AM,  
KMPC-AM  
& KLOS-FM  
KQRS-AM & FM  
WABC-AM  
& WPLJ-FM  
KGO-AM  
WMAL-AM  
& WRQX-FM

Chicago, IL  
Dallas, TX

Detroit, MI

Los Angeles, CA

Minneapolis, MN  
New York, NY

San Francisco, CA  
Washington, DC

**Capitol Broadcasting Co.**

711 Hillsborough Street  
Raleigh, NC 27603  
(919) 890-6000

**Jim Goodman, President**

Baltimore, MD

WWMX-FM  
& WSSF-FM  
WRAL-FM

Raleigh, NC

**Capitol Kids Radio Co.**

8555 16th Street  
Silver Spring, MD 20910  
(301) 588-1050  
FAX: (301) 588-2249

**Lawrence Kessner, Partner**

**Virginia Carson, Partner**

**David Eppler, Partner**

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WKDL-AM  
& WKDV-AM

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1113 Nebraska Street  
Sioux City, IA 51105  
(712) 258-5595  
FAX: (712) 252-2430

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**T. H. Mahn, VP/GM**

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KSFT-AM  
& KKJO-FM  
KWSL-AM  
& KGLI-FM

Sioux City, IA

**Carlson Communications International**

PO Box 57760  
Salt Lake City, UT 84157  
(801) 268-8181  
FAX: (801) 266-1510

**Ralph J. Carlson, President**

Elko, NV

Salt Lake City, UT

KRJC-FM  
KKDS-AM  
& KRSP-FM

**Cascade Broadcasting Corp.**

5410 SW Macadam  
Suite 240  
Portland, OR 97201  
(503) 221-5166  
FAX: (503) 221-5802

**David Jack, President/Owner**

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New Orleans, LA

KBIF-AM  
WSHO-AM

**CAT Communications Inc.**

518 17th Street  
Suite 980  
Denver, CO 80202  
(303) 436-1869  
FAX: (303) 436-1889

**James Kent Nichols, President/CEO**

**John Nichols, Chairman**

Oklahoma City, OK

KPRW-AM  
& KATT-FM

**Cavaness Broadcasting Inc.**

123 East Main Street  
Lafayette, LA 70501  
(318) 233-1330  
FAX: (318) 237-7733

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Alexandria, LA

Lafayette, LA  
New Iberia, LA

KXKW-AM  
& KLAA-FM  
KVOL-AM & FM  
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Clairemont, NH 03743  
(603) 542-7735

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Morristown, NY  
Watertown, NY

WKRT-AM  
& WYYS-FM  
WNCQ-FM  
WNCQ-AM  
& WCIZ-FM

**CBS Radio Division**

51 West 52nd Street  
New York, NY 10019  
(212) 975-3976  
FAX: (212) 975-7355

**Nancy C. Widmann, President**

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Dallas, TX

Detroit, MI

Houston, TX  
Los Angeles, CA

Minneapolis, MN

New York, NY  
Philadelphia, PA

St. Louis, MO

San Francisco, CA

Washington, DC

WODS-FM  
WBBM-AM & FM  
KTXQ-FM  
& KRRW-FM  
WWJ-AM  
& WYST-FM  
KKRW-FM  
KNX-AM  
& KCBS-FM  
WCCO-AM  
& WLTE-FM  
WCBS-AM & FM  
WOGL-FM  
& WGMP-AM  
KMOX-AM  
& KLOU-FM  
KCBS-AM  
& KRQR-FM  
WARW-FM

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5501 Excelsior Boulevard  
Minneapolis, MN 55416  
(612) 924-0502  
FAX: (612) 338-2177

**Chris Botto, GM**

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Grand Forks, ND

Kahului, HI

Minot, ND

Paris, TX

Rapid City, SD

Redwood Falls, MN

Sturgis, SD

Volga, SD

KKAA-AM  
& KQAA-FM  
KQHT-FM  
KNUI-AM & FM  
KRRZ-AM  
& KZPR-FM  
KBUS-FM  
KRCS-FM  
KLGR-AM & FM  
KBHB-AM  
KJJQ-AM  
& KKQQ-FM

**Century Broadcasting**

875 North Michigan Avenue  
Suite 2650  
Chicago, IL 60611  
(312) 922-1000

**George A. Collias, President**

Chicago, IL

Denver, CO

WPNT-FM  
KYBG-AM & FM

**Chancellor Communications Corp.**

9030 Woodhurst Drive  
Dallas, TX 75243  
(214) 348-8285  
FAX: (214) 348-9277

**Steven Dinetz, President**

Sacramento, CA

KFBK-AM  
& KGBY-FM

## Charisma Broadcasting Group

PO Box 3300  
Tupelo, MS 38803  
(601) 842-1067  
FAX: (601) 844-0725

**Terry Barber, President/COO**

**Donald DePriest, CEO**

**Sandra DePriest, Secretary**

Baldwyn, MS	WESE-FM
Columbus, MS	WKOR-FM
Starkville, MS	WKOR-AM & WMSU-FM
Tupelo, MS	WTUP-AM, WWZD-AM & FM

## Children's Broadcasting Corp.

724 1st Street North  
4th Floor  
Minneapolis, MN 55401  
(612) 338-3300  
FAX: (612) 338-4318

**Christopher T. Dahl, President**

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Houston, TX	KTEK-AM
Kansas City, KS	KNCW-AM
Los Angeles, CA	KPLS-AM
Milwaukee, WI	WYLO-AM
Minneapolis/St. Paul, MN	WWTC-AM & WYCR-AM
Washington, DC	WDCT-AM

## Citadel Communications

1839 South Alma School #264  
Mesa, AZ 85210  
(602) 730-6663  
FAX: (602) 820-0037

**Larry Wilson, President**

Albuquerque, NM	KQEO-AM, KKOB-AM & FM & KMGA-FM
Billings, MT	KDWG-AM, KCTR-FM & KKBR-FM
Boise, ID	KHEZ-FM
Bozeman, MT	KBOZ-AM & FM & KATH-FM
Colorado Springs, CO	KKFM-FM & KKMG-FM
Modesto, CA	KBEE-AM, KATM-FM, KHOP-FM & KROW-FM
Reno, NV	KROW-AM, KBUL-FM & KNEV-FM
Salt Lake City, UT	KLZX-AM & FM
Spokane, WA	KGA-AM, KJRB-AM, KDRK-FM & KEZE-FM

## Citicasters Inc.

The Provident Tower  
One East Fourth Street  
Suite 600  
Cincinnati, OH 45202-3713  
(513) 562-8000  
FAX: (513) 721-8413

**Dave Crowl, President/Radio Group**

Atlanta, GA	WKLS-FM
Cincinnati, OH	WKRQ-FM & WWNK-FM
Detroit, MI	WRIF-FM
Kansas City, MO	WDAF-AM & KYYS-FM
Phoenix, AZ	KOPA-AM & KSLX-FM
Portland, OR	KEX-AM & KKRZ-FM
Sacramento, CA	KSEG-FM & KRXQ-FM
Tampa-St. Petersburg, FL	WXTB-FM

## Clarke Broadcasting Corp.

850 Bobbin Mill Road  
Athens, GA 30610  
(706) 549-1340

**H. Randolph Holder Sr., Owner**

Athens, GA	WGAU-AM & WNGC-FM
Sonora, CA	KVML-AM & KZSQ-FM

## Classic Radio Inc.

333 Dexter Avenue North  
Suite 400  
Seattle, WA 98109  
(206) 448-3666  
FAX: (206) 448-0928

**Priscilla Collins, President**

Seattle, WA	KING-FM
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## Clear Channel Communications Inc.

200 Concord Plaza  
Suite 600  
San Antonio, TX 78216  
(210) 822-2828  
FAX: (210) 822-2299

**L. Lowry Mays, President/CEO**

Austin, TX	KHFI-AM & KPEZ-FM
Houston, TX	KBXX-AM & FM & KHYS-FM
Louisville, KY	WHAS-AM & WAMZ-FM
New Orleans, LA	WQUE-AM & FM
New Haven, CT	WAVZ-AM, WELI-AM, WKCI-FM
Oklahoma City, OK	KTOK-AM, KEBC-FM & KJYO-FM
Port Arthur, TX	KALO-AM
Richmond, VA	WRVA-AM, WRVH-AM WRVQ-FM & WRXL-FM
San Antonio, TX	KZXS-AM, WOAI-AM, KAJA-FM & KQXT-FM
Tampa, FL	WRBQ-AM & FM & WAXY-FM
Tulsa, OK	KMOD-AM & KAKC-FM

## Close Communications

PO Box 1750  
Keene, NH 03431-1750  
(603) 352-3691  
FAX: (603) 357-2450

**E.H. Close, Owner**

Plymouth, NH	WPNH-AM & FM
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## Cobb Communications Inc.

1777 Forest Park Drive  
Anchorage, AK 99517  
(907) 272-7461  
FAX: (907) 279-2112

**T.C. Tierney, President**

Kodiak, AK	KVOK-AM & KJJZ-FM
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## Colfax Communications Inc.

920 Dain Plaza  
60 South Sixth Street  
Minneapolis, MN 55402  
(612) 373-0100

**L. Steven Goldstein, President**

Minneapolis, MN	KQQL-FM & WBOB-FM
Washington, DC	WTEM-AM, WBIG-FM & WGMS-FM

## Colonial Broadcasting

One Commerce Street  
Suite 300  
Montgomery, AL 36104  
(205) 240-9274  
FAX: (205) 240-9219

**Robert Lower, Chairman**

Chattanooga, TN	WUSY-FM
Montgomery, AL	WSYA-AM, WLWI-AM & FM & WMXS-FM

## Colorado Farm-Ranch Radio Network

PO Box 2224  
Greely, CO 80632  
(303) 535-6522

**Robert Zellmer, President**

Brush, CO	KSIR-AM & FM
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## Comco Broadcasting Inc.

500 L Street  
Suite 200  
Anchorage, AK 99501  
(907) 272-5945  
FAX: (907) 272-5055

**Robert Visser, President**

Anchorage, AK	KYAK-AM, KGOT-FM & KYMG-FM
Fairbanks, AK	KIAK-AM & FM & KAKQ-FM

## Commonwealth Broadcasting Of

**Northern California**  
2550 Fifth Avenue  
11th Floor  
San Diego, CA 92103  
(619) 236-9599  
FAX: (619) 233-6517

**Dex Allen, General Partner**

Albuquerque, NM	KRZY-AM,
Las Vegas, NV	KYXI-FM
Yuma, AZ	KMZQ-FM



**C**

**Communications Corp.**

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Lafayette, LA 70506  
(318) 237-1142  
**Thomas Galloway, Owner**  
**Michael Mitchell, Owner**  
Fayetteville/Springdale, AR  
Lafayette, LA

KEZA-FM  
KPEL-AM  
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5490 Saratoga Road  
Dubuque, IA 52001-1280  
(319) 583-6471  
FAX: (319) 583-4535  
**Philip Kelly, President**  
**Kevin Kelly, GM**  
Albert Lea, MN

KATE-AM  
& KCPI-FM  
WDBQ-AM  
& KLYV-FM

**Communicom Company Of America Inc.**

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Denver, CO 80222  
(303) 759-8481  
**Lee Enerding, Chairman/CEO**  
New York, NY  
Philadelphia, PA  
San Antonio, TX

WWDJ-AM  
WZZD-AM  
KSLR-AM

**Community Airwaves Corporation**

724 1st Street North  
4th Floor  
Minneapolis, MN 55401  
(612) 338-3300  
FAX: (612) 338-4318

**Melvin Paradis, President**

Bemidji, MN  
Brookings, SD  
Grand Forks, ND  
Maui, HI  
Minot, ND  
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KKBY-AM & FM  
KJJQ-AM  
& KKQQ-FM  
KQHT-FM  
KNUI-AM & FM  
KRRZ-AM  
& KZPR-FM  
KLGR-AM & FM  
KBHB-AM  
& KRCS-FM

**Community Pacific Broadcasting Co**

PO Box 871  
Monterey, CA 93942  
(408) 655-6350  
FAX: (408) 655-6355

**David J. Benjamin, President/CEO**

Anchorage, AK  
Modesto, CA

KKSD-AM,  
KASH-FM  
& KBFX-FM  
KFIV-AM  
& KJSN-FM

**Community Service Radio Inc.**

PO Box 3335  
Peoria, IL 61612  
(309) 694-6262  
FAX: (309) 694-2233

**Jim Glassman, President**

Carbondale-Murphysboro  
McLeansboro-Mt. Vernon  
Peoria, IL  
Wheeling, WV

WTAO-FM  
WMCL-AM  
WIRL-AM  
& WSWT-FM  
WKWK-AM & FM

**Compass Radio Group Inc.**

9416 Mission Gorge Road  
Santee, CA 92071  
(619) 286-1170  
FAX: (619) 449-8548  
**Bob Hughes, President**  
Phoenix, AZ  
St. Louis, MO  
San Diego, CA

KOOL-AM & FM  
KFNS-AM  
& KEZK-FM  
KCBQ-AM & FM

**Contemporary Media Broadcasting Group**

235 Jungerman Road  
Suite 212  
St. Peters, MO 63376  
(314) 928-6569  
FAX: (314) 928-6525  
**Mike Rice, President**  
**Janet Cox, VP**  
Columbia, MO  
Lake of Ozarks, MO  
Terre Haute, IN

KFMZ-FM  
KBMX-FM  
WBOW-AM,  
WZZQ-FM  
& WBFX-FM

**Coshocton Broadcasting Company**

114 North 6th Street  
Coshocton, OH 43812  
(614) 622-1560  
FAX: (614) 622-7940  
**Bruce Wallace, Owner**  
Coshocton, OH  
Millersburg, OH

WTNS-AM & FM  
WKLM-FM

**Cottonwood Communications Corp.**

PO Box 720  
Alamogordo, NM 88310  
(505) 437-1505  
FAX: (505) 437-5566  
**Robert Flotte, Owner**  
Alamogordo, NM  
La Luz, NM

KPSA-AM  
KPSA-FM

**Cox Enterprises Inc.**

1400 Lake Hearn Drive NE  
Atlanta, GA 30319  
(404) 843-5245  
FAX: (404) 843-5586  
**Robert F. Neil, Executive VP/Radio**  
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Chicago, IL  
Dayton, OH  
Los Angeles, CA  
Miami, FL  
Tampa, FL

WSB-AM & FM  
WCKG-FM  
& WYSY-FM  
WHIO-AM  
& WHKO-FM  
KFI-AM  
& KOST-FM  
WIOD-AM,  
WFLC-FM  
& WHQT-FM  
WSUN-AM,  
WCOF-FM  
& WWRM-FM

**Crain Broadcasting Co.**

1336 Brookhaven Drive  
South Haven, MS 38337  
(601) 393-8027  
FAX: (615) 381-4511  
**Albert & Lois Crain, Owners**  
Big Pine Key, FL  
Mobile, AL

WWUS-FM  
WLVV-AM

**Crawford Broadcasting**

PO Box 3003  
Blue Bell, PA 19422-0735  
(215) 628-3500  
**Don Crawford, President**  
Avalon/Los Angeles, CA  
Buffalo, NY  
Denver, CO  
Detroit, MI  
Garland/Dallas, TX  
Hammond-Chicago, IL  
Homewood/Birmingham, AL  
Oakdale/San Francisco, CA  
Portland, OR  
St. Louis, MO  
Syracuse, NY  
Webster, NY

KBRT-AM  
WDCX-FM  
KLZ-AM  
& KLTT-AM  
WMUZ-FM  
KPBC-AM  
WYCA-FM  
WDJC-AM & FM  
KCBC-AM  
KPHP-AM  
KJSL-AM  
& KSTL-AM  
WDCW-AM  
WDCZ-FM

**CRB Broadcasting Corp.**

530 Broadway  
3rd Floor  
New York, NY 10012  
(212) 334-6850  
FAX: (212) 334-6806  
**Bruce A. Friedman, President/CEO**  
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Ft. Pierce, FL  
Huntington, WV  
Norwalk, CT  
White Plains, NY  
Wilmington, DE

WZZO-FM &  
WAEB-AM & FM  
WZZR-FM  
WTCR-AM & FM  
WNLK-AM  
& WEFX-FM  
WFAS-AM & FM  
WJBR-AM & FM

**CRISTA Broadcasting**

19303 Fremont Avenue North  
Seattle, WA 98133  
(206) 546-7350  
**Crista Ministries, Owner**  
**Scott Thunder, Acting GM**  
Lynden, WA  
Seattle/Tacoma, WA

KLYN-FM  
KCIS-AM  
& KCMS-FM

**Cromwell Group Inc.**

PO Box 171097  
Nashville, TN 37217  
(615) 361-7560  
FAX: (615) 366-4313  
**Bayard Walters, President**  
Clarksville, TN  
Decatur, IL  
Hawesville, KY  
Mattoon-Charleston, IL  
Nashville, TN  
Owensboro, KY  
Peoria, IL  
Shelbyville, IL  
Shelbyville, TN

WCTZ-AM  
WEJT-FM  
& WYDS-FM  
WKCM-AM & FM  
WMCI-FM  
& WHQQ-FM  
WYQC-FM  
& WQZQ-FM  
WBIO-FM  
WGLO-FM  
& WVLE  
WSHY-AM  
WHAL-AM

**Crown Broadcasting Inc.**

8401 Old Courthouse Road  
Suite 140  
Vienna, VA 22182  
(703) 506-0990  
**Thomas Gammon, President**  
Fort Collins, CO  
Victorville, CA

KTRR-FM  
KZXY-AM & FM

**C**

# GROUP OWNERS

C  
•  
D

C

## Curtis Media Group

3012 Highwoods Boulevard  
Suite 201  
Raleigh, NC 27604  
(919) 876-0674  
FAX: (919) 790-6457

**Donald W. Curtis, President/Chairman**  
Burlington-Greensboro, NC WBBB-AM  
& WPCM-FM  
Fayetteville-Laurinburg WEWO-AM,  
WFLB-AM  
& WMXF-FM  
Goldsboro-Wilson, NC WGBR-AM  
& WKTC-FM  
Raleigh, NC WPTF-AM  
& WQDR-FM  
Tabor City-Whiteville, NC WTAB-AM  
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Bentonville, AR KOLZ-FM  
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F

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FAX: (407) 689-9957

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FAX: (309) 342-0840

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FAX: (404) 875-1186

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Little Rock, AR	KURB-AM & FM & KEZQ-FM
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Marshfield, WI WDLB-AM  
& WLJY-FM  
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& WNFM-FM  
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**F**

**G**

# GROUP OWNERS

G

G

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FAX: (213) 845-1628

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Los Angeles, CA KSCA-FM

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FAX: (716) 664-9326

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**Merrill Rosen, GM**  
**Paul Goldman, VP/GM**  
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WJTN-AM  
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(505) 243-1744

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& KCGY-FM  
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Hutchinson, KS 67502  
(316) 663-4461

**Mack Sanders, President**  
Hot Springs, AR KBHS-AM  
& KSPA-AM  
Hutchinson, KS KWHK-AM

## Great Empire Broadcasting

PO Box 1402  
Wichita, KS 67201  
(316) 838-9141

FAX: (316) 838-3607  
**Mike Lynch, President**  
**Mike Oatman, GM/CEO**  
Omaha, NE WOW-AM & FM  
Shreveport, LA KWKH-AM & FM  
Springfield, MO KTTS-AM & FM  
Tulsa, OK KVOO-AM & FM  
& KCKI-FM  
Wichita, KS KFDI-AM & FM  
& KICT-FM

## Great Scott Broadcasting

224 Mauer Mill Road  
Pottstown, PA 19464  
(215) 326-4000  
FAX: (215) 326-4809

**Faye Scott, Chairman**  
Auburn, NY WMBO-AM  
& WPCX-FM  
Ellwood City-New Castle WKST-AM & FM  
Fairless Hill, PA WCHR-FM  
Georgetown, DE WSSR-AM  
& WZBH-FM  
Pottstown, PA WPAZ-AM  
Trenton, NJ WTTM-AM

## Great Trails Broadcasting

717 East David Street  
Dayton, OH 45429  
(513) 294-3333  
FAX: (513) 297-5223

**Alexander Williams, President**  
**David Macejko, COO/Radio Division**  
Dayton/Springfield, OH WING-AM  
& WGTZ-AM

## Greater Media Inc.

Two Kennedy Boulevard  
PO Box 1059  
East Brunswick, NJ 08816  
(908) 247-6161  
FAX: (908) 247-0215  
**Tom Milewski, CEO**  
Boston, MA

Detroit, MI WMEX-AM,  
WMJX-FM  
& WBCS-FM  
WHND-AM,  
WCSX-FM  
& WRIF-FM  
Long Island, NY WGSM-AM  
& WMJC-FM  
Los Angeles, CA KRLA-AM  
& KLSX-FM  
New Brunswick, NJ WCTC-AM  
& WMGQ-FM  
Philadelphia, PA WPEN-AM  
& WMGK-FM  
Washington, DC WWRC-AM  
& WGAY-FM

## Green Bay Broadcasting Co.

PO Box 310  
810 Victoria Street  
Green Bay, WI 54305  
(414) 468-4100

**Bill Laird, President**  
**Mike Watts, GSM**  
**Mike Peot, Local Sales Manager**  
Aberdeen, SD KSDN-AM & FM  
Green Bay, WI WDUZ-AM  
& WQLH-FM

## The Green Group

1601 New Road  
Linwood, NJ 08221  
(609) 653-1400  
FAX: (609) 927-7014

**Howard Green, President**  
Atlantic City, NJ WOND-AM,  
WONZ-AM  
& WMGM-FM  
Elmira, NY WENY-AM & FM  
Seaford, DE WECY-AM & FM

## The Griffin Group

PO Box 31-1410  
Newington Branch  
Hartford, CT 06131-1411  
(203) 666-1411

**Merv Griffin, President**  
**Albert B. Pellegrino, Executive VP/  
Broadcast**  
Albany, NY WTRY-AM & FM  
& WPYX-FM  
Hartford, CT WPOP-AM  
& WYSR-FM  
Providence, RI WHJU-AM  
& WHJY-FM

**G**

**Group W Radio**

888 Seventh Avenue  
39th & 40th Floors  
New York, NY 10106  
(212) 307-3000  
FAX: (212) 307-3184

**Dan Mason, President**

Boston, MA	WBZ-AM
Chicago, IL	WMAQ-AM
Detroit, MI	WLLZ-FM
Houston, TX	KILT-AM & FM
	& KIKK-AM & FM
Los Angeles, CA	KFWB-AM
	& KTWV-FM
New York, NY	WINS-AM
	& WNEW-FM
Philadelphia, PA	KYW-AM
	& WMMR-FM
Pittsburgh, PA	KDKA-AM
San Francisco, CA	KPIX-AM & FM

**Grundy Broadcasting**

530 G Avenue  
PO Box 204  
Grundy Center, IA 50638  
(319) 824-6924

**Dean Osmundson, GM**

Grundy Center, IA KGCJ-FM

**Gulf Atlantic Media Group**

7623 Little Road  
Suite 100  
New Port Richey, FL 34654  
(813) 849-2285  
FAX: (813) 841-7903

**Carl Marcocci, Chairman/VP**

Savannah, GA	WSGA-AM
	& WZAT-FM
Tampa-St. Petersburg, FL	WGUL-AM & FM

**Guyann Corp.**

1117 West Hwy 66  
Flagstaff, AZ 86001  
(602) 774-5231  
FAX: (602) 779-2988

**Guy Christian, President**

**Jane Richardson, Station Manager**

**Tamie Phillips, GM**

Bullhead City, AZ	KFLG-AM & FM
Flagstaff, AZ	KAFF-AM & FM

**H**

**H&D Broadcast Group**

20 Stamford Drive  
Farmington, CT 06032  
(203) 678-7800  
FAX: (203) 676-2439

**Joel Hartstone, Chairman**

**Barry Dickstein, President**

Atlantic City, NJ	WFPG-AM & FM
Groton, CT	WSUB-AM
	& WQGN-FM
New Bedford, MA	WBSM-AM
	& WFHN-FM
Rutland, VT	WSYB-AM
	& WZRT-FM
Utica, NY	WTLB-AM
	& WRCK-FM
Waukegan, IL	WKRS-AM
	& WXLC-FM
Youngstown, OH	WBBW-AM
	& WBBG-FM

**Hall Communications**

Cuprak Road  
Norwich, CT 06360  
(203) 887-3511  
FAX: (203) 886-7649

**Arthur Rowbotham, President**

Burlington, VT	WJOY-AM
	& WOKO-FM
Lakeland, FL	WONN-AM
	& WPCV-AM
Lancaster, PA	WLPA-AM
	& WROZ-FM
New Bedford, MA	WNBH-AM
	& WCTK-FM
Norwich, CT	WICH-AM
	& WCTY-FM

**Head Of The Lakes Broadcasting**

1105 East Superior Street  
Duluth, MN 55802  
(218) 728-6406  
FAX: (218) 728-4317

**Patricia McNulty, Owner**

**Ken Buehler, Owner**

Duluth/Superior, MN	KXTP-AM
	& KTCO-FM

**Hearst Broadcasting Group**

959 Eighth Avenue  
New York, NY 10019  
(212) 649-2300  
FAX: (212) 489-2314

**John Comonikes, VP, Hearst Corp.**

**David J. Barrett, VP/Deputy GM**

Baltimore, MD	WBAL-AM
	& WIYY-FM
Milwaukee, WI	WISN-AM
	& WLTQ-FM
Pittsburgh, PA	WTAE-AM
	& WVTY-FM

**Heartland Communications Inc.**

PO Box 1053  
Campbellsville, KY 42718  
(502) 789-2401  
FAX: (502) 789-1450

**George Owens Jr., President**

Campbellsville, KY	WCKQ-FM
	& WTCO-AM
Russell Springs, KY	WTCO-FM

**Henry Broadcasting**

2277 Jerrold Avenue  
San Francisco, CA 94124  
(415) 285-1133  
FAX: (415) 285-3592

**Charlton Buckley, President**

Denver, CO	KVOD-FM
Fresno, CA	KMJ-AM
	& KSKS-FM
Honolulu, HI	KHVN-AM,
	KIKI-AM & FM
	& KKLV-FM
Omaha, NE	KFAB-AM
	& KGOR-FM
Portland, OR	KBBT-AM
	& KUFO-FM
Riverside-San Bernardino	KHTX-AM & FM
Salinas-Monterey, CA	KDON-FM
	& KRQC-FM

**Heritage Broadcast Group inc.**

PO Box 6447  
Asheville, NC 28816  
(704) 257-2700  
FAX: (704) 255-7850

**James T. Cullen Jr., Chairman**

Rock Springs, WY	KRKK-AM
	& KQSW-FM

**Heritage Media Corporation**

1 Galleria Tower, Suite 1500  
13355 Noel Road  
Dallas, TX 75240  
(214) 702-7380  
FAX: (214) 702-7382

**Paul Fiddick, President/Radio Group**

Cincinnati, OH	WOFX-FM
Kansas City, MO	KCFX-FM
Milwaukee, WI	WEMP-AM,
	WEZW-FM
	& WMYX-FM
Portland, OR	KKSN-AM & FM
Rochester, NY	WBBF-AM,
	WBEE-FM
	& WKLX-FM
Seattle, WA	KULL-AM
	& KRPM-FM
St. Louis, MO	WRTH-AM,
	WIL-FM
	& KIHT-FM

**Heusser Group**

1525 East Shaw Avenue  
Suite 200  
Fresno, CA 93710  
(209) 226-5991  
FAX: (209) 226-1149

**W. Lawrence Patrick, Receiver**

Fresno, CA	KKDJ-FM
Oxnard/Ventura, CA	KKZZ-AM
	& KELF-FM
Salt Lake City/Ogden, UT	KZHT-FM

**HGF Media Group**

Hotel Traylor  
15th & Hamilton Streets  
Allentown, PA 18102  
(215) 434-9510,  
FAX: (215) 435-8918

**Harold Fulmer III, Owner**

Allentown/Bethlehem, PA	WXKW-AM
Tamaqua, PA	WMGH-FM
Williamsport, PA	WMRE-AM
York, PA	WQXA-AM & FM

**Highsmith Broadcasting**

South 140 Arthur  
Suite 505  
Spokane, WA 99202  
(509) 536-5555  
FAX: (509) 536-7622

**Bryce Phillippy, GM**

Spokane, WA	KTRW-AM
	& KZZU-FM

**Hirsch Broadcasting Inc.**

561 East Oliff Street  
Statesboro, GA 30458  
(912) 764-5446

**Nathan Hirsch, Owner**

Statesboro, GA	WMCD-FM
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# GROUP OWNERS

## H

### HMW Communications Inc.

PO Box 888521  
Atlanta, GA 30356-0521  
(404) 395-9068  
FAX: (404) 391-0109

**Owen Weber, President/CEO**

**George King, VP/Finance**  
Columbia SC

WIOC-AM  
& WNOK-FM

Greensboro-Winston-Salem  
WMFR-AM,  
WGLD-AM,  
WMAG-FM  
& WWWB-FM

Greenville-Spartanburg, SC  
WJMZ-FM,  
WLYZ-FM  
& WLWZ-FM

Raleigh-Durham, NC  
WTRG-FM  
& WRDU-FM

### Hoffman Communications/Hoffman Media

1060 Jefferson Davis Highway  
Richmond, VA 23237  
(804) 275-6161  
FAX: (804) 275-1234

**Paul Scott, GM**

Atlanta, GA  
Richmond, VA

WYNX-AM  
WGGM-AM  
& WDYL-FM

### The Holt Corp.

961 Marcon Boulevard  
Suite 400  
Allentown, PA 18103  
(610) 264-4040  
FAX: (610) 266-6464

**Arthur H. Holt, President**

**Christine Borger, Executive VP/CFO**

Allentown, PA

WKAP-AM  
& WXKW-FM

Jackson, MS

WOAD-AM  
& WJMI-FM

Pensacola, FL  
Socorro, NM

WTKX-AM & FM  
KMXQ-FM

### The Home News Company

PO Box 551  
New Brunswick, NJ 08903  
(908) 246-5633  
FAX: (908) 246-3167

**William M. Boyd, Chairman**

Jonesboro, TN  
Kingsport, TN

WKTP-AM  
WKPT-AM  
& WTFM-FM  
KTYD-FM

### Hubbard Broadcasting

3415 University Avenue  
Minneapolis, MN 55114  
(612) 646-5555

**Stanley S. Hubbard, President/CEO**

Minneapolis, MN

KSTP-AM & FM

### HVS Partner

8900 Harvest Square Court  
Potomac, MD 20854  
(301) 983-0098  
FAX: (301) 983-4066

**Giselle Huberman, General Partner**

Salisbury/Ocean City, MD

Tallahassee, FL

Wilmington, MD

WTGM-AM,  
WQHQ-FM  
& WLWV-FM  
WHBT-AM,  
WHBX-FM  
& WBZE-FM  
WWQQ-FM

### Independence Broadcasting Corp.

199 Ethan Allen Highway  
Ridgefield, CT 06877  
(203) 431-6877

FAX: (203) 438-5358

**John C. Goodwill, President/CEO**

Kenosha, WI

WLIP-AM  
& WIIL-FM  
KOEL-AM & FM  
KSAL-AM  
& KYEZ-FM

Oelwein, IA

Salina, KS

### Infinity Broadcasting Corporation

600 Madison Avenue  
New York, NY 10022  
(212) 750-6400  
FAX: (212) 888-2959

**Mel Karmazin, President/CEO**

Atlanta, GA  
Baltimore, MD

Boston, MA

Chicago, IL

Dallas, TX  
Detroit, MI

Houston, TX  
Los Angeles, CA

New York, NY

Philadelphia, PA

San Jose-San Francisco, CA  
Tampa-St Petersburg, FL  
Washington, DC

WZGC-FM  
WJFK-AM  
& WLIF-FM  
WBCN-FM  
& WZLX-FM  
WJJD-AM,  
WJMK-FM  
& WUSN-FM  
KVIL-AM & FM  
WXYT-AM  
& WOMC-FM  
KXYZ-AM  
KROQ-FM,  
& KRTH-FM  
WFAN-AM,  
WZRC-AM  
& WXRK-FM  
WIP-AM  
& WYSP-FM  
KOME-FM  
WQYK-AM & FM  
WJFK-FM &  
WPGC-AM & FM

### Jim Ingstad Broadcasting

2501 13th Avenue SW  
Suite 201  
Fargo, ND 58103  
(701) 237-3775  
FAX: (701) 280-0861

**Jim Ingstad, President**

Bismarck, ND

Brainerd, MN

Des Moines, IA  
Fort Dodge, IA  
Mankato, MN  
Mason City, IA

New Ulm, MN

Owatonna, MN  
Wadena, MN

### Tom Ingstad Broadcast Group

PO Box 50005  
Minneapolis, MN 55405  
(612) 927-5566

**Tom Ingstad, President/CEO**

Anchorage, AK

Fargo, ND  
Iowa City, IA

Rapid City, SD

Sioux Falls, SD

Yakima, WA

KLXX-AM,  
KBYZ-FM  
& KKCT-FM  
KLIZ-AM & FM &  
KVBR-AM & FM  
KRUU-FM  
KIAQ-FM  
KYSM-AM & FM  
KGLO-AM,  
KIAI-FM  
& KLKK-FM  
KNUJ-AM  
& KXLP-FM  
KRFO-AM & FM  
KWAD-AM & FM

KEAG-FM  
& KKRO-FM  
KLTA-FM  
KXIC-AM  
& KKRQ-FM  
KIMM-AM  
& KGGG-FM  
KSOO-AM  
& KPAT-FM  
KIT-AM  
& KATS-FM

### Inner City Broadcasting Corp.

801 Second Avenue  
New York, NY 10017  
(212) 661-3344

FAX: (212) 972-2561 (212) 972-2468

**Pierre Sutton, Chairman/CEO**

New York, NY

WLIB-AM  
& WBLS-FM  
KSAQ-FM  
KBLX-AM & FM

San Antonio, TX  
San Francisco, CA

### International Foursquare Church

1910 West Sunset Boulevard  
Los Angeles, CA 90226  
(213) 483-5374

**Alan Bowles, General Manager**

Bakersfield, CA  
Los Angeles, CA

KHIS-AM & FM  
KFSG-FM

### Interstate Broadcasting Systems Inc

1740 West Katella #A  
Orange, CA 92667  
(714) 997-4436

FAX: (714) 997-8539

**Paul Toberty, President/GM**

**Ken Cooper, PD**

**Mike Hamilton, GM**

Anaheim/Santa Ana, CA  
Phoenix, AZ

KYMS-FM  
KTIM-AM &  
KRDS-AM & FM



**Interurban Broadcasting**

2228 Gravier Street  
New Orleans, LA 70119  
(504) 822-1945  
FAX: (504) 826-7723

**Thomas Lewis, Chairman**

Cincinnati, OH WIZF-FM  
Savannah, GA WIZA-AM

**J**

**JACOR Broadcasting Corp.**

1300 PNC Center  
201 East Fifth Street  
Cincinnati, OH 45202  
(513) 621-1300  
FAX: (513) 621-0090

**Robert L. Lawrence, Co-COO**

**Randy Michaels, President/Co-COO**

Atlanta, GA WGST-AM  
& WPCH-FM  
Cincinnati, OH WLW-AM,  
WCKY-AM,  
WEBN-FM  
& WPPT-FM

Denver, CO

KOA-AM,  
KTLK-AM,  
KBPI-FM  
& KRFX-FM  
WQIK-AM & FM  
WMYU-FM  
& WWST-FM  
WFLA-AM  
& WFLZ-FM

Jacksonville, FL  
Knoxville, TN

Tampa, FL

**Jefferson-Pilot Communications**

c/o WSTR & WQXI  
3350 Peachtree Road, Penthouse  
Atlanta, GA 30326  
(404) 261-2970,  
FAX: (404) 365-9026

**Clarke R. Brown Jr., President/Radio Division**

Atlanta, GA WQXI-AM  
& WSTR-FM  
Charlotte, NC WBT-AM & FM  
Denver, CO KYGO-AM & FM  
& KMWX-AM & FM  
Miami, FL WMRZ-AM,  
WLYF-FM  
& WMXJ-FM  
San Diego, CA KSON-AM & FM

**Jet Broadcasting Co.**

1635 Ash Street  
Erie, PA 16503  
(814) 453-5000  
FAX: (814) 459-0838

**Myron Jones, Owner**

**John Kanzluis, COO**

Erie, PA WJET-FM  
Youngstown/Warren, OH WHOT-AM & FM

**Johnson Enterprises Inc.**

RR3 Box 1AA  
Wellington, KS 67152  
(316) 326-3341  
FAX: (316) 326-8512

**E. Gordon Johnson, Owner**

**Vern Napier, OM**

Louisville, KY WLOU-AM  
Wellington, KS KLEY-AM  
& KWME-FM  
Winfield, KS KKLE-AM

**Jones Eastern Radio Inc.**

PO Box 1250  
Evans, GA 30809  
(706) 792-1994  
FAX: (706) 554-0808

**C.J. Jones, President**

**Carolyn S. Jones, Sr. VP**

**Joe Mule, VP/Sales & Marketing**

Augusta, GA WAEG-FM  
& WAES-FM  
Charleston, SC WUJM-AM  
& WSSP-FM  
Nags Head, NC WRSF-FM  
Wilmington, NC WVBS-AM

**JS Marketing & Communications**

2701 North Reserve  
Missoula, MT 59806  
(406) 728-5000  
FAX: (406) 549-0503

**Gregg Doerfler, President**

**Jeff Smith, Owner**

Great Falls, MT KMSL-AM  
& KQDI-FM  
Missoula, MT KYLT-AM  
& KZOQ-FM

**K**

**Kaye-Smith Enterprises**

PO Box 3010  
Bellevue, WA 98009  
(206) 455-0923  
FAX: (206) 451-0294

**Lester M. Smith, Chairman/CEO**

Portland, OR KXL-AM & FM

**KEFFCO Inc.**

PO Box 2158  
Santa Rosa, CA 95405  
(707) 543-0155  
FAX: (707) 571-1097

**James Kefford, President**

Santa Rosa, CA KXFX-FM

**Key Broadcasting Inc.**

Drawer 1450  
Corbin, KY 40702  
(606) 528-9600

**Terry Forcht, President**

**Mike Lowe, VP**  
Columbia, KY WAIN-AM & FM  
Crawfordsville, IN WCVL-AM  
& WIMC-FM

Danville, IL WIAI-FM  
Hardinsburg, KY WHIC-AM & FM  
London, KY WFTG-AM  
& WWEL-FM

Nashville, TN WDBL-AM & FM  
Oiney, IL WVLN-AM  
& WSEI-FM

Paintsville, KY WSIP-AM & FM  
Whitesburg, KY WTCW-AM  
& WXKQ-FM

**Key Chain Inc.**

93351 Overseas Highway  
Tavernier, FL 33070  
(305) 852-9085

**Joel Day, President**

Key West, FL WKRY-FM  
Marathon, FL WAVK-FM  
Plantation Key, FL WFKZ-FM

**Keymarket Communications**

2743 Perimeter Parkway  
Suite 250  
Augusta, GA 30909  
(706) 855-0555  
FAX: (706) 855-1955

**Kerby Confer, Chairman**

**Barry Drake, President**

**Frank Bell, VP/Programming**

Buffalo, NY WWKB-AM,  
WBEN-AM,  
WKSE-FM  
& WMJQ-FM  
Los Angeles, CA KBLA-AM  
& KNAC-FM  
Memphis, TN WJCE-AM  
& WRVR-FM  
Nashville, TN WLAC-AM & FM  
New Orleans, LA WWL-AM  
& WLMG-FM  
Wilkes-Barre, PA WILK-AM,  
WGBI-AM,  
WKRZ-FM  
& WGGY-FM

**KFIL Inc.**

PO Box 377  
Preston, MN 55965  
(507) 765-3856

**Michael Borgen, President**

Preston, MN KFIL-AM & FM

**KISS Radio Of San Antonio, Ltd.**

1201 Louisiana  
Suite 3304  
Houston, TX 77002-5609  
(713) 651-1691  
FAX: (713) 651-1693

**J.H. Jones, President**

San Antonio, TX KLUP-AM,  
KSMG-FM  
& KISS-FM

**KNFM/KMND**

2911 LaForce Boulevard  
Midland, TX 79711  
(915) 563-5636  
FAX: (915) 563-3823

**Steve Pingel, GM**

Midland, TX KMND-AM  
& KNFM-FM

**Knight Quality Group Stations**

63 Bay State Road  
Boston, MA 02215  
(617) 262-1950  
FAX: (617) 267-5160

**Scott Knight, President**

Burlington, VT WEZF-FM  
Manchester, NH WGIR-AM & FM  
Portsmouth, NH WHEB-FM  
Worcester, MA WTAG-AM  
& WSRS-FM

**Kramer Broadcasting Inc.**

PO Box 300  
Portage, WI 53901  
(608) 742-8833  
FAX: (608) 742-1688

**Edward Kramer, President**

Dubuque, IA WTOQ-AM  
& WKPL-FM  
Portage, WI WPDR-AM  
& WDDC-FM

# GROUP OWNERS

## K

### KTOZ Ltd.

206 South Sheridan Street  
Lancaster, WI 53813  
(608) 723-7671  
FAX: (608) 723-7674

**Jack Kauffman, COO**  
**James Zimmerman, COO**  
Clinton, IA

KLNT-AM  
& KCLN-FM  
WGLR-AM & FM

Lancaster, WI

### Kupier Stations

PO Box 1808  
399 Garfield SW  
Grand Rapids, MI 49501  
(616) 451-9387  
FAX: (616) 451-8460

**William Kupier, Owner**  
Dowagiac, MI  
Grand Rapids, MI  
Kalamazoo, MI

WDOV-AM & FM  
WFUR-AM & FM  
WKPR-AM

### KXOJ Inc.

PO Box 1250  
Sapulpa, OK 74067  
(918) 224-2620  
FAX: (918) 224-4984

**Michael Stephens, GM**

**Dave Stephens, Sales Manager**  
Caney, KS  
Topeka, KS  
Tulsa, OK

KEOJ-FM  
KXOJ-FM  
KXOJ-AM  
& KEMX-FM

## L

### L.M. Communications Inc.

1300 Greendale Road  
Lexington, KY 40511  
(606) 233-1515  
FAX: (606) 233-1515

**Lynn Martin, President**  
Charleston, WV

WCOZ-AM  
& WKLC-FM  
WYBB-FM  
WXLG-AM  
& WGKS-FM

Charleston, SC  
Lexington/Fayette, KY

### Lackey Group

PO Box 418  
230 Second Street  
Henderson, KY 42420  
(502) 826-3923  
FAX: (502) 826-7572

**Henry Lackey, Owner**  
Hopkinsville, KY

WHOP-AM

### Lake Broadcast Inc.

222 Indacom Drive  
St. Peters, MO 63376  
(314) 928-6569  
FAX: (314) 928-6525

**Mike Rice, President**  
Osage Beach, MO

KBMX-FM

### Lakeland Broadcasting Company

PO Box 838  
Willmar, MN 56201  
(612) 235-3535  
FAX: (612) 235-9111

**Steven Linder, President**  
Willmar, MN

KWLM-AM  
& KQIC-FM

### Lappin Communications

101 West Street  
Springfield, MA 01101  
(413) 737-1414  
FAX: (413) 737-1488

**Tom Haymond, VP/GM**

Springfield, MA  
West Palm Beach, FL

WMAS-AM & FM  
WOLL-FM

### Lew Latto Group Of Northland Radio

5732 Eagle View Drive  
Duluth, MN 55803-9498  
(218) 729-9888  
FAX: (218) 729-9888

**Lew Latto, Owner**

Coleraine, MN  
Eveleth, MN

KGPZ-FM  
WEVE-AM & FM

### Legacy Broadcasting Partners, L.P.

11111 Santa Monica Boulevard  
Suite 220  
Los Angeles, CA 90025  
(310) 478-1111  
FAX: (310) 445-4606

**Carl Hirsch, Chairman/CEO**  
Nashville, TN

WYHY-FM

### Lesso Inc.

1632 South Maize Road  
Wichita, KS 67209  
(316) 721-8484

**Larry Steckline, President**  
Colby, KS

Dodge City, KS

Emporia, KS  
Enid, OK  
Great Bend, KS  
Hutchinson-Pratt, KS  
Liberal, KS

KXXX-AM  
& KQLS-FM  
KGNO-AM  
& KOLS-FM  
KEGS-FM  
KXLS-FM  
KZLS-FM  
KGLS-FM  
KYUU-AM  
& KSLS-FM  
KFNF-FM  
KWLS-AM  
KILS-FM  
KLLS-FM  
& KYQQ-FM

Oberlin, KS  
Pratt, KS  
Salinas, KS  
Wichita, KS

### Lewis Broadcasting Corp.

PO Box 61268  
10001 Abercom Street  
Savannah, GA 31409  
(912) 925-0022  
FAX: (912) 921-2218

**J.C. Lewis, Owner**  
Jackson, MS

Savannah, GA

WZRZ-AM  
& WSTZ-FM  
WJCL-FM

### Liberty Broadcasting Corp.

625 Ridge Pike  
Suite C-104  
Conshohocken, PA 19428  
(215) 941-4505

**Mike Craven, Chairman/COO**  
**Jim Thompson, President/CEO**  
Long Island, NY

Richmond, VA  
Washington, DC  
Washington-Baltimore

WGBB-AM  
& WBAB-FM  
WMXB-FM  
WXTR-FM  
WHFS-FM

### Liberty Radio Inc.

PO Box 3335  
Peoria, IL 61612  
(309) 694-6262

**Chris Gullett, GM**

Jackson, TN

WDXI-AM  
& WMXX-FM  
WTAO-FM

Marion/Carbondale, IL

### Liggett Broadcasting

160 East Grand River Avenue  
Williamston, MI 48895  
(517) 349-2040  
FAX: (517) 349-4100

**James Jensen, President**  
Battle Creek, MI

Grand Rapids, MI

Lansing, MI

Marshall, MI  
Saginaw, MI  
Santa Rosa, CA

WBCK-AM  
& WBXX-FM  
WLHT-FM &  
WGRD-AM & FM  
WFMK-FM &  
WJIM-AM & FM  
WELL-AM & FM  
WHNN-FM  
KMGG-FM

### Lincoln Group, L.P.

351 South Warren Street  
Suite 600  
Syracuse, NY 13202  
(315) 478-5030  
FAX: (315) 478-0251

**Albert "Bud" Wertheimer, President**  
Rochester, NY

Salem, OH

WHAM-AM,  
WHTK-AM,  
WVOR-FM  
& WEZO-FM  
WSOM-AM  
& WQXK-FM

### Linder Broadcasting Group

PO Box 1420  
Mankato, MN 56001  
(507) 345-4537  
FAX: (507) 625-5364

**Donald Linder, President**

Eddyville, IA  
Glencoe, MN  
Mankato, MN  
Marshall, MN

North Mankato, MN  
Tracy, MN  
Worthington, MN

KKSI-FM  
KARP-FM  
KTOE-AM  
KMHL-AM  
& KKCK-FM  
KDOG-FM  
KARL-FM  
KLFN-FM

**L**

**J.R. Livesay Group**

PO Box 1848  
Mattoon, IL 61938  
(217) 234-6464  
FAX: (217) 234-6019

**Ray L. Livesay, Owner/Chairman**

**Jim L. Livesay, President/GM**

Clinton, IL                   WHOW-AM & FM  
Lakeland/Winter Haven, FL   WBAR-AM  
Mattoon, IL                   WLBH-AM & FM

**Lotus Communications Corp.**

6777 Hollywood Boulevard  
Suite 401  
Hollywood, CA 90028  
(213) 461-8225

**Howard Kalmenson, President**

Chicago, IL                   WMAQ-AM  
Fresno, CA                   KGST-AM  
Las Vegas, NV               KENO-AM,  
                                    KORK-AM,  
                                    KOMP-FM  
                                    & KXPT-FM

Los Angeles, CA  
Lubbock, TX  
Oxnard-Ventura, CA  
Reno, NV

San Antonio, TX

San Diego, CA  
Tucson, AZ

KWKW-AM  
KONE-FM  
KOXR-AM  
KOZZ-AM & FM  
& KHIT-AM & FM  
KZEP-FM  
& KHBL-AM  
KFSD-FM  
KTKT-AM,  
KEKO-FM  
& KLPX-FM

**Lovcom Inc.**

PO Box N  
Sheridan, WY 82801  
(307) 672-9003

**Kim Love, Owner/GM**

Fort Morgan, CO  
Sheridan, WY

KFTM-AM  
KROE-AM & FM

**M**

**MacDonald Broadcasting Company**

2000 Whittier Street  
PO Box 1776  
Saginaw, MI 48605  
(517) 752-8161  
FAX: (517) 752-8102

**Kenneth MacDonald Jr., President/GM**

Cadillac, MI

Charlevoix, MI  
Lansing, MI  
Petoskey, MI

Saginaw, MI

WATT-AM  
& WLXV-FM  
WKHQ-FM  
WILS-AM & FM  
WMBN-AM  
& WLXT-FM  
WSAM-AM  
& WKCQ-FM

**Magic Broadcasting Companies**

c/o WDEN  
PO Box 46  
Macon, GA 31297  
(912) 745-3383  
FAX: (912) 745-9693

**Donald G. McCoy, President**

**Douglas M. Grimm, Executive VP**

Macon, GA                   WDEN-AM & FM  
Monterey/Salinas, CA       KTOM-AM & FM

**Mahaffey Enterprises Inc.**

PO Box 4584  
Springfield, MO 65808  
(417) 883-9180  
FAX: (417) 883-9096

**Robert Mahaffey, President**

**John Mahaffey, Chairman**

Coffeyville, KS

Osage Beach, MO

Rolla, MO

KGGF-AM  
& KUSN-FM  
KRMS-AM  
& KYLC-FM  
KTTR-AM  
& KZNN-FM

**Malrite Communications Group Inc.**

800 Skylight Office Tower  
1660 West Second Street  
Cleveland, OH 44113-1454  
(216) 781-3010  
FAX: (216) 781-0869

**Milton Maltz, Chairman/CEO**

**John Chaffee, President/COO**

Philadelphia, PA               WJJZ-FM

**Marlin Broadcasting inc.**

32 Fairfield Street  
Boston, MA 02116  
(617) 267-0515  
FAX: (617) 421-9885

**Woody Tanger, President/CEO**

Detroit, MI                   WQRS-FM  
Miami-Ft. Lauderdale, FL   WTMI-FM  
Philadelphia, PA               WFLN-FM

**Mattox-Guest Broadcasting Inc.**

PO Bos 1472  
Waycross, GA 31502  
(912) 449-3391  
FAX: (912) 449-6284

**Troy Mattox, President**

Blackshear, GA               WKUB-FM

**Max Radio Inc.**

5501 Greenwich Road  
Suite 198  
Virginia Beach, VA 23462  
(804) 499-9800  
FAX: (804) 499-0034

**Larry Saunders, President**

Hampton, VA                WWDE-FM  
Norfolk, VA                WNVZ-FM  
Greensboro, NC            WJMH-FM  
Winston-Salem, NC        WMQX-FM

**McCormick Broadcasting Corp.**

PO Box 876  
Savannah, GA 31498  
(912) 897-1529  
FAX: (912) 897-4047

**Bill McCormick, President**

Savannah, GA               WBMQ-AM  
                                    & WIXV-FM

**Media America Center**

5555 North 7th Avenue  
Suite B-300  
Phoenix, AZ 85013  
(602) 207-9999  
FAX: (602) 207-3177

**Jerry Ryan, GM**

Phoenix, AZ                KESZ-FM

**Metroplex Communications**

1818 Ohio Savings Plaza  
Cleveland, OH 44114  
(216) 566-8080  
FAX: (216) 566-8142

**Norman Wain, CEO**

**Robert C. Weiss, President/COO**

Cleveland, OH

Miami, FL

Tampa, FL

WERE-AM  
& WNCX-FM  
WHYI-FM  
WMTX-AM & FM

**Meyer Communications Inc.**

PO Box 3676  
Springfield, MO 65808  
(417) 862-3990  
FAX: (417) 869-7675

**Kenneth Meyer, President**

Amarillo, TX

Fulton, MO

Kennett, MO

Lexington-KC, MO

Springfield, MO

KATP-FM  
KFAL-AM  
& KKCA-FM  
KBOA-AM  
& KTMO-FM  
KISF-FM  
KTXR-FM

**Mid-America Radio Group Inc.**

PO Box 1970  
Martinsville, IN 46151  
(317) 349-1485

**David Keister, President**

Kokomo, IN

LeRoy-Bloomington, IL

Marion, IN

Richmond, IN

WIOU-AM  
& WZWZ-FM  
WBWN-FM  
WBAT-AM  
& WCJC-FM  
WKBV-AM  
& WFMG-FM

**Mid-West Family Broadcasting Group**

PO Box 253  
Madison, WI 53701  
(608) 273-3766  
FAX: (608) 273-3588

**William R. Walker, Director**

Bay City, MI

Eau Claire, WI

Escanaba, MI

Fond du Lac, WI

LaCrosse, WI

Madison, WI

Mt. Pleasant, MI

Oshkosh, WI

Springfield, MO

Springfield, IL

St. Joseph, MI

WIXC-FM  
WEAQ-AM  
& WIAL-FM  
WCHT-AM  
& WGLO-FM  
WFDL-FM  
WIZM-AM & FM  
WTDY-AM,  
WMGN-FM  
& WJJO-FM  
WCFX-FM  
WOSH-AM  
& WVBO-FM  
KOSP-FM  
WMAY-AM,  
WNNS-FM  
& WQLZ-FM  
WSJM-AM  
& WIRX-FM

**Midcontinent Broadcasting Company**

7900 Xerxes Avenue South  
Suite 1100  
Minneapolis, MN 55431-1108  
(612) 844-2600

**N.L. Bentson, President/COO/Chairman**

Madison, WI

Minneapolis-St. Paul, MN

Sioux Falls, SD

WTSO-AM  
& WZEE-FM  
WDGY-AM  
& KDWB-FM  
KELO-AM & FM

M  
O

## M

### Midwest Communications Inc.

PO Box 23333  
Green Bay, WI 54305  
(414) 435-3771  
FAX: (414) 455-1155

#### D.E. Wright, President

Green Bay, WI	WGEE & WIXX
Hibbing, MN	WKKQ & WTBX
New London-Oshkosh, WI	WOZZ-FM
Omaha, NE	KYNN-FM
Sturgeon Bay-Green Bay, WI	WGEE-FM
Wausau, WI	WRIG & WDEZ

### Moody Bible Institute Of Chicago

(Moody Broadcasting Network)  
820 North LaSalle Boulevard  
Chicago, IL 60610  
(312) 329-4300  
FAX: (312) 329-4468

#### Robert Neff, VP/Broadcasting

Atlanta, GA	WAFS-AM
Chattanooga, TN	WMBW-FM
Chicago, IL	WMBI-AM & FM
Cleveland, OH	WCRF-FM
Dixon's Mills, AL	WMBV-FM
Kokomo, IN	WIWC-FM
Pikeville, KY	WJSO-FM
Quad Cities, IL	WDLM-AM & FM
Spokane, WA	KMBI-AM & FM
St. Petersburg, FL	WKES-FM
West Palm Beach, FL	WRMB-FM
Zeeland, MI	WGNB-FM

### Mortenson Broadcasting

333 West Vine Street  
Vine Center, Suite 200  
Lexington, KY 40507  
(606) 252-1000  
FAX: (606) 233-2040

#### Jack Mortenson, President

Akron, OH	WHLO-AM
Baltimore, MD	WBFR-FM
Canton, OH	WTOF-FM
Dallas, TX	KGGR-AM
Denver, CO	KLIT-FM
Huntington, WV	WEMM-FM
Nicholasville, KY	WCGW-AM
Versailles, KY	WJMM-FM

### Mt. Wilson FM Broadcasting

1500 Cotner Avenue  
Los Angeles, CA 90025  
(310) 478-5540

#### Saul Levine, President

Honolulu, HI	KULA-AM
Los Angeles, CA	KJQI-AM, KOJY-AM & KKGO-FM
Monterey-Santa Cruz, CA	KWKE-AM & FM
San Francisco, CA	KTID-AM & FM

### Multi-Market Radio

150 East 58th Street  
19th Floor  
New York, NY 10155  
(212) 980-4455

#### Bruce Morrow, Chairman

Myrtle Beach, SC	WYAK-AM & FM
Springfield, MA	WHMP-AM & FM & WPKX-FM

### Multimedia Broadcasting

PO Box 2760  
Greenville, SC 29602  
(803) 298-4121  
FAX: (803) 370-1473

#### Don Sbarra, Chairman/CEO

Greenville, SC	WFBC-AM & FM
Macon, GA	WMAZ-AM & WAYS-FM
Spartanburg, SC	WORD-AM

## N

### Narragansett Radio Inc.

5555 Hilton Ave  
5th Fl  
Baton Rouge, LA 70808  
(504) 231-1875  
FAX: (504) 231-1878

#### Manuel R. Broussard, President

Baton Rouge, LA	WYNK-AM & FM
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### Nationwide Communications

One Nationwide Plaza  
Columbus, OH 43216  
(614) 249-7676  
FAX: (614) 249-6995

#### Mickey Franko, VP/Radio

Baltimore, MD	WPOC-FM
Cleveland, OH	WGAR-FM
Columbus, OH	WCOL-AM & WNCI-FM
Dallas, TX	KDMX-FM
Houston, TX	KHMX-FM
Las Vegas, NV	KLUC-AM & FM
Orlando, FL	WOMX-AM & FM
Phoenix, AZ	KVRY-FM
Seattle, WA	KISW-FM

### New Century Media

190 Queen Anne Avenue North  
Suite 100  
Seattle, WA 98109  
(206) 285-2295  
FAX: (206) 286-2376

#### Michael O'Shea, President/COO

Seattle, WA	KJR-AM & FM & KUBE-FM
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### NewCity Communications

10 Middle Street  
Bridgeport, CT 06604  
(203) 333-4800  
FAX: (203) 367-9346

#### Dick Ferguson, President

Bridgeport, CT	WEZN-FM
Birmingham, AL	WZZK-AM & WODL-FM
Orlando, FL	WDBO-AM & WWKA-FM
San Antonio, TX	KKYX-AM & KCYY-FM
Syracuse, NY	WSYR-AM & WYYY-FM
Tulsa, OK	WBBB-FM KRMG-AM & KWEN-FM

### Noalmark Broadcasting

202 West 19th Street  
El Dorado, AR 71730  
(501) 862-7777  
FAX: (501) 862-0203

#### William C. Nolan Jr., President

El Dorado, AR	KELD-AM, KIXB-FM & KISQ-FM
Fayetteville, AR	KKIX-FM & KKZQ-FM
Hobbs, NM	KYKK-AM & KZOR-FM
Hot Springs, AR	KXOW-AM & KLAZ-FM
Longview, TX	KKTX-AM & FM

### Noble Broadcast Group

4891 Pacific Highway  
San Diego, CA 92110  
(619) 291-8510  
FAX: (619) 294-9393

#### John Lynch, CEO/Chairman

Boston, MA	WSSH-AM
Denver, CO	KBCO-AM & FM & KHOW-AM & FM
Houston, TX	KYOK-AM & KHYS-FM & KMJQ-FM
Kansas City, MO	KBEQ-AM & FM
San Diego, CA	XTRA-AM & FM
St. Louis, MO	KATZ-AM, KMJM-FM & KNJZ-FM
Toledo, OH	WVKS-FM

### Northern New Jersey Radio Partners

55 Horse Hill Road  
Cedar Knolls, NJ 07927  
(201) 538-1250, (201) 455-1055  
FAX: (201) 538-3060

Morristown, NJ	WMTR-AM & WDHA-FM
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### Northwestern College Radio Network

3003 North Snelling Avenue  
St. Paul, MN 55113  
(612) 631-5000  
FAX: (612) 631-5010

#### Paul Ramseyer, VP/Radio & Outreach

Duluth, MN	KDNW-FM
Fargo, ND	KFNW-AM & FM
Madison, WI	WNWC-FM
Minneapolis, MN	KTIS-AM & FM
Sioux Falls, SD	KNWC-AM & FM
Waterloo, IA	KNWS-AM & FM

### Ogden Newspapers

1500 Main Street  
Wheeling, WV 26003  
(304) 233-0100  
FAX: (304) 233-9397

#### Robert Nutting, VP/Business Manager

N. Myrtle Beach, SC	WGSN-AM & WNMB-FM
Staunton, VA	WTON-AM & FM

## OmniAmerica Communications

11111 Santa Monica Boulevard  
Suite 220  
Los Angeles, CA 90025  
(310) 478-1111  
FAX: (310) 445-4606

### Carl Hirsch, Chairman/CEO

Cleveland, OH

WHK-AM,  
WMJI-FM  
& WMMS-FM  
WLOH-AM,  
WRVF-FM  
& WHOK-FM  
WAPE-FM,  
WFYV-FM

Columbus, OH

Jacksonville, FL

## Opus Media Group Inc.

Corporate Headquarters  
PO Box 770818  
Coral Springs, FL 33077-0818  
(305) 345-5708, (210) 490-8360  
FAX: (305) 341-5559, (210) 490-5228

### Thomas C. Birch, Chairman/CEO

Ft. Walton Beach, FL  
Jackson, MS

WWAV-FM  
WKXI-AM  
& WTYX-FM  
KMYF-FM  
WSOK-AM,  
WAEV-FM  
& WLWH-FM

Monroe, LA  
Savannah, GA

## Osborn Communications

130 Mason Street  
Greenwich, CT 06803  
(203) 629-0905  
FAX: (203) 629-1749

### Frank Osborn, President

Asheville, NC

WWNC-AM  
& WKSF-FM  
WAZU-FM  
WFKS-FM  
WOLZ-FM  
WAAX-AM  
& WQEN-FM  
WTJS-AM  
& WTNV-FM  
WBYB-FM  
WFXK-FM  
WNRD-AM  
& WNTQ-FM  
WAYV-FM  
WWVA-AM  
& WOVK-FM

Dayton-Springfield, OH  
Daytona Beach, FL  
Fort Myers, FL  
Gadsen, AL

Jackson, TN

Jacksonville, FL  
Raleigh, NC  
Syracuse, NY

West Atlantic City, NJ  
Wheeling, WV

## Ostrander-Wilson Stations

114 Lakeside Avenue  
Seattle, WA 98122  
(206) 324-2000  
FAX: (206) 322-4670

### George Wilson, President

Blaine, WA  
Seattle, WA

KARI-AM  
KBLE-AM

## Overland California Radio Inc.

PO Box 717  
Merced, CA 95341  
(209) 723-2191  
FAX: (209) 383-2950

### Edwar G. Hoyt Jr., President

Merced, CA  
Modesto-Merced, CA

KYOS-AM  
KABX-FM

## Buck Owens Production Co. Inc.

3223 Sillect Avenue  
Bakersfield, CA 93308  
(805) 326-1011  
FAX: (805) 328-7503

### Buck Owens, President

Bakersfield, CA

KCWR-AM,  
KUZZ-FM  
& KTIE-FM  
KCWW-AM  
& KNIX-FM

Phoenix, AZ

## P

## Pacific Northwest Broadcasting

PO Box 1280  
Boise, ID 83701  
(208) 336-3670  
FAX: (208) 336-3734

### Charles Wilson, President

Boise, ID

KBOI-AM,  
KCLI-FM  
& KQFC-FM  
KSEI-AM  
& KMGJ-FM

Pocatello, ID

## Pacific Foundation

3729 Cahuenga Boulevard West  
North Hollywood, CA 91604  
(818) 985-8800

### Jack O'Dell, Chairman

Berkeley, CA

KPFA-FM  
& KPFB-FM  
KPFT-FM  
KPFK-FM  
WBAI-FM  
WPFW-FM

Houston, TX  
Los Angeles, CA  
New York, NY  
Washington, DC

## Palmer Communications Inc.

12800 University Drive  
Suite 500  
Ft. Myers, FL 33907-5333  
(813) 433-4350  
FAX: (813) 433-8213

### William Ryan, President/CEO

Des Moines, IA

WHO-AM  
& KLYF-FM  
WCVU-FM &  
WNOG-AM & FM

Naples-Ft. Myers, FL

## Panache Broadcasting, L.P.

166 East Levering Mill Road  
Bala Cynwyd, PA 19004  
(610) 668-4400  
FAX: (610) 668-4418

### Charles D. Schwartz, President

Indianapolis, IN  
Philadelphia, PA

WTLC-AM & FM  
WWDB-FM

## Par Broadcasting Co.

5745 Kearney Villa Road  
Suite M  
San Diego, CA 92123  
(619) 565-6006  
FAX: (619) 560-0742

### Stephen O. Jacobs, President

Oceanside, CA

KKLQ-AM  
& KIOZ-FM  
KOGO-AM  
& KKLQ-FM

San Diego, CA

## Park Communications

PO Box 550  
Terrace Hill  
Ithaca, NY 14851  
(607) 272-9020

### Wright Thomas, President/COO

Chattanooga, TN  
Greenville, NC  
Minneapolis, MN  
New York, NY  
Portland, OR  
Richmond, VA  
Seattle, WA  
Syracuse, NY

WDEF-AM & FM  
WNCT-AM & FM  
KJJO-AM & FM  
WPAT-AM & FM  
KWJJ-AM & FM  
WTVR-AM & FM  
KEZX-AM & FM  
WHEN-AM & FM  
& WRHP-FM  
WNLS-AM  
& WTNT-FM  
KWLO-AM  
& KFMW-FM  
WNAX-AM & FM

Tallahassee, FL

Waterloo, IA

Yankton, SD

## The Park Lane Group

750 Menlo Avenue, Suite 340  
Menlo Park, CA 94025  
(415) 324-8464  
FAX: (415) 324-3817

### Jim Levy, President

Chico, CA  
Flagstaff/Cottonwood, AZ  
Kingman, AZ

KPPL-FM  
KZGL-FM  
KAAA-AM &  
KZZZ-FM  
KVOY-AM  
& KTPI-FM  
KQMS-AM  
& KSHA-FM  
KOWL-AM  
& KRLT-FM

Lancaster/Palmdale, CA

Redding, CA

South Lake Tahoe, CA

## Parker Communications Inc.

2340 Paseo del Prado  
Suite 204  
Las Vegas, NV 89102  
(702) 367-4563  
FAX: (702) 367-4846

### Dave Matteson, President

Las Vegas, NV

KXTZ-FM

## Partech Communicaitons Group

3366 Riverside Drive  
Suite 200  
Columbus, OH 43221  
(614) 538-0660  
FAX: (614) 538-0670

### John Rayl, President/CEO

Key Colony Beach, FL  
Shallotte, NC

WKKB-FM  
WLTT-FM

## Paxon Broadcasting Inc.

18401 US Highway 19 North  
Clearwater, FL 34624  
(813) 536-2211  
FAX: (813) 532-0208

### Lowell "Bud" Paxon, Chairman/CEO

Jacksonville, FL

WNZS-AM,  
WZNZ-AM,  
WAIA-FM  
& WROO-FM  
WINZ-AM &  
WLVE-FM  
& WZTA-FM  
WWNZ-AM,  
WJRR-FM  
& WMGF-FM  
WHNZ-AM  
& WHPT-FM

Miami, FL

Orlando, FL

Tampa, FL

## P

### Paxson Networks Inc.

621 Mainstream Drive  
Suite 230

Nashville, TN 37228  
(615) 742-6105

FAX: (615) 742-6124

**Jay Hoker, President**

Cookeville, TN

WPTN-AM  
& WGSQ-FM  
WTMC-AM

Ocala, FL

### Pegasus Broadcasting Of Montana

2070 Overland  
Suite 103

Billings, MT 59102  
(406) 656-1410

FAX: (406) 656-0110

**Michael Gorman, President**

Billings, MT

KGHL-AM  
& KIDX-FM

### Peoples Broadcasting

252 North Queen Street  
Lancaster, PA 17603

(717) 394-7261

**Sam Aldoerffer, Jr., President**

**Chuck Lontine, VP/GM**

Lancaster, PA

WLAN-AM & FM

### Pinnacle Broadcasting Company Inc.

2505 North Highway 360  
Suite 620

Grand Prairie, TX 75050

(817) 649-0184

FAX: (817) 649-1707

**Phillip D. Marella, President/CEO**

Decatur, IL

El Paso, TX

WSOY-AM & FM

KAMA-AM

& KAMZ-FM

WYNG-FM

Evansville, IN

Greenville-New Bern, NC

Lubbock, TX

Myrtle Beach, SC

Raleigh-Durham, NC

WRNS-AM & FM

KLLL-AM & FM

WYAV-FM

WDUR-AM,

WFXC-FM

& WFXK-FM

### Positive Radio Group

PO Box 889

Blacksburg, VA 24063

(703) 961-2377

**Vernon Baker, President/Co-Owner**

**Virginia Baker, Co-Owner**

**Edward Baker, Co-Owner**

Charlottesville, VA

Charlotte/Gastonia, NC

Claremont, NC

Green Valley, WV

Greensboro/Winston-Salem

Huntington/Ashland, KY

Martinsville, VA

Raleigh/Durham, NC

Smithfield, VA

WKTR-AM

WNOW-AM

WCXN-AM

WAMN-AM

WSGH-AM

WOKT-AM

WODY-AM

WFTK-AM

WKGM-AM

### Pourtales Holdings Inc.

660 Southpointe Court  
Suite 301

Colorado Springs, CO 80906

(719) 576-6850

**C.T. "Terry" Robinson, President**

Colorado Springs, CO

KVOR-AM,

KTWK-AM,

KSPZ-FM

& KVUU-FM

KZKX-FM

& KTGL-FM

WAVH-FM &

WKSJ-AM & FM

KEYF-AM & FM,

KUDY-AM

& KKZX-FM

KTCR-AM

& KEGX-FM

KQAM-AM,

KFH-AM,

KEYN-FM

& KXLK-FM

Lincoln, NE

Mobile, AL

Spokane, WA

Tri-Cities, WA

Wichita, KS

### Precision Media Corporation

Hartford Square North  
Ten Columbus Boulevard

Suite 1-S

Hartford, CT 06106-1944

(203) 249-9577

FAX: (203) 522-7567

**Tim Montgomery, GM/COO**

Hartford, CT

Portsmouth, NH

WKSS-FM

WMYF-AM

& WERZ-FM

Rochester-Portsmouth, NH

WWEM-FM

& WZNN-AM

### Price Broadcasting Co.

35 Century Parkway

Salt Lake City, UT 84115

(801) 486-3911

FAX: (801) 486-7653

**John Price, Chairman/CEO**

Columbia, SC

Salt Lake City, UT

WOMG-AM & FM

KCNR-AM

& KVRI-FM

### Price Communications

45 Rockefeller Plaza

Suite 3201

New York, NY 10020

(212) 757-5600

**Robert Price, President**

Ft. Wayne, IN

West Palm Beach, FL

WOWO-AM & FM

WBZT-AM

& WIRK-FM

### Prism Radio Partners

4400 East Broadway  
Suite 200

Tucson, AZ 85711

(602) 323-9400

**William Phalen, President/CEO**

Jacksonville, FL

WOKV-AM,

WPDQ-AM

& WKQL-FM

WWKY-AM,

WTFX-FM

& WVEZ-FM

WDOG-AM

& WZZU-FM

KNST-AM,

KWFM-AM & FM

& KRQQ-FM

KNSS-AM,

KKRD-FM

& KRZZ-FM

Louisville, KY

Raleigh-Durham, NC

Tucson, AZ

Wichita, KS

### PTI Broadcasting Inc.

2395 Tampa Street

Reno, NV 89512

(702) 333-0123

FAX: (702) 333-0101

**Roy Robinson, President**

Boise, ID

Eugene, OR

Reno, NV

KZMG-FM

KDUK-AM & FM

KQLO-AM

& KWNZ-FM

### Pyramid Communications Inc.

99 Revere Beach Parkway

Medford, MA 02155

(617) 396-1430

FAX: (617) 391-8367

**Richard Balsbaugh, CEO**

Boston, MA

WXKS-AM & FM

& WJMN-FM

WHTT-AM & FM

WRFX-AM,

WRFX-FM

& WEDJ-FM

WNUA-FM

WJJZ-FM

& WYXR-FM

WPXY-FM

Buffalo, NY

Charlotte, NC

Chicago, IL

Philadelphia, PA

Rochester, NY

## R

### Radio Equity Partners, L.P.

40 Richards Avenue

4th Floor

Norwalk, CT 06854

(203) 857-5600

**George Sosson, General Partner**

Columbia, SC

Ft. Myers, FL

Memphis, TN

WWDM-FM

WCKT-FM

WREC-AM,

WEGR-FM

& WRXO-FM

WNOE-AM & FM

& KGTR-FM

KXXY-AM & FM

& KTST

WWBB-FM

WHYN-AM & FM

WSIS-AM

& WTOR-FM

New Orleans, LA

Oklahoma City, OK

Providence, RI

Springfield, MA

Winston-Salem, NC

**R**

**Radio One**

400 H Street NE  
Washington, DC 20002  
(202) 675-4800

**Alfred Liggins, President**  
Baltimore, MD

WWIN-AM & FM &  
WERQ-AM & FM  
WOL-AM &  
WMMJ-FM

Washington, DC

**Radio Terrace Of Albany Inc.**

PO Box 188  
Peekskill, NY 10566  
(914) 737-1124  
FAX: (914) 737-0441

**Gary Pease, President**  
Peekskill, NY

WLNA-AM  
& WHUD-FM

**Rainbow Communications Corp.**

PO Drawer X  
Las Cruces, NM 88004  
(505) 526-2496  
FAX: (505) 523-3918

**Miles Yeagley, President**  
Las Cruces, NM

KOBE-AM  
& KMVR-FM

**The Regional Group**

2030 Pine Hollow Boulevard  
Sharon, PA 16146  
(412) 346-4113  
FAX: (412) 981-4545

**Tom Klein, COO/VP**  
Binghamton, NY

WKOP-AM  
& WAAL-FM  
WPIC-AM &  
WYFM-FM

Sharon, PA

**Renaissance Communications Corp.**

One Fawcett Place  
Suite 120  
Greenwich, CT 06830  
(203) 629-1888  
FAX: (203) 629-9821

**Ed Karlik, President/COO**  
Hartford, CT

WTIC-AM & FM

**Renda Broadcasting Corp.**

Broadcast Plaza  
1459 Crane Avenue  
Pittsburgh, PA 15220  
(412) 531-9500  
FAX: (412) 531-4068

**Anthony F. Renda, President**

Jacksonville, FL  
Oklahoma City, OK  
Pittsburgh, PA

WEJZ-FM  
KMGL-FM  
WJAS-AM  
& WSHH-FM  
WECZ-AM  
& WPXZ-FM  
KHTT-AM  
& KBEZ-FM

Punxsutawney, PA

Tulsa, OK

**Rodgers Broadcasting Corp.**

PO Box 1577  
1639 Burton Lane  
Martinsville, IN 46151  
(317) 342-3394

**David Rodgers, President**  
Connersville, IN

WIFE-AM  
& WCNB-FM  
WOFR-AM  
& WCHO-FM  
WBML-AM  
WMCB-AM  
& WCBK-FM

Courthouse, OH

Macon, GA  
Martinsville, IN

**Roth Communications**

3 Woodland Road  
Suite 412  
Stoneham, MA 02180  
(617) 662-4800  
FAX: (617) 662-9675

**David Roth, President**  
**Peter S. Crawford, COO**  
**Brian A. Daisy, CFO**  
Allentown, PA

WIPI-AM &  
WODE-FM  
WKPE-AM & FM  
WKBF-AM  
& WPXR-FM  
WCHY-AM & FM

Cape Cod, MA  
Quad Cities, IL

Savannah, GA

**S**

**S&P Broadcasting**

1 Montage Mountain Road  
Suite B  
Moosic, PA 18507  
(717) 343-1214  
FAX: (717) 343-0696

**Ron Swanson, President**  
Altoona, PA  
Wilkes Barre-Scranton, PA

WALY-FM  
WCDL-AM  
& WSGD-FM  
WWPA-AM,  
WWWD-FM

Williamsport, PA

**Saga Communications**

100 Prospect Street  
Stamford, CT 06901  
(203) 978-0200  
FAX: (203) 975-8967

**Steve Goldstein, Executive VP/Group PD**  
Champaign, IL

WLRW-FM  
& WIXY-FM  
WVKO-AM  
& WSNY-FM  
KRNT-AM,  
WSTZ-FM,  
KIOA-AM & FM  
WFEA-AM  
& WZID-FM  
WKLH-FM,  
WLZR-AM & FM  
WNOR-AM & FM  
& WAFX-FM  
WGAN-AM,  
WZAN-AM,  
WMGX-FM  
& WYNZ-FM  
WYMG-FM  
& WQQL-FM  
WAQY-AM & FM

Columbus, OH

Des Moines, IA

Manchester, NH

Milwaukee, WI

Norfolk, VA

Portland, ME

Springfield, IL

Springfield, MA

**St. Pe-Communications**

916 Foley Street  
Jackson, MS 39202  
(601) 352-6673

**Edward St. Pe, President**  
Jackson, MS  
Yazoo City-Madison, MS

WJXN-AM & FM  
WJNS-AM & FM

**Salem Communications**

4880 Santa Rosa Road  
Suite 300  
Camarillo, CA 93012  
(805) 987-0400  
FAX: (805) 482-8570

**Eric Halvorson, Executive VP**

Boston, MA  
Chicago, IL  
Columbus, OH  
Lancaster-Palmdale, CA  
Long Beach, CA  
Los Angeles, CA

WEZE-AM  
WYLL-FM  
WRFD-AM  
KAVC-FM  
KGER-AM  
KFAX-AM  
& KKLA-FM  
WMCA-AM  
KDAR-FM  
WORD-AM,  
WPHY-AM  
& WPIT-AM  
KPDQ-AM & FM  
KLFE-AM  
KPRZ-AM  
KGNW-AM  
WAVA-FM

New York, NY  
Oxnard, CA  
Pittsburgh, PA

Portland, OR  
San Bernardino, CA  
San Diego, CA  
Seattle, WA  
Washington, DC

**Sandusky Radio**

601 California Street  
Suite 2260  
San Francisco, CA 94108  
(415) 788-3161  
FAX: (415) 788-3165

**Norman Rau, President**

Dallas, TX  
Phoenix, AZ

KEGL-FM  
KUKQ-AM,  
KDKB-FM  
& KUPD-FM  
KIXI-AM  
& KLSY-FM

Seattle, WA

**Sarkes Tarzian Inc.**

PO Box 62  
Bloomington, IN 47402  
(812) 332-7251

**Tom Tarzian, Chairman**  
Bloomington, IN

WGCL-AM  
& WTTS-FM  
WAJI-FM  
& WLDE-FM

Ft. Wayne, IN

**SBC Technologies**

700 Canal Street  
5th Floor  
Stamford, CT 06902  
(203) 357-1464

**Leonard Fassler, Chairman**

Stowe, VT  
Waco, TX

WVMX-FM  
WACO-AM & FM

## S

### Sconnix Broadcasting Company

Tysons International Plaza  
1921 Gallows Road, Suite 850  
Vienna, VA 22182  
(703) 356-6000  
FAX: (703) 790-1290

**Randy Odeneal**, Partner

**Scott McQueen**, Partner

Baltimore, MD

Kansas City, MO  
Laconia, NH

Quad Cities, IL

WBMD-AM  
& WQSR-FM  
KFKF-FM  
WLNH-FM  
& WBHG-FM  
WLLR-AM & FM

### Seaton Management

PO Box 877  
Coffeyville, KS 67337  
(316) 251-2900

**R.M. Seaton**, Chairman

Hastings, NE  
Lubbock, TX

Manhattan, KS

KHAS-AM  
KFYO-AM  
& KZII-FM  
KMAN-AM  
& KMKF-FM

### Secret Communications, LP

312 Walnut Street  
Suite 3550  
Cincinnati, OH 45202  
(513) 621-1600  
FAX: (513) 621-3299

**Frank E. Wood**, President/CEO

Cleveland, OH

Denver, CO

Detroit, MI

Indianapolis, IN

Pittsburgh, PA  
Sacramento, CA

WWWE-AM  
& WLTF-FM  
KALC-FM  
& KMJI-FM  
WJLB-FM  
& WMXD-FM  
WNDE-AM,  
WFBQ-FM  
& WRZX-FM  
WDVE-FM  
KSFM-FM  
& KSMJ-FM

### Seehafer Broadcasting Corp.

PO Box 1385  
Manitowoc, WI 54221-1385  
(414) 682-0351  
FAX: (414) 682-1008

**Don Seehafer**, President

Janesville, WI  
Manitowoc, WI

Wausau, WI

WMJB-FM  
WOMT-AM  
& WQTC-FM  
WXCO-AM  
& WYCO-FM

### SFX Broadcasting Inc.

600 Congress Avenue  
Suite 1270  
Austin, TX 78701  
(512) 477-7338  
FAX: (512) 477-7388

**R. Steven Hicks**, President/COO

Dallas, TX  
Greenville, SC

Houston, TX  
Jackson, MS

Nashville, TN

San Diego, CA

KRLD-AM  
WSSL-AM,  
WMYI-FM  
& WSSL-FM  
KODA-FM  
WJDS-AM,  
WMSI-FM  
& WKTF-FM  
WSIX-FM  
& WYHY-FM  
KJQY-FM  
& KYXY-FM

### Shamrock Broadcasting

4444 Lakeside Drive  
Burbank, CA 91505  
(818) 845-4444

FAX: (818) 845-9718

**Bill Clark**, Chairman

**Marty Loughman**, President

Atlanta, GA  
Denver, CO  
Detroit, MI

Houston, TX  
Los Angeles, CA

Minneapolis, MN

New York, NY  
Phoenix, AZ  
Pittsburgh, PA  
San Francisco, CA

WFOX-FM  
KXKL-AM & FM  
WDFN-AM  
& WWWW-FM  
KZFX-FM  
KLAC-AM  
& KZLA-FM  
KFAN-AM  
& FEEY-FM  
WHTZ-FM  
KMLE-FM  
WWSW-AM & FM  
KNEW-AM,  
KABL-AM & FM  
& KSN-AM

### Shamrock Communications Inc.

149 Penn Avenue  
Scranton, PA 18503  
(717) 348-9108  
FAX: (717) 348-9109

**William R. Lynett**, President/CEO

Austin, TX  
Baltimore, MD  
Milwaukee, WI  
Orlando, FL  
Tulsa, OK  
Westminster, MD  
Wilkes Barre-Scranton, PA

KUTZ-FM  
WGRX-FM  
WQFM-FM  
WDIZ-FM  
KMYZ-AM & FM  
WTTR-FM  
WEJL-AM  
& WEZK-FM

### Shepherd Enterprises

300 West Reed Street  
Moberly, MO 65270  
(816) 263-5800

**Jerrell Shepherd**, President

Bethany, MO  
Farmington, MO  
Festus, MO  
Lebanon, MO  
Moberly, MO

KAAN-AM & FM  
KREI-AM & KTJJ-FM  
KJCF-AM  
KJEL-AM & KIRK-FM  
KWIX-AM & KPES-FM

### Sheridan Broadcasting

411 Seventh Avenue  
Suite 1500  
Pittsburgh, PA 15219  
(412) 456-4000  
FAX: (412) 391-3559

**Ronald Davenport**, Chairman

Buffalo, NY  
Pittsburgh, PA

WUFO-AM  
WYJZ-AM  
& WAMO-FM

### Sherman Broadcasting

17 Battery Place  
25th Floor  
New York, NY 10004  
(212) 709-9599  
FAX: (212) 385-4225

**Jay Meyers**, President/COO

**H. Andrew Decker**, Chairman

Lincoln-Seward, NE  
Wichita, KS

KZKX-FM  
KKRD-FM

### Shockley Communications

2306 West Badger Road  
Madison, WI 53713  
(608) 273-0077  
FAX: (608) 273-2507

**Terry Shockley**, President

DuLuth, MN  
Madison, WI  
Milwaukee, WI

KDAL-AM & FM  
WOLX-FM  
WZTR-FM

### Signature Broadcasting

2201 Northland Drive  
Suite C  
Austin, TX 78756  
(512) 451-7966  
FAX: (512) 451-2876

**Dick Oppenheimer**, President

Austin, TX  
McAllen/Brownsville, TX

KIXL-AM  
KKPS-FM  
& KPRQ-FM

### Simmons Radio Group/Simmons Family

57 West South Temple  
Suite 700  
Salt Lake City, UT 84101  
(801) 524-2600  
FAX: (801) 521-9234

**Craig Hanson**, President/Radio

St. George, UT

Salt Lake City, UT

KDXU-AM  
& KZEZ-FM  
KDYL-AM,  
KSFI-FM  
& KRSP-FM

### John Slatton Stations

PO Box 370  
Haleyville, AL 35565  
(205) 486-2277  
FAX: (205) 486-3905

**John Slatton**, COO

Haleyville, AL  
Muscle Shoals, AL

WJBB-AM & FM  
WLAY-AM & FM

### Smith Broadcasting Company Inc.

125 East Third Street  
New Richmond, WI 54017  
(715) 246-2254  
FAX: (715) 246-7090

**Daniel Smith**, GM

**Joan Becker**, Business Manager

Black River Falls, WI  
Minneapolis/St. Paul, MN  
Stillwater, MN

WWIS-AM & FM  
WIXK-AM & FM  
WIMN-AM



**S**

**Sorenson Broadcasting**

604 North Kiwanis Plaza  
Sioux Falls, SD 57104  
(605) 334-1117  
FAX: (605) 338-0326

**Dean Sorenson, President**

Ft. Dodge, IA	KVFD-AM & KUEL-FM
Pierre, SD	KCCD-FM & KLXS-FM
Red Wing, MN	KCUE-AM & KWNG-FM
Watertown, SD	KWAT-AM & KIXX-FM
Yankton, SD	KYNT-AM & KKYA-FM

**South Central Communications**

PO Box 40506  
Nashville, TN 37204  
(615) 259-9393  
FAX: (615) 259-4594

**Steve Edwards, President/GM**

Evansville, IN	WIKY-AM & FM
Knoxville, TN	WEZK-AM & FM & WIMZ-FM
Nashville, TN	WJXA-AM & WRMX-FM

**Southern Communications Inc.**

9737 North Winston Avenue  
Baton Rouge, LA 70809-2531  
(504) 292-9556  
FAX: (504) 291-6420

**Lew Campbell, Co-Owner**

**Don Nelson, Co-Owner**  
Baton Rouge, LA

WIBR-AM & WKJN-FM
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**Southern Minnesota Broadcasting Co.**

122 Fourth Street SW  
Rochester, MN 55902  
(507) 286-1010  
FAX: (507) 286-9370

**Greg Gentling, President/GM**

Rapid City, SD	KKLS-AM & KKMK-FM
Rochester, MN	KROC-AM & FM
Sioux Falls, SD	KXRB-AM & KKLS-FM

**Southern Skies Corporation**

8114 Cantrell Road  
3rd Floor  
Little Rock, AR 72207  
(501) 227-9696  
FAX: (501) 227-7498

**Jerry Atchley, President**

Little Rock, AR	KMVK-FM & KSSN-FM
Wichita, KS	KZSN-AM & FM

**Southern Starr Broadcasting Group**

99 Canal Center Plaza  
Suite 220  
Alexandria, VA 22314  
(703) 683-8488  
FAX: (703) 683-1496

**Robert E. Long, Chairman/CEO**

Biloxi, MS	WVMI-AM & WMJY-FM
Little Rock, AR	KOLL-FM
New Haven, CT	WPLR-FM
Pascagoula, MS	WKNN-FM
Titusville, FL	WGNE-FM

**Spacecom**

444 Pine Street  
St. Paul, MN 55101  
(612) 228-4444  
FAX: (612) 227-7927

**John Kuehne, Executive VP/Operations**

Fresno, CA	KTHT-FM
Modesto-Stockton, CA	KOSO-FM
Olympia, WA	KCPL-AM

**Spanish Broadcasting System**

26 West 56th Street  
New York, NY 10019  
(212) 541-9200  
FAX: (212) 541-9236

**Raul Alarcon Sr., Chairman**

**Raul Alarcon Jr., President/CEO**  
Key Largo, FL

Los Angeles, CA	WZMQ-FM KXED-AM & KLAX-FM
Miami, FL	WCMQ-AM & FM
New York, NY	WSKQ-AM & FM

**Spectrum Communications Inc.**

4429 US 23 North  
PO Box 296  
Oscoda, MI 48750  
(517) 739-8180  
FAX: (517) 739-7788

**Todd A. Mohr, President/CEO**

**James C. Leighty, Chairman**  
Mio, MI

Oscoda, MI	WCLX-FM WCLS-FM
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**SRO Broadcasting**

PO Box 91723  
Bellevue, WA 98009  
(206) 455-8100  
FAX: (206) 455-8165

**David Schooler, President**

Richland, WA	KALE-AM & KIOK-FM
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**Stauffer Communications Inc.**

616 Jefferson  
Topeka, KS 66607  
(913) 295-1111  
FAX: (913) 295-1144

**Frank H. Shepherd, President/CEO**

Amarillo, TX	KGNC-AM & FM
Topeka, KS	WIBW-AM & FM

**Suburban Radio Group**

PO Box 888  
Belmont, NC 28012  
(704) 825-5272  
FAX: (704) 825-4036

**William R. Rollins, President**

Albemarle, NC	WABZ-FM
Blacksburg, VA	WVVV-FM
Christiansburg, VA	WJJJ-AM
Concord, NC	WEGO-AM

**Sudbrink Broadcasting Co.**

2001 Palm Beach Lakes Boulevard  
Suite 303  
West Palm Beach, FL 33409  
(407) 684-7488  
FAX: (407) 640-7699

**Robert Sudbrink, President**

Jacksonville, FL	WXTL-AM
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**Sudbury Services Inc.**

Newport Broadcasting  
PO Box 989  
Blytheville, AR 72316  
(501) 762-2093  
FAX: (501) 763-8459

**Harold Sudbury Jr., President**

Blytheville, AR	KLCN-AM & KHLS-FM
Heber Springs, AR	KAWW-AM & FM
Hope, AR	KHPA-FM
Newport, AR	KNBY-AM & KOKR-FM
Prescott, AR	KTPA-AM
West Memphis, AR	KSUD-AM

**Summit Communications Group Inc.**

115 Perimeter Place  
Suite 1150  
Atlanta, GA 30346  
(404) 394-0707  
FAX: (404) 394-9778

**Mary Catherine Sneed, Executive VP/  
Radio**

Atlanta, GA	WAOK-AM & WVEE-FM
Baltimore, MD	WCAO-AM & WXYV-FM
Dallas, TX	KHVN-AM & KJMZ-FM
New York, NY	WRKS-FM

**Sunbelt Radio Group**

448 East Paces Ferry Road  
Atlanta, GA 30305  
(404) 240-0070  
FAX: (404) 365-8209

**Richard N. Lea, CEO**

Brownsville, TX	KRGE-AM & KRGY-FM
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**Sunbrook Communications**

North 1212 Washington  
Suite 124  
Spokane, WA 99201  
(509) 326-9500  
FAX: (509) 326-1560

**Larry Roberts, President/CEO**

Billings, MT	KBLG-AM, KRKX-FM & KYA-FM
Butte, MT	KXTL-AM, KAAR-FM & KQUY-FM
Great Falls, MT	KXGF-AM & KAAK-FM
Missoula, MT	KGRZ-AM & KDXT-FM
Wenatchee, WA	KXAA-FM & KYSN-FM

**S**

## S

### Sundance Broadcasting

840 North Central Avenue  
Phoenix, AZ 85004  
(602) 258-8181

**Michael Jorgenson, President**

Boise, ID	KIDO-AM & KLTB-FM
Milwaukee, WI	WOKY-AM & WMIL-FM
Phoenix, AZ	KYOT-AM & FM, KZON-FM & KOY-AM

### SunGroup Inc.

9102 North Meridian Street  
Suite 545  
Indianapolis, IN 46260  
(317) 844-7425  
FAX: (317) 844-7427

**John W. Biddinger, President**

Abilene, TX	KEAN-AM & FM
Albuquerque-Santa Fe, NM	KKSS-FM
Bryan-College Station	KKYS-FM
Longview, TX	KYKX-FM
Pensicola, FL	WOWW-FM
Shreveport, LA	KMJJ-FM

### Susquehanna Radio Corp.

140 East Market Street  
York, PA 17401  
(717) 848-5500  
FAX: (717) 771-1436

**Arthur W. Carlson, President**

Atlanta, GA	WNNX-FM
Cincinnati, OH	WRRM-FM
Dallas-Ft. Worth, TX	KLIF-AM & KPLX-FM
Houston, TX	KRBE-AM & FM
Indianapolis, IN	WGRL-AM & WFMS-FM
Norfolk, VA	WGH-AM & FM
San Francisco, CA	KNBR-AM & KFOG-FM
Wilkes-Barre-Scranton, PA	WARM-AM, WBHT-FM & WMGS-FM
York, PA	WSBA-AM & WARM-FM

## T

### Taylor Communications

11780 US Highway #1  
Suite 204  
North Palm Beach, FL 33408  
(407) 775-1777  
FAX: (407) 694-8387

**John J. Taylor III, President**

Hyannis, MA	WCOD-FM, WFAL-FM & WFXR-FM
Orlando, FL	WXXL-FM
West Palm Beach, FL	WEAT-AM & FM

### Tele-Media Broadcasting Company

PO Box 39  
Bellefonte, PA 16823  
(814) 355-8355

**Robert Tudek, Chairman/President**

**Everett Muncy, Vice Chairman/Co-Owner**

Easton, PA	WEST-AM & WLEV-FM
Hershey-Harrisburg, PA	WRKZ-FM
Johnstown, PA	WQKK-FM
Providence, RI	WLKW-AM, WPRO-AM & FM & WWLI-FM
Quincy, IL	WTAD-AM & WQCY-FM
State College, PA	WRSC-AM & WQWK-FM

### Temple University Public Radio

Temple University  
Annenberg Hall (011-00)  
Diamond Street & Park Mall  
Philadelphia, PA 19122  
(215) 204-8405  
FAX: (215) 204-4870

**Ted Eldredge, GM**

Dover, DE	WRJX-FM
Harrisburg, PA	WJAZ-FM
Mount Pocono, PA	WRTY-FM
Ocean City, NJ	WRTQ-FM
Philadelphia, PA	WRTI-FM

### Tichenor Media System Inc.

100 Crescent Court  
Suite 1777  
Dallas, TX 75201  
(214) 855-8882

**McHenry T. Tichenor Jr., President**

Chicago, IL	WIND-AM & WOJO-FM
El Paso, TX	KBNA-AM & FM
Harlingen, TX	KGBT-AM & KIWW-FM
Houston, TX	KLAT-AM & KLTN-FM
San Antonio, TX	KCOR-AM, KXTN-AM & FM & KROM-FM

### Timm Enterprises

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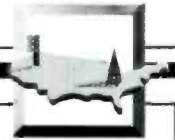


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- B = Bumper Stickers & Decals
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- CO = Costumes
- CR = Creative
- D = Displays & Vehicles
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- DM = Direct Marketing
- E = Events
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- ML = Mailing Lists
- MP = Media Placement
- MU = Music Products
- P = Premiums & Incentives
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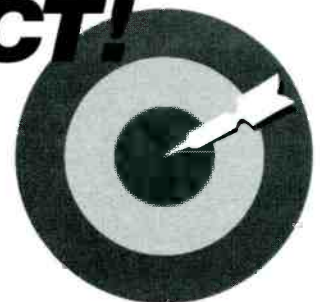
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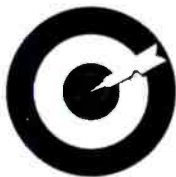
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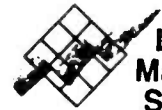
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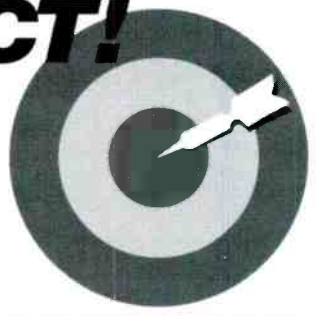
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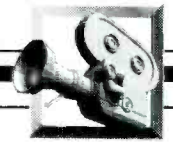
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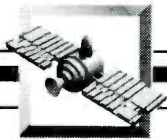
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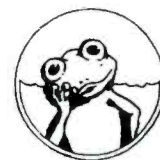


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**Claire West**, VP/Promotion

3907 West Alameda Avenue

Burbank CA 91505

(818) 843-2872

FAX: (818) 843-4659

**D**

**DECCA**

**Decca Records**

60 Music Square East

Nashville, TN 37203

(615) 244-8944

FAX: (615) 880-7475

**Bruce Hinton**, Chairman

**Sheila Shipley**, Sr. VP/GM

**Mark Wright**, Sr. VP/A&R

**Def Jam Recordings Inc.**

652 Broadway

3rd Floor

New York, NY 10012

(212) 979-2610

FAX: (212) 979-2731

**Definite Records**

(distributed by INDI)

117 West 26th Street

5th Floor

New York, NY 10001

(212) 741-0007

FAX: (212) 243-2603

**Brian Chin**, Sr. VP

**Robert John Jones**, President

**Delicious Vinyl**

(distributed by East West/ATL Group/WEA)

6607 Sunset Boulevard

Los Angeles, CA 90028

(213) 465-2700

FAX: (213) 465-8926

**Rick Ross**, VP/GM

**Paul Moshay**, VP/Marketing

**Truly Rain**, Product Mgr.

**Jack Patterson**, Dir./Urban Promotion

**Carmelita Sanchez**, Dir./Rap Promotion

**Denon/Savoy Jazz**

135 West 50th Street

Suite 1915

New York, NY 10020

(212) 581-2550

FAX: (212) 581-2591

**Katsuhiko Fujii**, GM/Dir.

**Daniel Marx**, Nat'l Sales & Marketing Mgr.

**Eric Lowenhar**, Nat'l Retail Marketing Mgr.

**Discovery**

(incl. Musicraft, Trend)

2052 Broadway

Santa Monica, CA 90404

(310) 828-1033

FAX: (310) 828-1584

**Syd Birenbaum**, VP/Marketing & Sales

**Claudia Stewart**, Nat'l Promotion

**Ingrid Wilkerson**, Nat'l Promotion

**Doctor Dream Records**

(distributed by Abbey Road, Bayside, Buried  
Treasure, Dutch, East India Trading Co, MDI,  
Twin Cities, Cargo In Canada)

841 West Collins Avenue

Orange, CA 92667

(714) 997-9387

FAX: (714) 997-0184

**David Hayes**, President

**Josh Agle**, Art Dir./Production Manager

**Maurice Torres**, Dir./Radio & Sales

Promotion

**Judy Miller**, Dir./Publicity

**Dolce & Nuit Productions**

PO Box 1071

Melrose, MA 02176-0007

(617) 665-4791

FAX: (617) 665-0601

**Matt Johnson**, President

**E**

**EastWest America**

(distributed by WEA)

75 Rockefeller Plaza

12th Floor

New York, NY 10019

(212) 275-2500

FAX: (212) 956-2270

**Sylvia Rhone**, Chairman/CEO

**Craig Lambert**, Exec. VP

**Merlin Bobb**, Sr. VP/A&R

**Alan Voss**, Sr. VP/Sales

**Greg Thompson**, Sr. VP/Promotion

**Valerie DeLong**, VP/Pop Promotion

**Matt Pollack**, VP/AOR Promotion

**Manny Bella**, VP/R&B Promotion

**Margo Knesz**, VP/Operations

**Steve Kleinberg**, VP/Marketing

**Joel Klaiman**, Mgr./Alternative

**Pete Rosenblum**, Mgr./College & Alternative  
Promotion

**Peter Albertelli**, Mgr./Dance & Crossover  
Promotion

9229 Sunset Boulevard  
Suite 800

Los Angeles CA 90069

(310) 205-7420

FAX: (310) 285-9834

**Walter Winnick**, Dir./Album Promotion

**Gary Richards**, Dir./Pop Promotion



**E**

**Elektra Entertainment**  
(distributed by WEA)  
75 Rockefeller Plaza  
15th Floor  
New York, NY 10019  
(212) 275-4000  
FAX: (212) 974-9314  
**Sylvia Rhone**, Chairman  
**David Bither**, Sr. VP/GM  
**Jon Leshay**, Sr. VP/Promotion  
**Suzanne Berg**, VP/AC Promotion  
**Paul Brown**, VP/Rock Promotion  
**Ron Gregory**, VP/Pop Promotion  
**John Kohl**, Sr. Dir./Alternative Promotion

345 North Maple Drive  
Suite 123  
Beverly Hills CA 90210  
(213) 288-3800  
FAX: (213) 274-9491  
**Joe Morrow**, VP/Urban Marketing & Promotion  
**Bob Garland**, VP/Promotion  
**Linde Thurman**, Dir./Nat'l AC Promotion

EMI Records Group  
North America

**EMI Records Group North America**

(incl. EMI, SBK, Chrysalis, Pendulum)  
(distributed by CEMA)

1290 Avenue of the Americas  
New York, NY 10104  
(212) 492-1200  
FAX: (212) 245-4115

**Charles Koppelman**, Chairman/  
CEO-EMIRG North America  
**Davitt Sigerson**, President/CEO

**Ken Lane**, Sr. VP/Promotion  
**Michael Steele**, VP/CHR  
Promotion

**Dave Rosas**, Nat'l Dir./R&B  
Promotion

**Monte Lipman**, Sr. Dir./Nat'l Top  
40 Promotion

**Laura Kuntz**, VP/AC & NAC  
Promotion

**Neil Lasher**, Sr. Dir./Nat'l AOR  
Promotion

**Jon Cohen**, Nat'l Dir./New Music  
Promotion & Mktg.

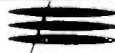
**Allison Bandier**, Dir./Nat'l Video  
Promotion

8730 Sunset Boulevard  
5th Floor

Los Angeles CA 90069  
(310) 659-1700

FAX: (310) 659-9008

**Judy Valsi**, Sr. Dir./Nat'l AC &  
NAC Promotion



epic  
**Epic**

(incl. Epic Associated)  
(distributed by Sony Music)

550 Madison Avenue  
21st & 22nd Floors  
New York, NY 10022-3211  
(212) 833-8000

**Dave Glew**, Chairman  
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Assoc./Exec. VP, Epic

**Tony Martell**, Sr. VP/GM, Epic  
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**Lamont Boles**, Sr. VP/Black  
Music Div.

**Jim Scully**, Sr. VP/Sales  
**John M. Doelp**, Sr. VP/Marketing

**Tom Genetti**, VP/Promotion  
Operations

**Barbara Seltzer**, VP/Singles  
Promotion

**Harvey Leeds**, VP/Album  
Promotion

**Dale Connone**, Sr. Dir./Singles  
Promotions

**Dwayne Cunningham**, VP/Black  
Music Promotion

**Dan Beck**, VP/Product  
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**Stu Bergen**, Dir./Alternative  
Promotion

**Cheryl Valentine**, Dir./Metal  
Marketing & Promotion

**O.J. Wedlaw**, Dir./Epic Street  
**Frank Ceraolo**, Dir./Dance  
Promotion

**Debbie Cherchione**, Assoc. Dir./  
AC Promotion

**Laura Curtin**, Assoc. Dir./Album  
Promotion

2100 Colorado Avenue  
Santa Monica CA 90404  
(310) 449-2100

FAX: (310) 449-2932

**Larry Douglas**, VP/AC &  
Progressive Adult Music

**Steve Einczig**, VP/Marketing  
**Ron Cerrito**, Dir./Album Promotion

34 Music Square East  
Nashville TN 37203  
(615) 742-4321

FAX: (615) 742-4338

**Allen Butler**, Executive VP/GM  
**Paul Worley**, VP/Nat'l Promotion

**Scott Simon**, Sr. VP

**Jack Lameier**, VP/Nat'l Promotion  
**Rob Dalton**, Dir./Nat'l Promotion

**Epitaph Records**

6201 Sunset Boulevard  
Suite 111  
Hollywood, CA 90028  
(213) 957-7555  
FAX: (213) 957-2636  
**Brett Gurewitz**, President

**Evidence**

1100 East Hector Street  
Suite 392  
Conshohocken, PA 19428  
(215) 832-0844  
FAX: (215) 832-0807  
**Howard Rosen**, President

**F**

**F&L**

(incl. Progress, W.T.M.)  
1618 16th Avenue South  
Nashville, TN 37212  
(615) 292-3611  
**Bobby Fischer**, President

**Fantasy Inc.**

(incl. Contemporary, Fantasy, Galaxy, Good  
Time Jazz, Milestone, Pablo, Prestige,  
Riverside, Specialty, Stax)  
Tenth and Parker  
Berkeley, CA 94710  
(510) 549-2500  
FAX: (510) 486-2015  
**Saul Zaentz**, Chairman  
**Ralph Kaffel**, President  
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**FEA**

Central Square #77  
Linwood, NJ 08221  
(609) 926-9666  
FAX: (609) 926-3592  
**Michael Pedicin**, President



**550 Sony Music**

550 Madison Avenue  
New York, NY 10022-3211  
(212) 833-8078

FAX: (212) 833-5441

**Polly Anthony**, GM

**Hilary Shaev**, VP/Pop & Video  
Promotion

**Jeff Appleton**, VP/Rock Promotion  
**Neda Leppar Tobin**, Dir./Pop  
Promotion, LA

**John Knapp**, Dir./Alternative  
Promotion

**Desiree Schuon**, Assoc. Dir./  
Pop Promotion

**F**

**Fly Records Inc.**

231 Main Street  
Farmingdale, NY 11735  
(516) 249-3313

FAX: (516) 293-4641

**John Kenneth**, President

**Linda Stecker**, Exec. VP

**Debra Spagna**, Dir./Promotion

**Tom Chianti**, Dir./A&R

**Flying Fish**

(incl. Temple, Earwig, Deluge, Atomic Theory, Rose Quartz, Omnium)

1304 West Schubert

Chicago, IL 60614

(312) 528-5455

FAX: (312) 528-8262

**Tor Elting**, Promotion & PR

**Frontier**

(distributed by R.E.P.)

PO Box 22

Sun Valley, CA 91353

(818) 506-6886

FAX: (818) 506-0723

**John Troutman**, Minister/Propaganda

**Futurist**

(distributed by Relativity Entertainment)

6 Greene Street

2nd Floor

New York, NY 10013

(212) 226-7272

FAX: (212) 941-9409

**Steve Sinclair**, President

**Holly Lane**, VP

**G**

**Geffen/DGC**

(distributed by MCA/UNI)

9130 Sunset Boulevard

Los Angeles, CA 90069

(310) 278-9010

FAX: (310) 271-4563

**Ed Rosenblatt**, President

**Bill Bennett**, GM

**Steve Leavitt**, Dir./Nat'l CHR Promotion

**Craig Coburn**, Dir./Nat'l CHR Promotion/  
Information

**Alan Oremen**, Dir./Nat'l AOR Promotion

**Warren Christensen**, Nat'l AOR Promotion

**Susan Naramore**,

Nat'l AOR, Metal, AAA Promotion

**Ted Volk**, Dir./Nat'l Alternative Promotion

**Rochelle Fox**, Nat'l College Promotion

**Diane Valensky**, Dir./Regional Video  
Promotion

1755 Broadway

New York NY 10019

(212) 841-8600

FAX: (212) 247-8852

**Bob Catania**, Dir./Nat'l Promotion

**Mark Burger**, Nat'l Promotion



**Giant**

(distributed by WEA)

8900 Wilshire Boulevard  
Suite 200

Beverly Hills, CA 90211

(310) 289-5500

FAX: (310) 289-7331

**Irving Azoff**, Chairman

**Cassandra Mills**, President/

Black Music Division

**Steve Backer**, GM

**Ray Carlton**, Head of Promotion

**Jean Johnson**, Head of Pop  
Promotion

**Barry Lyons**, Head of Rock  
Promotion

**Ardenia Brown**, Head of Urban  
Promotion

1514 South Street

Nashville TN 37212

(615) 256-3110

FAX: (615) 259-4011

**James Stroud**, President,  
Nashville

**Nick Hunter**, Head of Promotion  
& Marketing

**Bob Baker**, GM

**Global Pacific**

(incl. Global Horizons, Global World, Global Jazz)

270 Perkins Street

Sonoma, CA 95476

(707) 996-2748

FAX: (707) 996-2658

**Howard Sapper**, President

**Neal Sapper**, VP/Promotion

**GNP Crescendo**

(incl. Creative World)

8400 Sunset Boulevard

Suite 4-A

Los Angeles, CA 90069

(213) 656-2614

FAX: (213) 656-0693

**Gene Norman**, President

**Neil Norman**, VP

**Gold City Records Inc.**

PO Box 24

Armonk, NY 10504

(914) 273-6457

FAX: (914) 273-4207

**Chris Jasper**, President

**Margie Jasper**, VP & General Counsel

**Golden Gate Records**

PO Box 66777

Scotts Valley, CA 95067

(408) 429-6880

FAX: (408) 438-8796

**Adrienne Biliske**, Dir./Promotions

**Sandy Shore**, Radio Promotions

**Sue Meachen**, Dir./Nat'l Sales & Marketing

**Becky DiCorti**, Dir./Advertising

**Adrienne Biliske**, Dir./Publishing

**Grand Slam**

(partially distributed by CEMA)

594 Broadway

Suite 901

New York, NY 10012

(212) 334-2188

FAX: (212) 334-2178

**Brian McEvoy**, President



**GRP**

(distributed by MCA/UNI)

555 West 57th Street

New York, NY 10019

(212) 424-1000

FAX: (212) 424-1007

**Tommy LiPuma**, President

**Mark Wexler**, Sr. VP/Marketing &  
Promotion

**Doug Wilkins**, Sr. Dir./Nat'l  
Promotion

**Duke Dubois**, Sr. Dir./Nat'l  
Promotion

**Erica Linderholm**, Dir./Nat'l  
Promotion/Special Markets

309 Cedar creek Drive

Nashville TN 37211

(615) 833-3848

FAX: (615) 834-6248

**Beth Lewis**, Nat'l NAC Promotion

**H**

**Hearts Of Space/World Class**

PO Box 31321

San Francisco, CA 94131

(415) 242-8888

FAX: (415) 759-1166

**Casey Conroy**, Mgr./Sales Marketing &  
Promotion

**Shawn Bates**, Retail Marketing & Press

**Audrey Howe**, Mgr./Radio Promotion

**Higher Octave Music**

(incl. Nightingale)

23715 West Malibu Road

Suite 358

Malibu, CA 90265

(310) 589-1515

FAX: (310) 589-1525

**Matt Marshall**, President

**Scott Bergstein**, Sr. VP

**H**

**Hightone**

220 4th Street  
Suite 101  
Oakland, CA 94607  
(510) 763-8500  
FAX: (510) 763-8558  
**Chris Roldan**, Dir./Nat'l Promotion



**Hollywood**

(incl. Link, Hollywood Basic)  
(distributed by Elektra/WEA)  
500 South Buena Vista Boulevard  
Burbank, CA 91521  
(818) 560-5670  
FAX: (818) 567-4837  
**Bob Pfeifer**, Exec. VP  
**Brenda Romano**, Sr. VP/  
Promotion  
**Jesus Garber**, VP/Urban Promotion  
**Art Phillips**, VP/Rock Promotion  
**Chris Lopes**, Dir./Nat'l Promotion  
**John Souchack**, Dir./Nat'l Rock  
Promotion  
**Dyana Kass**, Mgr./Nat'l Metal  
Promotion  
**Michelle Robbins**, Mgr./  
Alternative Promotion  
**Barry Benson**, Mgr./Nat'l Rap  
Promotion  
**Jon Ernst**, Nat'l Promotion  
Coordinator  
**Jack Egas**, Nat'l Field  
Coordinator

**Ichiban**

(incl. Naked Language, Sky, Techno 404,  
Wrap, Wild Dog)  
PO Box 724677  
Atlanta, GA 31139-1677  
(404) 419-1414  
FAX: (404) 419-1230  
**John Abbey**, President

**The Imago Recording Company**

(distributed by BMG)  
152 West 57th Street  
New York, NY 10019  
(212) 554-7911,  
FAX: (212) 489-7481  
**Tom Gorman**, VP/Promotion  
**Ron Poore**, Dir./Nat'l Rock Promotion

**Interscope**

(distributed by WEA)  
10900 Wilshire Boulevard  
Suite 1230  
Los Angeles, CA 90024  
(213) 208-6547  
FAX: (213) 208-7343

**Ted Field**

**Jimmy Iovine**  
**Marc Benesch**  
**John McLain**  
**Tom Whalley**  
**Michael Papale**  
**Tim Burruss**  
**David Cohen**  
**Lynn McDonnell**  
**Sean Lynch**  
**Lori Earl**

**Inverted Records Inc.**

(incl. Fly Records)  
575 Madison Avenue  
Suite 1006  
New York, NY 10022  
(212) 605-0470  
FAX: (212) 308-9834  
**John Kenneth**, President/CEO  
**Tom Chianti**, VP/A&R  
**Debra Spagna**, Dir./Promotion



**IRS**

(incl. Pangaea)  
(distributed by CEMA)  
3520 Hayden Avenue  
Culver City, CA 90232  
(310) 841-4100  
FAX: (310) 838-4070  
**Paul Orescan**, VP/Marketing &  
Promotion

**Island Independent Labels**

(incl. Mango, 4th & Broadway, Great Jones,  
Island Red Label, Smash)  
400 Lafayette Street  
5th Floor  
New York, NY 10003  
(212) 995-7800  
FAX: (212) 995-7857  
**Peggy Dold**, VP/Marketing



**ISLAND**

**Island Records**

(incl. 4th & Broadway, Great  
Jones, Mango, Axiom)  
(distributed by PGD)  
825 Eighth Avenue  
Worldwide Plaza  
New York, NY 10019  
(212) 333-8000  
FAX: (212) 333-8142  
**John Barbis**, President  
**Sky Daniels**, Sr. VP/Promotion  
**Joe Riccitelli**, VP/Promotion  
**David Linton**, VP/R&B Promotion  
**Steve Leeds**, VP/Nat'l  
Alternative & Video Promotion  
**Iris Dillon**, Sr. Dir./Nat'l  
Crossover Promotion  
**John Sigler**, Dir./Nat'l AOR  
Promotion  
400 Lafayette Street  
5th Floor  
New York NY 10013  
(212) 995-7800  
FAX: (212) 477-5918  
**Chris Blackwell**, Founder/CEO  
**Matt Stringer**, Sr. VP/Marketing  
**Virgil Simms**, VP/Urban Marketing  
**John Vlautin**, Dir./Nat'l Media  
Relations  
11150 Santa Monica Boulevard  
Suite 1100  
Los Angeles CA 90025  
(310) 996-7200  
FAX: (310) 477-7622  
**Vicki Leben**, VP/CHR Promotion  
**David Ross**, VP/Nat'l AOR  
Promotion  
**Laura Hinson**, Sr. Air./Nat'l AC  
Promotion  
**Linda Murdock**, Sr. Dir./Nat'l  
CHR Promotion  
**Hoive Miura**, Nat'l Alt. Promotion

**J**

**Jazzology/GHB**

(incl. Audiophile, Circle, Southland, Solo Art,  
Progressive, American Music, Black Swann)  
(distributed by GHB Jazz Foundation)  
1206 Decatur Street  
New Orleans, LA 70116  
(504) 525-1776  
FAX: (504) 523-2629  
**George H. Buck Jr.**, President

**H  
•  
J**

**J**

**Jerden**  
PO Box 4608  
Rolling Bay, WA 98061  
(206) 780-0857  
FAX: (206) 780-0859  
**Jerry Dennon, President**  
**Bob Wikstrom, GM**

**Jive**  
(distributed by BMG)  
137-139 West 25th Street  
11th Floor  
New York, NY 10001  
(212) 727-0016  
FAX: (212) 645-3783  
**Barry Weiss, Sr. VP/GM**  
**Jack Satter, Sr. VP/Pop Promotion**

**Juggernaut**  
67-45E 190th Lane  
Fresh Meadows, NY 11365  
(714) 454-6593, (718) 454-8496  
**Juggy Gayles**

**Justice Records**  
3215 West Alabama  
Houston, TX 77098  
(713) 520-6669  
FAX: (713) 525-4444  
**Randall Jamail, President/CEO**  
**David Thompson, Exec. VP/COO**

**JVC Music**  
3800 Barham Boulevard  
Suite 305  
Los Angeles, CA 90068  
(213) 878-0101  
FAX: (213) 878-0202  
**Akira Taguchi, VP/Music**  
**Les Silver, Dir./Sales**  
**Jeff Lunt, Dir./Nat'l Promotion**  
**Cary Goldberg, Dir./Publicity**  
**Larry Hollins, Promotion Coordinator**  
**Raymy Krumrei, Sales & Marketing Coordinator**

**K**

**K-Tel International**  
(incl. K-Tel, K-Tel Country, K-Tel Latin, Oink Music, ERA, Nouveau, AJK, Arrival, Dominion)  
15535 Medina Road  
Plymouth, MN 55447  
(612) 559-6800  
FAX: (612) 559-6848  
**Mickey Effenbein, CEO/President**  
**Dennis Hofer, VP/Sales**  
**Steve Wilson, Dir./Product Development**  
**Bill Hallquist, Mgr./Entertainment Marketing**

**Kaupp**  
(distributed by Cal-Centron/Merri-Webb Production)  
PO Box 5474  
Stockton, CA 95205  
(209) 948-8186  
FAX: (209) 942-2163  
**Nancy L. Merrihew, President**  
**Robert Merrihew, VP**

**L**

**Lacindy Records**  
(a division of Valley Vue)  
555 Commercial Road  
Suite 10  
Palm Springs, CA 92262  
(619) 778-6507, (619) 778-6509  
**Stan Layton, President**

**LaFace Records**  
One Capital City Plaza  
3350 Peachtree Road  
Atlanta, GA 30326  
(404) 848-8050  
FAX: (404) 848-8051  
**Antonio Reed, President**  
**Kenneth Edmonds, VP**

**Laserlight**  
(distributed by Delta Music)  
2500 Broadway  
Suite 380  
Santa Monica, CA 90404-3601  
(310) 453-9504  
FAX: (310) 828-2154  
**Michael McClain, President**  
**Mike Kelley, Dir./Marketing**

**Laurie**  
(incl. Nalli, Playback, Happy Hour, Planetary Productions, TMG, Vision Quest, Connoisseur Records, Bonneville Communications, Silver City)  
1411 West Emily Court  
Abingdon, MD 21009  
(800) 344-8249  
FAX: (410) 676-2003  
**Ron Bollon, VP**

**Left Field Records Inc.**  
PO Box 3273  
New York, NY 10008-3273  
(212) 912-1260  
FAX: (212) 321-9108

**Living Music**  
(distributed by The Rep Company)  
PO Box 72  
Litchfield, CT 06759  
(203) 567-8796  
FAX: (203) 567-4276

**LMR Street**  
(distributed by Indi)  
40 West 57th Street  
Suite 1510  
New York, NY 10019  
(212) 586-3600  
FAX: (212) 307-7027



**Liberty**  
(distributed by CEMA)  
3322 West End Avenue  
11th Floor  
Nashville, TN 37203  
(615) 269-2050,  
FAX: (615) 269-2053  
**Jimmy Bowen, President**  
**Bill Catino, Sr. VP/Promotion**

**Luke**  
8400 NE Second Avenue  
Miami, FL 33138  
(305) 757-1969  
FAX: (305) 757-3456  
**Luther Campbell, President**

**M**

**Macola Record Group Inc.**  
8831 Sunset Boulevard  
Suite 202  
West Hollywood, CA 90069  
(310) 659-6036  
FAX: (310) 659-6039  
**Don MacMillan, President**  
**Lee Denton, Dir./Operations**

**Mammoth**  
Carr Mill  
2nd Floor  
Carrboro, NC 27510  
(919) 932-1882  
FAX: (919) 932-1885  
**Jay Faires, President**  
**Sean Maxson, Dir./Radio Promotion**



**Maverick Recording Company**  
(distributed by Sire/Warner Bros./WEA)  
8000 Beverly Boulevard  
Los Angeles, CA 90048  
(213) 852-1177  
FAX: (213) 852-1505  
**Freddy DeMann, CEO**  
**Abbey Konowitch, VP**  
**Ronnie Dashev, Executive VP**  
**Terry Anzaldo, VP/Promotion**  
**Guy Oseary, Dir./A&R**  
**Sherri Trahan, Dir./Alternative Promotion**

M



**MCA**

(distributed by UNI)

70 Universal City Plaza  
Universal City, CA 91608  
(818) 777-4000

FAX: (818) 777-6435

**Al Teller**, Chairman, MCA Ent.  
Group

**Richard Palmese**, President  
**Ernie Singleton**, President, Black  
Music Division

**Bruce Tenenbaum**, Sr. VP/  
Promotion

**A.D. Washington**, Sr. VP/  
Promotion & Marketing,  
Black Music

**Mark Gorlick**, VP/Promotion

**Gina Iorillo**, VP/Rock Promotion  
**David Fleischman**, VP/Album  
Promotion

**Bobbie Shaw**, VP/Dance Music  
Promotion

**Gary Spivack**, Dir./Nat'l Alterna-  
tive & Rock Promotion

**Jan Teifeld-Krum**, Dir./Nat'l Pop  
Promotion

**Susan Greenwood**, Dir./Nat'l  
Metal Promotion

**P.J. Olsen**, Dir./Nat'l AC  
Promotion

**Paula Tuggey**, Associate Nat'l  
Singles Director

**Paul Barrette**, East Coast  
Promotion Director

1755 Broadway  
8th Floor

New York NY 10019  
(212) 841-8000

FAX: (212) 397-1403

60 Music Square East  
Nashville TN 37203  
(615) 244-8944

FAX: (615) 880-7425

**Bruce Hinton**, Chairman,  
Nashville

**Tony Brown**, President  
**Scott Borchetta**, VP/Nat'l  
Promotion

**Larry Hughes**, Nat'l Dir./Field  
Promotion

**Mechanic**

(distributed by BMG)

6 Green Street  
New York, NY 10013  
(212) 226-7272

FAX: (212) 941-9409

**Steve Sinclair**, President  
**Holly Lane**, VP

**Megaforce**

(distributed by PGD)

210 Bridge Plaza Drive  
Manalapan, NJ 07726  
(908) 972-3456

FAX: (908) 972-3443

**Jon Zazula**, CEO

**Marsha Zazula**, President

**Gary Waldman**, VP

**Missi Callazzo**, Nat'l Promotion

**Murray Richman**, CFO

**Maria Ferrero**, Publicity



**Mercury**

(distributed by PGD)

825 Eighth Avenue  
19th Floor

New York, NY 10019

(212) 333-8000

**Ed Eckstine**, President

**David Leach Sr.** VP/Promotion

**Andy Szulinski**, VP/Field  
Operations

**Kerry Wood**, VP/AC Promotion

**Tony Smith**, VP/Singles  
Promotion

**Drew Murray**, VP/Rock  
Promotion

**Michael Johnson**, VP/R&B  
Promotion

**Michael Idlis**, Dir./Alternative  
Promotion

**David Einstein**, Dir./Adult Rock  
Promotion

PGD

11150 Santa Monica Boulevard  
Los Angeles CA 90025

(310) 966-7200

FAX: (310) 477-7622

Mercury/Nashville

66 Music Square West  
Nashville TN 37203

(615) 320-0110

FAX: (615) 329-9619

**Luke Lewis**, President

**Anne Weaver**, VP/Nat'l Promotion

**Mesa/Bluemoon**

(distributed by WEA)

209 East Alameda Boulevard  
Suite 101  
Bubank, CA 91502

(818) 841-8585

FAX: (818) 841-8581

**Jim Snowden**, President

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**Paul Santos**, VP/Marketing

**Bud Harner**, VP/Promotion & Artist  
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**Metal Blade**

(distributed by Warner Bros., R.E.D.)

2345 Erringer Road  
Suite 108  
Simi Valley, CA 93065

(805) 522-9111

FAX: (805) 522-9380

**Brian Stigel**, CEO

**Mike Faley**, President

**Mike Rittberg**, VP/Promotion & Marketing

**Metropolitan Recording Corp.**

900 Passaic Avenue  
East Newark, NJ 07029

(201) 483-8080

FAX: (201) 483-0031

**Jerry R. Salerno**, President

**Jason McFadden**, Dir./Nat'l Promotion

**Miramar**

200 Second Avenue West  
Seattle, WA 98119

(206) 284-4700

FAX: (206) 286-4433

**Sean Gleason**, VP/GM

**Russ Martin**, VP/Sales & Marketing

**MJJ Music**

(distributed by Sony Music)

2100 Colorado Avenue  
Santa Monica, CA 90404

(310) 449-2960

FAX: (310) 449-2959

**Jerry Greenberg**, President

**Mobile Fidelity**

105 Morris Street  
Sebastopol, CA 95472-3857

(707) 829-0134

FAX: (707) 829-3746

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**Modern**

9111 Sunset Boulevard  
Los Angeles, CA 90069

(310) 273-8111

FAX: (310) 273-1806

**Paul Fishkin**, President/CEO

**Moonshine Music**

8391 Beverly Boulevard  
Suite 195  
Los Angeles, CA 90048

(310) 246-0091

FAX: (310) 246-0092

**Jonathan Levy**, CEO

**Stephen Levy**, Managing Director

**Kerry Marsico**, Dir./Nat'l Promotion

**Sandy Skeeter**, Nat'l Sales

**Sheri Kaplan**, Nat'l College Promotion

M

**M**



**Motown**  
(distributed by PGD)  
6255 Sunset Boulevard  
17th Floor  
Hollywood, CA 90028  
(213) 468-3500  
FAX: (213) 461-4853

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Promotion  
**Paris Eley, Sr. VP/Marketing**  
**George Silva, Dir./Nat'l**  
Pop Promotion  
**Lida Galka, Nat'l Promotion**  
Coordinator

1350 Avenue Of the Americas  
20th Floor  
New York NY 10019  
(212) 424-2000  
FAX: (212) 397-7297

**Mute**  
140 West 22nd Street  
10th Floor  
New York, NY 10011  
(212) 255-7670  
FAX: (212) 255-6056  
**Larry Wanagas, President**  
**Mark Fotiadis, VP/GM**

**N**

**Narada Media**  
(incl. Sona Gaia)  
(distributed by UNI)  
4650 North Port Washington Road  
Milwaukee, WI 53212  
(414) 961-8350,  
FAX: (414) 961-8351

**Nationwide Sound Distributors**  
(incl. NSD, Soundwaves, Phono, Bench)  
1012 18th Avenue South  
Nashville, TN 37212  
(615) 327-7988  
FAX: (615) 321-0464  
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460 Ridgedale Avenue  
East Hanover, NJ 07936  
(201) 386-5670  
FAX: (201) 386-5679  
**Martin Kasen, President**

**New Alliance**  
(distributed by SST)  
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Lawndale, CA 90260  
(310) 430-6838  
FAX: (310) 430-7286  
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**Dorian Cummings, Radio Promotion**  
**Belva Pierce, Publicity**

**New Faces**  
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Columbus, OH 43232  
(614) 755-9565, (614) 755-9996  
FAX: (614) 866-2636  
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(212) 541-7640  
FAX: (212) 315-0286  
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**Jenniene Leclercq, Executive VP/GM**

**NiteMedia**  
8287 Grand View Drive  
Los Angeles, CA 90046  
(213) 650-2233  
FAX: (213) 650-1100  
**Randall Nite, President**

**November**  
530 Broadway  
New York, NY 10012  
(212) 343-0799  
FAX: (212) 343-0899  
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**William (Biff) Kennedy, Dir./Nat'l Promotion**

**NSD**  
(incl. Grand Prize, Soundwaves)  
1012 18th Avenue South  
Nashville, TN 37212  
(615) 327-7988  
FAX: (615) 321-0464  
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**Omaha**  
(incl. Creative Energy Prods, Tuff Stuff, Skuddur)  
PO Box 4187  
Omaha, NE 68104  
(402) 551-0123  
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**Original Sound**  
(incl. Now)  
7120 Sunset Boulevard  
Los Angeles, CA 90046  
(800) 225-4487, (213) 851-2500  
FAX: (213) 851-8162  
**Nanette Leone, Promotions/GM**

**P**

**Pandisc**  
843 Washington Avenue  
Miami Beach, FL 33139  
(305) 538-4880  
FAX: (305) 538-9187  
**Bo Crane, President**

**Patriot Records**  
3322 West End Avenue  
11th Floor  
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(615) 383-1800  
FAX: (615) 383-9988  
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**Paula**  
1700 Centenary Boulevard  
PO Box 1125  
Shreveport, LA 71163-1125  
(800) 446-2865, (318) 227-2228  
FAX: (318) 227-0304  
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Kansas City, MO 64141-2477  
(800) 473-7550  
FAX: (816) 523-5131  
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**Penthouse Music**  
6728 Elton Avenue  
Canoga Park, CA 91303  
(818) 992-4777  
FAX: (818) 992-4979  
**Toni Biggs Andrews, President**



**Perspective Records**  
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1416 North LaBrea Avenue  
Hollywood, CA 90028  
(213) 856-2717  
FAX: (213) 856-2640  
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**Don Eason, Sr. VP/Urban**  
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**Randy Spendlove, VP/**  
Pop Promotion  
**Iris Perkins, Dir./Nat'l Urban**  
Promotion, East Coast

825 Eighth Avenue  
27th Floor  
New York NY 10019  
(212) 333-1300  
FAX: (212) 331-1301

**P**

**Planet Earth Recordings**

6634 Sunset Boulevard  
Hollywood, CA 90028  
(213) 468-9494  
FAX: (213) 468-9488  
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**Brian Bumbery**, Publicity  
**Charlie Alexander**, Promotions  
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**PM**

(incl. Plug)  
176 Irving Place  
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(908) 604-6275  
FAX: (908) 604-6298  
**Gene Perla**



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3rd Floor  
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(615) 329-4434  
FAX: (615) 329-8140  
**Harold Shedd**, President  
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**Positive Music**

PO Box 1521  
Columbia, MD 21044  
(410) 750-3813  
FAX: (410) 750-1897  
**Ken Navarro**, President  
**Ken Davis**, VP/Nat'l Radio Promotion  
**Kristin Leonhard**, VP/Marketing

**Priority**

(incl. Basura!, Rap-A-Lot, Rhythm Safari, Scarface, Metal Blade, Rhyme Syndicate) (distributed by CEMA)  
6430 Sunset Boulevard  
Suite 900  
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**Ann-Marie Reggie**, Dir./Promotion  
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**Scott Baird**, Dir./Urban Promotion

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Los Angeles, CA 90069  
(310) 859-9200  
FAX: (310) 859-7408  
**Linda Feder**, VP/Promotion  
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740 Broadway  
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New York, NY 10003  
(212) 529-2600  
FAX: (212) 420-8216  
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**Fred Feldman**, Dir./Nat'l Promotion & Marketing  
**Cary Vance**, Mgr./Nat'l CHR Promotion

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Lookout Mountain, TN 37350  
(615) 821-2667  
**Scott MacLellan**

**Q**

**Quality**

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15260 Ventura Boulevard  
Suite 980  
Sherman Oaks, CA 91403  
(818) 905-9250  
FAX: (818) 905-7533  
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**Quark**

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FDR Station  
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(212) 838-6775  
FAX: (212) 838-6775  
**Curtis Urbina**, President



**Qwest**

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3800 Barham Boulevard  
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Los Angeles, CA 90068  
(213) 874-7770  
FAX: (213) 874-5049  
**Jim Swindel**, President  
**Ritch Bloom**, VP/Promotion  
**Greg Peck**, VP/R&B Promotion

1290 Avenue of the Americas  
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New York NY 10019  
(212) 275-4800  
FAX: (212) 275-4809

**R**

**Radioactive**

8570 Hedges Place  
Los Angeles, CA 90069  
(310) 659-6598  
FAX: (310) 659-1679  
**Lisa Cristiano**, Promotion



**RCA**

(incl. Rendezvous, Novus, Bluebird)  
(distributed by BMG)  
1540 Broadway  
Times Square  
New York, NY 10036  
(212) 930-4000  
FAX: (212) 930-4512  
Promotion FAX: (212) 930-4546

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**Geary Tanner**, VP/Nat'l Promotion  
**Skip Bishop**, VP/Pop Promotion  
**Michael Halley**, VP/Black Music Promotion  
**Dave Loncao**, VP/Rock Promotion

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Hollywood CA 90028  
(213) 468-4000  
FAX: (213) 468-4040  
Promotion FAX: (213) 468-4031  
**Skip Miller**, Sr. VP/Black Music  
**Bonnie Goldner**, VP/Promotion

1 Music Circle North  
Nashville TN 37203  
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FAX: (615) 664-1276  
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**Thom Schuyler**, VP/GM, Nashville  
**Dale Turner**, VP/Nat'l Country Promotion  
**Mike Wilson**, Sr. Dir./Nat'l Country Promotion

**Real Music**

85 Libertyship Way  
Suite 207  
Sausalito, CA 94965  
(415) 331-8273  
FAX: (415) 331-8278

**Relativity**

187-07 Henderson Avenue  
Holllis, NY 11423  
(718) 217-3600  
FAX: (718) 740-5660  
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**Harry Palmer**, VP/GM  
**Sarah Haynes**, VP/Nat'l Promotion

20525 Manhattan Place  
Torrance CA 90501  
(310) 212-0801  
FAX: (310) 212-0908  
**Doug Ingold**, Dir./Alternative Promotion

**P  
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R**

R



**Reprise**

(incl. American Recordings, 4AD, Maverick, Qwest, Sire, Slash, Tommy Boy, Earthbeat!)  
(distributed by WEA)

3300 Warner Boulevard  
Burbank, CA 91505  
(818) 846-9090

FAX: (818) 953-3712

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**Rich Fitzgerald, Sr.**, VP/Dir. Promotion

**Ray Harris, Sr.**, VP/Black Music/Jazz Marketing/Promo

**Carol Hart**, VP/Promotion

**Mark Maitland**, VP/Promotion

**Marc Ratner**, VP/Singles Promotion

**Michael Linehan**, VP/Album Promotion

**Craig Kostich, Sr.**, VP/Dir. Contemporary Music

**Dino Barbis**, VP/Promotion

**Steve Tipp**, VP/Contemporary Promotion

**Eric Thrasher**, VP/Black Music Promotion

**Ricky Schultz**, VP/GM Jazz & Progressive Music

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**Steve Zap**, Dir./Nat'l AC Promotion

**Nancy Stein**, Dir./Nat'l Promotion

**Shaye Sullwold**, Dir./Dance Music Promotion

**Trupiedo Crump**, Dir./Black Music Promotion

**Troy Shelton**, Dir./Nat'l Rap Promotion

**Chris Jonz**, Dir./Nat'l Jazz & Progressive Promotion

**Randall Kennedy**, Dir./Nat'l Jazz & Progressive Marketing

**Bob Weil**, Mgr./Nat'l Singles Promotion

**Ann Heslen**, Mgr./Nat'l Singles Promotion

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(continued on next column)



(continued from last column)

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**Linnea Nan**, Mgr./Nat'l Metal Promotion

**Phyllis Palmetto**, Mgr./Nat'l Promotion

75 Rockefeller Plaza  
New York NY 10019

(212) 275-4500

FAX: (212) 275-4595

**Restless**

(incl. Twin/Tone, Medium Cool, Metrotone)  
(distributed by Alternative Distribution Alliance)

1616 Vista Del Mar  
Hollywood, CA 90028

(213) 957-4357

FAX: (213) 957-4355

**Rich Schmidt**, VP/Marketing

**RGB Records**

PO Box 31321  
San Francisco, CA 94131  
(415) 242-8887

FAX: (415) 759-1166

**Casey Conroy**, Mgr./Sales & Marketing

**Audrey Howe**, Mgr./Promotions

**Rhino**

(incl. Mesa/Bluemoon, World Beat, Tomato, Bizarre/Straight, Rabbit Ears, Kid Rhino, Skanless)

(distributed by WEA)  
10635 Santa Monica Boulevard  
Los Angeles, CA 90025-4900  
(310) 474-4778

FAX: (310) 441-6575

**Richard Foss**, President

**Harold Bronson**, Managing Director

**Jim Neill**, Dir./Nat'l Promotion

**Rhythm Safari**

(distributed by Priority)

6430 Sunset Boulevard  
Hollywood, CA 90028  
(213) 467-0151

FAX: (213) 856-4204

**Hilton Rosenthal**, President

**Magda Summerfield**, Mgr./Label Operations

**Rounder**

(incl. Philo, Heartbeat, Varrick, Black Top, Bullseye Blues)

1 Camp Street  
Cambridge, MA 02140  
(617) 354-0700

FAX: (617) 491-1970

**Brad Paul**, Dir./Nat'l Promotion

**Rykodisc**

(incl. Ryko Analogue, Hannibal)  
Pickering Wharf  
Bldg C

Salem, MA 01970

(508) 744-7678

FAX: (508) 741-4506

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**Michael Sylvia**, Dir./Promotion

**John Hammond**, Dir./Marketing

S

**San Diego**

PO Box 22527

San Diego, CA 92192

(619) 558-5760

FAX: (619) 558-5925

**Ben Lindeblad**, President

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(incl. Street Life)

(distributed by BMG)

2114 Pico Boulevard

Santa Monica, CA 90405

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FAX: (310) 396-7147

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**Johnny Musso**, President/International

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**Herb Jones**, Nat'l Dir./Urban Promotion

**Damon Greenfield**, Nat'l Dir./Alternative Promotion

**Rick Sackheim**, Nat'l Dir./College Promotion

**Chris Pringle**, Nat'l Dir./Street/Rap Promotion

**Michael Roth**, Dir./A&R Alternative

**Richie Wise**, Dir./A&R Mainstream

**Sea Breeze**

(incl. Night Life, Walrus)

PO Box 11267

Glendale, CA 91226

(818) 242-2093

FAX: (818) 242-7704

**Danny Beher**, Owner

**Select**

(distributed by Elektra)

16 West 22nd Street

10th Floor

New York, NY 10010

(212) 691-1200

FAX: (212) 691-3375

**Fred Munao**, President

**Wyatt Cheek**, VP/Promotion & Marketing

**Serenity**

180 West 25th Street

Upland, CA 91784

(909) 981-2318

FAX: (909) 981-6986

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**S**

**Shanachie Entertainment**  
(incl. Yazoo, Shanachie/Cachet)  
(distributed by Koch International)  
37 East Clinton Street  
Newton, NJ 07860  
(201) 579-7763  
FAX: (201) 579-7083

**Richard Nevins, President/CEO**  
**Randall Grass, VP/A&R**  
**R. Wayne Martin, VP/Media & Artist Development**  
**Lee Goldstein, Nat'l Dir./Marketing**  
**Linda Kowalski, Admin. Asst./Media & Marketing**

**Silver Ware**  
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Boulder, CO 80306  
(303) 443-5617  
FAX: (303) 443-0877  
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21520 Strathern  
Canoga Park, CA 91304  
(818) 884-4888  
FAX: (818) 884-3222  
**Henry Marx, President**  
**Bill Bartlett, Dir./Nat'l Promotion**



**Sire**

(distributed by WEA)  
75 Rockefeller Plaza  
21st Floor  
New York, NY 10019  
(212) 275-4560  
FAX: (212) 581-6416  
**Seymour Stein, President**  
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**Six-One-Five**  
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Nashville, TN 37222  
(615) 776-2060  
FAX: (615) 776-2181  
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**Sky Records Inc.**  
(incl. Daemon, Dog Gone, Little Fish Platters, Young God, Rehash)  
PO Box 724677  
Atlanta, GA 31139-1677  
(404) 419-1414  
FAX: (404) 419-1230  
**Nina Easton, President**  
**Jim Parker, GM/A&R**

**Slash**  
(distributed by ADA, WEA)  
7381 Beverly Boulevard  
Los Angeles, CA 90036  
(213) 937-4660  
FAX: (213) 933-7277  
**Bob Biggs, President**  
**Mark Trilling, Executive VP**  
**Michelle Zichella, Dir./Marketing & Promotions**  
**Kerry Murphy, Nat'l Radio Promotion**

**Solar Records**  
1635 North Cahuenga Boulevard  
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FAX: (213) 461-9032  
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**Virgil Roberts, President**  
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**Sonic Recorders**  
5615 Melrose Avenue  
Los Angeles, CA 90038  
(213) 466-1600  
FAX: (213) 466-1434  
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**SOR**  
1300 Division Street  
3rd Floor  
Nashville, TN 37203  
(800) 264-2054, (615) 255-3009  
FAX: (615) 255-6282  
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**Buzz Ledford, Dir./Nat'l Promotion**  
**Arnie Thies, Dir./Nat'l Marketing**

**S.O.S. Worldwide Music Productions Inc.**  
PO Box 800555  
Miami, FL 33280-0555  
(305) 653-5321  
FAX: (305) 654-8082  
**Sylvia Ozner Segal, President**  
**Amiel Moskona-France, Music Director**  
**Casey Segal, VP/Children's Educational Music Div.**

**Sound Wave**  
(distributed by WEA)  
333 Washington Boulevard  
Suite 101  
Marina Del Rey, CA 90292  
(310) 306-5105  
FAX: (310) 822-1122  
**Rick Laudati, President**

**Southern Tracks**  
3051 Clairmont Road  
Atlanta, GA 30329  
(800) 925-6937, (404) 325-0832  
FAX: (404) 325-1075  
**Bill Lowery, CEO**  
**Butch Lowery, President**

**Sovereign**  
1501 Broadway  
Suite 1310  
New York, NY 10036  
(212) 730-4848  
**Ruby Fisher, President**

**The Sparrow Corporation**  
(incl. Sparrow Records, Sparrow Press, Sparrow Home Video, Warner Alliance, Ark, Laserlight, Selah, Vireo, Gospocentric)  
101 Winners Circle  
PO Box 5010  
Brentwood, TN 37024-5010  
(615) 371-6800  
FAX: (615) 371-6997  
**Jenny Lockwald, Dir./Nat'l Promotion**

**Spindletop**  
500 San Marcos  
Suite 102  
Austin, TX 78702  
(512) 472-4593  
FAX: (512) 472-3426  
**Barry Wilson, President**

**SubPop Records**  
1932 1st Avenue  
Suite 1103  
Seattle, WA 98101  
(206) 441-8441  
FAX: (206) 441-8245  
**Amy Seidenwurm, Promotion**

**Sugar Hill**  
(incl. Pamlico Sound)  
(distributed by Koch International, Record Depot)  
PO Box 55300  
Durham, NC 27717-5300  
(919) 489-4349  
FAX: (919) 489-6080  
**Barry Poss, President**  
**Bev Paul, Dir./Marketing & Sales**  
**Judy McDonough, Publicity Coordinator**

**T**

**Tabu**  
(distributed by Motown/PGD)  
6255 Sunset Boulevard  
17th Floor  
Los Angeles, CA 90028  
(213) 468-1923  
FAX: (213) 466-5584  
**Rochelle Epps, Dir./Marketing & Promotion**

**Telarc International**  
23307 Commerce Park Road  
Cleveland, OH 44122-5804  
(216) 464-2313  
FAX: (216) 360-9663 (216) 464-4108  
**Kathleen DeJohn, Dir./Sales & Marketing**

**Third Stone Records**  
5555 Melrose Avenue  
The Lewis Building  
Los Angeles, CA 90038  
(213) 956-3066  
FAX: (213) 956-1177  
**Richard Rudolph, President**  
**Jr. Regisford, Manager/A&R**  
**Karen Kloack, Manager/Operations**

**S  
•  
T**

T  
•  
W

**T**

**Tommy Boy Music Inc.**  
902 Broadway  
13th Floor  
New York, NY 10010  
(212) 388-8300  
FAX: (212) 388-8400  
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**Monica Lynch, President**  
**Dan Hoffman, Sr. VP**  
**Tom Bracamontes, Dir./Nat'l Urban Promotion**  
**Mike Becce, Dir./Nat'l CHR Promotion**  
**Victor Lee, Dir./Dance Promotion**  
**Albee Ragusa, Dir./Rap Marketing**  
**Scoop, Mgr./College Radio & Rap Promotion**

**Trauma Records**  
15206 Ventura Boulevard  
Suite 200  
Sherman Oaks, CA 91403  
(818) 382-2515  
FAX: (818) 990-2038  
**Steve Meyer, Executive VP/Promotion**

**Triloka**  
(distributed by Navarre)  
1327 Electric Avenue  
Venice, CA 90291  
(310) 392-5058  
FAX: (213) 392-6778  
**Mitchell Markus, President**  
**Paul Del Campo, Dir./Marketing & Sales**

**TriStar**  
79 Fifth Avenue  
New York, NY 10003  
(212) 337-5400  
FAX: (212) 337-5433  
**Howie Gabriel, VP/GM**

**TSR**  
18653 Ventura Boulevard  
Suite 513  
Tarzana, CA 91356  
(818) 705-3512  
FAX: (818) 705-3403  
**Tom Hayden, President**



**TVT**

(incl. 1001 Sundays Inc.,  
Teevee Toons)  
23 East Fourth Street  
New York, NY 10003  
(212) 979-6410  
FAX: (212) 979-6489

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**Jim McNeil, Dir./Nat'l Promotion**  
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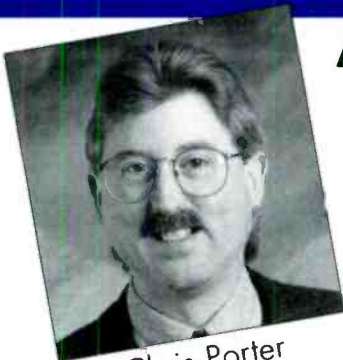
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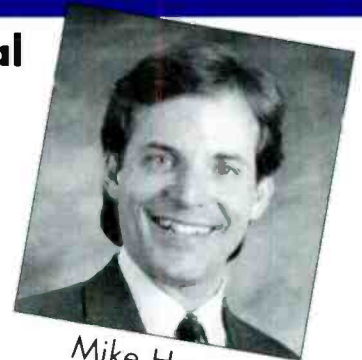
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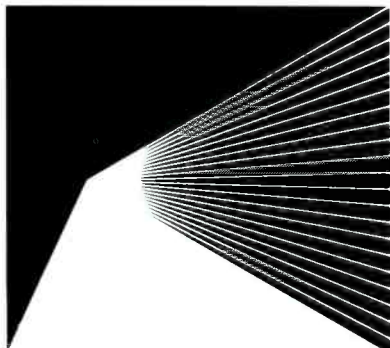
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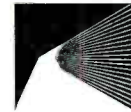
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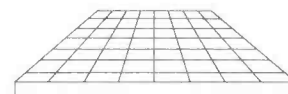
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# THINK RADIO

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