

[illegible]

Chaka

Featuring the single "I'm Every Woman" (WB 8683)



Her premier album on Warner/Tattoo records and tapes. (WB 3245)

Management: **BBB** / Jack Nelson.

Produced by Arif Mardin.
Written by Ashford & Simpson

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

Stations outside of Arbitron Radio Metro Area, that show significantly in the market breakdown are designated by *.

Stations tied in individual breakdowns are listed in alphabetical order.

Top 5 rankings are listed for each demographic breakdown.

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TABU

JET

VIRGIN

CARIBOU

BLUE SKY

LIFESONG

KIRSHNER

NEMPEROR

PHILADELPHIA
INTERNATIONAL

UNLIMITED GOLD

Glossary of Terms

An alphabetical listing of terms used by Arbitron in connection with rating diary data.

AM-FM Totals

A rating figure for AM-FM affiliates in time periods when they simulcast.

Area Of Dominant Influence (ADI)

A geographic market design developed for television measurement, based on measurable viewing patterns. Arbitron estimates radio listening in ADI's for advertiser convenience and to allow radio to compete with other media for advertising, as agencies often base buys on ADI figures. Every county in the continental U.S. falls exclusively within one ADI (no overlap).

Audience Trends

Audience estimates for stations over a five-book period based on Average Persons Share for the Metro Survey Area based on broad demographics (Total Persons 12+, Men 18+, Women 18+, Teens 12-17). These appear in the front of a market report and cover five daypart periods, starting with the overall Mon-Sun 6am-midnight figures. These Audience Trends are the quickest method of evaluating radio station standing in a market over a period of time.

Average Quarter-Hour Persons

The estimated number of persons who listened (at home and away) to a station for a minimum of five minutes within a given quarter hour. Based on the average of the reported listening in the total number of quarter hours the station was on the air during a rating period. This estimate is given for the Metro Survey Area (MSA), Total Survey Area (TSA), and ADI.

Average Quarter-Hour Rating

A station's Average Quarter-Hour Persons estimate presented as a percentage of the Universe (total population for the area). Given for MSA and ADI.

Average Quarter-Hour Share

A station's Average Quarter-Hour Persons estimate presented as a percentage of the total Average Quarter-Hour Persons listening in the MSA during a given time period. Given for MSA only. This is the most commonly used figure for showing station standing in a market, when expressed for Total Persons 12+, Mon-Sun 6am-midnight.

Away-From-Home Listening

Estimates of radio listening during times the diarykeeper indicates he or she was listening away from home. Arbitron presents estimates of Average Persons for the MSA and TSA listening away-from-home, and a Percentage Away, the percentage of each station's total average audience that is listening away from home. Dayparts covered are Mon-Fri 6-10am and 3-7pm, Mon-Fri 10am-3pm, and Mon-Fri 7pm-midnight; demographics are Total Persons 12+, Men 18+, Women 18+, and Teens 12-17.

Cume Persons

The estimated number of different persons who listened to a station for a minimum of five minutes within a given daypart. Shown for MSA, TSA, and ADI.

Cume Rating

The estimated number of Cume Persons given as a percentage of the Universe, shown for MSA only.

Cume Daypart Combinations

The Cume estimates for a station during 18 non-standard time periods, with all 12 demographic groups shown individually for each non-standard daypart combination.

Daypart

Simply, a part of the day (6-10am, 3-7pm, etc.).

Dayparts Average & Cume

Also known as Uncombined Audience Estimates. Shows Average Persons in both the MSA and TSA along with Shares for the Metro (MSA) for each of nine dayparts in all 12 demographic categories, and does the same below for Cume Persons in the MSA and TSA and Cume Ratings for the MSA. The Uncombined Audience Estimates are the basis for analyzing Target Audience demographics.

Demographic Categories

Arbitron uses 12 demographic categories: Total Persons 12+; Men 18-24, 25-34, 45-54 and 55-64; Women 18-24, 25-34, 45-54 and 55-64; and Teens (12-17). Combinations, such as Women 18+, are also employed.

Exclusive Cume Listening

The estimated number of Cume Persons who listened to just one station within a given daypart (minimum: five minutes). Arbitron publishes Exclusive Cume listening estimates for five dayparts (including the overall Mon-Sun 6am-midnight period) and the four basic demographics (Total Persons 12+, Men and Women 18+, and Teens.).

Expanded Sample Frame (ESF)

Arbitron methodology for retrieving survey data from households with unlisted phones. Currently requires approval of 50% of subscriber stations in a market for Arbitron to institute it, as it is more costly. Designed to improve survey coverage of listeners from both ends of the economic spectrum, particularly minorities, it is now being used in eight markets as of October 1978.

Extended Measurement

A new Arbitron survey period covering 12 weeks instead of the customary four per survey period. Extended Measurement figures are given for Seattle and New Orleans' April/May '78 survey, the first pilot test of EM by Arbitron.

High Density Ethnic Areas

Areas with high Black or Spanish population defined by Arbitron in markets with 15% or more total Black or Spanish population and at least one Black or Spanish-formatted station (or in markets with no such station and 20% ethnic population). Can be either HDBA's (High Density Black Area) or HDSA's (High Density Spanish Area).

Hour-By-Hour Estimates

Stations' Average Persons TSA and MSA and Metro Shares shown on an hour-by-hour basis in the Monday-Friday 5am-1am period in all demographics (Metro Shares in just the basic four demographics). These help in pinpointing precise performance by stations and air personalities.

In-Tab Sample

The number of usable diaries returned and tabulated by Arbitron in producing a report.

Metro Survey Area (MSA, Metro)

Essentially, Arbitron's statistical definition of a market's metropolitan area. Arbitron's MSA's generally correspond to the U.S. Office of Management and Budget's Standard Metropolitan Statistical Areas (SMSA's); exceptions "dictated by historical industry usage and other marketing considerations" do exist. In New England, where SMSA's are defined on a "town" rather than a "county" basis, Arbitron uses the Standard Rate & Data Service's (SRDS) full-county definition to define the MSA in cases where the SMSA represents 65% or more of the SRDS full-county definition in that market. Where the SMSA is less than 65% of the population of the SRDS full-county definition, Arbitron uses the SMSA to define the MSA.

Metro And ADI Totals

Total listening in either the Metro Survey Area or Area of Dominant Influence, including estimates of listening to reported stations, to stations that did not meet Arbitron's Minimum Reporting Standards (usually getting less than .5% of the total listening audience), and estimates of listening to unidentified stations.

Population Estimates/ Sample Distribution Page

This page of an Arbitron market report presents the reader with an estimate of the total population for each Arbitron demographic group for the TSA, MSA, and ADI, and each demographic's percentage of the total 12+ population. Also presented is the percentage in each demographic for unweighted In-Tab Sample, and for weighted In-Tab Sample. This first figure gives the reader the percentage of diaries returned in a demographic as compared to that demographic's actual percentage of the 12+ population (example: Men 18-24 could account for 10.1% of the population in the MSA, but only 7.9% of the In-Tab Diary Sample). The weighted In-Tab Sample figure is the same as the percentage of the 12+ population for any given demographic, and is the result of Arbitron's statistical procedures to adjust the weight of diaries within a demographic. Figures are also listed for total numbers of diaries placed and returned.

Sampling Unit

A geographic area consisting of a single county, a group of counties, or part of a county.

Target Audience Estimates

Average Persons, Cume Persons, and Average Persons Ratings and Shares in five dayparts for six adult demographics plus teens. These are shown for Adults 18+, 18-34, 18-49, 25-49, 25-54, 35-64, and Teens, and are later broken down for Men and Women as well.

Total Survey Area (TSA)

All Metro counties plus all other counties in which there is significant listening to stations located in the Metro. Significant listening is basically defined as counties in which 10% of the Cume listenership is to stations in the Metro being measured. If a county in the Metro of another market shares a border with the Metro of the market being measured, then that county becomes part of the measured TSA if 5% of the Cume listenership is to stations in that Metro.

Universe

The estimated total number of persons in the sex-age groups and geographic area being measured.

Elementary Procedures For A Quick Market Overview

Faced with the vast array of tables and statistics in an Arbitron market report, many readers are intimidated or become unsure about where to begin their analysis. The following suggestions serve as a simple guide for extracting useful information about a radio station or a market as a whole from a report.

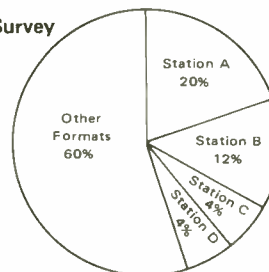
1) Examine the Audience Trends (Average Persons Share) for a specific station and its competitors.

2) Look for total market listening trends. Compare Metro Totals (at the bottom of each Trends page) to measure whether total Average Quarter Hour listening is up or down, check seasonal trends, etc. Also, compare Metro Cume Rating Totals in the Mon-Sun 6am-midnight daypart (on the first page of the Daypart Average + Cume section). Average ¼ hr and Cume ratings can also be compared — if Average ¼ hr listening is up and Cume about the same, then listeners are spending more time listening, for example.

3) Format shares of the market can be easily compared, too. Combine the total shares of stations sharing a format (Top 40, Beautiful Music, etc.), and compare to a previous survey. This can be done by specific demogra-

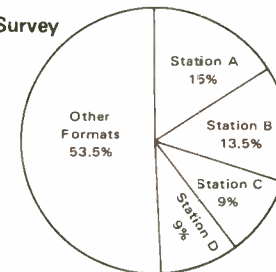
phic group, as well. A simple "pie graph" (see below) is an easy way to make comparisons.

This Survey



Stations sharing your Format:
Total share = 40%

Previous Survey



Stations sharing your Format:
Total share = 46.5%

4) Compare changes in Exclusive Cumes for a station.

5) Check trends of Away-From-Home listening, from survey to survey and station vs. station.

After examining these basic trends, readers can more easily go about analyzing more specific situations.

Formulas For In-Depth Programming and Time-Buy Research

The following section presents a number of simple mathematical formulas which utilize Arbitron survey figures to arrive at answers to some questions interesting to programmers and advertisers. Use of the formulas enables readers to make specific problem-solving use of the Arbitron market reports.

Each formula is presented in a format which includes the question to be answered, its answer in words, the mathematical formula to calculate the answer, and a few practical applications of the results.

Question: How much time does the average person spend listening to a station?

Answer: Calculate Average TIME SPENT LISTENING (TSL). This can be figured for specific dayparts. You'll need to know the number of quarter-hours in Arbitron's basic dayparts. The total for Mon-Sun 6am-midnight is 504. Divided up, the totals are:

Mon-Fri	6-10am	80	quarter-hours
Mon-Fri	10am-3pm	100	
Mon-Fri	3-7pm	80	
Mon-Fri	7pm-mid	100	
Saturday	6-10am	16	
Saturday	10am-3pm	20	
Saturday	3-7pm	16	
Saturday	7pm-mid	20	
Sunday	6-10am	16	
Sunday	10am-3pm	20	
Sunday	3-7pm	16	
Sunday	7pm-mid	20	

Formula:

TSL =

$$\frac{\text{Average } \frac{1}{4} \text{ hour Audience X Quarter-Hours in Daypart}}{\text{Cume Audience}}$$

Applications:

- Compare a station's TSL figure with other similarly-formatted station's TSL's.
- Compute a market TSL average by calculating the TSL for each station and taking an average.

Question: How well is a station reaching its target audience?

Answer: Compare TSL figures for your target audience and your total audience to compute an ETA (Efficiency of Target Audience) figure.

Formula:

$$\text{ETA} = \frac{\text{Target Audience TSL}}{\text{Total Audience TSL}}$$

The higher the ETA, the better the station is reaching its target audience.

Applications:

- Calculate which demographic is most efficiently reached on a station.
- Compare different dayparts to determine the time of the greatest ETA.
- Compare ETA's of different stations with similar target audiences.

Question: How many different groups of people contribute to a station's average audience?

Answer: Calculate the station's TURNOVER RATIO (T/O).

Formula:

$$\text{T/O} = \frac{\text{Cume Audience}}{\text{Average } \frac{1}{4} \text{ hr Audience}}$$

Applications:

- Compare Turnover Ratios of stations in the market.
- Compute T/O for specific demographic groups, and determine which group turns over least on a station (the lower the T/O, the longer the group is listening).
- Compare T/O's in different dayparts.

Question: What percentage of listeners in one time period also listens to a station in another time period?

Answer: Calculate the PERCENT RECYCLING of the audience.

Formula:

Percent Recycling =

$$\frac{\text{Cume Audience listening to both of two time periods}}{\text{Cume Audience listening to one of the two time periods}}$$

The top half of the equation is calculated by adding the cume figures for the two separate dayparts and subtracting the cume figure for the combined daypart (found in the Daypart Combination section of the report). Answer will be a percentage which represents the proportion of the audience in one daypart which recycles into the other daypart.

Applications:

- A) Determine percentage of audience that recycles from one part of the week (weekdays 6am-midnight, for example) to another part (weekends).
- B) Calculate audience listening only to one of two time periods (total cume of one daypart minus those listening to both dayparts).
- C) Compare recycling of target audience for a station vs. total audience.
- D) Compare recycling between stations.

Question: During which hours does a station best reach its listeners?

Answer: Chart the station's HOUR-BY-HOUR AVERAGE and SHARE OF AUDIENCE INDEX.

Formula:

$$\frac{\text{Hour-By-Hour Index} = \text{Mon-Fri Hour-By-Hour figure}}{\text{Mon-Fri 6am-Mid figure}}$$

This formula can be used with both average audience figures and shares.

Applications:

- A) Track a station's average and share index results throughout the day — highest index figure indicates hour in which station is best reaching audience.
- B) Compare with other stations in as much detail as desired.
- C) Compare index figures Men vs. Women.

Question: How much of a station's audience listens only to that station?

Answer: Calculate percentage of Cume Audience that's exclusive.

Formula:

$$\frac{\text{Percent Exclusive} = \text{Station's Exclusive Cume}}{\text{Station's Total Cume}}$$

Applications:

- A) Compare Percent Exclusive Cumes of various stations in market.
- B) Chart station's Percent Exclusive Cume over major dayparts.
- C) Compare Percent Exclusive Cumes demographically Men 18+ vs. Women 18+, for example).

Question: How does a specific station stack up against the market average of Away-From-Home listening?

Answer: Compute AWAY-FROM-HOME (AFH) Listening Index for station.

Formula:

$$\frac{\text{AFH Listening Index} = \text{Station's Percentage of AFH Listening}}{\text{Market's percentage of AFH Listening}}$$

Applications:

- A) Calculate AFH Listening Indices for similarly-formatted stations.
- B) Determine difference (if any) between AM and FM stations' AFH Listening Indices.
- C) Compute AFH Listening Indices for different dayparts and demographics.

Question: Which are the most available audiences during certain times of the day?

Answer: Chart the demographic share of audience hour-by-hour.

Formula:

$$\frac{\text{Hour-By-Hour Demographic Share} = \text{Target Audience Avg. Listening for market}}{\text{Total Audience 12 + Avg. Listening}}$$

Result is a percentage; the higher the percentage, the more available that segment of the audience is for listening.

Applications:

- A) Chart hour-by-hour Demographic Share for each hour of the broadcast day. Identify time periods when certain target demographics dominate listening.
- B) Determine which of several similarly-formatted stations gets best share of audience of a target demographic during various time periods.
- C) Identify hour-by-hour shifts in listening of various demographic groups. This enables programmers to shift emphasis toward the target groups which are strongest at given times.

Finally, a simple formula to determine the sample size in an Arbitron market survey for any demographic group. Sample Size for age/sex demographic = Percent of Unweighted In-Tab Sample for that demographic multiplied

by the total number of tabulated diaries for the market. All the necessary figures are published on the Population Estimates/Sample Distribution page of the report.

AKRON

AKRON 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WAEZ (BM)	8.6	6.3	4.4	8.8	8.3	4.2	6.7
WAKR (PA)	15.7	15.0	13.9	18.5	22.5	13.8	13.9
WCUE (R)	6.6	5.7	6.7	4.7	4.1	4.4	2.3
WHLO (N)	3.1	3.2	3.4	3.0	1.8	3.1	2.6
WKDD (R)	**	**	**	2.7	2.4	2.9	3.4
WKNT (PA)	.8	1.4	1.5	1.0	.6	1.5	1.1
WKNT-FM (PA)	1.6	1.7	2.7	2.1	1.0	3.3	2.4
WSLR (C)	9.9	10.1	8.7	7.7	6.4	9.9	7.2
WDBN (PA)*	7.8	7.7	5.7	7.5	5.8	3.7	3.8
WGAR (PA)*	7.9	8.3	8.0	8.0	9.0	7.9	6.5
WMMS (A)*	6.1	8.5	8.7	5.7	3.6	9.0	11.8
WQAL (PA)*	**	**	3.2	3.7	1.8	3.8	2.8
WWWE (PA)*	3.3	2.7	3.6	2.8	4.2	2.7	4.6
WWWL (A)*	1.7	2.2	3.6	4.3	3.3	4.1	7.2
WZZP (R)*	**	**	**	**	3.5	5.8	4.7

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
1	1	WAKR
3	2	WMMS
2	3	WSLR
-	3	WWWL
-	4	WAEZ
4	5	WGAR

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WAKR	2017
2	2	WGAR	1192
4	3	WMMS	1051
3	4	WSLR	837
-	5	WWWE	813

18-34 MEN

O/N '77	A/M '78	
1	1	WMMS
3	2	WWWL
5	3	WKDD
-	4	WWWE
2	5	WGAR

18-34 WOMEN

O/N '77	A/M '78	
1	1	WMMS
2	2	WGAR
-	3	WWWL
3	4	WKDD
4	5	WAKR

18-49 ADULTS

O/N '77	A/M '78	
1	1	WMMS
2	2	WAKR
5	3	WWWL
2	4	WSLR
3	5	WGAR

TEENS

O/N '77	A/M '78	
1	1	WZZP
-	2	WMMS
3	3	WWWL
-	4	WGAR

ALBANY

ALBANY-SCHENECTADY-TROY 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WFLY (R)	.6	1.2	2.6	1.7	3.6	2.8	4.2
WGFM (R)	9.7	10.7	9.5	10.4	8.8	9.5	6.9
WGNA (C)	2.2	2.5	1.8	1.7	1.1	2.7	2.8
WGY (PA)	16.4	15.1	15.9	17.6	14.3	17.7	16.1
WHAZ (RL)	**	**	**	**	.9	**	2.4
WHRL (BM)	.4	1.4	.4	.7	1.5	1.2	1.5
WHSB (BM)	2.3	3.0	3.8	3.6	2.4	3.2	5.4
WKAJ-FM (PA)	**	**	**	**	**	**	1.0
WOKO (C)	2.8	4.7	4.2	4.1	5.0	3.4	3.2
WPTR (R)	5.2	6.7	7.7	6.3	6.4	5.1	6.0
WQBK (T)	3.5	3.8	5.2	7.3	4.7	4.4	5.4
WQBK-FM (A)	.6	.7	1.9	1.9	2.2	3.1	1.9
WROW (BM)	14.5	15.1	11.7	13.7	12.3	14.3	12.5
WROW-FM (BM)	5.1	5.5	4.2	5.4	7.6	6.1	7.5
WTRY (R)	9.0	8.6	10.2	8.5	9.6	10.8	10.6
WWOM (BM)	8.1	5.3	2.5	3.1	2.3	2.7	2.1

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
1	1	WGY
2	2	WROW
3	3	WTRY
5	4	WROW-FM
4	5	WGFM

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WGY	2579
2	2	WTRY	2264
5	3	WPTR	1981
3	4	WROW	1854
4	5	WGFM	1562

18-34 MEN

O/N '77	A/M '78	
2	1	WTRY
3	2	WGY
5	3	WFLY
4	4	WPTR
-	5	WGFM

18-34 WOMEN

O/N '77	A/M '78	
3	1	WGY
2	1	WTRY
1	2	WGFM
5	3	WPTR
-	4	WROW-FM
4	5	WWOM

18-49 ADULTS

O/N '77	A/M '78	
2	1	WGY
1	2	WTRY
3	3	WGFM
5	4	WPTR
4	5	WROW
		WROW-FM

TEENS

O/N '77	A/M '78	
1	1	WTRY
1	2	WGFM
2	3	WPTR

ALBUQUERQUE

ALBUQUERQUE 6 BOOK TREND TOTAL PERSONS 12 +

	A/M '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
KABQ (S)	2.5	3.6	10.2	4.7	8.0	5.6
KAMX (S)	4.6	10.0	3.4	3.1	6.2	4.8
KDAZ (R)	**	**	1.0	**	**	1.3
KKIM (B)	4.2	1.5	1.5	3.1	1.4	2.1
KOB (PA)	9.7	12.3	13.5	12.4	14.2	14.9
KOB-FM (BM)	14.4	11.5	10.1	11.2	11.9	9.0
KPAR (BM)	1.5	2.5	1.9	1.2	1.0	1.0
KPAR-FM (BM)	1.0	4.7	3.4	5.1	2.2	4.0
KQEO (R)	18.4	8.7	11.1	11.2	8.1	9.6
KRKE (R)	9.9	9.2	9.0	11.9	9.3	9.2
KRKE-FM (A)	**	.8	.9	1.9	2.2	4.6
KRST (A)	4.8	8.9	8.9	7.9	8.0	8.2
KRZY (C)	9.1	6.8	6.0	8.9	8.5	9.6
KUFF (C)	**	**	**	**	2.6	3.6
KZIA (T)	2.7	2.6	4.6	3.5	5.0	1.7
KZZX (R)	**	**	**	**	**	6.5

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
1	1	KOB
5	2	KQEO
4	2	KRZY
3	3	KRKE
2	4	KOB-FM
-	5	KRST

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	KOB	1144
2	2	KQEO	962
3	3	KRKE	822
4	4	KOB-FM	670
5	5	KRZY	582

18-34 MEN

O/N '77	A/M '78	
1	1	KRST
-	2	KZZX
3	3	KOB
4	4	KRKE
-	5	KRKE-FM

18-34 WOMEN

O/N '77	A/M '78	
1	1	KOB
-	2	KRKE-FM
1	3	KQEO
5	3	KRST
-	3	KRZY
2	4	KRKE
5	5	KUFF
-	5	KZZX

18-49 ADULTS

O/N '77	A/M '78	
1	1	KOB
3	2	KRST
-	3	KRZY
-	4	KRKE
-	5	KZZX

TEENS

O/N '77	A/M '78	
2	1	KQEO
1	2	KRKE
-	3	KRST
-	3	KZZX

ANAHEIM

ANAHEIM-SANTA ANA-GARDEN GROVE 4 BOOK TREND TOTAL PERSONS 12+

	O/N '76	A/M '77	O/N '77	A/M '78
KEZY (R)	5.4	2.1	4.2	2.9
KEZY-FM (A)	1.2	.8	.6	1.1
KWIZ (PA)	2.7	1.5	3.2	1.6
KYMS (RL)	.7	1.2	.9	1.1
KABC (T)*	4.3	6.0	4.7	7.3
KBIG (BM)*	7.5	8.2	9.1	8.6
KFI (R)*	3.1	3.7	3.9	3.4
KFWB (N)*	2.6	2.8	2.8	2.9
KHJ (R)*	4.8	3.2	3.3	2.6
KIIS-FM (R)*	2.1	2.7	2.0	3.4
KIQQ (R) *	3.5	2.3	1.5	3.4
KJOI (BM) *	4.9	5.7	3.8	4.2
KLAC (C)*	2.5	3.5	3.1	2.1
KLOS (A)*	4.2	3.4	5.0	4.5
KMET (A)*	3.7	4.5	4.9	5.8
KMPC (PA)*	4.4	5.4	3.6	5.0
KNOB (BM)*	2.2	1.2	1.0	1.4
KNX (N)*	4.9	3.9	2.9	4.7
KNX-FM (A)*	5.8	4.3	6.0	4.0
KOST (BM)*	2.2	2.8	2.7	3.1
KPOL-FM (A)*	.9	.8	1.5	2.0
KRLA (R/O)*	1.3	1.5	1.7	1.1
KRTH (R/O)*	1.9	3.0	4.3	3.8
KTNQ (R)*	**	2.0	1.7	1.8
KWST (A)*	2.0	1.9	1.8	1.9
XTRA (BM)*	2.6	2.5	2.3	2.6

TOP 10 QUARTER HOUR

O/N '77	A/M '78	
1	1	KBIG
5	2	KABC
4	3	KMET
10	4	KMPC
-	5	KNX
3	6	KLOS
9	7	KJOI
2	8	KNX-FM
6	9	KRTH
8	10	KFI
-	10	KIIS-FM

TOP 10 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	KBIG	2626
10	2	KABC	2424
4	3	KFI	2153
7	4	KNX	2095
2	5	KEZY	2045
9	6	KFWB	2042
-	7	KMPC	2024
3	8	KHJ	1926
8	9	KMET	1889
5	10	KLOS	1788

18-34 MEN

O/N '77	A/M '78	
1	1	KMET
3	2	KLOS
4	3	KRTH
2	4	KNX-FM
5	4	KWST
-	5	KPOL-FM

18-34 WOMEN

O/N '77	A/M '78	
1	1	KNX-FM
-	2	KIIS-FM
2	3	KRTH
-	4	KMET
4	5	KLOS

18-49 ADULTS

O/N '77	A/M '78	
3	1	KMET
2	2	KBIG
-	3	KABC
1	4	KNX-FM
4	5	KLOS

TEENS

O/N '77	A/M '78	
1	1	KEZY
-	2	KMET
2	3	KHJ
-	3	KTNQ

ANCHORAGE

ANCHORAGE 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
KANC (R)	**	2.6	11.8	17.5	13.8	5.1	10.0
KBYR (PA)	6.1	4.7	5.0	5.7	5.8	5.1	6.1
KENI (R)	31.3	18.0	12.7	5.7	9.0	17.3	17.8
KFQD (PA)	16.2	17.6	13.6	14.7	15.3	23.9	19.1
KGOT (A)	**	13.7	7.2	6.2	7.4	6.3	6.5
KHAR (BM)	7.1	10.3	17.2	16.6	18.5	11.0	15.7
KJZZ (B)	2.5	.4	1.8	.5	2.1	1.6	.9
KKLV (PA)	**	**	9.5	10.9	9.0	8.6	8.7
KNIK (BM)	2.5	1.3	4.1	5.7	6.9	3.5	3.9
KYAK (C)	19.7	12.0	14.0	14.2	10.1	14.5	9.6

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
1	1	KFQD
2	2	KENI
4	3	KHAR
-	4	KANC
3	5	KYAK

18-34 MEN

O/N '77	A/M '78	
1	1	KFQD
4	2	KENI
-	3	KANC
2	4	KGOT
3	4	KKLV
5	5	KYAK

18-49 ADULTS

O/N '77	A/M '78	
1	1	KFQD
3	2	KENI
4	3	KHAR
3	4	KKLV
2	5	KYAK

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	KENI	544
2	2	KFQD	457
3	3	KANC	412
5	4	KHAR	370
4	5	KYAK	289

18-34 WOMEN

O/N '77	A/M '78	
1	1	KFQD
2	2	KENI
3	3	KKLV
-	4	KYAK
4	5	KANC

TEENS

O/N '77	A/M '78	
1	1	KENI
2	2	KANC
-	3	KFQD

LEGEND

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

ATLANTA

ATLANTA 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WAOK (B)	7.5	7.1	8.6	6.0	6.1	5.4	3.7
WBIE (C)	1.9	.9	1.8	1.6	2.1	2.9	1.9
WCOB (BB)	**	**	.5	.6	.8	.4	1.4
WGST (N)	1.6	2.7	2.8	4.0	2.8	3.1	2.5
WIGO (B)	1.8	.9	.9	.8	1.0	1.4	1.8
WKLS-FM (A)	5.7	4.6	4.7	5.7	5.7	6.6	6.7
WLTA (PA)	3.6	2.1	2.8	4.0	2.2	2.9	2.3
WPCH (BM)	9.3	7.9	7.2	10.4	6.8	7.8	6.3
WPLO (C)	4.4	4.7	4.2	5.0	5.1	6.7	5.4
WQXI (R)	7.6	8.0	6.2	4.8	5.9	4.4	5.1
WQXI-FM (R)	5.5	3.1	5.4	3.3	6.3	7.3	7.0
WRNG (T)	4.2	7.7	5.3	5.7	5.3	5.8	4.4
WSB (PA)	21.0	22.2	20.0	19.9	20.9	13.3	16.3
WSB-FM (BM)	4.5	5.0	4.1	5.2	4.3	4.8	6.2
WTJH (RL)	**	**	**	**	**	.5	1.6
WVEE (B)	**	**	**	2.5	1.8	3.9	4.6
WZGC (R)	6.6	7.3	7.6	8.3	12.4	10.7	12.3

TOP 10 QUARTER HOUR

O/N '77	A/M '78	
1	1	WSB
2	2	WZGC
4	3	WQXI-FM
6	4	WKLS-FM
3	5	WPCH
9	6	WSB-FM
5	7	WPLO
10	8	WQXI
-	9	WVEE
7	10	WRNG

18-34 MEN

O/N '77	A/M '78	
2	1	WKLS-FM
1	2	WQXI-FM
-	3	WSB
3	4	WZGC
-	5	WVEE

18-49 ADULTS

O/N '77	A/M '78	
1	1	WSB
2	2	WZGC
3	3	WKLS-FM
1	4	WQXI-FM
-	5	WQXI

TOP 10 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WSB	5399
2	2	WZGC	3963
3	3	WQXI	2774
4	4	WQXI-FM	2593
10	5	WSB-FM	2204
5	6	WPCH	2146
7	7	WKLS-FM	2097
6	8	WPLO	2020
8	9	WAOK	1677
-	10	WRNG	1596

18-34 WOMEN

O/N '77	A/M '78	
1	1	WZGC
2	2	WQXI-FM
-	3	WSB
3	4	WKLS-FM
5	5	WQXI

TEENS

O/N '77	A/M '78	
1	1	WZGC
3	2	WQXI-FM

AUGUSTA

AUGUSTA 4 BOOK TREND TOTAL PERSONS 12+

	A/M '75	A/M '76	A/M '77	A/M '78
WAKN (PA/C)	**	.8	.6	1.9
WAUG (R)	5.5	6.6	4.7	4.8
WAUG-FM (A)	12.0	5.0	7.5	4.3
WBBQ (R)	10.7	14.1	12.2	11.5
WBBQ-FM (R)	8.6	14.4	15.0	15.8
WBIA (PA)	2.9	3.3	7.2	7.2
WGAC (PA)	14.1	13.3	8.6	8.0
WGUS (C)	5.2	4.1	3.3	7.2
WGUS-FM (C)	4.5	1.9	3.9	1.3
WLOW (PA)	**	**	.3	1.3
WNEZ (BM)	.8	4.4	5.6	3.8
WRDW (B)	13.4	14.6	9.4	6.4
WTHB (B)	9.2	6.4	7.8	6.2
WZZW (PA)	3.7	3.6	6.9	11.0

TOP 5 QUARTER HOUR

A/M '77	A/M '78	
1	1	WBBQ-AM-FM
-	2	WZZW
3	3	WGAC
-	4	WBIA
-	4	WGUS
2	5	WRDW

18-34 MEN

A/M '77	A/M '78	
1	1	WBBQ-AM-FM
5	2	WZZW
2	3	WRDW
3	4	WAUG-FM
-	5	WBIA
4	5	WGAC

18-49 ADULTS

A/M '77	A/M '78	
1	1	WBBQ-AM-FM
4	2	WZZW
-	3	WGUS
5	4	WGAC
2	5	WRDW

TOP 5 CUME IN HUNDREDS

A/M '77	A/M '78		
1	1	WBBQ-AM-FM	1622
2	2	WGAC	489
3	3	WZZW	478
3	4	WRDW	374
4	5	WBIA	369

18-34 WOMEN

A/M '77	A/M '78	
1	1	WBBQ-AM-FM
2	2	WZZW
-	3	WGUS
3	4	WTHB
-	5	WAUG-FM

TEENS

A/M '77	A/M '78	
1	1	WBBQ-AM-FM
-	2	WTHB
-	2	WZDM *

AUSTIN

AUSTIN 4 BOOK TREND TOTAL PERSONS 12+

	A/M '75	A/M '76	A/M '77	A/M '78
KASE (BM)	15.2	16.8	14.8	14.8
KCSW (PA)	**	**	8.5	9.2
KHFI (R)	3.9	5.7	8.7	8.5
KLBJ (BM)	11.6	8.5	7.3	4.6
KLBJ-FM (A)	6.4	9.8	6.1	13.9
KNOW (R)	15.2	13.7	8.7	8.5
KOKE-FM (C)	4.9	2.4	2.8	6.2
KVET (C)	17.8	14.2	19.7	15.2
KTSA (R)*	2.8	2.8	2.4	1.7
WOAI (PA)*	3.4	.9	3.7	1.5

TOP 5 QUARTER HOUR

A/M '77	A/M '78	
1	1	KVET
2	2	KASE
-	3	KLBJ-FM
4	4	KCSW
3	5	KHFI
3	5	KNOW

18-34 MEN

A/M '77	A/M '78	
3	1	KLBJ-FM
2	2	KHFI
1	3	KVET
5	4	KNOW
5	4	KOKE-FM
4	5	KASE

18-49 ADULTS

A/M '77	A/M '78	
5	1	KLBJ-FM
1	2	KVET
3	3	KCSW
2	4	KASE
-	5	KOKE-FM

TOP 5 CUME IN HUNDREDS

A/M '77	A/M '78		
1	1	KVET	903
4	2	KNOW	821
2	3	KASE	796
5	4	KHFI	721
-	5	KLBJ-FM	651

18-34 WOMEN

A/M '77	A/M '78	
2	1	KCSW
3	2	KLBJ-FM
4	3	KNOW
-	4	KASE
5	5	KHFI

TEENS

A/M '77	A/M '78	
1	1	KHFI
2	2	KNOW

BAKERSFIELD

BAKERSFIELD 4 BOOK TREND TOTAL PERSONS 12+

	A/M '75	A/M '76	A/M '77	A/M '78
KAFY (R)	14.5	10.4	11.7	8.7
KERN (R)	17.2	18.5	14.3	13.4
KGEE (N)	7.0	3.7	4.5	5.9
KGFM (PA)	2.9	2.2	3.1	3.9
KHIS-FM (RL)	**	1.3	.5	1.4
KKXX (A)	**	**	11.2	4.9
KLOA (PA)	2.2	1.1	2.6	1.8
KLYD (PA)	2.4	1.8	2.9	2.6
KLYD-FM (PA)	1.2	5.7	7.1	6.3
KPMC (PA/C)	5.1	3.1	2.1	2.6
KUZZ (C)	**	9.7	13.6	17.1
KWAC (S)	**	2.4	**	2.0

TOP 5 QUARTER HOUR

A/M '77	A/M '78	
2	1	KUZZ
1	2	KERN
5	3	KLYD-AM-FM
3	4	KAFY
-	5	KGEE

18-34 MEN

A/M '77	A/M '78	
3	1	KERN
2	2	KUZZ
1	3	KKXX
4	4	KAFY
-	5	KLYD-AM-FM

18-49 ADULTS

A/M '77	A/M '78	
3	1	KUZZ
3	2	KERN
4	3	KLYD-AM-FM
2	4	KAFY
1	5	KKXX

TOP 5 CUME IN HUNDREDS

A/M '77	A/M '78		
1	1	KERN	836
3	2	KUZZ	812
2	3	KAFY	787
4	4	KKXX	417
-	5	KGEE	372

18-34 WOMEN

A/M '77	A/M '78	
3	1	KERN
4	2	KUZZ
1	3	KAFY
5	4	KLYD-AM-FM
2	5	KKXX

TEENS

A/M '77	A/M '78	
1	1	KERN
2	2	KAFY
-	3	KUZZ

BALTIMORE

BALTIMORE 7 BOOK TREND TOTAL PERSONS 12+

	A/M '76	O/N '76	J/F '77	A/M '77	O/N '77	J/F '78	A/M '78
WAYE (A)	1.4	1.2	1.6	1.9	1.5	1.4	1.0
WBAL (PA)	17.1	14.1	15.1	15.4	14.0	14.4	15.2
WBKZ (R)	**	**	1.1	1.9	1.8	2.1	3.8
WCAO (R)	8.4	7.3	6.4	6.2	7.0	5.8	6.2
WCBM (PA)	9.8	9.4	8.5	9.5	9.5	10.0	9.0
WFBR (PA)	5.3	4.7	5.8	4.5	3.3	5.0	4.2
WITH (BM)	2.1	1.9	.7	2.6	1.6	1.8	1.2
WITH-FM (R)	**	**	**	**	**	**	1.0
WIYY (A)	**	**	**	3.6	4.7	3.7	4.2
WKTK (A)	3.5	3.5	3.6	3.1	2.5	2.8	2.6
WLIF (BM)	10.6	9.8	9.1	9.5	10.2	7.6	8.2
WLPL (R)	2.7	5.9	7.0	4.9	5.2	3.3	3.5
WMAR (BM)	3.6	3.9	4.9	3.8	3.5	3.9	4.6
WPOC (C)	2.8	3.8	3.7	5.0	4.7	6.2	3.7
WRBS (BM)	**	**	**	.6	.9	1.6	1.3
WSID (B)	3.2	4.3	1.9	3.0	3.5	1.6	3.1
WWIN (B)	4.7	5.1	2.9	4.4	3.5	2.3	4.7
WXYV (R)	**	**	**	.7	4.3	6.1	5.3

TOP 10 QUARTER HOUR

O/N '77	J/F '78	A/M '78	
1	1	1	WBAL
3	2	2	WCBM
2	3	3	WLIF
4	6	4	WCAO
7	5	5	WXYV
8	-	6	WWIN
8	8	7	WMAR
9	7	8	WFBR
6	9	8	WIYY
-	-	9	WBKZ
6	4	10	WPOC

18-34 MEN

O/N '77	J/F '78	A/M '78	
3	1	1	WIYY
2	3	2	WXYV
1	2	3	WCBM
4	-	4	WCAO
-	-	5	WBAL

18-49 ADULTS

O/N '77	J/F '78	A/M '78	
1	1	1	WCBM
4	2	2	WBAL
5	4	2	WXYV
3	-	3	WCAO
2	5	4	WLIF
-	-	5	WBKZ
-	-	5	WIYY

TOP 10 CUME IN HUNDREDS

O/N '77	J/F '78	A/M '78		
1	1	1	WBAL	5874
3	3	2	WCAO	3826
2	2	3	WCBM	3511
4	4	4	WLIF	3038
5	5	5	WFBR	2620
9	7	6	WXYV	1956
6	8	7	WLPL	1929
10	-	8	WWIN	1825
7	9	9	WIYY	1742
8	6	10	WPOC	1595

18-34 WOMEN

O/N '77	J/F '78	A/M '78	
1	1	1	WCBM
4	2	2	WXYV
2	3	3	WCAO
5	-	4	WBKZ
3	-	5	WWIN

TEENS

O/N '77	J/F '78	A/M '78	
1	1	1	WLPL
2	2	2	WCAO
-	-	3	WWIN
3	-	4	WIYY

BATON ROUGE

BATON ROUGE 4 BOOK TREND TOTAL PERSONS 12+

	A/M '75	A/M '76	A/M '77	A/M '78
WAFB (R)	6.6	6.0	8.5	6.2
WFMF (A)	5.7	4.3	5.5	6.0
WIBR (R)	12.9	12.7	8.1	9.8
WJBO (PA)	7.2	5.2	7.4	8.5
WLBI (C)	.7	.6	1.3	1.9
WLCS (R)	15.1	14.2	12.3	9.4
WLUX (BM)	.7	3.0	1.7	5.5
WQXY (BM)	10.9	13.1	13.4	13.0
WSLG (C)	1.1	1.1	1.9	1.1
WXOK (B)	15.9	17.9	17.8	14.1
WYNK (C)	4.1	6.7	5.3	7.5
WYNK-FM (C)	5.0	6.5	6.4	7.9

TOP 5 QUARTER HOUR

A/M '77	A/M '78	
1	1	WXOK
2	2	WQXY
5	3	WIBR
3	4	WLCS
-	5	WJBO

18-34 MEN

A/M '77	A/M '78	
1	1	WFMF
-	2	WYNK-FM
2	3	WAFB
2	3	WXOK
3	4	WLCS
4	5	WQXY

18-49 ADULTS

A/M '77	A/M '78	
1	1	WXOK
2	2	WQXY
-	3	WIBR
-	4	WYNK
-	5	WYNK-FM

TOP 5 CUME IN HUNDREDS

A/M '77	A/M '78		
2	1	WIBR	1043
1	2	WLCS	963
-	3	WJBO	877
4	4	WQXY	780
5	5	WAFB	747

18-34 WOMEN

A/M '77	A/M '78	
1	1	WXOK
-	2	WIBR
4	3	WAFB
-	4	WLUX
-	5	WYNK

TEENS

A/M '77	A/M '78	
1	1	WLCS
2	2	WXOK
3	3	WIBR

BIRMINGHAM

BIRMINGHAM 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WAPI (PA)	7.3	8.8	7.3	4.7	4.6	5.3	3.7
WAPI-FM (O)	3.2	2.7	3.2	2.0	2.2	1.3	3.0
WATV (B)	1.0	1.9	10.5	11.4	11.4	12.9	7.0
WBUL (B)	3.2	5.1	5.5	4.1	8.7	5.8	1.2
WCRT (PA)	2.1	2.7	3.2	4.3	3.9	3.5	2.1
WDJC (RL)	1.5	2.3	2.1	2.7	1.4	1.7	2.9
WENN (B)	13.5	12.2	6.4	4.0	5.6	4.7	7.5
WENN-FM (B)	4.5	6.7	2.4	1.1	1.8	2.6	2.6
WERC (R)	10.5	13.0	10.1	11.6	7.2	11.1	8.5
WJLD (B)	6.7	4.9	5.2	5.2	3.8	3.9	7.3
WKXX (R)	**	**	**	**	**	5.6	10.3
WLPH (RL)	**	**	.5	.4	**	**	1.2
WQEZ (BM)	6.8	3.7	4.8	7.0	4.8	5.7	3.9
WSGN (R)	7.1	7.6	8.9	11.4	9.2	11.0	9.5
WVOK (C)	4.1	3.6	4.0	4.2	3.5	5.1	2.2
WVOK-FM (A)	**	**	**	**	5.2	3.0	4.8
WYAM (C)	**	**	.4	.5	.4	.7	1.8
WYDE (C)	11.0	8.6	6.9	10.3	5.8	5.0	7.3
WZZK (C)	4.0	2.8	5.3	4.3	3.3	3.8	4.2

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
-	1	WKXX
3	2	WSGN
2	3	WERC
-	4	WENN
-	5	WJLD
-	5	WYDE

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78	
2	1	WSGN 1951
1	2	WERC 1579
5	3	WKXX 1303
4	4	WYDE 1122
3	5	WAPI 1100

18-34 MEN

O/N '77	A/M '78	
4	1	WKXX
3	2	WVOK-FM
1	3	WERC
2	4	WSGN
-	5	WENN

18-34 WOMEN

O/N '77	A/M '78	
1	1	WSGN
1	2	WERC
5	3	WVOK-FM
-	4	WJLD
2	5	WATV

18-49 ADULTS

O/N '77	A/M '78	
3	1	WSGN
2	2	WERC
1	3	WATV
5	4	WKXX
-	5	WVOK-FM

TEENS

O/N '77	A/M '78	
3	1	WKXX
1	2	WERC
2	2	WSGN
-	3	WENN

BOSTON

BOSTON 9 BOOK TREND TOTAL PERSONS 12+

	A/M '76	J/A '76	O/N '76	J/F '77	A/M '77	J/A '77	O/N '77	J/F '78	A/M '78
WBCN (A)	2.8	2.4	3.5	2.2	3.3	1.7	2.6	3.3	2.2
WBZ (PA)	9.0	8.6	9.8	12.3	10.6	10.3	9.1	11.6	8.7
WBZ-FM (R)	1.1	2.1	1.4	1.2	1.5	1.3	1.3	1.0	1.0
WCGY (R)	1.4	1.3	1.6	1.1	1.9	1.6	1.8	1.3	1.7
WCOZ (A)	2.9	3.1	5.0	3.8	3.9	4.6	4.7	4.4	5.5
WCRB (CL)	1.0	.7	1.1	1.1	1.4	.8	1.4	1.0	1.5
WEEI (N)	8.9	9.3	9.6	8.9	9.3	6.8	7.6	8.9	6.1
WEEI-FM (A)	3.1	2.1	1.9	2.1	2.7	2.5	3.3	3.2	3.9
WHDH (PA)	7.4	8.8	9.9	11.6	10.4	9.9	10.6	12.7	11.5
WILD (B)	1.0	.9	1.0	.8	1.4	1.9	2.8	1.7	1.4
WITS (N/T)	**	**	**	**	**	**	**	**	5.5
WJDA (BM)	.8	1.5	2.5	.9	1.2	.6	2.5	1.6	1.1
WJIB (BM)	10.3	11.0	9.3	10.1	8.4	9.6	8.4	9.3	8.7
WRKO (R)	10.4	9.4	8.8	7.9	7.6	8.3	6.8	6.7	8.6
WROR (O)	3.1	3.4	3.1	2.9	3.7	3.2	3.3	2.3	3.4
WRYT (T)	1.5	1.3	1.1	.9	1.3	1.2	1.2	1.4	1.1
WSSH (BM)	2.5	1.9	2.6	2.3	3.1	2.0	3.3	2.5	2.0
WVBF (R)	6.2	6.5	5.8	5.2	4.9	5.1	5.7	5.6	6.5
WWEL-FM (BM)	2.9	2.7	2.6	2.4	2.6	2.7	3.1	2.9	2.3

TOP 10 QUARTER HOUR

O/N '77	J/F '78	A/M '78	
1	1	1	WHDH
2	2	2	WBZ
3	3	2	WJIB
5	5	3	WRKO
6	6	4	WVBF
4	4	5	WEEI
7	7	6	WCOZ
-	-	6	WITS
9	9	7	WEEI-FM
9	-	8	WROR
10	10	9	WWEL-FM
-	8	10	WBCN

TOP 10 CUME IN HUNDREDS

O/N '77	J/F '78	A/M '78	
2	2	1	WHDH 7880
1	1	2	WBZ 7849
3	3	3	WRKO 7424
5	5	4	WJIB 5618
4	4	5	WEEI 5144
6	6	6	WVBF 5040
-	-	7	WITS 5000
8	7	8	WCOZ 3387
10	8	9	WEEI-FM 3339
7	9	10	WROR 3096

18-34 MEN

O/N '77	J/F '78	A/M '78	
1	1	1	WCOZ
-	-	2	WRKO
4	5	3	WEEI-FM
2	2	4	WBCN
-	-	5	WVBF

18-34 WOMEN

O/N '77	J/F '78	A/M '78	
1	3	1	WRKO
4	4	2	WHDH
4	2	3	WVBF
3	5	4	WEEI-FM
-	-	5	WCOZ

18-49 ADULTS

O/N '77	J/F '78	A/M '78	
2	2	1	WHDH
3	5	2	WRKO
5	3	3	WCOZ
1	1	4	WBCN
4	4	5	WJIB

TEENS

O/N '77	J/F '78	A/M '78	
1	2	1	WVBF
2	1	2	WRKO

BRIDGEPORT

BRIDGEPORT 4 BOOK TREND TOTAL PERSONS 12+

	A/M '75	A/M '76	A/M '77	A/M '78
WDJZ (O)	**	**	3.1	8.0
WEZN (BM)	13.0	15.4	15.1	15.8
WICC (R)	13.0	14.4	12.6	17.0
WNAB (PA/T)	10.7	8.8	7.3	7.4
WABC (R)*	5.0	4.5	3.1	2.5
WCBS (N)*	3.8	4.0	5.8	2.2
WNN (C)*	1.8	2.6	2.7	2.4
WNBC (R)*	8.4	5.6	4.9	7.8
WOR (PA)*	2.2	3.0	2.9	2.8
WPLR (A)*	2.3	8.5	11.2	6.8

TOP 5 QUARTER HOUR

A/M '77	A/M '78	
2	1	WICC
1	2	WEZN
-	3	WDJZ
-	4	WNBC
4	5	WNAB

TOP 5 CUME IN HUNDREDS

A/M '77	A/M '78	
1	1	WICC 1807
3	2	WNBC 1026
2	3	WEZN 996
4	4	WNAB 747
-	5	WABC 570

18-34 MEN

A/M '77	A/M '78	
1	1	WPLR
2	2	WICC
3	3	WNBC
3	4	WEZN
4	5	WABC

18-34 WOMEN

A/M '77	A/M '78	
2	1	WICC
5	2	WNAB
4	3	WEZN
3	4	WNBC
1	5	WPLR

18-49 ADULTS

A/M '77	A/M '78	
3	1	WICC
2	2	WEZN
1	3	WPLR
5	4	WNAB
4	5	WNBC

TEENS

A/M '77	A/M '78	
-	1	WNBC
1	2	WPLR
2	3	WICC
-	3	WRKI*

BUFFALO

BUFFALO 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WADV (BM)	4.9	3.2	5.2	4.3	4.5	2.7	4.4
WBEN (PA)	19.0	16.2	17.2	16.4	14.6	13.0	12.5
WBEN-FM (R)	4.7	4.3	4.5	4.9	4.5	5.6	5.7
WBLK (B)	2.7	3.3	3.9	2.5	3.0	3.4	4.2
WBNY (BM)	15.4	11.5	12.4	14.4	14.5	13.4	12.9
WBUF (A)	.6	2.2	1.8	2.3	3.3	2.2	1.7
WGR (PA)	11.4	13.0	12.6	13.2	10.1	11.9	11.2
WGRQ (A)	5.1	4.5	4.7	3.1	4.3	4.7	4.5
WHLD (PA)	**	**	.7	.8	.5	.5	1.0
WHLD-FM (PA)	**	**	1.0	1.8	.6	.9	1.2
WJL (PA)	1.2	1.7	1.1	1.8	1.3	.9	1.3
WKBW (R)	11.6	14.5	12.0	12.1	14.1	14.7	16.5
WPHD (R)	**	**	**	**	5.8	3.6	3.4
WWOL (C)	2.5	1.8	2.5	2.2	3.0	3.4	2.3
WWOL-FM (C)	1.2	1.7	2.1	2.3	2.6	1.9	1.6
WXRL (C)	**	**	1.3	1.0	.7	1.3	1.0
WYSL (R)	3.6	2.6	1.8	3.7	2.8	3.1	2.4

LEGEND

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, J-Jazz
N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, T-Talk

TOP 10 QUARTER HOUR

O/N '77	A/M '78	
1	1	WKBW
2	2	WBNY
3	3	WGR
4	4	WGR
5	5	WBEN-FM
6	6	WGRQ
10	7	WADV
8	8	WBLK
7	9	WPHD
9	10	WYSL

TOP 10 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WKBW	4197
2	2	WGR	3574
3	3	WBNY	3106
4	4	WBNY	2620
5	5	WBEN-FM	2205
8	6	WPHD	1274
6	7	WYSL	1256
7	8	WGRQ	1168
10	9	WADV	897
9	10	WBLK	803

18-34 MEN

O/N '77	A/M '78	
1	1	WKBW
3	2	WGRQ
2	3	WGR
-	4	WBEN-FM
-	5	WBLK

18-34 WOMEN

O/N '77	A/M '78	
1	1	WKBW
2	2	WGR
5	3	WBLK
-	3	WBNY
3	4	WBEN-FM
4	5	WPHD

18-49 ADULTS

O/N '77	A/M '78	
1	1	WKBW
2	2	WGR
3	3	WBNY
4	4	WBEN
5	5	WBEN-FM

TEENS

O/N '77	A/M '78	
1	1	WKBW
2	2	WBEN-FM
3	3	WGRQ

CANTON

CANTON 4 BOOK TREND TOTAL PERSONS 12+

	A/M '75	A/M '76	A/M '77	A/M '78
WFAH (PA)	**	.8	**	2.4
WFAH-FM (R)	2.8	1.7	3.4	2.6
WHBC (PA)	24.8	21.6	23.9	18.4
WHBC-FM (BM)	8.9	10.5	9.2	12.8
WHLQ (PA)	2.2	6.3	4.2	3.8
WINW (R)	6.7	8.4	2.7	2.6
WNYN (C)	1.4	4.6	5.0	6.2
WQIO (PA)	**	**	5.3	7.0
WGAR (PA)*	13.7	11.1	11.3	9.4
WMMS (A)*	3.4	4.8	3.2	5.2
WSLR (C)*	3.4	2.5	4.4	2.6
WWWE (PA)*	**	2.5	.4	2.4
WWWM (A)*	**	**	.6	2.6

TOP 5 QUARTER HOUR

A/M '77	A/M '78	
1	1	WHBC
3	2	WHBC-FM
2	3	WGAR
4	4	WQIO
5	5	WNYN

18-34 MEN

A/M '77	A/M '78	
1	1	WGAR
3	2	WMMS
4	3	WQIO
-	4	WWWE
-	4	WWWM
2	5	WHBC
-	5	WHBC-FM

18-49 ADULTS

A/M '77	A/M '78	
1	1	WHBC
2	2	WGAR
4	3	WHBC-FM
4	4	WQIO
3	5	WNYN

TOP 5 CUME IN HUNDREDS

A/M '77	A/M '78		
1	1	WHBC	1364
2	2	WGAR	1052
3	3	WHBC-FM	770
4	4	WQIO	456
-	5	WMMS	454

18-34 WOMEN

A/M '77	A/M '78	
1	1	WGAR
3	2	WQIO
2	3	WHBC
-	3	WHLQ
-	4	WNYN
4	5	WMMS

TEENS

A/M '77	A/M '78	
1	1	WGAR
2	2	WQIO
-	3	WMMS

CHARLESTON, S.C.

CHARLESTON-NORTH CHARLESTON, SC 6 BOOK TREND
TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	A/M '78
WCSC (PA)	4.5	4.6	4.1	6.2	6.5	4.2
WEZL (C)	4.9	3.7	6.0	4.6	7.7	8.1
WKTM (R)	8.8	6.9	4.5	7.6	8.3	11.3
WNCG (PA)	3.2	6.2	3.5	5.4	4.5	4.2
WOKE (PA)	3.9	4.8	2.7	4.2	3.0	2.5
WPAL (B)	17.2	15.6	11.1	13.1	13.6	11.5
WPXI (B)	4.7	13.3	21.6	19.1	13.6	16.5
WQIZ (B)	2.8	3.4	5.8	3.0	5.5	1.3
WQSN (C)	4.9	3.9	4.1	3.4	2.6	3.3
WTMA (R)	21.1	16.9	13.0	13.5	12.1	12.5
WWWZ (A)	6.0	3.9	3.5	4.2	5.3	5.6
WXTC (BM)	8.2	5.7	9.1	9.8	10.1	13.6

TOP 5 QUARTER HOUR

A/M '77	A/M '78	
1	1	WPXI
3	2	WXTC
2	3	WTMA
1	4	WPAL
4	5	WKTM

TOP 5 CUME IN HUNDREDS

A/M '77	A/M '78		
1	1	WTMA	1093
3	2	WPXI	852
5	3	WKTM	738
-	4	WXTC	688
4	5	WPAL	628

18-34 MEN

A/M '77	A/M '78	
4	1	WK TM
1	2	WPXI
2	2	WWWZ
5	3	WTMA
-	4	WQSN
-	5	WCSC
3	5	WPAL

18-34 WOMEN

A/M '77	A/M '78	
2	1	WPXI
1	2	WPAL
5	3	WXTC
4	4	WK TM
3	4	WTMA
-	5	WEZL

18-49 ADULTS

A/M '77	A/M '78	
1	1	WPXI
5	2	WK TM
4	3	WXTC
3	4	WTMA
2	5	WPAL

TEENS

A/M '77	A/M '78	
2	1	WPXI
1	2	WTMA
4	3	WPAL

CHARLOTTE

CHARLOTTE-GASTONIA 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WAME (C)	4.6	6.6	4.3	2.8	3.3	5.4	2.7
WAYS (R)	17.6	13.1	12.6	14.8	14.8	17.1	18.0
WROQ (A)	7.4	7.8	7.1	8.0	7.1	9.5	10.5
WBT (PA)	15.4	18.8	20.6	20.2	23.6	24.9	21.2
WBT-FM (BM)	8.9	11.3	10.1	6.3	7.6	9.1	7.8
WEZC (BM)	6.3	5.0	6.2	5.4	5.7	4.7	5.1
WGIV (B)	9.5	7.6	10.5	10.3	10.0	5.1	6.1
WGNC (C)	1.1	.5	1.0	1.0	1.4	1.8	.7
WHVN (PA)	1.1	1.3	1.8	3.0	1.2	1.0	.7
WIXE (C)	1.9	2.4	1.6	.7	1.2	1.4	1.6
WLTC (B)	**	1.5	1.0	2.1	.8	1.0	.7
WRPL (A)	**	1.8	2.2	1.1	.5	1.6	1.0
WSOC (N)	5.7	3.9	3.6	8.3	7.7	4.4	6.3
WSOC-FM (C)	3.5	4.5	5.2	6.2	5.7	4.7	7.2

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
1	1	WBT
2	2	WAYS
3	3	WROQ
4	4	WBT-FM
-	5	WSOC-FM

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WBT	2137
2	2	WAYS	1866
5	3	WSOC	1007
4	4	WROQ	962
3	5	WBT-FM	840

18-34 MEN

O/N '77	A/M '78	
2	1	WROQ
1	2	WAYS
3	3	WBT
-	4	WSOC-FM
4	5	WGIV

18-34 WOMEN

O/N '77	A/M '78	
1	1	WBT
3	2	WAYS
4	3	WROQ
5	4	WGIV
2	5	WBT-FM
-	5	WSOC-FM
-	5	WPEG

LEGEND

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

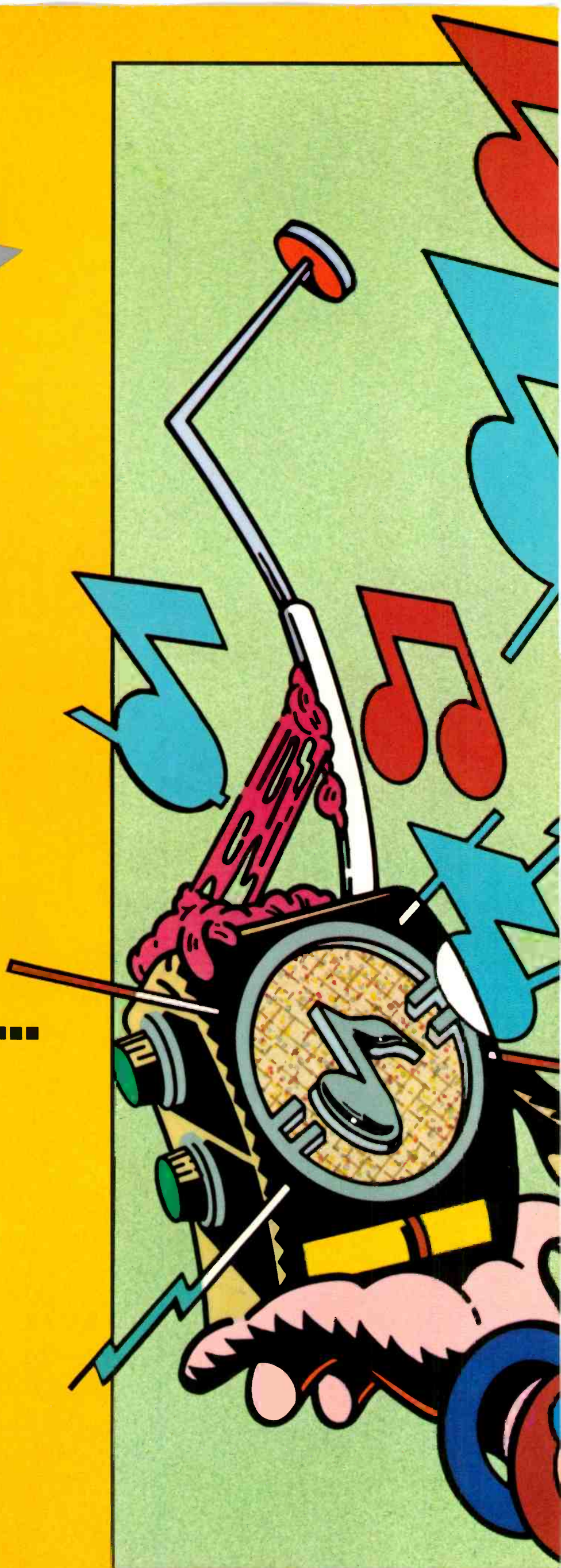
A large, bold, red 3D-style text "BOOK US!" is centered on a bright yellow background. The letters have a thick grey shadow, giving them a three-dimensional appearance. The text is slanted slightly to the right.

**We've got the music
That makes your books...
And your books
Make our music count.**

NUMBER ONE
Elektra/Asylum Records



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ON THE AIR



18-49 ADULTS

O/N '77	A/M '78	
1	1	WBT
2	2	WAYS
3	3	WROQ
5	4	WSOC-FM
4	5	WBT-FM
-	5	WGIV

TEENS

O/N '77	A/M '78	
1	1	WAYS
2	2	WBT
3	3	WROQ
-	4	WGIV

18-34 MEN

J/F '78	A/M '78	J/A '78	
2	1	1	WLS
4	2	2	WBMX
-	-	3	WXRT
-	2	4	WGN
1	-	5	WKQX

18-34 WOMEN

J/F '78	A/M '78	J/A '78	
1	1	1	WLS
2	2	2	WBMX
4	3	3	WFYR
-	-	4	WIND
5	4	5	WCLR

CHATTANOOGA

CHATTANOOGA 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WDEF (PA)	17.3	19.6	17.2	19.5	16.3	15.6	14.9
WDEF-FM (BM)	7.5	4.6	9.7	7.7	9.3	10.5	7.3
WDOD (C)	11.2	7.7	10.3	9.7	10.5	9.9	11.7
WDOD-FM (B)	3.3	3.3	4.7	4.0	3.3	4.9	3.2
WDXB (PA)	4.5	2.7	2.6	2.7	3.8	1.6	1.8
WEPG (PA)	**	**	1.4	2.4	.8	.6	1.4
WFLI (R)	8.1	8.5	12.2	10.4	15.5	11.8	17.0
WGOW (R)	12.2	9.8	8.3	6.6	7.5	5.1	4.4
WLFA (PA)	1.4	2.1	1.8	1.8	3.0	3.0	3.0
WMOC (PA)	4.1	2.9	2.8	5.1	3.0	3.7	2.0
WNOO (B)	11.4	7.1	6.7	7.1	7.3	7.5	7.1
WYNQ (BM)	7.1	13.1	8.3	7.7	5.8	11.4	8.5
WZDQ (R)	**	**	**	**	**	4.5	7.7

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
2	1	WFLI
1	2	WDEF
5	3	WDOD
3	4	WYNQ
-	5	WZDQ

TOP 10 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WFLI	1281
2	2	WDEF	1043
3	3	WDOD	850
4	4	WGOW	731
-	5	WYNQ	537

18-34 MEN

O/N '77	A/M '78	
1	1	WFLI
5	2	WZDQ
3	3	WYNQ
2	4	WDOD
-	5	WLFA

18-34 WOMEN

O/N '77	A/M '78	
3	1	WFLI
1	2	WDOD
-	3	WZDQ
5	4	WNOO
3	4	WYNQ
4	5	WGOW

18-49 ADULTS

O/N '77	A/M '78	
1	1	WFLI
2	2	WDOD
-	3	WZDQ
3	4	WYNQ
5	5	WDEF

TEENS

O/N '77	A/M '78	
1	1	WFLI
2	2	WZDQ
3	3	WNOO

CHICAGO

CHICAGO 10 BOOK TREND TOTAL PERSONS 12+

	A/M '76	J/A '76	O/N '76	J/F '77	A/M '77	J/A '77	O/N '77	J/F '78	A/M '78	J/A '78
WAIT (BM)	4.7	3.3	2.8	1.6	1.4	.9	1.1	1.1	1.1	1.0
WBBM (N)	7.0	7.4	7.7	8.3	7.5	6.3	7.4	7.6	6.3	6.7
WBBM-FM (A)	2.5	2.2	2.8	2.0	2.3	2.2	2.3	1.6	1.8	2.0
WBMX (B)	1.5	1.2	2.5	2.8	2.9	3.2	3.3	4.4	4.2	5.6
WCFL (PA)	3.7	3.2	3.1	3.3	3.1	3.0	3.4	1.8	1.7	1.7
WCLR (PA)	3.4	2.6	2.9	2.7	3.6	3.1	2.4	3.7	3.9	2.9
WDAI (A)	2.6	4.4	4.4	2.5	2.9	2.8	2.2	2.5	2.5	1.7
WEFM (R)	**	**	**	**	**	.6	.8	.5	1.5	2.8
WFMT-FM (CL)	1.2	1.5	1.7	1.3	1.3	1.5	1.9	2.0	1.5	1.5
WFYR (PA)	2.5	2.2	2.4	1.9	2.5	2.4	3.7	3.2	3.4	3.0
WGCI (B)	.7	1.8	3.0	3.3	3.8	3.7	1.8	2.1	1.5	1.5
WGN (PA)	12.6	13.4	13.0	13.8	11.3	13.7	10.7	10.8	13.5	12.0
WIND (N/T)	4.1	4.3	3.9	3.9	4.1	3.6	3.8	3.8	3.8	4.6
WJEZ (C)	**	**	**	**	1.9	1.3	1.7	1.8	1.9	1.8
WJJD (C)	1.6	2.6	2.0	1.8	1.7	1.6	2.4	2.1	1.9	2.7
WKQX (A)	**	**	**	3.9	4.2	3.9	2.6	3.6	2.2	3.0
WLAK (BM)	6.3	3.1	4.8	4.9	4.4	5.1	5.9	5.3	5.1	4.2
WLOO (BM)	5.9	5.9	6.9	7.8	6.9	6.7	6.7	7.4	7.6	7.1
WLS (R)	9.8	9.7	7.9	7.9	8.3	7.8	8.7	7.4	7.2	8.3
WLUP (A)	**	**	**	**	**	2.0	2.7	2.2	2.8	2.0
WMAQ (C)	5.3	5.6	4.3	4.1	5.2	5.9	4.7	6.0	4.7	5.6
WMET (R)	**	**	**	3.8	3.1	4.1	3.9	3.5	3.3	2.2
WVON (B)	3.9	4.1	2.7	2.7	2.5	2.9	3.4	3.8	4.8	3.4
WXRT (A)	1.0	1.7	1.7	1.0	1.5	1.1	1.2	1.2	1.5	1.7
WYEN (PA)	**	**	**	**	**	.9	.9	.5	.6	1.0

TOP 10 QUARTER HOUR

J/F '78	A/M '78	J/A '78	
1	1	1	WGN
3	3	2	WLS
3	2	3	WLOO
2	4	4	WBBM
6	8	5	WBMX
4	7	5	WMAQ
7	10	6	WIND
5	5	7	WLAK
7	6	8	WVON
-	-	9	WFYR
9	-	9	WKQX
8	9	10	WCLR

TOP 10 CUME IN HUNDREDS

J/F '78	A/M '78	J/A '78		
1	2	1	WLS	17060
2	1	2	WGN	16127
3	3	3	WBBM	12516
4	4	4	WMAQ	11939
6	5	5	WIND	9411
5	6	6	WLOO	7790
7	7	7	WMET	6274
-	-	8	WBMX	6228
-	-	9	WEFM	5484
-	10	10	WFYR	5447

18-49 ADULTS

J/F '78	A/M '78	J/A '78	
1	2	1	WLS
2	1	2	WGN
5	4	3	WBMX
-	-	4	WIND
3	-	5	WMAQ

TEENS

J/F '78	A/M '78	J/A '78	
1	1	1	WLS
-	-	2	WEFM
3	5	3	WBMX
2	2	4	WMET
5	3	5	WVON

CINCINNATI

CINCINNATI 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WCIN (B)	4.2	4.8	3.9	2.6	3.8	4.2	5.4
WCKY (PA)	11.1	9.9	11.8	11.0	9.6	9.8	11.5
WEBN (A)	4.5	9.3	8.0	9.1	8.5	8.7	8.3
WKRC (PA)	9.4	8.6	6.8	8.2	7.4	8.1	9.0
WKRC (R)	6.4	7.7	8.9	12.2	9.2	7.9	10.8
WLQA (BM)	3.4	2.9	4.4	5.2	4.6	4.7	4.1
WLW (PA)	18.5	16.2	18.0	15.7	17.3	12.0	16.8
WSAI (R)	13.1	9.5	8.7	9.8	8.1	9.2	6.0
WSAI-FM (R)	3.5	2.3	3.1	2.2	2.4	2.2	2.9
WUBE (C)	1.6	1.7	2.9	2.2	2.9	1.8	1.6
WUBE-FM (C)	2.7	2.8	2.7	2.4	4.3	5.7	5.0
WWEZ (BM)	10.5	9.8	9.1	7.8	8.4	9.3	5.3

TOP 10 QUARTER HOUR

O/N '77	A/M '78	
1	1	WLW
2	2	WCKY
7	3	WKRC
6	4	WKRC
5	5	WEBN
4	6	WSAI
10	7	WCIN
3	8	WWEZ
8	9	WUBE-FM
9	10	WLQA

TOP 10 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WLW	4883
4	2	WKRC	2897
2	3	WSAI	2753
3	4	WKRC	2365
5	5	WCKY	2116
6	6	WEBN	1847
7	7	WWEZ	1451
10	8	WSAI-FM	1265
8	9	WLQA	1054
9	10	WUBE-FM	1052

18-34 MEN

O/N '77	A/M '78	
1	1	WEBN
2	2	WLW
4	3	WKRC
-	4	WSAI-FM
4	5	WSAI

18-34 WOMEN

O/N '77	A/M '78	
3	1	WKRC
4	2	WLW
1	3	WEBN
2	4	WSAI
5	5	WCIN

18-49 ADULTS

O/N '77	A/M '78	
1	1	WLW
2	2	WEBN
-	3	WKRC
5	4	WUBE-FM
3	5	WSAI

TEENS

O/N '77	A/M '78	
1	1	WKRC
2	2	WSAI
-	3	WCIN
3	4	WEBN

CLEVELAND

CLEVELAND 7 BOOK TREND TOTAL PERSONS 12+

	A/M '76	O/N '76	J/F '77	A/M '77	O/N '77	J/F '78	A/M '78
WABQ (B)	1.5	1.1	2.3	1.8	1.2	.9	1.1
WBBQ (T)	**	**	**	**	**	**	1.3
WCLV (CL)	1.1	2.8	2.9	1.3	2.1	1.6	2.3
WDBN (PA)	**	**	**	.6	1.9	1.8	1.1
WDMT (C)	1.1	2.6	2.2	2.1	2.5	1.8	2.9
WDOK (PA)	7.7	9.4	8.3	7.9	6.8	8.2	9.3
WERE (N)	5.4	5.9	6.1	7.1	5.4	7.9	5.1
WGAR (PA)	7.7	6.1	7.8	5.6	7.3	5.1	6.5
WGCL (R)	4.8	6.3	6.8	4.5	4.7	4.5	3.4
WHK (C)	6.4	6.9	8.0	10.8	8.7	6.8	6.6
WJMO (B)	4.3	4.7	4.6	3.6	4.3	5.0	7.0
WJW (PA)	4.8	5.6	6.3	5.5	3.2	4.0	2.2
WKSW (BM)	4.1	6.0	4.3	4.4	5.2	3.7	4.4
WLYT (R)	3.8	2.1	1.7	2.1	2.1	2.0	1.4
WMMS (A)	9.7	6.4	6.0	7.5	10.6	6.9	8.8
WQAL (PA)	7.8	7.9	8.6	7.5	8.3	10.8	11.4
WVVE (PA)	8.6	5.6	6.8	5.5	4.4	6.1	7.6
WVWM (A)	3.2	3.6	4.3	6.0	5.0	4.3	4.4
WZZP (R)	**	**	**	3.8	3.0	5.9	3.7

**ATLANTIC | ATCO
SALUTES THE WINNERS,
THE LOSERS AND
THE MID-CHARTERS**

WE LOVE YOU ALL



ROCK IS ALIVE AT 75

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TOP 10 QUARTER HOUR

O/N '77	J/F '78	A/M '78	
3	1	1	WQAL
5	2	2	WDOK
1	4	3	WMMS
10	6	4	WWWE
-	9	5	WJMO
2	5	6	WHK
4	8	7	WGAR
6	3	8	WERE
7	-	9	WKSW
8	-	9	WWWM
-	7	10	WZZP

TOP 10 CUME IN HUNDREDS

O/N '77	J/F '78	A/M '78		
9	4	1	WWWE	3412
2	2	2	WGAR	3296
4	3	3	WQAL	2932
5	5	4	WDOK	2884
3	8	5	WMMS	2831
6	1	6	WERE	2432
7	6	7	WGCL	2222
1	7	8	WHK	2215
8	9	9	WWWM	2081
-	-	10	WZZP	2030

18-34 MEN

O/N '77	J/F '78	A/M '78	
1	1	1	WMMS
-	-	2	WQAL
2	5	3	WGAR
3	2	4	WWWM
-	-	5	WWWE

18-34 WOMEN

O/N '77	J/F '78	A/M '78	
1	2	1	WMMS
2	3	2	WGAR
4	4	3	WJMO
5	-	4	WDMT
-	1	5	WQAL

18-49 ADULTS

O/N '77	J/F '78	A/M '78	
1	1	1	WMMS
-	2	2	WQAL
2	4	3	WGAR
5	3	4	WWWE
-	-	5	WJMO

TEENS

O/N '77	J/F '78	A/M '78	
1	3	1	WMMS
3	1	2	WZZP
**	4	3	WJMO
2	2	4	WWWM
4	2	5	WGCL

COLUMBIA, S.C.

COLUMBIA, SC 4 BOOK TREND TOTAL PERSONS 12+

	A/M '75	A/M '76	A/M '77	A/M '78
WBLR-FM (R)	.9	.9	**	1.1
WCAY (C)	4.6	7.2	6.1	3.2
WCOS (R)	11.2	7.2	4.9	5.5
WCOS-FM (C)	12.5	9.6	9.8	9.8
WIS (PA)	21.9	13.5	11.9	10.4
WNOK (R)	3.6	2.6	2.8	2.3
WNOK-FM (R)	3.6	6.1	12.1	14.5
WOIC (B)	18.2	17.6	5.8	13.6
WOXL (RL)	1.6	4.3	6.1	2.6
WSCQ (BM)	**	.7	6.5	5.5
WXRY (BM)	7.7	9.6	11.4	8.1
WZLD (PA)	8.2	11.3	8.9	6.2
WWDM (B)*	**	3.7	4.7	8.1

TOP 5 QUARTER HOUR

A/M '77	A/M '78	
1	1	WNOK-FM
-	2	WOIC
2	3	WIS
4	4	WCOS-FM
3	5	WXRY
-	5	WWDM

18-34 MEN

A/M '77	A/M '78	
1	1	WNOK-FM
-	2	WWDM
2	3	WZLD
-	4	WXRY
-	5	WOIC

18-49 ADULTS

A/M '77	A/M '78	
1	1	WNOK-FM
-	2	WOIC
3	3	WCOS-FM
2	3	WZLD
-	4	WWDM
4	5	WIS

TOP 5 CUME IN HUNDREDS

A/M '77	A/M '78		
2	1	WNOK-FM	995
1	2	WIS	855
-	3	WOIC	742
3	4	WCOS	732
4	5	WCOS-FM	560

18-34 WOMEN

A/M '77	A/M '78	
-	1	WOIC
2	2	WNOK-FM
1	3	WZLD
4	4	WWDM
-	5	WCOS
4	5	WCOS-FM

TEENS

A/M '77	A/M '78	
1	1	WNOK-FM
3	2	WOIC
-	2	WWDM
2	3	WCOS

COLUMBUS, OH.

COLUMBUS, OH 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WBBY (J)	**	**	.6	.5	**	.4	1.0
WBNS (PA)	9.0	8.0	8.2	9.0	7.0	7.9	9.1
WBNS-FM (BM)	11.1	8.3	11.0	9.5	13.3	14.7	15.3
WCOL (R)	13.7	13.1	10.9	9.5	8.2	10.3	7.7
WHOK-FM (C)	2.5	1.6	1.3	2.9	2.8	1.3	2.7
WLVO (A)	**	**	**	**	4.4	5.4	4.6
WMNI (C)	8.1	6.6	6.5	4.1	6.1	5.1	5.9
WNCI (R)	6.8	7.6	11.8	11.2	13.0	12.7	13.3
WRFD (PA)	2.7	3.4	1.8	2.9	1.9	1.3	2.4
WRMZ (C)	**	**	**	**	**	1.8	2.0
WTVN (PA)	11.9	17.4	12.1	15.5	14.0	15.4	10.2
WVVO (B)	3.0	4.9	3.7	4.8	3.6	3.3	3.6
WVVO-FM (B)	1.6	.8	3.2	2.0	3.0	2.8	2.4
WXGT (R)	**	**	**	**	**	**	7.2

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
2	1	WBNS-FM
3	2	WNCI
1	3	WTVN
5	4	WBNS
4	5	WCOL

18-34 MEN

O/N '77	A/M '78	
1	1	WNCI
-	2	WXGT
2	3	WLVO
2	4	WCOL
5	5	WBNS

18-49 ADULTS

O/N '77	A/M '78	
3	1	WNCI
2	2	WBNS-FM
1	3	WTVN
5	4	WBNS
4	5	WCOL

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
2	1	WNCI	2790
3	2	WCOL	2592
5	3	WBNS-FM	2366
1	4	WTVN	2173
4	5	WBNS	2145

18-34 WOMEN

O/N '77	A/M '78	
1	1	WNCI
2	2	WCOL
-	3	WXGT
5	4	WBNS-FM
4	5	WBNS

TEENS

O/N '77	A/M '78	
1	1	WNCI
-	2	WXGT
2	3	WCOL
3	4	WLVO

DALLAS-FT. WORTH

DALLAS-FT. WORTH 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
KAFM (A)	1.3	1.6	2.1	1.8	1.5	1.5	2.1
KBOX (C)	5.1	4.3	5.1	5.2	3.8	3.9	3.7
KFJZ (PA)	2.1	2.2	2.1	2.1	2.1	2.4	2.1
KFJZ-FM (R)	**	**	**	1.2	4.6	5.1	6.2
KFWD (A)	2.0	2.4	3.0	3.7	3.1	2.7	2.8
KKDA (B)	4.8	4.5	2.8	1.6	2.4	1.5	1.0
KKDA-FM (B)	**	**	3.3	3.5	3.3	5.7	5.7
KLIF (R)	8.7	5.6	4.1	3.6	4.3	4.5	3.2
KMEZ (BM)	**	**	**	5.0	4.6	5.4	4.8
KMGC (PA)	**	**	**	**	**	2.2	1.4
KNOK (B)	3.4	2.7	2.0	1.8	1.6	1.9	1.7
KNOK-FM (B)	3.2	3.2	2.1	2.3	2.5	2.2	2.9
KNUS (PA)	4.1	6.0	6.5	6.1	4.4	3.6	2.3
KOAX (BM)	6.2	5.7	7.1	5.6	5.9	6.1	6.1
KPBC (PA)	**	1.1	1.1	1.0	.9	1.8	1.4
KPLX (PA)	2.2	2.1	.9	1.8	3.9	2.6	2.8
KRLD (PA)	7.7	10.0	7.0	9.4	5.2	7.7	4.8
KSCS (C)	3.6	3.7	4.0	3.9	5.3	6.3	6.5
KVIL (R)	1.0	.9	1.2	1.2	1.8	1.3	1.3
KVIL-FM (R)	5.2	6.1	7.7	8.9	7.4	5.6	9.2
KZEW (A)	3.9	3.3	3.9	4.3	3.9	3.1	4.0
WBAP (C)	11.8	13.1	11.5	10.0	12.3	8.9	11.6
WFAA (N)	4.9	3.0	3.3	2.6	2.9	2.7	3.2

TOP 10 QUARTER HOUR

O/N '77	A/M '78	
1	1	WBAP
3	2	KVIL-AM-FM
4	3	KSCS
8	4	KFJZ-FM
5	5	KOAX
6	6	KKDA-FM
7	7	KMEZ
2	7	KRLD
-	8	KZEW
10	9	KBOX
9	10	KLIF
-	10	WFAA

18-34 MEN

O/N '77	A/M '78	
2	1	KVIL-AM-FM
1	2	KZEW
-	3	WBAP
-	4	KSCS
5	5	KFWD

TOP 10 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WBAP	5715
3	2	KVIL-AM-FM	3979
2	3	KRLD	3829
5	4	KFJZ-FM	3165
4	5	KLIF	3105
6	6	KSCS	2953
7	7	KOAX	2418
-	8	KKDA-FM	2347
8	9	KZEW	2265
-	10	WFAA	2194

18-34 WOMEN

O/N '77	A/M '78	
1	1	KVIL-AM-FM
2	2	KKDA-FM
4	3	KSCS
-	4	KZEW
-	5	KLIF

18-49 ADULTS

O/N '77	A/M '78	
1	1	KVIL-AM-FM
2	2	WBAP
3	3	KSCS
4	4	KKDA-FM
-	5	KZEW

TEENS

O/N '77	A/M '78	
1	1	KFJZ-FM
2	2	KKDA-FM
3	3	KVIL-AM-FM

18-49 ADULTS

O/N '77	A/M '78	
1	1	WHIO-FM
3	2	WHIO
2	3	WING
-	4	WDAO
5	5	WTUE

TEENS

O/N '77	A/M '78	
1	1	WING
3	2	WDAO
2	3	WTUE
-	4	WKRQ*

DAVENPORT

DAVENPORT-ROCK ISLAND-MOLINE 4 BOOK TREND

TOTAL PERSONS 12+

	A/M '75	A/M '76	A/M '77	A/M '78
KIHK (R)	11.4	10.0	13.1	14.6
KRVR (BM)	12.9	10.9	12.4	8.9
KSTT (R)	14.3	13.2	15.7	12.0
KWNT (C)	3.8	2.9	3.0	2.9
WEMO (R)	**	1.3	2.1	1.4
WHBF (C)	9.0	12.3	11.8	14.8
WHBF-FM (A)	1.0	4.5	1.6	3.3
WHTT (PA)	**	2.9	1.4	2.6
WKEI (PA)	2.4	1.8	1.2	2.2
WOC (PA)	12.6	12.9	12.7	10.5
WQUA (PA)	10.0	8.7	7.6	10.8
WGN (PA)*	3.3	2.7	2.5	3.3

TOP 5 QUARTER HOUR

A/M '77	A/M '78	
5	1	WHBF
2	2	KIHK
1	3	KSTT
-	4	WQUA
3	5	WOC

TOP 5 CUME IN HUNDREDS

A/M '77	A/M '78	
1	1	KSTT
3	2	WHBF
2	3	KIHK
5	4	WQUA
4	5	WOC

18-34 MEN

A/M '77	A/M '78	
2	1	KIHK
1	1	KSTT
3	2	WQUA
-	3	WHBF-FM
4	4	KWNT

18-34 WOMEN

A/M '77	A/M '78	
1	1	KIHK
2	2	KSTT
3	3	WQUA
4	4	WHBF
-	5	KRVR

18-49 ADULTS

A/M '77	A/M '78	
2	1	KIHK
1	2	KSTT
4	2	WQUA
5	3	WHBF
3	4	KRVR
-	5	WHBF-FM

TEENS

A/M '77	A/M '78	
2	1	KIHK
1	2	KSTT

DAYTON

DAYTON 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WAVI (N)	5.3	8.7	6.8	10.3	8.9	8.4	6.4
WDAO (B)	6.0	6.1	7.8	5.1	7.9	6.1	7.6
WHIO (PA)	17.1	16.2	17.9	13.2	16.9	14.5	19.3
WHIO-FM (BM)	15.7	10.6	10.7	14.6	10.9	16.1	16.1
WING (R)	9.4	9.6	10.9	13.3	10.3	11.6	11.7
WONE (C)	8.4	9.1	10.1	9.5	11.1	11.1	7.8
WPTW-FM (PA)	2.0	1.6	1.1	2.2	2.4	1.5	1.7
WTUE (A)	7.4	6.1	5.7	6.8	6.7	7.5	6.4
WVUD (A)	8.3	8.9	7.1	6.8	3.5	5.0	2.4
WLW (PA)*	5.0	4.8	4.9	2.7	4.1	2.5	4.6

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
2	1	WHIO
1	2	WHIO-FM
3	3	WING
4	4	WONE
-	5	WDAO

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78	
1	1	WHIO
2	2	WING
3	3	WHIO-FM
4	4	WONE
5	5	WTUE

18-34 MEN

O/N '77	A/M '78	
1	1	WTUE
2	2	WING
-	3	WHIO
4	4	WHIO-FM
5	5	WDAO
-	5	WLW

18-34 WOMEN

O/N '77	A/M '78	
4	1	WDAO
1	2	WING
5	3	WTUE
2	4	WHIO
-	5	WHIO-FM

DENVER

DENVER-BOULDER 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
KADX (J)	**	**	.7	1.2	.8	.8	1.5
KAZY (A)	**	**	**	2.9	3.4	3.1	5.1
KBCO (A)	**	**	**	**	**	**	1.3
KBPI (A)	6.0	3.7	3.6	4.3	6.8	10.0	8.7
KDEN (N/T)	2.4	2.5	3.3	1.9	2.7	2.8	3.0
KDKO (B)	1.1	.7	1.3	2.0	1.4	1.7	3.2
KERE (C)	3.0	4.8	3.1	2.9	3.4	3.8	2.8
KFML (A)	**	3.9	1.6	1.9	.7	1.4	1.5
KHOW (PA)	8.7	9.4	12.7	9.6	7.7	7.3	9.5
KIMN (R)	4.5	5.9	5.7	5.9	4.5	3.9	5.6
KIMN-FM (A)	.4	2.0	1.9	3.6	2.8	3.0	3.2
KLAK (C)	5.1	3.1	3.1	3.9	4.1	3.3	2.7
KLIR (BM)	8.5	7.4	6.9	7.1	9.9	6.7	7.6
KLZ (C)	5.5	3.4	3.2	3.7	2.8	2.6	2.2
KOA (PA)	7.6	9.2	8.3	9.7	7.4	9.8	7.7
KOAQ (R)	4.7	7.1	4.0	3.8	2.1	3.0	2.6
KOSI (BM)	6.2	5.3	5.0	3.6	5.4	5.0	3.5
KOSI-FM (BM)	5.9	4.9	5.7	4.8	6.4	4.7	5.7
KTLK (R)	5.0	5.3	3.8	4.6	5.6	4.8	4.3
KVOD (CL)	3.3	3.4	4.1	3.2	2.9	4.5	3.9
KWBZ (T)	**	1.2	2.2	1.8	2.8	2.8	2.0
KXXK (A)	**	**	8.2	6.9	5.0	4.6	2.7

TOP 10 QUARTER HOUR

O/N '77	A/M '78	
3	1	KHOW
1	2	KBPI
2	3	KOA
4	4	KLIR
7	5	KOSI-FM
10	6	KIMN
-	7	KAZY
6	8	KTLK
9	9	KVOD
5	10	KOSI

TOP 10 CUME IN HUNDREDS

O/N '77	A/M '78	
1	1	KOA
3	2	KHOW
2	3	KIMN
6	4	KBPI
4	5	KTLK
5	6	KLIR
7	7	KOSI-FM
9	8	KOSI
8	9	KXXK
-	10	KAZY

18-34 MEN

O/N '77	A/M '78	
1	1	KBPI
3	2	KAZY
-	3	KHOW
4	3	KIMN-FM
5	4	KIMN
-	5	KFML

18-34 WOMEN

O/N '77	A/M '78	
1	1	KBPI
2	2	KHOW
-	3	KLIR
4	4	KIMN
-	5	KAZY

18-49 ADULTS

O/N '77	A/M '78	
2	1	KHOW
1	2	KBPI
4	3	KLIR
-	4	KAZY
3	5	KOA
-	5	KOSI-FM

TEENS

O/N '77	A/M '78	
1	1	KBPI
3	2	KTLK
-	3	KIMN

DES MOINES

DES MOINES 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
KANY (PA/BM)	**	**	**	**	**	**	1.9
KCBC (PA)	5.5	3.4	5.3	4.3	5.3	4.7	7.0
KGGG (R)	6.7	6.3	8.7	6.6	9.0	5.8	6.4
KIOA (R)	17.5	14.9	12.9	12.2	10.1	9.2	10.3
KMGK (R)	**	**	4.2	3.2	6.4	5.8	7.5
KLYF (BM)	12.7	13.8	13.2	14.6	14.1	15.8	13.6
KRNQ (R)	2.7	5.7	7.3	7.2	4.8	5.5	7.0
KRNT (PA)	10.7	14.7	13.2	13.0	14.9	10.5	14.8
KSO (C)	11.5	11.8	9.2	12.8	11.2	16.6	10.6
WHO (PA/C)	18.7	14.7	12.9	14.4	15.7	15.0	14.5

LEGEND

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

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
4	1	KRNT
3	2	WHO
2	3	KLYF
1	4	KSO
5	5	KIOA

18-34 MEN

O/N '77	A/M '78	
2	1	KCBC
4	2	KIOA
5	2	KRNQ
-	3	KRNT
-	4	KMGK
-	5	KGGO
3	5	KLYF

18-49 ADULTS

O/N '77	A/M '78	
2	1	KLYF
3	2	KIOA
5	3	KRNT
-	4	KCBC
5	4	KRNQ
1	4	KSO
4	5	WHO

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
3	1	KRNT	864
2	2	KIOA	861
1	3	WHO	801
4	4	KLYF	633
5	5	KSO	558

18-34 WOMEN

O/N '77	A/M '78	
2	1	KIOA
1	2	KRNQ
-	3	KCBC
3	3	KLYF
1	3	KSO
4	4	KGGO
5	4	KMGK

TEENS

O/N '77	A/M '78	
2	1	KMGK
2	2	KGGO
1	3	KIOA

EL PASO

EL PASO 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
KAMA (S)	16.5	18.3	7.5	13.7	16.0	14.9	16.5
KAMA-FM (S)	**	**	3.1	3.7	4.2	5.2	4.3
KELP (R)	9.2	7.6	6.3	9.7	7.9	7.2	4.5
KEZB (BM)	5.1	6.2	5.8	3.7	7.3	6.6	10.2
KHEY (C)	10.7	12.5	11.5	9.9	10.7	12.8	7.3
KINT (R)	2.2	2.9	2.5	3.9	3.6	3.5	1.6
KINT-FM (R)	10.3	9.0	10.6	11.6	11.5	8.1	10.4
KLOZ (C)	**	2.1	1.3	2.6	.4	2.1	2.1
KPAS (A)	**	**	**	2.8	2.2	4.8	10.4
KROD (PA)	**	**	1.2	4.8	.6	.6	4.2
KSET (PA)	1.9	3.1	2.1	2.5	1.2	.8	2.1
KTSM (N)	1.1	4.9	2.7	5.1	5.9	3.5	1.6
KTSM-FM (R)	3.6	3.5	4.0	4.2	6.5	6.8	3.6
XEJ (PA)	.4	1.2	5.8	1.8	1.4	1.2	1.9
XROK (R)	11.8	7.0	13.4	9.5	6.5	7.4	8.7

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
1	1	KAMA
3	2	KINT-FM
-	2	KPAS
-	3	KEZB
4	4	XROK
2	5	KHEY

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	XROK	1025
2	2	KINT-FM	848
3	3	KELP	704
-	4	KAMA	682
5	5	KTSM-FM	550

18-34 MEN

O/N '77	A/M '78	
4	1	KPAS
3	2	KINT-FM
-	3	KAMA
3	3	XROK
2	4	KTSM-FM
-	5	KEZB

18-34 WOMEN

O/N '77	A/M '78	
1	1	KAMA
3	2	KINT-FM
-	3	KEZB
3	4	XROK
2	5	KELP
5	5	KPAS
-	5	KROD

18-49 ADULTS

O/N '77	A/M '78	
1	1	KAMA
-	2	KPAS
-	3	KINT-FM
4	4	KEZB
5	5	XROK

TEENS

O/N '77	A/M '78	
2	1	XROK
-	2	KINT-FM
3	3	KELP

DETROIT

DETROIT 10 BOOK TREND TOTAL PERSONS 12+

	A/M '76	J/A '76	O/N '76	J/F '77	A/M '77	J/A '77	O/N '77	J/F '78	A/M '78	J/A '78
CKLW (R)	6.3	6.2	5.9	5.9	4.7	5.6	5.8	3.9	3.7	4.8
CKLW-FM (C)	1.6	.9	1.3	1.0	1.0	1.7	1.2	.7	1.0	1.0
WABX (A)	2.6	3.0	3.4	3.6	2.6	2.7	3.3	4.1	3.3	4.5
WCAR (PA)	1.6	2.5	2.0	2.7	2.5	2.0	1.1	1.2	1.0	1.1
WCHB (B)	4.8	4.1	2.8	3.4	2.5	2.8	2.4	3.2	2.8	2.5
WCZY (BM)	**	**	**	**	**	**	**	**	**	2.3
WDEE (C)	4.4	2.8	3.6	3.8	3.1	4.1	4.2	3.0	4.2	4.7
WDRQ (R)	4.3	4.0	6.5	3.6	5.8	3.7	3.9	3.7	3.7	4.0
WGPR (B)	1.4	1.9	1.6	1.7	1.1	1.6	1.5	1.6	2.9	1.8
WJLB (B)	2.8	3.3	3.7	3.9	4.1	6.2	3.5	4.0	3.8	4.2
WJR (PA)	15.1	19.1	14.4	13.4	14.1	14.0	12.7	15.5	16.9	14.8
WJR-FM (BM)	3.9	3.4	4.1	5.0	5.6	5.4	5.8	5.8	5.8	5.0
WJZZ (B)	2.6	3.8	1.5	2.2	2.1	1.9	2.0	2.0	2.3	3.6
WMJC (PA)	4.4	3.4	3.3	3.6	4.2	3.2	4.5	3.1	3.3	2.5
WNIC (A)	.8	2.6	3.6	3.6	3.2	4.1	4.9	3.6	4.4	5.7
WOMC (PA)	4.5	3.5	4.2	3.7	3.3	3.7	3.3	4.1	4.7	3.9
WRIF (A)	6.2	6.7	6.4	6.7	7.3	8.0	6.8	5.9	7.2	6.0
WWJ (N/T)	5.1	5.7	7.7	6.9	6.1	5.4	6.3	6.6	4.7	5.0
WWJ-FM (BM)	5.1	3.8	4.6	4.3	4.0	3.6	4.6	5.1	4.5	3.6
WWWW (A)	2.5	1.9	1.3	1.6	2.9	3.5	5.0	3.5	3.4	4.3
WXYZ (R)	5.0	4.4	5.5	6.7	5.5	4.1	3.8	5.4	3.9	4.1

TOP 10 QUARTER HOUR

J/F '78	A/M '78	J/A '78	
1	1	1	WJR
3	2	2	WRIF
-	6	3	WNIC
4	3	4	WJR-FM
2	4	4	WWJ
9	10	5	CKLW
-	7	6	WDEE
7	-	7	WABX
-	-	8	WWWW
8	9	9	WJLB
5	8	10	WXYZ

18-34 MEN

J/F '78	A/M '78	J/A '78	
3	5	1	WABX
1	1	2	WWWW
2	2	3	WRIF
-	3	4	WNIC
-	-	5	WJZZ

18-49 ADULTS

J/F '78	A/M '78	J/A '78	
1	1	1	WJR
-	3	2	WNIC
3	2	3	WRIF
4	-	4	WABX
5	-	4	WWWW
2	-	5	WXYZ

TOP 10 CUME IN HUNDREDS

J/F '78	A/M '78	J/A '78		
1	1	1	WJR	11296
2	2	2	CKLW	7967
4	3	3	WRIF	7651
5	4	4	WXYZ	6147
3	5	5	WWJ	6034
8	7	6	WDRQ	5388
6	8	7	WNIC	5325
-	10	8	WWWW	5072
7	6	9	WJR-FM	4933
9	-	10	WABX	4788

18-34 WOMEN

J/F '78	A/M '78	J/A '78	
1	2	1	WNIC
-	1	2	WRIF
5	3	3	WMJC
-	-	4	WWWW
3	5	5	WXYZ

TEENS

J/F '78	A/M '78	J/A '78	
1	1	1	WRIF
5	-	2	CKLW
2	2	3	WDRQ
3	3	4	WABX

EUGENE

EUGENE-SPRINGFIELD 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
KASH (R)	5.4	6.3	1.4	5.3	2.4	2.1	3.2
KATR (PA)	4.8	3.5	.7	1.1	3.8	4.5	4.6
KBDF (R)	10.2	9.0	15.0	16.0	18.2	11.8	10.0
KBMC (RL)	**	.7	**	1.4	**	1.0	1.1
KEED (C)	11.5	7.3	11.9	9.9	8.7	7.3	9.6
KFMY (BM)	4.2	2.1	4.5	3.2	2.8	2.8	1.1
KNND (PA)	**	2.4	.3	2.5	.7	1.0	1.8
KORE (PA)	.6	3.1	2.1	1.1	3.5	1.4	4.6
KPNW (PA)	12.5	11.5	13.6	13.5	13.3	13.5	10.0
KPNW-FM (BM)	11.2	9.0	6.6	7.4	10.5	10.7	13.2
KSND (R)	**	2.8	2.8	3.2	3.1	5.9	9.3
KUGN (PA)	18.2	21.5	22.4	17.0	17.5	18.7	16.8
KZEL (A)	8.3	5.2	4.2	7.1	5.2	5.9	3.2

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
1	1	KUGN
4	2	KPNW-FM
3	3	KBDF
2	3	KPNW
5	4	KEED
-	5	KSND

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	KUGN	722
2	2	KBDF	564
3	3	KPNW	482
5	4	KSND	453
-	5	KEED	382

18-34 MEN

O/N '77	A/M '78	
4	1	KSND
5	2	KPNW
1	2	KUGN
3	3	KBDF
2	3	KZEL
4	4	KEED
-	4	KPNW-FM

18-34 WOMEN

O/N '77	A/M '78	
1	1	KBDF
4	2	KSND
1	2	KUGN
2	3	KPNW
5	4	KPNW-FM
-	5	KORE

18-49 ADULTS

O/N '77	A/M '75	
1	1	KUGN
2	2	KPNW
5	3	KPNW-FM
-	4	KSND
3	5	KBDF

TEENS

O/N '77	A/M '78	
1	1	KBDF
2	2	KSND

18-34 MEN

O/N '77	A/M '78	
3	1	WSHE
-	2	WHYI
-	3	WRBD
1	4	WAXY
-	4	WAIA
-	5	WINZ-FM

18-34 WOMEN

O/N '77	A/M '78	
2	1	WHYI
3	2	WAXY
1	2	WAIA
5	3	WLYF
-	4	WSHE
-	4	WGBS
-	5	WRBD

FLINT

FLINT 4 BOOK TREND TOTAL PERSONS 12+

	A/M '75	A/M '76	A/M '77	A/M '78
WAMM (B)	6.0	9.9	6.7	4.9
WFDF (PA)	13.3	10.7	12.6	9.6
WGMZ (PA)	11.5	9.9	9.6	9.6
WKMF (C)	7.8	10.1	7.5	10.6
WOAP (PA)	3.0	2.5	3.8	1.6
WOAP-FM (PA)	.5	.9	1.5	1.3
WTAC (R)	8.1	8.8	6.0	5.4
WTRX (PA)	5.9	7.5	6.7	7.3
WWCK (A)	6.3	5.1	7.3	12.5
WFMK (PA)*	**	.4	1.3	4.2
WGER (PA)*	5.0	.7	5.2	3.6
WJR (PA)*	8.7	8.8	10.1	10.1
WWWS (PA)*	**	1.6	3.1	3.1

TOP 5 QUARTER HOUR

A/M '77	A/M '78	
5	1	WWCK
4	2	WKMF
2	3	WJR
1	4	WFDF
3	4	WGMZ
-	5	WTRX

TOP 5 CUME IN HUNDREDS

A/M '77	A/M '78	
1	1	WFDF
5	2	WWCK
4	3	WJR
2	4	WTAC
3	5	WTRX

18-34 MEN

A/M '77	A/M '78	
1	1	WWCK
-	2	WTRX
4	3	WTAC
-	3	WJR
-	4	WFMK
-	5	WKMF
-	5	WWWS

18-34 WOMEN

A/M '77	A/M '78	
2	1	WWCK
5	2	WGMZ
-	3	WFMK
4	4	WTRX
5	5	WAMM
1	5	WFDF
5	5	WTAC

18-49 ADULTS

A/M '77	A/M '78	
2	1	WWCK
-	2	WKMF
1	3	WGMZ
3	4	WJR
3	5	WTRX

TEENS

A/M '77	A/M '78	
3	1	WWCK
1	2	WTAC
-	3	WFDF
-	3	WTRX
2	4	WAMM

FT. LAUDERDALE

FT. LAUDERDALE-HOLLYWOOD 7 BOOK TREND
TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WAXY (O)	1.4	2.5	3.2	3.9	3.7	4.7	4.2
WCKO (B)	**	2.8	.9	1.2	2.6	3.1	1.3
WFTL (PA)	9.7	5.0	7.3	6.1	8.4	9.1	7.6
WGLO (PA)	5.2	5.5	2.1	4.8	7.3	7.0	5.8
WGMA (C)	3.1	2.0	2.0	2.2	3.2	2.5	2.8
WHYI (R)	7.5	9.0	7.8	5.9	10.3	7.8	9.9
WLOD (BM)	3.9	2.8	2.9	3.1	1.0	2.2	1.7
WRBD (B)	1.3	3.7	5.4	3.5	4.0	2.1	4.2
WSHE (A)	4.1	5.4	4.0	5.6	6.4	4.0	4.6
WSRF (A)	**	**	.5	2.1	.9	.6	1.0
WAIA (BM)*	3.1	5.2	3.6	4.9	5.0	5.2	5.4
WGBS (PA)*	4.0	1.9	4.0	3.2	2.9	2.8	2.7
WINZ (N)*	1.3	3.7	4.4	4.9	5.0	6.1	6.1
WINZ-FM (A)*	**	3.7	2.6	5.3	4.0	2.4	2.9
WIOD (PA)*	7.0	7.5	5.4	4.6	3.6	6.0	4.3
WLYF (BM)*	18.9	12.4	15.9	13.1	11.5	12.3	15.1
WMJX (R)*	**	1.9	3.1	4.4	3.4	2.9	1.8
WQAM (R)*	**	3.9	3.5	3.9	1.2	2.1	2.2
WTMI (CL)*	**	2.0	1.7	1.3	1.7	1.8	1.2
WVCG (PA)*	**	.6	2.4	.8	1.0	1.8	1.9
WYOR (BM)*	1.3	**	3.2	3.1	3.5	3.1	3.2

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
1	1	WLYF
3	2	WHYI
2	3	WFTL
5	4	WINZ
4	5	WGLO

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78	
3	1	WLYF
1	2	WHYI
4	3	WINZ
-	4	WGLO
5	5	WFTL

18-49 ADULTS

O/N '77	A/M '78	
4	1	WHYI
5	2	WLYF
1	3	WAIA
2	4	WAXY
-	5	WSHE

TEENS

O/N '77	A/M '78	
1	1	WHYI
2	2	WSHE
-	3	WINZ-FM

FT. WAYNE

FT. WAYNE 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WCMX (C)	1.1	1.2	.7	1.3	2.1	1.6	1.8
WFWR (C)	3.0	4.3	3.3	1.8	4.7	1.1	1.1
WGL (PA)	5.0	5.9	4.6	4.6	3.0	3.4	3.4
WLYV (C)	7.1	5.4	4.0	7.5	6.8	4.1	6.6
WMEE (R)	18.0	15.6	14.8	14.7	15.2	15.6	15.3
WMEF (PA)	21.9	17.7	21.7	17.5	18.9	21.0	20.8
WOWO (PA)	20.1	23.9	25.4	24.0	21.4	23.5	25.1
WPTH (R)	11.4	12.1	11.1	13.9	14.5	11.3	11.0
WXKE (R)	**	**	**	1.3	1.9	3.4	3.7

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
1	1	WOWO
2	2	WMEF
3	3	WMEE
4	4	WPTH
5	5	WLYV

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78	
1	1	WOWO
2	2	WMEE
4	3	WMEF
3	4	WPTH
-	5	WLYV

18-34 MEN

O/N '77	A/M '78	
3	1	WOWO
1	2	WMEE
2	3	WPTH
-	4	WXKE
4	5	WLYV

18-34 WOMEN

O/N '77	A/M '78	
1	1	WMEE
3	2	WPTH
2	3	WOWO
2	4	WMEF
5	5	WLYV
4	5	WXKE

18-49 ADULTS

O/N '77	A/M '78	
1	1	WOWO
3	2	WMEE
2	3	WMEF
4	4	WPTH
5	5	WLYV

TEENS

O/N '77	A/M '78	
1	1	WMEE
2	2	WPTH
3	3	WOWO

FRESNO

FRESNO 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
KARM (C)	2.0	3.2	3.1	2.4	4.4	4.8	3.0
KFIG (A)	7.4	5.8	5.0	3.8	5.6	3.9	3.0
KFRE (PA)	9.0	8.5	8.4	8.1	7.4	6.6	6.5
KFRY (BM)	**	1.7	3.1	2.2	1.9	1.0	1.1
KFYE (R)	6.3	6.0	5.5	5.0	3.9	10.0	13.2
KGST (S)	3.9	4.3	3.3	6.2	2.1	4.0	1.4
KKNU (BM)	13.5	12.5	13.8	13.9	8.9	8.2	10.0
KMAK (C)	9.0	7.0	12.8	8.3	5.3	6.8	6.3
KMJ (PA)	8.3	10.1	9.2	10.0	10.2	8.5	10.2
KMJ-FM (CL)	1.4	.5	1.7	1.5	1.6	.8	1.1
KXEX (S)	2.9	4.0	2.1	1.9	3.3	5.1	6.9
KXQR (PA)	**	**	**	**	**	1.5	1.6
KYNO (R)	14.4	14.0	14.3	12.6	16.3	12.3	9.7
KYNO-FM (A)	**	**	4.2	6.9	8.1	7.6	5.5
KCBS (N)*	**	**	1.1	1.4	.9	.6	2.8
KIOY (R)*	**	**	**	**	6.0	3.5	2.6
KRDU (PA)*	**	**	**	**	**	**	2.8

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
2	1	KFYE
3	2	KMJ
4	3	KKNU
1	4	KYNO
-	5	KXEX

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78	
1	1	KYNO
4	2	KFYE
2	3	KMJ
-	4	KKNU
3	5	KFRE

18-34 MEN

O/N '77	A/M '78	
1	1	KFYE
3	2	KYNO-FM
4	3	KFRE
2	3	KYNO
5	4	KFIG
-	5	KARM
-	5	KKNU

18-49 ADULTS

O/N '77	A/M '78	
1	1	KFYE
2	2	KYNO
-	3	KKNU
-	4	KFRE
4	5	KYNO-FM

18-34 WOMEN

O/N '77	A/M '78	
2	1	KFYE
1	2	KYNO
5	3	KXEX
1	4	KYNO-FM
4	5	KFIG

TEENS

O/N '77	A/M '78	
2	1	KFYE
1	2	KYNO
-	3	KXEX

TOP 5 QUARTER HOUR

A/M '77	A/M '78	
1	1	WFBC-FM
2	2	WSPA-FM
4	3	WORD
-	4	WQOK
3	5	WFBC

18-34 MEN

A/M '77	A/M '78	
1	1	WFBC-FM
-	2	WQOK
5	3	WORD
2	4	WESC
3	5	WFBC

18-49 ADULTS

A/M '77	A/M '78	
1	1	WFBC-FM
-	2	WQOK
3	3	WORD
2	4	WSPA-FM
4	5	WFBC

TOP 5 CUME IN HUNDREDS

A/M '77	A/M '78		
1	1	WFBC-FM	1215
2	2	WFBC	1097
4	3	WQOK	988
5	4	WORD	905
3	5	WSPA-FM	882

18-34 WOMEN

A/M '77	A/M '78		
1	1	WFBC-FM	
2	2	WORD	
3	3	WHYZ	
4	3	WQOK	
-	3	WSPA-FM	
5	4	WFBC	
2	5	WASC	

TEENS

A/M '77	A/M '78		
1	1	WQOK	
2	2	WORD	

GRAND RAPIDS

GRAND RAPIDS 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WCUZ (C)	11.1	5.9	6.5	5.8	7.0	4.6	7.5
WFUR (PA)	1.6	2.8	.7	2.2	1.4	.6	1.7
WFUR-FM (RL)	2.9	4.1	3.8	2.6	4.2	3.8	3.2
WGHN (PA)	1.1	.9	.9	2.0	1.4	**	1.5
WGRD (R)	4.6	3.8	2.6	4.2	4.5	5.6	4.7
WGRD-FM (R)	9.7	6.7	8.5	11.8	9.2	12.9	11.1
WHTC (PA)	1.1	2.7	2.4	1.6	1.7	1.3	1.5
WHTC-FM (BM)	**	**	.4	**	.5	.5	1.0
WJBL-FM (RL)	2.4	1.7	3.3	.4	1.9	1.4	1.5
WJFM (R)	1.9	1.4	1.6	2.2	2.7	1.1	1.0
WLAV (PA)	3.4	5.5	3.3	2.9	3.7	2.9	3.2
WLAV-FM (A)	4.0	8.4	5.7	8.3	4.8	6.7	8.6
WMAX (N)	.8	1.3	1.1	3.6	1.6	1.3	1.2
WMLW (PA)	**	**	**	**	4.1	4.0	3.6
WOOD (PA)	14.9	16.7	18.8	17.4	13.1	13.7	12.8
WOOD-FM (BM)	12.2	11.7	9.8	14.1	15.8	13.4	15.5
WZZR (R)	**	**	**	**	6.9	6.7	7.6
WPLB-FM (C)	**	1.1	1.6	.9	2.0	2.7	2.1

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
1	1	WGRD-AM-FM
3	2	WOOD-FM
2	3	WOOD
4	4	WLAV-FM
4	5	WZZR

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WGRD-AM-FM	1562
3	2	WOOD-FM	1350
2	3	WOOD	1287
4	4	WZZR	1028
-	5	WCUZ	998

18-34 MEN

O/N '77	A/M '78	
2	1	WLAV-FM
1	2	WGRD-AM-FM
-	3	WCUZ
-	3	WOOD-FM
3	3	WZZR
5	4	WLAV
-	5	WMLW

18-34 WOMEN

O/N '77	A/M '78	
1	1	WGRD-AM-FM
2	2	WOOD-FM
4	3	WLAV-FM
4	4	WMLW
3	4	WOOD
5	5	WZZR

18-49 ADULTS

O/N '77	A/M '78	
1	1	WGRD-AM-FM
2	2	WOOD-FM
4	3	WLAV-FM
3	4	WOOD
-	5	WCUZ

TEENS

O/N '77	A/M '78	
1	1	WGRD-AM-FM
2	2	WZZR
3	3	WLAV-FM

GREENVILLE

GREENVILLE-SPARTANBURG, SC 4 BOOK TREND
TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WASC (PA)	.5	**	4.3		2.9		
WELP (RL/PA)	**	1.0	.8		1.8		
WESC (C)	8.3	7.7	8.1		4.7		
WESC-FM (C)	2.2	2.7	3.4		4.6		
WFBC (PA)	11.3	12.5	11.6		8.6		
WFBC-FM (PA)	16.8	12.8	17.8		13.7		
WHYZ (B)	9.6	7.7	7.4		4.1		
WKDY (C)	2.2	2.1	1.4		2.2		
WORD (R)	13.7	13.7	9.8		9.9		
WQOK (A)	8.6	10.2	7.0		9.8		
WSPA (PA)	6.1	6.5	5.2		8.2		
WSPA-FM (BM)	4.6	4.1	13.7		11.7		
WGXL (PA)*	**	**	**		5.3		

HARTFORD

HARTFORD-NEW BRITAIN 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WCCC (A)	.9	1.2	.9	.8	2.6	1.0	.6
WCCC-FM (A)	1.4	1.8	1.7	2.1	2.4	3.0	4.2
WDRG (R)	8.9	8.7	8.8	9.4	8.9	8.3	9.5
WDRG-FM (R)	4.8	7.8	6.7	4.4	4.8	2.2	3.1
WHCN (A)	2.9	3.3	3.2	2.2	2.3	2.7	3.0
WINF (PA)	1.3	.6	.7	.9	1.5	.9	1.2
WKND (B)	2.6	2.0	3.3	2.9	2.7	2.7	3.4
WKSS (B)	7.6	6.4	7.0	8.0	6.2	6.2	6.6
WPOP (N)	4.7	2.3	3.3	2.5	2.9	6.0	4.0
WRCH (BM)	8.9	8.3	9.0	7.9	9.4	10.1	7.9
WRCQ (R)	4.2	5.3	5.0	4.7	6.7	4.6	4.6
WTIC (PA)	29.5	26.6	26.6	28.2	25.6	24.5	25.7
WTIC-FM (R)	2.8	3.4	4.0	3.3	3.0	4.8	7.3
WWYZ (A)*	.9	.6	.8	3.8	3.0	4.8	6.0

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
1	1	WTIC
3	2	WDRG
2	3	WRCH
-	4	WTIC-FM
4	5	WKSS

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WTIC	3447
2	2	WDRG	1988
4	3	WTIC-FM	1631
5	4	WRCH	1249
-	5	WKSS	1201

18-34 MEN

O/N '77	A/M '78	
4	1	WCCC-FM
1	2	WTIC
2	3	WDRG
5	4	WHCN
-	5	WDRG-FM

18-34 WOMEN

O/N '77	A/M '78	
1	1	WWYZ
2	2	WDRG
4	3	WRCQ
3	4	WTIC
-	5	WKND

18-49 ADULTS

O/N '77	A/M '78	
1	1	WTIC
2	2	WDRG
4	3	WWYZ
-	4	WCCC-FM
-	4	WKSS
5	5	WRCQ

TEENS

O/N '77	A/M '78	
2	1	WTIC-FM
1	2	WDRG

HONOLULU

HONOLULU 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
KAHU (C)	2.8	4.0	1.6	1.7	2.2	1.9	1.6
KAIM (RL)	**	**	.5	.4	.4	1.0	1.6
KAIM-FM (RL)	**	**	.5	**	.9	.8	2.3
KCCN (PA)	3.5	4.9	6.8	4.2	5.3	7.7	3.4
KGMB (PA)	17.6	15.3	15.5	14.1	15.8	12.8	12.3
KGU (PA)	3.0	7.1	5.2	4.3	4.7	7.8	7.5
KHSS (A)	6.4	7.7	6.8	7.1	4.5	3.2	4.7
KHVV (N)	3.2	4.2	6.3	5.1	4.0	4.1	6.1
KIKI (R)	2.5	5.5	3.9	6.1	3.1	4.6	5.2
KIOE (R)	**	**	3.1	3.6	3.0	2.9	3.2
KKUA (R)	14.9	11.5	12.2	16.4	19.6	18.4	12.2

KOHO (T)	4.6	2.2	2.9	4.7	3.2	2.0	2.4
KORL (R)	7.4	5.6	12.6	8.0	8.6	13.2	13.6
KPOI (R)	6.4	2.4	1.6	2.2	1.2	1.1	3.0
KQMQ (A)	**	**	5.7	5.0	3.4	3.7	3.5
KULA (R)	**	**	**	**	3.3	2.4	4.8
KUMU (BM)	4.3	6.7	2.4	4.3	3.3	4.5	3.7
KUMU-FM (BM)	5.3	5.2	6.0	5.1	5.2	3.3	5.1
KZOO (PA)	2.0	2.4	1.2	1.8	1.3	1.0	1.4

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
2	1	KORL
3	2	KGMB
1	3	KKUA
4	4	KGU
-	5	KHVH

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	KKUA	2153
2	2	KORL	1885
3	3	KGMB	1822
5	4	KIKI	1025
-	5	KHVH	929

18-34 MEN

O/N '77	A/M '78	
1	1	KKUA
-	2	KULA
2	3	KORL
4	4	KIKI
3	5	KGU

18-34 WOMEN

O/N '77	A/M '78	
1	1	KKUA
3	2	KGU
2	3	KORL
3	4	KIKI
5	5	KGMB

18-49 ADULTS

O/N '77	A/M '78	
1	1	KKUA
3	2	KORL
2	3	KGMB
4	4	KGU
-	5	KIKI
-	5	KULA

TEENS

O/N '77	A/M '78	
1	1	KORL
2	2	KKUA

HOUSTON

HOUSTON-GALVESTON 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
KAUM (A)	1.0	3.6	3.3	3.9	1.7	3.1	4.0
KENR (C)	7.4	5.3	6.6	3.9	6.5	6.2	3.6
KIKK (C)	2.8	3.2	1.8	2.0	2.2	2.1	1.4
KIKK-FM (C)	2.3	3.9	3.3	4.5	6.0	5.1	5.6
KILT (R)	5.7	7.2	6.1	7.7	5.7	7.8	6.3
KILT-FM (R)	3.7	3.4	4.8	4.2	4.8	6.1	4.0
KLOL (A)	3.0	3.1	5.5	3.3	2.7	4.7	2.3
KMJQ (B)	**	**	**	**	8.6	7.0	12.1
KNUZ (C)	2.4	3.1	1.4	2.1	1.8	1.5	2.2
KODA (BM)	1.8	1.3	1.5	2.2	1.3	1.8	1.3
KODA-FM (BM)	4.3	3.4	2.9	3.1	2.9	4.5	2.6
KPRC (N/T)	7.9	5.8	4.8	4.4	5.7	5.0	6.1
KQUE (PA)	3.2	2.3	3.4	5.1	3.0	3.5	3.7
KRBE (R)	7.7	6.5	6.3	6.2	6.5	9.2	9.0
KRLY (R)	1.1	1.7	2.2	4.5	5.3	1.4	3.5
KTRH (N/T)	7.1	9.6	7.3	7.1	7.6	6.9	8.3
KULF (PA)	4.3	2.8	2.9	2.9	3.0	3.3	3.4
KXYZ (PA)	3.2	1.9	4.9	3.0	2.0	1.7	1.2
KYND (BM)	6.5	8.8	9.5	8.4	9.0	7.8	8.5
KYOK (B)	8.0	5.6	3.7	4.7	3.3	.7	1.5

TOP 10 QUARTER HOUR

O/N '77	A/M '78	
4	1	KMJQ
1	2	KRBE
2	3	KYND
5	4	KTRH
2	5	KILT
8	6	KPRC
-	7	KIKK-FM
-	8	KAUM
7	8	KILT-FM
-	9	KQUE
6	10	KENR

TOP 10 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	KILT	4448
2	2	KRBE	4123
6	3	KYND	3459
3	4	KTRH	3272
5	5	KMJQ	3168
4	6	KPRC	2965
8	7	KILT-FM	2660
-	8	KIKK-FM	2315
-	9	KAUM	2169
10	10	KULF	2151

18-34 MEN

O/N '77	A/M '78	
-	1	KMJQ
-	2	KRLY
1	3	KILT-FM
3	3	KRBE
4	4	KILT
-	5	KIKK-FM

18-34 WOMEN

O/N '77	A/M '78	
1	1	KRBE
2	2	KMJQ
3	3	KILT
-	4	KIKK-FM
4	5	KILT-FM

18-49 ADULTS

O/N '77	A/M '78	
4	1	KMJQ
2	2	KRBE
-	3	KIKK-FM
-	4	KYND
1	5	KILT

TEENS

O/N '77	A/M '78	
2	1	KMJQ
1	2	KRBE
2	3	KILT

HUNTINGTON

HUNTINGTON-ASHLAND 6 BOOK TREND TOTAL PERSONS 12+

	A/M '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WAMX (R)	.8	4.8	8.7	9.7	12.3	11.2
WCMI (PA)	2.5	3.2	4.3	2.9	2.2	1.1
WEMM (PA)	4.9	2.9	4.1	4.3	4.2	5.3
WGNT (PA)	19.2	17.2	13.7	17.6	13.2	13.5
WHEZ (BM)	10.2	11.4	8.2	10.2	9.5	11.9
WIRO (PA)	4.7	4.2	5.0	2.1	2.0	2.7
WKEE (PA)	10.7	12.2	9.6	10.0	9.5	10.5
WKEE-FM (PA)	13.2	15.3	11.6	12.4	17.1	13.3
WNST (C)	**	.8	.7	**	1.7	3.0
WTCR (C)	11.5	14.0	18.9	14.3	15.4	11.2
WWHY (PA)	4.1	2.4	2.5	5.9	3.6	3.2

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
1	1	WKEE-AM-FM
3	2	WGNT
5	3	WHEZ
4	4	WAMX
2	4	WTCR
-	5	WEMM

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WKEE-AM-FM	968
2	2	WGNT	874
4	3	WAMX	646
5	4	WTCR	559
-	5	WHEZ	444

18-34 MEN

O/N '77	A/M '78	
1	1	WKEE-AM-FM
4	2	WTCR
-	3	WNST
2	4	WAMX
4	5	WGNT

18-34 WOMEN

O/N '77	A/M '78	
1	1	WKEE-AM-FM
5	2	WAMX
2	2	WTCR
5	3	WHEZ
4	4	WGNT
-	5	WEMM
-	5	WWHY

18-49 ADULTS

O/N '77	A/M '78	
1	1	WKEE-AM-FM
2	2	WTCR
5	3	WHEZ
4	4	WAMX
3	5	WGNT

TEENS

O/N '77	A/M '78	
1	1	WAMX
2	2	WKEE-AM-FM

INDIANAPOLIS

INDIANAPOLIS 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WATI (PA)	3.3	4.8	2.8	5.1	4.5	3.8	3.6
WBRI (RL)	1.8	2.0	1.8	1.6	1.1	1.2	1.7
WCBK-FM (N)	**	.6	1.0	.6	.6	1.5	1.1
WFBQ (A)	3.2	3.8	4.4	5.3	5.0	3.9	6.0
WFMS (C)	1.7	1.5	1.4	4.1	5.2	7.0	8.8
WIBC (PA)	14.4	13.9	13.1	14.2	15.1	15.8	18.0
WIFE (R)	12.0	7.2	7.6	6.4	6.5	5.1	4.8
WIRE (C)	15.1	12.9	13.3	11.9	11.6	10.2	9.0
WNAP (R)	7.4	7.5	8.6	8.3	11.6	9.3	9.3
WNDE (R)	5.1	7.2	6.7	7.7	6.3	7.4	7.0
WTLC (B)	7.8	6.7	10.2	8.5	9.1	8.6	8.2
WXLW (PA)	5.0	4.1	3.8	3.8	4.0	3.0	2.5
WXTZ (BM)	9.0	9.8	10.4	13.2	12.3	15.0	13.7

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
1	1	WIBC
2	2	WXTZ
4	3	WNAP
3	4	WIRE
-	5	WFMS

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WIBC	3139
2	2	WNDE	2099
5	3	WNAP	1913
3	4	WXTZ	1870
4	5	WIRE	1797

18-34 MEN

O/N '77	A/M '78	
1	1	WNAP
-	2	WFBQ
2	3	WIBC
3	4	WTLC
4	5	WFMS

18-34 WOMEN

O/N '77	A/M '78	
4	1	WIBC
1	2	WNAP
-	3	WFMS
3	4	WTLC
2	4	WXTZ
5	5	WNDE

18-49 ADULTS

O/N '77	A/M '78	
1	1	WIBC
5	2	WFMS
2	3	WNAP
3	4	WXTZ
4	5	WIRE

TEENS

O/N '77	A/M '78	
1	1	WNDE
3	2	WNAP
2	3	WTLC
4	4	WIFE

WHO ARE YOU



MCA RECORDS

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JACKSON

JACKSON, MS 4 BOOK TREND TOTAL PERSONS 12+

	A/M '75	A/M '76	A/M '77	A/M '78
WJDX (R)	11.1	17.4	18.8	18.1
WJFR (RL)	**	1.4	.9	1.5
WJMI (B)	11.4	10.0	16.0	14.0
WJQS (C)	1.1	.9	5.6	2.9
WJXN (C)	3.1	2.0	1.9	1.5
WKXI (B)	7.7	9.4	4.7	5.3
WLIN (BM)	12.8	11.7	12.5	11.4
WOKJ (B)	12.0	8.0	9.7	8.5
WRBC (N)	6.3	4.0	3.4	1.8
WRKN (C)	.6	1.4	1.3	.6
WSLI (PA)	16.0	15.1	11.6	14.9
WYIG (R)	**	**	**	3.2
WZZQ (A)	8.0	7.4	8.8	12.9

TOP 5 QUARTER HOUR

A/M '77	A/M '78	
1	1	WJDX
4	2	WSLI
2	3	WJMI
-	4	WZZQ
3	5	WLIN

TOP 5 CUME IN HUNDREDS

A/M '77	A/M '78		
1	1	WJDX	1019
2	2	WSLI	703
4	3	WJMI	494
5	4	WLIN	493
3	5	WOKJ	477

18-34 MEN

A/M '77	A/M '78	
1	1	WJDX
3	2	WJMI
2	2	WZZQ
-	3	WJQS
-	3	WLIN
4	3	WOKJ

18-34 WOMEN

A/M '77	A/M '78	
1	1	WJDX
2	2	WJMI
4	2	WZZQ
4	3	WOKJ
5	4	WKXI
3	5	WLIN

18-49 ADULTS

A/M '77	A/M '78	
1	1	WJDX
2	2	WJMI
5	3	WZZQ
3	4	WLIN
-	5	WSLI

TEENS

A/M '77	A/M '78	
1	1	WJMI
2	2	WZZQ

JACKSONVILLE

JACKSONVILLE 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WAIV (A)	**	7.3	5.1	8.3	8.0	4.0	5.7
WAPE (R)	9.6	8.2	13.9	11.2	12.0	7.5	10.5
WBIX (B)	1.7	1.8	1.0	1.3	1.0	2.1	1.0
WCGL (B)	**	3.3	2.3	2.0	1.4	.9	1.8
WCMG (C)	**	**	3.5	5.0	4.4	3.9	1.6
WERD (B)	2.3	2.3	2.9	2.8	1.9	3.4	2.2
WEXI (N)	**	**	**	.7	.5	.6	3.1
WFOY (BM)	**	**	1.0	**	**	1.0	1.1
WIVY (R)	7.6	4.4	6.4	4.9	10.4	10.3	14.7
WJAX (PA)	4.7	4.0	4.9	3.3	7.8	3.9	2.8
WJAX-FM (A)	6.6	3.9	3.6	1.5	3.0	3.5	1.1
WJEE (PA)	**	**	**	**	**	**	1.9
WKTZ (BM)	4.6	5.1	3.5	3.4	4.3	1.8	1.4
WKTZ-FM (BM)	15.3	12.6	18.8	16.1	13.2	13.9	13.9
WOZN (PA)	**	3.1	1.4	1.8	.9	2.4	1.5
WPDQ (B)	4.3	9.3	7.0	10.6	10.1	11.3	10.9
WQIK (C)	3.9	4.1	3.4	5.9	4.1	8.5	7.4
WSNY (PA)	**	**	**	**	**	3.9	2.8
WVOJ (C)	7.0	9.8	4.2	7.0	5.0	8.4	8.3

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
3	1	WIVY
1	2	WKTZ-FM
2	3	WPDQ
-	4	WAPE
5	5	WVOJ

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WAPE	1783
3	2	WIVY	1732
2	3	WKTZ-FM	1276
5	4	WVOJ	995
4	5	WPDQ	909

18-34 MEN

O/N '77	A/M '78	
-	1	WIVY
2	2	WAPE
4	3	WAIV
3	4	WPDQ
1	4	WQIK
-	5	WKTZ-FM

18-34 WOMEN

O/N '77	A/M '78	
1	1	WIVY
3	2	WAPE
4	3	WPDQ
-	4	WAIV
5	4	WQIK
2	5	WVOJ

18-49 ADULTS

O/N '77	A/M '78	
4	1	WIVY
3	2	WAPE
1	3	WKTZ-FM
2	4	WPDQ
2	5	WQIK

TEENS

O/N '77	A/M '78	
1	1	WIVY
2	2	WPDQ
3	3	WAPE

KANSAS CITY

KANSAS CITY 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
KBEQ (R)	8.7	6.6	8.4	9.2	6.7	8.1	8.6
KCEZ (BM)	5.5	5.7	5.9	4.7	4.9	5.8	7.2
KCKN (C)	3.7	5.5	2.7	4.1	2.9	2.7	1.5
KCKN-FM (C)	4.0	4.5	5.3	5.4	3.2	5.1	3.5
KCMO (PA)	6.0	8.2	6.3	8.2	9.0	7.3	7.9
KMBR (BM)	9.6	8.4	9.2	9.5	11.1	9.2	9.1
KMBZ (PA)	13.1	10.8	13.0	10.9	18.3	11.9	18.6
KPRS (B)	7.0	7.4	7.5	5.5	6.2	6.8	5.6
KPRT (B)	3.1	2.2	2.4	1.7	1.9	1.7	1.0
KUDL (A)	1.2	.8	.9	.6	2.2	2.2	2.5
KWKI (A)	1.1	1.8	2.1	1.7	1.7	1.5	1.6
KXTR (BM)	1.7	1.4	.6	1.1	1.1	1.3	1.0
KYYS (A)	5.6	4.5	5.8	9.6	6.6	6.9	8.4
WDAF (C)	6.5	6.8	6.7	5.1	7.3	11.1	9.0
WHB (R)	10.3	11.4	6.8	6.8	5.2	7.8	7.6

TOP 10 QUARTER HOUR

O/N '77	A/M '78	
1	1	KMBZ
3	2	KMBR
2	3	WDAF
4	4	KBEQ
7	5	KYYS
6	6	KCMO
5	7	WHB
9	8	KCEZ
8	9	KPRS
10	10	KCKN-FM

TOP 10 CUME IN HUNDREDS

O/N '77	A/M '78		
2	1	KMBZ	3420
1	2	KCMO	2407
3	3	WHB	2322
5	4	KBEQ	2219
4	5	WDAF	2139
6	6	KYYS	1829
7	7	KMBR	1746
8	8	KCEZ	1219
9	9	KPRS	917
-	10	KUDL	757

18-34 MEN

O/N '77	A/M '78	
1	1	KYYS
5	2	KCMO
-	2	KMBZ
3	3	WHB
4	4	KBEQ
2	5	KPRS

18-34 WOMEN

O/N '77	A/M '78	
-	1	WDAF
1	2	WHB
2	3	KBEQ
-	4	KCMO
3	4	KYYS
5	5	KMBZ

18-49 ADULTS

O/N '77	A/M '78	
1	1	KMBZ
2	2	WDAF
-	3	KCMO
5	3	KYYS
3	4	WHB
4	5	KMBR

TEENS

O/N '77	A/M '78	
1	1	KBEQ
2	2	KYYS
3	3	KPRS
4	4	WHB

KNOXVILLE

KNOXVILLE 5 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	A/M '77	A/M '78
WBIR (PA)	5.1	7.2	4.9	3.8	2.7
WBIR-FM (C)	3.0	2.7	4.3	7.5	4.8
WEAG (PA)	**	**	.8	.5	1.0
WEZK (BM)	10.2	16.2	15.7	14.3	16.1
WGAP (C)	1.6	2.5	3.4	2.6	2.4
WIVK (C)	10.7	9.5	10.4	11.8	11.1
WIVK-FM (C)	14.2	10.0	15.8	11.8	14.6
WKGN (A)	7.0	3.7	2.3	2.6	2.6
WKXV (B)	3.0	3.8	2.3	1.7	1.4
WNOX (R)	11.6	10.0	14.2	9.7	11.3
WOKI-FM (R)	8.6	7.3	6.8	4.7	5.5
WRJZ (R)	**	**	**	18.1	16.1
WSKT (RL)	**	**	**	.7	1.0

TOP 5 QUARTER HOUR

A/M '77	A/M '78	
2	1	WEZK
1	1	WRJZ
3	2	WIVK-FM
4	3	WNOX
3	4	WIVK
-	5	WOKI-AM-FM

TOP 5 CUME IN HUNDREDS

A/M '77	A/M '78		
1	1	WRJZ	1410
2	2	WNOX	1272
4	3	WIVK-FM	968
3	4	WEZK	868
5	5	WIVK	859

18-34 MEN

A/M '77	A/M '78	
1	1	WRJZ
-	2	WEZK
3	2	WIVK-FM
5	3	WNOX
2	4	WIVK
-	5	WOKI-FM

18-34 WOMEN

A/M '77	A/M '78	
1	1	WRJZ
2	2	WIVK-FM
3	2	WNOX
2	3	WEZK
4	3	WOKI-AM-FM
-	4	WIVK
-	5	WKGK

18-34 MEN

O/N '77	A/M '78	
2	1	KLUC-AM-FM
3	2	KENO-FM
-	3	KORK-FM
1	4	KFMS
-	4	KRAM
4	5	KENO

18-34 WOMEN

O/N '77	A/M '78	
1	1	KLUC-AM-FM
3	2	KENO
4	3	KENO-FM
2	4	KFMS
-	5	KVOV

18-49 ADULTS

A/M '77	A/M '78	
1	1	WRJZ
4	2	WIVK-FM
2	3	WEZK
5	4	WNOX
3	5	WIVK

TEENS

A/M '77	A/M '78	
1	1	WRJZ
2	2	WNOX
-	3	WOKI-FM

18-49 ADULTS

O/N '77	A/M '78	
1	1	KLUC-AM-FM
4	2	KENO
3	2	KRAM
5	3	KENO-FM
2	4	KFMS
3	5	KORK-FM
-	5	KXTZ

TEENS

O/N '77	A/M '78	
1	1	KENO
2	2	KLUC-AM-FM
-	3	KENO-FM

LANSING

LANSING-EAST LANSING 4 BOOK TREND TOTAL PERSONS 12+

	A/M '75	A/M '76	A/M '77	A/M '78
WCER (PA)	.9	.4	1.0	1.3
WFMK (PA)	6.9	10.2	5.4	14.0
WILS (PA)	8.9	6.3	7.0	5.7
WILS-FM (A)	1.9	3.0	6.8	6.9
WITL (C)	5.3	4.7	6.3	3.0
WITL-FM (C)	8.8	10.2	7.1	10.3
WJIM (PA)	5.8	7.7	8.2	5.4
WJIM-FM (BM)	4.4	3.5	4.5	4.4
WVIC (R)	3.9	4.7	4.9	3.4
WVIC-FM (R)	11.3	11.4	13.1	10.7
WJR (PA)*	10.5	10.2	8.4	7.9
WOOD-FM (BM)*	6.1	8.5	5.7	7.6

TOP 5 QUARTER HOUR

A/M '77	A/M '78	
1	1	WVIC-AM-FM
-	2	WFMK
4	3	WITL-FM
2	4	WJR
-	5	WOOD-FM

TOP 5 CUME IN HUNDREDS

A/M '77	A/M '78		
1	1	WVIC-AM-FM	1335
5	2	WFMK	1049
2	3	WILS	882
-	4	WILS-FM	753
4	4	WJR	753
-	5	WITL-FM	724

18-34 MEN

A/M '77	A/M '78	
4	1	WFMK
1	2	WVIC-AM-FM
2	3	WILS-FM
5	4	WITL-FM
3	4	WJIM
5	5	WJR

18-34 WOMEN

A/M '77	A/M '78	
4	1	WFMK
1	2	WVIC-AM-FM
3	3	WILS-FM
5	4	WILS
2	5	WJIM

18-49 ADULTS

A/M '77	A/M '78	
4	1	WFMK
1	2	WVIC-AM-FM
3	3	WILS-FM
-	4	WITL-FM
2	5	WJIM

TEENS

A/M '77	A/M '78	
1	1	WVIC-AM-FM
-	2	WFMK
-	3	WILS
-	3	WILS-FM

LAS VEGAS

LAS VEGAS 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
KBMI (R)	8.8	4.3	6.4	6.2	5.0	4.2	.9
KDWN (PA)	2.4	5.6	8.9	7.9	7.0	4.9	5.5
KENO (R)	18.3	14.4	14.3	19.1	13.0	11.3	13.2
KENO-FM (A)	**	**	**	**	**	5.2	9.6
KFMS (A)	6.5	7.8	11.1	11.4	11.8	9.4	6.4
KLAV (PA)	1.5	3.5	3.2	3.2	1.8	2.6	1.1
KLUC (R)	3.2	3.8	3.4	2.7	5.3	4.2	3.4
KLUC-FM (R)	3.8	5.3	5.9	7.2	8.0	9.6	11.4
KNUU (N)	**	**	**	**	**	1.9	2.5
KORK (PA)	9.1	8.8	5.4	7.4	6.5	7.5	6.4
KORK-FM (BM)	13.3	15.7	14.8	11.2	10.8	14.3	10.7
KRAM (C)	15.0	10.6	10.3	6.2	10.3	12.4	12.8
KVOV (B)	4.7	2.5	4.2	3.7	3.5	1.2	2.1
KXTZ (BM)	**	3.0	1.5	4.0	6.8	6.3	6.8

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
2	1	KLUC-AM-FM
4	2	KENO
3	3	KRAM
1	4	KORK-FM
-	5	KENO-FM

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	KLUC-AM-FM	1028
2	2	KENO	941
5	3	KRAM	656
4	4	KFMS	544
-	5	KORK	503

LITTLE ROCK

LITTLE ROCK-NORTH LITTLE ROCK 4 BOOK TREND TOTAL PERSONS 12+

	A/M '75	A/M '76	A/M '77	A/M '78
KAAY (R)	8.2	8.8	10.3	13.3
KARN (BM)	6.9	6.3	7.5	8.7
KDXE (C)	**	.9	1.0	1.5
KEZO (BM)	14.4	11.8	11.0	8.5
KGKO (O)	1.6	1.6	1.3	.9
KGMR-FM (C)	2.5	.5	2.3	3.1
KKYK (R)	11.7	6.1	5.8	11.8
KLAZ (R)	**	**	**	3.9
KLAZ-FM (R)	5.7	16.6	22.0	17.4
KLRA (C)	14.0	12.5	13.8	10.7
KOKY (B)	8.0	9.1	2.5	9.8
KSOH (PA)	3.0	4.5	1.0	1.3
KXLR (C)	6.2	8.2	5.8	3.7
KXXA (N)	**	**	1.0	2.2

TOP 5 QUARTER HOUR

A/M '77	A/M '78	
1	1	KLAZ-FM
5	2	KAAY
-	3	KKYK
2	4	KLRA
-	5	KOKY

TOP 5 CUME IN HUNDREDS

A/M '77	A/M '78		
2	1	KAAY	998
1	2	KLAZ-FM	909
-	3	KKYK	795
3	4	KLRA	736
5	5	KARN	605

18-34 MEN

A/M '77	A/M '78	
1	1	KLAZ-FM
3	2	KAAY
4	3	KKYK
-	4	KOKY
-	5	KLAZ

18-34 WOMEN

A/M '77	A/M '78	
4	1	KKYK
3	2	KAAY
1	3	KLAZ-FM
-	4	KOKY
5	5	KEZO
-	5	KLAZ

18-49 ADULTS

A/M '77	A/M '78	
1	1	KLAZ-FM
4	2	KAAY
-	3	KKYK
-	4	KOKY
3	5	KEZO

TEENS

A/M '77	A/M '78	
1	1	KLAZ-FM
-	2	KKYK
-	3	KOKY
2	4	KAAY

LOS ANGELES

LOS ANGELES 10 BOOK TREND TOTAL PERSONS 12+

	A/M '76	J/A '76	O/N '76	J/F '77	A/M '77	J/A '77	O/N '77	J/F '78	A/M '78	J/A '78
KABC (T)	8.2	8.8	6.7	5.7	7.8	8.5	5.8	5.7	8.6	10.4
KACE (B)	**	**	**	**	**	**	**	**	**	1.1
KALI (S)	1.3	.9	.8	2.0	1.2	1.5	1.3	1.5	1.2	1.8
KBIG (BM)	6.4	5.0	5.9	6.9	6.4	6.8	6.8	7.1	6.6	5.6
KDAY (B)	3.0	2.7	3.3	2.1	2.5	2.5	2.6	2.5	2.1	2.2
KFI (R)	2.8	3.1	2.9	3.4	2.8	2.5	3.1	2.3	2.7	3.1
KFWB (N)	4.0	3.3	3.9	4.7	3.4	3.5	3.9	4.0	4.5	4.0
KGBS (C)	.7	.6	.4	.4	1.2	.9	.8	.8	1.1	1.0
KHJ (R)	5.4	5.9	5.3	4.0	4.3	3.9	3.5	3.3	3.6	3.1
KIIS (PA)	1.0	1.5	1.4	1.0	1.0	1.3	1.6	1.7	1.0	1.0
KIIS-FM (R)	1.0	2.5	1.8	1.7	2.9	2.7	2.7	3.1	2.1	1.7
KIQQ (R)	1.8	3.1	3.2	2.3	2.0	2.0	2.4	1.9	1.8	1.3
KJLH (B)	1.1	1.0	.8	.9	1.0	.8	.7	1.4	.6	1.1
KJOI (BM)	4.8	5.4	4.9	6.2	5.4	5.0	4.4	4.9	4.9	4.8
KKTT (B)	**	**	**	**	**	**	1.0	1.1	.9	1.1
KLAC (C)	3.7	3.1	2.3	2.7	3.1	2.4	2.9	3.5	2.6	2.6
KLOS (A)	3.7	3.2	3.8	3.3	2.8	3.0	3.6	3.5	2.8	2.3
KLVE (S)	2.1	2.5	1.2	1.0	2.2	1.8	1.5	1.3	1.3	1.3
KMET (A)	2.1	2.1	2.7	2.6	2.7	2.9	2.8	3.4	3.6	4.8
KMPC (PA)	4.1	3.6	3.6	3.8	3.9	3.0	3.5	3.2	3.4	4.0
KNX (N)	4.4	4.2	4.8	4.8	4.7	4.1	4.0	4.8	4.5	4.1
KNX-FM (A)	3.2	3.0	3.8	3.6	3.2	3.4	3.6	2.7	2.6	3.1
KOST (BM)	1.9	2.3	2.4	3.2	3.0	3.0	1.7	2.8	2.5	2.4
KPOL-FM (A)	1.1	1.3	1.6	1.2	1.2	1.7	2.0	2.2	2.1	2.0

KRLA (R/O)	2.8	3.4	3.3	4.1	2.6	2.9	2.5	2.1	2.4	3.1
KRTH (R/O)	2.3	2.1	1.9	2.2	2.6	2.4	3.4	2.9	2.5	3.2
KTNO (R)	**	**	**	1.6	2.4	2.9	2.1	2.2	2.4	2.0
KUTE (B)	1.4	1.3	1.3	1.4	1.0	1.1	1.1	1.2	2.6	3.7
KWKW (S)	**	**	**	**	**	2.1	1.8	1.8	2.0	1.9
KWST (A)	1.6	1.6	1.7	1.4	1.8	2.0	1.8	1.2	1.9	1.6

TOP 10 QUARTER HOUR

J/F	A/M	J/A	
'78	'78	'78	
2	1	1	KABC
1	2	2	KBIG
3	3	3	KJOI
8	5	3	KMET
4	4	4	KNX
5	4	5	KFWB
10	6	5	KMPC
-	9	6	KUTE
-	10	7	KRTH
-	8	8	KFI
9	5	8	KHJ
-	9	8	KNX-FM
-	-	8	KRLA
7	9	9	KLAC
-	10	10	KOST

18-34 MEN

J/F	A/M	J/A	
'78	'78	'78	
1	1	1	KMET
-	4	2	KABC
4	5	3	KRTH
3	4	4	KNX-FM
-	2	4	KUTE
2	3	5	KLOS
-	-	5	KPOL-FM

18-49 ADULTS

J/F	A/M	J/A	
'78	'78	'78	
-	2	1	KABC
2	3	2	KMET
3	-	3	KRTH
1	1	4	KBIG
4	4	5	KNX-FM

TOP 10 CUME IN HUNDREDS

J/F	A/M	J/A		
'78	'78	'78		
5	1	1	KABC	15273
1	3	2	KNX	11599
2	2	3	KFWB	11064
4	5	4	KHJ	9701
3	4	5	KBIG	9500
7	6	6	KJOI	8533
10	8	7	KMPC	8345
-	-	8	KMET	8160
9	7	9	KFI	7633
-	-	10	KRLA	7108

18-34 WOMEN

J/F	A/M	J/A	
'78	'78	'78	
-	2	1	KRLA
1	2	2	KNX-FM
-	-	3	KUTE
2	1	4	KRTH
4	5	5	KBIG
-	4	5	KMET

TEENS

J/F	A/M	J/A	
'78	'78	'78	
4	3	1	KMET
3	2	2	KHJ
-	1	3	KTNO
-	-	4	KUTE
5	4	5	KDAY

LOUISVILLE

LOUISVILLE 7 BOOK TREND TOTAL PERSONS 12+

	A/M	O/N	A/M	O/N	A/M	O/N	A/M
	'75	'75	'76	'76	'77	'77	'78
WAKY (R)	15.1	12.8	11.0	10.0	8.9	9.2	10.2
WAMZ(C)	**	**	**	**	4.5	5.6	4.9
WAVE (PA)	14.0	16.1	12.4	10.7	12.0	10.0	13.0
WCSN (BM)	2.2	4.0	3.9	4.6	3.7	4.5	5.9
WFIA (RL)	1.9	1.8	1.4	1.6	1.2	.9	1.3
WFIA-FM (RL)	**	**	1.2	1.3	**	.7	1.4
WHAS (PA)	11.7	11.4	12.1	11.9	9.9	10.2	9.5
WINN (C)	6.7	8.4	7.2	8.6	5.4	7.9	5.7
WKLO (R)	11.7	9.0	8.4	11.6	7.1	7.9	8.1
WLOU (B)	6.9	5.6	5.3	3.8	7.5	5.6	6.2
WLRS (A)	4.6	7.0	8.8	12.8	11.0	11.8	9.2
WQHI (A)	7.7	5.8	8.5	6.5	11.3	7.9	9.0
WSTM (B)	1.2	.8	.9	.9	2.5	2.0	1.6
WTMT (C)	1.7	2.9	2.6	1.4	2.3	2.8	2.1
WVEZ (BM)	5.8	7.5	7.6	7.7	8.0	8.4	8.5

TOP 5 QUARTER HOUR

O/N	A/M	
'77	'78	
3	1	WAVE
4	2	WAKY
2	3	WHAS
1	4	WLRS
-	5	WQHI

18-34 MEN

O/N	A/M	
'77	'78	
1	1	WLRS
2	2	WAKY
5	3	WQHI
-	4	WHAS
-	5	WAMZ
3	5	WKLO

18-49 ADULTS

O/N	A/M	
'77	'78	
3	1	WAKY
4	2	WQHI
1	3	WLRS
5	4	WHAS
-	5	WVEZ

TOP 5 CUME IN HUNDREDS

O/N	A/M		
'77	'78		
2	1	WAKY	2245
1	2	WHAS	2165
3	3	WAVE	2071
4	4	WKLO	1952
-	5	WQHI	1657

18-34 WOMEN

O/N	A/M	
'77	'78	
4	1	WAKY
3	2	WQHI
1	3	WLRS
2	4	WKLO
5	5	WLOU

TEENS

O/N	A/M	
'77	'78	
1	1	WLRS
4	2	WKLO
2	2	WQHI
3	3	WAKY
5	4	WLOU

MADISON

MADISON 4 BOOK TREND TOTAL PERSONS 12+

	A/M	A/M	A/M	A/M
	'75	'76	'77	'78
WIBA (PA)	15.4	10.9	16.3	11.2
WIBA-FM (A)	4.3	6.4	5.2	7.3
WISM (R)	14.1	12.6	11.6	8.4
WISM-FM (PA)	6.9	8.1	6.2	6.3
WLVE (PA)	9.3	4.8	3.5	5.2
WNWC (RL)	1.9	**	1.5	1.4
WTSO (C)	10.6	16.4	17.5	12.6
WWQM (O)	**	**	5.7	1.9
WWQM-FM (PA)	**	**	**	3.5
WYXE (A)	3.7	2.1	1.5	8.4
WZEE (R)	5.9	10.9	11.4	13.6

TOP 5 QUARTER HOUR

A/M	A/M	
'77	'78	
4	1	WZEE
1	2	WTSO
2	3	WIBA
3	4	WISM
-	4	WYXE
-	5	WIBA-FM

18-34 MEN

A/M	A/M	
'77	'78	
1	1	WZEE
2	2	WIBA-FM
-	3	WYXE
2	4	WISM
4	5	WIBA
-	5	WISM-FM
3	5	WWQM

18-49 ADULTS

A/M	A/M	
'77	'78	
2	1	WZEE
-	2	WYXE
5	3	WIBA-FM
1	4	WTSO
4	5	WISM

TOP 5 CUME IN HUNDREDS

A/M	A/M		
'77	'78		
1	1	WISM	918
2	2	WIBA	766
4	3	WZEE	705
3	4	WTSO	576
5	5	WISM-FM	560

18-34 WOMEN

A/M	A/M	
'77	'78	
2	1	WZEE
-	2	WYXE
3	3	WISM-FM
4	4	WISM
-	5	WIBA-FM
1	5	WTSO

TEENS

A/M	A/M	
'77	'78	
1	1	WISM
2	2	WZEE
-	3	WYXE
-	4	WISM-FM
-	4	WWQM-FM

MEMPHIS

MEMPHIS 7 BOOK TREND TOTAL PERSONS 12+

	A/M	O/N	A/M	O/N	A/M	O/N	A/M
	'75	'75	'76	'76	'77	'77	'78
KWAM (RL)	3.6	2.6	4.7	2.6	1.8	3.6	2.5
KWAM-FM (C)	.9	.9	.6	.6	1.6	1.9	1.2
WDIA (B)	12.1	15.5	18.1	16.4	11.8	14.1	10.6
WEFF (BM)	**	**	**	**	**	2.4	1.6
WEZI (BM)	8.5	9.3	11.1	10.1	11.2	10.5	9.1
WHBQ (R)	9.8	6.1	6.3	10.7	13.7	12.3	12.4
WHRK (B)	**	**	**	1.8	4.5	5.1	6.5
WLOK (B)	5.2	9.7	6.6	6.2	11.6	5.9	6.6
WMC (C)	11.3	10.4	11.4	14.0	9.1	11.6	13.3
WMC-FM (R)	11.0	9.5	7.8	7.9	5.5	4.2	6.5
WMPS (C)	15.7	11.9	10.7	5.1	6.6	4.6	5.8
WQUD (PA)	3.3	4.7	5.2	4.1	6.7	4.5	4.8
WREC (PA)	6.2	5.5	4.2	7.1	4.7	5.4	6.0
WWEE (N/T)	2.7	3.1	2.2	3.6	2.7	2.0	2.0
WZXR (A)	**	**	1.2	1.8	2.9	4.6	6.5

TOP 5 QUARTER HOUR

O/N	A/M	
'77	'78	
3	1	WMC
2	2	WHBQ
1	3	WDIA
4	4	WEZI
5	5	WLOK

18-34 MEN

O/N	A/M	
'77	'78	
3	1	WZXR
2	2	WHBQ
3	3	WMC-FM
4	4	WHRK
-	5	WLOK

TOP 5 CUME IN HUNDREDS

O/N	A/M		
'77	'78		
1	1	WHBQ	2252
2	2	WMC	1553
3	3	WDIA	1524
-	4	WMC-FM	1238
4	5	WMPS	1155

18-34 WOMEN

O/N	A/M	
'77	'78	
1	1	WHBQ
2	2	WDIA
4	3	WQUD
-	4	WMC-FM
4	5	WMC

LEGEND

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

**It's not
whether you
win or lose,
it's how you
play the music.**



R E C O R D S
ABC DELIVERS

TM

18-49 ADULTS

O/N '77	A/M '78	
3	1	WMC
2	2	WHBQ
1	3	WDIA
-	4	WZXR
-	5	WMC-FM

TEENS

O/N '77	A/M '78	
1	1	WHBQ
2	2	WDIA
3	3	WHRK

WQAM (R)	5.5	4.8	4.2	2.9	2.8	3.3
WQBA (S)	10.3	9.8	9.4	11.0	7.4	6.8
WRBD (B)	**	2.0	1.3	1.5	.9	1.6
WRHC (S)	.7	**	.4	.6	1.9	1.9
WSHE (A)	3.3	3.3	3.1	3.6	2.2	2.5
WTMI (CL)	1.9	1.5	1.7	2.0	1.8	1.6
WVCG (PA)	3.0	4.2	2.0	2.0	3.1	3.2
WWOK (C)	2.4	2.5	1.9	1.9	2.4	1.8
WWWL (A)	**	**	**	**	.7	1.9
WYOR (BM)	2.4	3.9	4.5	3.6	3.0	5.4

MIAMI

MIAMI 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WAIA (BM)	1.5	1.8	1.9	1.7	1.7	2.3	2.3
WCMQ (S)	5.5	4.8	3.4	3.0	5.6	7.3	7.6
WCMQ-FM (S)	5.7	3.5	5.9	3.1	5.9	6.6	4.5
WEDR (B)	2.9	2.3	3.3	3.9	3.2	4.5	3.8
WGBS (R)	3.4	3.2	3.8	3.7	3.1	2.2	2.8
WINZ (N)	.5	3.5	3.7	4.8	5.0	4.6	3.6
WINZ-FM (A)	.7	1.9	2.0	3.8	3.6	3.5	4.4
WIOD (PA)	6.0	4.8	3.4	4.2	2.6	3.8	2.8
WKAT (T)	3.5	2.6	2.8	3.1	3.8	4.6	2.2
WLYF (BM)	4.8	4.8	6.5	6.1	3.8	4.8	4.0
WMBM (B)	2.7	4.7	3.4	1.8	1.9	2.0	2.0
WMJX (R)	**	2.0	2.2	5.9	5.1	3.2	5.6
WOCN (PA)	1.1	1.3	1.4	2.3	2.4	2.0	2.8
WQAM (R)	5.4	6.5	5.5	4.4	3.8	3.2	4.1
WQBA (S)	14.5	16.1	15.7	14.4	17.7	12.6	11.0
WRHC (S)	**	1.2	**	.7	.9	3.3	3.1
WTMI (CL)	3.3	2.0	1.4	1.8	2.0	1.8	1.8
WVCG (PA)	5.7	4.2	5.3	2.8	2.7	4.0	4.0
WWOK (C)	3.8	3.7	2.5	2.6	2.8	3.1	2.6
WWWL (A)	**	**	**	**	.4	.8	2.4
WYOR (BM)	3.2	3.6	4.3	5.2	3.7	3.0	7.0
WHYI (R)*	6.2	5.3	6.7	6.0	6.6	6.6	7.6

TOP 10 QUARTER HOUR

O/N '77	A/M '78	
3	1	WHYI
1	2	WLYF
2	3	WQBA
-	4	WYOR
6	5	WCMQ
4	5	WINZ
-	6	WMJX
-	7	WINZ-FM
10	8	WAIA
5	9	WIOD
-	9	WQAM
-	10	WVCG

TOP 10 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WHYI	4479
4	2	WLYF	3190
2	3	WINZ	3085
5	4	WMJX	2623
6	5	WQAM	2490
8	6	WGBS	2335
3	7	WIOD	2083
10	8	WINZ-FM	1806
7	9	WQBA	1794
-	10	WYOR	1784

18-34 MEN

O/N '77	A/M '78	
2	1	WINZ-FM
4	2	WHYI
5	3	WSHE
1	4	WAXY
3	4	WQAM
-	5	WMJX

18-34 WOMEN

O/N '77	A/M '78	
2	1	WHYI
5	2	WMJX
1	3	WAIA
-	4	WCMQ
-	5	WAXY

18-49 ADULTS

O/N '77	A/M '78	
1	1	WHYI
2	2	WCMQ
5	3	WAIA
-	3	WMJX
-	4	WINZ-FM
-	4	WLYF
3	5	WAXY

TEENS

O/N '77	A/M '78	
1	1	WHYI
2	2	WMJX
-	3	WEDR
-	4	WQAM

TOP 10 QUARTER HOUR

O/N '77	A/M '78	
1	1	WQBA
2	2	WCMQ
3	2	WHYI
-	3	WYOR
10	4	WMJX
3	5	WCMQ-FM
9	6	WINZ-FM
10	7	WQAM
4	8	WLYF
7	8	WVCG
6	9	WEDR
5	10	WINZ

TOP 10 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WHYI	2708
6	2	WMJX	1891
2	3	WQBA	1775
5	4	WQAM	1696
4	5	WINZ	1678
7	6	WGBS	1432
-	7	WYOR	1182
-	8	WVCG	1155
3	9	WIOD	1114
9	10	WLYF	1088

18-34 MEN

O/N '77	A/M '78	
3	1	WINZ-FM
5	2	WHYI
4	3	WQAM
1	4	WEDR
-	5	WCMQ

18-34 WOMEN

O/N '77	A/M '78	
4	1	WMJX
3	2	WCMQ
2	3	WHYI
4	4	WAIA
1	4	WCMQ-FM
-	5	WWWL

18-49 ADULTS

O/N '77	A/M '78	
2	1	WCMQ
5	2	WHYI
1	3	WQBA
-	4	WMJX
-	5	WINZ-FM

TEENS

O/N '77	A/M '78	
1	1	WHYI
2	2	WMJX
3	3	WEDR
-	4	WQAM

MILWAUKEE

MILWAUKEE 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WAWA (B)	2.3	3.1	3.0	2.1	3.4	2.0	1.9
WBCS (C)	**	**	**	**	**	**	1.3
WBCS-FM (C)	2.6	2.9	3.4	5.2	3.1	5.9	5.7
WBKV-FM (BM)	.9	1.4	1.4	1.6	1.5	1.3	1.9
WEMP (C)	6.7	6.4	3.0	4.6	5.0	4.4	3.8
WEZW (BM)	11.3	10.7	11.8	8.2	8.5	6.9	7.7
WFMR (CL)	2.9	2.5	1.1	3.4	2.3	2.5	3.6
WISN (PA)	8.5	8.0	7.8	8.0	11.8	12.6	10.5
WTKI (R)	4.2	3.5	3.7	3.2	3.3	2.9	3.2
WLPX (A)	**	**	**	**	**	**	5.6
WNUW (BM)	1.4	1.6	1.6	2.6	2.0	2.0	2.4
WOKY (R)	10.8	10.5	9.7	8.3	9.0	9.5	7.3
WQFM (A)	1.7	3.4	5.5	5.2	3.9	5.3	2.0
WTMJ (PA)	16.5	12.0	18.1	14.3	16.2	14.3	18.2
WZMF (A)	1.8	3.3	3.4	2.6	3.3	2.8	1.7
WZUU (R)	1.8	2.1	1.5	1.6	2.2	2.0	1.7
WZUU-FM (R)	4.6	5.3	4.0	6.9	6.2	6.9	6.9

TOP 10 QUARTER HOUR

O/N '77	A/M '78	
1	1	WTMJ
2	2	WISN
4	3	WZUU-AM-FM
5	4	WEZW
3	5	WOKY
6	6	WBCS-AM-FM
-	7	WLPX
8	8	WEMP
-	9	WFMR
9	10	WTKI

TOP 10 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WTMJ	4295
4	2	WZUU-AM-FM	3583
2	3	WISN	3377
3	4	WOKY	3193
-	5	WLPX	1945
5	6	WEZW	1841
6	7	WBCS-AM-FM	1797
9	8	WTKI	1465
8	9	WEMP	1062
-	10	WFMR	1015

18-34 MEN

O/N '77	A/M '78	
-	1	WLPX
2	2	WZUU-AM-FM
4	3	WTMJ
1	4	WISN
-	5	WTKI

18-34 WOMEN

O/N '77	A/M '78	
3	1	WISN
2	2	WZUU-AM-FM
1	3	WOKY
-	4	WEZW
-	5	WTMJ

MIAMI-HOLLYWD

MIAMI-FT. LAUDERDALE-HOLLYWOOD 6 BOOK TREND
TOTAL PERSONS 12+

	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WAIA (BM)	3.0	2.5	2.9	2.9	3.4	3.6
WAXY (O)	2.3	2.2	2.9	2.8	3.6	2.9
WCMQ (S)	3.0	2.2	1.9	3.5	4.3	4.6
WCMQ-FM (S)	2.2	3.7	2.0	3.7	4.0	2.7
WEDR (B)	1.4	2.1	2.5	2.0	2.7	2.4
WFTL (PA)	1.8	2.8	2.2	3.2	3.7	3.0
WGBS (R)	2.8	3.9	3.5	3.0	2.4	2.9
WGLO (PA)	2.3	1.2	2.2	3.4	3.6	2.8
WGMA (C)	.8	.8	.9	1.2	1.1	1.1
WHYI (R)	6.6	7.1	6.0	8.0	7.1	8.4
WINZ (N)	3.6	3.9	4.9	5.0	5.2	4.6
WINZ-FM (A)	2.5	2.3	4.4	3.8	3.0	3.8
WIOD (PA)	5.8	4.1	4.3	2.9	4.7	3.3
WKAT (T)	2.8	2.2	2.2	3.0	3.0	1.7
WLYF (BM)	7.5	10.0	8.6	6.7	7.8	8.3
WMBM (B)	3.1	2.2	1.1	1.2	1.2	1.5
WMJX (R)	2.0	2.6	5.3	4.5	3.1	4.2
WOCN (PA)	.8	.9	1.4	1.5	1.2	1.7

18-49 ADULTS

O/N '77	A/M '78	
3	1	WTMJ
1	2	WISN
4	3	WZUU-AM-FM
-	4	WBCS-AM-FM
2	5	WOKY

TEENS

O/N '77	A/M '78	
1	1	WZUU-AM-FM
2	2	WOKY
-	3	WLPX
3	4	WZMF

TOP 5 QUARTER HOUR

A/M '77	A/M '78	
-	1	WKRQ-FM
1	2	WABB
4	2	WUNI
-	3	WKSJ-FM
3	4	WBLX
-	5	WLPR

TOP 5 CUME IN HUNDREDS

A/M '77	A/M '78		
-	1	WKRQ-FM	1159
1	2	WABB	879
5	3	WKRQ	649
2	4	WABB-FM	626
3	5	WUNI	624

MINNEAPOLIS

MINNEAPOLIS-ST. PAUL 5 BOOK TREND TOTAL PERSONS 12+

	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
KDWB (R)	7.2	5.9	6.2	5.6	5.9
KDWB-FM (R)	**	2.4	3.2	2.5	4.1
KEEY (BM)	2.5	1.6	1.6	1.7	1.5
KEEY-FM (BM)	5.7	5.4	5.7	4.8	7.4
KFMX (PA)	3.1	1.3	2.4	2.9	2.0
KQRS (A)	1.0	.8	1.5	1.8	1.8
KQRS-FM (A)	3.8	3.9	4.5	5.9	7.1
KRSI (C)	2.3	2.2	2.8	1.9	2.6
KSTP (R)	5.7	6.2	4.9	6.4	4.1
KSTP-FM (BM)	3.5	5.0	3.8	5.3	4.1
KTCR-FM (C)	2.3	1.2	1.7	1.2	1.5
WAYL (BM)	**	1.4	1.9	1.2	2.0
WAYL-FM (BM)	5.4	5.7	5.3	5.1	4.4
WCCO (PA)	27.7	30.8	27.9	28.8	26.0
WCCO-FM (PA)	5.4	6.4	6.2	5.0	7.9
WDGY (C)	4.4	3.5	3.1	4.7	4.1
WLOL (C)	1.5	1.4	2.7	1.0	1.5
WLOL-FM (BM)	.9	1.5	1.4	1.8	1.2
WWTC (N)	1.6	2.1	1.3	1.6	1.9

TOP 10 QUARTER HOUR

O/N '77	A/M '78	
1	1	WCCO
2	2	KDWB-AM-FM
3	3	KQRS-AM-FM
7	4	WCCO-FM
8	5	KEEY-FM
5	6	WAYL-AM-FM
4	7	KSTP
6	7	KSTP-FM
9	7	WDGY
-	8	KRSI
10	9	KFMX
-	10	WWTC

TOP 10 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WCCO	8106
2	2	KDWB-AM-FM	5104
3	3	KSTP	3639
5	4	WCCO-FM	3228
4	5	KQRS-AM-FM	3036
6	6	WAYL-AM-FM	2758
8	7	WDGY	2507
9	8	KEEY-FM	2467
7	9	KSTP-FM	1753
10	10	KRSI	1556

18-34 MEN

O/N '77	A/M '78	
1	1	KQRS-AM-FM
4	2	WCCO-FM
2	3	WCCO
3	4	KSTP
-	5	KDWB-AM-FM

18-34 WOMEN

O/N '77	A/M '78	
-	1	WCCO-FM
3	2	KDWB-AM-FM
1	3	KQRS-AM-FM
4	4	WCCO
-	5	KEEY-FM

18-49 ADULTS

O/N '77	A/M '78	
1	1	WCCO
2	2	KQRS-AM-FM
5	3	WCCO-FM
-	4	KEEY-FM
-	5	KDWB-AM-FM

TEENS

O/N '77	A/M '78	
1	1	KDWB-AM-FM
3	2	KQRS-AM-FM
2	3	KSTP

MOBILE

MOBILE 4 BOOK TREND TOTAL PERSONS 12+

	A/M '75	A/M '76	A/M '77	A/M '78
WABB (R)	17.3	11.4	15.7	10.3
WABB-FM (A)	9.7	10.9	14.6	6.5
WBCA (B)	**	.4	1.1	.8
WBLX (B)	13.0	16.6	10.4	7.5
WGOK (B)	4.9	6.5	4.1	5.1
WKRQ (PA)	6.8	8.0	7.2	5.1
WKRQ-FM (R)	5.2	5.9	4.1	20.8
WKSJ (C)	2.1	1.3	**	1.8
WKSJ-FM (C)	**	5.1	5.4	9.1
WLIQ (C)	6.0	1.9	2.0	2.0
WLPR (PA)	7.0	7.6	4.8	7.1
WMOB (PA)	7.2	5.1	7.8	3.6
WMOO (RL)	1.2	1.1	2.6	2.8
WUNI (C)	9.1	6.3	8.7	10.3

18-34 MEN

A/M '77	A/M '78	
3	1	WKRQ-FM
2	2	WABB
1	3	WABB-FM
-	4	WUNI
-	4	WKSJ-FM
4	5	WBLX
5	5	WKSJ
-	5	WMOO

18-34 WOMEN

A/M '77	A/M '78	
-	1	WKRQ-FM
-	2	WKSJ-FM
2	3	WBLX
1	4	WABB
-	5	WUNI

18-49 ADULTS

A/M '77	A/M '78	
-	1	WKRQ-FM
1	2	WABB
-	3	WUNI
-	4	WKSJ-FM
3	5	WBLX

TEENS

A/M '77	A/M '78	
-	1	WKRQ-FM
2	2	WABB
1	3	WABB-FM
3	4	WBLX

NASHVILLE

NASHVILLE-DAVIDSON 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WAMB (BM)	**	1.8	5.1	4.1	3.0	1.4	2.1
WBYQ (R)	6.5	5.6	5.0	5.4	5.3	8.0	5.4
WDKN (C)	**	**	7	.5	**	**	1.6
WHIN-FM (PA)	2.4	3.0	1.3	1.2	1.4	3.1	2.0
WKDA (C)	3.1	3.6	3.1	5.5	3.6	4.1	2.7
WKDF (A)	**	**	**	**	9.2	6.8	9.8
WKQB (A)	**	**	**	**	**	**	4.3
WLAC (R)	11.1	10.7	9.3	10.5	14.5	10.9	13.0
WMAK (R)	10.3	8.7	9.0	5.9	4.5	5.2	4.3
WSIX (PA)	4.9	5.6	4.8	3.1	3.2	3.5	2.4
WSIX-FM (C)	10.3	4.8	11.4	10.0	9.2	5.7	10.1
WSM (PA/C)	11.8	11.5	8.2	8.7	8.1	10.1	9.2
WSM-FM (PA)	4.7	5.6	5.7	6.5	7.3	5.4	3.6
WVOL (B)	6.5	7.0	6.2	5.6	9.2	11.1	11.9
WZEZ (BM)	**	**	3.4	5.0	5.2	5.2	7.2

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
2	1	WLAC
1	2	WVOL
-	3	WSIX-FM
5	4	WKDF
3	5	WSM

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WLAC	1993
2	2	WSM	1706
-	3	WSIX-FM	891
4	4	WBYQ	876
-	5	WKDF	867

18-34 MEN

O/N '77	A/M '78	
1	1	WKDF
2	2	WLAC
3	3	WVOL
-	4	WBYQ
-	5	WSM
4	5	WSM-FM

18-34 WOMEN

O/N '77	A/M '78	
2	1	WLAC
1	2	WVOL
-	3	WKDF
2	4	WBYQ
3	5	WMAK

18-49 ADULTS

O/N '77	A/M '78	
2	1	WLAC
1	2	WVOL
3	3	WKDF
-	4	WSM
4	5	WBYQ

TEENS

O/N '77	A/M '78	
1	1	WLAC
-	2	WKDF
2	3	WVOL

LEGEND

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, J-Jazz, N-News, O-Oldies, PA-Pop/Adult, RL-Religious, S-Spanish, T-Talk

NEWHAVEN

NEW HAVEN-WEST HAVEN 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WAVZ (R)	10.3	10.1	10.3	8.9	9.7	7.7	10.2
WCDQ (R)	**	1.4	2.3	1.8	.9	2.0	2.0
WELI (PA)	19.7	19.6	19.8	24.1	17.3	19.4	19.9
WKCI (BM)	7.9	6.3	8.1	8.2	9.7	8.5	8.6
WNHC (PA)	3.0	3.9	3.3	2.7	2.2	1.5	4.3
WPLR (A)	6.2	5.8	9.1	6.6	9.0	8.3	8.1
WYBC (PA)	.9	.5	.9	.9	1.1	1.5	2.2
WKSS (BM)*	4.9	7.2	5.4	5.5	7.0	3.0	3.8
WTIC (PA)*	3.8	3.2	3.2	3.2	2.5	2.8	3.2
WWYZ (A)*	2.1	.5	.5	4.6	5.2	6.8	5.7
WCBS (N)*	6.0	5.1	3.7	4.8	5.0	4.7	3.0
WEZN (PA)*	2.8	3.7	3.3	2.3	2.9	3.0	2.3
WNBC (R)*	3.9	3.9	2.8	2.3	4.7	5.2	4.1

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
1	1	WELI
4	2	WAVZ
2	3	WKCI
3	4	WPLR
5	5	WWYZ

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WELI	1390
2	2	WAVZ	1043
4	3	WKCI	655
5	4	WPLR	622
3	5	WNBC	618

18-34 MEN

O/N '77	A/M '78	
1	1	WPLR
2	2	WWYZ
5	3	WAVZ
4	4	WNBC
-	5	WYBC

18-34 WOMEN

O/N '77	A/M '78	
1	1	WAVZ
2	2	WWYZ
4	3	WELI
4	4	WPLR
3	5	WNBC

18-49 ADULTS

O/N '77	A/M '78	
1	1	WELI
4	2	WAVZ
3	3	WPLR
2	4	WWYZ
4	5	WKCI

TEENS

O/N '77	A/M '78	
2	1	WAVZ
1	2	WPLR

NEW ORLEANS

NEW ORLEANS 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M/J '78
WBOK (B)	5.2	3.9	8.3	4.1	5.0	3.5	3.6
WBYU (BM)	8.7	7.7	8.4	8.6	7.6	6.7	7.0
WEZB (BM)	3.9	2.6	4.2	5.7	3.9	2.7	2.5
WGSO (PA)	3.8	6.0	5.3	9.0	6.5	6.7	4.8
WNNR (B)	2.8	2.8	4.0	2.3	2.2	4.3	2.2
WNOE (R)	7.5	8.0	6.7	7.1	7.4	7.1	6.3
WNOE-FM (A)	4.9	7.8	6.8	6.5	5.7	5.2	5.2
WQUE (PA)	3.8	2.6	3.8	5.1	7.9	7.5	7.9
WRNO (A)	2.6	1.7	6.1	4.8	6.5	5.5	6.9
WSHO (C)	4.7	2.7	2.8	3.0	4.3	5.1	4.9
WSMB (PA)	10.2	10.7	10.3	10.5	9.0	7.4	9.9
WTIX (R)	9.9	9.5	6.2	6.0	6.5	8.6	9.8
WWI'W (BB)	**	**	**	**	**	1.9	2.2
WWL (PA)	8.0	8.2	4.9	8.3	5.1	6.3	6.3
WWL-FM (BM)	3.5	3.1	1.8	3.7	3.5	1.9	2.6
WXEL (B)	4.9	4.2	6.2	3.4	2.7	3.0	4.8
WYLD (B)	6.8	8.4	5.4	3.9	6.1	5.1	4.8
WYLD-FM (J)	.4	.6	.8	1.0	2.4	3.2	2.4

TOP 5 QUARTER HOUR

O/N '77	A/M/J '78	
3	1	WSMB
1	2	WTIX
2	3	WQUE
5	4	WBYU
-	5	WRNO

TOP 5 CUME IN HUNDREDS

O/N '77	A/M/J '78		
1	1	WTIX	2212
2	2	WNOE	1655
5	3	WQUE	1572
-	4	WNOE-FM	1326
-	5	WBYU	1270

18-34 MEN

O/N '77	A/M/J '78	
4	1	WRNO
1	2	WNOE-FM
3	3	WQUE
2	4	WTIX
-	5	WXEL

18-34 WOMEN

O/N '77	A/M/J '78	
3	1	WTIX
1	2	WQUE
5	3	WNOE-FM
4	4	WNOE
-	5	WBYU

LEGEND

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

18-49 ADULTS

O/N '77	A/M/J '78	
2	1	WTIX
1	2	WQUE
-	3	WRNO
5	4	WNOE-FM
4	5	WBYU

TEENS

O/N '77	A/M/J '78	
2	1	WTIX
1	2	WNOE
5	3	WQUE
-	4	WXEL

NEW YORK

NEW YORK 10 BOOK TREND TOTAL PERSONS 12+

	A/M '76	J/A '76	O/N '76	J/F '77	A/M '77	J/A '77	O/N '77	J/F '78	A/M '78	J/A '78
WABC (R)	9.1	8.8	7.8	7.3	8.1	8.5	8.4	7.0	8.1	9.0
WADO (S)	3.3	3.3	2.6	3.5	2.8	2.9	2.5	2.7	1.4	1.6
WBLS (B)	5.0	5.8	5.5	5.6	5.9	6.8	7.2	5.7	7.9	7.7
WCBS (N)	4.8	5.1	5.5	6.1	5.5	5.8	5.5	5.6	5.5	5.1
WCBS-FM (O)	3.0	2.4	3.3	2.4	3.5	2.9	3.2	2.5	2.8	3.0
WHN (C)	2.8	3.1	3.9	2.9	3.6	3.2	3.1	3.3	2.7	2.7
WINS (N)	4.2	4.3	5.7	5.7	5.1	4.9	5.1	5.3	5.5	5.4
WJIT (S)	1.2	2.2	1.5	1.8	1.7	1.4	2.4	2.3	2.1	1.9
WKTU (A)	1.5	1.8	2.4	2.0	1.7	1.6	1.7	1.9	1.2	1.4
WMCA (T)	3.5	3.7	3.0	3.0	3.8	2.9	2.6	2.5	3.2	2.3
WNBC (R)	2.3	2.0	1.9	1.8	2.2	2.3	3.2	2.7	3.0	3.5
WNCN (CL)	**	**	**	**	**	.7	1.1	1.3	1.2	1.5
WNEW (PA)	3.2	2.8	2.7	2.6	3.8	3.1	2.3	2.5	3.1	2.6
WNEW-FM (A)	2.3	2.4	2.0	2.2	2.3	2.3	2.0	1.9	2.1	2.3
WOR (PA)	8.1	7.1	7.4	8.1	7.0	7.3	7.1	7.9	7.1	7.5
WPAT (BM)	3.1	3.4	3.0	3.5	3.0	2.6	3.6	3.0	2.6	2.7
WPAT-FM (BM)	2.7	3.3	2.9	3.1	2.8	2.6	3.2	3.3	2.6	2.7
WPIX (A)	2.4	1.8	1.6	1.6	1.6	1.4	1.6	1.6	1.5	1.3
WPLJ (A)	3.9	3.7	3.9	3.4	4.4	4.0	3.7	4.0	4.1	3.9
WQXR-FM (CL)	1.5	1.2	1.8	2.1	1.1	1.2	1.7	1.9	1.3	1.2
WRFM (BM)	5.0	3.9	4.8	4.3	4.0	4.1	3.2	5.4	5.2	5.2
WRVR (B)	**	**	**	**	**	1.1	1.2	1.1	1.6	1.3
WTFM (PA)	1.8	1.9	1.6	1.6	1.6	1.4	1.2	1.8	1.1	1.1
WVJN (BM)	1.3	1.1	.9	1.4	1.1	1.0	1.1	1.1	.8	1.0
WVJN-FM (BM)	2.3	2.1	2.0	2.0	1.8	1.7	2.0	1.4	1.7	1.3
WWRL (B)	2.3	2.5	1.8	2.4	1.5	2.2	1.4	1.4	1.4	1.3
WXLO (R)	3.3	3.1	2.9	3.1	2.8	3.2	2.9	2.9	3.4	3.0

TOP 10 QUARTER HOUR

J/F '78	A/M '78	J/A '78	
2	1	1	WABC
3	2	2	WBLS
1	3	3	WOR
6	4	4	WINS
5	5	5	WRFM
4	4	6	WCBS
7	6	7	WPLJ
-	10	8	WNBC
-	-	9	WCBS-FM
10	7	9	WXLO
8	-	10	WHN
9	-	10	WPAT
8	-	10	WPAT-FM

TOP 10 CUME IN HUNDREDS

J/F '78	A/M '78	J/A '78		
1	1	1	WABC	41311
3	2	2	WINS	27493
4	3	3	WCBS	25610
2	4	4	WOR	21888
5	5	5	WNBC	21348
6	6	6	WBLS	19771
7	8	7	WPLJ	18482
8	7	8	WXLO	14826
9	10	9	WRFM	14477
-	9	10	WCBS-FM	14446

18-34 MEN

J/F '78	A/M '78	J/A '78	
1	1	1	WBLS
2	3	2	WPLJ
3	2	3	WABC
4	4	4	WNEW-FM
5	5	5	WCBS-FM

18-34 WOMEN

J/F '78	A/M '78	J/A '78	
1	1	1	WBLS
2	2	2	WABC
4	5	3	WCBS-FM
5	3	4	WXLO
-	-	5	WNBC
3	4	5	WPLJ

18-49 ADULTS

J/F '78	A/M '78	J/A '78	
1	1	1	WBLS
2	2	2	WABC
3	4	3	WPLJ
4	3	4	WCBS-FM
-	5	5	WXLO

TEENS

J/F '78	A/M '78	J/A '78	
1	1	1	WABC
3	2	2	WBLS
2	3	3	WPLJ
5	5	4	WNBC
4	4	5	WXLO

NORFOLK

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON 6 BOOK TREND TOTAL PERSONS 12+

	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WBCI (PA)	1.5	.7	2.3	1.0	2.4	3.5
WCMS (C)	3.2	2.5	2.6	1.4	2.8	1.9
WCMS-FM (PA)	7.7	10.4	7.7	8.0	7.7	6.4
WFOG-FM (PA)	6.7	7.1	7.3	7.6	8.0	6.4
WGH (R)	7.9	6.6	7.2	8.3	7.7	8.1
WGH-FM (CL)	1.9	2.0	1.7	1.2	1.5	2.3
WHNE (C)	**	**	**	**	4.4	2.1
WKEZ (PA)	**	5.2	7.6	7.5	6.3	5.8
WNOR (R)	3.7	3.7	3.6	2.7	1.2	1.2
WNOR-FM (A)	4.5	6.3	9.2	7.3	7.0	7.5
WOWI (PA)	3.2	3.8	3.2	7.5	4.8	8.9
WPCE (PA)	8.3	4.1	2.6	5.2	5.7	3.7
WQPK (R)	3.8	6.7	5.8	5.3	6.3	6.0
WRAP (R)	8.4	5.1	9.2	4.9	7.1	7.3
WTAR (PA)	10.8	9.3	8.9	11.4	9.0	8.6
WVAB (BM)	**	**	1.7	1.9	.6	1.3
WVEC (PA)	1.5	2.3	1.4	.7	1.4	1.5

For Your Next Book And
The Next, And The Next,
And The Next...



New Single: "ALIVE AGAIN"

New Album: "HOT STREETS"



From Columbia Records

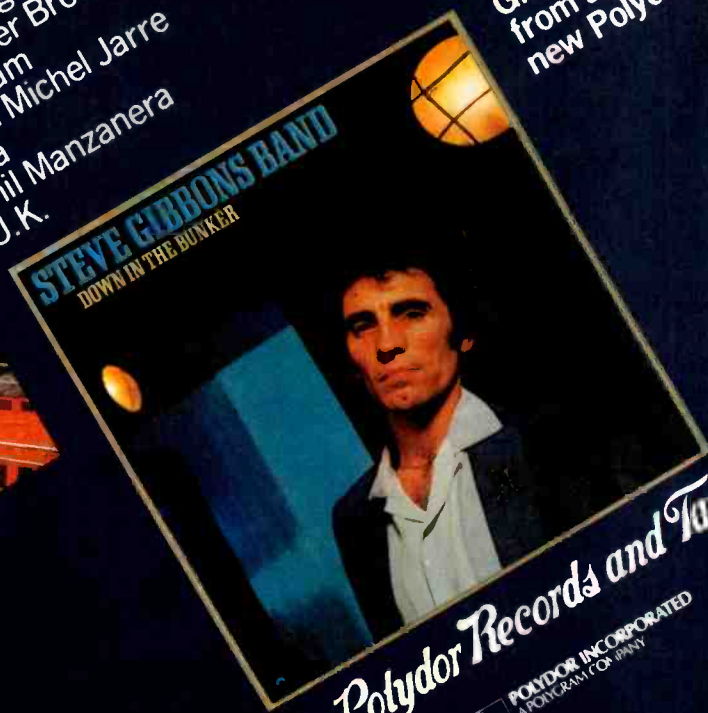


Here are
the reasons they're
listening.

And here are
some reasons they'll
be listening all year:
Atlanta Rhythm Section
Roy Ayers/Wayne Henderson
collaboration
Billy Burnett
Buckeye
Chick Corea



Lol Creme &
Kevin Godley
The Dodgers
Faragher Brothers
The Jam
Jean Michel Jarre
Jiva
Phil Manzanera
U.K.



Great Music
from the powerful
new Polydor

On Polydor Records and Tapes.

POLYDOR INCORPORATED
A PICTURAM COMPANY

WXRI (RL)	1.2	2.6	1.6	1.3	1.4	1.5
WZAM (C)	**	2.1	2.0	1.1	3.6	1.3
WMYK (R)*	3.7	4.6	3.1	5.3	2.9	4.5

OMAHA

OMAHA-COUNCIL BLUFFS 7 BOOK TREND TOTAL PERSONS 12+

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
-	1	WOWI
1	2	WTAR
3	3	WGH
5	4	WNOR-FM
4	5	WRAP

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WGH	2275
2	2	WTAR	2078
4	3	WQRK	1760
3	4	WNOR-FM	1716
-	5	WOWI	1541

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
KEFM (BM)	3.1	1.1	1.9	**	3.1	3.9	3.4
KEZO (BM)	9.7	8.7	8.9	10.6	9.1	10.8	10.0
KFAB (PA)	24.5	27.7	27.6	26.9	23.1	29.4	24.2
KGOR (R)	8.8	9.0	10.6	10.3	8.1	6.9	10.3
KOIL (R)	9.6	7.5	8.0	**	9.4	6.3	6.9
KOOO-FM (C)	3.1	2.9	1.8	3.1	3.9	2.4	1.5
KOWH-FM (PA/T)	1.6	1.2	1.2	3.1	1.0	.9	2.9
KQKQ (A)	2.9	5.9	6.0	5.6	8.9	6.3	7.6
KRCB (R)	.8	1.6	.9	2.3	1.4	1.9	2.2
KYNN (C)	**	**	**	**	**	5.1	5.8
WOW (R)	15.2	18.2	17.9	22.7	15.3	15.0	13.5

18-34 MEN

O/N '77	A/M '78	
1	1	WNOR-FM
-	2	WRAP
-	3	WMYK
3	4	WGH
4	5	WQRK

18-34 WOMEN

O/N '77	A/M '78	
-	1	WOWI
4	2	WQRK
5	3	WNOR-FM
3	4	WGH
2	5	WRAP

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
1	1	KFAB
2	2	WOW
4	3	KGOR
3	4	KEZO
5	5	KQKQ

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	KFAB	1985
2	2	WOW	1833
4	3	KGOR	1217
3	4	KOIL	1095
5	5	KEZO	1004

18-34 MEN

O/N '77	A/M '78	
1	1	KQKQ
2	2	WOW
2	3	KGOR
3	4	KFAB
5	5	KEZO

18-34 WOMEN

O/N '77	A/M '78	
1	1	WOW
4	2	KGOR
3	3	KEZO
-	4	KOIL
5	5	KQKQ

18-49 ADULTS

O/N '77	A/M '78	
1	1	KFAB
2	2	WOW
5	3	KGOR
3	4	KEZO
4	5	KQKQ

TEENS

O/N '77	A/M '78	
2	1	KGOR
1	2	KOIL
2	2	WOW

OKLAHOMA CITY

OKLAHOMA CITY 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
KATT (A)	**	**	**	**	**	.9	2.1
KATT-FM (A)	**	**	**	**	11.6	12.6	9.6
KEBC (C)	6.3	4.2	6.8	7.4	6.1	9.0	8.5
KFJL (B)	1.5	1.6	3.0	2.0	2.3	2.0	1.6
KFNB (BM)	2.3	3.8	7.9	4.8	5.9	6.2	4.2
KGFF (PA)	**	**	1.2	1.1	.9	**	1.0
KJIL (RL)	**	**	**	**	**	**	1.5
KKNG (BM)	11.4	10.2	8.4	9.1	8.9	10.8	10.6
KNOR (PA)	**	**	2.4	1.0	.5	.8	1.0
KOCY (PA)	1.9	2.2	2.6	2.0	1.1	1.8	3.4
KOFM (R)	6.2	3.0	5.8	4.1	5.1	5.0	8.7
KOMA (R)	7.5	5.3	6.5	9.8	10.6	5.8	7.1
KOCV (RL)	**	**	1.1	.8	.4	1.0	2.1
KTOK (PA)	14.8	17.4	16.4	15.7	16.9	13.9	11.7
KWHP (PA)	4.1	2.1	2.5	1.7	1.5	**	1.5
KXXY (R)	8.3	7.4	4.8	4.2	4.9	2.2	1.8
KZUE (R)	**	**	**	**	**	6.6	6.1
WKY (R)	14.2	16.7	15.5	13.6	10.1	10.8	10.5
WNAD (C)	3.4	5.1	1.3	2.9	3.0	2.6	2.6

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
2	1	KATT-AM-FM
1	1	KTOK
3	2	KKNG
4	3	WKY
-	4	KOFM
5	5	KEBC

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WKY	2329
3	2	KOMA	1575
2	3	KTOK	1466
-	4	KOFM	1234
5	5	KKNG	1196

18-34 MEN

O/N '77	A/M '78	
1	1	KATT-AM-FM
2	2	WKY
5	3	KOFM
-	4	KOMA
-	5	KEBC

18-34 WOMEN

O/N '77	A/M '78	
1	1	KATT-AM-FM
2	2	WKY
5	3	KZUE
4	4	KOMA
3	5	KOFM

18-49 ADULTS

O/N '77	A/M '78	
1	1	KATT-AM-FM
2	2	WKY
-	3	KOFM
5	3	KTOK
3	4	KKNG
4	5	KEBC

TEENS

O/N '77	A/M '78	
-	1	KOFM
1	2	KZUE
3	3	WKY
2	4	KOMA

ORLANDO

ORLANDO 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WBJW (R)	7.1	9.1	11.3	16.5	14.3	13.2	14.8
WDBO (PA)	16.6	12.8	14.2	11.7	10.6	11.1	9.2
WDBO-FM (BM)	11.9	11.4	13.0	12.1	8.8	11.2	14.8
WDIZ (A)	2.8	5.1	5.4	3.4	5.2	2.9	8.8
WFIV (C)	**	**	2.4	1.0	.8	.9	1.0
WHOO (C)	9.1	10.1	10.4	7.3	8.9	7.5	6.9
WHOO-FM (BM)	8.4	8.2	6.6	6.4	9.4	8.0	8.1
WKIS (PA)	5.2	5.1	4.5	6.9	8.4	8.8	7.3
WLOF (R)	11.4	7.8	7.4	9.3	8.9	5.9	6.0
WOKB (B)	3.6	5.8	3.8	8.6	5.7	3.4	1.8
WORL (B)	3.9	2.6	3.0	2.8	6.1	4.3	6.5
WHLY (A)*	**	**	**	.6	1.2	4.1	2.5
WORJ (A)*	5.5	6.5	5.4	2.9	3.3	6.1	2.9

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
1	1	WBJW
2	1	WDBO-FM
3	2	WDBO
-	3	WDIZ
5	4	WHOO-FM
4	5	WKIS

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WBJW	1663
4	2	WLOF	1222
2	3	WDBO	1181
3	4	WDBO-FM	1134
5	5	WKIS	1100

18-34 MEN

O/N '77	A/M '78	
5	1	WDIZ
1	2	WBJW
4	3	WLOF
-	4	WKIS
3	5	WHLY
2	5	WORJ

18-34 WOMEN

O/N '77	A/M '78	
1	1	WBJW
4	2	WDBO-FM
-	3	WDIZ
5	4	WORL
2	5	WLOF

18-49 ADULTS

O/N '77	A/M '78	
1	1	WBJW
-	2	WDIZ
2	3	WDBO-FM
-	4	WKIS
5	5	WLOF

TEENS

O/N '77	A/M '78	
1	1	WBJW
-	2	WORL
-	3	WDIZ
2	3	WLOF

PHILADELPHIA

PHILADELPHIA 10 BOOK TREND TOTAL PERSONS 12+

	A/M '76	J/A '76	O/N '76	J/F '77	A/M '77	J/A '77	O/N '77	J/F '78	A/M '78	J/A '78
KYW (N)	8.8	8.6	10.6	10.0	11.4	11.0	7.4	10.0	10.5	11.3
WCAU (N/T)	8.4	4.5	5.2	7.4	5.1	5.1	4.6	5.2	5.4	5.1
WCAU-FM (B)	2.0	3.6	2.2	1.9	4.1	4.6	3.9	2.9	3.1	3.8
WDAS (B)	2.4	2.4	2.5	2.3	2.1	2.4	2.1	2.3	2.1	1.1
WDAS-FM (B)	3.6	2.9	3.0	4.0	4.2	4.8	4.5	4.2	5.1	6.3
WDVR (BM)	5.9	5.1	6.0	6.5	5.4	4.0	6.0	6.5	5.1	4.5
WFIL (R)	8.1	7.2	7.1	6.3	6.0	6.0	4.8	3.9	5.8	4.2
WFLN-FM (CL)	1.1	1.8	2.3	2.3	2.0	1.3	2.2	2.9	2.1	1.6
WHAT (B)	1.9	1.3	1.7	1.0	1.2	1.0	1.4	1.2	1.2	1.0
WIFI (R)	3.3	3.8	3.9	3.2	4.2	3.7	3.5	4.3	3.5	4.4
WIOQ (A)	.7	1.7	1.3	1.7	1.9	2.5	2.0	2.3	3.0	3.4
WIP (PA)	8.8	9.4	10.0	10.8	8.4	8.4	9.5	9.2	9.0	8.3
WMGK (PA)	4.7	3.8	3.9	4.3	3.5	3.9	3.8	4.2	3.2	3.5
WMMR (A)	1.6	2.2	2.7	1.8	2.5	2.3	2.8	1.6	1.2	2.2
WPEN (PA)	2.9	2.6	2.8	2.4	2.4	2.8	2.9	2.0	3.0	2.7
WSNI (C)	**	**	**	**	**	**	1.6	2.2	2.6	2.7
WUSL (PA)	**	**	1.2	2.3	4.2	2.9	3.6	3.3	3.3	3.5
WWDB (T)	2.2	4.1	3.7	3.9	1.9	2.9	3.0	3.6	2.5	3.2
WWSH (BM)	8.6	7.9	8.6	8.5	6.2	7.6	7.7	6.4	8.1	7.5
WYSP (A)	3.7	3.9	5.8	4.2	5.9	4.7	4.5	4.4	4.3	4.8
WZZD (R)	**	**	**	**	**	**	3.6	3.3	3.7	2.9

TOP 10 QUARTER HOUR

J/F '78	A/M '78	J/A '78	
1	1	1	KYW
2	2	2	WIP
4	3	3	WWSH
8	4	4	WDAS-FM
5	6	5	WCAU
6	8	6	WYSP
3	7	7	WDVR
7	10	8	WIFI
9	5	9	WFIL
-	-	10	WCAU-FM

18-34 MEN

J/F '78	A/M '78	J/A '78	
1	1	1	WYSP
-	2	2	WIOQ
2	3	3	WDAS-FM
-	-	4	WMMR
-	-	5	KYW

18-49 ADULTS

J/F '78	A/M '78	J/A '78	
1	1	1	WIP
5	2	2	WDAS-FM
4	5	3	WYSP
2	4	4	KYW
-	4	5	WWSH

TOP 10 CUME IN HUNDREDS

J/F '78	A/M '78	J/A '78		
1	1	1	KYW	12246
3	5	2	WCAU	6478
4	3	3	WFIL	6442
2	2	4	WIP	5965
5	4	5	WWSH	5389
8	9	6	WYSP	5226
9	8	7	WIFI	5054
-	-	8	WCAU-FM	4455
7	6	9	WZZD	4319
6	7	10	WDVR	4197

18-34 WOMEN

J/F '78	A/M '78	J/A '78	
2	1	1	WDAS-FM
5	4	2	WCAU-FM
-	5	3	WYSP
1	3	4	WMGK
-	2	5	WFIL

TEENS

J/F '78	A/M '78	J/A '78	
1	1	1	WIFI
2	2	2	WDAS-FM
-	-	3	WIOQ
3	3	3	WZZD
3	5	4	WYSP

18-34 MEN

O/N '77	A/M '78	
2	1	KKKQ-KUPD
1	2	KDKB-FM
-	3	KBBC
5	4	KOY
-	5	KIFM

18-49 ADULTS

O/N '77	A/M '78	
1	1	KOY
2	2	KKKQ-KUPD
5	3	KDKB-FM
-	4	KQYT
-	5	KBBC

18-34 WOMEN

O/N '77	A/M '78	
2	1	KKKQ-KUPD
-	2	KDKB-FM
1	3	KOY
3	4	KBBC
-	5	KQYT

TEENS

O/N '77	A/M '78	
1	1	KKKQ-KUPD
-	2	KDKB-FM
2	3	KRIZ
3	4	KRUX

PITTSBURGH

PITTSBURGH 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
KDKA (PA)	25.5	20.7	25.8	22.6	27.0	22.7	24.5
KDKA-FM (PA)	1.7	1.4	1.6	1.8	1.4	1.6	1.1
KQV (N)	1.2	1.3	1.5	3.0	2.1	2.6	2.9
WAMO (B)	.7	2.2	3.4	2.8	2.0	2.3	3.4
WDVE (A)	5.3	5.4	6.8	5.7	7.8	5.2	5.6
WEPP (C)	3.0	7.0	4.1	3.5	2.5	2.6	2.3
WEPP-FM (C)	1.3	1.9	1.3	2.2	.9	2.5	1.3
WFFM (A)	**	**	**	**	**	1.7	1.7
WJOI (BM)	**	3.8	3.8	4.5	3.9	5.2	5.7
WKTO (R)	8.3	6.6	6.1	4.7	4.6	3.9	4.7
WPEZ (R)	4.4	5.6	5.7	5.0	4.9	5.9	4.5
WSHH (BM)	6.7	7.7	6.3	7.5	8.3	8.5	8.6
WTAE (PA)	6.1	4.9	5.0	9.0	5.2	6.5	6.1
WWSW (PA)	7.4	5.6	7.3	5.5	6.5	5.9	4.3
WXKX (R)	**	**	**	**	5.1	4.1	6.3
WYDD (A)	1.4	2.7	1.3	1.9	1.5	3.0	1.7

TOP 10 QUARTER HOUR

O/N '77	A/M '78	
1	1	KDKA
2	2	WSHH
7	3	WXKX
3	4	WTAE
5	5	WJOI
5	6	WDVE
8	7	WKTO
4	8	WPEZ
4	9	WWSW
6	10	WEPP-AM-FM

18-34 MEN

O/N '77	A/M '78	
1	1	WDVE
2	2	WTAE
3	3	KDKA
-	4	WXKX
5	5	WPEZ

18-49 ADULTS

O/N '77	A/M '78	
1	1	KDKA
2	2	WTAE
3	3	WDVE
-	4	WXKX
-	5	WJOI

TOP 10 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	KDKA	10462
5	2	WKTO	3748
6	3	WXKX	3741
2	4	WTAE	3628
3	5	WSHH	3504
4	6	WWSW	3240
7	7	WPEZ	3074
8	8	WDVE	2875
10	9	WJOI	2134
9	10	KQV	2083

18-34 WOMEN

O/N '77	A/M '78	
2	1	WTAE
3	2	WKTO
1	3	KDKA
5	3	WDVE
-	4	WXKX
-	5	WAMO

TEENS

O/N '77	A/M '78	
2	1	WXKX
3	2	WDVE
1	3	WPEZ
4	4	WKTO
-	5	WAMO

PHOENIX

PHOENIX 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
KBBC (A)	4.8	3.7	5.4	6.1	4.1	3.8	4.1
KDKB-FM (A)	3.8	5.9	4.9	5.6	5.1	4.6	7.8
KHEP (RL)	.9	1.4	.5	.5	1.0	1.3	1.8
KIFN (S)	6.0	2.3	1.6	.5	3.2	2.0	5.3
KIOG (R)	**	**	**	**	1.1	2.0	1.5
KJJJ (C)	6.0	4.9	5.8	7.6	5.4	5.3	3.8
KKKQ (R)	**	**	**	**	**	**	2.7
KMEO (BM)	1.5	1.5	1.3	1.5	2.3	2.3	1.5
KMEO-FM (BM)	6.0	7.3	6.9	6.8	6.3	6.9	6.0
KNIX (C)	**	**	4.1	1.6	2.2	2.4	1.3
KNIX-FM (C)	3.2	4.5	5.3	4.8	2.8	3.8	4.1
KOOL (PA)	7.1	5.6	5.4	7.4	4.6	6.2	4.2
KOOL-FM (O)	4.6	4.2	4.7	3.7	4.8	3.3	2.6
KOPA (R)	**	**	**	**	**	**	1.9
KOPA-FM (R)	**	**	**	**	**	**	1.0
KOY (PA)	8.6	9.3	7.9	7.7	8.6	8.3	8.4
KPHX (S)	3.4	2.3	2.2	1.1	1.7	1.3	1.8
KQYT (BM)	**	**	**	**	**	**	11.2
KRIZ (R)	9.3	4.9	4.0	4.7	6.1	3.9	2.9
KRUX (R)	2.8	1.0	.9	.9	2.4	2.9	1.9
KTAR (N)	6.4	5.3	6.5	6.0	5.8	6.5	7.2
KUPD (R)	1.4	4.0	3.1	7.9	6.5	5.9	9.8

TOP 10 QUARTER HOUR

O/N '77	A/M '78	
2	1	KKKQ-KUPD
-	2	KQYT
4	3	KOY
8	4	KDKB-FM
3	5	KMEO-AM-FM
5	6	KTAR
6	7	KNIX-AM-FM
-	8	KIFN
6	9	KOOL
10	10	KBBC

TOP 10 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	KKKQ-KUPD	3225
2	2	KOY	2378
4	3	KTAR	2224
-	4	KQYT	1976
3	5	KMEO-AM-FM	1859
-	6	KDKB-FM	1433
-	7	KBBC	1323
5	8	KOOL	1292
9	9	KNIX-AM-FM	1210
7	10	KJJJ	1122

PORTLAND, OR.

PORTLAND, OR 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
KEX (PA)	7.8	7.9	10.1	9.2	8.1	7.3	6.6
KGON (A)	4.0	3.7	3.3	3.5	5.2	5.1	5.4
KGW (R)	9.8	12.2	11.8	14.5	15.2	10.2	11.6
KINK (A)	3.0	3.2	4.4	4.1	3.4	3.9	3.6
KJIB (BM)	1.4	1.7	2.3	2.5	2.7	5.1	3.4
KKEY (T)	2.3	3.1	2.6	3.5	2.9	3.4	2.9
KMJK (PA)	**	**	**	**	**	1.2	2.4
KPAM-FM (R)	6.2	6.2	4.3	7.4	9.2	6.7	4.4
KPDQ (RL)	1.8	.7	1.5	1.1	1.4	1.1	1.6
KQFM (BM)	2.2	2.5	2.8	1.7	1.5	1.5	1.3
KUPL (BM)	**	**	**	3.8	1.6	3.3	4.4
KUPL-FM (BM)	5.9	6.2	8.3	6.3	5.1	6.6	5.5
KVAN (A)	1.3	.9	1.5	2.1	1.7	1.1	1.3
KWJJ (C)	6.5	6.9	7.4	6.9	8.5	8.5	7.9
KXL (N)	6.5	8.8	8.2	7.7	6.2	6.7	6.8
KXL-FM (BM)	3.1	4.1	4.2	5.7	3.7	4.3	5.3
KYTE (R)	**	**	**	**	**	7.5	8.9
KYTE-FM (R)	**	**	**	**	**	2.4	2.8
KYXI (N)	6.4	2.9	3.2	3.6	3.9	3.9	3.3

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
1	1	KGW
3	2	KYTE
2	3	KWJJ
5	4	KXL
4	5	KEX

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
2	1	KYTE	3023
1	2	KGW	3017
4	3	KEX	1615
3	4	KWJJ	1585
-	5	KXL	1185

18-34 MEN

O/N '77	A/M '78	
3	1	KGON
2	2	KGW
5	3	KYTE
1	4	KINK
-	5	KVAN

18-34 WOMEN

O/N '77	A/M '78	
1	1	KGW
-	2	KYTE
2	3	KPAM-FM
3	4	KGON
4	5	KINK

18-49 ADULTS

O/N '77	A/M '78	
1	1	KGW
2	2	KWJJ
5	2	KYTE
-	3	KGON
-	4	KINK
3	5	KEX

TEENS

O/N '77	A/M '78	
1	1	KGW
2	2	KYTE
3	3	KPAM-FM
4	4	KGON

PROVIDENCE

PROVIDENCE-WARWICK-PAWTUCKET 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WALE (PA)	**	**	**	**	1.6	1.6	2.0
WBRU (A)	1.6	2.8	3.5	2.2	1.4	2.9	2.4
WBSM (PA)	**	**	**	**	4.3	2.3	2.3
WEAN (N)	4.7	3.9	5.3	7.1	4.4	3.9	6.3
WGNG (R)	7.6	5.1	4.9	4.5	2.6	1.2	1.6
WHIM (C)	3.5	2.6	2.9	2.8	2.0	2.3	4.3
WHJY (BM)	**	**	**	**	**	**	5.6
WICE (T)	9.0	9.7	6.9	7.8	4.0	4.5	2.3
WJAR (PA)	5.7	6.6	7.3	5.7	6.7	4.6	5.5
WLKW (BM)	4.5	6.5	4.9	5.0	4.8	3.1	3.6
WLKW-FM (BM)	11.5	18.1	13.4	15.8	13.1	16.0	10.0
WMYS (PA)	**	**	**	.3	1.0	1.1	2.0
WNBH (PA)	**	**	**	**	1.0	1.1	1.6
WPJB (R)	2.5	3.4	4.3	4.6	5.1	6.7	6.2
WPRO (PA)	10.8	8.4	10.5	12.1	10.6	10.8	11.1
WPRO-FM (R)	8.0	6.4	8.3	9.1	5.6	6.5	7.6
WSAR (PA)	**	**	.5	**	1.7	.8	1.0

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
2	1	WPRO
1	2	WLKW-FM
5	3	WPRO-FM
-	4	WEAN
4	5	WPJB

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WPRO	4298
3	2	WPRO-FM	2845
5	3	WJAR	2674
2	4	WLKW-FM	2625
4	5	WPJB	2334

18-34 MEN

O/N '77	A/M '78	
1	1	WPRO
4	2	WPRO-FM
2	3	WBRU
4	4	WAAF
-	5	WPJB

18-34 WOMEN

O/N '77	A/M '78	
1	1	WPRO
2	2	WPRO-FM
3	3	WPJB
-	4	WLKW-FM
-	5	WBRU
4	5	WJAR
-	5	WMYS
5	5	WROR*

18-49 ADULTS

O/N '77	A/M '78	
1	1	WPRO
4	2	WPRO-FM
2	3	WLKW-FM
-	4	WHJY
5	4	WPJB
-	5	WJAR

TEENS

O/N '77	A/M '78	
1	1	WPJB
2	2	WPRO-FM
3	3	WPRO

RALEIGH

RALEIGH-DURHAM 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WCHL (R)	3.6	3.1	1.4	3.2	4.0	3.4	2.6
WDBS (A)	1.4	1.5	1.3	.8	1.2	1.8	1.3
WDCG (C)	1.7	1.7	1.1	2.4	1.8	2.2	3.4
WDNC (R)	7.3	7.6	6.7	9.1	6.8	6.9	6.1
WETC (BM)	1.6	1.1	1.3	2.0	1.2	**	3.1
WKIX (R)	8.8	12.0	8.5	9.4	9.3	10.1	8.7
WLLE (B)	5.2	4.6	5.6	3.9	5.6	4.7	5.2

WPTF (PA)	21.2	20.9	18.8	19.9	19.6	18.8	15.6
WQDR (A)	10.4	7.6	8.9	8.6	5.3	10.7	8.7
WRAL (PA)	6.6	8.0	9.4	9.6	14.0	11.2	14.1
WSRC (B)	5.7	8.5	4.9	6.9	5.3	3.7	7.2
WTIK (C)	3.1	3.1	1.8	2.9	2.2	1.7	2.8
WYNA (C)	1.4	.4	2.4	1.5	2.5	1.5	1.6
WYYD (BM)	10.2	9.1	13.6	7.9	8.5	8.7	7.9

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
1	1	WPTF
2	2	WRAL
4	3	WKIX
3	3	WQDR
5	4	WYYD
-	5	WSRC

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WPTF	1256
3	2	WRAL	1123
2	3	WKIX	1098
4	4	WDNC	864
5	5	WQDR	719

18-34 MEN

O/N '77	A/M '78	
2	1	WQDR
1	2	WRAL
3	3	WKIX
-	4	WPTF
-	5	WDCG

18-34 WOMEN

O/N '77	A/M '78	
1	1	WRAL
2	2	WKIX
-	3	WSRC
4	4	WYYD
5	5	WDNC
3	5	WQDR

18-49 ADULTS

O/N '77	A/M '78	
1	1	WRAL
2	2	WQDR
3	3	WKIX
-	3	WPTF
4	3	WYYD
-	4	WSRC
5	5	WDNC

TEENS

O/N '77	A/M '78	
1	1	WKIX
-	2	WSRC
-	3	WDCG
2	3	WQDR
3	4	WLLE

RENO

RENO 4 BOOK TREND TOTAL PERSONS 12+

	A/M '75	A/M '76	A/M '77	A/M '78
KBET (C)	5.6	4.0	3.6	4.2
KCBN (R)	20.2	14.4	17.2	14.0
KCRL (BM)	7.9	6.5	7.8	3.3
KGLR (A)	7.3	6.0	7.3	6.1
KNEV (PA)	**	**	1.0	.9
KOH (N)	9.6	13.4	10.4	9.3
KOLO (PA)	11.2	12.9	14.6	13.1
KONE (C)	5.1	8.0	3.6	7.5
KRNO (PA)	6.7	9.0	7.8	13.1
KSRN (PA)	6.7	4.0	5.2	13.6
KWRL (BM)	**	3.0	**	1.4
KKBC (R)*	3.4	9.5	9.4	8.9

TOP 5 QUARTER HOUR

A/M '77	A/M '78	
1	1	KCBN
-	2	KSRN
2	3	KOLO
5	3	KRNO
3	4	KOH
4	5	KKBC

TOP 5 CUME IN HUNDREDS

A/M '77	A/M '78		
1	1	KCBN	453
2	2	KOLO	439
-	3	KRNO	289
4	4	KKBC	250
-	5	KSRN	209

18-34 MEN

A/M '77	A/M '78	
1	1	KGLR
4	2	KCBN
-	2	KRNO
2	3	KKBC
3	4	KOLO
-	5	KONE

18-34 WOMEN

A/M '77	A/M '78	
-	1	KRNO
1	2	KCBN
2	3	KKBC
2	4	KOLO
3	5	KGLR

18-49 ADULTS

A/M '77	A/M '78	
5	1	KRNO
1	2	KOLO
2	3	KCBN
3	4	KKBC
4	5	KGLR

TEENS

A/M '77	A/M '78	
1	1	KCBN
2	2	KKBC

LEGEND

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

RICHMOND

RICHMOND 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WANT (B)	4.8	5.9	4.1	4.1	7.3	5.8	6.0
WEET (PA)	.8	2.9	.8	2.8	1.9	3.5	3.1
WENZ (B)	5.5	5.0	5.0	6.5	2.5	6.1	4.5
WEZS (BM)	11.7	9.3	12.7	7.8	8.8	10.0	7.6
WGOW (A)	6.0	2.6	5.0	3.7	4.5	1.1	2.4
WKIE (PA)	**	**	**	**	**	1.6	1.1
WLEE (R)	11.5	11.9	8.3	10.0	9.7	6.9	7.6
WRNL (N)	3.4	5.2	5.8	5.2	2.1	2.5	4.2
WRVA (PA)	24.5	22.2	18.4	19.2	24.8	19.4	18.9
WRVQ (R)	8.7	9.9	11.8	14.6	15.8	16.9	19.3
WRXL (A)	3.4	4.4	5.8	5.5	3.6	7.0	6.1
WTVR (C)	3.5	3.8	4.1	3.2	2.1	2.2	1.8
WTVR-FM (BM)	1.5	2.9	2.7	4.3	3.3	3.1	3.3
WXGI (C)	2.8	2.7	3.5	4.5	4.2	3.9	6.1

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
2	1	WRVQ
1	2	WRVA
3	3	WEZS
5	4	WLEE
4	4	WRXL
-	4	WXGI
-	5	WANT

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WRVA	1968
2	2	WRVQ	1626
3	3	WLEE	1011
4	4	WEZS	733
-	5	WRXL	724

18-34 MEN

O/N '77	A/M '78	
1	1	WRVQ
2	2	WRXL
-	3	WGOW
-	4	WEZS
5	4	WLEE
-	4	WRVA
-	4	WXGI

18-34 WOMEN

O/N '77	A/M '78	
1	1	WRVQ
3	2	WLEE
2	3	WRXL
5	4	WANT
-	5	WEET
4	5	WRVA

18-49 ADULTS

O/N '77	A/M '78	
1	1	WRVQ
2	2	WRVA
5	3	WLEE
3	4	WRXL
-	5	WXGI

TEENS

O/N '77	A/M '78	
1	1	WRVQ
-	2	WENZ
-	3	WANT

ROCHESTER

ROCHESTER, NY 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WACK (PA)	**	**	.7	.7	.6	**	1.5
WAXC (PA)	5.5	6.4	6.0	4.5	4.2	1.7	2.6
WBBF (R)	9.7	8.5	7.0	11.2	11.6	12.0	10.2
WCMF (A)	3.8	4.1	5.1	3.7	5.0	6.9	1.8
WDXK (B)	**	2.4	3.5	.6	1.9	1.0	1.3
WEZO (BM)	19.2	15.5	18.2	19.8	16.6	16.8	18.6
WFLC (PA)	**	1.3	1.7	2.4	.7	2.6	1.8
WGVA (PA)	.5	.7	.6	.6	1.2	1.2	1.0
WHAM (PA)	20.7	21.8	19.4	17.5	16.6	15.8	15.5
WHFM (R)	6.4	6.0	6.7	7.4	4.0	4.7	5.6
WMJQ (A)	**	**	**	**	4.1	2.6	6.5
WNYR (C)	9.5	9.0	6.5	3.8	5.3	5.0	5.3
WPXY (BM)	4.7	4.0	5.0	4.4	5.8	4.4	4.5
WROC (N)	3.8	2.8	4.3	3.4	2.7	2.4	3.3
WSAY (A)	2.7	2.2	1.7	2.4	2.2	2.2	1.2
WVOR (PA)	1.1	1.0	.8	2.2	2.6	3.2	4.8

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
1	1	WEZO
2	2	WHAM
3	3	WBBF
-	4	WMJQ
-	5	WHFM

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WHAM	3041
2	2	WBBF	2642
3	3	WEZO	2526
4	4	WHFM	1298
-	5	WAXC	1127

18-34 MEN

O/N '77	A/M '78	
-	1	WMJQ
4	2	WVOR
2	3	WBBF
3	4	WHFM
5	5	WHAM

18-34 WOMEN

O/N '77	A/M '78	
5	1	WEZO
1	2	WBBF
2	3	WHFM
3	4	WHAM
5	5	WMJQ

18-49 ADULTS

O/N '77	A/M '78	
1	1	WEZO
-	2	WMJQ
4	3	WBBF
2	4	WHAM
-	5	WVOR

TEENS

O/N '77	A/M '78	
1	1	WBBF
2	2	WHFM
-	3	WAXC

SACRAMENTO

SACRAMENTO 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
KCRA (PA)	11.8	10.2	9.2	9.9	7.2	6.9	8.6
KCTC (BM)	7.2	7.0	7.5	6.9	5.2	8.4	5.3
KEBR (PA)	1.4	1.4	.8	.9	2.9	1.0	1.3
KEWT (BM)	11.4	11.7	10.1	10.7	15.1	12.7	15.1
KFBK (N)	2.6	5.7	5.0	4.6	5.5	4.3	4.7
KFBK-FM (CL)	1.2	1.3	1.2	3.3	1.9	1.0	2.4
KGMS (PA)	5.2	4.0	5.6	4.4	5.4	4.2	7.1
KNDE (R)	5.1	4.1	6.5	4.2	3.9	3.7	2.2
KPOP (B)	1.4	1.7	1.2	.8	2.1	2.0	2.2
KRAK (C)	7.2	9.4	7.9	7.6	7.2	8.8	6.3
KROI (R)	**	2.3	2.4	3.7	6.0	5.4	5.8
KROY (R)	7.7	7.5	5.9	7.3	5.7	6.4	7.6
KSFM (A)	5.0	5.7	5.8	5.6	3.5	4.3	4.4
KWOD (A)	**	**	**	**	.7	.9	1.8
KXOA (A)	8.1	4.9	4.4	5.7	5.0	8.4	6.4
KZAP (A)	2.7	4.9	4.2	5.1	5.2	3.6	3.4
KFRC (R)*	5.2	4.1	5.4	4.7	3.5	4.4	2.8
KGO (N)*	2.3	3.6	1.7	2.8	2.5	3.0	2.4

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
1	1	KEWT
4	2	KCRA
5	3	KROY
-	4	KGMS
3	5	KXOA

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	KROY	1924
3	2	KCRA	1685
2	3	KEWT	1570
-	4	KFRC	1278
5	5	KXOA	1264

18-34 MEN

O/N '77	A/M '78	
4	1	KROI
3	1	KSFM
2	1	KZAP
1	2	KXOA
-	3	KROY
-	4	KFBK
-	5	KCTC
-	5	KEWT
4	5	KFRC

18-34 WOMEN

O/N '77	A/M '78	
1	1	KXOA
3	2	KROY
4	3	KCTC
5	4	KEWT
2	4	KROI
4	5	KSFM

18-49 ADULTS

O/N '77	A/M '78	
4	1	KEWT
1	2	KXOA
-	3	KCRA
-	4	KROY
3	5	KRAK

TEENS

O/N '77	A/M '78	
1	1	KROY
2	2	KROI
-	3	KSFM
3	4	KNDE

SAGINAW

SAGINAW 4 BOOK TREND TOTAL PERSONS 12+

	A/M '75	A/M '76	A/M '77	A/M '78
WIOG (BM)	**	4.0	4.2	4.6
WKCO (C)	6.5	7.3	7.3	8.1
WKNX (R)	7.8	4.7	12.9	4.6
WSAM (R)	10.9	9.5	14.3	8.8
WSGW (PA/T)	11.9	13.1	15.7	21.5
WWWS (B)	2.4	4.7	2.1	1.2
WGER (BM)*	15.7	11.7	9.1	19.2
WHNN (R)*	13.7	18.2	12.2	9.6
WJR (PA)*	7.5	2.9	3.8	6.2
WTAC (R)*	2.0	3.3	2.1	2.7
WXOX (C)*	5.8	5.1	4.2	3.5

TOP 5 QUARTER HOUR

A/M '77	A/M '78	
1	1	WSGW
5	2	WGER
4	3	WHNN
2	4	WSAM
-	5	WKCO

TOP 5 CUME IN HUNDREDS

A/M '77	A/M '78		
2	1	WSGW	668
1	2	WSAM	602
-	3	WGER	488
4	4	WHNN	479
3	5	WKNX	347

18-34 MEN

A/M '77	A/M '78	
3	1	WSGW
-	2	WIOG
1	2	WKNX
1	2	WSAM
3	3	WKCO
2	3	WHNN
-	4	WTAC

18-49 ADULTS

A/M '77	A/M '78	
5	1	WGER
4	2	WSGW
1	3	WSAM
-	4	WKCO
3	5	WHNN

18-34 WOMEN

A/M '77	A/M '78	
4	1	WGER
1	2	WSAM
2	2	WHNN
5	3	WKCO
5	4	WIOG
3	5	WKNX
5	5	WSGW

TEENS

A/M '77	A/M '78	
1	1	WHNN
1	2	WSAM

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
1	1	KCPX
3	2	KSL
-	3	KCPX-FM
-	4	KLUB
-	5	KSFI

18-34 MEN

O/N '77	A/M '78	
2	1	KCPX-FM
1	2	KCPX
-	3	KALL
4	4	KRSP
4	5	KRGO

18-49 ADULTS

O/N '77	A/M '78	
1	1	KCPX
-	2	KCPX-FM
4	3	KSL
-	4	KSFI
-	5	KRGO

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	KCPX	1903
2	2	KSL	1550
3	3	KLUB	1531
-	4	KCPX-FM	1112
5	5	KRSP-FM	1047

18-34 WOMEN

O/N '77	A/M '78		
1	1	KCPX	
-	2	KCPX-FM	
-	3	KSOP-FM	
-	4	KALL-FM	
-	4	KSL	
3	5	KALL	
2	5	KRSP-FM	
-	5	KSFI	

TEENS

O/N '77	A/M '78		
1	1	KCPX	
1	2	KRSP-FM	
2	3	KCPX-FM	

ST. LOUIS

ST. LOUIS 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
KADI (A)	**	1.8	1.3	1.6	1.2	1.1	1.4
KADI-FM (A)	4.1	5.3	3.8	3.0	2.8	3.2	2.6
KATZ (B)	3.1	4.9	6.1	3.3	3.2	3.6	2.2
KCFM (BM)	3.3	3.3	4.2	4.4	4.9	2.7	1.9
KEZK (BM)	3.6	3.4	4.1	4.2	4.8	5.4	7.3
KKSS (B)	2.7	2.7	1.9	1.7	3.2	3.8	4.7
KMOX (T)	25.2	24.5	26.4	26.1	24.3	25.6	25.3
KMOX-FM (PA)	3.1	2.3	2.6	2.2	3.3	3.9	3.8
KSD (PA)	11.5	11.0	8.3	7.7	7.5	7.5	6.7
KSHE (A)	4.3	5.6	4.9	5.4	5.5	7.9	8.0
KSLQ (R)	6.1	5.9	8.1	8.7	8.3	8.1	7.7
KXOK (R)	5.3	4.9	5.5	6.2	4.5	4.2	4.9
WIBV (R)	**	**	.7	.7	.7	.8	1.1
WIL (C)	5.8	4.2	5.9	7.0	5.3	4.7	5.9
WIL-FM (C)	2.5	2.9	2.5	3.6	4.2	4.3	3.9
WRTH (BM)	5.2	3.6	4.6	3.5	3.9	4.5	4.1

TOP 10 QUARTER HOUR

O/N '77	A/M '78	
1	1	KMOX
3	2	KSHE
2	3	KSLQ
5	4	KEZK
4	5	KSD
6	6	WIL
9	7	KXOK
-	8	KKSS
7	9	WRTH
8	10	WIL-FM

TOP 10 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	KMOX	8615
2	2	KSD	4174
3	3	KSLQ	3804
4	4	KXOK	3413
5	5	KSHE	3272
9	6	KEZK	2632
8	7	WRTH	2327
-	8	WIL	2279
-	9	KMOX-FM	2111
6	10	KADI-FM	2078

18-34 MEN

O/N '77	A/M '78	
1	1	KSHE
3	2	KMOX
-	3	KKSS
4	4	KSD
2	5	KSLQ

18-34 WOMEN

O/N '77	A/M '78	
2	1	KSLQ
3	2	KSHE
1	3	KSD
1	4	KMOX
-	5	KEZK

18-49 ADULTS

O/N '77	A/M '78	
1	1	KMOX
2	2	KSHE
3	3	KSD
4	4	KSLQ
5	5	KEZK

TEENS

O/N '77	A/M '78	
1	1	KSLQ
3	2	KXOK
2	3	KSHE

SALT LAKE CITY

SALT LAKE CITY-OGDEN 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
KALL (PA)	5.2	5.9	5.6	7.1	6.7	5.4	4.8
KALL-FM (BM)	1.2	1.8	2.1	1.1	1.3	2.0	3.2
KCPX (R)	12.1	13.2	13.4	10.7	11.9	10.0	10.4
KCPX-FM (A)	3.1	3.5	3.6	4.3	3.9	4.5	8.8
KDAB (R)	**	1.0	1.1	.9	2.1	1.3	1.0
KLO (PA)	1.7	1.0	.6	.7	1.0	1.5	1.0
KLUB (BM)	11.0	9.1	8.0	12.0	6.5	9.7	8.7
KLUB-FM (BM)	4.4	6.2	5.3	4.8	3.7	5.6	5.5
KRGO (C)	2.7	2.0	4.6	3.9	4.7	4.3	5.3
KRSP (R)	4.7	4.2	3.7	4.0	3.9	4.3	3.9
KRSP-FM (R)	4.6	6.5	6.5	6.8	7.8	8.1	5.4
KSFI (BM)	**	**	**	**	**	**	8.1
KSL (PA)	9.6	13.0	10.0	8.8	12.6	9.1	9.1
KSOP (C)	4.4	4.5	4.6	5.2	2.4	2.0	5.0
KSOP-FM (C)	5.0	3.9	5.7	6.3	7.8	6.0	4.6
KSXX (T)	4.9	4.1	4.1	4.8	2.8	4.4	3.7
KWHO-FM (R)	**	.4	1.0	1.0	**	1.2	1.3

SAN ANTONIO

SAN ANTONIO 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
KAPE (B)	3.2	2.3	1.3	1.1	5.3	2.6	3.3
KBUC (C)	2.7	3.7	3.0	3.4	2.4	2.5	3.9
KBUC-FM (C)	3.1	3.6	2.7	3.3	4.4	4.5	5.6
KCOR (S)	12.8	11.2	15.5	14.1	12.4	11.5	11.9
KDRY (RL)	**	**	**	1.3	.8	.8	1.6
KEDA (S)	4.3	5.6	4.8	4.3	3.6	2.9	3.5
KISS (PA)	.6	1.4	.9	1.0	1.9	2.9	2.5
KITE (PA)	4.7	4.0	3.8	2.9	2.0	2.2	1.8
KITE-FM (PA)	**	**	**	**	1.0	1.5	1.0
KITY (PA)	2 8 ^a	5.1	3.0	2.2	3.1	2.5	2.8
KKYX (C)	9.2	7.8	7.7	7.0	6.4	8.9	6.8
KMAC (PA)	**	.4	.4	.5	.7	1.4	1.5
KONO (R)	4.0	4.4	4.9	5.0	3.3	2.8	1.9
KOXT (BM)	8.3	7.8	9.6	11.4	8.7	6.3	9.4
KTFM (A)	2.8	4.4	3.0	4.9	6.7	10.2	8.3
KTSA (R)	20.5	17.4	19.4	18.1	17.7	14.6	13.7
KUKA (S)	1.4	2.4	2.6	3.4	3.2	3.6	3.3
KZZY (R)	**	**	**	**	3.9	2.5	4.2
WOAI (PA)	4.0	3.1	4.2	5.2	6.1	7.2	5.1
WOAI-FM (BM)	**	**	**	**	2.0	2.3	2.7

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
1	1	KTSA
2	2	KCOR
-	3	KOXT
3	4	KTFM
4	5	KKYX

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	KTSA	2900
2	2	KTFM	1677
4	3	KKYX	1314
-	4	KOXT	1204
3	5	WOAI	1148

18-34 MEN

O/N '77	A/M '78	
1	1	KTFM
2	1	KTSA
3	2	KKYX
-	3	KBUC-FM
5	4	KISS
-	5	KBUC

18-34 WOMEN

O/N '77	A/M '78	
1	1	KTSA
2	2	KCOR
2	2	KTFM
-	3	KOXT
-	4	KAPE
3	4	KKYX
5	5	KITY

18-49 ADULTS

O/N '77	A/M '78	
1	1	KTSA
3	2	KCOR
4	3	KKYX
2	4	KTFM
-	5	KOXT

TEENS

O/N '77	A/M '78	
1	1	KTSA
2	2	KTFM
-	3	KZZY

LEGEND

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

SAN DIEGO

SAN DIEGO 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
KCBQ (R)	10.0	8.6	8.6	9.1	5.5	5.7	5.5
KEZL (BM)	4.5	4.0	4.8	7.3	6.3	4.6	4.5
KFMB (PA)	5.2	5.6	5.2	5.8	3.9	3.7	4.1
KFMB-FM (R)	3.3	6.3	6.3	6.1	5.6	8.6	7.0
KFSD (CL)	2.4	2.5	3.7	3.1	2.8	3.3	2.2
KGB (A)	5.1	5.6	4.6	5.3	4.7	4.2	3.5
KGB-FM (A)	5.8	6.8	7.1	7.6	7.0	6.2	7.1
KIFM (A)	**	**	**	**	3.8	4.4	4.7
KJFM (BM)	**	**	**	2.4	2.4	1.6	1.6
KMJC (R)	**	**	**	**	6.6	6.0	3.7
KOGO (PA)	10.1	5.6	8.3	4.4	10.1	4.0	8.1
KOZN (BM)	1.7	2.4	1.7	2.8	2.1	2.8	3.7
KPRI (A)	5.3	5.5	3.9	2.6	3.3	4.7	5.9
KSDO (N)	4.7	5.7	3.7	5.1	5.0	5.5	5.1
KSON (C)	4.5	6.0	3.7	3.6	2.9	6.1	3.0
KSON-FM (C)	**	.8	1.4	1.5	.8	2.3	2.8
KYXY (BM)	3.5	3.8	4.9	4.1	3.5	3.5	1.9
XTRA (BM)	6.1	7.4	7.5	6.3	5.7	5.9	4.8

TOP 10 QUARTER HOUR

O/N '77	A/M '78	
-	1	KOGO
2	2	KGB-FM
1	3	KFMB-FM
8	4	KPRI
6	5	KCBQ
7	6	KSDO
5	7	XTRA
10	8	KIFM
9	9	KEZL
-	10	KFMB

18-34 MEN

O/N '77	A/M '78	
2	1	KPRI
1	2	KGB-FM
-	3	KFMB
-	4	KIFM
4	5	KFMB-FM

18-49 ADULTS

O/N '77	A/M '78	
3	1	KPRI
1	2	KGB-FM
-	3	KOGO
4	4	KIFM
4	5	KCBQ

TOP 10 CUME IN HUNDREDS

O/N '77	A/M '78	
9	1	KOGO
2	2	KFMB-FM
1	3	KCBQ
7	4	KGB-FM
8	5	KFMB
6	6	KGB
3	7	KMJC
4	8	XTRA
5	9	KSDO
-	10	KIFM

18-34 WOMEN

O/N '77	A/M '78	
2	1	KIFM
3	2	KCBQ
1	2	KFMB-FM
-	3	KGB-FM
-	4	KGB
4	4	KMJC
5	5	KPRI

TEENS

O/N '77	A/M '78	
1	1	KFMB-FM
-	2	KGB-FM
3	3	KCBQ
2	4	KMJC

18-34 MEN

J/F '78	A/M '78	J/A '78	
-	5	1	KSFO
1	1	2	KFRC
4	-	3	KSAN
-	-	4	KSJO
5	3	5	KIOI

18-49 ADULTS

J/F '78	A/M '78	J/A '78	
-	2	1	KSFO
1	1	2	KFRC
2	3	3	KIOI
-	-	4	KGO
3	4	5	KSFX

18-34 WOMEN

J/F '78	A/M '78	J/A '78	
2	2	1	KIOI
1	1	2	KFRC
4	3	3	KSFX
-	5	4	KLOK
5	-	5	KMEL
-	-	5	KSFO

TEENS

J/F '78	A/M '78	J/A '78	
1	1	1	KFRC
2	4	2	KSOL
3	3	3	KYA
-	2	4	KDIA

SAN JOSE

SAN JOSE 7 BOOK TREND TOTAL PERSONS 12+

	A/M '76	O/N '76	J/F '77	A/M '77	O/N '77	J/F '78	A/M '78
KARA (PA)	3.3	3.2	3.7	4.3	3.9	3.7	2.7
KBAY (BM)	9.8	8.0	8.2	6.9	6.5	7.3	6.8
KEEN (C)	2.0	3.4	3.2	2.9	2.8	3.5	2.1
KEZR (A)	.9	2.2	1.5	1.4	3.6	2.6	2.9
KFAT (C)	**	.9	1.1	1.8	2.6	1.4	2.1
KIBE (CL)	1.2	1.5	.9	1.0	.6	.8	1.6
KDFC (CL)	.9	.9	1.2	1.4	.8	.9	1.4
KLIV (R)	4.1	4.6	3.6	4.3	4.2	3.4	3.6
KLOK (PA)	6.9	4.7	3.9	6.0	5.9	5.1	5.5
KNTA (S)	**	.7	**	2.0	2.6	**	1.4
KOME (A)	7.1	5.6	5.2	3.4	4.1	3.7	2.7
KSJO (A)	2.9	2.7	4.4	3.8	4.2	3.3	2.6
KXRN (N)	2.0	2.7	2.3	2.4	1.9	2.9	1.4
KABL (BM)*	3.7	2.6	2.8	2.9	2.1	2.4	2.0
KCBS (N)*	4.2	7.2	7.0	5.8	3.8	3.9	4.9
KFRC (R)*	7.2	4.2	5.2	4.4	5.1	4.4	6.3
KGO (N/T)*	5.6	8.3	7.6	5.7	6.8	7.8	7.8
KIOI (PA)*	4.2	3.0	3.2	2.4	2.4	4.2	3.9
KNBR (PA)*	3.7	2.8	2.6	2.9	2.8	2.1	2.6
KOIT (BM)*	**	3.8	3.0	6.2	4.0	4.9	3.6
KSFO (PA)*	5.3	4.4	2.8	3.9	3.6	2.1	4.5
KSFX (R)*	**	**	**	2.1	2.6	3.1	2.4
KSOL (B)*	**	**	**	1.4	2.4	3.7	3.6
KYA (R)*	**	**	**	1.8	1.8	2.6	2.0

TOP 5 QUARTER HOUR

O/N '77	J/F '78	A/M '78	
1	1	1	KGO
2	2	2	KBAY
4	5	3	KFRC
3	3	4	KLOK
-	-	5	KCBS

TOP 5 CUME IN HUNDREDS

O/N '77	J/F '78	A/M '78	
2	1	1	KFRC
3	3	2	KLOK
4	2	3	KGO
1	4	4	KLIV
-	-	5	KCBS

18-34 MEN

O/N '77	J/F '78	A/M '78	
2	1	1	KOME
4	4	2	KFRC
5	-	3	KFAT
1	2	3	KSJO
3	-	4	KARA
-	-	5	KEZR
4	5	5	KLOK
-	-	5	KSAN*

18-34 WOMEN

O/N '77	J/F '78	A/M '78	
4	-	1	KFRC
1	2	2	KLOK
-	-	3	KBAY
2	3	3	KEZR
-	3	4	KIOI
5	1	5	KARA

18-49 ADULTS

O/N '77	J/F '78	A/M '78	
1	2	1	KLOK
-	-	2	KFRC
2	1	3	KBAY
-	-	4	KGO
-	3	5	KIOI

TEENS

O/N '77	J/F '78	A/M '78	
2	3	1	KFRC
1	1	2	KLIV
-	-	3	KSOL

SAVANNAH

SAVANNAH 4 BOOK TREND TOTAL PERSONS 12+

	A/M '75	A/M '76	A/M '77	A/M '78
WEAS (B)	5.1	4.6	9.7	5.9
WEAS-FM (B)	5.1	6.6	10.5	15.5
WJCL (BM)	4.7	9.7	9.2	10.7
WKBX (PA)	**	**	3.4	5.9
WQOT (C)	6.7	5.8	4.6	4.4
WGA (R)	14.6	14.3	17.2	11.1
WSGF (PA)	9.4	9.7	5.5	8.5
WSOK (B)	15.4	12.7	8.4	9.2
WTOC (R)	9.4	6.9	3.4	3.3
WTOC-FM (BM)	3.5	5.8	6.7	6.3
WXLN (CL)	3.5	2.3	2.9	6.3
WZAT (R)	7.1	7.3	13.4	9.6

SAN FRANCISCO

SAN FRANCISCO 10 BOOK TREND TOTAL PERSONS 12+

	A/M '76	J/A '76	O/N '76	J/F '77	A/M '77	J/A '77	O/N '77	J/F '78	A/M '78	J/A '78
KABL (BM)	4.3	4.3	4.7	4.8	3.6	4.6	4.3	3.8	3.5	3.1
KABL-FM (BM)	2.8	2.9	2.4	2.7	2.9	2.7	2.5	2.9	2.4	2.2
KARA (PA)	.9	.8	.9	1.1	1.1	1.3	1.0	1.3	1.1	1.2
KBAY (BM)	3.3	2.9	2.5	2.6	2.6	1.8	2.0	2.4	1.9	1.7
KBRG (S)	**	**	**	**	**	**	**	.4	**	1.2
KCBS (N)	6.8	8.5	8.4	7.9	7.0	6.9	6.5	6.3	5.8	5.4
KDIA (B)	3.1	2.2	2.1	2.3	2.4	2.1	2.7	2.5	3.2	3.2
KEEN (C)	**	**	**	**	**	1.1	.8	1.0	.6	1.0
KFOG (BM)	5.4	6.3	5.7	6.0	4.5	4.5	4.2	4.3	4.4	3.7
KFRC (R)	8.1	7.4	6.5	6.9	6.6	7.0	6.4	7.3	8.4	6.2
KGO (N/T)	8.0	8.5	8.4	8.2	7.9	8.1	9.1	8.7	7.6	7.8
KDFC (CL)	1.2	1.2	1.4	1.0	1.2	1.8	1.4	1.1	1.5	1.5
KIOI (PA)	3.2	3.8	2.8	3.4	2.4	2.8	3.1	3.7	3.9	3.5
KKHI (CL)	.9	1.4	.8	.9	.7	1.2	.6	.7	.6	1.1
KKHI-FM (CL)	.9	1.1	1.0	1.4	1.1	.9	1.3	1.0	1.0	1.1
KLIV (R)	1.1	1.3	1.2	.9	1.0	1.2	1.3	.9	.9	1.1
KLOK (PA)	2.4	2.8	2.7	1.8	2.5	3.0	2.4	2.0	2.3	2.1
KMEL (A)	**	**	**	**	**	2.6	2.1	3.3	2.5	2.4
KNBR (PA)	4.6	4.9	3.5	3.4	4.7	3.2	3.2	3.0	3.3	2.6
KNEW (C)	3.6	2.7	2.9	2.7	3.2	2.5	3.0	2.8	2.2	2.7
KOFY (S)	**	**	**	**	**	**	.5	1.5	1.2	1.2
KOIT (BM)	**	1.5	3.3	4.2	4.3	3.1	3.0	3.2	3.5	3.0
KSAN (A)	2.6	2.4	2.3	2.4	2.8	1.4	2.0	1.8	1.9	2.1
KSFO (PA)	6.3	5.0	6.3	5.4	5.8	6.3	5.3	3.8	6.5	8.8
KSFX (R)	2.9	3.1	2.9	2.7	3.1	3.4	3.2	3.6	3.4	2.7
KSJO (A)	1.0	1.0	1.0	1.3	1.4	1.4	1.4	1.3	.8	1.8
KSOL (B)	.7	1.7	1.3	1.7	2.0	2.1	4.1	4.4	2.5	3.3
KYA (R)	1.9	1.7	2.0	1.7	2.1	1.7	2.3	2.2	2.2	2.3
KYA-FM (A)	1.1	.9	1.7	1.5	1.9	1.1	1.1	1.2	1.0	1.7
KYUU (BM)	**	**	**	**	**	1.1	1.4	1.5	1.7	1.1

TOP 10 QUARTER HOUR

J/F '78	A/M '78	J/A '78	
6	3	1	KSFO
1	2	2	KGO
2	1	3	KFRC
3	4	4	KCBS
5	5	5	KFOG
7	6	6	KIOI
4	-	7	KSOL
-	10	8	KDIA
6	7	9	KABL
10	7	10	KOIT

TOP 10 CUME IN HUNDREDS

J/F '78	A/M '78	J/A '78	
1	1	1	KFRC
6	2	2	KSFO
2	4	3	KGO
3	3	4	KCBS
5	8	5	KYA
8	5	6	KIOI
4	6	7	KABL
7	9	8	KNBR
9	7	9	KSFX
-	10	10	KFOG

TOP 5 QUARTER HOUR

A/M '77	A/M '78	
3	1	WEAS-FM
1	2	WSGA
5	3	WJCL
2	4	WZAT
-	5	WSOK

18-34 MEN

A/M '77	A/M '78	
2	1	WEAS-FM
-	1	WXLM
3	2	WJCL
1	2	WSGA
2	2	WZAT
4	3	WSGF
-	4	WSOK
-	4	WTOC-FM

18-49 ADULTS

A/M '77	A/M '78	
5	1	WEAS-FM
1	2	WSGA
-	3	WSGF
2	3	WZAT
3	4	WJCL
-	4	WXLM
4	5	WSOK

TOP 5 CUME IN HUNDREDS

A/M '77	A/M '78		
1	1	WSGA	545
2	2	WZAT	388
4	3	WEAS-FM	373
3	4	WSOK	365
-	5	WKBX	347

18-34 WOMEN

A/M '77	A/M '78	
5	1	WEAS-FM
1	2	WSGA
4	2	WSGF
3	3	WZAT
2	4	WSOK
-	5	WTOC-FM
-	5	WXLM

TEENS

A/M '77	A/M '78	
1	1	WEAS-FM
1	2	WSGA
-	3	WSGF
2	4	WSOK
-	4	WZAT

SEATTLE

SEATTLE-EVERETT-TACOMA 6 BOOK TREND TOTAL PERSONS 12+

	A/M '76	O/N '76	J/F '77	A/M '77	O/N '77	A/M/J '78
KAYO (C)	3.5	2.5	2.5	2.7	1.7	1.7
KBRD (BM)	1.5	.7	1.1	1.2	1.9	1.9
KEZX (BM)	1.1	1.8	1.4	2.2	2.1	2.9
KGDN (BM)	2.3	1.8	2.3	1.5	1.5	2.0
KING (R)	7.3	7.5	5.1	6.7	5.3	5.9
KING-FM (CL)	1.7	2.8	2.4	2.1	2.3	1.7
KIRO (PA/T)	5.7	10.3	8.5	7.6	9.3	7.0
KISW (A)	5.7	2.4	4.1	3.4	3.0	3.1
KIXI (PA/T)	2.8	3.2	2.6	3.2	2.6	1.3
KIXI-FM (PA/T)	2.9	2.5	4.3	3.4	2.3	2.3
KJR (R)	8.8	7.5	6.2	6.8	7.6	6.8
KLAY (A)	**	**	**	.7	**	1.2
KMO (C)	.9	.9	1.1	1.5	1.2	1.1
KMPS (C)	1.5	1.7	2.7	1.6	2.3	2.1
KMPS-FM (C)	**	**	**	**	**	2.2
KNBQ (R)	**	**	.5	1.0	.7	1.6
KOMO (PA)	12.2	11.8	9.8	8.9	12.1	9.8
KSEA (BM)	5.4	5.2	7.4	6.3	6.2	7.4
KTAC (R)	3.0	2.9	2.8	2.9	2.8	3.4
KVI (PA)	7.6	9.6	7.8	8.3	6.8	8.8
KVI-FM (R)	**	3.8	3.4	3.6	2.9	4.7
KWYZ (C)	1.1	.9	**	.8	.6	1.3
KYAC (B)	1.4	1.1	1.0	1.8	.9	1.4
KYYX (R)	**	**	**	1.0	1.5	3.2
KZAM-FM (A)	1.1	1.9	1.7	2.1	2.7	2.5
KZOK (A)	**	**	**	**	1.2	1.8
KZOK-FM (A)	2.0	2.5	5.4	4.7	7.1	4.2

TOP 10 QUARTER HOUR

O/N '77	A/M/J '78	
1	1	KOMO
5	2	KVI
6	3	KSEA
2	4	KIRO
3	5	KJR
7	6	KING
8	7	KVI-FM
4	8	KZOK-FM
9	9	KTAC
-	10	KYYX

18-34 MEN

O/N '77	A/M/J '78	
1	1	KZOK-FM
3	2	KVI
-	3	KZAM-AM-FM
-	4	KING
5	4	KJR
-	5	KVI-FM

18-49 ADULTS

O/N '77	A/M/J '78	
3	1	KVI
1	2	KOMO
5	3	KJR
-	4	KING
-	5	KSEA

TOP 10 CUME IN HUNDREDS

O/N '77	A/M/J '78		
2	1	KOMO	4001
3	2	KJR	3366
5	3	KVI	3092
4	4	KING	3084
1	5	KIRO	2815
8	6	KVI-FM	2293
7	7	KSEA	2076
6	8	KZOK-FM	1755
-	9	KIXI-AM-FM	1617
10	10	KISW	1570

18-34 WOMEN

O/N '77	A/M/J '78	
1	1	KJR
2	2	KING
3	2	KVI
4	3	KZOK-FM
-	4	KOMO
-	4	KVI-FM
-	5	KYYX

TEENS

O/N '77	A/M/J '78	
1	1	KJR
2	2	KING
3	3	KVI-FM
-	4	KTAC

SHREVEPORT

SHREVEPORT 4 BOOK TREND TOTAL PERSONS 12+

	A/M '75	A/M '76	A/M '77	A/M '78
KASO (PA)	3.2	1.0	2.5	1.1
KBCL (PA)	3.2	2.7	1.6	1.4
KCIJ (RL)	4.6	7.3	6.5	8.3
KCOZ (BM)	**	**	7.4	9.4
KEEL (R)	18.0	19.7	19.5	16.1
KEPT (RL)	5.1	3.2	2.2	1.8
KMBQ (BM)	7.1	8.5	3.4	4.8
KOKA (B)	20.7	24.6	21.7	19.0
KRMD (C)	7.3	6.1	12.1	6.7
KRMD-FM (C)	4.1	3.2	2.7	8.5
KROK (A)	4.9	5.6	7.6	7.3
KWKH (C)	14.6	8.5	6.7	11.5

TOP 5 QUARTER HOUR

A/M '77	A/M '78	
1	1	KOKA
2	2	KEEL
-	3	KWKH
5	4	KCOZ
-	5	KRMD-FM

18-34 MEN

A/M '77	A/M '78	
1	1	KEEL
2	2	KOKA
-	3	KMBQ
3	3	KROK
4	4	KRMD
-	5	KRMD-FM

18-49 ADULTS

A/M '77	A/M '78	
2	1	KOKA
1	2	KEEL
-	3	KWKH
-	4	KRMD-FM
5	5	KCOZ
4	5	KROK

TOP 5 CUME IN HUNDREDS

A/M '77	A/M '78		
1	1	KEEL	995
2	2	KOKA	783
-	3	KWKH	705
4	4	KROK	518
5	5	KCOZ	472

18-34 WOMEN

A/M '77	A/M '78	
1	1	KOKA
2	2	KEEL
4	3	KROK
-	3	KWKH
-	4	KMBQ
-	4	KRMD-FM

TEENS

A/M '77	A/M '78	
2	1	KEEL
1	1	KOKA
3	2	KROK

SPOKANE

SPOKANE 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
KEZE (BM)	2.8	2.0	2.9	2.3	2.2	2.4	1.9
KEZE-FM (BM)	8.0	12.4	7.7	9.7	9.6	8.9	9.8
KGA (C)	8.5	10.7	10.1	15.9	10.7	12.2	9.8
KHQ (PA)	8.8	8.1	10.6	5.9	8.8	5.4	7.1
KHQ-FM (R)	5.1	6.4	7.4	8.2	5.8	11.6	10.1
KJRB (R)	13.7	13.3	13.3	12.8	16.4	16.2	17.5
KREM (R)	17.1	11.0	9.8	7.9	8.5	7.0	6.6
KREM-FM (A)	2.6	3.8	3.2	4.6	4.9	3.0	7.9
KSPO (N)	7.4	5.2	5.0	5.4	8.5	4.9	4.2
KXLY (PA)	5.7	5.2	4.0	3.1	2.2	4.3	3.4
KXLY-FM (BM)	.9	4.3	6.9	6.6	7.9	6.5	6.3
KXXR (BM)	1.4	1.7	1.3	2.3	.8	2.2	1.3
KXXR-FM (BM)	4.6	5.8	5.3	3.8	3.8	2.4	2.1
KZUN (O)	2.8	2.0	4.0	2.6	2.7	1.4	3.2
KZUN-FM (O)	2.0	1.2	1.9	.8	.8	1.4	3.7

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
1	1	KJRB
4	2	KEZE-AM-FM
3	3	KHQ-FM
2	4	KGA
-	5	KREM-FM

18-34 MEN

O/N '77	A/M '78	
4	1	KREM-FM
1	2	KHQ-FM
2	3	KJRB
3	4	KGA
3	4	KREM
-	5	KEZE-AM-FM

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	KJRB	925
4	2	KHQ-FM	629
5	3	KHQ	617
3	4	KREM	521
-	5	KEZE-AM-FM	453

18-34 WOMEN

O/N '77	A/M '78	
2	1	KJRB
1	2	KHQ-FM
3	3	KREM
5	3	KREM-FM
4	4	KGA
-	5	KHQ
-	5	KZUN-AM-FM

18-49 ADULTS

O/N '77	A/M '78	
3	1	KJRB
2	2	KREM-FM
1	3	KHQ-FM
5	4	KGA
	5	KEZE-AM-FM

TEENS

O/N '77	A/M '78	
1	1	KJRB
2	2	KHQ-FM
3	2	KREM

18-34 MEN

O/N '77	A/M '78	
1	1	WHEN
2	2	WKFM
3	3	WFBL
-	4	WOUR*
-	5	WNDR
3	5	WSYR-FM

18-34 WOMEN

O/N '77	A/M '78	
2	1	WHEN
1	2	WKFM
4	3	WOLF
5	4	WSEN-AM-FM
-	5	WSGO-AM-FM

SPRINGFIELD

SPRINGFIELD-CHICOPEE-HOLYOKE 4 BOOK TREND
TOTAL PERSONS 12+

	A/M '75	A/M '76	A/M '77	A/M '78
WACE (PA)	5.7	4.4	5.4	1.0
WAQY (R)	5.9	7.3	6.9	5.3
WARE (PA)	**	**	.9	2.9
WHMP (PA)	2.8	3.2	3.2	3.0
WHMP-FM (PA)	.9	1.4	1.5	3.7
WHYN (R)	17.8	23.0	18.5	21.7
WHYN-FM (BM)	12.4	17.1	15.1	14.5
WIXY (C)	**	**	**	2.3
WMAS (PA)	4.5	1.8	1.8	1.0
WMAS-FM (PA)	1.7	3.4	2.3	2.0
WNUS (R)	**	1.2	1.9	1.6
WREB (T)	3.9	4.3	2.6	3.9
WSPR (PA)	8.9	3.9	4.6	4.3
WCCC-FM (A)*	.8	1.2	8.5	5.3
WKSS (BM)*	2.1	3.6	3.1	3.9
WRCH (BM)*	1.7	2.7	3.1	3.3
WTIC (PA)*	7.7	4.7	4.5	6.0
WTIC-FM (R)*	**	.9	1.1	2.3

TOP 5 QUARTER HOUR

A/M '77	A/M '78	
1	1	WHYN
2	2	WHYN-FM
-	3	WTIC
4	4	WAQY
3	4	WCCC-FM
-	5	WSPR

TOP 5 CUME IN HUNDREDS

A/M '77	A/M '78		
1	1	WHYN	2545
2	2	WHYN-FM	1258
3	3	WAQY	988
4	4	WTIC	960
-	5	WSPR	837

18-34 MEN

A/M '77	A/M '78	
2	1	WHYN
1	2	WCCC-FM
3	3	WHYN-FM
4	4	WAQY
5	5	WMAS-FM
-	5	WREB

18-34 WOMEN

A/M '77	A/M '78	
1	1	WHYN
3	2	WAQY
2	3	WCCC-FM
-	4	WHMP-FM
4	4	WHYN-FM

18-49 ADULTS

A/M '77	A/M '78	
1	1	WHYN
2	2	WHYN-FM
2	3	WCCC-FM
3	4	WAQY
5	5	WHMP-FM

TEENS

A/M '77	A/M '78	
1	1	WHYN
2	2	WAQY
-	3	WTIC-FM
-	4	WCCC-FM

SYRACUSE

SYRACUSE 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WEZG (BM)	9.2	8.3	9.7	7.5	6.7	3.5	6.1
WFBL (R)	6.5	5.1	4.5	4.8	5.7	6.7	6.0
WHEN (PA)	14.5	12.0	14.4	14.8	16.1	14.6	13.6
WKFM (R)	3.9	4.4	5.5	6.8	6.5	8.3	7.8
WMHR (RL)	**	**	.4	1.5	.4	.5	1.3
WNDR (PA)	8.9	7.3	5.3	4.3	9.3	5.5	3.4
WNTQ (CL)	**	**	5.1	4.3	9.0	6.2	7.7
WOLF (R)	9.2	11.9	10.1	7.6	7.1	6.4	7.6
WONO (CL)	**	**	1.5	2.2	.4	.9	1.2
WSCP (C)	.9	3.5	.8	1.7	1.3	1.9	2.6
WSEN (C)	3.7	4.8	2.6	2.6	2.4	3.7	2.7
WSEN-FM (C)	2.8	2.0	2.4	4.1	3.0	3.7	1.3
WSGO (R)	4.2	1.6	2.8	1.5	.5	1.1	3.7
WSOQ (BM)	1.3	1.6	1.6	3.4	1.7	1.7	1.8
WSYR (PA)	17.5	18.7	14.6	17.5	17.2	18.5	15.8
WSYR-FM (PA)	**	.9	.5	1.2	.2	4.0	2.8

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
1	1	WSYR
2	2	WHEN
3	3	WKFM
-	4	WNTQ
-	5	WOLF

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WHEN	2014
2	2	WSYR	1605
5	3	WFBL	1043
4	4	WOLF	1034
3	5	WKFM	1024

18-49 ADULTS

O/N '77	A/M '78	
1	1	WHEN
2	2	WKFM
-	3	WFBL
-	4	WOLF
5	5	WNTQ

TEENS

O/N '77	A/M '78	
1	1	WOLF
2	2	WKFM
4	3	WHEN
3	4	WFBL

TAMPA

TAMPA-ST. PETERSBURG 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WDAE (PA)	6.0	6.7	4.6	5.8	6.4	4.6	3.6
WFLA (PA)	4.5	5.2	2.4	5.5	1.6	4.8	6.0
WFLA-FM B(M)	3.5	3.3	4.8	7.4	5.0	6.8	6.8
WGUL (BM)	1.3	2.2	1.4	1.8	1.5	.8	1.0
WGUL-FM (BM)	.4	.4	1.0	1.5	.6	.5	1.0
WJYW (BM)	**	**	**	**	4.1	9.7	6.9
WLCY (R)	6.7	4.3	6.5	6.0	5.9	6.2	7.4
WOKF (A)	**	**	**	.8	.5	2.0	2.0
WQXM (A)	5.0	6.1	4.3	5.8	4.2	4.6	5.4
WQYK (C)	2.7	2.1	3.2	3.4	2.5	5.1	3.8
WRBQ (R)	10.4	11.5	10.5	9.1	8.0	5.5	5.2
WRXB (B)	**	**	**	**	.9	1.4	1.7
WSOL (S)	**	**	.8	.3	**	**	1.1
WSUN (C)	10.8	8.7	11.5	9.6	7.2	8.6	9.3
WTAN (PA)	**	1.0	.6	.7	.8	1.0	1.2
WTMP (B)	5.3	4.9	2.0	2.9	3.4	4.9	3.4
WWBA (BM)	6.5	6.8	7.1	5.8	5.7	3.9	7.0
WWBA-FM (BM)	6.9	7.5	9.0	6.8	10.8	7.3	9.1
WYNF (R)	**	**	**	**	7.8	6.0	5.5

TOP 10 QUARTER HOUR

O/N '77	A/M '78	
2	1	WSUN
3	2	WWBA-FM
5	3	WLCY
-	4	WWBA
1	5	WJYW
4	6	WFLA-FM
10	7	WFLA
6	8	WYNF
-	9	WQXM
7	10	WRBQ

TOP 10 CUME IN HUNDREDS

O/N '77	A/M '78		
3	1	WLCY	2702
2	2	WFLA	2382
1	3	WSUN	2370
5	4	WYNF	1887
7	5	WWBA-FM	1811
6	6	WRBQ	1804
-	7	WWBA	1609
8	8	WFLA-FM	1565
4	9	WJYW	1435
-	10	WQXM	1343

18-34 MEN

O/N '77	A/M '78	
1	1	WQXM
3	2	WRBQ
2	3	WLCY
-	4	WFLA
-	4	WSUN
3	5	WTMP
3	5	WYNF

18-34 WOMEN

O/N '77	A/M '78	
2	1	WLCY
5	2	WQXM
1	3	WRBQ
4	4	WYNF
3	5	WTMP

18-49 ADULTS

O/N '77	A/M '78	
2	1	WLCY
1	2	WQXM
1	2	WRBQ
4	3	WYNF
-	4	WFLA
-	5	WQYK
-	5	WSUN

TEENS

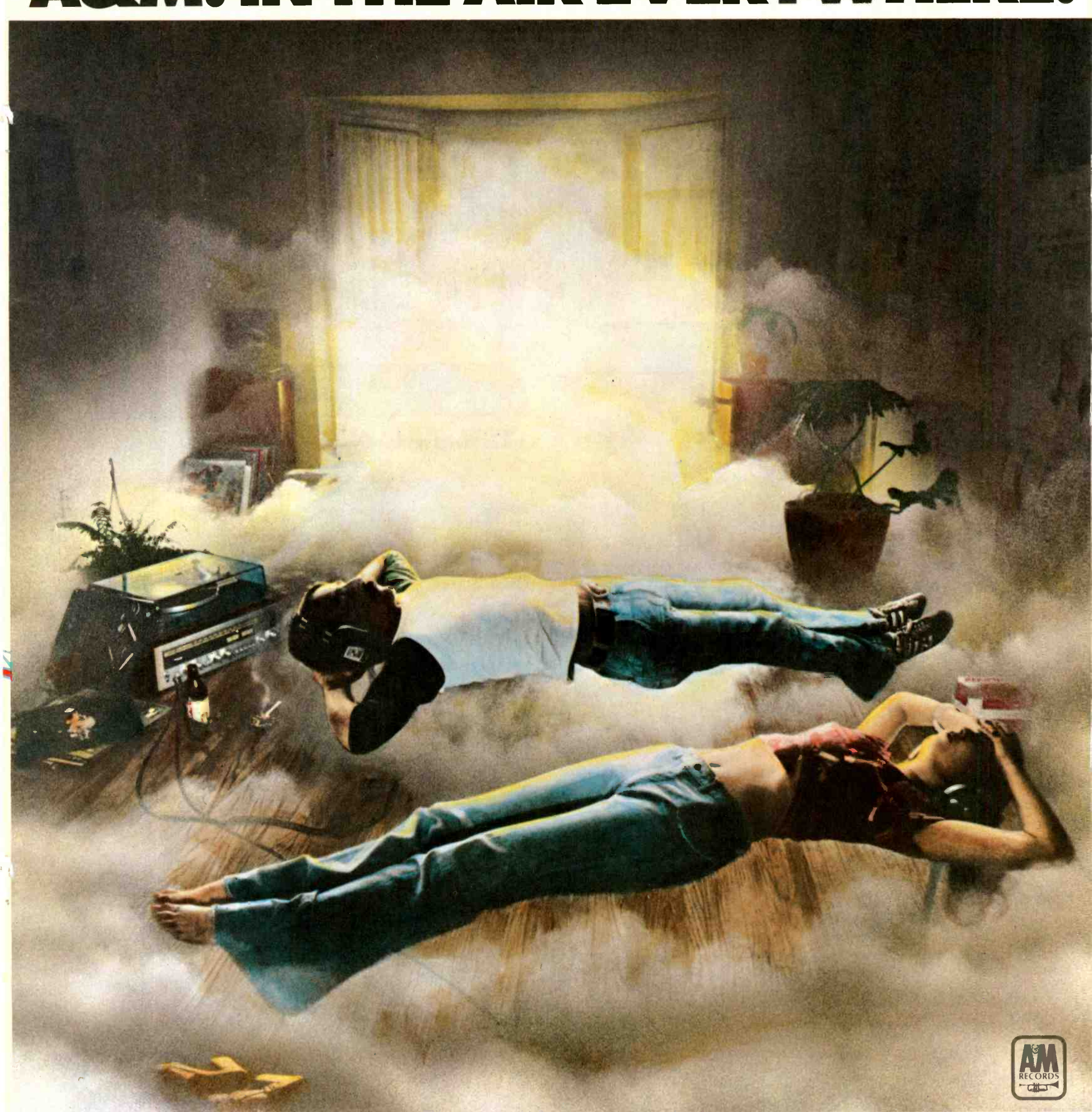
O/N '77	A/M '78	
1	1	WYNF
2	2	WLCY
-	3	WQXM
3	4	WRBQ
-	5	WRXB

TOLEDO

TOLEDO 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WCWA (PA)	6.6	6.6	5.5	8.0	7.3	6.1	6.1
WIOT (A)	5.3	3.0	5.3	7.1	5.1	8.3	9.5
WKLR (B)	1.8	1.5	1.4	1.4	2.3	2.2	1.3
WLQR (BM)	6.9	10.7	9.2	6.9	8.6	12.8	14.5
WMHE (A)	4.0	5.2	5.2	5.2	7.2	3.8	3.9
WOHO (R)	7.1	6.1	5.1	7.2	7.3	7.5	6.5
WSPD (PA)	16.6	13.6	12.0	13.7	15.2	11.6	12.0
WTOD (C)	6.1	7.1	9.8	10.6	8.3	10.8	12.6
WVMO (PA/C)	**	**	1.7	1.8	.5	.4	1.1
WXEZ (A)	6.9	7.1	8.7	5.3	6.7	6.6	5.1
CKLW (R)*	14.6	13.8	11.7	8.5	8.4	5.0	6.6
WJR (PA)*	5.7	8.1	7.1	6.9	7.0	7.4	7.2

A&M: IN THE AIR EVERYWHERE.



Whether it's Top 40, R&B, AOR, A/C or whatever music you're playing, A&M is there.

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TOP 5 QUARTER HOUR

O/N '77	A/M '78	
1	1	WLQR
3	2	WTOD
2	3	WSPD
4	4	WIOT
-	5	WJR

18-34 MEN

O/N '77	A/M '78	
1	1	WIOT
-	2	CKLW
-	3	WLQR
-	3	WMHE
5	4	WXEZ
2	5	WCWA

18-49 ADULTS

O/N '77	A/M '78	
1	1	WLQR
3	2	WTOD
2	3	WIOT
4	4	WCWA
-	5	CKLW

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	WSPD	1850
4	2	WLQR	1761
3	3	CKLW	1610
5	4	WIOT	1524
2	5	WOHO	1359

18-34 WOMEN

O/N '77	A/M '78		
4	1	WCWA	
3	2	WLQR	
2	3	WIOT	
-	4	WOHO	
-	5	CKLW	

TEENS

O/N '77	A/M '78		
4	1	WIOT	
3	1	WXEZ	
2	2	CKLW	
1	3	WOHO	

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
1	1	KTKT
-	2	KJYK
2	3	KRQQ
2	4	KCUB
4	5	KAIR

18-34 MEN

O/N '77	A/M '78	
1	1	KWFM
2	2	KTKT
3	3	KMGX
2	3	KRQQ
-	4	KUPD*
3	5	KCUB
-	5	KHYT
-	5	KIKX

18-49 ADULTS

O/N '77	A/M '78	
1	1	KTKT
3	2	KCUB
2	3	KWFM
-	4	KJYK
4	5	KRQQ

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
1	1	KTKT	1257
2	2	KRQQ	933
3	3	KCUB	669
-	4	KMGX	644
-	5	KJYK	552

18-34 WOMEN

O/N '77	A/M '78		
1	1	KTKT	
-	2	KJYK	
2	3	KRQQ	
4	4	KWFM	
3	5	KCUB	

TEENS

O/N '77	A/M '78		
1	1	KTKT	
2	2	KRQQ	

TOPEKA

TOPEKA 4 BOOK TREND TOTAL PERSONS 12+

	A/M '75	A/M '76	A/M '77	A/M '78
KDVV (RL)	**	**	**	1.2
KEWI (R)	17.3	15.4	15.9	15.7
KSWT (BM)	12.5	12.1	16.4	11.6
KTOP (C)	8.2	6.7	4.5	4.5
KTPK (C)	9.0	12.9	7.7	12.0
WIBW (PA)	16.5	12.5	16.8	13.6
WIBW-FM (R)	8.6	11.3	13.6	9.9
WREN (PA)	10.2	11.7	9.1	9.9
KYYS (A)*	2.7	2.1	3.2	5.4
WDAF (C)*	.8	.4	3.2	5.0

TOP 5 QUARTER HOUR

A/M '77	A/M '78	
3	1	KEWI
1	2	WIBW
-	3	KTPK
-	4	KSWT
4	5	WIBW-FM
5	5	WREN

18-34 MEN

A/M '77	A/M '78	
1	1	WIBW-FM
5	1	KYYS
3	2	KEWI
4	3	KTPK
2	4	KSWT
5	5	WIBW
-	5	WDAF

18-49 ADULTS

A/M '77	A/M '78	
3	1	KEWI
4	2	KTPK
2	3	WIBW-FM
1	4	KSWT
-	5	WREN
-	5	KYYS

TOP 5 CUME IN HUNDREDS

A/M '77	A/M '78		
1	1	KEWI	551
2	2	WIBW	487
4	3	WREN	443
3	4	WIBW-FM	423
-	5	KTPK	318

18-34 WOMEN

A/M '77	A/M '78		
1	1	KEWI	
2	2	WIBW-FM	
3	3	KSWT	
-	4	WREN	
4	5	KTPK	

TEENS

A/M '77	A/M '78		
1	1	KEWI	
2	2	WIBW-FM	
3	3	KYYS	

TUCSON

TUCSON 6 BOOK TREND TOTAL PERSONS 12+

	A/M '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
KAIR (BM)	9.5	10.7	6.1	9.7	7.1	7.1
KCEE (PA)	8.2	8.1	6.6	6.1	5.6	3.5
KCEE-FM (BM)	1.9	2.1	6.1	5.1	6.3	3.7
KCUB (C)	6.3	14.8	11.2	10.3	9.5	8.8
KEVT (S)	2.6	1.3	11.7	4.2	1.6	4.2
KFLT (S)	**	**	**	**	1.3	2.4
KIKX (R)	13.8	6.0	4.6	3.1	2.7	3.9
KJYK (BM)	**	**	**	**	**	12.3
KMGX (PA)	**	**	**	**	5.3	5.2
KRQQ (R)	**	**	**	**	9.5	10.0
KTKT (R)	10.1	11.2	11.7	12.3	11.1	13.9
KTUC (N/T)	4.7	4.5	3.9	5.4	4.0	4.4
KWFM (A)	8.2	6.7	7.4	8.5	7.4	6.6
KXEW (S)	2.6	4.5	5.2	6.3	4.5	2.0

TULSA

TULSA 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
KAKC (R)	11.9	8.5	8.5	7.7	6.6	7.4	6.1
KBEZ (BM)	**	**	**	**	**	11.3	10.8
KCFO (RL)	**	**	.8	1.5	.4	1.5	1.1
KELI (R)	8.6	10.8	8.5	8.9	8.1	6.1	7.4
KFMJ (RL)	.8	1.6	1.1	2.6	1.2	3.1	2.0
KMOD (A)	6.2	7.2	6.3	4.4	7.0	8.3	7.4
KRAV (PA)	7.4	6.4	5.2	6.3	9.7	11.0	10.6
KRMG (PA)	18.4	21.5	17.5	21.3	20.4	17.9	15.7
KTFX (R)	**	**	**	**	**	**	4.3
KTOW (C)	.9	2.2	2.4	1.2	1.6	.6	1.8
KVOO (C)	17.5	18.2	19.5	15.2	17.4	17.9	20.1
KWEN (BM)	10.5	7.0	15.0	17.1	16.8	6.0	5.0

TOP 5 QUARTER HOUR

O/N '77	A/M '78	
1	1	KVOO
1	2	KRMG
2	3	KBEZ
3	4	KRAV
-	5	KELI
4	5	KMOD

18-34 MEN

O/N '77	A/M '78	
1	1	KMOD
4	2	KVOO
2	3	KRAV
2	4	KRMG
5	5	KELI

18-49 ADULTS

O/N '77	A/M '78	
2	1	KVOO
3	2	KRAV
1	3	KRMG
4	4	KMOD
-	5	KBEZ

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78		
2	1	KVOO	1578
1	2	KRMG	1488
4	3	KELI	1237
5	4	KRAV	1070
3	5	KAKC	1057

18-34 WOMEN

O/N '77	A/M '78		
1	1	KRAV	
4	2	KELI	
-	2	KMOD	
3	2	KVOO	
2	3	KRMG	
3	4	KAKC	
-	5	KWEN	

TEENS

O/N '77	A/M '78		
1	1	KELI	
-	2	KTFX	
2	3	KAKC	
4	4	KRAV	

LEGEND

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

WASHINGTON

WASHINGTON, D.C. 9 BOOK TREND TOTAL PERSONS 12+

	A/M '76	J/A '76	O/N '76	J/F '77	A/M '77	J/A '77	O/N '77	J/F '78	A/M '78
WASH (PA)	4.5	5.2	3.9	4.4	3.6	4.7	4.7	4.6	6.5
WAVA (A)	1.3	1.7	1.6	1.4	1.2	1.3	1.2	1.5	1.7
WEAM (R)	1.0	1.2	1.7	1.8	1.2	1.5	1.9	.9	1.2
WEZR (BM)	2.8	1.4	1.6	2.3	2.7	2.2	1.9	2.0	2.1
WGAY (BM)	2.0	1.8	2.6	1.6	2.7	1.9	1.9	1.1	2.4
WGAY-FM (BM)	6.2	6.1	6.7	6.4	6.0	5.4	5.6	6.6	5.7
WGMS (CL)	1.5	1.0	1.1	1.0	1.1	1.2	1.0	1.0	1.3
WGMS-FM (CL)	1.6	1.5	1.6	2.6	2.0	2.1	2.9	2.4	2.1
WHUR (B)	2.2	1.6	3.0	4.0	3.5	3.3	3.9	4.4	5.3
WJMD (BM)	5.1	3.7	5.9	4.9	4.2	5.3	4.9	4.9	5.1
WKYS (R)	3.8	5.1	4.2	5.1	4.9	3.7	4.4	3.5	2.4
WMAL (PA)	11.9	12.1	12.0	14.6	11.7	12.0	12.6	12.2	9.9
WMZQ (C)	**	**	**	**	**	1.8	2.8	2.8	3.9
WOL (B)	4.1	4.8	2.4	3.4	2.1	2.0	2.8	2.5	2.1
WOOK (B)	**	**	**	1.4	3.8	3.5	6.0	4.8	6.3
WPGC (R)	2.5	1.9	1.7	1.4	2.0	2.3	1.6	1.5	1.3
WPGC-FM (R)	7.5	7.7	6.8	7.5	7.0	7.5	8.2	8.2	7.6
WPIK (C)	3.2	1.8	3.4	2.0	2.5	2.4	1.4	1.4	2.4
WRC (N)	2.3	3.0	3.2	4.5	2.8	3.1	2.9	4.2	3.1
WRQX (R)	**	**	**	**	**	**	**	3.3	3.6
WTOP (N)	4.8	4.0	4.9	4.1	3.9	3.5	3.2	4.5	3.6
WUST (PA)	2.6	2.9	2.9	1.7	2.3	1.4	1.5	2.4	1.5
WWDC (R)	3.1	2.6	2.3	2.3	2.0	1.9	2.1	1.5	2.3
WWDC-FM (A)	3.4	3.8	6.3	5.5	5.3	6.8	5.9	4.0	3.9

TOP 10 QUARTER HOUR

O/N '77	J/F '78	A/M '78
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1	1	1	WMAL
2	2	2	WPGC-AM-FM
7	6	3	WASH
3	5	4	WOOK
5	3	5	WGAY-FM
10	8	6	WHUR
6	4	7	WJMD
-	-	8	WMZQ
4	10	8	WWDC-FM
-	-	9	WRQX
-	7	9	WTOP
9	-	10	WGMS-AM-FM

18-34 MEN

O/N '77	J/F '78	A/M '78
---------	---------	---------

4	3	1	WHUR
1	2	2	WWDC-FM
5	-	3	WASH
1	1	4	WPGC-AM-FM
-	4	5	WRQX

18-49 ADULTS

O/N '77	J/F '78	A/M '78
---------	---------	---------

2	1	1	WMAL
4	5	2	WASH
1	2	3	WPGC-AM-FM
-	3	4	WHUR
5	-	5	WOOK

TOP 10 CUME IN HUNDREDS

O/N '77	J/F '78	A/M '78
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1	1	1	WMAL	6026
2	2	2	WPGC-AM-FM	5540
9	7	3	WASH	3738
6	9	4	WOOK	3649
5	3	5	WTOP	3489
3	5	6	WGAY-FM	3142
4	6	7	WWDC-FM	3017
-	10	8	WHUR	2898
-	8	9	WGMS-AM-FM	2844
-	8	10	WRQX	2840

18-34 WOMEN

O/N '77	J/F '78	A/M '78
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3	-	1	WOOK
1	2	2	WPGC-AM-FM
4	1	3	WASH
-	5	4	WHUR
-	3	5	WRQX

TEENS

O/N '77	J/F '78	A/M '78
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1	1	1	WPGC-AM-FM
2	2	2	WOOK
3	3	3	WWDC-FM
-	-	4	WRQX
-	-	5	WASH

18-49 ADULTS

O/N '77	A/M '78
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1	1	WJNO-FM
3	2	WEAT-FM
2	2	WIRK-FM
3	3	WIRK
4	4	WPOM
5	5	WHYI
-	5	WSHE

TEENS

O/N '77	A/M '78
---------	---------

3	1	WJNO-FM
1	2	WHYI
-	3	WPOM

WICHITA

WICHITA 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
KAKE (PA)	9.8	11.4	11.6	7.8	13.6	10.4	11.1
KARD (BM)	6.8	4.9	6.3	8.1	4.4	4.4	6.3
KBRA (BM)	8.7	8.9	8.1	11.1	11.6	8.9	11.5
KDRB (PA)	**	**	**	**	**	**	1.8
KEYN (R)	**	**	**	**	**	**	3.0
KEYN-FM (R)	11.1	10.9	11.6	15.9	15.3	18.0	12.7
KFDI (C)	16.1	12.5	14.2	10.0	15.8	14.2	13.3
KFDI-FM (A)	4.1	3.1	4.8	3.1	4.6	3.6	4.4
KFH (PA)	11.1	9.6	9.8	7.8	10.1	10.4	10.1
KICT (C)	.4	1.3	2.0	1.7	2.0	4.0	3.8
KLEO (R)	18.3	16.7	16.2	16.8	10.5	16.0	12.5
KOYY (C)	**	**	**	.7	**	**	1.2
KSGI (RL)	**	**	**	**	**	.7	1.0

TOP 5 QUARTER HOUR

O/N '77	A/M '78
---------	---------

3	1	KFDI
1	2	KEYN-FM
2	3	KLEO
5	4	KBRA
4	5	KAKE

18-34 MEN

O/N '77	A/M '78
---------	---------

1	1	KEYN-FM
3	2	KAKE
2	3	KLEO
4	4	KFDI-FM
-	5	KICT

18-49 ADULTS

O/N '77	A/M '78
---------	---------

1	1	KEYN-FM
2	2	KLEO
3	3	KAKE
5	4	KBRA
4	4	KFDI
-	5	KARD

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78
---------	---------

1	1	KLEO	1051
2	2	KEYN-FM	946
3	3	KAKE	848
5	4	KFDI	791
4	5	KFH	689

18-34 WOMEN

O/N '77	A/M '78
---------	---------

1	1	KEYN-FM
2	2	KLEO
3	3	KAKE
4	4	KBRA
4	5	KARD

TEENS

O/N '77	A/M '78
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1	1	KLEO
2	2	KEYN-FM

WEST PALM BEACH

WEST PALM BEACH-BOCA RATON 7 BOOK TREND TOTAL PERSONS 12+

	A/M '75	O/N '75	A/M '76	O/N '76	A/M '77	O/N '77	A/M '78
WEAT (C)	6.8	5.6	4.7	4.8	3.8	5.2	3.1
WEAT-FM (BM)	18.7	16.3	18.1	16.8	13.6	12.1	18.6
WGMW (BM)	.5	3.2	2.4	2.6	4.4	3.9	4.6
WIRK (R)	5.6	11.0	4.2	7.3	9.3	6.8	5.9
WIRK-FM (C)	3.0	4.4	6.0	7.1	5.2	6.2	9.1
WJNO (PA)	3.0	4.2	4.9	3.5	5.4	6.4	3.1
WJNO-FM (R)	4.0	6.9	4.9	7.1	4.3	7.2	9.7
WPBR (N/T)	.9	.5	2.7	4.3	1.8	3.7	5.9
WPOM (B)	**	2.4	2.9	3.8	.7	3.9	5.6
WSBR (BM)	**	**	**	**	**	2.3	1.3
WWRN (BM)	**	**	**	**	.5	1.6	1.0
WHYI (R)*	5.2	3.1	5.3	2.9	5.1	5.2	4.6
WSHE (A)*	3.5	6.4	7.1	6.7	3.9	2.0	3.2

TOP 5 QUARTER HOUR

O/N '77	A/M '78
---------	---------

1	1	WEAT-FM
2	2	WJNO-FM
5	3	WIRK-FM
3	4	WIRK
-	4	WPBR
-	5	WPOM

18-34 MEN

O/N '77	A/M '78
---------	---------

1	1	WJNO-FM
3	2	WSHE
4	3	WIRK-FM
3	4	WIRK
-	5	WHYI

TOP 5 CUME IN HUNDREDS

O/N '77	A/M '78
---------	---------

1	1	WEAT-FM	1055
-	2	WJNO-FM	748
2	3	WIRK	700
-	4	WIRK-FM	698
4	5	WHYI	493

18-34 WOMEN

O/N '77	A/M '78
---------	---------

3	1	WJNO-FM
5	2	WEAT-FM
2	3	WIRK
1	4	WIRK-FM
4	5	WPOM

WORCESTER

WORCESTER 4 BOOK TREND TOTAL PERSONS 12+

	A/M '75	A/M '76	A/M '77	A/M '78
WAAF (A)	7.2	6.2	7.6	10.3
WFTQ (R)	**	**	**	7.7
WNEB (C)	4.0	5.4	4.9	4.3
WORC (R)	10.2	7.3	5.9	3.2
WSRS (BM)	13.6	19.7	21.9	12.7
WTAG (PA)	16.2	15.6	18.9	18.4
WBZ (PA)*	6.0	5.8	7.0	5.6
WEEI-FM (PA)*	2.8	.6	1.4	4.1
WPJB (R)*	**	1.3	2.0	4.7
WROR (O)*	4.8	1.9	3.2	4.5

TOP 5 QUARTER HOUR

A/M '77	A/M '78
---------	---------

2	1	WTAG
1	2	WSRS
3	3	WAAF
-	4	WFTQ
4	5	WBZ

18-34 MEN

A/M '77	A/M '78
---------	---------

1	1	WAAF
-	2	WFTQ
3	2	WROR
4	3	WTAG
-	3	WBCN*
5	4	WORC
4	4	WBZ

18-49 ADULTS

A/M '77	A/M '78
---------	---------

3	1	WAAF
2	2	WTAG
-	3	WFTQ
1	4	WSRS
-	3	WROR
-	5	WEEI-FM

TOP 5 CUME IN HUNDREDS

A/M '77	A/M '78
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1	1	WTAG	1244
2	2	WSRS	877
5	3	WAAF	625
-	4	WFTQ	593
3	5	WBZ	545

18-34 WOMEN

A/M '77	A/M '78
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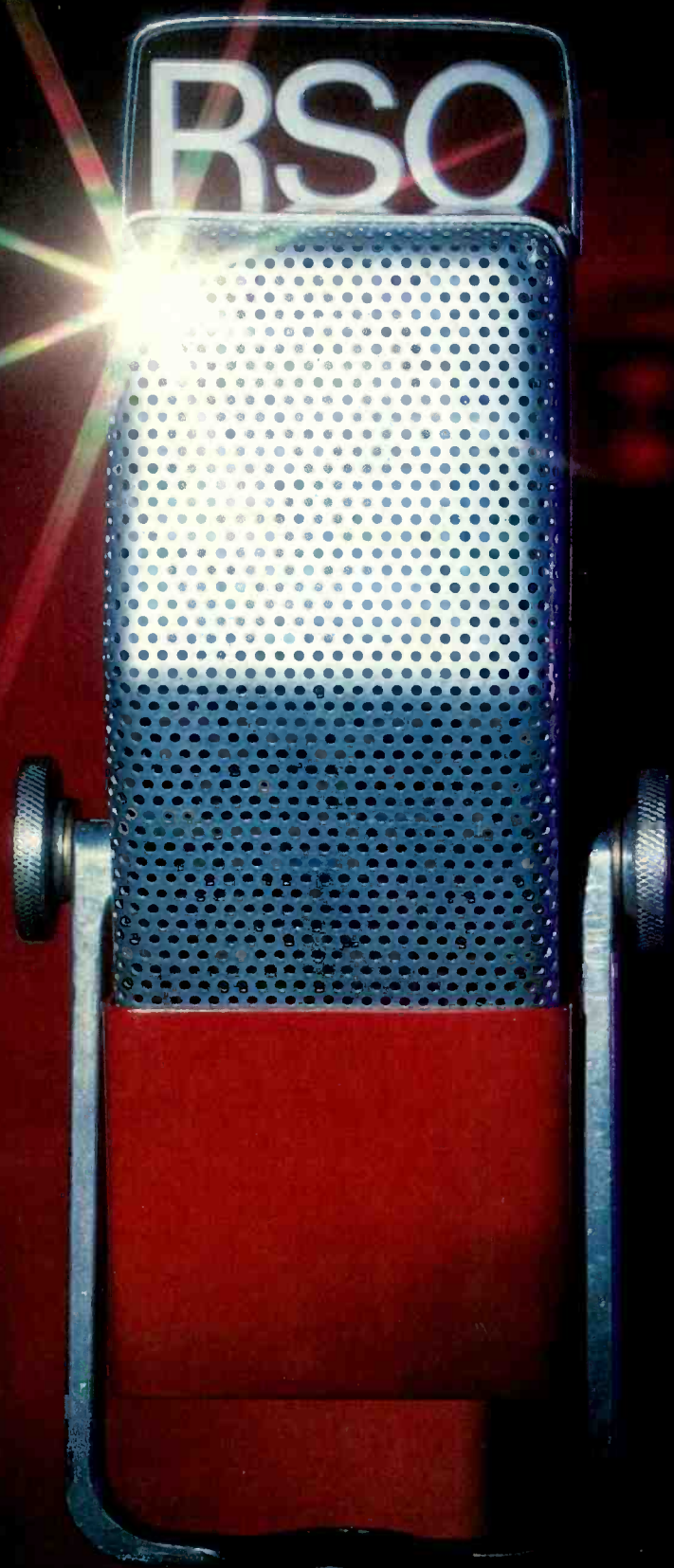
2	1	WAAF
-	2	WFTQ
-	3	WEEI-FM
5	3	WROR
1	4	WSRS
4	5	WTAG

TEENS

A/M '77	A/M '78
---------	---------

2	1	WPJB
1	2	W

RSO and Radio...



Together we broadcast
the world's greatest music.

