SPECIAL SUPPLEMENT
VOLUME I/1989

R&R

RATINGS REPORT & DIRECTORY

YOUR COMPLETE INDUSTRY RESOURCE GUIDE

PREMIERE
RADIO NETWORKS

Lean Mean Radio Cuisine

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ARBITRON/BIRCH RESULTS + EXPANDED INFORMATION:
STATION OWNERS, POWER, MARKET POPULATION
NEW A-Z INDUSTRY DIRECTORY INDEX

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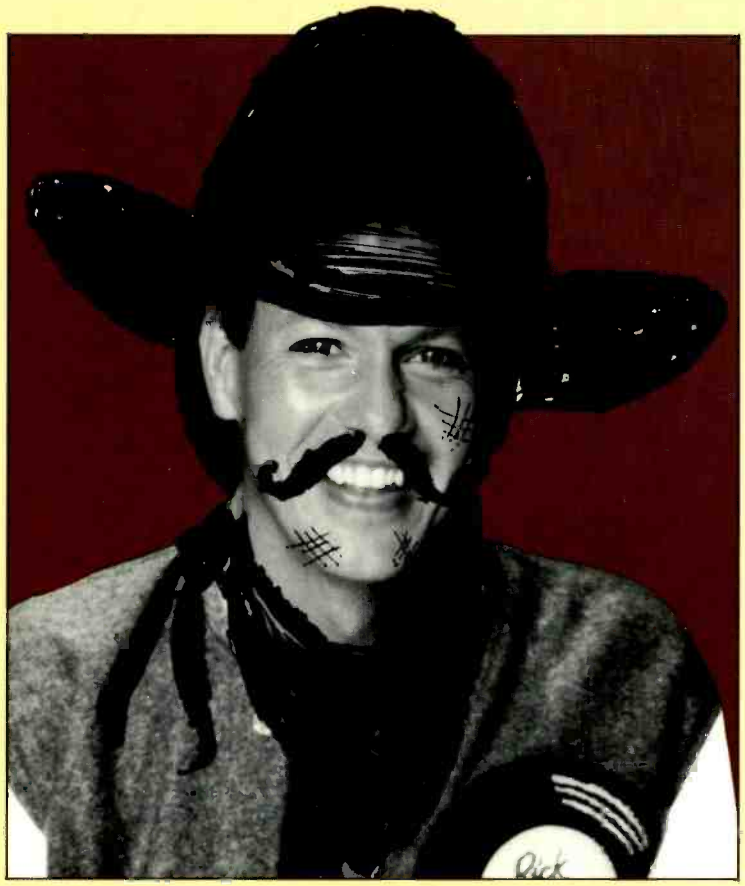

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A notorious quick draw artist who can grab and hang onto the #1 slot in your market with his double-barreled ratings action on Rick Dees Weekly Top 40 Countdown and Rick Dees On The Line.

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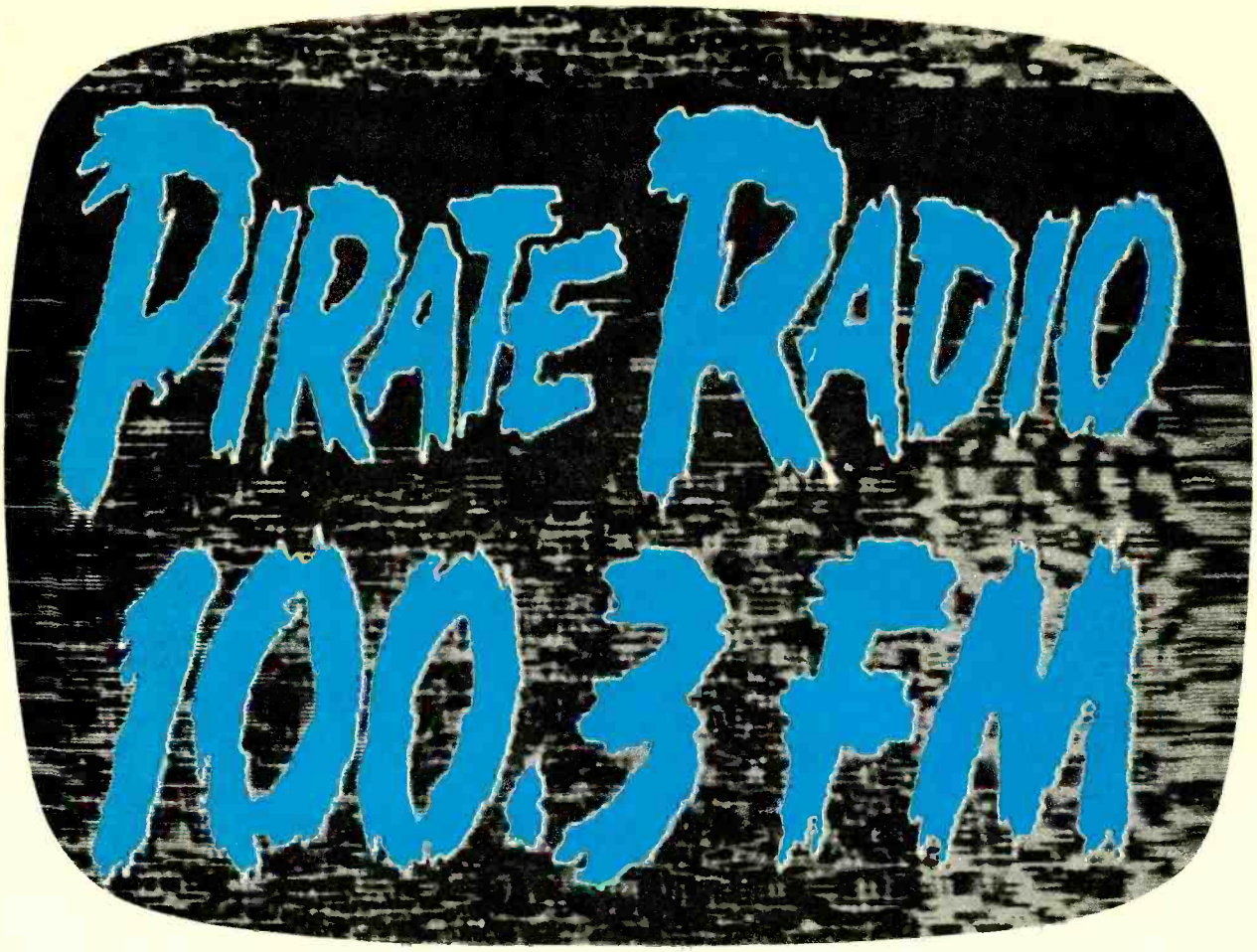

Shannon Rocks LA Hard!

Scott Shannon's Pirate Radio is on the air. And it's not CHR, it's rock—what *USA Today* calls "a new program mix that emphasizes hard rock / heavy metal."

To promote the new station, Shannon came to Film House for a breakthrough television campaign. And he got it. In a series of spots inspired by a concept Film House pioneered some 18 months ago, the Pirate Radio logo literally breaks through a veil of static as if pirate broadcasters are jamming the regular television signal.

"I called Film House for two reasons," says Shannon. "One, we needed something different, something to cut through the LA clutter. And two, we needed someone who could keep their mouths shut."

Call Film House today, and trust us to help you break through the media clutter in your market with a television campaign that gets results.

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R&R RADIO & RECORDS

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FORMAT REACH CHARTS

Each radio market has its own individual audience composition. Because of this, listener format reach can differ from one market to another, and from one region to another. A format that may enjoy dominance in one market may be weaker in another one — but it may still demonstrate overall regional or national strength. The National and Regional Format Reach Charts on this and the following page outline listener format reach throughout the US during the Fall '88 book.

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

AC 20.0% (19.6%)

CHR 18.2% (19.2%)

Ctry 14.1% (13.7%)

AOR 10.7% (11.4%)

BM/Easy 8.8% (8.9%)

UC 7.8% (7.8%)

Gold 6.8% (6.0%)

N/T 6.7% (6.4%)

BBnd/Nost 2.5% (2.0%)

Span 1.6% (1.7%)

Rel/CC 1.0% (.8%)

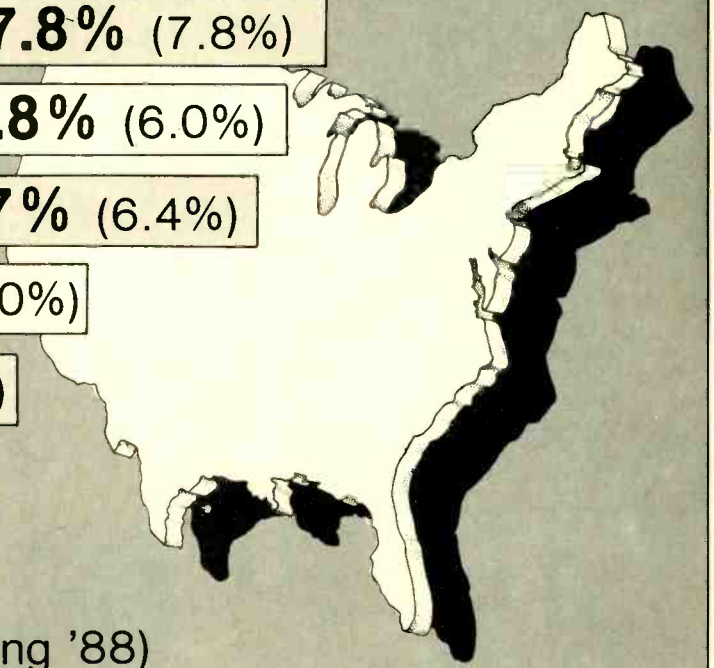
Clas .8% (.7%)

NAC .8% (.7%)

Jazz .1% (.1%)

Misc .1% (.2%)

Sports .1% (.1%)



(Spring '88)

FORMAT LEGEND

AC-Adult Contemporary, **AOR**-Album Oriented Rock, **BBnd**-Big Band, **B/EZ**-Beautiful/Easy Listening, **CC**-Contemporary Christian, **CHR**-Contemporary Hit Radio, **Clas**-Classical, **CR**-Classic Rock, **Ctry**-Country, **Gold**-Oldies, **Jazz**-Jazz, **Misc**- Miscellaneous, **NAC**-New AC, **News**-News, **Nost**-Nostalgia, **NR**-New Rock, **N/T**-News/Talk, **Rel**-Religious, **Span**-Spanish, **Talk**-Talk, **UC**-Urban Contemporary.

We are all more
Than we believe we are...

Montaigne

Michel Tcherevkoff

Transforming human potential
into the spectrum of human achievement
requires a recognition
of each person's separate importance...
and
a belief that we all share in
another's success.

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KQXT San Antonio • **KMEO-AM-FM** Phoenix
KFBK KAER Sacramento • **KFWB** Los Angeles • **KJQY** San Diego
Group W Washington News Bureau

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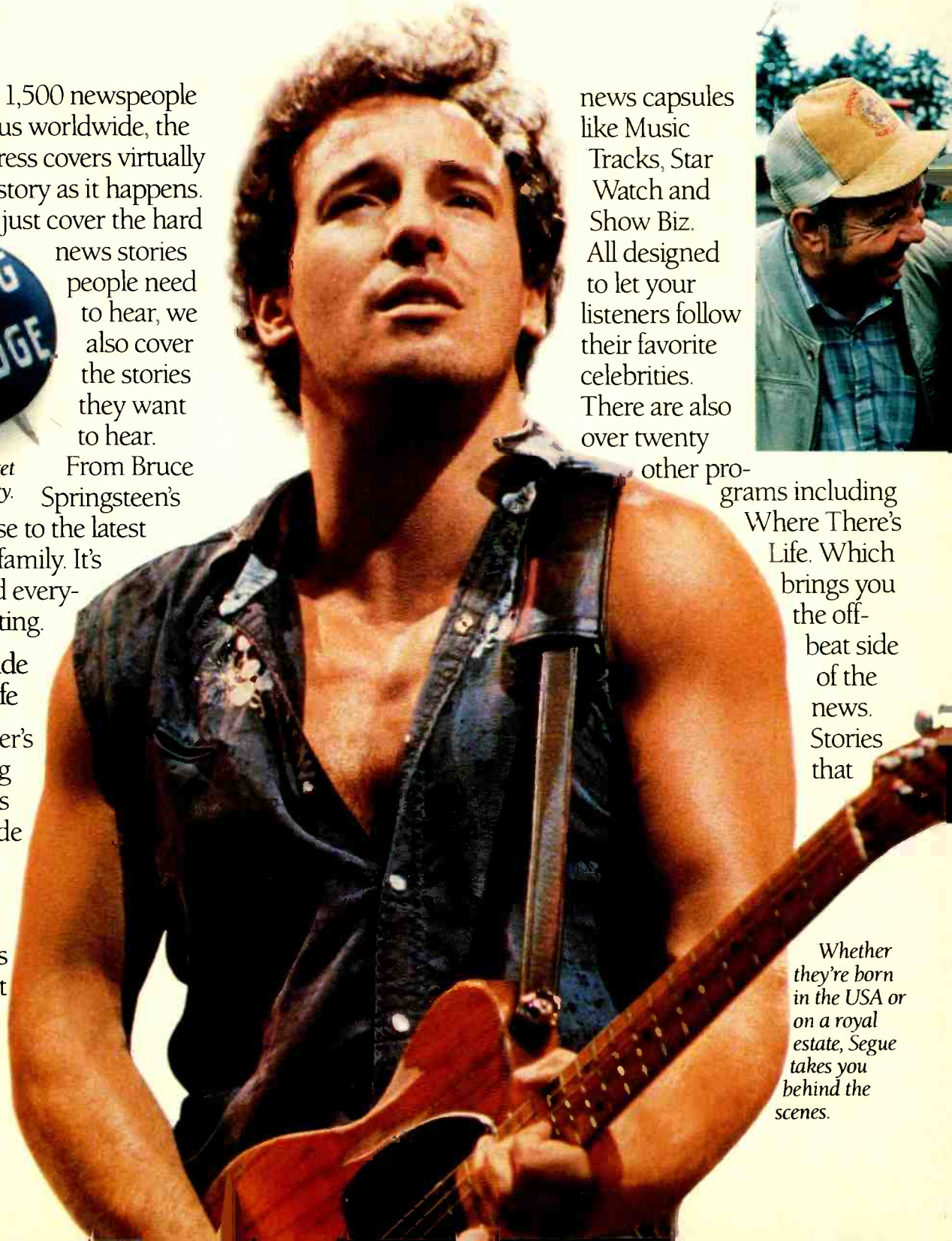
With over 1,500 newspeople in 221 bureaus worldwide, the Associated Press covers virtually every major story as it happens. But we don't just cover the hard news stories people need to hear, we also cover the stories they want to hear. From Bruce Springsteen's newest release to the latest on the royal family. It's anything and everything interesting.

Everyday you get Today in History.

The Flip-Side Side Of Life

Newspower's features bring your listeners the lighter side of the news. Take Segue (SEG-WAY), Newspower's inside look at show biz. It's a daily package of news capsules like Music Tracks, Star Watch and Show Biz. All designed to let your listeners follow their favorite celebrities. There are also over twenty other programs including Where There's Life. Which brings you the off-beat side of the news. Stories that



Whether they're born in the USA or on a royal estate, Segue takes you behind the scenes.

wer Is Just News, Weather Another Thing Coming.

Where's There's Life features stories that make listeners squeal.

make people roll their eyes, shake their heads and remember there's a flip-side of life.

Information That Counts

Newspower's agriculture and business reports give listeners the latest economic news from around the world. Features like

Opening Wall Street will keep commuters tuned in all morning long. And the Sunriser reviews major farm market trends and follows their impact from the commodities market all the way to the supermarket.

For the newest developments in health and fitness, there's Feeling Good. Plus throughout the year there are special programs that offer Christmas gift suggestions, tax tips and more. But whether it's big news or small, it's sure to be news both you and your listeners can use.

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Every week, Newspower delivers over 500 ready to sell programs like Sports Quiz, People in the News and Today in History. And every one can be sold without AP clearance. Which means that Newspower can create over 1,200 new commercial breaks and adjacencies each week. Providing the programs that are sure to bring in more advertisers. And more advertising dollars, too.

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Our Wall Street coverage stacks up with the best.

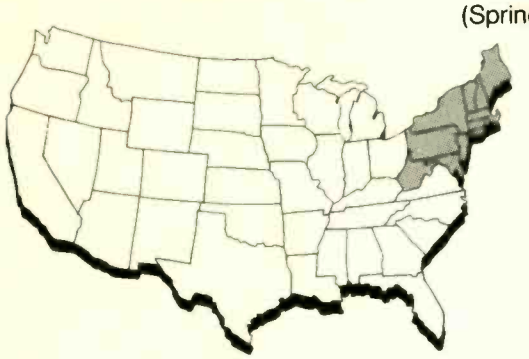
advertisers, call Rosie Oakley at 1-800-821-4747 and ask about Newspower. It's the best way to get more out of the news.

Associated Press Broadcast Services

EAST

AC	26.2	(22.9)
AOR	12.0	(15.2)
BBnd/Nost	3.8	(3.4)
BM/Easy	9.4	(10.6)
CHR	18.5	(18.9)
Clas	.8	(1.2)
Ctry	6.7	(4.5)
Gold	8.1	(7.9)
Jazz	0	(0)
NAC	.2	(.1)
N/T	7.4	(7.1)
Rel/CC	.4	(.4)
Span	.3	(.2)
Sports	.5	(.2)
UC	5.5	(5.3)

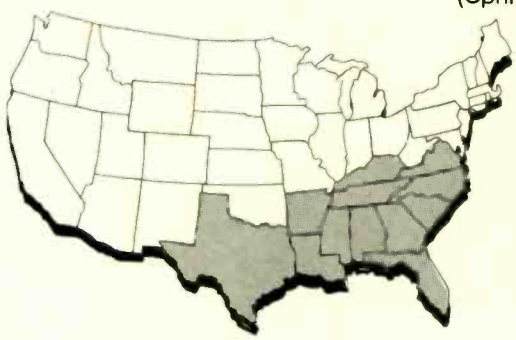
(Spring '88)



SOUTH

AC	16.6	(17.0)
AOR	8.1	(8.2)
BBnd/Nost	1.5	(1.2)
BM/Easy	7.6	(8.1)
CHR	16.9	(18.5)
Clas	.2	(.3)
Ctry	20.1	(20.6)
Gold	4.3	(4.0)
Jazz	0	(0)
Misc	0	(0)
NAC	.3	(.4)
N/T	4.1	(4.2)
Rel/CC	1.8	(1.6)
Span	3.2	(2.8)
UC	15.1	(13.8)

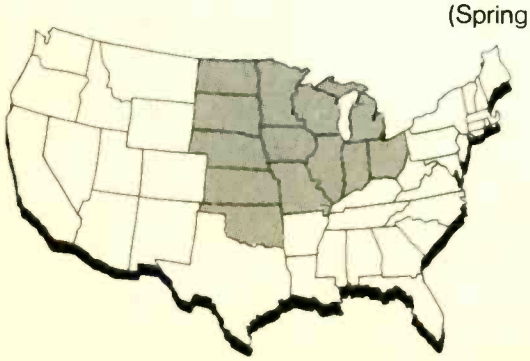
(Spring '88)



MIDWEST

AC	24.7	(24.1)
AOR	11.0	(10.8)
BBnd/Nost	1.9	(1.7)
BM/Easy	8.9	(8.1)
CHR	18.1	(19.5)
Clas	.8	(.4)
Ctry	13.9	(14.4)
Gold	8.8	(5.4)
Jazz	.3	(.2)
Misc	.2	(.1)
NAC	.6	(.5)
N/T	5.1	(6.7)
Rel/CC	.5	(.6)
Span	.1	(.1)
UC	5.2	(6.9)

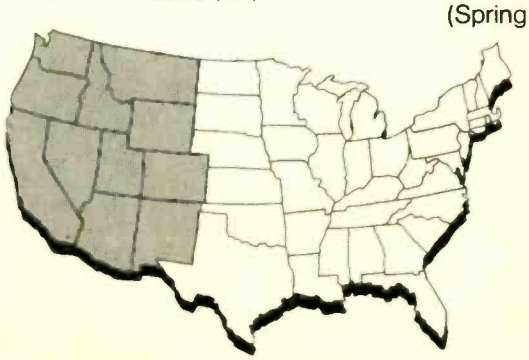
(Spring '88)



WEST

AC	15.7	(15.9)
AOR	13.2	(13.2)
BBnd/Nost	3.4	(2.7)
BM/Easy	10.0	(9.9)
CHR	20.2	(20.2)
Clas	1.8	(1.3)
Ctry	11.5	(11.3)
Gold	7.4	(7.6)
Jazz	.1	(.1)
Misc	.2	(.9)
NAC	2.5	(1.9)
N/T	10.8	(9.6)
Rel/CC	.4	(.4)
Span	1.6	(3.5)
UC	1.0	(2.3)

(Spring '88)



Arbitron says these people are the same.

Age and sex is certainly valuable information. But if that's where your rating source stops measuring you'd better hold it. Like the pictures here, the ages and sexes may be the same but vive la différence! Differences in income, education, lifestyle, purchasing habits, likes and dislikes, pros and cons, the list goes on and they're *all* important.

Only Birch/Scarborough provides you with the differences that your sales staff can use to show the quality and quantity of the audience you have invested your programming dollars to gain.

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No two people are alike. The same is true of radio ratings services. **They** say people are the same. **We** say the difference is like nighttime and drive time.

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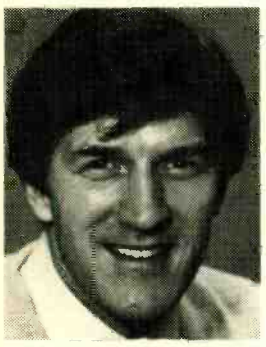
DRIVETIME DOMINATORS

AM Drive/Top 25

Claude Tomlinson
WIVK-AM & FM/Knoxville

Bob Steele
WTIC/Hartford



Tim Burns
WNNK/Harrisburg

Rich Michaels
WVIC-AM & FM/Lansing

Charlie Boone & Roger Erickson
WCCO/Minneapolis

Average Quarter-Hour Share
(12+, M-F, 6-10am)

1. **WVIK-AM & FM/Knoxville** (Ctry) 38.1
   Claude Tomlinson
2. **WTIC/Hartford** (AC) 25.0
   Bob Steele
3. **KMOX/St. Louis** (Talk) 24.5
   Bob Hardy, Bill Wilkerson, Wendy Weiss
4. **WVIC-AM & FM/Lansing** (CHR) 23.4
   Rich Michaels
5. **WCCO/Minneapolis-St. Paul** (AC) 23.2
   Charlie Boone & Roger Erickson
6. **WNNK/Harrisburg** (CHR) 22.7
   Tim Burns, Dan Kamal, Dennis Edwards
7. **WHAS/Louisville** (AC) 22.6
   Wayne Perkey
8. **KSSN/Little Rock** (Ctry) 22.1
   Bob Robbins
8. **WKSJ-AM & FM/Mobile** (Ctry) 22.1
   Wayne Gardner & Bill Dotson
10. **KFAB/Omaha-Council Bluffs** (AC) 21.1
    Don Cole, Walt Kavanagh, Kent Pavelka
11. **KDKA/Pittsburgh** (AC) 21.0
    John Cigna & The K-Team
12. **KGBT/McAllen-Brownsville** (Span) 20.6
    Jorge Juillen, Hugo De La Cruz
12. **WNDE & WFBQ/Indianapolis** (AOR) 20.6
    Bob & Tom
14. **WXLK/Roanoke-Lynchburg** (CHR) 20.4
    Sunny Joe Stevens & Kirk Patrick
15. **WTOD & WKKO/Toledo** (Ctry) 20.3
    Jack Mitchell & Mary Beth
16. **WSYR/Syracuse** (AC) 20.1
    Bill Baker
17. **WRVA/Richmond** (AC) 19.9
    Alden Aaroe & Tim Timberlake
18. **WIKS/Coastal North Carolina** (UC) 19.6
    Quincy
19. **WTQR/Greensboro-Winston Salem** (Ctry) 18.8
    Dale Mitchell & Aunt Elouise
20. **WCMF/Rochester, NY** (AOR) 18.7
    Brother Wease Morning Circus f/Chris Shirer & B.J. Shea
21. **KQMQ-AM & FM/Honolulu** (CHR) 18.5
    Michael Qseng & Morning Madness
22. **KUZZ-AM & FM/Bakersfield** (Ctry) 18.2
    Steve Gradowitz
22. **WQUT/Johnson City** (CHR) 18.2
    Steve Mann
24. **WIOG/Flint** (CHR) 18.0
    Dean Myers & Roger Beaty
25. **WHOT-AM & FM/Youngstown** (CHR) 17.9
    A.C. McCullough & Kelly Stevens
25. **WRBQ-AM & FM/Tampa** (CHR) 17.9
    Cleveland Wheeler & The Q-Zoo
25. **WXBQ/Johnson City** (Ctry) 17.9
    Dave Carter

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We, on the other hand, are committed to delivering great programs that build large audiences for our stations and our advertisers. So, at Premiere Radio Networks, we're concentrating on consistently tasty menus of daily, weekly and special programs that are healthy for everyone.

For reservations, call your Premiere Chef de Cuisine today. You'll enjoy a refreshing change from the deep-fried, fast food radio they're serving down the street. If you don't do it for yourself, do it for your children.
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Menu

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LIVE FROM THE '60s WITH THE REAL DON STEELE. Our tribute to the days of the Electric Banana and Yellow Submarine sandwich. The Real Don Steele flash freezes the decade of Aquarius weekly. He cooks!

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PREMIERE
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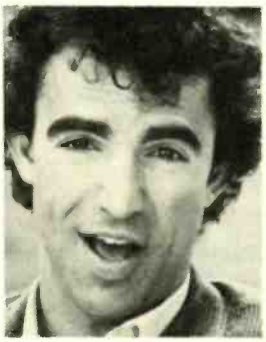
DRIVETIME DOMINATORS

AM Drive/Top 25

Ross Brittain
WHTZ/New York

Rick Dees
KIIS-AM & FM/Los Angeles

Jim Kerr
WPLJ/New York



Jay Thomas
KPWR/Los Angeles

Judy DeAngelis, Paul Smith, Michael O'Neil
WINS/New York

Cume Persons
(12+, M-F, 6-10am)

1. **WINS/New York** (News) 1,980,500
   Paul Smith, Michael O'Neil, Judy DeAngelis
2. **WHTZ/New York** (CHR) 1,460,800
   Scott Shannon, Ross Brittain
3. **WCBS/New York** (News) 1,316,400
   Jim Donnelly, Bridget Quinn
4. **KIIS-AM & FM/Los Angeles** (CHR) 1,078,400
   Rick Dees, Charleye Wright, Liz Fulton, Chuck Street
5. **KPWR/Los Angeles** (CHR) 987,700
   Jay Thomas, Jayne Johnson, Monica Brooks
6. **WPLJ/New York** (CHR) 969,300
   Jim Kerr & The Morning Crew
7. **WOR/New York** (Talk) 923,300
   John A. Gambling & John R. Gambling
8. **WRKS/New York** (UC) 886,500
   Carol Ford & Mike Love
9. **WGN/Chicago** (AC) 882,700
   Bob Collins
10. **WXRK/New York** (CR) 866,000
    Howard Stern
11. **KYW/Philadelphia** (News) 836,200
    Pat Famack, Harry Donahue, Gene Scott
12. **WBBM/Chicago** (News) 821,600
    Felicia Middlebrooks, John Hultman
13. **WPAT-AM & FM/New York** (B/EZ) 781,100
    Dell De Montreux
14. **KNX/Los Angeles** (News) 772,200
    Dave Zorn, Jack Salvatore
15. **WCBS-FM/Los Angeles** (Gold) 771,500
    Harry Harrison, Ron Lundy
16. **KFWB/Los Angeles** (News) 770,100
    Charlie Brailer, John Leisher, Stan Bohrman
17. **WBLS/New York** (UC) 737,000
    Ken Webb
18. **WQHT/New York** (CHR) 731,800
    Stevens & Grdnic
19. **WLTW/New York** (AC) 730,500
    Batt Johnson
20. **WLUP-AM & FM/Chicago** (AOR) 714,800
    Jonathon Brandmeier
21. **KABC/Los Angeles** (Talk) 684,500
    Ken Minyard & Bob Arthur
22. **WNEW-FM/New York** (AOR) 681,800
    Dave Herman
23. **KOST/Los Angeles** (AC) 647,300
    Mark Wallengren & Kim Amidon
24. **WNSR/New York** (AC) 632,900
    Bill Neil, Debbie Gross
25. **WGCI-AM & FM/Chicago** (UC) 613,200
    Doug Banks with Banks & Company

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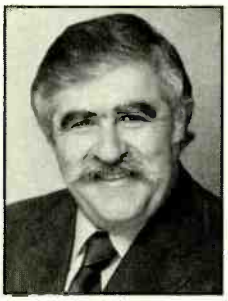
We are proud to introduce to you our Regional Executives who will be coordinating all Radio Store efforts.

INTEREP

ELLEN HULLEBERG
President



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Chicago

RICK FROMME
Dallas

JIM HAGAR
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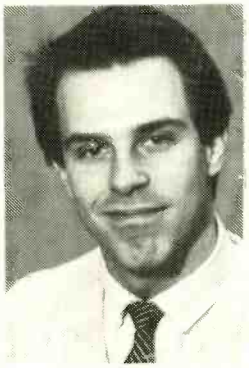
Ed Brantley
WIVK-AM & FM/Knoxville

Danny Stewart
WVIC-AM & FM/Lansing

Eddie Haskell
WXLK/Roanoke-Lynchburg



Bruce Bond
WNNK/Harrisburg

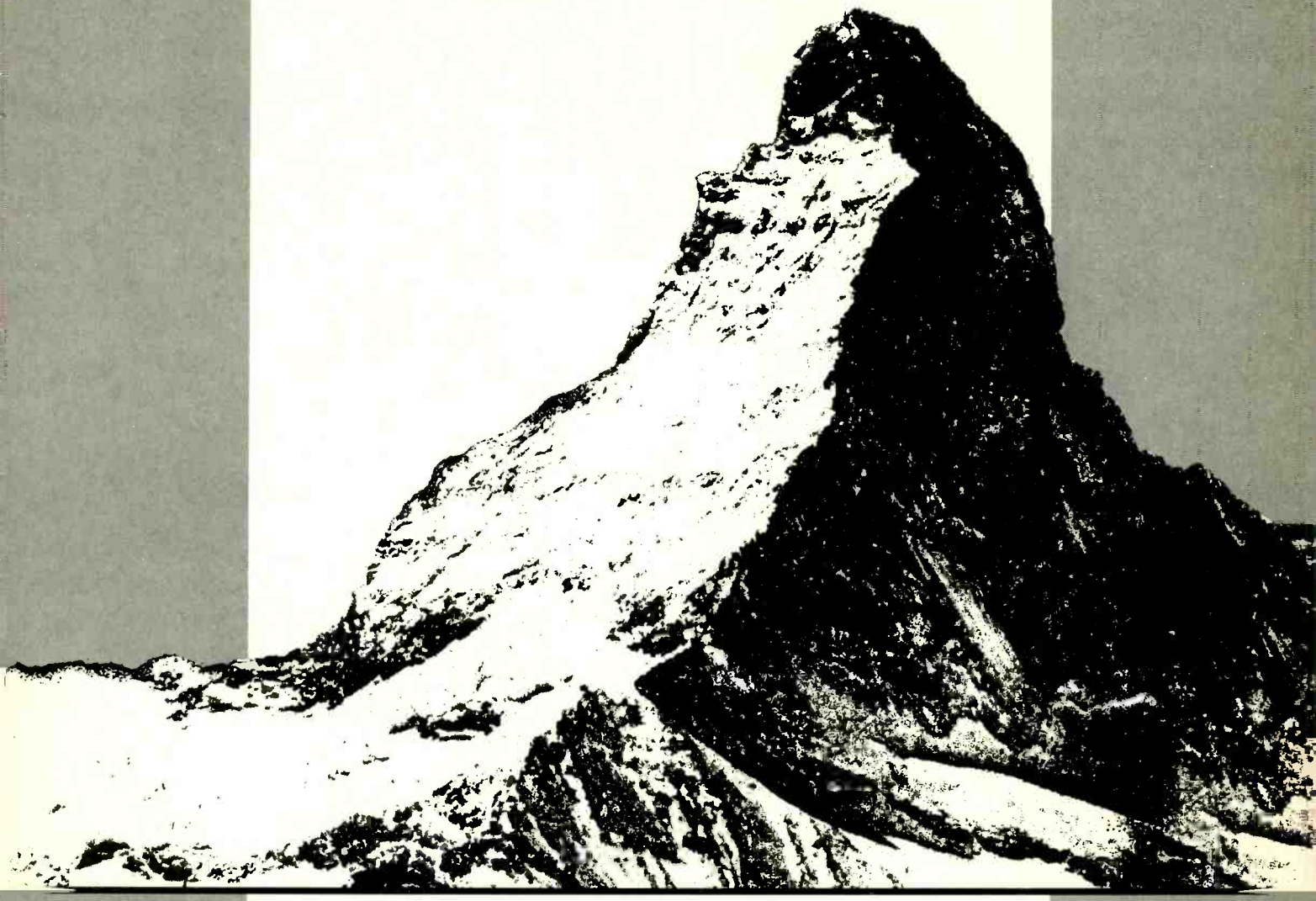
B.K. Kirkland
WIKS/Coastal North Carolina

Doug Enlow
WCOS-AM & FM/Columbia, SC

Average Quarter-Hour Share
(12+, M-F, 3-7pm)

1. **WIVK-AM & FM/Knoxville** (Ctry) 32.1
   Ed Brantley
2. **WNNK/Harrisburg** (CHR) 23.7
   Bruce Bond
3. **WXLK/Roanoke-Lynchburg** (CHR) 22.1
   Eddie Haskell
4. **WQUT/Johnson City** (CHR) 21.5
   Steve Taylor
5. **WIKS/Coastal North Carolina** (UC) 21.1
   B.K. Kirkland
6. **WIOG/Flint** (CHR) 20.7
   Rick Donahune
7. **WVIC-AM & FM/Lansing** (CHR) 19.9
   Danny Stewart
8. **KBFM/McAllen-Brownsville** (CHR) 19.8
   Dusty Hayes
9. **KRQQ/Tucson** (CHR) 19.8
   Jeff Davis
10. **WSKZ/Chattanooga** (CHR) 19.6
    Mike Allison
11. **KSSN/Little Rock** (Ctry) 19.5
    Ray Randall
12. **WXBQ/Johnson City** (Ctry) 18.0
    Gordon Light
13. **WCOS-AM & FM/Columbia, SC** (Ctry) 17.5
    Doug Enlow
14. **KUZZ-AM & FM/Bakersfield** (Ctry) 17.3
    Chris Conner
14. **WCMF/Rochester, NY** (AOR) 17.3
    Janet Merriam
14. **WTQR/Greensboro-Winston Salem** (Ctry) 17.3
    Danny Hall
17. **WKSJ-AM & FM/Mobile** (Ctry) 17.1
    Jeff Funk
18. **WEZN/Bridgeport** (AC) 16.7
    Kathryn Mills
19. **WRBQ-AM & FM/Tampa** (CHR) 16.5
    Mason Dixon
20. **KQMQ-AM & FM/Honolulu** (CHR) 16.4
    U Willi Moku
21. **KGBT/McAllen-Brownsville** (Span) 16.3
    Hugo De La Cruz, Ramon Telles
22. **WEAT-AM & FM/West Palm Beach** (B/EZ) 16.2
    Paul Dunn
23. **WAMZ/Louisville** (Ctry) 16.1
    Coyote Calhoun
24. **WTFM/Johnson City** (AC) 16.0
    Chuck Anthony
25. **WHRK/Memphis** (UC) 15.9
    Reggie Fine

We took it to the Top!



The theme for this year's Major Market Radio Fly-In, with co-host EZ Communications, was "Taking It To The Top." For 10 years we've been bringing the best of the best in speakers and industry related workshops and seminars to our client stations. 1989 was no exception. Commissioner of Baseball Peter Ueberroth, Astronaut Neil Armstrong, Everest explorer John Amatt and syndicated economist Frank Capiello all contributed to what was the best attended Fly-In ever. We believe in pumping money back into our product. The Fly-In was our way of making sure our clients know how much we value our relationship with them. 10 years later, we feel proud knowing we took it to the very top. After all, good people business is good business.

FEBRUARY 8-11, 1989
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MAJOR MARKET RADIO · 10TH ANNIVERSARY FLY-IN
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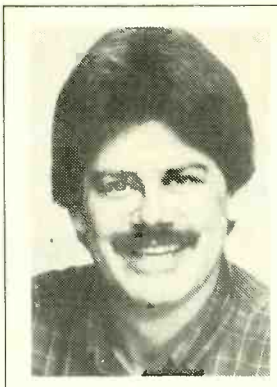
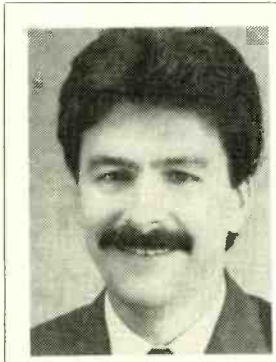
PM Drive/Top 25

Magic Matt Alan
WHTZ/New York



Fast Jimi Roberts
WWPR/New York

Mucho Morales
KPWR/Los Angeles



Steve Roy
WLTW/New York

Bruce Vidal
KIIS-FM/Los Angeles

Bob Shannon
WCBS-FM/New York

Cume Persons
(12+, M-F, 3-7pm)

1. **WHTZ/New York** (CHR) 1,377,500
   Magic Matt Alan
2. **KPWR /Los Angeles** (CHR) 1,020,300
   Mucho Morales
3. **WPLJ/New York** (CHR) 979,400
   Fast Jimi Roberts, Hollywood Henderson
4. **WINS/New York** (News) 979,300
   Alice Stockton, Ralph Howard
5. **WLTW/New York** (AC) 967,400
   Steve Roy
6. **WCBS-FM/New York** (Gold) 919,600
   Bob Shannon
7. **KIIS-FM/Los Angeles** (CHR) 906,100
   Bruce Vidal
8. **WPAT-AM & FM/New York** (B/EZ) 899,500
   Ken McKenzie
9. **WCBS/New York** (News) 868,100
   Rita Sands, Tom Franklin
10. **WQHT/New York** (CHR) 859,900
    Bill Lee
11. **WRKS/New York** (UC) 811,900
    Chuck Leonard
12. **WNEW-FM/New York** (AOR) 736,200
    Scott Muni, Carol Miller
13. **WXRK/New York** (CR) 723,300
    Stephen Capen, Jimmy Fink
14. **WABC/New York** (Talk) 720,800
    Bob Grant
15. **WNSR/New York** (AC) 714,100
    Jim Douglas
16. **KOST/Los Angeles** (AC) 700,800
    Bryan Simmons
17. **WBLS/New York** (UC) 659,200
    Fred Buggs
18. **WYNY/New York** (Ctry) 647,500
    Dan Daniel
19. **KNX/Los Angeles** (News) 613,500
    Barry Rolde
20. **WOR/New York** (Talk) 584,100
    Mark Scott
21. **WGCI-FM/Chicago** (UC) 562,000
    Tom Joyner, Marco Spoon
22. **KRTH-FM/Los Angeles** (Gold) 557,600
    Steve Scott, Jay Coffee
23. **WYTZ/Chicago** (CHR) 556,900
    Brant Miller
24. **KABC/Los Angeles** (Talk) 556,600
    Stu Nahan
25. **KFWB/Los Angeles** (News) 536,500
    Jim Burson, Judy Ford

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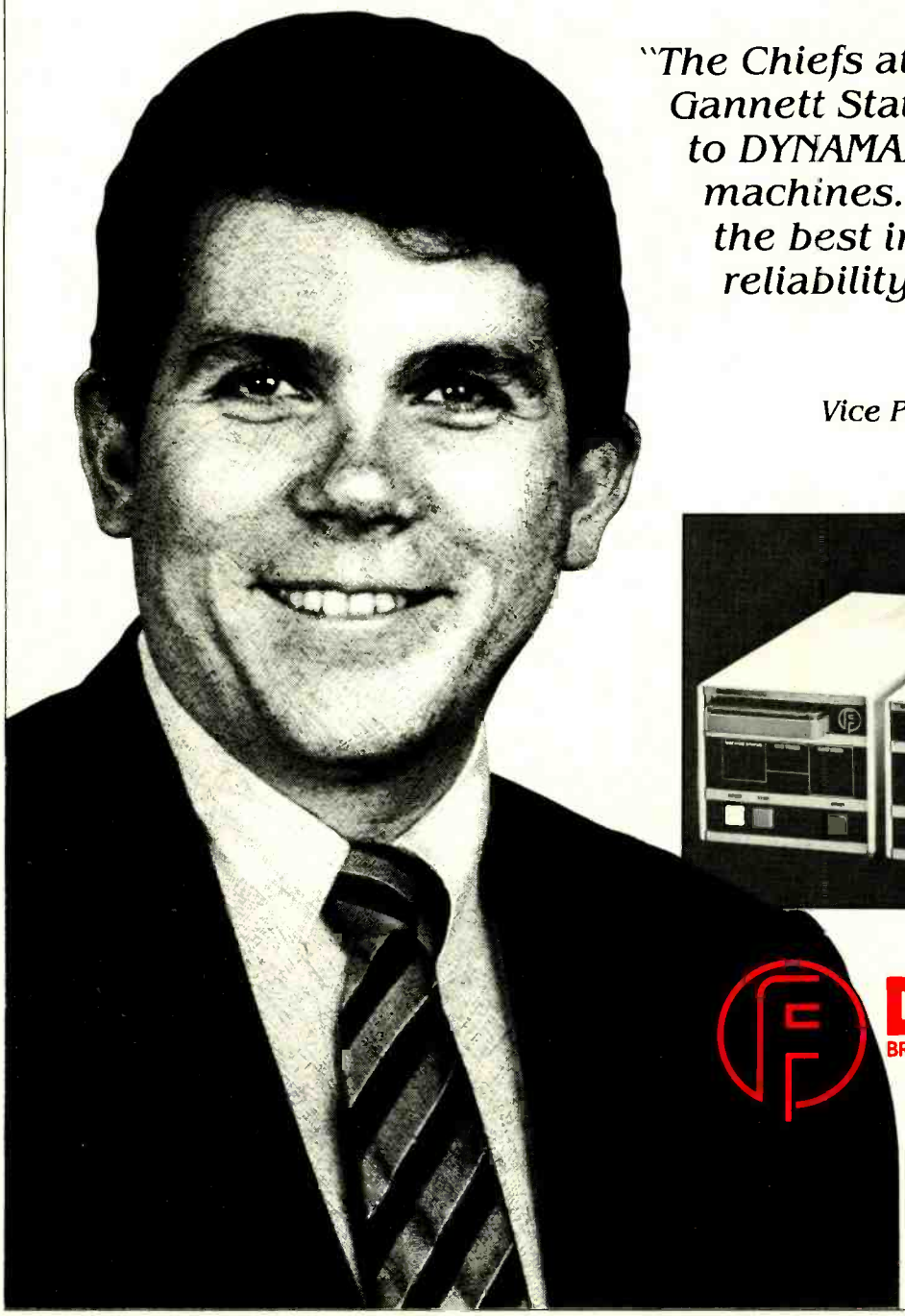

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DIRECTORY

BROADCAST SCHOOLS

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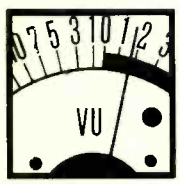

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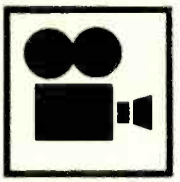

MOVIE STUDIOS

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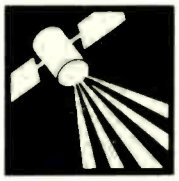

PROGRAM SUPPLIERS & NETWORKS

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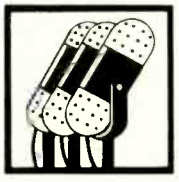

RADIO GROUP OWNERS

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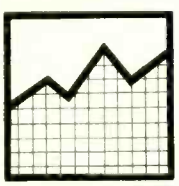

RESEARCH FIRMS

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TV PRODUCTION FIRMS

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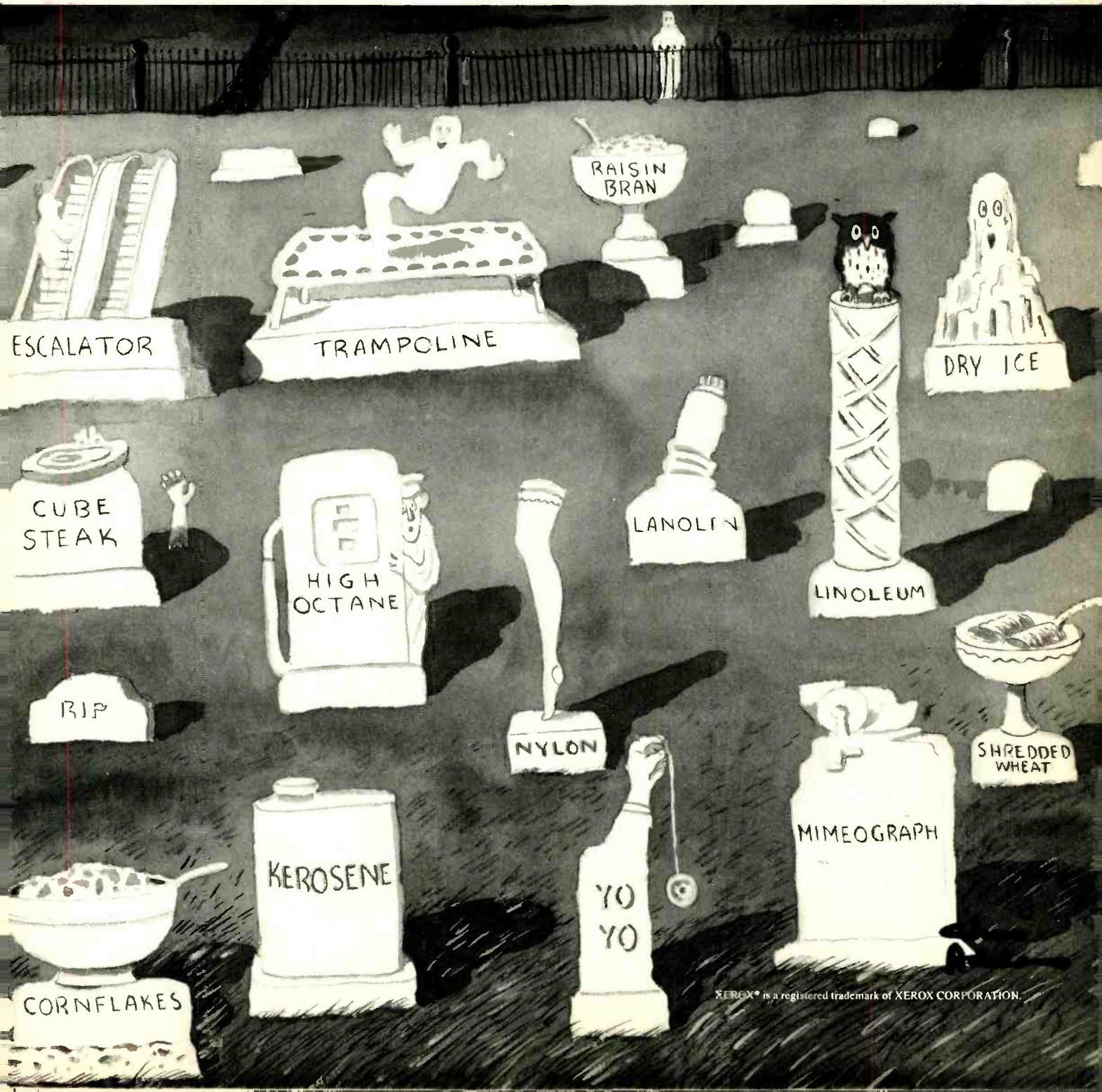

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Jamie Sullivan, *Ops. Mgr., Broadcast & Film*

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FAX: (603) 893-6390
Jack Connell, *President*
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Toledo, OH 43602-1233
(419) 244-8599
Michael Shaw, *President*
M

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Kris Robbins, *VP/Radio Programming Software*

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FAX: (914) 723-6651
Lee Facto, *GM*
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RadioWare
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Ste. 169-B
Dallas, TX 75220
(214) 350-7216
FAX: (214) 350-7253
Carl Barringer, *President*
M O

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(813) 626-4108
FAX: (813) 621-0616
Chris Turner, *VP/Corporate Mgr.*

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Jim Sumpter, *President*
David Smith, *VP*

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(208) 726-7772
FAX: (208) 726-5156
Margo Metegrano
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(608) 274-8686
Dick Jeidy

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Clovis CA 93613
(209) 222-8854
Lee Nye
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RADIO 2OO
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RADIO 2WS
RADIO 3AK
RADIO 3FOX
RADIO 3GL
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This is a list of success stories. The PD's at these stations have installed Selector®
because they know that a great-sounding station is the beginning of the road to success.
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Stanley J. Penkala, *VP*
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2. Weekly Music Calls	☑	☐
3. Bi-weekly Air Checks (first 6 mos.)	☑	☐
4. Monthly Air Checks (after 6 mos.)	☑	☐
5. Monthly Conference Calls	☑	☐
6. Full-time Promotion & Contest Director	☑	☐
7. Monthly Management Newsletter	☑	☐
8. Management Reference Manual	☑	☐
9. Yearly Programmers Seminar	☑	☐
10. Full-time Troubleshooter	☑	☐
11. Sunday Night Open Phone Line	☑	☐
12. "How To" Programming Tape Library	☑	☐
13. 24-Hour Availability	☑	☐
14. Quarterly Market Visits	☑	☐

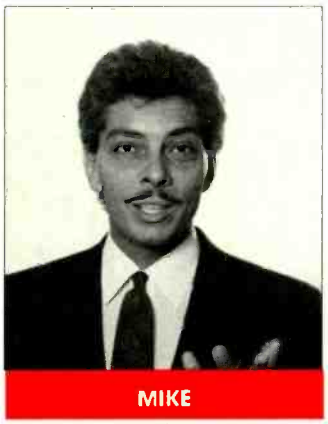
A CHECKLIST YOU CAN USE TO HIRE YOUR NEXT CONSULTANT OR, FIRE YOUR PRESENT ONE.

Consultants come and go.

And what happens between the time your consultant leaves and comes back again can be the real measure of success. Or, of rapidly lost ground.

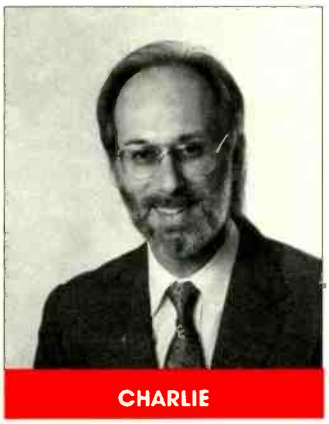
You already know how fast the competition can throw a block at your latest programming strategy. And how quickly market conditions can change affecting everything from your lobby to the newsroom.

That's why when we leave you with a game plan, we know it must be constantly monitored and fine-tuned. How else can you stay current? How else are you going to set trends?



MIKE

Mike McVay has been paying attention to the business of consulting long enough to have one of radio's most impressive ratings track records.



CHARLIE

Charlie Cook, part of the McVay team, has his own list of specialties like Adult Contemporary, Country, Contemporary Hit Radio and Nostalgia.

We also believe attention to the problems as well as the details pays off.

The list above shows just how much attention we think is necessary for your station to continually improve and prosper.

As you might expect, stations we already work with are very familiar with these procedures.

They're also familiar with the benefits that come from taking the time to follow them.

If someone is not spending enough time making your station a success, show him this list. Or, take the next step... then think about calling us.

McVAY MEDIA

The Time And Experience To Build Your Winning Team

Executive Office: 24650 Center Ridge Road, Suite 148, Cleveland, OH 44145 (216)892-1910 Nashville Office: Contact Charlie Cook, 1425 Robert E. Lee Lane, Brentwood, TN 37027 (615)373-2518

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FAX: (813) 621-0616
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Bob Anthony, *President*

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Steve Wilder, *VP, Marketing*
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Larry Rosin, *Research Dir.*

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Lee Boyan, *President*
S

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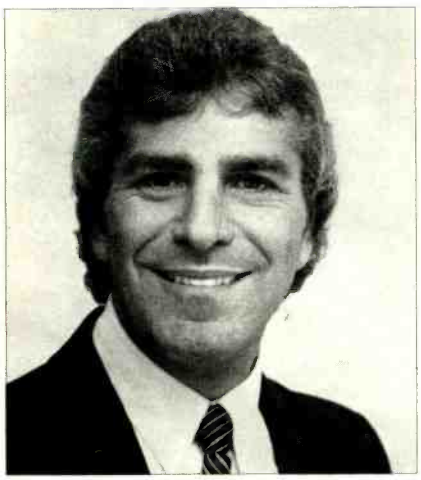
"Our clients include America's leading broadcasters. They demand superior marketing." —E. Alvin Davis



"We're marketers. It's what makes us so different from ordinary programming consultants."
—E. Alvin Davis

We help forward-thinking radio stations maximize performance. Our commitment is to provide quality consulting for select clients.

Over 90 percent of our clients achieve higher ratings. The majority have shown dramatic growth. Many are Number One, most are format dominant.

We understand marketing

Today, radio demands more from a consultant than just programming knowledge. It requires marketing savvy.

We're marketers. It's what makes us so different from ordinary programming consultants.

Our clients include the leading broadcasting companies and stations in America. They have an appreciation for high calibre advice and counsel. We're proud to be a part of their success.

A Case in Point: Our Clients

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***E** = Equalizers*
***EFX** = Effects, Reverbs, Digital Delay*
***H** = Headphones*
***L** = Loudspeakers*
***M** = Microphones*
***MO** = Monitoring Equipment*
***NR** = Noise Reduction*
***P** = Audio Processors; On-Air & Production*
***RC** = Recording Tapes/Cart Tape*
***T** = Turntables & Accessories*
***TA** = Towers/Antennas*
***TP** = Tape Deck (Reel-to-Reel)*
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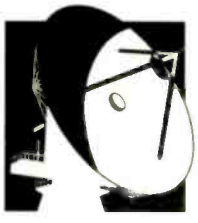

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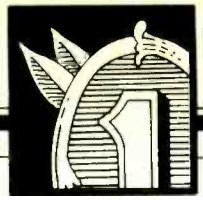

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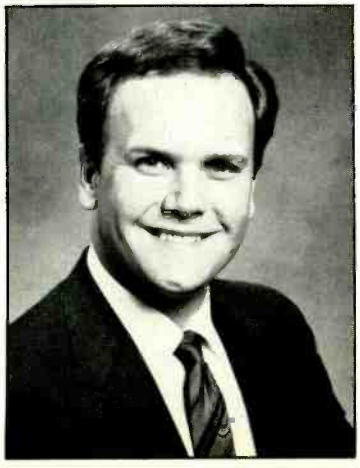

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After Midnight Records
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Redondo Beach, CA 90277
(213) 316-7807
Chuck Schumacher

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Aircraft Music Library
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Boston, MA 02114
(800) 343-2514
FAX: (617) 367-1521
Mark Cuddy, *Producer*
PL

Airforce Broadcast Services
216 Carlton St., Ste. 300
Toronto, Ontario
Canada, M5A 2L1
(416) 961-2541
FAX: (416) 961-7754
Richard Loth, *Dir. Mktg. & Sales*
PL J

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American Image Productions
1719 West End Avenue, Ste. 603
Nashville, TN 37203
(615) 327-4521, (800) 344-4202
FAX: (615) 321-0731
George Lale, *VP*
SFX J PL SL

American Pie
P.O Box 66455
Los Angeles, CA 90066
(213) 391-4088
Janet Volat, *Principal*
SL

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Toby Arnold & Associates
3234 Commander Dr.
Carrollton, TX 75006
(214) 661-8201, (800) 527-5335
FAX: (214) 250-6014
Toby Arnold, *President*
SFX J PL SL

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J = ***Jingles, Sweepers, and ID's***
PL = ***Production Libraries***
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SU = ***Satellite Uplink Services***
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PRODUCTION SERVICES

Associated Production Music
6255 Sunset Blvd., Ste. 820
Hollywood, CA 90028
(213) 461-3211
FAX: (213) 461-9102
Connie Red
AV SFX J PL SL

At The Top Audio/Video, Inc.
3330 Earhart, Ste. 208
Carrollton, TX 75006
(214) 980-7671
Chad Witmeyer, *VP/Prod.*
AV

Audio Creations
801 Starmount Ave., NW
Roanoke, VA 24019
(703) 563-8100
Ben Peyton

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Audio Services
801 Starmount Ave. N.W.
Roanoke, VA 24019
(703) 563-8100
Ben Peyton

●

Audio Yearbook
1040 Greenwich St.
San Francisco, CA 94133
(415) 771-5886
Maureen McGinley, *Exec. Producer*
SFX PL SL J

●

AYJAY Productions
1 Bulwer Road
Barnet, Herts
England, EN55JD
David Lee Towery
J VO

Back Lot Studios
1 College Street
Box 297
Clinton, NY 13323
(315) 853-3908
Greg McShea, *Recording Dir.*

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Billy Barber Productions
1501 Broadway, Ste. 1801
New York, NY 10036
(212) 764-4300
FAX: (212) 764-6881
Barb Crofoot

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Bob Barnes Creative Services, Inc.
2994 Edgewater Dr.
Orlando, FL 32804
(407) 422-2035
FAX: (407) 422-2059
Bob Barnes, *President*
J

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Mt. Vernon, OH 43050
Bill Carpenter
J

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Benmar Productions
5 Nelson Street
Rockville, MD 20850
(301) 340-0829
FAX: (301) 251-0202
Mark Marguelies
Greg Bennett,

●

Rob Bennethum Radio Production
1025 Union St.
Reading, PA 19604
(215) 373-3381
VO

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Bertech Organization
14447 Califa
Van Nuys, CA 91401
(818) 909-0262
FAX: (818) 994-2553
Lee Berman, *President*
C EFX

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Bravo Publications
(Chart Facts)
117 West Harrison Bldg., 6th Fl.
Chicago, IL 60605
(800) 776-7770
Steve Hullfish, *Editor*

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Brink's Production Workshop
1024 16th Ave. S.
Nashville, TN 37212
(615) 254-7377
Scotty Brink, *President*
J PL VO

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Broadcast Development Group
P.O. Box 3079
Broadway Station
Newport, RI 02840
(401) 846-2825
Jim Raposa, *President*
J

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Broadcast Time
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Lido Beach, NY 11561
(516) 484-9300
Bruce Kuperschmid

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Brown Bag Productions
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Englewood, CO 80110
(303) 756-9949
FAX: (303) 759-8213
Mike Lee, *Managing Partner*
J PL VO

California Aircheck
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San Diego, CA 92104
(619) 460-6104
George Junak

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Capitol Production Music
(A division of Capitol Records, Inc.)
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Hollywood, CA 90028
(213) 461-2701, (800) 421-4163
FAX: (213) 461-1543
Ole Georg, *Managing Director*
Paul Bland, *Mktg. Dir.*
Richard Hyland, *Mktg.*
Douglas Long, *Mktg.*

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Catspaw Productions, Inc.
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(404) 233-3173
FAX: (404) 233-3158
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Brad Jones, *Studio Mgr.*
AV SFX J PL SL VO

Century 21

Century 21 Programming, Inc.
14444 Beltwood Pkwy
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FAX: (214) 788-1054
Dave Scott, *President*
SFX J PL SL

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Los Angeles, CA 90038
(800) 621-6949, (213) 462-4966
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Royal Oaks, MI 48067
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FAX: (214) 386-5207
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AV SFX J VO

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Panama City, FL 32401
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Stan Strickland
Alex Cooley,
J VO

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Country Music Entertainment
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(818) 786-6957
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MCP

Mitch Craig Productions
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Memphis, TN 38124-1655
(901) 388-8449
FAX: (901) 388-6328
Mitch Craig, *Owner*
J PL VO

D.A.B. Audio Consultants
250 S. San Fernando Blvd., Ste. Burbank, CA 91502
(818) 842-5402
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Sharon Braswell, *Sales/Mktg. Dir.*

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DeWolfe Music Library
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New York, NY 10036
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Andrew M. Jacobs
PL

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DigiPrep
1425 N. Cole Pl.
Hollywood, CA 90028
(213) 461-1709
Warren Salyer
Daniel Hersch,

●

Dimension Music & Sound Effects
P.O. Box 1561
Jupiter, FL 33468
(407) 746-2222, (800) 634-0091
FAX: (407) 746-0310
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PRODUCTION SERVICES

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2301 Unity Ave. N.
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(612) 522-6256
Dave Dworkin, *President*
SFX

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Eagle Marketing, Inc.
3412 Terryridge Rd.
Fort Collins, CO 80524
(303) 484-4736
FAX: (303) 484-4742
Paul Meacham, *President*

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Don Elliot
10909 Riverside Dr.
North Hollywood, CA 91602
(818) 762-3554
FAX: (818) 509-0298
Don Elliot, *President*
VO

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Ervasti Communications Group
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Minneapolis, MN 55433
(612) 784-3989
Dick Ervasti
Steve Baldwin
J VO

●

Far West
120 N. Victory Blvd., # 106
Burbank, CA 91502
(818) 566-7003
FAX: (818) 566-7086
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FirstCom
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(214) 934-2222
FAX: (214) 404-9656
Jim Long, *Chairman*
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Eddie Gambino
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Moutainside, NJ 07092
(201) 232-2733
VO

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GE American Communications
Four Research Way
Princeton, NJ 08540
(609) 987-4230
FAX: (609) 987-4517
Andreas Georghiou, *Dir., Broadcast & Business Svcs.*
SU

The Gold Vault
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Oshtemo, MI 49077
(616) 349-9413
FAX: (616) 343-1016
Dan Druckenbrodt, *Owner*
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Tacoma, WA 98411
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L.A. Nelsen-Erak
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HLC

HLC
6528 Sunset Blvd.
Los Angeles, CA 90028
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FAX: (213) 464-5931
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Dan Eric Blair, *VP/Broadcast*
Jesse Acuna, *Hispanic Division*
J VO

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(918) 254-0464
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VO

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Ichabod Caine
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Seattle, WA 98124
(206) 622-2312
Ichabod Caine
VO

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IDB Communications
10525 W. Washington Blvd.
Culver City, CA 90232
(213) 870-9000
FAX: (213) 838-6374
Peter Hartz, *VP, Mktg. & Sales*
SU

I*D*E*A*S
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(504) 283-2611
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(201) 964-5046
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FAX: (214) 381-4647
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JDK Music Production
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Richmond, VA 23235
(804) 272-6777
John Keltonic, *President*
J

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K. Kommunications
800 E. Northwest Highway # 914
Palatine, IL 60067
(312) 705-0355
Bob Blom, *President*

JOE KELLY CREATIVE SERVICES

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Joe Kelly Creative Services
215 W. Ohio St.
Chicago, IL 60610
(312) 645-8241
FAX: (312) 645-9462
Rick Figura, *VP*
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Lee Kent Productions
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Austin, TX 78750
(512)258-PIPEs
Lee Kent
J VO

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Kilian Creative Productions
6507 Three Chopt Rd.
Richmond, VA 23226
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Neil Godsey, *Partner*
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L & R Productions, Inc.
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(203) 528-5177
Tom Russo/Paul Lombardo
J PL

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Chris Larko Productions
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Fort Wayne, IN 46802
(219) 424-2405, (800) 4-TALENT
Chris Larko, *President*
AV SL VO

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Lars Clutterham Music
8553 Amato Drive
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(619) 561-8815, (800) 748-5567
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Delin Graves, *Sls. Mgr.*
J

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Jeff Laurence
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Seminole, FL 34642
(813) 397-7687
J VO

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Liners 'N Legals
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Minneapolis, MN 55408
(612) 872-9477
Alison J. Brown
J VO

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Scott Lockwood Enterprises, Int'l
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FAX: (714) 668-9579
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Bobby Magic & Associates
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Angie Rinella, *VP*

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Man From Mars Productions
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(603) 668-0652
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AV VO

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Media Sound, Inc.
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Robert Stephenson, *G.M.*

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Tucson, AZ 85718
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Paul Miller, *President*
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K.P. Moore Productions
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Doylestown, PA 18901
Kevin Moore
VO

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MSA (Music Service Associates)
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Tulsa, OK 74133
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Bob Tomarkin
SL

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Muddy Mitch Productions
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Lisle, IL 60532
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J

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Music Director Programming Svc.
P.O. Box 51978
Indian Orchard, MA 01151
(413) 783-4626
Budd Clain, *GM*
AV SL

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Music World
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Woodland Park, CO 80866
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Lee Barry

Musicworks, Inc.
P.O. Box 111390
Nashville, TN 37211
(615) 790-1200, (800) 251-9000
Bill Robinson, *President*
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Neer Perfect Productions
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(212) 463-7980
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DeWitt Nelson, *VP*
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J.R. Nelson Productions
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S. Euclid, OH 44121
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FAX: (216) 291-9928
J.R. Nelson, *President*
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J VO

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Network Production Music, Inc.
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Larry Kessler, *VP, Sales*
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New Hope, PA 18938
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FAX: (215) 862-3550
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PL

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NPR Satellite Services
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Washington, DC 20036
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FAX: (202) 822-2FAX
Bill Bean, *Mktg. Mgr.*
SU

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O'Connor Creative Services
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FAX: (213) 301-3363
Harry O'Connor, *President*

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Bobby Ocean, Inc.
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San Rafael, CA 94903
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FAX: (415) 472-1686
Bobby Ocean, *President/Exec. Prod.*
Elizabeth Salazar, *Assoc. Prod.*

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PRODUCTION SERVICES

Robert Oland
P.O. Box 361082
Los Angeles, CA 90036
(213) 851-9511
Robert Oland

Omnimusic
52 Main St.
Port Washington, NY 11050
(516) 883-0121, (800) 828-6664
FAX: (516) 944-6586
Doug Wood, *President*
Sam White, *GM*
PL SFX

PAMS Jingles
Division of CPMG Inc.
14444 Beltwood Pkwy.
Dallas, TX 75244
(800) 522-PAMS
FAX: (214) 788-1054
Benjamin Freedman, *President*
J

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Pan American Services
One Pickwick Plaza
Ste. 270
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FAX: (203) 622-9163
Luli Saralequi
SU

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Penninsula Productions
N. Michigan Publishing
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Traverse City, MI 49684j
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Phase I
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Benton City, WA 99320
(509) 588-6744
Dave Ingersoll

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Philadelphia Music Works
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Bryn Mawr, PA 19010
(215) 825-5656
FAX: (215) 825-8310
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SFX J PL

Point of Purchase Radio Corp.
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New York, NY 10016
(212) 725-7200
FAX: (212) 696-0904
Scott Kushner, *VP/Prgmmg. & Prod.*

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Pro Audio Makers
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(213) 597-8344
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Producers' Audition Hotline
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Olney, MD 20832
(301) 924-5700, (301) 924-4327
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14874 NE 20th Ave., B-11
North Miami, FL 33181
(305) 945-7575
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J

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Quantum Concepts Unlimited
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Cliff Berkowitz, *Partner*
George Prochazka, *Partner*

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Rahn Productions International
P.O. Box 61
Concord, CA 94522-0061
(415) 686-9141
Greg Rahn

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Jim Raposa
P.O. Box 3079
Newport, RI 02840
(401) 846-2825
J

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Reel Good Productions, Inc.
230 10th Ave. S.
Minneapolis, MN 55415
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Kyrl Henderson, *President*
John Wadsworth,
J PL SL

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J.L. Ritter Productions
P.O. Box 6994
Stateline, NV 89449
(702) 588-4542
John Ritter, *President*
J

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187 Kinnebrook Park
Monticello, NY 12701
(914) 791-8589
Roger de Senglau
J

●

San Diego's Audio Duplicator
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Rancho San Diego, CA 92078
(619) 670-9598
FAX: (619) 670-3094
Jim Norr, *GM*

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A Division of United Video
3801 S. Sheridan Rd.
Tulsa, OK 74145
(800) 950-6690
FAX: (918) 628-1337
Pam Long
Al Stem,
SU

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2831 Camino del Rio S., Ste. 212
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J

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Sound Creations
21 Royal Oak Rd.
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(609) 882-5222
Fran Kowalski
Cliff Wight,
J

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Soundtrack
77 N. Washington St.
Boston, MA 02114
(617) 367-0510
FAX: (617) 367-1521
Robert Cavicchio, *President*
J

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Southern Trax Production Co.
P.O. Box 3511
Muscle Shoals, AL 35662
(205) 355-4288, (800) 462-4420
Clete Quick, *President*
SFX J PL

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Spot Services
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Belleville, IL 62222
(618) 476-7771
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VO

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PRODUCTION SERVICES

SP Productions/Techsonics on CD
709 Shadowfield Court
Chesapeake, VA 23320
(804) 547-4000
Steve Peppos, *President*
PL SFX J

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Startrak Studios
806 Oaklawn Ave.
Cranston, RI 02920
(401) 944-7411
FAX: (401) 946-2050
Jack Rametta, *President*
SFX J PL VO

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R.D. Steele Creative Services
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Merion, PA 19066
(215) 664-1708
R.D. Steele, *Owner/Operator*

Kris Stevens Enterprises, Inc.

Kris Stevens Enterprises
14241 Ventura Blvd., Ste. 204
Sherman Oaks, CA 91423
(818) 981-8255
FAX: (818) 990-4350
Kris Erik Stevens, *President*
A B C D E

Studio 140
140 Monroe Center, Ste. 200
Grand Rapids, MI 49503
(616) 454-7140
FAX: (616) 451-0931
John Howard, *Managing Dir.*
J VO

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Supertrax-Production Services
IDs and Sweepers
7827 Farrell
Amarillo, TX 79121
(806) 352-7503
Ron Chase, *Exec. Producer*
SFX PL SL

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Terry Sweet & Associates
2347 N. 117th Street
Wauwatosa, WI 53226
(414) 771-6505
Kevin Lyons-Tarr, *Mktg. Dir.*

Technidisc, Inc.
2250 Mejier Drive
Troy, MI 48084-7111
(313) 435-7430, (800) 321-9610
FAX: (313) 435-8540
Jim Zinn

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150 Nassau St., Ste. 830
New York, NY 10038
Peter Singer, *Dir. of Sales/Mktg.*
Christopher A. Russo, *President*
Thomas R. Deleso, *VP/Tech.-Creative Dir.*

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7033 Sunset Blvd., Ste. 318
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(213) 466-8517
FAX: (213) 466-8295
Tony Barnard, *Chairman*
Warren Meyers, *President*

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Johnny Thomas Productions
P.O. Box 3343
Spring, TX 77383
(713) 987-2083
Johnny Thomas
John Roman,
VO

Thompson Creative

Thompson Creative
4631 Insurance Lane
Dallas, TX 75205
(214) 559-4000
FAX: (214) 521-8578
Larry Thompson, *President*
Annette Leslie, *Acct. Exec.*
Charlie Kennedy, *Acct. Exec.*
Terry Humphries, *Prod. Asst.*
J VO

TM Communications
1349 Regal Row
Dallas, TX 75247
(800) 527-7759, (214) 634-8511
FAX: (214) 638-5724
Dave Tyler, *Sr. VP*
SFX J PL

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Tuesday Music Productions
11021 Via Frontera
San Diego, CA 92127
(619) 451-3333, (800) 527-3355
FAX: (619) 451-3646
Stan Beard, *President*
J PL SFX

27th Dimension
P.O. Box 1561
Jupiter, FL 33468
(407) 746-2222
FAX: (407) 746-0310
John St. John Hanneman, *President*
Rex M. Bell, *GM*
PL SFX

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Valentino, Inc.
151 W. 46th St.
New York, NY 10036
(212) 869-5210
FAX: (212) 869-6259
Tom Valentino, Jr.
SFX PL

●

Voicebox!
6001 Goodman
Merriam, KS 66202
(913) 262-8171
Donald K. Moore
VO

●

Steve Vaus Productions
9590 Chesapeake Dr.
San Diego, CA 92123
(800) HIT-SONG
Steve Vaus, *Owner*

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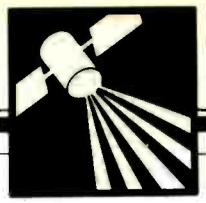

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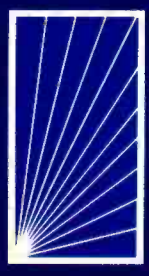

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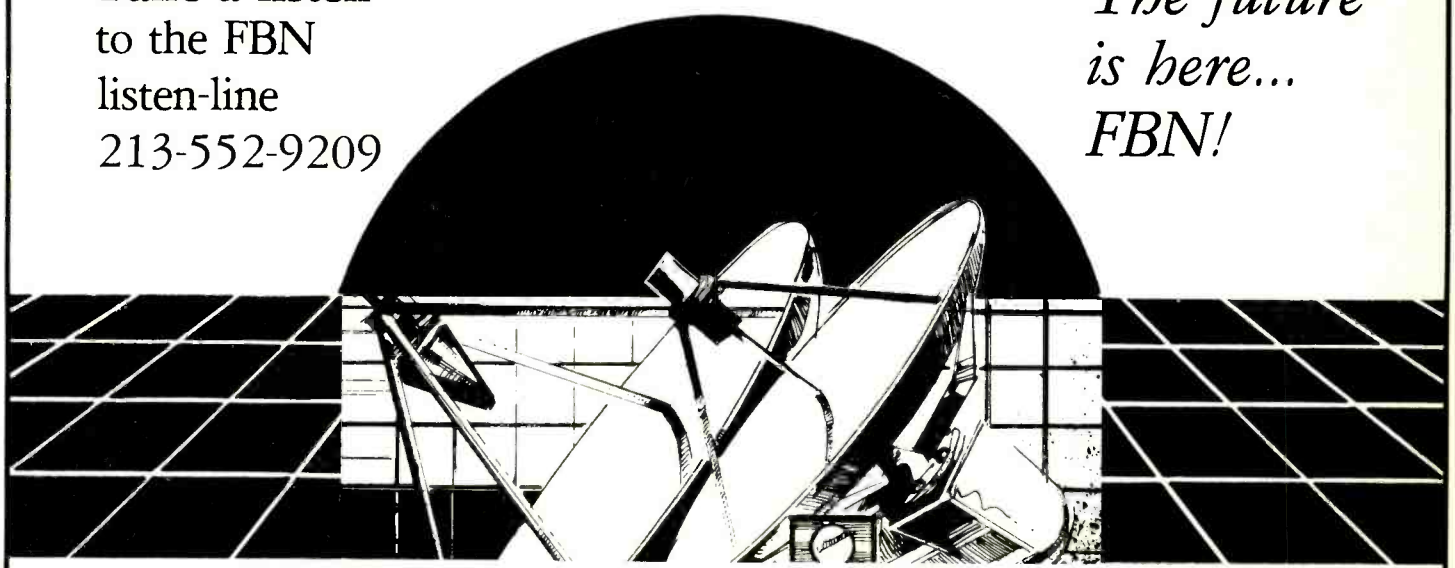

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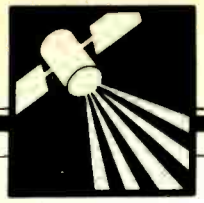

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The Radio Almanac
107 Jensen Circle
W. Springfield, MA 01089
(413) 737-7600
Charles Spencer, *Publisher*

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Radio AMEX/AMEX Business Talk
86 Trinity Place
New York, NY 10006
(212) 306-1637
FAX: (212) 306-1488
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Radio Cinema
11300 4th St. North, Ste. 140
St. Petersburg, FL 33716
(813) 576-4594
FAX: (813) 578-1348
Marc Rose, *President*
Tim Greenwood, *Mktg. Dir.*

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Baker Sound Studios
1821 Ranstead St.
Philadelphia, PA 19103
(215) 567-0430
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Los Angeles, CA 90068
(213) 850-1003
FAX: (213) 874-7753
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Radio Links
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Malibu, CA 90265
(213) 457-5358
FAX: (213) 457-5358
Lori Lerner, *President*

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Radio Networks, Inc.
P.O. Box 738
Syracuse, NY 13214
(800) 553-5688
Tim Kuhl

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The Radio Newsreel
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Washington, DC 20007
(703) 534-4665
Bren Very

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Radio Program Services/Barrett Associates
3205 Productions Avenue
Oceanside, CA 92054
(619) 433-5600
FAX: (619) 433-1590
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Michael Cruz,

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Radio Programming & Management, Inc.
4198 Orchard Lake Rd.
Orchard Lake, MI 48033
(313) 681-2660, (800) 521-2537
FAX: (313) 681-3936
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Radio Shorts, Ltd.
P.O. Box 4234
Arcata, CA 95521
(707) 822-2665
Paul Ennis

Radio Today Entertainment
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(212) 581-3962
FAX: (212) 459-9343
Barbara Weinhaus, *Dir. Affiliate Relations*

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Floral Park, NY 11001
(516) 358-2250
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San Francisco, CA 94133
(415) 771-5886
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Dave Morey, *Producer*

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Ste. 207
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Terry Hoover
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FAX: (508) 480-8310
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Los Angeles, CA 90036
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2001 Fox Dr.
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Will Tieman

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Portraits in Sound
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(212) 302-9120
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Jim Bordner

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Westport, CT 06880
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Jim Hartung, *VP, Radio Ops.*

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Jerry Roberts
Peter Bie

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Murray Schwartz, *Exec. Producer*

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Deborah Stead

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3900 Westminster Pl.
St. Louis, MO 63108
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Lenox, MA 01240
(413) 637-2631
Judy Salsbury

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(800) 527-4892, (214) 991-9200
FAX: (214) 991-1071
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(212) 792-7576
Jeff Shade

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FAX: (215) 427-1510
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Dan Spelling, *Partner*

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Jim Hartung, *VP, Radio Ops.*

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Sixty-Second Preview
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FAX: (213) 471-0877

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FAX: (617) 561-1379
Tom Star

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McDonald Observatory
Austin, TX 78712
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FAX: (201) 837-8979
Michael Jordan

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Gene Tognacci, *VP, Broadcast Services*
Mary Clunis, *VP, Affiliate Relations*

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David Black

Kris Stevens Enterprises
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Sherman Oaks, CA 91423
(818) 981-8255
FAX: (818) 990-4350
Kris Erik Stevens, *President*

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Bruce Benson, *VP/Business Mgr*
Rick Libby, *VP/Sales*
Bill Muncey, *Chief Engineer*
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FAX: (617) 439-5305
Sam Kopper, *COO*

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Amarillo, TX 79121
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Ron Chase, *Exec. Producer*

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FAX: (805) 543-9243
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Maureen Bellinger, *Exec. Asst.*
Robert Wille, *Mgr.*

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FAX: (212) 245-2250
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Jack MacDonald

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Tony Rizzini, *President*

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Greg O'Neill

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One Line Comedy Service
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Tim Hecke, *Editor*

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Steve Warren, *Dir.*
Michael Laing, *Dir.*

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Colorado Springs, CO 80906
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FAX: (719) 576-3438
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Gary R. Fries, *President*

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6430 Sunset Blvd., Ste. 401
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FAX: (213) 460-6341
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FAX: (212) 571-1422
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San Diego, CA 92101
(619) 239-8911
FAX: (619) 239-4714
Bill Alfredo, *President/CEO*

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U.P.I. Radio Network
United Press International
1400 Eye St. NW
Washington, DC 20005
(202) 898-8200
FAX: (202) 842-3625

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United Stations Programming
2000 15th St. N., Ste. 200
Arlington, VA 22201
(703) 276-2900
FAX: (703) 276-2919
Robert Bartolomeo, *Managing Dir., Affiliate Relations*

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United Stations Radio Networks
1440 Broadway
New York, NY 10018
(212) 575-6100
Nick Verbitsky, *President*

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(214) 484-3900
FAX: (214) 243-3489
Marlin Maddoux, *President*

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Washington, DC 20044
(800) 222-0990
FAX: (202) 243-0150
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Hartselle, AL 35640
(205) 773-5201
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(203) 222-5860
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200 Liberty St.
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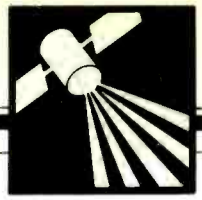

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Felton, DE 19943
(302) 284-4400
Stu Wright

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Rob Young
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Kenner, LA 70065
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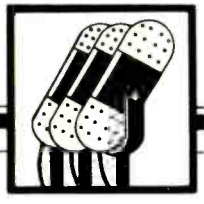

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Fayetteville, NC	WFAI & WKML
Reidsville, NC	WMJH
Kinston, NC	WFTC & WRNS
Miami, FL	WPOW
Ft. Myers, FL	WRXK & WWAM
Chicago, IL	WMRO & WYSY
Little Rock, AK	KAAY

●

Beck-Ross Communications, Inc.
100 Merrick Road
P.O. Box 256
Rockville Centre, NY 11570
(516) 764-8999, (718) 343-1234
FAX: (516) 764-7759
Martin F. Beck, *Chairman/CEO*

Long Island, NY	WBLI
Hartford, CT	WHCN
Providence, RI	WSNE

●

Bloomington Broadcasting Corp.
236 Greenwood Ave.
Bloomington, IL 61704
(309) 829-1221
Timothy Ives, *President*

Grand Rapids, MI	WKLQ
Chattanooga, TN	WGOW & WSKZ
Johnson City-Bristol, TN	WJCW & WQUT
Bloomington-Normal, IL	WJBC & WBNQ

Bonneville International
P.O. Box 1160
Salt Lake City, UT 84110-1160
(801) 575-7500
FAX: (801) 575-7548
Rodney H. Brady, *President*

New York, NY	WNSR
Los Angeles, CA	KBIG
Chicago, IL	WCLR
San Francisco, CA	KOIT-AM & FM
Dallas, TX	KAAM & KZPS
Seattle, WA	KIRO & KSEA
Kansas City, MO	KMBZ & KMBR
Salt Lake City, UT	KSL

●

Booth American
333 W. Fort St.
Detroit, MI 48226
(313) 965-3360
FAX: (313) 965-1160
John L. Booth, II, *President*

Detroit, MI	WJLB
Cleveland, OH	WRMR & WLTF
Cincinnati, OH	WSAI & WWNK
Toledo, OH	WTOD & WKKO
Saginaw, MI	WSGW & WIOG
South Bend, IN	WZZP
Indianapolis, IN	WZPL

●

Brill Media Co., Inc.
420 N.W. 5th St., Ste. 3B
P.O. Box 3353
Evansville, IN 47732
(812) 423-6200
Alan Brill, *President*
Alan Beck, *VP*

Duluth, MN	WEBC & WAVC
Fargo-Moorehead ND-MN	KQWB-AM & FM
Lancaster, PA	WIOV
Jefferson City, MO	KLIK & KTXY
Windsor, CO	KUAD-FM
Reading, PA	WAGO

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Bristol Broadcasting Co.
P.O. Box 1389
Bristol, VA 24203
(703) 669-8112
FAX: (703) 669-0541
W.L. Nininger, *President*

Charleston, WV	WQBE-AM & FM
Bristol, VA	WFHG & WXBQ
Henderson, KY	WKDQ
Paducah, KY	WKYX & WKYQ

●

The Broadcast Group
1600 Modern
Detroit, MI 48203
(313) 865-3900
Walter Wolpin, *President*

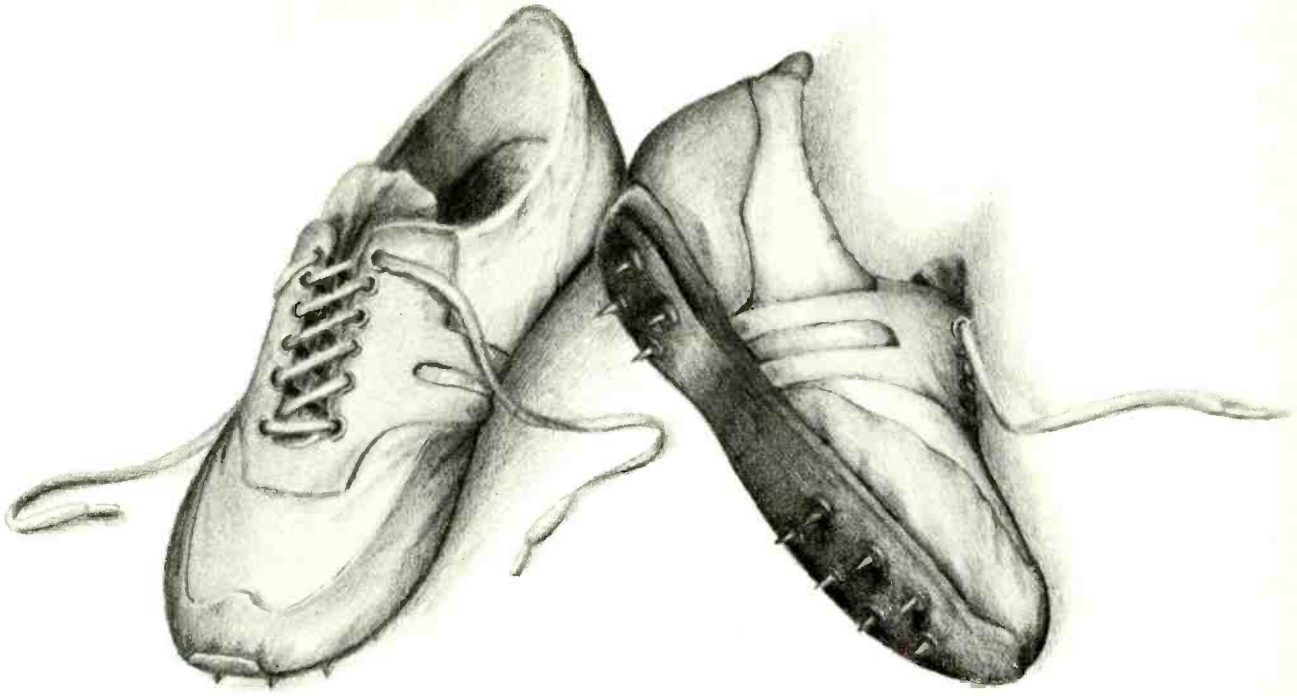
Detroit, MI	WCAR
Phoenix, AZ	KFYI & KKFR

●

Broadcast Partners
15401 W. Ten Mile
Detroit, MI 48237
(313) 967-3750
Joseph L. Dorton, *President, CEO*

Detroit, MI	WCZY
Dallas, TX	KSKY
Chicago, IL	WVAZ
Rochester, NY	WNYR & WEZO
Charlotte, NC	WGIV & WPEG

Our corporate dress code.



At Trumper Communications we're on a fast track. In Portland, Oregon; Lexington, Kentucky; and now in Minneapolis/St. Paul, the radio stations of TCI are rapidly becoming known as winners in their markets. Because at Trumper we believe in action. If an idea is right... go with it. And, we believe that if you hire the best people — those who can make things happen — and give them the resources they need, the only way you can move is up.

Always looking to the future, to setting trends — not following them, to being "state-of-the-art," Trumper Communications, Inc. is a radio group on a fast track to the top.

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900 Oakmont Lane
Westmont, IL 60559 (312) 789-0900

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WLAP-FM
Lexington, KY

WLAP-AM
Lexington, KY

KKCW-FM
Portland, OR

RADIO GROUP OWNERS

Broadcast Properties
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Grand Junction,, CO 81501
(303) 241-9230
Barry Turner, *President*

Boise, ID	KIYS
Panama City, FL	WPFM
Grand Junction, CO	KVEE-AM & FM

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150 West 55th St.
New York, NY 10019
(212) 581-3210
Lee Simonson, *COO*
Barry Mayo, *President*

Detroit, MI	WCZY
Dallas, TX	KSKY
Chicago-Oak Park, IL	WVAZ
Charlotte, NC	WGIV & WPEG

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Lawton, OK 73506-1953
(405) 536-9530
Chuck Morgan, *President*

Lawton, OK	KMGZ

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Beverly Hills, CA 90212
(213) 274-8411
Willet H. Brown, *Chairman*
Michael J. Brown, *Partner*
Phil Melrose, *Director of Operations*

Sacramento, CA	KXOA-AM & FM
Salt Lake City, UT	KKAT
Fresno, CA	KYNO-AM & FM
San Francisco, CA	KKSF
San Diego, CA	KPOP & KGB

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Buckley Broadcasting
166 W. Putnam Ave.
Greenwich, CT 06830
(203) 661-4307
FAX: (203) 622-7341
Richard Buckley, Jr., *President*

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San Francisco, CA	KKHI-AM & FM
Hartford, CT	WDRC-AM & FM
Syracuse, NY	WSEN-AM & FM
Modesto-Merced, CA	KUBB
Monterey-Salinas, CA	KWAV
Portland, ME	WYNZ-AM & FM
Bakersfield	KLLY
Visalia-Fresno, CA	KSEQ

●

Capital Cities/ABC, Inc.
125 West End Ave.
New York, NY 10023
(212) 887-5300
FAX: (212) 887-5533
James Arcara, *Radio President*

New York, NY	WABC & WPLJ
Los Angeles, CA	KABC & KLOS
Chicago, IL	WLS & WYTZ
San Francisco, CA	KGO
Washington, DC	WMAL & WRQX
Detroit, MI	WJR & WHYT
Atlanta, GA	WKHX-AM & FM
Providence, RI	WPRO-AM & FM
Minneapolis, MN	KQRS-AM & FM
Denver, CO	KRXY-AM & FM
Dallas, TX	WBAP & KSCS

Capitol Broadcasting Co.
711 Hillsborough
Raleigh, NC 27603
(919) 890-6000
FAX: (919) 821-8554
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Jon Coleman, *VP*

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Raleigh, NC	WRAL
Orlando-Cocoa Beach, FL	WSTF
Baltimore, MD	WWMX
Norfolk-Virginia Beach	WNVZ

●

Capitol Broadcasting Corp.
917 Western America Circle, Ste. 500
Mobile, AL 36609
(205) 343-1000
FAX: (205) 344-6006
Ken Johnson, *President*

Louisville, KY	WRKA
Birmingham, AL	WMJJ
Mobile, AL	WKSJ-AM & FM
Statesville-Charlotte, NC	WLVK
Charleston, WV	WCAW & WVAF
Raleigh, NC	WTRG
Nashville, TN	WGFX
Austin, TX	KQFX

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Caravelle Broadcast Group
212 S. Tryon St.
Charlotte, NC 28281
(703) 333-6062
Howard Schrott, *President*
Robert Beacham, *VP*

New Bern-New Coastal, CA	WSFL-AM & FM
Kokomo, IN	WIOU & WZWZ
Charleston, SC	WKCN & WDXZ
Rutland, VT	WJJR

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Cariboo Central Interior Radio
1940 Third Avenue
Prince George, British Columbia
Canada, V2M 1G7
(604) 564-2524
FAX: (604) 563-6218
R.A. East, *President*

Burns Lake, BC	CFLD
Ft. St. James, BC	CIFJ
Fraser Lake, BC	CIFL
Gransile, BC	CHLD
Hazelton, BC	CKBV
Houston, BC	CHBV
100 Mile House, BC	CKBX
Prince George, BC	CJCI & CIBC
Quesnel, BC	CKCQ
Smithers, BC	CFBV
Vanderhoof, BC	CIVH & CIBC-FM-1
Williams Lake, BC	CKWL

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Carlson Communications International
P.O. Box 7040
Salt Lake City, UT 84107
(801) 268-8181
FAX: (801) 266-1510
Ralph J. Carlson, *President*

Salt Lake City	KRSP-AM & FM
Salt Lake City	KUSW
Cottonwood, AZ	KSMK
Elko, NV	KRJC

CBS
51 W. 52nd Street
New York, NY 10019
(212) 975-3976
FAX: (212) 975-7355
Nancy C. Widmann, *President Radio Div*

New York, NY	WCBS-AM & FM
Los Angeles, CA	KNX & KODJ
Chicago, IL	WBBM-AM & FM
San Francisco, CA	KCBS & KRQR
Boston, MA	WODS
Houston, TX	KLTR
Washington, DC	WLTT
Dallas, TX	KTXQ
St. Louis, MO	KMOX & KLOU
Tampa, FL	WSUN & WYNF
Philadelphia, PA	WCAU & WOGL

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Century Broadcasting
875 N. Michigan Ave.
Chicago, IL 60611
(312) 922-1000
George A. Collias, *President*

Chicago, IL	WXEZ-AM & FM
San Francisco, CA	KMEL
Denver, CO	KYBG & KZRZ
St. Petersburg, FL	WLFF

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Citadel Communications
3200 N. Central, Ste. 1990
Phoenix, AZ 85012
(602) 263-5675
FAX: (602) 266-5013

Billings, MT	KCTR-AM & FM
Colorado Springs, CO	KKFM
Bozeman, MT	KBOZ-AM & FM
Salt Lake City, UT	KLZX & KUTR

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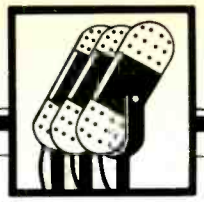
30 Carlton St.
Toronto, Ontario
Canada, M5B 2E9
(416) 591-1222
Peter J. Jackman, *President/Chief GM*

Montreal, QB	CKO-AM-7
Ottawa, ON	CKO-FM-1
Toronto, ON	CKO-FM-2
London, ON	CKO-FM-3
Vancouver, BC	CKO-FM-4
Calgary, AL	CKO-FM-5
Edmonton, AL	CKO-FM-6
Halifax, NS	CKO-FM-8
Winnipeg, MA	CKO-FM-9

●

Clear Channel Communications, Inc.
175 E. Houston St., Ste. 500
San Antonio, TX 78205
(512) 225-4231
FAX: (512) 225-7932
L. Lowry Mays, *President/CEO*

New Orleans, LA	WQUE-AM & FM
San Antonio, TX	WOAI & KAJA
Oklahoma City, OK	KTOK & KJYO
Tulsa, OK	KAKC & KMOD
Austin, TX	KPEZ
New Haven, CT	WELI
Port Arthur, TX	KALO
Louisville, KY	WHAS & WAMZ
Bryan, TX	KTAM & KORA
Houston-Pt. Arthur, TX	KHYS
Bryan-College Station, TX	KORA & KTAM



RADIO GROUP OWNERS

Command Communications, Inc.
655 Third Ave.
New York, NY 10017
(212) 986-7000
FAX: (212) 986-1168
Carl C. Brazell, Jr., *President/CEO*

Los Angeles, CA	KJOI
Denver, CO	KHOW & KSYY
Dallas, TX	KRLD
Dallas, TX	Texas State Networks

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Communications Investment Corp.
312 E. South Temple
Salt Lake City, UT 84111
(801) 364-3561
FAX: (801) 538-5690
Homer K. Peterson, *Exec. VP*

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Idaho Falls, ID	KUPI-AM & FM
Vernal, UT	KVEL & KUIN

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(319) 583-6475
FAX: (319) 583-4535
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Kevin Kelly, *GM*

Albert Lea, MN	KATE & KCPI
Dubuque, IA	WDBQ & KLYV

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933 N. Main St.
Salinas, CA 93906
(408) 424-1428
FAX: (408) 757-8610
David J. Benjamin, *Chairman*
Charles Banta, *President*

Modesto, CA	KFIV-AM & FM
Eugene, OR	KEED & KSND
Anchorage, AK	KASH-AM & FM

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Constant Communications
Marinship Yacht Harbor, Ste. 1
Sausalito, CA 94965
(415) 331-2345
FAX: (415) 331-2352
Frederic W. Constant, *President*

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Reno, NV	KOLO & KWNZ
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(301) 441-3500
FAX: (301) 982-0981
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Seattle, WA	KUBE
Washington, DC	WPGC-AM & FM
Atlanta, GA	WZGC
Chicago, IL	WUSN
Phoenix, AZ	KOPA & KSLX
Provo-Salt Lake City, UT	KZOL & KFMY

Cox Enterprises, Inc.
1400 Lake Hearn Drive, NE
Atlanta, GA 30319
(404) 843-5242
FAX: (404) 843-5256
Nicholas D. Trigony, *Exec. VP, Radio*

Los Angeles, CA	KFI & KOST
Chicago, IL	WCKG
Miami, FL	WIOD & WGTR
Atlanta, GA	WSB-AM & FM
Charlotte, NC	WSOC-AM &FM
Dayton, OH	WHIO-AM & FM
Tampa, FL	WWRM

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Jackson, TN 38301
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FAX: (901) 424-1150
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Wheeling, WV	WKWK & WEEL
Murphysboro, IL	WTAO
McLeansboro, IL	WMCL
Andalusia, AL	WKYD
Ft. Walton Beach, FL	WWSF

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CRB Broadcasting Corporation
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(212) 581-7550
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Neal Newman, *VP/Programming*

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Ft. Pierce, FL	WZZR
Huntington, WV	WTCR-AM & FM
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Dallas, TX	KPBC
Buffalo	WDCX
Birmingham	WDJC

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Jay Williams, *COO*

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Fitchburg, MA	WFGL
Worcester, MA	WXLO

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FAX: (205) 438-4044
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Bernie Barker, *VP*
Randy Randy Lane, *VP/Programming*

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Memphis, TN-Osceola, AR	KMPZ
Mobile, AL	WABB-AM & FM

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Duffy Broadcasting
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Phoenix, AZ 85014
(602) 236-0100
Jerry Ryan, *VP*

Phoenix, AZ	KESZ

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Columbia, MO 65205
(314) 449-2433
Ronald L. Petersen, *GM*

Columbia, MO	KTGR & KCMQ

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Washington, DC 20006
(202) 387-0661
FAX: (202) 331-4132
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Hershey, PA	WRKZ
Springfield, IL	WCVS & WFMB
State College, PA	WRSC & WQWK
Easton, PA	WEST & WLEV
Quincy, IL	WTAD & WQCY

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Edens Broadcasting
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Phoenix, AZ 85004
(602) 258-5293
FAX: (602) 256-7821
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Michael Osterhout, *President/COO*

Tampa, FL	WRBQ-AM & FM
Phoenix, AZ	KOY-AM & FM
Richmond, VA	WRVA & WRVQ
Norfolk, VA	WWDE
San Diego, CA	KKLQ-AM & FM

EMMIS BROADCASTING

Emmis Broadcasting
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Indianapolis, IN 46204
(317) 266-0100
FAX: (317) 631-3750
Jeff Smulyan, *President*

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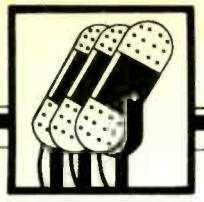
Los Angeles, CA	KPWR
Washington, DC	WAVA
St. Louis, MO	KSHE
Minneapolis, MN	WLOL
Indianapolis, IN	WENS
Boston, MA	WJIB
Houston, TX	KKHT
Chicago, IL	WKQX
San Francisco, CA	KXXX



RADIO GROUP OWNERS

Entertainment Communications (Entercom)
100 Presidential Blvd.
Bala Cynwyd, PA 19004
(215) 667-1226
FAX: (215) 667-1326
Joe Field, *President*

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Houston, TX	KLDE
Pittsburgh, PA	WEEP & WDSY
Seattle-Tacoma, WA	KTAC & KBRD
Minneapolis-St. Paul, MN	KLXK & WAYL
Tampa, FL	WXCR
Gainesville-Ocala, FL	WKTK
Oklahoma City, OK	KLTE

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Evergreen Media Corporation
545 E. John Carpenter Frwy, Ste. 1420
Irving, TX 75062
(214) 869-9020
FAX: (214) 869-3671
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Los Angeles, CA	KFAC
Coral Gables, FL	WVCG
Chicago, IL	WLUP-AM & FM
Dallas, TX	KHYI

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EZ Communications
10800 Main St.
P.O. Box 10103
Fairfax, VA 22030
(703) 591-1000
FAX: (703) 934-1200
Alan Box, *President*

Miami FL	WHQT
Pittsburgh, PA	WBZZ
St. Louis, MO	KYKY
New Orleans, LA	WEZB
Charlotte, NC	WEZC
Seattle, WA	KMPS-AM & FM
Phoenix, AZ	KAMJ-AM & FM
Sacramento, CA	KRAK-AM & FM
Jacksonville, FL	WOKV & WAIV
Philadelphia, PA	WIOQ
Las Vegas, NV	KUDA

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Old Brookville, NY 11545
(516) 676-2644
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Charleston, SC	WTMA & WSSX
Flint, MI	WKMF & WCRZ

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4200 W. Main St.
Kalamazoo, MI 49007
(616) 385-2757
FAX: (616) 345-1436
Stephen C. Trivers, *President*

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Fort Wayne, IN	WEZV & WEZR

Fairmont Communications Corporation
700 Montgomery St.
San Francisco, CA 94111
(415) 986-1467
FAX: (415) 362-1836
John P. Hayes, Jr., *President*

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Detroit, MI	WMTG & WNIC
Nashville, TN	WLAC-AM & FM
Albuquerque, NM	KKOB-AM & FM
Portland, OR	KMJK
Vancouver, WA	KVAN

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Family Stations
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Oakland, CA 94261
(415) 568-6200
Harold Camping, *President/GM*

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San Diego, CA	KECR
Buffalo, NY	WBFR
Jacksonville, FL	WJFR
Fresno, CA	KFSR
Charleston, NC	WFCH
Johnstown, PA	WFRJ
Annapolis, MD	WFSI
Camden, NJ	WKDN
Joliet, IL	WJCH
LeGrand, CA	KEFR
Long Beach, CA	KFRN
Smithtown, NY	WFRS & WFME

●

Federated Media
P.O. Box 2500
Elkhart, IN 46515
(219) 295-2500
John Dille, *President*

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Grand Rapids, MI	WCUZ-AM & FM
Tulsa, OK	KSKS & KVLT
Ft. Wayne, IN	WQHK & WMEE
Elkhart, IN	WTRC
South Bend, IN	WYEZ

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Flair Broadcasting
6 Landmark Square, 4th Fl.
Stamford, CT 06901
(203) 359-5666
FAX: (203) 324-7051
John Boden,

FULLER-JEFFREY
BROADCASTING COMPANIES, INC.

Fuller-Jeffrey Broadcasting Companies, Inc.
Capital Bank of Commerce Bldg.
300 Capital Mall, Ste. 1450
Sacramento, CA 95814-4339
(916) 448-1450
FAX: (916) 448-2789
Bob Fuller, *President*

Lewiston-Portland, ME	WBLM
Portsmouth-Dover, NH	WOKQ
Des Moines, IA	KJJY-AM & FM
Roseville-Sacramento, CA	KRCX & KRXQ
Chico, CA	KFMF
Lake Tahoe, CA	KRLT
Modesto-Stockton, CA	KHOP
Santa Cruz-Salinas, CA	KLRS-AM
Santa Cruz-San Jose, CA	KLRS-FM
Santa Rosa, CA	KREO & KSRO

Gannett Radio
6255 Sunset Blvd.
Los Angeles, CA 90028
(213) 466-8381
FAX: (213) 465-8810
Jay Cook, *President, Radio Div.*

Los Angeles, CA	KIIS-AM & FM
Chicago, IL	WGCI-AM & FM
Houston, TX	KKBQ-AM & FM
St. Louis, MO	KUSA & KSD
Tampa, FL	WDAE & WUSA
San Diego, CA	KSDO & KSWV
Dallas, TX	KOAI
Seattle, WA	KNUA
Kansas City, MO	KCMO & KCPW

●

Guy Gannett Broadcasting Services
P.O. Box 2168
4330 N.W. 207th Drive
Miami, FL 33055
(305) 624-6101
FAX: (305) 621-4954
Tim Williams, *VP/Radio*

Miami, FL	WINZ & WZTA
Orlando, FL	WSSP & WWNZ

●

Gazette Broadcast Group
1 S. Parker Dr.
Janesville, WI 53545
(608) 754-3311
M.W. Johnston, *Chairman of the Board*
S.H. Bliss, *President*

Huron, SD	KIJV & KURO
Janesville, WI	WCLO & WJVL
Rice Lake, WI	WJMC-AM & FM
West Bend, WI	WBKV-AM & FM
Wisconsin Rapids, WI	WFHR & WWRW

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Genesis Broadcasting, Inc.
5949 Sherry Lane, Ste. 935
Dallas, TX 75225
(214) 361-2932
FAX: (214) 987-2524
Martin G. Greenberg, *President*

Denver, CO	KMJI & KRZN
San Antonio, TX	KONO & KITY
Austin, TX	KBTS
Sacramento, CA	KSFM & KSMJ

●

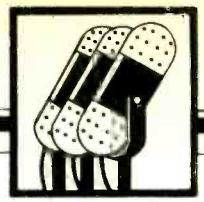
GHB Broadcasting
1206 Decatur St.
New Orleans, LA 70116
(504) 525-1776
George H. Buck, Jr., *President*

Atlanta, GA	WYZE
Charlotte, NC	WHVN
Columbia, SC	WCOS-AM & FM
Montgomery, AL	WMGY
Columbus, GA	WEAM
Philadelphia, PA	WNAP
Florence, SC	WOLS
Ashville, NC	WTOO

●

Gilmore Broadcasting
162 E. Michigan
Kalamazoo, MI 49007
(616) 381-6744
FAX: (616) 381-5326
James S. Gilmore, Jr, *Chairman*

Miami, FL	WLVE
Dallas, TX	KMEZ-FM
Joplin, MO	KODE
Evansville, IN	WEHT



RADIO GROUP OWNERS

Golden West Broadcasters
5858 Sunset Blvd.
P.O. Box 710
Los Angeles, CA 90078
(213) 460-5655
FAX: (213) 460-6614
Bill Ward, *President, Radio Div.*

Los Angeles, CA	KMPC & KEDG
Seattle, WA	KVI & KPLZ

Goodrich Broadcasting, Inc.
3565 29th St., S.E.
Kentwood, MI 49508
(616) 949-8760
FAX: (616) 949-8365
Robert Goodrich, *President*
Jeff Scarpelli, *VP & GM*
Chuck Finney, *Corp. PD*

Muskegon, MI	WSNX-AM & FM
Lansing, MI	WVIC-AM & FM
Davenport, IA-Moline, IL	WXLP & KSTT
Greenville-Grand Rapids	WPLB-AM & FM

Gorich Radio Corp.
1020 E. Second St.
Webster City, IA 50595
(515) 832-1570
Glenn Olson, *President*

Creston, IA	KSIB & KITR
Webster City, IA	KQWC-AM & FM
Windom, MN	KDOM-AM & FM
Clarinda, IA	KQIS

Great American Broadcasting
1718 Young St.
Cincinnati, OH 45210
(513) 721-1414
FAX: (513) 721-8413
Carl Wagner, *President, Broadcast Group*

Pittsburgh, PA	WDVE
Atlanta, GA	WKLS
Kansas City, MO	WDAF & KYYS
Cincinnati, OH	WKRC & WKRQ
Portland, OR	KEX & KKRZ
Columbus, OH	WTVN & WLVQ
Indianapolis, IN	WNDE & WFBQ
Milwaukee, WI	WLZR-AM & FM
Detroit, MI	WRIF
Sacramento, CA	KROY

Great Empire Broadcasting
P.O. Box 1402
Wichita, KS 67201
(316) 838-9141
FAX: (316) 838-3607
Mike Lynch, *President*
Mike Oatmay, *CEO*

Omaha, NE	WOW-AM & FM
Wichita, KS	KFDI-AM & FM
Shreveport, LA	KWKH-AM & FM
Springfield, MO	KTTS-AM & FM

Great Scott Broadcasting, Ltd.
1018 Timber Lane
Pottstown, PA 19464
(215) 323-7916
Faye Scott, *President*
Mitch Scott, *VP*

Harrisburg, PA	WHGB
Yardley, NJ	WTTM & WCHR
Auburn, NY	WMBO & WPCX
Ellwood City, PA	WKST-AM & FM
Georgetown, DE	WSEA & WZBH
Pottstown, PA	WPAZ

Great Trails Broadcasting
717 E. David Rd.
Dayton, OH 45429
(513) 294-3333
FAX: (513) 297-5223
Alexander Williams, *President*

Columbus, OH	WCOL & WXGT
Dayton-Eaton, OH	WING & WGTZ
Springfield, OH	WIZE

Greater Media, Inc.
Two Kennedy Blvd.
P.O. Box 859
East Brunswick, NJ 08816
(201) 247-6161
FAX: (201) 247-0215
Frank Kabela, *President*
Herb W. McCord, *Group VP, Radio*

Los Angeles, CA	KRLA & KLSX
Philadelphia, PA	WPEN & WMGK
Detroit, MI	WHND & WCSX
Boston, MA	WMEX & WMJX
Washington, DC	WWRC & WGAY
Nassau-Suffolk, NY	WGSM & WCTO
New Brunswick, NJ	WCTC & WMGQ

GROUP W RADIO

Group W Radio
888 Seventh Ave.
New York, NY 10106
(212) 307-3665
FAX: (212) 307-3110
Dick Harris, *Chairman*

New York, NY	WINS
Los Angeles, CA	KFWB
Philadelphia, PA	KYW
Boston, MA	WBZ
Houston, TX	KODA
Dallas-Ft. Worth, TX	KQZY
Pittsburgh, PA	KDKA
San Diego, CA	KJQY
Phoenix, AZ	KMEO-AM & FM
San Antonio, TX	KQXT
Sacramento, CA	KFBK & KAER
Chicago, IL	WMAQ

Grundy Broadcasting Co.
804 First St.
Grundy Center, IA 50638
FAX: (515) 752-7499
Dean Osmundson, *GM*

Grundy Center, IA	KGCI

Hall Communications
Cuprak Road
Norwich, CT 06360
(203) 887-3511
FAX: (203) 886-2749
Robert Hall, *President*

Lancaster, PA	WLPA & WNCE
New Bedford, MA	WNBH & WMYS
Burlington, VT	WJOY & WQCR
Norwich, CT	WICH & WCTY

Harris Enterprises
Box 878
Garden City, KS 67846
(316) 276-3251
Robert Wells, *VP*

Garden City, KS	KIUL
Grand Island, NE	KRGI-AM & FM
Leoti, KS	KWKR

Hearst Broadcasting Group
959 8th Ave.
New York, NY 10019
(212) 649-2300
FAX: (212) 489-2314
John Conomikes, *VP, Hearst Corp/ GM, Brdcst*
David J. Barrett, *GM/Radio*

Pittsburgh, PA	WTAE & WHTX
Baltimore, MD	WBAL & WIYY
Milwaukee, WI	WISN & WLTQ
San Juan, PR	WAPA

Hedberg Broadcasting Group
P.O. Box 528
Spirit Lake, IA 51360
(712) 336-5800
Paul Hedberg, *President*

Mankato, MN	KEEZ
Mason City, IA	KLSS-AM & FM
Morris, MN	KMRS & KKOK
Spirit Lake, IA	KUOO

Henry Broadcasting
2277 Jerrold Ave.
San Francisco, CA 94124
(415) 285-1133
FAX: (415) 285-3592
Charlton Buckley, *President*

Denver, CO	KVOD
Portland, OR	KYTE & KKCY
Salinas-Monterey, CA	KDON-AM & FM
Omaha, NE	KFAB & KGOR
Fresno, CA	KMJ & KFYE
Riverside-San Bernardino, CA	KRSO & KDUO

Heritage Media Corporation
1 Galleria Tower, Ste. 1500
13355 Noel Rd.
Dallas, TX 75240
(214) 702-7380
FAX: (214) 702-7382
Paul Fiddick, *President/Radio Group*

Los Angeles, CA	KDAY
Rochester, NY	WBBF & WBEE
Milwaukee, WI	WEMP & WMYX
St. Louis, MO	WIL-AM & FM
Portland, OR	KKSN-AM & FM
Seattle, WA	KRPM AM & FM

Hoker Broadcasting, Inc.
901 Main St., Ste. 2400
Dallas, TX 75202
(214) 747-2925
Jay Hoker, *President*

Kansas City, MO	KCFX
Jacksonville, FL	WRXJ & WCRJ
Cincinnati, OH	WMLX & WOFX
Detroit, MI	WDFX

RADIO GROUP OWNERS

The Home News Company
Box 551
New Brunswick, NJ 08903
(201) 246-5633
William M. Boyd, *President*

Santa Barbara, CA	KTYD
Danbury, CT	WINE & WRKI
Stockton, CA	KWG & KYBB
Kingsport, TN	WKPT & WTFM
Spokane, WA	KAQQ & KISS

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Hubbard Broadcasting
3415 University Ave.
St. Paul, MN 55114
(612) 646-5555
FAX: (612) 642-4172
Stanley S. Hubbard, *President*

Minneapolis-St. Paul	KSTP-AM & FM

●

Hudson Group Ltd. Partnership of PA.
Three Metro Center
Ste. 810
Bethesda, MD 20814
(301) 986-1118
James A. McKenna,

Harrisburg, PA	WCMB

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Humber Valley Broadcasting Co., Ltd.
P.O. Box 570
Cornerbrook, Newfoundland
Canada, A2H 6H5
(709) 634-3111
FAX: (709) 634-4081
Dr. Noel Murphy, *President*

Corner Brook, NF	CFCB
Deer Lake, NF	CFDL
Labrador, NF	CFLW
Port aux Basques, NF	CFGN
St. Andrews, NF	CFCV
Port Au Choix, NF	CFNW
St. Anthony, NF	CFNN
Stephenville, NF	CFSX
Goose Bay, NF	CFLN
Churchill Falls, LAB	CFLC

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Infinity Broadcasting
600 Madison Ave.
New York, NY 10022
(212) 750-6400
Mel Karmazin, *President/CEO*

New York, NY	WJIT & WXRK
Chicago, IL	WJJD & WJMK
Philadelphia, PA	WYSP
Boston, MA	WBCN
Houston, TX	KXYZ
San Jose, CA	KOME
Los Angeles, CA	KROQ
Dallas, TX	KVIL-AM & FM
Washington, D.C.	WJFK
Tampa, FL	WQYK-AM & FM
Detroit, MI	WOMC

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Inner City Broadcasting
801 Second Avenue
New York, NY 10017
(212) 661-3344
Pierre Sutton, *President*

New York, NY	WLIB & WBLS
San Francisco, CA	KBLX-AM & FM
San Antonio, TX	KSJL & KSAQ

JACOR Communications, Inc.
1300 Central Trust Center
201 E. 5th St.
Cincinnati, OH 45202
(513) 621-1300
FAX: (513) 621-0090
Terry S. Jacobs, *Chairman/CEO*
Frank E. Wood, *President/COO*

Atlanta, GA	WPCH & WGST Georgia Radio News Service
Cleveland, OH	WMJI-AM & FM
Cincinnati, OH	WLW & WEBN
Nashville, TN	WYHY
Knoxville, TN	WMYU
Jacksonville, FL	WQIK-AM & FM
Denver, CO	KOA & KOAQ
Tampa, FL	WFLA & WFLZ

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JAG Communications, Inc.
6 E. 45th St., Ste. 1301
New York, NY 10017
(212) 687-2211
FAX: (212) 370-0120
John A. Gambling, *Chairman/CEO*
Morton I. Hamburg, *President/COO*

Norfolk, VA	WFOG
Baltimore, MD	WFBR & WLIF

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Jefferson-Pilot Communications
One Julian Price Place
Charlotte, NC 28208
(704) 374-3500
FAX: (704) 374-3889
James G. Babb, Jr., *President*

Miami, FL	WNWS & WLYF
Atlanta, GA	WQXI-AM & FM
San Diego, CA	KSON-AM & FM
Denver, CO	KYGO-AM & FM
Charlotte, NC	WBT & WBCY

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Jesup Broadcasting Corp.
1250 W. Charlton St.
Milledgeville, GA 31061
(912) 452-0586
Gary Davidson, *President*

Camden, SC	WCAM & WPUB
Jesup, GA	WLOP & WIFO
Kingstree, SC	WDKD & WWKT
Milledgeville, GA	WMVG & WKZR

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Jones Eastern Radio, Inc.
1 Carriage Lane - C100
Charleston, SC 29407
(803) 571-5555
FAX: (803) 556-0870
C.J. Jones, *President*
Carolyn Jones, *Sr. VP*

Charleston, SC	WXCH & WWHT
Myrtle Beach, SC	WXMB & WYAK
Wilmington, NC	WXBG & WVBS
Nags Head, NC	WRSF

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Joyner Communications, Inc.
125 Edinburgh S., Ste. 201
Cary, NC 27511
(919) 469-8383
FAX: (919) 469-8136
A. Thomas Joyner, *President*

Watertown-Madison, WI	WTTN & WMLW
South Hill, VA-Raleigh, NC	WQOK
Martinsville-Roanoke	WMVA-AM & FM
Whiteville-Fayetteville	WZFX

Kaye-Smith Radio
P.O. Box 3010
Bellevue, WA 98009
(206) 455-0923
FAX: (206) 451-0294
Lester M. Smith, *President*

Portland, OR	KXL-AM & FM
Spokane, WA	KJRB & KEZE

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KEFFCO, Inc.
P.O. Box 2158
Santa Rosa, CA 95405
(707) 523-1369
FAX: (707) 571-1097
James Kefford, *President*

Santa Rosa, CA	KXFX & KRRS
Lakeport, CA	KXBX & KWTR
Ft. Bragg, CA	KOZT
Eugene, OR	KZAM-AM & FM

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Keymarket Group
804 Carolina Ave.
N. Augusta, SC 29841
(803) 278-4646
FAX: (803) 278-4645
Kerby Confer, *CEO*
Barry Drake, *President*

Austin, TX	KOKE
Harrisburg, PA	WNNK
Memphis, TN	WRVR-AM & FM
Columbia, SC	WTCB
Austin, TX	KKMJ
Charlotte, NC	WRLX

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King Broadcasting
333 Dexter Ave. N.
Seattle, WA 98109
(206) 448-5555
Steven Clifford, *President/CEO*
Eric Bremner, *President, Broadcasting*

San Francisco, CA	KSFO & KYA
Seattle, WA	KING-AM & FM
Portland, OR	KGW & KINK

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Knight Quality Group Stations
63 Bay State Rd.
Boston, MA 02215
(617) 262-1950
FAX: (617) 267-5160
Scott Knight, *President*

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

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Kuiper Stations
399 Garfield S.W.
P.O. Box 1808
Grand Rapids, MI 49501
(616) 451-WFUR
William E. Kuiper, Sr., *President*

Grand Rapids, MI	WFUR-AM & FM
Kalamazoo, MI	WKPR
Muskegon Heights, MI	WKJR & WQWQ
Dowagiac, MI	WDOW-AM & FM

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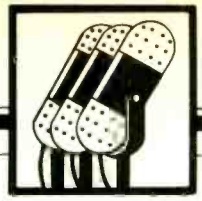
KWHK Broadcasting
525 N. Main St.
Hutchinson, KS 67501
(316) 663-4461
William Mitchell, *President*

Santa Fe, NM	KTRC
Hot Springs, AR	KBHS & KSPA
Hutchinson, KS	KWHK



RADIO GROUP OWNERS

Lakeland Broadcasting Company
P.O. Box 838
Willmar, MN 56201
(612) 235-8695
Steven Linder, *VP/GM*

Willmar, MN	KWLM & KQIC

Legacy Broadcasting, Inc.
Operators of Metropolitan Broadcasting Corp.
6430 Sunset Blvd., Ste. 700
Los Angeles, CA 90028
(213) 465-1700
FAX: (213) 465-4736
Carl E. Hirsch, *Co-Chairman, President & CEO*

Los Angeles, CA	KTWV
New York, NY	WNEW-FM
Philadelphia, PA	WMMR
Washington, DC	WCPT & WCXR
Houston, TX	KILT-AM & FM
Detroit, MI	WLLZ
Minneapolis, MN	KDWB-AM & FM

Lesso, Inc.
P.O. Box 11705
Wichita, KS 67202
(316) 267-0293
Larry Steckline, *President*

Enid, OK	KXLS
Colby, KS	KXXX & KQLS
Liberal, KS	KSLS & KYUU
Pratt, KS	KWLS
Hutchinson-Pratt, KS	KGLS

Liggett Broadcasting
185 E. Grand River Ave.
Williamston, MI 48895
(517) 349-2040
FAX: (517) 349-4100
James Jensen, *President*

Santa Rosa, CA	KMGG
Lansing, MI	WFMK
Saginaw, MI	WHNN
Grand Rapids, MI	WLHT
Battle Creek, MI	WBCK & WMJC
Fresno, CA	KCLQ-AM & FM

The Lincoln Group, Ltd.
351 S. Warren St., Ste. 600
Syracuse, NY 13202
(315) 478-5030
FAX: (315) 478-0251
Albert L. 'Bud' Wertheimer, *President*

Buffalo, NY	WBUF
Rochester, NY	WHAM & WVOR
Salem, OH	WSOM & WQXK

Lotus Communications
6777 Hollywood Blvd., Ste. 401
Hollywood, CA 90028
(213) 461-8225
Howard Kalmenson, *President*

Los Angeles, CA	KWKW
Chicago, IL	WTAQ
San Diego, CA	KFSD
Tucson, AZ	KTKT & KLPX
Fresno, CA	KGST
Las Vegas, NV	KENO & KOMP
Lubbock, TX	KTEZ
Reno, NV	KONE & KOZZ
Oxnard-Ventura, CA	KOXR
Wheaton, MD	WMDO
San Antonio, TX	KXET & KZEP

MacDonald Broadcasting Company
2000 Whittier St.
P.O. Box 1776
Saginaw, MI 48605
(517) 752-8161
Kenneth MacDonald, Sr., *CEO*
Ken MacDonald, Jr., *President*

Saginaw, MI	WSAM & WKCQ
Cadillac, MI	WATT & WWLZ
Petoskey, MI	WWPZ & WMBN

Magic Broadcasting Companies
c/o WDEN
Box 46
Macon, GA 31297
(912) 745-3383
Donald G. McCoy, *President*
Douglas M. Grimm, *Exec. VP*

Macon, GA	WDEN-AM & FM
Montgomery, AL	WREZ & WSVA
Myrtle Beach, SC	WJYR

Malrite Communications Group
1200 Statler Office Tower
Cleveland, OH 44115
(216) 781-3010, (212) 239-2308
FAX: (216) 781-6140
Dean Thacker, *President, Radio Div.*

New York, NY	WHTZ
Los Angeles, CA	KLAC & KZLA
San Francisco, CA	KNEW & KSAN
Minneapolis, MN	WDGY & KEEY
Cleveland, OH	WHK & WMMS
Philadelphia, PA	WEGX

Marathon Communications, Inc.
Two Dallas Communications Complex
6309 N. O'Connor Road, Ste. 220, LB 154
Irving, TX 75039-3510
(214) 869-1345
FAX: (214) 869-3465
Patrick Shaughnessy, *President/CEO*

Lincoln, NE	KHAT-AM & FM
Reno, NV	KBUL
Mobile, AL	WAVH

McCormick Broadcasting Corporation
Four Seasons Place
220 Boylston St., Ste. 8012
Boston, MA 02116
(617) 426-2959
Bill McCormick, *President*

Savannah, GA	WBMQ & WIXV

Media Broadcasting Group
208 S. LaSalle St., Ste. 1876
Chicago, IL 60604
(312) 346-7900
FAX: (312) 346-0904
John W. Hough, *President*

Grand Junction, CO	KQIL & KQIX
Cheyenne, WY	KUUY & KKAZ

MediaComm
1207 Chestnut St.
Philadelphia, PA 19107
(215) 563-2910
FAX: (215) 563-9947
Ragan A. Henry, *President*

Oakland, CA	KDIA
Washington, DC	WXTR
Baltimore, MD	WWIN
Memphis, TN	WDIA
Richmond, VA	WMXB
Detroit, MI	WKSG

Metroplex Communications
1818 Ohio Savings Plaza
Cleveland, OH 44114
(216) 566-8080
Robert C. Weiss, *President*

Miami, FL	WHYI
Tampa, FL	WNLT & WHBO
Cleveland, OH	WERE & WNCX
Orlando, FL	WPRD & WJYO
Jacksonville, FL	WFYV-AM & FM
Raleigh, NC	WYLT & WKIX

Meyer Communications, Inc.
P.O. Box 3676
Springfield, MO 65808
(417) 862-3990
FAX: (417) 869-7675
Kenneth Meyer, *Presiden t*

Springfield, MO	KTXR
Fulton, MO	KKCA & KFAL
Kennett, MO	KBOA & KTMO
Lexington, MO	KLEX

Mid-America Radio Group Inc.
P.O. Box 1646
Richmond, IN 47374
(317) 935-0222
David Keister, *President*

Chillicothe, OH	WBEX & WKKJ
Richmond, IN	WKBV & WFMG
Adrian, MI	WABJ & WQTE
Marion, IN	WBAT
Bedford, IN	WBIW & WQRK

Mid-West Family Stations
P.O. Box 253
Madison, WI 53701
(608) 271-1743
William Walker, *President*

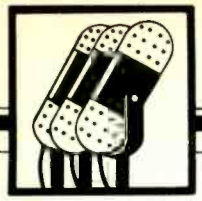
Madison, WI	WTDY & WMGN
Rockford, IL	WKKN & WKMQ
Springfield, IL	WMAY & WNNS
La Crosse, WI	KIZM-AM & FM
Oshkosh, WI	WOSH & WMGV
St. Joseph, MI	WSJM & WIRK
Escanaba, MI	WGLQ & WCHT

Midwest Communications, Inc.
P.O. Box 1991
Green Bay, WI 54305
(414) 435-3771
FAX: (414) 455-1155
D.E. Wright, *President*

Des Moines, IA	KIOA & KDWZ
Hibbing, MN	WKKQ & WTBX
Green Bay, WI	WGEE & WIXX
Wausau, WI	WRIG & WDEZ
Lincoln, NE	KLMS & KFMQ

Moffat Communications, Ltd.
CKY Building, Third Floor
Polo Park
Winnipeg, Manitoba, R3G OL7
(204) 774-2461
FAX: (204) 956-2710
Randy Moffat, *President*

Calgary, AL	CISS & CHFM
Edmonton, AL	CHED
Hamilton, ON	CHAM
Moosejaw, SK	CHAB
Winnipeg, MN	CKY & CITI
Vancouver, BC	CKLG & CFOX



RADIO GROUP OWNERS

Moody Bible Institute of Chicago
(Moody Broadcasting Network)
820 N. LaSalle St.
Chicago, IL 60610
(312) 329-4300
FAX: (312) 329-4468
Robert Neff, *VP/Broadcasting*

Chicago, IL	WMBI-AM & FM
St. Petersburg, FL	WGNB & WKES
Cleveland, OH	WCRF
Boynton Beach, FL	WRMB
Chattanooga, TN	WMBW
Spokane, WA	KMBI-AM & FM
Quad Cities, IL	WDLM-AM & FM
Dixon's Mills, AL	WMBV

●

Mortenson Broadcasting
333 W. Vine St.
Vine Center, Ste. 200
Lexington, KY 40507
(606) 252-1000
FAX: (606) 233-2040
Jack Mortenson, *President*

Baltimore, MD	WBGR
Canton, OH	WTOF
Huntington, WV	WEMM
Versailles, KY	WJMM
Akron, OH	WHLO
Nicholasville, KY	WCGW
Denver, CO	KLTT

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MTN Broadcasting, Inc.
P.O. Box 538j
1930 N. Center St.
Marshalltown, IA 50518
(515) 752-4122
Mark Osmundson, *President*

Marshalltown, IA	KDAO

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Multimedia Broadcasting
P.O. Box 2760
Greenville, SC 29602
(803) 298-4121
FAX: (803) 298-4271
Greg Anderson, *Exec. VP*

Milwaukee, WI	WEZW
Greenville, SC	WFBC-AM & FM
Shreveport, LA	KEEL & KITT
Macon, GA	WMAZ & WAYS

●

Nationwide Communications
One Nationwide Plaza
Columbus, OH 43216
(614) 249-7676
FAX: (614) 249-6995
Mickey Franko, *VP, Radio*

Baltimore, MD	WPOC
Cleveland, OH	WGAR-AM & FM
Phoenix, AZ	KZZP-AM & FM
San Jose, CA	KWSS
Columbus, OH	WNCI
Sacramento, CA	KZAP
Winston-Salem, NC	WKZL
Orlando, FL	WBJW-AM & FM
Tucson, AZ	KNST & KRQQ
Seattle, WA	KISW
Las Vegas, NV	KRSR & KLUC

NewCity Communications
10 Middle St.
Bridgeport, CT 06604
(203) 333-4800
FAX: (203) 367-9346
Dick Ferguson, *President*

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Birmingham, AL	WZZK-AM & FM
Orlando, FL	WDBO & WWKA
Syracuse, NY	WSYR & WYYY
Bridgeport, CT	WEZN
Worcester, MA	WFTQ & WAAF
Tulsa, OK	KRMG & KWEN
San Antonio, TX	KKYX & KCYY
Oklahoma City, OK	KKNG

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NewMarket Media Corp.
875 W. Fifth St.
Winston-Salem, NC 27101
(919) 777-3905
FAX: (919) 777-3930
Pete Schulte, *President/COO*

Winston-Salem, NC	WSJS & WTQR
Memphis, TN	WREC & WEGR
Oklahoma City, OK	KXXY-AM & FM

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Noalmark Broadcasting
202 W. 19th St.
El Dorado, AR 71730
(501) 862-7777
William C. Nolan, Jr., *President*

Fayetteville, AR	KKIX
Hobbs, NM	KYKK & KZOR
Hot Springs, AR	KIXT & KLAZ
Kilgore, TX	KKTX-AM & FM
El Dorado, AR	KELD & KAYZ

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Noble Broadcast Group
4891 Pacific Hwy.
San Diego, CA 92110
(619) 291-8510
FAX: (619) 294-9363
John Lynch, *CEO/President*
Norm Feuer, *COO*

Boston, MA	WSSH-AM & FM
New Haven, CT	WKCI & WAVZ
Long Island, NY	WBAB-AM & FM
Kansas City, MO	WBEQ-AM & FM
Denver, CO	KBCO-AM & FM
San Diego, CA	XTRA-AM & FM
Toledo, OH	WMHE
St. Louis, MO	KMJM
Houston, TX	KMJQ & KYOK
Seattle, WA	KMGI & KIXI

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Northstar Broadcasting
901 Main Street, Ste. 2300
Dallas, TX 75202
(214) 651-9180

Rockford, IL	WYBR-AM & FM

Northwestern College Radio Network
3003 N. Snelling Ave.
Roseville, MN 55113
(612) 631-5000
FAX: (612) 631-5010
Paul Ramseyer, *Exec. Dir., Radio Network*

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

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Ogden Newspapers
1500 Main St.
Wheeling, WV 26003
(304) 233-0100
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Punta Gorda, FL	WCCF & WQLM
Staunton, VA	WTON-AM & FM
Moorehead, MN	KVOX-AM & FM

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FAX: (206) 467-0532

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Spokane, WA	KZZU-AM & FM
Reno, NV	KIIQ-AM & FM
Anchorage, AK	KYAK & KGOT
Fairbanks, AK	KIAK & KQRZ
Fresno, CA	KMGX
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Jackson, TN	WTJS & WTVN
Wheeling, WV	WWVA & WOVK
Syracuse, NY	WNDR & WNTQ

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(818) 985-8800
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Des Moines, IA 50308
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Tallahassee, FL	WTNT
Naples, FL	WNOG & WCVU

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Terrace Hill
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FAX: (607) 272-6057, (607) 272-0054
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Bill Fowler, *VP, Radio Ops*

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Portland, OR	KWJJ-AM & FM
Richmond, VA	WTVR-AM & FM
Syracuse, NY	WHEN & WRHP
Chattenooga, TN	WDEF-AM & FM
Greenville, NC	WNCT-AM & FM
Yankton, SD	WNAX
Waterloo, IA	KWLO & KFMW

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Spokane, WA	KGA & KDRK
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Oklahoma City, OK	KMGL
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FAX: (804) 276-4695
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Martinsville, IN	WMCB & WCBK
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Champaign, IL	WLRW
Jacksonville, IL	WLDS
Des Moines, IA	KRNT & KRNQ

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(213) 458-6252
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WIN Communications Inc., Walt A. Tiburski, President; Anthony S. Ocepek, Executive Vice President
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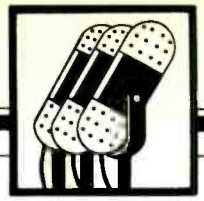

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FAX: (416) 323-6828
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Gary Slaight, *President/Radio Division*

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FAX: (301) 992-7889
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Jackson, MS	WJDX & WMSI

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Binghamton, NY	WNBF & WHWK

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FAX: (704) 825-4036
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Sudbury Services Inc. & Newport Broadcasting
P.O. Box 989
Blytheville, AR 72316
(501) 762-2093
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Heber Springs, AR	KAWW-AM & FM
Hope, AR	KHPA
Newport, AR	KNBY & KOKR
Prescott, AR	KTPA
West Memphis, AR	KSUD

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Owen Weber, *Exec. VP, Radio*
Mary Catherine Sneed, *VP of Operations*

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Springfield, MO	KWTO-AM & FM
Lincoln, NE	KFOR & KFRX
Akron, OH	WAKR & WONE
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Dayton, OH	WONE & WTUE
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Orilla, ON	CFOR
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Sault Ste. Marie, ON	CFYN & CHAS
Sherbrooke, QB	CHLT, CKTS & CITE-FM-1
Stratford, ON	CJCS
Timmins, ON	CKGB & CFTI
Toronto, ON	CJCL
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FAX: (312) 789-0102
Jeffrey E. Trumper,
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Pittsburgh, PA	WWCS
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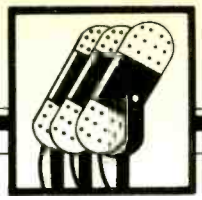
Indianapolis, IN	WGRT & WSYW



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FAX: (212) 382-6116
Bill Figenshu, *President, Radio Div.*

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Houston, TX	KIKK-AM & FM
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Voyager Communications Group
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Raleigh, NC 27612
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FAX: (919) 781-7443
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Jack P. McCarthy, *President*

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Raleigh-Durham-Chapel Hill	WRDU
Wilson, NC	WVOT
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Warner Stations
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Lincoln, NE 68510
(402) 475-4567
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Abilene, KS	KABI & KSAJ
Grand Junction, CO	KSTR-AM & FM
Canon City, CO	KRLN-AM & FM

●

Wescom Group, Inc.
450 Post Road East
Westport, CT 06880
(203) 454-3231
FAX: (203) 454-2352
Dan Forth, *President*

WESTWOOD ONE STATIONS GROUP

Westwood One Stations Group
1700 Broadway
New York, NY 10019
(212) 237-2500
FAX: (212) 245-6219
Mike Kakoyiannis, *Exec. VP*

New York, NY	WNEW & WYNY
Los Angeles, CA	KQLZ

Wilks-Schwartz Broadcasting
1331 Main St.
Springfield, MA 01102
(413) 781-1011
Donald Wilks, Michael Schwartz, *Owners*

Syracuse, NY	WKFM & WFBL
Springfield, MA	WHYN-AM & FM
Allentown, PA	WEEX & WQQQ
Sarasota, FL	WSRZ & WSPB
Providence, RI	WLKW

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Willis Broadcasting
645 Church St., Ste. 400
Norfolk, VA 23510
(804) 622-4600
Bishop L.E. Willis, *President*

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Norfolk, VA	WPCE & WOWI
Richmond, VA	WFTH
Trenton, NJ	WIMG
Gary, IN	WWCA
Wilson, NC	WGTM
Jacksonville, FL	WSVE & WPDQ
Charlotte, NC	WGSP
Thomasville, NC	WTNC
Edenton, NC	WBXB
Batesburg, SC	WKWQ
Durham, NC	WSRC
E.St. Louis, IN	WESL
East Point, GA	WIJH & WAYE

WIN COMMUNICATIONS INC.

WIN Communications/M.L. Media
1621 Euclid Ave., Ste. 1801
Cleveland, OH 44115
(216) 566-9466
FAX: (216) 566-9834
Walt Tiburski, *President*
Anthony S. Ocepek, *Exec. VP*

Cleveland, OH	WQAL
Indianapolis, IN	WIRE & WXTZ
Tulsa, OK	KBEZ
Jacksonville, FL	WEJZ
Westport, CT	WEBE
Bridgeport, CT	WICC
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(312) 634-3282
Donn Winther, *President*

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St. Joseph-Benton Harbor	WHFB-AM & FM

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Winfas, Inc.
P.O. Box 4108
Lynchburg, VA 24502-0108
(804) 237-4700
FAX: (804) 237-8070
Roger Ingram, *President*

Jacksonville, NC	WRCM
Amherst, VA	WYYD

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Withers Broadcasting
P.O. Box 1508
Mount Vernon, IL 62864
(618) 242-3500
FAX: (618) 242-4444
W. Russell Withers, Jr., *Owner*

Keokuk, IA	KOKX-AM & FM
Cape Girardeau, MO	KAPE & KGMO
Mt. Vernon, IL	WMIX-AM & FM

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Woodward Communications
c/o KDTH/KATF Radio
8th & Bluff St.,
P.O. Box 659
Dubuque, IA 52001
(319) 588-5777
FAX: (319) 588-5688
Bill Williamson, *VP, Broadcast*

Dubuque, IA	KDTH & KATF
Appleton, WI	WHBY & WAPL

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Woolfson Broadcasting Corp.
P.O. Box 3388
Palm Beach, FL 33480
(305) 659-1555
Mark L. Woolfson, *President*
Mark R. Woolfson, *VP*

Salisbury, MD	WSBY & WQHQ
Tallahassee, FL	WBGM-AM & FM

RECORD COMPANIES

A&M
(incl. Cypress, Nimbus, Ode, Shoreline, Twin Tone, Vendetta, Windham Hill, Word)
1416 N. La Brea Avenue
Hollywood, C.A. 90028
(213) 469-2411
FAX:(213) 856-2600

595 Madison Avenue
New York, NY 10022
(212) 826-0477
FAX:(212) 838-8786
Charlie Minor, *Sr. VP/Promotion*
JB Brenner, *Sr. Dir./Album Promotion*
Steve Resnik, *Nat'l Promotion Dir.*
Rick Stone, *VP/Promotion (NY)*
Al Cafaro, *VP/Promotion*
Jesus Garber, *VP/Black Promotion*
Donnie Sellers, *Nat'l Black Promotion Dir./East Coast(NY)*
Jordan Zucker, *Nat'l Album Promotion Dir./Chicago*
Charley Lake, *Nat'l Singles Promotion Dir./Chicago*
Jon Konjoyan, *Nat'l A/C Promotion Dir.*
Michael Mena, *Dir./College Promotion (NY)*

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Advantage
1018 17th Avenue, Ste. 11
Nashville, TN 37212
(615) 329-9093
Mick Lloyd, *President*
Vicki Don, *Nat'l Promotion Dir.*

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Aegis
(distributed by E/P/A)
1370 6th Ave. 26th Fl.
New York, NY 10019
(212) 582-1116
FAX:(212) 582-5084
Ron Alexenburg, *President*

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Airborne
(incl. Platinum)
#10 Music Circle S.
Nashville, TN 37203
(615) 242-3157
FAX: (615) 242-3177
Buzz Ledford, *Nat'l Promotion Dir.*

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Allegiance
(incl. Takoma, ITI, Valley Vue, Windstar)
(distributed by Capitol)
620 Hampshire Rd., Ste. 6
Westlake Village, CA 91362
(805) 496-4960
FAX:(805) 496-0054
Marty Goldrod, President (Urban & Pop)
Michael Dion, President, Label Group (Jazz)

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Alligator
P.O. Box 60234
Chicago, IL 60660
(312) 973-7736
FAX:(312) 973-2088
Kerry Peace, *Dir./Promotion*
Derek Ault, *Asst. Promotion Dir.*

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Alpine
1025 17th Ave. S.
Nashville, TN. 37212
(615) 327-2227
Johnny Rutenschroer, *President*

American Gramaphone
9130 Mormon Bridge Rd.
Omaha, NE 68152
(402) 457-4341
FAX:(402) 457-4332
Jodi Jorgensen, *Promotion Cordinator*

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Amherst
1800 Main St.
Buffalo, NY 14208
(716) 883-9520
FAX: (716) 884-1432
Darren Eggleston, *Nat'l Promotions Dir.*

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Antilles
(distributed by Island)
14 East 4th Street 3rd Floor
New York, NY 10012
(212) 477-8000
FAX: (212) 477-5918
Fred Kelly, *Promotions*

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Apache
(distributed by Capitol)
1222 N. Vine St.
Hollywood, C.A. 90038
(213)466-9958
FAX:(213) 466-9013
Brian Shapero, *Nat'l Dir./Marketing*
Brad Pollak, *Nat'l Dir./Promotions*

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Arista
(incl. Jive for selected artists)
(distributed by BMG/Arista)
6 West 57th Street
New York, N.Y. 10019
(212) 489-7400
FAX:(212) 830-2248

8370 Wilshire Blvd.
Beverly Hills, CA 90211
(213) 655-9222
FAX:(213) 852-1526
Rick Bisceglia, *VP Pop Promotion*
Bruce Schoen, *Nat'l Singles Dir. East Coast*
Jan Teifeld, *Nat'l Singles Dir. West Coast*
Mark Rizzo, *Nat'l Dir. AC Promotion*
Mike Corbett, *Nat'l Dir. Promotion Adminstration*
Maureen Guinan, *Nat'l Promotion Coordinator*
Sean Coakley, *VP Rock Promotion*
Jay Ziskrout, *Nat'l Dir. Rock Promotion*
Michelle Block, *Nat'l Rock Promotion Mgr.*
Hilaire Brosio, *Mgr. West Coast Rock Promotion*
Tony Anderson, *VP R&B Promotion*
Doug Daniel, *Nat'l Dir. R&B Promotion*

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Associated
2032 Scott St.
San Francisco, CA 94115
(415) 929-8085
FAX:(415) 929-7138
Yvonne Graves, *Dir./Promotion*

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Aspen
(distributed by Impact Entertainment)
185 Berry St.
San Francisco, CA 94107
(415) 974-5616
Kim Roy, *Nat'l Promotions Dir.*

Atco
(incl. Ruthless)
(distributed by Atlantic)
75 Rockefeller Pl.
New York, NY 10019
(212) 484-6400
FAX: (212) 484-8119

9255 Sunset Blvd., Ste. 1122
Los Angeles, CA 90069
(213) 285-9556
FAX:(213) 285-9834
Margo Knesz, *VP/Operations*
Craig Lambert, *VP/Nat'l Promotion (NY)*
Bruce Tenenbaum, *Nat'l Promotion Dir.(NY)*
Mark Gorlick, *Nat'l Promotion Dir. (LA)*
Matt Pollack, *Dir./Nat'l Album Promotion*
Barbara Seltzer, *Nat'l Singles Dir.*

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Atlantic
(incl. Atlantic America, Critique, Es Paranza, Duke, Finnadar, First Priority, IMC, Island, Lorimar, Megaforce, Modern, Oceana, Omni, SAJA, Spaceship, Syntonic, 21, 23 West, Virgin)
75 Rockefeller Plaza
New York, NY 10019
(212) 484-6000
FAX:(212) 484-8212

9229 Sunset Blvd.
Los Angeles, CA 90069
(213) 205-7450
FAX:(213) 205-7475

17 Berners St.
London, W1P 3DD, England
637-3771
FAX:(441) 637-3771
Vince Faraci, *Sr. VP/Promotion & Marketing*
Sylvia Rhone, *Sr. VP/GM Black Music Division*
Judy Libow, *VP/Product Development & Promotion*
Andrea Ganis, *VP/Nat'l Promotion*
Lou Sicurezza, *VP/Nat'l Promotion*
Danny Buch, *VP/Nat'l Album Promotion*
David Fleischman, *Dir./Nat'l Album Promotion*
Marc Nathan, *Dir./Nat'l Singles Promotion*
Mary Conroy, *Mgr./Nat'l AC Promotion*
Linda Ferrando, *Nat'l Video Promotion*
Graham Hatch, *Nat'l Progressive Promotion*
Jackie Tesman, *Nat'l Progressive Promotion*
Joe Grant, *Jazz Promotion*
Richard Nash, *VP/Nat'l Promotion Black Music Divison*

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Avista
P.O. Box 627
Edmond, OK 73083
(405) 348-4119
Jack Pride, *Promotion*

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Bainbridge
(incl. Choice, Arlon, Ravi Shanker Music Circle, Inst. For Language Studies)
P.O. Box 8248
Van Nuys, CA 94109-8248
(213) 476-0631
FAX:(213) 472-4190
PJ Littleton, *Dir./Sales & Promotion*

RECORD COMPANIES

Barking Pumpkin
(distributed by CEMA)
P.O. Box 5265
North Hollywood, CA 91616
(818) 764-0777
FAX:(818) 764-4972
Telex: 880469
Tim Nagle, *Dir./Communication*

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Best West
500 S. Rancho Ste. D
Colton, CA 92324
(714) 370-1980
Deborah Harmon, *VP/Promotions*

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BGM
(incl. Rain Forest)
10450 Sentinel
San Antonio, TX. 78217
(512) 654-8773
Debbie Green, *VP/Promotion*

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Big Time
9903 Santa Monica Blvd. #472
Beverly Hills, CA 90212
(213) 465-9542
FAX:(213) 465-9703
Fred Bestall, *President*

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Black-Hawk, Blue Heron
(distributed by Impact Entertainment)
185 Berry St. Ste. 4801
San Francisco, CA 94107
(415) 974-5616
Bob Holmes, *Nat'l Promotion Dir.*

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Blast First
262 Mott St., #234
New York, NY 10012
(212) 941-9560
Anne Lehmen, *Dir./Promotion*
P.O. Box 5346
Culver City, CA 90231
(213) 390-5634
Ray Farrell, *Dir./Promotion*

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Blue Note
(distributed by Capitol)
810 7th Ave.
New York, NY 10019
(212) 603-8733
FAX:(212) 603-8702
Susan B. Levin, *Promotion*

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Brooklyn Bronx Connection (BBC)
P.O. Box 38
Bronx, NY 10469
(212) 655-6773
Rawlston Cuffy, *Dir./Promotions*

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Canyon Creek
(incl. Lemon Square, Branch International)
P.O. Box 31351
11347 Park Central Place
Dallas, TX. 75230
(212) 750-0720
Pat McKool, *Marketing/Country Promotion*

Capitol
(incl. Allegiance, Apache, Barking Pumpkin, Birthright, Blue Note/Capitol Jazz, Bug, Cinema, db, Enigma, Intuition, Rhino, Solar, 16th Avenue)
1750 N. Vine
Hollywood, CA. 90028
(213) 462-6252
FAX:(213) 462-7489

810 7th Ave
New York, NY 10019
(212) 603-8700
FAX:(212) 603-8702

1111 16th Ave. South
Nashville, TN 37212
(615) 320-5009
FAX:(615) 320-5009
Ritch Bloom, *Dir./AOR Promotion*
John Fagot, *VP/Promotion*
Tom Gorman, *VP/Pop Promotion*
Susan Levin, *Dir./Jazz Promotion & Marketing*
Harry Levy, *Nat'l Dir./Progressive Rock Promotion*
Michelle Peacock, *Nat'l Dir./Video Promotion*
Hank Talbert, *VP/Black Music Promotion*
Ray Tusken, *VP/AOR Promotion*
Step Johnson, *VP/GM Black Music Division*
Paul Lovelace, *VP/Promotion Nashville*

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Catero
1490 Oakland Blvd. #10
Walnut Creek, CA 94596
(415) 944-1069
Mary Hendrick, *President*

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Celestial Harmonies
(incl. Black Sun, Fortuna, Kuckuck)
4549 E. Fort Lowell
Tucson, AZ 85712
(602) 326-4400
FAX:(602)326-3333

Habsburgerplatz 2
8000 Muchen 40
West Germany
(089) 33 20 78
FAX:(089) 33 57 19
Ethan Edgecombe, *General Mgr.*
Silvia Texter-Millot, *Office Mgr.*
(West Germany)

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Cexton
(incl. Switchblade, Rare Sound)
2740 S. Harbor Blvd., Ste. D
Santa Anna, CA 92704
(714) 641-1074
John Anello Jr., *President*

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Chameleon
3355 W. El Segundo
Hawthorne, CA 90250
(213) 973-8282
FAX:(213) 679-3395
Joni Soloman, *Mgr. Alternative Promotions*

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Chrysalis
(incl. Cooltempo, Ensign, Blue Guitar)
645 Madison Ave.
New York, N.Y. 10022
(212) 758-3555
FAX:(212) 319-0685

9255 Sunset Blvd.
Los Angeles, CA 90069
(213) 550-0171
FAX:(213) 550-0785

12 Stratford Place
London, W1N 9AF England
(01) 408-2355
FAX:(01) 409-0850
Daniel Glass, *VP/Promotion*
Ken Lane, *Dir./Nat'l Singles Promotion*
Jeff Laufer, *Dir./Nat'l Album Promotion West Coast(LA)*
Jill Maxick, *Dir./Nat'l Alternative Promotion*
Chantay Taylor, *Nat'l Special Markets Promotion*
Michael Van Orsdale, *Nat'l Pop Promotion West Coast(LA)*
Greg Thompson, *Dir./Midwest Promotion*

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Cinema
812 West Dachy Rd.
Havertown, PA 19083
(215) 446-7100
FAX:(215) 446-7721
Denny Somach, *President*

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Clean Cut
(distributed by Rounder)
P.O. Box 164264
Roland Park Station
Baltimore, MD. 21210
(301) 467-4231
Jack Heyman, *Nat'l President*

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Columbia
(incl. Def Jam)
51 West 52nd Street
New York, N.Y. 10019
(212) 975-4321
FAX:(212) 975-7731

1801 Century Park West
Los Angeles, CA 90067
(213) 556-4700
FAX:(213) 556-4795

34 Music Square E.
Nashville, TN. 37203
(615) 742-4321
FAX:(615) 244-2549
Tommy Mottola, *President, CBS*
Mel Ilberman, *Sr. VP/Exec. Asst. to Pres.*
Bob Sherwood, *Sr. VP/Marketing*
Mickey Eichner, *Sr. VP/A&R*
Roy Wunsch, *Sr. VP (Nashville)*
Leo Travagliante, *VP/Artist Development*
Ruben Rodriguez, *Sr. VP/Black Music Marketing*
Marc Benesch, *VP/Promotion*
Joe Casey, *VP/Promotion CBS/Nashville*
Eddie Pugh, *VP/Black Music & Jazz Promotion*
Burt Baumgartner, *VP/Nat'l Singles Promotion*
Paul Rappaport, *VP/Nat'l Album Promotion*
Mike Bernardo, *Dir./Nat'l Black Music Promotion*
George Chaltas, *Dir./Nat'l Promotion (LA)*
Sheila Chlanda, *Dir./Nat'l Promotion*
Jim Del Balzo, *Dir./Nat'l Album Promotion*
Tom Simonson, *Dir./College Alternative Promotion*
Bob Garland, *Dir./Nat'l Singles Promotion (LA)*

RECORD COMPANIES

Jack Lameier, *Dir./Nat'l Promotion, CBS/Nashville*
Mike Martucci, *Dir./Nat'l AC Promotion*
Alan Oreman, *Dir./Nat'l Album Promotion (LA)*
Rich Schwan, *Dir./Nat'l Promotion CBS/Nashville*
Sherry Winston, *Dir./Nat'l Jazz Promotion*
Elaine Locatelli, *Assoc. Dir./Nat'l AC Promotion*
Dana Keil, *Mgr./Nat'l Secondaries Promotion*
Linda Kirishjian, *Mgr./Nat'l Alternative Promotion*
Debbie Muldoon, *Mgr./Nat'l Secondaries Promotion*
Marilyn Mitson, *Mgr./Nat'l Secondaries Promotion (LA)*

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Concord
(incl. Jazz, Concerto, Crossover, Picante, George Wein Collection, Collector's Series)
P.O. Box 845
Concord, CA 94522
(415) 582-2770
FAX:(415) 662-3508
Allan Farnham, *Radio Promotion*
Merrilee Trost, *Nat'l Promotion Dir.*

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Country International
(incl. Merry-Go-Round, Ford, Emkay, Tree Top)
23 Music Circle East
Nashville, TN 37203
(615) 327-4656
Jack Payne, *Promotion Dir.*

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Critique
(distributed by Atlantic)
800 West Cummings PK. Ste. 2500
Woburn, MA 01801
(617) 935-7540
FAX:(617) 935-6866

161 West 54th St. Ste. 1203
New York, NY 10019
(212) 489-7095
FAX:(212) 265-5726
Carl Strube, *President*
Jonathan Lev, *Alternative Promotion/A&R*
Rod Stevens, *Nat'l Pop Promotion Dir.*

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Curb
3907 W. Alameda Ave.
Burbank, CA 91505
(818) 843-2872
FAX: (818) 846-8435
Dick Whitehouse, *VP/Country Division*
Deborah Razo, *Mgr./Promotion & Marketing*

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Cypress
(incl. The Ship, Cypress Jazz)
(distributed by A&M)
1523 Crossroads Of The World
Los Angeles, CA 90028
(213) 465-2711
FAX:(213) 465-3548
Tami Shawn, *Dir./Promotion*
Scott Finck, *Nat'l/CHR Promotion*

Davatone Production Ltd.
101 Homedale Dr.
Agincourt, ONT
0M1V1M1 Canada
(416) 292-6924
Dave Ostrovsky, *President*

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DCC Compact Classics
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8300 Tampa Ste. G
Northridge, CA 91327
(818) 993-8822
FAX:(818) 933-0605
Greg Reed, *Dir./Marketing*

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Denon
(incl. Supraphon)
222 New Road
Parsippany, NJ 07054
(201) 575-7810j
FAX:(201) 808-1608
Ken Furst, *Dir./Marketing & Promotion*
Angela Stolfi, *Advertising & Promotion Mgr.*
Jennifer Phelps, *Promotion & Publicity*

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Digital Music Products (DMP)
P.O. Box 15835
Park Square Station
Stamford, CT 06091
(203) 323-9474
FAX:(203) 323-9474
Lou Dollenger, *Dir./Marketing*

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Discovery/Trend
(incl. AM/PM, Musicraft)
(distributed by CRD)
117 N. Las Palmas Ave.
Los Angeles, CA 90004
(213) 938-5482
FAX:(213) 933-1903
Patricia N. Marx, *VP/Dir. Promotion*

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Walt Disney
2600 W. Olive Ave., 10th Floor
Burbank, CA 91505
(818) 972-3300
FAX:(818) 845-4570
Shelly Miles, *VP*

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Dolce & Nuit
P.O. Box 1071
Melrose, MA 02176
(617) 665-4791
Matt Johnson, *President*

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Door Knob
(incl. Society, Brainchild)
315 Mt. Juliet Rd.
Mt. Juliet, TN 37122
(615) 754-0417
Gene Kennedy, *President/Nat'l Promotion*
Ray McClain, *Nat'l Promotion (Cashbox)*

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Edge
6464 Sunset Blvd. Suite 530
Los Angeles, CA 90028
(213) 465-6611
FAX:(213)415-6425
Rick Frio, *President*
Rick Bothwell, *Nat'l Marketing*

Elektra/Asylum/Nonesuch
75 Rockefeller Plaza
21st Floor
New York, N.Y. 10019
(212) 484-7200
FAX:(212) 765-6155

9229 Sunset Blvd.
Los Angeles, CA 90069
(213) 205-7400
FAX:(213) 205-7440
Brad Hunt, *Sr. VP/Promotion*
Rick Alden, *VP/CHR Promotion*
Primus Robinson, *VP/Special Markets*
Roger Smith, *Dir./Nat'l CHR Promotion*
Suzanne Berg, *Dir./Nat'l A/C Promotion*
Mark Cohen, *Dir./Nat'l Alternative Promotion*
Earl Hutchinson, *Dir./Nat'l Marketing/ Promotion Special Projects*
Joe Morrow, *Nat'l Dir./Special Markets West Coast (LA)*
Tita Grey, *Dir./ Dance Promotion*
Steve Schnur, *Dir./Video Marketing & Promotion*
Jeff Cook, *Dir./Nat'l AOR Promotion*
Danny Kahn, *Dir./Nonesuch Promotion*

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EMI
810 Seventh Ave.
New York, N.Y. 10019
(212) 603-8600
FAX:(212) 603-8681

6920 Sunset Blvd.
Los Angeles, CA 90028
(213) 461-9141
FAX:(213) 461-1543
Jack Satter, *VP/Pop Promotion*
Norman Osborne, *Nat'l Dir./AOR Promotion*
Rich Tamburro, *Nat'l Dir./Pop Promotion*
Mark Kargol, *Nat'l Dir., West Coast Promotion (LA)*
Varnell Johnson, *VP/R&B Promotion*

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Enigma
(incl. Mute, GWR, Metal Blade, Synthcide, Blast First, Intima)
(distributed by CEMA)
11264 Playa Ct.
P.O. Box 3628
Culver City, CA 90231-3628
(213) 391-4561
FAX:(213) 390-9969

136 West 18th St., #201B
New York, NY 10011
(212) 741-1385
FAX:(212) 741-1255
Rick Winward, *VP/Promotion*
Ben Brooks, *Dir./Nat'l Singles Promotion*
Pam Newman, *Dir./ Nat'l Album Promotion*
Maryann Earl, *Dir./Nat'l Alternative Promotion*
Caprice Carmona, *Dir./Nat'l Video Promotion*
Wayne Greene, *Dir.' Nat'l Dance Promotion*
Brian MacDonald, *Coordinator Nat'l Promotion*
Rick Orienza, *Special Projects*

RECORD COMPANIES

Epic/Portrait/CBS Associated Labels (E/P/A)
(incl. Scotti Bros., Pasha, Aegis, WTG, Blackheart/CBS, Tabu, Imagine, Noise)
51 West 52 Street
New York, NY 10019
(212) 975-4321
FAX: (212) 975-3428

1801 Century Park West
Los Angeles, CA 90067
(213) 556-4700
FAX:(213) 556-4806

34 Music Sq. E.
Nashville, TN 37203
(615) 742-4321
FAX: (615) 244-2549
Polly Anthony, *VP/Nat'l Pop Promotion*
Harvey Leeds, *VP/Album Promotion*
Larry Douglas, *VP/Promotion & Trades (LA)*
Don Eason, *VP/Urban Promotion*
Steve Backer, *Dir./Nat'l Promotion*
Jean Johnson, *Dir./Nat'l Promotion (LA)*
Tom Genetti, *Dir./Nat'l Promotion*
Jack Isquith, *Dir./Album Promotion*
Jon Kirksey, *Dir./Album Promotion (LA)*
Larry Davis, *Dir./Urban Promotion*
Maurice Warfield, *Dir./Urban Promotion(LA)*
Ed Pinka, *Asst. Dir./Nat'l Secondary Promotion*
Lynn Forman, *Asst. Dir./Nat'l AC Promotion (LA)*
Debbie Cerchione, *Mgr./Nat'l AC Promotion*

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Evergreen
(incl. Motion)
1021 16th Ave. South
Nashville, TN 37203
(615) 327-3213
Johnny Morris, *President*

●

Expansion
P.O. Box 996
Cardiff by the Sea, CA. 92007
(619) 944-3456
Richard Del Maestro, *President*

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F&L
(incl. Progress)
1618 16th Ave. S.
Nashville, TN 37212
(615) 292-3611
Bobby Fischer, *President*

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Fantasy
(incl. Contemporary, Galaxy, Good Time Jazz, Landmark, Great American Music Hall, Milestone, Pablo, Prestige, Riverside, Stax, Original Jazz Classics, Original Jazz Blues Classics)
10th & Parker
Berkeley, CA 94710
(415) 549-2500
FAX: (415) 486-2015
Terri Hinte, *Dir./Press & Public Information*

Flying Fish
(incl. Blind Pig, Greenhays, Rooster Blues, Temple, Cetonic Theory, Hogeye)
1304 W. Schubert
Chicago, IL 60614
(312) 528-5455
FAX: (312) 528-8262
Jerry Del Giudico, *Marketing Mgr.*
Mike Heischer, *P.R. Mgr.*
J.S. Guenther, *Promotion*
Beverly Zeldin, *Promotion Assistant*

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Fountain
1203 Biltmore Ave.
High Point, N.C. 27260
(919) 882-9990
Doris W. Lindsey, *President*

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Fourth & Broadway
(incl. Mango, Delicious Vinyl, Antilles, Great Jones)
(distributed by Island)
14 E. 4th Street
New York, N.Y. 10012
(212) 995-7876
FAX:(212) 477-5918
Rene Esquibel, *Nat'l Dir./R&B Promotion*
Greg Peck, *VP/R&B Promotion*
Cathy Jacobson, *VP/GM*

●

Frontier
(incl. Popllama, Grifter)
P.O. Box 22
Sun Valley, CA. 91353
(818) 506-6886
FAX:(818) 506-0723
Wendy Harte, *Nat'l Publicity Dir.*
Betty Fresh, *Nat'l Marketing Dir.*
Jay Harding, *Nat'l Alternative Promotion*

●

G Fine
5 University Pl. Ste.623
New York, NY 10003
(212) 995-1608
FAX:(203) 334-6218

95 Columbine Dr.
Bridgeport, CT 06611
(203) 334-8200
Lyvio G, *VP*

●

Geffen
(distributed by Warner Bros.)
9130 Sunset Blvd.
Los Angeles, CA. 90069
(213) 278-9010
FAX:(213) 271-4358
Telex:4977234

75 Rockefeller Plaza
17th Floor
New York, NY 10019
(212) 484-7170
FAX: (212) 484-8930
Telex: 424602
Al Coury, *GM*
Marko Babineau, *VP/Nat'l Promotion*
Christina Anthony, *Dir./Nat'l AC Promotion*
Peter Napoliello, *Dir./CHR Promotion*
Mark DiDia, *Nat'l AOR Promotion*
Karen Sobel, *Nat'l Singles/Video Promotion*
Mark Kates, *Nat'l College & Alternative Promotion*
Craig Coburn, *Nat'l Singles & Advertising*
Hugh Surratt, *Nat'l AOR Promotion*

Global Pacific
(distributed by CBS)
180 E Napa St.
Sonoma, CA 95476
(707) 996-2748
FAX:(707) 996-2658

312 West 73rd, Ste. 3C
New York, NY 10023
(212) 769-9362
FAX:(212) 769-9362
Neal B. Sapper, *VP/Promotions*

●

GNP Crescendo
(incl. Creative World)
8400 Sunset Blvd. Ste. 4A
Los Angeles, CA 90069
(213) 656-2614
FAX:(213) 656-0693
Neil Norman, *VP/Promotion*

●

Gold Castle
(distributed by CEMA)
3575 Cahuenga Blvd. West, #435
Los Angeles, CA 90068
(213) 850-3321
FAX:(213) 874-6246

120 West 44th St., Ste.608
New York, NY 10036
(212) 840-6011
FAX:(212) 840-6745
Jeff Heiman, *Nat'l Dir./Promotion & Publicity*
Paula Jeffries, *VP/GM*

●

GRP
555 West 57th St.
New York, NY 10019
(212) 245-7033
FAX:(212) 757-7033
Bud Katzel, *SR. VP/Sales & Distribution*
Mark Wexler, *VP/Marketing & Operations*
Duke DuBois, *Nat'l Dir./Radio Promotion*
Deborah Lewow, *Nat'l Mgr./Radio Promotion*
Erica Linderholm, *Nat'l Coordinator/ Radio Promotion*

●

Grudge
37 N. Broadway
Nyack, NY 10960
(914) 358-7711
Gordon Anderson, *Dir./Promotions*

●

Harmony Street
Box 4107
Kansas City, KS 66104
(913) 299-2881
Charlie Beth, *President*

●

Hearts of Space
1639 8th. Ave.
San Francisco, CA 94122
(415) 759-1130
FAX: (415) 759-1166
Leyla R. Hill, *GM*

●

Higher Octave Music
(incl. Nightingale)
8033 Sunset Blvd. Ste. 41
Los Angeles, CA 90046
(213) 856-0039
FAX: (213) 656-6490

1187 Coast Village Rd. #1 Ste. 192
Santa Barbara, CA 93108
(805) 565-1353
Scott Bergstein, *Sr. VP*

RECORD COMPANIES

Hightone
220 4th St. Ste. 101
Oakland, CA 94607
(415) 763-8500
FAX: (415) 763-8558
Darrell Anderson, *Nat'l Dir./Promotion AOR & Country*

●

Ichiban
(incl. Miracle, Wilbe, Curtom Emeric, Tusk, S.D.E.G., Houston International, G.E.M.C.)
P.O. Box 724677
Atlanta, GA 30339
(404) 926-3377
FAX: (404) 926-2774

Stanley House
Stanley Ave.
Wembley Middx., England
(01)900-1555
FAX:(01)-903-1264
Michael Buchanan, *Radio Promotion*

●

India Navigation
177 Franklin St.
New York, NY 10013
(212) 219-3670
FAX: (212) 941-1837
Bob Cummins, *President*

●

Interplay
P.O. Box 9135
Calabasas, CA. 91302
(714) 796-6110
John Brechler, *VP/Sales & Marketing*

●

I.R.S.
(incl. Pangaea, I.R.S./No Speak, I.R.S./Metal)
(distributed by MCA)
100 Universal Plaza
Bldg. 422
Universal City, CA. 91608
(818) 777-4730
FAX: (818) 777-6495

1755 Broadway, 8th Fl.
New York, NY 10019
(212) 841-8042
FAX: (212) 397-1403
Barry Lyons, *VP/Promotion*
Cary Baker, *VP/Publicity*
Barbara Bolan, *VP/Sales & Marketing*
Judy Barahal, *Midwest Promotion*
Bekee Cohee, *Southwest Promotion*
Linda Dages, *Southeast Promotion*
Rob Ellis, *Midwest Promotion*
Karen Lee, *Northeast Promotion (NY)*
Meredith Hayes, *Promotion Cordinator*
Lori Blumenthal, *Nat'l Dir./Alternative Marketing & College Promotion (NY)*
Stacy Banet, *Nat'l Dance Promotion*
Karen Kelly, *Nat'l Video Promotion*

Island
(incl. 4th & Broadway, Great Jones, Mango, Antilles, Antilles/New Direction)
(distributed by Atlantic)
14 East 4th St.
New York, NY 10012
(212) 995-7800
FAX: (212) 477-5918
Bob Catania, *VP/Pop Promotion*
Andy Allen, *VP Nat'l Album Promotion*
Bobby Ghossen, *A&R/Dance Promotion*
Janet Kleinbaum, *Dir./Press & Video Promotion*
Greg Peck, *VP/Black Music Promotion*
Pat Marsicano, *Nat'l Promotion Coordinator*
John Souchak, *Promotion Mgr. East Coast*
Steve Leavitt, *Promotion Mgr. East Coast*
Stephanie Seymour, *Nat'l College Promotion Mgr.*

●

Jazzmania
60 Pineapple St. #7B
Brooklyn, NY 11201
(718) 852-3572
Mike Morganstern, *President*

●

Jazzology
(incl. G.H.B., Audiophile, Circle, Southland, Black Swan, Progressive)
(distributed by City Hall)
1206 Decatur St.
New Orleans, LA 70116
(304) 525-1776
George Buck, *President/Owner*
Wendell Echols, *A&R*

●

JCI
(distributed by Sedona)
5308 Derry Ave., Ste. P
Agoura Hills, CA 91301
(818) 889-9022
FAX: (818) 889-0155
Tim O'Brien, *Promotion*
Jerome Bowie, *President*

●

Jewel, Paula, Ronn
P.O. Box 1125
Shreveport, LA 71163-1125
(318) 227-2228
Tom Bonetti, *Contract/Licensing Rep.*

●

Joey Boy
(incl. J.R., On Top)
3081 NW 24th St.
Miami, FL 33124
(305) 635-5588
FAX: (305) 633-7127
Rod Kenney, *VP Promotion*

●

Justin Time
(distributed by Impact Entertainment)
185 Berry St. Ste. 4801
San Francisco, CA 94107
(415) 974-5616
Roy Lee Freeman, *Nat'l Promotion Dir.*

K-Tel International
(incl. Headfirst, Crush Music, AJK Music, M.A. Music, Nouveau)
15535 Medina Rd.
Plymouth, MN. 55447
(612) 559-6800
FAX: (612) 559-6815
Al Bergamo, *Sr. VP/GM*
Chuck Thagard, *VP/Product Development & Marketing*
Laura Starito, *Nat'l Promotion Coordinator*

●

Kansa
(incl. KAN 2)
1300 Division St. Ste. 106
Nashville,TN. 37203
(615) 255-0303
Chet Johnson, *President*
Kit Johnson, *Secretary/Treasurer*

●

Landmark
(distributed by Fantasy)
2600 Tenth St.
Berkeley, CA 94710
(415) 849-0442
FAX: (415) 486-2015
Orrin Keepnews, *President*

●

Laser
(distributed by Rounder)
1304 Fletcher Road
Tifton, GA 31794
(912) 382-6257
Glen T. Statiras, *President*

●

Lifesong
(incl. Metrostar)
15 Engle St. Ste. 204
Englewood, NJ 07631
(201) 568-3996
FAX: (201) 569-9580
Vincent J. Adinolfi, *Nat'l Mgr. Promotion/ distribution*

●

Living Music
(distributed by American Gramaphone)
P.O. Box 72
Litchfield, CT 06759
(203) 567-8796
FAX: (203) 567-4276
Paul Winter, *President*

●

Lodestar
P.O. Box 820471
Dallas, TX 75385
(817) 543-8538
Brian McClain, *President*

●

Macola
(incl. Techno-Kut, Spin, Get Live, Nubian, Tri World, Urban Tek, Lawn Hop, Raw Some, Kru-Kut)
6209 Santa Monica Blvd.
Los Angeles, CA 90038
(213) 469-5821
FAX: (213) 469-2527
Ray Kennedy, *VP/Radio Promotion*

●

Malaco
(incl. Savoy, Muscle Shoals)
P.O. Box 9287
Jackson, MS 39206
(601) 982-4522
FAX: (601) 982-4528
Dave Clark, *VP/Publicity & Promotion*

RECORD COMPANIES

Mammoth
5 W. Hargett St. 4th FL.
Raleigh, NC 27601
(919) 834-5977
Cameron Henry, *Dir./Promotions*

●

Maxx
50 Music Sq. W., Ste. 207
Nashville, TN 37203
(615) 329-2592
Fred Morris, *CEO*
Bob Ham, *Dir./Promotion*

●

MCA
(incl. Uni, IRS, Zebra, Curb, Motown, GRP, Mechanic, Uptown, Uni/Strong City, Road Racer)
70 Universal City Plaza
Universal City, CA. 91608
(818) 777-4000
FAX: (818) 760-1104

1755 Broadway 8th Floor
New York, NY 10019
(212) 841-4000
FAX: (212) 307-0721

1514 South St.
Nashville, TN 37212
(615) 244-8944
FAX: (615) 244-4488
Richard Palmese, *Executive VP/GM*
Steve Meyer, *Sr. VP/Promotion*
Randy Hock, *VP/Promotion East Coast*
John Hey, *VP/Nat'l Album Promotion*
Donnie Cohen, *Dir./ Nat'l AC*
Billy Brill, *VP/Promotion*
Frank Turner, *VP/ Promotion*
Nan Fisher, *Nat'l Alternative Promotion*
A.D. Washington, *VP/ Nat'l Urban Promotion*
Ron White, *Nat'l Field Promotion*
Shelia Shipley, *VP/Country Promotion (Nashville)*
Lorri Evans, *Mgr. Country Promotion (Nashville)*
David Haley, *Regional Country Promotion*
Rosie Fitchpatrick, *Promotion Coordinator (Nashville)*
Michael Williams, *Regional Pop/Rock Promotion Dir. (NY)*
Bobby Shaw, *VP/Dance Music*

●

Meadowlark
9255 Deering Ave.
P.O. Box 2120
Chattsworth, CA. 91311
(818) 709-6900
FAX: (818) 341-5514

Welk Building
54 Music Square E., Ste.306
Nashville, TN 37203
(615) 248-6800
FAX: (615) 255-3410
Bill Hearn, *Sr. VP/Marketing*

●

Megaforce
(distributed by Atlantic)
63-64 Brunswick Woods Dr.
E.Brunswick, N.J. 08816
(201) 254-6533
FAX: (201) 254-5274
Phil Hardy, *Dir./Nat'l Album Promotion*

Mercury
(incl. Atlanta Artists)
810 7th Avenue
New York, NY 10019
(212) 333-8000
FAX: (212) 333-8142

3800 W. Alameda Ave. Ste. 1500
Burbank, CA 91505
(818) 955-5200
FAX: (818) 848-7530

901 18th Ave. S
Nashville, TN 37203
(615) 320-0110
FAX: (615) 327-4856
David Leach, *VP*
Wayman Jones, *VP/R&B Promotion*
Kerry Wood, *Nat'l AC Dir.*
Andy Szulinski, *Nat'l Secondary Dir.*
Brenda Romano, *Nat'l CHR Promotion*
Kyle Hetherington, *Nat'l CHR Promotion*
Randy Roberts, *Nat'l Video Promotion*
Mario Rios, *Nat'l Club Promotion*
Drew Murray, *Nat'l AOR Promotion*
Dave Loncao, *Nat'l AOR Promotion*
Tim Hyde, *Nat'l College/Alternative Promotion*
Paul Lucks, *VP/GM (Nashville)*

●

Metal Blade
(incl. Death, Dimension)
(distributed by Enigma)
18653 Ventura Blvd., Ste. 311
Tarzana, CA 91356
(818) 981- 9050
FAX: (818) 981-9095

1133 Broadway, Ste. 730
New York, NY 10010
(212) 645-6208
FAX: (212) 242-7359
Jon Sutherland, *Nat'l Dir./Publicity & Promotion*
Tim Yasui, *Dir./Promotions*
Dyane Kass, *College & AOR Radio*
Cheryl Valentine, *Dir. of Radio*

●

Mobile Fidelity
(incl. Cafe, BBC Jazz Classics, BBC: The Classic Years Arts & Electronica, Melodiya)
1260 Holm Road
Pataluma, CA. 94952
(707) 778-0134
FAX: (707) 778-6328
Phyllis E. Schwartz, *Publicity Dir.*

●

Modern
(distributed by Atlantic)
9111 Sunset Blvd.
Los Angeles, CA 90069
(213) 273-8111
FAX: (213) 273-1808
Paul E. Fishkin, *President*

●

Mopro
2959 King Ave.
Cincinnati, OH 45211
(513) 661-0500
Helen Morr, *President*

●

Moss
95 Commerce St.
Stamford, CN 06902
Gordon Strenser, *Dir./Promotions*

Motown
(distrubted by MCA)
6255 Sunset Blvd.
Hollywood, CA. 90028
(213) 468-3580
FAX: (213) 856-0341
Ronnie Jones, *VP Promotion*
Eric Thrasher, *Co-Nat'l Promotion*
James Cochran, *Co-Nat'l Promotion*
Beverly Lias, *Nat'l Promotion Coordinator*

●

Muse/Savoy Jazz
(incl. Enja)
160 W. 71st St.
New York, NY 10023
(212) 873-2020
Barney Feilds, *Promotion Mgr.*

●

Music International/Indego
P.O. Box 7451
Mission Hills, CA 91346
(818) 368-2981
Sonny Williams, *President*

●

Music West
2200 Larkspur Landing
Larkspur, CA 94939
(415) 925-9800
Kenny Altman, *Promotions*

●

Musicruise
P.O. Box 594
Wharton, NJ 07885
(201) 328-2977
Bruce Tauber, *President*

●

N.A.M.E. (Brand)
2218 Rosewood Ave.
Richmond, VA 23220
(804) 355-3586
James Branch, *Owner*

●

Narada
(incl. Narada Lotus, Narada Equinox, Narada Mystique)
(distributed by MCA)
1845 N. Farwell
Milwaukee, WI 53202
(414) 272-670
FAX: (414) 272-6131

215 W. Stanley
Ukiah, Ca 95482
(707) 488-5559
FAX: (707) 468-5648

70 Universal City Plaza
Universal City, CA 91608
(818) 777-4000
FAX: (818) 760-4043
Kevin Schmidt, *Dir./Nat'l Radio Promotion*
Paula Samonte, *Regional Promotion Asst.*
Elizabeth Larson, *College Promotion*
Richard Morton, *Promtion Asst.*

●

Nationwide Sound (NSD)
(incl. NSD, Soundwaves, Big Wheel, BNJ, Brand X, Grand Prize)
1204 Elmwood Ave.
Nashville, TN 37212
(615) 385-2704
Betty Gibson, *Nat'l Promo.*
Joe Gibson, *President*

RECORD COMPANIES

Next Plateau
(incl. Soundcheck)
1650 Broadway, Ste. 609
New York, NY 10019
(212) 541-7640
FAX: (212) 315-0286
Jenniene Lecleroq, *VP*

●

North Star
116 Chestnut St.
Providence, RI 02903
(401) 274-4119
FAX: (401) 751-0154
Virginia E. Shea, *Dir. Publicity/Promotion*

●

Olivia
(incl. Second Wave)
4400 Market St.
Oakland, CA 94608
(415) 655-0364
Jill Lublin, *Dir. Nat'l Publicity & Promotion*

●

Optimism
(incl. Silver Ware, Nebula, RDP)
6355 Topanga Canyon Blvd. Ste. 309
Woodland Hills, CA 91367
(818) 508-6833
(818) 346-6286
FAX: (818) 346-2968
Brenda Winfield, *Nat'l Dir. Promotion*

●

Original Sound
7120 Sunset Blvd.
Los Angeles, CA. 90046
(213) 851-2500
FAX: (213) 851-8162
Art Laboe, *President*

●

Overture
23309 Beck Rd.
Northville, MI 48167
(313) 349-0115
Dave DeMattos, *Dir./Promotions*

●

P.M.
(incl. Plug)
20 Martha Street
Woodcliff Lake, NJ 07675
(213) 930-9149
Gene Perla, *President*

●

Pandisc
(incl. Oops!, Jamarc, Shatterproof, Never Stop)
38 NE 167 St.
Miami, FL 33162
(305) 948-6466
FAX: (305) 945-1055
Bo Crane, *President*

●

Pasha
(distributed by CBS)
5615 Melrose Ave.
Hollywood, CA 90038
(213) 466-3507
FAX: (213)469-0122
Carol Peters, *VP*

Passport
(incl. Passport Jazz, PVC, Audion, Editions E.G., Paradox)
3619 E Kennedy Road
South Plainfield, N.J. 07080
(201) 527-4967

1608 Victory Rd.
Glendale, CA 91201
(818) 500-7677
Jim Snowden, *VP/Marketing*

●

Pendragon
710 Meyer Lane
Redondo Beach, CA 90278
(213) 318-7044
Mark Cimino, *President*
Bill Krodel, *Dir./Marketing*

●

Penthouse
6728 Eton Ave.
Canoga Park, CA 91303
(818) 992-4777
FAX: (818) 992-4979
Toni Biggs, *President*

●

Pickwick Music Group
(incl. *Pickwick, Golden Voyage, Allegreto, Allegro, Cameo, Music Masters, Vox/Turnabout)*
95 Commerce Rd.
Stamford, CT 0690
(203) 323-2999
FAX: (203) 348-9752j
Carol Marunas, *Nat'l Dir./Promotions*

●

Polydor
(incl. Mika, China, Threshold, London, Wing, Vertigo)
810 7th Avenue
New York, N.Y. 10019
(212) 333-8000
FAX: (212) 333-8142

3800 W. Alameda Ave. Ste. 1500
Burbank, CA 91505
(818) 955-5200
FAX: (818) 848-7530
John Brodey, *Sr. VP/Promotion*
Billy Smith, *VP/Pop Promotion*
Ron Ellison, *VP/R&B Promotion*
Wynn Jackson, *Sr. Dir./AOR Promotion*
Calvin Lew, *Nat'l Dir./AOR Promotion*
Mel Delatte, *Nat'l Dir./Promotion*
Maurice Watkins, *Nat'l Dir./Urban*
Sue Sawyer, *Nat'l Dir/Communications West Coast*
David Millman, *Publicist West Coast*

●

Priority
(incl. NuBeat, Ruthless, Wild West)
6430 Sunset Blvd., #800
Los Angeles, CA 90028
(213) 467-0151
FAX: (213) 856-8796
Gui Manganiello, *Nat'l Promotion*
Latifa Williams, *Promotion Cordinator*

●

Private Music
(distributed by BMG)
220 E. 23rd St. 10th Fl.
New York, NY 10010
(212) 684-2533
FAX: (212) 684-2377
Beth C. Lewis, *Mgr. Promotion & Publicity*

Pro Indie
(incl. Jungle, Landslide, Kent, Voxx, Slo-mo, Flying Heart,Metropolitan, Dream, Birth, Dr. Dream, Etiquette, DB, Scorched Earth)
P.O. Box 22153
Phoenix, AZ 85028
(602) 942-4762
Kevin Weir, *President*

●

Pro-Jazz
(incl. Intersound, Pro Arte)
P.O. Box 1724
Roswell, GA 30077-1724
(404) 664-9262
FAX: (404) 664-7316
Mike Buchanan, *Nat'l Promotion Mgr.*
Scott Browning, *Retail Promotion*

●

Profile
740 Broadway — 7th Floor
New York, NY 10003
(212) 529-2600
FAX: (212) 420-8216
Cory Robbins, *President*
Manny Bella, *Nat'l Promotion Dir.*
Kim Freeman, *Nat'l Pop Promotion Dir.*
Claudie Cuseta, *Mgr./Dance Music Promotion & A&R*
Chris LaSalle, *Promotion Coordinator*
Morace Landy, *R&B Retail Promotion*

●

Quabbin
P.O. Box 102
New Salem, MA 01355
(508) 544-8185
Steven Schoeberg, *President*
Jane Schaffer, *Nat'l Promotion Dir.*

●

Quark
(incl. Q-Rap)
1650 Broadway Ste. 1212
New York, NY 10019
(212) 355-0186
FAX: (212) 355-6013
Curtis Urbina, *President*
Mara Freedman, *VP*

●

R&A
3267 E. Bradford Dr.
Birmingham, MI 48010
(313) 646-8638
Mark Edwards, *President*

●

Ras
P.O. Box 42517
Washington, DC 20015
(301) 564-1295
Gary Himelfarb, *President*
Alan Kirk, *Publicity Dir.*

RECORD COMPANIES

RCA
(inc. Jive, Big Time, Beggars Banquet, King Jay, Novus, Bluebird, Nemperor)
1133 Avenue Of the Americans
New York, NY 10036
(212) 930-4000
FAX: (212) 930-4546

6363 Sunset Blvd.
Hollywood, CA 90028
(213) 468-4000
FAX: (213) 468-4073

30 Music Square W.
Nashville, TN 37203
(615) 664-1200
FAX: (615) 664-1237
Butch Waugh, *VP/Promotion*
Jim McKeon, *VP/Promotion*
Bonnie Goldner, *Dir. AC Promotion & Trade Relations*
Geary Tanner, *Dir./Promotion & Trade Relations*
Richard Smith, *VP/ Black Music Promotion*
Lisa Velasquez, *Dir./Nat'l Secondary Promotion*
John Sigler, *Nat'l Alternative College Promotion*
Denise Wexler, *Mgr., AC Promotion*
Jack Weston, *VP/Nat'l Country Promotion (Nashville)*
Kevin Sutter, *Sr. Dir./Nat'l Album Promotion*

●

Redwood
(incl. Crafty Maid)
6400 Hollis Street
Emeryville, CA. 94608
(415) 428-9191
FAX: (415) 652-5012
Holly Near, *Founder*
Karen Hester, *Promotions/Advertising*

●

Relativity/Combat
(distributed by Important)
187-07 Henderson Ave.
Hollis, NY 11423
(718) 740-5700
FAX: (718) 217-8768

1830 West 208 St.
Torrance, CA. 90501
(213) 212-0801
FAX: (213) 468-6562
Barry Kobrin, *President*
Cliff Cultreri, *GM West Coast*
John Schoenberger, *Nat'l Promotion Dir.*
Megadon, *Nat'l Metal Promotion*
Jetson, *Nat'l Alternative Promotion*

●

Reprise
(distributed by Warner Bros.)
3300 Warner Blvd.
Burbank, CA. 91510
(818) 953-3750
FAX: (818) 953-3211
Russ Thyret, *Sr. VP/Marketing & Promotion*
Rich Fitzgerald, *VP/Dir. Promotion*
Carol Hart, *VP/Promotion*
Mark Maitland, *VP/Promotion*
Marc Ratner, *Nat'l Singles Promotion Dir.*
Michael Linehan, *Nat'l Album Promotion Dir.*
Linda Baker, *Nat'l Singles Promotion Mgr.*
Ann Hesen, *Nat'l Secondary Promotion*
Phyllis Palmetto, *Nat'l Promotion Coordinator*

Reservoir
276 Pearl St.
Kingston, NY 12401
(914) 338-1834
Mark Feldman, *Co-owner*
Kayla Feldman, *Co-owner*

●

Rhino
(incl. Rampage)
(distributed by Capitol)
2225 Colorado Blvd.
Santa Monica, CA. 90404
(213) 828-1980
FAX: (213) 453-5529
Tom Kenney, *Alternative Promotion*

●

Rounder
(incl. Varrick, Flying Fish, Folkways, Ace, Chess, Sun, Columbia Special)
1 Camp St.
Cambridge, MA 02140
(617) 354-0700
FAX: (617) 491-1970
Brad Paul, *Nat'l Promotion Dir.*

●

Rykodisc
(incl. Ryko Analogue)
Pickering Wharf
Bldg. C-3G
Salem, MA 01970
(508) 744-7678
FAX: (508) 741-4506

200 N. 3rd Ave. #3
Minneapolis, MN 55401
(612) 375-9162
FAX: (612) 375-0272
John Hammond, *Marketing Dir.*

●

16th Avenue
P.O. Box 12190
Nashville, TN 37203-1900
(615) 321-5550
FAX: (615) 327-0560
B.J. McElwee, *Nat'l Dir./Promotion, Marketing & Sales*

●

Scorpio Music
2500 E. State St.
Trenton, NJ 08619
(609) 890-6000
John Gervasoni, *President*

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Shanachie
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(612) 623-1944
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Andrew Seidenfeld, *Asst. Dir./Publicity & Promotion*

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(615) 776-2060
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FAX: (305) 573-2437

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James Hazley, *Promotion*
Cornilus Lattimore, *Promotion*
Preston Marsett, *Promotion Dir.*

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(212) 463-0980
FAX: (212) 463-9248
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Sharon Heyward, *VP/R&B Promotions*
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Jeffrey Naumann, *Nat'l Dir./AOR Promotion*
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FAX: (818) 953-3699

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Robert Saporiti, *Nat'l Promotion Dir. (Nashville)*
Nancy Solinski, *In-House Mktg. Dir. (Nashville)*
Dennis Mosesman, *Nat'l Field Promotion Mgr.(Nashville)*
Maxine Creech, *Nat'l Promotion Coordinator (Nashville)*
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Chris Jonz, *Nat'l Promotion Dir. Jazz & Progressive Music*

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Bernie Grossman, *Nat'l Sales & Marketing Mgr.*

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Universal City, CA 91608
(818) 506-4956
Fred Benson, *Nat'l Promotion Dir.*

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Rich Schmidt, *Dir./Promotion*

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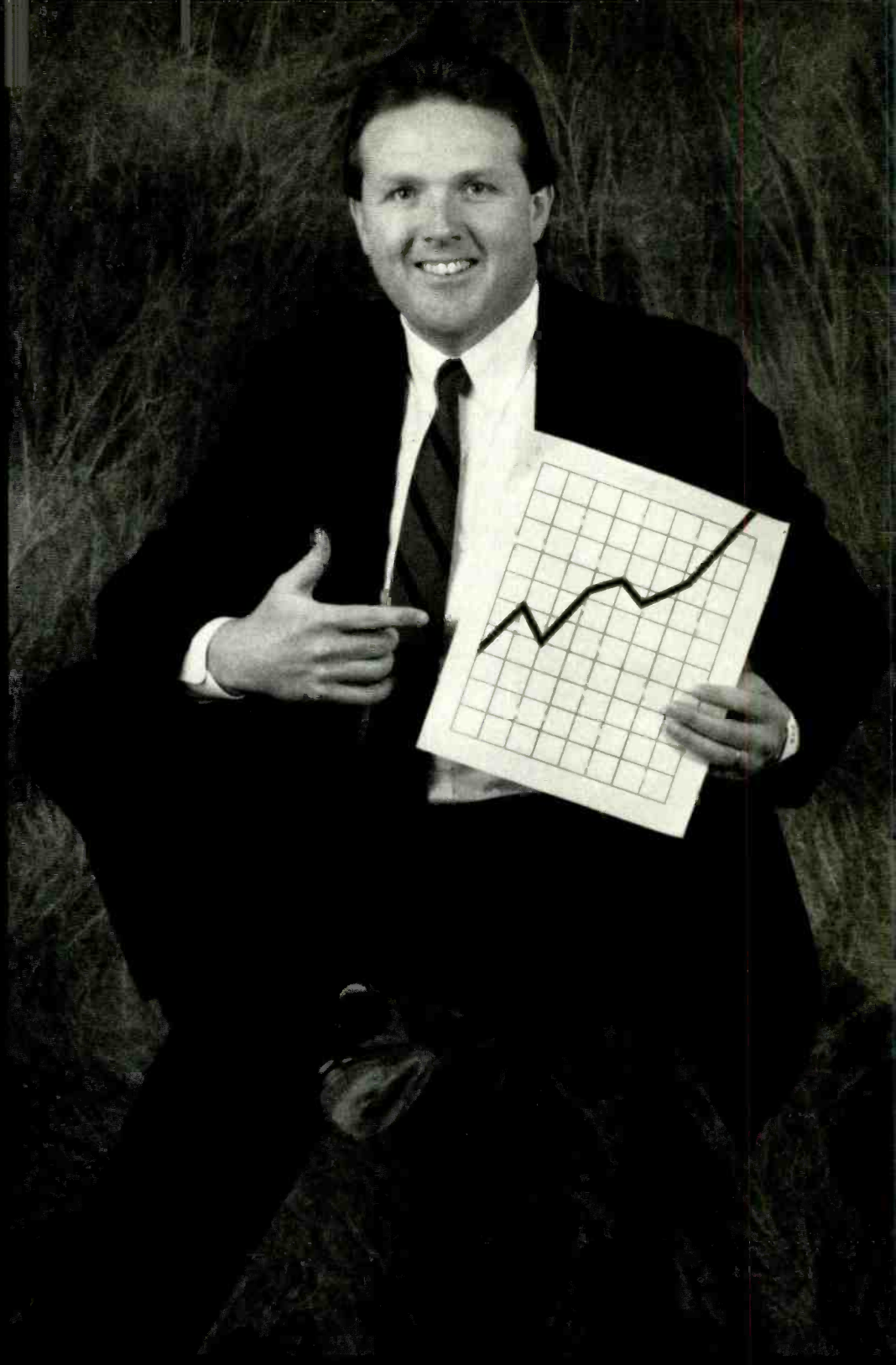

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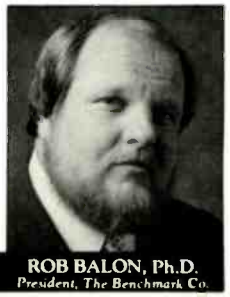
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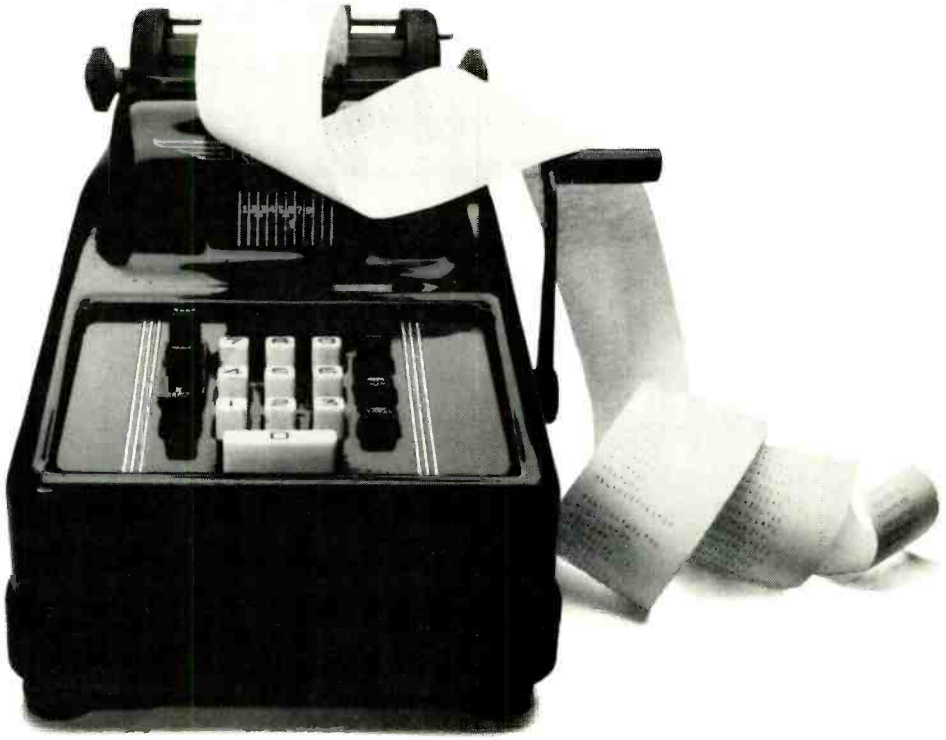

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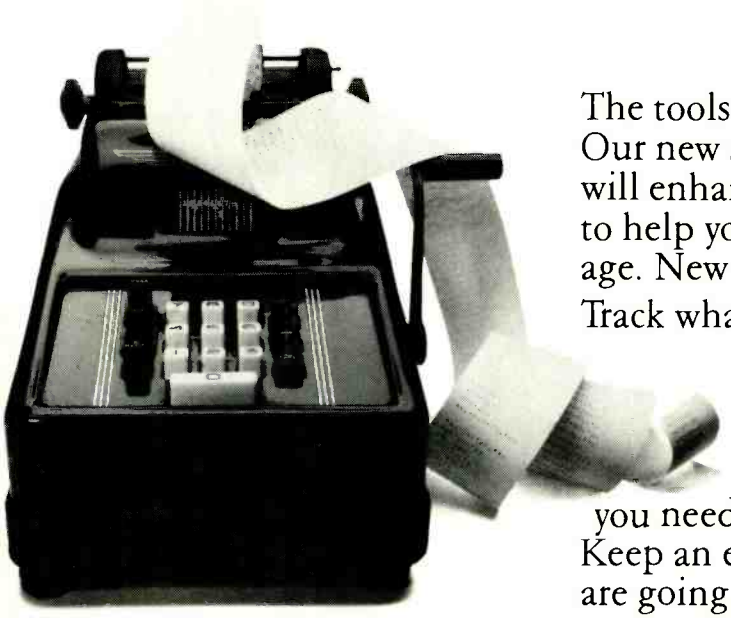

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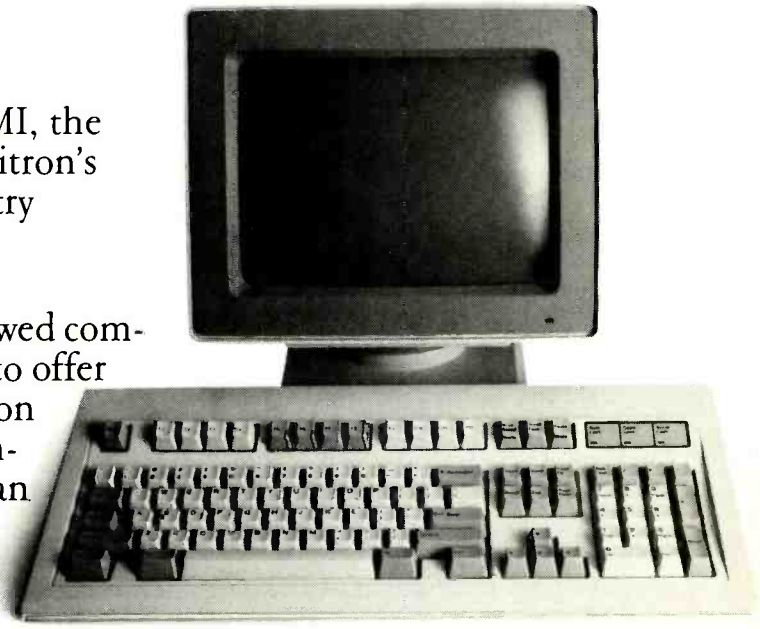

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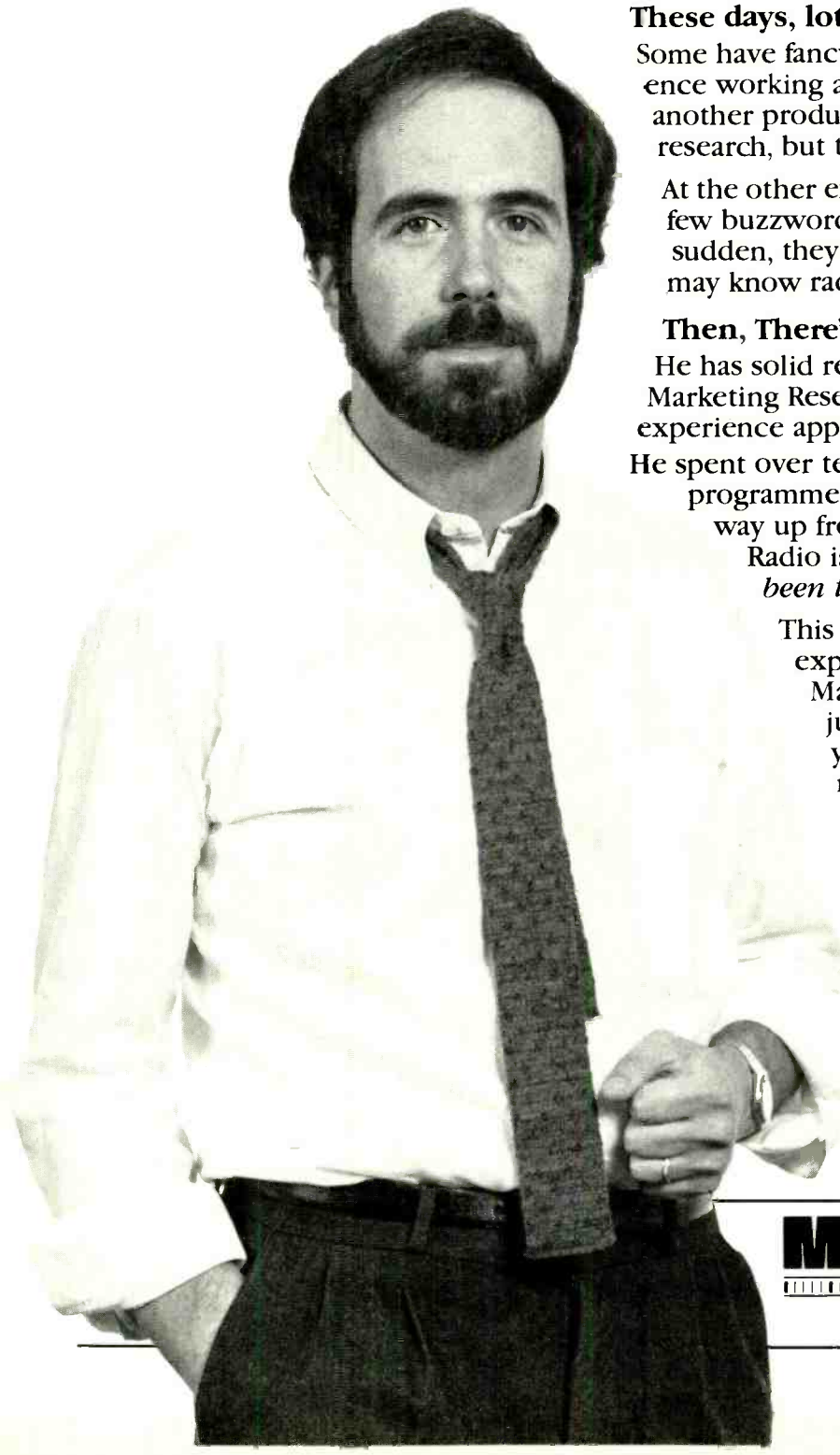

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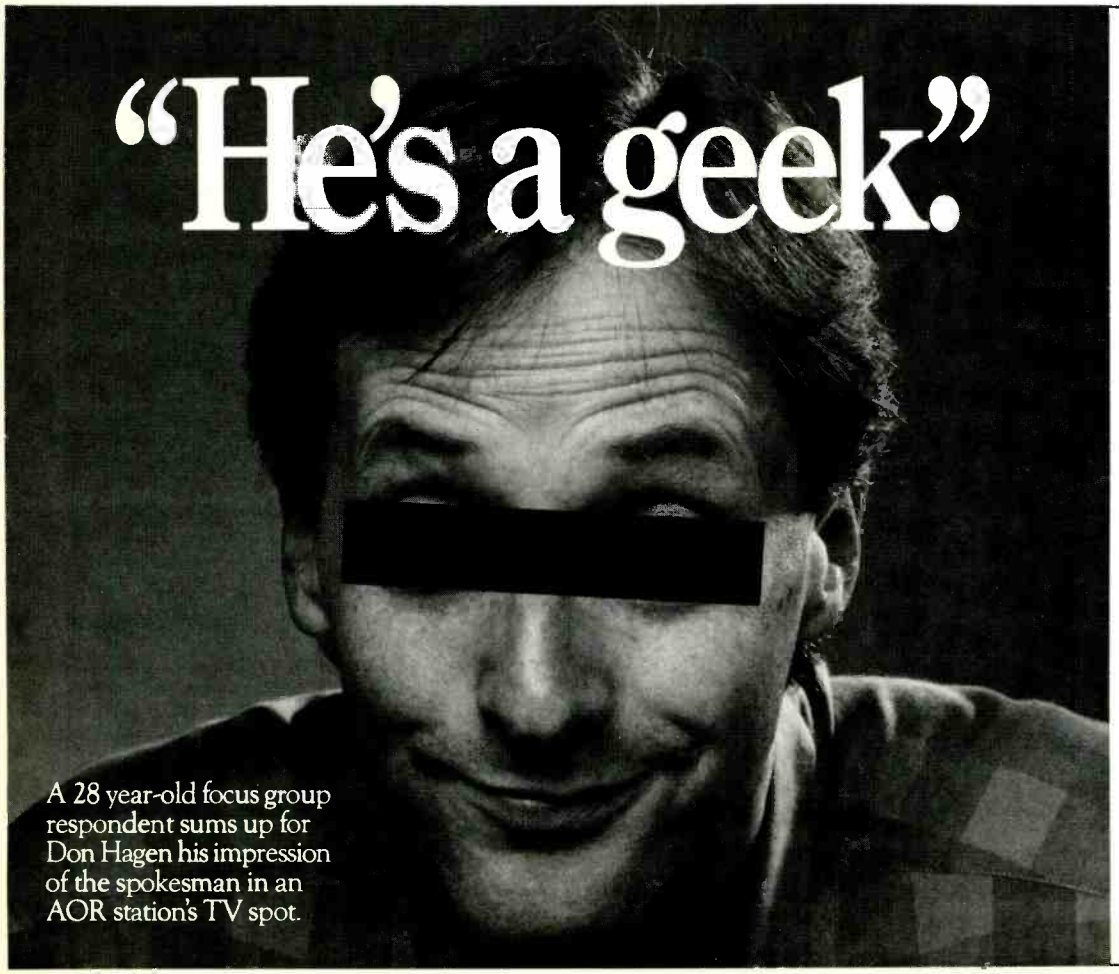

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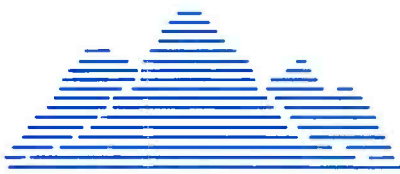

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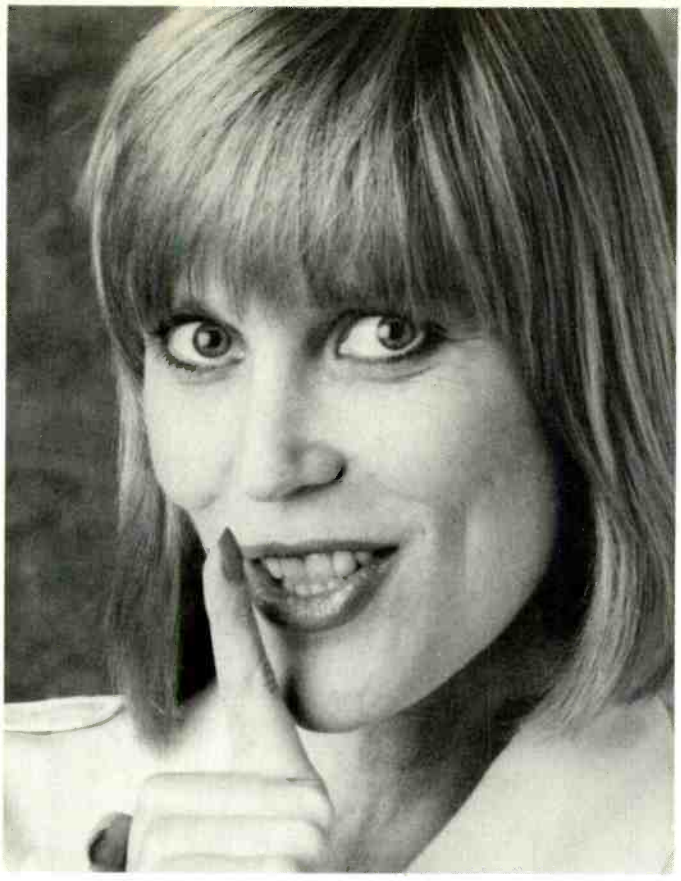

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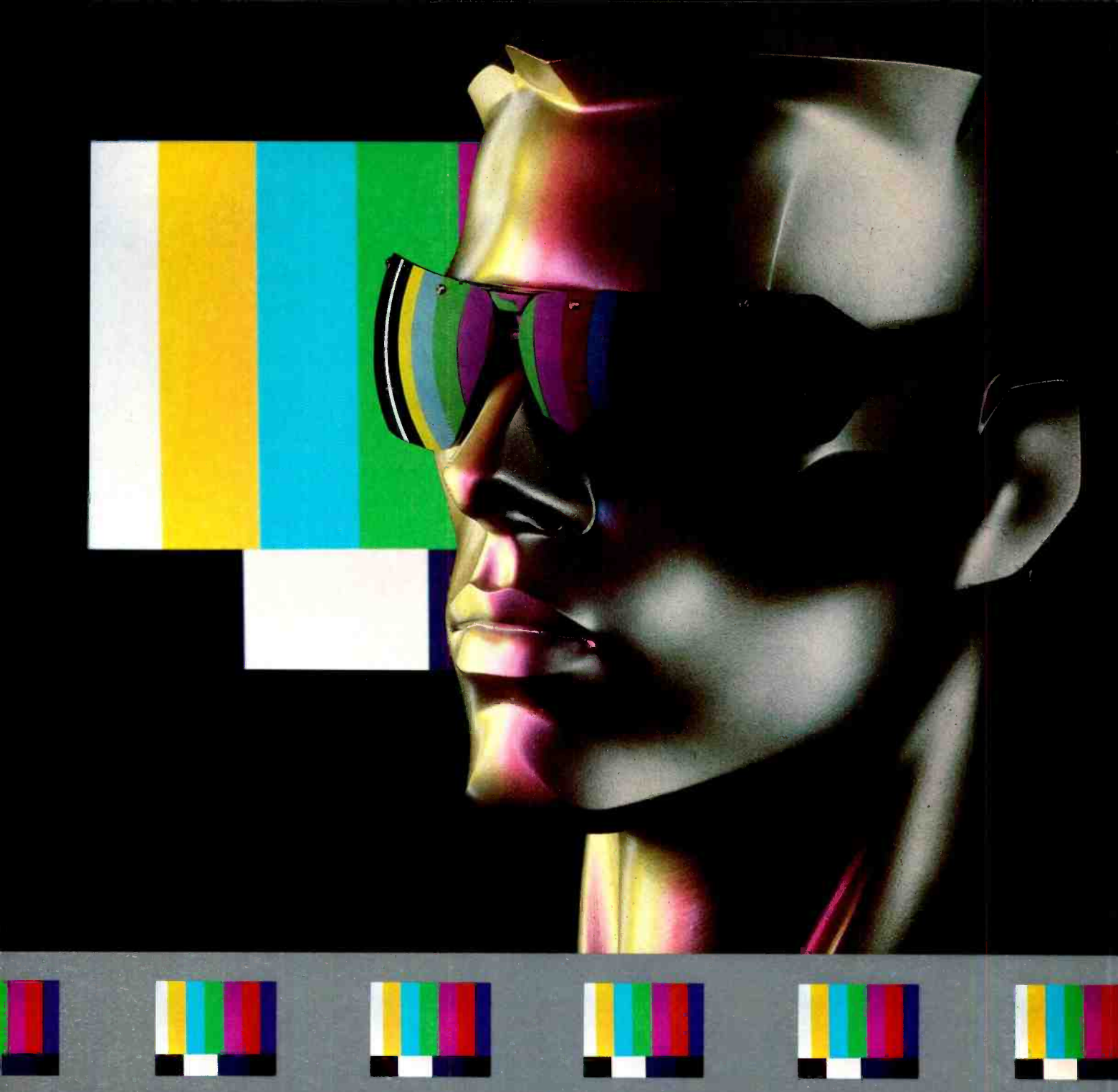

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A Step-By-Step Manual

Reps Abbreviation Key

A&A	Alston & Associates
BAN	Banner Radio
CAB	Caballero Spanish Media
CBS	CBS Radio Spot Sales
CHR	The Christal Company
CITI	Citimedia, Inc.
CMBS	Concert Music Broadcast Sales, Inc.
CRA	Crawford Broadcasting Co.
D-C	Dora Clayton Agency, Inc.
DOME	Dome And Associates
DONO	John Donofrio
DUR	Durpetti And Associates
EAST	Eastman Radio, Inc.
ER	Eastern Radio
FWS	Frederick W. Smith
GIL	Gillis Broadcasting
G/W	Group W Radio Sales
HG	Herbert E. Groskin
HNWH	Hillier, Newmark, Wechsler & Howard
INT	Interep
J/BO	Jack Balton & Associates
KATZ	Katz Radio
KT-H	Katz Hispanic
K/P	Katz & Powell
KEY	Keystone
LOTU	Lotus Hispanic Reps
MK4	Market 4 Radio
MAS	Masla Radio
MMR	Major Market Radio Inc.
MMR-E	Major Market Radio/Espanol
MCG	McGavren-Guild, Inc.
M/SS	Mid-South Spot Sales
PATT	Patt Media
P/W	P/W Radio Representives
RA/L	R.A. Lazar & Co.
RSS	Radio Spot Sales
RADIO WEST	Radio West
REG	Regional Representives
RPC	Repcom
REP	Republic Radio Inc.
ROS	Roslin Radio Sales, Inc.
SAV	Savalli Broadcast Sales
SCH	Harold S. Schwartz Associates, Inc.
SEL	Selcom Radio
SSS	Southern Spot Sales
SBS	Spanish Broadcasting System
STR	Starcom
TNS	TN Spot Sales
TORBET	Torbet/Select Radio
UNI	Unirep Broadcasting Co.
U/BR	Unity Broadcasting Co.
VM	Victor Marrero
W&P	Weiss & Powell, Inc.

As you examine R&R's "Ratings Report & Directory, Vol. I," you will find that the following are some of the highlights to look for in the in-depth market breakouts.

SHARE TRENDS

All stations in the top 50 markets which earned at least a 1.0 share, and the top ten stations in markets 51-100 (all according to the fall '88 Arbitron sweep), are listed. Trends read left to right, with the most recent results on the right and the fall '87 share on the left. Results from additional surveys (winter, spring, and summer) are shown in between. Up to five books can be included in any market's trend report, which covers the past year. Stations are ranked according to their Monday-Sunday (total persons 12+) average quarter hour share, with the #1 listed on top.

STATION/FORMAT

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

FREQUENCY/POWER

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

AUDIENCE RANKINGS

The six rankings to the right of each station's format designation will help you understand a station's core strength. The first listing shows a station's Monday-Sunday (total persons 12+) cume rank, followed by five AQH demo ranks for teens, adults 18-34, adults 18-49, adults 25-54, and adults 35-64. At the bottom of those pages showing results for the top 50 markets you will also find more detailed breakdowns on key adult demos. Top 10 stations are listed for six different categories: men and women 18-34, 18-49, and 25-54. These rankings are again based on Monday-Sunday AQH.

AVERAGE MINUTES LISTENED

The column to the immediate right of the adults 35-64 rankings in each market breakout chart shows the average number of minutes which a station's audience spent listening to it. This is based upon total persons 12+, Monday-Sunday, 6am-Midnight.

OWNER & REP INFORMATION

For the convenience of all users of the R&R Ratings Report we designate all radio station owners and their representive affilations as listed on page 3B in each Arbitron report.

BIRCH RADIO SHARES

To offer a comparison between the diary-based Arbitron numbers and the telephone-derived Birch Radio estimates, we show — where available — 12+ average person estimates from the fall '88 Birch quarterlies. One note: Arbitron numbers cover approximately October-December , while Birch results are for September-November.

FORMAT REACH CHART

The lower right corner for each top 50 market page shows a bar graph which compares format reach within that market. Totals are computed, by format, by adding the fall '88 12+ Monday-Sunday AQH numbers shown in each market breakout. For example, all CHR shares are added together.

For Using R&R's Unique Ratings Data Features

#1 NEW YORK

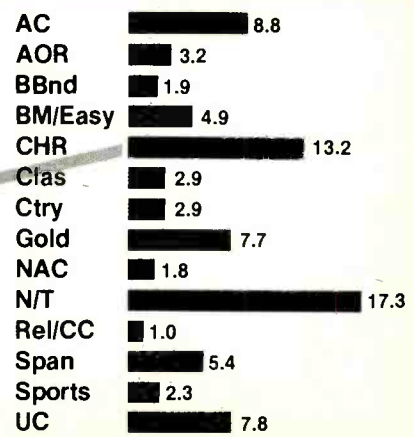
POPULATION: **14,056,500**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.0	6.2	6.0	6.2	5.6	1	WHTZ *CHR*	*100.3 7.8kw*	2	1	1	1	3	8	67	MALRITE	CHR	6.6
6.0	6.1	5.5	5.7	4.9	2	WPAT-A/F *B/EZ*	*930/93.1 5kw/5.4kw*	5	32	26	18	13	1	80	PARK	KATZ	3.7
4.5	3.9	4.6	4.3	4.7	3	WOR *Talk*	*710 50kw*	8	21	28	24	20	6	90	RKO	REP	3.2
4.7	4.6	4.5	3.8	4.7	4	WLTW *AC*	*106.7 7.8kw*	7	10	8	3	2	3	87	VIACOM	MMR	3.2
5.0	4.9	4.0	4.3	4.4	5	WINS *News*	*1070 30-50kw*	1	13	13	11	9	4	46	GROUP W	G/W	3.7
3.6	4.3	4.2	4.1	4.3	6	WCBS-FM *Gold*	*101.1 6.8kw*	6	9	10	2	1	2	73	CBS	CBS	3.3
4.6	4.0	4.6	4.2	4.2	7	WRKS *UC*	*98.7 50kw*	10	2	5	9	10	20	83	SUMMIT	REP	5.7

DEMOGRAPHIC RANK

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

FORMAT REACH



FORMAT LEADERS

NATIONAL ALL-FORMAT

	AQH
1. WIVK-AM & FM/Knoxville (Ctry)	33.0
2. WNNK/Harrisburg (CHR)	20.8
3. WXLK/Roanoke-Lynchburg (CHR)	20.6
4. KSSN/Little Rock (Ctry)	20.3
5. WIOG/Flint (CHR)	20.2
6. WIKS/Coastal North Carolina (UC)	19.6
6. WQUT/Johnson City (CHR)	19.6
8. WVIC-AM & FM/Lansing (CHR)	19.4
9. KBFM/McAllen-Brownsville	18.6
10. KRQQ/Tucson (CHR)	18.0
10. KUZZ-AM & FM/Bakersfield (Ctry)	18.0
10. WKSJ-AM & FM/Mobile (Ctry)	18.0
13. WSKZ/Chattanooga (CHR)	17.9
14. KGBT/McAllen-Brownsville (Span)	17.7
15. WXBQ/Johnson City (Ctry)	17.6
16. KFAB/Omaha-Council Bluffs (AC)	17.2
16. WAMZ/Louisville (Ctry)	17.2
18. KMOX/St. Louis (Talk)	17.1
19. WCMF/Rochester (AOR)	17.0
19. WHRK/Memphis (UC)	17.0
21. WCCO/Minneapolis-St. Paul (AC)	16.9
21. WCOS-AM & FM/Columbia, SC (Ctry)	16.9
23. WTQR/Greensboro-Winston-Salem (Ctry)	16.8
24. WEAT-AM & FM/West Palm Beach (B/EZ)	16.7
25. WFMZ/Allentown-Bethlehem (B/EZ)	16.0

	CUME
1. WINS/New York (News)	2,790,000
2. WHTZ/New York (CHR)	2,462,300
3. WCBS/New York (News)	1,934,600
4. WPLJ/New York (CHR)	1,911,900
5. WPAT-AM & FM/New York (B/EZ)	1,812,200
6. WCBS-FM/New York (Gold)	1,748,600
7. KIIS-FM/Los Angeles (CHR)	1,720,100
8. KPWR/Los Angeles (CHR)	1,712,000
9. WLTW/New York (AC)	1,574,000
10. WOR/New York (Talk)	1,542,900
11. WXRK/New York (Classic Rock)	1,488,000
12. WRKS/New York (UC)	1,476,400
13. WBLS/New York (UC)	1,461,500
14. WQHT/New York (CHR)	1,456,500
15. WGN/Chicago (AC)	1,423,100
16. WNSR/New York (AC)	1,389,000
17. WNEW-FM/New York (AOR)	1,360,100
18. WABC/New York (Talk)	1,344,800
19. KOST/Los Angeles (AC)	1,334,400
20. WBBM/Chicago (News)	1,259,100
21. KNX/Los Angeles (News)	1,229,500
22. WFAN/New York (Sports)	1,186,100
23. KFWB/Los Angeles (News)	1,171,400
24. KABC/Los Angeles (Talk)	1,133,400
25. KYW/Philadelphia (News)	1,106,500

CONTEMPORARY HIT RADIO

	AQH
1. WNNK/Harrisburg-Lebanon	20.8
2. WXLK/Roanoke-Lynchburg	20.6
3. WIOG/Flint	20.2
4. WQUT/Johnson City	19.6
5. WVIC-AM & FM/Lansing	19.4
6. KBFM/McAllen-Brownsville	18.6
7. KRQQ/Tucson	18.0
8. WSKZ/Chattanooga	17.9
9. KQMQ-AM & FM/Honolulu	15.9
10. WAPE-AM & FM/Jacksonville	15.4
10. WRBQ-AM & FM/Tampa-St. Petersburg	15.4
12. KZZU/Spokane	14.8
13. KKRD/Wichita	13.8
14. WABB-AM & FM/Mobile	13.4
15. WHOT-AM & FM/Youngstown	13.3
16. KQKQ/Omaha-Council Bluffs	13.1
17. WKRZ/Wilkes Barre-Scranton	13.0
17. WRVQ/Richmond	13.0
19. WPRO-FM/Providence	12.8
20. WNTQ/Syracuse	12.6
21. WNCI/Columbus	12.4
21. WPXY-AM & FM/Rochester	12.4
23. KJYO/Oklahoma City	12.3
24. WTIC-FM/Hartford	12.2
25. KKXX/Bakersfield	11.9

	CUME
1. WHTZ/New York	2,462,300
2. WPLJ/New York	1,911,900
3. KIIS-FM/Los Angeles	1,720,100
4. KPWR/Los Angeles	1,712,000
5. WQHT/New York	1,456,500
6. WBBM-FM/Chicago	1,023,200
7. WYTZ/Chicago	958,400
8. WEGX/Philadelphia	839,000
9. KMEL/San Francisco	663,600
10. KKBQ-AM & FM/Houston	643,900
11. WRBQ-AM & FM/Tampa-St. Petersburg	626,500
12. WXKS-FM/Boston	593,800
13. WCZY/Detroit	586,600
14. KRBE/Houston-Galveston	580,700
15. WHYT/Detroit	549,100
16. WDFX/Detroit	526,400
17. WAVA/Washington	522,900
18. KEGL/Dallas-Ft. Worth	496,700
19. WRQX/Washington	483,800
20. KUBE/Seattle-Tacoma	474,800
21. WBZZ/Pittsburgh	472,600
22. WZOU/Boston	479,400
23. KHYI/Dallas-Ft. Worth	468,600
24. KZZP-AM & FM/Phoenix	427,000
25. WPGC-FM/Washington	426,900

FORMAT LEADERS

NEWS/TALK

	AQH
1. KMOX/St. Louis (Talk)	17.1
2. KIRO/Seattle-Tacoma (N/T)	11.0
3. WKBN/Youngstown (N/T)	10.6
4. KCMO/Kansas City (N/T)	9.6
5. KMJ/Fresno (N/T)	9.3
6. KFBK/Sacramento (N/T)	8.8
7. WWL/New Orleans (N/T)	8.6
8. KGO/San Francisco (N/T)	8.3
8. KTAR/Phoenix (N/T)	8.3
10. WHIO/Dayton (Talk)	8.1
11. KGO/San Francisco (San Jose book)(N/T)	8.0
12. KOA/Denver (Talk)	7.9
12. WPTF/Raleigh-Durham (N/T)	7.9
14. KARN/Little Rock (N/T)	7.6
15. KGO/San Francisco (N/T)(Monterey book)	7.5
16. KTOK/Oklahoma City (N/T)	7.3
17. WRKO/Boston (N/T)	7.2
18. KSL/Salt Lake City-Provo-Ogden (Talk)	7.0
19. WJNO/West Palm Beach (N/T)	6.9
19. WNIR/Akron (Talk)	6.9
21. KXLY/Spokane (N/T)	6.8
22. KYW/Philadelphia (News)	6.5
23. WOAI/San Antonio (N/T)	6.4
24. KCBS/San Francisco (N/T) (San Jose book)	6.3
25. KSDO/San Diego (N/T)	6.2
25. KXL/Portland (N/T)	6.2

	CUME
1. WINS/New York (News)	2,790,000
2. WCBS/New York (News)	1,934,600
3. WOR/New York (Talk)	1,542,900
4. WABC/New York (Talk)	1,344,800
5. WBBM/Chicago (News)	1,259,100
6. KNX/Los Angeles (News)	1,229,500
7. KFWB/Los Angeles (News)	1,171,400
8. KABC/Los Angeles (Talk)	1,133,400
9. KYW/Philadelphia (News)	1,106,500
10. KGO/San Francisco (N/T)	1,016,400
11. KCBS/San Francisco (N/T)	844,500
12. KMOX/St. Louis (Talk)	698,300
13. KRLD/Dallas-Ft. Worth (News)	642,500
14. KIRO/Seattle-Tacoma (N/T)	621,200
15. KTRH/Houston-Galveston (News)	528,600
16. WWJ/Detroit (News)	521,500
17. WCAU/Philadelphia (News)	499,000
18. WHDH/Boston (Talk)	491,900
19. WEEI/Boston (News)	455,600
20. WRKO/Boston (N/T)	450,000
21. WTOP/Washington (News)	440,300
22. WMAQ/Chicago (News)	439,300
23. KFI/Los Angeles (Talk)	435,500
24. WMCA/New York (Talk)	411,300
25. WWDB/Philadelphia (Talk)	410,500

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FORMAT LEADERS

ADULT CONTEMPORARY

	AQH	CUME
1.	KFAB/Omaha-Council Bluffs	17.2	WLTW/New York	1,574,000
2.	WCCO/Minneapolis-St. Paul	16.9	WGN/Chicago	1,423,100
3.	WTIC/Hartford	15.8	WNSR/New York	1,389,000
4.	WHAS/Louisville	15.0	KOST/Los Angeles	1,334,400
5.	WTFM/Johnson City	14.9	WKQX/Chicago	923,500
6.	WEZN/Bridgeport	14.7	KBIG/Los Angeles	875,400
7.	WCRZ/Flint	14.4	WJR/Detroit	835,900
8.	WIBC/Indianapolis	14.3	KIQQ/Los Angeles	769,800
9.	WSYR/Syracuse	14.2	WCCO/Minneapolis	740,900
10.	WYYY/Syracuse	13.8	WLAK/Chicago	702,500
11.	WMYU/Knoxville	13.7	WCLR/Chicago	683,000
12.	KDKA/Pittsburgh	13.4	KOIT-AM & FM/San Francisco	632,100
13.	WTMJ/Milwaukee-Racine	13.0	KDKA/Pittsburgh	612,300
14.	WMJJ/Birmingham	12.5	WFYR/Chicago	596,900
15.	WRVA/Richmond	12.3	KIOI/San Francisco	585,600
16.	KKOB-FM/Albuquerque	12.0	WKSZ/Philadelphia	5 28,500
17.	WSNY/Columbus	11.1	WSB-FM/Atlanta	524,300
18.	KISC/Spokane	10.9	KVIL-AM & FM/Dallas-Ft. Worth	524,000
18.	WLEV/Allentown-Bethlehem	10.9	WBZ/Boston	517,800
20.	WBEN/Buffalo-Niagara Falls	10.8	WMGK/Philadelphia	508,000
21.	WICC/Bridgeport	10.7	WSNI/Philadelphia	504,800
22.	KSSK/Honolulu	10.6	WMAL/Washington	486,100
23.	KKOB/Albuquerque	10.4	WNIC/Detroit	465,900
23.	WSB-FM/Atlanta	10.4	WSB/Atlanta	443,900
25.	WHYN-FM/Springfield	10.3	WNUA/Chicago	417,000

AOR

	AQH	CUME
1.	WCMF/Rochester	17.0	WNEW-FM/New York	1,360,100
2.	WFBQ/Indianapolis	14.7	KLOS/Los Angeles	904,900
2.	WTUE/Dayton	14.7	WLUP-FM/Chicago	889,700
4.	KMOD/Tulsa	14.4	KROQ/Los Angeles	856,800
5.	WIMZ-AM & FM/Knoxville	14.0	WMMR/Philadelphia	845,800
6.	KEZO-AM & FM/Omaha-Council Bluffs	12.4	WBCN/Boston	499,100
7.	WIOT/Toledo	12.2	WLLZ/Detroit	471,700
8.	WFYV-FM/Jacksonville	11.2	WRIF/Detroit	471,300
8.	WRXL/Richmond	11.2	KQRS-AM & FM/Minneapolis-St. Paul	452,800
10.	WZZO/Allentown-Bethlehem	11.1	KNX-FM/Los Angeles	449,700
11.	KLAQ/El Paso	10.9	WWDC-FM/Washington	448,600
12.	WEBN/Cincinnati	10.7	WXRT/Chicago	428,300
13.	WPYX/Albany-Schenectady-Troy	10.6	KSHE/St. Louis	426,200
14.	WRDU/Raleigh-Durham	10.5	KLOL/Houston-Galveston	390,200
15.	KATT/Oklahoma City	10.0	WKLS/Atlanta	388,900
16.	KLBJ-FM/Austin	9.9	KRQR/San Francisco	38 1,000
17.	KSHE/St. Louis	9.9	WDVE/Pittsburgh	371,600
18.	WMMR/Philadelphia (Wilmington book)	9.7	WBAB-FM/Nassau-Suffolk (New York book)	368,800
19.	WLVQ/Columbus	9.8	KTXQ/Dallas-Ft. Worth	352,400
19.	WQMF/Louisville	9.8	WBAB-AM & FM/Nassau-Suffolk	339,500
21.	WNOR-AM & FM/Norfolk-Virginia Beach	9.0	KGB/San Diego	332,900
22.	WEZX/Wilkes Barre-Scranton	8.9	KNAC/Los Angeles	318,000
23.	WHJY/Providence (New Bedford book)	8.6	XTRA-FM/San Diego	313,700
24.	KQRS-AM & FM/Minneapolis-St. Paul	8.4	KZEW/Dallas-Ft. Worth	299,600
24.	WHJY/Providence	8.4	KBPI-AM &FM/Denver-Boulder	285,200
24.	WPLR/New Haven (Bridgeport book)	8.4		

FORMAT LEADERS

URBAN CONTEMPORARY

	AQH	CUME
1.	WIKS/Coastal North Carolina	19.6	WRKS/New York	1,476,400
2.	WHRK/Memphis	17.0	WBLS/New York	1,461,500
3.	WWDM/Columbia, SC	15.2	WGCI-FM/Chicago	959,800
4.	WQUE-AM & FM/New Orleans	14.5	WVAZ/Chicago	754,500
5.	KQXL/Baton Rouge	13.1	WUSL/Philadelphia	609,100
6.	WDZZ/Flint	12.7	KJLH/Los Angeles	521,000
7.	KPRR/El Paso	12.0	WJLB/Detroit	508,100
8.	WBLX-FM/Mobile	11.9	KSOL/San Francisco	441,400
9.	WXOK/Baton Rouge	10.1	KKDA-FM/Dallas-Ft. Worth	434,300
10.	KIPR/Little Rock	9.9	KMJQ/Houston-Galveston	433,900
10.	WPEG/Charlotte	9.9	KACE/Los Angeles	416,300
12.	KMJQ/Houston-Galveston	9.8	WHUR/Washington	400,200
13.	WWWZ/Charleston	9.5	WKYS/Washington	376,100
14.	WENN/Birmingham	9.4	WVEE/Atlanta	368,100
15.	WQMG/Greensboro-Winson-Salem	8.9	WDAS-FM/Philadelphia	365,700
16.	WJTT/Chattanooga	8.8	KDAY/Los Angeles	321,400
17.	WXYV/Baltimore	8.7	WXYV/Baltimore	316,400
18.	WCKZ-AM & FM/Charlotte	8.5	WQUE-AM & FM/New Orleans	302,900
18.	WYLD-FM/New Orleans	8.5	WDJY/Washington	251,200
20.	WPLZ-FM/Richmond	8.2	KIIS/Los Angeles	228,300
20.	WQOK/Raleigh-Durham	8.2	WHRK/Memphis	226,700
22.	WOWI/Norfolk	8.0	KMJM/St. Louis	219,600
23.	WVEE/Atlanta	7.8	WPHR/Cleveland	209,800
24.	WUSL/Philadelphia	7.5	WZAK/Cleveland	198,600
25.	WUSL/Philadelphia	7.3	WAMO-FM/Pittsburgh	191,500
25.	WZAK/Cleveland	7.3		

COUNTRY

	AQH	CUME
1.	WIVK-AM & FM/Knoxville	33.0	WYNY/New York	1,106,300
2.	KSSN/Little Rock	20.3	KZLA/Los Angeles	537,300
3.	KUZZ-AM & FM/Bakersfield	18.0	KSCS/Dallas-Ft. Worth	510,500
3.	WKSJ-AM & FM/Mobile	18.0	WUSN/Chicago	535,000
5.	WXBQ/Johnson City	17.6	KIKK-FM/Houston-Galveston	485,900
6.	WAMZ/Louisville	17.2	WMZQ-AM & FM/Washington	459,600
7.	WCOS-AM & FM/Columbia, SC	16.9	WBAP/Dallas-Ft. Worth	445,000
8.	WTQR/Greensboro-Winston-Salem	16.8	KPLX/Dallas-Ft. Worth	442,800
9.	WSOC-FM/Charlotte	15.6	KNIX-AM & FM/Phoenix	420,800
10.	WRNS/Coastal North Carolina	15.0	WWWW/Detroit	418,800
11.	KASE/Austin	14.9	WXTU/Philadelphia	395,200
12.	WZZK-AM & FM/Birmingham	14.7	KILT-FM/Houston-Galveston	391,000
13.	KNIX-AM & FM/Phoenix	14.0	KSAN/San Francisco	335,800
13.	WUSY/Chattanooga	14.0	KLAC/Los Angeles	316,400
15.	KXXY-AM & FM/Oklahoma City	13.8	WKHX-AM & FM/Atlanta	306,900
15.	WYNK-AM & FM/Baton Rouge	13.8	KEEY/Minneapolis-St. Paul	300,600
17.	WESC-AM & FM/Greenville-Spartanburg	12.4	WYAY/Atlanta	274,300
18.	WWKA/Orlando	11.9	WIL-FM/St. Louis	268,200
19.	KIIM/Tucson	11.6	WSOC-AM & FM/Charlotte-Gastonia	267,800
19.	KZSN/Wichita	11.6	KMPS-AM & FM/Seattle-Tacoma	262,600
19.	WITL-FM/Lansing	11.6	WDAF/Kansas City	269,100
22.	WEZL/Charleston	11.5	WQYK-AM & FM/Tampa-St. Petersburg	255,500
23.	KFMS-AM & FM/Las Vegas	11.4	WGAR-AM & FM/Cleveland	254,800
24.	KHEY-FM/El Paso	11.2	WKIS/Miami-Ft. Lauderdale	253,200
25.	WDAF/Kansas City	11.0	WPOC/Baltimore	249,600

BEAUTIFUL MUSIC/EASY LISTENING

	AQH		CUME
1.	WEAT-AM & FM/West Palm Beach 16.7	1.	WPAT-AM & FM/New York 1,812,200
2.	WFMZ/Allentown-Bethlehem 16.0	2.	KJOI/Los Angeles 864,1000
3.	WPVR/Roanoke-Lynchburg 13.9	3.	WXEZ-AM & FM/Chicago 841,100
4.	WDEF-FM/Chattanooga 13.4	4.	WEAZ/Philadelphia 646,400
5.	WROW-FM/Albany-Schenectady-Troy 10.7	5.	KABL-AM & FM/San Francisco 504,500
6.	KXTZ/ Las Vegas 10.3	6.	KODA/Houston-Galveston 449,100
7.	WEZK/Knoxville 10.1	7.	WGAY/Washington 434,500
8.	KKNG/Oklahoma City 10.0	8.	WLYF/Miami-Ft. Lauderdale 376,700
8.	KSFI/Salt Lake City-Provo 10.0	9.	WJOI/Detroit 373,200
10.	KXYL-FM/Spokane 9.9	10.	WPCH/Atlanta 357,400
11.	KMEO-AM & FM/Phoenix 9.7	11.	KEZK/St. Louis 354,400
11.	WJYE/Buffalo-Niagara Falls 9.7	12.	WJIB/Boston 340,800
11.	WRCH/Hartford 9.7	13.	WLIF/Baltimore 327,600
14.	WZEZ/Nashville 9.6	14.	KMEZ-AM & FM/Dallas-Ft. Worth 324,700
15.	WKBN-FM/Youngstown 9.5	15.	WSHH/Pittsburgh 317,400
16.	WHIO-FM/Dayton 9.1	16.	WQAL/Cleveland 281,400
16.	WJIM-FM/Lansing 9.1	17.	KEMO-AM & FM/Phoenix 274,500
16.	WXTZ/Indianapolis 9.1	18.	KJQY/San Diego 262,400
19.	KEZQ/Little Rock 9.0	19.	KBAY/San Jose (San Francisco book) 249,000
19.	WWEZ/Cincinnati 9.0	20.	WEZW/Milwaukee 230,100
21.	WLKW/Providence 8.9	21.	KOSI/Denver 228,400
22.	KOJY/Fresno 8.8	22.	WKLW/Providence 219,000
23.	KUMU-AM & FM/Honolulu 8.7	23.	KJOI/Los Angeles (Anaheim book) 208,100
23.	WLIF/Baltimore 8.7	24.	WRCH/Hartford 198,600
23.	WOOD-FM/Grand Rapids 8.7	25.	WBNS-FM/Columbus 191,300
23.	WRCH/Springfield 8.7		

CLASSICAL

	AQH		CUME
1.	KING-FM/Seattle-Tacoma 3.6	1.	WNCN/New York 736,200
1.	KYTE-FM/Portland 3.6	2.	WQXR-FM/New York 642,600
3.	KBOQ/Monterey-Salinas 3.4	3.	KFAC-FM/Los Angeles 485,300
4.	KVOD/Denver-Boulder 3.2	4.	KKHI-AM & FM/San Francisco 317,900
5.	WFMR/Milwaukee-Racine 3.1	5.	KDFC-AM & FM/San Francisco 340,800
6.	KKHI-AM & FM/San Francisco 3.0	6.	WFMT/Chicago 315,700
7.	KDFC-AM & FM/San Francisco 2.9	7.	WNIB/Chicago 275,000
7.	WTMI/Miami-Ft. Lauderdale 2.9	8.	WFLN/Philadelphia 249,000
9.	KFSD/San Diego 2.8	9.	WGMS-AM & FM/Washington 221,100
9.	KFSD/San Diego (North County book) 2.8	10.	KING-FM/Seattle-Tacoma 197,100
11.	WCLV/Cleveland 2.7	11.	WTMI/Miami-Ft. Lauderdale 194,000
12.	WFLN/Philadelphia 2.4	12.	WCRB/Boston 175,700
13.	WGMS-AM & FM /Washington 2.3	13.	WQRS/Detroit 172,500
14.	KDFC-AM & FM/San Francisco (San Jose book) 2.0	14.	KFSD/San Diego 147,600
15.	WCRB/Boston 1.8	15.	KVOD/Denver-Boulder 140,800

FORMAT LEADERS

NAC

	AQH
1. KQPT/Sacramento	7.0
2. KTWV/Los Angeles (Anaheim book)	4.7
3. KTWV/Los Angeles	3.3
4. KHIH/Denver-Boulder	3.2
5. WNWV/Cleveland	3.1
6. KBLX-AM & FM/San Francisco	2.9
6. KIFM/San Diego	2.9
8. KKSF/San Francisco	2.7
8. KNUA/Seattle	2.7
10. KOAI/Dallas-Ft. Worth	2.6
11. KHHH/Honolulu	2.5
11. KKSF/San Francisco (San Jose Book)	2.5
13. WXDJ/Miami-Ft. Lauderdale	2.4
14. KEYV/Las Vegas	2.3
15. WBZN-AM & FM/Milwaukee-Racine	2.2
15. WLOQ/Orlando	2.2
17. KDAB/Salt Lake City-Provo-Ogden	2.1
18. KSWV/San Diego (North County book)	2.0
18. KTWV/Los Angeles (Riverside Book)	2.0
20. KAWV/Tucson	1.9
20. KCWV/Kansas City	1.9
22. WQCD/New York	1.8
23. KLRS/Monterey	1.6
23. KSWV/San Diego	1.6
23. WRBZ/Cincinnati	1.6

	CUME
1. KTWV/Los Angeles	768,300
2. WQCD/New York	698,900
3. KBLX-AM & FM/San Francisco	405,600
4. KKSF/San Francisco	344,500
5. KOAI/Dallas-Ft. Worth	249,000
6. KIFM/San Diego	183,200
7. WLNR/Chicago	169,600
8. KTWV/Los Angeles (Anaheim book)	167,400
9. KQPT/Sacramento	162,700
10. KNUA/Seattle-Tacoma	145,900
11. WVAE/Detroit	144,400
12. WXDJ/Miami-Ft. Lauderdale	136,800
13. WNWV/Cleveland	130,500
14. WTWV/Chicago	127,100
15. KHIH/Denver	126,900
16. KSWV/San Diego	110,900
17. WHVE/Tampa-St. Petersburg	104,800
18. WQCD/New York (Nassau-Suffolk book)	83,500
19. KKSF/San Francisco (San Jose book)	77,000
20. WBZN-AM & FM/Milwaukee	71,100
21. KBLX-AM & FM/San Francisco (San Jose book)	70,300
22. KCWV/Kansas City	64,800
23. KTWV/Los Angeles (Riverside book)	59,000
24. WLOQ/Orlando	58,200
25. KHHH/Honolulu	54,100

GOLD

	AQH
1. WCDX/Richmond	10.4
2. KGOR/Omaha-Council Bluffs	9.6
3. WJFM/Grand Rapids (Classic Rock)	8.3
4. KKLZ/Las Vegas (Classic Rock)	8.0
5. WKLH/Milwaukee-Racine (Classic Rock)	7.9
6. WDRC-FM/Hartford	7.8
7. WOCL/Orlando	7.6
8. WMFX/Columbia, SC (Classic Rock)	7.4
9. WBBG/Youngstown	7.3
10. WKLR/Indianapolis	6.9
11. KLXK/Minneapolis-St. Paul (Classic Rock)	6.8
11. KSD/St. Louis (Classic Rock)	6.8
11. WIBM/Lansing	6.8
14. WNCX/Cleveland (Classic Rock)	6.6
15. KFSO/Fresno	6.4
16. KXKL-FM/Phoenix	6.3
17. WWSW-FM/Pittsburgh	6.1
18. WKFM/Syracuse (Classic Rock)	6.0
19. KIKI/Honolulu	5.9
20. KKZX/Spokane (Classic Rock)	5.8
20. KLOU/St. Louis	5.8
20. KRTH-FM/Los Angeles (Riverside book)	5.8
20. WGFX/Nashville (Classic Rock)	5.8
24. KOIL/Omaha-Council Bluffs	5.7
24. WDRC-FM/Hartford (New Haven book)	5.7

	CUME
1. WCBS-FM/New York	1,748,600
2. WXRK/New York (Classic Rock)	1,488,000
3. KRTH-FM/Los Angeles	1,106,200
4. WJMK/Chicago	928,100
5. WCKG/Chicago (Classic Rock)	823,600
6. KLSX/Los Angeles (Classic Rock)	754,000
7. KSFO & KYA/San Francisco	732,500
8. WYSP/Philadelphia (Classic Rock)	678,100
9. WODS/Boston	450,500
10. WCSX/Detroit (Classic Rock)	403,900
11. WCXR/Washington (Classic Rock)	394,000
12. WOGL/Philadelphia	388,000
13. WZLX/Boston (Classic Rock)	370,800
14. KLOU/St. Louis	362,500
15. KRTH/Los Angeles	352,000
16. KRLA/Los Angeles	346,500
17. KLXK/Minneapolis-St. Paul	344,500
18. WIOQ/Philadelphia	344,000
19. KSD/St. Louis (Classic Rock)	333,700
20. WCBS-FM/New York (Nassau-Suffolk book)	327,200
21. WWSW-FM/Pittsburgh	313,700
22. KLUV/Dallas-Ft. Worth	313,600
23. WMXJ/Miami-Ft. Lauderdale	308,500
24. KZFX/Houston-Galveston (Classic Rock)	307,000
25. KRTH-FM/Los Angeles (Anaheim book)	306,900

FORMAT LEADERS

BIG BAND/NOSTALGIA

	AQH
1. WOKY/Milwaukee-Racine (Big Band)	5.9
2. WECK/Buffalo-Niagara Falls (Big Band)	5.7
3. KMRR/Tucson (Nostalgia)	5.3
3. WAPI/Birmingham (Big Band)	5.3
5. KGVY/Tucson (Big Band)	5.2
6. WPEN/Philadelphia (Nostalgia)	5.1
7. WAVZ/New Haven (Big Band)	4.8
8. WMAS/Springfield (Big Band)	4.7
9. WBYU/New Orleans (Nostalgia)	4.5
10. KORK/Las Vegas (Big Band)	4.3
10. KPOP/San Diego (Nostalgia)	4.3

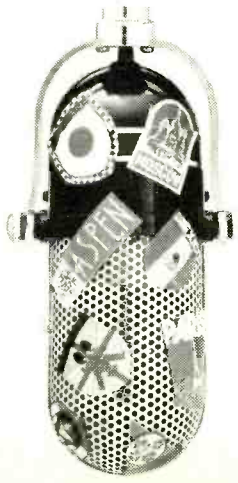
	CUME
1. WNEW/New York (Nostalgia)	834,000
2. KMPC/Los Angeles (Nostalgia)	700,200
3. WPEN/Philadelphia (Nostalgia)	393,800
4. KFRC/San Francisco (Nostalgia)	386,700
5. WJJD/Chicago (Nostalgia)	344,100
6. CKLW/Detroit (Big Band)	317,600
7. KQUE/Houston-Galveston (Nostalgia)	226,900
8. KMPC/Los Angeles (Anaheim book)(Nostalgia)	174,900
9. WJAS/Pittsburgh (Big Band)	154,800
10. WOKY/Milwaukee (Big Band)	149,300

SPANISH

	AQH
1. KGBT/McAllen-Brownsville	17.7
2. KIWW/McAllen-Brownsville	9.7
3. KBNA-AM & FM/El Paso	8.9
4. KKSS/Albuquerque	7.1
5. KCOR/San Antonio	7.0
6. KAMA/El Paso	4.8
6. KQXX/McAllen-Brownsville	4.8
8. KWAC/Bakersfield	4.5
9. WCMQ-FM/Miami-Ft. Lauderdale	4.2
10. WAQI/Miami-Ft. Lauderdale	3.8
10. WQBA/Miami-Ft. Lauderdale	3.8

	CUME
1. KLVE/Los Angeles	545,500
2. WADO/New York	504,600
3. WSKQ/New York	494,800
4. KTNQ/Los Angeles	475,000
5. WKDM/New York	368,000
6. KSKQ-FM/Los Angeles	233,700
7. WJIT/New York	251,200
8. KWKW/Los Angeles	225,700
9. WCMQ-FM/Miami-Ft. Lauderdale	217,000
10. KSKQ/Los Angeles	215,400

HIT THE ROAD JOCK!



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FALL '87	SPRING '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
6.9	6.8	7.4	1	**KIIS-FM** *CHR*	*102.7 8kw*	1	2	2	2	2	7	62	GANNETT	MCG
5.5	4.1	6.6	2	**KLOS** *AOR*	*95.5 63.1kw*	4	6	1	1	1	12	83	CAP CITIES/ABC	KATZ
5.2	6.4	6.0	3	**KPWR** *CHR*	*105.9 72kw*	3	1	3	5	7	17	67	EMMIS	HNWH
4.2	4.4	5.1	4	**KRTH-FM** *Gold*	*101.1 58kw*	2	14	8	3	3	2	55	RKO GENERAL	REP
5.5	5.0	4.9	5	**KJOI** *B/EZ*	*98.7 75kw*	9	35	31	20	16	1	79	COMMAND	BAN
2.7	2.5	4.7	6	**KTWV** *NAC*	*94.7 58kw*	15	37	5	4	4	9	94	METROPOLITAN	BAN
4.8	5.2	4.4	7	**KOST** *AC*	*103.5 12.5kw*	6	5	9	6	5	6	60	COX	CHR
6.0	5.3	4.4	8	**KROQ** *AOR*	*106.7 5.6kw*	7	3	4	7	17	32	65	INFINITY	TOR
4.6	3.7	4.4	9	**KBIG** *AC*	*104.3 105kw*	10	11	10	9	8	5	70	BONNEVILLE INTL	CBS
4.7	5.7	4.3	10	**KABC** *Talk*	*790 5kw*	11	17	23	12	6	3	73	CAP CITIES/ABC	KATZ
3.1	3.4	3.7	11	**KNX** *News*	*1070 50kw*	5	27	29	14	11	4	47	CBS	CBS
4.5	3.1	3.2	12	**KIQQ** *AC*	*100.3 5.3kw*	13	10	14	11	10	8	58	WESTWOOD ONE	HNWH
3.2	2.2	2.9	13	**KFWB** *News*	*980 5kw*	8	16	17	16	13	11	44	GROUP W	G/W
2.1	1.7	2.9	14	**KNAC** *AOR*	*105.5 1.05kw*	20	4	6	10	23	40	91	FLAGSHIP	K/P
4.7	2.9	2.8	15	**KLSX** *CR*	*97.1 55kw*	12	15	7	8	9	20	50	GREATER MEDIA	MMR
2.4	4.6	2.6	16	**KMPC** *Nost*	*710 50-10kw*	14	38	34	30	19	10	50	GOLDEN WEST	DUR
1.8	2.3	1.9	17	**KZLA** *Ctry*	*93.9 49kw*	19	28	21	15	12	14	59	MALRITE	EAST
1.8	2.4	1.7	18	**KFI** *Talk*	*640 50kw*	18	33	33	21	20	13	50	COX	CHR
1.8	1.7	1.6	19	**KNX-FM** *AOR*	*93.1 28.5kw*	17	20	11	13	15	26	46	CBS	CBS
1.9	2.7	1.6	20	**KTNQ** *Span*	*1020 50kw*	24	36	12	17	14	19	80	HEFTEL	CAB
1.3	1.4	1.5	21	**KIKF** *Ctry*	*94.3 3kw*	22	22	28	18	18	15	64	ARIES	--
1.6	1.5	1.4	22	**KFAC-FM** *Clas*	*92.3 55kw*	21	26	27	29	24	18	60	CLASSIC	MCG
0.9	1.5	1.1	23	**KYMS** *CC*	*106.9 3kw*	25	9	13	19	28	30	62	INTERSTATE	R/W
1.1	1.4	1.0	24	**KEZY** *CHR*	*95.9 2.5kw*	16	7	19	24	32	29	27	ANAHEIM	--
0.8	0.9	1.0	25	**KKGO-FM** *Jazz*	*105.2 18kw*	29	30	32	33	27	22	60	MT. WILSON FM	CMBS

Continued on Page 145

#13 ATLANTA

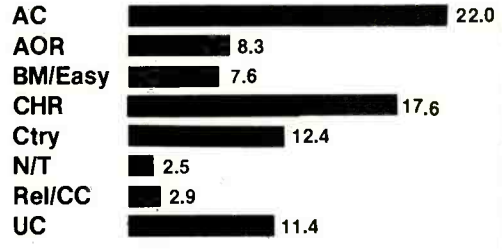
POPULATION: **2,219,200**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.9	8.4	8.0	9.9	10.4	1	**WSB-FM** *AC*	*98.5 100kw*	1	8	2	1	1	1	85	COX	CHR	8.0
7.6	7.9	9.9	10.1	8.3	2	**WKLS** *AOR*	*96.1 100kw*	4	2	1	2	3	11	91	GREAT AMERICAN	KATZ	10.3
6.1	5.4	5.8	5.5	7.8	3	**WAPW** *CHR*	*99.7 100kw*	5	1	4	4	9	12	90	SUSQUEHANA	DUR	7.9
9.4	10.5	10.2	9.7	7.8	4	**WVEE** *UC*	*103.3 100kw*	6	4	3	3	2	6	91	SUMMIT	MCG	11.5
8.9	8.1	7.9	8.0	7.6	5	**WPCH** *B/EZ*	*94.9 100kw*	7	16	11	9	5	2	91	JACOR	EAST	6.0
8.6	7.1	7.4	7.3	7.4	6	**WSB** *AC*	*750 50kw*	2	12	12	11	7	3	71	COX	CHR	4.5
7.5	8.1	6.9	5.8	6.6	7	**WKHX-A/F** *Ctry*	*590/101.5 5kw/100k*	10	9	7	5	5	4	96	CAP CITIES/ABC	REP	6.5
5.0	5.7	5.4	5.7	5.8	8	**WYAY** *Ctry*	*106.7 100kw*	11	7	9	6	6	5	91	NEWCITY	MMR	6.4
5.5	5.4	6.4	5.9	5.5	9	**WZGC** *CHR*	*92.9 100kw*	3	3	5	7	11	14	59	COOK INLET	HNWH	8.8
6.6	5.6	5.9	4.9	4.3	10	**WQXI-A/F** *CHR*	*790/94.1 5-1kw/100kw*	8	14	6	10	10	9	56	JEFFERSON-PILOT	BAN	5.0
4.6	4.3	4.8	4.1	4.2	11	**WFOX** *AC*	*97.1 100kw*	9	10	8	8	8	7	53	SHAMROCK BR.	MMR	4.2
4.3	3.2	3.8	2.9	2.9	12	**WAOK** *Rel*	*1380 5kw*	14	6	13	13	12	8	104	SUMMIT	MCG	2.6
2.6	3.5	3.5	3.5	2.5	13	**WGST** *N/T*	*920 5-1kw*	12	13	14	14	13	10	55	JACOR	EAST	3.4
3.5	3.2	2.5	2.9	2.4	14	**WEKS** *UC*	*104.1 100kw*	13	5	10	12	14	16	57	ZAPIS	DUR	3.3
0.0	0.0	0.0	1.1	1.2	15	**WPBD** *UC*	*640 50-1kw*	16	15	15	15	15	13	80	PHOENIX CITY	--	1.0

DEMOGRAPHIC RANK

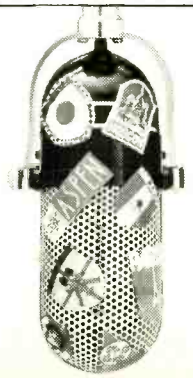
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WKLS	1 WAPW	1 WKLS	1 WSB-FM	1 WKLS	1 WSB-FM
2 WVEE	2 WSB-FM	2 WSB-FM	2 WVEE	2 WSB-FM	2 WVEE
3 WSB-FM	3 WVEE	3 WVEE	3 WAPW	3 WSB	3 WPCH
4 WQXI-FM	4 WZGC	4 WSB	4 WZGC	4 WYAY	4 WKHX-FM
5 WZGC	5 WKLS	5 WYAY	5 WKHX-FM	5 WVEE	5 WFOX
6 WAPW	6 WFOX	6 WKHX-FM	6 WFOX-FM	6 WKHX-FM	6 WYAY
7 WYAY	7 WQXI-FM	7 WQXI-FM	7 WPCH-FM	7 WQXI-FM	7 WAPW
8 WKHX-FM	8 WKHX-FM	8 WZGC	8 WYAY-FM	8 WPCH	8 WQXI-FM
9 WSB	9 WEKS	9 WAPW	9 WKLS-FM	9 WFOX	9 WZGC
10 WFOX	10 WPCH	10 WFOX	10 WQXI-FM	10 WAPW	10 WSB

FORMAT REACH



IS YOUR RADIO STATION GOING PLACES?

IT SHOULD BE!



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IDB COMMUNICATIONS GROUP, INC.

#17 BALTIMORE

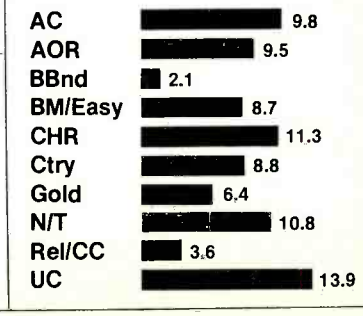
POPULATION: **1,975,900**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.8	9.6	9.2	7.4	8.7	1	**WLIF** *B/EZ*	*101.9 13.5kw*	4	14	11	6	3	1	99	JAG	CHR	5.4
8.7	5.7	6.8	8.0	8.7	2	**WXYV** *UC*	*102.7 50kw*	5	2	1	1	2	6	103	SUMMIT	MCG	10.3
4.4	6.4	5.3	4.9	7.0	3	**WWMX** *AC*	*106.5 50kw*	2	9	2	2	1	4	79	CAPITOL BR. CO.	KATZ	6.4
8.0	6.8	7.3	8.6	6.0	4	**WBSB** *CHR*	*104.3 50kw*	1	1	4	3	6	9	63	SCRIPPS HOWARD	BAN	7.7
6.3	7.3	8.8	8.3	5.9	5	**WBAL** *N/T*	*1090 50kw*	3	20	17	12	7	3	66	HEARST	HNWH	6.4
6.6	5.3	4.9	6.4	5.8	6	**WPOC** *Ctry*	*93.1 50kw*	7	13	9	5	4	2	87	NATIONWIDE	EAST	6.3
4.6	5.5	4.7	4.4	4.7	7	**WIYY** *AOR*	*97.9 50kw*	6	4	3	4	8	16	68	HEARST	HNWH	6.2
3.4	3.6	3.9	4.0	3.7	8	**WQSR** *Gold*	*105.7 50kw*	8	10	12	7	5	5	71	SCONNIX	BAN	3.4
2.3	2.5	2.6	2.5	3.0	9	**WCAO** *Ctry*	*600 5kw*	13	33	23	17	11	7	83	SUMMIT	MCG	2.1
2.5	3.5	2.6	2.8	2.8	10	**WYST-FM** *AC*	*92.3 10kw*	10	12	10	11	9	8	60	UNITED	MMR	1.7
2.7	3.4	2.8	2.8	2.7	11	**WGRX** *CR*	*100.7 16kw*	12	8	6	9	16	21	66	SHAMROCK	DUR	3.2
3.0	3.7	3.0	3.1	2.7	12	**WGHT** *CHR*	*95.9 3kw*	9	3	8	13	17	28	51	COMM. MANAGE.	DUR	3.0
2.9	2.4	2.7	2.4	2.5	13	**WWDC-FM** *AOR*	*101.1 22.5kw*	11	11	5	8	12	27	56	CAPITOL	CHR	2.0
2.5	2.3	2.6	3.3	2.4	14	**WBGR** *Rel*	*860 2.5-.1kw*	21	17	16	16	15	10	90	MORTENSON	ROS	2.9
1.6	1.5	1.3	1.8	2.3	15	**WHFS** *AOR*	*99.1 50kw*	23	18	7	10	10	20	99	DUCHOSSOIS	REP	2.2
1.2	1.1	0.6	0.0	2.3	16	**WCBM** *N/T*	*680 10-5kw*	24	32	29	23	19	12	114	METROMEDIA	KATZ	1.0
2.1	2.4	2.8	1.9	2.1	17	**WITH** *BBnd*	*1230 1kw*	22	34	32	33	32	14	86	WITH	K/P	1.4
1.5	1.9	1.7	2.0	2.1	18	**WWIN** *UC*	*1400 1kw*	16	16	14	15	13	11	70	MEDIACOMM	DUR	2.7
1.2	2.1	2.0	1.4	1.7	19	**WHUR** *UC*	*96.3 24kw*	19	15	13	14	14	17	60	HOWARD UNI.	DUR	1.9
0.7	0.6	1.1	1.0	1.4	20	**WPGC-FM** *CHR*	*95.5 50kw*	14	7	15	18	22	24	45	COOK INLET	BAN	2.1
1.8	2.0	1.6	1.2	1.4	21	**WEBB** *UC*	*1360 5-1.3kw*	17	6	18	19	23	23	47	BRUNSON	CITI	1.3
3.4	3.0	3.9	4.0	1.3	22	**WFBR** *Talk*	*1300 5kw*	20	19	28	20	18	13	48	JAG	CHR	1.0
1.2	0.9	0.8	0.8	1.3	23	**WTOP** *News*	*1500 50kw*	18	21	26	25	20	15	45	OUTLET	HNWH	.8
1.9	1.1	1.3	1.8	1.2	24	**WRQX** *CHR*	*107.3 50kw*	15	5	19	21	25	32	41	CAP CITIES/ABC	KATZ	1.8
1.5	2.2	1.2	0.9	1.2	25	**WRBS** *Rel*	*95.1 50kw*	25	31	25	29	26	19	81	PETER & JOHN	---	1.9

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WIYY	1 WXYV	1 WIYY	1 WXYV	1 WWMX	1 WWMX
2 WXYV	2 WWMX	2 WXYV	2 WWMX	2 WXYV	2 WXYV
3 WWDC-FM	3 WBSB	3 WWMX	3 WBSB	3 WIYY	3 WLIF
4 WGRX	4 WIYY	4 WPOC	4 WLIF	4 WPOC	4 WBSB
5 WHFS	5 WLIF	5 WHFS	5 WPOC	5 WQSR	5 WPOC
6 WWMX	6 WGHT	6 WWDC-FM	6 WQSR	6 WLIF	6 WQSR
7 WBSB	7 WYST-FM	7 WGRX	7 WYST-FM	7 WBAL	7 WYST-FM
8 WPOC	8 WPOC	8 WQSR	8 WIYY	8 WHFS	8 WBAL
9 WGHT	9 WQSR	9 WBSB	9 WBAL	9 WBSB	9 WCAO
10 WWIN	10 WWDC-FM	10 WLIF	10 WBGR	10 WWDC-FM	10 WBGR

FORMAT REACH



#7 BOSTON

POPULATION: **3,176,000**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.3	7.1	6.6	6.4	7.4	1	**WBZ** *AC*	*1030 50kw*	2	15	14	8	2	1	88	GROUP W	G/W	6.4
6.9	6.7	7.7	7.1	7.2	2	**WRKO** *N/T*	*680 50kw*	8	23	15	12	8	2	98	ATLANTIC VEN.	REP	6.1
7.0	6.5	8.6	7.1	5.9	3	**WXKS-FM** *CHR*	*107.9 23.5kw*	1	2	1	1	5	12	62	PYRAMID	MMR	9.4
5.7	6.1	4.9	6.0	5.4	4	**WJIB** *B/EZ*	*96.9 12.5kw*	12	31	20	14	13	4	97	EMMIS	MCG	5.0
5.2	5.8	4.4	3.9	5.2	5	**WHDH** *Talk*	*850 50kw*	4	16	17	13	9	5	66	SCONNIX	DUR	4.5
2.9	4.8	4.5	4.0	5.2	6	**WODS** *Gold*	*103.3 12.5kw*	7	5	6	3	1	3	71	CBS	CBS	4.1
5.2	5.4	5.8	6.1	5.0	7	**WZOU** *CHR*	*94.5 11.5kw*	5	1	4	6	14	18	64	ARDMAN	EAST	7.0
7.4	7.2	6.6	6.0	4.8	8	**WBCN** *AOR*	*104.1 19.5kw*	3	7	2	2	3	14	59	INFINITY	TOR	7.1
4.4	3.4	2.5	3.9	4.8	9	**WZLX** *CR*	*100.7 50kw*	9	6	3	4	4	16	79	COOK INLET	CHR	5.4
5.2	4.1	4.2	4.3	4.2	10	**WEEI** *News*	*590 5kw*	6	8	16	6	15	9	62	HELEN	--	3.4
2.9	3.0	3.5	3.8	3.6	11	**WMJX** *AC*	*106.7 24.5kw*	11	14	5	5	7	10	63	GREATER MEDIA	MCG	3.0
4.4	4.3	4.3	4.0	3.6	12	**WSSH-FM** *AC*	*99.5 32kw*	13	12	13	11	12	7	66	NOBLE	HNWH	3.4
3.2	3.5	3.6	3.0	3.2	13	**WROR** *AC*	*98.5 8.1kw*	10	11	12	7	6	6	54	ATLANTIC VEN.	REP	2.8
3.0	1.6	2.4	2.3	2.6	14	**WILD** *UC*	*1090 5kw*	21	4	7	10	16	15	158	NASH	ROS	4.5
2.7	2.6	2.6	2.7	2.5	15	**WVBF** *AC*	*105.7 13.8kw*	14	18	11	9	10	11	67	FAIRBANKS	BAN	2.5
2.3	2.1	3.3	2.1	2.4	16	**WBOS** *Ctry*	*92.9 17kw*	16	25	21	19	11	8	81	ACKERLY	DUR	2.7
2.0	1.9	1.6	2.2	2.1	17	**WAAF** *AOR*	*107.3 18.6kw*	15	3	8	15	19	29	59	NEWCITY	KATZ	3.2
1.4	1.8	1.3	1.3	1.8	18	**WCRB** *Clas*	*102.5 15kw*	17	19	19	20	18	13	63	CHARLES RIVER	DONO	1.8
0.7	0.9	1.4	2.0	1.5	19	**WCGY** *AOR*	*93.7 50kw*	19	10	10	18	20	32	64	CURT GOWDY	K/P	2.4
1.5	1.3	1.6	1.2	1.4	20	**WFNX** *AOR*	*101.7 3kw*	18	17	9	16	17	28	62	MCC	--	1.6
1.6	1.7	1.6	1.0	1.3	21	**WXKS** *BBnd*	*1430 5-1kw*	22	29	33	31	30	21	81	PYRAMID	MMR	.8
0.6	1.2	1.2	1.3	1.1	22	**WPLM-FM** *BBnd*	*99.1 50kw*	20	33	24	26	22	17	61	PLYMOUTH ROCK	--	1.2

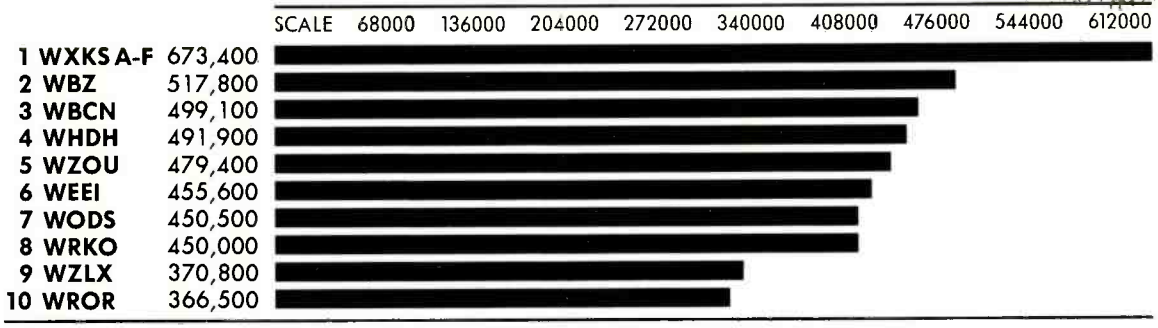
Continued on Page 145

Kiss 108 FM
NEW ENGLAND'S BETTER MUSIC STATION

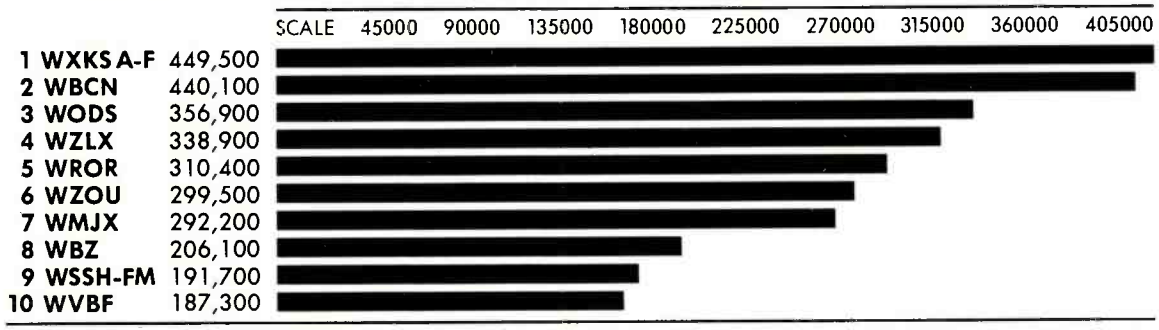
WXKS·1430AM
Boston's Original Hits

BEING ALL THINGS TO ALL PEOPLE ISN'T JUST LIPSERVICE!

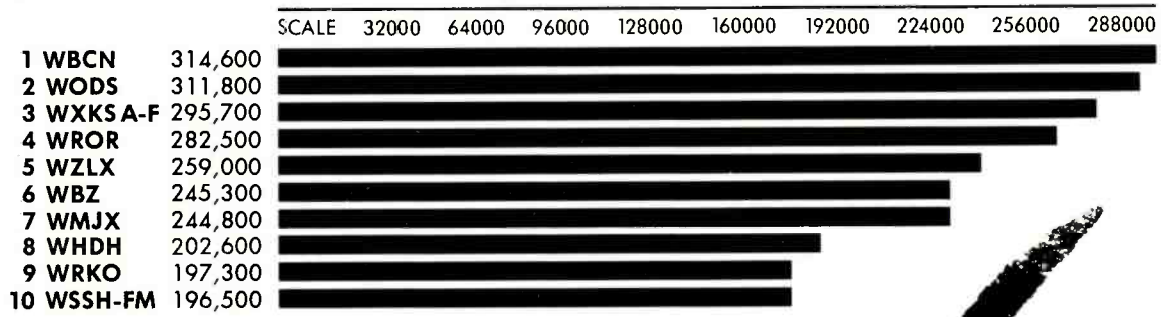
#1 Total Persons 12+ *(Estimated Population 3,176,800)**



#1 Adults 18-49 *(Estimated Population 1,843,300)**



#1 Adults 25-54 *(Estimated Population 1,596,300)**



*Boston Metro Survey Area, Mon. – Sun., 6A – 12Mid., Fall, 1988 Arbitron. Cume WXKS A/F.

For more information contact Jeff Messerman at 617-396-1430 or write to P.O. Box 128, Medford, MA 02155.

Kiss 108 FM

MAJOR MARKET RADIO

#39 BUFFALO-NIAGARA FALLS

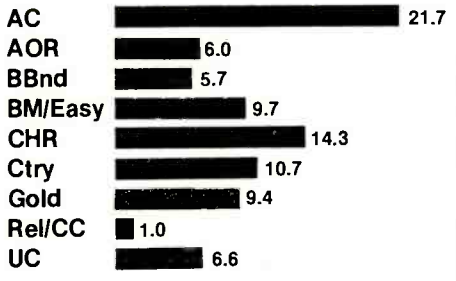
POPULATION: **995,600**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.8	10.0	8.5	9.6	10.8	1	**WBEN** AC	930 5kw	1	6	10	8	3	2	65	ALGONQUIN	EAST	7.4
7.0	9.0	7.7	8.8	10.7	2	**WYRK** Ctry	106.5 50kw	5	8	3	1	2	1	118	STONER	MCG	7.6
8.6	10.4	6.6	6.7	9.7	3	**WJYE** B/EZ	96.1 50kw	3	17	9	9	5	3	87	WJYE RADIO	CHR	5.2
8.2	8.6	10.2	11.3	9.2	4	**WKSE** CHR	98.5 46kw	2	1	2	3	4	6	67	PRICE	HNWH	14.1
6.2	6.5	9.3	6.6	8.9	5	**WBUF** AC	92.9 93kw	6	11	6	2	1	4	106	LINCOLN GROUP	MCG	8.1
6.5	4.5	6.3	6.0	6.6	6	**WBLK** UC	93.7 50kw	11	2	4	5	7	7	124	WBLK INC.	DUR	10.8
2.6	3.6	4.3	2.2	6.0	7	**WGR-FM** AOR	96.9 12.6kw	7	4	1	4	9	13	75	RICH	KATZ	9.0
6.3	5.1	5.0	6.0	5.7	8	**WECK** BBnd	1230 1kw	12	18	19	19	16	8	107	QUID MEDIA	ROS	4.4
4.7	3.6	5.7	5.7	5.1	9	**WMJQ** CHR	102.5 110kw	4	3	5	6	8	10	54	ALGONQUIN	EAST	3.7
8.0	7.5	8.7	5.5	4.4	10	**WHTT** CR	104.1 50kw	8	7	7	7	6	9	56	PYRAMID	MMR	.2
5.4	5.7	4.7	7.6	3.4	11	**WPHD** CR	103.3 50kw	9	5	8	10	10	15	49	HOWARD	CBS	4.5
4.1	3.2	3.1	4.2	3.0	12	**WGR** AC	550 5kw	10	10	11	11	11	5	43	RICH	KATZ	3.7
3.7	4.1	3.3	1.1	1.6	13	**WWKB** Gold	1520 50kw	13	15	14	13	13	12	48	PRICE	HNWH	1.0
0.3	0.3	0.3	0.6	1.0	14	**WGKT** Gold	1400 1kw	14	16	17	12	12	11	53	HOWARD	CBS	2.0
0.9	1.5	1.2	0.7	1.0	15	**WDCX** Rel	99.5 110kw	15	14	21	15	14	14	56	CRAWFORD	--	.8

DEMOGRAPHIC RANK

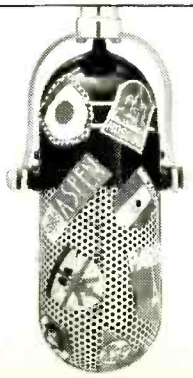
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WGR-FM	1 WKSE	1 WGR-FM	1 WKSE	1 WYRK	1 WBUF
2 WHTT-FM	2 WBLK	2 WYRK	2 WBUF	2 WBEN	2 WYRK
3 WYRK	3 WMJQ	3 WHTT-FM	3 WYRK	3 WHTT-FM	3 WKSE
4 WPHD	4 WBUF	4 WBEN	4 WBLK	4 WBUF	4 WJYE
5 WMJQ	5 WYRK	5 WBUF	5 WMJQ	5 WGR-FM	5 WBLK
6 WBUF	6 WGR-FM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

FORMAT REACH



IS YOUR RADIO STATION GOING PLACES?

IT SHOULD BE!



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Start going places with IDB!

1-800-IDB-COMM

IDB COMMUNICATIONS GROUP, INC.

#41 CHARLOTTE-GASTONIA-ROCK HILL

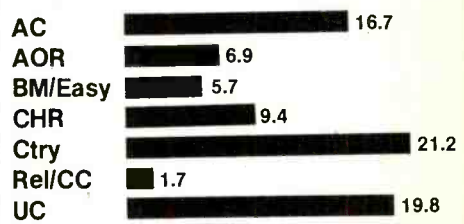
POPULATION: **909,600**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.1	14.4	13.7	14.7	15.6	1	WSOC-FM *Ctry*	*103.7 100kw*	1	5	4	1	1	1	110	COX	CHR	11.0
14.2	10.5	8.3	9.4	9.9	2	WPEG *UC*	*97.9 50kw*	6	4	2	2	2	5	115	DORTON	HNWH	10.1
3.3	6.6	9.9	9.4	8.5	3	WCKZ-A/F *UC*	*1450/101.9 1kw/100kw*	2	1	3	4	5	8	91	BEASLEY	DUR	12.7
8.1	5.8	8.6	7.6	6.9	4	WRFX *AOR*	*99.7 100kw*	7	6	1	3	3	11	97	PYRAMID	MCG	9.3
7.0	5.8	6.7	5.1	6.0	5	WBT *AC*	*1110 50kw*	4	10	14	11	8	2	69	JEFFERSON-PILOT	BAN	4.6
3.6	4.1	3.4	4.4	5.7	6	WRLX *B/EZ*	*102.9 31kw*	11	20	10	10	9	3	98	KEYMARKET	CBS	1.4
6.7	6.9	5.9	7.5	5.6	7	WLVK *Ctry*	*96.9 100kw*	8	12	9	7	7	4	80	CAPITOL BR CRP	REP	8.9
5.2	4.2	5.8	4.7	4.8	8	WWMG *AC*	*96.1 100kw*	10	9	8	5	4	6	80	VOYAGER	KATZ	5.8
6.5	5.9	5.9	4.8	4.7	9	WBCY *CHR*	*107.9 100kw*	3	2	7	8	10	9	54	JEFFERSON-PILOT	BAN	4.9
6.3	5.1	5.2	6.0	4.7	10	WROQ *CHR*	*95.1 100kw*	5	3	5	9	11	10	55	CRB	REP	8.0
6.2	7.6	6.2	6.0	4.6	11	WEZC *AC*	*104.7 100kw*	9	11	6	6	6	7	67	EZ	MMR	3.4
1.0	0.9	0.6	0.9	1.7	12	WFGW/WMIT *Rel*	*1010/106.9 50-.67kw*	14	8	16	15	14	13	90	BLUE RIDGE	--	1.3
2.0	1.7	1.4	1.0	1.4	13	WGIV *UC*	*1600 1-.5kw*	13	23	15	13	13	12	68	DORTON	HNWH	1.1
0.8	0.7	0.4	0.8	1.3	14	WRDX *AC*	*106.5 100kw*	12	13	11	12	12	14	60	WSPT INC.	SSS	1.1

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WRFX	1 WPEG	1 WRFX	1 WSOC-FM	1 WSOC-FM	1 WSOC-FM
2 WSOC-FM	2 WCKZ-FM	2 WSOC-FM	2 WPEG	2 WRFX	2 WPEG
3 WPEG	3 WEZC	3 WPEG	3 WCKZ-FM	3 WPEG	3 WEZC-FM
4 WCKZ-FM	4 WSOC-FM	4 WWMG	4 WEZC	4 WWMG	4 WCKZ-FM
5 WROQ	5 WBCY	5 WCKZ-FM	5 WBCY	5 WCKZ-FM	5 WBT
6 WEZC	6 WRFX	6 WROQ	6 WLVK	6 WLVK	6 WRLX
7 WWMG	7 WWMG	7 WLVK	7 WWMG	7 WBT	7 WLVK
8 WBCY	8 WROQ	8 WEZC	8 WRLX	8 WEZC-FM	8 WWMG
9 WLVK	9 WLVK	9 WBCY	9 WRFX	9 WBCY	9 WRFX
10 WRLX	10 WRLX	10 WRLX	10 WROQ	10 WRLX	10 WBCY

FORMAT REACH



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Start going places with IDB!

1-800-IDB-COMM

IDB COMMUNICATIONS GROUP, INC.

#3 CHICAGO

POPULATION: **6,704,600**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.0	9.2	9.0	10.0	8.6	1	**WGN** *AC*	*720 50kw*	1	17	16	8	3	1	80	TRIBNUE	CHR	8.3
8.0	9.2	9.2	7.7	6.7	2	**WGCI-FM** *UC*	*107.5 33kw*	4	2	1	1	1	6	93	GANNETT	MCG	11.4
6.1	5.5	4.8	5.3	6.1	3	**WXEZ-A/F** *B/EZ*	*820 100.3 5-1kw/6.2kw*	9	10	19	16	4	2	98	CENTURY	REP	2.6
6.3	6.3	5.7	5.4	6.0	4	**WBBM** *News*	*780 50kw*	2	21	17	15	10	3	63	CBS	CBS	4.9
4.5	4.1	5.0	4.5	4.3	5	**WLUP-FM** *AOR*	*97.9 6kw*	8	9	2	2	5	16	65	EVERGREEN	MMR	5.4
3.4	2.6	4.4	3.8	4.3	6	**WCKG** *CR*	*105.9 4.2kw*	10	5	3	3	8	13	69	COX	KATZ	5.9
2.7	3.4	3.7	3.7	4.2	7	**WJMK** *Gold*	*104.3 4.1kw*	6	7	13	4	2	4	61	INFINITY	KATZ	3.0
4.5	4.3	3.0	3.9	4.2	8	**WVAZ** *UC*	*102.7 6kw*	11	4	4	6	7	9	74	BROAD. PARTNERS	DUR	5.3
2.5	2.0	3.0	3.1	4.1	9	**WKQX** *AC*	*101.1 6kw*	7	6	5	5	6	7	59	EMMIS	EAST	2.6
3.9	3.8	3.5	4.0	4.0	10	**WYTZ** *CHR*	*94.7 50kw*	5	1	8	9	17	22	56	CAP CITIES/ABC	BAN	4.7
3.9	4.2	3.7	3.2	3.2	11	**WBBM-FM** *CHR*	*96.3 6.3kw*	3	3	7	14	18	24	42	CBS	CBS	4.8
3.7	3.5	4.1	3.1	3.2	12	**WLAK** *AC*	*93.9 4.6kw*	12	18	11	10	11	8	60	VIACOM	CHR	2.7
2.6	2.6	2.8	2.4	3.0	13	**WUSN** *Ctry*	*99.5 6.3kw*	15	24	18	18	15	5	75	COOK INLET	MMR	3.1
3.0	3.4	3.4	2.7	3.0	14	**WCLR** *AC*	*101.9 4.2kw*	13	13	10	12	12	10	58	BONNEVILLE INT.	MCG	1.4
2.1	2.6	2.3	2.9	2.8	15	**WLUP** *Misc*	*1000 50kw*	18	16	9	7	9	11	88	EVERGREEN	MMR	2.9
1.8	1.5	1.8	2.1	2.5	16	**WNUA** *AC*	*95.5 8.3kw*	19	26	12	13	13	12	78	PYRAMID	DUR	2.7
2.5	2.2	2.5	2.3	2.4	17	**WXRT** *AOR*	*93.1 50kw*	17	22	6	11	14	23	74	DANIEL LEE	CBS	2.7
3.3	3.2	2.7	1.9	2.3	18	**WJJD** *Nost*	*1160 50-4.2kw*	21	39	38	34	27	15	89	INFINITY	KATZ	1.3
2.0	2.2	2.1	2.4	1.8	19	**WFYR** *AC*	*103.5 4.3kw*	14	20	14	17	16	17	40	SUMMIT	REP	2.3
1.8	1.7	1.7	1.9	1.6	20	**WLS** *AC*	*890 50kw*	20	23	23	20	19	18	56	CAP CITIES/ABC	BAN	1.9
1.4	1.2	0.9	1.3	1.4	21	**WNIB** *Clas*	*97.1 8.4kw*	23	32	28	21	21	14	70	NO. ILLINOIS	CMBS	.6
1.4	1.1	1.6	1.7	1.4	22	**WMAQ** *News*	*670 50kw*	16	28	29	27	24	20	43	GROUP W	G/W	1.3
1.6	2.0	1.5	2.0	1.4	23	**WVON** *Rel*	*1450 1kw*	31	19	26	26	28	19	146	MIDWAY	ROS	.6
2.0	1.3	0.8	1.2	1.3	24	**WFMT** *Clas*	*98.7 16kw*	22	37	30	25	23	21	54	CHICAGO EDUC.	HNWH	1.7
1.1	2.0	1.4	1.3	1.2	25	**WOJO** *Span*	*105.1 6kw*	24	14	15	19	20	26	78	TICHENOR MEDIA	KT-H	1.0

Continued on Page 145

IS YOUR RADIO STATION GOING PLACES?

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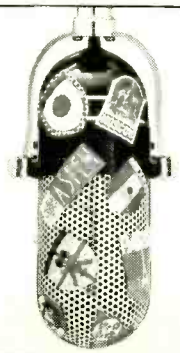

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1-800-IDB-COMM

IDB COMMUNICATIONS GROUP INC.

#20 ANAHEIM-SANTA ANA

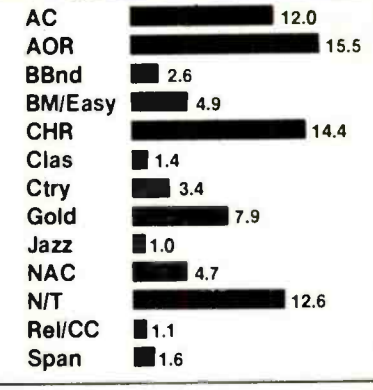
Continued from Page 137

POPULATION: 1,896,100

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KLOS	1 KIIS-FM	1 KLOS	1 KIIS-FM	1 KLOS	1 KIIS-FM
2 KPWR	2 KROQ	2 KRTH-FM	2 KOST	2 KTWV	2 KOST
3 KNAC	3 KLOS	3 KTWV	3 KRTH-FM	3 KRTH-FM	3 KRTH-FM
4 KTWV	4 KPWR	4 KPWR	4 KBIG	4 KABC	4 KBIG
5 KLSX	5 KOST	5 KIIS-FM	5 KPWR	5 KIIS-FM	5 KTWV
6 KIIS-FM	6 KBIG	6 KLSX	6 KLOS	6 KLSX	6 KLOS
7 KROQ	7 KTWV	7 KNAC	7 KROQ	7 KPWR	7 KIQQ
8 KRTH-FM	8 KRTH-FM	8 KABC	8 KTWV	8 KNX	8 KTNQ
9 KNX-FM	9 KNX-FM	9 KROQ	9 KIQQ	9 KOST	9 KPWR
10 KOST	10 KLSX	10 KOST	10 KNX-FM	10 KFWB	10 KABC

FORMAT REACH



#7 BOSTON

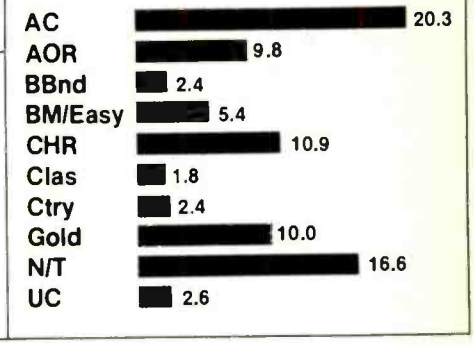
Continued from Page 140

POPULATION: 3,176,000

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WBCN	1 WXKS-FM	1 WBCN	1 WXKS-FM	1 WBCN	1 WODS
2 WZLX	2 WZLX	2 WZLX	2 WODS	2 WODS	2 WBZ
3 WXKS-FM	3 WMJX	3 WODS	3 WMJX	3 WZLX	3 WXKS-FM
4 WZOU	4 WZOU	4 WXKS-FM	4 WZLX	4 WROR	4 WMJX
5 WAAF	5 WILD	5 WROR	5 WZOU	5 WBZ	5 WROR
6 WCGY	6 WBCN	6 WBZ	6 WILD	6 WBOS	6 WZLX
7 WODS	7 WODS	7 WZOU	7 WVBF	7 WRKO	7 WVBF
8 WFNX	8 WVBF	8 WAAF	8 WROR	8 WXKS-FM	8 WJIB
9 WBZ	9 WROR	9 WRKO	9 WBCN	9 WHDH	9 WSSH-FM
10 WRKO	10 WSSH-FM	10 WCGY	10 WBZ	10 WEEI	10 WHDH

FORMAT REACH



#3 CHICAGO

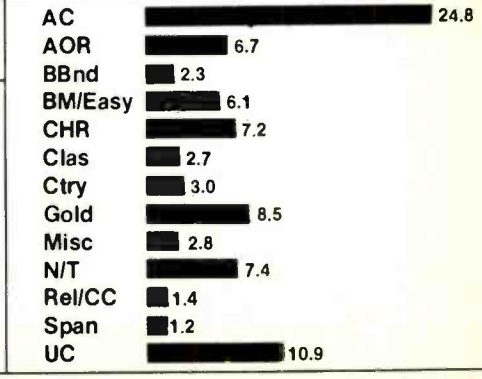
Continued from Page 144

POPULATION: 6,704,600

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WLUP-FM	1 WGCI-FM	1 WLUP-FM	1 WGCI-FM	1 WJMK	1 WGCI-FM
2 WCKG	2 WKQX	2 WCKG	2 WKQX	2 WGN	2 WKQX
3 WGCI-FM	3 WVAZ	3 WGCI-FM	3 WVAZ	3 WLUP-FM	3 WJMK
4 WXRT	4 WLUP-FM	4 WJMK	4 WJMK	4 WCKG	4 WVAZ
5 WLUP	5 WBBM-FM	5 WLUP	5 WLAK	5 WGCI-FM	5 WGN
6 WVAZ	6 WYTZ	6 WXRT	6 WYTZ	6 WLUP	6 WXEZ-FM
7 WNUA	7 WLAK	7 WGN	7 WLUP-FM	7 WBBM	7 WLAK
8 WKQX	8 WCLR	8 WNUA	8 WBBM-FM	8 WNUA	8 WCLR
9 WBBM-FM	9 WCKG	9 WVAZ	9 WCLR	9 WXEZ-FM	9 WLUP-FM
10 WJMK	10 WJMK	10 WBBM	10 WCKG	10 WXRT	10 WUSN

FORMAT REACH



#30 CINCINNATI

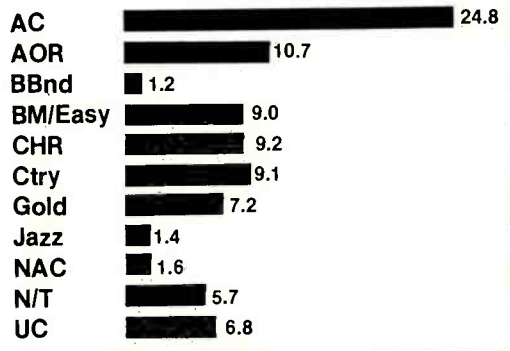
POPULATION: **1,165,500**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.9	12.4	13.6	11.6	10.7	1	WEBN AOR	102.7 16.6kw	3	2	1	1	1	9	82	JACOR	EAST	17.6
9.5	9.2	9.9	10.3	9.2	2	WKRQ CHR	101.9 50kw	2	1	2	2	4	7	68	GREAT AMERICAN	KATZ	10.5
8.8	9.6	7.5	8.2	9.0	3	WWEZ B/EZ	92.5 16kw	5	17	13	10	8	1	100	FEDERATED MEDIA	CBS	7.4
9.7	6.9	12.3	11.4	8.5	4	WLW AC	700 50kw	1	11	7	6	3	2	61	JACOR	EAST	7.6
5.3	4.8	5.7	4.2	6.4	5	WUBE Ctry	105.1 14kw	9	6	6	7	7	3	96	AMERICAN MEDIA	CHR	4.1
5.3	5.6	3.9	5.2	6.1	6	WRRM AC	98.5 18kw	7	15	5	3	2	5	76	SUSQUEHANA	CHR	4.1
4.9	5.8	4.8	4.0	5.7	7	WCKY N/T	1530 50kw	10	23	19	16	14	6	87	FEDERATED MEDIA	CBS	2.7
3.4	3.4	4.6	3.9	5.6	8	WWNK AC	94.1 32kw	8	5	4	5	6	8	75	BOOTH AMERICAN	MMR	3.5
2.8	4.6	3.0	4.4	5.5	9	WOFX CR	94.9 27kw	6	8	3	4	5	10	65	HOKER	MMR	5.9
8.0	8.1	6.9	5.9	4.6	10	WKRC AC	550 5-1kw	4	12	11	11	9	4	43	GREAT AMERICAN	KATZ	5.5
4.4	4.5	3.3	4.8	3.7	11	WBLZ UC	103.5 19.3kw	11	3	9	9	11	13	69	DALTON	REP	6.2
3.7	3.2	3.1	3.6	3.1	12	WIZF UC	100.9 3kw	13	4	8	8	10	16	84	INTER-URBAN	BAN	4.1
3.8	4.2	3.4	3.5	2.7	13	WBVE Ctry	95.5 19.5kw	12	9	10	12	12	11	66	REAMS	EAST	3.3
0.6	0.7	0.8	0.8	1.7	14	WSAI Gold	1360 5kw	15	16	14	14	15	12	72	BOOTH AMERICAN	MMR	1.1
0.0	0.0	0.0	1.4	1.6	15	WRBZ NAC	107.1 3kw	14	18	12	13	13	15	49	PLESSINGER HOL	K/P	---
0.9	0.8	0.4	1.2	1.4	16	WNOP Jazz	740 1kw	20	25	20	15	16	14	146	ALBERT BONTZ	---	.8
0.8	1.6	1.0	1.6	1.2	17	WMLX BBnd	1180 1kw	21	24	26	24	20	17	129	HOKER	---	.3

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WEBN	1 WKRQ	1 WEBN	1 WKRQ	1 WEBN	1 WRRM
2 WOFX	2 WEBN	2 WLW	2 WWNK	2 WLW	2 WWNK
3 WLW	3 WWNK	3 WUBE	3 WEBN	3 WUBE	3 WKRQ
4 WUBE	4 WRRM	4 WOFX	4 WRRM	4 WOFX	4 WOFX
5 WRRM	5 WOFX	5 WRRM	5 WOFX	5 WRRM	5 WEBN
6 WKRQ	6 WIZF	6 WKRQ	6 WIZF	6 WKRQ	6 WWEZ
7 WBLZ	7 WBLZ	7 WBLZ	7 WWEZ	7 WWEZ	7 WUBE
8 WIZF	8 WUBE	8 WKRC	8 WBLZ	8 WKRC	8 WKRC
9 WWNK	9 WBVE	9 WWNK	9 WKRC	9 WWNK	9 WIZF
10 WBVE	10 WLW	10 WIZF	10 WUBE	10 WIZF	10 WLW

FORMAT REACH



#22 CLEVELAND

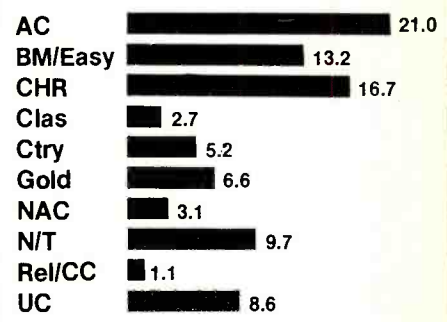
POPULATION: 1,754,500

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.5	12.4	10.0	10.2	9.6	1	WMMS CHR	100.7 32kw	1	4	1	1	2	10	79	MALRITE	KATZ	14.2
7.4	6.3	7.4	8.3	8.3	2	WLTF AC	106.5 11kw	2	5	3	2	1	3	82	BOOTH AMERICAN	CHR	8.5
10.1	11.4	8.9	7.5	7.7	3	WQAL B/EZ	104.1 50kw	6	12	14	9	7	1	94	WIN	CHR	3.8
8.9	8.0	7.0	7.5	7.3	4	WZAK UC	93.1 27.5kw	10	3	4	5	6	8	125	ZAPIS	DUR	11.1
6.8	5.1	4.7	6.3	6.6	5	WDOK AC	102.1 50kw	3	8	6	6	4	2	66	INDEPENDANT GR	EAST	5.7
4.8	4.8	6.2	5.3	6.6	6	WNCX CR	98.5 40kw	7	7	2	3	5	13	90	METROPLEX/ROBI	BAN	6.2
8.0	7.1	8.6	7.0	6.1	7	WMJI AC	105.7 27kw	5	9	5	4	3	5	67	JACOR	EAST	6.9
1.1	2.9	3.1	4.8	5.5	8	WRMR B/EZ	850 10-5kw	11	15	15	13	12	7	104	BOOTH AMERICAN	CHR	2.5
5.2	7.1	6.0	5.5	5.2	9	WGAR-A/F Ctry	1220/99.5 50kw/50kw	9	14	11	8	8	4	74	NATIONWIDE	HNWH	5.5
5.3	4.7	8.2	7.0	4.9	10	WWWE N/T	1100 50kw	4	10	9	10	10	6	53	INDEPENDANT GR	EAST	4.1
3.7	4.4	3.1	3.3	3.2	11	WERE N/T	1300 5kw	12	16	18	18	13	9	67	METROPLEX/ROBI	BAN	2.1
1.6	1.9	2.6	2.8	3.1	12	WPHR CHR	107.9 70kw	8	1	8	11	14	18	51	ARDMAN	REP	2.8
1.0	2.5	3.5	2.6	3.1	13	WNWV NAC	107.3 50kw	15	26	7	7	9	11	81	ELYRIA-LORAIN	TOR	3.9
2.7	2.7	2.0	3.4	2.9	14	WRQC CHR	92.3 27kw	13	2	10	12	16	14	61	UNITED	MMR	4.3
2.1	1.8	1.8	1.6	2.7	15	WCLV Clas	95.5 31kw	14	20	17	14	11	12	69	RADIO SEAWAY	CMBS	1.9
1.0	1.0	0.9	0.5	1.6	16	WEOL N/T	930 1kw	20	17	22	19	19	15	102	ELYRIA-LORAIN	TOR	1.2
1.5	1.5	1.1	1.4	1.3	17	WJMO UC	1490 1kw	16	13	16	15	15	16	54	UNITED	MMR	1.3
1.5	1.0	1.3	1.4	1.1	18	WABQ Rel	1540 1kw	22	11	21	20	22	17	99	WABQ, INC.	U/BR	.8
0.6	0.7	0.7	1.2	1.1	19	WKDD CHR	96.5 50kw	17	6	12	16	17	26	59	BARNSTABLE	KATZ	.8

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WMMS	1 WMMS	1 WMMS	1 WLTF	1 WMMS	1 WLTF
2 WNCX	2 WLTF	2 WNCX	2 WMMS	2 WNCX	2 WDOK
3 WZAK	3 WZAK	3 WZAK	3 WMJI	3 WLTF	3 WMJI
4 WLTF	4 WMJI	4 WLTF	4 WDOK	4 WMJI	4 WMMS
5 WMJI	5 WNCX	5 WMJI	5 WZAK	5 WZAK	5 WQAL
6 WWWE	6 WDOK	6 WGAR-FM	6 WNCX	6 WWWE	6 WZAK
7 WDOK	7 WPHR	7 WWWE	7 WQAL	7 WGAR-FM	7 WNWV
8 WNWV	8 WNWV	8 WDOK	8 WNWV	8 WDOK	8 WGAR-FM
9 WPHR	9 WRQC	9 WNWV	9 WGAR-FM	9 WQAL	9 WNCX
10 WGAR-FM	10 WKDD	10 WQAL	10 WPHR	10 WNWV	10 WCLV

FORMAT REACH



#33 COLUMBUS

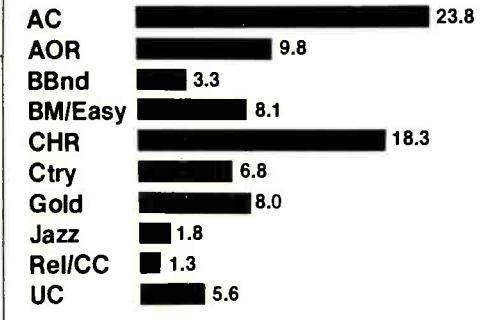
POPULATION: **1,088,000**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.8	10.0	11.4	12.0	12.4	1	WNCI *CHR*	*97.9 175kw*	1	1	2	3	2	4	79	NATIONWIDE	MMR	14.6
8.7	8.9	12.1	8.8	11.1	2	WSNY *AC*	*94.7 22kw*	2	12	3	1	1	1	87	SAGA	MCG	8.5
9.5	8.9	7.9	9.2	9.8	3	WLVQ *AOR*	*96.3 18kw*	3	3	1	2	3	6	80	GREAT AMERICAN	KATZ	13.5
9.8	9.3	10.1	8.0	8.3	4	WTVN *AC*	*610 5kw*	5	7	7	5	4	2	74	GREAT AMERICAN	KATZ	6.3
10.9	9.8	9.2	8.6	8.1	5	WBNS-FM *B/EZ*	*97.1 20.5kw*	6	17	10	7	6	3	78	RADIOHIO, INC.	BAN	4.8
8.0	9.2	6.8	7.0	5.9	6	WXGT *CHR*	*92.3 22kw*	4	2	5	6	8	8	50	GREAT TRAILS	CHR	9.0
4.6	4.6	5.9	6.1	5.0	7	WMGG *CR*	*99.7 50kw*	7	5	4	4	7	16	58	PRICE BR.	TOR	6.0
4.8	4.9	5.3	5.1	4.3	8	WHOK *Ctry*	*95.5 50kw*	9	8	11	9	5	5	72	WHOK	CHR	4.0
2.7	2.1	2.5	4.5	4.1	9	WVKO *UC*	*1580 1kw*	10	4	6	8	9	7	95	SAGA	MCG	5.3
1.5	2.6	3.0	2.6	3.3	10	WCOL *BBnd*	*1230 1kw*	11	18	21	21	18	10	80	GREAT TRAILS	CHR	2.4
2.4	1.8	1.2	1.7	2.6	11	WBNS *AC*	*1460 5/1kw*	8	21	15	14	13	3	39	RADIOHIO, INC.	BAN	1.1
3.8	3.2	2.8	2.4	2.5	12	WMNI *Ctry*	*920 1/.5kw*	15	16	14	13	11	9	82	NORTH AMERICAN	TOR	3.1
1.8	1.2	1.1	2.0	2.1	13	WXLE *Gold*	*103.5 3kw*	13	10	9	10	10	11	61	BLACK RIVER	DUR	2.2
2.1	2.7	1.9	2.2	1.8	14	WBBY *Jazz*	*103.9 2kw*	12	11	12	12	12	12	51	MID-OHIO	--	2.3
1.2	1.6	2.6	1.7	1.8	15	WLW *AC*	*700 50kw*	14	19	17	15	14	14	56	JACOR	EAST	2.4
1.7	3.2	2.3	2.4	1.5	16	WCKX *UC*	*106.3 3kw*	16	6	8	11	16	20	59	WCKX ENTERPRISE	ROS	2.5
1.3	0.9	1.2	1.2	1.3	17	WRFD *CC*	*880 5kw*	17	9	13	16	15	15	53	SALEM	--	.9

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WLVQ	1 WNCI	1 WLVQ	1 WSNY	1 WSNY	1 WSNY
2 WMGG	2 WSNY	2 WSNY	2 WNCI	2 WLVQ	2 WNCI
3 WNCI	3 WLVQ	3 WMGG	3 WXGT	3 WNCI	3 WTVN
4 WSNY	4 WXGT	4 WNCI	4 WLVQ	4 WTVN	4 WXGT
5 WXGT	5 WMGG	5 WTVN	5 WTVN	5 WMGG	5 WBNS-FM
6 WTVN	6 WVKO	6 WBNS-FM	6 WVKO	6 WHOK	6 WLVQ
7 WVKO	7 WCKX	7 WVKO	7 WMGG	7 WBNS-FM	7 WHOK
8 WBNS-FM	8 WTVN	8 WXGT	8 WBNS-FM	8 WXLE	8 WVKO
9 WXLE	9 WXLE	9 WXLE	9 WHOK	9 WVKO	9 WMGG
10 WHOK	10 WRFD	10 WHOK	10 WCKX	10 WLW	10 WMNI

FORMAT REACH



#8 DALLAS-FT. WORTH

POPULATION: **3,111,900**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.3	8.1	10.0	6.9	8.3	1	**KVIL-A/F** *AC*	*1150/103.7 1kw/100kw*	2	13	2	1	1	2	96	INFINITY	TOR	8.6
4.1	4.2	6.2	6.2	7.4	2	**KSCS** *Ctry*	*96.3 100kw*	3	4	6	2	2	1	89	CAP CITIES/ABC	BAN	6.7
8.6	8.7	8.0	6.9	7.2	3	**KKDA-FM** *UC*	*104.5 100kw*	8	1	1	3	6	11	101	REPUBLIC	KATZ	10.0
7.4	7.8	7.0	6.7	6.5	4	**KPLX** *Ctry*	*99.5 100kw*	7	6	7	4	3	4	90	SUSQUEHANNA	EAST	6.8
5.3	5.3	6.7	6.4	6.2	5	**WBAP** *Ctry*	*820 50kw*	6	18	18	9	4	3	84	CAP CITIES/ABC	BAN	4.4
6.6	5.8	4.9	5.3	5.9	6	**KRLD** *News*	*1080 50kw*	1	20	15	13	7	6	56	COMMAND	KATZ	4.3
4.9	5.6	5.3	6.3	5.0	7	**KHYI** *CHR*	*94.9 33kw*	5	2	3	5	17	21	65	EVERGREEN	CHR	7.5
6.0	5.6	5.3	5.7	4.8	8	**KMEZ-A/F** *B/EZ*	*1480/100.3 5-1kw/100kw*	10	17	22	18	13	5	93	SUMMIT	MCG	2.7
6.2	5.3	5.0	4.9	4.5	9	**KEGL** *CHR*	*97.1 98kw*	4	3	5	6	16	17	55	SANDUSKY	TOR	9.3
3.6	3.3	2.9	4.8	3.4	10	**KLUV** *Gold*	*98.7 100kw*	11	8	16	8	5	7	67	TK	MMR	3.2
3.7	4.6	4.0	4.3	3.4	11	**KTXQ** *AOR*	*102.1 100kw*	9	7	4	7	14	23	58	CBS	CBS	6.0
2.2	2.0	2.3	2.8	3.3	12	**KLIF** *N/T*	*1190 50-5kw*	14	26	17	17	8	8	76	SUSQUEHANNA	EAST	2.0
3.3	3.7	3.4	2.7	2.8	13	**KQZY** *AC*	*105.3 100kw*	16	19	12	16	12	10	66	GROUP W	G/W	1.4
2.9	1.8	2.3	1.8	2.7	14	**KOJO** *CC*	*94.1 100kw*	18	5	10	15	15	24	84	MARK RODRIGUEZ	HNWH	2.9
1.5	2.0	3.0	2.6	2.7	15	**KZPS** *CR*	*92.5 100kw*	13	16	8	10	9	19	61	BONNEVILLE INT	DUR	2.9
2.8	2.7	2.5	2.3	2.6	16	**KOAI** *NAC*	*106.1 100kw*	17	14	13	14	10	9	63	GANNETT	HNWH	2.3
3.0	2.4	2.0	2.4	2.6	17	**KZEW** *AOR*	*97.9 100kw*	12	10	9	12	18	18	52	ANCHOR MEDIA	MMR	3.0
2.4	2.0	2.9	2.6	2.5	18	**KMGC** *AC*	*102.9 100kw*	15	21	11	11	11	14	60	SHAMROCK	CHR	2.0
1.6	3.2	2.0	1.7	1.9	19	**KHVN** *Rel*	*970 1-.274kw*	22	15	25	21	22	16	102	GILMORE	K/P	1.1
0.5	0.4	0.6	1.6	1.7	20	**KKDA** *Gold*	*730 .5-.01kw*	21	12	21	20	20	12	91	REPUBLIC	KATZ	1.1
1.6	2.1	1.5	2.4	1.6	21	**KDLZ** *UC*	*107.5 25kw*	19	11	14	19	19	22	54	GILMORE	K/P	1.2
1.2	1.6	1.0	1.3	1.4	22	**WRR** *Clas*	*101.1 100kw*	20	22	27	27	21	13	69	CITY OF DALLAS	CMBS	1.5
0.8	1.1	1.7	0.9	1.3	23	**KAAM** *Nost*	*1310 5kw*	23	28	29	28	27	15	83	BONNEVILLE INT	DUR	.6
1.7	1.5	1.8	1.6	1.0	24	**KESS** *Span*	*1270 5kw*	25	25	24	22	24	25	78	MARK RODRIGUEZ	CAB	1.0

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KTXQ	1 KVIL-FM	1 KSCS	1 KVIL-FM	1 KSCS	1 KVIL-FM
2 KKDA-FM	2 KKDA-FM	2 KTXQ	2 KSCS	2 WBAP	2 KPLX
3 KZEW	3 KHYI	3 KVIL-FM	3 KKDA-FM	3 KVIL-FM	3 KSCS
4 KHYI	4 KEGL	4 KKDA-FM	4 KPLX	4 KRLD	4 KKDA-FM
5 KZPS	5 KPLX	5 WBAP	5 KHYI	5 KLIF	5 KLUV
6 KEGL	6 KOJO	6 KZEW	6 KEGL	6 KZPS	6 KMEZ-FM
7 KSCS	7 KSCS	7 KZPS	7 KLUV	7 KPLX	7 KMGC
8 KVIL-FM	8 KMGC	8 KRLD	8 KOJO	8 KTXQ	8 KQZY
9 KRLD	9 KTXQ	9 KPLX	9 KMGC	9 KLUV	9 KOJO
10 KPLX	10 KZPS	10 KLIF	10 KQZY	10 KOAI	10 WBAP

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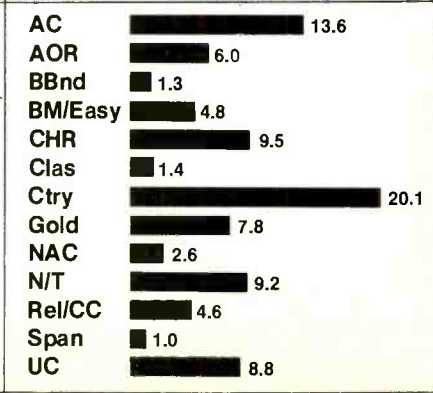

#48 DAYTON

POPULATION: **802,200**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.0	13.4	12.8	14.1	14.7	1	**WTUE** AOR	104.7 50kw	1	2	1	1	1	7	99	SUMMIT	MCG	19.2
10.2	11.2	10.2	10.5	11.0	2	**WGTZ** CHR	92.9 40kw	2	1	2	3	3	8	75	GREAT TRAILS	KATZ	10.5
10.8	11.8	12.8	10.0	9.1	3	**WHIO-FM** B/EZ	99.1 50kw	3	16	10	10	5	2	73	COX	TOR	9.6
6.9	6.0	5.4	6.0	8.7	4	**WWSN** AC	107.7 50kw	5	6	3	2	2	1	90	STONER	CHR	3.9
8.5	8.5	9.7	9.2	8.1	5	**WHIO** Talk	1290 5kw	4	7	9	12	8	3	82	COX	TOR	7.2
2.7	4.5	3.7	6.3	5.6	6	**WVUD** AC	99.9 50kw	7	15	5	4	4	4	72	UNI./DAYTON	REP	3.7
5.4	4.3	4.4	3.1	4.4	7	**WYMJ** AC	103.9 3kw	6	4	4	5	10	12	52	OHIO BR. ASSOC	BAN	5.3
6.7	5.4	5.9	6.0	4.3	8	**WONE** Ctry	980 5kw	8	10	13	11	9	5	67	SUMMIT	MCG	5.9
4.3	2.5	5.7	5.0	4.2	9	**WLW** AC	700 50kw	9	8	8	6	7	9	68	JACOR	EAST	3.3
3.5	4.0	2.6	4.4	3.9	10	**WBVE** Ctry	96.5 19.5kw	11	19	7	9	11	10	66	REAMS	EAST	4.2
4.3	3.2	4.2	4.6	3.7	11	**WBLZ** UC	103.5 19.3kw	12	3	6	8	12	13	74	PANACHE	REP	6.5
2.5	2.3	2.4	2.3	3.5	12	**WING** Gold	1410 5kw	10	9	11	7	6	6	58	GREAT TRAILS	KATZ	2.0
1.1	1.2	1.1	1.3	2.3	13	**WPTW-FM** B/EZ	95.7 50kw	15	13	20	15	13	11	103	WPTW RADIO	REG	1.8
0.6	0.6	0.9	1.1	1.0	14	**WPFB-FM** Ctry	105.9 34kw	18	20	16	17	17	17	79	WPFB, INC.	ROS	.8
3.6	3.4	3.2	2.4	1.0	15	**WDAO** UC	1210 1kw	14	22	15	16	14	14	41	STONER	---	1.5

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WTUE	1 WTUE	1 WTUE	1 WTUE	1 WTUE	1 WWSN
2 WGTZ	2 WGTZ	2 WGTZ	2 WWSN	2 WWSN	2 WGTZ
3 WLW	3 WYMJ	3 WWSN	3 WGTZ	3 WLW	3 WTUE
4 WWSN	4 WWSN	4 WLW	4 WYMJ	4 WVUD	4 WVUD
5 WVUD	5 WBLZ	5 WVUD	5 WVUD	5 WGTZ	5 WHIO-FM
6 WBVE	6 WVUD	6 WING	6 WBLZ	6 WING	6 WYMJ
7 WYMJ	7 WBVE	7 WBVE	7 WHIO-FM	7 WHIO	7 WONE
8 WHIO	8 WHIO-FM	8 WHIO	8 WONE	8 WBVE	8 WING
9 WING	9 WAZU	9 WYMJ	9 WING	9 WHIO-FM	9 WHIO
10 WBLZ	10 WONE	10 WHIO-FM	10 WBVE	10 WONE	10 WBLZ

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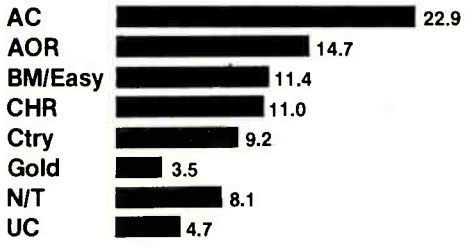
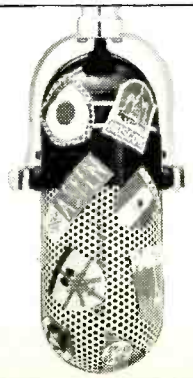


IS YOUR RADIO STATION GOING PLACES?

IT SHOULD BE!



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IDB COMMUNICATIONS GROUP, INC.

#24 DENVER-BOULDER

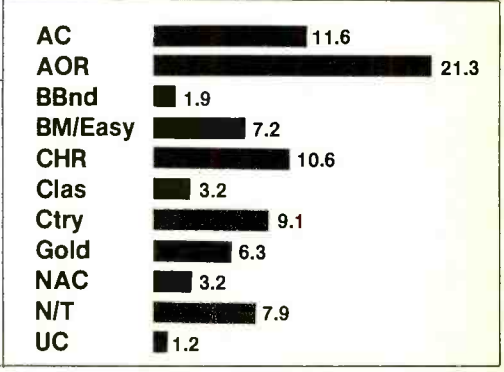
POPULATION: **1,592,800**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.8	8.1	6.0	8.8	8.3	1	**KBCO-A/F** *AOR*	*1190/97.3 5kw/100kw*	5	10	1	1	1	6	102	NOBLE	MMR	6.9
7.4	6.9	6.6	5.9	7.9	2	**KOA** *Talk*	*850 50kw*	1	11	12	6	3	2	66	JACOR	EAST	6.9
7.8	6.6	7.2	6.8	7.2	3	**KOSI** *B/EZ*	*101.1 100kw*	7	13	14	12	5	1	96	D&D	INT	4.4
4.8	4.5	6.9	7.1	6.3	4	**KXKL-FM** *Gold*	*105.1 100kw*	4	8	4	2	2	4	79	SHAMROCK BR.	DUR	7.8
5.8	6.3	6.0	6.5	5.8	5	**KAZY** *AOR*	*106.7 100kw*	6	4	2	3	7	18	75	SUMMIT	MCG	6.5
7.6	6.9	8.0	7.1	5.8	6	**KRXY-A/F** *CHR*	*1600/107.5 5kw/100kw*	2	2	5	7	10	14	61	CAP CITIES/ABC	KATZ	10.7
5.2	7.7	6.2	7.7	5.6	7	**KBPI-A/F** *AOR*	*710/105.9 5kw/100kw*	3	3	3	4	9	15	62	SANDUSKY	DUR	8.5
5.8	5.5	5.9	4.2	5.0	8	**KYGO-FM** *Ctry*	*98.5 100kw*	11	5	9	8	6	11	84	JEFFERSON PILOT	CBS	4.1
1.7	2.9	3.5	4.7	4.8	9	**KQKS** *CHR*	*104.3 100kw*	8	1	7	9	17	20	73	ANDERSON	HNWH	5.2
4.4	5.4	5.7	4.2	4.4	10	**KMJI** *AC*	*100.3 100kw*	10	9	6	5	4	8	70	GENESIS	CHR	3.8
3.0	3.2	2.2	3.5	3.2	11	**KVOD** *Clas*	*99.5 100kw*	12	21	16	13	12	5	69	HENRY	KATZ	3.8
2.5	1.8	2.2	1.8	3.2	12	**KHIH** *NAC*	*94.7 100kw*	14	26	10	10	8	9	76	SRO	HNWH	1.6
3.4	2.5	2.7	3.0	2.7	13	**KHOW** *AC*	*630 5kw*	13	14	18	15	13	7	59	COMMAND	REP	2.8
3.1	4.1	3.6	4.1	2.7	14	**KOAQ** *AC*	*103.5 100kw*	9	12	8	11	11	17	42	JACOR	EAST	4.1
3.5	3.6	3.3	2.8	2.4	15	**KLZ** *Ctry*	*560 5kw*	15	24	17	17	15	12	74	SUMMIT	MCG	2.3
2.1	2.6	2.0	2.0	1.9	16	**KEZW** *BBnd*	*1430 5kw*	17	25	30	31	25	13	78	D&D	INT	1.8
3.3	2.8	2.9	1.7	1.8	17	**KSYY** *AC*	*95.7 100kw*	16	23	15	14	14	10	70	COMMAND	REP	1.8
2.7	1.9	1.1	1.0	1.7	18	**KYGO** *Ctry*	*950 5kw*	21	27	22	18	16	11	96	JEFFERSON PILOT	CBS	.6
1.3	0.8	1.4	1.2	1.6	19	**KTCL** *AOR*	*93.3 100kw*	20	22	11	16	19	25	82	US MEDIA	--	1.1
0.9	0.9	1.7	1.1	1.2	20	**KDKO** *UC*	*1510 10-5kw*	23	6	13	20	22	27	86	SRO	HNWH	1.7

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KAZY	1 KBCO-FM	1 KBCO-FM	1 KBCO-FM	1 KBCO-FM	1 KBCO-FM
2 KBCO-FM	2 KRXY-FM	2 KAZY	2 KMJI	2 KXKL-FM	2 KXKL-FM
3 KBPI-FM	3 KMJI	3 KXKL-FM	3 KXKL-FM	3 KOA	3 KMJI
4 KXKL-FM	4 KQKS	4 KBPI-FM	4 KRXY-FM	4 KAZY	4 KOSI
5 KRXY-FM	5 KXKL-FM	5 KOA	5 KQKS	5 KYGO-FM	5 KHIH
6 KOAQ	6 KBPI-FM	6 KYGO-FM	6 KBPI-FM	6 KOSI	6 KYGO-FM
7 KMJI	7 KAZY	7 KRXY-FM	7 KHIH	7 KBPI-FM	7 KOA
8 KOA	8 KHIH	8 KOAQ	8 KAZY	8 KMJI	8 KSYY
9 KTCL	9 KOAQ	9 KMJI	9 KYGO-FM	9 KOAQ	9 KRXY-FM
10 KQKS	10 KYGO-FM	10 KHIH	10 KOSI	10 KHIH	10 KAZY

FORMAT REACH



#6 DETROIT

POPULATION: 3,570,000

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.8	10.0	10.6	12.4	9.0	1	WJR AC	760 50kw	1	22	12	7	1	1	72	CAP CITIES/ABC	KATZ	8.2
8.6	8.5	7.9	7.8	7.0	2	WJLB UC	97.9 50kw	6	2	1	1	4	12	93	BOOTH AMERICAN	MMR	10.4
2.4	2.8	3.4	3.1	5.4	3	WDFX CHR	99.5 50kw	4	1	5	11	16	23	69	METROPOLIS	MMR	6.5
4.9	4.7	4.3	4.9	5.1	4	WWJ News	950 5kw	5	10	20	16	12	4	65	FEDERAL	EAST	3.1
4.1	3.6	3.9	4.8	4.9	5	WNIC AC	100.3 32kw	9	7	3	2	3	8	70	FAIRMOUNT	MCG	4.6
4.1	4.0	4.1	4.5	4.7	6	WWWW Ctry	106.7 61kw	10	20	11	9	5	2	75	SHAMROCK	CHR	4.5
6.2	5.9	5.8	5.1	4.7	7	WJOI B/EZ	97.1 12kw	13	28	15	15	11	3	84	FEDERAL	EAST	3.2
4.3	5.5	4.6	4.0	4.4	8	WCZY CHR	95.5 100kw	2	5	7	4	6	7	50	DORTON	HNWH	4.6
4.0	2.9	2.6	3.2	4.4	9	WOMC AC	104.3 190kw	11	23	9	3	2	5	73	METROPOLITAN	REP	3.2
4.5	4.6	4.9	3.8	3.8	10	WLLZ AOR	98.7 50kw	7	4	2	8	15	27	54	LEGACY	BAN	6.7
3.9	3.4	3.4	3.0	3.6	11	WRIF AOR	101.1 27.2kw	8	8	4	5	9	21	52	GREAT AMERICAN	REP	4.9
2.3	1.9	2.0	3.1	3.4	12	WKSG Gold	102.7 50kw	15	14	8	10	8	11	80	INNER CITY	DUR	2.4
4.7	4.9	4.6	5.3	3.4	13	WHYT CHR	96.3 50kw	3	3	10	12	14	18	41	CAP CITIES/ABC	KATZ	5.0
3.7	4.7	3.3	3.0	3.4	14	WCSX CR	94.7 13.5kw	12	11	6	6	7	15	56	GREATER MEDIA	MCG	3.6
3.2	3.6	4.6	3.2	3.3	15	CKLW BBnd	800 50kw	14	26	29	27	22	6	69	CUC	REP	2.4
4.0	3.1	3.2	3.2	3.1	16	WXYT Talk	1270 5kw	17	27	23	23	18	10	82	FRITZ	ROS	2.7
3.3	2.8	2.6	2.5	2.6	17	WLTI AC	93.1 26.5kw	16	17	13	13	10	9	62	VIACOM	CBS	1.9
1.2	1.0	0.9	1.5	2.1	18	CKMR Gold	93.9 89kw	19	19	14	14	13	13	66	CUC	REP	1.4
2.1	1.5	2.1	1.7	1.7	19	WJZZ Jazz	105.9 68kw	18	13	16	18	17	16	52	BELL	TOR	2.0
1.5	1.9	1.5	1.2	1.5	20	WQRS Clas	105.1 50kw	21	29	22	20	21	19	58	MARLIN II LTD	CMBS	1.1
1.3	1.3	1.8	1.3	1.3	21	WCXI Ctry	1130 50-10kw	22	30	28	28	27	17	57	SHAMROCK	CHR	1.2
1.1	1.6	1.1	0.9	1.3	22	WMTG UC	1310 5kw	27	25	26	19	20	14	87	FAIRMOUNT	MCG	.9
0.6	2.0	1.6	1.1	1.3	23	WVAE NAC	92.3 21.5kw	23	18	18	17	19	22	59	FRITZ	ROS	1.9
1.1	0.9	0.9	1.1	1.1	24	WCHB Rel	1440 1kw	26	16	21	24	24	25	69	BELL	TOR	.9
1.3	1.1	1.5	1.7	1.1	25	WGPR UC	107.5 50kw	20	9	17	22	28	28	41	INT'L MASONS	RA/L	1.4
0.7	1.2	0.8	1.1	1.1	26	WMUZ CC	103.5 115kw	24	15	19	21	23	26	54	CRAWFORD	CRA	1.5
1.0	1.2	1.0	1.4	1.0	27	WQBH UC	1400 1kw	25	24	30	25	25	20	53	DETROIT BR.	PATT	.6

Continued on Page 159

#50 GREENSBORO-WINSTON SALEM-HIGH POINT

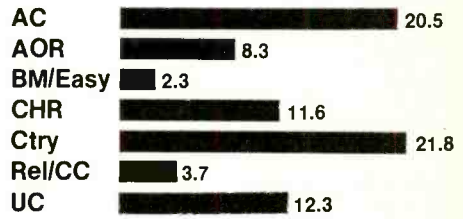
POPULATION: **771,900**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.8	18.6	17.5	18.1	16.8	1	**WTQR** *Ctry*	*104.1 100kw*	1	5	3	1	1	1	127	NEWMARKET MEDIA	MCG	18.0
7.8	5.4	4.6	7.9	8.9	2	**WQMG** *UC*	*97.1 100kw*	6	4	2	3	3	3	135	MURRAY HILL	HNWH	8.4
8.6	7.4	13.3	9.9	8.3	3	**WKRR** *AOR*	*92.3 100kw*	2	3	1	2	4	12	93	DICK	MMR	12.9
8.5	6.5	6.7	7.9	6.8	4	**WMAG** *AC*	*99.5 100kw*	5	9	5	4	2	2	86	VOYAGER	MMR	8.2
6.0	6.2	7.1	7.3	6.2	5	**WKZL** *CHR*	*107.5 100kw*	3	2	4	5	6	14	70	NATIONWIDE	KATZ	8.2
4.9	5.5	4.5	5.9	5.4	6	**WKSI** *CHR*	*98.7 100kw*	4	1	6	6	9	13	65	BAHAKEL	REP	6.6
4.7	5.6	4.5	3.7	5.0	7	**WSJS** *AC*	*600 5kw*	7	16	19	10	10	4	80	NEWMARKET MEDIA	MCG	3.9
6.9	4.9	5.0	4.4	3.8	8	**WBIG** *Ctry*	*102.1 100kw*	10	8	8	8	8	6	74	BEASLEY	HNWH	3.2
2.0	2.3	1.7	2.0	3.1	9	**WMQX-FM** *AC*	*93.1 100kw*	8	27	7	7	5	7	58	EVERGREEN	DUR	2.3
4.1	5.3	5.2	4.3	3.1	10	**WOJY** *AC*	*100.3 100kw*	9	30	9	9	7	5	59	MANN MEDIA	MCG	3.0
1.8	1.7	1.9	2.7	2.5	11	**WMFR** *AC*	*1230 1kw*	13	11	20	19	16	9	111	VOYAGER	MMR	1.2
1.4	1.8	1.7	2.4	2.3	12	**WWMY** *B/EZ*	*94.5 100kw*	11	19	14	11	11	8	84	SPPEDO PRINT	KATZ	2.0
2.2	3.0	2.5	2.7	2.0	13	**WAAA** *UC*	*980 1-.069kw*	14	7	12	12	13	10	91	MEDIA BR.	--	3.8
2.2	2.0	1.1	0.8	1.5	14	**WHPE** *Rel*	*95.5 100kw*	15	20	26	25	19	18	74	BIBLE BR.	--	1.2
0.8	1.6	1.9	1.7	1.4	15	**WEAL** *UC*	*1510 1kw*	19	15	11	15	25	16	92	NORTH STATE	HNWH	.5
1.9	2.1	1.1	0.7	1.2	16	**WTNC** *Rel*	*790 1-.05kw*	17	17	17	17	12	11	78	WILLIS	--	1.1
0.9	0.7	1.0	0.5	1.2	17	**WPCM** *Ctry*	*101.1 100kw*	12	13	13	14	15	17	51	RES. TRIANGLE	MASL	.5
0.8	0.8	0.0	0.8	1.0	18	**WSMX** *Rel*	*1500 10kw*	25	12	23	20	14	15	100	GOSPEL MEDIA	--	.2

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WKRR	1 WKRR	1 WTQR	1 WTQR	1 WTQR	1 WTQR
2 WQMG	2 WQMG	2 WKRR	2 WMAG	2 WQMG	2 WMAG
3 WTQR	3 WKZL	3 WQMG	3 WQMG	3 WMAG	3 WKRR
4 WKZL	4 WTQR	4 WMAG	4 WKRR	4 WKRR	4 WQMG
5 WMAG	5 WKSI	5 WKZL	5 WKZL	5 WMQX-FM	5 WKZL
6 WKSI	6 WMAG	6 WMQX-FM	6 WKSI	6 WOJY	6 WBIG
7 WBIG	7 WMQX-FM	7 WKSI	7 WBIG	7 WKZL	7 WKSI
8 WMQX-FM	8 WBIG	8 WOJY	8 WMQX-FM	8 WSJS	8 WSJS
9 WOJY	9 WEAL	9 WBIG	9 WOJY	9 WBIG	9 WOJY
10 WROQ	10 WOJY	10 WSJS	10 WSJS	10 WKSI	10 WMQX-FM

FORMAT REACH



#40 HARTFORD-NEW BRITAIN-MIDDLETON

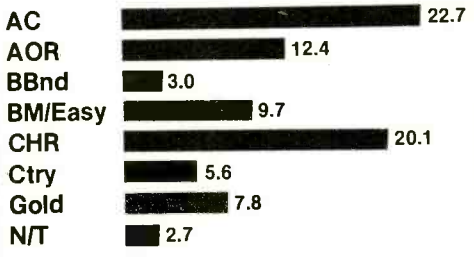
POPULATION: **969,100**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
19.8	18.8	19.1	18.6	15.8	1	WTIC *AC*	*1080 50kw*	2	11	9	5	3	1	95	CHASE	KATZ	15.6
14.8	14.6	13.9	13.8	12.2	2	WTIC-FM *CHR*	*96.5 20kw*	1	1	1	1	2	4	70	CHASE	KATZ	18.4
9.3	9.9	11.8	10.0	9.7	3	WRCH *B/EZ*	*100.5 7.5kw*	3	25	12	9	7	2	95	RADIO CRP/HART	BAN	5.6
8.8	7.9	6.9	6.0	7.8	4	WDRC-FM *Gold*	*102.9 19.5kw*	5	8	3	2	1	3	94	BUCKLEY	MCG	6.2
4.0	4.6	5.8	3.6	5.9	5	WIOF *AC*	*104.1 18kw*	4	12	5	3	5	6	69	GREAT CONN.	EAST	3.5
2.0	1.6	2.0	1.2	5.6	6	WWYZ *Ctry*	*92.5 18kw*	9	7	7	6	4	5	100	WWYZ, INC.	BAN	3.5
4.9	6.2	7.0	6.8	5.3	7	WHCN *AOR*	*105.9 16kw*	7	4	2	4	6	8	65	BECK-ROSS	CHR	8.1
5.0	4.6	5.6	5.7	4.9	8	WKSS *CHR*	*95.7 50kw*	6	2	6	8	9	10	60	PRECISION MED.	MMR	5.6
4.4	5.4	3.7	3.9	4.4	9	WCCC-A/F *AOR*	*1290/106.9 .5kw/23kw*	8	3	4	7	8	11	67	GREATER HART	DUR	6.4
3.5	3.8	2.5	3.8	3.0	10	WRCQ *Nost*	*910 5kw*	14	15	23	23	21	7	97	RADIO CRP/HART	BAN	1.9
2.9	2.8	2.0	3.0	2.7	11	WPOP *N/T*	*1410 5kw*	10	18	16	14	11	9	51	GREATER CONN.	EAST	2.1
1.1	1.0	1.4	1.2	1.9	12	WKCI *CHR*	*101.3 10kw*	11	6	10	10	10	13	44	NOBLE	MCG	1.9
1.4	2.1	1.4	2.0	1.5	13	WAQY *AOR*	*102.1 17kw*	13	9	8	11	15	23	37	SUNSHINE GROUP	KATZ	3.0
2.0	1.9	1.4	1.3	1.2	14	WPLR *AOR*	*99.1 50kw*	12	13	11	12	12	15	31	SOUTHERN STAR	DUR	1.1
0.0	0.0	0.0	0.3	1.1	15	WILI-FM *CHR*	*98.3 3kw*	18	5	15	16	17	18	105	NUTMEG	--	--
0.3	0.4	0.0	0.6	1.0	16	WHYN-FM *AC*	*93.1 50kw*	16	14	13	13	14	14	45	WILKS/SCHWARTZ	MCG	1.3

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WHCN	1 WTIC-FM	1 WTIC-FM	1 WTIC-FM	1 WDRC-FM	1 WTIC-FM
2 WCCC-FM	2 WIOF	2 WDRC-FM	2 WIOF	2 WTIC-FM	2 WDRC-FM
3 WTIC-FM	3 WDRC-FM	3 WHCN	3 WDRC-FM	3 WHCN	3 WTIC
4 WDRC-FM	4 WKSS	4 WCCC-FM	4 WTIC	4 WWYZ	4 WIOF
5 WKSS	5 WHCN	5 WWYZ	5 WKSS	5 WTIC	5 WWYZ
6 WWYZ	6 WWYZ	6 WTIC	6 WWYZ	6 WCCC-FM	6 WRCH
7 WAQY	7 WKCI	7 WKSS	7 WHCN	7 WRCH	7 WKSS
8 WPLR	8 WTIC	8 WIOF	8 WRCH	8 WIOF	8 WHCN
9 WIOF	9 WCCC-FM	9 WRCH	9 WCCC-FM	9 WKSS	9 WCCC-FM
10 WTIC	10 WAQY	10 WAQY	10 WKCI	10 WPOP	10 WKCI

FORMAT REACH



#10 HOUSTON-GALVESTON

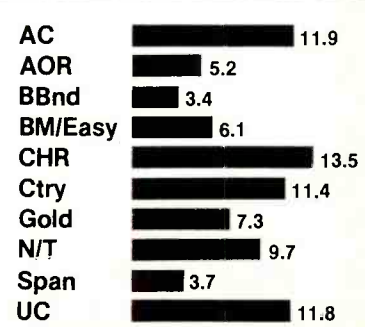
POPULATION: **2,958,400**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.8	8.5	8.8	9.3	9.8	1	**KMJQ** *UC*	*102.1 100kw*	6	3	1	1	2	8	125	KEYMARKET	CHR	12.8
6.1	7.4	6.7	6.9	7.5	2	**KKBQ-A/F** *CHR*	*790/92.9 5kw/97kw*	1	1	3	3	6	11	64	GANNETT	MCG	9.2
8.3	6.9	8.1	7.0	6.8	3	**KIKK-FM** *Ctry*	*95.7 100kw*	4	6	6	2	1	1	78	VIACOM	TOR	8.7
5.7	5.2	5.2	4.9	6.1	4	**KODA** *B/EZ*	*99.1 100kw*	5	17	9	5	3	2	75	GROUP W	G/W	3.1
6.4	7.9	8.4	6.0	6.0	5	**KRBE** *CHR*	*104.1 100kw*	2	2	4	7	15	14	57	SUSQUEHANNA	DUR	8.9
4.9	5.4	6.2	6.5	5.7	6	**KTRH** *News*	*740 50kw*	3	18	13	12	11	4	60	RUSK	CBS	4.4
6.2	5.6	5.9	5.8	5.2	7	**KLOL** *AOR*	*101.1 100kw*	8	5	2	4	7	13	74	RUSK	CBS	5.8
5.9	6.0	6.7	6.2	4.6	8	**KILT-FM** *Ctry*	*100.3 100kw*	7	12	11	11	5	3	66	LEGACY	BAN	7.0
4.9	4.2	3.8	4.4	4.3	9	**KFMK** *AC*	*97.9 100kw*	13	14	10	6	4	5	84	COOK INLET	KATZ	3.8
3.1	3.1	2.4	3.3	4.0	10	**KPRC** *N/T*	*950 5kw*	10	19	18	14	12	7	72	H&C	EAST	2.5
2.8	4.5	3.3	3.8	3.8	11	**KLTR** *AC*	*93.7 100kw*	9	9	8	10	8	9	60	CBS	CBS	2.6
4.2	3.2	2.8	2.8	3.8	12	**KKHT** *AC*	*96.5 100kw*	11	15	7	9	9	12	69	EMMIS	REP	3.2
4.8	3.7	3.7	3.8	3.7	13	**KZFX** *CR*	*107.5 100kw*	12	11	5	8	10	16	68	SHAMROCK BR.	REP	3.5
4.2	3.2	3.4	3.8	3.4	14	**KQUE** *Nost*	*102.9 100kw*	15	16	24	16	14	6	83	TEXAS COAST	EAST	2.6
1.8	2.2	3.4	3.2	2.5	15	**KLDE** *Gold*	*94.5 100kw*	14	10	14	13	13	10	54	INTERCOM	DUR	3.0
3.1	1.9	2.1	2.6	1.3	16	**KLAT** *Span*	*1010 5kw*	19	24	17	17	17	15	92	TICHENOR MEDIA	KATZ	.7
1.0	1.7	1.1	1.5	1.3	17	**KXYZ** *Span*	*1320 5kw*	20	32	12	15	16	24	92	INFINITY	CAB	.8
1.7	1.7	0.9	1.5	1.1	18	**KYOK** *Gold*	*1590 5kw*	16	22	19	19	18	17	63	ALL PRO	K/P	.7
1.2	1.1	0.8	1.1	1.1	19	**KEYH** *Span*	*850 10kw*	26	31	16	18	19	20	139	ARTLITE	CAB	.2
0.0	0.0	0.0	0.0	1.0	20	**KHYS** *UC*	*98.5 100kw*	21	4	15	20	22	29	78	CLEAR CHANNEL	HNWH	1.2
0.9	1.0	1.0	1.4	1.0	21	**KHCB** *UC*	*105.7 100kw*	17	21	22	22	21	18	56	HOUSTON CHRIST.	--	1.3

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KMJQ	1 KMJQ	1 KLOL	1 KMJQ	1 KLOL	1 KIKK-FM
2 KLOL	2 KKBQ-FM	2 KMJQ	2 KIKK-FM	2 KZFX	2 KMJQ
3 KZFX	3 KRBE	3 KZFX	3 KKBQ-FM	3 KMJQ	3 KODA
4 KKBQ-FM	4 KIKK-FM	4 KFMK	4 KODA	4 KIKK-FM	4 KLTR
5 KRBE	5 KLTR	5 KKBQ-FM	5 KRBE	5 KFMK	5 KFMK
6 KKHT	6 KKHT	6 KIKK-FM	6 KLTR	6 KODA	6 KKBQ-FM
7 KIKK-FM	7 KLOL	7 KKHT	7 KKHT	7 KILT-FM	7 KILT-FM
8 KFMK	8 KILT-FM	8 KODA	8 KILT-FM	8 KKHT	8 KKHT
9 KODA	9 KODA	9 KRBE	9 KFMK	9 KTRH	9 KLDE
10 KLTR	10 KZFX	10 KTRH	10 KLDE	10 KPRC	10 KRBE

FORMAT REACH



#37 INDIANAPOLIS

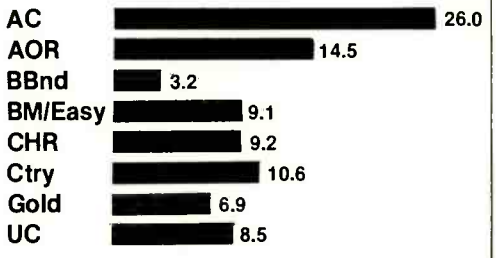
POPULATION: **1,009,100**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.7	12.8	14.9	13.8	14.5	1	WFBQ AOR	94.7 52kw	1	4	1	1	1	5	101	GREAT AMERICAN	KATZ	16.6
13.1	14.7	13.1	13.9	14.3	2	WIBC AC	1070 50-10kw	2	9	9	6	2	1	110	SCONNIX	DUR	12.9
10.0	9.5	12.2	10.2	9.2	3	WZPL CHR	99.5 50kw	3	1	3	5	9	9	72	BOOTH AMERICAN	HNWH	12.7
8.0	7.0	8.6	7.6	9.1	4	WXTZ B/EZ	103.3 18kw	7	12	8	8	6	2	99	WIN	REP	6.8
13.7	11.3	10.3	11.4	9.0	5	WFMS Ctry	95.5 13kw	5	6	4	4	4	3	89	SUSQUEHANNA	MCG	11.6
6.7	8.6	8.4	6.7	7.1	6	WENS AC	97.1 23kw	4	2	2	3	5	7	67	EMMIS	CHR	6.2
5.2	5.0	4.3	6.6	6.9	7	WKLR Gold	93.1 12.5kw	6	8	6	2	3	4	74	SCONNIX	DUR	4.3
8.2	8.0	7.7	8.8	6.3	8	WTLC UC	105.7 50kw	8	3	5	7	8	6	84	PANACHE	MMR	10.0
4.0	4.3	4.4	3.4	4.6	9	WTPI AC	107.9 22kw	9	10	7	9	7	8	77	SOMERSET	EAST	3.7
3.3	3.6	2.4	3.6	3.2	10	WTUX BBnd	1310 5-1kw	10	7	17	19	16	10	84	PANACHE	MMR	1.8
0.5	0.8	0.4	1.4	2.2	11	WPZZ UC	95.9 3kw	12	5	10	10	11	15	71	WILLIS	REG	2.9
2.2	2.2	1.8	2.0	1.6	12	WIRE Ctry	1430 5kw	11	14	13	11	10	11	49	WIN	REP	1.0

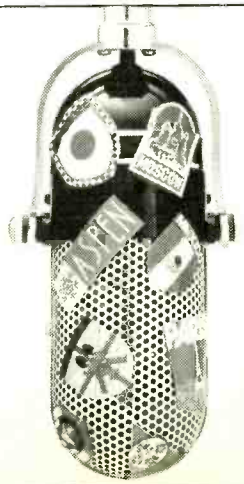
DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WFBQ	1 WFBQ	1 WFBQ	1 WFBQ	1 WFBQ	1 WIBC
2 WZPL	2 WENS	2 WKLR	2 WENS	2 WKLR	2 WENS
3 WKLR	3 WZPL	3 WFMS	3 WFMS	3 WIBC	3 WXTZ
4 WTLC	4 WFMS	4 WZPL	4 WZPL	4 WFMS	4 WFBQ
5 WFMS	5 WTPI	5 WIBC	5 WIBC	5 WENS	5 WFMS
6 WENS	6 WTLC	6 WTLC	6 WXTZ	6 WTLC	6 WKLR
7 WIBC	7 WXTZ	7 WENS	7 WKLR	7 WXTZ	7 WTPI
8 WTPI	8 WPZZ	8 WTPI	8 WTPI	8 WZPL	8 WZPL
9 WXTZ	9 WKLR	9 WXTZ	9 WTLC	9 WTPI	9 WTLC
10 WPZZ	10 WIBC	10 WPZZ	10 WPZZ	10 WIRE	10 WIRE

FORMAT REACH



HIT THE ROAD JOCK!



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Start going places with IDB!

1-800-IDB-COMM

IDB COMMUNICATIONS GROUP, INC.

#27 KANSAS CITY

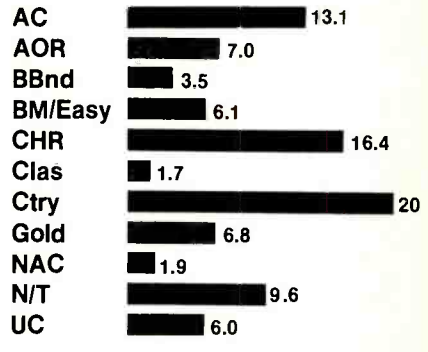
POPULATION: 1,279,200

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.8	12.6	12.9	12.1	11.0	1	**WDAF** *Ctry*	*610 5kw*	2	8	10	3	1	1	93	GREAT AMERICAN	KATZ	11.3
7.6	7.0	5.5	6.4	9.6	2	**KCMO** *N/T*	*810 50kw*	1	13	11	7	4	2	78	GANNETT	MCG	6.9
7.2	9.5	7.9	6.3	9.0	3	**KFKF-A/F** *Ctry*	*1340/94.1 1kw/100kw*	4	6	1	1	2	4	100	SCONNIX	HNWH	7.1
9.2	9.4	9.1	8.5	7.0	4	**KYYS** *AOR*	*102.1 100kw*	5	5	2	2	3	7	78	GREAT AMERICAN	KATZ	6.8
9.8	9.5	7.9	7.5	6.2	5	**KBEQ** *CHR*	*104.3 100kw*	3	1	6	8	12	13	57	NOBLE	BAN	9.5
7.1	7.2	5.4	6.2	6.1	6	**KMBR** *B/EZ*	*99.7 100kw*	9	9	13	12	6	3	85	BONNEVILLE INTL	DUR	3.6
7.6	6.7	5.9	6.4	6.0	7	**KPRS** *UC*	*103.3 100kw*	12	3	4	4	8	12	102	KPRS	REP	6.6
0.9	0.6	1.1	2.8	6.0	8	**KXXR** *CHR*	*106.5 100kw*	6	2	3	5	13	17	76	OLYMPIA	REP	10.3
3.1	4.0	3.2	5.1	4.8	9	**KUDL** *AC*	*98.1 100kw*	7	12	7	6	5	8	61	SHAMROCK	CHR	3.2
3.3	4.2	4.6	4.8	4.3	10	**KLSI** *AC*	*93.3 100kw*	13	7	9	9	7	9	73	SANDUSKY	BAN	4.4
3.4	5.1	5.7	4.9	4.2	11	**KCPW** *CHR*	*94.9 100kw*	8	4	8	10	11	11	54	GANNETT	MCG	3.1
5.0	3.3	6.7	6.6	4.0	12	**KMBZ** *AC*	*980 5kw*	10	14	17	15	15	5	60	BONNEVILLE INTL	DUR	6.0
3.9	5.2	5.3	4.6	3.8	13	**KCFX** *CR*	*100.7 100kw*	11	11	5	11	9	16	62	HOKER	MMR	6.5
2.6	2.1	2.4	2.2	3.5	14	**KJLA** *BBnd*	*1190 5-.25kw*	15	16	19	20	18	10	104	OSBORN	ROS	1.4
3.4	2.4	2.7	3.7	3.0	15	**WHB** *Gold*	*710 10-5kw*	14	19	14	13	10	6	58	SHAMROCK	CHR	2.7
1.2	1.5	1.3	1.8	1.9	16	**KCWV** *NAC*	*98.9 100kw*	16	17	12	14	14	15	68	WODLINGER	CBS	1.5
1.6	1.6	1.2	1.2	1.7	17	**KXTR** *Clas*	*96.5 100kw*	17	15	15	17	16	14	63	KXTR	CMBS	1.6

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KYYS	1 KFKF-FM	1 KYYS	1 KFKF-FM	1 KFKF-FM	1 WDAF
2 KXXR	2 KPRS	2 KFKF-FM	2 KLSI	2 WDAF	2 KLSI
3 KFKF-FM	3 KLSI	3 KXXR	3 KCPW	3 KYYS	3 KCMO
4 KCFX	4 KYYS	4 KCFX	4 WDAF	4 KCFX	4 KFKF-FM
5 KPRS	5 KCPW	5 WDAF	5 KPRS	5 KCMO	5 KUDL
6 KBEQ-FM	6 KBEQ-FM	6 KPRS	6 KUDL	6 KUDL	6 KCPW
7 KUDL	7 KUDL	7 KUDL	7 KBEQ-FM	7 KMBR	7 KMBR
8 WDAF	8 KXXR	8 KCMO	8 KYYS	8 KPRS	8 KYYS
9 KCPW	9 WDAF	9 KMBR	9 KCMO	9 WHB	9 KBEQ-FM
10 KCMO	10 KCFX	10 WHB	10 KMBR	10 KXXR	10 KPRS

FORMAT REACH



#2 LOS ANGELES

POPULATION: **9,086,100**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.5	7.1	7.4	7.4	7.2	1	**KPWR** *CHR*	*105.9 72kw*	2	1	1	1	3	14	73	EMMIS	HNWH	9.2
6.9	6.6	6.1	6.8	5.8	2	**KIIS-FM** *CHR*	*102.7 8kw*	1	2	2	2	2	10	58	GANNETT	MCG	7.6
4.5	5.3	4.6	5.0	5.4	3	**KOST** *AC*	*103.5 12.5kw*	3	4	4	3	1	3	70	COX	CHR	5.1
5.5	5.8	6.2	5.7	5.3	4	**KABC** *Talk*	*790 5kw*	6	31	24	14	9	2	81	CAP CITIES/ABC	KATZ	5.8
4.3	3.9	4.2	4.1	4.6	5	**KJOI** *B/EZ*	*98.7 75kw*	10	18	32	18	14	1	93	COMMAND	BAN	3.7
3.8	3.6	4.3	4.3	3.6	6	**KLOS** *AOR*	*95.5 63.1kw*	8	10	3	4	6	23	69	CAP CITIES/ABC	KATZ	5.3
3.2	3.0	2.9	3.1	3.5	7	**KNX** *News*	*1070 50kw*	4	24	23	16	15	4	50	CBS	CBS	2.5
4.0	3.3	3.4	4.2	3.3	8	**KBIG** *AC*	*104.3 105kw*	9	16	14	12	11	5	65	BONNEVILLE INTL	CBS	2.7
2.3	2.4	1.7	3.0	3.3	9	**KTWV** *NAC*	*94.7 58kw*	13	21	6	5	4	9	74	METROPOLITAN	BAN	3.1
3.7	3.3	3.7	3.1	3.2	10	**KRTH-FM** *Gold*	*101.1 58kw*	7	13	9	6	5	8	50	RKO GENERAL	REP	3.0
3.7	3.4	3.4	3.4	3.2	11	**KROQ** *AOR*	*106.7 5.6kw*	11	3	5	9	25	36	65	INFINITY	TOR	4.9
4.2	3.3	2.7	3.3	3.1	12	**KFWB** *News*	*980 5kw*	5	23	26	17	17	6	46	GROUP W	G/W	2.6
2.5	2.8	3.1	2.7	2.8	13	**KLVE** *Span*	*107.5 34.5kw*	16	11	7	7	7	15	89	HEFTEL	CAB	2.4
2.8	2.5	2.4	2.6	2.8	14	**KIQQ** *AC*	*100.3 5.3kw*	12	12	13	11	13	11	63	WESTWOOD ONE	HNWH	2.6
3.0	3.0	4.2	2.7	2.8	15	**KTNQ** *Span*	*1020 50kw*	20	9	11	10	12	12	102	HEFTEL	CAB	1.9
2.1	2.4	2.1	2.1	2.6	16	**KZLA** *Ctry*	*93.9 49kw*	17	25	18	15	10	7	84	MALRITE	EAST	2.7
3.6	3.0	2.7	3.1	2.3	17	**KLSX** *CR*	*97.1 55kw*	14	20	8	8	8	20	54	GREATER MEDIA	MMR	2.5
1.8	2.3	1.6	1.6	2.3	18	**KJLH** *UC*	*102.3 2.25kw*	18	8	10	13	16	22	77	TAXI	ROS	2.8
2.5	2.7	2.4	2.0	2.1	19	**KMPC** *Nost*	*710 50-10kw*	15	33	36	33	23	13	52	GOLDEN WEST	DUR	1.8
1.1	1.1	1.1	1.0	1.6	20	**KNAC** *AOR*	*105.5 1.05kw*	27	7	12	19	32	41	86	FLAGSHIP	K/P	2.3
1.6	1.4	1.4	1.4	1.5	21	**KFAC-FM** *Clas*	*92.3 55kw*	19	41	29	29	28	18	53	CLASSIC	MCG	1.1
0.9	1.0	0.9	1.0	1.4	22	**KACE** *UC*	*103.9 1.65kw*	23	17	15	20	21	27	59	ALL PRO	K/P	1.4

Continued on Page 159

IS YOUR RADIO STATION GOING PLACES?

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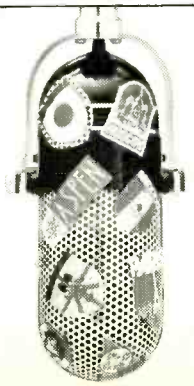

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Start going places with IDB!

1-800-IDB-COMM

IDB COMMUNICATIONS GROUP, INC.

#6 DETROIT

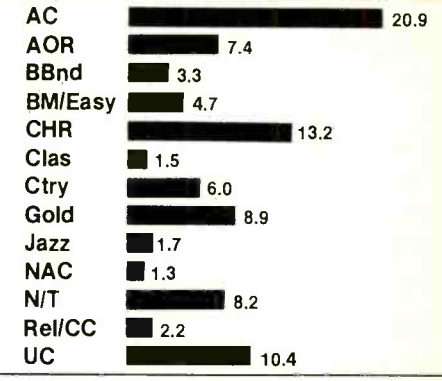
POPULATION: **3,570,000**

Continued from Page 152

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WLLZ	1 WJLB	1 WRIF	1 WJLB	1 WJR	1 WOMC
2 WRIF	2 WNIC	2 WLLZ	2 WNIC	2 WWWW	2 WNIC
3 WJLB	3 WDFX	3 WCSX	3 WOMC	3 WCSX	3 WJLB
4 WCSX	4 WCZY	4 WJR	4 WCZY	4 WRIF	4 WCZY
5 WDFX	5 WHYT	5 WJLB	5 WDFX	5 WKSG	5 WLTI
6 WKSG	6 WOMC	6 WWWW	6 WLTI	6 WLLZ	6 WJR
7 WNIC	7 WKSG	7 WKSG	7 WHYT	7 WOMC	7 WWWW
8 WCZY	8 WCSX	8 WOMC	8 WKSG	8 WNIC	8 WJOI
9 WWWW	9 WRIF	9 WCZY	9 WWWW	9 WJLB	9 WHYT
10 WOMC	10 WLTI	10 WNIC	10 WJR	10 WWJ	10 WKSG

FORMAT REACH



#2 LOS ANGELES

POPULATION: **9,086,100**

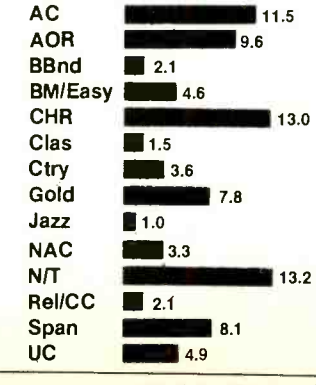
Continued from Page 158

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
1.0	1.8	1.9	1.5	1.3	23	**KWKW** *Span*	*1300 5-1kw*	33	29	21	23	22	19	104	LOTUS	LOTU	.7
1.3	1.2	1.4	1.4	1.3	24	**KFI** *Talk*	*640 50kw*	22	34	30	27	19	16	53	COX	CHR	1.6
1.5	1.7	1.5	1.6	1.2	25	**KDAY** *UC*	*1580 50kw*	26	6	19	25	36	29	68	HERITAGE MEDIA	ROS	1.6
0.9	0.9	1.4	1.6	1.2	26	**KSKQ** *Span*	*1540 50-10kw*	35	26	17	22	20	34	98	SBS	SBS	.2
1.1	1.3	1.3	1.3	1.2	27	**KRLA** *Gold*	*1110 50-20kw*	25	22	27	24	24	17	59	GREATER MEDIA	MMR	1.3
1.3	1.9	1.3	1.3	1.2	28	**KNX-FM** *AOR*	*93.1 28.5kw*	21	32	16	21	18	30	45	CBS	CBS	2.5
1.3	0.8	0.8	0.9	1.1	29	**KRTH** *Gold*	*930 5kw*	24	14	35	32	27	24	55	RKO GENERAL	REP	.6
1.4	1.2	1.6	1.0	1.0	30	**KLAC** *Ctry*	*570 5kw*	28	30	37	36	33	25	58	MALRITE	EAST	1.3
1.0	1.2	1.0	1.5	1.0	31	**KKGO-FM** *Jazz*	*105.1 18kw*	29	42	33	30	26	21	56	MT. WILSON FM	CMBS	1.0

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KPWR	1 KPWR	1 KPWR	1 KOST	1 KTWV	1 KOST
2 KLOS	2 KIIS-FM	2 KLOS	2 KPWR	2 KLOS	2 KIIS-FM
3 KIIS-FM	3 KOST	3 KIIS-FM	3 KIIS-FM	3 KRTH-FM	3 KPWR
4 KROQ	4 KLVE	4 KTWV	4 KLVE	4 KPWR	4 KBIG
5 KNAC	5 KROQ	5 KRTH-FM	5 KBIG	5 KIIS-FM	5 KLVE
6 KLSX	6 KLOS	6 KLSX	6 KIQQ	6 KOST	6 KRTH-FM
7 KTWV	7 KIQQ	7 KTNQ	7 KRTH-FM	7 KABC	7 KIQQ
8 KOST	8 KJLH	8 KOST	8 KJLH	8 KLSX	8 KTWV
9 KTNQ	9 KTWV	9 KROQ	9 KTWV	9 KTNQ	9 KJOI
10 KRTH-FM	10 KRTH-FM	10 KABC	10 KLOS	10 KNX	10 KZLA

FORMAT REACH



#49 LOUISVILLE

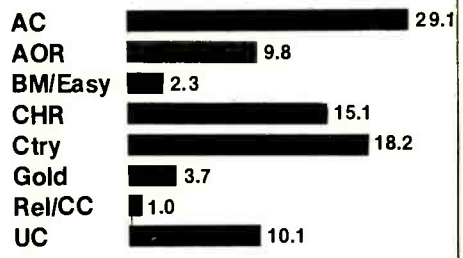
POPULATION: **791,500**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.3	16.7	16.1	17.8	17.2	1	**WAMZ** *Ctry*	*97.5 100kw*	2	6	2	1	1	1	99	CLEAR CHANNEL	CHR	13.2
16.1	17.7	15.4	17.5	15.0	2	**WHAS** *AC*	*840 50kw*	1	7	8	3	2	2	79	CLEAR CHANNEL	CHR	13.1
8.8	9.2	8.9	9.5	9.8	3	**WQMF** *AOR*	*95.7 34kw*	5	3	1	2	3	9	89	WOOD/OTTINGS	EAST	15.4
9.3	9.1	10.9	8.1	9.1	4	**WDJX-FM** *CHR*	*99.7 50kw*	3	1	3	4	6	6	66	STORES	REP	11.6
9.4	7.6	8.2	7.3	7.8	5	**WVEZ-A/F** *AC*	*790/106.9 5-1kw/24.5kw*	6	10	7	5	4	3	75	GRIFFIN	KATZ	5.6
7.9	5.1	6.6	4.3	6.3	6	**WRKA** *AC*	*103.1 3kw*	7	9	6	7	5	4	65	CAPITOL BR. CRP	BAN	6.2
4.1	4.7	5.9	4.7	6.2	7	**WJYL** *UC*	*101.7 1.4kw*	9	5	4	6	7	7	107	INTER-URBAN	BAN	8.6
6.3	5.3	5.8	6.6	6.0	8	**WLRS** *CHR*	*102.3 3kw*	4	2	5	8	8	11	52	KENTUCKY TECH	MMR	7.8
4.5	4.0	3.2	3.5	3.9	9	**WLOU** *UC*	*1350 5-.5kw*	10	4	9	9	9	8	95	JOHNSON	MMR	3.6
3.8	5.8	4.4	3.4	3.7	10	**WAVG** *Gold*	*970 5kw*	8	15	10	10	10	5	50	RADIO 970, INC.	MMR	2.9
2.6	2.4	2.5	3.0	2.3	11	**WXVW** *B/EZ*	*1450 1kw*	11	16	15	15	15	10	91	SUNNYSIDE	K/P	2.5
1.4	1.5	0.9	1.2	1.0	12	**WTMT** *Ctry*	*620 .5kw*	12	12	14	14	12	12	48	JEFFERSON	MAS	1.2
1.6	1.1	0.8	1.5	1.0	13	**WXLN** *CC*	*103.9 .995kw*	13	11	13	11	11	14	49	RADIO 900	--	1.2

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WQMF	1 WAMZ	1 WQMF	1 WAMZ	1 WAMZ	1 WAMZ
2 WAMZ	2 WRKA	2 WAMZ	2 WVEZ-FM	2 WQMF	2 WHAS
3 WLRS	3 WDJX	3 WHAS	3 WRKA	3 WHAS	3 WRKA
4 WDJX	4 WJYL	4 WDJX	4 WHAS	4 WJYL	4 WVEZ-FM
5 WJYL	5 WQMF	5 WJYL	5 WDJX	5 WDJX	5 WDJX
6 WRKA	6 WVEZ-FM	6 WLRS	6 WJYL	6 WVEZ-FM	6 WJYL
7 WHAS	7 WLRS	7 WVEZ-FM	7 WQMF	7 WRKA	7 WQMF
8 WVEZ-FM	8 WHAS	8 WRKA	8 WLRS	8 WLRS	8 WLOU
9 WLOU	9 WLOU	9 WLOU	9 WLOU	9 WAVG	9 WLRS
10 WVEZ	10 WAVG	10 WAVG	10 WAVG	10 WLOU	10 WAVG

FORMAT REACH



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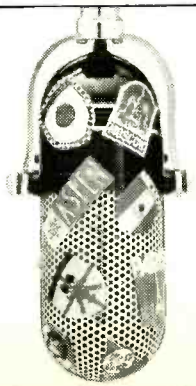

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#42 MEMPHIS

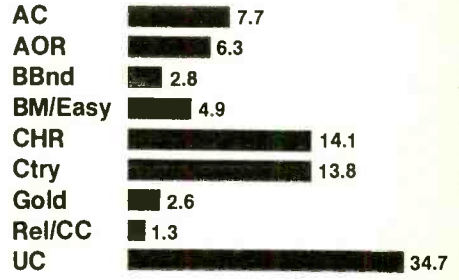
POPULATION: **878,900**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.0	12.2	11.8	13.9	17.0	1	WHRK *UC*	*97.1 100kw*	1	1	1	1	2	5	122	ADAMS	KATZ	18.8
9.1	10.5	12.8	9.2	9.6	2	WMC-FM *CHR*	*99.7 300kw*	2	5	2	2	4	8	75	SCRIPPS HOWARD	BAN	9.0
9.0	9.3	9.9	9.1	9.4	3	WGKX *Ctry*	*105.9 100kw*	4	10	6	4	1	1	85	BARNSTABLE	HNWH	8.3
6.7	8.3	7.1	7.1	7.7	4	WRVR-FM *AC*	*104.5 100kw*	3	7	4	3	3	13	62	KEYMARKET	CHR	7.7
5.7	5.6	5.2	6.1	6.5	5	WDIA *UC*	*1070 50-5kw*	6	6	8	7	5	4	84	ADAMS	KATZ	9.0
5.4	5.2	4.9	8.1	6.3	6	WEGR *AOR*	*102.7 100kw*	8	4	3	5	6	10	86	NEWMARKET MEDIA	MCG	9.4
8.4	10.6	9.4	10.9	6.1	7	KRNB *UC*	*101.1 100kw*	5	3	5	6	7	11	61	DEE RIVERS	REP	11.1
6.8	5.3	6.3	5.5	5.1	8	WLOK *UC*	*1340 1kw*	12	9	10	11	10	6	107	GILLIAM	K/P	4.1
6.2	6.6	4.4	4.5	4.9	9	WEZI-FM *B/EZ*	*94.3 3kw*	9	12	13	10	8	3	78	ARDMAN	EAST	2.5
4.0	3.4	2.4	2.4	4.5	10	KMPZ *CHR*	*98.1 100kw*	7	2	7	8	11	14	61	POLLACK	CHR	4.5
3.9	2.7	2.8	3.7	4.4	11	WMC *Ctry*	*790 5kw*	10	15	11	9	9	7	88	SCRIPPS HOWARD	BAN	2.2
2.5	2.0	2.7	2.1	2.8	12	WREC *BBnd*	*600 5kw*	11	17	18	15	13	9	58	NEWMARKET MEDIA	MCG	3.3
2.9	4.9	3.2	3.2	1.4	13	WHBQ *Gold*	*560 5-1kw*	14	11	16	14	14	12	47	FLYNN	REP	3.0
1.7	2.3	1.4	2.0	1.3	14	KFTH *Rel*	*107.1 3kw*	15	8	9	13	15	18	61	WILLIS	--	1.5
1.2	0.8	2.1	1.5	1.2	15	WRVR *Gold*	*680 10-5kw*	13	18	12	12	12	2	40	KEYMARKET	CHR	1.0

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WHRK	1 WHRK	1 WHRK	1 WHRK	1 WHRK	1 WGKX
2 WEGR	2 WMC-FM	2 WEGR	2 WMC-FM	2 WRVR-FM	2 WMC-FM
3 WMC-FM	3 WRVR-FM	3 WRVR	3 WGKX	3 WEGR	3 WRVR-FM
4 KRNB	4 WGKX	4 WMC-FM	4 WRVR	4 WGKX	4 WHRK
5 WRVR-FM	5 KRNB	5 WGKX	5 WDIA	5 WMC-FM	5 WDIA
6 KMPZ	6 WDIA	6 KRNB	6 KRNB	6 WDIA	6 KRNB
7 WGKX	7 WEGR	7 WDIA	7 WEGR	7 KRNB	7 WEZI-FM
8 WDIA	8 KMPZ	8 KMPZ	8 WEZI-FM	8 WMC	8 WLOK
9 WMC	9 KFTH	9 WMC	9 KMPZ	9 WEZI-FM	9 WRVR
10 WEZI-FM	10 WLOK	10 WEZI-FM	10 WLOK	10 KMPZ	10 KFTH

FORMAT REACH



#11 MIAMI-FT. LAUDERDALE-HOLLYWOOD

POPULATION: **2,645,200**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.5	8.5	8.7	7.9	7.0	1	WLYF B/EZ	101.5 100kw	3	18	18	16	9	1	103	JEFFERSON-PILOT	BAN	4.8
2.6	2.9	2.6	2.9	4.9	2	WHQT UC	105.1 100kw	4	2	1	1	12	22	75	EZ	MMR	6.2
3.6	4.1	3.2	4.0	4.8	3	WIOD N/T	610 10kw	1	17	15	12	6	4	67	COX	CHR	3.9
5.7	4.3	4.6	5.6	4.4	4	WPOW CHR	96.5 100kw	5	1	2	6	18	24	79	BEASLEY	HNWH	7.7
5.3	4.6	3.7	4.0	4.2	5	WCMQ-FM Span	92.3 41kw	14	14	11	5	3	2	108	SBS	SBS	4.2
4.2	4.0	4.0	3.1	4.0	6	WJQY AC	106.7 100kw	9	16	10	8	2	6	87	TAK	KATZ	2.7
3.7	4.4	4.2	4.3	3.9	7	WMXJ Gold	102.7 100kw	6	8	13	3	1	3	70	SCONNIX	DUR	5.2
5.3	5.0	5.8	4.5	3.9	8	WEDR UC	99.1 70kw	19	4	4	2	5	16	125	WEDR, INC.	--	3.8
3.6	3.1	3.3	2.7	3.8	9	WAQI Span	710 50kw	18	23	29	18	13	5	120	MAMBISA	KT-H	2.4
5.4	4.2	4.8	5.4	3.8	10	WQBA Span	1140 50-10kw	20	25	24	20	16	7	125	SUSQUEHANA	EAST	2.7
3.8	4.2	4.3	3.9	3.6	11	WHYI CHR	100.7 100kw	2	3	5	10	14	17	52	METROPLEX	MCG	5.4
3.5	3.4	3.7	4.8	3.6	12	WNWS Talk	790 25kw	10	21	19	22	23	14	77	JEFFERSON-PILOT	BAN	2.3
3.0	4.0	3.3	2.5	3.5	13	WKIS Ctry	99.9 100kw	11	11	12	11	7	8	76	SUNSHINE WIRE.	HNWH	4.1
2.8	3.3	2.5	2.9	3.4	14	WLVE AC	93.9 96kw	12	19	7	4	4	9	75	GILMORE	TOR	3.4
3.9	3.2	3.7	2.8	3.3	15	WINZ N/T	940 50-25kw	8	20	27	23	22	11	68	GUY GANNETT	KATZ	2.2
4.2	3.1	3.4	3.0	3.1	16	WAXY AC	105.9 100kw	7	6	6	9	8	13	65	RKO GENERAL	REP	4.2
2.5	2.8	2.8	3.0	2.9	17	WTMI Clas	93.1 95.5kw	16	31	23	19	26	10	67	MARLIN LTD	CMBS	2,4
3.4	3.0	3.9	4.1	2.8	18	WGTR AOR	97.3 98kw	13	5	3	7	11	34	65	COX	CHR	6.3
2.1	1.9	1.4	1.7	2.4	19	WXDJ NAC	95.7 100kw	22	33	9	13	10	18	96	NEW AGE	CBS	2.7
2.1	2.2	2.1	1.7	2.2	20	WQBA-FM Span	107.5 100kw	21	12	16	15	15	15	84	SUSQUEHANNA	EAST	2.0
0.9	1.6	1.4	1.6	2.1	21	WEAT-A/F B/EZ	850/104.3 5-1kw/56	23	36	34	34	31	23	82	J.J. TAYLOR	KATZ	1.4
1.7	1.7	2.1	1.9	2.0	22	WSHE AOR	103.5 100kw	15	7	8	14	21	28	50	TK	EAST	2.4
1.7	1.6	0.9	1.3	1.9	23	WCMQ Span	1210 25-2.5kw	25	26	20	21	20	12	111	SBS	SBS	.8
2.0	2.4	2.2	2.4	1.8	24	WZTA CR	94.9 96kw	17	9	14	17	19	20	53	GUY GANNETT	KATZ	2.8
1.2	1.9	1.5	1.4	1.7	25	WFTL AC	1400 1kw	24	34	36	33	30	21	92	KING	--	1.0
0.6	0.8	0.7	1.2	1.2	26	WSUA Span	1260 5kw	27	30	30	25	24	19	81	S.R. ASSOC.	CAB	1.1
0.8	1.0	1.0	1.1	1.1	27	WMBM Rel	1490 1kw	29	13	17	24	25	26	117	MARGOLIS	K/P	1.0

Continued on Page 169

#26 MILWAUKEE-RACINE

POPULATION: **1,291,500**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.9	12.1	13.2	14.0	13.0	1	WTMJ AC	620 5kw	2	6	12	6	4	1	92	WTMJ, INC.	CHR	10.0
9.5	10.4	9.9	9.4	9.3	2	WKTI CHR	94.5 50kw	1	1	2	2	1	4	61	WTMJ, INC.	CHR	11.4
8.3	5.9	8.6	9.0	7.9	3	WKLH CR	96.5 50kw	3	5	1	1	2	8	80	SAGA	MCG	10.1
8.4	7.6	6.3	7.0	7.5	4	WEZW B/EZ	103.7 19.5kw	4	14	11	9	6	2	79	MULTIMEDIA	REP	3.1
6.7	7.5	8.0	7.0	6.7	5	WMIL Ctry	106.1 13.1kw	6	15	4	4	3	3	93	SUNDANCE	CBS	6.8
2.4	5.8	7.1	6.5	6.2	6	WLZR-A/F AOR	1340/102.9 1kw/50kw	5	2	3	3	10	16	73	GREAT AMERICAN	REP	10.0
6.8	7.9	5.8	6.4	5.9	7	WOKY BBnd	920 5-1kw	12	11	22	16	12	6	97	SUNDANCE	--	6.4
5.0	3.4	5.5	4.7	4.6	8	WLTQ AC	97.3 15.5kw	7	13	7	5	5	5	69	HEARST	KATZ	3.0
4.8	3.0	2.5	3.9	4.1	9	WMYX AC	99.1 50kw	8	7	6	8	7	7	63	HERITAGE MEDIA	BAN	3.0
5.9	6.6	6.7	4.8	4.1	10	WLUM UC	102.1 50kw	9	3	5	7	9	12	63	ALL PRO	HNWH	9.5
2.3	3.0	2.7	3.3	3.6	11	WISN News	1130 50-10kw	11	19	16	14	14	10	58	HEARST	KATZ	2.7
1.9	3.3	1.6	1.9	3.1	12	WFMR Clas	98.3 3kw	15	16	17	15	16	9	89	CAPITOL CLASS.	CMBS	2.0
2.0	2.0	1.6	1.5	2.7	13	WZTR AC	95.7 34kw	13	8	10	10	8	11	65	PINNACLE	DUR	1.4
5.4	4.1	3.7	3.0	2.6	14	WQFM AOR	93.3 12.5kw	10	4	8	12	15	22	43	SHAMROCK COM.	EAST	3.6
1.3	2.0	1.3	1.3	2.2	15	WBZN-A/F NAC	1460/100.7 .5kw/50kw	16	17	9	11	11	15	75	SRO	TOR	1.8
2.2	2.1	2.2	2.4	1.7	16	WEMP Gold	1250 5kw	14	12	15	13	13	13	43	HERITAGE MEDIA	BAN	1.6
0.5	0.4	0.6	0.8	1.1	17	WGN AC	720 50kw	17	23	25	21	21	14	56	TRIBUNE	CHR	.8
1.6	1.1	1.2	1.5	1.1	18	WNOV UC	860 .25kw	19	9	13	17	18	25	74	COURIER	--	1.0

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WKLH	1 WKTI	1 WKLH	1 WKTI	1 WKLH	1 WKTI
2 WLZR-FM	2 WKLH	2 WKTI	2 WKLH	2 WKTI	2 WKLH
3 WKTI	3 WLZR-FM	3 WLZR-FM	3 WLTQ	3 WMIL	3 WLTQ
4 WQFM	4 WMIL	4 WMIL	4 WMIL	4 WTMJ	4 WEZW
5 WMIL	5 WLUM	5 WLTQ	5 WEZW	5 WLTQ	5 WTMJ
6 WMYX	6 WLTQ	6 WTMJ	6 WMYX	6 WZTR	6 WMIL
7 WLTQ	7 WMYX	7 WLUM	7 WTMJ	7 WBZN-FM	7 WMYX
8 WBZN-FM	8 WEZW	8 WQFM	8 WLUM	8 WLZR-FM	8 WZTR
9 WLUM	9 WZTR	9 WMYX	9 WLZR-FM	9 WLUM	9 WLUM
10 WTMJ	10 WBZN-FM	10 WZTR	10 WZTR	10 WQFM	10 WOKY

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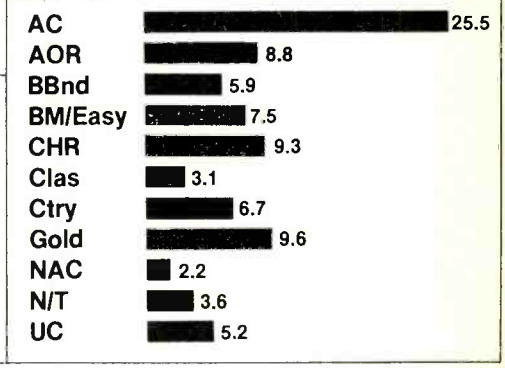


#19 MINNEAPOLIS-ST. PAUL

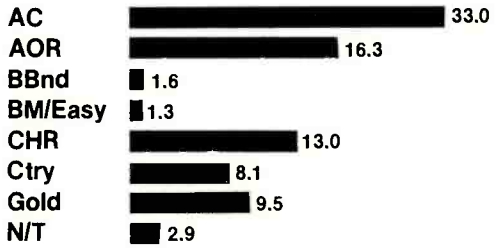
POPULATION: **1,944,800**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
19.4	16.9	16.6	22.3	16.9	1	**WCCO** *AC*	*830 50kw*	1	9	10	4	2	1	85	MIDWEST	CBS	14.9
8.3	9.4	9.0	7.5	9.2	2	**KSTP-FM** *AC*	*94.5 100kw*	5	5	3	1	1	2	84	HUBBARD	MCG	8.1
10.2	7.9	11.6	9.5	8.4	3	**KQRS-A/F** *AOR*	*1440/92.5 5-.5kw/100kw*	2	4	1	2	4	8	68	CAP CITIES/ABC	KATZ	12.1
4.7	5.9	5.8	5.5	6.9	4	**WLTE** *AC*	*102.9 100kw*	6	8	9	6	6	3	69	MIDWEST	CBS	4.1
5.8	5.5	4.6	6.3	6.8	5	**KLXK** *CR*	*93.7 100kw*	7	7	2	3	3	5	74	ENTERCOM	DUR	6.5
5.2	5.1	4.7	6.8	6.8	6	**KDWB-FM** *CHR*	*101.3 100kw*	4	1	4	8	9	12	60	LEGACY	BAN	7.3
6.3	7.4	6.2	6.2	6.8	7	**KEEY** *Ctry*	*102.1 100kw*	8	6	6	5	5	4	83	MALRITE	KATZ	5.9
8.0	8.3	9.4	6.0	6.2	8	**WLOL** *CHR*	*99.5 100kw*	3	2	5	7	8	9	54	EMMIS	HNWH	7.9
4.0	4.1	4.3	4.0	4.2	9	**KTCZ** *AOR*	*97.1 100kw*	10	12	7	9	7	6	77	PARKER	DUR	3.4
6.6	4.0	5.3	4.4	3.7	10	**KJJO-FM** *AOR*	*104.1 100kw*	9	3	8	10	12	16	55	PARK	REP	6.6
2.6	4.2	3.0	2.6	2.9	11	**KSTP** *Talk*	*1500 50kw*	11	15	11	11	10	7	70	HUBBARD	MCG	4.0
1.2	1.7	1.8	1.3	1.6	12	**KLBB** *BBnd*	*1400 1kw*	16	17	18	18	17	15	72	LCC	ROS	1.1
2.2	1.7	1.4	1.5	1.6	13	**KQQL** *Gold*	*107.9 100kw*	12	11	12	12	11	10	46	TRUMPER	REP	1.1
2.0	1.9	1.6	1.5	1.3	14	**WDGY** *Ctry*	*1130 50-25kw*	13	16	13	14	13	13	47	MALRITE	KATZ	1.3
0.4	0.5	0.4	1.5	1.3	15	**WAYL** *B/EZ*	*980 5kw*	15	13	16	15	15	11	58	ENTERCOM	DUR	1.3
2.0	2.1	2.7	1.8	1.1	16	**KDWB** *Gold*	*630 5-.5kw*	14	10	14	13	14	12	40	LEGACY	BAN	.9

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KQRS-FM	1 KDWB-FM	1 KQRS-FM	1 KSTP-FM	1 WCCO	1 KSTP-FM
2 KLXK	2 WLOL	2 KLXK	2 WLTE	2 KQRS-FM	2 WLTE
3 KJJO-FM	3 KSTP-FM	3 WCCO	3 KDWB-FM	3 KLXK	3 WCCO
4 KSTP-FM	4 KLXK	4 KSTP-FM	4 WLOL	4 KSTP-FM	4 KEEY
5 KTCZ	5 WLTE	5 KEEY	5 KLXK	5 KEEY	5 KLXK
6 WLOL	6 KEEY	6 KTCZ	6 KEEY	6 KTCZ	6 WLOL
7 KEEY	7 KQRS-FM	7 KJJO-FM	7 WCCO	7 WLTE	7 KTCZ
8 WCCO	8 KTCZ	8 WLOL	8 KQRS-FM	8 KSTP	8 KDWB-FM
9 KDWB-FM	9 KJJO-FM	9 WLTE	9 KTCZ	9 WLOL	9 KQRS-FM
10 WLTE	10 WCCO	10 KDWB-FM	10 KQQL	10 KJJO-FM	10 KQQL

FORMAT REACH



#47 NASHVILLE

POPULATION: **807,400**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.4	11.0	13.2	12.8	10.3	1	**WYHY** *CHR*	*107.5 100kw*	1	1	2	3	7	11	76	JACOR	EAST	14.1
10.5	10.2	10.8	9.2	9.9	2	**WSIX-FM** *Ctry*	*97.9 100kw*	3	12	6	2	1	2	92	HICKS	MCG	8.6
10.2	10.1	7.4	9.2	9.6	3	**WZEZ** *B/EZ*	*92.9 100kw*	8	14	9	8	4	1	128	SOUTH CENTRAL	DUR	5.5
9.1	12.2	10.0	10.2	9.3	4	**WSM-FM** *Ctry*	*95.5 100kw*	2	4	7	6	2	3	83	GAYLORD	CHR	10.5
11.3	8.5	9.1	8.0	8.3	5	**WKDF** *AOR*	*103.3 100kw*	4	3	1	1	5	7	80	DICK	KATZ	11.9
7.0	6.0	6.8	7.2	7.1	6	**WLAC-FM** *AC*	*105.9 100kw*	5	6	5	4	3	5	76	FAIRMOUNT	DUR	7.1
6.5	5.4	6.7	8.2	6.9	7	**WQQK** *UC*	*92.1 3kw*	7	2	4	7	9	9	91	PHOENIX	REP	10.5
6.4	5.5	6.5	6.0	5.8	8	**WGFX** *CR*	*104.5 100kw*	6	9	3	5	8	12	73	CAPITOL BR. CRP	BAN	6.5
3.3	2.9	4.8	4.0	5.1	9	**WRMX** *AC*	*96.3 100kw*	9	11	8	9	6	6	70	SIGNATURE	HNWH	3.8
3.9	5.6	6.0	6.1	4.2	10	**WSM** *Ctry*	*650 50kw*	10	18	12	12	10	4	65	GAYLORD	CHR	3.2
4.1	2.8	3.1	2.0	3.0	11	**WLAC** *N/T*	*1510 50kw*	11	13	14	13	12	8	57	FAIRMOUNT	DUR	2.1
2.2	3.1	2.4	3.3	2.9	12	**WVOL** *Gold*	*1470 5kw*	12	7	11	10	11	10	84	PHOENIX	REP	1.6
1.0	1.4	0.7	1.4	1.9	13	**WMDB** *UC*	*880 2.5kw*	17	8	10	11	14	15	123	BOBB	---	1.2
1.6	1.0	0.9	0.9	1.0	14	**WAMB** *Nost*	*1160 50-1kw*	15	17	17	19	18	14	51	GREAT SOUTHERN	ROS	1.1
0.7	1.5	0.7	1.1	1.0	15	**WRLT-FM** *AC*	*100.1 3kw*	13	5	13	15	15	16	39	GMX	REP	.9

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WKDF	1 WYHY	1 WKDF	1 WYHY	1 WSIX-FM	1 WSIX-FM
2 WGFX	2 WLAC-FM	2 WGFX	2 WLAC-FM	2 WKDF	2 WLAC-FM
3 WYHY	3 WQQK	3 WSIX-FM	3 WSIX-FM	3 WSM-FM	3 WSM-FM
4 WSIX-FM	4 WKDF	4 WYHY	4 WQQK	4 WZEZ	4 WYHY
5 WQQK	5 WSIX-FM	5 WSM-FM	5 WSM-FM	5 WGFX	5 WRMX
6 WLAC-FM	6 WSM-FM	6 WLAC-FM	6 WKDF	6 WLAC-FM	6 WZEZ
7 WSM-FM	7 WGFX	7 WQQK	7 WRMX	7 WRMX	7 WKDF
8 WRMX	8 WRMX	8 WZEZ	8 WZEZ	8 WQQK	8 WQQK
9 WZEZ	9 WMDB	9 WRMX	9 WGFX	9 WYHY	9 WGFX
10 WVOL	10 WZEZ	10 WSM	10 WMDB	10 WLAC	10 WVOL

FORMAT REACH

#12 NASSAU-SUFFOLK

POPULATION: **2,237,400**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
5.9	6.9	6.0	6.0	6.3	1	**WALK-FM** *AC*	*97.5 45kw*	6	15	4	1	1	1	97	AMERICAN MEDIA	DUR	5.0
6.3	6.5	5.9	6.1	5.3	2	**WHTZ** *CHR*	*100.3 7.8kw*	1	1	8	5	8	14	60	MALRITE	CHR	7.2
5.5	4.9	5.9	4.5	5.1	3	**WBAB-A/F** *AOR*	*1240 102.3 1kw/3kw*	7	4	1	3	6	23	75	NOBLE	MMR	6.3
4.6	4.2	4.1	3.9	5.0	4	**WCBS-FM** *Gold*	*101.1 6.8kw*	4	10	11	2	2	2	69	CBS	CBS	3.9
3.6	4.2	4.0	3.8	4.1	5	**WOR** *Talk*	*710 50kw*	11	17	36	26	21	8	84	RKO GENERAL	REP	3.5
4.9	4.7	5.3	5.5	4.0	6	**WBLI** *CHR*	*106.1 10kw*	8	5	7	4	4	13	63	BECK-ROSS	KATZ	6.8
3.8	3.8	2.9	3.3	3.8	7	**WCBS** *News*	*880 50kw*	3	21	23	16	15	4	52	CBS	CBS	3.3
1.5	2.8	2.5	2.2	3.6	8	**WKJY** *AC*	*98.3 3kw*	16	25	9	7	3	6	94	BARNSTABLE	KATZ	2.6
5.2	5.1	2.8	3.3	3.5	9	**WHLI** *BBnd*	*1100 11kw*	25	36	38	37	23	3	158	BARNSTABLE	KATZ	1.7
3.4	2.7	3.2	3.0	3.3	10	**WPAT-A/F** *B/EZ*	*930 93.1 5kw/5.4kw*	15	29	33	24	17	5	87	PARK	KATZ	2.5
3.0	3.7	3.5	3.3	3.3	10	**WQHT** *CHR*	*97.1 7.2kw*	14	3	6	9	20	25	77	EMMIS	EAST	4.3
3.3	2.8	2.2	2.3	3.2	12	**WINS** *News*	*1010 30/50kw*	2	27	20	15	12	7	42	GROUP W	G/W	2.6
2.8	4.0	4.3	4.1	3.1	13	**WXRK** *CR*	*92.3 7.6kw*	10	11	2	6	5	22	59	INFINITY	TOR	4.1
2.4	2.6	3.0	4.1	3.1	13	**WNSR** *AC*	*105.1 7.8kw*	13	18	3	8	7	19	71	BONNEVILLE INTL	MCG	2.4
4.4	3.9	3.0	3.8	3.1	15	**WPLJ** *CHR*	*95.5 7.2kw*	5	2	10	11	14	18	44	CAP CITIES/ABC	BAN	4.0
2.7	1.5	1.9	1.9	2.9	16	**WCTO** *B/EZ*	*94.3 3kw*	20	37	22	21	16	10	92	GREATER MEDIA	ROS	1.2
1.0	0.8	1.9	2.1	2.9	16	**WFAN** *Sports*	*660 50kw*	9	9	12	13	9	15	50	EMMIS	EAST	2.8
3.0	2.1	2.6	2.4	2.8	18	**WYNY** *Ctry*	*103.5 5.8kw*	18	16	18	12	10	9	73	WESTWOOD ONE	HNWH	2.8
2.1	2.6	2.4	2.8	2.7	19	**WABC** *Talk*	*770 50kw*	17	40	21	23	19	17	70	CAP CITIES/ABC	BAN	2.9
2.8	3.2	3.8	3.9	2.6	20	**WNEW-FM** *AOR*	*102.7 5.9kw*	12	12	5	10	13	26	58	LEGACY & SILL.	KATZ	4.0
3.1	2.4	3.3	3.6	2.6	20	**WLTW** *AC*	*106.7 7.8kw*	19	31	16	14	11	12	72	VIACOM	MMR	1.9
2.4	2.0	1.5	2.7	2.4	22	**WGSM** *BBnd*	*740 25kw*	30	26	35	32	26	11	137	GREATER MEDIA	ROS	1.5
1.0	1.5	1.3	1.5	1.6	23	**WEZN** *AC*	*99.9 27.5kw*	21	19	30	22	18	16	57	NEWCITY	KATZ	.7
1.0	1.3	1.4	0.9	1.5	24	**WQXR-FM** *Clas*	*96.3 7.8kw*	22	35	29	30	24	21	59	INTERSTATE	MCG	.9
1.6	1.8	2.0	1.4	1.4	25	**WDRE** *AOR*	*92.7 3kw*	23	7	14	18	31	33	65	JARAD	KATZ	3.1
1.8	1.1	1.5	1.1	1.4	25	**WRKS** *UC*	*98.7 50kw*	27	6	15	20	29	28	70	SUMMIT	REP	2.5
1.1	1.1	1.2	1.1	1.4	25	**WBLS** *UC*	*107.5 5.4kw*	24	8	13	17	25	34	63	INNER CITY	MCG	1.7
1.1	1.3	1.0	0.8	1.2	28	**WNEW** *Nost*	*1130 50kw*	28	24	31	27	28	20	63	WESTWOOD ONE	KATZ	1.1
0.5	1.2	1.5	1.2	1.1	29	**WNCN** *Clas*	*104.3 7.8kw*	26	20	28	25	27	24	53	GAF	CMBS	.8
1.0	1.0	0.8	0.8	1.0	30	**WQCD** *NAC*	*101.9 5.3kw*	29	23	17	19	22	27	56	TRIBUNE	CHR	1.7

Continued on Page 169

#34 NEW ORLEANS

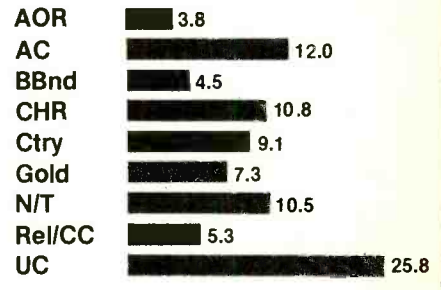
POPULATION: **1,085,200**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.1	14.5	15.1	13.2	14.5	1	WQUE-A/F *UC*	*1280/93.3 5kw/100k*	2	2	1	1	1	3	97	CLEAR CHANNEL	HNWH	16.3
10.0	8.8	11.2	11.5	10.8	2	WEZB *CHR*	*97.1 100kw*	1	1	2	2	5	8	70	EZ	MMR	11.6
5.1	6.1	6.3	7.0	8.6	3	WWL *N/T*	*870 50kw*	3	14	8	7	6	1	76	LOYOLA UNI.	KATZ	6.5
9.0	10.8	7.9	9.4	8.5	4	WYLD-FM *UC*	*98.5 100kw*	4	4	3	3	3	6	93	INTER-URBAN	BAN	11.8
2.8	4.9	6.4	6.3	6.4	5	WLMG *AC*	*101.9 100kw*	5	8	5	4	2	4	73	LOYOLA UNI.	KATZ	5.4
7.3	5.9	6.2	5.9	5.6	6	WLTS *AC*	*105.3 100kw*	6	6	7	5	4	5	67	PHASE II	DUR	4.1
6.1	6.1	4.9	5.1	5.5	7	WNOE-A/F *Ctry*	*1060/101.1 50kw/100kw*	8	9	9	9	7	2	73	WNOE	MCG	8.1
1.9	1.6	1.9	1.6	4.5	8	WBYU *Nost*	*1450 1kw*	12	21	21	16	15	7	119	RADIO VANDER.	ROS	2.0
3.1	4.0	4.6	4.7	4.0	9	WCKW-FM *CR*	*92.3 100kw*	9	7	4	6	8	16	70	222 CORP.	REP	4.6
5.6	5.5	4.3	4.1	3.8	10	WRNO *AOR*	*99.5 100kw*	7	5	6	8	9	14	50	GULF NORTH	MMR	6.2
4.4	4.2	4.2	3.9	3.2	11	WBOK *Rel*	*1230 1kw*	13	11	12	12	10	9	92	WILLIS	REP	1.8
0.8	1.0	3.1	3.0	2.8	12	WYLD *UC*	*940 10-.5kw*	11	3	11	15	18	22	71	INTER-URBAN	BAN	3.3
9.9	7.9	6.2	8.6	2.5	13	WQXY *Ctry*	*95.7 100kw*	10	19	14	13	13	11	64	STONER	CHR	2.7
0.5	1.3	1.0	1.6	2.1	14	KHAA *CC*	*106.7 100kw*	18	13	13	10	11	10	124	BEASLEY	--	2.1
3.1	3.7	4.3	2.4	1.9	15	WSMB *Talk*	*1350 5kw*	14	23	20	22	22	17	73	NORTH, INC.	FWS	1.2
1.9	0.9	1.3	1.9	1.9	16	WYAT *Gold*	*990 .25kw*	16	10	10	11	12	15	81	PHASE II	DUR	1.7
--	--	--	--	1.4	17	KHOM *Gold*	*104.1 100kw*	17	17	15	14	14	12	64	KHOM ASSO.	TOR	--
1.0	0.4	0.7	0.4	1.1	19	WKJN *Ctry*	*103.3 100kw*	19	18	22	17	16	13	72	STERLING	CHR	.8

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WQUE-FM	1 WQUE-FM	1 WQUE-FM	1 WQUE-FM	1 WQUE-FM	1 WQUE-FM
2 WCKW-FM	2 WEZB	2 WYLD-FM	2 WEZB	2 WWL	2 WLTS
3 WEZB	3 WYLD-FM	3 WCKW-FM	3 WYLD-FM	3 WYLD-FM	3 WLMG
4 WYLD-FM	4 WLTS	4 WEZB	4 WLTS	4 WLMG	4 WYLD-FM
5 WRNO	5 WLMG	5 WWL	5 WLMG	5 WCKW-FM	5 WEZB
6 WLMG	6 WRNO	6 WLMG	6 WNOE-FM	6 WEZB	6 WNOE-FM
7 WWL	7 WCKW-FM	7 WRNO	7 KHAA	7 WLTS	7 WWL
8 WYLD	8 WWL	8 WLTS	8 WRNO	8 WRNO	8 WBOK
9 WLTS	9 WNOE-FM	9 WNOE-FM	9 WWL	9 WNOE-FM	9 KHAA
10 WYAT	10 WYAT	10 KHOM	10 WBOK	10 KHOM	10 WYAT

FORMAT REACH



#1 NEW YORK

POPULATION: **14,056,500**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.0	6.2	6.0	6.2	5.6	1	**WHTZ** *CHR*	*100.3 7.8kw*	2	1	1	1	3	8	67	MALRITE	CHR	6.6
6.0	6.1	5.5	5.7	4.9	2	**WPAT-A/F** *B/EZ*	*930/93.1 5kw/5.4kw*	5	32	26	18	13	1	80	PARK	KATZ	3.7
4.5	3.9	4.6	4.3	4.7	3	**WOR** *Talk*	*710 50kw*	8	21	28	24	20	6	90	RKO	REP	3.2
4.7	4.6	4.5	3.8	4.7	4	**WLTW** *AC*	*106.7 7.8kw*	7	10	8	3	2	3	87	VIACOM	MMR	3.2
5.0	4.9	4.0	4.3	4.4	5	**WINS** *News*	*1010 30-50kw*	1	13	13	11	9	4	46	GROUP W	G/W	3.7
3.6	4.3	4.2	4.1	4.3	6	**WCBS-FM** *Gold*	*101.1 6.8kw*	6	9	10	2	1	2	73	CBS	CBS	3.3
4.6	4.0	4.6	4.2	4.2	7	**WRKS** *UC*	*98.7 50kw*	10	2	5	9	10	20	83	SUMMIT	REP	5.7
3.7	4.6	4.1	4.5	4.0	8	**WQHT** *CHR*	*97.1 7.2kw*	12	3	2	8	18	29	81	EMMIS	EAST	5.5
3.2	3.4	3.1	3.5	3.6	9	**WCBS** *News*	*880 50kw*	3	18	23	15	12	5	55	CBS	CBS	2.8
4.7	4.1	4.2	4.7	3.6	10	**WPLJ** *CHR*	*95.5 7.2kw*	4	4	7	7	7	13	55	CAP CITIES/ABC	BAN	4.7
4.1	4.6	4.0	4.0	3.6	11	**WBLS** *UC*	*107.5 5.4kw*	11	5	6	6	8	14	72	INNER CITY	MCG	4.9
2.8	3.5	3.5	3.7	3.4	12	**WXRK** *CR*	*92.3 7.6kw*	9	6	4	4	5	19	68	INFINTY	TOR	3.7
2.4	2.6	3.5	3.5	3.3	13	**WABC** *Talk*	*770 50kw*	15	34	21	19	17	9	72	CAP CITIES/ABC	BAN	3.5
3.3	3.5	3.6	4.4	3.2	14	**WNEW-FM** *AOR*	*102.7 5.9kw*	14	7	3	5	6	22	70	LEGACY	KATZ	4.0
2.9	2.8	2.9	2.7	3.1	15	**WNSR** *AC*	*105.1 7.8kw*	13	15	9	10	4	10	66	BONNEVILLE INT	MCG	2.0
2.7	3.0	2.5	2.2	2.9	16	**WYNY** *Ctry*	*103.5 5.8kw*	17	19	12	12	11	7	78	WESTWOOD ONE	HNWH	2.3
1.2	1.0	2.0	2.5	2.3	17	**WFAN** *Sports*	*660 50kw*	16	14	14	14	15	11	57	EMMIS	EAST	2.3
1.2	1.3	1.9	1.4	2.0	18	**WSKQ** *Span*	*620 5kw*	23	16	18	16	16	12	117	SBS	SBS	.7
2.0	1.6	1.6	1.2	1.9	19	**WNEW** *Nost*	*1130 50kw*	18	33	32	30	26	16	67	WESTWOOD ONE	KATZ	1.5
2.4	1.4	2.0	1.5	1.9	20	**WADO** *Span*	*1280 5kw*	24	26	19	20	21	15	110	COMMAND	--	.9
1.4	1.3	1.2	1.0	1.8	21	**WQCD** *NAC*	*101.9 5.3kw*	20	27	11	13	13	23	76	TRIBUNE	CHR	2.0
1.2	1.4	1.4	1.3	1.6	22	**WQXR-FM** *Clas*	*96.3 7.8kw*	23	37	35	32	25	18	73	INTERSTATE	MCG	1.3
1.2	1.2	1.0	1.8	1.5	23	**WKDM** *Span*	*1380 5kw*	27	17	17	17	19	21	119	UNITED	KT-H	.5
1.3	1.6	1.3	1.4	1.3	24	**WNCN** *Clas*	*104.3 7.8kw*	19	28	25	22	23	17	53	GAF	CMBS	1.2
1.1	0.7	1.9	1.2	1.3	25	**WLIB** *News*	*1190 10kw*	25	22	15	21	22	28	103	INNER CITY	MCG	1.0
0.9	1.1	1.1	1.0	1.0	27	**WALK-FM** *AC*	*97.5 45kw*	28	24	22	23	24	25	90	AMERICAN MEDIA	DUR	1.1
1.0	1.1	1.3	1.2	1.0	28	**WWRL** *Rel*	*1600 5kw*	32	20	33	29	27	24	114	UNITY	ROS	1.6

Continued on Page 169

IS YOUR RADIO STATION GOING PLACES?

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#11 MIAMI-FT. LAUDERDALE-HOLLYWOOD

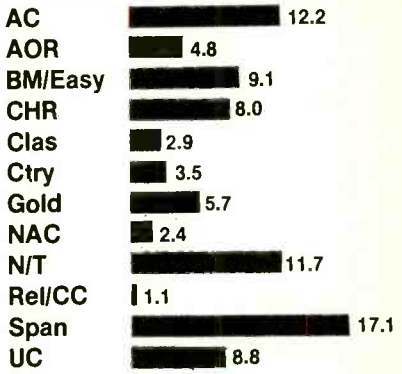
POPULATION: **2,645,200**

Continued from Page 162

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WGTR	1 WHQT	1 WIOD	1 WHQT	1 WMXJ	1 WCMQ-FM
2 WHQT	2 WPOW	2 WGTR	2 WCMQ-FM	2 WIOD	2 WJQY
3 WEDR	3 WEDR	3 WEDR	3 WLVE	3 WJQY	3 WLVE
4 WPOW	4 WHYI	4 WMXJ	4 WEDR	4 WEDR	4 WMXJ
5 WXDJ	5 WAXY	5 WXDJ	5 WMXJ	5 WXDJ	5 WKIS
6 WSHE	6 WJQY	6 WHQT	6 WPOW	6 WGTR	6 WEDR
7 WAXY	7 WGTR	7 WAXY	7 WJQY	7 WAXY	7 WHQT
8 WHYI	8 WLVE	8 WSHE	8 WHYI	8 WKIS	8 WLYF
9 WLVE	9 WCMQ-FM	9 WLVE	9 WKIS	9 WCMQ-FM	9 WAQI
10 WZTA	10 WMXJ	10 WPOW	10 WAXY	10 WLYF	10 WAXY

FORMAT REACH



#12 NASSAU-SUFFOLK

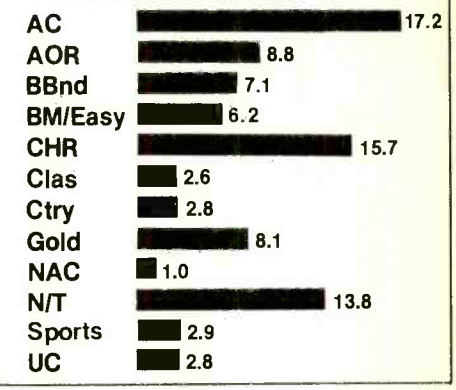
POPULATION: **2,237,400**

Continued from Page 166

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WBAB-FM	1 WBAB-FM	1 WCBS-FM	1 WALK-FM	1 WCBS-FM	1 WALK-FM
2 WXRK	2 WNSR	2 WBAB-FM	2 WKJY	2 WALK-FM	2 WKJY
3 WNEW-FM	3 WQHT	3 WXRK	3 WBLI	3 WXRK	3 WCBS-FM
4 WALK-FM	4 WHTZ	4 WALK-FM	4 WCBS-FM	4 WBAB-FM	4 WBLI
5 WQHT	5 WBLI	5 WNEW-FM	5 WHTZ	5 WFAN	5 WNSR
6 WFAN	6 WALK-FM	6 WFAN	6 WBAB-FM	6 WNEW-FM	6 WHTZ
7 WNSR	7 WKJY	7 WBLI	7 WNSR	7 WBLI	7 WPLJ
8 WBLI	8 WPLJ	8 WHTZ	8 WQHT	8 WINS	8 WYNY
9 WHTZ	9 WBLS	9 WNSR	9 WPLJ	9 WNSR	9 WLTW
10 WKJY	10 WNEW-FM	10 WKJY	10 WLTW	10 WCBS	10 WEZN

FORMAT REACH



#1 NEW YORK

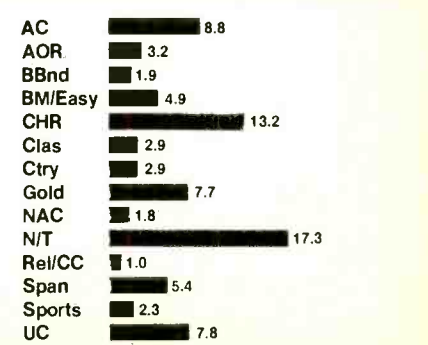
POPULATION: **14,056,500**

Continued from Page 168

DEMOGRAPHIC RANK

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

FORMAT REACH



#32 NORFOLK-VIRGINIA BEACH-NEWPORT NEWS

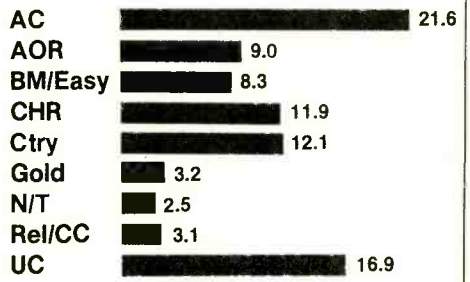
POPULATION: **1,115,200**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.2	10.0	11.0	11.1	9.0	1	WNOR-A/F AOR	1230/98.7 1kw/46kw	3	6	1	1	3	13	98	SAGA	MCG	14.7
9.9	9.8	8.1	7.7	8.4	2	WCMS-A/F Ctry	1050/100.5 5-.37kw/50kw	7	12	8	5	5	2	105	WCMS RADIO	KATZ	10.4
7.5	10.2	9.1	9.9	8.3	3	WFOG B/EZ	92.9 50kw	5	7	13	10	6	1	100	JAG	MMR	5.4
6.2	6.6	6.3	8.5	8.0	4	WOWI UC	102.9 50kw	2	5	2	3	4	6	85	WILLIS	MCG	13.0
8.9	10.0	6.8	6.7	6.9	5	WNVZ CHR	104.5 50kw	1	1	4	6	8	10	66	CAPITOL BR. CO.	REP	8.5
4.5	4.3	6.1	4.8	6.8	6	WLTY AC	95.7 40kw	6	13	3	2	1	5	82	LANDMARK	KATZ	4.3
6.6	5.1	5.0	5.4	6.0	7	WWDE AC	101.3 50kw	8	10	7	4	2	4	74	EDENS	CHR	4.8
6.6	6.2	5.0	5.8	5.9	8	WMYK UC	93.7 100kw	9	4	5	7	9	11	76	EDGE	DUR	5.8
4.5	3.6	4.2	3.4	5.6	9	WJQI-A/F AC	1600/94.9 5kw/50kw	10	16	9	8	7	3	87	COLEMAN	TOR	3.1
6.5	5.9	6.6	6.0	5.0	10	WGH CHR	97.3 74kw	4	2	6	9	13	18	59	SUSQUEHANA	BAN	7.0
3.2	3.5	3.5	4.5	3.2	11	WTAR Gold	790 5kw	12	20	16	12	11	7	70	LANDMARK	KATZ	2.3
2.4	1.7	2.4	1.7	3.2	12	WXRI AC	105.3 50kw	13	14	10	11	10	12	85	CBN	ROS	1.4
3.1	3.9	3.7	2.8	3.1	13	WPCE Rel	1400 1-.25kw	14	8	14	13	12	8	90	WILLIS	MCG	2.7
3.5	2.6	3.4	3.9	3.0	14	WRAP UC	1350 5-1kw	11	3	11	15	16	15	65	TARGET	MAS	3.0
2.4	1.8	2.1	3.0	2.5	15	WNIS Talk	850 5-1kw	15	22	17	16	15	9	75	WNIS, INC.	ROS	2.4
2.6	2.3	2.0	2.8	2.5	16	WSKX Ctry	106.9 100kw	16	19	12	14	14	14	88	DOWNS	CBS	1.6
0.8	2.2	1.9	1.3	1.2	17	WKEZ Ctry	94.1 50kw	17	18	18	17	17	16	81	EURE	ROS	1.0

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WNOR-FM	1 WLTY	1 WNOR-FM	1 WLTY	1 WNOR-FM	1 WWDE
2 WOWI	2 WOWI	2 WOWI	2 WOWI	2 WLTY	2 WLTY
3 WMYK	3 WNVZ	3 WLTY	3 WWDE	3 WOWI	3 WFOG
4 WNVZ	4 WNOR-FM	4 WMYK	4 WNVZ	4 WWDE	4 WCMS-FM
5 WGH-FM	5 WGH-FM	5 WCMS-FM	5 WJQI-FM	5 WCMS-FM	5 WJQI-FM
6 WCMS-FM	6 WWDE	6 WWDE	6 WCMS-FM	6 WMYK	6 WOWI
7 WLTY	7 WMYK	7 WNVZ	7 WFOG	7 WNVZ	7 WNVZ
8 WWDE	8 WJQI-FM	8 WJQI-FM	8 WNOR-FM	8 WFOG	8 WXRI
9 WJQI-FM	9 WXRI	9 WGH-FM	9 WGH-FM	9 WJQI-FM	9 WPCE
10 WXRI	10 WCMS-FM	10 WTAR	10 WMYK	10 WTAR	10 WNOR-FM

FORMAT REACH



#46 OKLAHOMA CITY

POPULATION: **818,800**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.3	13.9	14.3	12.5	13.8	1	**KXXY-A/F** *Ctry*	*1340/96.1 1kw/100kw*	2	4	2	1	1	1	86	NEWMARKET MEDIA	MCG	12.0
13.4	12.7	12.7	11.3	12.3	2	**KJYO** *CHR*	*102.7 100kw*	1	1	3	3	4	8	72	CLEAR CHANNEL	HNWH	13.8
7.6	8.1	10.0	8.4	10.0	3	**KATT** *AOR*	*100.5 100kw*	3	3	1	2	2	14	87	SURREY	BAN	11.2
7.4	9.0	4.9	7.8	10.0	4	**KKNG** *B/EZ*	*92.5 100kw*	6	14	12	9	5	2	102	NEW CITY	CHR	5.8
7.6	6.2	6.5	6.4	7.3	5	**KTOK** *N/T*	*1000 5kw*	4	18	10	11	9	3	67	CLEAR CHANNEL	HNWH	6.0
4.8	3.6	3.5	3.8	5.1	6	**WKY** *Ctry*	*930 5kw*	7	15	13	13	13	6	54	GAYLORD	CHR	2.9
5.7	4.3	4.9	4.6	5.0	7	**KZBS** *CHR*	*98.9 100kw*	5	2	6	8	10	11	49	ZUMMA	KATZ	8.4
6.7	6.4	5.8	6.9	5.0	8	**KRXO** *CR*	*107.7 100kw*	9	5	4	4	3	12	68	DIAMOND	CBS	6.3
4.0	4.5	3.2	6.0	4.7	9	**KLTE** *AC*	*101.9 100kw*	11	9	5	5	8	9	67	ENTERCOM	TOR	3.6
3.3	4.8	4.0	2.5	4.7	10	**KOMA** *Gold*	*1520 50kw*	12	8	9	7	7	4	75	DIAMOND	CBS	5.7
4.6	4.4	5.8	6.7	4.4	11	**KMGL** *AC*	*104.1 100kw*	10	6	8	6	6	5	62	GUY GANNETT	BAN	4.4
5.5	4.9	6.2	6.2	3.7	12	**KEBC** *Ctry*	*94.7 100kw*	8	7	11	12	11	7	48	INDEPENDENCE	EAST	4.3
3.3	3.2	7.2	6.3	2.9	13	**KPRW** *UC*	*1140 1kw*	14	10	7	10	12	15	135	SURREY	BAN	4.0
2.2	1.8	1.1	1.1	1.4	14	**KJIL** *CC*	*104.9 3kw*	13	12	15	14	14	10	41	SWAGGART MINI.	STR	2.8
1.0	1.2	1.5	1.2	1.1	15	**KQCV** *Rel*	*800 .25kw*	17	19	19	18	15	13	87	BOTT	--	.9

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KATT	1 KXXY-FM	1 KATT	1 KXXY-FM	1 KXXY-FM	1 KXXY-FM
2 KRXO	2 KJYO	2 KXXY-FM	2 KJYO	2 KATT	2 KJYO
3 KXXY-FM	3 KLTE	3 KRXO	3 KLTE	3 KRXO	3 KOMA
4 KJYO	4 KPRW	4 KJYO	4 KMGL	4 KKNG	4 KMGL
5 KLTE	5 KATT	5 KLTE	5 KZBS	5 KMGL	5 KKNG
6 KZBS	6 KZBS	6 KMGL	6 KATT	6 KOMA	6 KLTE
7 WKY	7 KRXO	7 KOMA	7 KOMA	7 KJYO	7 KPRW
8 KMGL	8 KMGL	8 KZBS	8 KKNG	8 KTOK	8 KZBS
9 KTOK	9 KOMA	9 KTOK	9 KPRW	9 KLTE	9 KRXO
10 KOMA	10 KKNG	10 KKNG	10 KRXO	10 KZBS	10 KEBC

FORMAT REACH

#44 ORLANDO

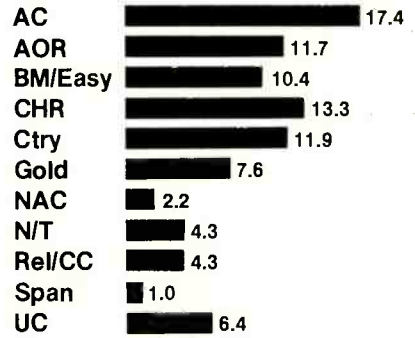
POPULATION: 826,000

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.1	13.4	10.0	10.6	11.9	1	WWKA *Ctry*	*92.3 100kw*	2	8	6	2	1	1	107	NEWCITY	KATZ	11.0
8.2	9.1	7.1	7.8	8.6	2	WSSP *B/EZ*	*104.1 100kw*	5	11	11	10	5	2	100	GUY GANNETT	CHR	5.2
10.4	8.9	6.7	6.7	7.7	3	WBJW-A/F *CHR*	*950/105.1 5kw/100kw*	1	1	5	6	6	8	59	NATIONWIDE	BAN	7.2
3.5	4.0	7.9	7.7	7.6	4	WOCL *Gold*	*105.9 100kw*	6	10	4	1	2	3	93	AMERICAN MEDIA	CHR	8.0
9.8	8.7	9.7	8.0	7.0	5	WSTF *AC*	*101.1 100kw*	3	7	3	3	3	6	68	CAPITOL BR. CO.	REP	5.6
3.7	4.0	4.0	5.7	6.2	6	WHTQ *AOR*	*96.5 100kw*	7	4	1	4	7	13	81	TK	EAST	4.7
5.5	6.1	8.0	5.8	5.6	7	WDBO *AC*	*580 5kw*	8	15	15	11	10	5	77	NEWCITY	KATZ	5.3
5.2	5.9	4.7	3.9	5.6	8	WHLY *CHR*	*106.7 100kw*	4	2	7	8	11	9	63	GENERAL	DUR	6.0
6.8	7.0	7.4	7.6	5.5	9	WDIZ *AOR*	*100.3 100kw*	9	5	2	5	8	16	76	SHAMROCK COM.	MMR	9.7
3.1	3.0	7.0	12.0	5.3	10	WJHM *UC*	*101.9 28kw*	11	3	8	9	9	11	91	AUGUSTA	HNWH	13.4
6.1	4.9	4.3	5.4	4.8	11	WJYO *AC*	*107.7 100kw*	10	19	9	7	4	4	70	METROPLEX	MCG	4.7
3.9	4.3	3.3	2.7	4.3	12	WWNZ *N/T*	*740 5-1kw*	12	18	18	14	13	7	92	GUY GANNETT	CHR	3.5
0.4	0.6	3.5	0.9	2.7	13	WXXO *Rel*	*1600 5kw*	16	6	12	13	14	10	129	CHAMPION	K/P	1.5
3.2	3.2	1.6	3.3	2.2	14	WLOQ *NAC*	*103.1 3kw*	13	13	10	12	12	15	59	LITCHFIELD	BAN	3.4
2.4	2.7	1.6	1.1	1.8	15	WWLV *B/EZ*	*94.5 100kw*	14	20	19	19	19	14	68	PASCO PINELLAS	EAST	1.3
0.9	1.1	1.0	1.1	1.6	16	WTLN-A/F *Rel*	*1520/95.3 5kw/3kw*	15	14	20	16	15	12	60	ALTON RAINBOW	KEY	1.3
5.2	3.6	1.8	0.8	1.1	17	WORL *UC*	*1270 5kw*	18	12	14	15	16	17	79	WILLIE MARTIN	HNWH	.4
--	--	--	--	1.0	18	WONQ *Span*	*1140 4.1kw*	22	23	23	21	21	18	235	Q BROADCASTING	LOTU	--

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WDIZ	1 WSTF	1 WOCL	1 WSTF	1 WOCL	1 WWKA
2 WHTQ	2 WBJW-FM	2 WHTQ	2 WWKA	2 WWKA	2 WSTF
3 WOCL	3 WOCL	3 WWKA	3 WOCL	3 WHTQ	3 WJYO
4 WWKA	4 WHLY	4 WDIZ	4 WBJW-FM	4 WSTF	4 WOCL
5 WBJW-FM	5 WHTQ	5 WSTF	5 WJYO	5 WDIZ	5 WSSP-FM
6 WSTF	6 WWKA	6 WBJW-FM	6 WHLY	6 WJYO	6 WJHM
7 WHLY	7 WJHM	7 WJYO	7 WJHM	7 WSSP	7 WBJW-FM
8 WJHM	8 WDIZ	8 WDBO	8 WSSP	8 WDBO	8 WHLY
9 WJYO	9 WJYO	9 WHLY	9 WHTQ	9 WBJW-FM	9 WDIZ
10 WYNF	10 WSSP	10 WJHM	10 WDIZ	10 WJHM	10 WXXO

FORMAT REACH



#5 PHILADELPHIA

POPULATION: **4,084,900**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
4.8	6.5	7.0	6.7	7.9	1	**WEGX** *CHR*	*106.1 23kw*	3	1	3	3	4	11	79	MALRITE	CHR	9.0
8.1	7.7	7.8	8.0	7.7	2	**WMMR** *AOR*	*93.3 25kw*	2	3	1	1	1	12	75	LEGACY & SILL.	KATZ	9.9
7.8	7.1	8.2	7.1	7.5	3	**WUSL** *UC*	*98.9 18kw*	6	2	2	2	6	13	103	TAK	MCG	10.3
8.0	7.3	6.9	6.8	6.5	4	**KYW** *News*	*1060 50kw*	1	13	12	12	10	1	49	GROUP W	G/W	5.3
7.4	7.6	6.1	5.9	5.7	5	**WEAZ** *B/EZ*	*101.1 12.5kw*	5	20	9	8	5	2	74	WEAZ, INC.	MCG	4.0
4.6	5.9	6.3	6.6	5.1	6	**WPEN** *Nost*	*950 5kw*	14	25	26	18	18	6	109	GREATER MEDIA	MMR	5.4
4.6	4.7	4.8	5.8	4.9	7	**WYSP** *CR*	*94.1 16kw*	4	4	4	4	9	17	60	INFINITY	TOR	7.1
5.8	5.4	5.5	4.5	4.8	8	**WKSZ** *AC*	*100.3 35kw*	7	8	8	6	3	3	76	WKSZ, INC.	HNWH	2.9
4.7	4.5	4.1	4.1	4.7	9	**WMGK** *AC*	*102.9 8.5kw*	8	15	5	5	2	5	77	GREATER MEDIA	MMR	3.1
5.2	5.3	4.4	4.6	4.6	10	**WWDB** *Talk*	*96.5 50kw*	12	26	15	15	15	9	93	PANACHE	REP	5.2
3.5	4.6	4.3	4.5	4.1	11	**WXTU** *Ctry*	*92.5 50kw*	13	17	14	11	7	4	86	BEASLEY	REP	4.2
3.3	2.8	3.4	4.6	4.0	12	**WSNI** *AC*	*104.5 16kw*	9	5	7	7	8	8	66	PYRAMID	DUR	3.3
2.9	2.6	4.1	3.4	3.2	13	**WCAU** *News*	*1210 50kw*	10	14	18	17	17	10	53	CBS	CBS	2.8
1.5	1.1	1.0	1.6	3.1	14	**WIP** *Sports*	*610 5kw*	11	11	13	14	12	7	55	SPECTACOR	KATZ	2.2
3.9	3.6	3.5	3.6	3.0	15	**WDAS-FM** *UC*	*105.3 3.8kw*	16	7	6	9	13	18	69	UNITY	BAN	.6
2.4	2.5	2.5	2.3	2.5	16	**WIOQ** *Gold*	*102.1 30kw*	17	16	10	10	11	15	61	EZ	MCG	2.0
1.9	2.1	1.7	2.2	2.4	17	**WFLN** *Clas*	*95.7 50kw*	18	30	16	16	16	14	82	FRANKLIN	CMBS	2.7
3.5	3.0	3.0	2.3	2.4	18	**WOGL** *Gold*	*98.1 12.5kw*	15	10	11	13	14	16	52	CBS	CBS	1.9
1.2	1.0	1.2	1.1	1.0	19	**WDAS** *UC*	*1480 5-1kw*	21	19	20	20	21	19	68	UNITY	BAN	.6

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WMMR	1 WUSL	1 WMMR	1 WEGX	1 WMMR	1 WMGK
2 WYSP	2 WEGX	2 WYSP	2 WUSL	2 WYSP	2 WKSZ
3 WUSL	3 WMMR	3 WUSL	3 WMMR	3 WIP	3 WEGX
4 WEGX	4 WSNI	4 WEGX	4 WKSZ	4 KYW	4 WEAZ
5 WDAS-FM	5 WMGK	5 WIP	5 WMGK	5 WMGK	5 WSNI
6 WMGK	6 WYSP	6 WMGK	6 WSNI	6 WXTU	6 WUSL
7 WIP	7 WDAS-FM	7 WDAS-FM	7 WEAZ	7 WUSL	7 WXTU
8 WSNI	8 WKSZ	8 KYW	8 WXTU	8 WEGX	8 WMMR
9 WEAZ	9 WEAZ	9 WSNI	9 WDAS-FM	9 WEAZ	9 KYW
10 WKSZ	10 WIOQ	10 WIOQ	10 WIOQ	10 WSNI	10 WIOQ

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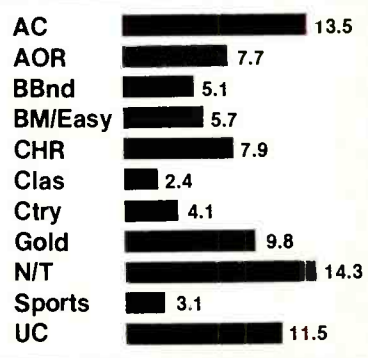


#23 PHOENIX

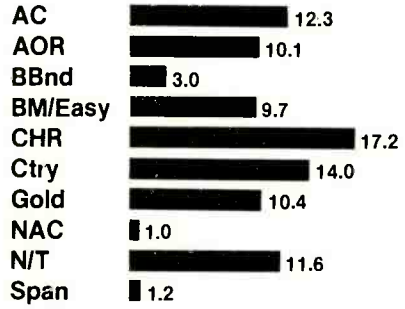
POPULATION: **1,683,300**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
17.4	14.1	13.0	11.6	14.0	1	**KNIX-A/F** *Ctry*	*1580/102.5 50kw/100kw*	2	5	2	1	1	1	101	BUCK OWENS	KATZ	13.4
13.2	11.5	9.5	9.8	9.7	2	**KMEO-A/F** *B/EZ*	*740/96.9 1-.29/100kw*	4	16	14	12	8	2	106	GROUP W	G/W	4.4
10.6	11.1	9.5	10.7	9.5	3	**KZZP-A/F** *CHR*	*1310/104.7 5-.5kw/100kw*	1	1	3	2	3	7	69	NATIONWIDE	MCG	13.8
6.3	10.2	10.5	10.3	8.3	4	**KTAR** *N/T*	*620 5kw*	3	25	11	6	5	3	72	PHOENIX	CBS	8.0
6.7	6.2	7.0	7.3	7.1	5	**KUPD** *AOR*	*97.9 100kw*	7	3	1	3	6	13	91	TRI-CITY	BAN	11.7
3.9	3.4	4.4	4.6	6.1	6	**KKLT** *AC*	*98.7 115kw*	6	6	4	4	2	4	75	PHOENIX	CBS	2.9
3.1	3.2	3.8	4.1	4.8	7	**KOY-FM** *CHR*	*95.5 100kw*	5	2	6	8	11	11	59	EDENS	CHR	4.3
2.7	3.7	4.1	2.8	4.6	8	**KOOL-FM** *Gold*	*94.5 100kw*	9	10	8	5	4	6	72	ADAMS	HNWH	3.4
2.1	2.9	2.6	2.0	3.4	9	**KESZ** *AC*	*99.9 100kw*	12	11	7	7	7	12	76	DUFFY	EAST	1.2
2.8	3.2	4.3	4.1	3.3	10	**KFYI** *N/T*	*910 5kw*	14	17	15	15	14	8	81	BROADCAST GR.	REP	3.9
3.8	3.9	4.5	4.2	3.2	11	**KSLX** *CR*	*100.7 100kw*	11	24	9	9	9	16	59	COOK INLET	MMR	5.3
3.1	4.1	4.3	3.9	3.0	12	**KDKB** *AOR*	*93.3 100kw*	10	9	5	10	13	20	50	SANDUSKY	TOR	5.0
3.0	3.6	2.8	3.3	2.9	13	**KKFR** *CHR*	*92.3 100kw*	8	4	10	14	16	22	44	BROADCAST GR.	REP	4.6
4.6	3.0	3.2	3.2	2.8	14	**KAMJ-A/F** *AC*	*1230/101.5 1kw/100kw*	13	22	12	11	12	9	64	EZ	BAN	2.5
2.5	2.4	2.4	1.7	2.6	15	**KOOL** *Gold*	*960 5kw*	15	7	19	13	10	5	75	ADAMS	HNWH	1.7
2.6	1.5	1.7	1.7	2.0	16	**KLFF** *BBnd*	*1360 5-1kw*	17	20	26	26	22	10	87	CANYON	--	1.1
1.1	0.5	0.0	1.0	1.2	17	**KVVA** *Span*	*860 1kw*	21	8	13	16	17	23	92	BETACOM	LOTU	.6
1.2	1.1	1.5	1.2	1.0	18	**KOY** *Nost*	*550 1kw*	16	21	23	20	20	14	44	EDENS	CHR	.9
1.2	0.9	1.1	1.4	1.0	19	**KGRX** *NAC*	*100.3 24.8kw*	20	15	16	17	16	17	62	DAYTONA	--	1.2

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KUPD	1 KZZP-FM	1 KNIX-FM	1 KZZP-FM	1 KNIX-FM	1 KNIX-FM
2 KNIX-FM	2 KKLT	2 KUPD	2 KNIX-FM	2 KTAR	2 KKLT
3 KDKB	3 KUPD	3 KZZP-FM	3 KKLT	3 KOOL-FM	3 KZZP-FM
4 KSLX	4 KNIX-FM	4 KSLX	4 KOOL-FM	4 KSLX	4 KESZ
5 KZZP-FM	5 KESZ	5 KDKB	5 KESZ	5 KUPD	5 KMEO-FM
6 KOY-FM	6 KOOL-FM	6 KTAR	6 KUPD	6 KZZP-FM	6 KOOL-FM
7 KOOL-FM	7 KOY-FM	7 KOOL-FM	7 KOY-FM	7 KKLT	7 KOY-FM
8 KKFR	8 KKFR	8 KKLT	8 KAMJ-FM	8 KDKB	8 KAMJ-FM
9 KESZ	9 KAMJ-FM	9 KOY-FM	9 KMEO-FM	9 KOOL	9 KOOL
10 KTAR	10 KDKB	10 KOOL	10 KOOL	10 KFYI	10 KUPD

FORMAT REACH



#18 PITTSBURGH

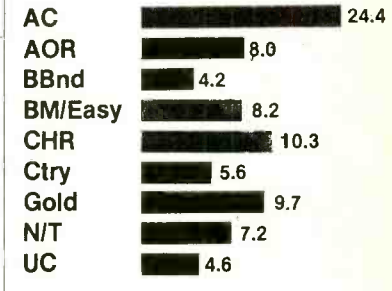
POPULATION: **1,964,400**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION	FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.3	13.2	15.4	16.9	13.4	1	KDKA	AC	1020 50kw	1	10	12	7	2	1	85	GROUP W	G/W	12.6
11.3	9.7	10.3	10.4	8.4	2	WBZZ	CHR	93.7 41kw	2	1	2	2	3	9	69	EZ	BAN	10.8
8.2	10.3	7.4	7.7	8.2	3	WSHH	B/EZ	99.7 10.5kw	5	16	11	9	6	2	101	RENDA	EAST	7.2
5.6	5.7	5.4	6.4	8.0	4	WDVE	AOR	102.5 55.1kw	3	2	1	1	4	10	83	GREAT AMERICAN	CHR	9.4
3.4	5.8	5.4	5.6	6.1	5	WWSW-FM	Gold	94.5 50kw	6	6	5	3	1	3	76	SHAMROCK BR.	MCG	5.2
3.6	3.2	4.0	3.6	5.0	6	WTAE	Talk	1250 5kw	4	20	13	11	11	6	61	HEARST	KATZ	4.1
3.1	4.0	3.0	4.8	4.9	7	WLTJ	AC	92.9 47kw	8	13	6	4	5	4	91	WLTJ INC.	DUR	2.7
5.2	5.6	6.2	6.3	4.6	8	WAMO-FM	UC	105.9 72kw	10	3	3	5	9	11	93	SHERIDAN	HNWH	.9
4.2	4.1	3.5	3.7	4.5	9	WDSY	Ctry	107.9 50kw	11	5	10	10	8	5	95	ENTERCOM	CBS	5.2
4.9	3.6	3.8	4.7	4.4	10	WHTX	AC	96.1 50kw	7	11	7	6	7	7	66	HEARST	KATZ	3.0
3.2	3.6	3.8	2.9	4.2	11	WJAS	BBnd	1320 5kw	13	18	25	24	16	8	105	RENDA	EAST	2.0
5.5	5.4	6.4	5.5	3.6	12	WMYG	CR	96.9 45kw	9	8	4	8	10	14	66	BENNS	MMR	5.9
2.2	2.9	2.9	1.9	2.2	13	KQV	News	1410 5kw	12	23	20	20	19	12	54	CALVARY	--	1.7
2.2	3.1	2.0	2.9	1.9	14	WYDD	CHR	104.7 50kw	14	4	8	12	14	25	49	GATEWAY	ROS	2.2
1.1	1.3	1.7	0.7	1.7	15	WMXP	AC	100.7 50kw	15	7	9	13	12	20	51	PENN MEDIA	--	1.5
0.3	0.5	0.7	0.6	1.1	16	WYTK	Ctry	95.3 3kw	31	26	14	14	13	17	205	WASHINGTON BR	DOME	.6

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WDVE	1 WBZZ	1 WDVE	1 WBZZ	1 WWSW-FM	1 WBZZ
2 WMYG	2 WAMO-FM	2 WWSW-FM	2 WLTJ	2 WDVE	2 KDKA
3 WWSW-FM	3 WLTJ	3 WMYG	3 WAMO-FM	3 KDKA	3 WLTJ
4 WBZZ	4 WWSW-FM	4 WBZZ	4 WWSW-FM	4 WHTX	4 WSHH
5 WAMO-FM	5 WDVE	5 WHTX	5 WSHH	5 WMYG	5 WWSW-FM
6 WHTX	6 WHTX	6 KDKA	6 WHTX	6 WBZZ	6 WHTX
7 WYDD	7 WMYG	7 WLTJ	7 KDKA	7 WDSY	7 WDSY
8 WMXP	8 WDSY	8 WAMO-FM	8 WDSY	8 WLTJ	8 WAMO-FM
9 WTAE	9 WYDD	9 WTAE	9 WDVE	9 WSHH	9 WDVE
10 KDKA	10 WMXP	10 WSHH	10 WMYG	10 WTAE	10 WTAE

FORMAT REACH



#25 PORTLAND

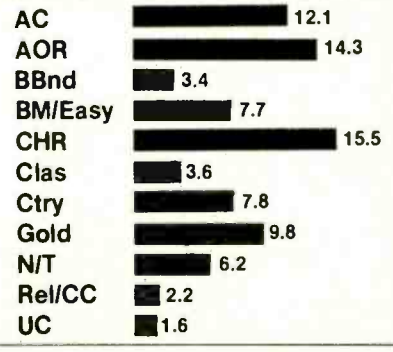
POPULATION: 1,334,200

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.0	10.8	9.1	9.3	8.2	1	KKRZ-FM CHR	100.3 100kw	1	1	1	3	4	11	69	GREAT AMERICAN	KATZ	11.8
5.9	5.4	4.9	5.7	7.7	2	KXL-FM B/EZ	95.5 100kw	8	17	9	11	10	2	112	KAYE-SMITH	MCG	3.3
5.3	6.7	5.6	8.0	7.3	3	KXYQ CHR	105.1 100kw	2	2	2	4	12	13	74	DAYTONA	BAN	9.6
6.9	6.9	6.5	7.2	7.1	4	KINK AOR	101.9 100kw	5	11	3	1	1	5	86	KING	MMR	6.8
4.6	4.4	7.2	6.0	6.6	5	KKCW AC	103.3 100kw	3	3	5	2	2	6	70	TRUMPER	DUR	4.9
7.9	5.9	6.9	7.3	6.2	6	KXL N/T	750 50-10kw	4	21	15	13	8	2	67	KAYE-SMITH	MCG	5.3
5.7	7.6	6.3	5.7	5.5	7	KEX AC	1190 50kw	6	23	14	9	6	3	75	GREAT AMERICAN	KATZ	5.3
5.9	6.4	5.7	8.1	5.2	8	KUPL-FM Ctry	98.5 100kw	9	7	10	7	3	1	80	SCRIPPS HOWARD	BAN	5.5
5.6	4.5	5.0	5.0	4.6	9	KGON AOR	92.3 100kw	7	4	6	6	9	12	64	ACKERLY	HNWH	7.4
5.1	4.2	5.2	5.2	4.3	10	KMJK CR	106.7 100kw	12	16	4	5	5	15	74	ENGEL	CHR	5.3
5.3	2.8	3.1	3.8	3.6	11	KYTE-FM Clas	101.1 100kw	10	8	13	12	11	8	56	HENRY	CHR	3.5
2.4	4.5	4.7	3.9	3.4	12	KKSN-FM Gold	97.1 100kw	13	6	12	8	7	7	64	HERITAGE	EAST	3.4
3.6	5.1	4.1	3.7	3.4	13	KYTE BBnd	970 5kw	14	13	19	18	17	9	81	HENRY	CHR	2.3
0.0	0.0	0.6	0.0	2.6	14	KZRC AOR	1010 5kw	23	10	7	10	15	23	251	DAYTONA	BAN	.9
1.5	1.7	1.8	1.5	2.2	15	KPDQ-FM Rel	93.7 100kw	15	15	21	17	14	10	63	SALEM	--	2.3
4.9	4.1	3.1	1.8	2.1	16	KGW CR	620 5kw	11	14	8	14	13	16	35	KING	MMR	2.1
3.5	3.1	3.4	2.3	1.6	17	KWJJ-FM Ctry	99.5 100kw	16	24	16	16	16	14	56	PARK	REP	3.5
0.0	0.0	0.8	0.5	1.6	18	KBMS UC	1480 1-2.5kw	22	5	11	15	20	20	120	CHRIS BENNETT	--	--
0.9	1.1	1.0	1.3	1.0	19	KUPL Ctry	1330 5kw	20	19	20	20	19	17	69	SCRIPPS HOWARD	BAN	.9

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KMJK	1 KKCW	1 KINK	1 KKCW	1 KINK	1 KKCW
2 KKRZ	2 KKRZ	2 KMJK	2 KINK	2 KMJK	2 KINK
3 KGON	3 KINK	3 KKRZ	3 KKRZ	3 KKCW	3 KUPL-FM
4 KXYQ	4 KXYQ	4 KGON	4 KXYQ	4 KGON	4 KKRZ
5 KINK	5 KGON	5 KXYQ	5 KUPL	5 KKRZ	5 KEX
6 KZRC	6 KMJK	6 KKCW	6 KGON	6 KKSN	6 KXL-FM
7 KKCW	7 KZRC	7 KKSN-FM	7 KMJK	7 KUPL-FM	7 KKSN
8 KGW	8 KBMS	8 KZRC	8 KEX	8 KEX	8 KXL
9 KYTE-FM	9 KUPL-FM	9 KEX	9 KXL-FM	9 KXL	9 KMJK
10 KXL-FM	10 KXL-FM	10 KXL	10 KKSN-FM	10 KYTE-FM	10 KYTE-FM

FORMAT REACH



#28 PROVIDENCE-WARWICK-PAWTUCKET

POPULATION: 1,259,400

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION	FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.5	15.4	16.8	14.3	12.8	1	WPRO-FM	CHR	92.3 39kw	1	1	1	1	1	3	85	CAP CITIES/ABC	BAN	14.7
11.3	10.5	12.4	8.0	8.9	2	WLKW	B/EZ	101.5 50kw	3	15	15	7	5	1	105	WILKS/SCHWARTZ	CHR	7.0
9.7	8.4	7.9	8.2	8.4	3	WHJY	AOR	94.1 50kw	2	2	2	2	2	11	88	FEDERAL	KATZ	10.8
5.6	4.0	5.4	4.0	6.1	4	WSNE	AC	93.3 50kw	4	14	3	3	3	4	84	BECK-ROSS	EAST	6.7
6.3	6.0	4.9	6.1	6.1	5	WWLI	AC	105.1 50kw	6	7	4	4	4	2	91	TMZ	MCG	4.6
7.1	6.7	6.3	6.9	5.3	6	WHJJ	N/T	920 5kw	5	35	16	12	9	5	79	FEDERAL	KATZ	5.8
5.0	5.7	4.4	4.8	3.6	7	WPRO	AC	630 5kw	7	16	21	14	11	6	59	CAP CITIES/ABC	BAN	3.6
1.8	2.7	1.7	1.7	3.0	8	WMYS	AC	98.1 50kw	11	33	9	8	6	7	88	HALL	--	1.9
3.3	2.7	2.2	3.8	2.8	9	WBRU	AOR	95.5 20kw	8	3	5	5	8	19	54	BROWN BC SERVICE	MMR	3.3
1.5	3.3	2.2	1.9	2.6	10	WHIM	Ctry	1110 5kw	19	37	28	16	13	9	129	EAST PROVIDENCE	K/P	2.1
1.6	1.3	2.1	2.3	2.4	11	WWAZ	BBnd	790 5kw	13	25	36	33	29	10	100	TMZ	MCG	1.2
2.0	2.2	2.1	2.6	2.3	12	WWRX	AOR	103.7 50kw	10	12	7	6	10	17	68	WESTERLY	DUR	2.0
1.0	2.3	2.7	4.0	2.3	13	WODS	Gold	103.3 12.5kw	9	6	14	10	7	8	65	CBS	CBS	2.2
0.8	0.9	1.7	0.8	2.0	14	WZLX	CR	100.7 50kw	17	10	6	9	12	29	96	COOK INLET	CHR	1.9
2.2	1.2	0.7	2.5	2.0	15	WBSM	N/T	1420 5-1kw	22	28	32	32	24	14	125	SAGE	CHR	2.6
1.1	0.9	1.2	1.1	1.8	16	WPLM-FM	BBnd	99.1 50kw	16	40	31	30	35	13	87	PLYMOUTH	--	.9
0.0	0.0	0.3	2.3	1.8	17	WWKX	UC	106.3 3kw	14	5	8	11	23	39	80	OCEAN STATE	REP	4.1
1.2	0.6	1.2	1.1	1.6	18	WZOU	CHR	94.5 11.5kw	12	4	10	13	17	21	66	ARDMAN	EAST	1.8
1.2	1.4	2.1	1.5	1.3	19	WBZ	AC	1030 50kw	21	22	35	26	25	15	80	GROUP W	G/W	1.6
1.1	1.2	1.4	0.6	1.2	20	WICE	CR	550 1kw	18	27	25	15	14	12	60	BEAM	REP	.7
0.7	1.5	1.0	1.1	1.1	21	WALE	Talk	1400 1kw	28	18	39	37	37	35	106	NORTH AMERICAN	MCG	.5
1.7	1.1	1.2	1.2	1.0	22	WBOS	Ctry	92.9 17kw	24	21	23	21	18	16	82	SCONNIX	DUR	1.0
1.0	0.6	0.6	0.8	1.0	23	WBCN	AOR	104.1 19.5kw	23	13	11	17	15	31	60	INFINITY	TOR	.4

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM
2 WPRO-FM	2 WHJY	2 WPRO-FM	2 WWLI	2 WLKW	2 WWLI
3 WSNE	3 WSNE	3 WSNE	3 WSNE	3 WPRO-FM	3 WSNE
4 WZLX	4 WWLI	4 WWLI	4 WHJY	4 WSNE	4 WHJY
5 WBRU	5 WBRU	5 WWRX	5 WMYS	5 WWLI	5 WMYS
6 WWRX	6 WWKX	6 WZLX	6 WBRU	6 WODS	6 WLKW
7 WWLI	7 WMYS	7 WBRU	7 WLKW	7 WWRX	7 WODS
8 WBCN	8 WWRX	8 WLKW	8 WWKX	8 WBRU	8 WHJJ
9 WWKX	9 WZOU	9 WODS	9 WODS	9 WHJJ	9 WHIM
10 WODS	10 WXKS-FM	10 WHJJ	10 WZOU	10 WICE	10 WBRU

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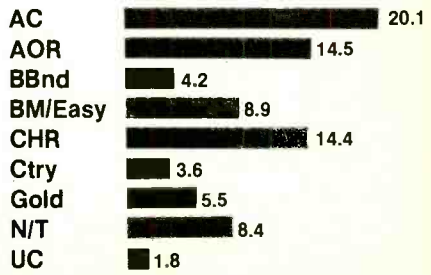


#35 RIVERSIDE-SAN BERNARDINO

POPULATION: **1,074,800**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.3	8.1	8.1	5.6	8.0	1	**KDUO** *B/EZ*	*97.5 68kw*	5	34	34	15	8	1	134	HENRY	KATZ	3.0
7.0	7.4	6.3	8.9	7.7	2	**KGGI** *CHR*	*99.1 3.1kw*	1	1	1	1	2	5	68	AMERICAN MEDIA	MCG	11.5
5.0	4.8	5.4	6.5	5.8	3	**KRTH-FM** *Gold*	*101.1 58kw*	3	10	5	2	1	2	71	RKO GENERAL	REP	5.4
6.2	6.0	6.0	4.8	5.3	4	**KIIS-FM** *CHR*	*102.7 8kw*	2	2	4	5	5	6	61	GANNETT	MCG	7.5
5.7	4.1	4.5	3.6	4.7	5	**KCAL-FM** *AOR*	*96.7 3kw*	9	9	2	3	4	16	88	SBR	TOR	6.3
4.2	5.9	5.1	5.6	4.4	6	**KLOS** *AOR*	*95.5 63.1kw*	6	8	3	4	3	14	75	CAP CITIES/ABC	KATZ	9.4
3.6	4.1	4.1	3.6	3.5	7	**KOST** *AC*	*103.5 12.5kw*	4	11	11	6	6	3	53	COX	CHR	3.5
2.6	3.2	3.2	2.8	3.5	8	**KNX** *News*	*1070 50kw*	10	36	18	21	14	7	67	CBS	CBS	3.1
3.7	2.8	3.2	3.2	3.4	9	**KFI** *Talk*	*640 50kw*	7	20	15	8	7	4	58	COX	CHR	2.5
2.0	1.5	2.6	1.8	2.7	10	**KROQ** *AOR*	*106.7 5.6kw*	13	3	6	9	22	46	74	INFINITY	TOR	4.3
1.3	2.2	2.4	2.3	2.4	11	**KFXM** *BBnd*	*590 1kw*	17	41	28	31	33	18	96	HENRY	KATZ	1.3
2.3	2.5	2.3	2.0	2.4	12	**KBIG** *AC*	*104.3 105kw*	11	16	16	12	10	8	56	BONNEVILLE INTL	CBS	.9
2.8	2.6	4.3	5.1	2.3	13	**KCKC** *Ctry*	*1350 5-.5kw*	16	19	27	24	17	9	82	RIVERDINO	HNWH	1.5
1.0	2.1	1.7	2.2	2.3	14	**KWDJ** *Ctry*	*92.7 3kw*	18	17	12	14	13	10	100	RIVERSIDE COU.	BAN	1.2
1.2	0.6	0.0	1.2	2.3	15	**KDIF** *Ctry*	*1440 1kw*	25	7	7	7	12	22	146	INLAND EMPIRE	KT-H	--
2.6	3.1	2.6	1.6	2.3	16	**KOLA** *CHR*	*99.9 31kw*	8	4	8	11	18	28	42	KOLA, INC.	BAN	2.9
1.0	1.2	1.1	1.2	2.0	17	**KNX-FM** *AOR*	*93.1 28.5kw*	15	37	9	10	9	15	72	CBS	CBS	1.0
1.6	2.1	1.0	1.5	2.0	18	**KTWV** *NAC*	*94.7 58kw*	14	45	14	13	11	11	64	METROPOLITAN	BAN	1.9
2.3	2.7	2.0	2.1	1.6	19	**KPWR** *CHR*	*105.9 72kw*	12	5	10	16	28	41	43	EMMIS	HNWH	3.5
1.8	0.8	1.2	1.4	1.4	20	**KIQQ** *AC*	*100.3 5.3kw*	20	14	19	18	15	13	65	WESTWOOD ONE	HNWH	.8
2.3	2.0	2.3	2.5	1.3	21	**KABC** *Talk*	*790 5kw*	23	44	25	30	29	34	69	CAP CITIES/ABC	KATZ	1.2
0.6	0.5	0.8	0.6	1.3	22	**KRLA** *Gold*	*1110 50-20kw*	27	13	24	19	16	12	86	GREATER MEDIA	MMR	.2
0.4	0.6	0.4	0.3	1.2	23	**KJOI** *B/EZ*	*98.7 75kw*	34	25	38	36	38	21	102	COMMAND	BAN	.6
1.7	0.9	1.1	1.9	1.1	24	**KCAL** *Span*	*1410 5-4kw*	22	23	13	17	21	16	57	SBR	LOTU	--
0.7	0.3	1.1	1.4	1.1	25	**KMEN** *UC*	*1290 5kw*	24	42	21	20	19	25	62	AMERICAN MEDIA	MCG	.9
0.6	0.3	1.1	0.4	1.1	26	**KNAC** *AOR*	*105.5 1.05kw*	29	6	17	22	43	48	81	FLAGSHIP	K/P	.8
3.0	2.9	2.3	1.0	1.0	27	**KQLH** *AC*	*95.1 50kw*	19	12	30	25	24	20	48	MAJOR MARKET	EAST	.7
2.3	1.8	1.8	1.5	1.0	28	**KNTF** *Ctry*	*93.5 3kw*	31	43	33	28	25	19	82	BEST	--	1.8
1.2	1.6	1.5	1.7	1.0	29	**KZLA** *Ctry*	*93.9 49kw*	36	46	20	23	20	26	106	MALRITE	EAST	1.6
1.3	1.0	0.4	0.4	1.0	30	**KFAC-FM** *Clas*	*92.3 55kw*	26	21	39	29	26	17	62	CLASSIC	MCG	1.1

Continued on Page 187

#43 ROCHESTER

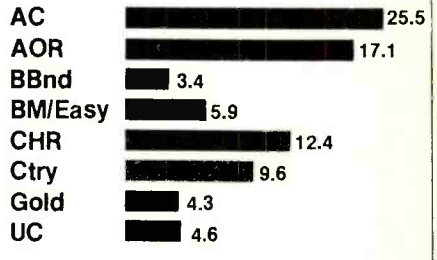
POPULATION: **832,200**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.7	15.2	16.0	16.5	17.1	1	**WCMF** *AOR*	*96.5 50kw*	2	2	1	1	1	6	106	STONER	TOR	19.7
14.4	14.9	13.4	14.5	12.4	2	**WPXY-A/F** *CHR*	*1280/97.9 5kw/50kw*	1	1	2	2	5	8	78	PYRAMID	MMR	14.4
8.4	7.7	11.3	7.9	9.6	3	**WBEE** *Ctry*	*92.5 50kw*	6	13	5	5	3	1	111	HERITAGE MEDIA	KATZ	7.1
11.1	9.4	9.6	8.2	9.2	4	**WVOR** *AC*	*100.5 50kw*	3	4	4	3	2	2	74	LINCOLN GROUP	MCG	10.7
8.2	8.7	10.7	8.9	8.5	5	**WHAM** *AC*	*1180 50kw*	4	12	8	8	7	3	79	LINCOLN GROUP	MCG	7.0
6.0	6.4	6.1	6.9	7.8	6	**WRMM** *AC*	*101.3 27kw*	5	7	3	4	4	5	82	DORTON	CHR	5.9
8.0	6.9	6.4	6.2	5.9	7	**WZSH** *B/EZ*	*95.1 50kw*	8	15	10	9	9	4	97	GREAT LAKES	REP	3.6
3.9	5.9	3.9	4.6	4.6	8	**WDKX** *UC*	*103.9 .8kw*	9	3	6	7	8	10	79	MONROE	ROS	8.5
5.8	4.5	4.0	7.0	4.3	9	**WKLX** *Gold*	*98.9 50kw*	7	6	7	6	6	7	54	ONTARIO SHORE	DUR	4.9
2.7	3.2	2.9	2.2	3.4	10	**WEZO** *Nost*	*990 5-2.5kw*	10	18	17	10	10	9	92	DORTON	CHR	1.4

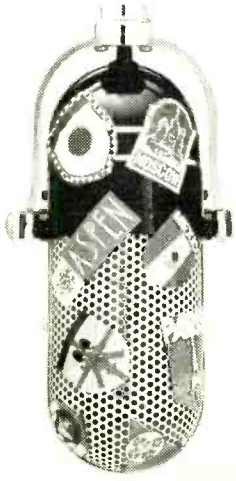
DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WCMF	1 WCMF	1 WCMF	1 WPXY-FM	1 WCMF	1 WVOR
2 WPXY-FM	2 WPXY-FM	2 WVOR	2 WCMF	2 WVOR	2 WBEE
3 WBEE	3 WRMM	3 WPXY-FM	3 WRMM	3 WBEE	3 WRMM
4 WVOR	4 WVOR	4 WBEE	4 WVOR	4 WRMM	4 WCMF
5 WRMM	5 WDKX	5 WRMM	5 WBEE	5 WPXY-FM	5 WPXY-FM
6 WDKX	6 WKLX	6 WKLX	6 WKLX	6 WHAM	6 WKLX
7 WHAM	7 WBEE	7 WHAM	7 WDKX	7 WKLX	7 WDKX
8 WKLX	8 WZSH	8 WDKX	8 WZSH	8 WDKX	8 WZSH
9 WMJQ	9 WHAM	9 WZSH	9 WHAM	9 WZSH	9 WHAM
10 WGR-FM	10 WMJQ	10 WGR-FM	10 WEZO	10 WEZO	10 WEZO

FORMAT REACH



HIT THE ROAD JOCK!



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IDB COMMUNICATIONS GROUP, INC.

#31 SACRAMENTO

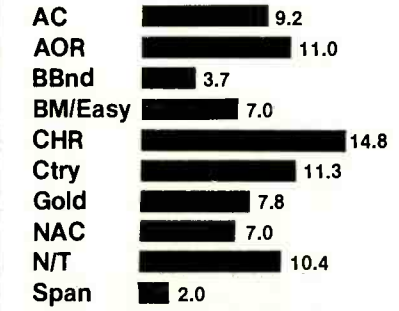
POPULATION: **1,157,300**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.3	8.9	7.8	8.8	8.8	1	**KFBK** *N/T*	*1530 50kw*	2	9	11	9	6	1	83	GROUP W	G/W	8.5
8.0	7.5	5.5	9.0	7.1	2	**KRAK-FM** *Ctry*	*105.1 50kw*	6	6	7	1	2	3	85	EZ	KATZ	8.4
10.1	11.4	8.7	7.5	7.0	3	**KCTC** *B/EZ*	*96.1 50kw*	7	8	12	12	7	2	87	TRIBUNE	CHR	3.4
1.1	0.0	2.7	4.3	7.0	4	**KQPT** *NAC*	*100.5 115kw*	8	10	5	3	1	4	89	DUCHOSSOIS	REP	5.2
8.0	8.1	6.9	6.8	5.9	5	**KXOA-FM** *AC*	*107.9 50kw*	3	7	4	2	3	6	58	BROWN	BAN	5.3
4.1	6.7	5.8	5.8	5.8	6	**KRXQ** *AOR*	*93.7 25kw*	9	4	1	5	12	20	77	FULLER-JEFFREY	TOR	10.4
4.7	4.0	5.4	5.3	5.5	7	**KROY** *CHR*	*96.9 50kw*	4	1	6	8	9	15	65	GREAT AMERICAN	HNWH	4.6
6.4	5.1	6.2	5.6	5.2	8	**KSFM** *CHR*	*102.5 50kw*	1	3	3	7	11	16	49	GENESIS	MMR	8.8
7.2	7.0	7.3	6.2	5.2	9	**KZAP** *AOR*	*98.5 50kw*	10	13	2	4	5	9	68	NATIONWIDE	MCG	7.0
2.2	2.7	4.1	4.2	5.1	10	**KHYL** *Gold*	*101.1 36.3kw*	11	11	9	6	4	7	68	PARKER	EAST	5.6
3.1	3.4	3.4	3.5	4.2	11	**KRAK** *Ctry*	*1140 50kw*	13	16	14	13	8	5	78	EZ	KATZ	2.8
6.2	6.5	4.6	3.5	4.1	12	**KWOD** *CHR*	*106.5 50kw*	5	2	8	10	14	18	49	ROYCE INTL	CBS	3.9
3.0	3.7	3.1	3.0	3.3	13	**KAER** *AC*	*92.5 50kw*	12	5	10	11	10	17	59	GROUP W	G/W	3.9
2.1	1.9	2.8	2.5	2.7	14	**KXOA** *BBnd*	*1470 5-1kw*	15	25	23	20	19	8	86	BROWN	BAN	.9
1.9	1.8	1.5	1.2	2.0	15	**KRCX** *Span*	*1110 5-.5kw*	20	18	13	14	13	10	123	FULLER-JEFFREY	LOTU	.7
1.7	1.0	1.4	1.8	1.6	16	**KGO** *N/T*	*810 50kw*	16	24	21	18	17	11	54	CAP CITIES/ABC	BAN	1.8
1.1	0.9	1.4	1.5	1.4	17	**KGNR** *Gold*	*1320 5kw*	14	15	18	15	15	12	42	TRIBUNE	CHR	.8
2.3	1.0	1.6	1.1	1.3	18	**KSMJ** *Gold*	*1380 5kw*	17	21	15	16	16	13	53	GENESIS	MMR	.8
0.5	0.8	0.7	0.7	1.0	19	**KFRC** *Nost*	*610 5kw*	23	23	25	25	23	14	77	RKO GENERAL	REP	.7

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KRXQ	1 KROY	1 KRXQ	1 KXOA-FM	1 KZAP	1 KQPT
2 KZAP	2 KSFM	2 KZAP	2 KRAK-FM	2 KRAK-FM	2 KXOA-FM
3 KXOA-FM	3 KQPT	3 KRAK-FM	3 KQPT	3 KQPT	3 KRAK-FM
4 KSFM	4 KXOA-FM	4 KHYL	4 KROY	4 KHYL	4 KHYL
5 KHYL	5 KZAP	5 KQPT	5 KSFM	5 KFBK	5 KCTC
6 KQPT	6 KRAK-FM	6 KXOA-FM	6 KHYL	6 KXOA-FM	6 KFBK
7 KWOD	7 KAER	7 KFBK	7 KCTC	7 KRAK	7 KROY
8 KRAK-FM	8 KRXQ	8 KRAK	8 KWOD	8 KRXQ	8 KZAP
9 KAER	9 KWOD	9 KSFM	9 KZAP	9 KCTC	9 KAER
10 KROY	10 KHYL	10 KWOD	10 KAER	10 KSFM	10 KSFM

FORMAT REACH



#15 ST. LOUIS

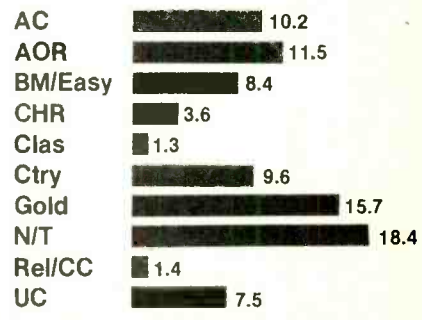
POPULATION: **2,037,500**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
22.1	21.3	25.0	23.5	17.1	1	KMOX *Talk*	*1120 50kw*	1	9	8	3	1	1	94	CBS	CBS	18.6
9.9	10.0	9.5	9.9	9.9	2	KSHE *AOR*	*94.7 100kw*	2	4	1	1	2	7	89	EMMIS	KATZ	13.2
7.1	6.9	6.0	7.0	8.4	3	KEZK *B/EZ*	*102.5 100kw*	4	11	7	7	4	2	91	ADAMS	MMR	5.1
3.8	5.3	5.3	5.6	6.8	4	KSD *CR*	*93.7 100kw*	5	6	2	2	3	9	79	GANNETT	MCG	5.7
8.2	7.0	6.4	5.6	6.5	5	KMJM *UC*	*107.7 100kw*	10	2	3	4	9	12	114	KEYMARKET	CHR	9.9
4.9	6.0	4.8	5.4	5.8	6	KLOU *Gold*	*103.3 100kw*	3	1	5	6	7	5	61	CBS	CBS	5.7
4.2	5.4	6.2	5.3	5.8	7	WIL-FM *Ctry*	*92.3 100kw*	8	5	11	8	5	3	83	HERITAGE MEDIA	BAN	6.3
3.9	5.0	4.0	2.9	5.1	8	KYKY *AC*	*98.1 100kw*	7	8	4	5	6	6	73	EZ	MMR	5.2
3.0	3.0	3.2	3.7	3.6	9	WKBQ *CHR*	*106.5 38.5kw*	6	3	6	10	14	17	47	MACDONALD	REP	5.8
3.2	2.0	3.7	2.5	3.5	10	KRJY *AC*	*96.3 100kw*	9	13	9	9	8	4	59	RICHARD MILLER	BAN	2.6
1.7	1.8	2.1	3.0	2.4	11	WKKX *Ctry*	*104.1 50kw*	11	24	13	11	10	8	73	GATEWAY RADIO	--	2.2
2.1	2.2	1.9	1.6	2.0	12	KATZ *Gold*	*1600 5kw*	19	15	16	13	11	10	95	UNITY	K/P	2.4
2.6	2.0	2.3	1.5	1.6	13	WMRY *AOR*	*101.1 50kw*	13	26	10	12	12	22	58	RIVER CITIES	TOR	.8
0.0	0.9	1.3	1.7	1.6	14	KSTZ *AC*	*105.7 100kw*	12	10	12	14	13	20	53	LEWIS	TOR	.8
1.8	1.6	1.8	1.7	1.4	15	KUSA *Ctry*	*550 5kw*	14	23	26	20	16	11	51	GANNETT	MCG	2.0
1.4	1.1	1.1	1.2	1.4	16	WESL *Rel*	*1490 .7-1kw*	23	12	22	21	19	15	97	WILLIS	K/P	.5
1.2	1.3	1.0	1.1	1.3	17	KFUO-FM *Clas*	*99.1 100kw*	15	19	18	19	17	14	49	LCMS	CMBS	.6
0.5	0.5	0.4	0.6	1.3	18	KXOK *N/T*	*630 5kw*	17	22	21	22	22	16	57	CHESTER	HNWH	.5
2.0	1.0	1.8	1.5	1.1	19	KGLD *Gold*	*1380 5-1kw*	16	14	19	15	15	13	48	CHASE	REP	1.0
1.2	1.0	1.0	1.8	1.0	20	KATZ-FM *UC*	*100.3 50kw*	18	7	14	17	21	25	50	UNITY	K/P	1.8

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KSHE	1 KSHE	1 KSHE	1 KSHE	1 KMOX	1 KMOX
2 KSD	2 KMJM	2 KSD	2 KYKY	2 KSHE	2 KEZK
3 KMJM	3 KSD	3 KMOX	3 KMJM	3 KSD	3 KYKY
4 KMOX	4 KYKY	4 KMJM	4 KSD	4 WIL-FM	4 WIL-FM
5 KYKY	5 KLOU	5 KLOU	5 KEZK	5 KEZK	5 KSD
6 WKBQ	6 WKBQ	6 KYKY	6 KLOU	6 KLOU	6 KSHE
7 KLOU	7 KEZK	7 WIL-FM	7 KMOX	7 KYKY	7 KLOU
8 WMRY	8 KRJY	8 KEZK	8 WIL-FM	8 KRJY	8 KRJY
9 KEZK	9 KSTZ	9 KRJY	9 KRJY	9 KMJM	9 KMJM
10 WIL-FM	10 WIL-FM	10 WMRY	10 WKBQ	10 WKKX	10 WKKX

FORMAT REACH



#38 SALT LAKE CITY-OGDEN-PROVO

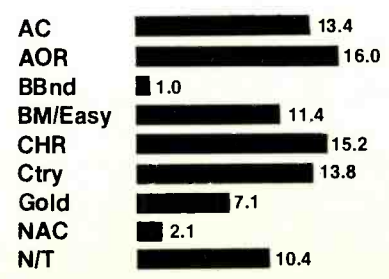
POPULATION: **999,300**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.0	9.8	7.9	7.0	10.0	1	**KSFI** *B/EZ*	*100.3 26kw*	5	7	9	4	2	1	87	SIMMONS FAMILY	CBS	4.0
10.8	8.9	9.0	11.4	9.6	2	**KKAT** *Ctry*	*101.9 26kw*	4	6	3	1	1	2	83	BROWN	BAN	10.4
7.2	7.8	10.6	9.3	7.9	3	**KISN** *CHR*	*97.1 26kw*	3	2	2	2	4	9	67	SUN MOUNTAIN	MCG	8.1
7.8	8.4	9.3	8.3	7.3	4	**KCPX** *CHR*	*98.7 40kw*	2	1	4	5	9	10	56	PRICE BR.	KATZ	10.4
9.3	7.9	7.2	7.4	7.0	5	**KSL** *Talk*	*1160 50kw*	1	22	10	7	3	3	49	BONNEVILLE INTL	MMR	8.6
6.9	7.8	8.9	7.6	6.3	6	**KRSP-FM** *AOR*	*103.5 27.5kw*	6	3	1	3	6	11	58	CARLSON COM INT	DUR	9.8
6.8	5.2	6.1	8.3	4.2	7	**KSOP-A/F** *Ctry*	*1370/104.3 5-.5kw/25kw*	7	11	14	12	10	4	59	KSOP, INC.	MMR	5.1
2.1	3.4	2.6	2.2	4.1	8	**KBER** *AOR*	*106.5 100kw*	10	4	5	8	17	28	74	DEVINE	TOR	4.1
3.2	4.3	4.0	3.6	4.0	9	**KMGR** *AC*	*107.5 100kw*	11	27	7	6	5	7	82	TRANSCOLUMBIA	HNWH	2.7
3.3	3.9	2.1	2.4	3.7	10	**KALL** *AC*	*910 5-1kw*	8	18	18	13	11	5	61	COM. INVESTMENT	EAST	4.2
1.6	2.5	2.8	1.8	3.4	11	**KTKK** *Talk*	*630 1-.5kw*	14	17	23	21	13	6	99	D&B	--	3.2
1.7	2.2	2.5	3.4	3.3	12	**KLZX** *Gold*	*93.3 26kw*	12	26	6	9	8	16	69	COOK INLET	CHR	4.4
5.0	3.7	3.6	3.2	3.2	13	**KLCY** *AC*	*94.1 40kw*	9	10	11	11	10	8	58	COM. INVESTMENT	EAST	2.4
0.0	0.4	1.4	2.8	3.2	14	**KJQN** *AOR*	*95.5 100kw*	15	5	8	12	19	24	97	SGS	--	4.3
2.0	3.0	2.1	1.8	2.1	15	**KDAB** *NAC*	*101.1 25kw*	16	24	12	14	12	12	72	ALBIMAR	HNWH	2.1
1.3	0.8	0.8	1.0	1.5	16	**KUTR** *AC*	*860 50-1kw*	18	12	15	16	14	15	59	SUNRISE MEDIA	CHR	.7
1.2	0.6	1.0	1.7	1.5	17	**KRSP** *Gold*	*1060 10-1kw*	17	15	20	15	16	13	56	CARLSON COM INT	DUR	1.1
1.0	0.4	0.8	0.0	1.4	18	**KFAM** *B/EZ*	*700 50-1kw*	26	31	31	31	31	17	106	GENERAL		--
0.0	1.0	1.2	0.8	1.3	19	**KZQQ** *AOR*	*1550 10-.5kw*	25	8	13	19	27	31	86	KARGO	CHR	.8
1.6	1.3	1.7	1.6	1.2	20	**KRPN** *Gold*	*107.9 100kw*	20	14	22	17	15	14	57	KARGO	CHR	.2
1.6	1.4	1.2	2.0	1.1	21	**KZOL** *Gold*	*96.1 55kw*	13	13	17	18	18	21	31	COOK INLET	HNWH	1.0
1.3	0.8	0.9	1.7	1.1	22	**KKGB** *AOR*	*97.9 26kw*	19	9	16	20	22	27	42	UTAH RADIO	CHR	.5
1.9	1.7	1.0	1.6	1.0	23	**KDYL** *BBnd*	*1280 5-.5kw*	21	29	30	30	29	19	57	SIMMONS FAMILY	CBS	1.3
0.0	0.7	0.4	0.0	1.0	24	**KSRR** *AC*	*1400 1kw*	23	19	29	28	26	20	64	POSITIVE COMM	EAST	.5

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KRSP	1 KISN-FM	1 KKAT	1 KKAT	1 KKAT	1 KKAT
2 KBER	2 KCPX-FM	2 KRSP	2 KISN-FM	2 KSL	2 KSFI
3 KKAT	3 KKAT	3 KBER	3 KCPX-FM	3 KRSP	3 KCPX-FM
4 KLZX	4 KRSP	4 KLZX	4 KSFI	4 KSFI	4 KISN-FM
5 KCPX-FM	5 KMGR-FM	5 KSL	5 KMGR-FM	5 KLZX	5 KMGR-FM
6 KISN-FM	6 KLCY	6 KSFI	6 KLCY	6 KMGR-FM	6 KLCY
7 KJQN-FM	7 KSFI	7 KISN-FM	7 KRSP	7 KISN-FM	7 KSL
8 KMGR-FM	8 KJQN-FM	8 KMGR-FM	8 KSL	8 KALL	8 KSOP-FM
9 KSL	9 KSL	9 KCPX-FM	9 KSOP-FM	9 KSOP-FM	9 KALL
10 KDAB	10 KBER	10 KJQN-FM	10 KALL	10 KDAB	10 KUTR

FORMAT REACH



#36 SAN ANTONIO

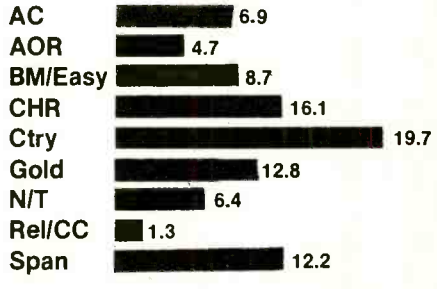
POPULATION: **1,027,900**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
4.4	6.6	7.7	5.8	10.3	1	KCYY *Ctry*	*100.3 100kw*	1	5	1	1	1	1	92	NEWCITY	KATZ	9.5
7.7	8.3	8.6	4.8	7.6	2	KQXT *B/EZ*	*101.9 100kw*	6	25	12	9	5	2	101	GROUP W	G/W	4.4
7.7	8.0	9.1	9.2	7.0	3	KITY *CHR*	*92.9 100kw*	2	1	4	6	14	17	69	GENESIS	CHR	12.7
9.7	4.9	8.4	6.0	7.0	4	KCOR *Span*	*1350 5kw*	15	18	11	10	6	3	155	TICHENOR MEDIA	KATZ	3.7
6.2	5.6	4.6	6.4	6.4	5	WOAI *N/T*	*1200 50kw*	5	24	14	13	9	4	83	CLEAR CHANNEL	HNWH	4.9
8.0	8.2	8.0	6.8	5.7	6	KTFM *CHR*	*102.7 100kw*	3	2	6	7	7	11	61	WATERMAN	BAN	8.7
5.2	5.5	4.4	4.6	5.5	7	KAJA *Ctry*	*97.3 100kw*	4	7	7	3	2	5	69	CLEAR CHANNEL	HNWH	6.4
3.1	2.8	3.6	5.1	5.4	8	KSMG *Gold*	*105.3 100kw*	8	8	5	2	4	7	75	AMERICAN MEDIA	CBS	5.4
8.4	7.6	6.9	5.6	4.7	9	KISS *AOR*	*99.5 100kw*	7	4	2	5	11	19	63	ADAMS	MMR	8.6
3.0	4.1	3.8	3.3	4.5	10	KZEP *CR*	*104.5 100kw*	10	9	3	4	3	13	79	LOTUS	TOR	4.7
3.8	2.6	2.9	4.3	3.9	11	KKYX *Ctry*	*680 50-10kw*	14	15	18	16	13	6	85	NEWCITY	KATZ	3.8
2.8	3.2	1.4	2.0	3.5	12	KTSA *AC*	*550 5kw*	12	10	17	15	12	8	69	WATERMAN	BAN	2.3
2.9	2.7	2.7	3.2	3.4	13	KSAQ *CHR*	*96.1 100kw*	9	3	9	12	21	23	51	INNER CITY	EAST	4.2
4.6	5.4	4.9	3.8	3.4	14	KMMX *AC*	*106.7 100kw*	11	22	8	8	8	12	66	VISION	G/W	2.9
2.5	5.2	4.2	4.1	2.9	15	KONO *Gold*	*860 5-1kw*	13	19	13	11	10	9	63	GENESIS	CHR	4.3
2.9	3.3	4.4	3.2	2.2	16	KZVE *Span*	*107.5 100kw*	17	12	10	14	17	16	98	TK	LOTU	.7
2.5	3.3	2.3	2.7	2.0	17	KEDA *Span*	*1540 5-1kw*	16	11	16	18	16	10	68	D&E	CAB	1.4
1.1	1.2	1.1	1.8	1.3	18	KSLR *CC*	*630 5kw*	19	16	19	19	15	14	64	SALEM MEDIA	--	2.4
0.0	0.0	0.3	1.8	1.1	19	KFAN *B/EZ*	*101.1 100kw*	18	23	21	17	18	15	54	GILLESPIE	EAST	.2
2.1	0.8	0.8	1.1	1.0	20	KSAH *Span*	*720 10kw*	20	14	15	21	20	22	60	GANADORES	CAB	.4

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KISS	1 KCYY	1 KCYY	1 KCYY	1 KCYY	1 KCYY
2 KZEP	2 KITY	2 KISS	2 KSMG	2 KZEP	2 KCOR
3 KCYY	3 KMMX	3 KZEP	3 KTFM	3 KISS	3 KAJA
4 KSMG	4 KTFM	4 KSMG	4 KAJA	4 KAJA	4 KSMG
5 KITY	5 KSAQ	5 KAJA	5 KITY	5 KSMG	5 KTFM
6 KTFM	6 KZEP	6 KITY	6 KMMX	6 WOAI	6 KQXT
7 KAJA	7 KAJA	7 WOAI	7 KCOR	7 KQXT	7 KMMX
8 KSAQ	8 KSMG	8 KQXT	8 KSAQ	8 KONO	8 KZEP
9 KZVE	9 KCOR	9 KONO	9 KQXT	9 KKYX	9 KTSA
10 KCOR	10 KZVE	10 KTFM	10 KZEP	10 KMMX	10 KONO

FORMAT REACH



#16 SAN DIEGO

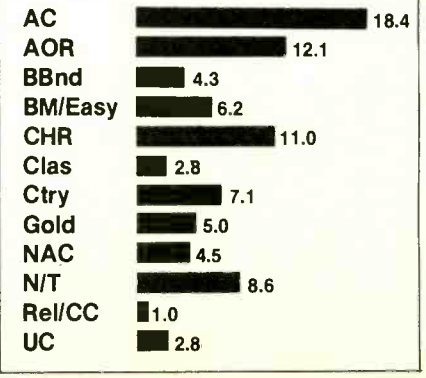
POPULATION: **1,985,100**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.8	8.7	9.0	8.9	9.5	1	**KKLQ-A/F** *CHR*	*600/106.5 5kw/50kw*	1	1	2	1	2	10	79	EDENS	CHR	10.8
7.0	6.3	9.0	7.4	7.0	2	**KGB** *AOR*	*101.5 50kw*	3	5	1	2	4	13	76	LOTUS	KATZ	13.5
7.3	7.8	6.1	6.3	6.3	3	**KFMB-FM** *AC*	*100.7 36kw*	2	2	4	3	1	7	56	MIDWEST TV	MCG	6.5
6.1	8.1	7.3	6.8	6.2	4	**KSDO** *N/T*	*1130 10-5kw*	5	16	19	13	11	3	80	GANNETT	DUR	6.9
8.5	7.9	6.8	6.9	6.2	5	**KJQY** *B/EZ*	*103.7 36kw*	6	9	25	14	10	1	85	GROUP W	G/W	4.2
5.8	4.8	3.7	5.8	5.9	6	**KSON-FM** *Ctry*	*97.3 50kw*	8	10	9	5	3	2	90	JEFFERSON-PILOT	BAN	4.8
4.8	5.3	7.0	7.1	5.3	7	**KFMB** *AC*	*760 5kw*	7	12	13	9	5	4	77	MIDWEST TV	MCG	6.5
4.9	5.4	5.2	5.2	5.1	8	**XTRA-FM** *AOR*	*91.1 100kw*	4	3	3	4	12	21	59	NOBLE	MMR	8.8
3.4	3.1	4.9	2.8	4.3	9	**KPOP** *Nost*	*1360 5-1kw*	17	6	28	19	18	5	129	BROWN	KATZ	1.2
3.6	3.4	3.1	5.4	3.6	10	**KYXY** *AC*	*96.5 41kw*	12	14	10	6	6	6	74	PARKER	HNWH	3.6
2.2	2.2	1.6	2.6	3.2	11	**KKYY** *AC*	*94.9 22kw*	9	7	5	7	9	12	61	SANDUSKY	TOR	2.7
3.4	3.6	3.6	4.1	3.0	12	**KCBQ-A/F** *Gold*	*1170/105.3 50-5kw 29kw*	13	18	6	8	7	11	64	ERIC CHANDLER	REP	3.3
2.9	4.7	3.4	4.7	2.9	13	**KIFM** *NAC*	*98.1 28kw*	10	16	12	10	8	9	57	AFC	CBS	2.7
4.1	2.8	3.2	2.2	2.8	14	**XHRM** *UC*	*92.5 100kw*	11	4	7	11	16	17	59	MORROW	K/P	3.4
3.2	2.8	1.9	2.7	2.8	15	**KFSD** *Clas*	*94.1 100kw*	14	19	19	17	14	8	69	LOTUS	HNWH	2.6
2.0	1.5	1.6	2.3	2.0	16	**KGMG-FM** *CR*	*102.1 10kw*	18	28	8	12	13	20	63	XHITZ, INC.	BAN	1.4
1.5	2.1	2.0	1.5	1.6	17	**KSWV** *NAC*	*102.9 32kw*	20	24	14	15	15	14	54	GANNETT	DUR	.7
1.0	1.4	1.8	1.1	1.5	18	**XHTZ** *CHR*	*90.3 100kw*	15	8	11	16	17	36	39	XHITZ, INC.	--	1.4
1.9	1.6	1.6	1.7	1.4	19	**KNX** *News*	*1070 50kw*	19	23	31	30	22	16	44	CBS	CBS	1.0
1.3	1.3	0.7	0.9	1.2	20	**KSON** *Ctry*	*1240 1kw*	21	22	39	26	20	15	60	JEFFERSON-PILOT	BAN	1.2
2.1	1.0	1.4	1.0	1.0	21	**XTRA** *N/T*	*690 50kw*	16	30	24	21	19	18	30	NOBLE	MMR	.4
0.0	0.4	0.5	0.0	1.0	22	**KPRZ** *Rel*	*1210 10-1kw*	22	27	22	24	23	19	69	SALEM	--	--

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KGB	1 KKLQ-FM	1 KGB	1 KFMB-FM	1 KGB	1 KFMB-FM
2 KKLQ-FM	2 KFMB-FM	2 KKLQ-FM	2 KKLQ-FM	2 KSON-FM	2 KYXY
3 XTRA-FM	3 XTRA-FM	3 XTRA-FM	3 KKYY	3 KFMB	3 KJQY
4 KGMG-FM	4 KKYY	4 KFMB-FM	4 KYXY	4 KFMB-FM	4 KSON-FM
5 KFMB-FM	5 KGB	5 KSON-FM	5 XTRA-FM	5 KKLQ-FM	5 KKYY
6 KFMB	6 KSON-FM	6 KFMB	6 KSON-FM	6 KSDO	6 KKLQ-FM
7 XHRM	7 XHRM	7 KSDO	7 KJQY	7 KCBQ-FM	7 KFMB
8 KKYY	8 KCBQ-FM	8 KGMG-FM	8 KGB	8 KGMG-FM	8 KIFM
9 KCBQ-FM	9 KYXY	9 KCBQ-FM	9 KIFM	9 KIFM	9 KCBQ-FM
10 XHTZ	10 KIFM	10 KYXY	10 KCBQ-FM	10 KYXY	10 KGB

FORMAT REACH



#4 SAN FRANCISCO

POPULATION: **4,954,500**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.0	6.8	8.4	7.1	8.3	1	**KGO** *N/T*	*810 50kw*	1	16	14	5	1	1	73	CAP CITIES/ABC	BAN	8.7
4.9	6.1	5.7	5.8	5.6	2	**KMEL** *CHR*	*106.1 69kw*	4	1	1	1	8	17	74	CENTURY	CHR	6.8
5.4	4.7	5.4	4.7	5.0	3	**KCBS** *N/T*	*740 50kw*	2	29	18	11	7	3	52	CBS	CBS	3.5
4.8	5.8	6.2	5.6	4.7	4	**KABL-A/F** *B/EZ*	*960/98.1 5kw/100kw*	7	26	28	19	9	2	83	SHAMROCK	CHR	3.7
3.8	3.2	4.5	3.3	4.2	5	**KOIT-A/F** *AC*	*1260/96.5 5-1kw/33kw*	4	8	9	4	2	4	59	BONNEVILLE INT	TOR	2.6
2.7	3.5	3.6	4.0	3.9	6	**KIOI** *AC*	*101.3 125kw*	5	7	3	2	3	6	60	FAIRMOUNT	DUR	3.2
2.8	3.1	3.5	4.4	3.7	7	**KSFO/KYA** *Gold*	*560/93.3 5kw/7.5kw*	3	22	10	3	4	5	46	KING	MMR	3.1
3.3	4.3	2.8	3.4	3.4	8	**KFRC** *Nost*	*610 5kw*	11	32	44	34	21	7	78	RKO GENERAL	REP	3.1
1.3	1.1	1.8	1.7	3.0	9	**KKHI-A/F** *Clas*	*1550/95.7 10.5kw/8.5kw*	18	17	20	20	19	11	83	BUCKLEY	HNWH	2.2
3.0	3.3	2.8	2.4	3.0	10	**KITS** *CHR*	*105.3 15kw*	h4	2	4	9	15	35	77	ENTERCOM	REP	2.7
2.9	2.4	1.9	2.5	2.9	11	**KBLX-A/F** *NAC*	*1400/102.9 1kw/6.6k*	9	25	5	7	6	9	64	INNER CITY	HNWH	2.3
1.9	2.4	2.4	2.0	2.9	12	**KDFC-A/F** *Clas*	*1220/102.1 5kw/33 kw*	16	15	15	18	14	14	76	SUNDIAL	CMBS	1.2
1.7	2.5	2.9	2.6	2.9	13	**KRQR** *AOR*	*97.3 82kw*	12	10	2	6	9	27	67	CBS	CBS	2.9
4.7	4.4	3.7	3.3	2.8	14	**KSOL** *UC*	*107.7 8.9kw*	8	3	7	10	17	16	57	UNITED	MMR	6.1
2.7	2.4	2.4	2.2	2.7	15	**KKSF** *NAC*	*103.7 7.8kw*	15	40	6	8	5	13	70	BROWN	BAN	2.2
3.1	2.1	3.6	4.3	2.2	16	**KNBR** *AC*	*680 50kw*	13	24	27	19	16	12	51	NBC	MCG	2.3
2.8	2.3	2.7	2.7	2.2	17	**KXXX** *CHR*	*99.7 45kw*	10	5	11	11	18	23	48	EMMIS	MCG	1.6
3.4	3.2	2.9	2.3	2.2	18	**KSAN** *Ctry*	*94.9 30kw*	17	44	17	12	9	8	57	MALRITE	KATZ	2.8
1.8	2.8	2.0	1.7	2.0	19	**KBAY** *B/EZ*	*100.3 14.5kw*	20	51	38	25	20	10	72	UNITED	MMR	1.2
2.1	2.2	1.7	2.1	1.8	20	**KFOG** *AOR*	*104.5 7.9kw*	19	23	13	13	12	18	57	SESQUEHANNA	EAST	2.8
0.8	1.3	1.2	1.6	1.6	21	**KSJO** *AOR*	*92.3 50kw*	21	14	12	16	20	34	62	NARRAGANSETT	KATZ	2.7
1.1	1.5	1.4	1.7	1.6	22	**KOME** *AOR*	*98.5 12.5kw*	22	13	8	15	22	37	63	INFINITY	TOR	2.2
0.9	0.6	1.5	1.4	1.2	23	**KHQT** *CHR*	*97.7 1.65kw*	24	4	21	30	38	39	58	ANAHEIM	HNWH	1.8
1.1	1.1	1.0	1.2	1.2	24	**KIQI** *Span*	*1010 10-.5kw*	34	42	25	29	27	20	101	ORO SPANISH	CAB	.8
0.5	0.6	0.7	0.9	1.1	25	**KEZR** *AC*	*106.5 50kw*	30	35	16	21	23	24	67	ALTA	CHR	1.3
1.4	1.5	1.4	1.6	1.1	26	**KNEW** *Ctry*	*910 5kw*	23	46	34	28	25	15	52	MALRITE	KATZ	1.9
1.0	1.1	0.8	1.1	1.0	27	**KARA** *AC*	*105.7 50kw*	27	21	19	22	26	26	51	EMPIRE	EAST	.8
1.7	1.7	1.1	0.7	1.0	28	**KWSS** *CHR*	*94.5 .15kw*	25	6	22	26	33	33	47	NATIONWIDE	MCG	1.2

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#29 SAN JOSE

POPULATION: 1,198,600

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION	FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.3	7.2	7.7	6.8	8.0	1	KGO	N/T	810 50kw	1	13	9	4	1	2	68	CAP CITIES/ABC	BAN	6.9
4.6	4.1	4.6	4.6	6.3	2	KCBS	N/T	740 50kw	2	23	14	8	4	3	61	CBS	CBS	3.4
4.7	9.7	6.8	4.5	6.2	3	KBAY	B/EZ	100.3 14.5kw	3	26	22	9	2	1	84	UNITED BR. CO.	MMR	3.8
2.8	4.5	3.1	5.3	4.7	4	KSJO	AOR	92.3 50kw	7	8	1	1	8	20	71	NARRAGANSETT	KATZ	7.0
3.2	2.5	6.0	5.6	4.4	5	KHQT	CHR	97.7 1.65kw	5	1	8	12	18	30	64	AHAHEIM	HNWH	6.7
3.1	2.5	2.5	3.5	4.4	6	KIOI	AC	101.3 125kw	6	9	3	3	3	4	66	FAIRMOUNT	DUR	2.6
3.0	4.6	3.8	4.1	4.3	7	KOME	AOR	98.5 12.5kw	8	7	2	2	10	24	66	INFINITY	TOR	5.8
6.4	6.5	4.9	2.7	3.6	8	KWSS	CHR	94.5 1.15kw	4	3	7	7	13	16	52	NATIONWIDE	MCG	4.4
1.7	2.3	2.7	3.4	3.6	9	KEZR	AC	106.5 50kw	12	21	5	6	5	5	67	ALTA	CHR	3.4
3.8	3.9	3.0	3.8	3.5	10	KARA-FM	AC	105.7 50kw	10	16	6	5	6	8	57	EMPIRE	EAST	3.3
2.3	2.0	2.5	2.6	3.1	11	KITS	CHR	105.3 15kw	15	4	4	11	24	38	77	ENTERCOM	REP	3.1
2.7	2.5	3.2	3.0	2.7	12	KOIT-A/F	AC	1260/96.5 5-1kw/33kw	9	15	15	13	9	7	43	BONNEVILLE INTL	TOR	1.7
3.4	3.8	3.6	2.8	2.6	13	KMEL	CHR	106.1 69kw	13	2	11	17	26	38	58	CENTURY	CHR	4.4
1.2	1.6	2.3	1.3	2.5	14	KKSF	NAC	103.7 7.8kw	19	33	10	10	7	10	70	BROWN	BAN	1.7
1.9	1.4	1.4	1.7	2.5	15	KLIV	BBnd	1590 5kw	23	40	39	35	35	17	92	EMPIRE	EAST	1.9
1.3	1.7	1.4	2.1	2.3	16	KBRG	Span	104.9 3kw	29	11	13	14	20	22	115	RADIO AMERICA	LOTU	1.4
3.9	2.8	2.2	2.2	2.2	17	KSOL	UC	107.7 8.9kw	17	5	12	17	19	26	57	UNITED	MMR	3.6
1.7	2.1	2.0	2.8	2.1	18	KSFO/KYA	Gold	560/93.3 5kw/7.5kw	11	20	16	15	11	14	37	KING	MMR	2.2
1.7	2.1	2.0	1.9	2.0	19	KDFC-A/F	Clas	1220/102.1 5-.15kw/33kw	22	35	28	22	16	11	62	SUNDIAL	CMBS	.8
4.4	2.5	3.6	2.2	2.0	20	KSAN	Ctry	94.9 30kw	14	27	25	16	12	6	47	MALRITE	KATZ	3.1
2.5	1.5	2.9	4.2	1.9	21	KNBR	AC	680 50kw	16	25	24	20	15	9	48	NBC	MCG	1.6
0.8	1.9	1.3	1.1	1.8	22	KFOG	AOR	104.5 7.9kw	28	24	17	19	14	13	78	SUSQUEHANA	EAST	1.1
3.0	1.7	1.7	2.7	1.7	23	KEEN	Ctry	1370 5kw	24	45	31	28	21	15	67	UNITED BR. CO.	MMR	1.9
1.3	1.4	2.0	1.9	1.4	24	KBLX-A/F	NAC	1400/102.9 1kw/6.6kw	20	44	20	20	15	18	43	INNER CITY	HNWH	2.5
2.3	1.4	1.8	1.4	1.3	25	KABL-A/F	B/EZ	960/98.1 5kw/100kw	26	39	30	31	27	19	53	SHAMROCK BR.	CHR	1.3
3.5	3.2	2.2	2.3	1.3	26	KATD	CHR	95.3 .375kw	18	6	20	24	31	32	34	ETHNIC	DUR	2.2
0.3	0.6	0.7	0.8	1.3	27	KFAX	Rel	1100 50kw	35	29	29	29	29	23	81	SALEM	—	.8
2.0	2.5	2.5	2.2	1.2	28	KXXX	CHR	99.7 45kw	20	12	15	26	30	27	34	EMMIS	MCG	1.3
1.2	0.9	0.9	1.5	1.2	29	KFRC	Nost	610 5kw	27	36	40	39	37	25	53	RKO GENERAL	REP	1.2
2.0	1.1	1.1	1.0	1.2	30	KLOK	AC	1170 50-5kw	32	19	18	23	22	28	65	DAVIS-WEAVER	LOTU	.7
0.8	0.9	0.8	1.2	1.1	31	KKHI-A/F	Clas	1550/95.7 10.5kw/8.5kw	25	31	36	30	28	12	44	BUCKLEY	HNWH	.8
0.8	0.5	1.2	0.6	1.1	32	KHTT	CHR	1500 10-5kw	33	18	21	25	23	30	64	NARRAGANSETT	KATZ	1.3
0.7	1.0	0.8	1.2	1.1	33	KLRS-FM	NAC	99.1 24kw	31	28	27	27	25	21	57	FULLER-JEFFREY	MCG	.8

Continued on Page 187

#35 RIVERSIDE-SAN BERNARDINO

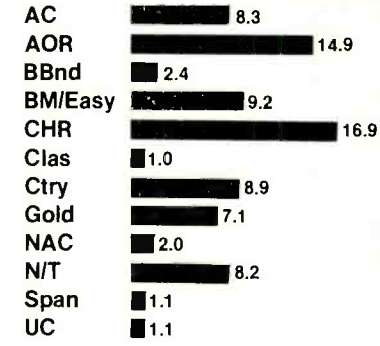
POPULATION: **1,074,800**

Continued from Page 178

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KLOS	1 KGGI	1 KLOS	1 KGGI	1 KRTH-FM	1 KGGI
2 KCAL-FM	2 KCAL-FM	2 KCAL-FM	2 KIIS-FM	2 KLOS	2 KRTH-FM
3 KGGI	3 KIIS-FM	3 KRTH-FM	3 KRTH-FM	3 KCAL-FM	3 KOST
4 KIIS-FM	4 KLOS	4 KGGI	4 KOST	4 KGGI	4 KIIS-FM
5 KRTH-FM	5 KOLA	5 KIIS-FM	5 KCAL-FM	5 KIIS-FM	5 KDUO
6 KROQ	6 KNX-FM	6 KFI	6 KOLA	6 KFI	6 KNX-FM
7 KDIF	7 KROQ	7 KDIF	7 KLOS	7 KOST	7 KCAL-FM
8 KWDJ	8 KRTH-FM	8 KOST	8 KBIG	8 KTWV	8 KBIG
9 KPWR	9 KOST	9 KROQ	9 KNX-FM	9 KRLA	9 KFI
10 KTWV	10 KPWR	10 KTWV	10 KDIF	10 KNX	10 KLOS

FORMAT REACH



#4 SAN FRANCISCO

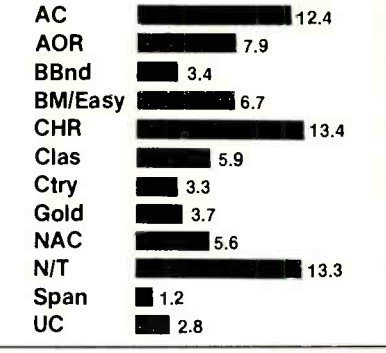
POPULATION: **4,954,500**

Continued from Page 185

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KMEL	1 KMEL	1 KMEL	1 KIOI	1 KGO	1 KIOI
2 KRQR	2 KIOI	2 KRQR	2 KMEL	2 KCBS	2 KOIT-FM
3 KITS	3 KRQR	3 KGO	3 KOIT-FM	3 KIOI	3 KGO
4 KSJO	4 KSOL	4 KIOI	4 KGO	4 KKSF	4 KBLX-FM
5 KOME	5 KBLX-FM	5 KITS	5 KBLX-FM	5 KRQR	5 KMEL
6 KIOI	6 KITS	6 KKSF	6 KKSF	6 KOIT-FM	6 KKSF
7 KKSF	7 KOIT-FM	7 KBLX-FM	7 KSOL	7 KBLX-FM	7 KABL-FM
8 KFOG	8 KXXX	8 KSJO	8 KRQR	8 KMEL	8 KCBS
9 KBLX-FM	9 KKSF	9 KCBS	9 KXXX	9 KFOG	9 KSAN
10 KGO	10 KEZR	10 KFOG	10 KITS	10 KITS	10 KSOL

FORMAT REACH



#29 SAN JOSE

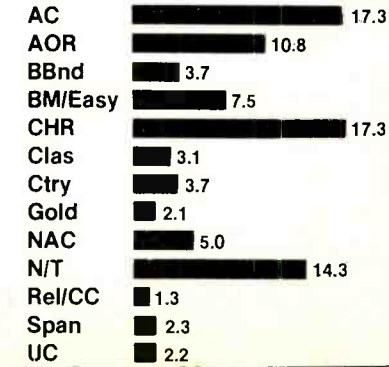
POPULATION: **1,198,600**

Continued from Page 186

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KSJO	1 KIOI	1 KSJO	1 KIOI	1 KGO	1 KIOI
2 KOME	2 KARA	2 KOME	2 KARA	2 KCBS	2 KBAY
3 KITS	3 KEZR	3 KGO	3 KEZR	3 KBAY	3 KGO
4 KGO	4 KWSS	4 KCBS	4 KWSS	4 KOME	4 KEZR
5 KEZR	5 KHQT	5 KITS	5 KGO	5 KSJO	5 KARA
6 KCBS	6 KOME	6 KEZR	6 KBAY	6 KKSF	6 KCBS
7 KWSS	7 KGO	7 KKSF	7 KHQT	7 KEZR	7 KKSF
8 KBRG	8 KSJO	8 KARA	8 KSJO	8 KARA	8 KSAN
9 KHQT	9 KITS	9 KBRG	9 KOIT-FM	9 KIOI	9 KSJO
10 KARA	10 KOIT-FM	10 KBAY	10 KSAN	10 KFOG	10 KOIT-FM

FORMAT REACH



#14 SEATTLE-TACOMA

POPULATION: 2,131,400

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK		STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.3	8.9	10.4	10.6	11.0	1		KIRO N/T	710 50kw	1	12	5	2	1	1	66	BONNEVILLE INTL	TOR	7.2
6.3	9.4	7.9	9.1	8.1	2		KUBE CHR	93.3 100kw	2	2	1	1	3	15	64	COOK INLET	MMR	10.5
5.5	5.5	7.7	6.3	5.8	3		KPLZ CHR	101.5 100kw	4	1	4	5	17	19	62	GOLDEN WEST	DUR	7.7
5.9	4.6	5.4	6.0	5.5	4		KMPS-A/F Ctry	1300/94.1 5kw/100kw	5	11	12	7	2	2	70	EZ	MCG	6.7
5.4	5.5	4.7	4.7	5.5	5		KOMO AC	1000 50kw	3	13	17	12	5	3	58	FISHER	KATZ	4.8
4.6	4.5	4.3	3.7	4.3	6		KXRX AOR	96.5 81kw	7	5	3	3	6	18	66	SHAMROCK BR.	KATZ	5.3
3.8	3.6	4.1	4.6	4.2	7		KIXI BBnd	880 50-10kw	10	23	27	24	24	7	87	NOBLE	REP	3.5
4.2	6.1	3.8	4.2	4.2	8		KBRD B/EZ	103.7 100kw	17	18	21	17	11	4	96	ENTERCOM	REP	1.4
3.8	4.7	4.8	5.7	4.1	9		KISW AOR	99.9 100kw	6	4	2	4	12	23	63	NATIONWIDE	MCG	7.3
3.4	2.4	2.4	3.9	3.6	10		KING-FM Clas	98.1 100kw	9	19	18	15	13	6	68	KING	MMR	3.1
3.1	1.9	3.3	3.9	3.3	11		KBSG Gold	97.3 100kw	8	6	8	6	4	8	54	VIACOM	TOR	3.4
4.2	3.9	3.3	3.4	3.1	12		KSEA B/EZ	100.7 100kw	16	17	25	22	19	5	70	BONNEVILLE INTL	TOR	2.1
1.7	2.0	1.8	2.2	3.0	13		KING N/T	1090 50kw	14	27	22	21	18	9	67	KING	MMR	2.3
2.4	2.6	1.8	1.9	2.7	14		KLTX AC	95.7 100kw	12	15	10	10	9	12	57	ACKERLY	HNWH	1.5
2.3	1.7	1.5	2.7	2.7	15		KNUA NAC	106.9 100kw	18	22	6	9	7	17	69	GANNETT	DUR	2.1
2.4	3.9	3.3	3.3	2.6	16		KMGI AC	107.7 100kw	13	14	11	8	8	10	58	NOBLE	REP	2.0
4.4	2.7	2.2	3.4	2.6	17		KRPM-A/F Ctry	770/106.1 1kw/100kw	20	26	13	16	15	14	72	HERITAGE MEDIA	CHR	3.0
3.0	3.2	2.8	2.5	2.4	18		KZOK CR	102.5 100kw	11	10	7	11	10	21	52	SRO	BAN	3.1
2.9	3.8	2.7	2.0	2.2	19		KLSY AC	92.5 100kw	15	8	9	13	14	20	49	SANDUSKY	BAN	2.7
2.5	2.2	2.6	1.9	2.0	20		KVI Gold	570 5kw	19	9	20	14	16	11	52	GOLDEN WEST	DUR	1.7
1.7	2.1	2.3	1.1	1.6	21		KCMS CC	105.3 115kw	22	3	14	18	22	24	55	CHRISTA	RSS	2.4
2.3	2.3	2.1	1.4	1.6	22		KJR CR	950 5kw	21	16	19	20	20	16	44	ACKERLY	HNWH	1.5
2.4	1.9	1.9	1.2	1.4	23		KEZX-A/F AOR	1150/98.9 5kw/100kw	23	29	15	19	21	22	51	PARK	REP	1.8
0.9	0.7	1.1	0.5	1.1	24		KKFX UC	1250 5kw	24	7	16	23	25	27	71	RADIO HOLDINGS	HNWH	1.4

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KXRX	1 KUBE	1 KIRO	1 KUBE	1 KIRO	1 KUBE
2 KISW	2 KPLZ	2 KXRX	2 KPLZ	2 KBSG	2 KOMO
3 KUBE	3 KISW	3 KISW	3 KMGI	3 KXRX	3 KIRO
4 KIRO	4 KLSY-FM	4 KUBE	4 KOMO	4 KNUA	4 KMPS-FM
5 KNUA	5 KXRX	5 KBSG	5 KIRO	5 KUBE	5 KMGI
6 KZOK	6 KMGI	6 KZOK	6 KLTX	6 KZOK	6 KSEA
7 KPLZ	7 KCMS	7 KNUA	7 KLSY-FM	7 KISW	7 KBRD
8 KBSG	8 KIRO	8 KPLZ	8 KISW	8 KOMO	8 KBSG
9 KLTX	9 KLTX	9 KLTX	9 KBSG	9 KMPS-FM	9 KLTX
10 KMPS-FM	10 KBSG	10 KVI	10 KXRX	10 KLTX	10 KLSY-FM

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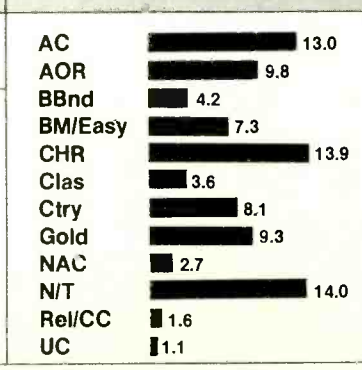

#21 TAMPA-ST. PETERSBURG-CLEARWATER

POPULATION: **1,756,400**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.6	17.4	17.1	16.6	15.4	1	WRBQ-A/F CHR	1380/104.7 5kw/100kw	1	1	1	1	1	1	93	EDENS	CHR	19.4
10.8	10.5	9.6	5.9	9.4	2	WWRM AC	107.3 100kw	2	10	6	4	4	2	94	COX	REP	6.7
8.0	8.7	8.2	6.9	7.9	3	WQYK-A/F Ctry	1010/99.5 50kw/100kw	4	6	7	5	2	3	110	INFINITY	KATZ	7.3
4.8	5.9	7.0	7.4	6.9	4	WYNF AOR	94.9 100kw	3	2	2	2	5	13	92	CBS	CBS	10.9
3.2	3.0	3.0	5.8	6.4	5	WDUV B/EZ	103.3 100kw	7	13	19	20	14	7	109	SUNSHINE STATE	CHR	3.4
4.8	5.2	6.0	5.7	4.8	6	WUSA AC	100.7 100kw	6	8	5	3	3	5	79	GANNETT	MCG	3.9
5.1	4.4	5.9	4.7	4.7	7	WFLA N/T	970 5kw	9	12	12	9	10	6	91	SCONNIX	EAST	4.7
4.1	4.7	4.6	2.9	4.3	8	WFLZ AC	93.3 100kw	8	7	8	8	6	4	73	SCONNIX	EAST	2.5
4.0	5.2	4.0	5.9	4.1	9	WNLT AC	95.7 100kw	5	4	4	6	7	10	66	METROPLEX	MMR	5.4
3.2	3.8	4.0	3.8	3.7	10	WKRL CR	97.9 100kw	10	9	3	7	8	15	80	SANDUSKY	BAN	4.5
5.2	3.2	3.3	3.7	3.2	11	WGUL-A/F BBnd	860/105.5 .5kw/3kw	12	28	24	22	19	12	110	CARL MARCOCCI	MAS	4.5
2.2	2.9	2.1	3.7	2.7	12	WDAE BBnd	1250 5kw	14	15	28	17	16	9	104	GANNETT	MCG	3.2
2.7	3.4	3.7	2.4	2.7	13	WSUN Ctry	620 19kw	11	18	15	11	9	8	73	CBS	CBS	2.1
.7	1.8	2.3	2.3	2.1	14	WTMP UC	1150 5kw	15	3	9	12	12	17	92	WESTERVILLE	HNWH	1.2
2.4	1.3	1.7	1.0	1.6	15	WXCR Clas	92.5 50kw	16	23	20	18	17	14	72	ENTERCOM	CMBS	1.1
2.2	1.8	2.0	1.6	1.4	16	WHVE NAC	102.5 100kw	13	29	11	10	11	11	48	SUSQUEHANNA	HNWH	3.7
0.6	0.5	0.4	1.6	1.4	17	WLFF Nost	680 1kw	23	25	14	19	23	22	138	CENTURY	--	--
0.5	0.0	0.4	1.0	1.2	18	WLVU Nost	106.3 3kw	19	14	23	28	29	21	71	PASCO PINELLA	--	--
0.8	0.7	1.4	1.1	1.0	19	WRXB UC	1590 5kw	22	17	10	13	15	23	95	ROLLINS	RA/L	1.0

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WYNF	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM
2 WRBQ-FM	2 WYNF	2 WYNF	2 WUSA	2 WYNF	2 WUSA
3 WKRL	3 WNLT	3 WKRL	3 WWRM	3 WQYK-FM	3 WWRM
4 WNLT	4 WUSA	4 WFLZ	4 WYNF	4 WFLZ	4 WQYK-FM
5 WFLZ	5 WWRM	5 WQYK-FM	5 WNLT	5 WKRL	5 WNLT
6 WQYK-FM	6 WKRL	6 WUSA	6 WQYK-FM	6 WFLA	6 WFLZ
7 WUSA	7 WQYK-FM	7 WNLT	7 WFLZ	7 WUSA	7 WYNF
8 WWRM	8 WFLZ	8 WFLA	8 WKRL	8 WWRM	8 WKRL
9 WFLA	9 WRXB	9 WWRM	9 WRXB	9 WSUN	9 WTMP
10 WTMP	10 WTMP	10 WHVE	10 WTMP	10 WNLT	10 WRXB

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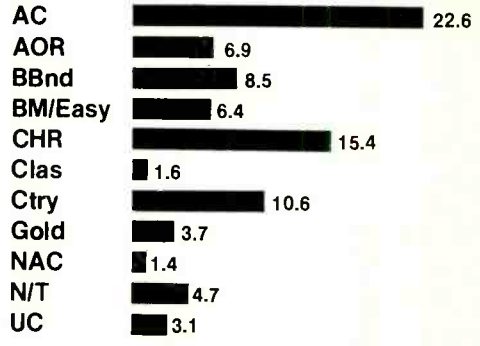


#9 WASHINGTON, DC

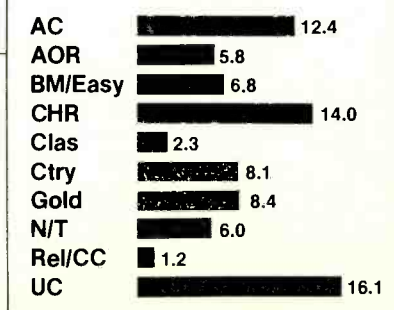
POPULATION: **3,077,200**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION	FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.3	5.7	7.3	7.6	7.1	1	WMZQ-A/F	Ctry	1390/98.7 5kw/50kw	4	10	9	3	2	1	83	VIACOM	CHR	7.0
7.4	8.1	6.6	6.0	6.8	2	WGAY	B/EZ	99.5 21kw	7	13	15	11	4	2	85	GREATER MEDIA	MMR	4.5
6.5	6.2	6.4	5.5	6.2	3	WKYS	UC	93.9 50kw	11	5	1	1	1	5	89	ALBIMAR	EAST	6.6
4.9	4.6	5.6	5.0	6.0	4	WPGC-FM	CHR	95.5 50kw	8	1	3	2	5	9	76	COOK INLET	BAN	9.0
6.5	6.2	5.3	4.7	5.7	5	WMAL	AC	630 5kw	2	16	18	15	12	3	64	CAP CITIES/ABC	KATZ	4.6
5.0	5.2	5.3	5.2	4.9	6	WHUR	UC	96.3 24kw	9	8	4	4	3	8	67	HOWARD UNIV.	DUR	5.8
4.5	5.2	4.8	5.2	4.5	7	WAVA	CHR	105.1 50kw	1	3	5	7	13	18	46	EMMIS	HNWH	6.1
4.3	3.8	3.8	4.4	4.5	8	WRQX	CHR	107.3 50kw	3	2	7	9	9	13	50	CAP CITIES/ABC	KATZ	4.3
5.6	5.1	5.1	5.7	4.2	9	WWDC-FM	AOR	101.1 22.5kw	5	6	2	5	11	17	51	CAPITOL	CHR	7.4
4.7	4.4	3.8	4.1	3.7	10	WTOP	News	1500 50kw	6	19	16	16	14	6	45	OUTLET	HNWH	2.7
4.0	3.4	3.9	4.6	3.7	11	WCXR	CR	105.9 28kw	10	7	6	6	10	16	50	LEGACY	MCG	5.3
3.4	3.6	3.1	3.0	3.5	12	WLTT	AC	94.7 22.5kw	13	31	8	8	8	10	66	CBS	CBS	2.8
2.3	2.7	3.2	3.2	3.4	13	WXTR	Gold	104.1 50kw	12	9	13	10	6	4	64	MEDIACOMM	MCG	2.9
2.9	2.5	3.0	2.4	3.2	14	WASH	AC	97.1 26.5kw	14	17	11	12	7	7	62	OUTLET	HNWH	2.1
3.6	3.9	3.4	2.5	2.4	15	WDJY	UC	100.3 40kw	15	4	10	13	17	21	51	UNITED	MCG	3.3
2.7	3.3	3.1	2.4	2.3	16	WGMS-A/F	Clas	570/103.5 5-1kw/47kw	16	22	20	17	16	11	57	CLAS ACQ PART	REP	2.5
2.3	2.3	2.4	3.8	2.3	17	WWRC	Talk	980 5kw	17	26	22	21	19	12	68	GREATER MEDIA	MMR	2.6
0.9	1.7	1.6	1.4	1.6	18	WHFS	AOR	99.1 50kw	19	21	12	14	15	19	62	DUCHOSSOIS	REP	1.5
1.7	1.5	2.2	2.4	1.6	19	WOL	UC	1450 1kw	20	11	21	19	18	14	74	ALMIC	K/P	.9
1.7	1.7	1.5	2.4	1.3	20	WJFK	CR	106.7 50kw	18	12	14	18	21	23	41	INFINITY	TOR	1.8
1.5	1.3	0.9	1.0	1.2	21	WYCB	Rel	1340 1kw	22	18	27	22	22	15	86	HOWARD SANDERS	--	2.0
0.8	0.7	0.7	0.5	1.0	22	WCPT	UC	730 5-.02kw	24	14	24	20	20	20	85	LEGACY	MCG	.6
0.4	0.0	0.0	0.3	1.0	23	WPOC	Ctry	93.1 50kw	25	25	17	23	23	29	83	NATIONWIDE	EAST	--

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WWDC-FM	1 WKYS	1 WWDC-FM	1 WKYS	1 WKYS	1 WMZQ-FM
2 WCXR	2 WPGC-FM	2 WKYS	2 WMZQ-FM	2 WMZQ-FM	2 WKYS
3 WPGC-FM	3 WHUR	3 WCXR	3 WPGC-FM	3 WWDC-FM	3 WHUR
4 WKYS	4 WRQX	4 WPGC-FM	4 WHUR	4 WHUR	4 WASH
5 WHUR	5 WAVA	5 WHUR	5 WLTT	5 WGAY	5 WGAY
6 WAVA	6 WLTT	6 WMZQ-FM	6 WRQX	6 WXTR	6 WRQX
7 WRQX	7 WCXR	7 WAVA	7 WASH	7 WPGC-FM	7 WPGC-FM
8 WMZQ-FM	8 WASH	8 WXTR	8 WAVA	8 WCXR	8 WLTT
9 WDJY	9 WMZQ-FM	9 WLTT	9 WGAY	9 WLTT	9 WXTR
10 WHFS	10 WWDC-FM	10 WHFS	10 WXTR	10 WMAL	10 WAVA

FORMAT REACH



#65 AKRON

POPULATION: **536,600**

FALL '87	SPRING '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.1	8.6	8.7	1	**WMMS** *CHR*	*100.7 32kw*	1	3	1	1	1	11	71	MALRITE	KATZ	11.2
10.3	11.3	8.4	2	**WKDD** *CHR*	*96.5 50kw*	2	1	3	3	6	13	70	BARNSTABLE	KATZ	10.1
4.3	6.7	6.9	3	**WNIR** *Talk*	*100.1 3kw*	4	15	7	7	4	1	80	MEDIA-COM	K/P	6.8
7.6	7.5	6.7	4	**WAKR** *AC*	*1590 5kw*	3	17	19	13	9	2	59	SUMMIT	MCG	4.4
6.2	6.8	6.6	5	**WONE-FM** *AOR*	*97.5 12.5kw*	5	6	2	2	3	14	79	SUMMIT	MCG	8.8
5.6	6.5	4.6	6	**WMJI** *AC*	*105.7 27kw*	7	16	4	4	2	6	65	JACOR	EAST	5.4
2.8	3.6	4.3	7	**WGAR-A/F** *Ctry*	*1220/99.5 50kw/50kw*	8	8	10	6	5	3	65	NATIONWIDE	HNWH	3.2
5.1	4.7	4.2	8	**WLTF** *AC*	*106.5 11kw*	6	4	5	5	7	8	57	BOOTH AMERICAN	CHR	5.4
3.3	4.4	3.8	9	**WDOK** *AC*	*102.1 50kw*	11	10	11	8	8	7	65	INDEPENDENT GR.	EAST	3.2
2.1	1.2	3.6	10	**WHBC** *B/EZ*	*94.1 50kw*	13	13	18	17	18	9	80	BEAVERKETTLE	CHR	1.0

#54 ALBANY-SCHENECTADY-TROY

POPULATION: **721,000**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.0	10.7	11.5	8.5	10.7	1	**WROW-FM** *B/EZ*	*95.5 12kw*	5	7	11	9	5	1	108	RADIO TERRACE	CHR	6.7
10.6	11.3	12.4	11.7	10.6	2	**WPYX** *AOR*	*106.5 15.5kw*	1	4	1	1	1	7	80	CAP-TOWN	MCG	13.9
14.1	11.8	10.0	10.6	8.9	3	**WGY** *AC*	*810 50kw*	2	5	8	7	3	2	73	EMPIRE STATE	EAST	8.8
6.3	6.1	5.3	5.8	8.0	4	**WGNA-FM** *Ctry*	*107.7 12.5kw*	8	9	6	5	4	3	110	TEAM ONE RADIO	REP	5.8
8.6	7.8	9.4	7.4	7.6	5	**WFLY** *CHR*	*92.3 17kw*	3	1	4	3	6	8	71	ALBANY BR.	KATZ	10.1
5.8	7.1	4.9	5.9	6.6	6	**WKLI** *AC*	*100.9 3kw*	6	8	2	2	2	6	72	PREMIERE BR.	DUR	5.2
6.1	6.8	4.4	4.9	5.0	7	**WGY-FM** *CHR*	*99.5 14.8kw*	4	3	5	6	8	10	47	EMPIRE STATE	EAST	5.8
3.8	3.9	4.6	4.2	4.8	8	**WQBK-FM** *CR*	*103.9 3kw*	7	6	3	4	9	16	64	WQBK, INC.	HNWH	5.8
5.8	5.3	6.2	5.3	4.6	9	**WQBK** *Talk*	*1300 5kw*	10	13	18	12	10	5	92	WQBK, INC.	HNWH	4.5
7.0	5.1	5.5	5.5	3.7	10	**WTRY** *Gold*	*980 5kw*	9	10	9	8	7	4	57	CAP-TOWN	MCG	6.9

#79 ALBUQUERQUE

POPULATION: **444,800**

FALL '87	SPRING '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.1	11.0	12.0	1	**KKOB-FM** *AC*	*93.3 21.5kw*	1	8	1	1	1	2	80	FAIRMOUNT	MCG	12.8
11.1	11.3	10.4	2	**KKOB** *AC*	*770 50kw*	2	16	7	4	3	1	77	FAIRMOUNT	MCG	10.5
9.9	10.9	9.4	3	**KRST** *Ctry*	*92.3 100kw*	3	7	3	2	2	3	90	WAGONTRAIN	KATZ	9.7
5.6	5.5	7.5	4	**KKJY** *B/EZ*	*100.3 100kw*	7	20	9	7	5	4	95	MBC	BAN	2.2
6.7	7.9	7.2	5	**KZRR** *AOR*	*94.1 22.5kw*	4	6	2	3	4	11	77	ANCHOR MEDIA	REP	10.4
7.1	6.9	7.1	6	**KKSS** *CHR*	*97.3 100kw*	6	1	5	6	8	13	84	SUNGROUP	--	9.6
6.0	6.6	5.3	7	**KFMG** *AOR*	*107.9 22.5kw*	5	5	4	5	7	14	61	COASTAL COMM.	HNWH	8.5
4.6	3.3	3.3	8	**KIVA** *CHR*	*105.1 100kw*	8	2	12	14	16	17	44	DAYTONA	BAN	5.8
2.6	3.5	3.0	9	**KMGA** *Nost*	*99.5 22.5kw*	10	11	11	8	6	5	62	PENN	KATZ	2.2
4.8	3.2	2.9	10	**KNMQ** *CHR*	*105.9 100kw*	9	3	6	10	15	19	45	MESA GRANDE	CHR	2.6
2.2	2.7	2.9	10	**KDEF** *BBnd*	*1150 5-.5kw*	15	15	22	21	17	6	98	MATTEUCCI	ROS	.9

#61 ALLENTOWN-BETHLEHEM

POPULATION: **567,100**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.4	12.3	12.6	13.4	16.0	1	**WFMZ** *B/EZ*	*100.7 50kw*	2	27	6	4	3	1	126	MARANATHA	CHR	8.3
12.4	9.8	10.7	10.7	11.1	2	**WZZO** *AOR*	*95.1 12kw*	4	3	1	1	2	6	92	HOLT CORP.	BAN	15.5
10.9	9.2	11.8	7.9	10.9	3	**WLEV** *AC*	*96.1 50kw*	3	4	3	2	1	2	89	TMZ	MCG	11.0
6.6	9.0	9.1	14.0	9.8	4	**WAEB-FM** *CHR*	*104.1 50kw*	1	1	2	3	4	5	73	CRB	KATZ	13.8
5.7	6.2	5.2	5.6	6.3	5	**WAEB** *AC*	*790 1kw*	6	8	8	7	5	3	90	CRB	KATZ	4.3
8.5	9.9	8.7	7.2	5.2	6	**WQQQ** *CHR*	*99.9 50kw*	5	2	5	5	6	7	57	WILKS/SCHWARTZ	EAST	7.9
5.6	4.2	3.2	3.6	3.6	7	**WEST** *BBnd*	*1400 1kw*	10	7	17	20	21	8	113	TMZ	MCG	2.1
4.4	3.5	4.5	3.1	3.4	8	**WXKW** *Ctry*	*1470 5kw*	9	15	14	9	7	4	89	HGF	REP	2.0
4.7	6.2	4.5	5.1	3.2	9	**WKAP** *BBnd*	*1320 5-1kw*	8	17	25	23	18	9	83	HOLT	BAN	4.7
2.2	2.9	2.9	2.4	2.6	10	**WYSP** *CR*	*94.1 16kw*	7	5	4	6	8	24	62	INFINITY	TOR	3.1

#58 AUSTIN

POPULATION: **630,500**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.5	14.4	15.9	12.6	14.9	1	**KASE** *Ctry*	*100.7 100kw*	1	11	2	1	1	1	108	KVET BR.	KATZ	15.6
7.6	8.8	10.2	10.1	9.9	2	**KLBJ-FM** *AOR*	*93.7 100kw*	2	3	1	2	2	4	72	LBJ CO.	EAST	13.0
7.1	8.5	10.6	8.0	9.1	3	**KBTS** *CHR*	*93.3 100kw*	3	1	3	4	5	11	72	GENESIS	CHR	10.5
11.5	10.5	10.0	9.5	8.9	4	**KKMJ** *AC*	*95.5 100kw*	4	6	5	3	3	2	76	KEYMARKET	CBS	8.5
5.4	4.0	3.2	4.2	6.8	5	**KEYI** *AC*	*103.5 100kw*	6	5	6	5	4	3	70	HICKS	CHR	6.0
6.8	8.2	7.2	9.5	5.4	6	**KHFI** *CHR*	*98.3 1.3kw*	5	2	4	7	9	10	54	ENCORE	REP	6.5
4.7	4.6	5.1	5.3	5.3	7	**KLBJ** *N/T*	*590 5-1kw*	8	8	9	9	7	4	64	LBJ CO.	EAST	3.6
4.3	3.9	4.0	4.3	4.5	8	**KQFX** *CR*	*96.5 50kw*	7	7	7	6	6	6	51	CAPITOL CO.	BAN	3.3
4.2	5.8	3.6	4.1	3.5	8	**KPEZ** *AOR*	*102.3 3kw*	9	4	8	8	8	14	44	CLEAR CHANNEL	HNWH	5.3
3.5	3.5	2.6	2.7	2.9	10	**KAPT** *B/EZ*	*94.7 100kw*	10	9	10	10	11	7	72	NEW THINKING	DUR	1.1

#99 BAKERSFIELD

POPULATION: **352,500**

FALL '87	SPRING '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	
24.1	15.4	18.0	1	**KUZZ-A/F** *Ctry*	*550/107.9 5kw/5.8kw*	2	4	3	1	1	1	106	BUCK OWENS	KATZ	
0.0	6.7	11.9	2	**KKXX** *CHR*	*105.3 50kw*	1	1	2	2	2	6	72	SALEM	BAN	
6.3	6.8	8.0	3	**KGFM** *B/EZ*	*101.5 4.8kw*	4	6	13	7	3	2	108	KERN	CHR	
1.1	5.2	8.0	3	**KKBB** *AOR*	*97.7 3kw*	5	8	1	3	5	11	113	CLAYTON	REP	
7.9	9.6	6.2	5	**KQXR** *CHR*	*94.1 4.5kw*	3	2	4	6	8	13	53	EAGLE	CHR	
4.7	4.6	5.0	6	**KERN** *N/T*	*1410 1kw*	6	13	13	10	9	4	73	BRANDON	CHR	
2.1	5.0	5.0	6	**KGEO** *Gold*	*1230 1kw*	7	15	6	5	4	3	80	KERN	MCG	
4.5	3.3	4.5	8	**KLLY** *AC*	*95.3 2.2kw*	8	10	5	4	6	8	77	BUCKLEY	HNWH	
6.5	3.4	4.5	8	**KWAC** *Span*	*1490 1kw*	9	5	7	8	7	5	95	KMAP, INC.	LOTU	
5.3	2.0	2.4	10	**KAFY** *Span*	*970 1kw*	11	7	8	9	10	9	75	McGAVREN-BARRO	CAB	
2.6	2.1	2.4	10	**KBOS** *CHR*	*94.9 16.5kw*	12	3	10	11	12	10	70	RADIO FRESNO	CBS	

#78 BATON ROUGE

POPULATION: **445,500**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.8	13.8	18.3	14.6	13.8	1	**WYNK-A/F** *Ctry*	*1380/101.5 5w/100kw*	2	5	5	2	1	1	88	NARAGANNSETT	KATZ	12.9
9.9	10.9	11.5	14.0	13.1	2	**KQXL** *UC*	*106.5 50kw*	4	3	1	1	2	5	107	CITY WIDE	BAN	16.2
10.8	11.1	9.5	9.4	11.2	3	**WFMF** *CHR*	*102.5 100kw*	1	2	2	3	3	4	71	BATON ROUGE BR	HNWH	9.8
12.4	10.1	9.1	12.8	10.1	4	**WXOK** *UC*	*1460 5-1kw*	5	4	4	5	5	3	98	WINNFIELD LIFE	TOR	7.8
9.9	12.0	9.1	9.1	8.9	5	**WGGZ** *CHR*	*98.1 100kw*	3	1	3	4	6	9	67	GUARANTY	KATZ	12.0
6.7	9.3	5.7	7.4	6.7	6	**WKJN** *Ctry*	*103.3 100kw*	6	7	7	6	4	2	80	STERLING	CHR	6.0
2.4	3.7	5.1	4.1	4.3	7	**WCKW** *CR*	*92.3 100kw*	9	16	6	7	7	10	79	222 CORP	REP	4.6
3.3	2.5	3.5	2.3	3.9	8	**KDEA** *B/EZ*	*99.1 100kw*	10	14	12	13	12	7	107	KDEA INC.	--	1.4
6.2	4.5	3.7	3.0	3.8	9	**WJBO** *N/T*	*1150 5kw*	7	11	11	9	8	6	57	BATON ROUGE BR	HNWH	4.0
5.2	4.8	4.7	6.2	2.7	10	**WTGE** *AOR*	*100.7 100kw*	8	18	8	8	9	13	47	VETTER	REP	3.4

#51 BIRMINGHAM

POPULATION: **767,600**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
17.1	16.6	14.8	14.5	14.7	1	**WZZK-A/F** *Ctry*	*610/104.7 5kw/100kw*	1	7	5	2	2	1	98	NEWCITY	KATZ	14.5
10.9	11.6	13.8	11.2	12.5	2	**WMJJ** *AC*	*96.5 100kw*	2	4	1	1	1	2	96	CAPITOL BR. CRP	BAN	10.1
9.2	10.7	10.9	10.0	9.4	3	**WENN** *UC*	*107.7 100kw*	5	3	4	3	3	6	92	BOOKER T. WAS	HNWH	12.8
10.1	9.1	9.8	11.7	9.0	4	**WAPI-FM** *CHR*	*94.5 100kw*	4	1	3	5	4	10	74	DITTMAN GROUP	CHR	12.6
9.9	10.8	10.0	9.9	8.0	5	**WKXX** *CHR*	*106.9 100kw*	3	2	2	4	6	12	65	SUN GROUP	MCG	14.4
5.3	3.2	2.7	3.6	5.3	6	**WAPI** *BBnd.*	*1070 50-5kw*	8	20	16	15	12	5	82	DITTMAN GROUP	CHR	2.9
3.9	3.6	3.3	2.4	5.0	7	**WAGG** *Rel*	*1320 5kw*	11	10	9	11	11	4	115	BOOKER T. WAS	HNWH	3.1
5.9	4.7	5.6	5.5	4.9	8	**WERC** *N/T*	*960 5kw*	6	12	10	9	8	3	69	SUN GROUP	MCG	3.8
3.5	5.5	4.1	5.0	4.8	9	**WATV** *UC*	*900 1/.165kw*	10	6	6	7	7	8	97	BIRM. EBONY	ROS	2.6
3.9	4.2	3.8	4.2	4.2	10	**WLTB** *AC*	*99.5 100kw*	7	11	7	6	5	7	64	REBS, INC.	EAST	3.1

#91 BRIDGEPORT

POPULATION: **378,900**

FALL '87	SPRING '88	FALL '88	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.4	13.5	14.7	1	**WEZN** *AC*	*99.9 27.5kw*	2	16	4	2	1	1	112	NEWCITY	KATZ	8.4
15.5	13.3	10.7	2	**WICC** *AC*	*600 1-.5kw*	1	4	6	5	4	2	76	TRIBUNE	CHR	7.7
10.4	10.5	8.9	3	**WEBE** *AC*	*107.9 50kw*	4	10	2	1	2	3	94	ML MEDIA	BAN	7.7
7.7	9.2	8.4	4	**WPLR** *AOR*	*99.1 50kw*	5	2	1	3	3	5	96	SOUTHERN STARR	REP	6.6
10.1	9.3	7.7	5	**WKCI** *CHR*	*101.3 10kw*	3	1	3	4	5	6	70	NOBLE	MCG	8.7
3.9	3.3	2.8	6	**WCBS** *News*	*880 50kw*	6	13	20	14	10	4	42	CBS	CBS	4.1
1.7	3.4	2.7	7	**WRKS** *UC*	*98.7 50kw*	10	3	7	7	7	11	97	SUMMIT	REP	2.2
1.7	1.4	2.7	7	**WDJZ** *Nost*	*1530 5kw*	18	33	33	22	21	8	159	D'ADDARIO	K/P	2.1
1.8	1.3	2.3	9	**WOR** *Talk*	*710 50kw*	13	21	22	21	14	10	88	RKO GENERAL	REP	2.5
1.1	2.7	2.1	10	**WYNY** *Ctry*	*103.5 5.8kw*	12	31	13	8	6	7	81	WESTWOOD ONE	HNWH	1.6
1.1	0.0	2.1	10	**WGSM** *Nost*	*740 25kw*	31	35	35	35	22	13	262	GREATER MEDIA	CHR	--

#85 CHARLESTON

POPULATION: **407,300**

FALL '87	SPRING '88	FALL '88	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.7	12.1	11.5	1	**WEZL** *Ctry*	*103.5 100kw*	1	9	6	2	1	1	95	PRICE	BAN	10.7
8.8	7.4	9.5	2	**WWWZ** *UC*	*93.5 3kw*	4	2	3	1	2	2	106	MILLENNIUM	HNWH	9.9
7.3	9.0	7.8	3	**WKQB** *CHR*	*107.5 100kw*	3	1	5	6	7	8	69	TRIDENT	EAST	11.3
5.3	6.0	6.9	4	**WSSX** *CHR*	*95.1 100kw*	2	6	1	4	5	14	61	FAIRCOM	KATZ	6.4
7.1	6.8	6.9	4	**WXTC-FM** *AC*	*96.9 100kw*	5	11	4	3	3	10	77	McGAVERN GUILD	MCG	6.3
6.8	5.4	6.5	6	**WAVF** *AOR*	*96.1 100kw*	6	3	2	5	8	16	84	CORDES STREET	CHR	9.0
6.7	6.8	6.5	6	**WPAL** *UC*	*730 1-.1kw*	7	5	9	8	6	4	86	WPAL, INC.	--	4.8
4.9	4.7	4.6	8	**WXLY** *Gold*	*102.5 100kw*	8	10	8	7	4	7	61	BAHAKEL	REP	4.4
7.1	3.8	4.5	9	**WDXZ** *B/EZ*	*104.5 28kw*	11	15	14	11	10	3	108	CARAVELLE	EAST	2.2
4.9	4.7	4.0	10	**WMGL** *UC*	*101.7 3kw*	9	4	7	9	11	17	77	COASTAL	DUR	7.2

#96 CHATTANOOGA

POPULATION: **357,300**

FALL '87	SPRING '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
19.2	18.4	17.9	1	**WSKZ** *CHR*	*106.5 100kw*	1	1	1	1	2	5	104	BLOOMINGTON	CHR	23.8
11.6	13.5	14.0	2	**WUSY** *Ctry*	*100.7 100kw*	3	3	4	2	1	1	122	COLONIAL	MCG	10.0
10.3	10.8	13.4	3	**WDEF-FM** *B/EZ*	*92.3 100kw*	2	8	8	5	4	2	115	PARK	KATZ	7.9
4.6	8.4	8.8	4	**WJTT** *UC*	*94.3 3kw*	6	2	3	4	5	6	128	JETTCOM	HNWH	11.0
14.3	7.6	8.6	5	**WLMX** *AC*	*105.5 3kw*	4	4	2	3	3	4	81	CHATTANOOGA	REP	11.9
8.0	10.3	7.8	6	**WDOD-FM** *Ctry*	*96.5 100kw*	5	5	7	6	6	3	84	BAHAKEL	BAN	10.0
5.5	4.2	3.9	7	**WNOO** *Gold*	*1260 5kw*	9	9	5	7	8	7	113	SOUTHERN STARR	EAST	2.4
3.6	4.2	3.1	8	**WDEF** *AC*	*1370 5kw*	7	11	10	10	10	8	58	PARK	KATZ	3.7
3.5	5.1	2.1	9	**WYVY** *CHR*	*102.3 3kw*	8	6	6	8	7	10	47	PIE-WATTS	EAST	2.1
2.3	2.0	1.8	10	**WDOD** *Ctry*	*1310 5kw*	10	12	13	12	14	9	61	BAHAKEL	BAN	1.3

#83 COASTAL NORTH CAROLINA

POPULATION: **416,800**

FALL '87	SPRING '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	
24.9	23.1	19.6	1	**WIKS** *UC*	*101.9 100kw*	1	1	1	1	2	3	121	JOYNER	REP	
16.1	14.4	15.0	2	**WRNS** *Ctry*	*95.1 100kw*	3	4	4	2	1	1	121	BEASLEY	MCG	
9.5	11.6	9.6	3	**WDLX** *CHR*	*93.3 100kw*	2	2	3	4	6	6	65	TAR HILL	BAN	
4.3	7.0	8.2	4	**WZYC** *AOR*	*103.3 100kw*	4	3	2	3	4	7	100	BD	MCG	
8.7	5.8	7.9	5	**WNCT** *B/EZ*	*107.9 100kw*	6	12	10	6	5	2	113	ROY H. PARK	KATZ	
5.6	7.8	6.2	6	**WSFL-A/F** *AC*	*1380/106.5 5kw/100kw*	5	6	5	5	3	4	80	CARAVELLE	EAST	
1.9	2.0	3.9	7	**WRCM** *Ctry*	*98.7 50kw*	7	14	9	8	7	5	89	WINFAS, INC.	EAST	
3.2	3.1	2.9	8	**WXQR** *AOR*	*105.5 3kw*	8	8	6	7	8	13	66	MARINE	MK4	
--	--	2.9	8	**WHTE** *UC*	*103.7 50kw*	11	5	7	9	19	16	159	SEA-COM	MCG	
1.1	0.6	1.9	10	**WELS** *Rel*	*1010 1-.75kw*	15	21	12	14	13	11	113	PAGE & HANKINS	--	
1.1	1.4	1.9	10	**WGTM** *Rel*	*590 5kw*	19	23	21	21	17	12	169	WILLIS	SSS	

#93 COLUMBIA, SC

POPULATION: **375,200**

FALL '87	SPRING '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
18.0	20.6	16.9	**1**	**WCOS-A/F** *Ctry*	*1400/97.9 1kw/100kw*	**1**	3	4	2	**1**	**1**	121	GHB	MCG	18.2
18.9	18.7	15.2	2	**WWDM** *UC*	*101.3 100kw*	3	**1**	**1**	**1**	2	3	122	GAMECOCK CITY	HNWH	21.8
7.8	8.8	10.1	3	**WNOK** *CHR*	*104.7 100kw*	2	2	2	3	5	9	70	AUDUBON	KATZ	11.5
8.4	5.4	7.7	4	**WCEZ** *B/EZ*	*93.5 3kw*	8	13	9	7	7	2	110	RIDGELY	BAN	3.9
4.9	6.0	7.4	5	**WMFX** *CR*	*102.3 3kw*	5	6	3	4	3	10	82	SIGNATURE	DUR	8.1
4.1	5.0	6.4	6	**WTCB** *AC*	*106.7 100kw*	6	7	5	5	4	6	83	KEYMARKET	CHR	6.0
4.6	5.8	5.4	7	**WVOC** *N/T*	*560 5kw*	4	12	12	9	8	4	58	RIDGELY	BAN	3.9
5.6	6.0	5.1	8	**WSCQ** *AC*	*100.1 3kw*	7	10	7	6	6	5	67	CONGAREE	REP	4.6
5.7	3.5	3.6	9	**WOIC** *UC*	*1320 5-2.5kw*	10	8	8	10	9	7	74	ALPHA	BAN	2.8
0.0	3.1	3.4	10	**WYYS** *CHR*	*96.7 3kw*	9	4	6	8	11	11	58	UNIVERSAL	--	2.9

#80 EL PASO

POPULATION: **443,600**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.1	8.6	13.1	11.7	12.0	**1**	**KPRR** *UC*	*102.1 100kw*	2	**1**	3	3	7	11	99	TRANSCONT.	TOR	14.7
9.3	10.5	10.0	8.4	11.2	2	**KHEY-FM** *Ctry*	*96.3 100kw*	**1**	5	2	2	**1**	2	90	KHEY, INC.	KATZ	12.8
11.4	10.3	10.6	16.0	10.9	3	**KLAQ** *AOR*	*95.5 100kw*	4	3	**1**	**1**	3	10	99	D&F	HNWH	18.3
8.0	8.7	8.4	8.2	8.9	4	**KBNA-A/F** *Span*	*920/97.5 1-.5kw/59kw*	5	6	8	4	2	**1**	99	TICHENOR	KT-H	7.5
10.0	10.7	9.0	9.8	6.4	5	**KEZB-A/F** *CHR*	*93.9 1-.38kw/*	3	2	4	6	10	15	56	KEZB, INC.	CHR	6.2
7.0	6.4	6.5	4.9	5.9	6	**KTSM-FM** *B/EZ*	*99.9 100kw*	9	20	11	11	9	3	94	TRI-STATE	HNWH	5.6
5.7	4.9	3.7	3.8	5.6	7	**KLTO** *Gold*	*94.7 66kw*	7	17	6	5	4	6	78	RIO BRAVO	REP	4.5
7.0	6.8	5.9	6.1	4.8	8	**KAMZ** *UC*	*93.1 30kw*	6	4	7	8	11	11	58	PINNACLE	EAST	5.9
9.1	6.7	5.1	6.6	4.8	8	**KAMA** *Span*	*750 10-1kw*	10	12	10	10	8	4	96	PINNACLE	CAB	3.7
5.3	3.4	5.1	6.1	4.4	10	**KOFX** *Gold*	*92.3 100kw*	8	7	5	7	5	13	66	ELP	MCG	3.6
2.6	2.4	2.6	4.2	4.4	10	**KROD** *Gold*	*600 5kw*	13	8	9	9	6	5	107	D&F	HNWH	2.9

#100 FLINT

POPULATION: **351,600**

FALL '87	SPRING '88	FALL '88	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
19.3	22.3	20.2	1	**WIOG** *CHR*	*102.5 86kw*	1	1	1	1	2	3	102	BOOTH	KATZ	23.7
13.2	13.1	14.4	2	**WCRZ** *AC*	*107.9 50kw*	2	3	2	2	1	1	96	FAIRCOM	KATZ	11.1
13.4	17.4	12.7	3	**WDZZ** *UC*	*92.7 3kw*	3	2	3	3	3	2	106	FLINT METRO	HNWH	16.3
6.3	4.5	6.7	4	**WFDF** *AC*	*910 5-1kw*	6	14	25	10	9	5	97	FLINT METRO	HNWH	4.1
6.3	5.6	5.7	5	**WWCK** *AOR*	*105.5 3kw*	5	4	4	4	6	11	69	MAJAC	EAST	8.3
8.0	6.0	5.0	6	**WJR** *AC*	*760 50kw*	4	19	11	7	5	6	60	CAP CITIES/ABC	KATZ	5.7
3.4	4.0	4.8	7	**WKMF** *Ctry*	*1470 5-1kw*	8	8	14	9	7	4	105	FAIRCOM	KATZ	4.4
4.0	3.8	3.7	8	**WTRX** *AC*	*1330 5-1kw*	7	7	8	5	4	7	73	GETZ	CHR	3.1
4.2	2.9	2.7	9	**WKCQ** *Ctry*	*98.1 50kw*	9	21	6	8	8	8	59	MACDONALD	CHR	--
1.3	1.3	2.5	10	**WFLT** *CC*	*1420 .5-.144kw*	14	17	5	6	11	9	119	NILMASON	--	--

#73 FRESNO

POPULATION: **494,600**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.4	10.0	9.5	8.8	9.3	1	**KMJ** *N/T*	*580 5kw*	2	15	11	9	5	2	86	HENRY	KATZ	9.4
7.8	6.8	6.4	6.8	8.8	2	**KOJY** *B/EZ*	*98.9 19kw*	5	17	8	8	2	1	101	RADIO DINUBA	MMR	2.9
8.4	9.9	9.0	9.2	7.0	3	**KMGX** *CHR*	*103.7 50kw*	1	2	2	3	7	10	60	OLYMPIC	CHR	9.1
1.8	4.5	5.9	7.1	6.4	4	**KFSO** *Gold*	*92.9 19kw*	6	21	6	2	1	3	79	AMERICAN	CBS	5.0
6.9	6.6	7.6	7.7	6.1	5	**KKDJ** *AOR*	*105.9 2.4kw*	8	4	1	1	3	8	77	PACIFIC QUAD	DUR	10.1
5.4	6.8	5.7	4.5	5.9	6	**KBOS** *CHR*	*94.9 16.5kw*	3	1	4	6	9	11	57	RADIO FRESNO	CBS	11.2
7.8	7.6	5.3	6.2	5.2	7	**KYNO-FM** *CHR*	*95.7 50kw*	4	3	3	5	10	15	58	BROWN	BAN	5.9
6.7	6.7	5.9	5.5	4.9	8	**KNAX** *Ctry*	*97.9 48kw*	9	16	9	10	8	4	71	FIRST SIERRA	HNWH	6.1
4.4	4.8	4.6	4.3	4.5	9	**KFIG-A/F** *AC*	*1430/101.1 5kw/50kw*	7	5	5	4	6	6	55	DAVIS-WEAVER	EAST	5.8
2.1	2.3	2.3	2.3	3.7	10	**KFYE** *AC*	*93.7 68kw*	10	11	7	7	4	7	62	HENRY	KATZ	1.8

#66 GRAND RAPIDS

POPULATION: **538,200**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.7	5.0	7.8	6.2	8.7	1	**WGRD** *CHR*	*97.9 13kw*	1	2	3	4	7	11	62	REGIONAL GROUP	DUR	9.3
9.9	10.7	7.1	10.7	8.7	1	**WOOD-FM** *B/EZ*	*105.7 265kw*	3	12	10	8	5	3	81	UNITED ARTISTS	KATZ	7.7
2.6	2.4	3.3	8.7	8.3	3	**WJFM** *CR*	*93.7 320kw*	4	5	2	1	1	5	80	CARL LEE	MCG	6.7
11.5	10.0	7.8	6.5	7.8	4	**WLAV-FM** *AOR*	*96.9 50kw*	8	4	1	2	4	9	87	ADAMS	MMR	6.9
8.3	8.9	9.0	6.6	7.3	5	**WLHT** *AC*	*95.7 50kw*	6	8	5	3	2	4	74	LIGGETT	REP	7.8
8.8	8.8	11.8	7.7	7.1	6	**WKLQ** *CHR*	*94.5 50kw*	2	1	4	6	10	12	54	BLOOMINGTON	EAST	10.1
8.6	6.8	6.1	8.3	6.9	7	**WCUZ-FM** *Ctry*	*101.3 50kw*	7	7	7	5	3	2	73	FEDERATED MEDIA	CHR	5.9
7.3	8.0	7.3	5.6	6.3	8	**WOOD** *AC*	*1300 5kw*	5	11	12	11	6	1	61	UNITED ARTISTS	KATZ	7.5
2.7	2.9	4.9	5.0	4.7	9	**WSNX-FM** *CHR*	*104.5 50kw*	9	3	6	7	13	15	62	GOODRICH	BAN	6.0
3.6	4.5	3.6	5.3	3.3	10	**WCUZ** *Ctry*	*1230 1kw*	11	13	13	13	11	6	62	FEDERATED MEDIA	CHR	2.5

#68 GREENVILLE-SPARTANBURG

POPULATION: **517,000**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.8	14.9	14.0	11.4	12.4	1	**WESC-A/F** *Ctry*	*660/92.5 50kw/100kw*	1	12	6	3	1	1	102	BR. COM/CAROLI	BAN	11.6
6.2	10.7	10.4	9.4	11.2	2	**WANS** *CHR*	*107.3 100kw*	2	1	1	1	4	8	89	RADIO AMERICA	CHR	12.4
9.0	8.2	12.2	7.8	10.6	3	**WSSL-A/F** *Ctry*	*1440/100.5 5kw/100kw*	4	6	2	2	2	2	91	STERLING	CHR	9.6
10.4	6.6	9.2	8.8	8.7	4	**WFBC-FM** *AC*	*93.7 100kw*	3	8	3	4	3	3	71	MULTIMEDIA	KATZ	10.2
8.0	9.5	6.4	7.4	8.1	5	**WSPA-FM** *B/EZ*	*98.9 100kw*	6	10	8	8	5	4	104	SPARTAN	MCG	3.9
1.1	9.1	8.0	6.7	5.3	6	**WLWZ** *UC*	*103.9 3kw*	8	2	7	6	6	7	90	AMERICAN COMM.	HNWH	9.8
6.8	5.4	3.6	6.3	5.0	7	**WMYI** *AC*	*102.5 100kw*	5	9	5	5	7	9	62	AMCOM GENERAL	REP	7.0
4.2	5.0	5.0	6.2	4.5	8	**WCKN** *AOR*	*101.1 100kw*	7	5	4	7	10	17	60	CAROLINA BR.	DUR	6.9
6.5	2.3	3.9	3.8	4.1	9	**WHYZ** *UC*	*1070 50kw*	10	29	12	9	8	5	120	21st CENTURY	HNWH	3.0
2.0	2.3	1.9	0.6	3.3	10	**WORD** *AC*	*910 5-1kw*	12	7	15	10	9	6	113	BROOKS BR.	MAS	.6

#74 HARRISBURG-LEBANON-CARLISLE

POPULATION: 493,900

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
20.2	19.5	21.7	17.3	20.8	1	**WNNK** *CHR*	*104.1 22.5kw*	1	1	1	1	1	1	92	KEYMARKET	CHR	26.3
6.6	8.1	8.0	7.8	7.7	2	**WRKZ** *Ctry*	*106.7 50kw*	5	9	5	4	3	2	97	PENN	TOR	9.7
7.7	7.7	6.1	5.6	7.1	3	**WHP** *AC*	*580 5kw*	4	15	15	9	7	3	86	WHP INC.	KATZ	6.4
3.7	2.9	5.5	6.0	6.4	4	**WIMX** *AC*	*99.3 3kw*	2	5	3	2	2	5	73	HUDSON GROUP	EAST	7.4
3.3	5.4	6.7	6.0	6.0	5	**WTPA** *AOR*	*93.5 3kw*	8	4	2	3	4	9	90	QUAKER STATE	REP	9.9
5.3	5.6	5.0	7.7	5.9	6	**WNCE** *B/EZ*	*101.3 50kw*	7	16	19	10	8	4	85	HALL	TOR	2.8
7.1	7.1	5.1	5.8	4.6	7	**WHP-FM** *AC*	*97.3 17kw*	3	18	4	5	6	7	55	WHP INC.	KATZ	3.3
3.8	3.5	3.1	4.7	4.2	8	**WQXA** *CHR*	*105.7 50kw*	6	2	7	6	9	11	56	HGF MEDIA	KATZ	4.1
4.8	6.0	3.9	5.0	3.3	9	**WHYL-A/F** *Ctry*	*960/102.3 5kw/3kw*	11	8	17	8	5	6	74	RFLJ, INC.	HNWH	5.6
3.5	2.3	2.5	3.4	2.9	10	**WLBR** *AC*	*1270 5-1kw*	12	27	22	14	13	8	71	LEBANON BR.	K/P	--

#56 HONOLULU

POPULATION: 690,700

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	
14.4	14.2	14.2	16.3	15.9	1	**KQMQ-A/F** *CHR*	*690/93.1 10kw/54kw*	1	2	1	1	1	3	84	NORTHPARK	CHR	
13.0	11.2	12.5	11.5	10.6	2	**KSSK** *AC*	*590 5kw*	2	5	7	2	2	2	82	HEFTEL	EAST	
4.9	9.0	8.3	10.3	9.7	3	**KMAI** *CHR*	*93.9 100kw*	3	1	3	3	8	11	83	HENRY HAWAII	KATZ	
10.6	7.0	8.4	9.9	8.7	4	**KUMU-A/F** *B/EZ*	*94.7 100kw*	5	19	8	8	3	1	91	JOHN HUTTON	TOR	
9.5	6.3	5.0	5.0	7.0	5	**KXPW** *CHR*	*92.3 100kw*	4	3	4	5	7	12	63	HEFTEL	EAST	
8.7	6.3	6.4	7.1	6.7	6	**KPOI** *AOR*	*97.5 80kw*	6	4	2	4	5	11	74	KILOHANA	REP	
6.6	7.3	8.4	5.9	6.1	7	**KRTR** *AC*	*96.3 75kw*	7	7	5	6	6	9	70	MAVRA KEA	TOR	
5.2	5.8	6.2	4.4	5.9	8	**KIKI** *Gold*	*830 10kw*	9	6	6	7	4	5	80	HENRY HAWAII	KATZ	
3.8	4.0	4.1	3.8	4.1	9	**KHVH** *News*	*990 5kw*	8	11	13	11	9	4	53	KHVH, INC.	HNWH	
4.8	3.7	3.6	2.7	3.5	10	**KGU** *N/T*	*760 10kw*	10	8	14	15	13	6	53	CHARLES GIVENS	BAN	
4.4	5.5	3.9	3.9	3.5	10	**KCCN** *Misc*	*1420 5kw*	11	13	10	9	11	7	60	KCCN RADIO	ROS	

#52 JACKSONVILLE

POPULATION: **759,500**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
20.5	16.8	18.7	17.2	15.4	1	**WAPE-A/F** *CHR*	*690/95.1 50kw/100kw*	1	1	1	1	3	5	93	EVERGREEN	CHR	20.7
9.6	7.8	7.5	10.3	11.2	2	**WFYV-FM** *AOR*	*104.5 100kw*	4	3	2	2	1	8	111	METROPLEX	MCG	12.9
11.6	8.9	11.7	11.6	10.5	3	**WQIK-A/F** *Ctry*	*1320/99.1 5kw/100kw*	2	6	6	4	2	1	93	JACOR	EAST	11.4
7.8	6.9	8.7	6.7	7.7	4	**WAIV** *AC*	*96.9 100kw*	5	10	3	3	4	3	78	EZ	MMR	5.3
4.0	3.9	5.8	7.4	6.7	5	**WPDQ** *UC*	*92.7 3kw*	7	2	5	6	7	10	113	WILLIS	REP	7.6
6.7	7.9	6.2	8.5	6.5	6	**WIVY** *AC*	*102.9 100kw*	3	11	4	5	5	6	63	GILMORE	TOR	7.2
3.8	5.5	7.1	4.2	6.1	7	**WCRJ** *Ctry*	*107.3 100kw*	6	4	8	7	6	2	90	HOKER	KATZ	5.3
2.6	3.1	2.4	1.1	3.8	8	**WCGL** *Rel*	*1360 5kw*	11	15	10	11	12	13	168	ANTELOPE	K/P	3.3
4.0	6.4	3.4	4.1	3.7	9	**WEJZ** *B/EZ*	*96.1 100kw*	8	9	11	9	8	4	80	WIN	CHR	2.2
3.4	2.6	2.3	2.4	3.0	10	**WZAZ** *UC*	*1400 1kw*	10	19	7	8	9	11	96	PRES-JAS, INC.	ROS	3.5

#92 JOHNSON CITY-KINGSPORT-BRISTOL

POPULATION: **378,300**

FALL '87	SPRING '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
24.1	22.6	19.6	1	**WQUT** *CHR*	*101.5 100kw*	1	1	1	1	3	3	87	BLOOMINGTON	KATZ	27.4
17.9	19.4	17.6	2	**WXBQ** *Ctry*	*96.9 67kw*	2	4	3	3	2	1	102	BRISTOL	MCG	17.6
11.9	17.1	14.9	3	**WTFM** *AC*	*98.5 100kw*	3	3	2	2	1	2	96	HOME NEWS	REP	14.2
9.9	7.2	7.2	4	**WJCW** *Ctry*	*910 5-1kw*	4	12	6	6	4	4	92	BLOOMINGTON	KATZ	4.3
3.2	3.5	4.4	5	**WZXY** *CHR*	*104.9 1.4kw*	5	2	4	5	6	15	68	BAHAKEL	BAN	5.4
2.2	3.1	4.0	6	**WKPT** *AC*	*1400 1kw*	7	20	8	7	7	5	90	HOME NEWS	REP	2.0
3.4	3.1	3.4	7	**WUSJ** *Ctry*	*99.3 3kw*	6	8	5	4	5	6	63	TRI-CITY	DUR	3.2
2.6	2.2	2.5	8	**WIVK-A/F** *Ctry*	*990/107.7 10kw/100kw*	9	18	10	9	8	7	104	DICK	KATZ	2.6
2.4	1.7	2.0	9	**WMCH** *Rel*	*1260 1kw*	14	27	17	23	14	11	121	WALLACE	--	.9
0.5	2.4	1.7	10	**WOPI** *Nost*	*1490 1kw*	12	28	28	22	19	8	94	DICK	--	.3

#69 KNOXVILLE

POPULATION: **508,900**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
34.9	35.6	35.5	35.8	33.0	1	**WIVK-A/F** *Ctry*	*990/107.7 10kw/100kw*	1	4	2	1	1	1	112	DICK	KATZ	36.0
11.9	10.6	16.4	15.3	14.0	2	**WIMZ-A/F** *AOR*	*1240/103.5 1kw/100kw*	3	2	1	2	3	4	99	STONER	CHR	15.8
13.7	11.1	8.7	11.5	13.7	3	**WMYU** *AC*	*102.1 100kw*	2	3	3	3	2	3	74	JACOR	EAST	14.5
10.7	11.9	12.0	10.2	10.1	4	**WEZK** *B/EZ*	*97.5 100kw*	5	10	5	5	4	2	96	SOUTH CENTRAL	CHR	6.6
6.1	9.3	7.2	9.2	9.1	5	**WOKI** *CHR*	*100.3 100kw*	4	1	4	4	5	6	68	OAK RIDGE	HNWH	12.6
1.3	1.3	2.1	1.1	2.2	6	**WGAP** *Ctry*	*1400 1kw*	8	12	13	12	9	5	90	WGAP, INC.	M/SS	1.2
0.9	1.1	0.8	0.6	1.8	7	**WQBB** *Nost*	*1040 2.5kw*	10	11	10	11	10	7	121	SEQUOIA	--	--
0.9	0.8	1.2	1.0	1.3	8	**WKNF** *Nost*	*94.3 3kw*	6	9	6	6	7	8	48	KEY	--	.3
1.5	1.8	1.4	1.2	1.2	9	**WRJZ** *Rel*	*620 5kw*	7	7	8	8	8	10	45	TENN MEDIA	--	.9
1.0	1.8	0.7	1.2	1.1	10	**WKGN** *Gold*	*1340 1kw*	9	5	7	7	6	9	54	TELSTAR	ROS	1.0

#97 LANSING-EAST LANSING

POPULATION: **357,200**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
20.0	19.5	22.0	22.0	19.4	1	**WVIC-A/F** *CHR*	*730/94.9 .5kw/49kw*	1	1	1	1	1	2	89	GOODRICH	KATZ	28.4
15.1	15.2	15.5	15.8	11.6	2	**WITL-FM** *Ctry*	*100.7 55kw*	2	6	4	2	2	1	93	MSP	MCG	14.6
7.6	8.5	6.4	5.6	9.1	3	**WJIM-FM** *B/EZ*	*97.5 28kw*	4	11	8	6	5	3	89	MICH-A-MEDIA	TOR	4.9
5.1	8.3	5.9	7.5	7.3	4	**WFMK** *AC*	*99.1 28kw*	3	4	5	3	3	8	71	LIGGETT	REP	6.4
5.8	4.1	5.2	4.7	6.8	5	**WIBM** *Gold*	*94.1 50kw*	6	10	3	4	4	4	86	CR	MMR	5.3
4.7	4.6	5.2	4.5	6.1	6	**WJXQ** *AOR*	*106.1 50kw*	7	3	2	5	6	6	79	CHR	CHR	6.0
3.0	4.9	5.3	5.3	5.1	7	**WLNZ** *CHR*	*92.1 3kw*	5	2	6	7	10	11	55	LANSING	MMR	6.9
6.7	4.1	4.5	5.6	4.5	8	**WJR** *AC*	*760 50kw*	8	20	18	10	7	9	60	CAP CITIES/ABC	KATZ	3.8
4.6	4.2	4.1	4.7	3.3	9	**WMMQ** *CR*	*92.7 1.5kw*	9	8	7	8	8	13	47	OTTAWAY	HNWH	6.2
4.4	4.4	2.5	2.9	2.1	10	**WILS-FM** *AC*	*101.7 3kw*	10	14	10	9	9	12	35	NORTH STARR	BAN	1.7

#67 LAS VEGAS

POPULATION: **520,700**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.5	10.9	10.9	12.7	11.4	1	**KFMS-A/F** *Ctry*	*1410/101.9 5kw/100kw*	2	3	4	2	1	2	118	BROADCAST ASSO.	KATZ	12.0
9.6	13.1	11.0	9.2	10.3	2	**KXTZ** *B/EZ*	*94.1 100kw*	5	9	12	8	3	1	139	PARKER	DUR	7.8
11.3	10.7	10.6	10.9	9.1	3	**KLUC** *CHR*	*98.5 100kw*	1	1	2	3	7	12	76	NATIONWIDE	MCG	10.5
4.7	8.6	7.1	9.3	8.0	4	**KKLZ** *CR*	*96.3 100kw*	4	5	1	1	2	8	106	SOUTHERN NEV.	BAN	8.6
8.2	5.3	8.0	6.2	6.4	5	**KYRK** *CHR*	*97.1 100kw*	3	2	5	5	12	17	74	ANCHOR MEDIA	MMR	8.9
6.0	4.9	6.1	4.8	5.5	6	**KMZQ** *AC*	*100.5 100kw*	7	4	6	5	4	4	82	COMMONWEALTH	REP	3.3
7.1	4.4	4.8	6.0	5.0	7	**KOMP** *AOR*	*92.3 100kw*	6	6	3	4	6	10	70	LOTUS	CHR	8.1
5.9	2.7	5.2	4.4	4.3	8	**KORK** *BBnd*	*920 5-.5kw*	10	14	19	15	14	3	98	ANCHOR	MMR	3.4
1.7	3.5	3.1	2.1	4.2	9	**KRLV** *AC*	*106.5 100kw*	9	7	7	6	5	5	83	A&A	EAST	4.2
3.9	3.7	2.1	3.2	2.8	10	**KDWN** *Talk*	*720 50kw*	11	13	18	14	13	7	81	RADIO NEVADA	BAN	2.4

#82 LITTLE ROCK

POPULATION: **420,300**

FALL '87	SPRING '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
20.6	20.3	20.3	1	**KSSN** *Ctry*	*95.7 100kw*	1	4	1	1	1	1	112	BARNSTABLE	KATZ	21.1
3.2	7.5	9.9	2	**KIPR** *UC*	*92.3 100kw*	8	2	2	2	2	11	145	CORNERSTONE	BAN	12.0
10.5	11.6	9.6	3	**KKYK** *CHR*	*103.7 100kw*	2	1	4	3	3	4	64	SNIDER	BAN	11.8
8.8	11.2	9.0	4	**KEZQ** *B/EZ*	*100.3 44.2kw*	4	9	10	7	4	3	88	KEZO	MMR	7.4
9.1	6.8	8.2	5	**KZOU-FM** *CHR*	*98.5 100kw*	3	3	3	4	6	7	71	ENCORE	REP	10.5
6.8	6.2	7.6	6	**KARN** *N/T*	*920 5kw*	6	13	9	9	8	2	91	SNIDER	BAN	4.5
4.9	5.7	5.6	7	**KMJX** *AOR*	*105.1 100kw*	7	7	5	5	7	10	76	COASTAL	HNWH	9.6
6.9	6.4	5.2	8	**KHLT-FM** *AC*	*94.1 100kw*	5	5	7	6	5	5	59	SIGNAL MEDIA	CHR	4.2
2.1	2.9	3.7	9	**KZLR** *AOR*	*94.9 100kw*	9	8	6	8	9	13	68	SOUTHERN STARR	DUR	3.8
6.0	3.2	2.6	10	**KWTD** *UC*	*106.3 100kw*	10	6	8	10	10	6	74	MRS. DUNN	ROS	2.5

#76 McALLEN-BROWNSVILLE

POPULATION: **473,000**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.0	11.2	15.0	17.0	18.6	1	**KBFM** *CHR*	*104.1 100kw*	1	1	1	1	3	4	101	ENCORE	REP	24.1
15.2	19.4	20.6	18.3	17.7	2	**KGBT** *Span*	*1530 50-10kw*	2	3	6	4	2	1	135	TICHENOR	KATZ	13.4
8.6	8.9	8.2	9.7	9.7	3	**KIWW** *Span*	*96.1 100kw*	3	5	2	2	1	2	81	MAGIC VALLEY	MCG	8.1
7.8	8.2	9.2	9.1	8.4	4	**KTXF** *Ctry*	*100.3 100kw*	4	4	3	3	4	6	91	TATE	CHR	13.0
4.8	4.8	4.2	4.9	6.0	5	**KVLY** *B/EZ*	*107.9 100kw*	8	12	9	7	6	3	106	TIPPIE	TOR	5.0
7.0	5.7	6.9	8.2	5.5	6	**KELT** *AC*	*94.5 100kw*	5	6	4	5	5	9	80	TICHENOR	KATZ	8.1
5.2	7.1	4.6	5.0	4.8	7	**KQXX** *Span*	*98.5 100kw*	7	7	8	8	7	5	81	BRAVO	CAB	2.5
5.6	5.1	3.7	5.8	4.7	8	**KRIX** *AOR*	*99.5 100kw*	6	2	5	6	8	13	74	DAYTONA	BAN	6.9
2.7	5.2	3.7	3.6	2.2	9	**KIRT** *Span*	*1580 1-.3kw*	10	8	11	11	10	7	68	RIO	CAB	6.9
2.1	2.3	1.8	1.7	2.2	9	**KJAV** *Span*	*104.9 3kw*	13	16	7	10	11	11	136	PAULINO BERNAL	--	--

#88 MOBILE

POPULATION: **385,600**

FALL '87	SPRING '88	FALL '88	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
17.9	17.7	18.0	1	**WKSJ-A/F** *Ctry*	*1270/94.9 5kw/100kw*	1	4	3	2	1	1	113	CAPITOL BR.	BAN	16.0
16.9	14.9	13.4	2	**WABB-A/F** *CHR*	*1480/97.5 5kw/100kw*	2	1	1	3	4	6	88	VOICE OF MOBILE	CHR	19.2
17.3	12.9	11.9	3	**WBLX-FM** *UC*	*92.9 100kw*	3	2	2	1	2	3	100	BEASLEY	HNWH	19.1
7.3	8.5	6.9	4	**WGOK** *UC*	*900 1-.5kw*	4	5	6	7	6	4	89	ROBERDS	ROS	3.5
4.5	3.3	5.4	5	**WAVH** *AC*	*96.1 100kw*	5	10	9	4	3	2	77	TMCI	DUR	3.9
2.6	4.9	4.9	6	**WMML** *UC*	*1410 5kw*	8	3	5	8	10	16	101	BRIDGEWAY	K/P	3.1
4.5	5.0	4.4	7	**WKRG-FM** *AC*	*99.9 100kw*	6	15	7	5	5	7	66	WKRG-TV	KATZ	6.0
4.4	4.6	4.0	8	**WKRG** *N/T*	*710 1-.5kw*	7	13	11	11	9	5	66	WKRG-TV	KATZ	4.8
1.2	2.4	3.0	9	**WGCX** *AOR*	*104.1 100kw*	9	9	4	6	8	20	72	WESCOM GROUP	REP	3.1
3.4	3.6	2.9	10	**WDLT** *AC*	*98.3 3kw*	10	16	10	9	7	8	71	JAB	REP	2.2

#75 MONTEREY-SALINAS-SANTA CRUZ

POPULATION: **487,600**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.8	8.8	8.9	9.2	8.7	1	**KDON-FM** *CHR*	*102.5 18.5kw*	1	1	1	1	5	17	72	HENRY	KATZ	10.6
6.8	8.3	7.6	7.5	7.5	2	**KGO** *N/T*	*810 50kw*	3	23	17	11	9	1	94	CAP CITIES/ABC	BAN	7.4
7.8	6.9	7.3	8.8	6.8	3	**KWSS** *CHR*	*94.5 1.15kw*	2	2	3	5	3	10	63	NATIONWIDE	MCG	9.3
4.3	4.2	3.9	3.0	5.9	4	**KWAV** *AC*	*96.9 18kw*	4	4	5	2	1	5	75	BUCKLEY	HNWH	3.6
4.9	3.3	3.3	3.0	5.2	5	**KOCN** *AC*	*104.9 .95kw*	10	8	4	4	2	3	106	C.R. PASQUIER	TOR	3.5
4.9	5.8	4.2	4.2	5.0	6	**KMBY** *AOR*	*107.1 .91kw*	5	7	2	3	4	11	76	C&C	BAN	8.8
4.8	4.0	3.4	4.4	4.2	7	**KTOM-FM** *Ctry*	*100.7 .91kw*	6	12	13	8	6	2	75	COMMUNITY PAC.	MMR	5.4
1.4	0.7	1.2	1.7	3.9	8	**KXDC-FM** *B/EZ*	*101.7 .8kw*	14	15	20	18	11	20	131	CARMEL BR.	CHR	.8
7.0	3.8	5.3	4.0	3.4	9	**KBAY** *B/EZ*	*100.3 14.5kw*	8	20	23	23	18	21	67	UNITED	MMR	3.6
3.6	3.2	2.2	2.5	3.4	9	**KBOQ** *Clas*	*92.7 1kw*	9	18	16	13	13	6	70	A. WILLIAM LEE	DUR	3.8

#84 NEW BEDFORD-FALL RIVER

POPULATION: **414,700**

FALL '87	SPRING '88	FALL '88	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.4	15.5	10.1	1	**WPRO-FM** *CHR*	*92.3 39kw*	1	T	2	2	2	2	70	CAP CITIES/ABC	BAN	14.7
9.2	9.0	8.6	2	**WHJY** *AOR*	*94.1 50kw*	2	h	1	1	3	13	92	FEDERAL	KATZ	10.8
4.7	4.1	7.4	3	**WMYS** *AC*	*98.1 50kw*	3	e	4	3	1	1	105	HALL	--	1.9
6.7	2.1	5.9	4	**WBSM** *N/T*	*1420 5-1kw*	6	r	21	22	10	4	125	SAGE	CHR	2.6
4.3	3.1	4.9	5	**WSNE** *AC*	*93.3 50kw*	4	e	3	4	4	9	81	BECK-ROSS	EAST	6.7
10.6	6.6	4.1	6	**WLKW** *B/EZ*	*101.5 50kw*	5	i	18	13	7	6	72	WILKS/SCHWARTZ	CHR	7.0
3.8	3.3	3.4	7	**WWLI** *AC*	*105.1 50kw*	10	s	19	7	6	3	84	TMZ	MCG	4.6
2.6	2.7	3.4	7	**WPLM-FM** *BBnd*	*99.1 50kw*	14	n	32	28	27	8	106	PLYMOUTH ROCK	--	.9
2.2	4.8	3.3	9	**WODS** *Gold*	*103.3 12.5kw*	7	o	11	5	5	5	78	CBS	CBS	2.2
2.8	2.0	3.2	10	**WZOU** *CHR*	*94.5 11.5kw*	9	t	5	6	9	15	78	ARDMAN	EAST	1.8
2.2	3.1	3.2	10	**WALE** *Talk*	*1400 1kw*	16	e	29	27	25	22	120	NORTH AMERICAN	MCG	.5
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#89 NEW HAVEN

POPULATION: **384,700**

FALL '87	SPRING '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.1	12.9	11.7	1	**WKCI** *CHR*	*101.3 10kw*	1	1	2	1	1	3	79	NOBLE	MCG	13.6
10.7	9.9	10.1	2	**WELI** *AC*	*960 5kw*	2	13	9	6	2	1	84	CLEAR CHANNEL	BAN	7.6
10.3	8.2	7.1	3	**WPLR** *AOR*	*99.1 50kw*	3	2	1	2	5	15	67	SOUTHERN STARR	DUR	13.6
5.1	6.7	6.6	4	**WEZN** *AC*	*99.9 27.5kw*	4	8	8	7	6	2	78	MEWCITY	KATZ	4.7
5.4	3.7	5.7	5	**WDRC-FM** *Gold*	*102.9 19.5kw*	5	9	3	3	3	7	77	BUCKLEY	MCG	4.2
4.9	4.4	4.8	6	**WAVZ** *BBnd*	*1300 1kw*	8	21	17	15	14	4	92	NOBLE	MCG	2.4
4.4	4.2	4.7	7	**WNHC** *UC*	*1340 1kw*	13	4	6	4	4	9	110	WNHC, INC.	SAV	3.8
1.7	0.5	4.4	8	**WWYZ** *Ctry*	*92.5 18kw*	10	6	13	11	8	6	88	WWYZ, INC.	BAN	5.4
6.9	4.4	3.9	9	**WKSS** *CHR*	*95.7 50kw*	6	3	4	5	10	16	56	PRECISION	MMR	6.6
2.9	4.9	3.5	10	**WRCH** *B/EZ*	*100.5 7.5kw*	15	18	20	16	12	5	106	RADIO COR/HART	BAN	2.7

#70 OMAHA-COUNCIL BLUFFS

POPULATION: **505,300**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
22.3	17.0	16.1	14.8	17.2	1	**KFAB** *AC*	*1110 50kw*	1	4	7	5	2	1	78	HENRY	CHR	15.1
10.4	12.1	10.4	11.6	13.1	2	**KQKQ** *CHR*	*98.5 100kw*	2	1	2	2	4	6	77	MITCHELL	EAST	14.2
14.7	15.4	17.7	14.7	12.4	3	**KEZO-A/F** *AOR*	*1490/92.3 1kw/100kw*	4	3	1	1	1	9	89	ALBIMAR	KATZ	17.5
9.1	10.8	11.9	11.1	9.6	4	**KGOR** *Gold*	*99.9 115kw*	3	2	3	3	6	7	70	HENRY	CHR	9.3
7.0	6.1	7.5	5.7	9.1	5	**WOW-FM** *Ctry*	*94.1 100kw*	5	5	6	4	3	2	105	GREAT EMPIRE	TOR	10.6
9.8	8.7	7.4	6.1	6.6	6	**KESY-A/F** *B/EZ*	*1420/104.5 1-.3kw/100kw*	8	10	11	8	8	17	91	SUN GROUP	MCG	4.2
3.0	4.8	4.7	6.6	5.7	7	**KOIL** *Gold*	*1290 5kw*	6	7	5	6	5	5	69	VALLEY	BAN	4.6
6.4	7.8	5.4	6.5	5.4	8	**KEFM** *AC*	*96.1 100kw*	7	8	4	7	7	8	67	WEBSTER	MCG	4.8
6.5	4.4	4.3	5.6	4.8	9	**WOW** *Ctry*	*590 5kw*	9	13	10	10	9	4	70	GREAT EMPIRE	TOR	4.2
0.0	0.0	3.5	3.3	1.4	10	**KOMJ** *Gold*	*103.7 50kw*	10	11	8	9	10	11	46	VALLEY	BAN	2.9

#60 RALEIGH-DURHAM

POPULATION: **575,000**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.5	8.3	10.7	10.9	10.5	1	**WRDU** *AOR*	*106.1 100kw*	2	5	1	1	1	7	91	VOYAGER	MMR	11.6
9.1	7.4	7.3	6.0	8.8	2	**WQDR** *Ctry*	*94.7 100kw*	4	24	6	5	2	1	108	DURHAM LIFE	MCG	9.8
6.7	9.4	9.0	10.3	8.5	3	**WDCG** *CHR*	*105.1 100kw*	1	1	2	3	6	6	68	DURHAM	REP	8.6
7.4	6.4	6.5	7.1	8.2	4	**WQOK** *UC*	*97.5 100kw*	7	4	3	2	4	5	109	JOYNER	HNWH	9.1
8.9	8.2	6.5	9.0	7.9	5	**WPTF** *N/T*	*680 50kw*	5	25	15	10	8	2	98	DURHAM LIFE	MCG	6.0
9.9	9.4	6.5	7.5	6.8	6	**WRAL** *AC*	*101.5 100kw*	3	8	5	4	3	3	67	CAPITOL BR. CO.	KATZ	7.3
3.1	9.2	7.0	6.1	5.5	7	**WFXC** *UC*	*107.1 1.19kw*	6	2	4	6	7	10	69	PINNACLE	EAST	11.0
6.3	3.6	4.2	5.7	4.6	8	**WYLT** *AC*	*96.1 98kw*	9	17	8	7	5	4	68	METROPLEX	MCG	3.5
4.1	2.8	3.2	2.4	2.8	9	**WZZU** *CHR*	*93.9 100kw*	8	3	9	9	13	17	38	JIM HEAVNER	TOR	3.4
3.2	3.6	3.6	2.1	2.7	10	**WDUR** *Rel*	*1490 1kw*	13	10	10	11	10	9	108	PINNACLE	EAST	1.3

#55 RICHMOND

POPULATION: **700,200**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.1	13.2	14.5	14.2	13.0	1	**WRVQ** *CHR*	*94.5 200kw*	1	1	2	1	3	4	86	EDENS	CHR	14.6
13.3	14.6	12.7	11.7	12.3	2	**WRVA** *AC*	*1140 50kw*	2	8	8	6	6	1	85	EDENS	CHR	9.8
13.2	13.2	10.8	13.9	11.2	3	**WRXL** *AOR*	*102.1 140kw*	3	3	1	2	2	9	106	CAPITOL BR. CO.	KATZ	15.4
3.8	6.3	9.5	9.2	10.4	4	**WCDX** *UC*	*92.7 3kw*	5	2	3	3	4	6	111	SINCLAIR TELE.	ER	14.6
12.2	9.5	8.6	7.7	8.2	5	**WPLZ-FM** *UC*	*99.3 3kw*	6	4	4	5	5	7	99	PACO-JON	MCG	10.5
6.8	7.9	8.6	8.7	7.9	6	**WMXB** *AC*	*103.7 20kw*	4	6	5	4	1	2	85	RAGAN HENRY	DUR	6.5
4.3	2.9	2.7	3.3	6.0	7	**WKHK** *Ctry*	*95.3 3kw*	8	5	7	7	7	3	85	ABS	HNWH	5.6
6.9	5.6	7.3	5.2	5.6	8	**WTVR-A/F** *Ctry*	*1380/98.1 5kw/50kw*	7	15	9	8	8	5	75	PARK	REP	3.9
5.2	6.3	3.9	4.2	3.3	9	**WQSF** *B/EZ*	*96.5 50kw*	9	12	10	9	9	8	68	RICHMOND RADIO	HNWH	2.9
2.2	2.8	2.1	2.9	2.6	10	**WLEE** *BBnd*	*1480 5kw*	11	20	15	21	19	10	108	WLEE, INC.	HNWH	.9

#94 ROANOKE-LYNCHBURG

POPULATION: **371,900**

FALL '87	SPRING '88	FALL '88	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	
22.7	20.9	20.6	1	**WXLK** *CHR*	*92.3 93kw*	1	1	1	1	1	2	89	CEBE INVEST.	TOR	
13.4	11.0	13.9	2	**WPVR** *B/EZ*	*94.9 100kw*	2	10	6	4	3	1	107	JIM GIBBONS	HNWH	
11.0	12.7	10.0	3	**WYYD** *Ctry*	*107.9 20.5kw*	4	3	4	3	2	3	94	WINAS, INC.	EAST	
6.5	8.2	8.5	4	**WSLQ** *AC*	*99.1 200kw*	3	9	2	2	4	5	72	MEL WHEELER	KATZ	
4.8	5.1	5.1	5	**WSLC** *Ctry*	*610 5-1kw*	5	8	13	10	7	4	86	MEL WHEELER	KATZ	
3.6	4.6	3.9	6	**WTOY** *UC*	*910 1-.089kw*	11	4	7	5	5	8	113	COMMONWEALTH	K/P	
3.3	2.6	3.6	7	**WFIR** *AC*	*960 5kw*	7	6	15	15	13	6	69	JIM GIBBONS	HNWH	
3.4	2.6	3.6	7	**WJJS** *UC*	*1320 1-.24kw*	12	16	3	6	6	9	110	CRS	K/P	
3.1	2.6	3.1	9	**WKZZ** *CHR*	*100.1 3kw*	6	2	5	7	11	16	55	LYNCHBURG, IND.	REP	
3.8	4.6	2.6	10	**WJLM** *Ctry*	*93.5 3kw*	9	12	12	9	8	7	65	WRIS	--	

#62 SAN DIEGO NORTH COUNTY

POPULATION: **562,500**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	
9.1	11.7	9.1	7.4	7.8	1	**KFMB-FM** *AC*	*100.7 36kw*	1	2	1	1	2	3	65	MIDWEST TV	MCG	
10.5	8.8	9.1	10.2	6.1	2	**KJQY** *B/EZ*	*103.7 36kw*	5	18	31	14	7	1	94	GROUP W	G/W	
3.9	4.9	3.6	4.5	6.0	3	**KKLQ-A/F** *CHR*	*600/106.5 5kw/50kw*	2	1	4	4	6	11	57	EDENS	CHR	
5.2	4.4	4.6	5.1	5.3	4	**KGMG-FM** *CR*	*102.1 10kw*	6	20	2	2	1	9	82	PAR	BAN	
5.1	5.8	6.0	6.1	4.6	5	**KFMB** *AC*	*760 5kw*	8	12	20	7	3	2	78	MIDWEST TV	MCG	
4.9	4.9	5.1	5.8	4.5	6	**KGB** *AOR*	*101.5 50kw*	4	6	3	3	4	19	68	BROWN	KATZ	
4.4	3.2	4.8	4.6	3.8	7	**XTRA-FM** *AOR*	*91.1 100kw*	3	3	5	6	11	33	52	NOBLE	MMR	
1.7	2.3	1.1	2.2	3.7	8	**KKYY** *AC*	*94.9 22kw*	10	8	6	5	5	10	69	SANDUSKY	TOR	
4.2	2.9	3.3	2.3	3.2	9	**KSON-FM** *Ctry*	*97.3 50kw*	7	10	12	11	9	8	53	JEFFERSON-PILOT	BAN	
4.1	2.1	3.5	2.2	3.0	10	**KNX** *News*	*1070 50kw*	9	24	29	24	13	5	54	CBS	CBS	

#98 SPOKANE

POPULATION: **355,400**

FALL '87	SPRING '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	
15.2	16.9	14.8	1	**KZZU** *CHR*	*92.9 89kw*	1	1	1	1	2	7	95	OLYMPIC		
8.3	8.4	10.9	2	**KISC** *AC*	*98.1 94kw*	3	3	2	2	1	3	115	HOME NEWS	KATZ	
10.7	13.8	9.9	3	**KXLY-FM** *B/EZ*	*99.9 37kw*	4	6	9	6	5	1	105	SPOKANE	EAST	
11.1	6.8	8.9	4	**KDRK** *Ctry*	*93.7 56kw*	2	17	5	3	3	2	91	PRICE BR.	EAST	
6.3	5.1	6.8	5	**KXLY** *N/T*	*920 5kw*	5	13	8	10	8	5	84	SPOKANE	EAST	
4.4	3.9	5.8	6	**KKZX** *CR*	*98.9 100kw*	7	5	3	4	4	12	82	MEDINA	BAN	
7.0	6.4	5.6	7	**KEZE** *AOR*	*105.7 100kw*	6	4	4	5	7	10	73	KAYE-SMITH	MACG	
6.1	4.5	5.5	8	**KGA** *Ctry*	*1510 50kw*	8	9	11	7	6	4	79	PRICE BR.	EAST	
3.0	3.3	3.8	9	**KVXO** *CHR*	*103.9 3kw*	10	2	7	9	14	14	67	AL HOCKSTADT	DUR	
5.4	5.1	3.1	10	**KKPL-A/F** *AC*	*630/96.1 1kw/56kw*	9	11	6	8	9	13	50	ALPHA RADIO	REP	
2.8	2.7	3.1	10	**KAQQ** *AC*	*590 5kw*	11	12	17	11	10	6	69	HOME NEWS	KATZ	

#71 SPRINGFIELD

POPULATION: **502,500**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.6	8.5	7.0	9.5	10.3	1	**WHYN-FM** *AC*	*93.1 50kw*	1	4	4	1	2	2	78	WILKS/SCHWARTZ	MCG	9.8
8.6	9.0	9.8	9.1	10.2	2	**WMAS-FM** *AC*	*94.7 50kw*	3	7	3	2	1	3	91	LAPPIN	BAN	7.0
9.0	9.4	10.0	8.9	8.7	3	**WRCH** *B/EZ*	*100.5 7.5kw*	6	20	19	13	7	1	106	RADIO CO/HARTF	BAN	3.6
10.0	7.7	10.3	7.2	8.2	4	**WAQY** *AOR*	*102.1 17kw*	4	2	1	3	3	6	76	SUNSHINE GROUP	KATZ	14.3
7.1	9.3	9.0	9.2	7.9	5	**WTIC-FM** *AC*	*96.5 20kw*	2	1	2	4	4	10	64	CHASE	KATZ	10.4
5.6	7.1	8.6	5.6	5.5	6	**WHYN** *AC*	*560 5-1kw*	5	8	9	5	5	4	60	WILKS/SCHWARTZ	MCG	6.0
8.3	7.3	7.1	6.3	4.7	7	**WMAS** *BBnd*	*1450 1kw*	8	12	26	24	14	5	97	LAPPIN	BAN	5.0
2.3	2.5	1.9	2.1	3.2	8	**WHMP-FM** *CHR*	*99.3 3kw*	10	3	6	7	15	19	67	NORTH HAMPTON	K/P	2.4
2.7	2.5	2.4	1.3	2.5	9	**WCCC-A/F** *AOR*	*1290/106.9 .5kw/23kw*	7	9	5	6	11	22	45	GREATER HART.	DUR	3.1
2.4	1.5	2.0	5.0	2.5	9	**WAAF** *AOR*	*107.3 18.6kw*	9	5	7	8	9	18	53	NEWCITY	KATZ	3.5
3.2	3.4	2.8	4.7	2.5	9	**WDRC-FM** *Gold*	*102.9 19.5kw*	11	10	8	9	6	8	56	BUCKLEY	MCG	2.7

#90 STOCKTON

POPULATION: **381,500**

FALL '87	SPRING '88	FALL '88	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
5.6	6.3	9.1	1	**KRAK** *Ctry*	*1140 50kw*	2	19	11	3	3	1	110	EZ	KATZ	6.9
4.3	5.0	6.5	2	**KFMR** *Ctry*	*100.1 3kw*	3	33	7	1	1	2	87	CARSON GROUP	CBS	4.2
6.6	6.1	5.5	3	**KBEE** *B/EZ*	*103.3 50kw*	5	31	17	9	5	3	87	PRICE	REP	3.5
7.0	6.5	4.4	4	**KHOP** *CHR*	*104.1 50kw*	1	1	2	5	6	14	44	FULLER-JEFFREY	MCG	7.8
5.2	5.2	4.1	5	**KWG** *Gold*	*1230 1kw*	14	29	6	2	2	4	101	CENTRAL VALLEY	KATZ	4.7
4.9	7.3	3.6	6	**KWIN** *CHR*	*97.7 3kw*	4	2	4	10	14	17	55	SNELL BROS.	MMR	4.5
3.7	2.5	3.6	6	**KYBB** *Gold*	*100.9 3kw*	6	20	3	4	4	9	67	CENTRAL VALLEY	KATZ	3.5
1.9	3.8	3.3	8	**KRAK-FM** *Ctry*	*105.1 50kw*	13	24	12	7	8	8	82	EZ	KATZ	2.6
5.2	2.9	3.2	9	**KCBS** *N/T*	*740 50kw*	8	13	20	16	12	7	59	CBS	CBS	2.8
3.9	5.6	3.2	9	**KDJK** *AOR*	*95.1 50kw*	12	14	1	6	9	23	76	GOLDRUSH	EAST	4.9

#64 SYRACUSE

POPULATION: **540,300**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.8	13.7	12.2	11.6	14.2	1	**WSYR** *AC*	*570 5kw*	3	8	8	5	2	1	93	NEWCITY	KATZ	9.7
13.5	13.7	15.2	17.2	13.8	2	**WYYY** *AC*	*94.5 100kw*	1	3	1	1	1	2	77	NEWCITY	KATZ	14.1
13.2	13.6	12.8	10.6	12.6	3	**WNTQ** *CHR*	*93.1 97kw*	2	1	2	2	3	6	78	OSBORN	MCG	14.0
7.1	5.6	9.0	5.3	8.0	4	**WAQX** *AOR*	*95.7 25kw*	4	2	3	3	5	10	79	AGK	MMR	11.3
5.7	5.8	2.9	5.6	6.6	5	**WRHP** *Ctry*	*107.9 50kw*	9	9	10	9	7	3	113	PARK	BAN	4.1
7.0	5.7	5.2	6.7	6.0	6	**WKFM** *CR*	*104.7 50kw*	5	4	4	4	4	15	73	WILKS/SCHWARTZ	CHR	7.0
3.9	5.7	5.8	7.2	4.8	7	**WSEN-A/F** *Gold*	*1050/92.1 2.5kw/25kw*	7	26	5	6	6	5	67	BUCKLEY	HNWH	6.0
4.0	3.0	5.6	4.1	4.6	8	**WHEN** *AC*	*620 5-1kw*	6	15	6	7	9	7	58	PARK	BAN	2.5
7.2	8.2	6.5	4.8	4.2	9	**WEZG** *B/EZ*	*100.9 3kw*	8	5	12	8	8	4	71	LORENZ	DUR	1.9
--	--	0.8	0.4	2.2	10	**WPCX** *Ctry*	*106.9 45kw*	10	12	9	10	10	8	80	SCOTT	MK4	1.8

#72 TOLEDO

POPULATION: **502,400**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.7	8.8	9.6	10.3	12.2	1	**WIOT** *AOR*	*104.7 50kw*	3	3	1	1	1	11	97	REAMS	EAST	16.1
10.0	9.5	14.4	10.6	10.7	2	**WKKO** *Ctry*	*99.9 50kw*	5	11	5	5	2	1	105	BOOTH AMERICAN	MMR	6.9
5.2	6.3	5.7	7.2	9.0	3	**WRQN** *CHR*	*93.5 3kw*	2	1	2	4	5	12	64	WRQN, INC.	REP	11.6
15.3	15.4	11.0	10.8	8.9	4	**WMHE** *CHR*	*92.5 50kw*	1	2	3	2	4	7	56	WAITE	CHR	11.9
7.9	6.2	8.7	6.2	7.6	5	**WWWM** *AC*	*105.5 2.7kw*	4	6	4	3	3	3	74	MIDWESTERN	DUR	7.8
10.2	9.8	11.5	8.1	7.4	6	**WLQR** *B/EZ*	*101.5 15kw*	6	13	7	7	6	2	80	TOLEDO BR.	KATZ	7.0
4.7	4.8	4.8	3.0	6.1	7	**WTOD** *Ctry*	*1560 5kw*	12	14	18	10	11	4	149	BOOTH AMERICAN	MMR	3.3
6.5	8.3	6.2	7.2	5.2	8	**WSPD** *AC*	*1370 5kw*	7	8	10	11	10	6	60	TOLEDO BR.	KATZ	5.3
6.9	4.0	4.2	5.5	4.7	9	**WJR** *AC*	*760 50kw*	8	18	8	9	9	5	73	CAP CITIES/ABC	KATZ	4.2
2.7	3.8	3.1	4.3	3.9	10	**CKLW** *BBnd*	*800 50kw*	10	10	17	17	15	8	87	CUC	REP	2.5

#63 TUCSON

POPULATION: **543,600**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.8	19.3	20.5	22.4	18.0	1	**KRQQ** *CHR*	*93.7 94kw*	1	1	1	1	2	3	97	NATIONWIDE	MCG	29.0
8.5	10.4	11.2	10.2	11.6	2	**KIIM** *Ctry*	*99.5 93kw*	2	4	3	2	1	1	109	REX	KATZ	7.1
9.2	8.7	7.6	8.8	7.6	3	**KLPX** *AOR*	*96.1 93kw*	3	2	2	3	3	8	75	LOTUS	HNWH	9.4
9.5	9.2	9.0	8.4	6.1	4	**KWFM** *AC*	*92.9 93kw*	4	3	4	4	4	9	66	AMERICAN MEDIA	MMR	7.6
12.6	10.4	9.5	8.2	6.0	5	**KJYK** *B/EZ*	*94.9 97kw*	5	16	5	5	5	2	77	DUCHOSSOIS	CHR	4.9
2.4	0.3	0.7	1.5	5.3	6	**KMRR** *Nost*	*1330 2-.5kw*	8	17	16	15	13	5	132	GOLDEN STATE	REP	2.2
2.5	2.8	1.9	2.2	5.2	7	**KGVY** *BBnd*	*1080 1kw*	13	22	22	21	19	7	181	JOE CRYSTALL	--	3.8
4.0	3.6	3.7	3.0	4.4	8	**KNST** *N/T*	*940 1-.25kw*	6	10	9	6	6	4	63	NATIONWIDE	MCG	4.6
4.2	3.5	3.7	2.4	3.2	9	**KCUB** *Ctry*	*1290 1kw*	7	14	15	13	10	10	73	REX	KATZ	3.1
1.8	2.1	2.5	2.1	2.9	10	**KXEW** *Span*	*1600 1kw*	18	9	17	11	11	6	138	ARIZONA LOTUS	LOTU	2.1

#57 TULSA

POPULATION: **649,100**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.8	12.5	13.1	12.2	14.4	1	**KMOD** *AOR*	*97.5 100kw*	3	3	1	1	1	10	122	CLEAR CHANNEL	HNWH	17.1
10.2	8.7	9.4	10.1	9.2	2	**KRMG** *AC*	*740 50-25kw*	1	18	9	7	4	1	67	NEWCITY	KATZ	8.7
9.0	10.1	10.4	9.8	9.0	3	**KAYI** *CHR*	*106.9 100kw*	2	1	2	2	7	11	73	NARRAGANSETT	KATZ	14.3
12.8	12.9	12.1	9.1	8.4	4	**KWEN** *Ctry*	*95.5 100kw*	4	4	5	3	2	3	74	NEW CITY	KATZ	10.4
7.8	8.8	8.2	9.1	8.0	5	**KBEZ** *B/EZ*	*92.9 100kw*	5	13	11	8	6	2	77	WIN	CHR	4.7
7.4	8.4	9.7	8.6	7.2	6	**KVOO** *Ctry*	*1170 50kw*	8	11	12	9	8	4	88	FIRST STUART	HNWH	5.0
4.4	5.7	6.1	5.6	6.2	7	**KMYZ-A/F** *CHR*	*1570/104.5 1kw/78kw*	6	2	3	5	10	12	60	SHAMROCK COM.	EAST	5.5
6.8	6.7	5.6	5.1	6.1	8	**KRAV** *AC*	*96.5 100kw*	7	7	4	4	3	7	73	KRAVIS CO.	CHR	4.4
3.2	2.6	3.0	4.0	4.9	9	**KQMJ** *AC*	*99.5 100kw*	9	8	6	6	5	8	76	TEXOMA	BAN	2.7
4.7	4.7	3.2	3.2	4.3	10	**KTFX** *Ctry*	*103.3 100kw*	12	5	7	12	12	6	77	CENTRAL	--	4.4

#53 WEST PALM BEACH-BOCA RATON

POPULATION: **723,700**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.9	14.6	12.0	12.4	16.7	1	**WEAT-A/F** *B/EZ*	*850/104.3 5-1kw/56kw*	1	28	23	13	5	1	122	J.J. TAYLOR	KATZ	11.0
8.9	8.4	7.0	8.8	8.8	2	**WRMF** *AC*	*97.9 100kw*	2	12	1	1	1	2	90	FAIRBANKS	BAN	8.5
5.9	7.9	5.7	9.5	6.9	3	**WJNO** *N/T*	*1230 1kw*	3	27	21	11	7	5	84	FAIRBANKS	BAN	6.2
5.2	6.2	3.8	5.0	5.3	4	**WIRK** *Ctry*	*107.9 100kw*	7	11	8	2	2	3	106	PRICE COM.	HNWH	6.2
2.6	3.1	3.0	2.8	4.4	5	**WNGS** *AC*	*92.1 3kw*	9	26	11	4	4	4	94	PEARL	EAST	3.7
3.7	3.7	3.4	2.5	4.0	6	**WMXJ** *Gold*	*102.7 100kw*	6	7	6	3	3	6	76	SCONNIX	DUR	3.1
1.8	2.9	3.1	2.3	4.0	6	**WHQT** *UC*	*105.1 100kw*	8	1	7	10	16	7	82	EZ	MMR	4.1
1.6	2.3	4.9	3.4	3.5	8	**WOVV** *CHR*	*95.5 100kw*	5	2	3	8	8	17	57	SOUTHWIND	MCG	4.2
5.1	3.1	4.4	3.1	3.4	9	**WHYI** *CHR*	*100.7 100kw*	4	3	9	7	9	8	45	METROPLEX	MCG	4.8
2.1	1.4	3.2	2.3	2.6	10	**WSHE** *AOR*	*103.5 100kw*	10	6	4	6	10	20	68	TK	EAST	3.3

#87 WICHITA

POPULATION: 390,700

FALL '87	SPRING '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.0	15.9	13.8	1	**KKRD** *CHR*	*107.3 100kw*	1	1	1	1	4	6	77	KKRD, INC.	HNWH	16.6
10.0	7.6	11.6	2	**KZSN** *Ctry*	*102.1 100kw*	5	4	5	2	1	2	106	SOUTHERN SKIES	KATZ	9.5
10.6	12.6	9.5	3	**KFDI-FM** *Ctry*	*101.3 100kw*	3	17	6	6	2	1	78	GREAT EMPIRE	TOR	10.7
8.8	5.5	8.0	4	**KXLK** *AC*	*105.3 100kw*	4	5	3	3	3	5	66	SEDGWICK	BAN	7.7
10.4	7.1	7.8	5	**KICT** *AOR*	*95.1 100kw*	6	2	2	4	5	12	77	LAKODUK	MCG	11.1
7.3	7.4	7.6	6	**KFDI** *Ctry*	*1070 10-1kw*	7	9	13	10	7	3	79	GREAT EMPIRE	TOR	7.1
7.5	7.3	7.5	7	**KEYN** *CHR*	*103.7 100kw*	2	3	4	5	6	8	56	LONG-PRIDE	EAST	6.1
5.2	5.7	5.5	8	**KOEZ** *B/EZ*	*92.3 100kw*	8	12	11	9	8	4	76	KJRG, INC.	ROS	2.7
4.3	4.0	4.0	9	**KLEO** *BBnd*	*1480 5-1kw*	12	13	19	17	15	7	86	SOUTHERN SKIES	KATZ	2.2
3.9	2.2	3.0	10	**KRZZ-FM** *CR*	*95.9 3kw*	9	14	7	7	9	10	57	NEW WEST	DUR	4.7

#59 WILKES BARRE-SCRANTON

POPULATION: 624,000

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.5	13.9	12.3	14.7	13.0	1	**WKRZ** *CHR*	*98.5 8.7kw*	1	1	2	1	1	1	75	KEYMARKET	KATZ	16.4
10.8	6.9	9.7	9.0	8.9	2	**WEZX** *AOR*	*107.1 3kw*	3	4	1	2	2	7	107	SCRANTON TIMES	CHR	10.3
6.4	5.2	7.2	7.2	6.8	3	**WARM** *AC*	*590 5kw*	2	5	8	6	5	2	71	SUSQUEHANNA	EAST	7.2
6.3	4.6	5.9	4.8	5.1	4	**WGBI-FM** *AC*	*101.3 7kw*	6	9	3	4	4	5	89	MEGAREE	TOR	3.9
4.7	5.0	6.4	4.5	5.0	5	**WMGS** *AC*	*92.9 5.3kw*	4	16	4	3	3	4	73	SUSQUEHANNA	EAST	4.4
4.3	7.3	5.3	4.9	5.0	5	**WNAK** *B/EZ*	*730 1kw*	8	8	32	32	19	9	97	SEVEN-THIRTY BR	K/P	4.4
4.7	3.1	4.3	5.2	4.8	7	**WWSH** *B/EZ*	*97.9 50kw*	7	24	17	11	8	3	84	LUZERNE	KATZ	2.6
5.5	3.9	3.2	5.0	3.5	8	**WTLQ** *CHR*	*102.3 3kw*	5	2	5	8	9	15	54	FUTUREMARK	MCG	6.8
3.0	2.8	2.9	1.8	3.1	9	**WHLM** *CHR*	*106.5 37.5kw*	12	6	7	5	6	6	118	MIE	BAN	2.4
0.7	1.2	0.9	1.3	2.9	10	**WSGD** *Gold*	*94.3 .520kw*	10	21	11	7	7	8	98	SAGE	REP	2.7

#77 WILMINGTON

POPULATION: **466,400**

FALL '87	SPRING '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	
6.9	7.3	9.7	1	**WMMR** *AOR*	*93.3 25kw*	2	4	1	1	3	12	92	METROPOLITAN	KATZ	
8.2	10.5	9.1	2	**WSTW** *CHR*	*93.7 50kw*	1	3	2	2	2	2	70	DELMARVA	EAST	
11.1	10.0	8.8	3	**WJBR-FM** *AC*	*99.5 50kw*	3	6	5	3	1	1	95	CRB	KATZ	
9.0	7.3	7.3	4	**WUSL** *UC*	*98.9 18kw*	6	2	3	4	4	9	109	TAK	MCG	
4.1	6.5	6.2	5	**WDEL** *AC*	*1150 5kw*	7	15	31	16	12	3	95	DELMARVA	EAST	
4.0	3.8	4.6	6	**WEGX** *CHR*	*106.1 23kw*	5	1	6	8	11	19	67	MALRITE	CHR	
3.8	4.5	3.9	7	**WEAZ** *B/EZ*	*101.1 12.5kw*	11	14	12	11	8	7	81	WEAZ, INC.	MCG	
3.2	4.7	3.8	8	**WYSP** *CR*	*94.1 16kw*	4	5	4	5	7	21	50	INFINITY	TOR	
4.1	4.6	3.6	9	**WKSZ** *AC*	*100.3 35kw*	8	8	9	6	5	4	62	WKSZ, INC.	HNWH	
3.2	3.2	3.6	9	**WXTU** *Ctry*	*92.5 50kw*	9	9	8	7	6	5	74	BEASLEY	REP	

#81 YOUNGSTOWN-WARREN

POPULATION: **422,000**

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.6	16.0	15.4	13.3	13.3	1	**WHOT-A/F** *CHR*	*1330/101.1 .5-1kw/15.8kw*	1	1	1	1	1	4	75	WHOT, INC.	EAST	15.7
9.3	11.8	9.2	9.0	10.6	2	**WKBN** *N/T*	*570 5kw*	3	20	9	8	7	3	90	WKBN BR.	KATZ	6.6
8.6	10.6	9.3	7.8	9.5	3	**WKBN-FM** *B/EZ*	*98.9 4.5kw*	2	23	7	6	5	2	78	WKBN BR.	KATZ	7.3
8.6	7.8	10.9	8.2	9.5	3	**WQXK** *Ctry*	*105.1 88kw*	5	11	6	5	4	1	109	LINCOLN GROUP	MCG	7.5
3.5	2.7	2.0	7.6	7.3	5	**WBBG** *Gold*	*93.3 50kw*	6	5	5	2	2	5	87	H&D	--	9.7
9.0	10.1	9.8	7.2	6.6	6	**WYFM** *AC*	*102.9 26kw*	4	6	3	3	3	6	63	SHARON	DUR	8.6
0.0	0.0	3.5	9.4	5.4	7	**WNCD** *G/CR*	*106.1 3kw*	8	3	2	4	6	12	74	WN	TOR	10.7
5.7	5.5	5.5	5.3	5.2	8	**WBBW** *N/T*	*1240 1kw*	7	25	17	16	11	7	69	MAHONING VALLEY	CHR	2.8
4.2	3.9	5.3	2.5	4.3	9	**WMGZ** *CHR*	*95.9 3kw*	9	2	4	7	8	13	70	NATIONAL	K/P	3.3
3.4	1.8	3.2	3.2	3.4	10	**WFMJ** *AC*	*1390 5kw*	10	12	19	17	13	8	60	WFMJ	UNI	4.3

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