



**Birch
Radio**
Monthly Trend
Report

BIRCH RADIO
AUDIENCE ESTIMATES

EL PASO TX MSA

MARCH/APRIL 1988

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ABOUT THIS REPORT

Birch Radio is North America's leading supplier of monthly radio audience estimates. Monthly Birch Reports are designed to provide subscribing radio stations and advertising agencies with accurate, timely, reliable, and complete listening information.

Monthly reporting provides a moving view of changes in the marketplace. Radio listening behavior can be affected by seasonal influences, news or sports events, format changes, and station programming and promotional changes. Users can more accurately assess whether a station movement is due to random fluctuation, short-term promotional efforts, seasonal influences, or a true listening trend.

The audience estimates contained in the Birch Monthly Trend Reports are based on a compilation of interviewing conducted during the current and previous months, except in the initial Report for a new market. As these estimates represent a tabulation of a two-month period on a monthly reporting basis, each month is always in tabulation for two separate Reports; i.e., July is represented in both the June/July and July/August Monthly Trend Reports. This "rolling tabulation base" differs from "rolling averages" in that differential sample returns may result in weighting variances that affect the estimates to the extent that a true month-to-month "average" cannot be extrapolated from published Reports.

Users of this Report are advised to read the description of methodology beginning on page i at the rear of the book.

BIRCH RADIO POLICIES AND PROCEDURES

1. Technical Difficulties. Notice of stations experiencing technical difficulties for five or more minutes are posted upon receipt of written notice from such stations.
2. Special Station Activities. Written complaints by other stations of station activities that may impact Birch Radio estimates are accepted no later than the last day of the current month of the interviewing. Birch Radio will then contact the station or stations in question to confirm such activity before posting any notation in the current Report. Due to the continuous measurement and reporting of monthly estimates, users can generally discern real changes from temporary changes caused by unusual station activities.
3. Special Survey Notices. Any unusual problems encountered in the collection, processing, or publication of audience estimates are posted on this page.

1-30 MARCH/1-30 APRIL 1988

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

POPULATION ESTIMATES AND SAMPLE DISTRIBUTION

ESTIMATED MARKET POPULATION AND SAMPLE IN-TAB BY SEX-AGE GROUP

	MARKET PERSONS IN HUNDREDS	PERCENT OF MARKET	SAMPLE IN-TAB	PERCENT OF SAMPLE	PPIV IN HUNDREDS
MEN					
12-17	278	6.4	79	8.3	4
18-24	396	9.1	57	6.0	7
25-34	488	11.2	98	10.3	5
35-44	366	8.4	68	7.1	5
45-49	139	3.2	13	1.4	11
50-54	113	2.6	20	2.1	6
55-64	182	4.2	32	3.4	6
65+	165	3.8	39	4.1	4
WOMEN					
12-17	270	6.2	78	8.2	3
18-24	333	7.6	70	7.3	5
25-34	498	11.4	149	15.6	3
35-44	410	9.4	80	8.4	5
45-49	155	3.5	24	2.5	6
50-54	130	3.0	33	3.5	4
55-64	198	4.5	42	4.4	5
65+	249	5.7	72	7.5	3
TOTAL	4370	100.0	954	100.0	5
HISP	2928	67.0	524	54.9	6

SOURCE: MARKET STATISTICS, INC. PROJECTIONS TO 1/1/87 BASED ON 1980 U.S. CENSUS

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

STATION FACILITIES INFORMATION

ROSTER OF RADIO STATIONS IN THIS REPORT * DOTTED LINE SEPARATES NON-SURVEY AREA STATIONS

	POWER		FREQUENCY AM: KHZ, FM: MHZ	CITY OF LICENSE	FORMAT
	DAY	NIGHT			
KAMA	10000	1000	750 AM	EL PASO	HISPANIC
KAMZ-FM	33000	33000	93.1 FM	EL PASO	CONTEMP/AD CONT/URB CONT
KBNA	1000	500	920 AM	EL PASO	SIMULCAST KBNA-FM
KBNA-FM	59000	59000	97.5 FM	EL PASO	HISPANIC
KELP	5000		1590 AM	EL PASO	CONTEMP CHRISTIAN/TALK
KEZB	1000	380	1150 AM	EL PASO	SIMULCAST KEZB-FM
KEZB-FM	100000	100000	93.9 FM	EL PASO	CONTEMPORARY
KFNA	10000		1060 AM	EL PASO	HISPANIC/OLD/BEAUT MUSIC
KHEY	10000	10000	690 AM	EL PASO	COUNTRY
KHEY-FM	100000	100000	96.3 FM	EL PASO	CONTEMPORARY COUNTRY
KLAQ-FM	100000	100000	95.5 FM	EL PASO	ALBUM ROCK
KLTO-FM	66000	66000	94.7 FM	EL PASO	ADULT CONTEMPORARY
KOFX-FM	100000	100000	92.3 FM	EL PASO	ADULT CONTEMPORARY
KPRR-FM	100000	100000	102.1 FM	EL PASO	CONTEMPORARY
KROD	5000	5000	600 AM	EL PASO	OLDIES
KTEP-FM	100000	100000	88.5 FM	EL PASO	PUB-NEWS/CLASSICAL/JAZZ
KTSM	5000	500	1380 AM	EL PASO	NEWS/TALK/INFO
KTSM-FM	100000	100000	99.9 FM	EL PASO	EASY LISTENING
KXCR-FM	3000	3000	89.5 FM	EL PASO	PUB-JAZZ/R & B
XEJ	10000	10000	970 AM	JUAREZ/EL PASO	COUNTRY/HISPANIC
XROK	50000	150000	800 AM	JUAREZ/EL PASO	HISPANIC
XZOL	1000	1000	860 AM	JUAREZ	HISPANIC
OTHERS	SUM OF ALL STATIONS		NOT ON ROSTER		

SOURCE: FACILITY INFORMATION FORMS SUBMITTED BY STATIONS
AND DATA CONTAINED IN MOST RECENT ISSUE OF SRDS

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
OCTOBER 1987 - APRIL 1988

MONDAY - SUNDAY 6:00AM - MIDNIGHT

	AQH SHARE TRENDS: PERSONS 12+						CUME RATING TRENDS: PERSONS 12+						
	Q/N %	N/D %	D/J %	J/F %	F/M %	M/A %	Q/N %	N/D %	D/J %	J/F %	F/M %	M/A %	
KAMA	7.2	7.1	6.9	7.5	5.2	3.3	16.2	13.1	15.3	15.6	14.4	15.5	KAMA
KAMZ-FM	8.6	10.5	11.0	8.6	6.9	7.9	25.3	26.5	28.0	22.7	19.5	21.6	KAMZ-FM
KBNA	2.5	2.5	2.3	1.4	1.4	2.2	6.7	7.5	8.0	5.2	5.9	8.9	KBNA
KBNA-FM	3.9	5.0	4.7	4.7	4.6	3.4	11.8	12.9	11.2	11.2	11.0	10.5	KBNA-FM
KELP*	1.1	2.0	1.3	1.0	1.6	2.4	3.7	4.3	3.0	1.8	1.6	2.8	KELP*
KEZB	.4	.2	.5	.6	.2	.3	1.6	2.5	2.2	2.1	1.7	1.8	KEZB
KEZB-FM	9.7	11.3	12.8	11.3	9.9	8.9	30.2	31.4	30.2	28.1	28.6	27.5	KEZB-FM
KFNA*	1.1	.2				.2	2.6	1.2	.7	.3	.2	.1	KFNA*
KHEY	2.6	3.6	3.3	3.9	3.5	2.1	8.8	9.1	9.5	8.8	9.6	7.9	KHEY
KHEY-FM	9.6	9.4	10.9	10.5	9.8	9.3	21.0	20.3	22.6	23.4	20.7	17.3	KHEY-FM
KLAQ-FM	16.7	16.7	13.3	13.7	17.7	19.2	26.2	28.7	25.8	25.1	28.8	25.3	KLAQ-FM
KLTO-FM	3.2	2.5	2.9	3.6	3.4	3.1	10.6	9.5	8.8	10.0	9.2	9.0	KLTO-FM
KOFX-FM	3.4	2.6	2.0	3.0	4.1	4.0	8.6	7.9	6.9	8.4	9.5	8.1	KOFX-FM
KPRR-FM	10.8	10.3	11.1	14.5	16.0	16.4	20.1	20.2	24.1	23.1	23.8	21.8	KPRR-FM
KROD	3.1	1.6	2.1	2.5	2.2	2.7	8.5	7.0	8.0	6.6	6.4	7.2	KROD
KTEP-FM	1.4	1.2	.8	.7	1.3	1.5	5.8	5.0	4.2	3.5	3.9	4.6	KTEP-FM
KTSM	3.0	2.4	3.3	3.8	3.4	3.5	7.9	7.0	6.6	6.8	8.2	7.0	KTSM
KTSM-FM	4.3	4.0	4.9	4.9	4.7	3.7	13.5	12.0	11.8	9.9	10.3	10.2	KTSM-FM
KXCR-FM	2.8	2.3	1.2	1.1	.9	1.9	5.4	3.3	3.2	3.7	4.7	4.3	KXCR-FM
XEJ	.7	.1	.2	.1	.5	.8	2.5	1.8	2.5	1.1	1.5	2.0	XEJ
XROK		.2	1.1	.9	.2	.3	1.4	2.6	4.5	2.1	1.3	2.1	XROK
XZOL		.1	.1				.5	.3	.8	.9	.7	.3	XZOL
OTHERS	3.9	4.3	3.0	1.6	2.6	3.1	13.6	13.7	11.9	8.8	11.0	12.8	OTHERS

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
OCTOBER 1987 - APRIL 1988

SATURDAY - SUNDAY 6:00AM - MIDNIGHT

	AQH SHARE TRENDS: PERSONS 12+						CUME RATING TRENDS: PERSONS 12+						
	O/N %	N/D %	D/J %	J/F %	F/M %	M/A %	O/N %	N/D %	D/J %	J/F %	F/M %	M/A %	
KAMA	10.2	4.7	5.2	3.7	2.7	3.6	7.5	4.7	6.9	5.4	3.9	4.3	KAMA
KAMZ-FM	9.8	11.5	10.4	8.5	5.7	4.4	11.0	12.0	13.8	11.0	8.2	8.5	KAMZ-FM
KBNA	.4	.7	.7	1.4	1.7	1.2	.7	.5	1.3	1.7	1.7	1.7	KBNA
KBNA-FM	3.8	6.1	5.7	5.5	6.0	3.7	3.3	5.0	5.6	5.4	5.0	4.0	KBNA-FM
KELP*	1.2	4.7	2.3	.7	.7	.5	1.5	3.1	1.1	.7	.5	.3	KELP*
KEZB	.8	.7	.2			.3	1.1	1.7	.6			.7	KEZB
KEZB-FM	12.3	11.8	12.4	12.6	11.5	9.7	15.5	13.6	14.7	16.1	13.9	12.8	KEZB-FM
KFNA*	2.6						1.8						KFNA*
KHEY	1.5	3.1	5.0	3.1	2.2	1.2	1.5	3.3	5.3	3.9	3.5	2.5	KHEY
KHEY-FM	6.4	6.8	11.3	11.4	6.6	8.0	7.6	8.1	8.7	11.3	9.1	7.0	KHEY-FM
KLAQ-FM	20.4	18.8	13.7	12.1	18.7	18.3	14.1	14.6	12.4	12.1	16.8	17.2	KLAQ-FM
KLTO-FM	2.2	3.2	3.0	3.7	4.2	3.8	4.8	5.1	4.2	4.2	5.0	4.8	KLTO-FM
KOFX-FM	4.3	2.1	1.3	3.2	3.4	1.9	4.4	3.2	2.5	3.6	3.8	3.3	KOFX-FM
KPRR-FM	9.4	12.4	13.5	18.1	19.3	22.8	7.2	8.6	11.8	14.4	14.2	13.1	KPRR-FM
KROD	3.1	3.1	2.4	3.7	4.5	5.3	3.1	2.3	2.6	2.9	2.5	4.5	KROD
KTEP-FM	1.3	2.6	1.3	.2	1.3	3.3	2.3	2.1	1.3	.8	1.3	3.2	KTEP-FM
KTSM	2.6	2.5	3.5	4.5	3.2	1.7	2.5	2.3	2.7	2.9	2.9	3.1	KTSM
KTSM-FM	5.3	4.1	3.5	3.3	3.2	2.2	4.1	4.1	4.4	4.6	3.7	2.5	KTSM-FM
KXCR-FM	.1	.2	.8	.8	.3	1.9	.4	.4	1.7	2.0	1.4	1.4	KXCR-FM
XEU			.4	.3	.7	.8			.7	.4	.7	.9	XEU
XROK			2.1	1.4					1.7	1.1			XROK
XZOL			.1	.1					.5	.3			XZOL
OTHERS	2.3	1.6	1.1	1.9	4.1	5.4	4.0	2.3	1.9	3.3	3.8	6.3	OTHERS

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
OCTOBER 1987 - APRIL 1988

MONDAY - FRIDAY 6:00AM - 7:00PM

	AQH SHARE TRENDS: PERSONS 12+						CUME RATING TRENDS: PERSONS 12+						
	Q/N %	N/D %	D/J %	J/F %	F/M %	M/A %	Q/N %	N/D %	D/J %	J/F %	F/M %	M/A %	
KAMA	8.1	8.7	8.3	9.3	6.4	3.7	7.9	6.5	6.1	8.3	7.5	5.2	KAMA
KAMZ-FM	8.4	10.3	11.3	8.9	7.4	9.1	11.3	12.2	12.8	10.3	10.0	11.3	KAMZ-FM
KBNA	3.4	3.8	3.7	1.9	1.4	2.9	2.8	3.3	3.7	2.5	2.3	3.6	KBNA
KBNA-FM	4.3	4.8	4.5	4.6	4.6	3.9	5.1	5.8	5.1	5.2	5.4	4.6	KBNA-FM
KELP*	.9	.9	1.0	1.1	1.6	2.8	1.6	.8	.6	.7	.9	1.8	KELP*
KEZB	.3	.6	.8	.3	.3	.3	.2	.2	.7	1.1	.8	.5	KEZB
KEZB-FM	8.1	11.0	13.0	10.5	9.2	9.0	13.9	15.8	14.1	11.9	13.5	14.0	KEZB-FM
KFNA	.4	.2	.3	.3	.3	.3	.5	.3	.2	.2	.1	.1	KFNA
KHEY	3.5	4.2	3.2	4.6	4.5	2.4	4.6	4.4	3.7	4.6	4.9	3.2	KHEY
KHEY-FM	11.0	10.7	10.8	10.8	11.1	10.0	11.4	10.2	10.9	11.2	11.5	10.6	KHEY-FM
KLAQ-FM	15.3	15.5	12.5	13.4	16.6	18.5	15.2	14.9	13.0	13.8	16.6	16.4	KLAQ-FM
KLTO-FM	3.6	2.6	3.0	3.8	3.5	3.3	3.4	3.2	3.7	4.4	4.2	3.4	KLTO-FM
KOFX-FM	3.7	2.9	2.2	3.1	5.1	5.6	3.1	3.3	2.9	3.4	6.0	4.8	KOFX-FM
KPRR-FM	9.5	8.4	8.9	11.6	12.5	11.8	9.8	9.2	10.3	12.5	13.1	11.8	KPRR-FM
KROD	3.2	1.3	1.8	1.9	1.6	2.3	4.3	2.7	2.7	2.5	2.4	2.6	KROD
KTEP-FM	1.3	.7	.7	1.0	1.2	.7	2.6	1.7	1.6	1.3	1.5	1.0	KTEP-FM
KTSM	2.8	2.2	3.0	3.8	4.2	4.5	4.2	3.4	3.0	3.5	4.6	3.6	KTSM
KTSM-FM	4.4	4.1	5.7	5.3	5.0	4.3	5.4	5.1	5.1	4.0	5.4	5.1	KTSM-FM
KXCR-FM	3.6	2.6	.8	1.0	1.1	1.6	3.0	1.9	1.4	1.2	1.8	1.8	KXCR-FM
XEJ	.8	.2	.2	.2	.5	.7	.9	.3	.3	.3	.5	.7	XEJ
XROK	.3	.3	.9	.7	.2	.1	.8	.8	1.5	.6	.3	.3	XROK
XZOL	.1	.1	.1	.1	.1	.1	.2	.1	.1	.1	.2	.1	XZOL
OTHERS	3.4	4.5	3.8	1.7	1.7	2.2	5.0	5.6	4.9	2.4	3.5	3.7	OTHERS

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
OCTOBER 1987 - APRIL 1988

MONDAY - FRIDAY 3:00PM - MIDNIGHT

	AQH SHARE TRENDS: PERSONS 12+						CUME RATING TRENDS: PERSONS 12+						
	O/N %	N/D %	D/J %	J/F %	F/M %	M/A %	O/N %	N/D %	D/J %	J/F %	F/M %	M/A %	
KAMA	4.4	5.5	5.6	7.5	4.7	1.8	3.5	4.0	4.2	4.8	4.2	2.2	KAMA
KAMZ-FM	7.6	9.3	11.1	8.8	7.5	9.0	7.8	8.4	9.5	8.3	8.1	9.7	KAMZ-FM
KBNA	1.8	2.7	3.5	1.8	.6	1.6	1.5	1.9	2.8	2.1	1.2	2.7	KBNA
KBNA-FM	3.8	3.8	3.1	2.7	2.7	3.3	2.7	3.2	2.8	3.0	3.3	3.1	KBNA-FM
KELP*	1.6	1.1	1.2	1.9	2.7	3.7	.8	.4	.5	.3	.7	1.6	KELP*
KEZB	.2	.1	.6	.8	.3		.2	.2	.5	.5	.2		KEZB
KEZB-FM	11.3	12.3	14.4	11.2	8.2	7.5	10.3	11.0	10.9	9.5	9.4	10.1	KEZB-FM
KFNA*						.2	.1					.1	KFNA*
KHEY	2.4	2.3	1.8	2.0	1.9	1.6	2.8	2.4	2.0	2.7	2.6	1.8	KHEY
KHEY-FM	8.0	10.5	9.4	8.7	10.7	8.9	8.3	7.4	7.6	8.6	9.4	7.2	KHEY-FM
KLAQ-FM	17.1	16.8	14.1	17.7	19.6	21.6	12.8	11.8	10.4	11.8	12.8	12.8	KLAQ-FM
KLTO-FM	3.4	1.4	2.4	3.2	2.7	2.8	3.2	1.8	2.2	2.9	3.0	2.8	KLTO-FM
KOFX-FM	2.1	2.4	2.4	2.3	4.4	4.1	2.0	2.1	1.9	2.3	3.8	3.4	KOFX-FM
KPRR-FM	15.4	13.8	14.0	18.5	20.8	19.0	9.4	9.1	9.6	11.7	12.0	10.3	KPRR-FM
KROD	2.3	.9	1.8	1.8	.9	1.3	2.3	1.4	1.2	1.7	2.0	1.9	KROD
KTEP-FM	1.5	.7	.4	.8	1.8	1.2	2.5	1.5	1.4	1.3	1.3	.6	KTEP-FM
KTSM	2.3	2.1	2.6	2.7	2.0	2.9	3.4	2.4	2.1	2.7	3.0	2.5	KTSM
KTSM-FM	3.5	4.1	4.4	4.1	4.2	3.1	4.2	4.5	4.2	3.3	3.6	3.1	KTSM-FM
KXCR-FM	4.3	3.3	2.4	1.7	1.0	2.0	2.3	1.5	1.3	1.1	1.1	1.7	KXCR-FM
XEU	1.1				.2	.6	.7				.2	.7	XEU
XROK		.1	.6	.5	.2	.7	.2	.4	.7	.4	.3	1.0	XROK
XZOL	.1	.2	.2				.2	.1	.1				XZOL
OTHERS	5.6	6.7	4.0	1.4	3.0	2.9	4.1	5.0	4.1	1.7	3.0	3.4	OTHERS

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
OCTOBER 1987 - APRIL 1988

MONDAY - SUNDAY 6:00AM - MIDNIGHT

	AQH SHARE TRENDS: MEN 18-34						CUME RATING TRENDS: MEN 18-34						
	Q/N %	N/D %	D/J %	J/F %	F/M %	M/A %	Q/N %	N/D %	D/J %	J/F %	F/M %	M/A %	
KAMA	2.7	3.0	2.0	1.4	.3	1.5	8.5	8.2	5.7	5.0	3.1	5.1	KAMA
KAMZ-FM	8.3	10.5	11.3	6.1	2.1	2.9	24.4	27.2	37.1	31.6	15.9	17.4	KAMZ-FM
KBNA	2.8	1.5	.3		.9	2.4	4.2	2.6	1.5	5	1.4	5.8	KBNA
KBNA-FM	2.0	4.0	6.4	5.3	1.5	3.5	8.9	11.7	14.3	11.4	6.8	11.4	KBNA-FM
KELP*	.2	.1		1.5	1.0	.5	1.4	1.5	.3	.6	.8	2.0	KELP*
KEZB		.2	.9	.7		.8	1.3	1.8	3.6	2.8	1.3	2.7	KEZB
KEZB-FM	9.4	13.0	14.5	15.7	13.3	7.6	35.7	43.6	41.4	36.8	37.1	35.5	KEZB-FM
KFNA*													KFNA*
KHEY	.4	.8	1.2	1.1	1.0	.6	4.3	7.1	5.2	2.7	5.2	5.6	KHEY
KHEY-FM	8.6	9.1	11.8	11.6	12.5	10.6	19.8	20.3	28.7	27.6	27.9	23.7	KHEY-FM
KLAQ-FM	35.9	33.1	25.3	27.9	38.6	41.7	58.5	62.6	51.0	53.8	69.9	59.4	KLAQ-FM
KLTO-FM	6.1	4.3	3.2	2.9	2.9	2.0	14.8	16.8	14.6	12.4	9.3	9.9	KLTO-FM
KOFX-FM	2.8	3.1	2.8	3.1	4.3	5.9	14.3	13.9	12.9	13.1	11.2	12.5	KOFX-FM
KPRR-FM	8.6	6.3	10.9	14.0	14.1	11.5	20.5	19.2	37.4	31.3	21.0	18.3	KPRR-FM
KROD	1.4	2.0	1.5	.8	1.5	1.2	7.3	6.4	5.7	4.5	4.4	5.1	KROD
KTEP-FM	.2	.8	1.2	.4	.5	.3	3.5	4.2	6.5	5.4	3.2	2.3	KTEP-FM
KTSM	1.1	.8	.6	2.2	2.9	.8	4.5	5.4	4.5	3.8	8.7	5.1	KTSM
KTSM-FM	1.7	1.1	.9	.3	.9	.6	6.4	5.9	2.5	2.2	2.9	2.0	KTSM-FM
KXCR-FM	7.1	5.5	3.4	2.8	.5	4.1	15.1	9.2	10.3	11.8	6.7	7.6	KXCR-FM
XEU					.7	.7	1.3	1.0		1.4	1.8		XEU
XROK			1.7	1.5		.1	.7	.6	3.7	3.1		1.4	XROK
XZOL													XZOL
OTHERS	.9	.6	.3	.6	.7	.7	9.3	5.6	4.7	8.7	8.3	4.9	OTHERS

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
OCTOBER 1987 - APRIL 1988

MONDAY - SUNDAY 6:00AM - MIDNIGHT

	AQH SHARE TRENDS: WOMEN 18-34						CUME RATING TRENDS: WOMEN 18-34						
	O/N %	N/D %	D/J %	J/F %	F/M %	M/A %	O/N %	N/D %	D/J %	J/F %	F/M %	M/A %	
KAMA	10.1	7.7	6.5	9.5	5.2	1.6	14.7	12.3	11.5	13.8	10.4	7.5	KAMA
KAMZ-FM	11.2	16.3	17.2	14.3	11.3	13.5	37.2	39.7	33.8	34.8	33.2	32.6	KAMZ-FM
KBNA	2.4			.5	.5	.6	8.5	3.5	1.4	3.3	4.2	5.5	KBNA
KBNA-FM	5.6	4.1	3.9	7.2	10.0	5.5	14.8	12.3	11.7	12.9	21.7	18.3	KBNA-FM
KELP*	.5	.5		1.3	1.3	.2	1.5	.9	.7	2.3	2.0	2.1	KELP*
KEZB			1.1	1.2	.3		.8	2.7	2.6	3.6	2.8	1.7	KEZB
KEZB-FM	8.6	13.4	14.7	10.1	10.3	12.0	35.4	36.7	29.4	30.2	37.3	37.6	KEZB-FM
KFNA*							.6	.7					KFNA*
KHEY	.4	.4	1.9	1.9	1.0	.7	2.2	3.9	7.1	6.5	4.4	4.7	KHEY
KHEY-FM	13.4	14.0	16.8	13.1	13.6	14.5	29.9	26.5	35.2	34.2	26.2	22.3	KHEY-FM
KLAQ-FM	16.3	17.7	15.6	14.8	15.6	19.4	26.8	36.6	40.5	31.5	32.4	31.9	KLAQ-FM
KLTO-FM	2.1	3.4	3.5	5.0	3.9	1.7	12.4	10.0	12.1	11.7	10.8	8.6	KLTO-FM
KOFX-FM	6.1	2.8	2.0	3.7	5.4	6.6	12.5	12.1	7.3	9.7	10.4	9.5	KOFX-FM
KPRR-FM	11.0	10.2	6.7	8.9	13.9	17.7	31.5	20.0	16.7	20.2	29.1	28.9	KPRR-FM
KROD	2.0	.7	1.0	1.2	1.0	1.4	4.7	5.5	4.0	3.8	3.2	3.1	KROD
KTEP-FM	.4	.9	.8	.7	1.4	1.2	1.4	2.6	3.0	1.2	3.3	4.4	KTEP-FM
KTSM	.1	.7	1.3	.4		.1	2.3	3.5	2.6	1.3	.2	.7	KTSM
KTSM-FM	2.7	1.5	2.2	1.6	.6	.2	6.8	4.2	4.5	3.8	3.4	3.3	KTSM-FM
KXCR-FM	2.4	2.3	1.4	1.5	2.9	2.2	3.9	4.4	4.3	2.8	3.8	4.5	KXCR-FM
XEU	.1		.4	.3			1.9		3.7	2.3	.3		XEU
XRCK		.6	1.9	1.1			1.1	1.0	4.6	2.4	.7	.4	XRCK
XZOL		.2	.3	.1	.1		1.3	1.6	.4	1.0	1.0		XZOL
OTHERS	4.6	2.4	1.0	1.4	1.7	.9	16.9	11.5	6.8	7.7	9.9	8.7	OTHERS

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
OCTOBER 1987 - APRIL 1988

MONDAY - SUNDAY 6:00AM - MIDNIGHT

	AQH SHARE TRENDS: MEN 25-54						CUME RATING TRENDS: MEN 25-54						
	Q/N %	N/D %	D/J %	J/F %	F/M %	M/A %	Q/N %	N/D %	D/J %	J/F %	F/M %	M/A %	
KAMA	4.8	7.4	6.2	8.0	6.5	3.3	15.1	11.4	12.4	16.1	15.3	15.8	KAMA
KAMZ-FM	7.2	11.8	14.3	7.6	2.9	5.8	18.7	25.5	32.0	19.6	13.0	17.9	KAMZ-FM
KBNA	2.7	1.6	.9	.7	1.2	3.6	6.6	3.9	7.2	7.8	4.6	10.5	KBNA
KBNA-FM	4.3	6.6	7.3	7.2	3.3	4.0	17.1	16.6	15.2	13.9	10.2	11.2	KBNA-FM
KELP*	1.4	4.8	2.8	2.2	4.6	6.9	4.0	9.5	3.8	2.0	4.0	5.3	KELP*
KEZB	1.5	.3	.3	.3	.3	.3	5.4	3.3	1.3	1.5	.3	.3	KEZB
KEZB-FM	6.6	7.8	9.6	10.5	7.6	3.5	26.6	25.8	20.2	20.1	20.6	18.2	KEZB-FM
KFNA*								1.4	1.7				KFNA*
KHEY	2.4	2.2	2.0	2.1	3.9	3.6	13.9	10.2	7.2	6.9	12.5	11.1	KHEY
KHEY-FM	10.5	9.0	14.0	12.7	10.8	11.7	24.0	21.0	30.3	29.0	24.9	23.6	KHEY-FM
KLAQ-FM	13.4	13.5	11.0	16.0	25.5	21.7	24.8	27.2	17.1	24.1	32.9	22.6	KLAQ-FM
KLTO-FM	3.6	3.4	4.0	5.5	5.3	4.1	15.0	11.0	10.9	12.3	13.7	12.0	KLTO-FM
KOFX-FM	5.9	5.4	3.6	4.5	7.5	8.2	12.5	9.8	8.8	11.4	15.3	13.9	KOFX-FM
KPRR-FM	3.9	1.8	3.9	3.6	3.5	5.2	10.0	6.4	10.3	10.2	8.6	9.4	KPRR-FM
KROD	6.1	5.3	5.4	4.7	3.0	4.8	13.6	8.6	13.6	13.9	11.7	11.8	KROD
KTEP-FM	3.6	3.1	1.8	.7	1.2	1.9	11.9	13.2	9.0	4.7	5.5	8.2	KTEP-FM
KTSM	5.0	2.0	2.2	4.6	6.6	3.2	14.4	8.8	5.1	9.2	17.1	11.1	KTSM
KTSM-FM	2.9	2.5	4.7	5.1	3.3	1.3	12.8	12.8	10.5	10.6	12.1	7.1	KTSM-FM
KXCR-FM	8.7	6.2	1.7	2.1	.5	2.9	13.2	5.6	4.6	7.6	10.9	8.4	KXCR-FM
XEJ	2.5				.6	.7	4.1	2.8	4.7	1.5	1.1	1.4	XEJ
XROK		.2	1.5	.9		.1	2.3	4.9	7.5	2.0		2.0	XROK
XZOL	.2						.7		.7	.6			XZOL
OTHERS	2.9	5.0	2.8	1.2	2.4	3.6	10.8	17.7	14.9	7.8	9.8	15.2	OTHERS

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
OCTOBER 1987 - APRIL 1988

MONDAY - SUNDAY 6:00AM - MIDNIGHT

	AQH SHARE TRENDS: WOMEN 25-54						CUME RATING TRENDS: WOMEN 25-54						
	D/N %	N/D %	D/J %	J/F %	F/M %	M/A %	D/N %	N/D %	D/J %	J/F %	F/M %	M/A %	
KAMA	14.8	11.9	10.7	11.3	7.7	4.9	22.0	16.1	21.5	19.1	17.0	19.9	KAMA
KAMZ-FM	12.4	14.6	8.7	9.3	13.8	12.5	28.4	26.7	18.1	18.5	23.5	22.7	KAMZ-FM
KBNA	4.2	4.2	7.2	3.4	2.3	2.3	10.3	12.8	16.2	7.7	9.4	12.3	KBNA
KBNA-FM	6.1	7.8	7.3	5.4	8.0	6.3	14.0	15.7	14.9	14.0	16.2	14.7	KBNA-FM
KELP*	2.7	1.3	.1	1.1	1.1	2.0	6.7	3.4	2.9	2.9	1.4	3.6	KELP*
KEZB			.9	1.3	.5	.3		1.1	1.8	3.0	3.0	3.0	KEZB
KEZB-FM	8.2	10.7	13.6	10.1	8.5	10.5	28.3	30.4	24.6	25.8	27.5	21.3	KEZB-FM
KFNA*	2.0	.1	.1				2.3	2.1	.6				KFNA*
KHEY	1.4	1.9	4.5	8.0	5.5	1.3	7.1	8.9	11.5	16.0	11.4	6.6	KHEY
KHEY-FM	13.2	14.9	13.5	13.8	10.7	11.2	31.2	32.7	27.3	32.2	26.5	18.5	KHEY-FM
KLAQ-FM	6.4	5.7	6.6	5.9	7.1	9.4	11.1	10.8	14.6	13.0	14.7	15.5	KLAQ-FM
KLTO-FM	4.7	3.8	4.0	6.1	5.9	7.3	12.6	11.5	9.0	14.4	13.7	13.0	KLTO-FM
KOFX-FM	6.5	3.7	2.9	4.6	4.9	5.8	10.9	10.0	7.3	11.3	11.0	9.9	KOFX-FM
KPRR-FM	3.0	4.3	2.5	5.8	8.8	9.9	8.3	8.5	7.8	10.3	17.9	14.8	KPRR-FM
KROD	3.3	.7	.5	2.5	3.8	2.9	6.7	5.6	7.0	5.1	5.7	6.1	KROD
KTEP-FM	1.6	1.8	1.2	1.3	1.8	1.2	4.2	3.4	3.0	4.0	5.7	3.6	KTEP-FM
KTSM	.5	1.6	2.7	2.8	1.5	1.9	5.7	5.6	7.5	7.4	2.9	3.9	KTSM
KTSM-FM	2.8	3.6	3.7	2.9	2.7	3.9	13.1	9.8	13.2	9.1	6.5	11.4	KTSM-FM
KXCR-FM	1.9	1.4	1.3	1.3	2.3	2.4	3.1	2.5	2.5	1.1	4.2	3.6	KXCR-FM
XEU	.3		.3	.2	1.1	1.6	2.7	1.1	2.6	1.6	1.9	2.9	XEU
XROK			1.2	1.4	.6	.2	1.8	2.3	4.6	2.7	2.0	1.3	XROK
XZOL		.2	.2				.5	.3	.3		.4	.4	XZOL
OTHERS	3.9	5.8	6.4	1.5	1.4	2.2	15.2	12.1	15.0	9.4	7.8	11.0	OTHERS

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
OCTOBER 1987 - APRIL 1988

MONDAY - SUNDAY 6:00AM - MIDNIGHT

	AQH SHARE TRENDS: MEN 35+						CUME RATING TRENDS: MEN 35+						
	Q/N %	N/D %	D/J %	J/F %	F/M %	M/A %	Q/N %	N/D %	D/J %	J/F %	F/M %	M/A %	
KAMA	6.5	10.1	11.2	14.1	11.0	3.5	18.4	14.8	16.9	24.7	23.9	23.0	KAMA
KAMZ-FM	4.1	5.7	8.0	5.7	2.4	6.5	10.5	15.7	18.2	7.1	6.3	11.0	KAMZ-FM
KBNA	3.1	4.8	2.0	2.0	.9	2.2	9.0	9.0	9.9	10.3	6.0	8.6	KBNA
KBNA-FM	3.6	5.2	3.7	3.8	3.0	1.8	15.4	14.4	9.8	10.3	6.2	3.9	KBNA-FM
KELP*	1.5	7.7	6.2	.8	5.7	11.0	4.4	11.0	6.9	2.3	3.9	5.0	KELP*
KEZB	1.9	.5					5.0	3.7	.6	.9	.2		KEZB
KEZB-FM	3.5	2.3	2.6	4.4	4.3	3.5	11.0	9.2	8.4	9.1	12.6	11.7	KEZB-FM
KFNA*	.5						2.3	1.6	1.9				KFNA*
KHEY	8.5	11.3	5.3	4.8	7.4	6.9	19.5	15.4	13.4	11.6	17.1	14.1	KHEY
KHEY-FM	10.2	7.7	9.2	7.8	6.5	8.0	20.3	16.1	19.6	18.1	13.1	15.5	KHEY-FM
KLAQ-FM	4.4	4.3	1.7	3.8	10.3	9.2	8.7	6.5	6.2	10.9	9.5	5.8	KLAQ-FM
KLTO-FM	2.0	1.3	3.0	3.6	4.8	4.9	9.9	5.4	5.9	7.3	10.4	11.3	KLTO-FM
KOFX-FM	5.0	4.2	1.9	2.9	6.7	4.5	7.1	5.3	4.1	7.2	13.1	8.1	KOFX-FM
KPRR-FM	2.4	1.8	2.8	4.4	4.1	2.3	5.1	5.3	6.4	5.7	5.8	4.2	KPRR-FM
KROD	7.7	4.4	7.5	7.6	3.2	7.0	15.1	8.6	15.3	16.7	11.3	11.0	KROD
KTEP-FM	4.6	3.2	1.1	.8	1.4	4.1	15.3	13.1	8.5	5.0	4.6	9.8	KTEP-FM
KTSM	9.3	5.8	11.6	12.5	10.2	7.6	18.6	11.9	10.3	15.1	20.3	15.8	KTSM
KTSM-FM	9.5	10.3	15.7	17.3	12.8	7.5	23.2	22.5	22.2	22.4	23.1	17.5	KTSM-FM
KXCR-FM	2.3	2.2		.1	.3	.1	3.8	1.9	.5	2.4	8.5	5.5	KXCR-FM
XEU	3.2			.5	.5	1.4	4.9	2.8	5.3	2.9	1.0	1.6	XEU
XROK		3	.5			.5	2.6	5.6	6.5	1.5	1.4	3.8	XROK
XZOL	.2						.8		.8	.7			XZOL
OTHERS	6.0	6.9	6.1	3.0	4.4	7.5	16.3	21.8	18.6	6.7	14.1	23.3	OTHERS

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
OCTOBER 1987 - APRIL 1988

MONDAY - SUNDAY 6:00AM - MIDNIGHT

	AQH SHARE TRENDS: WOMEN 35+						CUME RATING TRENDS: WOMEN 35+						
	Q/N %	N/D %	D/J %	J/F %	F/M %	M/A %	Q/N %	N/D %	D/J %	J/F %	F/M %	M/A %	
KAMA	17.1	14.6	15.9	13.4	10.2	10.4	27.4	21.2	29.3	23.0	23.2	28.6	KAMA
KAMZ-FM	8.7	8.3	3.1	5.6	9.8	7.3	14.8	16.6	11.0	8.1	12.6	12.5	KAMZ-FM
KBNA	2.8	5.4	10.0	5.1	4.4	5.2	7.1	13.8	18.5	7.6	11.6	15.3	KBNA
KBNA-FM	4.9	7.1	5.8	4.3	6.2	4.6	10.5	13.3	11.0	10.8	10.9	9.5	KBNA-FM
KELP*	3.8	2.6	1.6	.8	.2	2.4	8.2	5.4	4.8	3.1	.7	3.3	KELP*
KEZB				.5	.5	.4		.6	.8	1.5	2.0	2.6	KEZB
KEZB-FM	4.9	7.2	9.6	7.3	4.7	3.3	15.9	19.2	17.8	16.4	13.6	8.6	KEZB-FM
KFNA*	5.9	1.2	.2			1.0	7.6	2.8	.6	.5	.6	.6	KFNA*
KHEY	4.8	6.8	9.0	12.5	8.4	2.9	12.2	13.0	15.4	16.9	14.5	10.1	KHEY
KHEY-FM	11.8	11.7	10.7	12.0	10.1	9.9	22.5	24.9	17.1	23.2	22.8	13.9	KHEY-FM
KLAQ-FM	1.7	1.9	2.6	1.8	.8	1.6	4.0	4.2	5.0	4.6	6.4	7.6	KLAQ-FM
KLTO-FM	3.7	.9	3.4	5.9	4.4	7.1	6.2	5.9	5.2	11.0	8.4	9.2	KLTO-FM
KOFX-FM	.3	1.4	1.5	4.0	3.4	1.6	3.1	3.6	4.0	7.3	8.2	7.1	KOFX-FM
KPRR-FM	1.1	2.1	1.8	4.7	5.4	3.4	2.9	4.7	5.5	5.0	8.7	8.4	KPRR-FM
KROD	3.6	.7	.8	3.4	4.6	3.2	8.2	5.7	7.4	3.9	5.4	6.9	KROD
KTEP-FM	1.9	1.3	.6	1.5	3.3	2.5	3.9	2.5	1.7	4.1	5.5	3.8	KTEP-FM
KTSM	5.5	5.4	5.0	5.4	4.6	11.0	9.3	9.9	11.4	9.2	7.3	8.8	KTSM
KTSM-FM	8.6	8.5	8.5	7.8	10.5	12.0	21.5	18.5	21.0	14.4	14.9	20.0	KTSM-FM
KXCR-FM	.3	.1	.1		.4	1.6	1.3	.4	.4		2.4	2.6	KXCR-FM
XEJ	.4	.4	.6		1.3	1.9	3.1	3.5	2.2		3.4	5.1	XEJ
XROK	.1	.1	.1	.7	1.2	.6	1.8	4.0	3.6	1.3	3.1	2.5	XROK
XZOL							.5			.8	1.8	1.0	XZOL
OTHERS	8.0	12.2	8.7	3.2	5.6	6.1	16.6	19.7	20.6	14.9	13.9	15.6	OTHERS

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
OCTOBER 1987 - APRIL 1988

MONDAY - SUNDAY 6:00AM - MIDNIGHT

	AQH SHARE TRENDS: TEENS 12-17						CUME RATING TRENDS: TEENS 12-17						
	O/N %	N/D %	D/J %	J/F %	F/M %	M/A %	O/N %	N/D %	D/J %	J/F %	F/M %	M/A %	
KAMA	.4		.3	.4		.1	3.4	2.1	4.2	3.8	3.2	4.1	KAMA
KAMZ-FM	10.5	10.1	14.2	11.4	9.6	10.7	56.4	45.6	57.4	48.2	42.3	49.6	KAMZ-FM
KBNA	.9	1.3	.1			.4	2.9	5.9	3.3	2.2	3.5	6.3	KBNA
KBNA-FM	3.2	4.8	3.0	1.7	1.3	.9	8.4	12.1	8.6	10.6	10.4	11.3	KBNA-FM
KELP*													KELP*
KEZB	.1	.4	.3				1.0	4.8	4.8	2.0	2.8	2.4	KEZB
KEZB-FM	23.9	20.2	21.7	18.1	16.8	18.6	77.4	68.3	77.0	68.8	61.1	66.7	KEZB-FM
KFNA*									1.0	1.0			KFNA*
KHEY					.6	.5		.5	.6		1.5	1.1	KHEY
KHEY-FM	2.2	2.8	3.5	6.1	2.8	1.8	7.4	8.5	10.6	10.1	10.1	9.4	KHEY-FM
KLAQ-FM	19.0	21.3	15.9	13.7	16.4	12.1	50.3	51.9	40.7	37.0	37.9	31.2	KLAQ-FM
KLTO-FM	1.2	1.8	.8	.2	.8	.5	11.8	11.2	7.3	6.1	6.4	4.1	KLTO-FM
KOFX-FM	1.6	1.2	1.7	1.0	.1	.1	8.0	5.8	7.2	3.4	1.3	1.3	KOFX-FM
KPRR-FM	34.0	35.0	36.1	46.0	49.8	50.1	64.7	80.2	83.9	82.7	83.6	75.5	KPRR-FM
KROD	1.6	.8	.8	.6	.7	1.9	5.2	10.4	6.0	2.1	7.7	10.3	KROD
KTEP-FM	.3				.1	.1	3.2	.5			1.6	1.5	KTEP-FM
KTSM	.1						.3	.2					KTSM
KTSM-FM					.1	.1	1.4	2.0	.3		.4	.6	KTSM-FM
KXCR-FM	.5	.3	.3				3.6	.6	.6	1.7	1.3		KXCR-FM
XEJ													XEJ
XROK			1.1	.8		.4			4.2	2.8		2.2	XROK
XZOL			.2	.1					4.2	2.8			XZOL
OTHERS	.3				1.0	1.8	4.5	3.5	1.8	1.2	5.8	7.6	OTHERS

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
OCTOBER 1987 - APRIL 1988

MONDAY - FRIDAY 6:00AM - 10:00AM

	AQH SHARE TRENDS: PERSONS 12+						CUME RATING TRENDS: PERSONS 12+						
	Q/N %	N/D %	D/J %	J/F %	F/M %	M/A %	Q/N %	N/D %	D/J %	J/F %	F/M %	M/A %	
KAMA	8.4	7.7	7.1	9.5	8.3	4.9	4.6	4.1	5.1	6.3	5.1	3.2	KAMA
KAMZ-FM	9.4	9.1	10.7	8.2	6.5	8.7	7.7	7.7	8.3	6.1	5.1	6.5	KAMZ-FM
KBNA	2.7	3.3	2.5	1.0	1.4	1.9	1.8	2.8	2.1	.6	.9	1.3	KBNA
KBNA-FM	3.2	4.8	6.6	8.3	6.6	4.6	2.4	3.7	3.7	4.1	4.2	3.1	KBNA-FM
KELP	1.1	.4	.1	.6	.6	1.2	.9	.4	.2	.4	.5	1.1	KELP
KEZB	.2	.1	.1	.4	.3	.3	.2	.3	.3	.5	.4	.5	KEZB
KEZB-FM	8.3	10.6	12.2	10.3	10.7	11.6	8.7	9.6	8.3	7.2	8.0	9.0	KEZB-FM
KFNA	.3					.1	.3					.1	KFNA
KHEY	4.7	5.9	5.1	6.5	6.4	3.2	3.4	3.5	2.9	3.8	4.4	2.5	KHEY
KHEY-FM	12.5	9.5	11.0	11.9	12.3	11.1	7.9	7.2	7.6	7.3	8.4	7.6	KHEY-FM
KLAQ-FM	15.4	16.6	12.3	11.9	14.5	16.4	10.3	10.4	7.9	7.8	10.7	9.8	KLAQ-FM
KLTO-FM	2.3	3.0	3.4	4.1	3.3	2.4	1.8	2.1	2.3	3.0	3.2	2.1	KLTO-FM
KOFX-FM	3.0	2.5	1.6	2.6	5.0	5.7	2.1	2.1	1.5	2.4	4.2	3.3	KOFX-FM
KPRR-FM	9.1	7.7	7.2	10.1	11.0	12.9	5.6	5.1	5.3	7.1	8.3	8.2	KPRR-FM
KROD	3.8	2.4	3.4	2.5	1.8	2.5	3.0	2.4	2.0	1.4	1.6	1.7	KROD
KTEP-FM	1.1	1.0	1.3	1.0	.9	.6	1.5	1.3	1.4	.8	.9	.5	KTEP-FM
KTSM	4.0	4.5	4.2	2.3	2.6	3.9	3.1	2.5	1.9	1.5	2.1	2.8	KTSM
KTSM-FM	4.0	4.0	5.1	6.2	5.4	4.3	3.3	3.5	3.5	3.1	3.8	3.4	KTSM-FM
KXCR-FM	2.6	1.8	.4	.7	.9	1.6	1.5	1.0	.6	.5	1.2	1.2	KXCR-FM
XEU	1.0	.4	.6	.4	.4	.7	.5	.2	.3	.2	.2	.3	XEU
XROK		1.0	1.6	.8	.2			.8	1.5	.6	.2		XROK
XZOL	.1			.1	.1		.2			.1	.2		XZOL
OTHERS	2.7	3.8	3.1	.6	1.0	1.3	1.7	2.7	2.8	1.2	1.2	1.5	OTHERS

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
OCTOBER 1987 - APRIL 1988

MONDAY - FRIDAY 10:00AM - 3:00PM

	AQH SHARE TRENDS: PERSONS 12+						CUME RATING TRENDS: PERSONS 12+						
	Q/N %	N/D %	D/J %	J/F %	F/M %	M/A %	Q/N %	N/D %	D/J %	J/F %	F/M %	M/A %	
KAMA	10.4	11.4	10.8	10.5	6.1	3.9	4.4	4.5	3.6	4.2	3.9	2.5	KAMA
KAMZ-FM	7.8	11.9	12.1	8.8	6.9	7.9	5.1	5.9	5.4	4.1	3.4	4.3	KAMZ-FM
KBNA	5.3	5.1	4.8	2.6	1.7	4.1	2.1	1.8	1.7	.8	1.1	1.9	KBNA
KBNA-FM	4.6	4.5	3.4	3.1	3.5	3.2	2.5	2.8	2.3	1.9	2.3	2.3	KBNA-FM
KELP	.5	1.4	1.9	1.2	2.3	3.8	.6	.6	.4	.6	.9	1.1	KELP
KEZB	.4	.1	1.1	1.1	.1	.6	.2	.2	.7	.7	.1	.2	KEZB
KEZB-FM	5.3	9.6	12.3	10.4	9.1	8.1	5.4	6.9	6.1	5.0	6.0	6.0	KEZB-FM
KFNA	.9	.6	.1			.5	.4	.3	.2			.1	KFNA
KHEY	3.2	3.6	1.9	4.4	5.2	2.5	2.1	1.4	1.1	1.9	1.9	1.3	KHEY
KHEY-FM	11.6	11.4	10.9	10.0	10.2	9.4	4.8	5.2	5.7	5.4	5.2	4.8	KHEY-FM
KLAQ-FM	13.8	14.4	12.7	12.5	16.6	19.2	9.1	8.8	7.2	7.5	8.6	9.2	KLAQ-FM
KLTO-FM	4.4	2.9	2.7	3.6	3.9	3.9	1.8	1.1	1.3	1.8	1.9	1.9	KLTO-FM
KOFX-FM	5.2	3.1	2.5	3.9	4.3	5.4	1.8	1.3	1.2	1.4	2.6	3.2	KOFX-FM
KPRR-FM	6.9	6.0	7.0	9.4	10.4	8.3	3.3	3.2	4.2	5.6	5.3	4.9	KPRR-FM
KROD	3.2	.6	1.2	2.3	1.9	2.5	2.4	.9	1.4	1.3	.8	1.1	KROD
KTEP-FM	.9	.3	.3	.8	1.0	.5	.7	.3	.2	.4	.6	.4	KTEP-FM
KTSM	2.5	.8	2.8	5.5	7.0	6.0	1.4	.7	1.4	2.0	2.5	2.3	KTSM
KTSM-FM	5.1	3.9	6.0	5.4	4.7	4.5	3.2	2.1	2.0	2.2	2.7	2.6	KTSM-FM
KXCR-FM	3.8	3.3	.8	.8	1.3	1.8	2.0	1.5	.7	.5	.4	.6	KXCR-FM
XEJ	.4			.1	.7	.8	.3	.2		.1	.3	.2	XEJ
XROK			.5	.9	.5	.3			.4	.6	.3	.2	XROK
XZOL													XZOL
OTHERS	3.8	4.9	4.4	2.8	2.5	2.8	2.0	2.2	1.5	1.2	1.6	1.6	OTHERS

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
OCTOBER 1987 - APRIL 1988

MONDAY - FRIDAY 3:00PM - 7:00PM

	AQH SHARE TRENDS: PERSONS 12+						CUME RATING TRENDS: PERSONS 12+						
	O/N %	N/D %	D/J %	J/F %	F/M %	M/A %	O/N %	N/D %	D/J %	J/F %	F/M %	M/A %	
KAMA	5.4	6.5	6.4	7.6	4.9	2.2	3.2	3.2	3.3	4.5	3.9	2.0	KAMA
KAMZ-FM	8.0	9.8	11.1	9.9	8.8	10.9	5.9	6.9	7.5	6.6	7.2	8.3	KAMZ-FM
KBNA	2.0	2.7	3.6	1.9	1.0	2.5	1.0	1.5	2.5	2.1	1.2	2.1	KBNA
KBNA-FM	5.2	5.2	3.2	2.6	3.7	3.9	2.5	3.1	2.3	2.1	2.9	2.3	KBNA-FM
KELP*	1.2	.8	1.0	1.5	2.0	3.3	.8	.4	.5	.3	.7	1.6	KELP*
KEZB	.2	.5	.5	1.0	.4		.2	.3	.3	.5	.2		KEZB
KEZB-FM	11.0	13.1	14.9	10.8	7.7	7.5	8.2	9.2	9.4	7.7	7.1	7.3	KEZB-FM
KFNA						.2	.1					.1	KFNA
KHEY	2.3	2.6	2.6	2.7	1.6	1.4	2.4	2.2	1.9	2.4	1.9	1.1	KHEY
KHEY-FM	8.6	11.5	10.6	10.5	11.0	9.6	7.6	7.0	6.8	7.9	8.2	6.0	KHEY-FM
KLAQ-FM	16.8	15.4	12.4	15.9	18.6	19.7	10.8	8.9	7.7	9.4	11.1	11.4	KLAQ-FM
KLTO-FM	4.0	1.9	2.7	3.7	3.3	3.5	2.5	1.7	2.1	2.9	2.5	2.1	KLTO-FM
KOFX-FM	2.7	3.0	2.4	2.5	6.3	5.8	1.5	1.9	1.6	2.0	3.8	3.2	KOFX-FM
KPRR-FM	12.7	12.1	13.3	16.1	16.6	15.1	8.2	7.7	7.7	8.6	9.4	8.6	KPRR-FM
KROD	2.6	.6	.7	.9	1.1	1.8	1.7	.9	.8	1.2	1.6	1.6	KROD
KTEP-FM	2.0	1.0	.6	1.1	1.9	1.2	2.1	1.3	1.1	.9	1.2	.5	KTEP-FM
KTSM	1.9	1.2	1.9	3.3	2.6	3.1	2.6	1.4	1.5	2.4	2.8	2.0	KTSM
KTSM-FM	4.0	4.6	6.1	4.4	5.0	3.9	3.5	3.4	3.5	2.4	3.1	2.6	KTSM-FM
KXCR-FM	4.5	2.6	1.5	1.8	1.2	1.4	2.0	1.0	.8	1.1	.9	1.2	KXCR-FM
XEU	.9				.3	.7	.4				.2	.4	XEU
XROK			.4	.4		.1			.4	.4		.2	XROK
XZOL	.1	.3	.3				.2	.1	.1				XZOL
OTHERS	3.7	4.9	3.9	1.3	1.6	2.2	3.1	3.5	3.2	1.3	1.4	1.7	OTHERS

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
OCTOBER 1987 - APRIL 1988

MONDAY - FRIDAY 7:00PM - MIDNIGHT

	AQH SHARE TRENDS: PERSONS 12+						CUME RATING TRENDS: PERSONS 12+						
	O/N %	N/D %	D/J %	J/F %	F/M %	M/A %	O/N %	N/D %	D/J %	J/F %	F/M %	M/A %	
KAMA	3.2	4.2	4.7	7.5	4.7	1.5	1.3	1.8	1.9	1.9	1.3	4	KAMA
KAMZ-FM	7.3	8.7	11.3	7.5	5.8	7.2	3.5	3.6	5.0	3.5	2.9	4.2	KAMZ-FM
KBNA	1.7	2.7	3.5	1.6		.6	.9	1.2	2.0	1.1		.6	KBNA
KBNA-FM	1.8	2.1	3.1	2.9	1.2	2.7	.9	.7	1.1	1.3	.7	1.5	KBNA-FM
KELP*													KELP*
KEZB		.2	.9	.6				.2	.4	.1			KEZB
KEZB-FM	12.0	11.5	14.1	12.0	9.2	7.8	4.9	5.1	5.0	4.4	4.8	5.2	KEZB-FM
KFNA*													KFNA*
KHEY	2.4	1.8	.8	1.2	2.4	1.9	1.2	.6	.6	.5	.9	.8	KHEY
KHEY-FM	7.2	9.3	8.0	6.3	10.5	8.5	2.5	2.4	2.9	2.5	3.6	3.3	KHEY-FM
KLAQ-FM	17.9	18.9	16.4	20.6	21.9	24.9	6.6	7.5	6.1	6.7	6.8	6.6	KLAQ-FM
KLTO-FM	2.6	.7	2.0	2.5	1.8	2.2	1.7	.5	.7	.8	.7	1.0	KLTO-FM
KOFX-FM	1.4	1.5	2.4	2.0	1.7	2.3	.6	.7	1.0	1.0	.7	1.1	KOFX-FM
KPRR-FM	19.7	16.2	15.0	22.1	27.7	24.6	5.7	5.7	5.7	6.8	7.5	7.0	KPRR-FM
KROD	1.9	1.2	3.0	3.0	.8	.7	1.3	.9	.7	.8	.6	.6	KROD
KTEP-FM	1.0	.2	.2	.5	1.7	1.3	.6	.2	.3	.5	.5	.4	KTEP-FM
KTSM	2.9	3.3	3.5	1.9	1.2	2.9	1.7	1.2	1.2	.8	.7	1.1	KTSM
KTSM-FM	2.8	3.5	2.4	3.8	3.1	2.2	2.1	2.1	1.4	1.4	1.1	.9	KTSM-FM
KXCR-FM	4.1	4.3	3.6	1.8	.9	2.9	1.2	1.1	1.1	.7	.6	1.2	KXCR-FM
XEU	1.4					.5	.5					.3	XEU
XROK	.1	.3	.9	.6	.4	1.4	.2	.4	.5	.1	.3	.9	XROK
XZOL													XZOL
OTHERS	8.6	9.3	4.2	1.4	5.1	3.9	2.3	2.5	1.7	.7	2.1	2.2	OTHERS

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

MONDAY - SUNDAY 6:00AM - MIDNIGHT

	AVERAGE QUARTER HOUR PERSONS, IN HUNDREDS								WEEKLY CUME PERSONS, IN HUNDREDS								
	TOT 12+	MEN			WOMEN			TEENS 12-17	TOT 12+	MEN			WOMEN			TEENS 12-17	
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+		
KAMA	27	3	8	5	3	9	16		678	45	175	222	63	237	326	23	KAMA
KAMZ-FM	66	7	14	9	24	23	11	15	945	154	198	106	271	270	142	272	KAMZ-FM
KBNA	18	5	8	3	1	4	8	1	391	52	116	83	46	147	175	35	KBNA
KBNA-FM	28	8	9	2	10	12	7	1	460	100	123	37	152	175	108	62	KBNA-FM
KELP*	20	1	16	15		4	4		121	18	59	48	18	44	37		KELP*
KEZB	2	2				1	1		80	24	3		14	36	29	13	KEZB
KEZB-FM	74	17	8	5	21	19	5	27	1203	314	202	113	313	254	98	366	KEZB-FM
KFNA*	2						2		6						6		KFNA*
KHEY	17	1	8	9	1	2	4	1	346	50	123	136	39	78	116	6	KHEY
KHEY-FM	78	24	27	11	25	21	15	3	756	210	261	150	186	221	159	52	KHEY-FM
KLAQ-FM	160	94	51	13	34	18	2	17	1104	525	250	56	265	185	87	171	KLAQ-FM
KLTO-FM	26	5	9	7	3	14	11	1	395	87	133	109	71	155	105	23	KLTO-FM
KOFX-FM	33	13	19	6	11	11	2		356	110	154	79	79	118	81	7	KOFX-FM
KPRR-FM	137	26	12	3	31	18	5	72	952	162	104	40	240	176	96	414	KPRR-FM
KROD	22	3	11	10	2	5	5	3	313	45	130	106	26	73	79	57	KROD
KTEP-FM	13	1	4	6	2	2	4		203	21	91	94	37	43	43	8	KTEP-FM
KTSM	29	2	7	10	3	17	3		304	45	123	153	6	47	100		KTSM
KTSM-FM	31	1	3	10		7	19		445	18	79	169	27	136	229	3	KTSM-FM
KXCR-FM	16	9	7		4	4	2		187	67	92	53	38	43	30		KXCR-FM
XEJ	6	2	2	2		3	3		89	16	16	15		34	58		XEJ
XROK	2			1			1	1	92	12	22	37	3	16	28	12	XROK
XZOL									12					5	12		XZOL
OTHERS	25	2	8	10	2	4	10	3	560	43	168	225	72	131	178	42	OTHERS
PUR	834	224	234	137	174	186	155	144	4141	853	1062	897	796	1135	1055	538	PUR

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

** AVERAGE DAILY PERSONS USING RADIO

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BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

MONDAY - SUNDAY 6:00AM - MIDNIGHT

	AVERAGE QUARTER HOUR SHARES								WEEKLY CUME RATINGS								
	TOT 12+	MEN			WOMEN			TEENS 12-17	TOT 12+	MEN			WOMEN			TEENS 12-17	
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+		
KAMA	3.3	1.5	3.3	3.5	1.6	4.9	10.4	.1	15.5	5.1	15.8	23.0	7.5	19.9	28.6	4.1	KAMA
KAMZ-FM	7.9	2.9	5.8	6.5	13.5	12.5	7.3	10.7	21.6	17.4	17.9	11.0	32.6	22.7	12.5	49.6	KAMZ-FM
KBNA	2.2	2.4	3.6	2.2	.6	2.3	5.2	.4	8.9	5.8	10.5	8.6	5.5	12.3	15.3	6.3	KBNA
KBNA-FM	3.4	3.5	4.0	1.8	5.5	6.3	4.6	.9	10.5	11.4	11.2	3.9	18.3	14.7	9.5	11.3	KBNA-FM
KELP*	2.4	.5	6.9	11.0	.2	2.0	2.4		2.8	2.0	5.3	5.0	2.1	3.6	3.3		KELP*
KEZB	.3	.8				.3	.4		1.8	2.7	.3		1.7	3.0	2.6	2.4	KEZB
KEZB-FM	8.9	7.6	3.5	3.5	12.0	10.5	3.3	18.6	27.5	35.5	18.2	11.7	37.6	21.3	8.6	66.7	KEZB-FM
KFNA*	.2						1.0		.1						.6		KFNA*
KHEY	2.1	.6	3.6	6.9	.7	1.3	2.9	.5	7.9	5.6	11.1	14.1	4.7	6.6	10.1	1.1	KHEY
KHEY-FM	9.3	10.6	11.7	8.0	14.5	11.2	9.9	1.8	17.3	23.7	23.6	15.5	22.3	18.5	13.9	9.4	KHEY-FM
KLAQ-FM	19.2	41.7	21.7	9.2	19.4	9.4	1.6	12.1	25.3	59.4	22.6	5.8	31.9	15.5	7.6	31.2	KLAQ-FM
KLTO-FM	3.1	2.0	4.1	4.9	1.7	7.3	7.1	.5	9.0	9.9	12.0	11.3	8.6	13.0	9.2	4.1	KLTO-FM
KOFX-FM	4.0	5.9	8.2	4.5	6.6	5.8	1.6	.1	8.1	12.5	13.9	8.1	9.5	9.9	7.1	1.3	KOFX-FM
KPRR-FM	16.4	11.5	5.2	2.3	17.7	9.9	3.4	50.1	21.8	18.3	9.4	4.2	28.9	14.8	8.4	75.5	KPRR-FM
KROD	2.7	1.2	4.8	7.0	1.4	2.9	3.2	1.9	7.2	5.1	11.8	11.0	3.1	6.1	6.9	10.3	KROD
KTEP-FM	1.5	.3	1.9	4.1	1.2	1.2	2.5	.1	4.6	2.3	8.2	9.8	4.4	3.6	3.8	1.5	KTEP-FM
KTSM	3.5	.8	3.2	7.6	.1	1.9	11.0		7.0	5.1	11.1	15.8	.7	3.9	8.8		KTSM
KTSM-FM	3.7	.6	1.3	7.5	.2	3.9	12.0	.1	10.2	2.0	7.1	17.5	3.3	11.4	20.0	.6	KTSM-FM
KXCR-FM	1.9	4.1	2.9	.1	2.2	2.4	1.6		4.3	7.6	8.4	5.5	4.5	3.6	2.6		KXCR-FM
XEU	.8	.7	.7	1.4		1.6	1.9		2.0	1.8	1.4	1.6		2.9	5.1		XEU
XRCK	.3	.1	.1	.5		.2	.6	.4	2.1	1.4	2.0	3.8	.4	1.3	2.5	2.2	XRCK
XZOL									.3					.4	1.0		XZOL
OTHERS	3.1	.7	3.6	7.5	.9	2.2	6.1	1.8	12.8	4.9	15.2	23.3	8.7	11.0	15.6	7.6	OTHERS
PUR	19.1	25.4	21.1	14.2	20.9	15.6	13.6	26.2	94.8	96.6	96.1	93.0	95.8	95.2	92.4	98.3	PUR

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

** AVERAGE DAILY PERSONS USING RADIO

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BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

SATURDAY - SUNDAY 6:00AM - MIDNIGHT

	AVERAGE QUARTER HOUR PERSONS, IN HUNDREDS								DAILY CUME PERSONS, IN HUNDREDS								
	TOT 12+	MEN			WOMEN			TEENS 12-17	TOT 12+	MEN			WOMEN			TEENS 12-17	
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+		
KAMA	26		5	5		2	21		188		69	69		36	105	14	KAMA
KAMZ-FM	32	3	6	3	14	15	3	9	371	53	58	27	181	125	19	91	KAMZ-FM
KBNA	9	5	6	1			3		76	16	29	14			47		KBNA
KBNA-FM	27	2	15	12	10	8	2		176	33	68	34	83	55	26		KBNA-FM
KELP*	4		4	4					13		13	13					KELP*
KEZB	2					2	2		29					29	29		KEZB
KEZB-FM	70	9	4	1	20	21	1	38	561	130	88	27	144	177	55	204	KEZB-FM
KFNA*																	KFNA*
KHEY	8	1	3	4	2	1	1		110	18	45	50	22	9	20		KHEY
KHEY-FM	58	26	17	3	8	25	20	1	306	103	56	26	79	120	78	19	KHEY-FM
KLAQ-FM	132	85	42	9	16	2	2	21	752	390	150	26	192	57	29	115	KLAQ-FM
KLTO-FM	27	4	3	7	1	17	16		211	48	56	71	10	91	82		KLTO-FM
KOFX-FM	14	1	4	4	9	9			142	25	48	48	49	69	19		KOFX-FM
KPRR-FM	165	46	22	1	41	28	10	67	572	159	78	14	132	91	35	233	KPRR-FM
KROD	38	5	28	23	1	8	7	3	196	31	116	86	11	59	48	21	KROD
KTEP-FM	24		8	14	8	8	2		139	13	69	80	26	26	19		KTEP-FM
KTSM	12		4	5		3	7		134		66	81		26	53		KTSM
KTSM-FM	16			6		3	10		108	13	13	8		32	87		KTSM-FM
KXCR-FM	14	13	10						63	51	41	12					KXCR-FM
XEU	6	5	5			1	1		41	16	16			26	26		XEU
XROK																	XROK
XZOL																	XZOL
OTHERS	39	1	12	14	1	3	23		275	13	138	192	17	28	54		OTHERS
PUR**	724	207	197	115	130	156	133	139	3215	730	848	590	704	810	658	531	PUR**

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

** AVERAGE DAILY PERSONS USING RADIO

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BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

SATURDAY - SUNDAY 6:00AM - MIDNIGHT

	AVERAGE QUARTER HOUR SHARES								DAILY CUME RATINGS								
	TOT 12+	MEN			WOMEN			TEENS 12-17	TOT 12+	MEN			WOMEN			TEENS 12-17	
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+		
KAMA	3.6		2.4	4.2		1.1	15.7	.1	4.3		6.2	7.1		3.0	9.2	2.6	KAMA
KAMZ-FM	4.4	1.5	2.8	2.6	10.8	9.5	2.2	6.2	8.5	6.0	5.3	2.8	21.8	10.5	1.7	16.5	KAMZ-FM
KBNA	1.2	2.2	2.9	1.0			2.3		1.7	1.8	2.6	1.4			4.1		KBNA
KBNA-FM	3.7	1.2	7.5	10.9	7.6	5.4	1.3		4.0	3.8	6.1	3.6	10.0	4.6	2.3		KBNA-FM
KELP*	.5		1.9	3.3					.3		1.2	1.4					KELP*
KEZB	.3					1.6	1.8		.7					2.5	2.6		KEZB
KEZB-FM	9.7	4.3	2.2	1.0	15.4	13.5	1.0	27.6	12.8	14.7	7.9	2.8	17.4	14.9	4.8	37.3	KEZB-FM
KFNA*																	KFNA*
KHEY	1.2	.7	1.5	3.1	1.9	.3	.7		2.5	2.0	4.1	5.2	2.7	.8	1.8		KHEY
KHEY-FM	8.0	12.4	8.5	2.5	6.2	15.8	15.1	.9	7.0	11.7	5.1	2.7	9.6	10.0	6.8	3.5	KHEY-FM
KLAQ-FM	18.3	41.0	21.0	7.5	12.2	1.4	1.2	15.3	17.2	44.2	13.5	2.6	23.1	4.8	2.6	21.0	KLAQ-FM
KLTO-FM	3.8	1.8	1.7	5.8	.5	10.9	12.3		4.8	5.4	5.1	7.4	1.2	7.7	7.1		KLTO-FM
KOFX-FM	1.9	.3	2.1	3.6	6.9	5.9	.2		3.3	2.9	4.3	5.0	5.9	5.8	1.7		KOFX-FM
KPRR-FM	22.8	22.4	11.3	1.0	31.2	17.7	7.9	47.7	13.1	18.0	7.0	1.4	15.8	7.6	3.1	42.5	KPRR-FM
KROD	5.3	2.5	14.1	19.8	.5	4.9	5.2	2.0	4.5	3.5	10.5	8.9	1.4	4.9	4.2	3.8	KROD
KTEP-FM	3.3	.2	4.2	12.1	6.0	5.0	1.4		3.2	1.5	6.3	8.3	3.1	2.2	1.7		KTEP-FM
KTSM	1.7		2.1	4.0		2.2	5.6		3.1		6.0	8.4		2.2	4.6		KTSM
KTSM-FM	2.2	.2	.2	5.0		2.1	7.6		2.5	1.5	1.2	.8		2.7	7.6		KTSM-FM
KXCR-FM	1.9	6.5	5.0	.1					1.4	5.8	3.7	1.2					KXCR-FM
XEU	.8	2.2	2.3			.9	1.1		.9	1.8	1.4			2.2	2.3		XEU
XROK																	XROK
XZOL																	XZOL
OTHERS	5.4	.5	6.2	12.2	.7	1.3	17.2		6.3	1.5	12.5	19.8	2.0	2.4	4.7		OTHERS
PUR**	16.6	23.4	17.8	11.9	15.7	13.1	11.6	25.5	73.6	82.7	76.8	61.2	84.8	68.0	57.6	97.0	PUR**

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

** AVERAGE DAILY PERSONS USING RADIO

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BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

MONDAY - FRIDAY 6:00AM - MIDNIGHT

	AVERAGE QUARTER HOUR PERSONS, IN HUNDREDS								DAILY CUME PERSONS, IN HUNDREDS								
	TOT 12+	MEN			WOMEN			TEENS 12-17	TOT 12+	MEN			WOMEN			TEENS 12-17	
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+		
KAMA	29	5	10	6	4	12	14		234	20	57	57	28	115	125	4	KAMA
KAMZ-FM	76	8	15	9	26	26	14	18	541	94	120	61	143	157	92	151	KAMZ-F
KBNA	21	6	9	3	2	6	10	1	184	25	49	24	23	82	102	11	KBNA
KBNA-FM	32	11	9		9	13	10	2	221	57	48		80	97	58	26	KBNA-F
KELP*	27	2	21	19		5	5		78	13	50	36	10	24	18		KELP*
KEZB	2	2							20	20	5						KEZB
KEZB-FM	76	21	10	6	21	19	6	22	672	168	108	73	176	129	42	212	KEZB-F
KFNA*	3						3		5						5		KFNA*
KHEY	20	1	10	11	1	3	6	1	145	18	48	53	15	40	53	7	KHEY
KHEY-FM	84	23	32	14	30	20	14	3	499	142	172	101	141	143	89	26	KHEY-F
KLAQ-FM	172	101	53	12	40	23	3	15	726	426	193	35	143	99	33	90	KLAQ-F
KLTO-FM	27	5	12	7	4	13	10	1	170	36	63	37	35	72	49	13	KLTO-F
KOFX-FM	43	20	27	7	12	12	3		210	75	127	51	43	57	35	5	KOFX-F
KPRR-FM	125	16	6	4	28	15	4	74	533	47	25	16	146	96	39	285	KPRR-F
KROD	17	1	6	6	3	5	4	2	120	6	36	39	16	26	31	28	KROD
KTEP-FM	7	1	2	2			4		45	10	18	16		4	15	5	KTEP-F
KTSM	36	3	8	12		4	21		164	34	54	67	5	22	58		KTSM
KTSM-FM	34	2	4	11		7	20		239	9	42	103	5	69	117	4	KTSM-F
KXCR-FM	16	8	5		5	6	3		100	44	33	14	26	29	16		KXCR-F
XEJ	6			2		3	3		32			15		17	17		XEJ
XROK	4			1		1	1	1	52	7	7	20		12	19	7	XROK
XZOL																	XZOL
OTHERS	22	2	7	8	2	4	6	3	201	21	52	68	20	54	70	23	OTHERS
PUR**	878	239	247	142	187	197	164	145	3485	820	861	644	710	938	793	516	PUR**

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

** AVERAGE DAILY PERSONS USING RADIO

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BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

MONDAY - FRIDAY 6:00AM - MIDNIGHT

	AVERAGE QUARTER HOUR SHARES								DAILY CUME RATINGS								
	TOT 12+	MEN			WOMEN			TEENS 12-17	TOT 12+	MEN			WOMEN			TEENS 12-17	
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+		
KAMA	3.3	2.2	4.1	4.1	2.1	6.0	8.3		5.4	2.3	5.2	5.9	3.4	9.7	10.9	.8	KAMA
KAMZ-FM	8.6	3.3	5.9	6.3	13.9	13.3	8.7	12.8	12.4	10.6	10.9	6.3	17.2	13.2	8.0	27.6	KAMZ-FM
KBNA	2.4	2.5	3.7	2.3	.8	3.2	6.0	.5	4.2	2.8	4.4	2.5	2.7	6.9	8.9	2.0	KBNA
KBNA-FM	3.6	4.4	3.7		5.0	6.7	6.0	1.2	5.1	6.5	4.3		9.6	8.1	5.0	4.8	KBNA-FM
KELP*	3.0	.7	8.5	13.6	.2	2.5	3.0		1.8	1.5	4.5	3.8	1.2	2.0	1.6		KELP*
KEZB	.3	1.0	.1						.5	2.3	.4						KEZB
KEZB-FM	8.7	8.9	4.1	4.1	11.0	9.6	3.8	15.5	15.4	19.0	9.7	7.6	21.2	10.8	3.7	38.7	KEZB-FM
KFNA*	.3						1.6		.1						.4		KFNA*
KHEY	2.3	.5	4.1	7.9	.5	1.5	3.4	.6	3.3	2.0	4.3	5.5	1.7	3.4	4.6	1.2	KHEY
KHEY-FM	9.6	9.8	12.9	9.6	16.0	10.0	8.7	2.1	11.4	16.0	15.5	10.5	16.9	12.0	7.8	4.8	KHEY-FM
KLAQ-FM	19.6	42.3	21.6	8.7	21.4	11.9	1.7	10.5	16.6	48.1	17.5	3.7	17.2	8.3	2.9	16.4	KLAQ-FM
KLTO-FM	3.1	2.2	4.8	4.6	2.1	6.8	6.1	.7	3.9	4.1	5.7	3.8	4.2	6.1	4.3	2.4	KLTO-FM
KOFX-FM	4.9	8.4	11.1	5.1	6.6	5.9	1.9	.1	4.8	8.5	11.4	5.3	5.2	4.8	3.1	.9	KOFX-FM
KPRR-FM	14.3	6.7	2.5	2.6	14.9	7.6	2.2	51.1	12.2	5.3	2.2	1.6	17.6	8.0	3.4	52.0	KPRR-FM
KROD	1.9	.4	2.5	4.6	1.6	2.3	2.5	1.7	2.7	.7	3.3	4.1	1.9	2.2	2.7	5.0	KROD
KTEP-FM	.8	.3	.9	1.6		.1	2.5	.1	1.0	1.1	1.6	1.6		.3	1.3	.9	KTEP-FM
KTSM	4.1	1.3	3.4	8.6	.1	1.8	12.7		3.7	3.9	4.9	6.9	.6	1.8	5.1		KTSM
KTSM-FM	3.8	.8	1.5	7.8	.2	3.7	12.2	.2	5.5	1.1	3.8	10.7	.6	5.8	10.2	.8	KTSM-FM
KXCR-FM	1.8	3.2	2.0	.1	2.7	2.9	1.8		2.3	5.0	3.0	1.5	3.1	2.4	1.4		KXCR-FM
XEU	.7			1.6		1.7	2.1		.7			1.6		1.4	1.5		XEU
XROK	.4	.1	.1	.8		.3	.9	.5	1.2	.8	.6	2.1		1.0	1.7	1.2	XROK
XZOL																	XZOL
OTHERS	2.5	.8	2.7	5.9	.9	2.1	3.9	2.4	4.6	2.4	4.7	7.0	2.4	4.5	6.1	4.2	OTHERS
PUR**	20.1	27.1	22.4	14.7	22.5	16.5	14.4	26.4	79.8	92.8	77.9	66.8	85.6	78.6	69.5	94.3	PUR**

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

** AVERAGE DAILY PERSONS USING RADIO

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

MONDAY - FRIDAY 6:00AM - 7:00PM

	AVERAGE QUARTER HOUR PERSONS, IN HUNDREDS								DAILY CUME PERSONS, IN HUNDREDS								
	TOT 12+	MEN			WOMEN			TEENS 12-17	TOT 12+	MEN			WOMEN			TEENS 12-17	
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+		
KAMA	36	5	12	8	5	15	18		227	20	57	57	28	108	118	4	KAMA
KAMZ-FM	88	10	17	10	33	35	20	15	495	83	103	54	138	157	92	128	KAMZ-F
KBNA	28	8	13	4	2	8	13		157	25	49	24	23	60	80	7	KBNA
KBNA-FM	37	12	11		12	16	12	2	202	47	37		80	97	58	17	KBNA-F
KELP*	27	2	21	20		5	5		78	13	50	36	10	24	18		KELP*
KEZB	3	3							20	20	5						KEZB
KEZB-FM	87	26	13	7	24	23	8	22	613	163	96	66	159	122	36	188	KEZB-F
KFNA	3						3		5						5		KFNA
KHEY	23	2	13	13	1	4	6		141	18	48	53	15	40	53	2	KHEY
KHEY-FM	96	25	39	18	32	24	18	3	463	129	172	97	135	137	83	20	KHEY-F
KLAQ-FM	178	108	56	12	41	29	4	13	717	426	193	35	143	99	33	80	KLAQ-F
KLTO-FM	32	7	16	9	4	14	10	1	149	36	63	37	27	57	36	13	KLTO-F
KOFX-FM	54	27	37	10	13	14	4		210	75	127	51	43	57	35	5	KOFX-F
KPRR-FM	114	13	9	5	28	17	5	63	516	47	25	16	146	96	39	268	KPRR-F
KROD	22	1	9	9	3	6	5	3	113	6	36	39	16	26	31	21	KROD
KTEP-FM	7	1	2	2			4		45	10	18	16		4	15	5	KTEP-F
KTSM	43	4	12	16		4	23		156	34	54	59	5	22	58		KTSM
KTSM-FM	41	1	3	15		9	25		223	9	42	99	5	61	105	4	KTSM-F
KXCR-FM	15	5	5		6	7	4		79	31	33	14	17	26	16		KXCR-F
XEU	7			2		5	5		32			15		17	17		XEU
XROK	1						1		14	7	7				7		XROK
XZOL																	XZOL
OTHERS	21	2	7	7	2	3	6	3	162	14	27	49	17	47	65	17	OTHERS
PUR**	964	263	295	168	208	237	199	127	3363	813	846	605	700	901	757	486	PUR**

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** AVERAGE DAILY PERSONS USING RADIO

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

MONDAY - FRIDAY 6:00AM - 7:00PM

	AVERAGE QUARTER HOUR SHARES								DAILY CUME RATINGS								
	TOT 12+	MEN			WOMEN			TEENS 12-17	TOT 12+	MEN			WOMEN			TEENS 12-17	
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+		
KAMA	3.7	2.0	4.1	4.8	2.4	6.3	8.9	.1	5.2	2.3	5.2	5.9	3.4	9.1	10.3	.8	KAMA
KAMZ-FM	9.1	3.7	5.9	6.2	15.9	14.7	9.9	11.5	11.3	9.4	9.3	5.6	16.6	13.2	8.0	23.4	KAMZ-FM
KBNA	2.9	3.1	4.3	2.7	1.0	3.3	6.4	.3	3.6	2.8	4.4	2.5	2.7	5.0	7.0	1.2	KBNA
KBNA-FM	3.9	4.6	3.9		5.7	6.6	5.9	1.2	4.6	5.3	3.4		9.6	8.1	5.0	3.2	KBNA-FM
KELP*	2.8	.7	7.2	11.6	.2	2.2	2.6		1.8	1.5	4.5	3.8	1.2	2.0	1.6		KELP*
KEZB	.3	1.2	.1						.5	2.3	.4						KEZB
KEZB-FM	9.0	9.8	4.3	4.2	11.4	9.5	4.2	17.5	14.0	18.5	8.7	6.9	19.2	10.2	3.1	34.3	KEZB-FM
KFNA	.3								.1							.4	KFNA
KHEY	2.4	.7	4.4	7.9	.6	1.5	3.1	.3	3.2	2.0	4.3	5.5	1.7	3.4	4.6	.4	KHEY
KHEY-FM	10.0	9.5	13.2	11.0	15.2	10.1	9.1	2.7	10.6	14.6	15.5	10.0	16.2	11.5	7.2	3.6	KHEY-FM
KLAQ-FM	18.5	41.0	18.9	7.0	20.0	12.2	1.9	10.5	16.4	48.1	17.5	3.7	17.2	8.3	2.9	14.7	KLAQ-FM
KLTO-FM	3.3	2.8	5.5	5.4	2.1	5.8	5.0	1.0	3.4	4.1	5.7	3.8	3.2	4.8	3.1	2.4	KLTO-FM
KOFX-FM	5.6	10.2	12.5	5.9	6.1	5.8	2.1	.2	4.8	8.5	11.4	5.3	5.2	4.8	3.1	.9	KOFX-FM
KPRR-FM	11.8	4.8	2.9	3.0	13.7	7.3	2.5	49.6	11.8	5.3	2.2	1.6	17.6	8.0	3.4	49.0	KPRR-FM
KROD	2.3	.6	2.9	5.3	1.5	2.6	2.7	2.3	2.6	.7	3.3	4.1	1.9	2.2	2.7	3.8	KROD
KTEP-FM	.7	.4	.8	1.0		.1	2.1	.1	1.0	1.1	1.6	1.6		.3	1.3	.9	KTEP-FM
KTSM	4.5	1.6	3.9	9.4	.1	1.9	11.5		3.6	3.9	4.9	6.1	.6	1.8	5.1		KTSM
KTSM-FM	4.3	.3	1.1	8.7	.2	3.7	12.5	.3	5.1	1.1	3.8	10.3	.6	5.1	9.2	.8	KTSM-FM
KXCR-FM	1.6	2.0	1.7	.2	2.9	3.1	2.0		1.8	3.5	3.0	1.5	2.1	2.2	1.4		KXCR-FM
XEU	.7			1.2		2.0	2.4		.7			1.6		1.4	1.5		XEU
XROK	.1	.1	.1				.6		.3	.8	.6				.7		XROK
XZOL OTHERS	2.2	.9	2.4	4.3	.9	1.4	3.1	2.3	3.7	1.6	2.4	5.1	2.1	3.9	5.7	3.0	XZOL OTHERS
PUR**	22.1	29.7	26.7	17.4	25.0	19.9	17.4	23.2	77.0	92.0	76.6	62.7	84.2	75.5	66.4	88.8	PUR**

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

** AVERAGE DAILY PERSONS USING RADIO

COPYRIGHT 1988 BIRCH/SCARBOROUGH RESEARCH CORP.

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

MONDAY - FRIDAY 3:00PM - MIDNIGHT

	AVERAGE QUARTER HOUR PERSONS, IN HUNDREDS								DAILY CUME PERSONS, IN HUNDREDS								
	TOT 12+	MEN			WOMEN			TEENS 12-17	TOT 12+	MEN			WOMEN			TEENS 12-17	
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+		
KAMA	14	5	7	3	1	5	6	97	20	35	34	9	33	29	4	KAMA	
KAMZ-FM	71	8	11	6	23	17	7	426	60	88	57	111	115	65	134	KAMZ-F	
KBNA	13	4	4	1	1	3	6	118	25	35	11	5	46	67	11	KBNA	
KBNA-FM	26	7	6		7	13	9	136	34	24		48	67	41	14	KBNA-F	
KELP*	29	3	23	20	1	6	5	69	13	50	36	5	19	14		KELP*	
KEZB																KEZB	
KEZB-FM	58	9	5	5	15	15	4	443	66	67	60	134	101	28	156	KEZB-F	
KFNA*	2						2	5						5		KFNA*	
KHEY	12	1	6	6	1	2	2	80	5	34	37	10	25	21	7	KHEY	
KHEY-FM	70	17	23	10	31	14	9	316	68	103	59	95	104	77	17	KHEY-F	
KLAQ-FM	169	92	52	12	43	17		562	321	153	31	121	62	12	77	KLAQ-F	
KLTO-FM	22	4	9	5	2	12	10	124	19	42	23	24	67	49	8	KLTO-F	
KOFX-FM	32	11	18	7	13	7	1	150	57	97	40	39	31	14		KOFX-F	
KPRR-FM	149	24	3	1	26	11	2	449	47	22	13	116	63	19	254	KPRR-F	
KROD	10		3	3	1	3	3	81	6	21	24	6	22	26	19	KROD	
KTEP-FM	10	1	3	3			6	28	5	13	13			11		KTEP-F	
KTSM	23	2	1	3		2	19	107	27	20	31		8	49		KTSM	
KTSM-FM	24	4	6	7		3	13	135	9	21	53	2	33	69	2	KTSM-F	
KXCR-FM	16	10	4		4	4	2	75	37	12		22	29	16		KXCR-F	
XEJ	4				2	3	3	32					17	17		XEJ	
XROK	5				2	1	1	45	7	7	20		12	12	7	XROK	
XZOL																XZOL	
OTHERS	23		6	9	1	6	8	147	7	39	58	20	46	47	15	OTHERS	
PUR**	783	202	188	105	171	146	117	2837	697	728	527	576	714	578	458	PUR**	

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

** AVERAGE DAILY PERSONS USING RADIO

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1983

MONDAY - FRIDAY 3:00PM - MIDNIGHT

	AVERAGE QUARTER HOUR SHARES								DAILY CUME RATINGS								
	TOT 12+	MEN			WOMEN			TEENS 12-17	TOT 12+	MEN			WOMEN			TEENS 12-17	
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+		
KAMA	1.8	2.5	3.5	2.6	.6	3.6	4.7	.1	2.2	2.3	3.1	3.5	1.1	2.8	2.5	.8	KAMA
KAMZ-FM	9.0	3.8	6.1	6.2	13.5	11.9	5.8	14.2	9.7	6.7	7.9	5.9	13.3	9.6	5.7	24.4	KAMZ-FM
KBNA	1.6	1.8	2.2	.6	.6	2.3	5.1	.8	2.7	2.8	3.2	1.1	.6	3.8	5.9	2.0	KBNA
KBNA-FM	3.3	3.7	3.1		4.3	9.1	7.4	1.3	3.1	3.8	2.2		5.7	5.6	3.6	2.5	KBNA-FM
KELP*	3.7	1.5	12.3	19.3	.3	4.1	4.6		1.6	1.5	4.5	3.8	.6	1.6	1.3		KELP*
KEZB																	KEZB
KEZB-FM	7.5	4.5	2.8	4.7	8.7	10.0	3.5	13.5	10.1	7.4	6.0	6.2	16.1	8.5	2.5	28.5	KEZB-FM
KFNA*	.2						1.6		.1						.4		KFNA*
KHEY	1.6	.5	3.0	6.1	.7	1.6	2.1	.6	1.8	.6	3.0	3.8	1.2	2.1	1.9	1.2	KHEY
KHEY-FM	8.9	8.6	12.0	9.4	18.3	9.7	7.6	1.4	7.2	7.7	9.3	6.1	11.5	8.7	6.8	3.1	KHEY-FM
KLAQ-FM	21.6	45.4	27.6	11.6	25.1	11.5	.3	11.8	12.8	36.3	13.9	3.2	14.6	5.2	1.0	14.0	KLAQ-FM
KLTO-FM	2.8	2.1	4.7	4.4	1.4	7.9	8.4	.7	2.8	2.2	3.8	2.4	2.9	5.7	4.3	1.5	KLTO-FM
KOFX-FM	4.1	5.4	9.6	6.8	7.5	4.9	1.1		3.4	6.4	8.7	4.1	4.7	2.6	1.3		KOFX-FM
KPRR-FM	19.0	12.0	1.5	.6	15.2	7.4	1.3	51.4	10.3	5.3	2.0	1.3	14.0	5.3	1.7	46.4	KPRR-FM
KROD	1.3	.2	1.4	2.7	.7	2.2	2.8	1.1	1.9	.7	1.9	2.5	.7	1.8	2.3	3.5	KROD
KTEP-FM	1.2	.4	1.6	3.2			4.8		.6	.5	1.2	1.3			.9		KTEP-FM
KTSM	2.9	.7	.6	2.6		1.7	16.0		2.5	3.1	1.8	3.2		.7	4.3		KTSM
KTSM-FM	3.1	1.8	2.9	7.1	.1	2.4	10.8	.1	3.1	1.1	1.9	5.5	.3	2.7	6.0	.4	KTSM-FM
KXCR-FM	2.0	4.9	1.9		2.2	3.0	1.9		1.7	4.2	1.1		2.6	2.4	1.4		KXCR-FM
XEU	.6			1.6		1.9	2.4		.7			1.6		1.4	1.5		XEU
XROK	.7	.2	.2	2.1		.9	1.1	.8	1.0	.8	.6	2.1		1.0	1.0	1.2	XROK
XZOL																	XZOL
OTHERS	2.9	.2	2.9	8.6	.8	4.0	6.9	2.2	3.4	.8	3.5	6.0	2.4	3.8	4.1	2.7	OTHERS
PUR**	17.9	22.8	17.0	10.9	20.6	12.3	10.3	34.3	64.9	78.9	65.9	54.6	69.4	59.9	50.7	83.6	PUR**

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

** AVERAGE DAILY PERSONS USING RADIO

COPYRIGHT 1988 BIRCH/SCARBOROUGH RESEARCH CORP.

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

MONDAY - FRIDAY 6:00AM - 10:00AM

	AVERAGE QUARTER HOUR PERSONS, IN HUNDREDS								DAILY CUME PERSONS, IN HUNDREDS								
	TOT 12+	MEN			WOMEN			TEENS 12-17	TOT 12+	MEN			WOMEN			TEENS 12-17	
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+		
KAMA	49	4	22	19	9	14	17		142	7	44	57	28	46	50		KAMA
KAMZ-FM	87	10	20	14	20	43	29	14	282	48	80	38	88	109	63	45	KAMZ-F
KBNA	19	5	5		4	12	9		57	11	11		13	37	33		KBNA
KBNA-FM	46	11	9		17	21	16	3	137	30	21		42	78	53	12	KBNA-F
KELP	12	2	10	7	1	2	1		47	13	31	18	5	13	12		KELP
KEZB	3	3	1						20	20	5						KEZB
KEZB-FM	116	38	18	7	25	29	15	31	391	116	66	50	77	77	29	119	KEZB-F
KFNA	1						1		5						5		KFNA
KHEY	32	3	14	14	1	7	11	1	110	18	41	38	12	31	40	2	KHEY
KHEY-FM	111	25	40	19	37	30	22	7	331	79	126	73	101	105	64	13	KHEY-F
KLAQ-FM	164	103	48	11	33	22	4	13	428	246	144	31	84	66	21	46	KLAQ-F
KLTO-FM	24	2	10	8	4	12	8	2	91	12	38	25	22	35	18	13	KLTO-F
KOFX-FM	57	29	38	10	12	18	6	1	145	68	101	33	12	39	27	5	KOFX-F
KPRR-FM	129	13	8	6	36	30	12	61	357	36	17	13	90	79	39	179	KPRR-F
KROD	25		12	12	4	6	4	5	73		30	33	16	9	4	21	KROD
KTEP-FM	6	2	3	1		1	3	1	23	5	8	3		4	11	5	KTEP-F
KTSM	39	9	8	12	1	6	18		122	27	33	39	5	22	50		KTSM
KTSM-FM	43		1	12	1	9	29		150		14	66	3	36	79	2	KTSM-F
KXCR-FM	16	7	8	1	4	5	4		52	19	33	14	15	11	4		KXCR-F
XEJ	7			7					15			15					XEJ
XROK																	XROK
XZOL																	XZOL
OTHERS	13		2	9	1		3	1	67		3	30	9	4	20	8	OTHER
PUR**	998	267	276	170	210	265	213	138	2451	587	652	476	502	619	510	375	PUR*

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

** AVERAGE DAILY PERSONS USING RADIO

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

MONDAY - FRIDAY 6:00AM - 10:00AM

	AVERAGE QUARTER HOUR SHARES								DAILY CUME RATINGS								
	TOT 12+	MEN			WOMEN			TEENS 12-17	TOT 12+	MEN			WOMEN			TEENS 12-17	
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+		
KAMA	4.9	1.3	7.8	11.4	4.5	5.4	8.0		3.2	.8	4.0	5.9	3.4	3.8	4.4		KAMA
KAMZ-FM	8.7	3.6	7.1	8.0	9.7	16.2	13.8	10.3	6.5	5.4	7.2	4.0	10.6	9.2	5.5	8.3	KAMZ-FM
KBNA	1.9	2.0	1.9		1.9	4.5	4.3		1.3	1.2	1.0		1.6	3.1	2.9		KBNA
KBNA-FM	4.6	4.0	3.4		8.0	7.8	7.6	1.8	3.1	3.4	1.9		5.0	6.6	4.6	2.3	KBNA-FM
KELP	1.2	.9	3.4	4.1		.7	.6		1.1	1.5	2.8	1.8	.6	1.1	1.0		KELP
KEZB	.3	1.3	.2						.5	2.3	.4						KEZB
KEZB-FM	11.6	14.3	6.7	4.2	11.9	10.8	6.9	22.1	9.0	13.1	6.0	5.2	9.3	6.4	2.6	21.7	KEZB-FM
KFNA	.1						.5		.1						.4		KFNA
KHEY	3.2	1.2	5.1	8.4	.7	2.5	5.3	1.0	2.5	2.0	3.7	3.9	1.4	2.6	3.5	.4	KHEY
KHEY-FM	11.1	9.4	14.6	11.2	17.6	11.2	10.5	5.2	7.6	8.9	11.4	7.5	12.2	8.8	5.6	2.5	KHEY-FM
KLAQ-FM	16.4	38.7	17.3	6.6	15.6	8.3	1.8	9.3	9.8	27.8	13.0	3.2	10.1	5.6	1.8	8.5	KLAQ-FM
KLTO-FM	2.4	.6	3.6	4.8	2.0	4.6	3.9	1.3	2.1	1.4	3.4	2.6	2.6	2.9	1.6	2.4	KLTO-FM
KOFX-FM	5.7	10.7	13.9	5.8	5.7	6.7	2.8	.5	3.3	7.7	9.1	3.4	1.4	3.3	2.4	.9	KOFX-FM
KPRR-FM	12.9	4.9	2.8	3.8	17.3	11.2	5.8	44.2	8.2	4.1	1.6	1.3	10.8	6.6	3.4	32.7	KPRR-FM
KROD	2.5		4.2	7.0	1.8	2.2	2.0	3.3	1.7		2.7	3.4	1.9	.7	.4	3.8	KROD
KTEP-FM	.6	.6	1.0	.6		.4	1.3	.4	.5	.5	.7	.3		.3	.9	.9	KTEP-FM
KTSM	3.9	3.5	3.0	6.8	.3	2.1	8.2		2.8	3.1	3.0	4.1	.6	1.8	4.4		KTSM
KTSM-FM	4.3		.3	7.3	.3	3.6	13.8	.2	3.4		1.3	6.9	.3	3.0	6.9	.4	KTSM-FM
KXCR-FM	1.6	2.8	3.0	.5	1.9	1.9	1.6		1.2	2.2	3.0	1.5	1.8	1.0	.4		KXCR-FM
XEU	.7			3.9					.3			1.6					XEU
XROK																	XROK
XZOL																	XZOL
OTHERS	1.3		.8	5.4	.5	.1	1.2	.4	1.5		.3	3.1	1.0	.3	1.7	1.5	OTHERS
PUR**	22.8	30.2	25.0	17.6	25.3	22.2	18.7	25.2	56.1	66.4	59.0	49.4	60.4	51.9	44.7	68.5	PUR**

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

** AVERAGE DAILY PERSONS USING RADIO

COPYRIGHT 1988 BIRCH/SCARBOROUGH RESEARCH CORP.

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

MONDAY - FRIDAY 10:00AM - 3:00PM

	AVERAGE QUARTER HOUR PERSONS, IN HUNDREDS								DAILY CUME PERSONS, IN HUNDREDS								
	TOT 12+	MEN			WOMEN			TEENS 12-17	TOT 12+	MEN			WOMEN			TEENS 12-17	
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+		
KAMA	37	7	8	1	5	22	25		109	7	21	14	5	68	83		KAMA
KAMZ-FM	76	7	16	9	36	29	16	7	188	20	47	34	65	66	40	30	KAMZ-FM
KBNA	39	11	21	11		7	17		84	11	24	13	9	40	50		KBNA
KBNA-FM	30	16	15		7	7	7		100	33	24		38	42	28		KBNA-FM
KELP	36		29	29		6	8		46		36	36		6	10		KELP
KEZB	6	6							10	10							KEZB
KEZB-FM	78	30	12	7	27	19	3	11	261	105	36	34	80	50	8	35	KEZB-FM
KFNA	5						5		5						5		KFNA
KHEY	24		15	17		1	6		58		20	34		11	24		KHEY
KHEY-FM	90	33	42	16	22	22	18		210	87	76	20	67	64	34	2	KHEY-FM
KLAQ-FM	183	117	61	14	41	36	6	4	404	273	126	22	70	48	16	22	KLAQ-FM
KLTO-FM	38	10	19	9	6	17	12		85	24	35	21	18	35	23		KLTO-FM
KOFX-FM	51	30	35	5	12	15	4		140	59	85	25	32	44	23		KOFX-FM
KPRR-FM	80	4	11	7	24	11		44	212	5	12	7	74	37	2	124	KPRR-FM
KROD	24	3	9	9	5	6	5	1	50	6	14	14	10	9	13	7	KROD
KTEP-FM	4			1			3		19	5	5	7			7		KTEP-FM
KTSM	58	1	21	30		4	27		100	7	35	51		4	41		KTSM
KTSM-FM	43		3	17		12	26		112		7	42	2	36	66	2	KTSM-FM
KXCR-FM	17	4	1		9	9	4		28	12	12		12	9	4		KXCR-FM
XEJ	7					7	7		10					10	10		XEJ
XROK	3						3		7						7		XROK
XZOL																	XZOL
OTHERS	26	6	12	7	3	4	6	4	71	14	22	14	5	17	34	4	OTHERS
PUR**	954	287	333	188	198	234	209	72	1956	571	535	322	410	493	448	203	PUR**

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

** AVERAGE DAILY PERSONS USING RADIO

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

MONDAY - FRIDAY 10:00AM - 3:00PM

	AVERAGE QUARTER HOUR SHARES								DAILY CUME RATINGS								
	TOT 12+	MEN			WOMEN			TEENS 12-17	TOT 12+	MEN			WOMEN			TEENS 12-17	
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+		
KAMA	3.9	2.5	2.3	.4	2.3	9.3	12.1		2.5	.8	1.9	1.5	.5	5.7	7.3		KAMA
KAMZ-FM	7.9	2.6	4.8	5.0	18.2	12.2	7.5	9.6	4.3	2.2	4.3	3.5	7.8	5.6	3.5	5.4	KAMZ-FM
KBNA	4.1	3.7	6.4	5.7	.2	3.0	8.2		1.9	1.2	2.2	1.4	1.1	3.4	4.4		KBNA
KBNA-FM	3.2	5.7	4.6		3.6	3.0	3.4		2.3	3.7	2.1		4.6	3.5	2.5		KBNA-FM
KELP	3.8		8.7	15.4		2.7	3.6		1.1		3.3	3.8		.5	.9		KELP
KEZB	.6	2.0							.2	1.1							KEZB
KEZB-FM	8.1	10.5	3.7	3.5	13.8	8.0	1.5	14.6	6.0	11.8	3.2	3.5	9.6	4.2	.7	6.3	KEZB-FM
KFNA	.5						2.2		.1						.4		KFNA
KHEY	2.5		4.4	9.2		.5	3.0		1.3		1.8	3.6		.9	2.1		KHEY
KHEY-FM	9.4	11.7	12.6	8.6	11.2	9.3	8.4	.6	4.8	9.8	6.9	2.0	8.0	5.4	3.0	.4	KHEY-FM
KLAQ-FM	19.2	40.9	18.2	7.4	20.6	15.4	3.0	6.1	9.2	30.9	11.4	2.3	8.5	4.0	1.4	4.0	KLAQ-FM
KLTO-FM	3.9	3.7	5.6	4.6	3.2	7.5	5.8		1.9	2.7	3.2	2.1	2.1	2.9	2.0		KLTO-FM
KOFX-FM	5.4	10.4	10.6	2.8	5.9	6.3	2.0		3.2	6.7	7.6	2.6	3.9	3.7	2.0		KOFX-FM
KPRR-FM	8.3	1.4	3.3	3.7	12.3	4.5	.2	60.6	4.9	.5	1.1	.8	9.0	3.1	.2	22.6	KPRR-FM
KROD	2.5	1.1	2.6	4.7	2.6	2.6	2.6	1.8	1.1	.7	1.3	1.4	1.2	.7	1.2	1.2	KROD
KTEP-FM	.5	.1	.1	.8			1.3		.4	.6	.4	.8			.6		KTEP-FM
KTSM	6.0	.3	6.4	15.7		.7	13.1		2.3	.8	3.1	5.3		.3	3.6		KTSM
KTSM-FM	4.5		.8	9.0	.2	5.3	12.3	.6	2.6		.6	4.3	.3	3.0	5.7	.4	KTSM-FM
KXCR-FM	1.8	1.5	1.3		4.3	2.8	1.9		.6	1.4	1.1		1.4	.7	.4		KXCR-FM
XEU	.8					3.1	3.5		.2					.9	.9		XEU
XROK	.3						1.4		.2						.7		XROK
XZOL OTHERS	2.8	2.2	3.7	3.6	1.5	1.9	3.0	6.0	1.6	1.6	2.0	1.5	.6	1.4	3.0	.8	XZOL OTHERS
PUR**	21.8	32.4	30.1	19.5	23.8	19.6	18.3	13.2	44.8	64.6	48.5	33.4	49.4	41.4	39.3	37.2	PUR**

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

** AVERAGE DAILY PERSONS USING RADIO

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

MONDAY - FRIDAY 3:00PM - 7:00PM

	AVERAGE QUARTER HOUR PERSONS, IN HUNDREDS								DAILY CUME PERSONS, IN HUNDREDS									
	TOT 12+	MEN			WOMEN			TEENS 12-17	TOT 12+	MEN			WOMEN			TEENS 12-17		
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+			
KAMA	21	4	8	6	1	7	9		86	20	35	34	5	22	22	4	KAMA	
KAMZ-FM	103	13	17	9	42	35	15	24	362	49	70	50	105	115	65	92	KAMZ-FM	
KBNA	24	8	9	1	2	5	11	1	92	25	35	11	5	23	45	7	KBNA	
KBNA-FM	37	9	9		13	21	13	3	102	14	14		42	67	41	5	KBNA-FM	
KELP*	31	3	24	21	1	7	6		69	13	50	36	5	19	14		KELP*	
KEZB																	KEZB	
KEZB-FM	71	8	8	8	18	21	8	29	319	40	55	53	102	85	21	103	KEZB-FM	
KFNA	2						2		5						5		KFNA	
KHEY	13	2	9	7	3	4	1		48	5	27	25	10	19	8		KHEY	
KHEY-FM	91	14	34	21	38	21	15	3	264	43	91	54	90	94	66	11	KHEY-FM	
KLAQ-FM	186	100	58	10	51	27	1	25	498	309	140	18	98	57	12	62	KLAQ-FM	
KLTO-FM	33	9	20	10	2	11	9	2	94	19	42	23	12	43	31	8	KLTO-FM	
KOFX-FM	54	21	37	16	14	8	3		139	57	97	40	28	31	14		KOFX-FM	
KPRR-FM	142	23	7	1	26	13	4	89	378	47	22	13	107	63	19	192	KPRR-FM	
KROD	17	1	6	6		6	7	3	69	6	21	24		22	26	13	KROD	
KTEP-FM	12	2	4	2			8		24	5	13	8			11		KTEP-FM	
KTSM	29	3	2	3		4	23		88	27	20	24		4	38		KTSM	
KTSM-FM	36	2	7	14		4	19		112	9	21	48	2	25	50	2	KTSM-FM	
KXCR-FM	13	4	3		5	8	4		54	24	12		14	26	16		KXCR-FM	
XEJ	6					6	6		17					17	17		XEJ	
XROK	1	1	1						7	7	7						XROK	
XZOL																	XZOL	
OTHERS	21		5	6	2	5	10	4	72		13	16	9	39	39	8	OTHERS	
PUR**	944	228	267	142	217	212	173	184	2400	629	682	408	505	616	481	375	PUR**	

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

** AVERAGE DAILY PERSONS USING RADIO

COPYRIGHT 1988 BIRCH/SCARBOROUGH RESEARCH CORP.

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

MONDAY - FRIDAY 3:00PM - 7:00PM

	AVERAGE QUARTER HOUR SHARES								DAILY CUME RATINGS								
	TOT 12+	MEN			WOMEN			TEENS 12-17	TOT 12+	MEN			WOMEN			TEENS 12-17	
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+		
KAMA	2.2	1.9	2.9	4.3	.5	3.4	5.3	.1	2.0	2.3	3.1	3.5	.5	1.8	1.9	.8	KAMA
KAMZ-FM	10.9	5.6	6.4	6.1	19.3	16.3	8.8	13.3	8.3	5.5	6.4	5.2	12.7	9.6	5.7	16.8	KAMZ-FM
KBNA	2.5	3.5	3.5	.9	1.1	2.2	6.1	.7	2.1	2.8	3.2	1.1	.6	2.0	3.9	1.2	KBNA
KBNA-FM	3.9	3.8	3.2		5.9	10.0	7.6	1.4	2.3	1.6	1.2		5.1	5.6	3.6	.9	KBNA-FM
KELP*	3.3	1.5	9.0	14.7	.3	3.2	3.5		1.6	1.5	4.5	3.8	.6	1.6	1.3		KELP*
KEZB																	KEZB
KEZB-FM	7.5	3.6	3.0	5.4	8.3	10.1	4.9	15.5	7.3	4.5	5.0	5.4	12.3	7.1	1.9	18.8	KEZB-FM
KFNA	.2							1.3	.1							.4	KFNA
KHEY	1.4	1.1	3.5	5.1	1.3	1.7	.5		1.1	.6	2.4	2.6	1.2	1.6	.7		KHEY
KHEY-FM	9.6	6.2	12.6	14.6	17.4	9.7	8.5	1.9	6.0	4.9	8.3	5.6	10.8	7.8	5.8	1.9	KHEY-FM
KLAQ-FM	19.7	43.7	21.6	6.8	23.5	12.5	.4	13.6	11.4	34.9	12.7	1.8	11.8	4.8	1.0	11.4	KLAQ-FM
KLTO-FM	3.5	4.1	7.4	7.4	.9	5.0	5.1	1.2	2.1	2.2	3.8	2.4	1.4	3.6	2.8	1.5	KLTO-FM
KOFX-FM	5.8	9.3	13.9	11.3	6.6	3.9	1.6		3.2	6.4	8.7	4.1	3.4	2.6	1.3		KOFX-FM
KPRR-FM	15.1	10.0	2.4	.9	11.9	6.3	2.0	48.3	8.6	5.3	2.0	1.3	12.9	5.3	1.7	35.0	KPRR-FM
KROD	1.8	.3	2.2	4.5		3.0	3.8	1.8	1.6	.7	1.9	2.5		1.8	2.3	2.3	KROD
KTEP-FM	1.2	.8	1.6	1.7			4.4		.5	.5	1.2	.9			.9		KTEP-FM
KTSM	3.1	1.5	.9	2.1		1.9	13.2		2.0	3.1	1.8	2.4		.3	3.3		KTSM
KTSM-FM	3.9	1.0	2.5	10.1	.1	1.8	11.1	.1	2.6	1.1	1.9	5.0		2.1	4.4	.4	KTSM-FM
KXCR-FM	1.4	1.8	1.0		2.2	3.6	2.5		1.2	2.7	1.1		1.6	2.2	1.4		KXCR-FM
XEU	.7					3.0	3.6		.4					1.4	1.5		XEU
XROK	.1	.4	.3						.2	.8	.6						XROK
XZOL OTHERS	2.2		1.9	4.2	.8	2.4	5.7	2.0	1.7		1.2	1.7	1.1	3.2	3.4	1.5	XZOL OTHERS
PUR**	21.6	25.8	24.2	14.7	26.1	17.8	15.1	33.7	54.9	71.2	61.7	42.4	60.8	51.7	42.1	68.6	PUR**

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

** AVERAGE DAILY PERSONS USING RADIO

COPYRIGHT 1988 BIRCH/SCARBOROUGH RESEARCH CORP.

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

MONDAY - FRIDAY 7:00PM - MIDNIGHT

	AVERAGE QUARTER HOUR PERSONS, IN HUNDREDS								DAILY CUME PERSONS, IN HUNDREDS								
	TOT 12+	MEN			WOMEN			TEENS 12-17	TOT 12+	MEN			WOMEN			TEENS 12-17	
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+		
KAMA	9	6	6		1	4	3		19	7	7		5	12	7		KAMA
KAMZ-FM	45	3	7	5	8	4		29	183	17	38	28	38	19		100	KAMZ-F
KBNA	4					2	2	2	27					22	22	4	KBNA
KBNA-FM	17	6	4		3	7	5	2	64	27	18		15	22	13	9	KBNA-F
KELP*																	KELP*
KEZB																	KEZB
KEZB-FM	49	10	3	3	13	9	1	23	226	32	12	7	71	38	7	109	KEZB-F
KFNA*																	KFNA*
KHEY	12		3	6		1	4	2	34		7	15		7	13	7	KHEY
KHEY-FM	53	20	14	1	26	9	4	2	146	45	35	7	68	34	15	11	KHEY-F
KLAQ-FM	156	85	47	14	36	9		20	287	140	92	20	73	22		54	KLAQ-F
KLTO-FM	14				3	12	11		45				13	37	30	2	KLTO-F
KOFX-FM	14	3	3		12	6			47	13	13		34	12			KOFX-F
KPRR-FM	154	25			26	9		103	306	32			65	19		209	KPRR-F
KROD	4				2	1	1	1	25				6	7	7	13	KROD
KTEP-FM	8		2	4			4		17		5	10			7		KTEP-F
KTSM	18			3		1	16		49			7		4	41		KTSM
KTSM-FM	14	5	5	2		3	7		38	9	9	10		8	19		KTSM-F
KXCR-FM	18	14	4		3	2	1		53	33	7		12	11	8		KXCR-F
XEJ	3			3					15			15					XEJ
XROK	9			4		2	2	3	38			20		12	12	7	XROK
XZOL																	XZOL
OTHERS	24	1	6	11	1	6	7	5	97	7	29	44	11	26	28	7	OTHERS
PUR**	625	178	103	56	134	88	67	191	1506	347	257	184	354	306	228	392	PUR**

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

** AVERAGE DAILY PERSONS USING RADIO

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

MONDAY - FRIDAY 7:00PM - MIDNIGHT

	AVERAGE QUARTER HOUR SHARES								DAILY CUME RATINGS								
	TOT 12+	MEN			WOMEN			TEENS 12-17	TOT 12+	MEN			WOMEN			TEENS 12-17	
		18-34	25-54	35+	18-34	25-54	35+			18-34	25-54	35+	18-34	25-54	35+		
KAMA	1.5	3.2	5.5		.7	4.2	4.1		.4	.8	.6		.6	1.0	.6		KAMA
KAMZ-FM	7.2	1.9	6.7	8.5	6.0	4.3		15.0	4.2	1.9	3.5	2.9	4.6	1.6		18.2	KAMZ-FM
KBNA	.6					2.5	3.3	.9	.6							.8	KBNA
KBNA-FM	2.7	3.6	3.5		2.2	7.9	7.8	1.3	1.5	3.1	1.5		1.8	1.8	1.1	1.6	KBNA-FM
KELP*																	KELP*
KEZB																	KEZB
KEZB-FM	7.8	5.5	3.0	5.1	9.4	10.4	1.0	11.9	5.2	3.6	1.1	.7	8.5	3.2	.6	19.9	KEZB-FM
KFNA*																	KFNA*
KHEY	1.9		2.7	10.3		1.6	5.6	1.1	.8		.6	1.6		.6	1.1	1.2	KHEY
KHEY-FM	8.5	11.1	13.2	2.1	19.5	10.4	6.4	1.0	3.3	5.1	3.2	.8	8.2	2.9	1.3	2.0	KHEY-FM
KLAQ-FM	24.9	47.9	46.2	25.5	27.2	10.3		10.5	6.6	15.8	8.3	2.1	8.8	1.8		9.8	KLAQ-FM
KLTO-FM	2.2				2.1	13.9	15.9	.2	1.0				1.5	3.1	2.6	.4	KLTO-FM
KOFX-FM	2.3	1.5	2.6		8.7	7.1			1.1	1.5	1.2		4.1	1.0			KOFX-FM
KPRR-FM	24.6	14.1			19.5	9.9		53.7	7.0	3.6			7.9	1.6		38.1	KPRR-FM
KROD	.7				1.7	.8	1.0	.6	.6				.7	.6	.6	2.3	KROD
KTEP-FM	1.3		2.1	7.2			6.0		.4		.5	1.0			.6		KTEP-FM
KTSM	2.9			4.7		1.4	23.5		1.1			.8		.3	3.6		KTSM
KTSM-FM	2.2	2.6	4.5	3.4		3.6	11.1		.9	1.1	.8	1.0		.7	1.6		KTSM-FM
KXCR-FM	2.9	8.1	4.3		2.2	1.9	.9		1.2	3.7	.7		1.4	.9	.7		KXCR-FM
XEU	.5			5.5					.3			1.6					XEU
XROK	1.4			7.2		2.7	3.5	1.4	.9			2.1		1.0	1.0	1.2	XROK
XZOL OTHERS	3.9	.4	5.7	20.5	.8	7.3	9.9	2.4	2.2	.8	2.6	4.6	1.3	2.2	2.4	1.2	XZOL OTHERS
PUR**	14.3	20.1	9.3	5.8	16.1	7.4	5.9	34.9	34.5	39.3	23.3	19.1	42.6	25.7	20.0	71.5	PUR**

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

** AVERAGE DAILY PERSONS USING RADIO

COPYRIGHT 1988 BIRCH/SCARBOROUGH RESEARCH CORP.

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

MONDAY - SUNDAY 6:00AM - MIDNIGHT

	AVERAGE QUARTER HOUR PERSONS, IN HUNDREDS								WEEKLY CUME PERSONS, IN HUNDREDS								
	MALE COMBINATIONS								MALE COMBINATIONS								
	18+	18-34	25-44	35-54	55+	18-44	25-54	35+	18+	18-34	25-44	35-54	55+	18-44	25-54	35+	
KAMA	8	3	4	4	1	4	8	5	266	45	106	137	84	114	175	222	KAMA
KAMZ-FM	16	7	8	9		10	14	9	260	154	167	106		230	198	106	KAMZ-FM
KBNA	8	5	8	3		8	8	3	135	52	92	71	12	100	116	83	KBNA
KBNA-FM	10	8	9	2		10	9	2	138	100	121	37		135	123	37	KBNA-FM
KELP*	16	1	12	15		12	16	15	66	18	45	46	3	50	59	48	KELP*
KEZB	2	2				2			24	24	3			24	3		KEZB
KEZB-FM	22	17	7	3	2	19	8	5	427	314	172	101	12	385	202	113	KEZB-FM
KFNA*																	KFNA*
KHEY	11	1	8	7	2	8	8	9	185	50	85	97	39	109	123	136	KHEY
KHEY-FM	35	24	24	9	2	30	27	11	359	210	233	104	45	285	261	150	KHEY-FM
KLAQ-FM	106	94	51	13		106	51	13	581	525	250	53	3	578	250	56	KLAQ-FM
KLTO-FM	11	5	9	6	1	10	9	7	196	87	91	94	15	138	133	109	KLTO-FM
KOFX-FM	19	13	17	6		17	19	6	189	110	123	79		158	154	79	KOFX-FM
KPRR-FM	29	26	11	3		28	12	3	202	162	81	40		179	104	40	KPRR-FM
KROD	12	3	11	9		12	11	10	151	45	117	99	7	130	130	106	KROD
KTEP-FM	6	1	1	4	2	1	4	6	115	21	39	70	24	39	91	94	KTEP-FM
KTSM	12	2	4	7	4	5	7	10	198	45	55	85	68	62	123	153	KTSM
KTSM-FM	12	1	2	2	9	2	3	10	186	18	30	66	103	35	79	169	KTSM-FM
KXCR-FM	9	9	7			9	7		120	67	51	53		79	92	53	KXCR-FM
XEU	3	2	2		2	2	2	2	31	16	16		15	16	16	15	XEU
XROK	1				1			1	49	12	12	10	27	12	22	37	XROK
XZOL																	XZOL
OTHERS	12	2	4	7	3	4	8	10	268	43	91	125	100	91	168	225	OTHERS
PUR	361	224	198	109	27	299	234	137	1750	853	821	592	304	1204	1062	897	PUR

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

** AVERAGE DAILY PERSONS USING RADIO

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

MONDAY - SUNDAY 6:00AM - MIDNIGHT

	AVERAGE QUARTER HOUR SHARES								WEEKLY CUME RATINGS								
	MALE COMBINATIONS								MALE COMBINATIONS								
	18+	18-34	25-44	35-54	55+	18-44	25-54	35+	18+	18-34	25-44	35-54	55+	18-44	25-54	35+	
KAMA	2.3	1.5	2.2	3.9	1.8	1.5	3.3	3.5	14.4	5.1	12.5	22.2	24.3	9.1	15.8	23.0	KAMA
KAMZ-FM	4.3	2.9	4.0	8.2		3.3	5.8	6.5	14.1	17.4	19.6	17.1		18.4	17.9	11.0	KAMZ-FM
KBNA	2.3	2.4	4.2	2.7		2.8	3.6	2.2	7.3	5.8	10.8	11.5	3.5	8.0	10.5	8.6	KBNA
KBNA-FM	2.9	3.5	4.7	2.3		3.5	4.0	1.8	7.4	11.4	14.1	6.0		10.8	11.2	3.9	KBNA-FM
KELP*	4.5	.5	5.9	13.8		3.9	6.9	11.0	3.6	2.0	5.3	7.4	.8	4.0	5.3	5.0	KELP*
KEZB	.5	.8				.6			1.3	2.7	.4			1.9	.3		KEZB
KEZB-FM	6.1	7.6	3.7	2.8	6.2	6.5	3.5	3.5	23.1	35.5	20.1	16.3	3.5	30.8	18.2	11.7	KEZB-FM
KFNA*																	KFNA*
KHEY	3.0	.6	4.1	6.5	8.5	2.8	3.6	6.9	10.0	5.6	10.0	15.7	11.2	8.7	11.1	14.1	KHEY
KHEY-FM	9.6	10.6	12.2	8.2	7.3	9.9	11.7	8.0	19.4	23.7	27.2	16.9	13.0	22.8	23.6	15.5	KHEY-FM
KLAQ-FM	29.4	41.7	25.6	11.5		35.6	21.7	9.2	31.4	59.4	29.3	8.6	.8	46.3	22.6	5.8	KLAQ-FM
KLTO-FM	3.1	2.0	4.3	5.5	2.3	3.2	4.1	4.9	10.6	9.9	10.6	15.2	4.4	11.1	12.0	11.3	KLTO-FM
KOFX-FM	5.4	5.9	8.5	5.6		5.7	8.2	4.5	10.2	12.5	14.5	12.7		12.7	13.9	8.1	KOFX-FM
KPRR-FM	8.0	11.5	5.4	2.9		9.2	5.2	2.3	10.9	18.3	9.5	6.5		14.3	9.4	4.2	KPRR-FM
KROD	3.4	1.2	5.6	8.6	.6	4.0	4.8	7.0	8.2	5.1	13.7	16.0	2.2	10.4	11.8	11.0	KROD
KTEP-FM	1.8	.3	.5	3.3	7.3	.3	1.9	4.1	6.2	2.3	4.5	11.3	7.0	3.1	8.2	9.8	KTEP-FM
KTSM	3.4	.8	2.0	6.2	13.2	1.8	3.2	7.6	10.7	5.1	6.4	13.8	19.5	5.0	11.1	15.8	KTSM
KTSM-FM	3.2	.6	1.0	1.5	31.4	.6	1.3	7.5	10.1	2.0	3.5	10.6	29.7	2.8	7.1	17.5	KTSM-FM
KXCR-FM	2.6	4.1	3.4	.2		3.1	2.9	.1	6.5	7.6	6.0	8.6		6.3	8.4	5.5	KXCR-FM
XEJ	1.0	.7	.8		6.8	.5	.7	1.4	1.7	1.8	1.8		4.4	1.2	1.4	1.6	XEJ
XROK	.2	.1	.1		2.4		.1	.5	2.6	1.4	1.4	1.6	7.7	1.0	2.0	3.8	XROK
XZOL OTHERS	3.3	7	1.8	6.3	12.1	1.2	3.6	7.5	14.5	4.9	10.7	20.2	29.0	7.3	15.2	23.3	XZOL OTHERS
PUR	19.5	25.4	23.2	17.7	7.9	23.9	21.1	14.2	94.7	96.6	96.2	95.8	87.9	96.4	96.1	93.0	PUR

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

** AVERAGE DAILY PERSONS USING RADIO

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BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

MONDAY - SUNDAY 6:00AM - MIDNIGHT

	AVERAGE QUARTER HOUR PERSONS, IN HUNDREDS								WEEKLY CUME PERSONS, IN HUNDREDS								
	FEMALE COMBINATIONS								FEMALE COMBINATIONS								
	18+	18-34	25-44	35-54	55+	18-44	25-54	35+	18+	18-34	25-44	35-54	55+	18-44	25-54	35+	
KAMA	19	3	7	6	10	7	9	16	389	63	117	187	139	129	237	326	KAMA
KAMZ-FM	35	24	22	11		34	23	11	413	271	235	139	4	374	270	142	KAMZ-F
KBNA	9	1	2	3	5	2	4	8	221	46	74	106	69	79	147	175	KBNA
KBNA-FM	17	10	9	6	1	13	12	7	261	152	131	87	21	195	175	108	KBNA-F
KELP*	4		4	3		4	4	4	55	18	44	26	11	44	44	37	KELP*
KEZB	1		1	1		1	1	1	43	14	36	29		43	36	29	KEZB
KEZB-FM	26	21	19	4	1	25	19	5	411	313	244	92	6	394	254	98	KEZB-F
KFNA*	2				2			2	6				6			6	KFNA*
KHEY	6	1	1	2	3	2	2	4	155	39	59	61	54	81	78	116	KHEY
KHEY-FM	41	25	19	11	4	34	21	15	345	186	162	117	42	244	221	159	KHEY-F
KLAQ-FM	36	34	17	2		36	18	2	352	265	150	83	4	314	185	87	KLAQ-F
KLTO-FM	14	3	10	11		10	14	11	177	71	131	105		153	155	105	KLTO-F
KOFX-FM	14	11	11	2		14	11	2	160	79	113	69	12	143	118	81	KOFX-F
KPRR-FM	36	31	18	5		35	18	5	337	240	157	96		317	176	96	KPRR-F
KROD	7	2	5	5		7	5	5	105	26	56	61	18	70	73	79	KROD
KTEP-FM	6	2	2		4	2	2	4	80	37	39	17	26	49	43	43	KTEP-F
KTSM	17		1	3	14	1	3	17	106	6	23	41	59	23	47	100	KTSM
KTSM-FM	19		4	7	12	4	7	19	256	27	63	112	116	67	136	229	KTSM-F
KXCR-FM	6	4	3	2		5	4	2	67	38	39	26	4	60	43	30	KXCR-F
XEJ	3		3	3		3	3	3	58		34	34	24	34	34	58	XEJ
XROK	1							1	31	3	8	13	15	8	16	28	XROK
XZOL									12		5	5	7	5	5	12	XZOL
OTHERS	11	2	3	3	7	3	4	10	250	72	98	97	81	136	131	178	OTHERS
PUR	329	174	158	93	62	239	186	155	1851	796	865	667	388	1193	1135	1055	PUR

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

** AVERAGE DAILY PERSONS USING RADIO

BIRCH RADIO MONTHLY TREND REPORT

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	AVERAGE QUARTER HOUR SHARES								WEEKLY CUME RATINGS								
	FEMALE COMBINATIONS								FEMALE COMBINATIONS								
	18+	18-34	25-44	35-54	55+	18-44	25-54	35+	18+	18-34	25-44	35-54	55+	18-44	25-54	35+	
KAMA	5.8	1.6	4.6	6.8	15.9	3.0	4.9	10.4	19.7	7.5	12.9	26.9	31.2	10.4	19.9	28.6	KAMA
KAMZ-FM	10.6	13.5	13.8	12.2		14.0	12.5	7.3	21.0	32.6	25.8	20.0	.8	30.1	22.7	12.5	KAMZ-FM
KBNA	2.8	.6	1.0	3.5	7.7	7	2.3	5.2	11.2	5.5	8.1	15.3	15.4	6.4	12.3	15.3	KBNA
KBNA-FM	5.1	5.5	5.4	6.7	1.6	5.3	6.3	4.6	13.2	18.3	14.4	12.5	4.8	15.7	14.7	9.5	KBNA-FM
KELP*	1.2	.2	2.4	3.6	.6	1.6	2.0	2.4	2.8	2.1	4.8	3.7	2.5	3.5	3.6	3.3	KELP*
KEZB	.2		.4	.6		2	.3	.4	2.2	1.7	4.0	4.2		3.5	3.0	2.6	KEZB
KEZB-FM	7.9	12.0	12.3	4.5	1.5	10.4	10.5	3.3	20.8	37.6	26.9	13.2	1.4	31.8	21.3	8.6	KEZB-FM
KFNA*	.5				2.5			1.0	.3				1.4			.6	KFNA*
KHEY	1.7	.7	.9	1.8	4.5	8	1.3	2.9	7.8	4.7	6.5	8.8	12.2	6.5	6.6	10.1	KHEY
KHEY-FM	12.3	14.5	11.7	11.7	7.2	14.2	11.2	9.9	17.5	22.3	17.8	16.9	9.4	19.6	18.5	13.9	KHEY-FM
KLAQ-FM	11.0	19.4	10.7	2.6		14.9	9.4	1.6	17.9	31.9	16.5	11.9	.9	25.3	15.5	7.6	KLAQ-FM
KLTO-FM	4.3	1.7	6.1	11.8		4.2	7.3	7.1	8.9	8.6	14.5	15.1		12.3	13.0	9.2	KLTO-FM
KOFX-FM	4.2	6.6	6.9	2.6		5.8	5.8	1.6	8.1	9.5	12.4	9.9	2.7	11.5	9.9	7.1	KOFX-FM
KPRR-FM	10.9	17.7	11.2	5.7		14.8	9.9	3.4	17.1	28.9	17.3	13.9		25.6	14.8	8.4	KPRR-FM
KROD	2.2	1.4	3.2	5.0	.4	2.8	2.9	3.2	5.3	3.1	6.2	8.8	4.0	5.7	6.1	6.9	KROD
KTEP-FM	1.8	1.2	1.4	.2	6.1	.9	1.2	2.5	4.0	4.4	4.3	2.5	5.8	4.0	3.6	3.8	KTEP-FM
KTSM	5.2	.1	.8	3.6	22.1	.5	1.9	11.0	5.4	.7	2.5	6.0	13.2	1.8	3.9	8.8	KTSM
KTSM-FM	5.7	.2	2.2	7.5	18.7	1.5	3.9	12.0	13.0	3.3	7.0	16.2	26.0	5.4	11.4	20.0	KTSM-FM
KXCR-FM	1.9	2.2	1.6	2.6		1.9	2.4	1.6	3.4	4.5	4.2	3.8	.8	4.8	3.6	2.6	KXCR-FM
XEU	.9		1.8	3.1		1.2	1.6	1.9	3.0		3.8	4.9	5.4	2.7	2.9	5.1	XEU
XROK	.3			.5	.8		.2	.6	1.6	.4	.9	1.9	3.4	.6	1.3	2.5	XROK
XZOL									.6		.6	.7	1.5	.4	.4	1.0	XZOL
OTHERS	3.4	.9	1.6	3.2	10.6	1.2	2.2	6.1	12.7	8.7	10.8	13.9	18.2	11.0	11.0	15.6	OTHERS
PUR	16.7	20.9	17.4	13.4	13.8	19.3	15.6	13.6	93.8	95.8	95.3	96.0	86.9	96.1	95.2	92.4	PUR

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** AVERAGE DAILY PERSONS USING RADIO

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BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

MONDAY - SUNDAY 6:00AM - MIDNIGHT

	AVERAGE QUARTER HOUR PERSONS, IN HUNDREDS								WEEKLY CUME PERSONS, IN HUNDREDS								
	ADULT COMBINATIONS								ADULT COMBINATIONS								
	18+	18-34	25-44	35-54	55+	18-44	25-54	35+	18+	18-34	25-44	35-54	55+	18-44	25-54	35+	
KAMA	27	6	12	11	10	12	17	21	655	107	223	324	224	243	412	548	KAMA
KAMZ-FM	50	30	30	20		43	37	20	673	425	402	245	4	604	468	248	KAMZ-F
KBNA	17	7	10	6	5	10	13	11	356	98	166	177	81	179	263	258	KBNA
KBNA-FM	27	17	18	9	1	23	21	10	398	253	251	124	21	330	298	146	KBNA-F
KELP*	20	1	15	18		15	20	19	121	36	88	72	14	93	102	86	KELP*
KEZB	2	2	1	1		2	1	1	67	38	39	29		67	39	29	KEZB
KEZB-FM	48	38	27	7	3	44	28	10	837	626	416	193	19	779	456	211	KEZB-F
KFNA*	2				2			2	6				6			6	KFNA*
KHEY	17	3	10	9	5	10	11	14	340	89	144	158	93	190	201	251	KHEY
KHEY-FM	75	49	43	20	6	63	48	26	704	395	395	221	87	529	482	309	KHEY-F
KLAQ-FM	142	127	68	15		142	68	15	933	791	400	136	7	892	434	143	KLAQ-F
KLTO-FM	25	8	18	17	1	20	23	18	373	159	222	199	15	291	288	214	KLTO-F
KOFX-FM	33	25	28	9		31	30	9	349	190	236	147	12	301	272	159	KOFX-F
KPRR-FM	65	57	28	8		63	30	8	539	402	238	136		497	280	136	KPRR-F
KROD	19	5	16	14		19	17	14	256	71	173	160	25	201	203	186	KROD
KTEP-FM	12	3	3	4	6	3	7	10	195	57	77	87	50	88	134	137	KTEP-F
KTSM	29	2	5	10	17	7	11	27	304	51	78	127	127	85	170	253	KTSM
KTSM-FM	30	2	5	9	20	5	10	29	442	45	94	178	219	102	214	398	KTSM-F
KXCR-FM	16	13	9	3		14	11	3	187	104	90	79	4	138	135	83	KXCR-F
XEJ	6	2	5	3	2	5	5	5	89	16	50	34	39	50	50	74	XEJ
XROK	2				1		1	2	80	15	20	23	42	20	38	65	XROK
XZOL									12		5	5	7	5	5	12	XZOL
OTHERS	23	3	6	10	10	7	13	20	518	115	190	221	182	227	299	403	OTHERS
PUR	690	398	357	203	89	538	420	292	3602	1650	1687	1259	693	2397	2198	1952	PUR

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** AVERAGE DAILY PERSONS USING RADIO

BIRCH RADIO MONTHLY TREND REPORT

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MONDAY - SUNDAY 6:00AM - MIDNIGHT

AVERAGE QUARTER HOUR SHARES

ADULT COMBINATIONS

	18+	18-34	25-44	35-54	55+	18-44	25-54	35+
KAMA	3.9	1.5	3.2	5.3	11.6	2.2	4.0	7.2
KAMZ-FM	7.3	7.6	8.4	10.0		8.1	8.8	7.0
KBNA	2.5	1.6	2.8	3.0	5.3	1.9	3.0	3.7
KBNA-FM	3.9	4.4	5.0	4.3	1.1	4.3	5.0	3.3
KELP*	2.9	.4	4.3	9.1	.4	2.9	4.7	6.4
KEZB	.3	.4	.2	.3		.4	.2	.2
KEZB-FM	6.9	9.5	7.5	3.6	2.9	8.2	6.6	3.4
KFNA*	.2				1.8			.5
KHEY	2.4	.6	2.7	4.4	5.8	1.9	2.6	4.8
KHEY-FM	10.9	12.3	12.0	9.8	7.2	11.8	11.5	9.0
KLAQ-FM	20.6	32.0	19.0	7.4		26.4	16.2	5.2
KLTO-FM	3.7	1.9	5.1	8.4	.7	3.7	5.5	6.1
KOFX-FM	4.8	6.2	7.8	4.2		5.7	7.2	2.9
KPRR-FM	9.4	14.2	8.0	4.2		11.7	7.3	2.9
KROD	2.8	1.3	4.5	6.9	.5	3.4	4.0	4.9
KTEP-FM	1.8	.7	.9	1.9	6.4	.6	1.6	3.3
KTSM	4.3	.5	1.5	5.0	19.3	1.2	2.6	9.4
KTSM-FM	4.4	.4	1.5	4.3	22.6	1.0	2.4	9.9
KXCR-FM	2.3	3.3	2.6	1.3		2.6	2.7	.9
XEU	.9	.4	1.3	1.4	2.1	.8	1.1	1.6
XROK	.3			.2	1.3		.1	.6

XZOL								
OTHERS	3.3	.8	1.7	4.9	11.0	1.2	3.0	6.8

WEEKLY CUME RATINGS

ADULT COMBINATIONS

	18+	18-34	25-44	35-54	55+	18-44	25-54	35+
KAMA	17.1	6.3	12.7	24.7	28.2	9.7	17.9	26.0
KAMZ-FM	17.6	24.8	22.8	18.6	.4	24.2	20.3	11.8
KBNA	9.3	5.7	9.4	13.5	10.2	7.2	11.4	12.3
KBNA-FM	10.4	14.7	14.3	9.5	2.7	13.2	13.0	6.9
KELP*	3.2	2.1	5.0	5.5	1.8	3.7	4.5	4.1
KEZB	1.8	2.2	2.2	2.2		2.7	1.7	1.4
KEZB-FM	21.9	36.5	23.6	14.7	2.3	31.3	19.8	10.0
KFNA*	.2				.8			.3
KHEY	8.9	5.2	8.2	12.0	11.7	7.6	8.7	11.9
KHEY-FM	18.4	23.0	22.4	16.9	11.0	21.2	21.0	14.6
KLAQ-FM	24.4	46.1	22.7	10.4	.9	35.8	18.9	6.8
KLTO-FM	9.8	9.2	12.6	15.2	1.9	11.7	12.5	10.2
KOFX-FM	9.1	11.1	13.4	11.2	1.5	12.1	11.8	7.6
KPRR-FM	14.1	23.4	13.5	10.4		19.9	12.2	6.5
KROD	6.7	4.1	9.8	12.2	3.2	8.1	8.8	8.8
KTEP-FM	5.1	3.4	4.4	6.6	6.3	3.5	5.8	6.5
KTSM	8.0	3.0	4.4	9.6	16.0	3.4	7.4	12.0
KTSM-FM	11.6	2.6	5.3	13.6	27.6	4.1	9.3	18.9
KXCR-FM	4.9	6.1	5.1	6.0	.4	5.6	5.9	3.9
XEU	2.3	.9	2.8	2.6	5.0	2.0	2.2	3.5
XROK	2.1	.9	1.1	1.8	5.2	.8	1.7	3.1

XZOL	.3		.3	.4	.8	.2	.2	.6
OTHERS	13.6	6.7	10.8	16.9	22.9	9.1	13.0	19.1

PUR	18.1	23.2	20.2	15.4	11.3	21.6	18.3	13.9
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PUR	94.3	96.2	95.7	95.9	87.3	96.3	95.6	92.7
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BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

MONDAY - SUNDAY 6:00AM - MIDNIGHT

	AVERAGE QUARTER HOUR PERSONS, IN HUNDREDS								WEEKLY CUME PERSONS, IN HUNDREDS								
	MEN				WOMEN				MEN				WOMEN				
	18-24	25-34	35-44	45-54	18-24	25-34	35-44	45-54	18-24	25-34	35-44	45-54	18-24	25-34	35-44	45-54	
KAMA		3	1	3		3	4	2	7	38	69	68	12	50	66	120	KAMA
KAMZ-FM	2	5	3	6	12	12	10	1	62	92	76	30	140	132	103	36	KAMZ-FM
KBNA		5	3			1	1	3	7	45	48	23	5	41	33	73	KBNA
KBNA-FM	1	7	2		4	5	3	3	14	86	34	3	65	88	43	44	KBNA-FM
KELP*		1	11	4			3		5	13	32	14		18	26		KELP*
KEZB	2						1		20	3			7	7	29		KEZB
KEZB-FM	12	5	2	1	6	15	4		213	101	71	30	150	162	82	10	KEZB-FM
KFNA*																	KFNA*
KHEY		1	7			1	1	1	24	26	60	37	22	17	42	20	KHEY
KHEY-FM	5	18	6	3	15	10	9	2	53	157	76	29	82	104	58	59	KHEY-FM
KLAQ-FM	56	38	13		19	15	2	1	329	197	53		164	102	48	35	KLAQ-FM
KLTO-FM	1	3	5	1		3	7	4	48	39	51	43	22	50	82	24	KLTO-FM
KOFX-FM		13	4	2	3	8	2		35	75	48	31	30	49	63	5	KOFX-FM
KPRR-FM	17	9	2	1	18	13	5	1	98	64	17	23	161	80	77	19	KPRR-FM
KROD	1	2	9		2	1	4		14	31	86	13	14	11	45	17	KROD
KTEP-FM		1		3		2				21	18	52	11	26	13	4	KTEP-FM
KTSM	1	1	3	3			1	2	7	38	17	68		6	17	24	KTSM
KTSM-FM		1	1	1			3	4	4	13	17	49	4	23	40	72	KTSM-FM
KXCR-FM	3	7			2	2	1	2	27	40	12	41	21	16	22	4	KXCR-FM
XEJ		2					3			16					34		XEJ
XROK										12		10		3	5	8	XROK
XZOL															5		XZOL
OTHERS		2	2	5		1	1	2		43	48	77	38	35	64	33	OTHER
PUR	100	124	74	35	81	93	65	28	383	470	350	241	327	468	396	270	PUR

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

** AVERAGE DAILY PERSONS USING RADIO

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

MONDAY - SUNDAY 6:00AM - MIDNIGHT

	AVERAGE QUARTER HOUR SHARES							
	MEN				WOMEN			
	18-24	25-34	35-44	45-54	18-24	25-34	35-44	45-54
KAMA		2.7	1.3	9.5		3.0	6.8	7.0
KAMZ-FM	2.0	3.7	4.5	15.9	14.4	12.7	15.3	4.9
KBNA		4.4	4.0			1.2	.9	9.6
KBNA-FM	1.0	5.5	3.3		5.2	5.3	4.8	11.1
KELP*		.9	14.3	12.6		.4	5.2	
KEZB	1.6	.1					.9	
KEZB-FM	12.0	4.1	3.1	2.2	6.8	16.4	6.3	.3
KFNA*								
KHEY	.1	1.1	9.3	.8	.6	.8	1.1	3.6
KHEY-FM	5.3	14.9	7.8	8.9	18.9	10.7	13.2	8.1
KLAQ-FM	55.4	30.6	17.1		23.1	16.2	2.9	2.0
KLTO-FM	1.1	2.8	6.8	2.7	.6	2.7	10.9	13.9
KOFX-FM	.2	10.5	5.1	6.7	3.7	9.1	3.7	
KPRR-FM	16.8	7.2	2.4	4.0	21.8	14.1	7.2	2.2
KROD	.8	1.5	12.5	.3	2.0	.8	6.5	1.4
KTEP-FM		.5	.3	9.7		2.3		.6
KTSM	1.2	.5	4.6	9.5			1.8	8.0
KTSM-FM		1.1	.8	3.0		.3	5.0	13.4
KXCR-FM	2.7	5.3	.1	.4	2.4	2.1	.9	6.6
XEJ		1.3					4.5	
XROK		.1						1.6
XZOL								
OTHERS		1.3	2.7	13.7	.5	1.3	2.2	5.7
PUR	25.3	25.4	20.2	14.0	24.3	18.7	16.0	9.8

	WEEKLY CUME RATINGS							
	MEN				WOMEN			
	18-24	25-34	35-44	45-54	18-24	25-34	35-44	45-54
KAMA	1.8	7.7	18.8	27.1	3.7	10.1	16.2	42.2
KAMZ-FM	15.7	18.8	20.7	12.0	41.9	26.4	25.1	12.5
KBNA	1.8	9.1	13.1	9.2	1.6	8.2	8.1	25.7
KBNA-FM	3.6	17.7	9.4	1.1	19.4	17.6	10.4	15.6
KELP*	1.2	2.7	8.7	5.6		3.5	6.3	
KEZB	5.2	.7			2.2	1.3	7.1	
KEZB-FM	53.7	20.6	19.4	11.8	45.1	32.6	20.0	3.5
KFNA*								
KHEY	6.0	5.3	16.3	14.8	6.6	3.4	10.1	6.9
KHEY-FM	13.3	32.1	20.7	11.3	24.6	20.9	14.2	20.7
KLAQ-FM	83.0	40.3	14.5		49.2	20.4	11.8	12.1
KLTO-FM	12.1	8.1	14.0	16.9	6.5	10.0	19.9	8.3
KOFX-FM	8.8	15.5	13.1	12.1	9.0	9.9	15.4	1.9
KPRR-FM	24.6	13.2	4.7	9.1	48.2	16.0	18.8	6.7
KROD	3.4	6.4	23.4	5.3	4.3	2.3	10.9	5.8
KTEP-FM		4.2	4.9	20.6	3.2	5.2	3.1	1.6
KTSM	1.9	7.8	4.6	27.1		1.2	4.2	8.5
KTSM-FM	1.1	2.7	4.7	19.3	1.2	4.7	9.8	25.4
KXCR-FM	6.9	8.1	3.3	16.3	6.3	3.3	5.4	1.4
XEJ		3.2					8.3	
XROK		2.5		4.0		.6	1.2	2.9
XZOL								
OTHERS		8.8	13.1	30.4	11.3	7.0	1.3	15.6
PUR	96.8	96.4	95.9	95.7	98.3	94.2	96.8	94.8

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

** AVERAGE DAILY PERSONS USING RADIO

COPYRIGHT 1987 BIRCH RESEARCH CORP.

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

MONDAY - FRIDAY 6:00AM - 3:00PM

HOURLY QUARTER HOUR TRENDS: TOTAL PERSONS IN HUNDREDS										
	6:00-7:00 AM	7:00-8:00 AM	8:00-9:00 AM	9:00-10:00 AM	10:00-11:00 AM	11:00-12:00 AM	12:00-1:00 PM	1:00-2:00 PM	2:00-3:00 PM	
KAMA	37	57	45	58	42	57	37	28	23	KAMA
KAMZ-FM	101	111	72	65	72	71	67	95	73	KAMZ-FM
KBNA	2	15	35	22	22	55	45	41	32	KBNA
KBNA-FM	41	68	45	30	26	41	41	30	13	KBNA-FM
KELP	8	12	9	18	24	43	45	46	24	KELP
KEZB	2	1		10	10	5		10	5	KEZB
KEZB-FM	86	147	115	114	84	77	86	76	64	KEZB-FM
KFNA				5	5	5	5	5	5	KFNA
KHEY	45	38	23	21	20	28	29	23	18	KHEY
KHEY-FM	112	109	105	118	100	90	84	83	91	KHEY-FM
KLAQ-FM	107	213	193	143	177	184	211	143	198	KLAQ-FM
KLTO-FM	11	26	27	32	57	29	28	34	39	KLTO-FM
KOFX-FM	63	67	56	42	57	46	55	44	53	KOFX-FM
KPRR-FM	115	184	118	98	66	62	94	82	94	KPRR-FM
KROD	29	24	21	24	23	17	26	24	30	KROD
KTEP-FM	10	9	5		5	3		8	7	KTEP-FM
KTSM	37	45	36	40	70	59	52	63	44	KTSM
KTSM-FM	30	38	36	67	42	42	33	28	70	KTSM-FM
KXCR-FM	10	9	20	24	24	20	12	12	15	KXCR-FM
XEU	15	11				10	10	10	5	XEU
XROK					7	7				XROK
XZOL										XZOL
OTHERS	6	10	28	9	24	14	36	34	25	OTHERS
PUR **	868	1196	990	939	957	966	997	920	928	PUR **

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

** AVERAGE DAILY PERSONS USING RADIO

COPYRIGHT 1988 BIRCH/SCARBOROUGH RESEARCH CORP.

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

MONDAY - FRIDAY 3:00PM - MIDNIGHT

HOURLY QUARTER HOUR TRENDS: TOTAL PERSONS IN HUNDREDS										
	3:00-4:00 PM	4:00-5:00 PM	5:00-6:00 PM	6:00-7:00 PM	7:00-8:00 PM	8:00-9:00 PM	9:00-10:00 PM	10:00-11:00 PM	11:00-12:00 PM	
KAMA	45	15	6	17	7	7	14	14	5	KAMA
KAMZ-FM	147	98	97	71	69	59	43	38	14	KAMZ-FM
KBNA	40	18	18	17	4	15				KBNA
KBNA-FM	50	38	44	16	20	3	11	23	27	KBNA-FM
KELP*	43	25	31	13						KELP*
KEZB										KEZB
KEZB-FM	75	90	46	73	59	71	72	36	5	KEZB-FM
KFNA*	5	5								KFNA*
KHEY	20	19	9	5	12	16	10	10	10	KHEY
KHEY-FM	114	115	68	66	60	64	63	43	36	KHEY-FM
KLAQ-FM	196	211	162	176	142	182	192	161	100	KLAQ-FM
KLTO-FM	38	54	22	17	14	15		19	21	KLTO-FM
KOFX-FM	35	63	66	54	42	10	5	7	7	KOFX-FM
KPRR-FM	130	151	154	135	154	190	169	141	116	KPRR-FM
KROD	17	21	17	13	9		6	6		KROD
KTEP-FM	7	9	14	18	17	11	7		5	KTEP-FM
KTSM	27	28	31	30	32	14	21	19	4	KTSM
KTSM-FM	40	36	43	27	21	20	4	15	10	KTSM-FM
KXCR-FM	19	12	14	8	20	35	31	4		KXCR-FM
XEU	10	8	6			15				XEU
XROK		3				7	7	20	12	XROK
XZOL										XZOL
OTHERS	20	22	17	26	26	16	40	17	24	OTHERS
PUR **	1075	1043	866	782	710	752	694	573	397	PUR **

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

** AVERAGE DAILY PERSONS USING RADIO

COPYRIGHT 1988 BIRCH/SCARBOROUGH RESEARCH CORP.

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

MONDAY - FRIDAY 6:00AM - 3:00PM

HOURLY QUARTER HOUR TRENDS: TOTAL PERSONS SHARE (%)										
	6:00-7:00 AM	7:00-8:00 AM	8:00-9:00 AM	9:00-10:00 AM	10:00-11:00 AM	11:00-12:00 AM	12:00-1:00 PM	1:00-2:00 PM	2:00-3:00 PM	
KAMA	4.2	4.8	4.5	6.2	4.4	5.9	3.8	3.1	2.4	KAMA
KAMZ-FM	11.6	9.3	7.3	6.9	7.5	7.3	6.7	10.4	7.8	KAMZ-FM
KBNA	.3	1.2	3.5	2.4	2.3	5.7	4.5	4.4	3.4	KBNA
KBNA-FM	4.7	5.7	4.6	3.2	2.8	4.3	4.1	3.3	1.4	KBNA-FM
KELP	.9	1.0	.9	1.9	2.5	4.4	4.5	5.1	2.6	KELP
KEZB	.3	.1		1.0	1.0	.5		1.0	.5	KEZB
KEZB-FM	9.9	12.3	11.6	12.2	8.8	8.0	8.6	8.3	6.9	KEZB-FM
KFNA				.5	.5	.5	.5	.5	.5	KFNA
KHEY	5.2	3.1	2.4	2.2	2.1	2.9	2.9	2.5	2.0	KHEY
KHEY-FM	12.9	9.1	10.6	12.5	10.5	9.3	8.4	9.1	9.8	KHEY-FM
KLAQ-FM	12.3	17.8	19.5	15.3	18.5	19.0	21.2	15.6	21.4	KLAQ-FM
KLTO-FM	1.3	2.2	2.8	3.4	5.9	3.0	2.8	3.7	4.2	KLTO-FM
KOFX-FM	7.3	5.6	5.7	4.5	5.9	4.8	5.6	4.8	5.7	KOFX-FM
KPRR-FM	13.3	15.4	12.0	10.5	6.9	6.5	9.4	8.9	10.1	KPRR-FM
KROD	3.3	2.0	2.2	2.5	2.4	1.8	2.6	2.6	3.2	KROD
KTEP-FM	1.2	.7	.5		.5	.3		.9	.7	KTEP-FM
KTSM	4.2	3.8	3.6	4.2	7.3	6.1	5.2	6.8	4.8	KTSM
KTSM-FM	3.5	3.2	3.6	7.1	4.4	4.4	3.4	3.1	7.6	KTSM-FM
KXCR-FM	1.2	.7	2.0	2.6	2.5	2.0	1.2	1.3	1.6	KXCR-FM
XEJ	1.8	1.0				1.1	1.0	1.1	.6	XEJ
XROK					.8	.8				XROK
XZOL										XZOL
OTHERS	.7	.8	2.8	1.0	2.5	1.4	3.7	3.7	2.7	OTHERS

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

BIRCH RADIO MONTHLY TREND REPORT

EL PASO TX MSA
MARCH/APRIL 1988

MONDAY - FRIDAY 3:00PM - MIDNIGHT

HOURLY QUARTER HOUR TRENDS: TOTAL PERSONS SHARES (%)										
	3:00-4:00 PM	4:00-5:00 PM	5:00-6:00 PM	6:00-7:00 PM	7:00-8:00 PM	8:00-9:00 PM	9:00-10:00 PM	10:00-11:00 PM	11:00-12:00 PM	
KAMA	4.2	1.5	.7	2.2	1.0	.9	2.0	2.4	1.2	KAMA
KAMZ-FM	13.6	9.4	11.2	9.0	9.7	7.9	6.2	6.6	3.6	KAMZ-FM
KBNA	3.7	1.8	2.1	2.2	.6	2.1				KBNA
KBNA-FM	4.6	3.7	5.1	2.1	2.9	.4	1.6	4.0	6.8	KBNA-FM
KELP*	4.0	2.4	3.5	1.7						KELP*
KEZB										KEZB
KEZB-FM	7.0	8.6	5.3	9.3	8.4	9.4	10.3	6.3	1.2	KEZB-FM
KFNA*	.4	.4								KFNA*
KHEY	1.9	1.9	1.0	.6	1.7	2.1	1.4	1.8	2.6	KHEY
KHEY-FM	10.6	11.0	7.8	8.4	8.4	8.6	9.1	7.5	9.1	KHEY-FM
KLAQ-FM	18.2	20.2	18.7	22.5	20.1	24.2	27.7	28.2	25.3	KLAQ-FM
KLTO-FM	3.5	5.2	2.6	2.1	2.0	2.0		3.3	5.3	KLTO-FM
KOFX-FM	3.2	6.0	7.6	6.9	5.9	.4	.8	1.3	1.8	KOFX-FM
KPRR-FM	12.1	14.5	17.8	17.2	21.7	25.3	24.3	24.6	29.2	KPRR-FM
KROD	1.6	2.0	2.0	1.7	1.3		.8	1.0		KROD
KTEP-FM	.6	.8	1.6	2.3	2.4	1.5	1.0		1.4	KTEP-FM
KTSM	2.5	2.7	3.6	3.8	4.6	.9	3.0	3.4	1.1	KTSM
KTSM-FM	3.7	3.4	5.0	3.5	3.0	2.7	.5	2.6	2.4	KTSM-FM
KXCR-FM	1.8	1.2	1.6	1.0	2.8	4.7	4.5	.7		KXCR-FM
XEU	1.0	.8	.7			2.0				XEU
XROK		.3				.9	.9	3.5	3.0	XROK
XZOL										XZOL
OTHERS	1.9	2.1	2.0	3.3	3.6	2.1	5.8	2.9	6.1	OTHERS

* ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE

GLOSSARY OF TERMS USED

BY BIRCH RADIO

1. Average Quarter Hour (AQH). The smallest unit of time used in tabulation of average audience estimates. Birch Radio credits one quarter hour to a station for a minimum of five minutes of listening at home or away during the quarter hour.
 - a. Persons. AQH Persons are the estimated number of persons who listened to a given station in an average quarter hour during the given daypart.
 - b. Shares. The station average quarter hour persons expressed as a percentage of the total persons listening to radio during the given daypart.
2. CUME. Estimates of the number of different persons who listened at home or away for five or more minutes during the given daypart. This estimate may be produced for daily or weekly periods.
 - a. Ratings. Cume persons expressed as a percentage of the population.
3. Daypart. A given part of the day (i.e., morning 6:00 AM - 10:00 AM).
4. Market Persons. The estimated number of persons in the sex-age group and geographic area of coverage. Also referred to as population "universe".
 - a. Percent of Market. The individual sex-age population expressed as a percentage of the total market population.
5. PPIV - Average Per-Person Interview Value. The number of persons represented by each interview in the given sex-age group. As Birch Radio employs returned sample weighting, interviews in the given sex-age group will have varying PPIVs based on county of residence, demographic, race, probability of selection, and day of week and daypart response.
6. PUR - Persons Using Radio. Listening estimates for all radio.
 - a. Average Quarter Hour. The estimated total persons listening to radio for five or more minutes in an average quarter hour in the given daypart. AQH PUR ratings are the AQH persons expressed as a percentage of the Market Persons.
 - b. Cume. The estimated number of different persons listening to radio for five or more minutes in the given daypart.

7. Sample In-Tab. The number of completed interviews used in tabulation of the report.
8. MSA - Metropolitan Statistical Area. As defined annually by the U.S. Executive Office of the President, Office of Management and Budget.

Birch Radio survey areas generally correspond to MSAs, except in cases of special marketing considerations. MSAs are defined in New England on "town" rather than "county" basis, thereby allowing MSA definitions to cross county lines.

Where non-government definitions are utilized, Birch Radio will note the market name followed by "BDM" or "Birch Defined Market" as the type of area definition.

BIRCH RADIO METHODOLOGY

1. Sample Design and Selection. Birch Radio utilizes the A.C. Nielsen Company Total Telephone Frame (TTF) samples for all studies. TTF samples provide for equal probability of selection of both listed and unlisted telephone households.

TTF systematically excludes non-working exchanges and exchanges consisting entirely of known business, government or other non-household numbers.

Birch Radio interviewers are provided with Daily Replicate Samples (DRS') generated from the master TTF samples prior to each monthly wave of interviewing. The number of DRS' used is equal to 28 times the total number of interviewers working the market.

The DRS sampling plan is designed to yield approximately equal nightly in-tab interviews while maintaining geographic proportionality across each survey week. Birch Radio measures 30 days per month during each measurement month; on occasion interviewing may be extended to compensate for holidays or insufficient sample sizes as of the normal close date of interviewing.

Up to three attempts are made to reach each designated household, and no substitute households are allowed if the designated household cannot be reached.

2. Respondent Selection. One randomly chosen individual aged 12 or older is designated for interviewing in each household. Single Person Per Household (SPPH) sampling is designed to improve statistical reliability while eliminating the potential for household listening bias (the tendency of people living in the same home to report similar media exposure patterns) and household data entry bias (one respondent reporting listening for another).

Birch Radio utilizes the "last birthday" technique of random respondent selection; interviewers specify the person aged 12 or older who last celebrated a birthday in the household. This technique yields a random distribution of respondents across age groups.

Up to three attempts are made to reach the designated respondent, and no substitutions are allowed.

3. Measurement Instrument. One telephone interview is conducted with each respondent to determine yesterday listening activity between the hours of 5AM and midnight. Each individual daypart is probed separately to facilitate precise and uniform recall of listening across respondents.

Call letters or three other pieces of identifying information (slogan, frequency, personality name, etc.) are recorded for each station mentioned by the respondent. Exact start times, stop times and locations (home, car, other) are recorded for each reported listen. Respondents are also asked to report whether or not they also heard stations mentioned in a given "yesterday" daypart on the day before yesterday.

County of residence, zip code, age, sex, race, household size and, where applicable, product usage, media usage and socioeconomic information is also elicited from each respondent.

4. Data Collection. Birch Radio interviewers work under close supervision from Birch Radio Centers at San Antonio, Texas and Sarasota and Coral Springs, Florida. Western Hispanic market interviewing is conducted from San Antonio.

All interviewers must complete at least 10 hours of classroom training and two hours of live "off line" interviewing prior to commencement of regular interviewing assignments.

Birch Radio supervisory personnel monitor calls in progress and continually critique and assist all interviewers. Approximately 10% of all interviews are monitored nightly; 20% of the interviews conducted by new interviewers during their first week of work are monitored and critiqued.

Interviewing is conducted during the hours of 5:00PM and 10:00PM Monday-Friday and never earlier than 10AM, and never later than 10PM on Saturday and Sunday, local time. Up to three attempts on three successive days are made to contact each designated household, with up to three additional attempts made to complete an interview with designated respondents within contacted households.

Bilingual interviewers are utilized in all markets qualifying for Hispanic sampling controls. Non-bilingual interviewers encountering Spanish language households refer such households to Hispanic Supervisors for re-contact.

5. Processing. The returned sample is balanced to marginal totals on three characteristics: county, race and sex/age. Sample balanced per-person interview values are further adjusted to account for differential probabilities of selection within the household and day of week interviewing. Birch Radio utilizes disproportionately large sample sizes on Saturday and Sunday in order to improve reliability; day of week weighting corrects for such disproportionality in Monday-Saturday, Saturday-Sunday and Monday-Sunday daypart combinations.

Specifications for sample balancing are based on annual updates of U.S. Census data purchased from Market Statistics, Inc. Quarterly Summary and Standard Market Reports provide population bases, population distribution by demographic, ethnic, and sampling unit groups. Monthly Trend, Condensed Market and Capsule Market Reports provide population bases, population and sample distribution, and sample in-tab for demographic and ethnic groups.

In markets surveyed on a continuous monthly basis, Monthly Trend Reports are tabulated on a two-month rolling tabulation base, in which the most recent two-month period is re-weighted and tabulated as a single unit. Quarterly Summary Reports are tabulated on the basis of mutually exclusive seasonal quarters: Winter (December - February), Spring (March - May), Summer (June - August), Fall (September - November).

While the same interviews are utilized for Monthly, Quarterly and Qualitative and Product/Service/Media Usage reports within overlapping survey periods in Monthly markets, weighting differences may account for occasional variances between Monthly Trend and Quarterly Summary Report estimates.

Estimates for daytime-only stations are adjusted for actual broadcast schedules in all 6AM-Midnight and 6AM-7PM dayparts according to local sign-off times in the most current month of measurement.

All Birch Radio estimates are computed in accordance with standard and accepted broadcast research definitions.

For a more complete accounting of terminology, see "Standard Definitions of Broadcast Research Terms" published by the National Association of Broadcasters, 1771 N Street N.W., Washington, D.C. 20036.

6. Sources of Non-Sampling Error. Users of this report are advised that the following variables may cause errors in the audience estimates.
- a. Non-telephone households are systematically excluded from the sampling frame. This exclusion is only significant to the extent that non-telephone households differ from telephone households in their radio usage patterns.
 - b. All persons designated for sampling may not cooperate. Again this is a problem to the extent that the radio usage of non-cooperators may differ from those who have participated in the survey.
 - c. Response errors resulting from memory failure, transcription by interviewers, misunderstanding of instructions, or other errors in the reporting, editing, coding, and key-entering of data may be present. Birch Radio maintains close supervision and controls to minimize these possible errors.
 - d. As personal telephone interviews are used to collect all listening data, it is possible for variations in results by interviewers. All Birch Radio interviews follow a standard questionnaire and response form to minimize such variations. Interviewers are regularly critiqued on their performance to insure compliance with standardized procedures.
 - e. Station facilities information is supplied to Birch Radio by radio stations themselves in each market. Should this information be unavailable, data from the most recent Standard Rate and Data Service (SRDS) is used. Some of this information may be inaccurate.

7. Estimates of Sampling Error. Birch Radio estimates are based on a probability sampling technique, wherein sampling error can be estimated through use of the following formula:

$$2 \text{ standard deviations} = 2 \left(\sqrt{P(100-P)/n} \right)$$

where P=audience rating and n=the sample in-tab. In a theoretically perfect random sample, 955 of 1,000 samples would differ from the exact rating by two standard deviations or less. Users should note that a standard error does not reflect the extent of non-sampling error to which any survey result is subject, and as such does not indicate to any precise mathematical value the precision or usefulness of an estimate.

The formula as displayed above may be used to determine the confidence limits at the 95.5% level of any rating (persons estimate as a percentage of the population) estimate. For example:

Cume Rating (Station A) = 21.5

Sample in-tab (Monday - Sunday 6am-12pm, Persons 12+) = 1032

1. $100-21.5 = 78.5$
2. $78.5 \times 21.5 = 1687.75$
3. $1687.75/1032 = 1.6354166$
4. Two times the square root of $1.6354166 = 2.6$ (rounded to the nearest tenth)
5. Confidence limits at 95% level = $(21.5 - 2.6) = 18.9$ to
 $(21.5 + 2.6) = 24.1$

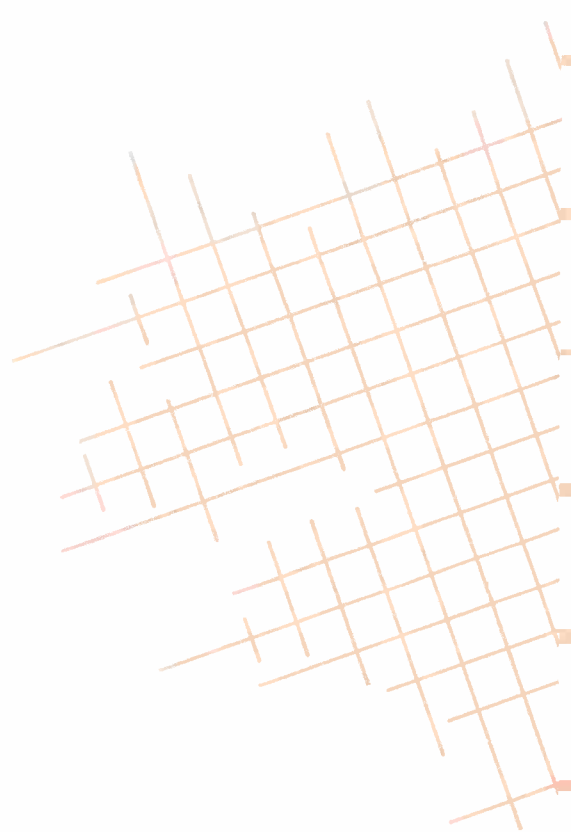
Therefore a user can be at least 95% confident that the true population rating would fall between 18.9 and 24.1 (21.5 ± 2.6).

8. Minimum Reporting Standards. The Birch Editing Department maintains records on the number of times respondents mention hearing radio stations, whether or not the stations are currently on the market roster of stations with estimates reported in published ratings reports.

The Facilities Department continually updates files on some 12,000 radio stations in the United States, Canada and Mexico to assure that Birch Radio Editors are utilizing the updated information on call letters, slogans, facilities and programming in each measured market.

Stations are added to the roster if one percent (1%) or more of the sample mentions the station in three consecutive months. A station is also added to the roster if two percent (2%) or more of the sample mentions the station in one month.

<p>Akron, OH PMSA Akrón, OH TSA Albany/Schenectady/Troy, NY MSA Albuquerque, NM BDM* Alexandria, LA MSA Aliantown/Bethlehem, PA-NJ MSA Amarillo, TX MSA Anchorage, AK MSA Ann Arbor, MI PMSA Appleton/Oshkosh/Neenah, WI MSA Atlanta, GA MSA Augusta, GA-SC MSA Austin, TX MSA Bakersfield, CA MSA Baltimore, MD MSA Bangor, ME BDM* Baton Rouge, LA MSA Beaumont/Port Arthur, TX MSA Benton Harbor, MI MSA Billings, MT MSA Biloxi/Gulfport/Pascagoula, MS BDM* Binghamton, NY MSA Birmingham, AL MSA Bluefield, WV-VA BDM* Boise, ID BDM* Boston, MA BDM* Boston, MA BDM* Boston, MA BDM* Brentwood, TN MSA Bridgeton, NJ MSA Bridgeport, CT BDM* Bridgeport/Milford, CT PMSA Buffalo/Niagara Falls, NY CMSA Bullhead City, AZ-CA-NV BDM* Burlington, VT BDM* Cape Cod, MA BDM* Cedar Rapids, IA MSA Central Upper Michigan BDM* Charleston, SC MSA Charleston, WV MSA Charlotte/Gastonia/Rock Hill, NC-SC MSA Charlottesville, VA MSA Chattanooga, TN-GA MSA Chicago/Gary/Lake, IL-IN-WI CMSA Chico, CA MSA Cincinnati, OH-KY-IN PMSA Cleveland, OH BDM* Colorado Springs, CO MSA Columbia, SC MSA Columbus, GA-AL MSA Columbus, OH MSA Corpus Christi, TX MSA Dallas/Fort Worth, TX BDM* Dayton/Springfield, OH MSA Daytona Beach/Olando/Melbourne, FL Special Denver/Boulder, CO CMSA Des Moines, IA MSA Detroit, MI PMSA Dubuque, IA MSA Duluth, MN/Superior, WI BDM* East Idaho BDM* Eastern Long Island, NY BDM* Elkhart/Goshen, IN MSA</p>	<p>El Paso, TX MSA Erie, PA MSA Eugene/Springfield, OR MSA Evansville, IN-KY MSA Fairbanks, AK BDM* Fayetteville, NC BDM* Flint, MI MSA Florence, AL MSA Florence, SC MSA Fond Du Lac, WI BDM* Ft Collins/Greeley/Loveland, CO BDM* Ft Laud/Hollywood/Pompano Beach, FL PMSA Ft Myers/Naples/Port Charlotte, FL BDM* Ft Pierce, FL BDM Ft Walton Beach, FL MSA Fresno, CA MSA Fresno, CA TSA Gainesville, FL BDM* Glens Falls, NY BDM* Grand Rapids, MI MSA Green Bay, WI MSA Greensboro/Winston-Salem/High Point, NC MSA Greenville-Spartanburg, SC MSA Hagerstown/Chambersburg/Waynesboro, MD-PA BDM* Harrisburg, VA BDM* Harrisburg, PA BDM* Hartford/New Britain/Middletown, CT BDM* Hartford/New Haven ADI Hattiesburg, MS BDM* Helena, MT BDM* Houston/Galveston/Brazoria, TX CMSA Huntington/Ashland, WV-KY-OH MSA Huntsville, AL BDM* Idaho Falls, ID BDM* Indianapolis, IN MSA Iowa City, IA MSA Jackson, MS MSA Jacksonville, FL BDM* Jefferson City, MO BDM* Johnson City/Kingsport/Bristol, TN-VA MSA Joplin, MO MSA Kalamazoo, MI MSA Kansas City, MO-KS MSA Killeen/Temple, TX MSA Knoxville, TN MSA Lancaster, PA MSA Lansing/East Lansing, MI MSA Laredo, TX MSA Las Vegas, NV MSA Lexington/Fayette, KY MSA Lima, OH MSA Little Rock/North Little Rock, AR MSA Longview/Keiso, WA BDM* Longview/Marshall, TX MSA Los Angeles/Orange County, CA BDM* Louisville, KY-IN MSA Lubbock, TX MSA Lynchburg, VA BDM* Madison, WI MSA Manchester, NH MSA Mecosta County, MI BDM*</p>	<p>Medford, OR MSA Memphis, TN-AR-MS MSA Miami/Ft Lauderdale, FL CMSA Miami/Hialeah, FL PMSA Middletown, NY BDM* Milwaukee/Racine, WI CMSA Minneapolis/St Paul, MN-WI MSA Mobile, AL MSA Modesto, CA MSA Modesto, CA TSA Monmouth/Ocean, NJ PMSA Monroe, LA MSA Monterey/Salinas/Santa Cruz, CA BDM* Montgomery, AL MSA Morgantown/Clarksburg/Fairmont, WV-PA BDM* Muskegon, MI MSA Nashville, TN MSA Nassau/Suffolk, NY PMSA New Bedford/Fall River, MA BDM* New Haven/Meriden, CT MSA New London, CT BDM New Orleans, LA MSA New York/NJ/Long Isl, NY-NJ-CT CMSA Newton, NJ BDM* Norfolk/Virginia Beach/Newsport News, VA MSA Northern East Michigan BDM* Northern Lower Michigan BDM* Ocala, FL MSA Odessa/Midland, TX BDM* Oklahoma City, OK MSA Omaha, NE-IA MSA Orlando, FL MSA Orange County, CA BDM* Oxnard/Ventura, CA BDM* Panama City, FL MSA Pensacola, FL MSA Peoria, IL MSA Philadelphia, PA-NJ PMSA Phoenix, AZ MSA Pittsburgh/Beaver Valley, PA CMSA Plymouth/Norfolk/Barnstable/Bristol, MA BDM* Plymouth, MA BDM* Plymouth/Norfolk, MA BDM* Plymouth/Barnstable, MA BDM* Pocatello, ID BDM* Portland/Lewiston/Auburn, ME BDM* Portland/Vancouver, OR-WA BDM* Portsmouth/Dover/Rochester, NH-ME BDM* Providence, RI-MA BDM* Raleigh/Durham, NC MSA Reading, PA MSA Reno, NV BDM* Richmond/Kennewick/Pasco, WA MSA Richmond/Petersburg, VA MSA Riverside/San Bernardino, CA BDM* Roanoke, VA MSA Rochester, MN MSA Rochester, NY MSA Rockford, IL MSA Rome, GA BDM* Russellville/Bowling Green/Hopkinsville/ Clarksville, KY-TN BDM* Rutland County, VT BDM*</p>	<p>Sacramento, CA MSA Saginaw/Bay City/Midland, MI MSA St Clair County, MI BDM* St Louis, MO-IL MSA Salem, OR MSA Salisbury/Ocean City, MD-DE BDM* Salt Lake City/Provo/Ogden, UT BDM* San Angelo, TX MSA San Antonio, TX MSA San Diego, CA MSA San Francisco/Oakland/San Jose, CA CMSA San Jose, CA PMSA San Luis Obispo, CA BDM* Santa Barbara, CA BDM* Santa Maria/Lompoc, CA BDM* Savannah/Beaufort/Hilton Head, GA-SC BDM* Scranton/Wilkes-Barre, PA MSA Seattle/Tacoma, WA BDM* Shreveport, LA BDM* Shreveport, LA TSA Sierra Vista, AZ BDM* South Bend/Mishawaka, IN MSA South Shore Lake Tahoe, CA-NV BDM* Spokane, WA-ID BDM* Springfield, MA BDM* Springfield, MO MSA Springfield, MO TSA Stanton/Waynesboro, VA BDM* Stockton, CA MSA Sumter, SC BDM* Syracuse, NY MSA Tallahassee, FL MSA Tampa/St Petersburg/Clearwater, FL MSA Taney County, MO BDM* Terre Haute, IN MSA Toledo, OH MSA Topeka, KS MSA Toronto CMA, Ontario Traverse City/Cadillac, MI BDM* Tucson, AZ MSA Tulsa, OK BDM* Tyler, TX MSA Utica/Rome, NY MSA Valdosta (Lowndes County), GA BDM* Washington, DC-MD-VA MSA Waterloo/Cedar Falls, IA MSA Wausau, WI MSA Wausau/Rhinelander, WI BDM* West Palm Bch/Boca Raton/Delray Bch, FL MSA Wheeling, WV MSA Wichita, KS MSA Wichita, KS TSA Williamsport, PA MSA Wilmington, NC TSA Winchester, VA BDM* Worcester, MA MSA Yakima, WA MSA York, PA MSA Youngstown/Warren, OH MSA Yuba City, CA MSA Yuma, AZ BDM*</p>
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