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SPECIAL SUPPLEMENT  
VOLUME 1/1995



# RATINGS REPORT & DIRECTORY

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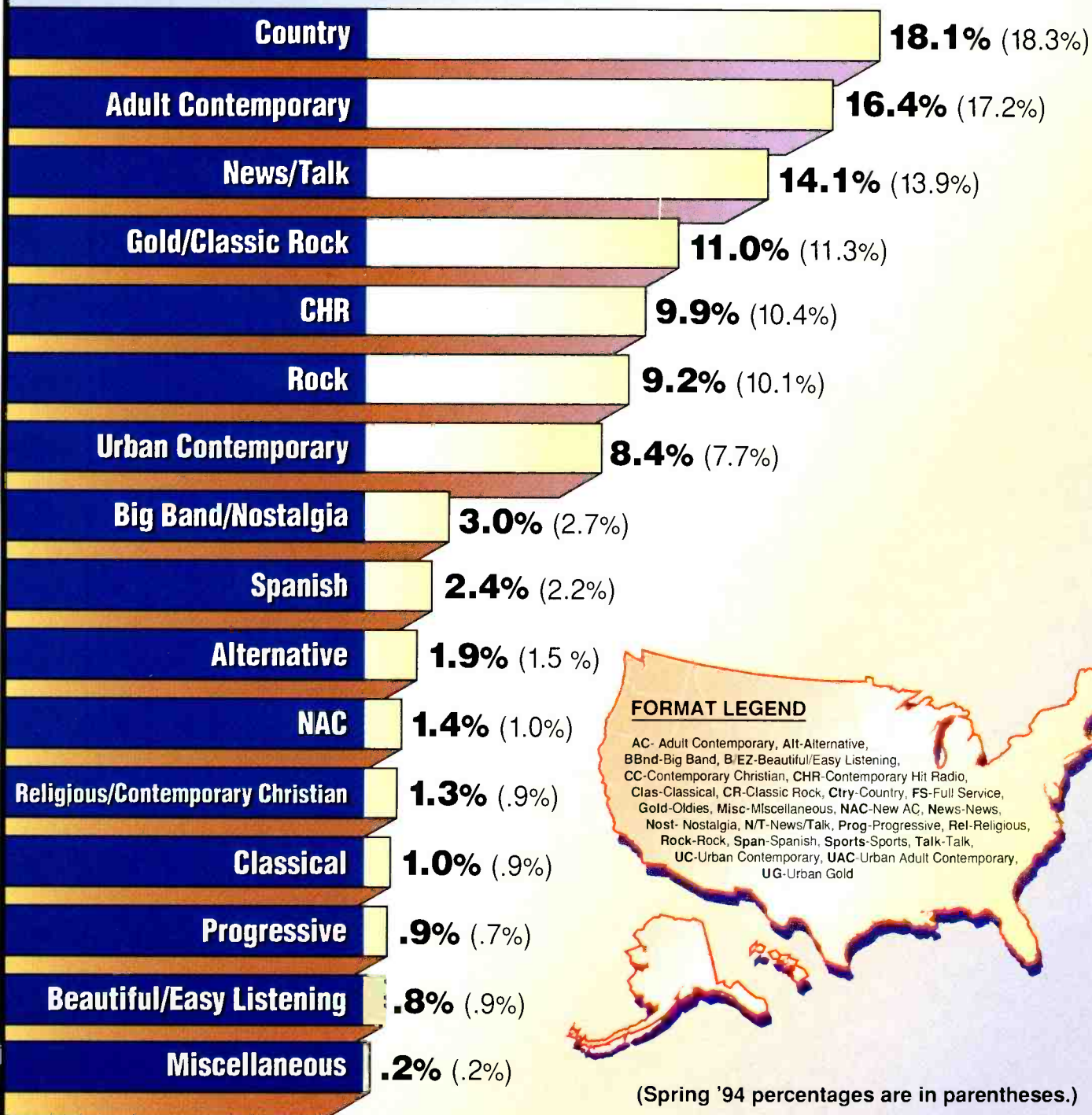
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# NATIONAL FORMAT REACH CHART

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



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# FORMAT REACH CHARTS

## EAST

AC	19.5 (20.9)
NEWS/TALK	18.1 (18.1)
CHR	14.0 (13.8)
ROCK	11.6 (12.5)
CTRY	11.3 (11.0)
GOLD/CR	10.8 (11.1)
UC	4.9 (4.3)
NOST	3.2 (3.3)
ALT	1.6 (1.4)
NAC	1.4 (.8)
REL	1.1 (.8)
CLAS	1.0 (.8)
B/EZ	1.5 (.5)
PROG	1.5 (.5)
SPAN	1.5 (.3)
MISC	0 (0)



## SOUTH

CTRY	22.4 (24.5)
AC	15.2 (15.9)
UC	15.0 (13.7)
GOLD/CR	10.1 (10.5)
NEWS/TALK	9.2 (8.2)
ROCK	8.3 (8.9)
CHR	7.8 (7.8)
SPAN	3.8 (3.5)
NOST	2.2 (2.1)
REL	2.1 (1.6)
B/EZ	1.1 (1.3)
PROG	1.9 (.4)
ALT	1.8 (.7)
NAC	1.8 (.6)
CLAS	1.5 (.2)
MISC	1.1 (.0)



## MIDWEST

CTRY	20.4 (19.8)
NEWS/TALK	16.1 (16.0)
AC	15.6 (16.1)
GOLD/CR	11.5 (11.4)
ROCK	10.7 (12.1)
CHR	8.5 (9.9)
UC	7.2 (6.7)
NOST	2.8 (2.5)
ALT	2.2 (1.5)
NAC	1.1 (.6)
REL	1.1 (.8)
CLAS	1.0 (.8)
PROG	1.9 (.5)
B/EZ	1.4 (.8)
SPAN	1.3 (.1)
MISC	0 (0)



## WEST

NEWS/TALK	16.6 (16.5)
AC	16.1 (16.6)
CTRY	15.2 (13.4)
GOLD/CR	12.3 (12.5)
CHR	11.3 (12.2)
ROCK	6.6 (7.7)
NOST	4.3 (3.4)
ALT	4.1 (3.2)
SPAN	4.0 (3.9)
NAC	2.8 (2.5)
CLAS	2.2 (2.2)
PROG	1.6 (1.7)
MISC	1.0 (1.0)
UC	1.9 (.7)
B/EZ	1.8 (1.1)
REL	1.2 (.2)



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**NATIONAL ALL-FORMAT**

**AVERAGE QUARTER HOUR**

1. **WXBQ-FM/Johnson City-Kingsport (Ctr)** 33.2
2. **WIVK-FM/Knoxville (Ctr)** ..... 28.3
3. **WUSY-FM/Chattanooga (Ctr)** ..... 20.5
4. **WRNS-AM & FM/Greenville-New Bern (Ctr)** 18.3
5. **WSSL-AM & FM/Greenville-Spartanburg (Ctr)**18.0
6. **KUZZ-FM/Bakersfield (Ctr)** ..... 16.7
7. **WWDN-FM/Columbia, SC (UC)** ..... 16.4
8. **WSIX-FM/Nashville (Ctr)** ..... 15.9
9. **WAMZ-FM/Louisville (Ctr)** ..... 15.8
10. **KXXY-AM & FM/Oklahoma City (Ctr)** ..... 15.5
11. **KSSN-FM/Little Rock (Ctr)** ..... 15.3
11. **WDUV-FM/Sarasota-Bradenton (B/EZ)** ..... 15.3
11. **WZZK-AM & FM/Birmingham (Ctr)** ..... 15.3
14. **KMOX-AM/St. Louis (Talk)** ..... 14.9
15. **WHO-AM/Des Moines (N/T)** ..... 14.8
16. **KMJ-AM/Fresno (N/T)** ..... 14.7
16. **KQXL-FM/Baton Rouge (UC)** ..... 14.7
18. **KBNA-AM & FM/El Paso (Span)** ..... 14.3
19. **WTQR-FM/Greensboro-Winston Salem (Ctr)** 14.2
20. **KGGO-FM/Des Moines (Rock)** ..... 14.0
20. **KIIM-FM/Tucson (Ctr)** ..... 14.0
22. **KFBK-AM/Sacramento (N/T)** ..... 13.9
23. **WNNK-FM/Harrisburg-Lebanon (CHR)** ..... 13.8
23. **WYYD-FM/Roanoke-Lynchburg (Ctr)** ..... 13.8
25. **KASE-FM/Austin (Ctr)** ..... 13.7
25. **WWWZ-FM/Charleston, SC (UC)** ..... 13.7

**CUME**

1. **WHTZ-FM/New York (CHR)** ..... 2,290,000
2. **WINS-AM/New York (News)** ..... 2,263,000
3. **WPLJ-FM/New York (Hot AC)** ..... 1,923,900
4. **WLTW-FM/New York (AC)** ..... 1,919,300
5. **WCBS-FM/New York (Gold)** ..... 1,913,400
6. **WQHT-FM/New York (CHR)** ..... 1,909,900
7. **WCBS-AM/New York (News)** ..... 1,869,100
8. **WRKS-FM/New York (UC)** ..... 1,766,800
9. **KPWR-FM/Los Angeles (CHR)** ..... 1,654,100
10. **WBLN-FM/New York (UC)** ..... 1,571,800
11. **KIIS-AM & FM/Los Angeles (CHR)** ..... 1,567,200
12. **WMXV-FM/New York (AC)** ..... 1,537,600
13. **WXRK-FM/New York (Classic Rock)** ..... 1,505,600
14. **WABC-AM/New York (Talk)** ..... 1,375,400
15. **WQCD-FM/New York (NAC)** ..... 1,372,400
16. **KOST-FM/Los Angeles (AC)** ..... 1,363,100
17. **WFAN-AM/New York (Sports)** ..... 1,347,500
18. **KYW-AM/Philadelphia (News)** ..... 1,262,100
19. **KROQ-FM/Los Angeles (Alt)** ..... 1,247,700
19. **KRTH-FM/Los Angeles (Gold)** ..... 1,247,700
21. **WOR-AM/New York (Talk)** ..... 1,169,100
22. **WPAT-AM & FM/New York (AC)** ..... 1,165,000
23. **WGN-AM/Chicago (FS)** ..... 1,143,500
24. **WNEW-FM/New York (Rock)** ..... 1,130,800
25. **KFWB-AM/Los Angeles (News)** ..... 1,127,600

**ADULT CONTEMPORARY**

**AVERAGE QUARTER HOUR**

1. **WYYY-FM/Syracuse** ..... 13.2
2. **WTFM-FM/Johnson City-Kingsport** ..... 12.6
3. **WFMZ-FM/Allentown-Bethlehem** ..... 12.2
4. **KSSK-FM/Honolulu** ..... 11.7
5. **WMGF-FM/Daytona Beach** ..... 11.1
6. **KTSM-FM/El Paso** ..... 10.3
6. **WEZK & WJXB/Knoxville** ..... 10.3
8. **KKLD-FM/Tucson** ..... 9.9
8. **WAJI-FM/Ft. Wayne** ..... 9.9
8. **WARM-FM/York** ..... 9.9
8. **WJBR-FM/Wilmington, DE** ..... 9.9

**CUME**

1. **WPLJ-FM/New York (Hot AC)** ... 1,923,900
2. **WLTW-FM/New York** ..... 1,919,300
3. **WMXV-FM/New York** ..... 1,537,600
4. **KOST-FM/Los Angeles** ..... 1,363,100
5. **WPAT-AM & FM/New York** ..... 1,165,000
6. **KBIG-FM/Los Angeles** ..... 1,103,900
7. **KYSR-FM/Los Angeles (Hot AC)** ..... 850,600
8. **WLIT-FM/Chicago** ..... 768,400
9. **WPNT-FM/Chicago (Hot AC)** ..... 621,900
10. **KOIT-AM & FM/San Francisco** ..... 615,200

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## FORMAT LEADERS

### ALTERNATIVE

#### AVERAGE QUARTER HOUR

1. KEGE-AM & FM/Minneapolis-St. Paul .. 12.2
2. KEDG-FM/Las Vegas ..... 6.6
3. WMMS-FM/Cleveland ..... 5.9
4. KXPB-FM/Denver-Boulder ..... 5.6
5. KNDD-FM/Seattle-Tacoma ..... 5.0
6. WNNX-FM/Atlanta ..... 4.9
7. KROQ-FM/Los Angeles ..... 4.5
8. KOME-FM/San Jose ..... 4.4
9. KXRK-FM/Salt Lake City-Ogden-Provo ..... 4.3
10. KPOI-FM/Honolulu ..... 4.0
10. WMMS-FM/Cleveland (Akron book) ..... 4.0
10. WRZX-FM/Indianapolis ..... 4.0

#### CUME

1. KROQ-FM/Los Angeles ..... 1,247,700
2. WKQX-FM/Chicago ..... 925,800
3. KITS-FM/San Francisco ..... 478,200
4. KOME-FM/San Jose (San Francisco book) . 555,800
5. KEGE-AM & FM/Minneapolis-St. Paul .... 411,500
6. WHFS-FM/Washington, DC ..... 402,000
7. WNNX-FM/Atlanta ..... 398,800
8. KDGE-FM/Dallas-Ft. Worth ..... 396,500
9. WIBF-FM/Philadelphia ..... 375,600
10. KNDD-FM/Seattle-Tacoma ..... 366,700

### BEAUTIFUL/EASY LISTENING

#### AVERAGE QUARTER HOUR

1. WDUV-FM/Sarasota-Bradenton ..... 15.3
2. KUMU-AM & FM/Honolulu ..... 7.8
3. WRLX-FM/West Palm Beach-Boca Raton ..... 7.1
4. WDUV-FM/Sarasota (Tampa book) ..... 5.0
5. WADB-FM/Monmouth-Ocean, NJ ..... 4.5
5. WNAK-AM/Wilkes Barre-Scranton ..... 4.5
7. KOEZ-FM/Wichita ..... 4.2
8. WXEZ-FM/Norfolk-Virginia Beach ..... 3.3
9. WNCT-FM/Greenville-New Bern, NC ..... 2.9
10. KWPR-FM/Riverside-San Bernardino ..... 2.5
10. WCTX-FM/Harrisburg-Lebanon ..... 2.5

#### CUME

1. WDUV-FM/Sarasota (Tampa book) . 179,900
2. WRLX-FM/West Palm Beach-Boca Raton 121,900
3. WDUV-FM/Sarasota ..... 117,200
4. KUMU-AM & FM/Honolulu ..... 115,700
5. WADB-FM/Monmouth-Ocean, NJ ..... 91,800
6. WXEZ-FM/Norfolk-Virginia Beach ..... 76,600
7. WCEZ-FM/Columbus, OH ..... 75,500
8. KXTZ-FM/Indianapolis ..... 44,100
9. WMUU-FM/Greenville-Spartanburg ..... 44,000
10. KWRP-FM/Riverside-San Bernardino ..... 42,600

### BIG BAND/NOSTALGIA

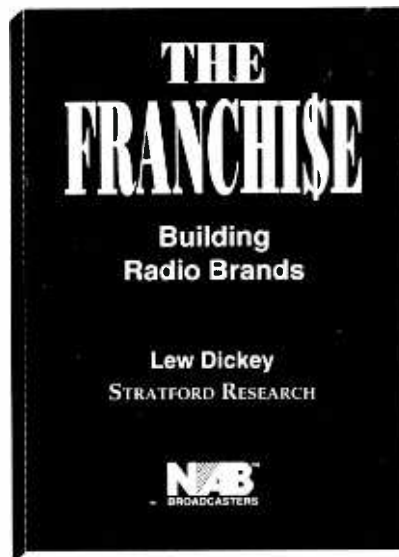
#### AVERAGE QUARTER HOUR

1. WMMD-AM/Melbourne (BBnd) ..... 9.7
2. KJUL-FM/Las Vegas (Nost) ..... 9.2
3. WGUL-AM & FM/Tampa (BBnd) ..... 7.2
3. WRMR-AM/Cleveland (Nost) ..... 7.2
5. KAQQ-AM/Spokane (Nost) ..... 6.4
6. WPEN-AM/Philadelphia (Nost) ..... 5.9
7. KOY-AM/Phoenix (Nostalgia) ..... 5.7
7. WOKY-AM/Milwaukee-Racine (Nost) ..... 5.7
9. KRNT-AM/Des Moines (Nost) ..... 5.5
9. WECK-AM/Buffalo-Niagara Falls (Nost) ..... 5.5
9. WMAS-AM/Springfield, MA (BBnd) ..... 5.5
9. WQBB-AM & FM/Knoxville (Nost) ..... 5.5
9. WSAI-AM/Cincinnati (Nostalgia) ..... 5.5

#### CUME

1. WQEW-AM/New York (Nost) ..... 530,700
2. WPEN-AM/Philadelphia (Nost) ..... 420,200
3. WJJD-AM/Chicago (Nost) ..... 419,100
4. KLAC-AM/Los Angeles (Nost) ..... 401,500
5. KABL-AM/San Francisco (Nost) ..... 294,900
6. KQUE-FM/Houston-Galveston (Nost) ..... 252,000
7. KIXI-AM/Seattle-Tacoma (Nost) ..... 231,400
8. KOY-AM/Phoenix (Nost) ..... 221,700
9. KJQI & KOJY/Los Angeles (Nost) ..... 208,000
10. WAIT-AM/Chicago (Nost) ..... 194,600

# When It Comes To Building Radio Brands...



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# STRATFORD RESEARCH

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CNN Center, Atlanta GA

*The Leader In Media Branding*



# FORMAT LEADERS

## CONTEMPORARY HIT RADIO

### AVERAGE QUARTER HOUR

1. WNNK-FM/Harrisburg-Lebanon .....	13.8
2. KQKQ-FM/Omaha-Council Bluffs .....	13.5
3. KPRR-FM/El Paso .....	13.1
4. KBFM-FM/McAllen-Brownsville .....	12.2
5. WKRZ-FM/Wilkes Barre-Scranton .....	12.1
6. WAEB-FM/Allentown-Bethlehem .....	10.8
7. WSTW-FM/Wilmington, DE .....	10.7
8. KIKI-FM/Honolulu .....	10.3
8. KKRK-FM/Wichita .....	10.3
10. WNTQ-FM/Syracuse .....	10.0

### CUME

1. WHTZ-FM/New York .....	2,290,000
2. WQHT-FM/New York .....	1,909,900
3. KPWR-FM/Los Angeles .....	1,654,100
4. KIIS-AM & FM/Los Angeles .....	1,567,200
5. WBBM-FM/Chicago .....	1,029,700
6. KMEL-FM/San Francisco .....	690,800
7. WPGC-FM/Washington, DC .....	661,800
8. WXKS-FM/Boston .....	657,200
9. KYLD & KYLZ/San Francisco .....	641,500
10. KRBE-FM/Houston-Galveston .....	601,800

## CLASSICAL

### AVERAGE QUARTER HOUR

1. KHFM-FM/Albuquerque .....	4.8
2. KBOQ-FM/Monterey-Salinas-Santa Cruz .....	4.7
3. KIWI-FM/Bakersfield .....	4.5
4. KDFC-AM & FM/San Francisco .....	3.7
5. WCRB-FM/Boston .....	3.5
6. KXTR-FM/Kansas City .....	3.4
6. WGMS-FM/Washington, DC .....	3.4
8. KFSD-FM/San Diego .....	3.3
8. WTMI-FM/Miami-Ft. Lauderdale .....	3.3
10. KING-FM/Seattle-Tacoma .....	3.2

### CUME

1. WQXR-FM/New York .....	853,800
2. KKGO-AM & FM/Los Angeles .....	540,600
3. KDFC-AM & FM/San Francisco .....	481,900
4. WNIB-FM/Chicago .....	399,000
5. WFLN-FM/Philadelphia .....	340,300
6. WCRB-FM/Boston .....	338,600
7. WGMS-FM/Washington, DC .....	317,900
8. WFMT-FM/Chicago .....	275,600
9. WQRS-FM/Detroit .....	263,500
10. WRR-FM/Dallas-Ft. Worth .....	248,800

## COUNTRY

### AVERAGE QUARTER HOUR

1. WXBQ-FM/Johnson City .....	33.2
2. WIVK-FM/Knoxville .....	28.3
3. WUSY-FM/Chattanooga .....	20.5
4. WRNS-AM & FM/Greenville-New Bern, NC ..	18.3
5. WSSL-AM & FM/Greenville-Spartanburg .....	18.0
6. KUZZ-FM/Bakersfield .....	16.7
7. WSIX-FM/Nashville .....	15.9
8. WAMZ-FM/Louisville .....	15.8
9. KXXY-AM & FM/Oklahoma City .....	15.5
10. KSSN-FM/Little Rock .....	15.3
10. WZZK-AM & FM/Birmingham .....	15.3

### CUME

1. WUSN-FM/Chicago .....	779,800
2. WYNY-FM/New York .....	750,600
3. KSCS-FM/Dallas-Ft. Worth .....	601,000
4. KZLA-FM/Los Angeles .....	579,700
5. WKHX-FM/Atlanta .....	575,400
6. KILT-FM/Houston-Galveston .....	541,000
7. WMZQ-AM & FM/Washington, DC .....	498,900
8. WWWW-FM/Detroit .....	468,400
9. WYCD-FM/Detroit .....	461,600
10. KIKK-FM/Houston-Galveston .....	441,700

# FORMAT LEADERS

## GOLD/CLASSIC ROCK

### AVERAGE QUARTER HOUR

1. WAQY-AM & FM/Springfield, MA ..... 10.0
1. WQUT-FM/Johnson City (Classic Rock)..... 10.0
3. WRFX-FM/Charlotte-Gastonia ..... 8.5
4. WMJI-FM/Cleveland ..... 8.1
5. WNAP-FM/Indianapolis ..... 8.0
6. KKZX-FM/Spokane (Classic Rock) ..... 7.7
7. KEYN-FM/Wichita ..... 7.5
8. KEYF-AM & FM/Spokane ..... 7.4
9. WBBG-FM/Youngstown-Warren ..... 7.3
10. KIOA-AM & FM/Des Moines ..... 7.2
10. WBYR-AM & FM/Ft. Wayne ..... 7.2

### CUME

1. WCBS-FM/New York ..... 1,913,400
2. WXRK-FM/New York (Classic Rock) ..... 1,505,600
3. KRTH-FM/Los Angeles ..... 1,247,700
4. KCBS-FM/Los Angeles (Classic Rock) .... 869,600
5. KLSX-FM/Los Angeles (Classic Rock) .... 863,500
6. WYSP-FM/Philadelphia (Classic Rock) ... 773,200
7. WJMK-FM/Chicago ..... 753,700
8. WCKG-FM/Chicago (Classic Rock) ..... 672,900
9. KFRC-AM & FM/San Francisco ..... 585,200
10. WOGL-FM/Philadelphia ..... 528,000

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# FORMAT LEADERS

## NAC

### AVERAGE QUARTER HOUR

1. KKJZ-FM/Portland, OR .....	4.9
2. KLJZ-FM/New Orleans .....	4.8
2. WLOQ-FM/Orlando .....	4.8
4. KOAI-FM/Dallas-Ft. Worth .....	4.3
5. KEZL-FM/Fresno .....	4.2
6. WQCD-FM/New York .....	3.9
7. KKSF-FM/San Francisco .....	3.7
7. WNWV-FM/Cleveland .....	3.7
9. WNUA-FM/Chicago .....	3.5
10. WJZW-FM/Washington, DC .....	3.3
10. WJZZ-FM/Detroit .....	3.3
10. KHIH-FM/Denver-Boulder .....	3.3

### CUME

1. WQCD-FM/New York .....	1,372,400
2. KTWV-FM/Los Angeles .....	775,900
3. WNUA-FM/Chicago .....	676,400
4. KKSF-FM/San Francisco .....	426,300
5. KBLX-FM/San Francisco .....	405,100
6. WJZZ-FM/Philadelphia .....	363,100
7. KOAI-FM/Dallas-Ft. Worth .....	346,600
8. WJZZ-FM/Detroit .....	311,800
9. WJZW-FM/Washington, DC .....	273,000
10. WJZF-FM/Atlanta .....	241,600

## NEWS/TALK

### AVERAGE QUARTER HOUR

1. KMOX-AM/St. Louis (Talk) .....	14.9
2. WHO-AM/Des Moines (N/T) .....	14.8
3. KMJ-AM/Fresno (N/T) .....	14.7
4. KFBK-AM/Sacramento (N/T) .....	13.9
5. WHAM-AM/Rochester, NY (N/T) .....	13.5
5. WHAS-AM/Louisville (FS) .....	13.5
7. KDKA-AM/Pittsburgh (N/T) .....	13.1
8. WKBN-AM/Youngstown-Warren (N/T) .....	12.2
8. WTIC-AM/Hartford-New Britain (FS) .....	12.2
10. KFAB-AM/Omaha-Council Bluffs (N/T) .....	11.6

### CUME

1. WINS-AM/New York (News) .....	2,263,000
2. WCBS-AM/New York (News) .....	1,869,100
3. WABC-AM/New York (Talk) .....	1,375,400
4. WFAN-AM/New York (Sports) .....	1,347,500
5. KYW-AM/Philadelphia (News) .....	1,262,100
6. WOR-AM/New York (Talk) .....	1,169,100
7. WGN-AM/Chicago (FS) .....	1,143,500
8. KFWB-AM/Los Angeles (News) .....	1,127,600
9. KFI-AM/Los Angeles (Talk) .....	1,099,200
10. WBBM-AM/Chicago (News) .....	1,042,200

## PROGRESSIVE

### AVERAGE QUARTER HOUR

1. WHPT-FM/Sarasota-Bradenton .....	8.0
2. KINK-AM & FM/Portland, OR .....	5.2
3. WVGO-FM/Richmond .....	5.0
4. KFMG-FM/Des Moines .....	4.9
5. KBCO-AM & FM/Denver-Boulder .....	4.0
5. KTCJ & KTCZ/Minneapolis-St. Paul .....	4.0
7. KPIG-FM/Monterey-Salinas-Santa Cruz .....	3.7
8. KMTT-AM & FM/Seattle-Tacoma .....	3.5
9. WBOS-FM/Boston .....	2.8
10. WXRT-FM/Chicago .....	2.7

### CUME

1. WXRT-FM/Chicago .....	503,500
2. KFOG-FM/San Francisco .....	363,700
3. KSCA-FM/Los Angeles .....	314,800
4. WBOS-FM/Boston .....	300,800
5. KMTT-AM & FM/Seattle-Tacoma .....	219,100
6. KINK-AM & FM/Portland, OR .....	198,600
7. KBCO-AM & FM/Denver-Boulder .....	167,900
8. WVRV-FM/St. Louis .....	116,800
9. KQPT-FM/Sacramento .....	91,500
10. WVGO-FM/Richmond .....	88,800

# FORMAT LEADERS

## ROCK

### AVERAGE QUARTER HOUR

1. KGGO-FM/Des Moines ..... 14.0
2. KQRS-AM & FM/Minneapolis-St. Paul ..... 12.2
3. WZZO-FM/Allentown-Bethlehem ..... 12.0
4. WFBQ-FM/Indianapolis ..... 11.8
5. WDVE-FM/Pittsburgh ..... 11.0
6. KLAQ-FM/El Paso ..... 10.5
7. WCMF-FM/Rochester, NY ..... 10.3
7. WFYV-FM/Jacksonville ..... 10.3
7. WHJY-FM/Providence (New Bedford book) . 10.3
10. WHJY-FM/Providence-Warwick ..... 9.8

### CUME

1. WNEW-FM/New York ..... 1,130,800
2. KLOS-FM/Los Angeles ..... 879,400
3. WAXQ-FM/New York ..... 831,700
4. WRCX-FM/Chicago ..... 766,300
5. KQRS-AM & FM/Minneapolis-St. Paul ..... 603,900
6. WMMR-FM/Philadelphia ..... 591,400
7. WBCN-FM/Boston ..... 505,900
8. KLOL-FM/Houston-Galveston ..... 443,500
9. WDVE-FM/Pittsburgh ..... 434,800
10. WRIF-FM/Detroit ..... 434,200

## SPANISH

### AVERAGE QUARTER HOUR

1. KBNA-AM & FM/El Paso ..... 14.3
2. KIWW-FM/McAllen-Brownsville ..... 12.0
3. KGBT-AM/McAllen-Brownsville ..... 11.5
4. KXTN-AM & FM/San Antonio ..... 9.2
5. KKPS-FM/McAllen-Brownsville ..... 5.7
6. KLAX-FM/Los Angeles ..... 5.6
6. WRMA-FM/Miami-Ft. Lauderdale ..... 5.6
8. KCVR-AM/Stockton ..... 5.2
8. KOQO-AM & FM/Fresno ..... 5.2
10. KTJN & KTJX/McAllen-Brownsville ..... 4.9

### CUME

1. WSKQ-FM/New York ..... 1,055,000
2. KLAX-FM/Los Angeles ..... 1,041,500
3. KLVE-FM/Los Angeles ..... 709,300
4. WADO-AM/New York ..... 433,300
5. KKHJ-AM/Los Angeles ..... 414,800
6. KTNQ-AM/Los Angeles ..... 383,800
7. KWKW-AM/Los Angeles ..... 355,600
8. WOJO-AM/Chicago ..... 313,700
9. WRMA-FM/Miami-Ft. Lauderdale ..... 299,700
10. KXED-AM/Los Angeles ..... 287,900

## URBAN CONTEMPORARY

### AVERAGE QUARTER HOUR

1. WWDM-FM/Columbia, SC ..... 16.4
2. KQXL-FM/Baton Rouge ..... 14.7
3. WWWZ-FM/Charleston, SC ..... 13.7
4. WQUE-FM/New Orleans ..... 13.6
5. WBLX-FM/Mobile ..... 13.5
6. WIKS-FM/Greenville-New Bern, NC ..... 13.3
7. WCDX-FM/Richmond ..... 11.7
8. KIPR-FM/Little Rock ..... 11.6
8. WHRK-FM/Memphis ..... 11.6
10. WVEE-FM/Atlanta ..... 11.2

### CUME

1. WRKS-FM/New York ..... 1,766,800
2. WBLS-FM/New York ..... 1,571,800
3. KKBT-FM/Los Angeles ..... 909,700
4. WGCI-FM/Chicago ..... 889,000
5. WVAZ-FM/Chicago (UAC) ..... 651,400
6. WJLB-FM/Detroit ..... 570,100
7. WUSL-FM/Philadelphia ..... 546,300
8. WVEE-FM/Atlanta ..... 518,100
9. KMJQ-FM/Houston-Galveston ..... 456,200
10. WDAS-FM/Philadelphia ..... 451,500



# DRIVETIME DOMINATORS

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

1. **WXBQ-FM/Johnson City-Kingsport-Bristol (Ctry)** 32.1  
*Richard Quillen & Bill Blake*
2. **WIVK-FM/Knoxville (Ctry)** 31.5  
*Darrin Wilhite, Tim Wall*
3. **KSKK-AM & FM/Honolulu (AC)** 29.7  
*Michael W. Perry & Larry Price*
4. **WUSY-FM/Chattanooga (Ctry)** 22.0  
*Capt. Bobby Byrd & Ed Bruce*
5. **WFBQ-FM/Indianapolis (Rock)** 21.3  
*Tom & Bob*
6. **KMOX-AM/St. Louis (Talk)** 20.7  
*Wendy Wiese & Bill Wilkerson; Kevin Horrigan & Charles Brennan*
6. **WRNS-AM & FM/Greenville-New Bern (Ctry)** 20.7  
*Wayne Carlyle*
8. **WHO-AM/Des Moines (N/T)** 20.3  
*Van Harden & Bonnie Lucas; Jan Mickelson*
9. **KMJ-AM/Fresno (N/T)** 19.8  
*Dean Opperman; Rush Limbaugh*
10. **WSIX-FM/Nashville (Ctry)** 19.5  
*Gerry House & The House Foundation*



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



*Darrin Wilhite & Tim Wall  
WIVK-FM/Knoxville*

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

1. **WINS-AM/New York (News)** 1,540,300  
*Paul Smith, Bob Hagen, Judy DeAngelis*
2. **WCBS-AM/New York (News)** 1,265,800  
*Brigette Quinn & Jeff Caplan*
3. **WHTZ-FM/New York (CHR)** 1,169,800  
*The Morning Zoo with John Lander*
4. **WXRK-FM/New York (CR)** 1,076,300  
*The Howard Stern Show*
5. **WPLJ-FM/New York (Hot AC)** 990,200  
*Scott Shannon & Todd Pettengill*
6. **WQHT-FM/New York (CHR)** 976,900  
*Ed Lover & Doctor Dre*
7. **WCBS-FM/New York (Gold)** 930,100  
*Harry Harrison; Ron Lundy*
8. **WLTW-FM/New York (AC)** 906,800  
*Bill Buchner & Rasa Kaye; Al Bernstein*
9. **KYW-AM/Philadelphia (News)** 904,900  
*Pat Farnack, Harry Donahune, Ed Abrams*
10. **KPWR-FM/Los Angeles (CHR)** 892,500  
*The Baka Boyz*



*Bob Hagen, Judy DeAngelis, Paul Smith  
WINS-AM/New York*



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

# DRIVETIME DOMINATORS

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

1. **WXBQ-FM/Johnson City-Kingsport-Bristol (Ctry) 33.7**  
*Marty Osborne*
2. **WIVK-FM/Knoxville (Ctry) 25.5**  
*Ed Brantley*
3. **WUSY-FM/Chattanooga (Ctry) 20.6**  
*The Bearman*
4. **WRNS-AM & FM/Greenville-New Bern (Ctry) 19.6**  
*Dale Nippers*
5. **WSSL-AM & FM/Greenville-Spartanburg (Ctry) 17.9**  
*Joe Lawrence*
6. **KSSN-FM/Little Rock (Ctry) 16.7**  
*Joe Logan*
7. **WNNK-FM/Harrisburg-Lebanon-Carlisle (CHR) 16.6**  
*Bruce Bond*
8. **WSIX-FM/Nashville (Ctry) 16.2**  
*Carl P. & The P-Team*
8. **WZZK-AM & FM/Birmingham (Ctry) 16.2**  
*Jack Steele*
10. **WWDM/Columbia, SC (UC) 16.1**  
*Vanessa Pendergrass*



Marty Osborne  
WXBQ-FM/Johnson City



Ed Brantley  
WIVK-FM/Knoxville



The Bearman  
WUSY-FM/Chattanooga



Joe Lawrence  
WSSL-AM & FM/Greenville

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

1. **WHTZ-FM/New York (CHR) 1,188,300**  
*Elvis Duran*
2. **WPLJ-FM/New York (Hot AC) 1,129,800**  
*Rocky Allen*
3. **WQHT-FM/New York (CHR) 1,075,800**  
*Bugsy; Paco Lopez*
4. **WLTW-FM/New York (AC) 1,031,200**  
*Valerie Smaldone; Steve Roy & Sandy Jackson*
5. **KPWR-FM/Los Angeles (CHR) 979,300**  
*Frank Lozano; Dave Morales*
6. **WCBS-FM/New York (Gold) 950,700**  
*Bob Shannon*
7. **WRKS-FM/New York (UC) 875,100**  
*Carol Ford; Wendy Williams*
8. **KIIS-AM & FM/Los Angeles (CHR) 820,500**  
*Nastyman*
9. **WCBS-AM/New York (News) 780,900**  
*Therese Crowley & Harley Carnes*
10. **KROQ-FM/Los Angeles (Alt) 776,800**  
*Tami Hidi; Jed The Fish*



Elvis Duran  
WHTZ-FM New York



Rocky Allen  
WPLJ-FM New York



Bugsy; Paco Lopez  
WQHT-FM New York





## How To Use The Ratings Information

As you examine R&R's "Ratings Report & Directory," Vol. 1, '95," 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 Fall '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+) come 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 each day. This is based upon total persons 12+, Monday-Sunday, 6am-midnight.

### 6 OWNER, NET & REP INFORMATION

All station owners, and their network/national rep affiliations as listed in each Arbitron report, are indicated here.

### 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 Fall '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 NEW YORK

12+ POPULATION: 14,124,200 (Black: 20.8% Hispanic: 19.8%)

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50
WINTER '94	SPRING '94	SUMMER '94	FALL '94	12+ COME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM																																				
4.5	4.6	4.5	4.3	4.9	1	<b>WCBS-FM</b> <i>Gold</i>	101.1 6.8kw	5	17	13	5	1	1	71	CBS	CBS	CBS																																
3.8	4.1	4.4	4.5	4.8	2	<b>WOHT-FM</b> <i>CHR</i>	97.1 6.7kw	6	1	1	3	13	24	71	5	—	MMR																																
4.6	4.2	3.7	3.3	3.3	3	<b>WABC-AM</b> <i>Talk</i>	770 50kw	34	16	14	12	4	94	5	Cap Cities/ABC	ABC	BAN																																
4.8	4.7	5.0	4.9	4.4	4	<b>WLTW-FM</b> <i>AC</i>	106.7 6kw	4	10	9	4	3	3	64	Viacom	—	KATZ																																
4.5	4.0	4.1	4.6	4.2	5	<b>WHTZ-FM</b> <i>CHR</i>	100.3 7.8kw	1	2	3	10	14	20	51	Shamrock Br.	—	CHR																																
3.0	3.1	3.1	3.4	4.2	5	<b>WSKQ-FM</b> <i>Span</i>	97.9 7.8kw	18	7	7	2	2	5	111	SBS	—	SBS																																
3.6	3.6	3.6	3.5	3.9	7	<b>WQCD-FM</b> <i>NAC</i>	101.9 6.2kw	13	16	12	8	4	2	80	Tribune	—	CHR																																
4.0	4.2	3.8	4.1	3.8	8	<b>WBLJ-FM</b> <i>UC</i>	107.5 5.4kw	9	4	6	7	7	10	68	Inner City Br.	—	CHR																																
3.9	3.4	4.0	4.5	3.8	8	<b>WPLJ-FM</b> <i>Hot AC</i>	95.5 6.7kw	3	8	2	1	5	15	56	Cap Cities/ABC	ABC	KATZ																																

\*Escame Urban AC after rating period

DEMOGRAPHIC RANKINGS						FORMAT REACH										
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	N/T	AC	CHR	GOLD/CR	UC	SPAN	ROCK	NAC	CLAS	CTRY	NOST
1 WOHT-FM	1 WOHT-FM	1 WXRK-FM	1 WMXV-FM	1 WXRK-FM	1 WCBS-FM	19.1	14.9	9.0	8.2	7.6	5.9	4.1	3.9	2.7	1.8	1.3
2 WXRK-FM	2 WPLJ-FM	2 WSKQ-FM	2 WLTW-FM	2 WCBS-FM	2 WLTW-FM											
3 WPLJ-FM	3 WHTZ-FM	3 WPLJ-FM	3 WPLJ-FM	3 WSKQ-FM	3 WQCD-FM											
4 WHTZ-FM	4 WMXV-FM	4 WFAN-AM	4 WOHT-FM	4 WOHT-FM	4 WSKQ-FM											
5 WAXO-FM	5 WRKS-FM	5 WCBS-FM	5 WBLJ-FM	5 WQCD-FM	5 WMXV-FM											
6 WSKQ-FM	6 WBLJ-FM	6 WOHT-FM	6 WRKS-FM	6 WRKS-FM	6 WPLJ-FM											
7 WBLJ-FM	7 WSKQ-FM	7 WQCD-FM	7 WCBS-FM	7 WLTW-FM	7 WPLJ-FM											
8 WRKS-FM	8 WLTW-FM	8 WHTZ-FM	8 WHTZ-FM	8 WNEW-FM	8 WRKS-FM											
9 WFAN-AM	9 WQCD-FM	9 WBLJ-FM	9 WSKQ-FM	9 WABC-FM	9 WOHT-FM											
10 WNEW-FM	10 WXRK-FM	10 WNEW-FM	10 WQCD-FM	10 WBLJ-FM	10 WHTZ-FM											

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## Networks

ABC	ABC Radio Networks	PRN	People's Radio Network
AP	Associated Press Radio Network	SMN	Satellite Music Network
AURN	American Urban Radio Network	SOU	The Source
CBS	CBS Radio Networks	UPI	United Press International
CNN	Cable News Network	USA	USA Radio Network
CRC	Cadena Radio Centro	WWO	Westwood One

## Reps Abbreviation Key

BAN	Banner Radio	MCG	McGavren-Guild, Inc.
BLAIR	Blair	MMR	Major Market Radio
CAB	Caballero Spanish Media	MMRE	Major Market Radio/Espanol
CAN	Canadian Broadcasting Sales	PRG	Positive Radio Group
CBS	CBS Radio Spot Sales	REG	Regional Representatives
CHR	The Christal Company	REP	Republic Radio Inc.
CMBS	Concert Music Broadcast Sales, Inc.	ROS	Roslin Radio Sales, Inc.
CRA	Crawford Broadcasting Co.	SAV	Savalli Broadcast Sales
D&R	D&R	SBS	Spanish Broadcasting System
EAST	Eastman Radio, Inc.	SRR	Salem Radio Representatives
G/W	Group W Radio Sales	SSS	Southern Spot Sales
KATZ	Katz Radio	TNS	TN Spot Sales
KT-H	Katz Hispanic	TOR	Torbet Radio
K&P	Katz & Powell	WRS	Williams Radio Sales
LOTUS	Lotus Hispanic Reps		

12+ POPULATION: 14,124,200 (Black: 21.3%; Hispanic: 19.8%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
4.5	4.6	4.5	4.3	4.9	1	WCBS-FM Gold	101.1 6.8kw	5	17	13	5	1	1	71	CBS	CBS	CBS
3.8	4.1	4.4	4.5	4.8	2	WQHT-FM CHR	97.1 6.7kw	6	1	1	3	13	24	71	Emmis	—	MMR
4.6	4.2	3.7	3.9	4.7	3	WABC-AM Talk	770 50kw	12	34	16	14	12	4	94	Cap Cities/ABC	ABC	BAN
4.8	4.7	5.0	4.9	4.4	4	WLTW-FM AC	106.7 6kw	4	10	9	4	3	3	64	Viacom	—	KATZ
4.5	4.0	4.1	4.6	4.2	5	WHTZ-FM CHR	100.3 7.8kw	1	2	3	10	14	20	51	Shamrock Br.	—	CHR
3.0	3.1	3.1	3.4	4.2	5	WSKQ-FM Span	97.9 7.8kw	18	7	7	2	2	5	111	SBS	—	SBS
3.6	3.6	3.6	3.5	3.9	7	WQCD-FM NAC	101.9 6.2kw	13	16	12	8	4	2	80	Tribune	—	CHR
4.0	4.2	3.8	4.1	3.8	8	WBLS-FM UC	107.5 5.4kw	9	4	6	7	7	10	68	Inner City Br.	—	CHR
3.9	3.4	4.0	4.5	3.8	8	WPLJ-FM Hot AC	95.5 6.7kw	3	8	2	1	5	15	56	Cap Cities/ABC	ABC	KATZ
5.8	4.3	4.1	4.2	3.8	8	WRKS-FM* UC	98.7 7.8kw	8	3	4	11	9	18	60	Emmis	—	SOU
3.9	4.3	4.0	3.7	3.6	11	WINS-AM News	1010 30-50kw	2	14	19	16	14	6	44	Group W	CNN	G/W
2.9	3.6	3.1	3.1	3.5	12	WCBS-AM News	880 50kw	7	21	27	17	16	7	52	CBS	CBS	CBS
2.8	3.6	3.5	3.4	3.3	13	WMXV-FM Hot AC	105.1 7.8kw	10	6	8	9	8	11	60	Bonneville Int.	—	MCG
3.6	3.1	3.4	3.1	3.3	13	WOR-AM Talk	710 50kw	15	30	37	29	24	14	79	Buckley	ABC	MCG
3.6	4.0	3.5	3.7	3.3	13	WXRK-FM CR	92.3 7.6kw	11	13	5	6	6	12	61	Infinity	ABC	TOR
3.1	2.7	3.1	2.8	2.8	16	WFAN-AM Sports	660 50kw	14	9	14	13	11	8	57	Infinity	WWO	EAST
1.8	2.2	2.3	2.5	2.7	17	WQXR-FM Clas	96.3 7.8kw	19	28	30	20	18	9	88	New York Times	WWO	MMR
3.3	2.6	3.0	2.5	2.4	18	WPAT-FM AC	93.1 5.4kw	16	11	17	19	19	13	64	Park	—	MMR
3.0	2.2	2.3	2.5	2.3	19	WNEW-FM Rock	102.7 7.8kw	17	12	11	12	10	16	56	Group W	—	MMR
1.5	1.6	2.0	1.9	1.8	20	WAXQ-FM Rock	104.3 7.8kw	20	5	10	15	20	35	59	GAF	WWO	D&R
2.3	2.1	2.0	1.9	1.8	20	WYNY-FM City	103.5 6.7kw	21	19	15	18	17	17	68	Br. Partners	WWO	TOR

\*Became Urban AC after rating period

Continued on Page 22

**FLASHBACK! FLASHBACK! FLASHBACK!**

**ROCK SLIDES**

**WNEW-FM + 102.7 =**

NOW IN JUMBO SIZE

**THE CLASSIC ROCK YOU LOVE, THE '90s ROCK YOU NEED**

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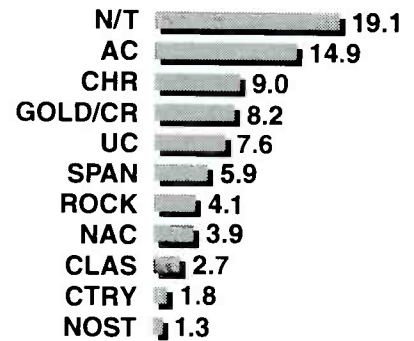
POPULATION 14,033,900 (Black: 21.0%; Hispanic 19.2%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REF FIRM
1.4	1.7	1.8	2.1	1.7	22	<b>WADO-AM</b> <i>Span</i>	1280 5kw	23	--	26	23	21	19	109	Spanish Radio	—	KT-H
1.6	1.6	1.7	2.1	1.3	23	<b>WQEW-AM</b> <i>Nost</i>	1560 50kw	22	33	43	43	39	23	69	New York Times	WWO	MMR
1.0	1.3	1.1	1.1	1.2	24	<b>WLIB-AM</b> <i>NT</i>	1190 10kw	28	18	23	21	22	21	103	Inner City	AURN	MDS
0.8	1.0	1.1	0.9	1.0	25	<b>WALK-AF</b> <i>AC</i>	1370/97.5 .5kw/39kw	24	23	22	22	23	22	77	American Media	—	D&R

**DEMOGRAPHIC RANKINGS**

**FORMAT REACH**

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



**More than Research—Answers**

**Harker Research**

(919) 954-8300

12+ POPULATION: 9,656,900 (Black: 10.3%; Hispanic: 35.5%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.0	5.6	6.1	5.4	5.6	1	1	<b>KLAX-FM</b> Span	97.9 50kw	9	5	1	1	1	3	99	SBS	—	SBS
4.8	4.7	5.1	5.4	5.5	2	2	<b>KPWR-FM</b> CHR	105.9 25kw	1	1	3	3	15	28	61	Emmis	—	D&R
4.3	4.5	3.8	4.7	4.6	3	3	<b>KFI-AM</b> Talk	640 50kw	8	38	17	14	5	1	77	Cox Enterprises	WVO	CHR
4.2	3.8	4.7	4.6	4.5	4	4	<b>KROQ-FM</b> Alt	106.7 5.5kw	4	2	2	2	11	30	66	Infinity	—	TOR
4.2	3.8	3.9	4.0	4.1	5	5	<b>KIIS-A/F</b> CHR	1150/102.7 5kw/8kw	2	4	4	4	6	14	49	Gannett	—	MCG
4.4	4.7	4.2	3.8	4.0	6	6	<b>KOST-FM</b> AC	103.5 12.5kw	3	10	8	7	3	4	54	Cox Enterprises	—	CHR
3.4	3.3	3.6	3.2	3.8	7	7	<b>KKBT-FM</b> UC	92.3 43kw	11	3	5	5	13	20	77	Evergreen	—	MMR
3.4	3.5	3.2	3.9	3.8	7	7	<b>KRTH-FM</b> Gold	101.1 51kw	5	7	14	8	2	2	56	Infinity	—	BAN
3.2	3.4	2.9	3.6	3.6	9	9	<b>KBIG-FM</b> AC	104.3 5kw	7	11	9	6	4	6	60	Bonneville Int.	—	CBS
3.0	3.8	3.5	3.7	3.2	10	10	<b>KABC-AM</b> Talk	790 5kw	17	40	35	24	21	5	83	Cap Cities/ABC	ABC	KATZ
2.5	3.2	3.7	2.5	3.0	11	11	<b>KLVE-FM</b> Span	107.5 29.5kw	18	9	7	9	7	13	79	Hefel	—	CAB
2.8	2.7	2.8	2.5	2.7	12	12	<b>KLOS-FM</b> Rock	95.5 61kw	12	13	6	10	8	17	57	Cap Cities/ABC	ABC	KATZ
2.3	2.5	2.8	2.7	2.6	13	13	<b>KYSR-FM</b> Hot AC	98.7 75kw	15	15	10	11	12	18	55	Viacom	—	TOR
2.7	3.0	2.8	2.3	2.5	14	14	<b>KFWB-AM</b> News	980 5kw	6	34	30	23	22	9	42	Group W	CNN	G/W
1.9	1.8	2.0	2.6	2.5	14	14	<b>KTWV-FM</b> NAC	94.7 55kw	16	35	16	15	9	7	60	Group W	—	G/W
2.8	3.2	3.0	2.9	2.4	16	16	<b>KCBS-FM</b> CR	93.1 28.5kw	13	16	11	13	10	16	50	CBS	CBS	CBS
3.5	2.9	2.8	2.7	2.4	16	16	<b>KLSX-FM</b> CR	97.1 21kw	14	12	12	12	14	15	52	Greater Media	—	MMR
2.5	2.3	2.9	2.5	2.3	18	18	<b>KZLA-FM</b> Ctry	93.9 18.5kw	19	19	18	18	16	10	74	Shamrock Br.	—	EAST
2.6	2.6	2.6	2.6	2.2	19	19	<b>KNX-AM</b> News	1070 50kw	10	32	31	27	24	11	43	CBS	CBS	CBS
1.4	1.4	1.3	1.0	2.2	19	19	<b>KXED-AM</b> Span	1540 50(10)kw	29	25	26	19	17	8	141	SBS	—	SBS
2.2	1.8	1.8	2.1	1.9	21	21	<b>KXEZ-FM</b> AC	100.3 5.3kw	20	29	25	22	19	12	63	Viacom	—	TOR
2.9	2.9	2.2	2.1	1.8	22	22	<b>KTNQ-AM</b> Span	1020 50kw	26	24	15	17	18	19	88	Hefel	CRC	CAB

Continued on Page 24



Weekly Top 40



# + KIISFM =

102.7

For information call  
(212) 581-3962



## THE #1 HIT MUSIC STATION

Continued from Page 23

12+ POPULATION: 9,656,900 (Black: 10.3%; Hispanic: 35.5%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
1.7	2.0	1.7	1.3	1.7	23	<b>KKHJ-AM</b> <i>Span</i>	930 5kw	22	14	13	16	20	25	77	Lieberman	—	KT-H
0.7	1.0	1.7	1.6	1.7	23	<b>KLAC-AM</b> <i>Nost</i>	570 5kw	25	—	44	42	33	22	79	Shamrock Br.	—	EAST
0.8	1.1	1.2	1.5	1.5	25	<b>KRLA-AM</b> <i>Gold</i>	1110 50(20)kw	24	8	20	20	25	23	69	Greater Media	—	MMR
1.3	1.1	1.1	1.0	1.5	25	<b>KWKW-AM</b> <i>Span</i>	1330 5kw	27	28	19	21	23	24	76	Lotus	—	LOTUS
2.1	1.9	1.7	1.8	1.3	27	<b>KKGO-A/F</b> <i>Clas</i>	1050/105.1 2.1kw/18kw	21	23	33	30	28	21	45	Mt. Wilson FM	AP	CMBS
0.5	0.6	0.4	0.6	1.0	28	<b>KACE-FM</b> <i>UG</i>	103.9 1.65kw	32	22	27	25	27	27	69	Cox	AP	K&P
0.7	0.5	0.7	0.8	1.0	28	<b>KMPC-AM</b> <i>Talk</i>	710 50kw	23	—	38	34	30	26	43	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 KROQ-FM	1 KIIS-A/F	1 KLAX-FM	1 KLAX-FM	1 KLAX-FM	1 KLAX-FM
2 KLAX-FM	2 KLAX-FM	2 KROQ-FM	2 KIIS-A/F	2 KLOS-FM	2 KOST-FM
3 KPWR-FM	3 KPWR-FM	3 KLOS-FM	3 KOST-FM	3 KFI-AM	3 KIIS-A/F
4 KLOS-FM	4 KKBT-FM	4 KPWR-FM	4 KPWR-FM	4 KRTH-FM	4 KRTH-FM
5 KKBT-FM	5 KOST-FM	5 KLSX-FM	5 KBIG-FM	5 KROQ-FM	5 KBIG-FM
6 KLSX-FM	6 KROQ-FM	6 KKBT-FM	6 KKBT-FM	6 KCBS-FM	6 KLVE-FM
7 KLVE-FM	7 KLVE-FM	7 KBIG-FM	7 KRTH-FM	7 KLSX-FM	7 KFI-AM
8 KIIS-A/F	8 KBIG-FM	8 KCBS-FM	8 KLVE-FM	8 KBIG-FM	8 KTWV-FM
9 KBIG-FM	9 KYSR-FM	9 KRTH-FM	9 KYSR-FM	9 KLVE-FM	9 KYSR-FM
10 KCBS-FM	10 KCBS-FM	10 KLVE-FM	10 KROQ-FM	10 KTWV-FM	10 KPWR-FM

SPAN	15.8
N/T	13.5
AC	12.1
GOLD/CR	10.1
CHR	9.6
UC	4.8
ALT	4.5
ROCK	2.7
NAC	2.5
CTRY	2.3
NOST	1.7
CLAS	1.3

**More than Research—Answers**

**Harker Research**

(919) 954-8300



12+ POPULATION: 6,880,700 (Black: 18.6%; Hispanic: 11.2%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REF FIRM
7.7	6.2	6.9	6.4	6.9	1	WGN-AM FS	720 50kw	1	21	21	15	5	1	79	Tribune	ABC	CHR
7.3	7.1	7.0	7.4	6.3	2	WGCI-FM UC	107.5 33kw	5	2	1	1	2	8	93	Gannett	—	MCG
4.7	5.4	4.9	4.3	4.3	3	WBBM-FM CHR	96.3 4.2kw	3	1	3	9	17	21	55	CBS	CBS	CBS
3.5	3.3	3.4	3.5	4.3	3	WVAZ-FM UAC	102.7 6kw	13	11	8	2	1	4	86	Br. Partners	UPI	BAN
4.1	4.0	3.7	4.2	4.1	5	WLIT-FM AC	93.9 4kw	7	10	11	6	3	3	70	Viacom	—	CHR
5.4	4.4	4.4	4.2	4.1	5	WUSN-FM Ctry	99.5 6.3kw	6	12	9	7	7	5	69	Infinity	—	TOR
3.8	4.2	4.2	4.1	3.9	7	WBBM-AM News	780 50kw	2	22	22	21	18	7	49	CBS	CBS	CBS
3.4	3.5	3.8	4.3	3.6	8	WKQX-FM Alt	101.1 8.3kw	4	4	2	4	15	29	52	Emmis	SOU	D&R
2.9	3.5	3.2	3.4	3.5	9	WLS-AM Talk	890 50kw	17	25	32	23	19	9	88	Cap Cities/ABC	ABC	BAN
3.3	3.1	2.5	3.6	3.5	9	WNUA-FM NAC	95.5 8.3kw	11	23	16	10	4	2	68	Pyramid	—	D&R
4.0	3.9	3.1	3.2	3.3	11	WLUP-FM Talk	97.9 6kw	16	17	5	3	6	10	75	Evergreen Media	—	MMR
2.9	2.6	3.5	2.6	3.1	12	WJMK-FM Gold	104.3 4.1kw	9	8	20	11	8	6	54	Infinity	WWO	KATZ
3.0	2.3	2.7	2.8	3.1	12	WRCX-FM* Rock	103.5 4.3kw	8	5	4	5	10	20	54	Evergreen Media	—	EAST
2.2	1.9	2.8	2.8	2.7	14	WOJO-FM Span	105.1 8.4kw	24	6	6	12	11	18	115	Tichenor Media	—	KT-H
2.1	2.7	2.6	2.7	2.7	14	WXRT-FM Prog	93.1 6.7kw	18	19	7	8	9	16	71	Diamond Br.	—	CBS
2.5	2.4	2.6	2.2	2.4	16	WTMX-FM Hot AC	101.9 4.2kw	15	7	14	14	13	11	53	Bonneville Media	—	MCG
2.9	2.5	2.6	2.6	2.3	17	WCKG-FM CR	105.9 4.1kw	12	14	12	13	12	12	44	Cox Enterprises	—	KATZ
2.5	2.9	2.6	2.5	2.3	17	WJJD-AM Nost	1160 50(5)kw	20	—	34	35	32	19	72	Infinity	WWO	KATZ
1.0	0.9	0.8	1.5	2.3	17	WJPC-FM** UC	106.3 2kw	22	3	10	18	26	33	75	Br. Partners	ABC	D&R
3.1	2.6	1.9	2.0	2.2	20	WMAQ-AM News	670 50kw	10	16	29	24	23	14	40	Group W	CNN	G/W

\*Was WWBZ until August. \*\*Now WEJM.

Continued on Page 26





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# CHICAGO'S PARTY RADIO

For information call  
(212) 581-3962



Continued from Page 25

12+ POPULATION: 6,880,700 (Black: 18.6%; Hispanic: 11.2%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
2.5	2.5	1.8	2.6	2.2	20	WPNT-FM Hot AC	100.3 8.2kw	14	9	15	16	14	13	47	Century Br.	—	EAST
1.8	1.8	1.1	1.1	1.9	22	WNIB-FM Clas	97.1 8.4kw	21	—	27	25	22	15	62	No. Illinois	—	CMBS
2.0	1.9	1.6	1.4	1.8	23	WSCR-AM Sports	820 5kw	27	29	19	20	20	17	96	Diamond Br.	—	CBS
0.9	1.7	2.6	2.4	1.8	23	WYSY-FM Gold	107.9 22.5kw	19	27	13	17	16	22	51	Cox Enterprises	—	—
1.1	1.2	0.7	0.9	1.3	25	WIND-AM Span	560 5kw	29	13	18	19	24	25	85	Tichenor Media	—	KATZ
1.1	1.0	1.0	0.9	1.3	25	WMVP-AM Sports	1000 50kw	23	20	17	22	21	28	51	Evergreen Media	—	MMR
0.7	1.6	1.8	1.1	1.1	27	WAIT-AM Nost	850 2.5kw	30	—	—	37	36	31	76	Pride	SMN	—
0.9	1.1	1.1	1.4	1.1	27	WFMT-FM Clas	98.7 15.5kw	26	—	31	28	28	24	51	Chicago Educ.	—	D&R
1.2	1.5	1.2	1.3	1.1	27	WGCI-AM UG	1390 5kw	28	28	26	27	25	23	64	Gannett	AURN	MCG
1.5	1.7	1.3	0.8	1.0	30	WLS-FM Talk	94.7 4.4kw	25	25	23	26	27	26	45	Cap Cities/ABC	ABC	BAN

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 WLUP-FM	1 WVAZ-FM	N/T	22.6
2 WRCX-FM	2 WBBM-FM	2 WLUP-FM	2 WVAZ-FM	2 WVAZ-FM	2 WGCI-FM	UC	14.0
3 WKQX-FM	3 WVAZ-FM	3 WRCX-FM	3 WLIT-FM	3 WGCI-FM	3 WLIT-FM	AC	8.7
4 WLUP-FM	4 WKQX-FM	4 WXRT-FM	4 WUSN-FM	4 WXRT-FM	4 WUSN-FM	GOLD/CR	7.2
5 WBBM-FM	5 WOJO-FM	5 WKQX-FM	5 WTMX-FM	5 WGN-AM	5 WNUA-FM	SPAN	5.3
6 WXRT-FM	6 WUSN-FM	6 WVAZ-FM	6 WBBM-FM	6 WNUA-FM	6 WGN-AM	CHR	4.3
7 WOJO-FM	7 WLIT-FM	7 WNUA-FM	7 WPNT-FM	7 WJMK-FM	7 WPNT-FM	CTRY	4.1
8 WJPC-FM	8 WLUP-FM	8 WCKG-FM	8 WNUA-FM	8 WRCX-FM	8 WJMK-FM	ALT	3.6
9 WCKG-FM	9 WTMX-FM	9 WBBM-FM	9 WJMK-FM	9 WUSN-FM	9 WTMX-FM	NAC	3.5
10 WUSN-FM	10 WXRT-FM	10 WJMK-FM	10 WKQX-FM	10 WCKG-FM	10 WOJO-FM	NOST	3.4
						ROCK	3.1
						CLAS	3.0
						PROG	2.7

More than Research—Answers

Harker Research

(919) 954-8300



12+ POPULATION: 5,330,700 (Black: 10.8%; Hispanic: 15.2%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.4	7.8	7.8	7.4	8.3	1	<b>KGO-AM</b> NT	810 50kw	1	31	12	1	1	1	71	Cap Cities/ABC	ABC	BAN
5.7	5.6	5.0	4.7	5.0	2	<b>KCBS-AM</b> News	740 50kw	2	—	22	15	8	2	47	CBS	CBS	CBS
4.3	4.7	4.2	3.8	4.4	3	<b>KMEL-FM</b> CHR	106.1 69kw	3	1	1	4	12	20	56	Evergreen Media	—	CHR
4.6	4.2	5.4	4.8	4.4	3	<b>KNBR-AM</b> FS	680 50kw	6	18	13	8	4	3	65	Susquehanna	ABC	EAST
3.4	4.3	4.0	3.9	4.2	5	<b>KOIT-AF</b> AC	1260/96.5 5(1)kw/33kw	5	14	8	3	3	4	61	Bonneville Int.	—	KATZ
2.8	2.8	3.9	4.7	3.8	6	<b>KFRC-AF</b> Gold	610/99.7 5kw/40kw	7	6	18	6	6	6	57	Alliance	—	G/W
2.6	2.3	2.0	3.2	3.7	7	<b>KDFC-AF</b> Clas	1220/102.1 5kw/33kw	9	28	21	21	11	7	68	Brown Br.	—	CBS
3.2	3.2	2.9	2.8	3.7	7	<b>KKSF-FM</b> NAC	103.7 7.8kw	12	35	15	5	2	5	77	Brown Br.	—	CBS
3.1	3.5	3.5	3.9	3.6	9	<b>KIOI-FM</b> Hot AC	101.3 125kw	8	7	3	2	5	9	57	Evergreen Media	—	BAN
4.7	4.5	4.1	2.9	3.4	10	<b>KYLD/KYLZ</b> CHR	107.7/99.1 8.9kw/1.1kw	4	2	4	10	19	22	48	Crescent Com.	AP	MMR
2.9	2.6	2.6	3.1	3.0	11	<b>KITS-FM</b> Alt	105.3 15kw	10	3	2	7	14	18	55	Entercom	—	D&R
2.8	3.5	3.2	2.8	2.7	12	<b>KBLX-FM</b> NAC	102.9 6.6kw	13	16	11	9	7	10	60	Inner City	—	D&R
3.1	3.4	2.4	2.4	2.7	12	<b>KSAN-FM</b> Ctry	94.9 30kw	14	10	16	13	9	8	63	Shamrock Br.	—	MCG
2.1	2.8	3.1	2.9	2.5	14	<b>KABL-AM</b> Nost	960 5kw	20	—	41	41	34	13	75	Shamrock Br.	WWO	CHR
2.6	2.0	2.4	2.4	2.3	15	<b>KRQR-FM</b> CR	97.3 82kw	11	9	6	12	13	16	49	CBS	CBS	CBS
2.3	2.0	2.2	2.1	2.2	16	<b>KFOG-FM</b> Prog	104.5 7.9kw	15	34	9	11	10	12	54	Susquehanna	SOU	EAST
1.3	1.0	1.2	1.9	2.0	17	<b>KOME-FM</b> Alt	98.5 12.5kw	16	5	7	17	22	31	50	Infinity	—	TOR
1.7	1.4	1.6	1.8	1.9	18	<b>KABL-FM</b> Gold	98.1 100kw	18	36	17	18	15	15	54	Shamrock Br.	—	CHR
1.4	1.6	1.6	1.9	1.9	18	<b>KLOK-AM</b> Span	1170 50(5)kw	28	8	10	16	20	21	124	Bahia Radio	CRC	CAB
2.4	2.1	2.2	2.0	1.9	18	<b>KSJO-FM</b> Rock	92.3 50kw	19	12	5	14	18	27	58	BayCom Partners	—	MCG
2.0	2.3	2.3	1.9	1.8	21	<b>KBAY-FM</b> AC	100.3 163kw	21	27	32	22	21	11	69	United	—	MMR
0.9	1.0	1.1	1.5	1.8	21	<b>KSOL-FM</b> UAC	98.9 6kw	17	13	14	19	17	17	50	Crescent Com.	—	MMR

Continued on Page 28

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

# **JAMS BETTER MUSIC**



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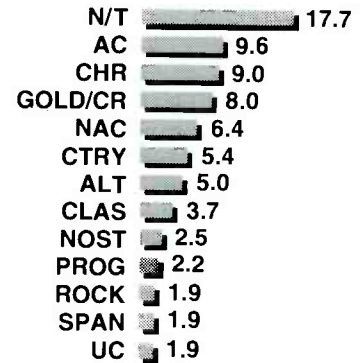
12+ POPULATION: 5,330,700 (Black: 10.8%; Hispanic: 15.2%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
1.8	1.7	1.1	1.7	1.7	23	KYCY-FM Ctry	93.3 50kw	23	10	20	20	16	14	66	Alliance Br.	—	G/W
1.6	1.4	1.2	1.0	1.2	24	KHQT-FM CHR	97.7 1.65kw	22	4	19	23	31	38	46	Anaheim Br.	—	D&R
1.0	1.1	1.0	0.8	1.0	25	KRTY-FM Ctry	95.3 .87kw	27	19	26	25	24	23	57	Empire	—	MMR

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KMEL-FM	1 KMEL-FM	1 KGO-AM	1 KOIT-A/F	1 KGO-AM	1 KOIT-A/F
2 KITS-FM	2 KIOI-FM	2 KNBR-AM	2 KIOI-FM	2 KNBR-AM	2 KIOI-FM
3 KSJO-FM	3 KOIT-A/F	3 KKSF-FM	3 KMEL-FM	3 KKSF-FM	3 KGO-AM
4 KYLD/KYLZ	4 KITS-FM	4 KITS-FM	4 KKSF-FM	4 KFRC-A/F	4 KKSF-FM
5 KOME-FM	5 KYLD/KYLZ	5 KMEL-FM	5 KFRC-A/F	5 KCBS-AM	5 KFRC-A/F
6 KIOI-FM	6 KFOG-FM	6 KFRC-FM	6 KGO-AM	6 KBLX-FM	6 KDFC-A/F
7 KNBR-AM	7 KSOL-FM	6 KRQR-FM	7 KBLX-FM	6 KFOG-FM	7 KBLX-FM
7 KRQR-FM	8 KRQR-FM	8 KSJO-FM	8 KYLD/KYLZ	8 KITS-FM	8 KMEL-FM
9 KGO-AM	9 KLOK-AM	9 KIOI-FM	9 KITS-FM	8 KRQR-FM	9 KSAN-FM
10 KLOK-AM	10 KBLX-FM	10 KFOG-FM	10 KFOG-FM	10 KOIT-A/F	10 KSOL-FM



More than Research—Answers

Harker Research  
(919) 954-8300

12+ POPULATION: 4,115,300 (Black: 18.5%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
6.9	10.0	7.4	7.4	7.3	1	1	KYW-AM News	1060 50kw	1	14	14	9	5	1	46	Group W	WVO	G/W
5.2	5.5	6.1	4.2	5.9	2		WPEN-AM Nost	950 5kw	15	—	28	25	20	11	111	Greater Media	WOO	MMR
5.0	4.7	4.9	5.2	5.7	3		WUSL-FM UC	98.9 18kw	6	2	1	4	11	15	82	EZ	—	KATZ
4.0	4.2	3.3	4.4	5.3	4		WDAS-FM UC	105.3 16.5kw	13	8	4	3	1	5	93	Beasley Br.	—	MCG
5.4	5.6	6.1	5.7	4.9	5		WWDB-FM Talk	96.5 17kw	11	—	17	16	13	7	81	Panache	ABC	BAN
5.6	5.3	5.6	5.2	4.9	5		WYSP-FM CR	94.1 16kw	2	12	2	1	2	12	50	Infinity	ABC	TOR
5.1	5.3	5.0	4.6	4.8	7		WOGL-FM Gold	98.1 12.5kw	7	11	12	7	4	2	72	CBS	CBS	CBS
6.0	5.7	6.6	5.6	4.7	8		WMMR-FM Rock	93.3 8.5kw	3	9	3	2	3	10	62	Group W	WVO	G/W
4.6	3.6	3.3	3.5	4.4	9		WIP-AM Sports	610 5kw	12	10	10	6	7	6	74	Infinity	WVO	KATZ
3.3	4.5	4.9	5.1	4.3	10		WBEB-FM AC	101.1 14kw	9	7	11	8	8	3	66	WEAZ-FM Inc.	—	MCG
4.4	4.0	4.6	5.0	4.3	10		WXTU-FM Ctry	92.5 15.5kw	14	15	13	15	9	4	81	Beasley Br.	WVO	D&R
5.2	4.3	4.3	4.6	4.1	12		WIOQ-FM CHR	102.1 27kw	4	1	7	11	15	16	56	EZ	—	BAN
3.3	3.4	3.6	4.5	4.1	12		WMGK-FM* Gold	102.9 8.5kw	8	13	5	5	6	9	62	Greater Media	—	MMR
4.1	3.5	3.3	3.5	3.4	14		WYXR-FM Hot AC	104.5 16kw	10	6	9	10	10	13	54	Pyramid	—	KATZ
2.3	2.6	4.0	3.9	3.3	15		WPLY-FM CHR	100.3 35kw	5	3	8	13	16	17	48	Greater Media Br.	—	KATZ
2.6	2.4	2.8	2.1	3.0	16		WIBF-FM Alt	103.9 .34kw	16	5	6	12	14	18	62	Jarad	—	ROS
3.0	2.6	2.4	3.5	2.8	17		WJJZ-FM NAC	106.1 22.5kw	17	16	16	14	12	8	61	Pyramid	—	EAST
2.7	3.3	2.2	2.2	2.7	18		WFLN-FM Clas	95.7 50kw	18	—	19	18	17	14	62	Marlin	—	CMBS
1.2	1.4	1.7	1.7	1.5	19		WPST-FM CHR	97.5 50kw	19	4	15	17	18	27	42	Nassau Br.	—	—

\*Was AC until mid-July.

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HITS OF THE  
**70'S**  
MAGIC  
102.9 FM  
PHILADELPHIA

=

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

For information call  
(212) 581-3962

Continued from Page 29

12+ POPULATION: 4,115,300 (Black: 18.5%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	12+ ADH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
0.8	1.1	1.0	1.1	1.1	20	WHAT-AM <i>Talk</i>	1340 <i>1kw</i>	21	19	22	20	22	19	81	Regional Labong	—	—
1.3	1.2	1.0	0.8	1.0	21	WDAS-AM <i>Rel</i>	1480 <i>5(1)kw</i>	20	17	18	19	19	20	59	Beasley Br.	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 WYSP-FM	1 WUSL-FM	1 WYSP-FM	1 WDAS-FM	1 WYSP-FM	1 WDAS-FM	N/T	17.7
2 WMMR-FM	2 WDAS-FM	2 WMMR-FM	2 WBEB-FM	2 WMMR-FM	2 WBEB-FM	GOLD/CR	13.8
3 WUSL-FM	3 WIOQ-FM	3 WIP-AM	3 WUSL-FM	3 WIP-AM	3 WMGK-FM	UC	11.0
4 WIBF-FM	4 WYXR-FM	4 WUSL-FM	3 WYXR-FM	4 KYW-AM	4 WOGL-FM	CHR	8.9
5 WIP-AM	5 WMGK-FM	5 WMGK-FM	5 WMGK-FM	5 WDAS-FM	5 WYXR-FM	AC	7.7
6 WMGK-FM	6 WPLY-FM	6 WDAS-FM	6 WOGL-FM	5 WOGL-FM	6 KYW-AM	NOST	5.9
7 WDAS-FM	7 WMMR-FM	6 WIBF-FM	7 WIOQ-FM	7 WMMR-FM	7 WXTU-FM	ROCK	4.7
8 WIOQ-FM	8 WBEB-FM	8 KYW-AM	8 WPLY-FM	8 WIBF-FM	8 WJZZ-FM	CTRY	4.3
9 WPLY-FM	9 WIBF-FM	8 WOGL-FM	9 WXTU-FM	9 WUSL-FM	8 WUSL-FM	ALT	3.0
10 WOGL-FM	10 WYSP-FM	10 WIOQ-FM	10 KYW-AM	9 WWDB-FM	10 WMMR-FM	NAC	2.8
						CLAS	2.7
						REL	1.0

More than Research—Answers

Harker Research  
(919) 954-8300




12+ POPULATION: 3,660,200 (Black: 21.3%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
6.8	6.3	6.9	6.8	8.7	1	WJLB-FM UC	97.9 50kw	3	1	1	1	1	11	104	Secret Com.	—	MMR
9.3	7.8	8.5	8.0	7.6	2	WJR-AM Talk	760 50kw	2	19	19	16	12	1	80	Cap Cities/ABC	ABC	KATZ
4.5	5.8	4.9	5.0	5.9	3	WWJ-AM News	950 5kw	1	15	18	13	11	4	56	CBS	CBS	CBS
5.2	4.2	4.8	4.9	5.1	4	WMXD-FM UAC	92.3 50kw	11	5	4	3	2	7	86	Secret Com.	—	MMR
4.9	5.1	4.3	5.5	4.9	5	WXYT-AM Talk	1270 50kw	15	17	17	17	13	8	98	Infinity	CNN	D&R
4.9	4.5	4.8	4.3	4.9	5	WWWW-FM Ctry	106.7 61kw	8	8	11	9	7	2	72	Shamrock Br.	WVO	EAST
4.1	5.2	4.7	5.2	4.7	7	WYCD-FM Ctry	99.5 17.5kw	9	6	3	2	4	10	69	Alliance Br.	ABC	G/W
3.9	4.0	3.8	4.7	4.4	8	WNIC-FM AC	100.3 32kw	7	11	8	4	3	6	64	Br. Partners	—	D&R
4.3	3.8	3.4	3.3	4.2	9	WLTJ-FM AC	93.1 26.5kw	12	14	15	10	8	5	70	Viacom	—	CHR
4.2	4.7	5.3	4.1	4.0	10	WKQI-FM Hot AC	95.5 100kw	4	3	9	6	6	9	51	Br. Partners	—	D&R
3.2	3.5	3.9	3.7	4.0	10	WOMC-FM Gold	104.3 190kw	6	13	16	7	5	3	57	Infinity	WVO	TOR
5.5	5.0	4.0	3.1	3.5	12	WHYT-FM CHR	96.3 20kw	5	2	5	12	18	20	45	Cap Cities/ABC	ABC	KATZ
3.2	3.1	3.7	3.1	3.5	12	WRIF-FM Rock	101.1 27kw	10	12	2	5	9	15	55	Greater Media	—	BAN
3.8	3.0	3.2	3.1	3.3	14	WJZZ-FM NAC	105.9 20kw	17	22	12	8	10	12	72	Bell	—	TOR
3.7	4.1	3.6	3.6	2.6	15	WCSX-FM CR	94.7 13.5kw	13	9	13	11	14	14	45	Greater Media	WVO	MCG
2.3	1.8	1.9	2.2	2.4	16	CKWW-AM Nost	580 .5kw	22	—	—	30	30	18	109	CHUM Ltd.	—	—
2.8	2.0	1.7	1.8	2.4	16	WQRS-FM Clas	105.1 20kw	19	23	23	20	19	13	63	Marlin Br.	—	CMBS
2.2	2.0	2.2	2.2	2.3	18	WLLZ-FM Rock	98.7 50kw	14	10	6	14	16	21	43	Group W	—	G/W
2.1	2.1	2.6	3.3	2.2	19	CIMX-FM Alt	88.7 100kw	16	4	7	15	17	22	47	CHUM Ltd.	—	—
3.2	4.1	3.2	3.2	2.1	20	WYST-FM* Gold	97.1 15kw	18	16	14	18	15	16	49	CBS	—	CBS

\*Was WJOI (AC) until September.

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# + 94.7 WCSX =

THE CLASSIC ROCK STATION

For information call  
(212) 581-3962

# THE CLASSIC ROCK STATION



Continued from Page 31

12+ POPULATION: 3,660,200 (Black: 21.3%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
1.8	2.2	2.0	2.2	1.8	21	WDZR-FM Rock	102.7 50kw	20	7	10	19	20	30	52	US Radio	SMN	D&R
0.9	0.9	1.1	1.1	1.1	22	Wmuz-FM Rel	103.5 50kw	24	20	21	21	21	17	60	Crawford	-	CRA

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 WJLB-FM	1 WRIF-FM	1 WNIC-FM	N/T	18.4
2 WJLB-FM	2 WMXD-FM	2 WJLB-FM	2 WMXD-FM	2 WJZZ-FM	2 WMXD-FM	AC	13.8
3 WLLZ-FM	3 WYCD-FM	3 WJZZ-FM	3 WNIC-FM	3 WOMC-FM	3 WJLB-FM	UC	12.6
4 WDZR-FM	4 WNIC-FM	4 WCSX-FM	4 WYCD-FM	4 WWJ-AM	4 WYCD-FM	CTRY	9.6
5 WYCD-FM	5 WKQI-FM	5 WYCD-FM	5 WKQI-FM	5 WJLB-FM	5 WLTI-FM	GOLD/CR	8.7
6 WHYT-FM	6 WHYT-FM	6 WLLZ-FM	6 WLTI-FM	5 WXYT-AM	6 WKQI-FM	ROCK	7.6
7 CIMX-FM	7 CIMX-FM	7 WOMC-FM	7 WOMC-FM	7 WJR-AM	7 WWWW-FM	CHR	3.5
8 WCSX-FM	8 WLTI-FM	7 WWJ-AM	8 WWWW-FM	8 WCSX-FM	8 WOMC-FM	NAC	3.3
8 WJZZ-FM	9 WWWW-FM	7 WWWW-FM	9 WHYT-FM	9 WWWW-FM	9 WWJ-AM	CLAS	2.4
10 WXYT-AM	10 WRIF-FM	7 WXYT-FM	10 WJZZ-FM	10 WYCD-FM	10 WYST-FM	NOST	2.4
						ALT	2.2
						REL	1.1

More than Research—Answers

Harker Research  
(919) 954-8300

12+ POPULATION: 3,542,600 (Black: 13.6%; Hispanic: 13.7%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
6.9	6.4	6.5	5.9	6.9	1	1	KSCS-FM Ctry	96.3 99kw	1	7	3	1	1	1	71	Cap Cities/ABC	—	BAN
5.5	5.1	5.9	5.7	6.3	2		WBAP-AM NT	820 50kw	4	21	21	13	5	2	76	Cap Cities/ABC	ABC	BAN
5.9	4.7	6.1	6.0	5.6	3		KHKS-FM CHR	106.1 100kw	3	1	1	2	4	11	63	Gannett	—	D&R
5.3	5.8	5.3	5.4	5.1	4		KVIL-FM AC	103.7 100kw	2	16	12	4	2	3	56	Infinity	—	TOR
3.4	3.5	4.2	5.7	4.9	5		KKDA-FM UC	104.5 98kw	7	4	2	3	8	17	75	Republic	AP	CHR
3.3	4.4	3.4	4.1	4.5	6		KJMZ-FM UC	100.3 89kw	6	2	5	5	15	19	68	Granum Com.	ABC	MCG
3.5	4.9	5.1	4.5	4.3	7		KOAL-FM NAC	107.5 25kw	14	15	15	6	3	4	77	Granum Com.	—	MMR
4.6	4.7	5.1	4.1	4.1	8		KPLX-FM Ctry	99.5 100kw	8	9	9	8	6	6	63	Susquehanna	AP	EAST
3.3	3.8	3.9	4.0	3.7	9		KLUV-FM Gold	98.7 100kw	5	10	18	10	7	5	54	TK	—	MCG
5.1	4.8	5.1	5.9	3.7	9		KYNG-FM Ctry	105.3 100kw	15	5	7	9	17	15	70	Alliance	—	G/W
2.9	3.1	3.7	3.3	3.6	11		KDGE-FM Alt	94.5 100kw	10	3	6	12	22	24	56	Bonneville Int.	—	K&P
3.3	3.5	3.2	4.3	3.5	12		KEGL-FM Rock	97.1 100kw	9	6	4	7	11	22	54	Sandusky	—	CHR
2.3	1.1	1.2	1.3	3.2	13		KTCK-AM Sports	1310 5(2.5)kw	22	—	10	11	9	8	96	Cardinal Com.	AP	—
3.4	3.2	3.1	2.5	3.1	14		KDMX-FM Hot AC	102.9 100kw	13	13	8	14	10	16	54	Nationwide	—	MMR
3.0	4.0	3.4	3.2	3.0	15		KRLD-AM NT	1080 50kw	11	—	24	20	19	7	48	SFX	CBS	CBS
2.4	2.9	2.9	2.5	2.8	16		KLTY-FM CC	94.1 100kw	18	11	13	16	14	18	67	Metroplex Br.	AP	K&P
2.3	2.1	2.2	2.4	2.7	17		KSNN-FM Ctry	94.9 100kw	21	25	20	21	20	8	71	Alliance	—	G/W
3.3	2.9	2.9	2.5	2.6	18		KZPS-FM CR	92.5 96kw	12	12	14	15	13	14	43	Bonneville Int.	—	D&R
2.5	1.9	1.9	2.7	2.6	18		WRR-FM Clas	101.1 98kw	20	22	27	23	21	10	64	City Of Dallas	AP	CMBS
2.9	3.2	3.0	2.3	2.5	20		KTXQ-FM Rock	102.1 100kw	16	20	11	17	16	20	50	CBS	CBS	CBS
1.4	2.1	3.2	2.2	2.4	21		KRRW-FM CR	97.9 100kw	17	18	17	18	12	12	49	CBS	CBS	—
3.0	2.5	1.8	2.6	2.3	22		KLIF-AM NT	570 5kw	19	—	22	19	18	13	57	Susquehanna	WVO	EAST

Continued on Page 33



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KISSFM

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For information call  
(212) 581-3962



DALLAS' CONTINUOUS HIT MUSIC STATION



Continued from Page 33

12+ POPULATION: 3,542,600 (Black: 13.6%; Hispanic: 13.7%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
1.5	2.4	1.4	1.5	1.3	23		<b>KHVN-AM</b> <i>Rel</i>	970 1kw	25	17	28	27	26	23	70	Granum Com.	ABC	MCG
2.4	1.8	1.4	2.0	1.3	23		<b>KKDA-AM</b> <i>UG</i>	730 .5kw	24	—	26	24	23	21	72	Republic	AP	CHR
1.3	1.4	1.2	1.0	1.2	25		<b>KDZR-FM</b> <i>Rock</i>	99.1 100kw	23	8	19	25	25	29	45	Broadcast House	SMN	ROS
2.6	1.7	1.8	1.4	1.2	25		<b>KESS-AM</b> <i>Span</i>	1270 5kw	26	19	16	22	24	27	84	Heftel	—	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 KEGL-FM	1 KHKS-FM	1 KTCK-AM	1 KSCS-FM	1 KTCK-AM	1 KSCS-FM
2 KTCK-AM	2 KSCS-FM	2 KEGL-FM	2 KHKS-FM	2 WBAP-AM	2 KVIL-FM
3 KKDA-FM	3 KKDA-FM	3 KSCS-FM	3 KVIL-FM	3 KSCS-FM	3 KPLX-FM
4 KDGE-FM	4 KYNG-FM	4 WBAP-AM	4 KKDA-FM	4 KEGL-FM	4 KHKS-FM
5 KHKS-FM	5 KJMZ-FM	5 KTXQ-FM	5 KPLX-FM	5 KOAI-FM	5 KOAI-FM
6 KJMZ-FM	6 KDGE-FM	6 KKDA-FM	6 KYNG-FM	6 KTXQ-FM	6 KLUV-FM
7 KTXQ-FM	7 KVIL-FM	7 KHKS-FM	7 KOAI-FM	7 KZPS-FM	7 KKDA-FM
8 KSCS-FM	8 KPLX-FM	8 KJMZ-FM	8 KJMZ-FM	8 KLIF-AM	8 KLTY-FM
9 KDMX-FM	9 KDMX-FM	9 KDGE-FM	9 KLUV-FM	9 KHKS-FM	9 KDMX-FM
10 KYNG-FM	10 KLTY-FM	10 KOAI-FM	10 KLTY-FM	10 KVIL-FM	10 KYNG-FM

CTRY	17.4
N/T	14.8
UC	10.7
GOLD/CR	8.7
AC	8.2
ROCK	7.2
CHR	5.6
NAC	4.3
REL	4.1
ALT	3.6
CLAS	2.6
SPAN	1.2

**More than Research—Answers**

**Harker Research**

(919) 954-8300

12+ POPULATION: 3,493,700 (Black: 26.7%, Hispanic 6.6%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.1	9.1	9.8	8.8	9.0	1	1	WPGC-FM CHR	95.5 50kw	1	1	1	1	2	12	86	Infinity	—	BAN
5.9	6.2	5.2	5.8	6.3	2	2	WMZQ-A/F Ctry	1390/98.7 5kw/50kw	2	7	3	2	1	1	80	Viacom	—	MCG
4.8	4.8	4.6	4.1	4.6	3	3	WMAL-AM N/T	630 5kw	8	—	19	16	13	2	71	Cap Cities/ABC	ABC	KATZ
5.1	4.3	5.1	5.2	4.6	3	3	WRQX-FM Hot AC	107.3 36kw	5	4	4	3	3	10	65	Cap Cities/ABC	ABC	KATZ
2.4	3.7	3.4	4.4	4.2	5	5	WASH-FM AC	97.1 26kw	3	3	6	5	6	9	58	Evergreen Media	—	G/W
4.5	4.4	4.6	4.3	4.2	5	5	WJFK-FM FS	106.7 22kw	13	10	2	4	8	15	77	Infinity	ABC	TOR
4.1	3.7	4.9	4.6	4.1	7	7	WMMJ-FM UAC	102.3 2.9kw	16	14	10	6	4	3	91	Radio One	ABC	MCG
4.4	5.2	3.8	3.7	4.0	8	8	WGAY-FM AC	99.5 21.8kw	12	15	13	12	10	4	67	Greater Media	—	MMR
3.7	3.7	3.3	4.1	3.7	9	9	WHFS-FM Alt	99.1 50kw	9	2	5	7	12	23	58	Liberty Br.	AP	BA
4.5	4.7	4.5	4.7	3.7	9	9	WHUR-FM UAC	96.3 24kw	7	11	9	8	7	7	55	Howard Univ.	—	D&R
4.2	2.7	3.6	3.5	3.4	11	11	WBIG-FM Gold	100.3 36kw	10	8	15	14	9	5	56	Colfax Com.	ABC	EAST
3.1	4.0	3.1	3.5	3.4	11	11	WGMS-FM Clas	103.5 46kw	15	16	16	15	16	8	68	Colfax Com.	WWO	EAST
1.9	1.9	1.6	1.7	3.3	13	13	WJZW-FM* NAC	105.9 28kw	17	19	12	9	5	6	76	Viacom	—	MCG
4.4	4.0	4.1	4.0	3.3	13	13	WKYS-FM UC	93.9 24kw	11	6	7	10	11	14	54	Albimar	—	D&R
2.5	3.4	3.7	3.0	3.0	15	15	WTOP-AM News	1500 50kw	4	17	21	17	17	11	40	Evergreen Media	CBS	G/W
3.1	2.6	3.5	3.8	2.9	16	16	WWDC-FM Rock	101.1 22.5kw	6	5	8	11	15	19	43	Capitol Br./Maryland	—	BAN
2.2	2.0	2.5	2.2	2.5	17	17	WARW-FM CR	94.7 22.5kw	14	13	11	13	14	13	49	CBS	—	CBS
1.1	1.3	1.2	1.9	1.6	18	18	WWRC-AM Talk	980 5kw	20	—	—	25	24	17	60	Greater Media	WWO	MMR
2.2	2.0	1.3	1.5	1.5	19	19	WXTR-FM Gold	104.1 22kw	18	18	24	18	18	16	36	Liberty Br.	—	MCG
1.0	1.2	0.8	0.8	1.3	20	20	WTEM-AM Sports	570 5(1)kw	19	—	18	19	19	20	37	Colfax Com.	CBS	EAST
0.5	1.0	0.8	1.2	1.1	21	21	WFRE-FM Ctry	99.9 9kw	23	21	23	21	20	22	78	Jim Gibbons	—	—

\*Was WCXR-FM (CR) until October.

Continued on Page 36

The  
**Dr. Laura  
Schlessinger**  
Show



For information call  
(212) 581-3962

**DC's STIMULATING TALK RADIO**



Continued from Page 35

12+ POPULATION: 3,493,700 (Black: 26.7%, Hispanic 6.6%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
1.0	2.5	1.9	1.1	1.1	21	<b>WOL-AM</b> Talk	1450 1kw	27	22	29	27	25	18	88	Radio One	AURN	MCG
1.4	1.1	1.2	1.4	1.1	21	<b>WYCB-AM</b> Rel	1340 1kw	24	25	22	24	22	24	77	Howard Sanders	AURN	—
0.9	1.2	1.1	1.2	1.0	24	<b>WAVA-FM</b> Rel	105.1 50kw	22	23	26	22	21	21	52	Salem	WWO	SRR
1.6	0.8	1.1	1.0	1.0	24	<b>WWDC-AM</b> BBnd	1260 5kw	24	—	—	33	32	27	69	Capitol Br./Maryland	WWO	CHR

**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 WMZQ-A/F	1 WMZQ-A/F	N/T	15.8
2 WJFK-FM	2 WMZQ-A/F	2 WJFK-FM	2 WMZQ-A/F	2 WJFK-FM	2 WPGC-FM	AC	12.8
3 WHFS-FM	3 WRQX-FM	3 WMZQ-A/F	3 WRQX-FM	3 WPGC-FM	2 WRQX-FM	UC	11.1
3 WWDC-FM	4 WASH-FM	4 WRQX-FM	4 WASH-FM	4 WJZW-FM	4 WMMJ-FM	CHR	9.0
5 WMZQ-A/F	5 WHFS-FM	5 WHFS-FM	5 WMMJ-FM	5 WRQX-FM	5 WASH-FM	CTRY	7.4
5 WRQX-FM	6 WKYS-FM	5 WWDC-FM	6 WHUR-FM	6 WMAL-AM	6 WHUR-FM	GOLD/CR	7.4
7 WKYS-FM	7 WHUR-FM	7 WARW-FM	7 WGAY-FM	7 WARW-FM	7 WGAY-FM	ALT	3.7
8 WARW-FM	8 WMMJ-FM	7 WJZW-FM	8 WKYS-FM	8 WHFS-FM	8 WJZW-FM	CLAS	3.4
9 WASH-FM	9 WWDC-FM	9 WASH-FM	9 WJZW-FM	9 WMMJ-FM	9 WBIG-FM	NAC	3.3
10 WHUR-FM	10 WJFK-FM	10 WKYS-FM	10 WHFS-FM	10 WASH-FM	10 WKYS-FM	ROCK	2.9
						REL	2.1
						NOST	1.0

**More than Research—Answers**

**Harker Research**

(919) 954-8300



12+ POPULATION: 3,294,400 (Black: 17.5%; Hispanic: 21.5%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
5.4	5.4	5.5	5.7	6.3	1	KODA-FM AC	99.1 95kw	4	10	4	1	1	2	77	SFX	—	MMR
6.3	7.2	6.2	7.0	6.2	2	KILT-FM Ctry	100.3 100kw	3	4	10	5	2	1	71	Group W	WWO	G/W
5.7	4.8	5.3	5.3	5.5	3	KKBQ-AF Ctry	790/92.9 5kw/97kw	10	5	3	2	3	7	82	Gannett	—	MCG
4.9	4.2	4.4	5.7	5.5	3	KRBE-FM CHR	104.1 100kw	2	2	1	3	12	15	57	Susquehanna	—	EAST
4.6	5.3	4.4	5.1	5.3	5	KMJQ-FM UC	102.1 100kw	6	3	2	4	9	14	72	Noble	—	MCG
4.7	5.2	4.8	3.8	5.2	6	KBXX-FM CHR	97.9 100kw	5	1	6	8	13	12	65	Clear Channel	—	BAN
4.6	4.8	4.2	4.2	4.6	7	KTRH-AM News	740 50kw	1	17	16	14	10	4	47	Evergreen Media	CBS	CBS
4.7	5.5	4.7	4.2	4.1	8	KIKK-FM Ctry	95.7 95kw	8	7	9	11	8	8	58	Group W	—	G/W
3.2	3.8	3.7	4.3	4.0	9	KLOL-FM Rock	101.1 95kw	7	8	5	6	7	13	56	Evergreen Media	SOU	CHR
4.3	4.4	3.8	3.8	3.9	10	KPRC-AM NT	950 5kw	13	—	19	15	15	5	72	Sunbelt	WWO	KATZ
5.3	4.9	5.6	4.4	3.8	11	KQUE-FM Nost	102.9 100kw	16	—	30	22	17	6	95	Texas Coast	ABC	BAN
4.2	3.1	4.0	4.7	3.7	12	KLDE-FM Gold	94.5 95kw	11	14	18	9	4	3	58	Entercom	WWO	D&R
4.5	4.4	4.1	4.3	3.6	13	KHMX-FM Hot AC	96.5 97kw	9	12	7	7	5	11	54	Nationwide	—	D&R
3.9	3.8	3.1	3.3	3.1	14	KHYS-FM UAC	98.5 100kw	15	16	11	12	11	11	74	Clear Channel	CBS	MCG
1.9	2.8	3.9	3.1	3.1	14	KKRW-FM CR	93.7 100kw	12	18	12	10	6	9	56	CBS	CBS	CBS
3.2	2.6	2.3	2.6	2.6	16	KRQT-FM* Alt	107.5 98kw	14	10	8	13	14	19	49	Shamrock Br.	—	KATZ
2.0	1.3	1.8	1.4	1.9	17	KQQK-FM Span	106.5 100kw	17	13	17	16	16	17	63	Parr	—	CAB
1.0	1.1	1.5	1.9	1.8	18	KXTJ-FM Span	107.9 100kw	20	9	15	19	19	21	72	El Dorado Com.	—	—
1.8	2.2	2.0	1.8	1.7	19	KKZR-FM Rock	106.9 100kw	18	6	13	18	20	29	56	US Radio	ABC	D&R
1.4	2.2	3.0	1.9	1.7	19	KLTN-FM Span	93.3 100kw	21	15	14	17	21	23	79	Tichenor Media	—	KATZ
1.0	0.9	1.2	1.5	1.6	21	KLAT-AM Span	1010 5kw	22	20	20	20	18	16	80	Tichenor Media	—	KATZ

\*Was KZFX-FM (CR) until November

Continued on Page 38



+ KMJQ =

HOUSTON'S MAGIC 102

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Continued from Page 37

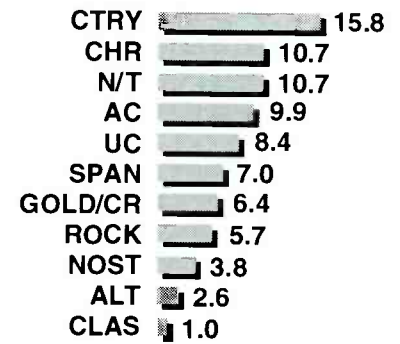
12+ POPULATION: 3,294,400 (Black: 17.5%; Hispanic: 21.5%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
1.5	1.3	1.4	1.4	1.2	22	KSEV-AM N/T	700 15(1)kw	19	24	24	21	22	18d	42	Sunbelt	WWO	KATZ
1.5	0.8	1.1	0.6	1.0	23	KCOH-AM FS	1430 5kw	24	22	21	23	22	21	81	KCOH, Inc.	AURN	RRS
.9	0.8	0.6	1.1	1.0	23	KRTK/KRTS Clas	97.1/92.1 100kw/33kw	23	—	28	25	24	20	62	KRTS, Inc.	—	—

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 KODA-FM	1 KLOL-FM	1 KODA-FM	1 KILT-FM	1 KODA-FM
2 KMJQ-FM	2 KRBE-FM	2 KMJQ-FM	2 KKBQ-A/F	2 KLOL-FM	2 KKBQ-A/F
3 KRBE-FM	3 KMJQ-FM	3 KRBE-FM	3 KRBE-FM	3 KKRW-FM	3 KILT-FM
4 KKBQ-A/F	4 KKBQ-A/F	4 KILT-FM	4 KILT-FM	4 KLDE-FM	4 KLDE-FM
5 KRQT-FM	5 KBXX-FM	5 KKBQ-A/F	5 KMJQ-FM	4 KTRH-AM	5 KHMX-FM
6 KBXX-FM	6 KHMX-FM	6 KKRW-FM	6 KHMX-FM	6 KODA-FM	6 KHYS-FM
7 KHMX-FM	7 KILT-FM	7 KRQT-FM	7 KLDE-FM	7 KKBQ-A/F	6 KIKK-FM
8 KKZR-FM	8 KHYS-FM	8 KBXX-FM	8 KBXX-FM	8 KMJQ-FM	8 KMJQ-FM
9 KIKK-FM	9 KIKK-FM	9 KODA-FM	9 KHYS-FM	9 KIKK-FM	9 KRBE-FM
10 KKRW-FM	10 KKRW-FM	9 KTRH-AM	10 KIKK-FM	9 KRQT-FM	10 KKRW-FM



More than Research—Answers

Harker Research  
(919) 954-8300

12+ POPULATION: 3,206,100 (Black: 5.7%; Hispanic: 5.1%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.9	8.3	8.0	7.7	8.0	1	<b>WBZ-AM</b> News	1030 50kw	1	19	15	10	6	1	63	Group W	ABC	G/W
5.7	4.7	5.8	4.5	7.5	2	<b>WRKO-AM</b> NT	680 50kw	6	10	14	12	8	2	96	Amer. Radio Sys.	WWO	EAST
6.5	6.8	6.5	7.2	6.0	3	<b>WXKS-FM</b> CHR	107.9 23.5kw	2	2	1	2	5	12	55	Pyramid	—	KATZ
5.3	4.7	5.8	5.9	5.5	4	<b>WJMN-FM</b> CHR	94.5 11.5kw	4	1	3	6	11	18	67	Pyramid	—	KATZ
4.7	5.3	5.0	4.7	5.4	5	<b>WBCN-FM*</b> Rock	104.1 19kw	3	5	2	1	1	9	64	Infinity	—	TOR
4.1	3.9	4.6	5.3	4.7	6	<b>WODS-FM</b> Gold	103.3 16kw	5	7	11	5	2	3	61	CBS	CBS	CBS
4.3	4.1	4.7	4.4	4.6	7	<b>WBMX-FM</b> Hot AC	98.5 9kw	9	8	6	4	4	4	64	Amer. Radio Sys.	WWO	EAST
6.6	4.5	5.3	4.9	4.2	8	<b>WMJX-FM</b> AC	106.7 24.5kw	7	4	8	7	7	6	56	Greater Media	—	MCG
4.4	4.7	4.3	4.6	4.2	8	<b>WZLX-FM</b> CR	100.7 20kw	8	6	4	3	3	10	58	Infinity	WWO	CHR
3.2	3.9	3.0	2.5	3.5	10	<b>WCRB-FM</b> Clas	102.5 15kw	11	—	19	16	15	7	62	Charles River	—	CMBS
4.1	3.7	3.5	2.9	3.4	11	<b>WSSH-FM</b> AC	99.5 32kw	12	13	13	15	12	5	63	Granum Com	TNET	—
3.9	4.1	4.1	2.8	3.3	12	<b>WEEI-AM**</b> Sports	850 50kw	10	12	12	13	10	8	57	Amer. Radio Sys.	ABC	EAST
1.3	2.1	2.5	2.4	2.9	13	<b>WAAF-FM</b> Rock	107.3 18.5kw	14	3	5	11	17	22	64	Zapis	WWO	D&R
3.7	3.9	3.8	2.8	2.8	14	<b>WBOS-FM</b> Prog	92.9 8.8kw	13	11	10	8	9	11	56	Granum Com.	—	MMR
2.1	2.2	2.3	2.4	2.5	15	<b>WFNX-FM</b> Alt	101.7 1.65kw	16	9	7	9	14	19	61	MCC Br.	—	TOR
1.7	1.5	1.8	2.3	2.5	15	<b>WXKS-AM</b> BBnd	1430 5(1)kw	19	—	33	28	26	17	94	Pyramid	WWO	KATZ
1.1	1.6	1.1	1.2	2.2	17	<b>WEGQ-FM***</b> Gold	93.7 50kw	15	14	9	14	13	16	49	Amer. Radio Sys.	—	CHR
2.6	1.7	1.5	1.9	1.8	18	<b>WBCS-FM</b> Ctry	96.9 12.5kw	17	17	17	18	18	13	58	Greater Media	—	MCG
2.1	2.2	2.5	2.3	1.6	19	<b>WCLB-FM</b> Ctry	105.7 8.5kw	18	—	18	17	16	14	54	Fairbanks Com.	—	BAN
1.7	2.1	1.4	1.5	1.2	20	<b>WILD-AM</b> UC	1090 5kw	25	19	20	19	19	15	115	Nash	AURN	RRS

\*Formerly Classic Rock. \*\*In mid-August **WHDH-AM\*** became **WEEI** (Sports), and **WEEI-AM** became Business News **WBNW**.

\*\*\*Was **WCGY-FM** (Rock) until October.

Continued on Page 40



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**NEW ENGLAND'S HIT MUSIC STATION**

For information call  
(212) 581-3962





Continued from Page 39

12+ POPULATION: 3,206,100 (Black: 5.7%; Hispanic: 5.1%)

**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
2 WZLX-FM	2 WJMN-FM	2 WZLX-FM	2 WBMX-FM	2 WZLX-FM	2 WXKS-FM
3 WAAF-FM	3 WMJX-FM	3 WEEI-AM	3 WMJX-FM	3 WEEI-AM	3 WODS-FM
4 WXKS-FM	4 WBMX-FM	4 WODS-FM	4 WJMN-FM	4 WODS-FM	4 WMJX-FM
5 WJMN-FM	5 WBCN-FM	5 WAAF-FM	5 WODS-FM	5 WBZ-AM	5 WBOS-FM
6 WFNX-FM	6 WBOS-FM	6 WXKS-FM	6 WBOS-FM	6 WRKO-AM	6 WBZ-AM
7 WEEI-AM	6 WZLX-FM	7 WFNX-FM	7 WBCN-FM	7 WXKS-FM	7 WRKO-AM
8 WBMX-FM	8 WEGQ-FM	8 WBZ-AM	8 WZLX-FM	8 WFNX-FM	8 WSSH-FM
8 WODS-FM	8 WFNX-FM	9 WJMN-FM	9 WEGQ-FM	9 WBOS-FM	9 WBCN-FM
10 WEGQ-FM	10 WODS-FM	10 WRKO-AM	10 WRKO-AM	10 WBMX-FM	10 WJMN-FM

N/T	18.8
AC	12.2
CHR	11.5
GOLD/CR	11.1
ROCK	8.3
CLAS	3.5
CRTY	3.4
PROG	2.8
ALT	2.5
NOST	2.5
UC	1.2

**More than Research—Answers**

**Harker Research**  
(919) 954-8300

# MIAMI-FT. LAUDERDALE-HOLLYWOOD

# #11

MIAMI-FT. LAUD.

12+ POPULATION: 2,843,000 (Black: 16.9%; Hispanic: 37.6%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.1	6.9	7.4	5.8	6.1	1	WEDR-FM UC	99.1 100kw	2	2	1	1	2	5	80	WEDR, Inc.	CBS	MCG
6.2	6.3	6.1	6.7	6.0	2	WLYF-FM AC	101.5 100kw	4	17	12	9	4	2	91	Jefferson-Pilot	—	BAN
2.0	1.8	2.5	2.0	5.6	3	WRMA-FM* Span	106.7 100kw	8	15	5	2	1	1	106	New Age	—	—
4.9	4.3	4.7	6.6	4.6	4	WAQI-FM Span	710 50kw	19	—	27	19	17	7	131	Viva America	—	CAB
4.5	3.8	4.8	3.7	4.6	4	WKIS-FM Ctry	99.9 100kw	10	10	10	10	3	3	93	Sunshine Wireless	WVO	D&R
5.3	5.9	4.9	4.5	4.5	6	WPOW-FM CHR	96.5 100kw	1	1	2	5	15	20	57	Beasley Br.	SOU	D&R
5.6	4.7	3.8	4.7	4.2	7	WHYI-FM CHR	100.7 100kw	6	3	6	4	6	12	65	Cox Enterprises	—	CHR
5.0	4.5	3.8	4.4	4.2	7	WHQT-FM UAC	105.1 100kw	3	4	3	3	7	14	58	Clear Channel	—	MCG
3.8	3.0	3.6	3.4	3.9	9	WIOD-AM NT	610 10kw	9	24	13	13	12	8	77	Cox Enterprises	WVO	CHR
4.9	5.0	5.6	4.9	3.8	10	WRTO-FM Span	98.3 100kw	16	12	14	15	13	6	97	Viva America	—	LOTUS
4.8	4.7	4.0	4.3	3.8	10	WXDJ-FM Span	95.7 100kw	13	5	8	8	9	10	83	New Age	—	—
2.6	3.0	2.9	3.0	3.6	12	WMXJ-FM Gold	102.7 100kw	7	9	16	11	5	4	63	Pyramid	—	BAN
1.6	1.6	2.8	2.2	3.5	13	WCMQ/WSKP Span	1210/107.9 25(25)kw/10kw	21	22	21	21	20	11	142	SBS	—	SBS
4.2	4.1	4.1	3.8	3.5	13	WFLC-FM AC	97.3 100kw	5	6	7	7	8	13	53	Cox Enterprises	—	CHR
2.6	3.1	2.7	2.9	3.3	15	WTMI-FM Clas	93.1 96kw	17	21	28	25	23	15	89	Marlin	—	CMBS
3.5	2.9	3.3	3.0	3.2	16	WSHE-FM Rock	103.5 100kw	11	8	4	6	11	21	66	TK	—	TOR
2.7	2.9	2.4	3.4	3.0	17	WLVE-FM NAC	93.9 100kw	15	11	15	12	10	9	72	Gilmore	—	KATZ
1.4	1.7	1.8	1.5	2.5	18	WBGG-FM** Gold	105.9 100kw	12	13	9	14	14	17	53	Clear Channel	—	MCG
2.8	2.8	2.5	2.1	1.9	19	WZTA-FM*** CR	94.9 100kw	14	16	11	16	16	23	43	Paxson Br.	—	KATZ
2.2	1.8	2.2	2.1	1.8	20	WINZ-AM News	940 50(25)kw	18	23	22	24	24	22	49	Paxson Br.	CBS	KATZ
1.4	1.7	2.0	2.0	1.8	20	WQBA-AM Span	1140 50(10)kw	22	18	31	28	25	19	78	Heftel Br.	—	KT-H

\*Was WTPX-FM (AC) until September. \*\*Was WAXY-FM until September. \*\*\*Switched to Rock in January. Continued on Page 42



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For information call  
(212) 581-3962

## SO. FLORIDA'S NEWS, TALK & ENTERTAINMENT STATION



Continued from Page 41

12+ POPULATION: 2,843,000 (Black: 16.9%; Hispanic: 37.6%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REF. FIRM
1.5	1.8	1.9	1.8	1.7	22	<b>WQAM-AM</b> <i>Sports</i>	560 5(1)kw	20	20	19	17	18	16	64	Sunshine Wireless	WWO	D&R
1.4	1.9	1.7	1.6	1.4	23	<b>WQBA-FM</b> <i>Span</i>	107.5 95kw	23	14	17	18	19	25	59	Heftel Br.	—	KT-H
0.9	0.7	0.6	0.6	1.2	24	<b>WAXY-AM****</b> <i>Misc</i>	790 25kw	25	—	—	36	34	29	75	Jefferson-Pilot	—	BAN
0.9	0.9	1.7	1.5	1.2	24	<b>WSUA-AM</b> <i>Span</i>	1260 5kw	30	—	25	22	21	18	113	Red Top Br.	—	—
1.2	0.7	1.0	1.0	1.0	26	<b>WAVS-AM</b> <i>Span</i>	1170 5(.25)kw	27	26	18	20	22	28	82	Radio Waves Inc.	—	—

\*\*\*\*Was WMRZ-AM until October.

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WSHE-FM	1 WHYI-FM	1 WSHE-FM	1 WEDR-FM	1 WIOD-AM	1 WRMA-FM	SPAN 26.7
2 WPOW-FM	2 WHQT-FM	2 WEDR-FM	2 WHQT-FM	2 WRMA-FM	2 WEDR-FM	UC 10.3
3 WEDR-FM	3 WEDR-FM	3 WIOD-AM	2 WRMA-FM	3 WEDR-FM	3 WLYF-FM	AC 9.5
4 WRMA-FM	4 WRMA-FM	4 WRMA-FM	4 WHYI-FM	3 WSHE-FM	4 WHQT-FM	CHR 8.7
5 WFLC-FM	5 WPOW-FM	5 WPOW-FM	5 WLYF-FM	5 WKIS-FM	5 WHYI-FM	GOLD/CR 8.0
6 WIOD-AM	6 WFLC-FM	6 WKIS-FM	6 WFLC-FM	6 WBGJ-FM	6 WMXJ-FM	N/T 7.4
7 WZTA-FM	7 WLYF-FM	7 WFLC-FM	7 WXDJ-FM	6 WMXJ-FM	7 WKIS-FM	CTRY 4.6
8 WBGJ-FM	8 WSHE-FM	8 WXDJ-FM	8 WMXJ-FM	8 WFLC-FM	8 WRTO-FM	CLAS 3.3
9 WHYI-FM	9 WXDJ-FM	9 WZTA-FM	8 WPOW-FM	8 WLVE-FM	9 WXDJ-FM	ROCK 3.2
10 WXDJ-FM	10 WRTO-FM	10 WHYI-FM	10 WRTO-FM	10 WPOW-FM	10 WFLC-FM	NAC 3.0
						MISC 1.2

## Perceptual Research That Is...

- ☑ **FAST**
- ☑ **LESS EXPENSIVE**
- ☑ **EASY TO USE**

# QuikStats ☑

(313) 662-5700



12+ POPULATION: 2,770,000 (Black: 24.9%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
13.5	12.9	11.1	12.1	11.2	1	1	WVEE-FM UC	103.3 100kw	2	1	1	1	1	5	106	Granum Com	ABC	MCG
8.9	9.2	10.5	9.2	9.9	2	2	WKHX-FM City	101.5 99kw	1	3	3	2	1	1	84	Cap Cities/ABC	—	KATZ
7.1	6.9	6.1	6.9	7.2	3	3	WPCH-FM AC	94.9 99kw	5	13	7	4	3	2	74	Jacor	CBS	EAST
6.2	6.4	6.3	6.7	6.5	4	4	WSB-FM AC	98.5 100kw	4	10	8	3	4	3	64	Cox Enterprises	—	CHR
5.6	6.2	5.9	5.8	6.4	5	5	WSB-AM Talk	750 50kw	3	11	11	12	6	4	61	Cox Enterprises	AP	CHR
4.0	4.3	5.6	5.7	4.9	6	6	WNNX-FM Alt	99.7 100kw	7	2	2	6	13	17	60	Susquehanna	—	MMR
7.2	5.7	5.2	5.6	4.9	6	6	WSTR-FM CHR	94.1 100kw	6	4	5	8	9	14	51	Jefferson-Pilot	—	CBS
5.0	4.8	4.6	4.7	4.6	8	8	WALR-FM UAC	104.7 100kw	11	7	9	9	7	7	62	Ring Radio	WWO	BAN
4.9	5.1	4.8	3.7	4.5	9	9	WYAY-FM City	106.7 99kw	12	5	10	10	10	10	70	Cap Cities/ABC	—	KATZ
3.5	3.5	3.3	4.5	4.2	10	10	WZGC-FM CR	92.9 99kw	9	8	6	7	8	13	55	Infinity	—	D&R
4.8	5.3	5.5	4.7	4.1	11	11	WKLS-FM Rock	96.1 99kw	10	9	4	5	12	16	55	Citicasters Inc.	SOU	KATZ
3.8	3.8	4.1	3.9	4.0	12	12	WFOX-FM Gold	97.1 97kw	8	6	13	11	5	6	52	Shamrock Br.	WWO	G/W
3.8	3.6	3.8	3.8	3.3	13	13	WGST-AM N/T	640 50(1)kw	13	—	15	14	14	12	65	Jacor	ABC	EAST
1.0	2.5	2.7	3.3	2.8	14	14	WJZF-FM NAC	104.1 60kw	14	14	12	13	.11	11	57	NewCity	—	CHR
2.4	2.7	2.3	1.9	2.5	15	15	WAOK-AM Rel	1380 5kw	16	12	16	16	16	9	82	Granum Com	—	MCG
0.9	1.8	1.8	2.3	2.5	15	15	WGST-FM N/T	105.7 50kw	15	—	14	15	15	12	74	Jacor	ABC	KATZ
0.9	1.1	1.0	1.2	1.4	17	17	WCNN-AM Sports	680 50(10)kw	17	—	17	17	17	15	63	Ring Radio	CNN	BAN

Continued on Page 45



ATLANTA'S GOOD TIMES AND GREAT OLDIES

For information call  
(212) 581-3962



12+ POPULATION: 2,696,500 (Black: N/A; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.0	6.0	6.1	6.4	7.1	1	KIRO-AM NT	710 50kw	1	13	18	13	3	1	58	Bonneville Int.	CBS	TOR
8.9	7.3	8.6	7.9	6.5	2	KMPS-AF City	1300/94.1 5kw/98kw	2	4	3	1	1	3	69	EZ	AP	EAST
5.4	4.6	6.4	6.8	5.5	3	KVI-AM Talk	570 5kw	10	—	12	11	5	4	87	Fisher	ABC	BAN
5.9	6.2	5.5	5.2	5.4	4	KUBE-FM CHR	93.3 100kw	4	1	4	9	18	19	58	New Century Media	—	MMR
4.3	4.2	3.8	3.2	5.2	5	KOMO-AM FS	1000 50kw	3	18	19	18	13	5	55	Fisher	ABC	BAN
6.6	6.7	6.6	5.2	5.1	6	KBSG-AF Gold	1210/97.3 10(1)kw/55kw	5	3	14	4	2	2	57	Viacom	—	TOR
3.9	4.3	3.9	3.6	5.1	6	KIXI-AM Nost	880 50(10)kw	15	20	23	22	22	11	99	Sandusky	WWO	CHR
3.6	3.6	4.1	5.2	5.0	8	KNDD-FM Alt	107.7 100kw	6	2	1	2	10	23	61	Viacom	—	TOR
4.1	3.9	4.7	5.3	3.9	9	KISW-FM Rock	99.9 100kw	13	10	2	3	9	20	71	Nationwide	—	MCG
2.0	2.5	3.1	4.1	3.8	10	KJR-FM Gold	95.7 100kw	9	16	5	5	6	9	60	New Century Media	—	MMR
2.6	4.4	4.1	4.0	3.8	10	KPLZ-FM Hot AC	101.5 100kw	7	6	7	7	8	12	49	Fisher	—	BAN
4.2	4.2	4.8	3.8	3.7	12	KRPM-FM City	106.1 58kw	12	7	10	14	14	8	62	Heritage Media	WWO	CHR
4.7	4.5	3.5	3.5	3.6	13	KLSY-FM AC	92.5 58kw	8	5	6	10	12	16	55	Sandusky	AP	CHR
2.9	3.0	2.9	3.0	3.5	14	KMTT-AF Prog	850/103.7 10(1)kw/58kw	16	17	11	6	4	6	71	Entercom	—	D&R
3.0	2.6	2.7	1.6	3.3	15	KYCW-FM* City	96.5 100kw	17	8	8	12	15	17	76	Alliance Br.	—	G/W
4.3	3.5	3.4	4.5	3.3	15	KZOK-FM CR	102.5 100kw	11	9	9	8	7	14	53	EZ	—	EAST
3.8	4.4	4.2	4.2	3.2	17	KING-FM Clas	98.1 58kw	14	12	21	20	19	10	59	Classic Radio	—	MMR
2.6	2.9	2.2	2.3	2.7	18	KEZX-FM NAC	98.9 100kw	20	15	17	15	11	7	87	Park	ABC	D&R
2.0	2.7	2.7	2.0	2.6	19	KRWM-FM AC	106.9 100kw	19	14	13	16	17	13	69	Brown Br.	—	CBS
1.6	2.6	2.2	2.0	2.2	20	KJR-AM Sports	950 5kw	18	—	15	17	16	15	53	New Century Media	WWO	CBS
1.4	1.3	1.4	1.7	1.5	21	KCMS-FM CC	105.3 115kw	21	11	16	19	20	21	55	Christa	UPI	RSS
0.8	0.9	0.9	0.7	1.1	22	KIRO-FM NT	100.7 100kw	22	19	22	21	21	18	50	Bonneville Int.	CBS	TOR

\*Was KXRX-FM (Rock) until early July.

Continued on Page 45



**Weekly Top 40**

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KUBE 93 fm

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

**TODAY'S HIT MUSIC**





Continued from Page 43

12+ POPULATION: 2,770,000 (Black: 24.9%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WVEE-FM	1 WVEE-FM	1 WVEE-FM	1 WVEE-FM	1 WVEE-FM	1 WKHX-FM	UC 15.8
2 WKLS-FM	2 WKHX-FM	2 WKLS-FM	2 WKHX-FM	2 WKHX-FM	2 WSB-FM	CTRY 14.4
3 WNNX-FM	3 WSTR-FM	3 WZGC-FM	3 WSB-FM	3 WSB-FM	3 WVEE-FM	AC 13.7
3 WZGC-FM	4 WNNX-FM	4 WKHX-FM	4 WPCH-FM	4 WPCH-FM	4 WPCH-FM	N/T 13.6
5 WKHX-FM	5 WPCH-FM	5 WNNX-FM	5 WSTR-FM	5 WZGC-FM	5 WALR-FM	GOLD/CR 8.0
5 WYAY-FM	6 WSB-FM	6 WPCH-FM	6 WALR-FM	6 WKLS-FM	6 WFOX-FM	ALT 4.9
7 WSTR-FM	7 WALR-FM	7 WSB-FM	7 WFOX-FM	7 WGST-FM	7 WSTR-FM	CHR 4.9
8 WALR-FM	8 WZGC-FM	8 WYAY-FM	8 WNNX-FM	8 WGST-FM	8 WYAY-FM	ROCK 4.1
9 WSB-FM	9 WKLS-FM	9 WSB-FM	9 WYAY-FM	9 WSB-FM	9 WAOK-FM	NAC 2.8
10 WPCH-FM	10 WYAY-FM	10 WGST-FM	10 WZGC-FM	10 WFOX-FM	10 WNNX-FM	REL 2.3

Continued from Page 44

12+ POPULATION: 2,696,500 (Black: N/A; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KISW-FM	1 KUBE-FM	1 KISW-FM	1 KMPS-A/F	1 KIRO-AM	1 KMPS-A/F	N/T 21.1
2 KNDD-FM	2 KPLZ-FM	2 KNDD-FM	2 KPLZ-FM	2 KVI-AM	2 KBSG-A/F	CTRY 13.5
3 KZOK-FM	3 KJR-FM	3 KZOK-FM	3 KUBE-FM	3 KZOK-FM	3 KPLZ-FM	GOLD/CR 12.2
4 KMPS-A/F	3 KMPS-A/F	4 KMPS-A/F	4 KBSG-A/F	4 KISW-FM	4 KLSY-FM	AC 10.0
5 KUBE-FM	5 KYCW-FM	5 KVI-AM	5 KLSY-FM	5 KMPS-A/F	5 KJR-FM	CHR 5.4
6 KLSY-FM	6 KNDD-FM	6 KMTT-A/F	6 KJR-FM	6 KBSG-A/F	6 KMTT-A/F	NOST 5.1
7 KJR-FM	7 KLSY-FM	7 KIRO-AM	7 KYCW-FM	6 KMTT-A/F	7 KRPM-FM	ALT 5.0
8 KVI-AM	8 KRPM-FM	8 KJR-FM	8 KMTT-A/F	8 KJR-FM	8 KUBE-FM	ROCK 3.9
9 KYCW-FM	9 KISW-FM	9 KBSG-A/F	8 KRPM-FM	9 KNDD-FM	9 KRWM-FM	PROG 3.5
10 KJR-FM	10 KRWM-FM	10 KJR-AM	8 KRWM-FM	10 KJR-AM	10 KOMO-AM	CLAS 3.2
						NAC 2.7
						REL 1.5

# RANTEL. RESEARCH THAT MOVES THE NEEDLE!







12+ POPULATION: 2,269,900 (Black: 7.2%; Hispanic: 7.0%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
5.1	6.5	6.6	5.3	5.8	1	WALK-A/F AC	1370/97.5 .5kw/39kw	3	6	5	1	1	1	84	American Media	—	D&R
4.3	4.4	4.1	4.3	5.7	2	WABC-AM Talk	770 50kw	9	—	20	13	11	3	96	Cap Cities/ABC	ABC	BAN
5.0	4.4	5.4	5.5	4.6	3	WHTZ-FM CHR	100.3 7.8kw	1	1	2	7	15	23	49	Shamrock Br.	—	CHR
3.8	4.2	3.9	3.7	4.3	4	WCBS-AM News	880 50kw	2	—	27	21	17	6	47	CBS	CBS	CBS
3.9	4.5	4.8	4.5	4.1	5	WCBS-FM Gold	101.1 6.8kw	6	19	15	8	3	2	67	CBS	CBS	CBS
3.9	3.5	3.8	4.0	3.9	6	WBLI-FM Hot AC	106.1 49kw	10	5	6	6	7	7	69	Beck-Ross	—	MCG
3.0	3.5	3.2	2.5	3.9	6	WOR-AM Talk	710 50kw	11	—	30	26	20	13	71	Buckley	ABC	MCG
4.8	4.3	3.9	4.1	3.9	6	WXRK-FM CR	92.3 7.6kw	5	15	4	2	2	11	61	Infinity	ABC	TOR
3.7	3.5	4.1	3.4	3.7	9	WFAN-AM Sports	660 50kw	4	11	14	9	8	4	58	Infinity	WWO	EAST
3.9	3.7	3.0	3.0	3.7	9	WKJY-FM AC	98.3 3kw	16	14	9	5	6	5	94	Barnstable	—	KATZ
3.4	3.4	3.1	5.4	3.7	9	WPLJ-FM Hot AC	95.5 6.7kw	7	8	3	4	5	16	60	Cap Cities/ABC	ABC	KATZ
5.1	4.1	3.5	3.8	3.6	12	WBAB/WHFM Rock	102.3/95.3 3kw	12	22	1	3	4	17	66	Liberty Br.	WWO	MMR
4.0	2.9	3.2	3.9	3.2	13	WHLI-AM AC	1100 10kw	30	—	—	33	31	14	168	Barnstable	—	KATZ
2.9	3.1	2.1	3.0	2.7	14	WYNY-FM Ctry	103.5 6.7kw	18	21	19	17	13	12	72	Br. Partners	WWO	D&R
1.4	1.6	2.6	2.4	2.6	15	WBZO-FM Gold	103.1 3kw	21	—	—	11	10	8	69	Shore Media, Inc.	—	—
2.6	3.2	2.7	2.5	2.6	15	WLTW-FM AC	106.7 6kw	14	24	21	19	16	10	60	Viacom	—	KATZ
1.8	2.1	2.5	3.0	2.5	17	WQCD-FM NAC	101.9 6.2kw	19	—	24	12	9	9	68	Tribune	—	CHR
1.9	2.8	2.5	2.4	2.3	18	WINS-AM News	1010 30(50)kw	8	—	28	25	22	15	38	Group W	CNN	G/W
2.6	2.8	2.6	2.3	2.3	18	WQHT-FM CHR	97.1 6.7kw	13	2	11	20	26	33	49	Emmis	—	MMR
1.4	2.2	2.7	1.9	2.2	20	WMXV-FM Hot AC	105.1 7.8kw	17	12	12	15	14	20	57	Bonneville Int.	—	MCG
1.5	1.5	1.7	2.4	2.2	20	WQXR-FM Clas	96.3 7.8kw	25	—	31	28	23	19	78	New York Times	WWO	MMR
2.2	2.1	1.6	1.9	2.0	22	WNEW-FM Rock	102.7 7.8kw	15	13	13	10	12	18	47	Group W	WWO	G/W

Continued on Page 47


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**LONG ISLAND'S BEST MUSIC**

For information call  
(212) 581-3962



Continued from Page 46

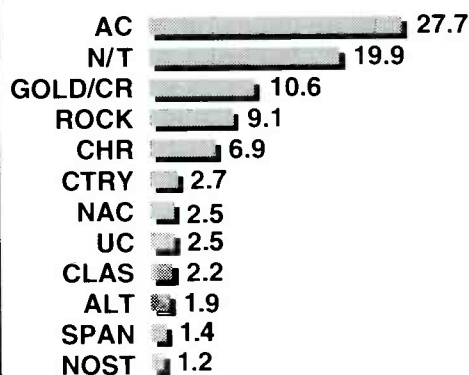
12+ POPULATION: 2,269,900 (Black: 7.2%; Hispanic: 7.0%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
2.1	1.7	2.3	1.9	1.9	23	WDRE-FM Alt	92.7 1kw	20	9	7	14	19	27	55	Jarad	—	ROS
1.2	2.1	1.9	2.1	1.8	24	WAXQ-FM Rock	104.3 7.8kw	22	3	8	18	25	31	56	GAF	WWO	MMR
3.4	2.5	2.3	1.8	1.7	24	WMJC/WRCN Rock	94.3/103.9 3kw/1.5kw	26	20	10	16	18	28	67	Greater Media	—	MMR
2.7	1.4	1.5	1.8	1.6	26	WPAT-FM AC	93.1 5.4kw	24	16	32	29	29	21	56	Park	—	MMR
0.7	0.9	0.9	0.8	1.4	27	WSKQ-FM Span	97.9 7.8kw	31	23	23	24	21	22	96	SBS	—	SBS
2.5	1.3	1.7	1.7	1.3	28	WRKS-FM UC	98.7 7.8kw	23	4	16	23	27	29	42	Emmis	SOU	D&R
1.7	1.2	1.2	1.9	1.2	29	WBLS-FM UC	107.5 5.4kw	27	10	17	22	24	24	48	Inner City	ABC	MCG
1.1	0.8	0.9	1.2	1.2	29	WQEW-AM Nost	1560 50kw	29	—	—	34	33	21	60	New York Times	—	MMR
1.1	1.0	0.8	0.8	1.0	31	WEZN-FM AC	99.9 27.5kw	28	18	22	27	28	26	43	New City	—	KATZ

**DEMOGRAPHIC RANKINGS**

**FORMAT REACH**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WBAB/WHFM	1 WPLJ-FM	1 WXRK-FM	1 WALK-A/F	1 WXRK-FM	1 WALK-A/F
2 WXRK-FM	2 WHTZ-FM	2 WBAB/WHFM	2 WKJY-FM	2 WBAB/WHFM	2 WBLI-FM
3 WHTZ-FM	3 WALK-A/F	3 WCBS-FM	3 WBLI-FM	3 WCBS-FM	3 WKJY-FM
4 WMJC/WRCN	4 WBLI-FM	4 WFAN-AM	4 WPLJ-FM	3 WFAN-AM	4 WPLJ-FM
5 WPLJ-FM	5 WKJY-FM	5 WPLJ-FM	5 WHTZ-FM	5 WABC-AM	5 WCBS-FM
6 WAXQ-FM	6 WQHT-FM	6 WALK-A/F	6 WMXV-FM	6 WALK-A/F	5 WMXV-FM
7 WDRE-FM	7 WMXV-FM	7 WABC-AM	7 WBZO-FM	7 WPLJ-FM	7 WHTZ-FM
8 WALK-A/F	8 WBAB/WHFM	8 WHTZ-FM	7 WQCD-FM	8 WNEW-FM	8 WQCD-FM
8 WFAN-AM	9 WDRE-FM	8 WNEW-FM	9 WCBS-FM	9 WQCD-FM	9 WBZO-FM
10 WBLI-FM	10 WEZN-FM	10 WMJC/WRCN	9 WXRK-FM	10 WBZO-FM	10 WLTW-FM



**RANTEL. RESEARCH THAT MOVES THE NEEDLE!**



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





12+ POPULATION: 2,212,500 (Black: N/A; Hispanic: 20.8%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
6.5	7.9	7.2	7.1	6.2	1	1	KSON-A/F Ctry	1240/97.3 1kw/50kw	3	6	6	1	1	2	71	Jefferson-Pilot	—	BAN
4.6	5.8	5.6	4.9	5.5	2	2	XHTZ-FM CHR	90.3 100kw	5	1	1	3	11	25	70	Califormula	—	EAST
7.1	5.2	5.5	5.0	5.2	3	3	KSDO-AM NT	1130 10kw	8	—	22	16	8	1	75	Gannett	ABC	G/W
6.4	6.8	6.0	4.3	4.7	4	4	KKLQ-FM CHR	106.5 50kw	2	3	2	2	5	11	53	Par	—	TOR
4.6	5.0	3.8	4.5	4.5	5	5	KYXY-FM AC	96.5 41kw	1	4	9	5	2	4	49	Parker	—	D&R
3.8	4.0	3.3	3.7	4.0	6	6	KBZS-FM* Gold	94.9 22kw	9	9	16	6	3	3	59	Anaheim Br.	—	BAN
4.5	5.4	4.6	3.3	4.0	6	6	KJQY-FM AC	103.7 36kw	12	20	11	10	6	5	65	SFX	—	MMR
4.4	4.3	3.3	4.0	3.8	8	8	KGB-FM CR	101.5 50kw	6	11	3	4	4	12	49	Brown	—	CBS
2.3	2.4	1.9	2.4	3.8	8	8	XTRA-AM Sports	690 50kw	7	12	10	8	9	7	53	Noble	ABC	MMR
4.4	3.5	3.8	4.4	3.6	10	10	XTRA-FM Alt	91.1 100kw	4	2	4	7	14	23	45	Noble	—	MMR
3.7	3.5	3.2	2.6	3.3	11	11	KFSD-FM Clas	94.1 100kw	18	—	25	22	21	9	68	Lotus	—	D&R
2.0	2.4	2.2	2.7	3.1	12	12	KCBQ-FM CR	105.3 29kw	17	10	8	9	10	14	61	Compass Radio	—	D&R
4.0	3.0	3.3	3.7	3.1	12	12	KIFM-FM NAC	98.1 28kw	14	—	13	13	7	8	58	KIFM Br. LP	—	CBS
2.9	3.2	3.2	4.1	3.1	12	12	KIOZ-FM Rock	102.1 9.5kw	15	5	5	12	15	29	57	Par	—	TOR
3.6	2.9	3.8	3.5	3.0	15	15	KFMB-AM FS	760 5(50)kw	13	—	27	19	16	6	52	Midwest TV	—	MCG
2.8	2.9	3.0	3.1	3.0	15	15	XHRM-FM Alt	92.5 100kw	10	8	7	11	13	18	44	Radio Moderna	ABC	BAN
2.9	2.7	3.3	3.0	2.7	17	17	KFI-AM Talk	640 50kw	19	—	20	18	18	10	68	Cox Enterprises	WWO	CHR
2.3	1.7	1.9	1.8	2.7	17	17	KFMB-FM Hot AC	100.7 30kw	11	7	12	14	17	15	43	Midwest TV	—	D&R
3.2	3.1	3.1	3.0	2.7	17	17	KPOP-AM Nost	1360 5(1)kw	20	—	29	34	34	19	84	Brown	WWO	CBS
2.3	2.0	2.5	2.2	2.4	20	20	KCLX-FM** Gold	102.9 32kw	16	21	14	15	12	13	45	Gannett	ABC	G/W
0.9	0.9	2.4	2.6	1.9	21	21	XHKY-FM Span	99.3 25kw	26	14	15	17	20	22	100	Califormula	—	KT-H

\*Now KBZT-FM, operates under an LMA with Jefferson-Pilot. \*\*Was Classic Rock until late September. Continued on Page 49

FLASHBACK!  
FLASHBACK!  
FLASHBACK!

+ 101 KGB FM. =

San Diego's Classic Rock Station

For information call  
(212) 581-3962





12+ POPULATION: 2,212,500 (Black: N/A; Hispanic: 20.8%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
1.6	1.0	0.8	1.2	1.5	22	<b>XLTN-FM</b> <i>Span</i>	104.5 60kw	27	16	18	20	19	16	86	Califormula	—	KT-H
0.4	0.7	0.6	1.2	1.4	23	<b>KOGO-AM</b> <i>Talk</i>	600 5kw	23	—	28	25	23	17	54	Par	CNN	TOR
0.8	0.8	0.7	1.0	1.4	23	<b>KSPA-AM</b> <i>Nost</i>	1450 1kw	28	—	—	35	35	27	83	Astor	UPI	—
0.7	1.0	1.4	1.0	1.3	25	<b>KOWF-FM</b> <i>Ctry</i>	92.1 3kw	22	13	21	23	24	24	51	Astor	—	—
1.2	1.4	1.3	1.4	1.1	26	<b>KNX-AM</b> <i>News</i>	1070 50kw	21	—	32	28	28	21	43	CBS	CBS	CBS
1.0	0.6	1.1	1.4	1.0	27	<b>KCEO-AM</b> <i>N/T</i>	1000 2.5kw	24	—	31	26	27	26	47	Tri-Cities	WWO	—
0.7	0.6	0.9	0.9	1.0	27	<b>KURS-AM</b> <i>Span</i>	1040 .35kw	31	22	17	21	22	30	89	Quetzal Bilingual	—	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 XHTZ-FM	1 KSON-A/F	1 XTRA-AM	1 KSON-A/F	1 KGB-FM	1 KYKY-FM	N/T	18.2
2 KGB-FM	2 KKLQ-FM	2 KGB-FM	2 KYXY-FM	2 XTRA-AM	2 KSON-A/F	GOLD/CR	13.3
3 KIOZ-FM	3 XHTZ-FM	3 XHTZ-FM	3 KKLQ-FM	3 KSON-A/F	3 KJQY-FM	AC	11.2
4 KKLQ-FM	4 KYXY-FM	4 KKLQ-FM	4 KBZS-FM	4 KSDO-AM	4 KKLQ-FM	CHR	10.2
5 XTRA-AM	4 XTRA-FM	5 KIOZ-FM	5 KJQY-FM	5 KIFM-FM	5 KBZS-FM	CTRY	7.5
5 XTRA-FM	6 XHRM-FM	6 XTRA-FM	6 XHTZ-FM	6 KBZS-FM	6 KIFM-FM	ALT	6.6
7 KCBQ-FM	7 KCBQ-FM	7 KSON-A/F	7 KCBQ-FM	7 KIOZ-FM	7 KCBQ-FM	SPAN	4.4
8 XHRM-FM	8 KJQY-FM	8 KBCQ-FM	8 XHRM-FM	8 KKLQ-FM	8 KFMB-FM	NOST	4.1
9 KSON-A/F	9 KFMB-FM	9 XHRM-FM	9 KFMB-FM	9 KCLX-FM	8 XHTZ-FM	CLAS	3.3
10 KIFM-FM	10 KCLX-FM	10 KIFM-FM	10 XTRA-FM	9 XTRA-FM	10 XLTN-FM	NAC	3.1
						ROCK	3.1

**RANTEL. RESEARCH THAT MOVES THE NEEDLE!**



12+ POPULATION: 2,146,200 (Black: N/A; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
9.7	12.2	10.5	13.1	12.2	1	KQRS-AF Rock	1440/92.5 5.5kw/100kw	2	4	1	1	1	4	78	Cap Cities/ABC	ABC	KATZ
13.4	12.7	12.9	12.6	11.1	2	WCCO-AM FS	830 50kw	1	10	12	11	5	1	67	CBS	CBS	CBS
6.9	7.2	6.8	6.2	6.4	3	KDWB-FM CHR	101.3 100kw	3	1	3	5	10	11	56	Midcontinent Br.	—	BAN
7.2	7.1	6.4	5.7	6.4	3	WLTE-FM AC	102.9 100kw	6	8	10	6	3	2	62	CBS	—	CBS
6.8	6.9	7.7	5.5	6.1	5	KSTP-FM AC	94.5 100kw	4	6	4	2	4	7	56	Hubbard	—	MCG
3.6	4.2	5.3	6.5	5.9	6	KEGE-AF Alt	980/93.7 5kw/100kw	5	2	2	3	11	13	55	Entercom	ABC	KATZ
6.2	4.5	5.2	5.4	5.7	7	KOQL-FM Gold	107.9 97kw	7	7	11	4	2	3	59	Colfax Com.	—	D&R
6.7	5.8	5.5	5.0	5.6	8	KEEY-FM Ctry	102.1 100kw	8	5	6	7	6	5	59	Shamrock	—	CHR
5.4	4.7	5.1	4.6	5.4	9	KSTP-AM Talk	1500 50kw	10	11	9	10	7	6	77	Hubbard	ABC	MCG
4.3	5.4	4.1	4.6	4.8	10	WBOB-FM Ctry	100.3 100kw	9	3	5	8	9	9	62	Colfax Com.	—	D&R
4.3	4.2	4.1	3.9	4.0	11	KTCJ/KTCZ Prog	690/97.1 .5kw/100kw	11	—	7	9	8	8	71	American Media	—	MMR
1.8	1.7	3.3	3.5	2.5	12	KJJO-FM Ctry	104.1 100kw	13	—	14	13	13	10	58	Park	ABC	MMR
2.3	1.6	1.5	1.7	2.4	13	KFAN-AM Sports	1130 50(25)kw	12	9	8	12	12	12	51	Shamrock	WWO	CHR
1.9	1.9	1.9	2.3	1.7	14	KLBB/WLOL Nost	1400/1470 1kw/5kw	14	—	17	17	17	15	68	Cargill Com.	WWO	—
0.0	0.0	0.6	1.2	1.0	15	KREV/WREV Alt	105.1/105.3 2.6kw/25kw	15	13	13	14	15	17	56	Cargill Com.	—	—

Continued on Page 52





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For information call  
(212) 581-3962

# TODAY'S BEST MUSIC



12+ POPULATION: 2,098,500 (Black: 16.2%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
13.0	16.5	14.7	14.9	14.9	1	<b>KMOX-AM</b> Talk	1120 50kw	1	12	10	3	1	1	86	CBS	CBS	CBS
7.8	6.5	6.7	7.9	7.9	2	<b>KSHE-FM</b> Rock	94.7 100kw	4	3	1	1	2	8	84	Emmis	—	D&R
6.9	7.4	7.6	7.8	7.7	3	<b>KMJM-FM</b> UC	107.7 10kw	9	1	2	2	5	7	115	Noble	—	MCG
11.0	8.7	8.8	9.1	7.2	4	<b>WIL-FM</b> Ctry	92.3 100kw	2	6	6	6	4	2	72	Heritage Media	ABC	EAST
6.8	7.0	6.9	6.5	6.5	5	<b>KEZK-FM</b> AC	102.5 100kw	3	7	8	7	3	3	69	Compass Radio	WWO	D&R
5.1	6.4	5.3	5.2	4.9	6	<b>KYKY-FM</b> Hot AC	98.1 90kw	5	4	5	4	6	5	59	EZ Com.	—	KATZ
2.3	1.1	3.7	5.6	4.5	7	<b>KIHT-FM</b> Gold	96.3 100kw	7	10	3	5	7	9	59	Heritage Media	—	EAST
4.6	4.4	4.6	3.4	3.7	8	<b>WKBQ-A/F</b> CHR	1380/104.1 5(1)kw/39kw	6	2	7	11	14	19	47	Zimmer Br.	—	MMR
3.5	2.9	3.6	3.2	3.4	9	<b>KLOU-FM</b> Gold	103.3 100kw	10	9	14	8	8	4	51	CBS	CBS	CBS
2.4	2.8	2.2	1.9	3.1	10	<b>KFUO-FM</b> Clas	99.1 100kw	13	17	20	16	13	6	72	LC/MOS	WWO	CMBS
2.3	2.1	2.9	2.5	2.9	11	<b>KPNT-FM</b> Alt	105.7 100kw	12	5	4	10	15	25	59	River Cities	—	TOR
3.0	3.3	4.3	3.6	2.9	11	<b>WKKX-FM</b> Ctry	106.5 90kw	11	8	11	12	10	11	58	Zimmer Br.	—	BAN
4.7	4.3	4.3	3.6	2.8	13	<b>KSD-FM</b> CR	93.7 100kw	8	13	9	9	9	12	40	EZ Com.	—	KATZ
2.7	2.5	2.7	3.2	2.6	14	<b>WRTH-AM</b> Nost	1430 5kw	14	—	22	23	22	14	77	Heritage Media	ABC	EAST
1.4	1.9	1.0	1.0	2.2	15	<b>WEW-AM</b> Nost	770 1kw	21	—	24	24	23	15	124	WEW Radio	CNN	ROS
0.7	0.9	1.2	1.4	2.1	16	<b>KNJZ-FM</b> NAC	100.3 50kw	19	11	19	15	12	10	78	Noble	—	MCG
2.1	1.8	2.0	2.1	2.0	17	<b>KXOK-FM</b> UAC	97.1 100kw	16	15	13	14	16	13	67	Crawford	WWO	K&P
1.4	1.8	1.9	1.3	1.9	18	<b>WVRV-FM*</b> Prog	101.1 44kw	15	—	12	13	11	18	62	River Cities	—	TOR
1.7	1.7	1.5	1.3	1.6	19	<b>WIBV-AM</b> Talk	1260 5kw	17	—	23	20	20	17	55	Belleville Br.	WWO	—
2.2	1.4	1.2	1.5	1.4	20	<b>KATZ-AM</b> UAC	1600 5kw	23	—	18	19	17	16	83	Noble	SMN	MCG
0.6	0.5	0.5	1.1	1.0	21	<b>KFNS-AM</b> Sports	590 1kw	20	—	16	18	19	22	47	Compass Radio	—	D&R
1.2	1.0	1.2	1.3	1.0	21	<b>WCBW-FM</b> Rel	104.9 7.8kw	22	—	15	17	18	23	56	Universal	—	—

\*Formerly WFXB-FM

Continued on Page 52

**FLASHBACK!**  
**FLASHBACK!**  
**FLASHBACK!**

**ROCK SLIDES**

**93.7 KSD**  
Classic Rock

**+** **=**

NEW!  
NOW IN  
JUMBO  
SIZE

For information call  
(212) 581-3962

**ST. LOUIS' ONLY CLASSIC ROCK STATION**





# #16

## MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL

Continued from Page 50

12+ POPULATION: 2,146,200 (Black: N/A; Hispanic: N/A)

### DEMOGRAPHIC RANKINGS

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KQRS-A/F	1 KQRS-A/F	1 KQRS-A/F	1 KQRS-A/F	1 KQRS-A/F	1 WLTE-FM
2 KEGE-A/F	2 KDWB-FM	2 KEGE-A/F	2 KSTP-FM	2 KQQL-FM	2 KSTP-FM
3 KSTP-FM	3 KSTP-FM	3 KTCJ/KTCZ	3 KDWB-FM	3 KSTP-FM	3 KQRS-A/F
3 WBOB-FM	4 KEGE-A/F	4 KSTP-AM	4 WLTE-FM	4 KTCJ/KTCZ	4 KEEY-FM
5 KFAN-AM	5 KEEY-FM	5 KQQL-FM	5 KEEY-FM	5 WCCO-AM	5 KQQL-FM
6 KSTP-AM	5 WBOB-FM	6 KSTP-FM	6 KQQL-FM	6 KSTP-FM	6 WCCO-AM
7 KDWB-FM	7 WLTE-FM	7 KFAN-AM	7 WBOB-FM	7 KFAN-AM	7 KDWB-FM
8 KTCJ/KTCZ	8 KTCJ/KTCZ	8 WBOB-FM	8 KEGE-A/F	8 WLTE-FM	8 WBOB-FM
9 KEEY-FM	9 KQQL-FM	9 WCCO-AM	9 WCCO-AM	9 KEGE-A/F	9 KTCJ/KTCZ
10 WCCO-AM	10 WCCO-AM	10 KEEY-FM	10 KTCJ/KTCZ	10 KEEY-FM	10 KSTP-AM

N/T	18.9
CTRY	12.9
AC	12.5
ROCK	12.2
ALT	6.9
CHR	6.4
GOLD/CR	5.7
PROG	4.0
NOST	1.7

# #17

## ST. LOUIS

ST. LOUIS

Continued from Page 51

12+ POPULATION: 2,098,500 (Black: 16.2%; Hispanic: N/A)

### DEMOGRAPHIC RANKINGS

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KSHE-FM	1 KMJM-FM	1 KSHE-FM	1 KMJM-FM	1 KMOX-AM	1 KEZK-FM
2 KMJM-FM	2 KSHE-FM	2 KMOX-AM	2 KYKY-FM	2 KSHE-FM	2 KYKY-FM
3 KPNT-FM	3 KYKY-FM	3 KIHT-FM	3 KEZK-FM	3 WIL-FM	3 KMJM-FM
4 KIHT-FM	4 KIHT-FM	3 WIL-FM	4 KSHE-FM	4 KIHT-FM	4 KMOX-AM
5 KSD-FM	5 WKBQ-A/F	5 KMJM-FM	5 KIHT-FM	5 KSD-FM	5 WIL-FM
5 WIL-FM	6 KEZK-FM	6 KSD-FM	6 WIL-FM	6 KEZK-FM	6 KSHE-FM
7 KMOX-AM	7 WKKX-FM	7 KPNT-FM	7 KMOX-AM	7 KMJM-FM	7 KIHT-FM
8 KEZK-FM	8 KPNT-FM	8 KEZK-FM	8 WKBQ-A/F	8 KLOU-FM	8 KLOU-FM
9 WKBQ-A/F	9 WIL-FM	9 KLOU-FM	9 WKKK-FM	9 KYKY-FM	9 WKKX-FM
10 WVRV-FM	10 KXOK-FM	10 KYKY-FM	10 KLOU-FM	10 WVRV-FM	10 KXOK-FM

N/T	17.5
AC	11.4
UC	11.1
GOLD/CR	10.7
CTRY	10.1
ROCK	7.9
NOST	4.8
CHR	3.7
CLAS	3.1
ALT	2.9
NAC	2.1
PROG	1.9
REL	1.0

## Perceptual Research That Is...

- FAST**
- LESS EXPENSIVE**
- EASY TO USE**

# QuikStats

(313) 662-5700

12+ POPULATION: 2,049,400 (Black: 25.1%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.9	7.7	7.5	8.3	10.9	1	WPOC-FM Ctry	93.1 16kw	1	7	1	1	1	1	109	Nationwide	ABC	MCG
8.6	8.5	8.8	8.0	7.4	2	WBAL-AM N/T	1090 50kw	2	14	15	9	5	3	78	Hearst	CBS	D&R
5.7	6.4	5.9	5.3	6.3	3	WQSR-FM Gold	105.7 50kw	3	8	9	3	2	2	77	Amer. Radio Sys.	—	CHR
4.5	5.4	6.0	4.8	6.0	4	WERQ-FM CHR	92.3 37kw	5	1	3	5	7	11	83	Radio One	AP	MMR
4.8	6.7	5.3	6.2	5.7	5	WWMX-FM AC	106.5 7.4kw	4	5	5	2	3	5	74	Capitol Br. Co.	—	KATZ
5.8	6.1	6.7	4.8	5.6	6	WXYV-FM UC	102.7 50kw	6	2	2	4	4	8	81	Summit	—	MCG
4.2	6.9	5.2	4.4	5.4	7	WLIF-FM AC	101.9 13.5kw	7	13	8	11	6	4	78	Infinity	—	EAST
3.2	3.3	3.9	4.3	3.8	8	WHFS-FM Alt	99.1 50kw	9	3	4	6	11	17	64	Liberty Br.	AP	BAN
5.5	5.2	4.4	6.2	3.7	9	WIYY-FM Rock	97.9 13.5kw	8	4	6	7	10	12	55	Hearst	ABC	D&R
3.0	3.5	3.6	3.8	3.7	9	WOCT-FM* Gold	104.3 10kw	10	17	7	8	8	7	66	Capitol Br. Co.	—	KATZ
3.7	3.6	2.9	3.5	3.3	11	WWIN-FM UAC	95.9 3kw	11	9	13	10	9	6	81	Radio One	WWO	TOR
4.4	3.0	3.1	2.9	3.0	12	WCBM-AM N/T	680 10(5)kw	14	—	20	17	14	10	85	Mangione	ABC	KATZ
2.5	2.2	3.0	2.7	2.7	13	WCAO-AM Rel	600 5kw	20	18	16	13	12	9	125	Summit	WWO	MCG
1.0	1.5	2.0	1.9	2.1	14	WJFK-AM FS	1300 5kw	15	15	10	12	13	13	69	Infinity	ABC	TOR
1.7	1.8	2.2	2.0	1.8	15	WPGC-FM CHR	95.5 50kw	13	6	12	14	15	21	48	Infinity	—	BAN
0.9	1.0	0.9	1.1	1.6	16	WHUR-FM UAC	96.3 24kw	17	—	11	15	17	19	66	Howard Univ.	—	D&R
2.6	2.7	1.9	2.0	1.4	17	WGRX-FM** CR	100.7 16kw	12	11	17	16	18	18	34	Shamrock Com.	ABC	MMR
1.5	1.3	1.5	2.1	1.3	18	WRBS-FM Rel	95.1 50kw	21	—	28	23	22	14	69	Peter & John	—	—
1.3	1.4	1.0	1.4	1.3	18	WROX-FM Hot AC	107.3 36kw	18	10	18	18	16	20	57	Cap Cities/ABC	ABC	KATZ
1.1	0.6	1.1	1.0	1.2	20	WWIN-AM Rel	1400 1kw	22	16	21	20	19	15	85	Radio One	—	TOR
1.1	1.3	1.3	1.4	1.0	21	WWDC-FM Rock	101.1 22.5kw	16	12	14	19	20	35	38	Capitol Br/MD	—	CHR

\*Was WSSF-FM (AC) until mid-October. \*\*Switched to Rock format in December.

Continued on Page 55



FLASHBACK  
POP QUIZ  
ROCK QUIZ  
DUAL JUMBO SIZE

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For information call  
(212) 581-3962



RADIO TODAY  
ENTERTAINMENT

BALTIMORE'S BEST ROCK

12+ POPULATION: 2,031,400 (Black: 7.2%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CLUE RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REF FIRM
12.9	14.4	15.4	13.8	13.1	1	KDKA-AM NT	1020 50kw	1	10	11	8	4	1	86	Group W	WVO	G/W
9.2	8.9	10.7	11.7	11.0	2	WDVE-FM Rock	102.5 55kw	2	3	1	1	1	4	95	Secret Com	SOU	CHR
5.9	7.7	6.8	6.9	6.6	3	WBZZ-FM CHR	93.7 41kw	3	1	2	2	6	10	61	EZ	—	BAN
5.3	4.7	5.7	4.1	6.5	4	WDSY-FM Ctry	107.9 50kw	6	5	6	7	3	3	86	Entercom	WVO	EAST
8.0	5.7	6.6	6.2	5.8	5	WWSW-A/F Gold	970/94.5 5kw/50kw	4	7	12	3	2	2	61	Shamrock Br.	ABC	MCG
4.1	5.0	4.4	4.8	5.2	6	WAMO-FM UC	105.9 72kw	13	2	3	6	8	11	106	Sheridan	AURN	D&R
5.4	4.6	3.3	4.4	4.5	7	WTAE-AM Talk	1250 5kw	7	—	15	14	12	5	62	Hearst	ABC	KATZ
4.2	4.5	3.7	4.2	4.4	8	WJAS-AM Nost	1320 5kw	12	—	27	23	16	13	88	Renda	CNN	EAST
4.4	4.9	4.6	5.6	4.3	9	WVTY-FM AC	96.1 50kw	5	6	4	4	7	8	53	Hearst	—	KATZ
2.7	3.1	3.5	3.9	4.2	10	WRRK-FM CR	96.9 45kw	9	9	5	5	5	9	64	Benns Stations	—	MMR
5.6	5.5	4.9	5.2	4.0	11	WSHH-FM AC	99.7 10.5kw	8	14	13	12	11	6	59	Renda	UPI	TOR
5.7	3.9	3.7	3.8	3.3	12	WLTJ-FM AC	92.9 47kw	10	15	10	10	9	7	56	WLTJ Inc.	—	K&P
2.5	1.9	1.8	2.4	2.9	13	WZPT-FM* Gold	100.7 17kw	11	8	7	9	10	12	52	EZ	ABC	MMR
2.8	2.4	2.8	2.3	2.5	14	WXRFB-FM Ctry	104.7 50kw	14	11	8	11	13	14	62	Entercom	—	EAST
1.0	1.5	1.7	2.2	1.5	15	WWKS-FM Rock	106.7 47kw	16	4	9	13	14	19	57	Balt. Radio	WVO	—
1.6	1.5	1.3	1.2	1.3	16	KQV-AM News	1410 5kw	15	—	28	24	22	16	45	Calvary	CBS	D&R
0.8	1.4	1.1	1.4	1.1	17	WORD-FM Rel	101.5 48kw	17	—	20	15	15	15	65	Salem	—	SRR

\*Was WQKB-FM (Ctry) until November

Continued on Page 55


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## PITTSBURGH'S HOME FOR CLASSIC ROCK

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





Continued from Page 53

12+ POPULATION: 2,049,400 (Black: 25.1%; Hispanic: N/A)

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DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WPOC-FM	1 WWMX-FM	1 WPOC-FM	1 WPOC-FM	1 WPOC-FM	1 WPOC-FM	N/T 12.5
2 WHFS-FM	2 WPOC-FM	2 WHFS-FM	2 WWMX-FM	2 WQSR-FM	2 WWMX-FM	AC 12.4
3 WIYY-FM	3 WERQ-FM	3 WIYY-FM	3 WQSR-FM	3 WBAL-AM	3 WQSR-FM	GOLD/CR 11.4
3 WXYV-FM	4 WXYV-FM	4 WQSR-FM	4 WXYV-FM	4 WIYY-FM	4 WLIF-FM	CTRY 10.9
5 WERQ-FM	5 WHFS-FM	5 WXYV-FM	5 WERQ-FM	5 WOCT-FM	5 WERQ-FM	UC 10.5
6 WJFK-AM	6 WLIF-FM	6 WERQ-FM	6 WLIF-FM	5 WXYV-FM	5 WWIN-FM	CHR 7.8
7 WOCT-FM	6 WWIN-FM	7 WBAL-AM	7 WWIN-FM	7 WWMX-FM	7 WXYV-FM	REL 5.2
8 WQSR-FM	8 WIYY-FM	8 WOCT-FM	8 WOCT-FM	8 WHFS-FM	8 WBAL-AM	ROCK 4.7
9 WBAL-AM	8 WOCT-FM	9 WJFK-AM	9 WHFS-FM	9 WJFK-AM	9 WCAO-AM	ALT 3.8
10 WHUR-FM	10 WRQX-FM	10 WWMX-FM	10 WCAO-AM	10 WERQ-FM	10 WOCT-FM	

Continued from Page 54

12+ POPULATION: 2,031,400 (Black: 7.2%; Hispanic: N/A)

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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 WBZZ-FM	1 WDVE-FM	1 WBZZ-FM	1 WDVE-FM	1 WDSY-FM	N/T 18.9
2 WRRK-FM	2 WDVE-FM	2 WRRK-FM	2 WVTY-FM	2 WRRK-FM	2 WBZZ-FM	GOLD/CR 12.9
3 WAMO-FM	3 WVTY-FM	3 WWSW-A/F	3 WDVE-FM	3 WWSW-A/F	3 WWSW-A/F	ROCK 12.5
4 WBZZ-FM	4 WAMO-FM	4 KDKA-AM	4 WDSY-FM	4 KDKA-AM	4 WVTY-FM	AC 11.6
5 WZPT-FM	5 WDSY-FM	5 WAMO-FM	5 WAMO-FM	5 WDSY-FM	5 WDVE-FM	CTRY 9.0
6 WDSY-FM	6 WRRK-FM	6 WZPT-FM	6 WWSW-A/F	6 WAMO-FM	5 WLTJ-FM	CHR 6.6
7 WWKS-FM	6 WZPT-FM	7 WDSY-FM	7 WLTJ-FM	7 WZPT-FM	7 KDKA-AM	UC 5.2
8 WXRБ-FM	8 WLTJ-FM	8 WBZZ-FM	8 WSHH-FM	8 WVTY-FM	8 WAMO-FM	NOST 4.4
9 WVTY-FM	9 WXRБ-FM	9 WVTY-FM	9 WZPT-FM	9 WTAE-AM	9 WSHH-FM	REL 1.1
10 KDKA-AM	10 WSHH-FM	10 WWKS-FM	10 WRRK-FM	10 WBZZ-FM	10 WZPT-FM	

# RANTEL. RESEARCH THAT MOVES THE NEEDLE!



12+ POPULATION: 1,932,800 (Black: N/A; Hispanic: 15.7%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.1	10.1	8.0	7.1	8.2	1	<b>KNIX-FM</b> Ctry	102.5 98kw	2	9	5	4	1	1	79	Buck Owens	—	KATZ
7.5	7.4	7.2	7.6	6.6	2	<b>KMLE-FM</b> Ctry	107.9 100kw	4	2	2	3	3	5	74	Shamrock Br.	—	MCG
5.2	5.7	5.8	5.4	6.5	3	<b>KFYI-AM</b> News	910 5kw	8	—	10	9	8	2	102	Broadcast Gr.	CBS	D&R
7.5	6.4	7.0	6.6	5.8	4	<b>KTAR-AM</b> N/T	ABC 5kw	1	17	15	13	9	3	54	Pulitzer	ABC	CBS
6.1	5.6	5.3	6.7	5.7	5	<b>KKFR-FM</b> CHR	92.3 100kw	9	16	28	24	19	7	90	Sundance	WWO	MMR
6.7	5.9	5.2	4.7	5.7	5	<b>KOY-AM</b> Nost	550 5(1)kw	3	1	4	7	11	17	58	Broadcast Gr.	—	D&R
5.3	6.2	5.4	4.5	5.6	6	<b>KUPD-FM</b> Rock	97.9 100kw	6	3	1	1	4	13	83	Sandusky	—	BAN
2.4	2.2	4.0	3.9	5.1	7	<b>KSLX-FM</b> CR	100.7 100kw	5	18	3	2	2	6	71	Citicasters	—	EAST
4.6	3.8	4.1	3.7	4.3	8	<b>KKLT-FM</b> AC	98.7 115kw	11	10	9	8	6	4	73	Pulitzer	—	G/W
4.3	4.2	4.5	5.1	3.8	9	<b>KDKB-FM</b> Rock	93.3 100kw	12	5	7	6	7	10	66	Nationwide	—	MCG
4.9	4.9	3.8	4.7	3.8	9	<b>KVRY-FM</b> AC	104.7 100kw	7	8	6	5	5	11	58	Sandusky Radio	—	TOR
3.5	4.0	3.7	3.4	2.9	11	<b>KESZ-FM</b> AC	99.9 100kw	10	13	13	11	10	9	47	Media America	—	BAN
2.8	2.9	3.2	3.5	2.7	12	<b>KOOL-FM</b> Gold	94.5 100kw	13	11	16	12	13	8	51	Compass Radio	—	D&R
3.4	2.2	2.8	2.3	2.3	13	<b>KZON-FM</b> Prog	101.5 100kw	17	—	12	10	12	14	77	Sundance	AP	MMR
2.9	2.2	2.6	2.1	1.9	14	<b>KCHT-FM*</b> Gold	96.9 100kw	14	4	8	14	17	28	52	Resource Media	WWO	—
0.0	0.0	0.0	0.9	1.9	14	<b>KEDJ-FM</b> Alt	106.3 3kw	18	—	20	18	16	16	80	Sterling	—	CBS
2.5	3.0	3.1	2.4	1.9	14	<b>KTWC-FM</b> Nost	103.5 62kw	15	12	21	15	14	15	54	Bonneville Int.	—	CBS
0.9	1.5	1.3	2.7	1.8	17	<b>KYOT-FM</b> NAC	95.5 96kw	16	—	24	16	15	12	61	Sundance	—	MMR
0.8	0.6	1.1	1.2	1.5	18	<b>KISO-AM**</b> UAC	1230 1kw	21	7	11	17	18	22	99	Sundance	SMN	MMR
0.6	0.8	0.8	0.7	1.1	19	<b>KGME-AM</b> Sports	1360 5(1)kw	19	—	17	19	20	19	55	Sterling	WWO	TOR
0.0	0.0	0.6	0.5	1.0	20	<b>KPHX-AM</b> News	1480 5(5)kw	29	—	25	25	25	21	174	Continental	CNN	CAB

\*Was KPSN-FM until November. \*\*Was KYOT-AM until September.

Continued on Page 63



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For information call  
(212) 581-3962

**GOOD TIMES & THE BEST OLDIES!**



12+ POPULATION: 1,864,200 (Black: 7.9%; Hispanic: N/A)

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FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.5	9.7	9.3	9.0	9.8	1	WQYK-FM Ctry	99.5 100kw	1	5	3	3	1	1	87	Infinity	—	KATZ
7.4	7.6	7.5	6.9	7.8	2	WXTB-FM Rock	97.9 100kw	6	2	1	1	3	15	97	Citicasters	ABC	BAN
6.2	5.8	5.7	6.0	7.2	3	WGUL-A/F BBnd	860/105.5 2(1.5)kw/6kw	12	—	—	18	17	11	132	Gulf Atlantic	WWO	K&P
6.5	5.5	6.4	7.2	7.1	4	WFLA-AM N/T	970 5kw	7	12	11	11	10	5	103	Jacor	ABC	EAST
5.8	6.0	6.0	5.4	6.6	5	WMTX-A/F Hot AC	1040/95.7 5(5)kw/100kw	4	3	4	2	2	3	75	Metroplex	—	MMR
5.3	5.8	5.9	6.2	6.6	5	WWRM-FM AC	94.9 100kw	3	8	8	7	4	2	73	Cox Enterprises	—	CHR
6.1	6.0	6.3	5.5	6.2	7	WFLZ-FM CHR	93.3 100kw	2	1	2	4	11	14	68	Jacor	ABC	EAST
6.8	7.1	6.1	6.4	5.5	8	WRBQ-FM Ctry	104.7 100kw	5	4	7	8	9	7	66	Clear Channel	ABC	CHR
4.5	4.7	4.7	4.8	5.0	9	WUVU-FM B/EZ	103.3 100kw	13	16	18	15	15	8	96	Sunshine State	WWO	CHR
5.7	5.3	4.2	4.8	4.4	10	WUSA-FM AC	100.7 100kw	10	10	9	9	7	6	71	Gannett	—	MCG
3.0	4.5	3.9	3.2	4.2	11	WYUU-FM Gold	92.5 50kw	9	7	12	10	6	4	65	Entercom	—	CBS
3.9	4.0	4.9	4.3	4.1	12	WHPT-FM AC	102.5 100kw	11	—	5	5	5	9	68	Paxson Br.	—	BAN
4.7	5.8	5.3	4.4	4.0	13	WCOF-FM Gold	107.3 100kw	8	—	6	6	8	10	61	Cox Enterprises	—	CHR
1.4	2.0	2.9	3.2	2.1	14	WSUN-AM Talk	620 100kw	14	—	10	12	12	13	74	Cox Enterprises	—	CHR
2.6	1.5	1.7	2.1	1.5	15	WRBQ-AM UAC	1380 5kw	17	15	14	13	13	12	98	Clear Channel	SMN	MCG
1.0	1.4	1.6	1.7	1.1	16	WTMP-AM UC	1150 5(2.5)kw	20	11	13	14	14	16	90	Broadcap of FL	AURN	ROS
1.6	1.5	1.2	1.4	1.0	17	WLVU-FM Nost	106.3 3.3kw	19	—	—	10	23	20	73	Pasco Pinellas	AP	—
0.4	0.7	0.5	0.8	1.0	18	WQYK-AM N/T	1010 50(5)kw	15	14	17	17	18	17	50	Infinity	WWO	KATZ

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 WMTX-A/F	1 WXTB-FM	1 WMTX-A/F	1 WXTB-FM	1 WMTX-A/F	AC	21.7
2 WFLZ-FM	2 WFLZ-FM	2 WQYK-FM	2 WWRM-FM	2 WQYK-FM	2 WWRM-FM	CTRY	15.3
3 WQYK-FM	2 WXTB-FM	3 WHPT-FM	3 WQYK-FM	3 WHPT-FM	3 WQYK-FM	N/T	10.2
4 WHPT-FM	4 WRBQ-FM	4 WFLZ-FM	4 WFLZ-FM	4 WFLA-AM	4 WYUU-FM	GOLD/CR	8.2
5 WCOF-FM	5 WQYK-FM	5 WFLA-AM	5 WRBQ-FM	5 WCOF-FM	5 WUSA-FM	NOST	8.2
6 WMTX-A/F	6 WWRM-FM	6 WCOF-FM	6 WUSA-FM	6 WMTX-A/F	6 WRBQ-FM	ROCK	7.8
7 WFLA-AM	7 WCOF-FM	7 WMTX-A/F	7 WXTB-FM	7 WYUU-FM	7 WHPT-FM	CHR	6.2
8 WSUN-AM	8 WHPT-FM	8 WSUN-AM	7 WYUU-FM	8 WWRM-FM	8 WCOF-FM	B/EZ	5.0
9 WRBQ-FM	9 WUSA-FM	9 WUSA-FM	9 WCOF-FM	9 WSUN-AM	8 WFLZ-FM	UC	2.6
10 WWRM-FM	10 WYUU-FM	9 WYUU-FM	10 WHPT-FM	9 WUSA-FM	10 WXTB-FM		



12+ POPULATION: 1,766,100 (Black: 17.7%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.1	8.3	8.9	8.0	10.6	1	WGAR-FM Ctry	99.5 50kw	3	5	2	1	2	2	103	Nationwide	ABC	MCG
7.5	7.5	8.0	8.3	8.1	2	WMJI-FM Gold	105.7 16kw	1	6	9	4	1	1	69	OmniAmerica	WWO	KATZ
7.4	6.7	6.7	7.6	8.0	3	WZAK-FM UC	93.1 27.5kw	8	1	3	2	4	5	104	Zapis	ABC	D&R
7.7	7.6	7.5	5.8	7.3	4	WDOK-FM AC	102.1 12kw	2	10	7	6	6	3	64	Independent/Cl.	—	MMRE
6.1	6.5	6.9	6.0	7.2	5	WRMR-AM Nost	850 10(5)kw	12	—	22	18	17	11	123	Independent/Cl.	CNN	MMRE
6.5	6.2	6.0	5.8	6.0	6	WLTF-FM AC	106.5 11kw	7	12	6	7	5	4	75	Secret Com.	AP	CHR
5.9	7.4	6.7	7.7	5.9	7	WMMS-FM* Alt	100.7 34kw	4	3	4	5	8	13	60	OmniAmerica	SOU	KATZ
5.9	6.9	5.9	5.9	5.9	7	WNCX-FM CR	98.5 16kw	6	11	1	3	3	8	66	Metroplex	ABC	MCG
5.4	5.7	5.1	5.9	5.0	9	WQAL-FM Hot AC	104.1 11kw	5	4	5	8	7	6	55	Fairfield	WWO	BAN
3.8	2.8	2.9	3.1	3.7	10	WNWV-FM NAC	107.3 50kw	13	7	12	10	9	7	73	Elyria-Lorain	CBS	TOR
4.3	4.3	4.2	3.1	3.5	11	WZJM-FM CHR	92.3 40kw	9	2	8	9	13	19	55	Zebra Br.	ABC	D&R
4.3	4.8	4.4	4.9	3.2	12	WWWE-AM NT	1100 50kw	10	13	16	13	11	9	50	Secret Com.	CBS	CHR
2.2	2.3	4.0	3.8	2.8	13	WKNR-AM Sports	1220 50kw	11	17	13	12	12	10	47	C.V. Associates	ABC	EAST
3.0	2.4	1.6	1.8	2.5	14	WCLV-FM Clas	95.5 31kw	15	—	17	15	14	12	63	Radio Seaway	—	CMBS
2.6	3.3	2.3	1.9	2.0	15	WENZ-FM Alt	107.9 70kw	14	16	10	11	10	16	45	Ardman	SOU	MCG
2.1	1.7	2.1	2.1	1.6	16	WJMO-AM UG	1490 1kw	16	8	14	16	15	14	56	Zebra Br.	ABC	D&R
0.9	0.9	0.9	1.1	1.2	17	WONE-FM Rock	97.5 12kw	17	18	11	14	16	22	54	Gordon-Thomas	—	CHR
0.6	0.4	0.3	0.7	1.1	18	WQMX-FM Ctry	94.9 16kw	19	9	15	17	18	15	64	Rubber City	—	CHR

\*Was Rock formatted until November.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WNCX-FM	1 WZAK-FM	1 WNCX-FM	1 WZAK-FM	1 WMJI-FM	1 WGAR-FM	AC	18.3
2 WMMS-FM	2 WGAR-FM	2 WMJI-FM	2 WGAR-FM	2 WNCX-FM	2 WZAK-FM	GOLD/CR	14.0
3 WGAR-FM	3 WMMS-FM	3 WGAR-FM	3 WLTF-FM	3 WGAR-FM	3 WLTF-FM	CTRY	11.7
4 WZAK-FM	4 WLTF-FM	4 WMMS-FM	4 WDOK-FM	4 WMMS-FM	4 WMJI-FM	UC	9.6
5 WMJI-FM	5 WQAL-FM	5 WDOK-FM	4 WMJI-FM	5 WDOK-FM	5 WDOK-FM	ALT	7.9
6 WDOK-FM	6 WNCX-FM	6 WZAK-FM	6 WQAL-FM	6 WQAL-FM	6 WQAL-FM	NOST	7.2
7 WQAL-FM	7 WDOK-FM	7 WQAL-FM	7 WMMS-FM	7 WKNR-AM	7 WMMS-FM	NT	6.0
7 WZJM-FM	8 WZJM-FM	8 WKNR-AM	8 WNCX-FM	8 WNWV-FM	8 WNCX-FM	NAC	3.7
9 WENZ-FM	9 WENZ-FM	9 WNWV-FM	9 WZJM-FM	9 WZAK-FM	9 WNWV-FM	CHR	3.5
10 WKNR-AM	10 WMJI-FM	10 WLTF-FM	10 WNWV-FM	10 WLTF-FM	10 WZJM-FM	CLAS	2.5
						ROCK	1.2

12+ POPULATION: 1,705,800 (Black: N/A; Hispanic: 12.1%)

DENVER BOULDER

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.7	7.3	8.8	9.5	9.9	1	KOA-AM Talk	850 50kw	1	11	9	5	2	1	63	Jacor	ABC	EAST
9.7	9.9	9.7	9.6	8.1	2	KYGO-FM Ctry	98.5 100kw	2	6	3	1	1	4	75	Jefferson-Pilot	—	CBS
7.3	6.9	6.2	6.0	6.1	3	KOSI-FM AC	101.1 100kw	3	10	10	7	4	2	65	Tribune	—	BAN
3.8	4.1	4.6	5.3	5.7	4	KBPI-FM Rock	106.7 100kw	8	3	1	4	8	20	77	Jacor	—	EAST
7.4	7.3	7.1	7.3	5.6	5	KRFX-FM CR	103.5 100kw	4	5	4	3	5	7	61	Jacor	—	—
0.0	0.0	0.0	3.8	5.6	5	KXPK-FM Alt	96.5 100kw	10	9	2	2	6	9	83	Evergreen Com.	—	—
5.9	5.8	4.9	4.9	5.5	7	KXKL-A/F Gold	1280/105.1 5kw/100kw	5	4	14	6	3	3	61	Shamrock Br.	—	KATZ
3.8	4.1	3.7	3.8	4.3	8	KALC-FM Hot AC	105.9 100kw	7	2	5	9	11	16	56	Secret Com.	—	CHR
4.2	5.1	4.9	3.9	4.1	9	KQKS-FM CHR	104.3 58kw	6	1	6	13	14	19	50	Western Cities	—	TOR
5.1	5.0	5.6	4.5	4.0	10	KBCO-A/F Prog	1190/97.3 5kw/100kw	12	13	8	8	7	6	71	Noble	—	MMR
2.4	2.7	3.1	2.8	3.4	11	KEZW-AM BBnd	1430 5kw	18	—	25	23	21	17	90	Tribune	SMN	BAN
2.6	3.7	4.1	2.9	3.3	12	KHIH-FM NAC	95.7 100kw	14	—	15	11	9	5	72	Noble	WWO	MMR
4.3	3.6	4.0	3.1	3.2	13	KMJI-FM Gold	100.3 100kw	11	14	7	10	10	12	51	Secret Com.	—	CHR
3.9	5.5	4.6	5.0	2.9	14	KWMX-A/F Hot AC	1600/107.5 5kw/91kw	9	7	13	14	12	11	41	Jefferson-Pilot	—	CBS
2.7	2.4	2.5	1.9	2.9	14	KZDG-FM Ctry	92.5 57kw	13	12	11	12	13	14	59	Shamrock Br.	—	TOR
2.5	3.0	2.8	2.5	2.7	16	KVOD-FM Clas	99.5 100kw	15	—	20	17	15	8	66	Henry Br.	—	CMBS
1.9	2.8	1.9	2.5	2.3	17	KKFN-AM* Sports	950 5kw	20	—	23	20	19	10	71	Jefferson-Pilot	AP	CBS
1.6	1.3	1.6	1.7	2.2	18	KTLK-AM Talk	760 5(1)kw	19	—	21	19	20	15	61	Jacor	ABC	EAST
1.4	1.9	1.6	2.2	2.0	19	KHOW-AM FS	630 5kw	16	—	19	18	17	13	51	Noble	WWO	MMR
3.0	3.1	2.1	1.6	1.9	20	KTCL-FM Alt	93.3 100kw	17	8	12	15	16	21	50	US Media	—	MCG
2.0	1.6	1.7	1.1	1.5	21	KYBG-AM N/T	1090 50(.5)kw	21	—	17	16	18	18	53	Century Br.	WWO	TOR

\*Was KYGO-AM (Ctry) until mid-October.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KBPI-FM	1 KXPK-FM	1 KRFX-FM	1 KYGO-FM	1 KOA-AM	1 KYGO-FM	N/T	17.9
2 KRFX-FM	2 KYGO-FM	2 KBPI-FM	2 KXPK-FM	2 KRFX-FM	2 KOSI-FM	GOLD/CR	14.3
3 KYGO-FM	3 KALC-FM	3 KOA-AM	3 KOSI-FM	3 KBPI-FM	3 KXKL-A/F	AC	13.3
4 KXPK-FM	4 KBPI-FM	4 KYGO-FM	4 KXKL-A/F	4 KYGO-FM	4 KXPK-FM	CTRY	11.0
5 KBCO-A/F	5 KMJI-FM	5 KXPK-FM	5 KALC-FM	5 KBCO-A/F	5 KOA-AM	ALT	7.1
6 KOA-AM	6 KOSI-FM	6 KBCO-A/F	6 KMJI-FM	6 KXKL-A/F	6 KMJI-FM	ROCK	5.7
7 KALC-FM	7 KQKS-FM	7 KXKL-A/F	7 KOA-AM	7 KXPK-FM	7 KHIH-FM	CHR	4.1
8 KTCL-FM	8 KRFX-FM	8 KHIH-FM	8 KBPI-FM	8 KHIH-FM	8 KALC-FM	PROG	4.0
9 KQKS-FM	9 KXKL-A/F	9 KALC-FM	9 KQKS-FM	9 KOSI-FM	9 KBCO-A/F	NOST	3.4
10 KZDG-FM	9 KZDG-FM	10 KOSI-FM	10 KRFX-FM	10 KWMX-A/F	10 KWMX-A/F	NAC	3.3
						CLAS	2.7



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

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REF FIRM
6.8	8.7	7.9	9.1	8.9	1	<b>KWJJ-A/F</b> City	1080/99.5 50(10)kw/52kw	1	3	2	1	1	3	69	Park	—	BAN
8.5	7.9	7.0	7.0	7.5	2	<b>KXL-AM</b> N/T	750 50(20)kw	3	—	14	10	8	2	74	Kaye-Smith	CBS	MCG
6.2	6.0	7.0	5.9	6.4	3	<b>KUFO-FM</b> Rock	101.1 100kw	4	2	1	3	9	17	64	Henry	—	EAST
7.5	7.7	8.3	8.0	6.2	4	<b>KUPL-A/F</b> City	1330/98.5 5kw/100kw	5	4	5	6	6	7	62	BayCom Partners	AP	BAN
4.1	5.7	5.9	6.1	6.1	5	<b>KKSN-FM</b> Gold	97.1 100kw	2	5	9	4	3	1	59	Heritage Media	WWO	CHR
5.4	4.6	6.1	6.7	5.9	6	<b>KGON-FM</b> CR	92.3 100kw	7	9	3	2	2	9	63	Apogee	—	CBS
7.7	6.2	5.9	5.2	5.8	7	<b>KEX-AM</b> FS	1190 50kw	8	12	15	12	10	6	64	Citicasters	ABC	KATZ
7.6	7.6	7.2	7.2	5.3	8	<b>KKRZ-FM</b> CHR	100.3 95kw	6	1	4	9	12	15	55	Citicasters	—	KATZ
5.6	6.4	5.0	4.7	5.2	9	<b>KINK-A/F*</b> Prog	620/101.9 5kw/100kw	10	—	8	5	4	4	70	Embarcadero Media	—	MMR
1.4	1.5	2.8	4.3	4.9	10	<b>KKJZ-FM</b> NAC	106.7 100kw	11	13	11	7	5	5	84	BayCom Partners	—	—
6.1	5.6	6.1	5.6	4.3	11	<b>KKCW-FM</b> AC	103.3 95kw	9	15	7	8	7	8	54	Trumper	—	D&R
2.3	3.7	4.4	3.2	3.8	12	<b>KKSN-AM</b> Gold	910 5kw	14	—	19	17	18	10	87	Heritage Media	WWO	CHR
2.6	2.7	2.7	2.1	2.9	13	<b>KXL-FM**</b> Gold	95.5 100kw	12	6	6	11	11	14	51	Kaye-Smith	—	MCG
1.4	1.1	1.2	1.1	2.6	14	<b>KFXX-AM</b> Sports	1520 50(10)kw	15	16	13	13	13	11	79	Apogee	CNN	CBS
4.6	3.9	3.4	3.2	2.0	15	<b>KXYQ-A/F</b> Hot AC	1010/105.1 5kw/100kw	13	10	10	14	14	16	40	First City	ABC	TOR
1.5	1.1	1.5	1.3	1.8	16	<b>KMUZ-FM</b> AC	94.7 3.7kw	18	—	—	22	17	12	92	Pacific Northwest	CBS	—
1.8	1.2	1.3	1.4	1.4	17	<b>KPDQ-FM</b> Rel	93.7 100kw	17	—	20	18	16	13	49	Salem	—	—
1.3	1.5	1.6	1.7	1.3	18	<b>KBBT-AM</b> Alt	970 5kw	16	8	12	15	15	23	44	Henry	—	EAST

\*KINK-AM became KOTK (Talk) in February 1995.\*\* Was Hot AC until October.

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 KWJJ-A/F	1 KGON-FM	1 KWJJ-A/F	1 KGON-FM	1 KWJJ-A/F	N/T 15.9
2 KGON-FM	2 KKRZ-FM	2 KUFO-FM	2 KKCW-FM	2 KWJJ-A/F	2 KKCW-FM	GOLD/CR 15.8
3 KWJJ-A/F	3 KKCW-FM	3 KWJJ-A/F	3 KKRZ-FM	3 KUFO-FM	3 KKSN-FM	CTRY 15.1
4 KFXX-AM	4 KXL-FM	4 KKSN-FM	4 KUPL-A/F	4 KKSN-FM	4 KUPL-A/F	AC 11.0
4 KUPL-FM	5 KINK-A/F	5 KINK-A/F	5 KKSN-FM	5 KINK-A/F	5 KKJZ-FM	ROCK 6.4
6 KKRZ-FM	6 KGON-FM	6 KKJZ-FM	6 KINK-A/F	6 KXL-AM	6 KINK-A/F	CHR 5.3
7 KKSN-FM	7 KUFO-FM	7 KXL-AM	7 KKJZ-FM	7 KKJZ-FM	7 KKRZ-FM	PROG 5.2
8 KXL-FM	7 KUPL-A/F	8 KFXX-AM	8 KXL-FM	8 KFXX-AM	8 KXL-FM	NAC 4.9
9 KKJZ-FM	9 KYXQ-FM	8 KUPL-A/F	9 KGON-FM	9 KEX-AM	9 KEX-AM	REL 1.4
10 KBBT-AM	10 KKJZ-FM	10 KEX-AM	10 KXYQ-A/F	10 KUPL-A/F	10 KXL-AM	ALT 1.3



12+ POPULATION: 1,548,800 (Black: 10.8%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.7	11.4	12.8	12.4	9.9	1	WLW-AM FS	700 50kw	1	9	6	3	2	1	61	Jacor	ABC	EAST
10.5	10.1	7.8	9.6	9.8	2	WUBE-FM Ctry	105.1 11kw	3	4	2	1	1	2	83	American Media	ABC	CHR
6.4	6.1	8.6	8.1	7.0	3	WEBN-FM Rock	102.7 16.5kw	2	3	1	2	3	7	60	Jacor	—	EAST
2.5	2.7	5.2	4.8	6.6	4	WCKY-AM FS	550 5(1)kw	5	19	12	12	10	5	75	Jacor	CBS	EAST
5.9	6.6	5.3	6.1	5.8	5	WIZF-FM UC	100.9 1.25kw	11	1	3	4	7	9	102	Interurban Br.	ABC	D&R
5.0	5.1	4.4	4.5	5.5	6	WSAI-AM* Nost	1530 50kw	13	20	28	20	13	6	110	Federated	ABC	MCG
6.7	6.6	6.8	5.7	5.2	7	WGRR-FM Gold	103.5 11kw	6	12	14	7	4	3	63	Dalton Group	—	BAN
4.1	5.2	4.2	3.7	5.1	8	WRRM-FM AC	98.5 17.5kw	7	16	10	8	5	4	64	Susquehanna	—	MMR
6.9	6.0	7.3	6.3	4.8	9	WKRQ-FM CHR	101.9 16kw	4	2	5	6	11	10	45	Citicasters	ABC	KATZ
5.8	4.2	3.6	3.0	3.8	10	WOFX-FM CR	94.9 10.5kw	9	10	4	5	6	13	49	Heritage Media	—	KATZ
3.4	4.0	3.3	3.7	3.8	10	WWNK-FM AC	94.1 32kw	8	11	9	9	8	8	48	Citicasters	—	MMR
3.6	1.8	4.6	3.8	3.4	12	WPPT-FM** Gold	92.5 16kw	10	8	7	10	9	11	48	Federated	—	MCG
3.1	3.8	3.7	4.5	3.0	13	WYGY-FM Ctry	96.5 19.5kw	12	5	8	11	12	15	54	American Media	—	CHR
1.3	1.3	1.5	1.7	1.7	14	WAQZ-FM Alt	107.1 3kw	14	7	11	13	17	24	38	CR Acquisitions	—	K&P
1.8	1.4	0.8	1.8	1.5	15	WCIN-AM UC	1480 5(.5)kw	18	18	19	17	18	12	79	Junior Br.	—	—
1.2	1.2	1.0	1.4	1.4	16	WHKO-FM Ctry	99.1 50kw	16	14	15	15	15	16	54	Cox Enterprises	—	D&R
1.5	1.2	1.3	1.1	1.4	16	WPFB-FM Ctry	105.9 34kw	17	15	13	14	16	17	55	Braden Stations	—	—
1.3	1.5	1.4	1.1	1.3	18	WAKW-FM Rel	93.3 50kw	15	—	17	16	14	14	49	Pillar Of Fire	—	—

\*Operates under an LMA with CR Acquisitions. \*\* Operates under an LMA with Jacor

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 WUBE-FM	1 WEBN-FM	1 WUBE-FM	1 WLW-AM	1 WUBE-FM	N/T 16.5
2 WOFX-FM	2 WKRQ-FM	2 WLW-AM	2 WKRQ-FM	2 WEBN-FM	2 WRRM-FM	CTRY 15.6
3 WLW-AM	3 WIZF-FM	3 WUBE-FM	3 WRRM-FM	3 WUBE-FM	3 WGRR-FM	GOLD/CR 12.4
4 WIZF-FM	4 WEBN-FM	4 WOFX-FM	4 WGRR-FM	4 WOFX-FM	4 WRKQ-FM	AC 8.9
5 WUBE-FM	5 WWNK-FM	5 WIZF-FM	5 WWNK-FM	5 WGRR-FM	5 WLW-AM	UC 7.3
6 WPPT-FM	6 WYGY-FM	6 WPPT-FM	6 WIZF-FM	6 WPPT-FM	6 WWNK-FM	ROCK 7.0
7 WYGY-FM	7 WOFX-FM	7 WCKY-AM	7 WCFB-FM	7 WCKY-FM	7 WIZF-FM	NOST 5.5
8 WKRQ-FM	7 WPPT-FM	7 WGRR-FM	8 WLW-AM	8 WIZF-FM	8 WEBN-FM	CHR 4.8
9 WAQZ-FM	7 WRRM-FM	9 WWNK-FM	9 WPPT-FM	9 WRRM-FM	9 WPPT-FM	ALT 1.7
10 WWNK-FM	10 WAQZ-FM	10 WRRM-FM	10 WYGY-FM	10 WWNK-FM	10 WCKY-AM	REL 1.3

12+ POPULATION: 1,352,900 (Black: 12.5%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.2	8.0	10.7	8.0	8.8	1	WTMJ-AM NT	620 5kw	1	13	12	11	7	1	59	WTMJ, Inc.	CBS	CHR
10.8	9.4	8.6	8.8	8.3	2	WMIL-FM Ctry	106.1 50kw	4	6	2	2	2	2	90	Sundance	—	MMR
2.8	3.9	4.6	5.0	6.8	3	WKKV-FM UC	100.7 50kw	8	2	5	4	6	9	98	UNC Ventures	WWO	TOR
5.1	6.7	5.0	5.0	6.7	4	WISN-FM Talk	1130 50(10)kw	7	12	9	8	4	3	82	Hearst	ABC	KATZ
7.0	6.6	7.3	6.9	6.6	5	WKLH-FM CR	96.5 20kw	5	10	3	1	1	4	72	Saga	—	MCG
5.3	5.7	5.1	3.8	6.0	6	WLUM-FM* CHR	102.1 50kw	2	1	4	6	11	13	56	All Pro	SOU	BAN
4.7	4.5	4.2	5.0	5.7	7	WOKY-AM Nost	920 5(1)kw	11	—	16	17	17	12	91	Sundance	CNN	MMR
5.9	6.2	6.7	6.6	5.4	8	WLZR-A/F Rock	1340/102.9 1kw/50kw	6	4	1	3	5	14	64	Saga	ABC	EAST
5.3	6.8	6.9	7.1	5.3	9	WKTI-FM Hot AC	94.5 15.5kw	3	3	6	5	3	8	51	WTMJ Inc.	ABC	CHR
4.6	3.8	3.7	4.6	4.0	10	WMYX-FM AC	99.1 50kw	10	11	8	7	8	7	62	Heritage Media	WWO	EAST
3.7	3.6	4.2	4.7	3.7	11	WEZW-FM AC	103.7 19.5kw	13	16	14	13	12	5	67	Heritage Media	WWO	EAST
4.6	3.9	4.5	3.3	3.5	12	WZTR-FM Gold	95.7 34kw	9	5	15	9	9	6	52	Shockley Com.	—	BAN
2.6	3.5	2.8	3.3	3.4	13	WLTQ-FM AC	97.3 15.5kw	14	19	10	12	10	10	70	Hearst	ABC	KATZ
3.1	3.0	1.9	2.2	2.8	14	WFMR-FM Clas	98.3 6kw	15	17	17	16	15	11	61	Capitol Class.	WWO	CMBS
4.0	3.2	3.2	4.0	2.8	14	WQFM-FM Rock	93.3 12.5kw	12	8	7	10	13	19	46	Shamrock Com.	ABC	MMR
1.1	1.9	1.7	2.3	2.2	16	WNOV-AM UC	860 .25kw	16	7	11	14	14	15	77	Courier	AURN	—
1.4	0.7	1.0	0.8	1.4	17	WHKQ-FM B/EZ	92.1 2.7kw	18	14	21	19	18	16	81	M.G. Radio LLC	—	CHR
2.0	1.7	2.0	1.8	1.4	17	WMCS-AM UAC	1290 5kw	17	15	13	15	16	17	62	All Pro	ABC	BAN

\*Evolved to Alternative in October.

Continued on Page 63

# RANTEL. RESEARCH THAT MOVES THE NEEDLE!



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



Continued from Page 56

12+ POPULATION: 1,932,800 (Black: N/A; Hispanic: 15.7%)

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 KSLX-FM	1 KNIX-FM	CTRY 14.8
2 KSLX-FM	2 KKFR-FM	2 KSLX-FM	2 KNIX-FM	2 KUPD-FM	2 KMLE-FM	N/T 14.4
3 KDKB-FM	3 KVMY-FM	3 KDKB-FM	3 KVMY-FM	3 KNIX-FM	3 KKLT-FM	AC 11.0
4 KMLE-FM	4 KNIX-FM	4 KNIX-FM	4 KKFR-FM	4 KDKB-FM	4 KVMY-FM	GOLD/CR 9.7
5 KNIX-FM	5 KUPD-FM	5 KMLE-FM	5 KKLT-FM	5 KTAR-AM	5 KESZ-FM	ROCK 9.4
6 KKFR-FM	6 KSLX-FM	6 KFYI-AM	6 KSLX-FM	6 KMLE-FM	6 KKFR-FM	NOST 7.6
7 KEDJ-FM	7 KDKB-FM	7 KTAR-AM	7 KDKB-FM	7 KFYI-AM	7 KDKB-FM	CHR 5.7
7 KFYI-AM	8 KKLT-FM	8 KKFR-FM	8 KESZ-FM	8 KZON-FM	8 KSLX-FM	PROG 2.3
9 KISO-AM	9 KESZ-FM	9 KZON-FM	9 KUPD-FM	9 KKLT-FM	9 KOOL-FM	ALT 1.9
10 KVMY-FM	10 KEDJ-FM	10 KVMY-FM	10 KOOL-FM	9 KVMY-FM	10 KFYI-AM	NAC 1.8
						UC 1.5

MILWAUKEE-RACINE

Continued from Page 62

12+ POPULATION: 1,352,900 (Black: 12.5%; 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 WLZR-A/F	1 WKKV-FM	1 WLZR-A/F	1 WKKV-FM	1 WKLH-FM	1 WMIL-FM	AC 16.4
2 WKLH-FM	2 WKTI-FM	2 WKLH-FM	2 WKTI-FM	2 WISN-AM	2 WKTI-FM	N/T 15.5
3 WMIL-FM	3 WMIL-FM	3 WMIL-FM	3 WMIL-FM	3 WLZR-A/F	3 WKLH-FM	UC 10.4
4 WLUM-FM	4 WKLH-FM	4 WISN-AM	4 WKLH-FM	4 WMIL-FM	4 WMYX-FM	GOLD/CR 10.1
5 WQFM-FM	4 WLUM-FM	5 WLUM-FM	4 WMIL-FM	5 WTMJ-AM	5 WKKV-FM	CTRY 8.3
6 WISN-AM	6 WMYX-FM	6 WTMJ-AM	6 WLTQ-FM	6 WZTR-FM	6 WZTR-FM	ROCK 8.2
7 WKKV-FM	7 WLZR-A/F	7 WKKV-FM	7 WLUM-FM	7 WLUM-FM	7 WEZW-FM	CHR 6.0
8 WKTI-FM	8 WQFM-FM	7 WQFM-FM	8 WZTR-FM	8 WKTI-FM	8 WZTR-FM	NOST 5.7
9 WNOV-AM	9 WLTQ-FM	9 WZTR-FM	9 WEZW-FM	9 WKKV-FM	9 WTMJ-AM	CLAS 2.8
10 WTMJ-AM	10 WZTR-FM	10 WKTI-FM	10 WLZR-A/F	10 WQFM-FM	10 WISN-AM	B/EZ 1.4

# RANTEL. RESEARCH THAT MOVES THE NEEDLE!





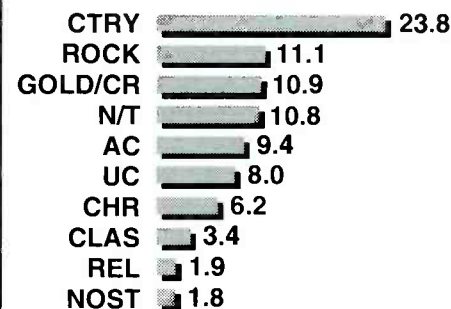
12+ POPULATION: 1,351,400 (Black: 12.2%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
8.3	10.7	9.8	10.0	9.2	1	1	WDAF-AM Ctry	610 5kw	4	—	14	8	4	1	98	Citicasters	ABC	KATZ
7.8	8.8	7.1	7.3	8.0	2	2	KPRS-FM UC	103.3 100kw	11	2	4	2	3	5	113	KPRS Inc.	AURN	EAST
8.1	8.4	8.3	8.7	7.4	3	3	KFKF-FM Ctry	94.1 100kw	2	10	6	4	2	2	70	Sconnix	—	D&R
7.3	5.3	4.5	4.6	6.6	4	4	KCFX-FM CR	101.1 97kw	1	9	3	1	1	6	50	Heritage Media	WWO	CHR
4.5	4.7	3.8	5.7	5.9	5	5	KQRC-FM Rock	98.9 100kw	9	1	1	5	10	17	75	WTMJ, Inc.	—	CHR
4.9	5.3	4.5	4.4	5.8	6	6	KMBZ-AM N/T	980 5kw	5	—	9	12	9	7	65	Bonneville Int.	ABC	D&R
6.4	5.1	6.2	6.6	5.7	7	7	KBEQ-FM Ctry	104.3 99kw	3	5	5	6	8	10	59	Noble	ABC	TOR
7.4	6.7	5.9	5.1	5.2	8	8	KLTH-FM AC	99.7 100kw	8	13	8	7	6	3	65	Bonneville Int.	WWO	MCG
4.4	5.2	4.3	4.3	5.2	8	8	KYYS-FM Rock	102.1 100kw	6	11	2	3	5	13	62	Citicasters	SOU	KATZ
4.6	4.2	5.1	5.5	4.3	10	10	KCMO-FM Gold	94.9 100kw	7	7	13	9	7	4	52	Bonneville Int.	—	MCG
4.5	4.9	4.5	5.7	4.2	11	11	KUDL-FM AC	98.1 100kw	12	6	10	10	11	8	61	Apollo Radio	AP	MMR
2.5	3.2	4.7	3.9	4.0	12	12	KMXV-FM CHR	93.3 100kw	10	3	7	11	12	12	56	Apollo Radio	—	MMR
3.4	3.2	3.3	2.8	3.4	13	13	KXTR-FM Clas	96.5 99kw	13	14	16	14	13	9	57	KXTR Br. Co.	WWO	CMBS
4.0	3.5	3.7	3.1	2.8	14	14	KCMO-AM N/T	810 50(5)kw	16	—	17	16	15	11	63	Bonneville Int.	CBS	MCG
2.1	1.8	1.7	1.2	2.5	15	15	KKCJ-FM Ctry	106.5 100kw	15	8	11	13	14	14	55	Ardman Br.	SMN	D&R
2.8	3.4	3.6	3.5	2.2	16	16	KISF-FM CHR	107.3 100kw	14	4	12	15	16	19	38	Allur K.C.	—	TOR
1.3	1.8	2.1	1.5	1.9	17	17	KPRT-AM Rel	1590 1kw	18	15	15	17	17	15	92	KPRS, Inc.	WWO	EAST
1.6	1.0	2.2	2.2	1.8	18	18	KFEZ-AM Nost	1190 5(.25)kw	17	—	—	25	24	16	74	Beal Br.	AP	ROS
0.0	0.0	0.8	0.4	1.2	19	19	KBEQ-AM N/T	1030 1(.5)kw	23	—	24	22	20	18	94	Noble	PRN	TOR
1.5	1.0	1.0	1.0	1.0	20	20	KNHN-AM N/T	1340 1kw	19	—	20	19	19	22	49	Greystone	CNN	—

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 KPRS-FM	1 KCFX-FM	1 KPRS-FM	1 KCFX-FM	1 KFKF-FM
2 KYYS-FM	2 KBEQ-FM	2 KYYS-FM	2 KFKF-FM	2 KYYS-FM	2 KLTH-FM
3 KCFX-FM	2 KFKF-FM	3 KQRC-FM	3 KBEQ-FM	3 WDAF-AM	3 KPRS-FM
4 KBEQ-FM	4 KYYS-FM	4 KPRS-FM	4 KLTH-FM	4 KMBZ-AM	4 WDAF-AM
5 KPRS-FM	5 KQRC-FM	5 KMBZ-FM	5 KCMO-FM	5 KPRS-FM	5 KCMO-FM
6 KMBZ-AM	6 KCFX-FM	6 KFKF-FM	5 KUDL-FM	6 KQRC-FM	6 KBEQ-FM
7 KFKF-FM	6 KMXV-FM	6 WDAF-AM	7 KCFX-FM	7 KFKF-FM	7 KUDL-FM
8 KMYX-FM	8 KUDL-FM	8 KBEQ-FM	8 KMXV-FM	8 KCMO-FM	8 KCFX-FM
9 KLTH-FM	9 KLTH-FM	9 KCMO-FM	9 WDAF-AM	9 KLTH-FM	9 KYYS-FM
10 KKCJ-FM	10 KKCJ-FM	10 KLTH-FM	10 KYYS-FM	10 KBEQ-FM	10 KMXV-FM



12+ POPULATION: 1,347,800 (Black: N/A; Hispanic: 27.3%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.3	6.5	7.4	6.9	7.0	1	<b>KFRG-FM</b> <i>Ctry</i>	95.1 50kw	3	12	5	2	1	1	86	Amaturo Group	—	MMR
6.8	6.4	6.4	7.3	7.0	1	<b>KGGI-FM</b> <i>CHR</i>	99.1 2.55kw	1	1	1	1	7	8	61	American Media	ABC	MCG
7.4	7.0	7.1	6.2	6.6	3	<b>KFI-AM</b> <i>Talk</i>	640 50kw	4	—	15	7	3	2	91	Cox Enterprises	WWO	CHR
3.5	5.2	4.3	3.6	5.3	4	<b>KOLA-FM</b> <i>Gold</i>	99.9 29.5kw	2	7	11	3	2	3	63	Stanfield	ABC	TOR
4.4	3.8	3.2	4.5	4.0	5	<b>KCAL-FM</b> <i>Rock</i>	96.7 1.75kw	10	6	2	4	5	12	77	Anaheim Br.	—	TOR
3.6	4.1	3.3	3.5	3.8	6	<b>KOST-FM</b> <i>AC</i>	103.5 12.5kw	6	8	12	12	8	5	57	Cox Enterprises	—	CHR
2.2	2.1	1.9	2.0	3.7	7	<b>KKBT-FM</b> <i>UC</i>	92.3 43kw	14	2	8	8	12	14	84	Evergreen Media	—	MMR
4.2	4.0	3.5	4.0	3.6	8	<b>KLOS-FM</b> <i>Rock</i>	95.5 61kw	7	10	4	5	4	9	62	Cap Cities/ABC	ABC	KATZ
5.8	4.0	3.4	3.9	3.3	9	<b>KHTX-A/F*</b> <i>Ctry</i>	590/97.5 1kw/72kw	11	14	16	16	13	7	68	Henry	—	EAST
3.6	3.4	3.8	3.8	3.2	10	<b>KROQ-FM</b> <i>Alt</i>	106.7 5.5kw	13	4	3	9	17	33	73	Infinity	—	TOR
3.4	5.1	3.8	3.6	3.1	11	<b>KCBS-FM</b> <i>CR</i>	93.1 28.5kw	9	20	7	6	6	11	58	CBS	CBS	CBS
4.5	3.8	3.9	2.5	2.9	12	<b>KIIS-A/F</b> <i>CHR</i>	1150/102.7 5kw/8kw	5	5	6	10	15	21	43	Gannett	—	MCG
2.8	3.0	2.5	2.4	2.8	13	<b>KRTH-FM</b> <i>Gold</i>	101.1 51kw	8	11	18	11	9	4	49	Infinity	—	BAN
1.6	2.4	2.7	3.7	2.7	14	<b>KBIG-FM</b> <i>AC</i>	104.3 105kw	12	15	9	15	11	16	58	Bonneville Int.	—	CBS
0.9	1.4	2.0	0.8	2.7	14	<b>KDIF-AM</b> <i>Span</i>	1440 1kw	18	21	10	13	14	10	92	Inland Empire	—	KT-H
1.9	1.7	1.3	1.7	2.5	16	<b>KWPR-FM</b> <i>B/EZ</i>	96.1 .25kw	17	—	21	14	10	6	81	Group W	—	G/W
2.9	2.2	2.6	2.7	2.4	17	<b>KNX-AM</b> <i>News</i>	1070 50kw	26	—	36	40	29	26	139	HSC Radio, Inc.	USA	K&P
1.6	2.4	1.7	2.5	2.2	18	<b>KPWR-FM</b> <i>CHR</i>	105.9 25kw	16	—	29	22	19	13	55	CBS	CBS	CBS
1.6	1.3	2.0	1.4	2.2	18	<b>KLAC-AM</b> <i>Nost</i>	570 5kw	15	3	13	19	24	34	50	Emmis	—	D&R
0.8	0.7	0.7	1.7	1.7	20	<b>KCAL-AM</b> <i>Span</i>	1410 5(4)kw	24	—	—	41	40	25	89	Shamrock Br.	—	EAST
1.3	1.7	2.3	1.7	1.6	21	<b>KTWV-FM</b> <i>NAC</i>	94.7 55kw	23	13	17	20	20	15	80	Redlands Radio	—	LOTUS
1.4	1.7	2.0	1.6	1.6	21	<b>KLVE-FM</b> <i>Span</i>	107.5 29.5kw	21	—	14	17	16	17	76	Heftel Br.	—	CAB
0.4	0.4	1.6	0.8	1.4	23	<b>KJQI/KOJY-AM</b> <i>Nost</i>	1260/540 5kw/25kw	25	—	—	—	42	23	79	Mt. Wilson FM	—	CMBS
0.6	0.8	0.8	1.5	1.3	24	<b>KAEV-FM**</b> <i>UAC</i>	103.9 .19kw	22	19	19	18	18	19	61	All Pro	—	—
1.0	0.6	1.0	0.9	1.1	25	<b>KABC-AM</b> <i>Talk</i>	790 5kw	34	—	35	32	26	24	91	Cap Cities/ABC	ABC	KATZ
1.1	1.0	1.1	1.0	1.0	26	<b>KKGO-FM</b> <i>Clas</i>	105.1 18kw	30	—	24	24	28	20	75	Mt. Wilson FM	AP	CMBS

\*Went off the air in December. \*\*Now **KCXX** (Alt) on January 1st.

Continued on Page 69



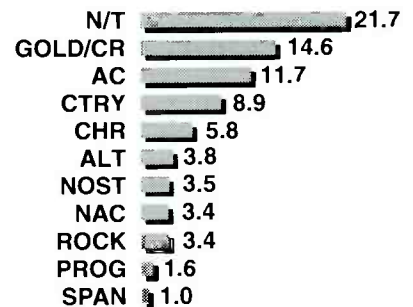
12+ POPULATION: 1,340,800 (Black: N/A%; Hispanic: 11.4%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.6	13.3	11.8	11.6	13.9	1	KFBK-AM N/T	1530 50kw	1	—	7	2	1	1	98	Chancellor	ABC	G/W
4.4	6.6	5.7	5.3	7.3	2	KGBY-FM AC	92.5 50kw	3	4	1	1	2	3	69	Chancellor	—	G/W
5.4	4.9	3.8	4.4	5.8	3	KHYL-FM Gold	101.1 36kw	2	6	9	4	3	2	55	American Media	—	EAST
7.7	7.2	8.4	7.4	5.8	3	KSFM-FM CHR	102.5 50kw	4	1	3	7	10	13	62	Secret Com.	ABC	MMR
4.3	6.0	6.4	7.1	5.7	5	KNCI-FM City	105.1 50kw	5	3	8	6	5	5	65	EZ	CBS	KATZ
3.9	3.1	4.5	4.6	4.5	6	KXOA-FM Gold	107.9 50kw	6	11	6	3	4	6	53	Brown	—	CBS
4.7	5.0	4.4	5.1	4.4	7	KYMX-FM AC	96.1 50kw	8	8	10	10	7	4	59	Tribune	—	MCG
4.6	5.3	5.0	5.0	4.3	8	KSEG-FM CR	96.9 50kw	7	7	4	5	6	10	54	Citicasters	—	CHR
3.3	4.5	3.9	4.5	3.8	9	KWOD-FM Alt	106.5 50kw	10	2	2	8	13	27	57	Royce Intl.	CBS	D&R
2.8	3.6	3.9	3.2	3.5	10	KCTC-AM Nost	1320 5kw	12	—	29	29	23	11	88	Tribune	WVO	MCG
4.4	4.0	4.0	5.5	3.4	11	KRXQ-FM Rock	93.7 25kw	11	5	5	9	8	22	61	Citicasters	—	BAN
7.6	4.6	3.9	3.7	3.2	12	KRAK-FM City	98.5 50kw	9	9	13	12	9	7	49	EZ	—	KATZ
2.2	2.1	1.6	1.7	2.8	13	KSTE-AM N/T	650 25(1)kw	14	—	16	15	11	8	73	Fuller-Jeffrey	ABC	TOR
0.5	1.5	1.9	2.3	2.2	14	KSSJ-FM NAC	101.9 25kw	15	13	17	14	12	9	68	Olympic Br.	—	—
1.6	1.7	1.3	1.6	2.0	15	KGO-AM N/T	810 50kw	16	—	23	23	20	16	70	Cap Cities/ABC	ABC	BAN
1.8	1.5	0.5	0.9	2.0	15	KHTK-AM Talk	1140 50kw	17	—	12	13	14	12	77	EZ	CBS	KATZ
2.6	1.8	3.5	2.9	1.6	17	KQPT-FM Prog	100.5 115kw	13	—	11	11	15	14	41	Brown	SOU	CBS
0.7	0.5	0.8	1.1	1.2	18	KQBR-FM NAC	104.3 2.95kw	18	—	15	16	16	15	73	Progressive Media	—	KATZ
2.2	1.1	1.4	1.0	1.0	19	KNBR-AM FS	680 50kw	19	—	19	17	17	17	62	Susquehanna	ABC	EAST
1.5	1.7	1.0	1.0	1.0	19	KZSA-FM Span	92.1 1.4kw	22	10	14	18	25	25	81	Z-Spanish Radio	—	CAB

DEMOGRAPHIC RANKINGS

FORMAT REACH

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





12+ POPULATION: 1,302,400 (Black: N/A; Hispanic: 20.7%)

SAN JOSE

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.3	7.7	8.7	9.3	8.4	1	KGO-AM NT	810 50kw	1	—	11	3	1	1	69	Cap Cities/ABC	ABC	BAN
5.9	7.3	6.3	5.7	5.4	2	KBAY-FM AC	100.3 163kw	6	14	21	9	4	2	76	United	—	MMR
5.7	5.6	5.4	5.2	4.9	3	KSJO-FM Rock	92.3 50kw	5	5	1	1	2	12	65	BayCom Partners	—	MCG
4.3	3.7	4.9	4.2	4.8	4	KLOK-AM Span	1170 50(5)kw	20	4	2	2	9	14	126	Bahia Radio	CRC	CAB
5.5	5.3	4.1	3.9	4.7	5	KHQT-FM CHR	97.7 1.65kw	4	1	4	5	17	19	54	Anaheim Br.	—	D&R
4.3	4.3	5.2	5.1	4.4	6	KNBR-AM FS	680 50kw	7	19	13	7	3	3	47	Susquehanna	ABC	EAST
2.5	2.2	2.8	5.3	4.4	6	KOME-FM Alt	98.5 12.5kw	2	2	3	4	18	26	66	Infinity	—	LOTUS
4.8	4.4	3.7	4.6	3.6	8	KCBS-AM News	740 50kw	3	—	22	20	13	4	41	CBS	CBS	CBS
3.9	3.5	3.9	3.0	3.6	8	KRTY-FM City	95.3 .87kw	13	10	12	8	6	7	59	Empire	—	MMR
1.7	2.4	3.1	3.8	3.2	10	KFRC-A/F Gold	610/99.7 5kw/40kw	9	11	16	10	8	5	50	Alliance	—	G/W
2.4	2.3	2.6	2.3	3.2	10	KIOI-FM Hot AC	101.3 125kw	11	8	5	6	5	11	51	Evergreen Media	—	BAN
1.9	3.4	3.1	2.3	3.0	12	KOIT-A/F AC	1260/96.5 5(1)kw/33kw	8	21	17	17	7	6	45	Bonneville Int.	—	KATZ
0.0	0.0	0.8	1.4	2.9	13	KKSJ-AM Nost	1370 5kw	24	—	—	36	32	20	126	United	UPI	MMR
2.3	1.8	1.9	1.7	2.8	14	KDFC-A/F Clas	1220/102.1 5kw/33kw	19	—	29	22	20	8	70	Brown	—	CBS
3.2	3.3	3.3	2.8	2.8	14	KEZR-FM Hot AC	106.5 50kw	12	9	6	11	16	18	45	Alta Br.	—	CHR
2.3	2.0	2.6	3.0	2.7	16	KARA-FM AC	105.7 50kw	15	12	10	14	12	13	51	Empire	—	MMR
4.5	4.2	4.2	3.7	2.7	16	KYLD/KYLZ CHR	107.7/99.1 8.9kw/1.1kw	10	3	9	19	22	28	42	Crescent Com.	AP	MMR
2.3	3.0	2.3	2.2	2.5	18	KITS-FM Alt	105.3 15kw	16	6	7	12	19	23	54	Entercom	—	D&R
1.7	1.3	1.6	1.7	2.5	18	KSAN-FM City	94.9 30kw	21	—	8	15	14	15	66	Shamrock Br.	—	MCG
2.4	2.0	2.3	2.6	2.4	20	KKSF-FM NAC	103.7 7.8kw	18	—	20	16	11	9	59	Brown	—	CBS
3.7	2.8	2.4	2.3	2.3	21	KUFX-FM CR	94.5 1.2kw	14	15	18	13	10	10	43	Kool Com.	—	D&R
1.5	1.4	1.8	1.0	1.9	22	KBLX-FM NAC	102.9 6.6kw	22	—	15	18	15	16	60	Inner City	—	D&R
1.9	1.8	1.5	1.5	1.5	23	KMEL-FM CHR	106.1 69kw	17	7	14	21	27	37	35	Evergreen Media	—	CHR
2.4	1.8	1.2	1.2	1.4	24	KYCY-FM City	93.3 50kw	23	—	23	23	21	17	51	Alliance	—	G/W
0.0	0.4	0.7	0.4	1.1	25	KSJX Misc	1500 10(5)kw	34	—	30	27	23	21	109	BayCom Partners	—	PRG

Continued on Page 69

12+ POPULATION: 1,278,800 (Black: N/A; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CLUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
8.6	8.0	8.8	10.6	9.8	1	WHJY-FM Rock	94.1 50kw	2	3	1	1	1	3	90	Griffin Group	SOU	G/W
7.6	7.2	8.5	8.0	8.2	2	WWLI-FM AC	105.1 50kw	3	12	4	3	2	1	86	Tele-Media	—	TOR
8.7	9.7	7.4	8.2	7.7	3	WPRO-FM CHR	92.3 39kw	1	2	2	2	3	4	65	Tele-Media	ABC	MCG
6.0	6.0	4.8	5.1	5.7	4	WWBB-FM Gold	101.5 13.5kw	5	11	9	5	4	2	70	Radio Equity	—	BAN
3.0	2.1	4.4	5.4	4.8	5	WLKW-AM Nost	790 5kw	12	—	22	27	23	8	103	Tele-Media	—	TOR
4.8	5.2	4.3	4.8	4.5	6	WHJJ-AM N/T	920 5kw	10	—	21	17	12	10	80	Griffin Group	WWO	KATZ
5.4	4.3	5.3	6.1	4.3	7	WSNE-FM AC	93.3 30kw	6	10	5	4	5	9	56	Beck-Ross	—	EAST
4.0	3.9	5.1	3.5	4.1	8	WCTK-FM Ctry	98.1 47kw	11	9	8	9	7	5	77	Hall	—	D&R
4.6	4.1	4.7	3.7	3.9	9	WWKX-FM CHR	106.3 1.15kw	8	1	6	8	13	26	65	Ocean State	WWO	CHR
4.0	3.3	3.5	3.7	3.8	10	WBRU-FM Alt	95.5 20kw	9	4	3	7	8	22	63	Brown BC Service	—	—
4.4	4.7	4.3	5.3	3.8	10	WPRO-AM Talk	630 5kw	7	15	18	11	9	7	59	Tele-Media	ABC	MCG
4.8	4.7	4.7	4.5	3.8	10	WWRX-FM CR	103.7 50kw	4	8	7	6	6	6	47	Westerly	CNN	D&R
1.2	1.5	1.3	1.3	1.7	13	WCRB-FM Clas	102.5 15kw	15	—	20	20	15	13	64	Charles River	—	CMBS
0.9	1.1	0.8	0.6	1.4	14	WBOS-FM Prog	92.9 8.8kw	20	—	14	10	11	16	63	Granum Com.	—	MMR
1.9	1.7	1.5	1.4	1.4	14	WBZ-AM News	1030 50kw	14	—	24	23	21	17	47	Group W	ABC	G/W
1.8	2.0	1.3	1.5	1.4	14	WFHN-FM CHR	107.1 3kw	18	6	11	14	22	37	55	H&D Broadcast	—	CHR
1.1	1.3	1.2	0.9	1.4	14	WODS-FM Gold	103.3 16kw	16	—	25	13	10	11	53	CBS	CBS	CBS
1.2	1.2	1.3	1.5	1.3	18	WAAF-FM Rock	107.3 18.5kw	17	7	10	12	16	31	48	Zapis	WWO	D&R
0.7	0.6	0.7	0.6	1.3	18	WBCS-FM Ctry	96.9 12.5kw	19	—	15	19	17	12	52	Greater Media	—	MCG
1.0	1.6	1.6	1.4	1.2	20	WJMN-FM CHR	94.5 11.5kw	13	5	12	18	27	41	37	Pyramid	—	KATZ
1.2	1.2	1.6	1.2	1.2	20	WOTB-FM NAC	100.3 6kw	24	14	26	22	18	14	66	Perry	AP	K&P
1.1	1.1	1.2	1.0	1.1	22	WBSM-AM N/T	1420 5(1)kw	30	—	—	37	31	24	112	H&D Broadcast	WWO	CHR
1.1	1.0	1.2	0.6	1.1	22	WZLX-FM CR	100.7 20kw	25	16	19	15	14	15	61	Infinity	WWO	CHR

Continued on Page 69

# RANTEL. RESEARCH THAT MOVES THE NEEDLE!



Continued from Page 65

12+ POPULATION: 1,347,800 (Black: N/A; Hispanic: 27.3%)

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 KLOS-FM	1 KGGI-FM	1 KOLA-FM	1 KFRG-FM	CHR 12.1
2 KROQ-FM	2 KFRG-FM	2 KCAL-FM	2 KFRG-FM	2 KFI-AM	2 KGGI-FM	GOLD/CR 11.2
3 KCAL-FM	3 KBIG-FM	3 KOLA-FM	3 KOLA-FM	3 KLOS-FM	3 KOLA-FM	CTRY 10.3
4 KKBT-FM	4 KCAL-FM	4 KCBS-FM	4 KCAL-FM	4 KFRG-FM	4 KOST-FM	N/T 9.9
5 KGGI-FM	5 KIIS-A/F	5 KFRG-FM	5 KOST-FM	5 KCAL-FM	5 KBIG-FM	ROCK 7.6
6 KIIS-A/F	6 KCBS-FM	5 KKBT-FM	5 KRTH-FM	6 KCBS-FM	6 KFI-AM	AC 6.5
7 KCBS-FM	7 KROQ-FM	7 KFI-AM	7 KBIG-FM	7 KKBT-FM	7 KRTH-FM	SPAN 5.9
8 KFRG-FM	8 KOST-FM	8 KROQ-FM	7 KCBS-FM	8 KHTX-A/F	8 KCBS-FM	UC 5.0
9 KDIF-AM	9 KLOS-FM	9 KGGI-FM	7 KIIS-A/F	8 KRTH-FM	9 KCAL-FM	ALT 3.2
9 KPWR-FM	10 KDIF-AM	10 KTUV-FM	10 KDIF-AM	10 KTUV-FM	9 KDIF-AM	NOST 3.1
						NAC 2.5
						B/EZ 2.4
						CLAS 1.0

RIVERSIDE-SAN BERNARDINO

SAN JOSE

Continued from Page 67

12+ POPULATION: 1,302,400 (Black: N/A; Hispanic: 20.7%)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KSJO-FM	1 KLOK-AM	1 KSJO-FM	1 KIOI-FM	1 KGO-AM	1 KIOI-FM	AC 17.1
2 KOME-FM	2 KIOI-FM	2 KGO-AM	2 KLOK-AM	2 KSJO-FM	2 KBAY-FM	N/T 16.4
3 KLOK-AM	3 KHQT-FM	3 KNBR-AM	3 KHQT-FM	3 KNBR-AM	2 KOIT-A/F	CHR 8.9
4 KHQT-FM	4 KOME-FM	4 KLOK-AM	3 KRTY-FM	4 KUFX-FM	4 KGO-AM	CTRY 7.5
5 KEZR-FM	4 SAN-FM	4 KOME-FM	5 KBAY-FM	5 KBAY-FM	5 KRTY-FM	ALT 6.9
6 KGO-AM	4 KSJO-FM	6 KHQT-FM	6 KSJO-FM	5 KRTY-FM	6 KARA-FM	GOLD/CR 5.5
7 KNBR-AM	7 KRTY-FM	7 KITS-FM	7 KFRC-A/F	7 KCBS-AM	7 KEZR-FM	ROCK 4.9
8 KITS-FM	8 KYLD/KLYZ	8 KUFX-FM	7 KOIT-A/F	7 KFRC-A/F	7 KLOK-AM	SPAN 4.8
9 KMEL-FM	9 KARA-FM	9 KFRC-A/F	9 KARA-FM	9 KLOK-AM	9 KFRC-A/F	NAC 4.3
10 KARA-FM	9 KITS-FM	10 KBAY-FM	9 KEZR-FM	9 KOME-FM	9 KKSF-FM	NOST 2.9
						CLAS 2.8
						MISC 1.1

SAN JOSE

PROVIDENCE-WARWICK-PAWTUCKET

Continued from Page 68

12+ POPULATION: 1,278,800 (Black: N/A; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WHJY-FM	1 WPRO-FM	1 WHJY-FM	1 WWLI-FM	1 WHJY-FM	1 WWLI-FM	CHR 14.2
2 WBRU-FM	2 WHJY-FM	2 WPRO-FM	2 WPRO-FM	2 WWRX-FM	2 WPRO-FM	AC 12.5
3 WPRO-FM	2 WSNE-FM	3 WWRX-FM	3 WSNE-FM	3 WWBB-FM	3 WSNE-FM	GOLD/CR 12.0
4 WWKX-FM	4 WWLI-FM	4 WBRU-FM	4 WHJY-FM	4 WPRO-FM	4 WWBB-FM	ROCK 11.1
4 WWRX-FM	5 WWKX-FM	5 WWBB-FM	5 WWBB-FM	4 WWLI-FM	5 WHJY-FM	N/T 10.8
6 WWLI-FM	6 WBRU-FM	6 WWLI-FM	6 WWKX-FM	6 WCTK-FM	6 WCTK-FM	CTRY 5.4
7 WAAF-FM	7 WCTK-FM	7 WCTK-FM	7 WCTK-FM	7 WBRU-FM	7 WWRX-FM	NOST 4.8
8 WWBB-FM	8 WFHN-FM	8 WWKX-FM	8 WBRU-FM	8 WSNE-FM	8 WBOS-FM	ALT 3.8
9 WCTK-FM	8 WWRX-FM	9 WSNE-FM	8 WWRX-FM	9 WPRO-FM	9 WODS-FM	CLAS 1.7
10 WBCN-FM	10 WBOS-FM	10 WAAF-FM	10 WBOS-FM	10 WHJJ-AM	9 WPRO-FM	PROG 1.4
						NAC 1.2

PROVIDENCE



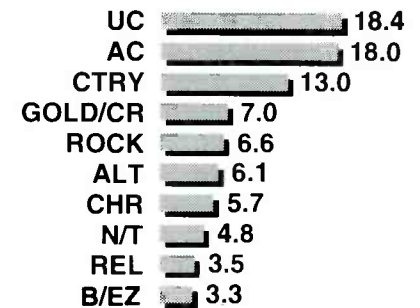
12+ POPULATION: 1,221,500 (Black: 28.0%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.5	10.1	10.0	11.6	10.6	1	WOWI-FM UC	102.9 50kw	1	1	1	1	1	9	91	US Radio	AURN	MCG
6.0	5.2	6.5	5.0	7.0	2	WFOG-FM AC	92.9 50kw	4	8	11	8	5	1	77	Sunshine Wireless	WVO	BAN
6.8	6.6	7.1	7.4	6.6	3	WNOR-A/F Rock	1230/98.7 .626kw/46kw	5	3	2	2	4	14	76	Saga Com.	—	MCG
8.0	7.2	8.1	7.5	6.5	4	WCMS-A/F Ctry	1050/100.5 5kw/50kw	7	12	7	5	6	2	81	WCMS Radio	ABC	MMR
7.9	6.9	7.9	8.9	6.5	4	WGH-FM Ctry	97.3 74kw	3	5	3	3	2	5	72	Susquehanna	—	EAST
4.3	5.4	5.1	4.9	5.7	6	WNVZ-FM CHR	104.5 50kw	2	2	4	6	12	16	57	Max Radio	—	CHR
5.8	5.1	4.5	4.6	4.9	7	WWDE-FM AC	101.3 50kw	6	9	10	4	3	4	60	Max Radio	CBS	CHR
3.6	2.6	4.6	3.5	3.6	8	WMYK-FM UAC	92.1 3.7kw	11	7	6	9	11	15	67	Willis	—	TOR
1.6	2.9	2.8	3.9	3.6	8	WROX-FM Alt	96.1 50kw	9	4	5	10	16	23	63	Sinclair Br.	—	MMR
2.6	4.4	2.9	4.9	3.5	10	WAFX-FM Gold	106.9 100kw	8	10	8	7	8	11	53	Saga Com.	—	CBS
4.8	2.5	2.9	2.4	3.5	10	WJQI-A/F AC	1600/94.9 5kw/50kw	10	13	13	11	9	8	62	Sunshine Wireless	WVO	D&R
3.0	3.7	2.5	3.1	3.5	10	WLTY-FM Gold	95.7 40kw	13	11	17	12	7	3	70	Benchmark Com.	—	KATZ
2.0	2.3	1.7	2.2	3.5	10	WPCE-AM Rel	1400 1(.25)kw	19	6	15	17	18	12	113	Willis	AURN	MCG
1.6	1.6	2.0	1.5	3.3	14	WXEZ-FM B/EZ	94.1 50kw	18	—	21	18	17	7	92	Eure Com.	—	—
1.5	2.6	2.3	2.9	3.2	15	WSVY-FM UAC	107.7 3kw	17	—	14	13	10	6	84	US Radio	AURN	MCG
4.1	4.9	3.4	3.8	3.0	16	WNIS-AM Talk	850 50(12.5)kw	15	—	16	16	15	10	69	Sinclair Inc.	WVO	MMR
2.6	3.0	1.7	2.5	2.6	17	WMXN-FM Hot AC	105.3 50kw	12	15	12	15	14	13	48	Fairfield Com.	—	BAN
4.7	3.8	3.0	3.4	2.5	18	WKOC-FM Alt	93.7 100kw	14	14	9	14	13	18	57	Benchmark Com.	—	KATZ
3.2	2.4	2.1	2.0	1.8	19	WTAR-AM N/T	790 5kw	16	16	20	19	19	17	45	Benchmark Com.	WVO	KATZ
1.8	1.6	1.6	1.5	1.0	20	WSVY-AM UAC	1350 5kw	21	—	19	20	20	19	62	US Radio	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 WNOR-A/F	1 WOWI-FM	1 WOWI-FM	1 WOWI-FM	1 WOWI-FM	1 WWDE-FM
2 WOWI-FM	2 WGH-FM	2 WNOR-A/F	2 WGH-FM	2 WNOR-A/F	2 WGH-FM
3 WROX-FM	3 WNVZ-FM	3 WGH-FM	3 WWDE-FM	3 WGH-FM	3 WOWI-FM
4 WNVZ-FM	3 WWDE-FM	4 WROX-FM	4 WJQI-A/F	4 WCMS-A/F	4 WJQI-A/F
5 WGH-FM	5 WNOR-A/F	5 WCMS-A/F	5 WFOG-FM	5 WFOG-FM	5 WFOG-FM
6 WKOC-FM	6 WMYK-FM	6 WAFX-FM	6 WNVZ-FM	6 WAFX-FM	6 WCMS-A/F
7 WMYK-FM	7 WJQI-A/F	7 WNVZ-FM	7 WCMS-A/F	7 WLTY-FM	7 WSVY-FM
8 WAFX-FM	8 WROX-FM	8 WMYK-FM	7 WNOR-A/F	8 WKOC-FM	8 WLTY-FM
9 WCMS-A/F	9 WFOG-FM	9 WKOC-FM	9 WMYK-FM	9 WNIS-AM	9 WMXN-FM
10 WWDE-FM	10 WCMS-A/F	10 WFOG-FM	10 WSVY-FM	10 WROX-FM	10 WAFX-FM



12+ POPULATION: 1,215,700 (Black: 11.9%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.6	9.2	8.0	9.5	9.3	1	WTVN-AM FS	610 5kw	3	16	10	7	5	1	76	Citicasters	ABC	KATZ
5.8	7.4	8.5	7.3	8.2	2	WNCI-FM CHR	97.9 175kw	1	3	2	1	2	5	61	Nationwide	AP	MMR
4.0	4.9	6.2	8.6	7.6	3	WCOL-FM Ctry	92.3 22kw	4	4	5	4	3	4	69	Nationwide	—	MMR
8.7	8.7	7.8	7.9	6.9	4	WSNY-FM AC	94.7 22kw	2	7	6	2	1	2	55	Saga	—	MCG
5.7	5.8	7.8	7.1	6.7	5	WBZX-FM Rock	99.7 20kw	5	2	1	3	6	15	65	North American	—	EAST
2.8	5.7	4.7	3.9	5.7	6	WCKX-FM UC	106.3 6kw	11	1	3	6	8	14	91	WCKX Enterprise	AURN	—
6.7	7.6	6.1	5.9	5.6	7	WLVQ-FM Rock	96.3 18kw	6	11	4	5	4	8	55	Citicasters	—	KATZ
2.3	3.0	4.2	4.8	4.7	8	WBNS-FM Gold	97.1 20kw	7	12	13	8	7	3	51	Radiohio, Inc.	CBS	BAN
7.0	4.8	5.2	5.2	4.6	9	WHOK-FM Ctry	95.5 50kw	8	6	12	11	10	6	65	OmniAmerica	AP	D&R
3.2	3.9	3.0	3.6	4.2	10	WVVO-FM UC	1580 1(.25)kw	14	13	8	9	9	7	92	Saga	AURN	MCG
7.0	4.3	3.3	3.1	2.8	11	WLLD-FM* Ctry	98.9 .58kw	10	8	9	13	12	12	44	OmniAmerica	—	CHR
3.1	2.4	1.1	2.3	2.7	12	WAKS-FM Gold	105.7 2.5kw	13	—	11	10	11	9	51	Tel Lease, Inc.	—	TOR
2.2	2.6	2.9	2.5	2.5	13	WWCD-FM Alt	101.1 6kw	12	9	7	12	13	20	44	Ingleside Radio	—	ROS
3.8	2.4	1.8	2.2	2.4	14	WBNS-AM FS	1460 5(1)kw	9	—	15	14	14	10	35	Radiohio, Inc.	AP	BAN
1.3	1.7	2.0	2.3	2.1	15	WCEZ-FM B/EZ	107.9 6kw	16	—	20	21	18	13	53	Radio Delaware	—	—
4.1	2.5	2.7	2.5	2.1	15	WCLT-FM Ctry	100.3 50kw	17	10	16	15	15	11	66	WCLT Inc.	WWO	—
3.1	1.6	1.7	1.6	1.4	17	WCOL-AM Talk	1230 1kw	19	—	19	20	19	18	52	Nationwide	AP	MMR
1.0	1.5	1.5	1.1	1.3	18	WLW-AM FS	700 50kw	18	—	18	16	16	17	44	Jacor	ABC	EAST
1.8	0.5	1.8	1.1	1.2	19	WAHC-FM** CHR	107.1 3kw	15	5	14	19	24	—	27	Tel Lease, Inc.	—	TOR
1.9	1.9	1.1	1.3	1.2	19	WMNI-AM Ctry	920 1(.5)kw	20	—	23	22	21	19	60	North American	WWO	EAST

\*Was WRVF until October. \*\*Switched to '70s Gold in January.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WBZX-FM	1 WNCI-FM	1 WBZX-FM	1 WNCI-FM	1 WLVQ-FM	1 WSNY-FM	CTRY	18.3
2 WLVQ-FM	2 WSNY-FM	2 WLVQ-FM	2 WSNY-FM	1 WTVN-AM	2 WNCI-FM	N/T	14.4
3 WCKX-FM	3 WCOL-FM	3 WTVN-AM	3 WCOL-FM	3 WBZX-FM	3 WCOL-FM	ROCK	12.3
4 WCOL-FM	4 WCKX-FM	4 WCOL-FM	4 WCKX-FM	4 WNCI-FM	4 WVVO-AM	UC	9.9
5 WNCI-FM	5 WBZX-FM	5 WNCI-FM	5 WBNS-FM	5 WCOL-FM	5 WBNS-FM	CHR	9.4
6 WSNY-FM	6 WLVQ-FM	6 WCKX-FM	5 WHOK-FM	5 WSNY-FM	6 WHKO-FM	GOLD/CR	7.4
7 WWCD-FM	7 WVVO-AM	7 WSNY-FM	5 WVVO-AM	7 WCKX-FM	7 WLVQ-FM	AC	6.9
8 WTVN-AM	7 WWCD-FM	8 WAKS-FM	8 WLW-FM	8 WAKS-FM	7 WTVN-AM	ALT	2.5
9 WAKS-FM	9 WHOK-FM	9 WBNS-FM	9 WBZX-FM	8 WBNS-FM	9 WCKX-FM	B/EZ	2.1
9 WBNS-AM	10 WLLD-FM	10 WWCD-FM	10 WTVN-AM	10 WVVO-AM	10 WCLT-FM		



12+ POPULATION: 1,166,500 (Black: N/A; Hispanic: 47.9%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK	12+ ADH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.0	7.8	8.5	9.8	9.2	1	1	KXTN-A/F Span	1310/107.5 5kw/100kw	3	5	2	1	1	1	90	Tichenor Media	—	KT-H
9.3	9.4	6.8	7.5	7.9	2	2	KTFM-FM CHR	102.7 100kw	1	1	3	5	8	9	65	Waterman	—	BAN
8.5	6.8	6.2	6.6	7.2	3	3	KQXT-FM AC	101.9 100kw	4	9	5	2	2	2	74	Clear Channel	—	CHR
6.9	7.5	8.1	6.6	6.8	4	4	KCYF-FM Ctry	100.3 100kw	2	7	4	4	5	4	65	NewCity	—	KATZ
6.3	6.6	6.7	7.3	6.4	5	5	KISS-FM Rock	99.5 100kw	5	2	1	3	6	14	67	KISS Radio	—	CBS
6.4	5.6	5.6	5.9	5.9	6	6	KAJA-FM Ctry	97.3 100kw	6	6	7	8	7	3	68	Clear Channel	—	CHR
4.0	4.6	4.9	4.5	4.9	7	7	KZEP-FM CR	104.5 100kw	7	14	6	6	3	7	61	Lotus Com.	—	D&R
5.0	5.1	4.2	4.8	4.7	8	8	KTSA-AM NT	550 5kw	11	16	12	11	10	8	84	Waterman	ABC	BAN
3.1	4.9	4.7	4.4	4.4	9	9	KSMG-FM Gold	105.3 100kw	8	10	9	7	4	5	57	KISS Radio	—	CBS
3.5	4.7	3.6	4.0	4.2	10	10	WOAI-AM NT	1200 50kw	9	—	16	15	11	10	58	Clear Channel	CBS	CHR
4.2	3.5	3.9	4.4	3.8	11	11	KONO-A/F Gold	860/101.1 5kw/100kw	10	8	14	9	9	6	52	October Com.	WVO	MMR
2.6	4.0	5.3	5.5	3.8	11	11	KSJL-FM UC	96.1 100kw	13	3	8	10	13	20	85	Inner City	WVO	EAST
2.3	2.2	1.8	2.1	3.0	13	13	KROM-FM Span	92.9 100kw	15	15	11	13	12	12	91	Tichenor Media	—	KT-H
3.0	3.4	3.5	2.4	2.7	14	14	KDIL-FM Ctry	106.7 100kw	12	4	10	12	15	16	56	Vision	—	—
2.3	3.1	3.3	2.3	2.7	14	14	KLUP-AM Nost	930 5(1)kw	17	—	—	19	19	13	93	KISS Radio	—	CBS
2.6	1.9	1.8	2.1	2.4	16	16	KCOR-AM Span	1350 5kw	18	—	15	18	18	17	85	Tichenor Media	—	KT-H
2.7	3.0	2.4	3.0	2.3	17	17	KKYX-AM Ctry	680 50(10)kw	16	—	18	17	14	11	73	NewCity	ABC	KATZ
2.6	3.0	2.0	2.2	2.2	18	18	KRIO-FM Span	94.1 22kw	14	11	13	14	16	15	49	April Com.	—	—
0.6	1.0	1.4	1.2	1.2	19	19	KEDA-AM Span	1540 5(1)kw	20	—	—	21	20	18	81	D&E	—	CAB
1.4	0.5	1.4	0.9	1.2	19	19	KSLR-AM Rel	630 5kw	19	13	19	16	17	19	72	Comminicom	USA	—

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KISS-FM	1 KTFM-FM	1 KISS-FM	1 KQXT-FM	1 KZEP-FM	1 KQXT-FM	SPAN 18.0	
2 KXTN-A/F	2 KQXT-FM	2 KZEP-FM	2 KTFM-FM	2 KXTN-FM	2 KXTN-A/F	CTRY 17.7	
3 KCYY-FM	3 KXTN-A/F	3 KXTN-A/F	3 KXTN-FM	3 KISS-FM	3 KSMG-FM	GOLD/CR 13.1	
4 KZEP-FM	4 KISS-FM	4 KCYY-FM	4 KCYY-FM	4 KCYY-FM	4 KCYY-FM	N/T 8.9	
5 KSJL-FM	5 KCYY-FM	5 KQXT-FM	5 KSMG-FM	5 KAJA-FM	4 KTFM-FM	CHR 7.9	
6 KQXT-FM	6 KAJA-FM	6 KAJA-FM	6 KAJA-FM	6 KQXT-FM	6 KAJA-FM	AC 7.2	
6 KTFM-FM	7 KSMG-FM	7 KSMG-FM	7 KISS-FM	6 KSMG-FM	7 KONO-A/F	ROCK 6.4	
8 KAJA-FM	7 KZEP-FM	7 KTFM-FM	8 KONO-A/F	8 KTSA-AM	8 KROM-FM	UC 3.8	
9 KSMG-FM	9 KSJL-FM	9 KTSA-AM	8 KZEP-FM	9 KTFM-FM	9 KZEP-FM	NOST 2.7	
10 KTSA-AM	10 KDIL-FM	10 KSJL-FM	10 KSJL-FM	10 WOAI-AM	10 KISS-FM	REL 1.2	



12+ POPULATION: 1,138,000 (Black: N/A; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.1	10.5	10.5	8.9	9.4	1	KSFI-FM AC	100.3 26kw	1	12	4	1	1	1	62	Simmons Family	—	CBS
10.6	9.3	9.1	7.7	7.4	2	KSOP-A/F Ctry	1370/104.3 5(5)kw/25kw	3	6	1	2	4	3	65	KSOP, Inc.	—	MMR
9.5	8.5	8.2	7.9	6.7	3	KKAT-FM Ctry	101.9 26kw	4	3	5	4	3	4	60	Apollo Radio	—	KATZ
6.7	6.2	5.9	5.3	6.6	4	KSL-AM Talk	1160 50kw	2	15	12	10	6	2	54	Bonneville Int.	CBS	CBS
4.2	4.5	4.7	3.5	5.1	5	KISN-FM Hot AC	97.1 30kw	7	8	6	5	5	10	58	Sun Mountain	—	D&R
2.1	2.8	4.7	5.9	5.1	5	KRSP-FM Gold	103.5 27.5kw	5	11	7	3	2	7	55	Simmons Family	—	CBS
4.8	3.7	4.0	3.1	4.7	7	KUTQ-FM CHR	99.5 40kw	6	1	10	14	21	27	52	D&B Br.	WVO	K&P
3.3	3.7	5.7	6.3	4.3	8	KXRK-FM Alt	6.1 50kw	10	4	1	7	12	26	59	Acme Br.	WVO	D&R
4.8	3.8	4.7	4.0	4.2	9	KLZX-FM CR	93.3 26kw	9	7	8	6	7	11	54	Citadel Com.	ABC	CHR
5.1	6.1	4.0	5.0	3.9	10	KBER-FM Rock	101.1 25kw	11	5	3	8	13	22	56	Devine	ABC	TOR
2.9	4.1	2.1	4.5	3.9	10	KVRI-FM* AC	98.7 40kw	8	10	9	9	9	12	47	Price Br.	—	CHR
4.4	3.6	2.6	3.3	3.8	12	KDYL-AM BBnd	1280 10(1)kw	15	—	—	24	17	6	79	Simmons Family	CNN	CBS
3.6	3.1	3.3	4.5	3.6	13	KALL-AM N/T	910 5(1)kw	14	—	16	13	10	8	60	Apollo Radio	WVO	EAST
3.2	2.7	3.4	3.5	3.6	13	KODJ-FM Gold	94.1 40kw	12	9	15	11	8	5	54	Apollo Radio	SMN	KATZ
3.3	4.5	3.8	2.7	3.0	15	KZHT-FM CHR	94.9 48kw	13	2	14	16	22	20	49	Heusser Group	—	TOR
2.9	2.6	2.2	2.3	2.9	16	KBZN-FM NAC	97.9 26kw	16	—	17	12	11	9	64	Capitol Br. Inc.	—	EAST
0.3	0.6	1.5	2.9	1.8	17	KUJJ-FM Ctry	106.5 7.5kw	18	13	13	15	20	16	56	Price Br.	—	—
1.4	1.8	2.2	1.1	1.7	18	KISN-AM Sports	570 5kw	17	16	19	5	14	13	40	Sun Mountain	AP	MCG
0.7	0.0	0.7	0.7	1.5	19	KRGQ-FM Span	107.9 67kw	23	17	20	21	18	14	90	Kargo	WVO	—
1.6	1.6	0.8	1.4	1.4	20	KUMT-FM Prog	105.7 7.3kw	21	—	18	19	15	17	68	US Radio	—	EAST
1.5	1.9	1.3	2.0	1.3	21	KCPX/KMXB AC	1600/107.5 5(1)kw/45kw	19	—	11	17	16	19	52	US Radio	—	EAST

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# RANTEL. RESEARCH THAT MOVES THE NEEDLE!



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



12+ POPULATION: 1,092,400 (Black: 13.4%; Hispanic: N/A)

INDIANAPOLIS

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
14.9	14.4	14.0	13.7	12.0	1	1	WFMS-FM Ctry	95.5 13kw	2	5	3	2	2	1	87	Susquehanna	—	MMR
11.2	12.3	12.4	13.7	11.8	2	2	WFBQ-FM Rock	94.7 52kw	1	8	1	1	1	3	75	Secret Com.	SOU	KATZ
10.7	9.9	8.9	8.2	8.7	3	3	WIBC-AM N/T	1070 50(10)kw	4	—	11	10	6	2	74	Emmis	WWO	CHR
5.2	4.4	5.6	5.4	8.0	4	4	WNAP-FM* Gold	93.1 12.5kw	3	9	2	3	3	4	68	Emmis	—	CHR
5.9	5.5	6.1	5.2	7.0	5	5	WTLC-FM UC	105.7 50kw	8	3	4	5	5	7	96	Panache	CBS	D&R
6.4	7.9	7.8	6.3	6.1	6	6	WENS-FM AC	97.1 3kw	6	6	6	4	4	6	63	Emmis	—	MCG
6.1	6.4	6.0	6.0	5.1	7	7	WZPL-FM CHR	99.5 12.5kw	5	1	8	9	10	14	52	My Star Com.	AP	D&R
4.3	4.0	3.4	4.0	4.7	8	8	WHHH-FM CHR	96.3 .64kw	7	2	7	6	9	11	63	Shirk Inc.	—	—
7.4	7.1	5.4	5.7	4.6	9	9	WTPI-FM AC	107.9 22kw	10	—	13	11	7	5	67	My Star Com.	—	D&R
3.8	4.1	4.5	5.1	4.0	10	10	WRZX-FM** Alt	103.3 18kw	9	4	5	8	11	23	56	Secret Com.	ABC	BAN
3.2	3.8	3.0	3.9	3.8	11	11	WGRL-FM Ctry	104.5 50kw	11	7	9	7	8	8	69	Susquehanna	—	MMR
1.5	0.8	0.6	0.9	2.4	12	12	WMYS-AM*** Nost	1430 5kw	15	—	—	24	20	13	96	My Star Com.	CNN	D&R
1.0	1.6	1.8	1.4	2.3	13	13	WXTZ-FM B/EZ	93.9 2.75kw	16	—	20	15	15	9	96	Weiss Br.	—	—
1.4	1.6	1.8	1.5	2.1	14	14	WNDE-AM Sports	1260 5kw	12	—	12	13	11	12	42	Secret Com.	WWO	KATZ
0.0	0.0	0.3	0.7	1.6	15	15	WGGR-FM**** Gold	106.7 3kw	10	10	14	14	14	10	62	Greater Greenwood	—	—
1.7	1.8	2.2	1.4	1.6	15	15	WTTS-FM Prog	92.3 37kw	13	—	10	12	13	17	50	Sarkes Tarzian	CBS	BAN
2.2	1.9	1.7	2.0	1.2	17	17	WTLC-AM UG	1310 5(1)kw	17	—	15	16	16	16	61	Panache	CBS	D&R
1.2	1.3	1.5	1.0	1.1	18	18	WQFE-FM BBnd	101.9 2.5kw	19	11	—	18	18	15	71	Quinn Br.	USA	—

\*Was WKLR-FM until September. \*\*Was Rock formatted until July. \*\*\*Was WCKN-AM (Ctry) until September. \*\*\*\*Was Country formatted until September.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WFBQ-FM	1 WFBQ-FM	1 WFBQ-FM	1 WFMS-FM	1 WFBQ-FM	1 WFMS-FM	CTRY	15.8
2 WNAP-FM	2 WENS-FM	2 WNAP-FM	2 WFBQ-FM	2 WNAP-FM	2 WFBQ-FM	ROCK	11.8
3 WRZX-FM	3 WFMS-FM	3 WFMS-FM	3 WENS-FM	3 WFMS-FM	3 WNAP-FM	AC	10.9
4 WTLC-FM	4 WNAP-FM	4 WRZX-FM	4 WNAP-FM	4 WIBC-AM	4 WENS-FM	N/T	10.8
5 WFMS-FM	5 WTLC-FM	4 WTLC-FM	5 WTLC-FM	5 WENS-FM	5 WTLC-FM	CHR	9.8
6 WHHH-FM	6 WHHH-FM	6 WIBC-AM	6 WZPL-FM	6 WGRL-FM	6 WTPI-FM	GOLD/CR	9.6
7 WGRL-FM	7 WZPL-FM	7 WENS-FM	7 WHHH-FM	6 WHHH-FM	7 WGRL-FM	UC	8.2
8 WENS-FM	8 WGRL-FM	8 WHHH-FM	8 WGRL-FM	6 WTLC-FM	7 WIBC-AM	ALT	4.0
8 WZPL-FM	9 WRZX-FM	9 WGRL-FM	9 WTPI-FM	9 WNDE-AM	7 WZPL-FM	NOST	3.5
10 WTTS-FM	10 WTPI-FM	10 WNDE-AM	10 WRZX-FM	10 WTPI-FM	10 WHHH-FM	B/EZ	2.3
						PROG	1.6



12+ POPULATION: 1,060,500 (Black: 19.3%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REF FIRM
10.9	11.1	11.2	10.0	11.4	1	WSOC-FM Ctry	103.7 100kw	1	7	3	3	1	1	78	EZ	—	D&R
9.7	11.4	10.9	10.2	10.1	2	WPEG-FM UC	97.9 95kw	4	1	2	2	3	7	100	Br. Partners	CBS	KATZ
8.3	7.3	8.2	9.5	8.5	3	WRFX-FM CR	99.7 84kw	2	4	1	1	2	5	70	Pyramid	CBS	EAST
9.5	7.7	7.4	7.2	7.2	4	WBT-AM Talk	1110 50kw	6	12	11	11	9	2	77	Jefferson-Pilot	CBS	BA
5.5	6.6	6.4	6.7	5.8	5	WBT-FM Hot AC	107.9 98kw	5	6	7	5	5	4	58	Jefferson-Pilot	—	BAN
7.0	6.7	7.3	7.3	5.8	5	WTDR-FM Ctry	96.9 100kw	3	3	5	6	6	8	55	Trumper	—	CHR
3.9	3.2	2.7	2.3	5.5	7	WSSS-FM* Gold	104.7 100kw	8	17	4	4	4	6	60	EZ	—	D&R
4.3	6.6	4.9	3.8	5.3	8	WEZC-FM AC	102.9 31kw	9	13	9	10	10	9	69	Keymarket	—	CHR
3.1	4.4	4.9	5.0	4.6	9	WEDJ-FM CHR	95.1 100kw	7	2	8	9	11	11	49	Pyramid	—	EAST
4.7	2.8	4.0	4.0	4.5	10	WBAV-FM UAC	101.9 99kw	11	11	6	7	7	10	83	Br. Partners	AURN	KATZ
4.5	5.0	4.8	4.8	4.3	11	WWMG-FM Gold	96.1 100kw	10	10	16	8	8	3	60	Dalton Group	CBS	KATZ
2.0	2.2	2.7	2.1	1.6	12	WXRC-FM Rock	95.7 100kw	12	8	10	12	12	18	35	Long Family	ABC	—
0.4	1.0	1.1	2.0	1.3	13	WFMX-FM Ctry	105.7 100kw	13	—	12	14	14	13	48	Adventure	WVO	TNS
0.0	0.9	0.5	0.0	1.3	13	WHVN-AM Rel	1240 1kw	18	—	—	17	16	14	83	GHB Radio	ABC	—
2.3	1.5	1.2	1.5	1.1	15	WMIT-FM Rel	106.9 36kw	14	—	14	13	13	12	48	Blue Ridge	AP	—
0.0	0.0	0.4	0.9	1.0	16	WIST-AM Nost	1480 5kw	20	—	—	22	21	15	81	Christ Covenant	ABC	—

\*Was WMXC-FM (AC) until September.

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# RANTEL. RESEARCH THAT MOVES THE NEEDLE!





SALT LAKE CITY-OGDEN-PROVO

SALT LAKE CITY

Continued from Page 73

12+ POPULATION: 1,138,000 (Black: N/A; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
1.2	1.1	1.1	1.3	1.1	22	KSOS-FM Gold	106.9 68kw	20	18	21	20	19	15	47	First National	—	—
1.8	1.6	0.9	0.8	1.0	23	KFAM-AM B/EZ	700 50(1)kw	24	—	—	—	—	21	59	General	—	—

\*Operates 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 KBER-FM	1 KSFI-FM	1 KRSP-FM	1 KSFI-FM	1 KRSP-FM	1 KSFI-FM	AC	19.7
2 KXRK-FM	2 KSOP-A/F	2 KLZX-FM	2 KISN-FM	2 KLZX-FM	2 KISN-FM	CTRY	15.9
3 KLZX-FM	3 KISN-FM	3 KSOP-A/F	3 KSOP-A/F	2 KSOP-A/F	3 KKAT-FM	GOLD/CR	14.0
4 KSOP-A/F	3 KKAT-FM	4 KBER-FM	4 KKAT-FM	4 KKAT-FM	4 KSOP-A/F	N/T	11.9
5 KRSP-FM	5 KVRI-FM	5 KKAT-FM	4 KVRI-FM	4 KSFI-FM	4 KVRI-FM	CHR	7.7
6 KKAT-FM	5 KXRK-FM	6 KXRK-FM	6 KRSP-FM	6 KSL-AM	6 KSL-AM	ALT	4.3
7 KISN-FM	7 KRSP-FM	7 KSFI-FM	7 KXRK-FM	7 KODJ-FM	7 KRSP-FM	ROCK	3.9
8 KUTQ-FM	7 KUTQ-FM	8 KISN-FM	8 KSL-AM	8 KALL-AM	8 KBZN-FM	NOST	3.8
9 KSFI-FM	9 KBER-FM	9 KSL-AM	9 KODJ-FM	9 KISN-FM	9 KODJ-FM	NAC	2.9
10 KVRI-FM	10 KUJJ-FM	9 KODJ-FM	10 KBZN-FM	10 KBZN-FM	10 KALL-AM	SPAN	1.5
						PROG	1.4
						B/EZ	1.0

CHARLOTTE-GASTONIA-ROCK HILL

CHARLOTTE

Continued from Page 75

12+ POPULATION: 1,060,500 (Black: 19.3%; 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 WRFX-FM	1 WPEG-FM	1 WRFX-FM	1 WPEG-FM	1 WRFX-FM	1 WSOC-FM	CTRY	18.5
2 WPEG-FM	2 WSOC-FM	2 WPEG-FM	1 WSOC-FM	2 WSOC-FM	2 WBT-FM	GOLD/CR	18.3
3 WBAV-FM	3 WRFX-FM	3 WSSS-FM	3 WBT-FM	3 WPEG-FM	3 WPEG-FM	UC	14.6
4 WSSS-FM	4 WTDR-FM	4 WSOC-FM	4 WRFX-FM	3 WSSS-FM	4 WSSS-FM	AC	11.1
5 WSOC-FM	5 WBT-FM	5 WTDR-FM	5 WSSS-FM	5 WWMG-FM	5 WEZC-FM	N/T	7.2
6 WTDR-FM	6 WEZC-FM	6 WBAV-FM	6 WTDR-FM	6 WTDR-FM	6 WBAV-FM	CHR	4.6
7 WEDJ-FM	6 WSSS-FM	7 WWMG-FM	7 WBAV-FM	7 WBT-AM	6 WRFX-FM	REL	2.4
8 WBT-FM	8 WEDJ-FM	8 WBT-AM	8 WEZC-FM	8 WBAV-FM	8 WTDR-FM	ROCK	1.6
8 WXRC-FM	9 WBAV-FM	9 WBT-FM	9 WEDJ-FM	9 WBT-FM	9 WBT-AM	NOST	1.0
10 WBT-AM	10 WXRC-FM	10 WEDJ-FM	10 WWMG-FM	10 WEZC-FM	9 WWMG-FM		

12+ POPULATION: 1,030,200 (Black: 33.8%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.2	11.5	12.4	13.7	13.6	1	WQUE-FM UC	93.3 93kw	1	1	1	1	2	8	107	Clear Channel	—	D&R
9.6	8.2	9.0	9.0	10.4	2	WNOE-A/F Ctry	1060/101.1 505kw/100kw	3	4	2	2	1	1	96	REP Southeast	WWO	MCG
9.1	7.6	9.1	9.5	8.2	3	WYLD-FM UAC	98.5 100kw	2	3	3	3	3	3	73	Snowden	ABC	D&R
10.1	8.2	8.4	8.4	7.3	4	WWL-AM N/T	870 50kw	5	9	11	6	4	2	75	Keymarket	ABC	KATZ
6.7	6.9	5.9	5.8	5.2	5	WEZB-FM CHR	97.1 100kw	4	2	4	5	10	12	52	EZ	—	MMR
7.3	6.4	4.3	5.4	5.2	5	WLMG-FM AC	101.9 100kw	6	10	7	9	8	7	67	Keymarket	—	KATZ
4.4	5.5	5.6	5.3	5.1	7	WLTS-FM AC	105.3 100kw	7	5	6	4	5	9	69	Phase II	ABC	BAN
1.0	1.4	1.4	1.3	4.8	8	KLJZ-FM* NAC	106.7 100kw	9	—	8	7	6	5	78	REP Southeast	—	MCG
4.5	5.2	3.8	4.3	4.5	9	KMEZ-FM UAC	102.9 4.7kw	10	8	9	10	7	6	75	First Belle Ch	SMN	KATZ
3.3	3.3	4.5	5.1	4.2	10	WTKL-FM Gold	95.7 100kw	11	13	15	11	9	4	71	Phase II	—	BAN
2.9	3.5	4.8	3.9	3.8	11	WRNO-FM** Rock	99.5 100kw	8	6	5	8	11	13	58	Com. Corp.	SOU	CHR
3.5	3.7	3.6	2.3	3.3	12	WBYU-AM BBnd	1450 1kw	15	—	—	18	17	11	102	Vanderbilt	SMN	ROS
3.4	3.5	3.5	2.6	2.7	13	WYLD-AM Rel	940 10kw	13	11	13	12	12	10	67	Snowden	ABC	D&R
2.8	2.6	1.2	1.9	1.7	14	WBOK-AM Rel	1230 1kw	18	14	16	16	15	14	59	Willis	AURN	—
2.6	2.8	3.7	2.7	1.7	14	WCKW-FM*** CR	92.3 100kw	12	—	10	13	13	16	40	222 Corp.	—	BAN
1.4	1.8	1.5	1.9	1.5	16	WZRH-FM Alt	106.1 50kw	17	7	12	14	16	21	51	Howe Br.	—	—
1.4	2.6	2.0	1.5	1.4	17	KHOM-FM Gold	104.1 100kw	14	12	14	15	14	15	41	KHOM, Assoc.	WWO	TOR
1.0	1.7	1.1	1.3	1.1	18	WSMB-AM Talk	1350 5kw	19	—	21	20	19	17	45	North, Inc.	ABC	KATZ

\*Was KGTR-FM (Ctry) until September. \*\*Switched to Gold in February. \*\*\*Switched to Rock in February.

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 WQUE-FM	1 WWL-AM	1 WYLD-FM	UC 26.2
2 WRNO-FM	2 WYLD-FM	2 WNOE-A/F	2 WYLD-FM	2 WNOE-A/F	2 WQUE-FM	CTRY 10.4
3 WNOE-A/F	3 WLTS-FM	3 WWL-AM	3 WNOE-A/F	3 WQUE-FM	3 WNOE-A/F	AC 10.3
4 WEZB-FM	4 WNOE-A/F	4 WRNO-FM	4 WLTS-FM	4 WYLD-FM	4 WLMG-FM	N/T 8.4
5 WYLD-FM	5 WLMG-FM	5 WYLD-FM	5 WLMG-FM	5 KLJZ-FM	5 WLTS-FM	GOLD/CR 7.3
6 KLJZ-FM	6 WEZB-FM	6 WEZB-FM	6 WEZB-FM	6 WRNO-FM	6 KMEZ-FM	CHR 5.2
7 WCKW-FM	7 KLJZ-FM	7 KLJZ-FM	7 KMEZ-FM	7 KMEZ-FM	7 WTKL-FM	NAC 4.8
8 WWL-AM	8 KMEZ-FM	8 KMEZ-FM	8 KLJZ-FM	8 WEZB-FM	8 KLJZ-FM	REL 4.4
9 WLTS-FM	8 WRNO-FM	9 WLTS-FM	9 WTKL-FM	9 WTKL-FM	9 WEZB-FM	ROCK 3.8
9 WZRH-FM	10 WYLD-AM	9 WTKL-FM	10 WYLD-AM	10 WLTS-FM	9 WYLD-AM	NOST 3.3
						ALT 1.5

12+ POPULATION: 1,006,000 (Black: 11.1%; Hispanic: 10.6%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.4	9.0	9.0	9.1	8.7	1	1	WJHM-FM UC	101.9 28kw	3	1	1	2	6	9	78	Beasley	—	D&R
7.5	8.7	8.2	6.7	8.5	2	2	WWKA-FM Ctry	92.3 100kw	6	5	6	6	3	2	95	NewCity	—	KATZ
8.0	8.2	6.6	7.3	8.3	3	3	WDBO-AM NT	580 5kw	5	—	13	12	7	4	92	NewCity	ABC	KATZ
7.0	7.0	9.0	7.2	8.1	4	4	WOMX-A/F Hot AC	95.0/105.1 5kw/100kw	1	4	3	1	1	3	68	Nationwide	—	MCG
6.8	8.3	7.5	8.1	7.3	5	5	WMGF-FM AC	107.7 100kw	4	7	8	4	2	1	76	Paxson Br.	—	BAN
7.4	7.0	6.9	6.0	7.2	6	6	WXXL-FM CHR	106.7 100kw	2	2	2	3	10	10	63	Taylor	AP	MMR
4.6	2.9	3.8	3.1	4.8	7	7	WLOQ-FM NAC	103.1 14kw	11	16	11	10	8	6	76	Litchfield	—	EAST
6.1	5.2	5.1	5.5	4.5	8	8	WOCL-FM Gold	105.9 100kw	8	12	15	11	4	5	60	American Media	AP	CHR
6.1	5.6	4.7	5.1	4.4	9	9	WJRR-FM Rock	101.1 100kw	7	3	4	7	11	16	49	Paxson Br.	—	BAN
2.4	3.5	3.8	6.4	4.3	10	10	WTKS-FM Talk	104.1 100kw	9	14	7	5	9	8	61	Press Br.	AP	MCG
3.7	3.2	4.4	4.1	4.1	11	11	WMMO-FM AC	98.9 38kw	13	—	9	8	5	7	76	Granum Com.	—	EAST
4.4	4.9	3.9	4.2	3.6	12	12	WDIZ-FM Rock	100.3 100kw	10	8	5	9	12	13	56	Shamrock Com.	ABC	MMR
3.1	3.5	3.4	3.2	2.9	13	13	WHTQ-FM CR	96.5 100kw	12	10	10	13	13	11	49	Granum Com.	SOU	TOR
2.5	3.1	3.3	2.8	2.4	14	14	WCFB-FM Ctry	94.5 100kw	14	6	12	14	14	14	51	NewCity	—	KATZ
1.3	1.4	2.6	2.4	2.0	15	15	WOOO-AM BBnd	990 50(5)kw	17	—	—	24	24	17	99	Granum Com.	SMN	TOR
1.0	2.1	0.7	1.1	1.7	16	16	WTLN-FM Rel	95.3 6kw	18	13	20	16	15	12	85	Hall Com.	WWO	D&R
2.5	1.8	1.2	1.4	1.3	17	17	WPCV-FM Ctry	97.5 100kw	15	—	19	18	16	15	48	Alton Rainbow	USA	SRR
0.0	0.5	0.5	0.6	1.2	18	18	WOKB-AM Rel	1600 5kw	20	9	14	15	17	21	80	Rama Com.	—	—
0.6	0.7	1.3	0.9	1.0	19	19	WWNZ-AM News	740 50kw	16	—	21	22	21	18	40	Paxson Br.	CBS	—

Continued on Page 86

# FMtalk: First-in wins.

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12+ POPULATION: 995,600 (Black: 10.0%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.7	11.0	11.5	9.2	11.1	1	WYRK-FM City	106.5 50kw	5	5	2	1	1	1	100	Amer. Radio Sys.	—	CHR
9.9	9.7	7.6	8.9	9.9	2	WBEN-AM FS	930 5kw	1	9	12	10	6	2	60	Keymarket	CBS	D&R
8.2	9.2	7.6	7.4	8.2	3	WJYE-FM AC	96.1 50kw	6	8	5	5	3	4	79	EBE Com.	WWO	MCG
7.3	7.7	6.1	5.5	7.2	4	WGR-AM N/T	550 5kw	4	13	11	8	5	5	63	Rich	ABC	KATZ
7.0	6.6	6.1	7.2	6.7	5	WHTT-FM Gold	104.1 50kw	3	4	9	2	2	3	58	Pyramid	—	MMR
7.1	5.1	7.0	6.6	6.2	6	WBLK-FM UC	93.7 50kw	12	2	7	6	7	6	119	WBLK, Inc.	CBS	D&R
6.5	5.9	7.9	8.0	6.1	7	WKSE-FM CHR	98.5 46kw	2	1	3	7	10	11	52	Keymarket	—	D&R
4.2	3.8	4.6	5.7	5.5	8	WECK-AM Nost	1230 1kw	11	—	—	20	17	8	97	EBE Com.	WWO	MCG
5.8	4.7	7.3	6.5	5.2	9	WGRF-FM CR	96.9 12.5kw	7	6	4	3	4	7	54	Rich	—	KATZ
4.9	5.4	6.2	6.2	5.1	10	WUFX-FM Rock	103.3 49kw	9	3	1	4	9	13	62	Rich	CBS	KATZ
5.2	4.8	4.4	5.4	4.1	11	WMJQ-FM AC	102.5 105kw	8	12	6	9	8	10	46	Keymarket	—	D&R
3.1	3.6	2.8	3.4	2.9	12	WBUF-FM AC	92.9 91kw	10	11	10	11	11	9	43	Lincoln Group	—	D&R
0.0	0.5	0.3	0.4	2.0	13	CKEY-FM* Alt	101.1 52kw	13	7	8	12	12	15	52	Fort Com.	—	CAN
1.4	1.4	1.3	0.7	1.6	14	WDCX-FM Rel	99.5 110kw	16	—	16	14	13	12	61	Crawford	—	—
2.0	1.7	2.1	1.3	1.6	14	WWKB-AM Talk	1520 50kw	15	14	13	13	14	14	48	Keymarket	ABC	D&R
1.8	1.7	1.8	1.3	1.2	16	WNUC-FM City	107.7 11.5kw	14	15	14	15	15	16	32	Casciani	WWO	—

\*Flipped from AC in August.

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 WYRK-FM	1 WYRK-FM	1 WYRK-FM	N/T 18.7
2 WYRK-FM	1 WMJQ-FM	2 WUFX-FM	2 WJYE-FM	2 WGRF-FM	2 WJYE-FM	AC 15.2
3 WGRF-FM	3 WYRK-FM	3 WGR-AM	3 WKSE-FM	3 WHTT-FM	3 WHTT-FM	CTRY 12.3
4 WJYE-FM	4 WJYE-FM	4 WYRK-FM	4 WHTT-FM	4 WGR-AM	4 WBLK-FM	GOLD/CR 11.9
4 WKSE-FM	5 WBLK-FM	5 WHTT-FM	5 WBLK-FM	5 WBEN-AM	5 WMJQ-FM	UC 6.2
6 CKEY-FM	6 WUFX-FM	6 WBEN-AM	6 WMJQ-FM	6 WJYE-FM	6 WKSE-FM	CHR 6.1
6 WBLK-FM	7 WGRF-FM	7 WBLK-FM	7 WGRF-FM	6 WUFX-FM	7 WBEN-AM	NOST 5.5
8 WGR-AM	8 WBUF-FM	8 WKSE-FM	8 WUFX-FM	8 WBLK-FM	8 WGRF-FM	ROCK 5.1
9 WHTT-FM	9 WHTT-FM	9 WJYE-FM	9 WBEN-AM	9 WMJQ-FM	9 WBUF-FM	ALT 2.0
10 WMJQ-FM	10 CKEY-FM	9 WMJQ-FM	9 WBUF-FM	10 WKSE-FM	10 WGR-AM	REL 1.6

12+ POPULATION: 968,500 (Black: N/A, Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.3	13.6	10.7	12.2	12.2	1	WTIC-AM FS	1080 50kw	1	13	11	9	4	1	92	Chase	CBS	G/W
7.2	5.7	7.2	5.7	8.2	2	WWYZ-FM Ctry	92.5 17kw	4	6	6	1	1	3	85	WWYZ, Inc.	WVO	BAN
8.6	8.2	8.9	8.1	8.1	3	WRCH-FM AC	100.5 7.5kw	5	12	9	7	2	2	85	Amer. Radio Sys.	—	EAST
5.1	6.7	6.2	6.7	7.3	4	WTIC-FM CHR	96.5 20kw	2	2	1	2	5	5	59	Chase	—	G/W
6.4	7.5	5.8	7.4	6.3	5	WKSS-FM CHR	95.7 16.5kw	3	1	3	5	7	8	52	Precision Med.	AP	MMR
5.2	4.7	5.0	5.9	5.6	6	WDRF-FM Gold	102.9 19.5kw	6	9	10	6	3	4	66	Buckley	—	MCG
4.9	4.5	4.1	3.9	5.5	7	WZMX-FM* Gold	93.7 21kw	7	8	2	3	6	7	69	Amer. Radio Sys.	—	KATZ
5.5	5.3	5.0	4.5	4.9	8	WHCN-FM Rock	105.9 16kw	9	10	5	4	8	6	64	Beck-Ross	ABC	CHR
5.9	4.6	5.0	4.5	4.4	9	WCCC-A/F Rock	1290/106.9 5kw/23kw	8	4	4	8	9	9	58	Greater Hart.	WVO	TOR
4.0	4.3	4.2	4.4	3.3	10	WDRF-AM Gold	1360 5kw	13	—	—	22	18	10	82	Buckley	WVO	MCG
3.1	2.1	2.7	2.7	2.9	11	WAQY-A/F CR	1600/102.1 92.5kw/17kw	11	11	8	10	10	12	47	Saga	—	KATZ
3.9	2.9	2.7	2.9	2.8	12	WYSR-FM** Alt	104.1 18kw	10	5	7	11	11	15	46	Liberty Br.	CBS	D&R
3.0	2.4	2.2	1.8	2.0	13	WPOP-AM News	1410 5kw	16	—	20	15	14	13	66	Liberty Br.	ABC	D&R
1.6	2.1	2.1	1.4	1.9	14	WFAN-AM Sports	660 50kw	15	—	13	13	12	11	57	Infinity	WVO	EAST
0.6	1.0	1.2	1.1	1.6	15	WKCI-FM CHR	101.3 10kw	12	3	12	12	15	17	37	Clear Channel	—	MCG
2.0	1.5	2.2	1.7	1.2	16	WPLR-FM Rock	99.1 14.1kw	14	—	14	14	13	14	33	Southern Starr	—	EAST

\*Was AC until October. \*\*Was Hot AC until early November.

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 WTIC-FM	1 WHCN-FM	1 WTIC-FM	1 WWYZ-FM	1 WRCH-FM	GOLD/CR 17.4
2 WZMX-FM	2 WKSS-FM	2 WWYZ-FM	2 WRCH-FM	2 WHCN-FM	2 WTIC-FM	N/T 16.1
3 WHCN-FM	3 WZMX-FM	3 WCCC-A/F	3 WKSS-FM	3 WDRF-FM	2 WWYZ-FM	CHR 15.2
4 WTIC-FM	4 WHCN-FM	4 WDRF-FM	4 WWYZ-FM	4 WTIC-FM	4 WZMX-FM	CTRY 8.2
4 WWYZ-FM	5 WRCH-FM	4 WZMX-FM	4 WZMX-FM	5 WRCH-FM	5 WDRF-FM	AC 8.1
6 WAQY-FM	6 WWYZ-FM	6 WTIC-AM	6 WDRF-FM	6 WZMX-FM	6 WTIC-AM	ROCK 5.6
7 WKSS-FM	6 WYSR-FM	7 WKSS-FM	7 WHCN-FM	7 WCCC-A/F	7 WKSS-FM	ALT 2.8
7 WYSR-FM	8 WCCC-A/F	8 WTIC-FM	8 WTIC-AM	8 WKSS-FM	8 WHCN-FM	
9 WTIC-AM	9 WAQY-FM	9 WAQY-FM	8 WYSR-FM	8 WTIC-FM	8 WYSR-FM	
10 WDRF-FM	10 WDRF-FM	10 WRCH-FM	10 WCCC-A/F	10 WFAN-AM	10 WCCC-A/F	



12+ POPULATION: 940,600 (Black: 19.0%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
16.2	13.5	15.1	15.2	14.2	1	WTQR-FM Ctry	104.1 100kw	1	4	2	1	1	1	91	REP Southeast	WWO	MCG
3.9	3.6	3.8	4.1	7.1	2	WXRA-FM* Rock	94.5 100kw	5	2	1	2	3	14	90	REP Southeast	WWO	MCG
7.4	6.9	7.5	5.6	6.9	3	WJMH-FM CHR	102.1 100kw	4	1	4	6	9	11	85	Beasley	—	D&R
4.0	5.7	4.6	4.8	6.7	4	WMAG-FM AC	99.5 100kw	7	9	8	4	2	2	93	HMW Com.	—	CHR
9.1	7.1	7.1	8.2	5.5	5	WKRR-FM Rock	92.3 100kw	2	7	3	3	6	9	67	Dick	—	KATZ
6.5	5.3	5.6	6.2	5.2	6	WKZL-FM Hot AC	107.5 100kw	3	8	5	5	4	5	64	Dick	—	KATZ
5.1	5.3	6.1	5.7	4.9	7	WQMG-FM UC	97.1 100kw	10	3	7	7	8	6	76	Murray Hill	AURN	BAN
5.2	6.7	5.2	4.8	4.9	7	WSJS-AM NT	600 5kw	8	15	14	12	11	4	73	REP Southeast	WWO	MCG
2.4	3.1	4.0	3.1	4.5	9	WKSI-FM** Ctry	98.7 100kw	9	6	6	8	7	7	69	Bahakel	—	EAST
2.7	3.5	3.8	4.1	4.5	9	WMOX-FM Gold	93.1 100kw	6	13	13	9	5	3	59	Ebe	—	D&R
5.0	4.6	5.6	3.7	3.6	11	WPCM-FM Ctry	101.1 100kw	11	5	10	11	12	8	65	Res. Triangle	WWO	MCG
4.8	3.6	2.8	3.3	2.5	12	WFXF-FM*** CR	100.3 100kw	12	—	9	10	10	13	54	HMW Com.	WWO	MMR
2.1	2.9	1.0	1.5	2.3	13	WHPE-FM Rel	95.5 100kw	14	—	19	16	15	12	75	Bible Br.	—	—
1.4	2.8	2.0	2.6	2.2	14	WFMX-FM Ctry	105.7 100kw	13	12	15	13	13	10	55	Adventure	WWO	TNS
2.4	1.5	0.9	1.1	1.2	15	WMFR-AM NT	1230 1kw	18	—	—	26	23	19	76	HMW Com.	ABC	CHR
1.4	1.2	1.8	1.2	1.2	15	WWGL-FM Rel	94.1 100kw	15	11	22	17	17	16	50	Davidson	CNN	TNS
0.4	0.7	1.4	0.6	1.1	17	WDCG-FM CHR	105.1 100kw	16	10	11	14	16	25	47	Prism Radio	ABC	TOR
0.0	0.0	0.9	0.8	1.1	17	WPET-AM Rel	950 .5kw	26	—	—	25	21	17	195	Bahakel	—	EAST
0.6	0.7	1.3	1.3	1.1	17	WRDX-FM Gold	106.5 100kw	19	—	—	19	14	15	77	WSPT Inc.	—	SSS

\*Was WNEU-FM (Ctry) until September. \*\*Was CHR formatted until October. \*\*\*Was WWWB-FM (AC) until September.

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WXRA-FM	1 WKZL-FM	1 WXRA-FM	1 WTQR-FM	1 WTQR-FM	1 WTQR-FM	CTRY  24.5
2 WKRR-FM	2 WTQR-FM	2 WTQR-FM	2 WMAG-FM	2 WXRA-FM	2 WMAG-FM	ROCK  12.6
2 WTQR-FM	3 WJMH-FM	3 WKRR-FM	3 WKZL-FM	3 WKRR-FM	3 WKZL-FM	AC  11.9
4 WJMH-FM	3 WKSI-FM	4 WJMH-FM	4 WJMH-FM	4 WMOX-FM	4 WKSI-FM	GOLD/CR  8.1
5 WKZL-FM	5 WQMG-FM	5 WQMG-FM	5 WKSI-FM	5 WMAG-FM	5 WMOX-FM	CHR  8.0
6 WKSI-FM	6 WKRR-FM	6 WMAG-FM	6 WQMG-FM	6 WKZL-FM	6 WJMH-FM	NT  6.1
6 WMAG-FM	6 WMAG-FM	7 WKSI-FM	7 WKRR-FM	7 WQMG-FM	7 WQMG-FM	UC  4.9
6 WQMG-FM	6 WXRA-FM	8 WMOX-FM	8 WMOX-FM	8 WKSI-FM	8 WKRR-FM	REL  4.6
9 WFXF-FM	9 WFXF-FM	9 WKZL-FM	9 WXRA-FM	9 WSJS-AM	9 WPCM-FM	
10 WPCM-FM	10 WPCM-FM	10 WFXF-FM	10 WPCM-FM	10 WJMH-FM	10 WFXF-FM	



12+ POPULATION: 931,200 (Black: 39.1%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.7	12.6	12.2	13.0	11.6	1	1	WHRK-FM UC	97.1 100kw	1	1	1	1	4	7	87	US Radio	WWO	MCG
9.8	8.4	8.1	8.5	8.0	2		WGKX-FM Ctry	105.9 100kw	2	10	4	3	5	3	68	Barnstable	—	KATZ
6.8	6.9	6.1	6.6	7.5	3		WRVR-FM AC	104.5 100kw	7	16	7	4	1	1	87	Keymarket	—	MMR
9.4	6.9	7.7	8.1	7.4	4		WDIA-AM UC	1070 50(5)kw	4	6	8	5	2	2	77	US Radio	CBS	MCG
9.1	7.4	7.5	6.8	6.1	5		WEGR-FM Rock	102.7 100kw	6	9	2	2	3	10	68	Fairfield Com.	WWO	MCG
5.6	6.8	5.7	5.6	5.8	6		WMC-AM NT	790 5kw	9	15	12	9	6	4	69	Ellis	ABC	BAN
8.5	6.5	7.7	5.5	5.7	7		KJMS-FM UC	101.1 100kw	3	4	3	6	7	11	57	Dee Rivers	WWO	K&P
4.3	4.9	5.0	3.8	5.4	8		WLOK-AM UAC	1340 1kw	10	8	11	10	8	5	73	Gilliam	AURN	K&P
4.9	4.9	4.5	4.2	5.2	9		WOGY-FM Ctry	94.1 50kw	8	2	6	8	11	8	62	Keymarket	WWO	MMR
6.6	7.3	6.6	5.3	4.4	10		WMC-FM Hot AC	99.7 290kw	5	5	5	7	9	9	47	Ellis	—	BAN
0.5	1.8	1.5	2.2	3.0	11		WJCE-AM UG	680 10(5)kw	15	—	13	11	10	6	102	Keymarket	ABC	MMR
2.5	3.6	4.0	5.3	2.9	12		WYKL-FM Gold	98.1 100kw	11	11	10	12	12	12	44	Barnstable	ABC	KATZ
0.0	2.1	3.5	2.9	2.7	13		WRXQ-FM Alt	95.7 6kw	13	3	9	13	15	22	63	Fairfield Com.	—	MCG
1.1	1.7	1.5	1.8	2.3	14		WPLX-AM Nost	1170 1kw	23	—	—	—	19	13	192	Pollack Br.	WWO	—
1.7	1.6	1.6	1.5	2.0	15		WCRV-AM Rel	640 50(5)kw	14	—	19	14	14	14	64	Bott	—	—
1.6	1.0	1.0	1.5	2.0	15		WREC-AM BBnd	600 5kw	12	—	15	15	13	15	41	Fairfield Com.	CBS	MCG
0.0	0.0	0.5	1.0	1.3	17		WXSS-AM Rel	1030 1kw	18	17	20	20	21	19	65	No. Midwest	AURN	—
2.6	2.1	2.1	1.1	1.0	18		KFTH-FM* UAC	107.1 3kw	16	14	14	17	17	20	40	Willis	AURN	—
0.8	1.3	1.7	1.2	1.0	18		WBBP-AM Rel	1480 5(.1)kw	20	12	16	18	16	16	52	Bountiful Bless.	—	—

\*Flipped to Alternative in November.

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 WRVR-FM	UC	34.1
2 WHRK-FM	2 KJMS-FM	2 WGKX-FM	2 WRVR-FM	2 WRVR-FM	2 WDIA-AM	CTRY	13.2
3 WGKX-FM	3 WMC-FM	3 WHRK-FM	3 WDIA-AM	3 WMC-AM	3 WHRK-FM	AC	11.9
4 KJMS-FM	4 WEGR-FM	4 WDIA-AM	4 KJMS-FM	4 WGKX-FM	4 WGKX-FM	ROCK	6.1
5 WOGY-FM	5 WGKX-FM	4 WMC-FM	5 WMC-FM	5 WDIA-AM	5 WMC-FM	N/T	5.8
6 WRXQ-FM	6 WRVR-FM	6 KJMS-FM	6 WGKX-FM	5 WHRK-FM	6 WLOK-AM	NOST	4.3
7 WMC-FM	7 WDIA-AM	6 WRVR-FM	7 WEGR-FM	6 WLOK-AM	7 KJMS-FM	REL	4.3
7 WYKL-FM	8 WOGY-FM	8 WOGY-FM	8 WLOK-AM	8 KJMS-FM	8 WEGR-FM	GOLD/CR	2.9
9 WDIA-AM	9 WLOK-AM	9 WJCE-AM	8 WOGY-FM	9 WOGY-FM	9 WOGY-FM	ALT	2.7
9 WRVR-FM	10 WRXQ-FM	10 WYKL-FM	10 WJCE-AM	9 WYKL-FM	10 WJCE-AM		

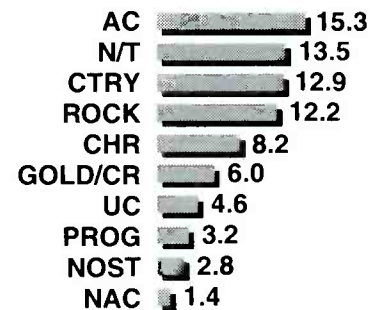
12+ POPULATION: 897,500 (Black: N/A; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.8	11.6	10.8	9.7	13.5	1	WHAM-AM N/T	1180 50kw	1	10	8	7	4	1	86	Lincoln Group	CBS	MCG
13.4	14.1	11.4	12.7	11.7	2	WBEE-FM Ctry	92.5 50kw	4	4	3	2	1	2	94	Heritage Media	WWO	KATZ
10.9	11.6	11.2	10.8	10.3	3	WCMF-FM Rock	96.5 50kw	3	3	1	1	2	5	72	Amer. Radio Sys.	—	TOR
6.6	6.9	7.5	7.7	8.4	4	WRMM-FM AC	101.3 27kw	5	8	4	3	3	3	73	Amer. Radio Sys.	—	TOR
9.0	8.4	8.5	9.4	8.2	5	WPXY-FM CHR	97.9 50kw	2	1	2	4	7	7	58	Pyramid	—	CHR
4.2	4.6	6.1	7.3	6.0	6	WKLX-FM Gold	98.9 37kw	7	7	9	5	5	4	58	Heritage Media	—	KATZ
5.9	6.6	4.9	4.6	5.6	7	WVOR-FM Hot AC	100.5 50kw	6	9	5	6	6	6	53	Lincoln Group	—	MCG
5.6	4.8	4.6	4.9	4.6	8	WDKX-FM UC	103.9 .8kw	8	2	7	8	8	8	82	Monroe	—	WRS
2.7	2.8	3.9	2.7	3.2	9	WMAX-FM Prog	106.7 3.5kw	9	11	6	9	9	10	65	Silver Br.	—	K&P
4.7	3.1	3.6	3.3	2.8	10	WBBF-AM Nost	950 1kw	11	—	17	14	12	9	73	Heritage Media	CNN	KATZ
3.3	1.9	2.8	2.5	1.9	11	WRQI-FM Rock	95.1 50kw	10	—	10	10	10	12	40	Great Lakes	—	D&R
1.4	1.4	1.3	1.3	1.4	12	WJZR-FM NAC	105.9 3kw	12	—	13	11	11	11	52	North Coast	AP	—
0.5	0.9	0.8	0.8	1.3	13	WEZO-FM AC	93.3 4kw	14	—	18	15	13	13	63	Lincoln Group	—	MCG
0.7	0.5	1.0	0.6	1.2	14	WNUC-FM Ctry	107.7 11.5kw	15	—	11	12	14	14	61	Casciani	WWO	—

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WCMF-FM	1 WPXY-FM	1 WCMF-FM	1 WPXY-FM	1 WCMF-FM	1 WBEE-FM
2 WBEE-FM	2 WBEE-FM	2 WBEE-FM	2 WRMM-FM	2 WBEE-FM	2 WRMM-FM
3 WMAX-FM	3 WRMM-FM	3 WHAM-AM	3 WBEE-FM	2 WHAM-AM	3 WPXY-FM
4 WPXY-FM	4 WCMF-FM	4 WKLX-FM	4 WVOR-FM	4 WKLX-FM	4 WVOR-FM
5 WVOR-FM	5 WVOR-FM	5 WRMM-FM	5 WCMF-FM	5 WRMM-FM	5 WHAM-AM
6 WHAM-AM	6 WDKX-FM	6 WVOR-FM	6 WKLX-FM	6 WVOR-FM	6 WKLX-FM
6 WRMM-FM	7 WMAX-FM	7 WMAX-FM	7 WDKX-FM	7 WMAX-FM	7 WCMF-FM
8 WDKX-FM	8 WHAM-AM	8 WPXY-FM	8 WHAM-AM	8 WDKX-FM	8 WDKX-FM
9 WKLX-FM	9 WKLX-FM	9 WDKX-FM	9 WMAX-FM	9 WPXY-FM	9 WMAX-FM
9 WRQI-FM	10 WRQI-FM	10 WRQI-FM	10 WRQI-FM	9 WRQI-FM	10 WRQI-FM



12+ POPULATION: 886,200 (Black: 14.7%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
18.4	14.7	18.6	14.8	15.9	1	<b>WSIX-FM</b> <i>Ctry</i>	97.9 100kw	1	4	1	1	1	1	94	SFX	ABC	MCG
11.3	14.0	10.6	12.4	10.2	2	<b>WSM-FM</b> <i>Ctry</i>	95.5 100kw	2	5	4	3	2	2	75	Gaylord	—	CHR
3.8	4.4	6.3	4.9	6.4	3	<b>WGFX-FM</b> <i>Gold</i>	104.5 49kw	5	8	3	2	3	5	68	Dick	SOU	KATZ
5.8	6.0	5.6	6.0	5.9	4	<b>WKDF-FM</b> <i>Rock</i>	103.3 100kw	6	3	2	4	5	13	67	Dick	ABC	KATZ
7.3	8.2	8.6	7.3	5.5	5	<b>WQQK-FM</b> <i>UC</i>	92.1 3kw	9	2	5	6	10	9	79	Phoenix	—	MMR
5.3	4.9	5.7	6.3	5.4	6	<b>WJXA-FM</b> <i>AC</i>	92.9 97kw	7	11	8	7	4	3	75	South Central	—	D&R
5.4	7.9	6.0	5.1	5.1	7	<b>WYHY-FM</b> <i>CHR</i>	107.5 58kw	3	1	7	10	12	15	48	SFX	—	MCG
3.6	4.4	3.7	4.3	4.6	8	<b>WLAC-AM</b> <i>NT</i>	1510 50kw	8	—	10	11	9	6	74	Keymarket	CBS	BAN
5.9	5.5	5.3	4.0	4.4	9	<b>WLAC-FM</b> <i>AC</i>	105.9 100kw	4	7	6	5	8	8	47	Keymarket	—	BAN
2.8	3.4	3.8	4.4	3.9	10	<b>WRMX-FM</b> <i>Gold</i>	96.3 100kw	10	6	11	8	6	4	58	South Central	—	—
2.0	2.0	2.2	2.9	3.6	11	<b>WJCE-FM*</b> <i>UC</i>	101.1 47kw	12	10	9	9	7	7	79	Keymarket	ABC	—
3.3	3.0	2.2	2.6	2.8	12	<b>WSM-AM</b> <i>Ctry</i>	650 50kw	11	—	19	17	16	12	54	Gaylord	WVO	CHR
2.7	1.6	2.1	1.4	2.6	13	<b>WVOL-AM</b> <i>UG</i>	1470 5(1)kw	15	13	18	14	14	11	79	Phoenix	SMN	MMR
1.8	1.5	1.7	2.1	2.5	14	<b>WWTN-FM</b> <i>NT</i>	99.7 100kw	13	—	14	12	11	10	61	Amer. Gen. Media	WVO	MCG
3.5	2.3	2.0	2.1	1.5	15	<b>WRLT-FM</b> <i>Prog</i>	100.1 .2kw	14	—	12	13	13	14	42	GMX	—	—
0.7	1.4	2.2	1.8	1.4	16	<b>WAMB-A/F</b> <i>BBrnd</i>	1160/106.7 50(1)kw/075kw	19	—	—	25	25	17	77	Great Southern	WVO	ROS
2.0	0.4	1.0	0.7	1.4	16	<b>WMDB-AM</b> <i>UC</i>	880 2.5kw	20	—	17	15	15	16	95	Bobb	—	—

\*Was WBVR (Ctry) until July.

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WKDF-FM	1 WSIX-FM	1 WSIX-FM	1 WSIX-FM	1 WSIX-FM	1 WSIX-FM	CTRY 28.9
2 WSIX-FM	2 WSM-FM	2 WKDF-FM	2 WSM-FM	2 WGFX-FM	2 WSM-FM	UC 13.1
3 WGFX-FM	3 WLAC-FM	3 WGFX-FM	3 WLAC-FM	3 WSM-FM	3 WJXA-FM	GOLD/CR 10.3
4 WQQK-FM	4 WQQK-FM	4 WSM-FM	4 WGFX-FM	4 WKDF-FM	4 WGFX-FM	AC 9.8
5 WSM-FM	5 WYHY-FM	5 WLAC-AM	5 WJXA-FM	5 WLAC-AM	5 WLAC-FM	NT 7.1
6 WLAC-AM	6 WGFX-FM	6 WQQK-FM	6 WRMX-FM	6 WJCE-FM	6 WRMX-FM	ROCK 5.4
6 WYHY-FM	7 WKDF-FM	7 WJCE-FM	6 WQQK-FM	7 WRMX-FM	7 WJCE-FM	CHR 5.1
8 WJXA-FM	8 WJCE-FM	7 WRMX-FM	6 WYHY-FM	8 WWTN-FM	8 WQQK-FM	PROG 1.5
8 WLAC-FM	9 WJXA-FM	9 WWTN-FM	9 WJCE-FM	9 WJXA-FM	9 WYHY-FM	NOST 1.0
8 WWTN-FM	9 WRMX-FM	10 WJXA-FM	10 WKDF-FM	9 WQQK-FM	10 WRLT-FM	



12+ POPULATION: 873,800 (Black: N/A; Hispanic: N/A)

FALL '93	SPRING '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-34 RANK	18-49 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
2.7	4.8	5.8	1	WJLK-FM/WQNJ AC	94.3/98.5 6kw/6kw	4	9	4	2	1	1	77	D&F	WWO	KATZ
5.8	4.3	4.7	2	WXRK-FM CR	92.3 7.6kw	3	19	2	1	2	12	62	Infinity	ABC	TOR
3.3	4.1	4.5	3	WOBM-FM AC	92.7 1.4kw	5	—	14	10	4	2	64	North Shore	—	KATZ
3.8	3.8	4.1	4	WKXW-FM Talk	101.5 19kw	2	10	11	9	6	3	50	Press Br.	AP	MCG
5.6	4.3	4.1	4	WPLJ-FM Hot AC	95.5 6.7kw	1	6	3	4	3	13	49	Cap Cities/ABC	ABC	KATZ
5.0	4.4	4.0	6	WADB-FM B/EZ	95.9 4kw	9	—	—	33	25	14	71	Seawood Br.	UPI	—
1.3	2.6	4.0	6	WAXQ-FM Rock	104.3 7.8kw	12	5	1	3	12	29	78	GAF	WWO	MMR
4.1	4.0	4.0	6	WYNY-FM City	103.5 6.7kw	16	—	8	7	8	7	94	Br. Partners	WWO	D&R
3.9	3.8	3.9	9	WFAN-AM Sports	660 50kw	7	—	5	8	7	10	68	Infinity	WWO	EAST
4.9	5.7	3.6	10	WABC-AM Talk	770 50kw	8	—	33	20	14	6	63	Cap Cities/ABC	ABC	BAN
5.6	4.5	3.4	11	WOR-AM Talk	710 50kw	14	—	30	32	26	17	75	Buckley	ABC	MCG
2.4	2.5	3.1	12	WJRZ-FM AC	100.1 1.6kw	17	7	7	6	11	11	77	Jersey Shore	—	D&R
5.0	3.8	3.1	12	WNEW-FM Rock	102.7 7.8kw	10	—	6	5	5	9	56	Group W	WWO	G/W
1.7	2.8	2.9	14	WCBS-FM Gold	101.1 6.8kw	15	17	20	12	9	4	67	CBS	CBS	CBS
1.8	3.3	2.7	15	WZVU-FM Gold	107.1 2.3kw	13	—	24	11	10	5	55	Mammoth	—	D&R
2.3	2.8	2.4	16	WOBM-AM AC	1160 5(8.9)kw	24	—	—	38	37	25	90	North Shore	WWO	KATZ
3.0	2.0	2.3	17	WCBS-AM News	880 50kw	6	20	34	26	22	15	38	CBS	CBS	CBS
3.1	2.6	2.2	18	WHTZ-FM CHR	100.3 7.8kw	11	2	10	14	19	22	40	Shamrock Br.	—	CHR
1.4	1.9	2.1	19	WQCD-FM NAC	101.9 6.2kw	19	—	23	13	13	8	56	Tribune	—	CHR
2.3	2.4	2.0	20	WRDR-FM Nost	104.9 10kw	27	—	—	36	35	19	93	Rodio Radio Inc.	AP	—
1.8	2.8	1.9	21	WPAT-FM AC	93.1 5.4kw	20	16	21	18	18	17	54	Park	—	MMR
2.0	2.1	1.8	22	WLTW-FM AC	106.7 6kw	18	18	19	17	16	16	44	Viacom	—	KATZ
1.9	1.9	1.7	23	WQHT-FM CHR	97.1 6.7kw	21	1	13	22	30	—	50	Emmis	—	MMR
1.8	1.2	1.4	24	WMMR-FM Rock	93.3 18kw	28	—	12	16	17	23	74	Group W	WWO	G/W
2.0	2.3	1.3	25	WHTG-FM Alt	106.3 3kw	26	—	9	15	15	33	57	WHTG Inc.	—	BAN
1.7	1.8	1.2	26	WMXV-FM Hot AC	105.1 7.8kw	23	11	15	19	20	24	41	Bonneville Int.	—	MCG
0.4	0.0	1.1	27	WAWZ-FM Rel	99.1 37kw	31	14	25	25	27	21	83	Pillar Of Fire	—	—
0.7	0.8	1.1	27	WPST-FM CHR	97.5 50kw	22	3	16	27	34	36	35	Nassau Br.	—	—
0.0	0.5	1.0	29	WBLS-FM UC	107.5 5.4kw	30	12	18	21	21	30	58	Inner City	ABC	MCG

MONMOUTH, NJ

Continued on Page 86

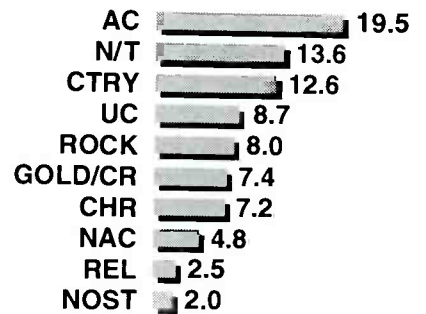
Continued from Page 78

12+ POPULATION: 1,006,000 (Black: 11.1%; Hispanic: 10.6%)

DEMOGRAPHIC RANKINGS

FORMAT REACH

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



Continued from Page 85

12+ POPULATION: 873,800 (Black: N/A; Hispanic: N/A)

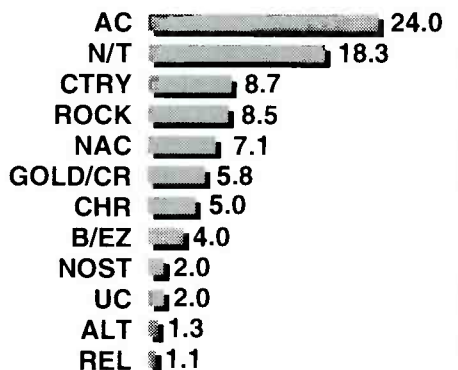
FALL '93	SPRING '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-34 RANK	18-49 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
1.6	1.5	1.0	29	WRKS-FM+ UC	98.7 7.8k	25	4	17	24	33	37	40	Emmis	SOU	D&R
0.6	0.0	1.0	29	WWDB-FM Talk	96.5 17kw	32	—	32	37	36	35	81	Panache	ABC	BAN

\*Became Urban AC after rating period

DEMOGRAPHIC RANKINGS

FORMAT REACH

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



12+ POPULATION: 842,700 (Black: 12.6%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
13.1	13.7	13.6	11.1	11.2	1	WHKO-FM Ctry	99.1 50kw	1	3	2	2	1	1	76	Cox Enterprises	—	D&R
7.0	8.4	8.9	8.5	8.8	2	WTUE-FM Rock	104.7 50kw	3	4	1	1	2	7	87	Amer. Radio Sys.	ABC	EAST
7.0	7.1	7.8	9.6	7.9	3	WMMX-FM AC	107.7 50kw	5	8	3	3	3	3	86	Amer. Radio Sys.	—	EAST
6.6	6.2	6.7	7.8	7.6	4	WHIO-AM Talk	1290 5kw	4	—	12	9	8	4	77	Cox Enterprises	AP	D&R
7.3	6.5	6.4	7.2	7.2	5	WROU-FM UC	92.1 .89kw	9	2	4	5	5	5	109	Hawes-Saunders	—	CHR
5.9	4.7	7.4	7.4	7.1	6	WLQT-FM AC	99.9 50kw	6	5	7	4	4	2	85	Regent Com.	—	KATZ
7.6	7.4	5.4	6.2	5.2	7	WGTZ-FM CHR	92.9 40kw	2	1	5	7	9	17	48	Great Trails	WVO	KATZ
4.1	3.8	4.8	5.1	4.6	8	WLW-AM FS	700 50kw	7	12	9	8	7	6	58	Jacor	ABC	EAST
2.4	2.9	3.4	2.5	3.7	9	WAZU-FM CR	102.9 50kw	8	6	6	6	6	8	56	Osborn	ABC	KATZ
2.9	2.6	3.0	2.0	2.6	10	WPFB-FM Ctry	105.9 34kw	13	9	11	13	11	11	71	Braden Stations	—	—
4.2	2.9	1.5	2.2	2.6	10	WRVF-FM* Gold	103.9 1.15kw	10	14	8	10	12	15	60	Tri-City Radio, LP	—	TOR
2.1	3.9	1.5	2.0	2.4	12	WDAO-AM UC	1210 1kw	20	—	14	15	14	10	115	Johnson	AURN	—
1.5	1.6	1.9	1.4	2.2	13	WFCJ-FM Rel	93.7 50kw	14	—	10	11	15	14	61	Miami Valley	USA	—
1.2	1.0	1.4	2.2	2.0	14	WCLR/WZLR Gold	95.7/95.3 50kw/6kw	15	—	16	12	10	9	56	WPTW Radio	WVO	REG
2.3	1.9	2.4	1.4	2.0	14	WONE-AM Ctry	980 5kw	11	—	18	17	17	13	49	Amer. Radio Sys.	ABC	EAST
0.0	2.7	1.3	1.3	1.5	16	WDOL-FM Gold	94.5 6kw	16	10	21	14	13	12	47	Regent Com.	—	—
1.7	1.1	2.3	1.0	1.4	17	WLSN-FM B/EZ	106.5 50kw	19	—	23	21	19	16	69	Treaty City Br.	—	—
1.1	0.7	0.9	0.6	1.3	18	WING-AM N/T	1410 5kw	12	—	22	20	18	18	34	Great Trails	CBS	KATZ
2.7	1.6	1.1	1.1	1.3	18	WKSW-FM Ctry	101.7 2.05kw	21	11	15	16	16	19	77	United State Br.	—	—

\*Formerly WYMJ-FM (Gold)

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 WMMX-FM	CTRY	17.1
2 WHKO-FM	2 WMMX-FM	2 WHKO-FM	2 WMMX-FM	2 WHKO-FM	2 WLQT-FM	AC	15.0
3 WGTZ-FM	3 WROU-FM	3 WLW-AM	3 WLQF-FM	3 WLW-AM	3 WHKO-FM	N/T	13.5
3 WLW-AM	4 WTUE-FM	4 WMMX-FM	4 WROU-FM	4 WMMX-FM	4 WROU-FM	GOLD/CR	9.8
3 WMMX-FM	5 WLQT-FM	5 WAZU-FM	5 WTUE-FM	5 WAZU-FM	5 WTUE-FM	UC	9.6
3 WROU-FM	6 WGTZ-FM	5 WROU-FM	6 WGTZ-FM	6 WROU-FM	6 WAZU-FM	ROCK	8.8
7 WRVF-FM	7 WAZU-FM	7 WHIO-AM	7 WAZU-FM	7 WHIO-AM	7 WHIO-AM	CHR	5.2
8 WAZU-FM	8 WFCJ-FM	8 WGTZ-FM	8 WFCJ-FM	8 WLQT-FM	8 WRVF-FM	REL	2.2
9 WFCJ-FM	8 WRVF-FM	8 WLQT-FM	9 WRVF-FM	9 WCLR/WZLR	9 WFCJ-FM	B/EZ	1.4
10 WHIO-AM	10 WPFB-FM	8 WRVF-FM	10 WHIO-AM	9 WPFB-FM	9 WHIO-AM		



12+ POPULATION: 839,600 (Black: 12.4%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
19.1	16.7	17.0	19.0	15.8	1	<b>WAMZ-FM</b> Ctry	97.5 100kw	1	4	1	1	1	1	87	Clear Channel	—	CHR
11.9	17.9	13.1	13.0	13.5	2	<b>WHAS-AM</b> FS	840 50kw	2	14	7	2	2	2	75	Clear Channel	ABC	CHR
6.0	6.0	6.1	6.3	6.8	3	<b>WGZB-FM</b> UC	96.5 3kw	8	1	3	3	5	6	101	Power Com.	—	MCG
5.8	4.9	6.5	4.3	6.4	4	<b>WVEZ-FM</b> AC	106.9 24.5kw	4	6	10	4	3	3	68	Prism	—	MCG
7.0	8.6	7.5	6.8	4.8	5	<b>WDJX-FM</b> CHR	99.7 24kw	3	2	4	6	9	10	47	Region Com.	AP	EAST
5.1	4.1	6.0	5.4	4.8	5	<b>WRKA-FM</b> Gold	103.1 6kw	6	11	13	7	4	4	59	Franklin Holdi	—	BAN
5.5	4.9	5.6	5.4	4.7	7	<b>WTFX-FM</b> Rock	100.5 38kw	5	3	2	5	10	17	56	Prism	—	MCG
0.0	1.5	2.3	2.2	4.6	8	<b>WKJK-FM</b> Rel	98.9 50kw	11	9	9	9	6	5	88	Snowden Br.	SMN	CHR
5.5	5.3	4.8	6.3	3.7	9	<b>WQMF-FM</b> CR	95.7 28.5kw	7	7	5	8	7	11	47	Otting	—	KATZ
0.8	1.0	1.6	1.5	3.0	10	<b>WQNF-FM</b> Alt	105.9 3kw	13	5	6	11	14	18	68	Otting	—	KATZ
4.8	4.3	4.5	2.4	2.8	11	<b>WAVG-AM</b> Gold	970 5kw	12	—	16	18	18	14	61	Radio 970, Inc.	SMN	D&R
0.0	0.0	0.6	2.7	2.8	11	<b>WQLL-FM</b> Gold	103.9 1.35kw	14	13	8	10	8	12	64	Rarent Br.	—	EAST
3.2	2.4	2.7	2.5	2.7	13	<b>WHKW-FM</b> Ctry	107.7 8.2kw	9	8	12	13	12	9	42	Neon Com.	—	EAST
3.1	4.2	4.1	3.6	2.6	14	<b>WLRS-FM</b> AC	102.3 3.kw	10	12	11	12	11	8	43	Blue River	AP	TOR
2.7	1.5	1.4	2.5	1.9	15	<b>WLSY-FM</b> UAC	101.7 1.9kw	15	—	15	14	13	7	63	Louisville Radio	ABC	MCG
0.5	1.8	0.9	1.5	1.7	16	<b>WLLV-AM</b> Rel	1240 1kw	18	—	18	16	16	15	88	Full Force Br.	—	K&P
0.8	1.7	0.9	1.6	1.5	17	<b>WLOU-AM</b> UG	1350 5(.5)kw	16	10	14	15	15	13	59	Johnson	AURN	—
2.5	1.4	0.9	0.8	1.0	18	<b>WWKY-AM</b> Talk	790 5(1)kw	17	—	19	17	17	16	42	Prism	CBS	MCG

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# RANTEL. RESEARCH THAT MOVES THE NEEDLE!



12+ POPULATION: **829,100** (Black: 10.3%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.7	8.8	8.5	9.1	8.9	1	WRMF-FM AC	97.9 100kw	1	6	1	1	1	1	86	Fairbanks	—	BLAIR
7.4	7.2	6.7	8.9	7.6	2	WEAT-FM AC	104.3 100kw	2	16	6	4	3	2	74	Taylor	—	MMR
9.2	7.9	7.3	9.0	7.4	3	WIRK-FM Ctry	107.9 100kw	3	4	4	3	4	3	84	Price	ABC	D&R
6.1	7.3	7.5	8.1	7.1	4	WRLX-FM B/EZ	92.1 7.2kw	4	—	23	22	16	5	86	Fairbanks	—	BAN
6.3	5.6	5.0	5.5	5.5	5	WJNO-AM NT	1230 1kw	6	—	19	10	5	6	79	Fairbanks	CNN	—
5.0	5.6	4.7	4.2	5.4	6	WKGR-FM CR	98.7 100kw	5	18	3	2	2	4	75	Amaturo	UPI	CHR
0.0	0.0	0.0	0.7	3.5	7	WPBZ-FM* Rock	103.1 50kw	12	3	2	5	11	24	86	Amaturo	SMN	CHR
4.1	4.5	4.0	3.4	3.1	8	WQVW-FM CHR	95.5 100kw	7	1	7	6	9	9	47	Ardman	SOU	MCG
3.0	2.6	3.4	2.5	3.0	9	WEDR-FM UC	99.1 100kw	8	2	5	7	10	18	70	WEDR, Inc.	CBS	MCG
1.6	1.7	1.5	1.3	2.6	10	WKIS-FM Ctry	99.9 100kw	16	—	12	13	14	12	71	Sunshine Wireless	WWO	D&R
2.3	2.5	2.0	2.3	2.4	11	WBZT-AM NT	1290 5kw	17	—	29	25	24	11	69	Price	ABC	D&R
2.6	1.7	2.8	2.4	2.1	12	WLYF-FM AC	101.5 100kw	19	—	25	26	21	10	66	Jefferson-Pilot	—	BAN
1.9	1.8	1.8	1.0	2.1	12	WMXJ-FM Gold	102.7 100kw	15	—	21	12	7	7	55	Pyramid	—	BAN
1.6	2.0	2.1	1.7	2.1	12	WZTA-FM CR	94.9 100kw	11	12	8	8	6	15	52	Paxson Br.	—	KATZ
0.5	1.0	0.7	0.0	2.0	15	WBGJ-FM** Gold	105.9 100kw	10	—	11	9	8	13	48	Clear Channel	—	MCG
1.5	1.4	1.8	1.2	1.8	16	WIOD-AM NT	610 10kw	23	17	18	14	17	17	62	Cox Enterprises	WWO	CHR
4.3	2.5	3.4	3.4	1.8	16	WOLL-FM Gold	94.3 6kw	14	14	27	18	12	8	47	Lappin	—	KATZ
1.2	1.9	2.4	1.8	1.8	16	WSHE-FM Rock	103.5 100kw	13	11	9	11	13	19	44	TK	—	TOR
1.9	1.3	1.3	0.9	1.6	19	WPOM-AM UC	1600 5(2.5)kw	30	9	20	16	15	14	102	WPOM Radio Inc.	—	ROS
1.9	1.7	2.5	1.9	1.5	20	WDBF-AM Nost	1420 5(.5)kw	27	—	—	—	36	27	61	Quality Br.	CBS	—
1.8	1.7	1.3	1.2	1.5	20	WPOW-FM CHR	96.5 100kw	9	7	13	17	26	31	35	Beasley	SOU	D&R
1.1	1.3	1.2	1.5	1.4	22	WLVE-FM NAC	93.9 100kw	20	—	22	20	19	16	45	Gilmore	—	KATZ
1.4	1.5	1.9	1.8	1.4	22	WTMI-FM Cias	93.1 96kw	25	—	28	30	32	23	50	Marlin Br.	—	CMBS
1.9	2.0	1.6	1.8	1.3	24	WHQT-FM UAC	105.1 10k	22	8	15	21	23	25	41	Cox Enterprises	—	CHR
0.0	0.4	0.0	0.4	1.3	24	WJBW-FM Nost	99.5 3kw	31	—	—	33	29	20	87	GGG Br. Inc.	—	K&P
1.7	1.1	1.1	0.7	1.3	24	WYFX-AM UAC	1040 25(1.1)kw	29	10	17	23	20	21	67	Beach Br.	AURN	—
1.5	3.4	2.1	2.2	1.3	24	WZZR-FM Rock	92.7 50kw	21	15	10	15	18	36	41	CRB Br.	—	KATZ
1.7	1.2	0.1	0.4	1.1	28	WEAT-AM*** News	850 5(1)kw	18	—	—	—	34	32	35	Taylor	AP	MMR
0.4	1.4	0.6	1.0	1.1	28	WFLC-FM AC	97.3 100kw	26	—	16	24	22	22	41	Cox Enterprises	—	CHR
1.4	1.3	1.1	1.3	1.0	30	WHYI-FM CHR	100.7 100kw	24	13	14	19	25	28	36	Clear Channel	—	MCG

\*Was WOKC-FM (Ctry) until September. \*\*Was WAXY-FM until September \*\*\*Simulcasted WEAT-FM until August. Continued on Page 91



12+ POPULATION: 823,600 (Black: 18.6%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.9	8.1	8.1	8.4	10.3	1	WFYV-FM Rock	104.5 100kw	3	6	1	1	1	4	90	OmniAmerica	—	D&R
10.7	12.4	12.5	11.3	9.7	2	WQIK-FM Ctry	99.1 100kw	1	5	4	2	2	3	79	Jacor	ABC	EAST
6.8	7.7	7.9	8.6	8.1	3	WEJZ-FM AC	96.1 100kw	4	8	6	4	3	2	71	Renda	—	KATZ
2.5	2.1	4.5	6.7	7.5	4	WJBT-FM UC	92.7 6kw	9	1	2	5	8	9	110	UNC Media	CBS	ROS
8.1	7.2	7.9	6.8	7.1	5	WAPE-FM CHR	95.1 100kw	2	2	3	3	5	8	61	OmniAmerica	—	CHR
5.9	4.8	5.0	5.4	6.6	6	WKQL-FM Gold	96.9 100kw	6	7	11	6	4	1	74	Prism	AP	MCG
6.6	7.7	8.1	6.6	6.4	7	WROO-FM Ctry	107.3 100kw	5	4	5	7	7	7	72	Paxson	—	BAN
4.3	4.9	4.4	4.7	4.5	8	WIVY-FM Hot AC	102.9 98kw	8	9	8	8	6	5	60	Taylor	—	MMR
6.8	5.5	4.4	4.3	3.9	9	WOKV-AM NT	690 50(10)kw	10	—	12	11	9	6	62	Prism	ABC	MCG
8.0	7.1	4.2	4.9	3.8	10	WHJX-FM CHR	101.5 100kw	7	3	7	9	11	18	50	Eagle	—	CHR
3.8	3.6	2.5	2.8	2.6	11	WAIA-FM Prog	93.3 50kw	11	—	9	10	10	10	54	Paxson	—	BAN
1.6	1.3	0.8	1.2	1.9	12	WNZS-AM Sports	930 5kw	13	—	10	12	12	14	66	Paxson	CBS	BAN
1.7	2.6	2.9	1.8	1.9	12	WSVE-AM Rel	1280 5kw	14	11	16	15	15	11	83	Darrell Spann	AURN	REP
2.0	1.2	1.3	0.7	1.5	14	WCGL-AM Rel	1360 5kw	18	—	19	16	16	12	89	JBD Com.	AURN	K&P
1.2	1.1	1.4	2.2	1.3	15	WZAZ-AM UG	1400 1kw	15	—	15	14	13	13	58	Paxson	CBS	ROS
0.0	0.0	0.6	1.3	1.2	16	WPDQ-AM Nost	600 5kw	16	—	17	17	17	16	53	Prism	WWO	MCG
0.7	1.3	1.1	2.0	1.2	16	WSTF-FM* Gold	97.9 50kw	12	—	13	13	14	15	38	Todd Comm.	—	BAN

\*Under a Sales LMA with Paxson Broadcasting.

Continued on Page 91

# RANTEL. RESEARCH THAT MOVES THE NEEDLE!



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





Continued from Page 88

12+ POPULATION: 839,600 (Black: 12.4%; 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 WAMZ-FM	1 WAMZ-FM	1 WAMZ-FM	1 WAMZ-FM	1 WAMZ-FM	1 WAMZ-FM	CTRY  18.5
2 WTFX-FM	2 WGZB-FM	2 WHAS-AM	2 WGZB-FM	2 WHAS-AM	2 WHAS-AM	N/T  14.5
3 WQMF-FM	3 WDJX-FM	3 WTFX-FM	3 WVEZ-FM	3 WRKA-FM	3 WVEZ-FM	GOLD/CR  14.1
4 WQNF-FM	4 WTFX-FM	4 WQMF-FM	4 WDJX-FM	4 WKJK-FM	4 WKJK-FM	UC  10.2
5 WHAS-AM	5 WQLL-FM	5 WKJK-FM	4 WHAS-AM	4 WQMF-FM	5 WRKA-FM	AC  9.0
5 WKJK-FM	5 WVEZ-FM	6 WGZB-FM	6 WLRS-FM	6 WTFX-FM	6 WDJX-FM	REL  6.3
7 WDJX-FM	7 WQNF-FM	6 WRKA-FM	7 WRKA-FM	7 WVEZ-FM	6 WLRS-FM	CHR  4.8
8 WGZB-FM	8 WHAS-AM	8 WQNF-FM	8 WQLL-FM	8 WGZB-FM	8 WQLL-FM	ROCK  4.7
9 WQLL-FM	8 WHKW-FM	9 WVEZ-FM	9 WHKW-FM	9 WQNF-FM	9 WLSY-FM	ALT  3.0
10 WRKA-FM	8 WLRS-FM	10 WDJX-FM	10 WTFX-FM	10 WQLL-FM	10 WKJK-FM	

LOUISVILLE

**WEST PALM BEACH-BOCA RATON**

Continued from Page 89

12+ POPULATION: 829,100 (Black: 10.3%; 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 WPBZ-FM	1 WRMF-FM	1 WKGR-FM	1 WRMF-FM	1 WKGR-FM	1 WRMF-FM	GOLD/CR  13.4
2 WKGR-FM	2 WIRK-FM	2 WPBZ-FM	2 WIRK-FM	2 WRMF-FM	2 WEAT-FM	AC  11.7
3 WEDR-FM	3 WKGR-FM	2 WRMF-FM	3 WEAT-FM	3 WEAT-FM	3 WIRK-FM	CTRY  10.0
4 WIRK-FM	3 WOVV-FM	4 WIRK-FM	4 WKGR-FM	3 WIRK-FM	4 WKGR-FM	N/T  9.0
4 WZZR-FM	5 WEAT-FM	5 WEAT-FM	5 WOVV-FM	5 WJNO-AM	5 WEDR-FM	UC  9.0
6 WEAT-FM	5 WPBZ-FM	6 WZTA-FM	6 WEDR-FM	6 WZTA-FM	5 WOVV-FM	B/EZ  7.1
6 WRMF-FM	7 WEDR-FM	7 WJNO-AM	7 WHYI-FM	7 WPBZ-FM	7 WPOM-AM	ROCK  6.6
8 WSHE-FM	7 WHYI-FM	8 WBGG-FM	8 WBGG-FM	8 WBGG-FM	8 WMXJ-FM	CHR  5.6
9 WKIS-FM	9 WBGG-FM	8 WEDR-FM	8 WPBZ-FM	8 WMXJ-FM	9 WBGG-FM	NOST  2.8
9 WZTA-FM	9 WPOW-FM	8 WSHE-FM	8 WPOM-AM	10 WKIS-FM	9 WOLL-FM	CLAS  1.4
						NAC  1.4

WEST PALM BEACH

**JACKSONVILLE**

Continued from Page 90

12+ POPULATION: 823,600 (Black: 18.6%; 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 WFYV-FM	1 WAPE-FM	1 WFYV-FM	1 WAPE-FM	1 WFYV-FM	1 WEJZ-FM	CTRY  16.1
2 WJBT-FM	2 WJBT-FM	2 WQIK-FM	2 WEJZ-FM	2 WQIK-FM	2 WQIK-FM	AC  12.6
3 WQIK-FM	3 WROO-FM	3 WJBT-FM	3 WQIK-FM	3 WEJZ-FM	3 WKQL-FM	CHR  10.9
4 WROO-FM	4 WQIK-FM	4 WEJZ-FM	4 WROO-FM	4 WKQL-FM	4 WAPE-FM	ROCK  10.3
5 WAPE-FM	5 WEJZ-FM	5 WAPE-FM	5 WKQL-FM	5 WAPE-FM	5 WROO-FM	UC  8.8
5 WHJX-FM	6 WHJX-FM	6 WAIA-FM	6 WJBT-FM	5 WIVY-FM	6 WIVY-FM	GOLD/CR  7.8
7 WAIA-FM	7 WFYV-FM	6 WKQL-FM	7 WIVY-FM	7 WOKV-AM	7 WFYV-FM	N/T  5.8
8 WEJZ-FM	8 WIVY-FM	8 WROO-FM	8 WFYV-FM	8 WAIA-FM	7 WJBT-FM	REL  3.4
9 WNZS-AM	9 WFKS-FM	9 WIVY-FM	9 WHJX-FM	8 WROO-FM	9 WOKV-AM	PROG  2.8
10 WIVY-FM	9 WKQL-FM	10 WHJX-FM	10 WZAZ-AM	10 WNZS-AM	10 WZAZ-AM	NOST  1.2

JACKSONVILLE

# #51

# OKLAHOMA CITY

OKLAHOMA CITY

12+ POPULATION: 823,000 (Black: 10.4%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
15.5	14.1	13.8	13.7	15.5	1	<b>KXXY-A/F</b> Ctry	1340/96.1 1kw/98kw	1	4	2	1	1	1	92	Radio Equity	—	MCG
6.7	6.9	6.0	8.9	9.6	2	<b>KATT-FM</b> Rock	100.5 97kw	5	2	1	2	2	11	92	KATT, Inc.	SOU	BAN
4.9	5.8	7.3	5.8	7.6	3	<b>KMGL-FM</b> AC	104.1 99kw	6	7	5	4	4	3	73	Renda	—	EAST
7.9	8.8	8.8	9.0	7.5	4	<b>KJYO-FM</b> CHR	102.7 98kw	2	1	4	5	8	9	58	Clear Channel	—	CHR
7.1	7.3	6.7	7.0	7.3	5	<b>KRXO-FM</b> CR	107.7 99kw	3	8	3	3	3	5	69	Diamond Br.	—	—
10.2	6.8	7.0	8.1	6.6	6	<b>KEBC-FM</b> Ctry	94.7 100kw	4	5	8	8	6	4	63	Clear Channel	ABC	BAN
3.9	4.5	7.0	5.4	6.1	7	<b>KOMA-FM</b> Gold	92.5 100kw	8	11	14	15	15	15	70	Wilks-Schwartz	CBS	—
8.9	8.4	6.6	7.4	5.9	8	<b>KTOK-AM</b> N/T	1000 5kw	7	12	11	12	11	6	64	Clear Channel	ABC	CHR
3.7	3.9	4.1	4.0	5.2	9	<b>KTST-FM</b> Ctry	101.9 98kw	9	6	6	7	7	7	65	Radio Equity	—	MCG
4.5	5.5	5.9	6.3	4.2	10	<b>KVSP-AM</b> UC	1140 1kw	12	3	7	9	9	12	91	Perry	AURN	—

# #52

# RALEIGH-DURHAM

RALEIGH-DURHAM

12+ POPULATION: 804,800 (Black: 23.4%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.0	9.5	7.6	7.3	8.8	1	<b>WQOK-FM</b> UC	97.5 100kw	7	1	2	2	3	7	95	US Radio	ABC	D&R
7.5	8.2	7.1	7.8	7.5	2	<b>WPTF-AM</b> N/T	680 50kw	6	—	11	10	9	1	77	Curtis Media	ABC	MCG
5.4	4.8	6.0	5.3	7.3	3	<b>WRDU-FM</b> Rock	106.1 100kw	2	8	1	1	1	8	69	HMW Com.	SOU	MMR
11.6	9.3	6.7	6.8	7.1	4	<b>WQDR-FM</b> Ctry	94.7 99kw	3	7	7	7	4	2	68	Curtis Media	WVO	MCG
2.8	2.5	5.1	7.5	6.8	5	<b>WKIX-FM</b> Ctry	96.1 100kw	5	2	4	6	6	6	68	Alchemy Com.	WVO	CBS
7.3	7.6	6.9	7.9	6.5	6	<b>WRAL-FM</b> Hot AC	101.5 96kw	4	10	5	3	2	3	63	Capitol Br. Co.	—	KATZ
6.5	8.2	7.1	7.0	6.2	7	<b>WDCG-FM</b> CHR	105.1 100kw	1	3	3	4	8	11	54	Prism	ABC	TOR
3.4	3.1	4.3	5.4	5.5	8	<b>WFXC/WFXK</b> UAC	107.1/104.3 2.6kw/100kw	10	12	8	5	5	5	86	Pinnacle	SMN	EAST
7.2	5.8	6.0	5.5	4.5	9	<b>WTRG-FM</b> Gold	100.7 100kw	9	9	9	9	7	4	56	HMW Com.	ABC	D&R
2.6	3.4	5.0	4.8	4.0	10	<b>WZZU-FM</b> CR	93.9 100kw	8	6	6	8	10	12	46	Prism	—	TOR

12+ POPULATION: 785,400 (Black: 25.3%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
18.6	18.6	18.5	18.6	15.3	1	WZZK-AF Ctry	610/104.7 5(1)kw/99kw	1	2	2	1	1	1	80	NewCity	—	KATZ
10.4	10.6	11.4	10.7	10.6	2	WENN-FM UC	107.7 100kw	2	1	1	2	2	5	98	Booker T. Wash	AURN	D&R
7.4	7.1	8.0	7.6	8.4	3	WERC-AM NT	960 5kw	5	—	10	6	6	3	98	Ameron	ABC	MCG
8.1	9.8	8.0	7.9	7.4	4	WMJJ-FM AC	96.5 100kw	4	6	4	4	3	4	80	Capitol Br. Crp.	—	MCG
5.9	7.0	5.6	5.9	6.6	5	WZRR-FM CR	99.5 100kw	3	7	3	3	5	7	71	Dick	—	CHR
4.9	4.6	3.8	5.1	6.0	6	WODL-FM Gold	106.9 99kw	6	14	11	5	4	2	81	NewCity	ABC	KATZ
4.3	5.0	4.8	3.9	4.1	7	WATV-AM UG	900 1kw	11	—	14	11	7	6	86	Birmingham Ebony	ABC	BAN
2.9	2.8	2.9	2.5	3.5	8	WDJC-FM Rel	93.7 99kw	9	9	8	10	8	9	64	Crawford	—	CRA
2.5	3.0	4.6	3.8	3.5	8	WTUG-FM UC	92.9 100kw	10	3	5	9	14	16	73	Radio South, Inc.	AURN	EAST
5.7	4.6	5.2	4.4	3.4	10	WMXQ-FM Hot AC	94.5 98kw	7	4	7	8	9	13	48	Dick	—	CHR

12+ POPULATION: 785,100 (Black: N/A; Hispanic: 20.7%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
15.5	12.8	15.9	14.6	13.7	1	KASE-FM Ctry	100.7 100kw	1	2	1	1	1	1	89	KVET, Inc.	—	KATZ
6.4	6.5	6.3	6.5	7.9	2	KKMJ-FM AC	95.5 100kw	4	7	4	2	2	2	73	Amaturo Group	—	MMR
9.1	11.0	10.1	9.4	7.8	3	KHFI-FM CHR	96.7 100kw	2	1	2	3	7	10	59	Clear Channel	—	CHR
7.2	6.6	6.1	6.0	7.0	4	KLBJ-AM NT	590 5(1)kw	6	8	7	5	3	3	68	Spur Partners	ABC	KATZ
6.8	7.8	7.5	5.5	6.5	5	KLBJ-FM Rock	93.7 100kw	5	12	9	8	5	4	63	LBJ Company	CBS	EAST
6.2	5.6	5.9	6.2	5.7	6	KVET-FM* Ctry	98.1 100kw	3	6	3	4	6	7	52	LBJ Company	—	EAST
4.5	4.2	4.6	4.6	4.9	7	KPEZ-FM Rock	102.3 20kw	7	11	6	6	4	5	54	Clear Channel	—	CHR
3.5	3.5	3.7	4.0	3.6	8	KGSR-FM Prog	107.1 46kw	9	9	8	7	8	6	60	Beasley	—	D&R
2.5	3.7	2.8	3.4	3.5	9	KUTZ-FM Rock	98.9 18.5kw	12	4	5	9	11	17	66	Shamrock Com.	ABC	TOR
3.7	3.6	3.2	3.9	2.7	10	KEYI-FM** Gold	103.5 100kw	8	10	12	10	9	8	42	Degree	—	CHR

\*Under an LMA with KVET Broadcasting. \*\*Was AC formatted until November.



# #55

# LAS VEGAS

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12+ POPULATION: 776,400 (Black: 8.6%; Hispanic: 11.7%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.3	8.3	8.8	7.4	9.2	1	<b>KJUL-FM</b> <i>Nost</i>	104.3 24.5kw	4	—	14	13	11	2	105	Nevada Radio	WWO	K&P
9.6	7.8	8.7	9.1	8.7	2	<b>KLUC-FM</b> <i>CHR</i>	98.5 100kw	1	1	1	1	5	9	75	Nationwide	AP	MCG
5.3	5.6	5.6	7.6	7.8	3	<b>KSNE-FM</b> <i>AC</i>	106.5 100kw	2	8	4	2	1	1	78	Regent	—	—
6.8	9.3	6.1	6.7	7.8	3	<b>KWNR-FM</b> <i>Ctry</i>	95.5 100kw	3	3	5	4	2	3	81	George Tobin	WWO	BAN
6.1	4.1	5.6	4.9	6.6	5	<b>KEDG-FM</b> <i>Alt</i>	103.5 100kw	5	2	2	3	9	13	83	Radiovision	—	TOR
6.2	5.9	5.6	5.8	5.6	6	<b>KFMS-A/F</b> <i>Ctry</i>	1410/101.9 5kw/100kw	8	6	11	10	4	4	82	Broadcast Assoc.	—	KATZ
6.9	7.4	5.9	5.4	5.1	7	<b>KMZQ-FM</b> <i>AC</i>	100.5 100kw	6	7	6	5	3	5	70	Commonwealth	—	EAST
4.8	6.2	5.4	5.4	4.4	8	<b>KOMP-FM</b> <i>Rock</i>	92.3 100kw	11	4	3	6	7	16	71	Lotus Com.	—	CHR
3.5	5.2	5.4	4.7	4.1	9	<b>KXTZ-FM*</b> <i>CHR</i>	94.1 100kw	7	5	10	9	10	6	57	Parker Com.	—	TOR
4.2	3.9	4.0	4.3	3.9	10	<b>KFBI-FM</b> <i>CR</i>	107.5 24kw	9	9	9	7	6	7	60	Americom Br.	—	MCG

\*Was UAC formatted until November.

# #56

# RICHMOND

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12+ POPULATION: 766,100 (Black: 28.8%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.8	11.0	11.4	9.6	11.8	1	<b>WKHK-FM</b> <i>Ctry</i>	95.3 13kw	1	5	2	2	1	1	97	ABS Com.	WWO	BAN
13.0	11.3	10.4	12.3	11.7	2	<b>WCDX-FM</b> <i>UC</i>	92.7 2.35kw	4	1	1	1	2	5	105	Sinclair	—	MMR
12.1	11.2	12.0	9.9	8.8	3	<b>WRVA-AM</b> <i>FS</i>	1140 50kw	3	8	11	9	8	3	75	Clear Channel	CBS	MCG
6.1	7.0	6.8	5.3	8.7	4	<b>WTVR-FM</b> <i>AC</i>	1380 5kw	6	9	7	5	3	2	90	Park	ABC	KATZ
7.5	7.0	6.3	8.6	7.0	5	<b>WRVQ-FM</b> <i>CHR</i>	94.5 200kw	2	2	4	4	5	8	57	Clear Channel	ABC	KATZ
7.7	8.1	8.2	7.5	6.3	6	<b>WPLZ-FM</b> <i>UC</i>	99.3 6kw	8	3	6	8	9	7	69	Sinclair	WWO	MMR
6.4	6.6	6.2	6.1	6.0	7	<b>WRXL-FM</b> <i>Rock</i>	102.1 20kw	5	4	3	3	7	11	60	Clear Channel	—	KATZ
5.8	6.4	6.1	6.5	5.7	8	<b>WMXB-FM</b> <i>AC</i>	103.7 20kw	7	13	8	7	4	4	60	Liberty	AP	EAST
4.8	4.1	4.5	5.8	5.0	9	<b>WVGO-FM</b> <i>Prog</i>	106.5 7.6kw	9	10	5	6	6	9	74	Benchmark	—	CHR
3.0	3.8	3.2	3.9	3.0	10	<b>WDCK-FM</b> <i>Gold</i>	96.5 50kw	10	7	17	10	10	6	51	Benchmark	—	CHR

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

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
13.5	11.6	12.9	11.2	12.2	1	WGNA-A/F City	1460/107.7 5kw/12kw	2	4	3	1	1	1	105	Liberty	WVO	KATZ
10.8	10.3	10.2	9.7	8.9	2	WFLY-FM CHR	92.3 17kw	1	1	1	2	5	7	72	Albany Br.	ABC	TOR
6.6	5.8	7.1	6.0	8.2	3	WYJB-FM AC	95.5 12kw	5	5	5	5	4	3	87	Albany Br.	—	TOR
8.9	9.6	8.4	8.9	8.1	4	WGY-AM NT	810 50kw	3	12	16	8	7	2	69	Dame Media	ABC	MMR
3.6	4.9	6.4	7.4	7.3	5	WPYX-FM Rock	106.5 15.5kw	4	11	4	3	2	4	76	Dame Media	CBS	MMR
6.8	6.9	6.8	6.9	7.3	6	WRVE-FM AC	99.5 14.5kw	6	3	2	4	3	6	81	Griffin Group	ABC	MCG
7.1	6.8	5.9	6.3	5.1	7	WKLI-FM AC	100.9 6kw	7	7	8	6	6	5	68	Bendat Com.	—	CHR
2.2	3.3	3.2	3.8	3.9	8	WABY-AM Nost	1400 1kw	12	—	20	24	14	8	122	Bendat Com.	WVO	CHR
4.5	5.0	4.1	3.9	3.6	8	WQBWQBK-FM* CR	103.5/103.9 50kw/6kw	8	6	6	7	8	10	51	WQBK, Inc.	CBS	D&R
2.5	3.3	4.3	3.1	2.5	10	WZRQ-FM Rock	102.3 4.1kw	9	2	7	9	11	22	54	D.J. Radio Media	SMN	EAST

\* WQBK changed to Rock in January

12+ POPULATION: 731,500 (Black: N/A; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
13.1	12.9	9.6	11.4	11.7	1	KSSK-FM AC	92.3 100kw	1	6	3	1	1	1	71	WP Radio	—	EAST
9.1	8.1	7.8	7.3	10.3	2	KIKI-FM CHR	93.9 100kw	3	1	1	2	4	9	74	Henry	—	CHR
10.1	6.7	9.6	8.7	8.8	3	KCCN-FM Misc	100.3 100kw	4	2	2	3	5	5	76	Diamondhead Br.	—	BAN
8.5	9.0	8.2	9.2	8.0	4	KSSK-AM AC	590 7.5kw	5	8	10	7	6	2	75	WP Radio	—	EAST
7.0	8.6	8.8	8.2	7.8	5	KUMU-A/F B/EZ	1500/94.7 10kw/100kw	7	13	13	10	7	3	80	John Hutton	—	BAN
6.2	6.4	5.4	4.9	7.0	6	KRTR-FM AC	96.3 75kw	6	12	7	4	3	4	67	Ohana Br.	—	KATZ
0.9	2.0	7.5	7.3	6.1	7	KKLV-FM Gold	98.5 100kw	9	11	4	5	2	8	84	Henry	ABC	—
7.0	6.6	8.2	7.1	6.1	7	KQMQ-A/F CHR	690/93.1 10kw/54kw	3	3	5	6	8	11	47	Desert Com. II	—	KATZ
4.4	5.0	6.4	6.8	4.6	9	KINE-FM Misc	105.1 100kw	8	7	8	9	9	6	62	Diamondhead Br.	—	BAN
3.0	5.3	3.2	3.3	4.0	10	KPOI-FM Alt	97.5 80kw	10	5	6	8	10	17	62	Kilohana	—	KATZ

12+ POPULATION: 689,600 (Black: 16.6%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
16.5	18.1	17.5	18.4	18.0	1	WSSL-AF Ctry	1440/100.5 5kw/100kw	1	2	1	1	1	1	98	SFX	WVO	MCG
4.4	6.3	7.4	9.0	8.3	2	WJMZ-FM UC	107.3 100kw	7	1	3	4	4	8	106	HMW Com.	ABC	EAST
12.5	7.2	9.6	9.6	8.3	2	WROQ-FM AOR	101.1 100kw	4	4	2	2	3	6	78	ABS Com.	ABC	BAN
9.3	9.1	8.3	8.6	8.0	4	WMYI-FM AC	102.5 20kw	2	8	4	3	2	2	63	SFX	—	EAST
10.3	12.4	9.3	10.0	7.6	5	WESC-FM Ctry	92.5 100kw	3	6	6	5	6	3	60	Br. Co./Carolina	ABC	BAN
7.2	6.5	6.5	6.5	6.6	6	WSPA-FM AC	950 5kw	5	5	7	6	5	4	71	Spartan	—	CHR
2.6	2.6	3.0	3.5	4.6	7	WBBO-FM CHR	93.3 92.5kw	8	3	5	7	9	11	60	Rutherford County	—	TOR
4.8	4.4	5.8	4.5	4.6	7	WFBC-FM Gold	93.7 100kw	6	7	12	9	7	5	49	Multimedia	ABC	KATZ
1.7	2.9	3.0	2.3	4.4	9	WFBC-AM NT	1330 5kw	9	—	11	10	10	7	90	Multimedia	WVO	KATZ
3.1	2.9	4.4	2.6	3.7	10	WLWZ-FM/WLYZ UC	103.9/103.3 6kw/2.7kw	10	10	8	8	8	9	84	HMW Com.	AURN	D&R

12+ POPULATION: 641,700 (Black: N/A; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.7	14.1	13.4	12.1	12.8	1	KWEN-FM Ctry	95.5 96kw	1	3	1	1	1	2	82	NewCity	—	KATZ
10.0	10.3	11.5	9.3	11.3	2	KRMG-AM FS	740 50(25)kw	2	14	7	4	4	1	83	NewCity	ABC	KATZ
7.0	7.1	8.0	7.1	9.0	3	KBEZ-FM AC	92.9 100kw	3	8	3	3	3	3	89	Renda	—	EAST
8.2	7.8	7.8	7.8	8.5	4	KMOD-FM Rock	97.5 96kw	5	6	2	2	2	5	90	Clear Channel	—	CHR
5.0	6.4	7.1	5.7	5.7	5	KHTT-FM CHR	106.9 100kw	4	1	4	7	8	15	59	Renda	—	EAST
5.3	4.6	4.0	6.0	5.4	6	KVOO-AM Ctry	1170 50kw	10	16	16	14	10	6	89	Great Empire	ABC	D&R
4.8	4.0	3.5	5.7	5.2	7	KQLL-FM Ctry	1430 5kw	6	10	13	18	5	4	66	Federated Media	—	BAN
5.1	4.1	5.4	4.6	4.5	8	KVOO-FM Ctry	98.5 100kw	9	11	12	13	9	7	72	Great Empire	ABC	D&R
6.5	5.5	5.3	5.5	4.3	9	KMYZ-FM CHR	104.5 70kw	7	2	5	8	14	17	61	Shamrock Com.	ABC	BAN
5.2	4.5	5.5	4.1	3.9	10	KRAV-FM AC	96.5 100kw	8	13	6	6	6	8	57	Kravis Co.	WVO	TOR



# WILKES BARRE-SCRANTON

# #61

12+ POPULATION: 636,600 (Black: N/A; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.6	13.9	11.9	12.4	12.1	1	<b>WKRZ-FM</b> CHR	98.5 8.7kw	1	1	1	1	2	2	71	Keymarket	—	—
6.6	8.5	9.5	8.1	9.3	2	<b>WMGS-FM</b> AC	92.9 5.3kw	3	4	4	2	1	1	92	Susquehanna	—	EAST
7.2	8.3	10.0	8.8	8.5	3	<b>WGGY-FM</b> Ctry	101.3 7kw	2	3	2	3	3	3	78	Keymarket	—	KATZ
7.4	6.1	6.3	6.8	4.7	4	<b>WEZX-FM</b> Rock	106.9 .8kw	4	6	5	5	5	6	65	Shamrock Com.	ABC	CHR
1.4	3.1	4.6	6.5	4.7	4	<b>WZMT-FM</b> Rock	97.9 26kw	8	8	3	4	4	9	94	4M Broadcasting	WWO	K&P
5.4	3.2	2.7	3.4	4.5	6	<b>WNAK-AM</b> B/EZ	730 1kw	13	—	—	24	25	8	135	Seventy Three Br.	WWO	K&P
3.3	2.4	3.0	2.8	3.8	7	<b>WBHT-FM</b> CHR	97.1 .25kw	6	2	6	6	13	18	63	Susquehanna	—	EAST
4.3	4.6	4.1	4.1	3.8	7	<b>WGBI/WILK</b> NT	910/980 1(.5)kw/5kw	7	—	17	12	9	5	71	Keymarket	CBS	KATZ
3.9	4.5	4.9	4.7	3.7	9	<b>WARM-AM</b> NT	590 5kw	5	—	16	17	14	7	54	Susquehanna	AP	SAV
3.0	3.1	2.8	2.7	3.3	10	<b>WDLS-FM</b> Ctry	93.7 .75kw	11	—	10	9	6	4	77	Mountain	CBS	D&R

WILKES BARRE

# TUCSON

# #62

12+ POPULATION: 608,100 (Black: N/A; Hispanic: 24.1%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
19.1	17.7	14.4	13.4	14.0	1	<b>KIIM-FM</b> Ctry	99.5 93kw	1	3	1	1	1	1	95	Rex Br.	—	KATZ
9.2	10.7	10.7	10.3	9.9	2	<b>KKLD-FM</b> AC	94.9 100kw	2	4	3	3	2	2	87	Behan Br.	ABC	MMR
8.0	10.5	10.5	9.2	8.6	3	<b>KLPX-FM</b> Rock	96.1 100kw	4	5	2	2	3	6	85	Lotus	—	CHR
8.2	6.9	6.2	6.9	6.1	4	<b>KNST-AM</b> NT	790 5(.5)kw	6	—	9	7	6	4	75	Prism	ABC	BAN
6.7	6.4	7.8	7.7	5.7	5	<b>KRQQ-FM</b> CHR	93.7 91kw	3	2	4	5	7	9	53	Prism	—	BAN
0.0	0.0	2.8	5.6	5.3	6	<b>KKHG-FM</b> CR	104.1 3kw	7	10	5	4	4	5	65	Apogee Com.	—	MMR
7.0	5.7	5.8	5.3	5.0	7	<b>KWFM-FM</b> Gold	92.9 90kw	5	9	8	6	5	3	52	Prism	CBS	BAN
3.0	2.8	2.5	2.8	3.8	8	<b>KJYK-FM</b> CHR	1490 1kw	9	1	6	11	16	21	84	Behan Br.	—	MMR
2.8	3.6	2.2	3.3	3.1	9	<b>KCUB/KCRZ</b> Ctry	1290/107.5 1kw/14.5kw	10	—	10	12	10	7	69	Rex Br.	—	KATZ
6.0	5.1	3.3	2.7	3.1	9	<b>KGvy-AM</b> BBnd	1080 1kw	17	—	—	—	—	20	142	Joe Crystall	AP	K&P

TUCSON

# #63

# ALLENTOWN-BETHLEHEM

ALLENTOWN-BETH

12+ POPULATION: 604,700 (Black: N/A; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.3	8.7	9.2	10.8	12.2	1	WFMZ-FM AC	100.7 17kw	4	—	4	5	5	1	116	Maranatha	—	TOR
11.9	8.9	13.0	11.6	12.0	2	WZZO-FM Rock	95.1 30kw	2	2	1	1	1	4	92	CRB Br.	—	KATZ
11.4	15.3	11.6	10.8	10.8	3	WAEB-FM CHR	104.1 50kw	1	1	2	2	3	5	69	CRB Br.	—	KATZ
11.8	10.9	9.9	9.6	8.4	4	WLEV-FM AC	96.1 50kw	3	3	3	3	2	3	78	Tele-Media	—	MCG
8.4	8.8	7.3	7.2	6.7	5	WODE-FM Gold	99.9 50kw	5	5	7	4	4	2	65	Roth Com.	—	D&R
4.3	7.4	6.4	5.0	4.4	6	WAEB-AM NT	790 3.8(1)kw	6	—	9	8	6	6	62	CRB Br.	WWO	KATZ
3.1	3.6	2.5	2.8	3.0	7	WXTU-FM Ctry	92.5 15.5kw	8	—	5	7	8	9	68	Beasley	WWO	D&R
2.2	1.8	2.7	2.3	2.9	8	WXKW-AM Ctry	1470 5kw	9	—	18	12	9	8	82	Holt Corp.	ABC	D&R
3.1	3.2	2.4	1.7	2.7	9	WYSP-FM CR	94.1 16kw	7	—	6	6	7	10	49	Infinity	ABC	TOR
2.9	1.9	2.1	2.4	2.2	10	WEST-AM Nost	1400 1kw	13	—	23	25	20	11	99	Tele-Media	WWO	MCG

# #64

# FRESNO

FRESNO

12+ POPULATION: 586,800 (Black: N/A; Hispanic: 36.0%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
15.2	13.1	12.1	11.9	14.7	1	KMJ-AM NT	580 5kw	1	—	4	1	1	1	107	Henry	TNET	KATZ
10.6	10.0	9.8	10.4	9.6	2	KBOS-FM CHR	94.9 16.5kw	2	1	1	2	2	10	78	Cencal Br.	ABC	EAST
7.8	6.6	6.2	6.9	5.8	3	KSKS-FM Ctry	93.7 68kw	2	4	3	3	3	5	72	Henry	—	KATZ
4.3	7.6	5.1	5.8	5.7	4	KRZR-FM Rock	103.7 50kw	5	2	2	4	5	16	79	Olympia	—	CHR
2.4	3.0	6.0	7.1	5.2	5	KOQO-A/F Span	790/101.9 5kw/2.25kw	10	3	5	6	8	8	100	KNCE Equinox	CRC	CAB
0.0	0.0	1.1	3.5	4.4	6	KJWL-FM Nost	99.3 3kw	16	—	18	14	13	4	141	JSA Br.	WWO	—
4.3	2.7	1.4	2.2	4.2	7	KEZL-FM NAC	96.7 25kw	11	—	9	5	4	2	90	Americom Br.	—	MCG
5.4	5.5	6.1	4.3	3.9	8	KNAX-FM Ctry	97.9 48kw	7	13	10	9	7	3	60	EBE Com.	ABC	D&R
2.9	3.1	3.4	4.4	3.5	9	KJOI-FM AC	98.9 19kw	8	9	13	8	10	6	55	Radio Dynuba	—	MMR
3.7	4.3	4.4	4.5	3.2	10	KJFX-FM CR	95.7 17.5kw	9	6	7	7	9	9	51	Brown	—	CBS

12+ POPULATION: 584,400 (Black: N/A; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.5	8.9	10.3	9.8	9.7	1	WBCT-FM Ctry	93.7 320kw	3	3	2	1	1	3	90	Carl Lee	ABC	MCG
6.1	9.2	8.3	7.0	8.8	2	WOOD-FM AC	105.7 265kw	1	5	6	5	4	2	75	United Artists	—	KATZ
6.8	8.3	8.2	8.1	8.5	3	WKLQ-FM Rock	94.5 50kw	2	2	1	2	5	8	77	Bloomington	—	BAN
7.9	7.5	6.8	7.7	8.3	4	WOOD-AM N/T	1300 5kw	5	—	8	8	7	1	84	United Artists	WWO	KATZ
4.7	6.3	8.2	8.5	6.9	5	WLAV-FM CR	96.9 50kw	7	10	4	3	2	6	75	Adams	WWO	—
7.5	6.3	7.0	7.1	6.4	6	WLHT-FM AC	95.7 40kw	9	—	5	4	3	5	85	Liggett	—	EAST
5.5	5.7	4.4	5.4	5.8	7	WGRD-A/F CHR	1410 1kw	4	4	3	6	8	11	56	Regional Group	—	EAST
5.2	4.7	4.7	4.1	5.1	8	WSNX-FM CHR	104.5 50kw	8	6	11	7	6	4	68	Goodrich	WWO	KATZ
4.8	3.4	4.8	5.0	5.0	9	WODJ-FM Gold	107.3 50kw	6	1	7	9	11	12	52	Goodrich	WWO	KATZ
6.2	5.3	4.2	4.4	4.9	10	WCUZ-FM Ctry	101.3 50kw	10	—	12	11	9	7	72	Federated Media	ABC	CHR

GRAND RAPIDS

12+ POPULATION: 565,200 (Black: N/A; Hispanic: 87.2%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.9	12.6	12.7	15.4	12.2	1	KBFM-FM CHR	104.1 100kw	2	1	1	2	5	7	66	May Com.	ABC	D&R
13.5	12.4	10.5	10.2	12.0	2	KIWW-FM Span	96.1 100kw	1	2	2	1	1	2	64	Tichenor Media	—	KT-H
9.0	9.3	12.0	9.4	11.5	3	KGBT-AM Span	1530 50(10)kw	5	7	8	5	2	1	105	Tichenor Media	—	KATZ
10.5	9.0	8.9	9.1	8.7	4	KTEX-FM Ctry	100.3 100kw	3	8	4	3	3	3	68	Tate	—	CHR
8.3	8.0	7.1	7.4	6.9	5	KVLY-FM AC	107.9 100kw	6	9	3	4	4	4	64	Tippie Com.	—	TOR
5.9	5.1	5.3	6.0	5.7	6	KKPS-FM Span	99.5 100kw	4	5	5	6	6	5	50	Rio Grande Part.	—	—
5.9	4.9	5.9	5.3	4.9	7	KTJN/KTJX Span	106.3/105.5 .53kw/3kw	7	3	6	7	7	9	57	La Nueva KBOR	—	CAB
5.4	5.0	3.2	4.6	3.8	8	KFRQ-FM* Ctry	94.5 100kw	8	12	7	8	9	10	48	Signature	—	TOR
3.7	2.8	2.8	3.0	3.5	9	KURV-AM N/T	710 1kw	11	—	20	16	13	6	98	Voice Of Valley	CBS	—
0.5	0.7	1.4	0.9	2.8	10	KIRT-AM Span	1580 1kw	13	14	9	9	8	8	88	Gomez Group	—	LOTUS

\* Changed to Rock in January

McALLEN-BROWNSVILLE



# #67

# AKRON

AKRON

12+ POPULATION: 565,100 (Black: 9.7%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
**	5.6	7.0	8.3	7.5	1	WQMX-FM Ctry	94.9 16kw	5	1	2	2	3	6	94	Gordon-Thomas	—	CHR
**	6.1	7.6	5.3	7.0	2	WONE-FM Rock	97.5 12kw	1	5	1	1	1	7	76	Gordon-Thomas	—	CHR
**	7.2	5.9	5.9	6.5	3	WNIR-FM Talk	100.1 3kw	9	—	14	12	8	3	90	Media-Com, Inc.	CBS	K&P
**	7.1	5.5	6.8	5.7	4	WDOK-FM AC	102.1 12kw	3	—	9	6	5	2	69	Independent/Clev.	—	MMRE
**	6.1	5.1	5.9	5.7	4	WMJI-FM Gold	105.7 16kw	2	—	13	4	1	1	64	OmniAmerica	WWO	KATZ
**	5.4	5.2	5.2	5.6	6	WGAR-FM Ctry	99.5 50kw	8	7	8	7	7	4	72	Nationwide	ABC	MCG
**	4.3	4.2	4.1	5.0	7	WAKR-AM NT	1590 5kw	6	—	23	17	17	9	64	Gordon-Thomas	WWO	CHR
**	7.1	5.1	5.4	4.7	8	WKDD-FM Hot AC	96.5 50kw	7	11	5	3	4	5	60	Barnstable	—	EAST
**	4.4	5.7	4.8	4.2	9	WNCX-FM CR	98.5 16kw	10	14	4	5	6	8	60	Metroplex	ABC	MCG
**	3.9	3.9	3.2	4.0	10	WMMS-FM* Alt	100.7 34kw	4	1	3	8	10	18	50	OmniAmerica	SOU	KATZ

\*Was Rock formatted until November. \*\*Arbitron retracted the Fall '93 ratings figures.

# #68

# SYRACUSE

SYRACUSE

12+ POPULATION: 555,200 (Black: N/A; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.9	13.3	12.6	11.2	13.2	1	WYYY-FM AC	94.5 100kw	3	10	5	6	4	2	93	NewCity	WWO	KATZ
9.9	10.1	10.0	11.7	11.1	2	WSYR-AM News	570 5kw	2	6	1	1	1	1	77	NewCity	—	KATZ
9.0	10.2	11.4	10.6	10.0	3	WNTQ-FM CHR	93.1 97kw	1	1	1	3	6	6	63	Osborn	—	MCG
10.8	12.0	11.0	9.8	8.4	4	WAQX-FM Rock	95.7 25kw	4	2	1	2	2	5	66	Pilot Com./Syracuse	ABC	BAN
4.3	5.0	5.0	6.8	6.2	5	WSEN-FM Gold	92.1 25kw	5	8	6	5	3	3	59	Buckley	CBS	D&R
6.5	6.3	6.1	6.5	6.0	6	WBBS-FM Ctry	104.7 50kw	6	4	4	4	5	4	63	NewCity	—	KATZ
3.5	3.9	7.2	4.8	5.3	7	WFBL-AM Nost	1050 2.5kw	10	—	—	21	13	8	101	Buckley	CNN	D&R
3.7	3.9	3.2	3.3	4.0	8	WHEN-FM Ctry	107.9 50kw	8	—	8	7	7	7	69	Park	ABC	EAST
3.0	2.9	2.8	2.5	3.2	9	WHEN-AM Talk	620 5(1)kw	7	—	10	11	10	9	48	Park	ABC	EAST
2.7	4.0	4.0	3.6	3.0	10	WKRL-A/F Rock	1200/100.9 1kw/6kw	9	3	5	8	12	13	52	Radio Corp.	ABC	TOR

12+ POPULATION: 534,000 (Black: N/A; Hispanic: 37.1%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.0	13.9	10.7	13.1	10.1	1	KRST-FM Ctry	92.3 22kw	2	9	1	1	1	1	75	Commonwealth	—	KATZ
13.5	10.1	9.2	10.1	9.3	2	KKOB-AM FS	770 50kw	1	7	7	4	4	2	65	Citadel Com.	ABC	MCG
4.2	4.7	4.6	5.1	6.3	3	KMGA-FM AC	99.5 22.5kw	7	8	5	2	3	5	82	Citadel Com.	WWO	CHR
7.8	7.8	7.1	7.0	6.1	4	KKSS-FM CHR	97.3 100kw	5	1	4	9	14	25	70	Sungroup	—	D&R
4.1	5.7	4.2	5.1	6.1	4	KZKL-FM Gold	101.7 3kw	9	14	11	3	2	3	90	AM-FM Com.	—	CHR
4.1	3.8	5.1	3.3	5.3	6	KASY-FM Ctry	103.3 22.5kw	6	4	6	5	6	7	67	Ramar Com.	—	CHR
7.4	5.2	7.1	8.0	5.2	7	KKOB-FM AC	93.3 21.5kw	3	10	7	4	5	6	51	Citadel Com.	—	D&R
3.7	2.8	4.7	3.4	4.8	8	KHFM-FM Clas	96.3 20kw	8	—	20	14	11	4	69	NM Classical Radio	—	CMBS
5.1	5.7	5.3	5.8	4.5	9	KZSS/KZRR Rock	610/94.1 5kw/22.5kw	4	5	2	6	7	14	50	Twin Peaks	—	EAST
4.3	2.5	3.3	2.6	3.8	10	KZRO-FM Rock	105.1 100kw	12	3	3	8	12	28	68	Territorial Com.	SMN	TOR

ALBUQUERQUE

12+ POPULATION: 531,200 (Black: N/A; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
25.8	21.9	30.9	24.8	28.3	1	WIVK-FM Ctry	107.7 91kw	1	1	1	1	1	1	104	Dick	ABC	KATZ
11.7	9.8	7.4	10.8	10.3	2	WEZK/WJXB AC	1240/97.5 1kw/100kw	2	6	3	3	2	2	79	South Central	—	D&R
9.3	9.1	8.6	8.6	9.0	3	WIMZ-FM Rock	103.5 100kw	3	4	2	2	3	6	75	South Central	SOU	D&R
8.1	8.9	8.2	9.1	7.6	4	WOKI-FM Ctry	100.3 100kw	4	1	4	4	5	5	67	Radioak Inc.	ABC	D&R
5.4	5.5	3.3	5.3	5.5	5	WQBB-A/F Nost	1040/104.5 10kw/2kw	8	—	13	8	7	4	91	Sequoyah	CNN	ROS
4.5	5.7	5.1	5.8	5.0	6	WIVK-AM Ctry	990 10kw	7	—	7	7	6	7	74	Dick	ABC	KATZ
6.7	7.3	8.4	7.6	4.9	7	WMYU-FM AC	102.1 15kw	5	—	6	5	4	3	60	Jacor	WWO	EAST
5.4	5.1	4.8	3.5	4.6	8	WWST-FM CHR	93.1 2.4kw	6	3	5	6	8	10	58	Jacor	—	EAST
1.2	2.3	2.9	1.7	2.3	9	WJBZ-FM Rel	96.3 1.2kw	10	—	—	10	9	8	64	M&H Br.	—	—
0.0	1.2	1.4	1.8	1.6	10	WNFZ-FM CHR	94.3 2.5kw	9	5	8	9	13	17	36	Oak Ridge FM	—	TOR

KNOXVILLE

# #71

## OMAHA-COUNCIL BLUFFS

12+ POPULATION: 522,800 (Black: N/A; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.1	11.7	11.6	10.6	13.5	1	<b>KKQF-FM</b> <i>CHR</i>	98.5 100kw	2	1	1	1	2	3	76	Mitchell	—	KATZ
11.6	10.4	8.3	8.0	11.6	2	<b>KFAB-AM</b> <i>N/T</i>	1110 50kw	1	9	9	6	5	1	57	Henry	WWO	CHR
7.8	7.7	6.6	6.6	9.6	3	<b>KEFM-FM</b> <i>AC</i>	96.1 100kw	3	3	3	2	1	2	73	Webster	—	MCG
6.8	6.7	10.0	8.3	8.0	4	<b>KEZO-FM</b> <i>Rock</i>	92.3 50kw	4	5	2	3	3	9	70	Narragansett	—	TOR
9.5	9.6	7.2	7.4	6.3	5	<b>WOW-FM</b> <i>Ctry</i>	94.1 100kw	6	10	7	13	7	4	78	Great Empire	ABC	TOR
7.5	6.6	7.0	6.6	6.0	6	<b>KGOR-FM</b> <i>Gold</i>	99.9 115kw	5	7	5	4	4	5	62	Henry	WWO	CHR
5.1	5.6	6.4	7.3	5.0	7	<b>KXKT-FM</b> <i>Ctry</i>	103.7 100kw	7	2	6	7	8	10	67	Valley	—	—
7.4	6.7	5.7	6.6	4.8	8	<b>KESY-A/F</b> <i>AC</i>	1420/104.5 1kw/100kw	10	—	10	10	9	6	71	Sun Group	ABC	D&R
4.0	4.1	3.6	2.7	4.6	9	<b>KKCD-FM</b> <i>CR</i>	105.9 50kw	11	8	8	5	6	7	73	Vantage	—	EAST
4.3	5.2	5.9	5.7	4.4	10	<b>KKAR-AM</b> <i>N/T</i>	1290 5kw	9	—	11	11	10	8	60	Mitchell	CNN	KATZ

# #72

## EL PASO

12+ POPULATION: 521,700 (Black: N/A; Hispanic: 73.1%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
14.6	11.7	11.4	12.8	14.3	1	<b>KBNA-A/F</b> <i>Span</i>	920/97.5 1(5)kw/100kw	2	3	2	1	1	1	100	Tichenor Media	—	KT-H
12.5	12.8	13.7	10.5	13.1	2	<b>KPRR-FM</b> <i>CHR</i>	102.1 100kw	1	1	3	4	6	7	79	Baton Rouge	—	D&R
11.0	12.0	9.4	10.2	10.5	3	<b>KLAQ-FM</b> <i>Rock</i>	95.5 100kw	3	2	1	2	4	6	76	D&R	—	BAN
7.7	8.9	9.8	9.6	10.3	4	<b>KTSM-FM</b> <i>AC</i>	99.9 100kw	4	5	4	3	2	2	76	Tri-State Media	—	CHR
9.0	8.3	9.8	10.5	9.6	5	<b>KHEY-FM</b> <i>Ctry</i>	96.3 100kw	5	4	5	5	3	3	89	US Radio	—	D&R
5.7	3.2	5.1	3.6	4.8	6	<b>KOFX-FM</b> <i>Gold</i>	92.3 100kw	6	9	6	6	5	4	72	ELP	WWO	MCG
3.0	3.4	5.2	3.6	3.8	7	<b>KTSM-AM</b> <i>N/T</i>	1380 5(.5)kw	11	—	16	13	9	7	89	Tri-State Media	TNET	CHR
4.0	4.9	4.5	4.6	3.1	8	<b>KAMZ-FM</b> <i>AC</i>	93.1 100kw	7	6	7	7	7	11	49	Pinnacle	—	EAST
7.0	4.0	5.6	5.0	3.1	8	<b>KSVE/KINT</b> <i>AC</i>	1150/93.9 5kw/96kw	8	—	11	9	8	5	63	Del Norte	—	CAB
3.9	5.3	3.5	3.5	2.4	10	<b>KSET-FM</b> <i>Ctry</i>	94.7 100kw	10	10	8	8	12	13	53	Magic Media Inc.	—	D&R



# HARRISBURG-LEBANON-CARLISLE

# #73

HARRISBURG

12+ POPULATION: 516,900 (Black: N/A; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
13.8	14.6	13.8	12.0	13.9	1	WNNK-FM CHR	104.1 22.5kw	1	1	1	1	1	1	80	June Br.	AP	MCG
10.4	7.6	8.7	8.8	9.6	2	WRKZ-FM Ctry	106.7 14kw	2	3	4	4	5	2	93	Tele-Media	ABC	TOR
9.3	10.0	8.4	8.2	9.0	3	WHP-AM Talk	580 5kw	4	7	8	6	6	3	91	Dame Media	CNN	MMR
6.9	8.4	9.0	8.3	7.1	4	WRVV-FM AC	97.3 17kw	3	—	3	2	2	5	70	Dame Media	—	MMR
7.7	7.6	8.4	8.6	6.1	5	WTPA-FM Rock	93.5 1.25kw	6	4	2	3	3	7	72	Quaker State	—	BAN
6.5	5.8	7.2	5.8	5.9	6	WWKL-FM Gold	94.9 25kw	5	5	10	5	4	4	67	Barnstable	WWO	KATZ
3.2	4.7	4.5	3.3	3.5	7	WHYL-AM Nost	960 5kw	10	—	—	23	17	10	87	Zeve	WWO	—
2.4	3.6	3.0	2.8	3.1	8	WHYL-FM Ctry	102.3 3kw	9	—	7	8	9	9	75	Zeve	CNN	—
4.1	3.1	4.5	3.3	3.1	8	WROZ-FM AC	101.3 6.9kw	7	12	11	9	8	6	55	Hall	—	D&R
1.9	1.1	1.2	1.4	2.6	10	WDAC-FM Rel	94.5 19kw	13	—	18	12	11	11	78	WDAC Radio Co.	—	SAV

# TOLEDO

# #74

TOLEDO

12+ POPULATION: 511,300 (Black: 11.0%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.0	10.9	11.5	12.2	12.8	1	WKKO-FM Ctry	99.9 50kw	2	6	2	1	1	1	98	Fritz	ABC	KATZ
10.9	10.5	11.1	10.8	8.2	2	WVKS-FM CHR	92.5 50kw	1	1	3	3	6	8	59	Noble	—	MCG
8.3	8.5	8.0	9.9	6.8	3	WIOT-FM Rock	104.7 50kw	4	4	1	2	4	10	66	Enterprise Media	SOU	EAST
5.7	6.5	7.6	6.9	6.8	3	WLQR-FM AC	101.5 19kw	5	9	5	6	5	3	68	Toledo Br.	—	CHR
7.8	8.5	7.0	7.6	6.6	5	WSPD-AM N/T	1370 5kw	6	—	14	9	8	5	74	Toledo Br.	WWO	CHR
8.5	7.6	7.0	5.9	6.6	5	WWWFM-FM AC	105.5 4.3kw	3	10	8	5	2	2	61	Midwestern	—	D&R
4.0	5.5	6.0	5.4	5.1	7	WXKR-FM CR	94.5 30kw	8	12	6	4	3	7	68	Venice Br.	ABC	MMR
6.0	4.4	4.1	4.5	4.2	8	WRQN-FM Gold	93.5 4.1kw	7	—	12	8	7	4	52	ABS Com.	WWO	KATZ
0.0	0.0	0.0	0.0	3.8	9	WBUZ-FM Rock	106.5 3kw	10	2	4	7	12	22	80	Toledo Radio	—	—
3.7	3.4	4.5	4.0	3.8	9	WJR-AM Talk	760 50kw	9	—	18	12	9	6	63	Cap Cities/ABC	ABC	KATZ

# #75

# SPRINGFIELD, MA

SPRINGFIELD, MA

12+ POPULATION: 508,200 (Black: N/A; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.3	9.9	9.7	12.8	10.5	1	WPKX-FM Ctry	97.9 2.2kw	3	8	3	2	1	1	93	Multi Market	—	D&R
8.7	8.5	10.4	10.1	10.0	2	WAQY-A/F Rock	1600/102.1 5(25)kw/17kw	1	6	1	1	2	6	71	Saga	—	KATZ
7.3	8.0	9.1	7.6	7.6	3	WHYN-FM AC	93.1 8.9kw	4	10	5	4	3	2	75	Radio Equity	—	MCG
6.2	7.7	7.8	9.3	6.7	4	WMAS-FM AC	94.7 50kw	5	5	6	3	4	3	69	Lappin Com.	—	BAN
6.4	6.8	5.3	5.7	6.1	5	WTIC-FM CHR	96.5 20kw	2	1	4	6	7	10	50	Chase	—	G/W
6.3	10.0	8.7	6.1	5.6	6	WHYN-AM FS	560 5(1)kw	6	9	13	7	5	4	59	Radio Equity	ABC	MCG
6.1	4.3	3.7	5.3	5.5	7	WMAS-AM BBnd	1450 1kw	11	—	—	20	16	7	105	Lappin Com.	WWO	BAN
4.4	2.4	5.4	3.6	4.8	8	WAAF-FM Rock	107.3 18.5kw	7	2	2	5	8	25	78	Zapis	WWO	D&R
4.4	3.1	2.9	2.9	4.2	9	WRCH-FM AC	100.5 7.5kw	14	—	10	8	6	5	89	Amer. Radio Sys.	—	EAST
2.7	3.2	3.7	3.0	3.5	10	WNNZ-AM NT	640 50(15)kw	10	—	16	13	9	8	67	Celia Com.	CBS	—

# #76

# WILMINGTON, DE

WILMINGTON, DE

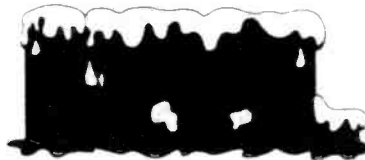
12+ POPULATION: 506,700 (Black: 14.5%; Hispanic: N/A)

FALL '93	SPRING '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-34 RANK	18-49 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.9	10.3	10.7	1	WSTW-FM CHR	93.7 50kw	1	4	1	1	1	2	76	Steinman Stations	—	EAST
11.4	9.8	9.9	2	WJBR-FM AC	99.5 50kw	2	6	2	2	2	1	90	CRB Br.	AP	KATZ
4.5	5.0	4.8	3	WYSP-FM CR	94.1 16kw	3	7	3	3	3	6	50	Infinity	ABC	TOR
4.2	5.0	4.7	4	WILM-AM NT	1450 1kw	8	—	26	19	17	7	70	Delaware	CBS	SAV
3.6	4.0	4.1	5	WUSL-FM UC	98.9 18kw	9	1	7	9	16	20	68	EZ	—	KATZ
0.9	4.3	4.0	6	WPLY-FM CHR	100.3 5kw	4	3	5	6	13	19	47	Greater Media Br.	—	KATZ
2.3	2.8	3.8	7	WDAS-FM UC	105.3 16.5kw	14	10	13	5	5	3	94	Beasley Br.	—	MCG
6.0	4.3	3.8	7	WMMR-FM Rock	93.3 18kw	5	—	4	4	4	11	48	Group W	WWO	G/W
4.2	3.6	3.5	9	WDEL-AM NT	1150 5kw	7	—	27	24	18	8	52	Steinman Stations	CNN	EAST
5.2	3.8	3.3	10	WIOQ-FM CHR	102.1 27kw	6	2	8	10	15	18	49	EZ	—	BAN

12+ POPULATION: 1,932,800 (Black: N/A; Hispanic: 15.7%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.1	10.1	8.0	7.1	8.2	1	KNIX-FM Ctry	102.5 98kw	2	9	5	4	1	1	79	Buck Owens	—	KATZ
7.5	7.4	7.2	7.6	6.6	2	KMLE-FM Ctry	107.9 100kw	4	2	2	3	3	5	74	Shamrock Br.	—	MCG
5.2	5.7	5.8	5.4	6.5	3	KFYI-AM News	910 5kw	8	—	10	9	8	2	102	Broadcast Gr.	CBS	D&R
7.5	6.4	7.0	6.6	5.8	4	KTAR-AM NT	620 5kw	1	17	15	13	9	3	54	Pulitzer	ABC	G/W
6.7	5.9	5.2	4.7	5.7	5	KKFR-FM CHR	92.3 100kw	3	1	4	7	11	17	58	Broadcast Gr.	—	D&R
6.1	5.6	5.3	6.7	5.7	5	KOY-AM Nost	550 5(1)kw	9	16	28	24	19	7	90	Sundance	WWO	MMR
5.3	6.2	5.4	4.5	5.6	7	KUPD-FM Rock	97.9 100kw	6	3	1	1	4	13	83	Sandusky	—	BAN
2.4	2.2	4.0	3.9	5.1	8	KSLX-FM CR	100.7 100kw	5	18	3	2	2	6	71	Citicasters	—	EAST
4.6	3.8	4.1	3.7	4.3	9	KKLT-FM AC	98.7 115kw	11	10	9	8	6	4	73	Pulitzer	—	G/W
4.9	4.9	3.8	4.7	3.8	10	KDKB-FM Rock	93.3 100kw	7	8	6	5	5	11	58	Sandusky	—	BAN
4.3	4.2	4.5	5.1	3.8	10	KVRY-FM AC	104.7 100kw	12	5	7	6	7	10	66	Nationwide	—	MCG
3.5	4.0	3.7	3.4	2.9	12	KESZ-FM AC	99.9 100kw	10	13	13	11	10	9	47	Media America	—	CBS
2.8	2.9	3.2	3.5	2.7	13	KOOL-FM Gold	94.5 100kw	13	11	16	12	13	8	51	Compass Radio	—	CHR
3.4	2.2	2.8	2.3	2.3	14	KZON-FM Prog	101.5 100kw	17	—	12	10	12	14	77	Sundance	AP	MMR
2.5	3.0	3.1	2.4	1.9	15	KHTC-FM* Gold	96.9 100kw	15	12	21	15	14	15	54	Bonneville Int.	—	CBS
2.9	2.2	2.6	2.1	1.9	15	KEDJ-FM Alt	106.3 3kw	14	4	8	14	17	28	52	Sterling	—	TOR
0.0	0.0	0.0	0.9	1.9	15	KTWC-FM MOR	103.5 62kw	18	—	20	18	16	16	80	Newmountain	MAJOR	CBS
0.9	1.5	1.3	2.7	1.8	18	KYOT-FM NAC	95.5 96kw	16	—	24	16	15	12	61	Sundance	—	MMR
0.8	0.6	1.1	1.2	1.5	19	KISO-AM** UAC	1230 1kw	21	7	11	17	18	22	99	Sundance	SMN	MMR
0.6	0.8	0.8	0.7	1.1	20	KGME-AM Sports	1360 5(1)kw	19	—	17	19	20	19	55	Sterling	WWO	TOR
0.0	0.0	0.6	0.5	1.0	21	KPHX-AM News	1480 5(5)kw	29	—	25	25	25	21	174	Continental	CNN	CAB

\* Was KPSN-FM until November. \*\* Was KYOT-AM until September.



94.5 FM • AM 960

For information call  
(212) 581-3962

**GOOD TIMES & THE BEST OLDIES!**





R&R's has been alerted to several errors on the Phoenix market page (Page 56) of our "Ratings Report & Directory;" Volume 1, 1995, which was recently mailed to you. On that page, some stations involved in 12+ ties with other stations were listed with incorrect demographic and station data.

After thoroughly checking the entire "Ratings Report," we determined that this particular error occurred in no other markets. Furthermore, we have instituted checks and balances to ensure that this problem does not occur again.

A corrected, revised, and updated Phoenix page can be found on the other side of this sheet. It can be attached to your ratings report in place of the current Phoenix market page. We sincerely apologize for this error, and we hope you will continue to turn to us as the source for integrity and honesty in this industry.

If you have any questions or comments, please call Managing Editor Ron Rodrigues at (310) 788-1646.

***Please attach the reverse side of this sheet over Page 56 of the  
R&R Ratings Report & Directory; Volume 1, 1995***

# MONTEREY-SALINAS-SANTA CRUZ

# #77

12+ POPULATION: 500,400 (Black: N/A; Hispanic: 28.3%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
5.7	7.3	6.8	6.6	7.3	1	KWAV-FM AC	96.9 18kw	4	10	1	1	1	3	79	Buckley	AP	D&R	
7.3	7.9	8.4	8.8	7.1	2	KGO-AM NT	810 50kw	1	—	18	5	3	1	68	Cap Cities/ABC	ABC	BAN	
6.8	6.1	9.1	7.9	7.0	3	KTOM-A/F Ctry	1380/100.7 5kw/1.4kw	2	5	9	2	2	1	72	Magic Br.	ABC	KATZ	
7.1	5.1	6.3	5.5	5.1	4	KDON-FM CHR	102.5 18.5kw	3	1	2	4	13	13	53	Henry	—	CHR	
5.1	5.0	4.4	4.4	4.7	5	KBAY-FM AC	100.3 163kw	8	—	14	11	6	4	81	United	—	MMR	
2.8	4.2	3.2	4.6	4.7	5	KBOQ-FM Clas	95.5 1.7kw	6	—	13	10	9	5	76	J&M Br.	—	—	
4.2	3.2	4.6	4.5	4.0	7	KUFX-FM CR	94.5 1.2kw	5	13	3	3	5	9	50	Kool Com.	—	D&R	
3.9	2.8	3.2	3.4	3.8	8	KTGE-AM Span	1570 5(5)kw	17	4	5	7	8	8	104	TGR Br.	—	CAB	
2.4	2.3	2.6	2.3	3.7	9	KPIG-FM Prog	107.5 2.85kw	14	—	10	6	4	6	89	Radio Ranch	—	BAN	
2.3	1.0	1.7	3.5	3.0	10	KSCO-AM NT	N/T 10(5)kw	12	—	22	16	11	7	72	Zwerling Br.	CNN	—	

MONTEREY

# SARASOTA-BRADENTON

# #78

12+ POPULATION: 461,100 (Black: N/A; Hispanic: N/A)

FALL '93	SPRING '94	FALL '94	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-34 RANK	18-49 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
15.6	17.6	15.3	1	WDUV-FM B/EZ	103.3 100kw	1	—	—	14	11	1	95	Sunshine State	WWC	CHR
7.7	9.3	8.0	2	WHPT-FM Prog	102.5 100kw	2	—	1	1	1	3	89	Paxson Br.	—	BAN
2.1	4.5	6.1	3	WSRZ-FM Gold	106.3 3.6kw	4	8	5	3	2	2	76	Wilks-Schwartz	—	EAST
4.6	4.4	5.8	4	WFLZ-FM CHR	93.3 100kw	3	1	2	2	4	8	70	Jacor	ABC	EAST
4.2	4.4	4.5	5	WCTQ-FM Ctry	92.1 6kw	6	—	10	8	6	5	69	Jacor	ABC	EAST
5.9	5.0	4.5	5	WFLA-FM NT	970 5kw	7	2	9	4	3	4	78	Asterisk Br.	WWO	K&P
3.8	3.7	3.4	7	WWRM-FM AC	94.9 100kw	5	—	8	10	7	6	44	Cox Enterprises	—	CHR
3.7	2.3	2.7	8	WKII-AM Nost	1070 3.1kw	20	—	—	—	—	15	119	Kneller Br.	CNN	ROS
5.3	3.5	2.5	9	WRBQ-FM Ctry	104.7 100kw	9	4	6	9	10	10	54	Clear Channel	ABC	CHR
2.1	3.5	2.4	10	WCOF-FM Gold	107.3 100kw	10	—	4	5	5	13	59	Cox Enterprises	—	CHR
1.8	1.4	2.4	10	WSUN-AM Talk	620 10kw	15	—	7	7	8	11	72	Cox Enterprises	—	CHR

SARASOTA-BRAD.

GREENVILLE-NEW BERN-JACKSONVILLE, NC

GREENVILLE-NEW BERN

12+ POPULATION: 459,500 (Black: 25.6%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
21.6	20.2	21.3	17.5	18.3	1	WRNS-A/F Ctry	960/95.1 5(1)kw/100kw	1	2	1	1	1	1	99	Pinnacle	ABC	MCG
15.1	17.5	15.2	17.7	13.3	2	WIKS-FM UC	101.9 100kw	2	1	2	2	2	2	100	Taylor	ABC	D&R
6.5	7.2	8.3	5.4	8.6	3	WSFL-FM Rock	106.5 100kw	3	8	3	3	3	6	84	Caravelle	WWO	EAST
3.3	4.2	5.6	5.4	4.6	4	WDLX-FM AC	93.3 100kw	5	—	5	4	4	4	56	Tar Hill	ABC	BAN
3.0	4.2	4.1	4.5	4.6	4	WRHT-FM CHR	96.3 100kw	4	3	4	5	8	16	55	Eastern Carolina	—	—
3.8	3.9	5.2	4.8	3.6	6	WKJAWKOO Gold	101.1/98.7 31kw/100kw	7	—	10	9	6	3	73	Winfas Of Virginia	WWO	D&R
4.3	2.2	3.1	3.0	2.9	7	WNCT-FM B/EZ	107.9 100kw	6	—	15	12	10	5	50	Roy H. Park	ABC	MMR
3.2	2.7	4.3	3.9	2.9	7	WRDU-FM Rock	106.1 100kw	9	7	6	6	9	15	70	HMW Com.	SOU	MMR
0.0	0.0	1.2	0.6	2.8	9	WJCV-AM Rel	1290 1kw	21	—	7	10	13	10	231	M. & L. Bland	CBS	—
0.0	0.0	0.0	1.1	2.8	9	WQSL-FM Hot AC	92.3 35kw	14	6	8	8	7	11	92	HVS Partners	—	—

LITTLE ROCK

LITTLE ROCK

12+ POPULATION: 447,200 (Black: 18.9%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
14.6	19.9	16.9	10.9	15.3	1	KSSN-FM Ctry	95.7 92kw	1	7	3	2	1	1	83	Southern Skies	ABC	KATZ
9.8	9.9	11.4	11.7	11.6	2	KIPR-FM UC	92.3 100kw	5	1	1	1	3	6	121	Cornerstone	ABC	BAN
6.8	7.1	7.4	7.7	8.2	3	KURB-A/F AC	1250/98.5 25(2)kw/99kw	2	3	4	4	2	2	60	GHB Radio Group	—	D&R
6.6	6.0	5.4	7.1	7.1	4	KMJX-FM Rock	105.1 79kw	6	6	2	3	4	9	81	Coastal	ABC	D&R
7.8	7.2	8.0	7.4	6.8	5	KDDK-FM Ctry	100.3 44.2kw	3	4	5	5	5	4	61	Galaxy Br.	—	MCG
7.7	9.2	8.0	8.8	6.2	6	KARN-AM N/T	920 5kw	4	—	9	7	7	3	64	Snider	CBS	KATZ
4.8	3.4	4.0	4.9	4.6	7	KKPT-FM Gold	94.1 100kw	7	—	7	6	6	7	54	Signal Media	—	CHR
5.6	5.0	4.5	4.9	4.0	8	KOLL-FM Gold	94.9 96kw	8	—	8	8	8	5	49	Southern Skies	ABC	D&R
3.8	2.8	1.7	3.4	3.6	9	KEZQ-FM AC	102.9 50kw	10	—	11	9	9	8	57	GHB Radio Group	—	D&R
5.0	3.1	4.5	5.0	3.6	9	KKYK-FM Rock	103.7 100kw	9	2	6	10	14	22	48	Signal Media	—	BAN



12+ POPULATION: 446,600 (Black: 29.3%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
11.6	11.8	11.6	11.7	14.7	1	KOXL-FM UC	106.5 50kw	2	2	1	1	1	2	114	Citywide Br.	AURN	BAN
15.9	14.2	16.7	14.7	13.5	2	WYNK-FM Ctry	101.5 100kw	1	8	2	2	2	1	78	Narragansett	ABC	TOR
11.4	8.6	8.4	10.1	10.5	3	WXOK-AM JAC	1460 5(1)kw	5	5	3	3	3	3	105	Citywide Br.	AURN	BAN
4.3	5.5	8.4	6.9	6.8	4	KRVE-FM AC	96.1 43kw	6	9	4	4	4	5	69	McForhun, Inc.	—	K&P
5.7	7.3	4.3	5.4	5.7	5	WJBO-AM NT	1150 5kw	7	—	13	9	5	4	60	Baton Rouge Br.	CBS	CHR
6.0	6.1	3.7	4.4	5.3	6	WKJN-FM Ctry	103.3 100kw	4	4	7	5	6	6	51	Southern Com.	WWO	EAST
4.6	6.2	5.5	5.5	5.2	7	WFMF-FM CHR	102.5 100kw	3	1	5	6	7	8	48	Baton Rouge Br.	WWO	CHR
4.6	2.8	2.5	3.6	3.7	8	WQUE-FM UC	93.3 93kw	10	3	6	7	11	12	63	Clear Channel	—	D&R
2.3	2.5	3.3	3.6	3.2	9	WYCT-FM Ctry	94.1 100kw	8	6	11	11	12	10	47	Citywide Br.	—	BAN
1.7	1.8	1.2	2.0	2.9	10	WQCK-FM CC	92.7 32kw	13	11	9	8	8	9	63	Hoffman Media	—	—

BATON ROUGE

12+ POPULATION: 439,000 (Black: 29.0%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
14.8	12.0	11.9	11.0	13.7	1	WWWZ-FM UC	93.3 50kw	1	1	1	1	1	4	114	Southern Com.	AURN	D&R
8.1	11.5	10.1	7.5	9.8	2	WEZL-FM Ctry	103.5 100kw	2	5	3	3	2	1	93	Apollo Radio	WWO	BAN
7.6	9.3	7.8	9.8	7.9	3	WAVF-FM Rock	96.1 100kw	3	2	2	2	3	15	83	Pritchard & Co.	—	CHR
5.5	6.8	7.9	5.9	6.8	4	WBUB-FM Ctry	107.5 100kw	5	3	6	5	4	2	78	Low Country Media	—	MCG
5.1	6.0	6.1	6.7	5.7	5	WSSX-FM Hot AC	95.1 100kw	4	4	5	4	5	7	62	Wicks Radio Group	—	KATZ
4.8	6.0	5.2	7.6	4.9	6	WTMA-AM NT	1250 5(1)kw	7	—	9	10	8	5	72	Wicks Radio Group	WWO	KATZ
3.1	2.8	3.8	3.8	4.5	7	WMGL-FM JAC	101.7 6.5kw	10	6	7	7	10	6	79	Southern Com.	ABC	D&R
3.5	4.6	4.7	5.2	4.1	8	WXLY-FM* Gold	102.5 100kw	8	—	14	8	6	4	62	Kenter Br.	WWO	BAN
3.9	4.1	3.8	3.9	3.8	9	WYBB-FM CR	98.1 50kw	6	—	4	6	7	17	48	L.M. Co	—	EAST
3.9	3.0	3.0	4.3	3.5	10	WSUY-FM AC	100.5 17.5kw	11	—	8	9	9	8	65	Wicks Radio Group	WWO	KATZ

CHARLESTON, SC

\*Under an LMA by Apollo Radio.

12+ POPULATION: 429,000 (Black: N/A; Hispanic: N/A)

FALL '93	SPRING '94	FALL '94	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-34 RANK	18-49 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
6.3	10.4	10.3	1	WHJY-FM Rock	94.1 50kw	1	5	1	1	1	3	99	Griffin Group	SOU	G/W
4.5	7.6	7.1	2	WWLI-FM AC	105.1 50kw	3	—	5	2	2	1	87	Tele-Media	—	TOR
5.2	5.4	5.3	3	WPRO-FM CHR	92.3 39kw	2	2	3	3	4	6	53	Tele-Media	ABC	MCG
5.1	8.1	4.1	4	WCTK-FM Ctry	98.1 47kw	9	—	8	8	6	7	70	Hall Com.	—	D&R
4.9	3.2	4.1	4	WSNE-FM AC	93.3 30kw	5	8	4	4	3	4	62	Beck-Ross	—	EAST
5.4	3.5	4.0	6	WFHN-FM CHR	107.1 3kw	4	3	2	5	9	25	57	H&D Br.	—	CHR
3.3	3.7	3.4	7	WBSM-AM N/T	1420 5(1)kw	17	—	—	30	22	11	112	H&D Br.	WWO	CHR
5.8	3.3	3.4	7	WWBB-FM Gold	101.5 13.5kw	7	—	18	10	5	2	56	Radio Equity	—	BAN
4.3	3.0	3.2	9	WBZ-AM News	1030 50kw	10	—	15	13	10	12	55	Group W	ABC	G/W
2.9	2.6	3.2	9	WWKX-FM CHR	106.3 1.15kw	11	1	7	12	26	—	62	Ocean State	WWO	CHR

FALL '93	SPRING '94	FALL '94	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-34 RANK	18-49 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.9	9.6	11.6	1	KATM-FM Ctry	103.3 50kw	1	2	2	1	1	1	89	Citadel Com.	ABC	MCG
6.3	6.6	8.8	2	KHOP-FM Rock	104.1 50kw	2	3	1	2	2	4	74	Fuller-Jeffery	—	CHR
7.1	9.2	7.5	3	KWIN-FM CHR	97.7 3kw	3	1	3	3	5	8	66	Front Line Com.	—	MMR
2.5	3.6	5.2	4	KCVR-AM Span	1570 5(.5)kw	9	4	4	4	4	7	120	Front Line Com.	—	LOTUS
4.7	5.7	4.9	5	KNBR-AM FS	680 50kw	6	—	6	6	3	2	86	Susquehanna	ABC	EAST
3.8	3.1	4.4	6	KFMR-FM* Ctry	100.1 6kw	5	10	9	7	7	3	69	Carson Group	—	EAST
4.4	4.5	3.6	7	KOSO-FM AC	93.1 2.95kw	4	7	5	5	6	5	50	Spacecom	AP	KATZ
2.7	2.8	2.4	8	KBEE-AM Nost	970 1kw	17	—	—	36	35	6	78	Citadel Com.	ABC	MCG
3.1	2.9	2.4	8	KCBS-AM News	740 50kw	8	—	19	22	14	13	52	CBS	CBS	CBS
1.7	1.8	2.4	8	KSTN-FM Span	107.3 8.1kw	11	12	10	8	10	11	60	San Joaquin Br.	ABC	—

\*Became KQOD (Gold) in late November.



12+ POPULATION: 414,500 (Black: 25.7%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.9	9.8	15.3	12.8	13.5	1	<b>WBLX-FM</b> <i>UC</i>	92.9 100kw	1	1	1	1	1	2	122	April Br.	WVO	D&R
10.4	15.8	13.3	11.8	8.6	2	<b>WKSJ-A/F</b> <i>Ctry</i>	1270/94.9 5kw/100kw	2	4	8	3	3	1	69	Pourtales Holdings	ABC	BAN
6.3	6.6	6.1	6.7	7.1	3	<b>WABB-FM</b> <i>CHR</i>	97.5 100kw	3	2	2	5	7	12	70	Dittman Group	ABC	CHR
0.0	0.0	0.0	0.0	5.8	4	<b>WDWG-FM</b> <i>Ctry</i>	104.1 100kw	4	5	4	4	6	4	74	Capitol Br. LLC.	—	KATZ
5.4	5.6	6.8	6.3	5.6	5	<b>WWRO-FM</b> <i>Gold</i>	100.7 100kw	5	7	5	2	2	3	77	Coast Radio LC	ABC	KATZ
0.9	3.1	6.8	6.8	5.1	6	<b>WDLT-FM</b> <i>UAC</i>	98.3 40kw	8	8	3	6	4	10	86	United	WVO	TOR
7.5	8.1	5.5	5.1	5.1	6	<b>WNTM-AM*</b> <i>N/T</i>	710 1(.5)kw	7	10	14	12	9	6	82	Capitol Br. LLC	CBS	KATZ
5.1	5.6	4.9	5.7	4.5	8	<b>WMXC-FM**</b> <i>Hot AC</i>	99.9 100kw	6	—	6	7	5	8	68	Capitol Br. LLC.	CBS	KATZ
5.7	4.6	3.5	5.7	4.1	9	<b>WGOK-AM</b> <i>Rel</i>	900 1(.5)kw	9	6	11	10	10	7	73	Roberds Br.	AURN	ROS
5.8	4.1	4.8	4.8	3.4	10	<b>WAVH-FM***</b> <i>Gold</i>	106.5 50kw	13	—	15	9	8	5	90	Baldwin Br.	—	BAN

\*Was **WKRK-AM** until September. \*\*Was **WKRK-FM (AC)** until October. \*\*\*Was **WFMI-FM (AC)** until September.

12+ POPULATION: 413,900 (Black: 10.7%; Hispanic: N/A)

FALL '93	SPRING '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-34 RANK	18-49 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.9	13.8	13.4	1	<b>WQXK-FM</b> <i>Ctry</i>	105.1 88kw	2	5	1	1	1	1	101	Reach Radio	WVO	BAN
12.6	12.1	12.2	2	<b>WKBN-AM</b> <i>N/T</i>	570 5kw	4	—	10	8	7	3	115	WKBN Br.	CBS	KATZ
11.4	9.8	9.1	3	<b>WHOT-FM</b> <i>CHR</i>	101.1 25kw	1	1	3	3	5	6	67	Jet Br.	—	CHR
4.4	4.8	8.3	4	<b>WRBP-FM</b> <i>UC</i>	101.9 3kw	8	3	5	2	3	4	136	Stop 26/Riverbend	SMN	EAST
7.5	8.5	7.9	5	<b>WKBN-FM</b> <i>AC</i>	98.9 4.5kw	3	—	4	4	4	5	71	WKBN Br.	ABC	KATZ
7.9	8.1	7.3	6	<b>WBBG-FM</b> <i>Gold</i>	93.3 50kw	5	7	6	5	2	2	80	Conniosseur Com.	—	CHR
6.4	8.1	5.5	7	<b>WNCD-FM</b> <i>Rock</i>	106.1 3kw	6	2	2	6	8	9	61	WN Br.	—	TOR
3.8	4.4	5.1	8	<b>WYFM-FM</b> <i>AC</i>	102.9 44kw	7	—	7	7	6	7	59	Sharon	ABC	EAST
2.1	3.6	4.6	9	<b>WHOT-AM</b> <i>Nost</i>	1390 9.5(5)kw	10	—	13	14	10	8	94	Jet Br.	WVO	CHR
2.1	1.9	2.1	10	<b>WBBW-AM</b> <i>News</i>	1240 1kw	9	—	—	20	18	10	42	Conniosseur Com.	CNN	CHR

MOBILE

YOUNGSTOWN-WARREN



12+ POPULATION: 412,900 (Black: N/A; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.9	12.0	10.2	8.6	11.0	1	KFDI-FM Ctry	101.3 100kw	3	8	6	4	3	1	85	Great Empire	ABC	TOR
11.3	12.3	9.4	10.0	10.3	2	KKRD-FM CHR	107.3 100kw	1	1	4	2	4	5	74	Sherman	—	D&R
12.5	10.2	12.0	10.7	10.0	3	KZSN-FM Ctry	102.1 100kw	2	3	1	1	1	3	76	Southern Skies	—	KATZ
5.0	5.9	7.0	5.1	7.5	4	KEYN-FM Gold	103.7 100kw	5	7	10	5	2	2	86	Pourtales Holdings	—	EAST
4.4	5.9	7.6	6.1	6.7	5	KRZZ-FM Rock	96.3 50kw	4	5	2	3	5	8	71	New West	—	D&R
6.3	4.9	6.6	6.9	6.2	6	KRBB-FM AC	97.9 100kw	7	9	7	6	6	4	77	Marathon Br.	—	CHR
6.9	4.8	4.3	4.0	5.9	7	KNSS-AM NT	1240 1kw	8	—	12	11	9	6	77	New West	WWO	D&R
5.7	6.6	5.5	5.6	5.4	8	KFDI-AM Ctry	1070 10(1)kw	12	—	16	16	16	10	114	Great Empire	ABC	TOR
7.5	7.4	7.3	6.6	4.7	9	KICT-FM Rock	95.1 100kw	6	4	3	7	8	16	56	Great Empire	ABC	MCG
0.0	0.0	0.9	5.1	4.4	10	KDLE-FM UC	95.1 25kw	13	2	5	9	10	12	105	Violet Com.	—	—

12+ POPULATION: 412,500 (Black: N/A; Hispanic: 30.8%)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
17.2	15.3	13.5	16.0	16.7	1	KUZZ-FM Ctry	107.9 5.8kw	1	2	1	1	1	1	99	Buck Owens	—	KATZ
9.2	7.2	10.4	7.4	8.7	2	KKXX-FM CHR	105.3 35kw	2	1	2	3	4	16	71	Grapevine	—	BAN
6.3	8.4	8.4	7.0	8.1	3	KERN-AM NT	1180 50(10)kw	4	—	6	4	3	2	97	American General	ABC	CHR
6.2	5.2	7.5	8.2	7.8	4	KRAB-FM Rock	106.3 3.9kw	3	3	3	2	2	7	77	Double D	CBS	BAN
5.5	6.0	5.3	6.2	4.5	5	KIWI-FM Clas	92.1 6kw	8	4	4	6	7	10	108	KMAP Inc.	—	CMBS
3.3	3.2	3.6	3.2	4.4	6	KSUV-FM Span	102.9 20.5kw	9	6	5	5	9	8	107	Caballero Span.	—	CAB
5.2	4.6	6.6	5.1	4.1	7	KGFM-FM AC	101.5 4.8kw	6	10	10	7	6	4	69	Kern	WWO	CHR
4.9	3.8	4.3	5.7	3.9	8	KERN-FM Gold	94.1 4.5kw	5	7	13	9	5	3	59	American General	—	CHR
4.1	4.9	3.7	4.7	3.3	9	KLLY-FM AC	95.3 12.5kw	7	11	7	8	8	9	61	Buckley	AP	D&R
1.7	2.8	2.2	1.4	3.2	10	KWAC-AM Span	1490 1kw	15	—	17	13	10	5	114	KMAP Inc.	—	LOTUS

12+ POPULATION: 410,600 (Black: N/A; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
13.9	16.1	15.3	14.4	14.8	1	WHO-AM NT	1040 50kw	1	10	6	4	2	1	84	Palmer Com.	ABC	CHR
14.0	13.9	12.4	14.0	14.0	2	KGGO-FM Rock	94.9 100kw	2	1	1	1	1	7	90	American Pacific	SOU	EAST
15.9	15.7	16.0	12.6	11.3	3	KKSO/KJJY Ctry	1390/92.5 1kw/41kw	3	3	3	3	3	3	77	Fuller-Jeffery	—	MCG
10.4	7.7	7.5	10.4	8.7	4	KSTZ-FM Hot AC	102.5 100kw	4	2	2	2	4	5	59	Saga	—	KATZ
6.5	7.1	8.0	5.6	7.2	5	KIOA-A/F Gold	940/93.3 10(5)kw/100kw	5	6	11	5	5	2	60	Saga	ABC	KATZ
9.1	6.9	7.3	8.8	6.5	6	KLYF-FM AC	100.3 100kw	6	7	5	6	6	4	64	Palmer Com.	—	CHR
3.9	6.2	6.5	4.0	5.5	7	KRNT-AM Nost	1350 5kw	7	—	—	13	11	6	86	Saga	CBS	KATZ
7.4	3.8	4.6	4.8	4.9	8	KFMG-FM Prog	103.3 100kw	8	—	4	7	7	8	78	Intergalactic Com.	—	—
0.0	2.6	3.7	4.4	3.5	9	KHKI-FM Ctry	97.3 115kw	9	4	8	8	8	9	60	Community Pacific	WWO	EAST
1.1	2.0	1.4	1.8	2.7	10	KEZT-FM AC	104.1 100kw	11	—	9	10	12	11	56	Bunce Br.	—	D&R
1.3	3.4	3.1	2.0	2.7	10	KRUU-FM Ctry	98.3 50kw	10	8	7	9	10	12	51	Ingstead Br.	—	MCG

12+ POPULATION: 398,600 (Black: 29.9%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
16.7	16.5	17.1	17.7	16.4	1	WWDM-FM UC	101.3 100kw	2	1	1	1	1	2	126	Radio Equity	ABC	D&R
12.6	12.0	12.2	10.6	13.1	2	WCOS-FM Ctry	97.5 100kw	1	2	4	3	2	1	99	Benchmark	ABC	KATZ
6.3	7.9	8.3	6.5	9.8	3	WNOK-FM CHR	104.7 100kw	3	3	2	2	5	9	77	HMW Com.	ABC	KATZ
7.0	7.1	5.3	7.4	7.9	4	WVOC-AM NT	560 5kw	4	—	9	7	6	4	76	Benchmark	WWO	BAN
6.4	6.7	7.9	6.3	7.4	5	WTCB-FM AC	106.7 6kw	5	8	5	4	4	5	77	Bloomington	AP	CHR
6.4	5.0	5.4	4.2	6.3	6	WOMG-A/F Gold	1320/103.1 5(2.5)kw/3kw	6	—	8	5	3	3	77	Price	WWO	TOR
4.0	6.8	5.1	7.7	5.2	7	WMFX-FM Rock	102.3 6kw	7	7	6	6	7	8	68	Emerald City	—	D&R
3.1	5.0	5.9	4.4	5.1	8	WFMV-FM Rel	95.3 3kw	9	5	7	9	8	6	75	Glory Com.	WWO	—
4.2	3.5	5.3	3.9	4.9	9	WARQ-FM Rock	93.5 2.8kw	8	4	3	8	9	15	66	Nichols Bank	—	COL
8.1	5.1	5.6	6.8	4.3	10	WSCQ-FM Nost	100.1 5.9kW	10	—	—	13	11	7	68	Congaree Br.	CBS	EAST



# #91

# SPOKANE

SPOKANE

12+ POPULATION: 391,800 (Black: N/A; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.4	12.1	8.9	11.0	10.0	1	KDRK-FM Ctry	93.7 56kw	1	2	1	1	3	2	89	Citadel Com.	—	EAST
7.6	7.1	8.0	8.0	7.7	2	KISC-FM AC	98.1 94kw	6	10	2	3	2	3	80	Silverado Br.	—	MMR
8.1	8.6	10.8	9.8	7.7	2	KKZX-FM CR	98.9 100kw	3	5	3	2	1	4	75	Pourtales Holdings	—	—
6.6	7.7	8.0	7.0	7.4	4	KEYF-A/F Gold	1050/101.1 5kw/100kw	4	6	8	4	4	1	73	Pourtales Holdings	—	MMR
4.7	4.2	4.4	5.7	6.4	5	KAQQ-AM Nost	590 5kw	10	—	—	16	14	10	108	Silverado Br.	WWO	MMR
11.3	9.6	9.2	7.2	6.4	5	KZZU-FM CHR	92.9 85kw	2	1	5	5	8	11	62	Highsmith Br.	—	CHR
5.1	5.7	3.6	4.8	6.1	7	KNFR-FM Ctry	96.1 56kw	7	3	6	6	7	9	70	Silverado Br.	WWO	MMR
5.4	3.4	3.4	6.5	5.4	8	KXLY-AM NT	920 5kw	5	—	15	11	10	5	55	Spokane Tele.	CBS	TOR
4.5	5.2	5.1	5.3	5.1	9	KXLY-FM AC	99.9 37kw	9	—	9	9	6	8	78	Spokane Tele.	—	TOR
3.2	3.4	3.1	5.5	4.8	10	KGA-AM NT	1510 50kw	11	—	10	12	11	7	81	Citadel Com.	ABC	EAST

# #92

# NEW HAVEN

NEW HAVEN

12+ POPULATION: 387,700 (Black: 12.6%; Hispanic: N/A)

FALL '93	SPRING '94	FALL '94	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-34 RANK	18-49 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.8	7.0	8.9	1	WEZN-FM AC	99.9 27.5kw	3	4	3	2	2	1	89	NewCity	—	KATZ
10.8	9.3	8.1	2	WPLR-FM Rock	99.1 14.1kw	2	6	1	1	1	6	78	Southern Starr	—	EAST
9.2	7.0	6.7	3	WELI-AM FS	960 5kw	4	—	—	12	8	3	77	Clear Channel	CBS	MCG
7.3	8.4	5.9	4	WKCI-FM CHR	101.3 10kw	1	1	2	3	5	7	47	Clear Channel	—	MCG
5.2	5.8	5.6	5	WDRC-FM Gold	102.9 19.5kw	6	—	9	4	3	2	69	Buckley	—	MCG
4.6	5.5	4.9	6	WFAN-AM Sports	660 50kw	7	—	5	5	4	5	64	Infinity	WWO	EAST
3.3	6.4	4.6	7	WWYZ-FM Ctry	92.5 17kw	8	—	7	6	6	4	74	WWYZ, Inc.	WWO	BAN
4.3	3.0	4.0	8	WYBC-FM UAC	94.3 1.7kw	10	7	4	7	7	10	71	Yale Br.	SMN	K&P
3.8	2.7	3.7	9	WKSS-FM CHR	95.7 16.5kw	5	1	6	8	12	15	43	Precision Media	AP	MMR
2.5	2.4	3.0	10	WNHC-AM UAC	1340 1kw	13	—	13	13	10	9	77	Willis Com.	—	D&R



# JOHNSON CITY-KINGSPORT-BRISTOL

# #93

12+ POPULATION: 387,400 (Black: N/A; Hispanic: N/A)

FALL '93	SPRING '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-34 RANK	18-49 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
29.6	32.4	33.2	1	WXBQ-FM Ctry	96.9 67kw	1	1	1	1	1	1	115	Bristol	ABC	CHR
11.5	12.8	12.6	2	WTFM-FM AC	98.5 100kw	2	3	2	2	2	2	85	Home News Co.	ABC	CHR
9.8	10.7	10.0	3	WQUT-FM CR	101.5 100kw	3	2	3	3	3	4	71	Bloomington	WWO	KATZ
4.1	2.9	7.1	4	WAEZ-FM* AC	99.3 3.8kw	4	5	4	4	4	3	72	Tri-City Br.	WWO	—
5.3	4.8	2.9	5	WJCW-AM Talk	910 5(1)kw	6	—	10	7	6	6	57	Bloomington	WWO	KATZ
2.7	3.0	2.7	6	WIVK-FM Ctry	107.7 91kw	8	8	6	6	5	5	66	Dick	ABC	KATZ
3.4	3.0	2.6	7	WKPT-AM Nost	1400 1kw	12	—	—	11	10	8	97	Home News Co.	ABC	EAST
0.3	1.6	2.4	8	WGOC-AM Ctry	640 10kw	11	—	13	10	9	9	90	J.T. Parker Br.	WWO	TNS
3.3	3.0	2.3	9	WIMZ-FM Rock	103.5 100kw	5	7	5	5	7	17	41	South Central	SOU	D&R
3.1	3.5	1.9	10	WKOS-FM Gold	104.9 2.75kw	7	—	14	8	8	7	40	Bloomington	WWO	KATZ

\*Was WUSJ-FM (Ctry) until September.

JOHNSON CITY

# FT. WAYNE

# #94

12+ POPULATION: 385,700 (Black: N/A; Hispanic: N/A)

FALL '93	SPRING '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-34 RANK	18-49 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.5	7.5	10.1	1	WBTU-FM Ctry	93.3 50kw	3	3	3	2	2	2	90	Regional Radio	WWO	EAST
10.4	11.2	9.9	2	WAJI-FM AC	95.1 39kw	4	4	4	1	1	1	92	Sarkes Tarzian	—	KATZ
3.8	5.6	8.6	3	WQHK-FM Ctry	105.1 13.5kw	5	7	1	3	3	5	81	Federated Media	—	CHR
9.0	7.5	7.4	4	WOWO-A/F* FS	1190/102.9 50kw/3kw	2	—	12	8	6	3	63	Inner City	CBS	KATZ
7.8	9.8	7.2	5	WBYS-FM CR	98.9 50kw	6	5	2	4	4	6	68	Regional Radio	—	EAST
6.0	6.2	6.6	6	WDJB-FM CHR	106.3 3kw	7	1	5	9	10	15	64	RIP Inc.	—	BAN
2.9	5.6	5.8	7	WXKE-FM Rock	103.9 3kw	8	6	11	6	5	4	73	Sarkes Tarzian	—	KATZ
9.3	7.0	5.4	8	WLDE-FM Gold	101.7 3kw	1	2	5	5	7	9	45	Federated Media	ABC	CHR
5.9	5.9	4.0	9	WMEE-FM** Hot AC	97.3 26kw	9	8	7	7	8	12	58	Taylor Br.	SOU	D&R
2.4	2.3	3.8	10	WQHK-AM Ctry	1380 5kw	5	—	15	16	14	7	100	Federated Media	ABC	CHR

\*Under an LMA with Federated Media. \*\*Was CHR until September.

FT. WAYNE

12+ POPULATION: 380,200 (Black: 7.7%; Hispanic: N/A)

FALL '93	SPRING '94	FALL '94	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-34 RANK	18-49 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
9.9	12.2	11.1	1	WMGF-FM AC	107.7 100kw	1	—	7	2	1	1	87	Paxson Br.	—	BAN
4.6	4.9	7.8	2	WJRR-FM Rock	101.1 100kw	3	2	1	1	3	6	83	Paxson Br.	—	BAN
7.2	6.5	7.3	3	WGNE-FM Ctry	98.1 50kw	4	6	8	4	2	2	83	Southern Starr	—	BAN
6.4	6.0	5.7	4	WOCL-FM Gold	105.9 100kw	2	9	11	8	6	3	61	American Media	AP	CHR
6.1	4.3	5.5	5	WCFB-FM Ctry	94.5 100kw	6	4	10	6	5	4	74	NewCity	—	KATZ
5.4	5.4	5.0	6	WOMX-A/F Hot AC	950/105.1 5kw/100kw	7	7	2	3	4	7	70	Nationwide	—	MCG
6.7	6.4	4.8	7	WROD-AM Nost	1340 1kw	13	—	—	—	—	15	89	LaPaz Br.	ABC	REG
5.3	3.5	4.5	8	WJHM-FM UC	101.9 28kw	10	1	5	10	11	14	71	Beasley	—	D&R
1.9	2.1	4.2	9	WTKS-FM Talk	104.1 100kw	11	—	3	5	8	10	68	Press Br.	AP	MCG
3.0	2.9	4.0	10	WSBB-AM Nost	1230 1kw	15	—	—	—	20	12	76	TK	WWO	—
4.3	3.2	4.0	10	WWKA-FM Ctry	92.3 100kw	12	11	13	12	9	5	68	NewCity	—	KATZ

12+ POPULATION: 377,300 (Black: 12.8%; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
26.6	24.2	23.5	22.9	20.5	1	WUSY-FM Ctry	100.7 100kw	1	2	1	1	1	1	96	Colonial	WWO	KATZ
10.3	9.1	8.2	8.4	9.3	2	WJTT-FM UC	94.3 3kw	5	1	3	3	3	3	133	Jettcom	—	D&R
8.2	9.6	7.9	9.8	8.8	3	WDEF-FM AC	92.3 100kw	2	—	6	4	2	2	75	Park	CBS	EAST
5.2	6.9	5.5	7.7	7.6	4	WSKZ-FM Rock	106.5 100kw	3	8	2	2	4	5	68	Bloomington	—	CHR
4.4	3.9	4.0	3.6	4.5	5	WDOD-FM Ctry	96.5 100kw	4	5	8	8	7	6	55	Bahakel	WWO	BAN
4.7	5.1	5.8	5.2	4.5	5	WLMX-FM AC	105.5 1.55kw	6	7	5	5	6	8	74	Chattanooga	ABC	MCG
5.9	5.2	3.6	3.2	3.9	7	WGOW-AM NT	1150 5(1)kw	9	—	12	10	9	7	73	Bloomington	WWO	CHR
0.7	4.2	3.8	4.5	3.9	7	WOGT-FM Gold	107.9 2.85kw	7	6	15	7	5	4	65	Bloomington	WWO	CHR
1.3	2.0	3.6	3.2	3.2	9	WKXJ-FM AC	97.3 16kw	8	3	7	9	12	17	58	Marson Br.	—	ROS
4.7	3.9	3.8	3.0	3.0	10	WFXS-FM* CR	102.3 3kw	11	—	4	6	8	16	59	Tenn. Com.	—	BAN

\* Changed to Talk in February

# MELBOURNE-TITUSVILLE-COCOA, FL

# #97

12+ POPULATION: 377,100 (Black: N/A; Hispanic: N/A)

FALL '93	SPRING '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-34 RANK	18-49 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.7	8.5	9.7	1	WMMB-AM BBnd	1240 1kw	7	—	—	23	23	8	128	City Br.	WVO	TOR
6.6	7.1	7.6	2	WWKA-FM Ctry	92.3 100kw	1	4	9	5	4	1	71	NewCity	—	KATZ
6.5	6.8	7.1	3	WJRR-FM Rock	101.1 100kw	3	3	1	1	1	9	75	Paxson Br.	—	BAB
7.1	5.6	6.2	4	WAOA-FM CHR	107.1 100kw	2	1	2	4	8	14	59	Silicon East	—	TOR
5.3	5.0	5.9	5	WLRQ-FM AC	99.3 50kw	4	6	8	2	2	2	70	Superior	—	EAST
7.0	5.0	5.4	6	WHKR-FM Ctry	102.7 50kw	8	5	11	7	7	3	89	Roper Br.	—	EAST
4.7	4.5	4.4	7	WOMX-A/F Hot AC	950/105.1 5kw/100kw	5	—	7	6	6	6	54	Nationwide	—	MCG
6.1	7.1	4.3	8	WHTQ-FM Prog	96.5 100kw	6	—	6	3	3	7	53	TK	SOU	TOR
1.9	3.6	3.9	9	WGGD-FM Gold	102.3 3kw	12	—	10	9	5	5	75	City Br.	—	TOR
3.2	2.7	3.9	9	WJHM-FM UC	101.9 28kw	13	2	3	11	14	21	72	Beasley	—	D&R

MELBOURNE-TITUSVILLE-COCOA

# LAFAYETTE, LA

# #98

12+ POPULATION: 374,600 (Black: 25.5%; Hispanic: N/A)

FALL '93	SPRING '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-34 RANK	18-49 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.7	10.4	13.5	1	KXKC-FM Ctry	99.1 100kw	1	3	1	1	1	1	108	Donald Bonin	—	KATZ
13.1	8.6	8.0	2	KSMB-FM CHR	94.5 100kw	2	1	2	2	5	7	72	Media Properties	ABC	KATZ
8.7	7.3	6.8	3	KTDY-FM AC	99.9 100kw	3	8	4	3	2	5	72	Com. Corp.	—	CHR
4.8	8.2	6.6	4	KMDL-FM Ctry	97.3 42kw	4	6	5	6	4	4	78	Schilling Media	AP	BAN
4.6	4.3	6.5	5	KJCB-AM UC	770 1kw	7	4	7	5	7	3	113	R&M Broadcasting	AURN	K&P
7.6	7.8	6.5	5	WYNK-FM Ctry	101.5 100kw	5	10	11	7	6	2	79	Nattagansett	ABC	TOR
4.1	2.7	6.9	7	KFXZ-FM UC	106.3 1.3kw	6	2	3	4	3	9	106	Citywide Br.	ABC	D&R
3.7	6.1	4.0	8	KVOL-FM UAC	105.9 3.2kw	9	9	10	8	8	6	77	Cavaness Dr.	SMN	D&R
2.8	1.2	3.3	9	KFTE-FM Gold	96.5 22.5kw	10	13	6	9	10	10	86	Schilling Media	AP	BAN
3.7	6.2	3.2	10	WTGE-FM Rock	100.7 100kw	8	5	9	10	11	17	60	Vetter Com.	ABC	EAST

LAFAYETTE, LA



ROANOKE-LYNCHBURG

ROANOKE

12+ POPULATION: 374,100 (Black: 14.7%; Hispanic: N/A)

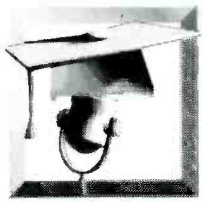
FALL '93	SPRING '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-34 RANK	18-49 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
18.0	18.8	13.8	1	WYYD-FM Ctry	107.9 20.5kw	2	5	1	1	1	1	97	Winfas Of Virginia	ABC	MCG
11.6	9.7	9.4	2	WLYK/WXLK CHR	100.1/92.3 20kw/93kw	1	2	3	2	3	5	63	Cebe Investments	CNN	MCG
7.8	6.9	8.5	3	WPVR-FM AC	94.9 100kw	4	—	6	7	4	2	92	Jim Gibbons	—	TOR
9.4	8.5	7.4	4	WROV-FM Rock	96.3 14kw	3	4	1	3	2	10	71	Weil Enterprises	ABC	CHR
6.1	5.9	7.2	5	WJLM-FM Ctry	93.5 6kw	7	—	4	4	6	4	109	WRIS, Inc.	WVO	TOR
3.9	6.2	6.9	6	WJJS/WJJX UC	106.1/101.7 5.8kw/3.4kw	5	1	5	6	7	6	77	Virginia Network	—	K&P
8.0	5.9	6.6	7	WSLQ-FM AC	99.1 200kw	6	—	7	5	5	3	80	Mel Wheeler	ABC	KATZ
4.2	6.5	4.3	8	WFIR-AM FS	960 5kw	8	—	11	9	9	8	70	Jim Gibbons	CBS	TOR
4.2	3.7	3.3	9	WLDJ/WRDJ UC	102.7/105.3 22kw/2.85kw	9	—	10	8	8	7	70	Virginia Network	—	—
3.1	4.2	3.1	10	WSLC-AM AC	610 5(1)kw	10	—	12	12	12	9	97	Mel Wheeler	WVO	KATZ

YORK

YORK

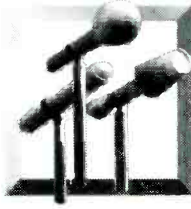
12+ POPULATION: 370,000 (Black: N/A; Hispanic: N/A)

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.3	8.9	11.6	11.0	10.7	1	WGTY-FM Ctry	107.7 16kw	1	4	1	2	2	2	92	Times & News Pub.	WVO	BAN
10.7	13.4	11.6	9.8	9.9	2	WARM-FM AC	103.3 6.4kw	3	—	5	1	1	1	94	Susquehanna	—	EAST
5.0	5.3	4.8	5.2	6.3	3	WROZ-FM AC	101.3 6.9kw	4	—	3	3	4	4	66	Hall	—	D&R
7.4	6.7	6.3	6.4	6.1	4	WRKZ-FM Ctry	106.7 14kw	5	11	9	6	3	3	71	Tele-Media	ABC	TOR
6.6	5.6	6.9	6.4	5.4	5	WYCR-FM CHR	98.5 10.5kw	2	1	6	7	10	10	51	Radio Hanover Inc.	—	D&R
4.2	3.4	4.5	4.8	5.1	6	WHTF-FM Rock	92.7 1.4kw	7	5	2	4	6	11	75	Starview Media	SOU	MCG
4.3	7.9	5.0	5.1	5.1	6	WSBA-AM NT	910 5(1)kw	6	—	12	12	9	5	61	Susquehanna	—	EAST
5.4	3.5	3.4	3.4	4.3	8	WTPA-FM Rock	93.5 1.25kw	9	12	4	5	5	12	75	Quaker State	—	BAN
2.9	2.7	3.9	3.9	3.3	9	WRVV-FM AC	97.3 17kw	10	—	7	8	7	9	61	Dame Media	—	MMR
1.8	2.7	1.4	3.0	3.1	10	WQXA-FM Hot AC	105.7 25kw	8	7	9	9	11	15	54	Penn Central Br.	—	D&R



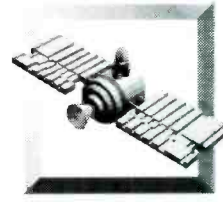
**Broadcast Schools**

**118**



**Group Owners**

**157**



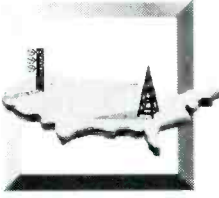
**Program Suppliers & Networks**

**233**



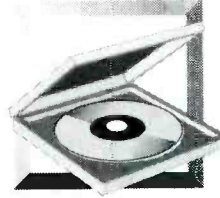
**Computers & Software**

**119**



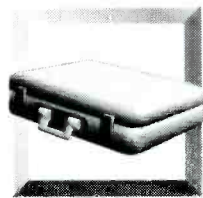
**Industry Organizations**

**188**



**Record Companies**

**255**



**Consultant Firms**

**126**



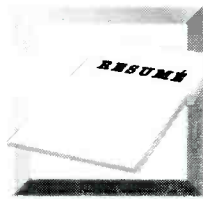
**Marketing & Promotion**

**190**



**Rep Firms**

**272**



**Employment Services**

**145**



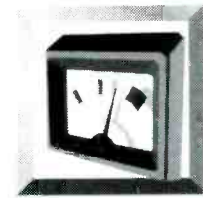
**Media Brokers**

**209**



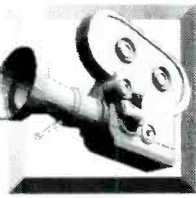
**Research Firms**

**277**



**Equipment Suppliers**

**146**



**Movie Studios**

**213**



**Show Prep**

**286**



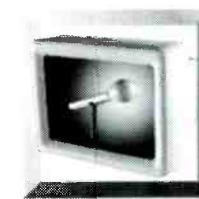
**Financial**

**153**



**Production Services**

**216**



**TV Production Firms**

**291**



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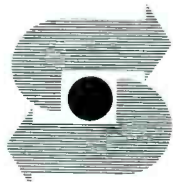
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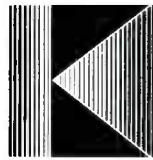
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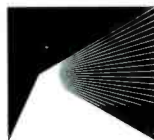
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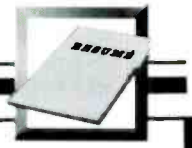
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**Brite Voice Systems Inc.**

7309 East 21st Street North  
Wichita, KS 67206  
(800) 733-2748, (316) 652-6500  
FAX: (316) 652-6800

**Kyle Rogg, Product Manager**  
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**Broadcast Automation Inc.**

3006 Edgewood  
Suite 13  
Garland, TX 75042  
(800) 336-8004, (214) 487-5810  
FAX: (214) 487-5810

**Earl R. Bullock, President**  
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**Broadcast Cartridge Service**

15131 Triton Lane  
Suite 108  
Huntington Beach, CA 92649  
(714) 898-7224

FAX: (714) 898-1753

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**Broadcast Electronics**

4100 North 24th Street  
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(217) 224-9600

FAX: (217) 224-9607

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**Broadcast Solutions**

1910 SW 18th Street  
Suite 45  
Portland, OR 97201

(503) 248-1960

FAX: (503) 222-5683

**JJ McKay, CEO**  
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**Broadcast Supply Worldwide**

7012 27th Street West  
Tacoma, WA 98466  
(800) 426-8434, (206) 565-2301  
FAX: (800) 231-7055

**Pat Medved, VP/Sales**  
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**Broadcast Systems Corp.**

701 NW 22nd Street  
Ft. Lauderdale, FL 33311  
(305) 566-3264

**Dave Camp, President**  
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**Broadcasters General Store**

2480 SE 52nd Street  
Ocala, FL 34480  
(904) 622-7700

FAX: (904) 629-7000

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**BSM/West Starr Intl.**

5805 East Sharp Avenue  
Building C-1  
Spokane, WA 99212  
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FAX: (509) 534-2428

**Dick Jones, VP/Sales**  
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**Burk Technology**

7 Lomar Drive  
Pepperell, MA 01463  
(508) 486-0086

FAX: (508) 486-0081

**Peter Burk, President**  
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**CAM Audio Inc.**

2210 Executive Drive  
Garland, TX 75014  
(800) 527-3458, (214) 271-0006

FAX: (214) 271-1555

**Rod Brown**

A CD CR D P TD

**CCA Electronics**

360 Bohannon Road  
Fairburn, GA 30213  
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FAX: (404) 964-2222

**Steve McElroy**  
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**Central Jersey Airchecks**

PO Box 126  
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(800) 357-8273, (908) 591-2522

FAX: (908) 576-4429, (908) 576-4429

**Paul Richards**  
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**Circuit Research Labs**

2522 West Geneva Drive  
Tempe, AZ 85282

(800) 535-7648, (602) 438-0888

FAX: (602) 438-8227

**Ron Jones, President**  
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**Comrex Corp.**

65 Nonset Path  
Acton, MA 01720

(800) 237-1776, (508) 263-1800

FAX: (508) 635-0401

**Lynn Distler, Sales Manager**  
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**ComStream Corporation**

10180 Barnes Canyon Road  
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(619) 458-1800

FAX: (619) 453-8953,

**John Schmuhl**  
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**Continental Electronics Corp.**

PO Box 270879  
Dallas, TX 75226

(214) 381-7161

FAX: (214) 381-4949, (214) 381-3250

**J.R. Falkner, Manager/Marketing**  
A CD CO CR P S T TD

B  
•  
C

## C

# EQUIPMENT SUPPLIERS

C  
•  
G

## C

### **Cutting Edge Technologies**

2101 Superior Avenue  
4th Floor  
Cleveland, OH 44114  
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FAX: (216) 241-4103  
**Frank Foti, President**  
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### **DAISI**

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Katy, TX 77491  
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FAX: (713) 224-4000,  
**Maurice Collins, President**  
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### **Dalet Digital Media Systems**

122 East 42nd Street  
Suite 4906  
New York, NY 10168  
(212) 370-0665  
FAX: (800) 257-1223  
**Steve Kelley, VP**  
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### **DBX**

8760 South Sandy Parkway  
Sandy, UT 84070  
(801) 566-8800  
FAX: (801) 566-7005  
**John Johnson, President**  
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### **dbx Professional**

1525 Alvarado Street  
San Leandro, CA 94577  
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FAX: (510) 351-0500  
**S. Richard Ravich, President**  
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### **Delta Electronics Inc.**

5730 General Washington Drive  
Alexandria, VA 22312  
(800) 833-5828, (703) 354-3350  
FAX: (703) 354-0216  
**Joseph S. Novak, VP/Marketing**  
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### **Denon Electronics**

222 New Road  
Parsippany, NJ 07054  
(201) 575-7810  
FAX: (201) 808-1608  
**Harry Klane, Sales Manager**  
CD CR TD

### **DGS Pro-Audio**

PO Box 170426  
Arlington, TX 76003  
(800) 292-2834  
FAX: (817) 473-7712  
**A.T. White, Assistant Manager/Sales**  
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### **DIC Digital Supply Corp.**

500 Frank W. Burr Boulevard  
Teaneck, NJ 07666  
(800) 328-1342, (201) 692-7700  
FAX: (201) 692-7757  
**Kevin Kenndy, VP/Marketing**  
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### **Digital Courier International, Inc.**

8999 Nelson Way  
Burnaby, BC V5A 4B5  
(403) 293-6122  
FAX: (403) 293-5787  
North American Sales: (800) 488-2021

### **DigiTech**

8760 South Sandy Parkway  
Sandy, UT 84070  
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FAX: (801) 566-7005  
**John Johnson, President**  
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### **Disc Manufacturing Inc.**

3500 West Olive Avenue  
Suite 1020  
Burbank, CA 91505  
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FAX: (818) 953-7791  
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Sandy, UT 84070  
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FAX: (801) 566-7005  
**John Johnson, President**  
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### **Dolby Laboratories Inc.**

100 Potrero Avenue  
San Francisco, CA 94103  
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FAX: (415) 863-1373  
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### **Dorrrough Electronics**

5221 Collier Place  
Woodland Hills, CA 91364  
(818) 998-2824  
FAX: (818) 998-1507  
**Kay Dorrrough**  
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## E

### **Electro-Voice Inc.**

600 Cecil Street  
Buchanan, MI 49107  
(616) 695-6831  
FAX: (616) 695-1304  
**Jim Long, Dir./Sales & Marketing**  
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Key to Services on Page 146

### **ENCO Systems Inc.**

24403 Halsted Road  
Farmington Hills, MI 48335  
(800) 362-6797, (810) 476-5711  
FAX: (810) 476-5712  
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### **ESE**

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El Segundo, CA 90245  
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FAX: (310) 322-8127  
**Brian Way, Director/Marketing**  
**Bill "R", Factory Sales Engineer**  
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### **Eventide Inc.**

One Alsan Way  
Little Ferry, NJ 07643  
(201) 641-1200  
FAX: (201) 641-1640  
**Gil Griffith, Sales Manager**  
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### **The Express Group**

3518 Third Avenue  
San Diego, CA 92103  
(619) 298-2834  
FAX: (619) 298-4143  
**Byron Andrus**  
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### **Fairlight USA**

3855 Hughes Street  
Suite 200  
Culver City, CA 90232  
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FAX: (310) 287-0200  
**Wayne Freeman**  
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### **Fidelipac Corp.**

PO Box 808  
Moorestown, NJ 08057  
(609) 235-3900  
FAX: (609) 235-7779  
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A CD CO CR S

### **FMX Stereo/Broadcast Technology Partners**

525 Woodward Avenue  
Suite 100  
Bloomfield Hills, MI 48304  
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FAX: (810) 540-0742  
**Jane T. Mullen, Director/Marketing**  
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## G

### **GE American Communications Inc.**

4 Research Way  
Princeton, NJ 08540  
(609) 987-4000  
FAX: (609) 987-4517  
**Frederick D. Cain, B/C & Business Services**  
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**Gentner Communications Corp.**

1825 Research Way  
Salt Lake City, UT 84119  
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**Harris Allied Broadcast Center**

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**Harris Allied - Southern California**

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Hollywood, CA 90028  
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FAX: (213) 462-8468

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**Harrison By GLW**

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Brentwood, TN 37027  
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**Ken Whitehead, Sales Manager**  
**Dave Purple, Sales**  
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**Henry Engineering**

503 Key Vista Drive  
Sierra Madre, CA 91024  
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FAX: (818) 355-0077

**Hank Landsberg, Owner**  
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FAX: (213) 240-3904

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FAX: (206) 734-7939

**Carl Peterson**  
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**Inovonics Inc.**

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Santa Cruz, CA 95060  
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FAX: (408) 458-0554

**Jim Wood, President**  
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**International Datacasting**

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FAX: (404) 448-6396  
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**International Tapetronics Corp. (ITC)**

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Bloomington, IL 61704  
(309) 828-1381  
FAX: (309) 828-1386  
**Willem Bakker, President**  
A C CD CR DW

**Intersat**

10 South Riverside Plaza  
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Chicago, IL 60606  
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FAX: (312) 441-2709  
**Hank Zbirski, President**  
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**Intraplex Inc.**

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Westford, MA 01886-3636  
(508) 692-9000  
FAX: (508) 692-2200  
**Christine Doyle**  
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## J

**JNS Electronics Inc.**

PO Box 32550  
San Jose, CA 95152  
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FAX: (408) 926-1003  
**John Stannard, VP**  
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**Kahn Communications**

222 Westbury Avenue  
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(516) 222-2221  
**Leonard R. Kahn, President**  
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**Koss Corp.**

4129 North Port Washington Avenue  
Milwaukee, WI 53212  
(414) 964-5000  
FAX: (414) 964-8615  
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## L

**LBA Technology Inc.**

PO Box 8026  
Greenville, NC 27835  
(800) 522-4464, (919) 757-0279  
FAX: (919) 752-9155  
**Lawrence Behr, President**  
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**Lexicon Inc.**

100 Beaver Street  
Waltham, MA 02154  
(617) 736-0300  
FAX: (617) 891-0340  
**Jon Durant, Marketing Comm. Manager**  
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**Logitek**

3320 Bering Drive  
Houston, TX 77057  
(800) 231-5870, (713) 782-4592  
FAX: (713) 782-7597  
**Tag Borland, President**  
CO P

**LPB Inc.**

28 Bacton Hill Road  
Frazer, PA 19355  
(610) 644-1123  
FAX: (610) 644-8651  
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**The Management**

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Ft. Worth, TX 76136  
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FAX: (817) 624-9741  
**Pete Charlton, President**  
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**Marathon Products Inc.**

69 Sandersdale Road  
Charlton, MA 01507  
(508) 248-3157  
FAX: (508) 853-0988  
**Richard D. Myers, President/Owner**  
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**Marti Electronics**

1501 North Main Street  
Cleburne, TX 76031  
(817) 645-9163  
FAX: (817) 641-3869  
**Ron Pohler, Sales Manager**  
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**The Media Gallery/RadioPhone**

PO Box 652  
Torrance, CA 90508  
(310) 533-0855  
FAX: (310) 533-0842  
**Ruth Presslaff, President**  
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**Media Touch Systems Inc.**

15 Ermer Drive  
Salem, NH 03079  
(603) 893-5104  
FAX: (603) 893-6390  
**John M. Connell, President**  
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**Midcom Inc.**

6311 North O'Connor Road  
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Irving, TX 75039  
(214) 869-2144  
FAX: (214) 869-0898

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**MNN Radio Networks Inc.**

1370 Davern Street  
St. Paul, MN 55116  
(612) 696-0123  
FAX: (612) 696-0125

**James Rasmussen, Director/Programming**  
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**Modulation Sciences**

12 A World's Fair Drive  
Somerset, NJ 08873  
(800) 826-2603, (908) 302-3090  
FAX: (908) 302-0206

**Art Constantine, VP/Sales & Marketing**  
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**Moseley Associates**

111 Castilian Drive  
Santa Barbara, CA 93117  
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FAX: (805) 685-9638

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**Mouser Electronics**

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Mansfield, TX 76063  
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**Murphy Studio Furniture**

4153 North Bonita Street  
Spring Valley, CA 91977  
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FAX: (619) 698-1268

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**Sandy Berenics, Sales Representative**  
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**National Audio Co.**

PO Box 3657  
Glenstone Station  
Springfield, MO 65808  
(417) 863-1925  
FAX: (417) 863-7825

**Steven Stepp**

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**National Supervisory Network**

PO Box 578  
Avon, CO 81620  
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FAX: (303) 949-9620

**Muffy Montemayor, President/GM**

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**Neumann/USA**

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PO Box 987  
Old Lyme, CT 06371  
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**New World Music & Sound**

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FAX: (619) 569-2040

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**Bill Bingham**  
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**Orban**

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**Otarl Corp.**

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FAX: (415) 341-7200

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**Pacific Recorders & Engineering Corp.**

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FAX: (619) 438-9277

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CO CR DW S

**Phi Technologies Inc./NAGRA**

4605 North Stiles  
Oklahoma City, OK 73105  
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5855 Uplander Way  
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(310) 670-7500  
FAX: (310) 670-0133

**Boyce Williams**  
A C DW

Key to Services on Page 146

**Professional Audio Supply**

5700 East Loop 820 South  
Ft. Worth, TX 76119-7099  
(800) 433-7668, (817) 483-7474  
FAX: (817) 483-9952

**John Reed, GM**  
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**Professional Management Services Inc.**

DBA PM Systems  
PO Box 141  
Greenville, SC 29602  
(803) 370-2400

FAX: (803) 370-2314  
**William B.(Beau) Sanders, GM**  
A C CD CO CR D DW S

**Prophet Systems**

PO Box 509  
Ogallala, NE 69153  
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**QEI Corp.**

PO Box 805  
Williamstown, NJ 08094  
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FAX: (609) 629-1751

**Jeff Detweiler, Sales Manager**  
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**R**

**Radio Computing Services**

2 Overhill Road  
Suite 100  
Scarsdale, NY 10583  
(914) 723-8567  
FAX: (914) 723-6651

**Lee Facto, GM**  
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**Radio Programming & Management Inc.**

4198 Orchard Lake Road  
Orchard Lake, MI 48323  
(800) 521-2537, (810) 681-2660  
FAX: (810) 681-3936

**Tom Krikorian, President**  
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**Radio Resources And Services Corp.**

1201 South Sharp Street  
Baltimore, MD 21230  
(800) 547-2346  
FAX: (410) 783-4635

D

**Radio Systems Inc.**

601 Heron Drive  
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FAX: (609) 467-3044

**Daniel Braverman, President**  
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**RAG Electronics Inc.**  
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Canoga Park, CA 91304  
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**Ramko Research**  
4261-B Sunset Lane  
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**Michael Pardee**  
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**Roland Pro Audio/Video Group**  
7200 Dominion Circle  
Los Angeles, CA 90040  
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FAX: (213) 722-0911  
**Bob Todrank, GM/Pro-Audio**  
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**Jay Rotolo**  
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**Schafer World Communications Corp.**  
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Marion, VA 24354  
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FAX: (703) 783-2064  
**Bob Dix, President**  
A C CD DO D DW P S T

**Scientific-Atlanta**  
420 North Wickham Road  
Melbourne, FL 32935  
(407) 255-3000,  
FAX: (407) 253-3701,  
**Mel Nance, Account Manager**  
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**Scott Studios Corp.**  
13375 Stemmons Freeway  
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Dallas, TX 75234  
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FAX: (214) 620-2707  
**Dave Scott, President**  
A C CD CR DW S

**Sennheiser Electronic Corp.**  
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FAX: (203) 434-1759  
**Andrew Brakhan, President**  
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**Shively Laboratories**  
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Bridgton, ME 04009  
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FAX: (207) 647-8273  
**Jon Clark, Marketing Manager**  
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**Shure Brothers Inc.**  
222 Hartrey Avenue  
Evanston, IL 60202-3696  
(708) 866-2200  
FAX: (708) 866-2279  
S

**Siemens Audio Inc.**  
7 Parklawn Drive  
Bethel, CT 06801  
(203) 744-6230  
FAX: (203) 792-7863  
**John Gluck, President**  
A CO DW S

**Sine Systems Inc.**  
1020 Maxwell Avenue  
Nashville, TN 37206-3554  
(615) 228-3500  
FAX: (615) 227-2367  
**John Pate, President**  
**Barry Arlaz, Dir./Sales & Marketing**

**SMARTS Broadcast Systems**  
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FAX: (712) 852-3061  
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A C DW S

**Sonic Solutions**  
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San Rafael, CA 94901  
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FAX: (415) 485-4877  
**Mary C. Sauer, Sr. VP/Marketing & Sales**  
CD DW

**Sono-Mag Corp.**  
1833 West Hovey Avenue  
Normal, IL 61761  
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FAX: (309) 452-2521  
**Jon Housour, VP**  
A CR TD

**Sony Business & Professional Group**  
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Montvale, NJ 07645  
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FAX: (201) 358-4907  
**Courtney Spencer, VP/Audio Products**  
CD CO CR P TD

**Soundcraft**  
8500 Balboa Boulevard  
Northridge, CA 91329  
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FAX: (818) 830-1220  
**Roscoe Anthony, Dir./Marketing**  
CO

**Spirit**  
8760 South Sandy Parkway  
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(801) 566-8800  
FAX: (801) 566-7005  
**John Johnson, President**  
CO S

**Stanton Magnetics Inc.**  
101 Sunnyside Boulevard  
Plainview, NY 11803  
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FAX: (516) 349-0230  
**G.L. Bidwell, VP/Professional Products**  
C P

**Studer Editech Corp.**  
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FAX: (206) 787-3211  
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DW P

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FAX: (217) 423-9764  
**Steve Bellinger, President**  
A C CD DW

## T

**Tapemaster Inc.**  
7174A 302 Industrial Drive  
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FAX: (601) 349-2882  
**Bob Jones, President**  
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**TASCAM/TEAC America Inc.**  
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Montebello, CA 90640  
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FAX: (213) 727-7635  
**Ken Hirata, Mgr./Mktg. Communications**  
A CD CO S TD

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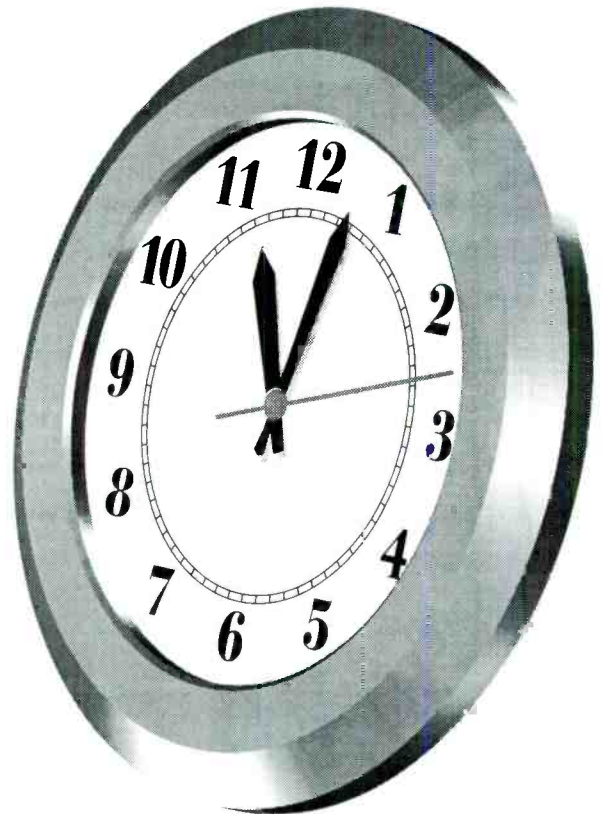
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(203) 755-1829  
FAX: (203) 754-3174

**Steven L. Ditman, CFO**  
Phoenix, AZ KGRX-AM  
Portland, OR KZRC-AM  
& KXYQ-FM

**Formby Stations**

Drawer 1757  
Hereford, TX 79045  
(806) 364-1860  
FAX: (806) 364-5814

**Clint Formby, Owner/KTEM**  
**Buddy Peeler, Co-Owner/KPAN**  
**George Franz, Co-Owner/KSAM**  
Hereford, TX KPAN-AM & FM  
Huntsville, TX KSAM-AM & FM  
Killeen/Temple, TX KTEM-AM  
& KPLE-FM

**Forum Communications**

PO Box 80  
Otsego, MI 49078  
(616) 343-1717  
**Robert Brink, President**

Otsego, MI WQXC-AM & FM  
Sturgis, MI WMSH-AM & FM

**Forum Communications Co.**

PO Box 2020  
Fargo, ND 58107  
(701) 235-7311  
**William Marciel, President**  
Del Rio, TX KDLK-FM  
Fargo/Moorhead, ND WDAY-AM & FM

**Forus Communications**

11300 4th Street North  
St. Petersburg, FL 33716  
(813) 576-0647  
FAX: (813) 576-1841  
**Simon Rosen, Owner**  
**Lind Carl Voth, Co-Owner**  
Atlanta, GA WAEC-AM  
Syracuse, NY WSIV-AM  
& WVOA-FM

**4-K Radio Inc.**

PO Box 936  
Lewiston, ID 83501  
(208) 743-2502  
FAX: (208) 742-1995  
**Michael Ripley, President**  
**Sharon Ripley, VP**  
Grangeville, ID KORT-AM & FM  
Lewiston, ID KOZE-AM & FM

**Frandsen Broadcasting Co.**

PO Box 570  
Logan, UT 84321  
(801) 752-1390  
FAX: (801) 752-1392  
**M. Kent Frandsen, Owner/CEO**  
Blackfoot, ID KECN-AM  
& KLCE-FM  
Idaho Fall, ID KICN-AM  
Logan, UT KLGN-AM  
& KBLQ-FM  
Preston, ID KKEX-FM  
St. George, UT KUYS-FM

**Friends Communications Inc.**

Box 701  
5817 Highway 20 West  
Freeport, IL 61032  
(815) 235-7191  
FAX: (815) 235-4318  
**Kim Grimes, Station Manager**  
Freeport, IL WFPS-FM

**Frischling Stations**

1044 Northern Boulevard  
Suite 209  
Roslyn, NY 11576  
(516) 621-1670  
**Saul Frischling, CEO**  
Pittsburgh, PA WLTJ-FM  
St. Louis, MO KXOK-AM & FM

**Fritz Broadcasting**

5455 Corporate Drive  
Suite 120  
Troy, MI 48098  
(810) 641-9952  
FAX: (810) 641-8394  
**Jock Fritz, President**  
Bowling Green, OH WRQN-FM  
Saginaw, MI WSGW-AM  
& WIOG-FM  
Toledo, OH WTOD-AM  
& WKKO-FM

**Fuller Broadcasting Co.**

Box 2329  
915 Saugahatchee Lake Road  
Opelika, AL 36803  
(205) 745-4656  
**Gary Fuller, President**  
Auburn, AL WKKR-FM  
Opelika, AL WZMG-AM  
& WMXA-FM

**Fuller-Jeffrey Broadcasting Co.**

8842 Quail Lane  
Granite Bay, CA 95746  
(919) 791-3522  
FAX: (919) 791-4111  
**Bob Fuller, President**  
Des Moines, IA KKSO-AM,  
KJJY-FM  
& KRUI-FM  
Portland, ME WBLM-FM,  
WCYI-FM  
& WCYY-FM  
Portsmouth-Dover, NH WOKQ-FM  
& WXBB-FM  
Sacramento, CA KSTE-AM  
Santa Rosa, CA KSRO-AM,  
KLCQ-FM  
& KXFX-FM

**G**

**Galesburg Broadcasting Co.**

154 East Simmons Street  
Galesburg, IL 61401  
(309) 342-5131  
FAX: (309) 342-0840  
**John Raymond, GM**  
Galesburg, IL WGIL-AM  
& WAAG-FM

**Gannett Radio**

3400 Riverside Drive  
#800  
Burbank, CA 91505  
(818) 845-1027  
FAX: (818) 295-6461  
**Gerry DeFrancesco, President/Radio Div.**  
Chicago, IL WGCI-AM & FM  
Dallas, TX KHKS-FM  
Houston, TX KKQB-AM & FM  
Los Angeles, CA KIIS-AM & FM  
San Diego, CA KSDO-AM  
& KCLX-FM  
Tampa, FL WDAE-AM  
& WUSA-FM

**Gaylord Entertainment Co.**

2802 Opyrland Drive  
Nashville, TN 37214  
(615) 871-6776  
**Edward Gaylord, Chairman**  
**E. W. Wendell, President/CEO**  
Nashville, TN WSM-AM & FM  
Oklahoma City, OK WKY-AM

**F  
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G**

# GROUP OWNERS

G

G

## Gazette Broadcast Group

PO Box 5001  
1 South Parker Drive  
Janesville, WI 53547  
(608) 752-7895  
FAX: (608) 752-4438  
**M.W. Johnston**, Chairman  
**Robert S. Dailey**, VP/GM  
Janesville, WI

WCLO-AM  
& WJVL-FM  
WBKV-AM  
& WBWI-FM  
WRHR-AM  
& WGLX-FM

West Bend, WI

Wisconsin Rapids, WI

## Gemini Broadcasting Corp.

PO Box 3433  
Harrisburg, PA 17105  
(717) 763-7020  
FAX: (717) 763-1978  
**Brian E. Danzis**, GM  
Harrisburg, PA

WCMB-AM  
& WIMX-FM

## GHB Radio Group

1776 Briarcliff Road NE  
Suite A  
Atlanta, GA 30306  
(404) 875-1110  
FAX: (404) 875-1186

**George H. Buck Jr.**, President

Atlanta, GA	WYZE-AM
Charlotte, NC	WHVN-AM
Clearwater, FL	WSLT-FM
Columbus, GA	WEAM-AM
Florence, SC	WOLS-AM
Lake City, SC	WRIP-AM
Little Rock, AR	KURB-AM & FM & KEZQ-FM
Montgomery, AL	WMGY-AM
N. Augusta, SC	WKXC-FM
New Orleans, LA	WTIX-AM
Norristown, PA	WNAP-AM
Rock Hill, SC	WYRS-AM

## Gleason Marketing Service

PO Box 72  
114 Main Street  
Norway, ME 04268  
(207) 743-5911  
FAX: (207) 743-5913

**Richard Gleason**, Owner

Lewiston, ME	WTME-AM
Mexico, ME	WTBM-FM
Norway, ME	WOXO-FM
South Paris, ME	WKTO-AM

## Glenwood Communications Corp.

222 Commerce Street  
Kingsport, TN 37660  
(615) 246-9578  
FAX: (615) 246-6261

**George DeVault Jr.**, President

Jonesboro, TN	WKTP-AM
Kingsport, TN	WKPT-AM & WTFM-FM

## Go Radio Inc.

PO Box 550  
1020 East Second  
Webster City, IA 50595  
(515) 832-1570

**Glenn Olson**, Owner  
**Larry Schultz**, GM

Boone, IA	KWBG-AM
Creston, IA	KSIB-AM & KITR-FM
Webster City, IA	KQWC-AM & FM

## Goetz Broadcasting Corp.

PO Box 630  
Marshfield, WI 54449  
(715) 384-2191  
FAX: (715) 387-3588

**Nathan Goetz**, Owner  
**Jack Hackman**, VP/COO

Fort Atkinson, WI	WFAW-AM & WSJY-FM
Ishpeming, MI	WIAN-AM & WJPD-FM
Marquette, MI	WDMJ-AM
Marshfield, WI	WDLB-AM & WLJY-FM
Reedsburg, WI	WRDB-AM & WNFM-FM
Spencer/Marshfield, WI	WOSQ-FM

## Golden Triangle Radio, Inc.

PO Box 1076  
Columbus, MS 39703-1076  
(601) 327-1183  
FAX: (601) 328-1122

**Donald R. DePriest**, President  
**Sandra F. DePriest**, Secretary

**Bill Milam**, GM  
Columbus, MS WKOR-FM

## Golden West Broadcasters

6767 Forest Lawn Drive  
Suite 318  
Los Angeles, CA 90068  
(213) 845-1604  
FAX: (213) 845-1628

**Bill Ward**, President/GM  
Los Angeles, CA KSCA-FM

## The Goldman Group

PO Box 1139  
Jamestown, NY 14702  
(716) 487-1151  
FAX: (716) 664-9326

**Simon Goldman**, President  
**Merrill Rosen**, GM

Burlington, VT	WVMT-AM & WXXX-FM
Jamestown, NY	WJTN-AM & WWSE-FM

## The Gomez Group

PO Box 4486  
Albuquerque, NM 87196  
(505) 243-1744

**Ed Gomez**, President

<b>Carlos Gomez</b> , GM	KABQ-AM
Albuquerque, NM	KIRT-AM
McAllen/Brownsville, TX	& KQXX-FM

## Goodrich Radio Marketing

4417 Broadmoor Avenue SE  
Grand Rapids, MI 49512  
(616) 698-7733  
FAX: (616) 698-7220

**Robert Goodrich**, President/Secretary  
Grand Rapids, MI WODJ-FM

Grand Rapids- Muskegon, MI	WSNX-FM WVFN-AM, WVIC-FM & WMMQ-FM
Lansing, MI	WSFN-AM & WMMR-FM
Muskegon, MI	

## Gowdy Family Ltd.

33 Franklin Street  
Lawrence, MA 01840  
(508) 682-5511

FAX: (508) 685-9500

**Curt Gowdy**, President

<b>John Bassett</b> , GM	KOWB-AM & KCGY-FM
Laramie, WY	WCCM-AM
Lawrence, MA	

## Grande Radio Inc.

PO Box 907  
2510 East Cove Avenue  
Grande, OR 97850  
(503) 963-4121

**Bryan Christle**, President

Baker City, OR	KBKR-AM & KKBC-FM
LaGrande, OR	KLBM-AM & KUBQ-FM

## Granum Communications Inc.

100 Wall Street  
Suite 603  
New York, NY 10005  
(212) 809-2900  
FAX: (212) 809-4010

**Herbert McCord**, President/CEO

Boston, MA	WBOS-FM & WSSH-FM
Dallas, TX	KOAI-FM
Orlando, FL	WHOO-AM, WHTQ-FM & WMMO-FM
Atlanta, GA	WAOK-AM & WVEE-FM
Baltimore, MD	WCAO-AM & WXYV-FM
Dallas, TX	KHVN-AM & KJMZ-FM

## Great Empire Broadcasting

4200 North Old Lawrence Road  
Wichita, KS 67219  
(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

**G**

**Great Scott Broadcasting**

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

**Faye Scott, Chairman**  
**Graham Satherlie, VP/COO**  
Auburn, NY

Ellwood City-New Castle  
Fairless Hill, PA  
Georgetown, DE

Pottstown, PA  
Trenton, NJ

WMBO-AM  
& WPCX-FM  
WKST-AM & FM  
WCHR-FM  
WSSR-AM  
& WZBH-FM  
WPAZ-AM  
WTTM-AM

**Great Trails Broadcasting**

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

**Alexander Williams, President**  
**David Macejko, VP/GM-WING/WGTZ**  
Dayton/Springfield, OH

WING-AM  
& WGTZ-FM

**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

Los Angeles, CA

New Brunswick, NJ

Philadelphia, PA

Washington, DC

WMEX-AM,  
WMJX-FM  
& WBCS-FM  
WHND-AM,  
WCSX-FM  
& WRIF-FM  
KRLA-AM  
& KLSX-FM  
WCTC-AM  
& WMGQ-FM  
WPEN-AM  
& WMGK-FM  
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  
Green Bay, WI

KSDN-AM & FM  
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

Elmira, NY  
Seaford, DE

WOND-AM,  
WONZ-AM  
& WMGM-FM  
WENY-AM & FM  
WECY-AM & FM

**Group W Radio**

200 Park Avenue  
37th Floor  
New York, NY 10166  
(212) 885-2600  
FAX: (212) 885-2780

**Dan Mason, President**  
Boston, MA  
Chicago, IL  
Detroit, MI  
Houston, TX

Los Angeles, CA

New York, NY

Philadelphia, PA

Pittsburgh, PA  
San Francisco, CA

WBZ-AM  
WMAQ-AM  
WLLZ-FM  
KILT-AM & FM  
& KIKK-AM & FM  
KFWB-AM  
& KTWV-FM  
WINS-AM  
& WNEW-FM  
KYW-AM  
& WMMR-FM  
KDKA-AM  
KPIX-AM & FM

**Grundy Broadcasting**

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

KGCI-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

Tampa-St. Petersburg, FL

WSGA-AM  
& WZAT-FM  
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  
Flagstaff, AZ

KFLG-AM & FM  
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  
Groton, CT

New Bedford, MA

Rutland, VT

Utica, NY

Waukegan, IL

Youngstown, OH

WFPG-AM & FM  
WSUB-AM  
& WQGN-FM  
WBSM-AM  
& WFHN-FM  
WSYB-AM  
& WZRT-FM  
WTLB-AM  
& WRCK-FM  
WKRS-AM  
& WLXC-FM  
WBBW-AM  
& WBBG-FM

**Hall Communications**

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

**Arthur Rowbotham, President**  
Burlington, VT

Lakeland, FL

Lancaster, PA

New Bedford, MA

Norwich, CT

WJOY-AM  
& WOKO-FM  
WONN-AM  
& WPCV-AM  
WLPA-AM  
& WROZ-FM  
WNBH-AM  
& WCTK-FM  
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

Milwaukee, WI

Pittsburgh, PA

WBAL-AM  
& WIYY-FM  
WISN-AM  
& WLTC-FM  
WTAE-AM  
& WVTY-FM

**Heartland Communications Inc.**

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

**George Owen Jr., President**  
Campbellsville, KY

Russell Springs, KY

WTCO-AM  
& WCKQ-FM  
WQEG-FM

**Henry Broadcasting**

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

**Charlton Buckley, President**  
Denver, CO  
Fresno, CA

Honolulu, HI

Omaha, NE

Portland, OR

Salinas-Monterey, CA

KVOD-FM  
KMJ-AM,  
KKOJ-FM  
& KSKS-FM  
KHAV-AM,  
KIKI-AM & FM  
& KKLK-FM  
KFAB-AM  
& KGOR-FM  
KBBT-AM,  
& KUFO-FM  
KDON-FM  
& KRQC-FM

**G  
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H**



# GROUP OWNERS

## H

### 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 KKSJ-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

**Brian Paul, GM**  
Spokane, WA KTRW-AM  
& KZZU-FM

### 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**  
Greensboro-Winston-Salem, NC WMFR-AM,  
WWWB-AM,  
WFXF-FM  
& WMAG-FM  
Greenville-Spartanburg, SC WJMJ-FM,  
WXWX-AM  
& WXWZ-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 WYNX-AM  
Richmond, VA 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 Berger, Executive VP/CFO**  
Allentown, PA WKAP-AM  
& WXKW-AM  
Jackson, MS WTYX-FM  
Socorro, NM KMXQ-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**  
Jacksonville, NC WQSL-FM  
& WXQR-FM  
Salisbury/Ocean City, MD WTGM-AM,  
WQHQ-FM  
& WLWV-FM  
Tallahassee, FL WHBT-AM,  
WHBX-FM  
& WBZE-FM  
Wilmington, NC WWQQ-FM

## I

### 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  
Oelwein, IA KOEL-AM & FM  
Salina, KS KSAL-AM  
& KYEZ-FM

### Infinity Broadcasting Corporation

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

**Mel Karmazin, President/CEO**  
Atlanta, GA WZGC-FM  
Baltimore, MD WJFK-AM  
& WLIF-FM  
Boston, MA WBCN-FM  
& WZLX-FM  
Chicago, IL WJJD-AM,  
WJMK-FM  
& WUSN-FM  
Dallas, TX KVIL-AM & FM  
Detroit, MI WXJT-AM  
& WOMC-FM  
Houston, TX KXYZ-AM  
Los Angeles, CA KROQ-FM,  
KRTH-FM  
New York, NY WFAN-AM,  
WZRC-AM  
& WXRK-FM  
Philadelphia, PA WIP-AM  
& WYSP-FM  
San Jose-San Francisco, CA KOME-FM  
Tampa-St. Petersburg, FL WQYK-AM & FM  
Washington, DC 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**  
Bismark, ND KLXX-AM,  
KBYZ-FM  
& KKCT-FM  
Brainerd, MN KLIZ-AM & FM  
& KVBR-AM & FM  
Des Moines, IA KRUU-FM  
Fort Dodge, IA KIAQ-FM  
Mankato, MN KYSM-AM & FM  
Mason City, IA KGLO-AM,  
KIAI-FM  
& KLKK-FM  
New Ulm, MN KNUJ-AM  
& KXLP-FM  
Owatonna, MN KRFO-AM & FM  
Staples, MN KNSP-AM  
Twin Lakes-Ft. Dodge, IA KTLB-FM  
Wadena, MN KWAD-AM & FM  
Waiker-Bemidji, MN KLLZ-AM & FM

**Robert Ingstad Broadcast Properties**

PO Box 907  
Valley City, ND 58072  
(701) 845-1490

**Tim Ost, GM**

**Sue Stoudt, GSM**

Garden City, KS

Pierre, SD

KBUF-AM  
& KKJQ-FM  
KGFX-AM & FM

**Tom Ingstad Broadcast Group**

1160 Tonkawa Road  
Orono, MN 55356

**Tom Ingstad, President/CEO**

Anchorage, AK

Fargo, ND

Iowa City, IA

Rapid City, SD

Sioux Falls, SD

Yakima, WA

KEAG-FM  
& KKRO-FM  
KLTA-FM  
KXIC-AM  
& KKRQ-FM  
KIMM-AM  
& KFXS-FM  
KSOO-AM  
& KMXC-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

San Antonio, TX

San Francisco, CA

Ft. Wayne, IN

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

**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.**

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Phoenix, AZ	KVRY-FM
Seattle, WA	KISW-FM

**Nautical Broadcasting, Inc.**

PO Box 1126  
Jacksonville, NC 28540  
(910) 455-5300  
FAX: (910) 455-3112

**Roger Ingram, President**

Bellhaven, NC	WKJA-FM
Jacksonville, NC	WKOQ-FM
Marion, SC	WCMG-FM

**Nebraska Rural Radio Association**

PO Box 880  
Lexington, NE 68850  
(308) 324-2371  
FAX: (308) 324-5786

**Otto Geiger, President**

Lexington, NE	KRVN-AM & FM
Scottsbluff, NE	KNEB-AM & FM

**Neuhoff Broadcasting Corp.**

3055 South Fourth Street  
Springfield, IL 62703  
(217) 528-3033  
FAX: (217) 528-5348

**Geoff Neuhoff, President**

<b>Kevin O'Dea, VP</b>	
<b>Mike Hulvey, VP</b>	
Danville, IL	WDAN-AM & WDNL-FM
Springfield, IL	WFMB-AM & FM & WCVS-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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**New South Communications, Inc.**

PO Box 5797  
Meridian, MS 39302  
(601) 693-2661  
FAX: (601) 483-9826

**F.E. Holladay, President**

Meridian, MS	WALT-AM & WOKK-FM
Monroe, LA	KMLB-AM & KJLO-FM
Tupelo, MS	WSYE-FM

**NewCity Communications**

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

**Dick Ferguson, President**

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

**Nininger Stations**

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

**W.L. Nininger, President**

Charleston, WV	WQBE-AM & FM
Evansville, IN	WKDQ-FM
Johnson City-Kingsport, TN	WXBQ-AM & FM
Paducah, KY	WKYX-AM & WKYQ-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	KHOW-AM, KBCO-AM & FM & KHIH-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

**M  
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N**



# GROUP OWNERS

N  
•  
P

## Northeast Broadcasting Co, Inc.

288 South River Road  
Bedford, NH 03110  
(603) 668-9999

### Steven Silberberg, CEO

Boston, MA	WLYT-FM
Burlington, VT	WNCS-FM
Haverhill, MA	WHAV-AM
Montpelier, VT	WSKI-AM

## Northeast Communications Corp.

Radio Park Babbit Road  
Franklin, NH 03235  
(603) 934-2500

FAX: (603) 934-2933

### Jeff Fisher, President/GM

Franklin, NH	WFTN-AM & FM
Moultonborough, NH	WSCY-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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## Northern TV, Inc.

1007 West 32nd Avenue  
Anchorage, AK 99503  
(907) 562-3456  
FAX: (907) 562-0953

### A.G. Hiebert, Chairman

Anchorage, AK	KBYR-AM & KNIK-FM
Fairbanks, AK	KCBF-AM & KXLR-FM

## 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	KDNI-FM & 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
Stauton, VA	WTON-AM & FM

## Omni Broadcasting Company

PO Box 1656  
Bemidji, MN 56601-1656  
(218) 751-4120  
FAX: (218) 751-8091

### Lou Buron, President

Mary Campbell, VP	KIKV-FM
Alexandria, MN	WJJY-FM
Brainerd, MN	KBUN-AM & KBHP-FM
Bemidji, MN	

## 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
Columbus, OH	WLOH-AM, WRVF-FM & WHOK-FM
Jacksonville, FL	WAPE-FM, WFYV-FM, WXXL-FM
Orlando, FL	WEAT-AM & FM
West Palm Beach, 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	WWAV-FM
Jackson, MS	WKXI-AM & WTYX-FM
Monroe, LA	KMYF-FM
Savannah, GA	WSOK-AM, WAEV-FM & WLVA-FM

## Orr & Earls Broadcasting, Inc.

202 Courtney  
Branson, MO 65616  
(417) 334-6012  
FAX: (417) 334-7141

### Roderick Orr, President

Branson, MO	KOMC-AM & KRZK-FM
Knoxville, TN	WSEV-AM & WDLY-FM

## Osborn Communications

130 Mason Street  
Greenwich, CT 06830  
(203) 629-0905  
FAX: (203) 629-1749

### Frank Osborn, President

Asheville, NC	WWNC-AM & WKSF-FM
Dayton-Springfield, OH	WAZU-FM
Daytona Beach, FL	WFKS-FM
Fort Myers, FL	WOLZ-FM
Gadsden, AL	WAAX-AM & WQEN-FM
Jackson, TN	WTJS-AM & WTNV-FM
Jacksonville, FL	WBYB-FM
Raleigh, NC	WFXK-FM
Syracuse, NY	WNRD-AM & WNTQ-FM
West Atlantic City, NJ	WAYV-FM
Wheeling, WV	WWVA-AM & WOVB-FM

## Ostrander-Wilson Stations

114 Lakeside Avenue  
Seattle, WA 98122  
(206) 324-2000

FAX: (206) 322-4670

### George Wilson, President

Blaine, WA	KARI-AM
Seattle, WA	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	KYOS-AM
Modesto-Merced, CA	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
Phoenix, AZ	KCWW-AM & KNIX-FM

P

## Pacific Northwest Broadcasting

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

FAX: (208) 336-3734

### Charles Wilson, President

Boise, ID	KBOI-AM, KLCI-FM & KQFC-FM
Pocatello, ID	KSEI-AM & KMGF-FM

**P**

**Pacifica Foundation**

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

**Jack O'Dell, Chairman**  
Berkeley, CA

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

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

**Palmer Communications Inc.**

c/o WHO-AM  
1801 Grand Avenue  
Des Moines, IA 50309  
(515) 242-3500  
FAX: (515) 242-3797

**Joe Lentz, Sr. VP/Broadcasting**  
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) 279-9553

**Stephen O. Jacobs, President**  
Oceanside, CA

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

San Diego, CA

**Park Communications**

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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

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

Flagstaff/Cottonwood, AZ  
Kingman, AZ

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

**Dale 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

**Paul Bunyan Network**

314 East Front Street  
Traverse City, MI 49684  
(616) 947-7675

**Ross Biederman**

Alpena, MI  
Cadillac, MI  
Northwest Michigan, MI

WATZ-AM & FM  
WKJF-AM & FM  
WTCM-AM & FM  
& WBCM-FM

**Paxson Communications Corp.**

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

**Lowell "Bud" Paxson, Chairman/CEO**

**James B. Bocock, President/COO**

**Jay Hoker, President/Paxson Radio**  
Cookeville, TN

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

Jacksonville, FL

Miami, FL

Orlando, FL

Tampa, FL

**Paxson Networks Inc.**

621 Mainstream Drive  
Suite 230  
Nashville, TN 37228  
(615) 742-6105  
FAX: (615) 742-6124  
**Jay Hoker, President**  
Ocala, FL

WTMC-AM

**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

**Pembrook Pines**

1705 Lake Street  
Elmira, NY 14901  
(607) 733-5626  
FAX: (607) 733-5627

**Robert Pfuntner, President**  
**Robert Pfuntner, VP**

Bath, NY

Elmira, NY

Ithaca, NY  
Rochester, NY

Southport, NY

WABH-AM  
& WVIN-FM  
WELM-AM  
& WLVE-FM  
WPIE-AM  
WACK-AM  
& WNNR-FM  
WOKN-FM

**Peninsula Communications, Inc.**

PO Box 109  
Homer, AK 99603  
(907) 235-6000  
FAX: (907) 235-6683

**David Becker, President**  
**Eileen Becker, VP**  
Homer, AK

KGTL-AM  
& KWVV-FM  
KPEN-FM

Soldotna, AK

**Peoples Broadcasting**

252 North Queen Street  
Lancaster, PA 17603  
(717) 394-7261

**Sam Aldoeffer, Jr., President**

**Chuck Lontine, VP/GM**  
Lancaster, PA

WLAN-AM & FM

**Pillar Of Fire, Inc.**

PO Box 9058  
Zarephath, NJ 08890-9058  
(908) 469-0991  
FAX: (908) 271-1968

**Donald Wolfram, President**  
**Crawford Rea, GM**

Cincinnati, OH  
Denver-Boulder, CO  
New York, NY

WAKW-FM  
KPOF-AM  
WAWZ-FM

**P**

**Pinnacle Broadcasting Company Inc.**

2505 North Highway 360  
Suite 620  
Grand Prairie, TX 75050  
(817) 649-0184  
FAX: (817) 649-1707

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

Decatur, IL	WSOY-AM & FM
El Paso, TX	KAMA-AM & KAMZ-FM
Evansville, IN	WYNG-FM
Greenville-New Bern, NC	WRNS-AM & FM
Lubbock, TX	KLLL-AM & FM
Myrtle Beach, SC	WYAV-FM
Raleigh-Durham, NC	WDUR-AM, WFXC-FM & WFXK-FM

**Plessinger Radio Group**

1591 Boyle Road  
Hamilton, OH 45013  
(513) 863-0774  
FAX: (513) 868-1779

**Richard Plessinger, Owner**

Apalachicola, FL	WOYS-FM
Cincinnati, OH	WCVG-FM
Georgetown, OH	WAXZ-FM
Ripley, OH	WAOL-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**

Charlotte/Gastonia, NC	WNOW-AM
Charlottesville, VA	WKTR-AM
Claremont, NC	WCXN-AM
Green Valley, WV	WAMN-AM
Greensboro/	
Winston Salem, NC	WSGH-AM
Huntington/Ashland, KY	WOKT-AM
Martinsville, VA	WODY-AM
Raleigh/Durham, NC	WFTK-AM
Smithfield, VA	WKGM-AM

**Pourtales Radio**

205 East Cheyenne Mountain Blvd.  
Suite 100  
Colorado Springs, CO 80906  
(719) 576-6850

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

Colorado Springs, CO	KVOR-AM, KTWK-AM KSPZ-FM & KVUU-FM
Lincoln, NE	KZKX-FM & KTGL-FM
Mobile, AL	WAVH-FM & WKSJ-AM & FM
Spokane, WA	KEYF-AM & FM, KUDY-AM & KKZX-FM
Tri-Cities, WA	KTCR-AM & KEGX-FM
Wichita, KS	KQAM-AM, KFH-AM, KEYN-FM & KXLK-FM

**PrairieLand Stations**

337 North Water Street  
Decatur, IL 62523  
(217) 423-9744  
FAX: (217) 423-9764

**Steve Bellinger, President**

Decatur, IL	WDZ-AM & WDZQ-FM
Monticello, IL	WCZQ-FM
Streator, IL	WIZZ-AM & WSTQ-FM

**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	WKSS-FM
Portsmouth, NH	WMYF-AM & WERZ-FM
Rochester-Portsmouth, NH	WWEM-FM & WZNN-AM

**Premier Group**

1133 Kresky  
Centralia, WA 98531  
(206) 736-1355  
FAX: (206) 736-4761

**Rod Etherton, President/Owner**

Centralia-Chehalis, WA	KITI-AM & FM
Longview, WA	KEDO-AM & KLYK-FM

**Prettyman Broadcasting**

PO Box 909  
Salisbury, MD 21801  
(410) 742-3212  
FAX: (410) 548-1543

**William Prettyman, President**

Baltimore, MD	WXCY-FM
Lewes, DE	WXJN-FM
Martinsburg, WV	WEPM-AM & WKMZ-FM
Milford, DE	WYUS-AM & WAFL-FM
Salisbury-Ocean City, MD	WICO-AM & FM

**Price Broadcasting Co.**

35 Century Parkway  
Salt Lake City, UT 84115  
(801) 486-3911  
FAX: (801) 486-7653

**John Price, Chairman/CEO**

Columbia, SC	WOMG-AM & FM
Salt Lake City, UT	KCNR-AM & KVRI-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, WIVY-FM & WKQL-FM
Louisville, KY	WWKY-AM, WTFX-FM & WVEZ-FM
Raleigh-Durham, NC	WDCG-AM & WZZU-FM
Tucson, AZ	KCEE-AM, KNST-AM, KRQQ-FM & KWFM-FM
Wichita, KS	KNSS-AM, KKRD-FM & KRZZ-FM

**PTI Broadcasting Inc.**

2395 Tampa Street  
Reno, NV 89512  
(702) 333-0123  
FAX: (702) 333-0101

**Roy Robinson, President**

Boise, ID	KZMG-FM
Eugene, OR	KDUK-AM & FM
Reno, NV	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
Buffalo, NY	WHTT-AM & FM
Charlotte, NC	WRFX-AM, WRFX-FM & WEDJ-FM
Chicago, IL	WNUA-FM
Philadelphia, PA	WJJZ-FM & WYXR-FM
Rochester, NY	WPXY-FM

**R**

**R.P. Companies, Inc.**

350 Park Avenue  
16th Floor  
New York, NY 10022  
(212) 980-7110  
FAX: (212) 980-8374

**Martin Pompadur, President**

Anaheim, CA	KORG-AM & KEZY-FM
Bridgeport, CT	WICC-AM
Cleveland, OH	WQAL-FM
Westport, CT	WEBE-FM



**R**

**Radio Associates**

3503 Greenleaf Boulevard  
#203

Kalamazoo, MI 49008  
(616) 375-1800  
FAX: (616) 375-1346

**Robert Salmon, President**

**Jerry Miller, VP/GM**

Modesto, CA	KMIX-AM & FM
Kalamazoo, MI	WKZO-AM
Redding, CA	KEWB-FM
Grand Rapids, MI	WBCT-FM

**Radio Cleveland**

PO Drawer 780  
Cleveland, MS 38732  
(601) 843-4091  
FAX: (601) 843-9805

**Clint Webster, VP/GM**

Cleveland, MS	WAID-FM & WKDJ-FM
	WCLD-AM & FM

**Radio Equity Partners, L.P.**

40 Richards Avenue  
4th Floor  
Norwalk, CT 06854  
(203) 857-5600

**George Sosson, General Partner**

Columbia, SC	WARQ-FM & WWDM-FM
Ft. Myers, FL	WCKT-FM & WIXI-FM
Memphis, TN	WREC-AM, WEGR-FM & WRXO-FM
New Orleans, LA	WNOE-AM & FM & KLJZ-FM
Oklahoma City, OK	KXXY-AM & FM & KTST
Providence, RI	WWBB-FM
Springfield, MA	WHYN-AM & FM
Winston Salem, NC	WSJS-AM & WTQR-FM

**The Radio Group**

PO Box 1319  
Columbia, LA 71418  
(318) 649-7959  
FAX: (318) 649-2756

**Tom Gay, Owner**

Columbia, LA	KCTO-AM & FM
Ferriday, LA	KFNV-AM & FM
Jena, LA	KJNA-AM & FM
Marksville, LA	KAPB-AM & FM
Winnsboro, LA	KMAR-AM & FM

**Radio Management Associates**

175 Derby Street  
Suite 33  
Hingham, MA 02043  
(617) 749-0858  
FAX: (617) 749-2376

**Jim Epstein, President/CEO**

**Eric Johnson, Partner/Owner**

Littleton, NH	WMTK-FM
Newport, VT	WIKE-AM
St. Johnsbury, VT	WSTJ-AM & WNKV-FM

**Radio One**

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

**Alfred Liggins, President**

Baltimore, MD

Washington, DC

WWIN-AM & FM  
& WERC-AM & FM  
WOL-AM  
& WMMJ-FM

**Radio One Broadcasting**

1230 O Street  
Suite 311  
Lincoln, NE 68508  
(402) 476-3222  
FAX: (402) 476-1300

**Raymond Lamb, Chairman**

**Wayne Walker, President**

Brookings, SC	KBRK-AM & FM
Columbus, NE	KTTT-AM & KKOT-FM
Huron, SD	KIJV-AM
Lincoln, NE	KMEM-AM & KLDZ-FM
Luverne, MN	KQAD-AM & KLQL-FM

**Radio South, Inc.**

400 3rd Avenue  
Jasper, AL 35501  
(205) 221-2222  
FAX: (205) 384-6069

**Houston Pearce, GM**

**John Davis, Owner**

**Charles Wiggins, Local Sales Manager**

Birmingham, AL	WARF-AM & WFFN-FM
Talladega, AL	WTUG-FM
Tuscaloosa, AL	WTSK-AM

**Radio Statesboro, Inc.**

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

**Nathan Hirsch, Owner**

Statesboro, GA	WWMS-AM & WMCD-FM
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**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

**Raymark Broadcasting**

PO Box 1020  
Indiana, PA 15701  
(412) 479-1160  
FAX: (412) 479-3500

**Mark Harley, Owner**

Curwensville, PA	WOKW-FM
Homer City, PA	WCCS-AM

**The Regional Group**

2030 Pine Hollow Boulevard  
Sharon, PA 16146  
(412) 346-4113

FAX: (412) 981-4545

**Tom Klein, COO/VP**

Binghamton, NY

Hubbard, OH  
Sharon, PA

WKOP-AM  
& WAAL-FM  
WRBP-FM  
WPIC-AM  
& WYFM-FM

**Renda Broadcasting Corp.**

Broadcast Plaza  
1459 Crane Avenue  
Pittsburgh, PA 15220  
(412) 531-9500  
FAX: (412) 531-4068

**Anthony F. Renda, President**

Ft. Myers, FL  
Jacksonville, FL  
Oklahoma City, OK  
Pittsburgh, PA

Punxsutawney, PA

Tulsa, OK

WWGR-FM  
WEJZ-FM  
KMGL-FM  
WJAS-AM  
& WSHH-FM  
WECZ-AM  
& WPXZ-FM  
KHTT-AM  
& KBEZ-FM

**The Result Radio Group**

PO Box 5767  
Winona, MN 55987-0767  
(507) 452-4000  
FAX: (507) 452-9494

**Jerry Papenfuss, Owner**

Blue Earth, MN  
Fergus Falls, MN

Winona, MN

KBEW-AM & FM  
KBRF-AM  
& KZCR-FM  
KAGE-AM & FM

**Roberts Broadcasting, Inc.**

PO Box 39010  
Sarasota, FL 34238  
(813) 966-2287

**Donald Roberts, President/CEO**

Ironwood, MI

Merrill, WI

WJMS-AM  
& WIMI-FM  
WJMT-AM  
& WMZK-FM

**Rocky Mountain Company**

PO Box 5559  
Avon, CO 81620  
(303) 949-0140

**Clifton Gardiner, Managing Partner**

Aspen, CO	KSNO-FM
Breckenridge, CO	KSMT-FM
Gunnison, CO	KKYY-FM
Steamboat Springs, CO	KIDN-FM
Vail, CO	KZYR-FM

**R**

**R**

**Rodgers Broadcasting Corp.**

PO Box 1577  
1639 Burton Lane  
Martinsville, IN 46151  
(317) 342-3394  
*David Rodgers, President*  
Connersville, IN WCNB-AM & FM  
& WIFE-FM  
Macon, GA WBML-AM  
Martinsville, IN WMCB-AM  
& WCBK-FM  
Washington Courthouse, OH WOFR-AM  
& WCHO-FM

**Root Communications**

PO Box 2860  
Daytona Beach, FL 32120-2860  
(904) 258-4703  
*Charles Cohoon, President*  
Daytona Beach, FL WNDP-AM  
& WCFB-FM  
Lakeland-Winter Haven, FL WLKF-AM  
& WEZY-FM

**Roper Broadcasting, Inc.**

2355 Pluckebaum Road  
Cocoa, FL 32926  
(407) 639-1176  
FAX: (407) 639-1027  
*Robert Rowland, President*  
*Gwendolyn Rowland, VP*  
Sebring, FL WITS-AM  
& WCAC-FM

**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*  
Cape Cod, MA WKPE-AM & FM

**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 WALY-FM  
Wilkes Barre-Scranton, PA WCDL-AM  
& WSGD-FM  
Williamsport, PA WWPA-AM,  
WWWDD-FM

**Saga Communications**

73 Kercheval Avenue  
Grosse Pointe Farms, MI 48236  
(313) 886-7070  
FAX: (313) 886-7150  
*Ed Christian, President/CEO*  
*Steve Goldstein, Exec. VP/Group PD*  
Champaign, IL WLRW-FM  
& WIXY-FM  
Columbus, OH WVKO-AM  
& WSNY-FM  
Des Moines, IA KRNT-AM,  
KIOA-AM & FM  
& KSTZ-FM  
Manchester, NH WFEA-AM  
& WZID-FM  
Milwaukee, WI WKLH-FM  
& WLZR-AM & FM  
Norfolk, VA WNOR-AM & FM  
& WAFX-FM  
Portland, ME WGAN-AM,  
WZAN-AM,  
WMGX-FM  
& WYNZ-FM  
Springfield, IL WYMG-FM  
& WQQL-FM  
Springfield, MA WAQY-AM & FM

**St. Pe-Communications**

916 Foley Street  
Jackson, MS 39202  
(601) 352-6673  
*Edward St. Pe, President*  
Jackson, MS WJXN-AM & FM  
Yazoo City-Madison, MS 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*  
Arlington, VA WAVA-FM  
Boston, MA WEZE-AM  
Boulder, CO KRKS-FM  
Burien-Seattle, WA KGNW-AM  
Columbus-Washington, OH WRFD-AM  
Denver, CO KRKS-AM  
Des Plaines, IL WYLL-FM  
Hackensack, NJ WWDJ-AM  
Johnstown, OH WRZR-FM  
Long Beach, CA KGER-AM  
Los Angeles, CA KKLA-FM  
New York, NY WMCA-AM  
Oxnard, CA KDAR-FM  
Philadelphia, PA WFIL-AM  
& WZZD-FM  
Pittsburgh, PA WPIT-AM  
& WORD-FM  
Portland, OR KPDQ-AM & FM  
Rosamond, CA KAVC-FM  
San Antonio, TX KSLR-AM  
San Bernardino, CA KLFE-AM  
San Francisco, CA KFAX-AM  
San Marcos, CA KPRZ-AM  
Seattle, WA KPOZ-AM

**Salter Broadcasting Company**

PO Box 1730  
Aurora, IL 60507  
(708) 898-6668  
FAX: (708) 898-2463  
*Shelly Salter, President/CEO*  
*Jill Nelson, VP*  
Rockford, IL WBEL-AM  
& WRWC-FM

**Sandusky Radio**

601 California Street  
Suite 2260  
San Francisco, CA 94108  
(415) 788-3161  
FAX: (415) 788-3165  
*Norman Rau, President*  
Dallas, TX KEGL-FM  
Phoenix, AZ KUKQ-AM,  
KDKB-FM  
& KUPD-FM  
Seattle, WA KIXI-AM  
& KLSY-FM

**SBC Technologies**

700 Canal Street  
5th Floor  
Stamford, CT 06902  
(203) 357-1464  
*Leonard Fassler, Chairman*  
Stowe, VT WVMX-FM  
Waco, TX WACO-AM & FM

**Schurz Communications, Inc.**

225 West Colfax Avenue  
South Bend, IN 46626  
(219) 287-1001  
*Franklin Schurz, President*  
*E. Berry Smith, Sr. VP*  
*James Young, Treasurer*  
Lafayette, IN WASK-AM  
& WKOA-FM  
South Bend, IN WSBT-AM  
& WNSN-FM

**Scofield Broadcasting Co.**

PO Box 2048  
Williston, ND 58802-2048  
(701) 572-5371  
FAX: (701) 572-7511  
*Charles Scofield, Owner*  
*John Scofield, GM-KEYZ/KYYZ*  
*Penny Dickenson, GM-KLPZ*  
Parker, AZ KLPZ-AM  
Williston, ND KEYZ-AM  
& KYYZ-FM

**Sconnix Broadcasting Company**

Tyson's 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 WBMD-AM  
& WQSR-FM  
Kansas City, MO KFKF-FM  
Laconia, NH WLNH-FM  
& WBHG-FM  
Quad Cities, IL WLLR-AM & FM

**S**

**Seaton Management**

PO Box 877  
Coffeyville, KS 67337  
(316) 251-2900  
**R.M. Seaton, Chairman**  
Lubbock, TX

KFYO-AM  
& KZII-FM  
KMAN-AM  
& KMKF-FM

Manhattan, KS

**Secret Communications, LP**

312 Walnut Street  
Suite 3550  
Cincinnati, OH 45202  
(513) 621-1600  
FAX: (513) 621-3299

**Frank E. Wood, President/CEO**

**Chuck Finney, VP/Operations**

**John Crabb, VP/Controller**

Cleveland, OH

WWWE-AM  
& WLTF-FM  
KALC-FM  
& KMJI-FM  
WJLB-FM  
& WMXD-FM  
WNDE-AM,  
WFBO-FM  
& WRZX-FM  
WDVE-FM  
KSFM-FM  
& KSMJ-FM

Denver, CO

Detroit, MI

Indianapolis, IN

Pittsburgh, PA  
Sacramento, CA

**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

KRLD-AM  
WSSL-AM,  
WMYI-FM  
& WSSL-FM  
KODA-FM  
WJDS-AM,  
WMSI-FM  
& WKTF-FM  
WSIX-FM  
& WYHY-FM  
KJQY-FM  
& KYXY-FM

Houston, TX  
Jackson, MS

Nashville, TN

San Diego, CA

**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

WFOX-FM  
KXKL-AM & FM  
WDFN-AM  
& KZDG-FM  
WWWV-FM  
KZFX-FM  
KLAC-FM  
& KZLA-FM  
KFAN-AM  
& KEEY-FM  
WHTZ-FM  
KMLE-FM  
WWSW-AM & FM  
KNEW-AM,  
KABL-AM & FM  
& KSAN-FM

Houston, TX  
Los Angeles, CA

Minneapolis, MN

New York, NY  
Phoenix, AZ  
Pittsburgh, PA  
San Francisco, CA

**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  
WTRR-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 & KTJJ  
KJCF-AM  
KJEL & KIRK  
KWIX & KRES

**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  
KKRD

**Shockley Communications Corp.**

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  
& KFRQ-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**

Salt Lake City, UT

KDYL-AM,  
KSFI-FM  
& KRSP-FM  
KDXU-AM  
& KZEZ-FM

St. George, UT

**Sinclair Communications, Inc.**

6158 Yellow Biren Court  
Plainfield, IN 46168  
(317) 838-7130  
FAX: (317) 838-7225

**Robert Sinclair, VP**

Norfolk-Virginia Beach, VA

WNIS-AM  
& WROX-FM  
WGCV-AM,  
WCDX-FM  
& WPLZ-FM

Richmond, VA

**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**



# GROUP OWNERS

S

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, KDLO-FM & KIXX-FM
Yankton, SD	KYNT-AM & KKYA-FM

## South Central Communications

PO Box 40506  
Nashville, TN 37204  
(615) 259-0929  
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 & KMKM-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	WZMQ-FM
Los Angeles, CA	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**

**Mike Maciejewski, VP**

Alpena, MI	WCLS-FM
Grayling, MI	WCLX-FM
Kalamazoo, MI	WNTX-FM

## Spur Capital, Inc.

301 Congress Avenue  
Suite 410  
Austin, TX 78701  
(512) 495-6495  
FAX: (512) 477-7389

**Don Kuykendall, Owner**

Austin, TX	KVET-FM
Jackson, MS	WSLI-AM & WJDX-FM

## 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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## STARadio Corp.

329 Maine Street  
Quincy, IL 62301  
(217) 224-4102  
FAX: (217) 224-4133

**Jack Whitley, President**

**Pan Hunt, VP/GM**

Great Falls, MT	KMON-AM & FM
Hannibal, MO	KGRC-FM
Kankakee, IL	WKAN-AM & WLRT-FM
Portsmouth, OH	WNXT-AM & FM

## Starcast Stations

PO Box F  
Keyser, WV 26726  
(304) 788-1662  
FAX: (304) 788-1662

**Jack Mullen, Owner**

**Curtis Durst, Owner**

**William Kelly, GM**

Bryson City, NC	WBHN-AM
Keyser, WV	WKLP-AM & WQKZ-FM

## 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

## Straus Media Group

22 North Main Street  
Ellenville, NY 12428  
(914) 647-5678  
FAX: (914) 647-5008

**Eric Straus, Owner**

**Peter Straus, Chairman**

**Jeanne Straus, VP**

Albany-Schenectady, NY	WKKL-AM, WHUC-AM, WCTW-FM & WRVW-FM
Ellenville, NY	WELV-AM & WWWWK-FM
Johnson City-Kingsport, VA	WFTR-AM

## 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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**S**

**Sudbury Services Inc.**

Newport Broadcasting  
PO Box 989  
Blytheville, AR 72316  
(501) 762-2093  
FAX: (501) 763-8459

**Harold Sudbury Jr., President**  
Blytheville, AR

Heber Springs, AR  
Hope, AR  
Newport, AR

Prescott, AR  
West Memphis, AR

KLCN-AM  
& KHLS-FM  
KAWW-AM & FM  
KHFA-FM  
KNBY-AM  
& KOKR-FM  
KTPA-AM  
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**

**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

**Sunbrook Communications**

North 1212 Washington  
Suite 124  
Spokane, WA 99201  
(509) 326-9500  
FAX: (509) 326-1560

**Larry Roberts, President/CEO**  
Billings, MT

Butte, MT

Great Falls, MT

Missoula, MT

Wenatchee, WA

KBLLG-AM,  
KRKX-FM  
& KYA-FM  
KXTL-AM,  
KAAR-FM  
& KQUY-FM  
KXGF-AM  
& KAAK-FM  
KGRZ-AM  
& KDXT-FM  
KXAA-FM  
& KYSN-FM

**Sundance Broadcasting**

840 North Central Avenue  
Phoenix, AZ 85004  
(602) 258-8181

**Michael Jorgenson, President**  
Boise, ID

Milwaukee, WI

Phoenix, AZ

KIDO-AM,  
KHEZ-FM  
& KLTB-FM  
WOKY-AM  
& WMIL-FM  
KISO-AM,  
KOY-AM,  
KYOT-FM  
& KZON-FM

**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, TX KKYS-FM  
Longview, TX KYKX-FM  
Pensacola, FL WOWW-FM  
Shreveport, LA KMJJ-FM

**Sunrise Broadcasting**

131 East 62nd Street  
New York, NY 10021  
(212) 319-7210

**J. Klebe, President**

Columbus, OH WCKX-FM  
Dothan, AL WQLS-AM & FM  
Las Cruces, NM KGRT-AM & FM  
Nebraska City, NE KNCY-AM & FM  
Newburgh-Middletown, NY WGNV-AM & FM  
Omaha, NE KISP-FM  
& KNBQ-FM

Topeka, KS KQTP-FM

**Superior Broadcast Group**

PO Box 73  
Batesville, MS 38606  
(601) 563-4664

**Boyd Ingram, Owner**

Eminence, KY  
Sullivan, IL  
Superior, NE

WKXF-AM  
WKJR-FM  
KRFS-AM & FM

**Susquehanna Radio Corp.**

140 East Market Street  
York, PA 17401  
(717) 848-5500

FAX: (717) 852-2132

**David E. Kennedy, President**

Atlanta, GA WNNX-FM  
Cincinnati, OH WRRM-FM  
Dallas-Ft. Worth, TX KLIF-AM  
& KPLX-FM

Houston, TX KRBE-FM  
Indianapolis, IN WGRL-FM

Norfolk, VA & WFMS-FM  
San Francisco, CA WGH-AM & FM

Wilkes Barre-Scranton, PA KNBR-AM  
& KFOG-FM

York, PA WARM-AM,  
WBHT-FM  
& WMGS-FM  
WSBA-AM  
& WARM-FM

**T**

**TAK Communications, Inc.**

1355 Piccard Drive  
Suite 460  
Rockville, MD 20850  
(301) 921-8880  
FAX: (301) 921-9396

**Sharad Tak, President**  
Champaign, IL

WKIO-FM

**Talley Radio Stations**

PO Box 10  
Litchfield, IL 62056  
(217) 324-5921

**Hayward Talley, President**

Fort Madison, IA  
Litchfield, IA

KBKB-AM & FM  
WSMI-AM & FM

**Sarkes Tarzian Inc.**

PO Box 62  
Bloomington, IN 47402  
(812) 332-7251

**George Vargo, President**

Bloomington, IN

WGCL-AM  
& WTTS-FM  
WAJI-FM  
& WLDE-FM

Ft. Wayne, IN

**Tate Communications**

PO Box 1808  
Harlingen, TX 78551  
(512) 423-5068  
FAX: (512) 421-1582

**Harvey Tate, President**

**George Hochman, VP**

Fayetteville-Springdale, AR  
McAllen-Brownsville, TX

KMCK-FM  
KVJY-AM  
& KTEX-FM

**Taylor Broadcasting**

598 West Sandtown Road  
Marietta, GA 30064  
(404) 421-1165

**Stephen Taylor, Owner**

Greenville-New Bern, NC  
Macon, GA  
Newcastle, IN  
Saginaw, MI

WIKS-FM  
WQBZ-FM  
WMDH-AM & FM  
WTLZ-FM

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- MU = Music Products
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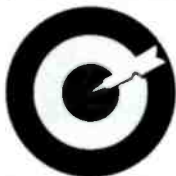
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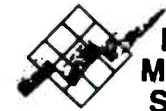
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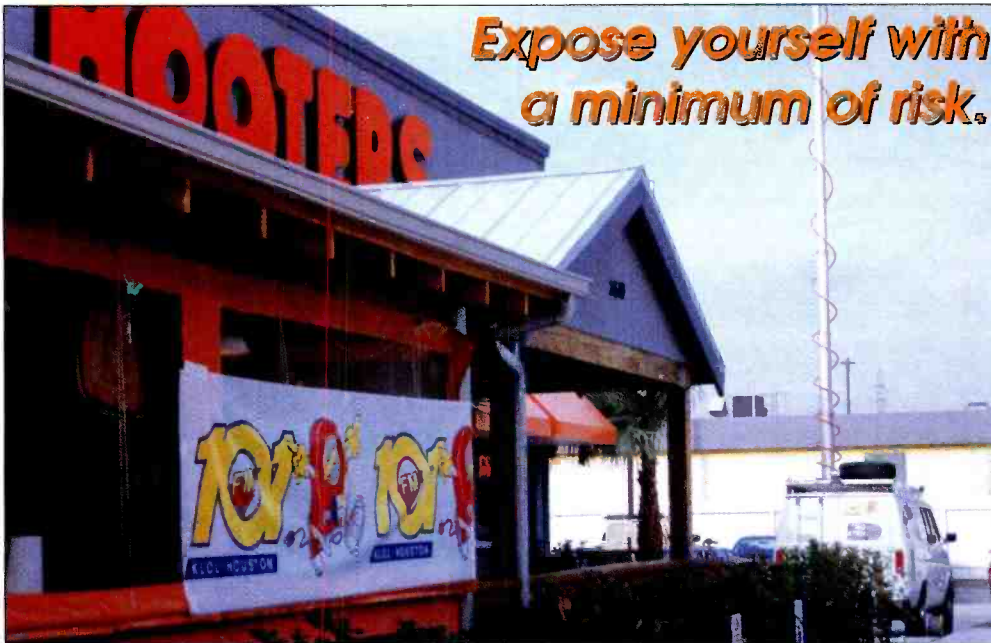
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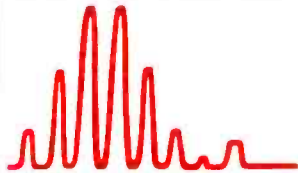
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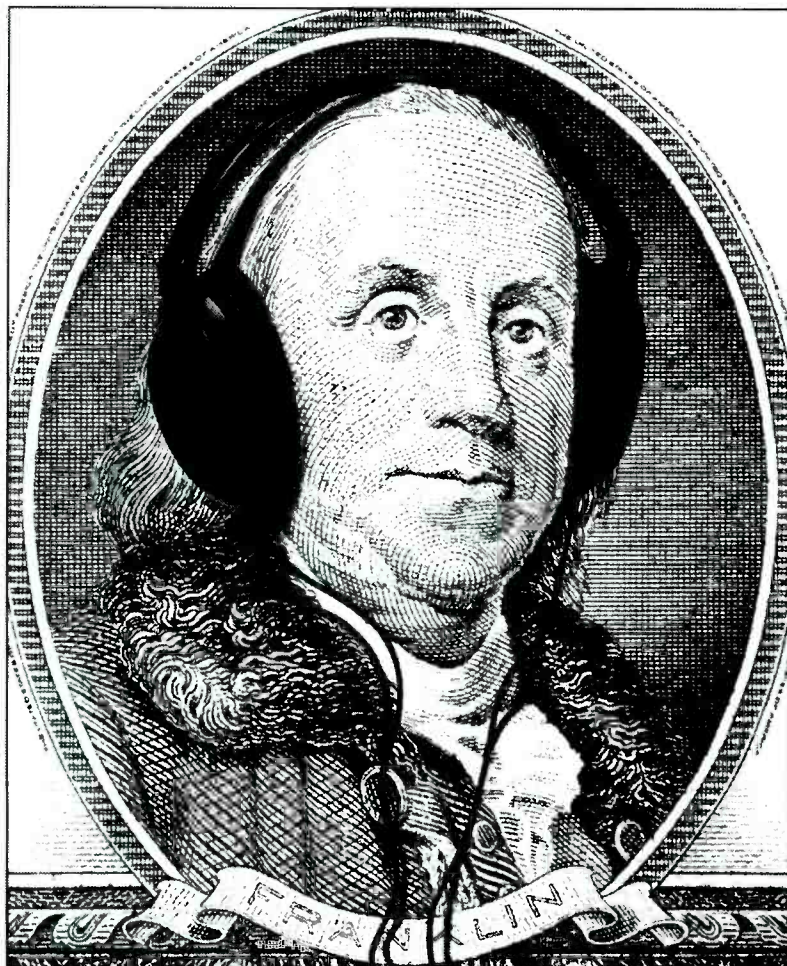
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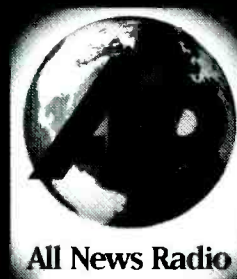
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FAX: (201) 585-7962

**George Kalman**, President

### Mercury Two Productions

PO Box 1258  
Westerville, OH 43086  
(614) 523-1400

FAX: (614) 523-1498

**Patrick Myers**, President

### Metro Networks

100 Four Falls Corporate Center  
Suite 104  
West Coshocken, PA 19428

(800) 800-6397, (610) 825-1800

FAX: (610) 825-1820

**Bill Yeager**

### Metro Traffic Control

2700 Post Oak Boulevard  
Suite 1400  
Houston, TX 77056

(713) 621-2800

FAX: (713) 622-9121

**Jim O'Neill**, Manager/Network Services

### Metro Weather Services Inc.

507-535 Rockaway Avenue  
Valley Stream, NY 11581  
(800) 488-7866, (516) 568-8844

FAX: (516) 568-8853

**Pat Pagano**, President

### Charles Michelson Inc.

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Beverly Hills, CA 90212  
(800) 648-4546, (310) 278-4546

FAX: (310) 278-7932

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### Robert Michelson Inc.

127 West 26th Street  
New York, NY 10001

(212) 243-2702

FAX: (212) 691-5531

**Robert Michelson**, President

### Miller Broadcast Management Inc.

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Suite 1902  
Chicago, IL 60610

(312) 266-6665

FAX: (312) 266-6632

**Lisa Miller**, President



### MJI Broadcasting

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6th Floor

New York, NY 10019

(212) 245-5010

FAX: (212) 586-1090

**Josh Feigenbaum**, President

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1370 Davern Street  
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(612) 696-0123

FAX: (612) 696-0125

**James Rasmussen**, Director/Programming

### Modern Rock Buzz

PO Box 366  
Enfield, CT 06083  
(203) 763-2838

FAX: (203) 749-2917

**Michael Murray**, CEO

### Modern Rock Countdown

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Enfield, CT 06083  
(203) 763-2838

FAX: (203) 749-2917

**Michael Murray**, CEO

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Long Island City, NY 11101-4710  
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FAX: (718) 786-3870

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**Ruth Meyer**

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Denver, CO 80223  
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FAX: (303) 733-3801

**Keith Hughes**, Principal

### Mortek Corporation

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Suite 430

Frederick, MD 21701

(301) 371-4000

FAX: (301) 371-4509

**Jeanne Mantell**

### Moss Broadcasting Communications Inc.

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West Linn, OR 97068  
(503) 656-5005

FAX: (503) 656-5676

**John L. Moss**, President

### MRN Radio

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Daytona Beach, FL 32114-1243  
(904) 254-6760

**John McMullin**, President/GM

### Multi Verse Networks

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35th Floor  
New York, NY 10019

(212) 554-4938

FAX: (212) 554-4937

**David Landau**

### Murray/Walsh Radio Programming Inc.

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Enfield, CT 06082  
(203) 763-2838

FAX: (203) 749-2917

**Michael Murray**, CEO

**Kathryn Murray**, President

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FAX: (413) 783-3168

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FAX: (203) 929-6023

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**Joe Restifo**, Executive VP

**Zim Barsteln**, Nat'l Sales Manager

# PROGRAM SUPPLIERS & NETWORKS

M  
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P

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### **Musical Starstreams**

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Sedona, AZ 86339  
(520) 204-1989  
FAX: (520) 204-1990  
*Forest, Producer & Host*

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### **Narwood Productions Inc.**

211 East 43rd Street  
Suite 603  
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(212) 983-3320  
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301 East Boulevard  
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(704) 376-0075  
FAX: (704) 376-2003  
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Suite 700  
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(202) 728-8379, (800) 777-6273  
*Cameron Brown, Assoc. Dir./Media Services*  
*Troy Anderson, Market News Center*

### **The Nashville Record Review With Crook & Chase**

2644 McGavock Pike  
Nashville, TN 37214  
(615) 871-6725  
FAX: (615) 871-6760  
*Jeff Lyman, Network Coordinator*

### **National Alternative Network**

430 First Avenue North  
Suite 680  
Minneapolis, MN 55401  
(612) 338-2211  
FAX: (612) 338-3337  
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### **National Association Of Realtors**

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Washington, DC 20005  
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FAX: (202) 383-7563  
*Walter Molony, Broadcast News Manager*  
*Cheryl Spector*

### **Natural Sound**

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Wattsburg, PA 16442  
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FAX: (814) 739-2000  
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(201) 865-1500  
FAX: (201) 865-9345  
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Suite 520  
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FAX: (212) 242-2512  
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FAX: (310) 271-6073  
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FAX: (212) 445-5068  
*David M. Alpern, Sr. Editor/Co-Anchor*

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Rochester, NY 14618  
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FAX: (716) 264-0172  
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### **Non-Stop Productions Inc.**

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Salt Lake City, UT 84104  
(801) 531-0060  
FAX: (801) 531-0346  
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### **North American Network**

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FAX: (301) 654-9828  
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### **Norwood Communications Group**

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(817) 821-9701  
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FAX: (212) 656-6973  
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FAX: (416) 363-9090  
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### **Orange Productions Inc.**

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FAX: (904) 397-4149  
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### **Personal Growth Network**

3205 Production Avenue  
Oceanside, CA 92054  
(800) 553-5334, (619) 433-5600  
FAX: (619) 433-1590  
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**Phoney Calls**

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Temple Terrace, FL 33617  
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FAX: (813) 980-0306  
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FAX: (707) 725-3423  
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**Michael Carroll, VP/CFO**  
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**Premiere Radio Networks Inc.**

15260 Ventura Boulevard  
Suite 500  
Sherman Oaks, CA 91403  
(818) 377-5300  
FAX: (818) 377-5333  
**Steve Lehman, President/CEO**  
**Tim Kelly, Exec. VP/  
Programming**  
**Kraig T. Kitchin, Exec. VP/Sales**  
**Harold Wrobel, VP/GP &  
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FAX: (201) 768-7908  
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**Q**

**Quality Radio Productions Inc.**

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Suite 467  
Boston, MA 02116  
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(612) 338-4318  
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Suite 700  
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FAX: (202) 408-1087  
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New York, NY 10006  
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**Tom Mariam, Manager**

**Radio Cinema**

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**Lynn Anderson, VP/Worldwide  
Sales & Mktg.**  
**Ileana Landon, Promotions  
Director**  
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Marketing Director**

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Malibu, CA 90265  
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FAX: (310) 457-9869  
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**Radio Media Department**

Association of Unity Churches  
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Lee's Summit, MO 64063  
(816) 524-7414  
FAX: (816) 525-4020  
**Linda Harbin, Radio/Media Coordinator**

**Radio One Network**

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Avon, CO 81620  
(303) 949-0909  
FAX: (303) 949-0266  
**Cliff Gardiner, President**  
**Winnie Zeliger, Regional Sales**

**P  
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R**



# PROGRAM SUPPLIERS & NETWORKS

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## R

**Radio Personalities Inc.**  
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Suite 1000  
St. Louis, MO 63131  
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FAX: (314) 576-8814  
Zip Rzeppa, President

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(800) 521-2537, (810) 681-2660  
FAX: (810) 681-3936  
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FAX: (206) 441-6582

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Diana Davis, Affiliate Relations

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(303) 660-1873  
FAX: (303) 688-0645  
Len Roberts, National Programming Cons.

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FAX: (505) 823-9291  
Jim Cochran

**Rock Newz**  
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Enfield, CT 06083  
(203) 763-2838  
FAX: (203) 749-2917  
Michael Murray, CEO

**Russian American Broadcasting Co.**  
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Fort Lee, NJ 07024  
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**Segue Productions Inc.**

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**Joe Johnson, Creative Director**  
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**Sixty Second Preview Inc.**

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FAX: (203) 222-5864  
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FAX: (914) 424-4720  
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Broadcasting

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**SNP Radio Network**

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**S**

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FAX: (214) 298-0799  
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FAX: (202) 737-3362  
**Annette Jones, Managing Editor**

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FAX: (612) 290-2095  
**Scott Plum**

### Star Date

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McDonald Observatory  
Austin, TX 78712  
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FAX: (512) 471-5060  
**Sandra Barnes, Executive Producer**

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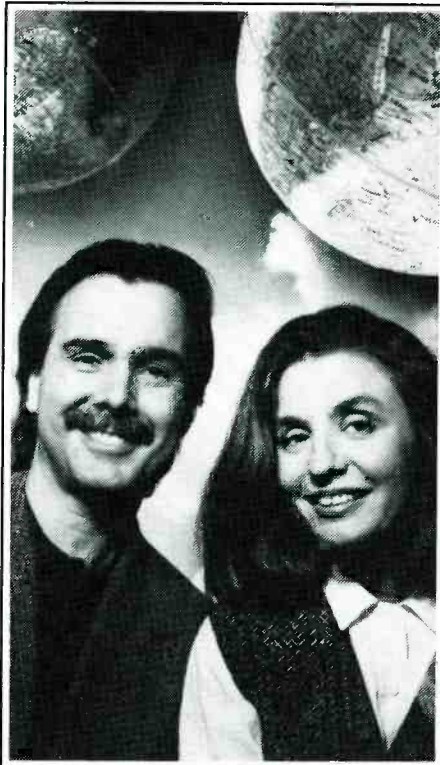
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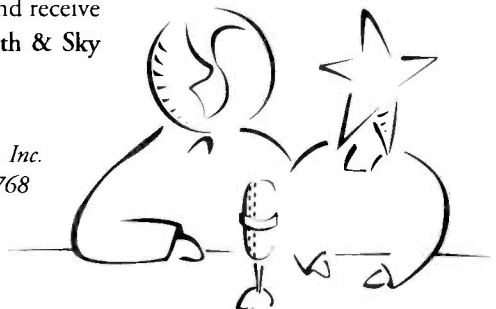
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**Chris Roldan, Dir./Nat'l Promotion**



**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**  
**John Fagot, Sr. VP/Promotion**  
**Jesus Garber, VP/Urban Promotion**  
**Art Phillips, VP/Rock Promotion**  
**John Souchack, Dir./Nat'l Rock Promotion**  
**Chris Lopes, Dir./Nat'l 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**

**I**

**Ichiban**

(incl. Naked Language, Sky, Techno 404, Wrap, Wild Dog, Ichiban International)  
 PO Box 724677  
 Atlanta, GA 31139-1677  
 (404) 419-1414  
 FAX: (404) 419-1230  
**John Abbey, CEO**  
**Randy Sadd, Dir./Nat'l Radio Promotion**  
**Brian Jones, R&B/Urban Radio Promotion**  
**"Easy Lee" Moyer, R&B/Urban Radio Promotion**  
**Tim Tittle, CHR/AC Radio Promotion**  
**Mike Kondo, Alternative/AOR Radio Promotion**  
**Lindsay Shannon, Nat'l College Radio Promotion**

**The Imago Recording Company**

152 West 57th Street  
 New York, NY 10019  
 (212) 246-6644,  
 FAX: (212) 246-0404  
**Terry Ells**  
**Ron Baldwin**  
**Foye Johnson**



**Interscope**

(distributed by WEA)  
 10900 Wilshire Boulevard  
 Suite 1230  
 Los Angeles, CA 90024  
 (310) 208-6547  
 FAX: (310) 208-7343  
**Ted Field**  
**Jimmy Iovine**  
**Marc Benesch**  
**John McLain**  
**Tom Whalley**  
**Michael Papale**  
**Tim Burruss**  
**David Cohen**  
**Brenda Romano**  
**Lynn McDonnell**  
**Sean Lynch**  
**Steve Richards**  
**Lori Earl**

**Inverted Records Inc.**

575 Madison Avenue  
 Suite 1006  
 New York, NY 10022  
 (212) 605-0470  
 FAX: (212) 308-9834  
**John Kenneth, President/CEO**  
**Debra Spagna, GMVP, Promotions**  
**Stephen Marcuccio, VP/A&R**

**G**

**Island Independent Labels**  
(incl. Mango, 4th & Broadway, Great Jones, Island Red Label, Smash)  
825 Eighth Avenue  
New York, NY 10019  
(212) 995-7800  
FAX: (212) 995-7857  
**John Junior**, Street Promotion  
**Alexis Aubrey**, Marketing  
**Pat Monaco**, Administration



**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

**John Sigler**, Sr. Dir./AOR Promotion

**Ed Green**, Assoc. Dir./CHR  
Promotion

**Martha Reynolds**, Dir./  
Crossover Promotion

**John Eckstine Jr.**, Nat'l Mgr./  
Club 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

8920 Sunset Boulevard  
Los Angeles CA 90069  
(310) 276-4500

FAX: (310) 247-8264

**Vicki Leben**, VP/CHR Promotion

**David Ross**, Sr. Dir./Nat'l AOR  
Promotion

**Linda Murdock**, Sr. Dir./Nat'l  
CHR Promotion

**Laura Hinson**, Sr. Dir./Nat'l AC  
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 &  
Creative Services  
**Karen Lee**, VP/Promotion

**Jazzology/GHB**

1206 Decatur Street  
New Orleans, LA 70116  
(504) 525-1776  
FAX: (504) 523-2629  
**George H. Buck Jr.**, President

**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

**Justice Records**

3215 West Alabama  
Houston, TX 77098  
(713) 520-6669  
FAX: (713) 525-4444  
**Randall Jamall**, President/CEO  
**David Thompson**, Exec. VP/COO  
**Gary Moore**, VP/Sales & Marketing

**JVC Music**

3800 Barham Boulevard  
Suite 305  
Los Angeles, CA 90068  
(213) 878-0101  
FAX: (213) 878-0202  
**Akira Taguchi**, VP/Music  
**Les Silver**, GM  
**Jeff Lunt**, Dir./Nat'l Promotion  
**Cary Goldberg**, Dir./Publicity  
**Larry Hollins**, Promotion Coordinator  
**Raymy Krumrei**, Sales & Marketing  
Coordinator

**K**

**K-Tel International (USA), Inc.**

(incl. K-Tel, K-Tel Latin, ERA, Nouveau, A.J.K, Arrival, Dominion, K-Tel Irish, Coldfront, Kid-Tel, Chuckle, Audioscope, Smarty Pants)  
15535 Medina Road  
Plymouth, MN 55447  
(612) 559-6800  
FAX: (612) 559-6848  
**Mickey Elfenbein**, CEO/President  
**Dennis Hoefler**, VP/Sales  
**Steve Wilson**, Dir./Product Development  
**Bill Hallquist**, Mgr./Entertainment Marketing

**Kaupp Records**

(distributed by Cal-Centron/Merri-Webb  
Production)  
(affiliated with Kaupp's & Robert Publishing  
Co, BMI, and Most Wanted Bookings)  
PO Box 5474  
Stockton, CA 95205  
(209) 948-8186, (209) 942-2129  
FAX: (209) 942-2163  
**Nancy L. Merrihew**, President  
**Robert Merrihew**, VP  
**Rick Webb**, Production Manager  
**Kristy Ledford**, A&R Coordinator

**Lacindy Records**

(a division of Valley Vue)  
555 Commercial Road  
Suite 10  
Palm Springs, CA 92262  
(619) 778-6507, (619) 778-6509  
**Michael Dion**, VP/GM

**LaFace Records**

One Capital City Plaza  
3350 Peachtree Road  
Suite 1500  
Atlanta, GA 30326  
(404) 848-8050  
FAX: (404) 848-8051  
**Antonio Reid**, Co-President  
**Kenneth Edmonds**, Co-President

**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, Cafe, World Alchemy, Vision Quest, Connoisseur Records, American Jukebox, Silver City)  
1411 West Emily Court  
Abingdon, MD 21009  
(800) 344-8249  
FAX: (410) 676-2003  
**Ron Bollon**, President

**Left Field Records Inc.**

PO Box 3273  
New York, NY 10008-3273  
(212) 912-1260  
FAX: (212) 321-9108  
**Harvey L. Freedman**, President



**L**



**Liberty**  
 (distributed by CEMA)  
 3322 West End Avenue  
 11th Floor  
 Nashville, TN 37203  
 (615) 269-2050,  
 FAX: (615) 269-2053  
**Bill Catino, Sr. VP/Promotion**

**Living Music**  
 (distributed by The Rep Company)  
 PO Box 72  
 Litchfield, CT 06759  
 (203) 567-8796  
 FAX: (203) 567-4276  
**Paul Winter, President**

**LMR Street**  
 (distributed by Indi)  
 40 West 57th Street  
 Suite 1510  
 New York, NY 10019  
 (212) 586-3600  
 FAX: (212) 307-7027

**Lucky Records**  
 10 NW 6th Avenue  
 Portland, OR 97209  
 (503) 221-0288  
 FAX: (503) 227-4418  
**Liz Colleran**

**Luke**  
 8400 NE Second Avenue  
 Miami, FL 33138  
 (305) 757-1969  
 FAX: (305) 757-3456  
**Luther Campbell, President**  
**Debbie Bennett, VP**

**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**

**Magnatone Records**  
 1516 16th Avenue South  
 Nashville, TN 37212  
 (615) 383-3600  
 FAX: (615) 383-0020  
**Brent Maher, President**  
**Debe Fennell, VP/Promotion**  
**Nina Rossman, Dir./Nat'l Promotion**

**Mammoth**  
 Carr Mill  
 2nd Floor  
 Carrboro, NC 27510  
 (919) 932-1882  
 FAX: (919) 932-1885  
**Jay Falres, President**  
**Sean Maxson, Dir./Alternative Radio**  
 Promotion  
**Kristen Meyer, Dir./College Radio Promotion**



**MAVERICK**

**Maverick Recording Company**  
 (distributed by Sire/Wamer Bros./  
 WEA)

8000 Beverly Boulevard  
 Los Angeles, CA 90048  
 (213) 852-1177  
 FAX: (213) 852-1505  
**Freddy DeMann, CEO**  
**Abbey Knowitch, GM**  
**Ronnie Dashev, Executive VP**  
**Terry Anzaldo, VP/Promotion**  
**Guy Oseary, Dir./A&R**  
**Sherri Trahan, Dir./Alternative**  
 Promotion

**Mechanic**  
 (distributed by WEA)  
 6 Green Street  
 New York, NY 10013  
 (212) 226-7272  
 FAX: (212) 941-9409  
**Steve Sinclair, President**  
**Paula Hogan, Publicity Director**  
**Jim Genova, Dir./Sales & Marketing**  
**Darren Marani, Mgr./Alternative Radio**  
**Kevin Rose, Mgr./Hard Rock Radio**  
**Chad Marlowe, Production Manager**

**Megaforce**  
 14 Tennant Road  
 Morganville, NJ 07746  
 (908) 591-1117  
 FAX: (908) 591-1116  
**Jon Zazula, CEO**  
**Marsha Zazula, President**  
**Missi Callazzo, Nat'l Promotion**  
**Murray Richman, CFO**  
**Maria Ferrero, Publicity**

**L  
•  
M**



**MCA**  
 (distributed by UNI)  
 70 Universal City Plaza  
 Universal City, CA 91608  
 (818) 777-4000  
**Al Teller, Chairman, MCA Ent.**  
 Group  
**Richard Palmese, President**  
**A.D. Washington, Sr. VP/  
 Promotion & Marketing, Black  
 Music**  
**Mark Gorlick, VP/Promotion**  
**Gina Iorillo, VP/Rock Promotion**  
**David Fleischman, VP/AOR**  
 Promotion  
**Bobby Shaw, VP/Dance/  
 Crossover Promotion**  
**Gary Spivack, Nat'l Dir./  
 Alternative & Rock Promotion**  
**Jan Teifeld-Krum, Nat'l Dir./Pop**  
 Promotion  
**Susan Greenwood, Nat'l Dir./  
 Metal Promotion**  
**P.J. Olsen, Nat'l Dir./AC**  
 Promotion  
**Paula Tuggey, Dir./Nat'l Pop**  
 Promotion  
**Paul Barrette, East Coast**  
 Promotion Director  
**Chris Carey, Nat'l College**  
 Promotion

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

M

M



(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/Pop Field Promotion  
**Kerry Wood**, VP/AC Promotion  
**Tony Smith**, VP/Singles Promotion  
**Drew Murray**, Sr. Dir./Rock Promotion  
**Michael Johnson**, VP/R&B Promotion  
**Michael Idlis**, Dir./Alternative Promotion  
**David Einstein**, Dir./Adult Rock Promotion  
**Bill Cason**, Mgr./NAC & AC Secondaries  
PGD  
825 Eighth Avenue  
New York NY 10019  
Mercury/Nashville  
66 Music Square West  
Nashville TN 37203  
(615) 320-0110  
FAX: (615) 329-9619  
**Luke Lewis**, President

**Mesa/Bluemoon**  
(distributed by WEA)  
209 East Alameda Boulevard  
Suite 101  
Bubank, CA 91502  
(818) 841-8585  
FAX: (818) 841-8581  
**Jim Snowden**, President  
**George Nautful**, Executive VP  
**Paul Santos**, VP/Marketing  
**Bud Harner**, VP/Promotion & Artist Development

**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 Slagel**, 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, Esq.**, President  
**Jason McFadden**, Dir./Nat'l Promotion  
**Richard Simeone, Esq.**, Special Projects Director  
**Marcy Salerno**, OM  
**Laura Hurowitz**, Retail & Club Promotion

**Dick Michaels Productions**  
11311 Audella Road  
Suite 283  
Dallas, TX 75243  
(214) 348-4151  
FAX: (214) 783-0444  
**Dick Michaels**, President

**Miramar**  
200 Second Avenue West  
Seattle, WA 98119  
(206) 284-4700  
FAX: (206) 286-4433  
**Sean Gleason**, VP/GM  
**Russ Martin**, VP/Sales & Marketing  
**Jon Donovan**, Radio Slave  
**Gina Cone**, Advertising




**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  
**Herbert Belkin**, President

**Modern Records**  
6535 Wilshire Boulevard  
Suite 101  
Los Angeles, CA 90048  
(213) 658-7600  
FAX: (213) 658-7414  
**Paul Fishkin**, President/CEO

**MoJazz Records**  
5750 Wilshire Boulevard  
Suite 300  
Los Angeles, CA 90036  
(213) 634-3521  
FAX: (213) 461-4853  
**James Cochran**, Sr. VP/Promotion  
**Bruce Walker**, GM  
**Don Cunningham**,  
**Doc Remer**, Promotion

**Moonshine Music**  
8391 Beverly Boulevard  
Suite 195  
Los Angeles, CA 90048  
(310) 246-0091  
FAX: (310) 246-0092  
**Jonathan Levy**, CEO  
**Stephen Levy**, President  
**Kerry Marsico**, Dir./Nat'l Promotion  
**Sandy Skeeter**, Dir./Nat'l Sales  
**Sheri Kaplan**, Nat'l College Promotion



**Motown**  
(distributed by PGD)  
5750 Wilshire Boulevard  
Suite 300  
Los Angeles, CA 90036  
(213) 634-3500  
FAX: (213) 954-1727  
**Clarence Avant**, Chairman  
**Jheryl Busby**, President/CEO  
**Oscar Fields**, Executive VP/GM  
**Steve McKeever**, President/  
MoJazz  
**James Cochran**, Sr. VP/R&B  
Promotion  
**Mark Kargol**, VP/Pop Promotion  
**George Silva**, Dir./Nat'l Pop  
Promotion  
**Lida Galka**, Nat'l Promotion  
Coordinator  
**Bruce Walker**, Sr. Dir./MoJazz  
**Doc Remer**, Nat'l Dir./MoJazz  
Jazz & NAC Promotion  
825 8th Avenue  
28th Floor  
New York NY 10019  
(212) 333-8000

**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  
**David Gibson, President**

**Nesak**

460 Ridgedale Avenue  
East Hanover, NJ 07936  
(201) 386-5670  
FAX: (201) 386-5679  
**Martin Kasen, President**

**New Alliance**

(distributed by SST)  
PO Box 1389  
Lawndale, CA 90260  
(310) 430-6838  
FAX: (310) 430-7286  
**Greg Glinn, Owner**

**New Faces**

5948 Little Brook Way  
Columbus, OH 43232  
(614) 755-9565, (614) 755-9996  
FAX: (614) 866-2636  
**Eddie Powell I, Owner**  
**Dave Segel, Owner**

**Next Plateau Records Inc.**

1650 Broadway  
New York, NY 10019  
(212) 541-7640  
FAX: (212) 315-0286  
**Eddie O'Loughlin, President**  
**Jennlene Leclercq, Executive VP/GM**

**Noteworthy Records**

25825 104th Avenue SE  
Suite 258  
Kent, WA 98031  
(206) 292-0989  
FAX: (206) 292-0988  
**Kathy Monahan**

**November**

1211 Avenue Of The Americas  
26th Floor  
New York, NY 10036  
(212) 302-7018  
FAX: (212) 302-6933  
**Ken Fehskins, President**  
**Nigel Morgan, CFO**  
**Rob Holt, Executive VP/GM**  
**Jalme Ramos, Dir./Operations**

**NSD**

(incl. Grand Prize, Soundwaves)  
1012 18th Avenue South  
Nashville, TN 37212  
(615) 327-7988  
FAX: (615) 321-0464  
**David N. Gibson, Dir./Promotion**

**NYC Records**

275 West 10th Street  
New York, NY 10014  
(212) 627-9426  
FAX: (212) 633-9773  
**Mike Mainieri, President**  
**Andy Sarnow, Managing Dir.**  
**Monica Petty, Promotions**

**Omaha**

(incl. Creative Energy Prods, Tuff Stuff, Skuddur)  
PO Box 4187  
Omaha, NE 68104  
(402) 551-0123  
**Tony Pflug, President**

**Original Sound**

(incl. Now)  
7120 Sunset Boulevard  
Los Angeles, CA 90046  
(800) 225-4487, (213) 851-2500  
FAX: (213) 851-8162  
**Nanette Leone, Sales/Promotion/GM**

**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  
Nashville, TN 37203  
(615) 383-1800  
FAX: (615) 383-9988  
**Sam Cerami, VP/Promotion**

**PDS**

(incl. Universal Jazz, Paradigm, Pryme  
Tyme, PDS Associated, ADJ's House)  
PO Box 412477  
Kansas City, MO 64141-2477  
(800) 473-7550  
FAX: (816) 523-5131  
**Derrick Shivers, Dir./Nat'l Promotion**

**Penthouse Music**

6728 Eton Avenue  
Canoga Park, CA 91303  
(818) 992-4777  
FAX: (818) 992-4979  
**Toni Biggs Andrews, President**



RECORD COMPANIES

**Perspective Records**  
(distributed by A&M/PGD)  
1416 North LaBrea Avenue  
Hollywood, CA 90028  
(213) 856-2717  
FAX: (213) 856-2640  
**Sharon Heyward, President**  
**Don Eason, Sr. VP/Urban  
Promotion**  
**Randy Spendlove, VP/Pop  
Promotion**  
**Iris Perkins, Dir./Nat'l Urban  
Promotion, East Coast**  
**Jean Pierre, Nat'l Promotion  
Coordinator**  
825 Eighth Avenue  
27th Floor  
New York NY 10019  
(212) 333-1300  
FAX: (212) 331-1301

**PM**

(incl. Plug)  
176 Irving Place  
Basking Ridge, NJ 07920-3082  
(908) 604-6275  
FAX: (908) 604-6298  
**Gene Perla**



**Polydor Records Nashville**  
1222 16th Avenue South  
3rd Floor  
Nashville, TN 37212  
(615) 329-4434  
FAX: (615) 329-8140  
**Harold Shedd, President**  
**Steve Miller, VP/GM**  
**Ralph Carroll, VP/Promotion**

**Positive Music**

PO Box 1521  
Columbia, MD 21044  
(410) 750-3813  
FAX: (410) 750-1897  
**Ken Navarro, President**  
**Tina Orr, Nat'l Radio Promotion**  
**Kristin Leonhard, Publicity**  
**David Provini, Sales & Marketing**

**N**

**P**



P  
•  
Q

## P

### **PRA Records**

1543 7th Street  
3rd Floor  
Santa Monica, CA 90401  
(310) 393-8283  
FAX: (310) 393-9053  
**Patrick Raines, President**  
**Ellynnne Citron, Label manager**  
**Buddy Deal, Dir./Marketing & Promotion**

### **Priority**

(incl. Basura!, Rap-A-Lot, Rhythm Safari, Scarface, Metal Blade, Rhyme Syndicate)  
(distributed by CEMA)  
6430 Sunset Boulevard  
Suite 900  
Hollywood, CA 90028  
(213) 467-0151  
Fax: (213) 856-0150  
**Bryan Turner, President/CEO**  
**Nancy Levin, Sr. VP/Promotion**  
**Ann-Marie Reggie, Dir./Promotion**  
**Mark Cerami, President/Sales**  
**Michelle St. Clair, Dir./Rock & Alternative Promotion**  
**Scott Baird, Dir./Urban Promotion**

### **Private Music**

(distributed by BMG)  
9014 Melrose Avenue  
Los Angeles, CA 90069  
(310) 859-9200  
FAX: (310) 859-0439  
**Linda Feder, VP/Promotion**  
**Amy Campbell, Mgr./Promotion**

### **Profile**

740 Broadway  
7th Floor  
New York, NY 10003  
(212) 529-2600  
FAX: (212) 420-8216  
**Steve Plotnicki, President**  
**Fred Feldman, Dir./Nat'l Promotion & Marketing**  
**Cary Vance, Mgr./Nat'l CHR Promotion**

### **Pyramid**

1208 Lula Lake Road  
Lookout Mountain, TN 37350  
(615) 821-2667, (706) 820-2356  
FAX: (706) 820-0539  
**Scott MacLellan**

## Q

### **Quality**

(incl. Pump)  
15260 Ventura Boulevard  
Suite 980  
Sherman Oaks, CA 91403  
(818) 905-9250  
FAX: (818) 905-7533  
**Russ Regan, President/COO**  
**Sam Hernandez, VP/Promotion**  
**Tom Yamamoto, VP/GM**

### **Quark**

(incl. Outer Limits)  
PO Box 7320  
FDR Station  
New York, NY 10150  
(212) 838-6775  
FAX: (212) 838-6775  
**Curtis Urbina, President**



### **Qwest**

(distributed by Warner Bros.)  
3800 Barham Boulevard  
Suite 503  
Los Angeles, CA 90068  
(213) 874-7770  
FAX: (213) 874-5049  
**Jim Swindel, President**  
**Ritch Bloom, VP/Promotion**  
  
1290 Avenue of the Americas  
Suite 410  
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**

### **Real Music**

85 Libertyship Way  
Suite 207  
Sausalito, CA 94965  
(415) 331-8273  
FAX: (415) 331-8278

### **Relativity**

79 Fifth Avenue  
16th Floor  
New York, NY 10003  
(212) 337-5300, (212) 337-5389  
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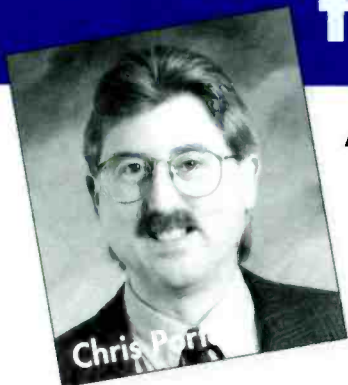
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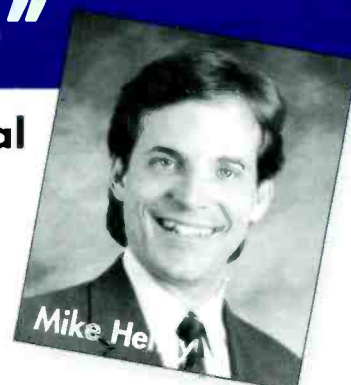
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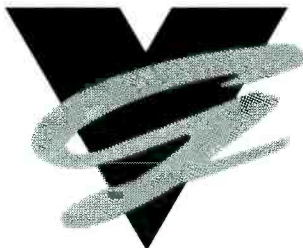
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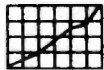


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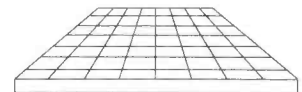
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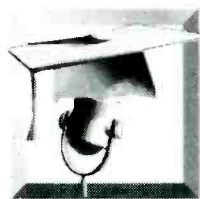
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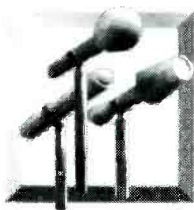
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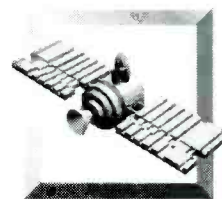
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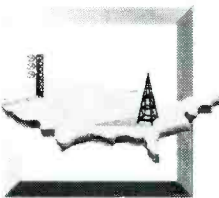
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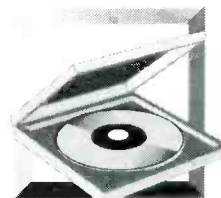
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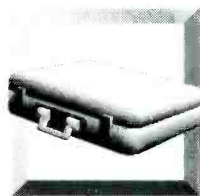
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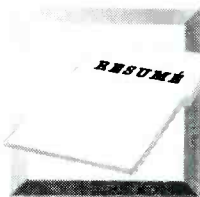
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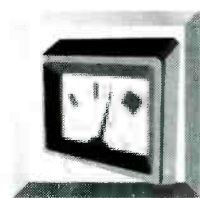
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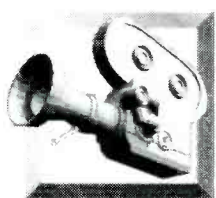
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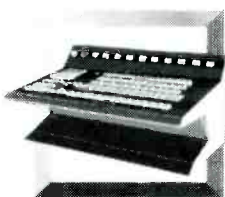
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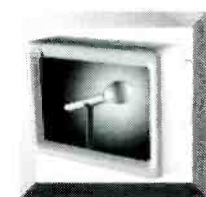
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