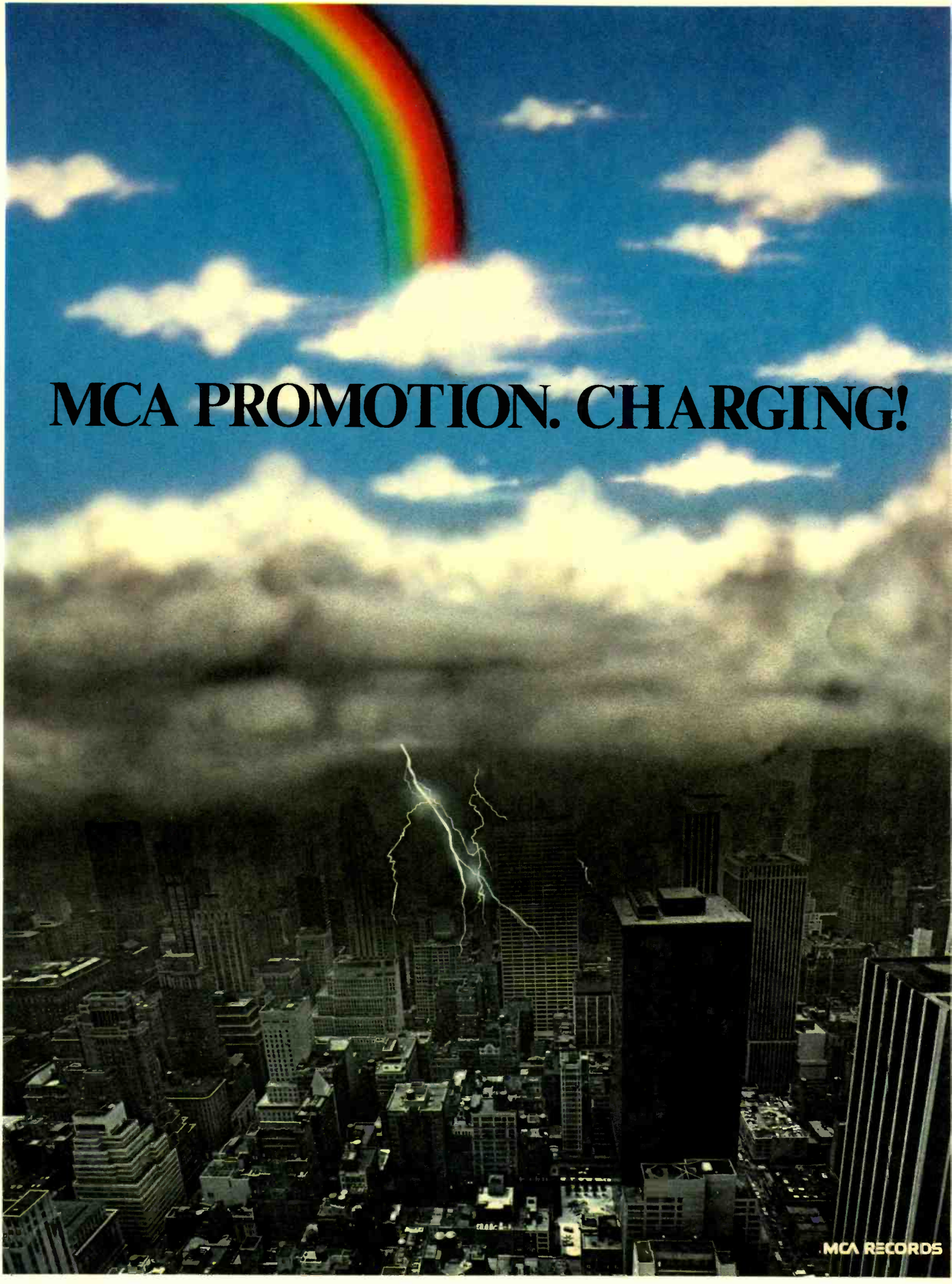
Radio&Records

• COMPLETE RATINGS ANALYSIS OF 174 MARKETS • 1977-1979 RATINGS TRENDS
• SUMMER BOOKS INCLUDED • FORMAT PENETRATION CHARTS FOR ALL MARKETS
• INTERVIEWS, EXPLANATIONS, AND FORMULAS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RATINGS REPORT

Radio & Records Ratings Report, 1979 Edition

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Welcome to the first comprehensive Ratings Report from **Radio & Records.** As you can tell from the heft of this document, we at **R&R** want to provide you with the last word on what took place during the **Arbitron** ratings sweeps. We have solicited your ideas on what information you'd like to see in a piece like this, and we thank you for your suggestions. After you have read through our first really substantial ratings review publication, please let us have your thoughts on how we can make the next edition even more useful and valuable to you.

R&R has pioneered a number of innovations in the industry, and this publication continues in that tradition. It premieres a review and computer analysis of all 174 syndicated Arbitron markets, a market-by-market format penetration analysis, coverage of the two latest surveys (April/May 1979 and July/August 1979), and a detailing of the information needed to compute the accuracy of your station's estimates.

At this time I think it appropriate to thank some key members of the **R&R** staff. Without the help of Associate Editor **Linda Moshontz**, you might be receiving this just in time for Christmas. Our format editors were a big help in calling stations around the country to delve into what went on during the ratings sweeps. Thanks to Art Director **Richard Zumwalt** and the entire production staff who labored untold hours to produce this document, and to News Editor **Ken Barnes** for editorial polishing. And finally, thanks are not enough to send to **Gil Bond**, General Manager of **Market-Buy-Market.** The Market-Buy-Market computer service which we at **R&R** have in-house was a big asset in producing these analyses. Without the assistance of Gil and the other good people at **Golden West,** this project might not have come to fruition.

Now, go ahead and dig in . . .

PLEASE NOTE!!

You'll note that all simulcast stations are listed separately in the most recent April/May '79 ratings. This has been done to give you a better look at AM versus FM listening for the markets involved.

R&R and the staff of Market-Buy-Market have discovered a potential problem with the way Arbitron computes its total week 12+ shares. Manual and computerized double-checking has been done to verify that the numbers you will see on the Market-Buy-Market printouts are more precise than what may appear in your ratings book for a 12+ share for the total week. Arbitron is working to correct the problem, but in the meantime we at R&R wanted you to know more exactly what your 12+ share really is. In most cases, the difference between Arbitron and the more precise figures is small, only one-tenth of a share point. Usually the figure in your rating book will be low when compared to the printouts in our Ratings Report. At any rate, we wanted you to know why the figures on the enclosed printouts, the more exact figures, are different from what may show in your Arbitron book.

Format Codes

Format codes were assigned based on the latest information derived from the relevant stations involved. R&R realizes that these codes are generalizations but we provide them for comparison purposes.

Market Overviews

The information contained in the market overviews for the top 100 markets is obtained from a variety of sources, including the stations themselves. R&R reserves the right to exercise our editorial judgment regarding which stations are mentioned in the overviews and the information mentioned on each market. Every effort has been made to provide the highest quality information and data for your perusal.

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Glossary Of Terms

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

AM-FM Totals

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

Area Of Dominant Influence (ADI)

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

Audience Trends

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

Average Quarter-Hour Persons

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

Average Quarter-Hour Rating

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

Average Quarter-Hour Share

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

Away-From-Home Listening

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

Cume Persons

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

Cume Rating

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

Cume Daypart Combinations

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

Daypart

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

Dayparts Average & Cume

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

Demographic Categories

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

Exclusive Cume Listening

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

Expanded Sample Frame (ESF)

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

Extended Measurement

A new Arbitron survey period covering 12 weeks instead of the customary four per survey period. Extended Measurement figures are given for Seattle and New Orleans' April/May '78 survey, the first pilot test of EM by Arbitron, and for subsequent books in those markets and Indianapolis, the next market to receive EM surveys.

High Density Ethnic Areas

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

Hour-By-Hour Estimates

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

In-Tab Sample

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

(Please turn to page 10)

When over 400 talented people work with you, d things happen. steners in Chicago, Detroit, Los Angeles, go and St. Louis ound that out. r it for all 400.

unable to ... any of the 7 ... pay raise the Legislature voted t... m this year.

Businessmen Plan to Buy Radio Station

A group of North Alabama businessmen including former gubernatorial candidate Sid McDonald has contracted to buy Huntsville radio station WVOV. Plans call for turning the AM frequency station away from its current country format toward a pop style between that of local AM stations WAAY and WFIX.

Other stockholders in the company buying the station include grocery supplier Ed R. Ragland and attorney Joe Ritch, both of Huntsville, and Bobby King of Arab. The station is presently owned by the Edwin Powell's Powell Broadcasting Co.

According to McDonald, the new company, Madison Broadcasting Co. Inc., has applied to the Federal Communications Commission for approval of the sale and transfer of the license for the 10,000 watt station.

Autopsy Slated In Gun Death

BIRMINGHAM (AP) — Authorities say an autopsy will be performed today on the body of a ... was found Thursday shot in ... Interstate 59 in ...

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et back to work.)

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Glossary Of Terms

Metro Survey Area (MSA, Metro)

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

Metro And ADI Totals

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

Population Estimates/ Sample Distribution Page

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

Sampling Unit

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

Target Audience Estimates

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

Total Survey Area (TSA)

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

Universe

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

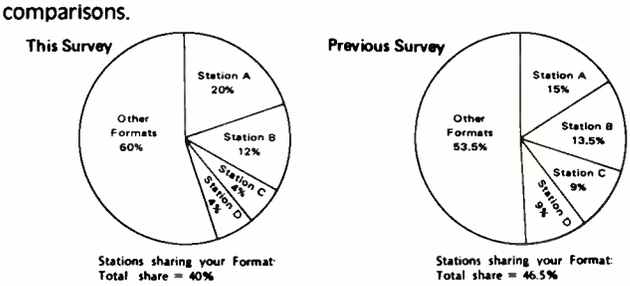
Elementary Procedures For Market Overview

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

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

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

3) Format shares of the market can be easily compared, too. Combine the total shares of stations sharing a format (Top 40, Beautiful Music, etc.,), and compare to a previous survey. This can be done by specific demographic group, as well. A simple "pie graph" (see below) is an easy way to make comparisons.

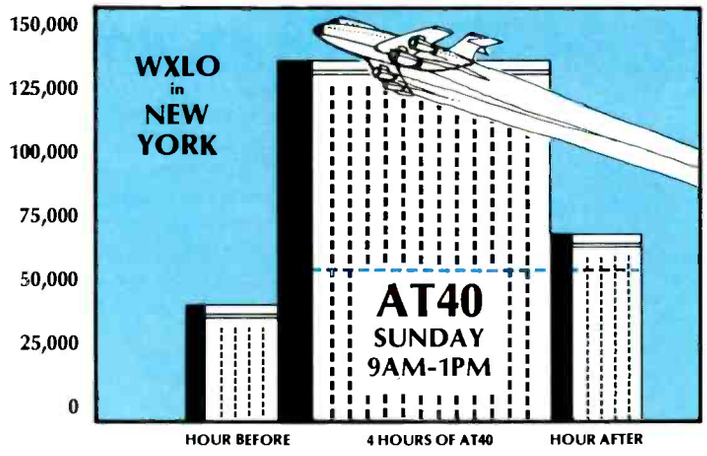


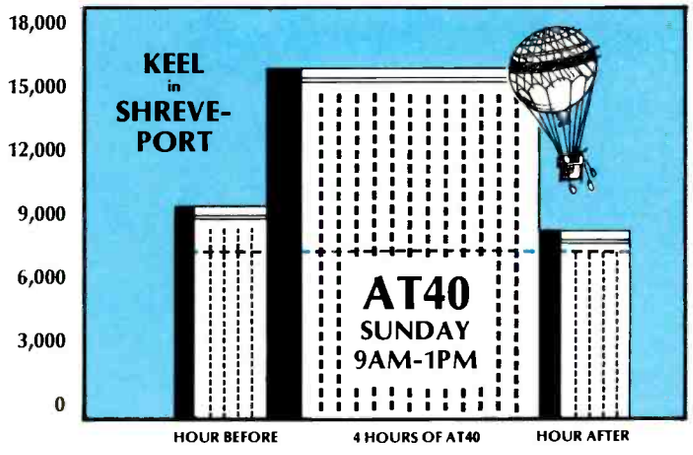
4) Compare changes in **Exclusive Cumes** for a station.

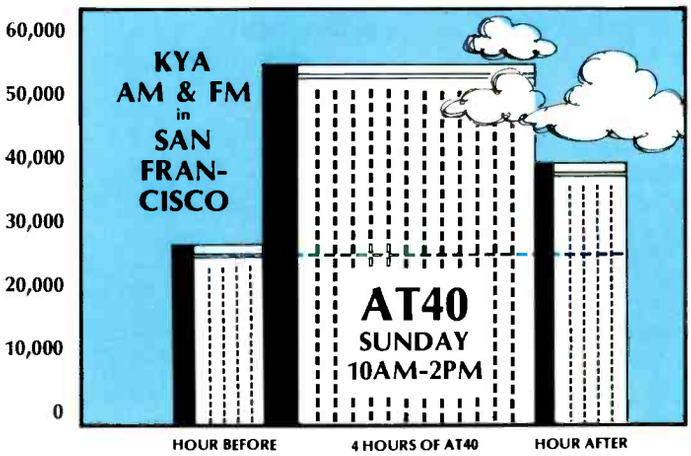
5) Check trends of **Away-From-Home** listening, from survey to survey and station vs. station.

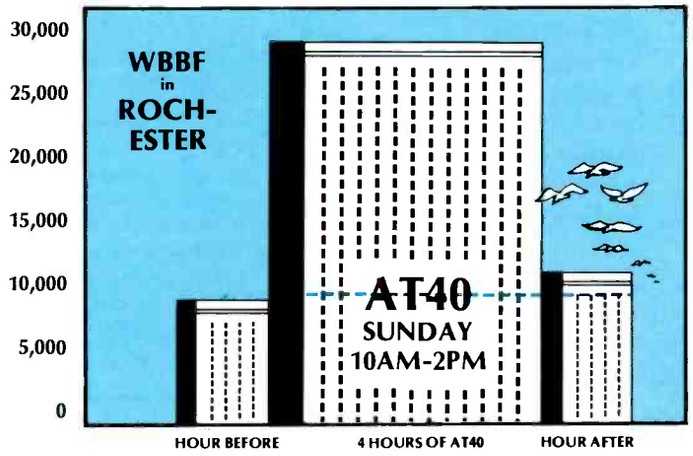
After examining these basic trends, readers can more easily go about analyzing more specific situations.

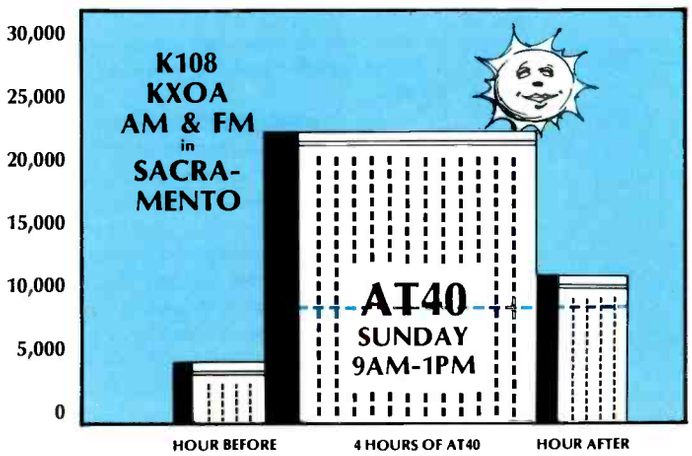
AMERICAN TOP 40 TAKES YOU HIGHER

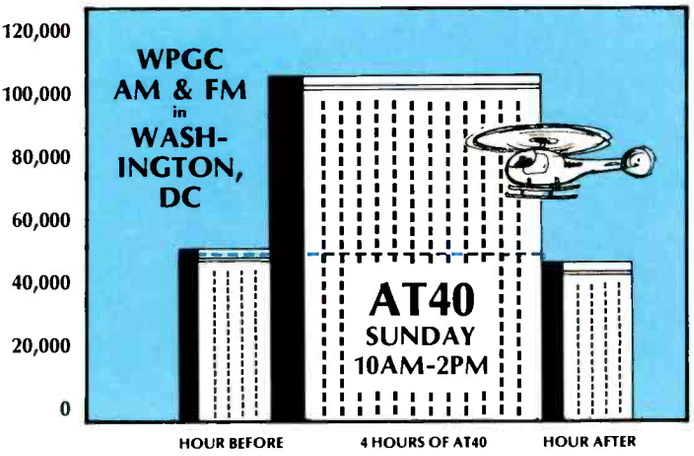












STATION AVERAGE
MON.-SUN. 6AM-12M

Through special computer access (data available on request) we've been able to chart hour-by-hour American Top 40 listening patterns at six subscribing stations according to April-May 1979 Arbitron surveys. Vertical figures represent AQH, Adults 18-34 plus teens, TSA. While Casey Kasem counts 'em down, audiences build up.

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Arbitron Ratings: A Probing Look At The Accuracy Of The Industry's "Bible"

Billions of advertising dollars. Thousands of careers. These are the stakes involved in a radio industry dependent on the **Arbitron** radio market reports. Yet how accurate are the Arbitron numbers? Many broadcasters and ad agencies may not be familiar with how much "give" there really is in the estimates. Since many important advertising, programming and career decisions are made based on the numbers, we thought you'd like to know, with the release of the April/May Arbitron reports, how reliable are the numbers you see in the book. We've included a formula and table you can use to figure how much plus or minus range there can be in a given estimate in your market. (We should note here that estimates from any major survey firm are subject to similar variations.) Later in the article, we'll discuss the significance of this flux.

The Key Formula

Let's start the analysis by listing the variables involved (why not follow along with an example from the last Arbitron in your market...):

1. **Station**
2. **Demographic Cell**
3. **Daypart**
4. **Total 12+ in-tab for the market (metro, ADI or TSA)**
5. **Demo Cell In-Tab**
6. **Station Rating For Demo/Daypart**

An example I used in a recent seminar in Detroit will illustrate what information you need:

Stations: A; B
Demo: Adults 25-49
Daypart: Monday-Friday, 6-10am (80 quarter hours)
Metro 12+ In-Tab: 1631
Adults 25-49 In-Tab: 630
Station Ratings In The Jan./Feb. Report In The Specified Demo/Daypart: A 4.3; B 1.9

Now that we've determined the input, let's plug those numbers into the formula to figure "standard error" of a given rating.

Standard Error Calculation Formula

(To determine how much "plus or minus range" there is in an average rating)

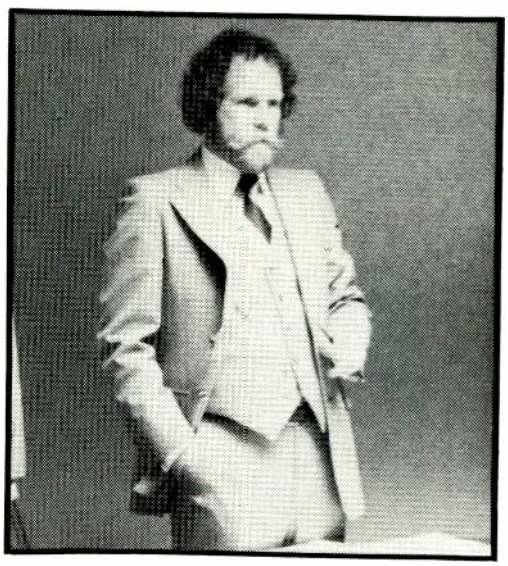
$$2x\sqrt{\frac{p \times q}{n \times SE}}$$

1. Determine "p " Arbitron rating (as shown in book for the specific station, demo and daypart).

Station A 4.3 (Adults 24-49 Average Rating, M-F, 6-10am) **p = 4.3**

2. Determine "q" **q = 95.7**

q = 100% – p
100 –4.3= 95.7



3. Determine "n" **n = 630**

n = in-tab sample size for the specific demographic

Page three of the Arbitron report shows the metro "percent unweighted in-tab" that each demo contributes. Since we are examining adults 25-49, just add the percent figure for the various unweighted (actual diary in-tab) demo cells — in this case men 25-34, men 35-44, men 45-49, plus the percents for women in three cells. In this case, (j/F 79 Det ARB) we came up with 38.6% of the total 12+ in-tab of 1631, yielding 630 metro diaries that came back from adults 25-49. Try this in your market

Arbitron Radio
Statistical Efficiencies For Calculating Standard Error

Population Group		Efficiency of Average Ratings Based on Number of Quarter-Hours in Day-Part 20	80	100	160	504
Total Persons	12+	1 2	1 9	2.0	2 1	2 4
Total Adults	18+	1 3	2 0	2 1	2 3	2 6
Total Men	18+	1 4	2 5	2_8	3 2	4 1
Total Women	18+	1 5	2 5	2 7	3 0	3 4
Adults	18-49	1 5	2 6	2 7	3 1	3 6
Men	18-49	1 5	3 0	3 4	4 1	5 5
Women	18-49	1 8	2 9	3 2	3 6	4 3
Adults	35-64	1 4	2 4	2 8	2 9	3 4
Men	35-64	1 4	2 8	3 1	3 7	4 9
Women	35-64	1 6	2 8	3 0	3 4	4 1
Adults	25-49	1 5	2 7	2 9	3 3	3 9
Men	25-49	1 5	3.0	3 4	4 2	5 7
Women	25-49	1 6	3 0	3 2	3 7	4 5
Adults	50+	1 5	2 6	2 7	3 1	3 8
Men	50+	1 4	2 8	3 1	3 8	5 3
Women	50+	1 6	2 8	3 0	3 5	4 2
Adults	35-49	1 5	2 8	3 1	3 6	4 5
Men	35-49	1 5	3.1	3 5	4 3	6 2
Women	35-49	1 6	3 1	3 3	3 9	4 8
Adults	18-34	1 6	3 2	3 5	4 1	5 2
Men	18-34	1 6	3 7	4 2	5 3	7 8
Women	18-34	1 7	3 4	3 7	4 4	5 5
Adults	50-64	1 5	2 7	3 0	3 4	4 3
Men	50-64	1 5	2 9	3 3	4 1	5 9
Women	50-64	1 8	2 9	3 2	3 7	4 6
Teens	12-17	2 0	4 4	4 9	5 9	7 9
Adults	25-34	1 6	3 3	3 7	4 4	5 7
Men	25-34	1 6	3 6	4 2	5.3	6 2
Women	25-34	1 7	3 4	3 8	4 4	4 6
Adults	18-34	1 8	3 9	4 3	5 2	7 0
Men	18-24	1 7	4 3	4 9	6 3	9 9
Women	18-24	1 9	3 9	4 3	5 1	6 6
		20	80	100	160	504
Adults	35-44	1 55	3 09	3 40	4 05	5 29
Men	35-44	1 49	3 27	3 70	4 69	7 09
Women	35-44	1 64	3 22	3 53	4 14	5 26
Adults	45-54	1 53	2 98	3 26	3 86	5 03
Men	45-54	1 46	3 10	3 50	4 42	6 66
Women	45-54	1 62	3 11	3 39	3 97	5 03
Adults	55-64	1 53	2 91	3 19	3 79	4 93
Men	55-64	1 46	3 01	3 39	4 27	6 43
Women	55-64	1 62	3 05	3 32	3 88	4 91

selecting a target demo and then adding up the page three unweighted figures. This determines what percent of the total in-tab came from the demo you are examining.

4. Determine number of quarter-hours in the specific daypart. In this case, Monday-Friday, 6-10am = 80 quarter hours.

5. Determine the "Statistical Efficiency" S.E.= 2.7. From a table computed by Arbitron, and reprinted here with their permission, select the relevant demo and the correct quarter-hour total (from Step 4). You'll note that for adults 25-49, in a daypart containing 80 quarter hours, the S.E. is 2.7.

6. Let's now plug the above ingredients into the formula:

$$\frac{\text{(p x-q)}}{\frac{4.3 \times 95.7}{630 \times 2.7}} = \frac{411.51}{1701} = .24$$

$$\text{(n x S.E.)}$$

$$\sqrt{.24} = .489$$

2 x .489 = .98 (round off to 1.0)

Thus, we see that station "A" 's 25-49 average adult rating in morning drive *is subject to standard error of approximately 1.0,* or one average rating point. We can say then that the 4.3 as shown in the book is actually 4.3 plus or minus 1.0, or 3.3 to 5.3. If we took station "B," with its 1.9 rating in the same demo and daypart, running the figures through the formula show that the 1.9 is plus or minus .7, thus probably a 1.2 to 2.6.

Industry Impact . . . Enormous

The implications of the above calculations are vast. Station managers and program directors would be pleased perhaps with a 5.3 (and the share generated by such an average rating), while a 3.3 rating might get everyone's ulcers working overtime. Yet, both of these average ratings are within the same statistical realm represented by the 4.3 in the book.

Given this flux, agency buyers, who make buying decisions based on one number being just slightly better than another, are kidding themselves and their clients. Likewise, station managers or program directors who panic at a lower number or rejoice at a higher rating are not necessarily making wise decisions. The gain or loss may be a statistical illusion. The massive firings and job shifts that take place in the wake of Arbitron results don't make sense unless the GM or PD has a three-book or four-book trend to increase statistical reliability for better management decisions.

Bottom line on this is that you now know how to determine the "wobble" inherent in the estimates generated by Arbitron. This procedure outlined here is much more exact than Nomograph. Before the next Arbitron report is released to your market, do some practice calculations from a previous book. Then, when your market report is received, you can analyze the ups and downs carefully, using the information here. If you'd like more on this whole area, or have questions, call your Arbitron rep, or call or write to me. May the formula be with you.

--Jhan Hiber

ON THE AIR

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Arbitron Survey Formulas: Short-Cuts To Understanding Data

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

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

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

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

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

Formula:

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

Applications:

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

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

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

Formula:

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

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

Applications:

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

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

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

Formula:

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

Applications:

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

(Please turn to page 17)

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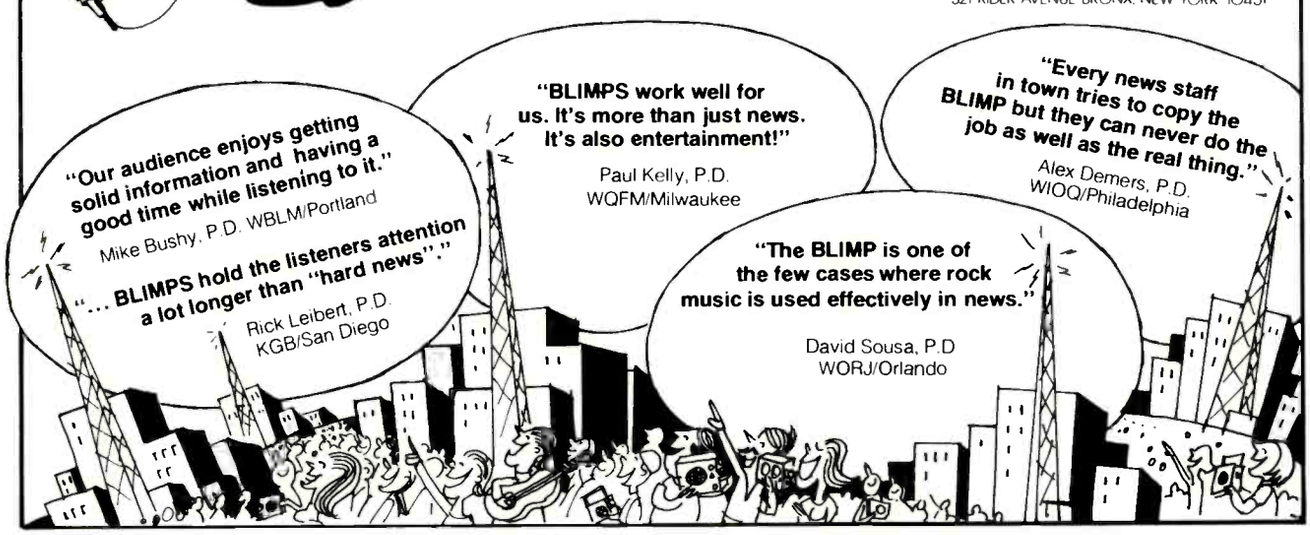


presenting . . .

SD 29999

includes the hit single "dirty white boy" 3618 on atlantic records and tapes

Produced by Roy Thomas Baker with Mick Jones & Ian McDonald
Management: Bud Prager / ESP Management, Inc.

© 1979 Atlantic Recording Corp. ■ A Warner Communications Co.

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

Answer: Calculate the PERCENT RECYCLING of the audience.

Formula:

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

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

Applications:

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

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

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

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

Formula:

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

Applications:

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

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

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

Formula:

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

Applications:

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

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

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

Formula:

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

Applications:

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

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

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

Formula:

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

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

Applications:

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

Finally, a simple formula to determine the sample size in an Arbitron market survey for any demographic group. Sample Size for age/sex demographic = Percent of Unweighted In-Tab Sample for that demographic multiplied by the total number of tabulated diaries for the market. All the necessary figures are published on the Population Estimates/ Sample Distribution page of the report.

Akron

METRO RANK **53**

A/M '79 Market Overview

Akron is a market struggling for identity in the shadow of a larger nearby market, Cleveland. Indeed, almost half of the overall listening in this book in Akron was to Cleveland stations, with Cleveland AOR leader **WMMS** scoring over a 10 share in Akron. Among the metro leaders, P/A stalwart **WAKR** stayed atop the market, although slipping slightly. **WSLR,** the Country station in Akron, enjoyed the biggest gains in this book, perhaps due to a bigger ad campaign than in the past (gave away a car, used plenty of newspaper) and to the two-year evolution into a successful sound.

Beautiful Music **WAEZ** dropped to just above a five share, owing its decline to large amounts of female defection from the station in every major daypart. On the other hand, Talk station **WHLO** rose to a 3.4 share, its best number in years. WHLO's main gains came from a large amount of increased listening by men, especially in midday and the evenings.

Overall, although showing significant Cleveland influence, Akron A/M'79 Arbitron was a stable report, with in-tab down slightly compared to the Fall '78 sweep.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 5450

	A/M '78		O/N '78		A/M '79	
1	WAKR-AM	13.8	WAKR AM	16.1	WAKR-AM (PA)	14.3
2	WSLR-AM	7.2	WAEZ-FM	6.7	WSLR AM (C)	8.7
3	WAEZ FM	6.7	WSLR-AM	6.1	WCUE AF (R)	5.7
4	WDBN FM	3.8	WDBN-FM	4.6	WAEZ FM (BM)	5.5
5	WKNT-AF	3.5	WKDD-FM	4.3	WDBN FM (BM)	4.3
6	WKDD FM	3.3	WCUE-AM	2.9	WKNT AF (PA)	3.5
7	WHLO-AM	2.6	WHLO AM	2.4	WHLO AM (N)	3.4
8	WCUE-AM	2.3	WKNT AF	2.1	WGCL FM (R)	2.9
9	WDMT-FM	1.4	WDMT-FM	1.0	WNYN-AM (C)	1.8
10	WBBN AM	0.6	WHBC FM	0.9	WDMT FM (D)	1.5
11	WTUF-FM	0.4	WYEM-FM	0.5	WHBC FM (BM)	0.7
12	WHBC-AM	0.4	WNSW-FM	0.5	WOOS-FM (R)	0.5
13	WGLV-FM	0.4	WBBN FM	0.4	WTUF FM (RL)	0.5
14					WNSW FM (BM)	0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5450

	A/M '78		O/N '78		A/M '79	
1	WAKR-AM	11.	WAKR-AM	130	WAKR-AM	1.2
2	WSLR-AM	69	WAEZ-FM	74	WSLR-AM	79
3	WAEZ-FM	64	WSLR-AM	69	WCUE-AF	44
4	WDBN FM	3.	WDBN-FM	3	WAEZ-FM	44
5	WKNT-AF	3	WKDD-FM	35	WDBN-FM	2

M-F, 6-10am

1	WAKR-AM	WAKR-AM	WAKR-AM
2	WSLR-AM	WSLR-AM	WSLR-AM
3	WAEZ-FM	WAEZ-FM	WCUE AF
4	WDBN-FM	WHLO-AM	WHLO-AM
5	WHLO-AM	WKDD-FM	WKNT-AF

M-F, 3-7pm

1	WAKR-AM	WAKR-AM	WAKR-AM
2	WSLR-AM	WSLR-AM	WSLR-AM
3	WAEZ-FM	WAEZ-FM	WCUE-AF
4	WDBN-FM	WDBN-FM	WAEZ-FM
5	WKDD-FM	WCUE-AM	WDBN-FM

Teens
M-S, 6am-Midnight
POP(00): 740

	A/M '78	O/N '78	A/M '79
1	WCUE-AM	WCUE-AM	WGCL-FM
2	WAKR-AM	WAKR-AM	WCUE AF
3	WKNT-AF	WKDD-FM	WAKR-AM
4	WDMT-FM	WAEZ-FM	WOOS-FM
5	WKDD-FM	WSLR AM	WAEZ FM

M-F, 6-10am

1	WCUE AM	WCUE-AM	WGCL-FM
2	WAKR-AM	WAKR-AM	WCUE-AF
3	WKDD-FM	WKDD-FM	WAKR-AM
4	WKNT AF	WKNT-AF	WOOS-FM
5	WDMT-FM	WAEZ-FM	WKNT-AF

M-F, 3-7pm

1	WCUE-AM	WCUE-AM	WGCL-FM
2	WAKR-AM	WKDD-FM	WCUE-AF
3	WDMT-FM	WAKR-AM	WAKR-AM
4	WKNT-AF	WSLR-AM	WKNT-AF
5	WKDD-FM	WAEZ-FM	WOOS-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2011

	A/M '78	O/N '78	A/M '79
1	WKDD-FM	WKDD-FM	WCUE-AF
2	WAEZ-FM	WAKR-AM	WAKR-AM
3	WAKR-AM	WAEZ FM	WSLR-AM
4	WCUE-AM	WCUE-AM	WDMT-FM
5	WSLR-AM	WKNT-AF	WKNT-AF

M-F, 6-10am

1	WAKR-AM	WAKR-AM	WAKR-AM
2	WAEZ-FM	WKDD-FM	WCUE-AF
3	WKDD-FM	WAEZ-FM	WSLR-AM
4	WSLR-AM	WCUE-AM	WDMT-FM
5	WHLO-AM	WSLR-AM	WKNT-AF

M-F, 3-7pm

1	WKDD-FM	WKDD-FM	WCUE AF
2	WAEZ FM	WAEZ-FM	WSLR-AM
3	WAKR-AM	WAKR-AM	WDMT-FM
4	WHLO-AM	WCUE-AM	WAKR-AM
5	WCUE-AM	WDMT-FM	WGCL-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2112

	A/M '78	O/N '78	A/M '79
1	WAKR AM	WAKR AM	WSLR AM
2	WSLR-AM	WAEZ-FM	WAKR-AM
3	WAEZ-FM	WSLR-AM	WAEZ FM
4	WDBN FM	WHLO-AM	WDBN FM
5	WKDD FM	WKNT-AF	WHLO-AM

M-F, 6-10am

1	WAKR AM	WAKR-AM	WAKR-AM
2	WSLR AM	WSLR-AM	WSLR AM
3	WAEZ FM	WHLO AM	WAEZ FM
4	WDBN FM	WAEZ FM	WHLO AM
5	WKNT AF	WCUE AM	WCUE AF

M-F, 3-7pm

1	WAKR-AM	WAKR AM	WSLR AM
2	WSLR-AM	WSLR-AM	WAEZ FM
3	WAEZ FM	WAEZ FM	WAKR AM
4	WDBN-FM	WHBC FM	WCUE AF
5	WKDD FM	WKDD-FM	WDBN FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5450

	A/M '78		O/N '78		A/M '79	
1	WAKR AM	2012	WAKR AM	2032	WAKR AM	1892
2	WSLR AM	837	WSLR AM	825	WSLR AM	954
3	WCUE AM	647	WAEZ FM	650	WCUE AF	831
4	WAEZ FM	635	WCUE AM	630	WAEZ FM	700
5	WKDD FM	384	WKDD FM	510	WGCL FM	609

M-F, 6-10am

1	WAKR AM	WAKR AM	WAKR AM
2	WSLR AM	WSLR AM	WSLR AM
3	WAEZ FM	WCUE AM	WAEZ FM
4	WCUE AM	WAEZ FM	WCUE AF
5	WKDD FM	WKDD FM	WGCL FM

M-F, 3-7pm

1	WAKR AM	WAKR AM	WAKR AM
2	WSLR AM	WSLR AM	WSLR AM
3	WAEZ FM	WKDD FM	WCUE AF
4	WCUE AM	WAEZ FM	WAEZ FM
5	WKDD FM	WCUE AM	WGCL FM

Teens
M-S, 6am-Midnight
POP(00): 740

	A/M '78	O/N '78	A/M '79
1	WCUE-AM	WCUE AM	WGCL FM
2	WAKR AM	WAKR AM	WCUE AF
3	WKDD-FM	WKDD-FM	WAKR AM
4	WKNT AF	WSLR AM	WOOS FM
5	WDMT FM	WYEM-FM	WSLR-AM

M-F, 6-10am

1	WCUE-AM	WCUE AM	WGCL FM
2	WAKR-AM	WAKR AM	WAKR AM
3	WKDD-FM	WKDD FM	WCUE AF
4	WKNT AF	WSLR-AM	WOOS-FM
5	WDMT FM	WYEM FM	WSLR AM

M-F, 3-7pm

1	WCUE-AM	WCUE-AM	WGCL-FM
2	WAKR AM	WKDD-FM	WCUE-AF
3	WKNT-AF	WAKR-AM	WAKR-AM
4	WDMT-FM	WSLR AM	WKNT-AF
5	WKDD-FM	WDBN-FM	WSLR-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2011

	A/M '78	O/N '78	A/M '79
1	WAKR AM	WAKR-AM	WCUE-AF
2	WKDD-FM	WKDD-FM	WAKR-AM
3	WCUE-AM	WCUE AM	WGCL-FM
4	WAEZ-FM	WSLR AM	WSLR-AM
5	WSLR-AM	WKNT-AF	WDMT FM

M-F, 6-10am

1	WAKR-AM	WAKR-AM	WAKR-AM
2	WKDD-FM	WKDD FM	WCUE-AF
3	WCUE-AM	WCUE AM	WSLR-AM
4	WAEZ-FM	WSLR-AM	WGCL-FM
5	WSLR-AM	WKNT-AF	WDMT-FM

M-F, 3-7pm

1	WKDD-FM	WKDD-FM	WCUE AF
2	WAKR-AM	WAKR AM	WAKR-AM
3	WCUE-AM	WCUE-AM	WGCL-FM
4	WHLO AM	WSLR AM	WSLR-AM
5	WAEZ FM	WAEZ-FM	WDMT FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2112

	A/M '78	O/N '78	A/M '79
1	WAKR-AM	WAKR-AM	WAKR-AM
2	WSLR-AM	WSLR-AM	WSLR-AM
3	WAEZ-FM	WAEZ-FM	WAEZ FM
4	WKDD FM	WKNT-AF	WCUE-AF
5	WCUE-AM	WHLO-AM	WHLO-AM

M-F, 6-10am

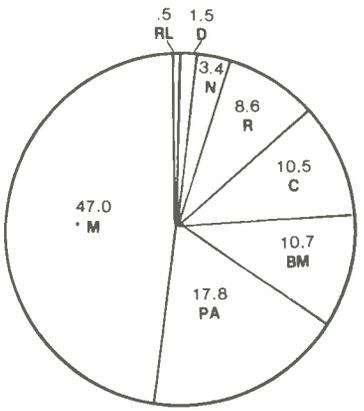
1	WAKR-AM	WAKR-AM	WAKR-AM
2	WSLR-AM	WSLR-AM	WSLR-AM
3	WAEZ-FM	WAEZ-FM	WAEZ-FM
4	WKDD-FM	WHLO-AM	WHLO-AM
5	WCUE-AM	WKNT-AF	WKNT-AF

M-F, 3-7pm

1	WAKR-AM	WAKR-AM	WSLR-AM
2	WSLR-AM	WSLR-AM	WAKR-AM
3	WAEZ-FM	WAEZ-FM	WAEZ-FM
4	WKDD-FM	WKDD-FM	WCUE-AF
5	WHLO-AM	WDMT-FM	WHLO-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



*Stations outside Akron metro.

Format Legend

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

Albany-Schenectady-Troy

METRO RANK **45**

A/M '79 Market Overview

This market is usually led by pioneer station **WGY,** the P/A giant for the area, and this book was no exception. Station sources told **R&R** that by tightening up its weekends — running special features, and crossplugging their regular weekday programming — the station was able to earn its best book in years. On the competitive Top 40 scene, **WTRY** and **WFLY** gained. WTRY ran limited outdoor boards and some TV but attributed its success to their consistent sound, while WFLY went "live" just before the book began and gave away many $100 cash awards to highlight that fact. On the other hand, **WPTR** ran a contest which gave away a few large prizes, a "guess the numbers" type of promotion.

Not a fluke book here, as usual market preferences seemed to have been reflected by Arbitron. In-tab for the metro was down slightly from the last sweep, but the biggest decline in diary return was in the younger demos, especially males 12-34.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 6606

	A/M '78		O/N '78		A/M '79	
1	WGY -AM	16.2	WGY -AM	16.5	WGY -AM(PA)	18.5
2	WROW-AM	12.6	WROW-AM	13.3	WROW-AM(BM)	13.0
3	WTRY-AM	10.7	WTRY-AM	8.6	WTRY-AM(R)	10.5
4	WROW-FM	7.6	WPTR-AM	7.3	WFLY-FM(R)	7.2
5	WGFM-FM	6.9	WQBK-AM	7.2	WQBK-AM(T)	6.9
6	WPTR-AM	6.1	WGFM-FM	6.7	WPTR-AM(R)	5.2
7	WHSH-FM	5.4	WFLY-FM	6.3	WGFM-FM(R)	5.2
8	WQBK-AM	5.4	WHSH-FM	5.1	WQBK-FM(A)	4.6
9	WFLY-FM	4.3	WROW-FM	4.4	WHSH-FM(BM)	4.2
10	WOKO-AM	3.2	WQBK-FM	3.3	WROW-FM(BM)	2.8
11	WGNA-FM	2.9	WCSS-AM	2.5	WGNA-FM(C)	2.5
12	WHAZ-AM	2.5	WWOM-FM	2.3	WWOM-FM(D)	2.1
13	WWOM-FM	2.1	WOKO-AM	2.1	WOKO-AM(C)	2.1
14	WQBK-FM	1.9	WGNA-FM	2.0	WHRL-FM(BM)	1.7
15	WHRL-FM	1.5	WHRL-FM	1.1	WHAZ-AM(RL)	1.1
16	WKAJ-FM	1.0	WHAZ-AM	0.8	WABY-AM(C)	1.1
17	WCSS-AM	1.0	WKAJ-FM	0.4	WCSS-AM(PA)	0.7
18	WABY-AM	1.0	WWWD-AM	0.4	WWWD-AM(R)	0.6
19	WKAJ-AM	0.7	WABY-AM	0.4	WWSC -AM(M)	0.4
20	WWWD-AM	0.6			WYLR-FM(M)	0.2
21					WIZR-AM(M)	0.2
22					WIZR-FM(M)	0.2

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6606

	A/M '78		O/N '78		A/M '79	
1	WGY -AM	171	WGY -AM	173	WGY -AM	178
2	WROW-AM	133	WROW-AM	140	WROW-AM	125
3	WTRY-AM	113	WTRY-AM	90	WTRY-AM	101
4	WROW-FM	80	WPTR-AM	77	WFLY-FM	69
5	WGFM-FM	73	WQBK-AM	76	WQBK-AM	66
M-F, 6-10am						
1	WGY -AM		WGY -AM		WGY -AM	
2	WROW-AM		WROW-AM		WROW-AM	
3	WTRY-AM		WTRY-AM		WTRY-AM	
4	WROW-FM		WPTR-AM		WQBK-AM	
5	WPTR-AM		WQBK-AM		WFLY-FM	
M-F, 3-7pm						
1	WGY -AM		WGY -AM		WGY -AM	
2	WROW-AM		WROW-AM		WROW-AM	
3	WTRY-AM		WPTR-AM		WTRY-AM	
4	WGFM-FM		WTRY-AM		WFLY-FM	
5	WROW-FM		WFLY-FM		WQBK-AM	
Teens						
M-S, 6am-Midnight						
POP(00): 864						
	A/M '78		O/N '78		A/M '79	
1	WTRY-AM		WTRY-AM		WTRY-AM	
2	WGFM-FM		WPTR-AM		WFLY-FM	
3	WPTR-AM		WFLY-FM		WGY -AM	
4	WFLY-FM		WGFM-FM		WPTR-AM	
5	WGY -AM		WGY -AM		WQBK-FM	
M-F, 6-10am						
1	WTRY-AM		WPTR-AM		WTRY-AM	
2	WGY -AM		WTRY-AM		WFLY-FM	
3	WPTR-AM		WFLY-FM		WGY -AM	
4	WGFM-FM		WGFM-FM		WPTR-AM	
5	WFLY-FM		WGY -AM		WQBK-FM	
M-F, 3-7pm						
1	WTRY-AM		WTRY-AM		WTRY-AM	
2	WGFM-FM		WPTR-AM		WFLY-FM	
3	WPTR-AM		WFLY-FM		WGY -AM	
4	WFLY-FM		WGFM-FM		WPTR-AM	
5	WGY -AM		WWWD-AM		WGFM-FM	

Adults 18-34
M-S, 6am-Midnight
POP(00): 2149

	A/M '78	O/N '78	A/M '79
1	WTRY-AM	WTRY-AM	WTRY-AM
2	WGY -AM	WGFM-FM	WFLY-FM
3	WGFM-FM	WFLY-FM	WQBK-FM
4	WPTR-AM	WGY -AM	WGFM-FM
5	WFLY-FM	WPTR-AM	WPTR-AM
M-F, 6-10am			
1	WGY -AM	WGY -AM	WTRY-AM
2	WTRY-AM	WTRY-AM	WGY -AM
3	WPTR-AM	WFLY-FM	WFLY-FM
4	WFLY-FM	WROW-AM	WGFM-FM
5	WGFM-FM	WGFM-FM	WPTR-AM
M-F, 3-7pm			
1	WTRY-AM	WGFM-FM	WFLY-FM
2	WGY -AM	WTRY-AM	WTRY-AM
3	WGFM-FM	WFLY-FM	WPTR-AM
4	WPTR-AM	WPTR-AM	WGFM-FM
5	WFLY-FM	WGY -AM	WQBK-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2306

	A/M '78	O/N '78	A/M '79
1	WGY -AM	WGY -AM	WGY -AM
2	WTRY-AM	WROW-AM	WROW-AM
3	WROW-AM	WGFM-FM	WTRY-AM
4	WROW-FM	WPTR-AM	WPTR-AM
5	WHSH-FM	WROW-FM	WGFM-FM
M-F, 6-10am			
1	WGY -AM	WGY -AM	WGY -AM
2	WROW-AM	WROW-AM	WTRY-AM
3	WTRY-AM	WTRY-AM	WROW-AM
4	WROW-FM	WPTR-AM	WPTR-AM
5	WOKO-AM	WROW-FM	WGFM-FM
M-F, 3-7pm			
1	WGY -AM	WGY -AM	WGY -AM
2	WTRY-AM	WROW-AM	WROW-AM
3	WROW-AM	WPTR-AM	WTRY-AM
4	WHSH-FM	WGFM-FM	WPTR-AM
5	WROW-FM	WROW-FM	WFLY-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6606

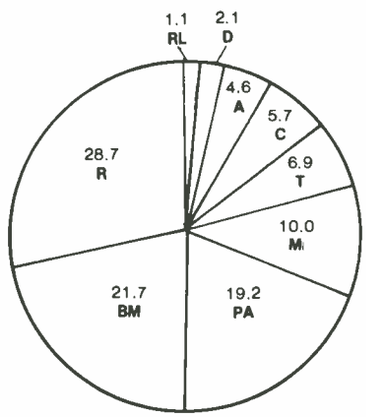
	A/M '78		O/N '78		A/M '79	
1	WGY -AM	2579	WGY -AM	2573	WGY -AM	2599
2	WTRY-AM	2264	WROW-AM	1936	WTRY-AM	1900
3	WPTR-AM	1981	WTRY-AM	1841	WROW-AM	1662
4	WROW-AM	1854	WPTR-AM	1643	WPTR-AM	1465
5	WGFM-FM	1562	WGFM-FM	1433	WFLY-FM	1346
M-F, 6-10am						
1	WGY -AM		WGY -AM		WGY -AM	
2	WTRY-AM		WROW-AM		WTRY-AM	
3	WROW-AM		WTRY-AM		WROW-AM	
4	WPTR-AM		WPTR-AM		WPTR-AM	
5	WGFM-FM		WGFM-FM		WFLY-FM	
M-F, 3-7pm						
1	WGY -AM		WGY -AM		WGY -AM	
2	WTRY-AM		WROW-AM		WROW-AM	
3	WPTR-AM		WTRY-AM		WTRY-AM	
4	WROW-AM		WPTR-AM		WFLY-FM	
5	WGFM-FM		WGFM-FM		WPTR-AM	
Teens						
M-S, 6am-Midnight						
POP(00): 864						
	A/M '78		O/N '78		A/M '79	
1	WTRY-AM		WTRY-AM		WTRY-AM	
2	WPTR-AM		WPTR-AM		WFLY-FM	
3	WGFM-FM		WGFM-FM		WPTR-AM	
4	WFLY-FM		WFLY-FM		WGY -AM	
5	WGY -AM		WGY -AM		WGFM-FM	
M-F, 6-10am						
1	WTRY-AM		WPTR-AM		WTRY-AM	
2	WPTR-AM		WTRY-AM		WFLY-FM	
3	WGFM-FM		WFLY-FM		WGY -AM	
4	WGY -AM		WGFM-FM		WPTR-AM	
5	WFLY-FM		WGY -AM		WGFM-FM	
M-F, 3-7pm						
1	WTRY-AM		WTRY-AM		WFLY-FM	
2	WGFM-FM		WPTR-AM		WTRY-AM	
3	WPTR-AM		WFLY-FM		WPTR-AM	
4	WFLY-FM		WGFM-FM		WGFM-FM	
5	WGY -AM		WQBK-FM		WGY -AM	
Adults 18-34						
M-S, 6am-Midnight						
POP(00): 2149						
	A/M '78		O/N '78		A/M '79	
1	WTRY-AM		WTRY-AM		WTRY-AM	
2	WPTR-AM		WGFM-FM		WPTR-AM	
3	WGFM-FM		WPTR-AM		WGFM-FM	
4	WGY -AM		WFLY-FM		WFLY-FM	
5	WFLY-FM		WGY -AM		WGY -AM	
M-F, 6-10am						
1	WTRY-AM		WTRY-AM		WTRY-AM	
2	WGY -AM		WGY -AM		WPTR-AM	
3	WPTR-AM		WPTR-AM		WGY -AM	
4	WGFM-FM		WGFM-FM		WGFM-FM	
5	WFLY-FM		WFLY-FM		WFLY-FM	
M-F, 3-7pm						
1	WTRY-AM		WGFM-FM		WTRY-AM	
2	WPTR-AM		WTRY-AM		WPTR-AM	
3	WGY -AM		WPTR-AM		WFLY-FM	
4	WGFM-FM		WFLY-FM		WGFM-FM	
5	WFLY-FM		WGY -AM		WQBK-FM	

Adults 25-49
M-S, 6am-Midnight
POP(00): 2386

	A/M '78	O/N '78	A/M '79
1	WGY -AM	WGY -AM	WGY -AM
2	WTRY-AM	WROW-AM	WTRY-AM
3	WPTR-AM	WTRY-AM	WROW-AM
4	WROW-AM	WPTR-AM	WPTR-AM
5	WGFM-FM	WGFM-FM	WGFM-FM
M-F, 6-10am			
1	WGY -AM	WGY -AM	WGY -AM
2	WROW-AM	WROW-AM	WTRY-AM
3	WTRY-AM	WTRY-AM	WROW-AM
4	WPTR-AM	WPTR-AM	WPTR-AM
5	WROW-FM	WGFM-FM	WGFM-FM
M-F, 3-7pm			
1	WGY -AM	WGY -AM	WGY AM
2	WTRY-AM	WROW-AM	WTRY-AM
3	WPTR-AM	WGFM-FM	WROW AM
4	WROW-AM	WPTR-AM	WPTR-AM
5	WGFM-FM	WTRY-AM	WFLY FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Albuquerque

METRO RANK **85**

A/M '79 Market Overview

Albuquerque appears to be a market in flux, at least according to the Spring Arbitron measurement there. Although perennial 12+ leader **KOB** (P/A) stayed atop the market, it declined by several points and attributed this to listeners tuning in to new stations in the market. Indeed, the presence of (AOR) **KFMG** (which went on-air in the middle of the sweep and still ganrered a 4.5 share) and a new format on **KAMX** (R, effective in mid-March) may mean a new ballgame in this town. Many of the other contemporary sounds in the market suffered declines **(KQEO, KRKE, KZZX).** Country **KRZY** did well, perhaps as a result of a quarter-hour-maintenance type contest, and Talk station **KZIA** showed second straight increase.

Given the flux in the contemporary sounds situation, it's interesting to note that younger diary return was better in this sweep than in the O/N'78 survey, and overall metro in-tab was up slightly. The Fall '79 book will probably give a better reading on the market since the impact of new stations and formats may have settled by then.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 3287

	A/M '78		O/N '78		A/M '79	
1	KOB -AM	15.0	KOB -AM	15.3	KOB -AM(PA)	11.4
2	KRKE-AF	14.0	KZZX-FM	10.1	KRZY AM(C)	8.3
3	KQEO-AM	9.7	KRKE AM	9.9	KRST FM(A)	7.5
4	KRZY AM	9.7	KRST FM	9.5	KZIA-AM(T)	7.3
5	KOB FM	9.1	KABQ AM	9.0	KNJY-FM(BM)	6.1
6	KRST-FM	8.3	KOB -FM	8.4	KZZX FM(R)	6.3
7	KZZX-FM	6.6	KRZY-AM	6.3	KABQ AM(S)	6.1
8	KABQ-AM	5.7	KRKE-FM	6.3	KRKE AM(R)	5.9
9	KPAR AF	5.1	KQEO-AM	5.7	KAMX AM(R)	4.9
10	KAMX-AM	4.9	KZIA-AM	4.0	KOB -FM(PA)	4.2
11	KUFF-AM	3.6	KPAR-FM	3.2	KFMG FM(A)	4.5
12	KKIM AM	2.1	KAMX-AM	3.2	KRKE -FM(A)	4.3
13	KZIA AM	1.7	KHFM-FM	2.7	KQEO-AM(R)	4.1
14	KDAZ AM	1.3	KKIM-AM	2.7	KUFF-AM(C)	3.4
15	KHFM FM	0.4	KPAR-AM	1.3	KKIM-AM(RL)	1.8
16			KUFF-AM	1.1	KNJY-AM(BM)	1.8
17					KHFM-FM(CL)	1.6

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3287

	A/M '78		O/N '78		A/M '79	
1	KOB -AM	71	KOB -AM	73	KOB AM	58
2	KRKE-AF	66	KZZX-FM	48	KRZY-AM	42
3	KQEO-AM	46	KRKE AM	47	KRST-FM	38
4	KRZY-AM	46	KRST-FM	45	KZIA-AM	37
5	KOB -FM	43	KABQ-AM	43	KNJY FM	34
M-F, 6-10am						
1	KOB AM		KOB AM		KOB AM	
2	KRZY AM		KRKE AM		KRZY AM	
3	KRKE-AF		KABQ-AM		KABQ-AM	
4	KQEO-AM		KRZY AM		KZIA AM	
5	KABQ-AM		KOB FM		KRKL AM	
M-F, 3-7pm						
1	KRKE-AF		KOB -AM		KOB -AM	
2	KOB AM		KRKE-AM		KRST-FM	
3	KQEO-AM		KZZX-FM		KNJY-FM	
4	KRST-FM		KRST FM		KZIA-AM	
5	KRZY-AM		KOB -FM		KRKE-AM	

Teens
M-S, 6am-Midnight
POP(00): 485

	A/M '78	O/N '78	A/M '79
1	KQEO-AM	KRKE-AM	KRKE-AM
2	KRKE-AF	KQEO-AM	KAMX-AM
3	KZZX-FM	KZZX-FM	KZZX-FM
4	KRST-FM	KRST-FM	KQEO-AM
5	KOB -AM	KRKE-FM	KFMG-FM
M-F, 6-10am			
1	KRKE-AF	KRKE-AM	KRKE-AM
2	KQEO-AM	KQEO-AM	KAMX-AM
3	KRST-FM	KOB -AM	KZZX-FM
4	KZZX-FM	KZZX-FM	KOB -AM
5	KRZY-AM	KRKE-FM	KQEO-AM
M-F, 3-7pm			
1	KQEO-AM	KRKE-AM	KAMX-AM
2	KRKE-AF	KZZX-FM	KRKE-AM
3	KRST-FM	KQEO-AM	KZZX-FM
4	KZZX-FM	KRST FM	KQEO-AM
5	KOB -AM	KRKE-FM	KOB -AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1333

	A/M '78	O/N '78	A/M '79
1	KOB -AM	KOB -AM	KOB -AM
2	KRKE-AF	KZZX-FM	KRZY-AM
3	KRZY-AM	KABQ-AM	KABQ-AM
4	KABQ-AM	KRZY-AM	KOB -FM
5	KOB -FM	KOB -FM	KNJY-FM
M-F, 6-10am			
1	KOB AM	KOB AM	KOB -AM
2	KRZY-AM	KRZY AM	KRZY-AM
3	KABQ-AM	KABQ-AM	KABQ-AM
4	KRKE-AF	KRKE-AM	KNJY-FM
5	KOB -FM	KZZX-FM	KRKE-FM
M-F, 3-7pm			
1	KOB AM	KOB -AM	KOB -AM
2	KRKE-AF	KZZX-FM	KRZY-AM
3	KZZX-FM	KRKE-AM	KOB -FM
4	KRZY-AM	KRST-FM	KABQ-AM
5	KOB -FM	KRZY-AM	KRST-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1279

	A/M '78	O/N '78	A/M '79
1	KRKE-AF	KZZX-FM	KRST FM
2	KRST FM	KRST FM	KZZX FM
3	KOB AM	KRKE-AM	KFMG FM
4	KZZX-FM	KOB -AM	KOB AM
5	KRZY-AM	KABQ-AM	KRKE-AM
M-F, 6-10am			
1	KOB AM	KRKE-AM	KOB -AM
2	KRKE-AF	KOB -AM	KZZX-FM
3	KZZX-FM	KZZX FM	KRZY AM
4	KABQ-AM	KRST-FM	KRKE-AM
5	KRZY-AM	KABQ-AM	KRST FM
M-F, 3-7pm			
1	KRKE-AF	KOB AM	KRST FM
2	KRST FM	KZZX-FM	KFMG-FM
3	KZZX-FM	KRKE-AM	KRKE-AM
4	KOB AM	KRST FM	KZZX-FM
5	KQEO-AM	KABQ-AM	KRKE-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3287

	A/M '78		O/N '78		A/M '79	
1	KOB -AM	1144	KOB AM	1143	KOB -AM	938
2	KQEO AM	962	KRKE AM	1004	KRKE AM	680
3	KRKE-AF	947	KQEO AM	650	KRZY AM	645
4	KOB FM	670	KZZX FM	616	KZZX FM	522
5	KRZY AM	583	KRZY AM	587	KQEO AM	458
M-F, 6-10am						
1	KOB AM		KOB AM		KOB AM	
2	KRKE AF		KRKE AM		KRZY AM	
3	KQEO AM		KQEO AM		KRKE AM	
4	KRZY AM		KRST FM		KZZX-FM	
5	KRST-FM		KRZY AM		KQEO-AM	
M-F, 3-7pm						
1	KRKE-AF		KRKE-AM		KOB -AM	
2	KOB -AM		KOB -AM		KRKE-AM	
3	KQEO-AM		KQEO AM		KRZY-AM	
4	KRZY-AM		KZZX-FM		KNJY FM	
5	KOB -FM		KRZY-AM		KRST FM	

Teens
M-S, 6am-Midnight
POP(00): 485

	A/M '78	O/N '78	A/M '79
1	KQEO-AM	KRKE-AM	KRKE-AM
2	KRKE-AF	KQEO-AM	KQEO-AM
3	KOB -AM	KZZX-FM	KZZX-FM
4	KZZX-FM	KRKE-FM	KAMX AM
5	KRST-FM	KRST-FM	KOB -AM
M-F, 6-10am			
1	KQEO-AM	KRKE-AM	KRKE AM
2	KRKE AF	KQEO-AM	KQEO-AM
3	KRST-FM	KRKE FM	KAMX AM
4	KZZX-FM	KZZX-FM	KZZX-FM
5	KRZY-AM	KOB -AM	KOB AM
M-F, 3-7pm			
1	KQEO-AM	KRKE-AM	KRKE-AM
2	KRKE AF	KZZX-FM	KAMX-AM
3	KZZX-FM	KQEO-AM	KQEO-AM
4	KRST-FM	KRKE-FM	KZZX-FM
5	KOB -AM	KRST-FM	KOB -AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1279

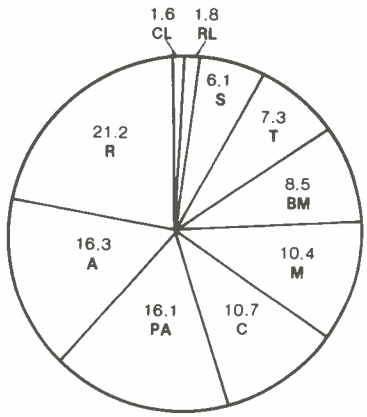
	A/M '78	O/N '78	A/M '79
1	KRKE-AF	KRKE-AM	KOB -AM
2	KQEO-AM	KOB -AM	KRKE-AM
3	KOB -AM	KZZX FM	KRKE-FM
4	KRST-FM	KQEO-AM	KRST-FM
5	KZZX-FM	KRST-FM	KZZX-FM
M-F, 6-10am			
1	KOB -AM	KRKE-AM	KOB -AM
2	KRKE-AF	KOB -AM	KZZX-FM
3	KRST-FM	KRST-FM	KRKE-AM
4	KZZX-FM	KQEO-AM	KRST-FM
5	KQEO-AM	KZZX-FM	KRZY-AM
M-F, 3-7pm			
1	KRKE AF	KRKE-AM	KRST-FM
2	KQEO-AM	KOB -AM	KRKE-AM
3	KRST-FM	KZZX-FM	KZZX-FM
4	KZZX-FM	KRST-FM	KRKE-FM
5	KOB -AM	KQEO-AM	KOB -AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1333

	A/M '78	O/N '78	A/M '79
1	KOB -AM	KOB -AM	KOB -AM
2	KOB -FM	KRKE-AM	KRZY-AM
3	KRKE-AF	KQEO-AM	KOB -FM
4	KQEO-AM	KRZY-AM	KRKE-AM
5	KRZY-AM	KOB -FM	KZZX-FM
M-F, 6-10am			
1	KOB -AM	KOB -AM	KOB -AM
2	KRKE-AF	KRKE-AM	KRZY-AM
3	KRZY-AM	KRZY-AM	KRKE-AM
4	KOB -FM	KQEO-AM	KZZX-FM
5	KABQ-AM	KABQ-AM	KABQ-AM
M-F, 3-7pm			
1	KOB -AM	KOB AM	KOB -AM
2	KRKE-AF	KRKE AM	KRZY-AM
3	KOB -FM	KRZY-AM	KRKE-AM
4	KQEO-AM	KQEO-AM	KOB -FM
5	KRZY-AM	KZZX-FM	KZZX-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Allentown-Bethlehem-Easton

METRO RANK **56**

A/M '79 Market Overview

New kid on the block shook up this market. AOR **WZZO** debuts with an overall share of 8.5, while former market leaders Country **WXKW** and **WAEB** (R) each declined significantly. No significant outside promotion for WZZO, but it was very active on-air with bumper sticker campaign tied in to prizes such as video recorder equipment. WXKW is still #1 overall in market, but slipped almost five share points, still strong in key 25-54 demos. WAEB slipped to near eight share, almost same number as two years ago (market measured only once per year). Have to wait till next year to see if WZZO remains strong or if former leaders recoup.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 5314

A/M '78		A/M '79	
1 WXKW-FM	13.1	WLEV-FM(PA)	9.9
2 WAEB-AM	12.8	WXKW-FM(C)	9.0
3 WLEV-FM	9.7	WZZO-FM(A)	8.5
4 WQQQ-FM	8.3	WEST-AM(PA)	8.4
5 WKAP-AM	7.5	WAEB-AM(R)	8.2
6 WFMZ-FM	5.3	WQQQ-FM(BM)	8.1
7 WEST-AM	4.7	WKAP-AM(R)	6.1
8 WEEX-AM	4.3	WFMZ-FM(BM)	3.9
9 KYW -AM	4.0	WEEX-AM(R)	3.8
10 WIFI-FM	2.4	WSAN-AM(A)	3.7
11 WHOL-AM	2.3	KYW -AM(N)	3.3
12 WYNS-AM	2.2	WWSH-FM(BM)	3.1
13 WEZV-FM	2.1	WHOL-AM(C)	1.4
14 WWSH-FM	1.9	WGPA-AM(PA)	1.4
15 WSAN-AM	1.7	WOR -AM(T)	1.2
16 WBYO-FM	1.6	WCKV-AM(C)	1.1
17 WCKV-AM	1.3	WIFI-FM(R)	0.7
18 WABC-AM	1.2	WABC-AM(R)	0.6
19 WGPA-AM	1.0		
20 WFIL-AM	0.7		
21 WARM-AM	0.6		
22 WYSP-FM	0.4		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5314

A/M '78		A/M '79	
1 WXKW-FM	118	WAEB-AF	162
2 WAEB-AM	115	WEEX-AF	112
3 WLEV-FM	87	WLEV-FM	93
4 WQQQ-FM	75	WZZO-FM	80
5 WKAP-AM	67	WEST-AM	79

M-F, 6-10am

1 WAEB-AM		WAEB-AF
2 WXKW-FM		WEST-AM
3 WLEV-FM		WEEX-AF
4 WKAP-AM		WLEV-FM
5 WEST-AM		WZZO-FM

M-F, 3-7pm

1 WAEB-AM		WAEB-AF
2 WXKW-FM		WEEX-AF
3 WQQQ-FM		WLEV-FM
4 WLEV-FM		WZZO-FM
5 WKAP-AM		WKAP-AM

Teens
M-S, 6am-Midnight
POP(00): 640

A/M '78	A/M '79
1 WAEB-AM	WAEB-AF
2 WKAP-AM	WZZO-FM
3 WEEX-AM	WKAP-AM
4 WLEV-FM	WEEX-AF
5 WIFI-FM	WLEV-FM

M-F, 6-10am

1 WAEB-AM	WAEB-AF
2 WKAP-AM	WZZO-FM
3 WEEX-AM	WKAP-AM
4 WLEV-FM	WEEX-AF
5 WEZV-FM	WLEV-FM

M-F, 3-7pm

1 WAEB-AM	WAEB-AF
2 WKAP-AM	WZZO-FM
3 WEEX-AM	WKAP-AM
4 WLEV-FM	WEEX-AF
5 WEZV-FM	WLEV-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1645

A/M '78		A/M '79	
1 WAEB-AM	58	WLEV-FM	64
2 WLEV-FM	51	WZZO-FM	50
3 WKAP-AM	31	WAEB-AF	47
4 WXKW-FM	19	WKAP-AM	24
5 WEEX-AM	18	WEEX-AF	19

M-F, 6-10am

1 WAEB-AM		WLEV-FM
2 WLEV-FM		WAEB-AF
3 WEEX-AM		WZZO-FM
4 WKAP-AM		WEEX-AF
5 WSAN-AM		WSAN-AM

M-F, 3-7pm

1 WAEB-AM		WLEV-FM
2 WLEV-FM		WZZO-FM
3 WKAP-AM		WAEB-AF
4 WXKW-FM		WKAP-AM
5 WFZV-FM		WSAN-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2003

A/M '78	A/M '79
1 WXKW-FM	WAEB-AF
2 WAEB-AM	WLEV-FM
3 WLEV-FM	WEEX-AF
4 WEEX-AM	WKAP-AM
5 WQQQ-FM	WZZO-FM

M-F, 6-10am

1 WAEB-AM	WAEB-AF
2 WXKW-FM	WLEV-FM
3 WLEV-FM	WEEX-AF
4 WEEX-AM	WKAP-AM
5 WEST-AM	WEST-AM

M-F, 3-7pm

1 WAEB-AM	WAEB-AF
2 WXKW-FM	WLEV-FM
3 WLEV-FM	WKAP-AM
4 WQQQ-FM	WEEX-AF
5 WEEX-AM	WEST-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5314

A/M '78		A/M '79	
1 WAEB-AM	1669	WAEB-AF	1864
2 WKAP-AM	1273	WEEX-AF	1412
3 WLEV-FM	1225	WLEV-FM	1009
4 WQQQ-FM	993	WZZO-FM	875
5 WXKW-FM	926	WKAP-AM	833

M-F, 6-10am

1 WAEB-AM		WAEB-AF
2 WLEV-FM		WEEX-AF
3 WKAP-AM		WLEV-FM
4 WQQQ-FM		WKAP-AM
5 WXKW-FM		WEST-AM

M-F, 3-7pm

1 WAEB-AM		WAEB-AF
2 WKAP-AM		WEEX-AF
3 WLEV-FM		WLEV-FM
4 WQQQ-FM		WZZO-FM
5 WXKW-FM		WKAP-AM

Teens
M-S, 6am-Midnight
POP(00): 640

A/M '78	A/M '79
1 WAEB-AM	WAEB-AF
2 WKAP-AM	WZZO-FM
3 WEEX-AM	WKAP-AM
4 WLEV-FM	WEEX-AF
5 WIFI-FM	WLEV-FM

M-F, 6-10am

1 WAEB-AM	WAEB-AF
2 WKAP-AM	WKAP-AM
3 WEEX-AM	WZZO-FM
4 WLEV-FM	WEEX-AF
5 WIFI-FM	WLEV-FM

M-F, 3-7pm

1 WAEB-AM	WAEB-AF
2 WKAP-AM	WZZO-FM
3 WEEX-AM	WKAP-AM
4 WLEV-FM	WEEX-AF
5 WIFI-FM	WLEV-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1645

A/M '78	A/M '79
1 WAEB-AM	WAEB-AF
2 WLEV-FM	WLEV-FM
3 WKAP-AM	WZZO-FM
4 WEEX-AM	WEEX-AF
5 WEZV-FM	WSAN-AM

M-F, 6-10am

1 WAEB-AM	WAEB-AF
2 WLEV-FM	WLEV-FM
3 WKAP-AM	WZZO-FM
4 WEEX-AM	WEEX-AF
5 WSAN-AM	WSAN-AM

M-F, 3-7pm

1 WLEV-FM	WLEV-FM
2 WAEB-AM	WAEB-AF
3 WKAP-AM	WZZO-FM
4 WXKW-FM	WEEX-AF
5 WEZV-FM	WSAN-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2003

A/M '78	A/M '79
1 WAEB-AM	WAEB-AF
2 WLEV-FM	WLEV-FM
3 WXKW-FM	WEEX-AF
4 WKAP-AM	WKAP-AM
5 WFMZ-FM	WZZO-FM

M-F, 6-10am

1 WAEB-AM	WAEB-AF
2 WLEV-FM	WLEV-FM
3 WXKW-FM	WEEX-AF
4 WKAP-AM	WKAP-AM
5 KYW -AM	WEST-AM

M-F, 3-7pm

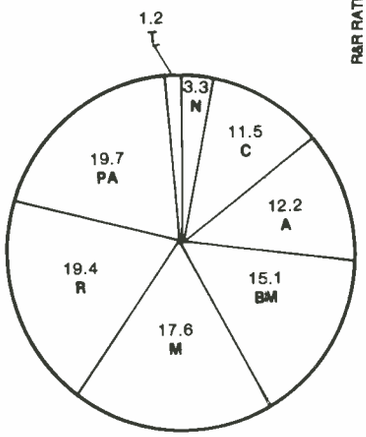
1 WAEB-AM	WAEB-AF
2 WXKW-FM	WLEV-FM
3 WLEV-FM	WEEX-AF
4 WEEX-AM	WKAP-AM
5 WKAP-AM	WZZO-FM

Format Legend

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

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



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Altoona

METRO RANK **163**

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 1112

	A/M '77		A/M '78		A/M '79	
1	WVAM-AM	20.1	WFBG-AM	18.6	WFBG-AM(R)	21.5
2	WRTA-AM	17.7	WRTA-AM	18.0	WVAM-AM(C)	19.8
3	WFBG-AM	15.9	WFBG-FM	15.0	WFBG-FM(BM)	18.0
4	WVAM-FM	13.4	WVAM-FM	14.4	WRTA-AM(PA)	10.5
5	WFBG-FM	9.8	WVAM-AM	12.0	WVAM-FM(R)	9.3
6	WKMC-AM	7.3	WKMC-AM	8.4	WKML-AM(C)	5.8
7	WTRN-AM	3.0	WJAC-FM	3.6	WJAC-FM(PA)	2.9
8	WJSM-AF	3.0	WIYQ-FM	1.8	WHPA-FM(PA)	2.3
9	WJSM-AM	3.0	WGMR-FM	1.2	WTRN-AM(R)	2.3
10	WJAC-FM	1.8	WTRN-AM	1.2	WJOI-FM(BM)	1.2
11	WJOI-FM	1.2	WJSM-AF	1.2	WYBU-FM(A)	0.6
12	WGMR-FM	1.2			WDVE-FM(A)	0.6
13	WJSM-FM					

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1112

	A/M '77		A/M '78		A/M '79	
1	WVAM-AM	33	WFBG-AM	31	WFBG-AM	34
2	WRTA-AM	29	WRTA-AM	30	WVAM-AM	34
3	WFBG-AM	26	WFBG-FM	25	WFBG-FM	31
4	WVAM-FM	22	WVAM-FM	24	WRTA-AM	16
5	WFBG-FM	16	WVAM-AM	20	WVAM-FM	16

M-F, 6-10am

1	WRTA-AM	WRTA-AM	WFBG-AM
2	WVAM-AM	WFBG-AM	WVAM-AM
3	WFBG-AM	WVAM-AM	WRTA-AM
4	WVAM-FM	WVAM-FM	WFBG-FM
5	WKMC-AM	WFBG-FM	WVAM-FM

M-F, 3-7pm

1	WVAM-AM	WFBG-AM	WFBG-AM
2	WFBG-AM	WRTA-AM	WVAM-AM
3	WFBG-FM	WVAM-AM	WFBG-FM
4	WRTA-AM	WVAM-FM	WRTA-AM
5	WVAM-FM	WFBG-FM	WVAM-FM

Teens
M-S, 6am-Midnight
POP(00): 140

	A/M '77	A/M '78	A/M '79
1	WVAM-AM	WFBG-AM	WFBG-AM
2	WFBG-AM	WVAM-AM	WVAM-FM
3	WRTA-AM	WFBG-FM	WVAM-AM
4	WTRN-AM	WVAM-FM	WTRN-AM
5	WGMR-FM	WTRN-AM	WJOI-FM

M-F, 6-10am

1	WVAM-AM	WFBG-AM	WFBG-AM
2	WFBG-AM	WVAM-AM	WVAM-AM
3	WRTA-AM	WRTA-AM	WVAM-FM
4	WTRN-AM	WVAM-FM	WTRN-AM
5	WVAM-FM	WJSM-AF	WRTA-AM

M-F, 3-7pm

1	WVAM-AM	WFBG-AM	WFBG-AM
2	WFBG-AM	WVAM-AM	WVAM-FM
3	WTRN-AM	WVAM-FM	WVAM-AM
4	WRTA-AM	WRTA-AM	WTRN-AM
5	WVAM-FM	WFBG-FM	WFBG-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 323

	A/M '77	A/M '78	A/M '79
1	WFBG-AM	WFBG-AM	WFBG-AM
2	WVAM-AM	WVAM-AM	WVAM-AM
3	WVAM-FM	WFBG-FM	WVAM-FM
4	WRTA-AM	WRTA-AM	WFBG-FM
5	WFBG-FM	WVAM-FM	WRTA-AM

M-F, 6-10am

1	WFBG-AM	WFBG-AM	WFBG-AM
2	WFBG-AM	WRTA-AM	WVAM-AM
3	WVAM-FM	WVAM-AM	WRTA-AM
4	WRTA-AM	WFBG-FM	WVAM-FM
5	WKMC-AM	WKMC-AM	WTRN-AM

M-F, 3-7pm

1	WFBG-AM	WFBG-AM	WFBG-AM
2	WVAM-AM	WVAM-AM	WVAM-AM
3	WVAM-FM	WFBG-FM	WVAM-FM
4	WKMC-AM	WRTA-AM	WFBG-FM
5	WFBG-FM	WJAC-FM	WRTA-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 394

	A/M '77	A/M '78	A/M '79
1	WVAM-FM	WFBG-AM	WVAM-AM
2	WVAM-AM	WRTA-AM	WFBG-AM
3	WFBG-AM	WVAM-AM	WFBG-FM
4	WRTA-AM	WVAM-FM	WRTA-AM
5	WFBG-FM	WKMC-AM	WVAM-FM

M-F, 6-10am

1	WRTA-AM	WFBG-AM	WVAM-AM
2	WVAM-AM	WRTA-AM	WFBG-AM
3	WFBG-AM	WVAM-AM	WRTA-AM
4	WVAM-FM	WVAM-FM	WFBG-FM
5	WFBG-FM	WKMC-AM	WVAM-FM

M-F, 3-7pm

1	WVAM-AM	WFBG-AM	WVAM-AM
2	WFBG-AM	WRTA-AM	WFBG-AM
3	WRTA-AM	WVAM-AM	WVAM-FM
4	WVAM-FM	WFBG-FM	WRTA-AM
5	WKMC-AM	WKMC-AM	WFBG-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1112

	A/M '77		A/M '78		A/M '79	
1	WVAM-AM	559	WFBG-AM	527	WFBG-AM	551
2	WFBG-AM	506	WVAM-AM	434	WVAM-AM	428
3	WRTA-AM	482	WRTA-AM	414	WRTA-AM	369
4	WFBG-FM	250	WVAM-FM	306	WFBG-FM	245
5	WVAM-FM	203	WFBG-FM	267	WVAM-FM	279

M-F, 6-10am

1	WRTA-AM	WFBG-AM	WFBG-AM
2	WVAM-AM	WRTA-AM	WVAM-AM
3	WFBG-AM	WVAM-AM	WRTA-AM
4	WKMC-AM	WVAM-FM	WFBG-FM
5	WVAM-FM	WFBG-FM	WVAM-FM

M-F, 3-7pm

1	WVAM-AM	WFBG-AM	WFBG-AM
2	WFBG-AM	WVAM-AM	WVAM-AM
3	WRTA-AM	WRTA-AM	WFBG-FM
4	WFBG-FM	WVAM-FM	WRTA-AM
5	WVAM-FM	WFBG-FM	WVAM-FM

Teens
M-S, 6am-Midnight
POP(00): 140

	A/M '77	A/M '78	A/M '79
1	WVAM-AM	WFBG-AM	WFBG-AM
2	WFBG-AM	WVAM-AM	WVAM-FM
3	WRTA-AM	WRTA-AM	WVAM-AM
4	WVAM-FM	WVAM-FM	WRTA-AM
5	WTRN-AM	WFBG-FM	WTRN-AM

M-F, 6-10am

1	WVAM-AM	WFBG-AM	WFBG-AM
2	WFBG-AM	WVAM-AM	WVAM-AM
3	WRTA-AM	WRTA-AM	WVAM-FM
4	WTRN-AM	WVAM-FM	WTRN-AM
5	WVAM-FM	WTRN-AM	WRTA-AM

M-F, 3-7pm

1	WVAM-AM	WFBG-AM	WFBG-AM
2	WFBG-AM	WVAM-AM	WVAM-FM
3	WRTA-AM	WRTA-AM	WVAM-AM
4	WTRN-AM	WVAM-FM	WTRN-AM
5	WVAM-FM	WFBG-FM	WFBG-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 323

	A/M '77	A/M '78	A/M '79
1	WFBG-AM	WFBG-AM	WFBG-AM
2	WVAM-AM	WVAM-AM	WVAM-FM
3	WRTA-AM	WRTA-AM	WVAM-AM
4	WFBG-FM	WVAM-FM	WRTA-AM
5	WVAM-FM	WFBG-FM	WFBG-FM

M-F, 6-10am

1	WVAM-AM	WFBG-AM	WFBG-AM
2	WFBG-AM	WVAM-AM	WVAM-AM
3	WRTA-AM	WRTA-AM	WVAM-FM
4	WVAM-FM	WVAM-FM	WRTA-AM
5	WFBG-FM	WFBG-FM	WTRN-AM

M-F, 3-7pm

1	WFBG-AM	WFBG-AM	WFBG-AM
2	WVAM-AM	WVAM-AM	WVAM-AM
3	WVAM-FM	WRTA-AM	WVAM-FM
4	WRTA-AM	WFBG-FM	WRTA-AM
5	WFBG-FM	WVAM-FM	WFBG-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 394

	A/M '77	A/M '78	A/M '79
1	WVAM-AM	WFBG-AM	WFBG-AM
2	WFBG-AM	WVAM-AM	WVAM-AM
3	WRTA-AM	WRTA-AM	WRTA-AM
4	WVAM-FM	WVAM-FM	WFBG-FM
5	WFBG-FM	WFBG-FM	WVAM-FM

M-F, 6-10am

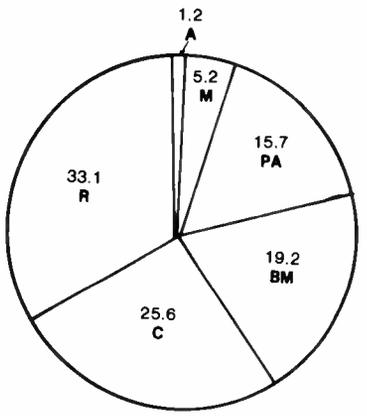
1	WRTA-AM	WFBG-AM	WFBG-AM
2	WVAM-AM	WVAM-AM	WVAM-AM
3	WFBG-AM	WRTA-AM	WRTA-AM
4	WVAM-FM	WVAM-FM	WVAM-FM
5	WKMC-AM	WKMC-AM	WFBG-FM

M-F, 3-7pm

1	WVAM-AM	WFBG-AM	WFBG-AM
2	WFBG-AM	WVAM-AM	WVAM-AM
3	WVAM-FM	WRTA-AM	WFBG-FM
4	WRTA-AM	WVAM-FM	WRTA-AM
5	WFBG-FM	WKML-AM	WVAM-FM

Format Penetration Chart

Based On Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Amarillo

METRO RANK **155**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1334

	A/M '77		A/M '78		A/M '79	
1	KDJW-AM	18.1	KQIZ AF	20.9	KPUR-AM(R)	18.2
2	KPUR-AM	15.2	KDJW-AF	16.5	KIXZ AM(C)	15.0
3	KQIZ-FM	14.6	KGNC FM	16.5	KGNC-FM(BM)	13.5
4	KGNC-FM	12.9	KPUR-AM	12.1	KQIZ AF (R)	13.0
5	KGNC AM	12.3	KGNC-AM	12.1	KGNC AM(PA)	11.4
6	KIXZ-AM	10.5	KZIP-AM	6.6	KDJW AM(C)	10.7
7	KZIP-AM	4.1	KIXZ-AM	5.5	KZIP FM(A)	7.2
8	KQIZ-AM	2.9	KWAS-FM	1.1	KBUY FM(C)	5.6
9	KWAS-FM	2.9			KWAS FM(RL)	2.6
10	KBUY-FM	1.2			KJBT AM(PA)	1.9
11					KZIP AF(C)	1.9

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1334

	A/M '77		A/M '78		A/M '79	
1	KDJW-AM	31	KQIZ AF	38	KPUR-AM	36
2	KPUR-AM	26	KDJW AF	30	KIXZ AM	27
3	KQIZ-FM	25	KGNC-FM	30	KGNC FM	26
4	KGNC-FM	22	KPUR AM	24	KQIZ AF	25
5	KGNC-AM	21	KGNC-AM	24	KGNC AM	20

M-F, 6-10am

1	KDJW-AM	KDJW AF	KPUR AM
2	KPUR AM	KQIZ AF	KIXZ AM
3	KGNC-AM	KGNC AM	KGNC AM
4	KQIZ-AF	KPUR-AM	KQIZ AF
5	KQIZ-FM	KGNC-FM	KGNC FM

M-F, 3-7pm

1	KDJW-AM	KQIZ-AF	KPUR-AM
2	KPUR-AM	KDJW-AF	KIXZ AM
3	KQIZ-FM	KGNC-FM	KQIZ-AF
4	KGNC-AM	KPUR-AM	KGNC-FM
5	KGNC-FM	KGNC-AM	KDJW AM

Teens
M-S, 6am-Midnight
POP(00): 182

	A/M '77	A/M '78	A/M '79
1	KPUR-AM	KPUR-AM	KPUR-AM
2	KQIZ-FM	KQIZ-AF	KQIZ AF
3	KIXZ-AM	KIXZ-AM	KIXZ-AM
4	KDJW AM	KGNC-AM	KYTX-FM
5	KQIZ-AM	KGNC-FM	KBUY-FM

M-F, 6-10am

1	KQIZ-AF	KPUR-AM	KPUR-AM
2	KQIZ-FM	KQIZ-AF	KQIZ-AF
3	KPUR-AM	KIXZ-AM	KIXZ-AM
4	KIXZ-AM	KDJW-AF	KWAS-FM
5	KQIZ-AM	KGNC-FM	KBUY-FM

M-F, 3-7pm

1	KQIZ-FM	KPUR-AM	KPUR-AM
2	KPUR-AM	KQIZ-AF	KQIZ-AF
3	KDJW-AM	KIXZ-AM	KIXZ-AM
4	KIXZ-AM	KDJW-AF	KBUY FM
5	KGNC-FM	KGNC-FM	KYTX-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 503

	A/M '77	A/M '78	A/M '79
1	KQIZ-FM	KQIZ-AF	KQIZ-AF
2	KPUR-AM	KDJW-AF	KPUR AM
3	KDJW-AM	KPUR-AM	KIXZ-AM
4	KIXZ-AM	KGNC-FM	KYTX-FM
5	KGNC-AM	KIXZ-AM	KDJW-AM

M-F, 6-10am

1	KQIZ AF	KQIZ-AF	KQIZ-AF
2	KPUR-AM	KDJW-AF	KPUR AM
3	KQIZ-FM	KPUR AM	KIXZ-AM
4	KIXZ AM	KIXZ-AM	KYTX-FM
5	KDJW-AM	KGNC-FM	KDJW AM

M-F, 3-7pm

1	KPUR AM	KQIZ AF	KPUR-AM
2	KIXZ-AM	KDJW-AF	KQIZ-AF
3	KDJW-AM	KPUR-AM	KIXZ AM
4	KQIZ-FM	KGNC-FM	KYTX FM
5	KGNC AM	KZIP-AM	KDJW-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 554

	A/M '77	A/M '78	A/M '79
1	KDJW AM	KGNC FM	KIXZ AM
2	KGNC FM	KQIZ AF	KPUR AM
3	KIXZ AM	KDJW-AF	KDJW-AM
4	KGNC AM	KPUR AM	KGNC FM
5	KPUR AM	KZIP AM	KQIZ AF

M-F, 6-10am

1	KDJW-AM	KDJW AF	KPUR AM
2	KPUR AM	KQIZ-AF	KIXZ-AM
3	KIXZ AM	KPUR AM	KDJW AM
4	KGNC-AM	KGNC FM	KQIZ AF
5	KGNC FM	KGNC-AM	KGNC FM

M-F, 3-7pm

1	KDJW AM	KDJW AF	KDJW AM
2	KIXZ AM	KQIZ AF	KIXZ AM
3	KPUR AM	KGNC-FM	KPUR AM
4	KGNC-AM	KPUR-AM	KQIZ-AF
5	KGNC FM	KZIP AM	KGNC FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1334

	A/M '77		A/M '78		A/M '79	
1	KPUR AM	406	KPUR AM	426	KPUR AM	400
2	KDJW-AM	387	KQIZ FM	402	KIXZ AM	386
3	KGNC AM	354	KDJW AM	353	KDJW AM	326
4	KIXZ AM	344	KGNC FM	341	KGNC FM	321
5	KQIZ FM	327	KGNC AM	331	KQIZ-FM	310

M-F, 6-10am

1	KQIZ AF	KPUR-AM	KPUR AM
2	KDJW AM	KGNC AM	KIXZ AM
3	KPUR AM	KQIZ FM	KGNC AM
4	KGNC AM	KDJW AM	KGNC FM
5	KQIZ FM	KGNC-FM	KQIZ FM

M-F, 3-7pm

1	KDJW-AM	KPUR AM	KPUR-AM
2	KPUR AM	KQIZ-FM	KIXZ AM
3	KQIZ-FM	KDJW AM	KGNC FM
4	KIXZ AM	KGNC FM	KQIZ FM
5	KGNC-AM	KGNC-AM	KDJW AM

Teens
M-S, 6am-Midnight
POP(00): 182

	A/M '77	A/M '78	A/M '79
1	KPUR AM	KPUR AM	KPUR-AM
2	KQIZ-FM	KQIZ-FM	KQIZ FM
3	KIXZ-AM	KIXZ-AM	KIXZ AM
4	KQIZ AM	KQIZ-AM	KYTX-FM
5	KGNC-AM	KBUY-FM	KQIZ-AM

M-F, 6-10am

1	KQIZ-AF	KPUR-AM	KPUR AM
2	KQIZ-FM	KQIZ FM	KQIZ-FM
3	KPUR-AM	KIXZ AM	KIXZ-AM
4	KIXZ AM	KQIZ AM	KQIZ-AM
5	KQIZ-AM	KDJW AM	KWAS-FM

M-F, 3-7pm

1	KQIZ-FM	KPUR-AM	KPUR-AM
2	KPUR AM	KQIZ FM	KQIZ FM
3	KIXZ AM	KQIZ AM	KIXZ AM
4	KQIZ-AM	KIXZ-AM	KQIZ-AM
5	KDJW-AM	KDJW-AM	KBUY-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 503

	A/M '77	A/M '78	A/M '79
1	KPUR-AM	KQIZ-FM	KPUR-AM
2	KQIZ FM	KPUR-AM	KIXZ AM
3	KIXZ-AM	KIXZ AM	KQIZ-FM
4	KDJW AM	KDJW-AM	KYTX-FM
5	KGNC-AM	KGNC-FM	KDJW-AM

M-F, 6-10am

1	KQIZ-AF	KQIZ-FM	KPUR-AM
2	KQIZ-FM	KPUR-AM	KQIZ-FM
3	KIXZ AM	KIXZ-AM	KIXZ AM
4	KPUR-AM	KDJW-AM	KQIZ-AM
5	KDJW-AM	KQIZ-AM	KYTX-FM

M-F, 3-7pm

1	KPUR-AM	KQIZ-FM	KPUR-AM
2	KQIZ-FM	KPUR-AM	KIXZ-AM
3	KIXZ-AM	KIXZ-AM	KQIZ-FM
4	KDJW-AM	KDJW AM	KDJW-AM
5	KGNC-FM	KQIZ-AM	KYTX-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 554

	A/M '77	A/M '78	A/M '79
1	KDJW-AM	KGNC-FM	KIXZ-AM
2	KGNC-AM	KPUR-AM	KPUR-AM
3	KGNC-FM	KDJW-AM	KDJW-AM
4	KPUR-AM	KQIZ-FM	KGNC-FM
5	KIXZ-AM	KGNC-AM	KQIZ-FM

M-F, 6-10am

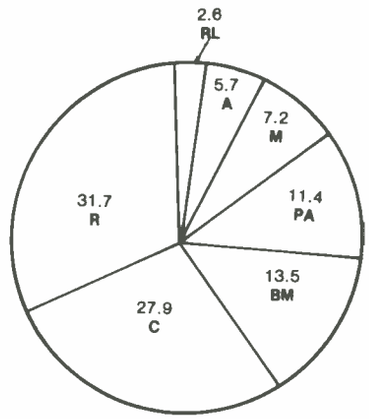
1	KDJW-AM	KPUR-AM	KPUR-AM
2	KGNC-AM	KDJW-AM	KIXZ-AM
3	KPUR-AM	KQIZ-FM	KDJW-AM
4	KIXZ AM	KGNC-FM	KGNC-FM
5	KGNC-FM	KGNC-AM	KGNC-AM

M-F, 3-7pm

1	KDJW-AM	KDJW-AM	KIXZ-AM
2	KPUR-AM	KPUR-AM	KDJW AM
3	KIXZ-AM	KQIZ-FM	KPUR AM
4	KGNC AM	KGNC-FM	KGNC-FM
5	KGNC FM	KIXZ-AM	KQIZ-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Anaheim-Garden Grove-Santa Ana

METRO RANK **19**

A/M '79 Market Overview

This one-county market (Orange County) is in an unusual situation in that Orange County is also in the metro area of the L.A. market. Thus, listening in Anaheim is often reflective of what happens in the L.A. area generally. However, in the A/M'79 results one can see some differences between the two markets, especially in the youth-oriented stations. In-tab in Orange County rose dramatically in this book (up more than 300 compared to the O/N'78 sweep), and return was most improved in the younger demos. In light of this, **KMET,** the leading AOR station in the area, tallied a mid-eight share to lead Anaheim, compared to its 5.8 share in the L.A. book. Top 40 **KFI** scored a 3.9 in Anaheim, compared to a 2.1 in the L.A. book. Finally, and not too surprising perhaps, P/A **KMPC,** which carries Angels baseball (the Angels are based in Anaheim), earned a 5.2 in the Angels' home county compared to a 3.7 in the overall L.A. book.

As you might imagine, given the dominance of the L.A. stations, Anaheim-based stations have a tough time scoring in their own metro. P/A station **KWIZ** tops the Orange County properties with a 1.9 share of the overall county listening, while AOR **KEZY** pulls a 1.7.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 14758

	A/M '78		O/N '78		A/M '79	
1	KBIG-FM	8.6	KBIG-FM	9.4	KMET-FM (A)	8.5
2	KABC-AM	7.3	KMET-FM	8.6	KBIG-FM (BM)	8.0
3	KMET-FM	5.9	KJOI-FM	5.7	KABC-AM (T)	6.5
4	KMPC-AM	5.0	KOST-FM	5.5	KMPC-AM (PA)	5.2
5	KNX -AM	4.7	KNX -FM	4.5	KRTH-FM (R)	4.9
6	KLOS-FM	4.5	KMPC-AM	4.1	KFI -AM (R)	3.8
7	KJOI-FM	4.2	KABC-AM	3.9	KJOI-FM (BM)	3.7
8	KNX -FM	4.1	KNX -AM	3.6	KLAC-AM (C)	3.7
9	KRTH-FM	3.8	KLAC-AM	3.5	KLOS-FM (A)	3.7
10	KFI -AM	3.4	KRTH-FM	3.3	KNX -AM (N)	3.6
11	KOST-FM	3.1	KFI -AM	3.0	KNX -FM (A)	3.6
12	KEZY-AM	2.9	KEZY-AM	3.0	KFWB-AM (N)	3.0
13	KFWB-AM	2.9	KLOS-FM	2.9	KTNQ-AM (R)	2.5
14	KHJ -AM	2.6	KFWB-AM	2.9	KIIS-FM (D)	2.4
15	XTRA-AM	2.6	KHJ -AM	2.5	KFAC-FM (CL)	2.4
16	KLAC-AM	2.1	XTRA-AM	2.1	KOST-FM (BM)	2.4
17	KZLA-FM	2.1	KWIZ-FM	2.0	KIQQ-FM (R)	2.1
18	KWST-FM	1.9	KZLA-FM	1.9	KWIZ-AM (PA)	1.9
19	KTNQ-AM	1.8	KIIS-FM	1.8	KRLA-AM (R)	1.7
20	KIQQ-FM	1.8	KUTE-FM	1.5	KEZY-AM (A)	1.7
21	KGBS-FM	1.5	KROQ-FM	1.5	KNOB-FM (BM)	1.6
22	KNOB-FM	1.4	KWST-FM	1.5	XTRA-AM (BM)	1.6
23	KRLA-AM	1.1	KTNQ-AM	1.3	KUTE-FM (D)	1.5
24	KEZY-FM	1.1	KNOB-FM	1.3	KZLA-FM (A)	1.5
25	KYMS-FM	1.1	KWIZ-AM	1.3	KHJ -AM (R)	1.4
26	KOCM-FM	0.9	KRLA-AM	1.3	KWIZ-FM (C)	1.4
27	KBRT-AM	0.8	KEZY-FM	1.1	KWIZ-FM (PA)	1.4
28	KORJ-FM	0.6	KIQQ-FM	1.1	KEZY-FM (A)	1.1
29	KUTE-FM	0.5	KFAC-FM	1.1	KYMS-FM (RL)	0.9
30	KGER-AM	0.4	KYMS-FM	0.9	KOCM-FM (PA)	0.8
31	KFRN-AM	0.4	KBRT-AM	0.9	KORJ-FM (A)	0.8
32	KIEV-AM	0.4	KKGO-FM	0.8	KROQ-FM (A)	0.6
33	KBCA-FM	0.4	KOCM-FM	0.8	KGRB-AM (BB)	0.6
34	KGRB-AM	0.3	KFAC-AM	0.6	KWST-FM (A)	0.5
35			KIIS-AM	0.6	KKGO-FM (J)	0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 14758

	A/M '78		O/N '78		A/M '79	
1	KBIG-FM	209	KMET-FM	254	KBIG-FM	273
2	KABC-AM	180	KBIG-FM	242	KMET-FM	270
3	KMET-FM	156	KJOI-FM	180	KMPC-AM	183
4	KJOI-FM	126	KOST-FM	175	KRTH-FM	161
5	KLOS-FM	108	KNX -FM	167	KABC-AM	141
6	KNX -FM	104	KMPC-AM	118	KJOI-FM	124
7	KMPC-AM	104	KNX -AM	110	KNX -FM	122
8	KNX -AM	102	KRTH-FM	98	KLAC-AM	120
9	KRTH-FM	99	KEZY-AM	94	KLOS-FM	113
10	KFI -AM	84	KABC-AM	92	KNX -AM	82

M-F, 6-10am

1	KBIG-FM	KBIG-FM	KMET-FM
2	KABC-AM	KMET-FM	KBIG-FM
3	KMET-FM	KJOI-FM	KABC-AM
4	KMPC-AM	KOST-FM	KMPC-AM
5	KNX -AM	KNX -FM	KRTH-FM
6	KLOS-FM	KMPC-AM	KFI -AM
7	KJOI-FM	KABC-AM	KJOI-FM
8	KNX -FM	KNX -AM	KLAC-AM
9	KRTH-FM	KLAC-AM	KLOS-FM
10	KFI -AM	KRTH-FM	KNX -AM

M-F, 3-7pm

1	KABC-AM	KBIG-FM	KFI -AM
2	KNX -AM	KFI -AM	KABC-AM
3	KBIG-FM	KABC-AM	KMET-FM
4	KFI -AM	KMPC-AM	KNX -AM
5	KMPC-AM	KMET-FM	KBIG-FM
6	KMET-FM	KNX -AM	KFWB-AM
7	KFWB-AM	KFWB-AM	KMPC-AM
8	KRTH-FM	KOST-FM	KRTH-FM
9	KNX -FM	KNX -FM	KLAC-AM
10	KEZY-AM	KJOI-FM	KNX -FM

Teens

M-S, 6am-Midnight
POP(00): 2164

	A/M '78	O/N '78	A/M '79
1	KEZY-AM	KMET-FM	KMET-FM
2	KMET-FM	KEZY-AM	KTNQ-AM
3	KHJ -AM	KHJ -AM	KLOS-FM
4	KTNQ-AM	KTNQ-AM	KEZY-AM
5	KLOS-FM	KIIS-FM	KRTH-FM
6	KWST-FM	KFI -AM	KUTE-FM
7	KIQQ-FM	KWST-FM	KIIS-FM
8	KRLA-AM	KLOS-FM	KHJ -AM
9	KFI -AM	KRTH-FM	KFI -AM
10	KUTE-FM	KUTE-FM	KIQQ-FM

M-F, 6-10am

1	KEZY-AM	KMET-FM	KMET-FM
2	KTNQ-AM	KEZY-AM	KTNQ-AM
3	KLOS-FM	KHJ -AM	KEZY-AM
4	KMET-FM	KTNQ-AM	KLOS-FM
5	KHJ -AM	KIIS-FM	KUTE-FM
6	KFI -AM	KFI -AM	KRTH-FM
7	KWST-FM	KWST-FM	KIQQ-FM
8	KRLA-AM	KLOS-FM	KHJ -AM
9	KUTE-FM	KYMS-FM	KIIS-FM
10	KRTH-FM	KEZY-FM	KFI -AM

M-F, 3-7pm

1	KEZY-AM	KMET-FM	KMET-FM
2	KMET-FM	KEZY-AM	KTNQ-AM
3	KTNQ-AM	KHJ -AM	KLOS-FM
4	KHJ -AM	KTNQ-AM	KEZY-AM
5	KLOS-FM	KIIS-FM	KRTH-FM
6	KWST-FM	KFI -AM	KUTE-FM
7	KIQQ-FM	KUTE-FM	KIIS-FM
8	KUTE-FM	KWST-FM	KHJ -AM
9	KRLA-AM	KRTH-FM	KRLA-AM
10	KRTH-FM	KYMS-FM	KFI -AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 5627

	A/M '78	O/N '78	A/M '79
1	KMET-FM	KMET-FM	KMET-FM
2	KLOS-FM	KNX -FM	KRTH-FM
3	KRTH-FM	KRTH-FM	KNX -FM
4	KNX -FM	KLOS-FM	KLOS-FM
5	KFI -AM	KBIG-FM	KFI -AM
6	KZLA-FM	KZLA-FM	KIIS-FM
7	KHJ -AM	KOST-FM	KMPC-AM
8	KABC-AM	KFI -AM	KIQQ-FM
9	KWST-FM	KROQ-FM	KZLA-FM
10	KMPC-AM	KMPC-AM	KRLA-AM

M-F, 6-10am

1	KMET-FM	KMET-FM	KMET-FM
2	KFI -AM	KNX -FM	KFI -AM
3	KRTH-FM	KFI -AM	KRTH-FM
4	KNX -FM	KRTH-FM	KNX -FM
5	KLOS-FM	KBIG-FM	KLOS-FM
6	KHJ -AM	KLOS-FM	KIQQ-FM
7	KZLA-FM	KZLA-FM	KZLA-FM
8	KMPC-AM	KMPC-AM	KIIS-FM
9	KWST-FM	KNX -AM	KRLA-AM
10	KABC-AM	KFWB-AM	KABC-AM

M-F, 3-7pm

1	KMET-FM	KMET-FM	KMET-FM
2	KLOS-FM	KNX -FM	KRTH-FM
3	KNX -FM	KBIG-FM	KNX -FM
4	KRTH-FM	KLOS-FM	KLOS-FM
5	KZLA-FM	KRTH-FM	KMPC-AM
6	KABC-AM	KZLA-FM	KZLA-FM
7	KWST-FM	KROQ-FM	KIIS-FM
8	KFI -AM	KOST-FM	KBIG-FM
9	KHJ -AM	KUTE-FM	KRLA-AM
10	KMPC-AM	KWIZ-FM	KFI -AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 6666

	A/M '78	O/N '78	A/M '79
1	KBIG-FM	KBIG-FM	KBIG-FM
2	KABC-AM	KNX -FM	KMPC-AM
3	KMPC-AM	KMPC-AM	KABC-AM
4	KNX -FM	KJOI-FM	KMET-FM
5	KRTH-FM	KOST-FM	KLAC-AM
6	KJOI-FM	KMET-FM	KNX -FM
7	KNX -AM	KLAC-AM	KFI -AM
8	KFI -AM	KRTH-FM	KRTH-FM
9	KLOS-FM	KABC-AM	KWIZ-AM
10	KZLA-FM	KNX -AM	KRLA-AM

M-F, 6-10am

1	KFI -AM	KBIG-FM	KFI -AM
2	KABC-AM	KMPC-AM	KABC-AM
3	KMPC-AM	KFI -AM	KLAC-AM
4	KBIG-FM	KNX -FM	KBIG-FM
5	KNX -AM	KABC-AM	KMPC-AM
6	KNX -FM	KLAC-AM	KMET-FM
7	KRTH-FM	KFWB-AM	KNX -FM
8	KFWB-AM	KNX -AM	KFWB-AM
9	KGBS-FM	KOST-FM	KNX -AM
10	KLAC-AM	KRTH-FM	KWIZ-AM

M-F, 3-7pm

1	KABC-AM	KBIG-FM	KBIG-FM
2	KBIG-FM	KNX -FM	KMPC-AM
3	KMPC-AM	KOST-FM	KNX -FM
4	KNX -FM	KMET-FM	KLAC-AM
5	KRTH-FM	KJOI-FM	KMET-FM
6	KJOI-FM	KMPC-AM	KABC-AM
7	KNX -AM	KRTH-FM	KRTH-FM
8	KGBS-FM	KNX -AM	KWIZ-AM
9	KLAC-AM	KLAC-AM	KFI -AM
10	KMET-FM	KFWB-AM	KRLA-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 14758

	A/M '78		O/N '78		A/M '79	
1	KBIG-FM	2626	KMET-FM	2757	KMET-FM	25
2	KABC-AM	2424	KBIG-FM	2601	KMPC-AM	24
3	KFI -AM	2153	KFI -AM	2271	KBIG-FM	24
4	KNX -AM	2095	KLOS-FM	2068	KABC-AM	21
5	KEZY-AM	2045	KNX -AM	2030	KRTH-FM	20
6	KFWB-AM	2042	KFWB-AM	1931	KNX -AM	20
7	KMPC-AM	2024	KHJ -AM	1899	KFWB-AM	20
8	KHJ -AM	1926	KEZY-AM	1796	KFI -AM	19
9	KMET-FM	1889	KJOI-FM	1755	KLOS-FM	18
10	KLOS-FM	1788	KOST-FM	1703	KJOI-FM	14

M-F, 6-10am

1	KNX -AM	KMET-FM	KFWB-AM
2	KBIG-FM	KFI -AM	KMET-FM
3	KFWB-AM	KBIG-FM	KFI -AM
4	KFI -AM	KNX -AM	KNX -AM
5	KABC-AM	KFWB-AM	KBIG-FM
6	KMET-FM	KNX -FM	KRTH-FM
7	KEZY-AM	KMPC-AM	KABC-AM
8	KHJ -AM	KHJ -AM	KMPC-AM
9	KMPC-AM	KEZY-AM	KLOS-FM
10	KNX -FM	KABC-AM	KNX -FM

M-F, 3-7pm

1	KBIG-FM	KMET-FM	KMET-FM
2	KABC-AM	KBIG-FM	KBIG-FM
3	KMET-FM	KLOS-FM	KMPC-AM
4	KNX -AM	KEZY-AM	KLOS-FM
5	KFWB-AM	KJOI-FM	KRTH-FM
6	KRTH-FM	KOST-FM	KABC-AM
7	KEZY-AM	KNX -AM	KTNQ-AM
8	KNX -FM	KMPC-AM	KFWB-AM
9	KFI -AM	KNX -FM	KNX -AM
10	KHJ -AM	KHJ -AM	KFI -AM

Teens

M-S, 6am-Midnight
POP(00): 2164

	A/M '78	O/N '78	A/M '79
1	KEZY-AM	KEZY-AM	KMET-FM
2	KHJ -AM	KMET-FM	KTNQ-AM
3	KMET-FM	KHJ -AM	KLOS-FM
4	KTNQ-AM	KTNQ-AM	KEZY-AM
5	KLOS-FM	KIIS-FM	KHJ -AM
6	KFI -AM	KFI -AM	KRTH-FM
7	KIQQ-FM	KLOS-FM	KFI -AM
8	KEZY-FM	KEZY-FM	KIIS-FM
9	KRLA-AM	KRTH-FM	KIQQ-FM
10	KRTH-FM	KIIS-AM	KUTE-FM

M-F, 6-10am

1	KEZY-AM	KMET-FM	KMET-FM
2	KHJ -AM	KEZY-AM	KTNQ-AM
3	KMET-FM	KHJ -AM	KEZY-AM
4	KTNQ-AM	KTNQ-AM	KLOS-FM
5	KLOS-FM	KIIS-FM	KHJ -AM
6	KFI -AM	KFI -AM	KRTH-FM
7	KWST-FM	KWST-FM	KUTE-FM
8	KRTH-FM	KEZY-FM	KFI -AM
9	KIQQ-FM	KIIS-AM	KIIS-FM
10	KRLA-AM	KLOS-FM	KIQQ-FM

M-F, 3-7pm

1	KEZY-AM	KMET-FM	KMET-FM
2	KMET-FM	KEZY-AM	KTNQ-AM
3	KTNQ-AM	KTNQ-AM	KLOS-FM
4	KHJ -AM	KHJ -AM	KEZY-AM
5	KLOS-FM	KIIS-FM	KHJ -AM
6	KIQQ-FM	KFI -AM	KRTH-FM
7	KRTH-FM	KLOS-FM	KUTE-FM
8	KFI -AM	KRTH-FM	KIIS-FM
9	KWST-FM	KWST-FM	KFI -AM
10	KRLA-AM	KEZY-FM	KEZY-FM

Adults 18-34

M-S, 6am-Midnight
POP(00) 5627

	A/M '78	O/N '78	A/M '79
1	KNX -FM	KMET-FM	KMET-FM
2	KMET-FM	KLOS-FM	KRTH-FM
3	KLOS-FM	KNX -FM	KLOS-FM
4	KRTH-FM	KRTH-FM	KNX -FM
5	KFI -AM	KFI -AM	KFI -AM
6	KHJ -AM	KHJ -AM	KIIS-FM
7	KEZY-AM	KEZY-FM	KMPC-AM
8	KABC-AM	KRLA-AM	KIQQ-FM
9	KBIG-FM	KEZY-AM	KEZY-FM
10	KIQQ-FM	KFWB-AM	KHJ -AM

(Please turn to page 50)

Anchorage

METRO RANK **148**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1440

	O/N '77		A/M '78		O/N '78		A/M '79	
1	KFQD-AM	23.6	KFQD-AM	19.0	KENI-AM	21.4	KENI-AM(R)	17.8
2	KENI-AM	17.1	KENI-AM	17.7	KFQD-AM	16.0	KFQD-AM(PA)	14.6
3	KYAK-AM	14.3	KHAR-AM	15.6	KGOT-FM	11.5	KHAR-AM(BM)	12.8
4	KHAR-AM	10.9	KANC-AM	10.0	KHAR-AM	9.9	KGOT-FM(A)	10.0
5	KKLV-FM	8.5	KYAK-AM	9.5	KKLV-FM	9.1	KKLV-FM(PA)	9.1
6	KGOT-FM	6.2	KKLV-FM	8.7	KYAK-AM	7.4	KYAK-AM(C)	6.4
7	KANC-AM	5.0	KGOT-FM	6.5	KANC-AM	6.2	KANC-AM(C)	5.0
8	KBYR-AM	5.0	KBYR-AM	6.1	KNIK-FM	5.3	KBYR-AM(D)	4.1
9	KNIK-FM	3.5	KNIK-FM	3.9	KBYR-AM	3.3	KJZZ-FM(J)	3.7
10	KJZZ-FM	1.6	KJZZ-FM	0.9	KJZZ-FM	1.6	KNIK-FM(BM)	3.2
11					KHUN-FM	0.4	KHUN-FM(RL)	2.3

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1440

	O/N '77		A/M '78		O/N '78		A/M '79	
1	KFQD-AM	61	KFQD-AM	44	KENI-AM	52	KENI-AM	39
2	KENI-AM	44	KENI-AM	41	KFQD-AM	39	KFQD-AM	32
3	KYAK-AM	37	KHAR-AM	36	KGOT-FM	28	KHAR-AM	28
4	KHAR-AM	28	KANC-AM	23	KHAR-AM	24	KGOT-FM	22
5	KKLV-FM	22	KYAK-AM	22	KKLV-FM	22	KKLV-FM	20
M-F, 6-10am								
1	KFQD-AM		KHAR-AM		KFQD-AM		KFQD-AM	
2	KYAK-AM		KFQD-AM		KENI-AM		KHAR-AM	
3	KENI-AM		KENI-AM		KHAR-AM		KENI-AM	
4	KHAR-AM		KYAK-AM		KYAK-AM		KYAK-AM	
5	KKLV-FM		KANC-AM		KANC-AM		KKLV-FM	
M-F, 3-7pm								
1	KFQD-AM		KENI-AM		KENI-AM		KENI-AM	
2	KENI-AM		KFQD-AM		KFQD-AM		KHAR-AM	
3	KYAK-AM		KHAR-AM		KGOT-FM		KFQD-AM	
4	KHAR-AM		KANC-AM		KHAR-AM		KGOT-FM	
5	KKLV-FM		KYAK-AM		KKLV-FM		KKLV-FM	

Teens
M-S, 6am-Midnight
POP(00): 226

	O/N '77	A/M '78	O/N '78	A/M '79
1	KENI-AM	KENI-AM	KENI-AM	KENI-AM
2	KANC-AM	KANC-AM	KFQD-AM	KFQD-AM
3	KFQD-AM	KFQD-AM	KGOT-FM	KGOT-FM
4	KYAK-AM	KGOT-FM	KBYR-AM	KBYR-AM
5	KGOT-FM	KHAR-AM	KANC-AM	KJZZ-FM
M-F, 6-10am				
1	KENI-AM	KENI-AM	KENI-AM	KENI-AM
2	KFQD-AM	KANC-AM	KGOT-FM	KFQD-AM
3	KANC-AM	KFQD-AM	KFQD-AM	KGOT-FM
4	KYAK-AM	KGOT-FM	KANC-AM	KJZZ-FM
5	KGOT-FM	KHAR-AM	KBYR-AM	KKLV-FM
M-F, 3-7pm				
1	KENI-AM	KENI-AM	KENI-AM	KENI-AM
2	KANC-AM	KANC-AM	KFQD-AM	KFQD-AM
3	KFQD-AM	KFQD-AM	KGOT-FM	KJZZ-FM
4	KKLV-FM	KGOT-FM	KKLV-FM	KBYR-AM
5	KGOT-FM	KBYR-AM	KHAR-AM	KGOT-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 714

	O/N '77	A/M '78	O/N '78	A/M '79
1	KFQD-AM	KFQD-AM	KFQD-AM	KFQD-AM
2	KENI-AM	KENI-AM	KGOT-FM	KENI-AM
3	KKLV-FM	KANC-AM	KENI-AM	KGOT-FM
4	KGOT-FM	KKLV-FM	KKLV-FM	KKLV-FM
5	KANC-AM	KGOT-FM	KANC-AM	KANC-AM
M-F, 6-10am				
1	KFQD-AM	KFQD-AM	KFQD-AM	KFQD-AM
2	KENI-AM	KENI-AM	KENI-AM	KENI-AM
3	KKLV-FM	KANC-AM	KGOT-FM	KKLV-FM
4	KGOT-FM	KGOT-FM	KKLV-FM	KGOT-FM
5	KYAK-AM	KYAK-AM	KBYR-AM	KANC-AM
M-F, 3-7pm				
1	KFQD-AM	KFQD-AM	KENI-AM	KENI-AM
2	KENI-AM	KANC-AM	KGOT-FM	KGOT-FM
3	KKLV-FM	KENT-AM	KFQD-AM	KFQD-AM
4	KGOT-FM	KKLV-FM	KKLV-FM	KKLV-FM
5	KANC-AM	KGOT-FM	KANC-AM	KANC-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 683

	O/N '77	A/M '78	O/N '78	A/M '79
1	KFQD-AM	KFQD-AM	KFQD-AM	KFQD-AM
2	KYAK-AM	KHAR-AM	KHAR-AM	KHAR-AM
3	KHAR-AM	KYAK-AM	KYAK-AM	KENI-AM
4	KKLV-FM	KENI-AM	KENI-AM	KKLV-FM
5	KBYR-AM	KKLV-FM	KANC-AM	KANC-AM
M-F, 6-10am				
1	KFQD-AM	KFQD-AM	KFQD-AM	KFQD-AM
2	KYAK-AM	KHAR-AM	KHAR-AM	KHAR-AM
3	KHAR-AM	KYAK-AM	KYAK-AM	KENI-AM
4	KBYR-AM	KENI-AM	KENI-AM	KANC-AM
5	KENI-AM	KBYR-AM	KANC-AM	KYAK-AM
M-F, 3-7pm				
1	KFQD-AM	KFQD-AM	KFQD-AM	KHAR-AM
2	KYAK-AM	KHAR-AM	KHAR-AM	KFQD-AM
3	KHAR-AM	KYAK-AM	KENI-AM	KKLV-FM
4	KKLV-FM	KKLV-FM	KYAK-AM	KANC-AM
5	KGOT-FM	KENI-AM	KBYR-AM	KENI-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1440

	O/N '77		A/M '78		O/N '78		A/M '79	
1	KENI-AM	583	KENI-AM	544	KENI-AM	626	KENI-AM	552
2	KFQD-AM	509	KFQD-AM	457	KFQD-AM	452	KFQD-AM	447
3	KANC-AM	458	KANC-AM	412	KHAR-AM	325	KHAR-AM	349
4	KYAK-AM	344	KHAR-AM	370	KGOT-FM	267	KGOT-FM	298
5	KHAR-AM	328	KYAK-AM	289	KKLV-FM	267	KBYR-AM	243
M-F, 6-10am								
1	KENI-AM		KFQD-AM		KENI-AM		KENI-AM	
2	KFQD-AM		KENI-AM		KFQD-AM		KFQD-AM	
3	KYAK-AM		KHAR-AM		KHAR-AM		KHAR-AM	
4	KHAR-AM		KANC-AM		KYAK-AM		KGOT-FM	
5	KKLV-FM		KYAK-AM		KGOT-FM		KYAK-AM	
M-F, 3-7pm								
1	KENI-AM		KENI-AM		KENI-AM		KENI-AM	
2	KFQD-AM		KFQD-AM		KFQD-AM		KFQD-AM	
3	KANC-AM		KANC-AM		KHAR-AM		KHAR-AM	
4	KHAR-AM		KHAR-AM		KGOT-FM		KGOT-FM	
5	KYAK-AM		KYAK-AM		KYAK-AM		KKLV-FM	

Teens
M-S, 6am-Midnight
POP(00): 226

	O/N '77	A/M '78	O/N '78	A/M '79
1	KENI-AM	KENI-AM	KENI-AM	KENI-AM
2	KANC-AM	KANC-AM	KFQD-AM	KFQD-AM
3	KFQD-AM	KFQD-AM	KGOT-FM	KGOT-FM
4	KYAK-AM	KGOT-FM	KKLV-FM	KBYR-AM
5	KGOT-FM	KHAR-AM	KYAK-AM	KKLV-FM
M-F, 6-10am				
1	KENI-AM	KENI-AM	KENI-AM	KENI-AM
2	KANC-AM	KANC-AM	KGOT-FM	KFQD-AM
3	KFQD-AM	KFQD-AM	KFQD-AM	KGOT-FM
4	KYAK-AM	KGOT-FM	KHAR-AM	KJZZ-FM
5	KGOT-FM	KHAR-AM	KYAK-AM	KBYR-AM
M-F, 3-7pm				
1	KENI-AM	KENI-AM	KENI-AM	KENI-AM
2	KANC-AM	KANC-AM	KFQD-AM	KFQD-AM
3	KFQD-AM	KGOT-FM	KGOT-FM	KGOT-FM
4	KKLV-FM	KFQD-AM	KKLV-FM	KKLV-FM
5	KGOT-FM	KBYR-AM	KYAK-AM	KBYR-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 714

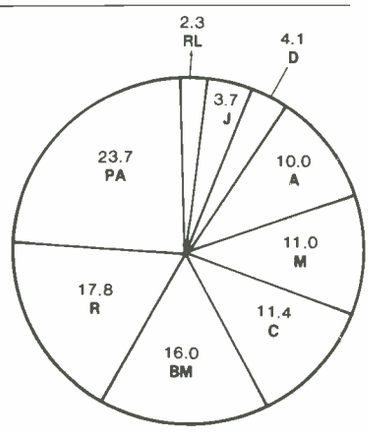
	O/N '77	A/M '78	O/N '78	A/M '79
1	KFQD-AM	KFQD-AM	KENI-AM	KENI-AM
2	KENI-AM	KENI-AM	KFQD-AM	KFQD-AM
3	KANC-AM	KANC-AM	KGOT-FM	KGOT-FM
4	KKLV-FM	KBYR-AM	KKLV-FM	KKLV-FM
5	KGOT-FM	KKLV-FM	KBYR-AM	KHAR-AM
M-F, 6-10am				
1	KFQD-AM	KFQD-AM	KFQD-AM	KFQD-AM
2	KENI-AM	KENI-AM	KENI-AM	KENI-AM
3	KKLV-FM	KANC-AM	KGOT-FM	KGOT-FM
4	KGOT-FM	KKLV-FM	KKLV-FM	KKLV-FM
5	KANC-AM	KGOT-FM	KBYR-AM	KHAR-AM
M-F, 3-7pm				
1	KFQD-AM	KFQD-AM	KENI-AM	KENI-AM
2	KENI-AM	KENI-AM	KGOT-FM	KGOT-FM
3	KANC-AM	KANC-AM	KGOT-FM	KFQD-AM
4	KKLV-FM	KKLV-FM	KKLV-FM	KKLV-FM
5	KHAR-AM	KGOT-FM	KBYR-AM	KBYR-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 683

	O/N '77	A/M '78	O/N '78	A/M '79
1	KFQD-AM	KFQD-AM	KFQD-AM	KFQD-AM
2	KHAR-AM	KENI-AM	KHAR-AM	KHAR-AM
3	KYAK-AM	KHAR-AM	KENI-AM	KENI-AM
4	KENI-AM	KYAK-AM	KKLV-FM	KKLV-FM
5	KKLV-FM	KANC-AM	KYAK-AM	KBYR-AM
M-F, 6-10am				
1	KFQD-AM	KFQD-AM	KFQD-AM	KFQD-AM
2	KYAK-AM	KHAR-AM	KHAR-AM	KHAR-AM
3	KHAR-AM	KYAK-AM	KENI-AM	KENI-AM
4	KENI-AM	KENI-AM	KYAK-AM	KYAK-AM
5	KKLV-FM	KANC-AM	KBYR-AM	KKLV-FM
M-F, 3-7pm				
1	KFQD-AM	KFQD-AM	KFQD-AM	KFQD-AM
2	KHAR-AM	KHAR-AM	KHAR-AM	KHAR-AM
3	KYAK-AM	KYAK-AM	KENI-AM	KENI-AM
4	KENI-AM	KANC-AM	KYAK-AM	KKLV-FM
5	KKLV-FM	KENI-AM	KANC-AM	KANC-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Appleton-Oshkosh

METRO RANK **114**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2381

	A/M '77		A/M '78		A/M '79	
1	WNAM-AM	14.0	WNAM-AM	13.7	WNAM-AM(R)	12.7
2	WHBY-AM	13.1	WROE-FM	12.0	WHBY-AM(PA)	11.9
3	WROE-FM	11.9	WKAU-AF	10.7	WKAU-AF(R)	8.8
4	WKAU-AF	10.9	WHBY-AM	10.7	WROE-FM(BM)	8.8
5	WYTL-AM	10.0	WIXX-FM	9.6	WIXX-FM(R)	8.0
6	WIXX-FM	7.3	WYTL-AM	8.5	WYTL-AM(C)	7.7
7	WKAU-AM	5.5	WOSH-FM	6.6	WOSH-FM(R)	7.2
8	WKAU-FM	5.5	WYNE-AM	4.9	WAPL-FM(A)	6.6
9	WYNF-AM	4.6	WMKC-FM	4.1	WGEE-AM(C)	4.7
10	WOSH-FM	4.0	WAPL-AF	2.2	WMKC-FM(PA)	2.8
11	WGEE-AM	4.0	WGEE-AM	1.9	WYNE-AM(PA)	2.5
12	WIMJ-AM	3.3	WGN -AM	1.6	WDUZ-FM(BM)	2.5
13	WMKC-FM	2.4	WISN-AM	1.4	WDUZ-AM(R)	1.1
14	WCXR-FM	2.1	WCUB-AM	1.4	WISS-AF(C)	1.1
15	WAPL-AM	1.2	WMAQ-AM	1.1	WEMI-FM(RL)	1.1
16	WBKV-FM	1.2	WAGO-AM	0.8	WISN-AM(PA)	0.8
17	WDUZ-FM	0.9	WEMI-FM	0.8	WTMJ-AM(PA)	0.8
18	WAGO-AM	0.9	WDUZ-FM	0.8	WAGO-AM(R)	0.8
19	WGN -AM	0.9			WBKV-FM(BM)	0.8
20					WLIH-FM(R)	0.6
21					WBBM-AM(N)	0.6

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2381

	A/M '77		A/M '78		A/M '79	
1	WNAM-AM	46	WNAM-AM	50	WNAM-AM	46
2	WHBY-AM	43	WROE-FM	44	WHBY-AM	43
3	WROE-FM	39	WKAU-AF	39	WKAU-AF	32
4	WKAU-AF	36	WHBY-AM	39	WROE-FM	32
5	WYTL-AM	33	WIXX-FM	35	WIXX-FM	29
M-F, 6-10am						
1	WHBY-AM		WHBY-AM		WNAM-AM	
2	WYTL-AM		WNAM-AM		WHBY-AM	
3	WNAM-AM		WROE-FM		WYTL-AM	
4	WKAU-AF		WYTL-AM		WROE-FM	
5	WROE-FM		WKAU-AF		WIXX-FM	
M-F, 3-7pm						
1	WNAM-AM		WNAM-AM		WNAM-AM	
2	WROE-FM		WROE-FM		WKAU-AF	
3	WKAU-AF		WIXX-FM		WIXX-FM	
4	WHBY-AM		WYTL-AM		WROE-FM	
5	WIXX-FM		WKAU-AF		WHBY-AM	

Teens
M-S, 6am-Midnight
POP(00): 353

	A/M '77	A/M '78	A/M '79
1	WKAU-AF	WNAM-AM	WNAM-AM
2	WNAM-AM	WIXX-FM	WKAU-AF
3	WIXX-FM	WKAU-AF	WIXX-FM
4	WKAU-FM	WOSH-FM	WOSH-FM
5	WOSH-FM	WHBY-AM	WHBY-AM
M-F, 6-10am			
1	WIXX-FM	WNAM-AM	WNAM-AM
2	WKAU-AF	WIXX-FM	WKAU-AF
3	WNAM-AM	WKAU-AF	WIXX-FM
4	WKAU-FM	WOSH-FM	WOSH-FM
5	WOSH-FM	WHBY-AM	WHBY-AM
M-F, 3-7pm			
1	WNAM-AM	WNAM-AM	WNAM-AM
2	WKAU-AF	WIXX-FM	WKAU-AF
3	WIXX-FM	WKAU-AF	WIXX-FM
4	WKAU-FM	WOSH-FM	WOSH-FM
5	WOSH-FM	WAPL-AF	WAPL-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 898

	A/M '77	A/M '78	A/M '79
1	WNAM-AM	WNAM-AM	WNAM-AM
2	WKAU-AF	WKAU-AF	WAPL-FM
3	WIXX-FM	WIXX-FM	WKAU-AF
4	WKAU-AM	WOSH-FM	WIXX-FM
5	WROE-FM	WROE-FM	WOSH-FM
M-F, 6-10am			
1	WNAM-AM	WNAM-AM	WNAM-AM
2	WKAU-AF	WKAU-AF	WAPL-FM
3	WYTL-AM	WROE-FM	WIXX-FM
4	WHBY-AM	WIXX-FM	WKAU-AF
5	WKAU-AM	WOSH-FM	WOSH-FM
M-F, 3-7pm			
1	WNAM-AM	WNAM-AM	WNAM-AM
2	WKAU-AF	WIXX-FM	WKAU-AF
3	WROE-FM	WOSH-FM	WIXX-FM
4	WIXX-FM	WKAU-AF	WAPL-FM
5	WKAU-AM	WYTL-AM	WOSH-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 900

	A/M '77	A/M '78	A/M '79
1	WYTL-AM	WYTL-AM	WNAM-AM
2	WHBY-AM	WNAM-AM	WYTL-AM
3	WROE-FM	WROE-FM	WHBY-AM
4	WNAM-AM	WKAU-AF	WROE-FM
5	WKAU-AF	WIXX-FM	WGEE-AM
M-F, 6-10am			
1	WYTL-AM	WNAM-AM	WNAM-AM
2	WHBY-AM	WKAU-AF	WHBY-AM
3	WKAU-AF	WHBY-AM	WIXX-FM
4	WYTL-AM	WIXX-FM	WKAU-AF
5	WROE-FM	WYTL-AM	WYTL-AM
M-F, 3-7pm			
1	WNAM-AM	WNAM-AM	WNAM-AM
2	WKAU-AF	WIXX-FM	WIXX-FM
3	WHBY-AM	WROE-FM	WKAU-AF
4	WIXX-FM	WKAU-AF	WHBY-AM
5	WROE-FM	WYTL-AM	WROE-FM

Teens
M-S, 6am-Midnight
POP(00): 353

	A/M '77	A/M '78	A/M '79
1	WKAU-AF	WNAM-AM	WNAM-AM
2	WNAM-AM	WIXX-FM	WIXX-FM
3	WIXX-FM	WKAU-AF	WKAU-AF
4	WKAU-FM	WOSH-FM	WOSH-FM
5	WKAU-AM	WHBY-AM	WHBY-AM
M-F, 6-10am			
1	WKAU-AF	WIXX-FM	WNAM-AM
2	WIXX-FM	WNAM-AM	WIXX-FM
3	WNAM-AM	WKAU-AF	WKAU-AF
4	WKAU-FM	WOSH-FM	WOSH-FM
5	WKAU-AM	WHBY-AM	WHBY-AM
M-F, 3-7pm			
1	WKAU-AF	WNAM-AM	WNAM-AM
2	WNAM-AM	WIXX-FM	WKAU-AF
3	WIXX-FM	WKAU-AF	WIXX-FM
4	WKAU-FM	WOSH-FM	WOSH-FM
5	WOSH-FM	WAPL-AF	WAPL-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 898

	A/M '77	A/M '78	A/M '79
1	WNAM-AM	WNAM-AM	WNAM-AM
2	WKAU-AF	WIXX-FM	WIXX-FM
3	WIXX-FM	WKAU-AF	WKAU-AF
4	WKAU-AM	WOSH-FM	WAPL-FM
5	WKAU-FM	WROE-FM	WOSH-FM
M-F, 6-10am			
1	WKAU-AF	WNAM-AM	WNAM-AM
2	WNAM-AM	WKAU-AF	WIXX-FM
3	WKAU-AM	WIXX-FM	WOSH-FM
4	WIXX-FM	WOSH-FM	WAPL-FM
5	WYTL-AM	WYNE-AM	WKAU-AF
M-F, 3-7pm			
1	WNAM-AM	WNAM-AM	WNAM-AM
2	WKAU-AF	WIXX-FM	WIXX-FM
3	WIXX-FM	WKAU-AF	WKAU-AF
4	WKAU-AM	WOSH-FM	WAPL-FM
5	WYTL-AM	WYNE-AM	WOSH-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 900

	A/M '77	A/M '78	A/M '79
1	WNAM-AM	WNAM-AM	WNAM-AM
2	WYTL-AM	WROE-FM	WHBY-AM
3	WKAU-AF	WIXX-FM	WYTL-AM
4	WROE-FM	WYTL-AM	WKAU-AF
5	WHBY-AM	WKAU-AF	WIXX-FM
M-F, 6-10am			
1	WYTL-AM	WNAM-AM	WNAM-AM
2	WHBY-AM	WYTL-AM	WYTL-AM
3	WNAM-AM	WHBY-AM	WHBY-AM
4	WKAU-AF	WROE-FM	WIXX-FM
5	WKAU-AM	WKAU-AF	WKAU-AF
M-F, 3-7pm			
1	WNAM-AM	WNAM-AM	WNAM-AM
2	WYTL-AM	WYTL-AM	WKAU-AF
3	WHBY-AM	WIXX-FM	WYTL-AM
4	WROE-FM	WROE-FM	WHBY-AM
5	WKAU-AF	WKAU-AF	WIXX-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2381

	A/M '77		A/M '78		A/M '79	
1	WNAM-AM	807	WNAM-AM	949	WNAM-AM	940
2	WKAU-AF	710	WIXX-FM	696	WKAU-AF	603
3	WHBY-AM	528	WKAU-AF	676	WIXX-FM	598
4	WYTL-AM	513	WROE-FM	579	WHBY-AM	576
5	WROE-FM	508	WHBY-AM	464	WROE-FM	478
M-F, 6-10am						
1	WNAM-AM		WNAM-AM		WNAM-AM	
2	WHBY-AM		WKAU-AF		WHBY-AM	
3	WKAU-AF		WHBY-AM		WIXX-FM	
4	WYTL-AM		WIXX-FM		WKAU-AF	
5	WROE-FM		WYTL-AM		WYTL-AM	
M-F, 3-7pm						
1	WNAM-AM		WNAM-AM		WNAM-AM	
2	WKAU-AF		WIXX-FM		WIXX-FM	
3	WHBY-AM		WROE-FM		WKAU-AF	
4	WIXX-FM		WKAU-AF		WHBY-AM	
5	WROE-FM		WYTL-AM		WROE-FM	

Teens
M-S, 6am-Midnight
POP(00): 353

	A/M '77	A/M '78	A/M '79
1	WKAU-AF	WNAM-AM	WNAM-AM
2	WNAM-AM	WIXX-FM	WIXX-FM
3	WIXX-FM	WKAU-AF	WKAU-AF
4	WKAU-FM	WOSH-FM	WOSH-FM
5	WKAU-AM	WHBY-AM	WHBY-AM
M-F, 6-10am			
1	WKAU-AF	WIXX-FM	WNAM-AM
2	WIXX-FM	WNAM-AM	WIXX-FM
3	WNAM-AM	WKAU-AF	WKAU-AF
4	WKAU-FM	WOSH-FM	WOSH-FM
5	WKAU-AM	WHBY-AM	WHBY-AM
M-F, 3-7pm			
1	WKAU-AF	WNAM-AM	WNAM-AM
2	WNAM-AM	WIXX-FM	WKAU-AF
3	WIXX-FM	WKAU-AF	WIXX-FM
4	WKAU-FM	WOSH-FM	WOSH-FM
5	WOSH-FM	WAPL-AF	WAPL-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 898

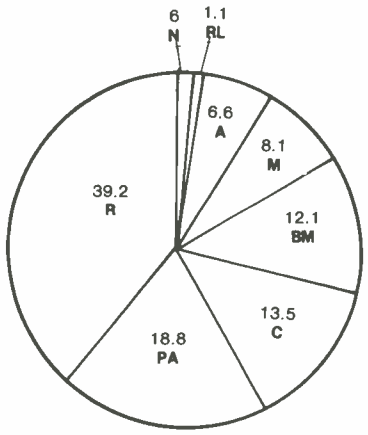
	A/M '77	A/M '78	A/M '79
1	WNAM-AM	WNAM-AM	WNAM-AM
2	WKAU-AF	WIXX-FM	WIXX-FM
3	WIXX-FM	WKAU-AF	WKAU-AF
4	WKAU-AM	WOSH-FM	WAPL-FM
5	WKAU-FM	WROE-FM	WOSH-FM
M-F, 6-10am			
1	WKAU-AF	WNAM-AM	WNAM-AM
2	WNAM-AM	WKAU-AF	WIXX-FM
3	WKAU-AM	WIXX-FM	WOSH-FM
4	WIXX-FM	WOSH-FM	WAPL-FM
5	WYTL-AM	WYNE-AM	WKAU-AF
M-F, 3-7pm			
1	WNAM-AM	WNAM-AM	WNAM-AM
2	WKAU-AF	WIXX-FM	WIXX-FM
3	WIXX-FM	WKAU-AF	WKAU-AF
4	WKAU-AM	WOSH-FM	WAPL-FM
5	WYTL-AM	WYNE-AM	WOSH-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 900

	A/M '77	A/M '78	A/M '79
1	WNAM-AM	WNAM-AM	WNAM-AM
2	WYTL-AM	WROE-FM	WHBY-AM
3	WKAU-AF	WIXX-FM	WYTL-AM
4	WROE-FM	WYTL-AM	WKAU-AF
5	WHBY-AM	WKAU-AF	WIXX-FM
M-F, 6-10am			
1	WYTL-AM	WNAM-AM	WNAM-AM
2	WHBY-AM	WYTL-AM	WYTL-AM
3	WNAM-AM	WHBY-AM	WHBY-AM
4	WKAU-AF	WROE-FM	WIXX-FM
5	WKAU-AM	WKAU-AF	WKAU-AF
M-F, 3-7pm			
1	WNAM-AM	WNAM-AM	WNAM-AM
2	WYTL-AM	WYTL-AM	WKAU-AF
3	WHBY-AM	WIXX-FM	WYTL-AM
4	WROE-FM	WROE-FM	WHBY-AM
5	WKAU-AF	WKAU-AF	WIXX-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Asheville

METRO RANK 150

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1437

	A/M '77		A/M '78		A/M '79	
1	WWNC-AM	41.7	WWNC-AM	37.4	WWNC-AM(C)	42.1
2	WISE-AM	21.1	WISE-AM	14.8	WISE-AM(R)	13.4
3	WLOS-FM	10.3	WLOS-FM	14.3	WLOS-FM(BM)	12.0
4	WFBC-FM	5.8	WFBC-FM	6.9	WRAQ-AM(R)	6.2
5	WSKY-AM	2.7	WRAQ-AM	4.9	WKIT-FM(C)	3.8
6	WFGW-AM	2.7	WSKY-AM	3.0	WFBC-FM(R)	3.8
7	WKKE-AM	2.2	WKIT-FM	2.5	WFGW-AM(RL)	1.9
8	WKIT-FM	1.8	WFGW-AM	1.5	WSKY-AM(R)	1.0
9	WMMH-AM	0.9	WMMH-AM	1.0	WMIT-FM(RL)	1.0
10	WMIT-FM	0.9	WBIR-FM	1.0	WMMH-AM(C)	1.0
11	WLAC-AM	0.4			WSPA-FM(BM)	0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1437

	A/M '77		A/M '78		A/M '79	
1	WWNC-AM	93	WWNC-AM	76	WWNC-AM	88
2	WISE-AM	47	WISE-AM	30	WISE-AM	28
3	WLOS-FM	23	WLOS-FM	29	WLOS-FM	25
4	WFBC-FM	13	WFBC-FM	14	WRAQ-AM	13
5	WSKY-AM	6	WRAQ-AM	10	WKIT-FM	8

M-F, 6-10am

1	WWNC-AM	WWNC-AM	WWNC-AM
2	WISE-AM	WISE-AM	WISE-AM
3	WLOS-FM	WLOS-FM	WLOS-FM
4	WKKE-AM	WSKY-AM	WRAQ-AM
5	WFBC-FM	WRAQ-AM	WKIT-FM

M-F, 3-7pm

1	WWNC-AM	WWNC-AM	WWNC-AM
2	WISE-AM	WISE-AM	WISE-AM
3	WLOS-FM	WLOS-FM	WLOS-FM
4	WFBC-FM	WFBC-FM	WRAQ-AM
5	WKKE-AM	WRAQ-AM	WFBC-FM

Teens
M-S, 6am-Midnight
POP(00): 165

	A/M '77	A/M '78	A/M '79
1	WISE-AM	WISE-AM	WISE-AM
2	WWNC-AM	WRAQ-AM	WRAQ-AM
3	WLAC-AM	WFBC-FM	WFBC-FM
4	WFBC-FM	WWNC-AM	WWNC-AM
5	WKKE-AM	WLOS-FM	WLOS-FM

M-F, 6-10am

1	WISE-AM	WISE-AM	WISE-AM
2	WWNC-AM	WWNC-AM	WRAQ-AM
3	WSKY-AM	WRAQ-AM	WWNC-AM
4	WKKE-AM	WMMH-AM	WSKY-AM
5	WKIT-FM	WLOS-FM	WLOS-FM

M-F, 3-7pm

1	WISE-AM	WISE-AM	WISE-AM
2	WWNC-AM	WRAQ-AM	WRAQ-AM
3	WSKY-AM	WFBC-FM	WFBC-FM
4	WKKE-AM	WBIR-FM	WWNC-AM
5	WLAC-AM	WLOS-FM	WLOS-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 448

	A/M '77	A/M '78	A/M '79
1	WISE-AM	WISE-AM	WISE-AM
2	WWNC-AM	WFBC-FM	WWNC-AM
3	WFBC-FM	WWNC-AM	WRAQ-AM
4	WSKY-AM	WLOS-FM	WKIT-FM
5	WKKE-AM	WRAQ-AM	WFBC-FM

M-F, 6-10am

1	WWNC-AM	WWNC-AM	WWNC-AM
2	WISE-AM	WISE-AM	WISE-AM
3	WFBC-FM	WSKY-AM	WRAQ-AM
4	WKKE-AM	WLOS-FM	WFBC-FM
5	WLOS-FM	WFBC-FM	WSKY-AM

M-F, 3-7pm

1	WISE-AM	WISE-AM	WISE-AM
2	WWNC-AM	WFBC-FM	WWNC-AM
3	WLOS-FM	WLOS-FM	WRAQ-AM
4	WSKY-AM	WRAQ-AM	WFBC-FM
5	WFBC-FM	WSKY-AM	WLOS-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 560

	A/M '77	A/M '78	A/M '79
1	WWNC-AM	WWNC-AM	WWNC-AM
2	WISE-AM	WISE-AM	WISE-AM
3	WLOS-FM	WLOS-FM	WLOS-FM
4	WFBC-FM	WFBC-FM	WKIT-FM
5	WSKY-AM	WRAQ-AM	WRAQ-AM

M-F, 6-10am

1	WWNC-AM	WWNC-AM	WWNC-AM
2	WISE-AM	WISE-AM	WISE-AM
3	WSKY-AM	WSKY-AM	WRAQ-AM
4	WKKE-AM	WFBC-FM	WFBC-FM
5	WFBC-FM	WRAQ-AM	WKIT-FM

M-F, 3-7pm

1	WWNC-AM	WWNC-AM	WWNC-AM
2	WISE-AM	WISE-AM	WISE-AM
3	WLOS-FM	WLOS-FM	WLOS-FM
4	WKKE-AM	WRAQ-AM	WRAQ-AM
5	WSKY-AM	WFBC-FM	WKIT-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1437

	A/M '77		A/M '78		A/M '79	
1	WWNC-AM	862	WWNC-AM	792	WWNC-AM	838
2	WISE-AM	538	WISE-AM	517	WISE-AM	497
3	WLOS-FM	300	WLOS-FM	317	WLOS-FM	313
4	WSKY-AM	286	WRAQ-AM	310	WRAQ-AM	260
5	WFBC-FM	186	WSKY-AM	241	WSKY-AM	233

M-F, 6-10am

1	WWNC-AM	WWNC-AM	WWNC-AM
2	WISE-AM	WISE-AM	WISE-AM
3	WLOS-FM	WLOS-FM	WLOS-FM
4	WFBC-FM	WRAQ-AM	WRAQ-AM
5	WKKE-AM	WSKY-AM	WKIT-FM

M-F, 3-7pm

1	WWNC-AM	WWNC-AM	WWNC-AM
2	WISE-AM	WISE-AM	WISE-AM
3	WLOS-FM	WLOS-FM	WLOS-FM
4	WSKY-AM	WRAQ-AM	WRAQ-AM
5	WFBC-FM	WSKY-AM	WFBC-FM

Teens
M-S, 6am-Midnight
POP(00): 165

	A/M '77	A/M '78	A/M '79
1	WISE-AM	WISE-AM	WISE-AM
2	WWNC-AM	WRAQ-AM	WRAQ-AM
3	WSKY-AM	WWNC-AM	WFBC-FM
4	WLAC-AM	WFBC-FM	WSKY-AM
5	WFBC-FM	WSKY-AM	WWNC-AM

M-F, 6-10am

1	WISE-AM	WISE-AM	WISE-AM
2	WWNC-AM	WWNC-AM	WRAQ-AM
3	WSKY-AM	WRAQ-AM	WWNC-AM
4	WFBC-FM	WSKY-AM	WLOS-FM
5	WKKE-AM	WFBC-FM	WSKY-AM

M-F, 3-7pm

1	WISE-AM	WISE-AM	WISE-AM
2	WWNC-AM	WRAQ-AM	WRAQ-AM
3	WSKY-AM	WFBC-FM	WSKY-AM
4	WKKE-AM	WWNC-AM	WFBC-FM
5	WLAC-AM	WLOS-FM	WWNC-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 448

	A/M '77	A/M '78	A/M '79
1	WISE-AM	WISE-AM	WISE-AM
2	WWNC-AM	WRAQ-AM	WWNC-AM
3	WSKY-AM	WWNC-AM	WRAQ-AM
4	WFBC-FM	WSKY-AM	WFBC-FM
5	WKKE-AM	WFBC-FM	WSKY-AM

M-F, 6-10am

1	WWNC-AM	WISE-AM	WISE-AM
2	WISE-AM	WWNC-AM	WWNC-AM
3	WFBC-FM	WLOS-FM	WRAQ-AM
4	WKKE-AM	WRAQ-AM	WKIT-FM
5	WSKY-AM	WSKY-AM	WFBC-FM

M-F, 3-7pm

1	WISE-AM	WISE-AM	WISE-AM
2	WWNC-AM	WRAQ-AM	WWNC-AM
3	WSKY-AM	WSKY-AM	WRAQ-AM
4	WFBC-FM	WWNC-AM	WFBC-FM
5	WLOS-FM	WLOS-FM	WLOS-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 560

	A/M '77	A/M '78	A/M '79
1	WWNC-AM	WWNC-AM	WWNC-AM
2	WISE-AM	WISE-AM	WISE-AM
3	WSKY-AM	WRAQ-AM	WLOS-FM
4	WLOS-FM	WSKY-AM	WKIT-FM
5	WKKE-AM	WLOS-FM	WSKY-AM

M-F, 6-10am

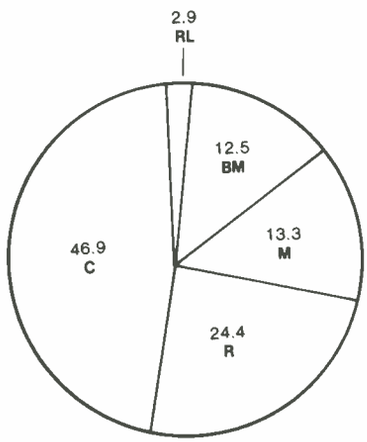
1	WWNC-AM	WWNC-AM	WWNC-AM
2	WISE-AM	WISE-AM	WISE-AM
3	WLOS-FM	WLOS-FM	WLOS-FM
4	WKKE-AM	WSKY-AM	WRAQ-AM
5	WFBC-FM	WRAQ-AM	WKIT-FM

M-F, 3-7pm

1	WWNC-AM	WWNC-AM	WWNC-AM
2	WISE-AM	WISE-AM	WISE-AM
3	WLOS-FM	WLOS-FM	WLOS-FM
4	WKKE-AM	WRAQ AM	WRAQ-AM
5	WSKY-AM	WFBC-FM	WKIT-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Atlanta

METRO RANK **18**

A/M '79 Market Overview

Although metro in-tab dropped by 90 diaries in this book, compared to the O/N'78 sweep, no drastic overall audience shifts were noted by Arbitron. Perennial P/A leader **WSB** is again on top of the market with its usual good Spring numbers, due partially to Braves baseball being a novelty at that time of year. However, WSB's Spring numbers have been declining for the past two years now, perhaps keeping pace with the lack of success of the Braves. On an up note, **WKLS** did well for itself by continuing to utilize the **Burkhart-Abrams** Superstars format to achieve AOR success. Country **WPLO** rebounded to a 5 share, based largely on a great deal of outside activity; the station tied in to all sports teams, plus used billboards and some TV. In the rocker battle, **WQXI-FM** closed the gap on **WZGC.** WZGC's new PD **John Young** was getting to know the market during the A/M sweep, and there was some fallout owing to the shift of the Ramblin' Raft Race from WQXI to WZGC with WQXI mounting an attention-getting counter-campaign. WQXI very aggressive, trying to scoop WZGC on music and promotions.

Certain formats did not fare well in Atlanta during the Spring survey. Among those were Black, Beautiful Music, and Talk radio. Black-formatted **WVEE** went down a share point, most significantly among adults in the morning and in teens virtually across the board.

Beautiful Music **WPCH** slid more than two share points, signified by its losing almost half of its female audience. Worst female losses struck in midday and the evening.

Finally, Talk Radio **WRNG** dropped to its lowest numbers in two years with defections of female listeners most prevalent in the afternoon, while men dropped significantly in midday.

Average Persons 12+ Share Trends

M-S, 6am-Midnight
POP(00): 14860

	A/M '78		O/N '78		A/M '79	
1	WSB -AM	16.5	WSB -AM	13.8	WSB -AM(PA)	15.4
2	WZGC-FM	12.5	WZGC-FM	12.2	WZGC-FM(R)	11.4
3	WQXI-FM	7.1	WPCH-FM	7.4	WQXI-FM(R)	8.3
4	WKLS-FM	6.8	WVEE-FM	7.1	WKLS-FM(A)	7.8
5	WPCH-FM	6.4	WQXI-FM	7.0	WSB -FM(BM)	6.4
6	WSB -FM	6.3	WKLS-FM	7.0	WVEE-FM(B)	6.1
7	WPLO-AM	5.5	WSB -FM	6.8	WPLO-AM(C)	5.1
8	WQXI-AM	5.2	WPLO-AM	4.6	WPCH-FM(BM)	5.0
9	WVEE-FM	4.6	WLTA-FM	4.3	WQXI-AM(R)	4.0
10	WRNG-AM	4.5	WRNG-AM	4.3	WGST-AM(N)	4.0
11	WAOK-AM	3.7	WGST-AM	4.1	WRNG-AM(T)	3.6
12	WGST-AM	2.5	WAOK-AM	3.9	WAOK-AM(B)	3.6
13	WLTA-FM	2.4	WQXI-AM	3.1	WLTA-FM(PA)	3.2
14	WBIE-FM	2.0	WBIE-FM	2.5	WBIE-FM(C)	2.9
15	WIGO-AM	1.8	WKLS-AM	0.9	WGKA-AM(CL)	1.2
16	WTJH-AM	1.6	WYZE-AM	0.9	WYZE-AM(C)	0.9
17	WCOB-AM	1.4	WGKA-AM	0.8	WCOB-AM(BB)	0.8
18	WGUN-AM	0.8	WXLL-AM	0.6	WYNX-AM(RL)	0.5
19	WXAP-AM	0.7	WIGO-AM	0.5	WKLS-AM(A)	0.5
20	WFOM-AM	0.5	WCOB-AM	0.5	WJGA-FM(R)	0.5
21	WYZE-AM	0.4	WYNX-AM	0.5	WTJH-AM(M)	0.4
22	WYNX-AM	0.4	WFOM-AM	0.5	WXLL-AM(M)	0.4
23	WCHK-FM	0.4	WCHK-AM	0.4		
24	WCHK-AM	0.4	WGUN-AM	0.4		
25	WKLS-AM	0.2	WCHK-FM	0.4		
26			WXAP-AM	0.4		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 14860

	A/M '78		O/N '78		A/M '79	
1	WSB -AM	372	WSB -AM	293	WSB -AM	333
2	WZGC-FM	281	WZGC-FM	258	WZGC-FM	245
3	WQXI-FM	160	WPCH-FM	156	WQXI-FM	179
4	WKLS-FM	152	WVEE-FM	150	WKLS-FM	169
5	WPCH-FM	143	WQXI-FM	148	WSB -FM	139
6	WSB -FM	141	WKLS-FM	148	WVEE-FM	132
7	WPLO-AM	124	WSB -FM	145	WPLO-AM	110
8	WQXI-AM	116	WPLO-AM	98	WPCH-FM	108
9	WVEE-FM	104	WLTA-FM	91	WQXI-AM	86
10	WRNG-AM	101	WRNG-AM	91	WGST-AM	86

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	WSB -AM	WSB -AM	WSB -AM
2	WZGC-FM	WZGC-FM	WZGC-FM
3	WQXI-FM	WQXI-FM	WQXI-FM
4	WQXI-AM	WPCH-FM	WSB -FM
5	WPLO-AM	WSB -FM	WKLS-FM
6	WSB -FM	WPLO-AM	WPLO-AM
7	WPCH-FM	WVEE-FM	WQXI-AM
8	WKLS-FM	WAOK-AM	WGST-AM
9	WAOK-AM	WGST-AM	WAOK-AM
10	WRNG-AM	WKLS-FM	WPCH-FM

M-F, 3-7pm

1	WZGC-FM	WZGC-FM	WZGC-FM
2	WSB -AM	WSB -AM	WSB -AM
3	WQXI-FM	WKLS-FM	WKLS-FM
4	WPCH-FM	WVEE-FM	WQXI-FM
5	WKLS-FM	WQXI-FM	WVEE-FM
6	WPLO-AM	WPCH-FM	WSB -FM
7	WQXI-AM	WSB -FM	WPLO-AM
8	WRNG-AM	WPLO-AM	WQXI-AM
9	WVEE-FM	WRNG-AM	WLTA-FM
10	WSB -FM	WLTA-FM	WPCH-FM

Teens
M-S, 6am-Midnight
POP(00): 1999

	A/M '78	O/N '78	A/M '79
1	WZGC-FM	WZGC-FM	WZGC-FM
2	WQXI-FM	WVEE-FM	WKLS-FM
3	WVEE-FM	WKLS-FM	WQXI-FM
4	WKLS-FM	WQXI-FM	WVEE-FM
5	WAOK-AM	WQXI-AM	WAOK-AM
6	WSB -AM	WAOK-AM	WQXI-AM
7	WSB -AM	WKLS-AM	WSB -FM
8	WIGO-AM	WSB -AM	WBIE-FM
9	WLTA-FM	WLTA-FM	WPCH-FM
10	WPLO-AM	WIGO-AM	WSB -AM

M-F, 6-10am

1	WZGC-FM	WZGC-FM	WZGC-FM
2	WQXI-FM	WVEE-FM	WKLS-FM
3	WQXI-AM	WQXI-FM	WQXI-FM
4	WKLS-FM	WKLS-FM	WAOK-AM
5	WAOK-AM	WQXI-AM	WQXI-AM
6	WSB -AM	WAOK-AM	WVEE-FM
7	WVEE-FM	WSB -AM	WSB -FM
8	WLTA-FM	WKLS-AM	WKLS-AM
9	WIGO-AM	WPLO-AM	WSB -AM
10	WGST-AM	WLTA-FM	WPCH-FM

M-F, 3-7pm

1	WZGC-FM	WZGC-FM	WZGC-FM
2	WQXI-FM	WVEE-FM	WKLS-FM
3	WVEE-FM	WKLS-FM	WQXI-FM
4	WAOK-AM	WQXI-FM	WVEE-FM
5	WKLS-FM	WQXI-AM	WAOK-AM
6	WQXI-AM	WIGO-AM	WBIE-FM
7	WSB -AM	WAOK-AM	WQXI-AM
8	WIGO-AM	WKLS-AM	WSB -FM
9	WCHK-FM	WSB -AM	WKLS-AM
10	WKLS-AM	WSB -FM	WRNG-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 6076

	A/M '78	O/N '78	A/M '79
1	WZGC-FM	WZGC-FM	WQXI-FM
2	WKLS-FM	WQXI-FM	WZGC-FM
3	WQXI-FM	WKLS-FM	WKLS-FM
4	WSB -AM	WVEE-FM	WVEE-FM
5	WQXI-AM	WLTA-FM	WSB -AM
6	WVEE-FM	WSB -AM	WQXI-AM
7	WAOK-AM	WQXI-AM	WSB -FM
8	WPLO-AM	WSB -FM	WLTA-FM
9	WPCH-FM	WPLO-AM	WPLO-AM
10	WLTA-FM	WAOK-AM	WAOK-AM

M-F, 6-10am

1	WSB -AM	WQXI-FM	WQXI-FM
2	WQXI-FM	WZGC-FM	WZGC-FM
3	WQXI-AM	WSB -AM	WSB -AM
4	WZGC-FM	WVEE-FM	WKLS-FM
5	WKLS-FM	WKLS-FM	WQXI-AM
6	WVEE-FM	WQXI-AM	WVEE-FM
7	WAOK-AM	WAOK-AM	WAOK-AM
8	WPLO-AM	WPLO-AM	WGST-AM
9	WPCH-FM	WLTA-FM	WSB -FM
10	WSB -FM	WSB -FM	WPLO-AM

M-F, 3-7pm

1	WZGC-FM	WKLS-FM	WQXI-FM
2	WQXI-FM	WZGC-FM	WKLS-FM
3	WKLS-FM	WQXI-FM	WVEE-FM
4	WQXI-AM	WVEE-FM	WZGC-FM
5	WSB -AM	WLTA-FM	WQXI-AM
6	WVEE-FM	WQXI-AM	WPLO-AM
7	WAOK-AM	WSB -FM	WSB -FM
8	WPLO-AM	WPLO-AM	WSB -AM
9	WLTA-FM	WPCH-FM	WLTA-FM
10	WPCH-FM	WSB -AM	WGST-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 6705

	A/M '78	O/N '78	A/M '79
1	WSB -AM	WSB -AM	WSB -AM
2	WZGC-FM	WZGC-FM	WQXI-FM
3	WPCH-FM	WLTA-FM	WPLO-AM
4	WPLO-AM	WQXI-FM	WZGC-FM
5	WQXI-FM	WPCH-FM	WVEE-FM
6	WSB -FM	WSB -FM	WLTA-FM
7	WQXI-AM	WVEE-FM	WSB -FM
8	WKLS-FM	WKLS-FM	WQXI-AM
9	WRNG-AM	WPLO-AM	WPCH-FM
10	WLTA-FM	WRNG-AM	WGST-AM

M-F, 6-10am

1	WSB -AM	WSB -AM	WSB -AM
2	WZGC-FM	WZGC-FM	WQXI-FM
3	WPLO-AM	WQXI-FM	WPLO-AM
4	WQXI-FM	WPLO-AM	WZGC-FM
5	WPCH-FM	WLTA-FM	WQXI-AM
6	WQXI-AM	WSB -FM	WSB -FM
7	WSB -FM	WAOK-AM	WGST-AM
8	WKLS-FM	WBIE-FM	WAOK-AM
9	WAOK-AM	WPCH-FM	WVEE-FM
10	WGST-AM	WQXI-AM	WBIE-FM

M-F, 3-7pm

1	WSB -AM	WSB -AM	WSB -AM
2	WZGC-FM	WZGC-FM	WPLO-AM
3	WQXI-FM	WLTA-FM	WZGC-FM
4	WPCH-FM	WQXI-FM	WQXI-FM
5	WQXI-AM	WKLS-FM	WVEE-FM
6	WPLO-AM	WVEE-FM	WLTA-FM
7	WRNG-AM	WPCH-FM	WSB -FM
8	WKLS-FM	WPLO-AM	WQXI-AM
9	WSB -FM	WRNG-AM	WRNG-AM
10	WLTA-FM	WSB -FM	WGST-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 14860

	A/M '78		O/N '78		A/M '79	
1	WSB -AM	5399	WSB -AM	4710	WSB -AM	4916
2	WZGC-FM	3963	WZGC-FM	3748	WZGC-FM	4061
3	WQXI-AM	2774	WQXI-FM	2543	WQXI-FM	2969
4	WQXI-FM	2593	WSB -FM	2434	WSB -FM	2506
5	WSB -FM	2204	WGST-AM	2163	WQXI-AM	2274
6	WPCH-FM	2146	WKLS-FM	2109	WKLS-FM	2237
7	WKLS-FM	2097	WPCH-FM	1981	WPLO-AM	1975
8	WPLO-AM	2020	WQXI-AM	1777	WPCH-FM	1869
9	WAOK-AM	1677	WPLO-AM	1716	WVEE-FM	1807
10	WRNG-AM	1584	WVEE-FM	1692	WGST-AM	1615

M-F, 6-10am

1	WSB -AM	WSB -AM	WSB -AM
2	WZGC-FM	WZGC-FM	WZGC-FM
3	WQXI-AM	WQXI-FM	WQXI-FM
4	WQXI-FM	WQXI-AM	WQXI-AM
5	WPLO-AM	WPLO-AM	WPLO-AM
6	WKLS-FM	WSB -FM	WSB -FM
7	WSB -FM	WKLS-FM	WKLS-FM
8	WAOK-AM	WGST-AM	WGST-AM
9	WPCH-FM	WPCH-FM	WAOK-AM
10	WRNG-AM	WVEE-FM	WVEE-FM

M-F, 3-7pm

1	WSB -AM	WZGC-FM	WZGC-FM
2	WZGC-FM	WSB -AM	WSB -AM
3	WQXI-AM	WQXI-FM	WQXI-FM
4	WQXI-FM	WKLS-FM	WKLS-FM
5	WPCH-FM	WVEE-FM	WSB -FM
6	WKLS-FM	WSB -FM	WQXI-AM
7	WVEE-FM	WQXI-AM	WVEE-FM
8	WPLO-AM	WPLO-AM	WPLO-AM
9	WRNG-AM	WPCH-FM	WPCH-FM
10	WSB -FM	WGST-AM	WGST-AM

Teens
M-S, 6am-Midnight
POP(00): 1999

	A/M '78	O/N '78	A/M '79
1	WZGC-FM	WZGC-FM	WZGC-FM
2	WQXI-FM	WKLS-FM	WKLS-FM
3	WKLS-FM	WQXI-FM	WQXI-FM
4	WQXI-AM	WVEE-FM	WQXI-AM
5	WAOK-AM	WQXI-AM	WVEE-FM
6	WSB -AM	WAOK-AM	WAOK-AM
7	WVEE-FM	WSB -AM	WSB -AM
8	WIGO-AM	WLTA-FM	WSB -FM
9	WPLO-AM	WKLS-AM	WKLS-AM
10	WGST-AM	WIGO-AM	WPLO-AM

M-F, 6-10am

1	WZGC-FM	WZGC-FM	WZGC-FM
2	WQXI-FM	WQXI-FM	WKLS-FM
3	WQXI-AM	WKLS-FM	WQXI-FM
4	WKLS-FM	WVEE-FM	WAOK-AM
5	WAOK-AM	WQXI-AM	WVEE-FM
6	WSB -AM	WAOK-AM	WQXI-AM
7	WVEE-FM	WSB -AM	WKLS-AM
8	WIGO-AM	WKLS-AM	WSB -AM
9	WSB -FM	WPLO-AM	WSB -FM
10	WLTA-FM	WBIE-FM	WPLO-AM

M-F, 3-7pm

1	WZGC-FM	WZGC-FM	WZGC-FM
2	WQXI-FM	WQXI-FM	WKLS-FM
3	WKLS-FM	WVEE-FM	WQXI-FM
4	WAOK-AM	WKLS-FM	WVEE-FM
5	WVEE-FM	WQXI-AM	WQXI-AM
6	WQXI-AM	WAOK-AM	WAOK-AM
7	WSB -AM	WIGO-AM	WKLS-AM
8	WIGO-AM	WLTA-FM	WSB -FM
9	WPCH-FM	WSB -FM	WBIE-FM
10	WPLO-AM	WKLS-AM	WSB -AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 6076

	A/M '78	O/N '78	A/M '79
1	WZGC-FM	WZGC-FM	WZGC-FM
2	WQXI-FM	WQXI-FM	WQXI-FM
3	WSB -AM	WKLS-FM	WSB -AM
4	WQXI-AM	WSB -AM	WQXI-AM
5	WKLS-FM	WQXI-AM	WKLS-FM
6	WVEE-FM	WVEE-FM	WVEE-FM
7	WPLO-AM	WSB -FM	WSB -FM
8	WAOK-AM	WGST-AM	WLTA-FM
9	WPCH-FM	WAOK-AM	WPLO-AM
10	WSB -FM	WPLO-AM	WAOK-AM

The time has come...

. . for the most important radio event of our times . . . A monumental journey through he music that has shaped the culture of the late 20th century. The sounds, the words, the :motions that have moved us all.

Now it can be heard, the product of fifteen years of musical growth, the stories of the eople who helped it happen. For the first time it comes across the radio in the style and feel f today.

The time has come. It's here. Album Greats: A History of Album Rock. Produced by TM and Goodphone. Created by Bert Kleinman, Mike Harrison and Tom Yates.

89 stations ran this unprecedented blockbuster during the A/M sweep. Don't miss out, :all Jack Alix or Ron Nickell collect at (214) 634-8511 NOW!

Listen to what the stations have to say:

"From a sales standpoint it worked!" (in excess of $30,000) "From a programming standpoint it worked! It's a helluva show."
— E.C. BUD STIKER, President/General Manager, KTXQ/Dallas

"Sold it out with no problems . . . and to national sponsors. How many times do you see a 60.0 share, men 18-24?"
— JIM JENSEN, Sales Manager, WFFX/Grand Rapids

"We took it seriously . . . went out and promoted it . . . sold it out and knocked 'em dead. We made over $10,000 on the first run and still have run left to sell again." — JIM JOHNSON, Vice President/General Manager, WQXM/Tampa-St. Petersburg

"We not only made money, we turned Louisville upside-down . . . look at our Saturday night and Sunday night shares . . . 12+, a 20.0 and 21.6 . . . I'd call that a killer." — LOUISA HENSON, General Manager, WLRS/Louisville

"We showed Los Angeles how to sell and promote a special. The show was superb and it made us a clear-cut happening that weekend." — BILL SOMMERS, Vice President/General Manager, KLOS/Los Angeles

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"The Best Of Both Worlds"
. . . An unprecedented artistic and ratings success.

ALBUM GREATS
A HISTORY OF ALBUM ROCK

TM
TM Special Projects

1349 Regal Row • Dallas, Texas 75247 • Ron Nickell V.P. • (214) 634-8511

Produced by TM Special Projects and Goodphone Communications. Created by Mike Harrison, Bert Kleinman and Tom Yates.

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Represented Internationally by O'Conner Creative Services — Los Angeles, 213-769-3500 — Sydney, Australia, 02-436-1766

Atlanta

Continued

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	WSB -AM	WSB -AM	WSB -AM
2	WZGC-FM	WZGC-FM	WQXI-FM
3	WQXI-FM	WQXI-AM	WSB -AM
4	WQXI-AM	WKLS-FM	WQXI-AM
5	WKLS-FM	WSB -AM	WKLS-FM
6	WVEE-FM	WVEE-FM	WVEE-FM
7	WAOK-AM	WPLO-AM	WPLO-AM
8	WPLO-AM	WLTA-FM	WAOK-AM
9	WGST-AM	WSB -FM	WGST-AM
10	WSB -FM	WAOK-AM	WSB -FM

M-F, 3-7pm

1	WZGC-FM	WZGC-FM	WQXI-FM
2	WQXI-AM	WQXI-FM	WZGC-FM
3	WQXI-FM	WKLS-FM	WKLS-FM
4	WSB -AM	WVEE-FM	WQXI-AM
5	WKLS-FM	WQXI-AM	WVEE-FM
6	WVEE-FM	WSB -AM	WSB -AM
7	WPLO-AM	WPLO-AM	WPLO-AM
8	WAOK-AM	WLTA-FM	WLTA-FM
9	WGST-AM	WSB -FM	WSB -FM
10	WPCH-FM	WAOK-AM	WGST-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 6705

	A/M '78	O/N '78	A/M '79
1	WSB -AM	WSB -AM	WSB -AM
2	WZGC-FM	WZGC-FM	WZGC-FM
3	WQXI-AM	WSB -FM	WQXI-FM
4	WPCH-FM	WQXI-FM	WPLO-AM
5	WPLO-AM	WPLO-AM	WSB -FM
6	WQXI-FM	WPCH-FM	WQXI-AM
7	WSB -FM	WGST-AM	WPCH-FM
8	WKLS-FM	WQXI-AM	WLTA-FM
9	WLTA-FM	WLTA-FM	WGST-AM
10	WRNG-AM	WVEE-FM	WVEE-FM

M-F, 6-10am

1	WSB -AM	WSB -AM	WSB -AM
2	WZGC-FM	WQXI-FM	WQXI-FM
3	WPLO-AM	WPLO-AM	WPLO-AM
4	WQXI-AM	WZGC-FM	WZGC-FM
5	WQXI-FM	WSB -FM	WQXI-AM
6	WSB -FM	WQXI-AM	WGST-AM
7	WPCH-FM	WLTA-FM	WSB -FM
8	WAOK-AM	WPCH-FM	WLTA-FM
9	WKLS-FM	WVEE-FM	WVEE-FM
10	WGST-AM	WGST-AM	WAOK-AM

M-F, 3-7pm

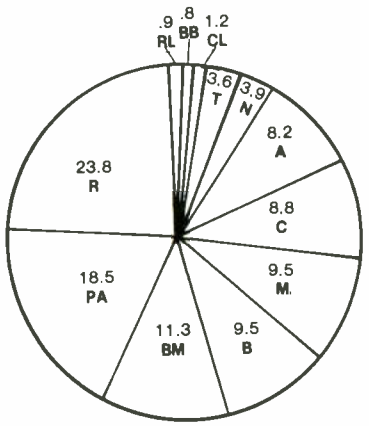
1	WSB -AM	WSB -AM	WSB -AM
2	WQXI-AM	WZGC-FM	WZGC-FM
3	WZGC-FM	WQXI-FM	WPLO-AM
4	WPLO-AM	WPLO-AM	WQXI-FM
5	WQXI-FM	WPCH-FM	WLTA-FM
6	WPCH-FM	WSB -FM	WSB -FM
7	WRNG-AM	WLTA-FM	WQXI-AM
8	WSB -FM	WVEE-FM	WVEE-FM
9	WKLS-FM	WQXI-AM	WGST-AM
10	WVEE-FM	WKLS-FM	WPCH-FM

Format Legend

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

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Atlantic City

METRO RANK **144**

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 1586

	A/M '79		
1	WFPG-FM	(BM)	19.0
2	WOND-AF	(PA)	18.6
3	WIIN-AM	(PA)	9.7
4	WMID-AM	(PA)	7.2
5	WUSS-AM	(B)	5.1
6	WGRF-FM	(PA)	4.6
7	WSLT-FM	(BM)	3.8
8	WAYV-FM	(A)	3.0
9	WRDI-AF	(PA)	1.7

Average Persons Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1586

	A/M '79	
1	WFPG-FM	45
2	WOND-AF	44
3	WIIN-AM	23
4	WMID-AM	17
5	WUSS-AM	12

M-F, 6-10am

1	WFPG-FM
2	WOND-AF
3	WIIN-AM
4	WMID-AM
5	WUSS-AM

M-F, 3-7pm

1	WFPG-FM
2	WOND-AF
3	WIIN-AM
4	WGRF-FM
5	WMID-AM

Teens
M-S, 6am-Midnight
POP(00): 193

	A/M '79
1	WOND-AF
2	WGRF-FM
3	WAYV-FM
4	WMID-AM
5	WUSS-AM

M-F, 6-10am

1	WOND-AF
2	WMID-AM
3	WGRF-FM
4	WUSS-AM
5	WAYV-FM

M-F, 3-7pm

1	WOND-AF
2	WGRF-FM
3	WAYV-FM
4	WIIN-AM
5	WFPG-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 418

	A/M '79
1	WOND-AF
2	WMID-AM
3	WFPG-FM
4	WAYV-FM
5	WGRF-FM

M-F, 6-10am

1	WOND-AF
2	WMID-AM
3	WFPG-FM
4	WGRF-FM
5	WIIN-AM

M-F, 3-7pm

1	WOND-AF
2	WGRF-FM
3	WMID-AM
4	WAYV-FM
5	WFPG-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 526

	A/M '79
1	WOND-AF
2	WFPG-FM
3	WMID-AM
4	WIIN-AM
5	WUSS-AM

M-F, 6-10am

1	WOND-AF
2	WFPG-FM
3	WMID-AM
4	WIIN-AM
5	WUSS-AM

M-F, 3-7pm

1	WFPG-FM
2	WOND-AF
3	WIIN-AM
4	WMID-AM
5	WGRF-FM

Cume Persons Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1586

	A/M '79	
1	WOND-AF	562
2	WFPG-FM	490
3	WIIN-AM	316
4	WMID-AM	301
5	WGRF-FM	207

M-F, 6-10am

1	WOND-AF
2	WFPG-FM
3	WIIN-AM
4	WMID-AM
5	WUSS-AM

M-F, 3-7pm

1	WOND-AF
2	WFPG-FM
3	WGRF-FM
4	WIIN-AM
5	WMID-AM

Teens
M-S, 6am-Midnight
POP(00): 193

	A/M '79
1	WOND-AF
2	WMID-AM
3	WGRF-FM
4	WAYV-FM
5	WIIN-AM

M-F, 6-10am

1	WOND-AF
2	WMID-AM
3	WGRF-FM
4	WAYV-FM
5	WUSS-AM

M-F, 3-7pm

1	WOND-AF
2	WGRF-FM
3	WMID-AM
4	WFPG-FM
5	WIIN-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 418

	A/M '79
1	WOND-AF
2	WMID-AM
3	WGRF-FM
4	WFPG-FM
5	WAYV-FM

M-F, 6-10am

1	WOND-AF
2	WMID-AM
3	WFPG-FM
4	WGRF-FM
5	WIIN-AM

M-F, 3-7pm

1	WOND-AF
2	WMID-AM
3	WFPG-FM
4	WGRF-FM
5	WUSS-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 526

	A/M '79
1	WOND-AF
2	WMID-AM
3	WFPG-FM
4	WGRF-FM
5	WIIN-AM

M-F, 6-10am

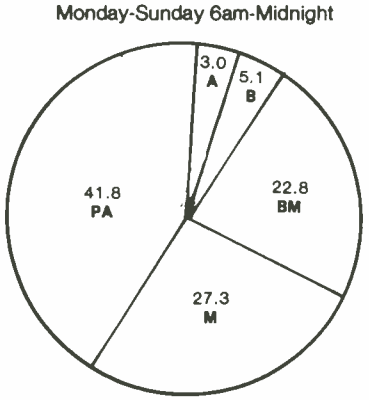
1	WOND-AF
2	WMID-AM
3	WFPG-FM
4	WIIN-AM
5	WGRF-FM

M-F, 3-7pm

1	WOND-AF
2	WMID-AM
3	WFPG-FM
4	WGRF-FM
5	WUSS-AM

Format Penetration Chart

Based On Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Augusta, GA

METRO RANK **119**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2328

	A/M '77		A/M '78		A/M '79	
1	WBBQ-AF	28.9	WBBQ-AF	28.5	WBBQ FM(R)	23.9
2	WBBQ-FM	15.9	WZZW-FM	11.5	WBIA-AM(PA)	9.7
3	WBBQ-AM	13.0	WGAC-AM	8.4	WBBQ-AM(R)	9.4
4	WRDW-AM	10.0	WBIA-AM	7.5	WTHB-AM(B)	8.2
5	WGAC-AM	9.1	WGUS AM	7.5	WGAC-AM(PA)	7.7
6	WTHB-AM	8.3	WRDW-AM	6.7	WGUS-FM(C)	7.1
7	WAUG-FM	8.0	WTHB AM	6.4	WRDW AM(B)	6.3
8	WBIA AM	7.7	WAUG-AM	5.0	WZZW FM(PA)	6.0
9	WZZW-FM	7.4	WAUG FM	4.5	WAUG FM(R)	5.7
10	WNEZ-FM	5.9	WNEZ-FM	3.9	WNEZ FM(BM)	5.2
11	WAUG-AM	5.0	WAKN-AM	2.0	WGUS-AM(C)	2.3
12	WGUS-FM	4.1	WWIM-FM	1.7	WHGI-AM(RL)	2.0
13	WGUS-AM	3.5	WLOW-AF	1.7	WAKN AM(PA)	2.0
14	WWGA-FM	1.2	WWGA-FM	1.4	WLOS-FM(C)	0.9
15	WFNL-AM	0.9	WGUS-FM	1.4	WBBQ AF(R)	0.0
16	WLOW-AF	0.6	WFNL-AM	0.8		
17	WAKN-AM	0.6				
18	WLOW-AM	0.3				
19	WLOW-FM	0.3				

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2328

	A/M '77		A/M '78		A/M '79	
1	WBBQ-AF	1149	WBBQ-AF	1157	WBBQ-FM	931
2	WBBQ-AM	718	WGAC-AM	489	WBBQ-AM	651
3	WBBQ FM	645	WZZW-FM	478	WZZW-FM	471
4	WGAC-AM	503	WRDW-AM	374	WGAC AM	392
5	WRDW-AM	432	WBIA-AM	369	WRDW-AM	372

M-F, 6-10am

1	WBBQ-AF	WBBQ-AF	WBBQ-AF
2	WBBQ-FM	WGAC-AM	WBBQ FM
3	WBBQ-AM	WZZW-FM	WBBQ-AM
4	WGAC-AM	WBIA AM	WZZW-FM
5	WRDW-AM	WRDW AM	WGAC-AM

M-F, 3-7pm

1	WBBQ-AF	WBBQ-AF	WBBQ-AF
2	WBBQ-FM	WGAC-AM	WBBQ FM
3	WBBQ-AM	WZZW-FM	WZZW-FM
4	WGAC-AM	WRDW AM	WBBQ-AM
5	WRDW-AM	WTHB-AM	WAUG FM

Teens

M-S, 6am-Midnight

POP(00): 339

	A/M '77	A/M '78	A/M '79
1	WBBQ-AF	WBBQ-AF	WBBQ-FM
2	WBBQ-FM	WAUG-FM	WAUG-FM
3	WBBQ-AM	WZZW-FM	WBBQ-AM
4	WAUG-FM	WRDW-AM	WRDW-AM
5	WRDW-AM	WTHB-AM	WZZW-FM

M-F, 6-10am

1	WBBQ-AF	WBBQ-AF	WBBQ-AF
2	WBBQ-FM	WRDW-AM	WBBQ FM
3	WAUG FM	WZZW-FM	WBBQ-AM
4	WRDW-AM	WTHB-AM	WRDW-AM
5	WBBQ-AM	WGAC-AM	WAUG-FM

M-F, 3-7pm

1	WBBQ-AF	WBBQ-AF	WBBQ AF
2	WBBQ FM	WRDW AM	WBBQ FM
3	WBBQ-AM	WTHB AM	WAUG FM
4	WAUG-FM	WGAC-AM	WRDW AM
5	WRDW-AM	WAUG FM	WZZW FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 938

	A/M '77	A/M '78	A/M '79
1	WBBQ-AF	WBBQ AF	WBBQ-FM
2	WBBQ AM	WZZW FM	WZZW-FM
3	WBBQ-FM	WRDW AM	WBBQ AM
4	WZZW FM	WGAC AM	WAUG FM
5	WRDW-AM	WAUG FM	WGAC AM

M-F, 6-10am

1	WBBQ AF	WBBQ AF	WBBQ AF
2	WBBQ FM	WZZW FM	WBBQ FM
3	WBBQ AM	WGAC AM	WBBQ AM
4	WRDW AM	WAUG FM	WZZW FM
5	WZZW FM	WRDW AM	WAUG FM

M-F, 3-7pm

1	WBBQ AF	WBBQ AF	WBBQ AF
2	WBBQ FM	WZZW FM	WBBQ FM
3	WBBQ AM	WRDW AM	WZZW FM
4	WRDW AM	WTHB AM	WBIA AM
5	WZZW FM	WGAC AM	WAUG FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 926

	A/M '77	A/M '78	A/M '79
1	WBBQ-AF	WBBQ-AF	WBBQ-FM
2	WBBQ-FM	WGUS AM	WGUS-FM
3	WGAC-AM	WGAC-AM	WBBQ-AM
4	WBBQ-AM	WZZW-FM	WTHB-AM
5	WZZW-FM	WRDW-AM	WZZW-FM

M-F, 6-10am

1	WBBQ-AF	WBBQ-AF	WBBQ-AF
2	WGAC AM	WGAC-AM	WBBQ-FM
3	WBBQ-FM	WGUS-AM	WBBQ-AM
4	WBIA AM	WZZW-FM	WGUS-FM
5	WBBQ AM	WRDW AM	WZZW-FM

M-F, 3-7pm

1	WBBQ-AF	WBBQ AF	WBBQ-AF
2	WBBQ AM	WGUS-AM	WBBQ-FM
3	WBIA-AM	WGAC AM	WGUS-FM
4	WRDW AM	WZZW FM	WBBQ-AM
5	WZZW-FM	WRDW-AM	WTHB-AM

M-F, 3-7pm

1	WBBQ AF	WBBQ AF	WBBQ AF
2	WBBQ AM	WZZW FM	WBBQ FM
3	WBBQ-FM	WRDW AM	WZZW FM
4	WRDW AM	WTHB AM	WBIA AM
5	WZZW FM	WGAC AM	WAUG FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2328

	A/M '77		A/M '78		A/M '79	
1	WBBQ AF	98	WBBQ AF	102	WBBQ FM	84
2	WBBQ-FM	54	WZZW FM	41	WBIA AM	34
3	WBBQ-AM	44	WGAC-AM	30	WBBQ AM	33
4	WRDW AM	34	WBIA AM	27	WTHB-AM	29
5	WGAC-AM	31	WGUS-AM	27	WGAC-AM	27

M-F, 6-10am

1	WBBQ AF	WBBQ AF	WBBQ-AF
2	WBBQ FM	WGAC-AM	WBBQ-FM
3	WBBQ AM	WBIA AM	WBBQ AM
4	WGAC-AM	WZZW FM	WBIA AM
5	WBIA-AM	WRDW-AM	WGAC-AM

M-F, 3-7pm

1	WBBQ-AF	WBBQ-AF	WBBQ AF
2	WBBQ-AM	WZZW-FM	WBBQ-FM
3	WBBQ FM	WGUS AM	WGUS FM
4	WRDW-AM	WGAC AM	WBIA-AM
5	WAUG-FM	WTHB-AM	WTHB AM

Teens

M-S, 6am-Midnight

POP(00): 339

	A/M '77	A/M '78	A/M '79
1	WBBQ-AF	WBBQ-AF	WBBQ-FM
2	WBBQ-FM	WTHB-AM	WRDW AM
3	WAUG-FM	WWIM-FM	WAUG-FM
4	WRDW AM	WAUG-FM	WBBQ-AM
5	WBBQ-AM	WRDW-AM	WTHB-AM

M-F, 6-10am

1	WBBQ-AF	WBBQ-AF	WBBQ-AF
2	WBBQ-FM	WWIM-FM	WBBQ FM
3	WRDW-AM	WZZW-FM	WBBQ-AM
4	WAUG FM	WTHB AM	WRDW AM
5	WBBQ-AM	WBIA AM	WAUG-FM

M-F, 3-7pm

1	WBBQ-AF	WBBQ-AF	WBBQ-AF
2	WBBQ-FM	WTHB-AM	WBBQ FM
3	WAUG-FM	WWIM-FM	WRDW-AM
4	WRDW-AM	WGAC-AM	WAUG-FM
5	WBBQ AM	WAUG-FM	WTHB-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 938

	A/M '77	A/M '78	A/M '79
1	WBBQ-AF	WBBQ-AF	WBBQ-FM
2	WBBQ-AM	WZZW FM	WZZW FM
3	WBBQ-FM	WRDW AM	WTHB-AM
4	WRDW-AM	WAUG-FM	WBBQ-AM
5	WAUG FM	WGUS AM	WAUG-FM

M-F, 6-10am

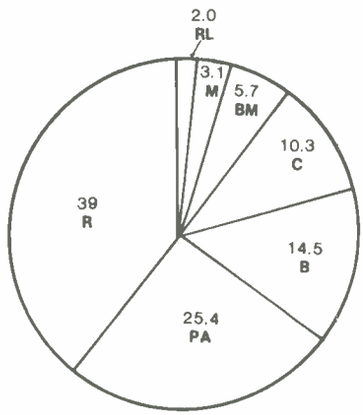
1	WBBQ-AF	WBBQ-AF	WBBQ-AF
2	WBBQ-FM	WRDW-AM	WBBQ-FM
3	WBBQ-AM	WZZW-FM	WBBQ-AM
4	WRDW-AM	WGAC AM	WZZW FM
5	WZZW FM	WGUS-AM	WAUG FM

M-F, 3-7pm

1	WBBQ-AF	WBBQ AF	WBBQ-AF
2	WBBQ-AM	WZZW-FM	WBBQ-FM
3	WBBQ-FM	WRDW-AM	WTHB AM
4	WRDW-AM	WGUS-AM	WZZW FM
5	WAUG-FM	WTHB-AM	WBBQ AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Austin, TX

METRO RANK 71

A/M '79 Market Overview

Lots of activity in this market that had an impact on the A/M'79 Arbitron results. First, Arbitron added a new metro county **(Williamson),** which means that previous trend info based on the former two-county metro definition is not as reliable a guide to the current situation as could be. As a result of the metro addition, sample was taken from the largest metro county, **Travis,** so that the in-tab there went from 489 in the Fall '78 book to 390 in this report. Williamson had 47 in-tab diaries. Overall, the metro suffered a 10% decline in usable diaries, with most of the decline coming in the young male demos 18-34.

There's a new #1 station in the market, **KVET,** the Country station which was #2 in the Fall report. Although KVET didn't change its outside advertising from the O/N'78 sweep (it used some TV), station sources attribute the station's success in this book to a reduction in the spot load (from 18-14 minutes), talking less, and playing more traditional country music. Significantly, KVET has a large following in the new county added to the metro.

On the downbeat side, **KNOW,** the lone Top 40 station in the market in the Spring survey, went down overall, but was not too dismayed, as the station was trying to appeal to the 18-49 demos more and as a result lost some teen listeners.

Beautiful Music **KASE** declined slightly in overall share and is now #2 in the market to KVET. KASE's audience actually increased to the Spring '79 book, but listening overall in the market was up significantly, and KASE's increase didn't keep up with the growth of the market as a whole. Thus, the quarter-hour share decline shown in this report, still showing the station to be a healthy #2 in adults 25-54.

Average Persons 12+ Share Trends 25-49.
Monday-Sunday, 6am-Midnight
POP(00): 4080

	A/M '78		O/N '78		A/M '79	
1	KVET-AM	15.4	KASE-FM	14.7	KVET-AM(C)	15.2
2	KASE-FM	15.0	KVET-AM	12.8	KASE-FM(BM)	13.5
3	KLBJ-FM	14.0	KNOW-AM	11.6	KLBJ-FM(A)	8.9
4	KCSW-FM	9.3	KCSW-FM	11.4	KNOW-AM(R)	8.5
5	KHFI-FM	8.6	KLBJ-FM	9.5	KOKE-FM(C)	7.7
6	KNOW-AM	8.6	KLBJ-AM	7.4	KHFI-FM(D)	7.6
7	KOKE-AF	6.4	KOKE-FM	6.8	KCSW-FM(PA)	7.4
8	KLBJ-AM	4.7	KHFI-FM	6.2	KLBJ-AM(T)	5.5
9	KTSA-AM	1.8	KIXL-AM	2.7	KTSA-AM(R)	4.8
10	WOAI-AM	1.6	KTSA-AM	1.9	KIXL-AM(RL)	2.4
11	KIXL-AM	0.6	WOAI-AM	1.7	KMXX-FM(B)	2.1
12			KOKE-AM	1.4	KOKE-AM(C)	1.5
13					WOAI-AM(M)	1.3
14					KKYX-AM(C)	0.7
15					KTFM-FM(A)	0.6
16					KTAE-AM	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4080

	A/M '78		O/N '78		A/M '79	
1	KVET-AM	79	KASE-FM	76	KVET-AM	102
2	KASE-FM	77	KVET-AM	66	KASE-FM	91
3	KLBJ-FM	72	KNOW-AM	60	KLBJ-FM	60
4	KCSW-FM	48	KCSW-FM	59	KNOW-AM	57
5	KHFI-FM	44	KLBJ-FM	49	KOKE-FM	52
M-F, 6-10am						
1	KVET-AM		KVET-AM		KVET-AM	
2	KNOW-AM		KNOW-AM		KNOW-AM	
3	KASE-FM		KASE-FM		KASE-FM	
4	KCSW-FM		KCSW-FM		KLBJ-AM	
5	KLBJ-FM		KLBJ-AM		KCSW-FM	
M-F, 3-7pm						
1	KASE-FM		KASE-FM		KVET-AM	
2	KVET-AM		KVET-AM		KASE-FM	
3	KLBJ-FM		KCSW-FM		KNOW-AM	
4	KCSW-FM		KNOW-AM		KLBJ-FM	
5	KNOW-AM		KLBJ-FM		KOKE-FM	

Teens
M-S, 6am-Midnight
POP(00): 483

	A/M '78	O/N '78	A/M '79
1	KHFI-FM	KNOW-AM	KHFI-FM
2	KNOW-AM	KHFI-FM	KTSA-AM
3	KVET-AM	KTSA-AM	KNOW-AM
4	KLBJ-AM	KCSW-FM	KVET-AM
5	KOKE-AF	KVET-AM	KOKE-FM

M-F, 6-10am

1	KNOW-AM	KNOW-AM	KNOW-AM
2	KHFI-FM	KCSW-FM	KHFI-FM
3	KCSW-FM	KHFI-FM	KOKE-FM
4	KVET-AM	KTSA-AM	KTSA-AM
5	KLBJ-AM	KOKE-AM	KVET-AM

M-F, 3-7pm

1	KHFI-FM	KNOW-AM	KHFI-FM
2	KNOW-AM	KTSA-AM	KTSA-AM
3	KVET-AM	KHFI-FM	KNOW-AM
4	KLBJ-FM	KOKE-FM	KVET-AM
5	KOKE-AF	KCSW-FM	KOKE-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1927

	A/M '78	O/N '78	A/M '79
1	KLBJ-FM	KCSW-FM	KLBJ-FM
2	KCSW-FM	KLBJ-FM	KCSW-FM
3	KNOW-AM	KNOW-AM	KVET-AM
4	KHFI-FM	KHFI-FM	KNOW-AM
5	KVET-AM	KOKE-FM	KOKE-FM
M-F, 6-10am			
1	KLBJ-FM	KCSW-FM	KVET-AM
2	KCSW-FM	KLBJ-FM	KNOW-AM
3	KNOW-AM	KNOW-AM	KLBJ-FM
4	KVET-AM	KVET-AM	KCSW-FM
5	KHFI-FM	KHFI-FM	KOKE-FM
M-F, 3-7pm			
1	KLBJ-FM	KCSW-FM	KLBJ-FM
2	KCSW-FM	KLBJ-FM	KNOW-AM
3	KNOW-AM	KNOW-AM	KOKE-FM
4	KASE-FM	KVET-AM	KCSW-FM
5	KVET-AM	KHFI-FM	KVET-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1572

	A/M '78	O/N '78		A/M '79
1	KVET-AM	KVET-AM	36	KVET-AM
2	KASE-FM	KASE-FM	33	KASE-FM
3	KOKE-AF	KCSW-FM	26	KLBJ-FM
4	KLBJ-FM	KNOW-AM	23	KOKE-FM
5	KCSW-FM	KLBJ-AM	15	KNOW-AM
M-F, 6-10am				
1	KVET-AM	KVET-AM	78	KVET-AM
2	KASE-FM	KNOW-AM	50	KNOW-AM
3	KNOW-AM	KASE-FM	50	KOKE-FM
4	KOKE-AF	KCSW-FM	45	KLBJ-AM
5	KCSW-FM	KLBJ-AM	37	KASE-FM
M-F, 3-7pm				
1	KVET-AM	KVET-AM		KVET-AM
2	KASE-FM	KASE-FM		KASE-FM
3	KLBJ-FM	KCSW-FM		KOKE-FM
4	KOKE-AF	KNOW-AM		KLBJ-FM
5	KCSW-FM	KLBJ-FM		KNOW-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4080

	A/M '78		O/N '78		A/M '79	
1	KVET-AM	903	KNOW-AM	973	KVET-AM	1181
2	KNOW-AM	821	KVET-AM	886	KASE-FM	886
3	KASE-FM	796	KHFI-FM	837	KNOW-AM	879
4	KHFI-FM	721	KLBJ-FM	797	KLBJ-FM	791
5	KLBJ-FM	651	KLBJ-AM	780	KLBJ-AM	763
M-F, 6-10am						
1	KNOW-AM		KNOW-AM		KVET-AM	
2	KVET-AM		KVET-AM		KNOW-AM	
3	KASE-FM		KLBJ-FM		KLBJ-AM	
4	KHFI-FM		KCSW-FM		KASE-FM	
5	KLBJ-FM		KASE-FM		KCSW-FM	
M-F, 3-7pm						
1	KVET-AM		KNOW-AM		KVET-AM	
2	KASE-FM		KVET-AM		KNOW-AM	
3	KNOW-AM		KCSW-FM		KASE-FM	
4	KLBJ-FM		KLBJ-FM		KOKE-FM	
5	KHFI-FM		KASE-FM		KLBJ-FM	

Teens
M-S, 6am-Midnight
POP(00): 483

	A/M '78	O/N '78	A/M '79
1	KHFI-FM	KNOW-AM	KHFI-FM
2	KNOW-AM	KHFI-FM	KNOW-AM
3	KLBJ-AM	KTSA-AM	KTSA-AM
4	KTSA-AM	KVET-AM	KVET-AM
5	KOKE-AF	KCSW-FM	KOKE-FM
M-F, 6-10am			
1	KNOW-AM	KNOW-AM	KHFI-FM
2	KHFI-FM	KHFI-FM	KNOW-AM
3	KCSW-FM	KTSA-AM	KTSA-AM
4	KLBJ-AM	KCSW-FM	KOKE-FM
5	KOKE-AF	KVET-AM	KVET-AM
M-F, 3-7pm			
1	KHFI-FM	KNOW-AM	KHFI-FM
2	KNOW-AM	KTSA-AM	KTSA-AM
3	KOKE-AF	KHFI-FM	KNOW-AM
4	KLBJ-AM	KVET-AM	KVET-AM
5	KVET-AM	KOKE-FM	KOKE-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1927

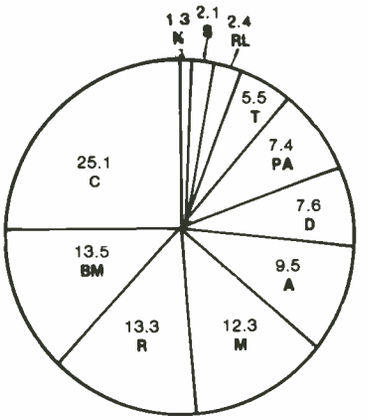
	A/M '78	O/N '78	A/M '79
1	KLBJ-FM	KLBJ-FM	KLBJ-FM
2	KNOW-AM	KHFI-FM	KNOW-AM
3	KCSW-FM	KCSW-FM	KCSW-FM
4	KHFI-FM	KNOW-AM	KVET-AM
5	KVET-AM	KVET-AM	KHFI-FM
M-F, 6-10am			
1	KNOW-AM	KLBJ-FM	KLBJ-FM
2	KLBJ-FM	KNOW-AM	KNOW-AM
3	KCSW-FM	KCSW-FM	KCSW-FM
4	KHFI-FM	KHFI-FM	KVET-AM
5	KVET-AM	KVET-AM	KHFI-FM
M-F, 3-7pm			
1	KLBJ-FM	KCSW-FM	KLBJ-FM
2	KNOW-AM	KLBJ-FM	KNOW-AM
3	KCSW-FM	KNOW-AM	KCSW-FM
4	KHFI-FM	KHFI-FM	KOKE-FM
5	KOKE-AF	KVET-AM	KVET-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1572

	A/M '78	O/N '78	A/M '79
1	KVET-AM	KVET-AM	KVET-AM
2	KASE-FM	KASE-FM	KLBJ-FM
3	KNOW-AM	KNOW-AM	KASE-FM
4	KCSW-FM	KCSW-FM	KNOW-AM
5	KOKE-AF	KLBJ-AM	KOKE-FM
M-F, 6-10am			
1	KVET-AM	KVET-AM	KVET-AM
2	KNOW-AM	KNOW-AM	KNOW-AM
3	KASE-FM	KASE-FM	KLBJ-AM
4	KOKE-AF	KCSW-FM	KLBJ-FM
5	KCSW-FM	KLBJ-AM	KOKE-FM
M-F, 3-7pm			
1	KVET-AM	KVET-AM	KVET-AM
2	KASE-FM	KCSW-FM	KNOW-AM
3	KOKE-AF	KNOW-AM	KOKE-FM
4	KNOW-AM	KASE-FM	KLBJ-FM
5	KCSW-FM	KLBJ-FM	KASE-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Bakersfield

METRO RANK 95

A/M '79 Market Overview

Bakersfield features one of those contemporary music scene battles between an FM AOR and an AM Top 40. In this book the AOR won, and there is now a new number one station in the market, **KKXX,** the AOR station. The station ran no contests or promotions during the sweep but concentrated instead on their playlist. Tailored to the Bakersfield audience, the list contains some disco and Top 40 sounds as well as the hit album tracks. The station has no format competition. **KERN,** which last year was the contemporary music leader in the market, dipped several shares in this survey, and the station attributes the loss to audience going to the FM sound of KKXX. Unlike KKXX, KERN was very heavily promotion-minded, giving away prizes such as a car, $1000, stereos, 10-speed bikes, etc. KERN did run some TV and outdoor board advertising, but not as much of either as KKXX.

KUZZ, the Country station which had been the market leader, dipped more than four shares, but is still a strong #2 in the market. This market is measured only once per year, and this year the amount of usable diaries (416) was below the in-tab goal Arbitron set for the market, 450. It's possible that fewer diaries came back from zips where country listeners are in large numbers.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2983

	A/M '77		A/M '78		A/M '79	
1	KERN-AM	14.4	KUZZ-AM	17.1	KKXX-FM (A)	13.4
2	KUZZ-AM	13.7	KERN-AM	13.4	KUZZ-AM (C)	13.0
3	KAFY-AM	11.8	KGEE-AF	9.8	KERN-AM (N)	10.1
4	KKXX-FM	11.3	KLYD-AF	9.0	KLYD-AF (PA)	8.9
5	KLYD-AF	10.1	KAFY-AM	8.8	KGFM-FM (BM)	7.2
6	KLYD-FM	7.2	KKXX-FM	4.9	KWAC-AM (B)	6.0
7	KGEE-AM	4.6	KPMC-AM	2.6	KAFY-AM (PA)	4.5
8	KGFM-FM	3.1	KLOS-FM	2.6	KGAM-AM (BM)	4.3
9	KZIQ-AM	3.1	KFI -AM	2.2	KPMC-AM (N)	3.4
10	KLYD-AM	2.9	KWAC-AM	2.0	KMET-FM (A)	2.7
11	KLOA-AM	2.6	KLOA-AM	1.8	KZIQ-AM (C)	2.7
12	KPMC-AM	2.2	KHIS-AF	1.6	KBIG-FM (BM)	2.2
13	KCHJ-AM	1.9	KOST-FM	1.6	KFI -AM (R)	1.8
14	KHIS-AF	1.9	KFRE-AM	1.4	KHIS-AF (RL)	1.8
15	KLOS-FM	1.9	KMPC-AM	1.0	KMPC-AM (PA)	1.6
16	KOST-FM	1.9	KBIG-FM	1.0	KOST-FM (BM)	1.6
17	KNX -AM	1.9	KWSO-AM	0.8	KLOS-FM (A)	1.1
18	KHIS-AM	1.4	KZIQ-FM	0.6	KWSO-AM (RL)	1.1
19	KGO -AM	0.7	KCHJ-AM	0.4	KLOA-AM (PA)	1.1
20	KFRE-AM	0.5			KDOL-AM (C)	1.1
21	KHJ -AM	0.5			KNX -FM (A)	0.9
22	KBIG-FM	0.5			KNX -AM (N)	0.7
23	KHIS-FM	0.5			KCHJ-AM (C)	0.4
24	KFI -AM	0.5			KZIQ-FM (BM)	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2983

	A/M '77		A/M '78		A/M '79	
1	KERN-AM	60	KUZZ-AM	84	KKXX-FM	60
2	KUZZ-AM	57	KERN-AM	66	KUZZ-AM	58
3	KAFY-AM	49	KGEE-AF	48	KERN-AM	45
4	KKXX-FM	47	KLYD-AF	44	KLYD-AF	40
5	KLYD-AF	42	KAFY-AM	43	KGFM-FM	32

M-F, 6-10am

1	KUZZ-AM	KUZZ-AM	KUZZ-AM
2	KERN-AM	KERN-AM	KLYD-AF
3	KAFY-AM	KLYD-AF	KERN-AM
4	KKXX-FM	KAFY-AM	KKXX-FM
5	KLYD-AF	KGEE-AF	KGAM-AM

M-F, 3-7pm

1	KERN-AM	KERN-AM	KKXX-FM
2	KUZZ-AM	KUZZ-AM	KUZZ-AM
3	KAFY-AM	KGEE-AF	KERN-AM
4	KKXX-FM	KAFY-AM	KGFM-FM
5	KLYD-AF	KLYD-AF	KLYD-AF

Teens
M-S, 6am-Midnight
POP(00): 447

	A/M '77	A/M '78	A/M '79
1	KERN-AM	KERN-AM	KKXX-FM
2	KAFY-AM	KAFY-AM	KERN-AM
3	KKXX-FM	KUZZ-AM	KMET-FM
4	KUZZ-AM	KLOS-FM	KWAC-AM
5	KLOA-AM	KFI -AM	KAFY-AM

M-F, 6-10am

1	KERN-AM	KERN-AM	KERN-AM
2	KAFY-AM	KAFY-AM	KKXX-FM
3	KKXX-FM	KUZZ-AM	KWAC-AM
4	KUZZ-AM	KWAC-AM	KMET-FM
5	KFI -AM	KGEE-AF	KAFY-AM

M-F, 3-7pm

1	KERN-AM	KERN-AM	KKXX-FM
2	KAFY-AM	KAFY-AM	KERN-AM
3	KKXX-FM	KUZZ-AM	KMET-FM
4	KLOA-AM	KLOS-FM	KWAC-AM
5	KUZZ-AM	KWAC-AM	KUZZ-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1023

	A/M '77	A/M '78	A/M '79
1	KKXX-FM	KERN-AM	KKXX-FM
2	KERN-AM	KUZZ-AM	KERN-AM
3	KAFY-AM	KKXX-FM	KUZZ-AM
4	KUZZ-AM	KAFY-AM	KAFY-AM
5	KLYD-AF	KLYD-AF	KWAC-AM

M-F, 6-10am

1	KKXX-FM	KERN-AM	KKXX-FM
2	KAFY-AM	KUZZ-AM	KUZZ-AM
3	KUZZ-AM	KLYD-AF	KERN-AM
4	KERN-AM	KAFY-AM	KAFY-AM
5	KLYD-AF	KKXX-FM	KWAC-AM

M-F, 3-7pm

1	KKXX-FM	KERN-AM	KKXX-FM
2	KAFY-AM	KUZZ-AM	KERN-AM
3	KUZZ-AM	KKXX-FM	KGFM-FM
4	KERN-AM	KAFY-AM	KAFY-AM
5	KLYD-AF	KLYD-AF	KUZZ-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1187

	A/M '77	A/M '78	A/M '79
1	KKXX-FM	KUZZ-AM	KUZZ-AM
2	KAFY-AM	KLYD-AF	KGFM-FM
3	KERN-AM	KERN-AM	KKXX-FM
4	KUZZ-AM	KGEE-AF	KAFY-AM
5	KLYD-AF	KAFY-AM	KLYD-AF

M-F, 6-10am

1	KAFY-AM	KUZZ-AM	KUZZ-AM
2	KUZZ-AM	KLYD-AF	KLYD-AF
3	KKXX-FM	KERN-AM	KAFY-AM
4	KERN-AM	KGEE-AF	KGFM-FM
5	KLYD-AF	KAFY-AM	KGAM-AM

M-F, 3-7pm

1	KKXX-FM	KGEE-AF	KUZZ-AM
2	KERN-AM	KUZZ-AM	KKXX-FM
3	KUZZ-AM	KAFY-AM	KERN-AM
4	KAFY-AM	KERN-AM	KGFM-FM
5	KLYD-AF	KLYD-AF	KLYD-AF

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2983

	A/M '77		A/M '78		A/M '79	
1	KERN-AM	933	KERN-AM	836	KERN-AM	774
2	KAFY-AM	833	KUZZ-AM	812	KKXX-FM	707
3	KUZZ-AM	636	KAFY-AM	787	KUZZ-AM	654
4	KKXX-FM	609	KKXX-FM	417	KAFY-AM	462
5	KLYD-AF	386	KGEE-AM	372	KGFM-FM	396

M-F, 6-10am

1	KERN-AM	KUZZ-AM	KERN-AM
2	KAFY-AM	KERN-AM	KKXX-FM
3	KUZZ-AM	KAFY-AM	KUZZ-AM
4	KKXX-FM	KGEE-AM	KLYD-AF
5	KLYD-AF	KLYD-FM	KAFY-AM

M-F, 3-7pm

1	KERN-AM	KERN-AM	KKXX-FM
2	KAFY-AM	KAFY-AM	KERN-AM
3	KKXX-FM	KUZZ-AM	KUZZ-AM
4	KUZZ-AM	KGEE-AM	KAFY-AM
5	KLYD-AF	KKXX-FM	KGFM-FM

Teens
M-S, 6am-Midnight
POP(00): 447

	A/M '77	A/M '78	A/M '79
1	KERN-AM	KERN-AM	KERN-AM
2	KAFY-AM	KAFY-AM	KKXX-FM
3	KKXX-FM	KUZZ-AM	KAFY-AM
4	KLOA-AM	KLOS-FM	KMET-FM
5	KUZZ-AM	KKXX-FM	KFI -AM

M-F, 6-10am

1	KERN-AM	KERN-AM	KKXX-FM
2	KAFY-AM	KAFY-AM	KERN-AM
3	KKXX-FM	KUZZ-AM	KWAC-AM
4	KLOA-AM	KLOS-FM	KMET-FM
5	KUZZ-AM	KWAC-AM	KAFY-AM

M-F, 3-7pm

1	KERN-AM	KERN-AM	KKXX-FM
2	KAFY-AM	KAFY-AM	KERN-AM
3	KKXX-FM	KUZZ-AM	KMET-FM
4	KLOA-AM	KFI -AM	KWAC-AM
5	KFI -AM	KLOS-FM	KAFY-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1023

	A/M '77	A/M '78	A/M '79
1	KERN-AM	KAFY-AM	KERN-AM
2	KAFY-AM	KERN-AM	KKXX-FM
3	KKXX-FM	KKXX-FM	KAFY-AM
4	KUZZ-AM	KUZZ-AM	KUZZ-AM
5	KLYD-AF	KLOS-FM	KGFM-FM

M-F, 6-10am

1	KKXX-FM	KERN-AM	KERN-AM
2	KERN-AM	KAFY-AM	KKXX-FM
3	KAFY-AM	KUZZ-AM	KAFY-AM
4	KUZZ-AM	KKXX-FM	KUZZ-AM
5	KLYD-AF	KLOS-FM	KWAC-AM

M-F, 3-7pm

1	KAFY-AM	KAFY-AM	KERN-AM
2	KERN-AM	KERN-AM	KKXX-FM
3	KKXX-FM	KUZZ-AM	KAFY-AM
4	KUZZ-AM	KKXX-FM	KUZZ-AM
5	KLYD-AF	KLOS-FM	KGFM-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 118

	A/M '77	A/M '78	A/M '79
1	KERN-AM	KUZZ-AM	KUZZ-AM
2	KAFY-AM	KAFY-AM	KKXX-FM
3	KUZZ-AM	KERN-AM	KGFM-FM
4	KKXX-FM	KLYD-FM	KERN-AM
5	KLYD-AF	KKXX-FM	KAFY-AM

M-F, 6-10am

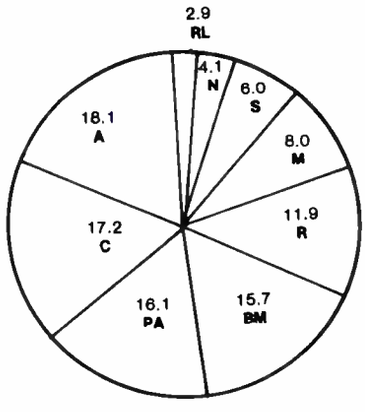
1	KAFY-AM	KUZZ-AM	KUZZ-AM
2	KUZZ-AM	KERN-AM	KERN-AM
3	KERN-AM	KAFY-AM	KAFY-AM
4	KKXX-FM	KLYD-FM	KGFM-FM
5	KLYD-AF	KGEE-AM	KKXX-FM

M-F, 3-7pm

1	KERN-AM	KAFY-AM	KUZZ-AM
2	KKXX-FM	KUZZ-AM	KKXX-FM
3	KUZZ-AM	KERN-AM	KERN-AM
4	KAFY-AM	KLYD-FM	KGFM-FM
5	KLYD-AF	KGEE-AM	KAFY-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Baltimore

METRO RANK 14

A/M '79 Market Overview

Baseball has been good to **WFBR** in this market. After more than 20 years on **WBAL,** the Orioles are now on WFBR, and the station has made the most of this huge baseball following, showing a nice increase in overall audience. Interesting note is that WFBR tapes highlights of the evening games (when station has almost a 21 share) and replays them during daytime dayparts, thus exposing more audience to the excitement of the games they may have missed. WBAL, although still #1 in the market, slipped to its lowest showing in years. The #2 overall in the market is AOR station **WIYY,** which features the successful Superstars format guided by PD **Denise Oliver.** Country leader **WPOC** suffered usual Spring decline but share was well ahead of last A/M'78 sweep.

Two stations with ethnic appeal did well in the Spring sweep. Dancemusic **WKTK** continued to advance after its January format debut, moving up from 2.8-4.4 overall, showing especially good gains in PM Drive and the evening. **WWIN** (Black-formatted) had its best book in years with a 5 share, doubling its numbers in pm Drive. Neither station did an extensive TV campaign for the A/M'79 survey. Instead, WKTK relied on local club and record store research to keep pace with the market, while WWIN did some bus poster and bumper sticker campaigns to keep its calls in the people's minds. Dancemusic **WXYV** showed a slight increase also, especially in the evening.

In the Top 40 vein, **Plough's WCAO** rebounded for its best showing since last Spring, with significant gains with adults in the morning and among teens across the week.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 18023

	A/M '78		O/N '78		J/F '79		A/M '79	
1	WBAL-AM	15.3	WBAL-AM	12.3	WBAL-AM	14.5	WBAL-AM (PA)	10.8
2	WCBM-AM	9.1	WLIF-FM	7.5	WLIF-FM	8.8	WIYY-FM (A)	9.0
3	WLIF-FM	8.3	WIYY-FM	7.0	WIYY-FM	6.9	WCBM-AM (PA)	7.7
4	WCAO-AM	6.3	WXYV-FM	6.5	WPOC-FM	6.8	WLIF-FM (BM)	7.4
5	WXYV-FM	5.4	WCBM-AM	6.2	WCBM-AM	6.5	WFBR-AM (PA)	6.9
6	WWIN-AM	4.7	WPOC-FM	5.1	WXYV-FM	5.1	WXYV-FM (D)	5.9
7	WMAR-FM	4.7	WCAO-AM	5.0	WFBR-AM	4.9	WCAO-AM (R)	5.4
8	WFBR-AM	4.2	WWIN-AM	4.4	WCAO-AM	4.8	WPOC-FM (C)	5.3
9	WIYY-FM	4.2	WMAR-FM	4.3	WLPL-FM	3.5	WWIN-AM (B)	5.1
10	WBKZ-FM	3.9	WFBR-AM	4.1	WWIN-AM	3.4	WKTK-FM (D)	4.4
11	WPOC-FM	3.7	WLPL-FM	3.8	WMAR-FM	3.2	WMAR-FM (BM)	3.9
12	WLPL-FM	3.6	WKTK-FM	3.2	WKTK-FM	2.8	WAYE-AM (BB)	2.6
13	WSID-AM	3.1	WBKZ-FM	2.5	WBKZ-FM	2.7	WITH-AM (PA)	2.1
14	WKTK-FM	2.6	WRBS-FM	2.1	WITH-AM	2.1	WLPL-FM (A)	2.0
15	WTOP-AM	1.5	WTOP-AM	1.9	WSID-AM	1.7	WITH-FM (R)	1.9
16	WRBS-FM	1.3	WITH-AM	1.8	WWDC-FM	1.6	WBKZ-FM (PA)	1.3
17	WITH-AM	1.2	WTTR-FM	1.7	WPGC-AF	1.5	WTOP-AM (N)	1.2
18	WPGC-AF	1.2	WPGC-AF	1.5	WPGC-FM	1.4	WASH-FM (PA)	1.2
19	WITH-FM	1.0	WASH-FM	1.5	WRBS-FM	1.2	WBMD-AM (RL)	1.2
20	WPGC-FM	1.0	WSID-AM	1.4	WTOP-AM	1.1	WSID-AM (B)	1.1
21	WAYE-AM	1.0	WAYE-AM	1.3	WITH-FM	1.0	WPGC-FM (R)	1.1
22	WMAL-AM	0.8	WPGC-FM	1.3	WTTR-FM	0.9	WTTR-FM (PA)	0.9
23	WASH-FM	0.7	WMAL-AM	1.2	WMAL-AM	0.7	WRBS-FM (RL)	0.9
24	WWDC-FM	0.7	WWDC-FM	1.2	WYCR-FM	0.7	WNAV-FM (BM)	0.9
25	WBMD-AM	0.7	WHUR-FM	1.0	WRQX-FM	0.5	WWDC-FM (A)	0.7
26	WNAV-FM	0.6	WNAV-FM	0.7	WOOK-FM	0.5	WRQX-FM (R)	0.5
27	WTTR-FM	0.6	WITH-FM	0.6	WHUR-FM	0.5	WHUR-FM (B)	0.7
28	WRQX-FM	0.5	WBMD-AM	0.6	WTOW-AM	0.5	WMAL-AM (M)	0.4
29	WGAY-FM	0.5	WNAV-AM	0.6	WAYE-AM	0.4		
30	WTTR-AM	0.5	WGMS-AF	0.5	WEBB-AM	0.4		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 18023

	A/M '78		O/N '78		J/F '79		A/M '79	
1	WBAL-AM	438	WBAL-AM	350	WBAL-AM	407	WBAL-AM	318
2	WCBM-AM	261	WLIF-FM	215	WLIF-FM	248	WIYY-FM	265
3	WLIF-FM	237	WIYY-FM	199	WIYY-FM	193	WCBM-AM	226
4	WCAO-AM	180	WXYV-FM	184	WPOC-FM	191	WLIF-FM	217
5	WXYV-FM	153	WCBM-AM	178	WCBM-AM	183	WFBR-AM	204
6	WWIN-AM	135	WPOC-FM	146	WXYV-FM	144	WXYV-FM	174
7	WMAR-FM	133	WCAO-AM	142	WFBR-AM	137	WCAO-AM	158
8	WFBR-AM	120	WWIN-AM	126	WCAO-AM	136	WPOC-FM	157
9	WIYY-FM	120	WMAR-FM	123	WLPL-FM	97	WWIN-AM	149
10	WBKZ-FM	111	WFBR-AM	118	WWIN-AM	95	WKTK-FM	130
M-F, 6-10am								
1	WBAL-AM		WBAL-AM		WBAL-AM		WIYY-FM	
2	WCBM-AM		WIYY-FM		WLIF-FM		WCBM-AM	
3	WLIF-FM		WLIF-FM		WIYY-FM		WBAL-AM	
4	WCAO-AM		WXYV-FM		WPOC-FM		WLIF-FM	
5	WXYV-FM		WCBM-AM		WCBM-AM		WXYV-FM	
6	WWIN-AM		WCAO-AM		WCAO-AM		WCAO-AM	
7	WMAR-FM		WPOC-FM		WXYV-FM		WWIN-AM	
8	WIYY-FM		WWIN-AM		WLPL-FM		WFBR-AM	
9	WBKZ-FM		WLPL-FM		WMAR-FM		WKTK-FM	
10	WPOC-FM		WKTK-FM		WKTK-FM		WMAR-FM	
M-F, 3-7pm								
1	WBAL-AM		WBAL-AM		WBAL-AM		WBAL-AM	
2	WCBM-AM		WCBM-AM		WCBM-AM		WCBM-AM	
3	WCAO-AM		WFBR-AM		WFBR-AM		WFBR-AM	
4	WFBR-AM		WCAO-AM		WPOC-FM		WCAO-AM	
5	WLIF-FM		WLIF-FM		WCAO-AM		WIYY-FM	
6	WMAR-FM		WPOC-FM		WLIF-FM		WPOC-FM	
7	WWIN-AM		WIYY-FM		WIYY-FM		WLIF-FM	
8	WPOC-FM		WMAR-FM		WWIN-AM		WWIN-AM	
9	WIYY-FM		WWIN-AM		WLPL-FM		WMAR-FM	
10	WBKZ-FM		WXYV-FM		WXYV-FM		WXYV-FM	

Teens
M-S, 6am-Midnight
POP(00): 2459

	A/M '78	O/N '78	J/F '79	A/M '79
1	WLPL-FM	WLPL-FM	WIYY-FM	WIYY-FM
2	WCAO-AM	WXYV-FM	WLPL-FM	WWIN-AM
3	WWIN-AM	WIYY-FM	WKTK-FM	WKTK-FM
4	WIYY-FM	WKTK-FM	WXYV-FM	WXYV-FM
5	WKTK-FM	WWIN-AM	WWIN-AM	WCAO-AM
6	WBAL-AM	WCAO-AM	WCAO-AM	WLPL-FM
7	WCBM-AM	WPOC-FM	WWDC-FM	WITH-FM
8	WBKZ-FM	WPGC-AF	WFBR-AM	WFBR-AM
9	WXYV-FM	WPGC-FM	WPGC-AF	WPGC-FM
10	WPGC-AF	WCBM-AM	WPGC-FM	WCBM-AM
M-F, 6-10am				
1	WWIN-AM	WLPL-FM	WIYY-FM	WWIN-AM
2	WLPL-FM	WXYV-FM	WLPL-FM	WIYY-FM
3	WCAO-AM	WIYY-FM	WXYV-FM	WKTK-FM
4	WKTK-FM	WKTK-FM	WKTK-FM	WXYV-FM
5	WIYY-FM	WWIN-AM	WWIN-AM	WCAO-AM
6	WCBM-AM	WCAO-AM	WWDC-FM	WITH-FM
7	WBKZ-FM	WPOC-FM	WCAO-AM	WLPL-FM
8	WBAL-AM	WBKZ-FM	WPGC-AF	WCBM-AM
9	WXYV-FM	WCBM-AM	WPGC-FM	WFBR-AM
10	WSID-AM	WPGC-AF	WCBM-AM	WBKZ-FM
M-F, 3-7pm				
1	WLPL-FM	WLPL-FM	WIYY-FM	WIYY-FM
2	WCAO-AM	WIYY-FM	WLPL-FM	WWIN-AM
3	WBAL-AM	WCAO-AM	WBAL-AM	WCAO-AM
4	WIYY-FM	WPGC-AF	WCAO-AM	WKTK-FM
5	WWIN-AM	WWIN-AM	WWIN-AM	WFBR-AM
6	WCBM-AM	WPGC-FM	WKTK-FM	WITH-FM
7	WKTK-FM	WXYV-FM	WXYV-FM	WLPL-FM
8	WPGC-AF	WPOC-FM	WPGC-AF	WBAL-AM
9	WPGC-FM	WKTK-FM	WPGC-FM	WXYV-FM
10	WBKZ-FM	WBAL-AM	WFBR-AM	WPOC-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 6461

	A/M '78	O/N '78	J/F '79	A/M '79
1	WCBM-AM	WIYY-FM	WIYY-FM	WIYY-FM
2	WXYV-FM	WXYV-FM	WXYV-FM	WXYV-FM
3	WCAO-AM	WWIN-AM	WCBM-AM	WCBM-AM
4	WIYY-FM	WCAO-AM	WCAO-AM	WCAO-AM
5	WBKZ-FM	WCBM-AM	WBKZ-FM	WKTK-FM
6	WWIN-AM	WKTK-FM	WFBR-AM	WPOC-FM
7	WLPL-FM	WFBR-AM	WWIN-AM	WFBR-AM
8	WKTK-FM	WLIF-FM	WPOC-FM	WWIN-AM
9	WLIF-FM	WBKZ-FM	WKTK-FM	WLPL-FM
10	WFBR-AM	WLPL-FM	WLIF-FM	WBKZ-FM
M-F, 6-10am				
1	WCBM-AM	WIYY-FM	WIYY-FM	WIYY-FM
2	WXYV-FM	WXYV-FM	WCAO-AM	WXYV-FM
3	WCAO-AM	WCAO-AM	WCBM-AM	WCAO-AM
4	WIYY-FM	WWIN-AM	WXYV-FM	WKTK-FM
5	WWIN-AM	WKTK-FM	WBKZ-FM	WCBM-AM
6	WBKZ-FM	WLIF-FM	WKTK-FM	WPOC-FM
7	WKTK-FM	WBKZ-FM	WWIN-AM	WFBR-AM
8	WLIF-FM	WCBM-AM	WPOC-FM	WLPL-FM
9	WLPL-FM	WFBR-AM	WLIF-FM	WWIN-AM
10	WFBR-AM	WLPL-FM	WFBR-AM	WBKZ-FM
M-F, 3-7pm				
1	WCBM-AM	WIYY-FM	WFBR-AM	WCBM-AM
2	WCAO-AM	WFBR-AM	WCBM-AM	WCAO-AM
3	WFBR-AM	WCBM-AM	WCAO-AM	WIYY-FM
4	WIYY-FM	WCAO-AM	WIYY-FM	WFBR-AM
5	WWIN-AM	WWIN-AM	WBKZ-FM	WPOC-FM
6	WBKZ-FM	WLIF-FM	WKTK-FM	WLPL-FM
7	WKTK-FM	WBKZ-FM	WWIN-AM	WFBR-AM
8	WLIF-FM	WCBM-AM	WPOC-FM	WWIN-AM
9	WLPL-FM	WFBR-AM	WLIF-FM	WWIN-AM
10	WFBR-AM	WLPL-FM	WFBR-AM	WBKZ-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 7257

	A/M '78	O/N '78	J/F '79	A/M '79
1	WCBM-AM	WCBM-AM	WLIF-FM	WCBM-AM
2	WBAL-AM	WLIF-FM	WCBM-AM	WBAL-AM
3	WFBR-AM	WBAL-AM	WPOC-FM	WFBR-AM
4	WLIF-FM	WPOC-FM	WFBR-AM	WPOC-FM
5	WCAO-AM	WXYV-FM	WBAL-AM	WIYY-FM
6	WXYV-FM	WFBR-AM	WXYV-FM	WLIF-FM
7	WWIN-AM	WCAO-AM	WCAO-AM	WCAO-AM
8	WPOC-FM	WBKZ-FM	WWIN-AM	WXYV-FM
9	WMAR-FM	WIYY-FM	WIYY-FM	WWIN-AM
10	WBKZ-FM	WWIN-AM	WSID-AM	WKTK-FM
M-F, 6-10am				
1	WCBM-AM	WCBM-AM	WLIF-FM	WCBM-AM
2	WBAL-AM	WLIF-FM	WCBM-AM	WFBR-AM
3	WLIF-FM	WPOC-FM	WPOC-FM	WCAO-AM
4	WXYV-FM	WXYV-FM	WXYV-FM	WPOC-FM
5	WCAO-AM	WBAL-AM	WCAO-AM	WIYY-FM
6	WFBR-AM	WCAO-AM	WBAL-AM	WXYV-FM
7	WPOC-FM	WFBR-AM	WFBR-AM	WBAL-AM
8	WMAR-FM	WASH-FM	WBKZ-FM	WLIF-FM
9	WWIN-AM	WBKZ-FM	WIYY-FM	WMAR-FM
10	WSID-AM	WIYY-FM	WMAR-FM	WKTK-FM
M-F, 3-7pm				
1	WCBM-AM	WBAL-AM	WFBR-AM	WBAL-AM
2	WBAL-AM	WCBM-AM	WCBM-AM	WCBM-AM
3	WFBR-AM	WFBR-AM	WBAL-AM	WFBR-AM
4	WCAO-AM	WPOC-FM	WPOC-FM	WPOC-FM
5	WWIN-AM	WCAO-AM	WCAO-AM	WCAO-AM
6	WLIF-FM	WLIF-FM	WLIF-FM	WLIF-FM
7	WPOC-FM	WXYV-FM	WXYV-FM	WIYY-FM
8	WBKZ-FM	WWIN-AM	WWIN-AM	WASH-FM
9	WMAR-FM	WTOP-AM	WIYY-FM	WWIN-AM
10	WXYV-FM	WIYY-FM	WTOP-AM	WXYV-FM

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Baltimore

Continued

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 7257

	A/M '78		O/N '78		J/F '79		A/M '79	
1	WBAL-AM	5874	WBAL-AM	4566	WBAL-AM	5084	WBAL-AM	4440
2	WCAO-AM	3826	WCBM-AM	3533	WCAO-AM	3283	WFBR-AM	4064
3	WCBM-AM	3511	WCAO-AM	3159	WCBM-AM	3241	WCBM-AM	3695
4	WLIF-FM	3038	WLIF-FM	3126	WLIF-FM	3036	WCAO-AM	3413
5	WFBR-AM	2620	WIYY-FM	2638	WFBR-AM	2701	WIYY-FM	3253
6	WXYV-FM	1956	WXYV-FM	2385	WIYY-FM	2480	WLIF-FM	3078
7	WLPL-FM	1929	WFBR-AM	2380	WXYV-FM	2166	WKTK-FM	2257
8	WWIN-AM	1825	WLPL-FM	2177	WPOC-FM	1994	WXYV-FM	2233
9	WIYY-FM	1742	WKTK-FM	2077	WWIN-AM	1918	WWIN-AM	1938
10	WPOC-FM	1595	WWIN-AM	1761	WLPL-FM	1018	WPOC-FM	1895
M-F, 6-10am								
1	WBAL-AM		WBAL-AM		WBAL-AM		WIYY-FM	
2	WCBM-AM		WIYY-FM		WLIF-FM		WBAL-AM	
3	WCAO-AM		WLIF-FM		WCBM-AM		WCBM-AM	
4	WLIF-FM		WCAO-AM		WCAO-AM		WCAO-AM	
5	WXYV-FM		WCBM-AM		WIYY-FM		WLIF-FM	
6	WFBR-AM		WXYV-FM		WXYV-FM		WFBR-AM	
7	WWIN-AM		WLPL-FM		WFBR-AM		WXYV-FM	
8	WLPL-FM		WKTK-FM		WPOC-FM		WKTK-FM	
9	WIYY-FM		WFBR-AM		WLPL-FM		WPOC-FM	
10	WPOC-FM		WWIN-AM		WKTK-FM		WWIN-AM	
M-F, 3-7pm								
1	WBAL-AM		WBAL-AM		WBAL-AM		WBAL-AM	
2	WCAO-AM		WCBM-AM		WCBM-AM		WCBM-AM	
3	WCBM-AM		WCAO-AM		WCAO-AM		WCAO-AM	
4	WFBR-AM		WFBR-AM		WFBR-AM		WFBR-AM	
5	WLIF-FM		WLIF-FM		WLIF-FM		WIYY-FM	
6	WWIN-AM		WIYY-FM		WPOC-FM		WLIF-FM	
7	WIYY-FM		WXYV-FM		WIYY-FM		WPOC-FM	
8	WLPL-FM		WLPL-FM		WWIN-AM		WWIN-AM	
9	WXYV-FM		WWIN-AM		WLPL-FM		WXYV-FM	
10	WPOC-FM		WPOC-FM		WXYV-FM		WKTK-FM	

Teens
M-S, 6am-Midnight
POP(00): 2459

	A/M '78	O/N '78	J/F '79	A/M '79
1	WCAO-AM	WLPL-FM	WLPL-FM	WIYY-FM
2	WLPL-FM	WKTK-FM	WIYY-FM	WCAO-AM
3	WIYY-FM	WIYY-FM	WKTK-FM	WKTK-FM
4	WBAL-AM	WXYV-FM	WCAO-AM	WWIN-AM
5	WXYV-FM	WCAO-AM	WXYV-FM	WLPL-FM
6	WWIN-AM	WWIN-AM	WWIN-AM	WXYV-FM
7	WKTK-FM	WCBM-AM	WBAL-AM	WFBR-AM
8	WCBM-AM	WBAL-AM	WCBM-AM	WITH-FM
9	WFBR-AM	WPOC-FM	WFBR-AM	WCBM-AM
10	WSID-AM	WBKZ-FM	WPOC-FM	WPGC-FM
M-F, 6-10am				
1	WLPL-FM	WLPL-FM	WLPL-FM	WIYY-FM
2	WCAO-AM	WXYV-FM	WIYY-FM	WWIN-AM
3	WWIN-AM	WKTK-FM	WXYV-FM	WCAO-AM
4	WIYY-FM	WIYY-FM	WKTK-FM	WXYV-FM
5	WKTK-FM	WCAO-AM	WCAO-AM	WKTK-FM
6	WCBM-AM	WWIN-AM	WWIN-AM	WLPL-FM
7	WXYV-FM	WCBM-AM	WOOK-FM	WITH-FM
8	WBAL-AM	WPOC-FM	WFBR-AM	WCBM-AM
9	WBKZ-FM	WBKZ-FM	WBAL-AM	WFBR-AM
10	WSID-AM	WPGC-AF	WCBM-AM	WPGC-FM
M-F, 3-7pm				
1	WCAO-AM	WLPL-FM	WLPL-FM	WIYY-FM
2	WLPL-FM	WXYV-FM	WIYY-FM	WCAO-AM
3	WBAL-AM	WCAO-AM	WCAO-AM	WWIN-AM
4	WIYY-FM	WWIN-AM	WBAL-AM	WKTK-FM
5	WWIN-AM	WIYY-FM	WKTK-FM	WLPL-FM
6	WCBM-AM	WKTK-FM	WWIN-AM	WFBR-AM
7	WKTK-FM	WBAL-AM	WFBR-AM	WXYV-FM
8	WFBR-AM	WCBM-AM	WXYV-FM	WITH-FM
9	WXYV-FM	WPGC-AF	WCBM-AM	WPGC-FM
10	WPGC-AF	WPGC-FM	WWDC-FM	WBAL-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 6461

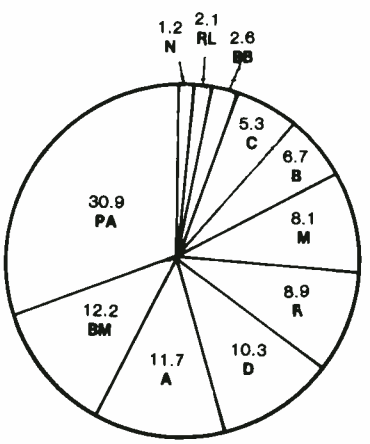
	A/M '78	O/N '78	J/F '79	A/M '79
1	WCAO-AM	WIYY-FM	WCAO-AM	WIYY-FM
2	WCBM-AM	WCAO-AM	WIYY-FM	WCAO-AM
3	WXYV-FM	WXYV-FM	WCBM-AM	WCBM-AM
4	WIYY-FM	WKTK-FM	WXYV-FM	WKTK-FM
5	WBAL-AM	WCBM-AM	WFBR-AM	WFBR-AM
6	WLPL-FM	WFBR-AM	WWIN-AM	WXYV-FM
7	WKTK-FM	WLPL-FM	WBKZ-FM	WLPL-FM
8	WFBR-AM	WWIN-AM	WKTK-FM	WPOC-FM
9	WWIN-AM	WBKZ-FM	WLPL-FM	WWIN-AM
10	WBKZ-FM	WLIF-FM	WPOC-FM	WBAL-AM
M-F, 6-10am				
1	WCBM-AM	WIYY-FM	WCAO-AM	WIYY-FM
2	WCAO-AM	WXYV-FM	WIYY-FM	WCAO-AM
3	WXYV-FM	WCAO-AM	WCBM-AM	WKTK-FM
4	WIYY-FM	WKTK-FM	WXYV-FM	WCBM-AM
5	WWIN-AM	WCBM-AM	WBKZ-FM	WXYV-FM
6	WFBR-AM	WBKZ-FM	WKTK-FM	WPOC-FM
7	WBKZ-FM	WLPL-FM	WFBR-AM	WFBR-AM
8	WKTK-FM	WWIN-AM	WWIN-AM	WLPL-FM
9	WLIF-FM	WFBR-AM	WLIF-FM	WWIN-AM
10	WBAL-AM	WLIF-FM	WPOC-FM	WBKZ-FM
M-F, 3-7pm				
1	WCAO-AM	WCAO-AM	WCAO-AM	WIYY-FM
2	WCBM-AM	WIYY-FM	WCBM-AM	WCAO-AM
3	WFBR-AM	WXYV-FM	WFBR-AM	WCBM-AM
4	WIYY-FM	WCBM-AM	WBKZ-FM	WFBR-AM
5	WXYV-FM	WFBR-AM	WIYY-FM	WXYV-FM
6	WWIN-AM	WWIN-AM	WXYV-FM	WKTK-FM
7	WBAL-AM	WKTK-FM	WBAL-AM	WPOC-FM
8	WBKZ-FM	WBKZ-FM	WWIN-AM	WBAL-AM
9	WKTK-FM	WAYE-AM	WPOC-FM	WWIN-AM
10	WLPL-FM	WLPL-FM	WLIF-FM	WLPL-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 7257

	A/M '78	O/N '78	J/F '79	A/M '79
1	WBAL-AM	WCBM-AM	WCBM-AM	WBAL-AM
2	WCBM-AM	WBAL-AM	WBAL-AM	WCBM-AM
3	WCAO-AM	WLIF-FM	WFBR-AM	WFBR-AM
4	WFBR-AM	WCAO-AM	WLIF-FM	WLIF-FM
5	WLIF-FM	WFBR-AM	WCAO-AM	WCAO-AM
6	WPOC-FM	WXYV-FM	WPOC-FM	WPOC-FM
7	WWIN-AM	WPOC-FM	WWIN-AM	WIYY-FM
8	WXYV-FM	WIYY-FM	WXYV-FM	WXYV-FM
9	WBKZ-FM	WWIN-AM	WITH-AM	WKTK-FM
10	WMAR-FM	WLPL-FM	WIYY-FM	WWIN-AM
M-F, 6-10am				
1	WCBM-AM	WCBM-AM	WCBM-AM	WCBM-AM
2	WBAL-AM	WLIF-FM	WLIF-FM	WBAL-AM
3	WCAO-AM	WCAO-AM	WCAO-AM	WCAO-AM
4	WLIF-FM	WBAL-AM	WBAL-AM	WFBR-AM
5	WFBR-AM	WFBR-AM	WFBR-AM	WPOC-FM
6	WPOC-FM	WXYV-FM	WPOC-FM	WLIF-FM
7	WXYV-FM	WPOC-FM	WXYV-FM	WXYV-FM
8	WWIN-AM	WIYY-FM	WWIN-AM	WIYY-FM
9	WBKZ-FM	WWIN-AM	WIYY-FM	WMAR-FM
10	WTOP-AM	WBKZ-FM	WBKZ-FM	WKTK-FM
M-F, 3-7pm				
1	WCBM-AM	WCBM-AM	WCBM-AM	WBAL-AM
2	WBAL-AM	WBAL-AM	WBAL-AM	WCBM-AM
3	WCAO-AM	WCAO-AM	WFBR-AM	WFBR-AM
4	WFBR-AM	WFBR-AM	WCAO-AM	WCAO-AM
5	WLIF-FM	WLIF-FM	WLIF-FM	WPOC-FM
6	WWIN-AM	WPOC-FM	WPOC-FM	WLIF-FM
7	WPOC-FM	WXYV-FM	WXYV-FM	WIYY-FM
8	WBKZ-FM	WWIN-AM	WWIN-AM	WXYV-FM
9	WTOP-AM	WTOP-AM	WIYY-FM	WWIN-AM
10	WXYV-FM	WIYY-FM	WBKZ-FM	WTOP-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Baton Rouge

METRO RANK **80**

A/M '79 Market Overview

The leading station in Baton Rouge, Top 40 rocker **WFMF**, has strengthened its position as numero uno with the results of this survey. WFMF leads the closest other station by almost three shares, and leads its closest rock competitor, **WLCS**, by more than six share points. WFMF does not utilize outside advertising, but does have a "WFMF Money Man" on the street every day giving away money to people he spots listening to the station. Station also raises thousands for charities through its Cheap Shots basketball team.

WLCS's problems had to do with its male listeners, especially in the drive times when the male audience declined by more than 50%. The Country leader in the market, **WYNK-FM**, is now second overall in the market with a solid high 12 range share. This is the second straight book in which the station has garnered numbers over 12.5 overall, and the station is becoming increasingly popular among female audiences.

P/A station **WJBO** jumped almost four shares in this most recent report, showed adult gains of special magnitude in AM drive and midday, when the 18+ figures almost doubled. Astros baseball was a big help here.

Finally, a leading station which slipped to its worst numbers in years was Black-formatted **WXOK**. However, part of its decline may be due to the fact that 100 fewer diaries came back in the High Density Black Area in this sweep when compared to the Fall '78 report. Fewer diaries in the HDBA may have meant more fluctuations in those diaries, which could help account for the WXOK decline. Biggest losses were among women adults in the morning and midday segments of the broadcast day.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 3511

	A/M '78		O/N '78		A/M '79	
1	WXOK-AM	14.5	WFMF-FM	15.0	WFMF-FM (R)	15.8
2	WQXY-FM	13.4	WXOK-AM	13.3	WYNK-FM (C)	13.(
3	WIBR-AM	10.1	WYNK-FM	13.1	WXOK-AM (B)	11.3
4	WLCS-AM	9.7	WLCS-AM	10.4	WJBO-AM (PA)	10.9
5	WJBO-AM	8.8	WQXY-FM	10.4	WQXY-FM (BM)	9.9
6	WYNK-FM	8.1	WIBR-AM	8.7	WLCS-AM (R)	9.2
7	WYNK-AM	7.7	WJBO-AM	7.1	WIBR-AM (R)	7.8
8	WAFB-FM	6.4	WYNK-AM	5.4	WYNK-AM (C)	6.3
9	WFMF-FM	6.2	WLUX-AM	4.6	WAFB-FM (D)	4.8
10	WLUX-AM	5.7	WAFB-FM	3.5	WSLG-AM (C)	1.9
11	WWL -AM	2.2	WAIL-AM	1.9	KSMI-FM (PA)	1.7
12	WLBI-AM	2.0	WWL -AM	1.7	WWL -AM (PA)	1.3
13	WSLG-AM	1.1	WQUE-FM	0.8	WLUX-AM (RL)	1.0
14	WTIX-AM	1.1	KSMI-FM	0.6		
15	WNOE-AM	0.7				
16	WAIL-AM	0.4				
17	KSMI-FM	0.4				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3511

	A/M '78		O/N '78		A/M '79	
1	WXOK-AM	66	WFMF-FM	72	WFMF-FM	83
2	WQXY-FM	61	WXOK-AM	64	WYNK-FM	68
3	WIBR-AM	46	WYNK-FM	63	WXOK-AM	59
4	WLCS-AM	44	WLCS-AM	50	WJBO-AM	57
5	WJBO-AM	40	WQXY-FM	50	WQXY-FM	52
M-F, 6-10am						
1	WJBO-AM		WYNK-FM		WJBO-AM	
2	WYNK-FM		WFMF-FM		WYNK-FM	
3	WIBR-AM		WLCS-AM		WFMF-FM	
4	WLCS-AM		WXOK-AM		WIBR-AM	
5	WQXY-FM		WIBR-AM		WQXY-FM	
M-F, 3-7pm						
1	WXOK-AM		WFMF-FM		WFMF-FM	
2	WQXY-FM		WXOK-AM		WXOK-AM	
3	WIBR-AM		WYNK-FM		WYNK-FM	
4	WLCS-AM		WQXY-FM		WLCS-AM	
5	WJBO-AM		WLCS-AM		WJBO-AM	

Teens
M-S 6am-Midnight
POP(00): 529

	A/M '78	O/N '78	A/M '79
1	WLCS-AM	WFMF-FM	WFMF-FM
2	WXOK-AM	WXOK-AM	WXOK-AM
3	WIBR-AM	WLCS-AM	WLCS-AM
4	WAFB-FM	WIBR-AM	WIBR-AM
5	WFMF-FM	WAFB-FM	WAFB-FM

M-F, 6-10am

1	WLCS-AM	WFMF-FM	WFMF-FM
2	WXOK-AM	WLCS-AM	WXOK-AM
3	WIBR-AM	WIBR-AM	WLCS-AM
4	WYNK-FM	WXOK-AM	WIBR-AM
5	WJBO-AM	KSMI-FM	WYNK-FM

M-F, 3-7pm

1	WLCS-AM	WFMF-FM	WXOK-AM
2	WXOK-AM	WXOK-AM	WFMF-FM
3	WIBR-AM	WIBR-AM	WLCS-AM
4	WTIX-AM	WLCS-AM	WIBR-AM
5	WJBO-AM	WAFB-FM	WYNK-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 1425

	A/M '78	O/N '78	A/M '79
1	WXOK-AM	WFMF-FM	WFMF-FM
2	WIBR-AM	WLCS-AM	WYNK-FM
3	WAFB-FM	WXOK-AM	WLCS-AM
4	WFMF-FM	WIBR-AM	WAFB-FM
5	WLCS-AM	WYNK-FM	WXOK-AM
M-F, 6-10am			
1	WIBR-AM	WFMF-FM	WFMF-FM
2	WJBO-AM	WLCS-AM	WYNK-FM
3	WYNK-FM	WYNK-FM	WJBO-AM
4	WXOK-AM	WIBR-AM	WIBR-AM
5	WLCS-AM	WXOK-AM	WXOK-AM
M-F, 3-7pm			
1	WXOK-AM	WFMF-FM	WFMF-FM
2	WIBR-AM	WLCS-AM	WYNK-FM
3	WFMF-FM	WXOK-AM	WLCS-AM
4	WAFB-FM	WIBR-AM	WXOK-AM
5	WLCS-AM	WYNK-FM	WJBO-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 1432

	A/M '78	O/N '78	A/M '79
1	WQXY-FM	WYNK-FM	WYNK-FM
2	WYNK-AM	WQXY-FM	WQXY-FM
3	WYNK-FM	WFMF-FM	WFMF-FM
4	WJBO-AM	WXOK-AM	WJBO-AM
5	WXOK-AM	WJBO-AM	WIBR-AM
M-F, 6-10am			
1	WYNK-FM	WYNK-FM	WYNK-FM
2	WJBO-AM	WLCS-AM	WJBO-AM
3	WYNK-AM	WQXY-FM	WQXY-FM
4	WQXY-FM	WJBO-AM	WIBR-AM
5	WLCS-AM	WFMF-FM	WLCS-AM
M-F, 3-7pm			
1	WQXY-FM	WQXY-FM	WYNK-FM
2	WYNK-FM	WYNK-FM	WQXY-FM
3	WXOK-AM	WFMF-FM	WFMF-FM
4	WYNK-AM	WLCS-AM	WJBO-AM
5	WIBR-AM	WXOK-AM	WLCS-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3511

	A/M '78		O/N '78		A/M '79	
1	WIBR-AM	1043	WLCS-AM	1111	WFMF-FM	1089
2	WLCS-AM	983	WIBR-AM	1018	WYNK-FM	880
3	WJBO-AM	877	WFMF-FM	932	WIBR-AM	856
4	WQXY-FM	780	WXOK-AM	792	WLCS-AM	843
5	WAFB-FM	747	WJBO-AM	783	WJBO-AM	813
M-F, 6-10am						
1	WJBO-AM		WLCS-AM		WFMF-FM	
2	WLCS-AM		WFMF-FM		WJBO-AM	
3	WIBR-AM		WIBR-AM		WYNK-FM	
4	WQXY-FM		WYNK-FM		WIBR-AM	
5	WXOK-AM		WXOK-AM		WXOK-AM	
M-F, 3-7pm						
1	WIBR-AM		WFMF-FM		WFMF-FM	
2	WLCS-AM		WLCS-AM		WYNK-FM	
3	WXOK-AM		WIBR-AM		WXOK-AM	
4	WJBO-AM		WXOK-AM		WJBO-AM	
5	WQXY-FM		WYNK-FM		WLCS-AM	

Teens
M-S, 6am-Midnight
POP(00): 529

	A/M '78	O/N '78	A/M '79
1	WIBR-AM	WLCS-AM	WFMF-FM
2	WLCS-AM	WFMF-FM	WLCS-AM
3	WAFB-FM	WIBR-AM	WXOK-AM
4	WXOK-AM	WXOK-AM	WIBR-AM
5	WJBO-AM	WAFB-FM	WAFB-FM
M-F, 6-10am			
1	WLCS-AM	WFMF-FM	WFMF-FM
2	WIBR-AM	WIBR-AM	WXOK-AM
3	WAFB-FM	WLCS-AM	WLCS-AM
4	WXOK-AM	WXOK-AM	WIBR-AM
5	WYNK-FM	KSMI-FM	WAFB-FM
M-F, 3-7pm			
1	WLCS-AM	WFMF-FM	WFMF-FM
2	WIBR-AM	WIBR-AM	WXOK-AM
3	WXOK-AM	WLCS-AM	WLCS-AM
4	WAFB-FM	WXOK-AM	WIBR-AM
5	WJBO-AM	WAFB-FM	WAFB-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1425

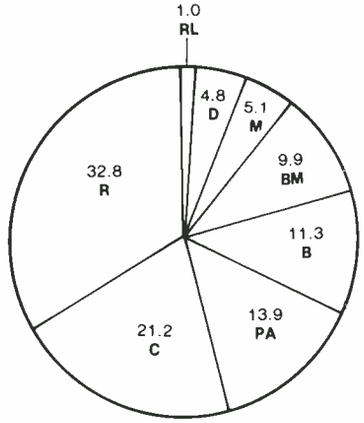
	A/M '78	O/N '78	A/M '79
1	WIBR-AM	WFMF-FM	WFMF-FM
2	WAFB-FM	WLCS-AM	WIBR-AM
3	WLCS-AM	WIBR-AM	WLCS-AM
4	WJBO-AM	WAFB-FM	WYNK-FM
5	WFMF-FM	WXOK-AM	WJBO-AM
M-F, 6-10am			
1	WIBR-AM	WFMF-FM	WFMF-FM
2	WAFB-FM	WIBR-AM	WIBR-AM
3	WLCS-AM	WIBR-AM	WLCS-AM
4	WJBO-AM	WAFB-FM	WYNK-FM
5	WFMF-FM	WXOK-AM	WJBO-AM
M-F, 3-7pm			
1	WIBR-AM	WFMF-FM	WFMF-FM
2	WAFB-FM	WIBR-AM	WIBR-AM
3	WLCS-AM	WIBR-AM	WLCS-AM
4	WAFB-FM	WAFB-FM	WJBO-AM
5	WFMF-FM	WXOK-AM	WLCS-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1432

	A/M '78	O/N '78	A/M '79
1	WQXY-FM	WLCS-AM	WYNK-FM
2	WJBO-AM	WIBR-AM	WFMF-FM
3	WLCS-AM	WJBO-AM	WQXY-FM
4	WIBR-AM	WYNK-FM	WJBO-AM
5	WAFB-FM	WFMF-FM	WIBR-AM
M-F, 6-10am			
1	WJBO-AM	WYNK-FM	WYNK-FM
2	WLCS-AM	WLCS-AM	WJBO-AM
3	WQXY-FM	WIBR-AM	WFMF-FM
4	WIBR-AM	WJBO-AM	WQXY-FM
5	WYNK-FM	WFMF-FM	WIBR-AM
M-F, 3-7pm			
1	WJBO-AM	WLCS-AM	WYNK-FM
2	WQXY-FM	WYNK-FM	WFMF-FM
3	WIBR-AM	WFMF-FM	WQXY-FM
4	WLCS-AM	WIBR-AM	WJBO-AM
5	WXOK-AM	WJBO-AM	WLCS-AM

Format Penetration Chart

Based On Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Beaumont-Port Arthur-Orange

METRO RANK **94**

A/M '79 Market Overview

Strange things happened in this Arbitron report. Most of the unusual results are due in part to poor diary return. In the O/N'78 report for Beaumont, there were 635 usable metro diaries — however, in the most recent sweep, only 488 usable diaries came back. As luck would have it, the worst return occurred in the young male demos. In the Fall '78 report, there were 91 usable men 18-34 diaries, but in the Spring '79 survey, only 47 came back. Of the 47, only 15 usable men 18-24 diaries were returned. Given this horrible rate of return for the younger male diaries, it stands to reason there may be some fluctuations in the survey results. There are.

The #1 station, **KALO**, is Black-formatted. However, in this book the station dropped from a 13 share to almost a 10 share. Part of the reason is that diary return in the High Density Black Area was poor, down almost 20% from the Fall sweep. Fewer diaries means more weighting, which means more instability in the numbers.

A success story in the Spring book is Dancemusic Radio **KHYS,** which leaped from an overall share of .7 to a 3.4 tally. Interesting to note that the KHYS strength was concentrated in teens and young males, demos which may have been subject to instability as a result of the poor diary return. Moves made by the station to achieve more success in the A/M '79 book included boosting its power six days before the sweep began, from 3800 watts to 65,000 backed up with a significant TV campaign. Additionally, bumper stickers were used to build visibility in the community. No big giveaways were used, but there was much local involvement at schools and discos.

Declining in the ratings race in the Spring included **KWIC,** the Top 40 leader which declined over two shares, and the Country powerhouse **KLVI,** which slid almost a share point. KWIC adjusted its programming to skew older, and as a result blew off teens, thus hurting its overall cume. Its cume loss, combined with a slight decline in time spent listening, caused its share loss. Instability in the diaries may have had an impact on its decline also.

KLVI suffered most of its decline in men, especially in morning drive where its adult men share went from 17.8 to 12.6. Some of this decline can probably be explained as due to the increase in numbers for a competitor, **KTRM,** which went up two shares overall and which looked very good among male audiences.

Given the poor diary return in this book, broadcasters in Beaumont will probably have to wait for the results of the Fall '79 sweep to see if they can get a more reliable reading of the market's radio preferences.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 2996

	A/M '78		O/N '78		A/M '79	
1	KJET-AM	15.7	KALO-FM	13.1	KALO-FM(B)	10.4
2	KWIC-FM	11.5	KWIC-FM	11.7	KLVI-AM(C)	9.8
3	KYKR-AF	9.5	KLVI-AM	10.5	KWIC-FM(R)	9.4
4	KLVI-AM	8.7	KTRM-AM	6.4	KTRM-AM(C)	8.6
5	KQXY-FM	8.7	KYKR-FM	6.0	KJET-AM(B)	7.7
6	KTRM-AM	7.9	KQXY-FM	6.0	KYKR-FM(C)	7.3
7	KAYC-AF	7.4	KIOC-FM	5.7	KQXY-FM(BM)	5.2
8	KIOC-FM	7.2	KTRH-AM	5.7	KIOC-FM(PA)	4.9
9	KTRH-AM	5.6	KZOM-FM	5.7	KTRH-AM(T)	4.7
10	KOLE-AM	2.8	KJET-AM	5.2	KHYS-FM(D)	3.5
11	KQQT-AM	2.8	KAYD-FM	4.0	KZOM-FM(A)	3.5
12	KSUZ-AM	2.1	KOLE-AM	3.1	KQQT-AM(C)	3.5
13	KIEL-FM	2.1	KAYC-AM	2.9	KPAC-AM(N)	3.3
14	KPAC-AM	1.5	KPAC-AM	2.6	KAYD-FM(R)	3.1
15			KQQT-AM	1.9	KAYC-AM(PA)	2.9
16			KYKR-AM	1.2	KOLE-AM(RL)	2.4
17			KOLE-AM	0.7	KOLE-AM(R)	2.0
18			KHYS-FM	0.7	KYKR-AM(C)	1.2

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2996

	A/M '78		O/N '78		A/M '79	
1	KJET-AM	65	KALO-FM	55	KALO-FM	51
2	KWIC-FM	45	KWIC-FM	49	KLVI-AM	48
3	KYKR-AF	37	KLVI-AM	44	KWIC-FM	46
4	KLVI-AM	34	KTRM-AM	27	KTRM-AM	42
5	KQXY-FM	34	KYKR-FM	25	KJET-AM	38
M-F, 6-10am						
1	KYKR-AF		KLVI-AM		KLVI-AM	
2	KJET-AM		KWIC-FM		KTRM-AM	
3	KLVI-AM		KALO-FM		KWIC-FM	
4	KWIC-FM		KTRM-AM		KALO-FM	
5	KTRM-AM		KQXY-FM		KYKR-FM	
M-F, 3-7pm						
1	KJET-AM		KALO-FM		KALO-FM	
2	KWIC-FM		KWIC-FM		KWIC-FM	
3	KTRM-AM		KLVI-AM		KLVI-AM	
4	KLVI-AM		KQXY-FM		KTRM-AM	
5	KAYC-AF		KYKR-FM		KJET-AM	

Teens
M-S, 6am-Midnight
POP(00): 445

	A/M '78		O/N '78		A/M '79	
1	KWIC-FM		KWIC-FM		KALO-FM	
2	KAYC-AF		KALO-FM		KWIC-FM	
3	KJET-AM		KAYD-FM		KAYD-FM	
4	KOLE-AM		KZOM-FM		KJET-AM	
5	KIOC-FM		KOLE-AM		KHYS-FM	
M-F, 6-10am						
1	KWIC-FM		KWIC-FM		KWIC-FM	
2	KAYC-AF		KALO-FM		KAYD-FM	
3	KJET-AM		KAYD-FM		KALO-FM	
4	KIEL-FM		KZOM-FM		KJET-AM	
5	KOLE-AM		KIOC-FM		KLVI-AM	
M-F, 3-7pm						
1	KAYC-AF		KWIC-FM		KALO-FM	
2	KWIC-FM		KALO-FM		KWIC-FM	
3	KJET-AM		KAYD-FM		KJET-AM	
4	KOLE-AM		KZOM-FM		KAYD-FM	
5	KYKR-AF		KOLE-AM		KHYS-FM	

Adults 18-34
M-S, 6am-Midnight
POP(00): 1002

	A/M '78		O/N '78		A/M '79	
1	KWIC-FM		KALO-FM		KWIC-FM	
2	KJET-AM		KWIC-FM		KALO-FM	
3	KIOC-FM		KZOM-FM		KTRM-AM	
4	KLVI-AM		KLVI-AM		KYKR-FM	
5	KAYC-AF		KIOC-FM		KJET-AM	
M-F, 6-10am						
1	KWIC-FM		KALO-FM		KWIC-FM	
2	KLVI-AM		KWIC-FM		KALO-FM	
3	KJET-AM		KLVI-AM		KLVI-AM	
4	KIOC-FM		KIOC-FM		KTRM-AM	
5	KTRM-AM		KZOM-FM		KYKR-FM	
M-F, 3-7pm						
1	KWIC-FM		KALO-FM		KWIC-FM	
2	KIOC-FM		KWIC-FM		KALO-FM	
3	KJET-AM		KIOC-FM		KTRM-AM	
4	KLVI-AM		KLVI-AM		KYKR-FM	
5	KAYC-AF		KZOM-FM		KZOM-FM	

Adults 25-49
M-S, 6am-Midnight
POP(00): 1207

	A/M '78		O/N '78		A/M '79	
1	KYKR-AF		KLVI-AM		KTRM-AM	
2	KQXY-FM		KALO-FM		KLVI-AM	
3	KJET-AM		KWIC-FM		KALO-FM	
4	KLVI-AM		KIOC-FM		KIOC-FM	
5	KTRM-AM		KYKR-FM		KYKR-FM	
M-F, 6-10am						
1	KYKR-AF		KLVI-AM		KLVI-AM	
2	KTRM-AM		KWIC-FM		KTRM-AM	
3	KLVI-AM		KALO-FM		KQQT-AM	
4	KQXY-FM		KIOC-FM		KALO-FM	
5	KJET-AM		KYKR-FM		KTRH-AM	
M-F, 3-7pm						
1	KLVI-AM		KLVI-AM		KTRM-AM	
2	KQXY-FM		KALO-FM		KLVI-AM	
3	KTRM-AM		KWIC-FM		KALO-FM	
4	KYKR-AF		KIOC-FM		KIOC-FM	
5	KIOC-FM		KYKR-FM		KJET-AM	

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2996

	A/M '78		O/N '78		A/M '79	
1	KWIC-FM	75%	KWIC-FM	66%	KLVI-AM	59%
2	KLVI-AM	62%	KLVI-AM	59%	KWIC-FM	56%
3	KAYC-AF	60%	KALO-FM	47%	KYKR-FM	45%
4	KIOC-FM	58%	KQQT-AM	40%	KQXY-FM	41%
5	KYKR-AF	56%	KYKR-FM	40%	KIOC-FM	38%
M-F, 6-10am						
1	KLVI-AM		KLVI-AM		KLVI-AM	
2	KWIC-FM		KWIC-FM		KWIC-FM	
3	KYKR-AF		KALO-FM		KYKR-FM	
4	KJET-AM		KIOC-FM		KTRM-AM	
5	KAYC-AF		KTRM-AM		KALO-FM	
M-F, 3-7pm						
1	KWIC-FM		KWIC-FM		KWIC-FM	
2	KLVI-AM		KLVI-AM		KLVI-AM	
3	KAYC-AF		KALO-FM		KALO-FM	
4	KJET-AM		KJET-AM		KIOC-FM	
5	KIOC-FM		KQXY-FM		KQXY-FM	

Teens
M-S, 6am-Midnight
POP(00): 445

	A/M '78	O/N '78	A/M '79
1	KWIC-FM	KWIC-FM	KWIC-FM
2	KAYC-AF	KALO-FM	KAYD-FM
3	KJET-AM	KAYD-FM	KALO-FM
4	KOLE-AM	KIOC-FM	KJET-AM
5	KIOC-FM	KZOM-FM	KAYC-AM
M-F, 6-10am			
1	KWIC-FM	KWIC-FM	KWIC-FM
2	KAYC-AF	KALO-FM	KAYD-FM
3	KJET-AM	KAYD-FM	KALO-FM
4	KOLE-AM	KIOC-FM	KJET-AM
5	KIOC-FM	KZOM-FM	KAYC-AM
M-F, 3-7pm			
1	KWIC-FM	KWIC-FM	KWIC-FM
2	KAYC-AF	KALO-FM	KALO-FM
3	KJET-AM	KOLE-AM	KAYD-FM
4	KOLE-AM	KAYD-FM	KHYS-FM
5	KIOC-FM	KIOC-FM	KJET-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1002

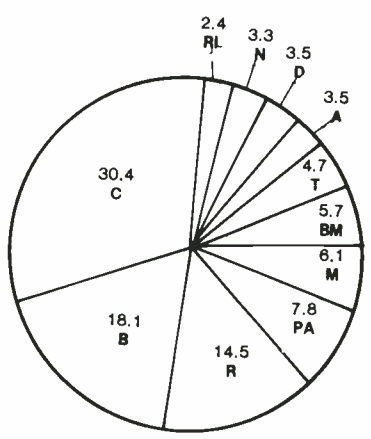
	A/M '78	O/N '78	A/M '79
1	KWIC-FM	KWIC-FM	KIOC-FM
2	KIOC-FM	KALO-FM	KLVI-AM
3	KLVI-AM	KOLE-AM	KWIC-FM
4	KAYC-AF	KLVI-AM	KAYD-FM
5	KOLE-AM	KIOC-FM	KYKR-FM
M-F, 6-10am			
1	KLVI-AM	KALO-FM	KWIC-FM
2	KWIC-FM	KWIC-FM	KYKR-FM
3	KAYC-AF	KLVI-AM	KLVI-AM
4	KIOC-FM	KOLE-AM	KIOC-FM
5	KYKR-AF	KIOC-FM	KALO-FM
M-F, 3-7pm			
1	KWIC-FM	KWIC-FM	KIOC-FM
2	KIOC-FM	KLVI-AM	KWIC-FM
3	KLVI-AM	KALO-FM	KALO-FM
4	KAYC-AF	KIOC-FM	KLVI-AM
5	KJET-AM	KOLE-AM	KYKR-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1207

	A/M '78	O/N '78	A/M '79
1		KLVI-AM	KLVI-AM
2	KYKR-AF	KWIC-FM	KTRM-AM
3	KTRM-AM	KYKR-FM	KYKR-FM
4	KIOC-FM	KIOC-FM	KQXY-FM
5	KQXY-FM	KALO-FM	KTRH-AM
M-F, 6-10am			
1	KLVI-AM	KLVI-AM	KLVI-AM
2	KTRM-AM	KWIC-FM	KTRM-AM
3	KYKR-AF	KALO-FM	KYKR-FM
4	KAYC-AF	KIOC-FM	KTRH-AM
5	KTRH-AM	KYKR-FM	KWIC-FM
M-F, 3-7pm			
1	KLVI-AM	KLVI-AM	KLVI-AM
2	KTRM-AM	KWIC-FM	KTRM-AM
3	KIOC-FM	KIOC-FM	KALO-FM
4	KYKR-AF	KALO-FM	KYKR-FM
5	KQXY-FM	KQXY-FM	KQXY-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Billings

METRO RANK **171**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 849

	A/M '77		A/M '78		A/M '79	
1	KOOK-AM	29.7	KOOK-AM	23.4	KOOK-AM(R)	26.2
2	KBMY-AM	19.5	KYYA-FM	19.8	KYYA-FM(R)	20.0
3	KOYN-FM	16.1	KBMY-AM	15.3	KURL-FM(BM)	12.3
4	KOYN-AM	13.6	KGHL-AM	12.6	KGHL-AM(RA)	10.0
5	KGHL-AM	9.3	KURL-FM	11.7	KBMY-AM(C)	10.0
6	KURL-FM	9.3	KOYN-AM	7.2	KOYN-AM(C)	10.0
7	KURL-AM	3.4	KURL-AM	4.5	KIDX-FM(C)	8.5
8			KBMS-FM	4.5	KURL-AM(RL)	1.5

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 849

	A/M '77		A/M '78		A/M '79	
1	KOOK-AM	35	KOOK-AM	26	KOOK-AM	34
2	KBMY-AM	23	KYYA-FM	22	KYYA-FM	26
3	KOYN-FM	19	KBMY-AM	17	KURL-FM	16
4	KOYN-AM	16	KGHL-AM	14	KGHL-AM	13
5	KGHL-AM	11	KURL-FM	13	KBMY-AM	13

M-F, 6-10am

1	KOOK-AM	KOOK-AM	KOOK-AM
2	KBMY-AM	KGHL-AM	KYYA-FM
3	KOYN-FM	KYYA-FM	KGHL-AM
4	KGHL-AM	KBMY-AM	KOYN-AM
5	KOYN-AM	KOYN-AM	KBMY-AM

M-F, 3-7pm

1	KOOK-AM	KOOK-AM	KOOK-AM
2	KBMY-AM	KYYA-FM	KYYA-FM
3	KOYN-FM	KURL-FM	KURL-FM
4	KOYN-AM	KBMY-AM	KBMY-AM
5	KURL-FM	KBMS-FM	KIDX-FM

Teens

M-S, 6am-Midnight

POP(00): 125

	A/M '77	A/M '78	A/M '79
1	KOOK-AM	KOOK-AM	KYYA-FM
2	KOYN-FM	KYYA-FM	KOOK-AM
3	KBMY-AM	KGHL-AM	KIDX-FM
4	KOYN-AM	KBMS-FM	KGHL-AM
5	KGHL-AM	KOYN-AM	KBMY-AM

M-F, 6-10am

1	KOOK-AM	KOOK-AM	KOOK-AM
2	KOYN-FM	KYYA-FM	KYYA-FM
3	KGHL-AM	KOYN-AM	KURL-AM
4	KOYN-AM	KBMS-FM	KBMY-AM
5	KBMY-AM	KGHL-AM	KURL-FM

M-F, 3-7pm

1	KOOK-AM	KOOK-AM	KYYA-FM
2	KOYN-FM	KYYA-FM	KOOK-AM
3	KBMY-AM	KURL-AM	KIDX-FM
4	KOYN-AM	KBMS-FM	KBMY-AM
5	KGHL-AM	KOYN-AM	KGHL-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 308

	A/M '77	A/M '78	A/M '79
1	KOOK-AM	KYYA-FM	KOOK-AM
2	KOYN-FM	KOOK-AM	KYYA-FM
3	KBMY-AM	KBMY-AM	KIDX-FM
4	KOYN-AM	KURL-FM	KURL-FM
5	KGHL-AM	KBMS-FM	KBMY-AM

M-F, 6-10am

1	KOOK-AM	KOOK-AM	KOOK-AM
2	KOYN-FM	KYYA-FM	KYYA-FM
3	KBMY-AM	KBMY-AM	KIDX-FM
4	KOYN-AM	KBMS-FM	KBMY-AM
5	KGHL-AM	KOYN-AM	KURL-FM

M-F, 3-7pm

1	KOOK-AM	KYYA-FM	KOOK-AM
2	KOYN-FM	KOOK-AM	KYYA-FM
3	KBMY-AM	KBMY-AM	KIDX-FM
4	KURL-FM	KBMS-FM	KBMY-AM
5	KOYN-AM	KURL-FM	KURL-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 338

	A/M '77	A/M '78	A/M '79
1	KOOK-AM	KOOK-AM	KOOK-AM
2	KBMY-AM	KYYA-FM	KBMY-AM
3	KOYN-AM	KYYA-FM	KBMY-AM
4	KOYN-FM	KURL-FM	KBMY-AM
5	KGHL-AM	KBMY-AM	KIDX-FM

M-F, 6-10am

1	KOOK-AM	KOOK-AM	KOOK-AM
2	KBMY-AM	KYYA-FM	KYYA-FM
3	KOYN-AM	KBMY-AM	KBMY-AM
4	KOYN-FM	KBMS-FM	KIDX-FM
5	KGHL-AM	KOYN-AM	KURL-FM

M-F, 3-7pm

1	KOOK-AM	KYYA-FM	KOOK-AM
2	KOYN-FM	KOOK-AM	KYYA-FM
3	KBMY-AM	KBMY-AM	KIDX-FM
4	KURL-FM	KBMS-FM	KBMY-AM
5	KOYN-AM	KURL-FM	KURL-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 849

	A/M '77		A/M '78		A/M '79	
1	KOOK-AM	413	KOOK-AM	418	KOOK-AM	416
2	KOYN-FM	257	KYYA-FM	291	KYYA-FM	304
3	KBMY-AM	247	KGHL-AM	253	KGHL-AM	238
4	KGHL-AM	224	KBMY-AM	228	KBMY-AM	185
5	KOYN-AM	188	KURL-FM	154	KURL-FM	150

M-F, 6-10am

1	KOOK-AM	KOOK-AM	KOOK-AM
2	KBMY-AM	KYYA-FM	KYYA-FM
3	KGHL-AM	KGHL-AM	KGHL-AM
4	KOYN-FM	KBMY-AM	KBMY-AM
5	KOYN-AM	KOYN-AM	KOYN-AM

M-F, 3-7pm

1	KOOK-AM	KOOK-AM	KOOK-AM
2	KBMY-AM	KYYA-FM	KYYA-FM
3	KOYN-FM	KBMY-AM	KURL-FM
4	KOYN-AM	KURL-FM	KBMY-AM
5	KURL-FM	KGHL-AM	KGHL-AM

Teens

M-S, 6am-Midnight

POP(00): 125

	A/M '77	A/M '78	A/M '79
1	KOOK-AM	KOOK-AM	KOOK-AM
2	KOYN-FM	KYYA-FM	KYYA-FM
3	KGHL-AM	KGHL-AM	KIDX-FM
4	KBMY-AM	KOYN-AM	KBMY-AM
5	KURL-FM	KBMY-AM	KURL-FM

M-F, 6-10am

1	KOOK-AM	KOOK-AM	KOOK-AM
2	KOYN-FM	KYYA-FM	KYYA-FM
3	KBMY-AM	KBMY-AM	KIDX-FM
4	KGHL-AM	KURL-FM	KURL-FM
5	KOYN-AM	KOYN-AM	KBMY-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 308

	A/M '77	A/M '78	A/M '79
1	KOOK-AM	KOOK-AM	KOOK-AM
2	KOYN-FM	KYYA-FM	KYYA-FM
3	KBMY-AM	KBMY-AM	KGHL-AM
4	KGHL-AM	KGHL-AM	KIDX-FM
5	KOYN-AM	KURL-FM	KBMY-AM

M-F, 6-10am

1	KOOK-AM	KOOK-AM	KOOK-AM
2	KOYN-FM	KYYA-FM	KYYA-FM
3	KBMY-AM	KBMY-AM	KGHL-AM
4	KGHL-AM	KGHL-AM	KBMY-AM
5	KOYN-AM	KBMS-FM	KIDX-FM

M-F, 3-7pm

1	KOOK-AM	KOOK-AM	KOOK-AM
2	KOYN-FM	KYYA-FM	KYYA-FM
3	KBMY-AM	KBMY-AM	KIDX-FM
4	KOYN-AM	KURL-FM	KGHL-AM
5	KURL-FM	KURL-AM	KBMY-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 338

	A/M '77	A/M '78	A/M '79
1	KOOK-AM	KOOK-AM	KOOK-AM
2	KBMY-AM	KBMY-AM	KYYA-FM
3	KGHL-AM	KGHL-AM	KGHL-AM
4	KOYN-AM	KYYA-FM	KBMY-AM
5	KOYN-FM	KOYN-AM	KURL-FM

M-F, 6-10am

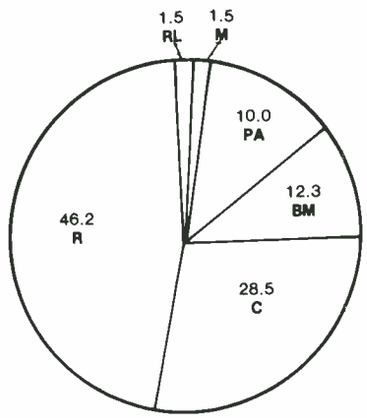
1	KOOK-AM	KOOK-AM	KOOK-AM
2	KBMY-AM	KBMY-AM	KYYA-FM
3	KGHL-AM	KGHL-AM	KGHL-AM
4	KOYN-AM	KYYA-FM	KBMY-AM
5	KOYN-FM	KOYN-AM	KIDX-FM

M-F, 3-7pm

1	KOOK-AM	KOOK-AM	KOOK-AM
2	KBMY-AM	KYYA-FM	KYYA-FM
3	KOYN-AM	KBMY-AM	KBMY-AM
4	KURL-FM	KURL-FM	KURL-FM
5	KGHL-AM	KGHL-AM	KGHL-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Binghampton

METRO RANK **108**

Average Persons 12+ Share Trends

M-S, 6am-Midnight
POP(00): 2532

	A/M '77		A/M '78		A/M '79	
1	WNBF-AM	19.3	WNBF-AM	18.8	WQYT-FM(BM)	19.5
2	WQYT-FM	19.3	WQYT-FM	16.0	WNBF-AM(PA)	17.5
3	WAAL-FM	12.6	WAAL-FM	13.7	WAAL-FM(A)	14.5
4	WMRV-FM	8.8	WKOP-AM	11.2	WKOP-AM(C)	8.9
5	WENE-AM	7.7	WMRV-FM	7.6	WMRV-FM(PA)	8.1
6	WKOP-AM	6.7	WINR-AM	7.3	WEBO-AF(PA)	7.4
7	WINR-AM	6.4	WENE-AM	4.2	WINR-AM(PA)	4.3
8	WEBO-AF	4.6	WEBO-AF	3.9	WENE-AM(PA)	3.3
9	WEBO-FM	3.1	WGBI-FM	1.7	WGBI-FM(C)	1.3
10	WEBO-AM	1.5	WARM-AM	1.4		
11	WARM-AM	1.5	WATS-AM	0.8		
12	WGBI-FM	1.0	WHCU-AM	0.8		
13	WATS-AF	0.8				
14	WATS-AM	0.5				
15	WAVR-FM	0.3				

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 2532

	A/M '77		A/M '78		A/M '79	
1	WNBF-AM	75	WNBF-AM	67	WQYT-FM	77
2	WQYT-FM	75	WQYT-FM	57	WNBF-AM	69
3	WAAL-FM	49	WAAL-FM	49	WAAL-FM	57
4	WMRV-FM	34	WKOP-AM	40	WKOP-AM	35
5	WENE-AM	30	WMRV-FM	27	WMRV-FM	32

M-F, 6-10am

1	WNBF-AM	WNBF-AM	WNBF-AM
2	WQYT-FM	WKOP-AM	WQYT-FM
3	WAAL-FM	WAAL-FM	WAAL-FM
4	WMRV-FM	WQYT-FM	WKOP-AM
5	WENE-AM	WINR-AM	WMRV-FM

M-F, 3-7pm

1	WQYT-FM	WNBF-AM	WQYT-FM
2	WAAL-FM	WAAL-FM	WNBF-AM
3	WNBF-AM	WQYT-FM	WAAL-FM
4	WMRV-FM	WKOP-AM	WMRV-FM
5	WINR-AM	WMRV-FM	WKOP-AM

Teens

M-S, 6am-Midnight
POP(00): 354

	A/M '77	A/M '78	A/M '79
1	WAAL-FM	WAAL-FM	WAAL-FM
2	WINR-AM	WMRV-FM	WMRV-FM
3	WMRV-FM	WINR-AM	WINR-AM
4	WENE-AM	WNBF-AM	WEBO-AF
5	WNBF-AM	WENE-AM	WNBF-AM

M-F, 6-10am

1	WINR-AM	WAAL-FM	WAAL-FM
2	WAAL-FM	WMRV-FM	WINR-AM
3	WNBF-AM	WINR-AM	WMRV-FM
4	WMRV-FM	WNBF-AM	WNBF-AM
5	WENE-AM	WATS-AM	WEBO-AF

M-F, 3-7pm

1	WAAL-FM	WAAL-FM	WAAL-FM
2	WINR-AM	WINR-AM	WMRV-FM
3	WMRV-FM	WMRV-FM	WINR-AM
4	WENE-AM	WENE-AM	WEBO-AF
5	WNBF-AM	WNBF-AM	WNBF-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 825

	A/M '77	A/M '78	A/M '79
1	WAAL-FM	WAAL-FM	WAAL-FM
2	WNBF-AM	WMRV-FM	WMRV-FM
3	WQYT-FM	WNBF-AM	WEBO-AF
4	WENE-AM	WINR-AM	WNBF-AM
5	WMRV-FM	WENE-AM	WINR-AM

M-F, 6-10am

1	WNBF-AM	WNBF-AM	WAAL-FM
2	WAAL-FM	WAAL-FM	WNBF-AM
3	WQYT-FM	WMRV-FM	WKOP-AM
4	WENE-AM	WINR-AM	WINR-AM
5	WMRV-FM	WENE-AM	WMRV-FM

M-F, 3-7pm

1	WAAL-FM	WAAL-FM	WAAL-FM
2	WQYT-FM	WMRV-FM	WMRV-FM
3	WNBF-AM	WENE-AM	WEBO-AF
4	WINR-AM	WQYT-FM	WINR-AM
5	WMRV-FM	WINR-AM	WNBF-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 468

	A/M '77	A/M '78	A/M '79
1	WNBF-AM	WNBF-AM	WAAL-FM
2	WAAL-FM	WMRV-FM	WNBF-AM
3	WMRV-FM	WINR-AM	WQYT-FM
4	WENE-AM	WAAL-FM	WINR-AM
5	WQYT-FM	WQYT-FM	WKOP-AM

M-F, 6-10am

1	WNBF-AM	WNBF-AM	WNBF-AM
2	WAAL-FM	WINR-AM	WAAL-FM
3	WENE-AM	WMRV-FM	WMRV-FM
4	WMRV-FM	WAAL-FM	WKOP-AM
5	WINR-AM	WKOP-AM	WMRV-FM

M-F, 3-7pm

1	WNBF-AM	WMRV-FM	WAAL-FM
2	WAAL-FM	WINR-AM	WQYT-FM
3	WMRV-FM	WNBF-AM	WNBF-AM
4	WENE-AM	WAAL-FM	WKOP-AM
5	WKOP-AM	WKOP-AM	WMRV-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 2532

	A/M '77		A/M '78		A/M '79	
1	WNBF-AM	1184	WNBF-AM	1051	WNBF-AM	1001
2	WINR-AM	682	WMRV-FM	613	WAAL-FM	913
3	WENE-AM	644	WAAL-FM	611	WQYT-FM	696
4	WAAL-FM	633	WQYT-FM	605	WMRV-FM	598
5	WQYT-FM	605	WINR-AM	604	WINR-AM	486

M-F, 6-10am

1	WNBF-AM	WNBF-AM	WNBF-AM
2	WENE-AM	WAAL-FM	WAAL-FM
3	WINR-AM	WINR-AM	WQYT-FM
4	WAAL-FM	WKOP-AM	WMRV-FM
5	WMRV-FM	WQYT-FM	WINR-AM

M-F, 3-7pm

1	WNBF-AM	WNBF-AM	WNBF-AM
2	WINR-AM	WAAL-FM	WAAL-FM
3	WQYT-FM	WQYT-FM	WQYT-FM
4	WAAL-FM	WINR-AM	WMRV-FM
5	WENE-AM	WMRV-FM	WINR-AM

Teens

M-S, 6am-Midnight
POP(00): 354

	A/M '77	A/M '78	A/M '79
1	WINR-AM	WAAL-FM	WAAL-FM
2	WAAL-FM	WMRV-FM	WMRV-FM
3	WMRV-FM	WINR-AM	WINR-AM
4	WENE-AM	WNBF-AM	WNBF-AM
5	WNBF-AM	WENE-AM	WEBO-AF

M-F, 6-10am

1	WINR-AM	WAAL-FM	WAAL-FM
2	WAAL-FM	WMRV-FM	WMRV-FM
3	WMRV-FM	WINR-AM	WINR-AM
4	WENE-AM	WNBF-AM	WNBF-AM
5	WNBF-AM	WENE-AM	WEBO-AF

M-F, 3-7pm

1	WINR-AM	WAAL-FM	WAAL-FM
2	WAAL-FM	WINR-AM	WMRV-FM
3	WMRV-FM	WMRV-FM	WINR-AM
4	WENE-AM	WNBF-AM	WEBO-AF
5	WNBF-AM	WENE-AM	WNBF-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 825

	A/M '77	A/M '78	A/M '79
1	WNBF-AM	WNBF-AM	WAAL-FM
2	WENE-AM	WMRV-FM	WMRV-FM
3	WAAL-FM	WINR-AM	WNBF-AM
4	WINR-AM	WAAL-FM	WINR-AM
5	WMRV-FM	WENE-AM	WENE-AM

M-F, 6-10am

1	WNBF-AM	WNBF-AM	WAAL-FM
2	WENE-AM	WAAL-FM	WNBF-AM
3	WAAL-FM	WMRV-FM	WMRV-FM
4	WINR-AM	WINR-AM	WINR-AM
5	WMRV-FM	WENE-AM	WENE-AM

M-F, 3-7pm

1	WAAL-FM	WENE-AM	WAAL-FM
2	WENE-AM	WAAL-FM	WINR-AM
3	WINR-AM	WMRV-FM	WNBF-AM
4	WNBF-AM	WINR-AM	WMRV-FM
5	WMRV-FM	WNBF-AM	WEBO-AF

Adults 25-49

M-S, 6am-Midnight
POP(00): 978

	A/M '77	A/M '78	A/M '79
1	WNBF-AM	WNBF-AM	WNBF-AM
2	WQYT-FM	WINR-AM	WAAL-FM
3	WENE-AM	WMRV-FM	WQYT-FM
4	WINR-AM	WQYT-FM	WMRV-FM
5	WMRV-FM	WKOP-AM	WINR-AM

M-F, 6-10am

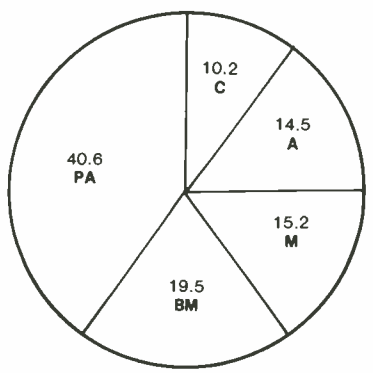
1	WNBF-AM	WNBF-AM	WNBF-AM
2	WENE-AM	WINR-AM	WQYT-FM
3	WMRV-FM	WKOP-AM	WAAL-FM
4	WINR-AM	WAAL-FM	WMRV-FM
5	WQYT-FM	WMRV-FM	WINR-AM

M-F, 3-7pm

1	WNBF-AM	WNBF-AM	WNBF-AM
2	WINR-AM	WMRV-FM	WQYT-FM
3	WQYT-FM	WINR-AM	WAAL-FM
4	WMRV-FM	WKOP-AM	WMRV-FM
5	WENE-AM	WQYT-FM	WINR-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Birmingham

METRO RANK **44**

A/M '79 Market Overview

Intense competition among the Top 40 stations in this market highlighted the A/M '79 survey here. Number 1 **WSGN** heavily promoted its morning team with various humorous TV spots and a large outdoor board showing, tied into a Hot Air Balloon race. The thematic tie-in was "Get up with WSGN." Also ran "Money In The Music" quarter-hour maintainance contest, giving away money to callers who could correctly name the last three records. WSGN's major competitor, and the #2 station in the market by just a hair's breadth, is **WKXX.** WKXX uses its giant FM signal to reach the entire market, and has a policy of constant contests, giving away something every hour. Largest prizes were trips to Vail. The third station airing Top 40 sounds was **WERC,** which suffered a steep drop in this book. Outside promotion consisted of billboards but little TV; the campaign built around "I love you Birmingham" theme. Station also ran several contests at same time during sweep.

Looking at other formats, we see that there was significant movement concerning stations with Dancemusic, Country, and Beautiful Music presentations. **WENN-FM,** a station with the Dancemusic radio sound, slid from a 9.6 to a 7.5 overall share, with the biggest drop in male numbers.

Country-formatted **WVOK** dropped almost two full shares, with the biggest losses coming among its female audience.

On an upbeat, however, Beautiful Music **WQEZ** more than doubled its overall share, with the most outstanding improvements coming among adults in dayparts other than AM drive.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 6706

A/M '78		O/N '78		A/M '79	
1 WKXX-FM	10.9	WKXX-FM	11.1	WSGN-AM (R)	10.6
2 WSGN-AM	10.0	WENN-FM	10.2	WKXX-FM (R)	10.5
3 WERC-AM	9.0	WERC-AM	9.7	WENN-FM (D)	7.9
4 WENN-AM	7.9	WSGN-AM	8.5	WQEZ-FM (BM)	7.3
5 WYDE-AM	7.7	WYDE-AM	7.5	WENN-AM (B)	6.8
6 WJLD-AM	7.7	WVOK-AM	7.2	WYDE-AM (C)	6.6
7 WATV-AM	7.3	WENN-AM	6.6	WRKK-FM (A)	6.0
8 WVOK-FM	5.1	WATV-AM	5.6	WERC-AM (R)	5.4
9 WZZK-FM	4.4	WJLD-AM	4.9	WJLD-AM (B)	5.4
10 WQEZ-FM	4.1	WZZK-FM	4.3	WVOK-AM (C)	5.1
11 WAPI-AM	3.9	WAPI-FM	3.9	WATV-AM (B)	4.7
12 WAPI-FM	3.2	WVOK-FM	3.7	WAPI-FM (BM)	4.2
13 WDJC-FM	3.1	WQEZ-FM	3.2	WZZK-FM (C)	4.1
14 WENN-FM	2.8	WBUL-AM	2.9	WAPI-AM (PA)	3.4
15 WVOK-AM	2.3	WDJC-FM	2.9	WDJC-FM (RL)	2.3
16 WCRT-AM	2.2	WAPI-AM	2.8	WCRT-AM (PA)	1.8
17 WYAM-AM	1.9	WWWB-AM	1.7	WQEN-FM (PA)	1.5
18 WLPH-AM	1.2	WCRT-AM	1.5	WBUL-AM (B)	1.0
19 WBUL-AM	1.2	WQEN-FM	1.3	WLPH-AM (RL)	0.9
20 WQEN-FM	1.0	WLPH-AM	1.1	WYAM-AM (C)	0.8
21 WWWB-FM	0.7	WYAM-AM	0.9	WWWB-AM (PA)	0.5
22 WBYE-AM	0.6	WWWB-FM	0.5		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6706

A/M '78		O/N '78		A/M '79	
1 WKXX-FM	105	WKXX-FM	105	WSGN-AM	93
2 WSGN-AM	97	WENN-FM	97	WKXX-FM	92
3 WERC-AM	87	WERC-AM	92	WENN-FM	69
4 WENN-AM	76	WSGN-AM	81	WQEZ-FM	64
5 WYDE-AM	74	WYDE-AM	71	WENN-AM	60
M-F, 6-10am					
1 WSGN-AM		WERC-AM		WSGN-AM	
2 WERC-AM		WSGN-AM		WKXX-FM	
3 WJLD-AM		WENN-FM		WYDE-AM	
4 WYDE-AM		WKXX-FM		WERC-AM	
5 WKXX-FM		WYDE-AM		WENN-FM	
M-F, 3-7pm					
1 WKXX-FM		WKXX-FM		WKXX-FM	
2 WSGN-AM		WENN-FM		WSGN-AM	
3 WERC-AM		WYDE-AM		WQEZ-FM	
4 WJLD-AM		WSGN-AM		WENN-FM	
5 WYDE-AM		WERC-AM		WYDE-AM	

Teens
M-S, 6am-Midnight
POP(00): 934

A/M '78	O/N '78	A/M '79
1 WKXX-FM	WENN-FM	WKXX-FM
2 WERC-AM	WKXX-FM	WSGN-AM
3 WSGN-AM	WSGN-AM	WENN-FM
4 WENN-AM	WERC-AM	WERC-AM
5 WJLD-AM	WBUL-AM	WQEN-FM
M-F, 6-10am		
1 WKXX-FM	WENN-FM	WSGN-AM
2 WJLD-AM	WKXX-FM	WKXX-FM
3 WSGN-AM	WERC-AM	WENN-FM
4 WERC-AM	WSGN-AM	WERC-AM
5 WENN-AM	WENN-AM	WJLD-AM
M-F, 3-7pm		
1 WKXX-FM	WENN-FM	WKXX-FM
2 WSGN-AM	WKXX-FM	WENN-FM
3 WERC-AM	WENN-AM	WSGN-AM
4 WENN-AM	WBUL-AM	WERC-AM
5 WENN-FM	WSGN-AM	WQEN-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2214

A/M '78	O/N '78	A/M '79
1 WERC-AM	WKXX-FM	WKXX-FM
2 WSGN-AM	WERC-AM	WRKK-FM
3 WVOK-FM	WSGN-AM	WSGN-AM
4 WKXX-FM	WENN-FM	WENN-FM
5 WENN-AM	WVOK-AM	WERC-AM
M-F, 6-10am		
1 WERC-AM	WERC-AM	WSGN-AM
2 WSGN-AM	WSGN-AM	WKXX-FM
3 WJLD-AM	WKXX-FM	WERC-AM
4 WVOK-FM	WENN-FM	WRKK-FM
5 WENN-AM	WVOK-AM	WENN-FM
M-F, 3-7pm		
1 WVOK-FM	WKXX-FM	WKXX-FM
2 WERC-AM	WERC-AM	WRKK-FM
3 WSGN-AM	WSGN-AM	WSGN-AM
4 WKXX-FM	WZZK-FM	WERC-AM
5 WENN-AM	WENN-FM	WENN-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2567

A/M '78	O/N '78	A/M '79
1 WSGN-AM	WERC-AM	WSGN-AM
2 WERC-AM	WKXX-FM	WQEZ-FM
3 WATV-AM	WVOK-AM	WYDE-AM
4 WYDE-AM	WENN-FM	WAPI-FM
5 WJLD-AM	WYDE-AM	WVOK-AM
M-F, 6-10am		
1 WSGN-AM	WERC-AM	WSGN-AM
2 WERC-AM	WSGN-AM	WERC-AM
3 WJLD-AM	WYDE-AM	WYDE-AM
4 WATV-AM	WKXX-FM	WQEZ-FM
5 WYDE-AM	WENN-FM	WRKK-FM
M-F, 3-7pm		
1 WSGN-AM	WKXX-FM	WQEZ-FM
2 WERC-AM	WYDE-AM	WSGN-AM
3 WYDE-AM	WSGN-AM	WYDE-AM
4 WJLD-AM	WERC-AM	WERC-AM
5 WKXX-FM	WZZK-FM	WAPI-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6706

A/M '78		O/N '78		A/M '79	
1 WYDE-AM	0	WERC-AM	1862	WSGN-AM	1840
2 WAPI-AM	0	WSGN-AM	1805	WERC-AM	1395
3 WAPI-FM	0	WKXX-FM	1511	WKXX-FM	1206
4 WATV-AM	0	WYDE-AM	1139	WQEZ-FM	990
5 WENN-FM	0	WAPI-AM	901	WENN-FM	958
M-F, 6-10am					
1 WKXX-FM		WSGN-AM		WSGN-AM	
2 WAPI-AM		WERC-AM		WERC-AM	
3 WVOK-AM		WKXX-FM		WKXX-FM	
4 WATV-AM		WYDE-AM		WENN-FM	
5 WDJC-FM		WENN-FM		WYDE-AM	
M-F, 3-7pm					
1 WYDE-AM		WSGN-AM		WSGN-AM	
2 WENN-FM		WERC-AM		WKXX-FM	
3 WAPI-AM		WKXX-FM		WERC-AM	
4 WATV-AM		WYDE-AM		WQEZ-FM	
5 WAPI-FM		WENN-FM		WENN-FM	

Teens
M-S, 6am-Midnight
POP(00): 934

A/M '78	O/N '78	A/M '79
1 WENN-FM	WKXX-FM	WKXX-FM
2 WBUL-AM	WSGN-AM	WSGN-AM
3 WQEN-FM	WERC-AM	WERC-AM
4 WATV-AM	WENN-FM	WENN-FM
5 WAPI-FM	WENN-AM	WJLD-AM
M-F, 6-10am		
1 WVOK-AM	WKXX-FM	WKXX-FM
2 WAPI-FM	WENN-FM	WSGN-AM
3 WQEN-FM	WSGN-AM	WERC-AM
4 WATV-AM	WERC-AM	WENN-FM
5 WLPH-AM	WENN-AM	WENN-AM
M-F, 3-7pm		
1 WENN-FM	WKXX-FM	WKXX-FM
2 WATV-AM	WENN-FM	WSGN-AM
3 WQEN-FM	WSGN-AM	WENN-FM
4 WYDE-AM	WERC-AM	WERC-AM
5 WBUL-AM	WENN-AM	WRKK-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2214

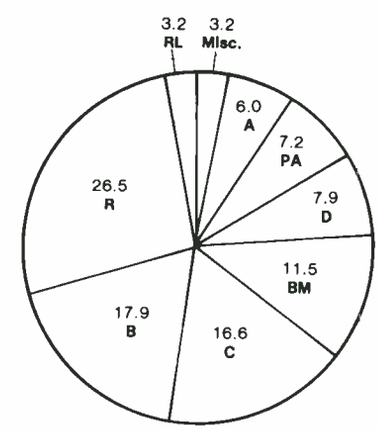
A/M '78	O/N '78	A/M '79
1 WKXX-FM	WERC-AM	WSGN-AM
2 WENN-FM	WSGN-AM	WERC-AM
3 WBUL-AM	WKXX-FM	WKXX-FM
4 WATV-AM	WVOK-FM	WRKK-FM
5 WAPI-FM	WENN-FM	WENN-FM
M-F, 6-10am		
1 WKXX-FM	WSGN-AM	WERC-AM
2 WENN-FM	WERC-AM	WSGN-AM
3 WQEN-FM	WKXX-FM	WKXX-FM
4 WATV-AM	WENN-FM	WRKK-FM
5 WBUL-AM	WJLD-AM	WENN-FM
M-F, 3-7pm		
1 WKXX-FM	WERC-AM	WSGN-AM
2 WENN-FM	WSGN-AM	WKXX-FM
3 WBUL-AM	WKXX-FM	WERC-AM
4 WATV-AM	WENN-FM	WRKK-FM
5 WAPI-FM	WVOK-FM	WENN-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2567

A/M '78	O/N '78	A/M '79
1 WJLD-AM	WSGN-AM	WSGN-AM
2 WKXX-FM	WERC-AM	WERC-AM
3 WAPI-FM	WYDE-AM	WYDE-AM
4 WATV-AM	WKXX-FM	WQEZ-FM
5 WENN-FM	WZZK-FM	WVOK-AM
M-F, 6-10am		
1 WKXX-FM	WSGN-AM	WSGN-AM
2 WVOK-AM	WERC-AM	WERC-AM
3 WENN-FM	WYDE-AM	WYDE-AM
4 WATV-AM	WKXX-FM	WAPI-FM
5 WAPI-AM	WZZK-FM	WQEZ-FM
M-F, 3-7pm		
1 WJLD-AM	WSGN-AM	WSGN-AM
2 WKXX-FM	WERC-AM	WQEZ-FM
3 WAPI-AM	WYDE-AM	WERC-AM
4 WATV-AM	WKXX-FM	WYDE-AM
5 WAPI-FM	WZZK-FM	WAPI-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Bloomington, IL

METRO RANK 166

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1056

	A/M '77		A/M '78		A/M '79	
1	WJBC-AM	42.4	WJBC-AM	44.0	WJBC-AM(PA)	39.2
2	WBNQ-FM	16.6	WBNQ-FM	15.5	WBNQ-FM(PA)	22.7
3	WIHN-FM	8.6	WIHN-FM	6.0	WWCT-FM(A)	3.9
4	WLS -AM	7.3	WWCT-FM	4.8	WIHN-FM(BM)	3.3
5	WMAQ-AM	3.3	WSWT-FM	2.4	WKZW-FM(R)	2.2
6	WAKC-AM	2.0	WIRL-AM	1.8	WSWT-FM(BM)	1.1
7	WGN -AM	2.0	WKZW-FM	1.8	WRBA-AM(PA)	0.6
8	WWCT-FM	1.3	WSIV-AF	0.6	WPEO-AM(RL)	0.6
9	WPEO-AM	1.3	WRBA-AM	0.6		
10	WBBM-AM	0.7				
11	WMBD-FM	0.7				
12	WSIV-AF	0.7				
13	WSIV-AM	0.7				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1056

	A/M '77		A/M '78		A/M '79	
1	WJBC-AM	64	WJBC-AM	74	WJBC-AM	71
2	WBNQ-FM	25	WBNQ-FM	26	WBNQ-FM	41
3	WIHN-FM	13	WIHN-FM	10	WWCT-FM	7
4	WLS -AM	11	WWCT-FM	8	WIHN-FM	6
5	WMAQ-AM	5	WSWT-FM	4	WKZW-FM	4

M-F, 6-10am

1	WJBC-AM	WJBC-AM	WJBC-AM
2	WBNQ-FM	WBNQ-FM	WBNQ-FM
3	WLS -AM	WWCT-FM	WKZW-FM
4	WIHN-FM	WIHN-FM	WWCT-FM
5	WAKC-AM	WKZW-FM	WPEO-AM

M-F, 3-7pm

1	WJBC-AM	WJBC-AM	WJBC-AM
2	WBNQ-FM	WBNQ-FM	WBNQ-FM
3	WLS -AM	WIHN-FM	WIHN-FM
4	WIHN-FM	WWCT-FM	WWCT-FM
5	WMAQ-AM	WSWT-FM	WSWT-FM

Teens
M-S, 6am-Midnight
POP(00): 122

	A/M '77	A/M '78	A/M '79
1	WBNQ-FM	WBNQ-FM	WBNQ-FM
2	WLS -AM	WJBC-AM	WJBC-AM
3	WJBC-AM	WKZW-FM	WKZW-FM
4	WMAQ-AM	WRBA-AM	WWCT-FM
5	WWCT-FM	WWCT-FM	WIHN-FM

M-F, 6-10am

1	WBNQ-FM	WBNQ-FM	WJBC-AM
2	WLS -AM	WJBC-AM	WBNQ-FM
3	WJBC-AM	WKZW-FM	WKZW-FM
4	WMAQ-AM	WRBA-AM	WWCT-FM
5	WBBM-AM	WWCT-FM	WPEO-AM

M-F, 3-7pm

1	WBNQ-FM	WBNQ-FM	WBNQ-FM
2	WLS -AM	WJBC-AM	WWCT-FM
3	WWCT-FM	WKZW-FM	WKZW-FM
4	WJBC-AM	WIRL-AM	WJBC-AM
5	WMBD-FM	WWCT-FM	WPEO-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 468

	A/M '77	A/M '78	A/M '79
1	WJBC-AM	WJBC-AM	WBNQ-FM
2	WBNQ-FM	WBNQ-FM	WJBC-AM
3	WLS -AM	WWCT-FM	WWCT-FM
4	WIHN-FM	WIHN-FM	WKZW-FM
5	WAKC-AM	WIRL-AM	WPEO-AM

M-F, 6-10am

1	WJBC-AM	WJBC-AM	WJBC-AM
2	WBNQ-FM	WBNQ-FM	WBNQ-FM
3	WLS -AM	WWCT-FM	WWCT-FM
4	WAKC-AM	WIRL-AM	WKZW-FM
5	WIHN-FM	WIHN-FM	WPEO-AM

M-F, 3-7pm

1	WBNQ-FM	WJBC-AM	WBNQ-FM
2	WJBC-AM	WBNQ-FM	WJBC-AM
3	WLS -AM	WWCT-FM	WWCT-FM
4	WMAQ-AM	WIHN-FM	WIHN-FM
5	WAKC-AM	WIRL-AM	WKZW-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 350

	A/M '77	A/M '78	A/M '79
1	WJBC-AM	WJBC-AM	WJBC-AM
2	WBNQ-FM	WIHN-FM	WBNQ-FM
3	WMAQ-AM	WBNQ-FM	WIHN-FM
4	WIHN-FM	WSWT-FM	WWCT-FM
5	WLS -AM	WRBA-AM	WSWT-FM

M-F, 6-10am

1	WJBC-AM	WJBC-AM	WJBC-AM
2	WBNQ-FM	WIHN-FM	WBNQ-FM
3	WMAQ-AM	WBNQ-FM	WIHN-FM
4	WIHN-FM	WSWT-FM	WWCT-FM
5	WAKC-AM	WWCT-FM	WPEO-AM

M-F, 3-7pm

1	WJBC-AM	WJBC-AM	WJBC-AM
2	WMAQ-AM	WIHN-FM	WBNQ-FM
3	WLS -AM	WBNQ-FM	WIHN-FM
4	WBNQ-FM	WRBA-AM	WWCT-FM
5	WIHN-FM	WWCT-FM	WSWT-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1056

	A/M '77		A/M '78		A/M '79	
1	WJBC-AM	712	WJBC-AM	721	WJBC-AM	702
2	WBNQ-FM	377	WBNQ-FM	394	WBNQ-FM	469
3	WLS -AM	327	WIHN-FM	153	WIHN-FM	148
4	WMAQ-AM	156	WWCT-FM	96	WKZW-FM	93
5	WIHN-FM	134	WKZW-FM	87	WSWT-FM	81

M-F, 6-10am

1	WJBC-AM	WJBC-AM	WJBC-AM
2	WBNQ-FM	WBNQ-FM	WBNQ-FM
3	WLS -AM	WIHN-FM	WRBA-AM
4	WIHN-FM	WWCT-FM	WKZW-FM
5	WAKC-AM	WIRL-AM	WWCT-FM

M-F, 3-7pm

1	WJBC-AM	WJBC-AM	WJBC-AM
2	WBNQ-FM	WBNQ-FM	WBNQ-FM
3	WLS -AM	WIHN-FM	WIHN-FM
4	WMAQ-AM	WWCT-FM	WWCT-FM
5	WIHN-FM	WKZW-FM	WKZW-FM

Teens
M-S, 6am-Midnight
POP(00): 122

	A/M '77	A/M '78	A/M '79
1	WBNQ-FM	WBNQ-FM	WBNQ-FM
2	WLS -AM	WJBC-AM	WJBC-AM
3	WJBC-AM	WKZW-FM	WKZW-FM
4	WAKC-AM	WRBA-AM	WWCT-FM
5	WMAQ-AM	WIHN-FM	WSWT-FM

M-F, 6-10am

1	WBNQ-FM	WJBC-AM	WJBC-AM
2	WLS -AM	WBNQ-FM	WBNQ-FM
3	WJBC-AM	WKZW-FM	WKZW-FM
4	WAKC-AM	WIRL-AM	WWCT-FM
5	WMAQ-AM	WRBA-AM	WPEO-AM

M-F, 3-7pm

1	WLS -AM	WBNQ-FM	WBNQ-FM
2	WBNQ-FM	WJBC-AM	WKZW-FM
3	WJBC-AM	WKZW-FM	WJBC-AM
4	WGN -AM	WIRL-AM	WWCT-FM
5	WWCT-FM	WSIV-AF	WRBA-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 468

	A/M '77	A/M '78	A/M '79
1	WJBC-AM	WJBC-AM	WBNQ-FM
2	WBNQ-FM	WBNQ-FM	WJBC-AM
3	WLS -AM	WWCT-FM	WWCT-FM
4	WMAQ-AM	WIRL-AM	WIHN-FM
5	WIHN-FM	WIHN-FM	WKZW-FM

M-F, 6-10am

1	WJBC-AM	WJBC-AM	WJBC-AM
2	WBNQ-FM	WBNQ-FM	WBNQ-FM
3	WLS -AM	WWCT-FM	WWCT-FM
4	WMAQ-AM	WIRL-AM	WKZW-FM
5	WAKC-AM	WIHN-FM	WPEO-AM

M-F, 3-7pm

1	WBNQ-FM	WBNQ-FM	WBNQ-FM
2	WJBC-AM	WJBC-AM	WJBC-AM
3	WLS -AM	WWCT-FM	WWCT-FM
4	WMAQ-AM	WIHN-FM	WIHN-FM
5	WAKC-AM	WIRL-AM	WKZW-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 350

	A/M '77	A/M '78	A/M '79
1	WJBC-AM	WJBC-AM	WJBC-AM
2	WBNQ-FM	WBNQ-FM	WBNQ-FM
3	WLS -AM	WIHN-FM	WIHN-FM
4	WMAQ-AM	WSWT-FM	WWCT-FM
5	WAKC-AM	WRBA-AM	WRBA-AM

M-F, 6-10am

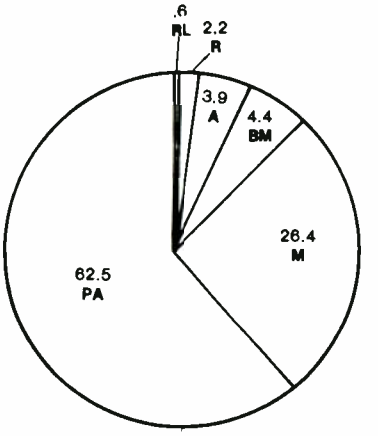
1	WJBC-AM	WJBC-AM	WJBC-AM
2	WBNQ-FM	WBNQ-FM	WBNQ-FM
3	WLS -AM	WIHN-FM	WIHN-FM
4	WIHN-FM	WSWT-FM	WWCT-FM
5	WAKC-AM	WRBA-AM	WRBA-AM

M-F, 3-7pm

1	WJBC-AM	WJBC-AM	WJBC-AM
2	WLS -AM	WBNQ-FM	WBNQ-FM
3	WBNQ-FM	WIHN-FM	WIHN-FM
4	WMAQ-AM	WWCT-FM	WWCT-FM
5	WAKC-AM	WRBA-AM	WRBA-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

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Boise

METRO RANK **136**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1865

	A/M '77		A/M '78		A/M '79	
1	KFXD-AM	18.3	KFXD-AM	19.0	KBXL-FM(BM)	11.7
2	KBOI-AM	13.2	KGEM-AM	16.9	KBOI-AM(PA)	10.9
3	KGEM-AM	12.8	KBOI-AM	9.7	KBOI-FM(BM)	10.7
4	KBXL-FM	11.7	KBXL-FM	9.3	KFXD-AM(R)	10.5
5	KUUZ-FM	10.1	KBOI-FM	6.5	KGEM-AM(C)	10.5
6	KBBK-FM	5.8	KBBK-FM	5.2	KUUZ-FM(R)	8.6
7	KSPD-AM	5.1	KUUZ-FM	4.8	KBBK-FM(R)	7.8
8	KAIN-AM	5.1	KBRJ-AM	4.8	KFXD-FM(PA)	6.6
9	KFXD-FM	4.3	KFXD-FM	4.4	KIDO-AM(R)	3.5
10	KBGN-AM	3.5	KBGN-AM	3.6	KJOT-FM(C)	3.5
11	KBRJ-AM	1.9	KIDO-AM	1.6	KBGN-AM(RL)	2.3
12	KYME-AM	1.9	KCID-AM	1.6	KCID-AM(PA)	1.2
13	KBOI-FM	1.9	KSPD-AM	1.6	KAIN-AM(PA)	0.8
14	KIDO-AM	0.8	KYME-AM	1.2	KBRJ-AM(C)	0.8
15			KAIN-AM	1.2	KYME-AM(J)	0.6
16					KSPD-AM(N)	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1865

	A/M '77		A/M '78		A/M '79	
1	KFXD-AM	47	KFXD-AM	47	KBXL-FM	30
2	KBOI-AM	34	KGEM-AM	42	KBOI-AM	28
3	KGEM-AM	33	KBOI-AM	24	KBOI-FM	28
4	KBXL-FM	30	KBXL-FM	23	KFXD-AM	27
5	KUUZ-FM	26	KBOI-FM	16	KGEM-AM	27
M-F, 6-10am						
1	KBOI-AM		KGEM-AM		KBOI-AM	
2	KFXD-AM		KFXD-AM		KGEM-AM	
3	KGEM-AM		KBOI-AM		KFXD-AM	
4	KBXL-FM		KBXL-FM		KBXL-FM	
5	KUUZ-FM		KBOI-FM		KBOI-FM	
M-F, 3-7pm						
1	KFXD-AM		KFXD-AM		KBOI-FM	
2	KBOI-AM		KGEM-AM		KFXD-AM	
3	KGEM-AM		KBXL-FM		KBXL-FM	
4	KUUZ-FM		KBOI-FM		KGEM-AM	
5	KBXL-FM		KBOI-AM		KBOI-AM	

Teens
M-S, 6am-Midnight
POP(00): 258

	A/M '77	A/M '78	A/M '79
1	KFXD-AM	KFXD-AM	KFXD-AM
2	KUUZ-FM	KUUZ-FM	KUUZ-FM
3	KBBK-FM	KBBK-FM	KBBK-FM
4	KBXL-FM	KIDO-AM	KIDO-AM
5	KGEM-AM	KFXD-FM	KFXD-FM
M-F, 6-10am			
1	KFXD-AM	KFXD-AM	KFXD-AM
2	KUUZ-FM	KBBK-FM	KBBK-FM
3	KBBK-FM	KUUZ-FM	KUUZ-FM
4	KGEM-AM	KBOI-AM	KIDO-AM
5	KBXL-FM	KIDO-AM	KFXD-FM
M-F, 3-7pm			
1	KFXD-AM	KFXD-AM	KFXD-AM
2	KUUZ-FM	KUUZ-FM	KUUZ-FM
3	KBBK-FM	KBBK-FM	KIDO-AM
4	KFXD-FM	KIDO-AM	KBBK-FM
5	KBOI-AM	KFXD-FM	KBRJ-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 675

	A/M '77	A/M '78	A/M '79
1	KFXD-AM	KFXD-AM	KBBK-FM
2	KUUZ-FM	KGEM-AM	KFXD-FM
3	KGEM-AM	KFXD-FM	KBOI-AM
4	KBBK-FM	KBBK-FM	KUUZ-FM
5	KBOI-AM	KUUZ-FM	KFXD-AM
M-F, 6-10am			
1	KFXD-AM	KFXD-AM	KBOI-AM
2	KGEM-AM	KGEM-AM	KFXD-AM
3	KUUZ-FM	KBOI-AM	KBBK-FM
4	KBOI-AM	KFXD-FM	KUUZ-FM
5	KBBK-FM	KBBK-FM	KFXD-FM
M-F, 3-7pm			
1	KFXD-AM	KFXD-AM	KBBK-FM
2	KUUZ-FM	KGEM-AM	KFXD-AM
3	KBOI-AM	KUUZ-FM	KFXD-FM
4	KGEM-AM	KFXD-FM	KUUZ-FM
5	KBBK-FM	KBOI-FM	KBOI-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 720

	A/M '77	A/M '78	A/M '79
1	KGEM-AM	KGEM-AM	KBOI-AM
2	KBOI-AM	KBOI-AM	KBXL-FM
3	KBXL-FM	KFXD-AM	KBOI-FM
4	KFXD-AM	KBXL-FM	KBBK-FM
5	KFXD-FM	KBOI-FM	KGEM-AM
M-F, 6-10am			
1	KBOI-AM	KBOI-AM	KBOI-AM
2	KGEM-AM	KGEM-AM	KGEM-AM
3	KBXL-FM	KFXD-AM	KBXL-FM
4	KFXD-AM	KBXL-FM	KBOI-FM
5	KFXD-FM	KFXD-FM	KFXD-AM
M-F, 3-7pm			
1	KGEM-AM	KGEM-AM	KBOI-AM
2	KBOI-AM	KFXD-AM	KBOI-FM
3	KBXL-FM	KBOI-AM	KBXL-FM
4	KFXD-AM	KBOI-FM	KGEM-AM
5	KFXD-FM	KBXL-FM	KBBK-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1865

	A/M '77		A/M '78		A/M '79	
1	KFXD-AM	672	KFXD-AM	738	KFXD-AM	570
2	KBOI-AM	463	KGEM-AM	519	KBOI-AM	464
3	KGEM-AM	424	KBOI-AM	393	KGEM-AM	448
4	KBBK-FM	363	KUUZ-FM	298	KUUZ-FM	349
5	KBXL-FM	331	KFXD-FM	260	KBOI-FM	346
M-F, 6-10am						
1	KFXD-AM		KFXD-AM		KFXD-AM	
2	KBOI-AM		KGEM-AM		KBOI-AM	
3	KGEM-AM		KBOI-AM		KGEM-AM	
4	KUUZ-FM		KUUZ-FM		KUUZ-FM	
5	KBXL-FM		KFXD-FM		KBOI-FM	
M-F, 3-7pm						
1	KFXD-AM		KFXD-AM		KFXD-AM	
2	KBOI-AM		KGEM-AM		KBOI-AM	
3	KGEM-AM		KBOI-AM		KBOI-FM	
4	KUUZ-FM		KUUZ-FM		KBXL-FM	
5	KBBK-FM		KBOI-FM		KGEM-AM	

Teens
M-S, 6am-Midnight
POP(00): 258

	A/M '77	A/M '78	A/M '79
1	KFXD-AM	KFXD-AM	KFXD-AM
2	KUUZ-FM	KUUZ-FM	KUUZ-FM
3	KBBK-FM	KBBK-FM	KIDO-AM
4	KFXD-FM	KFXD-FM	KBBK-FM
5	KBXL-FM	KBOI-AM	KFXD-FM
M-F, 6-10am			
1	KFXD-AM	KFXD-AM	KFXD-AM
2	KUUZ-FM	KUUZ-FM	KUUZ-FM
3	KBBK-FM	KBBK-FM	KBBK-FM
4	KFXD-FM	KFXD-FM	KIDO-AM
5	KGEM-AM	KBOI-AM	KFXD-FM
M-F, 3-7pm			
1	KFXD-AM	KFXD-AM	KFXD-AM
2	KUUZ-FM	KUUZ-FM	KUUZ-FM
3	KBBK-FM	KBBK-FM	KIDO-AM
4	KFXD-FM	KBOI-AM	KBBK-FM
5	KBOI-AM	KIDO-AM	KFXD-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 675

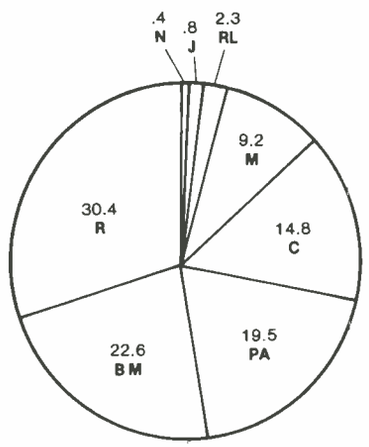
	A/M '77	A/M '78	A/M '79
1	KFXD-AM	KFXD-AM	KFXD-AM
2	KBBK-FM	KGEM-AM	KFXD-FM
3	KBOI-AM	KFXD-FM	KBBK-FM
4	KUUZ-FM	KBBK-FM	KBOI-AM
5	KFXD-FM	KBOI-AM	KUUZ-FM
M-F, 6-10am			
1	KFXD-AM	KFXD-AM	KFXD-AM
2	KUUZ-FM	KFXD-FM	KBOI-AM
3	KBOI-AM	KGEM-AM	KBBK-FM
4	KBBK-FM	KBOI-AM	KUUZ-FM
5	KGEM-AM	KBBK-FM	KIDO-AM
M-F, 3-7pm			
1	KFXD-AM	KFXD-AM	KFXD-AM
2	KBBK-FM	KFXD-FM	KFXD-FM
3	KUUZ-FM	KUUZ-FM	KUUZ-FM
4	KBOI-AM	KGEM-AM	KBBK-FM
5	KGEM-AM	KBBK-FM	KBOI-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 720

	A/M '77	A/M '78	A/M '79
1	KGEM-AM	KGEM-AM	KBOI-AM
2	KBOI-AM	KFXD-AM	KGEM-AM
3	KFXD-AM	KBOI-AM	KFXD-AM
4	KBXL-FM	KBOI-FM	KBOI-FM
5	KBBK-FM	KFXD-FM	KBXL-FM
M-F, 6-10am			
1	KGEM-AM	KGEM-AM	KBOI-AM
2	KBOI-AM	KBOI-AM	KGEM-AM
3	KFXD-AM	KFXD-AM	KFXD-AM
4	KBXL-FM	KBOI-FM	KIDO-AM
5	KBBK-FM	KBOI-FM	KBOI-FM
M-F, 3-7pm			
1	KGEM-AM	KGEM-AM	KBOI-AM
2	KBOI-AM	KFXD-AM	KFXD-AM
3	KFXD-AM	KBOI-AM	KGEM-AM
4	KBXL-FM	KBOI-FM	KBOI-FM
5	KBBK-FM	KFXD-FM	KBXL-FM

Format Penetration Chart

Based On Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Boston

METRO RANK 7

A/M '79 Market Overview

Big news in Beantown is the emergence of a genuine new Dancemusic success story, **WXKS-FM.** Busting loose in the A/M'79 report and continuing its success in the Summer book, **Heftel**'s station did a lot of research into common denominators of the "disco people," and found *fashion* to be the key. As a result, billboard campaign was created with very scenic design and a massive showing (150-200) throughout the city during A/M sweep. Buses, subways, TV, and posters at discos were also used to create image for the station. In contests, two $100,000 prizes were given away during the Spring book, along with two Datsuns; overall promotion budget was around $500,000. Besides the WXKS explosion, the other big story in Boston was **WBCN,** the AOR station whose air staff had been on strike just before the A/M ratings. After the settlement and the resultant publicity, WBCN could probably have played polka music and done well in the book. Its Summer numbers show the station to be a consistent force in the contemporary music scene. Station is so successful it's able to play disco alongside album cuts and still remain popular. However, another force in contemporary music continues to have its problems, namely **WRKO** (R). After eliminating many album cuts from its playlist, the station scored well in the A/M'79 sweep. However, the J/A'79 report showed a drop to just above a four share, less than half of the audience reported for the station in the A/M'78 book, while competition **WVBF** declined slightly to 6.0.

Among the older-skewing stations, **WHDH** continues to remain strong and atop the market, **WBZ** slips but is still healthy, and **WITS** shows the positive effects of carrying Red Sox baseball.

Interestingly, the Summer book shows that 200+ more usable diaries came back in the metro than during the A/M'79 survey. Diary returns were better among the demographic poles, among men 18-24 and among adults 55+.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 29209

	A/M '78		O/N '78		J/F '79		A/M '79		J/A '79	
1	WHDH-AM	11.7	WHDH-AM	11.4	WHDH-AM	12.2	WHDH-AM (PA)	11.3	WHDH-AM	10.7
2	WBZ -AM	8.9	WEEI-AM	8.4	WJIB-FM	11.0	WBZ -AM (PA)	8.6	WJIB-FM	9.6
3	WJIB-FM	8.9	WBZ -AM	8.2	WBZ -AM	9.6	WJIB-FM (BM)	8.5	WBZ -AM	8.1
4	WRKO-AM	8.7	WJIB-FM	7.0	WEEI-AM	7.7	WEEI-AM (N)	6.5	WEEI-AM	6.8
5	WVBF-FM	6.7	WRKO-AM	7.0	WVBF-FM	6.2	WVBF-FM (R)	6.4	WVBF-FM	6.1
6	WEEI-AM	6.2	WVBF-FM	6.1	WRKO-AM	4.8	WXKS-FM (D)	5.5	WXKS-FM	6.0
7	WCOZ-FM	5.6	WCOZ-FM	4.9	WBCN-FM	4.8	WRKO-AM (R)	5.3	WBCN-FM	5.2
8	WITS-AM	5.6	WBCN-FM	4.2	WCOZ-FM	4.4	WBCN-FM (A)	5.1	WITS-AM	5.1
9	WEEI-FM	4.0	WWEL-FM	3.7	WBOS-FM	4.2	WCOZ-FM (A)	4.5	WCOZ-FM	4.5
10	WROR-FM	3.4	WITS-AM	3.5	WROR-FM	3.6	WITS-AM (T)	4.5	WRKO-AM	4.2
11	WWEL-FM	2.3	WBOS-FM	3.5	WEEI-FM	3.5	WROR-FM (PA)	3.4	WEEI-FM	3.6
12	WBCN-FM	2.3	WEEI-FM	3.5	WITS-AM	2.9	WHUE-FM (BM)	3.3	WSSH-FM	2.8
13	WSSH-FM	2.0	WROR-FM	3.0	WJDA-AM	2.2	WEEI-FM (A)	3.0	WROR-FM	2.6
14	WCGY-FM	1.8	WSSH-FM	2.5	WSSH-FM	1.9	WSSH-FM (BM)	2.2	WHUE-FM	2.4
15	WCRB-FM	1.6	WILD-AM	1.8	WCRB-FM	1.3	WCRB-FM (CL)	1.6	WCGY-FM	1.5
16	WILD-AM	1.5	WCGY-FM	1.4	WAAF-FM	1.1	WBOS-FM (D)	1.3	WHUE-AM	1.3
17	WRYT-AM	1.1	WROL-AM	1.3	WCAP-AM	1.0	WHUE-AM (BM)	1.3	WAAF-FM	1.2
18	WJDA-AM	1.1	WJDA-AM	1.2	WHUE-FM	1.0	WAAF-FM (A)	1.1	WILD AM	1.1
19	WBZ -FM	1.0	WCRB-FM	1.2	WILD-AM	1.0	WROL-AM (RL)	1.0	WJDA-AM	1.0
20	WLLH-AM	1.0	WPLM-AF	1.1	WROL-AM	1.0	WCAS-AM (A)	1.0	WROL-AM	1.0
21	WHET-AM	1.0	WEZE-AM	1.0	WCGY-FM	1.0	WCGY-FM (R)	1.0	WBOS-FM	0.9
22	WWEL-AM	1.0	WPLM-FM	1.0	WHET-AM	0.9	WJDA-AM (PA)	1.0	WCRB-FM	0.9
23	WCAP-AM	0.9	WCCM-AM	0.9	WXKS-FM	0.8	WBZ -FM (R)	0.8	WCCM-AM	0.8
24	WCAS-AM	0.8	WBZ -FM	0.8	WCCM-AM	0.8	WILD-AM (B)	0.7	WHAV-FM	0.8
25	WAAF-FM	0.8	WCAP-AM	0.8	WHUE-AM	0.8	WEZE-AM (RL)	0.6	WBZ -FM	0.7
26	WSRS-FM	0.7	WAAF-FM	0.7	WCAS-AM	0.7	WSRS-FM (BM)	0.5	WESX-AM	0.6
27	WTTK-FM	0.7	WCAS-AM	0.7	WHAV-FM	0.7	WUNR-AM (M)	0.5	WUNR-AM	0.6
28	WKOX-AM	0.6	WWEL-AM	0.6	WBZ -FM	0.5	WESX-AM (PA)	0.5	WLLH-AM	0.5
29	WBOS-FM	0.4	WESX-AM	0.5	WEZE-AM	0.5	WPJB-FM (R)	0.4	WCAS-AM	0.5
30	WESX-AM	0.3	WKOX-AM	0.5	WXKS-AM	0.5	WLLH-AM (R)	0.4	WCAP-AM	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 29209

	A/M '78		O/N '78		J/F '79		A/M '79		J/A '79	
1	WHDH-AM	566	WHDH-AM	572	WHDH-AM	616	WHDH-AM	566	WHDH-AM	551
2	WBZ -AM	430	WEEI-AM	422	WJIB-FM	558	WBZ -AM	428	WJIB-FM	493
3	WJIB-FM	429	WBZ -AM	410	WBZ -AM	486	WJIB-FM	425	WBZ -AM	419
4	WRKO-AM	421	WJIB-FM	350	WEEI-AM	388	WEEI-AM	325	WEEI-AM	348
5	WVBF-FM	322	WRKO-AM	349	WVBF-FM	314	WVBF-FM	318	WVBF-FM	312
6	WEEI-AM	302	WVBF-FM	306	WRKO-AM	243	WXKS-FM	277	WXKS-FM	309
7	WCOZ-FM	273	WCOZ-FM	247	WBCN-FM	241	WRKO-AM	266	WBCN-FM	270
8	WITS-AM	270	WBCN-FM	211	WCOZ-FM	223	WBCN-FM	256	WITS-AM	261
9	WEEI-FM	192	WWEL-FM	187	WBOS-FM	213	WCOZ-FM	227	WCOZ-FM	230
10	WROR-FM	165	WITS-AM	178	WROR-FM	183	WITS-AM	226	WRKO-AM	216
M-F, 6-10am										
1	WBZ -AM		WHDH-AM		WBZ -AM		WBZ -AM		WHDH-AM	
2	WHDH-AM		WBZ -AM		WHDH-AM		WHDH-AM		WBZ -AM	
3	WEEI-AM		WEEI-AM		WEEI-AM		WEEI-AM		WEEI-AM	
4	WRKO-AM		WRKO-AM		WJIB-FM		WJIB-FM		WJIB-FM	
5	WJIB-FM		WVBF-FM		WRKO-AM		WRKO-AM		WVBF-FM	
6	WVBF-FM		WJIB-FM		WVBF-FM		WVBF-FM		WBCN-FM	
7	WCOZ-FM		WWEL-AF		WBCN-FM		WITS-AM		WITS-AM	
8	WEEI-FM		WCOZ-FM		WITS-AM		WBCN-FM		WXKS-FM	
9	WWEL-AF		WWEL-FM		WEEI-FM		WXKS-FM		WRKO-AM	
10	WROR-FM		WBCN-FM		WCOZ-FM		WCOZ-FM		WCOZ-FM	
M-F, 3-7pm										
1	WHDH-AM		WHDH-AM		WJIB-FM		WHDH-AM		WJIB-FM	
2	WRKO-AM		WRKO-AM		WHDH-AM		WVBF-FM		WHDH-AM	
3	WJIB-FM		WEEI-AM		WBZ -AM		WJIB-FM		WBZ -AM	
4	WITS-AM		WJIB-FM		WVBF-FM		WBZ -AM		WXKS-FM	
5	WBZ -AM		WBZ -AM		WEEI-AM		WXKS-FM		WEEI-AM	
6	WVBF-FM		WVBF-FM		WRKO-AM		WRKO-AM		WVBF-FM	
7	WCOZ-FM		WCOZ-FM		WCOZ-FM		WEEI-AM		WBCN-FM	
8	WEEI-AM		WBCN-FM		WBOS-FM		WBCN-FM		WRKO-AM	
9	WEEI-FM		WITS-AM		WBCN-FM		WCOZ-FM		WITS-AM	
10	WROR-FM		WBOS-FM		WEEI-FM		WITS-AM		WCOZ-FM	

Teens
M-S, 6am-Midnight
POP(00): 3831

	A/M '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM
2	WRKO-AM	WRKO-AM	WRKO-AM	WXKS-FM	WCOZ-FM
3	WCOZ-FM	WBOS-FM	WBOS-FM	WRKO-AM	WRKO-AM
4	WCGY-FM	WHDH-AM	WAAF-FM	WCOZ-FM	WXKS-FM
5	WBCN-FM	WCOZ-FM	WBCN-FM	WBCN-FM	WBCN-FM
6	WBZ -FM	WCGY-FM	WCOZ-FM	WAAF-FM	WAAF-FM
7	WAAF-FM	WBCN-FM	WHDH-AM	WCGY-FM	WHDH-AM
8	WHDH-AM	WPJB-FM	WCGY-FM	WBOS-FM	WBZ -AM
9	WBZ -AM	WILD-AM	WBZ -AM	WPJB-FM	WROR-FM
10	WILD-AM	WAAF-FM	WPJB-FM	WHDH-AM	WEEI-FM
M-F, 6-10am					
1	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM
2	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM	WCOZ-FM
3	WCOZ-FM	WHDH-AM	WHDH-AM	WXKS-FM	WRKO-AM
4	WBZ -AM	WBOS-FM	WBCN-FM	WHDH-AM	WXKS-FM
5	WHDH-AM	WCGY-FM	WBZ -AM	WBZ -AM	WBCN-FM
6	WBCN-FM	WCOZ-FM	WCOZ-FM	WCOZ-FM	WHDH-AM
7	WCGY-FM	WILD-AM	WHAV-AM	WPJB-FM	WBZ -AM
8	WEEI-AM	WBCN-FM	WAAF-FM	WBOS-FM	WEEI-FM
9	WBZ -FM	WPJB-FM	WBOS-FM	WCGY-FM	WROR-FM
10	WAAF-FM	WBZ -AM	WROR-FM	WBCN-FM	WILD-AM
M-F, 3-7pm					
1	WRKO-AM	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM
2	WVBF-FM	WRKO-AM	WRKO-AM	WXKS-FM	WRKO-AM
3	WCOZ-FM	WBOS-FM	WBOS-FM	WRKO-AM	WXKS-FM
4	WCGY-FM	WHDH-AM	WAAF-FM	WCOZ-FM	WCOZ-FM
5	WILD-AM	WCOZ-FM	WBCN-FM	WBCN-FM	WAAF-FM
6	WITS-AM	WILD-AM	WCOZ-FM	WBOS-FM	WBCN-FM
7	WBCN-FM	WBCN-FM	WHDH-AM	WAAF-FM	WHDH-AM
8	WBZ -FM	WCGY-FM	WROR-FM	WBZ -AM	WBOS-FM
9	WROR-FM	WEEI-FM	WPJB-FM	WCGY-FM	WILD-AM
10	WAAF-FM	WPJB-FM	WCGY-FM	WROR-FM	WJIB-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 10323

	A/M '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WCOZ-FM	WCOZ-FM	WBCN-FM	WBCN-FM	WBCN-FM
2	WRKO-AM	WBCN-FM	WCOZ-FM	WCOZ-FM	WXKS-FM
3	WHDH-AM	WRKO-AM	WHDH-AM	WXKS-FM	WCOZ-FM
4	WVBF-FM	WHDH-AM	WVBF-FM	WRKO-AM	WEEI-FM
5	WEEI-FM	WEEI-FM	WEEI-FM	WEEI-FM	WHDH-AM
6	WROR-FM	WVBF-FM	WBOS-FM	WVBF-FM	WVBF-FM
7	WBZ -AM	WBOS-FM	WROR-FM	WROR-FM	WRKO-AM
8	WBCN-FM	WROR-FM	WBZ -AM	WHDH-AM	WROR-FM
9	WJIB-FM	WBZ -AM	WRKO-AM	WBZ -AM	WBZ -AM
10	WITS-AM	WILD-AM	WJIB-FM	WCAS-AM	WCGY-FM
M-F, 6-10am					
1	WHDH-AM	WRKO-AM	WHDH-AM	WBCN-FM	WBCN-FM
2	WCOZ-FM	WHDH-AM	WBZ -AM	WRKO-AM	WHDH-AM
3	WRKO-AM	WCOZ-FM	WBCN-FM	WBZ -AM	WXKS-FM
4	WBZ -AM	WBCN-FM	WRKO-AM	WCOZ-FM	WCOZ-FM
5	WEEI-FM	WBZ -AM	WVBF-FM	WHDH-AM	WBZ -AM
6	WVBF-FM	WEEI-FM	WEEI-FM	WEEI-FM	WEEI-FM
7	WROR-FM	WVBF-FM	WROR-FM	WXKS-FM	WROR-FM
8	WBCN-FM	WROR-FM	WCOZ-FM	WROR-FM	WRKO-AM
9	WJIB-FM	WBOS-FM	WJIB-FM	WVBF-FM	WVBF-FM
10	WEEI-AM	WEEI-AM	WBOS-FM	WJIB-FM	WEEI-AM
M-F, 3-7pm					
1	WRKO-AM	WRKO-AM	WCOZ-FM	WBCN-FM	WBCN-FM
2	WCOZ-FM	WCOZ-FM	WBCN-FM	WCOZ-FM	WXKS-FM
3	WVBF-FM	WBCN-FM	WHDH-AM	WXKS-FM	WEEI-FM
4	WHDH-AM	WHDH-AM	WEEI-FM	WRKO-AM	WHDH-AM
5	WEEI-FM	WVBF-FM	WVBF-FM	WEEI-FM	WCOZ-FM
6	WROR-FM	WBOS-FM	WROR-FM	WROR-FM	WVBF-FM
7	WBCN-FM	WEEI-FM	WBOS-FM	WVBF-FM	WRKO-AM
8	WITS-AM	WROR-FM	WRKO-AM	WHDH-AM	WROR-FM
9	WBZ -AM	WBZ -AM	WBZ -AM	WBZ -AM	WBZ -AM
10	WJIB-FM	WILD-AM	WJIB-FM	WCAS-AM	WCGY-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 11194

	A/M '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WHDH-AM	WHDH-AM	WHDH-AM	WHDH-AM	WHDH-AM
2	WBZ -AM	WBZ -AM	WBZ -AM	WBZ -AM	WBZ -AM
3	WJIB-FM	WRKO-AM	WJIB-FM	WJIB-FM	WJIB-FM
4	WRKO-AM	WJIB-FM	WEEI-FM	WRKO-AM	WXKS-FM
5	WEEI-FM	WEEI-FM	WROR-FM	WEEI-FM	WEEI-FM
6	WROR-FM	WWEL-FM	WBCN-FM	WROR-FM	WBCN-FM
7	WCOZ-FM	WROR-FM	WBOS-FM	WITS-AM	WRKO-AM
8	WVBF-FM	WEEI-AM	WEEI-AM	WBCN-FM	WITS-AM
9	WITS-AM	WCOZ-FM	WRKO-AM	WVBF-FM	WVBF-FM
10	WEEI-AM	WVBF-FM	WCOZ-FM	WHUE-FM	WEEI-AM
M-F, 6-10am					
1	WHDH-AM	WHDH-AM	WHDH-AM	WHDH-AM	WHDH-AM
2	WBZ -AM	WBZ -AM	WBZ -AM	WBZ -AM	WBZ -AM
3	WRKO-AM	WRKO-AM	WEEI-AM	WRKO-AM	WEEI-AM
4	WJIB-FM	WEEI-AM	WJIB-FM	WEEI-AM	WJIB-FM
5	WEEI-FM	WWEL-AF	WRKO-AM	WJIB-FM	WBCN-FM
6	WEEI-AM	WWEL-FM	WBCN-FM	WITS-AM	WRKO-AM
7	WVBF-FM	WEEI-FM	WEEI-FM	WBCN-FM	WXKS-FM
8	WROR-FM	WJIB-FM	WVBF-FM	WROR-FM	WITS-AM
9	WCOZ-FM	WROR-FM	WROR-FM	WVBF-FM	WEEI-FM
10	WWEL-AF	WCOZ-FM	WBOS-FM	WEEI-FM	WVBF-FM

We've grown up in Boston.

There were times when 68 RKO was perceived as strictly a teen station. Times have changed.

Now more adults 18-44 listen to Van Dyke & Company in the mornings than any other station. That's after only four months on the air.

And 68 RKO is ranked* one, two or three in these adult categories.
Adults 25-49
Adults 25-54
Adults 25-34
Men and Women 18-49.

With all that, 68 RKO is still the number two station with teens.

68 RKO. Boston. We're growing. And growing up.

Represented by **RKO RADIO SALES**

*Metro Cume Rankings, Monday–Sunday, 6 AM–12 MID., April/May ARB 1979

Boston

Continued

M-F, 3-7pm

1	WHDH-AM	WHDH-AM	WHDH-AM	WHDH-AM	WHDH-AM
2	WJIB-FM	WBZ -AM	WBZ -AM	WBZ -AM	WJIB-FM
3	WBZ -AM	WRKO-AM	WJIB-FM	WRKO-AM	WBZ -AM
4	WRKO-AM	WJIB-FM	WEEI-FM	WJIB-FM	WRKO-AM
5	WEEI-FM	WITS-AM	WROR-FM	WVBF-FM	WEEI-FM
6	WITS-AM	WEEI-FM	WBOS-FM	WROR-FM	WXKS-FM
7	WCOZ-FM	WROR-FM	WRKO-AM	WEEI-FM	WBCN-FM
8	WVBF-FM	WCOZ-FM	WBCN-FM	WBCN-FM	WVBF-FM
9	WROR-FM	WWEL-FM	WITS-AM	WXKS-FM	WITS-AM
10	WEEI-AM	WSSH-FM	WVBF-FM	WHUE-FM	WEEI-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 29209

	A/M '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WHDH-AM 7880	WHDH-AM 8782	WBZ -AM 8277	WBZ -AM 7802	WHDH-AM 7544
2	WBZ -AM 7849	WBZ -AM 8209	WHDH-AM 8090	WHDH-AM 7189	WBZ -AM 7320
3	WRKO-AM 7424	WRKO-AM 7131	WRKO-AM 6648	WRKO-AM 6300	WRKO-AM 5390
4	WJIB-FM 5618	WEEI-AM 5749	WEEI-AM 5975	WJIB-FM 4863	WJIB-FM 5267
5	WEEI-AM 5144	WJIB-FM 5275	WJIB-FM 5736	WEEI-AM 4839	WEEI-AM 5042
6	WVBF-FM 5040	WVBF-FM 5268	WVBF-FM 5410	WVBF-FM 4817	WVBF-FM 4430
7	WITS-AM 5000	WCOZ-FM 4031	WCOZ-FM 3973	WITS-AM 4118	WITS-AM 4295
8	WCOZ-FM 3387	WITS-AM 3134	WBCN-FM 3364	WXKS-FM 3517	WXKS-FM 4043
9	WEEI-FM 3339	WROR-FM 2842	WBOS-FM 2961	WCOZ-FM 3148	WBCN-FM 3420
10	WROR-FM 3096	WEEI-FM 2794	WROR-FM 2881	WROR-FM 3044	WCOZ-FM 3354

M-F, 6-10am

1	WBZ -AM	WHDH-AM	WBZ -AM	WBZ -AM	WHDH-AM
2	WHDH-AM	WBZ -AM	WHDH-AM	WHDH-AM	WBZ -AM
3	WRKO-AM	WEEI-AM	WEEI-AM	WEEI-AM	WEEI-AM
4	WEEI-AM	WRKO-AM	WRKO-AM	WRKO-AM	WJIB-FM
5	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM
6	WJIB-FM	WJIB-FM	WJIB-FM	WJIB-FM	WRKO-AM
7	WCOZ-FM	WCOZ-FM	WBCN-FM	WXKS-FM	WXKS-FM
8	WEEI-FM	WEEI-FM	WCOZ-FM	WBCN-FM	WBCN-FM
9	WITS-AM	WITS-AM	WEEI-FM	WCOZ-FM	WCOZ-FM
10	WROR-FM	WBCN-FM	WROR-FM	WITS-AM	WEEI-FM

M-F, 3-7pm

1	WRKO-AM	WRKO-AM	WHDH-AM	WBZ -AM	WHDH-AM
2	WHDH-AM	WHDH-AM	WBZ -AM	WRKO-AM	WBZ -AM
3	WBZ -AM	WBZ -AM	WVBF-FM	WVBF-FM	WJIB-FM
4	WITS-AM	WVBF-FM	WJIB-FM	WHDH-AM	WRKO-AM
5	WVBF-FM	WJIB-FM	WRKO-AM	WJIB-FM	WVBF-FM
6	WJIB-FM	WEEI-AM	WEEI-AM	WXKS-FM	WXKS-FM
7	WCOZ-FM	WCOZ-FM	WCOZ-FM	WEEI-AM	WEEI-AM
8	WEEI-AM	WBCN-FM	WBCN-FM	WCOZ-FM	WCOZ-FM
9	WEEI-FM	WROR-FM	WBOS-FM	WBCN-FM	WBCN-FM
10	WBCN-FM	WEEI-FM	WEEI-FM	WITS-AM	WITS-AM

Teens

M-S, 6am-Midnight

POP(00): 3831

	A/M '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WRKO-AM	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM
2	WVBF-FM	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM
3	WCGY-FM	WHDH-AM	WCOZ-FM	WXKS-FM	WCOZ-FM
4	WBZ -FM	WCOZ-FM	WHDH-AM	WCOZ-FM	WXKS-FM
5	WHDH-AM	WCGY-FM	WBZ -AM	WHDH-AM	WHDH-AM
6	WCOZ-FM	WBOS-FM	WBOS-FM	WBZ -AM	WBCN-FM
7	WBZ -AM	WBZ -FM	WPJB-FM	WBCN-FM	WBZ -AM
8	WBCN-FM	WBCN-FM	WBCN-FM	WBOS-FM	WROR-FM
9	WROR-FM	WBZ -AM	WCGY-FM	WROR-FM	WAAF-FM
10	WITS-AM	WPJB-FM	WBZ -FM	WCGY-FM	WITS-AM

M-F, 6-10am

1	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM
2	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM
3	WCOZ-FM	WHDH-AM	WHDH-AM	WXKS-FM	WXKS-FM
4	WCGY-FM	WBOS-FM	WBCN-FM	WBZ -AM	WCOZ-FM
5	WBZ -AM	WCGY-FM	WCOZ-FM	WHDH-AM	WHDH-AM
6	WHDH-AM	WILD-AM	WBZ -AM	WBCN-FM	WBCN-FM
7	WBCN-FM	WCOZ-FM	WBOS-FM	WBZ -FM	WBZ -AM
8	WBZ -FM	WPJB-FM	WPJB-FM	WCOZ-FM	WROR-FM
9	WAAF-FM	WBZ -FM	WROR-FM	WPJB-FM	WAAF-FM
10	WEEI-AM	WBZ -AM	WBZ -FM	WAAF-FM	WEEI-FM

M-F, 3-7pm

1	WRKO-AM	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM
2	WVBF-FM	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM
3	WCGY-FM	WHDH-AM	WBOS-FM	WXKS-FM	WCOZ-FM
4	WCOZ-FM	WCOZ-FM	WCOZ-FM	WCOZ-FM	WXKS-FM
5	WBCN-FM	WCGY-FM	WBCN-FM	WBOS-FM	WBCN-FM
6	WBZ -FM	WBOS-FM	WAAF-FM	WBCN-FM	WHDH-AM
7	WHDH-AM	WBZ -FM	WHDH-AM	WAAF-FM	WBZ -AM
8	WROR-FM	WBCN-FM	WPJB-FM	WBZ -AM	WAAF-FM
9	WAAF-FM	WPJB-FM	WBZ -AM	WCGY-FM	WROR-FM
10	WBZ -AM	WEEI-FM	WCGY-FM	WROR-FM	WBOS-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 10323

	A/M '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM
2	WHDH-AM	WCOZ-FM	WCOZ-FM	WCOZ-FM	WBCN-FM
3	WCOZ-FM	WHDH-AM	WBCN-FM	WBCN-FM	WXKS-FM
4	WVBF-FM	WBZ -AM	WBZ -AM	WBZ -AM	WCOZ-FM
5	WEEI-FM	WVBF-FM	WHDH-AM	WVBF-FM	WHDH-AM
6	WROR-FM	WBCN-FM	WVBF-FM	WROR-FM	WEEI-FM
7	WBZ -AM	WROR-FM	WROR-FM	WEEI-FM	WVBF-FM
8	WBCN-FM	WEEI-FM	WBOS-FM	WHDH-AM	WBZ -AM
9	WITS-AM	WBOS-FM	WEEI-FM	WXKS-FM	WROR-FM
10	WJIB-FM	WEEI-AM	WJIB-FM	WITS-AM	WITS-AM

M-F, 6-10am

1	WRKO-AM	WRKO-AM	WBZ -AM	WRKO-AM	WHDH-AM
2	WHDH-AM	WHDH-AM	WRKO-AM	WBCN-FM	WRKO-AM
3	WBZ -AM	WCOZ-FM	WHDH-AM	WBZ -AM	WBCN-FM
4	WCOZ-FM	WBZ -AM	WBCN-FM	WCOZ-FM	WCOZ-FM
5	WEEI-FM	WVBF-FM	WCOZ-FM	WEEI-FM	WVBF-FM
6	WVBF-FM	WBCN-FM	WVBF-FM	WVBF-FM	WEEI-FM
7	WROR-FM	WEEI-FM	WEEI-FM	WHDH-AM	WXKS-FM
8	WBCN-FM	WROR-FM	WROR-FM	WXKS-FM	WBZ -AM
9	WCGY-FM	WEEI-AM	WBOS-FM	WROR-FM	WROR-FM
10	WEEI-AM	WBOS-FM	WEEI-AM	WEEI-AM	WEEI-AM

M-F, 3-7pm

1	WRKO-AM	WRKO-AM	WCOZ-FM	WRKO-AM	WBCN-FM
2	WCOZ-FM	WCOZ-FM	WRKO-AM	WCOZ-FM	WXKS-FM
3	WHDH-AM	WBCN-FM	WBCN-FM	WBCN-FM	WRKO-AM
4	WVBF-FM	WHDH-AM	WVBF-FM	WXKS-FM	WCOZ-FM
5	WEEI-FM	WVBF-FM	WHDH-AM	WROR-FM	WEEI-FM
6	WBCN-FM	WROR-FM	WEEI-FM	WEEI-FM	WVBF-FM
7	WROR-FM	WBZ -AM	WBZ -AM	WVBF-FM	WHDH-AM
8	WBZ -AM	WEEI-FM	WBOS-FM	WBZ -AM	WROR-FM
9	WITS-AM	WBOS-FM	WROR-FM	WHDH-AM	WBZ -AM
10	WJIB-FM	WCGY-FM	WJIB-FM	WBOS-FM	WCGY-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 11194

	A/M '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WHDH-AM	WHDH-AM	WHDH-AM	WBZ -AM	WBZ -AM
2	WBZ -AM	WBZ -AM	WBZ -AM	WHDH-AM	WHDH-AM
3	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM
4	WJIB-FM	WJIB-FM	WJIB-FM	WJIB-FM	WJIB-FM
5	WROR-FM	WEEI-AM	WEEI-AM	WITS-AM	WITS-AM
6	WEEI-FM	WROR-FM	WEEI-FM	WEEI-AM	WEEI-AM
7	WITS-AM	WVBF-FM	WCOZ-FM	WEEI-FM	WXKS-FM
8	WEEI-AM	WCOZ-FM	WVBF-FM	WROR-FM	WEEI-FM
9	WVBF-FM	WEEI-FM	WROR-FM	WVBF-FM	WVBF-FM
10	WCOZ-FM	WITS-AM	WBCN-FM	WXKS-FM	WBCN-FM

M-F, 6-10am

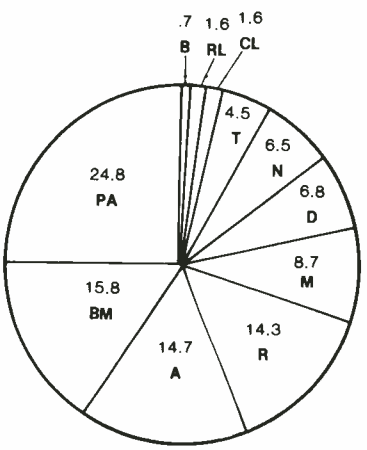
1	WBZ -AM	WBZ -AM	WHDH-AM	WBZ -AM	WHDH-AM
2	WHDH-AM	WHDH-AM	WBZ -AM	WHDH-AM	WBZ -AM
3	WRKO-AM	WRKO-AM	WEEI-AM	WRKO-AM	WJIB-FM
4	WJIB-FM	WEEI-AM	WRKO-AM	WEEI-AM	WEEI-AM
5	WEEI-AM	WROR-FM	WJIB-FM	WVBF-FM	WRKO-AM
6	WEEI-FM	WJIB-FM	WEEI-FM	WJIB-FM	WVBF-FM
7	WROR-FM	WVBF-FM	WBCN-FM	WEEI-FM	WBCN-FM
8	WVBF-FM	WEEI-FM	WROR-FM	WROR-FM	WEEI-FM
9	WCOZ-FM	WCOZ-FM	WVBF-FM	WBCN-FM	WXKS-FM
10	WBCN-FM	WITS-AM	WCOZ-FM	WXKS-FM	WROR-FM

M-F, 3-7pm

1	WHDH-AM	WBZ -AM	WHDH-AM	WBZ -AM	WHDH-AM
2	WBZ -AM	WHDH-AM	WBZ -AM	WHDH-AM	WBZ -AM
3	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM
4	WJIB-FM	WJIB-FM	WJIB-FM	WJIB-FM	WJIB-FM
5	WEEI-FM	WROR-FM	WEEI-FM	WVBF-FM	WXKS-FM
6	WITS-AM	WCOZ-FM	WVBF-FM	WROR-FM	WEEI-FM
7	WROR-FM	WEEI-AM	WCOZ-FM	WEEI-FM	WEEI-AM
8	WVBF-FM	WVBF-FM	WEEI-AM	WEEI-AM	WROR-FM
9	WEEI-AM	WEEI-FM	WROR-FM	WXKS-FM	WVBF-FM
10	WCOZ-FM	WITS-AM	WBOS-FM	WBCN-FM	WBCN-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

WHDH RADIO
is doin' it
in Boston!

Bridgeport

METRO RANK **79**

A/M '79 Market Overview

Only four "metro" stations in this market, with rocker **WICC** still #1 in the market. Station suffered marginal decline due to experiment with Dancemusic at night (when numbers went down badly). Outside advertising consisted of major outdoor boards showing, plus TV, newspaper, and a bumper sticker campaign which is still running. Ran listen-to-win type of on-air promotions for cash and a chance for a new car. Beautiful Music **WEZN** slipped some but is still #2 overall, thanks to adult strength in upper demos. **WDJZ,** a daytimer with the Big Band sound, slipped after a good book last Spring. Station was semi-automated during rating period, and ran no promotions or contests WDJZ has now gone "live" with its format.

Poor diary return in this market. Metro in-tab of 373 is below 450 goal, and owing to TSA computation error A/M'79 book had to be reissued.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 3559

	A/M '77		A/M '78		A/M '79	
1	WEZN-FM	15.0	WICC-AM	17.3	WICC-AM(R)	17.0
2	WICC-AM	12.5	WEZN-FM	16.1	WEZN-FM(BM)	13.9
3	WPLR-FM	11.1	WDJZ-AM	8.1	WNAB-AM(PA)	8.7
4	WNAB-AM	7.3	WNAB-AM	7.5	WPLR-FM(A)	7.3
5	WCBS-AM	5.7	WPLR-FM	6.9	WDJZ-AM(BB)	6.5
6	WKCI-FM	5.1	WRKI-FM	2.1	WKCI-FM(BM)	3.1
7	WNBC-AM	4.9	WADS-AM	2.1	WADS-AM(PA)	2.6
8	WABC-AM	3.0	WBLI-FM	1.5	WWYZ-FM(PA)	1.9
9	WDJZ-AM	3.0	WKCI-FM	1.1	WLYQ-FM(R)	1.0
10	WOR -AM	2.9	WAVZ-AM	0.9	WBLI-FM(O)	0.8
11	WMMM-AF	2.9	WELI-AM	0.8	WTIC-AM(PA)	0.6
12	WHN -AM	2.7	WTIC-AM	0.8	WDRC-FM(A)	0.5
13	WMMM-AM	1.7			WMMM-AM(BM)	0.5
14	WIOF-FM	1.5				
15	WBLI-FM	1.3				
16	WDJF-FM	1.2				
17	WDRC-FM	1.0				
18	WELI-AM	1.0				
19	WAVZ-AM	1.0				
20	WHCN-FM	1.0				
21	WMCA-AM	1.0				
22	WBLS-FM	1.0				
23	WWYZ-FM	1.0				
24	WKTU-FM	1.0				
25	WTIC-AM	0.8				
26	WRKI-FM	0.8				
27	WFIF-AM	0.7				
28	WPLJ-FM	0.5				
29	WADS-AM	0.5				
30	WINS-AM	0.5				
31	WXLO-FM	0.3				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3559

	A/M '77		A/M '78		A/M '79	
1	WEZN-FM	89	WICC-AM	115	WICC-AM	105
2	WICC-AM	74	WEZN-FM	107	WEZN-FM	86
3	WPLR-FM	66	WDJZ-AM	54	WNAB-AM	54
4	WNAB-AM	43	WNAB-AM	50	WPLR-FM	45
5	WCBS-AM	34	WPLR-FM	46	WDJZ-AM	40
M-F, 6-10am						
1	WICC-AM		WICC-AM		WICC-AM	
2	WEZN-FM		WEZN-FM		WNAB-AM	
3	WNAB-AM		WNAB-AM		WEZN-FM	
4	WPLR-FM		WDJZ-AM		WPLR-FM	
5	WCBS-AM		WPLR-FM		WDJZ-AM	
M-F, 3-7pm						
1	WEZN-FM		WEZN-FM		WICC-AM	
2	WPLR-FM		WICC-AM		WEZN-FM	
3	WICC-AM		WDJZ-AM		WPLR-FM	
4	WNAB-AM		WPLR-FM		WDJZ-AM	
5	WNBC-AM		WNAB-AM		WNAB-AM	

Teens
M-S, 6am-Midnight
POP(00): 457

	A/M '77	A/M '78	A/M '79
1	WPLR-FM	WPLR-FM	WPLR-FM
2	WICC-AM	WRKI-FM	WICC-AM
3	WABC-AM	WICC-AM	WLYQ-FM
4	WNBC-AM	WEZN-FM	WDRC-FM
5	WBLI-FM	WNAB-AM	WWYZ-FM
M-F, 6-10am			
1	WICC-AM	WICC-AM	WICC-AM
2	WPLR-FM	WNAB-AM	WPLR-FM
3	WCBS-AM	WPLR-FM	WDRC-FM
4	WABC-AM	WRKI-FM	WWYZ-FM
5	WNBC-AM	WBLI-FM	WNAB-AM
M-F, 3-7pm			
1	WPLR-FM	WPLR-FM	WPLR-FM
2	WABC-AM	WRKI-FM	WICC-AM
3	WICC-AM	WICC-AM	WWYZ-FM
4	WBLI-FM	WEZN-FM	WBLI-FM
5	WNBC-AM	WNAB-AM	WLYQ-FM
Adults 18-34			
M-S, 6am-Midnight			
POP(00): 1160			
	A/M '77	A/M '78	A/M '79
1	WPLR-FM	WICC-AM	WICC-AM
2	WICC-AM	WPLR-FM	WPLR-FM
3	WNBC-AM	WEZN-FM	WEZN-FM
4	WEZN-FM	WNAB-AM	WWYZ-FM
5	WABC-AM	WBLI-FM	WNAB-AM
M-F, 6-10am			
1	WPLR-FM	WICC-AM	WICC-AM
2	WICC-AM	WPLR-FM	WPLR-FM
3	WNBC-AM	WEZN-FM	WEZN-FM
4	WNAB-AM	WNAB-AM	WNAB-AM
5	WEZN-FM	WRKI-FM	WADS-AM
M-F, 3-7pm			
1	WPLR-FM	WICC-AM	WICC-AM
2	WICC-AM	WEZN-FM	WPLR-FM
3	WEZN-FM	WPLR-FM	WEZN-FM
4	WNBC-AM	WNAB-AM	WWYZ-FM
5	WNAB-AM	WBLI-FM	WBLI-FM
Adults 25-49			
M-S, 6am-Midnight			
POP(00): 1373			
	A/M '77	A/M '78	A/M '79
1	WEZN-FM	WICC-AM	WICC-AM
2	WICC-AM	WEZN-FM	WEZN-FM
3	WNBC-AM	WNAB-AM	WNAB-AM
4	WNAB-AM	WPLR-FM	WDJZ-AM
5	WKCI-FM	WDJZ-AM	WPLR-FM
M-F, 6-10am			
1	WICC-AM	WICC-AM	WICC-AM
2	WNAB-AM	WEZN-FM	WEZN-FM
3	WEZN-FM	WNAB-AM	WNAB-AM
4	WNBC-AM	WPLR-FM	WPLR-FM
5	WCBS-AM	WDJZ-AM	WADS-AM
M-F, 3-7pm			
1	WEZN-FM	WEZN-FM	WEZN-FM
2	WICC-AM	WICC-AM	WICC-AM
3	WNBC-AM	WNAB-AM	WDJZ-AM
4	WNAB-AM	WPLR-FM	WPLR-FM
5	WPLR-FM	WDJZ-AM	WKCI-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3559

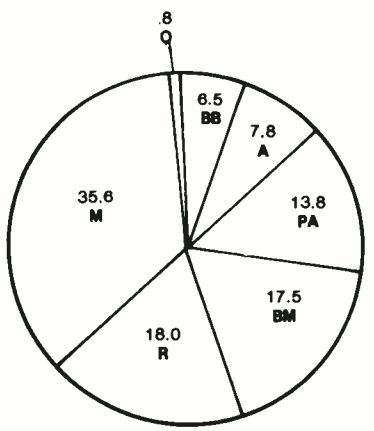
	A/M '77		A/M '78		A/M '79	
1	WICC-AM	1594	WICC-AM	1807	WICC-AM	1779
2	WEZN-FM	962	WEZN-FM	996	WEZN-FM	954
3	WNBC-AM	800	WNAB-AM	747	WNAB-AM	807
4	WNAB-AM	784	WPLR-FM	507	WPLR-FM	801
5	WPLR-FM	720	WDJZ-AM	479	WDJZ-AM	486
M-F, 6-10am						
1	WICC-AM		WICC-AM		WICC-AM	
2	WEZN-FM		WEZN-FM		WNAB-AM	
3	WNAB-AM		WNAB-AM		WEZN-FM	
4	WCBS-AM		WDJZ-AM		WPLR-FM	
5	WNBC-AM		WPLR-FM		WDJZ-AM	
M-F, 3-7pm						
1	WICC-AM		WICC-AM		WICC-AM	
2	WPLR-FM		WEZN-FM		WEZN-FM	
3	WEZN-FM		WDJZ-AM		WPLR-FM	
4	WNBC-AM		WNAB-AM		WNAB-AM	
5	WNAB-AM		WPLR-FM		WDJZ-AM	

Teens
M-S, 6am-Midnight
POP(00): 457

	A/M '77	A/M '78	A/M '79
1	WICC-AM	WICC-AM	WPLR-FM
2	WPLR-FM	WPLR-FM	WICC-AM
3	WABC-AM	WRKI-FM	WLYQ-FM
4	WNBC-AM	WNAB-AM	WDRC-FM
5	WBLI-FM	WBLI-FM	WBLI-FM
M-F, 6-10am			
1	WICC-AM	WICC-AM	WICC-AM
2	WNBC-AM	WPLR-FM	WPLR-FM
3	WABC-AM	WRKI-FM	WWYZ-FM
4	WPLR-FM	WNAB-AM	WDRC-FM
5	WCBS-AM	WBLI-FM	WLYQ-FM
M-F, 3-7pm			
1	WPLR-FM	WICC-AM	WPLR-FM
2	WICC-AM	WRKI-FM	WICC-AM
3	WABC-AM	WPLR-FM	WBLI-FM
4	WNBC-AM	WNAB-AM	WWYZ-FM
5	WAVZ-AM	WEZN-FM	WNAB-AM
Adults 18-34			
M-S, 6am-Midnight			
POP(00): 1160			
	A/M '77	A/M '78	A/M '79
1	WICC-AM	WICC-AM	WICC-AM
2	WPLR-FM	WPLR-FM	WPLR-FM
3	WNBC-AM	WNAB-AM	WWYZ-FM
4	WABC-AM	WEZN-FM	WBLI-FM
5	WEZN-FM	WBLI-FM	WNAB-AM
M-F, 6-10am			
1	WICC-AM	WICC-AM	WICC-AM
2	WPLR-FM	WPLR-FM	WPLR-FM
3	WNBC-AM	WNAB-AM	WNAB-AM
4	WABC-AM	WEZN-FM	WEZN-FM
5	WNAB-AM	WRKI-FM	WLYQ-FM
M-F, 3-7pm			
1	WPLR-FM	WICC-AM	WICC-AM
2	WNBC-AM	WPLR-FM	WPLR-FM
3	WICC-AM	WNAB-AM	WWYZ-FM
4	WABC-AM	WEZN-FM	WBLI-FM
5	WNAB-AM	WBLI-FM	WDRC-FM
Adults 25-49			
M-S, 6am-Midnight			
POP(00): 1373			
	A/M '77	A/M '78	A/M '79
1	WICC-AM	WICC-AM	WICC-AM
2	WEZN-FM	WEZN-FM	WEZN-FM
3	WNBC-AM	WNAB-AM	WNAB-AM
4	WNAB-AM	WDJZ-AM	WPLR-FM
5	WABC-AM	WPLR-FM	WDJZ-AM
M-F, 6-10am			
1	WICC-AM	WICC-AM	WICC-AM
2	WNBC-AM	WEZN-FM	WEZN-FM
3	WEZN-FM	WNAB-AM	WNAB-AM
4	WNAB-AM	WPLR-FM	WPLR-FM
5	WCBS-AM	WDJZ-AM	WDJZ-AM
M-F, 3-7pm			
1	WICC-AM	WICC-AM	WICC-AM
2	WNBC-AM	WEZN-FM	WEZN-FM
3	WEZN-FM	WDJZ-AM	WPLR-FM
4	WNAB-AM	WNAB-AM	WNAB-AM
5	WABC-AM	WPLR-FM	WDJZ-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Buffalo

METRO RANK 27

A/M '79 Market Overview

Four leading stations in this market remian strong with varied formats. Beautiful Music **WJYE,** formerly **WBNY-FM,** debuted new calls with heavy amounts of TV, newspaper, and direct mail advertising, and is #1 with an almost 15 share. Younger-skewing **WKBW** remains a hit with its Top 40 sound, using heavy TV to remain in forefront of audience's conciousness. P/A leaders **WBEN** and **WGR** show steady strength in 25-49 demos. WBEN pushed on-air the "Instant Deal" with hundreds of various prizes, while external advertising consisted of newspaper and TV campaigns. WGR tied to energy concern with its "Beat the Sheik" gasoline giveaways. Outside promotions relied heavily on extensive TV campaign.

Arbitron delivered fewer usable diaries in this book, down by 130 compared to the O/N'78 sweep. Biggest drop appears to be in teens.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 10782

	A/M '78		O/N '78		A/M '79	
1	WKBW-AM	16.7	WBEN-AM	14.0	WJYE-FM(aa)	15.1
2	WBNY-FM	13.1	WBNY-FM	14.0	WKBW-AM(B)	14.2
3	WBEN-AM	12.7	WKBW-AM	13.0	WBEN-AM(PA)	13.5
4	WGR -AM	11.3	WGR -AM	10.3	WGR -AM(PA)	10.6
5	WBEN-FM	5.8	WBEN-FM	7.7	WBEN-FM(B)	8.4
6	WGRQ-FM	4.5	WADV-FM	5.6	WGRQ-FM(A)	5.4
7	WADV-FM	4.4	WGRQ-FM	5.1	WADV-FM(aa)	4.4
8	WBLK-FM	4.2	WPHD-FM	4.1	WBLK-FM(B)	3.9
9	WPHD-FM	3.4	WBLK-FM	3.2	WPHD-FM(B)	3.5
10	WYSL-AM	2.4	WWOL-FM	2.2	WWOL-AM(C)	2.8
11	WWOL-AM	2.4	WWOL-AM	2.1	WWOR-FM(C)	2.0
12	WBUF-FM	1.7	WYSL-AM	2.0	WUFO-AM(B)	1.9
13	WWOL-FM	1.6	WUFO-AM	1.7	WBUF-FM(A)	1.5
14	WJJL-AM	1.3	WJJL-AM	1.2	WJJL-AM(PA)	1.3
15	WHLD-FM	1.2	WXRL-AM	1.1	WYSL-AM(B)	0.9
16	WHLD-AM	1.0	WDCX-FM	1.0	WHLD-AM(PA)	0.9
17	WXRL-AM	1.0	WBUF-FM	1.0	WHLD-FM(PA)	0.8
18	WDCX-FM	1.0	WHLD-FM	0.7	WXRL-AM(C)	0.8
19	WUFO-AM	0.9	WHLD-AM	0.6	WNIA-AM(D)	0.7
20	WBIV-FM	0.8	CBL -AM	0.5	WDCX-FM(RL)	0.7
21	WHAM-AM	0.5	WLVL-AM	0.4	WLVL-AM(PA)	0.5
22			CHFI-FM	0.4		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 10782

	A/M '78		O/N '78		A/M '79	
1	WKBW-AM	275	WBEN-AM	234	WJYE-FM	256
2	WBNY-FM	216	WBNY-FM	233	WKBW-AM	240
3	WBEN-AM	209	WKBW-AM	216	WBEN-AM	228
4	WGR -AM	187	WGR -AM	172	WGR -AM	180
5	WBEN-FM	96	WBEN-FM	128	WBEN-FM	142
6	WGRQ-FM	75	WADV-FM	93	WGRQ-FM	92
7	WADV-FM	73	WGRQ-FM	85	WADV-FM	74
8	WBLK-FM	70	WPHD-FM	68	WBLK-FM	66
9	WPHD-FM	56	WBLK-FM	54	WPHD-FM	59
10	WYSL-AM	40	WWOL-FM	37	WWOL-AM	47

M-F, 6-10am

1	WKBW-AM	WBEN-AM	WBEN-AM
2	WBEN-AM	WKBW-AM	WKBW-AM
3	WGR -AM	WGR -AM	WGR -AM
4	WBNY-FM	WJYE-FM	WJYE-FM
5	WBLK-FM	WBEN-FM	WBEN-FM
6	WADV-FM	WGRQ-FM	WGRQ-FM
7	WBEN-FM	WADV-FM	WADV-FM
8	WGRQ-FM	WPHD-FM	WPHD-FM
9	WPHD-FM	WBLK-FM	WBLK-FM
10	WYSL-AM	WWOL-FM	WJJL-AM

M-F, 3-7pm

1	WKBW-AM	WBNY-FM	WJYE-FM
2	WBNY-FM	WBEN-AM	WKBW-AM
3	WBEN-AM	WGR -AM	WGR -AM
4	WGR -AM	WKBW-AM	WBEN-AM
5	WBEN-FM	WBEN-FM	WBEN-FM
6	WGRQ-FM	WGRQ-FM	WGRQ-FM
7	WPHD-FM	WADV-FM	WBLK-FM
8	WADV-FM	WPHD-FM	WADV-FM
9	WBLK-FM	WBLK-FM	WPHD-FM
10	WYSL-AM	WWOL-FM	WWOL-AM

Teens
M-S, 6am-Midnight
POP(00): 1564

	A/M '78	O/N '78	A/M '79
1	WKBW-AM	WKBW-AM	WKBW-AM
2	WBEN-FM	WGRQ-FM	WGRQ-FM
3	WGRQ-FM	WBEN-FM	WBEN-FM
4	WGR -AM	WPHD-FM	WPHD-FM
5	WBLK-FM	WBLK-FM	WGR -AM
6	WPHD-FM	WGR -AM	WBLK-FM
7	WYSL-AM	WYSL-AM	WBUF-FM
8	WBEN-AM	WBUF-FM	WBEN-AM
9	WBUF-FM	WUFO-AM	WNIA-AM
10	WUFO-AM	WADV-FM	WYSL-AM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	WKBW-AM	WKBW-AM	WKBW-AM
2	WBEN-FM	WGRQ-FM	WGRQ-FM
3	WBLK-FM	WGR -AM	WBEN-FM
4	WGR -AM	WBEN-FM	WPHD-FM
5	WGRQ-FM	WBLK-FM	WGR -AM
6	WPHD-FM	WPHD-FM	WBEN-AM
7	WBEN-AM	WYSL-AM	WBLK-FM
8	WYSL-AM	WBEN-AM	WBUF-FM
9	WBUF-FM	WADV-FM	WYSL-AM
10	WADV-FM	WBLK-FM	WUFO-AM

M-F, 3-7pm

1	WKBW-AM	WGRQ-FM	WGRQ-FM
2	WBEN-FM	WKBW-AM	WKBW-AM
3	WGRQ-FM	WBEN-FM	WBEN-FM
4	WBLK-FM	WBLK-FM	WBLK-FM
5	WPHD-FM	WPHD-FM	WPHD-FM
6	WGR -AM	WGR -AM	WGR -AM
7	WYSL-AM	WYSL-AM	WBUF-FM
8	WBEN-AM	WDCX-FM	WJYE-FM
9	WBUF-FM	WBUF-FM	WUFO-AM
10	WUFO-AM	WBEN-AM	WNIA-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3399

	A/M '78	O/N '78	A/M '79
1	WKBW-AM	WKBW-AM	WKBW-AM
2	WGR -AM	WBEN-FM	WGR -AM
3	WGRQ-FM	WGR -AM	WBEN-AM
4	WBEN-FM	WGRQ-FM	WGRQ-FM
5	WBLK-FM	WPHD-FM	WPHD-FM
6	WPHD-FM	WBNY-FM	WBEN-AM
7	WBNY-FM	WYSL-AM	WJYE-FM
8	WYSL-AM	WBEN-AM	WBLK-FM
9	WBUF-FM	WBLK-FM	WBUF-FM
10	WBEN-AM	WWOL-FM	WUFO-AM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	WKBW-AM	WKBW-AM	WKBW-AM
2	WGR -AM	WGR -AM	WGR -AM
3	WGRQ-FM	WBEN-FM	WBEN-AM
4	WBLK-FM	WGRQ-FM	WBEN-FM
5	WPHD-FM	WPHD-FM	WPHD-FM
6	WBEN-AM	WBEN-AM	WPHD-FM
7	WYSL-AM	WBNY-FM	WBLK-FM
8	WBEN-FM	WYSL-AM	WJYE-FM
9	WBNY-FM	WBLK-FM	WBUF-FM
10	WADV-FM	WWOL-FM	WUFO-AM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	WKBW-AM	WBEN-FM	WKBW-AM
2	WGR -AM	WKBW-AM	WGR -AM
3	WGRQ-FM	WGR -AM	WBEN-FM
4	WBNY-FM	WGRQ-FM	WGRQ-FM
5	WBEN-FM	WPHD-FM	WPHD-FM
6	WPHD-FM	WBNY-FM	WJYE-FM
7	WBUF-FM	WYSL-AM	WBLK-FM
8	WBLK-FM	WUFO-AM	WBEN-AM
9	WYSL-AM	WWOL-FM	WBUF-FM
10	WBIV-FM	WBLK-FM	WUFO-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 4031

	A/M '78	O/N '78	A/M '79
1	WGR -AM	WGR -AM	WGR -AM
2	WKBW-AM	WKBW-AM	WKBW-AM
3	WBNY-FM	WBNY-FM	WJYE-FM
4	WBEN-AM	WBEN-AM	WBEN-AM
5	WBEN-FM	WBEN-FM	WBEN-FM
6	WADV-FM	WADV-FM	WADV-FM
7	WBLK-FM	WWOL-AM	WWOR-FM
8	WWOL-AM	WWOL-FM	WWOL-AM
9	WWOL-FM	WGRQ-FM	WPHD-FM
10	WPHD-FM	WBLK-FM	WGRQ-FM

M-F, 6-10am

1	WKBW-AM	WKBW-AM	WKBW-AM
2	WGR -AM	WGR -AM	WGR -AM
3	WBEN-AM	WBEN-AM	WBEN-AM
4	WBNY-FM	WBNY-FM	WJYE-FM
5	WBLK-FM	WBEN-FM	WBEN-FM
6	WADV-FM	WWOL-FM	WADV-FM
7	WBEN-FM	WADV-FM	WPHD-FM
8	WWOL-AM	WBLK-FM	WWOR-FM
9	WWOL-FM	WWOL-AM	WGRQ-FM
10	WYSL-AM	WGRQ-FM	WWOL-AM

M-F, 3-7pm

1	WGR -AM	WBNY-FM	WGR -AM
2	WBNY-FM	WGR -AM	WJYE-FM
3	WKBW-AM	WKBW-AM	WKBW-AM
4	WBEN-AM	WBEN-FM	WBEN-AM
5	WBEN-FM	WBEN-AM	WBEN-FM
6	WADV-FM	WADV-FM	WADV-FM
7	WWOL-FM	WWOL-FM	WPHD-FM
8	WPHD-FM	WPHD-FM	WBLK-FM
9	WYSL-AM	WGRQ-FM	WWOR-FM
10	WBLK-FM	WWOL-AM	WWOL-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 10782

	A/M '78		O/N '78		A/M '79	
1	WKBW-AM	4197	WKBW-AM	4678	WKBW-AM	4047
2	WGR -AM	3574	WGR -AM	3543	WBEN-AM	3236
3	WBEN-AM	3106	WBEN-AM	2988	WGR -AM	3130
4	WBNY-FM	2620	WBNY-FM	2723	WJYE-FM	2653
5	WBEN-FM	2205	WBEN-FM	2401	WBEN-FM	2415
6	WPHD-FM	1274	WPHD-FM	1783	WGRQ-FM	1477
7	WYSL-AM	1256	WGRQ-FM	1477	WPHD-FM	1168
8	WGRQ-FM	1168	WADV-FM	1258	WADV-FM	838
9	WADV-FM	897	WYSL-AM	1228	WYSL-AM	807
10	WBLK-FM	803	WBLK-FM	763	WBLK-FM	689

M-F, 6-10am

1	WKBW-AM	WKBW-AM	WKBW-AM
2	WBEN-FM	WBEN-AM	WBEN-AM
3	WGR -AM	WGR -AM	WGR -AM
4	WBNY-FM	WBNY-FM	WJYE-FM
5	WBEN-FM	WBEN-FM	WBEN-FM
6	WBLK-FM	WPHD-FM	WGRQ-FM
7	WGRQ-FM	WGRQ-FM	WPHD-FM
8	WPHD-FM	WADV-FM	WADV-FM
9	WYSL-AM	WYSL-AM	WBLK-FM
10	WADV-FM	WBLK-FM	WYSL-AM

M-F, 3-7pm

1	WKBW-AM	WKBW-AM	WKBW-AM
2	WBNY-FM	WGR -AM	WJYE-FM
3	WGR -AM	WBNY-FM	WBEN-AM
4	WBEN-AM	WBEN-AM	WGR -AM
5	WBEN-FM	WBEN-FM	WBEN-FM
6	WPHD-FM	WGRQ-FM	WGRQ-FM
7	WYSL-AM	WPHD-FM	WPHD-FM
8	WGRQ-FM	WADV-FM	WADV-FM
9	WBLK-FM	WYSL-AM	WBLK-FM
10	WADV-FM	WBLK-FM	WWOL-AM

Teens
M-S, 6am-Midnight
POP(00): 1564

	A/M '78	O/N '78	A/M '79
1	WKBW-AM	WKBW-AM	WKBW-AM
2	WBEN-FM	WBEN-FM	WBEN-FM
3	WGR -AM	WGRQ-FM	WGRQ-FM
4	WPHD-FM	WPHD-FM	WPHD-FM
5	WYSL-AM	WGR -AM	WGR -AM
6	WGRQ-FM	WYSL-AM	WYSL-AM
7	WBLK-FM	WBLK-FM	WBEN-AM
8	WBEN-AM	WBUF-FM	WJYE-FM
9	WBUF-FM	WBEN-AM	WBUF-FM
10	WUFO-AM	WUFO-AM	WBLK-FM

M-F, 6-10am

1	WKBW-AM	WKBW-AM	WKBW-AM
2	WGR -AM	WGR -AM	WGR -AM
3	WBEN-FM	WBEN-FM	WBEN-FM
4	WPHD-FM	WPHD-FM	WPHD-FM
5	WGRQ-FM	WGRQ-FM	WBEN-AM
6	WPHD-FM	WYSL-AM	WPHD-FM
7	WBEN-AM	WBEN-AM	WYSL-AM
8	WBNY-FM	WBNY-FM	WJYE-FM
9	WBLK-FM	WBLK-FM	WBLK-FM
10	WBUF-FM	WBUF-FM	WBUF-FM

M-F, 3-7pm

1	WKBW-AM	WKBW-AM	WKBW-AM
2	WGR -AM	WGR -AM	WGR -AM
3	WBEN-FM	WBEN-FM	WBEN-FM
4	WPHD-FM	WPHD-FM	WGRQ-FM
5	WYSL-AM	WGRQ-FM	WPHD-FM
6	WGRQ-FM	WYSL-AM	WJYE-FM
7	WBNY-FM	WBNY-FM	WBLK-FM
8	WBUF-FM	WBEN-AM	WBEN-AM
9	WBLK-FM	WBLK-FM	WYSL-AM
10	WBEN-AM	WBUF-FM	WBUF-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3399

	A/M '78	O/N '78	A/M '79
1	WKBW-AM	WKBW-AM	WKBW-AM
2	WGR -AM	WGR -AM	WGR -AM
3	WBEN-FM	WBEN-FM	WBEN-FM
4	WYSL-AM	WPHD-FM	WGRQ-FM
5	WGRQ-FM	WGRQ-FM	WBEN-AM
6	WPHD-FM	WYSL-AM	WPHD-FM
7	WBEN-AM	WBEN-AM	WYSL-AM
8	WBNY-FM	WBNY-FM	WJYE-FM
9	WBLK-FM	WBLK-FM	WBLK-FM
10	WBUF-FM	WBUF-FM	WBUF-FM

M-F, 6-10am

1	WKBW-AM	WKBW-AM	WKBW-AM
2	WGR -AM	WGR -AM	WGR -AM
3	WYSL-AM	WBEN-FM	WBEN-FM
4	WGRQ-FM	WPHD-FM	WBEN-AM
5	WBEN-FM	WGRQ-FM	WGRQ-FM
6	WPHD-FM	WYSL-AM	WPHD-FM
7	WBLK-FM	WBEN-AM	WBLK-FM
8	WBEN-AM	WBNY-FM	WYSL-AM
9	WBNY-FM	WBLK-FM	WJYE-FM
10	WBUF-FM	WBUF-FM	WBUF-FM

M-F, 3-7pm

1	WKBW-AM	WKBW-AM	WKBW-AM
2	WGR -AM	WGR -AM	WGR -AM
3	WBEN-FM	WBEN-FM	WBEN-FM
4	WPHD-FM	WPHD-FM	WGRQ-FM
5	WYSL-AM	WGRQ-FM	WPHD-FM
6	WGRQ-FM	WYSL-AM	WJYE-FM
7	WBNY-FM	WBNY-FM	WBLK-FM
8	WBUF-FM	WBEN-AM	WBEN-AM
9	WBLK-FM	WBLK-FM	WYSL-AM
10	WBEN-AM	WBUF-FM	WBUF-FM

Format Legend

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

Buffalo *Continued*

Adults 25-49
M-S, 6am-Midnight
POP(00): 4031

	A/M '78	O/N '78	A/M '79
1	WGR -AM	WKBW-AM	WGR -AM
2	WKBW-AM	WGR -AM	WKBW-AM
3	WBEN-AM	WBNY-FM	WJYE-FM
4	WBNY-FM	WBEN-AM	WBEN-AM
5	WBEN-FM	WBEN-FM	WBEN-FM
6	WADV-FM	WADV-FM	WADV-FM
7	WBLK-FM	WPHD-FM	WPHD-FM
8	WPHD-FM	WYSL-AM	WGRQ-FM
9	WYSL-AM	WGRQ-FM	WWOL-AM
10	WWOL-FM	WBLK-FM	WYSL-AM

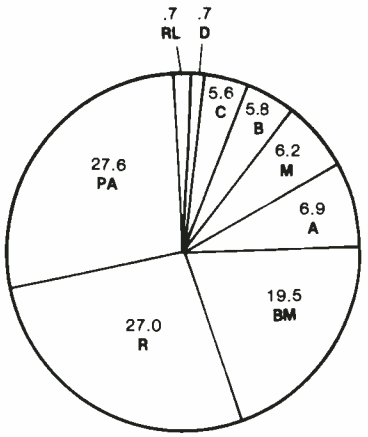
M-F, 6-10am

1	WKBW-AM	WGR -AM	WKBW-AM
2	WGR -AM	WKBW-AM	WGR -AM
3	WBEN-AM	WBEN-AM	WBEN-AM
4	WBNY-FM	WBNY-FM	WJYE-FM
5	WBEN-FM	WBEN-FM	WBEN-FM
6	WBLK-FM	WPHD-FM	WADV-FM
7	WADV-FM	WYSL-AM	WPHD-FM
8	WWOL-FM	WADV-FM	WWOL-AM
9	WYSL-AM	WGRQ-FM	WWOR-FM
10	WWOL-AM	WWOL-FM	WGRQ-FM

M-F, 3-7pm

1	WKBW-AM	WGR -AM	WGR -AM
2	WGR -AM	WKBW-AM	WKBW-AM
3	WBNY-FM	WBNY-FM	WJYE-FM
4	WBEN-AM	WBEN-FM	WBEN-AM
5	WBEN-FM	WBEN-AM	WBEN-FM
6	WPHD-FM	WADV-FM	WADV-FM
7	WWOL-FM	WPHD-FM	WPHD-FM
8	WYSL-AM	WGRQ-FM	WWOL-AM
9	WADV-FM	WYSL-AM	WGRQ-FM
10	WBLK-FM	WBLK-FM	WBLK-FM

Format Penetration Chart
Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Anaheim-Garden Grove-Santa Ana *Continued from page 24*

M-F, 8-10am

1	KMET-FM	KMET-FM	KRTH-FM
2	KFI -AM	KFI -AM	KMET-FM
3	KNX -FM	KNX -FM	KNX -FM
4	KLOS-FM	KLOS-FM	KFI -AM
5	KRTH-FM	KRTH-FM	KLOS-FM
6	KHJ -AM	KNX -AM	KIQQ-FM
7	KEZY-AM	KHJ -AM	KFWB-AM
8	KZLA-FM	KFWB-AM	KHJ -AM
9	KFWB-AM	KMPC-AM	KIIS-FM
10	KBIG-FM	KWIZ-FM	KEZY-AM

M-F, 3-7pm

1	KNX -FM	KMET-FM	KMET-FM
2	KMET-FM	KLOS-FM	KRTH-FM
3	KRTH-FM	KNX -FM	KLOS-FM
4	KLOS-FM	KRTH-FM	KNX -FM
5	KHJ -AM	KFI -AM	KMPC-AM
6	KFI -AM	KBIG-FM	KFI -AM
7	KABC-AM	KEZY-FM	KTNQ-AM
8	KRLA-AM	KEZY-AM	KIQQ-FM
9	KEZY-AM	KHJ -AM	KIIS-FM
10	KFWB-AM	KRLA-AM	KHJ -AM

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

Adults 25-49
M-S, 6am-Midnight
POP(00): 6666

	A/M '78	O/N '78	A/M '79
1	KBIG-FM	KBIG-FM	KMPC-AM
2	KABC-AM	KMPC-AM	KBIG-FM
3	KMPC-AM	KFWB-AM	KFI -AM
4	KNX -FM	KFI -AM	KRTH-FM
5	KNX -AM	KNX -FM	KABC-AM
6	KFI -AM	KJOI-FM	KNX -AM
7	KRTH-FM	KNX -AM	KFWB-AM
8	KFWB-AM	KOST-FM	KNX -FM
9	KJOI-FM	KRTH-FM	KMET-FM
10	KEZY-AM	KLAC-AM	KLAC-AM

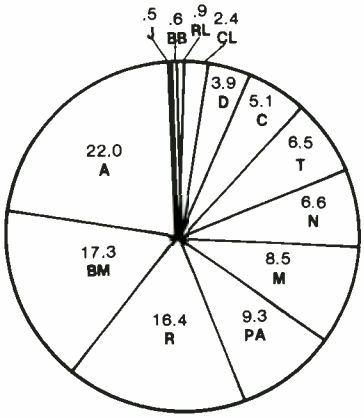
M-F, 6-10am

1	KBIG-FM	KMPC-AM	KFI -AM
2	KFI -AM	KBIG-FM	KFWB-AM
3	KFWB-AM	KNX -FM	KBIG-FM
4	KNX -AM	KFI -AM	KRTH-FM
5	KMPC-AM	KFWB-AM	KNX -AM
6	KABC-AM	KNX -AM	KMPC-AM
7	KNX -FM	KRTH-FM	KABC-AM
8	KRTH-FM	KLAC-AM	KNX -FM
9	KLAC-AM	KOST-FM	KLAC-AM
10	KHJ -AM	KABC-AM	KMET-FM

M-F, 3-7pm

1	KABC-AM	KBIG-FM	KMPC-AM
2	KBIG-FM	KNX -FM	KBIG-FM
3	KNX -FM	KMPC-AM	KNX -FM
4	KMPC-AM	KOST-FM	KABC-AM
5	KRTH-FM	KJOI-FM	KRTH-FM
6	KNX -AM	KABC-AM	KLAC-AM
7	KLAC-AM	KNX -AM	KFWB-AM
8	KFWB-AM	KLAC-AM	KFI -AM
9	KFI -AM	KFWB-AM	KMET-FM
10	KHJ -AM	KRTH-FM	KNX -AM

Format Penetration Chart
Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Burlington-Plattsburgh

METRO RANK **57**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 5259

	A/M '77		A/M '78		A/M '79	
1	WEZF-FM	9.5	WKDR-AM	9.6	WKDR-AM(C)	10.2
2	WKDR-AM	8.7	WVMT-AM	7.4	WQCR-FM(B)	6.5
3	WQCR-FM	6.7	WQCR-FM	7.0	WEZF-FM(BM)	6.3
4	WVMT-AM	5.5	WEZF-FM	5.7	WVMT-AM(PA)	6.0
5	CKGM-AM	4.8	CKBY-FM	5.3	WHOM-FM(BM)	3.6
6	WDOT-AM	4.1	WDEV-AM	4.6	WDEV-AM(PA)	3.3
7	WNHV-AF	3.5	WNHV-AF	4.1	WIRY-AM(PA)	3.2
8	WDEV-AM	3.3	WWSR-AM	4.0	WPNH-AF(PA)	2.9
9	CHOM-FM	2.7	CKGM-AM	3.9	WSYB-AM(PA)	2.7
10	WIRY-AM	2.3	WIRY-AM	3.9	WPNH-FM(PA)	2.7
11	WIPS-AM	2.3	WICY-AM	3.3	WEAV-AM(R)	2.2
12	WWSR-FM	2.2	CHOM-FM	2.4	WHWB-FM(C)	2.2
13	WTWN-AM	2.0	WHWB-AF	2.1	WRUT-FM(BM)	2.1
14	WNBZ-AM	2.0	WSKI-AM	2.1	CKGM-AM(R)	2.1
15	WHOM-FM	1.9	WSYB-AM	2.1	WORK-FM(R)	1.9
16	WGFB-FM	1.9	WWSR-FM	2.0	WTWN-AM(PA)	1.9
17	WNHV-AM	1.9	WDOT-AM	1.7	WWSR-FM(R)	1.8
18	WEAV-AM	1.6	WTSV-AF	1.7	WCFR-AF(PA)	1.8
19	WTSL-AM	1.6	WORK-FM	1.6	WTSL-AM(PA)	1.6
20	WNHV-FM	1.6	WTWN-AM	1.6	WFAD-AM(PA)	1.6
21	WFAD-AM	1.5	WRUT-FM	1.4	WSKI-AM(PA)	1.5
22	WICY-AM	1.5	WCVM-FM	1.3	WCFR-FM(PA)	1.5
23	WORK-FM	1.4	WFAD-AM	1.1	WIPS-AM(PA)	1.4
24	WTSV-AF	1.2	WCFR-AF	1.1	WDCR-AM(PA)	1.4
25	WLNH-AF	1.1	WJOY-AM	1.0	WGFB-FM(A)	1.3
26	WJOY-AM	1.0	WGFB-FM	0.9	WSNO-AM(C)	1.3
27	WPNH-AF	1.0	WEAV-AM	0.7	WJOY-AM(PA)	1.3
28	WIKE-AM	1.0	WHOM-FM	0.7	WECM-FM(PA)	0.9
29	WIRD-AM	1.0	WSNO-AM	0.6	WTSV-AF(PA)	0.9
30	WSKI-AM	1.0	WIKE-AM	0.6	WLNH-AF(PA)	0.9
31	WBZ -AM	0.8	CJAD-AM	0.4	CJAD-AM(PA)	0.8
32	WCVM-FM	0.8			WIKE-AM(C)	0.8
33	WRKD-AM	0.8			WCVM-FM(O)	0.8
34	WPTR-AM	0.7			WLNH-FM(PA)	0.8
35	WECM-FM	0.7			CHOM-FM(A)	0.7
36	WCVR-AM	0.7			WFLY-FM(R)	0.7
37	WDCR-AM	0.5			WDOT-AM(R)	0.6
38	WABC-AM	0.5			WHWB-AM(PA)	0.6
39	WPNH-FM	0.5			WBZ -AM(R)	0.5
40	WLNH-AM	0.5			WCFR-AM(RL)	0.2
41	WLTN-AM	0.5			WPNH-AM(RL)	0.2
42	WWSR-AM	0.5			WLNH-AM(RL)	0.1
43	WLNH-FM	0.5				
44	WTSV-AM	0.5				
45	WFRD-FM	0.4				
46	WSNO-AM	0.4				
47	WKBW-AM	0.4				
48	WPNH-AM	0.4				
49	WCFR-AF	0.4				
50	WCFR-AM	0.3				
51	WCFR-FM	0.1				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5259

	A/M '77		A/M '78		A/M '79	
1	WEZF-FM	70	WKDR-AM	67	WKDR-AM	87
2	WKDR-AM	64	WVMT-AM	52	WQCR-FM	55
3	WQCR-FM	49	WQCR-FM	49	WEZF-FM	54
4	WVMT-AM	40	WEZF-FM	40	WVMT-AM	51
5	CKGM-AM	35	CKBY-FM	37	WHOM-FM	31

M-F, 6-10am

1	WVMT-AM	WVMT-AM	WVMT-AM
2	WEZF-FM	WDEV-AM	WKDR-AM
3	WDEV-AM	WIRY-AM	WDEV-AM
4	WQCR-FM	WWSR-AM	WEZF-FM
5	WKDR-AM	WKDR-AM	WEAV-AM

M-F, 3-7pm

1	WQCR-FM	WKDR-AM	WKDR-AM
2	WEZF-FM	WQCR-FM	WQCR-FM
3	WKDR-AM	WVMT-AM	WVMT-AM
4	WDOT-AM	CKGM-AM	WEZF-FM
5	CKGM-AM	WEZF-FM	WHOM-FM

Teens
M-S, 6am-Midnight
POP(00): 737

	A/M '77	A/M '78	A/M '79
1	WQCR-FM	WQCR-FM	WQCR-FM
2	CKGM-AM	CKGM-AM	WWSR-FM
3	CHOM-FM	WVMT-AM	CKGM-AM
4	WDOT-AM	WKDR-AM	WDOT-AM
5	WFAD-AM	WWSR-FM	WJOY-AM

M-F, 6-10am

1	WQCR-FM	WQCR-FM	WQCR-FM
2	WFAD-AM	WVMT-AM	WVMT-AM
3	WVMT-AM	CKGM-AM	WSYB-AM
4	CKGM-AM	WIRY-AM	WWSR-FM
5	CHOM-FM	WTSV-AF	CKGM-AM

M-F, 3-7pm

1	WQCR-FM	WQCR-FM	WQCR-FM
2	CKGM-AM	CKGM-AM	WWSR-FM
3	WDOT-AM	WKDR-AM	CKGM-AM
4	CHOM-FM	WVMT-AM	WRUT-FM
5	WVMT-AM	WTSV-AF	WDEV-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1940

	A/M '77	A/M '78	A/M '79
1	WQCR-FM	WQCR-FM	WQCR-FM
2	WKDR-AM	WKDR-AM	WHOM-FM
3	CKGM-AM	WVMT-AM	WKDR-AM
4	WDOT-AM	CKGM-AM	WVMT-AM
5	WVMT-AM	CHOM-FM	CKGM-AM

M-F, 6-10am

1	CKGM-AM	WQCR-FM	WVMT-AM
2	WVMT-AM	WVMT-AM	WQCR-FM
3	WQCR-FM	WKDR-AM	WEZF-FM
4	WDOT-AM	WIRY-AM	WKDR-AM
5	WKDR-AM	WDEV-AM	WSYB-AM

M-F, 3-7pm

1	WQCR-FM	WQCR-FM	WHOM-FM
2	WDOT-AM	CKGM-AM	WQCR-FM
3	CKGM-AM	WVMT-AM	WEZF-FM
4	WKDR-AM	WKDR-AM	WCFR-AF
5	WVMT-AM	CHOM-FM	WFAD-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1024

	A/M '77	A/M '78	A/M '79
1	WQCR-FM	WKDR-AM	WVMT-AM
2	WEZF-FM	WQCR-FM	WQCR-FM
3	WKDR-AM	WVMT-AM	WKDR-AM
4	WNBZ-AM	WDEV-AM	WIRY-AM
5	WWSR-FM	CHOM-FM	CKGM-AM

M-F, 6-10am

1	WVMT-AM	WKDR-AM	WVMT-AM
2	WNBZ-AM	WQCR-FM	WEAV-AM
3	WQCR-FM	WVMT-AM	WIRY-AM
4	WTSL-AM	WDEV-AM	WIPS-AM
5	WTWN-AM	WWSR-AM	WKDR-AM

M-F, 3-7pm

1	WQCR-FM	WKDR-AM	WQCR-FM
2	WNBZ-AM	WVMT-AM	WTSL-AM
3	WVMT-AM	WQCR-FM	WVMT-AM
4	WWSR-FM	WHWB-AF	CKGM-AM
5	WKDR-AM	CHOM-FM	WEAV-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5259

	A/M '77		A/M '78		A/M '79	
1	WQCR-FM	755	WVMT-AM	795	WQCR-FM	950
2	WVMT-AM	753	WQCR-FM	742	WVMT-AM	710
3	WEZF-FM	678	WEZF-FM	565	WEZF-FM	666
4	WDEV-AM	534	WDEV-AM	492	WKDR-AM	664
5	WKDR-AM	528	CKGM-AM	480	WIRY-AM	459

M-F, 6-10am

1	WVMT-AM	WVMT-AM	WVMT-AM
2	WQCR-FM	WDEV-AM	WKDR-AM
3	WKDR-AM	WQCR-FM	WQCR-FM
4	WEZF-FM	WIRY-AM	WEZF-FM
5	WDEV-AM	WKDR-AM	WDEV-AM

M-F, 3-7pm

1	WQCR-FM	WQCR-FM	WQCR-FM
2	WEZF-FM	WVMT-AM	WKDR-AM
3	CKGM-AM	WEZF-FM	WVMT-AM
4	WVMT-AM	WKDR-AM	WEZF-FM
5	WDOT-AM	CKGM-AM	WRUT-FM

Teens
M-S, 6am-Midnight
POP(00): 737

	A/M '77	A/M '78	A/M '79
1	WQCR-FM	WQCR-FM	WQCR-FM
2	WVMT-AM	CKGM-AM	WDOT-AM
3	CKGM-AM	WVMT-AM	WGFB-FM
4	WDOT-AM	WWSR-FM	WJOY-AM
5	WABC-AM	WIRY-AM	CHOM-FM

M-F, 6-10am

1	WQCR-FM	WQCR-FM	WQCR-FM
2	WVMT-AM	WVMT-AM	WVMT-AM
3	CKGM-AM	CKGM-AM	WSYB-AM
4	WDOT-AM	WIRY-AM	WDOT-AM
5	WEAV-AM	WWSR-FM	WWSR-FM

M-F, 3-7pm

1	WQCR-FM	WQCR-FM	WQCR-FM
2	CKGM-AM	CKGM-AM	WWSR-FM
3	WDOT-AM	WKDR-AM	CKGM-AM
4	WVMT-AM	WECM-FM	WVMT-AM
5	WPTR-AM	WVMT-AM	WRUT-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1940

	A/M '77	A/M '78	A/M '79
1	WQCR-FM	WQCR-FM	WQCR-FM
2	WVMT-AM	WVMT-AM	WVMT-AM
3	WDOT-AM	CKGM-AM	CKGM-AM
4	CKGM-AM	WDOT-AM	WIRY-AM
5	WKDR-AM	CHOM-FM	WKDR-AM

M-F, 6-10am

1	WDOT-AM	WQCR-FM	WVMT-AM
2	WQCR-FM	WVMT-AM	WQCR-FM
3	WVMT-AM	WIRY-AM	CKGM-AM
4	CKGM-AM	WKDR-AM	WKDR-AM
5	WKDR-AM	WDEV-AM	WSYB-AM

M-F, 3-7pm

1	WQCR-FM	WQCR-FM	WQCR-FM
2	CKGM-AM	WVMT-AM	WVMT-AM
3	WDOT-AM	CKGM-AM	CKGM-AM
4	WVMT-AM	WKDR-AM	WRUT-FM
5	CHOM-FM	CHOM-FM	WGFB-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2019

	A/M '77	A/M '78	A/M '79
1	WEZF-FM	WVMT-AM	WVMT-AM
2	WVMT-AM	WKDR-AM	WKDR-AM
3	WDEV-AM	WDEV-AM	WEZF-FM
4	WQCR-FM	WEZF-FM	WQCR-FM
5	WKDR-AM	WQCR-FM	WIRY-AM

M-F, 6-10am

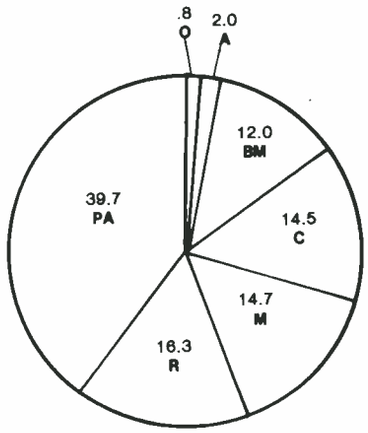
1	WVMT-AM	WVMT-AM	WVMT-AM
2	WEZF-FM	WDEV-AM	WKDR-AM
3	WKDR-AM	WKDR-AM	WEZF-FM
4	WDEV-AM	WQCR-FM	WIRY-AM
5	WQCR-FM	CKBY-FM	WDEV-AM

M-F, 3-7pm

1	WEZF-FM	WKDR-AM	WVMT-AM
2	WQCR-FM	WVMT-AM	WKDR-AM
3	WKDR-AM	WQCR-FM	WIRY-AM
4	WVMT-AM	WEZF-FM	WEZF-FM
5	WDEV-AM	WDEV-AM	WQCR-FM

Format Penetration Chart

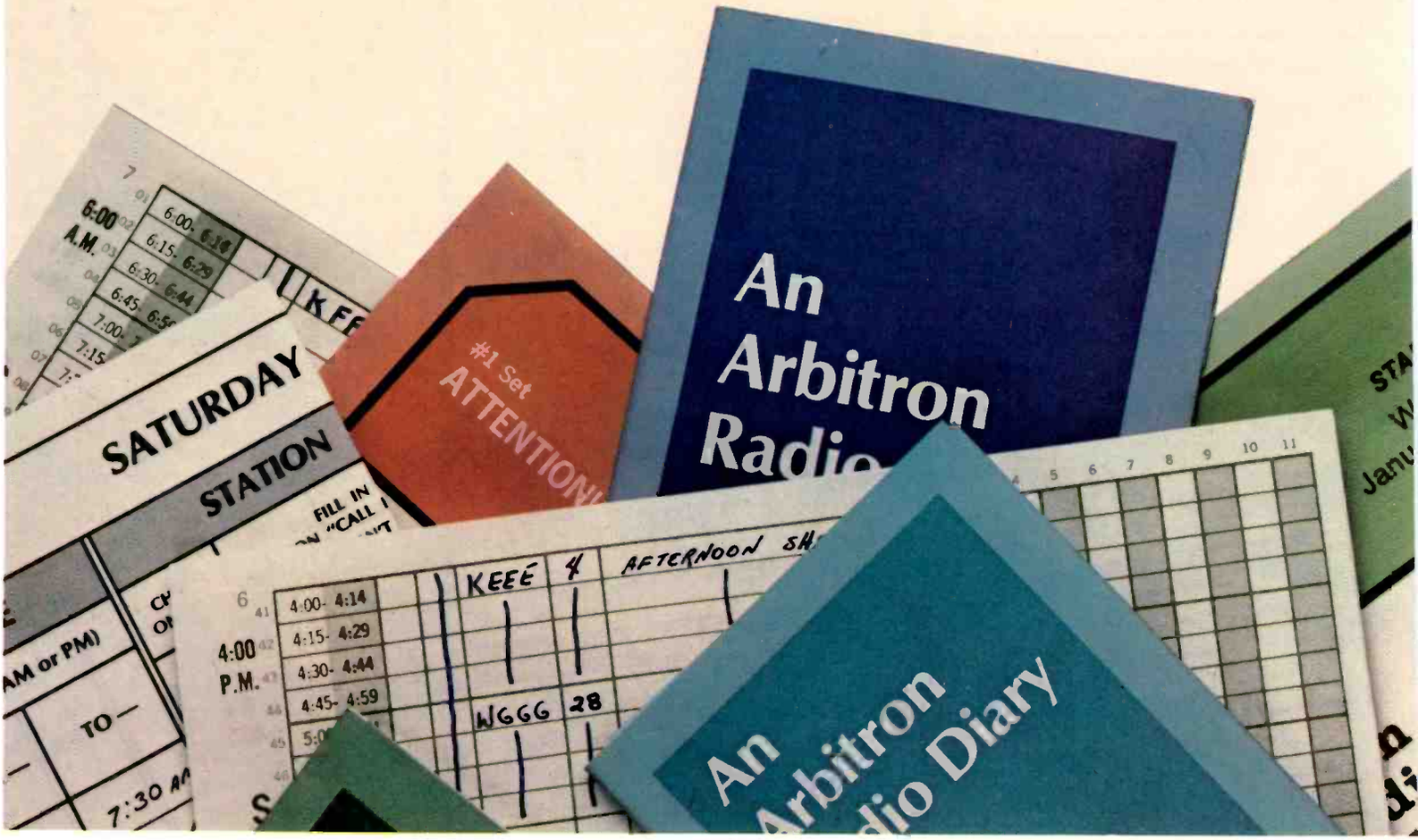
Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

We put ourselves out to let our customers in.



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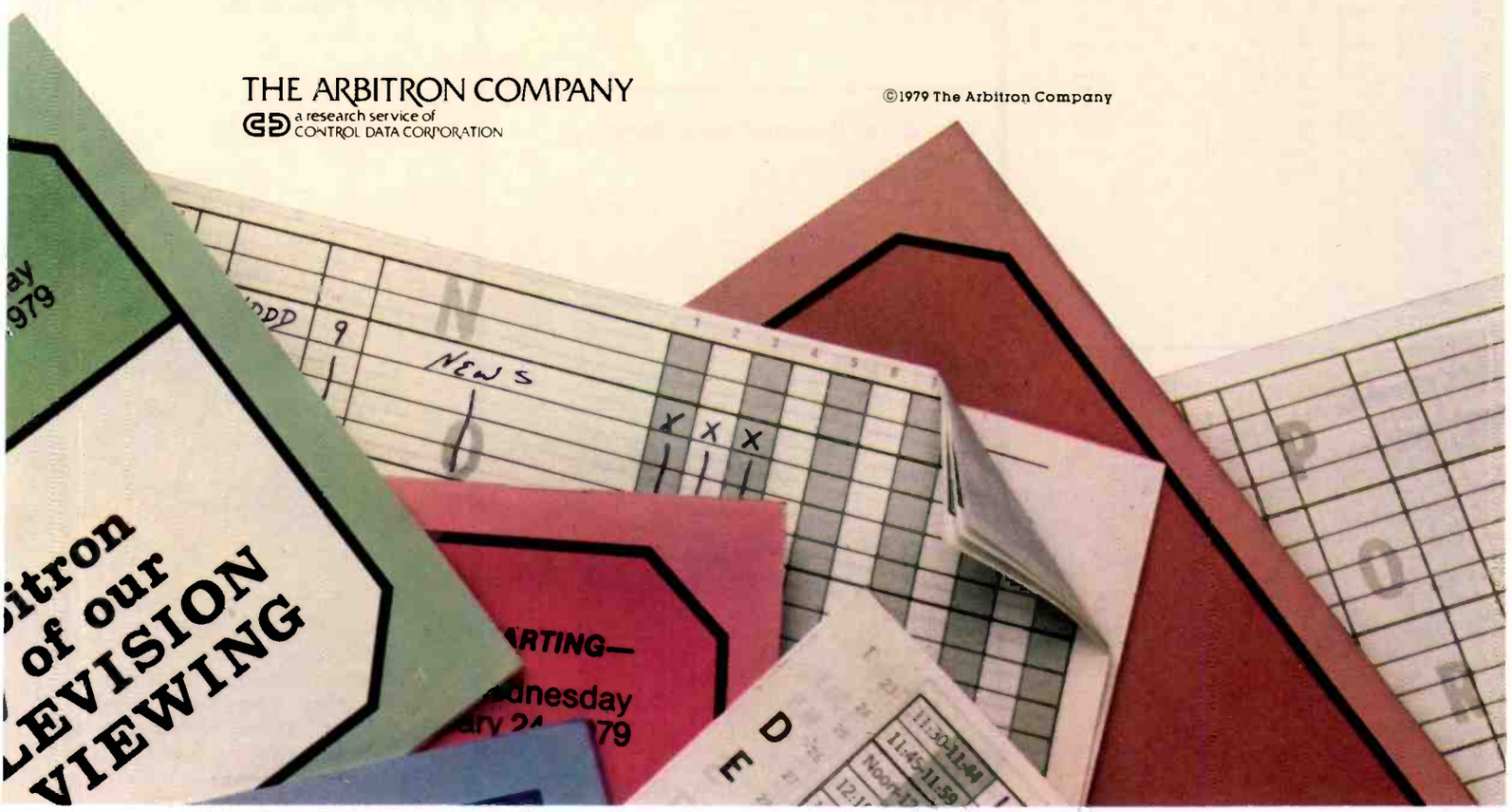


Canton

METRO RANK **84**

A/M '79 Market Overview

Longtime P/A leader **WHBC** is stronger than ever atop the market, with a 23 share 12+ in the metro. No on-air promotions for this book, but the station did run a billboard campaign in the area during the sweep. Sports is a big factor also in the success of WHBC, which carries every major event in a sports-crazy (the Pro Football Hall of Fame is there) town.

Among the Top 40 stations, the contest between the FM facility, **WOOS,** and the AM station, **WQIO,** was won handily by WOOS. WOOS changed format and call letters in August '78, and relied almost exclusively on word-of-mouth to gain its numbers. There was a small campaign on bus boards, and during the sweep the station gave away 2 ounces of gold in a promotion, but there were no other contests. The station plays 16-18 records per hour. On the other hand, WQIO is a daytimer on the AM band, disadvantages which station personnel told **R&R** may account for the poor showing in light of the competition from WOOS. WQIO does some outside promotion and began running newspaper and outdoor boards in December '78. On-air promotions are run constantly, and during the sweep the station gave away TV's, stereos, LP's, and cash.

The leading Beautiful Music station in town, **WHBC-FM,** suffered a down book, dropping five share points. WHBC-FM lost adults consistently across the major dayparts, with a 50% decline in AM drive especially noticeable.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 3324

	A/M '77		A/M '78		A/M '79	
1	WHBC-AM	24.2	WHBC-AM	18.9	WHBC-AM (PA)	23.4
2	WGAR-AM	11.4	WHBC-FM	13.1	WOOS-FM (R)	10.1
3	WHBC-FM	9.3	WQIO-AM	7.2	WHBC-FM (BM)	7.9
4	WQIO-AM	5.3	WNYN-AM	6.4	WHLO-AM (N)	4.2
5	WNYN-AM	5.1	WHLQ-FM	3.9	WSLR-AM (C)	4.0
6	WKDD-FM	4.7	WSLR-AM	2.7	WQIO-AM (R)	3.6
7	WSLR-AM	4.4	WINW-AM	2.7	WFAH-FM (BM)	2.8
8	WHLQ-FM	4.2	WFAH-FM	2.7	WNYN-AM (C)	2.8
9	WHLO-AM	3.4	WFAH-AM	2.5	WINW-AM (R)	2.4
10	WFAH-FM	3.4	WHLO-AM	1.8	WKDD-FM (A)	2.4
11	WMMS-FM	3.2	WDBN-FM	1.8	WDBN-FM (BM)	2.4
12	WINW-AM	2.8	WYFM-FM	1.6	WTOF-FM (RL)	1.2
13	WDBN-FM	2.5	WKDD-FM	1.2	WYFM-FM (R)	1.0
14	WAKR-AM	1.7	WTIG-AM	0.8	WAEZ-FM (BM)	0.6
15	WTOF-FM	1.5	WAEZ-FM	0.6	WFAH-AM (PA)	0.6
16	WSOM-FM	1.5	WTOF-FM	0.6	WTIG-AM (M)	0.4
17	WSOM-AF	1.5	WKBN-FM	0.4		
18	WWVA-AF	1.3				
19	WWVA-AM	1.3				
20	WKBN-FM	1.3				
21	WWWM-FM	0.6				
22	WTIG-AM	0.6				
23	WWWE-AM	0.4				
24	WSOM-AM	0.0				
25	WHBC-AF	0.0				
26	WWVA-FM	0.0				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3324

	A/M '77		A/M '78		A/M '79	
1	WHBC-AM	114	WHBC-AM	92	WHBC-AM	118
2	WGAR-AM	54	WHBC-FM	64	WOOS-FM	51
3	WHBC-FM	44	WQIO-AM	35	WHBC-FM	40
4	WQIO-AM	25	WNYN-AM	31	WHLO-AM	21
5	WNYN-AM	24	WHLQ-FM	19	WSLR-AM	20
M-F, 6-10am						
1	WHBC-AM		WHBC-AM		WHBC-AM	
2	WGAR-AM		WHBC-FM		WOOS-FM	
3	WHBC-FM		WFAH-AM		WHBC-FM	
4	WSLR-AM		WFAH-FM		WSLR-AM	
5	WFAH-FM		WQIO-AM		WHLO-AM	
M-F, 3-7pm						
1	WHBC-AM		WHBC-AM		WHBC-AM	
2	WGAR-AM		WHBC-FM		WOOS-FM	
3	WHBC-FM		WQIO-AM		WHBC-FM	
4	WQIO-AM		WNYN-AM		WQIO-AM	
5	WKDD-FM		WHLQ-FM		WSLR-AM	

Teens
M-S, 6am-Midnight
POP(00): 464

	A/M '77	A/M '78	A/M '79
1	WGAR-AM	WQIO-AM	WOOS-FM
2	WQIO-AM	WINW-AM	WQIO-AM
3	WKDD-FM	WYFM-FM	WHBC-AM
4	WHBC-AM	WHBC-AM	WINW-AM
5	WINW-AM	WNYN-AM	WSLR-AM
M-F, 6-10am			
1	WHBC-AM	WHBC-AM	WOOS-FM
2	WGAR-AM	WQIO-AM	WHBC-AM
3	WKDD-FM	WFAH-AM	WQIO-AM
4	WINW-AM	WINW-AM	WINW-AM
5	WMMS-FM	WYFM-FM	WHLO-AM
M-F, 3-7pm			
1	WQIO-AM	WQIO-AM	WOOS-FM
2	WGAR-AM	WYFM-FM	WQIO-AM
3	WKDD-FM	WINW-AM	WINW-AM
4	WINW-AM	WHLQ-FM	WHBC-AM
5	WMMS-FM	WNYN-AM	WSLR-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1107

	A/M '77	A/M '78	A/M '79
1	WGAR-AM	WQIO-AM	WOOS-FM
2	WHBC-AM	WHBC-AM	WHBC-AM
3	WQIO-AM	WHLQ-FM	WKDD-FM
4	WKDD-FM	WNYN-AM	WQIO-AM
5	WMMS-FM	WHBC-FM	WINW-AM
M-F, 6-10am			
1	WHBC-AM	WHBC-AM	WHBC-AM
2	WGAR-AM	WQIO-AM	WOOS-FM
3	WKDD-FM	WHBC-FM	WKDD-FM
4	WQIO-AM	WHLQ-FM	WSLR-AM
5	WHLO-AM	WNYN-AM	WQIO-AM
M-F, 3-7pm			
1	WGAR-AM	WQIO-AM	WOOS-FM
2	WHBC-AM	WHLQ-FM	WHBC-AM
3	WMMS-FM	WHBC-AM	WKDD-FM
4	WKDD-FM	WINW-AM	WINW-AM
5	WQIO-AM	WNYN-AM	WSLR-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1294

	A/M '77	A/M '78	A/M '79
1	WHBC-AM	WHBC-AM	WHBC-AM
2	WGAR-AM	WHBC-FM	WOOS-FM
3	WNYN-AM	WHLQ-FM	WHBC-FM
4	WHBC-FM	WNYN-AM	WHLO-AM
5	WHLQ-FM	WQIO-AM	WKDD-FM
M-F, 6-10am			
1	WHBC-AM	WHBC-AM	WHBC-AM
2	WGAR-AM	WHBC-FM	WOOS-FM
3	WHBC-FM	WFAH-AM	WHBC-FM
4	WHLQ-FM	WSLR-AM	WSLR-AM
5	WNYN-AM	WFAH-FM	WKDD-FM
M-F, 3-7pm			
1	WGAR-AM	WHBC-FM	WHBC-AM
2	WHBC-AM	WHBC-AM	WOOS-FM
3	WHBC-FM	WHLQ-FM	WKDD-FM
4	WHLQ-FM	WNYN-AM	WHBC-FM
5	WHLO-AM	WQIO-AM	WHLO-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3324

	A/M '77		A/M '78		A/M '79	
1	WHBC-AM	1573	WHBC-AM	1364	WHBC-AM	1535
2	WGAR-AM	1019	WHBC-FM	770	WOOS-FM	841
3	WHBC-FM	624	WQIO-AM	456	WHBC-FM	639
4	WQIO-AM	413	WINW-AM	355	WHLO-AM	330
5	WHLO-AM	410	WHLQ-FM	353	WQIO-AM	316
M-F, 6-10am						
1	WHBC-AM		WHBC-AM		WHBC-AM	
2	WGAR-AM		WHBC-FM		WOOS-FM	
3	WHBC-FM		WQIO-AM		WHBC-FM	
4	WSLR-AM		WSLR-AM		WHLO-AM	
5	WHLO-AM		WFAH-FM		WSLR-AM	
M-F, 3-7pm						
1	WHBC-AM		WHBC-AM		WHBC-AM	
2	WGAR-AM		WHBC-FM		WOOS-FM	
3	WQIO-AM		WQIO-AM		WHBC-FM	
4	WHBC-FM		WHLQ-FM		WINW-AM	
5	WHLO-AM		WINW-AM		WQIO-AM	

Teens
M-S, 6am-Midnight
POP(00): 464

	A/M '77	A/M '78	A/M '79
1	WGAR-AM	WQIO-AM	WOOS-FM
2	WHBC-AM	WHBC-AM	WQIO-AM
3	WQIO-AM	WINW-AM	WHBC-AM
4	WINW-AM	WYFM-FM	WINW-AM
5	WKDD-FM	WHLQ-FM	WHLO-AM
M-F, 6-10am			
1	WHBC-AM	WQIO-AM	WOOS-FM
2	WGAR-AM	WHBC-AM	WHBC-AM
3	WKDD-FM	WFAH-AM	WQIO-AM
4	WINW-AM	WINW-AM	WINW-AM
5	WQIO-AM	WYFM-FM	WHLO-AM
M-F, 3-7pm			
1	WQIO-AM	WQIO-AM	WOOS-FM
2	WINW-AM	WINW-AM	WQIO-AM
3	WGAR-AM	WYFM-FM	WHBC-AM
4	WKDD-FM	WHLQ-FM	WINW-AM
5	WMMS-FM	WHBC-AM	WNYN-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1107

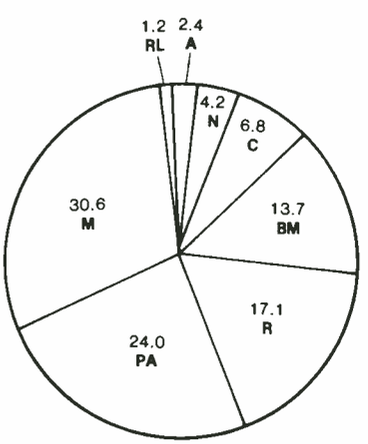
	A/M '77	A/M '78	A/M '79
1	WGAR-AM	WHBC-AM	WOOS-FM
2	WHBC-AM	WHLQ-FM	WHBC-AM
3	WMMS-FM	WQIO-AM	WQIO-AM
4	WHLO-AM	WINW-AM	WINW-AM
5	WQIO-AM	WHBC-FM	WKDD-FM
M-F, 6-10am			
1	WGAR-AM	WHBC-AM	WHBC-AM
2	WHBC-AM	WQIO-AM	WOOS-FM
3	WKDD-FM	WHLQ-FM	WSLR-AM
4	WQIO-AM	WHBC-FM	WKDD-FM
5	WHLO-AM	WKDD-FM	WQIO-AM
M-F, 3-7pm			
1	WGAR-AM	WQIO-AM	WOOS-FM
2	WHBC-AM	WHLQ-FM	WHBC-AM
3	WHLO-AM	WHBC-AM	WINW-AM
4	WMMS-FM	WINW-AM	WQIO-AM
5	WKDD-FM	WHLO-AM	WKDD-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1294

	A/M '77	A/M '78	A/M '79
1	WHBC-AM	WHBC-AM	WHBC-AM
2	WGAR-AM	WHBC-FM	WOOS-FM
3	WHBC-FM	WHLQ-FM	WHBC-FM
4	WHLQ-FM	WSLR-AM	WHLO-AM
5	WHLO-AM	WNYN-AM	WINW-AM
M-F, 6-10am			
1	WHBC-AM	WHBC-AM	WHBC-AM
2	WGAR-AM	WHBC-FM	WOOS-FM
3	WHBC-FM	WHLQ-FM	WHBC-FM
4	WHLQ-FM	WSLR-AM	WHLO-AM
5	WHLO-AM	WFAH-FM	WSLR-AM
M-F, 3-7pm			
1	WGAR-AM	WHBC-AM	WHBC-AM
2	WHBC-AM	WHBC-FM	WOOS-FM
3	WHLO-AM	WHLQ-FM	WHLO-AM
4	WHBC-FM	WSLR-AM	WHBC-FM
5	WNYN-AM	WQIO-AM	WINW-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Casper, WY

174
METRO RANK

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 505
A/M '79

1	KVOC-AM	(C)	32.4
2	KATI-AM	(R)	27.9
3	KTWO-AM	(PA)	22.1
4	KAWY-FM	(A)	8.8

Average Persons Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 505
A/M '79

1	KVOC-AM	22
2	KATI-AM	19
3	KTWO-AM	15
4	KAWY-FM	6

M-F, 6-10am

1	KVOC-AM
2	KTWO-AM
3	KATI-AM
4	KAWY-FM

M-F, 3-7pm

1	KATI-AM
2	KVOC-AM
3	KTWO-AM
4	KAWY-FM

Teens
M-S, 6am-Midnight
POP(00): 77
A/M '79

1	KATI-AM
2	KAWY-FM
3	KVOC-AM
4	KTWO-AM

M-F, 6-10am

1	KATI-AM
2	KAWY-FM
3	KTWO-AM
4	KVOC-AM

M-F, 3-7pm

1	KATI-AM
2	KAWY-FM
3	KTWO-AM
4	KVOC-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 182
A/M '79

1	KATI-AM
2	KTWO-AM
3	KAWY-FM
4	KVOC-AM

M-F, 6-10am

1	KATI-AM
2	KTWO-AM
3	KVOC-AM
4	KAWY-FM

M-F, 3-7pm

1	KATI-AM
2	KVOC-AM
3	KTWO-AM
4	KAWY-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 210
A/M '79

1	KVOC-AM
2	KATI-AM
3	KTWO-AM
4	KAWY-FM

M-F, 6-10am

1	KVOC-AM
2	KTWO-AM
3	KATI-AM
4	KAWY-FM

M-F, 3-7pm

1	KVOC-AM
2	KATI-AM
3	KTWO-AM
4	KAWY-FM

Cume Persons Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 505
A/M '79

1	KATI-AM	232
2	KVOC-AM	211
3	KTWO-AM	184
4	KAWY-FM	88

M-F, 6-10am

1	KATI-AM
2	KVOC-AM
3	KTWO-AM
4	KAWY-FM

M-F, 3-7pm

1	KATI-AM
2	KVOC-AM
3	KTWO-AM
4	KAWY-FM

Teens
M-S, 6am-Midnight
POP(00): 77
A/M '79

1	KATI-AM
2	KAWY-FM
3	KTWO-AM
4	KVOC-AM

M-F, 6-10am

1	KATI-AM
2	KAWY-FM
3	KTWO-AM
4	KVOC-AM

M-F, 3-7pm

1	KATI-AM
2	KAWY-FM
3	KTWO-AM
4	KVOC-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 182
A/M '79

1	KATI-AM
2	KTWO-AM
3	KVOC-AM
4	KAWY-FM

M-F, 6-10am

1	KATI-AM
2	KTWO-AM
3	KVOC-AM
4	KAWY-FM

M-F, 3-7pm

1	KATI-AM
2	KTWO-AM
3	KVOC-AM
4	KAWY-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 210
A/M '79

1	KVOC-AM
2	KTWO-AM
3	KATI-AM
4	KAWY-FM

M-F, 6-10am

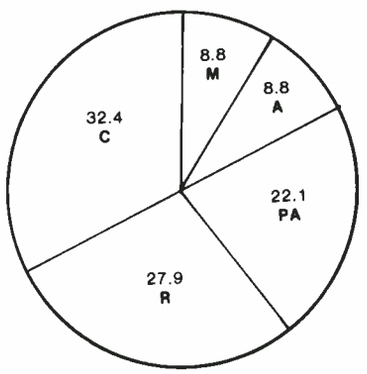
1	KVOC-AM
2	KTWO-AM
3	KATI-AM
4	KAWY-FM

M-F, 3-7pm

1	KVOC-AM
2	KATI-AM
3	KTWO-AM
4	KAWY-FM

Format Penetration Chart
Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight

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



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Cedar Rapids

METRO RANK 152

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1388

	A/M '77		A/M '78		A/M '79	
1	WMT -AM	30.0	WMT -AM	26.3	WMT -AM(PA)	28.1
2	KCRG-AM	16.0	KCRG-AM	14.6	KQCR-FM(B)	13.3
3	KHAK-AF	14.6	KHAK-AF	13.1	KHAK-AF(C)	12.8
4	KLWW-AM	12.2	KLWW-AM	13.1	KCRG-AM(R)	12.2
5	KQCR-FM	11.3	KQCR-FM	9.1	KLWW-AM(R)	10.2
6	WMT -FM	9.4	WMT -FM	8.1	WMT -FM(BM)	10.2
7	KHAK-AM	8.0	KFMW-FM	1.5	KXEL-AM(C)	1.0
8	KHAK-FM	6.6	WHO -AM	1.0	WHO -AM(T)	0.5
9	KFMW-FM	0.9	KXEL-AM	1.0		
10	KXEL-AM	0.5	WGN -AM	0.5		
11			KWMT-AM	0.5		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 1388

	A/M '77		A/M '78		A/M '79	
1	WMT -AM	64	WMT -AM	52	WMT -AM	55
2	KCRG-AM	34	KCRG-AM	29	KQCR-FM	26
3	KHAK-AF	31	KHAK-AF	26	KHAK-AF	25
4	KLWW-AM	26	KLWW-AM	26	KCRG-AM	24
5	KQCR-FM	24	KQCR-FM	18	KLWW-AM	20

M-F, 6-10am

1	WMT -AM	WMT -AM	WMT -AM
2	KCRG-AM	KCRG-AM	KCRG-AM
3	KLWW-AM	KLWW-AM	KQCR-FM
4	KHAK-AF	KHAK-AF	KLWW-AM
5	WMT -FM	KQCR-FM	KHAK-AF

M-F, 3-7pm

1	WMT -AM	WMT -AM	WMT -AM
2	KCRG-AM	KLWW-AM	KQCR-FM
3	KLWW-AM	KCRG-AM	KHAK-AF
4	KQCR-FM	KHAK-AF	WMT -FM
5	KHAK-AF	KQCR-FM	KCRG-AM

Teens

M-S, 6am-Midnight
POP(00): 183

	A/M '77	A/M '78	A/M '79
1	KLWW-AM	KLWW-AM	KLWW-AM
2	KCRG-AM	KCRG-AM	KCRG-AM
3	KQCR-FM	KQCR-FM	KQCR-FM
4	KHAK-AF	KHAK-AF	WMT -AM
5	KHAK-AM	WMT -AM	WMT -FM

M-F, 6-10am

1	KCRG-AM	KCRG-AM	KLWW-AM
2	KLWW-AM	KLWW-AM	KCRG-AM
3	KQCR-FM	KQCR-FM	KQCR-FM
4	WMT -AM	WMT -AM	WMT -AM
5	KHAK-AF	KHAK-AF	KXEL-AM

M-F, 3-7pm

1	KLWW-AM	KLWW-AM	KLWW-AM
2	KCRG-AM	KCRG-AM	KCRG-AM
3	KQCR-FM	KQCR-FM	KQCR-FM
4	WMT -FM	KHAK-AF	WMT -AM
5	KHAK-AM	WMT -AM	WMT -FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 543

	A/M '77	A/M '78	A/M '79
1	KQCR-FM	KQCR-FM	KQCR-FM
2	KCRG-AM	KCRG-AM	KLWW-AM
3	KLWW-AM	KHAK-AF	KCRG-AM
4	WMT -AM	KLWW-AM	KHAK-AF
5	KHAK-AF	WMT -AM	WMT -AM

M-F, 6-10am

1	KCRG-AM	KCRG-AM	KQCR-FM
2	KLWW-AM	KQCR-FM	KCRG-AM
3	KQCR-FM	KHAK-AF	WMT -AM
4	WMT -AM	KLWW-AM	KLWW-AM
5	KHAK-AF	WMT -AM	KHAK-AF

M-F, 3-7pm

1	KQCR-FM	KLWW-AM	KQCR-FM
2	KCRG-AM	KQCR-FM	KLWW-AM
3	KLWW-AM	KHAK-AF	KHAK-AF
4	WMT -AM	KCRG-AM	KCRG-AM
5	WMT -FM	WMT -AM	WMT -FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 591

	A/M '77	A/M '78	A/M '79
1	KHAK-AF	KHAK-AF	KHAK-AF
2	WMT -AM	WMT -AM	WMT -AM
3	KCRG-AM	KCRG-AM	KQCR-FM
4	KHAK-AM	WMT -FM	KCRG-AM
5	KHAK-FM	KLWW-AM	KLWW-AM

M-F, 6-10am

1	WMT -AM	WMT -AM	WMT -AM
2	KHAK-AF	KHAK-AF	KHAK-AF
3	KCRG-AM	KCRG-AM	KCRG-AM
4	KHAK-AM	KLWW-AM	KQCR-FM
5	KLWW-AM	WMT -FM	KLWW-AM

M-F, 3-7pm

1	KHAK-AF	KHAK-AF	KHAK-AF
2	WMT -AM	WMT -AM	KQCR-FM
3	KHAK-FM	KCRG-AM	WMT -AM
4	KCRG-AM	KLWW-AM	KCRG-AM
5	KLWW-AM	WMT -FM	WMT -FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 1388

	A/M '77		A/M '78		A/M '79	
1	KCRG-AM	643	WMT -AM	643	WMT -AM	631
2	WMT -AM	625	KCRG-AM	597	KCRG-AM	571
3	KLWW-AM	437	KLWW-AM	441	KQCR-FM	404
4	KQCR-FM	362	KQCR-FM	318	KLWW-AM	397
5	WMT -FM	303	KHAK-AF	289	KHAK-AF	313

M-F, 6-10am

1	WMT -AM	WMT -AM	WMT -AM
2	KCRG-AM	KCRG-AM	KCRG-AM
3	KLWW-AM	KLWW-AM	KLWW-AM
4	KQCR-FM	KHAK-AF	KQCR-FM
5	KHAK-AF	KQCR-FM	KHAK-AF

M-F, 3-7pm

1	WMT -AM	WMT -AM	WMT -AM
2	KCRG-AM	KCRG-AM	KLWW-AM
3	KLWW-AM	KLWW-AM	KQCR-FM
4	KQCR-FM	KHAK-AF	KCRG-AM
5	KHAK-AF	KQCR-FM	KHAK-AF

Teens

M-S, 6am-Midnight
POP(00): 183

	A/M '77	A/M '78	A/M '79
1	KLWW-AM	KLWW-AM	KLWW-AM
2	KCRG-AM	KCRG-AM	KCRG-AM
3	KQCR-FM	KQCR-FM	KQCR-FM
4	WMT -AM	KHAK-AF	WMT -AM
5	KHAK-AF	WMT -AM	KHAK-AF

M-F, 6-10am

1	KLWW-AM	KCRG-AM	KLWW-AM
2	KCRG-AM	KLWW-AM	KCRG-AM
3	KQCR-FM	KQCR-FM	KQCR-FM
4	WMT -AM	WMT -AM	WMT -AM
5	KHAK-AF	KHAK-AF	KHAK-AF

M-F, 3-7pm

1	KLWW-AM	KLWW-AM	KLWW-AM
2	KCRG-AM	KCRG-AM	KCRG-AM
3	KQCR-FM	KQCR-FM	KQCR-FM
4	WMT -AM	KHAK-AF	WMT -AM
5	WMT -FM	WMT -AM	KHAK-AF

Adults 18-34

M-S, 6am-Midnight
POP(00): 543

	A/M '77	A/M '78	A/M '79
1	KCRG-AM	KCRG-AM	KQCR-FM
2	KQCR-FM	KLWW-AM	KCRG-AM
3	KLWW-AM	KQCR-FM	KLWW-AM
4	WMT -AM	WMT -AM	WMT -AM
5	WMT -FM	KHAK-AF	KHAK-AF

M-F, 6-10am

1	KCRG-AM	KCRG-AM	KQCR-FM
2	KLWW-AM	KLWW-AM	KCRG-AM
3	KQCR-FM	KQCR-FM	KLWW-AM
4	WMT -AM	WMT -AM	WMT -AM
5	KHAK-AF	KHAK-AF	KHAK-AF

M-F, 3-7pm

1	KCRG-AM	KCRG-AM	KQCR-FM
2	KQCR-FM	KLWW-AM	KLWW-AM
3	KLWW-AM	KQCR-FM	KCRG-AM
4	WMT -AM	KHAK-AF	WMT -AM
5	WMT -FM	WMT -AM	KHAK-AF

Adults 25-49

M-S, 6am-Midnight
POP(00): 591

	A/M '77	A/M '78	A/M '79
1	KCRG-AM	WMT -AM	WMT -AM
2	WMT -AM	KCRG-AM	KCRG-AM
3	KHAK-AF	KHAK-AF	KHAK-AF
4	WMT -FM	KLWW-AM	KQCR-FM
5	KLWW-AM	WMT -FM	KLWW-AM

M-F, 6-10am

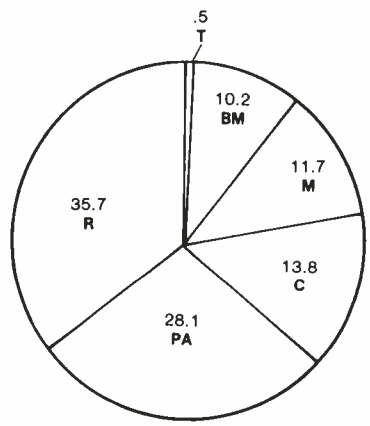
1	WMT -AM	WMT -AM	WMT -AM
2	KCRG-AM	KCRG-AM	KHAK-AF
3	KHAK-AF	KHAK-AF	KCRG-AM
4	KLWW-AM	KLWW-AM	KQCR-FM
5	KHAK-AM	WMT -FM	KLWW-AM

M-F, 3-7pm

1	WMT -AM	WMT -AM	KHAK-AF
2	KCRG-AM	KHAK-AF	WMT -AM
3	KHAK-AF	KCRG-AM	KQCR-FM
4	WMT -FM	KLWW-AM	KCRG-AM
5	KLWW-AM	KQCR-FM	KLWW-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Charleston-No. Charleston, SC

METRO RANK **92**

A/M '79 Market Overview

Big uprising in the Charleston area this sweep, what with **WCSC** jumping from an overall share of 4.4 to a 13.8 in this survey. Station just barely misses becoming number one, 12+, in one book. Since the first of this year WCSC has been changing to a modified P/A format, even throwing in Dancemusic from 7pm until 2am. WCSC is heavy on news and information, traffic, and community service during the drive times. Station conducted a very heavy multi-media ad campaign (cost about $120,000), and a coupon contest which netted over 170,000 entries. Other stations in the market are unhappy with WCSC's success and have protested to Arbitron on the grounds that WCSC "hyped" the survey. WCSC says it began promoting two months before the sweep and is still promoting in the marketplace.

Number one station in the Charleston area is now **WXTC,** a Beautiful Music station which scored in the 13 range last year. WXTC's female audience showed some softness but the male increases more than made up for any weakness in adult women in this book.

Former number one station in Charleston is **WPXI,** Black-formatted and still a strong factor with a 10.4 share in the recent survey. Losses among adults were most serious for men (down in every major daypart), and women slipped too in every major daypart except midday. Teens stumbled in the afternoon and evening. All of these losses may have been due to a poor return in the High Density Black Area, but at any rate this book is the worst for WPXI in three years.

A station with an overall share in the same range as WPXI's is **WTMA,** a Top 40 rocker which declined noticeably in this report. WTMA's morning drive numbers remained strong, but there were drops in the other dayparts. WTMA kept its ad budget at its usual level, about $10,000-$20,000, giving away two Trans-Ams and promoting with a bumper sticker campaign.

On the whole, it appears that the WCSC media blitz shows that in this survey money didn't talk, it screamed!

Average Persons 12+ Share Trends
Monday Sunday, 6am-Midnight
POP(00): 3065

	A/M '77		A/M '78		A/M '79	
1	WPAL-AM	14.7	WPXI-FM	17.4	WXTC-FM(BM)	14.2
2	WPXI-FM	14.7	WXTC-FM	14.3	WCSC-AM(PA)	13.8
3	WTMA-AM	13.0	WTMA-AM	13.1	WKTM-FM(R)	13.2
4	WXTC-FM	10.9	WPAL-AM	12.1	WPAL-AM(B)	12.1
5	WKTM-FM	9.0	WKTM-FM	11.9	WPXI-FM(B)	10.6
6	WEZL-FM	8.3	WEZL-FM	8.5	WTMA-AM(R)	10.2
7	WCSC-AM	7.1	WWWZ-FM	5.9	WEZL-FM(C)	5.6
8	WQIZ-AM	6.0	WCSC-AM	4.4	WQIZ-FM(B)	5.4
9	WWWZ-FM	5.8	WNCG-AM	4.4	WQSN AM(O)	3.1
10	WNCG-AM	4.9	WQSN-AM	3.4	WWWZ-FM(A)	2.3
11	WOKE-AM	3.2	WOKE AM	2.6	WNCG-AM(PA)	1.5
12	WQSN-AM	2.8	WQIZ-AM	1.4	WOKE-AM(PA)	0.8
13			WPWR-FM	0.8	WTWF-FM(PA)	0.0
14					WAZS-AM(C)	0.6
15					WQIZ-AM(M)	0.4
16					WBER-AM(M)	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3065

	A/M '77		A/M '78		A/M '79	
1	WPAL-AM	69	WPXI-FM	86	WXTC-FM	68
2	WPXI-FM	69	WXTC-FM	71	WCSC-AM	66
3	WTMA-AM	61	WTMA-AM	65	WKTM-FM	63
4	WXTC-FM	51	WPAL-AM	60	WPAL-AM	58
5	WKTM-FM	42	WKTM-FM	59	WPXI-FM	51

M-F, 6-10am

1	WTMA-AM	WKTM-FM	WTMA-AM
2	WPAL-AM	WXTC-FM	WCSC-AM
3	WEZL-FM	WTMA-AM	WKTM-FM
4	WCSC-AM	WPXI-FM	WXTC-FM
5	WKTM-FM	WEZL-FM	WPAL-AM

M-F, 3-7pm

1	WPXI-FM	WPXI-FM	WCSC-AM
2	WTMA-AM	WXTC-FM	WKTM-FM
3	WPAL-AM	WTMA-AM	WXTC-FM
4	WXTC-FM	WKTM-FM	WPXI-FM
5	WKTM-FM	WPAL-AM	WPAL-AM

Teens
M-S, 6am-Midnight
POP(00): 451

	A/M '77	A/M '78	A/M '79
1	WTMA-AM	WPXI-FM	WKTM-FM
2	WPXI-FM	WTMA-AM	WPAL-AM
3	WKTM-FM	WPAL-AM	WTMA-AM
4	WPAL-AM	WKTM-FM	WPXI-FM
5	WCSC-AM	WCSC-AM	WCSC-AM

M-F, 6-10am

1	WTMA-AM	WTMA-AM	WTMA-AM
2	WKTM-FM	WPAL-AM	WKTM-FM
3	WCSC-AM	WPXI-FM	WPXI-FM
4	WPAL-AM	WKTM-FM	WPAL-AM
5	WPXI-FM	WCSC-AM	WCSC-AM

M-F, 3-7pm

1	WPXI-FM	WPXI-FM	WPAL-AM
2	WKTM-FM	WTMA-AM	WTMA-AM
3	WTMA-AM	WPAL-AM	WKTM-FM
4	WPAL-AM	WKTM-FM	WPXI-FM
5	WCSC-AM	WCSC-AM	WCSC-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1365

	A/M '77	A/M '78	A/M '79
1	WPAL-AM	WKTM-FM	WKTM-FM
2	WPXI-FM	WPXI-FM	WCSC-AM
3	WKTM-FM	WTMA-AM	WPAL-AM
4	WWWZ-FM	WPAL-AM	WPXI-FM
5	WTMA-AM	WWWZ-FM	WTMA-AM

M-F, 6-10am

1	WPAL-AM	WKTM-FM	WKTM-FM
2	WKTM-FM	WPXI-FM	WTMA-AM
3	WPXI-FM	WTMA-AM	WCSC-AM
4	WCSC-AM	WPAL-AM	WPAL-AM
5	WTMA-AM	WEZL-FM	WPXI-FM

M-F, 3-7pm

1	WPAL-AM	WKTM-FM	WKTM-FM
2	WPXI-FM	WPXI-FM	WCSC-AM
3	WKTM-FM	WWWZ-FM	WPXI-FM
4	WWWZ-FM	WTMA-AM	WPAL-AM
5	WTMA-AM	WPAL-AM	WXTC-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1290

	A/M '77	A/M '78	A/M '79
1	WXTC-FM	WXTC-FM	WCSC-AM
2	WTMA-AM	WEZL-FM	WXTC-FM
3	WPAL-AM	WTMA-AM	WPXI-FM
4	WEZL-FM	WPXI-FM	WTMA-AM
5	WPXI-FM	WKTM-FM	WEZL-FM

M-F, 6-10am

1	WEZL-FM	WEZL-FM	WTMA-AM
2	WTMA-AM	WXTC-FM	WCSC-AM
3	WPAL-AM	WKTM-FM	WXTC-FM
4	WXTC-FM	WTMA-AM	WEZL-FM
5	WCSC-AM	WPXI-FM	WPXI-FM

M-F, 3-7pm

1	WXTC-FM	WXTC-FM	WCSC-AM
2	WTMA-AM	WEZL-FM	WXTC-FM
3	WEZL-FM	WKTM-FM	WPXI-FM
4	WNCG-AM	WQSN-AM	WQSN-AM
5	WPXI-FM	WTMA-AM	WKTM-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3065

	A/M '77		A/M '78		A/M '79	
1	WTMA AM	1049	WTMA AM	1093	WCSC AM	959
2	WCSC AM	869	WPXI FM	852	WTMA AM	927
3	WPXI FM	672	WKTM FM	738	WXTC FM	770
4	WPAL AM	612	WXTC FM	688	WKTM FM	736
5	WKTM FM	575	WPAL AM	628	WPXI FM	662

M-F, 6-10am

1	WTMA AM	WTMA AM	WCSC AM
2	WCSC AM	WKTM FM	WTMA AM
3	WKTM FM	WPXI FM	WKTM FM
4	WPAL AM	WXTC FM	WXTC FM
5	WPXI FM	WPAL AM	WPXI FM

M-F, 3-7pm

1	WTMA AM	WTMA AM	WCSC AM
2	WPXI FM	WPXI FM	WKTM FM
3	WCSC AM	WKTM FM	WXTC FM
4	WKTM FM	WXTC FM	WTMA AM
5	WPAL AM	WCSC AM	WPXI FM

Teens
M-S, 6am-Midnight
POP(00): 451

	A/M '77	A/M '78	A/M '79
1	WTMA AM	WTMA AM	WTMA AM
2	WPXI FM	WPXI FM	WCSC AM
3	WCSC AM	WKTM FM	WKTM FM
4	WKTM FM	WPAL AM	WPXI FM
5	WPAL AM	WCSC AM	WPAL AM

M-F, 6-10am

1	WTMA AM	WTMA AM	WTMA AM
2	WKTM FM	WPXI FM	WKTM FM
3	WPXI FM	WKTM FM	WPXI FM
4	WPAL AM	WPAL AM	WCSC AM
5	WCSC AM	WCSC AM	WPAL AM

M-F, 3-7pm

1	WTMA AM	WPXI FM	WTMA AM
2	WPXI FM	WTMA AM	WKTM FM
3	WKTM FM	WKTM FM	WPXI FM
4	WPAL AM	WPAL AM	WCSC AM
5	WCSC AM	WCSC AM	WPAL AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1365

	A/M '77	A/M '78	A/M '79
1	WTMA AM	WTMA AM	WCSC AM
2	WCSC AM	WKTM FM	WKTM FM
3	WPXI FM	WPXI FM	WTMA AM
4	WKTM FM	WCSC AM	WPXI FM
5	WPAL AM	WPAL AM	WPAL AM

M-F, 6-10am

1	WCSC AM	WKTM FM	WCSC AM
2	WTMA AM	WTMA AM	WKTM FM
3	WKTM FM	WPXI FM	WTMA AM
4	WPAL AM	WCSC AM	WPAL AM
5	WPXI FM	WPAL AM	WPXI FM

M-F, 3-7pm

1	WTMA AM	WKTM FM	WKTM FM
2	WCSC AM	WTMA AM	WCSC AM
3	WPAL AM	WPXI FM	WPXI FM
4	WPXI FM	WWWZ FM	WPAL AM
5	WKTM FM	WCSC AM	WTMA AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1290

	A/M '77	A/M '78	A/M '79
1	WTMA AM	WTMA AM	WTMA AM
2	WCSC AM	WXTC FM	WCSC AM
3	WXTC FM	WPXI FM	WXTC FM
4	WKTM FM	WKTM FM	WEZL FM
5	WEZL FM	WCSC AM	WPXI FM

M-F, 6-10am

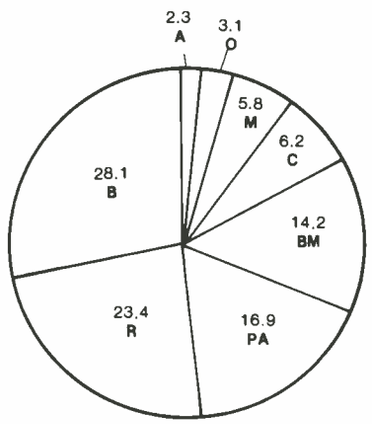
1	WTMA AM	WTMA AM	WCSC AM
2	WCSC AM	WXTC FM	WTMA AM
3	WKTM FM	WKTM FM	WXTC FM
4	WPAL AM	WCSC AM	WEZL FM
5	WXTC FM	WEZL FM	WPXI FM

M-F, 3-7pm

1	WTMA AM	WXTC FM	WCSC AM
2	WXTC FM	WTMA AM	WXTC FM
3	WCSC AM	WKTM FM	WTMA AM
4	WEZL FM	WEZL FM	WEZL FM
5	WNCG AM	WPXI FM	WPXI FM

Format Penetration Chart

Based On Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Charleston, WV

METRO RANK **129**

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 2110

	A/M '77		A/M '78		A/M '79	
1	WKAZ-AM	20.7	WCAW-AM	18.0	WCAW-AM(C)	16.1
2	WCAW-AM	17.3	WKAZ-AM	16.4	WVAF-FM(R)	15.2
3	WCHS-AM	16.7	WCHS-AM	12.4	WTIP-AF(BM)	14.2
4	WTIP-AF	13.6	WTIP-AM	9.6	WCHS-AM(PA)	12.1
5	WTIP-AM	10.2	WVAF-FM	8.7	WKAZ-AM(R)	12.1
6	WVAF-FM	5.8	WBES-FM	6.8	WQBE-FM(C)	8.0
7	WKLC-FM	4.1	WKLC-AF	6.2	WBES-FM(BM)	6.2
8	WXIT-AM	4.1	WXIT-AM	5.9	WXIT-AM(R)	2.8
9	WQBE-FM	3.7	WTIO-FM	5.0	WKLC-AF(C)	2.2
10	WTIO-FM	3.4	WQBE-FM	3.4		
11	WBES-FM	3.1	WZTQ-AM	1.5		
12	WZTQ-AM	1.7	WSCW-AM	1.2		
13	WSCW-AM	1.4	WKEE-AF	1.2		
14	WKLC-AM	1.4	WMON-AM	0.9		
15	WHEZ-FM	1.4	WEMM-FM	0.6		
16	WKLC-AF					

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2110

	A/M '77		A/M '78		A/M '79	
1	WKAZ-AM	61	WCAW-AM	58	WCAW-AM	52
2	WCAW-AM	51	WKAZ-AM	53	WVAF-FM	49
3	WCHS-AM	49	WCHS-AM	40	WTIP-AF	46
4	WTIP-AF	40	WTIP-AM	31	WCHS-AM	39
5	WTIP-AM	30	WVAF-FM	28	WKAZ-AM	39
M-F, 6-10am						
1	WCHS-AM		WCAW-AM		WCAW-AM	
2	WTIP-AF		WKAZ-AM		WCHS-AM	
3	WKAZ-AM		WCHS-AM		WTIP-AF	
4	WCAW-AM		WTIP-AM		WKAZ-AM	
5	WTIP-AM		WVAF-FM		WVAF-FM	
M-F, 3-7pm						
1	WKAZ-AM		WKAZ-AM		WCAW-AM	
2	WCAW-AM		WCAW-AM		WVAF-FM	
3	WCHS-AM		WCHS-AM		WKAZ-AM	
4	WTIP-AF		WVAF-FM		WCHS-AM	
5	WTIP-AM		WBES-FM		WTIP-AF	

Teens
M-S, 6am-Midnight
POP(00): 280

	A/M '77	A/M '78	A/M '79
1	WKAZ-AM	WKAZ-AM	WVAF-FM
2	WXIT-AM	WXIT-AM	WKAZ-AM
3	WCHS-AM	WVAF-FM	WCAW-AM
4	WCAW-AM	WCAW-AM	WCHS-AM
5	WQBE-FM	WCHS-AM	WKLC-AF
M-F, 6-10am			
1	WKAZ-AM	WKAZ-AM	WVAF-FM
2	WCAW-AM	WXIT-AM	WKAZ-AM
3	WCHS-AM	WCAW-AM	WCAW-AM
4	WQBE-FM	WCHS-AM	WKLC-AF
5	WVAF-FM	WVAF-FM	WQBE-FM
M-F, 3-7pm			
1	WKAZ-AM	WKAZ-AM	WVAF-FM
2	WXIT-AM	WVAF-FM	WKAZ-AM
3	WCAW-AM	WXIT-AM	WCAW-AM
4	WQBE-FM	WCAW-AM	WXIT-AM
5	WZTQ-AM	WKLC-AF	WKLC-AF

Adults 18-34
M-S, 6am-Midnight
POP(00): 684

	A/M '77	A/M '78	A/M '79
1	WKAZ-AM	WKAZ-AM	WVAF-FM
2	WCAW-AM	WVAF-FM	WKAZ-AM
3	WVAF-FM	WCAW-AM	WCAW-AM
4	WCHS-AM	WXIT-AM	WCHS-AM
5	WQBE-FM	WCHS-AM	WQBE-FM
M-F, 6-10am			
1	WKAZ-AM	WKAZ-AM	WVAF-FM
2	WCAW-AM	WVAF-FM	WKAZ-AM
3	WCHS-AM	WCHS-AM	WCAW-AM
4	WVAF-FM	WCAW-AM	WCHS-AM
5	WQBE-FM	WXIT-AM	WXIT-AM
M-F, 3-7pm			
1	WKAZ-AM	WKAZ-AM	WVAF-FM
2	WCAW-AM	WVAF-FM	WKAZ-AM
3	WVAF-FM	WCAW-AM	WCAW-AM
4	WCHS-AM	WXIT-AM	WCHS-AM
5	WQBE-FM	WCHS-AM	WQBE-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 876

	A/M '77	A/M '78	A/M '79
1	WCAW-AM	WCAW-AM	WCAW-AM
2	WCHS-AM	WKAZ-AM	WCHS-AM
3	WKAZ-AM	WCHS-AM	WKAZ-AM
4	WTIP-AF	WBES-FM	WTIP-AF
5	WKLC-FM	WQBE-FM	WVAF-FM
M-F, 6-10am			
1	WCAW-AM	WCAW-AM	WCAW-AM
2	WCHS-AM	WCHS-AM	WCHS-AM
3	WKAZ-AM	WKAZ-AM	WKAZ-AM
4	WTIP-AF	WTIP-AM	WTIP-AF
5	WTIP-AM	WVAF-FM	WVAF-FM
M-F, 3-7pm			
1	WKAZ-AM	WKAZ-AM	WCAW-AM
2	WCAW-AM	WCAW-AM	WCHS-AM
3	WCHS-AM	WCHS-AM	WVAF-FM
4	WTIP-AF	WVAF-FM	WKAZ-AM
5	WTIP-AM	WXIT-AM	WTIP-AF

Teens
M-S, 6am-Midnight
POP(00): 280

	A/M '77	A/M '78	A/M '79
1	WKAZ-AM	WKAZ-AM	WVAF-FM
2	WCHS-AM	WXIT-AM	WKAZ-AM
3	WXIT-AM	WVAF-FM	WCHS-AM
4	WCAW-AM	WCHS-AM	WCAW-AM
5	WQBE-FM	WCAW-AM	WKLC-AF
M-F, 6-10am			
1	WKAZ-AM	WKAZ-AM	WVAF-FM
2	WCAW-AM	WXIT-AM	WKAZ-AM
3	WCHS-AM	WCAW-AM	WCAW-AM
4	WXIT-AM	WVAF-FM	WXIT-AM
5	WQBE-FM	WCHS-AM	WKLC-AF
M-F, 3-7pm			
1	WKAZ-AM	WKAZ-AM	WVAF-FM
2	WXIT-AM	WVAF-FM	WKAZ-AM
3	WCAW-AM	WXIT-AM	WCAW-AM
4	WCHS-AM	WCAW-AM	WXIT-AM
5	WQBE-FM	WCHS-AM	WCHS-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 684

	A/M '77	A/M '78	A/M '79
1	WKAZ-AM	WKAZ-AM	WKAZ-AM
2	WCHS-AM	WCHS-AM	WCAW-AM
3	WCAW-AM	WXIT-AM	WVAF-FM
4	WXIT-AM	WCAW-AM	WCHS-AM
5	WVAF-FM	WVAF-FM	WXIT-AM
M-F, 6-10am			
1	WKAZ-AM	WKAZ-AM	WKAZ-AM
2	WCAW-AM	WCHS-AM	WCAW-AM
3	WCHS-AM	WVAF-FM	WVAF-FM
4	WVAF-FM	WCAW-AM	WCHS-AM
5	WKLC-AF	WXIT-AM	WXIT-AM

M-F, 3-7pm

1	WCAW-AM	WCAW-AM	WCAW-AM
2	WKAZ-AM	WKAZ-AM	WKAZ-AM
3	WCHS-AM	WBES-FM	WCHS-AM
4	WKLC-AF	WCHS-AM	WVAF-FM
5	WKLC-FM	WVAF-FM	WTIP-AF

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2110

	A/M '77		A/M '78		A/M '79	
1	WKAZ-AM	888	WKAZ-AM	785	WCAW-AM	659
2	WCHS-AM	782	WCHS-AM	701	WCHS-AM	645
3	WCAW-AM	697	WCAW-AM	624	WKAZ-AM	644
4	WTIP-AF	465	WXIT-AM	357	WVAF-FM	471
5	WTIP-AM	410	WTIP-AM	350	WTIP-AF	363
M-F, 6-10am						
1	WKAZ-AM		WKAZ-AM		WCAW-AM	
2	WCHS-AM		WCHS-AM		WCHS-AM	
3	WCAW-AM		WCAW-AM		WKAZ-AM	
4	WTIP-AF		WTIP-AM		WTIP-AF	
5	WTIP-AM		WVAF-FM		WVAF-FM	
M-F, 3-7pm						
1	WKAZ-AM		WKAZ-AM		WCAW-AM	
2	WCAW-AM		WCAW-AM		WCHS-AM	
3	WCHS-AM		WCHS-AM		WVAF-FM	
4	WTIP-AF		WVAF-FM		WKAZ-AM	
5	WTIP-AM		WXIT-AM		WTIP-AF	

Teens
M-S, 6am-Midnight
POP(00): 280

	A/M '77	A/M '78	A/M '79
1	WKAZ-AM	WKAZ-AM	WVAF-FM
2	WCHS-AM	WXIT-AM	WKAZ-AM
3	WXIT-AM	WVAF-FM	WCHS-AM
4	WCAW-AM	WCHS-AM	WCAW-AM
5	WQBE-FM	WCAW-AM	WKLC-AF
M-F, 6-10am			
1	WKAZ-AM	WKAZ-AM	WVAF-FM
2	WCAW-AM	WXIT-AM	WKAZ-AM
3	WCHS-AM	WCAW-AM	WCAW-AM
4	WXIT-AM	WVAF-FM	WXIT-AM
5	WQBE-FM	WCHS-AM	WKLC-AF
M-F, 3-7pm			
1	WKAZ-AM	WKAZ-AM	WVAF-FM
2	WXIT-AM	WVAF-FM	WKAZ-AM
3	WCAW-AM	WXIT-AM	WCAW-AM
4	WCHS-AM	WCAW-AM	WXIT-AM
5	WQBE-FM	WCHS-AM	WCHS-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 684

	A/M '77	A/M '78	A/M '79
1	WKAZ-AM	WKAZ-AM	WKAZ-AM
2	WCHS-AM	WCHS-AM	WCAW-AM
3	WCAW-AM	WXIT-AM	WVAF-FM
4	WXIT-AM	WCAW-AM	WCHS-AM
5	WVAF-FM	WVAF-FM	WXIT-AM
M-F, 6-10am			
1	WKAZ-AM	WKAZ-AM	WKAZ-AM
2	WCAW-AM	WCHS-AM	WCAW-AM
3	WCHS-AM	WVAF-FM	WVAF-FM
4	WVAF-FM	WCAW-AM	WCHS-AM
5	WKLC-AF	WXIT-AM	WXIT-AM

M-F, 3-7pm

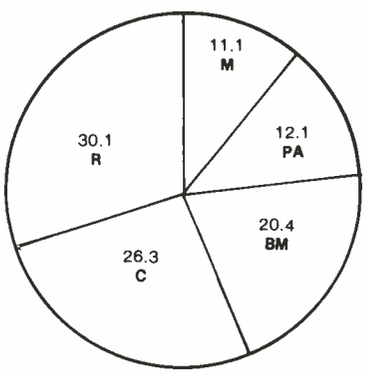
1	WKAZ-AM	WKAZ-AM	WKAZ-AM
2	WCAW-AM	WVAF-FM	WVAF-FM
3	WCHS-AM	WCAW-AM	WCAW-AM
4	WVAF-FM	WCHS-AM	WCHS-AM
5	WQBE-FM	WXIT-AM	WQBE-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 876

	A/M '77	A/M '78	A/M '79
1	WCAW-AM	WCHS-AM	WCAW-AM
2	WCHS-AM	WKAZ-AM	WCHS-AM
3	WKAZ-AM	WCAW-AM	WKAZ-AM
4	WTIP-AF	WQBE-FM	WQBE-FM
5	WKLC-FM	WTIO-FM	WVAF-FM
M-F, 6-10am			
1	WCAW-AM	WCAW-AM	WCAW-AM
2	WCHS-AM	WCHS-AM	WCHS-AM
3	WKAZ- AM	WKAZ-AM	WKAZ-AM
4	WTIP-AF	WQBE-FM	WQBE-FM
5	WTIP-AM	WTIO-FM	WTIP-AF
M-F, 3-7pm			
1	WCAW-AM	WCAW-AM	WCAW-AM
2	WKAZ-AM	WKAZ-AM	WCHS-AM
3	WCHS-AM	WCHS-AM	WKAZ-AM
4	WKLC-AF	WBES-FM	WVAF-FM
5	WKLC-FM	WVAF-FM	WQBE-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Charlotte-Gastonia

METRO RANK **62**

A/M '79 Market Overview

Two big success stories in this market for the A/M'79 survey, with two stations jumping up almost five shares each. The successful stations featured the Country sound of **WSOC-FM,** and the Dance-music station **WPEG.**

WSOC-FM claims to be the most listened to (AQH 12+, TSA) Country FM station in the US, and made an effort to achieve that with significant advertising for this survey. "Tons" of billboards and some TV were used to promote the station, while a new jingle package and a new afternoon personality highlighted the on-air changes. With FM set penetration heading towards parity with AM in the Charlotte area, WSOC-FM looks to do well in future surveys also.

Coming out of nowhere, WPEG went 24-hour Dancemusic radio three weeks before the survey began, and ended up with over a five share. WPEG is automated except in AM drive and part of the evenings, and plans to remain automated for the most part. During the survey the station gave away a prize every hour (concert tickets, albums, etc.) and sponsored a ten-week dance contest from April through June. In terms of outside advertising, WPEG used TV saturation plus billboards, plus a mobile disco for visibility.

The Beautiful Music station in the Charlotte area, **WEZC,** dipped from its great numbers in the O/N'78 book, but still holds a respectable 10+ share of the metro market. The Fall'78 book represented a dramatic surge for WEZC, so this book, which featured across-the-board declines for adults, may just be a settling of its audience in the market.

P/A leader and still #1 in the market is **WBT.** Its share is virtually unchanged from last Fall. The same stability is shown for rocker **WAYS,** which remains in the 11 share range. WAYS may want to keep an eye on rival Top 40 station **WBCY,** which narrowed the gap in this report.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 4943

A/M '78		O/N '78		A/M '79	
1 WAYS-AF	28.7	WBT -AM	17.7	WBT -AM(PA)	17.8
2 WBT -AM	21.3	WEZC-FM	14.2	WSOC-FM(C)	14.4
3 WBT -FM	7.8	WAYS-AM	11.9	WAYS-AM(R)	11.1
4 WSOC-FM	7.2	WSOC-FM	9.8	WEZC-FM(BM)	10.3
5 WSOC-AM	6.4	WBCY-FM	7.4	WBCY-FM(R)	8.2
6 WGIV-AM	6.1	WROQ-FM	7.3	WROQ-FM(A)	6.9
7 WEZC-FM	5.1	WGIV-AM	6.8	WGIV-AM(B)	5.6
8 WAME-AM	2.8	WSOC-AM	5.2	WPEG-FM(D)	5.3
9 WPEG-FM	1.9	WAME-AM	3.1	WSOC-AM(N)	3.5
10 WIXE-AM	1.6	WIXE-AM	2.4	WAME-AM(RL)	2.9
11 WRPL-AM	1.0	WZXI-FM	1.7	WIXE-AM(C)	1.9
12 WZXI-FM	0.9	WLTC-AM	1.4	WIST-AM(C)	1.5
13 WHVN-AM	0.7	WHVN-AM	1.4	WLTC-AM(C)	1.1
14 WLTC-AM	0.7	WPEG-FM	0.8	WHVN-AM(RL)	1.0
15 WGNC-AM	0.7	WIST-AM	0.7	WZXI-FM(PA)	1.0
16		WMAP-AM	0.6	WRPL-AM(D)	0.8
17		WGNC-AM	0.4	WGNC-AM(PA)	0.7
18				WCSL-AM(M)	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4943

A/M '78		O/N '78		A/M '79	
1 WAYS-AF	198	WBT -AM	127	WBT -AM	128
2 WBT -AM	147	WEZC-FM	102	WSOC-FM	104
3 WBT -FM	54	WAYS-AM	85	WAYS-AM	80
4 WSOC-FM	50	WSOC-FM	70	WEZC-FM	74
5 WSOC-AM	44	WBCY-FM	53	WBCY-FM	59
M-F, 6-10am					
1 WAYS-AF		WBT -AM		WBT -AM	
2 WBT -AM		WAYS-AM		WAYS-AM	
3 WSOC-AM		WEZC-FM		WSOC-FM	
4 WGIV-AM		WSOC-FM		WEZC-FM	
5 WSOC-FM		WROQ-FM		WROQ-FM	
M-F, 3-7pm					
1 WAYS-AF		WBT -AM		WBT -AM	
2 WBT -AM		WEZC-FM		WSOC-FM	
3 WBT -FM		WAYS-AM		WAYS-AM	
4 WSOC-FM		WROQ-FM		WEZC-FM	
5 WSOC-AM		WSOC-FM		WBCY-FM	

Teens
M-S, 6am-Midnight
POP(00): 658

A/M '78	O/N '78	A/M '79
1 WAYS-AF	WAYS-AM	WAYS-AM
2 WBT -AM	WBT -AM	WBT -AM
3 WGIV-AM	WROQ-FM	WBCY-FM
4 WBT -FM	WGIV-AM	WROQ-FM
5 WPEG-FM	WBCY-FM	WGIV-AM
M-F, 6-10am		
1 WAYS-AF	WAYS-AM	WAYS-AM
2 WBT -AM	WROQ-FM	WBT -AM
3 WGIV-AM	WBT -AM	WROQ-FM
4 WPEG-FM	WGIV-AM	WGIV-AM
5 WEZC-FM	WBCY-FM	WBCY-FM
M-F, 3-7pm		
1 WAYS-AF	WAYS-AM	WAYS-AM
2 WBT -AM	WBT -AM	WBT -AM
3 WGIV-AM	WROQ-FM	WROQ-FM
4 WBT -FM	WGIV-AM	WBCY-FM
5 WPEG-FM	WBCY-FM	WGIV-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1843

A/M '78	O/N '78	A/M '79
1 WAYS-AF	WBT -AM	WBT -AM
2 WBT -AM	WROQ-FM	WSOC-FM
3 WSOC-FM	WBCY-FM	WBCY-FM
4 WGIV-AM	WAYS-AM	WAYS-AM
5 WPEG-FM	WGIV-AM	WROQ-FM
M-F, 6-10am		
1 WAYS-AF	WBT -AM	WBT -AM
2 WBT -AM	WAYS-AM	WAYS-AM
3 WGIV-AM	WROQ-FM	WSOC-FM
4 WSOC-FM	WBCY-FM	WROQ-FM
5 WPEG-FM	WSOC-FM	WBCY-FM
M-F, 3-7pm		
1 WAYS-AF	WBT -AM	WBT -AM
2 WBT -AM	WROQ-FM	WSOC-FM
3 WGIV-AM	WBCY-FM	WBCY-FM
4 WSOC-FM	WAYS-AM	WPEG-FM
5 WBT -FM	WGIV-AM	WROQ-FM

Adults 25-49
M-S, 6am-Midnight

A/M '78	O/N '78	A/M '79
1 WBT -AM	WBT -AM	WBT -AM
2 WAYS-AF	WSOC-FM	WSOC-FM
3 WSOC-FM	WEZC-FM	WEZC-FM
4 WBT -FM	WAYS-AM	WAYS-AM
5 WSOC-AM	WROQ-FM	WBCY-FM
M-F, 6-10am		
1 WBT -AM	WBT -AM	WBT -AM
2 WAYS-AF	WSOC-FM	WSOC-FM
3 WSOC-FM	WAYS-AM	WAYS-AM
4 WSOC-AM	WEZC-FM	WEZC-FM
5 WBT -FM	WROQ-FM	WROQ-FM
M-F, 3-7pm		
1 WBT -AM	WBT -AM	WSOC-FM
2 WAYS-AF	WEZC-FM	WBT -AM
3 WSOC-FM	WSOC-FM	WEZC-FM
4 WBT -FM	WAYS-AM	WBCY-FM
5 WSOC-AM	WROQ-FM	WAYS-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4943

A/M '78		O/N '78		A/M '79	
1 WBT -AM	2137	WBT -AM	2109	WBT -AM	1933
2 WAYS-AF	2072	WAYS-AM	1598	WAYS-AM	1557
3 WSOC-AM	1007	WEZC-FM	961	WSOC-FM	1179
4 WBT -FM	840	WSOC-FM	856	WBCY-FM	985
5 WGIV-AM	735	WBCY-FM	624	WROQ-FM	875
M-F, 6-10am					
1 WAYS-AF		WBT -AM		WBT -AM	
2 WBT -AM		WAYS-AM		WAYS-AM	
3 WSOC-AM		WEZC-FM		WSOC-FM	
4 WBT -FM		WSOC-AM		WROQ-FM	
5 WGIV-AM		WSOC-FM		WGIV-AM	
M-F, 3-7pm					
1 WAYS-AF		WBT -AM		WBT -AM	
2 WBT -AM		WAYS-AM		WAYS-AM	
3 WBT -FM		WEZC-FM		WSOC-FM	
4 WSOC-AM		WSOC-AM		WBCY-FM	
5 WSOC-FM		WBCY-FM		WEZC-FM	

Teens
M-S, 6am-Midnight
POP(00): 658

A/M '78	O/N '78	A/M '79
1 WAYS-AF	WAYS-AM	WAYS-AM
2 WBT -AM	WBT -AM	WBT -AM
3 WGIV-AM	WGIV-AM	WBCY-FM
4 WPEG-FM	WBCY-FM	WROQ-FM
5 WAME-AM	WROQ-FM	WPEG-FM
M-F, 6-10am		
1 WAYS-AF	WAYS-AM	WAYS-AM
2 WBT -AM	WBT -AM	WBT -AM
3 WGIV-AM	WROQ-FM	WROQ-FM
4 WPEG-FM	WGIV-AM	WGIV-AM
5 WSOC-AM	WBCY-FM	WPEG-FM
M-F, 3-7pm		
1 WAYS-AF	WAYS-AM	WAYS-AM
2 WBT -AM	WBT -AM	WBT -AM
3 WGIV-AM	WGIV-AM	WBCY-FM
4 WPEG-FM	WBCY-FM	WROQ-FM
5 WAME-AM	WROQ-FM	WGIV-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1843

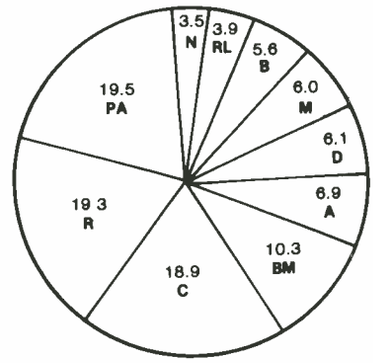
A/M '78	O/N '78	A/M '79
1 WAYS-AF	WBT -AM	WBT -AM
2 WBT -AM	WAYS-AM	WAYS-AM
3 WGIV-AM	WROQ-FM	WROQ-FM
4 WPEG-FM	WBCY-FM	WBCY-FM
5 WSOC-AM	WGIV-AM	WSOC-FM
M-F, 6-10am		
1 WAYS-AF	WBT -AM	WBT -AM
2 WBT -AM	WAYS-AM	WAYS-AM
3 WGIV-AM	WROQ-FM	WROQ-FM
4 WSOC-AM	WBCY-FM	WBCY-FM
5 WSOC-FM	WGIV-AM	WSOC-FM
M-F, 3-7pm		
1 WAYS-AF	WBT -AM	WBT -AM
2 WBT -AM	WAYS-AM	WBCY-FM
3 WGIV-AM	WROQ-FM	WAYS-AM
4 WSOC-FM	WBCY-FM	WSOC-FM
5 WBT -FM	WGIV-AM	WROQ-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2191

A/M '78	O/N '78	A/M '79
1 WBT -AM	WBT -AM	WBT -AM
2 WAYS-AF	WAYS-AM	WAYS-AM
3 WBT -FM	WSOC-FM	WSOC-FM
4 WSOC-FM	WEZC-FM	WEZC-FM
5 WSOC-AM	WSOC-AM	WBCY-FM
M-F, 6-10am		
1 WBT -AM	WBT -AM	WBT -AM
2 WAYS-AF	WAYS-AM	WAYS-AM
3 WSOC-FM	WSOC-FM	WSOC-FM
4 WSOC-AM	WSOC-AM	WEZC-FM
5 WBT -FM	WEZC-FM,	WROQ-FM
M-F, 3-7pm		
1 WBT -AM	WBT -AM	WBT -AM
2 WAYS-AF	WAYS-AM	WSOC-FM
3 WSOC-AM	WEZC-FM	WAYS-AM
4 WSOC-FM	WSOC-FM	WEZC-FM
5 WBT -FM	WSOC-AM	WBCY-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Chattanooga

METRO RANK **86**

Pop/Adult fixture **WDEF** continues to lead this market, increasing its 12+ share to the best numbers in years for the station. WDEF was able to increase its 12+ share to a 19 by pulling better ratings among female listeners across every major daypart.

The new number two station in Chattanooga is Top 40 rocker **WSKZ**. WSKZ has been growing over the last two sweeps, at the expense of competitor **WFLI**. WSKZ was able to rise in this book owing to improved numbers among the young adult men and among teens, both tops in each respective demo. During the A/M '79 sweep, WSKZ advertised the station with a moderate amount of billboards and fringe TV, while the on-air promotions were aimed at recycling the cume from one daypart to another. Country station **WDOD** ranks third 12+ in the metro even though its share is declining slightly. WDOD's male audience picked up in this sweep in every major daypart except the evenings, but the female numbers dropped. Still, WDOD is number one in terms of share among adults 25-49.

Seasonality shouldn't have an affect on the estimates for a Beautiful Music station, but it appears as though **WDEF-FM** suffers from this problem. WDEF-FM seems to suffer down books in the Spring sweeps and then rebound in the Fall. However, there were extenuating circumstances during this A/M '79 survey. A lightning bolt smashed the antenna for WDEF-FM, knocking the station off the air for several days in the middle of the sweep. When WDEF-FM *did* resume broadcasting, the station still was not able to broadcast at full power. Unless lightning strikes twice, WDEF-FM should again rebound in the O/N survey in Chattanooga.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 3344

	A/M '78		O/N '78		A/M '79	
1	WDEF-AF	22.4	WDEF-AM	13.9	WDEF-AM(PA)	19.0
2	WFLI-AF	17.9	WDEF-FM	13.0	WSKZ-FM(R)	12.6
3	WDOD-AM	11.8	WFLI-AM	10.5	WDOD-AM(C)	9.9
4	WYNQ-FM	8.6	WDOD-AM	10.5	WFLI-AM(R)	8.5
5	WZDQ-FM	7.7	WSKZ-FM	10.3	WDEF-FM(BM)	8.1
6	WNOO-AM	7.1	WNOO-AM	7.6	WNOO-AM(B)	7.0
7	WGOW-AM	4.5	WGOW-AM	7.4	WGOW-AM(R)	6.2
8	WDOD-FM	3.3	WDOD-FM	4.5	WLFA-AM(PA)	5.8
9	WLFA-AM	3.1	WEPG-AM	4.3	WDOD-FM(BM)	5.2
10	WMOC-AM	2.0	WLFA-AM	3.4	WMOC-AM(RL)	3.3
11	WDXB-AM	1.8	WOWE-FM	2.0	WEPG-AM(PA)	2.7
12	WEPG-AM	1.4	WZDQ-FM	1.8	WZDQ-FM(A)	1.4
13	WEDG-AM	0.4	WDXB-AM	1.6	WSIM-FM(R)	0.6
14	WRIP-AM	0.4	WMOC-AM	0.9	WDXB-AM(C)	0.4
15			WSIM-FM	0.4		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3244

	A/M '78		O/N '78		A/M '79	
1	WDEF-AF	110	WDEF-AM	62	WDEF-AM	92
2	WFLI-AF	88	WDEF-FM	58	WSKZ-FM	61
3	WDOD-AM	58	WFLI-AM	47	WDOD-AM	48
4	WYNQ-FM	42	WDOD-AM	47	WFLI-AM	41
5	WZDQ-FM	38	WSKZ-FM	46	WDEF-FM	39
M-F, 6-10am						
1	WDEF-AF		WDEF-AM		WDEF-AM	
2	WFLI-AF		WDEF-FM		WDEF-FM	
3	WDOD-AM		WFLI-AM		WSKZ-FM	
4	WNOO-AM		WDOD-AM		WDOD-AM	
5	WYNQ-FM		WGOW-AM		WFLI-AM	
M-F, 3-7pm						
1	WFLI-AF		WSKZ-FM		WDEF-AM	
2	WDEF-AF		WDOD-AM		WSKZ-FM	
3	WDOD-AM		WFLI-AM		WDOD-AM	
4	WYNQ-FM		WDEF-AM		WFLI-AM	
5	WZDQ-FM		WDEF-FM		WDEF-FM	

Teens
M-S, 6am-Midnight
POP(00): 436

	A/M '78	O/N '78	A/M '79
1	WFLI-AF	WFLI-AM	WSKZ-FM
2	WZDQ-FM	WSKZ-FM	WFLI-AM
3	WNOO-AM	WGOW-AM	WGOW-AM
4	WGOW-AM	WNOO-AM	WNOO-AM
5	WDEF-AF	WZDQ-FM	WDEF-AM
M-F, 6-10am			
1	WFLI-AF	WFLI-AM	WSKZ-FM
2	WNOO-AM	WSKZ-FM	WFLI-AM
3	WZDQ-FM	WGOW-AM	WNOO-AM
4	WGOW-AM	WNOO-AM	WDEF-AM
5	WDEF-AF	WZDQ-FM	WGOW-AM
M-F, 3-7pm			
1	WFLI-AF	WFLI-AM	WSKZ-FM
2	WZDQ-FM	WSKZ-FM	WFLI-AM
3	WGOW-AM	WGOW-AM	WGOW-AM
4	WNOO-AM	WNOO-AM	WNOO-AM
5	WDOD-AM	WZDQ-FM	WSIM-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1129

	A/M '78	O/N '78	A/M '79
1	WFLI-AF	WSKZ-FM	WSKZ-FM
2	WZDQ-FM	WFLI-AM	WDOD-AM
3	WDOD-AM	WNOO-AM	WFLI-AM
4	WYNQ-FM	WGOW-AM	WDEF-AM
5	WDEF-AF	WDOD-AM	WNOO-AM
M-F, 6-10am			
1	WFLI-AF	WDEF-FM	WSKZ-FM
2	WDEF-AF	WGOW-AM	WDEF-AM
3	WDOD-AM	WFLI-AM	WDOD-AM
4	WYNQ-FM	WDOD-FM	WFLI-AM
5	WZDQ-FM	WSKZ-FM	WGOW-AM
M-F, 3-7pm			
1	WFLI-AF	WSKZ-FM	WSKZ-FM
2	WZDQ-FM	WFLI-AM	WDOD-AM
3	WDOD-AM	WDOD-AM	WNOO-AM
4	WYNQ-FM	WNOO-AM	WFLI-AM
5	WGOW-AM	WGOW-AM	WDEF-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1351

	A/M '78	O/N '78	A/M '79
1	WDEF-AF	WDEF-FM	WDOD-AM
2	WDOD-AM	WDOD-AM	WDEF-AM
3	WFLI-AF	WSKZ-FM	WDEF-FM
4	WYNQ-FM	WDEF-AM	WSKZ-FM
5	WZDQ-FM	WGOW-AM	WNOO-AM
M-F, 6-10am			
1	WDEF-AF	WDEF-FM	WDEF-AM
2	WDOD-AM	WDEF-AM	WDEF-FM
3	WFLI-AF	WDOD-AM	WDOD-AM
4	WYNQ-FM	WDOD-FM	WSKZ-FM
5	WDOD-FM	WGOW-AM	WGOW-AM
M-F, 3-7pm			
1	WFLI-AF	WDOD-AM	WDOD-AM
2	WDOD-AM	WSKZ-FM	WSKZ-FM
3	WDEF-AF	WDEF-FM	WFLI-AM
4	WYNQ-FM	WEPG-AM	WNOO-AM
5	WZDQ-FM	WFLI-AM	WDEF-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3344

	A/M '78		O/N '78		A/M '79	
1	WFLI-AF	1291	WFLI-AM	985	WDEF-AM	984
2	WDEF-AF	1151	WDEF-AM	881	WFLI-AM	914
3	WDOD-AM	850	WGOW-AM	854	WDEF-FM	703
4	WGOW-AM	731	WDOD-AM	710	WGOW-AM	678
5	WYNQ-FM	537	WDEF-FM	680	WSKZ-FM	676
M-F, 6-10am						
1	WDEF-AF		WDEF-AM		WDEF-AM	
2	WFLI-AF		WFLI-AM		WFLI-AM	
3	WDOD-AM		WDEF-FM		WDEF-FM	
4	WGOW-AM		WGOW-AM		WSKZ-FM	
5	WZDQ-FM		WDOD-AM		WDOD-AM	
M-F, 3-7pm						
1	WFLI-AF		WFLI-AM		WFLI-AM	
2	WDEF-AF		WDEF-AM		WSKZ-FM	
3	WDOD-AM		WSKZ-FM		WDEF-AM	
4	WGOW-AM		WGOW-AM		WGOW-AM	
5	WZDQ-FM		WDOD-AM		WDOD-AM	

Teens
M-S, 6am-Midnight
POP(00): 436

	A/M '78	O/N '78	A/M '79
1	WFLI-AF	WFLI-AM	WSKZ-FM
2	WGOW-AM	WGOW-AM	WFLI-AM
3	WZDQ-FM	WSKZ-FM	WGOW-AM
4	WDOD-AM	WZDQ-FM	WDEF-AM
5	WDEF-AF	WNOO-AM	WDEF-FM
M-F, 6-10am			
1	WFLI-AF	WFLI-AM	WSKZ-FM
2	WGOW-AM	WGOW-AM	WFLI-AM
3	WZDQ-FM	WSKZ-FM	WGOW-AM
4	WDEF-AF	WNOO-AM	WDEF-AM
5	WNOO-AM	WDEF-AM	WDEF-FM
M-F, 3-7pm			
1	WFLI-AF	WFLI-AM	WSKZ-FM
2	WZDQ-FM	WGOW-AM	WFLI-AM
3	WGOW-AM	WSKZ-FM	WGOW-AM
4	WNOO-AM	WNOO-AM	WNOO-AM
5	WDOD-AM	WZDQ-FM	WSIM-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1129

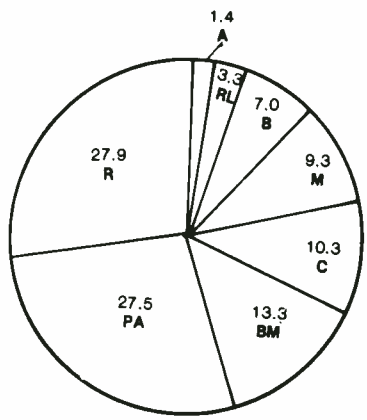
	A/M '78	O/N '78	A/M '79
1	WFLI-AF	WGOW-AM	WFLI-AM
2	WGOW-AM	WFLI-AM	WGOW-AM
3	WDOD-AM	WSKZ-FM	WSKZ-FM
4	WZDQ-FM	WDOD-AM	WDOD-AM
5	WDEF-AF	WZDQ-FM	WDEF-AM
M-F, 6-10am			
1	WFLI-AF	WGOW-AM	WFLI-AM
2	WDOD-AM	WFLI-AM	WSKZ-FM
3	WZDQ-FM	WSKZ-FM	WGOW-AM
4	WDEF-AF	WDEF-FM	WDEF-AM
5	WGOW-AM	WDOD-AM	WDOD-AM
M-F, 3-7pm			
1	WFLI-AF	WSKZ-FM	WSKZ-FM
2	WGOW-AM	WFLI-AM	WFLI-AM
3	WZDQ-FM	WGOW-AM	WGOW-AM
4	WDOD-AM	WDOD-AM	WDOD-AM
5	WYNQ-FM	WNOO-AM	WNOO-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1351

	A/M '78	O/N '78	A/M '79
1	WDEF-AF	WFLI-AM	WDEF-AM
2	WFLI-AF	WDOD-AM	WFLI-AM
3	WDOD-AM	WGOW-AM	WDOD-AM
4	WYNQ-FM	WDEF-FM	WDEF-FM
5	WGOW-AM	WDEF-AM	WGOW-AM
M-F, 6-10am			
1	WDEF-AF	WDEF-FM	WDEF-AM
2	WDOD-AM	WGOW-AM	WDEF-FM
3	WFLI-AF	WDOD-AM	WDOD-AM
4	WGOW-AM	WDEF-AM	WFLI-AM
5	WZDQ-FM	WFLI-AM	WSKZ-FM
M-F, 3-7pm			
1	WFLI-AF	WDOD-AM	WFLI-AM
2	WDOD-AM	WFLI-AM	WDOD-AM
3	WDEF-AF	WDEF-AM	WGOW-AM
4	WGOW-AM	WSKZ-FM	WDEF-AM
5	WYNQ-FM	WGOW-AM	WSKZ-FM

Format Penetration Chart

Based On Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

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Radio&Records

Chicago

METRO RANK 3

A/M '79-J/A '79 Market Overview

Fascinating things are afoot in the Windy City radio market. The traditional News/Talk legend in the area, **WGN**, remains #1 and is successfully trying to reach the younger demos. Meanwhile, perhaps the most successful AOR station in the country, **Heftel's, WLUP**, operates as the flagship for the **Burkhart-Abrams** "modal programming" concept. WGN station personnel were aware that to remain #1 in the overall ratings the station had to begin to reach into the under-35 demos to attract a new pool of listeners. Through an effort to keep the station's personalities relating to the happenings in the young adult world, it appears the station is succeeding in this effort. Both the Spring and Summer books show improvement in the **18-34** and 25-49 demos for the station, both in terms of average quarter hour and cume audiences. During the Spring sweep, the station did spend extensively for TV spots. Cubs baseball also helps during these surveys.

When Heftel bought WLUP prior to the A/M '79 survey, the company cleaned house, bouncing almost all of the former air staff, and brought in a new PD from **KPRI, Jesse Bullet.** The station adopted the B-A "Superstars" format and became successful using the "modal programming" concept of all rock music. **Steve Dahl** was hired to do the mornings, and while his anti-Disco movement hadn't gotten going really in time for the Spring book there may have been some impact on the Summer results. Dahl's average and cume metro numbers went up more than 40% versus the A/M report, although the station showed similar gains in other dayparts as well. These overall gains translated into a 12+ increase of two share points, with WLUP now in a virtual tie for second in the market. Lots of TV and billboard exposure have helped promote WLUP. The station with which "the Loop" is almost tied is Beautiful Music leader **WLOO**. WLOO has shown a two-book upswing, with the Summer numbers the best story in the last five books. The FM-100 formatted station uses moderate amounts of TV, outdoor boards, and bus signs to remain in the community's eye.

Traditionally the leader on the contemporary music scene in Chicago, **WLS** has some reason to be pleased with the last two books, especially the Spring results which saw the station shoot up two share points. However, the results of the J/A '79 sweep may have dampened the joy somewhat since average quarter hour audience slipped back to J/F '79 survey levels while the overall metro cume slid to a number lower than shown in the Winter book. Still, the station looks to continue to be a vital factor in the Chicago radio scene, especially since some former format competitors (**WMET**, for instance) have switched to other sounds. WLS did not conduct any major promotion during the big A/M '79 sweep, but just prior to the survey gave away a completely furnished house worth $70,000. In terms of outside advertising, the station is always presenting itself, but WLS kept the TV, billboards, bus sides and newspapers at their usual level, rather than beef up just for the sweeps.

Other formats and stations worth noting include **WDAI** and its Dancemusic radio sound, which continues to show improvement in the last two reports. **CBS's** news station, **WBBM**, has slid for the last two surveys, with eroding female adult numbers across all major dayparts the main contributing factor. On the Black music scene, **WBMX** continues to show increased appeal while its AM competitor, **WVON,** has been sliding numbers for the last two sweeps. WBMX's gains are especially impressive among men in morning drive, where its share is now several times larger than WVON's.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 62282

	A/M '78		J/A '78		O/N '78		J/F '79		A/M '79		J/A '79	
1	WGN -AM	13.6	WGN -AM	12.0	WGN -AM	10.2	WGN -AM	12.2	WGN -AM (PA)	11.1	WGN -AM	11.8
2	WLOO-FM	7.6	WLS -AM	8.4	WLOO-FM	7.5	WBBM-AM	7.4	WLS -AM (S)	8.0	WLOO-FM	7.4
3	WLS -AM	7.3	WLOO-FM	7.1	WBBM-AM	7.2	WLOO-FM	6.4	WLOO-FM (SM)	7.0	WLUP-FM	7.4
4	WBBM-AM	6.3	WBBM-AM	6.7	WMAQ-AM	6.6	WMAQ-AM	6.3	WBBM-AM (S)	7.0	WLS -AM	6.5
5	WLAK-FM	5.1	WBMX-FM	5.6	WLS -AM	6.4	WLS -AM	6.0	WLUP-FM (A)	5.3	WBMX-FM	5.5
6	WVON-AM	4.9	WMAQ-AM	5.6	WBMX-FM	5.0	WIND-AM	4.7	WMAQ-AM (C)	4.8	WBBM-AM	5.5
7	WMAQ-AM	4.7	WIND-AM	4.6	WLAK-FM	3.9	WBMX-FM	4.7	WIND-AM (S)	4.7	WMAQ-AM	4.4
8	WBMX-FM	4.2	WLAK-FM	4.2	WCLR-FM	3.9	WLAK-FM	4.0	WBMX-FM (S)	4.4	WLAK-FM	4.3
9	WCLR-FM	3.9	WVON-AM	3.4	WFYR-FM	3.6	WVON-AM	3.6	WLAK-FM (SM)	4.3	WIND-AM	4.0
10	WIND-AM	3.8	WFYR-FM	3.0	WVON-AM	3.4	WFYR-FM	3.2	WCLR-FM (PA)	3.5	WFYR-FM	3.1
11	WFYR-FM	3.4	WKQX-FM	3.0	WIND-AM	3.1	WLUP-FM	3.2	WVON-AM (S)	3.3	WCLR-FM	2.9
12	WMET-FM	3.3	WCLR-FM	2.9	WJJD-AM	2.9	WCLR-FM	3.2	WFYR-FM (PA)	3.0	WEFM-FM	2.5
13	WLUP-FM	2.8	WEFM-FM	2.8	WLUP-FM	2.8	WEFM-FM	2.4	WEFM-FM (S)	2.8	WKQX-FM	2.5
14	WDAI-FM	2.5	WJJD-AM	2.7	WEFM-FM	2.7	WBBM-FM	2.1	WDAI-FM (D)	2.2	WGCI-FM	2.4
15	WKQX-FM	2.2	WMET-FM	2.2	WBBM-FM	2.6	WXRT-FM	2.1	WBBM-FM (A)	2.1	WVON-AM	2.4
16	WJEZ-FM	1.9	WBBM-FM	2.0	WKQX-FM	2.6	WKQX-FM	2.1	WJJD-AM (C)	2.0	WDAI-FM	2.4
17	WJJD-AM	1.9	WLUP-FM	2.0	WMET-FM	2.2	WMET-FM	2.0	WAIT-AM (SM)	2.0	WAIT-AM	2.2
18	WBBM-FM	1.8	WJEZ-FM	1.8	WFMT-FM	2.1	WGCI-FM	1.9	WJPC-AM (S)	1.9	WJPC-AM	2.2
19	WCFL-AM	1.8	WDAI-FM	1.7	WXRT-FM	2.0	WJPC-AM	1.8	WGCI-FM (S)	1.9	WBBM-FM	1.8
20	WFMT-FM	1.5	WXRT-FM	1.7	WCFL-AM	1.9	WCFL-AM	1.7	WXRT-FM (A)	1.8	WXRT-FM	1.7
21	WGCI-FM	1.5	WCFL-AM	1.7	WGCI-FM	1.9	WFMT-FM	1.6	WJEZ-FM (C)	1.8	WJEZ-FM	1.7
22	WEFM-FM	1.5	WGCI-FM	1.5	WJPC-AM	1.7	WJJD-AM	1.5	WKQX-FM (PA)	1.4	WOJO-FM	1.3
23	WXRT-FM	1.5	WFMT-FM	1.5	WAIT-AM	1.5	WAIT-AM	1.4	WMET-FM (A)	1.4	WCFL-AM	1.2
24	WAIT-AM	1.1	WAIT-AM	1.0	WDAI-FM	1.3	WJEZ-FM	1.3	WFMT-FM (CL)	1.2	WFMT-FM	1.2
25	WJPC-AM	0.7	WYEN-FM	1.0	WJEZ-FM	1.3	WDAI-FM	1.2	WOJO-FM (S)	1.2	WMET-FM	1.2
26	WYEN-FM	0.6	WJPC-AM	0.6	WOJO-FM	0.9	WWCA-AM	0.6	WCFL-AM (PA)	0.8	WJJD-AM	1.0
27	WNIB-FM	0.3	WKKD-FM	0.6	WWCA-AM	0.6	WYEN-FM	0.6	WYEN-FM (PA)	0.7	WAUR-FM	0.7
28	WXFM-FM	0.3	WJOL-AM	0.5	WJOL-AM	0.5	WJOB-AM	0.5	WJOL-AM (PA)	0.7	WYEN-FM	0.5
29	WFMT-AM	0.1	WXFM-FM	0.5	WJOB-AM	0.5	WJOL-AM	0.5	WXFM-FM (CL)	0.6	WJOB-AM	0.4
30			WNIB-FM	0.4	WYEN-FM	0.5	WOPA-AM	0.5	WOPA-AM (CL)	0.5	WNIB-FM	0.3
31					WNIB-FM	0.5	WKKD-FM	0.4	WWCA-AM (PA)	0.3	WWCA-AM	0.3
32							WNIB-FM	0.4	WJOB-AM (PA)	0.3	WOPA-AM	0.3
33							WFLM-FM	0.4	WNIB-FM (CL)	0.3		
34							WXFM-FM	0.4	WFMT-AM (CL)	0.1		
35							WBEE-AM	0.4				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 62282

	A/M '78		J/A '78		O/N '78		J/F '79		A/M '79		J/A '79	
1	WGN -AM	1369	WGN -AM	1211	WGN -AM	1002	WGN -AM	1283	WGN -AM	1152	WGN -AM	11
2	WLOO-FM	767	WLS -AM	840	WLOO-FM	729	WBBM-AM	781	WLS -AM	830	WLOO-FM	7
3	WLS -AM	732	WLOO-FM	712	WBBM-AM	707	WLOO-FM	673	WLOO-FM	728	WLUP-FM	7
4	WBBM-AM	636	WBBM-AM	674	WMAQ-AM	649	WMAQ-AM	667	WBBM-AM	724	WLS -AM	6
5	WLAK-FM	515	WBMX-FM	562	WLS -AM	625	WLS -AM	631	WLUP-FM	555	WBMX-FM	5
6	WVON-AM	489	WMAQ-AM	560	WBMX-FM	489	WIND-AM	497	WMAQ-AM	498	WBBM-AM	5
7	WMAQ-AM	474	WIND-AM	466	WLAK-FM	383	WBMX-FM	497	WIND-AM	490	WMAQ-AM	4
8	WBMX-FM	422	WLAK-FM	427	WCLR-FM	378	WLAK-FM	422	WBMX-FM	456	WLAK-FM	4
9	WCLR-FM	393	WVON-AM	339	WFYR-FM	352	WVON-AM	381	WLAK-FM	445	WIND-AM	3
10	WIND-AM	380	WFYR-FM	306	WVON-AM	332	WFYR-FM	334	WCLR-FM	365	WFYR-FM	3

M-F, 6-10am

1	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM
2	WBBM-AM	WBBM-AM	WBBM-AM	WBBM-AM	WBBM-AM	WBBM-AM
3	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
4	WLOO-FM	WMAQ-AM	WMAQ-AM	WMAQ-AM	WMAQ-AM	WLUP-FM
5	WVON-AM	WLOO-FM	WLOO-FM	WIND-AM	WIND-AM	WLOO-FM
6	WIND-AM	WBMX-FM	WIND-AM	WLOO-FM	WLUP-FM	WMAQ-AM
7	WMAQ-AM	WIND-AM	WVON-AM	WBMX-FM	WLOO-FM	WIND-AM
8	WFYR-FM	WVON-AM	WBMX-FM	WVON-AM	WCLR-FM	WBMX-FM
9	WLAK-FM	WLAK-FM	WFYR-FM	WCLR-FM	WLAK-FM	WLAK-FM
10	WBMX-FM	WFYR-FM	WCLR-FM	WFYR-FM	WBMX-FM	WFYR-FM

M-F, 3-7pm

1	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM
2	WLOO-FM	WLS -AM	WLOO-FM	WLS -AM	WLS -AM	WLOO-FM
3	WLS -AM	WLOO-FM	WMAQ-AM	WBBM-AM	WLOO-FM	WLS -AM
4	WLAK-FM	WBMX-FM	WLS -AM	WLOO-FM	WLUP-FM	WLUP-FM
5	WBBM-AM	WMAQ-AM	WBMX-FM	WMAQ-AM	WMAQ-AM	WBMX-FM
6	WMAQ-AM	WBBM-AM	WBBM-AM	WLAK-FM	WBBM-AM	WBBM-AM
7	WCLR-FM	WLAK-FM	WLAK-FM	WBMX-FM	WBMX-FM	WLAK-FM
8	WVON-AM	WIND-AM	WCLR-FM	WVON-AM	WLAK-FM	WMAQ-AM
9	WBMX-FM	WKQX-FM	WFYR-FM	WFYR-FM	WVON-AM	WFYR-FM
10	WMET-FM	WFYR-FM	WLUP-FM	WCLR-FM	WEFM-FM	WCLR-FM

Teens
M-S, 6am-Midnight
POP(00): 8690

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLUP-FM
2	WMET-FM	WEFM-FM	WEFM-FM	WVON-AM	WEFM-FM	WLS -AM
3	WVON-AM	WBMX-FM	WBMX-FM	WEFM-FM	WLUP-FM	WEFM-FM
4	WLUP-FM	WMET-FM	WVON-AM	WBMX-FM	WVON-AM	WBMX-FM
5	WBMX-FM	WVON-AM	WMET-FM	WMET-FM	WBMX-FM	WDAI-FM
6	WDAI-FM	WKQX-FM	WKQX-FM	WLUP-FM	WMET-FM	WJPC-AM
7	WEFM-FM	WDAI-FM	WLUP-FM	WKQX-FM	WDAI-FM	WGCI-FM
8	WKQX-FM	WLUP-FM	WFYR-FM	WJPC-AM	WJPC-AM	WVON-AM
9	WGCI-FM	WMAQ-AM	WDAI-FM	WGCI-FM	WGCI-FM	WFYR-FM
10	WGN -AM	WLOO-FM	WJPC-AM	WBBM-FM	WBBM-FM	WMET-FM

M-F, 6-10am

1	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLUP-FM
2	WVON-AM	WBMX-FM	WVON-AM	WVON-AM	WLUP-FM	WLS -AM
3	WMET-FM	WVON-AM	WEFM-FM	WBMX-FM	WEFM-FM	WBMX-FM
4	WLUP-FM	WDAI-FM	WBMX-FM	WEFM-FM	WVON-AM	WDAI-FM
5	WDAI-FM	WEFM-FM	WMET-FM	WMET-FM	WBMX-FM	WEFM-FM
6	WBMX-FM	WMET-FM	WLUP-FM	WGN -AM	WMET-FM	WJPC-AM
7	WEFM-FM	WKQX-FM	WKQX-FM	WLUP-FM	WJPC-AM	WFYR-FM
8	WGN -AM	WMAQ-AM	WFYR-FM	WGCI-FM	WDAI-FM	WGCI-FM
9	WKQX-FM	WLUP-FM	WBBM-FM	WJPC-AM	WGN -AM	WOJO-FM
10	WGCI-FM	WBBM-FM	WDAI-FM	WKQX-FM	WIND-AM	WVON-AM

M-F, 3-7pm

1	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLUP-FM
2	WMET-FM	WEFM-FM	WEFM-FM	WVON-AM	WEFM-FM	WLS -AM
3	WVON-AM	WBMX-FM	WBMX-FM	WEFM-FM	WVON-AM	WEFM-FM
4	WLUP-FM	WMET-FM	WVON-AM	WMET-FM	WLUP-FM	WBMX-FM
5	WDAI-FM	WVON-AM	WMET-FM	WBMX-FM	WBMX-FM	WJPC-AM
6	WBMX-FM	WKQX-FM	WLUP-FM	WKQX-FM	WMET-FM	WGCI-FM
7	WEFM-FM	WDAI-FM	WKQX-FM	WLUP-FM	WDAI-FM	WVON-AM
8	WKQX-FM	WMAQ-AM	WJPC-AM	WBBM-FM	WJPC-AM	WDAI-FM
9	WFYR-FM	WLUP-FM	WFYR-FM	WJPC-AM	WGCI-FM	WGN -AM
10	WGCI-FM	WLAK-FM	WBBM-FM	WGCI-FM	WBBM-FM	WFYR-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 22019

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WLS -AM	WLS -AM	WBMX-FM	WLS -AM	WLUP-FM	WLUP-FM
2	WBMX-FM	WBMX-FM	WLS -AM	WBMX-FM	WLS -AM	WBMX-FM
3	WFYR-FM	WFYR-FM	WFYR-FM	WFYR-FM	WBMX-FM	WLS -AM
4	WCLR-FM	WIND-AM	WLUP-FM	WLUP-FM	WFYR-FM	WFYR-FM
5	WLUP-FM	WGN -AM	WCLR-FM	WMAQ-AM	WCLR-FM	WKQX-FM
6	WIND-AM	WKQX-FM	WMAQ-AM	WXRT-FM	WBBM-FM	WGN -AM
7	WVON-AM	WCLR-FM	WXRT-FM	WCLR-FM	WXRT-FM	WDAI-FM
8	WGN -AM	WXRT-FM	WKQX-FM	WKQX-FM	WDAI-FM	WGCI-FM
9	WDAI-FM	WMAQ-AM	WBBM-FM	WBBM-FM	WGCI-FM	WXRT-FM
10	WKQX-FM	WBBM-FM	WGCI-FM	WGN -AM	WGN -AM	WCLR-FM

M-F, 6-10am

1	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLUP-FM
2	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WLUP-FM	WLS -AM
3	WIND-AM	WBMX-FM	WBMX-FM	WMAQ-AM	WGN -AM	WFYR-FM
4	WFYR-FM	WFYR-FM	WFYR-FM	WFYR-FM	WFYR-FM	WBMX-FM
5	WVON-AM	WIND-AM	WMAQ-AM	WBMX-FM	WCLR-FM	WXRT-FM
6	WBMX-FM	WCLR-FM	WCLR-FM	WCLR-FM	WBMX-FM	WGN -AM
7	WCLR-FM	WBBM-AM	WLUP-FM	WLUP-FM	WMAQ-AM	WBBM-AM
8	WDAI-FM	WMAQ-AM	WDAI-FM	WBBM-FM	WIND-AM	WMAQ-AM
9	WBBM-AM	WBBM-FM	WIND-AM	WKQX-FM	WBBM-AM	WCLR-FM
10	WLUP-FM	WVON-AM	WBBM-FM	WBBM-AM	WBBM-FM	WKQX-FM

M-F, 3-7pm

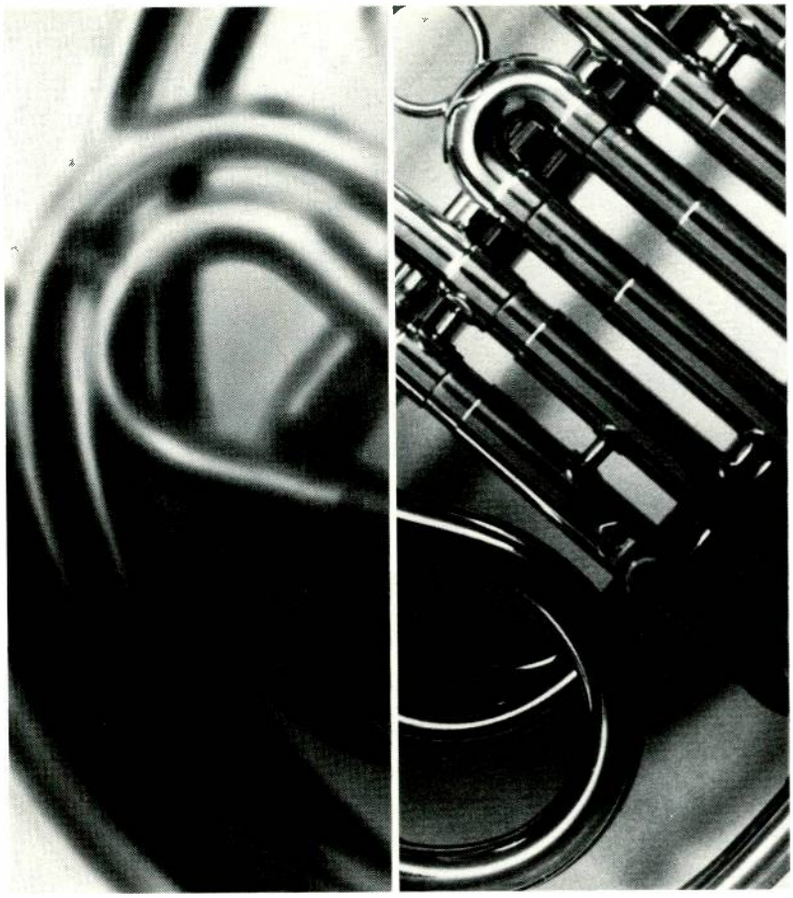
1	WLS -AM	WLS -AM	WBMX-FM	WLS -AM	WLUP-FM	WLUP-FM
2	WBMX-FM	WBMX-FM	WLS -AM	WBMX-FM	WLS -AM	WLS -AM
3	WLUP-FM	WFYR-FM	WFYR-FM	WFYR-FM	WBMX-FM	WBMX-FM
4	WCLR-FM	WKQX-FM	WLUP-FM	WLUP-FM	WFYR-FM	WFYR-FM
5	WFYR-FM	WIND-AM	WCLR-FM	WXRT-FM	WBBM-FM	WXRT-FM
6	WDAI-FM	WCLR-FM	WKQX-FM	WCLR-FM	WXRT-FM	WDAI-FM
7	WVON-AM	WXRT-FM	WMAQ-AM	WMAQ-AM	WMAQ-AM	WKQX-FM
8	WGN -AM	WGN -AM	WXRT-FM	WBBM-FM	WXRT-FM	WLOO-FM
9	WKQX-FM	WGCI-FM	WBBM-FM	WCLR-FM	WDAI-FM	WGCI-FM
10	WLAK-FM	WEFM-FM	WGCI-FM	WVON-AM	WEFM-FM	WBBM-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 25289

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM
2	WLS -AM	WLS -AM	WMAQ-AM	WMAQ-AM	WLS -AM	WLS -AM
3	WLOO-FM	WBMX-FM	WLOO-FM	WLOO-FM	WLOO-FM	WLOO-FM
4	WCLR-FM	WMAQ-AM	WLS -AM	WLS -AM	WCLR-FM	WBMX-FM
5	WLAK-FM	WLOO-FM	WCLR-FM	WBBM-AM	WMAQ-AM	WLOO-FM
6	WBBM-AM	WIND-AM	WBBM-AM	WCLR-FM	WBBM-AM	WMAQ-AM
7	WVON-AM	WBBM-AM	WBMX-FM	WBMX-FM	WBMX-FM	WCLR-FM
8	WIND-AM	WFYR-FM	WFYR-FM	WFYR-FM	WLAK-FM	WFYR-FM
9	WMAQ-AM	WJJD-AM	WLAK-FM	WLAK-FM	WFYR-FM	WLAK-FM
10	WBMX-FM	WLAK-FM	WJJD-AM	WIND-AM	WIND-AM	WLUP-FM

M-F, 6-10am

1	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM
2	WLS -AM	WBBM-AM	WLS -AM	WMAQ-AM	WLS -AM	WLS -AM
3	WBBM-AM	WLS -AM	WMAQ-AM	WLS -AM	WBBM-AM	WBBM-AM
4	WIND-AM	WIND-AM	WBBM-AM	WBBM-AM	WMAQ-AM	WMAQ-AM
5	WLOO-FM	WBMX-FM	WLOO-FM	WLOO-FM	WLOO-FM	WBMX-FM
6	WVON-AM	WMAQ-AM	WIND-AM	WFYR-FM	WCLR-FM	WLOO-FM
7	WMAQ-AM	WLOO-FM	WCLR-FM	WCLR-FM	WLAK-FM	WFYR-FM
8	WCLR-FM	WFYR-FM	WBMX-FM	WBMX-FM	WFYR-FM	WLUP-FM
9	WFYR-FM	WJJD-AM	WFYR-FM	WIND-AM	WIND-AM	WIND-AM
10	WBMX-FM	WVON-AM	WCFL-AM	WVON-AM	WBMX-FM	WCLR-FM



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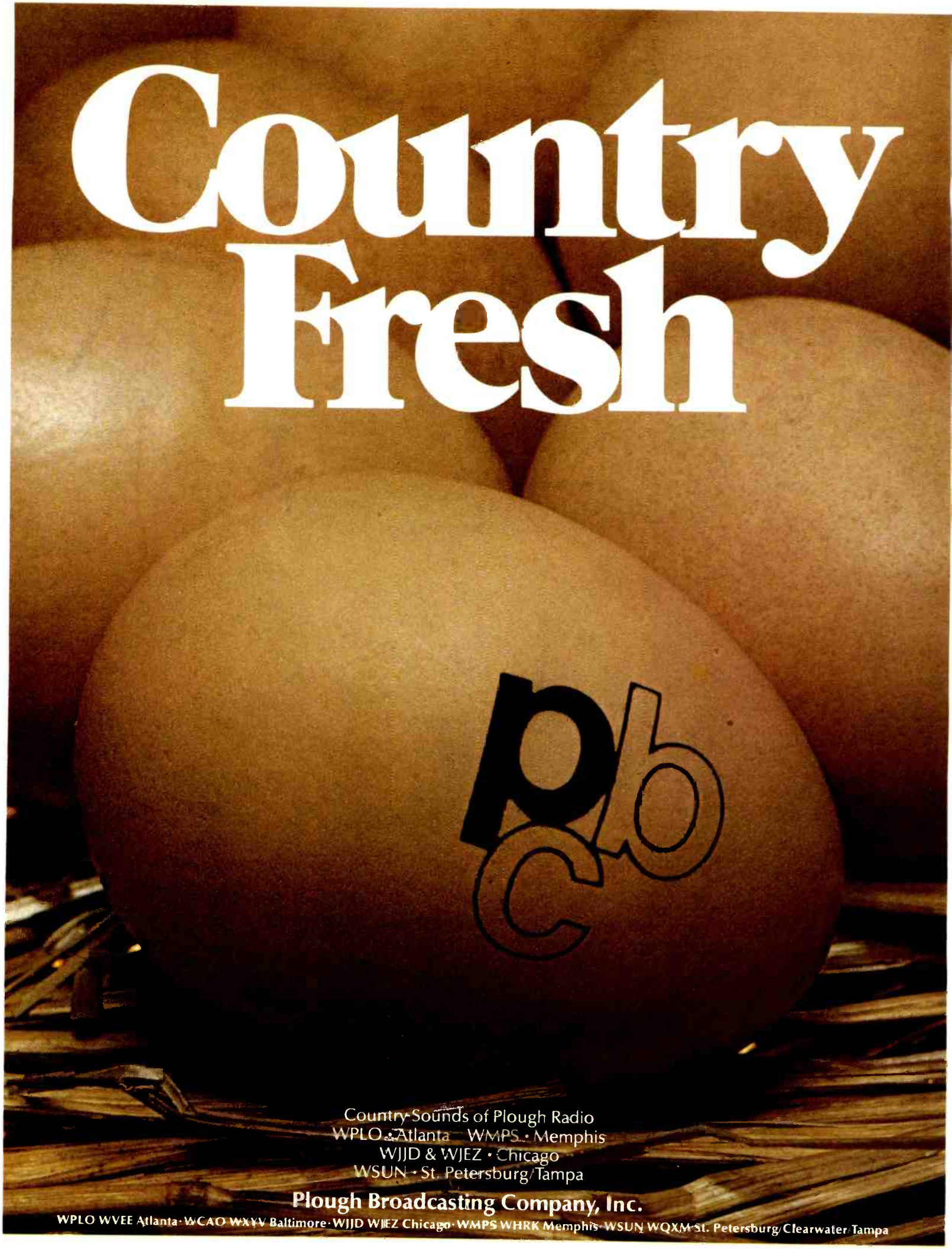
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Chicago

Continued

M-F, 3-7pm

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WGN -AM	WGN -AM	WMAQ-AM	WGN -AM	WLOO-FM	WGN -AM
2	WLS -AM	WLS -AM	WGN -AM	WMAQ-AM	WGN -AM	WLS -AM
3	WLOO-FM	WLOO-FM	WLOO-FM	WLS -AM	WLS -AM	WLOO-FM
4	WLAK-FM	WBMX-FM	WLS -AM	WLOO-FM	WBMX-FM	WMAQ-AM
5	WCLR-FM	WMAQ-AM	WCLR-FM	WBBM-AM	WMAQ-AM	WBMX-FM
6	WBBM-AM	WIND-AM	WFYR-FM	WCLR-FM	WLAK-FM	WFYR-FM
7	WMAQ-AM	WBBM-AM	WBMX-FM	WFYR-FM	WFYR-FM	WCLR-FM
8	WVON-AM	WFYR-FM	WLAK-FM	WBMX-FM	WFYR-FM	WLUP-FM
9	WIND-AM	WJJD-AM	WBBM-FM	WLAK-FM	WBBM-AM	WBBM-AM
10	WFYR-FM	WLAK-FM	WJJD-AM	WVON-AM	WJEZ-FM	WLAK-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 62282

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WGN -AM 18228	WLS -AM 17060	WLS -AM 14327	WGN -AM 15706	WGN -AM 15160	WGN -AM 16286
2	WLS -AM 16597	WGN -AM 16127	WGN -AM 14185	WLS -AM 14494	WLS -AM 15740	WLS -AM 13648
3	WBBM-AM 11606	WBBM-AM 12516	WBBM-AM 13320	WBBM-AM 12474	WBBM-AM 12064	WBBM-AM 10250
4	WMAQ-AM 10648	WMAQ-AM 11939	WMAQ-AM 9321	WMAQ-AM 10559	WMAQ-AM 9881	WMAQ-AM 8863
5	WIND-AM 9566	WIND-AM 9411	WLOO-FM 7903	WIND-AM 7344	WLOO-FM 8072	WLUP-FM 8856
6	WLOO-FM 8470	WLOO-FM 7790	WFYR-FM 6620	WLOO-FM 6643	WLUP-FM 7059	WLOO-FM 7871
7	WMET-FM 7909	WMET-FM 6274	WLAK-FM 6278	WLAK-FM 6107	WIND-AM 6638	WBMX-FM 6672
8	WLAK-FM 6726	WBMX-FM 6228	WIND-AM 6138	WFYR-FM 6065	WLAK-FM 6362	WLAK-FM 6515
9	WVON-AM 6475	WEFM-FM 5484	WBMX-FM 5606	WBMX-FM 5929	WBMX-FM 6231	WIND-AM 5836
0	WFYR-FM 5789	WFYR-FM 5447	WEFM-FM 5756	WMET-FM 5389	WEFM-FM 5651	WKQX-FM 5582

I-F, 6-10am

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM
2	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
3	WBBM-AM	WBBM-AM	WBBM-AM	WBBM-AM	WBBM-AM	WBBM-AM
4	WIND-AM	WMAQ-AM	WMAQ-AM	WMAQ-AM	WMAQ-AM	WLUP-FM
5	WMAQ-AM	WIND-AM	WLOO-FM	WIND-AM	WLUP-FM	WLOO-FM
6	WVON-AM	WBMX-FM	WFYR-FM	WBMX-FM	WIND-AM	WMAQ-AM
7	WLOO-FM	WLOO-FM	WIND-AM	WLOO-FM	WLOO-FM	WBMX-FM
8	WMET-FM	WVON-AM	WVON-AM	WVON-AM	WBMX-FM	WIND-AM
9	WBMX-FM	WFYR-FM	WBMX-FM	WFYR-FM	WEFM-FM	WLAK-FM
0	WFYR-FM	WLAK-FM	WLAK-FM	WEFM-FM	WVON-AM	WEFM-FM

I-F, 3-7pm

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WGN -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WGN -AM
2	WLS -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WLS -AM
3	WBBM-AM	WBBM-AM	WBBM-AM	WBBM-AM	WBBM-AM	WLUP-FM
4	WMAQ-AM	WMAQ-AM	WMAQ-AM	WMAQ-AM	WLUP-FM	WLOO-FM
5	WLOO-FM	WLOO-FM	WLOO-FM	WLOO-FM	WMAQ-AM	WMAQ-AM
6	WMET-FM	WIND-AM	WFYR-FM	WBMX-FM	WLOO-FM	WBBM-AM
7	WLAK-FM	WBMX-FM	WBMX-FM	WLAK-FM	WEFM-FM	WBMX-FM
8	WIND-AM	WMET-FM	WLAK-FM	WEFM-FM	WBMX-FM	WLAK-FM
9	WVON-AM	WEFM-FM	WEFM-FM	WFYR-FM	WLAK-FM	WFYR-FM
0	WDAI-FM	WFYR-FM	WLUP-FM	WMET-FM	WVON-AM	WEFM-FM

Teens

I-S, 6am-Midnight

POP(00): 8690

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
2	WMET-FM	WMET-FM	WEFM-FM	WEFM-FM	WEFM-FM	WLUP-FM
3	WDAI-FM	WEFM-FM	WMET-FM	WMET-FM	WLUP-FM	WEFM-FM
4	WEFM-FM	WBMX-FM	WKQX-FM	WLUP-FM	WMET-FM	WBMX-FM
5	WLUP-FM	WDAI-FM	WVON-AM	WBMX-FM	WBMX-FM	WVON-AM
6	WKQX-FM	WVON-AM	WLUP-FM	WVON-AM	WVON-AM	WMET-FM
7	WVON-AM	WLUP-FM	WBMX-FM	WKQX-FM	WDAI-FM	WGCI-FM
8	WIND-AM	WKQX-FM	WDAI-FM	WBBM-FM	WBBM-FM	WDAI-FM
9	WBMX-FM	WIND-AM	WBBM-FM	WGCI-FM	WJPC-AM	WBBM-FM
0	WGN -AM	WMAQ-AM	WMAQ-AM	WDAI-FM	WGCI-FM	WJPC-AM

I-F, 6-10am

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLUP-FM
2	WMET-FM	WEFM-FM	WEFM-FM	WEFM-FM	WEFM-FM	WLS -AM
3	WVON-AM	WMET-FM	WVON-AM	WMET-FM	WLUP-FM	WEFM-FM
4	WDAI-FM	WBMX-FM	WMET-FM	WVON-AM	WMET-FM	WBMX-FM
5	WEFM-FM	WVON-AM	WLUP-FM	WBMX-FM	WVON-AM	WVON-AM
6	WLUP-FM	WDAI-FM	WKQX-FM	WLUP-FM	WBMX-FM	WJPC-AM
7	WGN -AM	WKQX-FM	WBMX-FM	WGN -AM	WDAI-FM	WDAI-FM
8	WBMX-FM	WLUP-FM	WDAI-FM	WGCI-FM	WJPC-AM	WKQX-FM
9	WKQX-FM	WIND-AM	WGN -AM	WDAI-FM	WGN -AM	WGN -AM
0	WGCI-FM	WBBM-FM	WFYR-FM	WKQX-FM	WGCI-FM	WGCI-FM

I-F, 3-7pm

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
2	WMET-FM	WEFM-FM	WEFM-FM	WEFM-FM	WEFM-FM	WLUP-FM
3	WDAI-FM	WMET-FM	WMET-FM	WMET-FM	WLUP-FM	WEFM-FM
4	WEFM-FM	WBMX-FM	WVON-AM	WVON-AM	WMET-FM	WBMX-FM
5	WVON-AM	WDAI-FM	WKQX-FM	WLUP-FM	WVON-AM	WDAI-FM
6	WLUP-FM	WKQX-FM	WLUP-FM	WBMX-FM	WBMX-FM	WGCI-FM
7	WKQX-FM	WVON-AM	WBMX-FM	WKQX-FM	WBBM-FM	WVON-AM
8	WBMX-FM	WLUP-FM	WDAI-FM	WBBM-FM	WDAI-FM	WMET-FM
9	WIND-AM	WIND-AM	WBBM-FM	WGCI-FM	WJPC-AM	WMAQ-AM
0	WGCI-FM	WMAQ-AM	WMAQ-AM	WDAI-FM	WGCI-FM	WJPC-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 22019

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
2	WIND-AM	WIND-AM	WFYR-FM	WFYR-FM	WLUP-FM	WLUP-FM
3	WFYR-FM	WFYR-FM	WBBM-FM	WBMX-FM	WFYR-FM	WFYR-FM
4	WGN -AM	WGN -AM	WLUP-FM	WLUP-FM	WBBM-FM	WBMX-FM
5	WMET-FM	WMAQ-AM	WBMX-FM	WMAQ-AM	WBMX-FM	WGN -AM
6	WBMX-FM	WBMX-FM	WKQX-FM	WXRT-FM	WGN -AM	WKQX-FM
7	WDAI-FM	WDAI-FM	WBBM-AM	WKQX-FM	WMAQ-AM	WBBM-FM
8	WMAQ-AM	WBBM-FM	WMAQ-AM	WBBM-FM	WDAI-FM	WDAI-FM
9	WBBM-FM	WMET-FM	WCLR-FM	WCLR-FM	WKQX-FM	WEFM-FM
10	WCLR-FM	WKQX-FM	WDAI-FM	WGN -AM	WCLR-FM	WMAQ-AM

M-F, 6-10am

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
2	WIND-AM	WIND-AM	WFYR-FM	WFYR-FM	WLUP-FM	WLUP-FM
3	WFYR-FM	WFYR-FM	WLUP-FM	WMAQ-AM	WFYR-FM	WFYR-FM
4	WGN -AM	WGN -AM	WBMX-FM	WGN -AM	WGN -AM	WBMX-FM
5	WBMX-FM	WBMX-FM	WGN -AM	WBMX-FM	WBBM-FM	WGN -AM
6	WVON-AM	WBBM-FM	WMAQ-AM	WLUP-FM	WBMX-FM	WKQX-FM
7	WBBM-AM	WBBM-AM	WBBM-FM	WBBM-FM	WXRT-FM	WBBM-FM
8	WMAQ-AM	WMAQ-AM	WKQX-FM	WCLR-FM	WCLR-FM	WEFM-FM
9	WMET-FM	WVON-AM	WBBM-AM	WKQX-FM	WBBM-AM	WCLR-FM
10	WDAI-FM	WCLR-FM	WCLR-FM	WBBM-AM	WDAI-FM	WMAQ-AM

M-F, 3-7pm

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
2	WIND-AM	WFYR-FM	WFYR-FM	WFYR-FM	WLUP-FM	WLUP-FM
3	WFYR-FM	WLUP-FM	WBMX-FM	WFYR-FM	WFYR-FM	WFYR-FM
4	WDAI-FM	WBMX-FM	WBMX-FM	WMAQ-AM	WBMX-FM	WBMX-FM
5	WMAQ-AM	WKQX-FM	WKQX-FM	WLUP-FM	WBBM-FM	WGN -AM
6	WGN -AM	WGN -AM	WBBM-FM	WXRT-FM	WMAQ-AM	WBBM-FM
7	WMET-FM	WDAI-FM	WMAQ-AM	WKQX-FM	WCLR-FM	WKQX-FM
8	WKQX-FM	WBBM-FM	WCLR-FM	WGCI-FM	WEFM-FM	WDAI-FM
9	WBMX-FM	WMET-FM	WXRT-FM	WBBM-FM	WDAI-FM	WCLR-FM
10	WLUP-FM	WMAQ-AM	WGCI-FM	WCLR-FM	WGN -AM	WEFM-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 25289

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WGN -AM
2	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WLS -AM
3	WMAQ-AM	WMAQ-AM	WBBM-AM	WMAQ-AM	WMAQ-AM	WMAQ-AM
4	WIND-AM	WBBM-AM	WMAQ-AM	WBBM-AM	WBBM-AM	WBBM-AM
5	WBBM-AM	WIND-AM	WFYR-FM	WFYR-FM	WLOO-FM	WBMX-FM
6	WLOO-FM	WFYR-FM	WLOO-FM	WCLR-FM	WCLR-FM	WLOO-FM
7	WLAK-FM	WLOO-FM	WCLR-FM	WIND-AM	WBMX-FM	WFYR-FM
8	WCLR-FM	WBMX-FM	WIND-AM	WLOO-FM	WFYR-FM	WKQX-FM
9	WFYR-FM	WCLR-FM	WBMX-FM	WLAK-FM	WLAK-FM	WLAK-FM
10	WVON-AM	WLAK-FM	WLAK-FM	WBMX-FM	WBBM-FM	WCLR-FM

M-F, 6-10am

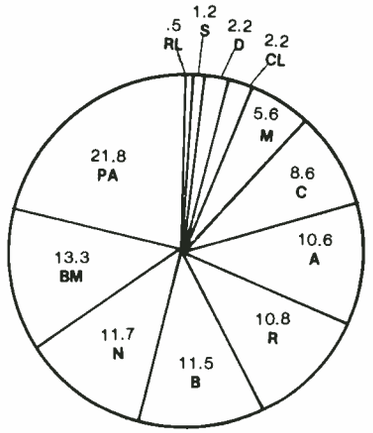
	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM
2	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
3	WBBM-AM	WBBM-AM	WBBM-AM	WMAQ-AM	WBBM-AM	WBBM-AM
4	WIND-AM	WIND-AM	WMAQ-AM	WBBM-AM	WMAQ-AM	WMAQ-AM
5	WMAQ-AM	WMAQ-AM	WFYR-FM	WFYR-FM	WLOO-FM	WBMX-FM
6	WLOO-FM	WBMX-FM	WLOO-FM	WIND-AM	WCLR-FM	WLOO-FM
7	WVON-AM	WLOO-FM	WCLR-FM	WBMX-FM	WFYR-FM	WFYR-FM
8	WFYR-FM	WFYR-FM	WIND-AM	WCLR-FM	WIND-AM	WLUP-FM
9	WCLR-FM	WVON-AM	WBMX-FM	WLOO-FM	WBMX-FM	WLAK-FM
10	WBMX-FM	WCLR-FM	WVON-AM	WCFL-AM	WLAK-FM	WCLR-FM

M-F, 3-7pm

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
2	WGN -AM	WGN -AM	WMAQ-AM	WMAQ-AM	WGN -AM	WGN -AM
3	WMAQ-AM	WMAQ-AM	WGN -AM	WGN -AM	WMAQ-AM	WMAQ-AM
4	WLOO-FM	WIND-AM	WFYR-FM	WBBM-AM	WLOO-FM	WLOO-FM
5	WBBM-AM	WLOO-FM	WLOO-FM	WFYR-FM	WBBM-AM	WFYR-FM
6	WIND-AM	WBBM-AM	WBMX-FM	WCLR-FM	WCLR-FM	WBMX-FM
7	WLAK-FM	WBMX-FM	WCLR-FM	WLOO-FM	WLAK-FM	WCLR-FM
8	WCLR-FM	WFYR-FM	WBBM-AM	WBMX-FM	WBMX-FM	WBBM-AM
9	WFYR-FM	WBBM-FM	WLAK-FM	WLAK-FM	WFYR-FM	WLUP-FM
10	WVON-AM	WCLR-FM	WBBM-FM	WIND-AM	WBBM-FM	WBBM-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Cincinnati

METRO RANK **26**

A/M '79 Market Overview

WLW continued to rank #1 in this market for the umpteenth sweep, thanks in part to the listening to Reds baseball (station always has better Spring books). P/A WLW skews 25+ and shows in this book that the traditional pattern of a much larger male audience in the Spring still holds true (due to baseball). Outside promos relied mainly on heavy TV exposure and many tie-ins to the Reds.

Among the younger skewing stations, **WKRQ, Taft**'s rocker, remained atop the pack. The exit of PD **Jim Fox** (to Houston, now returned to the station) did not hurt the station, which relied on its consistency to keep the audience loyal. Also, **WSAI**, long a format competitor, switched to Country, thus leaving some Top 40 listeners without another station to turn to. WKRQ's outside exposure relied on TV, while the station conducted no special contests or promotions during the sweep.

On the AOR side, it appears as though **WSAI-FM** wooed away some **WEBN** audience. **WSAI-FM**'s PD, the now departed (for Dallas) **Tom Owens**, programmed the station aggressively and perhaps with more of an all-rock focus than the effort at WEBN, which relied on more of an eclectic musical blend. WSAI-FM also is actively involved in "street" promotions to keep visibility high among the target audience. To counter the WEBN decline, the station has now become a **Burkhart-Abrams** Superstars client, so the Fall book may tell the tale here.

Good news for the leading Country station in Cincinnati, as **WUBE-FM** rebounded from a poor Fall book back to its usual 5 share of the market. WUBE-FM's biggest gains came among women, especially in the midday and afternoon drive dayparts.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 11126

	A/M '78		O/N '78		A/M '79	
1	WLW -AM	16.7	WKRQ-FM	12.0	WLW -AM (PA)	10.6
2	WCKY-AM	11.5	WCKY-AM	11.5	WKRQ-FM (R)	12.1
3	WKRQ-FM	10.7	WLW -AM	11.3	WCKY-AM (PA)	10.8
4	WKRC-AM	9.0	WKRC-AM	9.4	WKRC-AM (PA)	8.4
5	WSAI-AF	8.8	WWEZ-FM	9.1	WWEZ-FM (BM)	7.1
6	WEBN-FM	8.2	WEBN-FM	7.3	WSAI-FM (A)	6.0
7	WUBE-AF	6.6	WSAI-FM	5.0	WUBE-FM (C)	5.1
8	WCIN-AM	5.4	WCIN-AM	4.2	WLQA-FM (BM)	5.0
9	WWEZ-FM	5.3	WLQA-FM	4.2	WEBN-FM (A)	4.3
10	WLQA-FM	4.1	WUBE-FM	3.?	WSAI-AM (C)	3.1
11	WLWS-FM	1.6	WSAI AM	3.0	WLWS-FM (PA)	3.1
12	WLVV-FM	0.9	WUBE-AM	2.5	WCIN-AM (B)	2.7
13	WLYK-FM	0.7	WLVV-FM	1.6	WOKV-FM (D)	2.6
14	WNOP-AM	0.6	WLWS-FM	1.6	WUBE-AM (C)	1.9
15	WSCH-FM	0.6	WNOP-AM	1.4	WLVV-FM (PA)	1.3
16	WONE-AM	0.6	WOKV-FM	1.3	WNOP AM (J)	1.0
17	WDAO-FM	0.6	WONE-AM	1.0	WHTD FM (PA)	0.5
18	WPFB-AM	0.4	WSCH-FM	0.9	WZIP AM (RL)	0.5
19			WZIP-AM	0.7	WONE-AM (C)	0.5
20			WING-AM	0.7	WLYK-FM (M)	0.4
21			WLYK-FM	0.7	WHKK-FM (M)	0.4
22			WVUB-FM	0.5	WPBF-FM (M)	0.3
23			WMOH-AM	0.4		
24			WPFB-AM	0.4		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 11126

	A/M '78		O/N '78		A/M '79	
1	WLW -AM	301	WKRQ-FM	194	WLW -AM	271
2	WCKY-AM	207	WCKY-AM	185	WKRQ-FM	210
3	WKRQ-FM	193	WLW -AM	182	WCKY-AM	187
4	WKRC-AM	162	WKRC-AM	152	WKRC-AM	145
5	WSAI-AF	159	WWEZ-FM	146	WWEZ-FM	123
6	WEBN-FM	148	WEBN-FM	118	WSAI-FM	105
7	WUBE-AF	119	WSAI-FM	80	WUBE-FM	88
8	WCIN-AM	97	WCIN-AM	67	WLQA-FM	87
9	WWEZ-FM	95	WLQA-FM	67	WEBN-FM	74
10	WLQA-FM	74	WUBE-FM	52	WSAI-AM	54

M-F, 6-10am

1	WLW -AM	WLW -AM	WCKY-AM
2	WCKY-AM	WCKY-AM	WLW -AM
3	WKRC-AM	WKRC-AM	WKRQ-FM
4	WKRQ-FM	WKRQ-FM	WKRC-AM
5	WSAI-AF	WEBN-FM	WUBE-FM
6	WUBE-AF	WLQA-FM	WWEZ-FM
7	WEBN-FM	WWEZ-FM	WLQA-FM
8	WCIN-AM	WCIN-AM	WSAI-FM
9	WLQA-FM	WSAI-FM	WEBN-FM
10	WWEZ-FM	WSAI-AM	WSAI-AM

M-F, 3-7pm

1	WLW -AM	WKRQ-FM	WLW -AM
2	WKRQ-FM	WCKY-AM	WKRQ-FM
3	WCKY-AM	WLW -AM	WCKY-AM
4	WSAI-AF	WWEZ-FM	WKRC-AM
5	WEBN-FM	WKRC-AM	WWEZ-FM
6	WKRC-AM	WEBN-FM	WSAI-FM
7	WUBE-AF	WSAI-FM	WLQA-FM
8	WCIN-AM	WCIN-AM	WUBE-FM
9	WWEZ-FM	WUBE-FM	WEBN-FM
10	WLQA-FM	WLQA-FM	WLWS-FM

Teens

M-S, 6am-Midnight

POP(00): 1538

	A/M '78	O/N '78	A/M '79
1	WKRQ-FM	WKRQ-FM	WKRQ-FM
2	WSAI-AF	WEBN-FM	WSAI-FM
3	WCIN-AM	WSAI-FM	WOKV-FM
4	WEBN-FM	WCIN-AM	WCIN-AM
5	WLW -AM	WOKV-FM	WLW -AM
6	WDAO-FM	WLW -AM	WEBN-FM
7	WLWS-FM	WKRC-AM	WSAI-AM
8	WUBE-AF	WSAI-AM	WKRC-AM
9	WCKY-AM	WMOH-AM	WPBF-FM
10	WWEZ-FM	WUBE-FM	WLQA-FM

M-F, 6-10am

1	WKRQ-FM	WKRQ-FM	WKRQ-FM
2	WCIN-AM	WEBN-FM	WSAI-FM
3	WSAI-AF	WKRC-AM	WCIN-AM
4	WEBN-FM	WCIN-AM	WOKV-FM
5	WLW -AM	WSAI-FM	WSAI-AM
6	WCKY-AM	WLW -AM	WKRC-AM
7	WKRC-AM	WOKV-FM	WLW -AM
8	WLWS-FM	WSAI-AM	WEBN-FM
9	WDAO-FM	WCKY-AM	WCKY-AM
10	WUBE-AF	WMOH-AM	WUBE-FM

M-F, 3-7pm

1	WKRQ-FM	WKRQ-FM	WKRQ-FM
2	WSAI-AF	WEBN-FM	WSAI-FM
3	WCIN-AM	WCIN-AM	WOKV-FM
4	WEBN-FM	WSAI-FM	WEBN-FM
5	WDAO-FM	WOKV-FM	WCIN-AM
6	WLWS-FM	WLW -AM	WPBF-FM
7	WLW -AM	WSAI-AM	WSAI-AM
8	WCKY-AM	WMOH-AM	WLQA-FM
9	WUBE-AF	WKRC-AM	WKRC-AM
10	WWEZ-FM	WUBE-FM	WHKK-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 3882

	A/M '78	O/N '78	A/M '79
1	WEBN-FM	WEBN-FM	WKRQ-FM
2	WKRQ-FM	WKRQ-FM	WSAI-FM
3	WSAI-AF	WSAI FM	WEBN-FM
4	WLW -AM	WKRC-AM	WLW -AM
5	WKRC-AM	WLW AM	WKRC-AM
6	WCIN-AM	WWEZ-FM	WLWS-FM
7	WUBE-AF	WSAI-AM	WLQA-FM
8	WLQA-FM	WCIN-AM	WUBE-FM
9	WLWS-FM	WLQA-FM	WOKV-FM
10	WWEZ-FM	WLWS-FM	WCIN-AM

M-F, 6-10am

1	WEBN-FM	WEBN-FM	WKRQ-FM
2	WLW AM	WKRQ-FM	WKRC-AM
3	WSAI AF	WKRC AM	WLW -AM
4	WKRQ FM	WSAI FM	WEBN FM
5	WKRC-AM	WLW -AM	WSAI FM
6	WUBE-AF	WLQA FM	WLWS FM
7	WCIN AM	WCIN AM	WLQA FM
8	WLQA FM	WSAI AM	WUBE FM
9	WCKY-AM	WUBE-FM	WOKV FM
10	WLWS FM	WWEZ FM	WCIN AM

M-F, 3-7pm

1	WKRQ-FM	WEBN-FM	WKRQ FM
2	WEBN-FM	WKRQ-FM	WSAI-FM
3	WSAI-AF	WSAI-FM	WEBN FM
4	WLW AM	WKRC-AM	WLWS-FM
5	WKRC-AM	WLW -AM	WLW AM
6	WUBE-AF	WWEZ-FM	WKRC AM
7	WCIN AM	WUBE FM	WLQA-FM
8	WLQA-FM	WLWS-FM	WUBE FM
9	WLWS-FM	WCIN-AM	WOKV-FM
10	WWEZ-FM	WSAI AM	WCIN AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 4404

	A/M '78	O/N '78	A/M '79
1	WLW -AM	WLW -AM	WLW -AM
2	WUBE-AF	WKRC-AM	WKRC-AM
3	WKRQ-FM	WWEZ-FM	WKRQ-FM
4	WKRC-AM	WKRQ-FM	WUBE-FM
5	WSAI-AF	WEBN-FM	WLQA-FM
6	WLQA-FM	WUBE-FM	WWEZ-FM
7	WWEZ-FM	WCKY-AM	WEBN-FM
8	WCKY-AM	WSAI-AM	WLWS-FM
9	WCIN-AM	WLQA-FM	WCKY-AM
10	WEBN-FM	WSAI-FM	WSAI AM

M-F, 6-10am

1	WLW -AM	WLW -AM	WLW -AM
2	WUBE-AF	WKRC-AM	WKRC-AM
3	WKRC-AM	WCKY-AM	WKRQ-FM
4	WKRQ-FM	WKRQ-FM	WUBE-FM
5	WSAI-AF	WLQA-FM	WCKY-AM
6	WCKY-AM	WUBE-FM	WLQA-FM
7	WLQA-FM	WWEZ-FM	WEBN-FM
8	WWEZ-FM	WEBN-FM	WWEZ-FM
9	WCIN-AM	WSAI-AM	WLWS-FM
10	WEBN-FM	WCIN-AM	WSAI-AM

M-F, 3-7pm

1	WLW -AM	WLW -AM	WKRC-AM
2	WUBE-AF	WKRQ-FM	WLW -AM
3	WKRQ-FM	WWEZ-FM	WUBE-FM
4	WKRC-AM	WKRC-AM	WKRQ FM
5	WCKY-AM	WEBN-FM	WWEZ FM
6	WSAI-AF	WCKY-AM	WLQA FM
7	WWEZ-FM	WUBE-FM	WEBN FM
8	WLQA-FM	WLQA-FM	WLWS-FM
9	WEBN-FM	WLWS-FM	WCKY AM
10	WCIN-AM	WSAI-AM	WSAI-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 11126

	A/M '78		O/N '78		A/M '79	
1	WLW -AM	4883	WLW -AM	3694	WLW -AM	4568
2	WSAI-AF	3194	WKRQ-FM	2860	WKRQ-FM	2990
3	WKRQ-FM	2897	WKRC-AM	2751	WKRC-AM	2533
4	WKRC-AM	2365	WCKY-AM	1943	WCKY-AM	1944
5	WCKY-AM	2116	WEBN-FM	1918	WWEZ-FM	1518
6	WEBN-FM	1847	WWEZ-FM	1707	WSAI-FM	1390
7	WUBE-AF	1483	WSAI AM	1428	WEBN-FM	1293
8	WWEZ-FM	1134	WSAI-FM	1302	WSAI-AM	1081
9	WLQA-FM	1054	WCIN-AM	1025	WLQA-FM	1069
10	WCIN-AM	1035	WLQA-FM	943	WOKV-FM	1008

M-F, 6-10am

1	WLW -AM	WLW -AM	WLW -AM
2	WKRQ-FM	WKRC AM	WKRQ-FM
3	WSAI-AF	WKRQ-FM	WKRC-AM
4	WCKY-AM	WCKY-AM	WCKY AM
5	WKRC-AM	WEBN-FM	WSAI-FM
6	WEBN-FM	WCIN-AM	WWEZ-FM
7	WUBE-AF	WWEZ-FM	WEBN-FM
8	WCIN-AM	WSAI FM	WCIN AM
9	WLQA-FM	WSAI AM	WLQA-FM
10	WWEZ-FM	WUBE FM	WSAI AM

M-F, 3-7pm

1	WLW -AM	WKRQ-FM	WLW -AM
2	WKRQ-FM	WLW -AM	WKRQ FM
3	WSAI-AF	WKRC-AM	WCKY-AM
4	WCKY-AM	WCKY-AM	WKRC AM
5	WEBN-FM	WEBN-FM	WWEZ-FM
6	WKRC-AM	WWEZ-FM	WSAI-AM
7	WUBE-AF	WSAI FM	WEBN-FM
8	WCIN-AM	WSAI-AM	WLQA FM
9	WWEZ-FM	WCIN AM	WUBE FM
10	WLQA-FM	WUBE FM	WOKV FM

Teens

M-S, 6am-Midnight

POP(00): 1538

	A/M '78	O/N '78	A/M '79
1	WKRQ FM	WKRQ-FM	WKRQ FM
2	WSAI-AF	WEBN FM	WLW -AM
3	WEBN-FM	WSAI FM	WOKV-FM
4	WLW -AM	WLW AM	WSAI FM
5	WCIN-AM	WCIN AM	WEBN FM
6	WKRC AM	WKRC AM	WKRC-AM
7	WUBE-AF	WSAI AM	WSAI-AM
8	WCKY-AM	WOKV-FM	WCIN-AM
9	WDAO FM	WMOH AM	WUBE-FM
10	WLQA-FM	WLWS FM	WCKY AM

M-F, 6-10am

1	WKRQ-FM	WKRQ-FM	WKRQ FM
2	WSAI-AF	WKRC-AM	WSAI FM
3	WEBN-FM	WEBN-FM	WOKV FM
4	WCIN-AM	WLW -AM	WCIN-AM
5	WLW -AM	WCIN-AM	WKRC AM
6	WCKY-AM	WSAI-FM	WLW AM
7	WKRC-AM	WOKV FM	WSAI-AM
8	WUBE-AF	WSAI-AM	WWEZ-FM
9	WLWS-FM	WCKY-AM	WCKY-AM
10	WDAO-FM	WMOH-AM	WEBN-FM

M-F, 3-7pm

1	WKRQ-FM	WKRQ-FM	WKRQ-FM
2	WSAI-AF	WEBN-FM	WSAI-FM
3	WEBN-FM	WSAI-FM	WOKV FM
4	WCIN-AM	WCIN-AM	WEBN-FM
5	WLW -AM	WCIN-AM	WCIN-AM
6	WDAO-FM	WLW -AM	WKRC-AM
7	WCKY-AM	WSAI-AM	WSAI-AM
8	WLWS-FM	WMOH-AM	WLW -AM
9	WWEZ-FM	WKRC-AM	WPBF-FM
10	WKRC-AM	WING-AM	WWEZ-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 3882

	A/M '78	O/N '78	A/M '79
1	WSAI-AF	WEBN-FM	WKRQ FM
2	WLW -AM	WKRQ-FM	WLW -AM
3	WKRQ-FM	WLW -AM	WEBN-FM
4	WEBN-FM	WKRC-AM	WKRC-AM
5	WKRC-AM	WSAI-FM	WSAI-FM
6	WUBE-AF	WSAI-AM	WOKV-FM
7	WCIN-AM	WCIN-AM	WLWS-FM
8	WLQA-FM	WLWS-FM	WCIN-AM
9	WWEZ-FM	WLQA-FM	WLQA-FM
10	WCKY-AM	WWEZ-FM	WSAI AM

M-F, 6-10am

1	WSAI-AF	WEBN-FM	WKRQ-FM
2	WKRQ-FM	WKRQ-FM	WKRC-AM
3	WEBN-FM	WLW -AM	WLW -AM
4	WLW -AM	WKRC-AM	WEBN-FM
5	WKRC-AM	WSAI-FM	WSAI-FM
6	WUBE-AF	WSAI-AM	WLWS-FM
7	WCIN-AM	WCIN-AM	WCIN-AM
8	WLQA-FM	WLWS-FM	WLQA-FM
9	WWEZ-FM	WWEZ-FM	WOKV-FM
10	WLWS-FM	WLQA-FM	WUBE-FM

(Please turn to page 76)

Cleveland

METRO RANK 16

A/M '79 Market Overview

Cleveland has a split personality, radio-wise, and it's exemplified again this book. Older skewing stations such as the Beautiful Music leaders, **WQAL** & **WDOK**, and the P/A heavies **WWWE** and **WGAR** (Cleveland is one of the strongest P/A markets in the nation) score well, but so do such stations as AOR fixture **WMMS** and Top 40 rocker **WGCL.**

WQAL continues to lead the market in overall 12+ share, built on solid 25-49 base. The **Bonneville** format does not really allow for on-air contests, but WQAL does promote outside with a moderate amount of TV advertising. Male numbers up slightly in this book while women declined to generate an overall slip in share. BM competitor WDOK closed the gap somewhat with a rebound from a poor Fall '78 report. The **Combined Communications** station is now #2 overall in the metro, with good gains posted in this sweep among adults 25+ across the major dayparts. WDOK's **Churchill** Beautiful Music format is supplemented by outside advertising on TV. No on-air contests or promotions.

In the P/A realm, both WGAR and WWWE showed increases in the A/M '79 results. 3WE carries Indians baseball, and as a result increased its adult men numbers well, especially in the afternoon drive and evening dayparts. WGAR earned some healthy gains among adults in AM drive, accounting for a significant part of the station's improved showing.

Among the younger-skewing entities, "The Buzzard," WMMS, is still alive and well atop the AOR circuit, but the station dropped to its lowest share since J/F '78. WMMS has been the consistent AOR leader in Cleveland and does not gear promotions or ads especially for the sweeps. WMMS relies instead on high visibility jocks, street promotions, and concerts to keep itself in the forefront of the local music scene. Heavy merchandising of the station's "Buzzard" logo through T-shirts, etc. AOR competitor **WWWM** improves by posting sizeable gains among young adults in midday.

The Top 40 segment of the market saw an increase for WGCL and a decline for its aggressive competitor, **WZZP**. WGCL used its consistent sound to score impressive gains in AM drive (where the station doubled its male audience) and improve well in other dayparts also. The problems for WZZP can be traced to a drastic decline in teens (in every daypart), and a young adult decline in the evenings.

An ethnic success story resides in Cleveland. **WJMO**, the leading Black station there, gained more than a share point and now lays claim to being the highest rated Black station in the top 30 markets. WJMO scored consistent gains throughout the broadcast week, mainly in the younger (12-34) demos. The station maintains high visibility in the ethnic community and used the "cash call" variety of on-air contest during the A/M '79 sweep.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 16040

	A/M '78		O/N '78		J/F '79		A/M '79	
1	WQAL-FM	11.4	WHK -AM	9.2	WQAL-FM	10.6	WQAL-FM (BM)	9.6
2	WDOK-FM	9.3	WQAL-FM	8.6	WMMS-FM	9.2	WDOK-FM (BM)	7.9
3	WMMS-FM	8.8	WDOK-FM	8.5	WERE-AM	7.1	WMMS-FM (A)	7.7
4	WWWE-AM	7.6	WMMS-FM	7.9	WHK -AM	6.8	WHK -AM (C)	7.1
5	WJMO-AM	7.0	WJMO-AM	6.2	WGAR-AM	5.7	WGCL-FM (R)	7.1
6	WHK -AM	6.6	WWWM-FM	5.8	WDOK-FM	5.5	WWWE-AM (PA)	6.2
7	WGAR-AM	6.5	WWWE-AM	5.7	WGCL-FM	5.5	WGAR-AM (PA)	6.2
8	WERE-AM	5.1	WERE-AM	5.6	WJW -AM	5.2	WJMO-AM (B)	5.8
9	WWWM-FM	4.4	WGAR-AM	5.4	WWWE-AM	5.1	WERE-AM (N)	5.5
10	WKSW-FM	4.4	WKSW-FM	4.7	WKSW-FM	5.0	WWWM-FM (A)	5.1
11	WZZP-FM	3.7	WJW -AM	4.4	WJMO-AM	4.6	WKSW-FM (BM)	4.1
12	WGCL-FM	3.4	WGCL-FM	3.8	WWWM-FM	4.1	WJW -AM (PA)	3.8
13	WDMT-FM	2.9	WZZP-FM	2.9	WZZP-FM	3.7	WCLV-FM (CL)	2.9
14	WCLV-FM	2.3	WRBG-AM	2.6	WCLV-FM	3.2	WZZP-FM (R)	2.3
15	WJW -AM	2.2	WDMT-FM	2.1	WRBG-AM	3.2	WRBG-AM (T)	2.3
16	WLYT-FM	1.4	WCLV-FM	1.8	WDMT-FM	2.4	WNIR-FM (A)	1.8
17	WRBG-AM	1.3	CKLW-AM	1.3	WZAK-FM	1.2	WDMT-FM (D)	1.6
18	WABQ-AM	1.1	WZAK-FM	1.3	WSLR-AM	1.1	WSLR-AM (C)	1.3
19	WIRN-FM	1.1	WLYT-FM	1.1	WABQ-AM	1.0	WABQ-AM (B)	1.3
20	CKLW-AM	1.1	WNIR-FM	1.0	WPVL-AM	1.0	WZAK-FM (M)	1.3
21	WZAK-FM	0.8	WSLR-AM	0.9	WIRN-FM	0.9	WLYT-FM (A)	1.0
22	WNIR-FM	0.6	WABQ-AM	0.8	WNIR-FM	0.6	WIRN-FM (BM)	0.8
23	WPVL-AM	0.5	WIRN-FM	0.7	WLYT-FM	0.6	WPVL-AM (PA)	0.8
24			WBLA-FM	0.6	WBLA-FM	0.6	WELW-AM (PA)	0.5
25			WELW-AM	0.5	CKLW-AM	0.4	CKLW-AM (R)	0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 16040

	A/M '78		O/N '78		J/F '79		A/M '79	
1	WQAL-FM	281	WHK -AM	225	WQAL-FM	265	WQAL-FM	230
2	WDOK-FM	229	WQAL-FM	211	WMMS-FM	230	WDOK-FM	188
3	WMMS-FM	217	WDOK-FM	207	WERE-AM	178	WMMS-FM	184
4	WWWE-AM	187	WMMS-FM	194	WHK -AM	170	WHK -AM	172
5	WJMO-AM	173	WJMO-AM	151	WGAR-AM	143	WGCL-FM	170
6	WHK -AM	163	WWWM-FM	142	WDOK-FM	138	WWWE-AM	149
7	WGAR-AM	160	WWWE-AM	140	WGCL-FM	136	WGAR-AM	148
8	WERE-AM	127	WERE-AM	136	WJW -AM	129	WJMO-AM	139
9	WWWM-FM	109	WGAR-AM	132	WWWE-AM	127	WERE-AM	132
10	WKSW-FM	108	WKSW-FM	114	WKSW-FM	124	WWWM-FM	123

M-F, 6-10am

	A/M '78	O/N '78	J/F '79	A/M '79
1	WHK -AM	WHK -AM	WERE-AM	WHK -AM
2	WQAL-FM	WWWE-AM	WHK -AM	WGAR-AM
3	WDOK-FM	WDOK-FM	WQAL-FM	WQAL-FM
4	WGAR-AM	WQAL-FM	WGAR-AM	WERE-AM
5	WERE-AM	WERE-AM	WMMS-FM	WGCL-FM
6	WMMS-FM	WMMS-FM	WWWE-AM	WMMS-FM
7	WWWE-AM	WGAR-AM	WJW -AM	WDOK-FM
8	WJMO-AM	WJMO-AM	WGCL-FM	WJW -AM
9	WGCL-FM	WWWM-FM	WJMO-AM	WJMO-AM
10	WJW -AM	WJW -AM	WDOK-FM	WWWE-AM

M-F, 3-7pm

	A/M '78	O/N '78	J/F '79	A/M '79
1	WQAL-FM	WQAL-FM	WQAL-FM	WQAL-FM
2	WMMS-FM	WDOK-FM	WMMS-FM	WDOK-FM
3	WDOK-FM	WJMO-AM	WERE-AM	WMMS-FM
4	WJMO-AM	WMMS-FM	WGCL-FM	WGCL-FM
5	WGAR-AM	WHK -AM	WHK -AM	WJMO-AM
6	WWWE-AM	WERE-AM	WJMO-AM	WGAR-AM
7	WKSW-FM	WKSW-FM	WGAR-AM	WERE-AM
8	WWWM-FM	WWWM-FM	WDOK-FM	WHK -AM
9	WZZP-FM	WWWE-AM	WJW -AM	WWWM-FM
10	WHK -AM	WJW -AM	WKSW-FM	WWWE-AM

Teens

M-S, 6am-Midnight
POP(00): 2139

	A/M '78	O/N '78	J/F '79	A/M '79
1	WMMS-FM	WWWM-FM	WMMS-FM	WGCL-FM
2	WZZP-FM	WJMO-AM	WZZP-FM	WWWM-FM
3	WJMO-AM	WMMS-FM	WGCL-FM	WJMO-AM
4	WWWM-FM	WZZP-FM	WWWM-FM	WMMS-FM
5	WGCL-FM	WGCL-FM	WJMO-AM	WZZP-FM
6	WGAR-AM	WGAR-AM	WGAR-AM	WLYT-FM
7	WWWE-AM	WLYT-FM	WWWE-AM	WWWE-AM
8	WLYT-FM	CKLW-AM	WLYT-FM	WGAR-AM
9	WQAL-FM	WDOK-FM	CKLW-AM	WDMT-FM
10	WABQ-AM	WHK -AM	WQAL-FM	WHK -AM

M-F, 6-10am

	A/M '78	O/N '78	J/F '79	A/M '79
1	WMMS-FM	WWWM-FM	WGCL-FM	WGCL-FM
2	WJMO-AM	WJMO-AM	WWWM-FM	WJMO-AM
3	WZZP-FM	WMMS-FM	WMMS-FM	WMMS-FM
4	WWWM-FM	WGCL-FM	WZZP-FM	WWWM-FM
5	WGCL-FM	WZZP-FM	WJMO-AM	WZZP-FM
6	WGAR-AM	CKLW-AM	WGAR-AM	WWWE-AM
7	WWWE-AM	WGAR-AM	WLYT-FM	WGAR-AM
8	WQAL-FM	WHK -AM	WWWE-AM	WLYT-FM
9	WDMT-FM	WWWE-AM	CKLW-AM	WHK -AM
10	WERE-AM	WLYT-FM	WPVL-AM	WABQ-AM

M-F, 3-7pm

	A/M '78	O/N '78	J/F '79	A/M '79
1	WZZP-FM	WJMO-AM	WMMS-FM	WWWM-FM
2	WJMO-AM	WWWM-FM	WJMO-AM	WGCL-FM
3	WMMS-FM	WZZP-FM	WZZP-FM	WJMO-AM
4	WWWM-FM	WMMS-FM	WGCL-FM	WZZP-FM
5	WGCL-FM	WGCL-FM	WWWM-FM	WLYT-FM
6	WGAR-AM	WDOK-FM	WGAR-AM	WMMS-FM
7	WWWE-AM	WGAR-AM	WLYT-FM	WGAR-AM
8	WABQ-AM	CKLW-AM	CKLW-AM	WDMT-FM
9	WQAL-FM	WKDD-FM	WABQ-AM	WABQ-AM
10	CKLW-AM	WLYT-FM	WHK -AM	WWWE-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 5406

	A/M '78	O/N '78	J/F '79	A/M '79
1	WMMS-FM	WMMS-FM	WMMS-FM	WMMS-FM
2	WGAR-AM	WGAR-AM	WGAR-AM	WGAR-AM
3	WQAL-FM	WWWM-FM	WGCL-FM	WGCL-FM
4	WWWM-FM	WHK -AM	WWWM-FM	WWWM-FM
5	WJMO-AM	WJMO-AM	WHK -AM	WJMO-AM
6	WWWE-AM	WGCL-FM	WWWE-AM	WWWE-AM
7	WDMT-FM	WWWE-AM	WQAL-FM	WZZP-FM
8	WGCL-FM	WDMT-FM	WDOK-FM	WDMT-FM
9	WDOK-FM	WQAL-FM	WJMO-AM	WNIR-FM
10	WZZP-FM	WKSW-FM	WZZP-FM	WQAL-FM

M-F, 6-10am

	A/M '78	O/N '78	J/F '79	A/M '79
1	WGAR-AM	WMMS-FM	WMMS-FM	WGAR-AM
2	WMMS-FM	WGAR-AM	WGAR-AM	WMMS-FM
3	WQAL-FM	WHK -AM	WGCL-FM	WGCL-FM
4	WWWE-AM	WWWM-FM	WHK -AM	WJMO-AM
5	WHK -AM	WWWE-AM	WWWE-AM	WWWM-FM
6	WJMO-AM	WJMO-AM	WJMO-AM	WHK -AM
7	WGCL-FM	WGCL-FM	WQAL-FM	WWWE-AM
8	WWWM-FM	WQAL-FM	WWWM-FM	WQAL-FM
9	WDOK-FM	WZZP-FM	WZZP-FM	WZZP-FM
10	WCLV-FM	WDMT-FM	WDOK-FM	WKSW-FM

M-F, 3-7pm

	A/M '78	O/N '78	J/F '79	A/M '79
1	WMMS-FM	WMMS-FM	WMMS-FM	WMMS-FM
2	WGAR-AM	WGAR-AM	WGAR-AM	WGAR-AM
3	WQAL-FM	WJMO-AM	WGCL-FM	WGCL-FM
4	WWWM-FM	WWWM-FM	WWWM-FM	WWWM-FM
5	WJMO-AM	WHK -AM	WDMT-FM	WJMO-AM
6	WDMT-FM	WDMT-FM	WWWE-AM	WDMT-FM
7	WGCL-FM	WGCL-FM	WQAL-FM	WQAL-FM
8	WWWE-AM	WWWE-AM	WHK -AM	WWWE-AM
9	WZZP-FM	WKSW-FM	WDOK-FM	WZZP-FM
10	WDOK-FM	WQAL-FM	WRBG-AM	WHK -AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 6382

	A/M '78	O/N '78	J/F '79	A/M '79
1	WQAL-FM	WHK -AM	WQAL-FM	WQAL-FM
2	WWWE-AM	WQAL-FM	WHK -AM	WGAR-AM
3	WGAR-AM	WWWE-AM	WGAR-AM	WHK -AM
4	WDOK-FM	WGAR-AM	WMMS-FM	WWWE-AM
5	WMMS-FM	WDOK-FM	WWWE-AM	WGCL-FM
6	WHK -AM	WMMS-FM	WGCL-FM	WJMO-AM
7	WJMO-AM	WKSW-FM	WJW -AM	WDOK-FM
8	WDMT-FM	WJW -AM	WDOK-FM	WMMS-FM
9	WERE-AM	WJMO-AM	WKSW-FM	WCLV-FM
10	WKSW-FM	WERE-AM	WJMO-AM	WKSW-FM

Cleveland

Continued

M-F, 6-10am

1	WGAR-AM	WHK -AM	WGAR-AM	WGAR-AM
2	WQAL-FM	WWWE-AM	WHK -AM	WHK -AM
3	WWWE-AM	WQAL-FM	WQAL-FM	WQAL-FM
4	WDOK-FM	WGAR-AM	WWWE-AM	WGCL-FM
5	WHK -AM	WERE-AM	WMMS-FM	WMMS-FM
6	WMMS-FM	WDOK-FM	WJMO-AM	WWWE-AM
7	WERE-AM	WMMS-FM	WGCL-FM	WJMO-AM
8	WJMO-AM	WJMO-AM	WJW -AM	WJW -AM
9	WCLV-FM	WJW -AM	WKSW-FM	WERE-AM
10	WDMT-FM	WWWM-FM	WBBG-AM	WKSW-FM

M-F, 3-7pm

1	WQAL-FM	WQAL-FM	WQAL-FM	WQAL-FM
2	WGAR-AM	WHK -AM	WHK -AM	WGAR-AM
3	WDOK-FM	WWWE-AM	WGAR-AM	WHK -AM
4	WWWE-AM	WGAR-AM	WWWE-AM	WWWE-AM
5	WMMS-FM	WMMS-FM	WGCL-FM	WJMO-AM
6	WJMO-AM	WKSW-FM	WMMS-FM	WGCL-FM
7	WHK -AM	WDOK-FM	WJW -AM	WDOK-FM
8	WDMT-FM	WJW -AM	WJMO-AM	WMMS-FM
9	WKSW-FM	WJMO-AM	WDMT-FM	WKSW-FM
10	WGCL-FM	WERE-AM	WBBG-AM	WCLV-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 16040

	A/M '78		O/N '78		J/F '79		A/M '79	
1	WWWE-AM	3412	WHK -AM	3602	WGCL-FM	2879	WGAR-AM	3236
2	WGAR-AM	3296	WGAR-AM	2734	WQAL-FM	2867	WGCL-FM	3167
3	WQAL-FM	2932	WQAL-FM	2725	WERE-AM	2841	WQAL-FM	3018
4	WDOK-FM	2884	WWWE-AM	2680	WGAR-AM	2826	WWWE-AM	2644
5	WMMS-FM	2831	WMMS-FM	2646	WMMS-FM	2757	WMMS-FM	2580
6	WERE-AM	2432	WDOK-FM	2625	WHK -AM	2551	WERE-AM	2545
7	WGCL-FM	2222	WWWM-FM	2572	WWWE-AM	2525	WDOK-FM	2530
8	WHK -AM	2215	WERE-AM	2467	WWWM-FM	2160	WHK -AM	2453
9	WWWM-FM	2081	WGCL-FM	2185	WDOK-FM	1999	WWWM-FM	2192
10	WZZP-FM	2030	WJW -AM	1923	WZZP-FM	1974	WJW -AM	1739

M-F, 6-10am

1	WGAR-AM	WHK -AM	WERE-AM	WGAR-AM
2	WWWE-AM	WERE-AM	WHK -AM	WERE-AM
3	WQAL-FM	WWWE-AM	WGAR-AM	WQAL-FM
4	WERE-AM	WQAL-FM	WQAL-FM	WGCL-FM
5	WDOK-FM	WGAR-AM	WGCL-FM	WHK -AM
6	WHK -AM	WMMS-FM	WWWE-AM	WMMS-FM
7	WMMS-FM	WWWM-FM	WMMS-FM	WDOK-FM
8	WJMO-AM	WDOK-FM	WJW -AM	WWWE-AM
9	WWWM-FM	WJW -AM	WWWM-FM	WJMO-AM
10	WGCL-FM	WJMO-AM	WDOK-FM	WJW -AM

M-F, 3-7pm

1	WGAR-AM	WMMS-FM	WMMS-FM	WGCL-FM
2	WQAL-FM	WQAL-FM	WQAL-FM	WDOK-FM
3	WMMS-FM	WWWM-FM	WGCL-FM	WGAR-AM
4	WWWE-AM	WERE-AM	WGAR-AM	WQAL-FM
5	WDOK-FM	WDOK-FM	WERE-AM	WMMS-FM
6	WGCL-FM	WHK -AM	WHK -AM	WWWM-FM
7	WERE-AM	WWWE-AM	WZZP-FM	WERE-AM
8	WWWM-FM	WGAR-AM	WWWE-AM	WWWE-AM
9	WZZP-FM	WJMO-AM	WWWM-FM	WHK -AM
10	WJMO-AM	WGCL-FM	WDOK-FM	WJMO-AM

Teens
M-S, 6am-Midnight
POP(00): 2139

	A/M '78	O/N '78	J/F '79	A/M '79
1	WZZP-FM	WWWM-FM	WGCL-FM	WGCL-FM
2	WWWM-FM	WZZP-FM	WZZP-FM	WWWM-FM
3	WMMS-FM	WMMS-FM	WWWM-FM	WZZP-FM
4	WGCL-FM	WGCL-FM	WMMS-FM	WMMS-FM
5	WGAR-AM	WJMO-AM	WGAR-AM	WGAR-AM
6	WJMO-AM	WGAR-AM	WJMO-AM	WJMO-AM
7	WWWE-AM	WHK -AM	WWWE-AM	WLYT-FM
8	WLYT-FM	WLYT-FM	CKLW-AM	WWWE-AM
9	WQAL-FM	CKLW-AM	WLYT-FM	WDMT-FM
10	CKLW-AM	WDOK-FM	WQAL-FM	WHK -AM

M-F, 6-10am

1	WWWM-FM	WWWM-FM	WGCL-FM	WGCL-FM
2	WZZP-FM	WMMS-FM	WZZP-FM	WMMS-FM
3	WMMS-FM	WZZP-FM	WWWM-FM	WWWM-FM
4	WGCL-FM	WJMO-AM	WMMS-FM	WJMO-AM
5	WJMO-AM	WGCL-FM	WJMO-AM	WZZP-FM
6	WGAR-AM	CKLW-AM	WGAR-AM	WGAR-AM
7	WWWE-AM	WGAR-AM	WLYT-FM	WLYT-FM
8	WLYT-FM	WHK -AM	WWWE-AM	WWWE-AM
9	WDOK-FM	WWWE-AM	WPVL-AM	WHK -AM
10	WERE-AM	WLYT-FM	WERE-AM	WDBN-FM

M-F, 3-7pm

1	WZZP-FM	WWWM-FM	WZZP-FM	WGCL-FM
2	WWWM-FM	WZZP-FM	WGCL-FM	WWWM-FM
3	WMMS-FM	WMMS-FM	WMMS-FM	WZZP-FM
4	WGCL-FM	WGCL-FM	WWWM-FM	WMMS-FM
5	WJMO-AM	WJMO-AM	WGAR-AM	WJMO-AM
6	WGAR-AM	WGAR-AM	WJMO-AM	WLYT-FM
7	WWWE-AM	WLYT-FM	CKLW-AM	WGAR-AM
8	CKLW-AM	WDMT-FM	WLYT-FM	WDMT-FM
9	WLYT-FM	CKLW-AM	WHK -AM	WWWE-AM
10	WABQ-AM	WDOK-FM	WJW -AM	WHK -AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 5406

	A/M '78	O/N '78	J/F '79	A/M '79
1	WMMS-FM	WMMS-FM	WMMS-FM	WGCL-FM
2	WGAR-AM	WGAR-AM	WGAR-AM	WGAR-AM
3	WWWE-AM	WWWM-FM	WGCL-FM	WMMS-FM
4	WGCL-FM	WGCL-FM	WWWM-FM	WWWM-FM
5	WWWM-FM	WHK -AM	WWWE-AM	WWWE-AM
6	WZZP-FM	WWWE-AM	WZZP-FM	WZZP-FM
7	WQAL-FM	WZZP-FM	WHK -AM	WJMO-AM
8	WJMO-AM	WJMO-AM	WJMO-AM	WQAL-FM
9	WHK -AM	WDMT-FM	WQAL-FM	WDMT-FM
10	WDOK-FM	WDOK-FM	WDOK-FM	WHK -AM

M-F, 6-10am

1	WGAR-AM	WMMS-FM	WMMS-FM	WGAR-AM
2	WMMS-FM	WGAR-AM	WGAR-AM	WMMS-FM
3	WWWE-AM	WWWM-FM	WGCL-FM	WGCL-FM
4	WGCL-FM	WHK -AM	WWWM-FM	WWWM-FM
5	WWWM-FM	WWWE-AM	WWWE-AM	WJMO-AM
6	WHK -AM	WGCL-FM	WZZP-FM	WWWE-AM
7	WQAL-FM	WJMO-AM	WHK -AM	WZZP-FM
8	WJMO-AM	WZZP-FM	WJMO-AM	WDMT-FM
9	WDOK-FM	WDMT-FM	WQAL-FM	WHK -AM
10	WZZP-FM	WQAL-FM	WDOK-FM	WQAL-FM

M-F, 3-7pm

1	WMMS-FM	WMMS-FM	WMMS-FM	WMMS-FM
2	WGAR-AM	WGAR-AM	WGCL-FM	WGCL-FM
3	WWWM-FM	WWWM-FM	WGAR-AM	WGAR-AM
4	WGCL-FM	WGCL-FM	WWWM-FM	WWWM-FM
5	WWWE-AM	WJMO-AM	WWWE-AM	WJMO-AM
6	WQAL-FM	WWWE-AM	WZZP-FM	WDMT-FM
7	WBBG-AM	WZZP-FM	WHK -AM	WZZP-FM
8	WZZP-FM	WHK -AM	WQAL-FM	WQAL-FM
9	WDMT-FM	WQAL-FM	WDMT-FM	WWWE-AM
10	WJMO-AM	WDMT-FM	WDOK-FM	WHK -AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 6382

	A/M '78	O/N '78	J/F '79	A/M '79
1	WWWE-AM	WHK -AM	WQAL-FM	WGAR-AM
2	WGAR-AM	WGAR-AM	WGAR-AM	WQAL-FM
3	WQAL-FM	WWWE-AM	WWWE-AM	WGCL-FM
4	WDOK-FM	WQAL-FM	WHK -AM	WWWE-AM
5	WHK -AM	WDOK-FM	WGCL-FM	WHK -AM
6	WERE-AM	WERE-AM	WERE-AM	WDOK-FM
7	WMMS-FM	WMMS-FM	WDOK-FM	WMMS-FM
8	WGCL-FM	WJW -AM	WMMS-FM	WERE-AM
9	WKSW-FM	WGCL-FM	WKSW-FM	WJW -AM
10	WJMO-AM	WWWM-FM	WJMO-AM	WJMO-AM

M-F, 6-10am

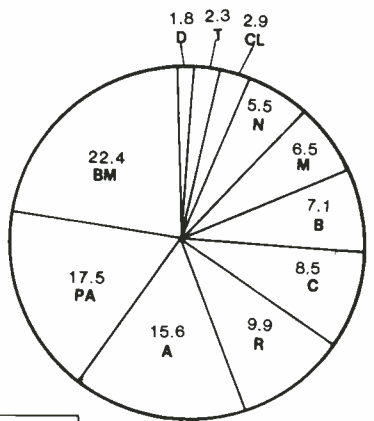
1	WWWE-AM	WHK -AM	WGAR-AM	WGAR-AM
2	WGAR-AM	WGAR-AM	WHK -AM	WQAL-FM
3	WHK -AM	WWWE-AM	WWWE-AM	WGCL-FM
4	WQAL-FM	WQAL-FM	WQAL-FM	WHK -AM
5	WDOK-FM	WERE-AM	WGCL-FM	WWWE-AM
6	WERE-AM	WDOK-FM	WERE-AM	WERE-AM
7	WMMS-FM	WMMS-FM	WMMS-FM	WDOK-FM
8	WJMO-AM	WJW -AM	WJMO-AM	WJMO-AM
9	WKSW-FM	WJMO-AM	WDOK-FM	WMMS-FM
10	WCLV-FM	WWWM-FM	WKSW-FM	WJW -AM

M-F, 3-7pm

1	WGAR-AM	WGAR-AM	WQAL-FM	WGAR-AM
2	WQAL-FM	WHK -AM	WHK -AM	WQAL-FM
3	WWWE-AM	WWWE-AM	WWWE-AM	WGCL-FM
4	WDOK-FM	WQAL-FM	WGAR-AM	WWWE-AM
5	WERE-AM	WERE-AM	WGCL-FM	WDOK-FM
6	WHK -AM	WDOK-FM	WMMS-FM	WHK -AM
7	WMMS-FM	WMMS-FM	WJMO-AM	WMMS-FM
8	WGCL-FM	WJW -AM	WERE-AM	WJW -AM
9	WBBG-AM	WJMO-AM	WDOK-FM	WKSW-FM
10	WKSW-FM	WKSW-FM	WCLV-FM	WJMO-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Some People Laugh at Cleveland but...

We make Cleveland Laugh... Cry... Sing... Listen... and REACT!

We are MALRITE BROADCASTING

WHK RADIO 14 — # 1 AM ADULT STATION*

WMMS 101 FM — # 1 FM CONTEMPORARY STATION*

and WE'RE PROUD OF OUR CITY !

Represented by Katz Radio

SOURCE: ARBITRON—APRIL / MAY 1979 MON.-SUN. 6AM-12MID.
**WHK AVG. QTR. HR. SHARES METRO PERSONS 12+*
**WMMS AVG. QTR. HR. SHARES METRO ADULTS 18-49*

MALRITE
The Broadcasting Company

WHK Cleveland
WMMS Cleveland
WZUU Milwaukee
WZUU-FM Milwaukee
WCTI-TV New Bern. N.C.
KEEY Minneapolis-St. Paul
KEEY-FM Minneapolis-St. Paul
WNYR Rochester. N.Y.
WEZO Rochester. N.Y.
WUHF-TV Rochester. N.Y.

Colorado Springs

METRO RANK **122**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2267

	A/M '77		A/M '78		A/M '79	
1	KYSN-AM	13.8	KIIQ-AF	13.7	KYSN-AM(B)	16.0
2	KRDO-FM	13.0	KYSN-AM	11.8	KIIQ-AF(PA)	12.3
3	KVOR-AM	10.7	KRDO-FM	11.0	KSPZ-FM(A)	11.8
4	KSSS-AM	7.8	KSSS-AM	11.0	KRDO-FM(BM)	9.0
5	KSPZ-FM	7.0	KSPZ-FM	8.3	KVOR-AM(PA)	8.5
6	KIIQ-AF	6.5	KVOR-AM	8.0	KILO-FM(A)	8.5
7	KPIK-AM	6.5	KKFM-FM	5.6	KSSS-AM(C)	5.5
8	KRDO-AM	5.7	KRDO-AM	5.4	KRDO-AM(PA)	4.8
9	KKFM-FM	4.9	KOA -AM	4.6	KKFM-FM(B)	4.3
10	KPIK-FM	4.7	KXXV-AF	3.8	KOA -AM(N)	3.0
11	KIIQ-FM	4.4	KILO-FM	3.2	KPIK-AM(C)	2.8
12	KRYT-AM	3.6	KPIK-AM	2.7	KXXV-AM(O)	1.8
13	KOA -AM	3.4	KZLO-FM	1.9	KYNR-FM(BM)	1.8
14	KIIQ-AM	2.1	KPUB-AF	1.6	KVOD-FM(CL)	1.3
15	KINX-FM	1.6	KERE-AM	0.5	KHOW-AM(PA)	1.0
16	KHOW-AM	0.8	KHOW-AM	0.5	KWYD-FM(RL)	1.0
17	KWYD-FM	0.8	KIMN-AM	0.5	KLZ -AM(PA)	0.8
18	KLZ -AM	0.5	KLZ -AM	0.5		
19	KPUB-FM	0.5	KWYD-FM	0.5		
20	KIMN-AM	0.5				
21	KPUB-AF	0.5				

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 2267

	A/M '77		A/M '78		A/M '79	
1	KYSN-AM	53	KIIQ-AF	51	KYSN-AM	64
2	KRDO-FM	50	KYSN-AM	44	KIIQ-AF	49
3	KVOR-AM	41	KRDO-FM	41	KSPZ-FM	47
4	KSSS-AM	30	KSSS-AM	41	KRDO-FM	36
5	KSPZ-FM	27	KSPZ-FM	31	KVOR-AM	34

M-F, 6-10am

1	KVOR-AM	KYSN-AM	KYSN-AM
2	KYSN-AM	KVOR-AM	KVOR-AM
3	KRDO-FM	KIIQ-AF	KIIQ-AF
4	KSSS-AM	KSSS-AM	KSPZ-FM
5	KRDO-AM	KRDO-FM	KSSS-AM

M-F, 3-7pm

1	KRDO-FM	KIIQ-AF	KYSN-AM
2	KYSN-AM	KSSS-AM	KSPZ-FM
3	KSPZ-FM	KYSN-AM	KIIQ-AF
4	KIIQ-AF	KRDO-FM	KILO-FM
5	KSSS-AM	KSPZ-FM	KRDO-FM

Teens

M-S, 6am-Midnight
POP(00): 302

	A/M '77	A/M '78	A/M '79
1	KYSN-AM	KYSN-AM	KYSN-AM
2	KSPZ-FM	KSPZ-FM	KSPZ-FM
3	KRYT-AM	KXXV-AF	KXXV-AM
4	KINX-FM	KIIQ-AF	KKFM-FM
5	KKFM-FM	KILO-FM	KIIQ-AF

M-F, 6-10am

1	KYSN-AM	KYSN-AM	KYSN-AM
2	KSPZ-FM	KSPZ-FM	KSPZ-FM
3	KIMN-AM	KIIQ-AF	KKFM-FM
4	KRYT-AM	KXXV-AF	KIIQ-AF
5	KINX-FM	KVOR-AM	KSSS-AM

M-F, 3-7pm

1	KYSN-AM	KYSN-AM	KYSN-AM
2	KSPZ-FM	KSPZ-FM	KSPZ-FM
3	KRYT-AM	KXXV-AF	KXXV-AM
4	KIIQ-AF	KIIQ-AF	KIIQ-AF
5	KRDO-FM	KRDO-AM	KKFM-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 1055

	A/M '77	A/M '78	A/M '79
1	KIIQ-AF	KIIQ-AF	KYSN-AM
2	KYSN-AM	KYSN-AM	KSPZ-FM
3	KRDO-FM	KSSS-AM	KIIQ-AF
4	KKFM-FM	KSPZ-FM	KILO-FM
5	KIIQ-FM	KKFM-FM	KSSS-AM

M-F, 6-10am

1	KYSN-AM	KIIQ-AF	KYSN-AM
2	KIIQ-AF	KYSN-AM	KIIQ-AF
3	KSSS-AM	KSSS-AM	KSPZ-FM
4	KIIQ-FM	KRDO-FM	KILO-FM
5	KRDO-FM	KKFM-FM	KSSS-AM

M-F, 3-7pm

1	KIIQ-AF	KIIQ-AF	KILO-FM
2	KRDO-FM	KKFM-FM	KYSN-AM
3	KIIQ-FM	KSPZ-FM	KSPZ-FM
4	KSPZ-FM	KSSS-AM	KIIQ-AF
5	KSSS-AM	KRDO-FM	KKFM-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 907

	A/M '77	A/M '78	A/M '79
1	KRDO-FM	KRDO-FM	KIIQ-AF
2	KSSS-AM	KSSS-AM	KRDO-FM
3	KYSN-AM	KIIQ-AF	KVOR-AM
4	KVOR-AM	KYSN-AM	KSSS-AM
5	KSPZ-FM	KVOR-AM	KILO-FM

M-F, 6-10am

1	KSSS-AM	KIIQ-AF	KIIQ-AF
2	KVOR-AM	KSSS-AM	KVOR-AM
3	KRDO-FM	KRDO-FM	KSSS-AM
4	KYSN-AM	KVOR-AM	KRDO-FM
5	KIIQ-AF	KYSN-AM	KRDO-AM

M-F, 3-7pm

1	KRDO-FM	KSSS-AM	KRDO-FM
2	KSSS-AM	KRDO-FM	KIIQ-AF
3	KYSN-AM	KIIQ-AF	KILO-FM
4	KSPZ-FM	KYSN-AM	KVOR-AM
5	KVOR-AM	KVOR-AM	KSPZ-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 2267

	A/M '77		A/M '78		A/M '79	
1	KYSN-AM	863	KYSN-AM	833	KYSN-AM	912
2	KRDO-AM	539	KIIQ-AF	678	KIIQ-AF	722
3	KVOR-AM	524	KSPZ-FM	561	KSPZ-FM	589
4	KRDO-FM	501	KRDO-FM	552	KVOR-AM	500
5	KSPZ-FM	488	KVOR-AM	501	KRDO-FM	386

M-F, 6-10am

1	KYSN-AM	KYSN-AM	KYSN-AM
2	KVOR-AM	KIIQ-AF	KIIQ-AF
3	KSSS-AM	KVOR-AM	KVOR-AM
4	KIIQ-AF	KSSS-AM	KSPZ-FM
5	KSPZ-FM	KRDO-FM	KSSS-AM

M-F, 3-7pm

1	KYSN-AM	KYSN-AM	KYSN-AM
2	KIIQ-AF	KSPZ-FM	KSPZ-FM
3	KRDO-FM	KIIQ-AF	KIIQ-AF
4	KSPZ-FM	KSSS-AM	KILO-FM
5	KSSS-AM	KRDO-FM	KVOR-AM

Teens

M-S, 6am-Midnight
POP(00): 302

	A/M '77	A/M '78	A/M '79
1	KYSN-AM	KYSN-AM	KYSN-AM
2	KSPZ-FM	KSPZ-FM	KSPZ-FM
3	KINX-FM	KXXV-AF	KIIQ-AF
4	KRYT-AM	KIIQ-AF	KXXV-AM
5	KIIQ-AF	KVOR-AM	KKFM-FM

M-F, 6-10am

1	KYSN-AM	KYSN-AM	KYSN-AM
2	KSPZ-FM	KSPZ-FM	KSPZ-FM
3	KIIQ-AF	KIIQ-AF	KXXV-AM
4	KRYT-AM	KXXV-AF	KKFM-FM
5	KIIQ-FM	KVOR-AM	KIIQ-AF

M-F, 3-7pm

1	KYSN-AM	KYSN-AM	KYSN-AM
2	KSPZ-FM	KSPZ-FM	KSPZ-FM
3	KRYT-AM	KXXV-AF	KXXV-AM
4	KINX-FM	KIIQ-AF	KIIQ-AF
5	KIIQ-AF	KIMN-AM	KKFM-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 1055

	A/M '77	A/M '78	A/M '79
1	KYSN-AM	KIIQ-AF	KYSN-AM
2	KIIQ-AF	KYSN-AM	KIIQ-AF
3	KKFM-FM	KSPZ-FM	KSPZ-FM
4	KSPZ-FM	KKFM-FM	KILO-FM
5	KIIQ-FM	KRDO-FM	KKFM-FM

M-F, 6-10am

1	KYSN-AM	KYSN-AM	KYSN-AM
2	KIIQ-AF	KIIQ-AF	KIIQ-AF
3	KSSS-AM	KSPZ-FM	KSPZ-FM
4	KKFM-FM	KKFM-FM	KILO-FM
5	KSPZ-FM	KSSS-AM	KSSS-AM

M-F, 3-7pm

1	KIIQ-AF	KSPZ-FM	KSPZ-FM
2	KYSN-AM	KIIQ-AF	KIIQ-AF
3	KKFM-FM	KYSN-AM	KYSN-AM
4	KIIQ-FM	KKFM-FM	KILO-FM
5	KSSS-AM	KSSS-AM	KKFM-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 907

	A/M '77	A/M '78	A/M '79
1	KYSN-AM	KIIQ-AF	KIIQ-AF
2	KRDO-FM	KRDO-FM	KVOR-AM
3	KRDO-AM	KYSN-AM	KYSN-AM
4	KSSS-AM	KSSS-AM	KRDO-FM
5	KIIQ-AF	KVOR-AM	KSSS-AM

M-F, 6-10am

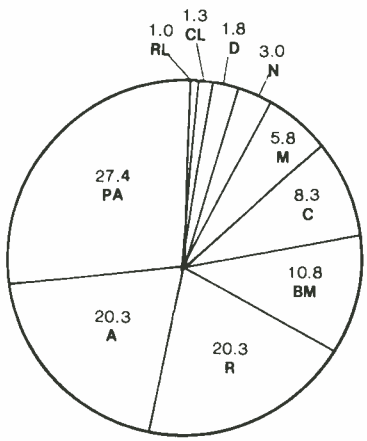
1	KSSS-AM	KIIQ-AF	KVOR-AM
2	KYSN-AM	KSSS-AM	KIIQ-AF
3	KIIQ-AF	KYSN-AM	KSSS-AM
4	KVOR-AM	KRDO-FM	KYSN-AM
5	KRDO-AM	KVOR-AM	KRDO-FM

M-F, 3-7pm

1	KYSN-AM	KSSS-AM	KIIQ-AF
2	KSSS-AM	KYSN-AM	KYSN-AM
3	KIIQ-AF	KIIQ-AF	KRDO-FM
4	KRDO-AM	KRDO-FM	KVOR-AM
5	KRDO-FM	KVOR-AM	KSPZ-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Columbia, SC

METRO RANK **90**

A/M '79 Market Overview

Cosmos Broadcasting's Pop/Adult **WIS** leads this market for the second book in a row, topping the 12+ and 25-49 shares. WIS also is #1 25-49 in AM drive, but comes in second to P/A competitor **WSCQ** in PM drive. WSCQ's audience is building well, advancing from a 12+ share of 3.6 in the O/N '78 report to an even 8.0 share this time.

Country **WCOS-FM** was the beneficiary of good numbers in the A/M '79 sweep. WCOS-FM just trails WIS in terms of 12+ share in the Columbia metro. The station owes its good book to respectable showings in both the 18-34 and 25-49 demos.

The leading 18-34 station in the Columbia area, and third overall in the market, is **WNOK-FM**. WNOK tops every major 18-34 category, and its improved standing in this report can be credited to a revised music mix — lighter on albums than before — and extensive outside advertising WNOK has presented during the A/M sweep in heavy TV and billboard campaigns. On-air promotion was secondary, with the station giving away items such as LPs, T-shirts, and tickets.

Beautiful Music enjoyed more acceptance in this report, as **WXRY** gained five shares 12+. Worthwhile gains 25+ sparked the advance of this property.

Ethnic diary return always seems to affect the way Black-formatted **WOIC** is shown in the Arbitron. Must have been a fairly good distribution of ethnic diaries in this book, because **Elliot Franks'** station gained almost three shares, showing well in the 18-34 demos.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 3121

	A/M '78		O/N '78		A/M '79	
1	WNOK-FM	14.6	WIS -AM	11.3	WIS -AM(PA)	13.3
2	WOIC-AM	13.8	WNOK-FM	10.8	WCOS-FM(C)	12.4
3	WIS -AM	10.5	WCOS-FM	8.7	WNOK-FM(R)	12.0
4	WCOS-FM	9.9	WCOS-AM	6.8	WXRY-FM(BM)	10.9
5	WWDM-FM	8.2	WOIC-AM	6.6	WOIC-AM(B)	9.3
6	WXRY-FM	8.2	WXRY-FM	5.9	WSCQ-FM(PA)	8.0
7	WZLD-FM	6.2	WWDM-FM	5.4	WWDM FM(B)	7.2
8	WCOS-AM	5.6	WSCQ FM	3.6	WZLD-FM(A)	6.3
9	WSCQ FM	5.6	WZLD-FM	3.2	WCOS-AM(R)	4.6
10	WCAY-AM	3.2	WCAY-AM	2.6	WCAY-AM(C)	3.3
11	WQXL AM	2.6	WBLR-AF	1.1	WXAP-AM(D)	2.6
12	WNOK-AM	2.4	WQXL-AM	0.9	WPJS-FM(O)	1.1
13	WPJS-FM	2.4	WNOK-AM	0.8	WQXL-AM(RL)	1.1
14	WBLR-AF	1.5	WBBQ-FM	0.6	WBLR-AF(R)	0.7
15	WBBQ-FM	0.6	WPJS-FM	0.3		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3121

	A/M '78		O/N '78		A/M '79	
1	WNOK-FM	68	WIS -AM	75	WIS -AM	61
2	WOIC-AM	64	WNOK-FM	72	WCOS-FM	57
3	WIS -AM	49	WCOS-FM	58	WNOK-FM	55
4	WCOS-FM	46	WCOS-AM	45	WXRY-FM	50
5	WWDM-FM	38	WOIC-AM	44	WOIC-AM	43

M-F, 6-10am

1	WIS -AM	WIS -AM	WIS -AM
2	WOIC-AM	WNOK-FM	WCOS-FM
3	WCOS-FM	WCOS-FM	WNOK-FM
4	WNOK-FM	WOIC-AM	WSCQ-FM
5	WSCQ-FM	WCOS-AM	WOIC-AM

M-F, 3-7pm

1	WNOK-FM	WNOK-FM	WNOK-FM
2	WIS -AM	WIS -AM	WCOS-FM
3	WOIC-AM	WCOS-AM	WIS -AM
4	WXRY-FM	WCOS-FM	WWDM-FM
5	WWDM-FM	WXRY-FM	WXRY-FM

Teens
M-S, 6am-Midnight
POP(00): 415

	A/M '78	O/N '78	A/M '79
1	WNOK-FM	WNOK-FM	WNOK-FM
2	WOIC-AM	WCOS-AM	WOIC-AM
3	WWDM-FM	WOIC-AM	WWDM-FM
4	WCOS-AM	WWDM-FM	WCOS-AM
5	WCOS-FM	WCOS-FM	WXAP-AM

M-F, 6-10am

1	WNOK-FM	WNOK-FM	WNOK-FM
2	WWDM-FM	WCOS-AM	WOIC-AM
3	WOIC-AM	WOIC-AM	WCOS-AM
4	WCOS-AM	WBBQ-FM	WWDM-FM
5	WCOS-FM	WWDM-FM	WIS -AM

M-F, 3-7pm

1	WOIC-AM	20	WNOK-FM	WNOK-FM
2	WNOK-FM	19	WCOS-AM	WOIC-AM
3	WWDM-FM	19	WWDM-FM	WWDM-FM
4	WCOS-AM	5	WOIC-AM	WXAP-AM
5	WCOS-FM	4	WBBQ-FM	WCOS-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1377

	A/M '78	O/N '78	A/M '79
1	WNOK-FM	WNOK-FM	WNOK-FM
2	WOIC-AM	WCOS-AM	WCOS-FM
3	WZLD-FM	WCOS-FM	WZLD-FM
4	WWDM-FM	WIS -AM	WWDM-FM
5	WCOS-AM	WWDM-FM	WIS -AM

M-F, 6-10am

1	WNOK-FM	WNOK-FM	WNOK-FM
2	WOIC-AM	WIS -AM	WIS -AM
3	WZLD-FM	WCOS-FM	WCOS-FM
4	WWDM-FM	WCOS-AM	WSCQ-FM
5	WCOS-FM	WSCQ-FM	WCOS-AM

M-F, 3-7pm

1	WNOK-FM	WNOK-FM	WNOK-FM
2	WOIC-AM	WCOS-AM	WWDM-FM
3	WZLD-FM	WWDM-FM	WZLD-FM
4	WWDM-FM	WIS -AM	WCOS-FM
5	WXRY-FM	WZLD-FM	WXAP-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1228

	A/M '78	O/N '78	A/M '79
1	WOIC-AM	WCOS-FM	WIS -AM
2	WCOS-FM	WIS -AM	WSCQ-FM
3	WZLD-FM	WNOK-FM	WXRY-FM
4	WIS -AM	WSCQ-FM	WCOS-FM
5	WNOK-FM	WOIC-AM	WNOK-FM

M-F, 6-10am

1	WCOS-FM	WIS -AM	WIS -AM
2	WOIC-AM	WCOS-FM	WSCQ-FM
3	WIS -AM	WSCQ-FM	WCOS-FM
4	WSCQ-FM	WNOK-FM	WXRY-FM
5	WWDM-FM	WOIC-AM	WNOK-FM

M-F, 3-7pm

1	WOIC-AM	WCOS-FM	WSCQ-FM
2	WIS -AM	WIS -AM	WIS -AM
3	WNOK-FM	WNOK-FM	WXRY-FM
4	WZLD-FM	WWDM-FM	WCOS-FM
5	WCOS-FM	WSCQ-FM	WNOK-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3121

	A/M '78		O/N '78		A/M '79	
1	WNOK-FM	725	WIS AM	1149	WIS AM	948
2	WIS AM	855	WNOK FM	934	WNOK FM	872
3	WOIC AM	47	WCOS AM	734	WCOS FM	644
4	WCOS AM	732	WCOS FM	623	WOIC AM	600
5	WCOS FM	560	WOIC AM	593	WCOS AM	564

M-F, 6-10am

1	WIS AM	WIS -AM	WIS AM
2	WNOK-FM	WNOK-FM	WNOK-FM
3	WOIC AM	WCOS-AM	WCOS-FM
4	WCOS AM	WOIC AM	WCOS AM
5	WCOS FM	WCOS-FM	WXRY-FM

M-F, 3-7pm

1	WNOK-FM	WNOK FM	WNOK FM
2	WIS AM	WIS AM	WIS -AM
3	WOIC AM	WCOS AM	WCOS-FM
4	WCOS AM	WOIC AM	WOIC-AM
5	WWDM-FM	WCOS-FM	WWDM FM

Teens
M-S, 6am-Midnight
POP(00): 415

	A/M '78	O/N '78	A/M '79
1	WNOK-FM	WNOK-FM	WNOK-FM
2	WOIC-AM	WCOS AM	WOIC-AM
3	WCOS-AM	WOIC-AM	WWDM FM
4	WWDM-FM	WWDM-FM	WCOS-AM
5	WZLD-FM	WCOS-FM	WXAP-AM

M-F, 6-10am

1	WNOK-FM	WNOK-FM	WNOK-FM
2	WWDM-FM	WCOS-AM	WCOS-AM
3	WOIC-AM	WOIC-AM	WOIC-AM
4	WCOS-AM	WWDM-FM	WWDM-FM
5	WIS -AM	WCOS-FM	WXAP-AM

M-F, 3-7pm

1	WNOK-FM	WNOK-FM	WNOK-FM
2	WOIC-AM	WCOS-AM	WOIC-AM
3	WWDM-FM	WOIC-AM	WWDM-FM
4	WCOS-AM	WWDM-FM	WXAP-AM
5	WCOS-FM	WZLD-FM	WCOS-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1377

	A/M '78	O/N '78	A/M '79
1	WNOK-FM	WNOK-FM	WNOK-FM
2	WCOS-AM	WCOS-AM	WZLD-FM
3	WOIC-AM	WIS -AM	WIS -AM
4	WZLD-FM	WZLD-FM	WCOS-AM
5	WWDM-FM	WCOS-FM	WCOS-FM

M-F, 6-10am

1	WNOK-FM	WNOK-FM	WNOK-FM
2	WOIC-AM	WCOS-AM	WIS -AM
3	WCOS-AM	WIS -AM	WCOS-AM
4	WZLD-FM	WCOS-FM	WCOS-FM
5	WIS -AM	WOIC-AM	WZLD-FM

M-F, 3-7pm

1	WNOK-FM	WNOK-FM	WNOK-FM
2	WCOS-AM	WCOS-AM	WZLD-FM
3	WOIC-AM	WOIC-AM	WIS -AM
4	WWDM-FM	WIS -AM	WXAP-AM
5	WCOS-FM	WZLD-FM	WCOS-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1228

	A/M '78	O/N '78	A/M '79
1	WIS -AM	WIS -AM	WIS -AM
2	WOIC-AM	WCOS-FM	WCOS-FM
3	WCOS-FM	WNOK-FM	WXRY-FM
4	WNOK-FM	WXRY-FM	WSCQ-FM
5	WZLD-FM	WCOS-AM	WNOK-FM

M-F, 6-10am

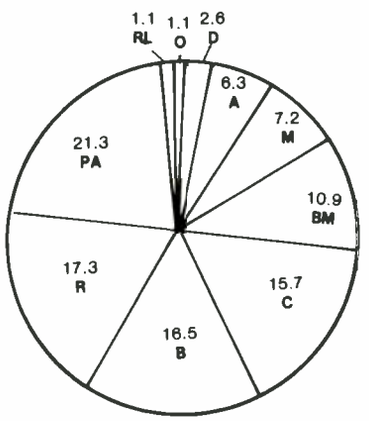
1	WIS -AM	WIS -AM	WIS -AM
2	WOIC-AM	WCOS-FM	WCOS-FM
3	WCOS-FM	WNOK-FM	WSCQ-FM
4	WSCQ-FM	WSCQ-FM	WXRY-FM
5	WNOK-FM	WOIC-AM	WNOK-FM

M-F, 3-7pm

1	WIS -AM	WIS -AM	WIS -AM
2	WCOS-FM	WCOS-FM	WCOS-FM
3	WOIC-AM	WNOK-FM	WSCQ-FM
4	WNOK-FM	WOIC-AM	WXRY-FM
5	WZLD-FM	WCOS-AM	WNOK-FM

Format Penetration Chart

Based On Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Columbus, GA

METRO RANK 138

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1832

	A/M '77		A/M '78		A/M '79	
1	WOKS-AM	19.1	WCGQ-FM	21.1	WCGQ-FM(R)	14.2
2	WCGQ-FM	17.0	WDAK-AM	14.6	WVOC-FM(PA)	12.8
3	WDAK-AM	15.9	WEIZ-FM	12.2	WFXE-FM(D)	12.5
4	WPNX-AM	9.2	WOKS-AM	10.2	WDAK-AM(R)	12.1
5	WEIZ-FM	8.8	WFXE-FM	8.1	WPNX-AM(C)	12.1
6	WWRH-FM	5.7	WRBL-FM	7.7	WOKS-AM(B)	11.4
7	WCLS-AM	4.9	WPNX-AM	7.7	WEIZ-FM(BM)	9.6
8	WHYD-AM	4.9	WHYD-AM	7.7	WRCG-AM(PA)	4.6
9	WRCG-AM	4.6	WRCG-AM	2.4	WHYD-AM(RL)	3.2
10	WRBL-FM	4.2	WCLS-AM	2.0	WFDR-FM(B)	2.1
11	WFDR-FM	3.5	WFDR-AM	2.0		
12			WFDR-FM	0.4		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1832

	A/M '77		A/M '78		A/M '79	
1	WOKS-AM	54	WCGQ-FM	52	WCGQ-FM	40
2	WCGQ-FM	48	WDAK-AM	36	WVOC-FM	36
3	WDAK-AM	45	WEIZ-FM	30	WFXE-FM	35
4	WPNX-AM	26	WOKS-AM	25	WDAK-AM	34
5	WEIZ-FM	25	WFXE-FM	20	WPNX-AM	34
M-F, 6-10am						
1	WDAK-AM		WDAK-AM		WDAK-AM	
2	WCGQ-FM		WCGQ-FM		WPNX-AM	
3	WOKS-AM		WPNX-AM		WVOC-FM	
4	WPNX-AM		WRBL-FM		WCGQ-FM	
5	WEIZ-FM		WEIZ-FM		WFXE-FM	
M-F, 3-7pm						
1	WOKS-AM		WCGQ-FM		WCGQ-FM	
2	WCGQ-FM		WDAK-AM		WVOC-FM	
3	WDAK-AM		WEIZ-FM		WFXE-FM	
4	WPNX-AM		WFXE-FM		WDAK-AM	
5	WEIZ-FM		WPNX-AM		WOKS-AM	

Teens
M-S, 6am-Midnight
POP(00): 262

	A/M '77		A/M '78		A/M '79	
1	WCGQ-FM		WCGQ-FM	15	WCGQ-FM	15
2	WOKS-AM		WDAK-AM	7	WOKS-AM	7
3	WDAK-AM		WFXE-FM	5	WDAK-AM	5
4	WFDR-FM		WOKS-AM	5	WFXE-FM	4
5	WCLS-AM		WFDR-AM	2	WVOC-FM	2
M-F, 6-10am						
1	WCGQ-FM		WCGQ-FM		WCGQ-FM	
2	WDAK-AM		WDAK-AM		WOKS-AM	
3	WOKS-AM		WFXE-FM		WDAK-AM	
4	WCLS-AM		WOKS-AM		WFXE-FM	
5	WFDR-FM		WCLS-AM		WRCG-AM	
M-F, 3-7pm						
1	WOKS-AM		WCGQ-FM		WCGQ-FM	
2	WCGQ-FM		WFXE-FM		WOKS-AM	
3	WDAK-AM		WDAK-AM		WFXE-FM	
4	WWRH-FM		WOKS-AM		WDAK-AM	
5	WFDR-FM		WCLS-AM		WVOC-FM	

Adults 18-34
M-S, 6am-Midnight
POP(00): 781

	A/M '77	A/M '78	A/M '79
1	WCGQ-FM	WCGQ-FM	WVOC-FM
2	WOKS-AM	WDAK-AM	WFXE-FM
3	WDAK-AM	WFXE-FM	WCGQ-FM
4	WWRH-FM	WOKS-AM	WDAK-AM
5	WPNX-AM	WRBL-FM	WPNX-AM
M-F, 6-10am			
1	WCGQ-FM	WCGQ-FM	WVOC-FM
2	WDAK-AM	WDAK-AM	WCGQ-FM
3	WOKS-AM	WFXE-FM	WFXE-FM
4	WPNX-AM	WPNX-AM	WDAK-AM
5	WWRH-FM	WRBL-FM	WPNX-AM
M-F, 3-7pm			
1	WOKS-AM	WCGQ-FM	WVOC-FM
2	WCGQ-FM	WDAK-AM	WFXE-FM
3	WDAK-AM	WFXE-FM	WCGQ-FM
4	WWRH-FM	WOKS-AM	WDAK-AM
5	WPNX-AM	WEIZ-FM	WPNX-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 727

	A/M '77	A/M '78	A/M '79
1	WOKS-AM	WEIZ-FM	WPNX-AM
2	WCGQ-FM	WCGQ-FM	WFXE-FM
3	WDAK-AM	WDAK-AM	WOKS-AM
4	WEIZ-FM	WPNX-AM	WVOC-FM
5	WPNX-AM	WRBL-FM	WDAK-AM
M-F, 6-10am			
1	WDAK-AM	WPNX-AM	WPNX-AM
2	WCGQ-FM	WDAK-AM	WDAK-AM
3	WPNX-AM	WEIZ-FM	WVOC-FM
4	WOKS-AM	WCGQ-FM	WOKS-AM
5	WEIZ-FM	WRBL-FM	WFXE-FM
M-F, 3-7pm			
1	WOKS-AM	WCGQ-FM	WPNX-AM
2	WCGQ-FM	WEIZ-FM	WFXE-FM
3	WDAK-AM	WDAK-AM	WOKS-AM
4	WEIZ-FM	WPNX-AM	WVOC-FM
5	WPNX-AM	WFXE-FM	WCGQ-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1832

	A/M '77		A/M '78		A/M '79	
1	WDAK-AM	827	WDAK-AM	773	WDAK-AM	619
2	WCGQ-FM	633	WCGQ-FM	589	WCGQ-FM	545
3	WOKS-AM	462	WOKS-AM	362	WVOC-FM	466
4	WPNX-AM	325	WPNX-AM	342	WOKS-AM	412
5	WEIZ-FM	313	WFXE-FM	323	WPNX-AM	399
M-F, 6-10am						
1	WDAK-AM		WDAK-AM		WDAK-AM	
2	WCGQ-FM		WCGQ-FM		WCGQ-FM	
3	WOKS-AM		WPNX-AM		WPNX-AM	
4	WPNX-AM		WFXE-FM		WVOC-FM	
5	WRCG-AM		WRBL-FM		WOKS-AM	
M-F, 3-7pm						
1	WCGQ-FM		WCGQ-FM		WCGQ-FM	
2	WDAK-AM		WDAK-AM		WDAK-AM	
3	WOKS-AM		WPNX-AM		WVOC-FM	
4	WPNX-AM		WOKS-AM		WOKS-AM	
5	WWRH-FM		WFXE-FM		WFXE-FM	

Teens
M-S, 6am-Midnight
POP(00): 262

	A/M '77	A/M '78	A/M '79
1	WCGQ-FM	WCGQ-FM	WCGQ-FM
2	WDAK-AM	WDAK-AM	WDAK-AM
3	WOKS-AM	WFXE-FM	WFXE-FM
4	WCLS-AM	WOKS-AM	WOKS-AM
5	WWRH-FM	WCLS-AM	WVOC-FM
M-F, 6-10am			
1	WCGQ-FM	WCGQ-FM	WCGQ-FM
2	WDAK-AM	WDAK-AM	WOKS-AM
3	WOKS-AM	WFXE-FM	WDAK-AM
4	WCLS-AM	WOKS-AM	WFXE-FM
5	WWRH-FM	WCLS-AM	WRCG-AM
M-F, 3-7pm			
1	WCGQ-FM	WCGQ-FM	WCGQ-FM
2	WOKS-AM	WDAK-AM	WDAK-AM
3	WDAK-AM	WFXE-FM	WOKS-AM
4	WWRH-FM	WOKS-AM	WFXE-FM
5	WFDR-FM	WCLS-AM	WVOC-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 781

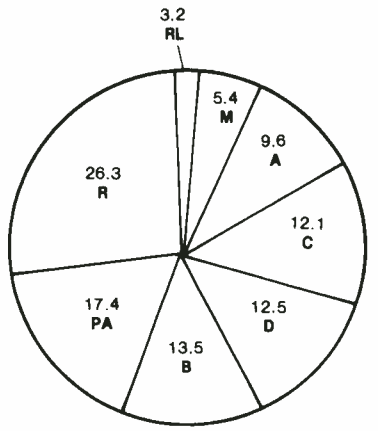
	A/M '77	A/M '78	A/M '79
1	WCGQ-FM	WCGQ-FM	WVOC-FM
2	WDAK-AM	WDAK-AM	WCGQ-FM
3	WOKS-AM	WFXE-FM	WDAK-AM
4	WWRH-FM	WOKS-AM	WFXE-FM
5	WCLS-AM	WEIZ-FM	WPNX-AM
M-F, 6-10am			
1	WCGQ-FM	WCGQ-FM	WCGQ-FM
2	WDAK-AM	WDAK-AM	WDAK-AM
3	WOKS-AM	WFXE-FM	WVOC-FM
4	WWRH-FM	WPNX-AM	WFXE-FM
5	WPNX-AM	WRBL-FM	WPNX-AM
M-F, 3-7pm			
1	WCGQ-FM	WCGQ-FM	WVOC-FM
2	WDAK-AM	WDAK-AM	WCGQ-FM
3	WOKS-AM	WFXE-FM	WDAK-AM
4	WWRH-FM	WEIZ-FM	WFXE-FM
5	WCLS-AM	WOKS-AM	WPNX-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 727

	A/M '77	A/M '78	A/M '79
1	WDAK-AM	WDAK-AM	WDAK-AM
2	WCGQ-FM	WCGQ-FM	WPNX-AM
3	WEIZ-FM	WPNX-AM	WVOC-FM
4	WOKS-AM	WEIZ-FM	WFXE-FM
5	WPNX-AM	WOKS-AM	WOKS-AM
M-F, 6-10am			
1	WDAK-AM	WDAK-AM	WDAK-AM
2	WCGQ-FM	WPNX-AM	WPNX-AM
3	WPNX-AM	WCGQ-FM	WOKS-AM
4	WOKS-AM	WEIZ-FM	WVOC-FM
5	WEIZ-FM	WRBL-FM	WFXE-FM
M-F, 3-7pm			
1	WDAK-AM	WDAK-AM	WPNX-AM
2	WCGQ-FM	WCGQ-FM	WOKS-AM
3	WOKS-AM	WPNX-AM	WFXE-FM
4	WPNX-AM	WEIZ-FM	WCGQ-FM
5	WEIZ-FM	WFXE-FM	WVOC-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Columbus, OH

METRO RANK 35

A/M '79 Market Overview

A new number one station heads the Columbus field as a result of the A/M '79 sweep. **WNCI**, the Top 40 station owned by **Nationwide**, jumped more than two shares to its best book, with heavy emphasis on promotions and a strong personality lineup. A ton of outside advertising was involved, including heavy TV, with billboards and newspaper backup. Biggest demographic jump was among young adult women across all major dayparts. Station is dominant among teens also.

WNCI's FM competition, **WXGT**, held firm its position in the market as the #4 station in terms of 12+ metro share. WXGT shows great gains in young men, but young female numbers drop significantly. Not much outside advertising for this Top 40 station.

Among the older-skewing properties, **WBNS-FM** prospered by rebounding to a mid-12 share, especially strong 25-49 and 25-54. It followed a typical pattern for **Schulke**-consulted stations, with no on-air contests but heavy outside ad campaign based on TV.

Formerly #1 in the metro, **WTVN**, the P/A leader in the area, slipped two share points. Slight erosion in every major daypart except men in midday which increased well. **Taft**'s station used some TV to reach target 25+ audience.

Other formats and stations which we'll single out for comment include Country **WMNI** and Dancemusic **WRMZ**. WMNI had its best book in recent years, due largely to substantially increased popularity among women listeners. WRMZ went to a total Dancemusic format on March 1st, using an automated **Century 21** format. They play all uptempo music, no ballads. Being automated there was very light emphasis on contests at the station, and no outside advertising for the A/M '79 survey.

Diary return in the Columbus metro suffered in this sweep, down 180 from the O/N '78 report. Hit especially hard was the 18-24 demo, which went from having 50 diaries come back in the Fall to only 35 for the Spring book.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 8795

	A/M '78		O/N '78		A/M '79	
1	WBNS-FM	15.5	WTVN-AM	14.4	WNCI-FM (R)	14.0
2	WNCI-FM	13.5	WNCI-FM	11.6	WBNS-FM (BM)	12.5
3	WTVN-AM	10.3	WBNS-FM	11.2	WTVN-AM (PA)	12.2
4	WBNS-AM	9.2	WLVQ-FM	8.9	WXGT-FM (R)	8.0
5	WCOL-AM	7.7	WXGT-FM	8.0	WLVQ-FM (A)	7.8
6	WXGT-FM	7.2	WCOL-AM	7.3	WBNS-AM (PA)	7.2
7	WVKO-AF	6.1	WBNS-AM	6.5	WMNI-AM (C)	7.0
8	WMNI-AM	6.0	WMNI-AM	5.1	WCOL-AM (PA)	6.1
9	WLVQ-FM	4.6	WVKO-FM	3.7	WRMZ-FM (D)	2.9
10	WHOK-FM	2.8	WRFD-AM	2.7	WVKO-FM (B)	2.7
11	WRFD-AM	2.4	WVKO-AM	2.7	WHOK-FM (C)	2.4
12	WRMZ-FM	2.0	WBBY-FM	2.2	WVKO-AM (B)	2.3
13	WLW -AM	1.9	WHOK-FM	2.0	WLW -AM (PA)	1.8
14	WBBY-FM	1.0	WILR-AM	1.6	WBBY-FM (J)	1.7
15	WJR -AM	0.6	WHOK-AM	1.3	WRFD-AM (PA)	1.4
16	WNRE-FM	0.5	WRMZ-FM	1.2	WNRE-FM (PA)	1.2
17	WHOK-AM	0.4	WLW -AM	0.6	WHOK-AM (PA)	1.1

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 8795

	A/M '78		O/N '78		A/M '79	
1	WBNS-FM	208	WTVN-AM	185	WNCI-FM	185
2	WNCI-FM	181	WNCI-FM	149	WBNS-FM	166
3	WTVN-AM	138	WBNS-FM	144	WTVN-AM	161
4	WBNS-AM	124	WLVQ-FM	114	WXGT-FM	106
5	WCOL-AM	104	WXGT-FM	102	WLVQ-FM	104

M-F, 6-10am

1	WTVN-AM	WTVN-AM	WTVN-AM
2	WBNS-FM	WNCI-FM	WNCI-FM
3	WNCI-FM	WBNS-FM	WBNS-FM
4	WBNS-AM	WBNS-AM	WBNS-AM
5	WCOL-AM	WCOL-AM	WMNI-AM

M-F, 3-7pm

1	WBNS-FM	WTVN-AM	WNCI-FM
2	WNCI-FM	WBNS-FM	WBNS-FM
3	WTVN-AM	WLVQ-FM	WTVN-AM
4	WXGT-FM	WNCI-FM	WLVQ-FM
5	WCOL-AM	WXGT-FM	WXGT-FM

Teens
M-S, 6am-Midnight
POP(00): 1134

	A/M '78	O/N '78	A/M '79
1	WNCI-FM	WNCI-FM	WNCI-FM
2	WXGT-FM	WXGT-FM	WXGT-FM
3	WCOL-AM	WLVQ-FM	WLVQ-FM
4	WVKO-AF	WCOL-AM	WCOL-AM
5	WLVQ-FM	WVKO-FM	WVKO-FM

M-F, 8-10am

1	WNCI-FM	WNCI-FM	WNCI-FM
2	WXGT-FM	WXGT-FM	WXGT-FM
3	WCOL-AM	WLVQ-FM	WLVQ-FM
4	WVKO-AF	WCOL-AM	WCOL-AM
5	WLVQ-FM	WVKO-FM	WTVN-AM

M-F, 3-7pm

1	WNCI-FM	WNCI-FM	WNCI-FM
2	WXGT-FM	WXGT-FM	WXGT-FM
3	WLVQ-FM	WLVQ-FM	WLVQ-FM
4	WCOL-AM	WVKO-FM	WCOL-AM
5	WVKO-AF	WCOL-AM	WVKO-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3567

	A/M '78	O/N '78	A/M '79
1	WNCI-FM	WLVQ-FM	WNCI-FM
2	WCOL-AM	WNCI-FM	WXGT-FM
3	WXGT-FM	WXGT-FM	WLVQ-FM
4	WBNS-AM	WCOL-AM	WTVN-AM
5	WLVQ-FM	WTVN-AM	WBNS-AM

M-F, 6-10am

1	WNCI-FM	WNCI-FM	WNCI-FM
2	WCOL-AM	WTVN-AM	WXGT-FM
3	WTVN-AM	WXGT-FM	WLVQ-FM
4	WBNS-AM	WCOL-AM	WTVN-AM
5	WXGT-FM	WLVQ-FM	WBNS-AM

M-F, 3-7pm

1	WNCI-FM	WLVQ-FM	WNCI-FM
2	WCOL-AM	WXGT-FM	WLVQ-FM
3	WXGT-FM	WNCI-FM	WXGT-FM
4	WBNS-FM	WCOL-AM	WBNS-FM
5	WLVQ-FM	WTVN-AM	WBNS-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 3589

	A/M '78	O/N '78	A/M '79
1	WBNS-FM	WTVN-AM	WTVN-AM
2	WTVN-AM	WBNS-FM	WBNS-FM
3	WNCI-FM	WNCI-FM	WNCI-FM
4	WBNS-AM	WCOL-AM	WBNS-AM
5	WMNI-AM	WMNI-AM	WLVQ-FM

M-F, 6-10am

1	WTVN-AM	WTVN-AM	WTVN-AM
2	WBNS-AM	WNCI-FM	WBNS-FM
3	WBNS-FM	WMNI-AM	WNCI-FM
4	WNCI-FM	WBNS-AM	WBNS-AM
5	WMNI-AM	WCOL-AM	WCOL-AM

M-F, 3-7pm

1	WBNS-FM	WTVN-AM	WBNS-FM
2	WTVN-AM	WBNS-FM	WTVN-AM
3	WNCI-FM	WNCI-FM	WNCI-FM
4	WBNS-AM	WCOL-AM	WBNS-AM
5	WMNI-AM	WBNS-AM	WLVQ-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 8795

	A/M '78		O/N '78		A/M '79	
1	WNCI-FM	2790	WTVN-AM	3155	WNCI-FM	2659
2	WCOL-AM	2592	WNCI-FM	2549	WTVN-AM	2610
3	WBNS-FM	2366	WCOL-AM	2237	WBNS-FM	2232
4	WTVN-AM	2173	WBNS-AM	1972	WCOL-AM	1982
5	WBNS-AM	2145	WBNS-FM	1931	WBNS-AM	1961

M-F, 8-10am

1	WTVN-AM	WTVN-AM	WTVN-AM
2	WNCI-FM	WNCI-FM	WNCI-FM
3	WCOL-AM	WCOL-AM	WBNS-AM
4	WBNS-AM	WBNS-AM	WBNS-FM
5	WBNS-FM	WBNS-FM	WCOL-AM

M-F, 3-7pm

1	WNCI-FM	WTVN-AM	WNCI-FM
2	WBNS-FM	WCOL-AM	WTVN-AM
3	WCOL-AM	WNCI-FM	WBNS-FM
4	WTVN-AM	WBNS-FM	WXGT-FM
5	WBNS-AM	WXGT-FM	WBNS-AM

Teens
M-S, 6am-Midnight
POP(00): 1134

	A/M '78	O/N '78	A/M '79
1	WNCI-FM	WNCI-FM	WNCI-FM
2	WCOL-AM	WXGT-FM	WXGT-FM
3	WXGT-FM	WCOL-AM	WLVQ-FM
4	WLVQ-FM	WLVQ-FM	WCOL-AM
5	WVKO-AF	WTVN-AM	WTVN-AM

M-F, 6-10am

1	WNCI-FM	WNCI-FM	WNCI-FM
2	WCOL-AM	WXGT-FM	WXGT-FM
3	WXGT-FM	WCOL-AM	WLVQ-FM
4	WVKO-AF	WLVQ-FM	WCOL-AM
5	WLVQ-FM	WBNS-AM	WTVN-AM

M-F, 3-7pm

1	WNCI-FM	WNCI-FM	WNCI-FM
2	WCOL-AM	WXGT-FM	WXGT-FM
3	WXGT-FM	WCOL-AM	WLVQ-FM
4	WVKO-AF	WLVQ-FM	WCOL-AM
5	WLVQ-FM	WVKO-FM	WVKO-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3567

	A/M '78	O/N '78	A/M '79
1	WCOL-AM	WNCI-FM	WNCI-FM
2	WNCI-FM	WCOL-AM	WXGT-FM
3	WXGT-FM	WTVN-AM	WCOL-AM
4	WBNS-AM	WXGT-FM	WLVQ-FM
5	WTVN-AM	WLVQ-FM	WBNS-AM

M-F, 8-10am

1	WCOL-AM	WNCI-FM	WNCI-FM
2	WNCI-FM	WCOL-AM	WXGT-FM
3	WXGT-FM	WTVN-AM	WLVQ-FM
4	WBNS-AM	WXGT-FM	WCOL-AM
5	WTVN-AM	WBNS-AM	WBNS-AM

M-F, 3-7pm

1	WCOL-AM	WCOL-AM	WNCI-FM
2	WNCI-FM	WXGT-FM	WXGT-FM
3	WXGT-FM	WLVQ-FM	WLVQ-FM
4	WBNS-AM	WNCI-FM	WCOL-AM
5	WBNS-FM	WTVN-AM	WBNS-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 3589

	A/M '78	O/N '78	A/M '79
1	WTVN-AM	WTVN-AM	WTVN-AM
2	WNCI-FM	WNCI-FM	WBNS-FM
3	WBNS-FM	WBNS-AM	WNCI-FM
4	WBNS-AM	WCOL-AM	WBNS-AM
5	WCOL-AM	WBNS-FM	WCOL-AM

M-F, 6-10am

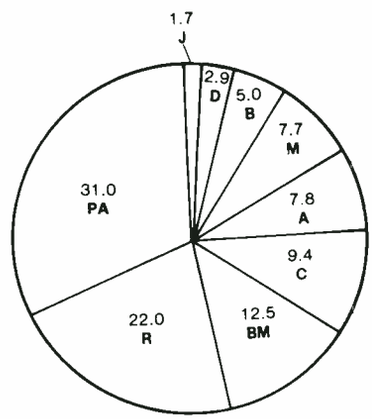
1	WTVN-AM	WTVN-AM	WTVN-AM
2	WBNS-AM	WNCI-FM	WBNS-AM
3	WNCI-FM	WBNS-AM	WBNS-FM
4	WCOL-AM	WCOL-AM	WNCI-FM
5	WBNS-FM	WBNS-FM	WCOL-AM

M-F, 3-7pm

1	WBNS-FM	WTVN-AM	WTVN-AM
2	WTVN-AM	WBNS-FM	WBNS-FM
3	WBNS-AM	WCOL-AM	WBNS-AM
4	WNCI-FM	WNCI-FM	WNCI-FM
5	WCOL-AM	WBNS-AM	WCOL-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Corpus Christi

METRO RANK 113

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2383

	A/M '77		A/M '78		A/M '79	
1	KRYS-AM	19.6	KEYS-AM	17.0	KEYS-AM(R)	14.5
2	KCCT-AM	14.9	KUNO-AM	14.4	KZFM-FM(R)	13.3
3	KUNO-AM	14.3	KIOU-FM	12.8	KIOU-FM(BM)	12.4
4	KIOU-FM	10.7	KRYS-AM	8.8	KUNO-AM(S)	10.7
5	KEYS-AM	8.5	KNCN-FM	8.5	KNCN-FM(A)	9.0
6	KIKN-AM	6.6	KZFM-FM	7.7	KRYS-AM(R)	8.4
7	KZFM-FM	5.8	KCCT-AM	7.7	KOUL-FM(C)	8.4
8	KTSA-AM	5.2	KIKN-AM	4.8	KCCT-AM(S)	6.4
9	KOUL-FM	3.6	KOUL-FM	4.3	KIKN-AM(C)	4.0
10	KSIX-AM	3.3	KROB-AF	2.9	KROB-AF(C)	3.5
11	KROB-AF	2.2	KSIX-AM	2.4	KSIX-AM(PA)	1.4
12	KNCN-FM	1.4	KTSA-AM	2.4	WOAI-AM(T)	1.2
13	KTRH-AM	1.1	KEXX-FM	2.1	KTRH-AM(T)	0.9
14	KOPY-AM	1.1	KTRH-AM	1.9	KTSA-AM(R)	0.6
15	KINE-AM	0.8				
16	WOAI-AM	0.6				

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 2383

	A/M '77		A/M '78		A/M '79	
1	KRYS-AM	71	KEYS-AM	64	KEYS-AM	50
2	KCCT-AM	54	KUNO-AM	54	KZFM-FM	46
3	KUNO-AM	52	KIOU-FM	48	KIOU-FM	43
4	KIOU-FM	39	KRYS-AM	33	KUNO-AM	37
5	KEYS-AM	31	KNCN-FM	32	KNCN-FM	31
M-F, 6-10am						
1	KRYS-AM		KUNO-AM		KEYS-AM	
2	KUNO-AM		KEYS-AM		KUNO-AM	
3	KIOU-FM		KIOU-FM		KIOU-FM	
4	KCCT-AM		KRYS-AM		KRYS-AM	
5	KEYS-AM		KZFM-FM		KZFM-FM	
M-F, 3-7pm						
1	KRYS-AM		KEYS-AM		KEYS-AM	
2	KCCT-AM		KIOU-FM		KZFM-FM	
3	KUNO-AM		KUNO-AM		KIOU-FM	
4	KIOU-FM		KRYS-AM		KNCN-FM	
5	KEYS-AM		KNCN-FM		KRYS-AM	

Teens

M-S, 6am-Midnight
POP(00): 387

	A/M '77	A/M '78	A/M '79
1	KRYS-AM	KEYS-AM	KEYS-AM
2	KEYS-AM	KZFM-FM	KZFM-FM
3	KTSA-AM	KRYS-AM	KRYS-AM
4	KZFM-FM	KCCT-AM	KNCN-FM
5	KCCT-AM	KTSA-AM	KOUL-FM
M-F, 8-10am			
1	KRYS-AM	KEYS-AM	KEYS-AM
2	KZFM-FM	KZFM-FM	KZFM-FM
3	KEYS-AM	KRYS-AM	KRYS-AM
4	KTSA-AM	KNCN-FM	KNCN-FM
5	KCCT-AM	KUNO-AM	KIKN-AM
M-F, 3-7pm			
1	KRYS-AM	KEYS-AM	KEYS-AM
2	KEYS-AM	KZFM-FM	KZFM-FM
3	KTSA-AM	KRYS-AM	KRYS-AM
4	KZFM-FM	KTSA-AM	KNCN-FM
5	KCCT-AM	KCCT-AM	KOUL-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 878

	A/M '77	A/M '78	A/M '79
1	KRYS-AM	KEYS-AM	KNCN-FM
2	KCCT-AM	KNCN-FM	KZFM-FM
3	KIKN-AM	KZFM-FM	KEYS-AM
4	KEYS-AM	KRYS-AM	KCCT-AM
5	KZFM-FM	KCCT-AM	KRYS-AM
M-F, 6-10am			
1	KRYS-AM	KEYS-AM	KEYS-AM
2	KIKN-AM	KNCN-FM	KRYS-AM
3	KEYS-AM	KZFM-FM	KNCN-FM
4	KCCT-AM	KRYS-AM	KZFM-FM
5	KUNO-AM	KUNO-AM	KCCT-AM
M-F, 3-7pm			
1	KRYS-AM	KEYS-AM	KNCN-FM
2	KCCT-AM	KNCN-FM	KEYS-AM
3	KIKN-AM	KRYS-AM	KZFM-FM
4	KZFM-FM	KZFM-FM	KOUL-FM
5	KTSA-AM	KCCT-AM	KCCT-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 972

	A/M '77	A/M '78	A/M '79
1	KCCT-AM	KIOU-FM	KOUL-FM
2	KRYS-AM	KUNO-AM	KUNO-AM
3	KUNO-AM	KEYS-AM	KIOU-FM
4	KIOU-FM	KRYS-AM	KEYS-AM
5	KIKN-AM	KCCT-AM	KNCN-FM
M-F, 6-10am			
1	KUNO-AM	KUNO-AM	KUNO-AM
2	KRYS-AM	KRYS-AM	KEYS-AM
3	KIOU-FM	KEYS-AM	KIOU-FM
4	KIKN-AM	KIOU-FM	KRYS-AM
5	KCCT-AM	KCCT-AM	KOUL-FM
M-F, 3-7pm			
1	KCCT-AM	KIOU-FM	KIOU-FM
2	KRYS-AM	KUNO-AM	KOUL-FM
3	KIOU-FM	KEYS-AM	KEYS-AM
4	KIKN-AM	KCCT-AM	KNCN-FM
5	KUNO-AM	KRYS-AM	KUNO-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 2383

	A/M '77		A/M '78		A/M '79	
1	KRYS-AM	984	KEYS-AM	896	KEYS-AM	856
2	KEYS-AM	693	KRYS-AM	695	KZFM-FM	650
3	KIOU-FM	436	KZFM-FM	441	KRYS-AM	600
4	KUNO-AM	428	KIOU-FM	396	KIOU-FM	386
5	KTSA-AM	397	KUNO-AM	363	KNCN-FM	384
M-F, 6-10am						
1	KRYS-AM		KEYS-AM		KEYS-AM	
2	KEYS-AM		KRYS-AM		KZFM-FM	
3	KIOU-FM		KZFM-FM		KRYS-AM	
4	KUNO-AM		KUNO-AM		KIOU-FM	
5	KCCT-AM		KIOU-FM		KNCN-FM	
M-F, 3-7pm						
1	KRYS-AM		KEYS-AM		KEYS-AM	
2	KEYS-AM		KRYS-AM		KZFM-FM	
3	KCCT-AM		KUNO-AM		KRYS-AM	
4	KIOU-FM		KZFM-FM		KIOU-FM	
5	KUNO-AM		KIOU-FM		KNCN-FM	

Teens

M-S, 6am-Midnight
POP(00): 387

	A/M '77	A/M '78	A/M '79
1	KRYS-AM	KEYS-AM	KEYS-AM
2	KEYS-AM	KRYS-AM	KZFM-FM
3	KTSA-AM	KZFM-FM	KRYS-AM
4	KZFM-FM	KTSA-AM	KNCN-FM
5	KCCT-AM	KNCN-FM	KOUL-FM
M-F, 6-10am			
1	KRYS-AM	KEYS-AM	KEYS-AM
2	KEYS-AM	KRYS-AM	KZFM-FM
3	KZFM-FM	KZFM-FM	KNCN-FM
4	KTSA-AM	KTSA-AM	KRYS-AM
5	KCCT-AM	KNCN-FM	KIKN-AM
M-F, 3-7pm			
1	KRYS-AM	KEYS-AM	KEYS-AM
2	KEYS-AM	KRYS-AM	KZFM-FM
3	KTSA-AM	KZFM-FM	KRYS-AM
4	KZFM-FM	KTSA-AM	KNCN-FM
5	KCCT-AM	KCCT-AM	KOUL-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 878

	A/M '77	A/M '78	A/M '79
1	KRYS-AM	KEYS-AM	KEYS-AM
2	KEYS-AM	KRYS-AM	KZFM-FM
3	KTSA-AM	KZFM-FM	KRYS-AM
4	KCCT-AM	KNCN-FM	KNCN-FM
5	KZFM-FM	KCCT-AM	KCCT-AM
M-F, 6-10am			
1	KRYS-AM	KEYS-AM	KEYS-AM
2	KEYS-AM	KZFM-FM	KZFM-FM
3	KIKN-AM	KRYS-AM	KNCN-FM
4	KCCT-AM	KUNO-AM	KRYS-AM
5	KUNO-AM	KNCN-FM	KCCT-AM
M-F, 3-7pm			
1	KRYS-AM	KEYS-AM	KEYS-AM
2	KCCT-AM	KRYS-AM	KZFM-FM
3	KEYS-AM	KNCN-FM	KNCN-FM
4	KZFM-FM	KZFM-FM	KRYS-AM
5	KTSA-AM	KCCT-AM	KCCT-AM

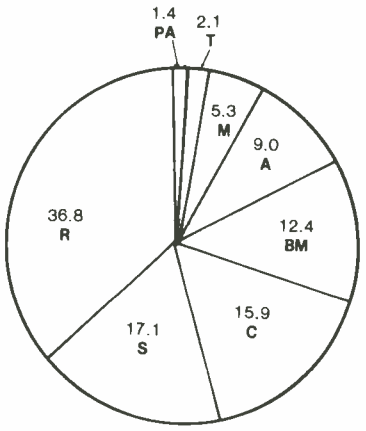
Adults 25-49

M-S, 6am-Midnight
POP(00): 972

	A/M '77	A/M '78	A/M '79
1	KRYS-AM	KEYS-AM	KEYS-AM
2	KEYS-AM	KRYS-AM	KRYS-AM
3	KIOU-FM	KIOU-FM	KOUL-FM
4	KUNO-AM	KUNO-AM	KUNO-AM
5	KCCT-AM	KIKN-AM	KIOU-FM
M-F, 6-10am			
1	KRYS-AM	KEYS-AM	KEYS-AM
2	KUNO-AM	KRYS-AM	KRYS-AM
3	KIOU-FM	KUNO-AM	KUNO-AM
4	KEYS-AM	KIOU-FM	KIKN-AM
5	KIKN-AM	KZFM-FM	KOUL-FM
M-F, 3-7pm			
1	KRYS-AM	KEYS-AM	KEYS-AM
2	KCCT-AM	KRYS-AM	KIOU-FM
3	KIOU-FM	KIOU-FM	KUNO-AM
4	KEYS-AM	KUNO-AM	KRYS-AM
5	KIKN-AM	KIKN-AM	KOUL-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

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Dallas-Ft. Worth

METRO RANK **11**

A/M '79 Market Overview

Big success story in this market is the resurgence of Country-formatted **WBAP** to the top spot in the market. Large part of the story is due to station's tie-in to Texas Rangers baseball. WBAP added one of the players, **Jim Sunberg**, to the PM drive air staff. PM drive numbers increased well. Numbers in midday increased due to reworking of the music and commercial loads in those hours. Outside advertising of the station consisted of TV spots for WBAP. No increase in ad budget compared to the last book.

The #2 12+ in the Dallas-Ft. Worth metro is **KVIL-FM**, an adult-oriented Top 40. Female adult numbers showed a good increase in AM drive to pace the rise for the **Fairbanks** station. Ad campaign featured TV commercials. One of the biggest share increases was registered by AOR entity **KTXQ**, which rose from 4.6 to 6.8 in overall share. KTXQ features a consistent all-rock sound, although not a "modal programming" client of **Burkhart-Abrams.** The station staged lots of street promotions, such as benefit concerts, and co-sponsored the Texxas Jam and broadcast parts of it. Advertising consisted of TV, newspaper and magazine ads. Competitor **KZEW** dropped again in this book, but will be now under direction of new PD from Cincinnati (**Tom Owens** from **WSAI-FM**), so Fall sweep should be an interesting one for these stations.

Other interesting situations to look at are those of **KSCS** (**WBAP**'s FM sister) and News/Talk **KRLD**. KSCS takes a different approach to Country sound than does WBAP, with more of a background sound — few commercial breaks, no personalities, very little service. FM effort appears to be paying off for **Cap Cities,** though, as KSCS keeps gaining. **Metromedia**'s KRLD off slightly in this report, but still scored well in broad demos 18+. Morning drive share declined but afternoons and midday improved.

Overall metro in-tab drops in this sweep by over 200 diaries. No drastic demo flukes, though, as loss occurs among many age/sex cells.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 21625

	A/M '78		O/N '78		A/M '79	
1	WBAP-AM	11.8	KVIL-FM	8.9	WBAP-AM (C)	11.3
2	KVIL-FM	9.3	WBAP-AM	7.9	KVIL-FM (R)	9.4
3	KSCS-FM	6.6	KRLD-AM	7.4	KSCS-FM (C)	6.9
4	KFJZ-FM	6.3	KSCS-FM	6.5	KRLD-AM (N)	6.8
5	KOAX-FM	6.2	KMEZ-FM	5.9	KTXQ-FM (A)	6.8
6	KKDA-FM	5.8	KOAX-FM	5.7	KOAX-FM (BM)	6.3
7	KRLD-AM	4.9	KKDA-FM	5.6	KFJZ-FM (R)	5.7
8	KMEZ-FM	4.9	KFJZ-FM	5.0	KMEZ-FM (BM)	5.4
9	KZEW-FM	4.1	KTXQ-FM	4.6	KKDA-FM (B)	4.8
10	KBOX-AM	3.8	KNUS-FM	4.1	WFAA-AM (N)	4.6
11	KLIF-AM	3.3	WFAA-AM	4.1	KBOX-AM (C)	4.0
12	WFAA-AM	3.3	KNOK-FM	3.4	KNOK-FM (B)	3.7
13	KNOK-FM	2.9	KBOX-AM	3.4	KNUS-FM (PA)	2.9
14	KFWD-FM	2.9	KZEW-FM	3.1	KZEW-FM (A)	2.8
15	KPLX-FM	2.9	KLIF-AM	3.0	KPLX-FM (PA)	2.2
16	KNUS-FM	2.3	KMGC-FM	2.7	KLIF-AM (R)	2.1
17	KFJZ-AM	2.1	KPLX-FM	2.4	KMGC-FM (PA)	2.1
18	KAFM-FM	2.1	KFJZ-AM	1.7	KVIL-AM (R)	1.5
19	KNOK-AM	1.7	KAFM-FM	1.7	KFJZ-AM (PA)	1.3
20	KMGC-FM	1.5	KESS-FM	1.6	KAFM-FM (PA)	1.2
21	KPBC-AM	1.4	KPBC-AM	1.5	KPBC-AM (PA)	0.8
22	KVIL-AM	1.3	WRR -FM	1.4	WRR -FM (CL)	0.7
23	KKDA-AM	1.0	KVIL-AM	1.0	KNOK-AM (J)	0.7
24	KJIM-AM	0.9	KSKY-AM	0.9	KKDA-AM (B)	0.5
25	KKOL-AM	0.9	KNOK-AM	0.8	KSKY-AM (RL)	0.5
26	WRR -FM	0.9	KAAM-AM	0.8	KJIM-AM (C)	0.4
27	KAAM-AM	0.7	KKOL-AM	0.7	KAAM-AM (PA)	0.3
28	KSKY-AM	0.7	KKDA-AM	0.6		
29	KRXV-AM	0.3	KWJS-FM	0.4		
30			KRXV-AM	0.4		

Format Legend

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

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 21625

	A/M '78		O/N '78		A/M '79	
1	WBAP-AM	392	KVIL-FM	295	WBAP-AM	408
2	KVIL-FM	311	WBAP-AM	262	KVIL-FM	341
3	KSCS-FM	221	KRLD-AM	243	KSCS-FM	251
4	KFJZ-FM	211	KSCS-FM	214	KRLD-AM	247
5	KOAX-FM	207	KMEZ-FM	195	KTXQ-FM	247
6	KKDA-FM	193	KOAX-FM	187	KOAX-FM	227
7	KRLD-AM	164	KKDA-FM	186	KFJZ-FM	207
8	KMEZ-FM	162	KFJZ-FM	165	KMEZ-FM	197
9	KZEW-FM	135	KTXQ-FM	153	KKDA-FM	172
10	KBOX-AM	126	KNUS-FM	136	WFAA-AM	168

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	WBAP-AM	KRLD-AM	KVIL-FM
2	KVIL-FM	KVIL-FM	WBAP-AM
3	KRLD-AM	WBAP-AM	KRLD-AM
4	KSCS-FM	KSCS-FM	KSCS-FM
5	KBOX-AM	KFJZ-FM	KFJZ-FM
6	KFJZ-FM	KBOX-AM	KOAX-FM
7	KOAX-FM	KOAX-FM	WFAA-AM
8	KLIF-AM	WFAA-AM	KBOX-AM
9	WFAA-AM	KMEZ-FM	KTXQ-FM
10	KKDA-FM	KTXQ-FM	KMEZ-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	WBAP-AM	KVIL-FM	KVIL-FM
2	KVIL-FM	WBAP-AM	WBAP-AM
3	KFJZ-FM	KKDA-FM	KRLD-AM
4	KSCS-FM	KRLD-AM	KTXQ-FM
5	KKDA-FM	KSCS-FM	KSCS-FM
6	KOAX-FM	KMEZ-FM	KFJZ-FM
7	KMEZ-FM	KOAX-FM	KOAX-FM
8	KRLD-AM	KFJZ-FM	KKDA-FM
9	KZEW-FM	KNUS-FM	KMEZ-FM
10	KLIF-AM	KTXQ-FM	KNOK-FM

Teens
M-S, 6am-Midnight
POP(00): 2808

	A/M '78	O/N '78	A/M '79
1	KFJZ-FM	KFJZ-FM	KFJZ-FM
2	KKDA-FM	KNUS-FM	KNUS-FM
3	KVIL-FM	KKDA-FM	KKDA-FM
4	KLIF-AM	KNOK-FM	KTXQ-FM
5	KSCS-FM	KTXQ-FM	KVIL-FM
6	KNUS-FM	KVIL-FM	KNOK-FM
7	KZEW-FM	KSCS-FM	WBAP-AM
8	KFWD-FM	KZEW-FM	KZEW-FM
9	KNOK-FM	WBAP-AM	KSCS-FM
10	WBAP-AM	KLIF-AM	KBOX-AM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	KFJZ-FM	KFJZ-FM	KFJZ-FM
2	KKDA-FM	KNUS-FM	KNUS-FM
3	KVIL-FM	KKDA-FM	KVIL-FM
4	KLIF-AM	KVIL-FM	KTXQ-FM
5	KSCS-FM	WBAP-AM	KKDA-FM
6	KNUS-FM	KSCS-FM	KNOK-FM
7	KZEW-FM	KTXQ-FM	WBAP-AM
8	KNOK-FM	KNOK-FM	KLIF-AM
9	WBAP-AM	KZEW-FM	KZEW-FM
10	KNOK-AM	KLIF-AM	KSCS-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	KFJZ-FM	KFJZ-FM	KFJZ-FM
2	KKDA-FM	KKDA-FM	KKDA-FM
3	KVIL-FM	KNUS-FM	KNUS-FM
4	KFWD-FM	KNOK-FM	KTXQ-FM
5	KNOK-FM	KTXQ-FM	KVIL-FM
6	KLIF-AM	KVIL-FM	KNOK-FM
7	KNUS-FM	KSCS-FM	KZEW-FM
8	KNOK-AM	WBAP-AM	WBAP-AM
9	KSCS-FM	KZEW-FM	KBOX-AM
10	KFJZ-AM	KLIF-AM	KLIF-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 8612

	A/M '78	O/N '78	A/M '79
1	KVIL-FM	KVIL-FM	KVIL-FM
2	KZEW-FM	KKDA-FM	KTXQ-FM
3	KKDA-FM	KTXQ-FM	KSCS-FM
4	WBAP-AM	KMGC-FM	KKDA-FM
5	KSCS-FM	KZEW-FM	KNOK-FM
6	KFWD-FM	KNUS-FM	KZEW-FM
7	KFJZ-FM	KSCS-FM	KFJZ-FM
8	KNOK-FM	KLIF-AM	KMGC-FM
9	KLIF-AM	KNOK-FM	WBAP-AM
10	KAFM-FM	KRLD-AM	KNUS-FM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	KVIL-FM	KVIL-FM	KVIL-FM
2	WBAP-AM	KTXQ-FM	KTXQ-FM
3	KSCS-FM	KRLD-AM	KSCS-FM
4	KKDA-FM	KLIF-AM	KFJZ-FM
5	KZEW-FM	WBAP-AM	KKDA-FM
6	KRLD-AM	KMGC-FM	KRLD-AM
7	KLIF-AM	KKDA-FM	KZEW-FM
8	KBOX-AM	KFJZ-FM	KNOK-FM
9	KFJZ-FM	KZEW-FM	WBAP-AM
10	KFWD-FM	KNUS-FM	KLIF-AM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	KVIL-FM	KVIL-FM	KVIL-FM
2	KZEW-FM	KKDA-FM	KTXQ-FM
3	KKDA-FM	KTXQ-FM	KSCS-FM
4	KSCS-FM	KZEW-FM	KKDA-FM
5	WBAP-AM	KNUS-FM	KNOK-FM
6	KFWD-FM	KMGC-FM	KZEW-FM
7	KLIF-AM	KNOK-FM	KMGC-FM
8	KFJZ-FM	KSCS-FM	KFJZ-FM
9	KNOK-FM	KLIF-AM	KLIF-AM
10	KAFM-FM	KRLD-AM	KOAX-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 9461

	A/M '78	O/N '78	A/M '79
1	KVIL-FM	KVIL-FM	KVIL-FM
2	WBAP-AM	KSCS-FM	KSCS-FM
3	KSCS-FM	WBAP-AM	WBAP-AM
4	KOAX-FM	KRLD-AM	KRLD-AM
5	KRLD-AM	KMEZ-FM	KMEZ-FM
6	KMEZ-FM	KOAX-FM	KOAX-FM
7	KBOX-AM	KBOX-AM	KTXQ-FM
8	KKDA-FM	KMGC-FM	KBOX-AM
9	KPLX-FM	KKDA-FM	KKDA-FM
10	KLIF-AM	KLIF-AM	WFAA-AM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	KVIL-FM	KVIL-FM	KVIL-FM
2	WBAP-AM	WBAP-AM	KRLD-AM
3	KRLD-AM	KRLD-AM	WBAP-AM
4	KBOX-AM	KSCS-FM	KSCS-FM
5	KSCS-FM	KBOX-AM	KOAX-FM
6	KOAX-FM	KLIF-AM	KBOX-AM
7	KLIF-AM	KMEZ-FM	KMEZ-FM
8	KMEZ-FM	KOAX-FM	WFAA-AM
9	WFAA-AM	WFAA-AM	KKDA-FM
10	KNUS-FM	KNUS-FM	KTXQ-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	KVIL-FM	KSCS-FM	KVIL-FM
2	KSCS-FM	KVIL-FM	KSCS-FM
3	WBAP-AM	WBAP-AM	KRLD-AM
4	KRLD-AM	KRLD-AM	WBAP-AM
5	KKDA-FM	KMEZ-FM	KOAX-FM
6	KBOX-AM	KOAX-FM	KMEZ-FM
7	KMEZ-FM	KBOX-AM	KKDA-FM
8	KPLX-FM	KNOK-FM	KTXQ-FM
9	KOAX-FM	KKDA-FM	KBOX-AM
10	KLIF-AM	KPLX-FM	KNOK-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 21625

	A/M '78		O/N '78		A/M '79	
1	WBAP-AM	5715	KRLD-AM	4944	WBAP-AM	5299
2	KRLD-AM	3829	WBAP-AM	3886	KRLD-AM	4591
3	KVIL-FM	3604	KVIL-FM	3512	KVIL-FM	4061
4	KFJZ-FM	3165	KFJZ-FM	2986	KFJZ-FM	3094
5	KLIF-AM	3105	KSCS-FM	2698	KSCS-FM	2866
6	KSCS-FM	2953	KNUS-FM	2408	KKDA-FM	2654
7	KOAX-FM	2418	KOAX-FM	2349	KOAX-FM	2634
8	KKDA-FM	2347	KMEZ-FM	2336	KTXQ-FM	2578
9	KZEW-FM	2265	KKDA-FM	2336	KLIF-AM	2534
10	WFAA-AM	2194	WFAA-AM	2229	KMEZ-FM	2516

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	WBAP-AM	KRLD-AM	KRLD-AM
2	KRLD-AM	WBAP-AM	WBAP-AM
3	KVIL-FM	KVIL-FM	KVIL-FM
4	KFJZ-FM	KSCS-FM	KFJZ-FM
5	KLIF-AM	KFJZ-FM	KSCS-FM
6	KSCS-FM	KKDA-FM	KOAX-FM
7	KKDA-FM	KOAX-FM	WFAA-AM
8	WFAA-AM	KLIF-AM	KTXQ-FM
9	KBOX-AM	KNUS-FM	KMEZ-FM
10	KOAX-FM	WFAA-AM	KKDA-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	WBAP-AM	KRLD-AM	KRLD-AM
2	KVIL-FM	KVIL-FM	KVIL-FM
3	KFJZ-FM	WBAP-AM	WBAP-AM
4	KRLD-AM	KFJZ-FM	KFJZ-FM
5	KSCS-FM	KSCS-FM	KSCS-FM
6	KKDA-FM	KKDA-FM	KOAX-FM
7	KLIF-AM	KNUS-FM	KTXQ-FM
8	KZEW-FM	KTXQ-FM	KKDA-FM
9	KMEZ-FM	KTXQ-FM	KMEZ-FM
10	KOAX-FM	KLIF-AM	KLIF-AM

Teens
M-S, 6am-Midnight
POP(00): 2808

	A/M '78	O/N '78	A/M '79
1	KFJZ-FM	KFJZ-FM	KFJZ-FM
2	KVIL-FM	KNUS-FM	KNUS-FM
3	KLIF-AM	KKDA-FM	KVIL-FM
4	KKDA-FM	KVIL-FM	KKDA-FM
5	KNUS-FM	KNOK-FM	KTXQ-FM
6	KZEW-FM	KZEW-FM	KLIF-AM
7	WBAP-AM	KTXQ-FM	KZEW-FM
8	KFJZ-AM	KLIF-AM	KNOK-FM
9	KSCS-FM	KFJZ-AM	WBAP-AM
10	KFWD-FM	KSCS-FM	KSCS-FM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	KFJZ-FM	KFJZ-FM	KFJZ-FM
2	KKDA-FM	KKDA-FM	KNUS-FM
3	KVIL-FM	KNUS-FM	KVIL-FM
4	KLIF-AM	KVIL-FM	KKDA-FM
5	KNUS-FM	KLIF-AM	KLIF-AM
6	KSCS-FM	WBAP-AM	KTXQ-FM
7	KZEW-FM	KZEW-FM	KZEW-FM
8	KFWD-FM	KSCS-FM	KNOK-FM
9	KNOK-FM	KNOK-FM	WBAP-AM
10	KRLD-AM	KTXQ-FM	KSCS-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	KFJZ-FM	KFJZ-FM	KFJZ-FM
2	KKDA-FM	KKDA-FM	KNUS-FM
3	KVIL-FM	KNOK-FM	KKDA-FM
4	KLIF-AM	KNUS-FM	KTXQ-FM
5	KNUS-FM	KVIL-FM	KVIL-FM
6	KZEW-FM	KTXQ-FM	KNOK-FM
7	KNOK-FM	KSCS-FM	KZEW-FM
8	KFWD-FM	WBAP-AM	KLIF-AM
9	KSCS-FM	KLIF-AM	WBAP-AM
10	KFJZ-AM	KZEW-FM	KSCS-FM

Dallas-Ft. Worth *Continued*

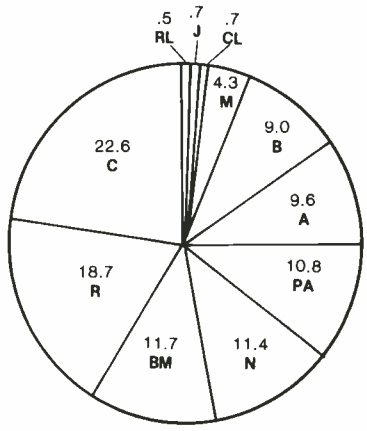
Adults 18-34
M-S, 6am-Midnight
POP(00): 8612

	A/M '78	O/N '78	A/M '79
1	KVIL-FM	KVIL-FM	KVIL-FM
2	WBAP-AM	KTXQ-FM	KTXQ-FM
3	KZEW-FM	KRLD-AM	KKDA-FM
4	KLIF-AM	KZEW-FM	KZEW-FM
5	KKDA-FM	KKDA-FM	KLIF-AM
6	KSCS-FM	KNUS-FM	KSCS-FM
7	KFJZ-FM	KLIF-AM	WBAP-AM
8	KNUS-FM	KFJZ-FM	KFJZ-FM
9	KFWD-FM	KMGC-FM	KRLD-AM
10	KRLD-AM	KSCS-FM	KNOK-FM
M-F, 6-10am			
1	KVIL-FM	KVIL-FM	KVIL-FM
2	KLIF-AM	KTXQ-FM	KTXQ-FM
3	WBAP-AM	KRLD-AM	KSCS-FM
4	KZEW-FM	KKDA-FM	KKDA-FM
5	KFJZ-FM	KLIF-AM	KZEW-FM
6	KSCS-FM	KNUS-FM	KLIF-AM
7	KFWD-FM	KFJZ-FM	KNOK-FM
8	KKDA-FM	KZEW-FM	KFJZ-FM
9	KRLD-AM	KMGC-FM	WBAP-AM
10	KNUS-FM	WBAP-AM	KRLD-AM
M-F, 3-7pm			
1	KVIL-FM	KVIL-FM	KVIL-FM
2	KZEW-FM	KTXQ-FM	KTXQ-FM
3	KKDA-FM	KKDA-FM	KKDA-FM
4	KSCS-FM	KZEW-FM	KSCS-FM
5	KLIF-AM	KNUS-FM	KLIF-AM
6	WBAP-AM	KLIF-AM	KZEW-FM
7	KFJZ-FM	KFJZ-FM	KNOK-FM
8	KNUS-FM	KRLD-AM	KRLD-AM
9	KFWD-FM	KNOK-FM	KFJZ-FM
10	KFJZ-AM	KSCS-FM	KNUS-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 9461

	A/M '78	O/N '78	A/M '79
1	WBAP-AM	KRLD-AM	WBAP-AM
2	KRLD-AM	KVIL-FM	KVIL-FM
3	KVIL-FM	WBAP-AM	KRLD-AM
4	KSCS-FM	KSCS-FM	KSCS-FM
5	KLIF-AM	KLIF-AM	KMEZ-FM
6	KOAX-FM	KMEZ-FM	KLIF-AM
7	WFAA-AM	KOAX-FM	KOAX-FM
8	KMEZ-FM	KNUS-FM	KBOX-AM
9	KBOX-AM	WFAA-AM	KKDA-FM
10	KKDA-FM	KBOX-AM	KTXQ-FM
M-F, 6-10am			
1	KVIL-FM	KVIL-FM	KVIL-FM
2	KRLD-AM	WBAP-AM	KRLD-AM
3	WBAP-AM	KRLD-AM	WBAP-AM
4	KLIF-AM	KSCS-FM	KSCS-FM
5	KSCS-FM	KBOX-AM	KOAX-FM
6	KBOX-AM	KLIF-AM	KMEZ-FM
7	KOAX-FM	KOAX-FM	KBOX-AM
8	WFAA-AM	KNUS-FM	KLIF-AM
9	KMEZ-FM	WFAA-AM	KKDA-FM
10	KNUS-FM	KKDA-FM	WFAA-AM
M-F, 3-7pm			
1	WBAP-AM	KVIL-FM	KVIL-FM
2	KVIL-FM	KRLD-AM	KRLD-AM
3	KRLD-AM	WBAP-AM	KSCS-FM
4	KSCS-FM	KSCS-FM	WBAP-AM
5	KLIF-AM	KLIF-AM	KOAX-FM
6	KMEZ-FM	KNUS-FM	KMEZ-FM
7	KBOX-AM	KMEZ-FM	KBOX-AM
8	KKDA-FM	KBOX-AM	KLIF-AM
9	KFLX-FM	KNOK-FM	KKDA-FM
10	KOAX-FM	KOAX-FM	KTXQ-FM

Format Penetration Chart
Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Cincinnati

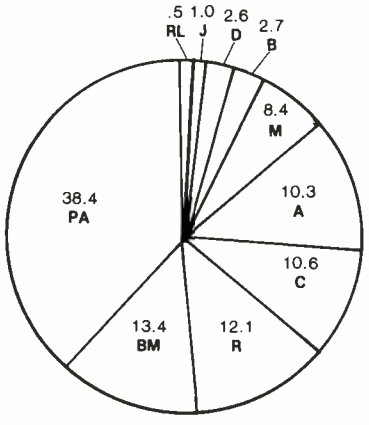
(Continued from page 66)

M-F, 3-7pm			
1	WSAI-AF	WEBN-FM	WKRQ-FM
2	WEBN-FM	WKRQ-FM	WLW -AM
3	WKRQ-FM	WLW -AM	WSAI-FM
4	WLW -AM	WSAI-FM	WEBN-FM
5	WKRC-AM	WKRC-AM	WKRC-AM
6	WCIN-AM	WSAI-AM	WLWS-FM
7	WUBE-AF	WWEZ-FM	WOKV-FM
8	WWEZ-FM	WLWS-FM	WLQA-FM
9	WLQA-FM	WUBE-FM	WCIN-AM
10	WCKY-AM	WCKY-AM	WUBE-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 4404

	A/M '78	O/N '78	A/M '79
1	WLW -AM	WLW -AM	WLW -AM
2	WSAI-AF	WKRC-AM	WKRC-AM
3	WKRC-AM	WKRQ-FM	WKRQ-FM
4	WKRQ-FM	WEBN-FM	WEBN-FM
5	WUBE-AF	WWEZ-FM	WCKY-AM
6	WCKY-AM	WSAI-AM	WWEZ-FM
7	WLQA-FM	WCKY-AM	WSAI-AM
8	WWEZ-FM	WUBE-FM	WUBE-FM
9	WEBN-FM	WLQA-FM	WSAI-FM
10	WCIN-AM	WSAI-FM	WLQA-FM
M-F, 6-10am			
1	WLW -AM	WLW -AM	WLW -AM
2	WKRC-AM	WKRC-AM	WKRC-AM
3	WSAI-AF	WKRQ-FM	WKRQ-FM
4	WUBE-AF	WCKY-AM	WCKY-AM
5	WKRQ-FM	WEBN-FM	WUBE-FM
6	WCKY-AM	WUBE-FM	WEBN-FM
7	WLQA-FM	WSAI-AM	WWEZ-FM
8	WWEZ-FM	WCIN-AM	WCIN-AM
9	WEBN-FM	WWEZ-FM	WSAI-AM
10	WCIN-AM	WLQA-FM	WLQA-FM
M-F, 3-7pm			
1	WLW -AM	WLW -AM	WLW -AM
2	WSAI-AF	WKRC-AM	WKRC-AM
3	WKRQ-FM	WKRQ-FM	WKRQ-FM
4	WKRC-AM	WCKY-AM	WCKY-AM
5	WUBE-AF	WWEZ-FM	WEBN-FM
6	WCKY-AM	WEBN-FM	WWEZ-FM
7	WEBN-FM	WSAI-AM	WUBE-FM
8	WWEZ-FM	WUBE-FM	WSAI-AM
9	WLQA-FM	WSAI-FM	WLQA-FM
10	WCIN-AM	WLQA-FM	WCIN-AM

Format Penetration Chart
Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



We've been with you since the first book.
EDDY ARNOLD
CHET ATKINS
RAZZY BAILEY
CLIFF COCHRAN
FLOYD CRAMER
DANNY DAVIS
DAVE & SUGAR
DOTTSY
RANDY GURLEY
TOM T. HALL
WAYLON
JIM ED & HELEN
ZELLA LEHR
MARY K MILLER
RONNIE MILSAP
DOLLY PARTON
CHARLEY PRIDE
JERRY REED
HANK SNOW
SYLVIA
PORTER WAGONER
STEVE WARINER
TEN COMMANDMENTS ACCORDING TO ARB
BOB JONES
And will be till the last.
RCA RECORDS

• Davenport-Rock Island-Moline

METRO RANK **91**

A/M '79 Market Overview

The Davenport metro is quite a competitive area, with close battles among Top 40 stations and among Beautiful Music properties. However, there is no real race among Country stations, as **WHBF** continues to lead *all* stations in the market with a 12+ share of 17.3, up more than two points from last Spring. This second big up book in a row for WHBF is attributable to the station's increasing popularity among adult women in the Davenport area. The female numbers showed special growth in AM drive, midday, and the evenings.

In the formats where there is a close race for the number one position, both Top 40 and Beautiful Music need to be examined. The number two station in the market is Top 40 leader **KSTT**, which increased slightly over its share last year. Young women ratings improved the most on this AM rocker. Meanwhile, FM station **KIIK** dropped below KSTT in this survey, but still maintained a healthy share. Midday appears to have been the downfall of KIIK, since all its target demos dropped in the ratings in that daypart.

The Beautiful Music scene is no more tranquil. **KRVR** is swimming along with a nice share jump in this report, while its AM competitor, **WOC**, may be struggling against the tide, since it suffered a second straight down book. In most cases, whenever WOC numbers decline in a daypart, those same demos see an increase for KRVR.

Two other situations bear examination in this metro. P/A leader **WQUA** dropped several shares, to its lowest number in three years. WQUA dropped by 33-50% in some dayparts, with afternoon drive perhaps hardest hit.

A new set of calls is recorded in this book, **WXLP**, an FM AOR station. WXLP debuted with a healthy 6.3 overall share and an impressive men 18-34 share of almost 25.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 3066

	A/M '77		A/M '78		A/M '79	
1	KSTT-AM	15.6	WHBF-AM	14.6	WHBF-AM(C)	17.1
2	KIIK-FM	13.1	KIIK-FM	14.4	KSTT-AM(C)	12.6
3	WOC -AM	12.6	KSTT-AM	11.8	KIIK-FM(C)	11.3
4	KRVR-FM	12.4	WQUA-AM	10.6	KRVR-FM	10.2
5	WHBF-AM	11.7	WOC -AM	10.4	WOC -AM	9.1
6	WQUA-AM	7.6	KRVR-FM	8.7	WQUA-AM(PA)	6.3
7	WLS -AM	3.2	WHBF-FM	3.3	WXLP-FM(A)	6.3
8	KWNT-AM	3.0	KWNT-AM	2.8	WZZC-FM(C)	1.9
9	WON -AM	2.5	WHTT-FM	2.6	WKEI-AM(PA)	1.9
10	WEMO-FM	2.1	WKEI-AM	2.1	WRSQ-FM	1.7
11	WHBF-FM	1.6	WEMO-FM	1.4	WHBF-FM(A)	1.7
12	WMAQ-AM	1.6	WRSQ-FM	0.9	KWNT-AM(C)	1.3
13	WHTT-FM	1.4			WGEN-AM	0.4
14	WKEI-AM	1.1			WMT -AM	0.4
15	WBBM-AM	0.9				
16	WRSQ-FM	0.9				
17	WMT -AM	0.7				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3066

	A/M '77		A/M '78		A/M '79	
1	KSTT-AM	60	WHBF-AM	62	WHBF-AM	79
2	KIIK-FM	57	KIIK-FM	61	KSTT-AM	58
3	WOC -AM	55	KSTT-AM	50	KIIK-FM	52
4	KRVR-FM	54	WQUA-AM	45	KRVR-FM	47
5	WHBF-AM	51	WOC -AM	44	WOC -AM	42
M-F, 6-10am						
1	WHBF-AM		WHBF-AM		WHBF-AM	
2	WOC -AM		WQUA-AM		KSTT-AM	
3	KSTT-AM		WOC -AM		WOC -AM	
4	WQUA-AM		KSTT-AM		WQUA-AM	
5	KIIK-FM		KIIK-FM		KIIK-FM	
M-F, 3-7pm						
1	KSTT-AM		KIIK-FM		KIIK-FM	
2	KIIK-FM		WHBF-AM		KSTT-AM	
3	KRVR-FM		WQUA-AM		WHBF-AM	
4	WHBF-AM		KRVR-FM		KRVR-FM	
5	WQUA-AM		KSTT-AM		WOC -AM	

Teens
M-S, 6am-Midnight
POP(00): 421

	A/M '77	A/M '78	A/M '79	
1	KSTT-AM	KIIK-FM	KIIK-FM	
2	KIIK-FM	KSTT-AM	KSTT-AM	
3	WHBF-FM	WQUA-AM	WQUA-AM	
4	WLS -AM	WHBF-FM	WXLP-FM	
5	WQUA-AM	WEMO-FM	WZZC-FM	
M-F, 6-10am				
1	KSTT-AM	KIIK-FM	KSTT-AM	18
2	KIIK-FM	KSTT-AM	KIIK-FM	17
3	WQUA-AM	WQUA-AM	WXLP-FM	6
4	WHBF-FM	WHBF-FM	WQUA-AM	4
5	WLS -AM	WHBF-AM	WHBF-AM	4
M-F, 3-7pm				
1	KIIK-FM	KIIK-FM	KIIK-FM	
2	KSTT-AM	KSTT-AM	KSTT-AM	
3	WHBF-FM	WHBF-FM	WQUA-AM	
4	WLS -AM	WQUA-AM	WXLP-FM	
5	KRVR-FM	KRVR-FM	WZZC-FM	

Adults 18-34
M-S, 6am-Midnight
POP(00): 1071

	A/M '77	A/M '78	A/M '79	
1	KSTT-AM	KIIK-FM	KSTT-AM	
2	KIIK-FM	KSTT-AM	KIIK-FM	
3	WQUA-AM	WQUA-AM	WXLP-FM	
4	WHBF-AM	WHBF-FM	WHBF-AM	
5	WLS -AM	WHBF-AM	KRVR-FM	
M-F, 6-10am				
1	KSTT-AM	KSTT-AM	KSTT-AM	50
2	KIIK-FM	KIIK-FM	KIIK-FM	34
3	WQUA-AM	WQUA-AM	WXLP-FM	34
4	WHBF-AM	WHBF-FM	WQUA-AM	30
5	WLS -AM	WHBF-AM	WHBF-AM	27
M-F, 3-7pm				
1	KSTT-AM	KIIK-FM	KIIK-FM	
2	KIIK-FM	WQUA-AM	KSTT-AM	
3	WQUA-AM	KSTT-AM	WXLP-FM	
4	WHBF-AM	WHBF-AM	KRVR-FM	
5	KRVR-FM	WHTT-FM	WHBF-AM	

Adults 25-49
M-S, 6am-Midnight
POP(00): 1210

	A/M '77	A/M '78	A/M '79	
1	KRVR-FM	WQUA-AM	KSTT-AM	
2	KIIK-FM	WHBF-AM	WHBF-AM	
3	WHBF-AM	KIIK-FM	KRVR-FM	
4	WOC -AM	KRVR-FM	KIIK-FM	
5	KSTT-AM	KSTT-AM	WOC -AM	
M-F, 6-10am				
1	WHBF-AM	WQUA-AM	KSTT-AM	
2	WQUA-AM	WHBF-AM	WHBF-AM	
3	WOC -AM	KSTT-AM	WQUA-AM	
4	KSTT-AM	KIIK-FM	KRVR-FM	
5	KRVR-FM	WHBF-FM	WOC -AM	
M-F, 3-7pm				
1	KRVR-FM	WQUA-AM	KSTT-AM	
2	KIIK-FM	WHBF-AM	WHBF-AM	
3	WHBF-AM	KIIK-FM	KRVR-FM	
4	KSTT-AM	KRVR-FM	KIIK-FM	
5	WQUA-AM	WHTT-FM	WOC -AM	

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3066

	A/M '77		A/M '78		A/M '79	
1	KSTT-AM	1121	KSTT-AM	1051	KSTT-AM	1058
2	KIIK-FM	913	WHBF-AM	1018	WHBF-AM	945
3	WHBF-AM	906	KIIK-FM	943	KIIK-FM	822
4	WOC -AM	811	WQUA-AM	811	WQUA-AM	786
5	WQUA-AM	746	WOC -AM	627	WOC -AM	693
M-F, 6-10am						
1	KSTT-AM		WHBF-AM		WHBF-AM	
2	WHBF-AM		KSTT-AM		KSTT-AM	
3	WOC -AM		WQUA-AM		KIIK-FM	
4	WQUA-AM		KIIK-FM		WQUA-AM	
5	KIIK-FM		WOC -AM		WOC -AM	
M-F, 3-7pm						
1	KSTT-AM		KSTT-AM		KSTT-AM	
2	KIIK-FM		KIIK-FM		KIIK-FM	
3	WHBF-AM		WHBF-AM		WHBF-AM	
4	WOC -AM		WQUA-AM		WQUA-AM	
5	KRVR-FM		KRVR-FM		WOC -AM	

Teens
M-S, 6am-Midnight
POP(00): 421

	A/M '77	A/M '78	A/M '79	
1	KSTT-AM	KIIK-FM	KSTT-AM	
2	KIIK-FM	KSTT-AM	KIIK-FM	
3	WLS -AM	WQUA-AM	WQUA-AM	
4	WHBF-FM	WHBF-AM	WXLP-FM	
5	WQUA-AM	WHBF-FM	WHBF-AM	
M-F, 6-10am				
1	KSTT-AM	KIIK-FM	KIIK-FM	
2	KIIK-FM	KSTT-AM	KSTT-AM	
3	WHBF-FM	WQUA-AM	WQUA-AM	
4	WLS -AM	WHBF-AM	WXLP-FM	
5	WQUA-AM	WHBF-FM	WHBF-AM	
M-F, 3-7pm				
1	KSTT-AM	KIIK-FM	KSTT-AM	
2	KIIK-FM	KSTT-AM	KIIK-FM	
3	WHBF-FM	WQUA-AM	WQUA-AM	
4	WLS -AM	WHBF-FM	WXLP-FM	
5	WQUA-AM	KRVR-FM	WOC -AM	

Adults 18-34
M-S, 6am-Midnight
POP(00): 1071

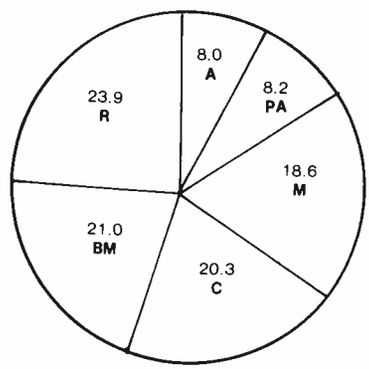
	A/M '77	A/M '78	A/M '79	
1	KSTT-AM	KSTT-AM	KSTT-AM	
2	KIIK-FM	KIIK-FM	KIIK-FM	
3	WQUA-AM	WQUA-AM	WQUA-AM	
4	WHBF-AM	WHBF-AM	WXLP-FM	
5	WLS -AM	WHBF-AM	WHBF-AM	
M-F, 6-10am				
1	KSTT-AM	KSTT-AM	KSTT-AM	
2	KIIK-FM	KIIK-FM	KIIK-FM	
3	WQUA-AM	WQUA-AM	WXLP-FM	
4	WHBF-AM	WHBF-AM	WQUA-AM	
5	KRVR-FM	WHBF-FM	WHBF-AM	
M-F, 3-7pm				
1	KSTT-AM	KSTT-AM	KSTT-AM	
2	KIIK-FM	KIIK-FM	KIIK-FM	
3	WQUA-AM	WQUA-AM	WXLP-FM	
4	WHBF-AM	WHBF-AM	WQUA-AM	
5	WLS -AM	WHBF-AM	WHBF-AM	

Adults 25-49
M-S, 6am-Midnight
POP(00): 1210

	A/M '77	A/M '78	A/M '79	
1	KSTT-AM	WHBF-AM	KSTT-AM	
2	WQUA-AM	WQUA-AM	WQUA-AM	
3	KIIK-FM	KSTT-AM	WHBF-AM	
4	WHBF-AM	KIIK-FM	WOC -AM	
5	KRVR-FM	KRVR-FM	KIIK-FM	
M-F, 6-10am				
1	WQUA-AM	WHBF-AM	KSTT-AM	
2	WHBF-AM	WQUA-AM	WHBF-AM	
3	KSTT-AM	KSTT-AM	WQUA-AM	
4	KIIK-FM	KIIK-FM	KRVR-FM	
5	WOC -AM	WOC -AM	WOC -AM	
M-F, 3-7pm				
1	KSTT-AM	WQUA-AM	KSTT-AM	
2	WHBF-AM	WHBF-AM	WHBF-AM	
3	WQUA-AM	KSTT-AM	KIIK-FM	
4	KIIK-FM	KIIK-FM	WQUA-AM	
5	WOC -AM	KRVR-FM	KRVR-FM	

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Dayton

METRO RANK **43**

A/M '79 Market Overview

In this market, leadership is very much a family affair. In the Spring books, **WHIO** leads the market, helped by its carrying Cincinnati Reds baseball. In the Fall surveys, **WHIO-FM**, the leading Beautiful Music station, tops the market. This being an A/M survey, it was WHIO's turn to go to the head of the class.

Cox's P/A leader, WHIO, jumped several shares over its O/N '78 effort, owing largely no doubt to the broadcasts of Reds games. WHIO also tied in promotions to the Reds. Ad campaign featured "Nobody Does It Better" theme backed with TV, newspaper and billboards.

WHIO-FM was a close second to its AM relative in this book, airing the **Bonneville** easy listening mode of programming. No on-air contests to intrude on mellow sound.

Outside the Cox family of stations in Dayton, there were other situations which bear examining. AOR entity **WTUE** slipped from its fantastic showing in the O/N '78 report to a still vigorous 12 share overall (with a 28 share of men 18-34). WTUE's problem came about in the evening, when it dropped significantly from the Fall report.

Country-formatted **WONE** made a good effort and ended up with an increase in this report. Second straight boost is due largely to increase in male numbers (WONE is #2 in men 25-54). Station gave away over $5000 through "Country Cash" contest.

A new factor has entered the Dayton market, a Top 40 rock station with the new calls of **WDJX**. Actually located in Xenia, WDJX scored an impressive debut with over a 6 share in its first book, sending the numbers for Top 40 leader **WING** into a decline from 11.3 to 8.7. The Fall '79 survey should be interesting to see how this Top 40 situation comes out.

Black station **WDAO** saw its numbers decline for the second book in a row. Sources at the station attribute this decline to a possible novelty factor, wherein listeners were sampling the new sounds in town (WDJX or stations that play some dancemusic). WDAO plans to add more gold to its playlist.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 6795

	A/M '78		O/N '78		A/M '79	
1	WHIO-AM	19.4	WHIO-FM	19.0	WHIO-AM(PA)	16.0
2	WHIO-FM	16.2	WTUE-FM	13.6	WHIO-FM(BM)	15.4
3	WING-AM	11.8	WHIO-AM	12.5	WTUE-FM(A)	12.0
4	WONE-AM	7.9	WING-AM	11.4	WONE AM(C)	9.7
5	WDAO-FM	7.6	WONE-AM	8.9	WING-AM(R)	8.7
6	WTUE-FM	6.5	WAVI-AM	7.8	WDJX-FM(R)	6.5
7	WAVI-AM	6.5	WDAO-FM	6.6	WDAO-FM(B)	5.2
8	WLW -AM	4.7	WVUD-FM	3.3	WAVI-AM(N)	4.9
9	WVUD-FM	2.4	WLW -AM	3.1	WLW -AM(PA)	2.9
10	WPTW FM	1.7	WLWS-FM	1.6	WKRQ FM(R)	2.8
11	WKRQ-FM	1.6	WKRQ-FM	1.2	WVUD-FM(A)	2.7
12	WWEZ-FM	1.5	WBZI-FM	0.9	WLWS-FM(PA)	1.9
13	WSAI-AM	1.0	WFCJ-FM	0.9	WPTW-FM(PA)	1.3
14	WLVV-FM	0.8	WLVV-FM	0.9	WOKV-FM(D)	1.2
15	WLWS-FM	0.8	WPFB-AM	0.9	WKRC-AM(PA)	0.8
16	WBLY FM	0.6	WPBF FM	0.8	WBZI-FM(R)	0.7
17	WPTW-AM	0.6	WPTW-FM	0.6	WWEZ-FM(BM)	0.6
18	WIZE-AM	0.5	WPTW-AM	0.2	WPTW-AM(PA)	0.5
19	WGLK-FM	0.5			WFCJ-FM(RL)	0.4
20	WPFB-AM	0.4				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6795

	A/M '78		O/N '78		A/M '79	
1	WHIO-AM	183	WHIO-FM	198	WHIO-AM	167
2	WHIO-FM	153	WTUE-FM	142	WHIO-FM	160
3	WING-AM	111	WHIO-AM	130	WTUE-FM	125
4	WONE-AM	74	WING-AM	119	WONE-AM	101
5	WDAO-FM	72	WONE AM	93	WING-AM	91
M-F, 6-10am						
1	WHIO-AM		WHIO AM		WHIO-AM	
2	WING-AM		WING-AM		WHIO FM	
3	WHIO-FM		WHIO-FM		WING-AM	
4	WONE-AM		WTUE-FM		WONE-AM	
5	WDAO FM		WONE-AM		WTUE-FM	

M-F, 3-7pm

1	WHIO-FM	WHIO-FM	WHIO-FM
2	WHIO-AM	WTUE-FM	WHIO-AM
3	WING-AM	WING-AM	WTUE-FM
4	WTUE-FM	WONE-AM	WING-AM
5	WONE-AM	WHIO-AM	WONE-AM

Teens
M-S, 6am-Midnight
POP(00): 927

	A/M '78	O/N '78	A/M '79
1	WING-AM	WING-AM	WDJX-FM
2	WDAO-FM	WTUE-FM	WTUE-FM
3	WTUE-FM	WKRQ-FM	WKRQ-FM
4	WKRQ-FM	WDAO-FM	WING-AM
5	WHIO-AM	WBZI-FM	WOKV-FM
M-F, 6-10am			
1	WING-AM	WING-AM	WDJX-FM
2	WDAO-FM	WTUE-FM	WING-AM
3	WKRQ-FM	WKRQ-FM	WTUE-FM
4	WTUE-FM	WDAO-FM	WKRQ-FM
5	WHIO-AM	WHIO-AM	WOKV-FM
M-F, 3-7pm			
1	WING-AM	WTUE-FM	WDJX-FM
2	WTUE-FM	WING-AM	WTUE-FM
3	WDAO-FM	WKRQ-FM	WING-AM
4	WKRQ-FM	WDAO-FM	WKRQ-FM
5	WSAI-AM	WBZI-FM	WOKV-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2561

	A/M '78	O/N '78	A/M '79
1	WTUE-FM	WTUE-FM	WTUE-FM
2	WING-AM	WING-AM	WING-AM
3	WHIO-AM	WDAO-FM	WDJX-FM
4	WDAO-FM	WHIO-FM	WONE-AM
5	WHIO-FM	WVUD-FM	WHIO-FM
M-F, 6-10am			
1	WING-AM	WING-AM	WING-AM
2	WHIO-AM	WTUE-FM	WTUE-FM
3	WTUE-FM	WHIO-AM	WONE-AM
4	WDAO-FM	WHIO-FM	WHIO-AM
5	WONE-AM	WDAO-FM	WDJX-FM
M-F, 3-7pm			
1	WING-AM	WTUE-FM	WTUE-FM
2	WTUE-FM	WING-AM	WING-AM
3	WHIO-AM	WHIO-FM	WDJX-FM
4	WDAO-FM	WDAO-FM	WONE-AM
5	WHIO-AM	WVUD-FM	WDAO-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2844

	A/M '78	O/N '78	A/M '79
1	WHIO-FM	WHIO-FM	WONE-AM
2	WHIO-AM	WHIO-AM	WHIO-FM
3	WING-AM	WING-AM	WHIO-AM
4	WONE-AM	WONE-AM	WING-AM
5	WDAO-FM	WTUE-FM	WTUE-FM
M-F, 6-10am			
1	WHIO-FM	WHIO-AM	WING-AM
2	WING-AM	WHIO-FM	WONE-AM
3	WHIO-AM	WING-AM	WHIO-AM
4	WONE-AM	WONE-AM	WHIO-FM
5	WDAO-FM	WTUE-FM	WTUE-FM
M-F, 3-7pm			
1	WHIO-FM	WHIO-FM	WING-AM
2	WING-AM	WING-AM	WHIO-FM
3	WHIO-AM	WHIO-AM	WONE-AM
4	WONE-AM	WONE-AM	WHIO-AM
5	WTUE-FM	WTUE-FM	WTUE-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6795

	A/M '78		O/N '78		A/M '79	
1	WHIO-AM	2858	WING AM	2495	WHIO AM	2392
2	WING-AM	2531	WHIO AM	2259	WING AM	2026
3	WHIO FM	2060	WHIO-FM	2060	WHIO FM	1839
4	WONE AM	1322	WTUE-FM	1471	WING AM	1294
5	WTUE FM	1072	WONE AM	1449	WTUE FM	1282
M-F, 6-10am						
1	WHIO AM		WHIO AM		WHIO AM	
2	WING AM		WING AM		WING AM	
3	WHIO FM		WHIO-FM		WHIO FM	
4	WONE AM		WTUE FM		WONE AM	
5	WTUE FM		WONE AM		WTUE FM	
M-F, 3-7pm						
1	WING AM		WING AM		WHIO AM	
2	WHIO AM		WHIO FM		WING AM	
3	WHIO FM		WTUE-FM		WHIO FM	
4	WONE AM		WHIO AM		WTUE FM	
5	WTUE-FM		WONE AM		WONE AM	

Teens
M-S, 6am-Midnight
POP(00): 927

	A/M '78	O/N '78	A/M '79
1	WING AM	WING AM	WDJX FM
2	WHIO AM	WTUE-FM	WING AM
3	WTUE FM	WKRQ FM	WTUE FM
4	WKRQ-FM	WVUD-FM	WKRQ FM
5	WDAO-FM	WHIO AM	WHIO AM
M-F, 6-10am			
1	WING AM	WING AM	WDJX FM
2	WDAO FM	WTUE FM	WING AM
3	WHIO AM	WKRQ-FM	WTUE FM
4	WKRQ FM	WDAO-FM	WKRQ FM
5	WTUE-FM	WHIO-AM	WOKV FM

M-F, 3-7pm

1	WING-AM	WING-AM	WDJX-FM
2	WDAO-FM	WTUE-FM	WING-AM
3	WHIO-AM	WTUE-FM	WING-AM
4	WTUE-FM	WDAO-FM	WKRQ-FM
5	WKRQ-FM	WVUD-FM	WOKV-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2561

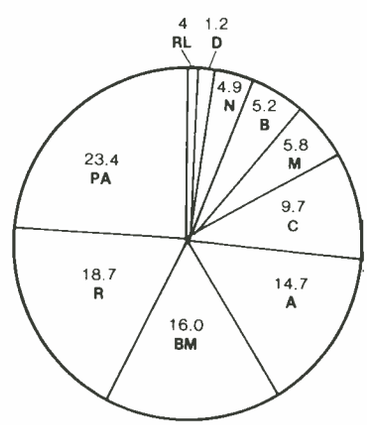
	A/M '78	O/N '78	A/M '79
1	WING-AM	WING-AM	WING-AM
2	WHIO-AM	WTUE-FM	WTUE-FM
3	WTUE-FM	WHIO-AM	WHIO-AM
4	WHIO-FM	WVUD-FM	WDJX-FM
5	WVUD-FM	WONE-AM	WDAO-FM
M-F, 6-10am			
1	WING-AM	WING-AM	WING-AM
2	WTUE-FM	WTUE-FM	WTUE-FM
3	WHIO-AM	WHIO-AM	WHIO-AM
4	WDAO-FM	WVUD-FM	WONE-AM
5	WONE-AM	WDAO-FM	WDJX-FM
M-F, 3-7pm			
1	WING-AM	WING-AM	WING-AM
2	WTUE-FM	WTUE-FM	WTUE-FM
3	WHIO-AM	WONE-AM	WDJX-FM
4	WVUD-FM	WVUD-FM	WONE-AM
5	WDAO-FM	WHIO-FM	WDAO-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2844

	A/M '78	O/N '78	A/M '79
1	WHIO-AM	WING-AM	WHIO-AM
2	WING-AM	WHIO-AM	WING-AM
3	WHIO-FM	WHIO-FM	WONE-AM
4	WONE-AM	WONE-AM	WHIO-FM
5	WDAO-FM	WTUE-FM	WTUE-FM
M-F, 6-10am			
1	WHIO-AM	WING-AM	WHIO-AM
2	WING-AM	WHIO-AM	WING-AM
3	WHIO-FM	WHIO-FM	WONE-AM
4	WONE-AM	WONE-AM	WHIO-FM
5	WDAO-FM	WTUE-FM	WTUE-FM
M-F, 3-7pm			
1	WING-AM	WING-AM	WING-AM
2	WHIO-AM	WHIO-FM	WHIO-AM
3	WHIO-FM	WHIO-AM	WONE-AM
4	WONE-AM	WONE-AM	WHIO-FM
5	WTUE-FM	WTUE-FM	WTUE-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Daytona Beach

METRO RANK **134**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1893

	A/M '77		A/M '78		A/M '79	
1	WDBO-FM	13.0	WWLV-FM	16.8	WWLV-FM (BM)	15.5
2	WWLV-FM	10.0	WDBO-FM	14.6	WSBB-AM (PA)	11.1
3	WDIZ-FM	9.6	WNDB-AM	10.8	WDBO-FM (BM)	10.4
4	WELE-FM	8.5	WMFJ-AM	7.5	WDIZ-FM (A)	8.9
5	WNDB-AM	7.8	WDIZ-FM	7.5	WNDB-AM (PA)	7.3
6	WDAT-AM	6.3	WELE-FM	6.7	WMFJ-AM (R)	5.1
7	WMFJ-AM	5.9	WROD-AM	5.2	WROD-AM (PA)	5.1
8	WSBB-AM	5.9	WSBB-AM	4.9	WELE-FM (C)	5.1
9	WELE-AM	5.9	WQXQ-FM	4.9	WQXQ-FM (A)	4.7
10	WROD-AM	5.6	WELE-AM	4.5	WELE-AM (C)	3.5
11	WQXQ-FM	4.1	WDAT-AM	3.4	WDAT-AM (PA)	3.2
12	WKKX-AM	3.3	WKKX-AM	1.9	WBJW-FM (R)	2.8
13	WHOO-FM	3.3	WDBO-AM	1.1	WHOO-FM (BM)	2.2
14	WORJ-FM	2.6	WBJW-FM	1.1	WHLY-FM (A)	1.6
15	WDBO-AM	1.5	WHOO-FM	1.1	WETO-AM (R)	1.3
16	WETO-AM	1.1	WHLY-FM	0.7	WDBO-AM (PA)	0.9
17	WBJW-FM	1.1	WAFE-AM	0.4	WORJ-FM (A)	0.9
18	WHOO-AM	0.7	WCCZ-AM	0.4	WKKX-AM (BB)	0.3
19	WTLN-FM	0.4	WETO-AM	0.4	WHOO-AM (BB)	0.3
20	WTLN-AF	0.4	WHOO-AM	0.4	WCCZ-AM (BB)	0.3

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1893

	A/M '77		A/M '78		A/M '79	
1	WDIZ-FM	19	WDIZ-FM	13	WDIZ-FM	15
2	WROD-AM	10	WQXQ-FM	12	WQXQ-FM	10
3	WDAT-AM	8	WROD-AM	8	WMFJ-AM	9
4	WELE-FM	8	WMFJ-AM	6	WROD-AM	9
5	WORJ-FM	7	WELE-FM	6	WDAT-AM	6
M-F, 6-10am						
1	WNDB-AM		WNDB-AM		WSBB-AM	
2	WELE-FM		WWLV-FM		WWLV-FM	
3	WDAT-AM		WDBO-FM		WNDB-AM	
4	WDBO-FM		WDIZ-FM		WROD-AM	
5	WWLV-FM		WMFJ-AM		WDBO-FM	
M-F, 3-7pm						
1	WDBO-FM		WWLV-FM		WWLV-FM	
2	WDIZ-FM		WDBO-FM		WDIZ-FM	
3	WWLV-FM		WNDB-AM		WDBO-FM	
4	WELE-FM		WDIZ-FM		WSBB-AM	
5	WNDB-AM		WMFJ-AM		WNDB-AM	

Teens
M-S, 6am-Midnight
POP(00): 193

	A/M '77	A/M '78	A/M '79
1	WDBO-FM	WWLV-FM	WWLV-FM
2	WWLV-FM	WDBO-FM	WSBB-AM
3	WDIZ-FM	WNDB-AM	WDBO-FM
4	WELE-FM	WMFJ-AM	WDIZ-FM
5	WNDB-AM	WDIZ-FM	WNDB-AM
M-F, 6-10am			
1	WMFJ-AM	WMFJ-AM	WDIZ-FM
2	WQXQ-FM	WDIZ-FM	WMFJ-AM
3	WDAT-AM	WBJW-FM	WNDB-AM
4	WROD-AM	WCCZ-AM	WBJW-FM
5	WBJW-FM	WDAT-AM	WROD-AM
M-F, 3-7pm			
1	WQXQ-FM	WMFJ-AM	WDIZ-FM
2	WMFJ-AM	WDIZ-FM	WHLY-FM
3	WDAT-AM	WDAT-AM	WMFJ-AM
4	WDIZ-FM	WBJW-FM	WBJW-FM
5	WROD-AM	WROD-AM	WQXQ-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 464

	A/M '77	A/M '78	A/M '79
1	WMFJ-AM	WMFJ-AM	WDIZ-FM
2	WQXQ-FM	WDIZ-FM	WMFJ-AM
3	WDAT-AM	WDAT-AM	WQXQ-FM
4	WDIZ-FM	WBJW-FM	WBJW-FM
5	WROD-AM	WQXQ-FM	WHLY-FM
M-F, 6-10am			
1	WDIZ-FM	WQXQ-FM	WROD-AM
2	WROD-AM	WDIZ-FM	WDIZ-FM
3	WELE-FM	WNDB-AM	WQXQ-FM
4	WDAT-AM	WROD-AM	WMFJ-AM
5	WMFJ-AM	WELE-AM	WDAT-AM
M-F, 3-7pm			
1	WDIZ-FM	WDIZ-FM	WDIZ-FM
2	WROD-AM	WQXQ-FM	WBJW-FM
3	WELE-FM	WROD-AM	WQXQ-FM
4	WQXQ-FM	WNDB-AM	WROD-AM
5	WDBO-FM	WELE-FM	WDAT-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 522

	A/M '77	A/M '78	A/M '79
1	WELE-FM	WNDB-AM	WELE-FM
2	WDIZ-FM	WWLV-FM	WROD-AM
3	WELE-AM	WELE-AM	WDBO-FM
4	WWLV-FM	WELE-FM	WNDB-AM
5	WROD-AM	WDBO-FM	WDIZ-FM

M-F, 6-10am

1	WELE-FM	WNDB-AM	WELE-FM
2	WROD-AM	WELE-AM	WROD-AM
3	WDIZ-FM	WELE-FM	WNDB-AM
4	WELE-AM	WWLV-FM	WDIZ-FM
5	WNDB-AM	WDIZ-FM	WMFJ-AM

M-F, 3-7pm

1	WELE-FM	WNDB-AM	WELE-FM
2	WDIZ-FM	WWLV-FM	WROD-AM
3	WROD-AM	WDIZ-FM	WDBO-FM
4	WWLV-FM	WROD-AM	WDIZ-FM
5	WDBO-FM	WQXQ-FM	WWLV-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1893

	A/M '77		A/M '78		A/M '79	
1	WNDB-AM	346	WWLV-FM	181	WWLV-FM	449
2	WWLV-FM	338	WNDB-AM	431	WNDB-AM	423
3	WDAT-AM	337	WMFJ-AM	384	WDIZ-FM	360
4	WROD-AM	335	WROD-AM	352	WMFJ-AM	313
5	WMFJ-AM	328	WDBO-FM	334	WDBO-FM	312
M-F, 6-10am						
1	WNDB-AM		WNDB-AM		WWLV-FM	
2	WROD-AM		WWLV-FM		WNDB-AM	
3	WMFJ-AM		WMFJ-AM		WDIZ-FM	
4	WDAT-AM		WROD-AM		WMFJ-AM	
5	WELE-FM		WDIZ-FM		WDBO-FM	
M-F, 3-7pm						
1	WDAT-AM		WWLV-FM		WWLV-FM	
2	WDIZ-FM		WMFJ-AM		WDIZ-FM	
3	WROD-AM		WDBO-FM		WDBO-FM	
4	WDBO-FM		WROD-AM		WNDB-AM	
5	WQXQ-FM		WDIZ-FM		WROD-AM	

Teens
M-S, 6am-Midnight
POP(00): 193

	A/M '77	A/M '78	A/M '79
1	WMFJ-AM	WMFJ-AM	WDIZ-FM
2	WQXQ-FM	WDIZ-FM	WMFJ-AM
3	WDAT-AM	WDAT-AM	WQXQ-FM
4	WROD-AM	WQXQ-FM	WBJW-FM
5	WDIZ-FM	WROD-AM	WNDB-AM
M-F, 6-10am			
1	WQXQ-FM	WMFJ-AM	WDIZ-FM
2	WMFJ-AM	WDAT-AM	WMFJ-AM
3	WDAT-AM	WDIZ-FM	WQXQ-FM
4	WROD-AM	WBJW-FM	WBJW-FM
5	WDIZ-FM	WELE-FM	WROD-AM
M-F, 3-7pm			
1	WQXQ-FM	WMFJ-AM	WDIZ-FM
2	WMFJ-AM	WDAT-AM	WMFJ-AM
3	WDAT-AM	WDIZ-FM	WHLY-FM
4	WROD-AM	WBJW-FM	WBJW-FM
5	WBJW-FM	WROD-AM	WQXQ-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 464

	A/M '77	A/M '78	A/M '79
1	WDIZ-FM	WDIZ-FM	WDIZ-FM
2	WMFJ-AM	WDAT-AM	WQXQ-FM
3	WDAT-AM	WMFJ-AM	WDAT-AM
4	WROD-AM	WQXQ-FM	WBJW-FM
5	WQXQ-FM	WROD-AM	WMFJ-AM
M-F, 6-10am			
1	WDIZ-FM	WDIZ-FM	WDIZ-FM
2	WROD-AM	WMFJ-AM	WQXQ-FM
3	WMFJ-AM	WROD-AM	WMFJ-AM
4	WQXQ-FM	WDAT-AM	WDAT-AM
5	WDAT-AM	WQXQ-FM	WROD-AM

M-F, 3-7pm

1	WDIZ-FM	WDIZ-FM	WDIZ-FM
2	WQXQ-FM	WDAT-AM	WQXQ-FM
3	WMFJ-AM	WROD-AM	WDAT-AM
4	WROD-AM	WMFJ-AM	WROD-AM
5	WMFJ-AM	WQXQ-FM	WBJW-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 522

	A/M '77	A/M '78	A/M '79
1	WELE-FM	WWLV-FM	WELE-FM
2	WDIZ-FM	WDIZ-FM	WNDB-AM
3	WROD-AM	WNDB-AM	WDIZ-FM
4	WWLV-FM	WELE-AM	WROD-AM
5	WDAT-AM	WDAT-AM	WMFJ-AM

M-F, 6-10am

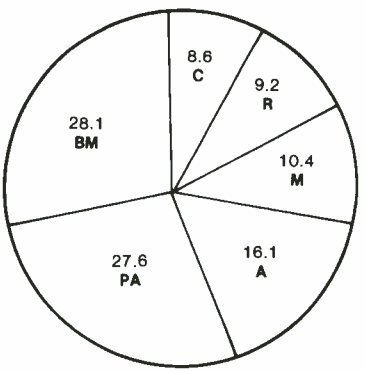
1	WROD-AM	WROD-AM	WROD-AM
2	WELE-FM	WNDB-AM	WNDB-AM
3	WDIZ-FM	WELE-AM	WELE-FM
4	WMFJ-AM	WELE-FM	WDIZ-FM
5	WELE-AM	WDIZ-FM	WMFJ-AM

M-F, 3-7pm

1	WELE-FM	WDIZ-FM	WELE-FM
2	WROD-AM	WWLV-FM	WROD-AM
3	WDIZ-FM	WROD-AM	WWLV-FM
4	WWLV-FM	WNDB-AM	WDIZ-FM
5	WNDB-AM	WELE-AM	WDAT-AM

Format Penetration Chart

Based On Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Denver-Boulder

METRO RANK **23**

A/M '79 Market Overview

Doubleday's P/A station **KHOW** ranks #1 overall with 10 share, best numbers in years for the station. Former P/A leader **KOA** drops almost five shares in the wake of KHOW's effort. A boost to KHOW's leap was increase in men in AM drive and midday. KHOW was dominant in adults 25-49, with an almost 14 share. On-air contests included "Say It And Win," while the outside campaign relied on billboards.

Number two overall in the market is now **KLIR**, the **Schulke**-formatted Beautiful Music station. Stable book for the station, with increase in AM drive day-part numbers.

On the rock music scene the big story is **KAZY**. This "Superstars" formatted AOR is atop the 18-34 heap with a 13 share, compared to a 10 share for KHOW. KAZY is very much into heavy on-air promotions such as tickets to concerts and LP's, while a heavy TV campaign carried the message to the outside world. It may have helped that **KBPI** had just brought in a new PD, while **KFML** was undergoing a drastic programming revision.

Top 40 station **KIMN** slid a share point and a half, even though it ran a moderate TV schedule and some billboards. Male numbers dropped most significantly in the target 18-34 demos. The station did run a "Homecoming" promotion, in which it had many former KIMN air personalities, such as **Gary Owens, Lohman & Barkley,** etc., return for a day of fun on the air.

One possible explanation for KIMN's decline is that **KTLK** siphoned some of its audience away. KTLK is primarily a Dancemusic station, which did no advertising during the sweep, with only a little TV prior to the survey. The station scored well in this report, increasing its share of women 18-49 by 50%. Overall share for KTLK doubled in the evening.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 12396

	A/M '78		O/N '78		A/M '79	
1	KHOW-AM	9.6	KOA -AM	11.4	KHOW-AM (PA)	10.6
2	KBPI-FM	8.8	KHOW-AM	8.2	KLIR-FM (BM)	7.9
3	KOA -AM	7.8	KIMN-AM	8.2	KAZY-FM (A)	7.4
4	KLIR-FM	7.7	KLIR-FM	8.1	KOSI-FM (BM)	6.7
5	KOSI-FM	5.8	KBPI-FM	4.8	KIMN-AM (R)	6.6
6	KIMN-AM	5.7	KOSI-FM	4.7	KOA -AM (PA)	6.4
7	KAZY-FM	5.2	KTLK-AM	4.1	KTLK-AM (D)	5.1
8	KTLK-AM	4.4	KPPL-FM	4.1	KBPI-FM (A)	4.7
9	KVOD-FM	3.9	KAZY-FM	3.9	KLZ -AM (C)	4.0
10	KOSI-AM	3.6	KLZ -AM	3.7	KOAQ-FM (R)	3.4
11	KIMN-FM	3.3	KVOD-FM	3.6	KOSI-AM (BM)	3.4
12	KDKO-AM	3.3	KOSI-AM	3.3	KVOD-FM (CL)	3.3
13	KDEN-AM	3.0	KLAK-AM	3.3	KIMN-FM (PA)	3.0
14	KERE-AM	2.8	KOAQ-FM	3.1	KPPL-FM (PA)	2.8
15	KXKX-FM	2.8	KXKX-FM	2.9	KWBZ-AM (T)	2.6
16	KLAK-AM	2.7	KERE-AM	2.7	KADX-FM (J)	2.3
17	KOAQ-FM	2.7	KIMN-FM	2.1	KERE-AM (C)	1.9
18	KLZ -AM	2.2	KFML-AM	1.8	KLAK-AM (C)	1.9
19	KWBZ-AM	2.1	KDEN-AM	1.7	KDEN-AM (N)	1.8
20	KADX-FM	1.5	KBCO-FM	1.7	KHOW-FM (BM)	1.5
21	KFML-AM	1.5	KTCL-FM	1.5	KBCO-FM (A)	1.5
22	KBCO-FM	1.3	KRKS-AM	1.4	KDKO-AM (B)	1.4
23	KBRN-AM	1.0	KADX-FM	1.1	KLDR-AM (PA)	1.2
24	KRKS-AM	0.6	KDKO-AM	1.0	KFML-AM (A)	1.0
25	KPPL-FM	0.5	KWBZ-AM	0.7	KADE-AM (A)	1.0
26	KBUL-FM	0.5	KBRN-AM	0.5	KRKS-AM (RL)	0.6
27	KBOL-AM	0.5	KLMO-AM	0.4	KBOL-AM (PA)	0.5
28	KLMO-AM	0.4			KBRN-AM (RL)	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 12396

	A/M '78		O/N '78		A/M '79	
1	KHOW-AM	181	KOA -AM	220	KHOW-AM	201
2	KBPI-FM	166	KHOW-AM	159	KLIR-FM	158
3	KOA -AM	146	KIMN-AM	159	KAZY-FM	148
4	KLIR-FM	145	KLIR-FM	157	KOSI-FM	135
5	KOSI-FM	108	KBPI-FM	92	KIMN-AM	132
6	KIMN-AM	107	KOSI-FM	90	KOA -AM	129
7	KAZY-FM	98	KTLK-AM	80	KTLK-AM	110
8	KTLK-AM	82	KPPL-FM	79	KBPI-FM	94
9	KVOD-FM	74	KAZY-FM	76	KLZ -AM	80
10	KOSI-AM	67	KLZ -AM	72	KOAQ-FM	69

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	KHOW-AM	KOA -AM	KHOW-AM
2	KOA -AM	KHOW-AM	KOA -AM
3	KIMN-AM	KIMN-AM	KIMN-AM
4	KLIR-FM	KLIR-FM	KLIR-FM
5	KBPI-FM	KLZ -AM	KAZY-FM
6	KOSI-AM	KOSI-AM	KTLK-AM
7	KDEN-AM	KTLK-AM	KLZ -AM
8	KTLK-AM	KLAK-AM	KOSI-FM
9	KOSI-FM	KPPL-FM	KOSI-AM
10	KVOD-FM	KOSI-FM	KVOD-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	KHOW-AM	KIMN-AM	KHOW-AM
2	KBPI-FM	KOA -AM	KAZY-FM
3	KLIR-FM	KLIR-FM	KLIR-FM
4	KIMN-AM	KHOW-AM	KIMN-AM
5	KOSI-FM	KTLK-AM	KTLK-AM
6	KOA -AM	KOSI-FM	KOSI-FM
7	KAZY-FM	KAZY-FM	KOA -AM
8	KTLK-AM	KBPI-FM	KBPI-FM
9	KDKO-AM	KPPL-FM	KOAQ-FM
10	KVOD-FM	KOAQ-FM	KOSI-AM

Teens
M-S, 6am-Midnight
POP(00): 1683

	A/M '78	O/N '78	A/M '79
1	KBPI-FM	KIMN-AM	KTLK-AM
2	KTLK-AM	KTLK-AM	KIMN-AM
3	KIMN-AM	KBPI-FM	KAZY-FM
4	KXKX-FM	KAZY-FM	KOAQ-FM
5	KDKO-AM	KXKX-FM	KBPI-FM
6	KOAQ-FM	KLZ -AM	KIMN-FM
7	KAZY-FM	KOAQ-FM	KLZ -AM
8	KHOW-AM	KDKO-AM	KHOW-AM
9	KIMN-FM	KHOW-AM	KOA -AM
10	KOA -AM	KIMN-FM	KPPL-FM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	KTLK-AM	KIMN-AM	KTLK-AM
2	KBPI-FM	KTLK-AM	KIMN-AM
3	KIMN-AM	KBPI-FM	KAZY-FM
4	KXKX-FM	KAZY-FM	KBPI-FM
5	KDKO-AM	KXKX-FM	KOAQ-FM
6	KHOW-AM	KHOW-AM	KHOW-AM
7	KAZY-FM	KLZ -AM	KIMN-FM
8	KOAQ-FM	KOAQ-FM	KLZ -AM
9	KIMN-FM	KLAK-AM	KOA -AM
10	KOA -AM	KDKO-AM	KPPL-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	KBPI-FM	KIMN-AM	KTLK-AM
2	KTLK-AM	KTLK-AM	KIMN-AM
3	KDKO-AM	KXKX-FM	KOAQ-FM
4	KXKX-FM	KAZY-FM	KAZY-FM
5	KIMN-AM	KBPI-FM	KBPI-FM
6	KOAQ-FM	KOAQ-FM	KIMN-FM
7	KAZY-FM	KIMN-FM	KHOW-AM
8	KHOW-AM	KPPL-FM	KLZ -AM
9	KIMN-FM	KLZ -AM	KDKO-AM
10	KOA -AM	KDKO-AM	KBRN-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 4946

	A/M '78	O/N '78	A/M '79
1	KBPI-FM	KIMN-AM	KAZY-FM
2	KAZY-FM	KBPI-FM	KHOW-AM
3	KHOW-AM	KHOW-AM	KBPI-FM
4	KIMN-AM	KPPL-FM	KIMN-AM
5	KIMN-FM	KAZY-FM	KIMN-FM
6	KLIR-FM	KOA -AM	KOAQ-FM
7	KVOD-FM	KLIR-FM	KLIR-FM
8	KDKO-AM	KOAQ-FM	KOA -AM
9	KOAQ-FM	KFML-AM	KLZ -AM
10	KTLK-AM	KDKO-AM	KOAQ-FM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	KHOW-AM	KHOW-AM	KHOW-AM
2	KIMN-AM	KIMN-AM	KBPI-FM
3	KAZY-FM	KBPI-FM	KIMN-AM
4	KVOD-FM	KOA -AM	KBPI-FM
5	KLIR-FM	KLIR-FM	KLIR-FM
6	KBPI-FM	KAZY-FM	KAZY-FM
7	KVOD-FM	KVOD-FM	KOAQ-FM
8	KOAQ-FM	KOAQ-FM	KOA -AM
9	KOA -AM	KDKO-AM	KLZ -AM
10	KTLK-AM	KFML-AM	KDKO-AM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	KBPI-FM	KIMN-AM	KAZY-FM
2	KAZY-FM	KHOW-AM	KHOW-AM
3	KIMN-AM	KAZY-FM	KBPI-FM
4	KHOW-AM	KPPL-FM	KIMN-AM
5	KIMN-FM	KBPI-FM	KLIR-FM
6	KLIR-FM	KTLK-AM	KPPL-FM
7	KDKO-AM	KOAQ-FM	KOAQ-FM
8	KTLK-AM	KLIR-FM	KADX-FM
9	KVOD-FM	KBCO-FM	KOSI-FM
10	KXKX-FM	KFML-AM	KTLK-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 5518

	A/M '78	O/N '78	A/M '79
1	KHOW-AM	KHOW-AM	KHOW-AM
2	KLIR-FM	KOA -AM	KLIR-FM
3	KOSI-FM	KLIR-FM	KOSI-FM
4	KOA -AM	KPPL-FM	KOA -AM
5	KVOD-FM	KIMN-AM	KIMN-AM
6	KBPI-FM	KOSI-FM	KLZ -AM
7	KAZY-FM	KVOD-FM	KVOD-FM
8	KIMN-AM	KLZ -AM	KBPI-FM
9	KOSI-AM	KLAK-AM	KPPL-FM
10	KLZ -AM	KERE-AM	KTLK-AM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	KHOW-AM	KHOW-AM	KHOW-AM
2	KOA -AM	KOA -AM	KOA -AM
3	KLIR-FM	KIMN-AM	KLIR-FM
4	KIMN-AM	KLZ -AM	KIMN-AM
5	KVOD-FM	KLIR-FM	KVOD-FM
6	KOSI-AM	KPPL-FM	KLZ -AM
7	KDEN-AM	KERE-AM	KOSI-FM
8	KLZ -AM	KOSI-AM	KLAK-AM
9	KBPI-FM	KVOD-FM	KOSI-AM
10	KDEN-AM	KOAQ-FM	KERE-AM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	KHOW-AM	KHOW-AM	KHOW-AM
2	KOSI-FM	KOA -AM	KLIR-FM
3	KLIR-FM	KLIR-FM	KOSI-FM
4	KOA -AM	KVOD-FM	KOA -AM
5	KVOD-FM	KOSI-FM	KIMN-AM
6	KIMN-AM	KPPL-FM	KPPL-FM
7	KBPI-FM	KIMN-AM	KTLK-AM
8	KAZY-FM	KLAK-AM	KLZ -AM
9	KERE-AM	KLZ -AM	KOAQ-FM
10	KOSI-AM	KOAQ-FM	KBPI-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 12396

	A/M '78		O/N '78		A/M '79	
1	KOA -AM	2903	KOA -AM	3862	KIMN-AM	2819
2	KHOW-AM	2668	KIMN-AM	2987	KHOW-AM	2760
3	KIMN-AM	2554	KHOW-AM	2336	KOA -AM	2586
4	KBPI-FM	2134	KLIR-FM	2331	KOSI-FM	2083
5	KTLK-AM	2071	KTLK-AM	1948	KLIR-FM	1944
6	KLIR-FM	1953	KBPI-FM	1785	KTLK-AM	1777
7	KOSI-FM	1673	KOSI-FM	1494	KOAQ-FM	1776
8	KOSI-AM	1345	KOAQ-FM	1430	KBPI-FM	1711
9	KXKX-FM	1343	KAZY-FM	1358	KAZY-FM	1580
10	KAZY-FM	1322	KLZ -AM	1328	KOSI-AM	1519

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	KHOW-AM	KOA -AM	KHOW-AM
2	KOA -AM	KIMN-AM	KOA -AM
3	KIMN-AM	KHOW-AM	KIMN-AM
4	KBPI-FM	KTLK-AM	KTLK-AM
5	KTLK-AM	KLIR-FM	KAZY-FM
6	KLIR-FM	KBPI-FM	KLIR-FM
7	KOSI-AM	KOSI-AM	KOSI-AM
8	KDEN-AM	KLZ -AM	KLZ -AM
9	KOSI-FM	KAZY-FM	KOSI-FM
10	KAZY-FM	KOAQ-FM	KBPI-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	KHOW-AM	KIMN-AM	KHOW-AM
2	KIMN-AM	KOA -AM	KIMN-AM
3	KOA -AM	KHOW-AM	KAZY-FM
4	KTLK-AM	KLIR-FM	KOSI-FM
5	KBPI-FM	KTLK-AM	KOA -AM
6	KOSI-FM	KBPI-FM	KLIR-FM
7	KAZY-FM	KAZY-FM	KHOW-AM
8	KDKO-AM	KHOW-AM	KOA -AM
9	KOSI-AM	KLZ -AM	KLZ -AM
10	KOA -AM	KOA -AM	KPPL-FM

Teens
M-S, 6am-Midnight
POP(00): 1683

	A/M '78	O/N '78	A/M '79
1	KTLK-AM	KIMN-AM	KIMN-AM
2	KIMN-AM	KTLK-AM	KTLK-AM
3	KXKX-FM	KBPI-FM	KOAQ-FM
4	KBPI-FM	KXKX-FM	KAZY-FM
5	KOAQ-FM	KOAQ-FM	KIMN-FM
6	KHOW-AM	KOA -AM	KBPI-FM
7	KAZY-FM	KAZY-FM	KHOW-AM
8	KDKO-AM	KHOW-AM	KOA -AM
9	KOA -AM	KIMN-FM	KLZ -AM
10	KIMN-FM	KPPL-FM	KPPL-FM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	KTLK-AM	KIMN-AM	KIMN-AM
2	KIMN-AM	KTLK-AM	KTLK-AM
3	KBPI-FM	KBPI-FM	KAZY-FM
4	KXKX-FM	KXKX-FM	KOAQ-FM
5	KHOW-AM	KAZY-FM	KIMN-FM
6	KDKO-AM	KOAQ-FM	KBPI-FM
7	KOAQ-FM	KHOW-AM	KHOW-AM
8	KAZY-FM	KIMN-FM	KOA -AM
9	KIMN-FM	KDKO-AM	KLZ -AM
10	KOA -AM	KOA -AM	KPPL-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	KTLK-AM	KIMN-AM	KIMN-AM
2	KBPI-FM	KTLK-AM	KTLK-AM
3	KXKX-FM	KXKX-FM	KAZY-FM
4	KIMN-AM	KBPI-FM	KOAQ-FM
5	KDKO-AM	KAZY-FM	KIMN-FM
6	KOAQ-FM	KOAQ-FM	KBPI-FM
7	KHOW-AM	KIMN-FM	KHOW-AM
8	KAZY-FM	KPPL-FM	KLZ -AM
9	KIMN-FM	KDKO-AM	KPPL-FM
10	KLZ -AM	KLAK-AM	KOA -AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 4946

	A/M '78	O/N '78	A/M '79
1	KBPI-FM	KIMN-AM	KIMN-AM
2	KIMN-AM	KBPI-FM	KBPI-FM
3	KHOW-AM	KHOW-AM	KHOW-AM
4	KAZY-FM	KOA -AM	KOAQ-FM
5	KTLK-AM	KAZY-FM	KAZY-FM
6	KIMN-FM	KTLK-AM	KIMN-FM
7	KOA -AM	KOAQ-FM	KTLK-AM
8	KOAQ-FM	KPPL-FM	KOA -AM
9	KXKX-FM	KXKX-FM	KOSI-FM
10	KVOD-FM	KIMN-FM	KPPL-FM

Denver-Boulder *Continued*

M-F, 6-10am

1	KIMN-AM	KIMN-AM	KHOW-AM
2	KBPI-FM	KHOW-AM	KIMN-AM
3	KHOW-AM	KBPI-FM	KAZY-FM
4	KAZY-FM	KTLK-AM	KBPI-FM
5	KTLK-AM	KAZY-FM	KIMN-FM
6	KIMN-FM	KOAQ-FM	KTLK-AM
7	KXKX-FM	KOA -AM	KOAQ-FM
8	KOAQ-FM	KPPL-FM	KOA -AM
9	KVOD-FM	KXKX-FM	KLZ -AM
10	KOA -AM	KIMN-FM	KBCO-FM

M-F, 3-7pm

1	KBPI-FM	KIMN-AM	KIMN-AM
2	KIMN-AM	KHOW-AM	KAZY-FM
3	KAZY-FM	KBPI-FM	KHOW-AM
4	KTLK-AM	KTLK-AM	KBPI-FM
5	KHOW-AM	KAZY-FM	KOAQ-FM
6	KXKX-FM	KPPL-FM	KIMN-FM
7	KOAQ-FM	KXKX-FM	KTLK-AM
8	KIMN-FM	KOAQ-FM	KPPL-FM
9	KBCO-FM	KOA -AM	KOA -AM
10	KLIR-FM	KIMN-FM	KLZ -AM

Adults 25-49
M-S, 6am-Midnight
POP(000): 5518

	A/M '78	O/N '78	A/M '79
1	KHOW-AM	KOA -AM	KHOW-AM
2	KOA -AM	KHOW-AM	KOA -AM
3	KLIR-FM	KIMN-AM	KIMN-AM
4	KOSI-FM	KLIR-FM	KOSI-FM
5	KIMN-AM	KLZ -AM	KLIR-FM
6	KBPI-FM	KOSI-FM	KBPI-FM
7	KOSI-AM	KPPL-FM	KOSI-AM
8	KVOD-FM	KOAQ-FM	KLZ -AM
9	KTLK-AM	KTLK-AM	KTLK-AM
10	KAZY-FM	KBPI-FM	KOAQ-FM

M-F, 6-10am

1	KHOW-AM	KOA -AM	KHOW-AM
2	KOA -AM	KHOW-AM	KOA -AM
3	KIMN-AM	KIMN-AM	KIMN-AM
4	KLIR-FM	KLIR-FM	KLIR-FM
5	KOSI-AM	KLZ -AM	KOSI-FM
6	KOSI-FM	KOAQ-FM	KOSI-AM
7	KVOD-FM	KPPL-FM	KLZ -AM
8	KBPI-FM	KTLK-AM	KVOD-FM
9	KLZ -AM	KOSI-FM	KTLK-AM
10	KERE-AM	KLAK-AM	KDEN-AM

M-F, 3-7pm

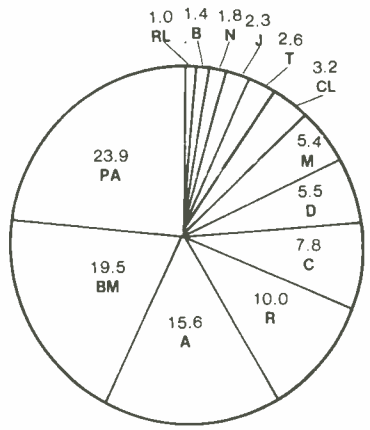
1	KHOW-AM	KOA -AM	KHOW-AM
2	KOA -AM	KHOW-AM	KOA -AM
3	KOSI-FM	KIMN-AM	KOSI-FM
4	KIMN-AM	KLIR-FM	KIMN-AM
5	KLIR-FM	KLZ -AM	KLIR-FM
6	KTLK-AM	KLAK-AM	KLZ -AM
7	KVOD-FM	KPPL-FM	KOAQ-FM
8	KOSI-AM	KOAQ-FM	KPPL-FM
9	KBPI-FM	KOSI-AM	KTLK-AM
10	KERE-AM	KOSI-FM	KOSI-AM

Format Legend

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

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Des Moines

METRO RANK **102**

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
[illegible]

	A/M '78		O/N '78		A/M '79	
1	KRNT-AM	14.6	WHO -AM	15.2	KSO -AM(C)	17.4
2	WHO -AM	14.4	KSO -AM	14.4	WHO -AM(PA)	14.9
3	KLYF-FM	13.5	KRNT-AM	12.5	KLYF-FM(BM)	12.9
4	KSO -AM	10.5	KLYF-FM	10.4	KIOA-AM(R)	11.9
5	KIOA-AM	10.2	KIOA-AM	9.9	KRNT-AM(PA)	11.7
6	KMGK-FM	7.5	KMGK-FM	8.0	KMGK-FM(R)	7.5
7	KCBC-AM	6.9	KGGO-FM	7.7	KRNQ-FM(R)	7.5
8	KRNQ-FM	6.9	KRNQ-FM	6.4	KGGO-FM(A)	6.2
9	KGGO-FM	6.4	KCBC-AM	2.7	KIMI-FM(RL)	1.5
10	KLFM-FM	2.2	KANY-FM	1.9	KWKY-AM(RL)	1.2
11	KANY-FM	1.9	KLFM-FM	1.1	KANY-FM(BM)	1.0
12	KIMI-FM	0.6	KIMI-FM	0.5	KLFM-FM(PA)	0.7
13					WOW -AM(PA)	0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
[illegible]

	A/M '78		O/N '78		A/M '79	
1	KRNT-AM	53	WHO -AM	57	KSO -AM	70
2	WHO -AM	52	KSO -AM	54	WHO -AM	60
3	KLYF-FM	49	KRNT-AM	47	KLYF-FM	52
4	KSO -AM	38	KLYF-FM	39	KIOA-AM	48
5	KIOA-AM	37	KIOA-AM	37	KRNT-AM	47

M-F, 6-10am

1	WHO -AM	WHO -AM	WHO -AM
2	KRNT-AM	KSO -AM	KSO -AM
3	KSO -AM	KRNT-AM	KRNT-AM
4	KIOA-AM	KIOA-AM	KIOA-AM
5	KLYF-FM	KMGK-FM	KLYF-FM

M-F, 3-7pm

1	KLYF-FM	KSO -AM	KSO -AM
2	KRNT-AM	WHO -AM	KIOA-AM
3	WHO -AM	KIOA-AM	WHO -AM
4	KSO -AM	KLYF-FM	KLYF-FM
5	KIOA-AM	KMGK-FM	KRNT-AM

Teens
M-S, 6am-Midnight
[illegible]

	A/M '78	O/N '78	A/M '79
1	KMGK-FM	KMGK-FM	KMGK-FM
2	KGGO-FM	KIOA-AM	KIOA-AM
3	KIOA-AM	KRNQ-FM	KRNQ-FM
4	KRNQ-FM	KGGO-FM	KGGO-FM
5	KCBC-AM	KRNT-AM	KSO -AM

M-F, 6-10am

1	KMGK-FM	KMGK-FM	KMGK-FM
2	KGGO-FM	KIOA-AM	KIOA-AM
3	KIOA-AM	KGGO-FM	KRNQ-FM
4	KRNQ-FM	KRNT-AM	KGGO-FM
5	KRNT-AM	KRNQ-FM	KSO -AM

M-F, 3-7pm

1	KMGK-FM	KMGK-FM	KIOA-AM
2	KGGO-FM	KIOA-AM	KMGK-FM
3	KIOA-AM	KRNQ-FM	KRNQ-FM
4	KRNQ-FM	KGGO-FM	KGGO-FM
5	KCBC-AM	KSO -AM	KSO -AM

Adults 18-34
M-S, 6am-Midnight
[illegible]

	A/M '78	O/N '78	A/M '79
1	KIOA-AM	KRNQ-FM	KIOA-AM
2	KRNQ-FM	KGGO-FM	KRNQ-FM
3	KGGO-FM	KIOA-AM	KGGO-FM
4	KCBC-AM	KRNT-AM	KMGK-FM
5	KMGK-FM	KMGK-FM	KCBC-AM

M-F, 6-10am

1	KIOA-AM	KIOA-AM	KIOA-AM
2	KRNQ-FM	KMGK-FM	KRNQ-FM
3	KGGO-FM	KRNT-AM	KGGO-FM
4	KRNT-AM	KRNQ-FM	KMGK-FM
5	KMGK-FM	KGGO-FM	KRNT-AM

M-F, 3-7pm

1	KIOA-AM	KIOA-AM	KIOA-AM
2	KRNQ-FM	KGGO-FM	KRNQ-FM
3	KCBC-AM	KRNQ-FM	KGGO-FM
4	KGGO-FM	KRNT-AM	KMGK-FM
5	KMGK-FM	KMGK-FM	KRNT-AM

Adults 25-49
M-S, 6am-Midnight
[illegible]

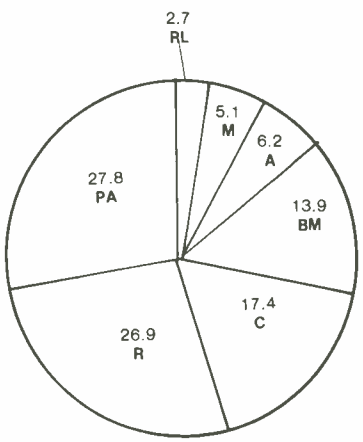
	A/M '78	O/N '78	A/M '79
1	KIOA-AM	KRNT-AM	KSO -AM
2	KLYF-FM	KSO -AM	WHO -AM
3	KRNT-AM	KIOA-AM	KLYF-FM
4	WHO -AM	WHO -AM	KIOA-AM
5	KSO -AM	KLYF-FM	KRNT-AM

M-F, 6-10am

1	KRNT-AM	KSO -AM	WHO -AM
2	KIOA-AM	KRNT-AM	KSO -AM
3	WHO -AM	KIOA-AM	KRNT-AM
4	KSO -AM	WHO -AM	KIOA-AM
5	KLYF-FM	KLYF-FM	KLYF-FM

M-F, 3-7pm

1	KIOA-AM	KIOA-AM	KIOA-AM
2	KSO -AM	KLYF-FM	KRNQ-FM
3	KRNT-AM	KRNQ-FM	KGGO-FM
4	KLYF-FM	WHO -AM	KMGK-FM
5	WHO -AM	WHO -AM	KRNT-AM



M-F, 6-10am

1	KIOA-AM	KIOA-AM	KIOA-AM
2	KCBC-AM	KSO -AM	KSO -AM
3	KRNQ-FM	KMGK-FM	KRNQ-FM
4	KSO -AM	KRNT-AM	KMGK-FM
5	KRNT-AM	KGGO-FM	KGGO-FM

M-F, 3-7pm

1	KIOA-AM	KIOA-AM	KIOA-AM
2	KRNQ-FM	KGGO-FM	KGGO-FM
3	KCBC-AM	KRNQ-FM	KRNQ-FM
4	KLYF-FM	KSO -AM	WHO -AM
5	KSO -AM	KRNT-AM	KSO -AM

Adults 25-49
M-S, 6am-Midnight
[illegible]

	A/M '78	O/N '78	A/M '79
1	KLYF-FM	KSO -AM	KSO -AM
2	KRNT-AM	KRNT-AM	KRNT-AM
3	KSO -AM	KLYF-FM	KLYF-FM
4	KIOA-AM	KIOA-AM	WHO -AM
5	WHO -AM	WHO -AM	KIOA-AM

M-F, 6-10am

1	KRNT-AM	KSO -AM	KSO -AM
2	WHO -AM	KRNT-AM	WHO -AM
3	KSO -AM	WHO -AM	KRNT-AM
4	KIOA-AM	KIOA-AM	KLYF-FM
5	KLYF-FM	KLYF-FM	KIOA-AM

M-F, 3-7pm

1	KLYF-FM	KSO -AM	KSO -AM
2	KSO -AM	KLYF-FM	KRNT-AM
3	KRNT-AM	KRNT-AM	WHO -AM
4	KIOA-AM	WHO -AM	KLYF-FM
5	KRNQ-FM	KIOA-AM	KIOA-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight

	A/M '78		O/N '78		A/M '79	
1	KRNT-AM	864	KIOA-AM	902	WHO -AM	903
2	KIOA-AM	861	WHO -AM	835	KIOA-AM	824
3	WHO -AM	801	KRNT-AM	802	KRNT-AM	742
4	KLYF-FM	633	KSO -AM	566	KLYF-FM	701
5	KSO -AM	558	KLYF-FM	573	KSO -AM	658

M-F, 6-10am

1	KRNT-AM	WHO -AM	WHO -AM
2	WHO -AM	KIOA-AM	KIOA-AM
3	KIOA-AM	KRNT-AM	KRNT-AM
4	KSO -AM	KSO -AM	KSO -AM
5	KLYF-FM	KMGK-FM	KMGK-FM

M-F, 3-7pm

1	KIOA-AM	KIOA-AM	KIOA-AM
2	WHO -AM	KSO -AM	WHO -AM
3	KRNT-AM	WHO -AM	KSO -AM
4	KLYF-FM	KLYF-FM	KLYF-FM
5	KSO -AM	KRNT-AM	KRNQ-FM

Teens
M-S, 6am-Midnight
[illegible]

	A/M '78	O/N '78	A/M '79
1	KMGK-FM	KMGK-FM	KIOA-AM
2	KGGO-FM	KIOA-AM	KMGK-FM
3	KIOA-AM	KRNQ-FM	KRNQ-FM
4	KRNQ-FM	KGGO-FM	KGGO-FM
5	KRNT-AM	KRNT-AM	KSO -AM

M-F, 6-10am

1	KMGK-FM	KMGK-FM	KMGK-FM
2	KIOA-AM	KIOA-AM	KIOA-AM
3	KGGO-FM	KGGO-FM	KRNQ-FM
4	KRNQ-FM	KRNQ-FM	KGGO-FM
5	KRNT-AM	KRNT-AM	KSO -AM

Detroit

METRO RANK 6

M '79-J/A '79 Market Overview

Detroit has been one of the hotbeds of the on-air diary announcement controversy, and this issue came to a head with the results of the A/M '79 survey Detroit. **WMJC** was the only major station in the metro to run the announcements during the Spring sweep, and when the book showed a significant increase for WMJC, many others jumped on the bandwagon for the Summer book.

Looking at the estimates themselves, the Spring and Summer books show t the leading stations in the market continue to be **WJR, CKLW**, and **WWWW** WMJC reinforcing its showing in the two books.

WJR continues to lead the market overall, carries sports such as Tigers eball, and features an eclectic music playlist. Morning man **J.P. McCarthy** been around forever and continues to be a comfortable fixture for many in Detroit area. WJR's audience skews 45+. No on-air contests.

Unlike WJR, the Top 40 leader, **CKLW** aims at younger demos with its contemory sound, and the station is successful, showing #1 in adults 18-34 and 18-49 he morning with humorous air personality **Dick Purtan** and his sidekick, **Tom an.** CKLW ran various promotions during the A/M sweep, such as concert et giveaways, albums, etc. Ad campaign consisted of billboards showing Pura Superman type of outfit.

The big surprise in the recent Detroit surveys was **Greater Media**'s **WMJC**. ogrammer **Paul Christy** turned the station away from its mellow rock sound to re of a contemporary sound, uptempo, but without a lot of harsher negatives t might create tuneout. The effort was backed by the biggest ad campaign in MJC's history, using TV and billboards — and, of course, the on-air diary anuncements.

On the AOR scene, Detroit is one of the more competitive AOR battlegrounds but the "Superstars" sound of **WWWW** has come out on top in the last o reports. **Burkhart-Abrams** sound earns W4 almost a 14 share of men 18-34 metro, the leading story for that demo. **ABC**'s **WRIF** suffers through four down oks but finally sees bottoming out. AOR scene in much flux after changes th prior to and in the middle of the Summer sweep. Fall '79 report will have ell the tale about how the AOR scene sorts itself out.

One format category that has sorted itself out in Detroit is Country. On March **Golden West**'s **WCAR-FM** became **WCXI** (Country 11) and went after **Combined**'s **DEE**, long the Country leader in the area. After the results of the Spring book, ich saw WCXI tie WDEE, Combined announced that WDEE will be changing ls and format, leaving the Fall book to WCXI on the AM band, facing FM competon from **CKLW-FM.** Top air personality **Deano Day**, formerly with WDEE and CLW-FM, is now doing mornings at WCXI, which helped its showing. In terms music policy, the station plays the more traditional style of country. WCXI is o very promotion-minded, and used an ad campaign involving TV and outdoor highlight the call letters and format switch just prior to the start of the A/M '79 eep.

News station **WWJ** won its best Summer numbers in recent years, posting ins in adults 35+ to increase overall 12+ share from 4.8 to 6.3.

e Persons 12+ Share Trends
Sunday, 6am Midnight
)): 35479

A/M '78		J/A '78		O/N '78		J/F '79		A/M '79		J/A '79	
R -AM	16.9	WJR -AM	14.8	WJR -AM	13.6	WJR -AM	13.5	WJR -AM(PA)	13.3	WJR -AM	14.2
IF-FM	7.2	WRIF-FM	6.0	CKLW-AM	5.5	WWJ -AM	8.1	WWWW-FM(A)	5.1	WWJ -AM	6.3
R -FM	5.8	WNIC-FM	5.7	WABX-FM	5.4	CKLW-AM	6.3	CKLW-AM(B)	5.6	WMJC-FM	6.1
MC-FM	4.7	WWJ -AM	5.0	WRIF-FM	5.2	WXYZ-AM	5.3	WMJC-FM(B)	5.5	WWWW-FM	6.0
J -AM	4.7	WJR -FM	5.0	WJLB-AM	5.1	WWWW-FM	5.0	WXYZ-AM(B)	5.1	CKLW-AM	5.5
J -FM	4.5	CKLW-AM	4.8	WNIC-FM	5.0	WRIF-FM	4.8	WWJ -AM(B)	4.8	WRIF-FM	4.8
IC-FM	4.5	WDEE-AM	4.7	WOMC-FM	5.0	WJR -FM	4.5	WRIF-FM(A)	4.6	WJR -FM	4.4
EE-AM	4.2	WABX-FM	4.5	WWJ -AM	4.7	WABX-FM	4.2	WOMC-FM(PA)	4.5	WCZY-FM	4.0
YZ-AM	3.9	WWWW-FM	4.3	WWJ -FM	4.3	WOMC-FM	4.1	WJR -FM(BM)	4.3	WXYZ-AM	3.9
LB-AM	3.8	WJLB-AM	4.2	WXYZ-AM	4.2	WNIC-FM	4.0	WABX-FM(A)	3.9	WWJ -FM	3.8
LW-AM	3.8	WXYZ-AM	4.1	WJR -FM	4.2	WJLB-AM	3.8	WJLB-AM(B)	3.8	WNIC-FM	3.5
RQ-FM	3.7	WDRQ-FM	4.0	WDRQ-FM	4.2	WWJ -FM	3.6	WCZY-FM(BM)	3.8	WABX-FM	3.5
WW-FM	3.4	WOMC-FM	3.9	WWWW-FM	4.2	WDRQ-FM	3.4	WNIC-FM(A)	3.3	WTWR-FM	3.3
BX-FM	3.3	WWJ -FM	3.6	WCZY-FM	3.6	WJZZ-FM	3.1	WJZZ-FM(A)	3.2	WOMC-FM	3.1
JC-FM	3.3	WJZZ-FM	3.6	WJZZ-FM	3.3	WDEE-AM	2.7	WWJ -FM(BM)	3.1	WDRQ-FM	3.0
PR-FM	2.9	WMJC-FM	2.5	WMJC-FM	2.6	WCZY-FM	2.7	WDRQ-FM(D)	2.7	WJZZ-FM	3.0
HB-AM	2.8	WCHB-AM	2.5	WDEE-AM	2.5	WMJC-FM	2.2	WDEE-AM(C)	2.6	WJLB-AM	2.9
ZZ-FM	2.3	WCZY-FM	2.3	WGPR-FM	2.1	WCHB-AM	1.9	WCXI-AM(C)	2.6	WCXI-AM	2.0
ND-AM	1.3	WGPR-FM	1.8	WCHB-AM	2.0	CKLW-FM	1.8	WTWR-FM(D)	2.0	WCHB-AM	2.0
DM-FM	1.2	WCXI-AM	1.1	WHND-AM	1.1	WHND-AM	1.8	WCHB-AM(B)	1.5	WDEE-AM	1.9
KR-AM	1.1	WMZK-FM	1.1	WTWR-FM	1.0	WGPR-FM	1.2	WGPR-FM(B)	1.3	WHND-AM	1.6
LW-FM	1.0	CKLW-FM	1.0	WMZK-FM	0.9	WCXI-AM	1.2	WLBS-FM(B)	1.2	WGPR-FM	1.2
XI-AM	1.0	WWKR-AM	0.9	WCXI-AM	0.9	WTWR-FM	1.1	WHND-AM(D)	1.2	WWKR-AM	1.2
WR-FM	1.0	WHND-AM	0.7	CKLW-FM	0.8	WQRS-FM	0.9	CKLW-FM(C)	1.2	CKLW-FM	1.1
ZK-FM	0.8	WTWR-FM	0.6	WWKR-AM	0.8	WWKR-AM	0.7	WWKR-AM(PA)	0.7	WLBS-FM	0.7
RS-FM	0.7	WQRS-FM	0.5	WQRS-FM	0.5	WEXL-AM	0.7	WQRS-FM(CL)	0.6	WMZK-FM	0.4
FG-FM	0.4	WBRB-FM	0.4	WBFG-FM	0.5	WIID-AM	0.5	WMZK-FM(M)	0.6	WEXL-AM	0.4
RB-FM	0.4	WBFG-FM	0.3	WIID-AM	0.4	WMZK-FM	0.5	WIID-AM(M)	0.5	WCAR-AM	0.4
UZ-FM	0.3			WHLS-AM	0.4	WTAC-AM	0.4	WTAC-AM(P)	0.4	WMUZ-FM	0.3
				WMUZ-FM	0.3	WLBS-FM	0.3	WMUZ-FM(RL)	0.4	WQRS-FM	0.3

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 35479

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WJR -AM 1041	WJR -AM 872	WJR -AM 769	WJR -AM 803	WJR -AM 810	WJR -AM 856
2	WRIF-FM 441	WRIF-FM 353	CKLW-AM 311	WWJ -AM 483	WWWW-FM 373	WWJ -AM 380
3	WJR -FM 359	WNIC-FM 334	WABX-FM 304	CKLW-AM 374	CKLW-AM 340	WMJC-FM 366
4	WOMC-FM 292	WWJ -AM 295	WRIF-FM 294	WXYZ-AM 313	WMJC-FM 335	WWWW-FM 360
5	WWJ -AM 291	WJR -FM 295	WJLB-AM 285	WWWW-FM 296	WXYZ-AM 316	CKLW-AM 334
6	WWJ -FM 277	CKLW-AM 283	WNIC-FM 284	WRIF-FM 286	WWJ -AM 289	WRIF-FM 289
7	WNIC-FM 274	WDEE-AM 275	WOMC-FM 282	WJR -FM 268	WRIF-FM 278	WJR -FM 268
8	WDEE-AM 261	WABX-FM 266	WWJ -AM 265	WABX-FM 250	WOMC-FM 274	WCZY-FM 241
9	WXYZ-AM 238	WWWW-FM 250	WWJ -FM 241	WOMC-FM 247	WJR -FM 260	WXYZ-AM 237
10	WJLB-AM 236	WJLB-AM 244	WXYZ-AM 237	WNIC-FM 239	WABX-FM 234	WWJ -FM 229
M-F, 6-10am						
1	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2	WRIF-FM	WWJ -AM	CKLW-AM	WWJ -AM	CKLW-AM	WWJ -AM
3	WWJ -AM	WXYZ-AM	WWJ -AM	CKLW-AM	WWJ -AM	CKLW-AM
4	WXYZ-AM	WDEE-AM	WJLB-AM	WWWW-FM	WWWW-FM	WMJC-FM
5	WJR -FM	WRIF-FM	WXYZ-AM	WJLB-AM	WMJC-FM	WJR -FM
6	WDEE-AM	CKLW-AM	WRIF-FM	WXYZ-AM	WXYZ-AM	WWWW-FM
7	CKLW-AM	WNIC-FM	WWWW-FM	WJR -FM	WOMC-FM	WRIF-FM
8	WOMC-FM	WWWW-FM	WOMC-FM	WWJ -FM	WJLB-AM	WXYZ-AM
9	WWJ -FM	WJLB-AM	WNIC-FM	WOMC-FM	WRIF-FM	WWJ -FM
10	WNIC-FM	WJR -FM	WABX-FM	WRIF-FM	WCXI-AM	WOMC-FM
M-F, 3-7pm						
1	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2	WRIF-FM	WNIC-FM	WNIC-FM	WWJ -AM	WWWW-FM	WMJC-FM
3	WJR -FM	WRIF-FM	WABX-FM	CKLW-AM	WMJC-FM	WWJ -AM
4	WNIC-FM	CKLW-AM	WOMC-FM	WJR -FM	WOMC-FM	WWWW-FM
5	WWJ -AM	WABX-FM	WRIF-FM	WRIF-FM	WJR -FM	CKLW-AM
6	WOMC-FM	WJR -FM	WWJ -AM	WABX-FM	WRIF-FM	WJR -FM
7	WDEE-AM	WWJ -AM	WDRQ-FM	WXYZ-AM	WABX-FM	WRIF-FM
8	WWJ -FM	WDEE-AM	WWJ -FM	WWWW-FM	WWJ -AM	WWJ -AM
9	WDRQ-FM	WWWW-FM	CKLW-AM	WOMC-FM	WCZY-FM	WCZY-FM
10	WABX-FM	WWJ -FM	WJR -FM	WNIC-FM	CKLW-AM	WNIC-FM

Teens
M-S, 6am-Midnight
POP(00): 5147

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WRIF-FM	WRIF-FM	WDRQ-FM	WDRQ-FM	WWWW-FM	WWWW-FM
2	WDRQ-FM	CKLW-AM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM
3	WABX-FM	WDRQ-FM	WWWW-FM	WWWW-FM	WABX-FM	WABX-FM
4	WJLB-AM	WABX-FM	WABX-FM	WABX-FM	WJLB-AM	WMJC-FM
5	WCHB-AM	WCHB-AM	WJLB-AM	WJLB-AM	WDRQ-FM	WDRQ-FM
6	WWWW-FM	WWWW-FM	CKLW-AM	CKLW-AM	WMJC-FM	WCHB-AM
7	CKLW-AM	WJLB-AM	WCHB-AM	WWKR-AM	CKLW-AM	CKLW-AM
8	WWKR-AM	WNIC-FM	WGPR-FM	WNIC-FM	WNIC-FM	WWKR-AM
9	WNIC-FM	WJZZ-FM	WNIC-FM	WJR -AM	WCHB-AM	WJR -AM
10	WXYZ-AM	WGPR-FM	WWKR-AM	WCHB-AM	WTAC-AM	WNIC-FM
M-F, 6-10am						
1	WRIF-FM	WCHB-AM	WDRQ-FM	WDRQ-FM	WWWW-FM	WMJC-FM
2	WDRQ-FM	WRIF-FM	WWWW-FM	WWWW-FM	WRIF-FM	WWWW-FM
3	WCHB-AM	WJLB-AM	WRIF-FM	WRIF-FM	WABX-FM	WRIF-FM
4	WWWW-FM	WDRQ-FM	WJLB-AM	WJLB-AM	CKLW-AM	WDRQ-FM
5	CKLW-AM	CKLW-AM	CKLW-AM	WJR -AM	WDRQ-FM	WCHB-AM
6	WJLB-AM	WWWW-FM	WCHB-AM	WABX-FM	WJLB-AM	WABX-FM
7	WWKR-AM	WABX-FM	WABX-FM	CKLW-AM	WTAC-AM	WJR -AM
8	WABX-FM	WJZZ-FM	WGPR-FM	WWKR-AM	WNIC-FM	WWKR-AM
9	WNIC-FM	WNIC-FM	WWKR-AM	WWJ -AM	WWKR-AM	WCZY-FM
10	WXYZ-AM	WGPR-FM	WJR -AM	WCHB-AM	WMJC-FM	CKLW-AM
M-F, 3-7pm						
1	WRIF-FM	WRIF-FM	WDRQ-FM	WDRQ-FM	WWWW-FM	WWWW-FM
2	WDRQ-FM	CKLW-AM	WABX-FM	WRIF-FM	WRIF-FM	WMJC-FM
3	WNIC-FM	WDRQ-FM	WRIF-FM	WWWW-FM	WJLB-AM	WABX-FM
4	WCHB-AM	WABX-FM	WWWW-FM	WABX-FM	WABX-FM	WRIF-FM
5	WABX-FM	WWWW-FM	WJLB-AM	WJLB-AM	WDRQ-FM	WCHB-AM
6	WJLB-AM	WNIC-FM	CKLW-AM	CKLW-AM	WMJC-FM	WDRQ-FM
7	CKLW-AM	WJLB-AM	WCHB-AM	WNIC-FM	CKLW-AM	WNIC-FM
8	WWWW-FM	WCHB-AM	WGPR-FM	WWKR-AM	WNIC-FM	CKLW-AM
9	WWKR-AM	WJZZ-FM	WNIC-FM	WMJC-FM	WCHB-AM	WWKR-AM
10	WXYZ-AM	WGPR-FM	WWKR-AM	WTWR-FM	WWKR-AM	WCZY-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 12427

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WRIF-FM	WNIC-FM	WABX-FM	CKLW-AM	WWWW-FM	WWWW-FM
2	WNIC-FM	WRIF-FM	WNIC-FM	WWWW-FM	WMJC-FM	CKLW-AM
3	WWWW-FM	WABX-FM	WRIF-FM	WABX-FM	CKLW-AM	WMJC-FM
4	WABX-FM	WWWW-FM	WWWW-FM	WRIF-FM	WRIF-FM	WRIF-FM
5	WMJC-FM	WMJC-FM	CKLW-AM	WNIC-FM	WABX-FM	WNIC-FM
6	CKLW-AM	WJR -AM	WOMC-FM	WOMC-FM	WOMC-FM	WTWR-FM
7	WJR -AM	CKLW-AM	WXYZ-AM	WJZZ-FM	WNIC-FM	WJR -AM
8	WOMC-FM	WXYZ-AM	WJLB-AM	WJLB-AM	WJZZ-FM	WABX-FM
9	WXYZ-AM	WJZZ-FM	WJZZ-FM	WJR -AM	WJR -AM	WJZZ-FM
10	WGPR-FM	WDRQ-FM	WMJC-FM	WMJC-FM	WTWR-FM	WOMC-FM
M-F, 6-10am						
1	WRIF-FM	WRIF-FM	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM
2	WXYZ-AM	WNIC-FM	WRIF-FM	WWWW-FM	WWWW-FM	WRIF-FM
3	WWWW-FM	WWWW-FM	WNIC-FM	WJR -AM	WMJC-FM	WWWW-FM
4	WNIC-FM	WXYZ-AM	WWWW-FM	WNIC-FM	WJR -AM	WJR -AM
5	CKLW-AM	WABX-FM	WXYZ-AM	WJLB-AM	WOMC-FM	WMJC-FM
6	WJR -AM	CKLW-AM	WABX-FM	WRIF-FM	WRIF-FM	WTWR-FM
7	WMJC-FM	WDRQ-FM	WJR -AM	WOMC-FM	WJZZ-FM	WNIC-FM
8	WOMC-FM	WMJC-FM	WJLB-AM	WABX-FM	WNIC-FM	WOMC-FM
9	WABX-FM	WMJC-FM	WOMC-FM	WWJ -AM	WJLB-AM	WABX-FM
10	WDRQ-FM	WJLB-AM	WMJC-FM	WCHB-AM	WABX-FM	WJZZ-FM
M-F, 3-7pm						
1	WRIF-FM	WNIC-FM	WNIC-FM	WABX-FM	WMJC-FM	CKLW-AM
2	WNIC-FM	WRIF-FM	WABX-FM	WNIC-FM	WWWW-FM	WRIF-FM
3	WABX-FM	WABX-FM	WRIF-FM	WWWW-FM	WABX-FM	WMJC-FM
4	WWWW-FM	WWWW-FM	WWWW-FM	WRIF-FM	WRIF-FM	WWWW-FM
5	WOMC-FM	WMJC-FM	CKLW-AM	CKLW-AM	WOMC-FM	WNIC-FM
6	WMJC-FM	CKLW-AM	WOMC-FM	WOMC-FM	CKLW-AM	WTWR-FM
7	CKLW-AM	WJLB-AM	WXYZ-AM	WJZZ-FM	WNIC-FM	WOMC-FM
8	WXYZ-AM	WXYZ-AM	WMJC-FM	WJLB-AM	WDRQ-FM	WABX-FM
9	WJR -AM	WJZZ-FM	WJLB-AM	WJR -AM	WJR -AM	WJZZ-FM
10	WGPR-FM	WOMC-FM	WDRQ-FM	WMJC-FM	WHND-AM	WJR -AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 14576

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2	WOMC-FM	WOMC-FM	CKLW-AM	CKLW-AM	WOMC-FM	WMJC-FM
3	WXYZ-AM	WXYZ-AM	WOMC-FM	WOMC-FM	CKLW-AM	CKLW-AM
4	WMJC-FM	CKLW-AM	WXYZ-AM	WWJ -AM	WMJC-FM	WTWR-FM
5	WDEE-AM	WNIC-FM	WNIC-FM	WXYZ-AM	WCZY-FM	WOMC-FM
6	WJR -FM	WJZZ-FM	WJR -FM	WJZZ-FM	WCXI-AM	WWJ -AM
7	WNIC-FM	WJR -FM	WWJ -FM	WNIC-FM	WJR -FM	WJR -FM
8	CKLW-AM	WRIF-FM	WJLB-AM	WJR -FM	WWJ -FM	WJZZ-FM
9	WRIF-FM	WDEE-AM	WRIF-FM	WHND-AM	WTWR-FM	WWJ -FM
10	WWJ -FM	WCZY-FM	WJZZ-FM	WMJC-FM	WNIC-FM	WWWW-FM

Detroit

Continued

M-F, 6-10am

1	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2	WXYZ-AM	WXYZ-AM	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM
3	WOMC-FM	CKLW-AM	WXYZ-AM	WWJ -AM	WOMC-FM	WWJ -AM
4	WDEE-AM	WOMC-FM	WJLB-AM	WWWW-FM	WCXI-AM	WOMC-FM
5	CKLW-AM	WWJ -AM	WOMC-FM	WOMC-FM	WMJC-FM	WMJC-FM
6	WJR -FM	WRIF-FM	WRIF-FM	CKLW-FM	WWJ -AM	WTWR-FM
7	WRIF-FM	WJLB-AM	WNIC-FM	WXYZ-AM	WCZY-FM	WJR -FM
8	WNIC-FM	WDEE-AM	WWJ -AM	WJLB-AM	WJLB-AM	WWJ -FM
9	WMJC-FM	WWWW-FM	WJZZ-FM	WNIC-FM	WJR -FM	WWWW-FM
10	WWJ -AM	WNIC-FM	WJR -FM	WWJ -FM	WDEE-AM	WXYZ-AM

M-F, 3-7pm

1	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WOMC-FM	WJR -AM
2	WOMC-FM	WNIC-FM	WOMC-FM	CKLW-AM	WJR -AM	WMJC-FM
3	WDEE-AM	CKLW-AM	CKLW-AM	WOMC-FM	WMJC-FM	CKLW-AM
4	WNIC-FM	WOMC-FM	WNIC-FM	WWJ -AM	WCZY-FM	WTWR-FM
5	WMJC-FM	WRIF-FM	WXYZ-AM	WNIC-FM	WJR -FM	WWJ -AM
6	WXYZ-AM	WDEE-AM	WWJ -FM	WXYZ-AM	CKLW-AM	WJR -FM
7	WRIF-FM	WJZZ-FM	WJR -FM	WJR -FM	WNIC-FM	WOMC-FM
8	WJR -FM	WJR -FM	WDEE-AM	WHND-AM	WWJ -FM	WWJ -FM
9	CKLW-AM	WXYZ-AM	WRIF-FM	WMJC-FM	WRIF-FM	WJZZ-FM
10	WJZZ-FM	WCZY-FM	WCZY-FM	WWWW-FM	WDRQ-FM	WCXI-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 35479

	A/M '78		J/A '78		O/N '78		J/F '79		A/M '79		J/A '79	
1	WJR -AM	13264	WJR -AM	11296	WJR -AM	11104	WJR -AM	9655	WJR -AM	12162	WJR -AM	12080
2	CKLW-AM	7130	CKLW-AM	7967	CKLW-AM	7670	CKLW-AM	8453	CKLW-AM	8067	CKLW-AM	7091
3	WRIF-FM	7040	WRIF-FM	7651	WRIF-FM	6963	WWJ -AM	7611	WWJ -AM	6243	WRIF-FM	6675
4	WXYZ-AM	6476	WXYZ-AM	6147	WWJ -AM	6252	WRIF-FM	5941	WRIF-FM	6187	WWWW-FM	6149
5	WWJ -AM	5692	WWJ -AM	6034	WXYZ-AM	5123	WDRQ-FM	5276	WWWW-FM	5810	WWJ -AM	6078
6	WJR -FM	5500	WDRQ-FM	5388	WABX-FM	4997	WWWW-FM	5114	WMJC-FM	5214	WMJC-FM	5625
7	WDRQ-FM	4983	WNIC-FM	5325	WWWW-FM	4994	WJR -FM	4573	WABX-FM	4690	WABX-FM	5036
8	WNIC-FM	4950	WWWW-FM	5072	WNIC-FM	4866	WXYZ-AM	4356	WXYZ-AM	4533	WNIC-FM	4374
9	WWJ -FM	4472	WJR -FM	4933	WJR -FM	4682	WNIC-FM	4308	WNIC-FM	4240	WJR -FM	4207
10	WWWW-FM	4206	WABX-FM	4788	WDRQ-FM	4611	WABX-FM	4195	WJR -FM	4139	WDRQ-FM	3919

M-F, 6-10am

1	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2	WRIF-FM	WWJ -AM	CKLW-AM	WWJ -AM	CKLW-AM	CKLW-AM
3	CKLW-AM	CKLW-AM	WWJ -AM	CKLW-AM	WWJ -AM	WWJ -AM
4	WXYZ-AM	WRIF-FM	WRIF-FM	WWWW-FM	WWWW-FM	WMJC-FM
5	WWJ -AM	WXYZ-AM	WWWW-FM	WRIF-FM	WRIF-FM	WRIF-FM
6	WNIC-FM	WWWW-FM	WXYZ-AM	WDRQ-FM	WMJC-FM	WWWW-FM
7	WJR -FM	WDRQ-FM	WJLB-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
8	WDRQ-FM	WDEE-AM	WNIC-FM	WJLB-AM	WJLB-AM	WJR -FM
9	WWWW-FM	WJLB-AM	WDRQ-FM	WJR -FM	WNIC-FM	WABX-FM
10	WJLB-AM	WNIC-FM	WABX-FM	WNIC-FM	WJR -FM	WJLB-AM

M-F, 3-7pm

1	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2	WRIF-FM	WRIF-FM	WRIF-FM	CKLW-AM	WWWW-FM	WRIF-FM
3	CKLW-AM	CKLW-AM	CKLW-AM	WWJ -AM	WWJ -AM	WWWW-FM
4	WWJ -AM	WNIC-FM	WABX-FM	WRIF-FM	CKLW-AM	CKLW-AM
5	WXYZ-AM	WWWW-FM	WWJ -AM	WWWW-FM	WRIF-FM	WWJ -AM
6	WNIC-FM	WWJ -AM	WNIC-FM	WDRQ-FM	WMJC-FM	WMJC-FM
7	WDRQ-FM	WABX-FM	WWWW-FM	WJR -FM	WABX-FM	WABX-FM
8	WJR -FM	WXYZ-AM	WDRQ-FM	WNIC-FM	WJR -FM	WNIC-FM
9	WABX-FM	WDRQ-FM	WJR -FM	WABX-FM	WNIC-FM	WTWR-FM
10	WWWW-FM	WDEE-AM	WJLB-AM	WXYZ-AM	WXYZ-AM	WJR -FM

Teens
M-S, 6am-Midnight
POP(00): 5147

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WRIF-FM	WRIF-FM	WRIF-FM	WDRQ-FM	WWWW-FM	WRIF-FM
2	WDRQ-FM	WDRQ-FM	WDRQ-FM	WRIF-FM	WRIF-FM	WWWW-FM
3	CKLW-AM	CKLW-AM	WWWW-FM	WWWW-FM	CKLW-AM	WABX-FM
4	WXYZ-AM	WABX-FM	WABX-FM	CKLW-AM	WABX-FM	CKLW-AM
5	WABX-FM	WWWW-FM	CKLW-AM	WABX-FM	WDRQ-FM	WMJC-FM
6	WWWW-FM	WXYZ-AM	WNIC-FM	WJLB-AM	WMJC-FM	WDRQ-FM
7	WNIC-FM	WNIC-FM	WJLB-AM	WJR -AM	WJLB-AM	WNIC-FM
8	WWKR-AM	WCHB-AM	WWKR-AM	WWKR-AM	WJR -AM	WJR -AM
9	WJR -AM	WJLB-AM	WJR -AM	WNIC-FM	WNIC-FM	WJLB-AM
10	WJLB-AM	WJR -AM	WCHB-AM	WCHB-AM	WWKR-AM	WWKR-AM

M-F, 6-10am

1	WRIF-FM	WRIF-FM	WDRQ-FM	WDRQ-FM	WWWW-FM	WRIF-FM
2	WDRQ-FM	CKLW-AM	WRIF-FM	WRIF-FM	WRIF-FM	WWWW-FM
3	CKLW-AM	WDRQ-FM	WWWW-FM	WWWW-FM	CKLW-AM	WABX-FM
4	WABX-FM	WCHB-AM	CKLW-AM	CKLW-AM	WABX-FM	WMJC-FM
5	WWWW-FM	WABX-FM	WABX-FM	WABX-FM	WJLB-AM	WDRQ-FM
6	WXYZ-AM	WWWW-FM	WJLB-AM	WJR -AM	WDRQ-FM	CKLW-AM
7	WCHB-AM	WJLB-AM	WCHB-AM	WWJ -AM	WNIC-FM	WJLB-AM
8	WNIC-FM	WWKR-AM	WWKR-AM	WWKR-AM	WWKR-AM	WCHB-AM
9	WJLB-AM	WXYZ-AM	WNIC-FM	WJLB-AM	WMJC-FM	WJR -AM
10	WWKR-AM	WGPR-FM	WJR -AM	WNIC-FM	WCHB-AM	WWKR-AM

M-F, 3-7pm

1	WRIF-FM	WRIF-FM	WDRQ-FM	WDRQ-FM	WWWW-FM	WWWW-FM
2	WDRQ-FM	WDRQ-FM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM
3	CKLW-AM	CKLW-AM	WABX-FM	WWWW-FM	WABX-FM	WABX-FM
4	WABX-FM	WABX-FM	WWWW-FM	WABX-FM	CKLW-AM	WMJC-FM
5	WNIC-FM	WWWW-FM	CKLW-AM	CKLW-AM	WDRQ-FM	CKLW-AM
6	WXYZ-AM	WNIC-FM	WJLB-AM	WJLB-AM	WJLB-AM	WNIC-FM
7	WWWW-FM	WXYZ-AM	WNIC-FM	WNIC-FM	WMJC-FM	WDRQ-FM
8	WWKR-AM	WCHB-AM	WWKR-AM	WWKR-AM	WWKR-AM	WWKR-AM
9	WCHB-AM	WDEE-AM	WCHB-AM	WMJC-FM	WNIC-FM	WJR -AM
10	WJLB-AM	WWKR-AM	WXYZ-AM	WOMC-FM	WCHB-AM	WJLB-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 12477

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	CKLW-AM	WRIF-FM	WRIF-FM	CKLW-AM	CKLW-AM	WRIF-FM
2	WRIF-FM	CKLW-AM	CKLW-AM	WRIF-FM	WRIF-FM	CKLW-AM
3	WNIC-FM	WNIC-FM	WABX-FM	WWWW-FM	WWWW-FM	WWWW-FM
4	WJR -AM	WWWW-FM	WNIC-FM	WNIC-FM	WMJC-FM	WMJC-FM
5	WXYZ-AM	WABX-FM	WWWW-FM	WABX-FM	WJR -AM	WJR -AM
6	WABX-FM	WXYZ-AM	WXYZ-AM	WDRQ-FM	WABX-FM	WABX-FM
7	WWWW-FM	WDRQ-FM	WJR -AM	WOMC-FM	WNIC-FM	WNIC-FM
8	WDRQ-FM	WJR -AM	WMJC-FM	WJR -AM	WJLB-AM	WTWR-FM
9	WMJC-FM	WMJC-FM	WDRQ-FM	WMJC-FM	WDRQ-FM	WDRQ-FM
10	WOMC-FM	WJLB-AM	WJZZ-FM	WJZZ-FM	WOMC-FM	WJZZ-FM

M-F, 6-10am

1	WRIF-FM	WRIF-FM	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM
2	CKLW-AM	WWWW-FM	WRIF-FM	WWWW-FM	WWWW-FM	WRIF-FM
3	WXYZ-AM	CKLW-AM	WXYZ-AM	WWJ -AM	WWJ -AM	WWJ -AM
4	WWJ -AM	WWJ -AM	WWJ -AM	WOMC-FM	WOMC-FM	WWJ -AM
5	WOMC-FM	WOMC-FM	WRIF-FM	WXYZ-AM	WMJC-FM	WTWR-FM
6	WMJC-FM	WJLB-AM	WJLB-AM	WNIC-FM	WDRQ-FM	WOMC-FM
7	WJR -FM	WDEE-AM	WNIC-FM	WDRQ-FM	WJLB-AM	WJR -FM
8	WWJ -AM	WNIC-FM	WOMC-FM	WWJ -FM	WJR -FM	WRIF-FM
9	WJLB-AM	WJR -FM	WJR -FM	CKLW-FM	WNIC-FM	WJZZ-FM
10	WRIF-FM	WRIF-FM	WJZZ-FM	WMJC-FM	WCXI-AM	WWWW-FM

M-F, 3-7pm

1	WJR -AM	WJR -AM	WJR -AM	CKLW-AM	WJR -AM	WJR -AM
2	CKLW-AM	CKLW-AM	WJR -AM	WJR -AM	WMJC-FM	CKLW-AM
3	WXYZ-AM	WNIC-FM	WXYZ-AM	WWJ -AM	WWJ -AM	WWJ -AM
4	WNIC-FM	WOMC-FM	WNIC-FM	WOMC-FM	WNIC-FM	WOMC-FM
5	WOMC-FM	WRIF-FM	WOMC-FM	WXYZ-AM	WOMC-FM	WTWR-FM
6	WWJ -AM	WJR -FM	WWJ -AM	WJR -FM	WCZY-FM	WJR -FM
7	WJR -FM	WDEE-AM	WJR -FM	WNIC-FM	WJLB-AM	WJZZ-FM
8	WDEE-AM	WWJ -AM	WXYZ-AM	WJR -FM	WRIF-FM	WXYZ-AM
9	WJLB-AM	WJLB-AM	WJLB-AM	WJLB-AM	WJR -FM	WJLB-AM
10	WRIF-FM	WJZZ-FM	WJZZ-FM	WJZZ-FM	WJZZ-FM	WRIF-FM

M-F, 3-7pm

1	WRIF-FM	WRIF-FM	WRIF-FM	CKLW-AM	WWWW-FM	WRIF-FM
2	CKLW-AM	WNIC-FM	WABX-FM	WRIF-FM	WRIF-FM	WWWW-FM
3	WNIC-FM	WWWW-FM	WNIC-FM	WABX-FM	WMJC-FM	CKLW-AM
4	WWWW-FM	WABX-FM	CKLW-AM	WWWW-FM	CKLW-AM	WABX-FM
5	WABX-FM	CKLW-AM	WWWW-FM	WNIC-FM	WABX-FM	WMJC-FM
6	WXYZ-AM	WXYZ-AM	WMJC-FM	WDRQ-FM	WNIC-FM	WDRQ-FM
7	WJR -AM	WDRQ-FM	WXYZ-AM	WOMC-FM	WJR -AM	WNIC-FM
8	WDRQ-FM	WMJC-FM	WOMC-FM	WJZZ-FM	WHND-AM	WJR -AM
9	WMJC-FM	WJLB-AM	WJLB-AM	WMJC-FM	WOMC-FM	WJZZ-FM
10	WOMC-FM	WJR -AM	WDRQ-FM	WJLB-AM	WDRQ-FM	WOMC-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 14576

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WJR -AM	WJR -AM	WJR -AM	CKLW-AM	WJR -AM	WJR -AM
2	WXYZ-AM	CKLW-AM	CKLW-AM	WJR -AM	CKLW-AM	CKLW-AM
3	CKLW-AM	WXYZ-AM	WXYZ-AM	WWJ -AM	WMJC-FM	WMJC-FM
4	WJR -FM	WNIC-FM	WWJ -AM	WOMC-FM	WOMC-FM	WTWR-FM
5	WMJC-FM	WRIF-FM	WRIF-FM	WXYZ-AM	WWJ -AM	WWJ -AM
6	WOMC-FM	WJR -FM	WOMC-FM	WDRQ-FM	WXYZ-AM	WNIC-FM
7	WNIC-FM	WWJ -AM	WNIC-FM	WNIC-FM	WCZY-FM	WDRQ-FM
8	WWJ -AM	WOMC-FM	WMJC-FM	WJR -FM	WDRQ-FM	WRIF-FM
9	WWJ -FM	WDRQ-FM	WJR -FM	WRIF-FM	WJR -FM	WJR -FM
10	WDRQ-FM	WMJC-FM	WWJ -FM	WMJC-FM	WRIF-FM	WWWW-FM

M-F, 6-10am

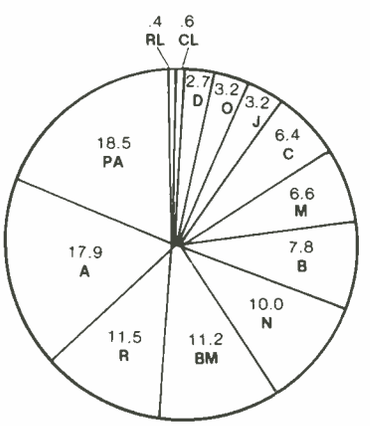
1	WJR -AM	WJR -AM	CKLW-AM	CKLW-AM	WJR -AM	WJR -AM
2	WXYZ-AM	WXYZ-AM	WJR -AM	WJR -AM	CKLW-AM	CKLW-AM
3	CKLW-AM	CKLW-AM	WXYZ-AM	WWJ -AM	WOMC-FM	WWJ -AM
4	WNIC-FM	WWJ -AM	WWJ -AM	WOMC-FM	WWJ -AM	WWJ -AM
5	WOMC-FM	WOMC-FM	WRIF-FM	WXYZ-AM	WMJC-FM	WTWR-FM
6	WMJC-FM	WJLB-AM	WJLB-AM	WNIC-FM	WCZY-FM	WOMC-FM
7	WJR -FM	WDEE-AM	WNIC-FM	WDRQ-FM	WJLB-AM	WJR -FM
8	WWJ -AM	WNIC-FM	WOMC-FM	WWJ -FM	WJR -FM	WRIF-FM
9	WJLB-AM	WJR -FM	WJR -FM	CKLW-FM	WNIC-FM	WJZZ-FM
10	WRIF-FM	WRIF-FM	WWJ -FM	WMJC-FM	WCXI-AM	WWWW-FM

M-F, 3-7pm

1	WJR -AM	WJR -AM	WJR -AM	CKLW-AM	WJR -AM	WJR -AM
2	CKLW-AM	CKLW-AM	WJR -AM	WJR -AM	WMJC-FM	CKLW-AM
3	WXYZ-AM	WXYZ-AM	WNIC-FM	WWJ -AM	CKLW-AM	WWJ -AM
4	WMJC-FM	WNIC-FM	WOMC-FM	WNIC-FM	WOMC-FM	WTWR-FM
5	WNIC-FM	WOMC-FM	WXYZ-AM	WOMC-FM	WWJ -AM	WNIC-FM
6	WOMC-FM	WRIF-FM	WMJC-FM	WJR -FM	WCZY-FM	WOMC-FM
7	WJR -FM	WDEE-AM	WWJ -AM	WXYZ-AM	WJR -FM	WJR -FM
8	WRIF-FM	WJR -FM	WJR -FM	WDRQ-FM	WXYZ-AM	WJR -AM
9	WDEE-AM	WMJC-FM	WRIF-FM	WMJC-FM	WRIF-FM	WWJ -FM
10	WWJ -AM	WWJ -AM	WABX-FM	WWWW-FM	WNIC-FM	WDRQ-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Atco Records presents the spectrum of rock'n'roll.

Roxy Music

Blackfoot

Pete Townshend

Gary Numan & Tubeway Army

ATCO

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Duluth-Superior

METRO RANK **126**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2214

	A/M '77		A/M '78		A/M '79	
1	KDAL-AM	21.4	WKKQ-AM	15.8	KDAL-AM(PA)	19.0
2	WAKX-AF	17.7	KDAL-AM	15.0	WAKX-AF(R)	14.3
3	WKKQ-AM	13.1	WAKX-AF	14.5	WKKQ-AM(C)	13.2
4	WAKX-FM	12.9	WGGR-FM	14.2	WEBC-AM(R)	11.6
5	WEBC-AM	11.5	WEBC-AM	12.9	WGGR-FM(BM)	8.3
6	WGGR-FM	7.5	WDSM-AM	7.4	WMFG-AF(PA)	6.6
7	WMFG-AF	5.6	KAOH-AF	6.1	WDSM-AM(C)	6.3
8	WEVE-AM	5.4	WMFG-AF	4.2	WEVE-FM(PA)	4.7
9	WMFG-AM	5.4	WEVE-AM	3.7	KAOH-AF(C)	3.0
10	WAKX-AM	4.8	WHLB-AM	3.2	WEVE-AM(PA)	2.2
11	WHLB-AF	4.8	WELY-AM	1.8	WHLB-AM(PA)	1.7
12	WDSM-AM	4.3	WWJC-AM	1.6	WHLB-FM(PA)	1.1
13	KAOH-AF	4.3			WWJC-AM(RL)	1.1
14	WHLB-AM	4.0				
15	WWJC-AM	2.7				
16	KAOH-FM	2.1				
17	KAOH-AM	2.1				
18	WKLK-AF	1.1				
19	WELY-AM	1.1				
20	WKLK-AM	1.1				
21	WIRN-FM	0.8				
22	WLS -AM	0.5				
23	WMFG-FM	0.3				

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2214

	A/M '77		A/M '78		A/M '79	
1	KDAL-AM	80	WKKQ-AM	60	KDAL-AM	69
2	WAKX-AF	66	KDAL-AM	57	WAKX-AF	52
3	WKKQ-AM	49	WAKX-AF	55	WKKQ-AM	48
4	WAKX-FM	48	WGGR-FM	54	WEBC-AM	42
5	WEBC-AM	43	WEBC-AM	49	WGGR-FM	30
M-F, 6-10am						
1	KDAL-AM		KDAL-AM		KDAL-AM	
2	WAKX-AF		WAKX-AF		WAKX-AF	
3	WAKX-FM		WKKQ-AM		WKKQ-AM	
4	WEBC-AM		WEBC-AM		WEBC-AM	
5	WKKQ-AM		WGGR-FM		WGGR-FM	
M-F, 3-7pm						
1	KDAL-AM		WEBC-AM		WAKX-AF	
2	WAKX-AF		WGGR-FM		KDAL-AM	
3	WAKX-FM		WAKX-AF		WEBC-AM	
4	WEBC-AM		WKKQ-AM		WKKQ-AM	
5	WKKQ-AM		KDAL-AM		WGGR-FM	

Teens

M-S, 6am-Midnight

POP(00): 314

	A/M '77	A/M '78	A/M '79
1	WAKX-AF	WAKX-AF	WAKX-AF
2	WEBC-AM	WEBC-AM	WEBC-AM
3	WAKX-FM	KDAL-AM	WKKQ-AM
4	WAKX-AM	WKKQ-AM	WEVE-FM
5	KDAL-AM	WGGR-FM	KDAL-AM
M-F, 6-10am			
1	WAKX-AF	WAKX-AF	WAKX-AF
2	WEBC-AM	WEBC-AM	WEBC-AM
3	WAKX-FM	KDAL-AM	WKKQ-AM
4	KDAL-AM	WHLB-AM	WEVE-FM
5	WAKX-AM	WKKQ-AM	WEVE-AM
M-F, 3-7pm			
1	WAKX-AF	WEBC-AM	WAKX-AF
2	WAKX-FM	WAKX-AF	WEBC-AM
3	WEBC-AM	WGGR-FM	WKKQ-AM
4	WAKX-AM	WDSM-AM	WEVE-FM
5	KAOH-FM	WKKQ-AM	KAOH-AF

Adults 18-34

M-S, 6am-Midnight

POP(00): 696

	A/M '77	A/M '78	A/M '79
1	WAKX-AF	WAKX-AF	WAKX-AF
2	WAKX-FM	WEBC-AM	WEBC-AM
3	WEBC-AM	WKKQ-AM	WKKQ-AM
4	WKKQ-AM	KAOH-AF	WDSM-AM
5	KDAL-AM	WGGR-FM	WEVE-FM
M-F, 6-10am			
1	WAKX-AF	WAKX-AF	WAKX-AF
2	WAKX-FM	WEBC-AM	WEBC-AM
3	WEBC-AM	KAOH-AF	WDSM-AM
4	KDAL-AM	WKKQ-AM	WKKQ-AM
5	WKKQ-AM	KDAL-AM	KDAL-AM
M-F, 3-7pm			
1	WAKX-AF	WEBC-AM	WAKX-AF
2	WEBC-AM	WAKX-AF	WEBC-AM
3	WAKX-FM	WKKQ-AM	WKKQ-AM
4	KDAL-AM	WGGR-FM	WDSM-AM
5	WHLB-AM	KAOH-AF	WEVE-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 737

	A/M '77	A/M '78	A/M '79
1	WKKQ-AM	WKKQ-AM	WKKQ-AM
2	KDAL-AM	WGGR-FM	WAKX-AF
3	WAKX-AF	WAKX-AF	KDAL-AM
4	WGGR-FM	WEBC-AM	WEBC-AM
5	WAKX-FM	KDAL-AM	WDSM-AM
M-F, 6-10am			
1	KDAL-AM	KDAL-AM	WKKQ-AM
2	WKKQ-AM	WKKQ-AM	KDAL-AM
3	WAKX-AF	WEBC-AM	WDSM-AM
4	WEBC-AM	WAKX-AF	WAKX-AF
5	WAKX-AF	WDSM-AM	WAKX-AF
M-F, 3-7pm			
1	WKKQ-AM	WGGR-FM	WKKQ-AM
2	KDAL-AM	WKKQ-AM	WDSM-AM
3	WGGR-FM	WEBC-AM	WEBC-AM
4	WEBC-AM	WAKX-AF	KDAL-AM
5	WAKX-AF	WDSM-AM	WAKX-AF

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2214

	A/M '77		A/M '78		A/M '79	
1	KDAL-AM	812	WEBC-AM	906	WEBC-AM	844
2	WEBC-AM	798	WAKX-AF	776	WAKX-AF	798
3	WAKX-AF	779	KDAL-AM	723	KDAL-AM	689
4	WAKX-FM	578	WDSM-AM	496	WDSM-AM	432
5	WAKX-AM	423	WGGR-FM	395	WKKQ-AM	403
M-F, 6-10am						
1	KDAL-AM	661	KDAL-AM	556	KDAL-AM	587
2	WAKX-AF	499	WEBC-AM	512	WEBC-AM	492
3	WEBC-AM	465	WAKX-AF	423	WAKX-AF	483
4	WAKX-FM	340	WDSM-AM	275	WKKQ-AM	253
5	WAKX-AM	239	WKKQ-AM	252	WDSM-AM	236
M-F, 3-7pm						
1	WEBC-AM	449	WEBC-AM	557	WAKX-AF	444
2	KDAL-AM	412	WAKX-AF	477	WEBC-AM	414
3	WAKX-AF	387	KDAL-AM	261	KDAL-AM	315
4	WAKX-FM	307	WGGR-FM	254	WKKQ-AM	238
5	WKKQ-AM	202	WDSM-AM	250	WDSM-AM	210

Teens

M-S, 6am-Midnight

POP(00): 314

	A/M '77	A/M '78	A/M '79
1	WEBC-AM	WEBC-AM	WEBC-AM
2	WAKX-AF	WAKX-AF	WAKX-AF
3	WAKX-FM	KDAL-AM	WKKQ-AM
4	WAKX-AM	WHLB-AM	WEVE-FM
5	KDAL-AM	WDSM-AM	WDSM-AM
M-F, 6-10am			
1	WEBC-AM	WEBC-AM	WAKX-AF
2	WAKX-AF	WAKX-AF	WEBC-AM
3	WAKX-FM	KDAL-AM	WKKQ-AM
4	WAKX-AM	WHLB-AM	WEVE-FM
5	KDAL-AM	WDSM-AM	WEVE-AM
M-F, 3-7pm			
1	WAKX-AF	WEBC-AM	WAKX-AF
2	WEBC-AM	WAKX-AF	WEBC-AM
3	WAKX-FM	WDSM-AM	WKKQ-AM
4	WAKX-AM	WHLB-AM	WEVE-FM
5	WELY-AM	WGGR-FM	WDSM-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 696

	A/M '77	A/M '78	A/M '79
1	WEBC-AM	WEBC-AM	WEBC-AM
2	WAKX-AF	WAKX-AF	WAKX-AF
3	WAKX-FM	WDSM-AM	WKKQ-AM
4	KDAL-AM	KDAL-AM	WDSM-AM
5	WAKX-AM	KAOH-AF	KDAL-AM
M-F, 6-10am			
1	WEBC-AM	WEBC-AM	WEBC-AM
2	WAKX-AF	WAKX-AF	WAKX-AF
3	WAKX-FM	KDAL-AM	WKKQ-AM
4	KDAL-AM	KAOH-AF	KDAL-AM
5	WAKX-AM	WKKQ-AM	WDSM-AM
M-F, 3-7pm			
1	WEBC-AM	WEBC-AM	WAKX-AF
2	WAKX-AF	WAKX-AF	WEBC-AM
3	WAKX-FM	KAOH-AF	WKKQ-AM
4	KDAL-AM	WKKQ-AM	WDSM-AM
5	WAKX-AM	WDSM-AM	WEVE-FM

Adults 25-49

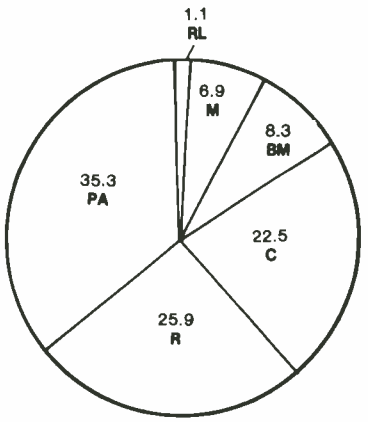
M-S, 6am-Midnight

POP(00): 737

	A/M '77	A/M '78	A/M '79
1	KDAL-AM	WEBC-AM	WEBC-AM
2	WEBC-AM	WAKX-AF	WAKX-AF
3	WAKX-AF	KDAL-AM	WDSM-AM
4	WKKQ-AM	WDSM-AM	WKKQ-AM
5	WAKX-FM	WKKQ-AM	KDAL-AM
M-F, 6-10am			
1	KDAL-AM	WEBC-AM	KDAL-AM
2	WAKX-AF	KDAL-AM	WKKQ-AM
3	WEBC-AM	WAKX-AF	WEBC-AM
4	WKKQ-AM	WDSM-AM	WDSM-AM
5	WAKX-FM	WKKQ-AM	WAKX-AF
M-F, 3-7pm			
1	KDAL-AM	WEBC-AM	WKKQ-AM
2	WEBC-AM	WAKX-AF	WEBC-AM
3	WKKQ-AM	WDSM-AM	WDSM-AM
4	WAKX-AF	WKKQ-AM	WAKX-AF
5	KAOH-AF	WGGR-FM	KDAL-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

El Paso

METRO RANK

Whole lot of shakin' going on in El Paso during the A/M '79 sweep, and as a result the estimates are indicating some major movement in terms of audience preference. First, a disclaimer. Diary return for the younger male demos was very poor in this most recent survey. In O/N '78, there were 83 in-tab diaries back from males 18-34. In the A/M '79 book, there are only 48, a significant decline. As a result of this poorer diary return and the possible instability in the estimates, coupled with the happenings in the market during the sweep, this report may not be the gospel with regard to radio listening in the El Paso area.

At any rate, given that the Hispanic population in the metro is estimated to be about 60%, it is not surprising that Spanish-language **KAMA** is again atop the overall share figures.

Among the Anglo stations, Top 40 presence **KELP** may have gained as a result of some instability in the marketplace. **XROK**, formerly a Top 40 competitor, shifted to Country. Meanwhile, **KINT** went through an upheaval that should only happen on "WKRP" — the PD, the morning man, and the nighttime jock all left the station in the middle of the survey, for various reasons. As a result of all this confusion, is it a wonder that KELP was able to benefit and take a big jump to the top of the Top 40 pile? It will be interesting to see if KINT is able to get back together in time for the O/N '79 survey.

The AOR segment of the metro saw some amazing shifts also. Former top gun **KPAS** was knocked off by **KLAQ**, using the "Superstars" format of modal rock programming. KLAQ has now firmly established itself as an entity in the market, and a KPAS reaction in future surveys will be worth keeping track of.

Finally, another younger-skewing station with a Dancemusic format generated some excellent numbers. **KSET-AM & FM,** partially simulcast, garnered a combined share over nine, with the FM getting most of the audience. KSET's biggest gains were among the young male demos and teens.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 3365

	A/M '78		O/N '78		A/M '79	
1	KAMA-AF	21.9	KAMA-AM	13.5	KAMA-AM(B)	11.6
2	KINT-AF	12.6	KINT-FM	12.1	KELP-AM(R)	9.7
3	KPAS-FM	10.9	KPAS-FM	11.1	KLAQ-FM(A)	9.5
4	KEZB-FM	10.8	KEZB-FM	9.7	KEZB-FM(BM)	8.9
5	XROK-AM	9.1	KHEY-AM	8.9	KINT-FM(R)	8.1
6	KHEY-AM	7.7	KELP-AM	6.3	KHEY-AM(C)	7.3
7	KTSM-AF	5.5	XROK-AM	4.6	KSET-FM(D)	6.1
8	KELP-AM	4.7	KFIM-FM	4.2	KPAS-FM(A)	4.5
9	KROD-AM	4.4	KSET-FM	3.4	KFIM-FM(R)	4.1
10	KSET-AM	2.2	KLOZ-FM	3.2	KROD-AM(PA)	3.9
11	KLOZ-FM	2.2	KTSM-AM	2.6	KTSM-AM(N)	3.7
12	XEJ -AM	2.0	KROD-AM	2.6	KSET-AM(D)	3.6
13	XEFV-AM	1.5	KTSM-FM	2.2	KAMA-FM(B)	3.4
14	XEWG-AM	0.7	KSET-AM	2.0	XEJ -AM(PA)	3.2
15	XCJC-AM	0.5	KAMA-FM	2.0	KLOZ-FM(C)	2.4
16	XEP -AM	0.4	XEJ -AM	1.8	KKOL-AM(PA)	2.4
17			XEFV-AM	1.8	KTSM-FM(BM)	1.6
18			KLAQ-FM	1.6	XROK-AM(C)	1.0
19			KINT-AM	1.4	XEWG-AM(M)	0.6
20			XEP -AM	1.4	XEFV-AM(M)	0.6
21			KISO-AM	1.4		
22			XCJC-AM	0.4		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3365

	A/M '78		O/N '78		A/M '79	
1	KAMA-AF	120	KAMA-AM	67	KAMA-AM	59
2	KINT-AF	69	KINT-FM	60	KELP-AM	49
3	KPAS-FM	60	KPAS-FM	55	KLAQ-FM	48
4	KEZB-FM	59	KEZB-FM	48	KEZB-FM	45
5	XROK-AM	50	KHEY-AM	44	KINT-FM	41
M-F, 6-10am						
1	KAMA-AF		KHEY-AM		KHEY-AM	
2	KHEY-AM		KINT-FM		KAMA-AM	
3	KEZB-FM		KAMA-AM		KEZB-FM	
4	KINT-AF		KEZB-FM		KINT-FM	
5	XROK-AM		KPAS-FM		KELP-AM	
M-F, 3-7pm						
1	KINT-AF		KINT-FM		KELP-AM	
2	KAMA-AF		KEZB-FM		KLAQ-FM	
3	KPAS-FM		KAMA-AM		KINT-FM	
4	XROK-AM		KHEY-AM		KEZB-FM	
5	KEZB-FM		KPAS-FM		KHEY-AM	

Teens

M-S, 6am-Midnight

POP(00): 549

	A/M '78	O/N '78	A/M '79
1	KINT-AF	KINT-FM	KELP-AM
2	XROK-AM	KPAS-FM	KINT-FM
3	KELP-AM	KELP-AM	KSET-FM
4	KROD-AM	XROK-AM	KLAQ-FM
5	KTSM-AF	KSET-FM	KFIM-FM
M-F, 6-10am			
1	XROK-AM	KINT-FM	KSET-FM
2	KINT-AF	KELP-AM	KELP-AM
3	KELP-AM	XROK-AM	KINT-FM
4	KHEY-AM	KPAS-FM	KSET-AM
5	KPAS-FM	KAMA-AM	KLAQ-FM
M-F, 3-7pm			
1	XROK-AM	KINT-FM	KINT-FM
2	KINT-AF	KPAS-FM	KELP-AM
3	KELP-AM	XROK-AM	KLAQ-FM
4	KROD-AM	KELP-AM	KSET-FM
5	KTSM-AF	KSET-FM	KPAS-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1398

	A/M '78	O/N '78	A/M '79
1	KPAS-FM	KPAS-FM	KLAQ-FM
2	KAMA-AF	KINT-FM	KINT-FM
3	KINT-AF	KFIM-FM	KELP-AM
4	XROK-AM	KAMA-AM	KPAS-FM
5	KEZB-FM	KHEY-AM	KFIM-FM
M-F, 6-10am			
1	KPAS-FM	KPAS-FM	KINT-FM
2	KAMA-AF	KHEY-AM	KLAQ-FM
3	KINT-AF	KINT-FM	KELP-AM
4	XROK-AM	KEZB-FM	KHEY-AM
5	KEZB-FM	KAMA-AM	KSET-AM
M-F, 3-7pm			
1	KPAS-FM	KINT-FM	KLAQ-FM
2	KINT-AF	KPAS-FM	KELP-AM
3	KAMA-AF	KFIM-FM	KINT-FM
4	XROK-AM	XROK-AM	KROD-AM
5	KTSM-AF	KHEY-AM	KHEY-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 1389

	A/M '78	O/N '78	A/M '79
1	KAMA-AF	KHEY-AM	KEZB-FM
2	KHEY-AM	KEZB-FM	KHEY-AM
3	KEZB-FM	KAMA-AM	KELP-AM
4	KPAS-FM	KINT-FM	KINT-FM
5	KINT-AF	KLOZ-FM	KAMA-AM
M-F, 6-10am			
1	KAMA-AF	KHEY-AM	KHEY-AM
2	KHEY-AM	KEZB-FM	KEZB-FM
3	KEZB-FM	KAMA-AM	KINT-FM
4	KTSM-AF	KINT-FM	KELP-AM
5	KINT-AF	KLOZ-FM	XEJ -AM
M-F, 3-7pm			
1	KAMA-AF	KEZB-FM	KELP-AM
2	KHEY-AM	KHEY-AM	KHEY-AM
3	KTSM-AF	KAMA-AM	KEZB-FM
4	KEZB-FM	KLOZ-FM	KINT-FM
5	KPAS-FM	KELP-AM	KTSM-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3365

	A/M '78		O/N '78		A/M '79	
1	XROK-AM	1025	KINT-FM	936	KELP-AM	819
2	KINT-AF	965	KELP-AM	714	KINT-FM	754
3	KAMA-AF	853	KHEY-AM	697	KHEY-AM	609
4	KTSM-AF	710	XROK-AM	672	KAMA-AM	533
5	KELP-AM	704	KEZB-FM	648	KEZB-FM	501
M-F, 6-10am						
1	KINT-AF		KINT-FM		KELP-AM	
2	XROK-AM		KHEY-AM		KHEY-AM	
3	KAMA-AF		KELP-AM		KAMA-AM	
4	KHEY-AM		KEZB-FM		KINT-FM	
5	KEZB-FM		KAMA-AM		KEZB-FM	
M-F, 3-7pm						
1	XROK-AM		KINT-FM		KELP-AM	
2	KINT-AF		KEZB-FM		KINT-FM	
3	KAMA-AF		KHEY-AM		KLAQ-FM	
4	KTSM-AF		KPAS-FM		KHEY-AM	
5	KPAS-FM		XROK-AM		KEZB-FM	

Teens

M-S, 6am-Midnight

POP(00): 549

	O/N '78	A/M '79
1	KINT-FM	KINT-FM
2	XROK-AM	KELP-AM
3	KELP-AM	KLAQ-FM
4	KTSM-AF	KSET-FM
5	KPAS-FM	KFIM-FM
M-F, 6-10am		
1	XROK-AM	KELP-AM
2	KINT-AF	KINT-FM
3	KELP-AM	KLAQ-FM
4	KROD-AM	KSET-FM
5	KPAS-FM	KSET-AM
M-F, 3-7pm		
1	XROK-AM	KELP-AM
2	KINT-AF	KINT-FM
3	KELP-AM	KLAQ-FM
4	KTSM-AF	KSET-FM
5	KROD-AM	KFIM-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1398

	O/N '78	A/M '79
1	KINT-FM	KELP-AM
2	KPAS-FM	KINT-FM
3	XROK-AM	KPAS-FM
4	KELP-AM	KHEY-AM
5	KHEY-AM	KLAQ-FM
M-F, 6-10am		
1	KPAS-FM	KELP-AM
2	KINT-FM	KINT-FM
3	KELP-AM	KLAQ-FM
4	KHEY-AM	KPAS-FM
5	XROK-AM	KHEY-AM
M-F, 3-7pm		
1	KINT-FM	KELP-AM
2	KPAS-FM	KINT-FM
3	XROK-AM	KPAS-FM
4	KHEY-AM	KLAQ-FM
5	KELP-AM	KROD-AM

Adults 25-49

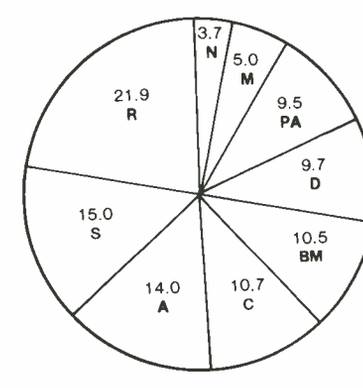
M-S, 6am-Midnight

POP(00): 1389

	O/N '78	A/M '79
1	KHEY-AM	KELP-AM
2	KEZB-FM	KHEY-AM
3	KELP-AM	KINT-FM
4	KINT-FM	KEZB-FM
5	KAMA-AM	KAMA-AM
M-F, 6-10am		
1	KHEY-AM	KHEY-AM
2	KEZB-FM	KELP-AM
3	KELP-AM	KEZB-FM
4	KAMA-AM	KTSM-AM
5	KINT-FM	KAMA-AM
M-F, 3-7pm		
1	KHEY-AM	KELP-AM
2	KEZB-FM	KHEY-AM
3	KELP-AM	KEZB-FM
4	KINT-FM	KINT-FM
5	KROD-AM	KLOZ-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Erie

METRO RANK 124

Average Persons 12+ Share Trends

M-S, 6am-Midnight
POP(00): 2241

	A/M '77		A/M '78		A/M '79	
1	WLVU-FM	22.1	WLVU-FM	23.8	WWGO-AF(PA)	23.9
2	WCCK-FM	20.6	WWGO-AF	23.2	WLVU-FM(BM)	18.9
3	WJET-AM	16.6	WJET-AM	15.0	WRIE-AM(PA)	14.9
4	WRIE-AM	15.3	WRIE-AM	12.9	WJET-AM(R)	13.0
5	WWYN-AM	8.0	WLKK-AM	7.9	WLKK-AM(C)	10.6
6	WHYP-AF	2.8	WMDI-FM	5.0	WMDI-FM(A)	5.6
7	WMDI-FM	2.8	WWCB-AM	2.1	WHYP-AF(C)	1.2
8	WHYP-FM	2.1	WCTL-FM	1.5	WCTL-FM(RL)	0.9
9	WWGO-AM	1.5	WHYP-AF	0.9	WWCB-AM(PA)	0.9
10	WREO-FM	0.9	CKLW-AM	0.9	WWOW-AF(C)	0.6
11	WWOW-AF	0.9	WWOW-AF	0.6		
12	WHYP-AM	0.6				
13	WWOW-AM	0.6				
14	WWCB-AM	0.6				
15	WFIZ-FM	0.3				

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 2241

	A/M '77		A/M '78		A/M '79	
1	WLVU-FM	72	WLVU-FM	81	WWGO-AF	77
2	WCCK-FM	67	WWGO-AF	79	WLVU-FM	61
3	WJET-AM	54	WJET-AM	51	WRIE-AM	48
4	WRIE-AM	50	WRIE-AM	44	WJET-AM	42
5	WWYN-AM	26	WLKK-AM	27	WLKK-AM	34
M-F, 6-10am						
1	WJET-AM		WJET-AM		WRIE-AM	
2	WRIE-AM		WWGO-AF		WWGO-AF	
3	WCCK-FM		WRIE-AM		WJET-AM	
4	WLVU-FM		WLVU-FM		WLVU-FM	
5	WWYN-AM		WLKK-AM		WLKK-AM	
M-F, 3-7pm						
1	WLVU-FM		WLVU-FM		WWGO-AF	
2	WCCK-FM		WWGO-AF		WLVU-FM	
3	WJET-AM		WJET-AM		WRIE-AM	
4	WRIE-AM		WRIE-AM		WJET-AM	
5	WWYN-AM		WLKK-AM		WLKK-AM	

Teens

M-S, 6am-Midnight
POP(00): 314

	A/M '77	A/M '78	A/M '79
1	WCCK-FM	WWGO-AF	WWGO-AF
2	WJET-AM	WJET-AM	WJET-AM
3	WMDI-FM	WMDI-FM	WMDI-FM
4	WRIE-AM	WRIE-AM	WRIE-AM
5	WLVU-FM	WLKK-AM	WLVU-FM
M-F, 6-10am			
1	WCCK-FM	WWGO-AF	WWGO-AF
2	WJET-AM	WJET-AM	WJET-AM
3	WRIE-AM	WRIE-AM	WMDI-FM
4	WWCB-AM	WWCB-AM	WRIE-AM
5	WMDI-FM	WLKK-AM	WLVU-FM
M-F, 3-7pm			
1	WCCK-FM	WWGO-AF	WWGO-AF
2	WJET-AM	WJET-AM	WJET-AM
3	WRIE-AM	WMDI-FM	WMDI-FM
4	WMDI-FM	WRIE-AM	WRIE-AM
5	WLVU-FM	WLVU-FM	WLVU-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 743

	A/M '77	A/M '78	A/M '79
1	WCCK-FM	WWGO-AF	WWGO-AF
2	WRIE-AM	WRIE-AM	WRIE-AM
3	WJET-AM	WJET-AM	WJET-AM
4	WLVU-FM	WLVU-FM	WMDI-FM
5	WMDI-FM	WMDI-FM	WLVU-FM
M-F, 6-10am			
1	WCCK-FM	WWGO-AF	WWGO-AF
2	WRIE-AM	WJET-AM	WRIE-AM
3	WJET-AM	WRIE-AM	WJET-AM
4	WLVU-FM	WLVU-FM	WMDI-FM
5	WWYN-AM	WMDI-FM	WLVU-FM
M-F, 3-7pm			
1	WCCK-FM	WWGO-AF	WWGO-AF
2	WRIE-AM	WJET-AM	WJET-AM
3	WJET-AM	WRIE-AM	WRIE-AM
4	WLVU-FM	WMDI-FM	WMDI-FM
5	WMDI-FM	WJET-AM	WLVU-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 840

	A/M '77	A/M '78	A/M '79
1	WLVU-FM	WWGO-AF	WWGO-AF
2	WRIE-AM	WLVU-FM	WRIE-AM
3	WCCK-FM	WRIE-AM	WLVU-FM
4	WJET-AM	WJET-AM	WJET-AM
5	WWYN-AM	WLKK-AM	WLKK-AM
M-F, 6-10am			
1	WRIE-AM	WRIE-AM	WRIE-AM
2	WJET-AM	WJET-AM	WJET-AM
3	WLVU-FM	WWGO-AF	WWGO-AF
4	WCCK-FM	WLVU-FM	WLVU-FM
5	WWYN-AM	WLKK-AM	WLKK-AM
M-F, 3-7pm			
1	WLVU-FM	WLVU-FM	WWGO-AF
2	WRIE-AM	WWGO-AF	WRIE-AM
3	WJET-AM	WRIE-AM	WLVU-FM
4	WWYN-AM	WJET-AM	WJET-AM
5	WCCK-FM	WLKK-AM	WLKK-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 2241

	A/M '77		A/M '78		A/M '79	
1	WJET-AM	913	WWGO-AF	890	WWGO-AF	958
2	WRIE-AM	788	WJET-AM	833	WJET-AM	913
3	WLVU-FM	743	WLVU-FM	786	WRIE-AM	770
4	WCCK-FM	709	WRIE-AM	766	WLVU-FM	732
5	WWYN-AM	375	WLKK-AM	446	WLKK-AM	532
M-F, 6-10am						
1	WJET-AM		WWGO-AF		WJET-AM	
2	WRIE-AM		WJET-AM		WWGO-AF	
3	WCCK-FM		WRIE-AM		WRIE-AM	
4	WLVU-FM		WLVU-FM		WLVU-FM	
5	WWYN-AM		WLKK-AM		WLKK-AM	
M-F, 3-7pm						
1	WJET-AM		WWGO-AF		WWGO-AF	
2	WCCK-FM		WLVU-FM		WJET-AM	
3	WLVU-FM		WJET-AM		WRIE-AM	
4	WRIE-AM		WRIE-AM		WLVU-FM	
5	WWYN-AM		WLKK-AM		WLKK-AM	

Teens

M-S, 6am-Midnight
POP(00): 314

	A/M '77	A/M '78	A/M '79
1	WCCK-FM	WWGO-AF	WWGO-AF
2	WJET-AM	WJET-AM	WJET-AM
3	WRIE-AM	WRIE-AM	WRIE-AM
4	WLVU-FM	WMDI-FM	WMDI-FM
5	WMDI-FM	WLVU-FM	WLVU-FM
M-F, 6-10am			
1	WCCK-FM	WWGO-AF	WWGO-AF
2	WJET-AM	WJET-AM	WJET-AM
3	WRIE-AM	WRIE-AM	WRIE-AM
4	WWCB-AM	WLKK-AM	WMDI-FM
5	WMDI-FM	WWCB-AM	WLVU-FM
M-F, 3-7pm			
1	WCCK-FM	WWGO-AF	WWGO-AF
2	WJET-AM	WJET-AM	WJET-AM
3	WRIE-AM	WRIE-AM	WMDI-FM
4	WLVU-FM	WMDI-FM	WRIE-AM
5	WMDI-FM	WLVU-FM	WLKK-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 743

	A/M '77	A/M '78	A/M '79
1	WCCK-FM	WWGO-AF	WWGO-AF
2	WRIE-AM	WJET-AM	WJET-AM
3	WJET-AM	WRIE-AM	WRIE-AM
4	WLVU-FM	WLVU-FM	WLVU-FM
5	WWGO-AM	WMDI-FM	WMDI-FM
M-F, 6-10am			
1	WCCK-FM	WWGO-AF	WWGO-AF
2	WRIE-AM	WJET-AM	WJET-AM
3	WJET-AM	WRIE-AM	WRIE-AM
4	WLVU-FM	WLVU-FM	WLKK-AM
5	WWGO-AM	WMDI-FM	WLVU-FM
M-F, 3-7pm			
1	WCCK-FM	WWGO-AF	WWGO-AF
2	WRIE-AM	WJET-AM	WJET-AM
3	WJET-AM	WRIE-AM	WRIE-AM
4	WLVU-FM	WLVU-FM	WMDI-FM
5	WMDI-FM	WMDI-FM	WLVU-FM

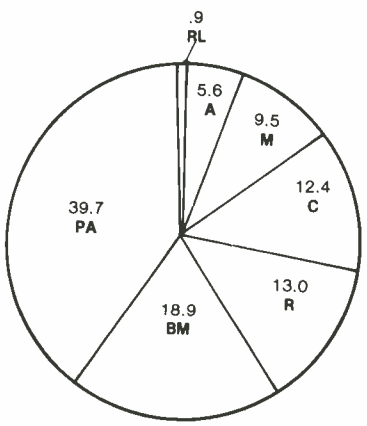
Adults 25-49

M-S, 6am-Midnight
POP(00): 840

	A/M '77	A/M '78	A/M '79
1	WRIE-AM	WRIE-AM	WJET-AM
2	WJET-AM	WJET-AM	WRIE-AM
3	WLVU-FM	WWGO-AF	WWGO-AF
4	WCCK-FM	WLVU-FM	WLVU-FM
5	WWYN-AM	WLKK-AM	WLKK-AM
M-F, 6-10am			
1	WRIE-AM	WRIE-AM	WRIE-AM
2	WJET-AM	WJET-AM	WJET-AM
3	WLVU-FM	WWGO-AF	WWGO-AF
4	WCCK-FM	WLKK-AM	WLVU-FM
5	WWYN-AM	WLVU-FM	WLKK-AM
M-F, 3-7pm			
1	WRIE-AM	WLVU-FM	WRIE-AM
2	WJET-AM	WWGO-AF	WJET-AM
3	WLVU-FM	WRIE-AM	WWGO-AF
4	WCCK-FM	WJET-AM	WLVU-FM
5	WWYN-AM	WLKK-AM	WLKK-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

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Eugene-Springfield

METRO RANK **128**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2118

	A/M '78		O/N '78		A/M '79	
1	KUGN-AM	16.8	KUGN-AM	13.3	KFNW-FM(BM)	12.8
2	KFNW-FM	13.2	KFNW-FM	11.9	KBDF-AM(R)	11.5
3	KBDF-AM	10.0	KBDF-AM	10.8	KFNW-AM(PA)	10.8
4	KFNW-AM	10.0	KEED-AM	10.2	KUGN-AM(PA)	9.5
5	KEED-AM	9.6	KFNW-AM	10.2	KZEL-FM(A)	9.1
6	KSND-FM	9.3	KATR-AM	10.2	KATR-AM(PA)	8.8
7	KORE-AM	4.6	KSND-FM	7.8	KSND-FM(R)	8.1
8	KATR-AM	4.6	KASH-AM	6.8	KEED-AM(C)	5.1
9	KZEL-FM	3.2	KZEL-FM	4.2	KASH-AM(R)	3.7
10	KASH-AM	3.2	KUGN-FM	4.4	KORE-AM(RL)	3.0
11	KNND-AM	1.8	KORE-AM	1.4	KUGN-FM(A)	2.7
12	KFMY-FM	1.1	KBMC-FM	1.0	KNND-AM(PA)	1.0
13	KBMC-FM	1.1	KNND-AM	1.0	KWIL-AM(RL)	0.7
14			KGO-AM	0.7		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2118

	A/M '78		O/N '78		A/M '79	
1	KUGN-AM	47	KUGN-AM	36	KFNW-FM	38
2	KFNW-FM	37	KFNW-FM	35	KBDF-AM	34
3	KBDF-AM	28	KBDF-AM	32	KFNW-AM	32
4	KFNW-AM	28	KEED-AM	30	KUGN-AM	28
5	KEED-AM	27	KFNW-AM	30	KZEL-FM	27

M-F, 6-10am

1	KUGN-AM	KUGN-AM	KATR-AM
2	KFNW-AM	KATR-AM	KUGN-AM
3	KBDF-AM	KEED-AM	KBDF-AM
4	KEED-AM	KFNW-AM	KFNW-AM
5	KFNW-FM	KBDF-AM	KFNW-FM

M-F, 3-7pm

1	KFNW-FM	KBDF-AM	KFNW-FM
2	KUGN-AM	KFNW-AM	KFNW-AM
3	KSND-FM	KFNW-FM	KBDF-AM
4	KEED-AM	KUGN-AM	KZEL-FM
5	KBDF-AM	KEED-AM	KUGN-AM

Teens

M-S, 6am-Midnight

POP(00): 281

	A/M '78	O/N '78	A/M '79
1	KBDF-AM	KBDF-AM	KBDF-AM
2	KSND-FM	KSND-FM	KSND-FM
3	KASH-AM	KASH-AM	KZEL-FM
4	KZEL-FM	KFNW-AM	KASH-AM
5	KEED-AM	KFNW-FM	KATR-AM

M-F, 6-10am

1	KBDF-AM	KBDF-AM	KBDF-AM
2	KSND-FM	KSND-FM	KSND-FM
3	KASH-AM	KASH-AM	KATR-AM
4	KUGN-AM	KUGN-AM	KASH-AM
5	KEED-AM	KEED-AM	KZEL-FM

M-F, 3-7pm

1	KBDF-AM	KBDF-AM	KBDF-AM
2	KSND-FM	KSND-FM	KSND-FM
3	KASH-AM	KASH-AM	KZEL-FM
4	KEED-AM	KUGN-AM	KASH-AM
5	KZEL-FM	KFNW-AM	KATR-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 867

	A/M '78	O/N '78	A/M '79
1	KSND-FM	KSND-FM	KZEL-FM
2	KBDF-AM	KBDF-AM	KBDF-AM
3	KUGN-AM	KASH-AM	KSND-FM
4	KFNW-AM	KUGN-FM	KFNW-AM
5	KFNW-FM	KUGN-AM	KUGN-AM

M-F, 6-10am

1	KUGN-AM	KUGN-AM	KZEL-FM
2	KFNW-AM	KATR-AM	KBDF-AM
3	KBDF-AM	KBDF-AM	KSND-FM
4	KSND-FM	KSND-FM	KFNW-AM
5	KASH-AM	KEED-AM	KATR-AM

M-F, 3-7pm

1	KSND-FM	KBDF-AM	KZEL-FM
2	KBDF-AM	KZEL-FM	KBDF-AM
3	KFNW-AM	KASH-AM	KFNW-AM
4	KUGN-AM	KUGN-FM	KASH-AM
5	KEED-AM	KSND-FM	KSND-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 854

	A/M '78	O/N '78	A/M '79
1	KUGN-AM	KFNW-FM	KFNW-AM
2	KFNW-FM	KFNW-AM	KATR-AM
3	KFNW-AM	KUGN-AM	KFNW-FM
4	KEED-AM	KEED-AM	KUGN-AM
5	KBDF-AM	KATR-AM	KZEL-FM

M-F, 6-10am

1	KUGN-AM	KEED-AM	KATR-AM
2	KFNW-AM	KUGN-AM	KFNW-AM
3	KEED-AM	KATR-AM	KUGN-AM
4	KFNW-FM	KFNW-AM	KFNW-FM
5	KBDF-AM	KFNW-FM	KBDF-AM

M-F, 3-7pm

1	KFNW-FM	KFNW-FM	KFNW-AM
2	KUGN-AM	KFNW-AM	KUGN-AM
3	KSND-FM	KEED-AM	KFNW-FM
4	KFNW-AM	KBDF-AM	KATR-AM
5	KEED-AM	KUGN-AM	KZEL-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2118

	A/M '78		O/N '78		A/M '79	
1	KUGN-AM	72.2	KUGN-AM	70.1	KBDF-AM	67.1
2	KBDF-AM	64.1	KBDF-AM	66.2	KUGN-AM	66.1
3	KFNW-AM	48.7	KEED-AM	47.0	KSND-FM	48.5
4	KSND-FM	45.3	KFNW-AM	44.9	KFNW-AM	46.4
5	KEED-AM	38.2	KSND-FM	43.0	KFNW-FM	43.3

M-F, 6-10am

1	KUGN-AM	KUGN-AM	KUGN-AM
2	KEED-AM	KBDF-AM	KBDF-AM
3	KFNW-AM	KATR-AM	KFNW-AM
4	KSND-FM	KEED-AM	KATR-AM
5	KATR-AM	KFNW-AM	KSND-FM

M-F, 3-7pm

1	KUGN-AM	KBDF-AM	KBDF-AM
2	KBDF-AM	KUGN-AM	KUGN-AM
3	KFNW-AM	KFNW-AM	KFNW-AM
4	KSND-FM	KSND-FM	KSND-FM
5	KFNW-FM	KFNW-FM	KFNW-FM

Teens

M-S, 6am-Midnight

POP(00): 281

	A/M '78	O/N '78	A/M '79
1	KBDF-AM	KBDF-AM	KBDF-AM
2	KSND-FM	KSND-FM	KSND-FM
3	KASH-AM	KASH-AM	KASH-AM
4	KUGN-AM	KUGN-AM	KFNW-AM
5	KEED-AM	KFNW-AM	KZEL-FM

M-F, 6-10am

1	KBDF-AM	KBDF-AM	KBDF-AM
2	KSND-FM	KSND-FM	KSND-FM
3	KASH-AM	KASH-AM	KASH-AM
4	KUGN-AM	KUGN-AM	KFNW-AM
5	KEED-AM	KEED-AM	KATR-AM

M-F, 3-7pm

1	KBDF-AM	KBDF-AM	KBDF-AM
2	KSND-FM	KSND-FM	KSND-FM
3	KASH-AM	KASH-AM	KASH-AM
4	KUGN-AM	KFNW-AM	KZEL-FM
5	KZEL-FM	KUGN-AM	KFNW-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 867

	A/M '78	O/N '78	A/M '79
1	KBDF-AM	KBDF-AM	KBDF-AM
2	KSND-FM	KUGN-AM	KSND-FM
3	KUGN-AM	KSND-FM	KZEL-FM
4	KZEL-FM	KASH-AM	KASH-AM
5	KFNW-AM	KUGN-FM	KUGN-AM

M-F, 6-10am

1	KUGN-AM	KBDF-AM	KBDF-AM
2	KBDF-AM	KSND-FM	KSND-FM
3	KSND-FM	KASH-AM	KZEL-FM
4	KFNW-AM	KUGN-AM	KUGN-AM
5	KASH-AM	KATR-AM	KASH-AM

M-F, 3-7pm

1	KSND-FM	KBDF-AM	KZEL-FM
2	KBDF-AM	KSND-FM	KSND-FM
3	KUGN-AM	KUGN-FM	KBDF-AM
4	KZEL-FM	KASH-AM	KUGN-AM
5	KFNW-AM	KZEL-FM	KFNW-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 854

	A/M '78	O/N '78	A/M '79
1	KUGN-AM	KUGN-AM	KUGN-AM
2	KFNW-AM	KEED-AM	KFNW-AM
3	KFNW-FM	KBDF-AM	KFNW-FM
4	KBDF-AM	KFNW-AM	KSND-FM
5	KEED-AM	KATR-AM	KBDF-AM

M-F, 6-10am

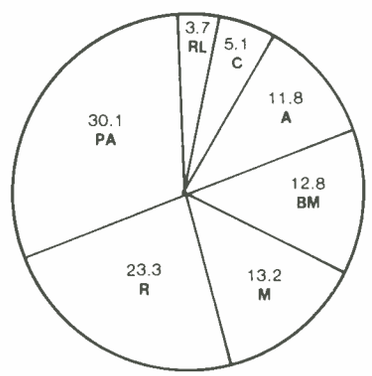
1	KUGN-AM	KUGN-AM	KUGN-AM
2	KFNW-AM	KATR-AM	KFNW-AM
3	KBDF-AM	KEED-AM	KATR-AM
4	KEED-AM	KFNW-AM	KFNW-FM
5	KFNW-FM	KBDF-AM	KBDF-AM

M-F, 3-7pm

1	KUGN-AM	KFNW-AM	KUGN-AM
2	KFNW-AM	KBDF-AM	KFNW-AM
3	KFNW-FM	KUGN-AM	KFNW-FM
4	KSND-FM	KFNW-FM	KSND-FM
5	KBDF-AM	KEED-AM	KBDF-AM

Format Penetration Chart

Based On Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

•Evansville

METRO RANK **115**

Average Persons 12+ Share Trends

M-S, 6am-Midnight

POP(00): 2365

	A/M '77		A/M '78		A/M '79	
1	WIKY-AF	37.5	WIKY-FM	26.3	WGBF-AM(R)	23.5
2	WIKY-FM	28.4	WGBF-AM	24.7	WIKY-FM(PA)	20.5
3	WGBF-AM	26.9	WROZ-AM	11.3	WKDQ-FM(A)	15.8
4	WIKY-AM	9.2	WKDQ-FM	10.2	WROZ-AM(C)	10.7
5	WROZ-AM	8.6	WIKY-AM	5.1	WSON-AM(C)	6.0
6	WKDQ-FM	7.4	WJPS-AM	4.3	WIKY-AM(R)	4.5
7	WRAY-AF	4.3	WSON-AM	3.5	WBKR-FM(C)	4.2
8	WSON-AM	3.2	WBKR-FM	2.4	WSTO-FM(BM)	4.2
9	WRAY-FM	3.2	WVHI-FM	2.1	WRAY-AF(PA)	2.7
10	WVHI-FM	1.7	WRAY-AF	1.9	WJPS-AM(PA)	2.1
11	WSTO-FM	1.7	WBNL-AF	1.9	WVHI-FM(RL)	1.2
12	WBKR-FM	1.7	WSTO-FM	1.6	WHKC-FM(PA)	0.6
13	WRAY-AM	1.1	WHKC-FM	0.5		
14	WBNL-AF	1.1				
15	WJPS-AM	0.9				
16	WBNL-FM	0.6				
17	WBNL-AM	0.6				

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2365

	A/M '77		A/M '78		A/M '79	
1	WIKY-AM	131	WIKY-FM	98	WGBF-AM	79
2	WIKY-FM	99	WGBF-AM	92	WIKY-FM	69
3	WGBF-AM	94	WROZ-AM	42	WKDQ-FM	53
4	WIKY-AM	32	WKDQ-FM	38	WROZ-AM	36
5	WROZ-AM	30	WIKY-AM	19	WSON-AM	20

M-F, 6-10am

1	WIKY-AF	WIKY-FM	WIKY-FM
2	WIKY-FM	WGBF-AM	WGBF-AM
3	WGBF-AM	WROZ-AM	WROZ-AM
4	WROZ-AM	WKDQ-FM	WKDQ-FM
5	WIKY-AM	WJPS-AM	WSON-AM

M-F, 3-7pm

1	WIKY-AF	WGBF-AM	WGBF-AM
2	WGBF-AM	WIKY-FM	WIKY-FM
3	WIKY-FM	WKDQ-FM	WKDQ-FM
4	WROZ-AM	WROZ-AM	WROZ-AM
5	WKDQ-FM	WIKY-AM	WBKR-FM

Teens

M-S, 6am-Midnight

POP(00): 320

	A/M '77	A/M '78	A/M '79
1	WGBF-AM	WGBF-AM	WGBF-AM
2	WKDQ-FM	WKDQ-FM	WKDQ-FM
3	WIKY-AF	WROZ-AM	WHKC-FM
4	WIKY-AM	WBKR-FM	WBKR-FM
5	WIKY-FM	WHKC-FM	WSON-AM

M-F, 6-10am

1	WGBF-AM	WGBF-AM	WGBF-AM
2	WIKY-FM	WKDQ-FM	WKDQ-FM
3	WIKY-AF	WIKY-AM	WSON-AM
4	WKDQ-FM	WJPS-AM	WIKY-FM
5	WBNL-AF	WHKC-FM	WHKC-FM

M-F, 3-7pm

1	WGBF-AM	WGBF-AM	WGBF-AM
2	WKDQ-FM	WKDQ-FM	WKDQ-FM
3	WIKY-AF	WHKC-FM	WBKR-FM
4	WIKY-AM	WBKR-FM	WVHI-FM
5	WBKR-FM	WHKC-FM	WSON-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 761

	A/M '77	A/M '78	A/M '79
1	WGBF-AM	WGBF-AM	WGBF-AM
2	WIKY-AF	WKDQ-FM	WKDQ-FM
3	WKDQ-FM	WIKY-FM	WIKY-FM
4	WIKY-FM	WROZ-AM	WIKY-AM
5	WIKY-AM	WJPS-AM	WROZ-AM

M-F, 6-10am

1	WIKY-AF	WGBF-AM	WGBF-AM
2	WGBF-AM	WIKY-FM	WKDQ-FM
3	WIKY-FM	WKDQ-FM	WIKY-FM
4	WKDQ-FM	WROZ-AM	WIKY-AM
5	WIKY-AM	WJPS-AM	WROZ-AM

M-F, 3-7pm

1	WGBF-AM	WGBF-AM	WGBF-AM
2	WIKY-AF	WKDQ-FM	WKDQ-FM
3	WIKY-FM	WIKY-FM	WIKY-FM
4	WKDQ-FM	WROZ-AM	WROZ-AM
5	WIKY-AM	WBKR-FM	WBKR-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 896

	A/M '77	A/M '78	A/M '79
1	WIKY-AF	WIKY-FM	WIKY-FM
2	WIKY-FM	WGBF-AM	WGBF-AM
3	WGBF-AM	WROZ-AM	WKDQ-FM
4	WROZ-AM	WKDQ-FM	WROZ-AM
5	WIKY-AM	WIKY-AM	WBKR-FM

M-F, 6-10am

1	WIKY-AF	WIKY-FM	WIKY-FM
2	WIKY-FM	WGBF-AM	WGBF-AM
3	WGBF-AM	WROZ-AM	WKDQ-FM
4	WROZ-AM	WKDQ-FM	WROZ-AM
5	WKDQ-FM	WBKR-FM	WBKR-FM

M-F, 3-7pm

1	WIKY-AF	WIKY-FM	WIKY-FM
2	WIKY-FM	WKDQ-FM	WGBF-AM
3	WGBF-AM	WGBF-AM	WKDQ-FM
4	WROZ-AM	WROZ-AM	WROZ-AM
5	WKDQ-FM	WIKY-AM	WBKR-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2365

	A/M '77		A/M '78		A/M '79	
1	WGBF-AM	1118	WGBF-AM	1051	WGBF-AM	1014
2	WIKY-AF	830	WIKY-FM	762	WIKY-FM	679
3	WIKY-FM	700	WKDQ-FM	523	WKDQ-FM	674
4	WROZ-AM	567	WROZ-AM	522	WROZ-AM	542
5	WKDQ-FM	426	WIKY-AM	306	WIKY-AM	264

M-F, 6-10am

1	WGBF-AM	778	WGBF-AM	783	WGBF-AM	723
2	WIKY-AF	591	WIKY-FM	576	WIKY-FM	517
3	WIKY-FM	478	WROZ-AM	327	WKDQ-FM	373
4	WROZ-AM	338	WKDQ-FM	294	WROZ-AM	365
5	WKDQ-FM	224	WIKY-AM	158	WIKY-AM	173

M-F, 3-7pm

1	WGBF-AM	727	WGBF-AM	709	WGBF-AM	608
2	WIKY-AF	540	WIKY-FM	446	WIKY-FM	410
3	WIKY-FM	409	WROZ-AM	283	WKDQ-FM	374
4	WROZ-AM	269	WKDQ-FM	278	WROZ-AM	304
5	WKDQ-FM	213	WIKY-AM	136	WBKR-FM	112

Teens

M-S, 6am-Midnight

POP(00): 320

	A/M '77	A/M '78	A/M '79
1	WGBF-AM	WGBF-AM	WGBF-AM
2	WKDQ-FM	WKDQ-FM	WKDQ-FM
3	WIKY-AF	WIKY-FM	WHKC-FM
4	WIKY-FM	WRAY-AF	WSON-AM
5	WJPS-AM	WIKY-AM	WIKY-AM

M-F, 6-10am

1	WGBF-AM	WGBF-AM	WGBF-AM
2	WIKY-AF	WKDQ-FM	WKDQ-FM
3	WIKY-FM	WRAY-AF	WSON-AM
4	WKDQ-FM	WHKC-FM	WIKY-AM
5	WJPS-AM	WIKY-FM	WIKY-FM

M-F, 3-7pm

1	WGBF-AM	WGBF-AM	WGBF-AM
2	WKDQ-FM	WKDQ-FM	WKDQ-FM
3	WIKY-FM	WIKY-FM	WHKC-FM
4	WIKY-AF	WRAY-AF	WSON-AM
5	WRAY-AM	WHKC-FM	WBKR-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 761

	A/M '77	A/M '78	A/M '79
1	WGBF-AM	WGBF-AM	WGBF-AM
2	WKDQ-FM	WKDQ-FM	WKDQ-FM
3	WIKY-AF	WIKY-FM	WIKY-FM
4	WIKY-FM	WROZ-AM	WROZ-AM
5	WROZ-AM	WJPS-AM	WIKY-AM

M-F, 6-10am

1	WGBF-AM	WGBF-AM	WGBF-AM
2	WKDQ-FM	WKDQ-FM	WKDQ-FM
3	WIKY-AF	WIKY-FM	WIKY-FM
4	WIKY-FM	WROZ-AM	WROZ-AM
5	WROZ-AM	WJPS-AM	WIKY-AM

M-F, 3-7pm

1	WGBF-AM	WGBF-AM	WGBF-AM
2	WIKY-AF	WKDQ-FM	WKDQ-FM
3	WKDQ-FM	WIKY-FM	WIKY-FM
4	WIKY-FM	WROZ-AM	WROZ-AM
5	WROZ-AM	WJPS-AM	WIKY-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 896

	A/M '77	A/M '78	A/M '79
1	WGBF-AM	WGBF-AM	WGBF-AM
2	WROZ-AM	WIKY-FM	WIKY-FM
3	WIKY-AF	WROZ-AM	WKDQ-FM
4	WIKY-FM	WKDQ-FM	WROZ-AM
5	WKDQ-FM	WJPS-AM	WBKR-FM

M-F, 6-10am

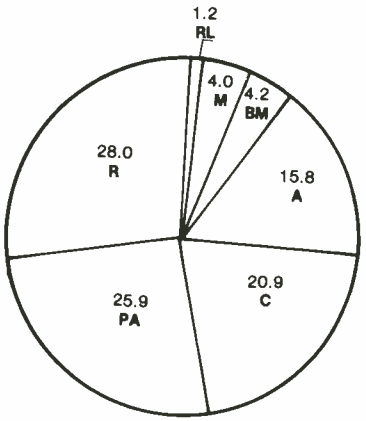
1	WGBF-AM	WGBF-AM	WGBF-AM
2	WIKY-AF	WIKY-FM	WIKY-FM
3	WROZ-AM	WKDQ-FM	WROZ-AM
4	WIKY-FM	WROZ-AM	WKDQ-FM
5	WKDQ-FM	WJPS-AM	WIKY-AM

M-F, 3-7pm

1	WGBF-AM	WGBF-AM	WIKY-FM
2	WIKY-AF	WIKY-FM	WGBF-AM
3	WIKY-FM	WROZ-AM	WKDQ-FM
4	WROZ-AM	WKDQ-FM	WROZ-AM
5	WKDQ-FM	WIKY-AM	WBKR-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Fargo-Moorhead

METRO RANK 162

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1123

	A/M '77		A/M '78		A/M '79	
1	KFGO-AM	25.0	KFGO-AM	28.0	KFGO-AM(C)	22.6
2	WDAY-AM	21.3	WDAY-AM	17.3	WDAY-AM(PA)	15.9
3	KVOX-AM	14.4	KVOX-AM	13.1	KQWB-AM(PA)	15.4
4	KQWB-FM	11.3	KQWB-FM	11.9	KQWB-FM(R)	11.8
5	WDAY-FM	8.1	KQWB-AM	8.9	KVOX-AM(PA)	10.3
6	KQWB-AM	7.5	WDAY-FM	8.3	WDAY-FM(BM)	10.3
7	KIDA-FM	3.8	KVOX-FM	3.6	KVOX-FM(C)	3.1
8			KSJB-AM	1.8	KSJB-AM(C)	1.5

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 1123

	A/M '77		A/M '78		A/M '79	
1	KFGO-AM	40	KFGO-AM	47	KFGO-AM	44
2	WDAY-AM	34	WDAY-AM	29	WDAY-AM	31
3	KVOX-AM	23	KVOX-AM	22	KQWB-AM	30
4	KQWB-FM	18	KQWB-FM	20	KQWB-FM	23
5	WDAY-FM	13	KQWB-AM	15	KVOX-AM	20

M-F, 6-10am

1	WDAY-AM	KFGO-AM	KFGO-AM
2	KFGO-AM	WDAY-AM	WDAY-AM
3	KVOX-AM	KVOX-AM	KQWB-AM
4	WDAY-FM	KQWB-FM	KQWB-FM
5	KQWB-FM	WDAY-FM	KVOX-AM

M-F, 3-7pm

1	KFGO-AM	KFGO-AM	KFGO-AM
2	WDAY-AM	KVOX-AM	KQWB-AM
3	KVOX-AM	KQWB-FM	KQWB-FM
4	KQWB-FM	WDAY-AM	WDAY-FM
5	KQWB-AM	KQWB-AM	WDAY-AM

Teens

M-S, 6am-Midnight
POP(00): 143

	A/M '77	A/M '78	A/M '79
1	KVOX-AM	KVOX-AM	KQWB-AM
2	KQWB-AM	KQWB-AM	KVOX-AM
3	KQWB-FM	KQWB-FM	KQWB-FM
4	KIDA-FM	WDAY-AM	KFGO-AM
5	KFGO-AM	KFGO-AM	KVOX-FM

M-F, 6-10am

1	KVOX-AM	KVOX-AM	KQWB-AM
2	KQWB-AM	KQWB-FM	KVOX-AM
3	WDAY-AM	KQWB-AM	KQWB-FM
4	KQWB-FM	KFGO-AM	WDAY-AM
5	KFGO-AM	WDAY-AM	WDAY-FM

M-F, 3-7pm

1	KVOX-AM	KVOX-AM	KQWB-AM
2	KQWB-AM	KQWB-AM	KVOX-AM
3	KQWB-FM	KQWB-FM	KQWB-FM
4	WDAY-AM	KFGO-AM	WDAY-FM
5	KFGO-AM	WDAY-AM	KFGO-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 484

	A/M '77	A/M '78	A/M '79
1	KQWB-FM	KQWB-FM	KQWB-AM
2	KVOX-AM	WDAY-AM	KQWB-FM
3	KFGO-AM	KVOX-AM	KFGO-AM
4	KQWB-AM	KQWB-AM	KVOX-AM
5	WDAY-AM	KFGO-AM	KVOX-FM

M-F, 6-10am

1	WDAY-AM	WDAY-AM	KQWB-AM
2	KFGO-AM	KQWB-FM	KFGO-AM
3	KVOX-AM	KFGO-AM	KQWB-FM
4	KQWB-FM	KVOX-AM	KVOX-AM
5	KQWB-AM	KVOX-FM	WDAY-AM

M-F, 3-7pm

1	KVOX-AM	KQWB-FM	KQWB-AM
2	KFGO-AM	KVOX-AM	KQWB-FM
3	KQWB-FM	WDAY-AM	KVOX-AM
4	KQWB-AM	KQWB-AM	KFGO-AM
5	KIDA-FM	KFGO-AM	WDAY-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 392

	A/M '77	A/M '78	A/M '79
1	KFGO-AM	KFGO-AM	KFGO-AM
2	WDAY-AM	WDAY-AM	WDAY-AM
3	WDAY-FM	WDAY-FM	KQWB-AM
4	KQWB-FM	KQWB-FM	WDAY-FM
5	KVOX-AM	KQWB-AM	KVOX-AM

M-F, 6-10am

1	WDAY-AM	KFGO-AM	WDAY-AM
2	KFGO-AM	WDAY-AM	KFGO-AM
3	KVOX-AM	KVOX-AM	KQWB-AM
4	WDAY-FM	KQWB-FM	WDAY-FM
5	KQWB-FM	WDAY-FM	KVOX-AM

M-F, 3-7pm

1	KFGO-AM	KFGO-AM	KFGO-AM
2	WDAY-AM	WDAY-FM	WDAY-AM
3	WDAY-FM	KVOX-AM	WDAY-FM
4	KQWB-FM	WDAY-AM	KQWB-AM
5	KVOX-AM	KQWB-FM	KVOX-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): [illegible]

	A/M '77		A/M '78		A/M '79	
1	WDAY-AM	478	KVOX-AM	472	KFGO-AM	427
2	KVOX-AM	432	WDAY-AM	452	WDAY-AM	395
3	KFGO-AM	410	KFGO-AM	423	KQWB-AM	387
4	KQWB-AM	284	KQWB-AM	310	KVOX-AM	385
5	KQWB-FM	275	KQWB-FM	305	KQWB-FM	289

M-F, 6-10am

1	WDAY-AM	WDAY-AM	WDAY-AM
2	KFGO-AM	KFGO-AM	KFGO-AM
3	KVOX-AM	KVOX-AM	KQWB-AM
4	KQWB-AM	KQWB-FM	KVOX-AM
5	KQWB-FM	KQWB-AM	KQWB-FM

M-F, 3-7pm

1	KVOX-AM	KVOX-AM	KQWB-AM
2	KFGO-AM	KFGO-AM	KFGO-AM
3	WDAY-AM	KQWB-FM	KVOX-AM
4	KQWB-AM	WDAY-AM	KQWB-FM
5	KQWB-FM	KQWB-AM	WDAY-AM

Teens

M-S, 6am-Midnight
POP(00): [illegible]

	A/M '77	A/M '78	A/M '79
1	KVOX-AM	KVOX-AM	KQWB-AM
2	KQWB-AM	KQWB-AM	KVOX-AM
3	KQWB-FM	KQWB-FM	KQWB-FM
4	WDAY-AM	WDAY-AM	WDAY-AM
5	KFGO-AM	KFGO-AM	KFGO-AM

M-F, 6-10am

1	KVOX-AM	KVOX-AM	KQWB-AM
2	KQWB-AM	KQWB-AM	KVOX-AM
3	WDAY-AM	KQWB-FM	KQWB-FM
4	KQWB-FM	KFGO-AM	WDAY-AM
5	KFGO-AM	WDAY-AM	KFGO-AM

M-F, 3-7pm

1	KVOX-AM	KVOX-AM	KQWB-AM
2	KQWB-AM	KQWB-AM	KVOX-AM
3	KQWB-FM	KQWB-FM	KQWB-FM
4	KFGO-AM	KFGO-AM	WDAY-AM
5	WDAY-AM	WDAY-AM	WDAY-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 484

	A/M '77	A/M '78	A/M '79
1	KVOX-AM	KVOX-AM	KQWB-AM
2	KQWB-FM	KQWB-FM	KVOX-AM
3	KQWB-AM	WDAY-AM	KQWB-FM
4	WDAY-AM	KQWB-AM	KFGO-AM
5	KFGO-AM	KVOX-FM	WDAY-AM

M-F, 6-10am

1	KVOX-AM	KVOX-AM	KQWB-AM
2	WDAY-AM	WDAY-AM	KQWB-FM
3	KQWB-FM	KQWB-FM	KVOX-AM
4	KFGO-AM	KFGO-AM	KFGO-AM
5	KQWB-AM	KQWB-AM	WDAY-AM

M-F, 3-7pm

1	KVOX-AM	KVOX-AM	KQWB-AM
2	KQWB-FM	KQWB-FM	KQWB-FM
3	KQWB-AM	WDAY-AM	KVOX-AM
4	KFGO-AM	KQWB-AM	KFGO-AM
5	WDAY-AM	KVOX-FM	KVOX-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): [illegible]

	A/M '77	A/M '78	A/M '79
1	KFGO-AM	KFGO-AM	KFGO-AM
2	WDAY-AM	WDAY-AM	WDAY-AM
3	KVOX-AM	KVOX-AM	KQWB-AM
4	WDAY-FM	KQWB-AM	KVOX-AM
5	KQWB-AM	WDAY-FM	WDAY-FM

M-F, 6-10am

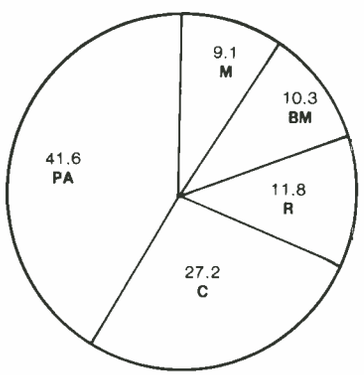
1	WDAY-AM	KFGO-AM	KFGO-AM
2	KFGO-AM	WDAY-AM	WDAY-AM
3	KVOX-AM	KVOX-AM	KQWB-AM
4	WDAY-FM	WDAY-FM	KVOX-AM
5	KQWB-AM	KQWB-AM	WDAY-FM

M-F, 3-7pm

1	KFGO-AM	KFGO-AM	KFGO-AM
2	WDAY-AM	KVOX-AM	WDAY-AM
3	KVOX-AM	WDAY-AM	WDAY-FM
4	WDAY-FM	KQWB-AM	KQWB-AM
5	KQWB-FM	WDAY-FM	KVOX-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Fayetteville, NC

METRO RANK 137

Average Persons 12+ Share Trends

M-S, 6am-Midnight

POP(00): 1849

	A/M '78		A/M '79	
1	WQSM-FM	27.7	WQSM-FM(R)	20.5
2	WFLB-AM	13.5	WQDR-FM(A)	16.3
3	WRAL-FM	12.0	WIDU-AM(B)	13.6
4	WFNC-AM	9.5	WFLB-AM(R)	12.4
5	WIDU-AM	9.5	WFAI-AM(C)	8.9
6	WFAI-AM	9.1	WFNC-AM(C)	8.5
7	WYYD-FM	8.4	WRAL-FM(PA)	4.3
8	WSTS-FM	2.2	WYYD-FM(BM)	3.5
9	WFBS-AM	1.8	WQTI-FM(C)	3.1
10	WQDR-FM	1.8	WSTS-FM(RL)	2.3
11	WPTF-AM	1.1	WFBS-AM(R)	1.6
12			WPTF-AM(PA)	1.2

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1849

	A/M '78		A/M '79	
1	WQSM-FM	76	WQSM-FM	53
2	WFLB-AM	37	WQDR-FM	42
3	WRAL-FM	33	WIDU-AM	35
4	WFNC-AM	26	WFLB-AM	32
5	WIDU-AM	26	WFAI-AM	23

M-F, 6-10am

1	WQSM-FM	WFAI-AM
2	WFAI-AM	WQSM-FM
3	WFNC-AM	WFNC-AM
4	WFLB-AM	WFLB-AM
5	WRAL-FM	WQDR-FM

M-F, 3-7pm

1	WQSM-FM	WQSM-FM
2	WFLB-AM	WQDR-FM
3	WIDU-AM	WFLB-AM
4	WRAL-FM	WIDU-AM
5	WFNC-AM	WFNC-AM

Teens

M-S, 6am-Midnight

POP(00): 239

	A/M '78	A/M '79
1	WQSM-FM	WFLB-AM
2	WFLB-AM	WIDU-AM
3	WIDU-AM	WQSM-FM
4	WRAL-FM	WQDR-FM
5	WQDR-FM	WFBS-AM

M-F, 6-10am

1	WQSM-FM	WQSM-FM
2	WFLB-AM	WFLB-AM
3	WIDU-AM	WIDU-AM
4	WRAL-FM	WFBS-AM
5	WFNC-AM	WSTS-FM

M-F, 3-7pm

1	WQSM-FM	WIDU-AM
2	WIDU-AM	WQSM-FM
3	WFLB-AM	WFLB-AM
4	WQDR-FM	WFBS-AM
5	WFNC-AM	WQDR-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1036

	A/M '78	A/M '79
1	WQSM-FM	WQDR-FM
2	WRAL-FM	WQSM-FM
3	WFLB-AM	WFLB-AM
4	WIDU-AM	WIDU-AM
5	WFNC-AM	WFNC-AM

M-F, 6-10am

1	WQSM-FM	WQSM-FM
2	WRAL-FM	WQDR-FM
3	WFNC-AM	WFAI-AM
4	WFLB-AM	WFNC-AM
5	WFAI-AM	WFLB-AM

M-F, 3-7pm

1	WQSM-FM	WQDR-FM
2	WFLB-AM	WQSM-FM
3	WIDU-AM	WFLB-AM
4	WRAL-FM	WIDU-AM
5	WFNC-AM	WRAL-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 721

	A/M '78	A/M '79
1	WQSM-FM	WQSM-FM
2	WRAL-FM	WFLB-AM
3	WFNC-AM	WIDU-AM
4	WFAI-AM	WFNC-AM
5	WFLB-AM	WFAI-AM

M-F, 6-10am

1	WQSM-FM	WFAI-AM
2	WFNC-AM	WFLB-AM
3	WFAI-AM	WQSM-FM
4	WRAL-FM	WFNC-AM
5	WFLB-AM	WIDU-AM

M-F, 3-7pm

1	WQSM-FM	WQSM-FM
2	WRAL-FM	WFLB-AM
3	WFNC-AM	WQTI-FM
4	WFLB-AM	WFNC-AM
5	WYYD-FM	WRAL-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1849

	A/M '78		A/M '79	
1	WQSM-FM	845	WQSM-FM	786
2	WFLB-AM	681	WFLB-AM	644
3	WFAI-AM	484	WFAI-AM	447
4	WRAL-FM	471	WIDU-AM	399
5	WFNC-AM	447	WQDR-FM	391

M-F, 6-10am

1	WQSM-FM	WQSM-FM
2	WFAI-AM	WFLB-AM
3	WFNC-AM	WFAI-AM
4	WFLB-AM	WFNC-AM
5	WRAL-FM	WQDR-FM

M-F, 3-7pm

1	WQSM-FM	WQSM-FM
2	WFLB-AM	WFLB-AM
3	WRAL-FM	WQDR-FM
4	WFNC-AM	WIDU-AM
5	WIDU-AM	WFNC-AM

Teens

M-S, 6am-Midnight

POP(00): 239

	A/M '78	A/M '79
1	WQSM-FM	WQSM-FM
2	WFLB-AM	WFLB-AM
3	WIDU-AM	WIDU-AM
4	WRAL-FM	WQDR-FM
5	WQDR-FM	WQDR-FM

M-F, 6-10am

1	WQSM-FM	WQSM-FM
2	WFLB-AM	WFLB-AM
3	WIDU-AM	WIDU-AM
4	WRAL-FM	WFBS-AM
5	WFAI-AM	WFAI-AM

M-F, 3-7pm

1	WQSM-FM	WQSM-FM
2	WFLB-AM	WFLB-AM
3	WIDU-AM	WIDU-AM
4	WRAL-FM	WQDR-FM
5	WQDR-FM	WQDR-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1036

	A/M '78	A/M '79
1	WQSM-FM	WQSM-FM
2	WFLB-AM	WQDR-FM
3	WRAL-FM	WFLB-AM
4	WFNC-AM	WIDU-AM
5	WFAI-AM	WFAI-AM

M-F, 6-10am

1	WQSM-FM	WQSM-FM
2	WFLB-AM	WQDR-FM
3	WRAL-FM	WFLB-AM
4	WFNC-AM	WFAI-AM
5	WFAI-AM	WFNC-AM

M-F, 3-7pm

1	WQSM-FM	WQDR-FM
2	WFLB-AM	WQSM-FM
3	WRAL-FM	WFLB-AM
4	WIDU-AM	WIDU-AM
5	WFNC-AM	WRAL-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 721

	A/M '78	A/M '79
1	WQSM-FM	WQSM-FM
2	WFLB-AM	WFLB-AM
3	WRAL-FM	WFNC-AM
4	WFLB-AM	WFAI-AM
5	WFAI-AM	WIDU-AM

M-F, 6-10am

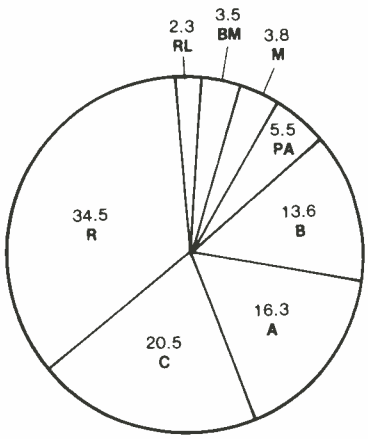
1	WQSM-FM	WFLB-AM
2	WFNC-AM	WQSM-FM
3	WFAI-AM	WFAI-AM
4	WFLB-AM	WFNC-AM
5	WRAL-FM	WIDU-AM

M-F, 3-7pm

1	WQSM-FM	WFLB-AM
2	WRAL-FM	WQSM-FM
3	WFNC-AM	WFNC-AM
4	WFLB-AM	WRAL-FM
5	WFAI-AM	WIDU-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

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Flint

METRO RANK **70**

A/M '79 Market Overview

The battle for allegiance of the 12-34 demos in the Flint area appears to be the key to the results of the A/M '79 survey there. AOR station **WWCK**, with its "Superstars" format from **Burkhart/Abrams,** is still #1 18-34 and overall 12+, but its share declines two points. There may have been some vertical diffusion here, in which young listeners switched from the AOR sound to a toned-down **WTAC**, the Top 40 station in the metro. WTAC, which even penetrates well into Detroit at night, ran no on-air contests or promos during the sweep, but there was some outside advertising. The campaign theme was carried on TV and billboards. The biggest shift among the two stations seems to be that teens who sampled WWCK are to some extent returning to WTAC.

Several leading stations in the metro declined. The #2 overall 12+ station, **WGMZ**, features a Beautiful Music format. The station declined just slightly and basically has a healthy, stable position in the market especially among adults 35+.

The Country pacesetter in Flint, **WKMF**, dropped over two share points in this survey. Although still #1 with average adults 25-54, the station did suffer some significant losses in midday.

P/A leader **WFDF** saw its numbers erode for the second book in a row. The station has now seen a third of its audience disappear over the last two books, with the female listeners defecting at the most alarming rate.

A note of good news for the local Black-formatted station in the Flint area. **WAMM** rebounded almost two shares, to the numbers the station achieved two years ago. WAMM's estimates jumped particularly in the morning drive segment, with men picking up tremendously compared to last year's report.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 4116

A/M '77		A/M '78		A/M '79	
1 WFDF-AM	12.8	WWCK-FM	12.6	WWCK FM(A)	10.6
2 WJR -AM	10.3	WKMF-AM	10.6	WGMZ FM(BM)	9.0
3 WGMZ-FM	9.8	WJR -AM	10.1	WJR -AM(PA)	8.4
4 WKMF-AM	7.6	WFDF-AM	9.7	WKMF AM(C)	8.4
5 WWCK-FM	7.5	WGMZ-FM	9.7	WFDF-AM(PA)	8.2
6 WTRX-AM	6.8	WTRX-AM	7.4	WTAC-AM(R)	7.2
7 WAMM-AM	6.8	WTAC-AM	5.4	WAMM AM(B)	6.7
8 WTAC-AM	6.1	WAMM-AM	4.9	WTRX AM(PA)	6.2
9 WGER-FM	5.3	WFMK-FM	4.3	WGER FM(PA)	4.9
10 WHNN-FM	4.3	WGER-FM	3.6	WFMK FM(PA)	4.5
11 WOAP-AM	3.8	WWWS-FM	3.1	WWWS FM(D)	2.8
12 WWWS-FM	3.2	WKQQ-FM	2.6	WHNN FM(R)	2.0
13 WKNX-AM	1.7	WHNN-FM	1.6	WLQB AM(RL)	1.8
14 WOAP-FM	1.5	WOAP-AM	1.6	WKQQ-FM(C)	1.5
15 WFMK-FM	1.3	WOAP-FM	1.3	WOAP-AM(PA)	1.2
16 WVIC-AF	0.8	WLQB-AM	0.8	WVIC AF(R)	1.2
17 CKLW-AM	0.7	WWJ AM	0.7	CKLW-AM(R)	1.0
18 WKQQ-FM	0.7	WRIF-FM	0.5	WWJ AM(N)	1.0
19 WVIC-FM	0.5	WVIC-AF	0.5		
20 WLQB-AM	0.5				
21 WRIF-FM	0.5				
22 WVIC-AM	0.3				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4116

A/M '77		A/M '78		A/M '79	
1 WFDF-AM	77	WWCK-FM	77	WWCK-FM	63
2 WJR -AM	62	WKMF-AM	65	WGMZ-FM	54
3 WGMZ-FM	59	WJR -AM	62	WJR -AM	50
4 WKMF-AM	46	WFDF-AM	59	WKMF-AM	50
5 WWCK-FM	45	WGMZ-FM	59	WFDF-AM	49
M-F, 6-10am					
1 WFDF-AM		WFDF-AM		WFDF-AM	
2 WJR -AM		WKMF-AM		WJR -AM	
3 WGMZ-FM		WWCK-FM		WKMF-AM	
4 WTRX-AM		WJR -AM		WGMZ-FM	
5 WKMF-AM		WTRX-AM		WTRX-AM	
M-F, 3-7pm					
1 WFDF-AM		WWCK-FM		WWCK-FM	
2 WGMZ-FM		WGMZ-FM		WGMZ-FM	
3 WJR -AM		WJR -AM		WFDF-AM	
4 WTAC-AM		WKMF-AM		WTAC-AM	
5 WKMF-AM		WFDF-AM		WJR -AM	

Teens
M-S, 6am-Midnight
POP(00): 633

A/M '77	A/M '78	A/M '79
1 WTAC-AM	WWCK-FM	WTAC-AM
2 WAMM-AM	WTAC-AM	WWCK-FM
3 WWCK-FM	WFDF-AM	WAMM-AM
4 WJR -AM	WTRX-AM	WHNN-FM
5 WTRX-AM	WAMM-AM	WFMK-FM
M-F, 6-10am		
1 WTAC-AM	WWCK-FM	WTAC-AM
2 WAMM-AM	WTAC-AM	WAMM-AM
3 WWCK-FM	WFDF-AM	WKMF AM
4 WTRX-AM	WTRX-AM	WWCK-FM
5 WHNN-FM	WAMM-AM	WVIC-AF
M-F, 3-7pm		
1 WAMM-AM	WWCK-FM	WTAC-AM
2 WTAC-AM	WTAC AM	WWCK-FM
3 WWCK-FM	WFDF-AM	WHNN-FM
4 WJR -AM	WAMM-AM	WFMK-FM
5 WHNN-FM	WTRX-AM	WAMM AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1563

A/M '77	A/M '78	A/M '79
1 WWCK-FM	WWCK-FM	WWCK-FM
2 WFDF-AM	WTRX-AM	WTRX-AM
3 WHNN-FM	WFMK-FM	WTAC-AM
4 WTAC-AM	WGMZ-FM	WFMK-FM
5 WTRX-AM	WTAC-AM	WAMM-AM
M-F, 6-10am		
1 WFDF-AM	WWCK-FM	WTRX-AM
2 WHNN-FM	WTRX-AM	WWCK-FM
3 WWCK-FM	WFMK-FM	WFDF-AM
4 WGMZ-FM	WJR -AM	WGMZ FM
5 WTRX-AM	WGMZ-FM	WTAC-AM
M-F, 3-7pm		
1 WWCK-FM	WWCK-FM	WWCK-FM
2 WFDF-AM	WTRX-AM	WTAC-AM
3 WTAC-AM	WGMZ-FM	WTRX-AM
4 WHNN-FM	WTAC-AM	WFMK FM
5 WGMZ-FM	WFMK-FM	WAMM-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1771

A/M '77	A/M '78	A/M '79
1 WGMZ-FM	WKMF-AM	WGMZ-FM
2 WTRX-AM	WJR -AM	WWCK-FM
3 WJR -AM	WTRX-AM	WFDF AM
4 WFDF-AM	WGMZ-FM	WKMF AM
5 WKMF-AM	WFDF-AM	WJR -AM
M-F, 6-10am		
1 WFDF-AM	WKMF-AM	WFDF-AM
2 WJR -AM	WJR -AM	WJR -AM
3 WTRX-AM	WTRX-AM	WTRX-AM
4 WGMZ-FM	WFDF-AM	WKMF-AM
5 WKMF-AM	WGMZ-FM	WGMZ-FM
M-F, 3-7pm		
1 WGMZ-FM	WKMF-AM	WGMZ-FM
2 WJR -AM	WTRX-AM	WWCK-FM
3 WFDF-AM	WJR -AM	WFDF-AM
4 WTRX-AM	WGMZ-FM	WKMF-AM
5 WKMF-AM	WFDF-AM	WJR -AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4116

A/M '77		A/M '78		A/M '79	
1 WFDF-AM	1109	WFDF AM	1054	WJR AM	1054
2 WTAC AM	1025	WWCK FM	965	WFDF AM	1042
3 WTRX AM	873	WJR AM	960	WTAC AM	923
4 WJR -AM	861	WTAC AM	852	WTRX AM	748
5 WWCK FM	725	WTRX AM	810	WWCK FM	718
M-F, 6-10am					
1 WFDF-AM		WFDF AM		WFDF AM	
2 WTAC AM		WWCK FM		WJR AM	
3 WJR -AM		WJR -AM		WTAC AM	
4 WTRX AM		WFDF AM		WWCK FM	
5 WGMZ FM		WTAC AM		WTRX AM	
M-F, 3-7pm					
1 WFDF-AM		WWCK FM		WFDF AM	
2 WTAC-AM		WJR -AM		WJR AM	
3 WWCK FM		WFMK AM		WTAC AM	
4 WJR -AM		WGMZ FM		WWCK FM	
5 WTRX-AM		WFDF AM		WGMZ FM	

Teens
M-S, 6am-Midnight
POP(00): 633

A/M '77	A/M '78	A/M '79
1 WTAC AM	WWCK FM	WTAC AM
2 WWCK FM	WTAC-AM	WWCK FM
3 WTRX-AM	WTRX AM	WTRX-AM
4 WHNN-FM	WHNN FM	WFDF AM
5 WAMM-AM	WFDF AM	WAMM AM
M-F, 6-10am		
1 WTAC-AM	WWCK FM	WTAC AM
2 WWCK-FM	WTAC-AM	WWCK FM
3 WAMM-AM	WFDF-AM	WAMM-AM
4 WTRX-AM	WAMM-AM	WHNN FM
5 WHNN-FM	WKMF-AM	WVIC-AF
M-F, 3-7pm		
1 WTAC-AM	WWCK-FM	WTAC AM
2 WWCK-FM	WTAC-AM	WWCK-FM
3 WAMM-AM	WTRX-AM	WFMK-FM
4 WTRX-AM	WHNN-FM	WFDF-AM
5 WFDF-AM	WFDF-AM	WAMM-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1563

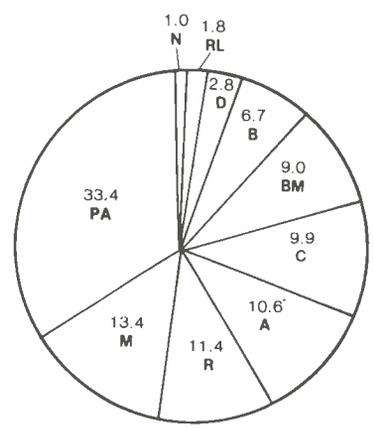
A/M '77	A/M '78	A/M '79
1 WTAC-AM	WWCK-FM	WTAC-AM
2 WWCK FM	WTAC AM	WWCK-FM
3 WFDF-AM	WTRX-AM	WTRX AM
4 WTRX-AM	WFDF-AM	WFDF-AM
5 WHNN-FM	WJR -AM	WFMK-FM
M-F, 6-10am		
1 WFDF-AM	WWCK-FM	WTAC AM
2 WTAC-AM	WTAC-AM	WTRX-AM
3 WWCK-FM	WTRX-AM	WWCK-FM
4 WTRX-AM	WFDF AM	WFDF-AM
5 WHNN FM	WJR -AM	WFMK FM
M-F, 3-7pm		
1 WWCK-FM	WWCK-FM	WWCK-FM
2 WTAC-AM	WTAC-AM	WTRX-AM
3 WFDF-AM	WTRX-AM	WTAC-AM
4 WTRX-AM	WFDF-AM	WFDF-AM
5 WHNN-FM	WGMZ-FM	WFMK-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1771

A/M '77	A/M '78	A/M '79
1 WFDF-AM	WJR AM	WFDF-AM
2 WTRX-AM	WKMF-AM	WJR -AM
3 WGMZ-FM	WTRX-AM	WTRX-AM
4 WTAC-AM	WFDF-AM	WGMZ FM
5 WJR -AM	WGMZ-FM	WTAC AM
M-F, 6-10am		
1 WFDF-AM	WJR -AM	WFDF-AM
2 WTRX-AM	WKMF-AM	WJR -AM
3 WGMZ-FM	WFDF-AM	WTRX-AM
4 WJR -AM	WGMZ-FM	WGMZ-FM
5 WKMF-AM	WTRX-AM	WKMF AM
M-F, 3-7pm		
1 WFDF-AM	WJR -AM	WFDF-AM
2 WTRX-AM	WKMF AM	WJR AM
3 WGMZ-FM	WTRX-AM	WGMZ FM
4 WKMF-AM	WGMZ FM	WTRX-AM
5 WTAC-AM	WWCK FM	WKMF AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Ft. Lauderdale-Hollywood

METRO RANK **37**

A/M '79 Market Overview

With the proximity of the Ft. Lauderdale and Miami markets, it's natural that station signals will overlap. Indeed, the leading share registered by a station in the 12+ category here is Miami's Beautiful Music giant, **WLYF**. However, we'll deal with the Miami stations in that market's section, so let's examine the major stories among the Broward County (Ft. Lauderdale) stations.

Y100 (WHYI), is the Top 40 leader in South Florida, holding on to a consistent 10 share. Always aggressively promotion-minded, WHYI in this book ran a massive promotion with Burger King, giving away a custom van, several motorcycles, and $30,000 in cash. Outside advertising consisted of billboards everywhere with some TV spots as well.

WAXY, the Top 40 competitor to WHYI, suffered a down book in this sweep, but it may have been that its upswing in the Fall '78 sweep was subject to a fluke diary return. In the O/N '78 survey there was a poor diary return among Men 18-24. Only 15 usable diaries came back from this key demo. It's possible that with such a small return, and with each diary thus being worth more, WAXY may have caught a time when several of the 15 diarykeepers really liked WAXY, stayed tuned, and helped the station appear more popular. Indeed, an analysis shows that WAXY's average men 18-24 figure declined by 58% comparing the Fall book and the Spring '79 results.

P/A station **WFTL** suffered its third down book in a row, with the most serious decline occuring among men in AM drive. Again, perhaps owing to an unusual diary return, the station saw its substantial 55-64 male audience disappear in this sweep. In the O/N '78 survey WFTL had 2700 average men 55-64 in AM drive, but shows none in the A/M '79 report — while the cume story is similar with a O/N '78 number of 7000 totally disappearing in the Spring results. Over the entire week, WFTL's men 35-64 share declined from 6.3 to .4!! Either the audience all left for a cruise or there were some unpredictable diary returns afoot here.

Wrapping up the Ft. Lauderdale analysis, we should mention a station that benefitted from some good numbers this book, Black-formatted **WRBD**. It appears that traditionally this station has better A/M reports than Fall books, with this year being no exception. The biggest gains for WRBD came in Men 35-64 across the major dayparts.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 7839

	A/M '78		O/N '78		A/M '79	
1	WLYF-FM	15.3	WLYF-FM	13.3	WLYF-FM (BM)	13.2
2	WHYI-FM	10.0	WHYI-FM	10.3	WHYI-FM (R)	10.3
3	WFTL-AM	7.7	WAXY-FM	7.1	WINZ-AM (N)	9.6
4	WINZ-AM	6.2	WFTL-AM	6.2	WAIA-FM (PA)	7.6
5	WSDO-FM	5.9	WINZ-AM	6.0	WIOD-AM (PA)	4.9
6	WAIA-FM	5.5	WKQS-FM	5.5	WNWS-AM (N)	4.7
7	WSHE-FM	4.6	WIOD-AM	5.4	WFTL-AM (PA)	4.5
8	WIOD-AM	4.4	WSHE-FM	3.8	WKQS-FM (BM)	4.2
9	WAXY-FM	4.2	WYOR-FM	3.7	WAXY-FM (R)	4.1
10	WRBD-AM	4.2	WWWL-FM	3.5	WRBD-AM (B)	4.0
11	WYOR-FM	3.2	WAIA-FM	3.3	WSHE-FM (A)	3.6
12	WINZ-FM	2.9	WGMA-AM	3.3	WYOR-FM (BM)	2.6
13	WGMA-AM	2.9	WRBD-AM	2.9	WWWL-FM (A)	2.3
14	WGBS-AM	2.7	WTMI-FM	2.6	WVCG-AM (BM)	2.0
15	WQAM-AM	2.2	WNWS-AM	2.4	WGBS-AM (PA)	2.0
16	WVCG-AM	1.9	WMJX-FM	2.3	WGMA-AM (C)	2.0
17	WMJX-FM	1.8	WINZ-FM	2.3	WTMI-FM (CL)	2.0
18	WLOD-AM	1.8	WGBS-AM	2.1	WKAT-AM (T)	2.0
19	WWWL-FM	1.4	WVCG-AM	1.9	WQAM-AM (R)	1.9
20	WCKO-FM	1.3	WSDO-FM	1.7	WINZ-FM (A)	1.5
21	WTMI-FM	1.2	WQAM-AM	1.6	WFIF-AM (BM)	1.5
22	WSRF-AM	1.0	WWOK-AM	1.6	WEXY-AM (C)	1.3
23	WKAT-AM	1.0	WSBR-AM	1.3	WMJX-FM (D)	1.2
24	WWOG-FM	0.8	WKAT-AM	0.9	WEAT-FM (BM)	1.1
25	WNWS-AM	0.7	WLOD-AM	0.7	WCKO-FM (R)	1.0
26	WEAT-FM	0.5	WSRF-AM	0.5	WSDO-FM (R)	0.9
27	WAVS-AM	0.5	WEXY-AM	0.4		
28	WWOK-AF	0.5	WCKO-FM	0.4		
29			WJOK-FM			

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 7839

	A/M '78		O/N '78		A/M '79	
1	WLYF-FM	225	WLYF-FM	172	WLYF-FM	181
2	WHYI-FM	147	WHYI-FM	133	WHYI-FM	142
3	WFTL-AM	113	WAXY-FM	92	WINZ-AM	132
4	WINZ-AM	91	WFTL-AM	80	WAIA-FM	104
5	WSDO-FM	87	WINZ-AM	77	WIOD-AM	68

M-F, 6-10am

1	WHYI-FM	WLYF-FM	WINZ-AM
2	WFTL-AM	WFTL-AM	WHYI-FM
3	WLYF-FM	WINZ-AM	WLYF-FM
4	WINZ-AM	WHYI-FM	WAIA-FM
5	WIOD-AM	WIOD-AM	WFTL-AM

M-F, 3-7pm

1	WLYF-FM	WHYI-FM	WLYF-FM
2	WHYI-FM	WLYF-FM	WHYI-FM
3	WFTL-AM	WAXY-FM	WAIA-FM
4	WAIA-FM	WKQS-FM	WINZ-AM
5	WSHE-FM	WFTL-AM	WAXY-FM

Teens
M-S, 6am-Midnight
POP(00): 808

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WSHE-FM	WRBD-AM	WSHE-FM
3	WINZ-FM	WMJX-FM	WRBD-AM
4	WMJX-FM	WSHE-FM	WAXY-FM
5	WRBD-AM	WAXY-FM	WGBS-AM

M-F, 6-10am

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WSHE-FM	WRBD-AM	WAXY-FM
3	WINZ-FM	WMJX-FM	WWWL-FM
4	WQAM-AM	WINZ-AM	WGBS-AM
5	WGMA-AM	WSHE-FM	WSHE-FM

M-F, 3-7pm

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WSHE-FM	WMJX-FM	WRBD-AM
3	WRBD-AM	WAXY-FM	WSHE-FM
4	WQAM-AM	WSHE-FM	WCKO-FM
5	WINZ-FM	WINZ-FM	WGBS-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2053

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WAXY-FM	WAIA-FM
2	WSHE-FM	WHYI-FM	WHYI-FM
3	WAXY-FM	WSHE-FM	WAXY-FM
4	WAIA-FM	WWWL-FM	WSHE-FM
5	WRBD-AM	WINZ-FM	WWWL-FM

M-F, 6-10am

1	WHYI-FM	WAXY-FM	WAIA-FM
2	WSHE-FM	WHYI-FM	WHYI-FM
3	WAIA-FM	WSHE-FM	WSHE-FM
4	WGBS-AM	WWWL-FM	WAXY-FM
5	WQAM-AM	WQAM-AM	WIOD-AM

M-F, 3-7pm

1	WSHE-FM	WAXY-FM	WAIA-FM
2	WAXY-FM	WHYI-FM	WAXY-FM
3	WAIA-FM	WWWL-FM	WHYI-FM
4	WHYI-FM	WSHE-FM	WSHE-FM
5	WLYF-FM	WINZ-FM	WWWL-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2583

	A/M '78	O/N '78	A/M '79
1	WLYF-FM	WAXY-FM	WHYI-FM
2	WHYI-FM	WHYI-FM	WAIA-FM
3	WAXY-FM	WAIA-FM	WAXY-FM
4	WAIA-FM	WKQS-FM	WLYF-FM
5	WFTL-AM	WIOD-AM	WKQS-FM

M-F, 6-10am

1	WHYI-FM	WAXY-FM	WHYI-FM
2	WLYF-FM	WIOD-AM	WAIA-FM
3	WIOD-AM	WHYI-FM	WIOD-AM
4	WAIA-FM	WAIA-FM	WINZ-AM
5	WAXY-FM	WFTL-AM	WLYF-FM

M-F, 3-7pm

1	WLYF-FM	WAXY-FM	WAIA-FM
2	WHYI-FM	WHYI-FM	WHYI-FM
3	WAIA-FM	WKQS-FM	WAXY-FM
4	WAXY-FM	WLYF-FM	WLYF-FM
5	WFTL-AM	WGBS-AM	WGMA-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 7839

	A/M '78		O/N '78		A/M '79	
1	WLYF-FM	2101	WHYI-FM	1944	WHYI-FM	1927
2	WHYI-FM	1770	WLYF-FM	1790	WINZ-AM	1882
3	WINZ-AM	1409	WIOD-AM	1551	WLYF-FM	1761
4	WSDO-FM	1188	WINZ-AM	1481	WIOD-AM	1159
5	WFTL-AM	1147	WAXY-FM	925	WAIA-FM	1090

M-F, 6-10am

1	WHYI-FM	WHYI-FM	WINZ-AM
2	WLYF-FM	WINZ-AM	WHYI-FM
3	WINZ-AM	WLYF-FM	WLYF-FM
4	WFTL-AM	WIOD-AM	WIOD-AM
5	WGBS-AM	WFTL-AM	WAIA-FM

M-F, 3-7pm

1	WLYF-FM	WHYI-FM	WHYI-FM
2	WHYI-FM	WLYF-FM	WLYF-FM
3	WINZ-AM	WINZ-AM	WINZ-AM
4	WSDO-FM	WKQS-FM	WAXY-FM
5	WFTL-AM	WAXY-FM	WKQS-FM

Teens
M-S, 6am-Midnight
POP(00): 808

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WMJX-FM	WMJX-FM	WSHE-FM
3	WSHE-FM	WRBD-AM	WAXY-FM
4	WQAM-AM	WQAM-AM	WGBS-AM
5	WINZ-FM	WSHE-FM	WQAM-AM

M-F, 6-10am

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WSHE-FM	WMJX-FM	WGBS-AM
3	WINZ-FM	WRBD-AM	WINZ-FM
4	WQAM-AM	WSHE-FM	WSHE-FM
5	WSRF-AM	WGBS-AM	WWWL-FM

M-F, 3-7pm

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WSHE-FM	WMJX-FM	WRBD-AM
3	WQAM-AM	WSHE-FM	WGBS-AM
4	WMJX-FM	WINZ-FM	WSHE-FM
5	WRBD-AM	WQAM-AM	WAXY-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2053

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WSHE-FM	WAXY-FM	WAXY-FM
3	WAXY-FM	WQAM-AM	WAIA-FM
4	WINZ-FM	WSHE-FM	WSHE-FM
5	WQAM-AM	WWWL-FM	WWWL-FM

M-F, 6-10am

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WSHE-FM	WAXY-FM	WAIA-FM
3	WGBS-AM	WQAM-AM	WQAM-AM
4	WQAM-AM	WSHE-FM	WSHE-FM
5	WINZ-FM	WWWL-FM	WAXY-FM

M-F, 3-7pm

1	WSHE-FM	WHYI-FM	WHYI-FM
2	WHYI-FM	WAXY-FM	WAXY-FM
3	WAXY-FM	WWWL-FM	WAIA-FM
4	WAIA-FM	WINZ-FM	WSHE-FM
5	WINZ-FM	WSHE-FM	WWWL-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2583

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WAXY-FM	WAXY-FM	WAIA-FM
3	WLYF-FM	WIOD-AM	WAXY-FM
4	WAIA-FM	WLYF-FM	WINZ-AM
5	WQAM-AM	WAIA-FM	WLYF-FM

M-F, 6-10am

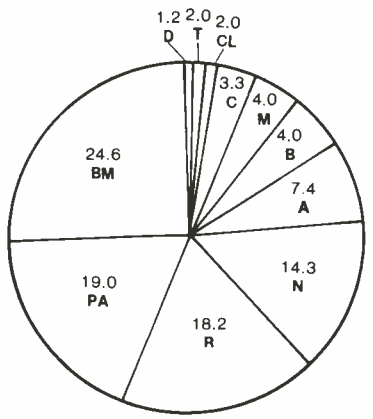
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WLYF-FM	WAXY-FM	WAIA-FM
3	WAXY-FM	WGMA-AM	WINZ-AM
4	WAIA-FM	WIOD-AM	WIOD-AM
5	WFTL-AM	WQAM-AM	WGBS-AM

M-F, 3-7pm

1	WLYF-FM	WHYI-FM	WHYI-FM
2	WAXY-FM	WAXY-FM	WAIA-FM
3	WHYI-FM	WLYF-FM	WAXY-FM
4	WAIA-FM	WKQS-FM	WLYF-FM
5	WIOD-AM	WMJX-FM	WINZ-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Ft. Wayne

METRO RANK 96

A/M '79 Market Overview

In this market there usually isn't any question about who's number one, and this survey is no different. **WOWO, Westinghouse**'s P/A powerhouse in the market, remains dominant with almost 25% of the market 12+. WOWO's full service image allows it to pull from broad demos, which thus allows the station to be #3 in adults 18-34 and #1 with adults 25-49. Beautiful Music **WMEF** was the beneficiary of a good book, with increases in men in AM drive and midday pacing the gains. WMEF's overall share of more than 17 is second only to WOWO.

The two Top 40 rock stations in town, **WMEE** and **WPTH,** both dropped in the A/M '79 results. However, it may be that owing to poor diary returns in the O/N '78 book, increases for either or both of these stations were due to statistical flux. At any rate, there were more than twice as many men 18-24 diaries returned usable in this Spring's report than in last Fall's book. As a result, the number in *this* report may be a more reliable guide to the listening preferences of the young adult men.

In the case of WMEE, its decline is a result of drops in the young men numbers during midday and the afternoon, while the WPTH slide seems attributable to a decline in female numbers in AM drive and midday.

The other leading station in the Ft. Wayne market, AOR-formatted **WXKE,** declined somewhat also in this book after scoring very well in the Fall report. The diary return problem in the Fall book may have affected, positively so, the numbers for WXKE, since its male 18-24 numbers in *this* report have taken steep drops in virtually every major daypart.

Average Persons 12+ Share Trends

Monday Sunday, 6am-Midnight

POP(00): 2982

	A/M '78		O/N '78		A/M '79	
1	WOWO-AM	25.3	WOWO-AM	25.8	WOWO-AM(PA)	24.6
2	WMEE-FM	20.9	WMEE-AM	19.2	WMEF-FM(BM)	17.2
3	WMEF-AM	15.4	WMEE-FM	15.2	WPTH-FM(R)	13.2
4	WPTH-FM	11.0	WPTH-FM	14.1	WMEE-AM(R)	12.5
5	WLYV-AM	6.7	WXKE-FM	11.2	WXKE-FM(A)	9.7
6	WXKE-FM	3.7	WLYV-AM	5.4	WLYV-AM(C)	4.4
7	WGL -AM	3.4	WGL -AM	1.6	WGL -AM(PA)	3.2
8	WCMX-FM	1.8	WTLT-AM	1.3	WJR -AM(PA)	1.7
9	WAUM-AM	1.4	WCMX-FM	0.9	WAUM-AM(PA)	1.7
10	WFWR-AM	1.1	WAUM-AM	0.7	WJFF-AM(C)	1.3
11	CKLW-AM	0.9	WJR -AM	0.4	WFWR-AM(RL)	1.1
12	WLW -AM	0.9	WFWR-AM	0.0	WLW -AM(PA)	0.8
13	WAUM-AM	0.9			WMAD-AM(C)	0.6
14	WLKI-FM	0.7			WCMX-FM(A)	0.4
15	WJFF-FM	0.7			WAUN-FM(PA)	0.4
16	WJR -AM	0.7			WAUR-AM(PA)	0.3
17	WJFF-AM	0.5				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2982

	A/M '78		O/N '78		A/M '79	
1	WOWO-AM		WOWO-AM	115	WOWO-AM	116
2	WMEE-FM		WMEE-AM	68	WMEE-FM	81
3	WMEE-AM		WMEE-FM	68	WPTH-FM	60
4	WPTH-FM		WPTH-FM	63	WMEE-AM	59
5	WLYV-AM		WXKE-FM	50	WXKE-FM	46

M-F, 6-10am

1	WOWO-AM	WOWO-AM	WOWO-AM
2	WMEE-FM	WMEE-AM	WMEE-AM
3	WMEE-AM	WMEE-FM	WMEE-FM
4	WPTH-FM	WPTH-FM	WPTH-FM
5	WLYV-AM	WXKE-FM	WXKE-FM

M-F, 3-7pm

1	WMEE-FM	WMEE-AM	WOWO-AM
2	WOWO-AM	WOWO-AM	WMEE-FM
3	WMEE-AM	WMEE-FM	WMEE-AM
4	WPTH-FM	WPTH-FM	WPTH-FM
5	WLYV-AM	WXKE-FM	WXKE-FM

Teens
M-S, 6am-Midnight
POP(00): 433

	A/M '78	O/N '78	A/M '79
1	WMEE-AM	WMEE-AM	WMEE-AM
2	WPTH-FM	WPTH-FM	WPTH-FM
3	WOWO-AM	WOWO-AM	WOWO-AM
4	WXKE-FM	WXKE-FM	WXKE-FM
5	WCMX-FM	WMEF-FM	WMEF-FM

M-F, 6-10am

1	WMEE-AM	WMEE-AM	WMEE-AM
2	WOWO-AM	WPTH-FM	WOWO-AM
3	WPTH-FM	WOWO-AM	WPTH-FM
4	WCMX-FM	WXKE-FM	WXKE-FM
5	WMEF-FM	WMEF-FM	WMEF-FM

M-F, 3-7pm

1	WMEE-AM	WPTH-FM	WMEE-AM
2	WPTH-FM	WMEE-AM	WPTH-FM
3	WOWO-AM	WOWO-AM	WOWO-AM
4	WCMX-FM	WXKE-FM	WXKE-FM
5	WMEF-FM	WMEF-FM	WMEF-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1077

	A/M '78	O/N '78	A/M '79
1	WOWO-AM	WXKE-FM	WXKE-FM
2	WMEE-AM	WMEF-AM	WPTH-FM
3	WPTH-FM	WPTH-FM	WOWO-AM
4	WXKE-FM	WOWO-AM	WMEE-AM
5	WMEF-FM	WMEF-FM	WMEF-FM

M-F, 6-10am

1	WOWO-AM	WOWO-AM	WOWO-AM
2	WMEE-AM	WXKE-FM	WPTH-FM
3	WPTH-FM	WPTH-FM	WMEE-AM
4	WLYV-AM	WMEE-AM	WXKE-FM
5	WXKE-FM	WMEF-FM	WMEF-FM

M-F, 3-7pm

1	WMEE-AM	WXKE-FM	WXKE-FM
2	WOWO-AM	WMEE-AM	WMEE-AM
3	WPTH-FM	WPTH-FM	WOWO-AM
4	WMEF-FM	WOWO-AM	WPTH-FM
5	WXKE-FM	WMEF-FM	WMEF-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1190

	A/M '78	O/N '78	A/M '79
1	WOWO-AM	WOWO-AM	WOWO-AM
2	WMEE-AM	WMEF-AM	WMEE-AM
3	WMEF-FM	WPTH-FM	WPTH-FM
4	WPTH-FM	WMEE-AM	WMEF-FM
5	WLYV-AM	WMEF-FM	WLYV-AM

M-F, 6-10am

1	WOWO-AM	WOWO-AM	WOWO-AM
2	WMEE-AM	WMEE-AM	WMEE-AM
3	WMEF-FM	WPTH-FM	WPTH-FM
4	WPTH-FM	WMEF-FM	WMEF-FM
5	WLYV-AM	WLYV-AM	WLYV-AM

M-F, 3-7pm

1	WOWO-AM	WOWO-AM	WOWO-AM
2	WMEE-AM	WMEE-AM	WMEE-AM
3	WMEF-FM	WPTH-FM	WPTH-FM
4	WPTH-FM	WMEF-FM	WMEF-FM
5	WLYV-AM	WLYV-AM	WLYV-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2982

	A/M '78		O/N '78		A/M '79	
1	WOWO-AM	1,536	WOWO-AM	1626	WOWO-AM	1721
2	WMEE-AM	1,241	WMEE-AM	1195	WMEE-AM	1058
3	WMEE-FM	851	WPTH-FM	976	WPTH-FM	914
4	WPTH-FM	850	WMEE-FM	799	WMEE-FM	819
5	WLYV-AM	491	WXKE-FM	480	WXKE-FM	469

M-F, 6-10am

1	WOWO-AM	1492	WOWO-AM	WOWO-AM
2	WMEE-AM	756	WMEE-AM	WMEE-AM
3	WMEE-FM	561	WPTH-FM	WPTH-FM
4	WPTH-FM	441	WMEE-FM	WMEE-FM
5	WLYV-AM	254	WXKE-FM	WXKE-FM

M-F, 3-7pm

1	WOWO-AM	804	WMEE-AM	WOWO-AM
2	WMEE-AM	749	WOWO-AM	WMEE-AM
3	WMEE-FM	674	WPTH-FM	WPTH-FM
4	WPTH-FM	503	WMEE-FM	WMEE-FM
5	WLYV-AM	236	WXKE-FM	WXKE-FM

Teens
M-S, 6am-Midnight
POP(00): 433

	A/M '78		O/N '78		A/M '79	
1	WMEE-AM	340	WMEE-AM		WMEE-AM	
2	WPTH-FM	259	WPTH-FM		WPTH-FM	
3	WOWO-AM	196	WOWO-AM		WOWO-AM	
4	WMEE-FM	60	WXKE-FM		WXKE-FM	
5	WLYV-AM	37	WMEF-FM		WMEF-FM	

M-F, 6-10am

1	WMEE-AM	220	WMEE-AM		WMEE-AM	
2	WOWO-AM	149	WPTH-FM		WOWO-AM	
3	WPTH-FM	102	WOWO-AM		WPTH-FM	
4	WMEE-FM	18	WXKE-FM		WXKE-FM	
5	WCMX-FM	14	WJR -AM		WLYV-AM	

M-F, 3-7pm

1	WMEE-AM	230	WMEE-AM		WMEE-AM	
2	WPTH-FM	119	WPTH-FM		WPTH-FM	
3	WOWO-AM	78	WOWO-AM		WOWO-AM	
4	WMEE-FM	29	WXKE-FM		WXKE-FM	
5	WXKE-FM	23	WMEE-FM		WMEE-FM	

Adults 18-34
M-S, 6am-Midnight
POP(00): 1077

	A/M '78		O/N '78		A/M '79	
1	WMEE-AM	611	WMEE-AM		WOWO-AM	
2	WOWO-AM	604	WOWO-AM		WPTH-FM	
3	WPTH-FM	484	WPTH-FM		WMEE-AM	
4	WMEE-FM	216	WXKE-FM		WXKE-FM	
5	WLYV-AM	198	WMEF-FM		WMEF-FM	

M-F, 6-10am

1	WOWO-AM	450	WOWO-AM		WOWO-AM	
2	WMEE-AM	399	WMEE-AM		WPTH-FM	
3	WPTH-FM	269	WPTH-FM		WMEF-AM	
4	WLYV-AM	124	WXKE-FM		WXKE-FM	
5	WXKE-FM	85	WMEF-FM		WMEF-FM	

M-F, 3-7pm

1	WMEE-AM	420	WMEE-AM		WMEE-AM	
2	WPTH-FM	321	WPTH-FM		WOWO-AM	
3	WOWO-AM	306	WXKE-FM		WPTH-FM	
4	WXKE-FM	133	WOWO-AM		WXKE-FM	
5	WMEF-FM	130	WMEF-FM		WMEF-FM	

Adults 25-49
M-S, 6am-Midnight
POP(00): 1190

	A/M '78		O/N '78		A/M '79	
1	WOWO-AM	822	WOWO-AM		WOWO-AM	
2	WMEE-AM	465	WMEE-AM		WMEE-AM	
3	WMEF-FM	384	WPTH-FM		WPTH-FM	
4	WPTH-FM	309	WMEF-FM		WMEF-FM	
5	WLYV-AM	251	WLYV-AM		WLYV-AM	

M-F, 6-10am

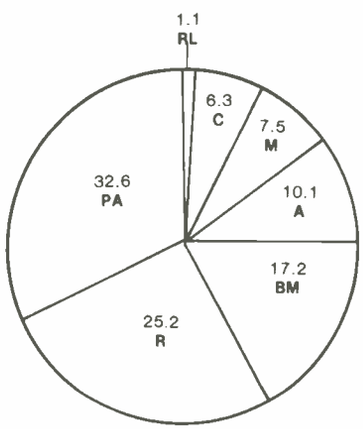
1	WOWO-AM	678	WOWO-AM		WOWO-AM	
2	WMEE-AM	262	WPTH-FM		WMEE-AM	
3	WMEF-FM	208	WMEF-AM		WPTH-FM	
4	WLYV-AM	167	WMEF-FM		WMEF-FM	
5	WPTH-FM	160	WLYV-AM		WLYV-AM	

M-F, 3-7pm

1	WOWO-AM	456	WOWO-AM		WOWO-AM	
2	WMEE-AM	288	WMEE-AM		WMEE-AM	
3	WMEF-FM	285	WPTH-FM		WMEF-FM	
4	WPTH-FM	184	WMEF-FM		WPTH-FM	
5	WLYV-AM	140	WLYV-AM		WLYV-AM	

Format Penetration Chart

Based On Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Fresno

METRO RANK 74

A/M '79 Market Overview

A new #1 station has emerged from the A/M '79 sweep in Fresno. Beautiful Music-formatted **KKNU** comes close to a 12 share in the metro, shooting past **KIOY** and **KYNO**, both of which were dealt down books. KKNU is always a leading factor in the Fresno area, and owes its stance as number one to increases across the board among its older demo target. KKNU is tied for first in adults 25-54.

Second to KKNU in terms of 12+ appeal is P/A **KMJ.** The station had a stable book this sweep, and is tied with KKNU for first among adults 25-54. Additionally, KMJ is #1 with adults 35-64.

The highest rated youth appeal station is KIOY, formerly the top entity in the market but the unhappy recipient of a four-share loss in this survey. KIOY'S share declined largely due to the bottom falling out of its estimates in the young men categories. During the A/M '79 sweep KIOY did some moderate TV advertising, as well as sponsor a dance contest citywide. The station is a mix of Top 40, Dancemusic, and Pop/Rhythms.

The number two station in the Fall '78 book, **KYNO,** suffered the slings and arrows of an audience loss of almost 50%. The station had been through a number of PD and format changes in the recent past, finally settling on a Top 40/Dancemusic mix which didn't seem to go over in the A/M '79 survey. The station did a big outside ad campaign based on TV, newspaper and billboards, but the market may have been confused about the KYNO image. The trend to FM in the market may have hurt KYNO also. Meanwhile, Top 40 **KBOS** was advancing well in this book, shooting up from .8 to a 6 share. The KBOS advance was led by an appeal to young adults, men specifically, since the station has a leading 18-34 share of almost 20%. Another FM Top 40 rock property, **KFYE**, remained strong and was especially visible with TV advertising dominating the airwaves.

The A/M '79 survey was a good one for the local Country stations, with **KARM** and **KMAK** both showing good increases. KARM almost doubled its numbers 12+. The station attributed its success to several factors — hiring a new morning man (a Fresno veteran), lots of on-air giveaways, and carrying the San Francisco Giants exclusively in the area.

KMAK did very little to promote itself except put up election type posters which said "Vote for KMAK," since there was an election going on during the sweep. The station fine-tuned its music to include more oldies and is running a balance of contemporary and traditional country sound. Spot load was reduced and stop sets are arranged to allow 15 minutes of music in between. Female numbers were the main cause of the overall share rise, and the women may have preferred the new more balanced mix of modern and traditional country music.

Not only was this a good book for Country, but AOR station **KFIG** did well also. More than doubling its share, the station is a close second to KBOS in appealing to men 18-34.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 3882

	A/M '78		O/N '78		A/M '79	
1	KFYE-FM	13.4	KIOY-FM	12.9	KKNU-FM(BM)(L)	12.0
2	KMJ -AM	10.4	KYNO-AM	10.6	KMJ -AM(PA)	9.2
3	KKNU-FM	10.2	KKNU-FM	10.3	KIOY-FM(R)	8.3
4	KYNO-AM	9.8	KMJ -AM	9.1	KMAK-AM(C)	8.0
5	KXEX-AM	7.0	KFYE-FM	8.3	KFIG-FM(A)	7.7
6	KMAK-AM	6.4	KMAK-AM	6.7	KFYE-FM(R)	7.5
7	KYNO-FM	5.5	KYNO-FM	5.5	KBOS-FM(R)	6.0
8	KARM-AM	3.0	KGST-AM	4.4	KFRE-AM(PA)	5.8
9	KFIG-FM	3.0	KFRE-AM	4.1	KARM-AM(C)	5.7
10	KRDU-AM	2.9	KFIG-FM	3.3	KYNO-AM(R)	5.5
11	KCBS-AM	2.9	KRDU-AM	3.1	KGST-AM(S)	4.0
12	KIOY-FM	2.7	KARM-AM	2.9	KYNO-FM(D)	3.7
13	KLTA-FM	2.0	KXEX-AM	2.6	KXEX-AM(S)	2.8
14	KNGS-AM	1.6	KXOR-AM	2.0	KMJ -FM(PA)	2.2
15	KXOR-AM	1.6	KMJ -FM	1.6	KFRY-FM(BM)	1.5
16	KGST-AM	1.4	KLIF-AM	1.6	KRDU-AM(PA)	1.3
17	KFRY-FM	1.1	KBIF-AM	1.5	KXOR-AM(PA)	1.3
18	KMJ -FM	1.1	KEAP-AM	1.5	KCBS-AM(N)	1.0
19	KBIF-AM	0.9	KFRY-FM	1.3	KLIF-AM(B)	0.8
20	KBOS-FM	0.9	KIRV-AM	1.1	KNGS-AM(C)	0.7
21	KLIF-AM	0.7	KLTA-FM	1.0	KBIF-AM(RL)	0.7
22	KOO -AM	0.5	KBOS-FM	0.8	KUBB-FM(C)	0.5
23			KNGS-AM	0.5	KEAP-AM(M)	0.3
24			KCBS-AM	0.5		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3882

	A/M '78		O/N '78		A/M '79	
1	KFYE-FM	75	KIOY-FM	79	KKNU-FM	72
2	KMJ -AM	58	KYNO-AM	65	KMJ -AM	55
3	KKNU-FM	57	KKNU-FM	63	KIOY-FM	50
4	KYNO-AM	55	KMJ -AM	56	KMAK-AM	48
5	KXFX-AM	39	KFYE-FM	51	KFIG-FM	46

M-F, 6-10am

1	KMJ -AM	KMJ -AM	KMJ -AM
2	KYNO-AM	KYNO-AM	KKNU-FM
3	KFYE-FM	KIOY-FM	KMAK-AM
4	KKNU-FM	KKNU-FM	KFRE-AM
5	KMAK-AM	KFYE-FM	KYNO-AM

M-F, 3-7pm

1	KFYE-FM	KIOY-FM	KKNU-FM
2	KYNO-AM	KYNO-AM	KIOY-FM
3	KKNU-FM	KKNU-FM	KFIG-FM
4	KYNO-FM	KFYE-FM	KFYE-FM
5	KMAK-AM	KMAK-AM	KYNO-AM

Teens

M-S, 6am-Midnight

POP(00): 568

	A/M '78	O/N '78	A/M '79
1	KFYE-FM	KIOY-FM	KIOY-FM
2	KYNO-AM	KYNO-AM	KFYE-FM
3	KXEX-AM	KFYE-FM	KYNO-AM
4	KYNO-FM	KYNO-FM	KYNO-FM
5	KIOY-FM	KGST-AM	KBOS-FM

M-F, 6-10am

1	KXEX-AM	KYNO-AM	KIOY-FM
2	KYNO-AM	KIOY-FM	KFYE-FM
3	KFYE-FM	KFYE-FM	KYNO-AM
4	KYNO-FM	KYNO-FM	KYNO-FM
5	KMAK-AM	KARM-AM	KBOS-FM

M-F, 3-7pm

1	KFYE-FM	KIOY-FM	KIOY-FM
2	KYNO-AM	KYNO-AM	KFYE-FM
3	KYNO-FM	KFYE-FM	KYNO-FM
4	KIOY-FM	KYNO-FM	KBOS-FM
5	KMAK-AM	KGST-AM	KYNO-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1362

	A/M '78	O/N '78	A/M '79
1	KFYE-FM	KIOY-FM	KFIG-FM
2	KYNO-AM	KFYE-FM	KBOS-FM
3	KYNO-FM	KYNO-AM	KFYE-FM
4	KFIG-FM	KYNO-FM	KIOY-FM
5	KXEX-AM	KMAK-AM	KMAK-AM

M-F, 6-10am

1	KFYE-FM	KYNO-AM	KBOS-FM
2	KYNO-AM	KFYE-FM	KFIG-FM
3	KMJ -AM	KIOY-FM	KMAK-AM
4	KYNO-FM	KFRE-AM	KFRE-AM
5	KMAK-AM	KFIG-FM	KYNO-AM

M-F, 3-7pm

1	KFYE-FM	KIOY-FM	KFIG-FM
2	KYNO-AM	KYNO-AM	KFYE-FM
3	KYNO-FM	KFYE-FM	KYNO-FM
4	KIOY-FM	KYNO-FM	KBOS-FM
5	KMAK-AM	KGST-AM	KYNO-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1362

	A/M '78	O/N '78	A/M '79
1	KFYE-FM	KIOY-FM	KFIG-FM
2	KYNO-AM	KFYE-FM	KBOS-FM
3	KYNO-FM	KYNO-AM	KFYE-FM
4	KFIG-FM	KYNO-FM	KFRE-AM
5	KXEX-AM	KMAK-AM	KMAK-AM

M-F, 6-10am

1	KFYE-FM	KYNO-AM	KBOS-FM
2	KYNO-AM	KFYE-FM	KFIG-FM
3	KMJ -AM	KIOY-FM	KMAK-AM
4	KYNO-FM	KFRE-AM	KFRE-AM
5	KMAK-AM	KFIG-FM	KYNO-AM

M-F, 3-7pm

1	KFYE-FM	KIOY-FM	KFIG-FM
2	KYNO-AM	KYNO-AM	KIOY-FM
3	KYNO-FM	KFYE-FM	KBOS-FM
4	KFIG-FM	KYNO-FM	KYNO-AM
5	KKNU-FM	KMAK-AM	KFYE-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 1458

	A/M '78	O/N '78	A/M '79
1	KKNU-FM	KMAK-AM	KMAK-AM
2	KYNO-AM	KIOY-FM	KMJ -AM
3	KFYE-FM	KKNU-FM	KFRE-AM
4	KMAK-AM	KYNO-AM	KKNU-FM
5	KMJ -AM	KMJ -AM	KFIG-FM

M-F, 6-10am

1	KMJ -AM	KMJ -AM	KMJ -AM
2	KKNU-FM	KIOY-FM	KFRE-AM
3	KMAK-AM	KKNU-FM	KMAK-AM
4	KYNO-AM	KYNO-AM	KKNU-FM
5	KXEX-AM	KMAK-AM	KYNO-AM

M-F, 3-7pm

1	KKNU-FM	KIOY-FM	KFIG-FM
2	KFYE-FM	KMAK-AM	KFRE-AM
3	KYNO-AM	KYNO-AM	KKNU-FM
4	KMAK-AM	KKNU-FM	KMAK-AM
5	KMJ -AM	KFYE-FM	KYNO-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 8am-Midnight

POP(00): 3882

	A/M '78		O/N '78		A/M '79	
1	KYNO-AM	1128	KYNO-AM	1093	KYNO-AM	957
2	KFYE-FM	949	KIOY-FM	925	KMJ -AM	817
3	KMJ -AM	864	KMJ -AM	896	KFYE-FM	810
4	KKNU-FM	697	KFYE-FM	746	KKNU-FM	780
5	KMAK-AM	510	KKNU-FM	734	KIOY-FM	664

M-F, 6-10am

1	KMJ -AM	KMJ -AM	KMJ -AM
2	KYNO-AM	KYNO-AM	KYNO-AM
3	KFYE-FM	KIOY-FM	KFYE-FM
4	KKNU-FM	KFYE-FM	KKNU-FM
5	KMAK-AM	KFRE-AM	KFRE-AM

M-F, 3-7pm

1	KYNO-AM	KYNO-AM	KYNO-AM
2	KFYE-FM	KIOY-FM	KKNU-FM
3	KKNU-FM	KKNU-FM	KIOY-FM
4	KMJ -AM	KFYE-FM	KFYE-FM
5	KYNO-FM	KFRE-AM	KFIG-FM

Teens

M-S, 6am-Midnight

POP(00): 568

	A/M '78	O/N '78	A/M '79
1	KYNO-AM	KYNO-AM	KIOY-FM
2	KFYE-FM	KIOY-FM	KYNO-AM
3	KYNO-FM	KFYE-FM	KFYE-FM
4	KIOY-FM	KYNO-FM	KYNO-FM
5	KMAK-AM	KBOS-FM	KBOS-FM

M-F, 6-10am

1	KYNO-AM	KYNO-AM	KIOY-FM
2	KFYE-FM	KIOY-FM	KYNO-AM
3	KXEX-AM	KFYE-FM	KFYE-FM
4	KYNO-FM	KYNO-FM	KBOS-FM
5	KMAK-AM	KBOS-FM	KYNO-FM

M-F, 3-7pm

1	KYNO-AM	KIOY-FM	KIOY-FM
2	KFYE-FM	KYNO-AM	KFYE-FM
3	KYNO-FM	KFYE-FM	KYNO-FM
4	KIOY-FM	KYNO-FM	KYNO-AM
5	KMAK-AM	KBOS-FM	KBOS-FM

Adults 18-34

M-S, 8am-Midnight

POP(00): 1362

	A/M '78	O/N '78	A/M '79
1	KYNO-AM	KYNO-AM	KFIG-FM
2	KFYE-FM	KIOY-FM	KFYE-FM
3	KYNO-FM	KFYE-FM	KYNO-AM
4	KFIG-FM	KYNO-FM	KFRE-AM
5	KMAK-AM	KFIG-FM	KIOY-FM

M-F, 6-10am

1	KYNO-AM	KYNO-AM	KFIG-FM
2	KFYE-FM	KIOY-FM	KYNO-AM
3	KYNO-FM	KFYE-FM	KFRE-AM
4	KMJ -AM	KFRE-AM	KFYE-FM
5	KMAK-AM	KFIG-FM	KIOY-FM

M-F, 3-7pm

1	KFYE-FM	KYNO-AM	KFIG-FM
2	KYNO-AM	KIOY-FM	KYNO-AM
3	KYNO-FM	KFYE-FM	KFYE-FM
4	KFIG-FM	KYNO-FM	KFRE-AM
5	KMAK-AM	KFRE-AM	KIOY-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 1458

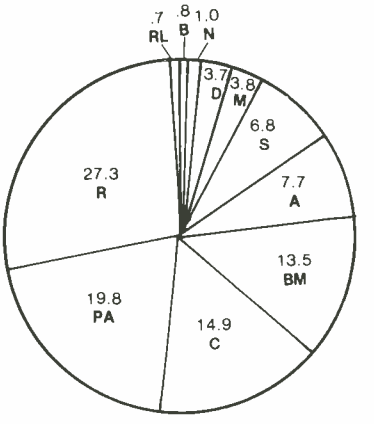
	A/M '78	O/N '78	A/M '79
1	KYNO-AM	KYNO-AM	KYNO-AM
2	KFYE-FM	KFRE-AM	KMJ -AM
3	KKNU-FM	KMJ -AM	KFRE-AM
4	KMJ -AM	KIOY-FM	KMAK-AM
5	KMAK-AM	KMAK-AM	KFIG-FM

M-F, 6-10am

1	KKNU-FM	KMJ -AM	KYNO-AM
2	KMJ -AM	KYNO-AM	KMJ -AM
3	KMAK-AM	KFRE-AM	KFRE-AM
4	KYNO-AM	KIOY-FM	KMAK-AM
5	KFYE-FM	KMAK-AM	KKNU-FM

M-F, 3-7pm

1	KYNO-AM	KYNO-AM	KYNO-AM
2	KKNU-FM	KIOY-FM	KFRE-AM
3	KMAK-AM	KKNU-FM	KFIG-FM
4	KMJ -AM	KFRE-AM	KMAK-AM
5	KARM-AM	KMAK-AM	KARM-AM



Grand Rapids

METRO RANK **64**

A/M '79 Market Overview

In this market, not too many folks had books worth writing to the home office about. True, **WOOD-FM**'s Beautiful Music sound is still most preferred, overall, in the metro, and **WOOD-AM** is close behind with its P/A format. However, in the Fall '78 sweep these stations had a combined share of almost 37% of the 12+ market. In the A/M '79 results their share 12+ is down to a combined 25%. Still, if you want to hear the tops in radio in the Grand Rapids area, you have to listen to WOOD.

The big success story in Grand Rapids this sweep is AOR station **WLAV-FM.** After adopting the all-rock format from **Burkhart/Abrams,** this "Superstars" station gained almost four shares, 12+, and moved from a 15 share in men 18-34 to a 24 share in this book. Another B/A success story.

While we are examining the contemporary music scene, lets look at **WGRD-FM** the Top 40 station which increased its share slightly. WGRD-FM's rise of a share point is mostly due to its success at attracting young women listeners for longer periods of time, especially in midday, afternoon drive, and the evenings. However, since WGRD-FM simulcasts with its AM station of the same calls — and the AM declined — the total share for the two stations declined slightly.

Country **WCUZ** rose in terms of overall share owing to more cume listeners sampling the station. Afternoon drive was the daypart during which WCUZ picked up most of its listening gains among adults.

A note of caution regarding the diary return in this survey — in-tab was down about 20% compared to the Fall '78 sweep, with much of that drop hitting the men 18-24 demo cell. As a result, diaries in this survey may have had more fluctuations inherent in them than in the Fall survey last year.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 4636

	A/M '78		O/N '78		A/M '79	
1	WOOD-AF	28.5	WOOD-FM	20.1	WOOD-FM (BM)	13.1
2	WGRD-AF	15.9	WOOD-AM	16.7	WOOD-AM (PA)	11.9
3	WLAV-FM	8.6	WGRD-FM	8.3	WGRD-FM (R)	9.4
4	WZZR-FM	7.7	WZZR-FM	6.8	WLAV-FM (A)	9.0
5	WCUZ-AM	7.5	WLAV-FM	5.4	WCUZ-AM (C)	5.9
6	WFUR-AF	4.9	WCUZ-AM	5.2	WFUR-FM (RL)	5.5
7	WMLW-FM	3.6	WFFX-FM	4.1	WZZR-FM (R)	5.4
8	WLAV-AM	3.2	WGRD-AM	4.0	WFFX-FM (A)	4.7
9	WPLB-FM	2.1	WFUR-FM	3.8	WJFM-FM (PA)	4.2
10	WHTC-AM	1.5	WJBL-FM	2.1	WGRD-AM (R)	2.4
11	WJBL-FM	1.5	WPLB-FM	1.7	WPLB-FM (C)	2.2
12	WGHN-AM	1.5	WLAV-AM	1.4	WMUS-FM (C)	2.2
13	WQLR-FM	1.4	WHTC-AM	1.4	WLAV-AM (PA)	2.0
14	WMAX-AM	1.3	WMAX-AM	1.3	WJBL-FM (RL)	1.5
15	WHTC-FM	1.0	WJFM-FM	1.1	WHTC-AM (PA)	1.3
16	WJFM-FM	1.0	WQWQ-FM	1.1	WQLR-FM (BM)	1.2
17	WLS -AM	0.7	WGHN-AM	1.1	WZND-FM (C)	1.2
18	WMAQ-AM	0.6	WLS -AM	0.8	WMAX-AM (N)	1.1
19	WZND-FM	0.6	WQLR-FM	0.8	WBBM-AM (N)	0.8
20	WQWQ-FM	0.4	WMUS-FM	0.7	WLS -AM (PA)	0.7
21	WJPW-AM	0.4	WBBM-AM	0.7	WMAQ-AM (C)	0.7
22	WJBL-AM	0.4	WFUR-AM	0.7	WFUR-AM (RL)	0.5
23			WZND-FM	0.6	WJPW-AM (T)	0.4
24			WMAQ-AM	0.6	WKZO-AM (PA)	0.4
25			WYGR-AM	0.6	WQWQ-FM (BM)	0.4
26			WPLB-AM	0.4	WHTC-FM (PA)	0.4
27			WJBL-AM	0.3		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 4636

	A/M '78		O/N '78		A/M '79	
1	WOOD-AF	204	WOOD-FM	142	WOOD-FM	97
2	WGRD-AF	114	WOOD-AM	118	WOOD-AM	88
3	WLAV-FM	62	WGRD-FM	59	WGRD-FM	70
4	WZZR-FM	55	WZZR-FM	48	WLAV-FM	67
5	WCUZ-AM	54	WLAV-FM	38	WCUZ-AM	44

M-F, 6-10am

	A/M '78	O/N '76	A/M '79
1	WOOD-AF	WOOD-AM	WOOD-AM
2	WGRD-AF	WOOD-FM	WOOD-FM
3	WCUZ-AM	WGRD-FM	WGRD-FM
4	WLAV-FM	WZZR-FM	WLAV-FM
5	WZZR-FM	WLAV-FM	WZZR-FM

M-F, 3-7pm

1	WOOD-AF	WOOD-FM	WOOD-FM
2	WGRD-AF	WOOD-AM	WOOD-AM
3	WLAV-FM	WGRD-FM	WLAV-FM
4	WZZR-FM	WZZR-FM	WGRD-FM
5	WCUZ-AM	WLAV-FM	WCUZ-AM

Teens

M-S, 6am-Midnight

POP(00): 685

	A/M '78	O/N '76	A/M '79
1	WGRD-AF	WZZR-FM	WGRD-FM
2	WZZR-FM	WGRD-FM	WZZR-FM
3	WLAV-FM	WLAV-FM	WLAV-FM
4	WOOD-AF	WOOD-AM	WJFM-FM
5	WLS -AM	WOOD-FM	WGRD-AM

M-F, 6-10am

1	WGRD-AF	WZZR-FM	WZZR-FM
2	WZZR-FM	WGRD-FM	WGRD-FM
3	WLAV-FM	WOOD-AM	WGRD-AM
4	WOOD-AF	WLAV-FM	WJFM-FM
5	WLS -AM	WGRD-AM	WLAV-FM

M-F, 3-7pm

1	WGRD-AF	WZZR-FM	WGRD-FM
2	WZZR-FM	WGRD-FM	WZZR-FM
3	WLAV-FM	WOOD-FM	WLAV-FM
4	WJBL-FM	WGRD-AM	WJFM-FM
5	WLS -AM	WJFM-FM	WFFX-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1707

	A/M '78	O/N '78	A/M '79
1	WGRD-AF	WOOD-FM	WLAV-FM
2	WOOD-AF	WGRD-FM	WGRD-FM
3	WLAV-FM	WLAV-FM	WFFX-FM
4	WZZR-FM	WFFX-FM	WZZR-FM
5	WCUZ-AM	WZZR-FM	WJFM-FM

M-F, 6-10am

1	WGRD-AF	WOOD-FM	WLAV-FM
2	WOOD-AF	WGRD-FM	WOOD-AM
3	WLAV-FM	WLAV-FM	WZZR-FM
4	WLAV-AM	WZZR-FM	WGRD-FM
5	WCUZ-AM	WCUZ-AM	WOOD-FM

M-F, 3-7pm

1	WLAV-FM	WGRD-FM	WLAV-FM
2	WOOD-AF	WOOD-FM	WGRD-FM
3	WGRD-AF	WLAV-FM	WFFX-FM
4	WZZR-FM	WFFX-FM	WOOD-FM
5	WCUZ-AM	WZZR-FM	WZZR-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 1812

	A/M '78	O/N '78	A/M '79
1	WOOD-AF	WOOD-AM	WOOD-FM
2	WGRD-AF	WOOD-FM	WOOD-AM
3	WCUZ-AM	WCUZ-AM	WGRD-FM
4	WLAV-FM	WGRD-FM	WCUZ-AM
5	WFUR-AF	WFUR-FM	WJFM-FM

M-F, 6-10am

1	WOOD-AF	WOOD-AM	WOOD-AM
2	WGRD-AF	WOOD-FM	WOOD-FM
3	WCUZ-AM	WCUZ-AM	WJFM-FM
4	WLAV-AM	WGRD-FM	WPLB-FM
5	WHTC-AM	WLAV-FM	WCUZ-AM

M-F, 3-7pm

1	WOOD-AF	WOOD-FM	WOOD-FM
2	WCUZ-AM	WOOD-AM	WCUZ-AM
3	WGRD-AF	WCUZ-AM	WOOD-AM
4	WLAV-FM	WGRD-FM	WGRD-FM
5	WFUR-AF	WZZR-FM	WJFM-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 4636

	A/M '78		O/N '78		A/M '79	
1	WOOD-AF	1931	WOOD-FM	1661	WOOD-AM	1450
2	WGRD-AF	1567	WOOD-AM	1391	WOOD-FM	1309
3	WZZR-FM	1028	WGRD-FM	1011	WGRD-FM	1249
4	WCUZ-AM	998	WZZR-FM	972	WZZR-FM	917
5	WLAV-FM	839	WLAV-FM	842	WCUZ-AM	681

M-F, 6-10am

1	WOOD-AF	WOOD-FM	WOOD-AM
2	WGRD-AF	WOOD-AM	WOOD-FM
3	WZZR-FM	WZZR-FM	WGRD-FM
4	WLAV-FM	WGRD-FM	WZZR-FM
5	WCUZ-AM	WLAV-FM	WLAV-FM

M-F, 3-7pm

1	WGRD-AF	WOOD-FM	WGRD-FM
2	WOOD-AF	WOOD-AM	WOOD-AM
3	WZZR-FM	WGRD-FM	WOOD-FM
4	WLAV-FM	WZZR-FM	WZZR-FM
5	WCUZ-AM	WLAV-FM	WLAV-FM

Teens

M-S, 6am-Midnight

POP(00): 685

	A/M '78	O/N '78	A/M '79
1	WGRD-AF	WGRD-FM	WGRD-FM
2	WZZR-FM	WZZR-FM	WZZR-FM
3	WLAV-FM	WLAV-FM	WLAV-FM
4	WOOD-AF	WOOD-AM	WFFX-FM
5	WLAV-AM	WOOD-FM	WGRD-AM

M-F, 6-10am

1	WGRD-AF	WZZR-FM	WZZR-FM
2	WZZR-FM	WGRD-FM	WGRD-FM
3	WLAV-FM	WOOD-AM	WFFX-FM
4	WOOD-AF	WLAV-FM	WGRD-AM
5	WLS -AM	WGRD-AM	WLAV-FM

M-F, 3-7pm

1	WGRD-AF	WZZR-FM	WZZR-FM
2	WZZR-FM	WGRD-FM	WGRD-FM
3	WLAV-FM	WLAV-FM	WLAV-FM
4	WJBL-FM	WOOD-AM	WFFX-FM
5	WCUZ-AM	WGRD-AM	WJFM-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1707

	A/M '78	O/N '78	A/M '79
1	WGRD-AF	WGRD-FM	WGRD-FM
2	WOOD-AF	WLAV-FM	WLAV-FM
3	WLAV-FM	WOOD-FM	WZZR-FM
4	WZZR-FM	WFFX-FM	WFFX-FM
5	WLAV-AM	WLAV-AM	WOOD-AM

M-F, 6-10am

1	WGRD-AF	WOOD-FM	WLAV-FM
2	WOOD-AF	WLAV-FM	WZZR-FM
3	WLAV-AM	WGRD-FM	WGRD-FM
4	WLAV-FM	WZZR-FM	WOOD-AM
5	WMLW-FM	WOOD-AM	WFFX-FM

M-F, 3-7pm

1	WGRD-AF	WGRD-FM	WGRD-FM
2	WLAV-FM	WLAV-FM	WLAV-FM
3	WZZR-FM	WZZR-FM	WZZR-FM
4	WOOD-AF	WFFX-FM	WFFX-FM
5	WCUZ-AM	WOOD-FM	WGRD-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 1812

	A/M '78	O/N '78	A/M '79
1	WOOD-AF	WOOD-FM	WOOD-AM
2	WGRD-AF	WOOD-AM	WOOD-FM
3	WCUZ-AM	WCUZ-AM	WGRD-FM
4	WZZR-FM	WGRD-FM	WCUZ-AM
5	WLAV-AM	WLAV-AM	WLAV-AM

M-F, 6-10am

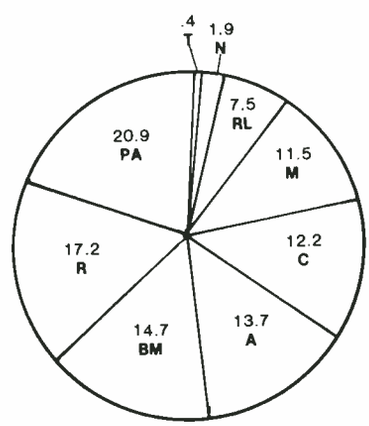
1	WOOD-AF	WOOD-FM	WOOD-AM
2	WGRD-AF	WOOD-AM	WOOD-FM
3	WCUZ-AM	WCUZ-AM	WCUZ-AM
4	WLAV-AM	WGRD-FM	WGRD-FM
5	WZZR-FM	WLAV-FM	WLAV-FM

M-F, 3-7pm

1	WOOD-AF	WOOD-AM	WOOD-AM
2	WCUZ-AM	WOOD-FM	WOOD-FM
3	WGRD-AF	WCUZ-AM	WCUZ-AM
4	WZZR-FM	WGRD-FM	WGRD-FM
5	WLAV-FM	WZZR-FM	WLAV-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Great Falls

METRO RANK 173

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 679

	A/M '77		A/M '78		A/M '79	
1	KMON-AM	27.4	KMON-AM	24.2	KQDI-AM(B)	27.8
2	KQDI-AM	22.1	KQDI-AM	19.8	KMON-AM(C)	21.6
3	KEIN-AM	16.8	KEIN-AM	14.3	KOOZ-FM(BM)	19.6
4	KNUW-FM	8.4	KOOZ-FM	12.1	KEIN-AM(R)	14.4
5	KARR-AM	7.4	KNUW-FM	9.9	KAAK-FM(A)	8.2
6	KANR-FM	4.2	KAAK-FM	5.5	KARR-AM(RL)	3.1
7	KOPR-FM	3.2	KARR-AM	5.5	KNUW-FM(R)	3.1
8					KSEN-AM(PA)	1.0

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 679

	A/M '77		A/M '78		A/M '79	
1	KMON-AM	26	KMON-AM	22	KQDI-AM	27
2	KQDI-AM	21	KQDI-AM	18	KMON-AM	21
3	KEIN-AM	16	KEIN-AM	13	KOOZ-FM	19
4	KNUW-FM	8	KOOZ-FM	11	KEIN-AM	14
5	KARR-AM	7	KNUW-FM	9	KAAK-FM	8

M-F, 6-10am

1	KMON-AM	KMON-AM	KQDI-AM
2	KQDI-AM	KQDI-AM	KMON-AM
3	KEIN-AM	KEIN-AM	KEIN-AM
4	KARR-AM	KNUW-FM	KOOZ-FM
5	KNUW-FM	KARR-AM	KAAK-FM

M-F, 3-7pm

1	KQDI-AM	KQDI-AM	KQDI-AM
2	KMON-AM	KMON-AM	KOOZ-FM
3	KEIN-AM	KEIN-AM	KMON-AM
4	KNUW-FM	KOOZ-FM	KEIN-AM
5	KARR-AM	KNUW-FM	KAAK-FM

Teens
M-S, 6am-Midnight
POP(00): 94

	A/M '77	A/M '78	A/M '79
1	KQDI-AM	KQDI-AM	KQDI-AM
2	KEIN-AM	KEIN-AM	KEIN-AM
3	KNUW-FM	KMON-AM	KMON-AM
4	KMON-AM	KAAK-FM	KARR-AM
5	KARR-AM	KNUW-FM	KNUW-FM

M-F, 6-10am

1	KQDI-AM	KQDI-AM	KQDI-AM
2	KEIN-AM	KMON-AM	KEIN-AM
3	KMON-AM	KEIN-AM	KMON-AM
4	KARR-AM	KNUW-FM	KARR-AM
5	KNUW-FM	KARR-AM	KNUW-FM

M-F, 3-7pm

1	KQDI-AM	KQDI-AM	KQDI-AM
2	KEIN-AM	KEIN-AM	KEIN-AM
3	KNUW-FM	KAAK-FM	KARR-AM
4	KANR-FM	KMON-AM	KMON-AM
5	KARR-AM	KNUW-FM	KNUW-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 270

	A/M '77	A/M '78	A/M '79
1	KEIN-AM	KEIN-AM	KQDI-AM
2	KQDI-AM	KQDI-AM	KEIN-AM
3	KNUW-FM	KNUW-FM	KAAK-FM
4	KMON-AM	KMON-AM	KOOZ-FM
5	KARR-AM	KAAK-FM	KNUW-FM

M-F, 6-10am

1	KEIN-AM	KEIN-AM	KQDI-AM
2	KQDI-AM	KQDI-AM	KEIN-AM
3	KMON-AM	KMON-AM	KMON-AM
4	KNUW-FM	KNUW-FM	KOOZ-FM
5	KARR-AM	KAAK-FM	KAAK-FM

M-F, 3-7pm

1	KEIN-AM	KEIN-AM	KQDI-AM
2	KQDI-AM	KQDI-AM	KEIN-AM
3	KNUW-FM	KNUW-FM	KAAK-FM
4	KMON-AM	KAAK-FM	KOOZ-FM
5	KARR-AM	KMON-AM	KMON-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 284

	A/M '77	A/M '78	A/M '79
1	KMON-AM	KQDI-AM	KOOZ-FM
2	KEIN-AM	KEIN-AM	KQDI-AM
3	KQDI-AM	KNUW-FM	KMON-AM
4	KNUW-FM	KOOZ-FM	KEIN-AM
5	KANR-FM	KQDI-AM	KAAK-FM

M-F, 6-10am

1	KMON-AM	KMON-AM	KQDI-AM
2	KEIN-AM	KEIN-AM	KMON-AM
3	KQDI-AM	KQDI-AM	KEIN-AM
4	KOPR-FM	KNUW-FM	KEIN-AM
5	KNUW-FM	KARR-AM	KARR-AM

M-F, 3-7pm

1	KMON-AM	KEIN-AM	KQDI-AM
2	KEIN-AM	KMON-AM	KOOZ-FM
3	KNUW-FM	KNUW-FM	KMON-AM
4	KQDI-AM	KOOZ-FM	KEIN-AM
5	KARR-AM	KQDI-AM	KARR-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 679

	A/M '77		A/M '78		A/M '79	
1	KMON-AM	292	KQDI-AM	268	KQDI-AM	318
2	KEIN-AM	264	KMON-AM	259	KMON-AM	292
3	KQDI-AM	248	KEIN-AM	221	KEIN-AM	237
4	KNUW-FM	136	KNUW-FM	169	KOOZ-FM	171
5	KARR-AM	130	KOOZ-FM	145	KAAK-FM	96

M-F, 6-10am

1	KMON-AM	KQDI-AM	KQDI-AM
2	KQDI-AM	KMON-AM	KMON-AM
3	KEIN-AM	KEIN-AM	KEIN-AM
4	KARR-AM	KOOZ-FM	KOOZ-FM
5	KNUW-FM	KNUW-FM	KAAK-FM

M-F, 3-7pm

1	KQDI-AM	KQDI-AM	KQDI-AM
2	KMON-AM	KMON-AM	KMON-AM
3	KEIN-AM	KEIN-AM	KEIN-AM
4	KNUW-FM	KNUW-FM	KOOZ-FM
5	KARR-AM	KOOZ-FM	KAAK-FM

Teens
M-S, 6am-Midnight
POP(00): 94

	A/M '77	A/M '78	A/M '79
1	KQDI-AM	KQDI-AM	KQDI-AM
2	KEIN-AM	KEIN-AM	KEIN-AM
3	KMON-AM	KMON-AM	KMON-AM
4	KNUW-FM	KAAK-FM	KAAK-FM
5	KARR-AM	KNUW-FM	KARR-AM

M-F, 6-10am

1	KQDI-AM	KQDI-AM	KQDI-AM
2	KEIN-AM	KEIN-AM	KEIN-AM
3	KMON-AM	KMON-AM	KMON-AM
4	KARR-AM	KNUW-FM	KAAK-FM
5	KNUW-FM	KAAK-FM	KARR-AM

M-F, 3-7pm

1	KQDI-AM	KQDI-AM	KQDI-AM
2	KEIN-AM	KEIN-AM	KEIN-AM
3	KNUW-FM	KAAK-FM	KAAK-FM
4	KARR-AM	KOOZ-FM	KMON-AM
5	KMON-AM	KNUW-FM	KARR-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 270

	A/M '77	A/M '78	A/M '79
1	KEIN-AM	KEIN-AM	KQDI-AM
2	KQDI-AM	KQDI-AM	KEIN-AM
3	KNUW-FM	KNUW-FM	KMON-AM
4	KMON-AM	KMON-AM	KAAK-FM
5	KARR-AM	KAAK-FM	KOOZ-FM

M-F, 6-10am

1	KEIN-AM	KEIN-AM	KQDI-AM
2	KQDI-AM	KQDI-AM	KEIN-AM
3	KMON-AM	KNUW-FM	KMON-AM
4	KNUW-FM	KMON-AM	KAAK-FM
5	KARR-AM	KAAK-FM	KNUW-FM

M-F, 3-7pm

1	KEIN-AM	KEIN-AM	KQDI-AM
2	KQDI-AM	KQDI-AM	KEIN-AM
3	KNUW-FM	KNUW-FM	KAAK-FM
4	KMON-AM	KAAK-FM	KMON-AM
5	KARR-AM	KMON-AM	KOOZ-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 284

	A/M '77	A/M '78	A/M '79
1	KMON-AM	KQDI-AM	KQDI-AM
2	KEIN-AM	KEIN-AM	KMON-AM
3	KQDI-AM	KMON-AM	KEIN-AM
4	KNUW-FM	KNUW-FM	KOOZ-FM
5	KARR-AM	KOOZ-FM	KAAK-FM

M-F, 6-10am

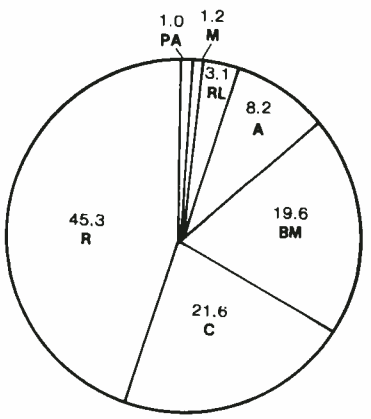
1	KMON-AM	KMON-AM	KQDI-AM
2	KEIN-AM	KEIN-AM	KMON-AM
3	KQDI-AM	KQDI-AM	KEIN-AM
4	KARR-AM	KNUW-FM	KOOZ-FM
5	KNUW-FM	KOOZ-FM	KARR-AM

M-F, 3-7pm

1	KMON-AM	KMON-AM	KQDI-AM
2	KEIN-AM	KEIN-AM	KMON-AM
3	KQDI-AM	KQDI-AM	KEIN-AM
4	KNUW-FM	KNUW-FM	KOOZ-FM
5	KARR-AM	KOOZ-FM	KAAK-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Green Bay

METRO RANK 151

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1429

	A/M '77		A/M '78		A/M '79	
1	WDUZ-AM	19.0	WIXX-FM	23.1	WGEE-AM(C)	21.5
2	WGEE-AM	18.5	WDUZ-AM	19.0	WIXX-FM(A)	17.8
3	WDUZ-FM	16.1	WGEE-AM	15.9	WDUZ-FM(BM)	17.4
4	WIXX-FM	16.1	WDUZ-FM	13.8	WDUZ-AM(A)	13.2
5	WNFL-AM	9.5	WNFL-AM	9.2	WNFL-AM(PA)	9.5
6	WKAU-AF	9.5	WKAU-AF	5.1	WAPL-FM(A)	3.7
7	WKAU-AM	7.6	WAUN-FM	2.6	WKAU-AF(A)	3.3
8	WAUN-FM	2.8	WAPL-FM	2.1	WKAU-AM(A)	2.5
9	WKAU-FM	1.9	WNAM-AM	1.0	WNAM-AM(A)	1.7
10	WLST-FM	1.4	WLST-FM	0.5	WAUN-FM(BM)	1.7
11	WNAM-AM	1.4	WISN-AM	0.5	WKAU-FM(A)	0.8
12	WYNE-AM	0.9	WTMJ-AM	0.5	WISN-AM(PA)	0.8
13	WCXR-FM	0.5			WTMJ-AM(PA)	0.4

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1429

	A/M '77		A/M '78		A/M '79	
1	WDUZ-AM	40	WIXX-FM	45	WGEE-AM	52
2	WGEE-AM	39	WDUZ-AM	37	WIXX-FM	43
3	WDUZ-FM	34	WGEE-AM	31	WDUZ-FM	42
4	WIXX-FM	34	WDUZ-FM	27	WDUZ-AM	32
5	WNFL-AM	20	WNFL-AM	18	WNFL-AM	23
M-F, 6-10am						
1	WGEE-AM		WGEE-AM		WGEE-AM	
2	WDUZ-AM		WDUZ-AM		WDUZ-FM	
3	WNFL-AM		WIXX-FM		WDUZ-AM	
4	WDUZ-FM		WNFL-AM		WIXX-FM	
5	WIXX-FM		WDUZ-FM		WNFL-AM	
M-F, 3-7pm						
1	WDUZ-FM		WIXX-FM		WIXX-FM	
2	WIXX-FM		WGEE-AM		WGEE-AM	
3	WDUZ-AM		WDUZ-AM		WDUZ-FM	
4	WGEE-AM		WDUZ-FM		WDUZ-AM	
5	WKAU-AF		WKAU-AF		WNFL-AM	

Teens

M-S, 6am-Midnight

POP(00): 224

	A/M '77	A/M '78	A/M '79
1	WDUZ-AM	WIXX-FM	WIXX-FM
2	WKAU-AF	WDUZ-AM	WNAM-AM
3	WIXX-FM	WNAM-AM	WGEE-AM
4	WKAU-AM	WKAU-AF	WDUZ-AM
5	WKAU-FM	WNFL-AM	WDUZ-FM
M-F, 6-10am			
1	WDUZ-AM	WIXX-FM	WIXX-FM
2	WIXX-FM	WDUZ-AM	WDUZ-AM
3	WKAU-AF	WKAU-AF	WGEE-AM
4	WKAU-AM	WGEE-AM	WNAM-AM
5	WGEE-AM	WNAM-AM	WDUZ-FM
M-F, 3-7pm			
1	WKAU-AF	WIXX-FM	WIXX-FM
2	WDUZ-AM	WDUZ-AM	WDUZ-AM
3	WIXX-FM	WKAU-AF	WNAM-AM
4	WKAU-AM	WNAM-AM	WGEE-AM
5	WKAU-FM	WLST-FM	WKAU-AF

Adults 18-34

M-S, 6am-Midnight

POP(00): 550

	A/M '77	A/M '78	A/M '79
1	WIXX-FM	WIXX-FM	WIXX-FM
2	WDUZ-AM	WDUZ-AM	WDUZ-AM
3	WKAU-AF	WKAU-AF	WDUZ-FM
4	WKAU-AM	WDUZ-FM	WAPL-FM
5	WGEE-AM	WNFL-AM	WNFL-AM
M-F, 6-10am			
1	WDUZ-AM	WDUZ-AM	WIXX-FM
2	WIXX-FM	WIXX-FM	WDUZ-AM
3	WKAU-AF	WNFL-AM	WDUZ-FM
4	WKAU-AM	WDUZ-FM	WNFL-AM
5	WNFL-AM	WGEE-AM	WKAU-AF
M-F, 3-7pm			
1	WIXX-FM	WIXX-FM	WIXX-FM
2	WDUZ-AM	WDUZ-AM	WDUZ-AM
3	WKAU-AF	WKAU-AF	WDUZ-FM
4	WKAU-AM	WNFL-AM	WAPL-FM
5	WDUZ-FM	WDUZ-FM	WNFL-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 564

	A/M '77	A/M '78	A/M '79
1	WDUZ-AM	WIXX-FM	WDUZ-FM
2	WDUZ-FM	WDUZ-AM	WGEE-AM
3	WGEE-AM	WDUZ-FM	WIXX-FM
4	WIXX-FM	WGEE-AM	WDUZ-AM
5	WNFL-AM	WNFL-AM	WNFL-AM
M-F, 6-10am			
1	WGEE-AM	WDUZ-AM	WDUZ-AM
2	WDUZ-AM	WIXX-FM	WDUZ-FM
3	WDUZ-FM	WNFL-AM	WGEE-AM
4	WNFL-AM	WGEE-AM	WIXX-FM
5	WIXX-FM	WDUZ-FM	WNFL-AM
M-F, 3-7pm			
1	WDUZ-AM	WIXX-FM	WDUZ-FM
2	WDUZ-FM	WDUZ-AM	WIXX-FM
3	WIXX-FM	WDUZ-FM	WDUZ-AM
4	WGEE-AM	WGEE-AM	WGEE-AM
5	WNFL-AM	WNFL-AM	WNFL-AM

M-F, 3-7pm

1	WDUZ-FM	WIXX-FM	WDUZ-FM
2	WDUZ-AM	WDUZ-FM	WGEE-AM
3	WGEE-AM	WGEE-AM	WIXX-FM
4	WIXX-FM	WDUZ-AM	WDUZ-AM
5	WNFL-AM	WNFL-AM	WNFL-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1429

	A/M '77		A/M '78		A/M '79	
1	WDUZ-AM	691	WDUZ-AM	745	WDUZ-AM	845
2	WGEE-AM	527	WIXX-FM	596	WIXX-FM	725
3	WIXX-FM	506	WGEE-AM	445	WGEE-AM	510
4	WNFL-AM	416	WNFL-AM	391	WDUZ-FM	468
5	WKAU-AF	382	WDUZ-FM	389	WNFL-AM	438
M-F, 6-10am						
1	WDUZ-AM		WDUZ-AM		WIXX-FM	
2	WGEE-AM		WIXX-FM		WDUZ-AM	
3	WIXX-FM		WGEE-AM		WGEE-AM	
4	WNFL-AM		WNFL-AM		WDUZ-FM	
5	WDUZ-FM		WDUZ-FM		WNFL-AM	
M-F, 3-7pm						
1	WDUZ-AM		WIXX-FM		WIXX-FM	
2	WIXX-FM		WDUZ-AM		WDUZ-AM	
3	WGEE-AM		WGEE-AM		WGEE-AM	
4	WKAU-AF		WDUZ-FM		WDUZ-FM	
5	WDUZ-FM		WNFL-AM		WNFL-AM	

Teens

M-S, 6am-Midnight

POP(00): 224

	A/M '77	A/M '78	A/M '79
1	WDUZ-AM	WIXX-FM	WIXX-FM
2	WKAU-AF	WDUZ-AM	WDUZ-AM
3	WIXX-FM	WNFL-AM	WNAM-AM
4	WKAU-AM	WKAU-AM	WGEE-AM
5	WKAU-FM	WNAM-AM	WDUZ-FM
M-F, 6-10am			
1	WDUZ-AM	WIXX-FM	WIXX-FM
2	WIXX-FM	WDUZ-AM	WDUZ-AM
3	WKAU-AF	WKAU-AM	WGEE-AM
4	WKAU-AM	WGEE-AM	WNAM-AM
5	WGEE-AM	WNFL-AM	WDUZ-FM
M-F, 3-7pm			
1	WDUZ-AM	WIXX-FM	WIXX-FM
2	WKAU-AF	WDUZ-AM	WDUZ-AM
3	WIXX-FM	WKAU-AM	WNAM-AM
4	WKAU-AM	WNAM-AM	WNFL-AM
5	WKAU-FM	WNFL-AM	WGEE-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 550

	A/M '77	A/M '78	A/M '79
1	WIXX-FM	WDUZ-AM	WIXX-FM
2	WDUZ-AM	WIXX-FM	WDUZ-AM
3	WKAU-AF	WNFL-AM	WNFL-AM
4	WKAU-AM	WKAU-AM	WDUZ-FM
5	WNFL-AM	WDUZ-FM	WKAU-AM
M-F, 6-10am			
1	WIXX-FM	WDUZ-AM	WIXX-FM
2	WDUZ-AM	WIXX-FM	WDUZ-AM
3	WKAU-AF	WNFL-AM	WNFL-AM
4	WKAU-AM	WKAU-AM	WKAU-AM
5	WNFL-AM	WGEE-AM	WDUZ-FM
M-F, 3-7pm			
1	WIXX-FM	WIXX-FM	WIXX-FM
2	WDUZ-AM	WDUZ-AM	WDUZ-AM
3	WKAU-AF	WKAU-AM	WNFL-AM
4	WKAU-AM	WNFL-AM	WAPL-FM
5	WGEE-AM	WDUZ-FM	WKAU-AM

Adults 25-49

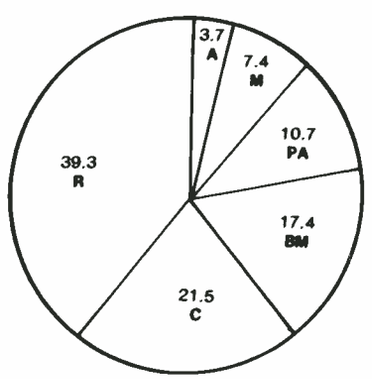
M-S, 6am-Midnight

POP(00): 564

	A/M '77	A/M '78	A/M '79
1	WDUZ-AM	WDUZ-AM	WDUZ-AM
2	WGEE-AM	WIXX-FM	WIXX-FM
3	WDUZ-FM	WGEE-AM	WDUZ-FM
4	WNFL-AM	WNFL-AM	WGEE-AM
5	WIXX-FM	WDUZ-FM	WNFL-AM
M-F, 6-10am			
1	WGEE-AM	WDUZ-AM	WDUZ-AM
2	WDUZ-AM	WIXX-FM	WDUZ-FM
3	WDUZ-FM	WNFL-AM	WGEE-AM
4	WNFL-AM	WGEE-AM	WIXX-FM
5	WIXX-FM	WDUZ-FM	WNFL-AM
M-F, 3-7pm			
1	WDUZ-AM	WIXX-FM	WIXX-FM
2	WDUZ-FM	WDUZ-AM	WDUZ-AM
3	WIXX-FM	WDUZ-FM	WDUZ-FM
4	WGEE-AM	WGEE-AM	WGEE-AM
5	WNFL-AM	WNFL-AM	WNFL-AM

Format Penetration Chart

Based On Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Greensboro-Winston Salem-High Point

METRO RANK **46**

A/M '79 Market Overview

The April/May 1979 survey in the Piedmont area was the first time that Arbitron has combined into one market what was previously two separate metros and markets. No longer are there separate syndicated reports for Greensboro-High Point and for Winston Salem. Since Arbitron has now merged the two, this is the first time ratings have been done for the metro as one body. Therefore, there can be no trends for this A/M'79 report since the previous geography (two markets) on which the trends would be based is no longer in existence.

In analyzing the shares in this survey for the stations in the new, larger metro one can see that Country station **WTQR** is the top station, 12+ in the metro. WTQR is number one with adults 25-49 and second in adults 18-34.

Another Winston Salem station, P/A entry **WSJS,** is second 12+ in the metro. WSJS is an older skewing Pop Adult station, which has significant audience in the 35+ demos.

WGLD, a High Point Beautiful Music station, scores third in the total metro among 12+ persons. WGLD ranks second in adults 25-49, and is tops 35+ in the metro.

Fourth in 12+ audience in the Piedmont is another Winston-Salem P/A station, **WKZL.** This P/A station skews a little younger than some and as a result is the top 18-34 station in the metro. WKZL also scores well in 25-49, where the station is third.

Other leading stations in the metro are Winston Salem's Black-formatted **WAAA,** and FM rocker **WSEZ,** plus Greensboro rocker **WRQK.**

If you noticed that all but one of the leading stations are from Winston Salem, it will be interesting to see if diary return by county has an impact on this type of situation. In this survey more diaries did come back from the home county for Winston Salem than from the Greensboro-High Point home county. Future surveys will tell us if this will be a trend.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight

	A/M '79		
1	WTQR-FM	(C)	11.6
2	WSJS-AM	(PA)	8.7
3	WGLD-FM	(BM)	8.5
4	WKZL-FM	(PA)	7.9
5	WSEZ-FM	(BM)	5.7
6	WRQK-FM	(R)	5.5
7	WAAA-AM	(B)	5.3
8	WQMG-FM	(B)	4.6
9	WEAL-AM	(B)	4.1
10	WPET-AM	(RL)	3.3
11	WBIG-AM	(PA)	3.1
12	WAIR-AM	(R)	2.9
13	WCOG-AM	(R)	2.5
14	WMFR-AM	(PA)	2.5
15	WHPE-FM	(RL)	2.1
16	WTOB-AM	(D)	1.7
17	WGBG-AM	(PA)	1.3
18	WBUY-AM	(O)	1.2
19	WRAL-FM	(R)	1.2
20	WBT -AM	(PA)	1.1
21	WMFR-FM	(BM)	1.0
22	WZOO-AM	(R)	.9
23	WPCM-FM	(C)	.9
24	WWMO-FM	(RL)	.6
25	WGOS-AM	(RL)	.5
26	WTNC-FM	(PA)	.5
27	WEZC-FM	(BM)	.5
28	WSOC-FM	(C)	.5
29	WTNC-AM	(PA)	.2

Average Persons Rankings

Total 12+
M-S, 6am-Midnight

	A/M '79	
1	WTQR-FM	113
2	WSJS-AM	85
3	WGLD-FM	83
4	WKZL-FM	77
5	WSEZ-FM	55

M-F, 6-10am

1	WSJS-AM
2	WTQR-FM
3	WKZL-FM
4	WGLD-FM
5	WBIG-AM

M-F, 3-7pm

1	WTQR-FM
2	WGLD-FM
3	WSJS-AM
4	WKZL-FM
5	WSEZ-FM

Teens
M-S, 6am-Midnight

	A/M '79
1	WRQK-FM
2	WAIR-AM
3	WKZL-FM
4	WAAA-AM
5	WCOG-AM
6	WQMG-FM

M-F, 6-10am

1	WSEZ-FM
2	WAIR-AM
3	WRQK-FM
4	WCOG-AM
5	WKZL-FM

M-F, 3-7pm

1	WSEZ-FM
2	WRQK-FM
3	WAIR-AM
4	WCOG-AM
5	WAAA-AM

Adults 18-34
M-S, 6am-Midnight

	A/M '79
1	WKZL-FM
2	WTQR-FM
3	WSEZ-FM
4	WQMG-FM
5	WRQK-FM

M-F, 6-10am

1	WKZL-FM
2	WTQR-FM
3	WSJS-AM
4	WRQK-FM
5	WSEZ-FM

M-F, 3-7pm

1	WKZL-FM
2	WTQR-FM
3	WSEZ-FM
4	WRQK-FM
5	WQMG-FM

Adults 25-49
M-S, 6am-Midnight

	A/M '79
1	WTQR-FM
2	WGLD-FM
3	WKZL-FM
4	WSJS-AM
5	WAAA-AM

M-F, 6-10am

1	WTQR-FM
2	WSJS-AM
3	WGLD-FM
4	WKZL-FM
5	WMFR-AM

M-F, 3-7pm

1	WTQR-FM
2	WGLD-FM
3	WKZL-FM
4	WSJS-AM
5	WSEZ-FM

Cume Persons Rankings

Total 12+
M-S, 6am-Midnight

	A/M '79	
1	WSJS-AM	1340
2	WGLD-FM	1250
3	WTQR-FM	1149
4	WRQK-FM	994
5	WSEZ-FM	755
6	WCOG-AM	755

M-F, 6-10am

1	WSJS-AM
2	WKZL-FM
3	WGLD-FM
4	WTQR-FM
5	WRQK-FM

M-F, 3-7pm

1	WKZL-FM
2	WGLD-FM
3	WSJS-AM
4	WTQR-FM
5	WSEZ-FM

Teens
M-S, 6am-Midnight

	A/M '79
1	WRQK-FM
2	WKZL-FM
3	WAIR-AM
4	WCOG-AM
5	WTOB-AM

M-F, 6-10am

1	WRQK-FM
2	WAIR-AM
3	WSEZ-FM
4	WKZL-FM
5	WCOG-AM

M-F, 3-7pm

1	WRKQ-FM
2	WSEZ-FM
3	WAIR-AM
4	WKZL-FM
5	WCOG-AM

Adults 18-34
M-S, 6am-Midnight

	A/M '79
1	WKZL-FM
2	WRQK-FM
3	WSEZ-FM
4	WTQR-FM
5	WCOG-AM

M-F, 6-10am

1	WKZL-FM
2	WSEZ-FM
3	WRQK-FM
4	WSJS-AM
5	WTQR-FM

M-F, 3-7pm

1	WKZL-FM
2	WSEZ-FM
3	WTQR-FM
4	WRQK-FM
5	WCOG-AM

Adults 25-49
M-S, 6am-Midnight

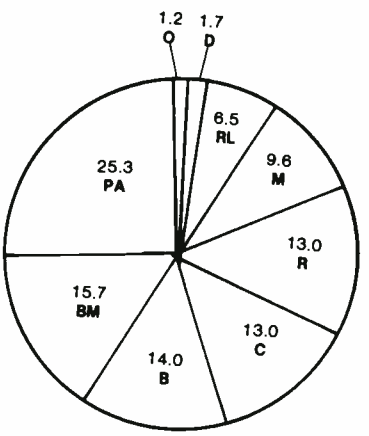
	A/M '79
1	WTQR-FM
2	WSJS-AM
3	WGLD-FM
4	WKZL-FM
5	WRQK-FM

M-F, 6-10am

1	WSJS-AM
2	WTQR-FM
3	WGLD-FM
4	WKZL-FM
5	WMFR-AM

M-F, 3-7pm

1	WTQR-FM
2	WSJS-AM
3	WGLD-FM
4	WKZL-FM
5	WSEZ-FM



Format Legend

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

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight

Greenville-New Bern-Washington

METRO RANK 123

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2242

	A/M '78		A/M '79	
1	WITN-FM	13.2	WQDW-FM (B)	14.4
2	WQDW-FM	10.9	WSFL-FM (R)	13.0
3	WSFL-FM	8.3	WITN-FM (R)	10.5
4	WRNS-FM	7.3	WNCT-FM (PA)	7.7
5	WHIT-AM	6.9	WRNS-FM (C)	6.3
6	WNCT-FM	6.3	WRBK-FM (A)	4.2
7	WRNB-AF	5.3	WKTC-FM (C)	3.9
8	WOOW-AM	4.6	WRAL-FM (PA)	3.5
9	WFTC-AM	3.3	WELS-AM (C)	3.2
10	WBIC-AM	3.3	WFTC-AM (PA)	2.8
11	WITN-AM	3.0	WFAG-AM (C)	2.5
12	WRQR-FM	3.0	WRQR-FM (R)	2.1
13	WELS-AM	2.6	WBIC-AM (B)	2.1
14	WKTC-FM	2.6	WOOW-AM (R)	1.8
15	WOKN-FM	2.3	WITN-AM (PA)	1.8
16	WNCT-AM	1.7	WGTM-AM (PA)	1.4
17	WISP-AM	1.0	WOKN-FM (B)	1.4
18	WLAS-AM	1.0	WLAS-AM (C)	1.4
19	WFAG-AM	1.0	WHIT-AM (O)	1.1
20	WRAL-FM	0.7	WMSQ-FM (PA)	1.1
21			WIAM-AF (PA)	0.7
22			WEEW-AM (PA)	0.7
23			WSEC-FM (PA)	0.4
24			WIAM-AM (PA)	0.4
25			WNCT-AM (PA)	0.4

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2242

	A/M '78		A/M '79	
1	WITN-FM	40	WQDW-FM	41
2	WQDW-FM	33	WSFL-FM	37
3	WSFL-FM	25	WITN-FM	30
4	WRNS-FM	22	WNCT-FM	22
5	WHIT-AM	21	WRNS-FM	18

M-F, 6-10am

1	WRNS-FM	WSFL-FM
2	WITN-FM	WITN-FM
3	WQDW-FM	WQDW-FM
4	WSFL-FM	WRNS-FM
5	WHIT-AM	WNCT-FM

M-F, 3-7pm

1	WITN-FM	WQDW-FM
2	WQDW-FM	WSFL-FM
3	WSFL-FM	WITN-FM
4	WRNS-FM	WNCT-FM
5	WNCT-FM	WRNS-FM

Teens

M-S, 6am-Midnight

POP(00): 332

	A/M '78	A/M '79
1	WSFL-FM	WQDW-FM
2	WRNB-AF	WSFL-FM
3	WQDW-FM	WITN-FM
4	WITN-FM	WRBK-FM
5	WHIT-AM	WOOW-AM

M-F, 6-10am

1	WSFL-FM	WQDW-FM
2	WRNB-AF	WSFL-FM
3	WHIT-AM	WITN-FM
4	WOOW-AM	WRBK-FM
5	WQDW-FM	WRQR-FM

M-F, 3-7pm

1	WRNB-AF	WQDW-FM
2	WSFL-FM	WSFL-FM
3	WHIT-AM	WITN-FM
4	WITN-FM	WRBK-FM
5	WQDW-FM	WOOW-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 841

	A/M '78	A/M '79
1	WITN-FM	WSFL-FM
2	WQDW-FM	WITN-FM
3	WSFL-FM	WQDW-FM
4	WOOW-AM	WRBK-FM
5	WHIT-AM	WRAL-FM

M-F, 6-10am

1	WITN-FM	WSFL-FM
2	WQDW-FM	WITN-FM
3	WSFL-FM	WQDW-FM
4	WOOW-AM	WRAL-FM
5	WHIT-AM	WRBK-FM

M-F, 3-7pm

1	WITN-FM	WITN-FM
2	WQDW-FM	WSFL-FM
3	WSFL-FM	WQDW-FM
4	WOOW-AM	WRBK-FM
5	WRQR-FM	WHIT-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 846

	A/M '78	A/M '79
1	WQDW-FM	WSFL-FM
2	WITN-FM	WITN-FM
3	WNCT-FM	WRNS-FM
4	WRNS-FM	WQDW-FM
5	WHIT-AM	WNCT-FM

M-F, 6-10am

1	WRNS-FM	WSFL-FM
2	WITN-FM	WRNS-FM
3	WQDW-FM	WITN-FM
4	WOOW-AM	WRAL-FM
5	WHIT-AM	WNCT-FM

M-F, 3-7pm

1	WQDW-FM	WSFL-FM
2	WITN-FM	WITN-FM
3	WRNS-FM	WRNS-FM
4	WNCT-FM	WQDW-FM
5	WKTC-FM	WNCT-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2242

	A/M '78		A/M '79	
1	WITN-FM	585	WSFL-FM	607
2	WSFL-FM	553	WITN-FM	585
3	WRNB-AF	358	WQDW-FM	437
4	WQDW-FM	344	WNCT-AF	362
5	WNCT-FM	343	WRNS-FM	301

M-F, 6-10am

1	WITN-FM	WSFL-FM
2	WSFL-FM	WITN-FM
3	WRNS-FM	WQDW-FM
4	WQDW-FM	WRNS-FM
5	WOOW-AM	WNCT-AF

M-F, 3-7pm

1	WITN-FM	WSFL-FM
2	WSFL-FM	WQDW-FM
3	WQDW-FM	WITN-FM
4	WRNB-AF	WNCT-AF
5	WNCT-FM	WRBK-FM

Teens

M-S, 6am-Midnight

POP(00): 332

	A/M '78	A/M '79
1	WSFL-FM	WSFL-FM
2	WQDW-FM	WQDW-FM
3	WITN-FM	WITN-FM
4	WRNB-AF	WRBK-FM
5	WHIT-AM	WOOW-AM

M-F, 6-10am

1	WSFL-FM	WSFL-FM
2	WQDW-FM	WQDW-FM
3	WRNB-AF	WITN-FM
4	WHIT-AM	WRBK-FM
5	WITN-FM	WRAL-FM

M-F, 3-7pm

1	WSFL-FM	WQDW-FM
2	WRNB-AF	WSFL-FM
3	WITN-FM	WITN-FM
4	WQDW-FM	WRBK-FM
5	WHIT-AM	WOOW-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 841

	A/M '78	A/M '79
1	WITN-FM	WSFL-FM
2	WSFL-FM	WITN-FM
3	WRQR-FM	WRBK-FM
4	WQDW-FM	WQDW-FM
5	WOOW-AM	WRQR-FM

M-F, 6-10am

1	WITN-FM	WSFL-FM
2	WSFL-FM	WITN-FM
3	WOOW-AM	WQDW-FM
4	WQDW-FM	WRBK-FM
5	WRNB-AF	WRQR-FM

M-F, 3-7pm

1	WITN-FM	WSFL-FM
2	WSFL-FM	WITN-FM
3	WQDW-FM	WQDW-FM
4	WOOW-AM	WRBK-FM
5	WRNB-AF	WRAL-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 846

	A/M '78	A/M '79
1	WSFL-FM	WSFL-FM
2	WITN-FM	WITN-FM
3	WNCT-FM	WRNS-FM
4	WRNS-FM	WNCT-AF
5	WRNB-AF	WQDW-FM

M-F, 6-10am

1	WITN-FM	WSFL-FM
2	WRNS-FM	WRNS-FM
3	WNCT-FM	WITN-FM
4	WQDW-FM	WQDW-FM
5	WSFL-FM	WNCT-AF

M-F, 3-7pm

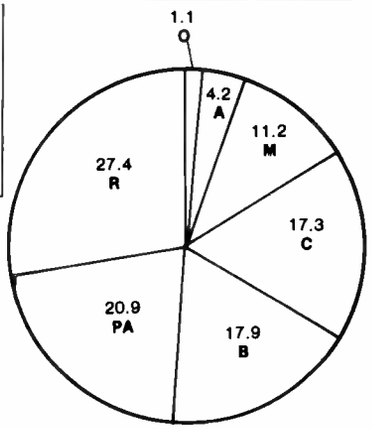
1	WSFL-FM	WSFL-FM
2	WITN-FM	WITN-FM
3	WNCT-FM	WRNS-FM
4	WRNS-FM	WQDW-FM
5	WQDW-FM	WNCT-AF

Format Legend

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

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



One More Reason Why

Radio&Records

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TOTAL FORMAT COVERAGE

Radio & Records features separate editorial sections for each of radio's music formats: Top 40, AOR, Beautiful Music, Black Radio, Country, Dancemusic, and Pop/Adult. Staffed by editors with longtime radio experience in their formats, the sections combine complete music information with analysis of programming trends, useful information, and pictorial coverage.

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Greenville-Spartanburg, SC

METRO RANK **65**

A/M '79 Market Overview

The story in the Greenville metro for many years has been the leadership of P/A stations **WFBC-AM & FM.** Partially simulcast, the stations usually have a 12+ share between them of about 20, and this last book in Greenville is no exception. Although down slightly from the A/M '78 report, WFBC-AM-FM is still #1 among adults 25-49, with more than a 26 share. The comers in this survey were Country-formatted stations **WESC-AM & FM.** WESC advanced from a combined share in the high 9 range to a 12+ share in the mid-13 range for the A/M '79 sweep. The stations spent double last year's amount on outside advertising, with emphasis on TV and heavy billboard concentration. There was no on-air promotion on the partially simulcast properties, but there was a shift in the music mix aimed at airing more female artists. The new ratio of male to female artists may have had something to do with the WESC's rise among women, especially in the midday and afternoon dayparts.

The Beautiful Music leader in the Greenville metro, **WSPA-FM,** saw its numbers slide for the second consecutive report. Losses were most noticeable among men in the midday and afternoon drive dayparts. WSPA-FM has now slipped behind several other stations in appeal to the target older male demos, but WSPA-FM still is maintaining the loyalty of its female listeners.

WORD, the Top 40 pacesetter in the Greenville metro, saw its numbers erode slightly in the A/M '79 survey. There appears to be a new audience mix listening to WORD, because in the last two surveys its male numbers have increased, while WORD young female numbers have decreased. Specifically, in the dayparts where the men ratings have gone up (midday and PM drive), the women's ratings have been dropping.

The Black stations in the market saw an improvement in their shares. **WHYZ** rose from a low 4 share to a mid-6 number overall, while **WASC** went from a 3 share to a mid-4. Much of the advance made by the stations can be attributed to a much better showing among teens.

A new AOR entry in the market, **WAIM,** debuted with a 2.8 share, perhaps influenced somewhat by the fact that it ran on-air diary announcements during the sweep. **Arbitron** "stickered" WAIM for this practice.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 4442

	A/M '77		A/M '78		A/M '79	
1	WFBC-FM	18.8	WFBC-AF	23.2	WFBC-AF(PA)	21.8
2	WSPA-FM	14.4	WSPA-FM	12.2	WESC-AF(C)	13.6
3	WFBC-AM	12.2	WORD-AM	10.3	WSPA-FM(BM)	10.3
4	WORD-AM	10.3	WQOK-AM	10.2	WORD-AM(R)	9.2
5	WESC-AM	8.6	WESC-AF	9.7	WHYZ-AM(B)	6.6
6	WHYZ-AM	7.9	WSPA-AM	8.5	WQOK-AM(R)	6.4
7	WQOK-AM	7.4	WGXL-FM	5.5	WGXL-FM(PA)	6.4
8	WSPA-AM	5.5	WHYZ-AM	4.3	WSPA-AM(PA)	4.9
9	WASC-AM	4.5	WASC-AM	3.0	WASC-AM(B)	4.6
10	WESC-FM	3.6	WKDY-AM	2.3	WAIM-FM(A)	2.8
11	WKDY-AM	1.5	WELP-AM	1.9	WANS-FM(R)	2.4
12	WCKI-AM	1.3	WMUU-AF	1.6	WMUU-AF(CL)	1.5
13	WLOS-FM	0.9	WANS-FM	1.4	WLOS-FM(BM)	1.2
14	WANS-FM	0.9	WLOS-FM	1.0	WKDY-AM(C)	1.0
15	WELP-AM	0.9	WMRB-AM	0.7	WELP-AM(RL)	1.0
16	WMRB-AM	0.6	WFQX-FM	0.5	WKIT-FM(C)	1.0
17	WAGI-FM	0.4			WEAB-AM(C)	1.0
18	WBBR-AM	0.4			WROQ-FM(PA)	0.9
19	WFBC-AF	0.0			WMRB-AM(BM)	0.9
20	WESC-AF	0.0			WAGI-FM(C)	0.7
21					WCKI-AM(RL)	0.6

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4442

	A/M '77		A/M '78		A/M '79	
1	WFBC-FM	129	WFBC-AF	169	WFBC-AF	146
2	WSPA-FM	99	WSPA-FM	89	WESC-AF	91
3	WFBC-AM	84	WORD-AM	75	WSPA-FM	69
4	WORD-AM	71	WQOK-AM	74	WORD-AM	62
5	WESC-AM	59	WESC-AF	71	WHYZ-AM	44

M-F, 6-10am

1	WFBC-AF	WFBC-AF	WFBC-AF
2	WFBC-FM	WSPA-AM	WESC-AF
3	WFBC-AM	WGXL-FM	WGXL-FM
4	WORD-AM	WORD-AM	WORD-AM
5	WSPA-FM	WSPA-FM	WSPA-FM

M-F, 3-7pm

1	WFBC-FM	WFBC-AF	WFBC-AF
2	WSPA-FM	WSPA-FM	WESC-AF
3	WFBC-AM	WQOK-AM	WORD-AM
4	WORD-AM	WORD-AM	WSPA-FM
5	WESC-AF	WESC-AF	WQOK-AM

Teens
M-S, 6am-Midnight
POP(00): 572

	A/M '77	A/M '78	A/M '79
1	WQOK-AM	WQOK-AM	WQOK-AM
2	WORD-AM	WORD-AM	WFBC-AF
3	WFBC-AM	WFBC-AF	WHYZ-AM
4	WHYZ-AM	WHYZ-AM	WORD-AM
5	WFBC-FM	WASC-AM	WANS-FM

M-F, 6-10am

1	WFBC-AF	WQOK-AM	WFBC-AF
2	WFBC-AM	WORD-AM	WQOK-AM
3	WFBC-FM	WFBC-AF	WHYZ-AM
4	WORD-AM	WSPA-AM	WORD-AM
5	WQOK-AM	WHYZ-AM	WANS-FM

M-F, 3-7pm

1	WQOK-AM	WQOK-AM	WQOK-AM
2	WORD-AM	WORD-AM	WHYZ-AM
3	WFBC-AM	WFBC-AF	WORD-AM
4	WHYZ-AM	WASC-AM	WFBC-AF
5	WESC-AF	WHYZ-AM	WANS-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1657

	A/M '77	A/M '78	A/M '79
1	WFBC-FM	WFBC-AF	WFBC-AF
2	WORD-AM	WORD-AM	WORD-AM
3	WHYZ-AM	WQOK-AM	WESC-AF
4	WASC-AM	WESC-AF	WQOK-AM
5	WFBC-AM	WHYZ-AM	WSPA-AM

M-F, 6-10am

1	WFBC-AF	WFBC-AF	WFBC-AF
2	WFBC-FM	WORD-AM	WORD-AM
3	WORD-AM	WQOK-AM	WESC-AF
4	WFBC-AM	WESC-AF	WSPA-AM
5	WESC-AF	WSPA-FM	WQOK-AM

M-F, 3-7pm

1	WFBC-FM	WFBC-AF	WFBC-AF
2	WORD-AM	WORD-AM	WORD-AM
3	WHYZ-AM	WQOK-AM	WESC-AF
4	WESC-AF	WSPA-FM	WQOK-AM
5	WASC-AM	WESC-AF	WHYZ-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1859

	A/M '77	A/M '78	A/M '79
1	WFBC-FM	WFBC-AF	WFBC-AF
2	WSPA-FM	WESC-AF	WESC-AF
3	WORD-AM	WSPA-FM	WSPA-FM
4	WESC-AM	WORD-AM	WGXL-FM
5	WFBC-AM	WQOK-AM	WORD-AM

M-F, 6-10am

1	WFBC-AF	WFBC-AF	WFBC-AF
2	WFBC-FM	WESC-AF	WESC-AF
3	WORD-AM	WGXL-FM	WORD-AM
4	WFBC-AM	WORD-AM	WGXL-FM
5	WESC-AF	WSPA-AM	WSPA-AM

M-F, 3-7pm

1	WFBC-FM	WFBC-AF	WFBC-AF
2	WSPA-FM	WESC-AF	WESC-AF
3	WESC-AF	WSPA-FM	WSPA-FM
4	WESC-AM	WQOK-AM	WORD-AM
5	WORD-AM	WORD-AM	WGXL-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4442

	A/M '77		A/M '78		A/M '79	
1	WFBC-FM	1497	WFBC-FM	1215	WFBC-FM	1271
2	WFBC-AM	1336	WFBC-AM	1097	WORD-AM	900
3	WSPA-FM	910	WQOK-AM	988	WSPA-FM	813
4	WQOK-AM	882	WORD-AM	905	WQOK-AM	806
5	WORD-AM	819	WSPA-FM	882	WFBC-AM	787

M-F, 6-10am

1	WFBC-AF	WFBC-FM	WFBC-FM
2	WFBC-FM	WFBC-AM	WORD-AM
3	WFBC-AM	WQOK-AM	WFBC-AM
4	WORD-AM	WSPA-AM	WGXL-FM
5	WESC-AF	WORD-AM	WSPA-FM

M-F, 3-7pm

1	WFBC-FM	WQOK-AM	WFBC-FM
2	WFBC-AM	WFBC-FM	WORD-AM
3	WORD-AM	WSPA-FM	WQOK-AM
4	WQOK-AM	WORD-AM	WSPA-FM
5	WSPA-FM	WFBC-AM	WESC-FM

Teens
M-S, 6am-Midnight
POP(00): 572

	A/M '77	A/M '78	A/M '79
1	WQOK-AM	WQOK-AM	WQOK-AM
2	WFBC-AM	WORD-AM	WFBC-FM
3	WFBC-FM	WFBC-FM	WFBC-AM
4	WORD-AM	WFBC-AM	WORD-AM
5	WHYZ-AM	WGXL-FM	WANS-FM

M-F, 6-10am

1	WFBC-AF	WQOK-AM	WQOK-AM
2	WFBC-AM	WORD-AM	WFBC-FM
3	WFBC-FM	WFBC-AM	WORD-AM
4	WORD-AM	WFBC-AM	WFBC-AM
5	WQOK-AM	WGXL-FM	WHYZ-AM

M-F, 3-7pm

1	WQOK-AM	WQOK-AM	WQOK-AM
2	WORD-AM	WORD-AM	WORD-AM
3	WFBC-AM	WFBC-AM	WHYZ-AM
4	WHYZ-AM	WFBC-FM	WFBC-FM
5	WFBC-FM	WSPA-AM	WASC-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1657

	A/M '77	A/M '78	A/M '79
1	WFBC-FM	WFBC-FM	WFBC-FM
2	WORD-AM	WQOK-AM	WORD-AM
3	WFBC-AM	WFBC-AM	WQOK-AM
4	WQOK-AM	WORD-AM	WSPA-AM
5	WESC-AM	WSPA-AM	WFBC-AM

M-F, 6-10am

1	WFBC-AF	WFBC-FM	WFBC-FM
2	WFBC-FM	WQOK-AM	WORD-AM
3	WORD-AM	WFBC-AM	WQOK-AM
4	WFBC-AM	WORD-AM	WESC-FM
5	WQOK-AM	WSPA-AM	WSPA-AM

M-F, 3-7pm

1	WFBC-FM	WFBC-FM	WFBC-FM
2	WORD-AM	WQOK-AM	WORD-AM
3	WFBC-AM	WORD-AM	WQOK-AM
4	WQOK-AM	WFBC-AM	WESC-FM
5	WESC-AF	WASC-AM	WSPA-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1859

	A/M '77		A/M '78		A/M '79	
1	WFBC-FM	565	WFBC-FM	634	WFBC-FM	708
2	WFBC-AM	442	WFBC-AM	495	WESC-FM	413
3	WSPA-FM	436	WQOK-AM	372	WORD-AM	399
4	WESC-AM	338	WORD-AM	329	WGXL-FM	365
5	WORD-AM	321	WSPA-FM	305	WSPA-FM	336

M-F, 6-10am

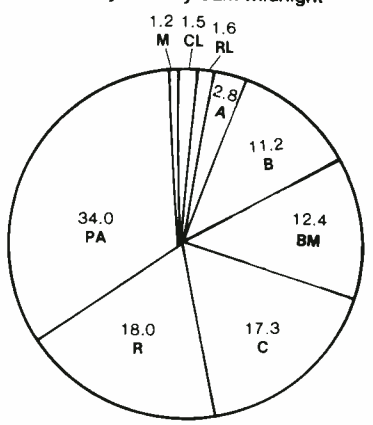
1	WFBC-AF	WFBC-FM	WFBC-FM
2	WFBC-FM	WFBC-AM	WORD-AM
3	WFBC-AM	WQOK-AM	WESC-FM
4	WESC-AF	WORD-AM	WGXL-FM
5	WSPA-FM	WSPA-AM	WFBC-AM

M-F, 3-7pm

1	WFBC-FM	WFBC-FM	WFBC-FM
2	WSPA-FM	WQOK-AM	WESC-FM
3	WESC-AF	WORD-AM	WORD-AM
4	WORD-AM	WFBC-AM	WSPA-FM
5	WFBC-AM	WSPA-FM	WGXL-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Harrisburg

METRO RANK 77

A/M '79 Market Overview

It seems that the A/M '79 survey in the Harrisburg area may not have been your typical ratings sweep, but more in the "act of God" category. As you'll remember, the nation's attention was focused on adjacent Three Mile Island and the nuclear mishap there which struck just before the survey began. Although some Harrisburg stations wanted Arbitron to postpone or cancel the Spring sweep, the survey was done even though listening habits may have been atypical owing to people still fearing for their lives.

The possible beneficiary of the need for news and information on the Three Mile Island incident may have been the P/A leader in Harrisburg, **WHP.** The station saw its 12+ share go up by more than three points to almost a 19 share, with dominance in the morning drive segment with a fantastic 33% share of the metro audience. WHP's full-service format was evidently relied upon heavily by the populace during the crisis. It also is interesting to note that reportedly the Dauphin County (Harrisburg) Civil Defense units were passing out pamphlets which stated "Please tune your radio to WHP, Dauphin County's only Emergency Broadcast station."

Another traditional leader in the market is **WHP-FM,** which has been programming Beautiful Music since 1976. WHP-FM rose to more than a 14 share overall in the metro, and is number two in adults 25-49 with a 16 share, second only to its AM counterpart. Although WHP-FM did no significant outside promotion, its programming did shift from **TM** to **Schulke** prior to the sweep. The new Schulke sound may have boosted listener loyalty to account for the share increase.

Top 40 leaders **WKBO** and **WSFM** saw their numbers decline in this report. Besides their obvious preoccupation with staying alive (not the **Bee Gees** variety), these stations' audiences may have trickled away to competitors. WKBO is on the AM dial and has seen its audience erode over the last two books. At first WSFM caused WKBO some problems, and now it may be that other FM rockers such as **WQXA** and **WQVE** are also beginning to have an effect. WSFM may find that the diffusion of the FM youth audience is hurting its cause also. At the moment, the adults 18-34 picture is evenly split between WKBO and WSFM, each with approximately a 16 share of this target demo, but the next sweep in Harrisburg will give a more reliable picture of what's happening on the Top 40 scene.

Another station to figure into the youthful audience equation is **WRHY** an underpowered AOR located in Starview. WRHY earns a four share overall, but is becoming a major factor, already number two in appeal to men 18-34.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 3661

	A/M '77		A/M '78		A/M '79	
1	WHP -AM	17.6	WHP -AM	15.5	WHP -AM(PA)	18.9
2	WKBO-AM	17.1	WKBO-AM	13.8	WHP -FM(BB)	14.2
3	WHP -FM	11.5	WHP -FM	12.8	WKBO-AM(R)	9.9
4	WCMB-AM	7.0	WSFM-FM	11.3	WSFM-FM(R)	8.8
5	WSFM-FM	6.5	WRHY-FM	4.4	WQXA-FM(PA)	5.7
6	WFEC-AM	5.1	WTPA-FM	4.0	WHYL-FM(R)	4.8
7	WQIN-AM	3.8	WQXA-FM	3.7	WRHY-FM(A)	4.2
8	WHYL-AM	3.8	WFEC-AM	3.7	WTPA-FM(BB)	4.1
9	WQXA-FM	3.7	WSBA-FM	3.2	WCMB-AM(PA)	3.5
10	WSBA-FM	3.7	WHYL-AM	3.0	WHYL-AM(R)	2.1
11	WHYL-FM	3.5	WYCR-FM	2.7	WQIN-AM(C)	2.1
12	WTPA-FM	1.4	WHYL-FM	2.7	WQVE-FM(R)	1.9
13	WDAC-FM	1.4	WCMB-AM	2.5	WSBA-FM(BB)	1.8
14	WYCR-FM	1.4	WIOO-AM	2.4	WDAC-FM(RL)	1.4
15	WIOO-AM	1.0	WQIN-AM	1.9	WFEC-AM(C)	1.2
16	WGCB-FM	0.9	WDAC-FM	1.0	WNCE-FM(BB)	1.2
17	WRHY-FM	0.9	WIOV-FM	1.0	WQKX-FM(R)	1.1
18	KYW -AM	0.5	WGCB-FM	0.8	WYCR-FM(R)	0.9
19	WLBR-AM	0.5	WSBA-AM	0.5	WSBA-AM(PA)	0.9
20	WIOV-FM	0.3	WNCE-FM	0.3	WGCB-FM(RL)	0.9

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3661

	A/M '77	A/M '78	A/M '79
1	WHP -AM	WHP -AM	WHP -AM
2	WKBO-AM	WKBO-AM	WHP -FM
3	WHP -FM	WHP -FM	WKBO-AM
4	WCMB-AM	WSFM-FM	WSFM-FM
5	WSFM-FM	WRHY-FM	WQXA-FM
M-F, 6-10am			
1	WHP -AM	WHP -AM	WHP -AM
2	WKBO-AM	WKBO-AM	WKBO-AM
3	WCMB-AM	WSFM-FM	WHP -FM
4	WHP -FM	WHP -FM	WSFM-FM
5	WSFM-FM	WCMB-AM	WQXA-FM
M-F, 3-7pm			
1	WKBO-AM	WKBO-AM	WHP -AM
2	WHP -AM	WHP -FM	WHP -FM
3	WHP -FM	WSFM-FM	WSFM-FM
4	WCMB-AM	WHP -AM	WKBO-AM
5	WSFM-FM	WTPA-FM	WQXA-FM

Teens
M-S, 6am-Midnight
POP(00): 466

	A/M '77	A/M '78	A/M '79
1	WKBO-AM	WSFM-FM	WKBO-AM
2	WSFM-FM	WKBO-AM	WQXA-FM
3	WQXA-FM	WQXA-FM	WSFM-FM
4	WYCR-FM	WYCR-FM	WRHY-FM
5	WHYL-AM	WRHY-FM	WQVE-FM
M-F, 6-10am			
1	WKBO-AM	WKBO-AM	WKBO-AM
2	WQXA-FM	WSFM-FM	WQXA-FM
3	WSFM-FM	WQXA-FM	WSFM-FM
4	WCMB-AM	WYCR-FM	WHP -AM
5	WHP -AM	WHP -AM	WQVE-FM
M-F, 3-7pm			
1	WKBO-AM	WSFM-FM	WQXA-FM
2	WQXA-FM	WKBO-AM	WSFM-FM
3	WSFM-FM	WQXA-FM	WKBO-AM
4	WYCR-FM	WRHY-FM	WQVE-FM
5	WFEC-AM	WYCR-FM	WRHY-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1218

	A/M '77	A/M '78	A/M '79
1	WKBO-AM	WKBO-AM	WSFM-FM
2	WSFM-FM	WSFM-FM	WKBO-AM
3	WFEC-AM	WRHY-FM	WRHY-FM
4	WHP -AM	WQXA-FM	WQXA-FM
5	WCMB-AM	WHP -FM	WHP -FM
M-F, 6-10am			
1	WKBO-AM	WKBO-AM	WKBO-AM
2	WHP -AM	WSFM-FM	WSFM-FM
3	WSFM-FM	WRHY-FM	WQXA-FM
4	WFEC-AM	WHP -AM	WHP -AM
5	WQXA-FM	WCMB-AM	WHYL-AM
M-F, 3-7pm			
1	WKBO-AM	WKBO-AM	WSFM-FM
2	WSFM-FM	WSFM-FM	WKBO-AM
3	WFEC-AM	WRHY-FM	WRHY-FM
4	WCMB-AM	WQXA-FM	WQXA-FM
5	WQXA-FM	WHP -FM	WHP -AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1411

	A/M '77	A/M '78	A/M '79
1	WHP -AM	WKBO-AM	WHP -AM
2	WKBO-AM	WHP -AM	WHP -FM
3	WHP -FM	WHP -FM	WSFM-FM
4	WCMB-AM	WSFM-FM	WKBO-AM
5	WFEC-AM	WFEC-AM	WHYL-FM
M-F, 6-10am			
1	WHP -AM	WHP -AM	WHP -AM
2	WKBO-AM	WKBO-AM	WKBO-AM
3	WCMB-AM	WHP -FM	WHP -FM
4	WHP -FM	WSFM-FM	WSFM-FM
5	WFEC-AM	WSBA-FM	WCMB-AM
M-F, 3-7pm			
1	WHP -AM	WKBO-AM	WHP -AM
2	WKBO-AM	WHP -FM	WHP -FM
3	WHP -FM	WHP -AM	WSFM-FM
4	WFEC-AM	WSFM-FM	WKBO-AM
5	WCMB-AM	WFEC-AM	WHYL-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight

	A/M '77		A/M '78		A/M '79	
1	WKBO-AM	1346	WHP -AM	1353	WHP -AM	1446
2	WHP -AM	1138	WKBO-AM	1185	WHP -FM	952
3	WHP -FM	756	WHP -FM	953	WKBO-AM	905
4	WSFM-FM	646	WSFM-FM	892	WSFM-FM	768
5	WCMB-AM	582	WQXA-FM	512	WQXA-FM	559
M-F, 6-10am						
1	WHP -AM		WHP -AM		WHP -AM	
2	WKBO-AM		WKBO-AM		WKBO-AM	
3	WHP -FM		WSFM-FM		WHP -FM	
4	WCMB-AM		WHP -FM		WSFM-FM	
5	WSFM-FM		WCMB-AM		WQXA-FM	
M-F, 3-7pm						
1	WKBO-AM		WKBO-AM		WHP -AM	
2	WHP -AM		WHP -AM		WKBO-AM	
3	WHP -FM		WSFM-FM		WHP -FM	
4	WSFM-FM		WHP -FM		WSFM-FM	
5	WCMB-AM		WQXA-FM		WQXA-FM	

Teens
M-S, 6am-Midnight

	A/M '77	A/M '78	A/M '79
1	WKBO-AM	WKBO-AM	WSFM-FM
2	WSFM-FM	WSFM-FM	WKBO-AM
3	WQXA-FM	WQXA-FM	WQXA-FM
4	WYCR-FM	WYCR-FM	WHP -AM
5	WFEC-AM	WRHY-FM	WQVE-FM
M-F, 6-10am			
1	WKBO-AM	WKBO-AM	WKBO-AM
2	WQXA-FM	WSFM-FM	WQXA-FM
3	WSFM-FM	WQXA-FM	WSFM-FM
4	WCMB-AM	WHP -AM	WQVE-FM
5	WHP -AM	WYCR-FM	WHP -AM
M-F, 3-7pm			
1	WKBO-AM	WSFM-FM	WQXA-FM
2	WSFM-FM	WKBO-AM	WSFM-FM
3	WQXA-FM	WQXA-FM	WKBO-AM
4	WYCR-FM	WYCR-FM	WQVE-FM
5	WFEC-AM	WRHY-FM	WRHY-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1218

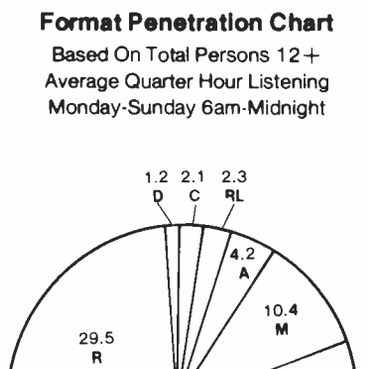
	A/M '77	A/M '78	A/M '79
1	WKBO-AM	WKBO-AM	WKBO-AM
2	WSFM-FM	WSFM-FM	WSFM-FM
3	WCMB-AM	WQXA-FM	WQXA-FM
4	WQXA-FM	WHP -AM	WHP -AM
5	WFEC-AM	WRHY-FM	WRHY-FM
M-F, 6-10am			
1	WKBO-AM	WKBO-AM	WKBO-AM
2	WSFM-FM	WSFM-FM	WSFM-FM
3	WHP -AM	WHP -AM	WHP -AM
4	WFEC-AM	WRHY-FM	WHYL-AM
5	WQXA-FM	WCMB-AM	WQXA-FM
M-F, 3-7pm			
1	WKBO-AM	WKBO-AM	WSFM-FM
2	WSFM-FM	WSFM-FM	WKBO-AM
3	WQXA-FM	WQXA-FM	WHP -AM
4	WFEC-AM	WFEC-AM	WRHY-FM
5	WCMB-AM	WRHY-FM	WQXA-FM

Adults 25-49
M-S, 6am-Midnight

	A/M '77	A/M '78	A/M '79
1	WKBO-AM	WHP -AM	WHP -AM
2	WHP -AM	WKBO-AM	WHP -FM
3	WHP -FM	WHP -FM	WKBO-AM
4	WCMB-AM	WSFM-FM	WSFM-FM
5	WSFM-FM	WFEC-AM	WQXA-FM
M-F, 6-10am			
1	WHP -AM	WHP -AM	WHP -AM
2	WKBO-AM	WKBO-AM	WKBO-AM
3	WHP -FM	WHP -FM	WHP -FM
4	WCMB-AM	WSFM-FM	WSFM-FM
5	WFEC-AM	WFEC-AM	WCMB-AM
M-F, 3-7pm			
1	WHP -AM	WKBO-AM	WHP -AM
2	WKBO-AM	WHP -AM	WHP -FM
3	WHP -FM	WHP -FM	WKBO-AM
4	WFEC-AM	WSFM-FM	WSFM-FM
5	WCMB-AM	WFEC-AM	WHYL-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

• Hartford-New Britain

METRO RANK **42**

A/M '79 Market Overview

From our "the rich get richer" department, **WTIC** records possibly its best book ever, with an overall 12+ share over 28. This P/A giant has a fantastic 46 share in morning drive! Its full-service image is tied to outside advertising featuring TV and newspaper.

After looking at WTIC's shares, every other station in the market comes back to earth with reasonable estimates. Second in the metro, for example, is Beautiful Music **WRCH,** which holds a nice healthy eight share of the total metro audience. WRCH saw some eroding of its adult audience in most major dayparts, although women did pick up in the evening (so to speak). Among the Top 40 stations, **WDRC** lost some numbers while **WTIC-FM** gained. WDRC's losses were heaviest among women and teens. WDRC did some outside promotion consisting mainly of billboards, no TV. Its commercial load was 12 minutes per hour. That commercial load may have been one of the reasons some of the younger listeners switched to WTIC-FM, since that station ran only seven minutes per hour. No outside advertising, but the station was constantly giving away LPs, T-shirts and cash to phone-in winners.

Another station that picked up some teen audience was AOR entry **WHCN.** Although its numbers among the target men 18-34 demo declined, this "Superstars"-formatted property advanced well in teens, in some dayparts doubling its former O/N '78 numbers in this category.

One of the stronger Black stations around, **WKND,** suffered a downslide in this report. The most likely explanation for the decrease in WKND's numbers in the Spring book is that until recently the station was without a PD. **James Jack,** the former PD, was hired as a consultant, but he was spending his time in diverse areas of the station's operation. As a result, WKND's sound may have suffered due to lack of attention. Diary return was not the best in this sweep. 18-34 return was down more than any other key demo and this may have affected the above stores.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 6893

	A/M '78		O/N '78		A/M '79	
1	WTIC-AM	25.7	WTIC-AM	23.1	WTIC-AM(PA)	28.4
2	WDRC-AM	9.5	WRCH-FM	8.6	WRCH-FM(BM)	8.2
3	WRCH-FM	7.9	WKSS-FM	8.0	WKSS-FM(BM)	6.8
4	WTIC-FM	7.3	WDRC-AM	7.9	WTIC-FM(R)	6.3
5	WKSS-FM	6.6	WTIC-FM	5.8	WDRC-AM(R)	5.0
6	WWYZ-FM	6.0	WWYZ-FM	4.6	WWYZ-FM(A)	4.5
7	WRCQ-AM	4.6	WPOP-AM	4.3	WPOP-AM(N)	3.9
8	WCCC-FM	4.2	WDRC-FM	4.2	WHCN-FM(A)	3.9
9	WPOP-AM	4.0	WRCQ-AM	3.6	WRCQ-AM(PA)	3.6
10	WKND-AM	3.4	WKND-AM	3.5	WDRC-FM(A)	3.4
11	WDRC-FM	3.1	WHCN-FM	3.3	WCCC-FM(A)	3.2
12	WHCN-FM	3.0	WCCC-FM	2.9	WAQY-FM(R)	2.6
13	WAQY-FM	1.9	WAQY-FM	2.0	WKND-AM(B)	2.5
14	WINF-AM	1.2	WIOF-FM	1.8	WIOF-FM(A)	2.0
15	WIOF-FM	1.2	WMLB-AM	1.6	WINF-AM(PA)	1.4
16	WPLR-FM	0.8	WPLR-FM	1.4	WPLR-FM(A)	1.4
17	WHYN-FM	0.6	WCCC-AM	1.2	WMAS-FM(PA)	1.3
18	WCCC-AM	0.6	WINF-AM	1.0	WMLB-AM(RL)	1.2
19	WHYN-AM	0.4	WHYN-AM	0.8	WCCC-AM(A)	0.7
20	WNBC-AM	0.4	WHYN-FM	0.7	WCBS-AM(N)	0.5
21			WRYM-AM	0.7	WHYN-FM(M)	0.4
22			WACE-AM	0.7	WKCI-FM(M)	0.3
23			WNTY-AM	0.7		
24			WCBS-AM	0.3		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6893

	A/M '78		O/N '78		A/M '79	
1	WTIC-AM	305	WTIC-AM	283	WTIC-AM	344
2	WDRC-AM	113	WRCH-FM	105	WRCH-FM	99
3	WRCH-FM	94	WKSS-FM	98	WKSS-FM	83
4	WTIC-FM	87	WDRC-AM	96	WTIC-FM	76
5	WKSS-FM	78	WTIC-FM	71	WDRC-AM	61

M-F, 6-10am

1	WTIC-AM	WTIC-AM	WTIC-AM
2	WDRC-AM	WDRC-AM	WDRC-AM
3	WTIC-FM	WRCH-FM	WTIC-FM
4	WRCQ-AM	WKSS-FM	WRCH-FM
5	WWYZ-FM	WWYZ-FM	WPOP-AM

M-F, 3-7pm

1	WTIC-AM	WTIC-AM	WTIC-AM
2	WTIC-FM	WRCH-FM	WKSS-FM
3	WKSS-FM	WKSS-FM	WRCH-FM
4	WDRC-AM	WTIC-FM	WTIC-FM
5	WWYZ-FM	WDRC-AM	WDRC-AM

Teens
M-S, 6am-Midnight
POP(00): 899

	A/M '78	O/N '78	A/M '79
1	WTIC-FM	WTIC-FM	WTIC-FM
2	WDRC-AM	WDRC-AM	WHCN-FM
3	WHCN-FM	WHCN-FM	WCCC-FM
4	WAQY-FM	WAQY-FM	WAQY-FM
5	WTIC-AM	WTIC-AM	WTIC-AM

M-F, 6-10am

1	WTIC-FM	WTIC-AM	WTIC-FM
2	WDRC-AM	WDRC-AM	WHCN-FM
3	WTIC-AM	WTIC-FM	WTIC-AM
4	WHCN-FM	WHCN-FM	WDRC-AM
5	WKND-AM	WAQY-FM	WCCC-FM

M-F, 3-7pm

1	WTIC-FM	WTIC-AM	WTIC-FM
2	WDRC-AM	WDRC-AM	WHCN-FM
3	WWYZ-FM	WHCN-FM	WCCC-FM
4	WHCN-FM	WAQY-FM	WAQY-FM
5	WAQY-FM	WRCQ-AM	WDRC-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2362

	A/M '78	O/N '78	A/M '79
1	WDRC-AM	WTIC-AM	WTIC-AM
2	WTIC-AM	WDRC-AM	WWYZ-FM
3	WWYZ-FM	WWYZ-FM	WTIC-FM
4	WCCC-FM	WDRC-FM	WRCQ-AM
5	WRCQ-AM	WTIC-FM	WDRC-FM

M-F, 6-10am

1	WDRC-AM	WTIC-AM	WTIC-AM
2	WTIC-AM	WDRC-AM	WDRC-AM
3	WRCQ-AM	WWYZ-FM	WWYZ-FM
4	WWYZ-FM	WCCC-FM	WRCQ-AM
5	WCCC-FM	WKND-AM	WDRC-FM

M-F, 3-7pm

1	WWYZ-FM	WWYZ-FM	WTIC-AM
2	WTIC-AM	WDRC-FM	WWYZ-FM
3	WDRC-AM	WTIC-FM	WTIC-FM
4	WCCC-FM	WTIC-AM	WDRC-FM
5	WTIC-FM	WDRC-AM	WHCN-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2732

	A/M '78	O/N '78	A/M '79
1	WTIC-AM	WTIC-AM	WTIC-AM
2	WDRC-AM	WDRC-AM	WDRC-AM
3	WKSS-FM	WWYZ-FM	WRCH-FM
4	WWYZ-FM	WRCH-FM	WWYZ-FM
5	WRCH-FM	WKND-AM	WTIC-FM

M-F, 6-10am

1	WTIC-AM	WTIC-AM	WTIC-AM
2	WDRC-AM	WDRC-AM	WDRC-AM
3	WWYZ-FM	WWYZ-FM	WTIC-FM
4	WTIC-FM	WRCH-FM	WPOP-AM
5	WRCQ-AM	WPOP-AM	WWYZ-FM

M-F, 3-7pm

1	WTIC-AM	WTIC-AM	WTIC-AM
2	WKSS-FM	WDRC-AM	WTIC-FM
3	WWYZ-FM	WWYZ-FM	WKSS-FM
4	WDRC-AM	WRCH-FM	WRCH-FM
5	WRCH-FM	WTIC-FM	WDRC-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6893

	A/M '78		O/N '78		A/M '79	
1	WTIC-AM	3447	WTIC-AM	3547	WTIC-AM	3651
2	WDRC-AM	1988	WDRC-AM	1891	WTIC-FM	1481
3	WTIC-FM	1631	WRCH-FM	1366	WDRC-AM	1378
4	WRCH-FM	1249	WTIC-FM	1332	WRCH-FM	1282
5	WKSS-FM	1201	WKSS-FM	1319	WKSS-FM	1242

M-F, 6-10am

1	WTIC-AM	WTIC-AM	WTIC-AM
2	WDRC-AM	WDRC-AM	WDRC-AM
3	WTIC-FM	WTIC-FM	WTIC-FM
4	WRCQ-AM	WRCH-FM	WRCH-FM
5	WPOP-AM	WPOP-AM	WHCN-FM

M-F, 3-7pm

1	WTIC-AM	WTIC-AM	WTIC-AM
2	WDRC-AM	WDRC-AM	WTIC-FM
3	WTIC-FM	WRCH-FM	WRCH-FM
4	WRCH-FM	WTIC-FM	WDRC-AM
5	WKSS-FM	WKSS-FM	WKSS-FM

Teens
M-S, 6am-Midnight
POP(00): 899

	A/M '78	O/N '78	A/M '79
1	WTIC-FM	WTIC-FM	WTIC-FM
2	WDRC-AM	WDRC-AM	WHCN-FM
3	WTIC-AM	WTIC-AM	WDRC-AM
4	WHCN-FM	WDRC-FM	WCCC-FM
5	WAQY-FM	WHCN-FM	WAQY-FM

M-F, 6-10am

1	WTIC-FM	WTIC-AM	WTIC-FM
2	WDRC-AM	WTIC-FM	WHCN-FM
3	WTIC-AM	WDRC-AM	WTIC-AM
4	WHCN-FM	WHCN-FM	WDRC-AM
5	WAQY-FM	WAQY-FM	WCCC-FM

M-F, 3-7pm

1	WTIC-FM	WTIC-FM	WTIC-FM
2	WDRC-AM	WDRC-AM	WHCN-FM
3	WHCN-FM	WHCN-FM	WCCC-FM
4	WAQY-FM	WAQY-FM	WDRC-AM
5	WCCC-FM	WCCC-FM	WAQY-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2362

	A/M '78	O/N '78	A/M '79
1	WDRC-AM	WDRC-AM	WTIC-AM
2	WTIC-AM	WTIC-AM	WDRC-AM
3	WRCQ-AM	WTIC-FM	WTIC-FM
4	WTIC-FM	WCCC-FM	WWYZ-FM
5	WWYZ-FM	WWYZ-FM	WRCQ-AM

M-F, 6-10am

1	WDRC-AM	WTIC-AM	WTIC-AM
2	WRCQ-AM	WDRC-AM	WDRC-AM
3	WTIC-AM	WTIC-FM	WWYZ-FM
4	WDRC-FM	WWYZ-FM	WTIC-FM
5	WWYZ-FM	WDRC-FM	WRCQ-AM

M-F, 3-7pm

1	WDRC-AM	WDRC-AM	WTIC-AM
2	WRCQ-AM	WTIC-AM	WWYZ-FM
3	WWYZ-FM	WTIC-FM	WDRC-AM
4	WTIC-AM	WWYZ-FM	WTIC-FM
5	WTIC-FM	WRCQ-AM	WCCC-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2732

	A/M '78	O/N '78	A/M '79
1	WTIC-AM	WTIC-AM	WTIC-AM
2	WDRC-AM	WDRC-AM	WDRC-AM
3	WKSS-FM	WTIC-FM	WTIC-FM
4	WRCH-FM	WPOP-AM	WRCQ-AM
5	WTIC-FM	WRCH-FM	WRCH-FM

M-F, 6-10am

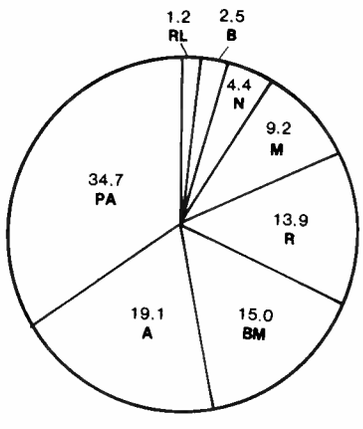
1	WTIC-AM	WTIC-AM	WTIC-AM
2	WDRC-AM	WDRC-AM	WDRC-AM
3	WRCQ-AM	WPOP-AM	WTIC-FM
4	WPOP-AM	WRCQ-AM	WWYZ-FM
5	WWYZ-FM	WTIC-FM	WRCQ-AM

M-F, 3-7pm

1	WTIC-AM	WTIC-AM	WTIC-AM
2	WDRC-AM	WDRC-AM	WDRC-AM
3	WKSS-FM	WTIC-FM	WWYZ-FM
4	WRCQ-AM	WPOP-AM	WTIC-FM
5	WPOP-AM	WRCH-FM	WRCQ-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Honolulu

METRO RANK 51

A/M '79 Market Overview

Strange happenings in Honolulu this survey, with the top three stations all seeing their numbers drop significantly. P/A fixture **KGMB** is still atop the market in terms of overall 12+ share, but the station saw its adults 18-34 numbers slide substantially, with KGMB's 18-34 cume down 35% from the O/N '78 sweep.

Top 40 leader **KORL** saw its ratings go down for the second consecutive survey. Most of KORL's loss was due to defection of teen and women listeners, although the overall share decrease would have been worse had not young men contributed more listening to the station.

One reason for the flux in the market may have been due to diary return problems. The overall metro in-tab went down 15%, to just over 500 usable diaries. Although the 18-34 demos didn't suffer out of proportion in the reduced diary return, fewer diaries always means more possible fluctuation in estimates.

One station that really caught the wave in the last sweep is **KPOI.** Its Oldies format jumped from an overall share of 1.4 to 8.8! KPOI made tremendous gains in women 18-34 and other key demos, and it's possible that KPOI's format is a factor other young adult-oriented stations will have to reckon with.

Other stations with significant movement as reflected in the lastest rating book are Top 40 entries **KKUA** and **KULA,** as well as AOR station **KQMQ.** KKUA appears to be suffering from another case of FM diffusion. KKUA's hardest hit daypart was AM drive, when its male numbers declined by two-thirds. KULA's rise is largely attributable to a substantial increase (200%) in its midday cume and an even larger average persons rise among the key males 18-34 demo.

KQMQ's best book in years came about largely due to jumps in the afternoon drive and evening dayparts, key for the AOR format. For example, in afternoon drive KQMQ's men 18-34 numbers went up almost 300%. Is all this flux in the market "real" or due to poor diary return? We will have to wait for the O/N '79 survey results before that question can be truly answered.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 5949

	A/M '78		O/N '78		A/M '79	
1	KORL-AM	13.7	KGMB-AM	13.9	KGMB-AM(PA)	10.7
2	KGMB-AM	12.3	KORL-AM	12.1	KORL-AM(R)	9.6
3	KKUA-AM	12.2	KKUA-AM	9.7	KPOI-AM(O)	8.8
4	KUMU-AF	8.8	KHVH-AM	8.6	KKUA-AM(R)	7.1
5	KGU -AM	7.5	KGU -AM	7.1	KUMU-FM(BM)	6.6
6	KHVH-AM	6.1	KCCN-AM	6.7	KULA-FM(R)	5.8
7	KIKI-AM	5.2	KUMU-FM	6.3	KGU -AM(PA)	5.4
8	KULA-FM	4.8	KIKI-AM	6.0	KHVH-AM(M)	5.4
9	KHSS-FM	4.7	KOHO-AM	5.1	KQMQ-FM(A)	4.9
10	KAIM-AF	3.9	KULA-FM	4.0	KCCN-AM(M)	4.7
11	KQMQ-FM	3.6	KHSS-FM	3.6	KUMU-AM(BM)	4.5
12	KCCN-AM	3.4	KIOE-AM	3.5	KIKI-AM(D)	4.4
13	KIOE-AM	3.2	KUMU-AM	3.4	KIOE-AM(T)	4.0
14	KPOI-AM	3.0	KQMQ-FM	2.1	KOHO-AM(M)	3.1
15	KOHO-AM	2.4	KPOI-AM	1.4	KISA-AM(M)	2.9
16	KAHU-AM	1.6	KZOO-AM	1.2	KDUK-FM(D)	2.1
17	KZOO-AM	1.4	KAIM-AM	0.9	KZOO-AM(M)	2.0
18			KKAI-FM	0.6	KKAI-FM(BM)	1.9
19			KAHU-AM	0.5	KPIG-FM(D)	1.3
20					KAIM-FM(RL)	0.8
21					KAIM-AM(RL)	0.8

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5949

	A/M '78		O/N '78		A/M '79	
1	KORL-AM	123	KGMB-AM	123	KGMB-AM	97
2	KGMB-AM	111	KORL-AM	107	KORL-AM	87
3	KKUA-AM	110	KKUA-AM	86	KPOI-AM	80
4	KUMU-AF	79	KHVH-AM	76	KKUA-AM	64
5	KGU -AM	68	KGU -AM	63	KUMU-FM	60

M-F, 6-10am

1	KGMB-AM	KGMB-AM	KGMB-AM
2	KORL-AM	KORL-AM	KORL-AM
3	KKUA-AM	KHVH-AM	KPOI-AM
4	KGU -AM	KKUA-AM	KHVH-AM
5	KHVH-AM	KGU -AM	KKUA-AM

M-F, 3-7pm

1	KORL-AM	KORL-AM	KORL-AM
2	KKUA-AM	KGMB-AM	KKUA-AM
3	KUMU-AF	KKUA-AM	KPOI-AM
4	KGMB-AM	KIKI-AM	KGU -AM
5	KGU -AM	KCCN-AM	KGMB-AM

Teens
M-S, 6am-Midnight
POP(00): 783

	A/M '78	O/N '78	A/M '79
1	KORL-AM	KORL-AM	KORL-AM
2	KKUA-AM	KKUA-AM	KKUA-AM
3	KIKI-AM	KIKI-AM	KIKI-AM
4	KULA-FM	KULA-FM	KGMB-AM
5	KQMQ-FM	KGU -AM	KULA-FM

M-F, 6-10am

1	KORL-AM	KORL-AM	KORL-AM
2	KKUA-AM	KKUA-AM	KGMB-AM
3	KIKI-AM	KIKI-AM	KIKI-AM
4	KULA-FM	KULA-FM	KKUA-AM
5	KGMB-AM	KHVH-AM	KULA-FM

M-F, 3-7pm

1	KORL-AM	KORL-AM	KORL-AM
2	KKUA-AM	KIKI-AM	KIKI-AM
3	KULA-FM	KKUA-AM	KKUA-AM
4	KIKI-AM	KULA-FM	KULA-FM
5	KPOI-AM	KGMB-AM	KGMB-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2538

	A/M '78	O/N '78	A/M '79
1	KKUA-AM	KKUA-AM	KPOI-AM
2	KORL-AM	KORL-AM	KORL-AM
3	KGU -AM	KGU -AM	KKUA-AM
4	KULA-FM	KGMB-AM	KULA-FM
5	KIKI-AM	KIKI-AM	KQMQ-FM

M-F, 6-10am

1	KORL-AM	KKUA-AM	KPOI-AM
2	KGU -AM	KGMB-AM	KORL-AM
3	KKUA-AM	KGU -AM	KGMB-AM
4	KGMB-AM	KORL-AM	KKUA-AM
5	KIOE-AM	KIKI-AM	KGU -AM

M-F, 3-7pm

1	KKUA-AM	KKUA-AM	KPOI-AM
2	KPOI-AM	KORL-AM	KKUA-AM
3	KULA-FM	KGU -AM	KORL-AM
4	KGU -AM	KIKI-AM	KULA-FM
5	KIKI-AM	KULA-FM	KQMQ-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2496

	A/M '78	O/N '78	A/M '79
1	KGMB-AM	KGMB-AM	KPOI-AM
2	KGU -AM	KKUA-AM	KGMB-AM
3	KUMU-AF	KHVH-AM	KUMU-FM
4	KKUA-AM	KGU -AM	KGU -AM
5	KORL-AM	KUMU-FM	KHVH-AM

M-F, 6-10am

1	KGMB-AM	KGMB-AM	KGMB-AM
2	KGU -AM	KKUA-AM	KPOI-AM
3	KKUA-AM	KHVH-AM	KHVH-AM
4	KUMU-AF	KGU -AM	KGU -AM
5	KHVH-AM	KORL-AM	KIOE-AM

M-F, 3-7pm

1	KUMU-AF	KGMB-AM	KPOI-AM
2	KGU -AM	KCCN-AM	KGU -AM
3	KGMB-AM	KHVH-AM	KUMU-FM
4	KAIM-AF	KUMU-FM	KULA-FM
5	KKUA-AM	KKUA-AM	KGMB-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5949

	A/M '78		O/N '78		A/M '79	
1	KKUA-AM	2153	KGMB-AM	2102	KGMB-AM	1797
2	KORL-AM	1885	KKUA-AM	2097	KORL-AM	1642
3	KGMB-AM	1822	KORL-AM	1848	KKUA-AM	1550
4	KUMU-AF	1043	KIKI-AM	1189	KHVH-AM	1120
5	KIKI-AM	1025	KGU -AM	1145	KULA-FM	1027

M-F, 6-10am

1	KGMB-AM	KGMB-AM	KGMB-AM
2	KORL-AM	KKUA-AM	KORL-AM
3	KKUA-AM	KORL-AM	KHVH-AM
4	KGU -AM	KHVH-AM	KKUA-AM
5	KIKI-AM	KIKI-AM	KPOI-AM

M-F, 3-7pm

1	KKUA-AM	KORL-AM	KORL-AM
2	KORL-AM	KKUA-AM	KKUA-AM
3	KGMB-AM	KGMB-AM	KULA-FM
4	KIKI-AM	KIKI-AM	KGMB-AM
5	KUMU-AF	KCCN-AM	KCCN-AM

Teens
M-S, 6am-Midnight
POP(00): 783

	A/M '78	O/N '78	A/M '79
1	KORL-AM	KORL-AM	KORL-AM
2	KKUA-AM	KKUA-AM	KKUA-AM
3	KIKI-AM	KIKI-AM	KGMB-AM
4	KULA-FM	KULA-FM	KIKI-AM
5	KQMQ-FM	KGU -AM	KULA-FM

M-F, 6-10am

1	KORL-AM	KORL-AM	KORL-AM
2	KKUA-AM	KKUA-AM	KGMB-AM
3	KIKI-AM	KIKI-AM	KIKI-AM
4	KGMB-AM	KULA-FM	KKUA-AM
5	KULA-FM	KGU -AM	KULA-FM

M-F, 3-7pm

1	KORL-AM	KORL-AM	KORL-AM
2	KKUA-AM	KKUA-AM	KKUA-AM
3	KIKI-AM	KIKI-AM	KULA-FM
4	KULA-FM	KULA-FM	KIKI-AM
5	KQMQ-FM	KGMB-AM	KPIG-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2538

	A/M '78	O/N '78	A/M '79
1	KKUA-AM	KKUA-AM	KKUA-AM
2	KORL-AM	KORL-AM	KORL-AM
3	KIKI-AM	KGMB-AM	KPOI-AM
4	KGU -AM	KGU -AM	KULA-FM
5	KGMB-AM	KIKI-AM	KGU -AM

M-F, 6-10am

1	KKUA-AM	KKUA-AM	KORL-AM
2	KORL-AM	KORL-AM	KPOI-AM
3	KIKI-AM	KGMB-AM	KKUA-AM
4	KGU -AM	KGU -AM	KGU -AM
5	KGMB-AM	KIKI-AM	KGMB-AM

M-F, 3-7pm

1	KKUA-AM	KKUA-AM	KORL-AM
2	KORL-AM	KORL-AM	KKUA-AM
3	KULA-FM	KIKI-AM	KPOI-AM
4	KIKI-AM	KGU -AM	KULA-FM
5	KQMQ-FM	KULA-FM	KGU -AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2496

	A/M '78	O/N '78	A/M '79
1	KGMB-AM	KGMB-AM	KGMB-AM
2	KKUA-AM	KKUA-AM	KPOI-AM
3	KORL-AM	KORL-AM	KGU -AM
4	KUMU-AF	KGU -AM	KKUA-AM
5	KGU -AM	KHVH-AM	KHVH-AM

M-F, 6-10am

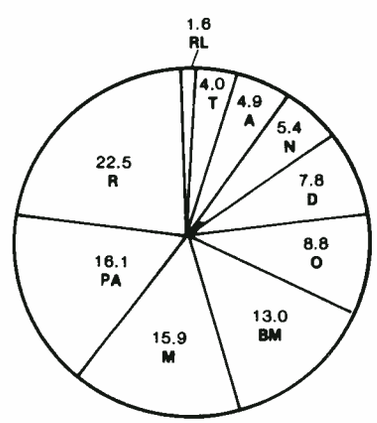
1	KGMB-AM	KGMB-AM	KGMB-AM
2	KKUA-AM	KKUA-AM	KPOI-AM
3	KGU -AM	KHVH-AM	KGU -AM
4	KUMU-AF	KGU -AM	KHVH-AM
5	KHVH-AM	KORL-AM	KKUA-AM

M-F, 3-7pm

1	KGMB-AM	KGMB-AM	KGU -AM
2	KKUA-AM	KKUA-AM	KPOI-AM
3	KGU -AM	KCCN-AM	KGMB-AM
4	KUMU-AF	KIKI-AM	KHVH-AM
5	KORL-AM	KHVH-AM	KKUA-AM

Format Penetration Chart

Based On Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Houston-Galveston

METRO RANK **10**

A/M '79 Market Overview

Jim Maddox's Black-formatted **KMJQ** continues to rule the roost in Houston. When this station's sound debuted in A/M '77 there were those in Houston who said the numbers were a fluke, but KMJQ has gotten stronger and solidified itself atop the marketplace. The station promoted aggressively by giving away $102,000 during the sweep. Outside advertising was led by an extensive TV campaign. KMJQ dominates the 18-34 demo with approximately 16% of the market.

Number two overall in the Houston metro is Beautiful Music **KYND.** As you might expect with a successful operation programming **Schulke**'s sound, **Southern**'s station does very well in the 25+ demos. No on-air contests used, but some outside advertising in the form of billboards. Stable book for a stable station.

Astros Baseball may have helped **KPRC** to its best numbers in recent times. The Astros were hot this year and KPRC was fortunate to broadcast their games. KPRC has, by the way, the first female sports director in a major radio market. The News/personality-oriented Talk station moves to third spot overall in market. 90% of KPRC's audience is 35+ as reported in this survey.

KTRH, the other leading News station in Houston, saw its 12+ share slip somewhat, but is still #1 in AM drive and was able to strengthen its position in that key daypart.

KRBE is the premier Top 40 station in the Houston metro, but the station saw its 12+ share decline for the second book in a row. KRBE's biggest loss appears to be among young adult women 18-34, but in reality the audience for KRBE was fairly stable. The share decreased because listening in the demo was up overall, so a stable audience was, by comparison, worth a smaller share.

Part of the reason for increased tune-in among women 18-34 may be the Dancemusic station, **KRLY.** KRLY's numbers in the women 18-34 demo jumped tremendously compared to the Fall '78 sweep, and helped account for the station's 12+ share rise, doubling the O/N '78 figure.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 21984

	A/M '78		O/N '78		J/F '79		A/M '79	
1	KMJQ-FM	12.2	KMJQ-FM	12.0	KMJQ-FM	10.8	KMJQ-FM (B)	12.1
2	KRBE-FM	9.1	KRBE-FM	9.7	KYND-FM	8.3	KYND-FM (BM)	8.6
3	KYND-FM	8.5	KYND-FM	9.6	KTRH-AM	8.0	KPRC-AM (N)	7.5
4	KTRH-AM	8.4	KTRH-AM	6.6	KRBE-FM	8.0	KTRH-AM (N)	7.1
5	KILT-AM	6.4	KILT-AM	5.9	KILT-FM	6.8	KRBE-FM (R)	6.7
6	KPRC-AM	6.1	KENR-AM	5.3	KILT-AM	5.8	KIKK-FM (C)	5.4
7	KIKK-FM	5.6	KILT-FM	4.1	KIKK-FM	5.0	KILT-AM (R)	4.7
8	KILT-FM	4.1	KODA-FM	4.1	KQUE-FM	4.6	KQUE-FM (PA)	4.5
9	KAUM-FM	4.1	KQUE-FM	4.1	KPRC-AM	4.2	KAUM-FM (R)	4.1
10	KQUE-FM	3.8	KPRC-AM	4.1	KAUM-FM	4.1	KEYH-AM (N)	4.1
11	KENR-AM	3.7	KIKK-FM	3.0	KODA-FM	3.8	KILT-FM (A)	4.0
12	KRLY-FM	3.5	KAUM-FM	2.9	KLOL-FM	3.5	KRLY-FM (D)	3.8
13	KULF-AM	3.4	KULF-AM	2.8	KENR-AM	3.3	KENR-AM (C)	3.7
14	KODA-FM	2.6	KRLY-FM	2.6	KLEF-FM	2.2	KLOL-FM (A)	3.6
15	KLOL-FM	2.3	KLOL-FM	2.1	KULF-AM	2.2	KODA-FM (BM)	3.0
16	KNUZ-AM	2.2	KXYZ-AM	1.8	KNUZ-AM	2.1	KULF-AM (R)	2.9
17	KYOK-AM	1.5	KODA-AM	1.8	KRLY-FM	1.8	KYOK-AM (B)	1.5
18	KIKK-AM	1.4	KFMK-FM	1.8	KYOK-AM	1.7	KNUZ-AM (C)	1.5
19	KODA-AM	1.3	KLEF-FM	1.7	KHCB-FM	1.4	KCOH-AM (B)	1.4
20	KXYZ-AM	1.2	KNUZ-AM	1.3	KCOH-AM	1.4	KLVL-AM (S)	1.3
21	KFMK-FM	0.9	KCOH-AM	1.3	KIKK-AM	1.3	KIKK-AM (C)	1.1
22	KCOH-AM	0.9	KYOK-AM	1.3	KEYH-AM	1.3	KFMK-FM (RL)	1.0
23	KEYH-AM	0.9	KEYH-AM	1.2	KLVL-AM	1.3	KLEF-FM (RL)	0.9
24	KLEF-FM	0.7	KIKK-AM	1.2	KODA-AM	1.2	KHCB-FM (RL)	0.9
25	KHCB-FM	0.5	KLVL-AM	1.1	KXYZ-AM	0.8	KODA-AM (BM)	0.8
26	KFRD-AM	0.4	KHCB-FM	0.9	KFRD-AM	0.6	KXYZ-AM (RL)	0.7
27	KGOL-FM	0.4	KGBC-AM	0.5	KFMK-FM	0.6		
28			KILE-AM	0.4	KGBC-AM	0.5		
29			KFRD-AM	0.4				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 21984

	A/M '78		O/N '78		J/F '79		A/M '79	
1	KMJQ-FM	401	KMJQ-FM	360	KMJQ-FM	354	KMJQ-FM	437
2	KRBE-FM	299	KRBE-FM	289	KYND-FM	273	KYND-FM	313
3	KYND-FM	280	KYND-FM	288	KTRH-AM	263	KPRC-AM	273
4	KTRH-AM	274	KTRH-AM	197	KRBE-FM	262	KTRH-AM	258
5	KILT-AM	209	KILT-AM	176	KILT-FM	221	KRBE-FM	244
6	KPRC-AM	201	KENR-AM	160	KILT-AM	190	KIKK-FM	195
7	KIKK-FM	185	KILT-FM	124	KIKK-FM	164	KILT-AM	169
8	KILT-FM	134	KODA-FM	124	KQUE-FM	149	KQUE-FM	162
9	KAUM-FM	133	KQUE-FM	124	KPRC-AM	136	KAUM-FM	150
10	KQUE-FM	124	KPRC-AM	123	KAUM-FM	135	KEYH-AM	150
M-F, 6-10am								
1	KTRH-AM		KTRH-AM		KTRH-AM		KTRH-AM	
2	KILT-AM		KMJQ-FM		KRBE-FM		KPRC-AM	
3	KRBE-FM		KRBE-FM		KILT-FM		KMJQ-FM	
4	KYND-FM		KILT-AM		KILT-AM		KILT-AM	
5	KMJQ-FM		KYND-FM		KYND-FM		KYND-FM	
6	KPRC-AM		KENR-AM		KMJQ-FM		KRBE-FM	
7	KIKK-FM		KPRC-AM		KPRC-AM		KIKK-FM	
8	KILT-FM		KILT-FM		KIKK-FM		KILT-FM	
9	KENR-AM		KQUE-FM		KQUE-FM		KQUE-FM	
10	KAUM-FM		KODA-FM		KENR-AM		KENR-AM	
M-F, 3-7pm								
1	KMJQ-FM		KMJQ-FM		KMJQ-FM		KMJQ-FM	
2	KRBE-FM		KRBE-FM		KYND-FM		KYND-FM	
3	KYND-FM		KYND-FM		KRBE-FM		KRBE-FM	
4	KIKK-FM		KENR-AM		KILT-AM		KTRH-AM	
5	KTRH-AM		KILT-AM		KILT-FM		KIKK-FM	
6	KILT-AM		KPRC-AM		KTRH-AM		KPRC-AM	
7	KPRC-AM		KILT-FM		KIKK-FM		KLOL-FM	
8	KULF-AM		KODA-FM		KPRC-AM		KILT-AM	
9	KENR-AM		KQUE-FM		KAUM-FM		KAUM-FM	
10	KRLY-FM		KTRH-AM		KENR-AM		KENR-AM	

Teens
M-S, 6am-Midnight
POP(00): 3091

	A/M '78	O/N '78	J/F '79	A/M '79
1	KMJQ-FM	KRBE-FM	KRBE-FM	KMJQ-FM
2	KRBE-FM	KMJQ-FM	KMJQ-FM	KRBE-FM
3	KILT-AM	KILT-AM	KILT-AM	KAUM-FM
4	KAUM-FM	KILT-FM	KAUM-FM	KILT-AM
5	KILT-FM	KRLY-FM	KILT-FM	KRLY-FM
6	KIKK-FM	KAUM-FM	KRLY-FM	KLOL-FM
7	KRLY-FM	KIKK-FM	KNUZ-AM	KILT-FM
8	KENR-AM	KFMK-FM	KIKK-FM	KULF-AM
9	KLOL-FM	KULF-AM	KLOL-FM	KYOK-AM
10	KFMK-FM	KENR-AM	KYOK-AM	KIKK-FM
M-F, 6-10am				
1	KRBE-FM	KRBE-FM	KRBE-FM	KRBE-FM
2	KMJQ-FM	KMJQ-FM	KMJQ-FM	KMJQ-FM
3	KILT-AM	KILT-AM	KILT-AM	KAUM-FM
4	KAUM-FM	KILT-FM	KAUM-FM	KILT-AM
5	KILT-FM	KAUM-FM	KILT-FM	KRLY-FM
6	KFMK-FM	KRLY-FM	KIKK-FM	KYOK-AM
7	KRLY-FM	KIKK-FM	KFMK-FM	KILT-FM
8	KLOL-FM	KULF-AM	KNUZ-AM	KLOL-FM
9	KIKK-FM	KFMK-FM	KULF-AM	KTRH-AM
10	KULF-AM	KLOL-FM	KLOL-FM	KULF-AM
M-F, 3-7pm				
1	KMJQ-FM	KRBE-FM	KRBE-FM	KMJQ-FM
2	KRBE-FM	KMJQ-FM	KMJQ-FM	KRBE-FM
3	KILT-AM	KILT-AM	KILT-AM	KAUM-FM
4	KIKK-FM	KIKK-FM	KAUM-FM	KLOL-FM
5	KAUM-FM	KILT-FM	KILT-FM	KILT-AM
6	KILT-FM	KAUM-FM	KULF-AM	KRLY-FM
7	KENR-AM	KFMK-FM	KRLY-FM	KULF-AM
8	KRLY-FM	KENR-AM	KPRC-AM	KILT-FM
9	KULF-AM	KRLY-FM	KYOK-AM	KIKK-FM
10	KYOK-AM	KYOK-AM	KENR-AM	KYOK-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 8657

	A/M '78	O/N '78	J/F '79	A/M '79
1	KMJQ-FM	KMJQ-FM	KMJQ-FM	KMJQ-FM
2	KRBE-FM	KRBE-FM	KILT-FM	KRBE-FM
3	KILT-FM	KILT-AM	KRBE-FM	KILT-FM
4	KILT-AM	KILT-FM	KILT-AM	KYND-FM
5	KRLY-FM	KYND-FM	KIKK-FM	KLOL-FM
6	KIKK-FM	KAUM-FM	KLOL-FM	KRLY-FM
7	KAUM-FM	KRLY-FM	KAUM-FM	KEYH-AM
8	KULF-AM	KULF-AM	KYND-FM	KIKK-FM
9	KLOL-FM	KLOL-FM	KULF-AM	KILT-AM
10	KYND-FM	KXYZ-AM	KRLY-FM	KAUM-FM
M-F, 6-10am				
1	KILT-AM	KMJQ-FM	KILT-FM	KMJQ-FM
2	KRBE-FM	KILT-AM	KILT-AM	KILT-FM
3	KILT-FM	KRBE-FM	KRBE-FM	KILT-AM
4	KMJQ-FM	KILT-FM	KMJQ-FM	KRBE-FM
5	KIKK-FM	KYND-FM	KIKK-FM	KIKK-FM
6	KENR-AM	KTRH-AM	KAUM-FM	KYND-FM
7	KAUM-FM	KPRC-AM	KLOL-FM	KLOL-FM
8	KULF-AM	KAUM-FM	KPRC-AM	KEYH-AM
9	KRLY-FM	KULF-AM	KYND-FM	KRLY-FM
10	KTRH-AM	KENR-AM	KULF-AM	KAUM-FM
M-F, 3-7pm				
1	KMJQ-FM	KMJQ-FM	KMJQ-FM	KMJQ-FM
2	KRBE-FM	KILT-FM	KILT-FM	KRBE-FM
3	KRLY-FM	KILT-AM	KILT-AM	KLOL-FM
4	KILT-FM	KRBE-FM	KRBE-FM	KILT-FM
5	KIKK-FM	KULF-AM	KIKK-FM	KYND-FM
6	KILT-AM	KAUM-FM	KLOL-FM	KAUM-FM
7	KULF-AM	KRLY-FM	KAUM-FM	KEYH-AM
8	KAUM-FM	KYND-FM	KULF-AM	KIKK-FM
9	KLOL-FM	KXYZ-AM	KYND-FM	KILT-AM
10	KYND-FM	KENR-AM	KODA-FM	KRLY-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 9903

	A/M '78	O/N '78	J/F '79	A/M '79
1	KMJQ-FM	KMJQ-FM	KYND-FM	KMJQ-FM
2	KYND-FM	KYND-FM	KMJQ-FM	KYND-FM
3	KIKK-FM	KENR-AM	KIKK-FM	KIKK-FM
4	KULF-AM	KRBE-FM	KQUE-FM	KENR-AM
5	KILT-AM	KTRH-AM	KILT-AM	KEYH-AM
6	KRBE-FM	KILT-AM	KODA-FM	KQUE-FM
7	KPRC-AM	KPRC-AM	KILT-FM	KODA-FM
8	KTRH-AM	KODA-FM	KRBE-FM	KRBE-FM
9	KENR-AM	KULF-AM	KLOL-FM	KILT-AM
10	KAUM-FM	KILT-FM	KTRH-AM	KTRH-AM
M-F, 6-10am				
1	KILT-AM	KILT-AM	KIKK-FM	KILT-AM
2	KYND-FM	KMJQ-FM	KYND-FM	KMJQ-FM
3	KIKK-FM	KENR-AM	KILT-AM	KYND-FM
4	KENR-AM	KPRC-AM	KILT-FM	KTRH-AM
5	KMJQ-FM	KYND-FM	KTRH-AM	KIKK-FM
6	KULF-AM	KTRH-AM	KQUE-FM	KILT-FM
7	KPRC-AM	KRBE-FM	KPRC-AM	KRBE-FM
8	KTRH-AM	KILT-FM	KMJQ-FM	KENR-AM
9	KRBE-FM	KIKK-FM	KRBE-FM	KQUE-FM
10	KQUE-FM	KODA-FM	KAUM-FM	KPRC-AM

"QUADROPHENIA"

THE WHO PRESENT

THE 1979 RECORDING

PD 2-6235

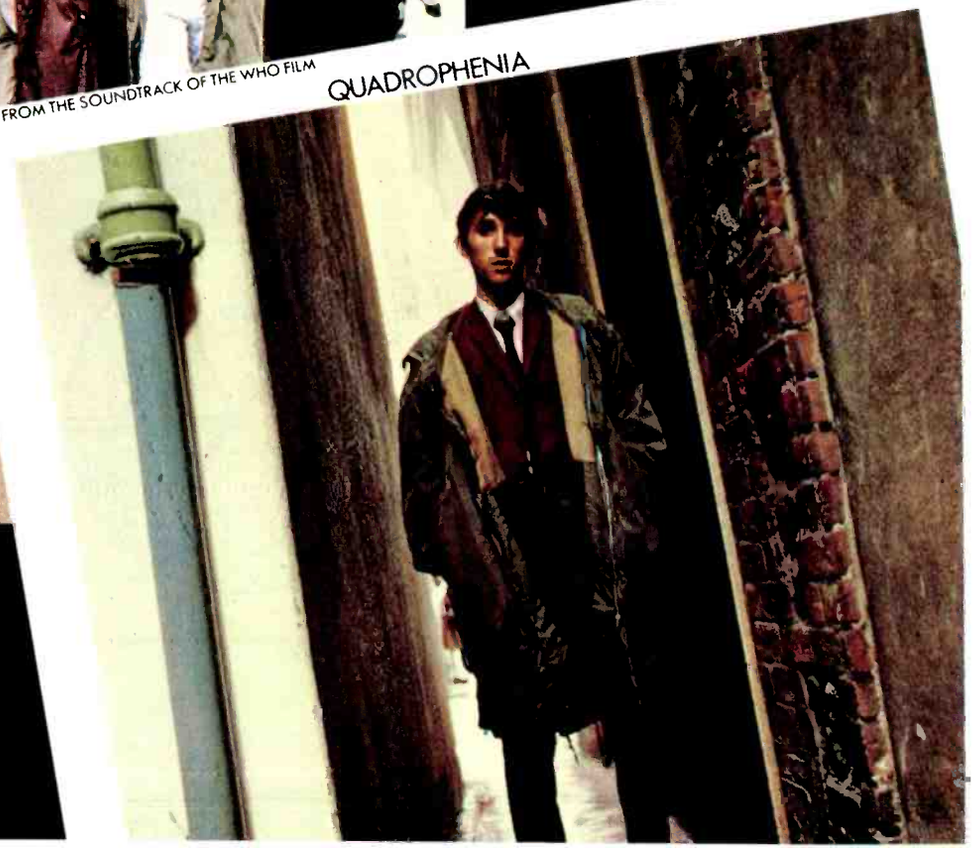
It was a time of excitement and violence. Mods and rockers. And music. On this new 2 record set, The Who create the sounds of the times in all their intensity.

Included are all The Who songs, plus three entirely new songs for the film, "Get Out, Stay Out," "Four Faces" and "Joker James," and classics by the Ronettes, the Chiffons and James Brown.

"Quadrophenia" by The Who. The Original Soundtrack featuring the single "5:15." Only on Polydor Records and Tapes. PD-2022

MUSIC FROM THE SOUNDTRACK OF THE WHO FILM

QUADROPHENIA



Polydor

POLYDOR INCORPORATED

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Write or call your local Polygram Distribution office for displays or other promotion items.

• Houston-Galveston

Continued

M-F, 3-7pm

1	KIKK-FM	KMJQ-FM	KYND-FM	KMJQ-FM
2	KULF-AM	KENR-AM	KIKK-FM	KYND-FM
3	KMJQ-FM	KYND-FM	KMJQ-FM	KIKK-FM
4	KYND-FM	KPRC-AM	KQUE-FM	KENR-AM
5	KPRC-AM	KRBE-FM	KILT-AM	KODA-FM
6	KTRH-AM	KULF-AM	KODA-FM	KILT-AM
7	KRBE-FM	KILT-AM	KENR-AM	KTRH-AM
8	KILT-AM	KIKK-FM	KILT-FM	KRBE-FM
9	KENR-AM	KODA-FM	KPRC-AM	KEYH-AM
10	KILT-FM	KILT-FM	KRBE-FM	KQUE-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 21984

	A/M '78		O/N '78		J/F '79		A/M '79	
1	KILT-AM	4448	KRBE-FM	5057	KRBE-FM	4344	KRBE-FM	4470
2	KRBE-FM	4123	KILT-AM	4327	KILT-AM	4169	KILT-AM	3812
3	KYND-FM	3459	KTRH-AM	3560	KTRH-AM	3556	KMJQ-FM	3571
4	KTRH-AM	3272	KMJQ-FM	3542	KYND-FM	3385	KYND-FM	3508
5	KMJQ-FM	3168	KYND-FM	3339	KMJQ-FM	3271	KPRC-AM	3353
6	KPRC-AM	2965	KPRC-AM	2869	KILT-FM	3009	KTRH-AM	3268
7	KILT-FM	2660	KILT-FM	2334	KPRC-AM	2772	KIKK-FM	2787
8	KIKK-FM	2315	KAUM-FM	2041	KAUM-FM	2772	KAUM-FM	2697
9	KAUM-FM	2169	KENR-AM	1839	KIKK-FM	2229	KILT-FM	2527
10	KULF-AM	2151	KODA-FM	1830	KULF-AM	2027	KULF-AM	2376

M-F, 6-10am

1	KILT-AM	KRBE-FM	KILT-AM	KTRH-AM
2	KRBE-FM	KILT-AM	KRBE-FM	KILT-AM
3	KTRH-AM	KTRH-AM	KTRH-AM	KRBE-FM
4	KMJQ-FM	KMJQ-FM	KMJQ-FM	KMJQ-FM
5	KYND-FM	KYND-FM	KPRC-AM	KPRC-AM
6	KPRC-AM	KPRC-AM	KILT-FM	KYND-FM
7	KILT-FM	KILT-FM	KYND-FM	KILT-FM
8	KENR-AM	KENR-AM	KAUM-FM	KIKK-FM
9	KULF-AM	KULF-AM	KIKK-FM	KAUM-FM
10	KIKK-FM	KAUM-FM	KULF-AM	KENR-AM

M-F, 3-7pm

1	KRBE-FM	KRBE-FM	KRBE-FM	KRBE-FM
2	KMJQ-FM	KMJQ-FM	KMJQ-FM	KMJQ-FM
3	KILT-AM	KILT-AM	KILT-AM	KYND-FM
4	KYND-FM	KYND-FM	KYND-FM	KILT-AM
5	KIKK-FM	KPRC-AM	KPRC-AM	KAUM-FM
6	KTRH-AM	KILT-FM	KILT-FM	KIKK-FM
7	KPRC-AM	KTRH-AM	KAUM-FM	KPRC-AM
8	KULF-AM	KENR-AM	KIKK-FM	KTRH-AM
9	KILT-FM	KULF-AM	KTRH-AM	KULF-AM
10	KAUM-FM	KAUM-FM	KULF-AM	KILT-FM

Teens

M-S, 6am-Midnight

POP(00): 3091

	A/M '78	O/N '78	J/F '79	A/M '79
1	KRBE-FM	KRBE-FM	KRBE-FM	KRBE-FM
2	KILT-AM	KILT-AM	KILT-AM	KAUM-FM
3	KMJQ-FM	KRLY-FM	KAUM-FM	KILT-AM
4	KILT-FM	KMJQ-FM	KMJQ-FM	KMJQ-FM
5	KAUM-FM	KAUM-FM	KILT-FM	KRLY-FM
6	KRLY-FM	KILT-FM	KULF-AM	KULF-AM
7	KIKK-FM	KIKK-FM	KRLY-FM	KILT-FM
8	KYOK-AM	KULF-AM	KIKK-FM	KLOL-FM
9	KULF-AM	KENR-AM	KLOL-FM	KIKK-FM
10	KENR-AM	KYOK-AM	KYND-FM	KPRC-AM

M-F, 6-10am

1	KRBE-FM	KRBE-FM	KRBE-FM	KRBE-FM
2	KMJQ-FM	KILT-AM	KILT-AM	KMJQ-FM
3	KILT-AM	KMJQ-FM	KMJQ-FM	KAUM-FM
4	KAUM-FM	KAUM-FM	KAUM-FM	KILT-AM
5	KILT-FM	KILT-FM	KILT-FM	KRLY-FM
6	KRLY-FM	KULF-AM	KIKK-FM	KULF-AM
7	KULF-AM	KRLY-FM	KULF-AM	KILT-FM
8	KXYZ-AM	KYOK-AM	KLOL-FM	KLOL-FM
9	KLOL-FM	KIKK-FM	KRLY-FM	KYOK-AM
10	KCOH-AM	KCOH-AM	KFMK-FM	KIKK-FM

M-F, 3-7pm

1	KRBE-FM	KRBE-FM	KRBE-FM	KRBE-FM
2	KMJQ-FM	KILT-AM	KILT-AM	KAUM-FM
3	KILT-AM	KMJQ-FM	KMJQ-FM	KMJQ-FM
4	KAUM-FM	KILT-FM	KAUM-FM	KILT-AM
5	KILT-FM	KIKK-FM	KILT-FM	KLOL-FM
6	KENR-AM	KAUM-FM	KULF-AM	KULF-AM
7	KRLY-FM	KRLY-FM	KIKK-FM	KRLY-FM
8	KULF-AM	KULF-AM	KRLY-FM	KIKK-FM
9	KIKK-FM	KENR-AM	KYOK-AM	KILT-FM
10	KYOK-AM	KYOK-AM	KLOL-FM	KYOK-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 8657

	A/M '78	O/N '78	J/F '79	A/M '79
1	KILT-AM	KILT-AM	KILT-AM	KRBE-FM
2	KRBE-FM	KRBE-FM	KILT-FM	KILT-AM
3	KILT-FM	KMJQ-FM	KRBE-FM	KMJQ-FM
4	KMJQ-FM	KILT-FM	KMJQ-FM	KILT-FM
5	KAUM-FM	KAUM-FM	KAUM-FM	KLOL-FM
6	KRLY-FM	KLOL-FM	KLOL-FM	KIKK-FM
7	KIKK-FM	KULF-AM	KULF-AM	KAUM-FM
8	KULF-AM	KTRH-AM	KIKK-FM	KRLY-FM
9	KYND-FM	KYND-FM	KRLY-FM	KULF-AM
10	KLOL-FM	KRLY-FM	KYND-FM	KYND-FM

M-F, 6-10am

1	KILT-AM	KILT-AM	KILT-AM	KILT-AM
2	KMJQ-FM	KMJQ-FM	KILT-FM	KILT-FM
3	KRBE-FM	KRBE-FM	KRBE-FM	KMJQ-FM
4	KILT-FM	KILT-FM	KMJQ-FM	KRBE-FM
5	KULF-AM	KULF-AM	KAUM-FM	KLOL-FM
6	KIKK-FM	KAUM-FM	KLOL-FM	KIKK-FM
7	KAUM-FM	KYND-FM	KULF-AM	KAUM-FM
8	KENR-AM	KLOL-FM	KIKK-FM	KULF-AM
9	KRLY-FM	KTRH-AM	KENR-AM	KRLY-FM
10	KXYZ-AM	KIKK-FM	KPRC-AM	KYND-FM

M-F, 3-7pm

1	KRBE-FM	KMJQ-FM	KMJQ-FM	KMJQ-FM
2	KILT-AM	KILT-AM	KILT-AM	KRBE-FM
3	KMJQ-FM	KILT-FM	KILT-FM	KILT-FM
4	KILT-FM	KRBE-FM	KRBE-FM	KLOL-FM
5	KIKK-FM	KULF-AM	KLOL-FM	KAUM-FM
6	KRLY-FM	KAUM-FM	KAUM-FM	KILT-AM
7	KAUM-FM	KLOL-FM	KIKK-FM	KIKK-FM
8	KULF-AM	KXYZ-AM	KULF-AM	KULF-AM
9	KLOL-FM	KRLY-FM	KENR-AM	KRLY-FM
10	KENR-AM	KYND-FM	KRLY-FM	KYND-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 9903

	A/M '78	O/N '78	J/F '79	A/M '79
1	KILT-AM	KILT-AM	KILT-AM	KYND-FM
2	KYND-FM	KTRH-AM	KYND-FM	KMJQ-FM
3	KULF-AM	KMJQ-FM	KIKK-FM	KILT-AM
4	KIKK-FM	KYND-FM	KMJQ-FM	KIKK-FM
5	KRBE-FM	KRBE-FM	KRBE-FM	KRBE-FM
6	KMJQ-FM	KPRC-AM	KTRH-AM	KTRH-AM
7	KPRC-AM	KULF-AM	KILT-FM	KILT-FM
8	KTRH-AM	KODA-FM	KAUM-FM	KPRC-AM
9	KAUM-FM	KILT-FM	KPRC-AM	KENR-AM
10	KENR-AM	KENR-AM	KULF-AM	KULF-AM

M-F, 6-10am

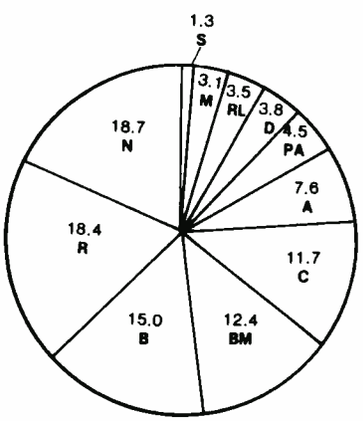
1	KILT-AM	KILT-AM	KILT-AM	KILT-AM
2	KULF-AM	KTRH-AM	KIKK-FM	KMJQ-FM
3	KYND-FM	KMJQ-FM	KTRH-AM	KTRH-AM
4	KIKK-FM	KPRC-AM	KYND-FM	KYND-FM
5	KMJQ-FM	KYND-FM	KMJQ-FM	KIKK-FM
6	KPRC-AM	KRBE-FM	KPRC-AM	KRBE-FM
7	KTRH-AM	KULF-AM	KILT-FM	KILT-FM
8	KENR-AM	KENR-AM	KULF-AM	KENR-AM
9	KRBE-FM	KILT-FM	KRBE-FM	KPRC-AM
10	KQUE-FM	KIKK-FM	KENR-AM	KQUE-FM

M-F, 3-7pm

1	KULF-AM	KMJQ-FM	KIKK-FM	KMJQ-FM
2	KIKK-FM	KILT-AM	KYND-FM	KYND-FM
3	KMJQ-FM	KYND-FM	KMJQ-FM	KIKK-FM
4	KILT-AM	KPRC-AM	KILT-AM	KRBE-FM
5	KYND-FM	KRBE-FM	KPRC-AM	KILT-AM
6	KRBE-FM	KULF-AM	KENR-AM	KTRH-AM
7	KPRC-AM	KENR-AM	KULF-AM	KENR-AM
8	KTRH-AM	KTRH-AM	KTRH-AM	KULF-AM
9	KENR-AM	KIKK-FM	KILT-FM	KILT-FM
10	KAUM-FM	KILT-FM	KAUM-FM	KPRC-AM

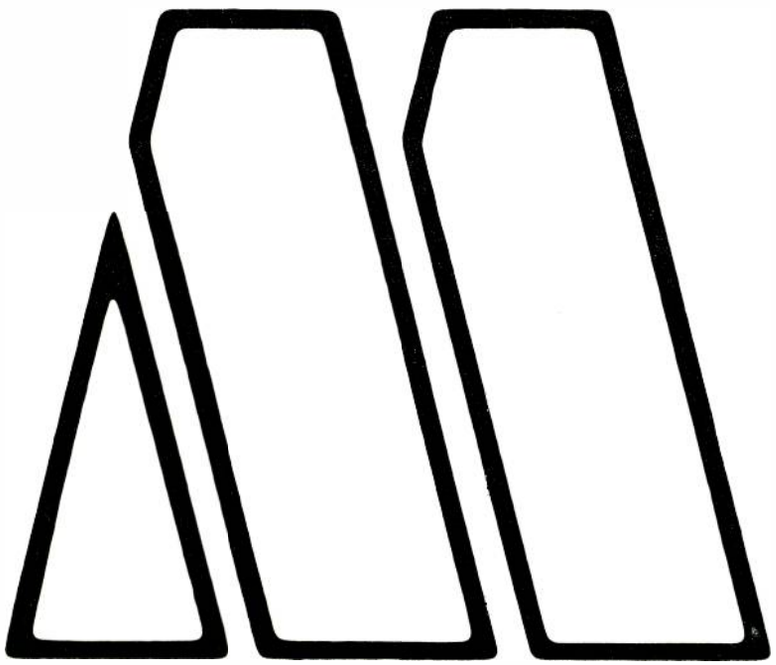
Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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



Motown

A welcome addition to any format.

Huntington-Ashland

METRO RANK **111**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 243

	A/M '78		O/N '78		A/M '79	
1	WKEE-AF	25.4	WKEE-AF	25.2	WKEE-AF(R)	19.7
2	WGNT-AM	14.4	WGNT-AM	16.9	WGNT-AM(PA)	16.8
3	WHEZ-FM	12.7	WTCR-AM	14.4	WTCR-AM(C)	15.9
4	WTCR-AM	11.9	WAMX-FM	13.6	WAMX-FM(R)	13.5
5	WAMX-FM	11.9	WHEZ-FM	10.5	WHEZ-FM(BM)	11.5
6	WEMM-FM	5.6	WIRO-AM	3.9	WIRO-AM(PA)	4.7
7	WWHY-AM	3.4	WEMM-FM	3.6	WNST-AM(C)	3.8
8	WNST-AM	3.2	WCMI-AM	2.5	WEMM-FM(RL)	2.6
9	WIRO-AM	2.9	WNST-AM	2.2	WPAY-AF(C)	1.8
10	WPAY-AF	2.7	WCAK-FM	1.4	WCMI-AM(R)	1.5
11	WCMI-AM	1.2	WITO-FM	1.1	WITO-FM(C)	1.5
12	WCAK-FM	0.7	WQBE-FM	0.8	WKSD-AM(R)	1.2
13			WPAY-AF	0.6	WQBE-FM(R)	0.9
14					WCAK-FM(PA)	0.6
15					WVAF-FM(A)	0.6

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 243

	A/M '78		O/N '78		A/M '79	
1	WKEE-AF	104	WKEE-AF	91	WKEE-AF	67
2	WGNT-AM	59	WGNT-AM	61	WGNT-AM	57
3	WHEZ-FM	52	WTCR-AM	52	WTCR-AM	54
4	WTCR-AM	49	WAMX-FM	49	WAMX-FM	46
5	WAMX-FM	49	WHEZ-FM	38	WHEZ-FM	39
M-F, 6-10am						
1	WGNT-AM		WGNT-AM		WGNT-AM	
2	WKEE-AF		WKEE-AF		WKEE-AF	
3	WAMX-FM		WHEZ-FM		WAMX-FM	
4	WHEZ-FM		WAMX-FM		WTCR-AM	
5	WTCR-AM		WTCR-AM		WHEZ-FM	
M-F, 3-7pm						
1	WKEE-AF		WKEE-AF		WKEE-AF	
2	WAMX-FM		WAMX-FM		WTCR-AM	
3	WHEZ-FM		WGNT-AM		WAMX-FM	
4	WGNT-AM		WTCR-AM		WHEZ-FM	
5	WTCR-AM		WHEZ-FM		WGNT-AM	

Teens
M-S, 6am-Midnight
POP(00): 315

	A/M '78	O/N '78	A/M '79
1	WAMX-FM	WKEE-AF	WKEE-AF
2	WKEE-AF	WAMX-FM	WAMX-FM
3	WGNT-AM	WGNT-AM	WGNT-AM
4	WTCR-AM	WIRO-AM	WTCR-AM
5	WHEZ-FM	WCMI-AM	WVAF-FM
M-F, 6-10am			
1	WAMX-FM	WKEE-AF	WKEE-AF
2	WKEE-AF	WAMX-FM	WAMX-FM
3	WGNT-AM	WGNT-AM	WGNT-AM
4	WTCR-AM	WIRO-AM	WTCR-AM
5	WCAK-FM	WCMI-AM	WVAF-FM
M-F, 3-7pm			
1	WAMX-FM	WKEE-AF	WKEE-AF
2	WKEE-AF	WAMX-FM	WAMX-FM
3	WTCR-AM	WCMI-AM	WGNT-AM
4	WHEZ-FM	WIRO-AM	WVAF-FM
5	WGNT-AM	WCAK-FM	WCMI-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 816

	A/M '78	O/N '78	A/M '79
1	WKEE-AF	WKEE-AF	WKEE-AF
2	WTCR-AM	WAMX-FM	WAMX-FM
3	WAMX-FM	WTCR-AM	WTCR-AM
4	WNST-AM	WGNT-AM	WGNT-AM
5	WGNT-AM	WHEZ-FM	WHEZ-FM
M-F, 6-10am			
1	WKEE-AF	WKEE-AF	WKEE-AF
2	WGNT-AM	WGNT-AM	WAMX-FM
3	WAMX-FM	WAMX-FM	WGNT-AM
4	WTCR-AM	WTCR-AM	WTCR-AM
5	WNST-AM	WHEZ-FM	WIRO-AM
M-F, 3-7pm			
1	WKEE-AF	WKEE-AF	WKEE-AF
2	WTCR-AM	WAMX-FM	WAMX-FM
3	WAMX-FM	WTCR-AM	WTCR-AM
4	WHEZ-FM	WGNT-AM	WGNT-AM
5	WNST-AM	WHEZ-FM	WHEZ-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 981

	A/M '78	O/N '78	A/M '79
1	WTCR-AM	WTCR-AM	WTCR-AM
2	WTCR-AM	WKEE-AF	WGNT-AM
3	WHEZ-FM	WGNT-AM	WKEE-AF
4	WGNT-AM	WHEZ-FM	WAMX-FM
5	WAMX-FM	WAMX-FM	WHEZ-FM
M-F, 6-10am			
1	WGNT-AM	WGNT-AM	WGNT-AM
2	WKEE-AF	WTCR-AM	WTCR-AM
3	WTCR-AM	WKEE-AF	WKEE-AF
4	WHEZ-FM	WAMX-FM	WHEZ-FM
5	WAMX-FM	WHEZ-FM	WAMX-FM
M-F, 3-7pm			
1	WKEE-AF	WKEE-AF	WTCR-AM
2	WTCR-AM	WGNT-AM	WKEE-AF
3	WHEZ-FM	WTCR-AM	WGNT-AM
4	WGNT-AM	WAMX-FM	WHEZ-FM
5	WAMX-FM	WHEZ-FM	WAMX-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 243

	A/M '78		O/N '78		A/M '79	
1	WKEE-AF	973	WKEE-AF	1,026	WKEE-AF	948
2	WGNT-AM	824	WGNT-AM	893	WGNT-AM	770
3	WAMX-FM	646	WAMX-FM	683	WAMX-FM	692
4	WTCR-AM	559	WTCR-AM	554	WTCR-AM	520
5	WHEZ-FM	444	WHEZ-FM	486	WHEZ-FM	469
M-F, 6-10am						
1	WKEE-AF		WKEE-AF		WGNT-AM	
2	WGNT-AM		WGNT-AM		WKEE-AF	
3	WAMX-FM		WAMX-FM		WAMX-FM	
4	WTCR-AM		WTCR-AM		WTCR-AM	
5	WHEZ-FM		WHEZ-FM		WHEZ-FM	
M-F, 3-7pm						
1	WKEE-AF		WKEE-AF		WKEE-AF	
2	WAMX-FM		WAMX-FM		WGNT-AM	
3	WGNT-AM		WGNT-AM		WAMX-FM	
4	WTCR-AM		WTCR-AM		WTCR-AM	
5	WHEZ-FM		WHEZ-FM		WHEZ-FM	

Teens
M-S, 6am-Midnight
POP(00): 315

	A/M '78	O/N '78	A/M '79
1	WAMX-FM	WKEE-AF	WKEE-AF
2	WKEE-AF	WAMX-FM	WAMX-FM
3	WGNT-AM	WGNT-AM	WGNT-AM
4	WCMI-AM	WCMI-AM	WCMI-AM
5	WTCR-AM	WHEZ-FM	WTCR-AM
M-F, 6-10am			
1	WAMX-FM	WKEE-AF	WKEE-AF
2	WKEE-AF	WAMX-FM	WAMX-FM
3	WGNT-AM	WGNT-AM	WGNT-AM
4	WTCR-AM	WIRO-AM	WTCR-AM
5	WCAK-FM	WCMI-AM	WVAF-FM
M-F, 3-7pm			
1	WAMX-FM	WKEE-AF	WKEE-AF
2	WKEE-AF	WAMX-FM	WAMX-FM
3	WTCR-AM	WGNT-AM	WGNT-AM
4	WGNT-AM	WCMI-AM	WVAF-FM
5	WHEZ-FM	WIRO-AM	WTCR-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 816

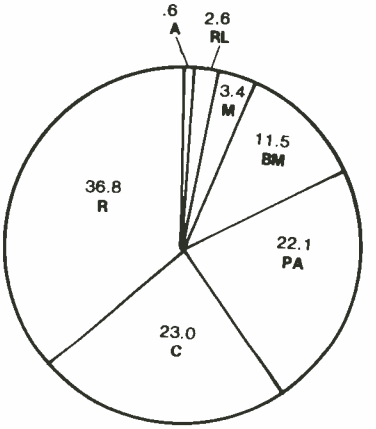
	A/M '78	O/N '78	A/M '79
1	WKEE-AF	WKEE-AF	WKEE-AF
2	WAMX-FM	WAMX-FM	WAMX-FM
3	WGNT-AM	WGNT-AM	WGNT-AM
4	WTCR-AM	WTCR-AM	WTCR-AM
5	WIRO-AM	WHEZ-FM	WCMI-AM
M-F, 6-10am			
1	WKEE-AF	WKEE-AF	WKEE-AF
2	WGNT-AM	WAMX-FM	WAMX-FM
3	WAMX-FM	WGNT-AM	WGNT-AM
4	WTCR-AM	WTCR-AM	WTCR-AM
5	WNST-AM	WHEZ-FM	WHEZ-FM
M-F, 3-7pm			
1	WKEE-AF	WKEE-AF	WKEE-AF
2	WTCR-AM	WAMX-FM	WAMX-FM
3	WAMX-FM	WGNT-AM	WGNT-AM
4	WGNT-AM	WTCR-AM	WTCR-AM
5	WWHY-AM	WCMI-AM	WHEZ-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 981

	A/M '78	O/N '78	A/M '79
1	WKEE-AF	WKEE-AF	WKEE-AF
2	WGNT-AM	WGNT-AM	WGNT-AM
3	WTCR-AM	WTCR-AM	WTCR-AM
4	WHEZ-FM	WHEZ-FM	WAMX-FM
5	WAMX-FM	WAMX-FM	WHEZ-FM
M-F, 6-10am			
1	WGNT-AM	WGNT-AM	WGNT-AM
2	WKEE-AF	WTCR-AM	WTCR-AM
3	WTCR-AM	WKEE-AF	WKEE-AF
4	WHEZ-FM	WAMX-FM	WHEZ-FM
5	WAMX-FM	WHEZ-FM	WAMX-FM
M-F, 3-7pm			
1	WKEE-AF	WKEE-AF	WTCR-AM
2	WTCR-AM	WGNT-AM	WKEE-AF
3	WHEZ-FM	WTCR-AM	WGNT-AM
4	WGNT-AM	WAMX-FM	WHEZ-FM
5	WAMX-FM	WHEZ-FM	WAMX-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

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Huntsville, AL

METRO RANK **116**

Average Persons 12+ Share Trends

M-S, 6am-Midnight
POP(00): 2359

	A/M '77		A/M '78		A/M '79	
1	WAAY-AM	15.9	WAAY-AM	15.6	WAAY-AM(R)	16.0
2	WBHP-AM	14.3	WBHP-AM	13.1	WBHP-AM(C)	12.1
3	WVOV-AM	9.5	WQEN-FM	8.4	WZYP-FM(R)	10.0
4	WRSA-FM	7.6	WVOV-AM	7.5	WQEN-FM(PA)	7.8
5	WJMW-AM	7.3	WRSA-FM	7.2	WFIX-AM(PA)	6.0
6	WEUP-AM	7.0	WJMW-AM	6.5	WRSA-FM(BM)	5.7
7	WQEN-FM	5.8	WTWX-FM	5.0	WAHR-FM(A)	4.6
8	WAHR-FM	4.3	WEUP-AM	3.7	WEUP-AM(B)	4.3
9	WFIX-AM	3.7	WFIX-AM	3.4	WAVU-AM(C)	4.3
10	WGSV-AM	3.7	WNDA-FM	3.1	WJMW-AM(C)	3.6
11	WNDA-FM	3.0	WAHR-FM	3.1	WVOV-AM(C)	3.6
12	WTWX-FM	2.7	WRAB-AM	3.1	WQSB-FM(R)	2.5
13	WAVU-AM	2.7	WGSV-AM	1.6	WTWX-FM(C)	1.8
14	WJOF-FM	2.4	WKAC-AM	1.6	WQLT-FM(R)	1.8
15	WRAB-AM	1.2	WAAX-AM	1.2	WRAB-AM(C)	1.4
16	WAAX-AM	1.2	WSLV-AM	0.9	WGSV-AM(PA)	1.4
17	WHOS-AM	1.2	WQLT-FM	0.9	WKAC-AM(PA)	1.1
18	WBSA-AM	0.9	WSM -AM	0.9	WSM -AM(PA)	0.7
19			WQSB-FM	0.6	WSLV-AM(C)	0.7
20					WIRM-FM(PA)	0.7

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2359

	A/M '77		A/M '78		A/M '79	
1	WAAY-AM	52	WAAY-AM	50	WAAY-AM	45
2	WBHP-AM	47	WBHP-AM	42	WBHP-AM	34
3	WVOV-AM	31	WQEN-FM	27	WZYP-FM	28
4	WRSA-FM	25	WVOV-AM	24	WQEN-FM	22
5	WJMW-AM	24	WRSA-FM	23	WFIX-AM	17

M-F, 6-10am

1	WAAY-AM	WAAY-AM	WAAY-AM
2	WBHP-AM	WBHP-AM	WBHP-AM
3	WJMW-AM	WJMW-AM	WZYP-FM
4	WVOV-AM	WQEN-FM	WFIX-AM
5	WRSA-FM	WFIX-AM	WRSA-FM

M-F, 3-7pm

1	WAAY-AM	WAAY-AM	WAAY-AM
2	WBHP-AM	WBHP-AM	WZYP-FM
3	WVOV-AM	WVOV-AM	WQEN-FM
4	WRSA-FM	WRSA-FM	WBHP-AM
5	WQEN-FM	WQEN-FM	WFIX-AM

Teens
M-S, 6am-Midnight
POP(00): 340

	A/M '77	A/M '78	A/M '79
1	WAAY-AM	WAAY-AM	WQEN-FM
2	WVOV-AM	WQEN-FM	WAAY-AM
3	WQEN-FM	WVOV-AM	WZYP-FM
4	WEUP-AM	WRSA-FM	WAHR-FM
5	WAHR-FM	WNDA-FM	WQLT-FM

M-F, 6-10am

1	WAAY-AM	WAAY-AM	WAAY-AM
2	WVOV-AM	WQEN-FM	WQEN-FM
3	WQEN-FM	WVOV-AM	WZYP-FM
4	WBHP-AM	WAHR-FM	WAHR-FM
5	WEUP-AM	WRSA-FM	WBHP-AM

M-F, 3-7pm

1	WAAY-AM	WAAY-AM	WQEN-FM
2	WVOV-AM	WQEN-FM	WAAY-AM
3	WQEN-FM	WVOV-AM	WZYP-FM
4	WEUP-AM	WNDA-FM	WQSB-FM
5	WAHR-FM	WRSA-FM	WIRM-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 920

	A/M '77	A/M '78	A/M '79
1	WAAY-AM	WAAY-AM	WAAY-AM
2	WVOV-AM	WVOV-AM	WZYP-FM
3	WBHP-AM	WQEN-FM	WBHP-AM
4	WQEN-FM	WBHP-AM	WAHR-FM
5	WAHR-FM	WTWX-FM	WVOV-AM

M-F, 6-10am

1	WAAY-AM	WAAY-AM	WAAY-AM
2	WBHP-AM	WQEN-FM	WZYP-FM
3	WVOV-AM	WTWX-FM	WBHP-AM
4	WQEN-FM	WBHP-AM	WVOV-AM
5	WEUP-AM	WVOV-AM	WAHR-FM

M-F, 3-7pm

1	WVOV-AM	WAAY-AM	WAAY-AM
2	WAAY-AM	WBHP-AM	WZYP-FM
3	WBHP-AM	WVOV-AM	WAHR-FM
4	WQEN-FM	WTWX-FM	WBHP-AM
5	WAHR-FM	WAHR-FM	WEUP-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1073

	A/M '77	A/M '78	A/M '79
1	WBHP-AM	WAAY-AM	WAAY-AM
2	WAAY-AM	WBHP-AM	WBHP-AM
3	WRSA-FM	WRSA-FM	WZYP-FM
4	WVOV-AM	WJMW-AM	WFIX-AM
5	WEUP-AM	WTWX-FM	WVOV-AM

M-F, 6-10am

1	WBHP-AM	WAAY-AM	WAAY-AM
2	WAAY-AM	WBHP-AM	WBHP-AM
3	WRSA-FM	WRSA-FM	WZYP-FM
4	WJMW-AM	WFIX-AM	WFIX-AM
5	WFIX-AM	WRSA-FM	WEUP-AM

M-F, 3-7pm

1	WBHP-AM	WAAY-AM	WAAY-AM
2	WVOV-AM	WBHP-AM	WBHP-AM
3	WBHP-AM	WVOV-AM	WZYP-FM
4	WFIX-AM	WRSA-FM	WQEN-FM
5	WEUP-AM	WQEN-FM	WAHR-FM

M-F, 3-7pm

1	WBHP-AM	WAAY-AM	WAAY-AM
2	WRSA-FM	WBHP-AM	WBHP-AM
3	WAAY-AM	WTWX-FM	WFIX-AM
4	WFIX-AM	WRSA-FM	WZYP-FM
5	WVOV-AM	WJMW-AM	WVOV-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2359

	A/M '77		A/M '78		A/M '79	
1	WAAY-AM	758	WAAY-AM	811	WAAY-AM	797
2	WBHP-AM	567	WBHP-AM	568	WBHP-AM	544
3	WVOV-AM	492	WVOV-AM	439	WZYP-FM	453
4	WRSA-FM	317	WRSA-FM	377	WFIX-AM	305
5	WFIX-AM	302	WFIX-AM	290	WEUP-AM	253

M-F, 6-10am

1	WAAY-AM	WAAY-AM	WAAY-AM
2	WBHP-AM	WBHP-AM	WBHP-AM
3	WVOV-AM	WVOV-AM	WZYP-FM
4	WJMW-AM	WFIX-AM	WFIX-AM
5	WFIX-AM	WRSA-FM	WEUP-AM

M-F, 3-7pm

1	WAAY-AM	WAAY-AM	WAAY-AM
2	WVOV-AM	WBHP-AM	WBHP-AM
3	WBHP-AM	WVOV-AM	WZYP-FM
4	WFIX-AM	WRSA-FM	WQEN-FM
5	WEUP-AM	WQEN-FM	WAHR-FM

Teens
M-S, 6am-Midnight
POP(00): 340

	A/M '77	A/M '78	A/M '79
1	WAAY-AM	WAAY-AM	WAAY-AM
2	WVOV-AM	WVOV-AM	WZYP-FM
3	WQEN-FM	WQEN-FM	WQEN-FM
4	WEUP-AM	WAHR-FM	WQLT-FM
5	WAHR-FM	WRSA-FM	WAHR-FM

M-F, 6-10am

1	WAAY-AM	WAAY-AM	WAAY-AM
2	WVOV-AM	WVOV-AM	WQEN-FM
3	WQEN-FM	WQEN-FM	WZYP-FM
4	WEUP-AM	WAHR-FM	WAHR-FM
5	WBHP-AM	WRSA-FM	WQSB-FM

M-F, 3-7pm

1	WAAY-AM	WAAY-AM	WAAY-AM
2	WVOV-AM	WVOV-AM	WQEN-FM
3	WEUP-AM	WQEN-FM	WZYP-FM
4	WQEN-FM	WNDA-FM	WQLT-FM
5	WAHR-FM	WQLT-FM	WQSB-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 920

	A/M '77	A/M '78	A/M '79
1	WAAY-AM	WAAY-AM	WAAY-AM
2	WVOV-AM	WVOV-AM	WZYP-FM
3	WBHP-AM	WBHP-AM	WBHP-AM
4	WQEN-FM	WQEN-FM	WAHR-FM
5	WAHR-FM	WAHR-FM	WEUP-AM

M-F, 6-10am

1	WAAY-AM	WAAY-AM	WAAY-AM
2	WVOV-AM	WBHP-AM	WZYP-FM
3	WBHP-AM	WVOV-AM	WBHP-AM
4	WQEN-FM	WQEN-FM	WAHR-FM
5	WAHR-FM	WEUP-AM	WQEN-FM

M-F, 3-7pm

1	WAAY-AM	WAAY-AM	WAAY-AM
2	WVOV-AM	WBHP-AM	WZYP-FM
3	WBHP-AM	WVOV-AM	WBHP-AM
4	WQEN-FM	WQEN-FM	WAHR-FM
5	WAHR-FM	WTWX-FM	WQEN-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1073

	A/M '77	A/M '78	A/M '79
1	WBHP-AM	WAAY-AM	WAAY-AM
2	WAAY-AM	WBHP-AM	WBHP-AM
3	WRSA-FM	WRSA-FM	WZYP-FM
4	WFIX-AM	WFIX-AM	WFIX-AM
5	WVOV-AM	WNDA-FM	WEUP-AM

M-F, 6-10am

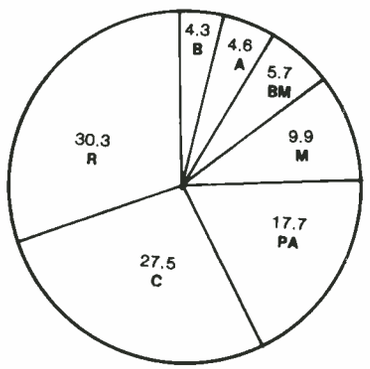
1	WAAY-AM	WAAY-AM	WAAY-AM
2	WBHP-AM	WBHP-AM	WBHP-AM
3	WVOV-AM	WFIX-AM	WZYP-FM
4	WFIX-AM	WRSA-FM	WFIX-AM
5	WRSA-FM	WVOV-AM	WEUP-AM

M-F, 3-7pm

1	WBHP-AM	WAAY-AM	WAAY-AM
2	WAAY-AM	WBHP-AM	WBHP-AM
3	WRSA-FM	WRSA-FM	WZYP-FM
4	WFIX-AM	WFIX-AM	WFIX-AM
5	WVOV-AM	WTWX-FM	WQEN-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Indianapolis

METRO RANK 33

A/M '79 Market Overview

The new wave of Arbitron surveys, Extended Measurement, was begun in Indianapolis this past Spring. Thus, rather than a four-week survey as in the past, Indianapolis radio was measured for 12 weeks, from March through May. Interestingly, although the survey lasted for three months the weekly sample was actually *smaller* during the Extended Measurement survey than during the regular four-week sweeps. Last Fall, for example, the average in-tab for the four-week survey in Indy was 294, while there was an average weekly in-tab during Extended Measurement of only 177 diaries. No great ratings shakeup as a result of the longer sweep. P/A station **WIBC** is still atop the overall market, although declining gradually in every major daypart. WIBC carried the History of Rock & Roll special, plus advertised on TV and in the paper.

Mid-America's Beautiful Music property **WXTZ** had a stable book and continues to be #2 12+ in the metro. No on-air promotions which would clash with **Schulke** format, but there was an outside ad campaign which used TV. The biggest comer in this report for Indianapolis is **WIRE,** the other Mid-America entity in the market. WIRE is Country-formatted and rebounded to its best book since O/N '76. WIRE concentrated on programming changes rather than outside promotion to generate improved ratings. Station played more of the modern country sound, eliminated a lot of oldies, concentrated on music from the last four years. WIRE also went more into information for its listeners, with frequent mobile traffic reports and a substantial weather information commitment. On-air, it used a massive $1,000,000 Cash Grab promotion to get listeners to tune in at specific times during the day. Outside ad campaign budget was lower for this survey, but WIRE did use TV and billboards. WIRE scores well in key 25-49 demos.

Black-formatted **WTLC** gained its best numbers in two years. WTLC improved especially among its male listeners, with the PM drive daypart showing the most sizeable boost.

Finally, we can't conclude the Indianapolis story without touching or the AOR success story there, **WFBQ.** Using the **Burkhart/Abrams** "Superstars" format (and having no format competitor) WFBQ scored an advance of more than two shares. WFBQ owns men 18-34 in the Indy area, with a 24 share in this vital demo. Outside advertising relied mainly on extensive billboard campaign.

Food for thought. **Heftel**'s new Dancemusic station **WIKS** may be the comer for the Fall '79 Extended Measurement sweep in Indy. Station plans to use campaign similar to effort for **WXKS** in Boston, which worked beautifully.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 9325

	A/M '78		O/N '78		A/M '79	
1	WIBC-AM	18.1	WIBC-AM	19.9	WIBC-AM (PA)	17.6
2	WXTZ-FM	13.7	WXTZ-FM	14.0	WXTZ-FM (BB)	13.6
3	WNAP-FM	9.3	WNAP-FM	9.5	WIRE-AM (C)	1.9
4	WIRE-AM	9.0	WIRE-AM	7.7	WNAP-FM (R)	9.0
5	WFMS-FM	8.8	WTLC-FM	7.4	WTLC-FM (R)	8.8
6	WTLC-FM	8.2	WNDE-AM	6.9	WFBQ-FM (A)	8.7
7	WNDE-AM	7.0	WFBQ-FM	6.6	WFMS-FM (C)	7.1
8	WFBQ-FM	6.0	WFMS-FM	5.7	WNDE-AM (R)	6.0
9	WIFE-AM	4.8	WIFE-AM	5.4	WIFE-AM (R)	4.9
10	WATI-AM	3.6	WATI-AM	3.8	WATI-AM (BM)	2.7
11	WXLW-AM	2.5	WXLW-AM	2.9	WXLW-AM (PA)	1.7
12	WBRI-AM	1.7	WBRI-AM	2.2	WBRI-AM (RL)	0.9
13	WCBK-AF	1.1	WNTS-AM	1.4	WIKS-FM (D)	0.8
14	WSVL-AF	1.0	WCBK-AM	1.4	WLHN-FM (PA)	0.6
15	WNTS-AM	0.8	WNON-FM	0.5	WCBK-FM (C)	0.5
16	WLW -AM	0.7	WSMJ-FM	0.5	WGRT-FM (RL)	0.4
17	WLHN-FM	0.6	WGTC-FM	0.4	WSVL-AM (RL)	0.4
18			WCBK-FM	0.2	WSVL-FM (RL)	0.3
19					WCBK-AM (RL)	0.1

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 9325

	A/M '78		O/N '78		A/M '79	
1	WIBC-AM	257	WIBC-AM	258	WIBC-AM	247
2	WXTZ-FM	195	WXTZ-FM	182	WXTZ-FM	191
3	WNAP-FM	132	WNAP-FM	123	WIRE-AM	168
4	WIRE-AM	128	WIRE-AM	100	WNAP-FM	126
5	WFMS-FM	125	WTLC-FM	96	WTLC-FM	124
M-F, 6-10am						
1	WIBC-AM		WIBC-AM		WIBC-AM	
2	WIRE-AM		WXTZ-FM		WIRE-AM	
3	WXTZ-FM		WNAP-FM		WXTZ-FM	
4	WFMS-FM		WIRE-AM		WNAP-FM	
5	WNAP-FM		WNDE-AM		WTLC-FM	
M-F, 3-7pm						
1	WIBC-AM		WIBC-AM		WIBC-AM	
2	WXTZ-FM		WXTZ-FM		WXTZ-FM	
3	WNAP-FM		WNAP-FM		WIRE-AM	
4	WFMS-FM		WTLC-FM		WFBQ-FM	
5	WTLC-FM		WIRE-AM		WTLC-FM	

Teens
M-S, 6am-Midnight
POP(00): 1350

	A/M '78	O/N '78	A/M '79
1	WNDE-AM	WNDE-AM	WNDE-AM
2	WNAP-FM	WIFE-AM	WTLC-FM
3	WTLC-FM	WTLC-FM	WIFE-AM
4	WIFE-AM	WNAP-FM	WNAP-FM
5	WFBQ-FM	WFBQ-FM	WFBQ-FM
M-F, 6-10am			
1	WNDE-AM	WNDE-AM	WNDE-AM
2	WNAP-FM	WIFE-AM	WNAP-FM
3	WTLC-FM	WNAP-FM	WTLC-FM
4	WIFE-AM	WTLC-FM	WIFE-AM
5	WIBC-AM	WIBC-AM	WFBQ-FM
M-F, 3-7pm			
1	WNDE-AM	WIFE-AM	WNDE-AM
2	WTLC-FM	WNDE-AM	WTLC-FM
3	WIFE-AM	WTLC-FM	WIFE-AM
4	WNAP-FM	WNAP-FM	WNAP-FM
5	WFBQ-FM	WFBQ-FM	WFBQ-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3348

	A/M '78	O/N '78	A/M '79
1	WNAP-FM	WNAP-FM	WFBQ-FM
2	WIBC-AM	WIBC-AM	WNAP-FM
3	WFBQ-FM	WFBQ-FM	WIBC-AM
4	WFMS-FM	WTLC-FM	WTLC-FM
5	WTLC-FM	WNDE-AM	WIRE-AM
M-F, 6-10am			
1	WIBC-AM	WIBC-AM	WIBC-AM
2	WNAP-FM	WNAP-FM	WNAP-FM
3	WFMS-FM	WFBQ-FM	WFBQ-FM
4	WNDE-AM	WNDE-AM	WIRE-AM
5	WTLC-FM	WTLC-FM	WTLC-FM
M-F, 3-7pm			
1	WNAP-FM	WNAP-FM	WFBQ-FM
2	WIBC-AM	WIBC-AM	WIBC-AM
3	WFBQ-FM	WFBQ-FM	WNAP-FM
4	WFMS-FM	WNDE-AM	WTLC-FM
5	WTLC-FM	WTLC-FM	WNDE-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 3856

	A/M '78	O/N '78	A/M '79
1	WIBC-AM	WIBC-AM	WIBC-AM
2	WXTZ-FM	WXTZ-FM	WXTZ-FM
3	WFMS-FM	WIRE-AM	WIRE-AM
4	WIRE-AM	WNAP-FM	WFMS-FM
5	WNAP-FM	WTLC-FM	WNAP-FM
M-F, 6-10am			
1	WIBC-AM	WIBC-AM	WIBC-AM
2	WIRE-AM	WIRE-AM	WIRE-AM
3	WFMS-FM	WXTZ-FM	WFMS-FM
4	WXTZ-FM	WFMS-FM	WXTZ-FM
5	WNAP-FM	WNAP-FM	WNAP-FM
M-F, 3-7pm			
1	WIBC-AM	WIBC-AM	WIBC-AM
2	WXTZ-FM	WXTZ-FM	WIRE-AM
3	WFMS-FM	WIRE-AM	WXTZ-FM
4	WIRE-AM	WNAP-FM	WFMS-FM
5	WNAP-FM	WFMS-FM	WNAP-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 9325

	A/M '78	O/N '78	A/M '79
1	WIBC-AM	WIBC-AM	WIBC-AM
2	WNDE-AM	WNDE-AM	WIRE-AM
3	WNAP-FM	WXTZ-FM	WXTZ-FM
4	WXTZ-FM	WNAP-FM	WNAP-FM
5	WIRE-AM	WIRE-AM	WNDE-AM
M-F, 6-10am			
1	WIBC-AM	WIBC-AM	WIBC-AM
2	WNDE-AM	WNDE-AM	WIRE-AM
3	WIRE-AM	WXTZ-FM	WNDE-AM
4	WNAP-FM	WIRE-AM	WNAP-FM
5	WXTZ-FM	WNAP-FM	WXTZ-FM
M-F, 3-7pm			
1	WIBC-AM	WIBC-AM	WIBC-AM
2	WNAP-FM	WXTZ-FM	WXTZ-FM
3	WNDE-AM	WNDE-AM	WIRE-AM
4	WXTZ-FM	WNAP-FM	WNDE-AM
5	WIRE-AM	WIRE-AM	WNAP-FM

Teens
M-S, 6am-Midnight
POP(00): 1350

	A/M '78	O/N '78	A/M '79
1	WNDE-AM	WNDE-AM	WNDE-AM
2	WNAP-FM	WIFE-AM	WIFE-AM
3	WIFE-AM	WNAP-FM	WNAP-FM
4	WIBC-AM	WFBQ-FM	WFBQ-FM
5	WFBQ-FM	WTLC-FM	WIBC-AM
M-F, 6-10am			
1	WNDE-AM	WNDE-AM	WNDE-AM
2	WNAP-FM	WIFE-AM	WIFE-AM
3	WIFE-AM	WNAP-FM	WNAP-FM
4	WIBC-AM	WTLC-FM	WFBQ-FM
5	WTLC-FM	WFBQ-FM	WTLC-FM
M-F, 3-7pm			
1	WNDE-AM	WIFE-AM	WNDE-AM
2	WNAP-FM	WNDE-AM	WIFE-AM
3	WIFE-AM	WNAP-FM	WNAP-FM
4	WTLC-FM	WTLC-FM	WFBQ-FM
5	WFBQ-FM	WFBQ-FM	WTLC-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3348

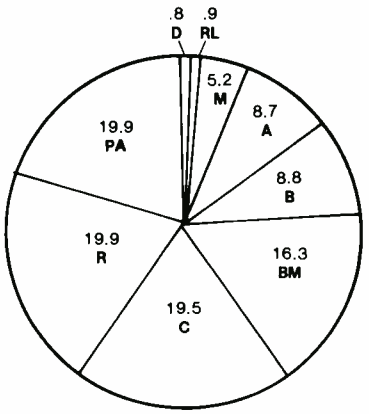
	A/M '78	O/N '78	A/M '79
1	WNAP-FM	WNAP-FM	WNAP-FM
2	WIBC-AM	WIBC-AM	WIBC-AM
3	WNDE-AM	WNDE-AM	WFBQ-FM
4	WIFE-AM	WFBQ-FM	WNDE-AM
5	WFBQ-FM	WIFE-AM	WIFE-AM
M-F, 6-10am			
1	WIBC-AM	WIBC-AM	WIBC-AM
2	WNAP-FM	WNAP-FM	WNAP-FM
3	WNDE-AM	WNDE-AM	WFBQ-FM
4	WFBQ-FM	WFBQ-FM	WNDE-AM
5	WFMS-FM	WIFE-AM	WIRE-AM
M-F, 3-7pm			
1	WNAP-FM	WNAP-FM	WIBC-AM
2	WIBC-AM	WIBC-AM	WNAP-FM
3	WNDE-AM	WNDE-AM	WFBQ-FM
4	WFBQ-FM	WFBQ-FM	WNDE-AM
5	WIFE-AM	WIFE-AM	WIRE-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 3856

	A/M '78	O/N '78	A/M '79
1	WIBC-AM	WIBC-AM	WIBC-AM
2	WIRE-AM	WIRE-AM	WIRE-AM
3	WXTZ-FM	WXTZ-FM	WXTZ-FM
4	WNDE-AM	WNDE-AM	WNAP-FM
5	WFMS-FM	WFMS-FM	WFMS-FM
M-F, 6-10am			
1	WIBC-AM	WIBC-AM	WIBC-AM
2	WIRE-AM	WIRE-AM	WIRE-AM
3	WFMS-FM	WXTZ-FM	WNDE-AM
4	WNDE-AM	WNDE-AM	WNAP-FM
5	WXTZ-FM	WFMS-FM	WXTZ-FM
M-F, 3-7pm			
1	WIBC-AM	WIBC-AM	WIBC-AM
2	WIRE-AM	WXTZ-FM	WIRE-AM
3	WXTZ-FM	WIRE-AM	WXTZ-FM
4	WNAP-FM	WNDE-AM	WNAP-FM
5	WNDE-AM	WNAP-FM	WFMS-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Jackson, MS

METRO RANK **112**

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 2386

	A/M '77		A/M '78		A/M '79	
1	WJDX-AM	18.3	WJDX-AM	17.9	WSLI-AM(PA)	16.6
2	WJMI-FM	15.5	WSLI-AM	14.7	WJDX-AM(R)	16.0
3	WLIN-FM	12.2	WJMI-FM	13.8	WLIN-FM(BM)	12.9
4	WSLI-AM	11.3	WZZQ-FM	12.7	WJMI-FM(B)	11.0
5	WOKJ-AM	9.5	WLIN-FM	11.2	WZZQ-FM(A)	9.5
6	WZZQ-FM	8.5	WOKJ-AM	8.4	WKXI-AM(B)	9.2
7	WJQS-AM	5.5	WKXI-FM	5.2	WTYX-FM(R)	6.1
8	WKXI-FM	4.6	WYIG-AM	3.2	WOKJ-AM(B)	5.5
9	WRBC-AM	3.4	WJQS-AM	2.9	WJQS-AM(C)	3.4
10	WWUN-AM	2.1	WRBC-AM	1.7	WYIG-AM(R)	0.9
11	WJXN-AM	1.8	WJFR-FM	1.4	WJFR-FM(RL)	0.9
12	WRJH-FM	1.5	WJXN-AM	1.4		
13	WRKN-AM	1.2	WRKN-AM	0.6		
14	WJFR-FM	0.9				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2386

	A/M '77		A/M '78		A/M '79	
1	WJDX-AM	60	WJDX-AM	62	WSLI-AM	54
2	WJMI-FM	51	WSLI-AM	51	WJDX-AM	52
3	WLIN-FM	40	WJMI-FM	48	WLIN-FM	42
4	WSLI-AM	37	WZZQ-FM	44	WJMI-FM	36
5	WOKJ-AM	31	WLIN-FM	39	WZZQ-FM	31
M-F, 6-10am						
1	WJDX-AM		WJDX-AM		WSLI-AM	
2	WSLI-AM		WSLI-AM		WJDX-AM	
3	WJMI-FM		WJMI-FM		WKXI-AM	
4	WOKJ-AM		WZZQ-FM		WJMI-FM	
5	WLIN-FM		WOKJ-AM		WLIN-FM	
M-F, 3-7pm						
1	WJDX-AM		WJMI-FM		WJDX-AM	
2	WJMI-FM		WJDX-AM		WLIN-FM	
3	WLIN-FM		WZZQ-FM		WSLI-AM	
4	WZZQ-FM		WSLI-AM		WJMI-FM	
5	WSLI-AM		WLIN-FM		WZZQ-FM	

Teens
M-S, 6am-Midnight
POP(00): 345

	A/M '77	A/M '78	A/M '79
1	WJMI-FM	WJMI-FM	WJMI-FM
2	WJDX-AM	WZZQ-FM	WZZQ-FM
3	WZZQ-FM	WJDX-AM	WJDX-AM
4	WWUN-AM	WYIG-AM	WTYX-FM
5	WOKJ-AM	WKXI-FM	WKXI-AM
M-F, 6-10am			
1	WJMI-FM	WJMI-FM	WJMI-FM
2	WJDX-AM	WZZQ-FM	WJDX-AM
3	WZZQ-FM	WJDX-AM	WZZQ-FM
4	WWUN-AM	WYIG-AM	WYIG-AM
5	WKXI-FM	WKXI-FM	WKXI-AM
M-F, 3-7pm			
1	WJMI-FM	WJMI-FM	WJMI-FM
2	WJDX-AM	WZZQ-FM	WZZQ-FM
3	WZZQ-FM	WJDX-AM	WJDX-AM
4	WWUN-AM	WYIG-AM	WTYX-FM
5	WOKJ-AM	WOKJ-AM	WKXI-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 901

	A/M '77	A/M '78	A/M '79
1	WJDX-AM	WJDX-AM	WJDX-AM
2	WJMI-FM	WZZQ-FM	WZZQ-FM
3	WZZQ-FM	WJMI-FM	WKXI-AM
4	WOKJ-AM	WOKJ-AM	WJMI-FM
5	WLIN-FM	WLIN-FM	WLIN-FM
M-F, 6-10am			
1	WJDX-AM	WJDX-AM	WJDX-AM
2	WOKJ-AM	WZZQ-FM	WKXI-AM
3	WJMI-FM	WJMI-FM	WZZQ-FM
4	WZZQ-FM	WOKJ-AM	WSLI-AM
5	WLIN-FM	WKXI-FM	WJMI-FM
M-F, 3-7pm			
1	WJDX-AM	WJDX-AM	WJDX-AM
2	WJMI-FM	WJMI-FM	WZZQ-FM
3	WZZQ-FM	WZZQ-FM	WJMI-FM
4	WLIN-FM	WOKJ-AM	WKXI-AM
5	WKXI-FM	WLIN-FM	WTYX-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 980

	A/M '77		A/M '78		A/M '79	
1	WJDX-AM	31	WJDX-AM	37	WJDX-AM	
2	WLIN-FM	24	WLIN-FM	23	WSLI-AM	
3	WOKJ-AM	16	WSLI-AM	17	WLIN-FM	
4	WJMI-FM	15	WOKJ-AM	11	WJMI-FM	
5	WSLI-AM	14	WZZQ-FM	11	WKXI-AM	
M-F, 6-10am						
1	WJDX-AM		WJDX-AM		WJDX-AM	
2	WLIN-FM		WSLI-AM		WSLI-AM	
3	WOKJ-AM		WLIN-FM		WKXI-AM	
4	WSLI-AM		WOKJ-AM		WLIN-FM	
5	WJMI-FM		WKXI-FM		WJMI-FM	
M-F, 3-7pm						
1	WJDX-AM		WJDX-AM		WJDX-AM	
2	WLIN-FM		WLIN-FM		WLIN-FM	
3	WJMI-FM		WSLI-AM		WSLI-AM	
4	WSLI-AM		WOKJ-AM		WTYX-FM	
5	WOKJ-AM		WJQS-AM		WJMI-FM	

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2386

	A/M '77		A/M '78		A/M '79	
1	WJDX-AM	866	WJDX-AM	1019	WJDX-AM	986
2	WSLI-AM	583	WSLI-AM	703	WSLI-AM	57
3	WOKJ-AM	551	WJMI-FM	494	WKXI-AM	467
4	WJMI-FM	452	WLIN-FM	493	WZZQ-FM	450
5	WLIN-FM	427	WOKJ-AM	477	WLIN-FM	429
M-F, 6-10am						
1	WJDX-AM		WJDX-AM		WJDX-AM	
2	WSLI-AM		WSLI-AM		WSLI-AM	
3	WOKJ-AM		WOKJ-AM		WJMI-FM	
4	WJMI-FM		WJMI-FM		WKXI-AM	
5	WLIN-FM		WZZQ-FM		WZZQ-FM	
M-F, 3-7pm						
1	WJDX-AM		WJDX-AM		WJDX-AM	
2	WJMI-FM		WSLI-AM		WSLI-AM	
3	WSLI-AM		WJMI-FM		WZZQ-FM	
4	WZZQ-FM		WZZQ-FM		WJMI-FM	
5	WLIN-FM		WLIN-FM		WKXI-AM	

Teens
M-S, 6am-Midnight
POP(00): 345

	A/M '77	A/M '78	A/M '79
1	WJDX-AM	WJDX-AM	WJDX-AM
2	WJMI-FM	WJMI-FM	WZZQ-FM
3	WWUN-AM	WYIG-AM	WJMI-FM
4	WOKJ-AM	WZZQ-FM	WTYX-FM
5	WZZQ-FM	WKXI-FM	WKXI-AM
M-F, 6-10am			
1	WJMI-FM	WJMI-FM	WJMI-FM
2	WJDX-AM	WJDX-AM	WZZQ-FM
3	WWUN-AM	WZZQ-FM	WJDX-AM
4	WZZQ-FM	WYIG-AM	WTYX-FM
5	WKXI-FM	WOKJ-AM	WYIG-AM
M-F, 3-7pm			
1	WJMI-FM	WJMI-FM	WZZQ-FM
2	WJDX-AM	WJDX-AM	WJDX-AM
3	WZZQ-FM	WZZQ-FM	WJMI-FM
4	WWUN-AM	WYIG-AM	WTYX-FM
5	WOKJ-AM	WOKJ-AM	WYIG-AM

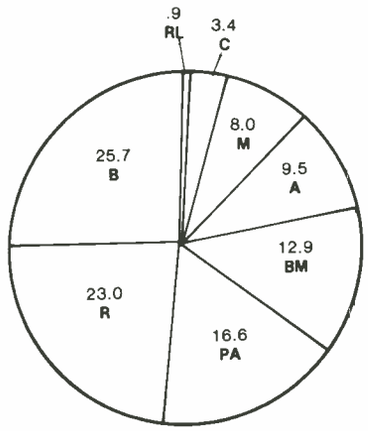
Adults 18-34
M-S, 6am-Midnight
POP(00): 901

	A/M '77	A/M '78	A/M '79
1	WJDX-AM	WJDX-AM	WJDX-AM
2	WOKJ-AM	WZZQ-FM	WZZQ-FM
3	WZZQ-FM	WJMI-FM	WKXI-AM
4	WJMI-FM	WOKJ-AM	WJMI-FM
5	WKXI-FM	WLIN-FM	WTYX-FM
M-F, 6-10am			
1	WJDX-AM	WJDX-AM	WJDX-AM
2	WOKJ-AM	WZZQ-FM	WKXI-AM
3	WJMI-FM	WJMI-FM	WZZQ-FM
4	WZZQ-FM	WOKJ-AM	WJMI-FM
5	WKXI-FM	WKXI-FM	WSLI-AM
M-F, 3-7pm			
1	WJDX-AM	WJDX-AM	WJDX-AM
2	WJMI-FM	WZZQ-FM	WZZQ-FM
3	WZZQ-FM	WJMI-FM	WJMI-FM
4	WOKJ-AM	WOKJ-AM	WKXI-AM
5	WLIN-FM	WLIN-FM	WTYX-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 980

	A/M '77	A/M '78	A/M '79
1	WJDX-AM	WJDX-AM	WJDX-AM
2	WSLI-AM	WSLI-AM	WSLI-AM
3	WSLI-AM	WLIN-FM	WLIN-FM
4	WOKJ-AM	WOKJ-AM	WKXI-AM
5	WJMI-FM	WJMI-FM	WJMI-FM
M-F, 6-10am			
1	WJDX-AM	WJDX-AM	WJDX-AM
2	WSLI-AM	WSLI-AM	WSLI-AM
3	WOKJ-AM	WOKJ-AM	WJMI-FM
4	WLIN-FM	WJMI-FM	WLIN-FM
5	WJMI-FM	WLIN-FM	WKXI-AM
M-F, 3-7pm			
1	WJDX-AM	WJDX-AM	WJDX-AM
2	WLIN-FM	WSLI-AM	WSLI-AM
3	WSLI-AM	WLIN-FM	WJMI-FM
4	WJMI-FM	WOKJ-AM	WKXI-AM
5	WOKJ-AM	WZZQ-FM	WLIN-FM

Format Penetration Chart
Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



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

Jacksonville

METRO RANK 52

A/M '79 Market Overview

This book in Jacksonville confirms that the true power in North Florida is **WIVY**, the FM Top 40 rock giant. Longtime AM rocker **WAPE** now has less than half the 12+ audience of WIVY.

WIVY is skewing a little older in its appeal, with teens declining and young adult men providing the biggest gains. The station is 18-34 leader, with more than a 23 share of these young adults. Extensive outside ad campaign for the station consisted of substantial amounts of TV and billboards, backed with some print ads. On-air promos were built around "Summer Sounds" giveaways of $1,000 prizes.

Formerly the top station in the metro, Beautiful Music **WKTZ-AM & FM** still has a combined share more than 12. WKTZ's 25-49 audience dropped by 20%, and the station's average persons figure for the 25-49 demo was halved in the A/M '79 report.

The new number three station in Jacksonville is an AOR property, **WJAX-FM.** With its all-rock format, the AOR station was able to move up more than two shares 12+. Interestingly for this type of format, the biggest part of the WJAX-FM gains came from *women* 18-34. In midday, when the station went up by almost four shares, the average persons figure for women 18-34 was almost 200% higher for WJAX-FM than in the O/N '78 report. WJAX-FM is fortunate to not have a close AOR competitor.

Country and Black radio did well in Jacksonville in the latest sweep. On the Country scene, **WVOJ** and **WQIK-FM** are within a hair's breadth of each other, with WVOJ scoring the bigger advance in this report. WVOJ is more popular with the male listeners, while WQIK-FM (and its partially simulcast AM station with the same calls) is more of a hit with the ladies. WVOJ was the more advertising-minded of the two stations, conducting some TV spots during the survey.

Black-formatted **WPDQ** rebounded from its poor showing in the O/N '78 book to more than double its 12+ share. Higher numbers among male listeners was the key to the rebound, as WPDQ scored well in dayparts such as midday and afternoon drive.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 5869

	A/M '78		O/N '78		A/M '79	
1	WKTZ-AF	15.7	WKTZ-FM	16.5	WIVY-FM(A)	16.3
2	WIVY-FM	15.1	WIVY-FM	15.2	WKTZ-FM(BM)	11.3
3	WPDQ-AM	11.2	WAPE-AM	10.9	WJAX-FM(A)	8.5
4	WVOJ-AM	8.5	WAIV-FM	7.4	WVOJ-AM(C)	8.4
5	WQIK-FM	7.6	WQIK-FM	6.6	WQIK-FM(C)	8.5
6	WAIV-FM	5.8	WJAX-FM	6.6	WPDQ-AM(B)	7.8
7	WEXI-AM	3.1	WVOJ-AM	4.7	WAPE-AM(R)	7.3
8	WSNY-AM	2.9	WPDQ-AM	3.1	WAIV-FM(R)	5.8
9	WJAX-AM	2.9	WSNY-AM	3.0	WJEE-FM(BM)	2.7
10	WERD-AM	2.2	WJEE-FM	2.9	WSNY-AM(PA)	2.2
11	WJEE-FM	2.0	WKUE-FM	2.6	WOZN-AM(PA)	1.9
12	WCGL-AM	1.9	WCRJ-AM	2.6	WEXI-AM(N)	1.7
13	WCMG-AM	1.6	WJAX-AM	2.3	WCRJ-AM(RL)	1.5
14	WOZN-AM	1.5	WBKF-FM	2.3	WCMG-AM(M)	1.5
15	WJAX-FM	1.2	WCMG-AM	1.8	WKTZ-AM(BM)	1.5
16	WFOY-AM	1.2	WERD-AM	1.7	WERD-AM(B)	1.5
17	WBIX-AM	1.0	WOZN-AM	1.4	WBIX-AM(RL)	1.4
18	WAYR-AM	0.6	WAYR-AM	1.2	WAYR-AM(RL)	1.3
19	WCRJ-AM	0.3	WKTZ-AM	1.2	WKUE-FM(A)	1.1
20			WEXI-AM	1.2	WFOY-AM(PA)	0.9
21			WFOY-AM	1.0	WFOY-FM(R)	0.9
22			WBIX-AM	1.0	WJAX-AM(PA)	0.8
23			WJNJ-FM	0.5		
24			WJNJ-AM	0.1		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5869

	A/M '78	O/N '78	A/M '79
1	WKTZ-AF	WKTZ-FM	WIVY-FM
2	WIVY-FM	WIVY-FM	WKTZ-FM
3	WPDQ-AM	WAPE-AM	WJAX-FM
4	WVOJ-AM	WAIV-FM	WVOJ-AM
5	WQIK-FM	WQIK-FM	WQIK-FM

M-F, 6-10am

1	WIVY-FM	WKTZ-FM	WVOJ-AM
2	WKTZ-AF	WAPE-AM	WIVY-FM
3	WVOJ-AM	WIVY-FM	WAPE-AM
4	WQIK-FM	WQIK-FM	WKTZ-FM
5	WPDQ-AM	WAIV-FM	WQIK-FM

M-F, 3-7pm

1	WIVY-FM	WKTZ-FM	WIVY-FM
2	WKTZ-AF	WIVY-FM	WKTZ-FM
3	WPDQ-AM	WAPE-AM	WQIK-FM
4	WVOJ-AM	WAIV-FM	WPDQ-AM
5	WQIK-FM	WQIK-FM	WVOJ-AM

Teens
M-S, 6am-Midnight
POP(00): 819

	A/M '78	O/N '78	A/M '79
1	WIVY-FM	WIVY-FM	WIVY-FM
2	WPDQ-AM	WAIV-FM	WPDQ-AM
3	WAIV-FM	WPDQ-AM	WAIV-FM
4	WKTZ-AF	WAPE-AM	WAPE-AM
5	WQIK-FM	WQIK-FM	WJAX-FM

M-F, 6-10am

1	WIVY-FM	WIVY-FM	WIVY-FM
2	WPDQ-AM	WAIV-FM	WPDQ-AM
3	WAIV-FM	WAPE-AM	WAPE-AM
4	WQIK-FM	WQIK-FM	WAIV-FM
5	WCGL-AM	WPDQ-AM	WQIK-FM

M-F, 3-7pm

1	WIVY-FM	WIVY-FM	WIVY-FM
2	WPDQ-AM	WAIV-FM	WQIK-FM
3	WKTZ-AF	WPDQ-AM	WAIV-FM
4	WAIV-FM	WAPE-AM	WAPE-AM
5	WQIK-FM	WERD-AM	WJAX-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2222

	A/M '78	O/N '78	A/M '79
1	WIVY-FM	WIVY-FM	WIVY-FM
2	WAIV-FM	WAPE-AM	WJAX-FM
3	WPDQ-AM	WJAX-FM	WAPE-AM
4	WQIK-FM	WAIV-FM	WPDQ-AM
5	WKTZ-AF	WQIK-FM	WAIV-FM

M-F, 6-10am

1	WIVY-FM	WAPE-AM	WAPE-AM
2	WAIV-FM	WIVY-FM	WIVY-FM
3	WQIK-FM	WJAX-FM	WAIV-FM
4	WPDQ-AM	WAIV-FM	WJAX-FM
5	WVOJ-AM	WQIK-FM	WQIK-FM

M-F, 3-7pm

1	WIVY-FM	WIVY-FM	WIVY-FM
2	WPDQ-AM	WAPE-AM	WAPE-AM
3	WKTZ-AF	WJAX-FM	WPDQ-AM
4	WQIK-FM	WAIV-FM	WJAX-FM
5	WAIV-FM	WKTZ-FM	WQIK-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2321

	A/M '78	O/N '78	A/M '79
1	WKTZ-AF	WKTZ-FM	WIVY-FM
2	WVOJ-AM	WAPE-AM	WAPE-AM
3	WQIK-FM	WIVY-FM	WQIK-FM
4	WIVY-FM	WQIK-FM	WVOJ-AM
5	WPDQ-AM	WAIV-FM	WKTZ-FM

M-F, 6-10am

1	WKTZ-AF	WKTZ-FM	WAPE-AM
2	WQIK-FM	WAPE-AM	WIVY-FM
3	WVOJ-AM	WIVY-FM	WQIK-FM
4	WIVY-FM	WQIK-FM	WVOJ-AM
5	WSNY-AM	WSNY-AM	WKTZ-FM

M-F, 3-7pm

1	WVOJ-AM	WKTZ-FM	WIVY-FM
2	WKTZ-AF	WAPE-AM	WQIK-FM
3	WQIK-FM	WIVY-FM	WPDQ-AM
4	WIVY-FM	WQIK-FM	WAPE-AM
5	WPDQ-AM	WSNY-AM	WVOJ-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5869

	A/M '78		O/N '78		A/M '79	
1	WIVY-FM	1732	WIVY-FM	1892	WIVY-FM	1869
2	WKTZ-AF	1329	WAPE-AM	1612	WKTZ-FM	1342
3	WVOJ-AM	995	WKTZ-FM	1214	WAPE-AM	1241
4	WPDQ-AM	909	WAIV-FM	830	WQIK-FM	1172
5	WQIK-FM	086	WQIK FM	632	WAIV-FM	851

M-F, 6-10am

1	WIVY-FM	WAPE AM	WIVY-FM
2	WKTZ-AF	WIVY-FM	WAPE-AM
3	WPDQ-AM	WKTZ-FM	WQIK-FM
4	WVOJ-AM	WAIV-FM	WKTZ-FM
5	WQIK-FM	WQIK-FM	WVOJ-AM

M-F, 3-7pm

1	WIVY-FM	WIVY-FM	WIVY-FM
2	WKTZ-AF	WKTZ-FM	WKTZ-FM
3	WPDQ-AM	WAPE-AM	WAPE-AM
4	WVOJ-AM	WAIV-FM	WQIK-FM
5	WQIK-FM	WQIK-FM	WAIV-FM

Teens
M-F, 6-10am
POP(00): 819

	A/M '78	O/N '78	A/M '79
1	WIVY-FM	WIVY-FM	WIVY-FM
2	WPDQ-AM	WAPE-AM	WAPE-AM
3	WAIV-FM	WAIV-FM	WQIK-FM
4	WQIK-FM	WPDQ-AM	WAIV-FM
5	WKTZ-AF	WSNY-AM	WPDQ-AM

M-F, 6-10am

1	WIVY-FM	WIVY-FM	WIVY-FM
2	WPDQ-AM	WAIV-FM	WQIK-FM
3	WAIV-FM	WAPE-AM	WAPE-AM
4	WQIK-FM	WPDQ-AM	WAIV-FM
5	WCGL-AM	WQIK-FM	WPDQ-AM

M-F, 3-7pm

1	WIVY-FM	WIVY-FM	WIVY-FM
2	WPDQ-AM	WAIV-FM	WAIV-FM
3	WAIV-FM	WAPE-AM	WAPE-AM
4	WQIK-FM	WPDQ-AM	WQIK-FM
5	WKTZ-AF	WERD-AM	WPDQ-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2222

	A/M '78	O/N '78	A/M '79
1	WIVY-FM	WIVY-FM	WIVY-FM
2	WAIV-FM	WAPE-AM	WAPE-AM
3	WSNY-AM	WAIV-FM	WAIV-FM
4	WPDQ-AM	WJAX-FM	WJAX-FM
5	WKTZ-AF	WKTZ-FM	WQIK-FM

M-F, 6-10am

1	WIVY-FM	WAPE-AM	WIVY-FM
2	WAIV-FM	WIVY-FM	WAPE-AM
3	WPDQ-AM	WAIV-FM	WAIV-FM
4	WSNY-AM	WJAX-FM	WJAX-FM
5	WQIK-FM	WSNY-AM	WQIK-FM

M-F, 3-7pm

1	WIVY-FM	WIVY-FM	WIVY-FM
2	WPDQ-AM	WAPE-AM	WAPE-AM
3	WSNY-AM	WJAX-FM	WJAX-FM
4	WAIV-FM	WAIV-FM	WAIV-FM
5	WQIK-FM	WKTZ-FM	WQIK-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2321

	A/M '78	O/N '78	A/M '79
1	WKTZ-AF	WIVY-FM	WIVY-FM
2	WIVY-FM	WAPE-AM	WQIK-FM
3	WVOJ-AM	WKTZ-FM	WAPE-AM
4	WQIK-FM	WQIK-FM	WKTZ-FM
5	WPDQ-AM	WAIV-FM	WVOJ-AM

M-F, 6-10am

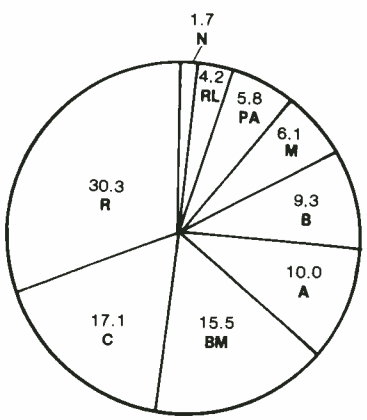
1	WVOJ-AM	WAPE-AM	WIVY-FM
2	WKTZ-AF	WIVY-FM	WAPE-AM
3	WQIK-FM	WKTZ-FM	WQIK-FM
4	WIVY-FM	WQIK-FM	WVOJ-AM
5	WPDQ-AM	WSNY-AM	WKTZ-FM

M-F, 3-7pm

1	WVOJ-AM	WKTZ-FM	WIVY-FM
2	WIVY-FM	WAPE-AM	WKTZ-FM
3	WKTZ-AF	WIVY-FM	WQIK-FM
4	WQIK-FM	WQIK-FM	WAPE-AM
5	WSNY-AM	WSNY-AM	WVOJ-AM

Format Penetration Chart

Based On Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Johnson City-Kingsport-Bristol

METRO RANK **81**

A/M '79 Market Overview

There's a new #1 station in the Johnson City-Kingsport-Bristol area, namely Beautiful Music **WKPT-FM.** Steady with a mid-5 share in the previous two books in this market, WKPT-FM erupted to almost double its 12+ share in this report. Being the only Beautiful Music station in the area helped, as did, perhaps, changing the music. Formerly, WKPT-FM was serviced for its automation by **Peters Productions.** However, the station switched to **TM,** and promoted outside on TV and in the paper to keep in the forefront of the market. WKPT-FM runs no more than 12 commercial units per hour, totalling no more than eight minutes.

The former #1 station, Country formatted **WJCW**, slipped three shares but is still second in the metro. The biggest problem for WJCW was that a chunk of its male listeners abandoned the station, perhaps going to competitor **WZAP**, which in turn showed significant gains in its male ratings.

Tied with WJCW for second place overall in the market is the Top 40 station, **WKIN**. WKIN's audience increased in a balanced fashion among both men and women young adults, with an increase in teens also. The numbers for WKIN among men doubled in AM drive, while the midday segment saw the biggest rise in women listeners to the station. WKIN ran two major promotions — a "Swiss Bank Account" contest in which they gave away $1320 in cash; and, a bumper sticker campaign which used a van to award prizes valued at $50 or more. WKIN placed some newspaper ads, but no other outside advertising.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 3430

	A/M '77		A/M '78		A/M '79	
1	WZAP-AM	12.5	WJCW-AM	13.7	WKPT-FM(BM)	10.8
2	WFHG-AF	10.7	WFHG-AM	10.7	WJCW AM(C)	10.0
3	WJCW-AM	8.9	WJSO-AM	8.4	WKIN-AM(R)	10.0
4	WQUT-FM	8.9	WKIN-AM	8.0	WFHG-AM(R)	9.3
5	WKIN-AM	7.9	WQUT-FM	7.4	WQUT-FM(A)	8.5
6	WFHG-AM	7.7	WKPT-FM	5.9	WJSO-AM(R)	8.3
7	WJSO-AM	7.7	WFHG-FM	5.5	WETB-AM(R)	5.3
8	WKPT-FM	5.9	WETB-AM	4.8	WZAP-AM(C)	5.3
9	WETB-AM	4.8	WKPT-AM	4.2	WFMB AM(C)	4.7
10	WMCH-AM	4.3	WZAP-AM	4.2	WKPT AM(R)	4.6
11	WKPT-AM	3.8	WGOC-AM	4.2	WIDD-FM(C)	4.0
12	WGOC-AM	3.8	WGAT-AM	3.8	WXBQ-FM(C)	3.8
13	WBEJ-AM	3.3	WOPI-AM	3.2	WBBI AF(C)	3.4
14	WBIR-FM	3.3	WBIR-FM	2.9	WMCH AM(C)	2.5
15	WOPI-AM	3.1	WMCH-AM	2.3	WBRI-AM(C)	2.1
16	WFHG-FM	3.1	WBEJ-AM	2.1	WBIR-FM(C)	2.1
17	WRGS-AM	2.6	WFMB-AM	2.1	WIVK-FM(C)	1.7
18	WBBI-AM	2.0	WRGS-AM	1.5	WGAT-AM(C)	1.5
19	WGAT-AM	1.8	WRJZ AM	1.5	WBBI FM(BM)	1.3
20	WIDD-AM	1.5	WBBI-AF	1.3	WGAT FM(C)	1.3
21	WBRI-FM	1.0	WIDD-AM	1.3	WGOC-AM(C)	0.8
22	WFMB-AM	1.0	WKYE-AM	1.3	WOPI-AM(R)	0.8
23	WIDD-FM	1.0	WIDD-FM	1.1	WIDD-AM(C)	0.8
24	WKPT-AF	0.0	WLAC-AM	0.6	WBEJ-AM(PA)	0.6
25	WBRI-AF	0.0	WOKI-FM	0.6	WLOS-FM(BM)	0.4
26			WGAT-FM	0.4	WOKI FM(R)	0.4
27			WIVK-FM	0.4		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3430

	A/M '77		A/M '78		A/M '79	
1	WZAP-AM	49	WJCW-AM	65	WKPT-FM	51
2	WFHG-AF	42	WFHG-AM	51	WJCW-AM	47
3	WJCW-AM	35	WJSO-AM	40	WKIN-AM	47
4	WQUT-FM	35	WKIN-AM	38	WFHG-AM	44
5	WKIN-AM	31	WQUT-FM	35	WQUT-FM	40
M-F, 6-10am						
1	WFHG-AF		WJCW-AM		WJCW AM	
2	WJCW-AM		WFHG-AM		WFHG-AM	
3	WFHG-AM		WJSO-AM		WKPT-FM	
4	WZAP-AM		WKPT-FM		WJSO-AM	
5	WKIN-AM		WKPT-AM		WKIN-AM	
M-F, 3-7pm						
1	WFHG-AF		WJCW-AM		WKPT-FM	
2	WZAP-AM		WFHG-AM		WFHG-AM	
3	WFHG-AM		WJSO-AM		WKIN-AM	
4	WJCW-AM		WKIN-AM		WJCW-AM	
5	WKIN-AM		WFHG-FM		WJSO-AM	

Teens
M-S, 6am-Midnight
POP(00): 421

	A/M '77	A/M '78	A/M '79
1	WFHG-AF	WFHG-AM	WFHG-AM
2	WJSO-AM	WJSO-AM	WKIN-AM
3	WFHG-AM	WETB-AM	WJSO-AM
4	WQUT-FM	WQUT-FM	WETB-AM
5	WETB-AM	WKIN-AM	WQUT-FM
M-F, 6-10am			
1	WFHG-AF	WFHG-AM	WFHG-AM
2	WFHG-AM	WJSO-AM	WJSO-AM
3	WJSO-AM	WKIN-AM	WKIN-AM
4	WFHG-FM	WQUT-FM	WETB-AM
5	WETB-AM	WRJZ-AM	WQUT-FM
M-F, 3-7pm			
1	WFHG-AF	WJSO-AM	WFHG-AM
2	WFHG-AM	WFHG-AM	WKIN-AM
3	WJSO-AM	WETB-AM	WJSO-AM
4	WKIN-AM	WKIN-AM	WETB-AM
5	WETB-AM	WQUT-FM	WQUT-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1227

	A/M '77	A/M '78	A/M '79
1	WQUT-FM	WJSO-AM	WQUT-FM
2	WZAP-AM	WKIN-AM	WJSO-AM
3	WKIN-AM	WQUT-FM	WKIN-AM
4	WFHG-AF	WFHG-AM	WFHG-AM
5	WJSO-AM	WJCW-AM	WJCW-AM
M-F, 6-10am			
1	WQUT-FM	WFHG-AM	WFHG-AM
2	WFHG-AF	WJCW-AM	WJCW-AM
3	WKIN-AM	WJSO-AM	WJSO-AM
4	WJCW-AM	WQUT-FM	WQUT-FM
5	WFHG-AM	WKIN-AM	WKIN-AM
M-F, 3-7pm			
1	WQUT-FM	WKIN-AM	WQUT-FM
2	WZAP-AM	WJSO-AM	WKIN-AM
3	WKIN-AM	WFHG-AM	WFHG-AM
4	WFHG-AF	WFHG-FM	WJSO-AM
5	WJSO-AM	WJCW-AM	WJCW-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1411

	A/M '77	A/M '78	A/M '79
1	WJCW-AM	WJCW-AM	WJCW-AM
2	WZAP-AM	WFHG-AM	WKPT-FM
3	WFHG-AF	WFHG-FM	WKIN-AM
4	WKPT-FM	WGOC-AM	WFHG-AM
5	WFHG-AM	WJSO-AM	WZAP-AM
M-F, 6-10am			
1	WJCW-AM	WJCW-AM	WJCW-AM
2	WFHG-AF	WFHG-AM	WFHG-AM
3	WFHG-AM	WKPT-FM	WKPT-FM
4	WKPT-AM	WJSO-AM	WKIN-AM
5	WKIN-AM	WFHG-FM	WFMB-AM
M-F, 3-7pm			
1	WFHG-AF	WJCW-AM	WKPT-FM
2	WJCW-AM	WFHG-AM	WKIN-AM
3	WZAP-AM	WFHG-FM	WFHG-AM
4	WFHG-AM	WGOC-AM	WJCW-AM
5	WKPT-FM	WJSO-AM	WZAP-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3430

	A/M '77		A/M '78		A/M '79	
1	WFHG-AF	805	WFHG-AM	791	WKPT-FM	713
2	WFHG-AM	708	WJCW-AM	771	WJCW-AM	711
3	WJCW-AM	625	WKIN-AM	572	WFHG-AM	671
4	WKIN-AM	550	WJSO-AM	521	WJSO-AM	578
5	WJSO-AM	522	WKPT-FM	476	WQUT-FM	569
M-F, 6-10am						
1	WFHG-AF		WJCW-AM		WJCW-AM	
2	WJCW-AM		WFHG-AM		WFHG-AM	
3	WFHG-AM		WJSO-AM		WKPT-FM	
4	WKIN-AM		WKIN-AM		WKIN-AM	
5	WJSO-AM		WKPT-AM		WJSO-AM	
M-F, 3-7pm						
1	WFHG-AF		WJCW-AM		WKPT-FM	
2	WFHG-AM		WFHG-AM		WFHG-AM	
3	WJSO-AM		WJSO-AM		WJSO-AM	
4	WJCW-AM		WKIN-AM		WJCW-AM	
5	WKIN-AM		WQUT-FM		WKIN-AM	

Teens
M-S, 6am-Midnight
POP(00): 421

	A/M '77	A/M '78	A/M '79
1	WFHG-AF	WFHG-AM	WFHG-AM
2	WFHG-AM	WJSO-AM	WETB-AM
3	WQUT-FM	WQUT-FM	WQUT-FM
4	WJSO-AM	WKIN-AM	WJSO-AM
5	WETB-AM	WETB-AM	WKIN-AM
M-F, 6-10am			
1	WFHG-AF	WFHG-AM	WFHG-AM
2	WJSO-AM	WJSO-AM	WJSO-AM
3	WFHG-AM	WKIN-AM	WKIN-AM
4	WETB-AM	WQUT-FM	WETB-AM
5	WKIN-AM	WETB-AM	WJCW-AM
M-F, 3-7pm			
1	WFHG-AF	WFHG-AM	WFHG-AM
2	WFHG-AM	WJSO-AM	WJSO-AM
3	WJSO-AM	WETB-AM	WKIN-AM
4	WETB-AM	WQUT-FM	WQUT-FM
5	WQUT-FM	WKIN-AM	WQUT-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1227

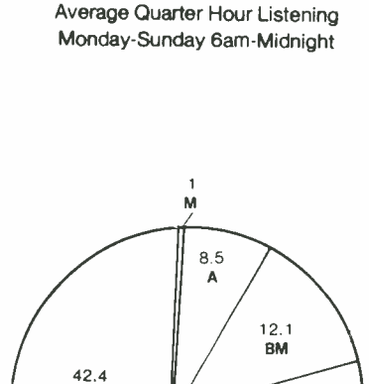
	A/M '77	A/M '78	A/M '79
1	WFHG-AF	WFHG-AM	WQUT-FM
2	WQUT-FM	WQUT-FM	WFHG-AM
3	WJSO-AM	WJSO-AM	WJSO-AM
4	WFHG-AM	WKIN-AM	WJCW-AM
5	WKIN-AM	WJCW-AM	WETB-AM
M-F, 6-10am			
1	WQUT-FM	WFHG-AM	WFHG-AM
2	WFHG-AF	WJSO-AM	WQUT-FM
3	WKIN-AM	WKIN-AM	WJSO-AM
4	WJCW-AM	WQUT-FM	WJCW-AM
5	WJSO-AM	WJCW-AM	WKIN-AM
M-F, 3-7pm			
1	WQUT-FM	WFHG-AM	WFHG-AM
2	WFHG-AF	WJSO-AM	WJSO-AM
3	WJSO-AM	WKIN-AM	WQUT-FM
4	WKIN-AM	WQUT-FM	WKIN-AM
5	WFHG-AM	WFHG-FM	WJCW-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1411

	A/M '77	A/M '78	A/M '79
1	WJCW-AM	WJCW-AM	WJCW-AM
2	WFHG-AF	WFHG-AM	WKPT-FM
3	WFHG-AM	WFHG-FM	WFHG-AM
4	WJSO-AM	WKIN-AM	WKIN-AM
5	WKIN-AM	WJSO-AM	WJSO-AM
M-F, 6-10am			
1	WJCW-AM	WJCW-AM	WJCW-AM
2	WFHG-AF	WFHG-AM	WFHG-AM
3	WFHG-AM	WJSO-AM	WKPT-FM
4	WKIN-AM	WFHG-FM	WKIN-AM
5	WJSO-AM	WKIN-AM	WJSO-AM
M-F, 3-7pm			
1	WFHG-AF	WJCW-AM	WJCW-AM
2	WJCW-AM	WFHG-AM	WKPT-FM
3	WFHG-AM	WJSO-AM	WKIN-AM
4	WJSO-AM	WFHG-FM	WFHG-AM
5	WZAP-AM	WKPT-FM	WJSO-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Kalamazoo-Portage

METRO RANK 125

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2222

	A/M '78		O/N '78		A/M '79	
1	WKMI-AM	16.9	WKZO-AM	14.5	WKZO-AM(PA)	13.2
2	WKZO-AM	16.0	WKMI-AM	13.3	WKMI-AM(R)	11.7
3	WGRD-FM	12.2	WQLR-FM	10.1	WQLR-FM(RL)	10.2
4	WQLR-FM	9.9	WKFR-FM	9.2	WGRD-FM(R)	8.1
5	WOOD-FM	5.5	WOOD-FM	8.4	WOOD-FM(BM)	7.2
6	WKFR-FM	5.2	WGRD-FM	6.1	WKFR-FM(R)	6.9
7	WBUK-AM	2.9	WLAV-FM	5.8	WMAQ-AM(C)	4.5
8	WYYY-AM	2.6	WBUK-AM	4.3	WLAV-FM(A)	4.2
9	WLS -AM	1.7	WJFM-FM	3.5	WBUK-AM(C)	2.7
10	WGN -AM	1.7	WMAQ-AM	2.9	WKPR-AM(RL)	2.1
11	WKPR-AM	1.5	WLS -AM	2.6	WJOR-AM(PA)	1.2
12	WBBM-AM	1.5	WYYY-AM	1.7	WYYY-AM(R)	0.9
13	WDOW-AF	1.2	WAQP-AM	1.4	WJFM-FM(C)	0.9
14	WGRD-AM	0.9	WFFX-FM	1.2	WBCK-AM(PA)	0.9
15	WLAV-FM	0.9	WGN -AM	0.9	WBBM-AM(BB)	0.6
16	WJFM-FM	0.9	WKPR-AM	0.9	WLS -AM(R)	0.6
17	WBCK-AM	0.6	WDOW-FM	0.6	WGN -AM(PA)	0.6
18	WAQP-AM	0.6	WGRD-AM	0.3		
19	WMAQ-AM	0.6	WDOW-AM	0.3		
20	WJOR-AM	0.6				

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2222

	A/M '78		O/N '78		A/M '79	
1	WKMI-AM	58	WKZO-AM	50	WKZO-AM	44
2	WKZO-AM	55	WKMI-AM	46	WKMI-AM	39
3	WGRD-FM	42	WQLR-FM	35	WQLR-FM	34
4	WQLR-FM	34	WKFR-FM	32	WGRD-FM	27
5	WOOD-FM	19	WOOD-FM	29	WOOD-FM	24

M-F, 6-10am

1	WKZO-AM	WKZO-AM	WKZO-AM
2	WKMI-AM	WKMI-AM	WKMI-AM
3	WGRD-FM	WQLR-FM	WQLR-FM
4	WQLR-FM	WOOD-FM	WOOD-FM
5	WOOD-FM	WKFR-FM	WGRD-FM

M-F, 3-7pm

1	WKMI-AM	WKMI-AM	WKMI-AM
2	WGRD-FM	WQLR-FM	WGRD-FM
3	WKZO-AM	WKFR-FM	WQLR-FM
4	WQLR-FM	WLAV-FM	WKZO-AM
5	WKFR-FM	WKZO-AM	WKFR-FM

Teens

M-S, 6am-Midnight

POP(00): 291

	A/M '78	O/N '78	A/M '79
1	WGRD-FM	WKMI-AM	WGRD-FM
2	WKMI-AM	WGRD-FM	WKMI-AM
3	WKZO-AM	WKFR-FM	WLAV-FM
4	WLS -AM	WJFM-FM	WKFR-FM
5	WYYY-AM	WKZO-AM	WLS -AM

M-F, 6-10am

1	WGRD-FM	WGRD-FM	WGRD-FM
2	WKMI-AM	WKMI-AM	WKMI-AM
3	WKZO-AM	WKZO-AM	WLS -AM
4	WLS -AM	WKFR-FM	WLAV-FM
5	WGRD-AM	WLS -AM	WQLR-FM

M-F, 3-7pm

1	WGRD-FM	WKMI-AM	WGRD-FM
2	WKMI-AM	WGRD-FM	WKMI-AM
3	WLS -AM	WKFR-FM	WLAV-FM
4	WKZO-AM	WJFM-FM	WLS -AM
5	WYYY-AM	WQLR-FM	WKFR-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 915

	A/M '78	O/N '78	A/M '79
1	WKMI-AM	WKMI-AM	WKMI-AM
2	WGRD-FM	WKFR-FM	WKFR-FM
3	WKFR-FM	WLAV-FM	WLAV-FM
4	WQLR-FM	WGRD-FM	WGRD-FM
5	WYYY-AM	WJFM-FM	WMAQ-AM

M-F, 6-10am

1	WKMI-AM	WKMI-AM	WKMI-AM
2	WGRD-FM	WKFR-FM	WKFR-FM
3	WQLR-FM	WLAV-FM	WKZO-AM
4	WKZO-AM	WLS -AM	WMAQ-AM
5	WKFR-FM	WGRD-FM	WLAV-FM

M-F, 3-7pm

1	WKMI-AM	WKMI-AM	WKMI-AM
2	WKFR-FM	WLAV-FM	WKFR-FM
3	WGRD-FM	WKFR-FM	WLAV-FM
4	WQLR-FM	WJFM-FM	WGRD-FM
5	WLAV-FM	WLS -AM	WMAQ-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 841

	A/M '78	O/N '78	A/M '79
1	WKMI-AM	WKMI-AM	WQLR-FM
2	WKZO-AM	WKFR-FM	WKMI-AM
3	WQLR-FM	WKZO-AM	WKZO-AM
4	WGRD-FM	WBUK-AM	WOOD-FM
5	WKFR-FM	WOOD-FM	WKFR-FM

M-F, 6-10am

1	WKZO-AM	WKZO-AM	WKZO-AM
2	WKMI-AM	WKMI-AM	WQLR-FM
3	WGRD-FM	WQLR-FM	WKMI-AM
4	WQLR-FM	WKFR-FM	WMAQ-AM
5	WOOD-FM	WQLR-FM	WOOD-FM

M-F, 3-7pm

1	WKMI-AM	WKMI-AM	WQLR-FM
2	WQLR-FM	WKFR-FM	WKMI-AM
3	WGRD-FM	WOOD-FM	WOOD-FM
4	WQLR-FM	WKFR-FM	WMAQ-AM
5	WKFR-FM	WBUK-AM	WKFR-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2222

	A/M '78		O/N '78		A/M '79	
1	WKMI-AM	982	WKMI-AM	833	WKMI-AM	819
2	WKZO-AM	791	WKZO-AM	773	WKZO-AM	758
3	WGRD-FM	770	WKFR-FM	628	WGRD-FM	529
4	WQLR-FM	513	WGRD-FM	528	WQLR-FM	497
5	WOOD-FM	303	WQLR-FM	524	WKFR-FM	462

M-F, 6-10am

1	WKMI-AM	WKZO-AM	WKZO-AM
2	WKZO-AM	WKMI-AM	WKMI-AM
3	WGRD-FM	WKFR-FM	WGRD-FM
4	WQLR-FM	WQLR-FM	WKFR-FM
5	WOOD-FM	WGRD-FM	WQLR-FM

M-F, 3-7pm

1	WKMI-AM	WKMI-AM	WKMI-AM
2	WGRD-FM	WKFR-FM	WGRD-FM
3	WKZO-AM	WKZO-AM	WKZO-AM
4	WQLR-FM	WQLR-FM	WKFR-FM
5	WKFR-FM	WOOD-FM	WQLR-FM

Teens

M-S, 6am-Midnight

POP(00): 291

	A/M '78	O/N '78	A/M '79
1	WGRD-FM	WKMI-AM	WGRD-FM
2	WKMI-AM	WGRD-FM	WKMI-AM
3	WKZO-AM	WKFR-FM	WKFR-FM
4	WLS -AM	WJFM-FM	WLS -AM
5	WYYY-AM	WKZO-AM	WYYY-AM

M-F, 6-10am

1	WGRD-FM	WKMI-AM	WGRD-FM
2	WKMI-AM	WGRD-FM	WKMI-AM
3	WKZO-AM	WKZO-AM	WKZO-AM
4	WLS -AM	WKFR-FM	WLS -AM
5	WGRD-AM	WJFM-FM	WKFR-FM

M-F, 3-7pm

1	WGRD-FM	WKMI-AM	WGRD-FM
2	WKMI-AM	WGRD-FM	WKMI-AM
3	WLS -AM	WKFR-FM	WKFR-FM
4	WYYY-AM	WJFM-FM	WJFM-FM
5	WKZO-AM	WLAV-FM	WLAV-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 915

	A/M '78	O/N '78	A/M '79
1	WKMI-AM	WKMI-AM	WKMI-AM
2	WGRD-FM	WKFR-FM	WKFR-FM
3	WYYY-AM	WGRD-FM	WGRD-FM
4	WKFR-FM	WJFM-FM	WKZO-AM
5	WKZO-AM	WLAV-FM	WMAQ-AM

M-F, 6-10am

1	WKMI-AM	WKFR-FM	WKMI-AM
2	WGRD-FM	WKMI-AM	WKFR-FM
3	WKZO-AM	WGRD-FM	WGRD-FM
4	WYYY-AM	WLAV-FM	WKZO-AM
5	WKFR-FM	WLS -AM	WLAV-FM

M-F, 3-7pm

1	WKMI-AM	WKFR-FM	WKMI-AM
2	WGRD-FM	WKMI-AM	WKFR-FM
3	WKFR-FM	WJFM-FM	WGRD-FM
4	WYYY-AM	WLAV-FM	WYYY-AM
5	WQLR-FM	WGRD-FM	WKZO-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 841

	A/M '78	O/N '78	A/M '79
1	WKMI-AM	WKMI-AM	WKMI-AM
2	WKZO-AM	WKZO-AM	WKZO-AM
3	WGRD-FM	WQLR-FM	WQLR-FM
4	WQLR-FM	WKFR-FM	WKFR-FM
5	WOOD-FM	WGRD-FM	WOOD-FM

M-F, 6-10am

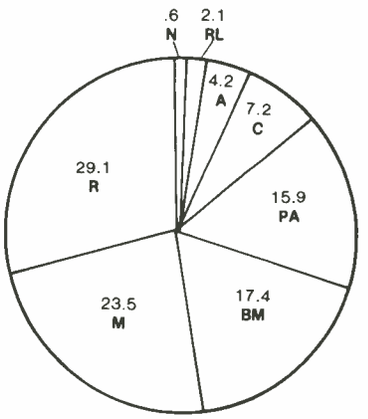
1	WKMI-AM	WKMI-AM	WKZO-AM
2	WKZO-AM	WKZO-AM	WKMI-AM
3	WQLR-FM	WKFR-FM	WQLR-FM
4	WGRD-FM	WQLR-FM	WKFR-FM
5	WOOD-FM	WGRD-FM	WMAQ-AM

M-F, 3-7pm

1	WKMI-AM	WKMI-AM	WKMI-AM
2	WGRD-FM	WKFR-FM	WQLR-FM
3	WKZO-AM	WOOD-FM	WKFR-FM
4	WQLR-FM	WQLR-FM	WKZO-AM
5	WKFR-FM	WGRD-FM	WOOD-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Kansas City

METRO RANK **28**

A/M '79 Market Overview

P/A station **KMBZ** had a Royal book this Spring, jumping almost five shares to its usual excellent A/M numbers. The popular Kansas City Royals baseball team is aired on KMBZ, which causes this top station to strengthen its position in the Spring surveys. KMBZ uses outside media such as TV and billboards to keep in the mind's eye of the public. KMBZ is dominant among adults 25-49, with an 18 share.

Tops among young adults is AOR station **KYYS**, another in the stable of "Superstars" success stories from **Burkhart/Abrams**. KYYS is number two 12+ in the metro and is #1 among adults 18-34, with almost a 19 share. KYYS used some TV to highlight itself during the A/M '79 sweep.

Fourth in overall share in the market is Country fixture **WDAF**. WDAF traditionally has poorer books in the Spring than in the Fall, perhaps due to a segment of its audience going to KMBZ for the baseball broadcasts. WDAF is still #2 in terms of adults 25-49, second only to KMBZ. The station ran a "Cash Grab" promotion, wherein WDAF had arranged for $1,000,000 to be stashed in a bank vault — and a listener had an opportunity to grab as much as possible in an allotted period of time. Outside ad campaign budgeted for same monies as last sweep, with the use of TV, billboards, and bus sides.

A significant new factor in the Kansas City market is a Dancemusic station, **KJLA**. In its first book the station siphoned off some audience from teens and young adults who had been listening to other youth-oriented stations such as **KCMO** and **KBEQ**. KJLA earned almost a 6 share of adults 18-34 and almost an 8 share of teens.

Contemporary standby **KCMO** saw its audience cut in half as listeners searched and tried other stations, cutting time spent listening to KCMO drastically. Chiefs football should help KCMO rebound in Fall sweep.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 10510

	A/M '78		O/N '78		A/M '79	
1	KMBZ-AM	18.6	KMBZ-AM	11.4	KMBZ-AM(PA)	16.9
2	KMBR-FM	9.1	WDAF-AM	10.3	KYYS-FM(A)	10.4
3	WDAF-AM	9.0	KMBR-FM	10.0	KMBR-FM(BM)	9.5
4	KBEQ-FM	8.6	KYYS-FM	9.9	WDAF-AM(C)	8.9
5	KYYS-FM	8.4	KCMO-AM	9.4	KCEZ-FM(BM)	8.0
6	KCMO-AM	7.9	KBEQ-FM	9.0	KBEQ-FM(R)	8.0
7	WHB -AM	7.6	KCEZ-FM	8.3	WHB -AM(R)	4.8
8	KCEZ-FM	7.2	KPRS-FM	5.0	KCMO-AM(PA)	4.6
9	KPRS-FM	5.6	WHB -AM	4.9	KPRS-FM(B)	4.3
10	KCKN-FM	3.5	KCKN-FM	3.6	KCKN-FM(C)	3.5
11	KUDL-FM	2.5	KUDL-FM	3.3	KJLA-AM(D)	3.5
12	KWKI-FM	1.6	KCKN-AM	2.4	KUDL-FM(A)	3.2
13	KCKN-AM	1.5	KWKI-FM	1.7	KPRT-AM(B)	2.5
14	KXTR-FM	1.0	KXTR-FM	1.5	KCKN-AM(C)	1.6
15	KPRT-AM	1.0	KAYQ-AM	1.3	KXTR-FM(CL)	1.4
16	KCNW-AM	0.9	KBEA-AM	1.2	KCNW-AM(RL)	1.0
17	KCCV-AM	0.9	KPRT-AM	1.0	KCCV-AM(RL)	0.9
18	KAYQ-AM	0.6	KCCV-AM	0.7	KBEA-AM(BM)	0.8
19	KBEA-AM	0.5	KFIX-FM	0.6	KEXS-AM(C)	0.8
20	KIEE-FM	0.4	KCNW-AM	0.5	KCLO-AM(PA)	0.7
21			KTRO-FM	0.5	KWKI-FM(RL)	0.6
22					KFIX-FM(PA)	0.6

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 10510

	A/M '78		O/N '78		A/M '79	
1	KMBZ-AM	304	KMBZ-AM	179	KMBZ-AM	268
2	KMBR-FM	148	WDAF-AM	161	KYYS-FM	165
3	WDAF-AM	147	KMBR-FM	157	KMBR-FM	151
4	KBEQ-FM	141	KYYS-FM	155	WDAF-AM	141
5	KYYS-FM	137	KCMO-AM	148	KCEZ-FM	127
6	KCMO-AM	129	KBEQ-FM	141	KBEQ-FM	126
7	WHB -AM	124	KCEZ-FM	130	WHB -AM	76
8	KCEZ-FM	118	KPRS-FM	79	KCMO-AM	73
9	KPRS-FM	91	WHB -AM	77	KPRS-FM	68
10	KCKN-FM	57	KCKN-FM	57	KCKN-FM	56

M-F, 6-10am

1	KMBZ-AM	KMBZ-AM	KMBZ-AM
2	WDAF-AM	WDAF-AM	WDAF-AM
3	KCMO-AM	KCMO-AM	KMBR-FM
4	KMBR-FM	KMBR-FM	KYYS-FM
5	WHB -AM	KYYS-FM	KBEQ-FM
6	KBEQ-FM	KBEQ-FM	KCMO-AM
7	KYYS-FM	KCEZ-FM	KCEZ-FM
8	KCEZ-FM	WHB -AM	WHB -AM
9	KPRS-FM	KPRS-FM	KCKN-FM
10	KCKN-FM	KCKN-FM	KJLA-AM

M-F, 3-7pm

1	KMBZ-AM	KYYS-FM	KMBZ-AM
2	WDAF-AM	KMBZ-AM	KYYS-FM
3	KBEQ-FM	KBEQ-FM	WDAF-AM
4	KMBR-FM	KMBR-FM	KCEZ-FM
5	KYYS-FM	WDAF-AM	KMBR-FM
6	WHB -AM	KCEZ-FM	KBEQ-FM
7	KCEZ-FM	KCMO-AM	KPRS-FM
8	KCMO-AM	WHB -AM	KCMO-AM
9	KPRS-FM	KPRS-FM	WHB -AM
10	KUDL-FM	KUDL-FM	KJLA-AM

Teens
M-S, 6am-Midnight
POP(00): 1409

	A/M '78	O/N '78	A/M '79
1	KBEQ-FM	KBEQ-FM	KBEQ-FM
2	KYYS-FM	KYYS-FM	KYYS-FM
3	KPRS-FM	KCMO-AM	KPRS-FM
4	WHB -AM	KPRS-FM	KJLA-AM
5	KCMO-AM	WHB -AM	WHB -AM
6	KMBZ-AM	KMBZ-AM	KCMO-AM
7	KWKI-FM	KWKI-FM	KMBZ-AM
8	WDAF-AM	WDAF-AM	WDAF-AM
9	KMBR-FM	KUDL-FM	KCKN-FM
10	KCNW-AM	KMBR-FM	KMBR-FM

M-F, 6-10am

1	KBEQ-FM	KBEQ-FM	KBEQ-FM
2	KYYS-FM	KYYS-FM	KYYS-FM
3	KCMO-AM	KCMO-AM	KJLA-AM
4	WHB -AM	KPRS-FM	KPRS-FM
5	KPRS-FM	WHB -AM	KCMO-AM
6	KMBZ-AM	KMBZ-AM	KCKN-FM
7	WDAF-AM	WDAF-AM	WHB -AM
8	KWKI-FM	KUDL-FM	KMBR-FM
9	KCNW-AM	KMBR-FM	KMBZ-AM
10	KAYQ-AM	KWKI-FM	WDAF-AM

M-F, 3-7pm

1	KBEQ-FM	KBEQ-FM	KBEQ-FM
2	KYYS-FM	KYYS-FM	KYYS-FM
3	KPRS-FM	KPRS-FM	KPRS-FM
4	WHB -AM	KCMO-AM	KJLA-AM
5	KCMO-AM	WHB -AM	WHB -AM
6	KWKI-FM	KMBZ-AM	KCMO-AM
7	WDAF-AM	KWKI-FM	WDAF-AM
8	KCNW-AM	KMBR-FM	KMBZ-AM
9	KMBZ-AM	WDAF-AM	KMBR-FM
10	KUDL-FM	KUDL-FM	KWKI-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3838

	A/M '78	O/N '78	A/M '79
1	KYYS-FM	KYYS-FM	KYYS-FM
2	KCMO-AM	KCMO-AM	KBEQ-FM
3	WHB -AM	WDAF-AM	KMBZ-AM
4	KMBZ-AM	KBEQ-FM	WHB -AM
5	KBEQ-FM	KPRS-FM	WDAF-AM
6	WDAF-AM	WHB -AM	KUDL-FM
7	KPRS-FM	KMBR-FM	KCMO-AM
8	KUDL-FM	KUDL-FM	KJLA-AM
9	KMBR-FM	KMBZ-AM	KPRS-FM
10	KCEZ-FM	KWKI-FM	KCEZ-FM

M-F, 6-10am

1	KCMO-AM	KCMO-AM	KYYS-FM
2	KYYS-FM	WDAF-AM	KMBZ-AM
3	WHB -AM	KYYS-FM	WHB -AM
4	WDAF-AM	KMBZ-AM	KBEQ-FM
5	KMBZ-AM	KMBR-FM	KCMO-AM
6	KBEQ-FM	KBEQ-FM	WDAF-AM
7	KPRS-FM	WHB -AM	KMBR-FM
8	KMBR-FM	KPRS-FM	KUDL-FM
9	KUDL-FM	KUDL-FM	KCKN-FM
10	KCKN-FM	KCKN-FM	KJLA-AM

M-F, 3-7pm

1	KYYS-FM	KYYS-FM	KYYS-FM
2	WHB -AM	KCMO-AM	KBEQ-FM
3	KCMO-AM	KBEQ-FM	WDAF-AM
4	WDAF-AM	WDAF-AM	KUDL-FM
5	KBEQ-FM	WHB -AM	KCEZ-FM
6	KMBZ-AM	KMBR-FM	WHB -AM
7	KUDL-FM	KMBZ-AM	KJLA-AM
8	KPRS-FM	KUDL-FM	KMBZ-AM
9	KMBR-FM	KPRS-FM	KCMO-AM
10	KCEZ-FM	KWKI-FM	KPRS-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 4441

	A/M '78	O/N '78	A/M '79
1	KMBZ-AM	WDAF-AM	KMBZ-AM
2	WDAF-AM	KMBR-FM	WDAF-AM
3	KCMO-AM	KCMO-AM	KMBR-FM
4	KMBR-FM	KMBZ-AM	WHB -AM
5	WHB -AM	KCEZ-FM	KCEZ-FM
6	KCEZ-FM	KBEQ-FM	KCMO-AM
7	KPRS-FM	KYYS-FM	KBEQ-FM
8	KYYS-FM	WHB -AM	KYYS-FM
9	KBEQ-FM	KCKN-FM	KCKN-FM
10	KCKN-FM	KUDL-FM	KUDL-FM

M-F, 6-10am

1	KMBZ-AM	WDAF-AM	KMBZ-AM
2	WDAF-AM	KMBZ-AM	WDAF-AM
3	KCMO-AM	KMBR-FM	KMBR-FM
4	WHB -AM	KCMO-AM	KCMO-AM
5	KMBR-FM	WHB -AM	WHB -AM
6	KCKN-FM	KCEZ-FM	KBEQ-FM
7	KBEQ-FM	KYYS-FM	KYYS-FM
8	KPRS-FM	KBEQ-FM	KCKN-FM
9	KYYS-FM	KPRS-FM	KCEZ-FM
10	KCEZ-FM	KCKN-FM	KPRT-AM

M-F, 3-7pm

1	KMBZ-AM	WDAF-AM	KMBZ-AM
2	WDAF-AM	KMBR-FM	WDAF-AM
3	KMBR-FM	KCMO-AM	KCEZ-FM
4	KCMO-AM	KMBZ-AM	KMBR-FM
5	WHB -AM	KBEQ-FM	KCMO-AM
6	KCEZ-FM	KYYS-FM	WHB -AM
7	KPRS-FM	KCEZ-FM	KCKN-FM
8	KYYS-FM	WHB -AM	KYYS-FM
9	KBEQ-FM	KCKN-FM	KBEQ-FM
10	KUDL-FM	KUDL-FM	KUDL-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 10510

	A/M '78		O/N '78		A/M '79	
1	KMBZ-AM	3420	KCMO-AM	3141	KMBZ-AM	3115
2	KCMO-AM	2407	KMBZ-AM	2587	WDAF-AM	2147
3	WHB -AM	2322	WDAF-AM	2318	KCMO-AM	2061
4	KBEQ-FM	2219	WHB -AM	2125	KYYS-FM	1910
5	WDAF-AM	2139	KBEQ-FM	1951	KBEQ-FM	1887
6	KYYS-FM	1829	KYYS-FM	1816	WHB -AM	1857
7	KMBR-FM	1746	KMBR-FM	1789	KMBR-FM	1822
8	KCEZ-FM	1219	KCEZ-FM	1420	KCEZ-FM	1425
9	KPRS-FM	917	KUDL-FM	971	KJLA-AM	1128
10	KUDL-FM	757	KPRS-FM	962	KPRS-FM	965

M-F, 6-10am

1	KMBZ-AM	KMBZ-AM	KMBZ-AM
2	WDAF-AM	KCMO-AM	WDAF-AM
3	KCMO-AM	WDAF-AM	KCMO-AM
4	KBEQ-FM	KYYS-FM	KYYS-FM
5	WHB -AM	WHB -AM	KMBR-FM
6	KYYS-FM	KMBR-FM	KBEQ-FM
7	KMBR-FM	KBEQ-FM	WHB -AM
8	KCEZ-FM	KCEZ-FM	KCEZ-FM
9	KPRS-FM	KPRS-FM	KJLA-AM
10	KCKN-FM	KCKN-FM	KCKN-FM

M-F, 3-7pm

1	KMBZ-AM	KMBZ-AM	KMBZ-AM
2	KBEQ-FM	KCMO-AM	WDAF-AM
3	WDAF-AM	WDAF-AM	KBEQ-FM
4	KCMO-AM	KBEQ-FM	KYYS-FM
5	KYYS-FM	KYYS-FM	KMBR-FM
6	WHB -AM	WHB -AM	WHB -AM
7	KMBR-FM	KMBR-FM	KCMO-AM
8	KCEZ-FM	KCEZ-FM	KCEZ-FM
9	KPRS-FM	KPRS-FM	KJLA-AM
10	KCKN-FM	KCKN-FM	KCKN-FM

Teens
M-S, 6am-Midnight
POP(00): 1409

	A/M '78	O/N '78	A/M '79
1	KBEQ-FM	KBEQ-FM	KBEQ-FM
2	KYYS-FM	KYYS-FM	KYYS-FM
3	WHB -AM	WHB -AM	WHB -AM
4	KCMO-AM	KCMO-AM	KJLA-AM
5	KPRS-FM	KPRS-FM	KPRS-FM
6	KMBZ-AM	KMBZ-AM	KCMO-AM
7	KWKI-FM	WDAF-AM	KMBZ-AM
8	WDAF-AM	KWKI-FM	KUDL-FM
9	KMBR-FM	KCEZ-FM	KMBR-FM
10	KCNW-AM	KUDL-FM	WDAF-AM

M-F, 6-10am

1	KBEQ-FM	KBEQ-FM	KBEQ-FM
2	KYYS-FM	KYYS-FM	KYYS-FM
3	WHB -AM	KCMO-AM	WHB -AM
4	KCMO-AM	WHB -AM	KCMO-AM
5	KPRS-FM	KPRS-FM	KJLA-AM
6	WDAF-AM	KMBZ-AM	KPRS-FM
7	KWKI-FM	WDAF-AM	KMBZ-AM
8	KMBZ-AM	KUDL-FM	KCKN-FM
9	KCNW-AM	KMBR-FM	KMBR-FM
10	KCKN-AM	KWKI-FM	WDAF-AM

M-F, 3-7pm

1	KBEQ-FM	KBEQ-FM	KBEQ-FM
2	KYYS-FM	KYYS-FM	KYYS-FM
3	WHB -AM	WHB -AM	WHB -AM
4	KCMO-AM	KCMO-AM	KJLA-AM
5	KPRS-FM	KPRS-FM	KPRS-FM
6	KWKI-FM	KMBZ-AM	KCMO-AM
7	WDAF-AM	WDAF-AM	KMBZ-AM
8	KCNW-AM	KWKI-FM	WDAF-AM
9	KUDL-FM	KCKN-AM	KMBR-FM
10	KMBZ-AM	KUDL-FM	KCKN-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3838

	A/M '78	O/N '78	A/M '79
1	WHB -AM	KCMO-AM	KYYS-FM
2	KCMO-AM	WHB -AM	KMBZ-AM
3	KYYS-FM	KYYS-FM	KCMO-AM
4	KBEQ-FM	WDAF-AM	KBEQ-FM
5	KMBZ-AM	KBEQ-FM	WHB -AM
6	WDAF-AM	KUDL-FM	KJLA-AM
7	KUDL-FM	KMBZ-AM	WDAF-AM
8	KPRS-FM	KPRS-FM	KUDL-FM
9	KWKI-FM	KMBR-FM	KPRS-FM
10	KMBR-FM	KWKI-FM	KMBR-FM

(Please turn to page 137)

Knoxville

METRO RANK 75

A/M '79 Market Overview

In the East Tennessee hills, the Country sound of **WIVK-AM & FM** is still number one. The stations, which are simulcast in the drive times, earned an overall 12+ combined share of 27.8, their best numbers in years. They were able to increase their female numbers to account for most of the share gains, and the stations are number one in the key 25-49 demo target.

Among non-simulcast stations, **WEZK** is strongest. Its Beautiful Music sound earned the station an overall 12+ share of more than 18, up for the second consecutive report. Among its target 25+ demos, WEZK was able to post gains with the female audience, especially in midday and the evening. The battle for top spot among the local Top 40 stations is heating up again, as **WRJZ** and **Scripps-Howard's WNOX** draw closer together in this sweep. For the second consecutive survey, WRJZ's overall share has declined, but the station still posts almost a 15 share in the metro. Among adults 18-34 WRJZ is best with almost 22% of the audience, compared to 13% for WNOX. The cause of WRJZ's decline in this report is the loss of teens, which were picked up by WNOX. For the second book in a row, WNOX drew closer in terms of 12+ share to WRJZ so that the two are now separated by less than three shares. Besides picking up teens, WNOX also profited by gaining some young males, especially in the PM drive daypart.

WRJZ ran less than its normal amount of outside promotion, but did air some :10 TV spots and bought some billboards. WNOX showed a large amount of billboards and bought a heavy amount of :30 TV spots plugging its morning air personality. WNOX also ran a bumper sticker campaign supported by a direct mail piece explaining the contest.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 3778

	A/M '77		A/M '78		A/M '79	
1	WRJZ-AM	18.2	WIVK-AF	26.3	WIVK-AF(C)	27.8
2	WEZK-FM	14.4	WRJZ-AM	16.5	WEZK-FM(BM)	18.7
3	WIVK-AM	11.9	WEZK-FM	16.5	WRJZ-AM(R)	15.1
4	WIVK-FM	11.9	WNOX-AM	11.6	WNOX-AM(R)	12.3
5	WNOX-AM	9.8	WOKI-AF	5.8	WOKI-FM(R)	5.8
6	WBIR-FM	7.5	WBIR-FM	4.9	WBIR-FM(C)	4.7
7	WOKI-AF	4.9	WBIR-AM	2.8	WGAP-AM(C)	3.7
8	WOKI-FM	4.7	WKGN-AM	2.6	WBIR-AM(PA)	1.6
9	WBIR-AM	3.9	WGAP-AM	2.5	WYSH-AF(C)	1.2
10	WKGN-AM	2.6	WYSH-AF	1.8	WJBE-AM(B)	1.2
11	WGAP-AM	2.6	WKXV-AM	1.4	WKXV-AM(RL)	1.1
12	WKXV-AM	1.8	WSKT-AM	1.1	WKGN-AM(D)	0.7
13	WJBE-AM	1.6	WEAG-AM	1.1	WEAG-AM(PA)	0.7
14	WYSH-FM	1.4			WATO-AM(N)	0.4
15	WKVQ-AM	0.9				
16	WATO-AM	0.9				
17	WSKT-AM	0.7				
18	WYSH-AM	0.7				
19	WEAG-AM	0.5				
20	WOKI-AM	0.2				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3778

	A/M '77		A/M '78		A/M '79	
1	WRJZ-AM	104	WIVK-AF	150	WIVK-AF	159
2	WEZK-FM	82	WRJZ-AM	94	WEZK-FM	107
3	WIVK-AM	68	WEZK-FM	94	WRJZ-AM	86
4	WIVK-FM	68	WNOX-AM	66	WNOX-AM	70
5	WNOX-AM	56	WOKI-AF	33	WOKI-FM	33
M-F, 6-10am						
1	WIVK-AF		WIVK-AF		WIVK-AF	
2	WRJZ-AM		WRJZ-AM		WRJZ-AM	
3	WIVK-FM		WEZK-FM		WEZK-FM	
4	WEZK-FM		WNOX-AM		WNOX-AM	
5	WNOX-AM		WBIR-FM		WGAP-AM	
M-F, 3-7pm						
1	WIVK-AF		WIVK-AF		WIVK-AF	
2	WRJZ-AM		WRJZ-AM		WEZK-FM	
3	WEZK-FM		WEZK-FM		WRJZ-AM	
4	WIVK-AM		WNOX-AM		WNOX-AM	
5	WIVK-FM		WOKI-AF		WOKI-FM	

Teens
M-S, 6am-Midnight
POP(00): 473

	A/M '77	A/M '78	A/M '79
1	WRJZ-AM	WRJZ-AM	WNOX-AM
2	WNOX-AM	WNOX-AM	WRJZ-AM
3	WOKI-FM	WOKI-AF	WIVK-AF
4	WOKI-AF	WIVK-AF	WOKI-FM
5	WKGN-AM	WKGN-AM	WJBE-AM
M-F, 6-10am			
1	WRJZ-AM	WRJZ-AM	WNOX-AM
2	WNOX-AM	WNOX-AM	WRJZ-AM
3	WOKI-FM	WOKI-AF	WOKI-FM
4	WOKI-AF	WIVK-AF	WIVK-AF
5	WGAP-AM	WKGN-AM	WGAP-AM
M-F, 3-7pm			
1	WRJZ-AM	WRJZ-AM	WNOX-AM
2	WNOX-AM	WNOX-AM	WRJZ-AM
3	WOKI-FM	WOKI-AF	WIVK-AF
4	WOKI-AF	WIVK-AF	WOKI-FM
5	WBIR-FM	WBIR-FM	WJBE-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1353

	A/M '77	A/M '78	A/M '79
1	WRJZ-AM	WRJZ-AM	WIVK-AF
2	WIVK-FM	WIVK-AF	WRJZ-AM
3	WNOX-AM	WNOX-AM	WNOX-AM
4	WEZK-FM	WEZK-FM	WEZK-FM
5	WIVK-AM	WOKI-AF	WOKI-FM
M-F, 6-10am			
1	WIVK-AF	WRJZ-AM	WRJZ-AM
2	WRJZ-AM	WIVK-AF	WIVK-AF
3	WIVK-FM	WNOX-AM	WEZK-FM
4	WNOX-AM	WEZK-FM	WNOX-AM
5	WBIR-FM	WOKI-AF	WOKI-FM
M-F, 3-7pm			
1	WRJZ-AM	WRJZ-AM	WRJZ-AM
2	WIVK-AF	WIVK-AF	WIVK-AF
3	WIVK-FM	WEZK-FM	WNOX-AM
4	WNOX-AM	WNOX-AM	WOKI-FM
5	WIVK-AM	WOKI-AF	WEZK-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1501

	A/M '77	A/M '78	A/M '79
1	WEZK-FM	WIVK-AF	WIVK-AF
2	WRJZ-AM	WEZK-FM	WEZK-FM
3	WIVK-FM	WRJZ-AM	WRJZ-AM
4	WIVK-AM	WNOX-AM	WNOX-AM
5	WNOX-AM	WBIR-FM	WBIR-FM
M-F, 6-10am			
1	WIVK-AF	WIVK-AF	WIVK-AF
2	WIVK-FM	WRJZ-AM	WRJZ-AM
3	WEZK-FM	WEZK-FM	WEZK-FM
4	WRJZ-AM	WBIR-FM	WNOX-AM
5	WNOX-AM	WNOX-AM	WGAP-AM
M-F, 3-7pm			
1	WIVK-AF	WIVK-AF	WIVK-AF
2	WEZK-FM	WEZK-FM	WEZK-FM
3	WIVK-AM	WRJZ-AM	WRJZ-AM
4	WRJZ-AM	WNOX-AM	WNOX-AM
5	WIVK-FM	WBIR-FM	WOKI-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3778

	A/M '77		A/M '78		A/M '79	
1	WRJZ-AM	1332	WRJZ-AM	1410	WNOX-AM	1483
2	WNOX-AM	1159	WNOX-AM	1272	WRJZ-AM	1295
3	WEZK-FM	927	WIVK-FM	968	WIVK-FM	1037
4	WIVK-FM	808	WEZK-FM	868	WEZK-FM	955
5	WIVK-AM	783	WIVK-AM	859	WIVK-AM	718
M-F, 6-10am						
1	WRJZ-AM		WRJZ-AM		WRJZ-AM	
2	WIVK-AF		WNOX-AM		WNOX-AM	
3	WNOX-AM		WIVK-FM		WIVK-FM	
4	WIVK-FM		WIVK-AM		WEZK-FM	
5	WEZK-FM		WEZK-FM		WIVK-AM	
M-F, 3-7pm						
1	WRJZ-AM		WRJZ-AM		WNOX-AM	
2	WIVK-AF		WNOX-AM		WRJZ-AM	
3	WNOX-AM		WEZK-FM		WIVK-FM	
4	WEZK-FM		WIVK-AM		WEZK-FM	
5	WIVK-AM		WIVK-FM		WOKI-FM	

Teens
M-S, 6am-Midnight
POP(00): 473

	A/M '77	A/M '78	A/M '79
1	WRJZ-AM	WRJZ-AM	WNOX-AM
2	WNOX-AM	WNOX-AM	WRJZ-AM
3	WOKI-AF	WOKI-FM	WOKI-FM
4	WOKI-FM	WIVK-FM	WIVK-FM
5	WKGN-AM	WOKI-AM	WIVK-AM
M-F, 6-10am			
1	WRJZ-AM	WRJZ-AM	WNOX-AM
2	WNOX-AM	WNOX-AM	WRJZ-AM
3	WOKI-FM	WOKI-FM	WOKI-FM
4	WOKI-AF	WIVK-FM	WIVK-FM
5	WIVK-AF	WBIR-FM	WGAP-AM
M-F, 3-7pm			
1	WRJZ-AM	WRJZ-AM	WNOX-AM
2	WNOX-AM	WNOX-AM	WRJZ-AM
3	WOKI-FM	WOKI-FM	WOKI-FM
4	WOKI-AF	WIVK-FM	WIVK-FM
5	WIVK-AF	WBIR-FM	WJBE-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1353

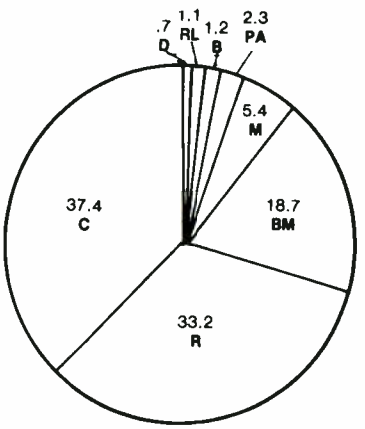
	A/M '77	A/M '78	A/M '79
1	WRJZ-AM	WRJZ-AM	WNOX-AM
2	WNOX-AM	WNOX-AM	WRJZ-AM
3	WOKI-AF	WOKI-FM	WOKI-FM
4	WIVK-FM	WIVK-FM	WIVK-FM
5	WOKI-FM	WIVK-AM	WEZK-FM
M-F, 6-10am			
1	WRJZ-AM	WRJZ-AM	WRJZ-AM
2	WIVK-AF	WNOX-AM	WNOX-AM
3	WNOX-AM	WIVK-FM	WOKI-FM
4	WIVK-FM	WOKI-FM	WIVK-FM
5	WIVK-AM	WEZK-FM	WIVK-AM
M-F, 3-7pm			
1	WRJZ-AM	WRJZ-AM	WNOX-AM
2	WIVK-AF	WNOX-AM	WRJZ-AM
3	WNOX-AM	WOKI-FM	WOKI-FM
4	WIVK-AM	WEZK-FM	WIVK-FM
5	WEZK-FM	WIVK-FM	WIVK-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1501

	A/M '77	A/M '78	A/M '79
1	WRJZ-AM	WIVK-AM	WNOX-AM
2	WEZK-FM	WIVK-FM	WRJZ-AM
3	WIVK-AM	WRJZ-AM	WIVK-FM
4	WNOX-AM	WNOX-AM	WEZK-FM
5	WIVK-FM	WEZK-FM	WIVK-AM
M-F, 6-10am			
1	WIVK-AF	WRJZ-AM	WRJZ-AM
2	WRJZ-AM	WIVK-FM	WNOX-AM
3	WEZK-FM	WIVK-AM	WIVK-FM
4	WIVK-FM	WEZK-FM	WEZK-FM
5	WIVK-AM	WNOX-AM	WIVK-AM
M-F, 3-7pm			
1	WIVK-AF	WEZK-FM	WRJZ-AM
2	WRJZ-AM	WRJZ-AM	WNOX-AM
3	WEZK-FM	WIVK-FM	WIVK-FM
4	WIVK-AM	WNOX-AM	WEZK-FM
5	WNOX-AM	WIVK-AM	WIVK-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Lafayette, LA

METRO RANK **166**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1056

	A/M '77		A/M '78		A/M '79	
1	KTDY-FM	26.0	KTDY-FM	27.7	KVOL-AM(R)	23.0
2	KVOL-AM	22.7	KVOL-AM	16.9	KTDY-FM(PA)	19.3
3	KPEL-AM	9.1	KPEL-AM	12.0	KSMB-FM(R)	14.3
4	KXKW-AM	9.1	KXKW-AM	11.4	KXKW-AM(C)	11.8
5	KDEA-FM	7.8	KSMB-FM	10.8	KPEL-AM(PA)	8.7
6	KSMB-FM	6.5	KROF-AF	6.6	KROF-AF(C)	6.8
7	KROF-AF	5.8	KDEA-FM	6.0	KROF-FM(C)	5.0
8	KROF-AM	3.9			WAFB-FM(PA)	3.7
9	KROF-FM	1.9			KDEA-FM(BM)	3.1
10	WAFB-FM	0.6			KROF-AM(PA)	1.9
11	KSIG-AM	0.6			KAJN-AF(RL)	0.6
12					KAJN-FM(RL)	0.6

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1056

	A/M '77		A/M '78		A/M '79	
1	KTDY-FM	40	KTDY-FM	46	KVOL-AM	37
2	KVOL-AM	35	KVOL-AM	28	KTDY-FM	31
3	KPEL-AM	14	KPEL-AM	20	KSMB-FM	23
4	KXKW-AM	14	KXKW-AM	19	KXKW-AM	19
5	KDEA-FM	12	KSMB-FM	18	KPEL-AM	14
M-F, 6-10am						
1	KVOL-AM		KTDY-FM		KVOL-AM	
2	KTDY-FM		KVOL-AM		KTDY-FM	
3	KPEL-AM		KPEL-AM		KPEL-AM	
4	KXKW-AM		KXKW-AM		KSMB-FM	
5	KDEA-FM		KSMB-FM		KXKW-AM	
M-F, 3-7pm						
1	KTDY-FM		KTDY-FM		KTDY-FM	
2	KVOL-AM		KVOL-AM		KVOL-AM	
3	KXKW-AM		KSMB-FM		KSMB-FM	
4	KROF-AF		KPEL-AM		KXKW-AM	
5	KPEL-AM		KXKW-AM		KPEL-AM	

Teens
M-S, 6am-Midnight
POP(00): 161

	A/M '77	A/M '78	A/M '79
1	KTDY-FM	KTDY-FM	KVOL-AM
2	KVOL-AM	KVOL-AM	KTDY-FM
3	KROF-AF	KSMB-FM	KSMB-FM
4	KSMB-FM	KROF-AF	KXKW-AM
5	KROF-FM	KXKW-AM	KDEA-FM
M-F, 6-10am			
1	KVOL-AM	KTDY-FM	KTDY-FM
2	KTDY-FM	KVOL-AM	KVOL-AM
3	KROF-AF	KROF-AF	KSMB-FM
4	KROF-AM	KSMB-FM	KPEL-AM
5	KDEA-FM	KXKW-AM	KAJN-AF
M-F, 3-7pm			
1	KTDY-FM	KTDY-FM	KVOL-AM
2	KVOL-AM	KVOL-AM	KTDY-FM
3	KROF-AF	KROF-AF	KSMB-FM
4	KSMB-FM	KSMB-FM	KXKW-AM
5	KROF-FM	KXKW-AM	WAFB-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 441

	A/M '77	A/M '78	A/M '79
1	KTDY-FM	KTDY-FM	KTDY-FM
2	KVOL-AM	KVOL-AM	KSMB-FM
3	KSMB-FM	KSMB-FM	KVOL-AM
4	KXKW-AM	KROF-AF	KROF-AF
5	KROF-AF	KXKW-AM	WAFB-FM
M-F, 6-10am			
1	KTDY-FM	KTDY-FM	KTDY-FM
2	KVOL-AM	KVOL-AM	KSMB-FM
3	KSMB-FM	KSMB-FM	KVOL-AM
4	KXKW-AM	KROF-AF	KROF-AF
5	KROF-AF	KPEL-AM	KROF-FM
M-F, 3-7pm			
1	KTDY-FM	KTDY-FM	KTDY-FM
2	KVOL-AM	KVOL-AM	KSMB-FM
3	KSMB-FM	KSMB-FM	KVOL-AM
4	KROF-AF	KROF-AF	KROF-AF
5	KXKW-AM	KDEA-FM	WAFB-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 433

	A/M '77	A/M '78	A/M '79
1	KTDY-FM	KTDY-FM	KVOL-AM
2	KVOL-AM	KVOL-AM	KTDY-FM
3	KXKW-AM	KXKW-AM	KXKW-AM
4	KPEL-AM	KSMB-FM	KROF-AF
5	KROF-AF	KPEL-AM	KSMB-FM
M-F, 6-10am			
1	KVOL-AM	KTDY-FM	KVOL-AM
2	KTDY-FM	KVOL-AM	KXKW-AM
3	KPEL-AM	KXKW-AM	KTDY-FM
4	KXKW-AM	KPEL-AM	KPEL-AM
5	KDEA-FM	KSMB-FM	KSMB-FM
M-F, 3-7pm			
1	KTDY-FM	KTDY-FM	KTDY-FM
2	KVOL-AM	KVOL-AM	KVOL-AM
3	KXKW-AM	KXKW-AM	KXKW-AM
4	KROF-AF	KSMB-FM	KSMB-FM
5	KPEL-AM	KPEL-AM	KPEL-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1056

	A/M '77		A/M '78		A/M '79	
1	KVOL-AM	540	KTDY-FM	456	KVOL-AM	446
2	KTDY-FM	458	KVOL-AM	395	KTDY-FM	381
3	KROF-AF	211	KXKW-AM	222	KSMB-FM	238
4	KPEL-AM	204	KSMB-FM	207	KXKW-AM	195
5	KXKW-AM	173	KPEL-AM	207	KPEL-AM	194
M-F, 6-10am						
1	KVOL-AM		KTDY-FM		KVOL-AM	
2	KTDY-FM		KVOL-AM		KTDY-FM	
3	KPEL-AM		KPEL-AM		KSMB-FM	
4	KROF-AF		KXKW-AM		KPEL-AM	
5	KXKW-AM		KSMB-FM		KXKW-AM	
M-F, 3-7pm						
1	KVOL-AM		KTDY-FM		KVOL-AM	
2	KTDY-FM		KVOL-AM		KTDY-FM	
3	KXKW-AM		KXKW-AM		KSMB-FM	
4	KROF-AF		KSMB-FM		KXKW-AM	
5	KPEL-AM		KPEL-AM		KPEL-AM	

Teens
M-S, 6am-Midnight
POP(00): 161

	A/M '77	A/M '78	A/M '79
1	KTDY-FM	KTDY-FM	KVOL-AM
2	KVOL-AM	KVOL-AM	KTDY-FM
3	KROF-AF	KROF-FM	KSMB-FM
4	KROF-AM	KSMB-FM	WAFB-FM
5	KSMB-FM	KROF-AM	KXKW-AM
M-F, 6-10am			
1	KVOL-AM	KTDY-FM	KVOL-AM
2	KTDY-FM	KVOL-AM	KTDY-FM
3	KROF-AF	KROF-AM	KSMB-FM
4	KROF-AM	KROF-FM	KROF-AM
5	KPEL-AM	KSMB-FM	KPEL-AM
M-F, 3-7pm			
1	KTDY-FM	KTDY-FM	KVOL-AM
2	KVOL-AM	KVOL-AM	KTDY-FM
3	KROF-AF	KROF-AM	KSMB-FM
4	KROF-AM	KSMB-FM	KXKW-AM
5	KSMB-FM	KXKW-AM	WAFB-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 441

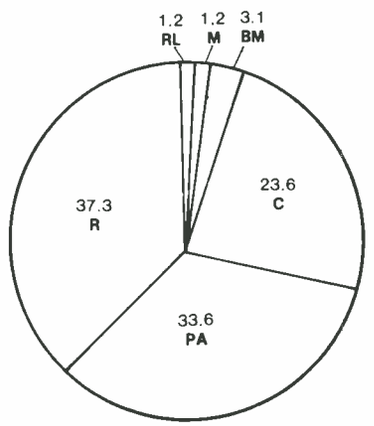
	A/M '77	A/M '78	A/M '79
1	KVOL-AM	KTDY-FM	KTDY-FM
2	KTDY-FM	KVOL-AM	KVOL-AM
3	KSMB-FM	KSMB-FM	KSMB-FM
4	KROF-AF	KROF-AM	WAFB-FM
5	KROF-AM	KROF-FM	KROF-AM
M-F, 6-10am			
1	KVOL-AM	KTDY-FM	KTDY-FM
2	KTDY-FM	KVOL-AM	KSMB-FM
3	KSMB-FM	KSMB-FM	KVOL-AM
4	KROF-AF	KROF-AM	WAFB-FM
5	KROF-AM	KXKW-AM	KXKW-AM
M-F, 3-7pm			
1	KTDY-FM	KTDY-FM	KTDY-FM
2	KVOL-AM	KVOL-AM	KSMB-FM
3	KSMB-FM	KSMB-FM	KVOL-AM
4	KROF-AF	KROF-AM	WAFB-FM
5	KROF-AM	KXKW-AM	KXKW-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 433

	A/M '77	A/M '78	A/M '79
1	KVOL-AM	KTDY-FM	KVOL-AM
2	KTDY-FM	KVOL-AM	KTDY-FM
3	KXKW-AM	KXKW-AM	KXKW-AM
4	KPEL-AM	KPEL-AM	KPEL-AM
5	KROF-AF	KSMB-FM	KSMB-FM
M-F, 6-10am			
1	KVOL-AM	KVOL-AM	KVOL-AM
2	KTDY-FM	KTDY-FM	KXKW-AM
3	KXKW-AM	KXKW-AM	KTDY-FM
4	KPEL-AM	KPEL-AM	KPEL-AM
5	KROF-AF	KSMB-FM	KSMB-FM
M-F, 3-7pm			
1	KVOL-AM	KTDY-FM	KVOL-AM
2	KTDY-FM	KVOL-AM	KTDY-FM
3	KXKW-AM	KXKW-AM	KXKW-AM
4	KROF-AF	KPEL-AM	KSMB-FM
5	KPEL-AM	KSMB-FM	KPEL-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

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Lakeland-Winter Haven, FL

METRO RANK 118

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2335

	A/M '77		A/M '78		A/M '79	
1	WVFM-FM	16.0	WRBQ-FM	15.5	WVFM-FM(BM)	12.6
2	WRBQ-FM	12.0	WVFM-FM	12.4	WRBQ-FM(R)	12.3
3	WPCV-FM	8.3	WGTO-AM	10.9	WGTO-AM(C)	9.1
4	WFLA-FM	7.4	WPCV-FM	8.9	WPCV-FM(C)	8.8
5	WQPD-AM	6.0	WONN-AM	6.3	WORJ-FM(A)	8.5
6	WSUN-AM	6.0	WQPD-AM	5.7	WFLA-FM(BM)	6.4
7	WONN-AM	5.4	WWAB-AM	5.2	WONN-AM(R)	5.8
8	WGTO-AM	3.4	WFLA-FM	4.9	WQPD-AM(R)	4.1
9	WORJ-FM	3.2	WSUN-AM	2.9	WWAB-AM(B)	3.2
10	WWAB-AM	3.2	WBJW-FM	2.9	WBJW-FM(R)	2.9
11	WSIR-AM	2.6	WSIR-AM	2.6	WPUL-AM(C)	2.9
12	WBJW-FM	2.6	WORJ-FM	2.3	WSUN-AM(C)	2.0
13	WDBO-AM	2.3	WPUL-AM	2.3	WHLY-FM(A)	2.0
14	WPUL-AM	2.0	WZNG-AM	1.4	WHOO-FM(BM)	1.8
15	WFLA-AM	1.7	WHOO-FM	1.1	WJYW-FM(BM)	1.5
16	WIFC-AM	1.7	WJYW-FM	1.1	WIMF-AM(B)	1.5
17	WDBO-FM	1.4	WQYK-FM	0.9	WSIR-AM(PA)	1.2
18	WWBA-AM	1.1	WTWB-AM	0.9	WDBO-FM(BM)	1.2
19	WZNG-AM	0.9	WIFC-AM	0.9	WFLA-AM(C)	1.2
20	WHOO-FM	0.9	WDBO-FM	0.6	WTWB-AM(RL)	1.2
21	WJYW-FM	0.9	WFLA-AM	0.6	WQYK-FM(C)	0.6
22	WFLA-AM	0.6	WLCY-AM	0.6	WDBO-AM(PA)	0.6
23	WBAR-AM	0.6	WDBO-AM	0.6		
24	WTWB-AM	0.6				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2335

	A/M '77		A/M '78		A/M '79	
1	WVFM-FM	56	WRBQ-FM	54	WVFM-FM	43
2	WRBQ-FM	42	WVFM-FM	43	WRBQ-FM	42
3	WPCV-FM	29	WGTO-AM	38	WGTO-AM	31
4	WFLA-FM	26	WPCV-FM	31	WPCV-FM	30
5	WQPD-AM	21	WONN-AM	22	WORJ-FM	29
M-F, 6-10am						
1	WVFM-FM		WVFM-FM		WVFM-FM	
2	WONN-AM		WONN-AM		WRBQ-FM	
3	WRBQ-FM		WPCV-FM		WONN-AM	
4	WPCV-FM		WRBQ-FM		WGTO-AM	
5	WFLA-FM		WQPD-AM		WPCV-FM	
M-F, 3-7pm						
1	WVFM-FM		WRBQ-FM		WVFM-FM	
2	WRBQ-FM		WVFM-FM		WRBQ-FM	
3	WPCV-FM		WPCV-FM		WGTO-AM	
4	WQPD-AM		WGTO-AM		WORJ-FM	
5	WFLA-FM		WWAB-AM		WPCV-FM	

Teens
M-S, 6am-Midnight
POP(00): 308

	A/M '77	A/M '78	A/M '79
1	WRBQ-FM	WRBQ-FM	WRBQ-FM
2	WQPD-AM	WQPD-AM	WBJW-FM
3	WBJW-FM	WBJW-FM	WQPD-AM
4	WWAB-AM	WWAB-AM	WORJ-FM
5	WORJ-FM	WORJ-FM	WWAB-AM
M-F, 6-10am			
1	WRBQ-FM	WRBQ-FM	WRBQ-FM
2	WBJW-FM	WQPD-AM	WBJW-FM
3	WQPD-AM	WBJW-FM	WQPD-AM
4	WSIR-AM	WSIR-AM	WORJ-FM
5	WWAB-AM	WONN-AM	WFLA-AM
M-F, 3-7pm			
1	WRBQ-FM	WRBQ-FM	WRBQ-FM
2	WQPD-AM	WWAB-AM	WBJW-FM
3	WBJW-FM	WQPD-AM	WQPD-AM
4	WWAB-AM	WBJW-FM	WHLY-FM
5	WORJ-FM	WZNG-AM	WWAB-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 730

	A/M '77	A/M '78	A/M '79
1	WRBQ-FM	WRBQ-FM	WORJ-FM
2	WQPD-AM	WGTO-AM	WRBQ-FM
3	WVFM-FM	WPCV-FM	WGTO-AM
4	WORJ-FM	WWAB-AM	WQPD-AM
5	WFLA-FM	WQPD-AM	WVFM-FM
M-F, 6-10am			
1	WRBQ-FM	WRBQ-FM	WORJ-FM
2	WQPD-AM	WWAB-AM	WGTO-AM
3	WVFM-FM	WONN-AM	WRBQ-FM
4	WFLA-FM	WGTO-AM	WQPD-AM
5	WPCV-FM	WPCV-FM	WVFM-FM
M-F, 3-7pm			
1	WRBQ-FM	WRBQ-FM	WORJ-FM
2	WQPD-AM	WPCV-FM	WRBQ-FM
3	WVFM-FM	WGTO-AM	WGTO-AM
4	WORJ-FM	WWAB-AM	WVFM-FM
5	WPCV-FM	WVFM-FM	WQPD-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 842

	A/M '77	A/M '78	A/M '79
1	WVFM-FM	WRBQ-FM	WGTO-AM
2	WPCV-FM	WPCV-FM	WPCV-FM
3	WFLA-FM	WVFM-FM	WVFM-FM
4	WSUN-AM	WGTO-AM	WRBQ-FM
5	WRBQ-FM	WQPD-AM	WFLA-FM
M-F, 6-10am			
1	WPCV-FM	WPCV-FM	WGTO-AM
2	WVFM-FM	WONN-AM	WVFM-FM
3	WONN-AM	WRBQ-FM	WPCV-FM
4	WFLA-FM	WVFM-FM	WRBQ-FM
5	WRBQ-FM	WQPD-AM	WFLA-FM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1	WVFM-FM	WRBQ-FM	WGTO-AM
2	WPCV-FM	WPCV-FM	WVFM-FM
3	WFLA-FM	WVFM-FM	WRBQ-FM
4	WSUN-AM	WQPD-AM	WPCV-FM
5	WONN-AM	WGTO-AM	WFLA-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2335

	A/M '77		A/M '78		A/M '79	
1	WRBQ-FM	567	WRBQ-FM	648	WRBQ-FM	633
2	WVFM-FM	549	WVFM-FM	498	WVFM-FM	494
3	WQPD-AM	447	WPCV-FM	395	WPCV-FM	409
4	WSUN-AM	381	WQPD-AM	388	WONN-AM	379
5	WPCV-FM	360	WONN-AM	344	WGTO-AM	350
M-F, 6-10am						
1	WVFM-FM		WRBQ-FM		WRBQ-FM	
2	WRBQ-FM		WVFM-FM		WONN-AM	
3	WONN-AM		WQPD-AM		WVFM-FM	
4	WPCV-FM		WONN-AM		WGTO-AM	
5	WQPD-AM		WPCV-FM		WPCV-FM	
M-F, 3-7pm						
1	WVFM-FM		WRBQ-FM		WRBQ-FM	
2	WRBQ-FM		WVFM-FM		WVFM-FM	
3	WQPD-AM		WQPD-AM		WORJ-FM	
4	WPCV-FM		WPCV-FM		WPCV-FM	
5	WSUN-AM		WGTO-AM		WQPD-AM	

Teens
M-S, 6am-Midnight
POP(00): 308

	A/M '77	A/M '78	A/M '79
1	WRBQ-FM	WRBQ-FM	WRBQ-FM
2	WQPD-AM	WQPD-AM	WBJW-FM
3	WBJW-FM	WBJW-FM	WQPD-AM
4	WORJ-FM	WWAB-AM	WORJ-FM
5	WSIR-AM	WZNG-AM	WHLY-FM
M-F, 6-10am			
1	WRBQ-FM	WRBQ-FM	WRBQ-FM
2	WBJW-FM	WQPD-AM	WBJW-FM
3	WQPD-AM	WBJW-FM	WQPD-AM
4	WSIR-AM	WSIR-AM	WORJ-FM
5	WWAB-AM	WWAB-AM	WHLY-FM
M-F, 3-7pm			
1	WRBQ-FM	WRBQ-FM	WRBQ-FM
2	WQPD-AM	WQPD-AM	WBJW-FM
3	WBJW-FM	WBJW-FM	WQPD-AM
4	WORJ-FM	WWAB-AM	WORJ-FM
5	WWAB-AM	WZNG-AM	WHLY-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 730

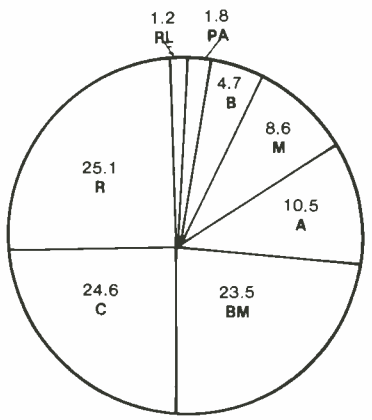
	A/M '77	A/M '78	A/M '79
1	WRBQ-FM	WRBQ-FM	WRBQ-FM
2	WQPD-AM	WQPD-AM	WORJ-FM
3	WVFM-FM	WONN-AM	WQPD-AM
4	WONN-AM	WPCV-FM	WPCV-FM
5	WORJ-FM	WGTO-AM	WGTO-AM
M-F, 6-10am			
1	WRBQ-FM	WRBQ-FM	WRBQ-FM
2	WQPD-AM	WQPD-AM	WQPD-AM
3	WVFM-FM	WONN-AM	WORJ-FM
4	WONN-AM	WGTO-AM	WGTO-AM
5	WORJ-FM	WPCV-FM	WPCV-FM
M-F, 3-7pm			
1	WRBQ-FM	WRBQ-FM	WRBQ-FM
2	WQPD-AM	WQPD-AM	WORJ-FM
3	WPCV-FM	WPCV-FM	WQPD-AM
4	WVFM-FM	WWAB-AM	WVFM-FM
5	WORJ-FM	WORJ-FM	WPCV-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 842

	A/M '77	A/M '78	A/M '79
1	WVFM-FM	WRBQ-FM	WRBQ-FM
2	WPCV-FM	WPCV-FM	WPCV-FM
3	WRBQ-FM	WVFM-FM	WGTO-AM
4	WSUN-AM	WGTO-AM	WVFM-FM
5	WQPD-AM	WQPD-AM	WFLA-FM
M-F, 6-10am			
1	WVFM-FM	WRBQ-FM	WRBQ-FM
2	WPCV-FM	WPCV-FM	WGTO-AM
3	WONN-AM	WVFM-FM	WPCV-FM
4	WRBQ-FM	WGTO-AM	WVFM-FM
5	WQPD-AM	WQPD-AM	WONN-AM
M-F, 3-7pm			
1	WVFM-FM	WRBQ-FM	WGTO-AM
2	WPCV-FM	WPCV-FM	WRBQ-FM
3	WQPD-AM	WVFM-FM	WPCV-FM
4	WSUN-AM	WQPD-AM	WVFM-FM
5	WSIR-AM	WGTO-AM	WFLA-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Lancaster

METRO RANK **101**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2849

	A/M '77		A/M '78		A/M '79	
1	WIOV-FM	14.8	WIOV-FM	11.4	WIOV-FM(C)	14.9
2	WQXA-FM	10.5	WQXA-FM	8.3	WQXA-FM(PA)	11.0
3	WSBA-FM	8.9	WSBA-FM	8.3	WNCE-FM(BM)	8.3
4	WLAN-AM	7.9	WLAN-AM	7.8	WSBA-AM(PA)	7.2
5	WSBA-AM	6.2	WDAC-FM	5.5	WSBA-FM(PA)	6.5
6	WNCE-FM	6.2	WYCR-FM	5.0	WLAN-AM(R)	5.9
7	WGSA-AM	6.0	WNCE-FM	5.0	WDAC-FM(RL)	5.4
8	WDDL-AM	5.7	WDDL-AM	5.0	WGSA-AM(PA)	4.5
9	WDAC-FM	5.0	WGSA-AM	4.0	WLAN-FM(BM)	3.6
10	WYCR-FM	4.8	WSBA-AM	3.8	WLPA-AM(PA)	2.5
11	WLAN-FM	2.9	WLAN-FM	3.8	WRHY-FM(A)	2.5
12	WRHY-FM	1.9	KYW -AM	2.6	WYCR-FM(R)	2.0
13	KYW -AM	1.4	WHP -AM	2.4	WHP -AM(PA)	1.8
14	WIFI-FM	1.4	WIFI-FM	2.4	WHP -FM(BM)	1.4
15	WGCB-FM	1.2	WHP -FM	2.4	KYW -AM(N)	1.1
16	WFIL-AM	1.0	WPDC-AF	2.1	WUFM-FM(R)	0.9
17	WHP -AM	1.0	WUFM-FM	1.9	WGCB-FM(RL)	0.9
18	WEEU-AM	0.7	WRHY-FM	1.7	WEEU-AM(PA)	0.7
19	WUFM-FM	0.5	WBYO-FM	1.7	WPDC-FM(PA)	0.5
20	WSFM-FM	0.5	WGCB-FM	1.7	WPDC-AM(PA)	0.2
21	WHP -FM	0.5	WVLV-AM	1.4		
22	WCTX-FM	0.5	WFIL-AM	1.4		
23	WRFY-FM	0.5	WJBR-FM	0.7		
24			WRFY-FM	0.5		
25			WZIX-AM	0.5		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2849

	A/M '77		A/M '78		A/M '79	
1	WIOV-FM	62	WIOV-FM	48	WIOV-FM	66
2	WQXA-FM	44	WQXA-FM	35	WQXA-FM	49
3	WSBA-FM	37	WSBA-FM	35	WNCE-FM	37
4	WLAN-AM	33	WLAN-AM	33	WSBA-AM	32
5	WSBA-AM	26	WDAC-FM	23	WSBA-FM	29

M-F, 6-10am

1	WIOV-FM	WIOV-FM	WIOV-FM
2	WLAN-AM	WDAC-FM	WQXA-FM
3	WQXA-FM	WLAN-AM	WSBA-AM
4	WSBA-FM	WDDL-AM	WLAN-AM
5	WDDL-AM	WSBA-FM	WNCE-FM

M-F, 3-7pm

1	WIOV-FM	WQXA-FM	WIOV-FM
2	WQXA-FM	WSBA-FM	WQXA-FM
3	WLAN-AM	WLAN-AM	WNCE-FM
4	WNCE-FM	WIOV-FM	WSBA-FM
5	WSBA-FM	WNCE-FM	WSBA-AM

Teens

M-S, 6am-Midnight

POP(00): 387

	A/M '77	A/M '78	A/M '79
1	WQXA-FM	WYCR-FM	WQXA-FM
2	WLAN-AM	WLAN-AM	WLAN-AM
3	WYCR-FM	WQXA-FM	WYCR-FM
4	WIOV-FM	WIFI-FM	WRHY-FM
5	WIFI-FM	WRHY-FM	WLAN-FM

M-F, 6-10am

1	WLAN-AM	WLAN-AM	WQXA-FM
2	WQXA-FM	WYCR-FM	WLAN-AM
3	WYCR-FM	WIFI-FM	WRHY-FM
4	WIOV-FM	WQXA-FM	WLAN-FM
5	WSBA-AM	WIOV-FM	WYCR-FM

M-F, 3-7pm

1	WQXA-FM	WQXA-FM	WQXA-FM
2	WLAN-AM	WLAN-AM	WLAN-AM
3	WYCR-FM	WYCR-FM	WYCR-FM
4	WUFM-FM	WIFI-FM	WLAN-FM
5	WIOV-FM	WUFM-FM	WRHY-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 981

	A/M '77	A/M '78	A/M '79
1	WQXA-FM	WQXA-FM	WQXA-FM
2	WLAN-AM	WLAN-AM	WIOV-FM
3	WSBA-AM	WIOV-FM	WSBA-AM
4	WIOV-FM	WSBA-FM	WLAN-AM
5	WSBA-FM	WYCR-FM	WNCE-FM

M-F, 6-10am

1	WLAN-AM	WQXA-FM	WIOV-FM
2	WQXA-FM	WIOV-FM	WQXA-FM
3	WSBA-AM	WLAN-AM	WLAN-AM
4	WSBA-FM	WSBA-AM	WSBA-AM
5	WIOV-FM	WDDL-AM	WNCE-FM

M-F, 3-7pm

1	WQXA-FM	WQXA-FM	WQXA-FM
2	WLAN-AM	WLAN-AM	WIOV-FM
3	WIOV-FM	WSBA-FM	WSBA-AM
4	WNCE-FM	WNCE-FM	WLAN-FM
5	WSBA-AM	WIOV-FM	WNCE-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 1093

	A/M '77	A/M '78	A/M '79
1	WIOV-FM	WSBA-FM	WIOV-FM
2	WSBA-FM	WIOV-FM	WSBA-AM
3	WQXA-FM	WNCE-FM	WQXA-FM
4	WSBA-AM	WDAC-FM	WNCE-FM
5	WNCE-FM	WQXA-FM	WDAC-FM

M-F, 6-10am

1	WIOV-FM	WIOV-FM	WIOV-FM
2	WSBA-FM	WDAC-FM	WSBA-AM
3	WSBA-AM	WSBA-AM	WQXA-FM
4	WQXA-FM	WSBA-FM	WNCE-FM
5	WLAN-AM	WDDL-AM	WDAC-FM

M-F, 3-7pm

1	WQXA-FM	WSBA-FM	WIOV-FM
2	WIOV-FM	WNCE-FM	WQXA-FM
3	WSBA-FM	WIOV-FM	WSBA-AM
4	WNCE-FM	WDAC-FM	WDAC-FM
5	WSBA-AM	WLAN-FM	WSBA-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2849

	A/M '77		A/M '78		A/M '79	
1	WLAN-AM	732	WLAN-AM	723	WQXA-FM	725
2	WQXA-FM	663	WQXA-FM	662	WIOV-FM	583
3	WIOV-FM	536	WDDL-AM	547	WSBA-AM	544
4	WSBA-FM	470	WSBA-FM	524	WLAN-AM	530
5	WSBA-AM	449	WIOV-FM	517	WNCE-FM	425

M-F, 6-10am

1	WLAN-AM	WLAN-AM	WQXA-FM
2	WQXA-FM	WIOV-FM	WIOV-FM
3	WIOV-FM	WDDL-AM	WSBA-AM
4	WDDL-AM	WSBA-AM	WLAN-AM
5	WSBA-AM	WSBA-FM	WNCE-FM

M-F, 3-7pm

1	WLAN-AM	WLAN-AM	WQXA-FM
2	WQXA-FM	WQXA-FM	WIOV-FM
3	WIOV-FM	WDDL-AM	WLAN-AM
4	WSBA-AM	WSBA-FM	WSBA-AM
5	WSBA-FM	WNCE-FM	WNCE-FM

Teens

M-S, 6am-Midnight

POP(00): 387

	A/M '77	A/M '78	A/M '79
1	WQXA-FM	WLAN-AM	WQXA-FM
2	WLAN-AM	WYCR-FM	WLAN-AM
3	WYCR-FM	WQXA-FM	WYCR-FM
4	WDDL-AM	WDDL-AM	WLAN-FM
5	WIOV-FM	WIFI-FM	WRHY-FM

M-F, 6-10am

1	WQXA-FM	WLAN-AM	WQXA-FM
2	WLAN-AM	WYCR-FM	WLAN-AM
3	WYCR-FM	WIFI-FM	WRHY-FM
4	WDDL-AM	WQXA-FM	WLAN-FM
5	WIOV-FM	WUFM-FM	WYCR-FM

M-F, 3-7pm

1	WQXA-FM	WYCR-FM	WQXA-FM
2	WLAN-AM	WLAN-AM	WLAN-AM
3	WYCR-FM	WQXA-FM	WLAN-FM
4	WFIL-AM	WDDL-AM	WYCR-FM
5	WDDL-AM	WIFI-FM	WRHY-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 981

	A/M '77	A/M '78	A/M '79
1	WLAN-AM	WQXA-FM	WQXA-FM
2	WQXA-FM	WLAN-AM	WLAN-AM
3	WSBA-AM	WSBA-AM	WSBA-AM
4	WSBA-FM	WYCR-FM	WIOV-FM
5	WYCR-FM	WDDL-AM	WLPA-AM

M-F, 6-10am

1	WLAN-AM	WLAN-AM	WQXA-FM
2	WQXA-FM	WQXA-FM	WSBA-AM
3	WSBA-AM	WSBA-AM	WIOV-FM
4	WYCR-FM	WIOV-FM	WLAN-AM
5	WSBA-FM	WDDL-AM	WNCE-FM

M-F, 3-7pm

1	WLAN-AM	WQXA-FM	WQXA-FM
2	WQXA-FM	WLAN-AM	WSBA-AM
3	WSBA-AM	WDDL-AM	WLAN-AM
4	WYCR-FM	WSBA-AM	WIOV-FM
5	WIOV-FM	WYCR-FM	WLAN-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 1093

	A/M '77	A/M '78	A/M '79
1	WSBA-FM	WSBA-AM	WIOV-FM
2	WIOV-FM	WSBA-FM	WQXA-FM
3	WLAN-AM	WNCE-FM	WSBA-AM
4	WSBA-AM	WDDL-AM	WSBA-FM
5	WQXA-FM	WIOV-FM	WLAN-AM

M-F, 6-10am

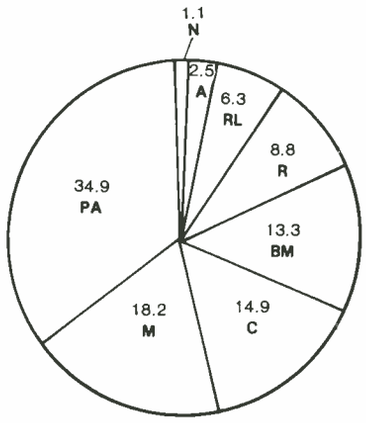
1	WIOV-FM	WSBA-AM	WIOV-FM
2	WSBA-FM	WIOV-FM	WSBA-AM
3	WSBA-AM	WSBA-FM	WNCE-FM
4	WQXA-FM	WDDL-AM	WQXA-FM
5	WLAN-AM	WLAN-AM	WLAN-AM

M-F, 3-7pm

1	WLAN-AM	WSBA-FM	WQXA-FM
2	WSBA-FM	WNCE-FM	WIOV-FM
3	WSBA-AM	WSBA-AM	WSBA-AM
4	WQXA-FM	WIOV-FM	WLAN-AM
5	WIOV-FM	WQXA-FM	WNCE-FM

Format Penetration Chart

Based On Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Lansing-East Lansing

METRO RANK **76**

A/M '79 Market Overview

Top 40 rock station **WVIC-FM** (and its simulcast AM sister) was able to parlay a well-timed promotion into a successful book and the premier spot among the local stations. It seems that the state legislature had originally planned a big celebration of the 100th anniversary of the Capitol building, but then decided at the last minute not to fund the shebang. WVIC jumped in and spent its own money ($25,000) to stage the event. The two stations became the champions of a celebrated cause, and the entire town was behind them — it was good for WVIC that the folks in the Capitol didn't come up with the capital. Demographically speaking, the biggest boost for WVIC-FM came from the teens, where the station now has more than 50% of the audience.

Tied for the second spot in the Lansing metro are P/A station **WFMK** and AOR entry **WILS-FM**. WFMK underwent an amazing reported audience composition switch — the male demos dropped drastically from the previous report, but the female numbers grew to pick up most of the slack. A sampling problem may have dealt WILS-FM a bad hand in this sweep, one of the few down books seen by a "Superstars" station. Overall 12+ diary return in the market was down by 80 diaries from the Fall '78 survey, and the most significant drop was in the men 18-24 category. In that cell, the in-tab diaries decreased by almost 50%, from 34 (in O/N '78) to 20 in this survey. Likewise, the females 18-24 were represented by fewer diaries in the A/M '79 sweep, and it is in the female demos where WILS-FM saw its numbers drop the most severely.

WITL owes its improved stance in large part to better numbers among its women listeners, particularly in PM drive and in the evening. WJIM-FM saw its gains come from both men and women, with men improving most noticeably in morning drive, while the ladies improved best in PM drive. Both WITL and WJIM-FM score well among adults 25-49.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 3703

	A/M '78		O/N '78		A/M '79	
1	WVIC-AF	14.2	WILS-FM	10.8	WVIC-FM(R)	11.4
2	WFMK-FM	14.0	WVIC-FM	10.6	WFMK-FM(PA)	9.6
3	WITL-FM	10.4	WFMK-FM	10.5	WILS-FM(A)	9.6
4	WJIM-AF	9.9	WITL-FM	8.9	WITL-FM(C)	9.1
5	WJR -AM	7.9	WJR -AM	7.4	WJR -AM(PA)	7.1
6	WOOD-AF	7.6	WILS-AM	5.3	WJIM-FM(BM)	6.8
7	WILS-FM	6.9	WJIM-AM	5.3	WILS-AM(PA)	4.3
8	WILS-AM	5.8	WOOD-FM	5.1	WLAV-FM(PA)	3.9
9	WITL-AM	3.0	WJIM-FM	4.4	WJIM-AM(PA)	3.7
10	WGRD-AF	1.8	WVIC-AM	3.2	WOOD-FM(BM)	3.0
11	WCER-AF	1.3	WITL-AM	3.2	WITL-AM(C)	2.8
12	WHFI-FM	1.0	WPLB-FM	1.8	WVIC-AM(R)	2.3
13	WPLB-FM	0.8	WGER-FM	1.6	WION-AM(PA)	1.8
14	WMLW-FM	0.7	WION-AM	1.6	WFFX-FM(PA)	1.4
15	WJR -FM	0.5	WFFX-FM	1.2	WPLB-FM(C)	1.4
16	WKHM-AM	0.5	WCER-AM	1.2	WCER-AM(PA)	1.1
17			WGRD-AM	1.1	WGRD-FM(R)	0.9
18			WGRD-FM	0.9	CKLW-AM(R)	0.5
19			WCER-FM	0.7	WGRD-AM(M)	0.2
20			WJFM-FM	0.4		
21			WZZR-FM	0.4		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3703

	A/M '78		O/N '78		A/M '79	
1	WVIC-AF	86	WILS-FM	61	WVIC-FM	64
2	WFMK-FM	85	WVIC-FM	60	WFMK-FM	54
3	WITL-FM	63	WFMK-FM	59	WILS-FM	54
4	WJIM-AF	60	WITL-FM	50	WITL-FM	51
5	WJR -AM	48	WJR -AM	42	WJR -AM	40

M-F, 6-10am

1	WITL-FM	WITL-FM	WVIC-FM
2	WVIC-AF	WJR -AM	WITL-FM
3	WJIM-AF	WFMK-FM	WFMK-FM
4	WFMK-FM	WVIC-FM	WJR -AM
5	WJR -AM	WJIM-AM	WILS-FM

M-F, 3-7pm

1	WFMK-FM	WVIC-FM	WILS-FM
2	WVIC-AF	WILS-FM	WVIC-FM
3	WJIM-AF	WFMK-FM	WFMK-FM
4	WOOD-AF	WITL-FM	WJIM-FM
5	WILS-FM	WILS-AM	WITL-FM

Teens
M-S, 6am-Midnight
POP(00): 476

	A/M '78	O/N '78	A/M '79
1	WVIC-AF	WVIC-FM	WVIC-FM
2	WFMK-FM	WILS-FM	WILS-FM
3	WILS-AM	WILS-AM	WILS-AM
4	WILS-FM	WFFX-FM	WFMK-FM
5	WJR -AM	WFMK-FM	WVIC-AM

M-F, 6-10am

1	WVIC-AF	WVIC-FM	WVIC-FM
2	WFMK-FM	WILS-FM	WILS-AM
3	WILS-AM	WFFX-FM	WILS-FM
4	WILS-FM	WFMK-FM	WVIC-AM
5	WOOD-AF	WILS-AM	WFMK-FM

M-F, 3-7pm

1	WVIC-AF	WVIC-FM	WVIC-FM
2	WILS-AM	WILS-FM	WILS-FM
3	WFMK-FM	WILS-AM	WVIC-AM
4	WILS-FM	WFFX-FM	WFMK-FM
5	WJIM-AF	WFMK-FM	WGRD-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1692

	A/M '78	O/N '78	A/M '79
1	WFMK-FM	WFMK-FM	WFMK-FM
2	WVIC-AF	WILS-FM	WILS-FM
3	WILS-FM	WVIC-FM	WVIC-FM
4	WJIM-AF	WILS-AM	WLAV-FM
5	WILS-AM	WJIM-AM	WJIM-FM

M-F, 6-10am

1	WFMK-FM	WFMK-FM	WFMK-FM
2	WVIC-AF	WJIM-AM	WILS-FM
3	WJIM-AF	WILS-FM	WVIC-FM
4	WILS-AM	WVIC-FM	WILS-AM
5	WILS-FM	WILS-AM	WJIM-AM

M-F, 3-7pm

1	WFMK-FM	WFMK-FM	WILS-FM
2	WVIC-AF	WILS-FM	WFMK-FM
3	WILS-FM	WVIC-FM	WVIC-FM
4	WJIM-AF	WILS-AM	WJIM-FM
5	WILS-AM	WJIM-AM	WLAV-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1416

	A/M '78	O/N '78	A/M '79
1	WJIM-AF	WFMK-FM	WFMK-FM
2	WITL-FM	WITL-FM	WITL-FM
3	WVIC-AF	WJR -AM	WVIC-FM
4	WFMK-FM	WILS-FM	WILS-FM
5	WOOD-AF	WJIM-AM	WJIM-FM

M-F, 6-10am

1	WITL-FM	WITL-FM	WITL-FM
2	WJIM-AF	WFMK-FM	WILS-AM
3	WVIC-AF	WJR -AM	WVIC-FM
4	WFMK-FM	WJIM-AM	WJIM-AM
5	WJR -AM	WILS-FM	WJR -AM

M-F, 3-7pm

1	WJIM-AF	WFMK-FM	WFMK-FM
2	WVIC-AF	WJR -AM	WJIM-AM
3	WFMK-FM	WITL-FM	WITL-FM
4	WOOD-AF	WILS-FM	WVIC-FM
5	WJR -AM	WILS-AM	WILS-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3703

	A/M '78		O/N '78		A/M '79	
1	WVIC-AF	1329	WFMK-FM	1074	WVIC-FM	1076
2	WFMK-FM	1049	WVIC-FM	972	WFMK-FM	975
3	WJIM-AF	985	WILS-AM	847	WILS-FM	844
4	WILS-AM	882	WILS-FM	799	WJR -AM	727
5	WJR -AM	753	WJIM-AM	772	WITL-FM	692

M-F, 6-10am

1	WVIC-AF	WFMK-FM	WVIC-FM
2	WFMK-FM	WVIC-FM	WFMK-FM
3	WJIM-AF	WILS-AM	WITL-FM
4	WITL-FM	WILS-FM	WJR -AM
5	WJR -AM	WITL-FM	WJIM-AM

M-F, 3-7pm

1	WVIC-AF	WVIC-FM	WFMK-FM
2	WFMK-FM	WFMK-FM	WVIC-FM
3	WJIM-AF	WILS-FM	WILS-FM
4	WILS-AM	WILS-AM	WITL-FM
5	WITL-FM	WJIM-AM	WILS-AM

Teens
M-S, 6am-Midnight
POP(00): 476

	A/M '78	O/N '78	A/M '79
1	WVIC-AF	WVIC-FM	WVIC-FM
2	WILS-AM	WILS-FM	WILS-FM
3	WILS-FM	WILS-AM	WILS-AM
4	WFMK-FM	WFMK-FM	WFMK-FM
5	WJIM-AF	WVIC-AM	WVIC-AM

M-F, 6-10am

1	WVIC-AF	WVIC-FM	WVIC-FM
2	WILS-FM	WILS-FM	WILS-AM
3	WFMK-FM	WILS-AM	WVIC-AM
4	WILS-AM	WFMK-FM	WFMK-FM
5	WKHM-AM	WVIC-AM	WILS-FM

M-F, 3-7pm

1	WVIC-AF	WVIC-FM	WVIC-FM
2	WILS-AM	WILS-AM	WILS-FM
3	WILS-FM	WILS-FM	WFMK-FM
4	WFMK-FM	WFMK-FM	WVIC-AM
5	WGRD-AF	WFFX-FM	WILS-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1692

	A/M '78	O/N '78	A/M '79
1	WFMK-FM	WFMK-FM	WFMK-FM
2	WVIC-AF	WILS-FM	WVIC-FM
3	WILS-FM	WILS-AM	WILS-FM
4	WILS-AM	WVIC-FM	WILS-AM
5	WJIM-AF	WJIM-AM	WJIM-AM

M-F, 6-10am

1	WFMK-FM	WFMK-FM	WFMK-FM
2	WVIC-AF	WILS-AM	WVIC-FM
3	WILS-FM	WILS-FM	WILS-FM
4	WILS-AM	WJIM-AM	WJIM-AM
5	WJIM-AF	WVIC-FM	WILS-AM

M-F, 3-7pm

1	WFMK-FM	WFMK-FM	WFMK-FM
2	WVIC-AF	WILS-FM	WVIC-FM
3	WILS-FM	WVIC-FM	WILS-FM
4	WILS-AM	WILS-AM	WILS-AM
5	WJIM-AF	WJIM-AM	WJIM-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1416

	A/M '78	O/N '78	A/M '79
1	WVIC-AF	WFMK-FM	WFMK-FM
2	WJIM-AF	WJIM-AM	WVIC-FM
3	WFMK-FM	WITL-FM	WITL-FM
4	WITL-FM	WILS-AM	WJIM-AM
5	WJR -AM	WJR -AM	WJR -AM

M-F, 6-10am

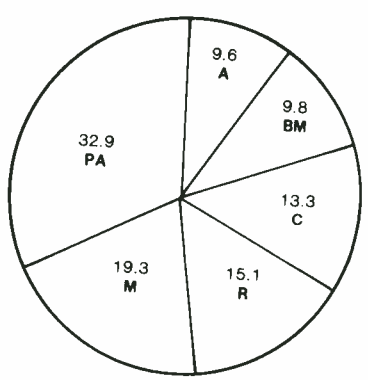
1	WVIC-AF	WFMK-FM	WITL-FM
2	WFMK-FM	WITL-FM	WFMK-FM
3	WITL-FM	WJR -AM	WVIC-FM
4	WJIM-AF	WJIM-AM	WJIM-AM
5	WJR -AM	WILS-AM	WJR -AM

M-F, 3-7pm

1	WVIC-AF	WFMK-FM	WFMK-FM
2	WJIM-AF	WITL-FM	WITL-FM
3	WJR -AM	WILS-AM	WVIC-FM
4	WFMK-FM	WJR -AM	WILS-AM
5	WITL-FM	WILS-FM	WJIM-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Las Vegas

METRO RANK **98**

A/M '79 Market Overview

Good ratings are beautiful music to the ear of any general manager, and the GM of **KORK-FM** must be pleased with what he hears. KORK-FM is the leading station in the Las Vegas market, with its Beautiful Music sound (**Schulke**) playing over a totally-automated system. A very low profile station, KORK-FM runs no contests and spends no money in outside advertising. KORK-FM does air the "Current" Schulke format, meaning it airs the BM version of current hits.

The Beautiful Music arena is getting crowded in Las Vegas, as **KXTZ** gains on KORK-FM. In the A/M '79 sweep, KXTZ almost doubled its share 12+ (to the mid-eight range), perhaps due to a change in music aired by the station. Prior to the A/M '79 survey, KXTZ changed from using **TM**'s service to one offered by **Master Broadcast Services.** The MBS sound is slightly "brighter and more contemporary," the station feels, featuring artists like **Streisand, Diamond,** and **Mangione.** KXTZ, like KORK-FM, is totally automated. Unlike KORK-FM, KXTZ does get involved in outside advertising, using billboards, TV, and some newspaper.

Jointly owned **KMJJ** and **KLUC** are the combo leaders in the Las Vegas market. Shown by **Market-Buy-Market** as KMJJ-AM & FM, the combined share of the stations is almost 16. KMJJ is a P/A station, while KLUC aims at younger demos with its Top 40 sound. Both stations slid somewhat in the A/M '79 report. KLUC held its teen audience but declined among its young adult target, while KMJJ's female audience was firm but the men numbers decreased noticeably. Midday was the hardest hit segment where men declined.

Country **KVEG** scored impressive gains in the A/M '79 report. Most notable was the KVEG improvement among female listeners 25+, where the station virtually doubled its numbers. KVEG's midday improvement was spectacular, as the women ratings increased 300%. Staff changes in some of the key dayparts and an campaign featuring TV spots probably helped KVEG's effort.

Average Persons 12+ Share Trends

M-S, 6am-Midnight
POP(00): 2952

A/M '78		O/N '78		A/M '79	
1 KMJJ-AF	14.8	KENO-AM	14.0	KMJJ-AF (PA)	15.9
2 KENO-AM	13.2	KORK-FM	12.1	KORK-FM (BM)	11.3
3 KRAM-AM	12.7	KLUC-FM	9.8	KXTZ-FM (BM)	9.5
4 KORK-FM	10.7	KMJJ-AM	8.6	KENO-AM (R)	8.1
5 KENO-FM	9.6	KENO-FM	7.6	KENO-FM (A)	8.1
6 KXTZ-FM	6.8	KFMS-FM	6.4	KRAM-AM (C)	7.6
7 KORK-AM	6.4	KRAM-AM	6.1	KVEG-AM (C)	7.4
8 KFMS-FM	6.4	KNUU-AM	5.7	KORK-AM (PA)	7.0
9 KDWN-AM	5.5	KORK-AM	5.5	KDWN-AM (PA)	6.8
10 KNUU-AM	2.5	KDWN-AM	5.0	KFMS-FM (A)	4.8
11 KVOV-AM	2.0	KVEG-AM	4.8	KNUU-AM (N)	4.6
12 KLAV-AM	1.1	KXTZ-FM	4.8	KLAV-AM (D)	3.9
13 KBMI-AM	0.9	KVOV-AM	3.1	KVOV-AM (B)	0.9
14		KLAV-AM	1.2		
15		KNX-AM	0.5		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2952

A/M '78		O/N '78		A/M '79	
1 KMJJ-AF	65	KENO-AM	59	KMJJ-AF	73
2 KENO-AM	58	KORK-FM	51	KORK-FM	52
3 KRAM-AM	56	KLUC-FM	41	KXTZ-FM	39
4 KORK-FM	47	KMJJ-AM	36	KENO-AM	37
5 KENO-FM	42	KENO-FM	32	KENO-FM	37
M-F, 6-10am					
1 KRAM-AM		KENO-AM		KMJJ-AF	
2 KMJJ-AF		KORK-AM		KORK-FM	
3 KORK-AM		KLUC-FM		KORK-AM	
4 KENO-AM		KORK-FM		KVEG-AM	
5 KORK-FM		KMJJ-AM		KXTZ-FM	
M-F, 3-7pm					
1 KMJJ-AF		KENO-AM		KMJJ-AF	
2 KENO-AM		KORK-FM		KORK-FM	
3 KRAM-AM		KLUC-FM		KENO-AM	
4 KORK-FM		KENO-FM		KXTZ-FM	
5 KENO-FM		KMJJ-AM		KENO-FM	

Teens
M-S, 6am-Midnight
POP(00): 416

A/M '78	O/N '78	A/M '79
1 KENO-AM	KENO-AM	KMJJ-AF
2 KMJJ-AF	KLUC-FM	KENO-AM
3 KENO-FM	KENO-FM	KLAV-AM
4 KFMS-FM	KMJJ-AM	KENO-FM
5 KDWN-AM	KVOV-AM	KFMS-FM
M-F, 6-10am		
1 KENO-AM	KENO-AM	KMJJ-AF
2 KMJJ-AF	KLUC-FM	KENO-AM
3 KENO-FM	KENO-FM	KLAV-AM
4 KFMS-FM	KVOV-AM	KENO-FM
5 KORK-AM	KMJJ-AM	KORK-AM
M-F, 3-7pm		
1 KENO-AM	KENO-AM	KMJJ-AF
2 KMJJ-AF	KLUC-FM	KENO-AM
3 KENO-FM	KVOV-AM	KLAV-AM
4 KFMS-FM	KENO-FM	KENO-FM
5 KORK-FM	KMJJ-AM	KFMS-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1142

A/M '78	O/N '78	A/M '79
1 KMJJ-AF	KENO-AM	KMJJ-AF
2 KENO-FM	KMJJ-AM	KENO-FM
3 KENO-AM	KLUC-FM	KENO-AM
4 KFMS-FM	KENO-FM	KDWN-AM
5 KRAM-AM	KFMS-FM	KFMS-FM
M-F, 6-10am		
1 KMJJ-AF	KLUC-FM	KMJJ-AF
2 KENO-FM	KENO-AM	KENO-AM
3 KENO-AM	KMJJ-AM	KENO-FM
4 KRAM-AM	KENO-FM	KDWN-AM
5 KFMS-FM	KFMS-FM	KFMS-FM
M-F, 3-7pm		
1 KMJJ-AF	KENO-AM	KMJJ-AF
2 KENO-FM	KENO-FM	KENO-AM
3 KENO-AM	KORK-FM	KENO-FM
4 KFMS-FM	KMJJ-AM	KDWN-AM
5 KRAM-AM	KLUC-FM	KORK-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1279

A/M '78	O/N '78	A/M '79
1 KRAM-AM	KORK-FM	KMJJ-AF
2 KMJJ-AF	KENO-AM	KVEG-AM
3 KENO-AM	KMJJ-AM	KDWN-AM
4 KXTZ-FM	KVEG-AM	KORK-FM
5 KFMS-FM	KORK-AM	KENO-FM
M-F, 6-10am		
1 KRAM-AM	KENO-AM	KMJJ-AF
2 KMJJ-AF	KORK-AM	KVEG-AM
3 KENO-AM	KORK-FM	KRAM-AM
4 KORK-AM	KRAM-AM	KDWN-AM
5 KDWN-AM	KVEG-AM	KENO-AM
M-F, 3-7pm		
1 KRAM-AM	KORK-FM	KMJJ-AF
2 KMJJ-AF	KENO-AM	KDWN-AM
3 KENO-AM	KDWN-AM	KORK-FM
4 KXTZ-FM	KRAM-AM	KENO-FM
5 KDWN-AM	KVEG-AM	KVEG-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2952

A/M '78	O/N '78	A/M '79
1 KENO-AM 941	KENO-AM 919	KMJJ-AF 979
2 KMJJ-AF 813	KMJJ-AM 674	KENO-AM 758
3 KRAM-AM 656	KLUC-FM 653	KORK-FM 628
4 KFMS-FM 544	KORK-FM 541	KFMS-FM 509
5 KORK-AM 503	KENO-FM 426	KVEG-AM 491
M-F, 6-10am		
1 KENO-AM	KENO-AM	KMJJ-AF
2 KMJJ-AF	KLUC-FM	KENO-AM
3 KRAM-AM	KORK-AM	KORK-FM
4 KORK-AM	KORK-FM	KRAM-AM
5 KORK-FM	KENO-FM	KVEG-AM
M-F, 3-7pm		
1 KENO-AM	KENO-AM	KMJJ-AF
2 KMJJ-AF	KLUC-FM	KENO-AM
3 KRAM-AM	KORK-FM	KORK-FM
4 KENO-FM	KMJJ-AM	KVEG-AM
5 KFMS-FM	KFMS-FM	KENO-FM

Teens
M-S, 6am-Midnight
POP(00): 416

A/M '78	O/N '78	A/M '79
1 KENO-AM	KENO-AM	KENO-AM
2 KMJJ-AF	KLUC-FM	KMJJ-AF
3 KENO-FM	KMJJ-AM	KFMS-FM
4 KFMS-FM	KFMS-FM	KENO-FM
5 KDWN-AM	KENO-FM	KLAV-AM
M-F, 6-10am		
1 KENO-AM	KENO-AM	KENO-AM
2 KMJJ-AF	KLUC-FM	KMJJ-AF
3 KENO-FM	KENO-FM	KLAV-AM
4 KFMS-FM	KMJJ-AM	KENO-FM
5 KRAM-AM	KVOV-AM	KORK-AM
M-F, 3-7pm		
1 KENO-AM	KENO-AM	KENO-AM
2 KMJJ-AF	KLUC-FM	KMJJ-AF
3 KENO-FM	KMJJ-AM	KLAV-AM
4 KFMS-FM	KFMS-FM	KENO-FM
5 KRAM-AM	KENO-FM	KFMS-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1142

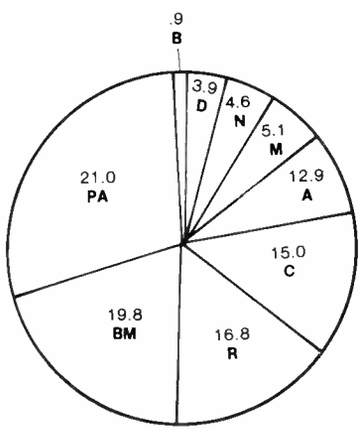
A/M '78	O/N '78	A/M '79
1 KMJJ-AF	KENO-AM	KMJJ-AF
2 KENO-AM	KENO-FM	KENO-AM
3 KFMS-FM	KLUC-FM	KFMS-FM
4 KENO-FM	KMJJ-AM	KENO-FM
5 KRAM-AM	KFMS-FM	KVEG-AM
M-F, 6-10am		
1 KMJJ-AF	KENO-AM	KMJJ-AF
2 KENO-AM	KENO-FM	KENO-AM
3 KENO-FM	KLUC-FM	KENO-FM
4 KFMS-FM	KFMS-FM	KFMS-FM
5 KDWN-AM	KMJJ-AM	KRAM-AM
M-F, 3-7pm		
1 KMJJ-AF	KENO-AM	KMJJ-AF
2 KENO-AM	KLUC-FM	KENO-AM
3 KENO-FM	KENO-FM	KENO-FM
4 KFMS-FM	KFMS-FM	KFMS-FM
5 KRAM-AM	KMJJ-AM	KVEG-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1279

A/M '78	O/N '78	A/M '79	
1 KENO-AM	KENO-AM	KMJJ-AF	456
2 KRAM-AM	KMJJ-AM	KENO-AM	313
3 KMJJ-AF	KORK-FM	KVEG-AM	293
4 KFMS-FM	KVEG-AM	KDWN-AM	237
5 KDWN-AM	KDWN-AM	KORK-FM	232
M-F, 6-10am			
1 KRAM-AM	KENO-AM	KMJJ-AF	
2 KENO-AM	KORK-AM	KENO-AM	
3 KMJJ-AF	KVEG-AM	KVEG-AM	
4 KDWN-AM	KORK-FM	KDWN-AM	
5 KORK-AM	KRAM-AM	KRAM-AM	
M-F, 3-7pm			
1 KENO-AM	KENO-AM	KMJJ-AF	
2 KMJJ-AF	KVEG-AM	KVEG-AM	
3 KRAM-AM	KMJJ-AM	KENO-AM	
4 KDWN-AM	KORK-FM	KORK-FM	
5 KFMS-FM	KDWN-AM	KENO-FM	

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Lexington-Fayette

METRO RANK **110**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2510

	A/M '78		O/N '78		A/M '79	
1	WLAP-AM	18.1	WVLK-AM	12.?	WKQQ-FM(A)	10.8
2	WLAP-FM	16.0	WLAP-AM	9.8	WVLK-AM(R)	10.?
3	WVLK-AM	15.?	WKQQ-FM	8.6	WVLK-FM(BM)	8.5
4	WVLK-FM	11.?	WLAP-FM	8.3	WLAP-AM(PA)	8.4
5	WKQQ-FM	8.3	WVLK-FM	?.4	WLAP-FM(R)	8.0
6	WBLG-AM	?.5	WAXU-AF	6.?	WAXU-AF(C)	6.2
7	WAXU-AF	5.9	WBLG-AM	2.4	WBLG-AM(PA)	6.0
8	WHAS-AM	2.9	WNVL-AM	2.?	WNVL-AM(C)	3.4
9	WAKY-AM	2.9	WHAS-AM	1.?	WBGK-AF(PA)	3.0
10	WNVL-AM	2.1	WBGK-AF	1.7	WHAS-AM(PA)	1.9
11	WKDJ-FM	1.6	WAKY-AM	1.0	WJMM-FM(RL)	1.1
12	WAKY-AM	1.1	WJMM-FM	0.7	WIW -AM(PA)	0.5
13	WBGK-AF	1.1	WAKY-AM	0.3	WAKY-AM(R)	0.5
14	WIW -AM	0.5	WKED-AM	0.3	WAKY-AM(R)	0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2510

	A/M '78		O/N '78		A/M '79	
1	WLAP-AM	68	WVLK-AM	71	WKQQ-FM	69
2	WLAP-FM	60	WLAP-AM	51	WVLK-AM	62
3	WVLK-AM	59	WKQQ-FM	50	WVLK-FM	51
4	WVLK-FM	44	WLAP-FM	48	WLAP-AM	42
5	WKQQ-FM	31	WVLK-FM	43	WLAP-FM	33

M-F, 6-10am

1	WLAP-AM	WVLK-AM	WVLK-AM
2	WVLK-AM	WLAP-AM	WLAP-AM
3	WLAP-FM	WKQQ-FM	WKQQ-FM
4	WVLK-FM	WLAP-FM	WVLK-FM
5	WKQQ-FM	WVLK-FM	WLAP-FM

M-F, 3-7pm

1	WVLK-AM	WKQQ-FM	WKQQ-FM
2	WLAP-AM	WLAP-FM	WVLK-AM
3	WLAP-FM	WVLK-AM	WVLK-FM
4	WVLK-FM	WVLK-FM	WLAP-FM
5	WKQQ-FM	WAXU-AF	WLAP-AM

Teens
M-S, 6am-Midnight
POP(00): 300

	A/M '78	O/N '78	A/M '79
1	WLAP-FM	WLAP-FM	WLAP-FM
2	WLAP-AM	WKQQ-FM	WKQQ-FM
3	WVLK-AM	WLAP-AM	WLAP-AM
4	WKQQ-FM	WVLK-AM	WVLK-AM
5	WAXU-AF	WAXU-AF	WBLG-AM

M-F, 6-10am

1	WLAP-AM	WLAP-FM	WLAP-AM
2	WVLK-AM	WKQQ-FM	WLAP-FM
3	WLAP-FM	WLAP-AM	WVLK-AM
4	WKQQ-FM	WVLK-AM	WKQQ-FM
5	WWKY-AM	WNVL-AM	WBLG-AM

M-F, 3-7pm

1	WLAP-FM	WLAP-FM	WLAP-FM
2	WLAP-AM	WKQQ-FM	WKQQ-FM
3	WVLK-AM	WVLK-AM	WVLK-AM
4	WKQQ-FM	WLAP-AM	WLAP-AM
5	WBLG-AM	WBLG-AM	WVLK-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1057

	A/M '78	O/N '78	A/M '79
1	WLAP-AM	WKQQ-FM	WKQQ-FM
2	WLAP-FM	WVLK-AM	WLAP-AM
3	WKQQ-FM	WLAP-AM	WVLK-AM
4	WVLK-AM	WLAP-FM	WLAP-FM
5	WVLK-FM	WAXU-AF	WVLK-FM

M-F, 6-10am

1	WLAP-AM	WVLK-AM	WKQQ-FM
2	WVLK-AM	WLAP-AM	WVLK-AM
3	WLAP-FM	WKQQ-FM	WLAP-AM
4	WKQQ-FM	WLAP-FM	WAXU-AF
5	WAXU-AF	WAXU-AF	WLAP-FM

M-F, 3-7pm

1	WLAP-AM	WKQQ-FM	WKQQ-FM
2	WLAP-FM	WLAP-FM	WLAP-AM
3	WVLK-AM	WVLK-AM	WVLK-AM
4	WKQQ-FM	WLAP-AM	WVLK-FM
5	WAXU-AF	WAXU-AF	WLAP-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1033

	A/M '78	O/N '78	A/M '79
1	WVLK-AM	WAXU-AF	WVLK-AM
2	WLAP-AM	WVLK-AM	WVLK-FM
3	WVLK-FM	WLAP-AM	WLAP-AM
4	WLAP-FM	WVLK-FM	WAXU-AF
5	WAXU-AF	WKQQ-FM	WLAP-AM

M-F, 6-10am

1	WVLK-AM	WVLK-AM	WVLK-AM
2	WLAP-AM	WLAP-AM	WLAP-AM
3	WLAP-FM	WVLK-FM	WAXU-AF
4	WAXU-AF	WAXU-AF	WVLK-FM
5	WVLK-FM	WLAP-FM	WKQQ-FM

M-F, 3-7pm

1	WVLK-AM	WVLK-AM	WVLK-FM
2	WAXU-AF	WAXU-AF	WVLK-AM
3	WVLK-FM	WLAP-FM	WKQQ-FM
4	WLAP-FM	WKQQ-FM	WLAP-AM
5	WAXU-AF	WLAP-AM	WAXU-AF

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2510

	A/M '78		O/N '78		A/M '79	
1	WLAP-AM	1076	WVLK-AM	1085	WVLK-AM	1013
2	WVLK-AM	1024	WLAP-AM	981	WLAP-AM	954
3	WLAP-FM	799	WLAP-FM	862	WLAP-FM	670
4	WVLK-FM	605	WVLK-FM	738	WKQQ-FM	634
5	WBLG-AM	481	WKQQ-FM	601	WVLK-FM	599

M-F, 6-10am

1	WLAP-AM	WVLK-AM	WVLK-AM
2	WVLK-AM	WLAP-AM	WLAP-AM
3	WLAP-FM	WLAP-FM	WKQQ-FM
4	WVLK-FM	WKQQ-FM	WLAP-FM
5	WKQQ-FM	WVLK-FM	WVLK-FM

M-F, 3-7pm

1	WVLK-AM	WVLK-AM	WVLK-AM
2	WLAP-AM	WLAP-AM	WKQQ-FM
3	WLAP-FM	WLAP-FM	WLAP-AM
4	WVLK-FM	WKQQ-FM	WLAP-FM
5	WKQQ-FM	WVLK-FM	WVLK-FM

Teens
M-S, 6am-Midnight
POP(00): 300

	A/M '78	O/N '78	A/M '79
1	WLAP-FM	WLAP-FM	WLAP-FM
2	WLAP-AM	WLAP-AM	WLAP-AM
3	WVLK-AM	WKQQ-FM	WKQQ-FM
4	WKQQ-FM	WVLK-AM	WVLK-AM
5	WAXU-AF	WBLG-AM	WBLG-AM

M-F, 6-10am

1	WLAP-FM	WLAP-FM	WLAP-FM
2	WLAP-AM	WLAP-AM	WLAP-AM
3	WVLK-AM	WKQQ-FM	WKQQ-FM
4	WKQQ-FM	WVLK-AM	WVLK-AM
5	WBLG-AM	WBLG-AM	WBLG-AM

M-F, 3-7pm

1	WLAP-FM	WLAP-FM	WLAP-FM
2	WLAP-AM	WKQQ-FM	WKQQ-FM
3	WKQQ-FM	WLAP-AM	WLAP-AM
4	WVLK-AM	WVLK-AM	WVLK-AM
5	WBLG-AM	WBLG-AM	WBLG-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1057

	A/M '78	O/N '78	A/M '79
1	WLAP-AM	WVLK-AM	WKQQ-FM
2	WLAP-FM	WLAP-FM	WLAP-AM
3	WVLK-AM	WLAP-AM	WVLK-AM
4	WKQQ-FM	WKQQ-FM	WLAP-FM
5	WAKY-AM	WVLK-FM	WBLG-AM

M-F, 6-10am

1	WLAP-AM	WVLK-AM	WKQQ-FM
2	WVLK-AM	WLAP-AM	WVLK-AM
3	WLAP-FM	WKQQ-FM	WLAP-AM
4	WKQQ-FM	WLAP-FM	WBLG-AM
5	WAKY-AM	WBLG-AM	WLAP-FM

M-F, 3-7pm

1	WLAP-AM	WKQQ-FM	WKQQ-FM
2	WVLK-AM	WVLK-AM	WVLK-AM
3	WLAP-FM	WLAP-AM	WLAP-AM
4	WKQQ-FM	WLAP-FM	WLAP-FM
5	WBLG-AM	WBLG-AM	WBLG-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1033

	A/M '78	O/N '78	A/M '79
1	WVLK-AM	WVLK-AM	WVLK-AM
2	WLAP-AM	WLAP-AM	WLAP-AM
3	WVLK-FM	WLAP-FM	WVLK-FM
4	WLAP-FM	WVLK-FM	WAXU-AF
5	WAXU-AF	WKQQ-FM	WLAP-FM

M-F, 6-10am

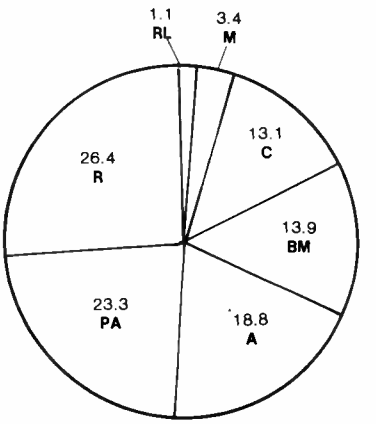
1	WVLK-AM	WVLK-AM	WVLK-AM
2	WLAP-AM	WLAP-AM	WLAP-AM
3	WVLK-FM	WLAP-FM	WVLK-FM
4	WLAP-FM	WVLK-FM	WLAP-FM
5	WHAS-AM	WBLG-AM	WKQQ-FM

M-F, 3-7pm

1	WVLK-AM	WVLK-AM	WVLK-AM
2	WLAP-AM	WLAP-AM	WLAP-AM
3	WLAP-FM	WLAP-FM	WVLK-FM
4	WVLK-FM	WAXU-AF	WAXU-AF
5	WBLG-AM	WKQQ-FM	WKQQ-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Lincoln

METRO RANK 145

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1583

	A/M '77		A/M '78		A/M '79	
1	KFOR-AM	17.0	KFOR-AM	18.2	KFMQ-FM(A)	20.4
2	KFMQ-FM	15.5	KFMQ-FM	14.5	KFOR-AM(PA)	17.9
3	KLMS-AM	14.1	KLMS-AM	13.5	KLIN-FM(BM)	12.5
4	KFAB-AM	9.7	KLIN-FM	8.7	KLMS-AM(R)	10.0
5	KLIN-FM	8.3	WOW -AM	6.9	KFAB-AM(PA)	6.7
6	KECK-AM	6.3	KGOR-FM	5.8	KFRX-FM(R)	6.7
7	KLIN-AM	5.3	KFOR-FM	5.8	KLIN-AM(PA)	6.3
8	KFOR-FM	5.3	KECK-AM	5.8	KECK-AM(C)	5.8
9	WOW -AM	4.9	KFAB-AM	4.7	WOW -AM(PA)	3.8
10	KGOR-FM	4.4	KLIN-AM	3.6	KGOR-FM(R)	2.5
11	KHAT-FM	1.9	KBHL-FM	2.9	KHAT-FM(R)	1.3
12	KEZO-FM	1.0	KHAT-FM	2.2	KEZO-FM(PA)	0.8
13	KMA -AM	0.5	KOIL-AM	0.7	KOIL-AM(R)	0.4
14	KLIN-AF	0.0	KMA -AM	0.4	KSRD-FM(PA)	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1583

	A/M '77		A/M '78		A/M '79	
1	KFOR-AM	35	KFOR-AM	50	KFMQ-FM	49
2	KFMQ-FM	32	KFMQ-FM	40	KFOR-AM	43
3	KLMS-AM	29	KLMS-AM	37	KLIN-FM	30
4	KFAB-AM	20	KLIN-FM	24	KLMS-AM	24
5	KLIN-FM	17	WOW -AM	19	KFAB-AM	16
M-F, 6-10am						
1	KFOR-AM		KFOR-AM		KFOR-AM	
2	KLMS-AM		KLMS-AM		KFMQ-FM	
3	KFAB-AM		KFMQ-FM		KLMS-AM	
4	KFMQ-FM		WOW -AM		KLIN-FM	
5	KLIN-AM		KLIN-FM		KLIN-AM	
M-F, 3-7pm						
1	KLMS-AM		KFMQ-FM		KFMQ-FM	
2	KFMQ-FM		KLMS-AM		KLIN-FM	
3	KFOR-AM		KFOR-AM		KFOR-AM	
4	KLIN-FM		KLIN-FM		KLMS-AM	
5	KGOR-FM		KFOR-FM		KFRX-FM	

Teens
M-S, 6am-Midnight
POP(00): 172

	A/M '77	A/M '78	A/M '79
1	KLMS-AM	KLMS-AM	KFRX-FM
2	KFMQ-FM	KFMQ-FM	KFMQ-FM
3	KGOR-FM	KGOR-FM	KLMS-AM
4	WOW -AM	WOW -AM	KFOR-AM
5	KFOR-AM	KFOR-AM	WOW -AM
M-F, 6-10am			
1	KLMS-AM	KLMS-AM	KFMQ-FM
2	KFMQ-FM	KFMQ-FM	KFRX-FM
3	WOW -AM	KGOR-FM	KLMS-AM
4	KGOR-FM	WOW -AM	KFOR-AM
5	KMA -AM	KFOR-AM	WOW -AM
M-F, 3-7pm			
1	KLMS-AM	KLMS-AM	KFRX-FM
2	KFMQ-FM	KFMQ-FM	KFMQ-FM
3	KGOR-FM	KGOR-FM	KLMS-AM
4	WOW -AM	WOW -AM	WOW -AM
5	KFOR-AM	KFOR-AM	KGOR-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 714

	A/M '77	A/M '78	A/M '79
1	KFMQ-FM	KFMQ-FM	KFMQ-FM
2	KLMS-AM	KLMS-AM	KLMS-AM
3	WOW -AM	WOW -AM	KLIN-FM
4	KGOR-FM	KGOR-FM	KFOR-AM
5	KFOR-AM	KFOR-AM	KFRX-FM
M-F, 6-10am			
1	KLMS-AM	KLMS-AM	KFMQ-FM
2	KFMQ-FM	KFMQ-FM	KLMS-AM
3	KFOR-AM	WOW -AM	KFOR-AM
4	WOW -AM	KFOR-AM	KLIN-FM
5	KLIN-AM	KGOR-FM	WOW -AM
M-F, 3-7pm			
1	KFMQ-FM	KFMQ-FM	KFMQ-FM
2	KLMS-AM	KLMS-AM	KLIN-FM
3	KGOR-FM	WOW -AM	KLMS-AM
4	KLIN-FM	KGOR-FM	KFRX-FM
5	WOW -AM	KFOR-AM	KFOR-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 572

	A/M '77	A/M '78	A/M '79
1	KFOR-AM	KFOR-AM	KFOR-AM
2	KLMS-AM	KECK-AM	KLIN-FM
3	KFAB-AM	KLIN-FM	KLIN-FM
4	KLIN-AM	WOW -AM	KLMS-AM
5	KLIN-FM	KFMQ-FM	KFMQ-FM
M-F, 6-10am			
1	KFOR-AM	KFOR-AM	KFOR-AM
2	KFAB-AM	KLMS-AM	KLMS-AM
3	KLIN-AM	WOW -AM	KFMQ-FM
4	KLMS-AM	KLIN-FM	KFAB-AM
5	KECK-AM	KLIN-AM	KLIN-FM
M-F, 3-7pm			
1	KLMS-AM	KLMS-AM	KLIN-FM
2	KLIN-FM	KFOR-AM	KFMQ-FM
3	KFOR-AM	KLIN-FM	KFOR-AM
4	KECK-AM	KFMQ-FM	KECK-AM
5	KLIN-AM	KFAB-AM	KLMS-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1583

	A/M '77		A/M '78		A/M '79	
1	KLMS-AM	578	KLMS-AM	617	KFOR-AM	594
2	KFOR-AM	549	KFOR-AM	562	KFMQ-FM	476
3	KFAB-AM	391	WOW -AM	459	KLMS-AM	475
4	KFMQ-FM	328	KFMQ-FM	402	KLIN-AM	314
5	WOW -AM	319	KGOR-FM	306	KFAB-AM	302
M-F, 6-10am						
1	KFOR-AM		KFOR-AM		KFOR-AM	
2	KLMS-AM		KLMS-AM		KFMQ-FM	
3	KFAB-AM		WOW -AM		KLMS-AM	
4	KFMQ-FM		KFMQ-FM		KLIN-AM	
5	WOW -AM		KLIN-FM		KLIN-FM	
M-F, 3-7pm						
1	KLMS-AM		KLMS-AM		KFMQ-FM	
2	KFOR-AM		KFMQ-FM		KFOR-AM	
3	KFMQ-FM		WOW -AM		KLMS-AM	
4	WOW -AM		KFOR-AM		KFRX-FM	
5	KFAB-AM		KGOR-FM		KLIN-AM	

Teens
M-S, 6am-Midnight
POP(00): 172

	A/M '77	A/M '78	A/M '79
1	KLMS-AM	KLMS-AM	KFMQ-FM
2	KFMQ-FM	WOW -AM	KLMS-AM
3	WOW -AM	KGOR-FM	WOW -AM
4	KFOR-AM	KFMQ-FM	KFRX-FM
5	KGOR-FM	KFOR-AM	KFOR-AM
M-F, 6-10am			
1	KLMS-AM	KLMS-AM	KFMQ-FM
2	KFOR-AM	KGOR-FM	KLMS-AM
3	KFMQ-FM	KFMQ-FM	KFRX-FM
4	KGOR-FM	WOW -AM	KFOR-AM
5	WOW -AM	KFOR-AM	WOW -AM
M-F, 3-7pm			
1	KLMS-AM	KLMS-AM	KFRX-FM
2	KFMQ-FM	WOW -AM	KFMQ-FM
3	KGOR-FM	KFMQ-FM	WOW -AM
4	WOW -AM	KGOR-FM	KLMS-AM
5	KFOR-AM	KOIL-AM	KFOR-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 714

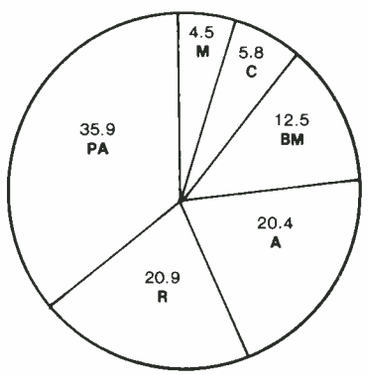
	A/M '77	A/M '78	A/M '79
1	KLMS-AM	KLMS-AM	KFMQ-FM
2	KFMQ-FM	KFMQ-FM	KLMS-AM
3	WOW -AM	WOW -AM	WOW -AM
4	KGOR-FM	KGOR-FM	KFOR-AM
5	KFOR-AM	KFOR-AM	KFRX-FM
M-F, 6-10am			
1	KLMS-AM	KLMS-AM	KFMQ-FM
2	KFMQ-FM	WOW -AM	KLMS-AM
3	WOW -AM	KFMQ-FM	KFOR-AM
4	KFOR-AM	KFOR-AM	WOW -AM
5	KGOR-FM	KGOR-FM	KFRX-FM
M-F, 3-7pm			
1	KLMS-AM	KLMS-AM	KFMQ-FM
2	KFMQ-FM	KFMQ-FM	KLMS-AM
3	WOW -AM	WOW -AM	WOW -AM
4	KGOR-FM	KGOR-FM	KFRX-FM
5	KFOR-AM	KFOR-AM	KFOR-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 572

	A/M '77	A/M '78	A/M '79
1	KFOR-AM	KFOR-AM	KLMS-AM
2	KLMS-AM	KLMS-AM	KFOR-AM
3	KFAB-AM	WOW -AM	KLIN-AM
4	KLIN-AM	KLIN-FM	KFMQ-FM
5	KLIN-FM	KLIN-AM	KFAB-AM
M-F, 6-10am			
1	KFOR-AM	KFOR-AM	KFOR-AM
2	KLMS-AM	KLMS-AM	KLMS-AM
3	KFAB-AM	WOW -AM	KLIN-AM
4	KLIN-AM	KLIN-FM	KFAB-AM
5	WOW -AM	KLIN-AM	WOW -AM
M-F, 3-7pm			
1	KLMS-AM	KLMS-AM	KLMS-AM
2	KFOR-AM	KFOR-AM	KFMQ-FM
3	WOW -AM	WOW -AM	KFOR-AM
4	KLIN-AM	KLIN-FM	KECK-AM
5	KFAB-AM	KFAB-AM	KFAB-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

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Little Rock-North Little Rock

METRO RANK **93**

A/M '79 Market Overview

Between last year's A/M '78 survey and the A/M '79 sweep, Little Rock was infected with a bad case of musical call letters. This is the game whereby one station changes its calls and then another changes its calls so it can pick up the abandoned calls formerly belonging to station A, etc. Suffice it to say that four stations in the Little Rock metro changed their calls between surveys, so trending this market will be useless unless you have a scorecard. Here are the players, and along the way, some insights on what happened in the latest rating book for this market.

Leading the area in terms of overall share is Top 40 FM rocker **KLAZ-FM**. Although the station is number one 12+ with a mid-15 share, its share of the total metro audience has been declining over the last two books. KLAZ-FM is #1 among adults 18-34, with a share in the 22 range, but its male numbers took quite a dive in this report. Why, you might ask. In a word, **KLPQ**. This is one of those stations which changed calls (it used to be known as **KEZQ-FM**). During the A/M '78 sweep this station was Beautiful Music, but with the call change KLPQ adopted the "Superstars" format of AOR and carved out quite a chunk of the young male listeners. By the way, **KLAZ-AM** does quite well on its own, although the properties simulcast in AM drive.

OK, so far? Now, let's look at the great job done by Country-formatted **KSSN**. As luck would have it, KSSN used to have different calls — **KXXA-FM** to be exact — so you can see the station jumped quite well from a 2.2 share last year to a 11.2 share this year with the calls. KSSN is very strong among adults 25-49, #2 after KLAZ-FM. The KSSN audience has a very well balanced male-female ratio. The station was "stickered" by **Arbitron** for mailing to the marketplace — one week prior to the survey — an "opinion card."

As mentioned above, the KEZQ calls were abandoned in favor of the new KLPQ. However, another station in the Little Rock area picked up the discarded KEZQ-FM calls. **KGMR-FM**, which had a 3.1 share last year, is now the reincarnation of KEZQ-FM with an improved share to show for it. The format is Beautiful Music.

One station on the AM band which retained its calls, if not all its audience, is **KAAY**. This Top 40 entry has been highly rated in the past but suffered a four-share decline in the A/M '79 report. Most serious of KAAY's problems as reported in this survey is the defection of half of its male audience. Since the station skews young, KAAY's losses in the young adult demos may have been affected by diary return problems. In the Little Rock market there were only 17 usable Men 18-24 diaries returned. KAAY did no outside advertising during the sweep. Bottom line on the A/M '79 Little Rock ratings book is that with the poor diary return in some demos and the call letter confusion that was bound to have affected responses by diarykeepers, it's a shame that the market will have to live with this book for so long.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 3036

A/M '78		O/N '78		A/M '79	
1 KLAZ-FM	22.4	KLAZ-AF	21.7	KLAZ-AF(R)	25.5
2 KLRA-AM	14.0	KAAY-AM	13.5	KEZQ-AF(BM)	14.8
3 KALO-AM	11.7	KKYK-FM	11.9	KSSN-FM(C)	11.2
4 KEZQ-FM	11.2	KLRA-AM	10.8	KLRA-AM(C)	10.7
5 KAAY-AM	10.5	KOKY-AM	10.0	KARN-AM(BM)	9.3
6 KARN-AM	7.7	KARN-AM	8.8	KAAY-AM(R)	9.0
7 KKYK-FM	5.9	KEZQ-FM	8.6	KKYK-FM(R)	8.6
8 KXLR-AM	5.9	KGMR-AF	4.0	KXLR-AM(C)	2.1
9 KOKY-AM	2.6	KXLR-AM	3.8	KITA-AM(RL)	1.2
10 KGMR-FM	2.3	KXXA-FM	2.2	KSOH-AM(RL)	0.7
11 KGKO-AM	1.3	KDXE-AM	1.5	KBBA-AM(C)	0.5
12 KXXA-FM	1.0	KSOH-AM	1.3	KGMR-AM(RL)	0.5
13 KSOH-AM	1.0	KGKO-AM	0.9		
14 KDXE-AM	1.0	KBBA-AM	0.4		
15 KBBA-AM	0.5				
16 KGMR-AM	0.5				
17 KGMR-AF	0.0				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3036

A/M '78		O/N '78		A/M '79	
1 KLAZ-FM	88	KLAZ-AF	98	KLAZ-AF	107
2 KLRA-AM	55	KAAY-AM	61	KEZQ-AF	62
3 KALO-AM	46	KKYK-FM	54	KSSN-FM	47
4 KEZQ-FM	44	KLRA-AM	49	KLRA-AM	45
5 KAAY-AM	41	KOKY-AM	45	KARN-AM	39
M-F, 6-10am					
1 KLRA-AM		KLRA-AM		KLAZ-AF	
2 KLAZ-FM		KAAY-AM		KLRA-AM	
3 KARN-AM		KLAZ-AF		KARN-AM	
4 KAAY-AM		KARN-AM		KEZQ-AF	
5 KALO-AM		KKYK-FM		KAAY-AM	
M-F, 3-7pm					
1 KLAZ-FM		KLAZ-AF		KLAZ-AF	
2 KAAY-AM		KAAY-AM		KEZQ-AF	
3 KEZQ-FM		KKYK-FM		KAAY-AM	
4 KLRA-AM		KOKY-AM		KSSN-FM	
5 KALO-AM		KEZQ-FM		KKYK-FM	

Teens
M-S, 6am-Midnight
POP(00): 409

A/M '78	O/N '78	A/M '79
1 KLAZ-FM	KLAZ-AF	KLAZ-AF
2 KAAY-AM	KKYK-FM	KKYK-FM
3 KALO-AM	KOKY-AM	KAAY-AM
4 KKYK-FM	KAAY-AM	KSSN-FM
5 KOKY-AM	KARN-AM	KEZQ-AF
M-F, 6-10am		
1 KLAZ-FM	KLAZ-AF	KLAZ-AF
2 KAAY-AM	KAAY-AM	KKYK-FM
3 KALO-AM	KKYK-FM	KAAY-AM
4 KOKY-AM	KOKY-AM	KSSN-FM
5 KKYK-FM	KGMR-AF	KEZQ-AF
M-F, 3-7pm		
1 KLAZ-FM	KLAZ-AF	KLAZ-AF
2 KAAY-AM	KKYK-FM	KAAY-AM
3 KALO-AM	KOKY-AM	KKYK-FM
4 KOKY-AM	KAAY-AM	KSSN-FM
5 KKYK-FM	KBBA-AM	KEZQ-AF

Adults 18-34
M-S, 6am-Midnight
POP(00): 1123

A/M '78	O/N '78	A/M '79
1 KLAZ-FM	KLAZ-AF	KLAZ-AF
2 KALO-AM	KAAY-AM	KEZQ-AF
3 KAAY-AM	KKYK-FM	KKYK-FM
4 KKYK-FM	KOKY-AM	KAAY-AM
5 KXLR-AM	KLRA-AM	KSSN-FM
M-F, 6-10am		
1 KLAZ-FM	KAAY-AM	KLAZ-AF
2 KAAY-AM	KLAZ-AF	KAAY-AM
3 KALO-AM	KKYK-FM	KKYK-FM
4 KKYK-FM	KOKY-AM	KEZQ-AF
5 KXLR-AM	KARN-AM	KSSN-FM
M-F, 3-7pm		
1 KLAZ-FM	KLAZ-AF	KLAZ-AF
2 KAAY-AM	KAAY-AM	KAAY-AM
3 KALO-AM	KKYK-FM	KKYK-FM
4 KKYK-FM	KOKY-AM	KEZQ-AF
5 KXLR-AM	KARN-AM	KSSN-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1287

A/M '78	O/N '78	A/M '79
1 KLAZ-FM	KLAZ-AF	KLAZ-AF
2 KEZQ-FM	KAAY-AM	KSSN-FM
3 KLRA-AM	KKYK-FM	KEZQ-AF
4 KALO-AM	KEZQ-FM	KARN-AM
5 KARN-AM	KOKY-AM	KAAY-AM
M-F, 6-10am		
1 KLRA-AM	KAAY-AM	KLAZ-AF
2 KLAZ-FM	KLAZ-AF	KSSN-FM
3 KARN-AM	KLRA-AM	KLRA-AM
4 KEZQ-FM	KARN-AM	KARN-AM
5 KAAY-AM	KKYK-FM	KEZQ-AF
M-F, 3-7pm		
1 KLAZ-FM	KLAZ-AF	KLAZ-AF
2 KEZQ-FM	KEZQ-FM	KEZQ-AF
3 KAAY-AM	KAAY-AM	KSSN-FM
4 KALO-AM	KKYK-FM	KAAY-AM
5 KARN-AM	KLRA-AM	KARN-AM

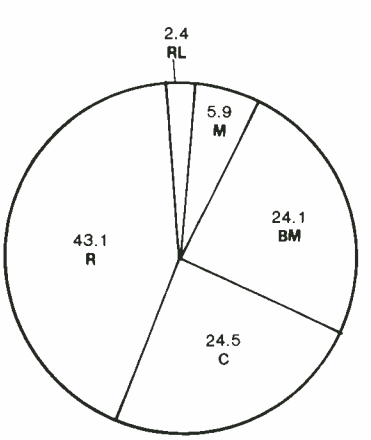
Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3036

A/M '78		O/N '78		A/M '79	
1 KLAZ-FM	980	KAAY-AM	998	KLAZ-FM	879
2 KAAY-AM	847	KLAZ-FM	909	KAAY-AM	861
3 KLRA-AM	788	KKYK-FM	795	KKYK-FM	782
4 KALO-AM	533	KLRA-AM	736	KLRA-AM	632
5 KARN-AM	525	KARN-AM	605	KARN-AM	605
M-F, 6-10am					
1 KLAZ-FM		KAAY-AM		KLAZ-FM	
2 KLRA-AM		KLAZ-FM		KAAY-AM	
3 KAAY-AM		KLRA-AM		KLRA-AM	
4 KARN-AM		KKYK-FM		KKYK-FM	
5 KALO-AM		KOKY-AM		KLAZ-AM	
M-F, 3-7pm					
1 KLAZ-FM		KLAZ-FM		KLAZ-FM	
2 KAAY-AM		KAAY-AM		KAAY-AM	
3 KKYK-FM		KKYK-FM		KKYK-FM	
4 KLRA-AM		KLRA-AM		KLRA-AM	
5 KALO-AM		KOKY-AM		KLAZ-AM	
Teens					
M-S, 6am-Midnight					
POP(00): 409					
A/M '78		O/N '78		A/M '79	
1 KLAZ-FM		KLAZ-FM		KLAZ-FM	
2 KAAY-AM		KKYK-FM		KKYK-FM	
3 KKYK-FM		KAAY-AM		KAAY-AM	
4 KALO-AM		KLAZ-AM		KLAZ-AM	
5 KOKY-AM		KOKY-AM		KLPQ-FM	
M-F, 6-10am					
1 KLAZ-FM		KLAZ-FM		KLAZ-FM	
2 KAAY-AM		KAAY-AM		KKYK-FM	
3 KALO-AM		KKYK-FM		KLAZ-AM	
4 KKYK-FM		KOKY-AM		KAAY-AM	
5 KOKY-AM		KLAZ-AM		KLPQ-FM	
M-F, 3-7pm					
1 KLAZ-FM		KLAZ-FM		KLAZ-FM	
2 KAAY-AM		KAAY-AM		KAAY-AM	
3 KALO-AM		KKYK-FM		KKYK-FM	
4 KOKY-AM		KLAZ-AM		KLAZ-AM	
5 KKYK-FM		KOKY-AM		KLPQ-FM	
Adults 18-34					
M-S, 6am-Midnight					
POP(00): 1123					
A/M '78		O/N '78		A/M '79	
1 KLAZ-FM		KAAY-AM		KLAZ-FM	
2 KAAY-AM		KKYK-FM		KKYK-FM	
3 KALO-AM		KLAZ-FM		KAAY-AM	
4 KKYK-FM		KLAZ-AM		KLPQ-FM	
5 KXLR-AM		KOKY-AM		KLAZ-AM	
M-F, 6-10am					
1 KLAZ-FM		KAAY-AM		KLAZ-FM	
2 KAAY-AM		KLAZ-FM		KAAY-AM	
3 KALO-AM		KKYK-FM		KKYK-FM	
4 KKYK-FM		KOKY-AM		KLAZ-AM	
5 KXLR-AM		KLAZ-AM		KLPQ-FM	
M-F, 3-7pm					
1 KLAZ-FM		KAAY-AM		KKYK-FM	
2 KAAY-AM		KLAZ-FM		KAAY-AM	
3 KALO-AM		KKYK-FM		KLAZ-FM	
4 KKYK-FM		KOKY-AM		KLPQ-FM	
5 KXLR-AM		KLAZ-AM		KLAZ-AM	
Adults 25-49					
M-S, 6am-Midnight					
POP(00): 1287					
A/M '78		O/N '78		A/M '79	
1 KLRA-AM		KAAY-AM		KLAZ-FM	
2 KLAZ-FM		KLRA-AM		KAAY-AM	
3 KAAY-AM		KKYK-FM		KKYK-FM	
4 KEZQ-FM		KLAZ-FM		KSSN-FM	
5 KARN-AM		KARN-AM		KARN-AM	
M-F, 6-10am					
1 KLRA-AM		KLRA-AM		KLAZ-FM	
2 KARN-AM		KAAY-AM		KAAY-AM	
3 KAAY-AM		KARN-AM		KKYK-FM	
4 KLAZ-FM		KKYK-FM		KSSN-FM	
5 KXLR-AM		KLAZ-FM		KLRA-AM	
M-F, 3-7pm					
1 KLAZ-FM		KAAY-AM		KAAY-AM	
2 KAAY-AM		KKYK-FM		KLAZ-FM	
3 KEZQ-FM		KLRA-AM		KKYK-FM	
4 KALO-AM		KLAZ-FM		KSSN-FM	
5 KLRA-AM		KEZQ-FM		KARN-AM	

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



,os Angeles

METRO RANK **2**

/M '79-J/A '79 Market Overview

The Spring and Summer books in L.A. have shown that **ABC**'s O&O, Talk-dio **KABC**, can remain atop the market even when the Dodgers are having a -or season. Throughout the two most recent sweeps, KABC's share among ults 25-49 has remained at the 7 level. Outside advertising for KABC con-:ts of heavy use of TV.

The real comer in the L.A. market is AOR station **KMET**. The station's 12+ are has increased well in the last two reports, so that KMET is now #2 over-, and number one with adults 18-34 with a share approaching 11% of this key -mo. KMET keeps its image alive in the market by advertising extensively in e media such as billboards, TV, and newspaper.

The Beautiful Music audience is a battleground in southern California, with 3IG and **KJOI** virtually tied for third place in the 12+ share derby. KBIG ewed younger in the A/M report, but KJOI closed 25-49 gap in Summer book.)th stations advertise aggressively in virtually every medium — TV, newspapers, ıs sides, billboards.

P/A station KMPC did well in both recent sweeps, fortunate to broadcast ıgels baseball during the team's first drive to the playoffs (**Gene Autry** owns)th the Angels and KMPC). The **Golden West** property becomes a major factor ıong adults 25-49.

One of the brighter lights for the **RKO** group these days is its FM rocker RTH. KRTH (known as **K-EARTH**) is number two in adults 18-34, with an auto-ated on-air sound. Music mixes current hits with oldies to score well with ıung adults. On-air promotions tie in to concert ticket giveaways, while outside lvertising utilizes TV.

L.A. is served by two All-News stations — **Westinghouse**'s **KFWB** and **CBS**'s &O **KNX**. KFWB leads KNX by more than two share points in key morning ive segment in most recent sweep, and also leads KNX in vital 25-49 demo.

AM rockers **KFI** and **KHJ** both had poor A/M '79 reports, although KFI re-)unded in Summer book. KHJ morning man **Rick Dees** is boosting 18-34 num-ers slightly as listeners stay tuned longer to station. Other dayparts continue to) poorly for KHJ. The KFI rebound is attributable to significant improvement in very daypart except AM drive.

On the Dancemusic scene, **KIIS-FM** improved, and passed **Inner City**'s **KUTE. 'ankie Crocker** is attempting to rub some **WBLS** magic into the L.A. operation KUTE, but it's probably too early to tell if he'll be successful in L.A. Mean-hile, KIIS-FM improves consistently in major dayparts as young adults and teens ıdiences grow.

ıge Persons 12+ Share Trends

y-Sunday, 6am-Midnight
00): 73616

A/M '78		J/A '78		O/N '78		J/F '79		A/M '79		J/A '79	
ABC-AM	8.7	KABC-AM	10.4	KABC-AM	6.6	KABC-AM	6.8	KABC-AM (T)	9.0	KABC-AM	8.0
3IG-FM	6.6	KBIG-FM	5.6	KBIG-FM	6.0	KBIG-FM	6.3	KMET-FM (A)	5.9	KMET-FM	6.4
JOI-FM	5.0	KJOI-FM	4.8	KJOI-FM	5.3	KJOI-FM	5.8	KBIG-FM (SM)	5.6	KBIG-FM	5.1
NX -AM	4.5	KMET-FM	4.8	KMET-FM	5.0	KMET-FM	4.8	KNX -AM (M)	4.3	KJOI-FM	4.9
WB-AM	4.5	KNX -AM	4.1	KNX -AM	4.3	KFWB-AM	4.8	KJOI-FM (SM)	4.0	KFWB-AM	4.2
HJ -AM	3.6	KFWB-AM	4.0	KFWB-AM	4.2	KNX -AM	4.6	KFWB-AM (M)	3.8	KMPC-AM	3.8
MET-FM	3.6	KMPC-AM	4.0	KLAC-AM	4.0	KUTE-FM	3.6	KMPC-AM (PA)	3.7	KRTH-FM	3.8
MPC-AM	3.4	KUTE-FM	3.7	KOST-FM	3.4	KRTH-FM	3.5	KRLA-AM (R)	3.5	KNX -AM	3.4
LOS-FM	2.8	KRTH-FM	3.2	KNX -FM	3.2	KLOS-FM	2.9	KRTH-FM (R)	3.3	KOST-FM	3.2
FI -AM	2.7	KFI -AM	3.1	KMPC-AM	3.1	KOST-FM	2.8	KUTE-FM (D)	3.1	KRLA-AM	3.2
UTE-FM	2.7	KNX -FM	3.1	KRTH-FM	3.0	KLAC-AM	2.8	KALI-AM (R)	2.9	KFI -AM	2.9
NX -FM	2.6	KRLA-AM	3.1	KHJ -AM	2.7	KDAY-AM	2.7	KLAC-AM (C)	2.8	KLAC-AM	2.9
AC-AM	2.6	KHJ -AM	3.1	KFI -AM	2.6	KMPC-AM	2.6	KLOS-FM (A)	2.6	KIIS-FM	2.8
RTH-FM	2.6	KLAC-AM	2.6	KUTE-FM	2.6	KIIS-FM	2.6	KDAY-AM (R)	2.5	KNX -FM	2.8
OST-FM	2.5	KOST-FM	2.4	KRLA-AM	2.6	KFI -AM	2.5	KTNQ-AM (R)	2.4	KLOS-FM	2.6
RLA-AM	2.4	KLOS-FM	2.3	KDAY-AM	2.6	KHJ -AM	2.3	KOST-FM (SM)	2.4	KDAY-AM	2.5
TNQ-AM	2.4	KDAY-AM	2.2	KLOS-FM	2.4	KTNQ-AM	2.3	KIIS-FM (D)	2.2	KUTE-FM	2.4
DAY-AM	2.1	KTNQ-AM	2.0	KTNQ-AM	2.1	KNX -FM	2.2	KNX -FM (A)	2.2	KALI-AM	2.3
IIS-FM	2.1	KZLA-FM	2.0	KIIS-FM	2.1	KRLA-AM	2.2	KHJ -AM (R)	2.2	KTNQ-AM	2.1
ZLA-FM	2.1	KWKW-AM	1.9	KZLA-FM	2.0	KLVE-FM	2.0	KFI -AM (R)	2.1	KIQQ-FM	1.9
WKW-AM	2.0	KALI-AM	1.8	KALI-AM	1.9	KIQQ-FM	1.8	KIQQ-FM (R)	1.8	KHJ -AM	1.8
WST-FM	1.9	KIIS-FM	1.7	KIQQ-FM	1.8	KWKW-AM	1.8	KNGO-FM (J)	1.7	KHTZ-FM	1.6
IQQ-FM	1.8	KWST-FM	1.6	KLVE-FM	1.7	KZLA-FM	1.8	KZLA-FM (A)	1.6	KKGO-FM	1.5
POL-AM	1.4	KLVE-FM	1.3	KFAC-FM	1.6	KFAC-FM	1.5	KLVE-FM (S)	1.5	KZLA-FM	1.5
FAC-AM	1.4	KIQQ-FM	1.3	KWKW-AM	1.4	KKGO-FM	1.5	KWKW-AM (S)	1.3	KWKW-AM	1.4
LVE-FM	1.3	KJLH-FM	1.1	KWST-FM	1.3	KWST-FM	1.4	KWST-FM (A)	1.3	KNOB-FM	1.1
ALI-AM	1.3	KACE-FM	1.1	KHTZ-FM	1.3	KALI-AM	1.4	XTRA-AM (SM)	1.2	KJLH-FM	1.1
TRA-AM	1.1	KKTT-AM	1.1	XTRA-AM	1.1	KNOB-FM	1.3	KROQ-FM (A)	1.2	KWST-FM	1.0
GBS-FM	1.1	KBBS-FM	1.0	KKGO-FM	1.1	KJLH-FM	1.1	KFAC-FM (CL)	1.1	KLVE-FM	1.0
IIS-AM	1.0	KIIS-AM	1.0	KROQ-FM	1.1	KROQ-FM	1.0	KJLH-FM (S)	1.1	KFAC-FM	0.9
GER-AM	1.0	KNOB-FM	0.9	KIIS-AM	1.0	KIIS-AM	1.0	KNOB-FM (SM)	1.0	KROQ-FM	0.9
FAC-FM	0.9	KFAC-AM	0.9	KNOB-FM	0.9	KKTT-AM	0.8	KGRB-AM (SM)	0.9	KEZY-AM	0.9
NOB-FM	0.9	KBCA-FM	0.9	KGER-AM	0.8	KGRB-AM	0.7	KFAC-AM (CL)	0.9	KKTT-AM	0.9
KTT-AM	0.9	XTRA-AM	0.9	KJLH-FM	0.8	KPOL-AM	0.7	KHTZ-FM (C)	0.9	KGRB-AM	0.9
BCA-FM	0.8	KFAC-FM	0.8	KFAC-AM	0.7	XTRA-AM	0.7	KIIS-AM (PA)	0.8	KPOL-AM	0.8
EZY-AM	0.7	KPOL-AM	0.8	KEZY-AM	0.7	KFAC-AM	0.6	KIEV-AM (T)	0.7	KWIZ-FM	0.6
IEV-AM	0.7	KGRB-AM	0.5	KPOL-AM	0.7	KEZY-AM	0.6	KPOL-AM (PA)	0.7	KROQ-AM	0.6
GRB-AM	0.7	KIEV-AM	0.5	KKTT-AM	0.6	KACE-FM	0.5	KKTT-AM (SM)	0.6	KIIS-AM	0.6
JLH-FM	0.6	KEZY-AM	0.5	KIEV-AM	0.6	KWIZ-AM	0.5	KEZY-AM (A)	0.6	KFAC-AM	0.6
EGM-AM	0.6	KGER-AM	0.4	KWIZ-FM	0.6	KWIZ-FM	0.5	KWIZ-AM (PA)	0.5	KACE-FM	0.6
										XTRA-AM	0.5
										KIEV-AM	0.5
										KEZY-FM	0.5
										KWIZ-AM	0.4
										KGER-AM	0.3

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 73616

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KABC-AM 1010	KABC-AM 1239	KABC-AM 780	KABC-AM 834	KABC-AM 1130	KABC-AM 993
2	KBIG-FM 772	KBIG-FM 666	KBIG-FM 710	KBIG-FM 762	KMET-FM 739	KMET-FM 791
3	KJOI-FM 578	KJOI-FM 576	KJOI-FM 627	KJOI-FM 706	KBIG-FM 700	KBIG-FM 627
4	KNX -AM 527	KMET-FM 568	KMET-FM 587	KMET-FM 585	KNX -AM 536	KJOI-FM 609
5	KFWB-AM 523	KNX -AM 492	KNX -AM 514	KFWB-AM 579	KJOI-FM 505	KFWB-AM 515
6	KHJ -AM 416	KFWB-AM 478	KFWB-AM 495	KNX -AM 560	KFWB-AM 472	KMPC-AM 476
7	KMET-FM 416	KMPC-AM 476	KLAC-AM 470	KUTE-FM 440	KMPC-AM 463	KRTH-FM 474
8	KMPC-AM 392	KUTE-FM 445	KOST-FM 399	KRTH-FM 432	KRLA-AM 437	KNX -AM 420
9	KLOS-FM 330	KRTH-FM 383	KNX -FM 374	KLOS-FM 348	KRTH-FM 420	KOST-FM 395
10	KFI -AM 315	KFI -AM 367	KMPC-AM 366	KOST-FM 342	KUTE-FM 395	KRLA-AM 394

M-F, 6-10am

1	KABC-AM	KABC-AM	KABC-AM	KABC-AM	KABC-AM	KABC-AM
2	KFWB-AM	KNX -AM	KFWB-AM	KNX -AM	KNX -AM	KFWB-AM
3	KNX -AM	KFWB-AM	KNX -AM	KFWB-AM	KFWB-AM	KNX -AM
4	KBIG-FM	KFI -AM	KBIG-FM	KBIG-FM	KFI -AM	KFI -AM
5	KFI -AM	KBIG-FM	KFI -AM	KJOI-FM	KMET-FM	KMET-FM
6	KMPC-AM	KMPC-AM	KLAC-AM	KFI -AM	KBIG-FM	KBIG-FM
7	KHJ -AM	KJOI-FM	KMET-FM	KMPC-AM	KMPC-AM	KJOI-FM
8	KJOI-FM	KMET-FM	KMPC-AM	KLAC-AM	KJOI-FM	KMPC-AM
9	KMET-FM	KUTE-FM	KJOI-FM	KRTH-FM	KLAC-AM	KLAC-AM
10	KLAC-AM	KLAC-AM	KNX -FM	KMET-FM	KALI-AM	KRTH-FM

M-F, 3-7pm

1	KABC-AM	KABC-AM	KBIG-FM	KBIG-FM	KABC-AM	KABC-AM
2	KBIG-FM	KBIG-FM	KJOI-FM	KJOI-FM	KMET-FM	KMET-FM
3	KJOI-FM	KJOI-FM	KABC-AM	KMET-FM	KBIG-FM	KBIG-FM
4	KHJ -AM	KMPC-AM	KMET-FM	KABC-AM	KJOI-FM	KJOI-FM
5	KNX -AM	KMET-FM	KNX -AM	KUTE-FM	KMPC-AM	KRTH-FM
6	KMET-FM	KUTE-FM	KNX -FM	KNX -AM	KRTH-FM	KMPC-AM
7	KLAC-AM	KNX -AM	KRTH-FM	KRTH-FM	KNX -AM	KRLA-AM
8	KFWB-AM	KNX -FM	KFWB-AM	KFWB-AM	KUTE-FM	KFWB-AM
9	KTNQ-AM	KRTH-FM	KLAC-AM	KDAY-AM	KLAC-AM	KNX -FM
10	KLOS-FM	KFWB-AM	KOST-FM	KLOS-FM	KRLA-AM	KLAC-AM

Teens
M-S, 6am-Midnight
POP(00): 9403

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KTNQ-AM	KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2	KHJ -AM	KHJ -AM	KTNQ-AM	KTNQ-AM	KUTE-FM	KTNQ-AM
3	KMET-FM	KTNQ-AM	KHJ -AM	KDAY-AM	KTNQ-AM	KDAY-AM
4	KDAY-AM	KUTE-FM	KDAY-AM	KHJ -AM	KDAY-AM	KHJ -AM
5	KLOS-FM	KDAY-AM	KIIS-FM	KUTE-FM	KRLA-AM	KRTH-FM
6	KIIS-FM	KLOS-FM	KUTE-FM	KLOS-FM	KLOS-FM	KIIS-FM
7	KIQQ-FM	KRLA-AM	KLOS-FM	KRTH-FM	KHJ -AM	KFI -AM
8	KWST-FM	KIIS-FM	KRLA-AM	KIIS-FM	KALI-AM	KLOS-FM
9	KEZY-AM	KWST-FM	KFI -AM	KEZY-AM	KRTH-FM	KRLA-AM
10	KUTE-FM	KIQQ-FM	KEZY-AM	KWST-FM	KIIS-FM	KEZY-AM

M-F, 6-10am

1	KTNQ-AM	KMET-FM	KMET-FM	KTNQ-AM	KMET-FM	KMET-FM
2	KHJ -AM	KHJ -AM	KTNQ-AM	KMET-FM	KTNQ-AM	KDAY-AM
3	KDAY-AM	KUTE-FM	KDAY-AM	KLOS-FM	KUTE-FM	KTNQ-AM
4	KMET-FM	KTNQ-AM	KHJ -AM	KHJ -AM	KDAY-AM	KHJ -AM
5	KEZY-AM	KDAY-AM	KRLA-AM	KDAY-AM	KHJ -AM	KRLA-AM
6	KLOS-FM	KLOS-FM	KIIS-FM	KUTE-FM	KLOS-FM	KLOS-FM
7	KFI -AM	KRLA-AM	KLOS-FM	KRTH-FM	KRLA-AM	KRTH-FM
8	KIIS-FM	KIQQ-FM	KUTE-FM	KIIS-FM	KALI-AM	KFI -AM
9	KWST-FM	KIIS-FM	KEZY-AM	KEZY-AM	KRTH-FM	KIIS-FM
10	KIQQ-FM	KWST-FM	KFI -AM	KRLA-AM	KIQQ-FM	KWKW-AM

M-F, 3-7pm

1	KTNQ-AM	KTNQ-AM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2	KHJ -AM	KUTE-FM	KTNQ-AM	KTNQ-AM	KTNQ-AM	KTNQ-AM
3	KDAY-AM	KMET-FM	KHJ -AM	KDAY-AM	KDAY-AM	KHJ -AM
4	KMET-FM	KHJ -AM	KDAY-AM	KUTE-FM	KUTE-FM	KRTH-FM
5	KWST-FM	KDAY-AM	KIIS-FM	KHJ -AM	KALI-AM	KDAY-AM
6	KLOS-FM	KLOS-FM	KUTE-FM	KLOS-FM	KRTH-FM	KUTE-FM
7	KUTE-FM	KFI -AM	KRLA-AM	KRTH-FM	KHJ -AM	KIIS-FM
8	KFI -AM	KRLA-AM	KIQQ-FM	KIIS-FM	KRLA-AM	KRLA-AM
9	KIQQ-FM	KIQQ-FM	KFI -AM	KEZY-AM	KLOS-FM	KLOS-FM
10	KIIS-FM	KKTT-AM	KLOS-FM	KWST-FM	KEZY-AM	KFI -AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 27018

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2	KNX -FM	KRTH-FM	KNX -FM	KRTH-FM	KRTH-FM	KRTH-FM
3	KRTH-FM	KNX -FM	KRTH-FM	KUTE-FM	KRLA-AM	KLOS-FM
4	KHJ -AM	KUTE-FM	KLOS-FM	KLOS-FM	KLOS-FM	KNX -FM
5	KLOS-FM	KRLA-AM	KUTE-FM	KIIS-FM	KUTE-FM	KRLA-AM
6	KUTE-FM	KABC-AM	KZLA-FM	KNX -FM	KNX -FM	KIIS-FM
7	KZLA-FM	KZLA-FM	KRLA-AM	KZLA-FM	KALI-AM	KUTE-FM
8	KRLA-AM	KLOS-FM	KBIG-FM	KRLA-AM	KIIS-FM	KABC-AM
9	KABC-AM	KHJ -AM	KHJ -AM	KIQQ-FM	KZLA-FM	KIQQ-FM
10	KIIS-FM	KBIG-FM	KIQQ-FM	KDAY-AM	KHJ -AM	KFI -AM

M-F, 6-10am

1	KHJ -AM	KFI -AM	KMET-FM	KRTH-FM	KMET-FM	KMET-FM
2	KMET-FM	KMET-FM	KNX -FM	KMET-FM	KRTH-FM	KFI -AM
3	KFI -AM	KRTH-FM	KFI -AM	KFI -AM	KFI -AM	KRTH-FM
4	KNX -FM	KNX -FM	KRTH-FM	KNX -FM	KNX -FM	KLOS-FM
5	KLOS-FM	KRLA-AM	KABC-AM	KUTE-FM	KALI-AM	KNX -FM
6	KRTH-FM	KUTE-FM	KHJ -AM	KIIS-FM	KRLA-AM	KRLA-AM
7	KRLA-AM	KFWB-AM	KZLA-FM	KLOS-FM	KABC-AM	KIIS-FM
8	KZLA-FM	KJLH-FM	KLOS-FM	KZLA-FM	KZLA-FM	KABC-AM
9	KFWB-AM	KZLA-FM	KRLA-AM	KRLA-AM	KLOS-FM	KHJ -AM
10	KUTE-FM	KLOS-FM	KFWB-AM	KWKW-AM	KHJ -AM	KZLA-FM

M-F, 3-7pm

1	KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2	KHJ -AM	KRTH-FM	KNX -FM	KRTH-FM	KRTH-FM	KRTH-FM
3	KLOS-FM	KNX -FM	KRTH-FM	KUTE-FM	KUTE-FM	KNX -FM
4	KRTH-FM	KUTE-FM	KUTE-FM	KIIS-FM	KRLA-AM	KRLA-AM
5	KNX -FM	KRLA-AM	KLOS-FM	KLOS-FM	KLOS-FM	KIIS-FM
6	KZLA-FM	KABC-AM	KBIG-FM	KNX -FM	KNX -FM	KABC-AM
7	KUTE-FM	KZLA-FM	KRLA-AM	KDAY-AM	KHJ -AM	KUTE-FM
8	KBIG-FM	KHJ -AM	KZLA-FM	KIQQ-FM	KZLA-FM	KLOS-FM
9	KRLA-AM	KBIG-FM	KHJ -AM	KRLA-AM	KABC-AM	KIQQ-FM
10	KABC-AM	KMPC-AM	KIQQ-FM	KZLA-FM	KIIS-FM	KDAY-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 31029

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KABC-AM	KABC-AM	KBIG-FM	KBIG-FM	KABC-AM	KABC-AM
2	KBIG-FM	KBIG-FM	KNX -FM	KABC-AM	KBIG-FM	KBIG-FM
3	KJOI-FM	KJOI-FM	KJOI-FM	KJOI-FM	KRLA-AM	KRTH-FM
4	KMPC-AM	KMPC-AM	KABC-AM	KRTH-FM	KMPC-AM	KJOI-FM
5	KNX -FM	KNX -FM	KLAC-AM	KNX -AM	KRTH-FM	KRLA-AM
6	KFWB-AM	KFI -AM	KRTH-FM	KLAC-AM	KFWB-AM	KOST-FM
7	KNX -AM	KRTH-FM	KNX -AM	KMPC-AM	KALI-AM	KNX -FM
8	KRTH-FM	KFWB-AM	KOST-FM	KNX -FM	KNX -FM	KFI -AM
9	KFI -AM	KRLA-AM	KMPC-AM	KUTE-FM	KMET-FM	KMPC-AM
10	KLAC-AM	KNX -AM	KRLA-AM	KRLA-AM	KLAC-AM	KFWB-AM

EVERYONE YOU'VE EVER WANTED TO KNOW WITH HITS

Aerosmith
Airborne
Lynn Anderson
Moe Bandy
R.C. Bannon
Bobby Bare
The Beat
The Bliss Band
Blue Oyster Cult
Arthur Blythe
Willie Lobo
Karla Bonoff
Boomtown Rats
Bonnie Boyer
B.T. Express
Joanne Brackeen
Bullseye
Valerie Carter
Johnny Cash
Rosanne Cash
Chicago
Billy Cobham
David Allan Coe
Mark Colby
Jeff Conaway
Ray Conniff
Elvis Costello
The Cowsills
Dakota
Lacy J. Dalton
Eddie Daniels
John Davis & The Monster Orchestra
Miles Davis
Tyrone Davis
Neil Diamond
Al Di Meola
Disco Circus
Dudek, Finnigan & Krueger
Johnny Duncan
Bob Dylan
Earth, Wind & Fire
Walter Egan
Emotions
Maynard Ferguson
Ronnie Foster
Rodney Franklin
Janie Fricke
Eric Gale
Gary's Gang
Art Garfunkel
Larry Gatlin
Crystal Gayle
Gentle Giant
Stan Getz
Dexter Gordon
Diva Gray & Oyster
John Hall
Herbie Hancock
Heath Brothers
Patrick Hernandez
Hilary
Z.Z. Hill
Hounds
Cissy Houston
Freddie Hubbard
Bobby Hutcherson
Janis Ian
Bob James
Billy Joel
Al Johnson
Journey
Jules & The Polar Bears
Judas Priest
Gladys Knight

Andre Kostelanetz
Kris Kristofferson
Lake
Leah Kunkel
Laughing Dogs
Hubert Laws
John Lee & Gerry Brown
Ramsey Lewis
Kenny Loggins
Wilbert Longmire
Nick Lowe
Cheryl Lynn
Paul McCartney & Wings
Marilyn McCoo & Billy Davis Jr.
John McLaughlin
Mahogany Rush
Manhattans
Dave Mason
Johnny Mathis
Jim Messina
Metropolis (M. Isham)
Franklin Micare
Eddie Money
Jackie Moore
Mutiny
Willie Nelson
Laura Nyro
Jane Olivor
Ozark Mtn. Daredevils
Jan Park Band
Pink Floyd
Pockets
Return To Forever
Marty Robbins
D.J. Rogers
Santana
Boz Scaggs
Tom Scott
Earl Scruggs
Marlena Shaw
Woody Shaw
Wayne Shorter
The Sinceros
Lonnie Liston Smith
Rex Smith
Phoebe Snow
J.D. Souther
Splendor
Bruce Springsteen
Stephen Stills
Barbra Streisand
Gregg Sutton
Rachel Sweet
James Taylor
Johnny Taylor
Kate Taylor
Richard Tee
Toto
Tower Of Power
Tommy Tutone
Greg Walker
Cedar Walton
Weather Report
Freddy Weller
Andy Williams
Deniece Williams
Bill Withers
Ron Wood
Ren Woods
The Writers
Michael Zager
Joe Zawinul

THE FAMILY OF MUSIC

ON COLUMBIA RECORDS

Los Angeles

Continued

M-F, 6-10am

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KABC-AM	KFI -AM	KABC-AM	KNX -AM	KABC-AM	KABC-AM
2	KFI -AM	KFWB-AM	KFI -AM	KABC-AM	KFI -AM	KFI -AM
3	KMPC-AM	KABC-AM	KFWB-AM	KFI -AM	KFWB-AM	KFWB-AM
4	KFWB-AM	KMPC-AM	KNX -AM	KBIG-FM	KBIG-FM	KRTH-FM
5	KBIG-FM	KBIG-FM	KBIG-FM	KMPC-AM	KNX -AM	KBIG-FM
6	KNX -AM	KNX -AM	KLAC-AM	KFWB-AM	KMPC-AM	KMPC-AM
7	KNX -FM	KNX -FM	KMPC-AM	KRTH-FM	KALI-AM	KNX -AM
8	KLAC-AM	KRTH-FM	KNX -FM	KLAC-AM	KMET-FM	KLAC-AM
9	KJOI-FM	KALI-AM	KRTH-FM	KJOI-FM	KLAC-AM	KOST-FM
10	KRTH-FM	KRLA-AM	KJOI-FM	KNX -FM	KRLA-AM	KRLA-AM

M-F, 3-7pm

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KABC-AM	KABC-AM	KNX -FM	KBIG-FM	KABC-AM	KABC-AM
2	KBIG-FM	KBIG-FM	KRTH-FM	KABC-AM	KBIG-FM	KRTH-FM
3	KJOI-FM	KMPC-AM	KBIG-FM	KUTE-FM	KMPC-AM	KRLA-AM
4	KLAC-AM	KJOI-FM	KABC-AM	KJOI-FM	KLAC-AM	KBIG-FM
5	KNX -FM	KRTH-FM	KJOI-FM	KLAC-AM	KRLA-AM	KOST-FM
6	KNX -AM	KNX -FM	KNX -AM	KRTH-FM	KNX -FM	KNX -FM
7	KZLA-FM	KRLA-AM	KLAC-AM	KNX -AM	KRTH-FM	KMPC-AM
8	KRTH-FM	KLAC-AM	KOST-FM	KMPC-AM	KFWB-AM	KJOI-FM
9	KFWB-AM	KNX -AM	KMPC-AM	KNX -FM	KMET-FM	KLAC-AM
10	KMPC-AM	KFWB-AM	KRLA-AM	KDAY-AM	KALI-AM	KMET-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 73616

	A/M '78		J/A '78		O/N '78		J/F '79		A/M '79		J/A '79	
1	KABC-AM	13293	KABC-AM	15273	KFWB-AM	11670	KNX -AM	12358	KABC-AM	13708	KABC-AM	13767
2	KFWB-AM	12192	KNX -AM	11599	KNX -AM	11430	KFWB-AM	11831	KFWB-AM	11492	KFWB-AM	11365
3	KNX -AM	11487	KFWB-AM	11064	KABC-AM	9900	KBIG-FM	9519	KNX -AM	10559	KMPC-AM	9405
4	KBIG-FM	10519	KHJ -AM	9701	KHJ -AM	9496	KABC-AM	9361	KMPC-AM	8851	KNX -AM	9270
5	KHJ -AM	10252	KBIG-FM	9500	KBIG-FM	9081	KJOI-FM	8788	KMET-FM	8622	KMET-FM	8957
6	KJOI-FM	8016	KJOI-FM	8533	KMET-FM	8275	KRTH-FM	8563	KBIG-FM	8599	KBIG-FM	8600
7	KFI -AM	7862	KMPC-AM	8345	KFI -AM	8217	KHJ -AM	8120	KRTH-FM	8163	KRTH-FM	8418
8	KMPC-AM	7145	KMET-FM	8160	KJOI-FM	7879	KMET-FM	7998	KJOI-FM	7646	KFI -AM	8113
9	KTNQ-AM	7058	KFI -AM	7633	KMPC-AM	7346	KLOS-FM	7267	KTNQ-AM	6947	KIIS-FM	7745
10	KLOS-FM	6865	KRLA-AM	7108	KLOS-FM	7276	KFI -AM	7155	KHJ -AM	6658	KJOI-FM	7344

M-F, 6-10am

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KFWB-AM	KFWB-AM	KFWB-AM	KFWB-AM	KABC-AM	KFWB-AM
2	KNX -AM	KABC-AM	KNX -AM	KNX -AM	KFWB-AM	KABC-AM
3	KABC-AM	KNX -AM	KABC-AM	KABC-AM	KNX -AM	KNX -AM
4	KHJ -AM	KBIG-FM	KFI -AM	KFI -AM	KMET-FM	KFI -AM
5	KBIG-FM	KFI -AM	KMET-FM	KRTH-FM	KFI -AM	KRTH-FM
6	KFI -AM	KHJ -AM	KHJ -AM	KBIG-FM	KBIG-FM	KMET-FM
7	KMPC-AM	KJOI-FM	KBIG-FM	KJOI-FM	KRTH-FM	KBIG-FM
8	KTNQ-AM	KMET-FM	KLAC-AM	KHJ -AM	KMPC-AM	KMPC-AM
9	KJOI-FM	KMPC-AM	KTNQ-AM	KMET-FM	KTNQ-AM	KJOI-FM
10	KMET-FM	KRLA-AM	KJOI-FM	KMPC-AM	KJOI-FM	KRLA-AM

M-F, 3-7pm

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KABC-AM	KABC-AM	KNX -AM	KNX -AM	KABC-AM	KABC-AM
2	KHJ -AM	KNX -AM	KFWB-AM	KFWB-AM	KMET-FM	KMET-FM
3	KBIG-FM	KFWB-AM	KABC-AM	KBIG-FM	KFWB-AM	KFWB-AM
4	KNX -AM	KBIG-FM	KBIG-FM	KMET-FM	KBIG-FM	KMPC-AM
5	KFWB-AM	KHJ -AM	KHJ -AM	KABC-AM	KNX -AM	KRTH-FM
6	KJOI-FM	KJOI-FM	KMET-FM	KRTH-FM	KRTH-FM	KNX -AM
7	KTNQ-AM	KMPC-AM	KJOI-FM	KHJ -AM	KJOI-FM	KBIG-FM
8	KMET-FM	KMET-FM	KRTH-FM	KUTE-FM	KMPC-AM	KRLA-AM
9	KLOS-FM	KRTH-FM	KTNQ-AM	KJOI-FM	KTNQ-AM	KIIS-FM
10	KNX -FM	KRLA-AM	KLAC-AM	KLOS-FM	KHJ -AM	KJOI-FM

Teens
M-S, 6am-Midnight
POP(00): 9403

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KHJ -AM	KHJ -AM	KTNQ-AM	KTNQ-AM	KTNQ-AM	KTNQ-AM
2	KTNQ-AM	KTNQ-AM	KHJ -AM	KHJ -AM	KMET-FM	KMET-FM
3	KLOS-FM	KMET-FM	KMET-FM	KMET-FM	KUTE-FM	KHJ -AM
4	KMET-FM	KIIS-FM	KIIS-FM	KLOS-FM	KHJ -AM	KIIS-FM
5	KIIS-FM	KLOS-FM	KLOS-FM	KUTE-FM	KLOS-FM	KLOS-FM
6	KDAY-AM	KUTE-FM	KRTH-FM	KIIS-FM	KRTH-FM	KRTH-FM
7	KFI -AM	KIQQ-FM	KFI -AM	KRTH-FM	KDAY-AM	KFI -AM
8	KIQQ-FM	KRLA-AM	KDAY-AM	KDAY-AM	KIQQ-FM	KUTE-FM
9	KEZY-AM	KRTH-FM	KUTE-FM	KFI -AM	KIIS-FM	KDAY-AM
10	KWST-FM	KFI -AM	KRLA-AM	KWST-FM	KRLA-AM	KIQQ-FM

M-F, 6-10am

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KTNQ-AM	KHJ -AM	KTNQ-AM	KTNQ-AM	KMET-FM	KMET-FM
2	KHJ -AM	KTNQ-AM	KHJ -AM	KHJ -AM	KTNQ-AM	KTNQ-AM
3	KMET-FM	KMET-FM	KMET-FM	KMET-FM	KUTE-FM	KHJ -AM
4	KLOS-FM	KUTE-FM	KIIS-FM	KLOS-FM	KUTE-FM	KRTH-FM
5	KDAY-AM	KDAY-AM	KDAY-AM	KUTE-FM	KDAY-AM	KLOS-FM
6	KEZY-AM	KIIS-FM	KLOS-FM	KRTH-FM	KLOS-FM	KFI -AM
7	KIIS-FM	KLOS-FM	KFI -AM	KDAY-AM	KRTH-FM	KDAY-AM
8	KWST-FM	KWST-FM	KEZY-AM	KIIS-FM	KRLA-AM	KIIS-FM
9	KIQQ-FM	KEZY-AM	KUTE-FM	KIQQ-FM	KIQQ-FM	KUTE-FM
10	KRTH-FM	KIQQ-FM	KRLA-AM	KEZY-AM	KIIS-FM	KRLA-AM

M-F, 3-7pm

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KTNQ-AM	KTNQ-AM	KTNQ-AM	KTNQ-AM	KMET-FM	KMET-FM
2	KHJ -AM	KHJ -AM	KHJ -AM	KMET-FM	KTNQ-AM	KTNQ-AM
3	KMET-FM	KMET-FM	KMET-FM	KHJ -AM	KHJ -AM	KHJ -AM
4	KLOS-FM	KUTE-FM	KIIS-FM	KUTE-FM	KUTE-FM	KLOS-FM
5	KWST-FM	KIIS-FM	KDAY-AM	KLOS-FM	KLOS-FM	KRTH-FM
6	KDAY-AM	KLOS-FM	KLOS-FM	KDAY-AM	KRTH-FM	KIIS-FM
7	KFI -AM	KRLA-AM	KRTH-FM	KRTH-FM	KDAY-AM	KUTE-FM
8	KEZY-AM	KFI -AM	KUTE-FM	KIIS-FM	KIQQ-FM	KDAY-AM
9	KIIS-FM	KDAY-AM	KIQQ-FM	KWST-FM	KRLA-AM	KFI -AM
10	KUTE-FM	KIQQ-FM	KRLA-AM	KFI -AM	KIIS-FM	KEZY-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 27018

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KHJ -AM	KMET-FM	KMET-FM	KRTH-FM	KMET-FM	KMET-FM
2	KNX -FM	KRLA-AM	KLOS-FM	KLOS-FM	KRTH-FM	KRTH-FM
3	KLOS-FM	KHJ -AM	KHJ -AM	KMET-FM	KLOS-FM	KLOS-FM
4	KMET-FM	KNX -FM	KRTH-FM	KUTE-FM	KRLA-AM	KRLA-AM
5	KRTH-FM	KRTH-FM	KRLA-AM	KHJ -AM	KHJ -AM	KIIS-FM
6	KRLA-AM	KLOS-FM	KNX -FM	KIIS-FM	KNX -FM	KNX -FM
7	KABC-AM	KABC-AM	KFI -AM	KRLA-AM	KIIS-FM	KHJ -AM
8	KZLA-FM	KUTE-FM	KTNQ-AM	KNX -FM	KIQQ-FM	KFI -AM
9	KFI -AM	KFI -AM	KIIS-FM	KFI -AM	KUTE-FM	KABC-AM
10	KIIS-FM	KBIG-FM	KUTE-FM	KZLA-FM	KTNQ-AM	KUTE-FM

M-F, 6-10am

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KHJ -AM	KMET-FM	KMET-FM	KRTH-FM	KMET-FM	KMET
2	KNX -FM	KNX -FM	KLOS-FM	KMET-FM	KRTH-FM	KRTH
3	KLOS-FM	KRLA-AM	KHJ -AM	KFI -AM	KFI -AM	KFI
4	KMET-FM	KFI -AM	KNX -FM	KUTE-FM	KHJ -AM	KRLA
5	KRLA-AM	KRTH-FM	KFI -AM	KLOS-FM	KNX -FM	KLOS
6	KFI -AM	KLOS-FM	KRTH-FM	KNX -FM	KRLA-AM	KIIS
7	KRTH-FM	KHJ -AM	KRLA-AM	KRLA-AM	KLOS-FM	KNX
8	KZLA-FM	KUTE-FM	KFWB-AM	KHJ -AM	KIQQ-FM	KHJ
9	KFWB-AM	KFWB-AM	KTNQ-AM	KIIS-FM	KFWB-AM	KFWB
10	KUTE-FM	KDAY-AM	KNX -AM	KFWB-AM	KZLA-FM	KIQQ

M-F, 3-7pm

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KHJ -AM	KMET-FM	KNX -FM	KRTH-FM	KMET-FM	KMET
2	KNX -FM	KRTH-FM	KMET-FM	KMET-FM	KRTH-FM	KRTH
3	KLOS-FM	KRLA-AM	KLOS-FM	KUTE-FM	KLOS-FM	KRLA
4	KMET-FM	KNX -FM	KRTH-FM	KLOS-FM	KHJ -AM	KIIS
5	KRTH-FM	KHJ -AM	KHJ -AM	KIIS-FM	KRLA-AM	KNX
6	KRLA-AM	KUTE-FM	KRLA-AM	KNX -FM	KUTE-FM	KLOS
7	KABC-AM	KLOS-FM	KUTE-FM	KHJ -AM	KNX -FM	KABC
8	KZLA-FM	KABC-AM	KFI -AM	KRLA-AM	KIIS-FM	KUTE
9	KFI -AM	KBIG-FM	KTNQ-AM	KZLA-FM	KZLA-FM	KHJ
10	KIIS-FM	KZLA-FM	KIQQ-FM	KWST-FM	KIQQ-FM	KMPC

Adults 25-49
M-S, 6am-Midnight
POP(00): 31029

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '7
1	KABC-AM	KABC-AM	KFWB-AM	KNX -AM	KABC-AM	KABC
2	KBIG-FM	KFWB-AM	KNX -AM	KFWB-AM	KFWB-AM	KMPC
3	KFWB-AM	KNX -AM	KABC-AM	KBIG-FM	KMPC-AM	KFWB
4	KNX -AM	KBIG-FM	KBIG-FM	KRTH-FM	KRTH-FM	KRTH
5	KMPC-AM	KMPC-AM	KMPC-AM	KABC-AM	KRLA-AM	KRLA
6	KNX -FM	KFI -AM	KFI -AM	KJOI-FM	KBIG-FM	KBIG
7	KJOI-FM	KNX -FM	KRLA-AM	KFI -AM	KNX -AM	KFI
8	KHJ -AM	KRLA-AM	KHJ -AM	KMPC-AM	KFI -AM	KNX
9	KRLA-AM	KJOI-FM	KRTH-FM	KUTE-FM	KHJ -AM	KNX
10	KFI -AM	KHJ -AM	KJOI-FM	KLAC-AM	KJOI-FM	KIIS

M-F, 6-10am

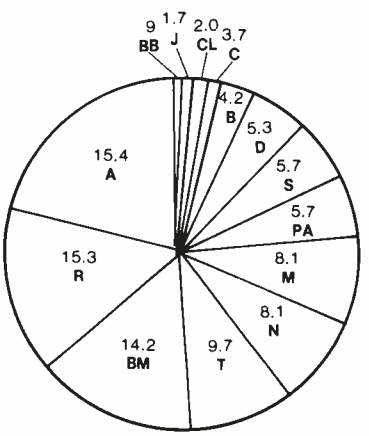
	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KFWB-AM	KFWB-AM	KNX -AM	KNX -AM	KFWB-AM	KABC
2	KNX -AM	KFI -AM	KFWB-AM	KFWB-AM	KABC-AM	KFWB
3	KABC-AM	KNX -AM	KABC-AM	KFI -AM	KFI -AM	KFI
4	KBIG-FM	KNX -FM	KFI -AM	KRTH-FM	KNX -AM	KRTH
5	KFI -AM	KABC-AM	KNX -FM	KABC-AM	KMPC-AM	KNX
6	KMPC-AM	KBIG-FM	KRLA-AM	KBIG-FM	KBIG-FM	KBIG
7	KNX -FM	KMPC-AM	KRTH-FM	KMPC-AM	KRTH-FM	KRLA
8	KHJ -AM	KRLA-AM	KLAC-AM	KLAC-AM	KRLA-AM	KNX
9	KRLA-AM	KRTH-FM	KMPC-AM	KRLA-AM	KNX -FM	KMPC
10	KRTH-FM	KJOI-FM	KBIG-FM	KJOI-FM	KLAC-AM	KLAC

M-F, 3-7pm

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KABC-AM	KABC-AM	KNX -AM	KNX -AM	KABC-AM	KABC
2	KBIG-FM	KNX -AM	KABC-AM	KBIG-FM	KFWB-AM	KRLA
3	KNX -AM	KMPC-AM	KBIG-FM	KRTH-FM	KBIG-FM	KMPC
4	KFWB-AM	KFWB-AM	KNX -FM	KFWB-AM	KMPC-AM	KRTH
5	KNX -FM	KBIG-FM	KFWB-AM	KABC-AM	KRTH-FM	KFWB
6	KJOI-FM	KRTH-FM	KRTH-FM	KUTE-FM	KRLA-AM	KBIG
7	KLAC-AM	KRLA-AM	KRLA-AM	KLAC-AM	KNX -AM	KNX
8	KRLA-AM	KNX -FM	KLAC-AM	KJOI-FM	KLAC-AM	KLAC
9	KHJ -AM	KJOI-FM	KMPC-AM	KHJ -AM	KNX -FM	KNX
10	KMPC-AM	KLAC-AM	KHJ -AM	KMPC-AM	KHJ -AM	KFI

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

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Louisville

METRO RANK **40**

A/M '79 Market Overview

The surf was up for **WAVE**, as the P/A station bounded back to the top of the Louisville 12+ standings. Station doubles audience in midday and evenings (baseball) with consistent gains with adults 25-49. A close second in the 12+ chase was AOR "Superstars" station **WLRS**. A stable book for this 18-34 leader, which used outside advertising consisting of TV and newspapers. WAVE also ran its usual street promotions — on-air giveaways of tickets and cash.

WHAS, another P/A station with a successful story, is third in terms of overall share in the Louisville metro. Station is #1 in adults 25-49 generates a stable high 10 share of the 12+ market. Advertising utilized TV, billboards, and newspaper.

The Top 40 race saw both **WAKY** and **WQHI** slide. WAKY did show well in AM drive in target 18-34 demos, but female numbers eroded, along with teens decreasing, to cause station to suffer second consecutive down book. WQHI had a problem with its young men, losing almost a third of them, with the most drastic declines in AM drive and midday. Like WAKY, WQHI lost teen audience, most noticeably in the drive times.

Speaking of lost audience, Country station **WINN** must wonder what it did to deserve the numbers it received in the A/M '79 book. In that report the station's 12+ share dropped more than three points. Key to the WINN drop was its female numbers declining by almost two-thirds. Most substantial were the declines in midday and the evening, both average and cume drops in women 25-49 being enough to hurt the station significantly.

Other stations which bear analysis in this sweep are **WKLO** and **WLOU**. WKLO, with its P/A format, caught an upswing in its numbers among young adult males and teens. Black-formatted WLOU was not so fortunate, and saw its 12+ share decline. WLOU suffered a defection of some of its reported male audience, almost a 50% decline in overall numbers among men.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 7206

	A/M '78		O/N '78		A/M '79	
1	WAVE-AM	13.2	WLRS-FM	14.0	WAVE-AM (PA)	14.1
2	WAKY-AM	10.4	WQHI-FM	11.2	WLRS-FM (A)	3.7
3	WHAS-AM	9.6	WHAS-AM	11.0	WHAS-AM (PA)	0.7
4	WLRS-FM	9.4	WAKY-AM	9.6	WQHI-FM (R)	8.5
5	WQHI-FM	9.2	WINN-AM	8.8	WAKY-AM (R)	8.2
6	WVEZ-FM	8.7	WAVE-AM	8.5	WKLO-AM (PA)	7.0
7	WKLO-AM	8.3	WLOU-AM	8.5	WLOU-AM (B)	6.6
8	WLOU-AM	6.4	WAMZ-FM	6.0	WVEZ-FM (BM)	6.2
9	WCSN-FM	6.0	WVEZ-FM	5.8	WAMZ-FM (C)	5.6
10	WINN-AM	5.8	WKLO-AM	5.5	WINN-AM (C)	5.0
11	WAMZ-FM	5.0	WCSN-FM	4.2	WCSN-FM (BM)	3.5
12	WTMT-AM	2.1	WTMT-AM	1.7	WZZX-FM (A)	2.1
13	WSTM-FM	1.6	WNUU-FM	1.4	WTMT-AM (C)	1.9
14	WFIA-FM	1.4	WFIA-AM	1.3	WFIA-AM (RL)	1.4
15	WFIA-AM	1.3	WFIA-FM	0.9	WNUU-FM (A)	1.2

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 7206

	A/M '78		O/N '78		A/M '79	
1	WAVE-AM	137	WLRS-FM	137	WAVE-AM	143
2	WAKY-AM	108	WQHI-FM	110	WLRS-FM	139
3	WHAS-AM	100	WHAS-AM	108	WHAS-AM	109
4	WLRS-FM	97	WAKY-AM	94	WQHI-FM	86
5	WQHI-FM	95	WINN-AM	86	WAKY-AM	83
M-F, 6-10am						
1	WAVE-AM		WHAS-AM		WAVE-AM	
2	WHAS-AM		WAKY-AM		WHAS-AM	
3	WAKY-AM		WAVE-AM		WAKY-AM	
4	WKLO-AM		WLRS-FM		WLRS-FM	
5	WINN-AM		WINN-AM		WKLO-AM	
M-F, 3-7pm						
1	WQHI-FM		WQHI-FM		WLRS-FM	
2	WAVE-AM		WLRS-FM		WAVE-AM	
3	WAKY-AM		WHAS-AM		WHAS-AM	
4	WHAS-AM		WLOU-AM		WQHI-FM	
5	WKLO-AM		WAVE-AM		WAKY-AM	

Teens
M-S, 6am-Midnight
POP(00): 1028

	A/M '78	O/N '78	A/M '79
1	WLRS-FM	WLRS-FM	WLRS-FM
2	WKLO-AM	WQHI-FM	WQHI-FM
3	WQHI-FM	WAKY-AM	WAKY-AM
4	WAKY-AM	WLOU-AM	WLOU-AM
5	WLOU-AM	WKLO-AM	WKLO-AM
M-F, 6-10am			
1	WKLO-AM	WLRS-FM	WLRS-FM
2	WLRS-FM	WAKY-AM	WAKY-AM
3	WAKY-AM	WQHI-FM	WQHI-FM
4	WLOU-AM	WKLO-AM	WKLO-AM
5	WQHI-FM	WLOU-AM	WLOU-AM
M-F, 3-7pm			
1	WLRS-FM	WQHI-FM	WLRS-FM
2	WQHI-FM	WLRS-FM	WQHI-FM
3	WAKY-AM	WLOU-AM	WLOU-AM
4	WKLO-AM	WAKY-AM	WAKY-AM
5	WLOU-AM	WKLO-AM	WKLO-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2566

	A/M '78	O/N '78	A/M '79
1	WAKY-AM	WLRS-FM	WLRS-FM
2	WLRS-FM	WQHI-FM	WQHI-FM
3	WQHI-FM	WAKY-AM	WAKY-AM
4	WKLO-AM	WLOU-AM	WHAS-AM
5	WHAS-AM	WHAS-AM	WKLO-AM
M-F, 6-10am			
1	WAKY-AM	WLRS-FM	WAKY-AM
2	WHAS-AM	WAKY-AM	WLRS-FM
3	WKLO-AM	WQHI-FM	WHAS-AM
4	WLRS-FM	WHAS-AM	WKLO-AM
5	WQHI-FM	WINN-AM	WQHI-FM
M-F, 3-7pm			
1	WQHI-FM	WLRS-FM	WLRS-FM
2	WAKY-AM	WQHI-FM	WQHI-FM
3	WLRS-FM	WLOU-AM	WAKY-AM
4	WKLO-AM	WHAS-AM	WHAS-AM
5	WHAS-AM	WAKY-AM	WLOU-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2984

	A/M '78	O/N '78	A/M '79
1	WAKY-AM	WHAS-AM	WHAS-AM
2	WVEZ-FM	WINN-AM	WAVE-AM
3	WHAS-AM	WQHI-FM	WLRS-FM
4	WAVE-AM	WAKY-AM	WAKY-AM
5	WINN-AM	WAMZ-FM	WAMZ-FM
M-F, 6-10am			
1	WHAS-AM	WHAS-AM	WHAS-AM
2	WAKY-AM	WAKY-AM	WAVE-AM
3	WAVE-AM	WINN-AM	WAKY-AM
4	WINN-AM	WAMZ-FM	WINN-AM
5	WKLO-AM	WAVE-AM	WKLO-AM
M-F, 3-7pm			
1	WHAS-AM	WHAS-AM	WHAS-AM
2	WAKY-AM	WQHI-FM	WLRS-FM
3	WINN-AM	WINN-AM	WAVE-AM
4	WVEZ-FM	WAMZ-FM	WQHI-FM
5	WAVE-AM	WLRS-FM	WAKY-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 7206

	A/M '78		O/N '78		A/M '79	
1	WAKY-AM	2245	WAKY-AM	2199	WHAS-AM	2102
2	WHAS-AM	2165	WHAS-AM	2057	WAVE-AM	2062
3	WAVE-AM	2071	WAVE-AM	1715	WAKY-AM	1946
4	WKLO-AM	1952	WQHI-FM	1661	WLRS-FM	1626
5	WQHI-FM	1657	WLRS-FM	1442	WQHI-FM	1567
M-F, 6-10am						
1	WHAS-AM		WAKY-AM		WAVE-AM	
2	WAKY-AM		WHAS-AM		WHAS-AM	
3	WAVE-AM		WAVE-AM		WAKY-AM	
4	WKLO-AM		WLRS-FM		WLRS-FM	
5	WQHI-FM		WQHI-FM		WKLO-AM	
M-F, 3-7pm						
1	WHAS-AM		WQHI-FM		WAVE-AM	
2	WAKY-AM		WAKY-AM		WLRS-FM	
3	WQHI-FM		WLRS-FM		WHAS-AM	
4	WKLO-AM		WHAS-AM		WQHI-FM	
5	WAVE-AM		WAVE-AM		WAKY-AM	

Teens
M-S, 6am-Midnight
POP(00): 1028

	A/M '78	O/N '78	A/M '79
1	WKLO-AM	WAKY-AM	WLRS-FM
2	WAKY-AM	WQHI-FM	WAKY-AM
3	WQHI-FM	WLRS-FM	WQHI-FM
4	WLRS-FM	WKLO-AM	WKLO-AM
5	WHAS-AM	WLOU-AM	WZZX-FM
M-F, 6-10am			
1	WKLO-AM	WLRS-FM	WLRS-FM
2	WAKY-AM	WAKY-AM	WAKY-AM
3	WQHI-FM	WQHI-FM	WQHI-FM
4	WLRS-FM	WKLO-AM	WKLO-AM
5	WLOU-AM	WLOU-AM	WLOU-AM
M-F, 3-7pm			
1	WKLO-AM	WQHI-FM	WLRS-FM
2	WQHI-FM	WAKY-AM	WQHI-FM
3	WAKY-AM	WLRS-FM	WAKY-AM
4	WLRS-FM	WKLO-AM	WKLO-AM
5	WLOU-AM	WLOU-AM	WLOU-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2566

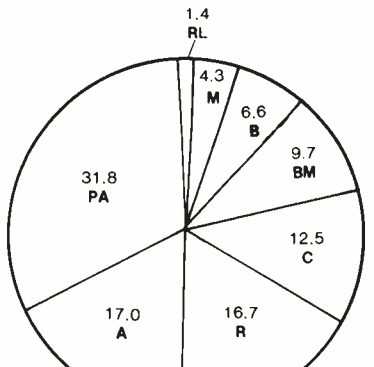
	A/M '78	O/N '78	A/M '79
1	WAKY-AM	WAKY-AM	WAKY-AM
2	WQHI-FM	WQHI-FM	WQHI-FM
3	WKLO-AM	WLRS-FM	WLRS-FM
4	WLRS-FM	WKLO-AM	WKLO-AM
5	WHAS-AM	WHAS-AM	WHAS-AM
M-F, 6-10am			
1	WAKY-AM	WAKY-AM	WAKY-AM
2	WHAS-AM	WLRS-FM	WLRS-FM
3	WKLO-AM	WQHI-FM	WKLO-AM
4	WQHI-FM	WHAS-AM	WHAS-AM
5	WLRS-FM	WKLO-AM	WQHI-FM
M-F, 3-7pm			
1	WAKY-AM	WQHI-FM	WLRS-FM
2	WQHI-FM	WLRS-FM	WQHI-FM
3	WLRS-FM	WAKY-AM	WAKY-AM
4	WKLO-AM	WKLO-AM	WHAS-AM
5	WHAS-AM	WHAS-AM	WKLO-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2984

	A/M '78	O/N '78	A/M '79
1	WHAS-AM	WHAS-AM	WHAS-AM
2	WAKY-AM	WAKY-AM	WAKY-AM
3	WAVE-AM	WQHI-FM	WAVE-AM
4	WKLO-AM	WAVE-AM	WKLO-AM
5	WQHI-FM	WINN-AM	WQHI-FM
M-F, 6-10am			
1	WHAS-AM	WHAS-AM	WHAS-AM
2	WAKY-AM	WAKY-AM	WAKY-AM
3	WAVE-AM	WAVE-AM	WAVE-AM
4	WKLO-AM	WINN-AM	WKLO-AM
5	WINN-AM	WKLO-AM	WLRS-FM
M-F, 3-7pm			
1	WHAS-AM	WHAS-AM	WHAS-AM
2	WAKY-AM	WAKY-AM	WAKY-AM
3	WINN-AM	WQHI-FM	WAVE-AM
4	WAVE-AM	WINN-AM	WQHI-FM
5	WQHI-FM	WKLO-AM	WAMZ-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Lubbock

METRO RANK **142**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1689

	A/M '77		A/M '78		A/M '79	
1	KEND-AM	14.0	KSEL-AM	15.7	KLLL-AF (C)	21.3
2	KLBK-AM	11.8	KTEZ-FM	11.8	KTEZ-FM (BM)	13.8
3	KFYO-AM	11.4	KEND-AM	10.6	KSEL-AM (R)	12.2
4	KTEZ-FM	10.1	KSEL-FM	10.6	KEND-AM (C)	12.2
5	KLLL-FM	10.1	KLLL-AF	9.8	KSEL-FM (R)	10.6
6	KSEL-AM	9.6	KFYO-AM	9.4	KFYO-AM (C)	6.7
7	KLBK-FM	7.5	KLBK-AM	8.6	KLBK-FM (R)	6.7
8	KWGO-FM	7.0	KLBK-FM	7.8	KLFB-AM (S)	5.5
9	KLLL-AM	6.1	KWGO-FM	3.1	KLBK-AM (R)	4.7
10	KLFB-AM	4.8	KLFB-AM	3.1	KRLB-AM (PA)	3.5
11	KSEL-FM	2.6	KDAV-AM	3.1	KWGO-FM (S)	2.4
12	KDAV-AM	2.2	KJAK-FM	1.2	KJAK-FM (RL)	0.8
13	KSEL-AF					
14	KLBK-AF					
15	KLLL-AF					

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1689

	A/M '77		A/M '78		A/M '79	
1	KEND-AM	32	KSEL-AM	40	KLLL-AF	54
2	KLBK-AM	27	KTEZ-FM	30	KTEZ-FM	35
3	KFYO-AM	26	KEND-AM	27	KSEL-AM	31
4	KTEZ-FM	23	KSEL-FM	27	KEND-AM	31
5	KLLL-FM	23	KLLL-AF	25	KSEL-FM	27
M-F, 6-10am						
1	KLBK-AF		KSEL-AM		KLLL-AF	
2	KEND-AM		KFYO-AM		KEND-AM	
3	KLLL-AF		KEND-AM		KSEL-AM	
4	KLBK-AM		KSEL-FM		KTEZ-FM	
5	KFYO-AM		KLBK-AM		KSEL-FM	
M-F, 3-7pm						
1	KLLL-AF		KSEL-AM		KLLL-AF	
2	KLBK-AM		KSEL-FM		KTEZ-FM	
3	KEND-AM		KTEZ-FM		KEND-AM	
4	KFYO-AM		KLLL-AF		KSEL-AM	
5	KSEL-AM		KEND-AM		KSEL-FM	

Teens

M-S, 6am-Midnight

POP(00): 221

	A/M '77	A/M '78	A/M '79
1	KLBK-AM	KSEL-AM	KSEL-AM
2	KSEL-AM	KSEL-FM	KSEL-FM
3	KEND-AM	KLBK-AM	KLBK-FM
4	KLBK-FM	KEND-AM	KLBK-AM
5	KTEZ-FM	KFYO-AM	KEND-AM
M-F, 6-10am			
1	KLBK-AF	KSEL-AM	KSEL-AM
2	KLBK-AM	KSEL-FM	KSEL-FM
3	KEND-AM	KLBK-AM	KLBK-FM
4	KSEL-AM	KEND-AM	KLBK-AM
5	KLBK-FM	KFYO-AM	KEND-AM
M-F, 3-7pm			
1	KSEL-AM	KSEL-AM	KSEL-AM
2	KLBK-AM	KSEL-FM	KSEL-FM
3	KEND-AM	KLBK-AM	KLBK-FM
4	KLBK-FM	KEND-AM	KEND-AM
5	KDAV-AM	KTEZ-FM	KLBK-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 768

	A/M '77	A/M '78	A/M '79
1	KLBK-FM	KLBK-FM	KLLL-AF
2	KLBK-AM	KSEL-AM	KSEL-FM
3	KSEL-AM	KSEL-FM	KSEL-AM
4	KEND-AM	KLBK-AM	KLBK-FM
5	KLLL-FM	KLLL-AF	KTEZ-FM
M-F, 6-10am			
1	KLBK-AF	KSEL-AM	KLLL-AF
2	KLBK-AM	KLBK-AM	KEND-AM
3	KLLL-AF	KSEL-FM	KSEL-FM
4	KSEL-AM	KLBK-FM	KSEL-AM
5	KEND-AM	KEND-AM	KLBK-FM
M-F, 3-7pm			
1	KLLL-AF	KSEL-AM	KLLL-AF
2	KLBK-AM	KSEL-FM	KTEZ-FM
3	KLBK-FM	KLBK-FM	KSEL-AM
4	KEND-AM	KLLL-AF	KSEL-FM
5	KSEL-AM	KLBK-AM	KEND-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 648

	A/M '77	A/M '78	A/M '79
1	KLLL-FM	KTEZ-FM	KLLL-AF
2	KEND-AM	KEND-AM	KTEZ-FM
3	KLBK-AM	KSEL-AM	KEND-AM
4	KTEZ-FM	KLLL-AF	KSEL-AM
5	KSEL-AM	KSEL-FM	KSEL-FM
M-F, 6-10am			
1	KLLL-AF	KEND-AM	KEND-AM
2	KLBK-AF	KSEL-AM	KLLL-AF
3	KEND-AM	KLLL-AF	KTEZ-FM
4	KLLL-FM	KSEL-FM	KSEL-AM
5	KSEL-AM	KTEZ-FM	KLBK-AM

M-F, 3-7pm

1	KLLL-AF	KLLL-AF	KTEZ-FM
2	KLLL-FM	KSEL-AM	KLLL-AF
3	KLBK-AM	KEND-AM	KEND-AM
4	KEND-AM	KTEZ-FM	KSEL-AM
5	KLLL-AM	KSEL-FM	KLBK-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1689

	A/M '77		A/M '78		A/M '79	
1	KLBK-AM	542	KSEL-AM	534	KSEL-AM	505
2	KSEL-AM	488	KLBK-AM	447	KSEL-FM	449
3	KEND-AM	375	KSEL-FM	400	KEND-AM	388
4	KFYO-AM	351	KEND-AM	392	KLBK-AM	347
5	KTEZ-FM	330	KFYO-AM	349	KLLL-FM	331
M-F, 6-10am						
1	KLBK-AF		KSEL-AM		KSEL-AM	
2	KLBK-AM		KEND-AM		KEND-AM	
3	KSEL-AM		KFYO-AM		KSEL-FM	
4	KFYO-AM		KSEL-FM		KLLL-FM	
5	KEND-AM		KLBK-AM		KFYO-AM	
M-F, 3-7pm						
1	KLBK-AM		KSEL-AM		KSEL-AM	
2	KSEL-AM		KLBK-AM		KSEL-FM	
3	KLLL-AF		KSEL-FM		KEND-AM	
4	KEND-AM		KEND-AM		KLLL-FM	
5	KFYO-AM		KFYO-AM		KLBK-FM	

Teens

M-S, 6am-Midnight

POP(00): 221

	A/M '77	A/M '78	A/M '79
1	KSEL-AM	KSEL-AM	KSEL-AM
2	KLBK-AM	KLBK-AM	KSEL-FM
3	KLBK-FM	KSEL-FM	KLBK-AM
4	KEND-AM	KLBK-FM	KLBK-FM
5	KTEZ-FM	KEND-AM	KEND-AM
M-F, 6-10am			
1	KLBK-AF	KSEL-AM	KSEL-AM
2	KLBK-AM	KSEL-FM	KSEL-FM
3	KSEL-AM	KLBK-AM	KLBK-FM
4	KEND-AM	KEND-AM	KLBK-AM
5	KLFB-AM	KFYO-AM	KEND-AM
M-F, 3-7pm			
1	KSEL-AM	KSEL-AM	KSEL-AM
2	KLBK-AM	KLBK-AM	KSEL-FM
3	KEND-AM	KSEL-FM	KLBK-AM
4	KLBK-FM	KEND-AM	KLBK-FM
5	KLLL-FM	KTEZ-FM	KEND-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 768

	A/M '77	A/M '78	A/M '79
1	KLBK-AM	KLBK-AM	KSEL-FM
2	KSEL-AM	KSEL-AM	KSEL-AM
3	KLBK-FM	KSEL-FM	KLBK-AM
4	KEND-AM	KLBK-FM	KLBK-FM
5	KLLL-FM	KEND-AM	KLLL-FM
M-F, 6-10am			
1	KLBK-AF	KSEL-AM	KSEL-AM
2	KLBK-AM	KLBK-AM	KSEL-FM
3	KSEL-AM	KSEL-FM	KLBK-AM
4	KLBK-FM	KEND-AM	KEND-AM
5	KEND-AM	KLBK-FM	KLLL-FM
M-F, 3-7pm			
1	KLBK-AM	KSEL-FM	KSEL-AM
2	KSEL-AM	KLBK-AM	KSEL-FM
3	KLBK-FM	KSEL-AM	KLBK-FM
4	KEND-AM	KLBK-FM	KLLL-FM
5	KLLL-AF	KEND-AM	KLBK-AM

Adults 25-49

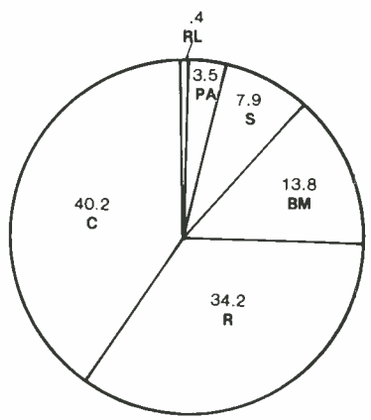
M-S, 6am-Midnight

POP(00): 648

	A/M '77	A/M '78	A/M '79
1	KLBK-AM	KEND-AM	KEND-AM
2	KEND-AM	KSEL-AM	KSEL-AM
3	KSEL-AM	KTEZ-FM	KLLL-FM
4	KTEZ-FM	KLBK-AM	KTEZ-FM
5	KLLL-FM	KLLL-FM	KLBK-AM
M-F, 6-10am			
1	KLBK-AF	KEND-AM	KEND-AM
2	KLBK-AM	KSEL-AM	KLLL-FM
3	KLLL-AF	KTEZ-FM	KSEL-AM
4	KEND-AM	KSEL-FM	KTEZ-FM
5	KSEL-AM	KFYO-AM	KLBK-AM
M-F, 3-7pm			
1	KLBK-AM	KEND-AM	KSEL-AM
2	KLLL-AF	KTEZ-FM	KEND-AM
3	KEND-AM	KSEL-AM	KLLL-FM
4	KSEL-AM	KLBK-AM	KTEZ-FM
5	KLLL-FM	KSEL-FM	KLBK-AM

Format Penetration Chart

Based On Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Lynchburg, VA

METRO RANK **158**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1258

	A/M '78		A/M '79	
1	WLVA-AM	23.1	WJJS-FM(B)	23.5
2	WJJS-FM	22.6	WLVA-AM(PA)	18.5
3	WPVR-FM	8.6	WWOD-AM(C)	13.0
4	WSLQ-FM	8.1	WGOL-FM(R)	11.1
5	WWOD-AM	7.5	WPVR-FM(PA)	6.8
6	WLLL-AM	7.0	WSLQ-FM(R)	4.9
7	WGOL-FM	5.9	WLLL-AM(R)	4.3
8	WBRG-AM	4.8	WLRG-FM(BM)	4.3
9	WWOD-FM	4.3	WBRG-AM(C)	3.7
10	WLRG-FM	1.6	WWOD-FM(C)	1.2
11	WLGM-AM	1.1	WLGM-AM(BM)	1.2
12	WKDE-AF	1.1	WFLO-AM(R)	0.6
13	WTTX-AF	0.5		
14	WKYY-AM	0.5		
15	WFLO-AF	0.5		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1258

	A/M '78		A/M '79	
1	WLVA-AM	43	WJJS-FM	38
2	WJJS-FM	42	WLVA-AM	30
3	WPVR-FM	16	WWOD-AM	21
4	WSLQ-FM	15	WGOL-FM	18
5	WWOD-AM	14	WPVR-FM	11

M-F, 6-10am

1	WLVA-AM	WLVA-AM
2	WJJS-FM	WJJS-FM
3	WLLL-AM	WWOD-AM
4	WPVR-FM	WGOL-FM
5	WWOD-AM	WPVR-FM

M-F, 3-7pm

1	WLVA-AM	WJJS-FM
2	WJJS-FM	WLVA-AM
3	WLLL-AM	WGOL-FM
4	WWOD-AM	WWOD-AM
5	WPVR-FM	WPVR-FM

Teens
M-S, 6am-Midnight
POP(00): 154

	A/M '78	A/M '79
1	WJJS-FM	WJJS-FM
2	WLVA-AM	WGOL-FM
3	WSLQ-FM	WLVA-AM
4	WLLL-AM	WSLQ-FM
5	WWOD-FM	WWOD-FM

M-F, 6-10am

1	WLVA-AM	WJJS-FM
2	WJJS-FM	WGOL-FM
3	WLLL-AM	WLVA-AM
4	WSLQ-FM	WLLL-AM
5	WWOD-AM	WSLQ-FM

M-F, 3-7pm

1	WJJS-FM	WJJS-FM
2	WLVA-AM	WGOL-FM
3	WSLQ-FM	WLVA-AM
4	WLLL-AM	WSLQ-FM
5	WTTX-AF	WWOD-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 449

	A/M '78	A/M '79
1	WLVA-AM	WJJS-FM
2	WJJS-FM	WLVA-AM
3	WSLQ-FM	WGOL-FM
4	WLLL-AM	WSLQ-FM
5	WPVR-FM	WWOD-AM

M-F, 6-10am

1	WLVA-AM	WLVA-AM
2	WJJS-FM	WGOL-FM
3	WLLL-AM	WJJS-FM
4	WSLQ-FM	WSLQ-FM
5	WGOL-FM	WLLL-AM

M-F, 3-7pm

1	WLVA-AM	WJJS-FM
2	WJJS-FM	WLVA-AM
3	WSLQ-FM	WGOL-FM
4	WLLL-AM	WSLQ-FM
5	WWOD-AM	WWOD-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 485

	A/M '78	A/M '79
1	WLVA-AM	WLVA-AM
2	WJJS-FM	WJJS-FM
3	WWOD-AM	WWOD-AM
4	WPVR-FM	WPVR-FM
5	WGOL-FM	WGOL-FM

M-F, 6-10am

1	WLVA-AM	WLVA-AM
2	WJJS-FM	WJJS-FM
3	WWOD-AM	WWOD-AM
4	WPVR-FM	WPVR-FM
5	WGOL-FM	WLRG-FM

M-F, 3-7pm

1	WLVA-AM	WLVA-AM
2	WJJS-FM	WJJS-FM
3	WWOD-AM	WWOD-AM
4	WPVR-FM	WPVR-FM
5	WLLL-AM	WGOL-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1258

	A/M '78		A/M '79	
1	WLVA-AM	604	WLVA-AM	518
2	WJJS-FM	277	WGOL-FM	273
3	WLLL-AM	266	WJJS-FM	272
4	WWOD-AM	228	WWOD-AM	204
5	WSLQ-FM	212	WPVR-FM	179

M-F, 6-10am

1	WLVA-AM	WLVA-AM
2	WJJS-FM	WJJS-FM
3	WLLL-AM	WGOL-FM
4	WWOD-AM	WWOD-AM
5	WPVR-FM	WLLL-AM

M-F, 3-7pm

1	WLVA-AM	WLVA-AM
2	WJJS-FM	WGOL-FM
3	WLLL-AM	WJJS-FM
4	WWOD-AM	WWOD-AM
5	WSLQ-FM	WPVR-FM

Teens
M-S, 6am-Midnight
POP(00): 154

	A/M '78	A/M '79
1	WLVA-AM	WGOL-FM
2	WJJS-FM	WLVA-AM
3	WLLL-AM	WJJS-FM
4	WSLQ-FM	WSLQ-FM
5	WWOD-AM	WLLL-AM

M-F, 6-10am

1	WLVA-AM	WJJS-FM
2	WLLL-AM	WGOL-FM
3	WJJS-FM	WLVA-AM
4	WSLQ-FM	WSLQ-FM
5	WWOD-AM	WLLL-AM

M-F, 3-7pm

1	WLVA-AM	WGOL-FM
2	WJJS-FM	WJJS-FM
3	WLLL-AM	WLVA-AM
4	WSLQ-FM	WSLQ-FM
5	WWOD-AM	WLLL-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 449

	A/M '78	A/M '79
1	WLVA-AM	WLVA-AM
2	WLLL-AM	WGOL-FM
3	WJJS-FM	WSLQ-FM
4	WSLQ-FM	WJJS-FM
5	WWOD-AM	WLLL-AM

M-F, 6-10am

1	WLVA-AM	WLVA-AM
2	WLLL-AM	WGOL-FM
3	WJJS-FM	WSLQ-FM
4	WSLQ-FM	WJJS-FM
5	WWOD-AM	WLLL-AM

M-F, 3-7pm

1	WLVA-AM	WLVA-AM
2	WJJS-FM	WGOL-FM
3	WLLL-AM	WJJS-FM
4	WSLQ-FM	WSLQ-FM
5	WWOD-AM	WWOD-AM

Format Legend

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

Adults 25-49
M-S, 6am-Midnight
POP(00): 485

	A/M '78	A/M '79
1	WLVA-AM	WLVA-AM
2	WJJS-FM	WWOD-AM
3	WLLL-AM	WPVR-FM
4	WPVR-FM	WJJS-FM
5	WWOD-AM	WGOL-FM

M-F, 6-10am

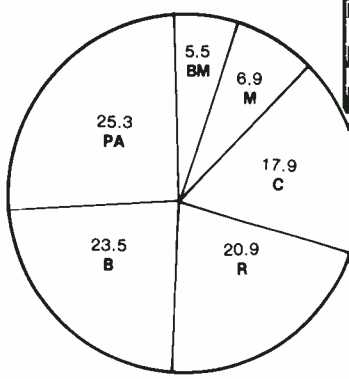
1	WLVA-AM	WLVA-AM
2	WJJS-FM	WWOD-AM
3	WWOD-AM	WJJS-FM
4	WPVR-FM	WPVR-FM
5	WLLL-AM	WLLL-AM

M-F, 3-7pm

1	WLVA-AM	WLVA-AM
2	WJJS-FM	WWOD-AM
3	WWOD-AM	WJJS-FM
4	WPVR-FM	WPVR-FM
5	WLLL-AM	WGOL-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Macon

METRO RANK **133**

Average Persons 12+ Share Trends

M-S, 6am-Midnight
POP(00): 1927

	A/M '77		A/M '78		A/M '79	
1	WDDO-AM	18.5	WMAZ-AM	19.1	WMAZ-FM(R)	17.3
2	WMAZ-AM	16.1	WMAZ-FM	18.1	WDDO-AM(B)	14.9
3	WMAZ-FM	16.1	WDEN-AF	11.9	WMAZ-AM(PA)	13.5
4	WIBB-AM	13.3	WCRY-FM	9.4	WIBB-AM(B)	9.0
5	WDEN-AF	8.7	WIBB-AM	8.7	WDEN-FM(C)	9.0
6	WCRY-FM	7.3	WDDO-AM	6.1	WCRY-FM(BM)	8.3
7	WNEX-AM	7.0	WNEX-AM	5.8	WRBN-FM(R)	5.9
8	WBML-AM	4.9	WFDR-FM	4.3	WBML-AM(RL)	5.5
9	WRBN-FM	2.8	WRBN-FM	3.6	WNEX-AM(R)	5.2
10	WKLS-FM	2.8	WQCK-AM	3.6	WFDR-FM(B)	2.1
11	WQCK-AM	1.4	WBML-AM	2.5	WKLS-FM(A)	1.7
12	WPGA-FM	1.4	WKLS-FM	1.8	WDEN-AM(C)	1.4
13	WFDR-FM	1.4	WSB -FM	1.1		
14			WPGA-FM	0.7		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 1927

	A/M '77		A/M '78		A/M '79	
1	WDDO-AM	53	WMAZ-AM	53	WMAZ-FM	50
2	WMAZ-AM	46	WMAZ-FM	50	WDDO-AM	43
3	WMAZ-FM	46	WDEN-AF	33	WMAZ-AM	39
4	WIBB-AM	38	WCRY-FM	26	WIBB-AM	26
5	WDEN-AF	25	WIBB-AM	24	WDEN-FM	26

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1	WMAZ-AM	WMAZ-AM	WMAZ-AM
2	WMAZ-FM	WMAZ-FM	WMAZ-FM
3	WDDO-AM	WDEN-AF	WDDO-AM
4	WDEN-AF	WCRY-FM	WDEN-FM
5	WIBB-AM	WNEX-AM	WCRY-FM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1	WDDO-AM	WMAZ-FM	WDDO-AM
2	WMAZ-FM	WMAZ-AM	WMAZ-FM
3	WDEN-AF	WDEN-AF	WMAZ-AM
4	WNEX-AM	WCRY-FM	WDEN-FM
5	WIBB-AM	WDDO-AM	WCRY-FM

Teens

M-S 6am-Midnight
POP(00): 288

	A/M '77	A/M '78	A/M '79
1	WMAZ-FM	WMAZ-FM	WDDO-AM
2	WDDO-AM	WDDO-AM	WMAZ-FM
3	WNEX-AM	WFDR-FM	WRBN-FM
4	WIBB-AM	WIBB-AM	WIBB-AM
5	WFDR-FM	WNEX-AM	WNEX-AM

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1	WMAZ-FM	WMAZ-FM	WMAZ-FM
2	WDDO-AM	WNEX-AM	WDDO-AM
3	WNEX-AM	WIBB-AM	WRBN-FM
4	WMAZ-AM	WDDO-AM	WMAZ-AM
5	WKLS-FM	WFDR-FM	WNEX-AM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1	WDDO-AM	WMAZ-FM	WDDO-AM
2	WMAZ-FM	WIBB-AM	WMAZ-FM
3	WNEX-AM	WRBN-FM	WRBN-FM
4	WIBB-AM	WNEX-AM	WNEX-AM
5	WFDR-FM	WDDO-AM	WIBB-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 710

	A/M '77	A/M '78	A/M '79
1	WDDO-AM	WMAZ-FM	WMAZ-FM
2	WMAZ-FM	WMAZ-AM	WDDO-AM
3	WIBB-AM	WDEN-AF	WRBN-FM
4	WNEX-AM	WDDO-AM	WIBB-AM
5	WMAZ-AM	WNEX-AM	WNEX-AM

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1	WMAZ-FM	WMAZ-AM	WMAZ-FM
2	WMAZ-AM	WMAZ-FM	WDDO-AM
3	WDDO-AM	WNEX-AM	WMAZ-AM
4	WNEX-AM	WDEN-AF	WRBN-FM
5	WIBB-AM	WCRY-FM	WNEX-AM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1	WDDO-AM	WMAZ-FM	WMAZ-FM
2	WMAZ-FM	WMAZ-AM	WDDO-AM
3	WNEX-AM	WDEN-AF	WNEX-AM
4	WIBB-AM	WDDO-AM	WIBB-AM
5	WCRY-FM	WNEX-AM	WRBN-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 806

	A/M '77	A/M '78	A/M '79
1	WDDO-AM	WMAZ-AM	WMAZ-FM
2	WIBB-AM	WMAZ-FM	WDEN-FM
3	WMAZ-AM	WDEN-AF	WDDO-AM
4	WDEN-AF	WCRY-FM	WMAZ-AM
5	WMAZ-FM	WIBB-AM	WCRY-FM

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1	WMAZ-AM	WMAZ-AM	WMAZ-AM
2	WMAZ-FM	WDEN-AF	WMAZ-FM
3	WDEN-AF	WCRY-FM	WDEN-FM
4	WDDO-AM	WMAZ-FM	WDDO-AM
5	WIBB-AM	WNEX-AM	WCRY-FM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1	WDDO-AM	WDEN-AF	WMAZ-FM
2	WDEN-AF	WMAZ-AM	WDEN-FM
3	WMAZ-FM	WMAZ-FM	WDDO-AM
4	WIBB-AM	WCRY-FM	WCRY-FM
5	WMAZ-AM	WQCK-AM	WMAZ-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 1927

	A/M '77		A/M '78		A/M '79	
1	WMAZ-AM	753	WMAZ-AM	766	WMAZ-FM	720
2	WMAZ-FM	634	WMAZ-FM	680	WMAZ-AM	618
3	WNEX-AM	461	WDEN-AF	390	WDDO-AM	399
4	WIBB-AM	403	WNEX-AM	361	WNEX-AM	363
5	WDDO-AM	398	WCRY-FM	320	WIBB-AM	340

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1	WMAZ-AM	WMAZ-AM	WMAZ-AM
2	WMAZ-FM	WMAZ-FM	WMAZ-FM
3	WDDO-AM	WNEX-AM	WDDO-AM
4	WIBB-AM	WDEN-AF	WNEX-AM
5	WNEX-AM	WCRY-FM	WIBB-AM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1	WMAZ-FM	WMAZ-FM	WMAZ-FM
2	WDDO-AM	WMAZ-AM	WMAZ-AM
3	WMAZ-AM	WDEN-AF	WDDO-AM
4	WNEX-AM	WDDO-AM	WNEX-AM
5	WIBB-AM	WCRY-FM	WDEN-FM

Teens

M-S, 6am-Midnight
POP(00): 288

	A/M '77	A/M '78	A/M '79
1	WMAZ-FM	WMAZ-FM	WMAZ-FM
2	WDDO-AM	WDDO-AM	WDDO-AM
3	WNEX-AM	WNEX-AM	WMAZ-AM
4	WMAZ-AM	WMAZ-AM	WRBN-FM
5	WIBB-AM	WFDR-FM	WIBB-AM

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1	WMAZ-FM	WMAZ-FM	WMAZ-FM
2	WDDO-AM	WNEX-AM	WDDO-AM
3	WNEX-AM	WDDO-AM	WRBN-FM
4	WMAZ-AM	WIBB-AM	WMAZ-AM
5	WIBB-AM	WRBN-FM	WIBB-AM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1	WMAZ-FM	WMAZ-FM	WMAZ-FM
2	WDDO-AM	WIBB-AM	WDDO-AM
3	WNEX-AM	WDDO-AM	WNEX-AM
4	WIBB-AM	WRBN-FM	WRBN-FM
5	WFDR-FM	WNEX-AM	WMAZ-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 710

	A/M '77	A/M '78	A/M '79
1	WMAZ-FM	WMAZ-FM	WMAZ-FM
2	WNEX-AM	WMAZ-AM	WNEX-AM
3	WMAZ-AM	WNEX-AM	WMAZ-AM
4	WDDO-AM	WDDO-AM	WDDO-AM
5	WIBB-AM	WIBB-AM	WIBB-AM

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1	WMAZ-FM	WMAZ-FM	WMAZ-FM
2	WMAZ-AM	WMAZ-AM	WMAZ-AM
3	WDDO-AM	WNEX-AM	WNEX-AM
4	WNEX-AM	WDEN-AF	WDDO-AM
5	WIBB-AM	WDDO-AM	WRBN-FM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1	WDDO-AM	WMAZ-FM	WMAZ-FM
2	WMAZ-FM	WMAZ-AM	WDDO-AM
3	WNEX-AM	WNEX-AM	WNEX-AM
4	WIBB-AM	WDDO-AM	WMAZ-AM
5	WMAZ-AM	WFDR-FM	WRBN-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 806

	A/M '77	A/M '78	A/M '79
1	WMAZ-AM	WMAZ-AM	WMAZ-FM
2	WMAZ-FM	WMAZ-FM	WMAZ-AM
3	WNEX-AM	WDEN-AF	WDEN-FM
4	WCRY-FM	WCRY-FM	WNEX-AM
5	WDDO-AM	WNEX-AM	WCRY-FM

M-F, 6-10am

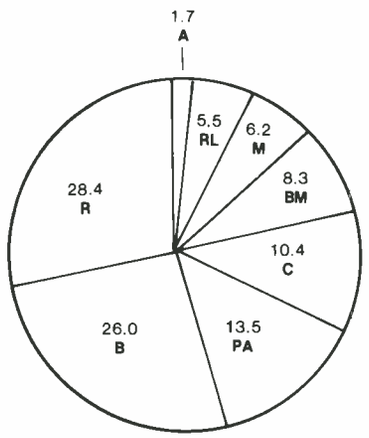
	A/M '77	A/M '78	A/M '79
1	WMAZ-AM	WMAZ-AM	WMAZ-AM
2	WMAZ-FM	WMAZ-FM	WMAZ-FM
3	WDDO-AM	WDEN-AF	WDEN-FM
4	WNEX-AM	WNEX-AM	WDDO-AM
5	WDEN-AF	WCRY-FM	WNEX-AM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1	WMAZ-FM	WMAZ-AM	WMAZ-FM
2	WDDO-AM	WDEN-AF	WMAZ-AM
3	WMAZ-AM	WMAZ-FM	WDEN-FM
4	WNEX-AM	WCRY-FM	WDDO-AM
5	WDEN-AF	WIBB-AM	WCRY-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Madison

METRO RANK **105**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2641

	A/M '77		A/M '78		A/M '79	
1	WTSO-AM	17.7	WZEE-FM	13.5	WTSO-AM(C)	18.3
2	WIBA-AM	16.5	WTSO-AM	12.6	WIBA-AM(PA)	12.9
3	WISM-AM	11.7	WIBA-AM	11.2	WISM-AM(R)	10.6
4	WZEE-FM	11.5	WISM-AM	8.4	WYXE-FM(A)	8.2
5	WISM-FM	6.2	WYXE-FM	8.4	WZEE-FM(R)	7.5
6	WWQM-AM	5.7	WIBA-FM	7.2	WIBA-FM(A)	7.5
7	WIBA-FM	5.2	WISM-FM	6.3	WLVE-FM(BM)	6.8
8	WMAD-FM	4.0	WLVE-FM	5.1	WISM-FM(PA)	4.7
9	WLVE-FM	3.5	WWQM-FM	3.5	WWQM-AM(O)	4.0
10	WFAW-FM	1.7	WFAW-FM	2.6	WWQM-FM(R)	3.3
11	WYXE-FM	1.5	WWQM-AM	1.9	WGN -AM(PA)	1.6
12	WNWC-FM	1.5	WNWC-FM	1.4	WBBM-AM(N)	0.9
13	WMAQ-AM	1.0	WIBU-AM	0.9	WFAW-FM(BM)	0.9
14	WGN -AM	0.7	WGN -AM	0.7	WMAQ-AM(C)	0.5
15	WTMJ-AM	0.5	WTMJ-AM	0.5	WLS -AM(R)	0.5
16	WLS -AM	0.5	WBBM-AM	0.5	WNWC-FM(RL)	0.5
17	WBBM-AM	0.5				

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2641

	A/M '77	A/M '78	A/M '79
1	WTSO-AM	WZEE-FM	WTSO-AM
2	WIBA-AM	WTSO-AM	WIBA-AM
3	WISM-AM	WIBA-AM	WISM-AM
4	WZEE-FM	WISM-AM	WYXE-FM
5	WISM-FM	WYXE-FM	WZEE-FM

M-F, 6-10am

1	WIBA-AM	WIBA-AM	WTSO-AM
2	WTSO-AM	WTSO-AM	WIBA-AM
3	WISM-AM	WZEE-FM	WISM-AM
4	WZEE-FM	WISM-AM	WIBA-FM
5	WISM-FM	WISM-FM	WYXE-FM

M-F, 3-7pm

1	WTSO-AM	WZEE-FM	WTSO-AM
2	WIBA-AM	WTSO-AM	WIBA-AM
3	WZEE-FM	WIBA-AM	WISM-AM
4	WISM-AM	WISM-AM	WYXE-FM
5	WIBA-FM	WYXE-FM	WLVE-FM

Teens

M-S, 6am-Midnight

POP(00): 319

	A/M '77	A/M '78	A/M '79
1	WISM-AM	WISM-AM	WZEE-FM
2	WZEE-FM	WZEE-FM	WISM-AM
3	WYXE-FM	WYXE-FM	WYXE-FM
4	WTSO-AM	WISM-FM	WWQM-FM
5	WIBA-AM	WWQM-FM	WISM-FM

M-F, 6-10am

1	WISM-AM	WISM-AM	WISM-AM
2	WZEE-FM	WZEE-FM	WYXE-FM
3	WTSO-AM	WYXE-FM	WZEE-FM
4	WIBA-AM	WISM-FM	WWQM-FM
5	WYXE-FM	WWQM-FM	WISM-FM

M-F, 3-7pm

1	WZEE-FM	WZEE-FM	WYXE-FM
2	WISM-AM	WISM-AM	WZEE-FM
3	WTSO-AM	WISM-FM	WISM-AM
4	WYXE-FM	WYXE-FM	WTSO-AM
5	WIBA-AM	WWQM-FM	WWQM-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1277

	A/M '77	A/M '78	A/M '79
1	WZEE-FM	WZEE-FM	WYXE-FM
2	WTSO-AM	WIBA-FM	WISM-AM
3	WISM-AM	WYXE-FM	WIBA-FM
4	WIBA-FM	WISM-AM	WZEE-FM
5	WIBA-AM	WISM-FM	WTSO-AM

M-F, 6-10am

1	WISM-AM	WZEE-FM	WISM-AM
2	WTSO-AM	WISM-FM	WTSO-AM
3	WIBA-AM	WISM-AM	WIBA-FM
4	WZEE-FM	WTSO-AM	WYXE-FM
5	WISM-FM	WIBA-FM	WZEE-FM

M-F, 3-7pm

1	WTSO-AM	WZEE-FM	WYXE-FM
2	WISM-AM	WIBA-FM	WIBA-FM
3	WZEE-FM	WYXE-FM	WISM-AM
4	WIBA-AM	WISM-FM	WTSO-AM
5	WIBA-FM	WISM-AM	WZEE-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 1031

	A/M '77	A/M '78	A/M '79
1	WTSO-AM	WTSO-AM	WTSO-AM
2	WIBA-AM	WZEE-FM	WISM-AM
3	WISM-AM	WIBA-AM	WIBA-FM
4	WZEE-FM	WISM-FM	WLVE-FM
5	WMAD-FM	WISM-AM	WISM-FM

M-F, 6-10am

1	WTSO-AM	WIBA-AM	WTSO-AM
2	WIBA-AM	WTSO-AM	WISM-AM
3	WISM-AM	WISM-FM	WIBA-FM
4	WZEE-FM	WISM-AM	WISM-FM
5	WISM-FM	WZEE-FM	WIBA-AM

M-F, 3-7pm

1	WTSO-AM	WTSO-AM	WTSO-AM
2	WIBA-AM	WZEE-FM	WISM-AM
3	WZEE-FM	WISM-FM	WLVE-FM
4	WISM-AM	WIBA-AM	WWQM-AM
5	WMAD-FM	WISM-AM	WISM-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2641

	A/M '77		A/M '78		A/M '79	
1	WISM-AM	988	WISM-AM	918	WISM-AM	833
2	WIBA-AM	894	WIBA-AM	766	WTSO-AM	747
3	WTSO-AM	816	WZEE-FM	705	WIBA-AM	724
4	WZEE-FM	658	WTSO-AM	576	WZEE-FM	573
5	WISM-FM	355	WISM-FM	560	WYXE-FM	534

M-F, 6-10am

1	WIBA-AM	WISM-AM	WTSO-AM
2	WISM-AM	WIBA-AM	WISM-AM
3	WTSO-AM	WTSO-AM	WIBA-AM
4	WZEE-FM	WZEE-FM	WYXE-FM
5	WISM-FM	WISM-FM	WZEE-FM

M-F, 3-7pm

1	WISM-AM	WISM-AM	WTSO-AM
2	WTSO-AM	WZEE-FM	WISM-AM
3	WIBA-AM	WIBA-AM	WIBA-AM
4	WZEE-FM	WTSO-AM	WYXE-FM
5	WIBA-FM	WYXE-FM	WZEE-FM

Teens

M-S, 6am-Midnight

POP(00): 319

	A/M '77	A/M '78	A/M '79
1	WISM-AM	WISM-AM	WISM-AM
2	WZEE-FM	WZEE-FM	WZEE-FM
3	WTSO-AM	WISM-FM	WWQM-FM
4	WYXE-FM	WWQM-FM	WYXE-FM
5	WIBA-AM	WYXE-FM	WISM-FM

M-F, 6-10am

1	WZEE-FM	WISM-AM	WISM-AM
2	WISM-AM	WZEE-FM	WZEE-FM
3	WTSO-AM	WYXE-FM	WWQM-FM
4	WIBA-AM	WISM-FM	WYXE-FM
5	WYXE-FM	WWQM-FM	WISM-FM

M-F, 3-7pm

1	WISM-AM	WZEE-FM	WZEE-FM
2	WZEE-FM	WISM-AM	WYXE-FM
3	WTSO-AM	WWQM-FM	WISM-AM
4	WYXE-FM	WISM-FM	WWQM-FM
5	WIBA-AM	WYXE-FM	WISM-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1277

	A/M '77	A/M '78	A/M '79
1	WISM-AM	WISM-AM	WISM-AM
2	WZEE-FM	WZEE-FM	WYXE-FM
3	WTSO-AM	WIBA-FM	WZEE-FM
4	WIBA-AM	WYXE-FM	WISM-FM
5	WIBA-FM	WISM-FM	WIBA-AM

M-F, 6-10am

1	WISM-AM	WZEE-FM	WISM-AM
2	WZEE-FM	WISM-AM	WYXE-FM
3	WTSO-AM	WISM-FM	WTSO-AM
4	WIBA-AM	WIBA-FM	WZEE-FM
5	WISM-FM	WYXE-FM	WIBA-FM

M-F, 3-7pm

1	WISM-AM	WZEE-FM	WISM-AM
2	WZEE-FM	WISM-AM	WYXE-FM
3	WTSO-AM	WIBA-FM	WZEE-FM
4	WIBA-FM	WYXE-FM	WISM-FM
5	WIBA-AM	WISM-FM	WTSO-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 1031

	A/M '77	A/M '78	A/M '79
1	WISM-AM	WISM-AM	WTSO-AM
2	WTSO-AM	WIBA-AM	WISM-AM
3	WIBA-AM	WISM-FM	WISM-FM
4	WZEE-FM	WTSO-AM	WZEE-FM
5	WISM-FM	WZEE-FM	WIBA-AM

M-F, 6-10am

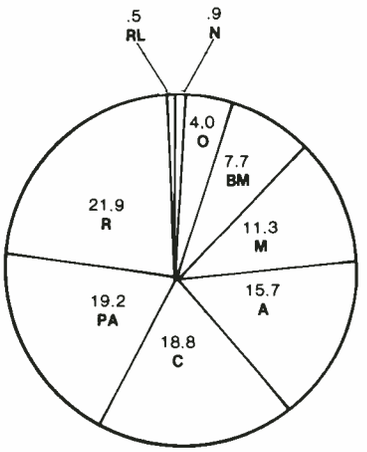
1	WIBA-AM	WISM-FM	WTSO-AM
2	WISM-AM	WISM-AM	WISM-AM
3	WTSO-AM	WIBA-AM	WISM-FM
4	WZEE-FM	WTSO-AM	WIBA-AM
5	WISM-FM	WZEE-FM	WLVE-FM

M-F, 3-7pm

1	WTSO-AM	WISM-AM	WTSO-AM
2	WIBA-AM	WIBA-AM	WISM-AM
3	WISM-AM	WISM-AM	WLVE-FM
4	WZEE-FM	WISM-FM	WISM-FM
5	WIBA-FM	WZEE-FM	WIBA-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Manchester

METRO RANK **159**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1237

	A/M '78		A/M '79	
1	WGIR-AM	15.1	WGIR-AM(PA)	15.3
2	WKBR-AM	10.5	WFEA-AM(R)	10.0
3	WFEA-AM	10.0	WKBR-AM(PA)	10.0
4	WZID-FM	9.1	WZID-FM(BM)	7.9
5	WCGY-FM	5.5	WCGY-FM(R)	6.3
6	WVBF-FM	4.1	WGIR-FM(A)	3.7
7	WGIR-FM	3.2	WOKQ-FM(C)	3.7
8	WOKQ-FM	1.4	WVBF-FM(R)	2.6
9	WOTW-AF	1.4	WHAV-FM(BM)	1.1
10	WITS-AM	0.9	WAAF-FM(A)	0.5
11	WAAF-FM	0.9	WHOM-FM(BM)	0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1237

	A/M '78		A/M '79	
1	WGIR-AM	33	WGIR-AM	29
2	WKBR-AM	23	WFEA-AM	19
3	WFEA-AM	22	WKBR-AM	19
4	WZID-FM	20	WZID-FM	15
5	WCGY-FM	12	WCGY-FM	12

M-F, 6-10am

1	WGIR-AM	WGIR-AM
2	WKBR-AM	WKBR-AM
3	WFEA-AM	WFEA-AM
4	WZID-FM	WZID-FM
5	WCGY-FM	WGIR-FM

M-F, 3-7pm

1	WGIR-AM	WGIR-AM
2	WKBR-AM	WKBR-AM
3	WFEA-AM	WFEA-AM
4	WZID-FM	WZID-FM
5	WCGY-FM	WCGY-FM

Teens
M-S, 6am-Midnight
POP(00): 171

	A/M '78	A/M '79
1	WFEA-AM	WFEA-AM
2	WCGY-FM	WCGY-FM
3	WVBF-FM	WVBF-FM
4	WZID-FM	WGIR-AM
5	WKBR-AM	WKBR-AM

M-F, 6-10am

1	WFEA-AM	WFEA-AM
2	WCGY-FM	WCGY-FM
3	WVBF-FM	WVBF-FM
4	WOTW-AF	WKBR-AM
5	WKBR-AM	WGIR-FM

M-F, 3-7pm

1	WFEA-AM	WFEA-AM
2	WVBF-FM	WCGY-FM
3	WCGY-FM	WVBF-FM
4	WGIR-AM	WGIR-FM
5	WGIK-FM	WGIR-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 417

	A/M '78	A/M '79
1	WFEA-AM	WFEA-AM
2	WGIR-FM	WCGY-FM
3	WCGY-FM	WOKQ-FM
4	WVBF-FM	WVBF-FM
5	WKBR-AM	WGIR-AM

M-F, 6-10am

1	WFEA-AM	WFEA-AM
2	WKBR-AM	WGIR-AM
3	WGIR-AM	WCGY-FM
4	WCGY-FM	WKBR-AM
5	WGIR-FM	WVBF-FM

M-F, 3-7pm

1	WGIR-FM	WCGY-FM
2	WFEA-AM	WGIR-AM
3	WCGY-FM	WFEA-AM
4	WVBF-FM	WVBF-FM
5	WKBR-AM	WOKQ-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 479

	A/M '78	A/M '79
1	WGIR-AM	WGIR-AM
2	WKBR-AM	WFEA-AM
3	WFEA-AM	WKBR-AM
4	WZID-FM	WZID-FM
5	WCGY-FM	WOKQ-FM

M-F, 6-10am

1	WKBR-AM	WGIR-AM
2	WGIR-AM	WKBR-AM
3	WFEA-AM	WFEA-AM
4	WZID-FM	WZID-FM
5	WCGY-FM	WGIR-FM

M-F, 3-7pm

1	WGIR-AM	WGIR-AM
2	WKBR-AM	WFEA-AM
3	WFEA-AM	WKBR-AM
4	WCGY-FM	WZID-FM
5	WGIR-FM	WOKQ-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1237

	A/M '78		A/M '79	
1	WGIR-AM	477	WGIR-AM	428
2	WFEA-AM	417	WFEA-AM	405
3	WKBR-AM	377	WKBR-AM	316
4	WZID-FM	266	WZID-FM	237
5	WCGY-FM	204	WCGY-FM	211

M-F, 6-10am

1	WGIR-AM	WGIR-AM
2	WFEA-AM	WFEA-AM
3	WKBR-AM	WKBR-AM
4	WZID-FM	WZID-FM
5	WCGY-FM	WGIR-FM

M-F, 3-7pm

1	WGIR-AM	WFEA-AM
2	WKBR-AM	WGIR-AM
3	WFEA-AM	WKBR-AM
4	WZID-FM	WZID-FM
5	WCGY-FM	WCGY-FM

Teens
M-S, 6am-Midnight
POP(00): 171

	A/M '78	A/M '79
1	WFEA-AM	WFEA-AM
2	WCGY-FM	WCGY-FM
3	WGIR-AM	WVBF-FM
4	WVBF-FM	WGIR-AM
5	WKBR-AM	WKBR-AM

M-F, 6-10am

1	WFEA-AM	WFEA-AM
2	WCGY-FM	WCGY-FM
3	WGIR-AM	WVBF-FM
4	WVBF-FM	WKBR-AM
5	WZID-FM	WGIR-FM

M-F, 3-7pm

1	WFEA-AM	WFEA-AM
2	WCGY-FM	WCGY-FM
3	WVBF-FM	WVBF-FM
4	WGIR-AM	WGIR-AM
5	WGIR-FM	WAAF-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 417

	A/M '78	A/M '79
1	WFEA-AM	WFEA-AM
2	WKBR-AM	WCGY-FM
3	WGIR-FM	WGIR-AM
4	WCGY-FM	WKBR-AM
5	WGIR-AM	WGIR-FM

M-F, 6-10am

1	WFEA-AM	WFEA-AM
2	WKBR-AM	WGIR-AM
3	WGIR-AM	WCGY-FM
4	WCGY-FM	WKBR-AM
5	WGIR-FM	WVBF-FM

M-F, 3-7pm

1	WFEA-AM	WFEA-AM
2	WKBR-AM	WCGY-FM
3	WGIR-FM	WGIR-AM
4	WVBF-FM	WVBF-FM
5	WGIR-AM	WKBR-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 479

	A/M '78	A/M '79
1	WKBR-AM	WFEA-AM
2	WGIR-AM	WGIR-AM
3	WFEA-AM	WKBR-AM
4	WCGY-FM	WZID-FM
5	WZID-FM	WCGY-FM

M-F, 6-10am

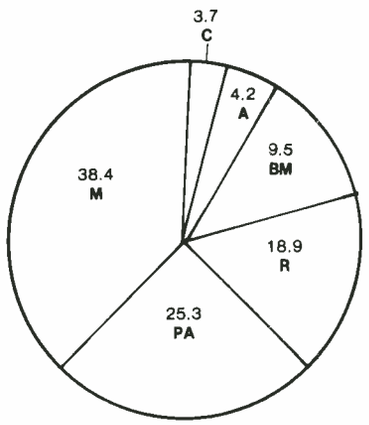
1	WKBR-AM	WGIR-AM
2	WGIR-AM	WKBR-AM
3	WFEA-AM	WFEA-AM
4	WCGY-FM	WZID-FM
5	WZID-FM	WGIR-FM

M-F, 3-7pm

1	WGIR-AM	WFEA-AM
2	WKBR-AM	WGIR-AM
3	WFEA-AM	WKBR-AM
4	WCGY-FM	WZID-FM
5	WZID-FM	WCGY-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Kansas City

Continued from page 117

M-F, 6-10am

1	WHB -AM	KCMO-AM	KYYS-FM
2	KCMO-AM	KYYS-FM	KCMO-AM
3	KYYS-FM	WHB -AM	WHB -AM
4	KBEQ-FM	WDAF-AM	KBEQ-FM
5	WDAF-AM	KBEQ-FM	KMBZ-AM
6	KMBZ-AM	KMBZ-AM	WDAF-AM
7	KPRS-FM	KUDL-FM	KJLA-AM
8	KUDL-FM	KMBR-FM	KUDL-FM
9	KMBR-FM	KPRS-FM	KMBR-FM
10	KCEZ-FM	KWKI-FM	KPRS-FM

M-F, 3-7pm

1	KYYS-FM	KYYS-FM	KYYS-FM
2	KCMO-AM	KCMO-AM	KCMO-AM
3	WHB -AM	WHB -AM	WHB -AM
4	KBEQ-FM	WDAF-AM	KBEQ-FM
5	WDAF-AM	KBEQ-FM	KMBZ-AM
6	KMBZ-AM	KMBZ-AM	KJLA-AM
7	KPRS-FM	KUDL-FM	WDAF-AM
8	KUDL-FM	KMBR-FM	KUDL-FM
9	KCEZ-FM	KPRS-FM	KPRS-FM
10	KMBR-FM	KWKI-FM	KCEZ-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 4441

	A/M '78	O/N '78	A/M '79
1	KMBZ-AM	KCMO-AM	KMBZ-AM
2	WDAF-AM	WDAF-AM	WDAF-AM
3	KCMO-AM	KMBZ-AM	KCMO-AM
4	WHB -AM	WHB -AM	KMBR-FM
5	KMBR-FM	KMBR-FM	WHB -AM
6	KBEQ-FM	KBEQ-FM	KCEZ-FM
7	KCEZ-FM	KCEZ-FM	KYYS-FM
8	KYYS-FM	KUDL-FM	KCKN-FM
9	KUDL-FM	KYYS-FM	KUDL-FM
10	KCKN-FM	KCKN-FM	KBEQ-FM

M-F, 6-10am

1	KMBZ-AM	KMBZ-AM	KMBZ-AM
2	WDAF-AM	WDAF-AM	WDAF-AM
3	KCMO-AM	KCMO-AM	KCMO-AM
4	WHB -AM	KMBR-FM	WHB -AM
5	KMBR-FM	WHB -AM	KMBR-FM
6	KBEQ-FM	KYYS-FM	KYYS-FM
7	KCEZ-FM	KCEZ-FM	KCKN-FM
8	KCKN-FM	KBEQ-FM	KCEZ-FM
9	KPRS-FM	KCKN-FM	KBEQ-FM
10	KYYS-FM	KUDL-FM	KUDL-FM

M-F, 3-7pm

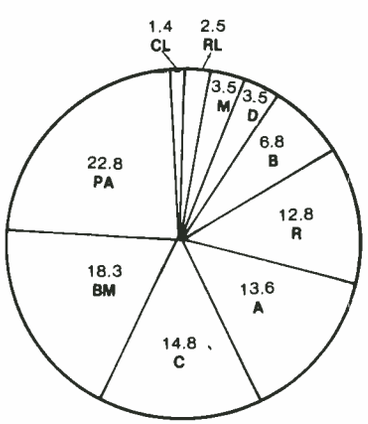
1	KMBZ-AM	WDAF-AM	KMBZ-AM
2	WDAF-AM	KCMO-AM	WDAF-AM
3	KCMO-AM	KMBZ-AM	KCMO-AM
4	WHB -AM	KMBR-FM	KMBR-FM
5	KBEQ-FM	WHB -AM	WHB -AM
6	KCEZ-FM	KYYS-FM	KCEZ-FM
7	KMBR-FM	KBEQ-FM	KBEQ-FM
8	KYYS-FM	KUDL-FM	KCKN-FM
9	KPRS-FM	KCEZ-FM	KUDL-FM
10	KUDL-FM	KCKN-FM	KPRS-FM

Format Legend

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

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



McAllen-Brownsville

METRO RANK **88**

A/M '79 Market Overview

Given that the McAllen area is estimated to be more than 80% Hispanic, it's not surprising that the Spanish language station there, **KGBT,** is again tops in the metro. KGBT scores a 12+ share in the latest book of more than 38% of the total audience. KGBT keeps ahead of its Spanish-language competition by doing such things as airing the Dallas Cowboys games in Spanish and sending a correspondent to Rome and Mexico City to follow the Pope's travels. KGBT is #1 in adults 18-34, with a 29 share, and #1 in adults 26-49, with a 45 share.

Other than KGBT, the big success story in this survey of the McAllen-Brownsville area is Top 40 FM rocker **KBFM.** Aiming at the competition, KBFM promoted and advertised itself very heavily and jumped eight share points to an 11.3, good enough for the #2 spot in the market. The KBFM ad theme was "The Good Times Station," which appeared in billboards and TV ads. Promotional efforts included "Live Free for One Year" in which the station would pay up to $10,000 worth of living expenses for a year. Every weekend the station gave away FM radios, FM converters, and LP's.

The other story in the McAllen market is that three stations ran on-air diary announcements. Unfortunately, the stations all went down significantly in their numbers. Part of the reason for the decline for Top 40 rockers **KRGV** and **KRIO** is the big push put on by KBFM. KBFM's share among adults 18-34 is equal to that of KRIO and KRGV combined.

The other station involved in the diary announcement hassle, for which Arbitron stickered the book, was P/A entry **KRIX.** KRIX saw its 12+ numbers decline by a third, losing audience among its male young adults and teens.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 3220

	A/M '77		A/M '78		A/M '79	
1	KGBT-AM	32.1	KGBT-AM	32.2	KGBT-AM(S)	38.6
2	KRGV-AM	21.6	KRIO-AM	16.5	KBFM-FM(R)	11.3
3	KRIO-AM	9.8	KRGV-AM	16.1	KRGV-AM(R)	8.7
4	KBFM-FM	5.6	KRIX-FM	4.6	KRIO-AM(R)	8.7
5	KIRT-AM	4.0	KIRT-AM	4.0	KELT-FM(C)	5.0
6	KELT-FM	3.8	KELT-FM	3.5	KIWW-FM(S)	3.9
7	KMBS-FM	3.1	KBFM-FM	3.3	KDUV-FM(BM)	3.1
8	KSOX-AM	2.4	KSOX-AM	3.1	KRIX-FM(PA)	3.0
9	KDUV-FM	2.0	KDUV-FM	2.1	KBOR-AM(PA)	2.0
10	KESI-FM	1.8	KESI-FM	2.1	KIRT-AM(S)	1.7
11	KQXX-FM	1.6	KIWW-FM	1.7	KURV-AM(N)	1.5
12	XEW -AM	1.3	KURV-AM	1.5	KSOX-AM(C)	1.3
13	KBOR-AM	1.1	XRCN-AM	0.6	KESI-FM(BM)	1.1
14	KURV-AM	1.1	KQXX-FM	0.6	KQXX-FM(S)	1.1
15	XEMS-AM	0.4				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3220

	A/M '77		A/M '78		A/M '79	
1	KGBT-AM	144	KGBT-AM	154	KGBT-AM	209
2	KRGV-AM	97	KRIO-AM	79	KBFM-FM	61
3	KRIO-AM	44	KRGV-AM	77	KRGV-AM	47
4	KBFM-FM	25	KRIX-FM	22	KRIO-AM	47
5	KIRT-AM	18	KIRT-AM	19	KELT-FM	27

M-F, 6-10am

1	KGBT-AM	KGBT-AM	KGBT-AM
2	KRGV-AM	KRGV-AM	KBFM-FM
3	KRIO-AM	KRIO-AM	KRIO-AM
4	KBFM-FM	KIRT-AM	KRGV-AM
5	KELT-FM	KELT-FM	KIWW-FM

M-F, 3-7pm

1	KGBT-AM	KGBT-AM	KGBT-AM
2	KRGV-AM	KRGV-AM	KBFM-FM
3	KRIO-AM	KRIO-AM	KRGV-AM
4	KIRT-AM	KRIX-FM	KRIO-AM
5	KBFM-FM	KBFM-FM	KELT-FM

Teens
M-S, 6am-Midnight
POP(00): 594

	A/M '77	A/M '78	A/M '79
1	KRGV-AM	KRGV-AM	KBFM-FM
2	KRIO-AM	KRIO-AM	KRGV-AM
3	KGBT-AM	KGBT-AM	KRIO-AM
4	KBFM-FM	KRIX-FM	KGBT-AM
5	KELT-FM	KBFM-FM	KRIX-FM

M-F, 6-10am

1	KRGV-AM	KRIO-AM	KRIO-AM
2	KRIO-AM	KRGV-AM	KBFM-FM
3	KGBT-AM	KGBT-AM	KRGV-AM
4	KBFM-FM	KRIX-FM	KGBT-AM
5	KIRT-AM	KELT-FM	KRIX-FM

M-F, 3-7pm

1	KRGV-AM	KRIO-AM	KRIO-AM
2	KRIO-AM	KRGV-AM	KBFM-FM
3	KGBT-AM	KGBT-AM	KRGV-AM
4	KBFM-FM	KRIX-FM	KGBT-AM
5	XEMS-AM	KBFM-FM	KRIX-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1101

	A/M '77	A/M '78	A/M '79
1	KRGV-AM	KGBT-AM	KGBT-AM
2	KGBT-AM	KRGV-AM	KBFM-FM
3	KRIO-AM	KRIO-AM	KRIO-AM
4	KBFM-FM	KRIX-FM	KRGV-AM
5	KMBS-FM	KELT-FM	KELT-FM

M-F, 6-10am

1	KRGV-AM	KGBT-AM	KGBT-AM
2	KGBT-AM	KRGV-AM	KBFM-FM
3	KRIO-AM	KRIO-AM	KRIO-AM
4	KBFM-FM	KELT-FM	KRGV-AM
5	KELT-FM	KIRT-AM	KIWW-FM

M-F, 3-7pm

1	KRGV-AM	KRIO-AM	KGBT-AM
2	KGBT-AM	KGBT-AM	KBFM-FM
3	KRIO-AM	KRGV-AM	KRGV-AM
4	KBFM-FM	KRIX-FM	KRIO-AM
5	KIRT-AM	KBFM-FM	KELT-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1183

	A/M '77	A/M '78	A/M '79
1	KGBT-AM	KGBT-AM	KGBT-AM
2	KRGV-AM	KRIO-AM	KELT-FM
3	KELT-FM	KRGV-AM	KIWW-FM
4	KMBS-FM	KSOX-AM	KRGV-AM
5	KRIO-AM	KELT-FM	KDUV-FM

M-F, 6-10am

1	KGBT-AM	KGBT-AM	KGBT-AM
2	KRGV-AM	KRGV-AM	KIWW-FM
3	KELT-FM	KRIO-AM	KDUV-FM
4	KRIO-AM	KELT-FM	KBFM-FM
5	KMBS-FM	KESI-FM	KRIO-AM

M-F, 3-7pm

1	KGBT-AM	KGBT-AM	KGBT-AM
2	KRGV-AM	KRGV-AM	KELT-FM
3	KIRT-AM	KRIO-AM	KIWW-FM
4	KRIO-AM	KELT-FM	KRGV-AM
5	KELT-FM	KSOX-AM	KBFM-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3220

	A/M '77		A/M '78		A/M '79	
1	KGBT-AM	1336	KGBT-AM	1275	KGBT-AM	1475
2	KRGV-AM	1081	KRIO-AM	1102	KRIO-AM	1019
3	KRIO-AM	855	KRGV-AM	945	KRGV-AM	822
4	KBFM-FM	351	KRIX-FM	301	KBFM-FM	731
5	KIRT-AM	211	KBFM-FM	252	KDUV-FM	312

M-F, 6-10am

1	KGBT-AM	KGBT-AM	KGBT-AM
2	KRGV-AM	KRIO-AM	KRIO-AM
3	KRIO-AM	KRGV-AM	KBFM-FM
4	KBFM-FM	KELT-FM	KRGV-AM
5	KIRT-AM	KRIX-FM	KELT-FM

M-F, 3-7pm

1	KRGV-AM	KGBT-AM	KGBT-AM
2	KGBT-AM	KRIO-AM	KRIO-AM
3	KRIO-AM	KRGV-AM	KRGV-AM
4	KBFM-FM	KRIX-FM	KBFM-FM
5	KIRT-AM	KELT-FM	KELT-FM

Teens
M-S, 6am-Midnight
POP(00): 594

	A/M '77	A/M '78	A/M '79
1	KRGV-AM	KRIO-AM	KRIO-AM
2	KRIO-AM	KRGV-AM	KRGV-AM
3	KGBT-AM	KGBT-AM	KBFM-FM
4	KBFM-FM	KRIX-FM	KGBT-AM
5	KIRT-AM	KBFM-FM	KRIX-FM

M-F, 6-10am

1	KRGV-AM	KRIO-AM	KRIO-AM
2	KRIO-AM	KRGV-AM	KBFM-FM
3	KGBT-AM	KGBT-AM	KRGV-AM
4	KBFM-FM	KRIX-FM	KGBT-AM
5	KIRT-AM	KELT-FM	KELT-FM

M-F, 3-7pm

1	KRGV-AM	KRIO-AM	KRIO-AM
2	KRIO-AM	KRGV-AM	KRGV-AM
3	KBFM-FM	KGBT-AM	KBFM-FM
4	KGBT-AM	KRIX-FM	KGBT-AM
5	KIRT-AM	KBFM-FM	KRIX-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1101

	A/M '77	A/M '78	A/M '79
1	KGBT-AM	KRIO-AM	KGBT-AM
2	KRGV-AM	KGBT-AM	KRIO-AM
3	KRIO-AM	KRGV-AM	KBFM-FM
4	KBFM-FM	KRIX-FM	KRGV-AM
5	KIRT-AM	KBFM-FM	KELT-FM

M-F, 6-10am

1	KGBT-AM	KGBT-AM	KGBT-AM
2	KRGV-AM	KRGV-AM	KRIO-AM
3	KRIO-AM	KRIO-AM	KBFM-FM
4	KBFM-FM	KBFM-FM	KRGV-AM
5	KELT-FM	KRIX-FM	KELT-FM

M-F, 3-7pm

1	KGBT-AM	KRIO-AM	KRIO-AM
2	KRGV-AM	KGBT-AM	KGBT-AM
3	KRIO-AM	KGBT-AM	KBFM-FM
4	KBFM-FM	KBFM-FM	KRGV-AM
5	KIRT-AM	KELT-FM	KELT-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1183

	A/M '77	A/M '78	A/M '79
1	KGBT-AM	KGBT-AM	KGBT-AM
2	KRIO-AM	KRIO-AM	KRIO-AM
3	KRGV-AM	KRGV-AM	KRGV-AM
4	KELT-FM	KELT-FM	KELT-FM
5	KMBS-FM	KSOX-AM	KBFM-FM

M-F, 6-10am

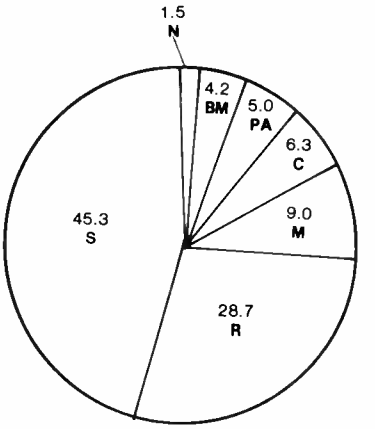
1	KGBT-AM	KGBT-AM	KGBT-AM
2	KRGV-AM	KRIO-AM	KRIO-AM
3	KRIO-AM	KRGV-AM	KDUV-FM
4	KELT-FM	KELT-FM	KBFM-FM
5	KMBS-FM	KIWW-FM	KRGV-AM

M-F, 3-7pm

1	KGBT-AM	KGBT-AM	KGBT-AM
2	KRIO-AM	KRIO-AM	KRIO-AM
3	KRGV-AM	KRGV-AM	KELT-FM
4	KELT-FM	KELT-FM	KSOX-AM
5	KIRT-AM	KSOX-AM	KRGV-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Medford

METRO RANK **169**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 986

	A/M '77		A/M '78		A/M '79	
1	KYJC-AM	29.6	KYJC-AM	23.7	KTMT-FM(BM)	23.0
2	KBOY-AF	16.0	KBOY-AF	23.0	KYJC-AM(R)	18.2
3	KCMX-AM	13.6	KCMX-AM	14.1	KCMX-AM(C)	10.1
4	KTMT-FM	12.8	KMED-AM	11.9	KBOY-AM(R)	9.5
5	KMED-AM	9.6	KTMT-FM	11.9	KMED-AM(PA)	6.8
6	KBOY-AM	9.6	KSHA-AM	8.9	KBOY-FM(R)	6.1
7	KSHA-AM	8.0	KRVB-AM	3.7	KKIC-FM(R)	6.1
8	KBOY-FM	6.4	KDOV-AM	3.7	KSHA-AM(C)	5.4
9	KRVB-AM	5.6	KGO -AM	2.2	KRVB-AM(PA)	3.4
10	KGO -AM	0.8	KAJO-AM	1.5	KAGI-AM(PA)	2.7
11	KAGI-AM	0.8			KDOV-AM(RL)	2.0
12	KAJO-AM	0.8			KGO -AM(N)	2.0
13					KAJO-AM(BM)	1.4

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 986

	A/M '77		A/M '78		A/M '79	
1	KYJC-AM	37	KYJC-AM	32	KTMT-FM	34
2	KBOY-AF	20	KBOY-AF	31	KYJC-AM	27
3	KCMX-AM	17	KCMX-AM	19	KCMX-AM	15
4	KTMT-FM	16	KMED-AM	16	KBOY-AM	14
5	KMED-AM	12	KTMT-FM	16	KMED-AM	10

M-F, 6-10am

1	KYJC-AM	KYJC-AM	KYJC-AM
2	KMED-AM	KMED-AM	KTMT-FM
3	KCMX-AM	KBOY-AF	KBOY-AF
4	KBOY-AF	KCMX-AM	KMED-AM
5	KTMT-FM	KTMT-FM	KCMX-AM

M-F, 3-7pm

1	KYJC-AM	KBOY-AF	KTMT-FM
2	KBOY-AF	KYJC-AM	KYJC-AM
3	KTMT-FM	KTMT-FM	KCMX-AM
4	KCMX-AM	KCMX-AM	KBOY-AM
5	KBOY-AM	KMED-AM	KBOY-FM

Teens

M-S, 6am-Midnight

POP(00): 126

	A/M '77	A/M '78	A/M '79
1	KBOY-AF	KBOY-AF	KBOY-AM
2	KYJC-AM	KYJC-AM	KYJC-AM
3	KBOY-FM	KAJO-AM	KBOY-FM
4	KBOY-AM	KCMX-AM	KKIC-FM
5	KGO -AM	KDOV-AM	KDOV-AM

M-F, 6-10am

1	KBOY-AF	KBOY-AF	KBOY-AF
2	KYJC-AM	KYJC-AM	KBOY-AM
3	KBOY-AM	KCMX-AM	KYJC-AM
4	KBOY-FM	KAJO-AM	KBOY-FM
5	KMED-AM	KTMT-FM	KKIC-FM

M-F, 3-7pm

1	KBOY-AF	KBOY-AF	KBOY-AM
2	KYJC-AM	KYJC-AM	KYJC-AM
3	KBOY-FM	KTMT-FM	KBOY-FM
4	KMED-AM	KMED-AM	KKIC-FM
5	KGO -AM	KDOV-AM	KTMT-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 323

	A/M '77	A/M '78	A/M '79
1	KYJC-AM	KYJC-AM	KYJC-AM
2	KBOY-AF	KBOY-AF	KBOY-FM
3	KBOY-AM	KCMX-AM	KBOY-AM
4	KCMX-AM	KMED-AM	KKIC-FM
5	KBOY-FM	KSHA-AM	KRVB-AM

M-F, 6-10am

1	KYJC-AM	KYJC-AM	KYJC-AM
2	KBOY-AF	KBOY-AF	KBOY-AF
3	KBOY-AM	KCMX-AM	KBOY-FM
4	KCMX-AM	KMED-AM	KTMT-FM
5	KBOY-FM	KTMT-FM	KBOY-AM

M-F, 3-7pm

1	KYJC-AM	KYJC-AM	KYJC-AM
2	KBOY-AF	KBOY-AF	KKIC-FM
3	KBOY-AM	KMED-AM	KBOY-FM
4	KCMX-AM	KCMX-AM	KCMX-AM
5	KBOY-FM	KTMT-FM	KRVB-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 377

	A/M '77	A/M '78	A/M '79
1	KYJC-AM	KYJC-AM	KTMT-FM
2	KTMT-FM	KBOY-AF	KYJC-AM
3	KCMX-AM	KCMX-AM	KBOY-AF
4	KBOY-AM	KTMT-FM	KCMX-AM
5	KSHA-AM	KMED-AM	KMED-AM

M-F, 6-10am

1	KYJC-AM	KYJC-AM	KTMT-FM
2	KTMT-FM	KBOY-AF	KYJC-AM
3	KBOY-AF	KTMT-FM	KMED-AM
4	KCMX-AM	KCMX-AM	KCMX-AM
5	KBOY-AM	KMED-AM	KBOY-AM

M-F, 3-7pm

1	KYJC-AM	KYJC-AM	KYJC-AM
2	KCMX-AM	KCMX-AM	KTMT-FM
3	KMED-AM	KBOY-AF	KMED-AM
4	KTMT-FM	KMED-AM	KCMX-AM
5	KBOY-AF	KTMT-FM	KBOY-AF

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 986

	A/M '77		A/M '78		A/M '79	
1	KYJC-AM	435	KYJC-AM	483	KYJC-AM	358
2	KBOY-AF	298	KBOY-AF	386	KTMT-FM	300
3	KMED-AM	287	KMED-AM	272	KCMX-AM	244
4	KCMX-AM	274	KCMX-AM	246	KBOY-AM	238
5	KBOY-AM	241	KTMT-FM	193	KBOY-FM	200

M-F, 6-10am

1	KYJC-AM	KYJC-AM	KYJC-AM
2	KMED-AM	KBOY-AF	KBOY-AF
3	KBOY-AF	KMED-AM	KTMT-FM
4	KCMX-AM	KCMX-AM	KBOY-AM
5	KBOY-AM	KTMT-FM	KCMX-AM

M-F, 3-7pm

1	KYJC-AM	KBOY-AF	KYJC-AM
2	KBOY-AF	KYJC-AM	KTMT-FM
3	KCMX-AM	KMED-AM	KBOY-AM
4	KMED-AM	KCMX-AM	KCMX-AM
5	KBOY-AM	KTMT-FM	KBOY-FM

Teens

M-S, 6am-Midnight

POP(00): 126

	A/M '77	A/M '78	A/M '79
1	KBOY-AF	KBOY-AF	KBOY-AM
2	KYJC-AM	KYJC-AM	KBOY-FM
3	KBOY-FM	KCMX-AM	KYJC-AM
4	KBOY-AM	KTMT-FM	KKIC-FM
5	KMED-AM	KMED-AM	KCMX-AM

M-F, 6-10am

1	KBOY-AF	KBOY-AF	KBOY-AF
2	KYJC-AM	KYJC-AM	KBOY-AM
3	KBOY-AM	KCMX-AM	KYJC-AM
4	KBOY-FM	KMED-AM	KBOY-FM
5	KMED-AM	KAJO-AM	KKIC-FM

M-F, 3-7pm

1	KBOY-AF	KBOY-AF	KBOY-AM
2	KYJC-AM	KYJC-AM	KYJC-AM
3	KBOY-AM	KTMT-FM	KBOY-FM
4	KBOY-FM	KMED-AM	KKIC-FM
5	KMED-AM	KCMX-AM	KTMT-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 323

	A/M '77	A/M '78	A/M '79
1	KYJC-AM	KYJC-AM	KYJC-AM
2	KBOY-AF	KBOY-AF	KBOY-FM
3	KBOY-AM	KCMX-AM	KBOY-AM
4	KCMX-AM	KMED-AM	KKIC-FM
5	KBOY-FM	KTMT-FM	KCMX-AM

M-F, 6-10am

1	KYJC-AM	KYJC-AM	KYJC-AM
2	KBOY-AF	KBOY-AF	KBOY-AF
3	KBOY-AM	KCMX-AM	KBOY-AM
4	KCMX-AM	KMED-AM	KBOY-FM
5	KBOY-FM	KTMT-FM	KKIC-FM

M-F, 3-7pm

1	KYJC-AM	KYJC-AM	KYJC-AM
2	KBOY-AF	KBOY-AF	KKIC-FM
3	KBOY-AM	KMED-AM	KBOY-AM
4	KCMX-AM	KCMX-AM	KBOY-FM
5	KBOY-FM	KTMT-FM	KCMX-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 377

	A/M '77	A/M '78	A/M '79
1	KYJC-AM	KYJC-AM	KYJC-AM
2	KCMX-AM	KBOY-AF	KTMT-FM
3	KMED-AM	KCMX-AM	KCMX-AM
4	KBOY-AF	KTMT-FM	KBOY-AM
5	KTMT-FM	KMED-AM	KBOY-FM

M-F, 6-10am

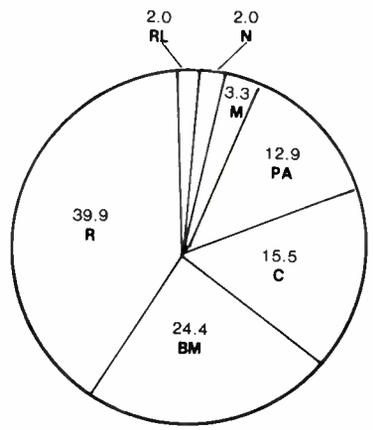
1	KYJC-AM	KYJC-AM	KYJC-AM
2	KCMX-AM	KBOY-AF	KBOY-AF
3	KMED-AM	KCMX-AM	KTMT-FM
4	KTMT-FM	KMED-AM	KCMX-AM
5	KBOY-AF	KTMT-FM	KMED-AM

M-F, 3-7pm

1	KYJC-AM	KYJC-AM	KYJC-AM
2	KCMX-AM	KBOY-AF	KTMT-FM
3	KTMT-FM	KCMX-AM	KCMX-AM
4	KBOY-AF	KTMT-FM	KBOY-AM
5	KMED-AM	KMED-AM	KBOY-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Melbourne-Titusville-Cocoa, FL

METRO RANK **131**

Average Persons 12+ Share Trends

M-S, 6am-Midnight

POP(00): 2024

	A/M '77		A/M '78		A/M '79	
1	WCKS-FM	21.2	WCKS-FM	19.0	WCKS-FM(R)	25.3
2	WDBO-FM	12.7	WDBO-FM	12.6	WDBO-FM(BM)	11.1
3	WEZY-FM	9.2	WDIZ-FM	9.9	WDIZ-FM(R)	11.1
4	WRMF-AF	7.9	WEZY-FM	6.8	WMEL AM(PA)	6.4
5	WDIZ-FM	5.1	WYRL-FM	6.1	WEZY FM(BM)	5.7
6	WMMB-AM	5.1	WKKO-AM	5.1	WLLV-FM(BM)	5.1
7	WMEL-AM	4.8	WMEL-AM	5.1	WCWR-AM(C)	4.4
8	WRMF-AM	4.5	WRMF-AM	4.8	WORJ-FM(A)	4.0
9	WYRL-FM	4.1	WCWR-AM	4.4	WYRL-FM(C)	2.7
10	WRKT-AM	3.8	WTAI-FM	4.1	WRMF-AM(PA)	2.4
11	WTAI-FM	3.8	WRMF-FM	3.4	WRMF-FM(BM)	2.4
12	WRMF-FM	3.4	WMOD-AM	2.7	WMMB-AM(PA)	1.7
13	WTAI-AM	2.4	WTAI-AM	2.4	WTAI-AM(C)	1.7
14	WRKT-FM	2.4	WRKT-FM	2.0	WWBC-AM(RL)	1.3
15	WKKO-AM	2.1	WMMB-AM	1.4	WKKO-AM(R)	1.3
16	WDBO-AM	1.4	WHOO-FM	1.0	WHOO-FM(BM)	1.3
17	WEZY-AM	1.4	WBJW-FM	0.7	WHOO-AM(C)	1.3
18	WWBC-AM	0.7			WRKT-FM(R)	1.0
19					WDBO-AM(PA)	0.7
20					WMOD-AM(BM)	0.7

Total 12+

M-S, 6am-Midnight

POP(00): 2024

	A/M '77		A/M '78		A/M '79	
1	WCKS-FM	62	WCKS-FM	56	WCKS-FM	75
2	WDBO-FM	37	WDBO-FM	37	WDBO-FM	33
3	WEZY-FM	27	WDIZ-FM	29	WDIZ-FM	33
4	WRMF-AF	23	WEZY-FM	20	WMEL-AM	19
5	WDIZ-FM	15	WYRL-FM	18	WEZY-FM	17

M-F, 6-10am

1	WCKS-FM	WCKS-FM	WCKS-FM
2	WDBO-FM	WDBO-FM	WDBO-FM
3	WRMF-AF	WMEL-AM	WMEL-AM
4	WEZY-FM	WRMF-AM	WDIZ-FM
5	WMEL-AM	WCWR-AM	WEZY-FM

M-F, 3-7pm

1	WCKS-FM	WCKS-FM	WCKS-FM
2	WEZY-FM	WDBO-FM	WDIZ-FM
3	WDBO-FM	WDIZ-FM	WDBO-FM
4	WDIZ-FM	WYRL-FM	WEZY-FM
5	WRMF-AF	WEZY-FM	WLLV-FM

Teens

M-S, 6am-Midnight

POP(00): 310

	A/M '77	A/M '78	A/M '79
1	WCKS-FM	WCKS-FM	WCKS-FM
2	WTAI-FM	WDIZ-FM	WDIZ-FM
3	WKKO-AM	WRKT-FM	WYRL-FM
4	WMEL-AM	WKKO-AM	WCWR-AM
5	WRKT-AM	WRMF-AM	WRMF-AM

M-F, 6-10am

1	WCKS-FM	WCKS-FM	WCKS-FM
2	WRKT-AM	WDIZ-FM	WDIZ-FM
3	WRMF-AF	WRKT-FM	WCWR-AM
4	WTAI-FM	WKKO-AM	WYRL-FM
5	WRMF-FM	WTAI-FM	WMMB-AM

M-F, 3-7pm

1	WCKS-FM	WCKS-FM	WCKS-FM
2	WTAI-FM	WDIZ-FM	WDIZ-FM
3	WKKO-AM	WRKT-FM	WYRL-FM
4	WRKT-AM	WYRL-FM	WRMF-FM
5	WMEL-AM	WRMF-AM	WRMF-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 749

	A/M '77	A/M '78	A/M '79
1	WCKS-FM	WCKS-FM	WCKS-FM
2	WDIZ-FM	WDIZ-FM	WDIZ-FM
3	WRMF-AF	WYRL-FM	WORJ-FM
4	WRKT-AM	WRMF-AM	WEZY-FM
5	WEZY-FM	WKKO-AM	WCWR-AM

M-F, 6-10am

1	WCKS-FM	WCKS-FM	WCKS-FM
2	WRKT-AM	WDIZ-FM	WDIZ-FM
3	WDIZ-FM	WRMF-AM	WEZY-FM
4	WRMF-AF	WMEL-AM	WCWR-AM
5	WEZY-FM	WYRL-FM	WRMF-AM

M-F, 3-7pm

1	WCKS-FM	WCKS-FM	WCKS-FM
2	WDIZ-FM	WDIZ-FM	WDIZ-FM
3	WRMF-AF	WRMF-AM	WEZY-FM
4	WEZY-FM	WYRL-FM	WORJ-FM
5	WRKT-AM	WEZY-FM	WKKO-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 963

	A/M '77	A/M '78	A/M '79
1	WCKS-FM	WCKS-FM	WCKS-FM
2	WDBO-FM	WCWR-AM	WDBO-FM
3	WEZY-FM	WCWR-AM	WMEL-AM
4	WRMF-AF	WYRL-FM	WEZY-FM
5	WMMB-AM	WDIZ-FM	WLLV-FM

M-F, 6-10am

1	WRMF-AF	WCKS-FM	WCKS-FM
2	WCKS-FM	WMEL-AM	WMEL-AM
3	WDBO-FM	WCWR-AM	WDBO-FM
4	WMMB-AM	WDBO-FM	WEZY-FM
5	WEZY-FM	WYRL-FM	WCWR-AM

M-F, 3-7pm

1	WCKS-FM	WDBO-FM	WCKS-FM
2	WRMF-AF	WCKS-FM	WDBO-FM
3	WEZY-FM	WYRL-FM	WEZY-FM
4	WDBO-FM	WCWR-AM	WLLV-FM
5	WMMB-AM	WMEL-AM	WRMF-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2024

	A/M '77		A/M '78		A/M '79	
1	WCKS-FM	812	WCKS-FM	755	WCKS-FM	824
2	WDBO-FM	419	WRMF-AM	435	WDBO-FM	347
3	WMEL-AM	412	WDBO-FM	422	WMEL-AM	307
4	WEZY-FM	322	WDIZ-FM	410	WDIZ-FM	300
5	WRKT-AM	314	WMEL-AM	371	WRMF-AM	292

M-F, 6-10am

1	WCKS-FM	WCKS-FM	WCKS-FM
2	WDBO-FM	WRMF-AM	WDBO-FM
3	WMEL-AM	WDIZ-FM	WMEL-AM
4	WRMF-AF	WMEL-AM	WRMF-AM
5	WRKT-AM	WDBO-FM	WDIZ-FM

M-F, 3-7pm

1	WCKS-FM	WCKS-FM	WCKS-FM
2	WDBO-FM	WDBO-FM	WDBO-FM
3	WMEL-AM	WDIZ-FM	WDIZ-FM
4	WRKT-AM	WRMF-AM	WRMF-AM
5	WDIZ-FM	WMEL-AM	WMEL-AM

Teens

M-S, 6am-Midnight

POP(00): 310

	A/M '77	A/M '78	A/M '79
1	WCKS-FM	WCKS-FM	WCKS-FM
2	WTAI-FM	WDIZ-FM	WDIZ-FM
3	WKKO-AM	WRKT-FM	WRMF-AM
4	WMEL-AM	WRMF-AM	WKKO-AM
5	WRKT-AM	WKKO-AM	WMEL-AM

M-F, 6-10am

1	WCKS-FM	WCKS-FM	WCKS-FM
2	WRKT-AM	WDIZ-FM	WDIZ-FM
3	WTAI-FM	WRKT-FM	WCWR-AM
4	WKKO-AM	WKKO-AM	WYRL-FM
5	WMEL-AM	WTAI-FM	WRMF-AM

M-F, 3-7pm

1	WCKS-FM	WCKS-FM	WCKS-FM
2	WTAI-FM	WDIZ-FM	WDIZ-FM
3	WKKO-AM	WRMF-AM	WYRL-FM
4	WRKT-AM	WRKT-FM	WRMF-AM
5	WMEL-AM	WKKO-AM	WMEL-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 749

	A/M '77	A/M '78	A/M '79
1	WCKS-FM	WCKS-FM	WCKS-FM
2	WDIZ-FM	WDIZ-FM	WDIZ-FM
3	WMEL-AM	WRMF-AM	WRMF-AM
4	WRKT-AM	WMEL-AM	WORJ-FM
5	WTAI-FM	WEZY-FM	WMEL-AM

M-F, 6-10am

1	WCKS-FM	WCKS-FM	WCKS-FM
2	WMEL-AM	WRMF-AM	WDIZ-FM
3	WDIZ-FM	WDIZ-FM	WRMF-AM
4	WRKT-AM	WMEL-AM	WMEL-AM
5	WRMF-AF	WKKO-AM	WORJ-FM

M-F, 3-7pm

1	WCKS-FM	WCKS-FM	WCKS-FM
2	WDIZ-FM	WDIZ-FM	WDIZ-FM
3	WRKT-AM	WRMF-AM	WRMF-AM
4	WMEL-AM	WMEL-AM	WORJ-FM
5	WKKO-AM	WEZY-FM	WKKO-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 963

	A/M '77	A/M '78	A/M '79
1	WCKS-FM	WCKS-FM	WCKS-FM
2	WDBO-FM	WDBO-FM	WDBO-FM
3	WEZY-FM	WRMF-AM	WMEL-AM
4	WMEL-AM	WMEL-AM	WRMF-AM
5	WRMF-AF	WEZY-FM	WEZY-FM

M-F, 6-10am

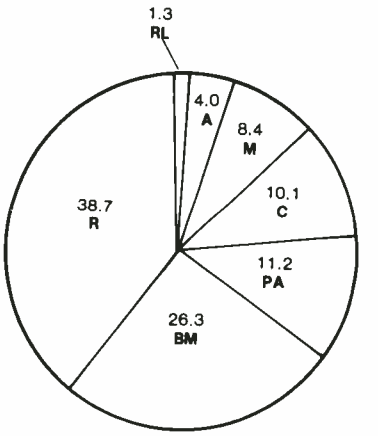
1	WCKS-FM	WRMF-AM	WCKS-FM
2	WRMF-AF	WMEL-AM	WMEL-AM
3	WDBO-FM	WCKS-FM	WRMF-AM
4	WMEL-AM	WDBO-FM	WDBO-FM
5	WMMB-AM	WCWR-AM	WCWR-AM

M-F, 3-7pm

1	WCKS-FM	WDBO-FM	WCKS-FM
2	WDBO-FM	WCKS-FM	WDBO-FM
3	WRMF-AF	WMEL-AM	WRMF-AM
4	WMEL-AM	WRMF-AM	WMEL-AM
5	WTAI-AM	WCWR-AM	WEZY-FM

Format Penetration Chart

Based On Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Memphis

METRO RANK **41**

A/M '79 Market Overview

Country giant **WMC** continues as the number one station in Memphis, earning its best 12+ share in years in the A/M '79 report. 12+ share of 14 and 25-49 share of 18 kept station in premier position. Always promoting, WMC gave away three Pontiacs during the sweep, and outside advertising was extensive using TV and billboards.

Second in the market in 12+ share was Beautiful Music station **WEZI. Southern Broadcasting** runs this **Schulke**-programmed entry, which scored well in the 12+ demos. No on-air contests for WEZI, but the station did run an ad campaign based on TV and billboards.

Just behind WEZI in the 12+ share race is Top 40 rocker **WMC-FM.** Station moved up more than three shares, and made advances in young adult demos and teens. Outside ads consisted of small amount of TV and bus sides.

Memphis is a competitive market for Black-formatted stations and in this report **WLOK** finally surpassed longtime Black leader **WDIA.** WLOK is fourth overall in the market, a full share point ahead of WDIA in the A/M '79 results. WLOK ranks second in adults 25-49. Station played cuts from the top 15 albums, and engaged in plenty of local promotions, such as having its DJs announced at local discos. WLOK used TV this sweep, tying into a co-op campaign with Dr. Pepper. WDIA, on the other hand, saw its numbers decline for the third consecutive book. WDIA's female and teen audiences showed the most serious decline.

Longtime Top 40 power **WHBQ** took a real tumble in the A/M '79 survey. The drop was largely due to **RKO** transfer of WHBQ morning man **Rick Dees** to L.A.'s **KHJ.** AM drive female numbers declined by almost 40% for WHBQ. WHBQ is always big on promotions, and this sweep was no exception with the station giving away a new Jeep, Corvette, and Mazda. Outside campaign consisted of lots of TV, billboards, and newspaper.

Dancemusic **WHRK** picked up nicely among young adults. Station plays mix of Dancemusic and Pop/Rhythm sounds. Little outside advertising, but on-air giveaways such as LPs and concert tickets were used.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 7105

	A/M '78		O/N '78		A/M '79	
1	WMC -AM	13.4	WMC -AM	11.8	WMC -AM (C)	14.2
2	WHBQ-AM	12.5	WEZI-FM	11.8	WEZI-FM (BM)	10.5
3	WDIA-AM	10.7	WHBQ-AM	10.7	WMC -FM (R)	10.3
4	WEZI-FM	9.2	WDIA-AM	8.0	WLOK-AM (B)	8.7
5	WLOK-AM	6.7	WZXR-FM	7.7	WHBQ-AM (R)	7.8
6	WMC -FM	6.6	WMC -FM	6.9	WDIA-AM (B)	7.6
7	WHRK-FM	6.6	WLOK-AM	6.9	WZXR-FM (A)	7.6
8	WZXR-FM	6.6	WREC-AM	6.8	WHRK-FM (D)	7.3
9	WREC-AM	6.1	WHRK-FM	6.1	WQUD-FM (PA)	5.6
10	WMPS-AM	5.7	WQUD-FM	5.3	WMPS-AM (C)	3.9
11	WQUD-FM	4.8	WMPS-AM	3.7	KWAM-AM (RL)	3.8
12	KWAM-AM	2.5	KWAM-AM	2.8	WREC-AM (PA)	3.8
13	WWEE-AM	2.1	WWEE-AM	2.8	WWEE-AM (N)	2.7
14	WEEF-FM	1.6	WLVS-FM	2.3	WLVS-FM (R)	2.2
15	KWAM-FM	1.2	KSUD-AM	1.6	KWAM-FM (C)	2.0
16	KSUD-AM	0.9	KWAM-FM	1.5	WKBL-AM (R)	0.5
17			WMQM-AM	0.9	WMQM-AM (M)	0.4
18					KSUD-AM (M)	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 7105

	A/M '78		O/N '78		A/M '79	
1	WMC -AM	130	WMC -AM	109	WMC -AM	151
2	WHBQ-AM	121	WEZI-FM	109	WEZI-FM	112
3	WDIA-AM	104	WHBQ-AM	99	WMC -FM	109
4	WEZI-FM	89	WDIA-AM	74	WLOK-AM	92
5	WLOK-AM	65	WZXR-FM	71	WHBQ-AM	83

M-F, 6-10am

1	WHBQ-AM	WHBQ-AM	WMC -AM
2	WMC -AM	WMC -AM	WHBQ-AM
3	WDIA-AM	WEZI-FM	WEZI-FM
4	WREC-AM	WREC-AM	WDIA-AM
5	WLOK-AM	WDIA-AM	WMC -FM

M-F, 3-7pm

1	WMC -AM	WEZI-FM	WMC -AM
2	WHBQ-AM	WHBQ-AM	WMC -FM
3	WDIA-AM	WMC -AM	WLOK-AM
4	WEZI-FM	WLOK-AM	WEZI-FM
5	WZXR-FM	WZXR-FM	WZXR-FM

Teens
M-S, 6am-Midnight
POP(00): 1080

	A/M '78	O/N '78	A/M '79
1	WHBQ-AM	WHBQ-AM	WMC -FM
2	WDIA-AM	WLOK-AM	WHBQ-AM
3	WHRK-FM	WMC -FM	WLOK-AM
4	WLOK-AM	WHRK-FM	WZXR-FM
5	WZXR-FM	WZXR-FM	WHRK-FM

M-F, 6-10am

1	WHBQ-AM	WHBQ-AM	WMC -FM
2	WDIA-AM	WMC -FM	WHBQ-AM
3	WLOK-AM	WLOK-AM	WLOK-AM
4	WHRK-FM	WZXR-FM	WZXR-FM
5	WQUD-FM	WDIA-AM	WDIA-AM

M-F, 3-7pm

1	WHBQ-AM	WLOK-AM	WMC -FM
2	WDIA-AM	WHBQ-AM	WLOK-AM
3	WHRK-FM	WMC -FM	WHBQ-AM
4	WLOK-AM	WZXR-FM	WHRK-FM
5	WMC -FM	WDIA-AM	WDIA-AM

Adults 18-34
M-S, 8am-Midnight
POP(00): 2647

	A/M '78	O/N '78	A/M '79
1	WHBQ-AM	WZXR-FM	WZXR-FM
2	WMC -FM	WHBQ-AM	WMC -FM
3	WZXR-FM	WMC -FM	WMC -AM
4	WDIA-AM	WHRK-FM	WHBQ-AM
5	WMC -AM	WQUD-FM	WHRK-FM

M-F, 6-10am

1	WHBQ-AM	WHBQ-AM	WHBQ-AM
2	WMC -FM	WZXR-FM	WMC -AM
3	WLOK-AM	WDIA-AM	WZXR-FM
4	WMC -AM	WMC -FM	WMC -FM
5	WDIA-AM	WQUD-FM	WQUD-FM

M-F, 3-7pm

1	WHBQ-AM	WHBQ-AM	WZXR-FM
2	WZXR-FM	WZXR-FM	WMC -FM
3	WMC -FM	WMC -FM	WLOK-AM
4	WDIA-AM	WQUD-FM	WHRK-FM
5	WMC -AM	WEZI-FM	WHBQ-AM

Adults 25-49
M-S, 8am-Midnight
POP(00): 2832

	A/M '78	O/N '78	A/M '79
1	WMC -AM	WEZI-FM	WMC -AM
2	WHBQ-AM	WMC -AM	WLOK-AM
3	WEZI-FM	WHBQ-AM	WQUD-FM
4	WDIA-AM	WQUD-FM	WEZI-FM
5	WREC-AM	WDIA-AM	WHBQ-AM

M-F, 6-10am

1	WMC -AM	WHBQ-AM	WMC -AM
2	WHBQ-AM	WMC -AM	WHBQ-AM
3	WREC-AM	WEZI-FM	WDIA-AM
4	WDIA-AM	WREC-AM	WEZI-FM
5	WLOK-AM	WDIA-AM	WQUD-FM

M-F, 3-7om

1	WMC -AM	WEZI-FM	WMC -AM
2	WEZI-FM	WHBQ-AM	WLOK-AM
3	WHBQ-AM	WMC -AM	WQUD-FM
4	WHRK-FM	WQUD-FM	WHBQ-AM
5	WQUD-FM	WLOK-AM	WHRK-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 7105

	A/M '78		O/N '78		A/M '79	
1	WHBQ-AM	2252	WHBQ-AM	2125	WHBQ-AM	1888
2	WMC -AM	1553	WMC -AM	1626	WMC -AM	1771
3	WDIA-AM	1524	WEZI-FM	1524	WMC -FM	1684
4	WMC -FM	1238	WDIA-AM	1427	WDIA-AM	1655
5	WMPS-AM	1155	WMC -FM	1338	WEZI-FM	1272

M-F, 6-10am

1	WHBQ-AM	WHBQ-AM	WMC -AM
2	WMC -AM	WMC -AM	WHBQ-AM
3	WDIA-AM	WEZI-FM	WDIA-AM
4	WREC-AM	WDIA-AM	WMC -FM
5	WMC -FM	WREC-AM	WEZI-FM

M-F, 3-7pm

1	WHBQ-AM	WHBQ-AM	WMC -AM
2	WMC -AM	WMC -AM	WHBQ-AM
3	WMC -FM	WEZI-FM	WMC -FM
4	WEZI-FM	WZXR-FM	WHRK-FM
5	WDIA-AM	WMC -FM	WDIA-AM

Teens
M-S, 6am-Midnight
POP(00): 1080

	A/M '78	O/N '78	A/M '79
1	WHBQ-AM	WHBQ-AM	WMC -FM
2	WDIA-AM	WMC -FM	WHBQ-AM
3	WLOK-AM	WZXR-FM	WHRK-FM
4	WMC -FM	WHRK-FM	WDIA-AM
5	WHRK-FM	WLOK-AM	WLOK-AM

M-F, 6-10am

1	WHBQ-AM	WHBQ-AM	WMC -FM
2	WDIA-AM	WMC -FM	WHBQ-AM
3	WLOK-AM	WLOK-AM	WDIA-AM
4	WHRK-FM	WZXR-FM	WLOK-AM
5	WMC -FM	WHRK-FM	WZXR-FM

M-F, 3-7pm

1	WHBQ-AM	WHBQ-AM	WMC -FM
2	WDIA-AM	WZXR-FM	WHBQ-AM
3	WLOK-AM	WLOK-AM	WHRK-FM
4	WHRK-FM	WHRK-FM	WLOK-AM
5	WMC -FM	WMC -FM	WZXR-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2647

	A/M '78	O/N '78	A/M '79
1	WHBQ-AM	WHBQ-AM	WHBQ-AM
2	WMC -FM	WMC -FM	WMC -FM
3	WQUD-FM	WZXR-FM	WQUD-FM
4	WZXR-FM	WQUD-FM	WDIA-AM
5	WHRK-FM	WDIA-AM	WHRK-FM

M-F, 6-10am

1	WHBQ-AM	WHBQ-AM	WHBQ-AM
2	WMC -FM	WZXR-FM	WMC -FM
3	WQUD-FM	WDIA-AM	WQUD-FM
4	WMC -AM	WMC -AM	WMC -AM
5	WLOK-AM	WMC -FM	WDIA-AM

M-F, 3-7pm

1	WHBQ-AM	WHBQ-AM	WHBQ-AM
2	WMC -FM	WZXR-FM	WMC -FM
3	WZXR-FM	WMC -FM	WZXR-FM
4	WLOK-AM	WQUD-FM	WHRK-FM
5	WHRK-FM	WHRK-FM	WQUD-FM

Adults 25-49
M-S, 8am-Midnight
POP(00): 2832

	A/M '78	O/N '78	A/M '79
1	WHBQ-AM	WHBQ-AM	WMC -AM
2	WMC -AM	WMC -AM	WHBQ-AM
3	WDIA-AM	WEZI-FM	WDIA-AM
4	WMPS-AM	WQUD-FM	WMC -FM
5	WEZI-FM	WDIA-AM	WLOK-AM

M-F, 6-10am

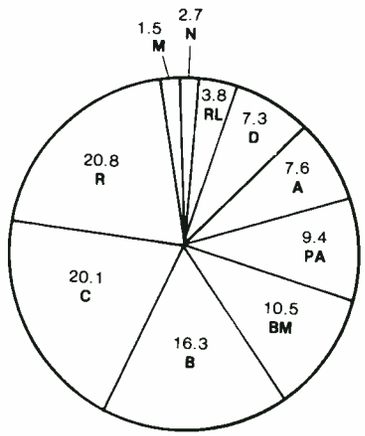
1	WHBQ-AM	WHBQ-AM	WMC -AM
2	WMC -AM	WMC -AM	WHBQ-AM
3	WREC-AM	WEZI-FM	WDIA-AM
4	WDIA-AM	WREC-AM	WLOK-AM
5	WQUD-FM	WMPS-AM	WMC -FM

M-F, 3-7pm

1	WMC -AM	WHBQ-AM	WMC -AM
2	WHBQ-AM	WMC -AM	WHBQ-AM
3	WEZI-FM	WEZI-FM	WDIA-AM
4	WREC-AM	WQUD-FM	WHRK-FM
5	WMPS-AM	WDIA-AM	WLOK-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Miami

METRO RANK 21

A/M '79 Market Overview

Because of the heavy Cuban population in Miami, the leading stations in the market are both Spanish language stations. Longtime leader in the metro is **WQBA,** now tied with up and coming **WCMQ.** WQBA's dominant shares have been eroding under the pressure of new competition in the presence of WCMQ and its sister station, WCMQ-FM. Both WQBA and WCMQ (AM) tend to skew older, doing better in the 25-49 demos. WCMQ-FM, on the other hand, is number one in adults 18-34. All three of the Cuban-oriented stations engaged in some on-air promotion, with WQBA trying to stay atop the marketplace by advertising with billboards and TV to highlight the sweep.

Of the four top stations in Miami, only **WHYI** is non-Spanish. **Y100** is the Ft. Lauderdale rocker which penetrates well into Dade County also. Y100 is second in adults 18-34 to WCMQ-FM. See Ft. Lauderdale overview for more details on WHYI.

Beautiful Music **WLYF** gained in the A/M'79 survey, improving its share 12+ by almost 25%. Advances were made virtually across the board among the adults 25+ who comprise the audience for WLYF. Station skewed older in this report than in the O/N'78 sweep.

The other major Beautiful Music station in Miami, **WYOR,** suffered a decline in the Spring book. Most costly was the defection of a significant amount of WYOR's male numbers for the second book in a row. WYOR saw its male numbers decline by almost 50% in AM drive, for example. Black-formatted **WEDR** should be pleased with its gain this sweep. With good 18-34 numbers WEDR advances almost a full share, 12+. Biggest gains come among young men in afternoon drive and the evening.

WINZ, the leading News station in town, had an unspectacular book this time. Although 12+ share dipped slightly, average quarter hour audience among adults 25-49 improved, especially in the key AM drive daypart.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 12630

	A/M '78		O/N '78		A/M '79	
1	WQBA-AM	11.3	WQBA-AM	12.9	WQBA-AM(S)	9.3
2	WCMQ-AM	7.8	WHYI-FM	7.6	WCMQ-AM(S)	9.3
3	WHYI-FM	7.7	WYOR-FM	6.3	WHYI-FM(M)	7.3
4	WYOR-FM	7.2	WCMQ-AM	5.9	WCMQ-FM(S)	6.7
5	WMJX-FM	5.9	WINZ-AM	5.3	WLYF-FM(BM)	5.5
6	WCMQ-FM	4.6	WLYF-FM	4.5	WYOR-FM(BM)	5.2
7	WINZ-FM	4.5	WKAT-AM	4.3	WINZ-AM(N)	5.1
8	WQAM-AM	4.2	WIOD-AM	4.2	WEDR-FM(S)	4.8
9	WVCG-AM	4.1	WCMQ-FM	4.2	WRHC-AM(S)	4.1
10	WLYF-FM	4.1	WEDR-FM	4.0	WKAT-AM(T)	4.1
11	WEDR-FM	3.9	WOCN-AM	3.7	WSDO-FM(M)	3.1
12	WINZ-AM	3.7	WRHC-AM	3.5	WMJX-FM(D)	3.1
13	WRHC-AM	3.1	WMJX-FM	3.4	WWOK-AM(C)	2.9
14	WWOK-AF	3.0	WVCG-AM	3.3	WVCG-AM(BM)	2.8
15	WGBS-AM	2.9	WQAM-AM	3.3	WAXY-FM(R)	2.6
16	WIOD-AM	2.9	WTMI-FM	2.7	WWWL-FM(A)	2.6
17	WOCN-AM	2.9	WWOK-AM	2.3	WGBS-AM(PA)	2.2
18	WWWL-FM	2.4	WSDO-FM	2.2	WQBA-FM(S)	2.2
19	WAIA-FM	2.3	WINZ-FM	2.1	WAIA-FM(PA)	2.2
20	WKAT-AM	2.3	WAIA-FM	2.0	WOCN-AM(PA)	2.1
21	WAXY-FM	2.2	WGBS-AM	1.9	WIOD-AM(PA)	2.0
22	WMBM-AM	2.1	WWWL-FM	1.9	WINZ-FM(A)	2.0
23	WTMI-FM	1.8	WMBM-AM	1.7	WQAM-AM(R)	1.8
24	WSHE-FM	1.1	WSHE-FM	1.4	WTMI-FM(CL)	1.7
25	WGLO-FM	0.9	WAXY-FM	1.3	WKQS-FM(BM)	1.6
26	WNWS-AM	0.5	WNWS-AM	1.2	WMBM-AM(S)	1.0
27	WCKO-FM	0.4	WKQS-FM	0.9	WNWS-AM(N)	1.0
28			WCKO-FM	0.7	WSHE-FM(A)	0.7
29			WJOK-FM	0.4		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 12630

	A/M '78		O/N '78		A/M '79	
1	WQBA-AM	257	WQBA-AM	281	WQBA-AM	212
2	WCMQ-AM	177	WHYI-FM	165	WCMQ-AM	211
3	WHYI-FM	175	WYOR-FM	138	WHYI-FM	167
4	WYOR-FM	163	WCMQ-AM	129	WCMQ-FM	152
5	WMJX-FM	133	WINZ-AM	116	WLYF-FM	126
6	WCMQ-FM	105	WLYF-FM	99	WYOR-FM	118
7	WINZ-FM	103	WKAT-AM	93	WINZ-AM	115
8	WQAM-AM	95	WIOD-AM	91	WEDR-FM	110
9	WVCG-AM	92	WCMQ-FM	91	WRHC-AM	94
10	WLYF-FM	92	WEDR-FM	88	WKAT-AM	93

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	WQBA-AM	WQBA-AM	WQBA-AM
2	WINZ-AM	WINZ-AM	WCMQ-AM
3	WYOR-FM	WHYI-FM	WINZ-AM
4	WHYI-FM	WYOR-FM	WHYI-FM
5	WCMQ-AM	WOCN-AM	WLYF-FM
6	WVCG-AM	WCMQ-AM	WYOR-FM
7	WMJX-FM	WVCG-AM	WVCG-AM
8	WQAM-AM	WIOD-AM	WRHC-AM
9	WGBS-AM	WLYF-FM	WCMQ-FM
10	WOCN-AM	WKAT-AM	WKAT-AM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WQBA-AM	WQBA-AM	WCMQ-AM
3	WYOR-FM	WYOR-FM	WQBA-AM
4	WQAM-AM	WCMQ-AM	WCMQ-FM
5	WCMQ-AM	WMJX-FM	WEDR-FM
6	WMJX-FM	WINZ-AM	WLYF-FM
7	WCMQ-FM	WLYF-FM	WYOR-FM
8	WEDR-FM	WRHC-AM	WMJX-FM
9	WINZ-FM	WEDR-FM	WKAT-AM
10	WLYF-FM	WVCG-AM	WINZ-AM

Teens
M-S, 6am-Midnight
POP(00): 1389

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WMJX-FM	WEDR-FM	WEDR-FM
3	WEDR-FM	WMJX-FM	WSDO-FM
4	WQAM-AM	WQAM-AM	WMJX-FM
5	WINZ-FM	WSDO-FM	WQBA-FM
6	WCMQ-AM	WCMQ-AM	WQAM-AM
7	WWWL-FM	WSHE-FM	WCMQ-FM
8	WCMQ-FM	WWWL-FM	WWWL-FM
9	WAXY-FM	WCMQ-FM	WAXY-FM
10	WWOK-AF	WINZ-FM	WINZ-FM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WMJX-FM	WQAM-AM	WQAM-AM
3	WEDR-FM	WEDR-FM	WEDR-FM
4	WQAM-AM	WMJX-FM	WQBA-AM
5	WINZ-FM	WWWL-FM	WKQS-FM
6	WCMQ-AM	WCMQ-AM	WCMQ-FM
7	WSHE-FM	WSHE-FM	WQBA-FM
8	WWOK-AF	WGBS-AM	WMJX-FM
9	WWWL-FM	WMBM-AM	WSDO-FM
10	WGBS-AM	WWOK-AM	WWWL-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WMJX-FM	WMJX-FM	WEDR-FM
3	WEDR-FM	WEDR-FM	WMJX-FM
4	WQAM-AM	WQAM-AM	WQBA-FM
5	WINZ-FM	WSDO-FM	WSDO-FM
6	WWWL-FM	WSHE-FM	WWWL-FM
7	WCMQ-AM	WINZ-FM	WCMQ-FM
8	WCMQ-FM	WCKO-FM	WQAM-AM
9	WWOK-AF	WWWL-FM	WINZ-FM
10	WMBM-AM	WCMQ-AM	WAXY-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3785

	A/M '78	O/N '78	A/M '79
1	WINZ-FM	WHYI-FM	WCMQ-FM
2	WMJX-FM	WEDR-FM	WHYI-FM
3	WCMQ-AM	WMJX-FM	WEDR-FM
4	WHYI-FM	WQBA-AM	WCMQ-AM
5	WQAM-AM	WQAM-AM	WMJX-FM
6	WEDR-FM	WCMQ-FM	WAXY-FM
7	WWWL-FM	WINZ-FM	WWWL-FM
8	WAIA-FM	WCMQ-AM	WSDO-FM
9	WAXY-FM	WWWL-FM	WINZ-FM
10	WCMQ-FM	WLYF-FM	WQBA-AM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	WMJX-FM	WQBA-AM	WHYI-FM
2	WINZ-FM	WHYI-FM	WCMQ-AM
3	WHYI-FM	WQAM-AM	WEDR-FM
4	WQAM-AM	WMJX-FM	WAXY-FM
5	WGBS-AM	WWWL-FM	WWWL-FM
6	WWWL-FM	WYOR-FM	WCMQ-FM
7	WQBA-AM	WEDR-FM	WQBA-AM
8	WEDR-FM	WCMQ-AM	WQBA-FM
9	WCMQ-AM	WINZ-FM	WQAM-AM
10	WAIA-FM	WGBS-AM	WINZ-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	WQAM-AM	WHYI-FM	WCMQ-FM
2	WINZ-FM	WMJX-FM	WHYI-FM
3	WHYI-FM	WEDR-FM	WEDR-FM
4	WCMQ-AM	WQAM-AM	WAXY-FM
5	WMJX-FM	WYOR-FM	WCMQ-AM
6	WWWL-FM	WCMQ-AM	WMJX-FM
7	WEDR-FM	WSDO-FM	WWWL-FM
8	WAXY-FM	WWWL-FM	WSDO-FM
9	WCMQ-FM	WINZ-FM	WINZ-FM
10	WAIA-FM	WCMQ-FM	WQAM-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 4674

	A/M '78	O/N '78	A/M '79
1	WCMQ-AM	WQBA-AM	WCMQ-AM
2	WQBA-AM	WCMQ-AM	WCMQ-FM
3	WHYI-FM	WCMQ-FM	WQBA-AM
4	WCMQ-FM	WHYI-FM	WHYI-FM
5	WMJX-FM	WLYF-FM	WEDR-FM
6	WYOR-FM	WYOR-FM	WAXY-FM
7	WEDR-FM	WMJX-FM	WWOK-AM
8	WAIA-FM	WOCN-AM	WLYF-FM
9	WGBS-AM	WRHC-AM	WYOR-FM
10	WOCN-AM	WAIA-FM	WINZ-AM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	WQBA-AM	WQBA-AM	WQBA-AM
2	WCMQ-AM	WCMQ-AM	WCMQ-AM
3	WHYI-FM	WHYI-FM	WHYI-FM
4	WOCN-AM	WOCN-AM	WINZ-AM
5	WGBS-AM	WLYF-FM	WCMQ-FM
6	WMJX-FM	WVCG-AM	WOCN-AM
7	WINZ-AM	WYOR-FM	WAXY-FM
8	WCMQ-FM	WINZ-AM	WEDR-FM
9	WQAM-AM	WIOD-AM	WAIA-FM
10	WYOR-FM	WQAM-AM	WWWL-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	WCMQ-AM	WCMQ-AM	WCMQ-FM
2	WHYI-FM	WQBA-AM	WCMQ-AM
3	WCMQ-FM	WCMQ-FM	WHYI-FM
4	WQBA-AM	WHYI-FM	WQBA-AM
5	WYOR-FM	WLYF-FM	WAXY-FM
6	WEDR-FM	WYOR-FM	WEDR-FM
7	WQAM-AM	WVCG-AM	WLYF-FM
8	WMJX-FM	WMJX-FM	WWOK-AM
9	WAXY-FM	WAIA-FM	WMJX-FM
10	WGBS-AM	WQAM-AM	WSDO-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 12630

	A/M '78		O/N '78		A/M '79	
1	WHYI-FM	2697	WHYI-FM	2458	WHYI-FM	2526
2	WMJX-FM	1918	WINZ-AM	1982	WINZ-AM	1708
3	WQBA-AM	1784	WQBA-AM	1954	WQBA-AM	1660
4	WQAM-AM	1699	WIOD-AM	1932	WLYF-FM	1474
5	WINZ-AM	1694	WMJX-FM	1817	WYOR-FM	1309
6	WGBS-AM	1448	WQAM-AM	1739	WSDO-FM	1303
7	WYOR-FM	1180	WLYF-FM	1327	WMJX-FM	1249
8	WVCG-AM	1153	WYOR-FM	1278	WCMQ-FM	1224
9	WIOD-AM	1113	WGBS-AM	1212	WQAM-AM	1198
10	WLYF-FM	1088	WVCG-AM	1143	WEDR-FM	1053

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WQBA-AM	WHYI-FM
2	WQBA-AM	WHYI-FM	WQBA-AM
3	WQAM-AM	WINZ-AM	WINZ-AM
4	WINZ-AM	WQAM-AM	WLYF-FM
5	WMJX-FM	WYOR-FM	WCMQ-AM
6	WGBS-AM	WIOD-AM	WGBS-AM
7	WVCG-AM	WVCG-AM	WQAM-AM
8	WYOR-FM	WGBS-AM	WYOR-FM
9	WINZ-FM	WMJX-FM	WEDR-FM
10	WWOK-AF	WLYF-FM	WVCG-AM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WMJX-FM	WMJX-FM	WINZ-AM
3	WQAM-AM	WYOR-FM	WSDO-FM
4	WQBA-AM	WQBA-AM	WLYF-FM
5	WINZ-AM	WQAM-AM	WMJX-FM
6	WGBS-AM	WINZ-AM	WQBA-AM
7	WINZ-FM	WVCG-AM	WEDR-FM
8	WWOK-AF	WLYF-FM	WCMQ-FM
9	WYOR-FM	WEDR-FM	WYOR-FM
10	WLYF-FM	WWOK-AM	WCMQ-AM

Teens
M-S, 6am-Midnight
POP(00): 1389

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WMJX-FM	WMJX-FM	WSDO-FM
3	WQAM-AM	WQAM-AM	WMJX-FM
4	WEDR-FM	WEDR-FM	WQAM-AM
5	WINZ-FM	WINZ-FM	WEDR-FM
6	WAXY-FM	WSDO-FM	WQBA-FM
7	WGBS-AM	WGBS-AM	WGBS-AM
8	WWOK-AF	WWWL-FM	WAXY-FM
9	WSHE-FM	WSHE-FM	WMBM-AM
10	WCMQ-FM	WMBM-AM	WINZ-FM

M-F, 6-10am

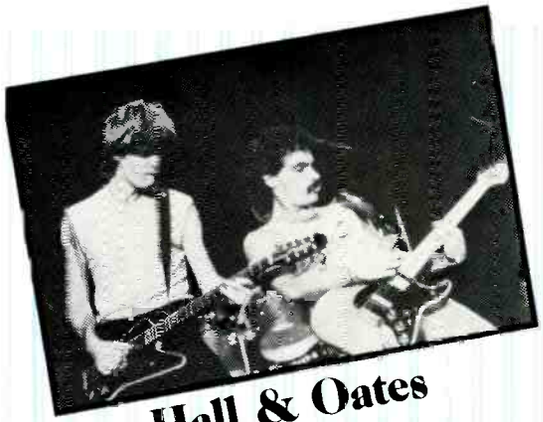
	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WMJX-FM	WQAM-AM	WQAM-AM
3	WEDR-FM	WMJX-FM	WQBA-AM
4	WQAM-AM	WEDR-FM	WEDR-FM
5	WINZ-FM	WWWL-FM	WQBA-FM
6	WWOK-AF	WGBS-AM	WSDO-FM
7	WSHE-FM	WSHE-FM	WMJX-FM
8	WCMQ-AM	WINZ-FM	WWWL-FM
9	WGBS-AM	WSDO-FM	WMBM-AM
10	WWWL-FM	WQBA-AM	WKQS-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WMJX-FM	WMJX-FM	WSDO-FM
3	WQAM-AM	WQAM-AM	WMJX-FM
4	WEDR-FM	WEDR-FM	WEDR-FM
5	WINZ-FM	WSDO-FM	WQBA-FM
6	WSHE-FM	WWWL-FM	WQAM-AM
7	WWWL-FM	WINZ-FM	WWWL-FM
8	WAXY-FM	WSHE-FM	WAXY-FM
9	WWOK-AF	WGBS-AM	WCMQ-FM
10	WGBS-AM	WCMQ-FM	WGBS-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3785

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WMJX-FM	WMJX-FM	WAXY-FM
3	WQAM-AM	WQAM-AM	WMJX-FM
4	WGBS-AM	WINZ-FM	WWWL-FM
5	WINZ-FM	WGBS-AM	WSDO-FM
6	WAXY-FM	WEDR-FM	WEDR-FM
7	WEDR-FM	WWWL-FM	WCMQ-FM
8	WWWL-FM	WAXY-FM	WQAM-AM
9	WSHE-FM	WIOD-AM	WAIA-FM
10	WINZ-AM	WQBA-AM	WINZ-FM



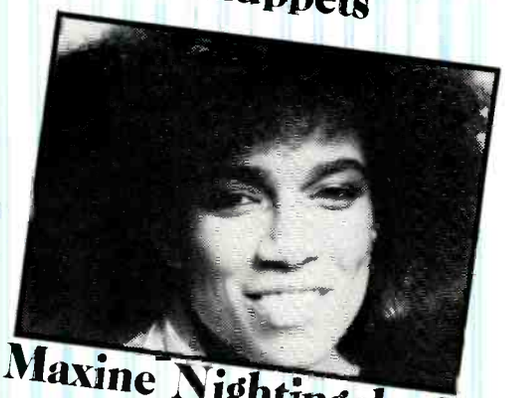
Hall & Oates

Stephanie Mills

John Denver and The Muppets

Yipes

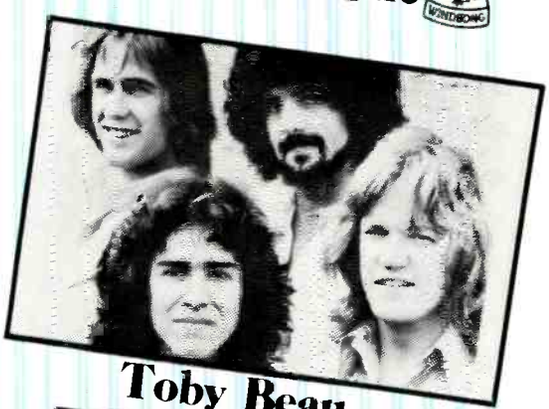
F.C.C.



Maxine Nightingale

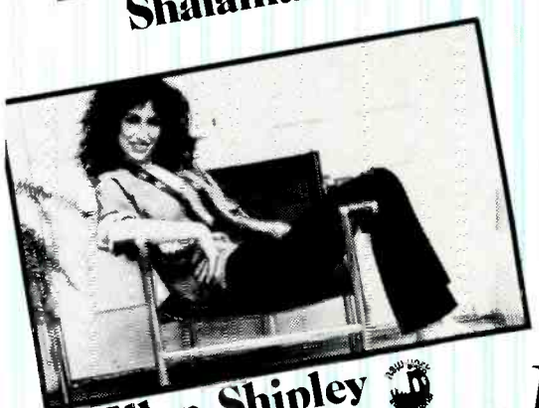
Shalamar

Inga



Toby Beau

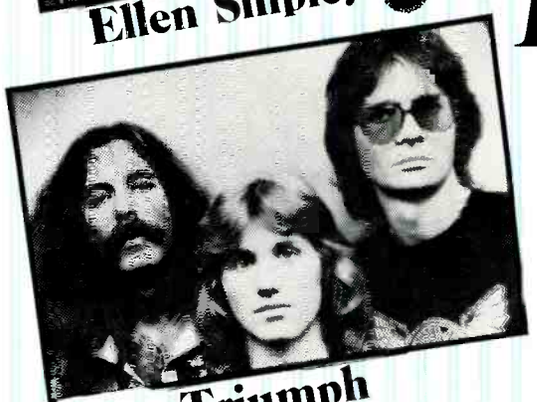
Bama



Ellen Shipley

Genya Ravan

Let Us Take You Into The '80's



Triumph

Jefferson Starship

The New RCA Records

Miami *Continued*

M-F, 6-10am

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WQAM-AM	WQAM-AM	WAXY-FM
3	WMJX-FM	WMJX-FM	WWWL-FM
4	WGBS-AM	WGBS-AM	WEDR-FM
5	WINZ-FM	WINZ-FM	WQAM-AM
6	WWWL-FM	WQBA-AM	WSDO-FM
7	WAXY-FM	WEDR-FM	WCMQ-AM
8	WEDR-FM	WSHE-FM	WMJX-FM
9	WSHE-FM	WWWL-FM	WINZ-FM
10	WINZ-AM	WAXY-FM	WAIA-FM

M-F, 3-7pm

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WQAM-AM	WMJX-FM	WAXY-FM
3	WINZ-FM	WQAM-AM	WMJX-FM
4	WMJX-FM	WWWL-FM	WWWL-FM
5	WGBS-AM	WINZ-FM	WEDR-FM
6	WAXY-FM	WEDR-FM	WAIA-FM
7	WEDR-FM	WSHE-FM	WCMQ-FM
8	WCMQ-AM	WAXY-FM	WSDO-FM
9	WSHE-FM	WAIA-FM	WQAM-AM
10	WWWL-FM	WGBS-AM	WINZ-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 4674

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WQBA-AM	WHYI-FM
2	WQBA-AM	WHYI-FM	WQBA-AM
3	WGBS-AM	WIOD-AM	WCMQ-FM
4	WQAM-AM	WMJX-FM	WCMQ-AM
5	WMJX-FM	WQAM-AM	WAXY-FM
6	WCMQ-FM	WGBS-AM	WINZ-AM
7	WCMQ-AM	WLYF-FM	WSDO-FM
8	WINZ-AM	WCMQ-FM	WAIA-FM
9	WWOK-AF	WINZ-AM	WQAM-AM
10	WAXY-FM	WWOK-AM	WEDR-FM

M-F, 6-10am

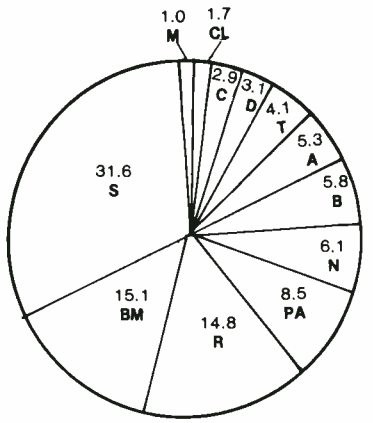
1	WQBA-AM	WQBA-AM	WQBA-AM
2	WHYI-FM	WGBS-AM	WHYI-FM
3	WGBS-AM	WQAM-AM	WCMQ-AM
4	WQAM-AM	WHYI-FM	WINZ-AM
5	WMJX-FM	WINZ-AM	WAXY-FM
6	WINZ-AM	WCMQ-AM	WGBS-AM
7	WCMQ-AM	WIOD-AM	WOCN-AM
8	WWOK-AF	WMJX-FM	WAIA-FM
9	WOCN-AM	WWOK-AM	WCMQ-FM
10	WVCG-AM	WLYF-FM	WWWL-FM

M-F, 3-7pm

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WQAM-AM	WQBA-AM	WCMQ-FM
3	WQBA-AM	WQAM-AM	WCMQ-AM
4	WCMQ-AM	WMJX-FM	WAXY-FM
5	WGBS-AM	WWOK-AM	WQBA-AM
6	WCMQ-FM	WLYF-FM	WSDO-FM
7	WMJX-FM	WGBS-AM	WAIA-FM
8	WWOK-AF	WCMQ-FM	WINZ-AM
9	WLYF-FM	WINZ-AM	WWWL-FM
10	WAXY-FM	WCMQ-AM	WMJX-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Miami-Ft. Lauderdale

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 20469

	A/M '78		O/N '78		A/M '79	
1	WHYI-FM	8.6	WHYI-FM	8.6	WHYI-FM (R)	8.4
2	WLYF-FM	8.4	WQBA-AM	8.1	WLYF-FM (BM)	8.4
3	WQBA-AM	6.9	WLYF-FM	7.8	WINZ-AM (N)	6.7
4	WYOR-FM	5.5	WINZ-AM	5.5	WQBA-AM (S)	5.8
5	WINZ-AM	4.8	WYOR-FM	5.4	WCMQ-AM (S)	5.8
6	WCMQ-AM	4.7	WIOD-AM	4.6	WYOR-FM (BM)	4.3
7	WMJX-FM	4.4	WCMQ-AM	3.7	WAIA-FM (PA)	4.2
8	WINZ-FM	3.9	WAXY-FM	3.4	WCMQ-FM (S)	4.2
9	WAIA-FM	3.6	WMJX-FM	3.0	WKAT-AM (T)	3.3
10	WIOD-AM	3.4	WKAT-AM	3.0	WAXY-FM (R)	3.2
11	WQAM-AM	3.4	WVCG-AM	2.8	WEDR-FM (B)	3.1
12	WVCG-AM	3.2	WQAM-AM	2.7	WIOD-AM (PA)	3.0
13	WFTL-AM	3.0	WKQS-FM	2.7	WRHC-AM (S)	2.6
14	WAXY-FM	3.0	WTMI-FM	2.7	WWWL-FM (A)	2.5
15	WGBS-AM	2.9	WCMQ-FM	2.6	WKQS-FM (BM)	2.5
16	WSDO-FM	2.9	WEDR-FM	2.5	WVCG-AM (BM)	2.5
17	WCMQ-FM	2.8	WAIA-FM	2.5	WMJX-FM (D)	2.4
18	WSHE-FM	2.5	WWWL-FM	2.5	WNWS-AM (N)	2.4
19	WEDR-FM	2.5	WOCN-AM	2.3	WSDO-FM (R)	2.3
20	WWWL-FM	1.9	WSHE-FM	2.3	WGBS-AM (PA)	2.2
21	WRHC-AM	1.9	WFTL-AM	2.3	WWOK-AM (C)	1.9
22	WWOK-AM	1.8	WINZ-FM	2.2	WSHE-FM (A)	1.9
23	WKAT-AM	1.8	WRHC-AM	2.2	WTMI-FM (CL)	1.8
24	WOCN-AM	1.7	WWOK-AM	2.0	WQAM-AM (R)	1.8
25	WRBD-AM	1.7	WSDO-FM	2.0	WINZ-FM (A)	1.8
26	WTMI-FM	1.6	WGBS-AM	1.9	WFTL-AM (PA)	1.7
27	WMBM-AM	1.5	WNWS-AM	1.7	WRBD-AM (B)	1.5
28	WGMA-AM	1.1	WGMA-AM	1.3	WQBA-FM (S)	1.4
29	WCKO-FM	0.7	WRBD-AM	1.1	WOCN-AM (PA)	1.3
30	WLOD-AM	0.7	WMBM-AM	1.1	WEAT-FM (BM)	0.9
31	WNWS-AM	0.6	WCKO-FM	0.6	WGMA-AM (C)	0.8
32	WSRF-AM	0.4	WJOK-FM	0.2	WMBM-AM (B)	0.6
33	WWOG-FM	0.4			WPIP-AM (BM)	0.5
34	WJOK-FM	0.2			WCKO-FM (R)	0.5
35					WEXY-AM (C)	0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 20469

	A/M '78		O/N '78		A/M '79	
1	WHYI-FM	321	WHYI-FM	298	WHYI-FM	309
2	WLYF-FM	316	WQBA-AM	281	WLYF-FM	306
3	WQBA-AM	259	WLYF-FM	270	WINZ-AM	246
4	WYOR-FM	207	WINZ-AM	193	WQBA-AM	212
5	WINZ-AM	178	WYOR-FM	188	WCMQ-AM	211

M-F, 6-10am

1	WQBA-AM	WQBA-AM	WINZ-AM
2	WHYI-FM	WINZ-AM	WQBA-AM
3	WINZ-AM	WHYI-FM	WHYI-FM
4	WLYF-FM	WLYF-FM	WLYF-FM
5	WYOR-FM	WIOD-AM	WCMQ-AM

M-F, 3-7pm

1	WLYF-FM	WHYI-FM	WHYI-FM
2	WHYI-FM	WLYF-FM	WLYF-FM
3	WQBA-AM	WYOR-FM	WINZ-AM
4	WYOR-FM	WQBA-AM	WCMQ-AM
5	WQAM-AM	WINZ-AM	WQBA-AM

Teens
M-S, 6am-Midnight
POP(00): 2197

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WMJX-FM	WMJX-FM	WEDR-FM
3	WEDR-FM	WEDR-FM	WSDO-FM
4	WQAM-AM	WQAM-AM	WMJX-FM
5	WINZ-FM	WSHE-FM	WSHE-FM

M-F, 6-10am

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WMJX-FM	WQAM-AM	WQAM-AM
3	WEDR-FM	WMJX-FM	WEDR-FM
4	WQAM-AM	WEDR-FM	WAXY-FM
5	WSHE-FM	WWWL-FM	WWWL-FM

M-F, 3-7pm

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WMJX-FM	WMJX-FM	WEDR-FM
3	WEDR-FM	WQAM-AM	WMJX-FM
4	WQAM-AM	WEDR-FM	WQBA-FM
5	WINZ-FM	WSHE-FM	WSDO-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 5838

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WINZ-FM	WAXY-FM	WAIA-FM
3	WMJX-FM	WWWL-FM	WAXY-FM
4	WAIA-FM	WSHE-FM	WCMQ-FM
5	WCMQ-AM	WMJX-FM	WEDR-FM

M-F, 6-10am

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WMJX-FM	WAXY-FM	WAIA-FM
3	WINZ-FM	WQBA-AM	WAXY-FM
4	WQAM-AM	WQAM-AM	WWWL-FM
5	WGBS-AM	WWWL-FM	WEDR-FM

M-F, 3-7pm

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WQAM-AM	WAXY-FM	WAXY-FM
3	WINZ-FM	WWWL-FM	WAIA-FM
4	WAXY-FM	WMJX-FM	WCMQ-FM
5	WSHE-FM	WSHE-FM	WWWL-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 7257

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WQBA-AM	WHYI-FM
2	WCMQ-AM	WHYI-FM	WCMQ-AM
3	WLYF-FM	WCMQ-AM	WCMQ-FM
4	WQBA-AM	WAXY-FM	WQBA-AM
5	WAIA-FM	WLYF-FM	WAIA-FM

M-F, 6-10am

1	WHYI-FM	WQBA-AM	WHYI-FM
2	WQBA-AM	WHYI-FM	WQBA-AM
3	WLYF-FM	WCMQ-AM	WCMQ-AM
4	WGBS-AM	WIOD-AM	WAIA-FM
5	WAIA-FM	WAXY-FM	WINZ-AM

M-F, 3-7pm

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WLYF-FM	WAXY-FM	WCMQ-FM
3	WAXY-FM	WCMQ-AM	WCMQ-AM
4	WAIA-FM	WLYF-FM	WAIA-FM
5	WCMQ-AM	WYOR-FM	WAXY-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 20469

	A/M '78		O/N '78		A/M '79	
1	WHYI-FM	4468	WHYI-FM	4403	WHYI-FM	4454
2	WLYF-FM	3190	WIOD-AM	3482	WINZ-AM	3595
3	WINZ-AM	3100	WINZ-AM	3464	WLYF-FM	3236
4	WMJX-FM	2649	WLYF-FM	3122	WAXY-FM	2126
5	WQAM-AM	2496	WMJX-FM	2651	WIOD-AM	20[illegible]

M-F, 6-10am

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WINZ-AM	WINZ-AM	WINZ-AM
3	WLYF-FM	WLYF-FM	WLYF-FM
4	WGBS-AM	WQBA-AM	WQBA-AM
5	WQAM-AM	WIOD-AM	WGBS-AM

M-F, 3-7pm

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WLYF-FM	WLYF-FM	WLYF-FM
3	WINZ-AM	WMJX-FM	WINZ-AM
4	WQAM-AM	WINZ-AM	WAXY-FM
5	WMJX-FM	WQAM-AM	WAIA-FM

Teens
M-S, 6am-Midnight
POP(00): 2197

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WMJX-FM	WMJX-FM	WSDO-FM
3	WQAM-AM	WQAM-AM	WMJX-FM
4	WEDR-FM	WINZ-FM	WQAM-AM
5	WSHE-FM	WEDR-FM	WAXY-FM

M-F, 6-10am

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WMJX-FM	WMJX-FM	WQAM-AM
3	WQAM-AM	WQAM-AM	WGBS-AM
4	WEDR-FM	WGBS-AM	WWWL-FM
5	WSHE-FM	WEDR-FM	WINZ-FM

M-F, 3-7pm

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WMJX-FM	WMJX-FM	WMJX-FM
3	WQAM-AM	WQAM-AM	WSDO-FM
4	WEDR-FM	WEDR-FM	WEDR-FM
5	WSHE-FM	WINZ-FM	WQAM-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 5838

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WQAM-AM	WMJX-FM	WAXY-FM
3	WMJX-FM	WQAM-AM	WWWL-FM
4	WGBS-AM	WAXY-FM	WAIA-FM
5	WINZ-FM	WINZ-FM	WMJX-FM

M-F, 6-10am

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WQAM-AM	WQAM-AM	WAIA-FM
3	WGBS-AM	WMJX-FM	WAXY-FM
4	WINZ-FM	WGBS-AM	WQAM-AM
5	WMJX-FM	WAXY-FM	WWWL-FM

M-F, 3-7pm

1	WHYI-FM	WHYI-FM	1046	WHYI-FM
2	WQAM-AM	WMJX-FM	633	WAXY-FM
3	WINZ-FM	WQAM-AM	631	WAIA-FM
4	WSHE-FM	WWWL-FM	607	WWWL-FM
5	WAXY-FM	WAXY-FM	600	WMJX-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 7257

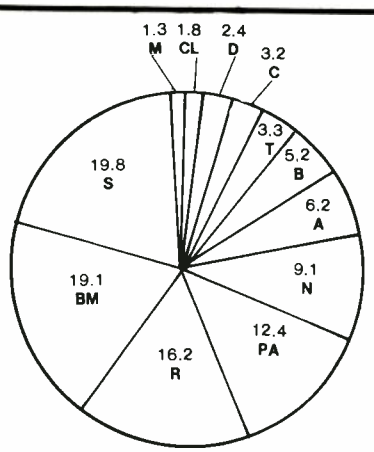
	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WQAM-AM	WIOD-AM	WAXY-FM
3	WAXY-FM	WAXY-FM	WAIA-FM
4	WGBS-AM	WMJX-FM	WINZ-AM
5	WLYF-FM	WQAM-AM	WQBA-AM

M-F, 6-10am

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WGBS-AM	WQAM-AM	WINZ-AM
3	WQAM-AM	WQBA-AM	WQBA-AM
4	WQBA-AM	WIOD-AM	WAIA-FM
5	WINZ-AM	WINZ-AM	WGBS-AM

M-F, 3-7pm

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WLYF-FM	WAXY-FM	WAXY-FM
3	WAXY-FM	WLYF-FM	WAIA-FM
4	WQAM-AM	WMJX-FM	WINZ-AM
5	WAIA-FM	WQAM-AM	WWWL-FM



1980: The Year Of The Egg

Golden Egg Builds Strong Ratings Five Ways...

Milwaukee

METRO RANK 25

A/M '79 Market Overview

Brewers baseball helped P/A standby **WTMJ** continue to lead market with a 16 share of the 12+ audience. Outside ad campaign consisted of billboards. WTMJ was very strong 25+.

Jim Schulke's Beautiful Music sound scored again, this time for **WEZW,** which picked up almost three shares to rank second in the Milwaukee metro. Like WTMJ, WEZW attracts 25+ listeners in large numbers. Outside ad campaign based on billboards, some print promoted station during sweep.

P/A station **WISN** rebounded from down book in O/N '78, advancing well in young adults. WISN stands third among all stations, 12+. "Say It And Win" on-air contest is used, as well as outside advertising using extensive amounts of TV, print, and billboards.

The leading Country station in the market, **WBCS-FM,** had its best book ever in A/M '79. WBCS jumped almost two shares, 12+. One of the keys to success for this station was that WBCS-FM used a direct mail campaign to zero in on target listeners. No other outside advertising was used, in contrast to the previous book during which much was spent on TV and other media. WBCS-FM scores well with young adults. After this book, former competitor **WEMP** announced it was shifting from Country to P/A.

The top station in Milwaukee, in terms of reaching adults 18-34, is AOR **WLPX.** This **Burkhart/Abrams** station had a stable book, with a share in the 7 range among adults 12+. Usual type of "street" giveaway — LP's, concert tickets, etc. were employed. Outside ad campaign used TV and billboards.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 11623

	A/M '78		O/N '78		A/M '79	
1	WTMJ-AM	18.3	WTMJ-AM	17.7	WTMJ-AM (PA)	16.1
2	WISN-AM	10.5	WEZW-FM	9.9	WEZW-FM (BM)	12.7
3	WZUU-AF	8.7	WISN-AM	8.1	WISN-AM (PA)	10.8
4	WEZW-FM	7.7	WOKY-AM	7.7	WZUU-FM (B)	7.3
5	WOKY-AM	7.4	WLPX-FM	7.5	WLPX-FM (A)	7.2
6	WBCS-AF	7.1	WZUU-FM	6.6	WOKY-AM (B)	6.7
7	WLPX-FM	5.7	WNUW-FM	4.4	WBCS-FM (C)	6.2
8	WEMP-AM	3.8	WBCS-FM	4.3	WQFM-FM (A)	3.7
9	WFMR-FM	3.6	WEMP-AM	4.3	WFMR-FM (CL)	2.8
10	WKTI-FM	3.2	WQFM-FM	3.3	WEMP-AM (C)	2.2
11	WNUW-FM	2.4	WFMR-FM	3.3	WKTI-FM (B)	1.9
12	WQFM-FM	2.0	WKTI-FM	2.7	WZUU-AM (B)	1.6
13	WAWA-AM	1.9	WZUU-AM	2.3	WLUM-FM (B)	1.6
14	WBKV-FM	1.9	WAWA-AM	2.1	WBBM-AM (N)	1.5
15	WZMF-FM	1.7	WBKV-FM	1.9	WBCS-AM (C)	1.5
16	WBBM-AM	1.5	WZMF-FM	1.7	WBKV-FM (PA)	1.4
17	WRKR-FM	1.4	WBCS-AM	1.4	WNUW-FM (D)	1.4
18	WTKM-AF	1.3	WGN -AM	1.4	WNOV-AM (B)	1.2
19	WGN -AM	1.2	WBBM-AM	1.3	WYLO-AM (C)	1.2
20	WMAQ-AM	0.9	WRKR-FM	1.0	WGN -AM (PA)	1.1
21	WNOV-AM	0.8	WYLO-AM	1.0	WMAQ-AM (C)	1.0
22	WYLO-AM	0.8	WMAQ-AM	0.9	WBKV-AM (PA)	1.0
23	WAWA-FM	0.7	WAWA-FM	0.8	WAWA-AM (B)	0.9
24	WBKV-AM	0.6	WNOV-AM	0.8	WRKR-FM (B)	0.8
25	WGLB-AF	0.5	WAUK-AM	0.7	WTKM-FM (PA)	0.8
26	WAUK-AM	0.4	WBKV-AM	0.6	WIND-AM (T)	0.7
27			WTKM-FM	0.6	WLS -AM (B)	0.4
28			WTKM-AM	0.1	WTKM-AM (PA)	0.3
29					WRKR-AM (M)	0.0

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 11623

	A/M '78		O/N '78		A/M '79	
1	WTMJ-AM	339	WTMJ-AM	330	WTMJ-AM	304
2	WISN-AM	195	WEZW-FM	184	WEZW-FM	240
3	WZUU-AF	161	WISN-AM	152	WISN-AM	204
4	WEZW-FM	143	WOKY-AM	144	WZUU-FM	138
5	WOKY-AM	137	WLPX-FM	139	WLPX-FM	136
6	WBCS-AF	131	WZUU-FM	124	WOKY-AM	127
7	WLPX-FM	105	WNUW-FM	82	WBCS-FM	117
8	WEMP-AM	70	WBCS-FM	81	WQFM-FM	69
9	WFMR-FM	67	WEMP-AM	80	WFMR-FM	53
10	WKTI-FM	60	WQFM-FM	62	WEMP-AM	41

M-F, 6-10am

1	WTMJ-AM	WTMJ-AM	WTMJ-AM
2	WISN-AM	WISN-AM	WISN-AM
3	WOKY-AM	WOKY-AM	WZUU-FM
4	WZUU-AF	WZUU-FM	WOKY-AM
5	WBCS-AF	WEZW-FM	WEZW-FM
6	WEZW-FM	WEMP-AM	WBCS-FM
7	WLPX-FM	WLPX-FM	WLPX-FM
8	WEMP-AM	WBCS-FM	WQFM-FM
9	WFMR-FM	WQFM-FM	WZUU-AM
10	WKTI-FM	WNUW-FM	WEMP-AM

M-F, 3-7pm

1	WTMJ-AM	WTMJ-AM	WTMJ-AM
2	WISN-AM	WEZW-FM	WEZW-FM
3	WEZW-FM	WOKY-AM	WISN-AM
4	WZUU-AF	WLPX-FM	WLPX-FM
5	WOKY-AM	WISN-AM	WZUU-FM
6	WBCS-AF	WZUU-FM	WOKY-AM
7	WLPX-FM	WEMP-AM	WBCS-FM
8	WEMP-AM	WNUW-FM	WQFM-FM
9	WFMR-FM	WBCS-FM	WFMR-FM
10	WKTI-FM	WKTI-FM	WEMP-AM

Teens
M-S, 6am-Midnight
POP(00): 1608

	A/M '78	O/N '78	A/M '79
1	WZUU-AF	WLPX-FM	WZUU-FM
2	WOKY-AM	WZUU-FM	WLPX-FM
3	WLPX-FM	WOKY-AM	WOKY-AM
4	WZMF-FM	WKTI-FM	WTMJ-AM
5	WTMJ-AM	WRKR-FM	WRKR-FM
6	WKTI-FM	WAWA-AM	WKTI-FM
7	WRKR-FM	WTMJ-AM	WNUW-FM
8	WAWA-AM	WQFM-FM	WQFM-FM
9	WQFM-FM	WZMF-FM	WLUM-FM
10	WISN-AM	WBCS-FM	WISN-AM

M-F, 6-10am

1	WZUU-AF	WLPX-FM	WZUU-FM
2	WOKY-AM	WOKY-AM	WOKY-AM
3	WLPX-FM	WLPX-FM	WLPX-FM
4	WAWA-AM	WTMJ-AM	WTMJ-AM
5	WTMJ-AM	WKTI-FM	WRKR-FM
6	WZMF-FM	WISN-AM	WISN-AM
7	WRKR-FM	WRKR-FM	WKTI-FM
8	WAWA-AM	WQFM-FM	WBCS-FM
9	WNOV-AM	WZMF-FM	WQFM-FM
10	WKTI-FM	WZUU-AM	WNUW-FM

M-F, 3-7pm

1	WZUU-AF	WLPX-FM	WZUU-FM
2	WOKY-AM	WOKY-AM	WOKY-AM
3	WLPX-FM	WZUU-FM	WLPX-FM
4	WZMF-FM	WKTI-FM	WTMJ-AM
5	WTMJ-AM	WRKR-FM	WKTI-FM
6	WKTI-FM	WAWA-AM	WNUW-FM
7	WRKR-FM	WQFM-FM	WLUM-FM
8	WQFM-FM	WZUU-AM	WQFM-FM
9	WISN-AM	WAWA-FM	WRKR-FM
10	WBCS-AF	WTMJ-AM	WBCS-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 4090

	A/M '78	O/N '78	A/M '79
1	WISN-AM	WLPX-FM	WLPX-FM
2	WZUU-AF	WZUU-FM	WISN-AM
3	WLPX-FM	WISN-AM	WZUU-FM
4	WTMJ-AM	WOKY-AM	WQFM-FM
5	WOKY-AM	WTMJ-AM	WEZW-FM
6	WKTI-FM	WQFM-FM	WOKY-AM
7	WBCS-AF	WEZW-FM	WTMJ-AM
8	WEZW-FM	WKTI-FM	WBCS-FM
9	WQFM-FM	WBCS-FM	WKTI-FM
10	WFMR-FM	WZMF-FM	WLUM-FM

M-F, 6-10am

1	WZUU-AF	WOKY-AM	WZUU-FM
2	WISN-AM	WISN-AM	WISN-AM
3	WOKY-AM	WZUU-FM	WOKY-AM
4	WTMJ-AM	WTMJ-AM	WLPX-FM
5	WLPX-FM	WLPX-FM	WQFM-FM
6	WBCS-AF	WQFM-FM	WTMJ-AM
7	WEZW-FM	WBCS-FM	WEZW-FM
8	WKTI-FM	WEZW-FM	WBCS-FM
9	WQFM-FM	WKTI-FM	WKTI-FM
10	WEMP-AM	WEMP-AM	WZUU-AM

M-F, 3-7pm

1	WISN-AM	WLPX-FM	WLPX-FM
2	WLPX-FM	WOKY-AM	WISN-AM
3	WZUU-AF	WZUU-FM	WZUU-FM
4	WTMJ-AM	WISN-AM	WOKY-AM
5	WOKY-AM	WEZW-FM	WQFM-FM
6	WBCS-AF	WTMJ-AM	WEZW-FM
7	WEZW-FM	WQFM-FM	WTMJ-AM
8	WQFM-FM	WKTI-FM	WBCS-FM
9	WKTI-FM	WZMF-FM	WKTI-FM
10	WFMR-FM	WAWA-AM	WLUM-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 4694

	A/M '78	O/N '78	A/M '79
1	WTMJ-AM	WTMJ-AM	WTMJ-AM
2	WISN-AM	WISN-AM	WISN-AM
3	WBCS-AF	WEZW-FM	WEZW-FM
4	WOKY-AM	WOKY-AM	WBCS-FM
5	WEZW-FM	WBCS-FM	WZUU-FM
6	WZUU-AF	WNUW-FM	WOKY-AM
7	WEMP-AM	WEMP-AM	WLPX-FM
8	WFMR-FM	WZUU-FM	WQFM-FM
9	WKTI-FM	WFMR-FM	WFMR-FM
10	WLPX-FM	WLPX-FM	WBCS-AM

M-F, 6-10am

1	WTMJ-AM	WTMJ-AM	WISN-AM
2	WISN-AM	WISN-AM	WTMJ-AM
3	WOKY-AM	WOKY-AM	WZUU-FM
4	WZUU-AF	WBCS-FM	WOKY-AM
5	WBCS-AF	WEZW-FM	WBCS-FM
6	WEMP-AM	WZUU-FM	WEZW-FM
7	WEZW-FM	WEMP-AM	WQFM-FM
8	WFMR-FM	WNUW-FM	WZUU-AM
9	WLPX-FM	WZUU-AM	WLPX-FM
10	WGN -AM	WQFM-FM	WFMR-FM

M-F, 3-7pm

1	WTMJ-AM	WTMJ-AM	WTMJ-AM
2	WISN-AM	WISN-AM	WEZW-FM
3	WBCS-AF	WEZW-FM	WISN-AM
4	WEZW-FM	WOKY-AM	WBCS-FM
5	WOKY-AM	WBCS-FM	WZUU-FM
6	WEMP-AM	WEMP-AM	WOKY-AM
7	WFMR-FM	WNUW-FM	WLPX-FM
8	WZUU-AF	WZUU-FM	WEMP-AM
9	WNUW-FM	WKTI-FM	WFMR-FM
10	WKTI-FM	WFMR-FM	WQFM-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 11623

	A/M '78		O/N '78		A/M '79	
1	WTMJ-AM	4295	WTMJ-AM	4487	WTMJ-AM	4347
2	WISN-AM	3377	WISN-AM	3127	WISN-AM	3721
3	WOKY-AM	3193	WOKY-AM	3096	WOKY-AM	2888
4	WZUU-AF	2916	WZUU-FM	2375	WZUU-FM	2685
5	WLPX-FM	1945	WEZW-FM	2298	WEZW-FM	2383
6	WEZW-FM	1841	WLPX-FM	2294	WLPX-FM	2176
7	WBCS-AF	1800	WKTI-FM	1457	WBCS-FM	1461
8	WKTI-FM	1465	WEMP-AM	1316	WQFM-FM	1252
9	WEMP-AM	1062	WBCS-FM	1160	WKTI-FM	1150
10	WFMR-FM	1015	WQFM-FM	1089	WNUW-FM	1003

M-F, 6-10am

1	WTMJ-AM	WTMJ-AM	WTMJ-AM
2	WISN-AM	WISN-AM	WISN-AM
3	WOKY-AM	WOKY-AM	WOKY-AM
4	WZUU-AF	WZUU-FM	WZUU-FM
5	WBCS-AF	WEZW-FM	WEZW-FM
6	WLPX-FM	WLPX-FM	WLPX-FM
7	WEZW-FM	WBCS-FM	WBCS-FM
8	WKTI-FM	WQFM-FM	WQFM-FM
9	WEMP-AM	WEMP-AM	WKTI-FM
10	WQFM-FM	WKTI-FM	WEMP-AM

M-F, 3-7pm

1	WTMJ-AM	WTMJ-AM	WTMJ-AM
2	WZUU-AF	WOKY-AM	WISN-AM
3	WISN-AM	WISN-AM	WOKY-AM
4	WOKY-AM	WLPX-FM	WZUU-FM
5	WLPX-FM	WZUU-FM	WEZW-FM
6	WBCS-AF	WEZW-FM	WLPX-FM
7	WEZW-FM	WBCS-FM	WBCS-FM
8	WFMR-FM	WQFM-FM	WQFM-FM
9	WEMP-AM	WEMP-AM	WKTI-FM
10	WAWA-AM	WNUW-FM	WNUW-FM

Teens
M-S, 6am-Midnight
POP(00): 1608

	A/M '78	O/N '78	A/M '79
1	WZUU-AF	WLPX-FM	WZUU-FM
2	WOKY-AM	WZUU-FM	WLPX-FM
3	WLPX-FM	WOKY-AM	WOKY-AM
4	WTMJ-AM	WKTI-FM	WTMJ-AM
5	WKTI-FM	WTMJ-AM	WKTI-FM
6	WRKR-FM	WRKR-FM	WNUW-FM
7	WZMF-FM	WQFM-FM	WRKR-FM
8	WQFM-FM	WZMF-FM	WISN-AM
9	WAWA-AM	WISN-AM	WQFM-FM
10	WISN-AM	WZUU-AM	WBCS-FM

M-F, 6-10am

1	WZUU-AF	WOKY-AM	WZUU-FM
2	WOKY-AM	WZUU-FM	WOKY-AM
3	WLPX-FM	WOKY-AM	WLPX-FM
4	WAWA-AM	WKTI-FM	WRKR-FM
5	WTMJ-AM	WTMJ-AM	WTMJ-AM
6	WKTI-FM	WRKR-FM	WISN-AM
7	WZMF-FM	WISN-AM	WNUW-FM
8	WRKR-FM	WQFM-FM	WBCS-FM
9	WNOV-AM	WZMF-FM	WKTI-FM
10	WISN-AM	WZUU-AM	WQFM-FM

M-F, 3-7pm

1	WZUU-AF	WLPX-FM	WZUU-FM
2	WOKY-AM	WZUU-FM	WOKY-AM
3	WLPX-FM	WOKY-AM	WLPX-FM
4	WTMJ-AM	WKTI-FM	WTMJ-AM
5	WKTI-FM	WQFM-FM	WKTI-FM
6	WRKR-FM	WRKR-FM	WRKR-FM
7	WQFM-FM	WISN-AM	WNUW-FM
8	WZMF-FM	WTMJ-AM	WLUM-FM
9	WISN-AM	WZMF-FM	WBCS-FM
10	WBCS-AF	WAWA-FM	WZUU-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 4090

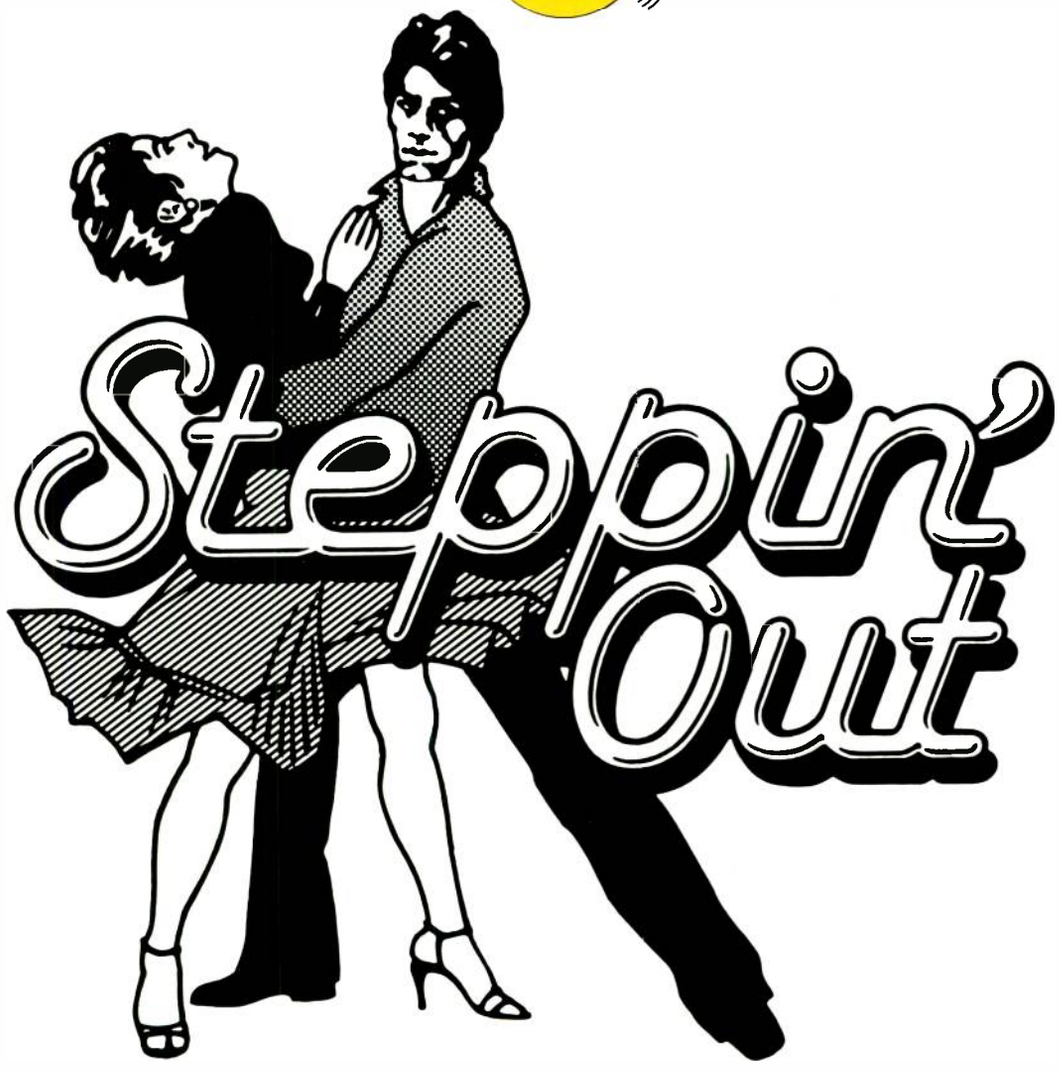
	A/M '78	O/N '78	A/M '79
1	WZUU-AF	WOKY-AM	WZUU-FM
2	WOKY-AM	WLPX-FM	WISN-AM
3	WISN-AM	WZUU-FM	WLPX-FM
4	WLPX-FM	WISN-AM	WOKY-AM
5	WTMJ-AM	WTMJ-AM	WTMJ-AM
6	WKTI-FM	WKTI-FM	WQFM-FM
7	WQFM-FM	WQFM-FM	WKTI-FM
8	WBCS-AF	WZMF-FM	WBCS-FM
9	WEZW-FM	WEZW-FM	WNUW-FM
10	WRKR-FM	WBCS-FM	WEZW-FM

M-F, 6-10am

1	WZUU-AF	WOKY-AM	WISN-AM
2	WOKY-AM	WISN-AM	WZUU-FM
3	WISN-AM	WZUU-FM	WOKY-AM
4	WLPX-FM	WTMJ-AM	WLPX-FM
5	WTMJ-AM	WLPX-FM	WQFM-FM
6	WKTI-FM	WQFM-FM	WTMJ-AM
7	WQFM-FM	WKTI-FM	WBCS-FM
8	WBCS-AF	WEZW-FM	WKTI-FM
9	WEZW-FM	WBCS-FM	WZUU-AM
10	WRKR-FM	WZMF-FM	WEZW-FM

(Please turn to page 150)

The Egg Dances



STEPPIN' OUT is a weekly 3-hour whirlwind sweep of America's dance scene. Each week, disco DJ's from 20 top clubs across the nation introduce their hottest records — and artists like Gloria Gaynor, Peaches & Herb and the Village People introduce their own hits — on this fast-paced, theatrical show now heard on 115 stations from coast-to-coast — including 42 of the top 50 markets.

Available to one station per market on a barter basis in Arbitron measured markets, and on a cash basis in unmeasured and foreign markets.

Golden Egg:

1373 Westwood Boulevard
Los Angeles, California 90024
(213) 475-0817

The Force In Radio Syndication

Please send information and
Demo on: Steppin' Out

Your Name _____ Title _____ Station _____

Address _____ Phone No. _____

Minneapolis-St. Paul

METRO RANK **15**

A/M '79 Market Overview

At the risk of being redundant, the A/M '79 Arbitron again shows **WCCO,** the P/A giant, atop the Twin Cities market. WCCO is number one among adults 25-49 with a 26 share. Twins baseball and a full-service image help keep this leviathan rolling along.

Among the other stations, **Doubleday's KDWB-AM-FM** (simulcast during the sweep) earned a combined share of 8.3 among persons 12+. KDWB was #1 among teens and popular with young adults 18-34. Stations ran massive bumper sticker contest giving away over $60,000 in cash and prizes. Over 400,000 bumper stickers were used during the promotion, and several $10,000 cash awards were made. Lots of visibility and excitement for KDWB-AM-FM.

AOR stations **KQRS-AM-FM** (another simulcast situation) improved their stance, with a combined 12+ share of 7.9. KQRS is number one among young adults 18-34. Outside ads were placed in TV and print. Key to on-air success is "Superstars" format from **Burkhart/Abrams.** What's left of the P/A market after WCCO carves out its chunk was shared primarily among **KSTP** and **WCCO-FM.** KSTP's share of adults 25-49 was almost two points ahead of WCCO-FM in the A/M '79 survey.

Country station **WDGY** showed some worthwile gains in this book. Factors that improved WDGY's numbers included promotions aimed at increasing time spent listening (which did occur), giving away 1000 prizes in 30 days. WDGY also had the **NBC** network affiliation for the first time this sweep. Outside advertising was limited to billboards only. Middays, PM drive showed most improvement for WDGY.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 16684

	A/M '78		O/N '78		A/M '79	
1	WCCO-AM	26.1	WCCO-AM	28.6	WCCO-AM(PA)	30.6
2	WCCO-FM	7.9	KEEY-FM	6.4	KQRS-FM(A)	6.7
3	KEEY-FM	7.4	WCCO-FM	6.0	KSTP-FM(PA)	6.1
4	KQRS-FM	7.1	KDWB-AM	5.4	WAYL-FM(BM)	6.0
5	KDWB-AM	6.0	KQRS-FM	5.3	KEEY-FM(BM)	6.0
6	WAYL-FM	4.4	WAYL-FM	5.1	WCCO-FM(PA)	5.8
7	KDWB-FM	4.2	KSTP-FM	5.0	WDGY-AM(C)	5.7
8	KSTP-FM	4.1	KSTP-AM	4.9	KDWB-AM(R)	5.1
9	KSTP-AM	4.1	WDGY-AM	4.6	KSTP-AM(R)	3.3
10	WDGY-AM	4.1	KDWB-FM	3.2	KDWB-FM(R)	3.2
11	KRSI-AM	2.6	KFMX-FM	2.6	WAYL-AM(BM)	2.0
12	WAYL-AM	2.0	KRSI-AM	2.1	WLOL-FM(A)	1.9
13	KFMX-FM	2.0	WAYL-AM	1.7	KFMX-FM(D)	1.9
14	WWTC-AM	1.9	WWTC-AM	1.7	KQRS-AM(A)	1.2
15	KQRS-AM	1.8	WLOL-FM	1.5	KRSI-AM(C)	1.1
16	KTCR-FM	1.5	KTCR-FM	1.5	KEEY-AM(BM)	1.0
17	WLOL-AM	1.5	KEEY-AM	1.5	KTCR-FM(C)	1.0
18	KEEY-AM	1.5	KQRS-AM	1.4	KTCR-AM(C)	0.9
19	WLOL-FM	1.2	WRRD-AM	0.7	WWTC-AM(PA)	0.6
20	KTCR-AM	0.4	KTCR-AM	0.3	WMIN-AM(BM)	0.5
21			KNOF-FM	0.3	WIXK-AM(PA)	0.4
22					WIXK-FM(M)	0.0

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 16684

	A/M '78		O/N '78		A/M '79	
1	WCCO-AM	692	WCCO-AM	738	WCCO-AM	809
2	WCCO-FM	210	KEEY-FM	165	KQRS-FM	177
3	KEEY-FM	196	WCCO-FM	156	KSTP-FM	161
4	KQRS-FM	189	KDWB-AM	139	WAYL-FM	158
5	KDWB-AM	158	KQRS-FM	137	KEEY-FM	158
6	WAYL-FM	116	WAYL-FM	132	WCCO-FM	154
7	KDWB-FM	110	KSTP-FM	129	WDGY-AM	151
8	KSTP-FM	109	KSTP-AM	127	KDWB-AM	134
9	KSTP-AM	108	WDGY-AM	118	KSTP-AM	88
10	WDGY-AM	108	KDWB-FM	83	KDWB-FM	84

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	WCCO-AM	WCCO-AM	WCCO-AM
2	WCCO-FM	WCCO-FM	WCCO-FM
3	KQRS-FM	KSTP-AM	KSTP-FM
4	KDWB-AM	KEEY-FM	WDGY-AM
5	KSTP-AM	KDWB-AM	KQRS-FM
6	KEEY-FM	WDGY-AM	KDWB-AM
7	WAYL-FM	KQRS-FM	KEEY-FM
8	WDGY-AM	KSTP-FM	KSTP-AM
9	KSTP-FM	WAYL-FM	WAYL-FM
10	KDWB-FM	KDWB-FM	KDWB-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	WCCO-AM	WCCO-AM	WCCO-AM
2	WCCO-FM	KEEY-FM	KQRS-FM
3	KEEY-FM	WCCO-FM	KSTP-FM
4	KQRS-FM	KSTP-FM	WDGY-AM
5	KDWB-AM	KQRS-FM	KEEY-FM
6	WDGY-AM	WAYL-FM	WAYL-FM
7	KSTP-AM	KDWB-AM	KDWB-AM
8	KDWB-FM	KSTP-AM	WCCO-FM
9	KSTP-FM	WDGY-AM	KSTP-AM
10	WAYL-FM	KDWB-FM	KDWB-FM

Teens
M-S, 6am-Midnight
POP(00): 2303

	A/M '78	O/N '78	A/M '79
1	KDWB-AM	KDWB-AM	KDWB-AM
2	KDWB-FM	KDWB-FM	KDWB-FM
3	KQRS-FM	KQRS-FM	KQRS-FM
4	KSTP-AM	KSTP-AM	WCCO-AM
5	WCCO-AM	KQRS-AM	KSTP-AM
6	KQRS-AM	WCCO-FM	WCCO-FM
7	WCCO-FM	WCCO-AM	KFMX-FM
8	WDGY-AM	WDGY-AM	KSTP-FM
9	KRSI-AM	KFMX-FM	WDGY-AM
10	KEEY-AM	KSTP-FM	KQRS-AM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	KDWB-AM	KDWB-AM	KDWB-AM
2	KDWB-FM	KDWB-FM	KDWB-FM
3	WCCO-AM	WCCO-FM	KQRS-FM
4	KSTP-AM	KSTP-AM	WCCO-AM
5	KQRS-FM	WCCO-AM	KSTP-AM
6	WCCO-FM	KQRS-FM	WCCO-FM
7	KQRS-AM	WDGY-AM	KQRS-AM
8	WDGY-AM	KQRS-AM	KFMX-FM
9	KRSI-AM	KFMX-FM	KSTP-FM
10	KEEY-AM	WLOL-FM	WDGY-AM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	KDWB-FM	KDWB-FM	KDWB-FM
2	KDWB-FM	KDWB-AM	KDWB-AM
3	KSTP-AM	KQRS-FM	KQRS-FM
4	KQRS-FM	KSTP-FM	KSTP-AM
5	KQRS-AM	KQRS-AM	WDGY-AM
6	WDGY-AM	WCCO-FM	WCCO-AM
7	WCCO-AM	KSTP-AM	KFMX-FM
8	WCCO-FM	WCCO-AM	KSTP-FM
9	KRSI-AM	WDGY-AM	KQRS-AM
10	KEEY-AM	WLOL-FM	WCCO-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 6780

	A/M '78	O/N '78	A/M '79
1	WCCO-FM	WCCO-AM	WCCO-AM
2	KQRS-FM	KQRS-FM	KQRS-FM
3	WCCO-AM	KSTP-AM	KSTP-FM
4	KSTP-AM	WCCO-FM	WCCO-FM
5	KSTP-FM	KSTP-FM	WDGY-AM
6	KDWB-AM	KDWB-AM	KSTP-AM
7	KEEY-FM	WDGY-AM	KEEY-FM
8	WDGY-AM	KEEY-FM	KDWB-AM
9	KFMX-FM	KFMX-FM	WLOL-FM
10	KDWB-FM	WLOL-FM	WAYL-FM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	WCCO-AM	WCCO-AM	WCCO-AM
2	WCCO-FM	KSTP-AM	KSTP-FM
3	KQRS-FM	WCCO-FM	KQRS-FM
4	KSTP-AM	KQRS-FM	KSTP-AM
5	KDWB-AM	KSTP-FM	WCCO-FM
6	KSTP-FM	KDWB-AM	WDGY-AM
7	WDGY-AM	WDGY-AM	KEEY-AM
8	KEEY-FM	KEEY-FM	KDWB-AM
9	KQRS-AM	KFMX-FM	WLOL-FM
10	KDWB-FM	WLOL-FM	KFMX-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	KSTP-AM	KQRS-AM	KQRS-FM
2	KQRS-FM	WCCO-AM	KSTP-FM
3	WCCO-AM	KQRS-FM	WCCO-AM
4	KEEY-FM	WCCO-FM	WCCO-FM
5	KDWB-AM	KSTP-FM	WDGY-AM
6	WDGY-AM	KDWB-AM	KSTP-AM
7	KSTP-AM	KEEY-FM	KEEY-FM
8	KSTP-FM	WDGY-AM	KDWB-AM
9	KQRS-AM	KRSI-AM	WLOL-FM
10	KFMX-FM	KFMX-FM	KFMX-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 7005

	A/M '78	O/N '78	A/M '79
1	WCCO-AM	WCCO-AM	WCCO-AM
2	KEEY-FM	KEEY-FM	KSTP-FM
3	WCCO-FM	KSTP-FM	WDGY-AM
4	WDGY-AM	WCCO-FM	WCCO-FM
5	KSTP-FM	WDGY-AM	KEEY-FM
6	WAYL-FM	KSTP-AM	WAYL-FM
7	KQRS-FM	WAYL-FM	KSTP-AM
8	KSTP-AM	KQRS-FM	KQRS-FM
9	KRSI-AM	KDWB-AM	KDWB-AM
10	KDWB-AM	KRSI-AM	WAYL-AM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	WCCO-AM	WCCO-AM	WCCO-AM
2	WCCO-FM	WCCO-FM	KSTP-FM
3	KEEY-FM	KSTP-AM	WDGY-AM
4	KSTP-AM	KEEY-FM	WCCO-FM
5	WDGY-AM	WDGY-AM	KSTP-AM
6	KSTP-FM	KSTP-FM	KEEY-FM
7	WAYL-FM	KQRS-FM	KDWB-AM
8	KRSI-AM	KDWB-AM	WAYL-FM
9	KDWB-AM	WWTC-AM	KFMX-FM
10	KQRS-FM	KRSI-AM	WLOL-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	WCCO-AM	WCCO-AM	WCCO-AM
2	KEEY-FM	KEEY-FM	KSTP-FM
3	WCCO-FM	KSTP-FM	WDGY-AM
4	WDGY-AM	WDGY-AM	WCCO-FM
5	KSTP-FM	WCCO-FM	KEEY-FM
6	WAYL-FM	KSTP-AM	WAYL-FM
7	KQRS-FM	WAYL-FM	KSTP-AM
8	KSTP-AM	KQRS-AM	KQRS-FM
9	KRSI-AM	KDWB-AM	KDWB-AM
10	WLOL-AM	KRSI-AM	WAYL-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 16684

	A/M '78		O/N '78		A/M '79	
1	WCCO-AM	8106	WCCO-AM	8782	WCCO-AM	933
2	KDWB-AM	4101	KSTP-AM	3747	KDWB-AM	330
3	KSTP-AM	3639	KDWB-AM	3659	WCCO-FM	315
4	WCCO-FM	3228	WCCO-FM	2867	WAYL-FM	255
5	WDGY-AM	2507	WDGY-AM	2498	KSTP-AM	248
6	KEEY-FM	2467	KEEY-FM	2288	KSTP-FM	246
7	KQRS-FM	2233	KQRS-FM	2274	WDGY-AM	243
8	KDWB-FM	2080	KDWB-FM	2167	KQRS-FM	240
9	WAYL-FM	1762	KSTP-FM	2143	KEEY-FM	232
10	KSTP-FM	1753	WAYL-FM	1810	KDWB-FM	193

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	WCCO-AM	WCCO-AM	WCCO-AM
2	KDWB-AM	KSTP-AM	KDWB-AM
3	KSTP-AM	KDWB-AM	WCCO-FM
4	WCCO-FM	WCCO-FM	KQRS-FM
5	KQRS-FM	KQRS-FM	KSTP-AM
6	WDGY-AM	WDGY-AM	KSTP-FM
7	KEEY-FM	KEEY-FM	WDGY-AM
8	KDWB-FM	KSTP-FM	KEEY-FM
9	KSTP-FM	KDWB-FM	WAYL-FM
10	WAYL-FM	WAYL-FM	KDWB-FM

M-F 3-7pm

	A/M '78	O/N '78	A/M '79
1	WCCO-AM	WCCO-AM	WCCO-AM
2	KDWB-AM	KDWB-AM	KDWB-AM
3	KSTP-AM	KSTP-AM	KQRS-FM
4	WCCO-FM	WCCO-FM	KSTP-FM
5	KEEY-FM	KQRS-FM	WCCO-FM
6	KQRS-FM	KEEY-FM	WDGY-AM
7	WDGY-AM	WDGY-AM	KSTP-AM
8	KDWB-FM	KSTP-FM	KEEY-FM
9	KRSI-AM	KDWB-FM	WAYL-FM
10	KSTP-FM	WAYL-FM	KDWB-FM

Teens
M-S, 6am-Midnight
POP(00): 2303

	A/M '78	O/N '78	A/M '79
1	KDWB-AM	KDWB-AM	KDWB-AM
2	KDWB-FM	KDWB-FM	KDWB-FM
3	KSTP-AM	KSTP-AM	WCCO-AM
4	WCCO-AM	KQRS-FM	KQRS-FM
5	KQRS-FM	WCCO-AM	KSTP-AM
6	WCCO-FM	KQRS-AM	WCCO-FM
7	WDGY-AM	WCCO-FM	KSTP-FM
8	KQRS-AM	WDGY-AM	KFMX-FM
9	KRSI-AM	KSTP-FM	KQRS-AM
10	KSTP-FM	KFMX-FM	WDGY-AM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	KDWB-AM	KDWB-AM	KDWB-AM
2	KDWB-FM	KDWB-FM	KQRS-FM
3	WCCO-AM	KSTP-AM	WCCO-AM
4	KSTP-AM	WCCO-AM	KDWB-FM
5	KQRS-FM	KQRS-FM	KSTP-AM
6	KQRS-AM	WCCO-FM	WCCO-FM
7	WCCO-FM	KQRS-AM	KQRS-AM
8	WDGY-AM	WDGY-AM	KSTP-FM
9	KSTP-FM	KFMX-FM	WDGY-AM
10	KEEY-AM	KRSI-AM	KFMX-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	KDWB-AM	KDWB-AM	KDWB-AM
2	KDWB-FM	KDWB-FM	KDWB-FM
3	KSTP-AM	KSTP-AM	KQRS-FM
4	KQRS-FM	KQRS-FM	KSTP-AM
5	WDGY-AM	KQRS-AM	WCCO-AM
6	KQRS-AM	KSTP-FM	WCCO-FM
7	WCCO-AM	WCCO-FM	KSTP-FM
8	WCCO-FM	WCCO-AM	KFMX-FM
9	KRSI-AM	WDGY-AM	KQRS-AM
10	KSTP-FM	KFMX-FM	WDGY-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 6780

	A/M '78	O/N '78	A/M '79
1	KSTP-AM	WCCO-AM	WCCO-AM
2	KDWB-AM	KSTP-AM	KSTP-FM
3	WCCO-AM	KDWB-AM	KSTP-AM
4	WCCO-FM	WCCO-FM	WCCO-FM
5	KQRS-FM	KQRS-FM	KDWB-AM
6	WDGY-AM	KSTP-FM	KQRS-FM
7	KSTP-FM	WDGY-AM	WDGY-AM
8	KQRS-AM	KQRS-AM	WLOL-FM
9	KFMX-FM	KDWB-FM	KDWB-FM
10	KDWB-FM	KFMX-FM	KEEY-FM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	KSTP-AM	WCCO-AM	WCCO-AM
2	WCCO-AM	KSTP-AM	KSTP-AM
3	WCCO-FM	WCCO-FM	KSTP-FM
4	KDWB-AM	KQRS-FM	KQRS-FM
5	KQRS-FM	KDWB-AM	KDWB-AM
6	WDGY-AM	KSTP-FM	WCCO-FM
7	KSTP-FM	WDGY-AM	WDGY-AM
8	KQRS-AM	KQRS-AM	WLOL-FM
9	KDWB-FM	KEEY-FM	KDWB-FM
10	KEEY-FM	KDWB-FM	KEEY-FM

The Egg Rocks

ROCKIN' OUT

The legends and the latest in rock-and-roll are spotlighted in **ROCKIN' OUT** — a 2-hour weekly show featuring the week's hottest rock-and-roll as reported live by disc jockeys from leading rock stations coast-to-coast — plus cameo appearances by four top rock stars introducing cuts from their current albums. Hosted by fabled programmer Buzz Bennett and consulted by Lee Abrams, **ROCKIN' OUT** premieres Winter 1980.

Available to one station per market on a barter basis in Arbitron measured markets, and on a cash basis in unmeasured and foreign markets.

Golden Egg:

1373 Westwood Boulevard
Los Angeles, California 90024
(213) 475-0817

The Force In Radio Syndication

Please send information and
Demo on : Rockin' Out

Your Name _____ Title _____ Station _____

Address _____ Phone No. _____

Minneapolis-St. Paul

Continued

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	KSTP-AM	KSTP-AM	WCCO-AM
2	WCCO-FM	WCCO-AM	KQRS-FM
3	KDWB-AM	KDWB-AM	KSTP-FM
4	KQRS-FM	KQRS-FM	WCCO-FM
5	WCCO-AM	WCCO-FM	KSTP-AM
6	WDGY-AM	KSTP-FM	KDWB-AM
7	KQRS-AM	WDGY-AM	WDGY-AM
8	KSTP-FM	KQRS-AM	WLOL-FM
9	KEEY-FM	KDWB-FM	KDWB-FM
10	KFMX-FM	KFMX-FM	KEEY-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 7005

	A/M '78	O/N '78	A/M '79
1	WCCO-AM	WCCO-AM	WCCO-AM
2	WDGY-AM	KSTP-AM	WDGY-AM
3	WCCO-FM	WCCO-FM	WCCO-FM
4	KSTP-AM	WDGY-AM	KSTP-FM
5	KEEY-FM	KDWB-AM	WAYL-FM
6	KDWB-AM	KSTP-FM	KEEY-FM
7	WAYL-FM	KEEY-FM	KDWB-AM
8	KSTP-FM	WAYL-FM	KSTP-AM
9	KRSI-AM	KQRS-FM	WAYL-AM
10	KQRS-FM	KRSI-AM	KQRS-FM

M-F, 6-10am

1	WCCO-AM	WCCO-AM	WCCO-AM
2	WCCO-FM	KSTP-AM	WDGY-AM
3	KSTP-AM	WCCO-FM	WCCO-FM
4	WDGY-AM	WDGY-AM	KSTP-FM
5	KEEY-FM	KEEY-FM	KDWB-AM
6	KSTP-FM	KSTP-FM	KSTP-AM
7	KDWB-AM	KDWB-AM	WAYL-FM
8	KRSI-AM	KQRS-FM	KEEY-FM
9	WAYL-FM	WAYL-FM	WAYL-AM
10	KQRS-FM	WAYL-AM	WLOL-FM

M-F, 3-7pm

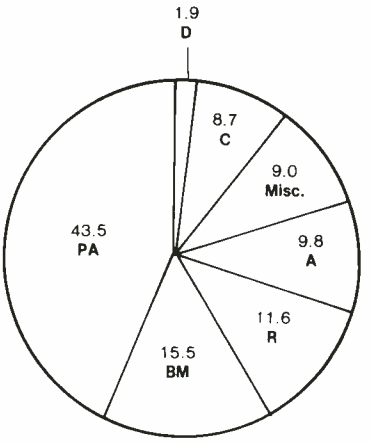
1	WCCO-AM	WCCO-AM	WCCO-AM
2	WDGY-AM	WCCO-FM	WDGY-AM
3	KEEY-FM	KSTP-AM	KSTP-FM
4	KSTP-AM	WDGY-AM	WCCO-FM
5	WCCO-FM	KSTP-FM	KSTP-AM
6	KDWB-AM	KEEY-FM	WAYL-FM
7	KSTP-FM	KDWB-AM	KDWB-AM
8	WAYL-FM	KQRS-FM	KEEY-FM
9	KRSI-AM	WAYL-FM	WAYL-AM
10	KEEY-AM	KDWB-FM	KQRS-FM

Format Legend

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

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Milwaukee

Continued from page 146

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	WZUU-AF	WOKY-AM	WLPX-FM
2	WISN-AM	WLPX-FM	WZUU-FM
3	WOKY-AM	WISN-AM	WISN-AM
4	WLPX-FM	WZUU-FM	WOKY-AM
5	WKTI-FM	WKTI-FM	WQFM-FM
6	WTMJ-AM	WTMJ-AM	WTMJ-AM
7	WBCS-AF	WQFM-FM	WBCS-FM
8	WQFM-FM	WZMF-FM	WKTI-FM
9	WRKR-FM	WEZW-FM	WNUW-FM
10	WFMR-FM	WBCS-FM	WEZW-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 4694

	A/M '78	O/N '78	A/M '79
1	WTMJ-AM	WTMJ-AM	WTMJ-AM
2	WISN-AM	WISN-AM	WISN-AM
3	WOKY-AM	WOKY-AM	WOKY-AM
4	WZUU-AF	WEZW-FM	WEZW-FM
5	WBCS-AF	WEMP-AM	WZUU-FM
6	WEZW-FM	WZUU-FM	WBCS-FM
7	WEMP-AM	WBCS-FM	WLPX-FM
8	WFMR-FM	WLPX-FM	WEMP-AM
9	WKTI-FM	WKTI-FM	WQFM-FM
10	WLPX-FM	WNUW-FM	WBCS-AM

M-F, 6-10am

1	WTMJ-AM	WTMJ-AM	WISN-AM
2	WISN-AM	WISN-AM	WTMJ-AM
3	WOKY-AM	WOKY-AM	WOKY-AM
4	WZUU-AF	WEZW-FM	WZUU-FM
5	WBCS-AF	WBCS-FM	WEZW-FM
6	WEMP-AM	WZUU-FM	WBCS-FM
7	WEZW-FM	WEMP-AM	WLPX-FM
8	WKTI-FM	WNUW-FM	WEMP-AM
9	WFMR-FM	WKTI-FM	WQFM-FM
10	WLPX-FM	WFMR-FM	WBCS-AM

M-F, 3-7pm

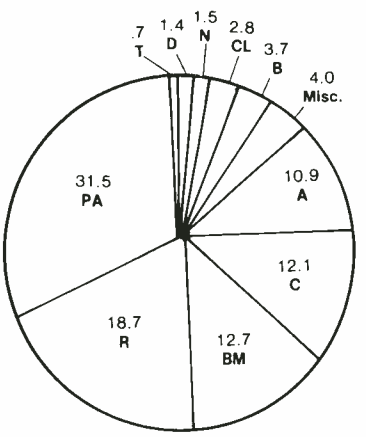
1	WTMJ-AM	WTMJ-AM	WISN-AM
2	WISN-AM	WISN-AM	WTMJ-AM
3	WBCS-AF	WOKY-AM	WOKY-AM
4	WOKY-AM	WEZW-FM	WEZW-FM
5	WZUU-AF	WEMP-AM	WZUU-FM
6	WEMP-AM	WBCS-FM	WBCS-FM
7	WEZW-FM	WZUU-FM	WLPX-FM
8	WFMR-FM	WNUW-FM	WEMP-AM
9	WKTI-FM	WLPX-FM	WQFM-FM
10	WLPX-FM	WKTI-FM	WBCS-AM

Format Legend

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

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



The Egg Goes Broadway

The Great American Musical

From the Great White Way to the silver screen, America's greatest musicals — and exclusive interviews with the superstars who brought them to us — come to you on **THE GREAT AMERICAN MUSICAL.** From the days of Show Boat to the latest Broadway hits — with in-person appearances by legends like Astaire, Merman and Channing — with tributes to greats like Garland and Busby Berkeley — **THE GREAT AMERICAN MUSICAL** is a weekly 2-hour spectacular hosted by Gavin Award-winning Chuck Southcott. Premieres Winter 1980.

Available to one station per market on a barter basis in Arbitron measured markets, and on a cash basis in unmeasured and foreign markets.

Golden Egg:

1373 Westwood Boulevard
Los Angeles, California 90024
(213) 475-0817

The Force In Radio Syndication

Please send information and
Demo on: The Great American Musical

Your Name _____ Title _____ Station _____

Address _____ Phone No. _____

Mobile

METRO RANK **82**

A/M '79 Market Overview

Top 40 Rock station **WKRG** slides for second consecutive report but still ranks #1 12+, with almost 15% of the market. WKRG is tops with adults 18-34 and with teens. Station promotes extensively, using "Cash Call" contest, bumper sticker campaign, and many personal appearances throughout the market. Outside ad campaign consisted of a heavy showing of billboards and some animated :10 TV spots.

One of the most resurgent stations in this survey was Black-formatted **WBLX.** WBLX ranks second 12+ in the metro and scored well across a broad range of demos. Station ran no outside ads but concentrated instead on promotions on-air. Big event was fifth birthday party which fell on May 14. Station air sound consists of mix of Dancemusic, Jazz, Top 40 and Pop/Rhythm tracks.

Another station that almost doubled its 12+ share is Country entry **WKSJ-FM.** WKSJ advanced five shares and is now #1 among adults 25-49. Station used "I love you Mobile" campaign. Outside advertising was placed in TV and billboards. WKSJ-FM scored advances across all major dayparts, pulled especially well among male audiences.

Beautiful Music **WLPR** had a stable book, remaining with about an 11 share of the total 12+ audience in the metro. Now ranked fourth overall, WLPR skews to 35+ demos, programs **Schulke** format. No on-air contests.

AOR leader for the Mobile market is **WABB-FM.** WABB-FM's numbers were down in this book due to drastic decline in young adult numbers, especially men in AM drive and women in the evening. WABB-FM is, though, still number two among adults 18-34. Station dominated area with very heavy billboard showing, gave away a Trans Am during station promotion.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 3413

	A/M '78		O/N '78		A/M '79	
1	WKRG-FM	21.7	WKRG-FM	19.3	WKRG-FM(M)	14.7
2	WABB-AF	17.5	WABB-FM	14.9	WBLX-FM(B)	11.8
3	WKSJ-AF	11.4	WLPR-FM	11.2	WKSJ-FM(C)	11.2
4	WUNI-AM	10.7	WKRG-AM	9.0	WLPR-FM(BM)	11.0
5	WBLX-FM	7.8	WUNI-AM	8.6	WABB-FM(A)	10.6
6	WLPR-FM	7.4	WBLX-FM	7.1	WUNI-AM(C)	9.8
7	WKRG-AM	5.3	WABB-AM	6.3	WKRG-AM(PA)	7.1
8	WGOK-AM	5.3	WKSJ-FM	5.9	WGOK-AM(B)	6.1
9	WMOB-AM	3.8	WMOB-AM	5.3	WABB-AM(R)	5.3
10	WMOO-AM	2.9	WGOK-AM	5.1	WMOB-AM(PA)	3.9
11	WLIQ-AM	2.1	WMOO-AM	2.4	WKSJ-AM(C)	1.6
12	WMGP-FM	1.1	WKSJ-AM	1.0	WMOO-AM(RL)	1.4
13	WBCA-AM	0.8	WLIQ-AM	1.0	WHSP-FM(RL)	1.4
14			WJLQ-FM	0.8	WLIQ-AM(M)	0.8
15			WHSP-FM	0.4	WWL -AM(M)	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3413

	A/M '78		O/N '78		A/M '79	
1	WKRG-FM	103	WKRG-FM	98	WKRG-FM	72
2	WABB-AF	83	WABB-FM	76	WBLX-FM	58
3	WKSJ-AF	54	WLPR-FM	57	WKSJ-FM	55
4	WUNI-AM	51	WKRG-AM	46	WLPR-FM	54
5	WBLX-FM	37	WUNI-AM	44	WABB-FM	52

M-F, 6-10am

1	WABB-AF	WKRG-FM	WKRG-FM
2	WKRG-FM	WKRG-AM	WKSJ-FM
3	WUNI-AM	WABB-FM	WUNI-AM
4	WKSJ-AF	WLPR-FM	WKRG-AM
5	WKRG-AM	WUNI-AM	WLPR-FM

M-F, 3-7pm

1	WKRG-FM	WKRG-FM	WKRG-FM
2	WABB-AF	WABB-FM	WABB-FM
3	WKSJ-AF	WLPR-FM	WBLX-FM
4	WBLX-FM	WUNI-AM	WLPR-FM
5	WUNI-AM	WBLX-FM	WUNI-AM

Teens
M-S, 6am-Midnight
POP(00): 519

	A/M '78	O/N '78	A/M '79
1	WABB-AF	WKRG-FM	WKRG-FM
2	WKRG-FM	WABB-FM	WABB-FM
3	WBLX-FM	WABB-AM	WBLX-FM
4	WGOK-AM	WBLX-FM	WABB-AM
5	WMGP-FM	WGOK-AM	WGOK-AM

M-F, 6-10am

1	WABB-AF	WKRG-FM	WKRG-FM
2	WKRG-FM	WABB-FM	WABB-FM
3	WBLX-FM	WABB-AM	WABB-AM
4	WGOK-AM	WBLX-FM	WBLX-FM
5	WKSJ-AF	WGOK-AM	WUNI-AM

M-F, 3-7pm

1	WKRG-FM	WKRG-FM	WABB-FM
2	WABB-AF	WABB-FM	WBLX-FM
3	WBLX-FM	WBLX-FM	WKRG-FM
4	WGOK-AM	WABB-AM	WABB-AM
5	WMOO-AM	WKRG-AM	WGOK-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1183

	A/M '78	O/N '78	A/M '79
1	WKRG-FM	WKRG-FM	WKRG-FM
2	WABB-AF	WABB-FM	WABB-FM
3	WKSJ-AF	WBLX-FM	WBLX-FM
4	WUNI-AM	WKSJ-FM	WKSJ-FM
5	WBLX-FM	WLPR-FM	WABB-AM

M-F, 6-10am

1	WABB-AF	WKRG-FM	WKRG-FM
2	WKRG-FM	WABB-FM	WABB-FM
3	WKSJ-AF	WKSJ-FM	WKSJ-FM
4	WUNI-AM	WLPR-FM	WBLX-FM
5	WBLX-FM	WBLX-FM	WUNI-AM

M-F, 3-7pm

1	WKRG-FM	WKRG-FM	WABB-FM
2	WABB-AF	WABB-FM	WKRG-FM
3	WKSJ-AF	WKSJ-FM	WBLX-FM
4	WUNI-AM	WLPR-FM	WKSJ-FM
5	WBLX-FM	WBLX-FM	WABB-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1343

	A/M '78	O/N '78	A/M '79
1	WKRG-FM	WKRG-FM	WKSJ-FM
2	WUNI-AM	WUNI-AM	WUNI-AM
3	WKSJ-AF	WKSJ-FM	WKRG-FM
4	WABB-AF	WLPR-FM	WBLX-FM
5	WLPR-FM	WABB-FM	WLPR-FM

M-F, 6-10am

1	WKRG-FM	WKRG-FM	WUNI-AM
2	WUNI-AM	WKSJ-FM	WKSJ-FM
3	WABB-AF	WUNI-AM	WKRG-AM
4	WKSJ-AF	WLPR-FM	WKRG-FM
5	WKRG-AM	WABB-FM	WBLX-FM

M-F, 3-7pm

1	WKRG-FM	WKRG-FM	WUNI-AM
2	WUNI-AM	WUNI-AM	WKSJ-FM
3	WKSJ-AF	WKSJ-FM	WLPR-FM
4	WLPR-FM	WLPR-FM	WABB-FM
5	WBLX-FM	WABB-FM	WABB-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3413

	A/M '78		O/N '78		A/M '79	
1	WKRG-FM	1159	WKRG-FM	1280	WKRG-FM	1095
2	WABB-AF	1147	WABB-FM	1030	WABB-FM	776
3	WKRG-AM	649	WABB-AM	827	WBLX-FM	715
4	WUNI-AM	624	WKRG-AM	736	WABB-AM	696
5	WBLX-FM	585	WBLX-FM	600	WUNI-AM	638

M-F, 6-10am

1	WABB-AF	WKRG-FM	WKRG-FM
2	WKRG-FM	WABB-FM	WKSJ-FM
3	WKRG-AM	WABB-AM	WBLX-FM
4	WUNI-AM	WKRG-AM	WABB-AM
5	WBLX-FM	WUNI-AM	WKRG-AM

M-F, 3-7pm

1	WKRG-FM	WKRG-FM	WKRG-FM
2	WABB-AF	WABB-FM	WBLX-FM
3	WUNI-AM	WABB-AM	WABB-FM
4	WBLX-FM	WKRG-AM	WUNI-AM
5	WKRG-AM	WUNI-AM	WABB-AM

Teens
M-S, 6am-Midnight
POP(00): 519

	A/M '78	O/N '78	A/M '79
1	WKRG-FM	WKRG-FM	WKRG-FM
2	WABB-AF	WABB-FM	WABB-FM
3	WBLX-FM	WABB-AM	WBLX-FM
4	WKRG-AM	WBLX-FM	WABB-AM
5	WGOK-AM	WGOK-AM	WGOK-AM

M-F, 6-10am

1	WKRG-FM	WKRG-FM	WKRG-FM
2	WABB-AF	WABB-AM	WABB-FM
3	WBLX-FM	WABB-FM	WABB-AM
4	WGOK-AM	WBLX-FM	WBLX-FM
5	WKRG-AM	WGOK-AM	WHSP-FM

M-F, 3-7pm

1	WKRG-FM	WKRG-FM	WABB-FM
2	WABB-AF	WABB-FM	WKRG-FM
3	WBLX-FM	WABB-AM	WBLX-FM
4	WGOK-AM	WBLX-FM	WABB-AM
5	WMGP-FM	WHSP-FM	WGOK-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1183

	A/M '78	O/N '78	A/M '79
1	WKRG-FM	WKRG-FM	WKRG-FM
2	WABB-AF	WABB-FM	WABB-FM
3	WKSJ-AF	WABB-AM	WABB-AM
4	WBLX-FM	WBLX-FM	WBLX-FM
5	WUNI-AM	WKSJ-FM	WKSJ-FM

M-F, 6-10am

1	WABB-AF	WKRG-FM	WKRG-FM
2	WKRG-FM	WABB-FM	WABB-FM
3	WKSJ-AF	WABB-AM	WABB-AM
4	WUNI-AM	WBLX-FM	WBLX-FM
5	WBLX-FM	WKSJ-FM	WKSJ-FM

M-F, 3-7pm

1	WKRG-FM	WKRG-FM	WKRG-FM
2	WABB-AF	WABB-FM	WABB-FM
3	WUNI-AM	WBLX-FM	WBLX-FM
4	WBLX-FM	WABB-AM	WABB-AM
5	WKSJ-AF	WKSJ-FM	WUNI-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1343

	A/M '78	O/N '78	A/M '79
1	WKRG-FM	WKRG-FM	WKRG-FM
2	WABB-AF	WABB-FM	WUNI-AM
3	WUNI-AM	WKSJ-FM	WKSJ-FM
4	WLPR-FM	WUNI-AM	WABB-AM
5	WKRG-AM	WABB-AM	WKRG-AM

M-F, 6-10am

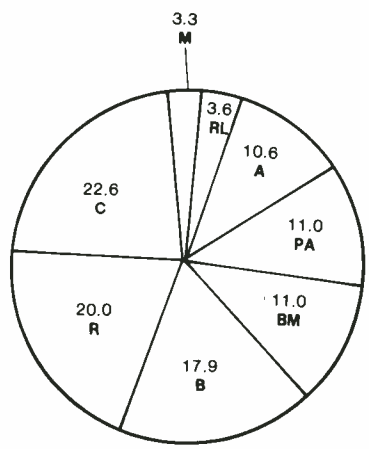
1	WABB-AF	WKRG-FM	WKSJ-FM
2	WKRG-FM	WKSJ-FM	WUNI-AM
3	WUNI-AM	WUNI-AM	WKRG-FM
4	WKRG-AM	WABB-FM	WABB-AM
5	WKSJ-AF	WABB-AM	WKRG-AM

M-F, 3-7pm

1	WKRG-FM	WKRG-FM	WUNI-AM
2	WUNI-AM	WKSJ-FM	WKRG-FM
3	WLPR-FM	WABB-FM	WKSJ-FM
4	WABB-AF	WUNI-AM	WBLX-FM
5	WBLX-FM	WBLX-FM	WABB-FM

Format Penetration Chart

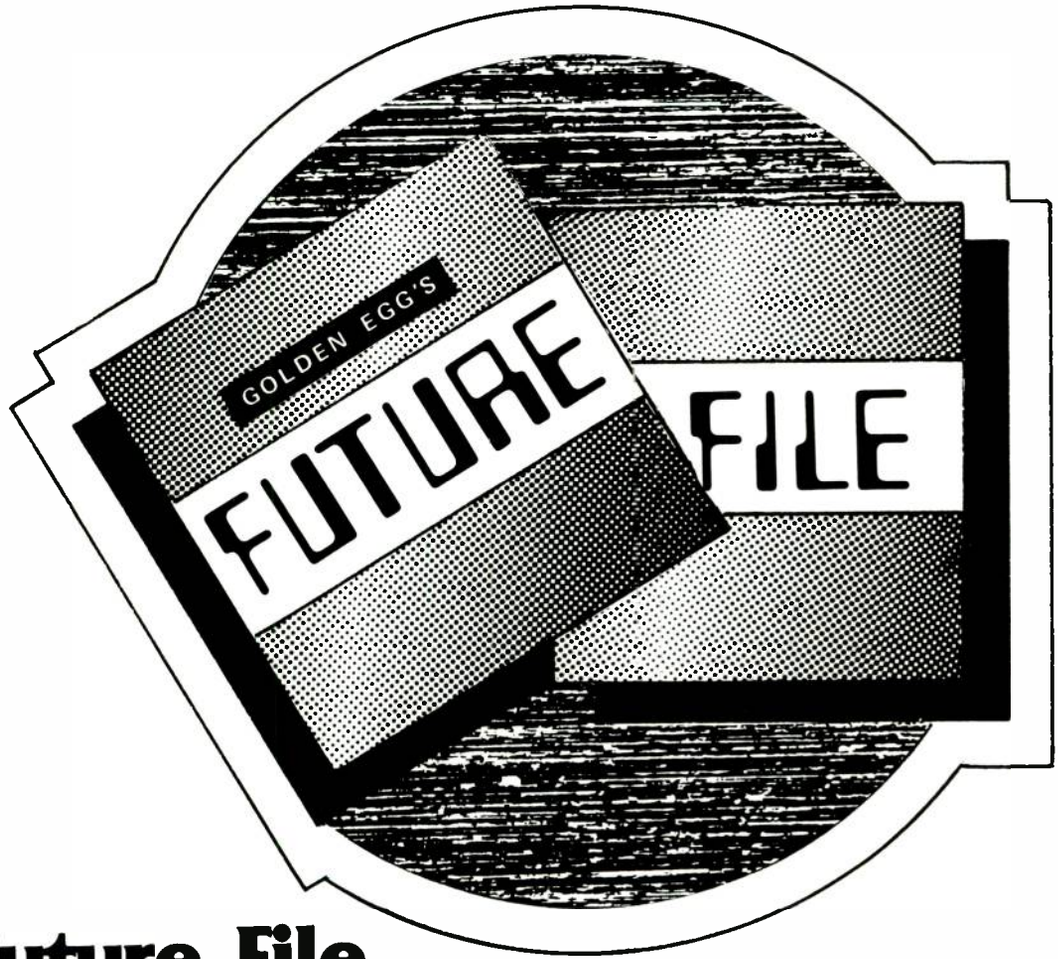
Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

The Egg Predicts



Future File

From UFOs to monorails, from fashions to films, tomorrow is here now — on **FUTURE FILE** — ten 3-minute segments each week featuring the thinkers and the dreamers who will steer Spaceship Earth into the future. Hosted by San Francisco news personality David McQueen, **FUTURE FILE** premieres Winter 1980.

Available to one station per market on a barter basis in Arbitron measured markets, and on a cash basis in unmeasured and foreign markets.

Golden Egg:

1373 Westwood Boulevard
Los Angeles, California 90024
(213) 475-0817

The Force In Radio Syndication

Please send information and Demo on: Future File

Your Name _____ Title _____ Station _____

Address _____ Phone No _____

Modesto

METRO RANK **132**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1984

	A/M '77		A/M '78		A/M '79	
1	KFIV-AM	20.2	KFIV-AM	13.8	KFIV-AM(R)	9.7
2	KRAK-AM	7.7	KFIV-FM	8.9	KTRB-AM(C)	9.7
3	KITA-FM	6.5	KTRB-AM	6.7	KFIV-FM(PA)	7.3
4	KTRB-AM	6.0	KNBR-AM	6.7	KMIX-FM(PA)	7.3
5	KBEE-FM	5.6	KBEE-FM	6.3	KBEE-FM(BM)	6.9
6	KFRC-AM	5.2	KRAK-AM	5.9	KFYE-FM(A)	3.8
7	KNBR-AM	4.8	KCBS-AM	5.6	KCEY-AM(C)	2.8
8	KOSO-FM	4.8	KFYE-FM	5.6	KBEE-AM(BM)	2.4
9	KCEY-AM	4.4	KOSO-FM	5.2	KOSO-FM(PA)	2.4
10	KBEE-AM	4.0	KMYT-FM	4.1	KAMB-FM(RL)	2.4
11	KCBS-AM	4.0	KFRC-AM	3.3	KMYT-FM(BM)	2.4
12	KFYE-FM	4.0	KMIX-FM	3.0	KHOP-FM(A)	2.1
13	KSFO-AM	2.8	KCEY-AM	3.0	KSRT-FM(A)	2.1
14	KMYT-FM	2.4	KLOC-AM	2.2	KLOC-AM(RL)	1.4
15	KLOC-AM	1.6	KAMB-FM	1.9	KMJ -AM(PA)	1.4
16	KAMB-FM	1.2	KHOP-FM	1.5	KOKK-FM(BM)	1.4
17	KMJ -AM	1.2	KBEE-AM	1.1	KUBB-FM(C)	0.7
18	KCRA-AM	0.4	KMJ -AM	1.1	KJOY-AM(R)	0.3
19			KJOY-AM	0.7		
20			KSFO-AM	0.7		
21			KUBB-FM	0.4		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1984

	A/M '77		A/M '78		A/M '79	
1	KFIV-AM	598	KFIV-AM	602	KFIV-AM	481
2	KRAK-AM	320	KFIV-FM	304	KFIV-FM	375
3	KTRB-AM	309	KTRB-AM	302	KTRB-AM	336
4	KFRC-AM	297	KRAK-AM	258	KMIX-FM	306
5	KBEE-AM	272	KFRC-AM	237	KBEE-FM	262

M-F, 6-10am

1	KFIV-AM	KFIV-AM	KFIV-AM
2	KTRB-AM	KTRB-AM	KTRB-AM
3	KRAK-AM	KNBR-AM	KFIV-FM
4	KFRC-AM	KFIV-FM	KMIX-FM
5	KCBS-AM	KCBS-AM	KBEE-FM

M-F, 3-7pm

1	KFIV-AM	KFIV-AM	KFIV-AM
2	KFRC-AM	KFIV-FM	KFIV-FM
3	KBEE-AM	KRAK-AM	KMIX-FM
4	KRAK-AM	KFRC-AM	KBEE-FM
5	KNBR-AM	KBEE-FM	KTRB-AM

Teens
M-S, 6am-Midnight
POP(00): 275

	A/M '77	A/M '78	A/M '79
1	KFIV-AM	KFIV-AM	KFIV-AM
2	KFRC-AM	KFIV-FM	KFIV-FM
3	KBEE-AM	KFRC-AM	KMIX-FM
4	KRAK-AM	KBEE-AM	KFYE-FM
5	KFYE-FM	KFYE-FM	KOSO-FM

M-F, 6-10am

1	KFIV-AM	KFIV-AM	KFIV-AM
2	KFRC-AM	KFRC-AM	KFIV-FM
3	KNBR-AM	KFIV-FM	KMIX-FM
4	KBEE-AM	KBEE-AM	KFYE-FM
5	KFYE-FM	KMIX-FM	KHOP-FM

M-F, 3-7pm

1	KFIV-AM	KFIV-AM	KFIV-AM
2	KFRC-AM	KFIV-FM	KFIV-FM
3	KBEE-AM	KFRC-AM	KMIX-FM
4	KNBR-AM	KBEE-AM	KHOP-FM
5	KFYE-FM	KFYE-FM	KFYE-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 660

	A/M '77	A/M '78	A/M '79
1	KFIV-AM	KFIV-AM	KFIV-AM
2	KFRC-AM	KFRC-AM	KFIV-FM
3	KFYE-FM	KFIV-FM	KMIX-FM
4	KBEE-AM	KFYE-FM	KFYE-FM
5	KRAK-AM	KNBR-AM	KHOP-FM

M-F, 6-10am

1	KFIV-AM	KFIV-AM	KFIV-AM
2	KFRC-AM	KNBR-AM	KMIX-FM
3	KFYE-FM	KFIV-FM	KFIV-FM
4	KRAK-AM	KFRC-AM	KFYE-FM
5	KBEE-AM	KFYE-FM	KOSO-FM

M-F, 3-7pm

1	KFIV-AM	KFIV-AM	KFIV-AM
2	KFRC-AM	KFIV-FM	KFIV-FM
3	KFYE-FM	KFRC-AM	KMIX-FM
4	KBEE-AM	KFYE-FM	KFYE-FM
5	KRAK-AM	KBEE-AM	KOSO-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 756

	A/M '77	A/M '78	A/M '79
1	KFIV-AM	KRAK-AM	KFIV-AM
2	KRAK-AM	KBEE-FM	KNBR-AM
3	KNBR-AM	KFIV-AM	KTRB-AM
4	KFRC-AM	KFRC-AM	KBEE-FM
5	KBEE-AM	KNBR-AM	KRAK-AM

M-F, 6-10am

1	KFIV-AM	KFIV-AM	KFIV-AM
2	KRAK-AM	KNBR-AM	KTRB-AM
3	KNBR-AM	KFIV-FM	KFIV-FM
4	KFRC-AM	KTRB-AM	KBEE-FM
5	KBEE-AM	KBEE-FM	KRAK-AM

M-F, 3-7pm

1	KRAK-AM	KFIV-AM	KFIV-AM
2	KFIV-AM	KBEE-FM	KTRB-AM
3	KNBR-AM	KFIV-FM	KBEE-FM
4	KFRC-AM	KFYE-FM	KFIV-FM
5	KBEE-AM	KRAK-AM	KMIX-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1984

	A/M '77		A/M '78		A/M '79	
1	KFIV-AM	50	KFIV-AM	37	KFIV-AM	28
2	KRAK-AM	19	KFIV-FM	24	KTRB-AM	28
3	KITA-FM	16	KTRB-AM	18	KFIV-FM	21
4	KTRB-AM	15	KNBR-AM	18	KMIX-FM	21
5	KBEE-FM	14	KBEE-FM	17	KBEE-FM	20

M-F, 6-10am

1	KFIV-AM	KFIV-AM	KTRB-AM
2	KTRB-AM	KTRB-AM	KFIV-AM
3	KRAK-AM	KCBS-AM	KFIV-FM
4	KITA-FM	KNBR-AM	KBEE-FM
5	KCBS-AM	KRAK-AM	KMIX-FM

M-F, 3-7pm

1	KFIV-AM	KFIV-AM	KFIV-AM
2	KRAK-AM	KFIV-FM	KFIV-FM
3	KFRC-AM	KFYE-FM	KMIX-FM
4	KNBR-AM	KBEE-FM	KTRB-AM
5	KOSO-FM	KRAK-AM	KBEE-FM

Teens
M-S, 6am-Midnight
POP(00): 275

	A/M '77	A/M '78	A/M '79
1	KFIV-AM	KFIV-AM	KFIV-AM
2	KFRC-AM	KFIV-FM	KMIX-FM
3	KBEE-AM	KFRC-AM	KFIV-FM
4	KFYE-FM	KFYE-FM	KFYE-FM
5	KNBR-AM	KMIX-FM	KHOP-FM

M-F, 6-10am

1	KFIV-AM	KFIV-AM	KFIV-AM
2	KFRC-AM	KFIV-FM	KMIX-FM
3	KNBR-AM	KFRC-AM	KFYE-FM
4	KBEE-AM	KMIX-FM	KFIV-FM
5	KFYE-FM	KBEE-AM	KHOP-FM

M-F, 3-7pm

1	KFIV-AM	KFIV-AM	KFIV-AM
2	KFRC-AM	KFIV-FM	KFIV-FM
3	KBEE-AM	KFYE-FM	KMIX-FM
4	KNBR-AM	KFRC-AM	KHOP-FM
5	KFYE-FM	KBEE-AM	KFYE-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 660

	A/M '77	A/M '78	A/M '79
1	KFIV-AM	KFIV-AM	KFIV-AM
2	KITA-FM	KFYE-FM	KMIX-FM
3	KFRC-AM	KFIV-FM	KFIV-FM
4	KFYE-FM	KBEE-FM	KFYE-FM
5	KBEE-FM	KFRC-AM	KOSO-FM

M-F, 6-10am

1	KFIV-AM	KFIV-AM	KFIV-AM
2	KITA-FM	KNBR-AM	KFIV-FM
3	KFRC-AM	KFIV-FM	KMIX-FM
4	KFYE-FM	KBEE-FM	KFYE-FM
5	KNBR-AM	KRAK-AM	KSRT-FM

M-F, 3-7pm

1	KFIV-AM	KFIV-AM	KFIV-AM
2	KFRC-AM	KFYE-FM	KFIV-FM
3	KITA-FM	KFIV-FM	KMIX-FM
4	KFYE-FM	KFRC-AM	KOSO-FM
5	KRAK-AM	KBEE-FM	KFYE-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 756

	A/M '77	A/M '78	A/M '79
1	KRAK-AM	KFIV-AM	KTRB-AM
2	KBEE-FM	KNBR-AM	KFIV-FM
3	KFIV-AM	KBEE-FM	KFIV-AM
4	KITA-FM	KFYE-FM	KMIX-FM
5	KOSO-FM	KRAK-AM	KBEE-FM

M-F, 6-10am

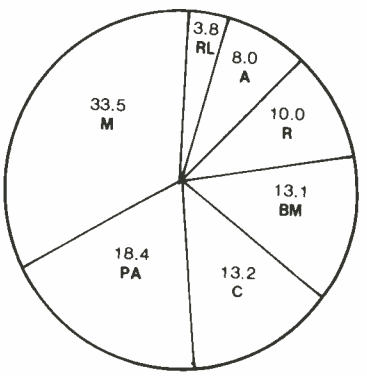
1	KFIV-AM	KNBR-AM	KTRB-AM
2	KRAK-AM	KFIV-AM	KFIV-AM
3	KNBR-AM	KTRB-AM	KFIV-FM
4	KITA-FM	KBEE-FM	KBEE-FM
5	KBEE-AM	KRAK-AM	KMIX-FM

M-F, 3-7pm

1	KRAK-AM	KFIV-AM	KFIV-FM
2	KFIV-AM	KBEE-FM	KTRB-AM
3	KOSO-FM	KFYE-FM	KFIV-AM
4	KBEE-FM	KOSO-FM	KLOC-AM
5	KFRC-AM	KNBR-AM	KMIX-FM

Format Penetration Chart

Based On Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

The Egg Goes Hollywood

Film Clips

The superstars of Hollywood talk about their lives, their films, their pasts and futures in **FILM CLIPS** — ten 3-minute segments each week featuring boxoffice champions like Marlon Brando, Woody Allen, Barbra Streisand, Burt Reynolds. Hosted by noted film critic David Sheehan, **FILM CLIPS** premieres Winter 1980.

Available to one station per market on a barter basis in Arbitron measured markets, and on a cash basis in unmeasured and foreign markets.

Golden Egg:
1373 Westwood Boulevard
Los Angeles, California 90024
(213) 475-0817

The Force In Radio Syndication

Please send information and Demo on: Film Clips

Your Name _____ Title _____ Station _____

Address _____ Phone No _____

Montgomery

METRO RANK **130**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2094

	A/M '77		A/M '78		A/M '79	
1	WHHY-AM	30.8	WHHY-AM	23.4	WHHY-FM(A)	20.5
2	WXVI-AM	14.8	WHHY-FM	12.0	WHHY-AM(R)	18.1
3	WBAM-AM	10.6	WLWI-FM	11.0	WREZ-FM(BM)	10.4
4	WREZ-FM	8.4	WBAM-AM	10.4	WLWI-FM(C)	9.7
5	WHHY-FM	7.6	WREZ-FM	7.7	WBAM-AM(C)	8.0
6	WCOV-AM	6.8	WLSQ-AM	7.0	WQIM-FM(B)	7.6
7	WFMI-FM	5.7	WMGY-AM	6.7	WXVI-AM(B)	5.2
8	WMGY-AM	4.6	WXVI-AM	6.4	WBAM-FM(C)	4.5
9	WQTY-AM	3.8	WCOV-AM	5.4	WCOV-AM(PA)	3.8
10	WKLH-FM	3.8	WBIL-AM	5.0	WLSQ-AM(R)	3.5
11	WETU-AM	1.9	WQTY-AM	2.0	WMGY-AM(RL)	2.1
12	WBIL-AM	1.1	WQIM-FM	2.0		
13	WLSQ-AM	0.8	WILS-AM	1.3		
14			WFTU-AM	0.7		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2094

	A/M '77		A/M '78		A/M '79	
1	WHHY-AM	81	WHHY-AM	70	WHHY-FM	59
2	WXVI-AM	39	WHHY-FM	36	WHHY-AM	52
3	WBAM-AM	28	WLWI-FM	33	WREZ-FM	30
4	WREZ-FM	22	WBAM-AM	31	WLWI-FM	28
5	WHHY-FM	20	WREZ-FM	23	WBAM-AM	23

M-F, 6-10am

1	WHHY-AM	WHHY-AM	WHHY-AM
2	WHHY-FM	WHHY-FM	WHHY-FM
3	WXVI-AM	WLWI-FM	WLWI-FM
4	WCOV-AM	WXVI-AM	WREZ-FM
5	WREZ-FM	WBAM-AM	WBAM-AM

M-F, 3-7pm

1	WHHY-AM	WHHY-AM	WHHY-FM
2	WXVI-AM	WLWI-FM	WHHY-AM
3	WBAM-AM	WBAM-AM	WREZ-FM
4	WHHY-FM	WHHY-FM	WQIM-FM
5	WREZ-FM	WLSQ-AM	WLWI-FM

Teens

M-S, 6am-Midnight

POP(00): 308

	A/M '77	A/M '78	A/M '79
1	WHHY-AM	WHHY-AM	WHHY-FM
2	WXVI-AM	WLSQ-AM	WHHY-AM
3	WKLH-FM	WHHY-FM	WQIM-FM
4	WLSQ-AM	WXVI-AM	WLSQ-AM
5	WHHY-FM	WBIL-AM	WXVI-AM

M-F, 6-10am

1	WHHY-AM	WHHY-AM	WHHY-AM
2	WXVI-AM	WLSQ-AM	WHHY-FM
3	WKLH-FM	WHHY-FM	WQIM-FM
4	WHHY-FM	WXVI-AM	WXVI-AM
5	WLSQ-AM	WBIL-AM	WLWI-FM

M-F, 3-7pm

1	WHHY-AM	WHHY-AM	WHHY-FM
2	WXVI-AM	WLSQ-AM	WQIM-FM
3	WLSQ-AM	WXVI-AM	WHHY-AM
4	WKLH-FM	WBIL-AM	WLSQ-AM
5	WHHY-FM	WHHY-FM	WXVI-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 722

	A/M '77	A/M '78	A/M '79
1	WHHY-AM	WHHY-AM	WHHY-FM
2	WXVI-AM	WHHY-FM	WHHY-AM
3	WHHY-FM	WLWI-FM	WLWI-FM
4	WREZ-FM	WBAM-AM	WQIM-FM
5	WBAM-AM	WBIL-AM	WXVI-AM

M-F, 6-10am

1	WHHY-AM	WHHY-AM	WHHY-AM
2	WHHY-FM	WHHY-FM	WHHY-FM
3	WXVI-AM	WLWI-FM	WLWI-FM
4	WREZ-FM	WBAM-AM	WXVI-AM
5	WKLH-FM	WBIL-AM	WQIM-FM

M-F, 3-7pm

1	WHHY-AM	WLWI-FM	WHHY-FM
2	WXVI-AM	WHHY-AM	WHHY-AM
3	WHHY-FM	WHHY-FM	WQIM-FM
4	WMGY-AM	WBAM-AM	WLWI-FM
5	WBAM-AM	WBIL-AM	WXVI-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 828

	A/M '77	A/M '78	A/M '79
1	WHHY-AM	WHHY-AM	WHHY-FM
2	WBAM-AM	WLWI-FM	WHHY-AM
3	WHHY-FM	WLWI-FM	WLWI-FM
4	WXVI-AM	WBAM-AM	WREZ-FM
5	WREZ-FM	WXVI-AM	WBAM-AM

M-F, 6-10am

1	WHHY-AM	WHHY-AM	WHHY-AM
2	WXVI-AM	WHHY-FM	WHHY-FM
3	WHHY-FM	WLWI-FM	WLWI-FM
4	WCOV-AM	WLSQ-AM	WREZ-FM
5	WBAM-AM	WXVI-AM	WBAM-AM

M-F, 3-7pm

1	WHHY-AM	WHHY-AM	WHHY-FM
2	WXVI-AM	WLWI-FM	WHHY-AM
3	WBAM-AM	WHHY-FM	WQIM-FM
4	WHHY-FM	WLSQ-AM	WREZ-FM
5	WREZ-FM	WBAM-AM	WLWI-FM

Teens

M-S, 6am-Midnight

POP(00): 308

	A/M '77	A/M '78	A/M '79
1	WHHY-AM	WHHY-AM	WHHY-FM
2	WXVI-AM	WLSQ-AM	WHHY-AM
3	WHHY-FM	WHHY-FM	WQIM-FM
4	WKLH-FM	WXVI-AM	WLSQ-AM
5	WLSQ-AM	WLWI-FM	WXVI-AM

M-F, 6-10am

1	WHHY-AM	WHHY-AM	WHHY-FM
2	WXVI-AM	WLSQ-AM	WHHY-AM
3	WHHY-FM	WHHY-FM	WLSQ-AM
4	WKLH-FM	WXVI-AM	WQIM-FM
5	WLSQ-AM	WBIL-AM	WXVI-AM

M-F, 3-7pm

1	WHHY-AM	WHHY-AM	WHHY-FM
2	WXVI-AM	WLSQ-AM	WQIM-FM
3	WHHY-FM	WXVI-AM	WHHY-AM
4	WKLH-FM	WHHY-FM	WLSQ-AM
5	WLSQ-AM	WLWI-FM	WXVI-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 722

	A/M '77	A/M '78	A/M '79
1	WHHY-AM	WHHY-AM	WHHY-FM
2	WXVI-AM	WHHY-FM	WHHY-AM
3	WHHY-FM	WLWI-FM	WLWI-FM
4	WKLH-FM	WXVI-AM	WQIM-FM
5	WBAM-AM	WBAM-AM	WXVI-AM

M-F, 6-10am

1	WHHY-AM	WHHY-AM	WHHY-FM
2	WHHY-FM	WHHY-FM	WHHY-AM
3	WXVI-AM	WLWI-FM	WQIM-FM
4	WKLH-FM	WLSQ-AM	WLWI-FM
5	WBAM-AM	WXVI-AM	WBAM-AM

M-F, 3-7pm

1	WHHY-AM	WHHY-AM	WHHY-FM
2	WXVI-AM	WLWI-FM	WHHY-AM
3	WHHY-FM	WHHY-FM	WQIM-FM
4	WKLH-FM	WXVI-AM	WLWI-FM
5	WMGY-AM	WLSQ-AM	WLSQ-AM

M-F, 3-7pm

1	WHHY-AM	WLWI-FM	WHHY-AM
2	WBAM-AM	WHHY-AM	WHHY-FM
3	WHHY-FM	WBAM-AM	WLWI-FM
4	WREZ-FM	WHHY-FM	WBAM-AM
5	WMGY-AM	WREZ-FM	WREZ-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2094

	A/M '77		A/M '78		A/M '79	
1	WHHY-AM	1037	WHHY-AM	898	WHHY-AM	754
2	WXVI-AM	481	WHHY-FM	505	WHHY-FM	668
3	WHHY-FM	340	WLWI-FM	447	WREZ-FM	361
4	WBAM-AM	309	WBAM-AM	346	WLWI-FM	354
5	WCOV-AM	287	WXVI-AM	336	WQIM-FM	320

M-F, 6-10am

1	WHHY-AM	WHHY-AM	WHHY-AM
2	WXVI-AM	WHHY-FM	WHHY-FM
3	WHHY-FM	WLWI-FM	WLWI-FM
4	WCOV-AM	WLSQ-AM	WREZ-FM
5	WBAM-AM	WXVI-AM	WBAM-AM

M-F, 3-7pm

1	WHHY-AM	WHHY-AM	WHHY-FM
2	WXVI-AM	WLWI-FM	WHHY-AM
3	WBAM-AM	WHHY-FM	WQIM-FM
4	WHHY-FM	WLSQ-AM	WREZ-FM
5	WREZ-FM	WBAM-AM	WLWI-FM

Teens

M-S, 6am-Midnight

POP(00): 308

	A/M '77	A/M '78	A/M '79
1	WHHY-AM	WHHY-AM	WHHY-FM
2	WXVI-AM	WLSQ-AM	WHHY-AM
3	WHHY-FM	WHHY-FM	WQIM-FM
4	WKLH-FM	WXVI-AM	WLSQ-AM
5	WLSQ-AM	WLWI-FM	WXVI-AM

M-F, 6-10am

1	WHHY-AM	WHHY-AM	WHHY-FM
2	WXVI-AM	WLSQ-AM	WHHY-AM
3	WHHY-FM	WHHY-FM	WLSQ-AM
4	WKLH-FM	WXVI-AM	WQIM-FM
5	WLSQ-AM	WBIL-AM	WXVI-AM

M-F, 3-7pm

1	WHHY-AM	WHHY-AM	WHHY-FM
2	WXVI-AM	WLSQ-AM	WQIM-FM
3	WHHY-FM	WXVI-AM	WHHY-AM
4	WKLH-FM	WHHY-FM	WLSQ-AM
5	WLSQ-AM	WLWI-FM	WXVI-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 722

	A/M '77	A/M '78	A/M '79
1	WHHY-AM	WHHY-AM	WHHY-FM
2	WXVI-AM	WHHY-FM	WHHY-AM
3	WHHY-FM	WLWI-FM	WLWI-FM
4	WKLH-FM	WXVI-AM	WQIM-FM
5	WBAM-AM	WBAM-AM	WXVI-AM

M-F, 6-10am

1	WHHY-AM	WHHY-AM	WHHY-FM
2	WHHY-FM	WHHY-FM	WHHY-AM
3	WXVI-AM	WLWI-FM	WQIM-FM
4	WKLH-FM	WLSQ-AM	WLWI-FM
5	WBAM-AM	WXVI-AM	WBAM-AM

M-F, 3-7pm

1	WHHY-AM	WHHY-AM	WHHY-FM
2	WXVI-AM	WLWI-FM	WHHY-AM
3	WHHY-FM	WHHY-FM	WQIM-FM
4	WKLH-FM	WXVI-AM	WLWI-FM
5	WMGY-AM	WLSQ-AM	WLSQ-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 828

	A/M '77	A/M '78	A/M '79
1	WHHY-AM	WHHY-AM	WHHY-AM
2	WBAM-AM	WLWI-FM	WHHY-FM
3	WHHY-FM	WHHY-FM	WLWI-FM
4	WXVI-AM	WBAM-AM	WREZ-FM
5	WREZ-FM	WREZ-FM	WBAM-AM

M-F, 6-10am

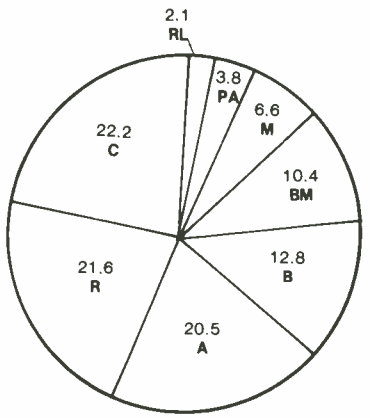
1	WHHY-AM	WHHY-AM	WHHY-AM
2	WHHY-FM	WHHY-FM	WHHY-FM
3	WBAM-AM	WLWI-FM	WLWI-FM
4	WREZ-FM	WBAM-AM	WREZ-FM
5	WXVI-AM	WREZ-FM	WBAM-AM

M-F, 3-7pm

1	WHHY-AM	WHHY-AM	WHHY-AM
2	WBAM-AM	WLWI-FM	WHHY-FM
3	WXVI-AM	WHHY-FM	WLWI-FM
4	WHHY-FM	WBAM-AM	WBAM-AM
5	WREZ-FM	WREZ-FM	WBAM-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Nashville-Davidson

METRO RANK 47

A/M '79 Market Overview

Beautiful Music generated some beautiful ratings for **WZEZ-FM,** the new #1 station in the Nashville metro. WZEZ rose almost three shares in the 12+ standings, and is number two in adults 25-49. Biggest gains for WZEZ came among female listeners 25+, which saw an increase of almost one-third over the previous O/N'78 report.

The former leader in the market, now #2 in terms of 12+ share, is **WLAC.** The Top 40 station suffered its second consecutive down book even after promoting the station extensively as WLAC — Wild, Live And Crazy. WLAC's male numbers rebounded, but its female and teen ratings slid. Part of the reason for the WLAC decline (and the slight drop of the other Top 40 entry, **WBYQ**) is that new guy on the block **WWKX (KX104)** came on like gangbusters. WWKX almost doubled its numbers 12+ and *did* double its 18-34 adult average quarter-hour audience. WWKX spent a fortune on TV and billboards to increase market awareness, but conducted no major on-air contests. There were constant giveaways of LPs and T-shirts. KX104 has a good signal in the Nashville metro and runs a low spot load.

The top station among the key 18-34 adults is AOR entity **WKDF.** WKDF maintained a mid-8 share 12+, but owns a 17 share of adults 18-34. Country music, as you might expect, is rather popular in Nashville with **WSIX** and **WSM** playing Country music. WSM dropped in the A/M '79 report due to erosion in every major daypart. The station has now moved to a full Country sound, away from its previous Country and P/A combination. WSIX slipped also, just slightly from its numbers in the O/N'78 sweep. WSIX-FM's main problem in this past book was a defection of its male listeners, especially in midday and PM drive. Female ratings for the station did improve, but not enough to offset the decline in men for WSIX-FM. Congratulations are in order for WSM-FM, by the way. For the first time, the station passed its sister AM property in terms of 12+ share. WSM-FM's P/A approach puts the station #2 in appeal to adults 18-34, leading to WSM-FM's substantial 12+ improvement.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 6455

	A/M '78		O/N '78		A/M '79	
1	WLAC-AM	13.2	WLAC-AM	10.8	WZEZ-FM (BM)	11.3
2	WVOL-AM	12.0	WSM -AM	9.4	WLAC-AM (R)	9.5
3	WSIX-FM	10.2	WSIX-FM	9.1	WSIX-FM (C)	8.8
4	WKDF-FM	9.9	WKDF-FM	8.9	WKDF-FM (A)	8.5
5	WSM -AM	9.3	WZEZ-FM	8.6	WSM -FM (PA)	8.1
6	WZEZ-FM	7.3	WBYQ-FM	7.3	WSM -AM (PA)	7.9
7	WBYQ-FM	5.5	WVOL-AM	5.6	WBYQ-FM (B)	6.5
8	WMAK-AM	4.4	WSM -FM	5.5	WWKX-FM (R)	6.1
9	WKQB-FM	4.4	WMAK-AM	5.1	WMAK-AM (O)	5.0
10	WSM -FM	3.6	WKDA-AM	3.7	WVOL-AM (B)	4.6
11	WKDA-AM	2.7	WWKX-FM	3.6	WSIX-AM (PA)	3.4
12	WSIX-AM	2.5	WSIX-AM	3.4	WAMB-AM (BB)	3.3
13	WAMB-AM	2.1	WAMB-AM	3.2	WKDA-AM (C)	3.0
14	WHIN-FM	2.0	WKQB-FM	2.9	WKQB-FM (A)	2.8
15	WDKN-AM	1.6	WGNS-AM	1.3	WGNS-AM (R)	1.4
16	WJRB-AM	0.9	WJRB-AM	1.2	WJRB-AM (C)	1.2
17	WWGM-AM	0.7	WMTS-FM	1.1	WWGM-AM (RL)	1.1
18	WGNS-AM	0.7	WIZO-FM	0.8	WDBL-AM (M)	0.4
19	WDBL-FM	0.7	WWGM-AM	0.7	WDBL-FM (M)	0.3
20	WAGG-AM	0.6	WNAH-AM	0.6		
21	WNAH-AM	0.6	WDBL-AM	0.3		
22	WMTS-FM	0.4	WDBL-FM	0.2		
23	WIZO-AM	0.4				
24	WDBL-AM	0.2				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6455

	A/M '78		O/N '78		A/M '79	
1	WLAC-AM	117	WLAC-AM	97	WZEZ-FM	106
2	WVOL-AM	107	WSM -AM	84	WLAC-AM	89
3	WSIX-FM	91	WSIX-FM	81	WSIX-FM	82
4	WKDF-FM	88	WKDF-FM	80	WKDF-FM	80
5	WSM -AM	83	WZEZ-FM	77	WSM -FM	76

M-F, 6-10am

1	WSM -AM	WSM -AM	WZEZ-FM
2	WLAC-AM	WLAC-AM	WSM -AM
3	WVOL-AM	WSIX-FM	WSIX-FM
4	WSIX-FM	WZEZ-FM	WLAC-AM
5	WKDF-FM	WKDF-FM	WSM -FM

M-F, 3-7pm

1	WLAC-AM	WLAC-AM	WKDF-FM
2	WVOL-AM	WSM -AM	WLAC-AM
3	WKDF-FM	WKDF-FM	WZEZ-FM
4	WSIX-FM	WZEZ-FM	WSM -FM
5	WSM -AM	WSIX-FM	WSIX-FM

Teens
M-S, 6am-Midnight
POP(00): 846

	A/M '78	O/N '78	A/M '79
1	WLAC-AM	WLAC-AM	WWKX-FM
2	WKDF-FM	WKDF-FM	WLAC-AM
3	WVOL-AM	WVOL-AM	WBYQ-FM
4	WBYQ-FM	WBYQ-FM	WKDF-FM
5	WMAK-AM	WWKX-FM	WMAK-AM

M-F, 6-10am

1	WLAC-AM	WLAC-AM	WWKX-FM
2	WVOL-AM	WKDF-FM	WLAC-AM
3	WMAK-AM	WGNS-AM	WBYQ-FM
4	WKDF-FM	WBYQ-FM	WKDF-FM
5	WBYQ-FM	WWKX-FM	WMAK-AM

M-F, 3-7pm

1	WLAC-AM	WLAC-AM	WWKX-FM
2	WKDF-FM	WKDF-FM	WLAC-AM
3	WVOL-AM	WWKX-FM	WBYQ-FM
4	WBYQ-FM	WVOL-AM	WMAK-AM
5	WMAK-AM	WBYQ-FM	WKQB-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2380

	A/M '78	O/N '78	A/M '79
1	WKDF-FM	WKDF-FM	WKDF-FM
2	WLAC-AM	WLAC-AM	WSM -FM
3	WVOL-AM	WBYQ-FM	WLAC-AM
4	WBYQ-FM	WSM -FM	WBYQ-FM
5	WSM -AM	WMAK-AM	WWKX-FM

M-F, 6-10am

1	WLAC-AM	WLAC-AM	WSM -FM
2	WVOL-AM	WKDF-FM	WKDF-FM
3	WKDF-FM	WSM -FM	WBYQ-FM
4	WSM -AM	WBYQ-FM	WWKX-FM
5	WMAK-AM	WSM -AM	WLAC-AM

M-F, 3-7pm

1	WKDF-FM	WLAC-AM	WKDF-FM
2	WLAC-AM	WKDF-FM	WSM -FM
3	WVOL-AM	WSM -FM	WLAC-AM
4	WSM -AM	WBYQ-FM	WBYQ-FM
5	WBYQ-FM	WMAK-AM	WWKX-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2648

	A/M '78	O/N '78	A/M '79
1	WVOL-AM	WSIX-FM	WSM -FM
2	WSM -AM	WZEZ-FM	WZEZ-FM
3	WLAC-AM	WSM -FM	WSIX-FM
4	WSIX-FM	WSM -AM	WLAC-AM
5	WKQB-FM	WLAC-AM	WBYQ-FM

M-F, 6-10am

1	WSM -AM	WSM -AM	WZEZ-FM
2	WLAC-AM	WSM -FM	WSIX-FM
3	WVOL-AM	WSIX-FM	WSM -FM
4	WSIX-FM	WLAC-AM	WLAC-AM
5	WKQB-FM	WZEZ-FM	WSM -AM

M-F, 3-7pm

1	WVOL-AM	WSM -AM	WSM -FM
2	WSM -AM	WLAC-AM	WLAC-AM
3	WSIX-FM	WSM -FM	WSIX-FM
4	WLAC-AM	WSIX-FM	WBYQ-FM
5	WZEZ-FM	WZEZ-FM	WZEZ-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6455

	A/M '78		O/N '78		A/M '79	
1	WLAC-AM	1993	WLAC-AM	1823	WLAC-AM	1776
2	WSM -AM	1706	WSM -AM	1560	WSM -AM	1326
3	WSIX-FM	891	WBYQ-FM	1141	WSIX-FM	1067
4	WBYQ-FM	876	WSIX-FM	1069	WZEZ-FM	1036
5	WKDF-FM	867	WZEZ-FM	1017	WBYQ-FM	982

M-F, 6-10am

1	WSM -AM	WSM -AM	WLAC-AM
2	WLAC-AM	WLAC-AM	WSM -AM
3	WVOL-AM	WSIX-FM	WSIX-FM
4	WMAK-AM	WBYQ-FM	WZEZ-FM
5	WZEZ-FM	WZEZ-FM	WBYQ-FM

M-F, 3-7pm

1	WLAC-AM	WLAC-AM	WLAC-AM
2	WSM -AM	WSM -AM	WSM -AM
3	WVOL-AM	WBYQ-FM	WBYQ-FM
4	WKDF-FM	WKDF-FM	WZEZ-FM
5	WBYQ-FM	WZEZ-FM	WSIX-FM

Teens
M-S, 6am-Midnight
POP(00): 846

	A/M '78	O/N '78	A/M '79
1	WLAC-AM	WLAC-AM	WLAC-AM
2	WKDF-FM	WBYQ-FM	WWKX-FM
3	WBYQ-FM	WKDF-FM	WKDF-FM
4	WMAK-AM	WWKX-FM	WBYQ-FM
5	WVOL-AM	WMAK-AM	WMAK-AM

M-F, 6-10am

1	WLAC-AM	WLAC-AM	WLAC-AM
2	WMAK-AM	WKDF-FM	WWKX-FM
3	WVOL-AM	WBYQ-FM	WBYQ-FM
4	WBYQ-FM	WWKX-FM	WKDF-FM
5	WKDF-FM	WVOL-AM	WMAK-AM

M-F, 3-7pm

1	WLAC-AM	WLAC-AM	WLAC-AM
2	WKDF-FM	WBYQ-FM	WWKX-FM
3	WMAK-AM	WKDF-FM	WBYQ-FM
4	WBYQ-FM	WWKX-FM	WMAK-AM
5	WVOL-AM	WVOL-AM	WKDF-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2380

	A/M '78	O/N '78	A/M '79
1	WLAC-AM	WLAC-AM	WLAC-AM
2	WKDF-FM	WKDF-FM	WBYQ-FM
3	WBYQ-FM	WBYQ-FM	WSM -FM
4	WSM -AM	WSM -FM	WWKX-FM
5	WMAK-AM	WMAK-AM	WKDF-FM

M-F, 6-10am

1	WLAC-AM	WLAC-AM	WSM -FM
2	WKDF-FM	WBYQ-FM	WBYQ-FM
3	WSM -AM	WSM -FM	WLAC-AM
4	WVOL-AM	WKDF-FM	WWKX-FM
5	WBYQ-FM	WSM -AM	WKDF-FM

M-F, 3-7pm

1	WLAC-AM	WLAC-AM	WLAC-AM
2	WKDF-FM	WKDF-FM	WKDF-FM
3	WVOL-AM	WBYQ-FM	WSM -FM
4	WSM -AM	WSM -FM	WBYQ-FM
5	WBYQ-FM	WKQB-FM	WWKX-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2648

	A/M '78	O/N '78	A/M '79
1	WSM -AM	WLAC-AM	WLAC-AM
2	WLAC-AM	WSM -AM	WSM -AM
3	WVOL-AM	WSIX-FM	WZEZ-FM
4	WMAK-AM	WSM -FM	WSIX-FM
5	WSIX-FM	WZEZ-FM	WBYQ-FM

M-F, 6-10am

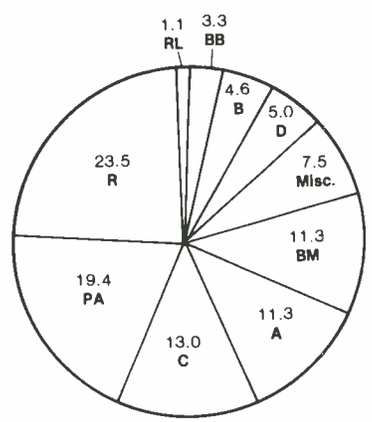
1	WSM -AM	WLAC-AM	WLAC-AM
2	WLAC-AM	WSM -AM	WSIX-FM
3	WVOL-AM	WSIX-FM	WZEZ-FM
4	WZEZ-FM	WSM -FM	WSM -AM
5	WSIX-AM	WZEZ-FM	WBYQ-FM

M-F, 3-7pm

1	WSM -AM	WLAC-AM	WLAC-AM
2	WLAC-AM	WSM -AM	WSM -FM
3	WVOL-AM	WSM -FM	WBYQ-FM
4	WZEZ-FM	WSIX-FM	WSIX-FM
5	WSIX-FM	WBYQ-FM	WZEZ-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Nassau-Suffolk

METRO RANK **9**

A/M '79 Market Overview

Like Anaheim and its relationship to the L.A. metro, Nassau (Long Island) is a major market within a major market. The entire Nassau-Suffolk market is included in the New York City metro, but once a year a separate report is published for Long Island. The top five stations in the market, in terms of 12+ share, are actually New York City stations (**WNBC** is tops), but the leading Long Island station is **WBLI.** This Top 40 FM station dropped almost two shares but still leads the local stations with over a 4 share of the 12+ market. WBLI's young adult audience declined in most major dayparts but the station is still best in 18-34 share for local stations and is second in 18-34 adults only to **WABC.**

A positive story for one of the Long Island stations can be told for **WLIR,** an AOR entity. WLIR increased by almost a full share, 12+, and just barely trails WBLI in terms of 18-34 share. Young adult men and teens contributed most to the WLIR advance.

Among the older-skewing stations, **WCTO,** the Beautiful Music station on the Island, is the leading property. WCTO had a stable book, and remained the most popular local Beautiful Music station among adults 25-49.

Simulcast P/A stations **WALK-AM-FM** comprise a noticeable factor in the Long Island metro, scoring a combined share (12+) over 3. WALK-AM-FM is second among local stations in terms of appealing to adults 25-49.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 22200

	A/M '77		A/M '78		A/M '79	
1	WABC-AM	7.5	WABC-AM	6.9	WNBC-AM (R)	6.2
2	WOR -AM	6.2	WCBS-AM	6.3	WOR -AM (T)	6.0
3	WPLJ-FM	5.1	WBLI-FM	6.2	WBLS-FM (B)	4.9
4	WRFM-FM	5.1	WOR -AM	5.2	WCBS-AM (N)	4.7
5	WBLI-FM	5.1	WPLJ-FM	5.0	WABC-AM (R)	4.6
6	WCBS-AM	5.0	WNBC-AM	4.8	WBLI-FM (R)	4.3
7	WNBC-AM	4.4	WRFM-FM	4.7	WRFM-FM (BM)	3.9
8	WCTO-FM	4.4	WINS-AM	3.9	WPLJ-FM (A)	3.8
9	WCBS-FM	4.1	WHN -AM	3.8	WKTU-FM (D)	3.7
10	WINS-AM	4.0	WALK-AF	3.6	WLIR-FM (A)	3.5
11	WMCA-AM	3.6	WCTO-FM	3.3	WINS-AM (N)	3.4
12	WXLO-FM	2.9	WCBS-FM	3.2	WALK-AF (PA)	3.3
13	WTFM-FM	2.9	WPAT-AF	3.2	WCTO-FM (BM)	3.3
14	WBLS-FM	2.8	WXLO-FM	3.0	WPAT-AF (BM)	3.1
15	WLIR-FM	2.3	WGSM-AM	2.6	WCBS-FM (O)	3.0
16	WHN -AM	2.2	WTFM-FM	2.5	WHN -AM (C)	2.5
17	WIOK-FM	2.1	WLIR-FM	2.5	WXLO-FM (R)	2.4
18	WHLI-AM	2.0	WNEW-AM	2.3	WNEW-AM (PA)	2.3
19	WGSM-AM	1.9	WBLS-FM	2.1	WTFM-FM (PA)	2.1
20	WALK-AF	1.9	WMCA-AM	2.0	WGSM-AM (PA)	2.0
21	WNEW-FM	1.7	WPLR-FM	1.6	WMCA-AM (T)	1.9
22	WPIX-FM	1.6	WQXR-AF	1.6	WYNY-FM (PA)	1.9
23	WNEW-AM	1.6	WBAB-FM	1.5	WRCN-AF (A)	1.9
24	WALK-FM	1.5	WGBB-AM	1.3	WIOK-FM (BM)	1.8
25	WQXR-AF	1.4	WHLI-AM	1.2	WHLI-AM (PA)	1.5
26	WLNG-AF	1.3	WRCN-AF	1.2	WBAB-FM (A)	1.5
27	WPAT-AM	1.3	WIOK-FM	1.2	WGBB-AM (PA)	1.4
28	WKTU-FM	1.3	WNEW-FM	1.0	WQXR-AF (CL)	1.3
29	WGBB-AM	1.3	WNCN-FM	1.0	WPLR-FM (A)	1.1
30	WPLR-FM	1.2	WKTU-FM	0.9	WEZN-FM (BM)	1.1
31	WBAB-FM	1.1	WRVR-FM	0.9	WNEW-FM (A)	1.0
32	WPAT-FM	1.1	WPIX-FM	0.9	WPIX-FM (A)	0.9
33	WQXR-FM	1.0	WYNY-FM	0.8	WRVR-FM (J)	0.9
34	WLNG-FM	1.0	WVNJ-FM	0.8	WLNG-AF (PA)	0.7
35	WEZN-FM	0.9	WEZN-FM	0.7	WKCI-FM (BM)	0.7
36	WRCN-AF	0.7	WLIX-AM	0.6	WNCN-FM (CL)	0.6
37	WRCN-FM	0.7	WGLI-AM	0.4	WDJF-FM (PA)	0.4
38	WVNJ-AM	0.6	WLNG-AF	0.4	WVNJ-AM (BM)	0.4
39	WVNJ-FM	0.6	WRKI-FM	0.3	WYFA-AM (PA)	0.4
40	WYNY-FM	0.6			WEVD-FM (M)	0.4
41	WWRJ-FM	0.6			WGLI-AM (R)	0.3
42	WGLI-AM	0.6				
43	WLIX-AM	0.5				
44	WALK-AM	0.5				
45	WQXR-AM	0.4				
46	WLNG-AM	0.4				
47	WEVD-FM	0.3				
48	WRCN-AM	0.0				
49	WPAT-AF	0.0				
50	WVNJ-AF	0.0				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 22200

	A/M '77		A/M '78		A/M '79	
1	WABC-AM	291	WABC-AM	245	WNBC-AM	241
2	WOR -AM	240	WCBS-AM	222	WOR -AM	232
3	WPLJ-FM	197	WBLI-FM	218	WBLS-FM	191
4	WRFM-FM	197	WOR -AM	182	WCBS-AM	183
5	WBLI-FM	195	WPLJ-FM	176	WABC-AM	176

M-F, 6-10am

1	WOR -AM	WCBS-AM	WOR -AM
2	WCBS-AM	WOR -AM	WCBS-AM
3	WABC-AM	WABC-AM	WNBC-AM
4	WINS-AM	WBLI-FM	WINS-AM
5	WNBC-AM	WINS-AM	WABC-AM

M-F, 3-7pm

1	WABC-AM	WABC-AM	WNBC-AM
2	WRFM-FM	WCBS-AM	WABC-AM
3	WPLJ-FM	WNBC-AM	WBLS-FM
4	WCTO-FM	WPLJ-FM	WKTU-FM
5	WMCA-AM	WBLI-FM	WOR -AM

Teens
M-S, 6am-Midnight
POP(00): 3591

1	WPLJ-FM	WABC-AM	WNBC-AM
2	WABC-AM	WPLJ-FM	WPLJ-FM
3	WXLO-FM	WXLO-FM	WBLS-FM
4	WBLI-FM	WNBC-AM	WABC-AM
5	WNBC-AM	WBLI-FM	WXLO-FM

M-F, 6-10am

1	WABC-AM	WABC-AM	WNBC-AM
2	WPLJ-FM	WPLJ-FM	WABC-AM
3	WXLO-FM	WNBC-AM	WPLJ-FM
4	WBLI-FM	WXLO-FM	WXLO-FM
5	WNBC-AM	WBLI-FM	WBLS-FM

M-F, 3-7pm

1	WPLJ-FM	WPLJ-FM	WNBC-AM
2	WABC-AM	WABC-AM	WBLS-FM
3	WXLO-FM	WXLO-FM	WABC-AM
4	WBLI-FM	WNBC-AM	WPLJ-FM
5	WBLS-FM	WBLI-FM	WKTU-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 6828

1	WABC-AM	WBLI-FM	WNBC-AM
2	WBLI-FM	WPLJ-FM	WBLS-FM
3	WCBS-FM	WABC-AM	WPLJ-FM
4	WPLJ-FM	WNBC-AM	WBLI-FM
5	WNBC-AM	WCBS-FM	WLIR-FM

M-F, 6-10am

1	WABC-AM	WBLI-FM	WNBC-AM
2	WNBC-AM	WABC-AM	WBLI-FM
3	WBLI-FM	WNBC-AM	WBLS-FM
4	WPLJ-FM	WPLJ-FM	WPLJ-FM
5	WCBS-FM	WCBS-FM	WLIR-FM

M-F, 3-7pm

1	WCBS-FM	WABC-AM	WNBC-AM
2	WABC-AM	WBLI-FM	WPLJ-FM
3	WPLJ-FM	WNBC-AM	WKTU-FM
4	WBLI-FM	WPLJ-FM	WBLS-FM
5	WBLS-FM	WLIR-FM	WLIR-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 9279

1	WABC-AM	WBLI-FM	WABC-AM
2	WNBC-AM	WABC-AM	WBLS-FM
3	WBLI-FM	WHN -AM	WNBC-AM
4	WRFM-FM	WNBC-AM	WBLI-FM
5	WCBS-FM	WCBS-FM	WCBS-AM

M-F, 6-10am

1	WNBC-AM	WABC-AM	WCBS-AM
2	WABC-AM	WBLI-FM	WABC-AM
3	WINS-AM	WCBS-AM	WNBC-AM
4	WCBS-AM	WINS-AM	WOR -AM
5	WOR -AM	WHN -AM	WINS-AM

M-F, 3-7pm

1	WABC-AM	WABC-AM	WABC-AM
2	WRFM-FM	WBLI-FM	WBLS-FM
3	WCTO-FM	WNBC-AM	WNBC-AM
4	WNBC-AM	WHN -AM	WCBS-AM
5	WCBS-FM	WCBS-FM	WKTU-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 22200

	A/M '77		A/M '78		A/M '79	
1	WABC-AM	6151	WABC-AM	5768	WNBC-AM	5
2	WCBS-AM	4203	WCBS-AM	4602	WABC-AM	4
3	WNBC-AM	4155	WNBC-AM	4011	WCBS-AM	3
4	WINS-AM	3989	WINS-AM	3800	WINS-AM	3
5	WPLJ-FM	3423	WPLJ-FM	3365	WPLJ-FM	3

M-F, 6-10am

1	WABC-AM	WCBS-AM	WNBC-AM
2	WCBS-AM	WABC-AM	WCBS-AM
3	WINS-AM	WINS-AM	WABC-AM
4	WNBC-AM	WNBC-AM	WINS-AM
5	WOR -AM	WOR -AM	WOR -AM

M-F, 3-7pm

1	WABC-AM	WABC-AM	WNBC-AM
2	WPLJ-FM	WNBC-AM	WABC-AM
3	WINS-AM	WCBS-AM	WCBS-AM
4	WCBS-AM	WPLJ-FM	WPLJ-FM
5	WNBC-AM	WINS-AM	WINS-AM

Teens
M-S, 6am-Midnight
POP(00): 3591

	A/M '77	A/M '78	A/M '79
1	WABC-AM	WABC-AM	WNBC-AM
2	WPLJ-FM	WPLJ-FM	WABC-AM
3	WXLO-FM	WNBC-AM	WPLJ-FM
4	WNBC-AM	WXLO-FM	WXLO-FM
5	WPIX-FM	WBLI-FM	WBLI-FM

M-F, 6-10am

1	WABC-AM	WABC-AM	WNBC-AM
2	WPLJ-FM	WPLJ-FM	WABC-AM
3	WXLO-FM	WNBC-AM	WPLJ-FM
4	WBLI-FM	WBLI-FM	WXLO-FM
5	WNBC-AM	WXLO-FM	WBLI-FM

M-F, 3-7pm

1	WABC-AM	WPLJ-FM	WNBC-AM
2	WPLJ-FM	WABC-AM	WABC-AM
3	WXLO-FM	WNBC-AM	WPLJ-FM
4	WBLI-FM	WXLO-FM	WXLO-FM
5	WNBC-AM	WLIR-FM	WBLS-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 6828

	A/M '77	A/M '78	A/M '79
1	WABC-AM	WABC-AM	WNBC-AM
2	WNBC-AM	WNBC-AM	WABC-AM
3	WPLJ-FM	WPLJ-FM	WPLJ-FM
4	WCBS-FM	WCBS-FM	WBLI-FM
5	WBLI-FM	WBLI-FM	WCBS-FM

M-F, 6-10am

1	WABC-AM	WNBC-AM	WNBC-AM
2	WNBC-AM	WABC-AM	WABC-AM
3	WBLI-FM	WBLI-FM	WPLJ-FM
4	WPLJ-FM	WPLJ-FM	WBLI-FM
5	WCBS-FM	WCBS-AM	WLIR-FM

M-F, 3-7pm

1	WABC-AM	WABC-AM	WNBC-AM
2	WPLJ-FM	WNBC-AM	WABC-AM
3	WNBC-AM	WPLJ-FM	WPLJ-FM
4	WBLI-FM	WCBS-FM	WLIR-FM
5	WCBS-FM	WBLI-FM	WKTU-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 9279

	A/M '77	A/M '78	A/M '79
1	WABC-AM	WABC-AM	WABC-AM
2	WNBC-AM	WCBS-AM	WNBC-AM
3	WCBS-AM	WINS-AM	WINS-AM
4	WINS-AM	WNBC-AM	WCBS-AM
5	WCBS-FM	WCBS-FM	WCBS-FM

M-F, 6-10am

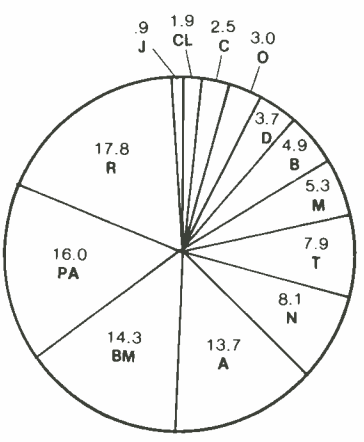
1	WABC-AM	WCBS-AM	WABC-AM
2	WNBC-AM	WABC-AM	WCBS-AM
3	WINS-AM	WINS-AM	WINS-AM
4	WCBS-AM	WNBC-AM	WNBC-AM
5	WBLI-FM	WBLI-FM	WBLI-FM

M-F, 3-7pm

1	WABC-AM	WABC-AM	WABC-AM
2	WNBC-AM	WNBC-AM	WNBC-AM
3	WINS-AM	WCBS-AM	WINS-AM
4	WCBS-AM	WBLI-FM	WCBS-AM
5	WCBS-FM	WINS-AM	WHN -AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

New Bedford-Fall River, MA

METRO RANK **72**

A/M '79 Market Overview

New Bedford is a closely-knit local market dominated by outside stations from Boston, Providence and Worcester. Almost two-thirds of the total listening in the New Bedford metro is to "outside" stations.

Top local station in the New Bedford market is **WBSM,** a P/A station which increased its 12+ share to the mid-8 range. WBSM increased its numbers most among its men listeners 25+, especially in the midday daypart. Virtually tied for the runnerup spot among local stations are **WALE,** another P/A entry, and **WPEP,** the local Talk station. WALE's numbers dipped in this book, most noticeably among male listeners 25+. Perhaps there was a flow of audience which had been listening to WALE in the past which sampled WBSM in this report.

WPEP is tied into the **New England Radio Network** which helps the station cover events in the Northeast. WPEP concentrates otherwise on local news, community involvement, and uses the two-way talk radio format at times. WPEP's 12+ share almost doubled in the A/M'79 report, due largely to substantial gains among men listeners in the market.

The New Bedford-Fall River market was first measured as a separate entity in A/M'78, so two-book trends are all that are available.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 3919

	A/M '78		A/M '79	
1	WLKW-AF	8.1	WBSM-AM (PA)	8.4
2	WBSM-AM	6.8	WALE-AM (PA)	4.7
3	WPRO-AM	6.6	WPEP-AM (T)	4.6
4	WPJB-FM	5.8	WNBH-AM (PA)	4.1
5	WPRO-FM	5.7	WHJY-FM (C)	3.3
6	WALE-AM	5.5	WMYS-FM (PA)	3.1
7	WNBH-AM	5.0	WARA-AM (PA)	2.2
8	WHJY-FM	4.5	WRLM FM (PA)	2.1
9	WMYS-FM	4.2	WSAR-AM (PA)	1.8
10	WHIM-AM	3.8	WAAF-FM (A)	1.0
11	WJAR-AM	3.4	WBRU-FM (A)	0.4
12	WSAR-AM	2.8	WVBF-FM (R)	0.3
13	WPEP-AM	2.4		
14	WEAN-AM	1.6		
15	WRLM-FM	1.6		
16	WVBF-FM	1.3		
17	WCIB-FM	1.1		
18	WARA-AM	1.1		
19	WAAF-FM	1.1		
20	WBRU-FM	0.8		
21	WRYT-AM	0.4		
22	WGNG-AM	0.3		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3919

	A/M '78		A/M '79	
1	WLKW-AF	57	WBSM-AM	57
2	WBSM-AM	48	WALE-AM	32
3	WPRO-AM	47	WPEP-AM	31
4	WPJB-FM	41	WNBH-AM	28
5	WPRO-FM	40	WHJY-FM	22

M-F, 6-10am

1	WALE-AM	WALE-AM
2	WPRO-AM	WBSM-AM
3	WBSM-AM	WNBH-AM
4	WNBH-AM	WPEP-AM
5	WLKW-AF	WARA-AM

M-F, 3-7pm

1	WPJB-FM	WBSM-AM
2	WPRO-FM	WNBH-AM
3	WLKW-AF	WPEP-AM
4	WPRO-AM	WALE-AM
5	WHJY-FM	WMYS-FM

Teens

M-S, 6am-Midnight

POP(00): 516

	A/M '78	A/M '79
1	WPJB-FM	WAAF-FM
2	WPRO-FM	WNBH-AM
3	WPRO-AM	WPEP-AM
4	WMYS-FM	WRLM-FM
5	WVBF-FM	WBRU-FM

M-F, 6-10am

1	WPJB-FM	WNBH-AM
2	WPRO-FM	WRLM-FM
3	WPRO-AM	WVBF-FM
4	WNBH-AM	WAAF-FM
5	WRLM-FM	WMYS-FM

M-F, 3-7pm

1	WPJB-FM	WRLM-FM
2	WPRO-FM	WAAF-FM
3	WPRO-AM	WVBF-FM
4	WMYS-FM	WMYS-FM
5	WAAF-FM	WPEP-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1240

	A/M '78	A/M '79
1	WPRO-AM	WMYS-FM
2	WMYS-FM	WNBH-AM
3	WPRO-FM	WSAR-AM
4	WNBH-AM	WAAF-FM
5	WPJB-FM	WBSM-AM

M-F, 6-10am

1	WPRO-AM	WMYS-FM
2	WMYS-FM	WARA-AM
3	WPRO-FM	WBSM-AM
4	WNBH-AM	WALE-AM
5	WSAR-AM	WSAR-AM

M-F, 3-7pm

1	WPRO-AM	WMYS-FM
2	WPRO-FM	WNBH-AM
3	WMYS-FM	WAAF-FM
4	WPJB-FM	WHJY-FM
5	WNBH-AM	WALE-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 1458

	A/M '78	A/M '79
1	WPRO-AM	WNBH-AM
2	WHIM-AM	WMYS-FM
3	WPRO-FM	WHJY-FM
4	WHJY-FM	WBSM-AM
5	WLKW-AF	WALE-AM

M-F, 6-10am

1	WPRO-AM	WNBH-AM
2	WALE-AM	WALE-AM
3	WHIM-AM	WBSM-AM
4	WPRO-FM	WMYS-FM
5	WNBH-AM	WSAR-AM

M-F, 3-7pm

1	WPRO-AM	WNBH-AM
2	WHIM-AM	WMYS-FM
3	WPRO-FM	WHJY-FM
4	WHJY-FM	WBSM-AM
5	WLKW-AF	WALE-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3919

	A/M '78		A/M '79	
1	WPRO AM	1038	WBSM-AM	537
2	WPJB-FM	801	WSAR AM	460
3	WPRO FM	702	WNBH-AM	441
4	WLKW-AF	670	WALE AM	434
5	WSAR AM	622	WHJY FM	325

M-F, 6-10am

1	WPRO AM	WBSM AM
2	WALE AM	WALE AM
3	WBSM AM	WNBH AM
4	WPJB FM	WSAR AM
5	WPRO-FM	WPEP AM

M-F, 3-7pm

1	WPRO AM	WNBH AM
2	WPJB FM	WBSM AM
3	WPRO FM	WALE AM
4	WJAR-AM	WMYS FM
5	WLKW AF	WSAR AM

Teens

M-S, 6am-Midnight

POP(00): 516

	A/M '78	A/M '79
1	WPJB FM	WVBF FM
2	WPRO-FM	WAAF FM
3	WPRO-AM	WNBH AM
4	WVBF-FM	WSAR-AM
5	WNBH-AM	WRLM FM

M-F, 6-10am

1	WPJB FM	WVBF FM
2	WPRO-FM	WNBH AM
3	WPRO-AM	WRLM FM
4	WVBF-FM	WSAR AM
5	WNBH-AM	WAAF FM

M-F, 3-7pm

1	WPJB-FM	WAAF-FM
2	WPRO-FM	WRLM FM
3	WPRO-AM	WVBF-FM
4	WVBF-FM	WNBH AM
5	WSAR AM	WMYS FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1240

	A/M '78	A/M '79
1	WPRO-AM	WSAR-AM
2	WPJB FM	WMYS-FM
3	WSAR AM	WBRU-FM
4	WPRO FM	WNBH-AM
5	WJAR AM	WBSM AM

M-F, 6-10am

1	WPRO-AM	WMYS-FM
2	WSAR-AM	WSAR AM
3	WPJB-FM	WALE-AM
4	WPRO-FM	WBSM AM
5	WNBH-AM	WBRU FM

M-F, 3-7pm

1	WPRO AM	WMYS-FM
2	WPRO FM	WNBH AM
3	WPJB FM	WSAR AM
4	WSAR AM	WAAF FM
5	WMYS-FM	WRLM FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 1458

	A/M '78	A/M '79
1	WPRO AM	WNBH AM
2	WPJB FM	WSAR AM
3	WSAR AM	WMYS-FM
4	WPRO FM	WHJY FM
5	WALE AM	WBSM AM

M-F, 6-10am

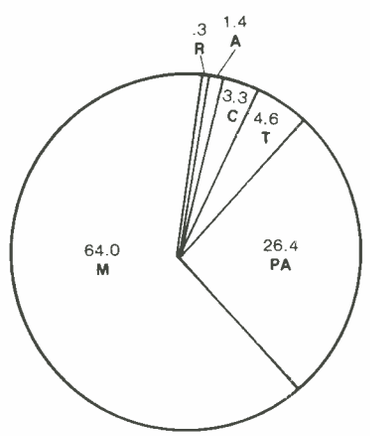
1	WPRO-AM	WNBH-AM
2	WALE-AM	WBSM-AM
3	WSAR-AM	WALE AM
4	WRSM AM	WHJY FM
5	WPRO FM	WSAR AM

M-F, 3-7pm

1	WPRO AM	WNBH AM
2	WPRO FM	WHJY FM
3	WJAR AM	WSAR AM
4	WPJB FM	WMYS FM
5	WSAR AM	WBSM AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

New Haven-West Haven

METRO RANK **78**

A/M '79 Market Overview

For the second straight book, **WELI,** the market leader, declined in overall 12+ share. Still dominant among the local stations, WELI does well among adults 25-49 and 25-54. Losses in overall share were due to decline in female ratings, especially in the evening. WELI used outside ad campaign involving TV, billboards, and print.

The real mover in the A/M'79 sweep was **WAVZ,** which jumped three share points in terms of overall 12+ audience. Biggest gain was among young adult women as total female audience doubled. During the survey, WAVZ was a Top 40 property (now P/A), promoting with a heavy billboard campaign.

Third in the New Haven area in 12+ share is **WPLR.** This AOR station gained two share points, with young men 18-34 forming the base of the advance. WPLR now has a 28 share of men 18-34, dominant in this demo, and is number one among 18-34 adults as well. Outside ad campaign was based on newspaper and billboards.

During the A/M'79 sweep **WKCI** was airing Beautiful Music, and the station declined by almost two shares. A decline among males 25+ in AM drive and the evening led to the drop in this report. WKCI's **Masters Broadcast Service** sound rated fourth overall in New Haven metro.

A poorer diary return occurred in this sweep than for the O/N'78 survey. In-tab drops by 100 (644 vs. 544) and young adult men are most affected (18-34).

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 3646

A/M '78		O/N '78		A/M '79	
1 WELI-AM	19.6	WELI-AM	18.2	WELI-AM(PA)	16.6
2 WAVZ-AM	10.1	WKCI-FM	9.3	WAVZ-AM(R)	10.4
3 WKCI-FM	8.5	WAVZ-AM	7.4	WPLR-FM(A)	8.8
4 WPLR-FM	8.0	WPLR-FM	6.9	WKCI-FM(BM)	7.5
5 WWYZ-FM	5.7	WWYZ-FM	5.2	WDRC-FM(R)	5.4
6 WNHC-AM	4.2	WKSS-FM	4.8	WWYZ-FM(A)	4.8
7 WKSS-FM	3.7	WTIC-FM	3.3	WEZN-FM(BM)	4.1
8 WTIC-AM	3.2	WDRC-FM	3.3	WKSS-FM(BM)	4.1
9 WTIC-FM	2.7	WEZN-FM	2.8	WTIC-AM(PA)	3.3
10 WEZN-FM	2.3	WTIC-AM	2.3	WTIC-FM(R)	2.4
11 WYBC-FM	2.1	WIOF-FM	2.3	WNHC-AM(R)	1.8
12 WCDQ-AM	1.9	WNHC-AM	1.6	WHCN-FM(A)	1.8
13 WDRC-FM	1.8	WDJZ-AM	1.6	WDJZ-AM(PA)	1.6
14 WRCH-FM	1.6	WOMN-AM	1.5	WRCH-FM(BM)	1.1
15 WIOF-FM	1.4	WRCH-FM	1.0	WYBC-FM(J)	1.0
16 WICC-AM	1.2	WICC-AM	0.8	WPOP-AM(N)	1.0
17 WHCN-FM	1.1	WYBC-FM	0.7	WIOF-FM(A)	0.8
18 WDJZ-AM	0.5	WHCN-FM	0.7	WICC-AM(PA)	0.6
19		WRCQ-AM	0.3	WICC-FM(A)	0.5
20		WPOP-AM	0.3	WOMN-AM(A)	0.5
21				WRCQ-AM(R)	0.3

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3646

A/M '78		O/N '78		A/M '79	
1 WELI-AM	111	WELI-AM	111	WELI-AM	104
2 WAVZ-AM	57	WKCI-FM	57	WAVZ-AM	65
3 WKCI-FM	48	WAVZ-AM	45	WPLR-FM	55
4 WPLR-FM	45	WPLR-FM	42	WKCI-FM	47
5 WWYZ-FM	32	WWYZ-FM	32	WDRC-FM	34
M-F, 6-10am					
1 WELI-AM		WELI-AM		WELI-AM	
2 WAVZ-AM		WAVZ-AM		WAVZ-AM	
3 WTIC-AM		WKCI-FM		WPLR-FM	
4 WKCI-FM		WPLR-FM		WKCI-FM	
5 WPLR-FM		WTIC-AM		WDRC-FM	
M-F, 3-7pm					
1 WELI-AM		WELI-AM		WELI-AM	
2 WAVZ-AM		WKCI-FM		WPLR-FM	
3 WKCI-FM		WAVZ-AM		WAVZ-AM	
4 WPLR-FM		WPLR-FM		WKCI-FM	
5 WKSS-FM		WKSS-FM		WDRC-FM	

Teens
M-S, 6am-Midnight
POP(00): 444

A/M '78	O/N '78	A/M '79
1 WAVZ-AM	WTIC-FM	WPLR-FM
2 WPLR-FM	WPLR-FM	WDRC-FM
3 WTIC-FM	WAVZ-AM	WTIC-FM
4 WDRC-FM	WDRC-FM	WAVZ-AM
5 WHCN-FM	WELI-AM	WHCN-FM
M-F, 6-10am.		
1 WAVZ-AM	WTIC-FM	WPLR-FM
2 WPLR-FM	WELI-AM	WDRC-FM
3 WTIC-FM	WPLR-FM	WAVZ-AM
4 WELI-AM	WAVZ-AM	WTIC-FM
5 WRCH-FM	WDRC-FM	WTIC-AM
M-F, 3-7pm		
1 WAVZ-AM	WTIC-FM	WDRC-FM
2 WPLR-FM	WAVZ-AM	WPLR-FM
3 WTIC-FM	WPLR-FM	WTIC-FM
4 WDRC-FM	WDRC-FM	WAVZ-AM
5 WHCN-FM	WHCN-FM	WHCN-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1297

A/M '78	O/N '78	A/M '79
1 WPLR-FM	WAVZ-AM	WPLR-FM
2 WWYZ-FM	WPLR-FM	WAVZ-AM
3 WAVZ-AM	WWYZ-FM	WDRC-FM
4 WELI-AM	WELI-AM	WWYZ-FM
5 WYBC-FM	WDRC-FM	WELI-AM
M-F, 6-10am		
1 WAVZ-AM	WAVZ-AM	WAVZ-AM
2 WELI-AM	WPLR-FM	WPLR-FM
3 WWYZ-FM	WELI-AM	WDRC-FM
4 WPLR-FM	WWYZ-FM	WWYZ-FM
5 WNHC-AM	WDRC-FM	WELI-AM
M-F, 3-7pm		
1 WPLR-FM	WAVZ-AM	WPLR-FM
2 WAVZ-AM	WPLR-FM	WAVZ-AM
3 WWYZ-FM	WWYZ-FM	WDRC-FM
4 WELI-AM	WDRC-FM	WWYZ-FM
5 WDRC-FM	WQMN-AM	WELI-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1386

A/M '78	O/N '78	A/M '79
1 WELI-AM	WELI-AM	WAVZ-AM
2 WAVZ-AM	WKCI-FM	WELI-AM
3 WWYZ-FM	WAVZ-AM	WWYZ-FM
4 WKCI-FM	WWYZ-FM	WKCI-FM
5 WNHC-AM	WKSS-FM	WPLR-FM
M-F, 6-10am		
1 WELI-AM	WELI-AM	WAVZ-AM
2 WAVZ-AM	WKCI-FM	WELI-AM
3 WTIC-AM	WAVZ-AM	WKCI-FM
4 WKCI-FM	WWYZ-FM	WWYZ-FM
5 WWYZ-FM	WKSS-FM	WTIC-AM
M-F, 3-7pm		
1 WELI-AM	WKCI-FM	WAVZ-AM
2 WWYZ-FM	WWYZ-FM	WELI-AM
3 WAVZ-AM	WAVZ-AM	WKCI-FM
4 WKCI-FM	WKSS-FM	WWYZ-FM
5 WKSS-FM	WELI-AM	WPLR-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3646

A/M '78		O/N '78		A/M '79	
1 WELI-AM	1390	WELI-AM	1354	WELI-AM	1142
2 WAVZ-AM	1043	WAVZ-AM	674	WAVZ-AM	823
3 WKCI-FM	655	WPLR-FM	595	WPLR-FM	726
4 WPLR-FM	622	WKCI-FM	594	WDRC-FM	534
5 WNHC-AM	537	WKSS-FM	434	WKCI-FM	514
M-F, 8-10am					
1 WELI-AM		WELI-AM		WELI-AM	
2 WAVZ-AM		WAVZ-AM		WAVZ-AM	
3 WKCI-FM		WKCI-FM		WPLR-FM	
4 WTIC-AM		WPLR-FM		WDRC-FM	
5 WWYZ-FM		WWYZ-FM		WKCI-FM	
M-F, 3-7pm					
1 WELI-AM		WELI-AM		WELI-AM	
2 WAVZ-AM		WAVZ-AM		WAVZ-AM	
3 WPLR-FM		WPLR-FM		WPLR-FM	
4 WKCI-FM		WKCI-FM		WKCI-FM	
5 WWYZ-FM		WKSS-FM		WDRC-FM	

Teens
M-S, 6am-Midnight
POP(00): 444

A/M '78	O/N '78	A/M '79
1 WAVZ-AM	WAVZ-AM	WDRC-FM
2 WPLR-FM	WTIC-FM	WPLR-FM
3 WDRC-FM	WPLR-FM	WAVZ-AM
4 WTIC-FM	WDRC-FM	WTIC-FM
5 WELI-AM	WELI-AM	WHCN-FM
M-F, 6-10am		
1 WAVZ-AM	WAVZ-AM	WPLR-FM
2 WPLR-FM	WTIC-FM	WAVZ-AM
3 WTIC-FM	WELI-AM	WDRC-FM
4 WELI-AM	WPLR-FM	WTIC-FM
5 WDRC-FM	WDRC-FM	WTIC-AM
M-F, 3-7pm		
1 WAVZ-AM	WAVZ-AM	WPLR-FM
2 WPLR-FM	WTIC-FM	WDRC-FM
3 WTIC-FM	WPLR-FM	WTIC-FM
4 WDRC-FM	WDRC-FM	WAVZ-AM
5 WHCN-FM	WHCN-FM	WHCN-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1297

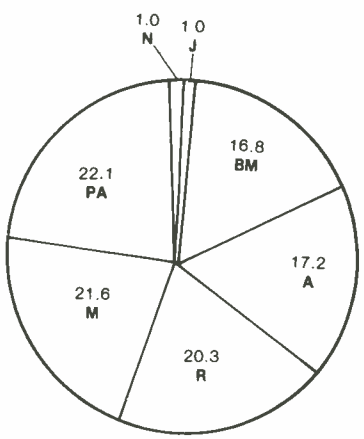
A/M '78	O/N '78	A/M '79
1 WAVZ-AM	WPLR-FM	WPLR-FM
2 WWYZ-FM	WAVZ-AM	WAVZ-AM
3 WPLR-FM	WWYZ-FM	WDRC-FM
4 WELI-AM	WELI-AM	WWYZ-FM
5 WNHC-AM	WDRC-FM	WELI-AM
M-F, 6-10am		
1 WAVZ-AM	WAVZ-AM	WPLR-FM
2 WELI-AM	WPLR-FM	WAVZ-AM
3 WWYZ-FM	WWYZ-FM	WDRC-FM
4 WPLR-FM	WELI-AM	WWYZ-FM
5 WDRC-FM	WDRC-FM	WELI-AM
M-F, 3-7pm		
1 WAVZ-AM	WAVZ-AM	WPLR-FM
2 WWYZ-FM	WPLR-FM	WAVZ-AM
3 WPLR-FM	WWYZ-FM	WDRC-FM
4 WELI-AM	WDRC-FM	WWYZ-FM
5 WDRC-FM	WELI-AM	WELI-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1386

A/M '78	O/N '78	A/M '79
1 WELI-AM	WELI-AM	WELI-AM
2 WAVZ-AM	WAVZ-AM	WAVZ-AM
3 WWYZ-FM	WKCI-FM	WWYZ-FM
4 WKCI-FM	WWYZ-FM	WKCI-FM
5 WNHC-AM	WPLR-FM	WPLR-FM
M-F, 6-10am		
1 WELI-AM	WELI-AM	WELI-AM
2 WAVZ-AM	WWYZ-FM	WAVZ-AM
3 WKCI-FM	WAVZ-AM	WKCI-FM
4 WWYZ-FM	WKCI-FM	WWYZ-FM
5 WNHC-AM	WPLR-FM	WPLR-FM
M-F, 3-7pm		
1 WAVZ-AM	WELI-AM	WAVZ-AM
2 WELI-AM	WAVZ-AM	WELI-AM
3 WWYZ-FM	WWYZ-FM	WWYZ-FM
4 WKCI-FM	WKCI-FM	WPLR-FM
5 WNHC-AM	WKSS-FM	WKCI-FM

Format Penetration Chart

Based On Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

New Orleans

METRO RANK **34**

A/M '79 Market Overview

WBYU, a Beautiful Music-formatted station, gained four shares (12+) to become the new #1 station in the Crescent City. WBYU received a boost when format competitor **WEZB** switched to Dancemusic. WBYU is #1 in adults 25-49, with an almost 15 share. Ad campaign consisted of TV spots.

WTIX (Top 40) eased its share upwards, and now is #2 in overall 12+ share, #2 in appeal to adults 25-49. AM drive showed most improvement owing to increasing female numbers in that daypart.

P/A station **WQUE** and AOR entry **WRNO** tied for third in 12+ share. WQUE saw its ratings slip as numbers among men declined by almost a third. Station remained strong among 18-34 adults and teens share held steady. WRNO gained almost two shares (12+) as all-rock format picked up young adults, especially women listeners. WRNO is number one with adults 18-34 after this book.

Top 40 entity **WNOE** rebounded, earned same 12+ share as A/M'78. WNOE more than doubled its numbers among men to lead advance in overall share. WNOE, WTIX tied for lead among teens. WNOE used TV in outside ad campaign.

WSMB, formerly the number one station in the metro, had a stable book as station earned 7+ share of total audience. Station skews 35+ in its demographic appeal.

This is the second Spring survey for New Orleans under the Extended Measurement 12-week sweep.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 9147

A/M '78		O/N '78		A/M '79	
1 WSMB-AM	10.1	WTIX-AM	8.5	WBYU-FM (BM)	11.7
2 WTIX-AM	10.1	WQUE-FM	8.3	WTIX-AM (R)	8.8
3 WQUE-FM	8.0	WBYU-FM	7.5	WQUE-FM (PA)	7.4
4 WBYU-FM	7.1	WSMB-AM	7.5	WRNO-FM (A)	7.4
5 WRNO-FM	7.1	WNOE-FM	6.9	WSMB-AM (PA)	7.3
6 WWL -AM	6.5	WGSO-AM	6.4	WNOE-AM (R)	6.4
7 WNOE-AM	6.4	WRNO-FM	5.8	WWL -AM (PA)	5.7
8 WNOE-FM	5.3	WSHO-AM	5.6	WNOE-FM (A)	5.1
9 WSHO-AM	5.0	WWL -AM	5.1	WGSO-AM (PA)	5.0
10 WGSO-AM	4.9	WNOE-AM	4.9	WYLD-AM (B)	4.8
11 WXEL-FM	4.9	WYLD-AM	4.4	WSHO-AM (C)	4.8
12 WYLD-AM	4.9	WYLD-FM	4.2	WWL -FM (BM)	3.9
13 WBOK-AM	3.6	WBOK-AM	3.9	WYLD-FM (J)	3.7
14 WWL -FM	2.7	WXEL-FM	3.5	WEZB-FM (D)	3.1
15 WEZB-FM	2.6	WWL -FM	3.3	WXEL-FM (B)	3.0
16 WYLD-FM	2.4	WWIW-AM	3.3	WWIW-AM (BB)	2.5
17 WNNR-AM	2.3	WEZB-FM	3.2	WBOK-AM (B)	2.4
18 WWIW-AM	2.3	WVOG-AM	1.8	WNNR-AM (B)	1.4
19 WARB-AM	1.0	WNNR-AM	1.3	WVOG-AM (RL)	1.0
20 WVOG-AM	0.6	WARB-AM	0.7		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 9147

A/M '78		O/N '78		A/M '79	
1 WSMB-AM	125	WTIX-AM	101	WBYU-FM	133
2 WTIX-AM	124	WQUE-FM	99	WTIX-AM	101
3 WQUE-FM	99	WBYU-FM	90	WQUE-FM	85
4 WBYU-FM	88	WSMB-AM	90	WRNO-FM	85
5 WRNO-FM	87	WNOE-FM	83	WSMB-AM	83

M-F, 6-10am

1 WTIX-AM		WTIX-AM	WTIX-AM
2 WSMB-AM		WGSO-AM	WBYU-FM
3 WWL -AM		WWL -AM	WWL -AM
4 WGSO-AM		WSMB-AM	WGSO-AM
5 WRNO-FM		WQUE-FM	WSMB-AM

M-F, 3-7pm

1 WTIX-AM		WQUE-FM	WBYU-FM
2 WQUE-FM		WTIX-AM	WTIX-AM
3 WBYU-FM		WNOE-FM	WQUE-FM
4 WNOE-AM		WSMB-AM	WRNO-FM
5 WRNO-FM		WBYU-FM	WNOE-AM

Teens
M-S, 6am-Midnight
POP(00): 1334

A/M '78	O/N '78	A/M '79
1 WTIX-AM	WTIX-AM	WTIX-AM
2 WNOE-AM	WNOE-AM	WNOE-AM
3 WQUE-FM	WQUE-FM	WQUE-FM
4 WXEL-FM	WRNO-FM	WRNO-FM
5 WYLD-AM	WBOK-AM	WYLD-AM

M-F, 6-10am

1 WTIX-AM		WTIX-AM	WTIX-AM
2 WNOE-AM		WNOE-AM	WNOE-AM
3 WQUE-FM		WQUE-FM	WQUE-FM
4 WRNO-FM		WRNO-FM	WRNO-FM
5 WYLD-AM		WYLD-AM	WYLD-AM

M-F, 3-7pm

1 WTIX-AM		WNOE-AM	WTIX-AM
2 WNOE-AM		WTIX-AM	WNOE-AM
3 WXEL-FM		WQUE-FM	WQUE-FM
4 WQUE-FM		WBOK-AM	WYLD-AM
5 WYLD-AM		WRNO-FM	WRNO-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3343

A/M '78	O/N '78	A/M '79
1 WRNO-FM	WQUE-FM	WRNO-FM
2 WTIX-AM	WNOE-FM	WQUE-FM
3 WNOE-FM	WRNO-FM	WNOE-FM
4 WQUE-FM	WTIX-AM	WTIX-AM
5 WNOE-AM	WYLD-FM	WNOE-AM

M-F, 6-10am

1 WRNO-FM		WQUE-FM	WTIX-AM
2 WTIX-AM		WTIX-AM	WQUE-FM
3 WWL -AM		WRNO-FM	WNOE-AM
4 WNOE-FM		WNOE-FM	WNOE-FM
5 WQUE-FM		WGSO-AM	WRNO-FM

M-F, 3-7pm

1 WRNO-FM		WQUE-FM	WRNO-FM
2 WTIX-AM		WNOE-FM	WQUE-FM
3 WQUE-FM		WRNO-FM	WNOE-FM
4 WNOE-FM		WTIX-AM	WTIX-AM
5 WBYU-FM		WYLD-FM	WNOE-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 3754

A/M '78	O/N '78	A/M '79
1 WTIX-AM	WTIX-AM	WBYU-FM
2 WQUE-FM	WBYU-FM	WTIX-AM
3 WSHO-AM	WQUE-FM	WQUE-FM
4 WRNO-FM	WGSO-AM	WSHO-AM
5 WBYU-FM	WNOE-FM	WGSO-AM

M-F, 6-10am

1 WTIX-AM		WTIX-AM	WTIX-AM
2 WWL -AM		WGSO-AM	WBYU-FM
3 WSHO-AM		WWL -AM	WWL -AM
4 WGSO-AM		WQUE-FM	WGSO-AM
5 WRNO-FM		WNOE-FM	WQUE-FM

M-F, 3-7pm

1 WTIX-AM		WQUE-FM	WBYU-FM
2 WQUE-FM		WBYU-FM	WTIX-AM
3 WBYU-FM		WTIX-AM	WQUE-FM
4 WWL -AM		WNOE-FM	WGSO-AM
5 WRNO-FM		WGSO-AM	WSHO-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 9147

A/M '78		O/N '78		A/M '79	
1 WTIX-AM	2212	WTIX-AM	2173	WTIX-AM	2170
2 WNOE-AM	1655	WQUE-FM	1861	WQUE-FM	1656
3 WQUE-FM	1572	WGSO-AM	1748	WNOE-AM	1642
4 WNOE-FM	1326	WNOE-AM	1627	WBYU-FM	1580
5 WBYU-FM	1270	WNOE-FM	1484	WWL -AM	1337

M-F, 6-10am

1 WTIX-AM		WTIX-AM	WTIX-AM
2 WWL -AM		WQUE-FM	WNOE-AM
3 WNOE-AM		WGSO-AM	WQUE-FM
4 WGSO-AM		WWL -AM	WWL -AM
5 WQUE-FM		WNOE-AM	WBYU-FM

M-F, 3-7pm

1 WTIX-AM		WTIX-AM	WTIX-AM
2 WQUE-FM		WQUE-FM	WQUE-FM
3 WNOE-AM		WNOE-AM	WNOE-AM
4 WRNO-FM		WNOE-FM	WBYU-FM
5 WBYU-FM		WRNO-FM	WRNO-FM

Teens
M-S, 6am-Midnight
POP(00): 1334

A/M '78	O/N '78	A/M '79
1 WTIX-AM	WTIX-AM	WTIX-AM
2 WNOE-AM	WNOE-AM	WNOE-AM
3 WQUE-FM	WQUE-FM	WQUE-FM
4 WYLD-AM	WNOE-FM	WRNO-FM
5 WNOE-FM	WRNO-FM	WNOE-FM

M-F, 6-10am

1 WTIX-AM		WTIX-AM	WTIX-AM
2 WNOE-AM		WNOE-AM	WNOE-AM
3 WQUE-FM		WQUE-FM	WQUE-FM
4 WYLD-AM		WRNO-FM	WRNO-FM
5 WRNO-FM		WYLD-AM	WYLD-AM

M-F, 3-7pm

1 WTIX-AM		WTIX-AM	WTIX-AM
2 WNOE-AM		WNOE-AM	WNOE-AM
3 WQUE-FM		WQUE-FM	WQUE-FM
4 WYLD-AM		WRNO-FM	WRNO-FM
5 WRNO-FM		WBOK-AM	WYLD-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3343

A/M '78	O/N '78	A/M '79
1 WTIX-AM	WQUE-FM	WQUE-FM
2 WQUE-FM	WTIX-AM	WTIX-AM
3 WNOE-FM	WNOE-FM	WRNO-FM
4 WRNO-FM	WRNO-FM	WNOE-FM
5 WNOE-AM	WNOE-AM	WNOE-AM

M-F, 6-10am

1 WTIX-AM		WTIX-AM	WQUE-FM
2 WRNO-FM		WQUE-FM	WTIX-AM
3 WNOE-AM		WRNO-FM	WNOE-AM
4 WNOE-FM		WNOE-FM	WRNO-FM
5 WQUE-FM		WNOE-AM	WNOE-FM

M-F, 3-7pm

1 WTIX-AM		WQUE-FM	WQUE-FM
2 WRNO-FM		WTIX-AM	WTIX-AM
3 WNOE-FM		WNOE-FM	WRNO-FM
4 WQUE-FM		WRNO-FM	WNOE-AM
5 WNOE-AM		WNOE-AM	WNOE-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 3754

A/M '78	O/N '78	A/M '79
1 WTIX-AM	WTIX-AM	WTIX-AM
2 WQUE-FM	WGSO-AM	WBYU-FM
3 WNOE-AM	WQUE-FM	WQUE-FM
4 WBYU-FM	WWL -AM	WGSO-AM
5 WWL -AM	WBYU-FM	WWL -AM

M-F, 6-10am

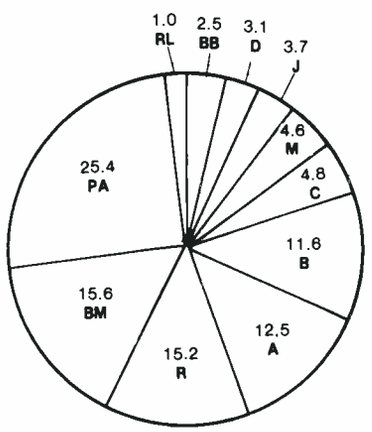
1 WTIX-AM		WTIX-AM	WTIX-AM
2 WWL -AM		WQUE-FM	WBYU-FM
3 WNOE-AM		WGSO-AM	WWL -AM
4 WBYU-FM		WWL -AM	WGSO-AM
5 WGSO-AM		WNOE-FM	WQUE-FM

M-F, 3-7pm

1 WTIX-AM		WTIX-AM	WTIX-AM
2 WQUE-FM		WQUE-FM	WBYU-FM
3 WBYU-FM		WNOE-FM	WQUE-FM
4 WWL -AM		WGSO-AM	WNOE-AM
5 WNOE-AM		WBYU-FM	WGSO-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

New York

METRO RANK 1

A/M '79-J/A '79 Market Overview

The last two books in New York City have seen a battle between the Dance-music pioneer, **WKTU,** and the Black/Dancemusic sound of **WBLS.** WKTU has been declining, as its 18-34 audience is spending less time with the station. Cume is also dropping for WKTU, while cume, average audience, and time spent listening are picking up well on WBLS. **Frankie Crocker** returned to WBLS to lead station to top position in market. WBLS used TV, bus sides, and newspaper ads to boost station's visibility in the metro. WKTU used transit advertising plus TV and billboards. WBLS and WKTU rank 1-2 in appeal to adults 18-34, and WBLS is far and away the top teens staton in New York.

Third place in the 12+ sweepstakes in the latest J/A'79 report for New York is shared by **WABC** (Top 40) and **WOR** (P/A & T). WABC can be encouraged by the increase in female and teen audiences, but the male audience for WABC is its lowest in years in AM and PD drive times. WABC used heavy ad campaign for A/M'79 book, primarily TV and transit ads. WOR skews older than the other leading stations in the metro, tied for second among adults 35-64. Station declined to less than 6 share in J/A after an apparent rebound in the A/M report. Summer book declines were brought about by drop in men, especially in AM drive when males 12+ slid by more than 40% from the A/M report.

Bonneville's Beautiful Music FM, **WRFM,** bounces between mid-4 and mid-5 share recently. Summer caught the station on an upswing from the A/M'79 slip. WRFM is popular among adults 25+.

WCBS and **WINS** battle it out for the News supremacy in Gotham. WCBS has remained at the 5 share level for the last two sweeps, while WINS has fallen below this plateau. However, in the crucial AM drive daypart WINS has edged past WCBS in the latest book. In AM drive WCBS and WINS rank 2-3 respectively among adults 25-49, following WBLS. AOR's and Country **WHN** remained static in J/A book.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 138470

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WABC-AM 8.1	WABC-AM 9.0	WKTU-FM 11.3	WKTU-FM 10.3	WKTU-FM (D) 7.6	WBLS-FM 8.7
2	WBLS-FM 7.9	WBLS-FM 7.8	WABC-AM 7.1	WABC-AM 6.2	WOR -AM (T) 7.0	WKTU-FM 6.7
3	WOR -AM 7.1	WOR -AM 7.5	WOR -AM 6.4	WOR -AM 5.8	WBLS-FM (D) 6.4	WOR -AM 5.8
4	WCBS-AM 5.5	WINS-AM 5.4	WCBS-AM 5.6	WRFM-FM 5.6	WABC-AM (D) 5.9	WABC-AM 5.8
5	WINS-AM 5.5	WRFM-FM 5.2	WINS-AM 5.1	WINS-AM 5.3	WCBS-AM (D) 5.1	WRFM-FM 5.5
6	WRFM-FM 5.2	WCBS-AM 5.1	WRFM-FM 4.7	WCBS-AM 5.2	WRFM-FM (SM) 4.7	WCBS-AM 5.0
7	WPLJ-FM 4.1	WPLJ-FM 3.9	WCBS-FM 3.4	WBLS-FM 3.9	WINS-AM (D) 4.6	WINS-AM 4.7
8	WXLO-FM 3.4	WNBC-AM 3.5	WHN -AM 3.4	WPLJ-FM 3.6	WPAT-FM (SM) 4.1	WPLJ-FM 3.8
9	WMCA-AM 3.2	WXLO-FM 3.0	WPLJ-FM 3.3	WHN -AM 3.6	WPLJ-FM (A) 3.5	WMCA-AM 3.4
10	WNEW-AM 3.1	WCBS-FM 3.0	WBLS-FM 3.1	WPAT-AM 3.3	WNEW-AM (PA) 3.4	WHN -AM 3.0
11	WNBC-AM 3.0	WPAT-FM 2.7	WJIT-AM 2.9	WPAT-FM 2.9	WMCA-AM (T) 3.0	WADO-AM 2.8
12	WCBS-FM 2.9	WPAT-AM 2.7	WPAT-AM 2.7	WNEW-AM 2.9	WHN -AM (C) 3.0	WNBC-AM 2.8
13	WHN -AM 2.7	WHN -AM 2.7	WPAT-FM 2.6	WMCA-AM 2.8	WCBS-FM (D) 2.9	WPAT-FM 2.7
14	WPAT-FM 2.6	WNEW-AM 2.6	WNBC-AM 2.6	WCBS-FM 2.7	WNEW-FM (A) 2.9	WXLO-FM 2.6
15	WPAT-AM 2.6	WNEW-FM 2.3	WMCA-AM 2.6	WNBC-AM 2.6	WNBC-AM (D) 2.7	WNEW-AM 2.6
16	WJIT-AM 2.1	WMCA-AM 2.3	WXLO-FM 2.6	WJIT-AM 2.4	WXLO-FM (D) 2.5	WCBS-FM 2.5
17	WNEW-FM 2.1	WJIT-AM 1.9	WTFM-FM 2.2	WADO-AM 2.3	WJIT-AM (D) 2.1	WPAT-AM 2.4
18	WTFM-FM 1.8	WADO-AM 1.6	WNEW-AM 2.1	WXLO-FM 2.2	WADO-AM (D) 2.0	WNEW-FM 2.3
19	WVNJ-FM 1.7	WNCN-FM 1.5	WADO-AM 1.9	WYNY-FM 1.8	WPAT-AM (SM) 2.0	WJIT-AM 2.1
20	WRVR-FM 1.6	WKTU-FM 1.4	WNEW-FM 1.7	WNEW-FM 1.8	WYNY-FM (PA) 2.0	WTFM-FM 1.9
21	WPIX-FM 1.5	WRVR-FM 1.4	WQXR-FM 1.3	WQXR-FM 1.4	WTFM-FM (PA) 1.8	WRVR-FM 1.3
22	WWRL-AM 1.4	WVNJ-FM 1.3	WRVR-FM 1.3	WNCN-FM 1.2	WPIX-FM (A) 1.2	WYNY-FM 1.2
23	WADO-AM 1.4	WPIX-FM 1.3	WVNJ-FM 1.2	WRVR-FM 1.1	WRVR-FM (J) 1.1	WLIB-AM 1.1
24	WQXR-FM 1.3	WWRL-AM 1.3	WPIX-FM 1.1	WTFM-FM 1.0	WQXR-FM (CL) 1.1	WPIX-FM 1.1
25	WKTU-FM 1.2	WQXR-FM 1.2	WYNY-FM 1.1	WVNJ-FM 1.0	WVNJ-FM (SM) 0.9	WLIR-FM 1.1
26	WNCN-FM 1.2	WTFM-FM 1.1	WBLI-FM 1.1	WPIX-FM 0.9	WNCN-FM (CL) 0.7	WVNJ-FM 1.1
27	WYNY-FM 1.1	WVNJ-AM 1.0	WNCN-FM 0.8	WVNJ-AM 0.7	WLIR-FM (D) 0.7	WQXR-FM 0.9
28	WBLI-FM 0.9	WCTO-FM 0.9	WVNJ-AM 0.8	WWRL-AM 0.6	WBLI-FM (D) 0.7	WBLI-AM 0.9
29	WVNJ-AM 0.8	WYNY-FM 0.9	WLIR-FM 0.6	WALK-FM 0.6	WLIB-AM (M) 0.5	WVNJ-AM 0.8
30	WLIB-AM 0.8	WBLI-FM 0.8	WWRL-AM 0.6	WCTC-AM 0.5	WVNJ-AM (SM) 0.5	WHUD-FM 0.7
31	WHUD-FM 0.7	WPLR-FM 0.7	WNJR-AM 0.4	WLIB-AM 0.5	WCTO-FM (SM) 0.5	WNCN-FM 0.6
32	WCTO-FM 0.5	WLIR-FM 0.6	WQXR-AM 0.4	WNJR-AM 0.5	WQXR-AM (CL) 0.4	WWRL-AM 0.6
33	WALK-FM 0.5	WEVD-FM 0.4	WCTO-FM 0.4	WBLI-FM 0.5	WALK-FM (PA) 0.4	WBLI-FM 0.5
34	WCTC-AM 0.5	WCTC-AM 0.4	WEVD-AM 0.4	WEVD-FM 0.4	WWRL-AM (D) 0.4	WMGQ-FM 0.5
35	WLIR-FM 0.4	WBAB-FM 0.4	WMGQ-FM 0.4	WLIR-FM 0.4	WGSM-AM (SM) 0.4	WNJR-AM 0.5
36	WEVD-FM 0.4	WLIB-AM 0.4	WLIB-AM 0.3	WWDJ-AM 0.4	WMGQ-FM (SM) 0.4	WWDJ-AM 0.4
37	WGSM-AM 0.4	WNJR-AM 0.3	WWDJ-AM 0.3	WEVD-AM 0.4	WEVD-FM (M) 0.3	WALK-FM 0.4
38	WQXR-AM 0.4	WBNX-AM 0.3	WEVD-FM 0.3	WQXR-AM 0.3	WBNX-AM (D) 0.3	WRKI-FM 0.3
39	WNJR-AM 0.3	WHUD-FM 0.3	WHUD-FM 0.3	WEZN-FM 0.3	WNJR-AM (D) 0.3	WQXR-AM 0.3
40	WALK-AM 0.1	WEVD-AM 0.3		0.0 WCTO-FM 0.3	WWDJ-AM (RL) 0.3	WJLK-FM 0.2
						WALK-AM 0.1
						WJLK-AM 0.1

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 138470

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WABC-AM 1915	WABC-AM 2191	WKTU-FM 2784	WKTU-FM 2593	WKTU-FM 1910	WBLS-FM 2159
2	WBLS-FM 1875	WBLS-FM 1895	WABC-AM 1743	WABC-AM 1560	WOR -AM 1758	WKTU-FM 1664
3	WOR -AM 1678	WOR -AM 1842	WOR -AM 1583	WOR -AM 1459	WBLS-FM 1597	WOR -AM 1450
4	WCBS-AM 1311	WINS-AM 1326	WCBS-AM 1368	WRFM-FM 1419	WABC-AM 1469	WABC-AM 1443
5	WINS-AM 1296	WRFM-FM 1267	WINS-AM 1254	WINS-AM 1329	WCBS-AM 1266	WRFM-FM 1365
6	WRFM-FM 1221	WCBS-AM 1254	WRFM-FM 1149	WCBS-AM 1301	WRFM-FM 1179	WCBS-AM 1235
7	WPLJ-FM 962	WPLJ-FM 942	WCBS-FM 843	WBLS-FM 971	WINS-AM 1146	WINS-AM 1172
8	WXLO-FM 806	WNBC-AM 852	WHN -AM 833	WPLJ-FM 914	WPAT-FM 1023	WPLJ-FM 943
9	WMCA-AM 760	WXLO-FM 735	WPLJ-FM 804	WHN -AM 899	WPLJ-FM 870	WMCA-AM 839
10	WNEW-AM 727	WCBS-FM 722	WBLS-FM 758	WPAT-AM 830	WNEW-AM 842	WHN -AM 735
M-F, 6-10am						
1	WOR -AM	WOR -AM	WOR -AM	WOR -AM	WOR -AM	WOR -AM
2	WABC-AM	WINS-AM	WCBS-AM	WINS-AM	WCBS-AM	WINS-AM
3	WINS-AM	WCBS-AM	WINS-AM	WCBS-AM	WINS-AM	WCBS-AM
4	WCBS-AM	WABC-AM	WKTU-FM	WKTU-FM	WABC-AM	WBLS-FM
5	WBLS-FM	WBLS-FM	WABC-AM	WABC-AM	WKTU-FM	WABC-AM
6	WRFM-FM	WRFM-FM	WRFM-FM	WRFM-FM	WBLS-FM	WRFM-FM
7	WMCA-AM	WNEW-AM	WHN -AM	WHN -AM	WRFM-FM	WMCA-AM
8	WNEW-AM	WNBC-AM	WBLS-FM	WNEW-AM	WNEW-AM	WKTU-FM
9	WNBC-AM	WPLJ-FM	WMCA-AM	WADO-AM	WHN -AM	WADO-AM
10	WPLJ-FM	WHN -AM	WPLJ-FM	WBLS-FM	WPAT-FM	WNEW-AM
M-F, 3-7pm						
1	WABC-AM	WABC-AM	WKTU-FM	WKTU-FM	WKTU-FM	WBLS-FM
2	WBLS-FM	WBLS-FM	WABC-AM	WABC-AM	WBLS-FM	WKTU-FM
3	WCBS-AM	WRFM-FM	WCBS-AM	WRFM-FM	WABC-AM	WABC-AM
4	WRFM-FM	WPLJ-FM	WRFM-FM	WCBS-AM	WCBS-AM	WRFM-FM
5	WXLO-FM	WCBS-AM	WINS-AM	WPLJ-FM	WRFM-FM	WCBS-AM
6	WPLJ-FM	WOR -AM	WHN -AM	WBLS-FM	WPAT-FM	WPLJ-FM
7	WINS-AM	WINS-AM	WCBS-FM	WINS-AM	WOR -AM	WINS-AM
8	WOR -AM	WNBC-AM	WPLJ-FM	WPAT-AM	WPLJ-FM	WHN -AM
9	WNBC-AM	WCBS-FM	WNBC-AM	WHN -AM	WHN -AM	WNBC-AM
10	WMCA-AM	WPAT-AM	WPAT-AM	WOR -AM	WMCA-AM	WPAT-FM

Teens
M-S, 6am-Midnight
POP(00): 17275

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WABC-AM	WABC-AM	WKTU-FM	WKTU-FM	WKTU-FM	WBLS-FM
2	WBLS-FM	WBLS-FM	WABC-AM	WPLJ-FM	WPLJ-FM	WKTU-FM
3	WPLJ-FM	WPLJ-FM	WPLJ-FM	WABC-AM	WBLS-FM	WABC-AM
4	WXLO-FM	WNBC-AM	WXLO-FM	WNBC-AM	WABC-AM	WPLJ-FM
5	WNBC-AM	WXLO-FM	WNBC-AM	WXLO-FM	WXLO-FM	WNBC-AM
6	WWRL-AM	WWRL-AM	WBLS-FM	WBLS-FM	WNBC-AM	WXLO-FM
7	WPIX-FM	WNEW-FM	WBLI-FM	WPIX-FM	WPIX-FM	WLIR-FM
8	WNEW-FM	WBLI-FM	WPIX-FM	WNEW-FM	WNEW-FM	WPIX-FM
9	WBLI-FM	WPIX-FM	WCBS-FM	WCBS-FM	WJIT-AM	WNEW-FM
10	WINS-AM	WPLR-FM	WNEW-FM	WHN -AM	WLIR-FM	WCBS-FM
M-F, 6-10am						
1	WABC-AM	WABC-AM	WKTU-FM	WKTU-FM	WKTU-FM	WBLS-FM
2	WBLS-FM	WBLS-FM	WABC-AM	WABC-AM	WABC-AM	WABC-AM
3	WPLJ-FM	WPLJ-FM	WPLJ-FM	WPLJ-FM	WBLS-FM	WNBC-AM
4	WXLO-FM	WNBC-AM	WXLO-FM	WNBC-AM	WPLJ-FM	WKTU-FM
5	WNBC-AM	WXLO-FM	WNBC-AM	WXLO-FM	WXLO-FM	WPLJ-FM
6	WWRL-AM	WWRL-AM	WBLS-FM	WBLS-FM	WNBC-AM	WXLO-FM
7	WPIX-FM	WNEW-FM	WBLI-FM	WINS-AM	WINS-AM	WINS-AM
8	WINS-AM	WCBS-AM	WCBS-AM	WADO-AM	WPIX-FM	WLIR-FM
9	WCBS-AM	WCBS-FM	WINS-AM	WPIX-FM	WNEW-FM	WADO-AM
10	WOR -AM	WYNY-FM	WPIX-FM	WCBS-AM	WJIT-AM	WNEW-FM
M-F, 3-7pm						
1	WABC-AM	WABC-AM	WKTU-FM	WKTU-FM	WKTU-FM	WBLS-FM
2	WBLS-FM	WBLS-FM	WABC-AM	WABC-AM	WBLS-FM	WKTU-FM
3	WPLJ-FM	WPLJ-FM	WNBC-AM	WPLJ-FM	WABC-AM	WPLJ-FM
4	WXLO-FM	WNBC-AM	WPLJ-FM	WNBC-AM	WPLJ-FM	WABC-AM
5	WNBC-AM	WXLO-FM	WXLO-FM	WXLO-FM	WNBC-AM	WNBC-AM
6	WWRL-AM	WWRL-AM	WBLS-FM	WBLS-FM	WXLO-FM	WXLO-FM
7	WPIX-FM	WBLI-FM	WBLI-FM	WPIX-FM	WPIX-FM	WLIR-FM
8	WNEW-FM	WPLR-FM	WPIX-FM	WCBS-FM	WNEW-FM	WPIX-FM
9	WYNY-FM	WNEW-FM	WCBS-FM	WHN -AM	WOR -AM	WCBS-FM
10	WBLI-FM	WPIX-FM	WNEW-FM	WNEW-FM	WJIT-AM	WNEW-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 45361

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WBLS-FM	WBLS-FM	WKTU-FM	WKTU-FM	WKTU-FM	WBLS-FM
2	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WBLS-FM	WKTU-FM
3	WPLJ-FM	WPLJ-FM	WCBS-FM	WBLS-FM	WABC-AM	WPLJ-FM
4	WXLO-FM	WCBS-FM	WPLJ-FM	WPLJ-FM	WNEW-FM	WABC-AM
5	WCBS-FM	WNEW-FM	WBLS-FM	WCBS-FM	WPLJ-FM	WNEW-FM
6	WNBC-AM	WXLO-FM	WNEW-FM	WNEW-FM	WCBS-FM	WCBS-FM
7	WNEW-FM	WNBC-AM	WXLO-FM	WXLO-FM	WXLO-FM	WXLO-FM
8	WRVR-FM	WKTU-FM	WNBC-AM	WYNY-FM	WNBC-AM	WNBC-AM
9	WPIX-FM	WJIT-AM	WJIT-AM	WNBC-AM	WYNY-FM	WTFM-FM
10	WKTU-FM	WRVR-FM	WRVR-FM	WADO-AM	WJIT-AM	WYNY-FM
M-F, 6-10am						
1	WBLS-FM	WBLS-FM	WKTU-FM	WKTU-FM	WKTU-FM	WBLS-FM
2	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WKTU-FM
3	WPLJ-FM	WINS-AM	WINS-AM	WINS-AM	WBLS-FM	WABC-AM
4	WNBC-AM	WPLJ-FM	WPLJ-FM	WBLS-FM	WNEW-FM	WPLJ-FM
5	WINS-AM	WNEW-FM	WCBS-FM	WPLJ-FM	WPLJ-FM	WNEW-FM
6	WCBS-FM	WCBS-AM	WBLS-FM	WNBC-AM	WINS-AM	WNBC-AM
7	WXLO-FM	WCBS-FM	WCBS-AM	WADO-AM	WCBS-AM	WCBS-FM
8	WCBS-AM	WNBC-AM	WXLO-FM	WXLO-FM	WNBC-AM	WXLO-FM
9	WNEW-FM	WXLO-FM	WNBC-AM	WCBS-AM	WCBS-FM	WINS-AM
10	WJIT-AM	WPIX-FM	WNEW-FM	WCBS-FM	WXLO-FM	WCBS-AM
M-F, 3-7pm						
1	WBLS-FM	WBLS-FM	WKTU-FM	WKTU-FM	WKTU-FM	WBLS-FM
2	WABC-AM	WABC-AM	WABC-AM	WPLJ-FM	WBLS-FM	WKTU-FM
3	WPLJ-FM	WPLJ-FM	WPLJ-FM	WABC-AM	WABC-AM	WPLJ-FM
4	WXLO-FM	WCBS-FM	WCBS-FM	WBLS-FM	WNEW-FM	WABC-AM
5	WNBC-AM	WNBC-AM	WBLS-FM	WCBS-FM	WPLJ-FM	WNEW-FM
6	WCBS-FM	WXLO-FM	WNBC-AM	WPLJ-FM	WCBS-FM	WCBS-FM
7	WNEW-FM	WNEW-FM	WXLO-FM	WNBC-AM	WYNY-FM	WNBC-AM
8	WPIX-FM	WKTU-FM	WNEW-FM	WYNY-FM	WXLO-FM	WXLO-FM
9	WKTU-FM	WJIT-AM	WRVR-FM	WXLO-FM	WNBC-AM	WTFM-FM
10	WRVR-FM	WRVR-FM	WYNY-FM	WADO-AM	WHN -AM	WYNY-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 54960

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WABC-AM	WABC-AM	WKTU-FM	WKTU-FM	WKTU-FM	WBLS-FM
2	WBLS-FM	WBLS-FM	WABC-AM	WABC-AM	WBLS-FM	WABC-AM
3	WCBS-AM	WINS-AM	WCBS-FM	WCBS-AM	WABC-AM	WKTU-FM
4	WCBS-FM	WCBS-FM	WHN -AM	WRFM-FM	WCBS-FM	WRFM-FM
5	WINS-AM	WRFM-FM	WCBS-AM	WBLS-FM	WRFM-FM	WADO-AM
6	WRFM-FM	WCBS-AM	WJIT-AM	WHN -AM	WHN -AM	WHN -AM
7	WOR -AM	WOR -AM	WINS-AM	WCBS-FM	WCBS-AM	WCBS-AM
8	WHN -AM	WNEW-AM	WBLS-FM	WINS-AM	WNEW-AM	WCBS-FM
9	WNEW-AM	WHN -AM	WOR -AM	WJIT-AM	WPAT-FM	WNEW-AM
10	WNBC-AM	WNBC-AM	WADO-AM	WOR -AM	WOR -AM	WINS-AM
M-F, 6-10am						
1	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WBLS-FM
2	WINS-AM	WINS-AM	WCBS-AM	WCBS-AM	WCBS-AM	WCBS-AM
3	WCBS-AM	WCBS-AM	WINS-AM	WINS-AM	WINS-AM	WINS-AM
4	WBLS-FM	WBLS-FM	WKTU-FM	WKTU-FM	WOR -AM	WABC-AM
5	WOR -AM	WOR -AM	WHN -AM	WOR -AM	WBLS-FM	WRFM-FM
6	WNEW-AM	WNEW-AM	WOR -AM	WHN -AM	WKTU-FM	WNEW-AM
7	WRFM-FM	WRFM-FM	WCBS-FM	WRFM-FM	WNEW-AM	WOR -AM
8	WCBS-FM	WCBS-FM	WBLS-FM	WBLS-FM	WHN -AM	WADO-AM
9	WNBC-AM	WADO-AM	WJIT-AM	WADO-AM	WRFM-FM	WHN -AM
10	WHN -AM	WHN -AM	WNEW-AM	WJIT-AM	WCBS-FM	WKTU-FM
M-F, 3-7pm						
1	WABC-AM	WABC-AM	WKTU-FM	WKTU-FM	WKTU-FM	WBLS-FM
2	WBLS-FM	WBLS-FM	WABC-AM	WABC-AM	WBLS-FM	WABC-AM
3	WCBS-AM	WCBS-FM	WHN -AM	WRFM-FM	WABC-AM	WKTU-FM
4	WCBS-FM	WRFM-FM	WCBS-FM	WHN -AM	WHN -AM	WRFM-FM
5	WHN -AM	WCBS-AM	WCBS-AM	WCBS-FM	WRFM-FM	WHN -AM
6	WRFM-FM	WNBC-AM	WBLS-FM	WCBS-AM	WCBS-FM	WCBS-FM
7	WNBC-AM	WNEW-AM	WJIT-AM	WPLJ-FM	WPAT-FM	WADO-AM
8	WXLO-FM	WHN -AM	WNBC-AM	WBLS-FM	WNEW-AM	WNEW-AM
9	WINS-AM	WINS-AM	WADO-AM	WJIT-AM	WCBS-AM	WPAT-FM
10	WRVR-FM	WOR -AM	WPAT-AM	WPAT-FM	WYNY-FM	WCBS-AM

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New York

Continued

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 138470

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WABC-AM 37378	WABC-AM 41311	WABC-AM 32187	WABC-AM 31360	WABC-AM 29534	WABC-AM 30640
2	WINS-AM 26356	WINS-AM 27493	WKTU-FM 28277	WINS-AM 27276	WINS-AM 26024	WINS-AM 26043
3	WCBS-AM 24814	WCBS-AM 25610	WCBS-AM 25190	WKTU-FM 25760	WCBS-AM 24425	WCBS-AM 23467
4	WOR -AM 22936	WOR -AM 21888	WINS-AM 24994	WCBS-AM 24316	WKTU-FM 22727	WKTU-FM 20872
5	WNBC-AM 18112	WNBC-AM 21348	WOR -AM 23330	WOR -AM 19817	WOR -AM 21841	WOR -AM 20352
6	WBLS-FM 17464	WBLS-FM 19771	WNBC-AM 16568	WNBC-AM 17537	WNBC-AM 18190	WBLS-FM 18794
7	WXLO-FM 16986	WPLJ-FM 18482	WPLJ-FM 15669	WPLJ-FM 15887	WBLS-FM 16753	WNBC-AM 18467
8	WPLJ-FM 16821	WXLO-FM 14826	WXLO-FM 13912	WRFM-FM 12993	WPLJ-FM 15630	WPLJ-FM 15396
9	WCBS-FM 14496	WRFM-FM 14477	WCBS-FM 13582	WHN -AM 12959	WXLO-FM 13627	WRFM-FM 14236
10	WRFM-FM 12507	WCBS-FM 14446	WBLS-FM 12845	WCBS-FM 12449	WCBS-FM 13516	WXLO-FM 13515
M-F, 6-10am						
1	WABC-AM	WABC-AM	WABC-AM	WINS-AM	WINS-AM	WINS-AM
2	WINS-AM	WINS-AM	WCBS-AM	WCBS-AM	WCBS-AM	WCBS-AM
3	WCBS-AM	WCBS-AM	WINS-AM	WABC-AM	WABC-AM	WABC-AM
4	WOR -AM	WOR -AM	WKTU-FM	WKTU-FM	WOR -AM	WOR -AM
5	WBLS-FM	WBLS-FM	WOR -AM	WOR -AM	WKTU-FM	WBLS-FM
6	WNBC-AM	WNBC-AM	WNBC-AM	WNBC-AM	WBLS-FM	WKTU-FM
7	WPLJ-FM	WPLJ-FM	WPLJ-FM	WPLJ-FM	WNBC-AM	WNBC-AM
8	WXLO-FM	WRFM-FM	WHN -AM	WRFM-FM	WPLJ-FM	WRFM-FM
9	WRFM-FM	WNEW-AM	WBLS-FM	WHN -AM	WRFM-FM	WPLJ-FM
10	WNEW-AM	WHN -AM	WXLO-FM	WBLS-FM	WHN -AM	WHN -AM
M-F, 3-7pm						
1	WABC-AM	WABC-AM	WKTU-FM	WKTU-FM	WABC-AM	WABC-AM
2	WCBS-AM	WBLS-FM	WABC-AM	WABC-AM	WKTU-FM	WBLS-FM
3	WBLS-FM	WCBS-AM	WCBS-AM	WINS-AM	WCBS-AM	WKTU-FM
4	WPLJ-FM	WNBC-AM	WINS-AM	WCBS-AM	WBLS-FM	WCBS-AM
5	WINS-AM	WINS-AM	WPLJ-FM	WPLJ-FM	WNBC-AM	WINS-AM
6	WNBC-AM	WPLJ-FM	WNBC-AM	WNBC-AM	WPLJ-FM	WPLJ-FM
7	WXLO-FM	WRFM-FM	WXLO-FM	WRFM-FM	WINS-AM	WRFM-FM
8	WOR -AM	WXLO-FM	WRFM-FM	WHN -AM	WRFM-FM	WNBC-AM
9	WCBS-FM	WOR -AM	WCBS-FM	WBLS-FM	WOR -AM	WCBS-FM
10	WRFM-FM	WCBS-FM	WOR -AM	WOR -AM	WXLO-FM	WXLO-FM

Teens
M-S, 6am-Midnight
POP(00): 17275

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM
2	WPLJ-FM	WPLJ-FM	WKTU-FM	WKTU-FM	WKTU-FM	WPLJ-FM
3	WXLO-FM	WNBC-AM	WPLJ-FM	WNBC-AM	WPLJ-FM	WKTU-FM
4	WNBC-AM	WXLO-FM	WNBC-AM	WPLJ-FM	WNBC-AM	WNBC-AM
5	WBLS-FM	WBLS-FM	WXLO-FM	WXLO-FM	WXLO-FM	WXLO-FM
6	WPIX-FM	WPIX-FM	WBLS-FM	WBLS-FM	WBLS-FM	WBLS-FM
7	WWRL-AM	WWRL-AM	WPIX-FM	WPIX-FM	WPIX-FM	WPIX-FM
8	WINS-AM	WNEW-FM	WCBS-FM	WCBS-FM	WNEW-FM	WCBS-FM
9	WYNY-FM	WKTU-FM	WNEW-FM	WNEW-FM	WINS-AM	WNEW-FM
10	WNEW-FM	WLIR-FM	WINS-AM	WINS-AM	WCBS-FM	WINS-AM
M-F, 6-10am						
1	WABC-AM	WABC-AM	WABC-AM	WKTU-FM	WABC-AM	WABC-AM
2	WPLJ-FM	WPLJ-FM	WKTU-FM	WABC-AM	WPLJ-FM	WBLS-FM
3	WXLO-FM	WNBC-AM	WPLJ-FM	WPLJ-FM	WKTU-FM	WPLJ-FM
4	WBLS-FM	WBLS-FM	WXLO-FM	WNBC-AM	WNBC-AM	WKTU-FM
5	WNBC-AM	WXLO-FM	WNBC-AM	WXLO-FM	WBLS-FM	WNBC-AM
6	WPIX-FM	WWRL-AM	WBLS-FM	WBLS-FM	WXLO-FM	WXLO-FM
7	WWRL-AM	WNEW-FM	WINS-AM	WINS-AM	WPIX-FM	WINS-AM
8	WINS-AM	WCBS-AM	WCBS-AM	WPIX-FM	WNEW-FM	WLIR-FM
9	WOR -AM	WKTU-FM	WNEW-FM	WCBS-AM	WINS-AM	WHN -AM
10	WCBS-AM	WYNY-FM	WPIX-FM	WNEW-FM	WCBS-AM	WPIX-FM
M-F, 3-7pm						
1	WABC-AM	WABC-AM	WKTU-FM	WKTU-FM	WABC-AM	WABC-AM
2	WPLJ-FM	WPLJ-FM	WABC-AM	WABC-AM	WKTU-FM	WKTU-FM
3	WXLO-FM	WNBC-AM	WPLJ-FM	WPLJ-FM	WPLJ-FM	WPLJ-FM
4	WNBC-AM	WBLS-FM	WXLO-FM	WNBC-AM	WNBC-AM	WBLS-FM
5	WBLS-FM	WXLO-FM	WNBC-AM	WXLO-FM	WBLS-FM	WNBC-AM
6	WPIX-FM	WWRL-AM	WBLS-FM	WBLS-FM	WXLO-FM	WXLO-FM
7	WWRL-AM	WPIX-FM	WPIX-FM	WPIX-FM	WPIX-FM	WPIX-FM
8	WCBS-FM	WNEW-FM	WNEW-FM	WNEW-FM	WNEW-FM	WNEW-FM
9	WNEW-FM	WBLI-FM	WCBS-FM	WCBS-FM	WJIT-AM	WCBS-FM
10	WLIR-FM	WCBS-FM	WBLI-FM	WHN -AM	WLIR-FM	WLIR-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 45361

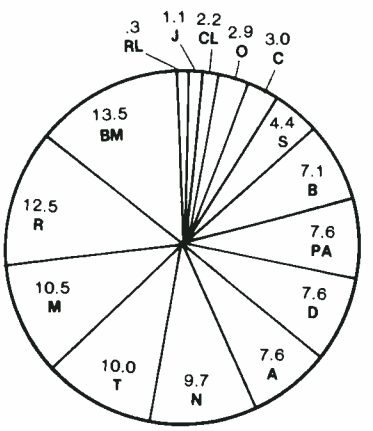
	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WABC-AM	WABC-AM	WKTU-FM	WKTU-FM	WKTU-FM	WABC-AM
2	WBLS-FM	WBLS-FM	WABC-AM	WABC-AM	WABC-AM	WKTU-FM
3	WCBS-FM	WPLJ-FM	WPLJ-FM	WPLJ-FM	WBLS-FM	WBLS-FM
4	WPLJ-FM	WCBS-FM	WCBS-FM	WBLS-FM	WPLJ-FM	WPLJ-FM
5	WNBC-AM	WNBC-AM	WBLS-FM	WCBS-FM	WCBS-FM	WNBC-AM
6	WXLO-FM	WXLO-FM	WXLO-FM	WNBC-AM	WXLO-FM	WCBS-FM
7	WINS-AM	WNEW-FM	WNBC-AM	WINS-AM	WNBC-AM	WXLO-FM
8	WPIX-FM	WINS-AM	WINS-AM	WXLO-FM	WNEW-FM	WNEW-FM
9	WCBS-AM	WCBS-AM	WNEW-FM	WNEW-FM	WINS-AM	WINS-AM
10	WNEW-FM	WKTU-FM	WPIX-FM	WCBS-AM	WCBS-AM	WTFM-FM
M-F, 6-10am						
1	WABC-AM	WABC-AM	WKTU-FM	WKTU-FM	WABC-AM	WBLS-FM
2	WBLS-FM	WBLS-FM	WABC-AM	WABC-AM	WKTU-FM	WABC-AM
3	WNBC-AM	WNBC-AM	WPLJ-FM	WPLJ-FM	WBLS-FM	WKTU-FM
4	WPLJ-FM	WINS-AM	WBLS-FM	WINS-AM	WPLJ-FM	WPLJ-FM
5	WXLO-FM	WPLJ-FM	WCBS-FM	WBLS-FM	WNBC-AM	WNBC-AM
6	WCBS-FM	WCBS-AM	WNBC-AM	WNBC-AM	WINS-AM	WNEW-FM
7	WINS-AM	WCBS-FM	WINS-AM	WCBS-FM	WCBS-AM	WXLO-FM
8	WCBS-AM	WNEW-FM	WXLO-FM	WCBS-AM	WCBS-FM	WINS-AM
9	WNEW-FM	WXLO-FM	WCBS-AM	WXLO-FM	WNEW-FM	WCBS-AM
10	WPIX-FM	WPIX-FM	WNEW-FM	WNEW-FM	WXLO-FM	WCBS-FM
M-F, 3-7pm						
1	WABC-AM	WABC-AM	WKTU-FM	WKTU-FM	WKTU-FM	WBLS-FM
2	WBLS-FM	WBLS-FM	WABC-AM	WABC-AM	WBLS-FM	WKTU-FM
3	WPLJ-FM	WPLJ-FM	WPLJ-FM	WPLJ-FM	WABC-AM	WABC-AM
4	WNBC-AM	WNBC-AM	WCBS-FM	WBLS-FM	WPLJ-FM	WPLJ-FM
5	WXLO-FM	WCBS-FM	WBLS-FM	WCBS-FM	WNEW-FM	WNBC-AM
6	WCBS-FM	WXLO-FM	WNBC-AM	WNBC-AM	WCBS-FM	WNEW-FM
7	WNEW-FM	WNEW-FM	WXLO-FM	WNEW-FM	WXLO-FM	WCBS-FM
8	WPIX-FM	WKTU-FM	WNEW-FM	WXLO-FM	WNBC-AM	WXLO-FM
9	WKTU-FM	WPIX-FM	WPIX-FM	WYNY-FM	WYNY-FM	WTFM-FM
10	WINS-AM	WRVR-FM	WYNY-FM	WINS-AM	WCBS-AM	WYNY-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 54960

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM
2	WINS-AM	WINS-AM	WKTU-FM	WINS-AM	WINS-AM	WINS-AM
3	WCBS-AM	WCBS-AM	WCBS-AM	WKTU-FM	WCBS-AM	WKTU-FM
4	WCBS-FM	WBLS-FM	WINS-AM	WCBS-AM	WKTU-FM	WCBS-FM
5	WBLS-FM	WNBC-AM	WCBS-FM	WNBC-AM	WCBS-FM	WBLS-FM
6	WNBC-AM	WCBS-FM	WNBC-AM	WNBC-AM	WBLS-FM	WNBC-AM
7	WOR -AM	WOR -AM	WHN -AM	WHN -AM	WNBC-AM	WHN -AM
8	WNEW-AM	WHN -AM	WOR -AM	WOR -AM	WHN -AM	WOR -AM
9	WHN -AM	WXLO-FM	WBLS-FM	WBLS-FM	WOR -AM	WNEW-AM
10	WRFM-FM	WNEW-AM	WNEW-AM	WNEW-AM	WNEW-AM	WRFM-FM
M-F, 6-10am						
1	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WCBS-FM
2	WINS-AM	WINS-AM	WCBS-AM	WCBS-AM	WCBS-AM	WABC-AM
3	WCBS-AM	WCBS-AM	WINS-AM	WINS-AM	WINS-AM	WINS-AM
4	WBLS-FM	WBLS-FM	WKTU-FM	WKTU-FM	WBLS-FM	WBLS-FM
5	WNBC-AM	WNBC-AM	WCBS-FM	WNBC-AM	WKTU-FM	WNBC-AM
6	WCBS-FM	WOR -AM	WHN -AM	WOR -AM	WOR -AM	WOR -AM
7	WOR -AM	WCBS-FM	WOR -AM	WHN -AM	WNBC-AM	WKTU-FM
8	WNEW-AM	WHN -AM	WNBC-AM	WCBS-FM	WCBS-FM	WHN -AM
9	WHN -AM	WNEW-AM	WBLS-FM	WRFM-FM	WHN -AM	WCBS-AM
10	WRFM-FM	WRFM-FM	WNEW-AM	WNEW-AM	WNEW-AM	WNBC-AM
M-F, 3-7pm						
1	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM
2	WCBS-FM	WBLS-FM	WKTU-FM	WKTU-FM	WKTU-FM	WBLS-FM
3	WBLS-FM	WCBS-AM	WCBS-FM	WCBS-AM	WBLS-FM	WCBS-AM
4	WINS-AM	WNBC-AM	WCBS-AM	WCBS-FM	WCBS-FM	WKTU-FM
5	WCBS-AM	WINS-AM	WHN -AM	WHN -AM	WNBC-AM	WNBC-AM
6	WNBC-AM	WCBS-FM	WINS-AM	WINS-AM	WCBS-AM	WCBS-AM
7	WXLO-FM	WRFM-FM	WNBC-AM	WNBC-AM	WHN -AM	WINS-AM
8	WHN -AM	WXLO-FM	WBLS-FM	WRFM-FM	WINS-AM	WHN -AM
9	WRFM-FM	WHN -AM	WPLJ-FM	WBLS-FM	WNEW-AM	WRFM-FM
10	WPLJ-FM	WNEW-AM	WPAT-FM	WPLJ-FM	WRFM-FM	WPAT-FM

Format Penetration Chart

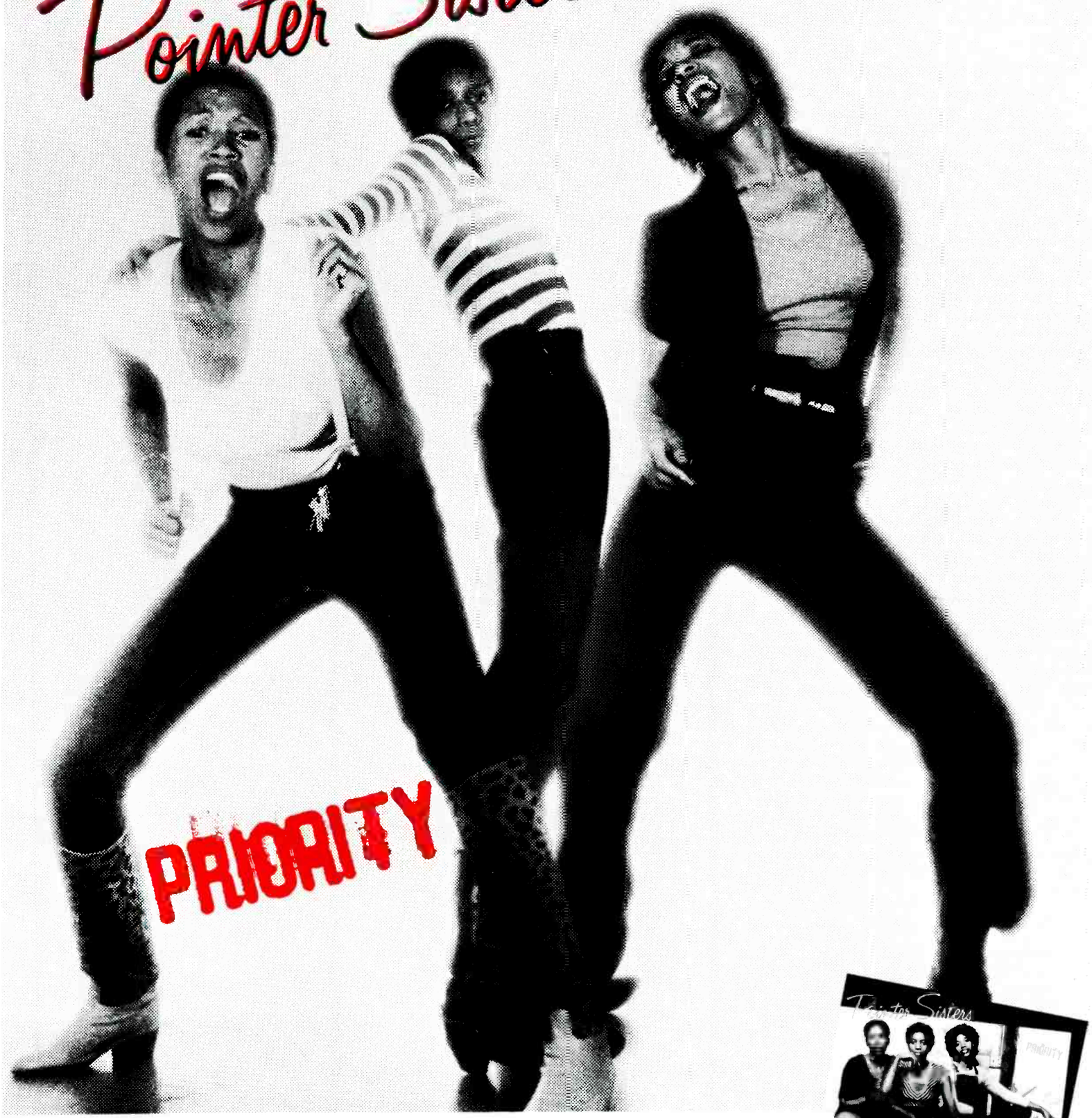
Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

THE Pointer Sisters DELIVER GREAT ROCK AND ROLL.



THE NEW ALBUM FROM THE **POINTER SISTERS,**

"RIGHT ON THE CREST OF THE WAVE OF MUSIC FOR THE EIGHTIES; take Priority and put it on the air on hot and let it simmer while your audience rises. It's guaranteed not to cool for months. In case you haven't got the message yet, Perry, Planet and the Pointer Sisters have put out one hell of a Rock and Roll record, and regardless of any past conceptions of the Sisters Pointer, set them aside and put a needle on the multitudinous tracks of interest. This is, indeed, purist Rock and Roll!" "In a time of changing musical tastes and forms, Priority is like a drink of cool, fresh water on a hot summer day. Pick up on it; your audience will love you for it."

Goodphone

"UNDENIABLY ROCK AND ROLL. Titled Priority, maybe it should have been stamped 'first class' or 'special delivery.'"

The Gavin Report

PRODUCED BY RICHARD PERRY ON PLANET RECORDS AND TAPES.

(P-9003)

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Norfolk-Portsmouth-Newport News-Hampton

METRO RANK 32

A/M '79 Market Overview

There's a new number one station in the Norfolk area, P/A leader **WTAR.** Besides being the 12+ leader in the metro, WTAR also scored well in the key 25-49 demo, ranking second there. WTAR is #1 in AM drive with more than 17% of the market. Station gained in other major dayparts also, except evening. Outside ad campaign for WTAR featured TV and newspaper.

Next in share of the 12+ audience, and showing the biggest gain among the contemporary sound stations, is **WMYK.** WMYK rates first among appeal to young adults (18-34) and does well too among teens. Biggest advances for WMYK came in midday and PM drive.

Beautiful Music **WFOG-FM** stands third among the total audience and third among adults 25-49. Formerly the top station in the Norfolk metro, WFOG-FM saw its numbers slide significantly in the major dayparts.

Right behind WFOG-FM in the 12+ standings is Country **WCMS-FM.** WCMS-FM gained more than two shares 12+, now rates #1 among adults 25-49 in metro. The on-air sound was fine-tuned to include more crossover music, while at the same time WCMS-FM gave away $40,000 in cash and prizes for this sweep, a larger budget than the previous book. Outside advertising consisted of TV, newspapers, and bus boards.

WKEZ, after some poorer books, rebounded to best numbers in two years. The Beautiful Music station saw its male audience slip but caught a real boost from women, as female 12+ share rose by five points. WKEZ now rates fourth among adults 25-49.

Black-formatted **WRAP** worked some more Dancemusic into its playlist and the numbers show an increase for the station. WRAP picks up more than a share point among 12+ persons, and station now rates fifth among adults 18-34. WRAP went Dancemusic from 7pm on in the evening, and used TV spots to alert the marketplace to this fact. As book progressed, WRAP increased its Dancemusic penetration until the playlist is now about 90% Dancemusic.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 9341

	A/M '78		O/N '78		A/M '79	
1	WOWI-FM	9.0	WFOG-FM	11.1	WTAR-AM (PA)	9.3
2	WTAR-AM	8.7	WNOR-FM	9.5	WMYK-FM (A)	8.7
3	WCMS-AF	8.4	WTAR-AM	7.8	WFOG-FM (BM)	7.8
4	WGH -AM	8.1	WOWI-FM	6.9	WCMS-FM (C)	7.7
5	WNOR-FM	7.6	WMYK-FM	6.6	WKEZ-FM (BM)	7.5
6	WRAP-AM	7.4	WQRK-FM	5.7	WNOR-FM (A)	7.4
7	WFOG-AF	7.0	WKEZ-FM	5.7	WOWI-FM (B)	6.1
8	WQRK-FM	6.0	WGH -AM	5.4	WGH -AM (R)	5.9
9	WKEZ-FM	5.9	WCMS-FM	5.3	WRAP-AM (D)	5.7
10	WZAM-AF	5.8	WRAP-AM	4.7	WPCE-AM (RL)	4.6
11	WPCE-AM	3.7	WWDE-FM	3.4	WQRK-FM (R)	4.1
12	WBCI-FM	3.5	WPCE-AM	3.1	WGH -FM (CL)	2.7
13	WGH -FM	2.4	WVAB-AM	2.6	WWDE-FM (PA)	2.7
14	WHNE-AM	2.2	WZAM-AM	2.3	WCMS-AM (C)	2.0
15	WXRI-FM	1.6	WHNE-AM	2.2	WNOR-AM (R)	1.8
16	WVEC-AM	1.6	WGH -FM	2.0	WZAM-AM (A)	1.7
17	WVAB-AM	1.4	WXRI-FM	2.0	WBCI-FM (PA)	1.4
18	WNOR-AM	1.2	WBCI-FM	1.8	WVAB-AM (O)	1.3
19	WRVA-AM	1.2	WYVA-FM	1.5	WYVA-FM (C)	1.2
20	WYVA-FM	1.2	WNOR-AM	1.4	WCPK-AM (BM)	0.9
21	WCPK-AM	0.9	WCMS-AM	1.2	WNIS-AM (N)	0.7
22	WVHR-FM	0.7	WCPK-AM	1.0	WXRI-FM (RL)	0.7
23	WPMH-AM	0.5	WWDE-AM	0.7	WWDE-AM (PA)	0.6
24			WPMH-AM	0.5	WTJZ-AM (J)	0.4
25			WFOG-AM	0.5		
26			WRVA-AM	0.3		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 9341

	A/M '78		O/N '78		A/M '79	
1	WOWI-FM	133	WFOG-FM	164	WTAR-AM	129
2	WTAR-AM	128	WNOR-FM	140	WMYK-FM	120
3	WCMS-AF	124	WTAR-AM	115	WFOG-FM	108
4	WGH -AM	120	WOWI-FM	101	WCMS-FM	107
5	WNOR-FM	112	WMYK-FM	97	WKEZ-FM	104

M-F, 6-10am

1	WTAR-AM	WTAR-AM	WTAR-AM
2	WCMS-AF	WFOG-FM	WFOG-FM
3	WGH -AM	WNOR-FM	WCMS-FM
4	WRAP-AM	WCMS-FM	WGH -AM
5	WOWI-FM	WQRK-FM	WKEZ-FM

M-F, 3-7pm

1	WOWI-FM	WOWI-FM	WTAR-AM
2	WNOR-FM	WNOR-FM	WMYK-FM
3	WTAR-AM	WFOG-FM	WFOG-FM
4	WRAP-AM	WTAR-AM	WNOR-FM
5	WGH -AM	WMYK-FM	WCMS-FM

Teens
M-S, 6am-Midnight
POP(00): 1274

	A/M '78	O/N '78	A/M '79
1	WGH -AM	WRAP-AM	WGH -AM
2	WOWI-FM	WOWI-FM	WRAP-AM
3	WQRK-FM	WMYK-FM	WMYK-FM
4	WRAP-AM	WQRK-FM	WNOR-FM
5	WNOR-FM	WGH -AM	WOWI-FM

M-F, 6-10am

1	WRAP-AM	WRAP-AM	WGH -AM
2	WGH -AM	WMYK-FM	WRAP-AM
3	WQRK-FM	WQRK-FM	WOWI-FM
4	WOWI-FM	WGH -AM	WMYK-FM
5	WNOR-FM	WNOR-FM	WNOR-FM

M-F, 3-7pm

1	WOWI-FM	WOWI-FM	WRAP-AM
2	WGH -AM	WNOR-FM	WMYK-FM
3	WRAP-AM	WQRK-FM	WNOR-FM
4	WQRK-FM	WRAP-AM	WGH -AM
5	WBCI-FM	WMYK-FM	WQRK-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3934

	A/M '78	O/N '78	A/M '79
1	WNOR-FM	WNOR-FM	WMYK-FM
2	WZAM-AF	WMYK-FM	WNOR-FM
3	WRAP-AM	WFOG-FM	WOWI-FM
4	WOWI-FM	WQRK-FM	WTAR-AM
5	WGH -AM	WOWI-FM	WRAP-AM

M-F, 6-10am

1	WGH -AM	WNOR-FM	WTAR-AM
2	WNOR-FM	WFOG-FM	WMYK-FM
3	WRAP-AM	WQRK-FM	WGH -AM
4	WZAM-AF	WTAR-AM	WNOR-FM
5	WQRK-FM	WMYK-FM	WFOG-FM

M-F, 3-7pm

1	WNOR-FM	WNOR-FM	WMYK-FM
2	WRAP-AM	WOWI-FM	WNOR-FM
3	WQRK-FM	WMYK-FM	WOWI-FM
4	WZAM-AF	WQRK-FM	WRAP-AM
5	WOWI-FM	WFOG-FM	WFOG-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 3837

	A/M '78	O/N '78	A/M '79
1	WCMS-AF	WFOG-FM	WCMS-FM
2	WTAR-AM	WTAR-AM	WTAR-AM
3	WFOG-AF	WOWI-FM	WFOG-FM
4	WOWI-FM	WCMS-FM	WKEZ-FM
5	WGH -AM	WKEZ-FM	WOWI-FM

M-F, 6-10am

1	WTAR-AM	WFOG-FM	WTAR-AM
2	WCMS-AF	WTAR-AM	WCMS-FM
3	WOWI-FM	WCMS-FM	WFOG-FM
4	WGH -AM	WGH -AM	WKEZ-FM
5	WFOG-AF	WWDE-FM	WGH -AM

M-F, 3-7pm

1	WTAR-AM	WFOG-FM	WCMS-FM
2	WFOG-AF	WOWI-FM	WTAR-AM
3	WCMS-AF	WTAR-AM	WFOG-FM
4	WOWI-FM	WWDE-FM	WKEZ-FM
5	WGH -AM	WNOR-FM	WOWI-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 9341

	A/M '78		O/N '78		A/M '79	
1	WGH -AM	2275	WGH -AM	1892	WTAR-AM	2255
2	WTAR-AM	2078	WTAR-AM	1864	WGH -AM	1874
3	WQRK-FM	1760	WNOR-FM	1742	WNOR-FM	1784
4	WNOR-FM	1716	WFOG-FM	1694	WMYK-FM	1454
5	WOWI-FM	1541	WQRK-FM	1480	WKEZ-FM	1382

M-F, 6-10am

1	WTAR-AM	WTAR-AM	WTAR-AM
2	WGH -AM	WFOG-FM	WGH -AM
3	WNOR-FM	WNOR-FM	WMYK-FM
4	WRAP-AM	WGH -AM	WNOR-FM
5	WCMS-AF	WMYK-FM	WKEZ-FM

M-F, 3-7pm

1	WTAR-AM	WTAR-AM	WTAR-AM
2	WNOR-FM	WNOR-FM	WNOR-FM
3	WGH -AM	WGH -AM	WMYK-FM
4	WQRK-FM	WFOG-FM	WGH -AM
5	WFOG-AF	WMYK-FM	WOWI-FM

Teens
M-S, 6am-Midnight
POP(00): 1274

	A/M '78	O/N '78	A/M '79
1	WGH -AM	WGH -AM	WGH -AM
2	WQRK-FM	WQRK-FM	WRAP-AM
3	WOWI-FM	WRAP-AM	WNOR-FM
4	WNOR-FM	WNOR-FM	WMYK-FM
5	WRAP-AM	WOWI-FM	WOWI-FM

M-F, 6-10am

1	WGH -AM	WGH -AM	WGH -AM
2	WRAP-AM	WRAP-AM	WRAP-AM
3	WQRK-FM	WMYK-FM	WOWI-FM
4	WOWI-FM	WQRK-FM	WMYK-FM
5	WNOR-FM	WNOR-FM	WQRK-FM

M-F, 3-7pm

1	WGH -AM	WQRK-FM	WRAP-AM
2	WQRK-FM	WNOR-FM	WMYK-FM
3	WOWI-FM	WOWI-FM	WGH -AM
4	WNOR-FM	WGH -AM	WNOR-FM
5	WRAP-AM	WRAP-AM	WQRK-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3934

	A/M '78	O/N '78	A/M '79
1	WNOR-FM	WNOR-FM	WNOR-FM
2	WQRK-FM	WMYK-FM	WMYK-FM
3	WGH -AM	WQRK-FM	WGH -AM
4	WZAM-AF	WOWI-FM	WQRK-FM
5	WOWI-FM	WGH -AM	WTAR-AM

M-F, 6-10am

1	WNOR-FM	WNOR-FM	WMYK-FM
2	WGH -AM	WMYK-FM	WNOR-FM
3	WQRK-FM	WTAR-AM	WGH -AM
4	WRAP-AM	WOWI-FM	WTAR-AM
5	WTAR-AM	WFOG-FM	WQRK-FM

M-F, 3-7pm

1	WNOR-FM	WNOR-FM	WNOR-FM
2	WQRK-FM	WMYK-FM	WMYK-FM
3	WZAM-AF	WOWI-FM	WOWI-FM
4	WGH -AM	WQRK-FM	WGH -AM
5	WRAP-AM	WGH -AM	WQRK-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 3837

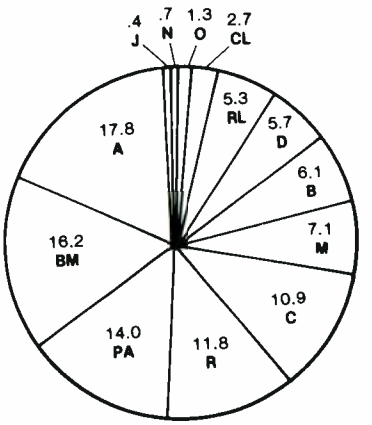
	A/M '78	O/N '78	A/M '79
1	WTAR-AM	WFOG-FM	WTAR-AM
2	WGH -AM	WTAR-AM	WCMS-FM
3	WFOG-AF	WCMS-FM	WKEZ-FM
4	WCMS-AF	WGH -AM	WGH -AM
5	WOWI-FM	WOWI-FM	WFOG-FM

M-F, 6-10am

1	WTAR-AM	WTAR-AM	WTAR-AM
2	WGH -AM	WFOG-FM	WFOG-FM
3	WCMS-AF	WCMS-FM	WCMS-FM
4	WFOG-AF	WGH -AM	WKEZ-FM
5	WOWI-FM	WOWI-FM	WGH -AM

M-F, 3-7pm

1	WTAR-AM	WTAR-AM	WTAR-AM
2	WFOG-AF	WFOG-FM	WCMS-FM
3	WCMS-AF	WCMS-FM	WOWI-FM
4	WNOR-FM	WWDE-FM	WKEZ-FM
5	WGH -AM	WOWI-FM	WFOG-FM



Format Legend

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

Northeast Pennsylvania

METRO RANK **53**

A/M '79 Market Overview

When you want that **WARM** feeling, just go to the Scranton-Wilkes-Barre area and listen to the leading radio station there. **Susquehenna**'s P/A station has been number one forever, it seems, and this book is no exception. WARM did drop several points from last year's survey figures, but then so did its closest competitor. WARM is number one among adults 25-49 and second among adults 18-34.

Most of the leading stations in this market are variations of the Pop/Adult format. Indeed, the next four stations in rank of 12+ share are all some version of this ever more popular sound. Most of these P/A stations had stable books or showed an increase, but WARM's closest competitor last year, **WNAK,** took quite a tumble in this sweep, losing more than five shares. WNAK lost much of its female shares in the 25+ demos, especially in AM drive and midday.

WILK made worthwhile gains in this report, increasing its shares best among men in its audience. AM and PM drive showed the best advances in shares for WILK. WILK now is tied for the lead in teens also.

Another important factor among men in the market is AOR station **WEZX.** The station had a stable book, and is 2nd in the men 18-34 segment of the audience, just ahead of WILK. WEZX saw its shares improve the most in midday and PM drive, while noting a decline in the evening.

Country station **WBAX** must wonder what happened after its 12+ share figure was reduced severely in this survey. WBAX's male shares declined by almost half, while its female numbers dropped almost a third. Fortunately, WBAX is still third among adults 25-49.

Other audience shifts worthy of mention include Top 40 **WAZL** going from a 12+ share of 2.3 up to 4.4, and BM station **WYZZ**'s advance from 4.1 to a 5.5.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 5450

	A/M '77		A/M '78		A/M '79	
1	WARM-AM	14.2	WARM-AM	16.6	WARM-AM(PA)	11.7
2	WNAK-AM	12.4	WNAK-AM	13.5	WGBI-FM(PA)	8.1
3	WGBI-FM	7.6	WGBI-FM	8.7	WNAK-AM(PA)	8.1
4	WBRE-AF	7.1	WBAX-AM	6.3	WEJL-AM(PA)	6.4
5	WILK-AM	6.5	WEJL-AM	5.9	WILK-AM(PA)	6.4
6	WEJL-AM	5.6	WBRE-AF	5.3	WBRE-AF(N)	6.2
7	WYZZ-FM	4.8	WEZX-FM	4.8	WYZZ-FM(BBB)	5.5
8	WVCD-FM	4.0	WILK-AM	4.6	WEZX-FM(A)	4.9
9	WBRE-AM	3.9	WYZZ-FM	4.1	WVCD-FM(BBB)	4.9
10	WEZX-FM	3.6	WVCD-FM	4.1	WAZL-AM(R)	4.4
11	WAZL-AM	3.5	WCDL-AF	3.0	WICK-AM(BBB)	4.0
12	WICK-AM	3.5	WVPO-AF	2.9	WBAX-AM(C)	3.9
13	WGBI-AM	3.4	WWDL-FM	2.6	WGBI-AM(C)	3.8
14	WBRE-FM	3.2	WGBI-AM	2.5	WWDL-FM(PA)	3.2
15	WBAX-AM	3.1	WAZL-AM	2.3	WVPO-AF(PA)	2.7
16	WCDL-AF	2.5	WICK-AM	1.7	WCDL-AF(PA)	2.1
17	WCDL-FM	2.0	WMJW-FM	1.4	WMJW-FM(PA)	1.5
18	WWDL-FM	1.9	WARD-AM	1.3	WZZO-FM(A)	1.5
19	WACM-FM	1.6	WABC-AM	0.9	WARD-AM(R)	1.3
20	WVPO-FM	1.5	KYW -AM	0.8	WACM-FM(R)	0.9
21	WSCR-AM	1.2	WHLM-AF	0.7	WQQQ-FM(BBB)	0.9
22	WABC-AM	1.2	WACM-FM	0.7	WSCR-AM(PA)	0.8
23	WMJW-FM	1.2	WQQQ-FM	0.6	WABC-AM(R)	0.7
24	WQQQ-FM	1.1	WEZV-FM	0.5	KYW -AM(N)	0.6
25	WARD-AM	0.7	WSCR-AM	0.5	WILQ-FM(C)	0.5
26	WIFI-FM	0.5	WILQ-FM	0.5	WXKW-FM(C)	0.5
27	WCDL-AM	0.5			WLSH-AM(PA)	0.4
28	WLEV-FM	0.4			WLEV-FM(R)	0.3
29					WHLM-AF(O)	0.3

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5450

	A/M '77		A/M '78		A/M '79	
1	WARM-AM	134	WARM-AM	163	WARM-AM	122
2	WNAK-AM	117	WNAK-AM	133	WGBI-FM	84
3	WGBI-FM	72	WGBI-FM	86	WNAK-AM	84
4	WBRE-AF	67	WBAX-AM	62	WEJL-AM	67
5	WILK-AM	61	WEJL-AM	58	WILK-AM	66

M-F, 6-10am

1	WARM-AM	WARM-AM	WARM-AM
2	WBRE-AF	WNAK-AM	WILK-AM
3	WNAK-AM	WEJL-AM	WAZL-AM
4	WGBI-FM	WBAX-AM	WGBI-FM
5	WILK-AM	WBRE-AF	WNAK-AM

M-F, 3-7pm

1	WARM-AM	WARM-AM	WARM-AM
2	WNAK-AM	WGBI-FM	WGBI-FM
3	WILK-AM	WNAK-AM	WEZX-FM
4	WGBI-FM	WEZX-FM	WYZZ-FM
5	WBRE-AF	WBRE-AF	WNAK-AM

Teens
M-S, 6am-Midnight
POP(00): 609

	A/M '77	A/M '78	A/M '79
1	WARM-AM	WEZX-FM	WILK-AM
2	WILK-AM	WARM-AM	WGBI-FM
3	WEZX-FM	WILK-AM	WEZX-FM
4	WGBI-FM	WGBI-FM	WARD-AM
5	WBAX-AM	WARD-AM	WACM-FM

M-F, 6-10am

1	WARM-AM	WARM-AM	WILK-AM
2	WILK-AM	WILK-AM	WARM-AM
3	WEZX-FM	WEZX-FM	WAZL-AM
4	WBAX-AM	WGBI-FM	WGBI-FM
5	WGBI-FM	WHLM-AF	WEZX-FM

M-F, 3-7pm

1	WARM-AM	WEZX-FM	WEZX-FM
2	WILK-AM	WARM-AM	WGBI-FM
3	WEZX-FM	WILK-AM	WACM-FM
4	WBAX-AM	WGBI-FM	WILK-AM
5	WABC-AM	WARD-AM	WARD-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1543

	A/M '77	A/M '78	A/M '79
1	WARM-AM	WGBI-FM	WGBI-FM
2	WGBI-FM	WARM-AM	WARM-AM
3	WEZX-FM	WEZX-FM	WEZX-FM
4	WILK-AM	WILK-AM	WILK-AM
5	WBAX-AM	WBAX-AM	WEJL-AM

M-F, 6-10am

1	WARM-AM	WARM-AM	WARM-AM
2	WGBI-FM	WGBI-FM	WGBI-FM
3	WBAX-AM	WBAX-AM	WILK-AM
4	WEZX-FM	WEZX-FM	WEZX-FM
5	WAZL-AM	WILK-AM	WAZL-AM

M-F, 3-7pm

1	WARM-AM	WGBI-FM	WARM-AM
2	WGBI-FM	WARM-AM	WGBI-FM
3	WEZX-FM	WEZX-FM	WEZX-FM
4	WBAX-AM	WILK-AM	WILK-AM
5	WILK-AM	WBAX-AM	WMJW-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1886

	A/M '77	A/M '78	A/M '79
1	WARM-AM	WARM-AM	WARM-AM
2	WGBI-FM	WBAX-AM	WEJL-AM
3	WNAK-AM	WNAK-AM	WBAX-AM
4	WILK-AM	WGBI-FM	WGBI-FM
5	WEJL-AM	WVCD-FM	WILK-AM

M-F, 6-10am

1	WARM-AM	WARM-AM	WARM-AM
2	WGBI-FM	WBAX-AM	WILK-AM
3	WILK-AM	WILK-AM	WAZL-AM
4	WBRE-AF	WNAK-AM	WBAX-AM
5	WAZL-AM	WEJL-AM	WEJL-AM

M-F, 3-7pm

1	WARM-AM	WARM-AM	WARM-AM
2	WGBI-FM	WNAK-AM	WGBI-FM
3	WILK-AM	WGBI-FM	WBAX-AM
4	WVCD-FM	WBAX-AM	WEJL-AM
5	WBAX-AM	WVCD-FM	WAZL-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00):

	A/M '77		A/M '78		A/M '79	
1	WARM-AM	2149	WARM-AM	2499	WARM-AM	175
2	WILK-AM	1086	WGBI-FM	1253	WILK-AM	1139
3	WGBI-FM	1085	WILK-AM	1112	WGBI-FM	1067
4	WBRE-AF	986	WNAK-AM	958	WBRE-AF	843
5	WNAK-AM	832	WGBI-AM	784	WNAK-AM	835

M-F, 6-10am

1	WARM-AM	WARM-AM	WARM-AM
2	WBRE-AF	WGBI-FM	WILK-AM
3	WILK-AM	WILK-AM	WNAK-AM
4	WGBI-FM	WNAK-AM	WGBI-FM
5	WNAK-AM	WEJL-AM	WAZL-AM

M-F, 3-7pm

1	WARM-AM	WARM-AM	WARM-AM
2	WGBI-FM	WGBI-FM	WGBI-FM
3	WILK-AM	WILK-AM	WILK-AM
4	WNAK-AM	WNAK-AM	WEZX-FM
5	WBRE-AF	WEZX-FM	WBRE-AF

Teens
M-S, 6am-Midnight
POP(00): 60

	A/M '77	A/M '78	A/M '79
1	WARM-AM	WARM-AM	WILK-AM
2	WILK-AM	WILK-AM	WARM-AM
3	WGBI-FM	WEZX-FM	WARD-AM
4	WEZX-FM	WGBI-FM	WEZX-FM
5	WBAX-AM	WARD-AM	WGBI-FM

M-F, 6-10am

1	WARM-AM	WARM-AM	WILK-AM
2	WILK-AM	WILK-AM	WARD-AM
3	WEZX-FM	WEZX-FM	WARM-AM
4	WGBI-FM	WGBI-FM	WAZL-AM
5	WABC-AM	WARD-AM	WEZX-FM

M-F, 3-7pm

1	WARM-AM	WARM-AM	WILK-AM
2	WILK-AM	WEZX-FM	WGBI-FM
3	WEZX-FM	WGBI-FM	WEZX-FM
4	WGBI-FM	WARD-AM	WMJW-FM
5	WBAX-AM	WILK-AM	WARM-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1543

	A/M '77	A/M '78	A/M '79
1	WARM-AM	WARM-AM	WARM-AM
2	WGBI-FM	WGBI-FM	WGBI-FM
3	WILK-AM	WILK-AM	WEZX-FM
4	WEZX-FM	WEZX-FM	WILK-AM
5	WBAX-AM	WBAX-AM	WMJW-FM

M-F, 6-10am

1	WARM-AM	WARM-AM	WARM-AM
2	WILK-AM	WGBI-FM	WGBI-FM
3	WGBI-FM	WILK-AM	WILK-AM
4	WBAX-AM	WEZX-FM	WEZX-FM
5	WEZX-FM	WBAX-AM	WEJL-AM

M-F, 3-7pm

1	WARM-AM	WARM-AM	WARM-AM
2	WGBI-FM	WGBI-FM	WGBI-FM
3	WILK-AM	WILK-AM	WEZX-FM
4	WEZX-FM	WEZX-FM	WILK-AM
5	WSCR-AM	WBAX-AM	WMJW-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1886

	A/M '77	A/M '78	A/M '79
1	WARM-AM	WARM-AM	WARM-AM
2	WGBI-FM	WGBI-FM	WGBI-FM
3	WILK-AM	WBAX-AM	WILK-AM
4	WEJL-AM	WILK-AM	WBAX-AM
5	WNAK-AM	WNAK-AM	WEZX-FM

M-F, 6-10am

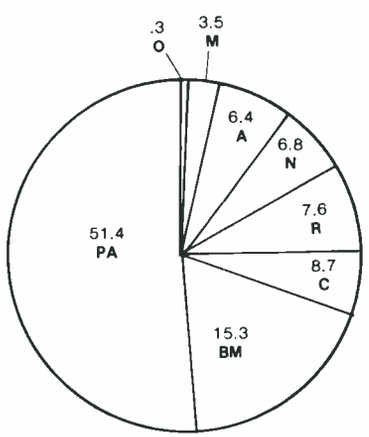
1	WARM-AM	WARM-AM	WARM-AM
2	WGBI-FM	WBAX-AM	WILK-AM
3	WILK-AM	WILK-AM	WBAX-AM
4	WEJL-AM	WGBI-FM	WEJL-AM
5	WAZL-AM	WEJL-AM	WGBI-FM

M-F, 3-7pm

1	WARM-AM	WARM-AM	WARM-AM
2	WGBI-FM	WBAX-AM	WGBI-FM
3	WILK-AM	WGBI-FM	WBAX-AM
4	WVCD-FM	WILK-AM	WILK-AM
5	WEJL-AM	WNAK-AM	WEZX-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Oklahoma City

METRO RANK 50

A/M '79 Market Overview

KTOK is still solidly entrenched atop this market, with more than 14% of the total 12+ audience. The P/A station leads in adults 25-49 for entire week, and scored a 20 share in this demo in AM drive. Although still number one overall in the market, KTOK needs to be concerned about losing four shares in the A/M'79 sweep. Fall books have been better than A/M efforts for KTOK, so look for O/N'79 turnaround. TV, billboards used to advertise station during the A/M'79 survey.

Moving into the number two slot in the Spring results is Country station **KEBC.** This FM property, besides ranking number two among the 12+ audience, barely trails KTOK in terms of appeal to adults 25-49. KEBC participated in a multi-station contest in which the grand prize winner received a trip to Hollywood to have lunch with **Burt Reynolds.** Outside advertising uses billboards and the KEBC bumpersticker — Keep EveryBody Country. KEBC is the only station in Oklahoma City with a 24-hour news staff.

Third in the 12+ standings is Top 40 rocker **KOFM.** KOFM ranks second in target 18-34 adults and is #1 with teens in the Oklahoma City metro. Station conducted on-air promotion with "Cash Stash."

Among the 18-34 adult demo, KOFM is topped only by AOR station **KATT-FM.** KATT-FM had a good book, gaining three shares 12+ to move into fourth place overall. KATT-FM scored its biggest advances in midday and afternoon drive. On the horizon as a viable competitor to KATT-FM, by the way, is new AOR entry **KXXY.** KXXY is a new "Superstars" affiliate and station is pleased with gains overall — and in midday and PM drive especially.

KKNG ranks fifth in the market in 12+ share with a secure 8%+ share of the metro. KKNG's Beautiful Music sound enabled the station to rank fourth among adults 25-49. No on-air contests for KKNG during the A/M'79 sweep.

Black-formatted **KAEZ** rose in the Spring survey on the strength of increased numbers among the men in the market. KAEZ skews 18-34, but the station did not follow the Dancemusic craze, staying instead with traditional Pop/Rhythm sounds. KAEZ ran no promotions or outside advertising.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 6342

A/M '78		O/N '78		A/M '79	
1 KATT-AF	12.0	KTOK-AM	18.5	KTOK-AM(PA)	14.3
2 KTOK-AM	11.9	KOFM-FM	10.3	KEBC-FM(C)	10.2
3 KKNG-FM	10.8	KEBC-FM	9.6	KOFM-FM(R)	9.7
4 WKY -AM	10.7	WKY -AM	9.5	KATT-FM(D)	9.2
5 KOFM-FM	8.9	KKNG-FM	8.8	KKNG-FM(BM)	8.7
6 KEBC-FM	8.6	KOMA-AM	6.2	WKY -AM(R)	8.4
7 KOMA-AM	7.2	KATT-FM	6.2	KOMA-AM(R)	6.1
8 KZUE-FM	6.2	KFNB-FM	4.0	KZUE-FM(R)	5.7
9 KFNB-FM	4.3	KZUE-FM	3.6	KFNB-FM(BM)	4.6
10 KOCY-AM	3.5	WNAD-AM	3.4	KXXY-FM(A)	4.0
11 WNAD-AM	2.6	KOCY-AM	3.2	KAEZ-FM(B)	3.2
12 KQCV-AM	2.2	KAEZ-FM	2.6	KOCY-AM(C)	2.1
13 KXXY-FM	1.9	KXXY-FM	1.9	WNAD-AM(C)	1.5
14 KFJL-FM	1.6	KATT-AM	1.8	KATT-AM(D)	1.4
15 KWHP-FM	1.5	KTLS-FM	1.7	KTEN-FM(BM)	1.1
16 KJIL-FM	1.5	KCFX-FM	1.5	KCFX-FM(D)	0.7
17 KNOR-AM	1.0	KNOR-AM	1.1	KTLS-FM(PA)	0.6
18 KGFF-AM	1.0	KGFF-AM	0.7	KQCV-AM(RL)	0.6
19 KAEZ-FM	0.9	KJIL-FM	0.6	KJIL-FM(RL)	0.6
20 KBYE-AM	0.5	KQCV-AM	0.5	KBYE-AM(M)	0.4
21	0.0	KVOO-AM	0.5	KRMC-AM(M)	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6342

A/M '78		O/N '78		A/M '79	
1 KATT-AF	110	KTOK-AM	179	KTOK-AM	142
2 KTOK-AM	109	KOFM-FM	99	KEBC-FM	101
3 KKNG-FM	99	KEBC-FM	93	KOFM-FM	96
4 WKY -AM	98	WKY -AM	92	KATT-FM	91
5 KOFM-FM	81	KKNG-FM	85	KKNG-FM	86

M-F, 6-10am

1	KTOK-AM	KTOK-AM	KTOK-AM
2	WKY -AM	WKY -AM	WKY -AM
3	KEBC-FM	KEBC-FM	KEBC-FM
4	KATT-AF	KOFM-FM	KATT-FM
5	KKNG-FM	KOMA-AM	KOFM-FM

M-F, 3-7pm

1	KATT-AF	KTOK-AM	KTOK-AM
2	KTOK-AM	KOFM-FM	KEBC-FM
3	KOFM-FM	KKNG-FM	KATT-FM
4	WKY -AM	KEBC-FM	KOFM-FM
5	KKNG-FM	WKY -AM	KKNG-FM

Teens
M-S, 6am-Midnight
POP(00): 829

A/M '78	O/N '78	A/M '79
1 KOFM-FM	KOFM-FM	KOFM-FM
2 KZUE-FM	KZUE-FM	KZUE-FM
3 WKY -AM	WKY -AM	KOMA-AM
4 KOMA-AM	KOMA-AM	KXXY-FM
5 KATT-AF	KATT-FM	KATT-FM

M-F, 6-10am

1	KZUE-FM	KOFM-FM	KOFM-FM
2	KOFM-FM	WKY -AM	KZUE-FM
3	KOMA-AM	KOMA-AM	KOMA-AM
4	WKY -AM	KZUE-FM	WKY -AM
5	KATT-AF	KATT-FM	KXXY-FM

M-F, 3-7pm

1	KOFM-FM	KOFM-FM	KOFM-FM
2	KZUE-FM	KZUE-FM	KOMA-AM
3	WKY -AM	KATT-FM	KZUE-FM
4	KOMA-AM	WKY -AM	KXXY-FM
5	KATT-AF	KOMA-AM	KATT-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2440

A/M '78	O/N '78	A/M '79
1 KATT-AF	KOFM-FM	KATT-FM
2 WKY -AM	KATT-FM	KOFM-FM
3 KOFM-FM	WKY -AM	WKY -AM
4 KOMA-AM	KEBC-FM	KOMA-AM
5 KZUE-FM	KOMA-AM	KTOK-AM

M-F, 6-10am

1	WKY -AM	WKY -AM	WKY -AM
2	KATT-AF	KOFM-FM	KATT-FM
3	KOFM-FM	KEBC-FM	KOFM-FM
4	KOMA-AM	KATT-FM	KOMA-AM
5	KZUE-FM	KOMA-AM	KTOK-AM

M-F, 3-7pm

1	KATT-AF	KOFM-FM	KATT-FM
2	KOFM-FM	KATT-FM	KOFM-FM
3	WKY -AM	KEBC-FM	WKY -AM
4	KOMA-AM	KOMA-AM	KOMA-AM
5	KZUE-FM	WKY -AM	KTOK-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2613

A/M '78	O/N '78	A/M '79
1 KTOK-AM	KTOK-AM	KTOK-AM
2 KKNG-FM	KEBC-FM	KEBC-FM
3 KEBC-FM	WKY -AM	KOFM-FM
4 WKY -AM	KKNG-FM	KKNG-FM
5 KATT-AF	KOMA-AM	WKY -AM

M-F, 6-10am

1	WKY -AM	KTOK-AM	KTOK-AM
2	KTOK-AM	KEBC-FM	WKY -AM
3	KEBC-FM	WKY -AM	KEBC-FM
4	KKNG-FM	KOMA-AM	KKNG-FM
5	KATT-AF	KATT-FM	KOMA-AM

M-F, 3-7pm

1	KTOK-AM	KEBC-FM	KTOK-AM
2	KKNG-FM	KTOK-AM	KEBC-FM
3	KEBC-FM	KOMA-AM	KOFM-FM
4	KATT-AF	KKNG-FM	KKNG-FM
5	KOMA-AM	WKY -AM	WKY -AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 829

A/M '78		O/N '78		A/M '79	
1 WKY -AM	459	KOFM-FM	427	KOFM-FM	501
2 KOFM-FM	423	KOMA-AM	344	KOMA-AM	401
3 KOMA-AM	410	WKY -AM	296	KZUE-FM	317
4 KZUE-FM	360	KZUE-FM	278	WKY -AM	293
5 KATT-AF	186	KATT-FM	149	KATT-FM	173

M-F, 6-10am

1	WKY -AM	KOFM-FM	KOFM-FM
2	KOMA-AM	KOMA-AM	KOMA-AM
3	KZUE-FM	WKY -AM	KZUE-FM
4	KOFM-FM	KZUE-FM	WKY -AM
5	KATT-AF	KATT-FM	KATT-FM

M-F, 3-7pm

1	WKY -AM	KOFM-FM	KOFM-FM
2	KOFM-FM	KZUE-FM	KOMA-AM
3	KZUE-FM	KOMA-AM	KZUE-FM
4	KOMA-AM	WKY -AM	WKY -AM
5	KATT-AF	KATT-FM	KATT-FM

Teens
M-S, 6am-Midnight
POP(00): 6342

A/M '78	O/N '78	A/M '79
1 WKY -AM	KTOK-AM	WKY -AM
2 KOMA-AM	WKY -AM	KTOK-AM
3 KTOK-AM	KOMA-AM	KOMA-AM
4 KOFM-FM	KOFM-FM	KOFM-FM
5 KKNG-FM	KEBC-FM	KKNG-FM

M-F, 6-10am

1	WKY -AM	WKY -AM	WKY -AM
2	KTOK-AM	KTOK-AM	KTOK-AM
3	KOMA-AM	KOMA-AM	KOMA-AM
4	KATT-AF	KOFM-FM	KOFM-FM
5	KKNG-FM	KEBC-FM	KEBC-FM

M-F, 3-7pm

1	WKY -AM	KTOK-AM	KTOK-AM
2	KOMA-AM	WKY -AM	KOFM-FM
3	KTOK-AM	KOFM-FM	WKY -AM
4	KOFM-FM	KEBC-FM	KOMA-AM
5	KATT-AF	KOMA-AM	KATT-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2440

A/M '78	O/N '78	A/M '79
1 WKY -AM	WKY -AM	WKY -AM
2 KATT-AF	KOMA-AM	KATT-FM
3 KOMA-AM	KATT-FM	KOMA-AM
4 KOFM-FM	KOFM-FM	KOFM-FM
5 KZUE-FM	KTOK-AM	KZUE-FM

M-F, 6-10am

1	WKY -AM	WKY -AM	WKY -AM
2	KATT-AF	KOMA-AM	KATT-FM
3	KOMA-AM	KOFM-FM	KOMA-AM
4	KOFM-FM	KATT-FM	KOFM-FM
5	KZUE-FM	KEBC-FM	KZUE-FM

M-F, 3-7pm

1	WKY -AM	WKY -AM	KATT-FM
2	KATT-AF	KOMA-AM	WKY -AM
3	KOMA-AM	KOFM-FM	KOMA-AM
4	KOFM-FM	KATT-FM	KOFM-FM
5	KZUE-FM	KEBC-FM	KZUE-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2613

A/M '78	O/N '78	A/M '79
1 WKY -AM	KTOK-AM	WKY -AM
2 KTOK-AM	WKY -AM	KTOK-AM
3 KKNG-FM	KEBC-FM	KOMA-AM
4 KOMA-AM	KOMA-AM	KEBC-FM
5 KEBC-FM	KKNG-FM	KKNG-FM

M-F, 6-10am

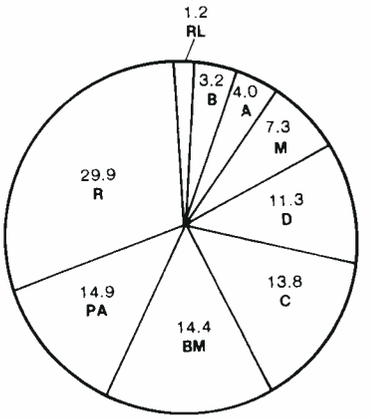
1	WKY -AM	WKY -AM	WKY -AM
2	KTOK-AM	KTOK-AM	KTOK-AM
3	KEBC-FM	KEBC-FM	KEBC-FM
4	KKNG-FM	KOMA-AM	KOMA-AM
5	KOMA-AM	KKNG-FM	KKNG-FM

M-F, 3-7pm

1	KTOK-AM	KTOK-AM	KTOK-AM
2	KEBC-FM	KEBC-FM	WKY -AM
3	WKY -AM	WKY -AM	KOMA-AM
4	KOMA-AM	KOMA-AM	KOFM-FM
5	KKNG-FM	KKNG-FM	KEBC-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Omaha-Council Bluffs

METRO RANK 63

A/M '79 Market Overview

No surprise here as to which station is number one 12+ — it's **KFAB** again. This P/A stalwart is in an enviable position — how many stations can slip eight shares and *still* have almost 25% of the market? In AM drive KFAB has a 12+ share of 35% of the market, and the station is number one among adults 25-49. Numbers drop (12+) due largely to defections among KFAB's female listeners especially in major dayparts except AM drive.

The contest for top spot among the rockers is close between **KGOR-FM** and long-established **WOW.** In terms of 12+ audience, WOW led KGOR by a share point in the results of the A/M'79 sweep, but in the adults 18-34 demo KGOR eked out a narrow margin over WOW. The Spring survey was an up book for KGOR, increasing three shares 12+, while WOW slipped slightly owing to a drop in its male audience.

Fourth ranked **KESY-FM,** the leading Beautiful Music station in Omaha, changed from a previous set of calls and a Country format to prosper in its first outing with the easy listening sound. KESY-FM generated almost a nine share of the total 12+ market, including some surprising strength among men 18-34. Analysis reveals that many offices play KESY-FM and young adults in these offices are thus listening to the station during working hours.

Country **KYNN** had a good book in the A/M '79 sweep increasing two share points in the 12+ target. KYNN is fourth in popularity among adults 25-49. Biggest jump in the station's audience was among men. KYNN used TV and billboards in this sweep to advertise the station.

AOR entry **KQKQ (Q98)** had good numbers in the total metro with a two-share increase 12+. KQKQ's biggest increase came from young women, who boosted the station's numbers significantly in midday and PM drive.

Metro diary return in Omaha was poorer than last Fall, with 120 fewer diaries coming back to Arbitron usable.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 4754

	A/M '78		O/N '78		A/M '79	
1	KFAB-AM	24.1	KFAB-AM	32.8	KFAB-AM(PA)	24.9
2	WOW -AM	13.5	WOW -AM	12.7	WOW -AM(M)	11.7
3	KGOR-FM	10.2	KOIL-AM	9.7	KGOR-FM(M)	10.9
4	KEZO-FM	10.0	KGOR-FM	7.9	KESY-FM(BM)	8.8
5	KQKQ-FM	7.6	KEZO-FM	7.3	KOIL-AM(R)	8.7
6	KOIL-AM	6.9	KYNN-AM	5.2	KYNN-AM(C)	7.0
7	KYNN-AM	5.8	KQKQ-FM	4.9	KQKQ-FM(A)	6.9
8	KEFM-FM	3.4	KEFM-FM	2.7	KEZO-FM(A)	5.8
9	KOWH-FM	2.9	KOWH-FM	2.6	KEFM-FM(C)	3.2
10	KRCB-AM	2.2	KOOO-FM	1.8	KESY-AM(BM)	2.1
11	KOOO-AF	2.1	KLIN-FM	1.3	KMA -AM(C)	1.4
12	KMA -AM	0.6	KQXV-AM	0.9	KLNG-AM(N)	0.7
13	KOWH-AM	0.4	KOWH-AM	0.9	KYNN-FM(M)	0.4
14	KJAN-AF	0.4	KMA -AM	0.6		
15			KJAN-AF	0.5		
16			KFRX-FM	0.4		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4754

	A/M '78	O/N '78	A/M '79
1	KFAB-AM	KFAB-AM	KFAB-AM
2	WOW -AM	WOW -AM	WOW -AM
3	KGOR-FM	KOIL-AM	KGOR-FM
4	KEZO-FM	KGOR-FM	KESY-FM
5	KQKQ-FM	KEZO-FM	KOIL-AM
M-F, 6-10am			
1	KFAB-AM	KFAB-AM	KFAB-AM
2	WOW -AM	WOW -AM	WOW -AM
3	KOIL-AM	KOIL-AM	KOIL-AM
4	KGOR-FM	KGOR-FM	KGOR-FM
5	KEZO-FM	KEZO-FM	KYNN-AM
M-F, 3-7pm			
1	KFAB-AM	KFAB-AM	KFAB-AM
2	KEZO-FM	WOW -AM	WOW -AM
3	WOW -AM	KOIL-AM	KESY-FM
4	KGOR-FM	KEZO-FM	KGOR-FM
5	KQKQ-FM	KGOR-FM	KOIL-AM

Teens
M-S, 6am-Midnight
POP(00): 687

	A/M '78	O/N '78	A/M '79
1	KGOR-FM	KOIL-AM	KOIL-AM
2	WOW -AM	KGOR-FM	KGOR-FM
3	KOIL-AM	WOW -AM	WOW -AM
4	KQKQ-FM	KOWH-FM	KQKQ-FM
5	KOWH-FM	KEZO-FM	KEZO-FM
M-F, 6-10am			
1	KOIL-AM	KOIL-AM	KOIL-AM
2	WOW -AM	WOW -AM	KGOR-FM
3	KGOR-FM	KGOR-FM	WOW -AM
4	KFAB-AM	KFAB-AM	KFAB-AM
5	KOWH-FM	KOWH-FM	KEZO-FM
M-F, 3-7pm			
1	KGOR-FM	KGOR-FM	KGOR-FM
2	KOIL-AM	KOIL-AM	KOIL-AM
3	WOW -AM	KEZO-FM	WOW -AM
4	KQKQ-FM	WOW -AM	KQKQ-FM
5	KOWH-FM	KOWH-FM	KEZO-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1823

	A/M '78	O/N '78	A/M '79
1	WOW -AM	WOW -AM	KGOR-FM
2	KGOR-FM	KEZO-FM	WOW -AM
3	KQKQ-FM	KFAB-AM	KQKQ-FM
4	KEZO-FM	KOIL-AM	KEZO-FM
5	KFAB-AM	KGOR-FM	KOIL-AM
M-F, 6-10am			
1	WOW -AM	WOW -AM	WOW -AM
2	KFAB-AM	KFAB-AM	KGOR-FM
3	KGOR-FM	KOIL-AM	KOIL-AM
4	KQKQ-FM	KEZO-FM	KFAB-AM
5	KOIL-AM	KQKQ-FM	KYNN-AM
M-F, 3-7pm			
1	WOW -AM	KEZO-FM	WOW -AM
2	KGOR-FM	WOW -AM	KGOR-FM
3	KQKQ-FM	KOIL-AM	KQKQ-FM
4	KEZO-FM	KFAB-AM	KOIL-AM
5	KOIL-AM	KGOR-FM	KEZO-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1976

	A/M '78	O/N '78	A/M '79
1	KFAB-AM	KFAB-AM	KFAB-AM
2	WOW -AM	WOW -AM	WOW -AM
3	KEZO-FM	KOIL-AM	KESY-FM
4	KYNN-AM	KYNN-AM	KYNN-AM
5	KGOR-FM	KGOR-FM	KGOR-FM
M-F, 6-10am			
1	KFAB-AM	KFAB-AM	KFAB-AM
2	WOW -AM	WOW -AM	WOW -AM
3	KEZO-FM	KOIL-AM	KESY-FM
4	KYNN-AM	KYNN-AM	KYNN-AM
5	KOIL-AM	KGOR-FM	KOIL-AM
M-F, 3-7pm			
1	KEZO-FM	KFAB-AM	KFAB-AM
2	WOW -AM	WOW -AM	WOW -AM
3	KFAB-AM	KOIL-AM	KESY-FM
4	KGOR-FM	KEZO-FM	KOIL-AM
5	KYNN-AM	KGOR-FM	KYNN-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4754

	A/M '78		O/N '78		A/M '79	
1	KFAB-AM	1985	KFAB-AM	2519	KFAB-AM	2037
2	WOW -AM	1833	WOW -AM	1952	WOW -AM	1826
3	KGOR-FM	1217	KOIL-AM	1274	KGOR-FM	1291
4	KOIL-AM	1095	KGOR-FM	1149	KOIL-AM	1262
5	KEZO-FM	1004	KEZO-FM	839	KEZO-FM	775
M-F, 6-10am						
1	KFAB-AM		KFAB-AM		KFAB-AM	
2	WOW -AM		WOW -AM		WOW -AM	
3	KOIL-AM		KOIL-AM		KOIL-AM	
4	KGOR-FM		KGOR-FM		KGOR-FM	
5	KEZO-FM		KEZO-FM		KYNN-AM	
M-F, 3-7pm						
1	KFAB-AM		KFAB-AM		KFAB-AM	
2	WOW -AM		WOW -AM		WOW -AM	
3	KGOR-FM		KGOR-FM		KOIL-AM	
4	KOIL-AM		KOIL-AM		KGOR-FM	
5	KEZO-FM		KEZO-FM		KEZO-FM	

Teens
M-S, 6am-Midnight
POP(00): 687

	A/M '78	O/N '78	A/M '79
1	KGOR-FM	KOIL-AM	KOIL-AM
2	WOW -AM	KGOR-FM	KGOR-FM
3	KOIL-AM	WOW -AM	WOW -AM
4	KFAB-AM	KFAB-AM	KEZO-FM
5	KRCB-AM	KEZO-FM	KQKQ-FM
M-F, 6-10am			
1	KOIL-AM	KOIL-AM	KOIL-AM
2	WOW -AM	KGOR-FM	KGOR-FM
3	KGOR-FM	WOW -AM	WOW -AM
4	KFAB-AM	KFAB-AM	KEZO-FM
5	KRCB-AM	KEZO-FM	KQKQ-FM
M-F, 3-7pm			
1	KGOR-FM	KGOR-FM	KOIL-AM
2	KOIL-AM	KOIL-AM	KGOR-FM
3	WOW -AM	WOW -AM	WOW -AM
4	KQKQ-FM	KEZO-FM	KEZO-FM
5	KRCB-AM	KQKQ-FM	KQKQ-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1823

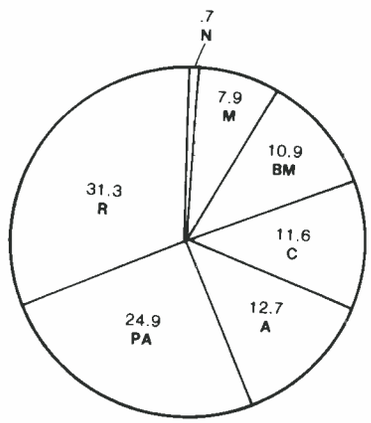
	A/M '78	O/N '78	A/M '79
1	WOW -AM	WOW -AM	WOW -AM
2	KGOR-FM	KFAB-AM	KGOR-FM
3	KOIL-AM	KGOR-FM	KOIL-AM
4	KQKQ-FM	KEZO-FM	KFAB-AM
5	KFAB-AM	KOIL-AM	KQKQ-FM
M-F, 6-10am			
1	WOW -AM	WOW -AM	WOW -AM
2	KFAB-AM	KGOR-FM	KGOR-FM
3	KGOR-FM	KOIL-AM	KOIL-AM
4	KOIL-AM	KFAB-AM	KFAB-AM
5	KQKQ-FM	KEZO-FM	KEZO-FM
M-F, 3-7pm			
1	WOW -AM	WOW -AM	WOW -AM
2	KGOR-FM	KGOR-FM	KOIL-AM
3	KQKQ-FM	KEZO-FM	KGOR-FM
4	KOIL-AM	KOIL-AM	KEZO-FM
5	KFAB-AM	KQKQ-FM	KQKQ-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1976

	A/M '78	O/N '78	A/M '79
1	KFAB-AM	KFAB-AM	KFAB-AM
2	WOW -AM	WOW -AM	WOW -AM
3	KEZO-FM	KOIL-AM	KGOR-FM
4	KGOR-FM	KGOR-FM	KOIL-AM
5	KOIL-AM	KYNN-AM	KESY-FM
M-F, 6-10am			
1	KFAB-AM	KFAB-AM	KFAB-AM
2	WOW -AM	WOW -AM	WOW -AM
3	KEZO-FM	KOIL-AM	KOIL-AM
4	KOIL-AM	KGOR-FM	KYNN-AM
5	KYNN-AM	KYNN-AM	KGOR-FM
M-F, 3-7pm			
1	KFAB-AM	KFAB-AM	KFAB-AM
2	WOW -AM	WOW -AM	WOW -AM
3	KEZO-FM	KOIL-AM	KOIL-AM
4	KOIL-AM	KYNN-AM	KESY-FM
5	KYNN-AM	KGOR-FM	KYNN-AM

Format Penetration Chart

Based On Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Orlando

METRO RANK 59

A/M '79 Market Overview

Outlet Broadcasting's perenially strong **WDBO-FM** leads the market as a result of the A/M'79 sweep. The Beautiful Music station increases to almost 13% share of the market. WDBO-FM is number two among adults 25-49, with especially strong numbers in midday and PM drive. Women numbers increased well for WDBO-FM, help offset drop in men ratings. Two stations are tied for the number two spot in the market, **WHOO** (BM) and FM rocker **WBJW. Bluegrass**'s WHOO-FM is number one with adults 25-49, and the station looks especially strong in midday.

Rounsaville's WBJW dropped three shares in this survey for its first showing below a 10 share in years. Desertion of teens and female listeners led to the slide, but WBJW is still number three among adults 18-34.

P/A station **WDBO-AM** is the next highest rated station, 12+. WDBO had a stable book and continues to be the leading station in the market in AM drive. WDBO is tops in the Orlando metro among adults 35-64.

Bluegrass's Country station, **WHOO-AM,** had a stable book to remain with a 12+ share in the mid-7 range. WHOO is number three among adults 25-49, number two in that key demo in AM drive.

WDIZ is the AOR "Superstars" station for Orlando. With 100,000 watts and this winning format WDIZ moved up more than two shares. Biggest gains came among young adult women — WDIZ is tied for #1 in women 18-34 with almost 15 share of this demo.

WORL (Black-formatted) earned an up book in the A/M'79 sweep. Although the daytime station is on the air longer in the Spring survey, improvement in numbers also came from a great jump in teens audience for the station. WORL did some TV advertising during the sweep.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 5051

	A/M '78		O/N '78		A/M '79	
1	WBJW-FM	15.1	WBJW-FM	12.7	WDBO-FM(BM)	12.8
2	WDBO-FM	15.1	WDBO-FM	12.1	WBJW-FM(R)	9.7
3	WDBO-AM	9.4	WHOO-FM	10.4	WHOO-FM(BM)	9.7
4	WDIZ-FM	9.0	WDBO-AM	8.6	WDBO-AM(PA)	8.4
5	WHOO-FM	8.2	WHOO-AM	7.9	WHOO-AM(C)	7.5
6	WKIS-AM	7.4	WKIS-AM	7.1	WDIZ-FM(A)	7.4
7	WHOO-AM	7.0	WLOF-AM	5.6	WKIS-AM(PA)	6.7
8	WORL-AM	6.6	WDIZ-FM	4.8	WORJ-FM(A)	6.5
9	WLOF-AM	6.1	WORJ-FM	4.8	WORL-AM(D)	5.8
10	WORJ-FM	2.9	WHLY-FM	4.7	WLOF-AM(R)	4.8
11	WHLY-FM	2.5	WORL-AM	4.3	WHLY-FM(A)	3.9
12	WOKB-AM	1.9	WOKB-AM	4.2	WOKB-AM(D)	2.2
13	WGTO-AM	1.3	WFIV-AM	3.8	WPCV-FM(C)	1.7
14	WFIV-AM	1.1	WPCV-FM	1.7	WAJL-AM(RL)	1.6
15	WHHL-AM	0.9	WTLN-AF	1.2	WTLN-AF(RL)	1.6
16	WLOQ-FM	0.8	WGTO-AM	1.1	WLOQ-FM(CL)	1.3
17	WELE-FM	0.8	WAJL-AM	0.7	WHHL-AM(O)	0.8
18	WAJL-AM	0.7	WHHL-AM	0.7	WGTO-AM(C)	0.6
19	WPCV-FM	0.4	WLOQ-FM	0.6	WFIV-AM(C)	0.6
20			WELE-FM	0.5	WTRR-AM(R)	0.5
21					WELE-FM(C)	0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5051

	A/M '78		O/N '78		A/M '79	
1	WBJW-FM	114	WBJW-FM	106	WDBO-FM	99
2	WDBO-FM	114	WDBO-FM	101	WBJW-FM	75
3	WDBO-AM	71	WHOO-FM	87	WHOO-FM	75
4	WDIZ-FM	68	WDBO-AM	72	WDBO-AM	65
5	WHOO-FM	62	WHOO-AM	66	WHOO-AM	58
M-F, 6-10am						
1	WDBO-AM		WDBO-AM		WDBO-AM	
2	WBJW-FM		WBJW-FM		WDBO-FM	
3	WDBO-FM		WDBO-FM		WHOO-FM	
4	WKIS-AM		WHOO-AM		WBJW-FM	
5	WHOO-AM		WHOO-FM		WHOO-AM	
M-F, 3-7pm						
1	WBJW-FM		WBJW-FM		WDBO-FM	
2	WDBO-FM		WHOO-FM		WBJW-FM	
3	WDIZ-FM		WDBO-FM		WHOO-FM	
4	WORL-AM		WHOO-AM		WHOO-AM	
5	WHOO-FM		WLOF-AM		WDIZ-FM	

Teens
M-S, 6am-Midnight
POP(00): 703

	A/M '78	O/N '78	A/M '79
1	WBJW-FM	WBJW-FM	WBJW-FM
2	WORL-AM	WOKB-AM	WDIZ-FM
3	WLOF-AM	WLOF-AM	WORL-AM
4	WDIZ-FM	WDIZ-FM	WHLY-FM
5	WORJ-FM	WORL-AM	WLOF-AM
M-F, 6-10am			
1	WBJW-FM	WBJW-FM	WBJW-FM
2	WLOF-AM	WOKB-AM	WDIZ-FM
3	WDIZ-FM	WLOF-AM	WHLY-FM
4	WORJ-FM	WDIZ-FM	WLOF-AM
5	WORL-AM	WHOO-AM	WORL-AM
M-F, 3-7pm			
1	WBJW-FM	WBJW-FM	WBJW-FM
2	WORL-AM	WOKB-AM	WDIZ-FM
3	WDIZ-FM	WORL-AM	WHLY-FM
4	WLOF-AM	WLOF-AM	WORL-AM
5	WORJ-FM	WDIZ-FM	WOKB-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1674

	A/M '78	O/N '78	A/M '79
1	WBJW-FM	WBJW-FM	WORJ-FM
2	WDIZ-FM	WORJ-FM	WDIZ-FM
3	WLOF-AM	WDIZ-FM	WBJW-FM
4	WORL-AM	WLOF-AM	WORL-AM
5	WKIS-AM	WORL-AM	WLOF-AM
M-F, 6-10am			
1	WBJW-FM	WBJW-FM	WBJW-FM
2	WDIZ-FM	WLOF-AM	WDIZ-FM
3	WKIS-AM	WDIZ-FM	WORJ-FM
4	WLOF-AM	WKIS-AM	WORL-AM
5	WORL-AM	WORJ-FM	WLOF-AM
M-F, 3-7pm			
1	WBJW-FM	WORJ-FM	WORJ-FM
2	WDIZ-FM	WBJW-FM	WDIZ-FM
3	WLOF-AM	WDIZ-FM	WBJW-FM
4	WORL-AM	WLOF-AM	WLOF-AM
5	WDBO-FM	WORL-AM	WHLY-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1961

	A/M '78	O/N '78	A/M '79
1	WBJW-FM	WHOO-FM	WHOO-FM
2	WDBO-FM	WDBO-FM	WDBO-FM
3	WKIS-AM	WBJW-FM	WHOO-AM
4	WDBO-AM	WDBO-AM	WBJW-FM
5	WHOO-AM	WKIS-AM	WORL-AM
M-F, 6-10am			
1	WDBO-AM	WHOO-FM	WHOO-FM
2	WKIS-AM	WDBO-AM	WHOO-AM
3	WBJW-FM	WBJW-FM	WDBO-FM
4	WHOO-AM	WDBO-FM	WBJW-FM
5	WDBO-FM	WKIS-AM	WKIS-AM
M-F, 3-7pm			
1	WBJW-FM	WHOO-FM	WHOO-FM
2	WKIS-AM	WDBO-FM	WHOO-AM
3	WDBO-FM	WBJW-FM	WBJW-FM
4	WHOO-FM	WHOO-AM	WDBO-FM
5	WHOO-AM	WDBO-AM	WORL-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5051

	A/M '78		O/N '78		A/M '79	
1	WBJW-FM	1663	WBJW-FM	1436	WBJW-FM	1337
2	WLOF-AM	1222	WDBO-AM	1217	WDBO-FM	1320
3	WDBO-AM	1181	WDBO-FM	1131	WDBO-AM	1089
4	WDBO-FM	1134	WLOF-AM	1090	WLOF-AM	984
5	WKIS-AM	1100	WKIS-AM	1040	WHOO-FM	893
M-F, 6-10am						
1	WBJW-FM		WBJW-FM		WBJW-FM	
2	WDBO-AM		WDBO-AM		WDBO-FM	
3	WDBO-FM		WKIS-AM		WDBO-AM	
4	WLOF-AM		WLOF-AM		WHOO-AM	
5	WKIS-AM		WDBO-FM		WLOF-AM	
M-F, 3-7pm						
1	WBJW-FM		WBJW-FM		WBJW-FM	
2	WDBO-FM		WHOO-FM		WDBO-FM	
3	WLOF-AM		WLOF-AM		WLOF-AM	
4	WDIZ-FM		WDBO-AM		WDIZ-FM	
5	WDBO-AM		WDBO-FM		WHOO-FM	

Teens
M-S, 6am-Midnight
POP(00): 703

	A/M '78	O/N '78	A/M '79
1	WBJW-FM	WBJW-FM	WBJW-FM
2	WLOF-AM	WLOF-AM	WDIZ-FM
3	WDIZ-FM	WDIZ-FM	WLOF-AM
4	WORJ-FM	WORL-AM	WHLY-FM
5	WORL-AM	WOKB-AM	WORJ-FM
M-F, 6-10am			
1	WBJW-FM	WBJW-FM	WBJW-FM
2	WLOF-AM	WLOF-AM	WDIZ-FM
3	WDIZ-FM	WDIZ-FM	WLOF-AM
4	WORJ-FM	WOKB-AM	WHLY-FM
5	WORL-AM	WORL-AM	WORL-AM
M-F, 3-7pm			
1	WBJW-FM	WBJW-FM	WBJW-FM
2	WDIZ-FM	WLOF-AM	WDIZ-FM
3	WLOF-AM	WORL-AM	WHLY-FM
4	WORL-AM	WDIZ-FM	WLOF-AM
5	WORJ-FM	WOKB-AM	WORJ-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1674

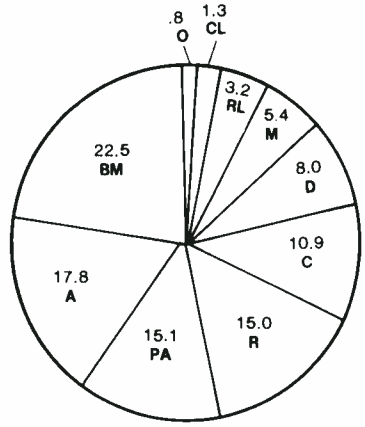
	A/M '78	O/N '78	A/M '79
1	WBJW-FM	WBJW-FM	WBJW-FM
2	WLOF-AM	WLOF-AM	WDIZ-FM
3	WDIZ-FM	WDIZ-FM	WLOF-AM
4	WKIS-AM	WKIS-AM	WORJ-FM
5	WDBO-AM	WDBO-AM	WHLY-FM
M-F, 6-10am			
1	WBJW-FM	WBJW-FM	WBJW-FM
2	WLOF-AM	WLOF-AM	WLOF-AM
3	WDIZ-FM	WKIS-AM	WHLY-FM
4	WORL-AM	WDIZ-FM	WDIZ-FM
5	WKIS-AM	WORJ-FM	WORJ-FM
M-F, 3-7pm			
1	WBJW-FM	WLOF-AM	WBJW-FM
2	WLOF-AM	WBJW-FM	WDIZ-FM
3	WDIZ-FM	WDIZ-FM	WLOF-AM
4	WORL-AM	WORJ-FM	WORJ-FM
5	WORJ-FM	WHLY-FM	WHLY-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1961

	A/M '78	O/N '78	A/M '79
1	WKIS-AM	WDBO-AM	WDBO-FM
2	WBJW-FM	WBJW-FM	WBJW-FM
3	WDBO-AM	WHOO-FM	WHOO-AM
4	WLOF-AM	WDBO-FM	WHOO-FM
5	WHOO-AM	WKIS-AM	WLOF-AM
M-F, 6-10am			
1	WDBO-AM	WHOO-AM	WHOO-AM
2	WKIS-AM	WDBO-AM	WBJW-FM
3	WBJW-FM	WBJW-FM	WDBO-FM
4	WLOF-AM	WHOO-FM	WDBO-AM
5	WHOO-AM	WKIS-AM	WHOO-FM
M-F, 3-7pm			
1	WBJW-FM	WHOO-FM	WBJW-FM
2	WKIS-AM	WBJW-FM	WHOO-FM
3	WDBO-AM	WHOO-AM	WDBO-FM
4	WHOO-AM	WLOF-AM	WHOO-AM
5	WLOF-AM	WDBO-AM	WLOF-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Pensacola

METRO RANK **121**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2269

	A/M '77		A/M '78		A/M '79	
1	WJLQ-FM	16.0	WJLQ-FM	15.6	WBOP-AF(B)	16.8
2	WBOP-AF	15.7	WBOP-AF	15.6	WJLQ-FM(PA)	14.8
3	WBSR-AM	15.1	WMEZ-FM	13.6	WMEZ-FM(BM)	11.8
4	WCOA-AM	12.7	WKRG-FM	11.0	WCOA-AM(PA)	10.6
5	WMEZ-FM	11.8	WBSR-AM	10.1	WKRG-FM(R)	10.6
6	WNVY-AM	7.3	WCOA-AM	9.2	WBSR-AM(R)	9.8
7	WABB-AF	5.1	WXBM-FM	5.2	WXBM-FM(C)	8.4
8	WXBM-FM	4.8	WNVY-AM	4.9	WAJB-FM(PA)	5.3
9	WPFA-AM	3.6	WABB-FM	2.9	WPFA-AM(C)	4.5
10	WAJB-FM	3.3	WAJB-FM	2.3	WNVY-AM(C)	3.6
11	WKRG-FM	2.1	WHYM-AM	2.0	WHYM-AM(RL)	2.0
12	WHYM-AM	1.5	WPFA-AM	1.7		
13	WKSJ-FM	1.2	WCKC-AM	0.6		
14	WCKC-AM	0.9				
15	KAAY-AM	0.6				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2269

	A/M '77		A/M '78		A/M '79	
1	WJLQ-FM	53	WJLQ-FM	54	WBOP-AF	60
2	WBOP-AF	52	WBOP-AF	54	WJLQ-FM	53
3	WBSR-AM	50	WMEZ-FM	47	WMEZ-FM	42
4	WCOA-AM	42	WKRG-FM	38	WCOA-AM	38
5	WMEZ-FM	39	WBSR-AM	35	WKRG-FM	38

M-F, 6-10am

1	WCOA-AM	WJLQ-FM	WBOP-AF
2	WJLQ-FM	WCOA-AM	WCOA-AM
3	WBOP-AF	WBSR-AM	WBSR-AM
4	WBSR-AM	WMEZ-FM	WXBM-FM
5	WMEZ-FM	WBOP-AF	WJLQ-FM

M-F, 3-7pm

1	WJLQ-FM	WMEZ-FM	WJLQ-FM
2	WBSR-AM	WBOP-AF	WBOP-AF
3	WMEZ-FM	WJLQ-FM	WMEZ-FM
4	WBOP-AF	WKRG-FM	WKRG-FM
5	WCOA-AM	WBSR-AM	WCOA-AM

Teens
M-S, 6am-Midnight
POP(00): 327

	A/M '77	A/M '78	A/M '79
1	WJLQ-FM	WKRG-FM	WKRG-FM
2	WBSR-AM	WBOP-AF	WJLQ-FM
3	WBOP-AF	WJLQ-FM	WBSR-AM
4	WXBM-FM	WBSR-AM	WBOP-AF
5	WNVY-AM	WHYM-AM	WXBM-FM

M-F, 6-10am

1	WJLQ-FM	WJLQ-FM	WBSR-AM
2	WBOP-AF	WKRG-FM	WKRG-FM
3	WBSR-AM	WBOP-AF	WJLQ-FM
4	WCOA-AM	WBSR-AM	WBOP-AF
5	WXBM-FM	WXBM-FM	WCOA-AM

M-F, 3-7pm

1	WJLQ-FM	WBOP-AF	WJLQ-FM
2	WBSR-AM	WKRG-FM	WKRG-FM
3	WBOP-AF	WJLQ-FM	WBOP-AF
4	WXBM-FM	WBSR-AM	WBSR-AM
5	WABB-AF	WABB-FM	WNVY-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 933

	A/M '77	A/M '78	A/M '79
1	WJLQ-FM	WJLQ-FM	WJLQ-FM
2	WBOP-AF	WBOP-AF	WBOP-AF
3	WBSR-AM	WBSR-AM	WKRG-FM
4	WABB-AF	WMEZ-FM	WBSR-AM
5	WMEZ-FM	WKRG-FM	WAJB-FM

M-F, 6-10am

1	WJLQ-FM	WJLQ-FM	WBSR-AM
2	WBSR-AM	WBSR-AM	WBOP-AF
3	WBOP-AF	WBOP-AF	WJLQ-FM
4	WCOA-AM	WKRG-FM	WKRG-FM
5	WMEZ-FM	WMEZ-FM	WAJB-FM

M-F, 3-7pm

1	WJLQ-FM	WJLQ-FM	WJLQ-FM
2	WBSR-AM	WMEZ-FM	WKRG-FM
3	WBOP-AF	WKRG-FM	WBOP-AF
4	WMEZ-FM	WBSR-AM	WAJB-FM
5	WABB-AF	WBOP-AF	WBSR-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 890

	A/M '77	A/M '78	A/M '79
1	WJLQ-FM	WMEZ-FM	WBOP-AF
2	WMEZ-FM	WJLQ-FM	WMEZ-FM
3	WNVY-AM	WBOP-AF	WJLQ-FM
4	WBOP-AF	WBSR-AM	WXBM-FM
5	WBSR-AM	WXBM-FM	WCOA-AM

M-F, 6-10am

1	WCOA-AM	WMEZ-FM	WBOP-AF
2	WJLQ-FM	WCOA-AM	WCOA-AM
3	WNVY-AM	WJLQ-FM	WXBM-FM
4	WBSR-AM	WBSR-AM	WBSR-AM
5	WMEZ-FM	WBOP-AF	WMEZ-FM

M-F, 3-7pm

1	WMEZ-FM	WMEZ-FM	WXBM-FM
2	WJLQ-FM	WJLQ-FM	WAJB-FM
3	WBSR-AM	WBSR-AM	WMEZ-FM
4	WNVY-AM	WNVY-AM	WJLQ-FM
5	WBOP-AF	WXBM-FM	WBSR-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2269

	A/M '77		A/M '78		A/M '79	
1	WJLQ-FM	766	WJLQ-FM	790	WJLQ-FM	747
2	WBSR-AM	692	WBSR-AM	696	WBOP-AF	676
3	WCOA-AM	527	WMEZ-FM	545	WBSR-AM	551
4	WMEZ-FM	454	WCOA-AM	509	WCOA-AM	530
5	WBOP-AF	433	WKRG-FM	501	WKRG-FM	526

M-F, 6-10am

1	WJLQ-FM	WJLQ-FM	WJLQ-FM
2	WCOA-AM	WBSR-AM	WBSR-AM
3	WBSR-AM	WCOA-AM	WCOA-AM
4	WBOP-AF	WMEZ-FM	WBOP-AF
5	WMEZ-FM	WKRG-FM	WKRG-FM

M-F, 3-7pm

1	WJLQ-FM	WJLQ-FM	WJLQ-FM
2	WBSR-AM	WBSR-AM	WBSR-AM
3	WMEZ-FM	WKRG-FM	WKRG-FM
4	WCOA-AM	WMEZ-FM	WBOP-AF
5	WBOP-AF	WBOP-AF	WCOA-AM

Teens
M-S, 6am-Midnight
POP(00): 327

	A/M '77	A/M '78	A/M '79
1	WJLQ-FM	WJLQ-FM	WKRG-FM
2	WBSR-AM	WKRG-FM	WJLQ-FM
3	WBOP-AF	WBSR-AM	WBSR-AM
4	WABB-AF	WBOP-AF	WBOP-AF
5	WMEZ-FM	WABB-FM	WXBM-FM

M-F, 6-10am

1	WJLQ-FM	WJLQ-FM	WJLQ-FM
2	WBSR-AM	WKRG-FM	WKRG-FM
3	WBOP-AF	WBSR-AM	WBSR-AM
4	WABB-AF	WBOP-AF	WBOP-AF
5	WCOA-AM	WXBM-FM	WXBM-FM

M-F, 3-7pm

1	WJLQ-FM	WKRG-FM	WJLQ-FM 119
2	WBSR-AM	WJLQ-FM	WKRG-FM 119
3	WBOP-AF	WBSR-AM	WBSR-AM 82
4	WABB-AF	WBOP-AF	WBOP-AF 73
5	WXBM-FM	WABB-FM	WXBM-FM 23

Adults 18-34
M-S, 6am-Midnight
POP(00): 933

	A/M '77	A/M '78	A/M '79
1	WJLQ-FM	WJLQ-FM	WJLQ-FM
2	WBSR-AM	WBSR-AM	WBSR-AM
3	WBOP-AF	WKRG-FM	WKRG-FM
4	WABB-AF	WMEZ-FM	WBOP-AF
5	WMEZ-FM	WBOP-AF	WXBM-FM

M-F, 6-10am

1	WJLQ-FM	WJLQ-FM	WJLQ-FM
2	WBSR-AM	WBSR-AM	WBSR-AM
3	WBOP-AF	WKRG-FM	WKRG-FM
4	WABB-AF	WBOP-AF	WBOP-AF
5	WMEZ-FM	WMEZ-FM	WXBM-FM

M-F, 3-7pm

1	WBSR-AM	WJLQ-FM	WJLQ-FM
2	WJLQ-FM	WBSR-AM	WBSR-AM
3	WBOP-AF	WBOP-AF	WKRG-FM
4	WKRG-FM	WMEZ-FM	WBOP-AF
5	WABB-AF	WBOP-AF	WXBM-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 890

	A/M '77	A/M '78	A/M '79
1	WJLQ-FM	WMEZ-FM	WJLQ-FM
2	WBSR-AM	WJLQ-FM	WMEZ-FM
3	WCOA-AM	WBSR-AM	WXBM-FM
4	WMEZ-FM	WCOA-AM	WBSR-AM
5	WNVY-AM	WXBM-FM	WCOA-AM

M-F, 6-10am

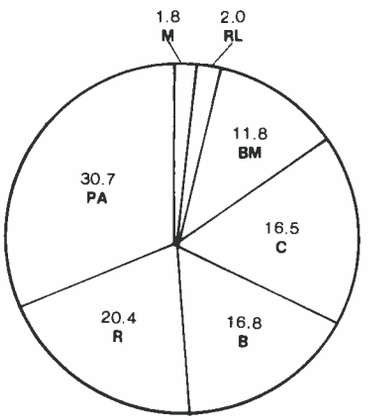
1	WJLQ-FM	WMEZ-FM	WJLQ-FM
2	WCOA-AM	WJLQ-FM	WXBM-FM
3	WBSR-AM	WBSR-AM	WCOA-AM
4	WMEZ-FM	WCOA-AM	WBOP-AF
5	WNVY-AM	WXBM-FM	WBSR-AM

M-F, 3-7pm

1	WJLQ-FM	WJLQ-FM	WJLQ-FM
2	WBSR-AM	WBSR-AM	WBSR-AM
3	WMEZ-FM	WMEZ-FM	WXBM-FM
4	WCOA-AM	WXBM-FM	WCOA-AM
5	WNVY-AM	WCOA-AM	WMEZ-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Peoria

METRO RANK **97**

A/M '79 Market Overview

There's a new number one station in this market, as FM Top 40 **WKZW** claims the honors. WKZW has a stable book with a mid-14 share of the total metro audience, is second with adults 18-34, and third among adults 25-49. WKZW dominates teens also. Broad demographic appeal, based on women 18-24, keyed success for WKZW.

Ranked second in the metro is the former #1 station, Beautiful Music entry **WSWT.** WSWT still retains mid-13 share of the total metro audience. Station has broad demographic appeal with women forming the majority of the listeners to WSWT. Strongest daypart for this BM station is midday.

Just behind WSWT in the 12+ rankings is Talk station **WMBD.** WMBD is number one in the metro in the key AM drive daypart, with a share of almost 18%. Station skews older as females make up majority of audience to this station.

Country **WXCL** ranks fourth 12+ in the Peoria area, with a good book that saw the station rise more than two shares. Male audience improved most in this book but women 25-49 are the key bloc for WXCL. Station ranks #1 with women 25-49, holds down the fourth spot among men 25-49. Midday saw biggest share improvement for WXCL. WXCL advertised using TV, billboards, and bus sides.

The teen audience in Peoria may have been in transit if the results of the recent book are any indication. Rocker **WIRL** suffered a second consecutive slide and saw a big chunk of its teen numbers disappear. AOR station **WWCT,** on the other hand, picked up almost two shares overall, and saw its teen numbers pick up in every major daypart except the evening.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 2979

A/M '77		A/M '78		A/M '79	
1 WMBD-AM	18.3	WSWT-FM	14.8	WKZW-FM(R)	14.4
2 WXCL-AM	17.2	WKZW-FM	14.4	WSWT-FM(BM)	13.6
3 WIRL-AM	14.7	WIRL-AM	12.7	WMBD-AM(T)	13.4
4 WSWT-FM	12.4	WMBD-AM	10.9	WXCL-AM(C)	11.4
5 WSIV-AF	8.7	WWCT-FM	9.0	WWCT-FM(A)	10.9
6 WWCT-FM	5.5	WXCL-AM	9.0	WIRL-AM(R)	10.4
7 WLS -AM	5.0	WSIV-AF	5.6	WVEL-AF(BM)	6.4
8 WMBD-FM	5.0	WZRO-FM	3.4	WZRO-FM(C)	2.5
9 WSIV-AM	4.8	WPEO-AM	2.2	WTAZ-FM(PA)	2.5
10 WSIV-FM	3.9	WJBC-AM	1.7	WPEO-AM(RL)	2.2
11 WGN -AM	1.8	WCLL-FM	1.0	WRNQ-FM(R)	2.0
12 WPEO-AM	1.6	WRNQ-FM	0.5	WCLL-FM(PA)	1.0
13 WJBC-AM	1.4				
14 WBNQ-FM	1.4				
15 WMAQ-AM	1.1				
16 WZRO-FM	0.9				
17 WBBM-AM	0.9				
18 WMBD-AF	0.0				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2979

A/M '77		A/M '78		A/M '79	
1 WMBD-AM	80	WSWT-FM	61	WKZW-FM	58
2 WXCL-AM	75	WKZW-FM	59	WSWT-FM	55
3 WIRL-AM	64	WIRL-AM	52	WMBD-AM	54
4 WSWT-FM	54	WMBD-AM	45	WXCL-AM	46
5 WSIV-AF	38	WWCT-FM	37	WWCT-FM	44
M-F, 6-10am					
1 WMBD-AM		WMBD-AM		WMBD-AM	
2 WXCL-AM		WIRL-AM		WXCL-AM	
3 WIRL-AM		WXCL-AM		WIRL-AM	
4 WSWT-FM		WSWT-FM		WKZW-FM	
5 WSIV-AF		WKZW-FM		WSWT-FM	
M-F, 3-7pm					
1 WXCL-AM		WKZW-FM		WKZW-FM	
2 WIRL-AM		WSWT-FM		WSWT-FM	
3 WMBD-AM		WIRL-AM		WWCT-FM	
4 WSWT-FM		WWCT-FM		WIRL-AM	
5 WSIV-AF		WXCL-AM		WXCL-AM	

Teens
M-S, 6am-Midnight
POP(00): 415

A/M '77	A/M '78	A/M '79
1 WIRL-AM	WKZW-FM	WKZW-FM
2 WWCT-FM	WIRL-AM	WWCT-FM
3 WLS -AM	WWCT-FM	WIRL-AM
4 WMBD-AM	WMBD-AM	WBNQ-FM
5 WMBD-FM	WSWT-FM	WXCL-AM

M-F, 6-10am

1 WIRL-AM	WKZW-FM	WKZW-FM
2 WMBD-AM	WIRL-AM	WIRL-AM
3 WLS -AM	WWCT-FM	WWCT-FM
4 WWCT-FM	WJBC-AM	WXCL-AM
5 WBNQ-FM	WBNQ-FM	WBNQ-FM

M-F, 3-7pm

1 WIRL-AM	WKZW-FM	WKZW-FM
2 WWCT-FM	WIRL-AM	WWCT-FM
3 WLS -AM	WWCT-FM	WIRL-AM
4 WMBD-AM	WMBD-AM	WBNQ-FM
5 WMBD-FM	WPEO-AM	WMBD-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1032

A/M '77	A/M '78	A/M '79
1 WIRL-AM	WWCT-FM	WWCT-FM
2 WXCL-AM	WKZW-FM	WKZW-FM
3 WWCT-FM	WIRL-AM	WIRL-AM
4 WLS -AM	WSWT-FM	WSWT-FM
5 WMBD-FM	WXCL-AM	WXCL-AM

M-F, 6-10am

1 WIRL-AM	WIRL-AM	WIRL-AM
2 WXCL-AM	WKZW-FM	WKZW-FM
3 WMBD-AM	WWCT-FM	WWCT-FM
4 WWCT-FM	WXCL-AM	WMBD-AM
5 WMBD-FM	WSWT-FM	WTAZ-FM

M-F, 3-7pm

1 WXCL-AM	WKZW-FM	WWCT-FM
2 WIRL-AM	WWCT-FM	WKZW-FM
3 WLS -AM	WIRL-AM	WIRL-AM
4 WWCT-FM	WSWT-FM	WSWT-FM
5 WSWT-FM	WSIV-AF	WTAZ-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1154

A/M '77	A/M '78	A/M '79
1 WXCL-AM	WSWT-FM	WSWT-FM
2 WSWT-FM	WIRL-AM	WXCL-AM
3 WMBD-AM	WXCL-AM	WKZW-FM
4 WIRL-AM	WKZW-FM	WIRL-AM
5 WSIV-AF	WZRO-FM	WMBD-AM

M-F, 6-10am

1 WXCL-AM	WXCL-AM	WXCL-AM
2 WIRL-AM	WIRL-AM	WIRL-AM
3 WMBD-AM	WMBD-AM	WSWT-FM
4 WSWT-FM	WSWT-FM	WMBD-AM
5 WSIV-AF	WKZW-FM	WVEL-AF

M-F, 3-7pm

1 WXCL-AM	WSWT-FM	WSWT-FM
2 WSWT-FM	WKZW-FM	WKZW-FM
3 WMBD-AM	WIRL-AM	WIRL-AM
4 WIRL-AM	WXCL-AM	WXCL-AM
5 WSIV-AF	WZRO-FM	WVEL-AF

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2979

A/M '77		A/M '78		A/M '79	
1 WIRL-AM	1212	WIRL-AM	1141	WIRL-AM	867
2 WMBD-AM	1024	WKZW-FM	885	WKZW-FM	861
3 WXCL-AM	802	WMBD-AM	803	WMBD-AM	818
4 WSWT-FM	749	WSWT-FM	758	WXCL-AM	792
5 WLS -AM	574	WXCL-AM	608	WSWT-FM	701
M-F, 6-10am					
1 WMBD-AM		WIRL-AM		WMBD-AM	
2 WIRL-AM		WMBD-AM		WIRL-AM	
3 WXCL-AM		WKZW-FM		WXCL-AM	
4 WSWT-FM		WXCL-AM		WKZW-FM	
5 WMBD-FM		WSWT-FM		WSWT-FM	
M-F, 3-7pm					
1 WIRL-AM		WKZW-FM		WKZW-FM	
2 WXCL-AM		WIRL-AM		WIRL-AM	
3 WMBD-AM		WSWT-FM		WSWT-FM	
4 WSWT-FM		WXCL-AM		WXCL-AM	
5 WLS -AM		WMBD-AM		WMBD-AM	

Teens
M-S, 6am-Midnight
POP(00): 415

A/M '77	A/M '78	A/M '79
1 WIRL-AM	WKZW-FM	WKZW-FM
2 WLS -AM	WIRL-AM	WIRL-AM
3 WMBD-FM	WWCT-FM	WWCT-FM
4 WMBD-AM	WMBD-AM	WXCL-AM
5 WWCT-FM	WSWT-FM	WSWT-FM
M-F, 6-10am		
1 WIRL-AM	WKZW-FM	WKZW-FM
2 WMBD-AM	WIRL-AM	WIRL-AM
3 WMBD-FM	WWCT-FM	WWCT-FM
4 WLS -AM	WMBD-AM	WXCL-AM
5 WWCT-FM	WBNQ-FM	WVEL-AF
M-F, 3-7pm		
1 WIRL-AM	WKZW-FM	WKZW-FM
2 WLS -AM	WIRL-AM	WWCT-FM
3 WMBD-FM	WWCT-FM	WIRL-AM
4 WMBD-AM	WXCL-AM	WSWT-FM
5 WWCT-FM	WSWT-FM	WBNQ-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1032

A/M '77	A/M '78	A/M '79
1 WIRL-AM	WIRL-AM	WKZW-FM
2 WLS -AM	WKZW-FM	WIRL-AM
3 WMBD-AM	WSWT-FM	WWCT-FM
4 WMBD-FM	WWCT-FM	WXCL-AM
5 WXCL-AM	WMBD-AM	WMBD-AM

M-F, 6-10am

1 WIRL-AM	WIRL-AM	WIRL-AM
2 WXCL-AM	WKZW-FM	WKZW-FM
3 WLS -AM	WWCT-FM	WWCT-FM
4 WMBD-AM	WMBD-AM	WXCL-AM
5 WMBD-FM	WSWT-FM	WSWT-FM

M-F, 3-7pm

1 WIRL-AM	WKZW-FM	WKZW-FM
2 WLS -AM	WIRL-AM	WIRL-AM
3 WXCL-AM	WWCT-FM	WWCT-FM
4 WSWT-FM	WSWT-FM	WXCL-AM
5 WWCT-FM	WXCL-AM	WSWT-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1154

A/M '77	A/M '78	A/M '79
1 WIRL-AM	WIRL-AM	WIRL-AM
2 WXCL-AM	WSWT-FM	WXCL-AM
3 WSWT-FM	WXCL-AM	WSWT-FM
4 WMBD-AM	WKZW-FM	WMBD-AM
5 WMBD-FM	WMBD-AM	WKZW-FM

M-F, 6-10am

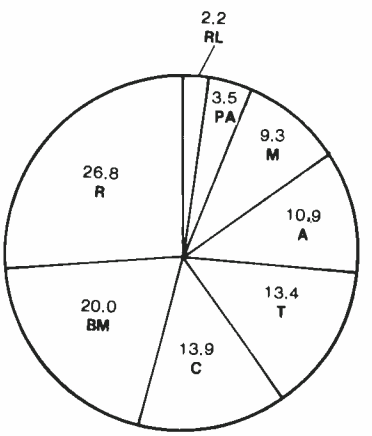
1 WXCL-AM	WIRL-AM	WXCL-AM
2 WIRL-AM	WXCL-AM	WIRL-AM
3 WMBD-AM	WSWT-FM	WSWT-FM
4 WSWT-FM	WMBD-AM	WMBD-AM
5 WSIV-AF	WKZW-FM	WKZW-FM

M-F, 3-7pm

1 WXCL-AM	WKZW-FM	WIRL-AM
2 WIRL-AM	WSWT-FM	WSWT-FM
3 WMBD-AM	WIRL-AM	WKZW-FM
4 WSWT-FM	WXCL-AM	WXCL-AM
5 WSIV-AF	WZRO-FM	WMBD-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Philadelphia

METRO RANK **5**

A/M '79-J/A '79 Market Overview

Philadelphia's leading News station, **KYW,** remains atop market over the last two sweeps. Phillies baseball helps, as station ties in promotionally to major league team. KYW ranks #1 among adults 25-49. Promotionally, KYW used theme "Philadelphia Turns Us On." The **Westinghouse** property advertised on TV and billboards, with some newspaper ads also. If only the Phillies could play year 'round . . .

Black-formatted **WDAS-FM** is the number two station in Philly. It scored well in 18-34 demos, and generated a steady 7 share in the total market. The station had its best improvement in midday; softest segment is PM drive.

P/A station **WIP** slips in the last two books; the station now has its softest numbers in years. WIP now ranks third among adults 25-49, with male demos decreasing more than the female shares.

Schulke-programmed **WWSH** leads the Beautiful Music contingent for Philly. The station ranks fourth in the overall market, fifth in adults 25-49. Women 45-54 comprise the biggest bloc of WWSH's audience. The **Cox** station did run some TV commercials to promote to the marketplace.

After a very successful J/F'79 report, **WDVR** (BM) has seen the last two sweeps go downhill. Station's 12+ share now in mid-5 range. Men 45-54 make up most significant demo for WDVR. WDVR advertises heavily on TV with actor **Patrick O'Neal** as spokesman.

Philadelphia's oldest AOR station, **WMMR,** appears to be back on the upswing. Last two books show improvement over three previous ratings. WMMR is now tops in adults 18-34 with an almost 10 share in this demo. New PD **Jeff Pollack** tightened up the playlist for WMMR, replaced air staff, and restored the station's image. WMMR used much TV advertising and sponsored outdoor events like the free concert which drew 50,000 to see **Southside Johnny.**

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 39888

	A/M '78		J/A '78		O/N '78		J/F '79		A/M '79		J/A '79	
1	KYW -AM	10.5	KYW -AM	11.3	WIP -AM	8.2	KYW -AM	8.3	KYW -AM (M)	11.8	KYW -AM	11.7
2	WIP -AM	9.0	WIP -AM	8.3	KYW -AM	7.8	WIP -AM	7.9	WDAS-FM (B)	7.2	WDAS-FM	7.1
3	WWSH-FM	8.1	WWSH-FM	7.5	WDAS-FM	6.6	WDVR-FM	7.8	WIP -AM (PA)	7.2	WWSH-FM	6.1
4	WDAS-FM	6.2	WDAS-FM	6.3	WWSH-FM	6.4	WDAS-FM	6.5	WWSH-FM (BM)	7.1	WIP -AM	6.1
5	WFIL-AM	5.8	WCAU-AM	5.1	WDVR-FM	4.9	WWSH-FM	6.0	WDVR-FM (BM)	6.3	WMMR-FM	5.7
6	WCAU-AM	5.4	WYSP-FM	4.8	WCAU-AM	4.6	WMMR-FM	4.7	WMMR-FM (A)	6.1	WDVR-FM	5.6
7	WDVR-FM	5.1	WDVR-FM	4.5	WIOQ-FM	4.2	WFIL-AM	4.5	WCAU-AM (M)	4.8	WCAU-AM	5.0
8	WYSP-FM	4.3	WIFI-FM	4.4	WYSP-FM	4.1	WCAU-AM	4.3	WFIL-AM (B)	4.7	WWDB-FM	4.8
9	WZZD-AM	3.7	WFIL-AM	4.2	WWDB-FM	4.0	WWDB-FM	4.3	WCAU-FM (B)	3.9	WFIL-AM	4.1
0	WIFI-FM	3.6	WCAU-FM	3.8	WIFI-FM	3.9	WCAU-FM	4.2	WYSP-FM (A)	3.8	WCAU-FM	3.7
1	WUSL-FM	3.3	WUSL-FM	3.6	WUSL-FM	3.7	WUSL-FM	3.7	WIFI-FM (B)	3.8	WUSL-FM	3.5
2	WMGK-FM	3.2	WMGK-FM	3.5	WFIL-AM	3.6	WIFI-FM	3.6	WWDB-FM (T)	3.3	WYSP-FM	3.4
3	WCAU-FM	3.1	WIOQ-FM	3.4	WSNI-FM	3.3	WMGK-FM	3.5	WMGK-FM (PA)	2.9	WSNI-FM	3.0
4	WPEN-AM	3.1	WWDB-FM	3.2	WCAU-FM	3.2	WYSP-FM	3.2	WUSL-FM (PA)	2.9	WIFI-FM	2.9
5	WIOQ-FM	3.0	WZZD-AM	2.9	WMMR-FM	3.1	WIOQ-FM	3.1	WSNI-FM (C)	2.9	WMGK-FM	2.8
6	WSNI-FM	2.6	WPEN-AM	2.7	WMGK-FM	3.1	WSNI-FM	2.9	WFLN-AF (CL)	2.3	WZZD-AM	2.4
7	WWDB-FM	2.5	WSNI-FM	2.7	WZZD-AM	2.4	WPEN-AM	2.4	WPEN-AM (PA)	2.0	WIOQ-FM	2.1
8	WDAS-AM	2.1	WMMR-FM	2.2	WDAS-AM	2.1	WFLN-FM	2.4	WFLN-FM (CL)	1.8	WFLN-FM	2.0
9	WFLN-FM	2.1	WFLN-FM	1.6	WPEN-AM	2.0	WDAS-AM	2.3	WIOQ-FM (A)	1.8	WDAS-AM	2.0
0	WMMR-FM	1.2	WPST-FM	1.3	WFLN-FM	1.9	WHAT-AM	1.6	WZZD-AM (D)	1.7	WPEN-AM	1.7
1	WHAT-AM	1.2	WDAS-AM	1.1	WHAT-AM	1.9	WZZD-AM	1.2	WDAS-AM (B)	1.6	WHAT-AM	1.2
2	WJBR-FM	0.9	WHAT-AM	1.0	WJBR-FM	1.5	WPST-FM	1.1	WHAT-AM (B)	1.2	WPST-FM	1.2
3	WGIR -AM	0.7	WJBR-FM	0.9	WPST-FM	1.3	WJBR-FM	0.8	WCOJ-AM (PA)	0.7	WJBR-FM	0.7
4	WPST-FM	0.7	WNAR-AM	0.9	WOR -AM	0.7	WOR -AM	0.6	WPST-FM (PA)	0.6	WSTW-FM	0.7
5	WNAR-AM	0.6	WCOJ-AM	0.7	WFLN-AM	0.5	WFLN-AM	0.5	WJBR-FM (BM)	0.5	WRCP-AM	0.7
6	WFLN-AM	0.4	WOR -AM	0.4	WTMR-AM	0.5	WNAR-AM	0.4	WRCP-AM (C)	0.5	WCOJ-AM	0.4
7	WTMR-AM	0.4	WABC-AM	0.4	WCAM-AM	0.5	WTMR-AM	0.4	WSTW-FM (PA)	0.5	WLEV-FM	0.4
8			WTMR-AM	0.4	WNAR-AM	0.4	WCOJ-AM	0.3	WFLN-AM (CL)	0.5	WTMR-AM	0.3
9			WFLN-AM	0.3	WXKW-FM	0.4			WTMR-AM (PA)	0.4	WFLN-AM	0.2
0					WRCP-AM	0.3			WVCH-AM (BM)	0.4		
1					WCOJ-AM	0.3			WNAR-AM (PA)	0.3		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 39888

	A/M '78		J/A '78		O/N '78		J/F '79		A/M '79		J/A '79	
1	KYW -AM	679	KYW -AM	713	WIP -AM	572	KYW -AM	606	KYW -AM	811	KYW -AM	834
2	WIP -AM	583	WIP -AM	526	KYW -AM	546	WIP -AM	576	WDAS-FM	494	WDAS-FM	509
3	WWSH-FM	524	WWSH-FM	472	WDAS-FM	462	WDVR-FM	565	WIP -AM	492	WWSH-FM	434
4	WDAS-FM	398	WDAS-FM	395	WWSH-FM	444	WDAS-FM	477	WWSH-FM	488	WIP -AM	432
5	WFIL-AM	374	WCAU-AM	320	WDVR-FM	343	WWSH-FM	438	WDVR-FM	432	WMMR-FM	406
6	WCAU-AM	347	WYSP-FM	301	WCAU-AM	321	WMMR-FM	343	WMMR-FM	421	WDVR-FM	398
7	WDVR-FM	331	WDVR-FM	281	WIOQ-FM	290	WFIL-AM	329	WCAU-AM	326	WCAU-AM	356
8	WYSP-FM	278	WIFI-FM	277	WYSP-FM	285	WCAU-AM	316	WFIL-AM	323	WWDB-FM	339
9	WZZD-AM	242	WFIL-AM	263	WWDB-FM	277	WWDB-FM	311	WCAU-FM	270	WFIL-AM	295
0	WIFI-FM	230	WCAU-FM	242	WIFI-FM	274	WCAU-FM	304	WYSP-FM	259	WCAU-FM	262

M-F, 6-10am

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM
2	WIP -AM	WIP -AM	WIP -AM	WIP -AM	WIP -AM	WIP -AM
3	WCAU-AM	WCAU-AM	WCAU-AM	WCAU-AM	WCAU-AM	WCAU-AM
4	WFIL-AM	WWSH-FM	WDAS-FM	WFIL-AM	WDAS-FM	WDAS-FM
5	WWSH-FM	WFIL-AM	WFIL-AM	WDAS-FM	WFIL-AM	WWSH-FM
6	WDAS-FM	WYSP-FM	WWSH-FM	WDVR-FM	WWSH-FM	WFIL-AM
7	WYSP-FM	WDAS-FM	WIFI-FM	WWSH-FM	WDVR-FM	WDVR-FM
8	WZZD-AM	WDVR-FM	WUSL-FM	WUSL-FM	WMMR-FM	WWDB-FM
9	WDVR-FM	WUSL-FM	WWDB-FM	WWDB-FM	WIFI-FM	WUSL-FM
0	WIFI-FM	WWDB-FM	WDVR-FM	WCAU-FM	WWDB-FM	WMMR-FM

M-F, 3-7pm

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WWSH-FM	WWSH-FM	WWSH-FM	WDVR-FM	KYW -AM	KYW -AM
2	WIP -AM	WIP -AM	WIP -AM	WIP -AM	WDAS-FM	WIP -AM
3	KYW -AM	KYW -AM	WDAS-FM	KYW -AM	WWSH-FM	WDAS-FM
4	WDAS-FM	WDAS-FM	KYW -AM	WDAS-FM	WDVR-FM	WMMR-FM
5	WFIL-AM	WIFI-FM	WIFI-FM	WWSH-FM	WIP -AM	WWSH-FM
6	WDVR-FM	WYSP-FM	WDVR-FM	WMMR-FM	WMMR-FM	WDVR-FM
7	WCAU-AM	WMGK-FM	WDVR-FM	WFIL-AM	WCAU-FM	WWDB-FM
8	WMGK-FM	WCAU-AM	WIOQ-FM	WCAU-FM	WFIL-AM	WFIL-AM
9	WIFI-FM	WCAU-FM	WCAU-FM	WIFI-FM	WYSP-FM	WUSL-FM
10	WYSP-FM	WUSL-FM	WFIL-AM	WUSL-FM	WCAU-AM	WCAU-AM

Teens
M-S, 6am-Midnight
POP(00): 5243

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WIFI-FM	WIFI-FM	WIFI-FM	WIFI-FM	WDAS-FM	WMMR-FM
2	WDAS-FM	WDAS-FM	WDAS-FM	WDAS-FM	WIFI-FM	WDAS-FM
3	WZZD-AM	WZZD-AM	WYSP-FM	WMMR-FM	WMMR-FM	WYSP-FM
4	WFIL-AM	WIOQ-FM	WIOQ-FM	WYSP-FM	WYSP-FM	WIFI-FM
5	WYSP-FM	WYSP-FM	WZZD-AM	WCAU-FM	WCAU-FM	WZZD-AM
6	WCAU-FM	WFIL-AM	WCAU-FM	WIOQ-FM	WZZD-AM	WFIL-AM
7	WDAS-AM	WCAU-FM	WPST-FM	WDAS-AM	WFIL-AM	WIP -AM
8	WIP -AM	WIP -AM	WFIL-AM	WFIL-AM	WPEN-AM	WPST-FM
9	WIOQ-FM	WDAS-AM	WMMR-FM	WIP -AM	WIOQ-FM	KYW -AM
10	WPST-FM	WPST-FM	WDAS-AM	WZZD-AM	KYW -AM	WIOQ-FM

M-F, 6-10am

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WDAS-FM	WIFI-FM	WIFI-FM	WIFI-FM	WIFI-FM	WMMR-FM
2	WIFI-FM	WDAS-FM	WDAS-FM	WDAS-FM	WDAS-FM	WDAS-FM
3	WFIL-AM	WYSP-FM	WZZD-AM	WYSP-FM	WYSP-FM	WFIL-AM
4	WZZD-AM	WIP -AM	WYSP-FM	WFIL-AM	WMMR-FM	WYSP-FM
5	WYSP-FM	WDAS-AM	WDAS-AM	WDAS-AM	WFIL-AM	WPST-FM
6	KYW -AM	WIOQ-FM	WCAU-FM	WIP -AM	WCAU-FM	WIFI-FM
7	WCAU-FM	WFIL-AM	WIP -AM	KYW -AM	KYW -AM	WZZD-AM
8	WIP -AM	WZZD-AM	WMMR-FM	WMMR-FM	WZZD-AM	KYW -AM
9	WDAS-AM	WCAU-FM	KYW -AM	WCAU-FM	WPEN-AM	WIP -AM
10	WIOQ-FM	KYW -AM	WFIL-AM	WIOQ-FM	WCAU-AM	WHAT-AM

M-F, 3-7pm

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WIFI-FM	WIFI-FM	WIFI-FM	WIFI-FM	WDAS-FM	WMMR-FM
2	WDAS-FM	WDAS-FM	WDAS-FM	WDAS-FM	WIFI-FM	WDAS-FM
3	WZZD-AM	WZZD-AM	WYSP-FM	WMMR-FM	WMMR-FM	WZZD-AM
4	WYSP-FM	WIOQ-FM	WCAU-FM	WCAU-FM	WYSP-FM	WYSP-FM
5	WFIL-AM	WYSP-FM	WPST-FM	WYSP-FM	WCAU-FM	WIFI-FM
6	WCAU-FM	WCAU-FM	WZZD-AM	WDAS-AM	WFIL-AM	WFIL-AM
7	WDAS-AM	WIP -AM	WMMR-FM	WFIL-AM	WZZD-AM	WIP -AM
8	WPST-FM	WMMR-FM	WIOQ-FM	WIOQ-FM	WIOQ-FM	WPST-FM
9	WIOQ-FM	WDAS-AM	WFIL-AM	WIP -AM	WPST-FM	WTMR-AM
10	WTMR-AM	WFIL-AM	WDAS-AM	WWDB-FM	WPEN-AM	WIOQ-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 13329

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WDAS-FM	WYSP-FM	WDAS-FM	WDAS-FM	WMMR-FM	WDAS-FM
2	WYSP-FM	WDAS-FM	WIOQ-FM	WMMR-FM	WDAS-FM	WMMR-FM
3	WIOQ-FM	WCAU-FM	WYSP-FM	WMGK-FM	WFIL-AM	WCAU-FM
4	WFIL-AM	WMGK-FM	WMMR-FM	WYSP-FM	WCAU-FM	WYSP-FM
5	WMGK-FM	WIOQ-FM	WMGK-FM	WCAU-FM	WYSP-FM	WUSL-FM
6	WCAU-FM	WFIL-AM	WCAU-FM	WFIL-AM	WMGK-FM	WIOQ-FM
7	WIFI-FM	WMMR-FM	WFIL-AM	WIOQ-FM	WIFI-FM	WFIL-AM
8	WPEN-AM	WPEN-AM	WIFI-FM	WPEN-AM	KYW -AM	KYW -AM
9	WWSH-FM	WIP -AM	WIP -AM	WIP -AM	WIOQ-FM	WIFI-FM
10	WZZD-AM	KYW -AM	WUSL-FM	WUSL-FM	WUSL-FM	WMGK-FM

M-F, 6-10am

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WYSP-FM	WYSP-FM	WDAS-FM	WDAS-FM	WDAS-FM	WDAS-FM
2	WFIL-AM	KYW -AM	WFIL-AM	WFIL-AM	WFIL-AM	WFIL-AM
3	KYW -AM	WIP -AM	WYSP-FM	WIP -AM	WMMR-FM	WCAU-FM
4	WDAS-FM	WFIL-AM	KYW -AM	WMMR-FM	KYW -AM	KYW -AM
5	WIP -AM	WPEN-AM	WIOQ-FM	KYW -AM	WYSP-FM	WUSL-FM
6	WCAU-FM	WDAS-FM	WIP -AM	WMGK-FM	WMGK-FM	WYSP-FM
7	WCAU-AM	WIOQ-FM	WMGK-FM	WPEN-AM	WCAU-FM	WMMR-FM
8	WPEN-AM	WMGK-FM	WIFI-FM	WCAU-FM	WCAU-AM	WPEN-AM
9	WMGK-FM	WCAU-FM	WUSL-FM	WYSP-FM	WIFI-FM	WIFI-FM
10	WZZD-AM	WIFI-FM	WCAU-FM	WIOQ-FM	WIP -AM	WCAU-AM

M-F, 3-7pm

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WDAS-FM	WYSP-FM	WDAS-FM	WDAS-FM	WMMR-FM	WDAS-FM
2	WMGK-FM	WDAS-FM	WYSP-FM	WMMR-FM	WDAS-FM	WMMR-FM
3	WFIL-AM	WCAU-FM	WIOQ-FM	WMGK-FM	WCAU-FM	WCAU-FM
4	WYSP-FM	WMGK-FM	WMGK-FM	WIOQ-FM	WFIL-AM	WYSP-FM
5	WCAU-FM	WIOQ-FM	WCAU-FM	WYSP-FM	WYSP-FM	WUSL-FM
6	WIOQ-FM	WIFI-FM	WMMR-FM	WCAU-FM	WIFI-FM	WIOQ-FM
7	WPEN-AM	WFIL-AM	WIFI-FM	WFIL-AM	WMGK-FM	WFIL-AM
8	WIFI-FM	WPEN-AM	WFIL-AM	WUSL-FM	WUSL-FM	WIFI-FM
9	WZZD-AM	WMMR-FM	WUSL-FM	WIP -AM	WDVR-FM	WMGK-FM
10	WWSH-FM	WWSH-FM	WIP -AM	WPEN-AM	WIOQ-FM	WZZD-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 15571

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WIP -AM	WIP -AM	WIP -AM	WIP -AM	KYW -AM	KYW -AM
2	WWSH-FM	KYW -AM	WDAS-FM	KYW -AM	WFIL-AM	WDAS-FM
3	KYW -AM	WWSH-FM	WWSH-FM	WUSL-FM	WDAS-FM	WIP -AM
4	WFIL-AM	WMGK-FM	WUSL-FM	WDVR-FM	WIP -AM	WUSL-FM
5	WUSL-FM	WFIL-AM	KYW -AM	WWSH-FM	WWSH-FM	WWSH-FM
6	WDAS-FM	WUSL-FM	WMGK-FM	WDAS-FM	WMGK-FM	WCAU-FM
7	WMGK-FM	WDAS-FM	WDVR-FM	WMGK-FM	WDVR-FM	WFIL-AM
8	WPEN-AM	WPEN-AM	WFIL-AM	WCAU-FM	WUSL-FM	WMGK-FM
9	WDVR-FM	WDVR-FM	WIFI-FM	WFIL-AM	WCAU-AM	WDVR-FM
10	WCAU-AM	WCAU-AM	WSNI-FM	WSNI-FM	WSNI-FM	WSNI-FM

M-F, 6-10am

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WIP -AM	WIP -AM	WIP -AM	KYW -AM	KYW -AM	KYW -AM
2	KYW -AM	KYW -AM	KYW -AM	WIP -AM	WFIL-AM	WIP -AM
3	WCAU-AM	WFIL-AM	WFIL-AM	WFIL-AM	WIP -AM	WCAU-AM
4	WFIL-AM	WCAU-AM	WUSL-FM	WUSL-FM	WCAU-AM	WUSL-FM
5	WWSH-FM	WWSH-FM	WDAS-FM	WDAS-FM	WDAS-FM	WDAS-FM
6	WPEN-AM	WUSL-FM	WCAU-AM	WCAU-AM	WDVR-FM	WFIL-AM
7	WUSL-FM	WPEN-AM	WWSH-FM	WWSH-FM	WMGK-FM	WCAU-FM
8	WZZD-AM	WMGK-FM	WPEN-AM	WCAU-FM	WWSH-FM	WWSH-FM
9	WDAS-FM	WDAS-FM	WMGK-FM	WDVR-FM	WPEN-AM	WMGK-FM
10	WMGK-FM	WSNI-FM	WYSP-FM	WMGK-FM	WUSL-FM	WWDB-FM

M-F, 3-7pm

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WFIL-AM	WWSH-FM	WIP -AM	WIP -AM	WFIL-AM	WIP -AM
2	WWSH-FM	WMGK-FM	WWSH-FM	WUSL-FM	KYW -AM	WWSH-FM
3	WIP -AM	WIP -AM	WDAS-FM	WMGK-FM	WDAS-FM	WUSL-FM
4	WMGK-FM	WUSL-FM	WUSL-FM	WDVR-FM	WIP -AM	WMGK-FM
5	WUSL-FM	WFIL-AM	WMGK-FM	WWSH-FM	WDVR-FM	WFIL-AM
6	WDAS-FM	KYW -AM	WIFI-FM	KYW -AM	WCAU-FM	WDAS-FM
7	WDVR-FM	WDAS-FM	KYW -AM	WFIL-AM	WUSL-FM	KYW -AM
8	KYW -AM	WPEN-AM	WDVR-FM	WCAU-FM	WWSH-FM	WCAU-FM
9	WPEN-AM	WCAU-FM	WSNI-FM	WSNI-FM	WMGK-FM	WDVR-FM
10	WCAU-AM	WDVR-FM	WIOQ-FM	WDAS-FM	WCAU-AM	WMMR-FM

Philadelphia

Continued

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 15571

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KYW -AM 12041	KYW -AM 12246	KYW -AM 10066	KYW -AM 11479	KYW -AM 13128	KYW -AM 13617
2	WIP -AM 8169	WCAU-AM 6478	WIP -AM 8882	WIP -AM 7714	WIP -AM 6529	WCAU-AM 6458
3	WFIL-AM 7953	WFIL-AM 6442	WCAU-AM 6589	WCAU-AM 7068	WWSH-FM 6151	WMMR-FM 5945
4	WWSH-FM 6764	WIP -AM 5965	WFIL-AM 6099	WDVR-FM 6724	WCAU-AM 6053	WFIL-AM 5926
5	WCAU-AM 6398	WWSH-FM 5389	WWSH-FM 5880	WFIL-AM 6647	WDVR-FM 5977	WIP -AM 5365
6	WZZD-AM 5376	WYSP-FM 5226	WYSP-FM 4721	WWSH-FM 5792	WMMR-FM 5787	WIFI-FM 4989
7	WDVR-FM 4577	WIFI-FM 5054	WIFI-FM 4629	WCAU-FM 4811	WFIL-AM 5781	WDVR-FM 4808
8	WIFI-FM 4546	WCAU-FM 4455	WDAS-FM 4433	WMMR-FM 4759	WYSP-FM 4626	WWSH-FM 4731
9	WYSP-FM 4538	WZZD-AM 4319	WCAU-FM 4369	WYSP-FM 4740	WCAU-FM 4454	WYSP-FM 4669
10	WDAS-FM 4211	WDVR-FM 4197	WMMR-FM 4222	WIFI-FM 4503	WDAS-FM 4453	WDAS-FM 4533
M-F, 6-10am						
1	KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM
2	WIP -AM	WCAU-AM	WIP -AM	WIP -AM	WIP -AM	WCAU-AM
3	WFIL-AM	WIP -AM	WCAU-AM	WCAU-AM	WCAU-AM	WIP -AM
4	WCAU-AM	WFIL-AM	WFIL-AM	WFIL-AM	WFIL-AM	WFIL-AM
5	WWSH-FM	WYSP-FM	WDAS-FM	WDVR-FM	WDAS-FM	WDAS-FM
6	WDAS-FM	WWSH-FM	WYSP-FM	WIFI-FM	WWSH-FM	WWSH-FM
7	WZZD-AM	WIFI-FM	WWSH-FM	WWSH-FM	WMMR-FM	WMMR-FM
8	WYSP-FM	WDAS-FM	WIFI-FM	WMMR-FM	WDVR-FM	WDVR-FM
9	WIFI-FM	WPEN-AM	WZZD-AM	WDAS-FM	WIFI-FM	WIFI-FM
10	WDVR-FM	WDVR-FM	WDVR-FM	WCAU-FM	WYSP-FM	WCAU-FM
M-F, 3-7pm						
1	KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM
2	WFIL-AM	WWSH-FM	WIP -AM	WIP -AM	WDVR-FM	WMMR-FM
3	WWSH-FM	WIP -AM	WIFI-FM	WDVR-FM	WWSH-FM	WFIL-AM
4	WIP -AM	WIFI-FM	WWSH-FM	WFIL-AM	WIP -AM	WWSH-FM
5	WYSP-FM	WFIL-AM	WYSP-FM	WWSH-FM	WYSP-FM	WYSP-FM
6	WCAU-AM	WYSP-FM	WCAU-AM	WCAU-AM	WMMR-FM	WIP -AM
7	WIFI-FM	WCAU-AM	WCAU-FM	WMMR-FM	WFIL-AM	WDVR-FM
8	WZZD-AM	WDAS-FM	WDAS-FM	WIFI-FM	WDAS-FM	WIFI-FM
9	WDVR-FM	WCAU-FM	WFIL-AM	WCAU-FM	WCAU-AM	WDAS-FM
10	WDAS-FM	WZZD-AM	WZZD-AM	WYSP-FM	WIFI-FM	WCAU-AM

Teens
M-S, 6am-Midnight
POP(00): 5243

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WIFI-FM	WIFI-FM	WIFI-FM	WIFI-FM	WIFI-FM	WIFI-FM
2	WFIL-AM	WZZD-AM	WYSP-FM	WYSP-FM	WMMR-FM	WMMR-FM
3	WZZD-AM	WFIL-AM	WZZD-AM	WFIL-AM	WYSP-FM	WYSP-FM
4	WYSP-FM	WYSP-FM	WFIL-AM	WMMR-FM	WDAS-FM	WFIL-AM
5	WIP -AM	WIOQ-FM	WDAS-FM	WIOQ-FM	WFIL-AM	WZZD-AM
6	KYW -AM	WDAS-FM	WIOQ-FM	WDAS-FM	WZZD-AM	WDAS-FM
7	WDAS-FM	WCAU-FM	WMMR-FM	WCAU-FM	WIOQ-FM	WIP -AM
8	WCAU-FM	WIP -AM	WCAU-FM	WZZD-AM	WCAU-FM	WIOQ-FM
9	WIOQ-FM	WMMR-FM	WIP -AM	WIP -AM	KYW -AM	KYW -AM
10	WDAS-AM	KYW -AM	WDAS-AM	WPST-FM	WIP -AM	WPST-FM
M-F, 6-10am						
1	WIFI-FM	WIFI-FM	WIFI-FM	WIFI-FM	WIFI-FM	WMMR-FM
2	WFIL-AM	WDAS-FM	WYSP-FM	WYSP-FM	WYSP-FM	WIFI-FM
3	WDAS-FM	WYSP-FM	WZZD-AM	WMMR-FM	WMMR-FM	WDAS-FM
4	WZZD-AM	WIOQ-FM	WDAS-FM	WFIL-AM	WDAS-FM	WFIL-AM
5	KYW -AM	WFIL-AM	WIP -AM	WDAS-FM	WFIL-AM	WYSP-FM
6	WYSP-FM	WZZD-AM	WCAU-FM	WIOQ-FM	WZZD-AM	WZZD-AM
7	WCAU-FM	WIP -AM	WMMR-FM	WIP -AM	KYW -AM	WPST-FM
8	WIP -AM	WCAU-FM	WFIL-AM	WCAU-FM	WPEN-AM	WIP -AM
9	WPST-FM	KYW -AM	WIOQ-FM	KYW -AM	WCAU-FM	KYW -AM
10	WDAS-AM	WPEN-AM	WDAS-AM	WZZD-AM	WPST-FM	WSTW-FM
M-F, 3-7pm						
1	WIFI-FM	WIFI-FM	WIFI-FM	WIFI-FM	WIFI-FM	WMMR-FM
2	WFIL-AM	WZZD-AM	WZZD-AM	WMMR-FM	WMMR-FM	WIFI-FM
3	WZZD-AM	WYSP-FM	WYSP-FM	WYSP-FM	WYSP-FM	WYSP-FM
4	WYSP-FM	WIOQ-FM	WCAU-FM	WDAS-FM	WDAS-FM	WDAS-FM
5	WDAS-FM	WDAS-FM	WDAS-FM	WFIL-AM	WCAU-FM	WFIL-AM
6	WCAU-FM	WFIL-AM	WMMR-FM	WCAU-FM	WIOQ-FM	WZZD-AM
7	WIOQ-FM	WMMR-FM	WFIL-AM	WIOQ-FM	WZZD-AM	WIP -AM
8	WPST-FM	WCAU-FM	WIOQ-FM	WIP -AM	WFIL-AM	WPST-FM
9	WDAS-AM	WPST-FM	WPST-FM	WZZD-AM	WPEN-AM	WIOQ-FM
10	WUSL-FM	WIP -AM	WIP -AM	WDAS-AM	WPST-FM	WCAU-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 13329

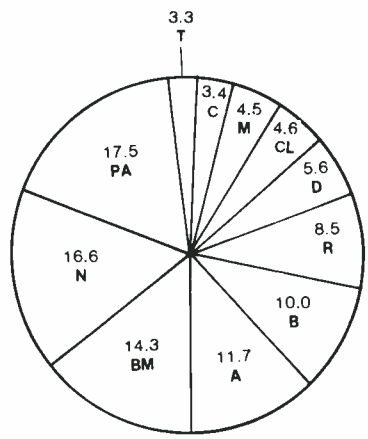
	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	WFIL-AM	WYSP-FM	WMMR-FM	WMMR-FM	WMMR-FM	WMMR-FM
2	WYSP-FM	WFIL-AM	WYSP-FM	WFIL-AM	WYSP-FM	KYW -AM
3	KYW -AM	KYW -AM	WIOQ-FM	WYSP-FM	WFIL-AM	WYSP-FM
4	WZZD-AM	WCAU-FM	WFIL-AM	WIOQ-FM	WDAS-FM	WFIL-AM
5	WCAU-FM	WIFI-FM	WIP -AM	WMGK-FM	WCAU-FM	WCAU-FM
6	WIOQ-FM	WMGK-FM	WDAS-FM	WCAU-FM	KYW -AM	WDAS-FM
7	WDAS-FM	WIOQ-FM	WCAU-FM	WDAS-FM	WIOQ-FM	WIOQ-FM
8	WMGK-FM	WDAS-FM	KYW -AM	WIP -AM	WMGK-FM	WIFI-FM
9	WIP -AM	WMMR-FM	WMGK-FM	KYW -AM	WPEN-AM	WMGK-FM
10	WIFI-FM	WPEN-AM	WUSL-FM	WIFI-FM	WIFI-FM	WZZD-AM
M-F, 6-10am						
1	WFIL-AM	WYSP-FM	WYSP-FM	KYW -AM	WFIL-AM	WDAS-FM
2	WYSP-FM	WFIL-AM	WFIL-AM	WFIL-AM	WMMR-FM	WFIL-AM
3	KYW -AM	KYW -AM	KYW -AM	WMMR-FM	WDAS-FM	KYW -AM
4	WDAS-FM	WPEN-AM	WDAS-FM	WMGK-FM	KYW -AM	WMMR-FM
5	WMGK-FM	WIFI-FM	WIOQ-FM	WDAS-FM	WCAU-FM	WCAU-FM
6	WCAU-FM	WDAS-FM	WIP -AM	WYSP-FM	WYSP-FM	WYSP-FM
7	WZZD-AM	WCAU-FM	WMGK-FM	WIP -AM	WIOQ-FM	WIFI-FM
8	WCAU-AM	WIP -AM	WMMR-FM	WCAU-FM	WMGK-FM	WUSL-FM
9	WPEN-AM	WIOQ-FM	WIFI-FM	WIFI-FM	WIFI-FM	WMGK-FM
10	WIOQ-FM	WMGK-FM	WUSL-FM	WPEN-AM	WPEN-AM	WCAU-AM
M-F, 3-7pm						
1	WFIL-AM	WYSP-FM	WYSP-FM	WMMR-FM	WYSP-FM	WMMR-FM
2	WYSP-FM	WFIL-AM	WIOQ-FM	WYSP-FM	WMMR-FM	WYSP-FM
3	WMGK-FM	WCAU-FM	WMMR-FM	WIOQ-FM	WFIL-AM	WCAU-FM
4	WCAU-FM	WDAS-FM	WFIL-AM	WFIL-AM	WCAU-FM	WDAS-FM
5	WIOQ-FM	WIFI-FM	WDAS-FM	WMGK-FM	WDAS-FM	WFIL-AM
6	WZZD-AM	WMGK-FM	WCAU-FM	WDAS-FM	WIFI-FM	WIFI-FM
7	WDAS-FM	WIOQ-FM	WMGK-FM	WCAU-FM	WMGK-FM	KYW -AM
8	WIFI-FM	WMMR-FM	WIFI-FM	WIFI-FM	WIOQ-FM	WMGK-FM
9	WPEN-AM	WIP -AM	WUSL-FM	KYW -AM	WPEN-AM	WUSL-FM
10	WMMR-FM	WPEN-AM	WZZD-AM	WIP -AM	KYW -AM	WIOQ-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 15571

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -A
2	WIP -AM	WFIL-AM	KYW -AM	WIP -AM	WIP -AM	WFIL-A
3	WFIL-AM	WIP -AM	WFIL-AM	WFIL-AM	WFIL-AM	WIP -A
4	WWSH-FM	WCAU-AM	WWSH-FM	WDVR-FM	WWSH-FM	WMGK-F
5	WCAU-AM	WWSH-FM	WCAU-AM	WCAU-AM	WCAU-AM	WDAS-F
6	WPEN-AM	WMGK-FM	WMGK-FM	WMGK-FM	WCAU-FM	WCAU-A
7	WZZD-AM	WCAU-FM	WDAS-FM	WWSH-FM	WMGK-FM	WCAU-F
8	WMGK-FM	WUSL-FM	WUSL-FM	WCAU-FM	WDVR-FM	WMMR-F
9	WDAS-FM	WDVR-FM	WCAU-FM	WUSL-FM	WDAS-FM	WWSH-F
10	WDVR-FM	WPEN-AM	WIFI-FM	WDAS-FM	WPEN-AM	WIFI-F
M-F, 6-10am						
1	KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -A
2	WIP -AM	WIP -AM	WIP -AM	WIP -AM	WIP -AM	WIP -A
3	WFIL-AM	WCAU-AM	WFIL-AM	WFIL-AM	WFIL-AM	WFIL-A
4	WCAU-AM	WFIL-AM	WCAU-AM	WCAU-AM	WCAU-AM	WCAU-A
5	WWSH-FM	WWSH-FM	WDAS-FM	WMGK-FM	WDAS-FM	WDAS-F
6	WDAS-FM	WPEN-AM	WWSH-FM	WDVR-FM	WCAU-FM	WUSL-F
7	WZZD-AM	WUSL-FM	WUSL-FM	WUSL-FM	WMGK-FM	WMGK-F
8	WMGK-FM	WMGK-FM	WMGK-FM	WCAU-FM	WPEN-AM	WCAU-F
9	WPEN-AM	WYSP-FM	WPEN-AM	WWSH-FM	WDVR-FM	WWSH-F
10	WUSL-FM	WDAS-FM	WZZD-AM	WDAS-FM	WWSH-FM	WDVR-F
M-F, 3-7pm						
1	WFIL-AM	KYW -AM	WIP -AM	KYW -AM	KYW -AM	KYW -A
2	WIP -AM	WIP -AM	KYW -AM	WFIL-AM	WFIL-AM	WFIL-A
3	KYW -AM	WFIL-AM	WMGK-FM	WIP -AM	WIP -AM	WMGK-F
4	WWSH-FM	WWSH-FM	WDAS-FM	WWSH-FM	WWSH-FM	WUSL-F
5	WMGK-FM	WMGK-FM	WWSH-FM	WMGK-FM	WMGK-FM	WIP -A
6	WUSL-FM	WUSL-FM	WFIL-AM	WCAU-FM	WCAU-FM	WCAU-F
7	WCAU-AM	WCAU-FM	WUSL-FM	WDVR-FM	WDAS-FM	WWSH-F
8	WDAS-FM	WCAU-AM	WCAU-FM	WUSL-FM	WDVR-FM	WDAS-F
9	WDVR-FM	WDVR-FM	WIFI-FM	WCAU-AM	WCAU-AM	WMMR-F
10	WPEN-AM	WIFI-FM	WCAU-AM	WIFI-FM	WUSL-FM	WIFI-F

Format Penetration Chart

Based On Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight

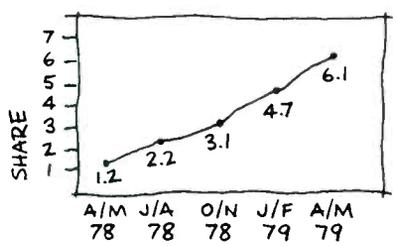


Format Legend

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

How we beat the coconuts off the other rock stations in Philadelphia.

A message from the vice-president and general manager of WMMR.



ARBITRON RATING CHAR FROM THE NOTEPAD OF WMMR'S CHIEF ANIMAL.

WMMR 93.3

Metromedia stereo in Philadelphia.

*Total persons 12+ Mon.-Sun. 6 A.M.-MID.

Phoenix

METRO RANK **29**

A/M '79 Market Overview

Southern Broadcasting can look at the latest Phoenix book with some mixed feelings — its Beautiful Music FM, **KQYT** added to its 12+ share and is still number one in the market. However, Southern's P/A **KOY** saw its numbers slip for the second consecutive report. KOY now ranks fifth in the market, 12+. KOY and KQYT are number one and number two, respectively, in popularity among adults 25-49. However, KQYT's average and cume numbers improved in the A/M'79 book versus the O/N'78 report, while KOY's numbers in the 25-49 demo eroded somewhat between the two books. Both stations use TV and billboards to advertise to marketplace.

News station **KTAR** enjoyed its best book in recent times with the number two showing 12+ in the metro, a three share jump over the O/N'78 rating. KTAR is now #1 in morning drive, surpassing KOY for the first time. KTAR skews 35+ in demo appeal.

AOR entry **KDKB** utilized the **Burkhart/Abrams** "Superstars" format to lead in adults 18-34. KDKB had a 16% share of adults 18-34, with a 24 share in men 18-34. Both figures are tops in their respective categories. Advertising to the community consisted of TV and newspaper.

Other stations with success stories in the A/M'79 sweep are Beautiful Music **KMEO-FM** and **KNIX-AM-FM,** the Country stations. KNIX-AM-FM found that their male shares virtually doubled, which led the simulcast stations to an upswing in the estimates. KMEO, on the other hand, made slight gains in its adult demos, concentrating most of its appeal to the 35+ audience.

This was a good book for the other major BM station in town, **KBBC,** which saw its 12+ share rise to its best figure in recent years. Increased appeal to female listeners was the basis for the KBBC success.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 10427

	A/M '78		O/N '78		A/M '79	
1	KQYT-FM	11.6	KQYT-FM	10.4	KQYT-FM (BM)	11.4
2	KOY -AM	8.6	KDKB-FM	8.7	KTAR-AM (N)	9.8
3	KDKB-FM	8.0	KOY -AM	7.6	KMEO-FM (BM)	7.7
4	KMEO-AF	7.7	KMEO-FM	7.1	KDKB-FM (A)	7.6
5	KTAR-AM	7.4	KTAR-AM	6.9	KOY -AM (PA)	6.9
6	KNIX-AF	5.6	KUPD-FM	6.3	KUPD-FM (R)	5.7
7	KIFN-AM	5.5	KOOL-AM	5.7	KBBC-FM (BM)	5.2
8	KOOL-AM	4.4	KJJJ-AM	4.6	KNIX-FM (C)	4.7
9	KBBC-FM	4.2	KXTC-FM	4.3	KOPA-FM (R)	4.5
10	KJJJ-AM	3.9	KOOL-FM	3.9	KARZ-AM (PA)	4.0
11	KRIZ-AM	3.0	KIFN-AM	3.9	KXTC-FM (D)	4.0
12	KOPA-AF	3.0	KBBC-FM	3.8	KOOL-FM (O)	3.2
13	KKKQ-AM	2.8	KOPA-FM	3.7	KRUX-AM (R)	3.0
14	KOOL-FM	2.6	KNIX-FM	3.5	KKKQ-AM (R)	2.6
15	KRUX-AM	2.0	KKKQ-AM	2.9	KJJJ-AM (C)	2.3
16	KPHX-AM	1.9	KRUX-AM	2.7	KIOG-FM (A)	2.2
17	KHEP-AM	1.9	KFLR-AM	1.8	KHEP-FM (CL)	2.0
18	KIOG-FM	1.5	KOPA-AM	1.6	KOPA-AM (R)	2.0
19	KXTC-FM	1.0	KMEO-AM	1.6	KNIX-AM (C)	1.8
20	KXIV-AM	0.9	KPHX-AM	1.5	KIFN-AM (S)	1.8
21	KHEP-FM	0.7	KIOG-FM	1.4	KMEO-AM (BM)	1.1
22	KRDS-AM	0.7	KNIX-AM	1.2	KHEP-AM (RL)	1.0
23	KDKB-AM	0.4	KHEP-FM	1.2	KXIV-AM (PA)	0.9
24			KXIV-AM	0.9	KWAO-FM (O)	0.8
25			KRDS-AM	0.6	KPHX-AM (S)	0.8
26			KHEP-AM	0.6	KQXE-AM (PA)	0.7
27			KDJQ-AM	0.5	KFLR-AM (RL)	0.6
28			KWAO-FM	0.4	KDJQ-AM (M)	0.4
29			KQXE-AM	0.2		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 10427

	A/M '78		O/N '78		A/M '79	
1	KQYT-FM	188	KQYT-FM	169	KQYT-FM	193
2	KOY -AM	140	KDKB-FM	141	KTAR-AM	165
3	KDKB-FM	130	KOY -AM	123	KMEO-FM	130
4	KMEO-AF	125	KMEO-FM	116	KDKB-FM	129
5	KTAR-AM	120	KTAR-AM	112	KOY -AM	116
6	KNIX-AF	91	KUPD-FM	102	KUPD-FM	97
7	KIFN-AM	89	KOOL-AM	92	KBBC-FM	88
8	KOOL-AM	71	KJJJ-AM	74	KNIX-FM	80
9	KBBC-FM	68	KXTC-FM	70	KOPA-FM	76
10	KJJJ-AM	64	KOOL-FM	64	KARZ-AM	67

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	KOY -AM	KOY -AM	KTAR-AM
2	KTAR-AM	KTAR-AM	KOY -AM
3	KQYT-FM	KQYT-FM	KQYT-FM
4	KDKB-FM	KOOL-AM	KMEO-FM
5	KOOL-AM	KMEO-FM	KARZ-AM
6	KMEO-AF	KDKB-FM	KNIX-FM
7	KNIX-AF	KJJJ-AM	KDKB-FM
8	KJJJ-AM	KUPD-FM	KUPD-FM
9	KIFN-AM	KOOL-FM	KBBC-FM
10	KBBC-FM	KNIX-FM	KOPA-FM

M-F, 3-7pm

1	KQYT-FM	KQYT-FM	KQYT-FM
2	KOY -AM	KDKB-FM	KDKB-FM
3	KDKB-FM	KOY -AM	KMEO-FM
4	KMEO-AF	KMEO-FM	KTAR-AM
5	KTAR-AM	KUPD-FM	KOY -AM
6	KBBC-FM	KXTC-FM	KUPD-FM
7	KNIX-AF	KTAR-AM	KOPA-FM
8	KIFN-AM	KIFN-AM	KBBC-FM
9	KOOL-AM	KBBC-FM	KXTC-FM
10	KJJJ-AM	KJJJ-AM	KNIX-FM

Teens
M-S, 6am-Midnight
POP(00): 1462

	A/M '78	O/N '78	A/M '79
1	KKKQ-AM	KUPD-FM	KUPD-FM
2	KDKB-FM	KDKB-FM	KOPA-FM
3	KRIZ-AM	KXTC-FM	KRUX-AM
4	KRUX-AM	KKKQ-AM	KXTC-FM
5	KNIX-AF	KOPA-FM	KDKB-FM
6	KIFN-AM	KRUX-AM	KKKQ-AM
7	KOY -AM	KIFN-AM	KOPA-AM
8	KBBC-FM	KBBC-FM	KIOG-FM
9	KOPA-AF	KOY -AM	KBBC-FM
10	KJJJ-AM	KNIX-FM	KOOL-FM

M-F, 6-10am

1	KDKB-FM	KUPD-FM	KOPA-FM
2	KKKQ-AM	KKKQ-AM	KUPD-FM
3	KRUX-AM	KDKB-FM	KKKQ-AM
4	KRIZ-AM	KOPA-FM	KRUX-AM
5	KOY -AM	KRUX-AM	KOPA-AM
6	KNIX-AF	KXTC-FM	KXTC-FM
7	KXIV-AM	KOY -AM	KDKB-FM
8	KIFN-AM	KOPA-AM	KIOG-FM
9	KBBC-FM	KIFN-AM	KOY -AM
10	KOPA-AF	KNIX-FM	KOOL-FM

M-F, 3-7pm

1	KKKQ-AM	KDKB-FM	KUPD-FM
2	KRIZ-AM	KUPD-FM	KOPA-FM
3	KDKB-FM	KXTC-FM	KXTC-FM
4	KRUX-AM	KKKQ-AM	KRUX-AM
5	KNIX-AF	KOPA-FM	KDKB-FM
6	KIFN-AM	KRUX-AM	KKKQ-AM
7	KDKB-AM	KIFN-AM	KOPA-AM
8	KBBC-FM	KBBC-FM	KIOG-FM
9	KIOG-FM	KNIX-FM	KOOL-FM
10	KOY -AM	KFLR-AM	KQXE-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3662

	A/M '78	O/N '78	A/M '79
1	KDKB-FM	KDKB-FM	KDKB-FM
2	KOY -AM	KBBC-FM	KBBC-FM
3	KBBC-FM	KOY -AM	KUPD-FM
4	KIFN-AM	KUPD-FM	KOY -AM
5	KOOL-FM	KOOL-FM	KXTC-FM
6	KQYT-FM	KOPA-FM	KOOL-FM
7	KOPA-AF	KXTC-FM	KQYT-FM
8	KNIX-AF	KMEO-FM	KOPA-FM
9	KRIZ-AM	KOPA-AM	KNIX-FM
10	KIOG-FM	KKKQ-AM	KIOG-FM

M-F, 6-10am

1	KOY -AM	KOY -AM	KOY -AM
2	KDKB-FM	KDKB-FM	KDKB-FM
3	KBBC-FM	KBBC-FM	KBBC-FM
4	KOOL-FM	KOOL-FM	KUPD-FM
5	KIFN-AM	KUPD-FM	KNIX-FM
6	KQYT-FM	KJJJ-AM	KXTC-FM
7	KOPA-AF	KTAR-AM	KOOL-FM
8	KNIX-AF	KOPA-FM	KQYT-FM
9	KTAR-AM	KQYT-FM	KOPA-FM
10	KMEO-AF	KRUX-AM	KKKQ-AM

M-F, 3-7pm

1	KDKB-FM	KDKB-FM	KDKB-FM
2	KOY -AM	KOY -AM	KBBC-FM
3	KBBC-FM	KBBC-FM	KOY -AM
4	KIFN-AM	KUPD-FM	KUPD-FM
5	KOPA-AF	KXTC-FM	KQYT-FM
6	KOOL-FM	KOPA-FM	KIOG-FM
7	KQYT-FM	KOOL-FM	KOPA-FM
8	KRIZ-AM	KMEO-FM	KOOL-FM
9	KJJJ-AM	KIFN-AM	KXTC-FM
10	KPHX-AM	KIOG-FM	KRUX-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 4058

	A/M '78	O/N '78	A/M '79
1	KOY -AM	KOY -AM	KOY -AM
2	KQYT-FM	KQYT-FM	KQYT-FM
3	KNIX-AF	KJJJ-AM	KBBC-FM
4	KMEO-AF	KUPD-FM	KTAR-AM
5	KJJJ-AM	KMEO-FM	KUPD-FM
6	KIFN-AM	KBBC-FM	KMEO-FM
7	KBBC-FM	KOOL-FM	KDKB-FM
8	KTAR-AM	KTAR-AM	KNIX-FM
9	KOOL-AM	KDKB-FM	KOOL-FM
10	KOPA-AF	KNIX-FM	KNIX-AM

M-F, 6-10am

1	KOY -AM	KOY -AM	KOY -AM
2	KQYT-FM	KJJJ-AM	KTAR-AM
3	KTAR-AM	KTAR-AM	KQYT-FM
4	KNIX-AF	KQYT-FM	KBBC-FM
5	KJJJ-AM	KNIX-FM	KNIX-FM
6	KMEO-AF	KOOL-FM	KUPD-FM
7	KOOL-AM	KMEO-FM	KOOL-FM
8	KBBC-FM	KBBC-FM	KDKB-FM
9	KIFN-AM	KUPD-FM	KMEO-FM
10	KOOL-FM	KDKB-FM	KARZ-AM

M-F, 3-7pm

1	KOY -AM	KOY -AM	KOY -AM
2	KQYT-FM	KQYT-FM	KQYT-FM
3	KBBC-FM	KMEO-FM	KTAR-AM
4	KMEO-AF	KXTC-FM	KBBC-FM
5	KJJJ-AM	KJJJ-AM	KDKB-FM
6	KNIX-AF	KUPD-FM	KIOG-FM
7	KTAR-AM	KBBC-FM	KMEO-FM
8	KOOL-AM	KDKB-FM	KUPD-FM
9	KIFN-AM	KOOL-FM	KOOL-FM
10	KOPA-AF	KTAR-AM	KNIX-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 10427

	A/M '78		O/N '78		A/M '79	
1	KOY -AM	2378	KOY -AM	2282	KTAR-AM	2681
2	KTAR-AM	2224	KTAR-AM	1973	KQYT-FM	2104
3	KQYT-FM	1976	KUPD-FM	1660	KOY -AM	2019
4	KMEO-AF	1540	KDKB-FM	1639	KUPD-FM	1993
5	KDKB-FM	1433	KQYT-FM	1624	KDKB-FM	1698
6	KBBC-FM	1323	KOOL-AM	1454	KMEO-FM	1586
7	KOOL-AM	1292	KKKQ-AM	1268	KOPA-FM	1392
8	KNIX-AF	1209	KMEO-FM	1251	KBBC-FM	1204
9	KJJJ-AM	1122	KBBC-FM	1189	KARZ-AM	1176
10	KRIZ-AM	1066	KJJJ-AM	1148	KRUX-AM	1110

M-F, 6-10am

1	KOY -AM	KOY -AM	KTAR-AM
2	KTAR-AM	KTAR-AM	KOY -AM
3	KQYT-FM	KDKB-FM	KUPD-FM
4	KMEO-AF	KQYT-FM	KQYT-FM
5	KOOL-AM	KUPD-FM	KDKB-FM
6	KDKB-FM	KOOL-AM	KMEO-FM
7	KJJJ-AM	KJJJ-AM	KOPA-FM
8	KNIX-AF	KMEO-FM	KARZ-AM
9	KBBC-FM	KKKQ-AM	KBBC-FM
10	KKKQ-AM	KOOL-FM	KKKQ-AM

M-F, 3-7pm

1	KOY -AM	KOY -AM	KTAR-AM
2	KTAR-AM	KTAR-AM	KQYT-FM
3	KQYT-FM	KDKB-FM	KOY -AM
4	KMEO-AF	KQYT-FM	KUPD-FM
5	KOOL-AM	KUPD-FM	KMEO-FM
6	KDKB-FM	KTAR-AM	KOPA-FM
7	KBBC-FM	KOOL-AM	KBBC-FM
8	KOOL-FM	KMEO-FM	KDKB-FM
9	KRIZ-AM	KOPA-FM	KRUX-AM
10	KJJJ-AM	KKKQ-AM	KBBC-FM
11	KNIX-AF	KJJJ-AM	KKKQ-AM

Teens
M-S, 6am-Midnight
POP(00): 1462

	A/M '78	O/N '78	A/M '79
1	KRIZ-AM	KUPD-FM	KUPD-FM
2	KKKQ-AM	KKKQ-AM	KOPA-FM
3	KRUX-AM	KDKB-FM	KRUX-AM
4	KDKB-FM	KRUX-AM	KDKB-FM
5	KOY -AM	KOPA-FM	KKKQ-AM
6	KBBC-FM	KXTC-FM	KXTC-FM
7	KNIX-AF	KOY -AM	KOPA-AM
8	KOOL-AM	KBBC-FM	KTAR-AM
9	KTAR-AM	KOPA-AM	KBBC-FM
10	KJJJ-AM	KIFN-AM	KARZ-AM

M-F, 6-10am

1	KKKQ-AM	KUPD-FM	KUPD-FM
2	KRUX-AM	KKKQ-AM	KOPA-FM
3	KDKB-FM	KDKB-FM	KRUX-AM
4	KRIZ-AM	KRUX-AM	KDKB-FM
5	KOY -AM	KOPA-FM	KKKQ-AM
6	KBBC-FM	KXTC-FM	KOPA-AM
7	KNIX-AF	KOPA-AM	KXTC-FM
8	KOPA-AF	KBBC-FM	KOY -AM
9	KTAR-AM	KIFN-AM	KBBC-FM
10	KJJJ-AM	KOY -AM	KARZ-AM

M-F, 3-7pm

1	KRIZ-AM	KUPD-FM	KUPD-FM
2	KKKQ-AM	KDKB-FM	KOPA-FM
3	KRUX-AM	KKKQ-AM	KRUX-AM
4	KDKB-FM	KRUX-AM	KXTC-FM
5	KOY -AM	KOPA-FM	KKKQ-AM
6	KBBC-FM	KXTC-FM	KDKB-FM
7	KNIX-AF	KIFN-AM	KOPA-AM
8	KJJJ-AM	KBBC-FM	KJJJ-AM
9	KOPA-AF	KOY -AM	KOOL-FM
10	KIOG-FM	KNIX-FM	KTAR-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3662

	A/M '78	O/N '78	A/M '79
1	KOY -AM	KOY -AM	KDKB-FM
2	KDKB-FM	KDKB-FM	KUPD-FM
3	KBBC-FM	KBBC-FM	KOY -AM
4	KOOL-FM	KUPD-FM	KBBC-FM
5	KKKQ-AM	KOPA-FM	KOPA-FM
6	KRIZ-AM	KKKQ-AM	KOOL-FM
7	KOPA-AF	KRUX-AM	KKKQ-AM
8	KNIX-AF	KOOL-FM	KTAR-AM
9	KRUX-AM	KTAR-AM	KRUX-AM
10	KIOG-FM	KIOG-FM	KQYT-FM

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Pittsburgh

METRO RANK 13

A/M '79 Market Overview

America's initial commercial radio station is still number one in Pittsburgh. **KDKA** dominates with a fantastic share of almost 24% of the 12+ market. Morning drive presence is even stronger. Pirates baseball helped, as station always has better shares in the Spring books. KDKA was #1 in adults 25-49, #2 in adults 18-34. The **Westinghouse** station is likely to stay atop this market until the cows come home.

Schulke strikes again, as the number two-rated station in Pittsburgh is Beautiful Music **WSHH.** Good numbers 25+ for this station. Advertising campaign used TV spots. No on-air contests, in usual Schulke fashion.

Among the younger-skewing stations, AOR property **WDVE** is tops. WDVE is number one with adults 18-34 and teens. "Superstars" format helped WDVE gain overall to rate third in terms of 12+ appeal.

Top 40 station **WXKX** improved almost two shares, 12+. Station used extensive passive research to test music preferences of public. WXKX is second in teens, fourth in appeal to adults 18-34.

Black-formatted **WAMO** hit the jackpot in the A/M'79 sweep. WAMO almost doubled its 12+ share, scoring substantial gains in the 18-34 demos and teens. WAMO had no on-air promotions, but did play more Dancemusic than it had in the past.

Entercom's WEEP had a rise in the A/M'79 book. This Country station is now the top Country property in the market because **WWSW** changed formats recently, after the results of the Spring sweep were made known. WEEP more than doubled its share of men in the market, and skews towards 18-34 target demos.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 19141

	A/M '78		O/N '78		A/M '79	
1	KDKA-AM	24.9	KDKA-AM	22.3	KDKA-AM(PA)	23.8
2	WSHH-FM	8.7	WSHH-FM	7.0	WSHH-FM(BM)	8.8
3	KQV -AF	8.6	WTAE-AM	6.9	WDVE-FM(A)	7.7
4	WXKX-FM	6.4	WDVE-FM	6.9	WXKX-FM(R)	6.7
5	WTAE-AM	6.2	WJOI-FM	5.8	WTAE-AM(PA)	5.1
6	WJOI-FM	5.8	WPEZ-FM	5.3	WAMO-FM(B)	4.9
7	WKTQ-AM	4.8	WXKX-FM	4.9	WPEZ-FM(R)	4.5
8	WPEZ-FM	4.6	WWSW-AM	4.4	KQV -AM(N)	4.5
9	WWSW-AM	4.3	KQV -AM	4.0	WFFM-FM(PA)	4.2
10	WEEP-AF	3.6	WKTQ-AM	4.0	WJOI-FM(BM)	3.8
11	WAMO-FM	3.5	WFFM-FM	3.4	WEEP-AM(C)	3.5
12	WYDD-FM	1.7	WYDD-FM	2.7	WKTQ-AM(R)	2.9
13	WFFM-FM	1.7	WAMO-FM	2.6	WWSW-AM(C)	2.8
14	WASP-AM	1.3	WDSY-FM	2.3	WDSY-FM(C)	2.3
15	KDKA-FM	1.1	WEEP-AM	2.2	WYDD-FM(A)	1.9
16	WIXZ-AM	0.9	WPIT-AM	1.3	KDKA-FM(BM)	1.7
17	WNUF-FM	0.9	WASP-AM	1.2	WIXZ-AM(C)	0.9
18	WHJB-AM	0.9	WNUF-FM	1.0	WPIT-AM(RL)	0.8
19	WPIT-AM	0.9	WIXZ-AM	0.9	WHJB-AM(PA)	0.8
20	WBVP-AM	0.8	WKPA-AM	0.9	WBVP-AM(PA)	0.6
21	WJPA-AM	0.7	WYJZ-AM	0.8	WYJZ-AM(RL)	0.5
22	WWVA-AM	0.7	WWKS-FM	0.8	WEDO-AM(PA)	0.5
23	WESA-AF	0.5	WHJB-AM	0.7	WPIT-FM(M)	0.4
24	WYJZ-AM	0.5	WBVP-AM	0.7	WASP-AM(M)	0.3
25	WMBA-AM	0.5	KDKA-FM	0.7	WKPA-AM(M)	0.3
26	WKPA-AM	0.4	WPIT-FM	0.6	WWKS-FM(M)	0.3
27	WPIT-FM	0.4	WMBA-AM	0.6	WESA-AM(M)	0.3
28			WEDO-AM	0.4	WESA-FM(M)	0.2
29			WESA-AM	0.2		
30			WESA-FM	0.1		
31			WLOA-AM	0.0		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 19141

	A/M '78		O/N '78		A/M '79	
1	KDKA-AM	800	KDKA-AM	692	KDKA-AM	784
2	WSHH-FM	280	WSHH-FM	217	WSHH-FM	291
3	WXKX-FM	206	WTAE-AM	214	WDVE-FM	254
4	WTAE-AM	199	WDVE-FM	213	WXKX-FM	221
5	WJOI-FM	187	WJOI-FM	181	WTAE-AM	169
6	WDVE-FM	182	WPEZ-FM	166	WAMO-FM	161
7	WKTQ-AM	154	WXKX-FM	152	WPEZ-FM	149
8	WPEZ-FM	147	WWSW-AM	136	KQV -AM	147
9	WWSW-AM	139	KQV -AM	125	WFFM-FM	139
10	WAMO-FM	112	WKTQ-AM	123	WJOI-FM	124

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	KDKA-AM	KDKA-AM	KDKA-AM
2	WTAE-AM	WTAE-AM	WTAE-AM
3	WSHH-FM	WSHH-FM	WXKX-FM
4	WWSW-AM	WPEZ-FM	KQV -AM
5	WXKX-FM	KQV -AM	WSHH-FM
6	WPEZ-FM	WXKX-FM	WDVE-FM
7	WKTQ-AM	WDVE-FM	WAMO-FM
8	WJOI-FM	WWSW-AM	WPEZ-FM
9	WDVE-FM	WKTQ-AM	WWSW-AM
10	KQV -AM	WJOI-FM	WFFM-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	KDKA-AM	KDKA-AM	KDKA-AM
2	WSHH-FM	WDVE-FM	WSHH-FM
3	WDVE-FM	WSHH-FM	WDVE-FM
4	WJOI-FM	WPEZ-FM	WXKX-FM
5	WXKX-FM	WJOI-FM	WAMO-FM
6	WTAE-AM	WXKX-FM	WPEZ-FM
7	WKTQ-AM	WTAE-AM	KQV -AM
8	WPEZ-FM	WKTQ-AM	WTAE-AM
9	WAMO-FM	WWSW-AM	WFFM-FM
10	WWSW-AM	KQV -AM	WJOI-FM

Teens
M-S, 6am-Midnight
POP(00): 2511

	A/M '78	O/N '78	A/M '79
1	WXKX-FM	WDVE-FM	WDVE-FM
2	WDVE-FM	WXKX-FM	WXKX-FM
3	WPEZ-FM	WPEZ-FM	WPEZ-FM
4	WKTQ-AM	WKTQ-AM	WAMO-FM
5	WAMO-FM	WAMO-FM	WKTQ-AM
6	KDKA-AM	WYDD-FM	KDKA-AM
7	WYDD-FM	KDKA-AM	WYDD-FM
8	WFFM-FM	WTAE-AM	WFFM-FM
9	WTAE-AM	WDSY-FM	WTAE-AM
10	WWSW-AM	WFFM-FM	WHJB-AM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	WXKX-FM	WPEZ-FM	WXKX-FM
2	WKTQ-AM	WXKX-FM	WDVE-FM
3	KDKA-AM	WDVE-FM	KDKA-AM
4	WPEZ-FM	KDKA-AM	WAMO-FM
5	WDVE-FM	WKTQ-AM	WPEZ-FM
6	WAMO-FM	WAMO-FM	WKTQ-AM
7	WTAE-AM	WYDD-FM	WYDD-FM
8	WYDD-FM	WDSY-FM	WTAE-AM
9	WWSW-AM	WTAE-AM	WBVP-AM
10	WJPA-AM	KQV -AM	WFFM-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	WAMO-FM	WDVE-FM	WXKX-FM
2	WXKX-FM	WXKX-FM	WDVE-FM
3	WDVE-FM	WPEZ-FM	WPEZ-FM
4	WPEZ-FM	WKTQ-AM	WAMO-FM
5	WKTQ-AM	WAMO-FM	WKTQ-AM
6	WFFM-FM	WYDD-FM	WYDD-FM
7	KDKA-AM	WFFM-FM	WEEP-AM
8	WYDD-FM	KDKA-AM	WFFM-FM
9	WTAE-AM	WWSW-AM	KDKA-AM
10	WJOI-FM	WTAE-AM	WTAE-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 5744

	A/M '78	O/N '78	A/M '79
1	WTAE-AM	WDVE-FM	WDVE-FM
2	WDVE-FM	WTAE-AM	KDKA-AM
3	KDKA-AM	KDKA-AM	WFFM-FM
4	WXKX-FM	WFFM-FM	WXKX-FM
5	WKTQ-AM	WPEZ-FM	WTAE-AM
6	WPEZ-FM	WKTQ-AM	WAMO-FM
7	WAMO-FM	WYDD-FM	WPEZ-FM
8	WYDD-FM	WXKX-FM	WKTQ-AM
9	WJOI-FM	WAMO-FM	WYDD-FM
10	WFFM-FM	WWSW-AM	WEEP-AM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	KDKA-AM	KDKA-AM	KDKA-AM
2	WTAE-AM	WTAE-AM	WTAE-AM
3	WKTQ-AM	WDVE-FM	WDVE-FM
4	WDVE-FM	WPEZ-FM	WXKX-FM
5	WPEZ-FM	WXKX-FM	WFFM-FM
6	WXKX-FM	WKTQ-AM	WPEZ-FM
7	WAMO-FM	WFFM-FM	WAMO-FM
8	KQV -AM	WYDD-FM	WKTQ-AM
9	WWSW-AM	WAMO-FM	WEEP-AM
10	WJOI-FM	WWSW-AM	WSHH-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	WDVE-FM	WDVE-FM	WDVE-FM
2	WTAE-AM	WPEZ-FM	WXKX-FM
3	WKTQ-AM	WTAE-AM	WFFM-FM
4	WPEZ-FM	WYDD-FM	WAMO-FM
5	WXKX-FM	KDKA-AM	WPEZ-FM
6	KDKA-AM	WXKX-FM	WTAE-AM
7	WAMO-FM	WFFM-FM	KDKA-AM
8	WJOI-FM	WKTQ-AM	WYDD-FM
9	WYDD-FM	WAMO-FM	WKTQ-AM
10	WFFM-FM	WJOI-FM	WEEP-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 7101

	A/M '78	O/N '78	A/M '79
1	KDKA-AM	KDKA-AM	KDKA-AM
2	WTAE-AM	WTAE-AM	WTAE-AM
3	WSHH-FM	WSHH-FM	WSHH-FM
4	WJOI-FM	WPEZ-FM	WFFM-FM
5	WWSW-AM	WJOI-FM	WXKX-FM
6	WXKX-FM	WWSW-AM	WEEP-AM
7	WKTQ-AM	WXKX-FM	WPEZ-FM
8	WPEZ-FM	WKTQ-AM	WAMO-FM
9	WAMO-FM	WDVE-FM	WDVE-FM
10	WDVE-FM	WFFM-FM	WJOI-FM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	KDKA-AM	KDKA-AM	KDKA-AM
2	WTAE-AM	WTAE-AM	WTAE-AM
3	WWSW-AM	WWSW-AM	WXKX-FM
4	WSHH-FM	WPEZ-FM	WSHH-FM
5	WPEZ-FM	WSHH-FM	WAMO-FM
6	WJOI-FM	WXKX-FM	WFFM-FM
7	WKTQ-AM	KQV -AM	KQV -AM
8	WAMO-FM	WKTQ-AM	WWSW-AM
9	WXKX-FM	WFFM-FM	WPEZ-FM
10	KQV -AM	WDVE-FM	WJOI-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	KDKA-AM	KDKA-AM	KDKA-AM
2	WTAE-AM	WTAE-AM	WTAE-AM
3	WJOI-FM	WPEZ-FM	WSHH-FM
4	WSHH-FM	WXKX-FM	WFFM-FM
5	WWSW-AM	WJOI-FM	WXKX-FM
6	WXKX-FM	WSHH-FM	WEEP-AM
7	WKTQ-AM	WKTQ-AM	WPEZ-FM
8	WPEZ-FM	WDVE-FM	WAMO-FM
9	WAMO-FM	WWSW-AM	WJOI-FM
10	WDVE-FM	WFFM-FM	KQV -AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 19141

	A/M '78		O/N '78		A/M '79	
1	KDKA-AM	10462	KDKA-AM	9024	KDKA-AM	10126
2	WKTQ-AM	3748	WTAE-AM	4651	WXKX-FM	3830
3	WXKX-FM	3741	WKTQ-AM	3275	WSHH-FM	3517
4	WTAE-AM	3628	WDVE-FM	3226	WTAE-AM	3491
5	WSHH-FM	3504	WXKX-FM	3183	WDVE-FM	3034
6	WWSW-AM	3240	WSHH-FM	3161	WPEZ-FM	2991
7	WPEZ-FM	3074	WPEZ-FM	3147	WKTQ-AM	2764
8	WDVE-FM	2875	WWSW-AM	2584	KQV -AM	2586
9	WJOI-FM	2134	KQV -AM	2321	WWSW-AM	2202
10	KQV -AM	2083	WJOI-FM	2207	WFFM-FM	2000

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	KDKA-AM	KDKA-AM	KDKA-AM
2	WTAE-AM	WTAE-AM	WTAE-AM
3	WXKX-FM	WXKX-FM	WXKX-FM
4	WWSW-AM	WSHH-FM	KQV -AM
5	WKTQ-AM	WPEZ-FM	WDVE-FM
6	WSHH-FM	WDVE-FM	WSHH-FM
7	WPEZ-FM	WKTQ-AM	WPEZ-FM
8	WDVE-FM	KQV -AM	WWSW-AM
9	KQV -AM	WWSW-AM	WKTQ-AM
10	WJOI-FM	WJOI-FM	WAMO-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	KDKA-AM	KDKA-AM	KDKA-AM
2	WXKX-FM	WPEZ-FM	WXKX-FM
3	WKTQ-AM	WDVE-FM	WDVE-FM
4	WPEZ-FM	WXKX-FM	WSHH-FM
5	WDVE-FM	WSHH-FM	WTAE-AM
6	WTAE-AM	WKTQ-AM	WPEZ-FM
7	WSHH-FM	WTAE-AM	WKTQ-AM
8	WJOI-FM	WJOI-FM	KQV -AM
9	WWSW-AM	WWSW-AM	WAMO-FM
10	KQV -AM	KQV -AM	WFFM-FM

Teens
M-S, 6am-Midnight
POP(00): 2511

	A/M '78	O/N '78	A/M '79
1	WXKX-FM	WXKX-FM	WXKX-FM
2	WKTQ-AM	WPEZ-FM	WDVE-FM
3	WPEZ-FM	WDVE-FM	WPEZ-FM
4	KDKA-AM	WKTQ-AM	WKTQ-AM
5	WDVE-FM	KDKA-AM	KDKA-AM
6	WTAE-AM	WTAE-AM	WAMO-FM
7	WYDD-FM	WYDD-FM	WFFM-FM
8	WAMO-FM	WAMO-FM	WTAE-AM
9	WFFM-FM	WFFM-FM	WYDD-FM
10	WWSW-AM	KQV -AM	WJOI-FM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1	WXKX-FM	WXKX-FM	WXKX-FM
2	WKTQ-AM	WPEZ-FM	WDVE-FM
3	KDKA-AM	WDVE-FM	KDKA-AM
4	WPEZ-FM	WKTQ-AM	WPEZ-FM
5	WDVE-FM	KDKA-AM	WKTQ-AM
6	WTAE-AM	WAMO-FM	WAMO-FM
7	WAMO-FM	WTAE-AM	WYDD-FM
8	WYDD-FM	WYDD-FM	WTAE-AM
9	WWSW-AM	WFFM-FM	WFFM-FM
10	WFFM-FM	WWKS-FM	WBVP-AM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	WXKX-FM	WXKX-FM	WXKX-FM
2	WKTQ-AM	WPEZ-FM	WDVE-FM
3	WPEZ-FM	WDVE-FM	WPEZ-FM
4	WDVE-FM	WKTQ-AM	WKTQ-AM
5	WAMO-FM	WYDD-FM	WAMO-FM
6	KDKA-AM	WAMO-FM	WYDD-FM
7	WYDD-FM	KDKA-AM	KDKA-AM
8	WFFM-FM	WTAE-AM	WFFM-FM
9	WTAE-AM	WFFM-FM	WTAE-AM
10	WJOI-FM	WWSW-AM	WJOI-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 5744

	A/M '78	O/N '78	A/M '79
1	KDKA-AM	KDKA-AM	KDKA-AM
2	WTAE-AM	WDVE-FM	WDVE-FM
3	WKTQ-AM	WTAE-AM	WXKX-FM
4	WDVE-FM	WKTQ-AM	WTAE-AM
5	WXKX-FM	WPEZ-FM	WPEZ-FM
6	WPEZ-FM	WXKX-FM	WKTQ-AM
7	WAMO-FM	WFFM-FM	WFFM-FM
8	WYDD-FM	WYDD-FM	WAMO-FM
9	WWSW-AM	WAMO-FM	WYDD-FM
10	WFFM-FM	WWSW-AM	WSHH-FM

• Pittsburgh

Continued

M-F, 6-10am

1	KDKA-AM	KDKA-AM	KDKA-AM
2	WTAE-AM	WTAE-AM	WTAE-AM
3	WDVE-FM	WDVE-FM	WDVE-FM
4	WKTQ-AM	WKTQ-AM	WXKX-FM
5	WXKX-FM	WXKX-FM	WFFM-FM
6	WPEZ-FM	WPEZ-FM	WPEZ-FM
7	WAMO-FM	WFFM-FM	WKTQ-AM
8	WWSW-AM	WYDD-FM	WAMO-FM
9	WYDD-FM	WAMO-FM	WYDD-FM
10	KQV -AM	WWSW-AM	WEEP-AM

M-F, 3-7pm

1	WKTQ-AM	WDVE-FM	WDVE-FM
2	WTAE-AM	WPEZ-FM	WXKX-FM
3	WDVE-FM	WTAE-AM	WTAE-AM
4	KDKA-AM	WKTQ-AM	KDKA-AM
5	WXKX-FM	KDKA-AM	WFFM-FM
6	WPEZ-FM	WXKX-FM	WPEZ-FM
7	WAMO-FM	WFFM-FM	WKTQ-AM
8	WYDD-FM	WYDD-FM	WAMO-FM
9	KQV -AM	WAMO-FM	WYDD-FM
10	WFFM-FM	WSHH-FM	WEEP-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 7101

	A/M '78	O/N '78	A/M '79
1	KDKA-AM	KDKA-AM	KDKA-AM
2	WTAE-AM	WTAE-AM	WTAE-AM
3	WSHH-FM	WKTQ-AM	WXKX-FM
4	WWSW-AM	WPEZ-FM	WSHH-FM
5	WKTQ-AM	WSHH-FM	WKTQ-AM
6	WXKX-FM	WWSW-AM	WFFM-FM
7	WPEZ-FM	WXKX-FM	WWSW-AM
8	WJOI-FM	WJOI-FM	WPEZ-FM
9	WDVE-FM	WDVE-FM	WEEP-AM
10	KQV -AM	KQV -AM	KQV -AM

M-F, 6-10am

1	KDKA-AM	KDKA-AM	KDKA-AM
2	WTAE-AM	WTAE-AM	WTAE-AM
3	WWSW-AM	WSHH-FM	WXKX-FM
4	WSHH-FM	WKTQ-AM	WSHH-FM
5	WKTQ-AM	WWSW-AM	KQV -AM
6	WXKX-FM	WPEZ-FM	WWSW-AM
7	WPEZ-FM	WXKX-FM	WFFM-FM
8	KQV -AM	KQV -AM	WKTQ-AM
9	WJOI-FM	WDVE-FM	WPEZ-FM
10	WEEP-AM	WJOI-FM	WEEP-AM

M-F, 3-7pm

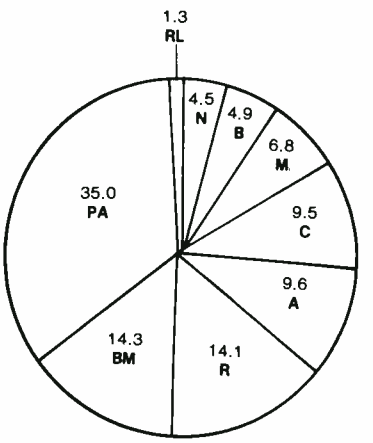
1	KDKA-AM	KDKA-AM	KDKA-AM
2	WTAE-AM	WTAE-AM	WTAE-AM
3	WKTQ-AM	WPEZ-FM	WXKX-FM
4	WXKX-FM	WKTQ-AM	WSHH-FM
5	WWSW-AM	WSHH-FM	WEEP-AM
6	WSHH-FM	WXKX-FM	WFFM-FM
7	WPEZ-FM	WWSW-AM	WPEZ-FM
8	WJOI-FM	WDVE-FM	WKTQ-AM
9	KQV -AM	WJOI-FM	WDVE-FM
10	WDVE-FM	KQV -AM	WWSW-AM

Format Legend

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

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Phoenix

Continued from page 176

M-F, 6-10am

1	KOY -AM	KOY -AM	KOY -AM
2	KDKB-FM	KDKB-FM	KDKB-FM
3	KBBC-FM	KBBC-FM	KBBC-FM
4	KOOL-FM	KUPD-FM	KUPD-FM
5	KRIZ-AM	KOOL-FM	KOPA-FM
6	KKKQ-AM	KRUX-AM	KKKQ-AM
7	KRUX-AM	KOPA-FM	KOOL-FM
8	KOPA-AF	KTAR-AM	KTAR-AM
9	KNIX-AF	KKKQ-AM	KOPA-AM
10	KJJJ-AM	KJJJ-AM	KQYT-FM

M-F, 3-7pm

1	KOY -AM	KOY -AM	KDKB-FM
2	KDKB-FM	KDKB-FM	KUPD-FM
3	KBBC-FM	KBBC-FM	KBBC-FM
4	KRIZ-AM	KUPD-FM	KOY -AM
5	KOPA-AF	KOPA-FM	KOPA-FM
6	KKKQ-AM	KKKQ-AM	KKKQ-AM
7	KOOL-FM	KRUX-AM	KOOL-FM
8	KRUX-AM	KOOL-FM	KRUX-AM
9	KJJJ-AM	KXTC-FM	KQYT-FM
10	KIOG-FM	KIOG-FM	KXTC-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 4058

	A/M '78	O/N '78	A/M '79
1	KOY -AM	KOY -AM	KOY -AM
2	KQYT-FM	KTAR-AM	KTAR-AM
3	KTAR-AM	KJJJ-AM	KQYT-FM
4	KNIX-AF	KUPD-FM	KUPD-FM
5	KJJJ-AM	KBBC-FM	KMEO-FM
6	KMEO-AF	KQYT-FM	KDKB-FM
7	KBBC-FM	KOOL-FM	KBBC-FM
8	KOOL-AM	KDKB-FM	KNIX-FM
9	KOOL-FM	KOOL-AM	KOOL-FM
10	KOPA-AF	KNIX-FM	KKKQ-AM

M-F, 6-10am

1	KOY -AM	KOY -AM	KOY -AM
2	KTAR-AM	KTAR-AM	KTAR-AM
3	KQYT-FM	KJJJ-AM	KBBC-FM
4	KNIX-AF	KQYT-FM	KQYT-FM
5	KJJJ-AM	KUPD-FM	KUPD-FM
6	KBBC-FM	KOOL-FM	KNIX-FM
7	KMEO-AF	KDKB-FM	KMEO-FM
8	KOOL-AM	KBBC-FM	KOOL-FM
9	KOOL-FM	KNIX-FM	KDKB-FM
10	KOPA-AF	KRUX-AM	KARZ-AM

M-F, 3-7pm

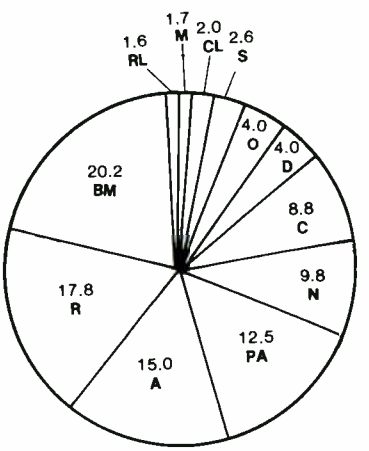
1	KOY -AM	KOY -AM	KOY -AM
2	KTAR-AM	KUPD-FM	KQYT-FM
3	KQYT-FM	KJJJ-AM	KTAR-AM
4	KJJJ-AM	KBBC-FM	KUPD-FM
5	KNIX-AF	KTAR-AM	KBBC-FM
6	KBBC-FM	KQYT-FM	KKKQ-AM
7	KMEO-AF	KMEO-FM	KMEO-FM
8	KOOL-AM	KKKQ-AM	KNIX-FM
9	KOPA-AF	KDKB-FM	KOOL-FM
10	KIFN-AM	KRUX-AM	KJJJ-AM

Format Legend

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

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



WEEDECK's BIG 7

WEEDECK consistently provides top quality production and high calibre news and entertainment programming for today's radio.

For the Best in "Quality Radio Syndication"

1. Weekender

Host: Ferdinand Jay

"Weekender" is a weekly, four-hour top 40 countdown as determined by Record World Magazine. "Weekender" is a radio magazine show of music, news, and interviews with contemporary, pop, funk, country, and AOR artists, plus much more.

2. "Lifestyle"

"Lifestyle," hosted by Janet Rose, is an informative and intelligent look at the issues facing today's women. "Lifestyle" will provide you with ten features of 90-120 seconds in length each week. Focusing on top women celebrities in all fields, "Lifestyle" offers news, direction and alternatives.

Host: Janet Rose

3. "Backstage"

Host: Norm Nielson

"Backstage", with host Norm Nielson, comes to the airwaves direct from the famous nightspots of Las Vegas, Reno, Tahoe and Broadway. Featuring backstage interviews with the hottest show biz celebrities, "Backstage" is a weekly ten-part 3½ minute show (2½ minutes of news and interviews, with 1 minute national commercial). On-the-air since 1976, Nielson's guests have included Shirley MacLaine, Raquel Welch, Don Rickles, Lynda Carter, Robin Williams, and many more.

4.-5. IN STUDIO / POP RHYTHM REVIEW

"In Studio" is a weekly one-hour entertainment package featuring music + in-depth interviews targetted to the young black listener. Award-winning air personality JJ. Johnson hosts this behind-the-scenes look at today's hottest black entertainers.

"Pop Rhythm Review" is the only weekly show of ten 3½ minute features especially produced for black radio. Featuring up-to-the-minute news items and celebrity interviews, host/producer JJ. Johnson will bring your station the best quality programming.

Host: JJ. Johnson

Developed by J.J. Johnson, Bill Speed, Al Ramirez & Jim Maddox. IN STUDIO is produced by Radio Specials, Ltd. and distributed by WEEDECK Corporation.

6. "Country Report"

Host: Ron Martin

"Country Report", with host Ron Martin, features news of country music, interviews with the top country stars and an in-depth look at the country music field. Each program consists of ten original 3½ minute shows weekly (2½ minutes of news, interviews and music with one-minute national commercial).

7. "INSIDE ROCK"

"Inside Rock" features the latest news + celebrity interviews with top contemporary music personalities. Charlie Tuna's classic sense of humor and on-air personality appeals to all listeners. Each program contains ten original 3½ minute shows (2½ minutes of music, news and interviews with one minute national commercial).

"Country Report" and "Inside Rock" are on the air now — over 200 stations nationwide!

Host: Charlie Tuna

WEEDECK CORPORATION
"Quality Radio Syndication"

Call us collect (213) 462-5922 for program demo tapes and more information on WEEDECK'S BIG 7.
1512 Crossroads of the World, Hollywood, California 90028

Portland, ME

METRO RANK **141**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1704

	A/M '77		A/M '78		A/M '79	
1	WPOR-AF	17.0	WGAN-AM	19.1	WPOR-AF (C)	17.4
2	WGAN-AM	15.8	WJBQ-AF	17.3	WGAN-AM (PA)	16.7
3	WJBQ-AF	15.1	WPOR-AF	17.1	WJBQ-AF (R)	11.3
4	WGAN-FM	10.8	WGAN-FM	11.0	WGAN-FM (BM)	8.2
5	WCSH-AM	8.9	WHOM-FM	6.3	WMGX-FM (A)	7.4
6	WLOB-AM	6.2	WBZ -AM	5.5	WLOB-AF (PA)	6.4
7	WIGY-FM	4.6	WBLM-FM	5.1	WIGY-FM (R)	6.4
8	WHOM-FM	4.6	WCSH-AM	4.4	WHOM-FM (BM)	4.2
9	WBLM-FM	4.2	WIGY-FM	4.0	WNXA-AF (C)	4.3
10	WBZ -AM	2.7	WMGX-FM	4.0	WBLM-FM (A)	3.6
11	WRQN-FM	2.7	WNXA-AF	2.9	WCSH-AM (PA)	2.5
12	WDCS-FM	1.2	WLOB-AF	1.5	WBZ -AM (PA)	2.1
13	WNXA-FM	0.8	WDCS-FM	1.1	WDCS-FM (CL)	1.1
14			WJTO-AM	0.2	WITS-AM (PA)	1.1
15			WRKD-AM	0.4	WJTO-AM (PA)	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1704

	A/M '77		A/M '78		A/M '79	
1	WPOR-AF	44	WGAN-AM	52	WPOR-AF	49
2	WGAN-AM	41	WJBQ-AF	47	WGAN-AM	47
3	WJBQ-AF	39	WPOR-AF	33	WJBQ-AF	32
4	WGAN-FM	28	WGAN-FM	30	WGAN-FM	23
5	WCSH-AM	23	WHOM-FM	17	WMGX-FM	21

M-F, 6-10am

1	WGAN-AM	WGAN-AM	WGAN-AM
2	WPOR-AF	WJBQ-AF	WPOR-AF
3	WCSH-AM	WPOR-AF	WJBQ-AF
4	WJBQ-AF	WGAN-FM	WNXA-AF
5	WGAN-FM	WCSH-AM	WGAN-FM

M-F, 3-7pm

1	WJBQ-AF	WGAN-AM	WPOR-AF
2	WGAN-AM	WJBQ-AF	WGAN-AM
3	WPOR-AF	WGAN-FM	WJBQ-AF
4	WGAN-FM	WPOR-AF	WMGX-FM
5	WIGY-FM	WBLM-FM	WGAN-FM

Teens
M-S, 6am-Midnight
POP(00): 231

	A/M '77	A/M '78	A/M '79
1	WJBQ-AF	WJBQ-AF	WJBQ-AF
2	WIGY-FM	WIGY-FM	WLOB-AF
3	WGAN-AM	WGAN-AM	WIGY-FM
4	WLOB-AM	WBLM-FM	WGAN-AM
5	WBLM-FM	WMGX-FM	WBLM-FM

M-F, 6-10am

1	WJBQ-AF	WJBQ-AF	WJBQ-AF
2	WIGY-FM	WGAN-AM	WLOB-AF
3	WBLM-FM	WIGY-FM	WGAN-AM
4	WLOB-AM	WBLM-FM	WIGY-FM
5	WGAN-AM	WMGX-FM	WCSH-AM

M-F, 3-7pm

1	WJBQ-AF	WJBQ-AF	WLOB-AF
2	WIGY-FM	WIGY-FM	WJBQ-AF
3	WGAN-AM	WGAN-AM	WIGY-FM
4	WBLM-FM	WBLM-FM	WGAN-AM
5	WRQN-FM	WMGX-FM	WBLM-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 569

	A/M '77	A/M '78	A/M '79
1	WGAN-AM	WJBQ-AF	WJBQ-AF
2	WJBQ-AF	WGAN-AM	WMGX-FM
3	WPOR-AF	WBLM-FM	WGAN-AM
4	WLOB-AM	WPOR-AF	WIGY-FM
5	WBLM-FM	WGAN-FM	WPOR-AF

M-F, 6-10am

1	WGAN-AM	WJBQ-AF	WJBQ-AF
2	WJBQ-AF	WGAN-AM	WGAN-AM
3	WPOR-AF	WBLM-FM	WMGX-FM
4	WGAN-FM	WPOR-AF	WIGY-FM
5	WLOB-AM	WGAN-FM	WPOR-AF

M-F, 3-7pm

1	WGAN-AM	WJBQ-AF	WMGX-FM
2	WJBQ-AF	WGAN-AM	WJBQ-AF
3	WBLM-FM	WBLM-FM	WGAN-AM
4	WLOB-AM	WGAN-FM	WIGY-FM
5	WIGY-FM	WMGX-FM	WPOR-AF

Adults 25-49
M-S, 6am-Midnight
POP(00): 635

	A/M '77	A/M '78	A/M '79
1	WGAN-AM	WGAN-AM	WGAN-AM
2	WPOR-AF	WPOR-AF	WPOR-AF
3	WJBQ-AF	WJBQ-AF	WMGX-FM
4	WLOB-AM	WGAN-FM	WJBQ-AF
5	WGAN-FM	WHOM-FM	WGAN-FM

M-F, 6-10am

1	WGAN-AM	WGAN-AM	WGAN-AM
2	WPOR-AF	WPOR-AF	WPOR-AF
3	WJBQ-AF	WJBQ-AF	WMGX-FM
4	WCSH-AM	WGAN-FM	WJBQ-AF
5	WLOB-AM	WBLM-FM	WGAN-FM

M-F, 3-7pm

1	WGAN-AM	WGAN-AM	WPOR-AF
2	WPOR-AF	WGAN-FM	WGAN-AM
3	WJBQ-AF	WPOR-AF	WMGX-FM
4	WLOB-AM	WJBQ-AF	WJBQ-AF
5	WCSH-AM	WBLM-FM	WGAN-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1704

	A/M '77		A/M '78		A/M '79	
1	WGAN-AM	707	WGAN-AM	777	WGAN-AM	662
2	WJBQ-AF	508	WJBQ-AF	524	WPOR-AF	437
3	WPOR-AF	414	WPOR-AF	436	WJBQ-AF	434
4	WCSH-AM	351	WGAN-FM	369	WGAN-FM	353
5	WGAN-FM	336	WCSH-AM	258	WLOB-AF	279

M-F, 6-10am

1	WGAN-AM	WGAN-AM	WGAN-AM
2	WJBQ-AF	WJBQ-AF	WPOR-AF
3	WPOR-AF	WPOR-AF	WJBQ-AF
4	WCSH-AM	WGAN-FM	WGAN-FM
5	WGAN-FM	WCSH-AM	WLOB-AF

M-F, 3-7pm

1	WGAN-AM	WGAN-AM	WGAN-AM
2	WJBQ-AF	WJBQ-AF	WJBQ-AF
3	WPOR-AF	WGAN-FM	WPOR-AF
4	WCSH-AM	WPOR-AF	WGAN-FM
5	WGAN-FM	WBZ -AM	WLOB-AF

Teens
M-S, 6am-Midnight
POP(00): 231

	A/M '77	A/M '78	A/M '79
1	WJBQ-AF	WJBQ-AF	WJBQ-AF
2	WBLM-FM	WIGY-FM	WLOB-AF
3	WIGY-FM	WGAN-AM	WGAN-AM
4	WGAN-AM	WBLM-FM	WIGY-FM
5	WLOB-AM	WMGX-FM	WCSH-AM

M-F, 6-10am

1	WJBQ-AF	WJBQ-AF	WJBQ-AF
2	WBLM-FM	WIGY-FM	WLOB-AF
3	WIGY-FM	WGAN-AM	WGAN-AM
4	WGAN-AM	WBLM-FM	WIGY-FM
5	WLOB-AM	WMGX-FM	WCSH-AM

M-F, 3-7pm

1	WJBQ-AF	WJBQ-AF	WJBQ-AF
2	WIGY-FM	WIGY-FM	WLOB-AF
3	WGAN-AM	WGAN-AM	WIGY-FM
4	WPOR-AF	WBLM-FM	WBLM-FM
5	WBLM-FM	WPOR-AF	WGAN-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 569

	A/M '77	A/M '78	A/M '79
1	WGAN-AM	WGAN-AM	WJBQ-AF
2	WJBQ-AF	WJBQ-AF	WGAN-AM
3	WLOB-AM	WBLM-FM	WMGX-FM
4	WBLM-FM	WMGX-FM	WBLM-FM
5	WPOR-AF	WLOB-AF	WIGY-FM

M-F, 6-10am

1	WGAN-AM	WJBQ-AF	WJBQ-AF
2	WJBQ-AF	WGAN-AM	WGAN-AM
3	WBLM-FM	WBLM-FM	WMGX-FM
4	WPOR-AF	WMGX-FM	WPOR-AF
5	WLOB-AM	WPOR-AF	WIGY-FM

M-F, 3-7pm

1	WGAN-AM	WGAN-AM	WJBQ-AF
2	WJBQ-AF	WJBQ-AF	WGAN-AM
3	WBLM-FM	WBLM-FM	WMGX-FM
4	WLOB-AM	WMGX-FM	WIGY-FM
5	WPOR-AF	WLOB-AF	WLOB-AF

Adults 25-49
M-S, 6am-Midnight
POP(00): 635

	A/M '77	A/M '78	A/M '79
1	WGAN-AM	WGAN-AM	WGAN-AM
2	WPOR-AF	WPOR-AF	WPOR-AF
3	WJBQ-AF	WGAN-FM	WGAN-FM
4	WGAN-FM	WJBQ-AF	WJBQ-AF
5	WLOB-AM	WLOB-AF	WMGX-FM

M-F, 6-10am

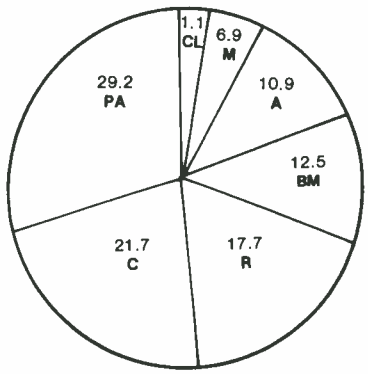
1	WGAN-AM	WGAN-AM	WGAN-AM
2	WPOR-AF	WPOR-AF	WPOR-AF
3	WJBQ-AF	WJBQ-AF	WGAN-FM
4	WCSH-AM	WGAN-FM	WJBQ-AF
5	WLOB-AM	WNXA-AF	WMGX-FM

M-F, 3-7pm

1	WGAN-AM	WGAN-AM	WGAN-AM
2	WPOR-AF	WPOR-AF	WPOR-AF
3	WJBQ-AF	WGAN-FM	WJBQ-AF
4	WCSH-AM	WJBQ-AF	WMGX-FM
5	WGAN-FM	WLOB-AF	WGAN-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

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Portland, OR

METRO RANK 31

A/M '79 Market Overview

Youth-oriented stations top this market, with Top 40 station **KGW** and AOR **KGON** ranking 1-2 in terms of 12+ share. KGW ranks first in terms of appealing to adults 18-34, as well as being the 12+ leader. Station used bumper sticker campaign, TV, and newspaper to keep visibility high in market.

KGON is another of the success stories chalked up this sweep by the **Burkhart/Abrams** "Superstars" format. This modal-programming AOR sound helped KGON jump almost three shares, 12+, and end up #2 in adults 18-34 in this survey. LP's and concert tickets used as giveaways, while outside advertising relied on TV.

KXL came in third in 12+ share and rates as the top Beautiful Music station in Portland. KXL rose two share points to its best numbers in recent years. Station skews 25+ in its appeal. Advertising was done on TV and on billboards.

KWJJ suffered a slight downward slip but still rates as tops in its format category, Country. Ranked fourth overall in 12+ appeal, KWJJ does well in older adult demos, 25+. The station used outdoor boards to advertise externally. Other stations worthy of note are **KPAM-FM,** the Top 40 station which doubled its share and rates high among adults 18-34; and **KUPL-FM,** which featured Beautiful Music for an advance of almost three shares in this sweep.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 9477

	A/M '78		O/N '78		A/M '79	
1	KGW -AM	12.0	KGW -AM	15.5	KGW -AM (R)	13.3
2	KYTE-AM	9.2	KWJJ-AM	8.8	KGON-FM (A)	7.9
3	KWJJ-AM	8.1	KEX -AM	7.2	KXL -AM (BM)	7.7
4	KXL -AM	7.0	KXL -FM	5.7	KWJJ-AM (C)	7.5
5	KEX -AM	6.8	KYXI-AM	5.5	KPAM-FM (R)	7.3
6	KUPL-FM	5.6	KXL -AM	5.4	KUPL-FM (BM)	6.9
7	KGON-FM	5.6	KGON-FM	5.1	KEX -AM (PA)	5.6
8	KXL -FM	5.4	KUPL-AM	4.8	KXL -FM (BM)	4.7
9	KUPL-AM	4.6	KKEY-AM	4.6	KYTE-AM (R)	4.5
10	KPAM-FM	4.5	KINK-FM	4.3	KINK-FM (A)	3.9
11	KINK-FM	3.7	KYTE-AM	4.3	KJIB-FM (BM)	3.9
12	KJIB-FM	3.5	KJIB-FM	4.3	KYXI-AM (N)	3.6
13	KYXI-AM	3.4	KUPL-FM	4.0	KKEY-AM (T)	3.4
14	KKEY-AM	3.0	KPAM-FM	3.6	KLLB-FM (C)	3.0
15	KLLB-FM	2.9	KLLB-FM	3.4	KMJK-FM (A)	3.0
16	KMJK-FM	2.4	KMJK-FM	3.1	KUPL-AM (BM)	2.8
17	KPDQ-AM	1.6	KVAN-AM	1.7	KPDQ-FM (RL)	1.2
18	KVAN-AM	1.4	KRDR-AM	1.3	KVAN-AM (A)	1.1
19	KQFM-FM	1.3	KPDQ-FM	1.1	KQFM-FM (A)	1.0
20	KRDR-AM	0.9	KGO -AM	1.1	KPDQ-AM (RL)	0.8
21	KPDQ-FM	0.8	KPDQ-AM	0.8	KRDR-AM (C)	0.8
22	KGO -AM	0.5	KQFM-FM	0.7	KGO -AM (N)	0.6
23	KPAM-AM	0.5	KLIQ-AM	0.6	KPAM-AM (R)	0.6
24	KGAR-AM	0.5	KPAM-AM	0.4	KGAR-AM (C)	0.4
25	KLIQ-AM	0.4	KGAR-AM	0.4		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 9477

	A/M '78		O/N '78		A/M '79	
1	KGW -AM	157	KGW -AM	204	KGW -AM	175
2	KYTE-AM	120	KWJJ-AM	116	KGON-FM	104
3	KWJJ-AM	106	KEX -AM	94	KXL -AM	102
4	KXL -AM	92	KXL -FM	75	KWJJ-AM	99
5	KEX -AM	89	KYXI-AM	72	KPAM-FM	96
M-F, 6-10am						
1	KGW -AM		KGW -AM		KGW -AM	
2	KEX -AM		KWJJ-AM		KXL -AM	
3	KXL -AM		KEX -AM		KWJJ-AM	
4	KWJJ-AM		KYXI-AM		KEX -AM	
5	KYTE-AM		KXL -AM		KGON-FM	
M-F, 3-7pm						
1	KGW -AM		KGW -AM		KGW -AM	
2	KWJJ-AM		KWJJ-AM		KPAM-FM	
3	KGON-FM		KEX -AM		KWJJ-AM	
4	KYTE-AM		KXL -FM		KGON-FM	
5	KUPL-FM		KGON-FM		KUPL-FM	

Teens
M-S, 6am-Midnight
POP(00): 1231

	A/M '78	O/N '78	A/M '79
1	KGW -AM	KGW -AM	KGW -AM
2	KYTE-AM	KYTE-AM	KPAM-FM
3	KPAM-FM	KLLB-FM	KYTE-AM
4	KGON-FM	KGON-FM	KGON-FM
5	KLLB-FM	KPAM-FM	KEX -AM
M-F, 6-10am			
1	KGW -AM	KGW -AM	KGW -AM
2	KYTE-AM	KYTE-AM	KPAM-FM
3	KPAM-FM	KLLB-FM	KYTE-AM
4	KEX -AM	KPAM-FM	KGON-FM
5	KGON-FM	KGON-FM	KEX -AM
M-F, 3-7pm			
1	KGW -AM	KGW -AM	KGW -AM
2	KYTE-AM	KYTE-AM	KPAM-FM
3	KPAM-FM	KGON-FM	KYTE-AM
4	KGON-FM	KLLB-FM	KGON-FM
5	KLLB-FM	KPAM-FM	KPAM-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3364

	A/M '78	O/N '78	A/M '79
1	KGW -AM	KGW -AM	KGW -AM
2	KGON-FM	KGON-FM	KGON-FM
3	KYTE-AM	KINK-FM	KPAM-FM
4	KINK-FM	KWJJ-AM	KINK-FM
5	KPAM-FM	KMJK-FM	KMJK-FM
M-F, 6-10am			
1	KGW -AM	KGW -AM	KGW -AM
2	KGON-FM	KWJJ-AM	KGON-FM
3	KPAM-FM	KINK-FM	KPAM-FM
4	KWJJ-AM	KGON-FM	KWJJ-AM
5	KINK-FM	KMJK-FM	KMJK-FM
M-F, 3-7pm			
1	KGON-FM	KGW -AM	KGW -AM
2	KGW -AM	KGON-FM	KGON-FM
3	KINK-FM	KINK-FM	KPAM-FM
4	KYTE-AM	KMJK-FM	KMJK-FM
5	KMJK-FM	KWJJ-AM	KINK-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 3782

	A/M '78	O/N '78	A/M '79
1	KGW -AM	KGW -AM	KGW -AM
2	KWJJ-AM	KWJJ-AM	KWJJ-AM
3	KYTE-AM	KEX -AM	KXL -AM
4	KINK-FM	KINK-FM	KEX -AM
5	KEX -AM	KXL -FM	KGON-FM
M-F, 6-10am			
1	KGW -AM	KGW -AM	KGW -AM
2	KWJJ-AM	KWJJ-AM	KWJJ-AM
3	KEX -AM	KEX -AM	KEX -AM
4	KXL -AM	KXL -AM	KXL -AM
5	KXL -FM	KYXI-AM	KGON-FM
M-F, 3-7pm			
1	KGW -AM	KGW -AM	KGW -AM
2	KWJJ-AM	KWJJ-AM	KWJJ-AM
3	KINK-FM	KXL -FM	KEX -AM
4	KUPL-FM	KEX -AM	KPAM-FM
5	KUPL-AM	KINK-FM	KXL -AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 9477

	A/M '78		O/N '78		A/M '79	
1	KYTE-AM	3023	KGW -AM	3609	KGW -AM	3237
2	KGW -AM	3017	KWJJ-AM	1769	KEX -AM	1610
3	KEX -AM	1615	KEX -AM	1761	KPAM-FM	1594
4	KWJJ-AM	1585	KYTE-AM	1663	KYTE-AM	1555
5	KXL -AM	1185	KUPL-AM	1599	KWJJ-AM	1499
M-F, 6-10am						
1	KGW -AM		KGW -AM		KGW -AM	
2	KYTE-AM		KEX -AM		KXL -AM	
3	KEX -AM		KWJJ-AM		KEX -AM	
4	KWJJ-AM		KYTE-AM		KWJJ-AM	
5	KXL -AM		KXL -AM		KPAM-FM	
M-F, 3-7pm						
1	KGW -AM		KGW -AM		KGW -AM	
2	KYTE-AM		KWJJ-AM		KPAM-FM	
3	KEX -AM		KYTE-AM		KEX -AM	
4	KWJJ-AM		KEX -AM		KYTE-AM	
5	KGON-FM		KUPL-AM		KWJJ-AM	

Teens
M-S, 6am-Midnight
POP(00): 1231

	A/M '78	O/N '78	A/M '79
1	KGW -AM	KGW -AM	KGW -AM
2	KYTE-AM	KYTE-AM	KYTE-AM
3	KPAM-FM	KPAM-FM	KPAM-FM
4	KLLB-FM	KLLB-FM	KGON-FM
5	KGON-FM	KGON-FM	KEX -AM
M-F, 6-10am			
1	KGW -AM	KGW -AM	KGW -AM
2	KYTE-AM	KYTE-AM	KYTE-AM
3	KPAM-FM	KLLB-FM	KPAM-FM
4	KGON-FM	KPAM-FM	KGON-FM
5	KLLB-FM	KGON-FM	KPAM-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3364

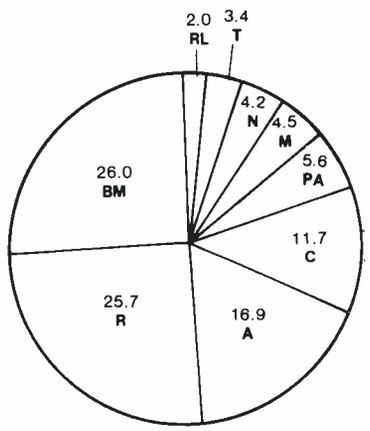
	A/M '78	O/N '78	A/M '79
1	KGW -AM	KGW -AM	KGW -AM
2	KYTE-AM	KINK-FM	KPAM-FM
3	KINK-FM	KYTE-AM	KGON-FM
4	KGON-FM	KGON-FM	KINK-FM
5	KPAM-FM	KPAM-FM	KYTE-AM
M-F, 6-10am			
1	KGW -AM	KGW -AM	KGW -AM
2	KYTE-AM	KGON-FM	KGON-FM
3	KGON-FM	KWJJ-AM	KPAM-FM
4	KINK-FM	KINK-FM	KYTE-AM
5	KPAM-FM	KYTE-AM	KINK-FM
M-F, 3-7pm			
1	KGW -AM	KGW -AM	KGW -AM
2	KGON-FM	KINK-FM	KGON-FM
3	KYTE-AM	KGON-FM	KPAM-FM
4	KINK-FM	KWJJ-AM	KYTE-AM
5	KPAM-FM	KYTE-AM	KINK-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 3782

	A/M '78	O/N '78	A/M '79
1	KYTE-AM	KGW -AM	KGW -AM
2	KGW -AM	KWJJ-AM	KWJJ-AM
3	KWJJ-AM	KEX -AM	KEX -AM
4	KEX -AM	KUPL-AM	KPAM-FM
5	KINK-FM	KINK-FM	KINK-FM
M-F, 6-10am			
1	KGW -AM	KGW -AM	KGW -AM
2	KEX -AM	KWJJ-AM	KWJJ-AM
3	KWJJ-AM	KEX -AM	KEX -AM
4	KYTE-AM	KINK-FM	KXL -AM
5	KXL -AM	KYXI-AM	KPAM-FM
M-F, 3-7pm			
1	KGW -AM	KGW -AM	KGW -AM
2	KWJJ-AM	KWJJ-AM	KEX -AM
3	KYTE-AM	KINK-FM	KWJJ-AM
4	KINK-FM	KUPL-AM	KPAM-FM
5	KUPL-AM	KEX -AM	KINK-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Providence-Warwick-Pawtucket

METRO RANK 24

A/M '79 Market Overview

Beautiful Music reigns supreme in the Providence metro as **WLKW-FM** remains number one in the market. Station returns to its normal 10 share for a Spring book, with appeal as number two among adults 25-49, as well as tops in 12+ total. Advertising was using TV to plug station's sound.

WPRO (P/A) ranks second 12+ and has almost a 25% share of adults 25-49, tops in that key demo target. Its 12+ share decline was due in part to drop in teen numbers.

WPRO-FM, a Top 40 standby, had an up book this past Spring. WPRO-FM wanted to recycle listeners by winning the weekends (and hopefully keeping the listener during the week), so the station ran three new syndicated weekend features: "Wolfman Jack," "American Top 40," and a Sunday night Dancemusic show. These new features were backed by a newspaper campaign, but they used no TV or billboards for the station during the survey. WPRO-FM now ranks #1 among adults 18-34 and third among adults 25-49. WPRO-FM also scores second among teens.

WPJB is the top station in the market for reaching teens, and the Top 40 station also scores a third place finish among adults 18-34. Teens and young women boost station share slightly with female share improvements most noticeable in the drive times.

Outlet's flagship P/A, **WJAR,** added almost two 12+ shares to its total. Red Sox baseball helped, as WJAR ranked third among adults 25-49. Ad campaign made use of TV in Outlet's home market.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 11702

	A/M '78		O/N '78		A/M '79	
1	WLKW-AF	13.9	WLKW-AF	14.8	WLKW-AF (BM)	12.9
2	WPRO-AM	11.4	WPRO-AM	11.2	WPRO-AM (PA)	10.0
3	WHIM-AF	10.2	WHIM-AF	8.9	WPRO-FM (R)	8.4
4	WPRO-FM	7.8	WPRO-FM	7.3	WPJB-FM (R)	7.3
5	WEAN-AM	6.5	WPJB-FM	6.9	WJAR-AM (PA)	5.9
6	WPJB-FM	6.4	WEAN-AM	5.1	WHJY-FM (BM)	5.6
7	WJAR-AM	5.7	WJAR-AM	4.2	WEAN-AM (N)	5.5
8	WBRU-FM	2.5	WROR-FM	2.9	WHIM-AM (C)	3.6
9	WICE-AM	2.4	WHYS-FM	2.6	WBSM-AM (PA)	2.8
10	WBSM-AM	2.3	WBSM-AM	2.3	WMYS-FM (PA)	2.4
11	WMYS-FM	2.1	WICE-AM	2.0	WBRU-FM (A)	2.2
12	WALE-AM	2.1	WBRU-FM	1.9	WAAF-FM (A)	1.8
13	WROR-FM	1.9	WBOS-FM	1.6	WICE-AM (C)	1.7
14	WGNG-AM	1.7	WNBH-AM	1.6	WGNG-AM (O)	1.6
15	WNBH-AM	1.7	WALE-AM	1.4	WALE-AM (PA)	1.5
16	WSAR-AM	1.1	WGNG-AM	1.3	WPEP-AM (N)	1.5
17	WADK-AM	0.8	WPEP-AM	1.2	WNBH-AM (PA)	1.4
18	WPEP-AM	0.8	WARA-AM	1.1	WADK-AM (PA)	1.2
19	WWON-AM	0.8	WWON-AM	0.8	WERI-AF (N)	1.0
20	WVBF-FM	0.7	WERI-AF	0.8	WOTB-FM (BM)	1.0
21	WRLM-FM	0.6	WSAR-AM	0.7	WWON-AM (PA)	0.8
22	WERI-AF	0.6	WRLM-FM	0.7	WARA-AM (PA)	0.7
23	WWON-FM	0.6	WVBF-FM	0.5	WRLM-FM (PA)	0.7
24	WCIB-FM	0.4	WKRI-AM	0.4	WSAR-AM (PA)	0.6
25	WARA-AM	0.4	WOTB-FM	0.3	WRIB-AM (RL)	0.5
26	WRIB-AM	0.3			WKRI-AM (PA)	0.5
27					WWON-FM (BM)	0.3

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 11702

	A/M '78		O/N '78		A/M '79	
1	WLKW-AF	289	WLKW-AF	301	WLKW-AF	266
2	WPRO-AM	237	WPRO-AM	229	WPRO-AM	207
3	WHIM-AF	212	WHIM-AF	182	WPRO-FM	174
4	WPRO-FM	161	WPRO-FM	148	WPJB-FM	150
5	WEAN-AM	135	WPJB-FM	140	WJAR-AM	121
6	WPJB-FM	133	WEAN-AM	104	WHJY-FM	115
7	WJAR-AM	118	WJAR-AM	85	WEAN-AM	113
8	WBRU-FM	52	WROR-FM	59	WHIM-AM	75
9	WICE-AM	49	WMYS-FM	52	WBSM-AM	57
10	WBSM-AM	48	WBSM-AM	47	WMYS-FM	49

M-F, 6-10am

1	WPRO-AM	WPRO-AM	WPRO-AM
2	WEAN-AM	WLKW-AF	WLKW-AF
3	WLKW-AF	WEAN-AM	WEAN-AM
4	WHIM-AF	WPRO-FM	WPRO-FM
5	WPRO-FM	WHIM-AF	WPJB-FM
6	WPJB-FM	WJAR-AM	WJAR-AM
7	WJAR-AM	WPJB-FM	WHJY-FM
8	WALE-AM	WBSM-AM	WALE-AM
9	WICE-AM	WICE-AM	WBSM-AM
10	WBSM-AM	WNBH-AM	WHIM-AM

M-F, 3-7pm

1	WLKW-AF	WLKW-AF	WLKW-AF
2	WHIM-AF	WPRO-AM	WPRO-FM
3	WPRO-AM	WHIM-AF	WPRO-AM
4	WPRO-FM	WPJB-FM	WPJB-FM
5	WPJB-FM	WPRO-FM	WJAR-AM
6	WJAR-AM	WJAR-AM	WHJY-FM
7	WEAN-AM	WEAN-AM	WEAN-AM
8	WBRU-FM	WROR-FM	WBRU-FM
9	WMYS-FM	WMYS-FM	WMYS-FM
10	WICE-AM	WBRU-FM	WHIM-AM

Teens
M-S, 6am-Midnight
POP(00): 1517

	A/M '78	O/N '78	A/M '79
1	WPJB-FM	WPRO-FM	WPJB-FM
2	WPRO-FM	WPJB-FM	WPRO-FM
3	WPRO-AM	WPRO-AM	WPRO-AM
4	WJAR-AM	WBOS-FM	WAAF-FM
5	WVBF-FM	WJAR-AM	WHJY-FM
6	WMYS-FM	WVBF-FM	WGNG-AM
7	WBRU-FM	WROR-FM	WBRU-FM
8	WHIM-AF	WGNG-AM	WMYS-FM
9	WNBH-AM	WBRU-FM	WJAR-AM
10	WLKW-AF	WMYS-FM	WNBH-AM

M-F, 6-10am

1	WPJB-FM	WPRO-FM	WPJB-FM
2	WPRO-FM	WPJB-FM	WPRO-FM
3	WPRO-AM	WPRO-AM	WPRO-AM
4	WJAR-AM	WBOS-FM	WGNG-AM
5	WNBH-AM	WROR-FM	WAAF-FM
6	WRLM-FM	WJAR-AM	WHJY-FM
7	WMYS-FM	WWON-AM	WNBH-AM
8	WALE-AM	WBSM-AM	WMYS-FM
9	WICE-AM	WBRU-FM	WRLM-FM
10	WBRU-FM	WVBF-FM	WLKW-AF

M-F, 3-7pm

1	WPJB-FM	WPJB-FM	WPRO-FM
2	WPRO-FM	WPRO-FM	WPJB-FM
3	WPRO-AM	WPRO-AM	WPRO-AM
4	WJAR-AM	WBOS-FM	WAAF-FM
5	WVBF-FM	WJAR-AM	WHJY-FM
6	WHIM-AF	WVBF-FM	WMYS-FM
7	WMYS-FM	WGNG-AM	WBRU-FM
8	WICE-AM	WBRU-FM	WRLM-FM
9	WBRU-FM	WMYS-FM	WJAR-AM
10	WSAR-AM	WEAN-AM	WGNG-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3773

	A/M '78	O/N '78	A/M '79
1	WPRO-AM	WPRO-AM	WPRO-FM
2	WPRO-FM	WPRO-FM	WPRO-AM
3	WPJB-FM	WPJB-FM	WPJB-FM
4	WBRU-FM	WROR-FM	WBRU-FM
5	WJAR-AM	WLKW-AF	WJAR-AM
6	WLKW-AF	WMYS-FM	WMYS-FM
7	WHIM-AF	WBRU-FM	WLKW-AF
8	WROR-FM	WHIM-AF	WGNG-AM
9	WMYS-FM	WGNG-AM	WAAF-FM
10	WGNG-AM	WBOS-FM	WHIM-AM

M-F, 6-10am

1	WPRO-AM	WPRO-AM	WPRO-AM
2	WPRO-FM	WPRO-FM	WPRO-AM
3	WPJB-FM	WPJB-FM	WPJB-FM
4	WJAR-AM	WLKW-AF	WJAR-AM
5	WLKW-AF	WROR-FM	WMYS-FM
6	WGNG-AM	WJAR-AM	WGNG-AM
7	WMYS-FM	WBRU-FM	WBRU-FM
8	WBRU-FM	WMYS-FM	WLKW-AF
9	WHIM-AF	WNBH-AM	WEAN-AM
10	WROR-FM	WEAN-AM	WAAF-FM

M-F, 3-7pm

1	WPRO-AM	WPRO-AM	WPRO-FM
2	WPRO-FM	WPRO-FM	WPJB-FM
3	WPJB-FM	WPJB-FM	WPRO-AM
4	WBRU-FM	WROR-FM	WBRU-FM
5	WHIM-AF	WLKW-AF	WGNG-AM
6	WLKW-AF	WBRU-FM	WLKW-AF
7	WJAR-AM	WMYS-FM	WJAR-AM
8	WMYS-FM	WGNG-AM	WMYS-FM
9	WROR-FM	WHIM-AF	WAAF-FM
10	WGNG-AM	WBOS-FM	WOTB-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 4319

	A/M '78	O/N '78	A/M '79
1	WPRO-AM	WPRO-AM	WPRO-AM
2	WHIM-AF	WLKW-AF	WLKW-AF
3	WLKW-AF	WHIM-AF	WJAR-AM
4	WJAR-AM	WPJB-FM	WHJY-FM
5	WPRO-FM	WPRO-FM	WPRO-FM
6	WPJB-FM	WJAR-AM	WPJB-FM
7	WEAN-AM	WMYS-FM	WHIM-AM
8	WMYS-FM	WEAN-AM	WMYS-FM
9	WGNG-AM	WROR-FM	WGNG-AM
10	WROR-FM	WNBH-AM	WEAN-AM

M-F, 6-10am

1	WPRO-AM	WPRO-AM	WPRO-AM
2	WHIM-AF	WLKW-AF	WJAR-AM
3	WLKW-AF	WHIM-AF	WLKW-AF
4	WJAR-AM	WPRO-FM	WPRO-FM
5	WPRO-FM	WJAR-AM	WPJB-FM
6	WEAN-AM	WEAN-AM	WEAN-AM
7	WPJB-FM	WPJB-FM	WHJY-FM
8	WALE-AM	WNBH-AM	WHIM-AM
9	WICE-AM	WROR-FM	WNBH-AM
10	WNBH-AM	WWON-AM	WMYS-FM

M-F, 3-7pm

1	WHIM-AF	WLKW-AF	WPRO-AM
2	WPRO-AM	WPRO-AM	WLKW-AF
3	WLKW-AF	WHIM-AF	WHJY-FM
4	WPRO-FM	WPJB-FM	WJAR-AM
5	WPJB-FM	WPRO-FM	WPRO-FM
6	WJAR-AM	WJAR-AM	WGNG-AM
7	WEAN-AM	WMYS-FM	WPJB-FM
8	WGNG-AM	WROR-FM	WMYS-FM
9	WMYS-FM	WEAN-AM	WOTB-FM
10	WROR-FM	WBOS-FM	WEAN-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 11702

	A/M '78		O/N '78		A/M '79	
1	WPRO-AM	4298	WPRO-AM	4041	WPRO-AM	3649
2	WLKW-AF	3028	WPRO-FM	2952	WPRO-FM	2820
3	WPRO-FM	2845	WLKW-AF	2891	WPJB-FM	2709
4	WJAR-AM	2674	WPJB-FM	2467	WJAR-AM	2473
5	WPJB-FM	2334	WEAN-AM	2207	WLKW-AF	2382
6	WEAN-AM	2238	WJAR-AM	1764	WEAN-AM	2020
7	WHIM-AF	1753	WHIM-AF	1707	WHJY-FM	1396
8	WBRU-FM	954	WGNG-AM	853	WBRU-FM	863
9	WSAR-AM	789	WBRU-FM	721	WMYS-FM	842
10	WGNG-AM	741	WMYS-FM	692	WGNG-AM	841

M-F, 6-10am

1	WPRO-AM	WPRO-AM	WPRO-AM
2	WEAN-AM	WPRO-FM	WPRO-FM
3	WLKW-AF	WEAN-AM	WPJB-FM
4	WPRO-FM	WLKW-AF	WEAN-AM
5	WPJB-FM	WPJB-FM	WLKW-AF
6	WJAR-AM	WJAR-AM	WJAR-AM
7	WHIM-AF	WHIM-AF	WHJY-FM
8	WALE-AM	WICE-AM	WHIM-AM
9	WBSM-AM	WNBH-AM	WGNG-AM
10	WBRU-FM	WMYS-FM	WMYS-FM

M-F, 3-7pm

1	WPRO-AM	WPRO-AM	WPRO-AM
2	WLKW-AF	WPRO-FM	WPJB-FM
3	WPRO-FM	WLKW-AF	WPRO-FM
4	WPJB-FM	WPJB-FM	WLKW-AF
5	WJAR-AM	WHIM-AF	WJAR-AM
6	WEAN-AM	WEAN-AM	WEAN-AM
7	WHIM-AF	WJAR-AM	WHJY-FM
8	WBRU-FM	WROR-FM	WBRU-FM
9	WGNG-AM	WGNG-AM	WGNG-AM
10	WSAR-AM	WBRU-FM	WMYS-FM

Teens
M-S, 6am-Midnight
POP(00): 1517

	A/M '78	O/N '78	A/M '79
1	WPJB-FM	WPRO-FM	WPJB-FM
2	WPRO-FM	WPJB-FM	WPRO-FM
3	WPRO-AM	WPRO-AM	WPRO-AM
4	WJAR-AM	WJAR-AM	WAAF-FM
5	WVBF-FM	WVBF-FM	WJAR-AM
6	WHIM-AF	WGNG-AM	WBRU-FM
7	WLKW-AF	WBRU-FM	WMYS-FM
8	WEAN-AM	WROR-FM	WGNG-AM
9	WGNG-AM	WLKW-AF	WLKW-AF
10	WSAR-AM	WBOS-FM	WHJY-FM

M-F, 6-10am

1	WPJB-FM	WPRO-FM	WPJB-FM
2	WPRO-FM	WPJB-FM	WPRO-FM
3	WPRO-AM	WPRO-AM	WPRO-AM
4	WJAR-AM	WEAN-AM	WAAF-FM
5	WVBF-FM	WROR-FM	WMYS-FM
6	WBRU-FM	WJAR-AM	WLKW-AF
7	WMYS-FM	WWON-AM	WNBH-AM
8	WNBH-AM	WERI-AF	WRLM-FM
9	WEAN-AM	WARA-AM	WGNG-AM
10	WLKW-AF	WALE-AM	WEAN-AM

M-F, 3-7pm

1	WPJB-FM	WPJB-FM	WPJB-FM
2	WPRO-FM	WPRO-FM	WPRO-FM
3	WPRO-AM	WPRO-AM	WPRO-AM
4	WJAR-AM	WJAR-AM	WAAF-FM
5	WVBF-FM	WGNG-AM	WMYS-FM
6	WGNG-AM	WBRU-FM	WBRU-FM
7	WSAR-AM	WBOS-FM	WJAR-AM
8	WBRU-FM	WVBF-FM	WRLM-FM
9	WHIM-AF	WMYS-FM	WGNG-AM
10	WLKW-AF	WROR-FM	WLKW-AF

Adults 18-34
M-S, 6am-Midnight
POP(00): 3773

	A/M '78	O/N '78	A/M '79
1	WPRO-AM	WPRO-AM	WPRO-AM
2	WPRO-FM	WPRO-FM	WPRO-FM
3	WJAR-AM	WPJB-FM	WPJB-FM
4	WPJB-FM	WBRU-FM	WJAR-AM
5	WBRU-FM	WGNG-AM	WBRU-FM
6	WGNG-AM	WJAR-AM	WGNG-AM
7	WLKW-AF	WROR-FM	WMYS-FM
8	WROR-FM	WLKW-AF	WLKW-AF
9	WMYS-FM	WMYS-FM	WAAF-FM
10	WSAR-AM	WHIM-AF	WHJY-FM

(Please turn to page 187)

Pueblo

METRO RANK **168**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1036

	A/M '77		A/M '78		A/M '79	
1	KDZA-AM	22.7	KDZA-AM	24.2	KDZA-AM(R)	18.2
2	KPUB-AF	11.7	KIDN-AM	12.1	KIDN-AM(C)	13.5
3	KIDN-AM	11.0	KCSJ-AM	9.4	KCSJ-AM(PA)	10.0
4	KCSJ-AM	11.0	KPUB-AF	8.7	KILO-FM(A)	8.2
5	KAPI-AM	7.8	KAPI-AM	8.1	KAPI-AM(S)	7.6
6	KDJQ-FM	7.1	KRDO-FM	6.7	KRDO-FM(BM)	7.1
7	KRDO-FM	6.5	KZLO-FM	5.4	KPLV-FM(A)	4.7
8	KZLO-FM	4.5	KSPZ-FM	4.0	KCCY-FM(C)	4.7
9	KIIQ-AF	3.2	KIIQ-AF	3.4	KSPZ-FM(R)	3.5
10	KVMN-FM	2.6	KKFM-FM	3.4	KFEL-AM(RL)	3.5
11	KFEL-AM	2.6	KCSJ-FM	2.0	KYNR-FM(BM)	2.9
12	KKFM-FM	1.9	KPLV-FM	2.0	KKFM-FM(R)	2.4
13	KOA -AM	0.6	KOA -AM	1.3	KPUB-AM(C)	2.4
14	KRDO-AM	0.6	KILO-FM	1.3	KZLO-FM(PA)	1.8
15	KPIK-FM	0.6	KFEL-AM	0.7	KOA -AM(PA)	1.8
16	KSPZ-FM	0.6			KIIQ-AF(PA)	0.6

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 1036

	A/M '77		A/M '78		A/M '79	
1	KDZA-AM	35	KDZA-AM	36	KDZA-AM	31
2	KPUB-AF	18	KIDN-AM	18	KIDN-AM	23
3	KIDN-AM	17	KCSJ-AM	14	KCSJ-AM	17
4	KCSJ-AM	17	KPUB-AF	13	KILO-FM	14
5	KAPI-AM	12	KAPI-AM	12	KAPI-AM	13
M-F, 6-10am						
1	KDZA-AM		KDZA-AM		KDZA-AM	
2	KCSJ-AM		KCSJ-AM		KIDN-AM	
3	KIDN-AM		KIDN-AM		KCSJ-AM	
4	KPUB-AF		KPUB-AF		KILO-FM	
5	KDJQ-FM		KRDO-FM		KPLV-FM	
M-F, 3-7pm						
1	KDZA-AM		KDZA-AM		KDZA-AM	
2	KIDN-AM		KCSJ-AM		KIDN-AM	
3	KCSJ-AM		KIDN-AM		KILO-FM	
4	KPUB-AF		KPUB-AF		KAPI-AM	
5	KAPI-AM		KAPI-AM		KCCY-FM	

Teens

M-S, 6am-Midnight
POP(00): 156

	A/M '77	A/M '78	A/M '79
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KDJQ-FM	KSPZ-FM	KPLV-FM
3	KIDN-AM	KIDN-AM	KILO-FM
4	KKFM-FM	KAPI-AM	KSPZ-FM
5	KAPI-AM	KRDO-FM	KIDN-AM
M-F, 6-10am			
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KDJQ-FM	KSPZ-FM	KPLV-FM
3	KIIQ-AF	KIDN-AM	KSPZ-FM
4	KAPI-AM	KIIQ-AF	KILO-FM
5	KIDN-AM	KCSJ-FM	KIDN-AM
M-F, 3-7pm			
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KDJQ-FM	KSPZ-FM	KPLV-FM
3	KIDN-AM	KCSJ-FM	KILO-FM
4	KZLO-FM	KIDN-AM	KSPZ-FM
5	KAPI-AM	KCSJ-AM	KIDN-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 348

	A/M '77	A/M '78	A/M '79
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KDJQ-FM	KZLO-FM	KIDN-AM
3	KIDN-AM	KIDN-AM	KILO-FM
4	KPUB-AF	KIIQ-AF	KPLV-FM
5	KZLO-FM	KKFM-FM	KSPZ-FM
M-F, 6-10am			
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KIDN-AM	KIDN-AM	KIDN-AM
3	KDJQ-FM	KKFM-FM	KILO-FM
4	KZLO-FM	KZLO-FM	KPLV-FM
5	KIIQ-AF	KIIQ-AF	KZLO-FM
M-F, 3-7pm			
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KIDN-AM	KAPI-AM	KILO-FM
3	KIIQ-AF	KZLO-FM	KIDN-AM
4	KKFM-FM	KIDN-AM	KCCY-FM
5	KDJQ-FM	KIIQ-AF	KKFM-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 394

	A/M '77	A/M '78	A/M '79
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KIDN-AM	KIDN-AM	KIDN-AM
3	KPUB-AF	KAPI-AM	KCCY-FM
4	KRDO-FM	KRDO-FM	KCSJ-AM
5	KZLO-FM	KPUB-AF	KRDO-FM
M-F, 6-10am			
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KIDN-AM	KIDN-AM	KIDN-AM
3	KPUB-AF	KCSJ-AM	KCSJ-AM
4	KCSJ-AM	KRDO-FM	KCCY-FM
5	KZLO-FM	KPUB-AF	KRDO-FM
M-F, 3-7pm			
1	KIDN-AM	KDZA-AM	KDZA-AM
2	KDZA-AM	KIDN-AM	KIDN-AM
3	KRDO-FM	KAPI-AM	KCCY-FM
4	KAPI-AM	KRDO-FM	KAPI-AM
5	KPUB-AF	KPUB-AF	KRDO-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 1036

	A/M '77		A/M '78		A/M '79	
1	KDZA-AM	442	KDZA-AM	484	KDZA-AM	418
2	KIDN-AM	298	KCSJ-AM	264	KIDN-AM	269
3	KCSJ-AM	236	KIDN-AM	254	KCSJ-AM	235
4	KPUB-AF	206	KZLO-FM	149	KPLV-FM	154
5	KDJQ-FM	194	KPUB-AF	131	KCCY-FM	137
M-F, 6-10am						
1	KDZA-AM		KDZA-AM		KDZA-AM	
2	KCSJ-AM		KCSJ-AM		KIDN-AM	
3	KIDN-AM		KIDN-AM		KCSJ-AM	
4	KDJQ-FM		KAPI-AM		KPLV-FM	
5	KPUB-AF		KPUB-AF		KILO-FM	
M-F, 3-7pm						
1	KDZA-AM		KDZA-AM		KDZA-AM	
2	KIDN-AM		KIDN-AM		KIDN-AM	
3	KCSJ-AM		KCSJ-AM		KCSJ-AM	
4	KDJQ-FM		KAPI-AM		KILO-FM	
5	KPUB-AF		KRDO-FM		KPLV-FM	

Teens

M-S, 6am-Midnight
POP(00): 156

	A/M '77	A/M '78	A/M '79
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KDJQ-FM	KSPZ-FM	KPLV-FM
3	KIDN-AM	KIDN-AM	KILO-FM
4	KZLO-FM	KIIQ-AF	KSPZ-FM
5	KIIQ-AF	KZLO-FM	KIDN-AM
M-F, 6-10am			
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KDJQ-FM	KSPZ-FM	KPLV-FM
3	KIIQ-AF	KIIQ-AF	KILO-FM
4	KSPZ-FM	KIDN-AM	KSPZ-FM
5	KZLO-FM	KAPI-AM	KIDN-AM
M-F, 3-7pm			
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KDJQ-FM	KSPZ-FM	KPLV-FM
3	KIDN-AM	KIDN-AM	KILO-FM
4	KIIQ-AF	KIIQ-AF	KSPZ-FM
5	KZLO-FM	KCSJ-FM	KKFM-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 348

	A/M '77	A/M '78	A/M '79
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KDJQ-FM	KZLO-FM	KIDN-AM
3	KIDN-AM	KIDN-AM	KILO-FM
4	KZLO-FM	KIIQ-AF	KZLO-FM
5	KIIQ-AF	KKFM-FM	KPLV-FM
M-F, 6-10am			
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KDJQ-FM	KZLO-FM	KIDN-AM
3	KIDN-AM	KIDN-AM	KILO-FM
4	KIIQ-AF	KIIQ-AF	KPLV-FM
5	KZLO-FM	KSPZ-FM	KZLO-FM
M-F, 3-7pm			
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KIDN-AM	KIDN-AM	KILO-FM
3	KDJQ-FM	KIIQ-AF	KIDN-AM
4	KIIQ-AF	KAPI-AM	KCCY-FM
5	KZLO-FM	KKFM-FM	KPLV-FM

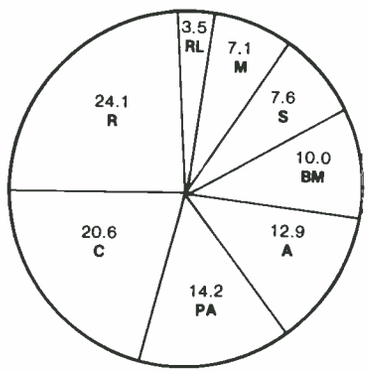
Adults 25-49

M-S, 6am-Midnight
POP(00): 394

	A/M '77	A/M '78	A/M '79
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KIDN-AM	KIDN-AM	KIDN-AM
3	KPUB-AF	KCSJ-AM	KCSJ-AM
4	KRDO-FM	KPUB-AF	KCCY-FM
5	KCSJ-AM	KZLO-FM	KZLO-FM
M-F, 6-10am			
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KIDN-AM	KIDN-AM	KIDN-AM
3	KPUB-AF	KCSJ-AM	KCSJ-AM
4	KCSJ-AM	KRDO-FM	KCCY-FM
5	KZLO-FM	KZLO-FM	KRDO-FM
M-F, 3-7pm			
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KIDN-AM	KIDN-AM	KIDN-AM
3	KPUB-AF	KAPI-AM	KCSJ-AM
4	KCSJ-AM	KIIQ-AF	KCCY-FM
5	KRDO-FM	KCSJ-AM	KRDO-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Raleigh-Durham

METRO RANK 69

A/M '79 Market Overview

In this metro, Raleigh is in one county, Durham is in another. As luck would have it, more usable diaries came back this sweep (vs. O/N'78) from the Durham area, so some stations there may have had their estimates affected by this return.

The two P/A leaders in the metro, Raleigh stations **WPTF** and **WRAL,** are 1-2 in the 12+ standings. WPTF was down almost three shares, while WRAL was up almost four share points. WRAL skews younger, topping the 18-34 and 25-49 demos for adults, while WPTF is number one among adults 35-64. WRAL is number one in midday and PM drive, while WPTF is the top station in the market in the morning. Both stations used outside media to promote during the A/M'79 sweep.

In the Top 40 battle in the metro, **WDCG** is closing the gap on leader **WKIX.** WDCG is based in Durham (where more diaries came back this time than last sweep) and is an automated, virtually all-music station with a very light commercial load. WDCG's outside advertising — billboards, cab tops, and cash call contest — was aimed at Durham. WKIX, on the other hand, used boards, some TV, and its long-running bumper sticker campaign. The WKIX signal, which at night doesn't reach the Durham area well, may have caused some problems for the station. WDCG just nosed out WKIX in terms of popularity among adults 18-34, but WDCG was much preferred among men 18-34. In this survey, WDCG became the top teens station.

WYYD, the Beautiful Music pacesetter in the Raleigh area, suffered a decline in this report. WYYD was hurt most by smaller men shares, especially in midday and PM drive. WYYD was still third among adults 25-49, strongest in PM drive and the evenings.

AOR station **WQDR** wound up with its lowest share in two years, but with some worthwhile strength still among the young adult demos. WQDR is number two in adults, men, and women 18-34, even though men shares declined for the station (most noticeably in PM drive and the evening). "Superstars" station used TV and billboards to conduct ad campaign.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 4152

	A/M '78		O/N '78		A/M '79	
1	WPTF-AM	16.4	WPTF-AM	18.4	WPTF-AM(PA)	15.1
2	WRAL-FM	14.8	WYYD-FM	10.7	WRAL-FM(PA)	13.9
3	WDNC-AF	10.0	WRAL-FM	9.9	WKIX-AM(R)	8.8
4	WKIX-AM	9.1	WKIX-AM	9.8	WYYD-FM(BM)	8.6
5	WQDR-FM	9.1	WQDR-FM	9.8	WQDR-FM(A)	8.5
6	WYYD-FM	8.3	WLLE-AM	6.9	WDCG-FM(R)	8.1
7	WSRC-AM	7.6	WSRC-AM	6.9	WLLE-AM(B)	7.3
8	WLLE-AM	5.5	WTIK-AM	5.4	WSRC-AM(B)	4.1
9	WETC-AM	3.3	WDCG-FM	4.9	WDUR-AM(B)	3.4
10	WTIK-AM	2.9	WDNC-AM	3.1	WTIK-AM(C)	3.2
11	WCHL-AM	2.8	WYNA-AM	3.0	WDNC-AM(PA)	2.7
12	WYNA-AM	1.7	WCHL-AM	1.7	WYNA-AM(C)	2.5
13	WDBS-FM	1.4	WAKS-AM	1.6	WCHL-AM(PA)	1.9
14	WDUR-AM	0.5	WDBS-FM	0.8	WDBS-FM(A)	1.0
15	WPCM-FM	0.5	WPJL-AM	0.6	WPJL-AM(RL)	1.0

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4152

	A/M '78		O/N '78		A/M '79	
1	WPTF-AM	95	WPTF-AM	117	WPTF-AM	89
2	WRAL-FM	86	WYYD-FM	68	WRAL-FM	82
3	WDNC-AF	58	WRAL-FM	63	WKIX-AM	52
4	WKIX-AM	53	WKIX-AM	62	WYYD-FM	51
5	WQDR-FM	53	WQDR-FM	62	WQDR-FM	50
M-F, 6-10am						
1	WPTF-AM		WPTF-AM		WPTF-AM	
2	WRAL-FM		WRAL-FM		WRAL-FM	
3	WQDR-FM		WKIX-AM		WKIX-AM	
4	WKIX-AM		WYYD-FM		WQDR-FM	
5	WDNC-AF		WQDR-FM		WYYD-FM	
M-F, 3-7pm						
1	WRAL-FM		WPTF-AM		WRAL-FM	
2	WKIX-AM		WKIX-AM		WDCG-FM	
3	WDNC-AF		WQDR-FM		WPTF-AM	
4	WQDR-FM		WRAL-FM		WKIX-AM	
5	WPTF-AM		WYYD-FM		WYYD-FM	
Teens						
M-S, 6am-Midnight						
POP(00): 4152						
	A/M '78		O/N '78		A/M '79	
1	WKIX-AM		WKIX-AM		WDCG-FM	
2	WDNC-AF		WDCG-FM		WKIX-AM	
3	WSRC-AM		WSRC-AM		WLLE-AM	
4	WQDR-FM		WQDR-FM		WQDR-FM	
5	WLLE-AM		WLLE-AM		WRAL-FM	
M-F, 6-10am						
1	WKIX-AM		WKIX-AM		WKIX-AM	
2	WDNC-AF		WSRC-AM		WDCG-FM	
3	WSRC-AM		WDCG-FM		WQDR-FM	
4	WLLE-AM		WQDR-FM		WLLE-AM	
5	WQDR-FM		WLLE-AM		WPTF-AM	
M-F, 3-7pm						
1	WKIX-AM		WKIX-AM		WDCG-FM	
2	WDNC-AF		WDCG-FM		WKIX-AM	
3	WSRC-AM		WQDR-FM		WLLE-AM	
4	WLLE-AM		WRAL-FM		WSRC-AM	
5	WQDR-FM		WDNC-AM		WQDR-FM	
Adults 18-34						
M-S, 6am-Midnight						
POP(00): 1808						
	A/M '78		O/N '78		A/M '79	
1	WRAL-FM		WQDR-FM		WRAL-FM	
2	WQDR-FM		WRAL-FM		WQDR-FM	
3	WKIX-AM		WLLE-AM		WDCG-FM	
4	WDNC-AF		WKIX-AM		WKIX-AM	
5	WSRC-AM		WDCG-FM		WLLE-AM	
M-F, 6-10am						
1	WRAL-FM		WRAL-FM		WRAL-FM	
2	WQDR-FM		WQDR-FM		WQDR-FM	
3	WKIX-AM		WKIX-AM		WKIX-AM	
4	WPTF-AM		WPTF-AM		WDCG-FM	
5	WDNC-AF		WLLE-AM		WDUR-AM	
M-F, 3-7pm						
1	WRAL-FM		WQDR-FM		WRAL-FM	
2	WQDR-FM		WRAL-FM		WDCG-FM	
3	WKIX-AM		WKIX-AM		WQDR-FM	
4	WDNC-AF		WLLE-AM		WKIX-AM	
5	WYYD-FM		WDCG-FM		WYYD-FM	
Adults 25-49						
M-S, 6am-Midnight						
POP(00): 1713						
	A/M '78		O/N '78		A/M '79	
1	WRAL-FM		WPTF-AM		WRAL-FM	
2	WPTF-AM		WRAL-FM		WPTF-AM	
3	WYYD-FM		WYYD-FM		WYYD-FM	
4	WKIX-AM		WKIX-AM		WDCG-FM	
5	WDNC-AF		WTIK-AM		WQDR-FM	
M-F, 6-10am						
1	WPTF-AM		WPTF-AM		WRAL-FM	
2	WRAL-FM		WRAL-FM		WPTF-AM	
3	WKIX-AM		WYYD-FM		WQDR-FM	
4	WYYD-FM		WKIX-AM		WKIX-AM	
5	WQDR-FM		WTIK-AM		WYYD-FM	
M-F, 3-7pm						
1	WRAL-FM		WRAL-FM		WRAL-FM	
2	WYYD-FM		WPTF-AM		WYYD-FM	
3	WKIX-AM		WYYD-FM		WPTF-AM	
4	WDNC-AF		WKIX-AM		WDCG-FM	
5	WPTF-AM		WYNA-AM		WYNA-AM	

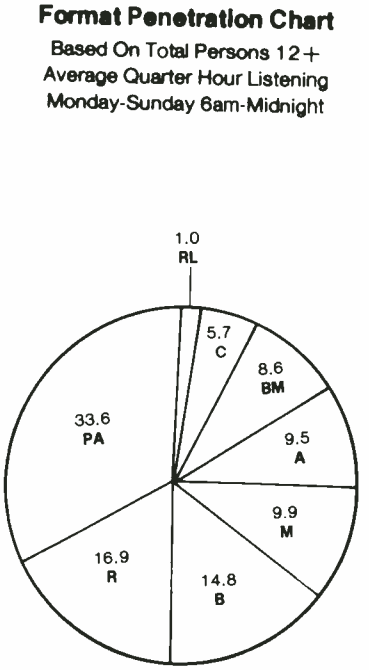
Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4152

	A/M '78		O/N '78		A/M '79	
1	WPTF-AM	1256	WPTF-AM	1466	WPTF-AM	1275
2	WRAL-FM	1123	WKIX-AM	1225	WRAL-FM	1119
3	WKIX-AM	1098	WRAL-FM	990	WKIX-AM	1063
4	WDNC-AF	1058	WYYD-FM	888	WYYD-FM	922
5	WQDR-FM	719	WQDR-FM	875	WQDR-FM	806
M-F, 6-10am						
1	WPTF-AM		WPTF-AM		WPTF-AM	
2	WKIX-AM		WKIX-AM		WRAL-FM	
3	WDNC-AF		WRAL-FM		WKIX-AM	
4	WRAL-FM		WQDR-FM		WQDR-FM	
5	WQDR-FM		WYYD-FM		WDCG-FM	
M-F, 3-7pm						
1	WKIX-AM		WPTF-AM		WRAL-FM	
2	WPTF-AM		WKIX-AM		WPTF-AM	
3	WRAL-FM		WQDR-FM		WKIX-AM	
4	WDNC-AF		WRAL-FM		WDCG-FM	
5	WQDR-FM		WYYD-FM		WYYD-FM	
Teens						
M-S, 6am-Midnight						
POP(00): 475						
	A/M '78		O/N '78		A/M '79	
1	WKIX-AM		WKIX-AM		WDCG-FM	
2	WDNC-AF		WDCG-FM		WKIX-AM	
3	WRAL-FM		WQDR-FM		WRAL-FM	
4	WQDR-FM		WRAL-FM		WLLE-AM	
5	WSRC-AM		WPTF-AM		WQDR-FM	
M-F, 6-10am						
1	WKIX-AM		WKIX-AM		WKIX-AM	
2	WDNC-AF		WDCG-FM		WDCG-FM	
3	WSRC-AM		WSRC-AM		WQDR-FM	
4	WLLE-AM		WQDR-FM		WLLE-AM	
5	WRAL-FM		WPTF-AM		WDNC-AM	
M-F, 3-7pm						
1	WKIX-AM		WKIX-AM		WDCG-FM	
2	WDNC-AF		WDCG-FM		WKIX-AM	
3	WQDR-FM		WQDR-FM		WLLE-AM	
4	WSRC-AM		WRAL-FM		WRAL-FM	
5	WLLE-AM		WDNC-AM		WQDR-FM	
Adults 18-34						
M-S, 6am-Midnight						
POP(00): 1808						
	A/M '78		O/N '78		A/M '79	
1	WRAL-FM		WKIX-AM		WRAL-FM	
2	WKIX-AM		WRAL-FM		WQDR-FM	
3	WQDR-FM		WQDR-FM		WKIX-AM	
4	WDNC-AF		WPTF-AM		WDCG-FM	
5	WPTF-AM		WDNC-AM		WYYD-FM	
M-F, 6-10am						
1	WQDR-FM		WRAL-FM		WRAL-FM	
2	WRAL-FM		WQDR-FM		WQDR-FM	
3	WKIX-AM		WKIX-AM		WKIX-AM	
4	WDNC-AF		WPTF-AM		WDCG-FM	
5	WPTF-AM		WLLE-AM		WPTF-AM	
M-F, 3-7pm						
1	WRAL-FM		WKIX-AM		WRAL-FM	
2	WQDR-FM		WQDR-FM		WQDR-FM	
3	WKIX-AM		WRAL-FM		WDCG-FM	
4	WDNC-AF		WDCG-FM		WKIX-AM	
5	WCHL-AM		WDNC-AM		WYYD-FM	
Adults 25-49						
M-S, 6am-Midnight						
POP(00): 1713						
	A/M '78		O/N '78		A/M '79	
1	WRAL-FM		WPTF-AM		WRAL-FM	
2	WKIX-AM		WYYD-FM		WPTF-AM	
3	WPTF-AM		WKIX-AM		WYYD-FM	
4	WYYD-FM		WRAL-FM		WKIX-AM	
5	WDNC-AF		WQDR-FM		WQDR-FM	
M-F, 6-10am						
1	WPTF-AM		WPTF-AM		WPTF-AM	
2	WKIX-AM		WRAL-FM		WRAL-FM	
3	WRAL-FM		WYYD-FM		WKIX-AM	
4	WDNC-AF		WKIX-AM		WQDR-FM	
5	WYYD-FM		WQDR-FM		WYYD-FM	
M-F, 3-7pm						
1	WRAL-FM		WPTF-AM		WRAL-FM	
2	WKIX-AM		WRAL-FM		WPTF-AM	
3	WPTF-AM		WYYD-FM		WYYD-FM	
4	WDNC-AF		WKIX-AM		WKIX-AM	
5	WYYD-FM		WDNC-AM		WDCG-FM	

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Reading

METRO RANK **106**

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 2619

	A/M '77		A/M '78		A/M '79	
1	WEEU-AM	16.7	WEEU-AM	16.3	WEEU-AM(PA)	15.5
2	WRAW-AM	11.5	WHUM-AM	13.4	WHUM-AM(C)	14.2
3	WHUM-AM	10.1	WRAW-AM	10.8	WRFY-FM(PA)	7.1
4	WRFY-FM	7.7	WIFI-FM	7.3	WRAW-AM(R)	5.2
5	WIFI-FM	5.6	WRFY-FM	7.0	WDVR-FM(BM)	4.0
6	WFIL-AM	5.4	WFIL-AM	5.9	WXKW-FM(C)	1.5
7	KYW -AM	5.2	WYSP-FM	4.4	WIOV-FM(C)	1.5
8	WIOV-FM	5.2	KYW -AM	3.7	WPAZ-AM(PA)	1.3
9	WYSP-FM	4.9	WBYO-FM	2.6	WBYO-FM(RL)	1.0
10	WWSH-FM	3.3	WXKW-FM	2.4	WHP -FM(BM)	1.0
11	WUSL-FM	2.3	WWSH-FM	2.2	WJBR-FM(BM)	1.0
12	WBYO-FM	2.1	WIOV-FM	2.0	WAEB-AM(R)	1.0
13	WAEB-AM	1.9	WIP -AM	2.0	WVLV-AM(C)	0.8
14	WDVR-FM	1.9	WAEB-AM	1.8	WFMZ-FM(BM)	0.6
15	WJBR-FM	1.2	WLEV-FM	1.8	WUFM-FM(R)	0.6
16	WMMR-FM	0.7	WUFM-FM	1.1	WDAC-FM(RL)	0.4
17	WDAC-FM	0.7	WUSL-FM	1.1	WLEV-FM(R)	0.4
18	WIP -AM	0.7	WSNI-FM	0.9		
19	WIOQ-FM	0.7	WMMR-FM	0.7		
20	WQQQ-FM	0.7	WPAZ-AM	0.7		
21	WPAZ-AM	0.5	WFLN-FM	0.7		
22	WSAN-AM	0.5	WIOQ-FM	0.7		
23			WDVR-FM	0.7		
24			WCAU-FM	0.4		

Total 12+
M-S, 6am-Midnight
POP(00): 2619

	A/M '77		A/M '78		A/M '79	
1	WEEU-AM	71	WEEU-AM	74	WEEU-AM	74
2	WRAW-AM	49	WHUM-AM	61	WHUM-AM	68
3	WHUM-AM	43	WRAW-AM	49	WRFY-FM	34
4	WRFY-FM	33	WIFI-FM	33	WRAW-AM	29
5	WIFI-FM	24	WRFY-FM	32	WDVR-FM	19

M-F, 6-10am

1	WEEU-AM	WEEU-AM	WEEU-AM
2	WHUM-AM	WHUM-AM	WHUM-AM
3	WRAW-AM	WRAW-AM	WRFY-FM
4	WRFY-FM	WFIL-AM	WRAW-AM
5	KYW -AM	WIFI-FM	WXKW-FM

M-F, 3-7pm

1	WEEU-AM	WHUM-AM	WHUM-AM
2	WRAW-AM	WEEU-AM	WEEU-AM
3	WIFI-FM	WRAW-AM	WRFY-FM
4	WHUM-AM	WRFY-FM	WRAW-AM
5	WFIL-AM	WIFI-FM	WDVR-FM

Teens
M-S, 6am-Midnight
POP(00): 309

	A/M '77	A/M '78	A/M '79
1	WRAW-AM	WIFI-FM	WRAW-AM
2	WIFI-FM	WRAW-AM	WAEB-AM
3	WFIL-AM	WYSP-FM	WHUM-AM
4	WYSP-FM	WEEU-AM	WFMZ-FM
5	WEEU-AM	WFIL-AM	WLEV-FM

M-F, 6-10am

1	WRAW-AM	WIFI-FM	WRAW-AM
2	WIFI-FM	WRAW-AM	WAEB-AM
3	WEEU-AM	WEEU-AM	WXKW-FM
4	WFIL-AM	WYSP-FM	WHUM-AM
5	WYSP-FM	WHUM-AM	WLEV-FM

M-F, 3-7pm

1	WIFI-FM	WIFI-FM	WRAW-AM
2	WRAW-AM	WRAW-AM	WFMZ-FM
3	WFIL-AM	WYSP-FM	WHUM-AM
4	WYSP-FM	WEEU-AM	WAEB-AM
5	WEEU-AM	WFIL-AM	WRFY-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 787

	A/M '77	A/M '78	A/M '79
1	WRAW-AM	WRAW-AM	WHUM-AM
2	WIFI-FM	WIFI-FM	WRFY-FM
3	WFIL-AM	WFIL-AM	WRAW-AM
4	WYSP-FM	WYSP-FM	WEEU-AM
5	WEEU-AM	WEEU-AM	WAEB-AM

M-F, 6-10am

1	WEEU-AM	WRAW-AM	WHUM-AM
2	WRAW-AM	WFIL-AM	WRFY-FM
3	WIFI-FM	WYSP-FM	WRAW-AM
4	WFIL-AM	WIFI-FM	WAEB-AM
5	WYSP-FM	WHUM-AM	WEEU-AM

M-F, 3-7pm

1	WRAW-AM	WRAW-AM	WRAW-AM
2	WIFI-FM	WFIL-AM	WRFY-FM
3	WFIL-AM	WIFI-FM	WHUM-AM
4	WYSP-FM	WEEU-AM	WEEU-AM
5	WEEU-AM	WYSP-FM	WDVR-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 974

	A/M '77	A/M '78	A/M '79
1	WEEU-AM	WHUM-AM	WHUM-AM
2	WRAW-AM	WRAW-AM	WEEU-AM
3	WRFY-FM	WEEU-AM	WRFY-FM
4	WIOV-FM	WFIL-AM	WRAW-AM
5	WHUM-AM	WRFY-FM	WDVR-FM

M-F, 6-10am

1	WEEU-AM	WHUM-AM	WHUM-AM
2	WRAW-AM	WEEU-AM	WEEU-AM
3	WRFY-FM	WRAW-AM	WRAW-AM
4	WHUM-AM	WFIL-AM	WRFY-FM
5	WIOV-FM	WRFY-FM	WDVR-FM

M-F, 3-7pm

1	WRAW-AM	WRAW-AM	WHUM-AM
2	WEEU-AM	WHUM-AM	WEEU-AM
3	WIOV-FM	WEEU-AM	WRAW-AM
4	WFIL-AM	WFIL-AM	WRFY-FM
5	WIFI-FM	WRFY-FM	WDVR-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2619

	A/M '77		A/M '78		A/M '79	
1	WEEU-AM	991	WEEU-AM	956	WEEU-AM	889
2	WRAW-AM	764	WRAW-AM	752	WHUM-AM	692
3	WFIL-AM	616	WHUM-AM	691	WRAW-AM	521
4	WHUM-AM	487	WFIL-AM	673	WRFY-FM	411
5	KYW -AM	472	WIFI-FM	516	WDVR-FM	257

M-F, 6-10am

1	WEEU-AM	WEEU-AM	WEEU-AM
2	WRAW-AM	WHUM-AM	WHUM-AM
3	WHUM-AM	WRAW-AM	WRAW-AM
4	WFIL-AM	WFIL-AM	WRFY-FM
5	KYW -AM	WIFI-FM	WXKW-FM

M-F, 3-7pm

1	WRAW-AM	WRAW-AM	WEEU-AM
2	WEEU-AM	WHUM-AM	WHUM-AM
3	WFIL-AM	WEEU-AM	WRAW-AM
4	WIFI-FM	WFIL-AM	WRFY-FM
5	WHUM-AM	WIFI-FM	WDVR-FM

Teens
M-S, 6am-Midnight
POP(00): 309

	A/M '77	A/M '78	A/M '79
1	WRAW-AM	WIFI-FM	WRAW-AM
2	WIFI-FM	WRAW-AM	WHUM-AM
3	WFIL-AM	WFIL-AM	WXKW-FM
4	WEEU-AM	WYSP-FM	WAEB-AM
5	WYSP-FM	WHUM-AM	WEEU-AM

M-F, 6-10am

1	WRAW-AM	WIFI-FM	WRAW-AM
2	WIFI-FM	WRAW-AM	WAEB-AM
3	WFIL-AM	WEEU-AM	WHUM-AM
4	WEEU-AM	WYSP-FM	WXKW-FM
5	WYSP-FM	WFIL-AM	WLEV-FM

M-F, 3-7pm

1	WIFI-FM	WIFI-FM	WRAW-AM
2	WRAW-AM	WRAW-AM	WHUM-AM
3	WFIL-AM	WYSP-FM	WEEU-AM
4	WYSP-FM	WFIL-AM	WAEB-AM
5	WEEU-AM	WHUM-AM	WXKW-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 787

	A/M '77	A/M '78	A/M '79
1	WFIL-AM	WFIL-AM	WRAW-AM
2	WRAW-AM	WRAW-AM	WEEU-AM
3	WEEU-AM	WIFI-FM	WHUM-AM
4	WIFI-FM	WEEU-AM	WRFY-FM
5	WYSP-FM	WYSP-FM	WAEB-AM

M-F, 6-10am

1	WRAW-AM	WRAW-AM	WRAW-AM
2	WFIL-AM	WFIL-AM	WHUM-AM
3	WEEU-AM	WIFI-FM	WRFY-FM
4	WIFI-FM	WHUM-AM	WEEU-AM
5	WYSP-FM	WYSP-FM	WDVR-FM

M-F, 3-7pm

1	WRAW-AM	WRAW-AM	WRAW-AM
2	WFIL-AM	WFIL-AM	WRFY-FM
3	WIFI-FM	WIFI-FM	WHUM-AM
4	WEEU-AM	WYSP-FM	WEEU-AM
5	WYSP-FM	WEEU-AM	WDVR-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 974

	A/M '77	A/M '78	A/M '79
1	WEEU-AM	WRAW-AM	WHUM-AM
2	WRAW-AM	WEEU-AM	WEEU-AM
3	WFIL-AM	WFIL-AM	WRAW-AM
4	WRFY-FM	WHUM-AM	WRFY-FM
5	KYW -AM	WIFI-FM	WDVR-FM

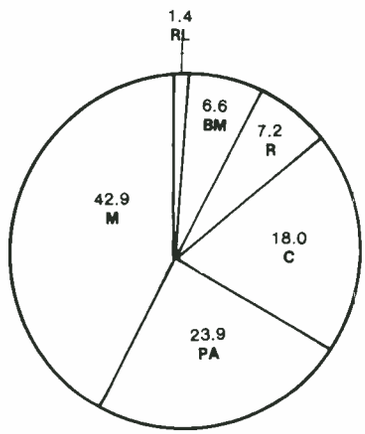
M-F, 6-10am

1	WEEU-AM	WHUM-AM	WHUM-AM
2	WRAW-AM	WEEU-AM	WEEU-AM
3	WFIL-AM	WRAW-AM	WRFY-FM
4	WHUM-AM	WFIL-AM	WRAW-AM
5	KYW -AM	WIFI-FM	WXKW-FM

M-F, 3-7pm

1	WRAW-AM	WRAW-AM	WHUM-AM
2	WEEU-AM	WHUM-AM	WEEU-AM
3	WFIL-AM	WFIL-AM	WRFY-FM
4	WHUM-AM	WEEU-AM	WRAW-AM
5	WRFY-FM	WRFY-FM	WDVR-FM

Format Penetration Chart
Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



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

Reno

METRO RANK **153**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1351

	A/M '77		A/M '78		A/M '79	
1	KCBN-AM	17.1	KCBN-AM	14.2	KSRN-FM(PA)	16.7
2	KOLO-AM	14.5	KSRN-FM	13.7	KOZZ-FM(A)	10.5
3	KOH -AM	10.4	KOLO-AM	13.2	KONE-AM(C)	9.5
4	KKBC-FM	9.3	KRNO-FM	13.2	KOH -AM(PA)	9.0
5	KCRL-AM	7.8	KOH -AM	9.4	KCBN-AM(R)	8.6
6	KRNO-FM	7.8	KKBC-FM	9.0	KOLO-AM(PA)	8.6
7	KGLR-FM	7.3	KONE-AM	7.5	KKBC-FM(PA)	7.6
8	KSRN-FM	5.2	KGLR-FM	6.1	KRNO-FM(PA)	6.2
9	KONE-AM	3.6	KBET-AM	4.2	KBET-AM(C)	5.2
10	KBET-AM	3.6	KCRL-AM	3.3	KNEV-FM(BM)	2.4
11	KNEV-FM	1.0	KWRL-AM	1.4	KCRL-AM(CL)	2.4
12	KSAN-FM	0.5	KNEV-FM	0.9	KWRL-AM(O)	0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1351

	A/M '77		A/M '78		A/M '79	
1	KCBN-AM	33	KCBN-AM	30	KSRN-FM	35
2	KOLO-AM	28	KSRN-FM	29	KOZZ-FM	22
3	KOH -AM	20	KOLO-AM	28	KONE-AM	20
4	KKBC-FM	18	KRNO-FM	28	KOH -AM	19
5	KCRL-AM	15	KOH -AM	20	KCBN-AM	18

M-F, 6-10am

1	KOLO-AM	KOLO-AM	KOH -AM
2	KOH -AM	KCBN-AM	KOLO-AM
3	KCBN-AM	KSRN-FM	KSRN-FM
4	KGLR-FM	KOH -AM	KONE-AM
5	KKBC-FM	KRNO-FM	KCBN-AM

M-F, 3-7pm

1	KCBN-AM	KCBN-AM	KSRN-FM
2	KOLO-AM	KRNO-FM	KOZZ-FM
3	KKBC-FM	KSRN-FM	KOLO-AM
4	KCRL-AM	KKBC-FM	KCBN-AM
5	KOH -AM	KOLO-AM	KKBC-FM

Teens
M-S, 6am-Midnight
POP(00): 171

	A/M '77	A/M '78	A/M '79
1	KCBN-AM	KCBN-AM	KCBN-AM
2	KKBC-FM	KKBC-FM	KKBC-FM
3	KOLO-AM	KRNO-FM	KOZZ-FM
4	KGLR-FM	KGLR-FM	KRNO-FM
5	KCRL-AM	KOLO-AM	KONE-AM

M-F, 6-10am

1	KCBN-AM	KCBN-AM	KCBN-AM
2	KKBC-FM	KKBC-FM	KKBC-FM
3	KBET-AM	KOLO-AM	KOZZ-FM
4	KOLO-AM	KRNO-FM	KRNO-FM
5	KGLR-FM	KGLR-FM	KOLO-AM

M-F, 3-7pm

1	KCBN-AM	KCBN-AM	KCBN-AM
2	KKBC-FM	KKBC-FM	KKBC-FM
3	KNEV-FM	KRNO-FM	KOZZ-FM
4	KGLR-FM	KOLO-AM	KRNO-FM
5	KCRL-AM	KGLR-FM	KOLO-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 474

	A/M '77	A/M '78	A/M '79
1	KKBC-FM	KRNO-FM	KOZZ-FM
2	KCBN-AM	KCBN-AM	KOLO-AM
3	KOLO-AM	KKBC-FM	KKBC-FM
4	KGLR-FM	KGLR-FM	KRNO-FM
5	KONE-AM	KOLO-AM	KCBN-AM

M-F, 6-10am

1	KOLO-AM	KCBN-AM	KOLO-AM
2	KCBN-AM	KOLO-AM	KOZZ-FM
3	KGLR-FM	KRNO-FM	KKBC-FM
4	KKBC-FM	KKBC-FM	KRNO-FM
5	KONE-AM	KGLR-FM	KCBN-AM

M-F, 3-7pm

1	KCBN-AM	KRNO-FM	KOZZ-FM
2	KKBC-FM	KCBN-AM	KOLO-AM
3	KGLR-FM	KKBC-FM	KKBC-FM
4	KOLO-AM	KGLR-FM	KCBN-AM
5	KBET-AM	KOLO-AM	KRNO-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 516

	A/M '77	A/M '78	A/M '79
1	KOLO-AM	KOLO-AM	KOLO-AM
2	KCBN-AM	KRNO-FM	KONE-AM
3	KGLR-FM	KSRN-FM	KSRN-FM
4	KRNO-FM	KONE-AM	KOZZ-FM
5	KKBC-FM	KCBN-AM	KBET-AM

M-F, 6-10am

1	KOLO-AM	KOLO-AM	KOLO-AM
2	KCBN-AM	KRNO-FM	KONE-AM
3	KBET-AM	KSRN-FM	KOH -AM
4	KONE-AM	KONE-AM	KBET-AM
5	KRNO-FM	KOH -AM	KOZZ-FM

M-F, 3-7pm

1	KCBN-AM	KRNO-FM	KOZZ-FM
2	KOLO-AM	KOLO-AM	KOLO-AM
3	KBET-AM	KSRN-FM	KSRN-FM
4	KONE-AM	KCBN-AM	KONE-AM
5	KRNO-FM	KONE-AM	KRNO-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1351

	A/M '77		A/M '78		A/M '79	
1	KCBN-AM	419	KCBN-AM	453	KCBN-AM	381
2	KOLO-AM	365	KOLO-AM	439	KOLO-AM	339
3	KOH -AM	289	KRNO-FM	289	KSRN-FM	283
4	KKBC-FM	243	KKBC-FM	250	KKBC-FM	279
5	KCRL-AM	182	KSRN-FM	209	KONE-AM	271

M-F, 6-10am

1	KCBN-AM	KOLO-AM	KOH -AM
2	KOLO-AM	KCBN-AM	KOLO-AM
3	KOH -AM	KRNO-FM	KCBN-AM
4	KKBC-FM	KOH -AM	KONE-AM
5	KCRL-AM	KKBC-FM	KOZZ-FM

M-F, 3-7pm

1	KCBN-AM	KCBN-AM	KCBN-AM
2	KOLO-AM	KOLO-AM	KOLO-AM
3	KOH -AM	KRNO-FM	KOZZ-FM
4	KKBC-FM	KKBC-FM	KSRN-FM
5	KGLR-FM	KONE-AM	KKBC-FM

Teens
M-S, 6am-Midnight
POP(00): 171

	A/M '77	A/M '78	A/M '79
1	KCBN-AM	KCBN-AM	KCBN-AM
2	KKBC-FM	KKBC-FM	KKBC-FM
3	KOLO-AM	KOLO-AM	KOZZ-FM
4	KGLR-FM	KGLR-FM	KOLO-AM
5	KBET-AM	KGLR-FM	KRNO-FM

M-F, 6-10am

1	KCBN-AM	KCBN-AM	KCBN-AM
2	KKBC-FM	KKBC-FM	KKBC-FM
3	KBET-AM	KOLO-AM	KOZZ-FM
4	KOLO-AM	KRNO-FM	KRNO-FM
5	KGLR-FM	KGLR-FM	KOLO-AM

M-F, 3-7pm

1	KCBN-AM	KCBN-AM	KCBN-AM
2	KKBC-FM	KKBC-FM	KKBC-FM
3	KBET-AM	KRNO-FM	KOZZ-FM
4	KOLO-AM	KOLO-AM	KRNO-FM
5	KGLR-FM	KGLR-FM	KOLO-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 474

	A/M '77	A/M '78	A/M '79
1	KCBN-AM	KCBN-AM	KCBN-AM
2	KOLO-AM	KOLO-AM	KOZZ-FM
3	KKBC-FM	KRNO-FM	KOLO-AM
4	KGLR-FM	KKBC-FM	KKBC-FM
5	KBET-AM	KGLR-FM	KRNO-FM

M-F, 6-10am

1	KCBN-AM	KOLO-AM	KOLO-AM
2	KOLO-AM	KRNO-FM	KONE-AM
3	KBET-AM	KCBN-AM	KCBN-AM
4	KKBC-FM	KONE-AM	KBET-AM
5	KONE-AM	KKBC-FM	KSRN-FM

M-F, 3-7pm

1	KOLO-AM	KOLO-AM	KOLO-AM
2	KCBN-AM	KRNO-FM	KONE-AM
3	KOH -AM	KONE-AM	KBET-AM
4	KKBC-FM	KCBN-AM	KCBN-AM
5	KBET-AM	KOH -AM	KRNO-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 516

	A/M '77	A/M '78	A/M '79
1	KOLO-AM	KOLO-AM	KOLO-AM
2	KCBN-AM	KRNO-FM	KONE-AM
3	KBET-AM	KCBN-AM	KCBN-AM
4	KKBC-FM	KONE-AM	KBET-AM
5	KONE-AM	KKBC-FM	KSRN-FM

M-F, 6-10am

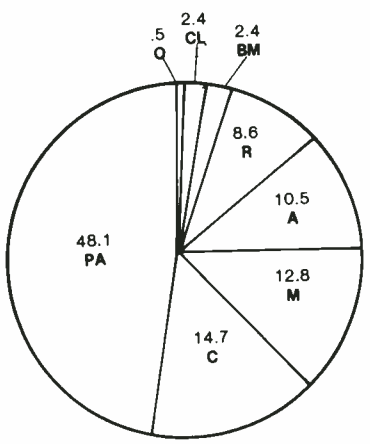
1	KOLO-AM	KOLO-AM	KOLO-AM
2	KCBN-AM	KRNO-FM	KONE-AM
3	KOH -AM	KONE-AM	KBET-AM
4	KKBC-FM	KCBN-AM	KCBN-AM
5	KBET-AM	KOH -AM	KRNO-FM

M-F, 3-7pm

1	KCBN-AM	KOLO-AM	KOLO-AM
2	KOLO-AM	KRNO-FM	KONE-AM
3	KBET-AM	KONE-AM	KCBN-AM
4	KKBC-FM	KCBN-AM	KRNO-FM
5	KONE-AM	KKBC-FM	KOZZ-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Richland-Kennewick-Pasco

METRO RANK **170**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 971

	A/M '79		
1	KONA-AM	(PA)	23.1
2	KALE-AM	(R)	13.4
3	KONA-FM	(BM)	12.7
4	KOTY-AM	(C)	11.2
5	KXDD-FM	(R)	11.2
6	KORD-AF	(PA)	8.2
7	KIOK-FM	(A)	6.7
8	KSXT-FM	(PA)	3.0
9	KDD -AM	(N)	0.7
10	KFQ -FM	(BM)	0.7
11	KARY-AM	(C)	0.7

Average Persons Rankings

otal 12+
-S, 6am-Midnight
OP(00): 971

	A/M '79	
1	KONA AM	31
2	KALE-AM	16
3	KONA-FM	17
4	KOTY-AM	15
5	KXDD-FM	15

M-F, 6-10am

1	KONA AM
2	KALE-AM
3	KORD-AF
4	KOTY-AM
5	KONA-FM

M-F, 3-7pm

1	KONA-AM
2	KALE-AM
3	KOTY-AM
4	KXDD-FM
5	KONA-FM

Teens
M-S, 6am-Midnight
POP(00): 161

	A/M '79
1	KXDD-FM
2	KALE-AM
3	KONA-AM
4	KSXT-FM
5	KONA-FM

M-F, 6-10am

1	KXDD-FM
2	KALE-AM
3	KONA-AM
4	KSXT-FM
5	KONA-FM

M-F, 3-7pm

1	KXDD-FM
2	KALE-AM
3	KONA-FM
4	KOTY-AM
5	KFQ -FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 321

	A/M '79
1	KALE-AM
2	KORD-AF
3	KIOK-FM
4	KXDD-FM
5	KOTY-AM

M-F, 6-10am

1	KORD-AF
2	KALE-AM
3	KIOK-FM
4	KXDD-FM
5	KONA-AM

M-F, 3-7pm

1	KORD-AF
2	KIOK-FM
3	KALE-AM
4	KOTY-AM
5	KXDD-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 413

	A/M '79
1	KONA AM
2	KONA-FM
3	KOTY-AM
4	KORD-AF
5	KALE-AM

M-F, 6-10am

1	KONA-AM
2	KORD-AF
3	KOTY-AM
4	KALE-AM
5	KONA-FM

M-F, 3-7pm

1	KONA-AM
2	KORD-AF
3	KOTY-AM
4	KONA-FM
5	KALE-AM

Cume Persons Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 971

	A/M '79	
1	KONA-AM	380
2	KALE-AM	297
3	KORD-AF	210
4	KXDD-FM	208
5	KOTY-AM	177

M-F, 6-10am

1	KONA-AM
2	KALE-AM
3	KORD-AF
4	KXDD-FM
5	KOTY-AM

M-F, 3-7pm

1	KONA-AM
2	KALF-AM
3	KXDD-FM
4	KOTY-AM
5	KORD-AF

Teens
M-S, 6am-Midnight
POP(00): 161

	A/M '79
1	KXDD-FM
2	KALE-AM
3	KONA-AM
4	KORD-AF
5	KSXT-FM

M-F, 6-10am

1	KXDD-FM
2	KALE-AM
3	KONA-AM
4	KORD-AF
5	KSXT-FM

M-F, 3-7pm

1	KXDD-FM
2	KALE-AM
3	KSXT-FM
4	KONA-AM
5	KONA-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 321

	A/M '79
1	KALE-AM
2	KORD-AF
3	KONA-AM
4	KXDD-FM
5	KIOK-FM

M-F, 6-10am

1	KORD-AF
2	KALE-AM
3	KXDD-FM
4	KONA-AM
5	KIOK-FM

M-F, 3-7pm

1	KALE-AM
2	KORD-AF
3	KOTY-AM
4	KXDD-FM
5	KONA-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 413

	A/M '79
1	KONA-AM
2	KORD-AF
3	KOTY-AM
4	KALE-AM
5	KONA-FM

M-F, 6-10am

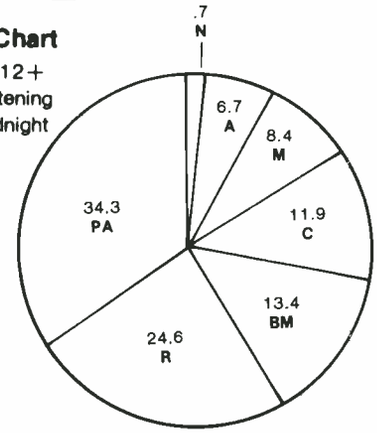
1	KONA-AM
2	KORD-AF
3	KOTY-AM
4	KALE-AM
5	KONA-FM

M-F, 3-7pm

1	KONA-AM
2	KOTY-AM
3	KORD-AF
4	KALE-AM
5	KONA-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Providence-Warwick-Pawtucket *Continued from page 182*

F, 6-10am

	WPRO-AM	WPRO-AM
	WPRO-FM	WPRO-FM
	WPJB-FM	WPJB-FM
	WJAR-AM	WJAR-AM
	WBRU-FM	WBRU-FM
	WGNG-AM	WGNG-AM
	WLKW-AF	WBRU-FM
	WMYS-FM	WMYS-FM
	WROR-FM	WEAN-AM
	WSAR-AM	WROR-FM

F, 3-7pm

	WPRO-AM	WPRO-FM
	WPRO-FM	WPRO-AM
	WPJB-FM	WPJB-FM
	WJAR-AM	WBRU-FM
	WBRU-FM	WGNG-AM
	WGNG-AM	WJAR-AM
	WLKW-AF	WMYS-FM
	WROR-FM	WLKW-AF
	WMYS-FM	WAAF-FM
	WSAR-AM	WHIM-AF

Adults 25-49
S, 6am-Midnight
OP(00): 4319

	A/N '78	O/N '78	A/M '79
1	WPRO-AM	WPRO-AM	WPRO-AM
2	WLKW-AF	WLKW-AF	WJAR-AM
3	WJAR-AM	WPRO-FM	WPRO-FM
4	WPRO-FM	WJAR-AM	WLKW-AF
5	WHIM-AF	WHIM-AF	WPJB-FM
6	WPJB-FM	WPJB-FM	WHJY-FM
7	WEAN-AM	WEAN-AM	WEAN-AM
8	WSAR-AM	WGNG-AM	WGNG-AM
9	WROR-FM	WROR-FM	WMYS-FM
0	WGNG-AM	WMYS-FM	WHIM-AM

M-F, 6-10am

1	WPRO-AM	WPRO-AM	WPRO-AM
2	WLKW-AF	WLKW-AF	WJAR-AM
3	WHIM-AF	WPRO-FM	WPRO-FM
4	WJAR-AM	WEAN-AM	WLKW-AF
5	WEAN-AM	WPJB-FM	WPJB-FM
6	WPRO-FM	WJAR-AM	WEAN-AM
7	WPJB-FM	WHIM-AF	WHJY-FM
8	WALF-AM	WNBH-AM	WHIM-AM
9	WSAR-AM	WMYS-FM	WGNG-AM
10	WROR-FM	WGNG-AM	WMYS-FM

M-F, 3-7pm

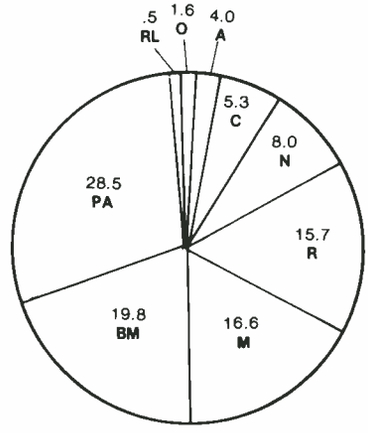
1	WPRO-AM	WPRO-AM	WPRO-AM
2	WLKW-AF	WLKW-AF	WJAR-AM
3	WPRO-FM	WPRO-FM	WPRO-FM
4	WHIM-AF	WJAR-AM	WLKW-AF
5	WJAR-AM	WHIM-AF	WPJB-FM
6	WPJB-FM	WPJB-FM	WHJY-FM
7	WEAN-AM	WEAN-AM	WEAN-AM
8	WGNG-AM	WMYS-FM	WGNG-AM
9	WROR-FM	WROR-FM	WMYS-FM
10	WMYS-FM	WGNG-AM	WBRL-FM

Format Legend

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

Format Penetration Chart

Based On Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Richmond

METRO RANK **58**

A/M '79 Market Overview

Jointly-owned **WRVA** and **WRVQ** dominate the market with their respective formats of P/A and Top 40. WRVA is number one with adults 25-49, while WRVQ is number one with adults 18-34. WRVQ is also number two among the 25-49 group, while WRVA is number three among 18-34 young adults.

Once you get by these dominant properties, there are two Beautiful Music stations ranked three and four in terms of 12+ appeal. **WEZS** increased its share by almost three points, and now ranks third in adults 25-49. This was a flat book for **WTVR-FM**, though, as the station is now fourth in popularity among the 25-49 adults.

AOR station **WRXL** did not have an especially good book overall, but still is in a healthy position with regard to men 18-34. WRXL is number one in this typical AOR demo, beating out WRVQ.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 5160

	A/M '78		O/N '78		A/M '79	
1	WRVA-AF	40.0	WRVA-AM	20.3	WRVA-AM(PA)	18.2
2	WLEE-AM	8.0	WRVQ-FM	16.9	WRVQ-FM(B)	17.8
3	WEZS-FM	8.0	WENZ-AM	8.5	WEZS-FM(BM)	10.6
4	WRXL-FM	6.4	WEZS-FM	7.8	WTVR-FM(BM)	7.4
5	WXGI-AM	6.4	WRXL-FM	7.6	WRXL-FM(A)	6.9
6	WANT-AM	6.3	WLEE-AM	7.4	WENZ-AM(B)	5.9
7	WTVR-AF	5.4	WTVR-FM	7.4	WXGI-AM(C)	5.8
8	WENZ-AM	4.7	WRNL-AM	4.7	WLEE-AM(B)	4.6
9	WRNL-AM	4.4	WXGI-AM	4.4	WRNL-AM(PA)	3.8
10	WEET-AM	3.2	WEET-AM	4.2	WEET-AM(C)	2.8
11	WGOE-AM	2.5	WANT-AM	3.7	WANT-AM(B)	2.7
12	WPVA-AF	1.3	WTVR-AM	1.7	WTVR-AM(BM)	2.3
13	WKIE-AM	1.2	WBCI-FM	0.7	WGOE-AM(A)	1.9
14	WIVE-FM	0.6	WPVA-FM	0.7	WKIE-AM(PA)	1.5
15	WBCI-FM	0.4	WKIE-AM	0.5	WDYL-FM(RL)	1.3
16			WGOE-AM	0.4	WPVA-FM(C)	1.0
17					WBCI-FM(PA)	1.0
18					WIVE-FM(RL)	0.8
19					WGGM-AM(RL)	0.8

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5160

	A/M '78		O/N '78		A/M '79	
1	WRVA-AF	275	WRVA-AM	156	WRVA-AM	142
2	WLEE-AM	55	WRVQ-FM	130	WRVQ-FM	139
3	WEZS-FM	55	WENZ-AM	65	WEZS-FM	83
4	WRXL-FM	44	WEZS-FM	60	WTVR-FM	58
5	WXGI-AM	44	WRXL-FM	58	WRXL-FM	54

M-F, 6-10am

1	WRVA-AF	WRVA-AM	WRVA-AM
2	WLEE-AM	WRVQ-FM	WRVQ-FM
3	WEZS-FM	WLEE-AM	WEZS-FM
4	WXGI-AM	WENZ-AM	WTVR-FM
5	WRXL-FM	WRNL-AM	WRXL-FM

M-F, 3-7pm

1	WRVA-AF	WRVA-AM	WRVQ-FM
2	WEZS-FM	WRVQ-FM	WRVA-AM
3	WLEE-AM	WRXL-FM	WEZS-FM
4	WRXL-FM	WLEE-AM	WENZ-AM
5	WENZ-AM	WEZS-FM	WRXL-FM

Teens
M-S, 6am-Midnight
POP(00): 654

	A/M '78	O/N '78	A/M '79
1	WRVA-AF	WRVQ-FM	WRVQ-FM
2	WENZ-AM	WENZ-AM	WENZ-AM
3	WANT-AM	WRXL-FM	WRXL-FM
4	WRXL-FM	WLEE-AM	WRNL-AM
5	WLEE-AM	WRNL-AM	WLEE-AM

M-F, 6-10am

1	WRVA-AF	WRVQ-FM	WRVQ-FM
2	WANT-AM	WENZ-AM	WENZ-AM
3	WENZ-AM	WLEE-AM	WRXL-FM
4	WLEE-AM	WRNL-AM	WRNL-AM
5	WRNL-AM	WRXL-FM	WRVA-AM

M-F, 3-7pm

1	WRVA-AF	WRVQ-FM	WRVQ-FM
2	WENZ-AM	WENZ-AM	WENZ-AM
3	WRXL-FM	WRXL-FM	WRXL-FM
4	WANT-AM	WLEE-AM	WLEE-AM
5	WLEE-AM	WRNL-AM	WRNL-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1915

	A/M '78	O/N '78	A/M '79
1	WRVA-AF	WRVQ-FM	WRVQ-FM
2	WRXL-FM	WRXL-FM	WRXL-FM
3	WLEE-AM	WLEE-AM	WEZS-FM
4	WGOE-AM	WENZ-AM	WRVA-AM
5	WANT-AM	WRVA-AM	WENZ-AM

M-F, 6-10am

1	WRVA-AF	WRVQ-FM	WRVQ-FM
2	WLEE-AM	WRVA-AM	WRVA-AM
3	WRXL-FM	WLEE-AM	WRXL-FM
4	WEET-AM	WRXL-FM	WEZS-FM
5	WRNL-AM	WENZ-AM	WRNL-AM

M-F, 3-7pm

1	WRVA-AF	WRVQ-FM	WRVQ-FM
2	WRXL-FM	WRXL-FM	WRXL-FM
3	WLEE-AM	WLEE-AM	WEZS-FM
4	WENZ-AM	WENZ-AM	WRNL-AM
5	WANT-AM	WRVA-AM	WRVA-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2137

	A/M '78	O/N '78	A/M '79
1	WRVA-AF	WRVA-AM	WRVA-AM
2	WEZS-FM	WRVQ-FM	WRVQ-FM
3	WLEE-AM	WRXL-FM	WEZS-FM
4	WXGI-AM	WLEE-AM	WXGI-AM
5	WRXL-FM	WTVR-FM	WTVR-FM

M-F, 6-10am

1	WRVA-AF	WRVA-AM	WRVA-AM
2	WLEE-AM	WRVQ-FM	WRVQ-FM
3	WEZS-FM	WLEE-AM	WEZS-FM
4	WXGI-AM	WRXL-FM	WLEE-AM
5	WRXL-FM	WRNL-AM	WTVR-FM

M-F, 3-7pm

1	WRVA-AF	WRVA-AM	WRVA-AM
2	WLEE-AM	WRVQ-FM	WRVQ-FM
3	WEZS-FM	WLEE-AM	WEZS-FM
4	WRXL-FM	WRXL-FM	WLEE-AM
5	WTVR-AF	WEZS-FM	WXGI-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5160

	A/M '78		O/N '78		A/M '79	
1	WRVA-AF	2874	WRVA-AM	2118	WRVA-AM	2025
2	WLEE-AM	1011	WRVQ-FM	1754	WRVQ-FM	1800
3	WEZS-FM	733	WLEE-AM	1324	WEZS-FM	704
4	WRXL-FM	724	WRNL-AM	827	WLEE-AM	898
5	WRNL-AM	682	WEZS-FM	809	WRXL-FM	360

M-F, 6-10am

1	WRVA-AF	WRVA-AM	WRVA-AM
2	WLEE-AM	WRVQ-FM	WRVQ-FM
3	WRXL-FM	WLEE-AM	WRXL-FM
4	WEZS-FM	WENZ-AM	WEZS-FM
5	WRNL-AM	WRNL-AM	WLEE-AM

M-F, 3-7pm

1	WRVA-AF	WRVQ-FM	WRVA-AM
2	WLEE-AM	WRVA-AM	WRVQ-FM
3	WRXL-FM	WLEE-AM	WEZS-FM
4	WTVR-AF	WEZS-FM	WRXL-FM
5	WEZS-FM	WRXL-FM	WRNL-AM

Teens
M-S, 6am-Midnight
POP(00): 654

	A/M '78	O/N '78	A/M '79
1	WRVA-AF	WRVQ-FM	WRVQ-FM
2	WLEE-AM	WLEE-AM	WRXL-FM
3	WRNL-AM	WENZ-AM	WENZ-AM
4	WANT-AM	WRNL-AM	WLEE-AM
5	WRXL-FM	WRXL-FM	WRNL-AM

M-F, 6-10am

1	WRVA-AF	WRVQ-FM	WRVQ-FM
2	WLEE-AM	WENZ-AM	WENZ-AM
3	WANT-AM	WLEE-AM	WRXL-FM
4	WRNL-AM	WRNL-AM	WRNL-AM
5	WENZ-AM	WRXL-FM	WRVA-AM

M-F, 3-7pm

1	WRVA-AF	WRVQ-FM	WRVQ-FM
2	WRNL-AM	WENZ-AM	WENZ-AM
3	WANT-AM	WLEE-AM	WRXL-FM
4	WLEE-AM	WRXL-FM	WRNL-AM
5	WENZ-AM	WRNL-AM	WLEE-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1915

	A/M '78	O/N '78	A/M '79
1	WRVA-AF	WRVQ-FM	WRVQ-FM
2	WRXL-FM	WLEE-AM	WRXL-FM
3	WLEE-AM	WRXL-FM	WRVA-AM
4	WANT-AM	WRVA-AM	WLEE-AM
5	WGOE-AM	WRNL-AM	WRNL-AM

M-F, 6-10am

1	WRVA-AF	WRVQ-FM	WRVQ-FM
2	WLEE-AM	WLEE-AM	WRVA-AM
3	WRXL-FM	WRVA-AM	WRXL-FM
4	WGOE-AM	WRXL-FM	WLEE-AM
5	WENZ-AM	WENZ-AM	WRNL-AM

M-F, 3-7pm

1	WRVA-AF	WRVQ-FM	WRVQ-FM
2	WRXL-FM	WLEE-AM	WRXL-FM
3	WLEE-AM	WRXL-FM	WRVA-AM
4	WENZ-AM	WENZ-AM	WRNL-AM
5	WGOE-AM	WRVA-AM	WENZ-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2137

	A/M '78	O/N '78	A/M '79
1	WRVA-AF	WRVA-AM	WRVA-AM
2	WLEE-AM	WRVQ-FM	WRVQ-FM
3	WEZS-FM	WLEE-AM	WLEE-AM
4	WRNL-AM	WEZS-FM	WEZS-FM
5	WTVR-AF	WRXL-FM	WRXL-FM

M-F, 6-10am

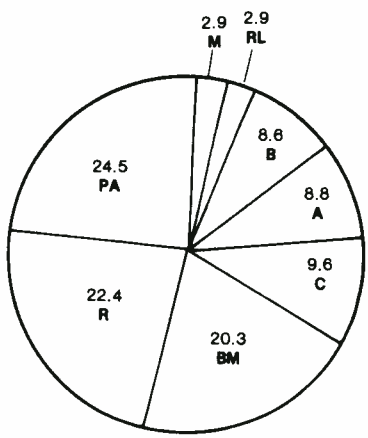
1	WRVA-AF	WRVA-AM	WRVA-AM
2	WLEE-AM	WLEE-AM	WRVQ-FM
3	WEZS-FM	WRVQ-FM	WEZS-FM
4	WRXL-FM	WRXL-FM	WLEE-AM
5	WRNL-AM	WRNL-AM	WTVR-FM

M-F, 3-7pm

1	WRVA-AF	WRVQ-FM	WRVA-AM
2	WLEE-AM	WRVA-AM	WRVQ-FM
3	WEZS-FM	WLEE-AM	WEZS-FM
4	WRNL-AM	WEZS-FM	WLEE-AM
5	WRXL-FM	WTVR-FM	WRNL-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Roanoke

METRO RANK 135

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 1874

	A/M '78		A/M '79	
1	WSLC-AM	20.1	WROV-AM(R)	21.5
2	WROV-AM	19.1	WSLC-AM(C)	14.1
3	WFIR-AM	14.2	WFIR-AM(PA)	13.0
4	WLRG-FM	12.5	WTOY-AM(B)	11.9
5	WSLQ-FM	11.8	WLRG-FM(BM)	11.1
6	WPVR-FM	9.4	WSLQ-FM(R)	10.7
7	WTOY-AM	8.7	WPVR-FM(PA)	10.7
8	WRIS-AM	1.4	WUEZ-AM(BM)	4.1
9	WKBA-AM	0.7	WRIS-AM(RL)	3.7
10	WUEZ AM	0.7	WKBA AM(RL)	1.1
11	WJLM-FM	0.3	WJLM-FM(RL)	0.7

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1874

	A/M '78		A/M '79	
1	WSLC-AM	58	WROV-AM	58
2	WROV-AM	55	WSLC-AM	38
3	WFIR-AM	41	WFIR-AM	35
4	WLRG-FM	36	WTOY-AM	32
5	WSLQ-FM	34	WLRG-FM	30

M-F, 6-10am

1	WSLC-AM	WROV-AM
2	WFIR-AM	WFIR-AM
3	WROV-AM	WSLC-AM
4	WLRG-FM	WLRG-FM
5	WTOY-AM	WPVR-FM

M-F, 3-7pm

1	WSLC-AM	WROV-AM
2	WROV-AM	WTOY-AM
3	WLRG-FM	WSLQ-FM
4	WSLQ-FM	WPVR-FM
5	WFIR-AM	WFIR-AM

Teens
M-S, 6am-Midnight
POP(00): 224

	A/M '78	A/M '79
1	WROV-AM	WROV-AM
2	WSLQ-FM	WTOY-AM
3	WFIR-AM	WSLQ-FM
4	WTOY-AM	WFIR-AM
5	WSLC-AM	WUEZ-AM

M-F, 6-10am

1	WROV-AM	WROV-AM
2	WSLQ-FM	WSLQ-FM
3	WFIR-AM	WFIR-AM
4	WTOY-AM	WTOY-AM
5	WSLC-AM	WLRG-FM

M-F, 3-7pm

1	WROV-AM	WROV-AM
2	WSLQ-FM	WTOY-AM
3	WTOY-AM	WSLQ-FM
4	WFIR-AM	WFIR-AM
5	WSLC-AM	WUEZ-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 631

	A/M '78	A/M '79
1	WROV-AM	WROV-AM
2	WSLQ-FM	WSLQ-FM
3	WFIR-AM	WTOY-AM
4	WSLC-AM	WSLC-AM
5	WTOY-AM	WFIR-AM

M-F, 6-10am

1	WROV-AM	WROV-AM
2	WSLQ-FM	WSLQ-FM
3	WFIR-AM	WSLC-AM
4	WSLC-AM	WFIR-AM
5	WLRG-FM	WTOY-AM

M-F, 3-7pm

1	WROV-AM	WROV-AM
2	WSLQ-FM	WSLQ-FM
3	WFIR-AM	WTOY-AM
4	WSLC-AM	WSLC-AM
5	WPVR-FM	WFIR-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 736

	A/M '78	A/M '79
1	WSLC-AM	WROV-AM
2	WFIR-AM	WSLC-AM
3	WROV-AM	WPVR-FM
4	WSLQ-FM	WFIR-AM
5	WLRG-FM	WTOY-AM

M-F, 6-10am

1	WFIR-AM	WROV-AM
2	WSLC-AM	WSLC-AM
3	WROV-AM	WFIR-AM
4	WLRG-FM	WSLQ-FM
5	WTOY-AM	WLRG-FM

M-F, 3-7pm

1	WSLC-AM	WROV-AM
2	WROV-AM	WSLC-AM
3	WLRG-FM	WFIR-AM
4	WSLQ-FM	WTOY-AM
5	WFIR-AM	WPVR-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1874

	A/M '78		A/M '79	
1	WROV-AM	818	WROV-AM	759
2	WFIR-AM	688	WFIR-AM	622
3	WSLC-AM	610	WSLC-AM	608
4	WSLQ-FM	498	WSLQ-FM	451
5	WLRG-FM	385	WLRG-FM	371

M-F, 6-10am

1	WROV-AM	WROV-AM
2	WSLC-AM	WFIR-AM
3	WFIR-AM	WSLC-AM
4	WSLQ-FM	WSLQ-FM
5	WLRG-FM	WLRG-FM

M-F, 3-7pm

1	WROV-AM	WROV-AM
2	WSLC-AM	WSLC-AM
3	WFIR-AM	WFIR-AM
4	WSLQ-FM	WSLQ-FM
5	WLRG-FM	WPVR-FM

Teens
M-S, 6am-Midnight
POP(00): 224

	A/M '78	A/M '79
1	WROV-AM	WROV-AM
2	WSLQ-FM	WSLQ-FM
3	WFIR-AM	WFIR-AM
4	WSLC-AM	WSLC-AM
5	WTOY-AM	WTOY-AM

M-F, 6-10am

1	WROV-AM	WROV-AM
2	WSLQ-FM	WSLQ-FM
3	WFIR-AM	WFIR-AM
4	WTOY-AM	WTOY-AM
5	WSLC-AM	WLRG-FM

M-F, 3-7pm

1	WROV-AM	WROV-AM
2	WFIR-AM	WSLC-AM
3	WSLC-AM	WFIR-AM
4	WSLQ-FM	WTOY-AM
5	WTOY-AM	WUEZ-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 631

	A/M '78	A/M '79
1	WROV-AM	WROV-AM
2	WSLQ-FM	WSLQ-FM
3	WFIR-AM	WFIR-AM
4	WPVR-FM	WSLC-AM
5	WSLC-AM	WTOY-AM

M-F, 6-10am

1	WROV-AM	WROV-AM
2	WSLQ-FM	WSLQ-FM
3	WFIR-AM	WSLC-AM
4	WSLC-AM	WFIR-AM
5	WPVR-FM	WTOY-AM

M-F, 3-7pm

1	WROV-AM	WROV-AM
2	WSLQ-FM	WSLQ-FM
3	WFIR-AM	WFIR-AM
4	WPVR-FM	WSLC-AM
5	WSLC-AM	WTOY-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 736

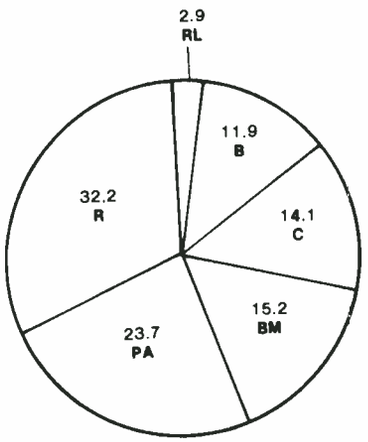
	A/M '78	A/M '79
1	WROV-AM	WROV-AM
2	WFIR-AM	WSLC-AM
3	WSLC-AM	WFIR-AM
4	WLRG-FM	WSLQ-FM
5	WPVR-FM	WLRG-FM

M-F, 6-10am

1	WFIR-AM	WROV-AM
2	WSLC-AM	WSLC-AM
3	WROV-AM	WFIR-AM
4	WSLQ-FM	WSLQ-FM
5	WLRG-FM	WLRG-FM

M-F, 3-7pm

1	WSLC-AM	WROV-AM
2	WFIR-AM	WSLC-AM
3	WROV-AM	WFIR-AM
4	WPVR-FM	WSLQ-FM
5	WSLQ-FM	WPVR-FM



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METRO RANK **36**

A/M '79 Market Overview

"Superstars" AOR client **WMJQ** made the biggest move among leading stations. AOR property climbs over three shares, 12+, to now total in the mid-11 range. 12+ share good enough for third in the metro, but real story is that WMJQ is number one among 18-34 adults in virtually every daypart. WMJQ is also tops with men 18-34, close second in women 18-34. Its outside campaign used TV to promote the station.

Top two stations (12+) in market continue to be older-skewing **WEZO** (BM) and **WHAM** (P/A). WEZO ranks number one among adults 25-49 while WHAM takes the second spot in that demo. WEZO offered four luxury cars during a promotion for the sweep. Both stations made significant use of outdoor boards to advertise themselves.

Two significant shakeups during this book occurred at **WBBF** and **WVOR**. Top 40 station WBBF slipped by four share points, and P/A station WVOR gained slightly more than two shares. WBBF saw declines across the board — men, women, and teens. Most damaging was the loss of average and cume audience in the key 18-34 demo.

WVOR's gain came in the 18-34 adults demo, with cume and average audiences going up about 20% in this target group. WVOR advertised on TV and with billboards.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 8015

	A/M '78		O/N '78		A/M '79	
1	WEZO-FM	18.7	WEZO-FM	15.5	WEZO-FM (BM)	16.9
2	WHAM-AM	15.6	WHAM-AM	12.5	WHAM-AM (PA)	14.4
3	WBBF-AM	10.3	WBBF-AM	11.8	WMJQ-FM (A)	11.6
4	WMJQ-FM	6.5	WMJQ-FM	8.4	WVOR-FM (PA)	8.3
5	WHFM-FM	5.6	WVOR-FM	6.3	WBBF-AM (R)	7.6
6	WNYR-AM	5.4	WHFM-FM	5.8	WHFM-FM (R)	5.6
7	WVOR-FM	4.8	WDKX-FM	5.6	WPXN-AM (N)	4.4
8	WPXY-FM	4.5	WNYR-AM	5.1	WNYR-AM (C)	3.2
9	WPXN-AM	3.4	WPXY-FM	3.9	WDKX-FM (B)	2.8
10	WAXC-AM	2.7	WPXN-AM	3.4	WPXY-FM (BM)	2.6
11	WKFM-FM	1.8	WCMF-FM	2.8	WCMF-FM (A)	2.6
12	WCMF-FM	1.8	WWWG-AM	2.3	WWWG-AM (RL)	2.5
13	WFLC-FM	1.8	WSAY-AM	1.8	WFLC-FM (PA)	1.8
14	WACK-AM	1.5	WFLC-FM	1.3	WCGR-AM (PA)	1.3
15	WBEN-FM	1.4	WACK-AM	0.9	WKBW-AM (R)	1.1
16	WDKX-FM	1.3	WGVA-AM	0.8	WSAY-AM (C)	0.9
17	WSAY-AM	1.2	WKFM-FM	0.8	WGVA-AM (PA)	0.9
18	WGVA-AM	1.0	WCGR-AM	0.8	WBEN-FM (R)	0.8
19	WBEN-AM	0.8	WMIV-FM	0.7	WACK-AM (PA)	0.6
20	WMIV-FM	0.7	WKBW-AM	0.6	WSFW-AM (T)	0.5
21	WKBW-AM	0.6	WRLX-FM	0.4	WMIV-FM (M)	0.4
22	WHEN-AM	0.6	WBEN-FM	0.4	WSFW-FM (M)	0.1

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 8015

	A/M '78		O/N '78		A/M '79	
1	WEZO-FM	233	WEZO-FM	192	WEZO-FM	205
2	WHAM-AM	194	WHAM-AM	155	WHAM-AM	175
3	WBBF-AM	128	WBBF-AM	146	WMJQ-FM	140
4	WMJQ-FM	81	WMJQ-FM	104	WVOR-FM	101
5	WHFM-FM	70	WVOR-FM	78	WBBF-AM	92

M-F, 6-10am

1	WHAM-AM	WHAM-AM	WHAM-AM
2	WEZO-FM	WBBF-AM	WEZO-FM
3	WBBF-AM	WEZO-FM	WBBF-AM
4	WNYR-AM	WMJQ-FM	WVOR-FM
5	WMJQ-FM	WHFM-FM	WMJQ-FM

M-F, 3-7pm

1	WEZO-FM	WEZO-FM	WEZO-FM
2	WHAM-AM	WBBF-AM	WMJQ-FM
3	WBBF-AM	WHAM-AM	WHAM-AM
4	WMJQ-FM	WMJQ-FM	WVOR-FM
5	WHFM-FM	WVOR-FM	WBBF-AM

Teens
M-S, 6am-Midnight
POP(00): 1096

	A/M '78	O/N '78	A/M '79
1	WBBF-AM	WBBF-AM	WMJQ-FM
2	WHFM-FM	WHFM-FM	WBBF-AM
3	WAXC-AM	WDKX-FM	WHFM-FM
4	WBEN-FM	WMJQ-FM	WCMF-FM
5	WMJQ-FM	WVOR-FM	WHAM-AM

M-F, 6-10am

1	WBBF-AM	WBBF-AM	WBBF-AM
2	WHFM-FM	WHFM-FM	WMJQ-FM
3	WBEN-FM	WHAM-AM	WHFM-FM
4	WAXC-AM	WMJQ-FM	WHAM-AM
5	WMJQ-FM	WDKX-FM	WCMF-FM

M-F, 3-7pm

1	WBBF-AM	WBBF-AM	WMJQ-FM
2	WHFM-FM	WHFM-FM	WHFM-FM
3	WAXC-AM	WDKX-FM	WBBF-AM
4	WBEN-FM	WMJQ-FM	WCMF-FM
5	WMJQ-FM	WKFM-FM	WBEN-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2832

	A/M '78	O/N '78	A/M '79
1	WMJQ-FM	WMJQ-FM	WMJQ-FM
2	WVOR-FM	WBBF-AM	WVOR-FM
3	WBBF-AM	WVOR-FM	WBBF-AM
4	WHFM-FM	WDKX-FM	WHAM-AM
5	WEZO-FM	WEZO-FM	WHFM-FM

M-F, 6-10am

1	WBBF-AM	WBBF-AM	WMJQ-FM
2	WMJQ-FM	WMJQ-FM	WVOR-FM
3	WVOR-FM	WVOR-FM	WBBF-AM
4	WHAM-AM	WHFM-FM	WHAM-AM
5	WEZO-FM	WEZO-FM	WCMF-FM

M-F, 3-7pm

1	WMJQ-FM	WMJQ-FM	WMJQ-FM
2	WHFM-FM	WBBF-AM	WVOR-FM
3	WVOR-FM	WVOR-FM	WBBF-AM
4	WBBF-AM	WDKX-FM	WDKX-FM
5	WHAM-AM	WCMF-FM	WHAM-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 3119

	A/M '78	O/N '78	A/M '79
1	WEZO-FM	WEZO-FM	WEZO-FM
2	WHAM-AM	WBBF-AM	WHAM-AM
3	WNYR-AM	WVOR-FM	WMJQ-FM
4	WBBF-AM	WHAM-AM	WVOR-FM
5	WVOR-FM	WMJQ-FM	WBBF-AM

M-F, 6-10am

1	WHAM-AM	WBBF-AM	WHAM-AM
2	WEZO-FM	WHAM-AM	WEZO-FM
3	WBBF-AM	WEZO-FM	WBBF-AM
4	WNYR-AM	WVOR-FM	WVOR-FM
5	WVOR-FM	WMJQ-FM	WMJQ-FM

M-F, 3-7pm

1	WHAM-AM	WBBF-AM	WHAM-AM
2	WBBF-AM	WHAM-AM	WMJQ-FM
3	WEZO-FM	WEZO-FM	WEZO-FM
4	WVOR-FM	WVOR-FM	WVOR-FM
5	WHFM-FM	WMJQ-FM	WNYR-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 8015

	A/M '78		O/N '78		A/M '79	
1	WHAM-AM	3041	WBBF-AM	2778	WHAM-AM	2972
2	WBBF-AM	2642	WHAM-AM	2650	WEZO-FM	2400
3	WEZO-FM	2526	WEZO-FM	2295	WBBF-AM	2112
4	WHFM-FM	1298	WHFM-FM	1423	WMJQ-FM	1676
5	WAXC-AM	1127	WMJQ-FM	1343	WHFM-FM	1479

M-F, 6-10am

1	WHAM-AM	WHAM-AM	WHAM-AM
2	WBBF-AM	WBBF-AM	WEZO-FM
3	WEZO-FM	WEZO-FM	WBBF-AM
4	WNYR-AM	WHFM-FM	WMJQ-FM
5	WAXC-AM	WMJQ-FM	WVOR-FM

M-F, 3-7pm

1	WHAM-AM	WBBF-AM	WHAM-AM
2	WEZO-FM	WHAM-AM	WEZO-FM
3	WBBF-AM	WEZO-FM	WMJQ-FM
4	WHFM-FM	WMJQ-FM	WBBF-AM
5	WAXC-AM	WHFM-FM	WHFM-FM

Teens
M-S, 6am-Midnight
POP(00): 1096

	A/M '78	O/N '78	A/M '79
1	WBBF-AM	WBBF-AM	WBBF-AM
2	WHFM-FM	WHFM-FM	WMJQ-FM
3	WAXC-AM	WMJQ-FM	WHFM-FM
4	WHAM-AM	WDKX-FM	WHAM-AM
5	WMJQ-FM	WHAM-AM	WCMF-FM

M-F, 6-10am

1	WBBF-AM	WBBF-AM	WBBF-AM
2	WHFM-FM	WHFM-FM	WMJQ-FM
3	WAXC-AM	WHAM-AM	WHFM-FM
4	WBEN-FM	WMJQ-FM	WHAM-AM
5	WMJQ-FM	WDKX-FM	WCMF-FM

M-F, 3-7pm

1	WBBF-AM	WBBF-AM	WMJQ-FM
2	WHFM-FM	WHFM-FM	WHFM-FM
3	WAXC-AM	WMJQ-FM	WBBF-AM
4	WMJQ-FM	WDKX-FM	WCMF-FM
5	WVOR-FM	WVOR-FM	WKBW-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2832

	A/M '78	O/N '78	A/M '79
1	WBBF-AM	WBBF-AM	WBBF-AM
2	WHAM-AM	WMJQ-FM	WMJQ-FM
3	WEZO-FM	WHFM-FM	WVOR-FM
4	WHFM-FM	WVOR-FM	WHAM-AM
5	WAXC-AM	WEZO-FM	WHFM-FM

M-F, 6-10am

1	WBBF-AM	WBBF-AM	WBBF-AM
2	WHAM-AM	WMJQ-FM	WMJQ-FM
3	WAXC-AM	WVOR-FM	WVOR-FM
4	WVOR-FM	WHAM-AM	WHAM-AM
5	WEZO-FM	WHFM-FM	WCMF-FM

M-F, 3-7pm

1	WBBF-AM	WBBF-AM	WMJQ-FM
2	WMJQ-FM	WMJQ-FM	WBBF-AM
3	WHAM-AM	WVOR-FM	WVOR-FM
4	WEZO-FM	WCMF-FM	WHFM-FM
5	WAXC-AM	WHAM-AM	WHAM-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 3119

	A/M '78	O/N '78	A/M '79
1	WHAM-AM	WBBF-AM	WHAM-AM
2	WEZO-FM	WEZO-FM	WEZO-FM
3	WBBF-AM	WHAM-AM	WBBF-AM
4	WNYR-AM	WVOR-FM	WVOR-FM
5	WHFM-FM	WWWG-AM	WMJQ-FM

M-F, 6-10am

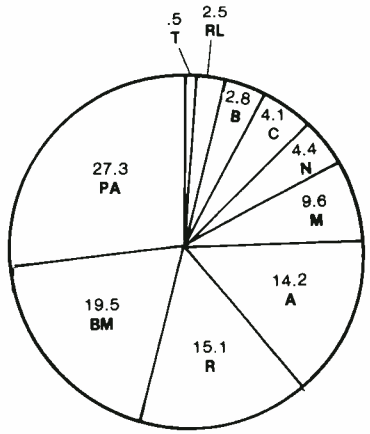
1	WHAM-AM	WBBF-AM	WHAM-AM
2	WBBF-AM	WHAM-AM	WEZO-FM
3	WEZO-FM	WEZO-FM	WBBF-AM
4	WNYR-AM	WVOR-FM	WVOR-FM
5	WAXC-AM	WWWG-AM	WCMF-FM

M-F, 3-7pm

1	WEZO-FM	WBBF-AM	WHAM-AM
2	WHAM-AM	WEZO-FM	WEZO-FM
3	WBBF-AM	WHAM-AM	WVOR-FM
4	WNYR-AM	WVOR-FM	WBBF-AM
5	WHFM-FM	WWWG-AM	WMJQ-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Rockford

METRO RANK **127**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2184

	A/M '77		A/M '78		A/M '79	
1	WROK-AM	24.1	WROK-AM	26.0	WROK-AM(R)	24.5
2	WYFE-FM	11.2	WRWC-FM	9.0	WZOK-FM(A)	13.1
3	WGN -AM	9.4	WRRR-AM	7.7	WRWC-FM(BM)	7.7
4	WZOK-FM	8.7	WKKN-AM	6.7	WYFE-FM(A)	7.0
5	WMAQ-AM	8.0	WZOK-FM	6.0	WRRR-AM(O)	6.7
6	WLS -AM	5.9	WYFE-FM	5.0	WYBR-FM(PA)	4.0
7	WRRR-AM	5.9	WYBR-FM	4.7	WKKN-AM(C)	2.7
8	WKKN-AM	4.5	WQFL-FM	2.7	WQFL-FM(RL)	0.9
9	WRWC-FM	4.2	WLUV-AM	1.7	WBEL-AM(PA)	0.9
10	WYBR-FM	3.0	WJVL-FM	1.0		
11	WBBM-AM	3.1				
12	WQFL-FM	1.4				
13	WCFL-AM	1.4				

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2184

	A/M '77		A/M '78		A/M '79	
1	WROK-AM	69	WROK-AM	78	WROK-AM	79
2	WYFE-FM	32	WRWC-FM	27	WZOK-FM	43
3	WGN -AM	27	WRRR-AM	23	WRWC-FM	26
4	WZOK-FM	25	WKKN-AM	20	WYFE-FM	23
5	WMAQ-AM	23	WZOK-FM	18	WRRR-AM	22
M-F, 6-10am						
1	WROK-AM		WROK-AM		WROK-AM	
2	WGN -AM		WRRR-AM		WZOK-FM	
3	WMAQ-AM		WRWC-FM		WRWC-FM	
4	WZOK-FM		WKKN-AM		WYFE-FM	
5	WYFE-FM		WZOK-FM		WRRR-AM	
M-F, 3-7pm						
1	WROK-AM		WROK-AM		WROK-AM	
2	WYFE-FM		WRWC-FM		WZOK-FM	
3	WZOK-FM		WZOK-FM		WRWC-FM	
4	WMAQ-AM		WKKN-AM		WYFE-FM	
5	WGN -AM		WYFE-FM		WRRR-AM	

Teens

M-S, 6am-Midnight

POP(00): 314

	A/M '77	A/M '78	A/M '79
1	WROK-AM	WROK-AM	WROK-AM
2	WLS -AM	WYFE-FM	WZOK-FM
3	WYFE-FM	WZOK-FM	WYFE-FM
4	WZOK-FM	WKKN-AM	WQFL-FM
5	WKKN-AM	WJVL-FM	WYBR-FM
M-F, 6-10am			
1	WROK-AM	WROK-AM	WROK-AM
2	WLS -AM	WYFE-FM	WZOK-FM
3	WMAQ-AM	WZOK-FM	WYFE-FM
4	WYFE-FM	WRRR-AM	WBEL-AM
5	WZOK-FM	WRWC-FM	WYBR-FM
M-F, 3-7pm			
1	WROK-AM	WROK-AM	WROK-AM
2	WLS -AM	WYFE-FM	WYFE-FM
3	WYFE-FM	WZOK-FM	WZOK-FM
4	WZOK-FM	WYBR-FM	WKKN-AM
5	WRRR-AM	WRWC-FM	WYBR-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 802

	A/M '77	A/M '78	A/M '79
1	WYFE-FM	WROK-AM	WZOK-FM
2	WROK-AM	WYBR-FM	WROK-AM
3	WMAQ-AM	WYFE-FM	WYFE-FM
4	WLS -AM	WZOK-FM	WYBR-FM
5	WYBR-FM	WKKN-AM	WRRR-AM
M-F, 6-10am			
1	WROK-AM	WROK-AM	WROK-AM
2	WYFE-FM	WYBR-FM	WZOK-FM
3	WMAQ-AM	WZOK-FM	WYFE-FM
4	WLS -AM	WKKN-AM	WYBR-FM
5	WYBR-FM	WYFE-FM	WKKN-AM
M-F, 3-7pm			
1	WYFE-FM	WROK-AM	WZOK-FM
2	WROK-AM	WYFE-FM	WROK-AM
3	WLS -AM	WYBR-FM	WYFE-FM
4	WMAQ-AM	WZOK-FM	WYBR-FM
5	WYBR-FM	WRWC-FM	WKKN-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 895

	A/M '77	A/M '78	A/M '79
1	WROK-AM	WROK-AM	WROK-AM
2	WZOK-FM	WKKN-AM	WZOK-FM
3	WMAQ-AM	WRWC-FM	WRWC-FM
4	WGN -AM	WYBR-FM	WYFE-FM
5	WRWC-FM	WZOK-FM	WKKN-AM
M-F, 6-10am			
1	WROK-AM	WROK-AM	WROK-AM
2	WZOK-FM	WKKN-AM	WZOK-FM
3	WMAQ-AM	WRWC-FM	WRWC-FM
4	WYFE-FM	WYBR-FM	WYFE-FM
5	WGN -AM	WZOK-FM	WKKN-AM
M-F, 3-7pm			
1	WROK-AM	WROK-AM	WROK-AM
2	WMAQ-AM	WRWC-FM	WZOK-FM
3	WGN -AM	WZOK-FM	WRWC-FM
4	WZOK-FM	WYBR-FM	WYFE-FM
5	WLS -AM	WKKN-AM	WKKN-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2184

	A/M '77		A/M '78		A/M '79	
1	WROK-AM	1182	WROK-AM	1329	WROK-AM	1226
2	WLS -AM	554	WRWC-FM	369	WZOK-FM	515
3	WMAQ-AM	517	WZOK-FM	353	WRWC-FM	357
4	WGN -AM	433	WYFE-FM	316	WYFE-FM	317
5	WZOK-FM	363	WKKN-AM	248	WYBR-FM	246
M-F, 6-10am						
1	WROK-AM		WROK-AM		WROK-AM	
2	WMAQ-AM		WRWC-FM		WZOK-FM	
3	WGN -AM		WZOK-FM		WRWC-FM	
4	WLS -AM		WYFE-FM		WYFE-FM	
5	WYFE-FM		WRRR-AM		WYBR-FM	
M-F, 3-7pm						
1	WROK-AM		WROK-AM		WROK-AM	
2	WMAQ-AM		WYFE-FM		WZOK-FM	
3	WLS -AM		WZOK-FM		WRWC-FM	
4	WYFE-FM		WRWC-FM		WYFE-FM	
5	WGN -AM		WKKN-AM		WYBR-FM	

Teens

M-S, 6am-Midnight

POP(00): 314

	A/M '77	A/M '78	A/M '79
1	WROK-AM	WROK-AM	WROK-AM
2	WLS -AM	WYFE-FM	WZOK-FM
3	WYFE-FM	WZOK-FM	WYFE-FM
4	WMAQ-AM	WYBR-FM	WYBR-FM
5	WZOK-FM	WRWC-FM	WRWC-FM
M-F, 6-10am			
1	WROK-AM	WROK-AM	WROK-AM
2	WLS -AM	WYFE-FM	WZOK-FM
3	WMAQ-AM	WZOK-FM	WYFE-FM
4	WYFE-FM	WRWC-FM	WRWC-FM
5	WZOK-FM	WYBR-FM	WYBR-FM
M-F, 3-7pm			
1	WROK-AM	WROK-AM	WROK-AM
2	WLS -AM	WYFE-FM	WYFE-FM
3	WYFE-FM	WZOK-FM	WZOK-FM
4	WMAQ-AM	WKKN-AM	WYBR-FM
5	WZOK-FM	WRWC-FM	WBEL-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 802

	A/M '77	A/M '78	A/M '79
1	WROK-AM	WROK-AM	WROK-AM
2	WLS -AM	WYFE-FM	WZOK-FM
3	WYFE-FM	WZOK-FM	WYFE-FM
4	WMAQ-AM	WYBR-FM	WYBR-FM
5	WYBR-FM	WKKN-AM	WKKN-AM
M-F, 6-10am			
1	WROK-AM	WROK-AM	WROK-AM
2	WYFE-FM	WYFE-FM	WZOK-FM
3	WLS -AM	WZOK-FM	WYFE-FM
4	WMAQ-AM	WYBR-FM	WYBR-FM
5	WYBR-FM	WKKN-AM	WKKN-AM
M-F, 3-7pm			
1	WROK-AM	WROK-AM	WROK-AM
2	WYFE-FM	WYFE-FM	WZOK-FM
3	WLS -AM	WZOK-FM	WYFE-FM
4	WMAQ-AM	WKKN-AM	WYBR-FM
5	WGN -AM	WYBR-FM	WKKN-AM

Adults 25-49

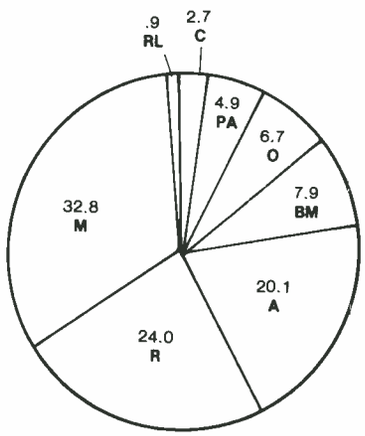
M-S, 6am-Midnight

POP(00): 895

	A/M '77	A/M '78	A/M '79
1	WROK-AM	WROK-AM	WROK-AM
2	WMAQ-AM	WRWC-FM	WZOK-FM
3	WZOK-FM	WYBR-FM	WRWC-FM
4	WLS -AM	WZOK-FM	WYBR-FM
5	WGN -AM	WKKN-AM	WYFE-FM
M-F, 6-10am			
1	WROK-AM	WROK-AM	WROK-AM
2	WMAQ-AM	WKKN-AM	WRWC-FM
3	WZOK-FM	WRWC-FM	WZOK-FM
4	WGN -AM	WYBR-FM	WKKN-AM
5	WBBM-AM	WZOK-FM	WYBR-FM
M-F, 3-7pm			
1	WROK-AM	WROK-AM	WROK-AM
2	WMAQ-AM	WRWC-FM	WZOK-FM
3	WGN -AM	WZOK-FM	WRWC-FM
4	WZOK-FM	WYBR-FM	WYFE-FM
5	WLS -AM	WKKN-AM	WKKN-AM

Format Penetration Chart

Based On Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Sacramento

METRO RANK **38**

A/M '79 Market Overview

The Beautiful Music on **KEWT** is still the most preferred sound in the Sacramento area, but the station has seen its numbers drop for the second consecutive book. KEWT has now slipped to the number three slot in terms of listening by adults 25-49 — in the O/N'78 report KEWT was #1 in this key demo cell. **Schulke** format does not usually allow for on-air contests, but KEWT did run some outside advertising. TV and outdoor boards were the basis for the ad campaign.

Number two overall (12+) and the real success story in this book is AOR station **KZAP.** KZAP jumps six shares in terms of 12+ appeal, becomes new #1 among 18-34 adults by doubling O/N'78 share among that group. The key to the great book this time was the successful application of the "Superstars" format. Midday saw biggest improvement in shares. KZAP attained high visibility in the market with a blitz of TV spots.

Third in the 12+ share derby is the Country-formatted station, **KRAK.** KRAK lost a share point this sweep, due to decline in adult 25-49 numbers. Average and cume numbers dropped noticeably, so the station, which used to rank second in 25-49, now stands fifth. Midday was the hardest hit daypart in terms of share loss for KRAK.

Beautiful Music **KCTC** had an up book, and emerges as number one station for adults 25-49. TV and billboard campaign were used to promote station to the metro 25+ audience. Midday, PM drive, evening dayparts all saw KCTC score significant share gains.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 7821

	A/M '78		O/N '78		A/M '79	
1	KEWT-FM	14.9	KEWT-FM	10.5	KEWT-FM (BM)	9.5
2	KGMS-AF	11.3	KGMS-AF	9.2	KZAP-FM (A)	8.5
3	KXOA-AF	8.5	KXOA-AF	8.9	KRAK-AM (C)	6.8
4	KGNR-AM	8.5	KROY-AM	8.0	KGNR-AM (PA)	6.7
5	KROY-AM	7.5	KRAK-AM	7.6	KCTC-FM (BM)	6.6
6	KRAK-AM	6.2	KGNR-AM	6.8	KXOA-FM (A)	6.2
7	KROI-FM	5.7	KFBK-AM	6.1	KROY-AM (R)	6.1
8	KCTC-FM	5.2	KROI-FM	5.3	KROY-FM (PA)	5.1
9	KFBK-AM	4.7	KCTC-FM	4.9	KFBK-AM (N)	5.1
10	KZAP-FM	3.4	KHYL-FM	3.1	KGMS-AM (PA)	4.5
11	KAER-FM	2.3	KZAP-FM	2.6	KHYL-FM (R)	4.4
12	KPOP-AM	2.2	KWOD-FM	2.5	KWOD-FM (PA)	3.8
13	KWOD-FM	1.8	KPIP-FM	2.3	KAER-FM (CL)	1.7
14	KEBR-FM	1.3	KPOP-AM	2.1	KPOP-AM (D)	1.7
15	KHYL-FM	0.6	KEBR-FM	2.0	KXOA-AM (A)	1.6
16	KPIP-FM	0.6	KAER-FM	1.4	KAHI-AM (PA)	1.3
17			KAHI-AM	1.1	KPIP-FM (B)	0.9
18					KFIA-AM (RL)	0.8
19					KEBR-FM (RL)	0.7
20						

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 7821

	A/M '78		O/N '78		A/M '79	
1	KEWT-FM	172	KEWT-FM	116	KEWT-FM	113
2	KGMS-AF	131	KGMS-AF	101	KZAP-FM	101
3	KXOA-AF	98	KXOA-AF	98	KRAK-AM	81
4	KGNR-AM	98	KROY-AM	88	KGNR-AM	80
5	KROY-AM	87	KRAK-AM	84	KCTC-FM	79
M-F, 6-10am						
1	KGNR-AM		KGNR-AM		KGNR-AM	
2	KEWT-FM		KFBK-AM		KFBK-AM	
3	KGMS-AF		KROY-AM		KRAK-AM	
4	KXOA-AF		KEWT-FM		KEWT-FM	
5	KROY-AM		KRAK-AM		KROY-AM	
M-F, 3-7pm						
1	KEWT-FM		KEWT-FM		KEWT-FM	
2	KGMS-AF		KROY-AM		KCTC-FM	
3	KGNR-AM		KRAK-AM		KZAP-FM	
4	KXOA-AF		KGMS-AF		KGNR-AM	
5	KROY-AM		KXOA-AF		KXOA-FM	

Teens
M-S, 6am-Midnight
POP(00): 1111

	A/M '78	O/N '78	A/M '79
1	KROY-AM	KROY-AM	KROY-AM
2	KROI-FM	KROI-FM	KROY-FM
3	KGMS-AF	KPOP-AM	KZAP-FM
4	KXOA-AF	KPIP-FM	KXOA-FM
5	KRAK-AM	KXOA-AF	KPOP-AM
M-F, 6-10am			
1	KROY-AM	KROY-AM	KROY-AM
2	KROI-FM	KROI-FM	KROY-FM
3	KXOA-AF	KWOD-FM	KZAP-FM
4	KGMS-AF	KPIP-FM	KWOD-FM
5	KGNR-AM	KXOA-AF	KFBK-AM
M-F, 3-7pm			
1	KROY-AM	KROI-FM	KROY-AM
2	KROI-FM	KROY-AM	KZAP-FM
3	KGMS-AF	KPIP-FM	KROY-FM
4	KXOA-AF	KGMS-AF	KXOA-FM
5	KGNR-AM	KXOA-AF	KPOP-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2813

	A/M '78	O/N '78	A/M '79
1	KXOA-AF	KXOA-AF	KZAP-FM
2	KROY-AM	KGMS-AF	KXOA-FM
3	KGMS-AF	KROY-AM	KHYL-FM
4	KROI-FM	KRAK-AM	KWOD-FM
5	KZAP-FM	KZAP-FM	KROY-AM
M-F, 6-10am			
1	KXOA-AF	KXOA-AF	KXOA-FM
2	KROY-AM	KRAK-AM	KZAP-FM
3	KGNR-AM	KROY-AM	KHYL-FM
4	KGMS-AF	KGMS-AF	KWOD-FM
5	KROI-FM	KFBK-AM	KGNR-AM
M-F, 3-7pm			
1	KXOA-AF	KXOA-AF	KZAP-FM
2	KGMS-AF	KROY-AM	KHYL-FM
3	KZAP-FM	KZAP-FM	KXOA-FM
4	KROI-FM	KGMS-AF	KROY-FM
5	KROY-AM	KRAK-AM	KWOD-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 3208

	A/M '78	O/N '78	A/M '79
1	KEWT-FM	KEWT-FM	KCTC-FM
2	KGNR-AM	KRAK-AM	KGNR-AM
3	KGMS-AF	KXOA-AF	KEWT-FM
4	KRAK-AM	KGNR-AM	KXOA-FM
5	KCTC-FM	KCTC-FM	KRAK-AM
M-F, 6-10am			
1	KGNR-AM	KGNR-AM	KGNR-AM
2	KEWT-FM	KRAK-AM	KRAK-AM
3	KGMS-AF	KEWT-FM	KXOA-FM
4	KRAK-AM	KXOA-AF	KCTC-FM
5	KFBK-AM	KROY-AM	KFBK-AM
M-F, 3-7pm			
1	KEWT-FM	KRAK-AM	KCTC-FM
2	KGNR-AM	KEWT-FM	KGNR-AM
3	KGMS-AF	KXOA-AF	KXOA-FM
4	KCTC-FM	KROY-AM	KEWT-FM
5	KXOA-AF	KCTC-FM	KRAK-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 7821

	A/M '78		O/N '78		A/M '79	
1	KROY-AM	1924	KROY-AM	1695	KROY-AM	1694
2	KGMS-AF	1772	KGNR-AM	1470	KEWT-FM	1487
3	KXOA-AF	1696	KGMS-AF	1452	KGNR-AM	1432
4	KGNR-AM	1685	KXOA-AF	1417	KROY-FM	1295
5	KEWT-FM	1570	KEWT-FM	1382	KXOA-FM	1277
M-F, 6-10am						
1	KGNR-AM		KROY-AM		KROY-AM	
2	KROY-AM		KGNR-AM		KGNR-AM	
3	KGMS-AF		KFBK-AM		KFBK-AM	
4	KEWT-FM		KGMS-AF		KZAP-FM	
5	KXOA-AF		KRAK-AM		KEWT-FM	
M-F, 3-7pm						
1	KROY-AM		KROY-AM		KROY-AM	
2	KXOA-AF		KRAK-AM		KEWT-FM	
3	KGMS-AF		KGMS-AF		KGNR-AM	
4	KGNR-AM		KXOA-AF		KZAP-FM	
5	KEWT-FM		KGNR-AM		KROY-FM	

Teens
M-S, 6am-Midnight
POP(00): 1111

	A/M '78	O/N '78	A/M '79
1	KROY-AM	KROY-AM	KROY-AM
2	KROI-FM	KROI-FM	KROY-FM
3	KXOA-AF	KXOA-AF	KZAP-FM
4	KGMS-AF	KWOD-FM	KXOA-FM
5	KRAK-AM	KGMS-AF	KWOD-FM
M-F, 6-10am			
1	KROY-AM	KROY-AM	KROY-AM
2	KROI-FM	KROI-FM	KROY-FM
3	KXOA-AF	KWOD-FM	KZAP-FM
4	KGMS-AF	KXOA-AF	KWOD-FM
5	KGNR-AM	KGMS-AF	KGNR-AM
M-F, 3-7pm			
1	KROY-AM	KROY-AM	KROY-FM
2	KROI-FM	KROI-FM	KROY-AM
3	KXOA-AF	KPIP-FM	KZAP-FM
4	KGMS-AF	KXOA-AF	KWOD-FM
5	KGNR-AM	KWOD-FM	KPOP-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2813

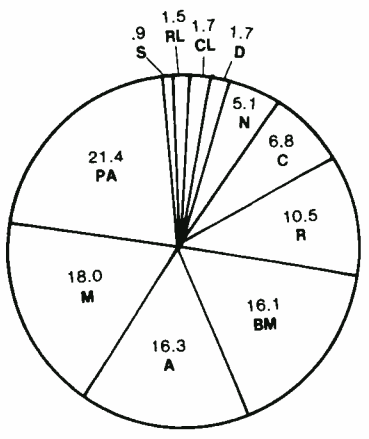
	A/M '78	O/N '78	A/M '79
1	KXOA-AF	KXOA-AF	KZAP-FM
2	KROY-AM	KROY-AM	KROY-AM
3	KGMS-AF	KGMS-AF	KXOA-FM
4	KZAP-FM	KRAK-AM	KROY-FM
5	KROI-FM	KZAP-FM	KHYL-FM
M-F, 6-10am			
1	KXOA-AF	KXOA-AF	KZAP-FM
2	KROY-AM	KROY-AM	KXOA-FM
3	KGMS-AF	KRAK-AM	KROY-AM
4	KROI-FM	KGMS-AF	KROY-FM
5	KGNR-AM	KGNR-AM	KGNR-AM
M-F, 3-7pm			
1	KXOA-AF	KXOA-AF	KZAP-FM
2	KROY-AM	KROY-AM	KROY-AM
3	KGMS-AF	KRAK-AM	KXOA-FM
4	KRAK-AM	KROY-AM	KROY-FM
5	KROI-FM	KGMS-AF	KHYL-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 3208

	A/M '78	O/N '78	A/M '79
1	KGNR-AM	KGNR-AM	KGNR-AM
2	KEWT-FM	KRAK-AM	KEWT-FM
3	KROY-AM	KEWT-FM	KXOA-FM
4	KGMS-AF	KXOA-AF	KROY-AM
5	KRAK-AM	KROY-AM	KRAK-AM
M-F, 6-10am			
1	KGNR-AM	KGNR-AM	KGNR-AM
2	KEWT-FM	KRAK-AM	KRAK-AM
3	KRAK-AM	KEWT-FM	KXOA-FM
4	KROY-AM	KROY-AM	KEWT-FM
5	KGMS-AF	KXOA-AF	KROY-AM
M-F, 3-7pm			
1	KEWT-FM	KRAK-AM	KGNR-AM
2	KGNR-AM	KGNR-AM	KEWT-FM
3	KGMS-AF	KEWT-FM	KROY-AM
4	KRAK-AM	KROY-AM	KXOA-FM
5	KROY-AM	KCTC-FM	KCTC-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Saginaw

METRO RANK **139**

verage Persons 12+ Share Trends

onday-Sunday, 6am-Midnight

)P(00): 1804

	A/M '77		A/M '78		A/M '79	
1	WSGW-AM	15.7	WSGW-AM	20.9	WGER-FM(B)	16.8
2	WSAM-AM	14.3	WGER-FM	18.7	WSGW-AM(PA)	14.4
3	WKNX-AM	12.9	WHNN-FM	9.3	WHNN-FM(A)	11.7
4	WHNN-FM	12.2	WSAM-AM	8.6	WKCQ-FM(C)	10.7
5	WGER-FM	9.1	WKCQ-FM	7.8	WWWS-FM(D)	10.3
6	WKCQ-FM	7.3	WJR -AM	6.0	WSAM-AM(R)	7.9
7	WIOG-FM	4.2	WKNX-AM	4.5	WKNX-AM(R)	7.2
8	WXOX-AM	4.2	WIOG-FM	4.5	WJR -AM(PA)	3.8
9	WJR -AM	3.8	WXOX-AM	3.4	WIOG-FM(A)	2.4
0	WWCK-FM	2.4	WTAC-AM	2.6	WXOX-AM(C)	1.0
1	WTAC-AM	2.1	WRDD-AM	1.5	WTAC-AM(C)	1.0
2	WWWS-FM	2.1	WWWS-FM	1.1	WFMK-FM(PA)	1.0
3	WBCM-AM	0.7	WFMK-FM	0.7	WFDF-AM(PA)	0.7
4	CKLW-AM	0.7	WFDF-AM	0.7	WWCK-FM(A)	0.3
5	WGMZ-FM	0.7	WTRX-AM	0.4	WRDD-AM(C)	0.3
6	WFDF-AM	0.3	WWCK-FM	0.4		

Average Persons Trends/Rankings

otal 12+
-6, 6am-Midnight
)P(00): 1804

	A/M '77		A/M '78		A/M '79	
1	WSGW-AM	45	WSGW-AM	56	WGER-FM	49
2	WSAM-AM	41	WGER-FM	50	WSGW-AM	42
3	WKNX-AM	37	WHNN-FM	25	WHNN-FM	34
4	WHNN-FM	35	WSAM-AM	23	WKCQ-FM	31
5	WGER-FM	26	WKCQ-FM	21	WWWS-FM	30

-F, 6-10am

1	WSGW-AM	WSGW-AM	WSGW-AM
2	WSAM-AM	WGER-FM	WGER-FM
3	WKNX-AM	WSAM-AM	WSAM-AM
4	WGER-FM	WHNN-FM	WKCQ-FM
5	WKCQ-FM	WKCQ-FM	WHNN-FM

-F, 3-7pm

1	WSAM-AM	WGER-FM	WGER-FM
2	WSGW-AM	WSGW-AM	WWWS-FM
3	WHNN-FM	WSAM-AM	WHNN-FM
4	WKNX-AM	WKCQ-FM	WSGW-AM
5	WGER-FM	WHNN-FM	WKCQ-FM

eens
-6, 6am-Midnight
'OP(00): 279

	A/M '77	A/M '78	A/M '79
1	WHNN-FM	WHNN-FM	WWWS-FM
2	WSAM-AM	WSAM-AM	WHNN-FM
3	WKNX-AM	WIOG-FM	WSAM-AM
4	WKCQ-FM	WKNX-AM	WKCQ-FM
5	WWCK-FM	WTAC-AM	WKNX-AM

-F, 6-10am

1	WSAM-AM	WHNN-FM	WWWS-FM
2	WHNN-FM	WSAM-AM	WSAM-AM
3	WKNX-AM	WIOG-FM	WHNN-FM
4	WTAC-AM	WKNX-AM	WSGW-AM
5	WSGW-AM	WSGW-AM	WGER-FM

-F, 3-7pm

1	WHNN-FM	WHNN-FM	WWWS-FM
2	WSAM-AM	WSAM-AM	WHNN-FM
3	WKNX-AM	WKNX-AM	WSAM-AM
4	WWCK-FM	WWWS-FM	WKNX-AM
5	WTAC-AM	WGER-FM	WKCQ-FM

Adults 18-34
-6, 6am-Midnight
'OP(00): 657

	A/M '77	A/M '78	A/M '79
1	WSAM-AM	WSAM-AM	WHNN-FM
2	WHNN-FM	WHNN-FM	WWWS-FM
3	WKNX-AM	WGER-FM	WKNX-AM
4	WSGW-AM	WIOG-FM	WSAM-AM
5	WKCQ-FM	WSGW-AM	WGER-FM

-F, 6-10am

1	WSAM-AM	WSAM-AM	WSAM-AM
2	WKNX-AM	WHNN-FM	WHNN-FM
3	WHNN-FM	WSGW-AM	WGER-FM
4	WSGW-AM	WGER-FM	WWWS-FM
5	WKCQ-FM	WKNX-AM	WKNX-AM

-F, 3-7pm

1	WSAM-AM	WSAM-AM	WHNN-FM
2	WHNN-FM	WSGW-AM	WWWS-FM
3	WKNX-AM	WIOG-FM	WGER-FM
4	WKCQ-FM	WGER-FM	WSAM-AM
5	WSGW-AM	WKCQ-FM	WKNX-AM

Adults 25-49
-6, 6am-Midnight
POP(00): 735

	A/M '77	A/M '78	A/M '79
1	WSGW-AM	WGER-FM	WSGW-AM
2	WKNX-AM	WSGW-AM	WGER-FM
3	WSAM-AM	WKCQ-FM	WHNN-FM
4	WGER-FM	WSAM-AM	WKCQ-FM
5	WKCQ-FM	WJR -AM	WWWS-FM

-F, 6-10am

1	WSGW-AM	WSGW-AM	WSGW-AM
2	WSAM-AM	WSAM-AM	WGER-FM
3	WKNX-AM	WGER-FM	WHNN-FM
4	WKCQ-FM	WKCQ-FM	WKCQ-FM
5	WKCQ-FM	WXOX-AM	WSAM-AM

-F, 3-7pm

1	WSAM-AM	WGER-FM	WGER-FM
2	WSGW-AM	WSGW-AM	WKCQ-FM
3	WKCQ-FM	WKCQ-FM	WWWS-FM
4	WGER-FM	WSAM-AM	WSGW-AM
5	WKNX-AM	WJR -AM	WHNN-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1804

	A/M '77		A/M '78		A/M '79	
1	WSAM-AM	696	WSGW-AM	668	WSGW-AM	527
2	WSGW-AM	587	WSAM-AM	602	WSAM-AM	498
3	WKNX-AM	540	WGER-FM	488	WGER-FM	493
4	WHNN-FM	546	WHNN-FM	479	WHNN-FM	425
5	WKCQ-FM	334	WKNX-AM	347	WKCQ-FM	375

M-F, 6-10am

1	WSGW-AM	WSGW-AM	WSGW-AM
2	WSAM-AM	WSAM-AM	WSAM-AM
3	WKNX-AM	WGER-FM	WGER-FM
4	WHNN-FM	WHNN-FM	WHNN-FM
5	WGER-FM	WKNX-AM	WKCQ-FM

M-F, 3-7pm

1	WSAM-AM	WSGW-AM	WGER-FM
2	WHNN-FM	WSAM-AM	WSAM-AM
3	WSGW-AM	WGER-FM	WHNN-FM
4	WKNX-AM	WHNN-FM	WSGW-AM
5	WGER-FM	WKCQ-FM	WKNX-AM

Teens
M-S, 6am-Midnight
POP(00): 279

	A/M '77	A/M '78	A/M '79
1	WHNN-FM	WHNN-FM	WSAM-AM
2	WSAM-AM	WSAM-AM	WHNN-FM
3	WKNX-AM	WKNX-AM	WKNX-AM
4	WTAC-AM	WTAC-AM	WWWS-FM
5	WKCQ-FM	WIOG-FM	WTAC-AM

M-F, 6-10am

1	WSAM-AM	WHNN-FM	WSAM-AM
2	WHNN-FM	WSAM-AM	WHNN-FM
3	WKNX-AM	WKNX-AM	WWWS-FM
4	WTAC-AM	WIOG-FM	WKNX-AM
5	WSGW-AM	WSGW-AM	WSGW-AM

M-F, 3-7pm

1	WHNN-FM	WHNN-FM	WHNN-FM
2	WSAM-AM	WSAM-AM	WSAM-AM
3	WKNX-AM	WKNX-AM	WWWS-FM
4	WTAC-AM	WTAC-AM	WKNX-AM
5	WWCK-FM	WIOG-FM	WTAC-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 657

	A/M '77	A/M '78	A/M '79
1	WSAM-AM	WSAM-AM	WSAM-AM
2	WHNN-FM	WHNN-FM	WHNN-FM
3	WKNX-AM	WIOG-FM	WKNX-AM
4	WTAC-AM	WSGW-AM	WKCQ-FM
5	WSGW-AM	WKNX-AM	WIOG-FM

M-F, 6-10am

1	WSAM-AM	WSAM-AM	WSAM-AM
2	WKNX-AM	WHNN-FM	WHNN-FM
3	WHNN-FM	WSGW-AM	WKNX-AM
4	WSGW-AM	WIOG-FM	WKCQ-FM
5	WTAC-AM	WGER-FM	WGER-FM

M-F, 3-7pm

1	WSAM-AM	WSAM-AM	WSAM-AM
2	WHNN-FM	WHNN-FM	WHNN-FM
3	WKNX-AM	WIOG-FM	WKNX-AM
4	WTAC-AM	WSGW-AM	WKCQ-FM
5	WSGW-AM	WGER-FM	WGER-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 735

	A/M '77	A/M '78	A/M '79
1	WSAM-AM	WSGW-AM	WSGW-AM
2	WSGW-AM	WGER-FM	WGER-FM
3	WKNX-AM	WSAM-AM	WSAM-AM
4	WKCQ-FM	WKCQ-FM	WHNN-FM
5	WGER-FM	WJR -AM	WKCQ-FM

M-F, 6-10am

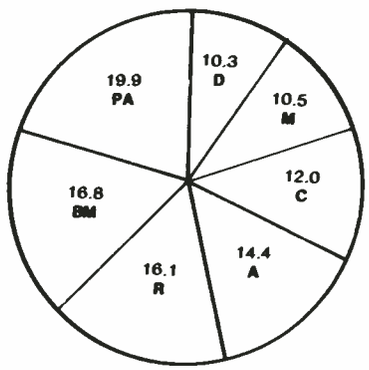
1	WSAM-AM	WSGW-AM	WSGW-AM
2	WSGW-AM	WSAM-AM	WSAM-AM
3	WKNX-AM	WGER-FM	WGER-FM
4	WKCQ-FM	WKCQ-FM	WHNN-FM
5	WGER-FM	WJR -AM	WKCQ-FM

M-F, 3-7pm

1	WSGW-AM	WSGW-AM	WGER-FM
2	WSAM-AM	WGER-FM	WKCQ-FM
3	WKNX-AM	WSAM-AM	WSGW-AM
4	WKCQ-FM	WKCQ-FM	WHNN-FM
5	WGER-FM	WJR -AM	WSAM-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

St. Louis

METRO RANK **12**

A/M '79 Market Overview

Other than the fact that **CBS**'s News/Talk giant **KMOX** had another fantastic book, the big story in St. Louis is the performance of the new **Doubleday** stations, **KWK/WWWK-FM.** The Top 40 stations debuted with a combined share of 9+ in the total metro, a fantastic showing. To find out how this feat was accomplished, please turn to our interview with **Gary Stevens,** President of Doubleday Broadcasting.

Top 18-34 station in the market is **KSHE,** the AOR leader in the St. Louis area. The station suffered its second straight down book overall, with its drop mainly in young females and teens. 18-34 female cume was stable but average listening was down by almost half for KSHE.

Beautiful Music **KEZK** had an up book, and now rates second overall in 12+ share. KEZK improved its 25-49 numbers well, and now is third in appeal to that demo. **Schulke** format pulls better, more salable demographics for KEZK. No on-air contests.

KMOX dominates every 25+ demo, owns a 26 share of adults 25-49. KMOX carried Cardinal baseball and lives on a full-service image that is entrenched in the community.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 19467

	A/M '78		O/N '78		A/M '79	
1	KMOX-AM	25.5	KMOX-AM	21.8	KMOX-AM(T)	26.7
2	KSHE-FM	8.0	KSHE-FM	7.3	KEZK-FM(SM)	6.9
3	KSLQ-FM	7.7	KSLQ-FM	7.3	KSLQ-FM(R)	6.5
4	KEZK-FM	7.3	WIL -FM	7.1	KSHE-FM(A)	5.6
5	KSD -AM	6.7	KSD -AM	6.1	KXOK-AM(R)	5.5
6	WIL -AM	6.0	KXOK-AM	5.8	KWK -AM(R)	4.9
7	KXOK-AM	4.9	KEZK-FM	5.6	WIL -FM(C)	4.4
8	KKSS-FM	4.7	WIL -AM	5.5	WWWK-FM(R)	4.3
9	WRTH-AM	4.1	KMOX-FM	4.6	WIL -AM(C)	4.2
10	WIL -FM	4.0	WRTH-AM	4.4	WRTH-AM(SM)	4.0
11	KMOX-FM	3.8	KKSS-FM	3.5	KSD -AM(PA)	3.6
12	KADI-FM	2.7	KADI-FM	3.4	KKSS-FM(B)	3.5
13	KATZ-AM	2.2	KATZ-AM	3.1	KMOX-FM(A)	3.2
14	KCFM-FM	1.9	KCFM-FM	2.9	KATZ-AM(B)	2.7
15	KKOJ-AM	1.4	KKOJ-AM	1.5	KADI-FM(A)	1.8
16	WIBV-AM	1.1	WESL-AM	1.2	WESL-AM(B)	1.8
17	WESL-AM	0.7	WGNU-FM	0.6	KCFM-FM(A)	1.5
18	WEW -AM	0.6	WEW -AM	0.6	KIRL-AM(C)	0.7
19	WGNU-AM	0.5	WMRY-FM	0.6	WIBV-AM(PA)	0.6
20	KSTL-AM	0.4	WGNU-AM	0.5	WOKZ-AM(PA)	0.6
21	KIRL-AM	0.3	KSTL-AM	0.4	KKOJ-AM(B)	0.5
22			KIRL-AM	0.4	WEW -AM(M)	0.4
23			WIBV-AM	0.4	KSCF-FM(M)	0.4
24					WZEN-FM(M)	0.3
25					WMRY-FM(M)	0.3
26					KXEN-AM(M)	0.3

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 19467

	A/M '78		O/N '78		A/M '79	
1	KMOX-AM	795	KMOX-AM	681	KMOX-AM	841
2	KSHE-FM	250	KSHE-FM	229	KEZK-FM	219
3	KSLQ-FM	241	KSLQ-FM	227	KSLQ-FM	205
4	KEZK-FM	228	WIL -FM	222	KSHE-FM	176
5	KSD -AM	209	KSD -AM	189	KXOK-AM	173
6	WIL -AM	186	KXOK-AM	180	KWK -AM	156
7	KXOK-AM	153	KEZK-FM	174	WIL -FM	140
8	KKSS-FM	147	WIL -AM	173	WWWK-FM	135
9	WRTH-AM	128	KMOX-FM	144	WIL -AM	133
10	WIL -FM	124	WRTH-AM	137	WRTH-AM	125

M-F, 6-10am

1	KMOX-AM	KMOX-AM	KMOX-AM
2	KSD -AM	KSD -AM	KSLQ-FM
3	KEZK-FM	WIL -FM	WIL -AM
4	KSLQ-FM	KXOK-AM	KSD -AM
5	WIL -AM	WIL -AM	KXOK-AM
6	KXOK-AM	KSLQ-FM	KEZK-FM
7	KSHE-FM	KMOX-FM	KSHE-FM
8	WRTH-AM	KEZK-FM	KWK -AM
9	WIL -FM	WRTH-AM	WIL -FM
10	KMOX-FM	KSHE-FM	WRTH-AM

M-F, 3-7pm

1	KMOX-AM	KMOX-AM	KMOX-AM
2	KSHE-FM	KSHE-FM	KSLQ-FM
3	KSLQ-FM	KSLQ-FM	KEZK-FM
4	KEZK-FM	WIL -FM	KSHE-FM
5	KSD -AM	KSD -AM	KXOK-AM
6	KXOK-AM	KXOK-AM	WWWK-FM
7	WIL -AM	WIL -AM	KWK -AM
8	KKSS-FM	KMOX-FM	WIL -FM
9	WRTH-AM	KEZK-FM	WIL -AM
10	KMOX-FM	WRTH-AM	WRTH-AM

Teens
M-S, 6am-Midnight
POP(00): 2815

	A/M '78	O/N '78	A/M '79
1	KSLQ-FM	KSLQ-FM	WWWK-FM
2	KXOK-AM	KSHE-FM	KSLQ-FM
3	KSHE-FM	KXOK-AM	KWK -AM
4	KKSS-FM	KATZ-AM	KSHE-FM
5	KMOX-AM	KADI-FM	KATZ-AM
6	KADI-FM	KKSS-FM	WESL-AM
7	KSD -AM	KSD -AM	KMOX-AM
8	KATZ-AM	KKOJ-AM	KXOK-AM
9	WIL -AM	WESL-AM	KKSS-FM
10	KCFM-FM	KMOX-AM	KADI-FM

M-F, 6-10am

1	KSLQ-FM	KSLQ-FM	KSLQ-FM
2	KXOK-AM	KSHE-FM	WWWK-FM
3	KMOX-AM	KXOK-AM	KWK -AM
4	KSD -AM	KADI-FM	WESL-AM
5	KSHE-FM	KATZ-AM	KSHE-FM
6	KADI-FM	KMOX-FM	KXOK-AM
7	KKSS-FM	KMOX-AM	KMOX-AM
8	WIL -AM	WIL -FM	KATZ-AM
9	KATZ-AM	WESL-AM	KKSS-FM
10	KCFM-FM	KKSS-FM	WIL -AM

M-F, 3-7pm

1	KSLQ-FM	KSLQ-FM	KSLQ-FM
2	KXOK-AM	KSHE-FM	WWWK-FM
3	KSHE-FM	KXOK-AM	KWK -AM
4	KKSS-FM	KATZ-AM	KSHE-FM
5	KADI-FM	KADI-FM	KATZ-AM
6	KSD -AM	KKOJ-AM	WESL-AM
7	KATZ-AM	KKSS-FM	KKSS-FM
8	WIL -AM	KSD -AM	KADI-FM
9	KMOX-AM	WESL-AM	KXOK-AM
10	WESL-AM	KMOX-AM	WIL -AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 6705

	A/M '78	O/N '78	A/M '79
1	KSHE-FM	KSHE-FM	KSHE-FM
2	KMOX-AM	KSLQ-FM	KSLQ-FM
3	KSLQ-FM	WIL -FM	KMOX-AM
4	KSD -AM	KXOK-AM	KXOK-AM
5	KKSS-FM	KMOX-AM	KKSS-FM
6	KEZK-FM	KCFM-FM	KWK -AM
7	KADI-FM	KADI-FM	WWWK-FM
8	KMOX-FM	KMOX-FM	KMOX-FM
9	KXOK-AM	KSD -AM	WIL -FM
10	WIL -FM	KKSS-FM	KSD -AM

M-F, 6-10am

1	KSD -AM	KMOX-AM	KMOX-AM
2	KMOX-AM	KXOK-AM	KSHE-FM
3	KSHE-FM	WIL -FM	KSLQ-FM
4	KSLQ-FM	KSD -AM	KXOK-AM
5	KEZK-FM	KSLQ-FM	KSD -AM
6	KXOK-AM	KSHE-FM	KWK -AM
7	KADI-FM	KMOX-FM	KMOX-FM
8	KMOX-FM	KADI-FM	WIL -FM
9	KKSS-FM	KCFM-FM	KKSS-FM
10	WIL -AM	KEZK-FM	WWWK-FM

M-F, 3-7pm

1	KSHE-FM	KSHE-FM	KSHE-FM
2	KSLQ-FM	WIL -FM	KSLQ-FM
3	KMOX-AM	KSLQ-FM	KXOK-AM
4	KSD -AM	KSD -AM	KMOX-AM
5	KKSS-FM	KXOK-AM	KKSS-FM
6	KXOK-AM	KMOX-FM	KWK -AM
7	KADI-FM	KADI-FM	WWWK-FM
8	KEZK-FM	KCFM-FM	KADI-FM
9	KMOX-FM	KKSS-FM	KSD -AM
10	WIL -FM	KATZ-AM	KATZ-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 7784

	A/M '78	O/N '78	A/M '79
1	KMOX-AM	KMOX-AM	KMOX-AM
2	KSD -AM	WIL -FM	KXOK-AM
3	WIL -AM	KSD -AM	KEZK-FM
4	KEZK-FM	WIL -AM	KSLQ-FM
5	KSLQ-FM	KXOK-AM	KSD -AM
6	WIL -FM	KMOX-FM	WIL -FM
7	KMOX-FM	KEZK-FM	WIL -AM
8	KKSS-FM	KSLQ-FM	KMOX-FM
9	KSHE-FM	KCFM-FM	KWK -AM
10	KXOK-AM	KKSS-FM	KKSS-FM

M-F, 6-10am

1	KMOX-AM	KMOX-AM	KMOX-AM
2	KSD -AM	KSD -AM	KSD -AM
3	WIL -AM	WIL -FM	KXOK-AM
4	KEZK-FM	KXOK-AM	WIL -AM
5	KSLQ-FM	WIL -AM	KSLQ-FM
6	WIL -FM	KMOX-FM	KEZK-FM
7	KXOK-AM	KEZK-FM	WIL -FM
8	WRTH-AM	KSLQ-FM	KMOX-FM
9	KMOX-FM	KCFM-FM	KWK -AM
10	KKSS-FM	KATZ-AM	WRTH-AM

M-F, 3-7pm

1	KMOX-AM	KMOX-AM	KMOX-AM
2	KSD -AM	WIL -FM	KXOK-AM
3	WIL -AM	KSD -AM	KEZK-FM
4	KSLQ-FM	WIL -AM	WIL -AM
5	KEZK-FM	KMOX-FM	WIL -FM
6	KMOX-FM	KXOK-AM	KSD -AM
7	KXOK-AM	KEZK-FM	KSLQ-FM
8	KSHE-FM	KSLQ-FM	KKSS-FM
9	WIL -FM	KSHE-FM	KWK -AM
10	KKSS-FM	KCFM-FM	KMOX-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 19467

	A/M '78		O/N '78		A/M '79	
1	KMOX-AM	8615	KMOX-AM	8066	KMOX-AM	8
2	KSD -AM	4174	KXOK-AM	4257	KSLQ-FM	
3	KSLQ-FM	3804	KSLQ-FM	4148	KXOK-AM	
4	KXOK-AM	3413	KSD -AM	4135	KSD -AM	
5	KSHE-FM	3272	KSHE-FM	2786	KWK -AM	
6	KEZK-FM	2632	KADI-FM	2576	KSHE-FM	
7	WRTH-AM	2327	KMOX-FM	2430	KEZK-FM	
8	WIL -AM	2279	WIL -AM	2378	WRTH-AM	
9	KMOX-FM	2111	WIL -FM	2291	WIL -AM	
10	KADI-FM	2078	WRTH-AM	2237	WIL -FM	

M-F, 6-10am

1	KMOX-AM	KMOX-AM	KMOX-AM
2	KSD -AM	KXOK-AM	KSLQ-FM
3	KSLQ-FM	KSD -AM	KSD -AM
4	KXOK-AM	KSLQ-FM	KXOK-AM
5	KSHE-FM	KSHE-FM	KWK -AM
6	KEZK-FM	KMOX-FM	KSHE-FM
7	WIL -AM	WIL -AM	WIL -AM
8	WRTH-AM	WIL -FM	WRTH-AM
9	KADI-FM	WRTH-AM	WWWK-FM
10	WIL -FM	KADI-FM	WIL -FM

M-F, 3-7pm

1	KMOX-AM	KMOX-AM	KMOX-AM
2	KSHE-FM	KSLQ-FM	KSLQ-FM
3	KSLQ-FM	KXOK-AM	KWK -AM
4	KMOX-AM	KSD -AM	KXOK-AM
5	KXOK-AM	KSHE-FM	KSHE-FM
6	WIL -AM	WIL -FM	WWWK-FM
7	KEZK-FM	KADI-FM	KEZK-FM
8	WRTH-AM	WIL -AM	WIL -FM
9	KADI-FM	WRTH-AM	KSD -AM
10	KMOX-FM	KMOX-FM	WRTH-AM

Teens
M-S, 6am-Midnight
POP(00): 2815

	A/M '78	O/N '78	A/M '79
1	KSLQ-FM	KSLQ-FM	KSLQ-FM
2	KXOK-AM	KXOK-AM	KWK -AM
3	KSHE-FM	KSHE-FM	WWWK-FM
4	KMOX-AM	KADI-FM	KSHE-FM
5	KADI-FM	KSD -AM	KMOX-AM
6	KSD -AM	KKOJ-AM	KADI-FM
7	KKSS-FM	KMOX-AM	KXOK-AM
8	KATZ-AM	KATZ-AM	KATZ-AM
9	KKOJ-AM	KKSS-FM	KKSS-FM
10	WIL -AM	KMOX-FM	WESL-AM

M-F, 6-10am

1	KSLQ-FM	KSLQ-FM	KSLQ-FM
2	KXOK-AM	KSHE-FM	WWWK-FM
3	KSHE-FM	KXOK-AM	KWK -AM
4	KMOX-AM	KADI-FM	KSHE-FM
5	KATZ-AM	KATZ-AM	KXOK-AM
6	KADI-FM	KMOX-AM	KMOX-AM
7	KSD -AM	KKOJ-AM	KATZ-AM
8	KKOJ-AM	KKSS-FM	WESL-AM
9	KKSS-FM	KSD -AM	KKSS-FM
10	WIL -AM	WESL-AM	KSD -AM

M-F, 3-7pm

1	KSLQ-FM	KSLQ-FM	WWWK-FM
2	KXOK-AM	KSHE-FM	KSLQ-FM
3	KSHE-FM	KXOK-AM	KWK -AM
4	KADI-FM	KADI-FM	KSHE-FM
5	KSD -AM	KATZ-AM	KATZ-AM
6	KMOX-AM	KSD -AM	KADI-FM
7	KKSS-FM	KKSS-FM	WESL-AM
8	KATZ-AM	KKOJ-AM	KKSS-FM
9	KKOJ-AM	KMOX-AM	KXOK-AM
10	WIL -AM	WESL-AM	KMOX-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 6705

	A/M '78	O/N '78	A/M '79
1	KMOX-AM	KXOK-AM	KMOX-AM
2	KSHE-FM	KSLQ-FM	KSLQ-FM
3	KSD -AM	KSD -AM	KXOK-AM
4	KSLQ-FM	KMOX-AM	KSHE-FM
5	KXOK-AM	KSHE-FM	KWK -AM
6	KADI-FM	KADI-FM	KSD -AM
7	KKSS-FM	KMOX-FM	KADI-FM
8	KMOX-FM	KKSS-FM	WWWK-FM
9	KCFM-FM	KCFM-FM	KKSS-FM
10	WIL -FM	WIL -FM	KMOX-FM

M-F, 6-10am

1	KSD -AM	KXOK-AM	KMOX-AM
2	KMOX-AM	KSLQ-FM	KSHE-FM
3	KSHE-FM	KMOX-AM	KSLQ-FM
4	KSLQ-FM	KSHE-FM	KXOK-AM
5	KXOK-AM	KSD -AM	KWK -AM
6	KADI-FM	KADI-FM	KSD -AM
7	KMOX-FM	KMOX-FM	WWWK-FM
8	KKSS-FM	KKSS-FM	KKSS-FM
9	KEZK-FM	KCFM-FM	KADI-FM
10	KCFM-FM	WIL -FM	KMOX-FM

M-F, 3-7pm

1	KSHE-FM	KXOK-AM	KSLQ-FM
2	KSD -AM	KSHE-FM	KSHE-FM
3	KSLQ-FM	KSD -AM	KXOK-AM
4	KMOX-AM	KSLQ-FM	KMOX-AM
5	KADI-FM	KADI-FM	KWK -AM
6	KXOK-AM	WIL -FM	KADI-FM
7	KKSS-FM	KMOX-AM	KKSS-FM
8	KMOX-FM	KKSS-FM	KSD -AM
9	KCFM-FM	KMOX-FM	WWWK-FM
10	WIL -FM	KCFM-FM	KATZ-AM

(Please turn to page 206)

DOUBLEDAY DOES IT AGAIN!

ST. LOUIS' #1 MUSIC STATION IN ONE BOOK!

Last November we returned to the airwaves a part of St. Louis radio history with KWK-AM. In March we added WWWK-FM. By Apr/May we were making history. The KWK combination was the number one music station in St. Louis with a 9.2 share.* And that's only part of the story. Doubleday's been doing things like this for years. In Minneapolis/St. Paul our KDWB has been the #1 music station* for the past 9 Arbitron surveys. And in Denver our KHOW-AM continues to dominate as the #1 station*...it's nice to know we haven't lost our touch.

db DOUBLEDAY BROADCASTING

RAR RADIO ADVERTISING REPRESENTATIVES INC

KHOW AM/FM
DENVER

KDWB AM/FM**
MINNEAPOLIS/ST. PAUL

KWK/WWWK**
ST. LOUIS

*Total Pers. 12+ MSA/AQH Mon-Sun 6AM-MID Arbitron Apr/May '79 Subject to Limitations Stated by Arbitron
**KDWB-FM/Richfield, Mn.—WWWK-FM/Granite City/St. Louis

AN INTERVIEW WITH VP/GM RICK AURICHIO

Arbitron: Measuring Up For The 80's

It can be stated without too much argument that one of the most important people in the radio industry is **Rick Aurichio,** Vice-President and General Manager of **Arbitron**'s Radio Division. Decisions made and policies set by Aurichio reverberate throughout the radio field, so **R&R** wanted to let you in on the current thinking of the man who is in the eye of the storm. We talked with Aurichio about a number of current and future issues, and began by asking about aspects of Extended Measurement.

Rick Aurichio

Extended Measurement

R&R: *Does Arbitron plan to keep issuing monthly reports? Are they a valid tool for measuring the markets?*

Aurichio: We gave our station clients in the markets of Seattle, New Orleans, and Indianapolis the option of having monthly reports. I would say that in the beginning there was a mixed bag, maybe 50-50 in terms of the monthly reports. As more and more of these reports have gone into the marketplace, the stations like them much better.

R&R: *Are they valid tools for programmers?*

Aurichio: They're a valid tool for developing a trend. I don't think it's a tool you can make a decision with immediately, but as you plot each month you begin to see a trend that can be a more helpful programming tool than our current four-week measurement once or twice a year.

R&R: *You are currently measuring just the three markets with Extended Measurement sweeps. How long do you foresee staying at this level, and when might ARB make a decision about expanding this service?*

Aurichio: There is a possibility that next year and the year after we may add a couple more markets in terms of going into Extended Measurement, but our current thinking is that in 1982 it'll go across the country.

R&R: *Is there an estimate of the additional cost that will be passed along to the broadcasters for Extended Measurement?*

Aurichio: I don't think all markets will have a sample size that is able to support monthly reports, so the cost will vary somewhat depending on market size, but the variation will be between 5-15% additional.

Ethnic Measurement

R&R: *I understand the technique for measuring blacks is undergoing some testing for possible revision. Can you give us an update as to these tests and what we might see in the future of ethnic measurement?*

Aurichio: I think that at this time we have developed the technique that will ultimately replace TR (Telephone Retrieval) and PPR (Personal Placement and Retrieval), and we call it Differential Survey Treatment. This involves determining through the initial telephone contact with the potential respondent whether or not the household is a difficult response household. Difficult response households are defined as Black, Spanish, between the ages of 18-24, or a one or two-person household. Those are, by our definition, difficult response households, and they will be treated differently within our mail diary system than they are currently treated.

R&R: *How will the differences show up in your system?*

Aurichio: Two basic differences, the first being the number of times we contact you, the second being the amount of premium you receive.

R&R: *Are you concerned that people might think that you'd be using mixed methods?*

Aurichio: The beauty of our idea is that it is not really mixing methodologies. Everyone will receive the same diary, the major difference being in the prodding they receive, and I think that should be a welcome thing since you can't expect all people to respond identically to the same stimulus. We can't go overboard, we can't give someone $10, because then you would affect response, but we honestly believe that some slight difference in premium, along with contacting you more times to solicit your help (in keeping the diary) can even out our response rate with these tough groups.

R&R: *If you make the extra effort for the tough groups, might not broadcasters who don't aim for ethnic or younger audiences feel that competitors are getting special treatment?*

Aurichio: If everyone is responding to the same degree, that argument shouldn't exist. We can't look at individual stations or formats. Our purpose is to measure radio as a whole, and as a result equal response rate is the goal. If some stations think that we're spending too much money to achieve that, so be it.

R&R: *What is Arbitron's plan on tackling the on-air diary announcements that some stations have run during surveys?*

Aurichio: As you may know, it is our position that it is not good research for the consumer (the radio listener) to know what you are doing with a survey. The position that we have taken historically is that we "sticker" the book to make it observable to users of our reports that someone has performed such an action. We have been working with the **BRC** and the **NAB** as well as the **Advisory Council** towards working on the approach of making it more visible in the future. There have been a number of recommendations, including delisting, which we feel we do not have the legal right to do to a station on that basis.

R&R: *Why is that?*

Aurichio: Essentially, it is an interference in the freedom of speech of a station.

R&R: *Even though that interferes with the research methodology of Arbitron?*

Aurichio: That means that you have to have evidence that it interferes. We currently have no evidence that it interferes with the process. Also, remember that there is a tremendous distinction between these (on-air) announcements and rating distortion. In the case of rating distortion, someone may be asked to write down something they did not do, which is a no-no. In this particular case the station is asking that the respondent be truthful, and that's like motherhood — how could you possibly get angry at someone for asking for the truth? To defen your position on that is fairly difficult. We think tha what is required now is a little more visibility, and th BRC has recently asked if we would be willing t submit lists to the key media people of all station that ran on-air announcements during a surve period. We have been assured that not only tha people who would receive the lists but also th people actually making the buys are visibly awar that these kinds of things are going on.

R&R: *Do you think that it's fair that the end users of the books — the agencies and clients who spen money in broadcasting — are put in the position o having to decide if these announcements are harmful?*

Aurichio: It would be far better for the broadcast industry, the stations, to make a decision or that. However, the broadcast industries have no been willing to take a stand. If they are not, ther the question becomes what recourse we have Suppose the NAB says, "This is not a good idea," which they have said, the Advisory Council has said this is not a good idea, then all of a sudden you have a station that runs the announcements. What do you do about it?

R&R: *That's what everybody wants to know. The current penalties, such as they are, appear to be minor.*

Aurichio: Well, do you think that another station should take that station to court?

R&R: *I'm asking you what Arbitron, as the ratings leader, should do.*

Aurichio: Remember, it's an industry issue, it's not a punitive thing from Arbitron's point of view, but I honestly believe that the situation has gotten far beyond where it should be, and I believe at this point that we have to make sure that the people who are using the information, namely the ones spending the money, are completely aware that such a thing is going on and that ultimately the decision lies in their hands regarding whether or not the announcements have an impact on the numbers.

R&R: *Last year several stations were delisted for running rating distortion promotions. It seems that there has been less of that kind of campaign this year. Do you feel that the delisting last year served as a deterrent for this past sweep?*

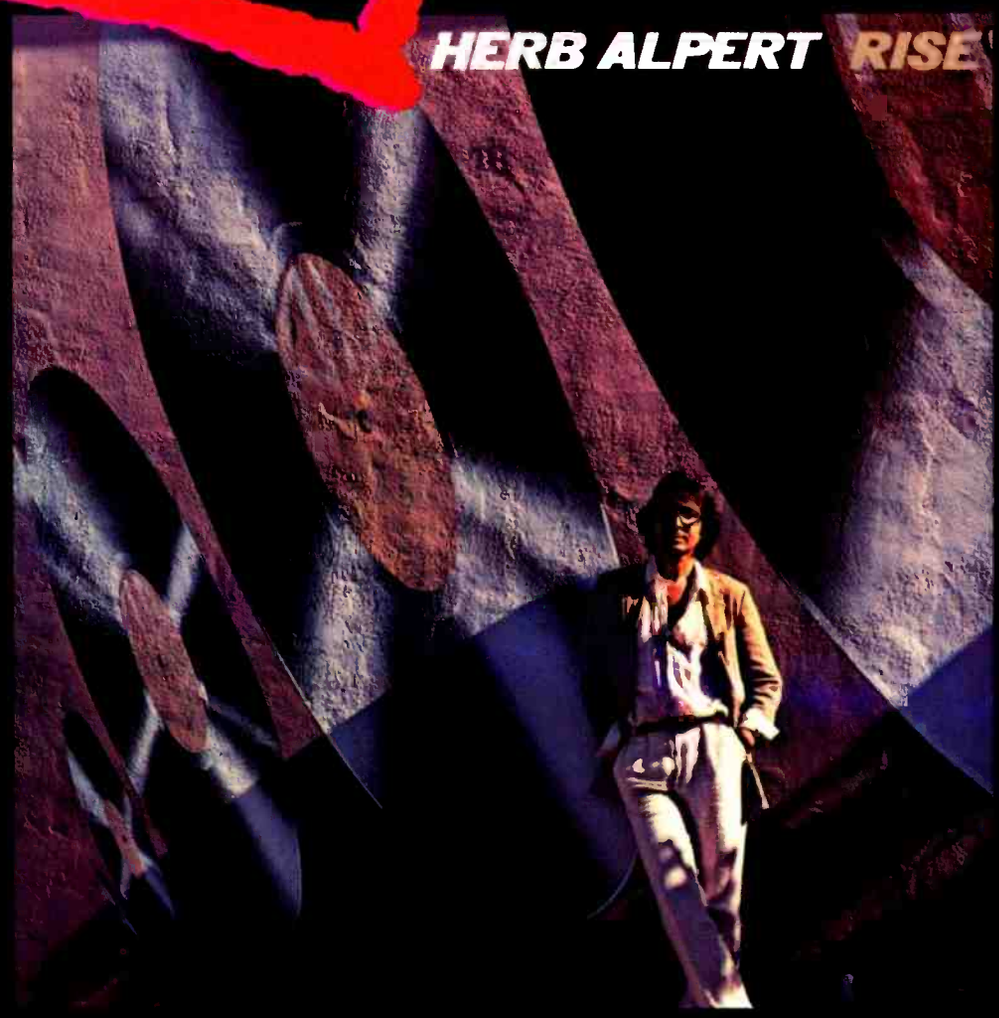
(Please turn to page 198)

HERB ALPERT

Rise

The Album.

SP 4501



Includes the full length version of the million selling single, ***"Rise."***

AM 2151 AP 12022

Produced by Herb Alpert and Randy Badazz.
Associate Producer Andy Armer.

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ON A&M RECORDS & TAPES

A&M RECORDS

Rick Aurichio

Aurichio: It would seem that way. As you remember, last year there were 10 complaints, this year there were something like five or six complaints that appeared to possibly involve rating distortion. Two were acted on, in Pittsburgh and in Springfield, IL.

Qualitative Data Coming?

R&R: *Does Arbitron have any plans to capture qualitative or product usage data in its surveys?*

Aurichio: Arbitron was one of the first companies to produce product-type information in its service. We have been providing qualitative data to customers on a custom order basis. We have committed to the Advisory Council to doing a study in at least one market as fast as we could to gather newspaper data and to see what the benefits were if we gathered additional demographic data like household income and family size, as well as the product usage categories. There is a fear by many broadcasters that this information will be used to further fragment the current amount of dollars coming into a market rather than having the benefit that we all seek, which is to bring more money into radio. We'll probably implement one or two markets in the next six months more or less as an experimental thing to see what happens.

R&R: *Do you think that Arbitron can help broadcasters wean more dollars away from newspapers, from the retailers?*

Aurichio: I think we can help toward preparing the information, but I don't believe it's the task of the independent organization, the objective organization, to try to show broadcasters how to win money from one another, or from another medium. There are other organizations that will do that, such as the **RAB.**

R&R: *95+% of radio buys are made using Arbitron ratings. How do you respond to the charge that this constitutes a monopoly by Arbitron in the radio measurement field?*

Aurichio: First of all, monopoly is in the eye of the beholder. The radio industry has had more firms engaged in supplying data to it that almost any other medium. In TV there are only two services, in magazines I believe there is one, in network TV there is one, and in the case of newspapers there may be one or two truly syndicated services. Over the past couple of years radio has had a minimum of three, usually four organizations, so I don't know that that constitutes a monopoly. I don't know that we would behave any differently if there were more competitors. We do not behave according to what the competition says or does.

New Diary Coming

R&R: *What if anything can be done to speed up report production?*

Aurichio: We currently have two bottlenecks in the production cycle — one of these relates to the callback situation. The number of people we now call back has gotten to the point where we call about 10% of our diarykeepers. The other area is the call letter aberrations where conflicts can occur. Those are the two critical areas. A new diary was tested last year, and is being further tested this year, which goes directly at the point of call letter collection, trying to insure that the diarykeeper is aware that what we are seeking is the call letter. We want to reinforce the importance of call letters. We want to increase the percentage of entries that are call letters from 93% to 99%. If we can do so, the diary would then virtually eliminate the callbacks and the aberrations that occur with slogan conflicts. We hope to reduce our A/M delivery time from a current 90 days to a 50-day delivery cycle.

R&R: *What is your timetable for this new diary and the hoped-for improvement in production time?*

Aurichio: Assuming that the full-scale diary test shows that the quality of our service is good (the test will be done during the O/N'79 sweep) we'll be in a position to implement the new diary in either the fall of 1980 or the spring of 1981.

R&R: *What about those stations who use almost exclusively a slogan or audio logo to identify themselves, and use their calls just once an hour? Would the new diary hurt them in terms of diary entries?*

Aurichio: So far the indication is no. I know what you're talking about, something like **99X** here in New York, which for years has promoted itself with that slogan. But so far the tests show that if you ask people to take a little more time, to listen a little harder, they will make the identification process for you.

R&R: *The Advisory Council was created with the goal of improving communications between Arbitron and the industry. Do you feel this has been accomplished, and if so, what do you see ahead for the Council?*

Aurichio: Based on the calls and letters I receive, I'd say the communications process is improved. Improved communications is the goal, because we deal in a complex service and we need to communicate the features and aspects of that service to people who are closely associated with research down to those who know nothing about research. The more people know about our service, the easier it is to understand, and the easier our job becomes.

R&R: *In your attitude of openness, is it possible for example for stations to see the edit procedure manual to get an idea of how number of crediting decisions are made and whether they were properly made during the survey?*

Aurichio: There is an edit manual in every one of our offices, and there is also, as you know, a number of them in Laurel where the things are carried out. Our customers can view it, but we hold it pretty tight to our vest because it would be a good way for someone to start another service. There's nothing in there to hide. The idea we introduced in January, which was advanced publication of call letter flips and slogans, is the beginning of letting people know in advance what we're going to do. Our whole philosophy is to let you know in advance what we're going to do so you can check up out afterwards.

Radio Measurement In The 80's

R&R: *Let's look down the road as we embark on the 80's. What's ahead in radio measurement?*

Aurichio: Extended Measurement will become a reality; subject to the way our customers respond, it will be in place across the country by 1982. At that point in time we will begin to see more in terms of fast-type of reports, top-line data instead of the tremendous amount of nitty-gritty information we currently get into, which is sometimes just not statistically reliable. We will probably also see our minimum sample requirements change. Currently we have a minimum sample size of 450, and I would expect that in the next two years that minimum sample size will increase to at least 700.

R&R: *Will this mean an increase in cost for the broadcaster?*

Aurichio: More than likely, but it won't be proportionate to the increase in sample. Also, our Condensed Radio Market Report will probably be expanded, so that more markets are able to be mea sured, more efficiently. It does have less informatio contained in it, but we can't continue to deman detailed demographics based on small sample The larger the sample, the higher the cost.

By next year we'll know whether qualitative infor mation has a place. From what we have seen in th past and from our own studies, there is just so fa you can go in terms of qualitative data and produc usage. If you think men 18/24 are based on a sma sample, wait til you try to project radio listening b station by heavy business travelers using airplanes and even more narrow groups. So I think our approac will be to go into it slowly, until the information ca be reported with a reasonable degree of consisten cy and also make sure it has utility to our customers

R&R: *The Expanded Sample Frame . . . w this become a nationwide reality in the 80s?*

Aurichio Well, the plan is to do the Top 3 markets this fall, and by 1982 every market in th US will have the technique.

R&R: *So '82 will be quite a watershed year terms of implementation of both the ESF and E tended Measurement?*

Aurichio: Yes, that is the culmination, whe things start coming together.

Reports To Become More Useful

R&R: *Does Arbitron have any plans to make the reports any more understandable or usable to the client?*

Aurichio: There are two ways to talk about that. One is in terms of the basic printed report, which in my opinion is becoming less and less valuable as our consumers become more sophisticated. The Advisory Council put together a subcommittee of programming and management people who talked to us about the kinds of things they do with a report when it comes out. Our thinking is now more geared to providing material to our customers in that form than it is to supply the printed document. Our thrust has to be to supply information to people in other forms than a printed document and in a form that addresses what people do with the information, rather than supplying a printed book which furnishes info in a standardized form. This will likely mean more emphasis on computer access of our data.

R&R: *Can you give some examples of suggestions you've received of some usable types of data?*

Aurichio: First of all, advance ratings is a key thing. We'll put the information on computer which is accessible through a telephone call, and if some want advance ratings they will pay for the amount of computer time they use. The second thing was a series of programmer packages that are related to duplication. If you had information showing the numbers of people who listened at a certain time your trend would become a little more observable . . . People who are heavy listeners don't quit immediately; they usually start by spending less time with your station or by spending more time with a competitor, but they don't just quit, so these kinds of trends become more readily identifiable through the new systems.

R&R: *Let's wrap by discussing the proposed governmental definition change for SMSA metro areas. At this time, does Arbitron know which, if any, of the new governmental definitions will be used to define radio metros?*

Aurichio: We won't be making a decision until we see some more specifics, but we won't be affected by the changes until 1982, so there's still time to investigate thoroughly what the changes will mean in terms of possible redefinition of our metro areas.

If you have before you ten wire service stories and ten NewScript stories,

You'll probably use some of theirs and some of ours.

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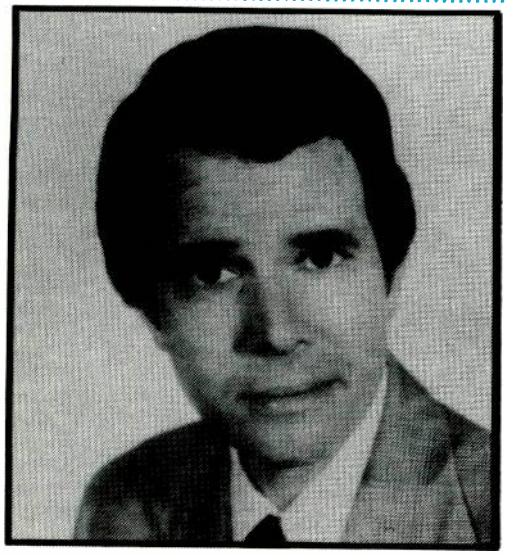
AN INTERVIEW WITH DOUBLEDAY PRESIDENT GARY STEVENS

KWK & WWWK/St. Louis: Success From Scratch



Gary Stevens

One of the most astounding ratings coups in recent radio history occurred this past A/M survey in St. Louis. There, **Doubleday Broadcasting**'s new AM/FM simulcast stations **KWK/WWWK** scored an impressive overall share of 9.2. Since the stations were on the air for only a few months prior to the sweep, **R&R** wanted to find out what was involved in starting from scratch to develop stations that can debut successfully in an Arbitron survey. Doubleday Broadcasting President **Gary Stevens** gave us the following insights.

R&R: *What time frame was involved in planning for the A/M'79 sweep in St. Louis?*

Stevens: We purposely signed KWK-AM on after the October/November '78 book ended, so I suppose you could say six months. The idea was to take the best run we could at the spring book and capitalize on the shock effect of suddenly appearing for the first time with a decent set of numbers.

R&R: *What about the FM facility?*

Stevens: We found out in February of this year that the FM transfer would be effective in mid-March, so we planned a phased promotional effort set to begin 30 days prior to the start of the book. We wanted to concentrate on promoting the AM/FM conbination.

In The Beginning . . .

R&R: *When you bought the properties, how did you go about planning the staffing, music, advertising and promotions involved in making the stations successful?*

Stevens: We had purchased KWK in 1973, in a bankruptcy proceeding. However, legal hassles were not finally removed until May of 1977. At that time we were faced with building the first new AM station in a major market in years. It took nearly a year and a half, which gave us time to plan the staffing, format, etc. As to format, I had always planned that it be contemporary.

R&R: *What about staffing?*

Stevens: Looking for a General Manager was no big problem, since the choice had already been made to hire **Craig Magee** as soon as the situation in St. Louis was ready. The next major decision was the hiring of **Bobby Hattrik** as Program Director. I had known Bobby from his brief stint at **WDGY** in Minneapolis, and he impressed me. There was no question he wanted that job more than anybody I ever met. The next step was to get Bobby and Craig together to make sure there would be chemistry. There was, and obviously it paid off.

R&R: *And your initial advertising plans?*

Stevens: The only advertising we planned was a sizable outdoor billboard campaign. Since we knew we would have nearly six months to work up our promotional effort, Bobby went to work immediately getting all the music researched. The fact that Hattrik was from St. Louis gave us a tremendous advantage in this area.

Positioning And Promotion

R&R: *What specific research did you do to position the station correctly in the marketplace?*

Stevens: During the summer of 1978 we hired **Frank Magid** to do a complete study of the St. Louis market. The study was a little unusual, since I told the Magid people that I had already determined the format. What I wanted them to tell us was whether or not we could make it as just an AM station. The results told us that it was imperative we acquire an FM station as well.

R&R: *What size budget did you use to show well in the A/M'79 book, and how did that budget break down in terms of expenditures in the various media?*

Stevens: Our competitors claimed we spent a quarter of a million dollars. It was more like $150,000, which, as a percentage of the total $5.5 million investment-to-date, was miniscule. Since both stations were brand new in terms of programming content, we addressed ourselves to cume building.

In St. Louis we felt that all external media were worthwhile, so we started with some full-page newspaper promoting the FM addition, broke with strong television a couple of weeks before the book, and continued it through the sweep. In addition, we augmented our outdoor boards with a bus-back campaign. All of it tied together with significant daily cash prizes. I would say TV took the lion's share of the budget, a function of its excessive cost versus other media.

"Numbers Are Everything"

R&R: *How did the stations sell themselves before the Arbitron report came out?*

Stevens: Sales were particularly weak during the initial phase when only the AM was on the air. When we finally exploded with the FM addition in late March the market responded immediately and within a couple of months we were billing nearly $200,000 per month. About the only way we were able to sell during the start-up period was through projections and estimates based on interim **Mediatrend** reports and the like.

R&R: *What was the most difficult aspect of starting from scratch?*

Stevens: Believability. Nobody took us seriously in the very beginning. At first we thought it would be an advantage to have a long run at the first book. In truth, six or seven months is an awfully long time, and it took everything we could muster to keep interest in the market and keep our own people from becoming discouraged. I also didn't think it would be as difficult as it was to sell time during the start-up phase. It really reinforced my belief that numbers are everything.

R&R: *What role did you, as corporate President, play in the creation of the stations' successes? How much authority does your local staff have?*

Stevens: Basically, I babysat the project for over five years. The PD, Bobby Hattrik, has the sole responsibility for the on-air sound. That's as it should be. Craig runs the radio station. He hires and fires. My job was to develop the concept, continue to make suggestions on how things might be done better, and help facilitate the game plan once it was formulated.

R&R: *Let's close, Gary, by asking if you had it to do all over again, would you?*

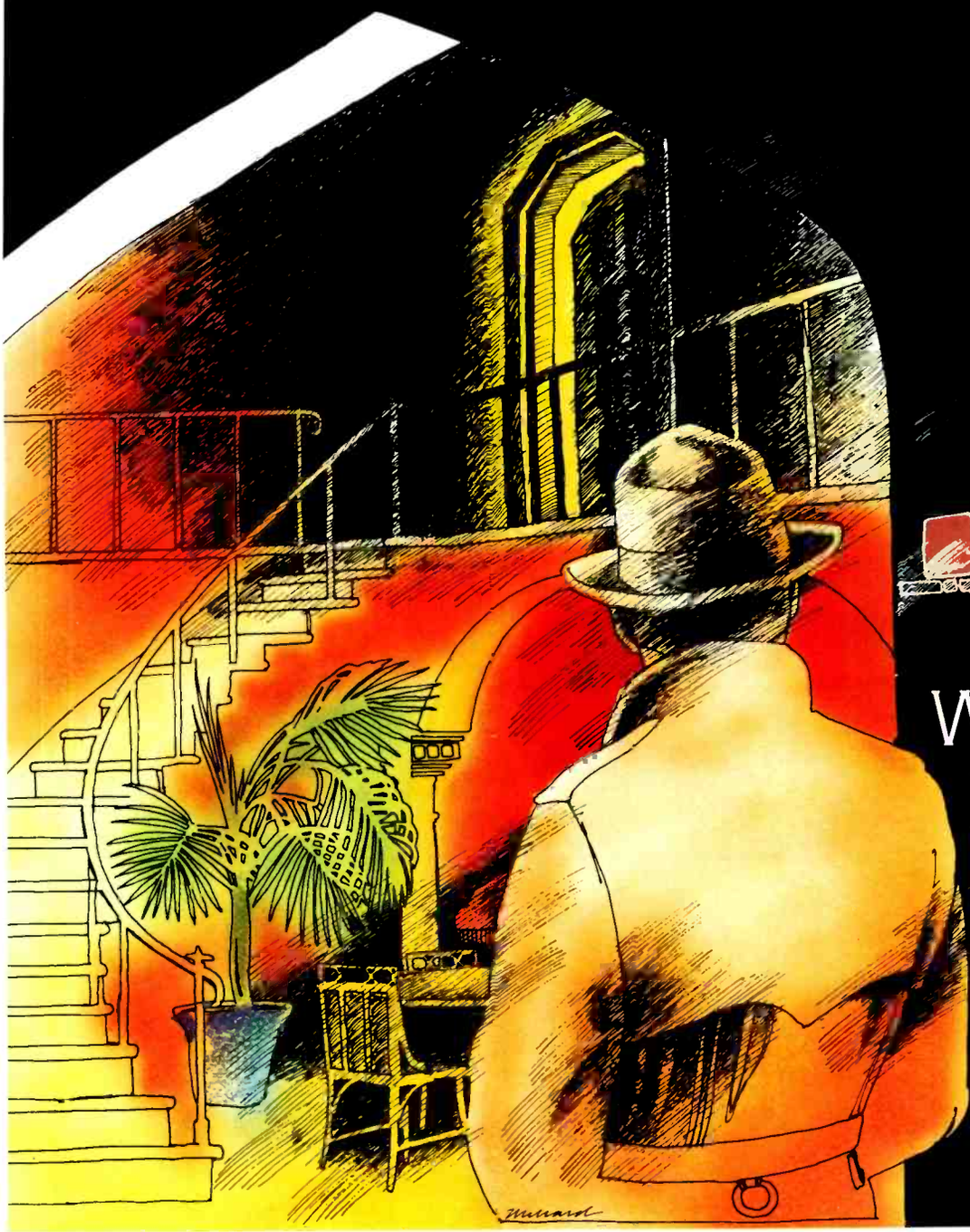
Stevens: No doubt about it. We had a lot to prove to the industry with regard to the ability of this company to successfully operate a contemporary radio station. Our 9.2 Arbitron share achieved in just a couple of months provided the answer to a lot of questions we may all have been asking ourselves. I wouldn't trade that feeling for anything in the world.

"My job was to develop the concept, continue to make suggestions on how things might be done better, and help facilitate the game plan once it was formulated."

"Our competitors claimed we spent a quarter of a million dollars. It was more like $150,000."

Once It Was The World's Quiet Little Hideaway

Now There's **Nothing** Quiet About Casablanca



Casablanca - What The World Is Heading For!

Casablanca Record and Filmworks

Cecil Holmes' Chocolate City

EARMARC®

TM

Salinas-Seaside-Monterey

METRO RANK 117

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2345

	A/M '77		A/M '78		A/M '79	
1	KWYT-FM	11.2	KDON-FM	13.6	KDON-FM(R)	15.4
2	KTOM-AM	10.1	KTOM-AM	11.1	KTOM-AM(C)	11.2
3	KDON-FM	9.5	KWAV-FM	6.4	KWYT-FM(BM)	9.5
4	KWAV-FM	6.6	KGO -AM	6.4	KWAV-FM(PA)	5.1
5	KDON-AM	6.3	KDON-AM	5.3	KLRB-FM(A)	4.6
6	KIDD-AM	6.0	KWYT-FM	5.3	KIDD-AM(R)	4.1
7	KGO -AM	5.7	KLRB-FM	5.0	KDON-AM(PA)	3.4
8	KCTY-AM	5.2	KCTY-AM	4.4	KCTY-AM(B)	2.7
9	KMBY-AM	3.7	KBAY-FM	3.9	KOKQ-FM(R)	2.2
10	KCBS-AM	3.7	KMBY-AM	3.6	KFAT-FM(C)	2.2
11	KBAY-FM	3.2	KCBS-AM	3.1	KESE-AM(PA)	0.7
12	KLOK-AM	2.9	KFAT-FM	2.8	KOCN-FM(J)	0.7
13	KFAT-FM	2.9	KIDD-AM	2.5	KRKC-AM(PA)	0.5
14	KZEN-FM	2.6	KNBR-AM	2.5		
15	KLRB-FM	2.3	KLOK-AM	1.7		
16	KARA-FM	1.7	KRKC-AM	1.7		
17	KRKC-AM	1.7	KARA-FM	1.7		
18	KNBR-AM	1.4	KSJO-FM	1.4		
19	KFRC-AM	1.4	KFRC-AM	1.4		
20	KSCO-AM	1.4	KZEN-FM	1.1		
21	KRML-AM	1.4	KDIA-AM	0.6		
22	KSCO-AF	0.0	KSCO-AM	0.6		
23	KSCO-FM	0.0	KSCO-FM	0.3		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 2345

	A/M '77		A/M '78		A/M '79	
1	KWYT-FM	39	KDON-FM	49	KDON-FM	63
2	KTOM-AM	35	KTOM-AM	40	KTOM-AM	46
3	KDON-FM	33	KWAV-FM	23	KWYT-FM	39
4	KWAV-FM	23	KGO -AM	23	KWAV-FM	21
5	KDON-AM	22	KDON-AM	19	KLRB-FM	19

M-F, 6-10am

1	KTOM-AM	KTOM-AM	KTOM-AM
2	KDON-FM	KDON-FM	KDON-FM
3	KWYT-FM	KGO -AM	KWYT-FM
4	KIDD-AM	KWAV-FM	KIDD-AM
5	KGO -AM	KDON-AM	KWAV-FM

M-F, 3-7pm

1	KWYT-FM	KDON-FM	KDON-FM
2	KTOM-AM	KTOM-AM	KWYT-FM
3	KWAV-FM	KWAV-FM	KTOM-AM
4	KDON-FM	KWYT-FM	KWAV-FM
5	KDON-AM	KLRB-FM	KLRB-FM

Teens

M-S, 6am-Midnight
POP(00): 311

	A/M '77	A/M '78	A/M '79
1	KDON-AM	KDON-FM	KDON-FM
2	KDON-FM	KDON-AM	KIDD-AM
3	KMBY-AM	KSJO-FM	KCTY-AM
4	KZEN-FM	KMBY-AM	KDON-AM
5	KTOM-AM	KCTY-AM	KOKQ-FM

M-F, 6-10am

1	KDON-AM	KDON-FM	KDON-FM
2	KDON-FM	KDON-AM	KIDD-AM
3	KMBY-AM	KCTY-AM	KOKQ-FM
4	KZEN-FM	KMBY-AM	KDON-AM
5	KIDD-AM	KZEN-FM	KLRB-FM

M-F, 3-7pm

1	KDON-AM	KDON-FM	KDON-FM
2	KDON-FM	KDON-AM	KIDD-AM
3	KMBY-AM	KSJO-FM	KCTY-AM
4	KZEN-FM	KZEN-FM	KOKQ-FM
5	KWAV-FM	KMBY-AM	KLRB-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 1005

	A/M '77	A/M '78	A/M '79
1	KDON-FM	KDON-FM	KDON-FM
2	KWAV-FM	KTOM-AM	KTOM-AM
3	KCTY-AM	KLRB-FM	KLRB-FM
4	KTOM-AM	KWAV-FM	KWAV-FM
5	KWYT-FM	KDON-AM	KDON-AM

M-F, 6-10am

1	KDON-FM	KTOM-AM	KTOM-AM
2	KTOM-AM	KDON-FM	KDON-FM
3	KDON-AM	KWAV-FM	KLRB-FM
4	KCTY-AM	KDON-AM	KWAV-FM
5	KLOK-AM	KLRB-FM	KDON-AM

M-F, 3-7pm

1	KDON-FM	KDON-FM	KDON-FM
2	KWYT-FM	KLRB-FM	KTOM-AM
3	KWAV-FM	KTOM-AM	KLRB-FM
4	KTOM-AM	KWAV-FM	KWAV-FM
5	KFAT-FM	KMBY-AM	KFAT-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 825

	A/M '77	A/M '78	A/M '79
1	KTOM-AM	KTOM-AM	KDON-FM
2	KWYT-FM	KDON-FM	KTOM-AM
3	KCTY-AM	KCTY-AM	KWYT-FM
4	KWAV-FM	KNBR-AM	KWAV-FM
5	KDON-FM	KWAV-FM	KLRB-FM

M-F, 6-10am

1	KTOM-AM	KTOM-AM	KTOM-AM
2	KWYT-FM	KWAV-FM	KWAV-FM
3	KCTY-AM	KDON-FM	KWYT-FM
4	KWAV-FM	KGO -AM	KDON-FM
5	KLOK-AM	KCBS-AM	KDON-AM

M-F, 3-7pm

1	KWAV-FM	KDON-FM	KDON-FM
2	KTOM-AM	KTOM-AM	KWYT-FM
3	KWYT-FM	KNBR-AM	KWAV-FM
4	KFAT-FM	KBAY-FM	KTOM-AM
5	KLOK-AM	KLRB-FM	KLRB-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 2345

	A/M '77		A/M '78		A/M '79	
1	KDON-AM	608	KDON-FM	777	KDON-FM	758
2	KDON-FM	514	KDON-AM	506	KDON-AM	423
3	KMBY-AM	439	KMBY-AM	432	KTOM-AM	400
4	KTOM-AM	417	KWAV-FM	339	KIDD-AM	380
5	KWYT-FM	370	KTOM-AM	334	KWYT-FM	371

M-F, 6-10am

1	KDON-AM	KDON-FM	KDON-FM
2	KTOM-AM	KDON-AM	KTOM-AM
3	KDON-FM	KMBY-AM	KDON-AM
4	KWYT-FM	KGO -AM	KIDD-AM
5	KMBY-AM	KTOM-AM	KWYT-FM

M-F, 3-7pm

1	KDON-FM	KDON-FM	KDON-FM
2	KDON-AM	KDON-AM	KWYT-FM
3	KTOM-AM	KMBY-AM	KDON-AM
4	KMBY-AM	KTOM-AM	KLRB-FM
5	KWYT-FM	KWAV-FM	KIDD-AM

Teens

M-S, 6am-Midnight
POP(00): 311

	A/M '77	A/M '78	A/M '79
1	KDON-AM	KDON-FM	KDON-FM
2	KDON-FM	KDON-AM	KIDD-AM
3	KMBY-AM	KMBY-AM	KDON-AM
4	KFRC-AM	KWAV-FM	KOKQ-FM
5	KZEN-FM	KCTY-AM	KCTY-AM

M-F, 6-10am

1	KDON-AM	KDON-FM	KDON-FM
2	KDON-FM	KDON-AM	KIDD-AM
3	KMBY-AM	KCTY-AM	KOKQ-FM
4	KZEN-FM	KMBY-AM	KDON-AM
5	KIDD-AM	KZEN-FM	KCTY-AM

M-F, 3-7pm

1	KDON-AM	KDON-FM	KDON-FM
2	KDON-FM	KDON-AM	KIDD-AM
3	KMBY-AM	KWAV-FM	KCTY-AM
4	KZEN-FM	KMBY-AM	KOKQ-FM
5	KWAV-FM	KSJO-FM	KDON-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 1005

	A/M '77	A/M '78	A/M '79
1	KDON-AM	KDON-FM	KDON-FM
2	KDON-FM	KDON-AM	KDON-AM
3	KMBY-AM	KMBY-AM	KLRB-FM
4	KTOM-AM	KLRB-FM	KTOM-AM
5	KWAV-FM	KWAV-FM	KIDD-AM

M-F, 6-10am

1	KDON-AM	KDON-FM	KDON-FM
2	KDON-FM	KDON-AM	KDON-AM
3	KTOM-AM	KMBY-AM	KLRB-FM
4	KMBY-AM	KWAV-FM	KTOM-AM
5	KWAV-FM	KTOM-AM	KWAV-FM

M-F, 3-7pm

1	KDON-FM	KDON-FM	KDON-FM
2	KDON-FM	KDON-AM	KDON-AM
3	KDON-AM	KMBY-AM	KLRB-FM
4	KTOM-AM	KLRB-FM	KWAV-FM
5	KWAV-FM	KWAV-FM	KTOM-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 825

	A/M '77	A/M '78	A/M '79
1	KTOM-AM	KDON-FM	KDON-FM
2	KDON-AM	KTOM-AM	KTOM-AM
3	KMBY-AM	KMBY-AM	KWAV-FM
4	KDON-FM	KWAV-FM	KWYT-FM
5	KWYT-FM	KCTY-AM	KIDD-AM

M-F, 6-10am

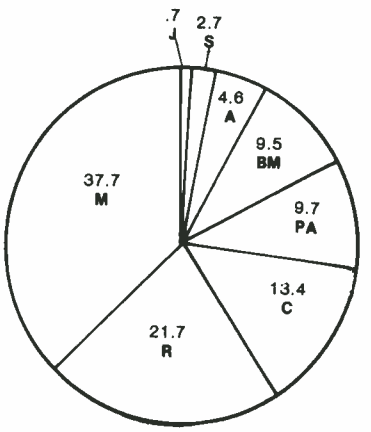
1	KTOM-AM	KTOM-AM	KTOM-AM
2	KDON-AM	KDON-FM	KDON-FM
3	KWYT-FM	KMBY-AM	KWAV-FM
4	KMBY-AM	KCTY-AM	KWYT-FM
5	KWAV-FM	KGO -AM	KIDD-AM

M-F, 3-7pm

1	KTOM-AM	KDON-FM	KDON-FM
2	KMBY-AM	KTOM-AM	KWYT-FM
3	KDON-AM	KCBS-AM	KWAV-FM
4	KDON-FM	KMBY-AM	KTOM-AM
5	KGO -AM	KWAV-FM	KLRB-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Salt Lake City-Ogden

METRO RANK **49**

A/M '79 Market Overview

There's a new #1 station in Salt Lake, **KLUB.** This AM Beautiful Music station maintains a consistent share around 9, with this report being no exception. KLUB ranked fifth among adults 25-49. Its strongest share was in AM drive.

Second in the market this time is perennial **Bonneville** P/A fixture **KSL.** Although the station dropped in 12+ share, it is still tied for second among adults 25-49. KSL gave away vacations during A/M'79 sweep. Bonneville's FM station in the Salt Lake area, **KSFI** (BM), had a rebound book this time. KSFI is fourth in adults 25-49, especially strong in midday and PM drive.

KCPX is the top station among 18-34 adults. Interestingly enough, the number two station among young adults is **KCPX-FM,** so dominating the 18-34 target is a family affair. KCPX is Top 40, while KCPX-FM is an AOR station. KCPX is tops with teens, while KCPX-FM is third in that demo.

News station **KSXX** had a nice increase in the A/M'79 report. Like many news stations across the nation, KSXX skews 35-64 in its demographic appeal. KSXX increased its male numbers, and did better in AM drive than in the previous book.

Diary return among young men seemed to be a problem this time. Only 30 in-tab diaries came back from men 18-24, versus 45 in the O/N '78 sweep.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 6343

	A/M '78		O/N '78		A/M '79	
1	KCPX-AM	10.8	KSL -AM	11.7	KLUB-AM (BM)	9.3
2	KSOP-AF	10.0	KLUB-AM	9.6	KSL -AM (PA)	9.2
3	KRSP-AF	9.5	KCPX-AM	7.9	KSFI-FM (BM)	8.9
4	KSL -AM	9.4	KSFI-FM	7.2	KCPX-AM (R)	8.3
5	KCPX-FM	9.1	KRSP-FM	7.0	KALL-AM (PA)	7.0
6	KLUB-AM	9.0	KCPX-FM	6.8	KCPX-FM (A)	6.1
7	KSFI-FM	8.3	KALL-AM	6.8	KSOP-FM (C)	5.4
8	KLUB-FM	5.7	KALL-FM	5.5	KRSP-FM (R)	4.9
9	KRGO-AM	5.4	KSOP-FM	5.5	KSXX-AM (M)	3.7
10	KALL-AM	5.0	KISN-FM	4.5	KISN-FM (BM)	3.5
11	KSXX-AM	3.8	KRGO-AM	4.3	KALL-FM (PA)	3.5
12	KALL-FM	3.3	KSOP-AM	3.7	KRGO-AM (C)	3.4
13	KAYK-FM	1.7	KWHO-AM	3.0	KRSP-AM (PA)	3.0
14	KWHO-FM	1.3	KSXX-AM	2.8	KDAB-FM (PA)	2.5
15	KLO -AM	1.0	KPRQ-AM	2.2	KSOP-AM (C)	2.2
16	KDAB-FM	1.0	KRSP-AM	1.7	KAYK-FM (PA)	1.9
17	KWMS-AM	0.9	KWHO-FM	1.7	KWMS-AM (R)	1.5
18	KPRQ-AM	0.6	KLO -AM	1.5	KLO -AM (R)	1.4
19	KWHO-AM	0.6	KAYK-FM	1.3	KWHO-FM (D)	1.4
20	KVOG-AM	0.4	KWMS-AM	0.6	KPRQ-AM (PA)	1.0
21			KDYL-AM	0.6	KZAN-FM (C)	1.0
22			KVOG-AM	0.5	KSVN-AM (C)	0.9
23			KDAB-FM	0.5	KJQN-AM (R)	0.9
24			KQPD-FM	0.5	KQPD-FM (BM)	0.5
25			KSVN-AM	0.5	KWHO-AM (CL)	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6343

	A/M '78		O/N '78		A/M '79	
1	KCPX-AM	97	KSL -AM	111	KLUB-AM	85
2	KSOP-AF	90	KLUB-AM	91	KSL -AM	84
3	KRSP-AF	86	KCPX-AM	75	KSFI-FM	81
4	KSL -AM	85	KSFI-FM	68	KCPX-AM	76
5	KCPX-FM	82	KRSP-FM	66	KALL-AM	64
M-F, 6-10am						
1	KSL -AM		KSL -AM		KSL -AM	
2	KCPX-AM		KLUB-AM		KALL-AM	
3	KLUB-AM		KALL-AM		KCPX-AM	
4	KALL-AM		KCPX-AM		KLUB-AM	
5	KSOP-AF		KRGO-AM		KSFI-FM	
M-F, 3-7pm						
1	KRSP-AF		KSL -AM		KSFI-FM	
2	KCPX-AM		KLUB-AM		KLUB-AM	
3	KCPX-FM		KSFI-FM		KSL -AM	
4	KSFI-FM		KALL-AM		KCPX-AM	
5	KLUB-AM		KCPX-FM		KCPX-FM	

Teens
M-S, 6am-Midnight
POP(00): 996

	A/M '78	O/N '78	A/M '79
1	KCPX-AM	KCPX-AM	KCPX-AM
2	KRSP-AF	KRSP-FM	KRSP-FM
3	KCPX-FM	KCPX-FM	KCPX-FM
4	KSOP-AF	KALL-FM	KWHO-FM
5	KRGO-AM	KRSP-AM	KRSP-FM
M-F, 6-10am			
1	KCPX-AM	KCPX-AM	KCPX-AM
2	KRSP-AF	KRSP-FM	KRSP-FM
3	KCPX-FM	KCPX-FM	KCPX-FM
4	KALL-AM	KALL-FM	KWHO-FM
5	KSOP-AF	KSOP-FM	KRGO-AM
M-F, 3-7pm			
1	KRSP-AF	KRSP-FM	KRSP-FM
2	KCPX-AM	KCPX-AM	KCPX-AM
3	KCPX-FM	KCPX-FM	KCPX-FM
4	KRGO-AM	KPRQ-AM	KRSP-AM
5	KSOP-AF	KISN-FM	KWHO-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2519

	A/M '78	O/N '78	A/M '79
1	KCPX-FM	KCPX-FM	KCPX-AM
2	KCPX-AM	KALL-AM	KCPX-FM
3	KRSP-AF	KSL -AM	KALL-AM
4	KSOP-AF	KCPX-AM	KALL-FM
5	KALL-AM	KRSP-FM	KSL -AM
M-F, 6-10am			
1	KCPX-AM	KALL-AM	KALL-AM
2	KCPX-FM	KCPX-AM	KCPX-AM
3	KALL-AM	KCPX-FM	KCPX-FM
4	KRSP-AF	KSL -AM	KSL -AM
5	KSOP-AF	KALL-FM	KALL-FM
M-F, 3-7pm			
1	KCPX-FM	KCPX-FM	KCPX-AM
2	KRSP-AF	KALL-AM	KCPX-FM
3	KCPX-AM	KCPX-AM	KALL-AM
4	KRGO-AM	KRSP-FM	KALL-FM
5	KALL-AM	KSFI-FM	KSL -AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2586

	A/M '78	O/N '78	A/M '79
1	KSOP-AF	KSL -AM	KALL-AM
2	KSFI-FM	KSFI-FM	KSL -AM
3	KSL -AM	KALL-AM	KSOP-FM
4	KALL-AM	KSOP-FM	KSFI-FM
5	KLUB-AM	KALL-FM	KLUB-AM
M-F, 6-10am			
1	KSL -AM	KSL -AM	KALL-AM
2	KALL-AM	KALL-AM	KSL -AM
3	KSFI-FM	KSOP-FM	KSOP-FM
4	KSOP-AF	KLUB-AM	KLUB-AM
5	KLUB-AM	KSFI-FM	KCPX-AM
M-F, 3-7pm			
1	KSOP-AF	KSL -AM	KSFI-FM
2	KSFI-FM	KSFI-FM	KALL-AM
3	KSL -AM	KALL-AM	KSL -AM
4	KRGO-AM	KLUB-AM	KSOP-FM
5	KALL-AM	KALL-FM	KLUB-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6343

	A/M '78		O/N '78		A/M '79	
1	KCPX-AM	1903	KSL -AM	1924	KSL -AM	1664
2	KSL -AM	1550	KCPX-AM	1717	KCPX-AM	1638
3	KLUB-AM	1531	KLUB-AM	1398	KLUB-AM	1319
4	KRSP-AF	1518	KALL-AM	1183	KALL-AM	1198
5	KCPX-FM	1112	KRSP-FM	1059	KCPX-FM	999
M-F, 6-10am						
1	KCPX-AM		KCPX-AM		KSL -AM	
2	KSL -AM		KSL -AM		KCPX-AM	
3	KLUB-AM		KLUB-AM		KALL-AM	
4	KRSP-AF		KALL-AM		KLUB-AM	
5	KCPX-FM		KRSP-FM		KSFI-FM	
M-F, 3-7pm						
1	KCPX-AM		KSL -AM		KCPX-AM	
2	KRSP-AF		KCPX-AM		KSL -AM	
3	KLUB-AM		KLUB-AM		KLUB-AM	
4	KSL -AM		KALL-AM		KALL-AM	
5	KCPX-FM		KCPX-FM		KCPX-FM	

Teens
M-S, 6am-Midnight
POP(00): 996

	A/M '78	O/N '78	A/M '79
1	KCPX-AM	KCPX-AM	KCPX-AM
2	KRSP-AF	KRSP-FM	KRSP-FM
3	KCPX-FM	KCPX-FM	KCPX-FM
4	KSL -AM	KRSP-AM	KRSP-AM
5	KSOP-AF	KALL-FM	KSL -AM
M-F, 6-10am			
1	KCPX-AM	KCPX-AM	KCPX-AM
2	KRSP-AF	KRSP-FM	KRSP-FM
3	KCPX-FM	KCPX-FM	KCPX-FM
4	KSOP-AF	KRSP-AM	KRSP-AM
5	KAYK-FM	KALL-FM	KJQN-AM
M-F, 3-7pm			
1	KRSP-AF	KCPX-AM	KCPX-AM
2	KCPX-AM	KRSP-FM	KRSP-FM
3	KCPX-FM	KCPX-FM	KCPX-FM
4	KSOP-AF	KALL-FM	KRSP-AM
5	KRGO-AM	KLO -AM	KWHO-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2519

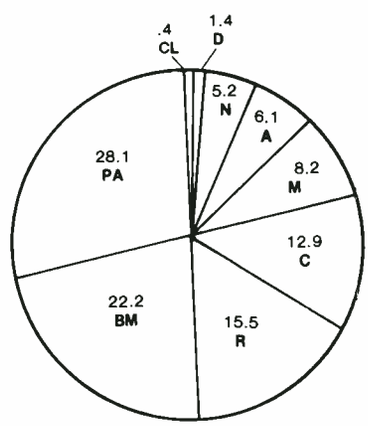
	A/M '78	O/N '78	A/M '79
1	KCPX-AM	KCPX-AM	KCPX-AM
2	KRSP-AF	KCPX-FM	KALL-AM
3	KCPX-FM	KSL -AM	KCPX-FM
4	KALL-AM	KALL-AM	KSL -AM
5	KALL-FM	KALL-FM	KALL-FM
M-F, 6-10am			
1	KCPX-AM	KCPX-AM	KALL-AM
2	KRSP-AF	KALL-AM	KCPX-AM
3	KCPX-FM	KCPX-FM	KSL -AM
4	KALL-AM	KSL -AM	KCPX-FM
5	KSOP-AF	KRSP-FM	KRSP-AM
M-F, 3-7pm			
1	KCPX-AM	KCPX-AM	KCPX-AM
2	KRSP-AF	KCPX-FM	KCPX-FM
3	KCPX-FM	KALL-AM	KALL-AM
4	KALL-AM	KRSP-FM	KSL -AM
5	KRGO-AM	KALL-FM	KALL-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2586

	A/M '78	O/N '78	A/M '79
1	KSL -AM	KSL -AM	KSL -AM
2	KLUB-AM	KALL-AM	KALL-AM
3	KSFI-FM	KLUB-AM	KCPX-AM
4	KSOP-AF	KSFI-FM	KLUB-AM
5	KALL-AM	KCPX-AM	KSOP-FM
M-F, 6-10am			
1	KSL -AM	KSL -AM	KALL-AM
2	KALL-AM	KALL-AM	KSL -AM
3	KLUB-AM	KLUB-AM	KLUB-AM
4	KSFI-FM	KSOP-FM	KCPX-AM
5	KSOP-AF	KCPX-AM	KSOP-FM
M-F, 3-7pm			
1	KSL -AM	KSL -AM	KALL-AM
2	KSOP-AF	KALL-AM	KSL -AM
3	KLUB-AM	KLUB-AM	KSOP-FM
4	KALL-AM	KSFI-FM	KLUB-AM
5	KCPX-AM	KRGO-AM	KCPX-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

San Antonio

METRO RANK **39**

A/M '79 Market Overview

Bernie Waterman's P/A station **KTSA** remained atop the San Antonio metro with a more than 11 share although it was the fourth book in a row in which the station has declined. KTSA is number two in adults 18-34 and number two among adults 25-49. KTSA still tops with teens. AM drive saw the biggest share decline for KTSA.

On the plus side, the sister station to KTSA, **KTFM,** had a smashing book jumping three shares. The Dancemusic sound may have helped make this station more successful. KTFM is number one with adults 18-34 and fourth with adults 25-49. Outside advertising was conducted on TV, billboards, and in print.

There must have been some problems with the Spanish retrieval in San Antonio, because in this report both Hispanic stations, **KCOR** and **KEDA,** went down. It was the worst book received in years by KCOR.

Beautiful Music **KQXT** was fourth in the market, 12+, with a stable book in this sweep. KQXT tied for third in adults 25-49, showed biggest share of audience in midday. TV and billboards were used to advertise KQXT image.

Clear Channel **WOAI** generated improved numbers in this sweep. Increased numbers among 35+ males helps station share grow, WOAI is third 35-64. Morning drive was the best daypart for WOAI. WOAI carried Texas Rangers baseball and other sports events, which add to full-service image. Print and billboard campaign promoted the News/Talk station.

Black-formatted **KAPE** caught an upswing, rising from 1.5 to 4.2 (12+). KAPE mixed some Dancemusic into its Pop/Rhythm sound — just enough so as not to hurt basic Black format.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 7815

	A/M '78		O/N '78		A/M '79	
1	KTSA-AM	14.3	KTSA-AM	14.1	KTSA-AM(R)	11.2
2	KCOR-AM	12.4	KCOR-AM	12.3	KCOR-AM(S)	9.5
3	KBUC-AF	10.0	KKYX-AM	9.2	KTFM-FM(D)	9.3
4	KQXT-FM	9.8	KQXT-FM	8.9	KQXT-FM(BM)	8.6
5	KTFM-FM	8.7	KTFM-FM	6.0	WOAI-AM(N)	5.8
6	KKYX-AM	7.0	KONO-AM	5.7	KITY-FM(PA)	5.7
7	WOAI-AM	5.3	KEDA-AM	5.7	KKYX-AM(C)	5.7
8	KZZY-FM	4.3	KZZY-FM	5.6	KBUC-FM(C)	5.1
9	KEDA-AM	3.6	KBUC-FM	4.9	KISS-FM(PA)	5.0
10	KUKA-AM	3.4	WOAI-AM	4.6	KONO-AM(R)	4.8
11	KAPE-AM	3.4	KITY-FM	4.6	KZZY-FM(R)	4.7
12	KITY-FM	2.9	WOAI-FM	3.6	KAPE-AM(B)	4.2
13	KCCW-AF	2.9	KBUC-AM	2.8	KEDA-AM(S)	3.9
14	WOAI-FM	2.8	KISS-FM	2.8	WOAI-FM(BM)	3.3
15	KISS-FM	2.6	KUKA-AM	2.2	KBUC-AM(C)	3.1
16	KONO-AM	1.9	KCCW-AM	1.9	KCCW-AM(C)	3.0
17	KDRY-AM	1.6	KAPE-AM	1.5	KVAR-FM(S)	2.5
18	KMAC-AM	1.5	KMAC-AM	1.1	KMAC-AM(PA)	1.3
19	KGNB-AF	1.3	KVAR-FM	1.0	KGNB-AM(PA)	1.3
20	KMFM-FM	0.5	KWED-AM	0.8	KUKA-AM(S)	1.2
21			KMFM-FM	0.7	KWED-AM(BM)	0.7
22			KDRY-AM	0.7	KFHM-AM(S)	0.5
23			KGNB-AM	0.3	KDRY-AM(N)	0.4
24					KWED-FM(N)	0.3
25					KMFM-FM(N)	0.3

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 7815

	A/M '78		O/N '78		A/M '79	
1	KTSA-AM	185	KTSA-AM	174	KTSA-AM	151
2	KCOR-AM	160	KCOR-AM	152	KCOR-AM	128
3	KBUC-AF	129	KKYX-AM	114	KTFM-FM	125
4	KQXT-FM	127	KQXT-FM	110	KQXT-FM	116
5	KTFM-FM	112	KTFM-FM	74	WOAI-AM	78

M-F, 6-10am

1	KTSA-AM	KTSA-AM	KTSA-AM
2	KCOR-AM	KCOR-AM	KCOR-AM
3	KBUC-AF	KKYX-AM	KTFM-FM
4	KQXT-FM	KBUC-FM	KBUC-FM
5	KKYX-AM	KQXT-FM	KKYX-AM

M-F, 3-7pm

1	KTSA-AM	KTSA-AM	KTSA-AM
2	KQXT-FM	KCOR-AM	KTFM-FM
3	KTFM-FM	KQXT-FM	KQXT-FM
4	KCOR-AM	KKYX-AM	KITY-FM
5	KKYX-AM	KTFM-FM	KCOR-AM

Teens
M-S, 6am-Midnight
POP(00): 1200

	A/M '78	O/N '78	A/M '79
1	KTSA-AM	KTSA-AM	KTSA-AM
2	KTFM-FM	KZZY-FM	KZZY-FM
3	KZZY-FM	KTFM-FM	KTFM-FM
4	KISS-FM	KONO-AM	KITY-FM
5	KUKA-AM	KISS-FM	KISS-FM

M-F, 6-10am

1	KTSA-AM	KTSA-AM	KTSA-AM
2	KTFM-FM	KZZY-FM	KZZY-FM
3	KZZY-FM	KTFM-FM	KTFM-FM
4	KAPE-AM	KONO-AM	KITY-FM
5	KISS-FM	KCOR-AM	KONO-AM

M-F, 3-7pm

1	KTSA-AM	KTSA-AM	KTSA-AM
2	KTFM-FM	KZZY-FM	KZZY-FM
3	KUKA-AM	KTFM-FM	KTFM-FM
4	KZZY-FM	KONO-AM	KITY-FM
5	KISS-FM	KCOR-AM	KAPE-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1200

	A/M '78	O/N '78	A/M '79
1	KTSA-AM	KTSA-AM	KTFM-FM
2	KTFM-FM	KTFM-FM	KTSA-AM
3	KBUC-AF	KITY-FM	KISS-FM
4	KKYX-AM	KKYX-AM	KITY-FM
5	KCOR-AM	KCOR-AM	KONO-AM

M-F, 6-10am

1	KTSA-AM	KTSA-AM	KTSA-AM
2	KBUC-AF	KBUC-FM	KTFM-FM
3	KTFM-FM	KKYX-AM	KBUC-FM
4	KKYX-AM	KITY-FM	KITY-FM
5	KCOR-AM	KCOR-AM	KISS-FM

M-F, 3-7pm

1	KTSA-AM	KTSA-AM	KTFM-FM
2	KTFM-FM	KTFM-FM	KTSA-AM
3	KKYX-AM	KITY-FM	KISS-FM
4	KBUC-AF	KONO-AM	KITY-FM
5	KAPE-AM	KKYX-AM	KONO-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 3001

	A/M '78	O/N '78	A/M '79
1	KCOR-AM	KCOR-AM	KCOR-AM
2	KBUC-AF	KKYX-AM	KTSA-AM
3	KTSA-AM	KTSA-AM	KBUC-FM
4	KKYX-AM	KQXT-FM	KQXT-FM
5	KQXT-FM	KITY-FM	KTFM-FM

M-F, 6-10am

1	KKYX-AM	KCOR-AM	KTSA-AM
2	KCOR-AM	KQXT-FM	KQXT-FM
3	KTSA-AM	KTSA-AM	KCOR-AM
4	KBUC-AF	KKYX-AM	KTFM-FM
5	KQXT-FM	KITY-FM	KBUC-FM

M-F, 3-7pm

1	KBUC-AF	KCOR-AM	KTSA-AM
2	KCOR-AM	KKYX-AM	KCOR-AM
3	KTSA-AM	KTSA-AM	KBUC-FM
4	KKYX-AM	KQXT-FM	KKYX-AM
5	WOAI-AM	KBUC-FM	KQXT-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 7815

	A/M '78		O/N '78		A/M '79	
1	KTSA-AM	2900	KTSA-AM	2608	KTSA-AM	2559
2	KTFM-FM	1677	KKYX-AM	1551	KTFM-FM	1625
3	KKYX-AM	1314	KONO-AM	1336	WOAI-AM	1219
4	KBUC-AF	1301	KTFM-FM	1304	KONO-AM	1174
5	KQXT-FM	1204	KQXT-FM	1233	KQXT-FM	1164

M-F, 6-10am

1	KTSA-AM	KTSA-AM	KTSA-AM
2	KBUC-AF	KKYX-AM	KTFM-FM
3	KTFM-FM	KCOR-AM	WOAI-AM
4	KCOR-AM	KQXT-FM	KKYX-AM
5	KKYX-AM	WOAI-AM	KCOR-AM

M-F, 3-7pm

1	KTSA-AM	KTSA-AM	KTSA-AM
2	KTFM-FM	KKYX-AM	KTFM-FM
3	KKYX-AM	KTFM-FM	KITY-FM
4	KQXT-FM	KQXT-FM	KQXT-FM
5	KBUC-AF	KZZY-FM	KZZY-FM

Teens
M-S, 6am-Midnight
POP(00): 1200

	A/M '78	O/N '78	A/M '79
1	KTSA-AM	KTSA-AM	KTSA-AM
2	KTFM-FM	KZZY-FM	KZZY-FM
3	KZZY-FM	KTFM-FM	KTFM-FM
4	KISS-FM	KONO-AM	KITY-FM
5	KUKA-AM	KISS-FM	KONO-AM

M-F, 6-10am

1	KTSA-AM	KTSA-AM	KTSA-AM
2	KTFM-FM	KZZY-FM	KTFM-FM
3	KZZY-FM	KONO-AM	KZZY-FM
4	KISS-FM	KTFM-FM	KITY-FM
5	KBUC-AF	KAPE-AM	KONO-AM

M-F, 3-7pm

1	KTSA-AM	KTSA-AM	KTSA-AM
2	KTFM-FM	KZZY-FM	KZZY-FM
3	KZZY-FM	KTFM-FM	KTFM-FM
4	KISS-FM	KONO-AM	KITY-FM
5	KUKA-AM	KISS-FM	KONO-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2950

	A/M '78	O/N '78	A/M '79
1	KTSA-AM	KTSA-AM	KTSA-AM
2	KTFM-FM	KTFM-FM	KTFM-FM
3	KBUC-AF	KONO-AM	KITY-FM
4	KKYX-AM	KKYX-AM	KONO-AM
5	KZZY-FM	KZZY-FM	KZZY-FM

M-F, 6-10am

1	KTSA-AM	KTSA-AM	KTSA-AM
2	KTFM-FM	KKYX-AM	KTFM-FM
3	KKYX-AM	KTFM-FM	KITY-FM
4	KBUC-AF	KONO-AM	KONO-AM
5	KONO-AM	KITY-FM	KBUC-FM

M-F, 3-7pm

1	KTSA-AM	KTSA-AM	KTSA-AM
2	KTFM-FM	KTFM-FM	KTFM-FM
3	KKYX-AM	KONO-AM	KITY-FM
4	KZZY-FM	KKYX-AM	KONO-AM
5	KBUC-AF	KITY-FM	KISS-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 3001

	A/M '78	O/N '78	A/M '79
1	KTSA-AM	KTSA-AM	KTSA-AM
2	KKYX-AM	KKYX-AM	KTFM-FM
3	KBUC-AF	KQXT-FM	KBUC-FM
4	KCOR-AM	KCOR-AM	KQXT-FM
5	KQXT-FM	WOAI-AM	WOAI-AM

M-F, 6-10am

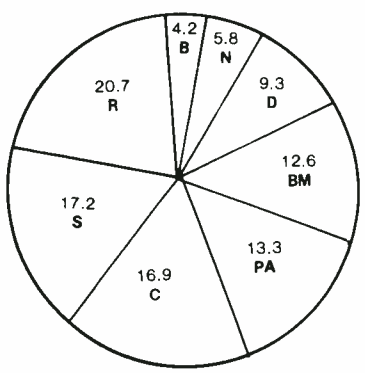
1	KTSA-AM	KTSA-AM	KTSA-AM
2	KBUC-AF	KKYX-AM	KBUC-FM
3	KKYX-AM	KCOR-AM	KTFM-FM
4	KCOR-AM	KQXT-FM	KCOR-AM
5	WOAI-AM	WOAI-AM	KKYX-AM

M-F, 3-7pm

1	KTSA-AM	KTSA-AM	KTSA-AM
2	KKYX-AM	KKYX-AM	KTFM-FM
3	KBUC-AF	KQXT-FM	KQXT-FM
4	KQXT-FM	KCOR-AM	KKYX-AM
5	KCOR-AM	KITY-FM	KBUC-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

San Diego

METRO RANK **20**

A/M '79 Market Overview

P/A station **KFMB** is the new number one station n San Diego, as the station achieved its highest share in recent years. KFMB picked up Padres baseball and zoomed to the top. It's the new number one among adults 25-49, while also scoring number three position among adults 18-34.

KOZN (now known as **KYQY**) is the top Beautiful Music station in the market, and #2 in terms of 12+ appeal. Station did well with 25+ demos, and made its biggest share gains among female listeners. Extensive ad campaign featured TV and billboards.

Two other BM stations trail closely on the heels of KOZN. **KEZL** and **XTRA** both rose in the latest book and are virtually tied with each other. XTRA ranks fourth among adults 25-49, KEZL shows up later in the pack in this demo.

Several Top 40's are bunched together in terms of overall appeal. **KFMB-FM (B100), XTRA-FM,** and **KMJC** were all within a stone's throw of each other in 12+ appeal. XTRA-FM scored well, topping the adults 18-34 demo and ending up number one in men 18-34 also. KFMB-FM is the #2 station for teens, and rated well among 18-34 adults also. KMJC skews younger, best in teens.

Dancemusic Radio debuted well in San Diego in the A/M'79 sweep. **KITT** lands in top ten among adults 18-34, and picked up a significant teen audience also. KITT did an extensive ad campaign, using billboards all over the city plus a heavy TV schedule and some print. No on-air giveaways.

Diary return was poorer this survey than in the O/N'78 sweep. Almost 200 fewer diaries came back this Spring, a situation which might mean some fluctuations could be possible.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 14245

	A/M '78		O/N '78		A/M '79	
1	KOGO-AM	8.1	KSDO-AM	5.6	KFMB-AM (PA)	8.0
2	KGB -FM	7.1	KPRI-FM	5.2	KOZN-FM (BM)	6.0
3	KFMB-FM	7.0	XTRA-AM	5.0	KEZL-FM (BM)	5.3
4	KPRI-FM	5.9	KEZL-FM	4.9	XTRA-AM (BM)	5.2
5	KCBQ-AM	5.5	KFMB-FM	4.9	KFMB-FM (R)	5.1
6	KSDO-AM	5.1	KGB -FM	4.8	XTRA-FM (R)	4.8
7	XTRA-AM	4.8	KOZN-FM	4.7	KMJC-AM (R)	4.6
8	KIFM-FM	4.7	KCBQ-AM	4.7	KSDO-AM (N)	4.6
9	KEZL-FM	4.5	KMJC-AM	4.6	KYXY-FM (PA)	4.4
10	KFMB-AM	4.1	KIFM-FM	4.5	KGB -FM (A)	4.4
11	KMJC-AM	3.7	KFMB-AM	3.9	KITT-FM (D)	4.2
12	KOZN-FM	3.7	KBZT-FM	3.9	KPRI-FM (A)	4.1
13	KGB -AM	3.5	KFSD-FM	3.7	KSON-AM (C)	3.6
14	KSON-AM	3.0	KSON-AM	3.4	KIFM-FM (A)	3.5
15	KSON-FM	2.8	KNX -AM	3.4	KBZT-FM (O)	2.9
16	KNX -AM	2.1	KYXY-FM	2.6	KNX -AM (N)	2.8
17	KFSD-FM	2.1	KOGO-AM	2.6	KCBQ-AM (PA)	2.8
18	KYXY-FM	1.9	XTRA-FM	2.5	KFSD-FM (CL)	2.5
19	KFI -AM	1.6	KGB -AM	2.0	KFI -AM (R)	2.4
20	KJFM-FM	1.6	KJFM-FM	2.0	KOGO-AM (PA)	2.2
21	KABC-AM	1.1	KFI -AM	1.9	KSON-FM (C)	2.1
22	KWST-FM	0.9	KSON-FM	1.5	KJFM-FM (BM)	1.8
23	KWDE-AM	0.7	XEGM-AM	1.1	KGB -AM (A)	1.7
24	XEMO-AM	0.6	KKOS-FM	1.0	KABC-AM (T)	1.1
25	KLAC-AM	0.6	XHRM-FM	1.0	KLAC-AM (C)	1.0
26	KBRT-AM	0.5	KABC-AM	0.9	XHRM-FM (PA)	0.6
27	KRTH-FM	0.5	KOWN-FM	0.8	KKOS-FM (PA)	0.5
28	KKOS-FM	0.4	KLAC-AM	0.6	KOWN-FM (N)	0.4
29	KOWN-FM	0.4	KBRT-AM	0.6	KMLO-AM (N)	0.3
30	KBIG-FM	0.4	KBIG-FM	0.5		
31			KMET-FM	0.5		
32			KJOI-FM	0.5		
33			XHIS-FM	0.4		
34			KGO -AM	0.4		
35			XEMO-AM	0.4		

Format Legend

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

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 14245

	A/M '78		O/N '78		A/M '79	
1	KOGO-AM	185	KSDO-AM	126	KFMB-AM	198
2	KGB -FM	162	KPRI-FM	117	KOZN-FM	148
3	KFMB-FM	159	XTRA-AM	113	KEZL-FM	130
4	KPRI-FM	134	KEZL-FM	112	XTRA-AM	129
5	KCBQ-AM	126	KFMB-FM	110	KFMB-FM	127
6	KSDO-AM	117	KGB -FM	109	XTRA-FM	119
7	XTRA-AM	109	KOZN-FM	107	KMJC-AM	115
8	KIFM-FM	107	KCBQ-AM	106	KSDO-AM	114
9	KEZL-FM	102	KMJC-AM	105	KYXY-FM	110
10	KFMB-AM	94	KIFM-FM	103	KGB -FM	108
M-F, 6-10am						
1	KSDO-AM		KSDO-AM		KSDO-AM	
2	KCBQ-AM		KCBQ-AM		XTRA-AM	
3	KOGO-AM		KFMB-AM		KFMB-AM	
4	KFMB-AM		KIFM-FM		KMJC-AM	
5	KGB -FM		KFMB-FM		KOZN-FM	
6	KFMB-FM		KOGO-AM		KFMB-FM	
7	KPRI-FM		KEZL-FM		KNX -AM	
8	XTRA-AM		KOZN-FM		KSON-AM	
9	KIFM-FM		XTRA-AM		KEZL-FM	
10	KGB -AM		KMJC-AM		KFI -AM	
M-F, 3-7pm						
1	KOGO-AM		KMJC-AM		KFMB-AM	
2	KFMB-FM		KPRI-FM		KEZL-FM	
3	KGB -FM		XTRA-AM		KMJC-AM	
4	KPRI-FM		KOZN-FM		KITT-FM	
5	KCBQ-AM		KFMB-FM		KFMB-FM	
6	XTRA-AM		KGB -FM		KOZN-FM	
7	KSDO-AM		KCBQ-AM		KGB -FM	
8	KIFM-FM		KEZL-FM		XTRA-FM	
9	KFMB-AM		KIFM-FM		KYXY-FM	
10	KEZL-FM		KSDO-AM		XTRA-AM	

Teens
M-S, 6am-Midnight
POP(00): 1787

	A/M '78	O/N '78	A/M '79
1	KFMB-FM	KFMB-FM	KMJC-AM
2	KGB -FM	KMJC-AM	KFMB-FM
3	KCBQ-AM	KCBQ-AM	KITT-FM
4	KMJC-AM	KGB -FM	KGB -FM
5	KGB -AM	KPRI-FM	KPRI-FM
6	KPRI-FM	KSON-AM	KFI -AM
7	KOGO-AM	KFMB-AM	KCBQ-AM
8	KFI -AM	KFI -AM	XTRA-FM
9	KFMB-AM	KBZT-FM	XHRM-FM
10	KOWN-FM	XHRM-FM	KFMB-AM
M-F, 6-10am			
1	KFMB-FM	KFMB-FM	KMJC-AM
2	KCBQ-AM	KCBQ-AM	KFMB-FM
3	KMJC-AM	KMJC-AM	KITT-FM
4	KGB -FM	KFMB-AM	KGB -FM
5	KGB -AM	KBZT-FM	KCBQ-AM
6	KFMB-AM	KGB -FM	KPRI-FM
7	KPRI-FM	KPRI-FM	KFI -AM
8	KIFM-FM	KSON-AM	XTRA-FM
9	KOGO-AM	XEGM-AM	KNX -AM
10	KSDO-AM	KFI -AM	KFSD-FM
M-F, 3-7pm			
1	KFMB-FM	KMJC-AM	KITT-FM
2	KCBQ-AM	KFMB-FM	KMJC-AM
3	KGB -FM	KCBQ-AM	KFMB-FM
4	KMJC-AM	KGB -FM	KPRI-FM
5	KGB -AM	KPRI-FM	KGB -FM
6	KPRI-FM	KSON-AM	KCBQ-AM
7	KOGO-AM	KFI -AM	KFI -AM
8	KFI -AM	XHRM-FM	XTRA-FM
9	KFMB-AM	KGB -AM	XHRM-FM
10	KSON-FM	KBZT-FM	KOWN-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 5792

	A/M '78	O/N '78	A/M '79
1	KPRI-FM	KPRI-FM	XTRA-FM
2	KGB -FM	KIFM-FM	KPRI-FM
3	KIFM-FM	KGB -FM	KFMB-AM
4	KFMB-FM	KBZT-FM	KIFM-FM
5	KCBQ-AM	KCBQ-AM	KYXY-FM
6	KFMB-AM	KFMB-FM	KGB -FM
7	KGB -AM	KMJC-AM	KFMB-FM
8	KMJC-AM	XTRA-FM	KITT-FM
9	KOGO-AM	KFMB-AM	KMJC-AM
10	KEZL-FM	KGB -AM	KBZT-FM
M-F, 6-10am			
1	KGB -FM	KCBQ-AM	KPRI-FM
2	KPRI-FM	KIFM-FM	KFMB-AM
3	KFMB-AM	KGB -FM	XTRA-FM
4	KCBQ-AM	KPRI-FM	KIFM-FM
5	KIFM-FM	KFMB-FM	KYXY-FM
6	KGB -AM	KBZT-FM	KCBQ-AM
7	KFMB-FM	KFMB-AM	KMJC-AM
8	KMJC-AM	KGB -AM	KITT-FM
9	KFI -AM	KMJC-AM	KFMB-FM
10	KSDO-AM	KEZL-FM	KFI -AM
M-F, 3-7pm			
1	KGB -FM	KPRI-FM	XTRA-FM
2	KPRI-FM	KGB -FM	KIFM-FM
3	KIFM-FM	KIFM-FM	KYXY-FM
4	KOGO-AM	KBZT-FM	KFMB-AM
5	KFMB-AM	KFMB-FM	KGB -FM
6	KFMB-FM	KCBQ-AM	KFMB-FM
7	KCBQ-AM	KMJC-AM	KITT-FM
8	KGB -AM	XTRA-FM	KMJC-AM
9	KMJC-AM	KGB -AM	KPRI-FM
10	KSDO-AM	KFMB-AM	KBZT-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 5529

	A/M '78	O/N '78	A/M '79
1	KOGO-AM	KIFM-FM	KFMB-AM
2	KEZL-FM	KEZL-FM	KYXY-FM
3	KFMB-AM	KSDO-AM	KBZT-FM
4	KIFM-FM	KFMB-AM	XTRA-AM
5	XTRA-AM	KBZT-FM	KSON-AM
6	KCBQ-AM	KCBQ-AM	KOZN-FM
7	KFMB-FM	XTRA-AM	KEZL-FM
8	KSON-AM	KYXY-FM	KCBQ-AM
9	KSON-FM	KFSD-FM	KMJC-AM
10	KGB -FM	KOZN-FM	XTRA-FM
M-F, 6-10am			
1	KFMB-AM	KSDO-AM	KFMB-AM
2	KOGO-AM	KCBQ-AM	KCBQ-AM
3	KCBQ-AM	KFMB-AM	KYXY-FM
4	KIFM-FM	KOGO-AM	KFI -AM
5	XTRA-AM	KEZL-FM	XTRA-AM
6	KGB -AM	KIFM-FM	KSON-AM
7	KSON-AM	KOZN-FM	KMJC-AM
8	KSDO-AM	XTRA-AM	KSDO-AM
9	KEZL-FM	KSON-AM	KBZT-FM
10	KGB -FM	KYXY-FM	KIFM-FM
M-F, 3-7pm			
1	KOGO-AM	KIFM-FM	KFMB-AM
2	KEZL-FM	XTRA-AM	KYXY-FM
3	KFMB-AM	KEZL-FM	KBZT-FM
4	KCBQ-AM	KCBQ-AM	XTRA-AM
5	KSON-AM	KSON-AM	KOZN-FM
6	KIFM-FM	KBZT-FM	KITT-FM
7	XTRA-AM	KYXY-FM	KIFM-FM
8	KSON-FM	KSDO-AM	KSON-AM
9	KSDO-AM	KGB -FM	XTRA-FM
10	KMJC-AM	KOZN-FM	KMJC-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 14245

	A/M '78		O/N '78		A/M '79	
1	KOGO-AM	3241	KCBQ-AM	2863	KFMB-AM	3354
2	KFMB-FM	2747	KFMB-FM	2694	KFMB-FM	2682
3	KCBQ-AM	2695	KSDO-AM	2347	KMJC-AM	2021
4	KGB -FM	2249	KMJC-AM	2276	KSDO-AM	1894
5	KFMB-AM	2106	KFMB-AM	2012	KCBQ-AM	1856
6	KGB -AM	1884	KGB -FM	1919	XTRA-AM	1786
7	KMJC-AM	1831	XTRA-AM	1913	KOZN-FM	1715
8	XTRA-AM	1775	KPRI-FM	1756	KGB -FM	1706
9	KSDO-AM	1766	KGB -AM	1678	KPRI-FM	1650
10	KIFM-FM	1493	KOGO-AM	1560	KGB -AM	1568
M-F, 6-10am						
1	KCBQ-AM		KSDO-AM		KSDO-AM	
2	KSDO-AM		KCBQ-AM		KMJC-AM	
3	KFMB-FM		KFMB-FM		KFMB-FM	
4	KGB -FM		KMJC-AM		KFMB-AM	
5	KFMB-AM		KFMB-AM		XTRA-AM	
6	KMJC-AM		XTRA-AM		KCBQ-AM	
7	KOGO-AM		KGB -FM		KOZN-FM	
8	KGB -AM		KOGO-AM		KGB -FM	
9	XTRA-AM		KNX -AM		KOGO-AM	
10	KIFM-FM		KPRI-FM		KEZL-FM	
M-F, 3-7pm						
1	KOGO-AM		KCBQ-AM		KFMB-AM	
2	KFMB-FM		KFMB-FM		KMJC-AM	
3	KCBQ-AM		KMJC-AM		KFMB-FM	
4	KMJC-AM		KSDO-AM		KCBQ-AM	
5	KGB -FM		XTRA-AM		KPRI-FM	
6	KSDO-AM		KGB -FM		KSDO-AM	
7	KGB -AM		KPRI-FM		XTRA-AM	
8	XTRA-AM		KFMB-AM		KGB -FM	
9	KFMB-AM		KIFM-FM		KOZN-FM	
10	KIFM-FM		KOZN-FM		KEZL-FM	

Teens
M-S, 6am-Midnight
POP(00): 1787

	A/M '78	O/N '78	A/M '79
1	KCBQ-AM	KFMB-FM	KFMB-FM
2	KFMB-FM	KCBQ-AM	KMJC-AM
3	KMJC-AM	KMJC-AM	KGB -FM
4	KGB -FM	KGB -FM	KCBQ-AM
5	KFMB-AM	KPRI-FM	KITT-FM
6	KOGO-AM	KGB -AM	KFI -AM
7	KPRI-FM	KSON-AM	KPRI-FM
8	KGB -AM	KFMB-AM	KFMB-AM
9	KFI -AM	KBZT-FM	KGB -AM
10	KYXY-FM	KFI -AM	XTRA-FM
M-F, 6-10am			
1	KCBQ-AM	KCBQ-AM	KMJC-AM
2	KFMB-FM	KFMB-FM	KFMB-FM
3	KMJC-AM	KMJC-AM	KGB -FM
4	KGB -FM	KGB -FM	KFI -AM
5	KGB -AM	KGB -AM	KITT-FM
6	KFMB-AM	KPRI-FM	KCBQ-AM
7	KPRI-FM	KBZT-FM	KPRI-FM
8	KOGO-AM	KSON-AM	XTRA-FM
9	KFI -AM	KSON-FM	KSDO-AM
10	KRTH-FM	KFI -AM	KOWN-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight

San Diego *Continued*

M-F, 3-7pm

1	KFMB-FM	KMJC-AM	KMJC-AM
2	KCBQ-AM	KFMB-FM	KFMB-FM
3	KMJC-AM	KCBQ-AM	KITT-FM
4	KGB -FM	KGB -FM	KPRI-FM
5	KPRI-FM	KPRI-FM	KCBQ-AM
6	KOGO-AM	KSON-AM	KGB -FM
7	KFMB-AM	KBZT-FM	KFI -AM
8	KGB -AM	KFI -AM	XTRA-FM
9	KFI -AM	KFMB-AM	XHRM-FM
10	KUDE-AM	KGB -AM	KFMB-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 5792

	A/M '78	O/N '78	A/M '79
1	KGB -FM	KFMB-FM	KFMB-FM
2	KFMB-FM	KCBQ-AM	KFMB-AM
3	KGB -AM	KGB -FM	KGB -AM
4	KCBQ-AM	KPRI-FM	KPRI-FM
5	KIFM-FM	KMJC-AM	KGB -FM
6	KFMB-AM	KIFM-FM	KIFM-FM
7	KOGO-AM	KGB -AM	KMJC-AM
8	KPRI-FM	KBZT-FM	KCBQ-AM
9	KMJC-AM	KFMB-AM	XTRA-FM
10	KFI -AM	KOGO-AM	KITT-FM

M-F, 6-10am

1	KCBQ-AM	KCBQ-AM	KMJC-AM
2	KGB -FM	KGB -FM	KFMB-AM
3	KGB -AM	KFMB-FM	KFMB-FM
4	KFMB-AM	KMJC-AM	KGB -AM
5	KFMB-FM	KGB -AM	KIFM-FM
6	KMJC-AM	KPRI-FM	KCBQ-AM
7	KPRI-FM	KIFM-FM	XTRA-FM
8	KIFM-FM	KFMB-AM	KGB -FM
9	KFI -AM	KBZT-FM	KPRI-FM
10	KOGO-AM	KFI -AM	KYXY-FM

M-F, 3-7pm

1	KGB -AM	KFMB-FM	KFMB-AM
2	KGB -FM	KPRI-FM	KPRI-FM
3	KFMB-FM	KCBQ-AM	KFMB-FM
4	KPRI-FM	KGB -FM	KGB -FM
5	KIFM-FM	KMJC-AM	KIFM-FM
6	KCBQ-AM	KIFM-FM	XTRA-FM
7	KMJC-AM	KBZT-FM	KMJC-AM
8	KOGO-AM	KGB -AM	KCBQ-AM
9	KFMB-AM	KFMB-AM	KGB -AM
10	KFI -AM	XTRA-FM	KYXY-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 5529

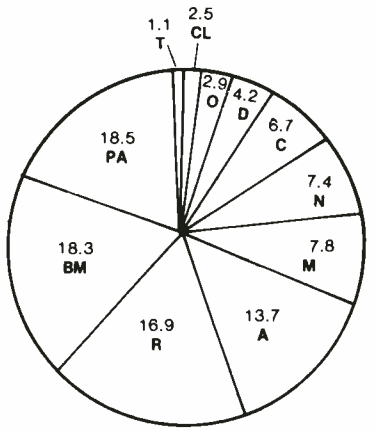
	A/M '78	O/N '78	A/M '79
1	KOGO-AM	KCBQ-AM	KFMB-AM
2	KFMB-AM	KSDO-AM	KCBQ-AM
3	KFMB-FM	KFMB-AM	KFMB-FM
4	KCBQ-AM	KIFM-FM	KMJC-AM
5	KIFM-FM	KGB -AM	KYXY-FM
6	KSDO-AM	KOGO-AM	XTRA-AM
7	XTRA-AM	KFMB-FM	KSDO-AM
8	KEZL-FM	XTRA-AM	KGB -AM
9	KGB -AM	KBZT-FM	KBZT-FM
10	KMJC-AM	KSON-AM	KSON-AM

M-F, 6-10am

1	KFMB-AM	KSDO-AM	KFMB-AM
2	KCBQ-AM	KCBQ-AM	KCBQ-AM
3	KSDO-AM	KFMB-AM	KSDO-AM
4	KOGO-AM	KOGO-AM	KMJC-AM
5	KFMB-FM	KGB -AM	KFMB-FM
6	XTRA-AM	KIFM-FM	KYXY-FM
7	KIFM-FM	XTRA-AM	XTRA-AM
8	KGB -AM	KSON-AM	KOGO-AM
9	KMJC-AM	KEZL-FM	KBZT-FM
10	KEZL-FM	KGB -FM	KGB -AM

M-F, 3-7pm

1	KOGO-AM	KCBQ-AM	KFMB-AM
2	KFMB-AM	KIFM-FM	KCBQ-AM
3	KCBQ-AM	KSDO-AM	KYXY-FM
4	KSDO-AM	KGB -AM	XTRA-AM
5	KIFM-FM	KSON-AM	KMJC-AM
6	XTRA-AM	XTRA-AM	KSDO-AM
7	KMJC-AM	KFMB-AM	KSON-AM
8	KGB -AM	KMJC-AM	KBZT-FM
9	KEZL-FM	KFSD-FM	KIFM-FM
10	KFMB-FM	KGB -FM	KFMB-FM



St. Louis *Continued from page 194*

Adults 25-49
M-S, 6am-Midnight
POP(00): 7784

	A/M '78	O/N '78	A/M '79
1	KMOX-AM	KMOX-AM	KMOX-AM
2	KSD -AM	KSD -AM	KXOK-AM
3	WIL -AM	KXOK-AM	KSD -AM
4	KXOK-AM	WIL -FM	WIL -FM
5	KEZK-FM	KMOX-FM	WIL -AM
6	KSLQ-FM	WIL -AM	KEZK-FM
7	KMOX-FM	KSLQ-FM	KSLQ-FM
8	WIL -FM	KEZK-FM	KMOX-FM
9	WRTH-AM	WRTH-AM	KWK -AM
10	KSHE-FM	KSHE-FM	WRTH-AM

M-F, 6-10am

1	KMOX-AM	KMOX-AM	KMOX-AM
2	KSD -AM	KSD -AM	KXOK-AM
3	WIL -AM	KXOK-AM	KSD -AM
4	KXOK-AM	KMOX-FM	WIL -AM
5	KSLQ-FM	WIL -AM	KSLQ-FM
6	KEZK-FM	WIL -FM	WIL -FM
7	WIL -FM	KSLQ-FM	KMOX-FM
8	KMOX-FM	KEZK-FM	KEZK-FM
9	WRTH-AM	WRTH-AM	WRTH-AM
10	KKSS-FM	KSHE-FM	KWK -AM

M-F, 3-7pm

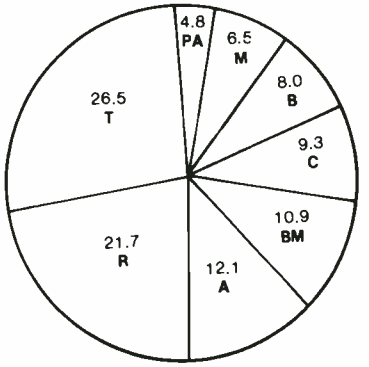
1	KMOX-AM	KMOX-AM	KMOX-AM
2	KSD -AM	KSD -AM	KXOK-AM
3	KXOK-AM	KXOK-AM	KSD -AM
4	WIL -AM	WIL -FM	KSLQ-FM
5	KSLQ-FM	WIL -AM	WIL -FM
6	KMOX-FM	KMOX-FM	KWK -AM
7	KSHE-FM	KSLQ-FM	WIL -AM
8	KEZK-FM	KEZK-FM	KEZK-FM
9	WIL -FM	KSHE-FM	WRTH-AM
10	WRTH-AM	KATZ-AM	KMOX-FM

Format Legend

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

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



San Francisco

METRO RANK 4

A/M '79-J/A '79 Market Overview

Spring and Summer books confirm that **ABC**'s News/Talk station, **KGO,** emains number one in terms of 12+ appeal. KGO was number one in adults 25-49, and the dominant station 35-64.

Tied for the number two position (12+) are **KFRC,** the Top 40 giant in the ity, and **NBC**'s **KNBR** (P/A) which carried Giants baseball this year. KFRC vas tops among adults 18-34, but station found its overall share declining or the third book in a row. 18-34 audience erodes slightly in Summer book, although teen numbers stayed healthy.

KNBR went through its first year of carrying the Giants games, and the station seemed to pick up audience as a result. KNBR is now number two among adults 25-49, with its audience in this demo stabilized at a healthy igure. KNBR used billboards to advertise station.

News station **KCBS** saw the latest books indicating some slippage in its audience. KCBS was still number two in AM drive and used billboards to keep n front of the public. KCBS skews largely 35+, shows some strength 25-54 also. 25-49 numbers declined between A/M and J/A books.

Beautiful Music stations **KFOG** and **KOIT** both had increases in the A/M report, then slid somewhat in the J/A sweep. Both Stations lost some 25-49 audience in Summer book, which led to a decrease in 12+ share. KFOG was slightly more popular 25-49 than KOIT.

Black-formatted **KSOL** continued to achieve a mid-3 share of the 12+ audience in the metro. KSOL is seventh in appeal to adults 18-34, ranks second among teens. Male numbers increased for KSOL in the Summer book, while female shares declined overall.

The AOR scene in the Bay area is led by **KSAN,** which achieved a mid-2 in the Summer book, the station's best numbers with its current format. KSAN is number one with men 18-34 in the Summer report, and the station saw its men shares really climb in AM drive and midday.

erage Persons 12+ Share Trends
nday-Sunday, 6am-Midnight
P(00): 42261

A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
KFRC-AM 8.5	KSFO-AM 8.8	KGO -AM 8.4	KGO -AM 8.8	KGO -AM (R) 9.0	KGO -AM 9.1
KGO -AM 7.6	KGO -AM 7.8	KFRC-AM 6.9	KFRC-AM 6.8	KFRC-AM (R) 5.8	KNBR-AM 5.3
KSFO-AM 6.6	KFRC-AM 6.2	KCBS-AM 6.7	KCBS-AM 5.9	KNBR-AM (PA) 5.8	KFRC-AM 5.3
KCBS-AM 5.9	KCBS-AM 5.4	KABL-AM 4.2	KOIT-FM 4.1	KCBS-AM (R) 5.1	KCBS-AM 4.5
KFOG-FM 4.4	KFOG-FM 3.7	KSOL-FM 4.1	KSFO-AM 4.1	KFOG-FM (SM) 4.1	KABL-AM 3.6
KIOI-FM 3.9	KIOI-FM 3.6	KIOI-FM 4.0	KSOL-FM 4.1	KSOL-FM (R) 3.7	KFOG-FM 3.4
KABL-AM 3.6	KSOL-FM 3.3	KFOG-FM 3.9	KSFX-FM 3.8	KIOI-FM (PA) 3.7	KSOL-FM 3.4
KOIT-FM 3.6	KDIA-AM 3.2	KSFX-FM 3.7	KABL-AM 3.7	KOIT-FM (SM) 3.7	KIOI-FM 3.3
KSFX-FM 3.4	KABL-AM 3.1	KSFO-AM 3.7	KNEW-AM 3.4	KABL-AM (SM) 3.5	KABL-FM 3.1
KNBR-AM 3.3	KOIT-FM 3.0	KDIA-AM 2.9	KNBR-AM 3.2	KSFO-AM (PA) 3.4	KSFO-AM 3.1
KDIA-AM 3.2	KSFX-FM 2.8	KOIT-FM 2.6	KIOI-FM 3.1	KDIA-AM (R) 3.1	KYUU-FM 3.0
KMEL-FM 2.5	KNEW-AM 2.7	KNBR-AM 2.5	KABL-FM 2.8	KYUU-FM (PA) 2.8	KOIT-FM 2.9
KSOL-FM 2.5	KNBR-AM 2.6	KYA -AM 2.3	KFOG-FM 2.7	KSFX-FM (R) 2.8	KNEW-AM 2.9
KABL-FM 2.4	KMEL-FM 2.4	KNEW-AM 2.3	KDIA-AM 2.7	KNEW-AM (C) 2.5	KSFX-FM 2.8
KLOK-AM 2.3	KYA -AM 2.3	KABL-FM 2.3	KYA -FM 2.4	KYA -FM (A) 2.5	KDIA-AM 2.7
KYA -AM 2.2	KABL-FM 2.2	KMEL-FM 2.2	KBAY-FM 2.3	KABL-FM (SM) 2.5	KSAN-FM 2.5
KNEW-AM 2.2	KLOK-AM 2.1	KLOK-AM 1.9	KMEL-FM 2.2	KMEL-FM (A) 2.3	KMPX-FM 2.4
KBAY-FM 2.0	KSAN-FM 2.1	KBAY-FM 1.8	KYUU-FM 2.1	KOME-FM (A) 1.9	KLOK-AM 2.3
KSAN-FM 1.9	KSJO-FM 1.8	KSAN-FM 1.8	KYA -AM 2.1	KLOK-AM (PA) 1.9	KMEL-FM 2.2
KYUU-FM 1.7	KYA -FM 1.7	KYA -FM 1.7	KKHI-AF 2.0	KSAN-FM (A) 1.9	KYA -AM 2.0
KOFY-AM 1.6	KBAY-FM 1.7	KYUU-FM 1.6	KSAN-FM 1.9	KBAY-FM (SM) 1.8	KOME-FM 1.9
KDFC-FM 1.5	KDFC-FM 1.5	KMPX-FM 1.6	KIBE-AF 1.6	KYA -AM (R) 1.7	KBAY-FM 1.7
KCBS-FM 1.3	KARA-FM 1.2	KDFC-FM 1.5	KLOK-AM 1.6	KMPX-FM (SM) 1.4	KEZR-FM 1.5
KARA-FM 1.1	KBRG-FM 1.2	KEEN-AM 1.2	KOME-FM 1.6	KSJO-FM (A) 1.2	KYA -FM 1.4
KKHI-FM 1.0	KOFY-AM 1.2	KRE -FM 1.2	KDFC-FM 1.4	KEZR-FM (PA) 1.2	KBLX-FM 1.4
KYA -FM 1.0	KYUU-FM 1.1	KJAZ-FM 1.2	KMPX-FM 1.3	KDFC-FM (CL) 1.0	KDFC-FM 1.3
KFAX-AM 1.0	KLIV-AM 1.1	KKHI-AM 1.1	KCBS-FM 1.2	KCBS-FM (R) 1.0	KARA-FM 1.3
KMPX-FM 1.0	KKHI-FM 1.1	KKHI-FM 1.1	KSJO-FM 1.1	KARA-FM (PA) 1.0	KKHI-FM 1.1
KLIV-AM 0.9	KKHI-AM 1.1	KARA-FM 1.1	KEZR-FM 1.1	KOFY-AM (B) 1.0	KSJO-FM 0.9
KJAZ-FM 0.9	KFAT-FM 1.0	KEZR-FM 1.1	KEEN-AM 1.0	KEEN-AM (C) 0.9	KJAZ-FM 0.9
KIBE-AM 0.9	KEEN-AM 1.0	KSJO-FM 1.0	KKHI-FM 1.0	KLIV-AM (D) 0.9	KLIV-AM 0.8
KRE -FM 0.9	KIQI-AM 1.0	KBRG-FM 1.0	KRE -FM 1.0	KBRG-FM (B) 0.8	KEEN-AM 0.8
KSJO-FM 0.8	KOME-FM 0.9	KLIV-AM 1.0	KKHI-AM 1.0	KFAT-FM (C) 0.8	KIQI-AM 0.8
KOME-FM 0.8	KEZR-FM 0.9	KRAK-AM 0.9	KLIV-AM 0.9	KXRX-AM (D) 0.7	KRAK-AM 0.7
KEZR-FM 0.8	KMPX-FM 0.8	KOME-FM 0.8	KARA-FM 0.9	KKHI-FM (CL) 0.7	KCBS-FM 0.7
KIQI-AM 0.8	KJAZ-FM 0.7	KCBS-FM 0.8	KBRG-FM 0.9	KJAZ-FM (J) 0.7	KKHI-AM 0.6
KFAT-FM 0.7	KCBS-FM 0.7	KIQI-AM 0.7	KFAT-FM 0.7	KIQI-AM (PA) 0.6	KFAT-FM 0.6
KKHI-AM 0.6	KRE -FM 0.6	KXRX-AM 0.7	KJAZ-FM 0.7	KEAR-FM (T) 0.6	KXRX-AM 0.6
KEEN-AM 0.6	KFAX-AM 0.4	KFAX-AM 0.5	KZST-FM 0.6	KKHI-AM (CL) 0.6	KFAX-AM 0.5
KSRO-AM 0.4	KZST-FM 0.4	KEAR-FM 0.5	KEAR-FM 0.5	KBLX-FM (M) 0.6	KIBE-AM 0.4
					KTIM-AM 0.3
					KRE -AM 0.3
					KEAR-FM 0.3
					KTIM-FM 0.2

Average Persons Trends/Rankings

otal 12+
-S, 6am-Midnight
OP(00): 42261

A/M '78		J/A '78		O/N '78		J/F '79		A/M '79		J/A '79	
1 KFRC-AM	582	KSFO-AM	584	KGO -AM	569	KGO -AM	606	KGO -AM	619	KGO -AM	632
2 KGO -AM	523	KGO -AM	516	KFRC-AM	465	KFRC-AM	472	KFRC-AM	403	KNBR-AM	369
3 KSFO-AM	451	KFRC-AM	408	KCBS-AM	451	KCBS-AM	407	KNBR-AM	399	KFRC-AM	367
4 KCBS-AM	403	KCBS-AM	358	KABL-AM	281	KOIT-FM	283	KCBS-AM	352	KCBS-AM	314
5 KFOG-FM	303	KFOG-FM	244	KSOL-FM	280	KSFO-AM	282	KFOG-FM	281	KABL-AM	249
6 KIOI-FM	268	KIOI-FM	235	KIOI-FM	268	KSOL-FM	282	KSOL-FM	255	KFOG-FM	238
7 KABL-AM	244	KSOL-FM	219	KFOG-FM	262	KSFX-FM	262	KIOI-FM	253	KSOL-FM	237
8 KOIT-FM	244	KDIA-AM	212	KSFX-FM	249	KABL-AM	256	KOIT-FM	253	KIOI-FM	227
9 KSFX-FM	233	KABL-AM	208	KSFO-AM	248	KNEW-AM	233	KABL-AM	240	KABL-FM	218
0 KNBR-AM	228	KOIT-FM	201	KDIA-AM	195	KNBR-AM	224	KSFO-AM	233	KSFO-AM	214

M-F, 6-10am

1 KCBS-AM	KGO -AM	KGO -AM	KGO -AM	KGO -AM	KGO -AM
2 KFRC-AM	KCBS-AM	KCBS-AM	KCBS-AM	KCBS-AM	KCBS-AM
3 KGO -AM	KSFO-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
4 KSFO-AM	KFRC-AM	KSFO-AM	KSFO-AM	KSFO-AM	KNBR-AM
5 KNBR-AM	KNBR-AM	KABL-AM	KNBR-AM	KNBR-AM	KSFO-AM
6 KABL-AM	KABL-AM	KNBR-AM	KABL-AM	KNEW-AM	KABL-AM
7 KFOG-FM	KNEW-AM	KSOL-FM	KNEW-AM	KABL-AM	KLOK-AM
8 KIOI-FM	KIOI-FM	KIOI-FM	KOIT-FM	KOIT-FM	KNEW-AM
9 KOIT-FM	KFOG-FM	KDIA-AM	KSFX-FM	KSOL-FM	KYUU-FM
10 KLOK-AM	KDIA-AM	KSFX-FM	KSOL-FM	KIOI-FM	KIOI-FM

M-F, 3-7pm

1 KFRC-AM	KSFO-AM	KFRC-AM	KFRC-AM	KNBR-AM	KGO -AM
2 KSFO-AM	KFRC-AM	KCBS-AM	KGO -AM	KGO -AM	KFRC-AM
3 KGO -AM	KGO -AM	KGO -AM	KSOL-FM	KFRC-AM	KNBR-AM
4 KDIA-AM	KCBS-AM	KSOL-FM	KCBS-AM	KFOG-FM	KFOG-FM
5 KCBS-AM	KIOI-FM	KABL-AM	KSFX-FM	KIOI-FM	KCBS-AM
6 KFOG-FM	KSOL-FM	KIOI-FM	KOIT-FM	KABL-AM	KOIT-FM
7 KIOI-FM	KFOG-FM	KFOG-FM	KIOI-FM	KSOL-FM	KSFX-FM
8 KSFX-FM	KOIT-FM	KSFX-FM	KABL-AM	KCBS-AM	KABL-AM
9 KABL-AM	KABL-AM	KOIT-FM	KNBR-AM	KOIT-FM	KIOI-FM
10 KOIT-FM	KSFX-FM	KDIA-AM	KFOG-FM	KSFX-FM	KNEW-AM

Teens
M-S, 6am-Midnight
POP(00): 5201

A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1 KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
2 KDIA-AM	KSOL-FM	KSOL-FM	KSOL-FM	KSOL-FM	KSOL-FM
3 KYA -AM	KYA -AM	KYA -AM	KSFX-FM	KDIA-AM	KOME-FM
4 KSOL-FM	KDIA-AM	KDIA-AM	KYA -AM	KYA -AM	KDIA-AM
5 KSFX-FM	KYA -FM	KSFX-FM	KYA -FM	KSFX-FM	KYA -AM
6 KIOI-FM	KSFX-FM	KMEL-FM	KDIA-AM	KLIV-AM	KLIV-AM
7 KMEL-FM	KBRG-FM	KLIV-AM	KLIV-AM	KYA -FM	KIOI-FM
8 KLIV-AM	KIOI-FM	KIOI-FM	KMEL-FM	KIOI-FM	KMEL-FM
9 KSJO-FM	KSJO-FM	KYA -FM	KIOI-FM	KOME-FM	KNBR-AM
10 KSFO-AM	KSFO-AM	KSJO-FM	KSJO-FM	KSJO-FM	KSFX-FM

M-F, 6-10am

1 KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
2 KYA -AM	KSOL-FM	KSOL-FM	KSOL-FM	KSOL-FM	KSOL-FM
3 KDIA-AM	KYA -AM	KYA -AM	KLIV-AM	KYA -AM	KDIA-AM
4 KSOL-FM	KSFX-FM	KDIA-AM	KDIA-AM	KLIV-AM	KOME-FM
5 KSFX-FM	KBRG-FM	KLIV-AM	KSFX-FM	KDIA-AM	KABL-AM
6 KLIV-AM	KDIA-AM	KMEL-FM	KYA -AM	KSFX-FM	KLIV-AM
7 KOFY-AM	KMEL-FM	KSFX-FM	KSJO-FM	KYA -FM	KYA -AM
8 KMEL-FM	KYA -FM	KIOI-FM	KYA -FM	KIOI-FM	KIOI-FM
9 KIOI-FM	KIOI-FM	KYA -FM	KMEL-FM	KSJO-FM	KMEL-FM
10 KSJO-FM	KLIV-AM	KSJO-FM	KOME-FM	KOME-FM	KYA -FM

M-F, 3-7pm

1 KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KSOL-FM	KFRC-AM
2 KDIA-AM	KSOL-FM	KSOL-FM	KSOL-FM	KFRC-AM	KSOL-FM
3 KSOL-FM	KYA -AM	KYA -AM	KSFX-FM	KSFX-FM	KDIA-AM
4 KYA -AM	KDIA-AM	KDIA-AM	KYA -AM	KDIA-AM	KOME-FM
5 KMEL-FM	KYA -FM	KSFX-FM	KYA -FM	KLIV-AM	KLIV-AM
6 KSFX-FM	KSFX-FM	KMEL-FM	KDIA-AM	KYA -AM	KIOI-FM
7 KIOI-FM	KSJO-FM	KLIV-AM	KMEL-FM	KIOI-FM	KYA -AM
8 KLOK-AM	KIOI-FM	KIOI-FM	KIOI-FM	KOME-FM	KMEL-FM
9 KSJO-FM	KBRG-FM	KYA -FM	KLIV-AM	KMEL-FM	KSFX-FM
10 KLIV-AM	KLIV-AM	KLOK-AM	KOME-FM	KNBR-AM	KYA -FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 15948

A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1 KFRC-AM	KSFO-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
2 KIOI-FM	KIOI-FM	KIOI-FM	KSFX-FM	KIOI-FM	KIOI-FM
3 KSFX-FM	KFRC-AM	KSFX-FM	KSOL-FM	KYUU-FM	KYUU-FM
4 KMEL-FM	KSFX-FM	KSOL-FM	KIOI-FM	KNBR-AM	KSFX-FM
5 KNBR-AM	KMEL-FM	KSAN-FM	KSAN-FM	KYA -FM	KSAN-FM
6 KSFO-AM	KSAN-FM	KMEL-FM	KMEL-FM	KMEL-FM	KNBR-AM
7 KSAN-FM	KDIA-AM	KYA -FM	KYA -FM	KSOL-FM	KMEL-FM
8 KSOL-FM	KSOL-FM	KYA -AM	KYUU-FM	KSFX-FM	KSOL-FM
9 KDIA-AM	KNBR-AM	KDIA-AM	KDIA-AM	KSAN-FM	KYA -AM
10 KLOK-AM	KSJO-FM	KEZR-FM	KNBR-AM	KOME-FM	KEZR-FM

M-F, 6-10am

1 KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
2 KNBR-AM	KIOI-FM	KIOI-FM	KSFX-FM	KNBR-AM	KYUU-FM
3 KIOI-FM	KNBR-AM	KSFX-FM	KNBR-AM	KIOI-FM	KNBR-AM
4 KSFO-AM	KSFO-AM	KSOL-FM	KGO -AM	KSOL-FM	KIOI-FM
5 KSFX-FM	KSAN-FM	KSAN-FM	KIOI-FM	KDIA-AM	KGO -AM
6 KSOL-FM	KCBS-AM	KNBR-AM	KSAN-FM	KYA -FM	KSAN-FM
7 KCBS-AM	KSFX-FM	KLOK-AM	KSOL-FM	KGO -AM	KLOK-AM
8 KLOK-AM	KARA-FM	KDIA-AM	KSOL-FM	KYUU-FM	KYA -AM
9 KGO -AM	KDIA-AM	KYA -AM	KDIA-AM	KMEL-FM	KMEL-FM
10 KMEL-FM	KMEL-FM	KCBS-AM	KCBS-AM	KSFX-FM	KSFX-FM

M-F, 3-7pm

1 KFRC-AM	KSFO-AM	KFRC-AM	KFRC-AM	KFRC-AM	KSFX-FM
2 KIOI-FM	KIOI-FM	KIOI-FM	KIOI-FM	KIOI-FM	KFRC-AM
3 KSFX-FM	KFRC-AM	KSFX-FM	KSOL-FM	KSAN-FM	KIOI-FM
4 KMEL-FM	KSFX-FM	KSOL-FM	KSFX-FM	KYUU-FM	KSAN-FM
5 KSFO-AM	KMEL-FM	KSAN-FM	KMEL-FM	KNBR-AM	KNBR-AM
6 KDIA-AM	KSOL-FM	KMEL-FM	KSAN-FM	KSFX-FM	KYUU-FM
7 KNBR-AM	KSAN-FM	KYA -FM	KYA -FM	KYA -FM	KMEL-FM
8 KSAN-FM	KLOK-AM	KYA -AM	KNBR-AM	KSOL-FM	KEZR-FM
9 KYA -AM	KYA -AM	KARA-FM	KYUU-FM	KOME-FM	KSOL-FM
10 KLOK-AM	KSJO-FM	KDIA-AM	KOME-FM	KMEL-FM	KYA -FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 17708

A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1 KSFO-AM	KSFO-AM	KFRC-AM	KGO -AM	KNBR-AM	KGO -AM
2 KFRC-AM	KGO -AM	KGO -AM	KSFO-AM	KGO -AM	KNBR-AM
3 KNBR-AM	KFRC-AM	KIOI-FM	KFRC-AM	KFRC-AM	KFRC-AM
4 KGO -AM	KIOI-FM	KABL-AM	KNBR-AM	KIOI-FM	KIOI-FM
5 KIOI-FM	KCBS-AM	KSFX-FM	KCBS-AM	KSFO-AM	KSFO-AM
6 KOIT-FM	KNBR-AM	KCBS-AM	KOIT-FM	KNEW-AM	KNEW-AM
7 KCBS-AM	KOIT-FM	KSFO-AM	KNEW-AM	KOIT-FM	KSFX-FM
8 KABL-AM	KLOK-AM	KNBR-AM	KSFX-FM	KFOG-FM	KLOK-AM
9 KLOK-AM	KNEW-AM	KSOL-FM	KIOI-FM	KCBS-AM	KCBS-AM
10 KFOG-FM	KFOG-FM	KDIA-AM	KSOL-FM	KLOK-AM	KYUU-FM

M-F, 6-10am

1 KNBR-AM	KGO -AM	KFRC-AM	KGO -AM	KGO -AM	KGO -AM
2 KFRC-AM	KSFO-AM	KGO -AM	KSFO-AM	KFRC-AM	KNBR-AM
3 KSFO-AM	KCBS-AM	KCBS-AM	KFRC-AM	KCBS-AM	KSFO-AM
4 KCBS-AM	KFRC-AM	KNBR-AM	KNBR-AM	KNBR-AM	KFRC-AM
5 KGO -AM	KNBR-AM	KSFO-AM	KCBS-AM	KSFO-AM	KCBS-AM
6 KABL-AM	KNEW-AM	KIOI-FM	KNEW-AM	KNEW-AM	KLOK-AM
7 KLOK-AM	KOIT-FM	KNEW-AM	KLOK-AM	KLOK-AM	KNEW-AM
8 KOIT-FM	KIOI-FM	KABL-AM	KOIT-FM	KIOI-FM	KIOI-FM
9 KNEW-AM	KARA-FM	KDIA-AM	KIOI-FM	KOIT-FM	KSFX-FM
10 KFOG-FM	KSAN-FM	KLOK-AM	KABL-AM	KDIA-AM	KYUU-FM

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an Francisco

Continued

3-7pm

KFRC-AM	KSFO-AM	KFRC-AM	KFRC-AM	KNBR-AM	KNBR-AM
KSFO-AM	KFRC-AM	KIOI-FM	KGO -AM	KGO -AM	KGO -AM
KIOI-FM	KGO -AM	KABL-AM	KNBR-AM	KFRC-AM	KFRC-AM
KNBR-AM	KCBS-AM	KCBS-AM	KSFO-AM	KIOI-FM	KNEW-AM
KGO -AM	KIOI-FM	KNBR-AM	KCBS-AM	KOIT-FM	KIOI-FM
KCBS-AM	KOIT-FM	KGO -AM	KIOI-FM	KFOG-FM	KSFX-FM
KLOK-AM	KNEW-AM	KNEW-AM	KSFX-FM	KLOK-AM	KFOG-FM
KABL-AM	KNBR-AM	KLOK-AM	KOIT-FM	KNEW-AM	KLOK-AM
KNEW-AM	KLOK-AM	KSOL-FM	KSOL-FM	KSAN-FM	KABL-AM
KOIT-FM	KSOL-FM	KSFX-FM	KNEW-AM	KSFO-AM	KCBS-AM

Cume Persons Trends/Rankings

12+
6am-Midnight
(00): 42261

A/M '78		J/A '78		O/N '78		J/F '79		A/M '79		J/A '79	
KFRC-AM	9903	KFRC-AM	8822	KFRC-AM	9650	KFRC-AM	9013	KFRC-AM	8185	KGO -AM	8090
KSFO-AM	7351	KSFO-AM	8703	KGO -AM	7946	KGO -AM	8014	KGO -AM	7690	KFRC-AM	7773
KCBS-AM	6822	KGO -AM	6812	KCBS-AM	7593	KCBS-AM	7176	KNBR-AM	7085	KNBR-AM	7041
KGO -AM	6754	KCBS-AM	6556	KSFO-AM	5377	KSFX-FM	4864	KCBS-AM	6717	KCBS-AM	6415
KIOI-FM	4596	KYA -AM	4698	KYA -AM	4859	KSFO-AM	4760	KIOI-FM	4753	KIOI-FM	4593
KABL-AM	4592	KIOI-FM	4419	KIOI-FM	4849	KNBR-AM	4631	KABL-AM	4533	KABL-AM	4537
KSFX-FM	4429	KABL-AM	4272	KABL-AM	4655	KABL-AM	4498	KSFX-FM	4080	KSFO-AM	4300
KYA -AM	4412	KNBR-AM	3573	KSFX-FM	4409	KIOI-FM	4393	KSFO-AM	4047	KYA -AM	4083
KNBR-AM	4211	KSFX-FM	3559	KFOG-FM	3624	KYA -AM	4382	KFOG-FM	4032	KSFX-FM	3872
KFOG-FM	3898	KFOG-FM	3352	KNBR-AM	3597	KOIT-FM	3772	KYA -AM	3955	KYUU-FM	3705

, 6-10am

KFRC-AM	KCBS-AM	KFRC-AM	KGO -AM	KGO -AM	KGO -AM
KCBS-AM	KGO -AM	KCBS-AM	KFRC-AM	KCBS-AM	KCBS-AM
KGO -AM	KFRC-AM	KGO -AM	KCBS-AM	KFRC-AM	KFRC-AM
KSFO-AM	KSFO-AM	KSFO-AM	KNBR-AM	KABL-AM	KNBR-AM
KNBR-AM	KABL-AM	KIOI-FM	KSFO-AM	KNBR-AM	KABL-AM
KABL-AM	KNBR-AM	KABL-AM	KABL-AM	KSFO-AM	KSFO-AM
KSFX-FM	KYA -AM	KYA -AM	KSFX-FM	KIOI-FM	KIOI-FM
KIOI-FM	KIOI-FM	KSFX-FM	KSOL-FM	KSOL-FM	KLOK-AM
KYA -AM	KDIA-AM	KNBR-AM	KIOI-FM	KYA -AM	KYA -AM
KLOK-AM	KSFX-FM	KDIA-AM	KNEW-AM	KFOG-FM	KNEW-AM

3-7pm

KFRC-AM	KSFO-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
KCBS-AM	KFRC-AM	KCBS-AM	KGO -AM	KNBR-AM	KGO -AM
KSFO-AM	KGO -AM	KGO -AM	KCBS-AM	KGO -AM	KNBR-AM
KGO -AM	KCBS-AM	KIOI-FM	KSFX-FM	KCBS-AM	KCBS-AM
KIOI-FM	KYA -AM	KABL-AM	KNBR-AM	KIOI-FM	KABL-AM
KSFX-FM	KABL-AM	KYA -AM	KABL-AM	KABL-AM	KSFX-FM
KABL-AM	KSFX-FM	KSFX-FM	KSOL-FM	KSFX-FM	KYA -AM
KYA -AM	KIOI-FM	KSOL-FM	KIOI-FM	KFOG-FM	KSOL-FM
KDIA-AM	KNBR-AM	KFOG-FM	KYA -AM	KSOL-FM	KIOI-FM
KFOG-FM	KLOK-AM	KNBR-AM	KOIT-FM	KYUU-FM	KNEW-AM

ons
, 6am-Midnight
(00): 5201

A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
KYA -AM	KYA -AM	KYA -AM	KYA -AM	KYA -AM	KYA -AM
KSFX-FM	KSOL-FM	KSOL-FM	KSOL-FM	KSOL-FM	KSOL-FM
KSOL-FM	KSFX-FM	KSFX-FM	KSFX-FM	KSFX-FM	KIOI-FM
KMEL-FM	KYA -FM	KIOI-FM	KDIA-AM	KDIA-AM	KNBR-AM
KIOI-FM	KSFO-AM	KDIA-AM	KYA -FM	KIOI-FM	KDIA-AM
KDIA-AM	KLIV-AM	KLIV-AM	KIOI-FM	KLIV-AM	KOME-FM
KLIV-AM	KIOI-FM	KMEL-FM	KLIV-AM	KYA -FM	KSFX-FM
KSFO-AM	KDIA-AM	KYA -FM	KMEL-FM	KMEL-FM	KLIV-AM
KYA -FM	KMEL-FM	KLOK-AM	KOME-FM	KOME-FM	KLOK-AM

6-10am

KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
KYA -AM	KYA -AM	KYA -AM	KSOL-FM	KSOL-FM	KSOL-FM
KSFX-FM	KSOL-FM	KSOL-FM	KSFX-FM	KYA -AM	KLIV-AM
KSOL-FM	KDIA-AM	KDIA-AM	KYA -AM	KDIA-AM	KYA -AM
KLIV-AM	KYA -FM	KLIV-AM	KDIA-AM	KLIV-AM	KDIA-AM
KDIA-AM	KIOI-FM	KMEL-FM	KYA -FM	KYA -FM	KOME-FM
KIOI-FM	KSFX-FM	KSFX-FM	KLIV-AM	KSFX-FM	KIOI-FM
KMEL-FM	KLIV-AM	KIOI-FM	KIOI-FM	KMEL-FM	KYA -FM
KSJO-FM	KNBR-AM	KYA -FM	KMEL-FM	KOME-FM	KSFX-FM
KLOK-AM	KSJO-FM	KSJO-FM	KSJO-FM	KSJO-FM	KLOK-AM

3-7pm

KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
KYA -AM	KYA -AM	KYA -AM	KSOL-FM	KSOL-FM	KSOL-FM
KSOL-FM	KSOL-FM	KSOL-FM	KSFX-FM	KYA -AM	KYA -AM
KDIA-AM	KSFX-FM	KSFX-FM	KYA -AM	KSFX-FM	KOME-FM
KSFX-FM	KYA -FM	KLIV-AM	KDIA-AM	KLIV-AM	KDIA-AM
KIOI-FM	KLIV-AM	KDIA-AM	KYA -FM	KIOI-FM	KLIV-AM
KMEL-FM	KDIA-AM	KIOI-FM	KMEL-FM	KDIA-AM	KSFX-FM
KLIV-AM	KSFO-AM	KMEL-FM	KLIV-AM	KYA -FM	KNBR-AM
KLOK-AM	KIOI-FM	KYA -FM	KIOI-FM	KMEL-FM	KIOI-FM
KSFO-AM	KSJO-FM	KLOK-AM	KOME-FM	KOME-FM	KIOI-AM

dults 18-34
, 6am-Midnight
(00): 15948

A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
KIOI-FM	KSFO-AM	KSFX-FM	KSFX-FM	KIOI-FM	KIOI-FM
KSFX-FM	KIOI-FM	KIOI-FM	KIOI-FM	KNBR-AM	KNBR-AM
KYA -AM	KYA -AM	KYA -AM	KYA -AM	KYA -FM	KSFX-FM
KSFO-AM	KSFX-FM	KMEL-FM	KMEL-FM	KSFX-FM	KYA -AM
KSAN-FM	KMEL-FM	KYA -FM	KYA -FM	KYUU-FM	KYUU-FM
KMEL-FM	KSAN-FM	KSOL-FM	KNBR-AM	KYA -AM	KSOL-FM
KNBR-AM	KLOK-AM	KSAN-FM	KSOL-FM	KMEL-FM	KSAN-FM
KLOK-AM	KNBR-AM	KDIA-AM	KSAN-FM	KSAN-FM	KMEL-FM
KSOL-FM	KYA -FM	KLOK-AM	KLOK-AM	KSOL-FM	KLOK-AM

6-10am

KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
KIOI-FM	KIOI-FM	KSFX-FM	KSFX-FM	KIOI-FM	KIOI-FM
KSFX-FM	KSFX-FM	KIOI-FM	KIOI-FM	KYA -FM	KNBR-AM
KNBR-AM	KCBS-AM	KYA -AM	KNBR-AM	KYUU-FM	KYA -AM
KSOL-FM	KNBR-AM	KSOL-FM	KMEL-FM	KGO -AM	KYUU-FM
KYA -AM	KYA -AM	KLOK-AM	KYA -AM	KNBR-AM	KGO -AM
KLOK-AM	KSFO-AM	KSAN-FM	KSOL-FM	KYA -AM	KLOK-AM
KCBS-AM	KSAN-FM	KNBR-AM	KCBS-AM	KSFX-FM	KSFX-FM
KSFO-AM	KYA -FM	KDIA-AM	KGO -AM	KMEL-FM	KSAN-FM
KGO -AM	KLOK-AM	KMEL-FM	KSAN-FM	KSOL-FM	KMEL-FM

, 3-7pm

KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
KIOI-FM	KSFO-AM	KIOI-FM	KSFX-FM	KIOI-FM	KSFX-FM
KSFX-FM	KSFX-FM	KSFX-FM	KIOI-FM	KNBR-AM	KYA -AM
KYA -AM	KIOI-FM	KYA -AM	KMEL-FM	KYUU-FM	KNBR-AM
KLOK-AM	KYA -AM	KMEL-FM	KYA -FM	KSFX-FM	KIOI-FM
KSFO-AM	KMEL-FM	KYA -FM	KYA -AM	KYA -FM	KSAN-FM
KMEL-FM	KLOK-AM	KSOL-FM	KSOL-FM	KMEL-FM	KSOL-FM
KNBR-AM	KSAN-FM	KSAN-FM	KNBR-AM	KYA -AM	KYUU-FM
KDIA-AM	KNBR-AM	KDIA-AM	KSAN-FM	KSAN-FM	KMEL-FM
KSAN-FM	KYA -FM	KLOK-AM	KLOK-AM	KLOK-AM	KYA -FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 17708

A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1 KFRC-AM	KSFO-AM	KFRC-AM	KFRC-AM	KNBR-AM	KNBR-AM
2 KSFO-AM	KFRC-AM	KGO -AM	KCBS-AM	KFRC-AM	KGO -AM
3 KCBS-AM	KGO -AM	KCBS-AM	KGO -AM	KGO -AM	KFRC-AM
4 KGO -AM	KCBS-AM	KSFO-AM	KNBR-AM	KCBS-AM	KCBS-AM
5 KNBR-AM	KIOI-FM	KIOI-FM	KSFO-AM	KIOI-FM	KSFO-AM
6 KABL-AM	KLOK-AM	KNBR-AM	KIOI-FM	KSFO-AM	KIOI-FM
7 KIOI-FM	KNBR-AM	KSFX-FM	KSFX-FM	KABL-AM	KYUU-FM
8 KLOK-AM	KNEW-AM	KABL-AM	KYUU-FM	KNEW-AM	KLOK-AM
9 KNEW-AM	KABL-AM	KNEW-AM	KABL-AM	KFOG-FM	KNEW-AM
10 KSFX-FM	KOIT-FM	KLOK-AM	KNEW-AM	KLOK-AM	KABL-AM

M-F, 6-10am

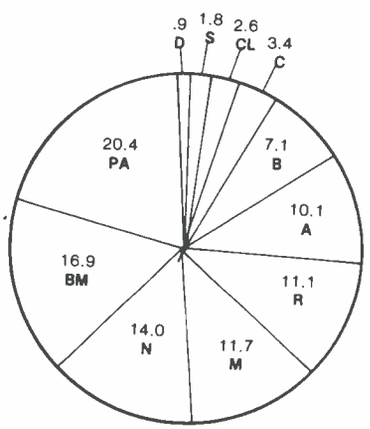
1 KFRC-AM	KGO -AM	KFRC-AM	KFRC-AM	KGO -AM	KGO -AM
2 KCBS-AM	KFRC-AM	KGO -AM	KGO -AM	KFRC-AM	KFRC-AM
3 KGO -AM	KCBS-AM	KCBS-AM	KCBS-AM	KCBS-AM	KNBR-AM
4 KNBR-AM	KSFO-AM	KNBR-AM	KNBR-AM	KNBR-AM	KCBS-AM
5 KSFO-AM	KNBR-AM	KIOI-FM	KSFO-AM	KSFO-AM	KSFO-AM
6 KLOK-AM	KIOI-FM	KNEW-AM	KNEW-AM	KABL-AM	KLOK-AM
7 KABL-AM	KLOK-AM	KSFO-AM	KLOK-AM	KLOK-AM	KIOI-FM
8 KIOI-FM	KOIT-FM	KLOK-AM	KIOI-FM	KNEW-AM	KNEW-AM
9 KSFX-FM	KABL-AM	KSFX-FM	KABL-AM	KIOI-FM	KYA -AM
10 KNEW-AM	KNEW-AM	KABL-AM	KOIT-FM	KFOG-FM	KSFX-FM

M-F, 3-7pm

1 KFRC-AM	KSFO-AM	KFRC-AM	KFRC-AM	KNBR-AM	KNBR-AM
2 KSFO-AM	KFRC-AM	KIOI-FM	KNBR-AM	KFRC-AM	KGO -AM
3 KCBS-AM	KGO -AM	KCBS-AM	KGO -AM	KGO -AM	KFRC-AM
4 KNBR-AM	KCBS-AM	KNBR-AM	KCBS-AM	KCBS-AM	KCBS-AM
5 KGO -AM	KIOI-FM	KGO -AM	KSFX-FM	KIOI-FM	KNEW-AM
6 KLOK-AM	KLOK-AM	KLOK-AM	KSFO-AM	KLOK-AM	KIOI-FM
7 KIOI-FM	KNBR-AM	KNEW-AM	KLOK-AM	KNEW-AM	KSFO-AM
8 KNEW-AM	KNEW-AM	KABL-AM	KIOI-FM	KABL-AM	KLOK-AM
9 KABL-AM	KABL-AM	KSFX-FM	KNEW-AM	KSFO-AM	KABL-AM
10 KSFX-FM	KSFX-FM	KYA -AM	KYUU-FM	KSFX-FM	KYA -AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

San Jose

METRO RANK 30

A/M '79 Market Overview

Because San Jose's metro is located inside the San Francisco metro there is much penetration of San Francisco stations into San Jose listening. Indeed, the top station 12+ in San Jose is **ABC's KGO,** a San Francisco property. perty. However, local stations do score well in the San Jose metro, as borne out by the showing of P/A entry **KLOK.** KLOK is number one (12+) among San Jose stations, and leads the market in popularity with adults 25-49. Increase in KLOK audience was due largely to higher female shares for the station, especially women 25-49 in AM drive.

Top AOR station in San Jose is **KOME,** which is the number one station with men 18-34, followed closely by **KSJO.** KOME plays more "mainstream" music, fewer albums are added, and the ones which are added are the more well-known acts. Both KOME and KSJO are promotion-minded. Difference between the two in overall share is due to larger segment of female audience tuning in to KOME.

The other major San Jose station is Beautiful Music **KBAY,** which has a 12+ share equal to KOME's (5.2). KBAY suffered a significant loss of audience as reported in the A/M'79 sweep, dropping three share points. KBAY is still number two in the metro in adults 25-49, but its numbers in this demo really tumbled in the A/M'79 book. Male shares declined the most for KBAY, with almost a 50% decline in men 12+.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 10208

	A/M '78		O/N '78		J/F '79		A/M '79	
1	KGO -AM	7.8	KGO -AM	7.9	KGO -AM	9.0	KGO -AM (N)	7.4
2	KBAY-FM	6.8	KSOL-FM	7.1	KBAY-FM	8.2	KLOK-AM (PA)	5.3
3	KFRC-AM	6.3	KBAY-FM	6.3	KOIT-FM	5.1	KOME-FM (A)	5.2
4	KLOK-AM	5.5	KCBS-AM	4.9	KLOK-AM	4.6	KBAY-FM (SM)	5.2
5	KCBS-AM	4.9	KLOK-AM	4.7	KOME-FM	4.4	KNBR-AM (PA)	4.8
6	KSFO-AM	4.5	KFRC-AM	4.0	KCBS-AM	4.3	KEZR-FM (A)	4.5
7	KIOI-FM	3.8	KEZR-FM	4.0	KFRC-AM	3.8	KSJO-FM (A)	4.0
8	KOIT-FM	3.6	KLIV-AM	3.9	KLIV-AM	3.8	KOIT-FM (SM)	3.9
9	KSOL-FM	3.6	KIOI-FM	3.6	KEZR-FM	3.8	KFRC-AM (R)	3.7
10	KLIV-AM	3.6	KOIT-FM	3.5	KFOG-FM	3.3	KSOL-FM (B)	3.6
11	KEZR-FM	2.9	KARA-FM	3.4	KARA-FM	3.1	KCBS-AM (N)	3.5
12	KOME-FM	2.7	KABL-AM	3.0	KSJO-FM	3.1	KIOI-FM (PA)	3.5
13	KARA-FM	2.7	KFOG-FM	3.0	KSOL-FM	3.1	KLIV-AM (R)	3.5
14	KSJO-FM	2.6	KOME-FM	2.8	KEEN-AM	3.1	KARA-FM (PA)	3.2
15	KNBR-AM	2.5	KSFX-FM	2.6	KIOI-FM	3.1	KEEN-AM (C)	2.6
16	KSFX-FM	2.4	KXRX-AM	2.6	KSFX-FM	2.7	KFOG-FM (SM)	2.5
17	KEEN-AM	2.1	KEEN-AM	2.6	KABL-AM	2.6	KSFO-AM (PA)	2.4
18	KFAT-FM	2.1	KSJO-FM	2.4	KNBR-AM	2.0	KXRX-AM (N)	2.0
19	KYA -AM	2.0	KNBR-AM	1.7	KYUU-FM	1.9	KYUU-FM (PA)	2.0
20	KABL-AM	2.0	KSFO-AM	1.6	KFAT-FM	1.8	KSFX-FM (R)	2.0
21	KFOG-FM	1.9	KYA -AM	1.6	KSFO-AM	1.7	KFAT-FM (C)	2.0
22	KIBE-AM	1.6	KYA -FM	1.6	KYA -FM	1.7	KABL-AM (SM)	1.8
23	KABL-FM	1.5	KABL-FM	1.5	KDFC-FM	1.5	KYA -AM (R)	1.3
24	KXRX-AM	1.4	KYUU-FM	1.4	KXRX-AM	1.4	KYA -FM (A)	1.3
25	KNTA-AM	1.4	KFAT-FM	1.2	KABL-FM	1.4	KABL-FM (SM)	1.3
26	KDFC-FM	1.4	KDIA-AM	1.2	KYA -AM	1.2	KRVE-FM (PA)	1.1
27	KSAN-FM	1.3	KDFC-FM	1.1	KKHI-FM	1.1	KDFC-FM (CL)	1.1
28	KNEW-AM	1.2	KNTA-AM	1.0	KNEW-AM	1.0	KMPX-FM (SM)	1.0
29	KFAX-AM	1.1	KMEL-FM	0.9	KNTA-AM	1.0	KNTA-AM (B)	1.0
30	KYUU-FM	0.9	KEAR-FM	0.9	KAZA-AM	0.9	KDIA-AM (B)	0.9
31	KKHI-FM	0.9	KNEW-AM	0.8	KMPX-FM	0.9	KIBE-AM (CL)	0.8
32	KYA -FM	0.9	KIBE-AM	0.8	KSAN-FM	0.7	KPEN-FM (PA)	0.8
33	KDON-FM	0.7	KPEN-FM	0.8	KMEL-FM	0.7	KKHI-FM (CL)	0.8
34	KPEN-FM	0.7	KMPX-FM	0.7	KPEN-FM	0.6	KSAN-FM (A)	0.7
35	KMEL-FM	0.6	KSAN-FM	0.7	KIBE-AM	0.4	KAZA-AM (B)	0.7
36	KOFY-AM	0.6	KFAX-AM	0.6	KDON-FM	0.4	KIQI-AM (PA)	0.6
37	KIQI-AM	0.6	KJAZ-FM	0.6	KKHI-AM	0.2	KNEW-AM (C)	0.6
38	KCBS-FM	0.5	KKHI-FM	0.5			KMEL-FM (A)	0.6
39	KMPX-FM	0.5	KCBS-FM	0.4			KFAX-AM (BL)	0.6
40	KJAZ-FM	0.5	KIQI-AM	0.4			KEAR-FM (M)	0.4
41	KKHI-AM	0.5	KKHI-AM	0.1			KCBS-FM (M)	0.4
42	KAZA-AM	0.4					KKHI-AM (M)	0.1

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 10208

	A/M '78		O/N '78		J/F '79		A/M '79	
1	KGO -AM	125	KGO -AM	127	KGO -AM	145	KGO -AM	117
2	KBAY-FM	110	KSOL-FM	115	KBAY-FM	133	KLOK-AM	84
3	KFRC-AM	102	KBAY-FM	101	KOIT-FM	83	KOME-FM	82
4	KLOK-AM	89	KCBS-AM	79	KLOK-AM	74	KBAY-FM	82
5	KCBS-AM	79	KLOK-AM	76	KOME-FM	71	KNBR-AM	75
6	KSFO-AM	73	KFRC-AM	64	KCBS-AM	69	KEZR-FM	71
7	KIOI-FM	62	KEZR-FM	64	KFRC-AM	61	KSJO-FM	63
8	KOIT-FM	58	KLIV-AM	62	KLIV-AM	61	KOIT-FM	61
9	KSOL-FM	58	KIOI-FM	58	KEZR-FM	61	KFRC-AM	58
10	KLIV-AM	58	KOIT-FM	57	KFOG-FM	54	KSOL-FM	56
M-F, 6-10am								
1	KGO -AM		KGO -AM		KGO -AM		KGO -AM	
2	KCBS-AM		KCBS-AM		KBAY-FM		KCBS-AM	
3	KFRC-AM		KSOL-FM		KCBS-AM		KLOK-AM	
4	KLOK-AM		KLOK-AM		KLOK-AM		KBAY-FM	
5	KBAY-FM		KFRC-AM		KFRC-AM		KNBR-AM	
6	KSFO-AM		KBAY-FM		KOIT-FM		KEZR-FM	
7	KNBR-AM		KXRX-AM		KEEN-AM		KFRC-AM	
8	KLIV-AM		KLIV-AM		KABL-AM		KLIV-AM	
9	KXRX-AM		KEEN-AM		KLIV-AM		KXRX-AM	
10	KSOL-FM		KIOI-FM		KNBR-AM		KOME-FM	
M-F, 3-7pm								
1	KFRC-AM		KSOL-FM		KBAY-FM		KLOK-AM	
2	KBAY-FM		KBAY-FM		KGO -AM		KOME-FM	
3	KLOK-AM		KGO -AM		KOME-FM		KGO -AM	
4	KGO -AM		KLOK-AM		KLOK-AM		KNBR-AM	
5	KIOI-FM		KARA-FM		KOIT-FM		KEZR-FM	
6	KSFO-AM		KFRC-AM		KFRC-AM		KSJO-FM	
7	KCBS-AM		KCBS-AM		KEZR-FM		KBAY-FM	
8	KLIV-AM		KEZR-FM		KFOG-FM		KLIV-AM	
9	KSOL-FM		KABL-AM		KLIV-AM		KSOL-FM	
10	KOME-FM		KIOI-FM		KCBS-AM		KIOI-FM	

Teens
M-S, 6am-Midnight
POP(00): 1417

	A/M '78	O/N '78	J/F '79	A/M '79
1	KFRC-AM	KSOL-FM	KLIV-AM	KLIV-AM
2	KLIV-AM	KLIV-AM	KFRC-AM	KSOL-FM
3	KSOL-FM	KFRC-AM	KSOL-FM	KFRC-AM
4	KSJO-FM	KLOK-AM	KOME-FM	KOME-FM
5	KIOI-FM	KSJO-FM	KSJO-FM	KYA -AM
6	KYA -AM	KOME-FM	KYA -FM	KSJO-FM
7	KSFX-FM	KYA -AM	KSFX-FM	KIOI-FM
8	KLOK-AM	KYA -FM	KLOK-AM	KSFX-FM
9	KOME-FM	KIOI-FM	KYA -AM	KRVE-FM
10	KSFO-AM	KSFX-FM	KIOI-FM	KYA -FM
M-F, 6-10am				
1	KFRC-AM	KSOL-FM	KLIV-AM	KLIV-AM
2	KLIV-AM	KLIV-AM	KFRC-AM	KFRC-AM
3	KSOL-FM	KFRC-AM	KSJO-FM	KSOL-FM
4	KLOK-AM	KLOK-AM	KOME-FM	KYA -AM
5	KSJO-FM	KSJO-FM	KSOL-FM	KSJO-FM
6	KIOI-FM	KOME-FM	KYA -FM	KOME-FM
7	KSFX-FM	KYA -FM	KARA-FM	KEZR-FM
8	KYA -AM	KIOI-FM	KLOK-AM	KLOK-AM
9	KOME-FM	KDIA-AM	KSFX-FM	KIOI-FM
10	KSFO-AM	KYA -AM	KYA -AM	KSFX-FM
M-F, 3-7pm				
1	KFRC-AM	KSOL-FM	KLIV-AM	KLIV-AM
2	KSOL-FM	KLIV-AM	KFRC-AM	KSOL-FM
3	KLIV-AM	KFRC-AM	KSOL-FM	KSFX-FM
4	KSJO-FM	KLOK-AM	KOME-FM	KOME-FM
5	KIOI-FM	KSJO-FM	KSJO-FM	KFRC-AM
6	KSFX-FM	KOME-FM	KSFX-FM	KIOI-FM
7	KYA -AM	KYA -FM	KIOI-FM	KYA -AM
8	KLOK-AM	KYA -AM	KYA -FM	KSJO-FM
9	KOME-FM	KARA-FM	KLOK-AM	KLOK-AM
10	KYA -FM	KSFX-FM	KYA -AM	KARA-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 4177

	A/M '78	O/N '78	J/F '79	A/M '79
1	KFRC-AM	KEZR-FM	KOME-FM	KEZR-FM
2	KLOK-AM	KSOL-FM	KEZR-FM	KOME-FM
3	KEZR-FM	KIOI-FM	KLOK-AM	KSJO-FM
4	KARA-FM	KARA-FM	KIOI-FM	KLOK-AM
5	KIOI-FM	KOME-FM	KARA-FM	KARA-FM
6	KOME-FM	KSFX-FM	KSJO-FM	KIOI-FM
7	KBAY-FM	KLOK-AM	KBAY-FM	KFRC-AM
8	KLIV-AM	KSJO-FM	KSFX-FM	KSOL-FM
9	KFAT-FM	KLIV-AM	KFRC-AM	KNBR-AM
10	KSOL-FM	KFRC-AM	KGO -AM	KYUU-FM
M-F, 6-10am				
1	KFRC-AM	KSOL-FM	KLOK-AM	KEZR-FM
2	KLOK-AM	KIOI-FM	KEZR-FM	KLOK-AM
3	KEZR-FM	KLOK-AM	KGO -AM	KOME-FM
4	KOME-FM	KEZR-FM	KFRC-AM	KARA-FM
5	KNBR-AM	KARA-FM	KOME-FM	KSJO-FM
6	KCBS-AM	KFRC-AM	KARA-FM	KFRC-AM
7	KARA-FM	KOME-FM	KIOI-FM	KGO -AM
8	KSOL-FM	KLIV-AM	KBAY-FM	KIOI-FM
9	KLIV-AM	KSFX-FM	KEEN-AM	KSOL-FM
10	KBAY-FM	KGO -AM	KSJO-FM	KNBR-AM
M-F, 3-7pm				
1	KLOK-AM	KARA-FM	KOME-FM	KEZR-FM
2	KFRC-AM	KEZR-FM	KEZR-FM	KOME-FM
3	KIOI-FM	KIOI-FM	KLOK-AM	KSJO-FM
4	KARA-FM	KSOL-FM	KIOI-FM	KLOK-AM
5	KBAY-FM	KOME-FM	KSJO-FM	KIOI-FM
6	KOME-FM	KLOK-AM	KARA-FM	KARA-FM
7	KEZR-FM	KSFX-FM	KSFX-FM	KFRC-AM
8	KLIV-AM	KFRC-AM	KBAY-FM	KNBR-AM
9	KSFO-AM	KSJO-FM	KFRC-AM	KYUU-FM
10	KSJO-FM	KYA -FM	KSOL-FM	KFAT-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 4649

	A/M '78	O/N '78	J/F '79	A/M '79
1	KLOK-AM	KLOK-AM	KBAY-FM	KLOK-AM
2	KBAY-FM	KBAY-FM	KLOK-AM	KNBR-AM
3	KFRC-AM	KGO -AM	KGO -AM	KGO -AM
4	KGO -AM	KEZR-FM	KEEN-AM	KBAY-FM
5	KNBR-AM	KSOL-FM	KEZR-FM	KOIT-FM
6	KSFO-AM	KOIT-FM	KIOI-FM	KARA-FM
7	KARA-FM	KIOI-FM	KOIT-FM	KCBS-AM
8	KCBS-AM	KFRC-AM	KCBS-AM	KEZR-FM
9	KIOI-FM	KARA-FM	KARA-FM	KSJO-FM
10	KOIT-FM	KEEN-AM	KSFX-FM	KIOI-FM
M-F, 6-10am				
1	KLOK-AM	KLOK-AM	KGO -AM	KLOK-AM
2	KGO -AM	KGO -AM	KLOK-AM	KGO -AM
3	KNBR-AM	KFRC-AM	KBAY-FM	KCBS-AM
4	KCBS-AM	KCBS-AM	KEEN-AM	KNBR-AM
5	KFRC-AM	KEEN-AM	KCBS-AM	KXRX-AM
6	KBAY-FM	KNBR-AM	KNBR-AM	KEEN-AM
7	KXRX-AM	KARA-FM	KFRC-AM	KARA-FM
8	KSFO-AM	KXRX-AM	KARA-FM	KOIT-FM
9	KSOL-FM	KIOI-FM	KXRX-AM	KBAY-FM
10	KEEN-AM	KSOL-FM	KIOI-FM	KFRC-AM

San Jose

Continued

F, 3-7pm

KLOK-AM	KLOK-AM	KBAY-FM	KLOK-AM
KBAY-FM	KBAY-FM	KLOK-AM	KNBR-AM
KFRC-AM	KEZR-FM	KGO -AM	KGO -AM
KCBS-AM	KSOL-FM	KEEN-AM	KARA-FM
KGO -AM	KARA-FM	KEZR-FM	KSJO-FM
KSFO-AM	KFRC-AM	KSFX-FM	KBAY-FM
KARA-FM	KGO -AM	KCBS-AM	KEEN-AM
KIOI-FM	KIOI-FM	KIOI-FM	KCBS-AM
KNBR-AM	KABL-AM	KOIT-FM	KOIT-FM
KSFX-FM	KEEN-AM	KFRC-AM	KFAT-FM

Cume Persons Trends/Rankings

tal 12+
, 6am-Midnight
P(00): 10208

	A/M '78		O/N '78		J/F '79		A/M '79	
	KFRC-AM	1894	KFRC-AM	1759	KGO -AM	1728	KGO -AM	1699
	KLOK-AM	1695	KGO -AM	1627	KFRC-AM	1727	KLOK-AM	1592
	KGO -AM	1535	KCBS-AM	1592	KBAY-FM	1661	KNBR-AM	1464
	KLIV-AM	1467	KBAY-FM	1530	KLOK-AM	1655	KFRC-AM	1397
	KCBS-AM	1431	KLIV-AM	1488	KLIV-AM	1592	KLIV-AM	1363
	KBAY-FM	1424	KLOK-AM	1403	KCBS-AM	1391	KOME-FM	1352
	KSFO-AM	1143	KIOI-FM	1169	KOME-FM	1328	KCBS-AM	1306
	KIOI-FM	1077	KSOL-FM	1065	KIOI-FM	1067	KBAY-FM	1217
	KOME-FM	1005	KOME-FM	977	KARA-FM	1044	KIOI-FM	1137
	KYA -AM	930	KSFO-AM	966	KOIT-FM	1010	KOIT-FM	999

F, 6-10am

KFRC-AM	KCBS-AM	KGO -AM	KGO -AM
KGO -AM	KGO -AM	KBAY-FM	KCBS-AM
KCBS-AM	KFRC-AM	KLOK-AM	KLOK-AM
KLOK-AM	KLOK-AM	KFRC-AM	KFRC-AM
KLIV-AM	KLIV-AM	KCBS-AM	KLIV-AM
KBAY-FM	KBAY-FM	KLIV-AM	KBAY-FM
KOME-FM	KIOI-FM	KOME-FM	KOME-FM
KIOI-FM	KSOL-FM	KNBR-AM	KEZR-FM
KSFO-AM	KXRX-AM	KIOI-FM	KNBR-AM
KSOL-FM	KABL-AM	KARA-FM	KXRX-AM

F, 3-7pm

KLOK-AM	KFRC-AM	KLOK-AM	KLOK-AM
KFRC-AM	KLOK-AM	KGO -AM	KOME-FM
KCBS-AM	KGO -AM	KBAY-FM	KGO -AM
KGO -AM	KLIV-AM	KFRC-AM	KNBR-AM
KBAY-FM	KBAY-FM	KLIV-AM	KLIV-AM
KLIV-AM	KCBS-AM	KOME-FM	KCBS-AM
KIOI-FM	KIOI-FM	KEZR-FM	KFRC-AM
KSFO-AM	KSOL-FM	KCBS-AM	KEZR-FM
KOME-FM	KARA-FM	KOIT-FM	KIOI-FM
KYA -AM	KEZR-FM	KARA-FM	KBAY-FM

ens
, 6am-Midnight
P(00): 1417

	A/M '78	O/N '78	J/F '79	A/M '79
	KFRC-AM	KLIV-AM	KLIV-AM	KLIV-AM
	KLIV-AM	KFRC-AM	KFRC-AM	KFRC-AM
	KYA -AM	KLOK-AM	KOME-FM	KYA -AM
	KSOL-FM	KSJO-FM	KSJO-FM	KOME-FM
	KSJO-FM	KOME-FM	KSOL-FM	KSOL-FM
	KSFX-FM	KYA -AM	KYA -AM	KIOI-FM
	KLOK-AM	KSOL-FM	KLOK-AM	KSFX-FM
	KOME-FM	KYA -FM	KSFX-FM	KSJO-FM
	KIOI-FM	KIOI-FM	KYA -FM	KLOK-AM
	KSFO-AM	KSFX-FM	KIOI-FM	KYA -FM

F, 6-10am

KLIV-AM	KLIV-AM	KLIV-AM	KLIV-AM
KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
KSJO-FM	KSOL-FM	KOME-FM	KSOL-FM
KSOL-FM	KSJO-FM	KSJO-FM	KOME-FM
KLOK-AM	KOME-FM	KYA -AM	KYA -AM
KSFX-FM	KYA -AM	KLOK-AM	KSJO-FM
KIOI-FM	KLOK-AM	KSOL-FM	KYA -FM
KOME-FM	KYA -FM	KYA -FM	KLOK-AM
KYA -AM	KIOI-FM	KSFX-FM	KIOI-FM
KSFO-AM	KEZR-FM	KIOI-FM	KSFX-FM

F, 3-7pm

KFRC-AM	KLIV-AM	KLIV-AM	KLIV-AM
KLIV-AM	KFRC-AM	KFRC-AM	KFRC-AM
KSOL-FM	KSOL-FM	KOME-FM	KOME-FM
KYA -AM	KOME-FM	KSOL-FM	KSOL-FM
KSFX-FM	KSJO-FM	KSJO-FM	KIOI-FM
KSJO-FM	KLOK-AM	KSFX-FM	KYA -AM
KLOK-AM	KYA -FM	KLOK-AM	KSFX-FM
KOME-FM	KARA-FM	KYA -AM	KSJO-FM
KIOI-FM	KYA -AM	KARA-FM	KARA-FM
KYA -FM	KIOI-FM	KIOI-FM	KLOK-AM

dults 18-34
1-S, 6am-Midnight
OP(00): 4177

	A/M '78	O/N '78	J/F '79	A/M '79
1	KFRC-AM	KFRC-AM	KOME-FM	KOME-FM
2	KLOK-AM	KIOI-FM	KFRC-AM	KLOK-AM
3	KOME-FM	KLIV-AM	KLOK-AM	KEZR-FM
4	KLIV-AM	KSOL-FM	KEZR-FM	KFRC-AM
5	KARA-FM	KLOK-AM	KIOI-FM	KIOI-FM
6	KIOI-FM	KEZR-FM	KARA-FM	KSJO-FM
7	KEZR-FM	KARA-FM	KLIV-AM	KARA-FM
8	KSJO-FM	KOME-FM	KYA -AM	KLIV-AM
9	KYA -AM	KYA -AM	KSJO-FM	KNBR-AM
0	KBAY-FM	KSJO-FM	KSFX-FM	KYA -AM

M-F, 6-10am

1	KFRC-AM	KFRC-AM	KLOK-AM	KLOK-AM
2	KLOK-AM	KIOI-FM	KFRC-AM	KEZR-FM
3	KOME-FM	KLOK-AM	KOME-FM	KFRC-AM
4	KLIV-AM	KSFX-FM	KLIV-AM	KOME-FM
5	KIOI-FM	KLIV-AM	KEZR-FM	KSJO-FM
6	KEZR-FM	KEZR-FM	KIOI-FM	KGO -AM
7	KARA-FM	KSOL-FM	KGO -AM	KARA-FM
8	KCBS-AM	KARA-FM	KARA-FM	KIOI-FM
9	KSOL-FM	KYA -AM	KYA -AM	KLIV-AM
10	KYA -AM	KOME-FM	KSJO-FM	KCBS-AM

M-F, 3-7pm

1	KLOK-AM	KIOI-FM	KOME-FM	KOME-FM
2	KFRC-AM	KEZR-FM	KLOK-AM	KLOK-AM
3	KIOI-FM	KFRC-AM	KEZR-FM	KEZR-FM
4	KOME-FM	KARA-FM	KFRC-AM	KSJO-FM
5	KARA-FM	KLOK-AM	KIOI-FM	KFRC-AM
6	KLIV-AM	KSOL-FM	KARA-FM	KIOI-FM
7	KSJO-FM	KLIV-AM	KLIV-AM	KNBR-AM
8	KYA -AM	KOME-FM	KSJO-FM	KARA-FM
9	KEZR-FM	KSFX-FM	KSFX-FM	KYUU-FM
10	KBAY-FM	KYA -FM	KBAY-FM	KYA -AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 4649

	A/M '78	O/N '78	J/F '79	A/M '79
1	KLOK-AM	KBAY-FM	KLOK-AM	KLOK-AM
2	KGO -AM	KLOK-AM	KBAY-FM	KNBR-AM
3	KBAY-FM	KFRC-AM	KGO -AM	KGO -AM
4	KCBS-AM	KCBS-AM	KCBS-AM	KCBS-AM
5	KSFO-AM	KIOI-FM	KIOI-FM	KBAY-FM
6	KFRC-AM	KGO -AM	KFRC-AM	KFRC-AM
7	KNBR-AM	KSFO-AM	KARA-FM	KIOI-FM
8	KIOI-FM	KOIT-FM	KEZR-FM	KOIT-FM
9	KARA-FM	KARA-FM	KNBR-AM	KOME-FM
10	KLIV-AM	KSOL-FM	KYUU-FM	KARA-FM

M-F, 6-10am

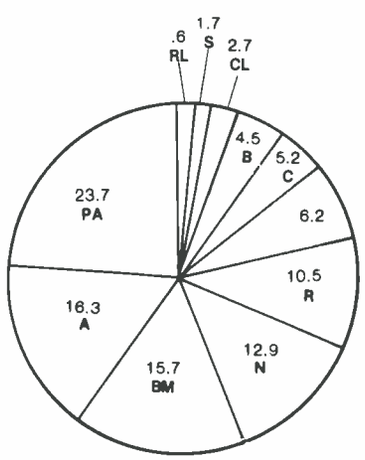
1	KLOK-AM	KCBS-AM	KLOK-AM	KLOK-AM
2	KGO -AM	KLOK-AM	KGO -AM	KGO -AM
3	KCBS-AM	KBAY-FM	KCBS-AM	KCBS-AM
4	KFRC-AM	KFRC-AM	KBAY-FM	KNBR-AM
5	KBAY-FM	KGO -AM	KFRC-AM	KFRC-AM
6	KNBR-AM	KIOI-FM	KNBR-AM	KBAY-FM
7	KXRX-AM	KEEN-AM	KEEN-AM	KEZR-FM
8	KLIV-AM	KSFX-FM	KARA-FM	KXRX-AM
9	KEEN-AM	KXRX-AM	KIOI-FM	KARA-FM
10	KIOI-FM	KNBR-AM	KLIV-AM	KEEN-AM

M-F, 3-7pm

1	KLOK-AM	KLOK-AM	KLOK-AM	KLOK-AM
2	KCBS-AM	KBAY-FM	KBAY-FM	KNBR-AM
3	KGO -AM	KIOI-FM	KGO -AM	KCBS-AM
4	KBAY-FM	KFRC-AM	KCBS-AM	KGO -AM
5	KFRC-AM	KCBS-AM	KEZR-FM	KOME-FM
6	KSFO-AM	KGO -AM	KNBR-AM	KEZR-FM
7	KIOI-FM	KEZR-FM	KFRC-AM	KARA-FM
8	KARA-FM	KEEN-AM	KARA-FM	KFRC-AM
9	KNBR-AM	KARA-FM	KIOI-FM	KBAY-FM
10	KEEN-AM	KOIT-FM	KEEN-AM	KEEN-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Sarasota-Bradenton

METRO RANK **104**

Average Persons 12+ Share Trend

Monday-Sunday, 6am-Midnight

POP(00): 2691

	A/M '79		
1	WDUV-FM	(BM)	13.7
2	WQSR-FM	(A)	11.2
3	WQSA-AM	(N)	6.5
4	WJYW-FM	(BM)	6.5
5	WSUN-AM	(C)	5.0
6	WAMR-AM	(PA)	4.7
7	WQXM-FM	(A)	4.5
8	WSPB-AM	(PA)	3.7
9	WFLA-FM	(BM)	3.7
10	WLCY-AM	(R)	3.2
11	WTRL-AM	(PA)	3.2
12	WFLA-AM	(PA)	3.0
13	WAMR-FM	(PA)	3.0
14	WBRD-AM	(C)	3.0
15	WQYK-FM	(C)	3.0
16	WKXY-AM	(R)	2.5
17	WWBA-AM	(BM)	2.2
18	WSPB-FM	(PA)	2.0
19	WRBQ-FM	(R)	2.0
20	WENG-AM	(PA)	1.7
21	WWBA-FM	(BM)	1.7
22	WYNF-FM	(PA)	1.5
23	WTMP-AM	(B)	1.5
24	WYND-AM	(R)	1.0
25	WSST-AM	(T)	0.7

Average Persons Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2691

	A/M '79	
1	WDUV-FM	55
2	WQSR-FM	45
3	WQSA-AM	26
4	WJYW-FM	26
5	WSUN-AM	20

M-F, 6-10am

1	WQSR-FM
2	WDUV-FM
3	WSPB-AM
4	WSUN-AM
5	WQSA-AM

M-F, 3-7pm

1	WDUV-FM
2	WQSR-FM
3	WJYW-FM
4	WQXM-FM
5	WSUN-AM

Teens

M-S, 6am-Midnight

POP(00): 227

	A/M '79
1	WQXM-FM
2	WLCY-AM
3	WKXY-AM
4	WYNF-FM
5	WRBQ-FM

M-F, 6-10am

1	WQXM-FM
2	WLCY-AM
3	WRBQ-FM
4	WKXY-AM
5	WQSR-FM

M-F, 3-7pm

1	WQXM-FM
2	WKXY-AM
3	WQSR-FM
4	WLCY-AM
5	WYNF-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 510

	A/M '79
1	WQSR-FM
2	WQXM-FM
3	WLCY-AM
4	WSUN-AM
5	WTMP-AM

M-F, 6-10am

1	WQSR-FM
2	WLCY-AM
3	WQXM-FM
4	WFLA-AM
5	WSUN-AM

M-F, 3-7pm

1	WQSR-FM
2	WQXM-FM
3	WLCY-AM
4	WQYK-FM
5	WSUN-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 634

	A/M '79
1	WQSR-FM
2	WSUN-AM
3	WQYK-FM
4	WDUV-FM
5	WLCY-AM

M-F, 6-10am

1	WQSR-FM
2	WSUN-AM
3	WLCY-AM
4	WQYK-FM
5	WSPB-FM

M-F, 3-7pm

1	WQSR-FM
2	WSUN-AM
3	WDUV-FM
4	WQYK-FM
5	WLCY-AM

Cume Persons Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2691

	A/M '79	
1	WDUV-FM	772
2	WSUN-AM	503
3	WQSR-FM	433
4	WFLA-AM	360
5	WQSA-AM	345

M-F, 6-10am

1	WDUV-FM
2	WQSR-FM
3	WSUN-AM
4	WSPB-AM
5	WFLA-AM

M-F, 3-7pm

1	WDUV-FM
2	WQSR-FM
3	WSUN-AM
4	WLCY-AM
5	WFLA-AM

Teens

M-S, 6am-Midnight

POP(00): 227

	A/M '79
1	WLCY-AM
2	WKXY-AM
3	WYNF-FM
4	WRBQ-FM
5	WQXM-FM

M-F, 6-10am

1	WLCY-AM
2	WQXM-FM
3	WKXY-AM
4	WRBQ-FM
5	WQSR-FM

M-F, 3-7pm

1	WQXM-FM
2	WQSR-FM
3	WKXY-AM
4	WLCY-AM
5	WYNF-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 510

	A/M '79
1	WQSR-FM
2	WLCY-AM
3	WSUN-AM
4	WQXM-FM
5	WFLA-AM

M-F, 6-10am

1	WQSR-FM
2	WLCY-AM
3	WQXM-FM
4	WFLA-AM
5	WSUN-AM

M-F, 3-7pm

1	WQSR-FM
2	WQXM-FM
3	WFLA-AM
4	WQYK-FM
5	WLCY-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 634

	A/M '79
1	WQSR-FM
2	WDUV-FM
3	WSUN-AM
4	WLCY-AM
5	WFLA-AM

M-F, 6-10am

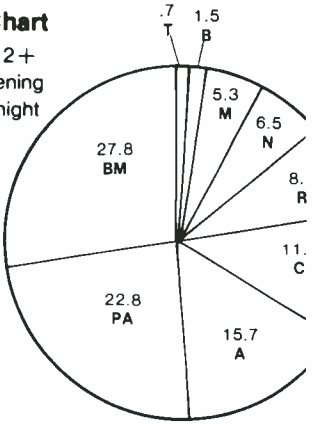
1	WQSR-FM
2	WSUN-AM
3	WFLA-AM
4	WLCY-AM
5	WDUV-FM

M-F, 3-7pm

1	WQSR-FM
2	WSUN-AM
3	WDUV-FM
4	WLCY-AM
5	WFLA-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



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avannah

METRO RANK **140**

erage Persons 12+ Share Trends
nday-Sunday, 6am-Midnight
P(00): 1738

A/M '77		A/M '78		A/M '79	
WSGA-AM	17.8	WEAS-FM	15.5	WEAS-AM(RL)	14.3
WZAT-FM	13.9	WSGA-AM	11.1	WSGA-AM(R)	12.9
WEAS-FM	10.9	WJCL-FM	10.7	WSGF-FM(R)	12.9
WEAS-AM	10.0	WZAT-FM	9.6	WJCL-FM(BM)	12.9
WJCL-FM	9.6	WSOK-AM	9.2	WZAT-FM(R)	9.8
WSOK-AM	8.7	WSGF-FM	8.5	WSOK-AM(B)	9.4
WTOC-FM	7.0	WTOC-FM	6.3	WEAS-FM(B)	7.3
WSGF-FM	5.7	WXLM-FM	6.3	WTOC-AM(PA)	5.9
WQQT-AM	4.8	WKBX-AM	5.9	WKBX-AM(PA)	4.9
WTOC-AM	3.5	WEAS-AM	5.9	WXLM-FM(A)	3.8
WKBX-AM	3.5	WQQT-AM	4.4	WQQT-AM(C)	3.8
WXLM-FM	3.0	WTOC-AM	3.3	WTOC-FM(C)	2.8
		WGEC-FM	0.7	WNMI-AM(M)	0.3

Average Persons Trends/Rankings

tal 12+
, 6am-Midnight
P(00): 1738

	A/M '77		A/M '78		A/M '79	
	WSGA-AM	41	WEAS-FM	42	WEAS-AM	41
	WZAT-FM	32	WSGA-AM	30	WSGA-AM	37
	WEAS-FM	25	WJCL-FM	29	WSGF-FM	37
	WEAS-AM	23	WZAT-FM	26	WJCL-FM	37
	WJCL-FM	22	WSOK-AM	25	WZAT-FM	28
, 6-10am						
	WZAT-FM		WZAT-FM		WZAT-FM	
	WSGA-AM		WEAS-FM		WJCL-FM	
	WEAS-AM		WSOK-AM		WSGF-FM	
	WSOK-AM		WSGA-AM		WSGA-AM	
	WEAS-FM		WSGF-FM		WEAS-AM	
, 3-7pm						
	WSGA-AM		WEAS-FM		WEAS-AM	
	WEAS-FM		WSGA-AM		WSGA-AM	
	WJCL-FM		WJCL-FM		WJCL-FM	
	WEAS-AM		WZAT-FM		WSGF-FM	
	WZAT-FM		WXLM-FM		WZAT-FM	

ens
, 6am-Midnight
P(00): 241

A/M '77	A/M '78	A/M '79
WSGA-AM	WEAS-FM	WSGF-FM
WEAS-FM	WSGA-AM	WSGA-AM
WZAT-FM	WSGF-FM	WZAT-FM
WSOK-AM	WZAT-FM	WEAS-AM
WEAS-AM	WSOK-AM	WSOK-AM
, 6-10am		
WSGA-AM	WEAS-FM	WSGF-FM
WEAS-FM	WSGA-AM	WSGA-AM
WZAT-FM	WSGF-FM	WZAT-FM
WSOK-AM	WZAT-FM	WEAS-FM
WEAS-AM	WSOK-AM	WEAS-AM
F, 3-7pm		
WSGA-AM	WEAS-FM	WSGF-FM
WEAS-FM	WSGA-AM	WSGA-AM
WZAT-FM	WSOK-AM	WEAS-AM
WSOK-AM	WZAT-FM	WSOK-AM
WEAS-AM	WSGF-FM	WEAS-FM

dults 18-34
S, 6am-Midnight
P(00): 658

A/M '77	A/M '78	A/M '79
WSGA-AM	WEAS-FM	WSGF-FM
WZAT-FM	WSGA-AM	WSGA-AM
WEAS-FM	WSGF-FM	WEAS-AM
WSGF-FM	WXLM-FM	WZAT-FM
WSOK-AM	WZAT-FM	WSOK-AM
-F, 6-10am		
WSGA-AM	WSGA-AM	WSGF-FM
WZAT-FM	WEAS-FM	WSGA-AM
WSGF-FM	WSGF-FM	WSOK-AM
WEAS-FM	WXLM-FM	WEAS-AM
WJCL-FM	WZAT-FM	WZAT-FM
-F, 3-7pm		
WSGA-AM	WEAS-FM	WSGA-AM
WEAS-FM	WSGA-AM	WSGF-FM
WSOK-AM	WXLM-FM	WZAT-FM
WZAT-FM	WSGF-FM	WEAS-AM
WTOC-AM	WZAT-FM	WXLM-FM

dults 25-49
S, 6am-Midnight
P(00): 667

A/M '77	A/M '78	A/M '79
WZAT-FM	WEAS-FM	WSGA-AM
WTOC-FM	WJCL-FM	WSOK-AM
WJCL-FM	WTOC-FM	WJCL-FM
WQQT-AM	WZAT-FM	WEAS-AM
WSGA-AM	WSGA-AM	WZAT-FM
-F, 6-10am		
WZAT-FM	WZAT-FM	WSGA-AM
WQQT-AM	WEAS-FM	WZAT-FM
WSGA-AM	WSOK-AM	WSOK-AM
WSOK-AM	WSGF-FM	WKBX-AM
WTOC-FM	WSOK-AM	WSGF-FM
-F, 3-7pm		
WQQT-AM	WEAS-FM	WSGA-AM
WSGA-AM	WJCL-FM	WJCL-FM
WTOC-FM	WSGA-AM	WEAS-AM
WJCL-FM	WTOC-FM	WSOK-AM
WZAT-FM	WSGF-FM	WSGF-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1738

	A/M '77		A/M '78		A/M '79	
1	WSGA-AM	485	WSGA-AM	545	WSGA-AM	479
2	WZAT-FM	479	WZAT-FM	388	WSGF-FM	443
3	WSOK-AM	316	WEAS-FM	373	WZAT-FM	424
4	WEAS-FM	272	WSOK-AM	365	WSOK-AM	340
5	WTOC-AM	269	WKBX-AM	347	WJCL-FM	307
M-F, 6-10am						
1	WSGA-AM		WSGA-AM		WSGA-AM	
2	WZAT-FM		WEAS-FM		WSGF-FM	
3	WSOK-AM		WSOK-AM		WSOK-AM	
4	WEAS-AM		WZAT-FM		WZAT-FM	
5	WEAS-FM		WSGF-FM		WEAS-AM	
M-F, 3-7pm						
1	WSGA-AM		WSGA-AM		WSGF-FM	
2	WZAT-FM		WEAS-FM		WZAT-FM	
3	WSOK-AM		WSOK-AM		WSGA-AM	
4	WEAS-FM		WKBX-AM		WEAS-AM	
5	WJCL-FM		WSGF-FM		WJCL-FM	

Teens
M-S, 6am-Midnight
POP(00): 241

	A/M '77	A/M '78	A/M '79
1	WSGA-AM	WSGA-AM	WSGF-FM
2	WZAT-FM	WSGF-FM	WSGA-AM
3	WEAS-FM	WZAT-FM	WZAT-FM
4	WSOK-AM	WEAS-FM	WSOK-AM
5	WTOC-AM	WSOK-AM	WEAS-FM
M-F, 6-10am			
1	WSGA-AM	WSGA-AM	WSGF-FM
2	WEAS-FM	WSGF-FM	WSGA-AM
3	WSOK-AM	WEAS-FM	WZAT-FM
4	WZAT-FM	WZAT-FM	WSOK-AM
5	WSGF-FM	WSOK-AM	WEAS-FM
M-F, 3-7pm			
1	WSGA-AM	WSGA-AM	WSGF-FM
2	WZAT-FM	WEAS-FM	WSGA-AM
3	WSOK-AM	WSOK-AM	WZAT-FM
4	WEAS-FM	WSGF-FM	WEAS-AM
5	WEAS-AM	WZAT-FM	WSOK-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 658

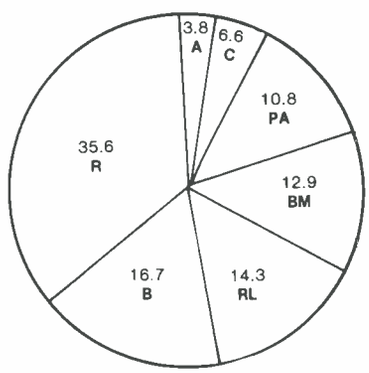
	A/M '77		A/M '78		A/M '79	
1	WSGA-AM		WSGA-AM		WSGF-FM	
2	WZAT-FM		WSGF-FM		WSGA-AM	
3	WEAS-FM		WEAS-FM		WZAT-FM	
4	WSOK-AM		WZAT-FM		WSOK-AM	
5	WTOC-AM		WSOK-AM		WEAS-AM	
M-F, 6-10am						
1	WSGA-AM		WSGA-AM		WSGF-FM	
2	WZAT-FM		WEAS-FM		WSGA-AM	
3	WSGF-FM		WSGF-FM		WSOK-AM	
4	WEAS-FM		WZAT-FM		WEAS-AM	
5	WEAS-AM		WSOK-AM		WZAT-FM	
M-F, 3-7pm						
1	WSGA-AM	192	WSGA-AM		WSGF-FM	
2	WEAS-FM	64	WEAS-FM		WZAT-FM	
3	WTOC-AM	64	WSGF-FM		WEAS-AM	
4	WZAT-FM	63	WZAT-FM		WSGA-AM	
5	WSOK-AM	59	WXLM-FM		WEAS-FM	

Adults 25-49
M-S, 6am-Midnight
POP(00): 667

	A/M '77	A/M '78	A/M '79
1	WZAT-FM	WSGA-AM	WSGA-AM
2	WSGA-AM	WTOC-FM	WSOK-AM
3	WKBX-AM	WEAS-FM	WJCL-FM
4	WTOC-AM	WKBX-AM	WZAT-FM
5	WEAS-AM	WSOK-AM	WSGF-FM
M-F, 6-10am			
1	WZAT-FM	WTOC-FM	WSOK-AM
2	WSGA-AM	WSOK-AM	WSGA-AM
3	WKBX-AM	WEAS-FM	WEAS-AM
4	WTOC-AM	WSGA-AM	WZAT-FM
5	WTOC-AM	WKBX-AM	WKBX-AM
M-F, 3-7pm			
1	WSGA-AM	WEAS-FM	WSGA-AM
2	WTOC-AM	WSGA-AM	WSGF-FM
3	WJCL-FM	WTOC-FM	WSOK-AM
4	WQQT-AM	WKBX-AM	WJCL-FM
5	WKBX-AM	WJCL-FM	WEAS-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Seattle-Everett-Tacoma

METRO RANK **17**

A/M '79 Market Overview

Second Spring survey in this market with the Extended Measurement technique sees **Bonneville**'s **KIRO** (News/Talk) lead the market with an 11 share. Bonneville also owns the #2 station, **KSEA** (BM).

KIRO's approach was popular with 25-49 adults (station is #1 in this demo) and KIRO scored well among 18-34 adults too, ranking third in that demo. Station campaigned on TV and used billboards to remain visible in metro. KSEA leads the Beautiful Music field by a wide margin, airs Bonneville programming. KSEA is number two with adults 25-49, second only to KIRO. Male numbers increased for KSEA in PM drive, while female shares improved most in midday.

Third-rated station in Seattle is Top 40 **KJR.** KJR had a stable book, recording a 7 share of total audience. KJR is second among adults 18-34 and fifth among adults 25-49. KJR ran its $10,000 "cash stash" contest, plus advertised with bus sides.

KOMO suffered a steep decline in the last book but still stands fourth 12+ in the market. KOMO rates fourth among adults 25-49, but needs to reverse defection in this demo to restore former numbers. P/A station carries a lot of sports and should reverse downslide in Fall '79 book.

Two of the better success stories in the Spring Seattle book deal with AOR station **KZOK-FM** and Country stations **KMPS-AM-FM.** KZOK-FM ranks number one among adults 18-34, based largely on programming fine-tuned to the region. Lots of area favorites (**Van Halen, Robin Trower**) were aired. Ad campaign used TV, billboards.

Country KMPS-AM-FM are very popular among adults 25-49 in the Seattle area. Stations were going through an ownership change in the Fall'78 sweep (when they did poorly), so this may be a rebound to the normal area of strength for the properties. KMPS aired custom promos done by stars such as **Willie Nelson, Ronnie Milsap, Eddie Rabbitt,** etc.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 15673

	A/M '78		O/N '78		A/M '79	
1	KOMO-AM	9.8	KOMO-AM	10.8	KIRO-AM (M)	11.2
2	KVI -AM	8.8	KIRO-AM	10.3	KSEA-FM (BM)	7.5
3	KSEA-FM	7.4	KVI -AM	7.1	KJR -AM (R)	7.0
4	KIRO-AM	7.0	KSEA-FM	7.1	KOMO-AM (PA)	6.4
5	KJR -AM	6.8	KJR -AM	7.0	KVI -AM (PA)	5.7
6	KING-AM	5.9	KING-AM	6.1	KZOK-FM (A)	5.6
7	KPLZ-FM	4.7	KYYX-FM	3.9	KPLZ-FM (R)	4.1
8	KZOK-FM	4.2	KEZX-FM	3.9	KMPS-FM (C)	3.7
9	KTAC-AM	3.4	KPLZ-FM	3.4	KYYX-FM (R)	3.5
10	KYYX-FM	3.2	KZOK-FM	3.3	KEZX-FM (BM)	3.4
11	KISW-FM	3.1	KISW-FM	3.2	KING-AM (R)	3.3
12	KEZX-FM	2.9	KTAC-AM	2.6	KISW-FM (A)	3.1
13	KZAM-FM	2.5	KZAM-FM	2.4	KTAC-AM (R)	3.1
14	KIXI-FM	2.3	KNBQ-FM	2.4	KMPS-AM (C)	2.8
15	KMPS-FM	2.2	KIXI-FM	2.3	KZAM-FM (A)	2.8
16	KMPS-AM	2.1	KING-FM	2.3	KIXI-FM (PA)	2.6
17	KGDN-AM	2.0	KGDN-AM	1.9	KIXI-AM (BM)	2.1
18	KBRD-FM	1.9	KBIQ-FM	1.7	KNBQ-FM (R)	2.1
19	KZOK-AM	1.8	KMPS-AM	1.6	KBRD-FM (BM)/	2.1
20	KAYO-AM	1.7	KAYO-AM	1.5	KGDN-AM (RL)	2.0
21	KING-FM	1.7	KMPS-FM	1.5	KYAC-AM (B)	1.9
22	KNBQ-FM	1.6	KIXI-AM	1.3	KING-FM (CL)	1.9
23	KYAC-AM	1.4	KBRD-FM	1.3	KBIQ-FM (RL)	1.7
24	KWYZ-AM	1.3	KXA -AM	1.2	KAYO-AM (C)	1.6
25	KIXI-AM	1.3	KYAC-AM	1.1	KMO -AM (C)	0.8
26	KLAY-FM	1.2	KZOK-AM	0.9	KWYZ-AM (C)	0.7
27	KMO -AM	1.1	KMO -AM	0.7	KXA -AM (CL)	0.7
28	KBIQ-FM	0.9	KTNT-AM	0.5	KZOK-AM (A)	0.6
29	KGO -AM	0.6	KLAY-FM	0.5	KLAY-FM (A)	0.6
30	KXA -AM	0.4	KWYZ-AM	0.5	KZAM-AM (A)	0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 15673

	A/M '78		O/N '78		A/M '79	
1	KOMO-AM	220	KOMO-AM	245	KIRO-AM	267
2	KVI -AM	197	KIRO-AM	233	KSEA-FM	178
3	KSEA-FM	166	KVI -AM	161	KJR -AM	168
4	KIRO-AM	158	KSEA-FM	161	KOMO-AM	152
5	KJR -AM	152	KJR -AM	159	KVI -AM	135
6	KING-AM	132	KING-AM	138	KZOK-FM	133
7	KPLZ-FM	106	KYYX-FM	89	KPLZ-FM	99
8	KZOK-FM	95	KEZX-FM	88	KMPS-FM	89
9	KTAC-AM	76	KPLZ-FM	77	KYYX-FM	83
10	KYYX-FM	72	KZOK-FM	75	KEZX-FM	80

M-F, 6-10am

1	KOMO-AM	KOMO-AM	KIRO-AM
2	KVI -AM	KIRO-AM	KOMO-AM
3	KIRO-AM	KVI -AM	KVI -AM
4	KJR -AM	KJR -AM	KJR -AM
5	KING-AM	KING-AM	KSEA-FM
6	KPLZ-FM	KSEA-FM	KZOK-FM
7	KSEA-FM	KYYX-FM	KING-AM
8	KTAC-AM	KPLZ-FM	KPLZ-FM
9	KISW-FM	KEZX-FM	KMPS-FM
10	KYYX-FM	KISW-FM	KZAM-FM

M-F, 3-7pm

1	KVI -AM	KIRO-AM	KIRO-AM
2	KOMO-AM	KOMO-AM	KSEA-FM
3	KJR -AM	KJR -AM	KJR -AM
4	KSEA-FM	KVI -AM	KOMO-AM
5	KING-AM	KING-AM	KVI -AM
6	KIRO-AM	KSEA-FM	KZOK-FM
7	KZOK-FM	KZOK-FM	KPLZ-FM
8	KPLZ-FM	KYYX-FM	KMPS-FM
9	KISW-FM	KEZX-FM	KING-AM
10	KTAC-AM	KPLZ-FM	KEZX-FM

Teens
M-S, 6am-Midnight
POP(00): 2041

	A/M '78	O/N '78	A/M '79
1	KJR -AM	KJR -AM	KJR -AM
2	KING-AM	KING-AM	KPLZ-FM
3	KPLZ-FM	KPLZ-FM	KYYX-FM
4	KTAC-AM	KYYX-FM	KZOK-FM
5	KYYX-FM	KZOK-FM	KTAC-AM
6	KZOK-FM	KTAC-AM	KYAC-AM
7	KISW-FM	KISW-FM	KISW-FM
8	KLAY-FM	KNBQ-FM	KING-AM
9	KVI -AM	KVI -AM	KNBQ-FM
10	KYAC-AM	KZOK-AM	KIRO-AM

M-F, 6-10am

1	KING-AM	KJR -AM	KJR -AM
2	KJR -AM	KING-AM	KZOK-FM
3	KPLZ-FM	KTAC-AM	KPLZ-FM
4	KTAC-AM	KYYX-FM	KYYX-FM
5	KYYX-FM	KZOK-FM	KYAC-AM
6	KZOK-FM	KPLZ-FM	KING-AM
7	KLAY-FM	KISW-FM	KTAC-AM
8	KISW-FM	KNBQ-FM	KNBQ-FM
9	KVI -AM	KVI -AM	KISW-FM
10	KMPS-FM	KZOK-AM	KIRO-AM

M-F, 3-7pm

1	KJR -AM	KJR -AM	KJR -AM
2	KPLZ-FM	KING-AM	KZOK-FM
3	KING-AM	KZOK-FM	KPLZ-FM
4	KTAC-AM	KYYX-FM	KYYX-FM
5	KZOK-FM	KPLZ-FM	KYAC-AM
6	KYYX-FM	KISW-FM	KTAC-AM
7	KISW-FM	KTAC-AM	KING-AM
8	KLAY-FM	KNBQ-FM	KISW-FM
9	KVI -AM	KZOK-AM	KNBQ-FM
10	KYAC-AM	KIRO-AM	KZOK-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 6129

	A/M '78	O/N '78	A/M '79
1	KJR -AM	KING-AM	KZOK-FM
2	KVI -AM	KJR -AM	KJR -AM
3	KING-AM	KYYX-FM	KIRO-AM
4	KZOK-FM	KVI -AM	KZAM-FM
5	KPLZ-FM	KZAM-FM	KING-AM
6	KZAM-FM	KZOK-FM	KISW-FM
7	KOMO-AM	KIRO-AM	KSEA-FM
8	KYYX-FM	KISW-FM	KPLZ-FM
9	KISW-FM	KPLZ-FM	KYYX-FM
10	KSEA-FM	KOMO-AM	KTAC-AM

M-F, 6-10am

1	KVI -AM	KING-AM	KJR -AM
2	KJR -AM	KVI -AM	KIRO-AM
3	KING-AM	KJR -AM	KZOK-FM
4	KPLZ-FM	KIRO-AM	KING-AM
5	KOMO-AM	KYYX-FM	KVI -AM
6	KISW-FM	KOMO-AM	KZAM-FM
7	KIRO-AM	KZAM-FM	KISW-FM
8	KZAM-FM	KPLZ-FM	KTAC-AM
9	KYYX-FM	KISW-FM	KPLZ-FM
10	KZOK-AM	KZOK-FM	KSEA-FM

M-F, 3-7pm

1	KJR -AM	KING-AM	KZOK-FM
2	KING-AM	KJR -AM	KJR -AM
3	KVI -AM	KVI -AM	KZAM-FM
4	KZOK-FM	KZOK-FM	KSEA-FM
5	KISW-FM	KYYX-FM	KING-AM
6	KZAM-FM	KZAM-FM	KISW-FM
7	KYYX-FM	KISW-FM	KIRO-AM
8	KZOK-AM	KPLZ-FM	KTAC-AM
9	KSEA-FM	KIRO-AM	KPLZ-FM
10	KPLZ-FM	KTAC-AM	KVI -AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 6540

	A/M '78	O/N '78	A/M '79
1	KVI -AM	KVI -AM	KIRO-AM
2	KOMO-AM	KOMO-AM	KSEA-FM
3	KSEA-FM	KIRO-AM	KVI -AM
4	KJR -AM	KSEA-FM	KOMO-AM
5	KING-AM	KJR -AM	KJR -AM
6	KIRO-AM	KING-AM	KMPS-FM
7	KMPS-FM	KEZX-FM	KZAM-FM
8	KPLZ-FM	KING-FM	KMPS-AM
9	KZAM-FM	KZAM-FM	KZOK-FM
10	KZOK-FM	KIXI-FM	KPLZ-FM

M-F, 6-10am

1	KVI -AM	KVI -AM	KIRO-AM
2	KOMO-AM	KOMO-AM	KVI -AM
3	KIRO-AM	KIRO-AM	KOMO-AM
4	KJR -AM	KSEA-FM	KJR -AM
5	KSEA-FM	KJR -AM	KSEA-FM
6	KING-AM	KING-AM	KING-AM
7	KMPS-FM	KZAM-FM	KMPS-FM
8	KPLZ-FM	KIXI-FM	KZAM-FM
9	KZAM-FM	KMPS-FM	KMPS-AM
10	KISW-FM	KEZX-FM	KPLZ-FM

M-F, 3-7pm

1	KVI -AM	KVI -AM	KIRO-AM
2	KOMO-AM	KOMO-AM	KSEA-FM
3	KJR -AM	KIRO-AM	KVI -AM
4	KING-AM	KJR -AM	KOMO-AM
5	KMPS-FM	KSEA-FM	KJR -AM
6	KIRO-AM	KING-AM	KMPS-AM
7	KSEA-FM	KING-FM	KPLZ-FM
8	KPLZ-FM	KEZX-FM	KMPS-FM
9	KZOK-FM	KZAM-FM	KING-AM
10	KMPS-AM	KBIQ-FM	KZAM-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 15673

	A/M '78		O/N '78		A/M '79	
1	KOMO-AM	4001	KOMO-AM	4079	KIRO-AM	4
2	KJR -AM	3366	KIRO-AM	3901	KJR -AM	3
3	KVI -AM	3092	KJR -AM	3539	KING-AM	2
4	KING-AM	3084	KING-AM	3169	KOMO-AM	2
5	KIRO-AM	2815	KVI -AM	2544	KVI -AM	2
6	KPLZ-FM	2293	KSEA-FM	2018	KZOK-FM	1
7	KSEA-FM	2076	KZOK-FM	1789	KPLZ-FM	1
8	KZOK-FM	1755	KPLZ-FM	1633	KSEA-FM	1
9	KISW-FM	1570	KYYX-FM	1565	KYYX-FM	1
10	KTAC-AM	1375	KISW-FM	1315	KISW-FM	1

M-F, 6-10am

1	KOMO-AM	KOMO-AM	KIRO-AM
2	KVI -AM	KIRO-AM	KJR -AM
3	KIRO-AM	KJR -AM	KOMO-AM
4	KJR -AM	KING-AM	KVI -AM
5	KING-AM	KVI -AM	KING-AM
6	KPLZ-FM	KSEA-FM	KZOK-FM
7	KSEA-FM	KPLZ-FM	KPLZ-FM
8	KTAC-AM	KYYX-FM	KSEA-FM
9	KISW-FM	KZOK-FM	KYYX-FM
10	KYYX-FM	KISW-FM	KTAC-AM

M-F, 3-7pm

1	KJR -AM	KJR -AM	KIRO-AM
2	KING-AM	KIRO-AM	KJR -AM
3	KOMO-AM	KING-AM	KOMO-AM
4	KVI -AM	KOMO-AM	KING-AM
5	KIRO-AM	KVI -AM	KVI -AM
6	KSEA-FM	KPLZ-FM	KZOK-FM
7	KPLZ-FM	KSEA-FM	KPLZ-FM
8	KTAC-AM	KYYX-FM	KSEA-FM
9	KISW-FM	KZOK-FM	KYYX-FM
10	KTAC-AM	KISW-FM	KYYX-FM

Teens
M-S, 6am-Midnight
POP(00): 2041

	A/M '78	O/N '78	A/M '79
1	KJR -AM	KJR -AM	KJR -AM
2	KING-AM	KING-AM	KPLZ-FM
3	KPLZ-FM	KZOK-FM	KING-AM
4	KTAC-AM	KPLZ-FM	KZOK-FM
5	KYYX-FM	KTAC-AM	KYYX-FM
6	KZOK-FM	KYYX-FM	KTAC-AM
7	KISW-FM	KISW-FM	KISW-FM
8	KVI -AM	KNBQ-FM	KIRO-AM
9	KMPS-AM	KIRO-AM	KNBQ-FM
10	KIRO-AM	KVI -AM	KVI -AM

M-F, 6-10am

1	KING-AM	KJR -AM	KJR -AM
2	KJR -AM	KING-AM	KZOK-FM
3	KPLZ-FM	KZOK-FM	KPLZ-FM
4	KTAC-AM	KPLZ-FM	KING-AM
5	KYYX-FM	KTAC-AM	KYYX-FM
6	KZOK-FM	KYYX-FM	KISW-FM
7	KISW-FM	KISW-FM	KNBQ-FM
8	KOMO-AM	KNBQ-FM	KTAC-AM
9	KYAC-AM	KVI -AM	KIRO-AM
10	KVI -AM	KIRO-AM	KYAC-AM

M-F, 3-7pm

1	KJR -AM	KJR -AM	KJR -AM
2	KING-AM	KING-AM	KPLZ-FM
3	KPLZ-FM	KYYX-FM	KYYX-FM
4	KTAC-AM	KISW-FM	KING-AM
5	KYYX-FM	KPLZ-FM	KZOK-FM
6	KZOK-FM	KZOK-FM	KTAC-AM
7	KISW-FM	KTAC-AM	KISW-FM
8	KVI -AM	KNBQ-FM	KNBQ-FM
9	KLAY-FM	KIRO-AM	KZOK-AM
10	KYAC-AM	KOMO-AM	KYAC-AM

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Seattle-Everett-Tacoma *Continued*

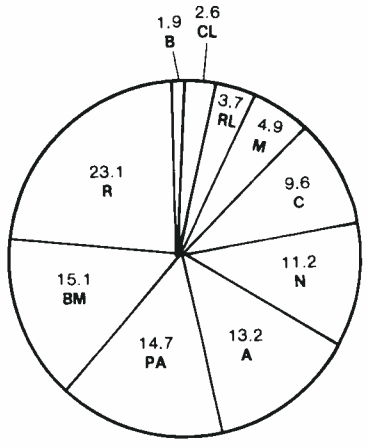
Adults 18-34
M-S, 6am-Midnight
POP(00): 6129

	A/M '78	O/N '78	A/M '79
1	KJR -AM	KJR -AM	KJR -AM
2	KING-AM	KING-AM	KING-AM
3	KZOK-FM	KZOK-FM	KIRO-AM
4	KOMO-AM	KIRO-AM	KZOK-FM
5	KVI -AM	KYYX-FM	KISW-FM
6	KPLZ-FM	KOMO-AM	KPLZ-FM
7	KISW-FM	KPLZ-FM	KVI -AM
8	KZAM-FM	KVI -AM	KYYX-FM
9	KIRO-AM	KISW-FM	KTAC-AM
10	KTAC-AM	KZAM-FM	KZAM-FM
M-F, 6-10am			
1	KJR -AM	KJR -AM	KJR -AM
2	KING-AM	KING-AM	KING-AM
3	KVI -AM	KIRO-AM	KIRO-AM
4	KPLZ-FM	KVI -AM	KZOK-FM
5	KOMO-AM	KYYX-FM	KISW-FM
6	KIRO-AM	KOMO-AM	KZAM-FM
7	KISW-FM	KPLZ-FM	KTAC-AM
8	KZOK-FM	KZOK-FM	KVI -AM
9	KYYX-FM	KISW-FM	KYYX-FM
10	KZAM-FM	KZAM-FM	KPLZ-FM
M-F, 3-7pm			
1	KJR -AM	KING-AM	KJR -AM
2	KING-AM	KJR -AM	KZOK-FM
3	KVI -AM	KZOK-FM	KING-AM
4	KZOK-FM	KVI -AM	KISW-FM
5	KISW-FM	KPLZ-FM	KIRO-AM
6	KTAC-AM	KYYX-FM	KYYX-FM
7	KPLZ-FM	KISW-FM	KTAC-AM
8	KZOK-AM	KIRO-AM	KPLZ-FM
9	KYYX-FM	KTAC-AM	KZAM-FM
10	KOMO-AM	KZAM-FM	KVI -AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 6540

	A/M '78	O/N '78	A/M '79
1	KOMO-AM	KIRO-AM	KIRO-AM
2	KVI -AM	KOMO-AM	KVI -AM
3	KING-AM	KVI -AM	KOMO-AM
4	KJR -AM	KJR -AM	KJR -AM
5	KIRO-AM	KSEA-FM	KING-AM
6	KPLZ-FM	KING-AM	KSEA-FM
7	KSEA-FM	KIXI-FM	KPLZ-FM
8	KZOK-FM	KING-FM	KZAM-FM
9	KZAM-FM	KYYX-FM	KMPS-AM
10	KISW-FM	KEZX-FM	KTAC-AM
M-F, 6-10am			
1	KVI -AM	KVI -AM	KIRO-AM
2	KOMO-AM	KIRO-AM	KVI -AM
3	KIRO-AM	KOMO-AM	KOMO-AM
4	KING-AM	KJR -AM	KJR -AM
5	KJR -AM	KSEA-FM	KING-AM
6	KPLZ-FM	KING-AM	KSEA-FM
7	KSEA-FM	KPLZ-FM	KZAM-FM
8	KZAM-FM	KIXI-FM	KMPS-AM
9	KMPS-FM	KYYX-FM	KTAC-AM
10	KMPS-AM	KMPS-AM	KMPS-FM
M-F, 3-7pm			
1	KVI -AM	KIRO-AM	KIRO-AM
2	KING-AM	KVI -AM	KVI -AM
3	KOMO-AM	KOMO-AM	KOMO-AM
4	KJR -AM	KING-AM	KJR -AM
5	KIRO-AM	KJR -AM	KSEA-FM
6	KSEA-FM	KSEA-FM	KING-AM
7	KPLZ-FM	KEZX-FM	KMPS-AM
8	KMPS-AM	KING-FM	KZAM-FM
9	KZOK-FM	KIXI-FM	KPLZ-FM
10	KISW-FM	KTAC-AM	KTAC-AM

Format Penetration Chart
Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



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

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Shreveport

METRO RANK 100

A/M '79 Market Overview

Shreveport has a new number one station as a result of the A/M'79 sweep. Country station **KWKH** edged out Black-formatted **KOKA** for the 12+ title. KWKH is fifth among adults 25-49, tops among adults 35-64. Station used TV, billboards, and print to advertise the sound and image of KWKH. Biggest gains for KWKH came among female shares, specially in the evening.

KOKA is still in a very healthy position. The station leads Shreveport in appealing to adults 18-34, and is fourth among adults 25-49 (black population estimated to be about 30% of the metro's 12+ population). Dancemusic sounds aired by **KROK** may have nibbled into the KOKA audience. KROK had a good book, increasing in teens and young men shares.

Top 40 rocker **KEEL** lost three shares in this book, a second consecutive decline of that magnitude. Audience turnover on KEEL is high, perhaps due to the heavy spot load (possible turnout factor) which station runs. KEEL is still ranked high among 18-34 kids, currently in the number two position. Station did a few billboards and on-air giveaways.

The Beautiful Music scene in Shreveport is a one-station race, with **KCOZ** prospering without format competition. The station airs **Bonneville** format, and ranks number three among adults 25-49. KCOZ uses billboards and TV on a year 'round basis.

An interesting note with regard to the younger demos — there were only 20 men 18-24 diaries in-tab in the A/M'79 survey.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2887

	A/M '77		A/M '78		A/M '79	
1	KOKA-AM	22.6	KOKA-AM	19.3	KWKH-AM (C)	15.6
2	KEEL-AM	20.2	KEEL-AM	16.3	KOKA-AM (B)	15.1
3	KRMD-AF	15.3	KRMD-AF (C)	15.4	KRMD-AF (C)	14.3
4	KROK-FM	7.9	KWKH-AM	11.7	KEEL-AM (R)	13.3
5	KCOZ-FM	7.7	KCOZ-FM	9.6	KCOZ-FM (BM)	3.0
6	KWKH-AM	7.0	KCIJ-AM	8.4	KROK-FM (R)	9.1
7	KCIJ-AM	6.7	KROK-FM	7.5	KCIJ-AM (RL)	8.9
8	KMBQ-FM	3.5	KMBQ-FM	4.9	KMBQ-FM (A)	3.9
9	KASO-AM	2.6	KEPT-FM	1.9	KEPT-FM (RL)	2.6
0	KEPT-FM	2.3	KBCL-AM	1.4	KBCL-AM (PA)	2.6
1	KBCL-AM	1.6	KASO-AM	1.2	KASO-AM (PA)	1.8
2	KJOE-AM	1.4				
3	KTAL-FM	0.9				
4	KBSF-AM	0.7				
5	KTKC-FM	0.5				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2887

	A/M '77		A/M '78		A/M '79	
1	KOKA-AM	97	KOKA-AM	93	KWKH-AM	60
2	KEEL-AM	87	KEEL-AM	70	KOKA-AM	58
3	KRMD-AF	66	KRMD-AF	66	KRMD-AF	55
4	KROK-FM	34	KWKH-AM	50	KEEL-AM	51
5	KCOZ-FM	33	KCOZ-FM	41	KCOZ-FM	50

M-F, 6-10am

1	KEEL-AM	KOKA-AM	KWKH-AM
2	KOKA-AM	KEEL-AM	KEEL-AM
3	KRMD-AF	KRMD-AF	KRMD-AF
4	KCIJ-AM	KWKH-AM	KOKA-AM
5	KWKH-AM	KCIJ-AM	KCOZ-FM

M-F, 3-7pm

1	KOKA-AM	KOKA-AM	KEEL-AM
2	KEEL-AM	KEEL-AM	KWKH-AM
3	KRMD-AF	KRMD-AF	KOKA-AM
4	KROK-FM	KWKH-AM	KCIJ-AM
5	KCOZ-FM	KCIJ-AM	KRMD-AF

Teens
M-S, 6am-Midnight
POP(00): 429

	A/M '77	A/M '78	A/M '79
1	KOKA-AM	KEEL-AM	KEEL-AM
2	KEEL-AM	KOKA-AM	KOKA-AM
3	KROK-FM	KROK-FM	KROK-FM
4	KRMD-AF	KMBQ-FM	KMBQ-FM
5	KCIJ-AM	KCIJ-AM	KRMD-AF

M-F, 6-10am

1	KOKA-AM	KEEL-AM	KEEL-AM
2	KEEL-AM	KOKA-AM	KROK-FM
3	KROK-FM	KROK-FM	KOKA-AM
4	KRMD-AF	KMBQ-FM	KRMD-AM
5	KCIJ-AM	KCIJ-AM	KMBQ-FM

M-F, 3-7pm

1	KOKA-AM	KOKA-AM	KOKA-AM
2	KROK-FM	KEEL-AM	KROK-FM
3	KEEL-AM	KROK-FM	KEEL-AM
4	KCIJ-AM	KCIJ-AM	KCIJ-AM
5	KRMD-AF	KMBQ-FM	KMBQ-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 994

	A/M '77	A/M '78	A/M '79
1	KEEL-AM	KOKA-AM	KOKA-AM
2	KOKA-AM	KEEL-AM	KEEL-AM
3	KRMD-AF	KRMD-AF	KRMD-AF
4	KROK-FM	KROK-FM	KROK-FM
5	KCOZ-FM	KMBQ-FM	KMBQ-FM

M-F, 6-10am

1	KEEL-AM	KOKA-AM	KEEL-AM
2	KOKA-AM	KEEL-AM	KOKA-AM
3	KRMD-AF	KRMD-AF	KRMD-AF
4	KROK-FM	KMBQ-FM	KROK-FM
5	KCIJ-AM	KROK-FM	KMBQ-FM

M-F, 3-7pm

1	KOKA-AM	KEEL-AM	KEEL-AM
2	KEEL-AM	KOKA-AM	KROK-FM
3	KROK-FM	KROK-FM	KRMD-AF
4	KRMD-AF	KRMD-AF	KOKA-AM
5	KCOZ-FM	KWKH-AM	KMBQ-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1128

	A/M '77	A/M '78	A/M '79
1	KEEL-AM	KRMD-AF	KRMD-AF
2	KOKA-AM	KOKA-AM	KEEL-AM
3	KRMD-AF	KEEL-AM	KCOZ-FM
4	KCOZ-FM	KWKH-AM	KOKA-AM
5	KCIJ-AM	KCOZ-FM	KWKH-AM

M-F, 6-10am

1	KEEL-AM	KRMD-AF	KEEL-AM
2	KRMD-AF	KOKA-AM	KRMD-AF
3	KOKA-AM	KEEL-AM	KCOZ-FM
4	KCIJ-AM	KWKH-AM	KOKA-AM
5	KASO-AM	KCOZ-FM	KWKH-AM

M-F, 3-7pm

1	KOKA-AM	KRMD-AF	KRMD-AF
2	KEEL-AM	KEEL-AM	KEEL-AM
3	KRMD-AF	KWKH-AM	KWKH-AM
4	KCOZ-FM	KOKA-AM	KCIJ-AM
5	KCIJ-AM	KCIJ-AM	KOKA-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2887

	A/M '77		A/M '78		A/M '79	
1	KEEL-AM	1220	KEEL-AM	995	KEEL-AM	908
2	KOKA-AM	840	KOKA-AM	783	KWKH-AM	814
3	KRMD-AF	672	KWKH-AM	705	KOKA-AM	663
4	KROK-FM	532	KROK-FM	518	KRMD-AM	589
5	KCOZ-FM	483	KCOZ-FM	472	KROK-FM	545

M-F, 6-10am

1	KEEL-AM	KEEL-AM	KEEL-AM
2	KOKA-AM	KOKA-AM	KWKH-AM
3	KRMD-AF	KWKH-AM	KOKA-AM
4	KCIJ-AM	KCOZ-FM	KRMD-AM
5	KWKH-AM	KCIJ-AM	KROK-FM

M-F, 3-7pm

1	KEEL-AM	KEEL-AM	KEEL-AM
2	KOKA-AM	KOKA-AM	KWKH-AM
3	KRMD-AF	KWKH-AM	KOKA-AM
4	KROK-FM	KROK-FM	KROK-FM
5	KCOZ-FM	KRMD-AM	KRMD-AM

Teens
M-S, 6am-Midnight
POP(00): 429

	A/M '77	A/M '78	A/M '79
1	KEEL-AM	KEEL-AM	KEEL-AM
2	KOKA-AM	KOKA-AM	KOKA-AM
3	KRMD-AF	KRMD-AF	KRMD-AF
4	KROK-FM	KMBQ-FM	KMBQ-FM
5	KCIJ-AM	KCIJ-AM	KCIJ-AM

M-F, 6-10am

1	KEEL-AM	KEEL-AM	KEEL-AM
2	KOKA-AM	KOKA-AM	KOKA-AM
3	KROK-FM	KROK-FM	KROK-FM
4	KRMD-AF	KCIJ-AM	KWKH-AM
5	KCIJ-AM	KMBQ-FM	KCIJ-AM

M-F, 3-7pm

1	KEEL-AM	KOKA-AM	KEEL-AM
2	KOKA-AM	KEEL-AM	KOKA-AM
3	KROK-FM	KROK-FM	KROK-FM
4	KRMD-AF	KMBQ-FM	KMBQ-FM
5	KCIJ-AM	KCIJ-AM	KRMD-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 994

	A/M '77	A/M '78	A/M '79
1	KEEL-AM	KEEL-AM	KEEL-AM
2	KOKA-AM	KOKA-AM	KROK-FM
3	KROK-FM	KROK-FM	KOKA-AM
4	KRMD-AF	KMBQ-FM	KRMD-AM
5	KCOZ-FM	KCOZ-FM	KMBQ-FM

M-F, 6-10am

1	KEEL-AM	KEEL-AM	KEEL-AM
2	KOKA-AM	KOKA-AM	KOKA-AM
3	KROK-FM	KROK-FM	KROK-FM
4	KRMD-AF	KCOZ-FM	KMBQ-FM
5	KCIJ-AM	KMBQ-FM	KRMD-FM

M-F, 3-7pm

1	KEEL-AM	KEEL-AM	KEEL-AM
2	KOKA-AM	KOKA-AM	KROK-FM
3	KROK-FM	KROK-FM	KOKA-AM
4	KRMD-AF	KMBQ-FM	KRMD-AM
5	KCIJ-AM	KWKH-AM	KMBQ-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1128

	A/M '77	A/M '78	A/M '79
1	KEEL-AM	KEEL-AM	KEEL-AM
2	KRMD-AF	KWKH-AM	KWKH-AM
3	KOKA-AM	KOKA-AM	KRMD-AM
4	KCOZ-FM	KCOZ-FM	KOKA-AM
5	KCIJ-AM	KRMD-FM	KCOZ-FM

M-F, 6-10am

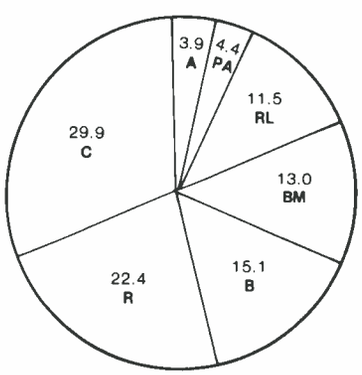
1	KEEL-AM	KEEL-AM	KEEL-AM
2	KRMD-AF	KOKA-AM	KWKH-AM
3	KOKA-AM	KWKH-AM	KRMD-AM
4	KCIJ-AM	KRMD-FM	KOKA-AM
5	KCOZ-FM	KCOZ-FM	KCOZ-FM

M-F, 3-7pm

1	KEEL-AM	KEEL-AM	KEEL-AM
2	KOKA-AM	KOKA-AM	KWKH-AM
3	KRMD-AF	KWKH-AM	KRMD-AM
4	KCIJ-AM	KCOZ-FM	KOKA-AM
5	KCOZ-FM	KCIJ-AM	KROK-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Sioux Falls, SD

METRO RANK 172

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 845

	A/M '77		A/M '78		A/M '79	
1	KSOO-AM	21.2	KSOO-AM	25.0	KSOO-AM(PA)	23.3
2	KELO-AM	18.6	KELO-AM	18.1	KKRC-AM(R)	14.0
3	KXRB-AM	15.9	KXRB-AF	16.4	KELO-AM(R)	12.4
4	KISD-AM	11.5	KISD-AM	14.7	KXRB-AM(C)	12.4
5	KPAT-FM	8.8	KELO-FM	13.8	KELO-FM(BM)	10.9
6	KELO-FM	8.0	KPAT-FM	6.0	KPAT-FM(R)	8.5
7	KIOV-FM	5.3	KLYX-AF	0.9	KIOV-FM(C)	6.2
8	KCHF-FM	1.8			KLYX-FM(A)	4.7
9	WNAX-AM	0.9			WNAX-AM(C)	1.6
10					KLYX-AM(PA)	0.8

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 845

	A/M '77		A/M '78		A/M '79	
1	KSOO-AM	24	KSOO-AM	29	KSOO-AM	30
2	KELO-AM	21	KELO-AM	21	KKRC-AM	18
3	KXRB-AM	18	KXRB-AF	19	KELO-AM	16
4	KISD-AM	13	KISD-AM	17	KXRB-AM	16
5	KPAT-FM	10	KELO-FM	16	KELO-FM	14

M-F, 6-10am

1	KSOO-AM	KSOO-AM	KSOO-AM
2	KELO-AM	KELO-AM	KELO-AM
3	KXRB-AM	KISD-AM	KKRC-AM
4	KISD-AM	KXRB-AF	KXRB-AM
5	KELO-FM	KELO-FM	KPAT-FM

M-F, 3-7pm

1	KELO-AM	KELO-AM	KKRC-AM
2	KISD-AM	KSOO-AM	KELO-AM
3	KSOO-AM	KXRB-AF	KXRB-AM
4	KXRB-AM	KISD-AM	KELO-FM
5	KELO-FM	KELO-FM	KSOO-AM

Teens
M-S, 6am-Midnight
POP(00): 122

	A/M '77	A/M '78	A/M '79
1	KELO-AM	KISD-AM	KKRC-AM
2	KISD-AM	KELO-AM	KELO-AM
3	KPAT-FM	KPAT-FM	KPAT-FM
4	KXRB-AM	KXRB-AF	KELO-FM
5	KCHF-AM	KSOO-AM	KXRB-AM

M-F, 6-10am

1	KELO-AM	KISD-AM	KKRC-AM
2	KISD-AM	KELO-AM	KELO-AM
3	KSOO-AM	KXRB-AF	KPAT-FM
4	KPAT-FM	KELO-FM	KSOO-AM
5	KELO-FM	KSOO-AM	KXRB-AM

M-F, 3-7pm

1	KELO-AM	KISD-AM	KKRC-AM
2	KISD-AM	KELO-AM	KELO-AM
3	KPAT-FM	KPAT-FM	KPAT-FM
4	KXRB-AM	KELO-FM	KLYX-FM
5	KELO-FM	KSOO-AM	KXRB-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 302

	A/M '77	A/M '78	A/M '79
1	KELO-AM	KELO-AM	KKRC-AM
2	KISD-AM	KISD-AM	KELO-AM
3	KPAT-FM	KPAT-FM	KPAT-FM
4	KXRB-AM	KXRB-AF	KLYX-FM
5	KELO-FM	KSOO-AM	KXRB-AM

M-F, 6-10am

1	KELO-AM	KELO-AM	KELO-AM
2	KISD-AM	KISD-AM	KKRC-AM
3	KPAT-FM	KSOO-AM	KPAT-FM
4	KXRB-AM	KXRB-AF	KSOO-AM
5	KSOO-AM	KPAT-FM	KLYX-FM

M-F, 3-7pm

1	KELO-AM	KELO-AM	KKRC-AM
2	KISD-AM	KISD-AM	KPAT-FM
3	KPAT-FM	KPAT-FM	KELO-AM
4	KELO-FM	KXRB-AF	KXRB-AM
5	KXRB-AM	KSOO-AM	KLYX-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 318

	A/M '77	A/M '78	A/M '79
1	KXRB-AM	KELO-AM	KXRB-AM
2	KELO-AM	KXRB-AF	KSOO-AM
3	KSOO-AM	KSOO-AM	KELO-FM
4	KIOV-FM	KELO-FM	KKRC-AM
5	KISD-AM	KISD-AM	KIOV-FM

M-F, 6-10am

1	KELO-AM	KELO-AM	KSOO-AM
2	KSOO-AM	KSOO-AM	KELO-AM
3	KXRB-AM	KXRB-AF	KXRB-AM
4	KIOV-FM	KISD-AM	KELO-FM
5	KISD-AM	KELO-FM	KKRC-AM

M-F, 3-7pm

1	KXRB-AM	KELO-AM	KXRB-AM
2	KELO-AM	KXRB-AF	KELO-FM
3	KELO-FM	KELO-FM	KPAT-FM
4	KISD-AM	KISD-AM	KSOO-AM
5	KPAT-FM	KSOO-AM	KELO-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 845

	A/M '77		A/M '78		A/M '79	
1	KELO-AM	348	KELO-AM	405	KSOO-AM	325
2	KSOO-AM	314	KSOO-AM	353	KKRC-AM	294
3	KISD-AM	249	KISD-AM	280	KELO-AM	272
4	KXRB-AM	178	KXRB-AF	209	KXRB-AM	202
5	KPAT-FM	133	KPAT-FM	192	KPAT-FM	183

M-F, 6-10am

1	KSOO-AM	KELO-AM	KSOO-AM
2	KELO-AM	KSOO-AM	KELO-AM
3	KISD-AM	KISD-AM	KKRC-AM
4	KXRB-AM	KXRB-AF	KXRB-AM
5	KPAT-FM	KELO-FM	KPAT-FM

M-F, 3-7pm

1	KELO-AM	KELO-AM	KKRC-AM
2	KISD-AM	KISD-AM	KELO-AM
3	KSOO-AM	KSOO-AM	KSOO-AM
4	KXRB-AM	KPAT-FM	KXRB-AM
5	KPAT-FM	KXRB-AF	KPAT-FM

Teens
M-S, 6am-Midnight
POP(00): 122

	A/M '77	A/M '78	A/M '79
1	KELO-AM	KISD-AM	KKRC-AM
2	KISD-AM	KELO-AM	KELO-AM
3	KPAT-FM	KPAT-FM	KPAT-FM
4	KSOO-AM	KSOO-AM	KSOO-AM
5	KXRB-AM	KXRB-AF	KELO-FM

M-F, 6-10am

1	KELO-AM	KISD-AM	KKRC-AM
2	KISD-AM	KELO-AM	KELO-AM
3	KSOO-AM	KPAT-FM	KSOO-AM
4	KPAT-FM	KSOO-AM	KPAT-FM
5	KXRB-AM	KXRB-AF	KELO-FM

M-F, 3-7pm

1	KELO-AM	KISD-AM	KKRC-AM
2	KISD-AM	KELO-AM	KELO-AM
3	KPAT-FM	KPAT-FM	KPAT-FM
4	KSOO-AM	KXRB-AF	KELO-FM
5	KXRB-AM	KSOO-AM	KSOO-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 302

	A/M '77	A/M '78	A/M '79
1	KELO-AM	KELO-AM	KKRC-AM
2	KISD-AM	KISD-AM	KELO-AM
3	KPAT-FM	KPAT-FM	KPAT-FM
4	KXRB-AM	KSOO-AM	KLYX-FM
5	KELO-FM	KXRB-AF	KXRB-AM

M-F, 6-10am

1	KELO-AM	KELO-AM	KELO-AM
2	KISD-AM	KISD-AM	KKRC-AM
3	KPAT-FM	KPAT-FM	KPAT-FM
4	KSOO-AM	KXRB-AF	KSOO-AM
5	KXRB-AM	KSOO-AM	KLYX-FM

M-F, 3-7pm

1	KELO-AM	KELO-AM	KKRC-AM
2	KISD-AM	KISD-AM	KPAT-FM
3	KPAT-FM	KPAT-FM	KELO-AM
4	KXRB-AM	KXRB-AF	KXRB-AM
5	KELO-FM	KSOO-AM	KLYX-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 318

	A/M '77	A/M '78	A/M '79
1	KELO-AM	KELO-AM	KSOO-AM
2	KSOO-AM	KSOO-AM	KXRB-AM
3	KXRB-AM	KXRB-AF	KKRC-AM
4	KISD-AM	KELO-FM	KELO-AM
5	KIOV-FM	KISD-AM	KELO-FM

M-F, 6-10am

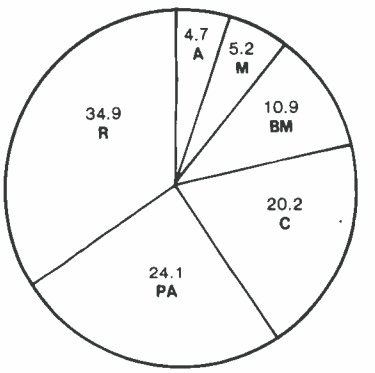
1	KELO-AM	KELO-AM	KSOO-AM
2	KSOO-AM	KSOO-AM	KELO-AM
3	KXRB-AM	KXRB-AF	KXRB-AM
4	KISD-AM	KISD-AM	KKRC-AM
5	KIOV-FM	KELO-FM	KELO-FM

M-F, 3-7pm

1	KELO-AM	KELO-AM	KXRB-AM
2	KXRB-AM	KXRB-AF	KELO-FM
3	KSOO-AM	KELO-FM	KSOO-AM
4	KISD-AM	KSOO-AM	KKRC-AM
5	KPAT-FM	KISD-AM	KPAT-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

South Bend

METRO RANK **120**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2272

	A/M '77		A/M '78		A/M '79	
1	WSBT-AM	17.9	WRBR-FM	18.9	WRBR-FM(A)	26.4
2	WRBR-FM	17.2	WSBT-AM	18.4	WSBT-AM(PA)	19.3
3	WNDU-FM	10.0	WWJY-FM	10.2	WWJY-FM(BM)	8.9
4	WWJY-FM	8.8	WNDU-FM	7.9	WNDU-FM(PA)	8.1
5	WYEZ-FM	8.5	WYEZ-FM	6.9	WYEZ-FM(BM)	5.8
6	WLS -AM	8.2	WNDU-AM	5.5	WNDU-AM(PA)	4.1
7	WJVA-AM	6.3	WJVA-AM	5.0	WTCA-FM(C)	2.8
8	WNDU-AM	5.3	WTCA-AF	4.5	WJVA-AM(C)	2.5
9	WMAQ-AM	3.4	WAOR-FM	1.2	WTCA-AM(PA)	2.0
10	WHME-FM	2.5	WHME-FM	0.7	WAOR-FM(A)	1.0
11	WGN -AM	1.9	WBMX-FM	0.7	WHME-FM(RL)	1.0
12	WTCA-AM	1.6			WFRN-FM(S)	0.8
13	WBBM-AM	0.6			WCMR-AM(PA)	0.3

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2272

	A/M '77		A/M '78		A/M '79	
1	WSBT-AM	57	WRBR-FM	76	WRBR-FM	104
2	WRBR-FM	55	WSBT-AM	74	WSBT-AM	76
3	WNDU-FM	32	WWJY-FM	41	WWJY-FM	35
4	WWJY-FM	28	WNDU-FM	32	WNDU-FM	32
5	WYEZ-FM	27	WYEZ-FM	28	WYEZ-FM	23

M-F, 6-10am

1	WSBT-AM	WSBT-AM	WSBT-AM
2	WRBR-FM	WRBR-FM	WRBR-FM
3	WNDU-AM	WWJY-FM	WWJY-FM
4	WNDU-FM	WNDU-AM	WNDU-FM
5	WLS -AM	WTCA-AF	WNDU-AM

M-F, 3-7pm

1	WRBR-FM	WRBR-FM	WRBR-FM
2	WSBT-AM	WSBT-AM	WSBT-AM
3	WLS -AM	WWJY-FM	WNDU-FM
4	WNDU-FM	WNDU-FM	WWJY-FM
5	WWJY-FM	WYEZ-FM	WYEZ-FM

Teens

M-S, 6am-Midnight

POP(00): 317

	A/M '77	A/M '78	A/M '79
1	WRBR-FM	WRBR-FM	WRBR-FM
2	WLS -AM	WNDU-AM	WSBT-AM
3	WSBT-AM	WNDU-FM	WNDU-FM
4	WNDU-FM	WHME-FM	WNDU-AM
5	WWJY-FM	WSBT-AM	WAOR-FM

M-F, 6-10am

1	WRBR-FM	WRBR-FM	WRBR-FM
2	WLS -AM	WSBT-AM	WSBT-AM
3	WSBT-AM	WNDU-AM	WNDU-AM
4	WNDU-FM	WHME-FM	WWJY-FM
5	WJVA-AM	WBMX-FM	WNDU-FM

M-F, 3-7pm

1	WRBR-FM	WRBR-FM	WRBR-FM
2	WLS -AM	WNDU-AM	WSBT-AM
3	WSBT-AM	WSBT-AM	WNDU-FM
4	WNDU-FM	WHME-FM	WAOR-FM
5	WNDU-AM	WBMX-FM	WFRN-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 767

	A/M '77	A/M '78	A/M '79
1	WRBR-FM	WRBR-FM	WRBR-FM
2	WNDU-FM	WNDU-FM	WNDU-FM
3	WLS -AM	WSBT-AM	WSBT-AM
4	WSBT-AM	WWJY-FM	WJVA-AM
5	WNDU-AM	WNDU-AM	WTCA-FM

M-F, 6-10am

1	WNDU-FM	WRBR-FM	WRBR-FM
2	WRBR-FM	WSBT-AM	WSBT-AM
3	WSBT-AM	WNDU-FM	WNDU-FM
4	WNDU-AM	WWJY-FM	WTCA-FM
5	WLS -AM	WNDU-AM	WNDU-AM

M-F, 3-7pm

1	WRBR-FM	WRBR-FM	WRBR-FM
2	WNDU-FM	WNDU-FM	WNDU-FM
3	WLS -AM	WSBT-AM	WSBT-AM
4	WSBT-AM	WWJY-FM	WTCA-FM
5	WWJY-FM	WTCA-AF	WYEZ-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 835

	A/M '77	A/M '78	A/M '79
1	WSBT-AM	WSBT-AM	WRBR-FM
2	WNDU-FM	WRBR-FM	WSBT-AM
3	WWJY-FM	WWJY-FM	WNDU-FM
4	WRBR-FM	WYEZ-FM	WWJY-FM
5	WYEZ-FM	WNDU-FM	WYEZ-FM

M-F, 6-10am

1	WSBT-AM	WSBT-AM	WSBT-AM
2	WNDU-AM	WRBR-FM	WRBR-FM
3	WNDU-FM	WNDU-AM	WNDU-FM
4	WRBR-FM	WNDU-FM	WNDU-AM
5	WMAQ-AM	WYEZ-FM	WTCA-FM

M-F, 3-7pm

1	WSBT-AM	WSBT-AM	WRBR-FM
2	WNDU-FM	WRBR-FM	WSBT-AM
3	WWJY-FM	WWJY-FM	WNDU-FM
4	WRBR-FM	WYEZ-FM	WWJY-FM
5	WLS -AM	WNDU-FM	WYEZ-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2272

	A/M '77		A/M '78		A/M '79	
1	WSBT-AM	990	WSBT-AM	917	WRBR-FM	946
2	WLS -AM	713	WRBR-FM	853	WSBT-AM	891
3	WRBR-FM	686	WLS -AM	572	WLS -AM	588
4	WNDU-FM	573	WNDU-FM	534	WNDU-FM	576
5	WNDU-AM	538	WNDU-AM	494	WWJY-FM	468

M-F, 6-10am

1	WSBT-AM	WSBT-AM	WSBT-AM
2	WRBR-FM	WRBR-FM	WRBR-FM
3	WLS -AM	WLS -AM	WLS -AM
4	WNDU-FM	WNDU-AM	WWJY-FM
5	WNDU-AM	WNDU-FM	WNDU-FM

M-F, 3-7pm

1	WLS -AM	WRBR-FM	WRBR-FM
2	WRBR-FM	WSBT-AM	WSBT-AM
3	WSBT-AM	WLS -AM	WLS -AM
4	WNDU-FM	WWJY-FM	WNDU-FM
5	WWJY-FM	WNDU-FM	WWJY-FM

Teens

M-S, 6am-Midnight

POP(00): 317

	A/M '77	A/M '78	A/M '79
1	WRBR-FM	WRBR-FM	WRBR-FM
2	WLS -AM	WLS -AM	WLS -AM
3	WSBT-AM	WSBT-AM	WSBT-AM
4	WNDU-FM	WNDU-FM	WNDU-FM
5	WNDU-AM	WNDU-AM	WNDU-AM

M-F, 6-10am

1	WRBR-FM	WRBR-FM	WRBR-FM
2	WLS -AM	WLS -AM	WSBT-AM
3	WSBT-AM	WSBT-AM	WLS -AM
4	WNDU-FM	WNDU-AM	WNDU-FM
5	WJVA-AM	WMAQ-AM	WWJY-FM

M-F, 3-7pm

1	WRBR-FM	WRBR-FM	WRBR-FM
2	WLS -AM	WLS -AM	WLS -AM
3	WNDU-FM	WNDU-AM	WSBT-AM
4	WSBT-AM	WSBT-AM	WNDU-FM
5	WNDU-AM	WNDU-FM	WAOR-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 767

	A/M '77	A/M '78	A/M '79
1	WNDU-FM	WRBR-FM	WRBR-FM
2	WLS -AM	WNDU-FM	WNDU-FM
3	WRBR-FM	WLS -AM	WLS -AM
4	WSBT-AM	WSBT-AM	WSBT-AM
5	WNDU-AM	WWJY-FM	WNDU-AM

M-F, 6-10am

1	WNDU-FM	WRBR-FM	WRBR-FM
2	WRBR-FM	WNDU-FM	WSBT-AM
3	WLS -AM	WLS -AM	WLS -AM
4	WSBT-AM	WSBT-AM	WNDU-FM
5	WNDU-AM	WNDU-AM	WNDU-AM

M-F, 3-7pm

1	WNDU-FM	WRBR-FM	WRBR-FM
2	WLS -AM	WNDU-FM	WNDU-FM
3	WRBR-FM	WLS -AM	WLS -AM
4	WSBT-AM	WSBT-AM	WSBT-AM
5	WNDU-AM	WWJY-FM	WNDU-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 835

	A/M '77	A/M '78	A/M '79
1	WSBT-AM	WSBT-AM	WRBR-FM
2	WNDU-FM	WRBR-FM	WSBT-AM
3	WNDU-AM	WNDU-FM	WNDU-FM
4	WLS -AM	WNDU-AM	WLS -AM
5	WRBR-FM	WYEZ-FM	WWJY-FM

M-F, 6-10am

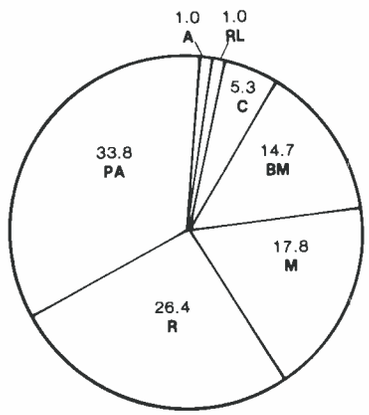
1	WSBT-AM	WSBT-AM	WSBT-AM
2	WNDU-FM	WRBR-FM	WRBR-FM
3	WNDU-AM	WNDU-FM	WNDU-FM
4	WLS -AM	WLS -AM	WLS -AM
5	WRBR-FM	WNDU-FM	WNDU-AM

M-F, 3-7pm

1	WNDU-FM	WSBT-AM	WRBR-FM
2	WSBT-AM	WRBR-FM	WSBT-AM
3	WLS -AM	WNDU-FM	WNDU-FM
4	WNDU-AM	WLS -AM	WLS -AM
5	WRBR-FM	WWJY-FM	WWJY-FM

Format Penetration Chart

Based On Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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Spokane

METRO RANK **107**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2601

	A/M '78		O/N '78		A/M '79	
1	KJRB-AM	17.3	KJRB-AM	12.4	KJRB-AM(R)	16.4
2	KEZE-AF	11.5	KGA -AM	10.5	KHQ -FM(R)	11.2
3	KHQ -FM	10.0	KHQ -AM	10.0	KXLY-AF(PA)	10.9
4	KXLY-AF	9.7	KHQ -FM	9.4	KREM-FM(A)	10.4
5	KGA -AM	9.7	KREM-FM	8.9	KHQ -AM(PA)	9.2
6	KREM-FM	7.9	KXLY-AF	8.6	KGA -AM(C)	9.0
7	KHQ -AM	7.1	KZUN-FM	7.5	KZUN-FM(C)	8.0
8	KREM-AM	6.6	KEZE-AF	7.3	KEZE-AF(BM)	7.0
9	KSPO-AM	4.2	KREM-AM	7.0	KREM-AM(R)	5.0
10	KZUN-FM	3.7	KXXR-FM	5.1	KSPO-AM(N)	3.5
11	KZUN-AM	3.1	KSPO-AM	4.9	KXXR-FM(BM)	2.5
12	KXXR-FM	2.1	KZUN-AM	1.3	KZUN AM(C)	2.2
13	KXXR-AM	1.3	KXXR-AM	1.3	KXXR-AM(BM)	0.7
14	KUDY-AM	0.5	KTCN-FM	0.5		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2601

	A/M '78		O/N '78		A/M '79	
1	KJRB-AM	66	KJRB-AM	46	KJRB-AM	66
2	KEZE-AF	44	KGA -AM	39	KHQ -FM	45
3	KHQ -FM	38	KHQ -AM	37	KXLY-AF	44
4	KXLY-AF	37	KHQ -FM	35	KREM-FM	42
5	KGA -AM	37	KREM-FM	33	KHQ -AM	37
M-F, 6-10am						
1	KJRB-AM		KJRB-AM		KJRB-AM	
2	KHQ -AM		KHQ -AM		KHQ -AM	
3	KEZE-AF		KGA -AM		KGA -AM	
4	KXLY-AF		KSPO-AM		KHQ -FM	
5	KGA -AM		KZUN-FM		KXLY-AF	
M-F, 3-7pm						
1	KJRB-AM		KHQ -FM		KJRB-AM	
2	KHQ -FM		KJRB-AM		KHQ -FM	
3	KXLY-AF		KGA -AM		KREM-FM	
4	KGA -AM		KREM-FM		KXLY-AF	
5	KEZE-AF		KXLY-AF		KGA -AM	

Teens
M-S, 6am-Midnight
POP(00): 348

	A/M '78	O/N '78	A/M '79
1	KJRB-AM	KJRB-AM	KJRB-AM
2	KHQ -FM	KREM-AM	KHQ -FM
3	KREM-AM	KHQ -FM	KREM-FM
4	KREM-FM	KREM-FM	KREM-AM
5	KXLY-AF	KXLY-AF	KXLY-AF
M-F, 6-10am			
1	KJRB-AM	KJRB-AM	KJRB-AM
2	KREM-AM	KREM-AM	KHQ -FM
3	KHQ -FM	KHQ -FM	KREM-FM
4	KREM-FM	KREM-FM	KREM-AM
5	KHQ -AM	KHQ -AM	KZUN-FM
M-F, 3-7pm			
1	KHQ -FM	KJRB-AM	KJRB-AM
2	KJRB-AM	KHQ -FM	KHQ -FM
3	KREM-AM	KREM-AM	KREM-AM
4	KREM-FM	KREM-FM	KREM-FM
5	KXLY-AF	KXLY-AF	KZUN-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 912

	A/M '78	O/N '78	A/M '79
1	KJRB-AM	KREM-FM	KREM-FM
2	KREM-FM	KHQ -FM	KHQ -FM
3	KHQ -FM	KJRB-AM	KJRB-AM
4	KREM-AM	KREM-AM	KREM-AM
5	KGA -AM	KHQ -AM	KXLY-AF
M-F, 6-10am			
1	KJRB-AM	KJRB-AM	KJRB-AM
2	KREM-FM	KHQ -FM	KREM-FM
3	KGA -AM	KHQ -AM	KHQ -AM
4	KHQ -FM	KREM-FM	KREM-AM
5	KXLY-AF	KREM-AM	KGA -AM
M-F, 3-7pm			
1	KHQ -FM	KREM-FM	KREM-FM
2	KJRB-AM	KHQ -FM	KHQ -FM
3	KREM-FM	KJRB-AM	KJRB-AM
4	KREM-AM	KREM-AM	KREM-AM
5	KXLY-AF	KHQ -AM	KXLY-AF

Adults 25-49
M-S, 6am-Midnight
POP(00): 969

	A/M '78	O/N '78	A/M '79
1	KEZE-AF	KGA -AM	KJRB-AM
2	KGA -AM	KHQ -AM	KHQ -FM
3	KXLY-AF	KZUN-FM	KXLY-AF
4	KJRB-AM	KJRB-AM	KZUN-FM
5	KHQ -AM	KXLY-AF	KHQ -AM
M-F, 6-10am			
1	KJRB-AM	KJRB-AM	KJRB-AM
2	KGA -AM	KHQ -AM	KHQ -AM
3	KHQ -AM	KZUN-FM	KZUN-FM
4	KXLY-AF	KGA -AM	KXLY-AF
5	KEZE-AF	KXLY-AF	KGA -AM
M-F, 3-7pm			
1	KGA -AM	KGA -AM	KZUN-FM
2	KXLY-AF	KHQ -AM	KHQ -FM
3	KEZE-AF	KZUN-FM	KJRB-AM
4	KHQ -FM	KHQ -FM	KXLY-AF
5	KHQ -AM	KJRB-AM	KHQ -AM

Cume Persons Trends/Rankings

Total 12+
Monday-Sunday, 6am-Midnight
POP(00): 2601

	A/M '78		O/N '78		A/M '79	
1	KJRB-AM	935	KJRB-AM	797	KJRB-AM	1004
2	KHQ -FM	629	KHQ -AM	657	KHQ -FM	625
3	KHQ -AM	617	KHQ -FM	618	KHQ -AM	602
4	KXLY-AF	526	KXLY-AF	602	KXLY-AF	596
5	KREM-AM	521	KGA -AM	580	KGA -AM	516
M-F, 6-10am						
1	KJRB-AM		KJRB-AM		KJRB-AM	
2	KHQ -AM		KHQ -AM		KHQ -AM	
3	KREM-AM		KGA -AM		KXLY-AF	
4	KEZE-AF		KHQ -FM		KGA -AM	
5	KXLY-AF		KREM-AM		KREM-AM	
M-F, 3-7pm						
1	KJRB-AM		KHQ -FM		KJRB-AM	
2	KHQ -FM		KJRB-AM		KHQ -AM	
3	KREM-AM		KGA -AM		KHQ -FM	
4	KHQ -AM		KREM-AM		KXLY-AF	
5	KXLY-AF		KHQ -AM		KREM-AM	

Teens
M-S, 6am-Midnight
POP(00): 348

	A/M '78	O/N '78	A/M '79
1	KJRB-AM	KJRB-AM	KJRB-AM
2	KHQ -FM	KREM-AM	KHQ -FM
3	KREM-AM	KHQ -FM	KREM-FM
4	KREM-FM	KREM-FM	KREM-AM
5	KXLY-AF	KXLY-AF	KXLY-AF
M-F, 6-10am			
1	KJRB-AM	KJRB-AM	KJRB-AM
2	KREM-AM	KREM-AM	KHQ -FM
3	KHQ -FM	KHQ -FM	KREM-FM
4	KHQ -AM	KREM-FM	KREM-AM
5	KREM-FM	KHQ -AM	KZUN-FM
M-F, 3-7pm			
1	KJRB-AM	KJRB-AM	KJRB-AM
2	KHQ -FM	KREM-AM	KHQ -FM
3	KREM-AM	KHQ -FM	KREM-FM
4	KREM-FM	KREM-FM	KZUN-FM
5	KXLY-AF	KXLY-AF	KREM-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 912

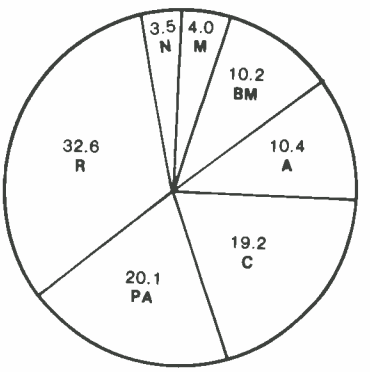
	A/M '78	O/N '78	A/M '79
1	KJRB-AM	KJRB-AM	KJRB-AM
2	KHQ -FM	KHQ -FM	KHQ -FM
3	KREM-AM	KREM-AM	KREM-FM
4	KREM-FM	KREM-FM	KREM-AM
5	KHQ -AM	KHQ -AM	KHQ -AM
M-F, 6-10am			
1	KJRB-AM	KJRB-AM	KJRB-AM
2	KREM-FM	KHQ -FM	KREM-FM
3	KREM-AM	KREM-AM	KHQ -FM
4	KHQ -FM	KREM-FM	KREM-AM
5	KHQ -AM	KHQ -AM	KHQ -AM
M-F, 3-7pm			
1	KJRB-AM	KHQ -FM	KJRB-AM
2	KHQ -FM	KJRB-AM	KREM-FM
3	KREM-FM	KREM-AM	KHQ -FM
4	KREM-AM	KREM-FM	KREM-AM
5	KHQ -AM	KHQ -AM	KHQ -AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 969

	A/M '78	O/N '78	A/M '79
1	KJRB-AM	KHQ -AM	KJRB-AM
2	KHQ -AM	KJRB-AM	KHQ -AM
3	KGA -AM	KXLY-AF	KHQ -FM
4	KHQ -FM	KGA -AM	KXLY-AF
5	KEZE-AF	KHQ -FM	KGA -AM
M-F, 6-10am			
1	KJRB-AM	KHQ -AM	KJRB-AM
2	KHQ -AM	KJRB-AM	KHQ -AM
3	KGA -AM	KGA -AM	KXLY-AF
4	KEZE-AF	KZUN-FM	KZUN-FM
5	KXLY-AF	KXLY-AF	KHQ -FM
M-F, 3-7pm			
1	KHQ -AM	KHQ -AM	KJRB-AM
2	KJRB-AM	KGA -AM	KHQ -AM
3	KGA -AM	KHQ -FM	KHQ -FM
4	KHQ -FM	KJRB-AM	KXLY-AF
5	KXLY-AF	KXLY-AF	KGA -AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Springfield-Chicopee-Holyoke

METRO RANK **60**

A/M '79 Market Overview

In this market it's safe to say that **WHYN** is number one — either the AM or the FM has been on top 12+ for the last several years. In the A/M '79 survey, **WHYN-FM**, the P/A station, gained two shares and edged its AM counterpart. In appeal to adults 25-49, WHYN-FM is number one, while the AM station, a Top 40 entry, is tops in adults 18-34. Although the AM suffered a decline in this sweep, its closest competitor for the adult 18-34 audience is WHYN-FM.

Another Top 40 station, **WAQY**, gained in the A/M '79 sweep. WAQY is third among the 18-34 adult demo and fourth in adults 25-49. WAQY saw its biggest share gains posted in midday and PM drive.

WMAS really improved its position in the latest report, jumping to a 6.7 in this book. The P/A station grew tremendously in this survey in every daypart, and especially among the 35-64 demos.

WSPR, another P/A station in the Springfield metro, advanced also. With its gains in the A/M '79 sweep, WSPR now is third among adults 25-49, behind the two WHYN properties. WSPR's audience appeal also allows it to rank fifth in adults 18-34 in the metro

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 5008

	A/M '77		A/M '78		A/M '79	
1	WHYN-AM	18.9	WHYN-AM	22.0	WHYN-FM(PA)	16.7
2	WHYN-FM	15.4	WHYN-FM	14.7	WHYN-AM(B)	12.8
3	WCCC-AF	8.8	WTIC-AM	6.1	WAQY-FM(B)	7.4
4	WCCC-FM	8.7	WAQY-FM	5.4	WMAS-AM(PA)	6.7
5	WAQY-FM	7.1	WCCC-FM	5.4	WTIC-AM(PA)	6.1
6	WACE-AM	5.5	WSPR-AM	4.4	WCCC-FM(A)	6.0
7	WHMP-AF	4.8	WKSS-FM	4.0	WSPR-AM(PA)	5.9
8	WSPR-AM	4.7	WREB-AM	4.0	WREB-AM(T)	4.1
9	WTIC-AM	4.6	WHMP-FM	3.8	WHMP-AM(PA)	3.4
0	WHMP-AM	3.3	WRCH-FM	3.4	WIXY-AM(C)	3.2
1	WKSS-FM	3.2	WMAS-AF	3.0	WMAS-FM(D)	2.6
2	WRCH-FM	3.2	WHMP-AM	3.0	WRCH-FM(BM)	2.6
3	WREB-AM	2.7	WARE-AM	2.9	WHCN-FM(A)	2.1
4	WMAS-FM	2.4	WTIC-FM	2.3	WHMP-FM(PA)	1.7
5	WIXY-AM	2.3	WIXY-AM	2.3	WKSS-FM(BM)	1.6
6	WNUS-AM	1.9	WNUS-AM	1.6	WAAF-FM(A)	1.4
7	WMAS-AM	1.8	WHCN-FM	1.2	WTIT-AM(PA)	1.2
8	WHMP-FM	1.6	WACE-AM	1.0	WACE-AM(N)	1.1
9	WHCN-FM	1.5	WBZ -AM	0.5	WNUS-AM(N)	0.8
0	WDRC-FM	1.5	WAAF-FM	0.5	WBZ -AM(PA)	0.8
1	WTIC-FM	1.1	WWYZ-FM	0.5	WARE-AM(PA)	0.7
2	WARE-AM	0.9	WTIT-AM	0.5	WDRC-FM(A)	0.7
3	WIOF-FM	0.8	WDRC-FM	0.4	WTIC-FM(R)	0.6
4	WWYZ-FM	0.7			WIOF-FM(PA)	0.6
5	WDEW-AM	0.6			WWYZ-FM(PA)	0.6
6	WAAF-FM	0.6				
7	WSRS-FM	0.6				
8	WORC-AM	0.5				
9	WBZ -AM	0.3				
0	WCCC-AM	0.1				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5008

	A/M '77		A/M '78		A/M '79	
1	WHYN-AM	168	WHYN-AM	181	WHYN-FM	148
2	WHYN-FM	137	WHYN-FM	121	WHYN-AM	113
3	WCCC-AF	78	WTIC-AM	50	WAQY-FM	65
4	WCCC-FM	77	WAQY-FM	44	WMAS-AM	59
5	WAQY-FM	63	WCCC-FM	44	WTIC-AM	54
M-F, 6-10am						
1	WHYN-AM		WHYN-AM		WHYN-FM	
2	WHYN-FM		WHYN-FM		WHYN-AM	
3	WTIC-AM		WTIC-AM		WTIC-AM	
4	WHMP-AF		WSPR-AM		WSPR-AM	
5	WSPR-AM		WAQY-FM		WAQY-FM	
M-F, 3-7pm						
1	WHYN-AM		WHYN-AM		WHYN-FM	
2	WHYN-FM		WHYN-FM		WHYN-AM	
3	WCCC-AF		WCCC-FM		WAQY-FM	
4	WCCC-FM		WAQY-FM		WMAS-AM	
5	WAQY-FM		WTIC-AM		WCCC-FM	

Teens
M-S, 6am-Midnight
POP(00): 637

	A/M '77	A/M '78	A/M '79
1	WHYN-AM	WHYN-AM	WAQY-FM
2	WAQY-FM	WAQY-FM	WCCC-FM
3	WCCC-FM	WTIC-FM	WHYN-AM
4	WCCC-AF	WCCC-FM	WHCN-FM
5	WHYN-FM	WHMP-FM	WAAF-FM
M-F, 6-10am			
1	WHYN-AM	WHYN-AM	WHYN-AM
2	WAQY-FM	WAQY-FM	WAQY-FM
3	WCCC-FM	WTIC-FM	WCCC-FM
4	WCCC-AF	WCCC-FM	WSPR-AM
5	WDRC-AF	WSPR-AM	WMAS-FM
M-F, 3-7pm			
1	WHYN-AM	WHYN-AM	WAQY-FM
2	WAQY-FM	WAQY-FM	WCCC-FM
3	WCCC-FM	WTIC-FM	WHYN-AM
4	WCCC-AF	WCCC-FM	WHCN-FM
5	WACE-AM	WHMP-FM	WAAF-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1773

	A/M '77	A/M '78	A/M '79
1	WHYN-AM	WHYN-AM	WHYN-AM
2	WCCC-AF	WCCC-FM	WHYN-FM
3	WCCC-FM	WAQY-FM	WAQY-FM
4	WHYN-FM	WHYN-FM	WCCC-FM
5	WAQY-FM	WMAS-AF	WSPR-AM
M-F, 6-10am			
1	WHYN-AM	WHYN-AM	WHYN-AM
2	WCCC-FM	WAQY-FM	WHYN-FM
3	WCCC-AF	WCCC-FM	WAQY-FM
4	WHYN-FM	WHYN-FM	WCCC-FM
5	WAQY-FM	WMAS-AF	WSPR-AM
M-F, 3-7pm			
1	WCCC-AF	WHYN-AM	WHYN-FM
2	WCCC-FM	WCCC-FM	WHYN-AM
3	WHYN-AM	WHYN-FM	WCCC-FM
4	WAQY-FM	WAQY-FM	WAQY-FM
5	WHYN-FM	WMAS-AF	WSPR-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1811

	A/M '77	A/M '78	A/M '79
1	WHYN-AM	WHYN-AM	WHYN-FM
2	WHYN-FM	WHYN-FM	WHYN-AM
3	WCCC-AF	WHMP-FM	WSPR-AM
4	WCCC-FM	WTIC-AM	WAQY-FM
5	WHMP-AF	WSPR-AM	WIXY-AM
M-F, 6-10am			
1	WHYN-AM	WHYN-AM	WHYN-AM
2	WHYN-FM	WHYN-FM	WHYN-FM
3	WSPR-AM	WHMP-FM	WSPR-AM
4	WTIC-AM	WTIC-AM	WHMP-AM
5	WHMP-AF	WREB-AM	WAQY-FM
M-F, 3-7pm			
1	WHYN-AM	WHYN-AM	WHYN-AM
2	WHYN-FM	WHYN-FM	WHYN-FM
3	WCCC-FM	WIXY-AM	WSPR-AM
4	WCCC-AF	WHMP-FM	WMAS-AM
5	WAQY-FM	WCCC-FM	WAQY-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5008

	A/M '77		A/M '78		A/M '79	
1	WHYN-AM	2407	WHYN-AM	2545	WHYN-AM	2113
2	WHYN-FM	1498	WHYN-FM	1258	WHYN-FM	1537
3	WAQY-FM	1139	WAQY-FM	988	WAQY-FM	1150
4	WTIC-AM	832	WTIC-AM	960	WSPR-AM	951
5	WCCC-AF	769	WSPR-AM	837	WTIC-AM	929
M-F, 6-10am						
1	WHYN-AM		WHYN-AM		WHYN-AM	
2	WHYN-FM		WHYN-FM		WHYN-FM	
3	WTIC-AM		WTIC-AM		WTIC-AM	
4	WAQY-FM		WAQY-FM		WAQY-FM	
5	WCCC-AF		WSPR-AM		WCCC-FM	
M-F, 3-7pm						
1	WHYN-AM		WHYN-AM		WHYN-AM	
2	WHYN-FM		WHYN-FM		WHYN-FM	
3	WAQY-FM		WAQY-FM		WAQY-FM	
4	WCCC-AF		WTIC-AM		WCCC-FM	
5	WCCC-FM		WCCC-FM		WMAS-AM	

Format Legend

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

Teens
M-S, 6am-Midnight
POP(00): 637

	A/M '77	A/M '78	A/M '79
1	WHYN-AM	WHYN-AM	WAQY-FM
2	WAQY-FM	WAQY-FM	WHYN-AM
3	WCCC-FM	WTIC-FM	WCCC-FM
4	WCCC-AF	WCCC-FM	WHCN-FM
5	WHYN-FM	WSPR-AM	WTIC-FM
M-F, 6-10am			
1	WHYN-AM	WHYN-AM	WCCC-FM
2	WAQY-FM	WAQY-FM	WAQY-FM
3	WCCC-FM	WTIC-FM	WHYN-AM
4	WCCC-AF	WCCC-FM	WHCN-FM
5	WDRC-AF	WHCN-FM	WHYN-FM
M-F, 3-7pm			
1	WHYN-AM	WHYN-AM	WAQY-FM
2	WAQY-FM	WAQY-FM	WCCC-FM
3	WCCC-FM	WTIC-FM	WHYN-AM
4	WCCC-AF	WCCC-FM	WHCN-FM
5	WHYN-FM	WSPR-AM	WAAF-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1773

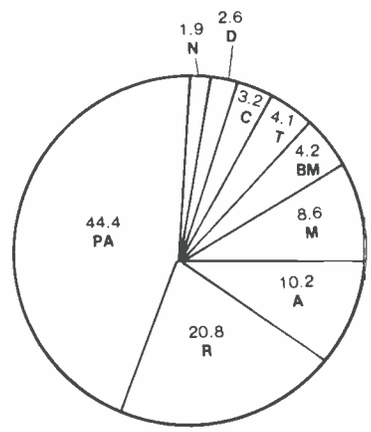
	A/M '77	A/M '78	A/M '79
1	WHYN-AM	WHYN-AM	WHYN-AM
2	WCCC-AF	WAQY-FM	WAQY-FM
3	WAQY-FM	WCCC-FM	WCCC-FM
4	WHYN-FM	WHYN-FM	WHYN-FM
5	WCCC-FM	WHMP-FM	WSPR-AM
M-F, 6-10am			
1	WHYN-AM	WHYN-AM	WHYN-AM
2	WCCC-FM	WAQY-FM	WAQY-FM
3	WCCC-AF	WCCC-FM	WCCC-FM
4	WHYN-FM	WHYN-FM	WHYN-FM
5	WAQY-FM	WTIC-AM	WSPR-AM
M-F, 3-7pm			
1	WHYN-AM	WHYN-AM	WHYN-AM
2	WCCC-AF	WCCC-FM	WCCC-FM
3	WCCC-FM	WAQY-FM	WAQY-FM
4	WAQY-FM	WHYN-FM	WHYN-FM
5	WHYN-FM	WMAS-FM	WSPR-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1811

	A/M '77	A/M '78	A/M '79
1	WHYN-AM	WHYN-AM	WHYN-AM
2	WHYN-FM	WHYN-FM	WHYN-FM
3	WTIC-AM	WTIC-AM	WSPR-AM
4	WAQY-FM	WSPR-AM	WAQY-FM
5	WSPR-AM	WAQY-FM	WTIC-AM
M-F, 6-10am			
1	WHYN-AM	WHYN-AM	WHYN-AM
2	WHYN-FM	WHYN-FM	WHYN-FM
3	WTIC-AM	WTIC-AM	WSPR-AM
4	WSPR-AM	WAQY-FM	WAQY-FM
5	WACE-AM	WHMP-AM	WMAS-AM
M-F, 3-7pm			
1	WHYN-AM	WHYN-AM	WHYN-AM
2	WHYN-FM	WHYN-FM	WHYN-FM
3	WSPR-AM	WTIC-AM	WAQY-FM
4	WAQY-FM	WHMP-FM	WMAS-AM
5	WCCC-FM	WHMP-AM	WHMP-AM

Format Penetration Chart

Based On Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Springfield, MO

METRO RANK 143

Average Persons 12+ Share Trend

Monday-Sunday, 6am-Midnight

POP(00): 1604

	A/M '79		
1	KTTS-FM	(C)	22.6
2	KWTO-FM	(R)	21.0
3	KWTO-AM	(C)	13.7
4	KTXR-FM	(BM)	11.3
5	KTTS-AM	(C)	10.9
6	KICK-AM	(R)	6.5
7	KGBX-AM	(PA)	5.2
8	KBUG-AM	(PA)	2.8
9	KREG-FM	(PA)	2.8
10	KWFC-FM	(RL)	1.6
11	KLFJ-AM	(RL)	0.4

Average Persons Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1604

	A/M '79	
1	KTTS-FM	56
2	KWTO-FM	52
3	KWTO-AM	34
4	KTXR-FM	28
5	KTTS-AM	27

M-F, 6-10am

1	KTTS-FM
2	KWTO-FM
3	KWTO-AM
4	KTTS-AM
5	KTXR-FM

M-F, 3-7pm

1	KWTO-FM
2	KTTS-FM
3	KWTO-AM
4	KTXR-FM
5	KTTS-AM

Teens
M-S, 6am-Midnight
POP(00): 182

	A/M '79
1	KWTO-FM
2	KICK-AM
3	KWTO-AM
4	KBUG-AM
5	KREG-FM

M-F, 6-10am

1	KWTO-FM
2	KICK-AM
3	KWTO-AM
4	KTTS-FM
5	KBUG-AM

M-F, 3-7pm

1	KWTO-FM
2	KICK-AM
3	KBUG-AM
4	KWTO-AM
5	KREG-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 624

	A/M '79
1	KWTO-FM
2	KTTS-FM
3	KWTO-AM
4	KREG-FM
5	KICK-AM

M-F, 6-10am

1	KWTO-FM
2	KTTS-FM
3	KWTO-AM
4	KTTS-AM
5	KICK-AM

M-F, 3-7pm

1	KWTO-FM
2	KTTS-FM
3	KWTO-AM
4	KICK-AM
5	KGBX-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 597

	A/M '79
1	KTTS-FM
2	KWTO-AM
3	KWTO-FM
4	KTTS-AM
5	KTXR-FM

M-F, 6-10am

1	KTTS-FM
2	KWTO-AM
3	KTTS-AM
4	KWTO-FM
5	KTXR-FM

M-F, 3-7pm

1	KWTO-FM
2	KTTS-FM
3	KWTO-AM
4	KTXR-FM
5	KTTS-AM

Cume Persons Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1604

	A/M '79	
1	KWTO-FM	606
2	KWTO-AM	491
3	KTTS-FM	462
4	KTTS-AM	386
5	KICK-AM	344

M-F, 6-10am

1	KWTO-FM
2	KTTS-FM
3	KWTO-AM
4	KTTS-AM
5	KICK-AM

M-F, 3-7pm

1	KWTO-FM
2	KWTO-AM
3	KTTS-FM
4	KTTS-AM
5	KTXR-FM

Teens
M-S, 6am-Midnight
POP(00): 182

	A/M '79
1	KWTO-FM
2	KICK-AM
3	KWTO-AM
4	KBUG-AM
5	KGBX-AM

M-F, 6-10am

1	KWTO-FM
2	KICK-AM
3	KWTO-AM
4	KTTS-FM
5	KBUG-AM

M-F, 3-7pm

1	KWTO-FM
2	KICK-AM
3	KBUG-AM
4	KWTO-AM
5	KTTS-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 624

	A/M '79
1	KWTO-FM
2	KTTS-FM
3	KICK-AM
4	KWTO-AM
5	KTTS-AM

M-F, 6-10am

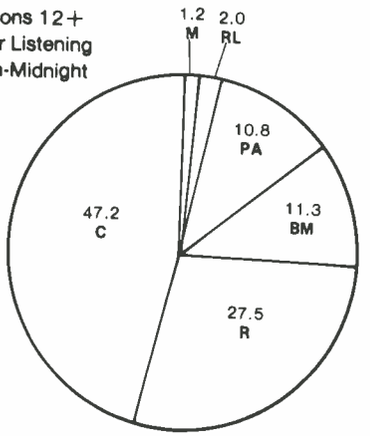
1	KWTO-FM
2	KTTS-FM
3	KWTO-AM
4	KICK-AM
5	KTTS-AM

M-F, 3-7pm

1	KWTO-FM
2	KTTS-FM
3	KICK-AM
4	KWTO-AM
5	KREG-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Adults 25-49
M-S, 6am-Midnight
POP(00): 597

	A/M '79
1	KTTS-FM
2	KWTO-AM
3	KWTO-FM
4	KTTS-AM
5	KICK-AM

M-F, 6-10am

1	KTTS-FM
2	KWTO-AM
3	KTTS-AM
4	KWTO-FM
5	KICK-AM

M-F, 3-7pm

1	KTTS-FM
2	KWTO-FM
3	KWTO-AM
4	KTTS-AM
5	KICK-AM

Steubenville-Weirton

METRO RANK 153

Average Persons 12+ Share Trend

Monday-Sunday, 6am-Midnight

POP(00): 1351

	A/M '79		
1	WSTV-AM	(PA)	13.0
2	WRKY-FM	(A)	8.7
3	WEIR-AM	(PA)	8.2
4	WLIT-AM	(PA)	2.9
5	WOHI-AM	(PA)	1.9
6	WELA-FM	(BM)	1.4

Average Persons Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1351

	A/M '79	
1	WSTV-AM	27
2	WRKY-FM	18
3	WEIR-AM	17
4	WLIT-AM	6
5	WOHI-AM	4

M-F, 6-10am

1	WSTV-AM
2	WEIR-AM
3	WRKY-FM
4	WLIT-AM
5	WOHI-AM

M-F, 3-7pm

1	WRKY-FM
2	WEIR-AM
3	WSTV-AM
4	WELA-FM
5	WLIT-AM

Teens
M-S, 6am-Midnight
POP(00): 183

	A/M '79
1	WRKY-FM
2	WEIR-AM
3	WOHI-AM
4	WSTV-AM
5	WLIT-AM

M-F, 6-10am

1	WEIR-AM
2	WRKY-FM
3	WSTV-AM
4	WOHI-AM
5	WLIT-AM

M-F, 3-7pm

1	WEIR-AM
2	WSTV-AM
3	WRKY-FM
4	WOHI-AM
5	WLIT-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 415

	A/M '79
1	WRKY-FM
2	WEIR-AM
3	WLIT-AM
4	WELA-FM
5	WSTV-AM

M-F, 6-10am

1	WEIR-AM
2	WRKY-FM
3	WLIT-AM
4	WSTV-AM
5	WELA-FM

M-F, 3-7pm

1	WRKY-FM
2	WEIR-AM
3	WLIT-AM
4	WSTV-AM
5	WELA-FM

Adults 25-49
M-S, 6am-Midnight

	A/M '79
1	WRKY-FM
2	WSTV-AM
3	WEIR-AM
4	WLIT-AM
5	WELA-FM

M-F, 6-10am

1	WSTV-AM
2	WEIR-AM
3	WRKY-FM
4	WLIT-AM
5	WOHI-AM

M-F, 3-7pm

1	WRKY-FM
2	WEIR-AM
3	WSTV-AM
4	WLIT-AM
5	WELA-FM

Cume Persons Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1351

	A/M '79	
1	WEIR-AM	445
2	WSTV-AM	419
3	WRKY-FM	314
4	WLIT-AM	108
5	WELA-FM	50

M-F, 6-10am

1	WSTV-AM
2	WEIR-AM
3	WRKY-FM
4	WLIT-AM
5	WOHI-AM

M-F, 3-7pm

1	WEIR-AM
2	WRKY-FM
3	WSTV-AM
4	WLIT-AM
5	WELA-FM

Teens
M-S, 6am-Midnight
POP(00): 183

	A/M '79
1	WEIR-AM
2	WRKY-FM
3	WSTV-AM
4	WLIT-AM
5	WOHI-AM

M-F, 6-10am

1	WEIR-AM
2	WRKY-FM
3	WSTV-AM
4	WOHI-AM
5	WLIT-AM

M-F, 3-7pm

1	WEIR-AM
2	WRKY-FM
3	WSTV-AM
4	WOHI-AM
5	WLIT-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 415

	A/M '79
1	WRKY-FM
2	WEIR-AM
3	WSTV-AM
4	WLIT-AM
5	WELA-FM

M-F, 6-10am

1	WEIR-AM
2	WRKY-FM
3	WSTV-AM
4	WLIT-AM
5	WELA-FM

M-F, 3-7pm

1	WRKY-FM
2	WEIR-AM
3	WSTV-AM
4	WLIT-AM
5	WELA-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 528

	A/M '79
1	WEIR-AM
2	WRKY-FM
3	WSTV-AM
4	WLIT-AM
5	WELA-FM

M-F, 6-10am

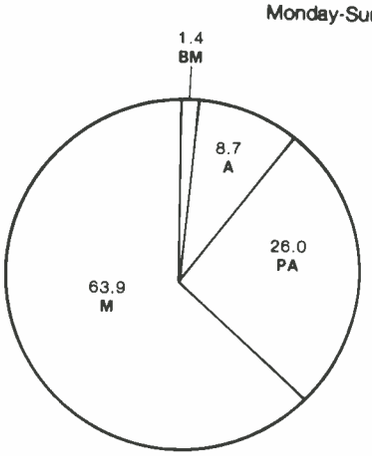
1	WEIR-AM
2	WSTV-AM
3	WRKY-FM
4	WLIT-AM
5	WELA-FM

M-F, 3-7pm

1	WEIR-AM
2	WRKY-FM
3	WSTV-AM
4	WLIT-AM
5	WELA-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Stockton

METRO RANK 109

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2522

	A/M '77		A/M '78		A/M '79	
1	KJAX-FM	13.1	KJOY-AM	12.0	KJAX-FM(BM)	12.0
2	KRAK-AM	11.7	KJAX-FM	10.5	KJOY-AM(R)	7.6
3	KFRC-AM	10.3	KSTN-AM	4.6	KWIN-FM(PA)	5.4
4	KNBR-AM	9.4	KWIN-FM	4.3	KSTN-AM(R)	5.2
5	KSTN-AM	7.7	KHOP-FM	3.4	KHOP-FM(PA)	4.4
6	KCBS-AM	5.7	KWG -AM	3.1	KSRT-FM(A)	3.3
7	KJOY-AM	5.1	KSRT-FM	2.8	KSTN-FM(S)	2.7
8	KWG -AM	2.3	KCVR-AM	2.0	KWG -AM(BM)	2.5
9	KSRT-FM	2.3	KOSO-FM	1.4	KOSO-FM(PA)	1.1
10	KWIN-FM	2.0	KKIS-AM	1.4	KCVR-AM(RL)	0.8
11	KFIV-AM	1.7	KTRB-AM	1.4	KTRB-AM(C)	0.5
12	KSFO-AM	1.7	KEBR-FM	1.4		
13	KEWT-FM	1.4	KWOD-FM	1.1		
14	KFBK-AM	1.4	KCTC-FM	0.9		
15	KSFM-FM	1.1				
16	KSAN-FM	1.1				
17	KCVR-AM	1.1				
18	KKIS-AM	1.1				
19	KOSO-FM	1.1				
20	KGO -AM	0.9				
21	KEBR-FM	0.9				
22	KIOI-FM	0.9				
23	KTRB-AM	0.9				
24	KCTC-FM	0.6				
25	KQUP-FM	0.3				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2522

	A/M '77		A/M '78		A/M '79	
1	KJAX-FM	46	KJOY-AM	42	KJAX-FM	44
2	KRAK-AM	41	KJAX-FM	37	KJOY-AM	28
3	KFRC-AM	36	KSTN-AM	16	KWIN-FM	20
4	KNBR-AM	33	KWIN-FM	15	KSTN-AM	19
5	KSTN-AM	27	KHOP-FM	12	KHOP-FM	16
M-F, 6-10am						
1	KNBR-AM		KJOY-AM		KJAX-FM	
2	KRAK-AM		KJAX-FM		KJOY-AM	
3	KFRC-AF		KSTN-AM		KSTN-AM	
4	KFRC-AM		KWIN-FM		KWIN-FM	
5	KJAX-FM		KWG -AM		KHOP-FM	
M-F, 3-7pm						
1	KJAX-FM		KJOY-AM		KJAX-FM	
2	KRAK-AM		KJAX-FM		KJOY-AM	
3	KNBR-AM		KSTN-AM		KHOP-FM	
4	KFRC-AM		KWIN-FM		KSTN-AM	
5	KSTN-AM		KSRT-FM		KWIN-FM	

Teens
M-S, 6am-Midnight
POP(00): 357

	A/M '77	A/M '78	A/M '79
1	KFRC-AM	KJOY-AM	KJOY-AM
2	KSTN-AM	KHOP-FM	KHOP-FM
3	KJOY-AM	KSRT-FM	KSTN-AM
4	KFIV-AM	KSTN-AM	KSRT-FM
5	KRAK-AM	KTRB-AM	KJAX-FM
M-F, 6-10am			
1	KFRC-AF	KJOY-AM	KJOY-AM
2	KFRC-AM	KHOP-FM	KSTN-AM
3	KSTN-AM	KSTN-AM	KHOP-FM
4	KJOY-AM	KTRB-AM	KSRT-FM
5	KQUP-FM	KSRT-FM	KOSO-FM
M-F, 3-7pm			
1	KFRC-AM	KJOY-AM	KJOY-AM
2	KSTN-AM	KSTN-AM	KHOP-FM
3	KJOY-AM	KHOP-FM	KSRT-FM
4	KRAK-AM	KSRT-FM	KSTN-AM
5	KFIV-AM	KTRB-AM	KCVR-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 848

	A/M '77	A/M '78	A/M '79
1	KFRC-AM	KJOY-AM	KWIN-FM
2	KNBR-AM	KWIN-FM	KJOY-AM
3	KSTN-AM	KSTN-AM	KHOP-FM
4	KJOY-AM	KSRT-FM	KSTN-AM
5	KJAX-FM	KHOP-FM	KSRT-FM
M-F, 6-10am			
1	KFRC-AF	KJOY-AM	KWIN-FM
2	KNBR-AM	KSTN-AM	KJOY-AM
3	KFRC-AM	KWIN-FM	KSTN-AM
4	KSTN-AM	KSRT-FM	KHOP-FM
5	KJAX-FM	KHOP-FM	KJAX-FM
M-F, 3-7pm			
1	KFRC-AM	KJOY-AM	KHOP-FM
2	KJAX-FM	KSTN-AM	KWIN-FM
3	KSTN-AM	KWIN-FM	KJOY-AM
4	KNBR-AM	KSRT-FM	KSRT-FM
5	KJOY-AM	KWOD-FM	KSTN-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 956

	A/M '77	A/M '78	A/M '79
1	KJAX-FM	KJOY-AM	KJAX-FM
2	KRAK-AM	KJAX-FM	KWIN-FM
3	KNBR-AM	KWIN-FM	KSTN-AM
4	KFRC-AM	KKIS-AM	KJOY-AM
5	KSTN-AM	KWG -AM	KSTN-FM
M-F, 6-10am			
1	KNBR-AM	KJOY-AM	KJAX-FM
2	KRAK-AM	KJAX-FM	KSTN-AM
3	KJAX-FM	KWIN-FM	KWIN-FM
4	KFRC-AF	KOSO-FM	KJOY-AM
5	KFRC-AM	KSTN-AM	KWG -AM
M-F, 3-7pm			
1	KJAX-FM	KJOY-AM	KJAX-FM
2	KRAK-AM	KJAX-FM	KJOY-AM
3	KNBR-AM	KWIN-FM	KSTN-AM
4	KFRC-AM	KKIS-AM	KWIN-FM
5	KSTN-AM	KSTN-AM	KSRT-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2522

	A/M '77		A/M '78		A/M '79	
1	KSTN-AM	610	KJOY-AM	749	KJOY-AM	764
2	KJOY-AM	594	KJAX-FM	459	KSTN-AM	507
3	KRAK-AM	589	KSTN-AM	446	KJAX-FM	370
4	KFRC-AM	551	KWIN-FM	239	KWIN-FM	273
5	KNBR-AM	494	KWG -AM	231	KHOP-FM	264
M-F, 6-10am						
1	KFRC-AF		KJOY-AM		KJOY-AM	
2	KRAK-AM		KSTN-AM		KSTN-AM	
3	KFRC-AM		KJAX-FM		KJAX-FM	
4	KNBR-AM		KWG -AM		KWIN-FM	
5	KSTN-AM		KWIN-FM		KHOP-FM	
M-F, 3-7pm						
1	KRAK-AM		KJOY-AM		KJOY-AM	
2	KFRC-AM		KSTN-AM		KSTN-AM	
3	KNBR-AM		KJAX-FM		KJAX-FM	
4	KSTN-AM		KWIN-FM		KWIN-FM	
5	KJOY-AM		KSRT-FM		KHOP-FM	

Teens
M-S, 6am-Midnight
POP(00): 357

	A/M '77	A/M '78	A/M '79
1	KFRC-AM	KJOY-AM	KJOY-AM
2	KSTN-AM	KSTN-AM	KSTN-AM
3	KJOY-AM	KSRT-FM	KHOP-FM
4	KFIV-AM	KHOP-FM	KSRT-FM
5	KSRT-FM	KJAX-FM	KWIN-FM
M-F, 6-10am			
1	KFRC-AF	KJOY-AM	KJOY-AM
2	KFRC-AM	KSTN-AM	KSTN-AM
3	KSTN-AM	KHOP-FM	KSRT-FM
4	KJOY-AM	KSRT-FM	KHOP-FM
5	KQUP-FM	KTRB-AM	KWIN-FM
M-F, 3-7pm			
1	KFRC-AM	KJOY-AM	KJOY-AM
2	KSTN-AM	KSTN-AM	KSTN-AM
3	KJOY-AM	KHOP-FM	KHOP-FM
4	KFIV-AM	KSRT-FM	KSRT-FM
5	KRAK-AM	KJAX-FM	KWIN-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 848

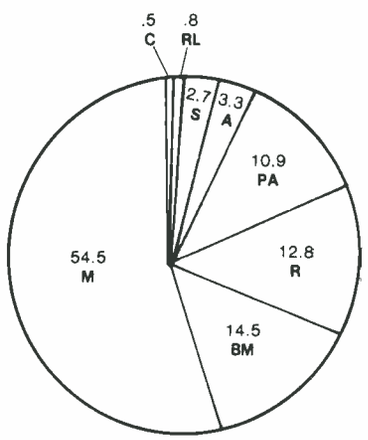
	A/M '77	A/M '78	A/M '79
1	KSTN-AM	KJOY-AM	KJOY-AM
2	KJOY-AM	KSTN-AM	KSTN-AM
3	KFRC-AM	KSRT-FM	KHOP-FM
4	KNBR-AM	KWIN-FM	KWIN-FM
5	KRAK-AM	KHOP-FM	KSRT-FM
M-F, 6-10am			
1	KFRC-AF	KJOY-AM	KJOY-AM
2	KFRC-AM	KSTN-AM	KSTN-AM
3	KNBR-AM	KSRT-FM	KWIN-FM
4	KSTN-AM	KWIN-FM	KHOP-FM
5	KJOY-AM	KHOP-FM	KSRT-FM
M-F, 3-7pm			
1	KFRC-AM	KJOY-AM	KSTN-AM
2	KSTN-AM	KSTN-AM	KJOY-AM
3	KNBR-AM	KWIN-FM	KWIN-FM
4	KRAK-AM	KSRT-FM	KHOP-FM
5	KJOY-AM	KWOD-FM	KSRT-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 956

	A/M '77	A/M '78	A/M '79
1	KRAK-AM	KJOY-AM	KJOY-AM
2	KNBR-AM	KJAX-FM	KSTN-AM
3	KJAX-FM	KSTN-AM	KJAX-FM
4	KFRC-AM	KWIN-FM	KWIN-FM
5	KSTN-AM	KSRT-FM	KWG -AM
M-F, 6-10am			
1	KNBR-AM	KJOY-AM	KSTN-AM
2	KRAK-AM	KJAX-FM	KJAX-FM
3	KFRC-AF	KSTN-AM	KJOY-AM
4	KJAX-FM	KWIN-FM	KWIN-FM
5	KFRC-AM	KKIS-AM	KSTN-FM
M-F, 3-7pm			
1	KRAK-AM	KJOY-AM	KJAX-FM
2	KNBR-AM	KJAX-FM	KJOY-AM
3	KJAX-FM	KSTN-AM	KSTN-AM
4	KFRC-AM	KWIN-FM	KWIN-FM
5	KSTN-AM	KWG -AM	KWG -AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Syracuse

METRO RANK 55

A/M '79 Market Overview

In Syracuse, P/A stalwart **WSYR** is again the top station, 12+. WSYR's share dipped slightly, but the station still is #3 in adults 25-49, dominant 35-64. It appears that WSYR's share slippage was caused by declining men shares, especially in AM drive and midday.

The number two station in the Syracuse metro is also a P/A-formatted property, **WHEN.** WHEN is a broadly-skewing P/A, and as such rates tops in adults 25-49 and 18-34, as well as having a sizeable teen audience too. WHEN's advance may correlate with the decline on the part of WSYR.

The top Beautiful Music station in town, **WNTQ,** ranks third overall in the metro. Although down slightly from its last book, WNTQ still scored in adults 25-49, where it rates second to WHEN. The mix of WNTQ's audience switched this sweep — male shares increased, but females numbers declined. The AOR scene in Syracuse is owned by **WAQX.** As the only game in town for AOR fans, WAQX does well, and is #2 in men 18-34 in the metro. Given the large college population in Syracuse there is a sizeable potential audience for this up and coming AOR station, WAQX. On the Top 40 side, though, **WKFM** may be wondering how it can right itself. This station has now seen three consecutive down books, although WKFM is still number two in adults 18-34 in the metro. In the latest sweep, WKFM's teen audience declined by 50%.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 5341

	A/M '77		A/M '78		A/M '79	
1	WSYR-AM	16.1	WSYR-AM	16.7	WSYR-AM(PA)	14.4
2	WHEN-AM	13.9	WHEN-AM	10.8	WHEN-AM(PA)	14.1
3	WKFM-FM	8.0	WNTQ-FM	8.6	WNTQ-FM(BM)	7.5
4	WNTQ-FM	7.9	WKFM-FM	6.8	WEZG-FM(BM)	6.6
5	WOLF-AM	7.8	WNDR-AM	6.7	WSEN-AF(C)	6.2
6	WEZG-FM	6.3	WEZG-FM	6.7	WKFM-FM(R)	5.5
7	WFBL-AM	6.1	WOLF-AM	6.3	WNDR-AM(O)	5.3
8	WSGO-AF	4.6	WFBL-AM	4.8	WAQX-FM(A)	5.3
9	WSEN-AF	4.1	WSEN-AM	4.0	WOLF-AM(R)	4.9
10	WNDR-AM	3.5	WSYR-FM	3.5	WSYR-FM(A)	4.1
11	WSYR-FM	2.9	WSEN-FM	3.1	WFBL-AM(R)	3.9
12	WOUR-FM	2.9	WAQX-FM	3.1	WSGO-AF(R)	3.6
13	WSCP-AM	2.6	WOUR-FM	2.9	WSEN-AM(C)	3.5
14	WSOQ-AM	1.9	WONO-FM	2.3	WSOQ-AM(D)	3.1
15	WKGW-FM	1.6	WMCR-AM	1.5	WSEN-FM(C)	2.8
16	WMHR-FM	1.4	WSGO-AM	1.3	WSCP-AM(C)	2.5
17	WONO-FM	1.3	WSCP-AM	1.3	WMHR-FM(RL)	2.3
18	WMCR-AF	1.0	WSOQ-AM	1.2	WSGO-AM(R)	2.3
19	WIBX-AM	0.8	WMHR-FM	1.1	WOUR-FM(A)	1.7
20	WIBQ-FM	0.4	WKGW-FM	0.8		
21			WOSC-AM	0.8		
22			WYRD-AM	0.5		
23			WSGO-FM	0.5		
24			WMCR-FM	0.3		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5341

	A/M '77		A/M '78		A/M '79	
1	WSYR-AM	129	WSYR-AM	125	WSYR-AM	120
2	WHEN-AM	111	WHEN-AM	81	WHEN-AM	118
3	WKFM-FM	64	WNTQ-FM	64	WNTQ-FM	63
4	WNTQ-FM	63	WKFM-FM	51	WEZG-FM	55
5	WOLF-AM	62	WNDR-AM	50	WSEN-AF	52
M-F, 6-10am						
1	WSYR-AM		WSYR-AM		WSYR-AM	
2	WHEN-AM		WHEN-AM		WHEN-AM	
3	WOLF-AM		WOLF-AM		WSEN-AF	
4	WFBL-AM		WNDR-AM		WNDR-AM	
5	WNTQ-FM		WNTQ-FM		WOLF-AM	
M-F, 3-7pm						
1	WSYR-AM		WSYR-AM		WSYR-AM	
2	WHEN-AM		WNTQ-FM		WHEN-AM	
3	WKFM-FM		WHEN-AM		WNTQ-FM	
4	WNTQ-FM		WEZG-FM		WEZG-FM	
5	WOLF-AM		WNDR-AM		WAQX-FM	

Teens
M-S, 6am-Midnight
POP(00): 753

	A/M '77	A/M '78	A/M '79
1	WOLF-AM	WKFM-FM	WOLF-AM
2	WKFM-FM	WHEN-AM	WHEN-AM
3	WHEN-AM	WOLF-AM	WKFM-FM
4	WFBL-AM	WFBL-AM	WAQX-FM
5	WOUR-FM	WOUR-FM	WFBL-AM
M-F, 6-10am			
1	WOLF-AM	WHEN-AM	WOLF-AM
2	WHEN-AM	WOLF-AM	WHEN-AM
3	WKFM-FM	WKFM-FM	WFBL-AM
4	WFBL-AM	WFBL-AM	WKFM-FM
5	WSYR-AM	WSYR-AM	WAQX-FM
M-F, 3-7pm			
1	WOLF-AM	WKFM-FM	WOLF-AM
2	WKFM-FM	WHEN-AM	WAQX-FM
3	WFBL-AM	WOLF-AM	WHEN-AM
4	WHEN-AM	WFBL-AM	WKFM-FM
5	WOUR-FM	WOUR-FM	WFBL-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1914

	A/M '77	A/M '78	A/M '79
1	WHEN-AM	WNDR-AM	WHEN-AM
2	WKFM-FM	WHEN-AM	WKFM-FM
3	WFBL-AM	WOLF-AM	WAQX-FM
4	WOLF-AM	WKFM-FM	WNDR-AM
5	WSYR-FM	WSYR-FM	WSYR-FM
M-F, 6-10am			
1	WHEN-AM	WHEN-AM	WHEN-AM
2	WKFM-FM	WNDR-AM	WNDR-AM
3	WOLF-AM	WOLF-AM	WOLF-AM
4	WFBL-AM	WAQX-FM	WKFM-FM
5	WSEN-AF	WSYR-AM	WAQX-FM
M-F, 3-7pm			
1	WHEN-AM	WHEN-AM	WHEN-AM
2	WKFM-FM	WNDR-AM	WAQX-FM
3	WFBL-AM	WOUR-FM	WSYR-FM
4	WOLF-AM	WOLF-AM	WKFM-FM
5	WSYR-FM	WAQX-FM	WNDR-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2013

	A/M '77	A/M '78	A/M '79
1	WHEN-AM	WHEN-AM	WHEN-AM
2	WFBL-AM	WSYR-AM	WNTQ-FM
3	WNTQ-FM	WNTQ-FM	WSYR-AM
4	WSYR-AM	WNDR-AM	WNDR-AM
5	WSEN-AF	WFBL-AM	WSEN-AF
M-F, 6-10am			
1	WHEN-AM	WHEN-AM	WHEN-AM
2	WSYR-AM	WSYR-AM	WSYR-AM
3	WFBL-AM	WNDR-AM	WNDR-AM
4	WNTQ-FM	WOLF-AM	WSEN-AF
5	WSEN-AF	WNTQ-FM	WNTQ-FM
M-F, 3-7pm			
1	WHEN-AM	WHEN-AM	WHEN-AM
2	WFBL-AM	WNTQ-FM	WNTQ-FM
3	WNTQ-FM	WSYR-AM	WNDR-AM
4	WKFM-FM	WNDR-AM	WSYR-AM
5	WSYR-AM	WSEN-FM	WEZG-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5341

	A/M '77		A/M '78		A/M '79	
1	WHEN-AM	2014	WSYR-AM	1753	WHEN-AM	2075
2	WSYR-AM	1605	WHEN-AM	1745	WSYR-AM	1689
3	WFBL-AM	1043	WNDR-AM	1129	WOLF-AM	1115
4	WOLF-AM	1034	WOLF-AM	1038	WKFM-FM	961
5	WKFM-FM	1024	WFBL-AM	947	WNDR-AM	931
M-F, 6-10am						
1	WHEN-AM		WSYR-AM		WHEN-AM	
2	WSYR-AM		WHEN-AM		WSYR-AM	
3	WOLF-AM		WNDR-AM		WOLF-AM	
4	WFBL-AM		WOLF-AM		WFBL-AM	
5	WKFM-FM		WFBL-AM		WNDR-AM	
M-F, 3-7pm						
1	WHEN-AM		WSYR-AM		WHEN-AM	
2	WSYR-AM		WHEN-AM		WSYR-AM	
3	WKFM-FM		WNDR-AM		WOLF-AM	
4	WOLF-AM		WOLF-AM		WNDR-AM	
5	WFBL-AM		WNTQ-FM		WEZG-FM	

Teens
M-S, 6am-Midnight
POP(00): 753

	A/M '77	A/M '78	A/M '79
1	WOLF-AM	WHEN-AM	WHEN-AM
2	WHEN-AM	WOLF-AM	WOLF-AM
3	WKFM-FM	WKFM-FM	WKFM-FM
4	WFBL-AM	WFBL-AM	WFBL-AM
5	WNDR-AM	WOUR-FM	WAQX-FM
M-F, 6-10am			
1	WOLF-AM	WHEN-AM	WHEN-AM
2	WHEN-AM	WOLF-AM	WOLF-AM
3	WKFM-FM	WKFM-FM	WFBL-AM
4	WFBL-AM	WFBL-AM	WKFM-FM
5	WSYR-AM	WOUR-FM	WAQX-FM
M-F, 3-7pm			
1	WOLF-AM	WHEN-AM	WOLF-AM
2	WKFM-FM	WKFM-FM	WHEN-AM
3	WHEN-AM	WOLF-AM	WAQX-FM
4	WFBL-AM	WFBL-AM	WKFM-FM
5	WNDR-AM	WOUR-FM	WFBL-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1914

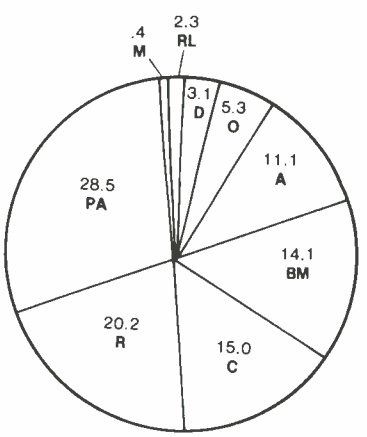
	A/M '77	A/M '78	A/M '79
1	WHEN-AM	WHEN-AM	WHEN-AM
2	WKFM-FM	WNDR-AM	WOLF-AM
3	WNDR-AM	WOLF-AM	WKFM-FM
4	WFBL-AM	WFBL-AM	WNDR-AM
5	WOLF-AM	WKFM-FM	WAQX-FM
M-F, 6-10am			
1	WHEN-AM	WHEN-AM	WHEN-AM
2	WKFM-FM	WNDR-AM	WOLF-AM
3	WFBL-AM	WOLF-AM	WKFM-FM
4	WOLF-AM	WFBL-AM	WNDR-AM
5	WNDR-AM	WKFM-FM	WAQX-FM
M-F, 3-7pm			
1	WHEN-AM	WHEN-AM	WHEN-AM
2	WKFM-FM	WNDR-AM	WOLF-AM
3	WFBL-AM	WOLF-AM	WAQX-FM
4	WOLF-AM	WFBL-AM	WNDR-AM
5	WNDR-AM	WOUR-FM	WKFM-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2013

	A/M '78	O/N '78	A/M '79
1	WHEN-AM	WHEN-AM	WHEN-AM
2	WSYR-AM	WSYR-AM	WSYR-AM
3	WFBL-AM	WNDR-AM	WNDR-AM
4	WNDR-AM	WFBL-AM	WKFM-FM
5	WNTQ-FM	WEZG-FM	WEZG-FM
M-F, 6-10am			
1	WHEN-AM	WHEN-AM	WHEN-AM
2	WSYR-AM	WSYR-AM	WSYR-AM
3	WFBL-AM	WNDR-AM	WNDR-AM
4	WNDR-AM	WOLF-AM	WKFM-FM
5	WNTQ-FM	WFBL-AM	WFBL-AM
M-F, 3-7pm			
1	WHEN-AM	WHEN-AM	WHEN-AM
2	WFBL-AM	WSYR-AM	WSYR-AM
3	WSYR-AM	WNDR-AM	WNDR-AM
4	WKFM-FM	WNTQ-FM	WNTQ-FM
5	WOLF-AM	WFBL-AM	WEZG-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Tallahassee

METRO RANK **160**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1227

	A/M '77		A/M '78		A/M '79	
1	WGLF-FM	21.3	WGLF-FM	23.6	WBGM-FM	25.4
2	WANM-AM	19.5	WTNT-AM	14.6	WANM-AM	14.8
3	WBGM-FM	14.6	WANM-AM	14.6	WLVW-FM	13.6
4	WTNT-AM	12.2	WBGM-FM	8.9	WGLF-FM	10.7
5	WTAL-AM	7.3	WOWD-FM	7.6	WTNT-AM	8.3
6	WONS-AM	4.3	WONS-AM	6.4	WOWD-FM	8.3
7	WOMA-FM	3.7	WLVW-FM	5.7	WTAL-AM	4.1
8	WOWD-FM	3.0	WTAL-AM	3.8	WPAP-FM	3.0
9	WPAP-FM	3.0	WCVC-AM	3.2	WCVC-AM	1.8
10	WCVC-AM	2.4	WPAP-FM	2.5	WONS-AM	0.6
11	WTUF-FM	1.2	WTUF-FM	1.3		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1227

	A/M '77		A/M '78		A/M '79	
1	WGLF-FM	35	WGLF-FM	37	WBGM-FM	43
2	WANM-AM	32	WTNT-AM	23	WANM-AM	25
3	WBGM-FM	24	WANM-AM	23	WLVW-FM	23
4	WTNT-AM	20	WBGM-FM	14	WGLF-FM	18
5	WTAL-AM	12	WOWD-FM	12	WTNT-AM	14

M-F, 6-10am

1	WTNT-AM	WGLF-FM	WBGM-FM
2	WGLF-FM	WTNT-AM	WTNT-AM
3	WBGM-FM	WANM-AM	WLVW-FM
4	WANM-AM	WBGM-FM	WGLF-FM
5	WTAL-AM	WLVW-FM	WANM-AM

M-F, 3-7pm

1	WGLF-FM	WGLF-FM	WBGM-FM
2	WANM-AM	WANM-AM	WANM-AM
3	WBGM-FM	WTNT-AM	WLVW-FM
4	WTNT-AM	WOWD-FM	WGLF-FM
5	WTAL-AM	WBGM-FM	WOWD-FM

Teens

M-S, 6am-Midnight

POP(00): 140

	A/M '77	A/M '78	A/M '79
1	WGLF-FM	WGLF-FM	WBGM-FM
2	WANM-AM	WANM-AM	WANM-AM
3	WTAL-AM	WONS-AM	WGLF-FM
4	WTUF-FM	WTNT-AM	WTAL-AM
5	WBGM-FM	WBGM-FM	WPAP-FM

M-F, 6-10am

1	WGLF-FM	WGLF-FM	WBGM-FM
2	WANM-AM	WANM-AM	WANM-AM
3	WTNT-AM	WONS-AM	WGLF-FM
4	WTAL-AM	WTAL-AM	WTAL-AM
5	WONS-AM	WTNT-AM	WTNT-AM

M-F, 3-7pm

1	WGLF-FM	WGLF-FM	WBGM-FM
2	WANM-AM	WANM-AM	WANM-AM
3	WTAL-AM	WONS-AM	WGLF-FM
4	WTNT-AM	WOWD-FM	WTAL-AM
5	WBGM-FM	WBGM-FM	WPAP-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 629

	A/M '77	A/M '78	A/M '79
1	WGLF-FM	WGLF-FM	WBGM-FM
2	WANM-AM	WOWD-FM	WGLF-FM
3	WTAL-AM	WANM-AM	WOWD-FM
4	WBGM-FM	WONS-AM	WANM-AM
5	WONS-AM	WTNT-AM	WLVW-FM

M-F, 6-10am

1	WGLF-FM	WGLF-FM	WBGM-FM
2	WANM-AM	WTNT-AM	WGLF-FM
3	WTAL-AM	WANM-AM	WANM-AM
4	WTNT-AM	WOWD-FM	WOWD-FM
5	WONS-AM	WONS-AM	WTNT-AM

M-F, 3-7pm

1	WGLF-FM	WGLF-FM	WBGM-FM
2	WANM-AM	WOWD-FM	WGLF-FM
3	WTAL-AM	WANM-AM	WOWD-FM
4	WBGM-FM	WTNT-AM	WANM-AM
5	WONS-AM	WONS-AM	WLVW-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 449

	A/M '77	A/M '78	A/M '79
1	WTNT-AM	WANM-AM	WBGM-FM
2	WBGM-FM	WGLF-FM	WANM-AM
3	WGLF-FM	WLVW-FM	WGLF-FM
4	WANM-AM	WBGM-FM	WTNT-AM
5	WTAL-AM	WOWD-FM	WLVW-FM

M-F, 6-10am

1	WBGM-FM	WTNT-AM	WBGM-FM
2	WGLF-FM	WGLF-FM	WANM-AM
3	WTNT-AM	WLVW-FM	WTNT-AM
4	WOMA-FM	WANM-AM	WANM-AM
5	WTAL-AM	WOWD-FM	WGLF-FM

M-F, 3-7pm

1	WGLF-FM	WTNT-AM	WBGM-FM
2	WBGM-FM	WGLF-FM	WANM-AM
3	WANM-AM	WANM-AM	WTNT-AM
4	WTNT-AM	WBGM-FM	WGLF-FM
5	WTAL-AM	WLVW-FM	WLVW-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1227

	A/M '77		A/M '78		A/M '79	
1	WGLF-FM	401	WGLF-FM	490	WBGM-FM	527
2	WTNT-AM	345	WTNT-AM	306	WGLF-FM	372
3	WTAL-AM	331	WOWD-FM	263	WTNT-AM	262
4	WBGM-FM	274	WTAL-AM	256	WANM-AM	223
5	WANM-AM	215	WANM-AM	231	WLVW-FM	211

M-F, 6-10am

1	WTNT-AM	WGLF-FM	WBGM-FM
2	WGLF-FM	WTNT-AM	WGLF-FM
3	WBGM-FM	WANM-AM	WTNT-AM
4	WTAL-AM	WONS-AM	WLVW-FM
5	WANM-AM	WTAL-AM	WANM-AM

M-F, 3-7pm

1	WGLF-FM	WGLF-FM	WBGM-FM
2	WANM-AM	WOWD-FM	WGLF-FM
3	WTNT-AM	WTNT-AM	WANM-AM
4	WTAL-AM	WANM-AM	WLVW-FM
5	WBGM-FM	WBGM-FM	WTAL-AM

Teens

M-S, 6am-Midnight

POP(00): 140

	A/M '77	A/M '78	A/M '79
1	WGLF-FM	WGLF-FM	WBGM-FM
2	WTAL-AM	WANM-AM	WGLF-FM
3	WANM-AM	WONS-AM	WANM-AM
4	WTNT-AM	WTAL-AM	WTNT-AM
5	WONS-AM	WOWD-FM	WTAL-AM

M-F, 6-10am

1	WGLF-FM	WGLF-FM	WBGM-FM
2	WANM-AM	WONS-AM	WANM-AM
3	WTAL-AM	WANM-AM	WGLF-FM
4	WTNT-AM	WTAL-AM	WTNT-AM
5	WONS-AM	WTNT-AM	WTAL-AM

M-F, 3-7pm

1	WGLF-FM	WGLF-FM	WBGM-FM
2	WTAL-AM	WANM-AM	WANM-AM
3	WANM-AM	WONS-AM	WGLF-FM
4	WTUF-FM	WOWD-FM	WTAL-AM
5	WONS-AM	WTAL-AM	WPAP-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 629

	A/M '77	A/M '78	A/M '79
1	WGLF-FM	WGLF-FM	WBGM-FM
2	WTAL-AM	WOWD-FM	WGLF-FM
3	WONS-AM	WTAL-AM	WOWD-FM
4	WANM-AM	WONS-AM	WANM-AM
5	WTNT-AM	WTNT-AM	WTAL-AM

M-F, 6-10am

1	WGLF-FM	WGLF-FM	WBGM-FM
2	WTAL-AM	WONS-AM	WGLF-FM
3	WONS-AM	WOWD-FM	WOWD-FM
4	WANM-AM	WANM-AM	WTAL-AM
5	WTNT-AM	WTAL-AM	WANM-AM

M-F, 3-7pm

1	WGLF-FM	WGLF-FM	WBGM-FM
2	WANM-AM	WOWD-FM	WGLF-FM
3	WTAL-AM	WONS-AM	WOWD-FM
4	WONS-AM	WANM-AM	WANM-AM
5	WBGM-FM	WTAL-AM	WTAL-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 449

	A/M '77	A/M '78	A/M '79
1	WTNT-AM	WTNT-AM	WBGM-FM
2	WGLF-FM	WGLF-FM	WGLF-FM
3	WBGM-FM	WOWD-FM	WTNT-AM
4	WTAL-AM	WTAL-AM	WLVW-FM
5	WONS-AM	WBGM-FM	WTAL-AM

M-F, 6-10am

1	WTNT-AM	WTNT-AM	WBGM-FM
2	WGLF-FM	WGLF-FM	WTNT-AM
3	WBGM-FM	WBGM-FM	WLVW-FM
4	WTAL-AM	WANM-AM	WTAL-AM
5	WONS-AM	WTAL-AM	WANM-AM

M-F, 3-7pm

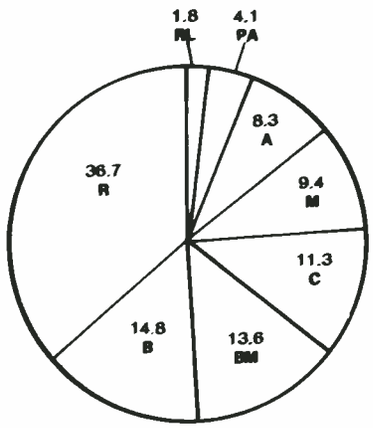
1	WGLF-FM	WTNT-AM	WBGM-FM
2	WBGM-FM	WGLF-FM	WLVW-FM
3	WTNT-AM	WBGM-FM	WTNT-AM
4	WONS-AM	WANM-AM	WANM-AM
5	WTAL-AM	WOWD-FM	WGLF-FM

Format Penetration Chart

Based On Persons 12+

Average Quarter Hour Listening

Monday-Sunday 6am-Midnight



Format Legend

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

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Tampa-St. Petersburg

METRO RANK **22**

A/M '79 Market Overview

In this older-skewing market the leading station for the second straight book is Beautiful Music **WWBA-FM.** WWBA-FM scored well in all 25+ demos, ranking third among adults 25-49, for example. No on-air contests to mar soft sound, but the station does engage in advertising itself with outside media like print and TV.

In a real story among the Country stations in the Tampa Bay area, **WQYK** knocked off **Plough**'s longtime Country leader, **WSUN.** WQYK now is #2 overall in the market, and number one with adults 25-49. Station promoted using the "Great Giveaway" of $27,000 cash; the promotion was backed by $37,000 in media expenditures. This book, the station gave away less money, but still used billboards and some TV to highlight station. WQYK pushes the fact that it's a stereo Country station (WSUN is on the AM band).

This was a good book for Beautiful Music stations generally. Not only is WWBA-FM atop the market, but the third and fourth-rated stations — **WJYW** and **WFLA-FM,** respectively — are BM's also. Both gained 12+ over the previous book, with WJYW generally stronger in the 25+ demos, number one 35-64.

As good as this book was for BM's, it was that bad for the leading Top 40 stations in the metro. All three of the stations — **WRBQ, WLCY,** and **WYNF** declined 12+. WRBQ does place second in the adults 18-34 demo. Part of the reason for the Top 40 declines may be attributable to a more potent Dancemusic competitor, **WOKF.** WOKF rates well in adults 18-34, and is third in men 18-34. WOKF's 12+ share doubled and especially scored in the young male demos, where the Top 40 stations suffered steep losses.

To wrap up the contemporary music scene we need to examine the leading AOR station in the Tampa area, **WQXM.** Plough's "Superstars" station ranks number one in adults 18-34 and is dominant in men 18-34 also. Diffusion of contemporary music audience may have caused Top 40 stations to lose some audience to AOR and Dancemusic.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 12466

	A/M '78		O/N '78		A/M '79	
1	WSUN-AM	9.8	WWBA-FM	10.9	WWBA-FM (BM)	9.6
2	WWBA-FM	9.6	WRBQ-FM	7.8	WQYK-FM (C)	8.1
3	WLCY-AM	7.8	WFLA-AM	7.1	WJYW-FM (BM)	8.0
4	WWBA-AM	7.3	WSUN-AM	6.9	WFLA-FM (BM)	7.1
5	WJYW-FM	7.3	WWBA-AM	6.9	WFLA-AM (PA)	6.8
6	WFLA-FM	7.1	WJYW-FM	6.6	WQXM-FM (A)	6.5
7	WFLA-AM	6.3	WFLA-FM	6.6	WRBQ-FM (R)	6.0
8	WYNF-FM	5.7	WLCY-AM	6.5	WWBA-AM (BM)	5.9
9	WQXM-FM	5.7	WQXM-FM	6.0	WSUN-AM (C)	5.9
10	WRBQ-FM	5.5	WQYK-FM	5.1	WDAE-AM (PA)	4.7
11	WQYK-FM	3.9	WYNF-FM	4.8	WLCY-AM (R)	4.1
12	WDAE-AM	3.8	WDAE-AM	4.6	WTMP-AM (B)	4.0
13	WTMP-AM	3.6	WTMP-AM	2.8	WYNF-FM (R)	3.9
14	WOKF-FM	2.1	WQSR-FM	2.0	WOKF-FM (D)	3.5
15	WGUL-AF	2.0	WOKF-FM	1.5	WQSR-FM (A)	2.3
16	WRXB-AM	1.8	WGUL-AM	1.2	WPLP-AM (N)	1.8
17	WTAN-AM	1.3	WWQT-AM	1.0	WGUL-AM (BM)	1.7
18	WSOL-AM	1.2	WDUV-FM	1.0	WTAN-AM (PA)	1.6
19	WQSR-FM	1.1	WTAN-AM	0.9	WPLA-AM (C)	0.9
20	WFSO-AM	0.8	WSST-AM	0.7	WDUV-FM (BM)	0.8
21	WPLA-AM	0.7	WPLA-AM	0.7	WWQT-AM (N)	0.5
22	WYOU-AM	0.7	WFSO-AM	0.6	WAZE-AM (PA)	0.5
23	WINQ-AM	0.5	WRXB-AM	0.6	WSST-AM (M)	0.4
24	WGTO-AM	0.4	WSOL-AM	0.5	WGTO-AM (M)	0.4
25	WDUV-FM	0.4	WVFM-FM	0.4	WINQ-AM (M)	0.4
26	WDCL-AM	0.4	WTIS-AM	0.4		
27	WSST-AM	0.4				
28	WHBQ-AM	0.4				
29	WTIS-AM	0.4				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 12466

	A/M '78		O/N '78		A/M '79	
1	WSUN-AM	196	WWBA-FM	214	WWBA-FM	202
2	WWBA-FM	192	WRBQ-FM	154	WQYK-FM	171
3	WLCY-AM	156	WFLA-AM	139	WJYW-FM	168
4	WWBA-AM	147	WSUN-AM	137	WFLA-FM	149
5	WJYW-FM	146	WWBA-AM	136	WFLA-AM	144
6	WFLA-FM	143	WJYW-FM	131	WQXM-FM	137
7	WFLA-AM	127	WFLA-FM	130	WRBQ-FM	127
8	WYNF-FM	115	WLCY-AM	128	WWBA-AM	125
9	WQXM-FM	114	WQXM-FM	118	WSUN-AM	124
10	WRBQ-FM	110	WQYK-FM	100	WDAE-AM	98
M-F, 6-10am						
1	WSUN-AM		WFLA-AM		WFLA-AM	
2	WFLA-AM		WSUN-AM		WSUN-AM	
3	WFLA-FM		WWBA-FM		WWBA-FM	
4	WWBA-FM		WLCY-AM		WQYK-FM	
5	WLCY-AM		WFLA-FM		WFLA-FM	
6	WWBA-AM		WWBA-AM		WDAE-AM	
7	WYNF-FM		WRBQ-FM		WWBA-AM	
8	WRBQ-FM		WJYW-FM		WJYW-FM	
9	WJYW-FM		WQYK-FM		WRBQ-FM	
10	WDAE-AM		WDAE-AM		WQXM-FM	
M-F, 3-7pm						
1	WWBA-FM		WWBA-FM		WWBA-FM	
2	WLCY-AM		WRBQ-FM		WJYW-FM	
3	WSUN-AM		WLCY-AM		WFLA-FM	
4	WJYW-FM		WQXM-FM		WQYK-FM	
5	WQXM-FM		WJYW-FM		WRBQ-FM	
6	WFLA-FM		WSUN-AM		WQXM-FM	
7	WRBQ-FM		WFLA-AM		WFLA-AM	
8	WYNF-FM		WFLA-FM		WSUN-AM	
9	WWBA-AM		WWBA-AM		WLCY-AM	
10	WFLA-AM		WYNF-FM		WDAE-AM	

Teens
M-S, 6am-Midnight
POP(00): 1244

	A/M '78	O/N '78	A/M '79
1	WYNF-FM	WRBQ-FM	WQXM-FM
2	WLCY-AM	WQXM-FM	WRBQ-FM
3	WQXM-FM	WYNF-FM	WLCY-AM
4	WRBQ-FM	WLCY-AM	WYNF-FM
5	WRXB-AM	WTMP-AM	WTMP-AM
6	WTMP-AM	WOKF-FM	WOKF-FM
7	WOKF-FM	WFSO-AM	WQYK-FM
8	WYOU-AM	WDAE-AM	WJYW-FM
9	WFLA-AM	WQYK-FM	WDAE-AM
10	WQYK-FM	WFLA-AM	WQSR-FM
M-F, 6-10am			
1	WYNF-FM	WLCY-AM	WRBQ-FM
2	WLCY-AM	WQXM-FM	WLCY-AM
3	WRBQ-FM	WYNF-FM	WQXM-FM
4	WQXM-FM	WRBQ-FM	WYNF-FM
5	WTMP-AM	WTMP-AM	WOKF-FM
6	WOKF-FM	WFLA-AM	WTMP-AM
7	WFLA-AM	WWBA-FM	WDAE-AM
8	WSUN-AM	WSUN-AM	WFLA-AM
9	WQYK-FM	WOKF-FM	WQYK-FM
10	WRXB-AM	WDAE-AM	WJYW-FM
M-F, 3-7pm			
1	WLCY-AM	WLCY-AM	WLCY-AM
2	WYNF-FM	WQXM-FM	WRBQ-FM
3	WQXM-FM	WRBQ-FM	WQXM-FM
4	WRBQ-FM	WYNF-FM	WYNF-FM
5	WRXB-AM	WTMP-AM	WTMP-AM
6	WOKF-FM	WOKF-FM	WOKF-FM
7	WTMP-AM	WFSO-AM	WQYK-FM
8	WYOU-AM	WQSR-FM	WJYW-FM
9	WSUN-AM	WDAE-AM	WQSR-FM
10	WINQ-AM	WQYK-FM	WDAE-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3179

	A/M '78	O/N '78	A/M '79
1	WLCY-AM	WRBQ-FM	WQXM-FM
2	WQXM-FM	WQXM-FM	WRBQ-FM
3	WRBQ-FM	WLCY-AM	WTMP-AM
4	WYNF-FM	WYNF-FM	WQYK-FM
5	WTMP-AM	WFLA-AM	WYNF-FM
6	WQYK-FM	WQSR-FM	WQSR-FM
7	WFLA-AM	WQYK-FM	WOKF-FM
8	WOKF-FM	WTMP-AM	WDAE-AM
9	WQSR-FM	WOKF-FM	WLCY-AM
10	WSUN-AM	WSUN-AM	WFLA-AM
M-F, 6-10am			
1	WLCY-AM	WRBQ-FM	WRBQ-FM
2	WRBQ-FM	WLCY-AM	WQXM-FM
3	WQXM-FM	WQXM-FM	WDAE-AM
4	WYNF-FM	WFLA-AM	WFLA-AM
5	WFLA-AM	WYNF-FM	WTMP-AM
6	WQYK-FM	WSUN-AM	WQSR-FM
7	WSUN-AM	WQYK-FM	WLCY-AM
8	WTMP-AM	WDAE-AM	WYNF-FM
9	WOKF-FM	WQSR-FM	WQYK-FM
10	WQSR-FM	WTMP-AM	WOKF-FM
M-F, 3-7pm			
1	WLCY-AM	WRBQ-FM	WQXM-FM
2	WQXM-FM	WQXM-FM	WRBQ-FM
3	WRBQ-FM	WLCY-AM	WTMP-AM
4	WYNF-FM	WYNF-FM	WDAE-AM
5	WQYK-FM	WFLA-AM	WYNF-FM
6	WTMP-AM	WQSR-FM	WQYK-FM
7	WSUN-AM	WOKF-FM	WQSR-FM
8	WOKF-FM	WQYK-FM	WLCY-AM
9	WFLA-AM	WTMP-AM	WOKF-FM
10	WQSR-FM	WDAE-AM	WFLA-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 3669

	A/M '78	O/N '78	A/M '79
1	WLCY-AM	WLCY-AM	WQYK-FM
2	WRBQ-FM	WRBQ-FM	WFLA-AM
3	WFLA-AM	WSUN-AM	WWBA-FM
4	WSUN-AM	WFLA-AM	WSUN-AM
5	WQYK-FM	WQYK-FM	WRBQ-FM
6	WYNF-FM	WJYW-FM	WTMP-AM
7	WWBA-FM	WYNF-FM	WJYW-FM
8	WTMP-AM	WDAE-AM	WDAE-AM
9	WFLA-FM	WWBA-FM	WLCY-AM
10	WJYW-FM	WFLA-FM	WQXM-FM
M-F, 6-10am			
1	WFLA-AM	WFLA-AM	WFLA-AM
2	WLCY-AM	WLCY-AM	WDAE-AM
3	WRBQ-FM	WSUN-AM	WSUN-AM
4	WSUN-AM	WRBQ-FM	WQYK-FM
5	WFLA-FM	WQYK-FM	WWBA-FM
6	WYNF-FM	WDAE-AM	WLCY-AM
7	WQYK-FM	WJYW-FM	WFLA-FM
8	WDAE-AM	WYNF-FM	WRBQ-FM
9	WWBA-FM	WWBA-FM	WTMP-AM
10	WTMP-AM	WFLA-FM	WQXM-FM
M-F, 3-7pm			
1	WLCY-AM	WLCY-AM	WQYK-FM
2	WRBQ-FM	WRBQ-FM	WFLA-AM
3	WSUN-AM	WSUN-AM	WSUN-AM
4	WQYK-FM	WFLA-AM	WWBA-FM
5	WYNF-FM	WQYK-FM	WRBQ-FM
6	WWBA-FM	WDAE-AM	WJYW-FM
7	WFLA-AM	WJYW-FM	WDAE-AM
8	WFLA-FM	WYNF-FM	WTMP-AM
9	WQXM-FM	WWBA-FM	WLCY-AM
10	WJYW-FM	WQXM-FM	WFLA-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 12466

	A/M '78		O/N '78		A/M '79	
1	WLCY-AM	2702	WFLA-AM	2989	WWBA-FM	2470
2	WFLA-AM	2382	WLCY-AM	2492	WFLA-AM	2286
3	WSUN-AM	2370	WWBA-FM	2193	WSUN-AM	2166
4	WYNF-FM	1887	WSUN-AM	2079	WRBQ-FM	2084
5	WWBA-FM	1811	WRBQ-FM	2057	WQYK-FM	1932
6	WRBQ-FM	1804	WYNF-FM	1780	WLCY-AM	1795
7	WWBA-AM	1609	WJYW-FM	1686	WFLA-FM	1730
8	WFLA-FM	1565	WDAE-AM	1659	WDAE-AM	1709
9	WJYW-FM	1435	WFLA-FM	1610	WJYW-FM	1658
10	WQXM-FM	1343	WWBA-AM	1595	WQXM-FM	1611
M-F, 6-10am						
1	WSUN-AM		WFLA-AM		WFLA-AM	
2	WLCY-AM		WLCY-AM		WSUN-AM	
3	WFLA-AM		WSUN-AM		WWBA-FM	
4	WRBQ-FM		WWBA-FM		WRBQ-FM	
5	WWBA-AM		WRBQ-FM		WDAE-AM	
6	WYNF-FM		WWBA-AM		WLCY-AM	
7	WWBA-FM		WDAE-AM		WWBA-AM	
8	WFLA-FM		WFLA-FM		WFLA-FM	
9	WQXM-FM		WJYW-FM		WQXM-FM	
10	WDAE-AM		WYNF-FM		WQYK-FM	
M-F, 3-7pm						
1	WLCY-AM		WLCY-AM		WWBA-FM	
2	WSUN-AM		WWBA-FM		WRBQ-FM	
3	WRBQ-FM		WFLA-AM		WFLA-AM	
4	WWBA-FM		WRBQ-FM		WSUN-AM	
5	WFLA-AM		WSUN-AM		WLCY-AM	
6	WYNF-FM		WYNF-FM		WQXM-FM	
7	WWBA-AM		WJYW-FM		WJYW-FM	
8	WQXM-FM		WQXM-FM		WFLA-FM	
9	WFLA-FM		WFLA-FM		WQYK-FM	
10	WJYW-FM		WDAE-AM		WDAE-AM	

Teens
M-S, 6am-Midnight
POP(00): 1244

	A/M '78	O/N '78	A/M '79
1	WLCY-AM	WLCY-AM	WRBQ-FM
2	WYNF-FM	WYNF-FM	WLCY-AM
3	WRBQ-FM	WRBQ-FM	WYNF-FM
4	WQXM-FM	WQXM-FM	WQXM-FM
5	WOKF-FM	WOKF-FM	WOKF-FM
6	WTMP-AM	WFSO-AM	WTMP-AM
7	WFLA-AM	WTMP-AM	WDAE-AM
8	WQYK-FM	WDAE-AM	WQYK-FM
9	WRXB-AM	WFLA-AM	WFLA-AM
10	WSUN-AM	WSUN-AM	WJYW-FM
M-F, 6-10am			
1	WYNF-FM	WLCY-AM	WRBQ-FM
2	WLCY-AM	WYNF-FM	WYNF-FM
3	WRBQ-FM	WRBQ-FM	WQXM-FM
4	WQXM-FM	WQXM-FM	WLCY-AM
5	WTMP-AM	WTMP-AM	WOKF-FM
6	WOKF-FM	WOKF-FM	WTMP-AM
7	WQYK-FM	WFSO-AM	WDAE-AM
8	WFLA-AM	WDAE-AM	WFLA-AM
9	WRXB-AM	WSUN-AM	WQYK-FM
10	WSUN-AM	WQYK-FM	WWBA-FM
M-F, 3-7pm			
1	WLCY-AM	WLCY-AM	WLCY-AM
2	WYNF-FM	WRBQ-FM	WRBQ-FM
3	WRBQ-FM	WYNF-FM	WQXM-FM
4	WQXM-FM	WQXM-FM	WYNF-FM
5	WOKF-FM	WTMP-AM	WTMP-AM
6	WRXB-AM	WOKF-FM	WOKF-FM
7	WTMP-AM	WFSO-AM	WQYK-FM
8	WFLA-AM	WQSR-FM	WJYW-FM
9	WQYK-FM	WQYK-FM	WQSR-FM
10	WDAE-AM	WSUN-AM	WFLA-AM

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WRVA, WRVQ, Richmond, VA•WSGN, Birmingham, AL•

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Continued

Adults 18-34
M-S, 6am-Midnight
POP(00): 3179

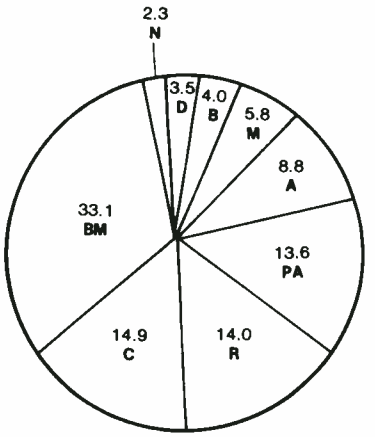
	A/M '78	O/N '78	A/M '78
1	WLCY-AM	WRBQ-FM	WRBQ-FM
2	WRBQ-FM	WLCY-AM	WQXM-FM
3	WQXM-FM	WYNF-FM	WLCY-AM
4	WYNF-FM	WQXM-FM	WYNF-FM
5	WFLA-AM	WFLA-AM	WQSR-FM
6	WOKF-FM	WQSR-FM	WQYK-FM
7	WQYK-FM	WOKF-FM	WDAE-AM
8	WQSR-FM	WQYK-FM	WFLA-AM
9	WSUN-AM	WDAE-AM	WOKF-FM
10	WTMP-AM	WTMP-AM	WTMP-AM
M-F, 6-10am			
1	WLCY-AM	WLCY-AM	WRBQ-FM
2	WRBQ-FM	WRBQ-FM	WQXM-FM
3	WQXM-FM	WQXM-FM	WLCY-AM
4	WFLA-AM	WYNF-FM	WDAE-AM
5	WYNF-FM	WFLA-AM	WFLA-AM
6	WOKF-FM	WDAE-AM	WQSR-FM
7	WSUN-AM	WSUN-AM	WYNF-FM
8	WTMP-AM	WQYK-FM	WTMP-AM
9	WQYK-FM	WOKF-FM	WQYK-FM
10	WQSR-FM	WTMP-AM	WOKF-FM
M-F, 3-7pm			
1	WLCY-AM	WRBQ-FM	WRBQ-FM
2	WQXM-FM	WLCY-AM	WQXM-FM
3	WRBQ-FM	WQXM-FM	WLCY-AM
4	WYNF-FM	WYNF-FM	WQSR-FM
5	WFLA-AM	WFLA-AM	WDAE-AM
6	WQYK-FM	WQSR-FM	WYNF-FM
7	WOKF-FM	WOKF-FM	WQYK-FM
8	WTMP-AM	WQYK-FM	WOKF-FM
9	WSUN-AM	WDAE-AM	WFLA-AM
10	WQSR-FM	WSUN-AM	WTMP-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 3669

	A/M '78	O/N '78	A/M '79
1	WLCY-AM	WFLA-AM	WFLA-AM
2	WRBQ-FM	WLCY-AM	WQYK-FM
3	WFLA-AM	WRBQ-FM	WSUN-AM
4	WSUN-AM	WSUN-AM	WDAE-AM
5	WYNF-FM	WDAE-AM	WRBQ-FM
6	WQYK-FM	WQYK-FM	WLCY-AM
7	WDAE-AM	WYNF-FM	WWBA-FM
8	WFLA-FM	WJYW-FM	WFLA-FM
9	WWBA-FM	WFLA-FM	WQXM-FM
10	WJYW-FM	WWBA-FM	WYNF-FM
M-F, 6-10am			
1	WFLA-AM	WFLA-AM	WFLA-AM
2	WLCY-AM	WLCY-AM	WDAE-AM
3	WRBQ-FM	WSUN-AM	WSUN-AM
4	WSUN-AM	WRBQ-FM	WRBQ-FM
5	WYNF-FM	WDAE-AM	WLCY-AM
6	WQYK-FM	WQYK-FM	WWBA-FM
7	WDAE-AM	WYNF-FM	WQYK-FM
8	WFLA-FM	WJYW-FM	WFLA-FM
9	WWBA-FM	WWBA-FM	WQXM-FM
10	WQXM-FM	WFLA-FM	WQSR-FM
M-F, 3-7pm			
1	WLCY-AM	WLCY-AM	WSUN-AM
2	WRBQ-FM	WFLA-AM	WFLA-AM
3	WSUN-AM	WSUN-AM	WQYK-FM
4	WFLA-AM	WRBQ-FM	WRBQ-FM
5	WYNF-FM	WDAE-AM	WDAE-AM
6	WQYK-FM	WYNF-FM	WLCY-AM
7	WDAE-AM	WQYK-FM	WWBA-FM
8	WWBA-FM	WJYW-FM	WQXM-FM
9	WFLA-FM	WQXM-FM	WQSR-FM
10	WJYW-FM	WWBA-FM	WJYW-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Terre Haute

METRO RANK **149**

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 1438

	A/M '77		A/M '78		A/M '79	
1	WTHI-AM	19.9	WBOW-AM	20.8	WTHI-AM(C)	16.7
2	WBOW-AM	16.4	WTHI-AM	18.4	WPFR-FM(A)	16.2
3	WAAC-AM	10.0	WTHI-FM	12.7	WTHI-FM(BM)	15.3
4	WTHI-FM	10.0	WVTS-FM	8.5	WBOW-AM(PA)	14.4
5	WWCM-AF	8.0	WWCM-AF	8.0	WVTS-FM(PA)	6.5
6	WPFR-FM	8.0	WAAC-AM	4.7	WWCM-AF(C)	4.6
7	WVTS-FM	7.0	WPFR-FM	4.7	WACF-FM(C)	3.7
8	WBOQ-FM	5.5	WBOQ-FM	4.2	WAAC-AM(PA)	2.3
9	WLS -AM	3.0	WLS -AM	3.8	WLS -AM(R)	2.3
10	WNDI-AM	1.5	WACF-FM	1.4	WBOQ-FM(A)	2.3
11	WPRS-AM	1.0	WAXI-FM	1.4	WWVR-FM(RL)	2.3
12	WWVR-FM	0.5	WIBC-AM	0.5	WNDI-AM(C)	1.9
13	WACF-FM	0.5	WWVR-FM	0.5	WIAI-FM(C)	0.9
14	WITY-AM	0.5			WGN -AM(PA)	0.5
15	WIAI-FM	0.5			WIBC-AM(PA)	0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1438

	A/M '77		A/M '78		A/M '79	
1	WTHI-AM		WBOW-AM	44	WTHI-AM	36
2	WBOW-AM		WTHI-AM	39	WPFR-FM	35
3	WAAC-AM		WTHI-FM	27	WTHI-FM	33
4	WTHI-FM		WVTS-FM	18	WBOW-AM	31
5	WWCM-AF		WWCM-AF	17	WVTS-FM	14
M-F, 6-10am						
1	WTHI-AM		WBOW-AM		WTHI-AM	
2	WBOW-AM		WTHI-AM		WBOW-AM	
3	WAAC-AM		WTHI-FM		WTHI-FM	
4	WTHI-FM		WWCM-AF		WPFR-FM	
5	WWCM-AF		WAAC-AM		WWCM-AF	
M-F, 3-7pm						
1	WTHI-AM		WBOW-AM		WPFR-FM	
2	WBOW-AM		WTHI-FM		WTHI-AM	
3	WTHI-FM		WTHI-AM		WTHI-FM	
4	WPFR-FM		WVTS-FM		WBOW-AM	
5	WVTS-FM		WWCM-AF		WACF-FM	
Teens						
M-S, 6am-Midnight						
POP(00): 167						
	A/M '77		A/M '78		A/M '79	
1	WBOW-AM		WBOW-AM		WPFR-FM	
2	WPFR-FM		WPFR-FM		WBOW-AM	
3	WVTS-FM		WTHI-AM		WLS -AM	
4	WTHI-AM		WLS -AM		WTHI-AM	
5	WLS -AM		WWCM-AF		WTHI-FM	
M-F, 6-10am						
1	WBOW-AM		WBOW-AM		WPFR-FM	
2	WVTS-FM		WTHI-AM		WBOW-AM	
3	WTHI-AM		WPFR-FM		WTHI-AM	
4	WLS -AM		WTHI-FM		WWCM-AF	
5	WTHI-FM		WVTS-FM		WVTS-FM	
M-F, 3-7pm						
1	WBOW-AM		WBOW-AM		WPFR-FM	
2	WPFR-FM		WPFR-FM		WBOW-AM	
3	WVTS-FM		WLS -AM		WLS -AM	
4	WLS -AM		WVTS-FM		WVTS-FM	
5	WTHI-AM		WBOQ-FM		WBOQ-FM	
Adults 18-34						
M-S, 6am-Midnight						
POP(00): 499						
	A/M '77		A/M '78		A/M '79	
1	WBOW-AM		WBOW-AM		WPFR-FM	
2	WTHI-AM		WVTS-FM		WBOW-AM	
3	WPFR-FM		WTHI-AM		WTHI-AM	
4	WVTS-FM		WBOQ-FM		WVTS-FM	
5	WBOQ-FM		WPFR-FM		WACF-FM	

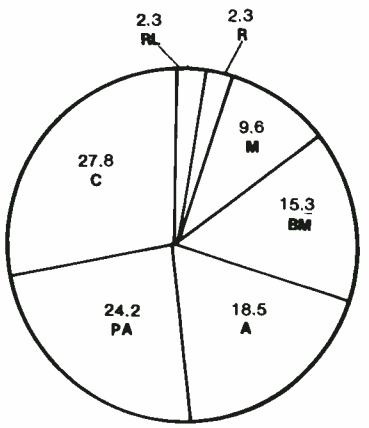
M-F, 6-10am			
1	WBOW-AM	WBOW-AM	WBOW-AM
2	WTHI-AM	WVTS-FM	WTHI-AM
3	WBOQ-FM	WTHI-AM	WPFR-FM
4	WVTS-FM	WWCM-AF	WVTS-FM
5	WTHI-FM	WBOQ-FM	WACF-FM
M-F, 3-7pm			
1	WTHI-AM	WBOW-AM	WPFR-FM
2	WBOW-AM	WVTS-FM	WBOW-AM
3	WPFR-FM	WTHI-AM	WTHI-AM
4	WVTS-FM	WBOQ-FM	WACF-FM
5	WBOQ-FM	WPFR-FM	WVTS-FM
Adults 25-49			
M-S, 6am-Midnight			
POP(00): 478			
	A/M '77	A/M '78	A/M '78
1	WTHI-AM	WBOW-AM	WTHI-AM
2	WBOW-AM	WTHI-AM	WBOW-AM
3	WTHI-FM	WTHI-FM	WTHI-FM
4	WBOQ-FM	WWCM-AF	WVTS-FM
5	WWCM-AF	WVTS-FM	WPFR-FM
M-F, 6-10am			
1	WTHI-AM	WTHI-AM	WTHI-AM
2	WBOW-AM	WBOW-AM	WBOW-AM
3	WTHI-FM	WWCM-AF	WWCM-AF
4	WBOQ-FM	WTHI-FM	WVTS-FM
5	WWCM-AF	WVTS-FM	WTHI-FM
M-F, 3-7pm			
1	WTHI-AM	WBOW-AM	WTHI-AM
2	WBOW-AM	WTHI-FM	WBOW-AM
3	WTHI-FM	WTHI-AM	WTHI-FM
4	WBOQ-FM	WWCM-AF	WVTS-FM
5	WWCM-AF	WVTS-FM	WPFR-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1438

	A/M '77		A/M '78		A/M '79	
1	WBOW-AM	592	WBOW-AM	595	WBOW-AM	499
2	WTHI-AM	475	WTHI-AM	528	WTHI-AM	409
3	WVTS-FM	322	WTHI-FM	339	WTHI-FM	381
4	WTHI-FM	264	WVTS-FM	322	WPFR-FM	359
5	WWCM-AF	238	WWCM-AF	260	WVTS-FM	245
M-F, 6-10am						
1	WBOW-AM		WBOW-AM		WBOW-AM	
2	WTHI-AM		WTHI-AM		WTHI-AM	
3	WTHI-FM		WTHI-FM		WTHI-FM	
4	WWCM-AF		WVTS-FM		WPFR-FM	
5	WAAC-AM		WWCM-AF		WWCM-AF	
M-F, 3-7pm						
1	WBOW-AM		WBOW-AM		WPFR-FM	
2	WTHI-AM		WTHI-AM		WTHI-AM	
3	WTHI-FM		WTHI-FM		WBOW-AM	
4	WVTS-FM		WVTS-FM		WTHI-FM	
5	WPFR-FM		WPFR-FM		WVTS-FM	
Teens						
M-S, 6am-Midnight						
POP(00): 167						
	A/M '77		A/M '78		A/M '79	
1	WBOW-AM		WBOW-AM		WPFR-FM	
2	WVTS-FM		WPFR-FM		WBOW-AM	
3	WPFR-FM		WTHI-AM		WLS -AM	
4	WTHI-AM		WLS -AM		WTHI-AM	
5	WLS -AM		WVTS-FM		WVTS-FM	
M-F, 6-10am						
1	WBOW-AM		WBOW-AM		WPFR-FM	
2	WVTS-FM		WVTS-FM		WBOW-AM	
3	WTHI-AM		WTHI-AM		WTHI-AM	
4	WLS -AM		WBOQ-FM		WLS -AM	
5	WBOQ-FM		WPFR-FM		WWCM-AF	

M-F, 3-7pm			
1	WBOW-AM	WBOW-AM	WPFR-FM
2	WPFR-FM	WLS -AM	WBOW-AM
3	WVTS-FM	WVTS-FM	WLS -AM
4	WLS -AM	WPFR-FM	WVTS-FM
5	WTHI-AM	WTHI-FM	WBOQ-FM
Adults 18-34			
M-S, 6am-Midnight			
POP(00): 499			
	A/M '77	A/M '78	A/M '79
1	WBOW-AM	WBOW-AM	WBOW-AM
2	WVTS-FM	WVTS-FM	WPFR-FM
3	WTHI-AM	WPFR-FM	WVTS-FM
4	WBOQ-FM	WTHI-AM	WTHI-AM
5	WPFR-FM	WBOQ-FM	WTHI-FM
M-F, 6-10am			
1	WBOW-AM	WBOW-AM	WBOW-AM
2	WTHI-AM	WVTS-FM	WPFR-FM
3	WBOQ-FM	WTHI-AM	WTHI-AM
4	WVTS-FM	WLS -AM	WVTS-FM
5	WTHI-FM	WBOQ-FM	WLS -AM
M-F, 3-7pm			
1	WBOW-AM	WBOW-AM	WPFR-FM
2	WTHI-AM	WVTS-FM	WBOW-AM
3	WVTS-FM	WTHI-AM	WVTS-FM
4	WPFR-FM	WBOQ-FM	WTHI-AM
5	WBOQ-FM	WPFR-FM	WLS -AM
Adults 25-49			
M-S, 6am-Midnight			
POP(00): 478			
	A/M '77	A/M '78	A/M '79
1	WTHI-AM	WTHI-AM	WBOW-AM
2	WBOW-AM	WBOW-AM	WTHI-AM
3	WTHI-FM	WVTS-FM	WTHI-FM
4	WWCM-AF	WTHI-FM	WVTS-FM
5	WBOQ-FM	WWCM-AF	WPFR-FM
M-F, 6-10am			
1	WTHI-AM	WTHI-AM	WTHI-AM
2	WBOW-AM	WBOW-AM	WBOW-AM
3	WTHI-FM	WWCM-AF	WTHI-FM
4	WBOQ-FM	WVTS-FM	WWCM-AF
5	WWCM-AF	WTHI-FM	WVTS-FM
M-F, 3-7pm			
1	WTHI-AM	WTHI-AM	WTHI-AM
2	WBOW-AM	WBOW-AM	WBOW-AM
3	WTHI-FM	WTHI-FM	WTHI-FM
4	WBOQ-FM	WVTS-FM	WVTS-FM
5	WWCM-AF	WWCM-AF	WPFR-FM



Toledo

METRO RANK 48

A/M '79 Market Overview

Burkhart/Abrams "Superstars" affiliate **WIOT** vaults to become number one in market with 12+ share in mid-16 range. WIOT earned a 30 share of 18-34 adults, and scored a second place ranking for adults 25-49.

Susquehenna's Beautiful Music leader **WLQR** slipped two shares to become number two in the market. WLQR is number one with 25-49 year old adults, dominant with adults 35-64. WLQR shares declined most seriously in AM drive and the evening.

Traditionally Toledo's P/A kingpin, **WSPD** slipped in this report, but is still number three in market, 12+. WSPD is fifth with adults 25-49, second with adults 35-64. Major cause of decline was reduced male shares in AM drive.

Country **WTOD** received another bad news book, as its share declined significantly for the second straight survey. WTOD rates fourth among adults 25-49 but numbers are slipping. Female audience appeared to be the culprit as those shares dropped by a third.

Ranked third among the young adult demo of 18-34 is Top 40 rock station **WOHO**. Simulcast in AM drive with **WXEZ**, the combo ranks second in men 18-34 in the morning. Among adults 18-34, WXEZ comes in fifth place. The AM/FM Top 40 rockers are losing teen audience, contributing to their gentle decline.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 6395

	A/M '78		O/N '78		A/M '79	
1	WLQR-FM	14.8	WLQR-FM	16.8	WIOT-FM (A)	16.4
2	WTOD-AM	12.8	WSPD-AM	12.3	WLQR-FM (BM)	14.8
3	WSPD-AM	12.2	WIOT-FM	10.1	WSPD-AM (PA)	11.1
4	WOHO-AF	11.9	WTOD-AM	8.7	WOHO-AM (R)	7.7
5	WIOT-FM	9.7	WJR -AM	8.4	WJR -AM (PA)	6.6
6	WJR -AM	7.3	WOHO-AM	8.1	WTOD-AM (C)	5.9
7	CKLW-AM	6.7	WXEZ-FM	6.9	CKLW-AM (R)	4.5
8	WCWA-AM	6.3	WCWA-AM	4.2	WXEZ-FM (R)	4.2
9	WMHE-FM	4.0	CKLW-AM	4.0	WCWA-AM (PA)	3.7
10	WKLR-FM	1.3	WMHE-FM	3.2	WMHE-FM (PA)	3.4
11	WVMO-FM	1.2	WKLR-FM	1.6	WCXI-AM (C)	1.5
12	WRIF-FM	1.0	WVMO-FM	0.9	WKLR-FM (D)	1.2
13	WDEE-AM	0.7	WWWW-FM	0.8	WVMO-FM (PA)	1.0
14	WWWW-FM	0.7	WHFD-FM	0.8	WWWW-FM (A)	0.9
15	WKIQ-FM	0.5	WFOB-AM	0.8	WJYM-AM (RL)	0.9
16	WJR -FM	0.5	WRWR-FM	0.7	WFRO-FM (BM)	0.6
17			WKIQ-FM	0.5	WDEE-AM (C)	0.6
18			WJR -FM	0.5	WHND-AM (O)	0.5
19			WRIF-FM	0.4	WRWR-FM (PA)	0.5
20			WFOB-FM	0.2	WRIF-FM (A)	0.4
21					WGOR-AM (RL)	0.4
22					WJR -FM (BM)	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6395

	A/M '78		O/N '78		A/M '79	
1	WLQR-FM	154	WLQR-FM	169	WIOT-FM	174
2	WTOD-AM	133	WSPD-AM	124	WLQR-FM	157
3	WSPD-AM	127	WIOT-FM	101	WSPD-AM	117
4	WOHO-AF	123	WTOD-AM	87	WOHO-AM	82
5	WIOT-FM	101	WJR -AM	84	WJR -AM	70

M-F, 6-10am

1	WSPD-AM	WSPD-AM	WSPD-AM
2	WCWA-AM	WLQR-FM	WIOT-FM
3	WLQR-FM	WJR -AM	WOHO-AM
4	WOHO-AF	WCWA-AM	WLQR-FM
5	WTOD-AM	WIOT-FM	WCWA-AM

M-F, 3-7pm

1	WLQR-FM	WLQR-FM	WIOT-FM
2	WOHO-AF	WIOT-FM	WLQR-FM
3	WIOT-FM	WSPD-AM	WSPD-AM
4	WTOD-AM	WOHO-AM	WOHO-AM
5	WSPD-AM	WJR -AM	WTOD-AM

Teens
M-S, 6am-Midnight
POP(00): 877

	A/M '78	O/N '78	A/M '79
1	WOHO-AF	WIOT-FM	WIOT-FM
2	WIOT-FM	WOHO-AM	WOHO-AM
3	CKLW-AM	WXEZ-FM	CKLW-AM
4	WKLR-FM	CKLW-AM	WXEZ-FM
5	WLQR-FM	WKLR-FM	WMHE-FM

M-F, 6-10am

1	WOHO-AF	WIOT-FM	WIOT-FM
2	WIOT-FM	WXEZ-FM	WOHO-AM
3	CKLW-AM	CKLW-AM	CKLW-AM
4	WSPD-AM	WOHO-AM	WXEZ-FM
5	WCWA-AM	WKLR-FM	WMHE-FM

M-F, 3-7pm

1	WOHO-AF	WIOT-FM	WIOT-FM
2	WIOT-FM	WOHO-AM	WOHO-AM
3	CKLW-AM	CKLW-AM	CKLW-AM
4	WKLR-FM	WXEZ-FM	WMHE-FM
5	WLQR-FM	WKLR-FM	WXEZ-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2263

	A/M '78	O/N '78	A/M '79
1	WIOT-FM	WIOT-FM	WIOT-FM
2	WOHO-AF	WLQR-FM	WLQR-FM
3	WCWA-AM	WXEZ-FM	WOHO-AM
4	WLQR-FM	WOHO-AM	CKLW-AM
5	CKLW-AM	WMHE-FM	WXEZ-FM

M-F, 6-10am

1	WCWA-AM	WIOT-FM	WIOT-FM
2	WIOT-FM	WCWA-AM	WOHO-AM
3	WOHO-AF	WLQR-FM	WCWA-AM
4	WLQR-FM	WOHO-AM	WLQR-FM
5	CKLW-AM	WSPD-AM	WSPD-AM

M-F, 3-7pm

1	WOHO-AF	WIOT-FM	WIOT-FM
2	WIOT-FM	WLQR-FM	WLQR-FM
3	WLQR-FM	WXEZ-FM	WOHO-AM
4	CKLW-AM	WOHO-AM	CKLW-AM
5	WCWA-AM	CKLW-AM	WXEZ-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2416

	A/M '78	O/N '78	A/M '79
1	WTOD-AM	WLQR-FM	WLQR-FM
2	WLQR-FM	WTOD-AM	WIOT-FM
3	WOHO-AF	WJR -AM	WOHO-AM
4	WCWA-AM	WSPD-AM	WTOD-AM
5	WSPD-AM	WXEZ-FM	WSPD-AM

M-F, 6-10am

1	WCWA-AM	WLQR-FM	WSPD-AM
2	WLQR-FM	WSPD-AM	WCWA-AM
3	WSPD-AM	WCWA-AM	WOHO-AM
4	WTOD-AM	WJR -AM	WLQR-FM
5	WOHO-AF	WTOD-AM	WIOT-FM

M-F, 3-7pm

1	WLQR-FM	WLQR-FM	WLQR-FM
2	WTOD-AM	WJR -AM	WOHO-AM
3	WOHO-AF	WXEZ-FM	WIOT-FM
4	WIOT-FM	WSPD-AM	WSPD-AM
5	CKLW-AM	WTOD-AM	WTOD-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6395

	A/M '78		O/N '78		A/M '79	
1	WOHO-AF	1881	WSPD-AM	1895	WSPD-AM	1804
2	WSPD-AM	1850	WOHO-AM	1722	WIOT-FM	1741
3	WLQR-FM	1761	WLQR-FM	1689	WLQR-FM	1606
4	CKLW-AM	1610	WIOT-FM	1480	WOHO-AM	1464
5	WIOT-FM	1524	CKLW-AM	1368	WJR -AM	1288

M-F, 6-10am

1	WSPD-AM	WSPD-AM	WSPD-AM
2	WOHO-AF	WLQR-FM	WIOT-FM
3	WLQR-FM	WOHO-AM	WOHO-AM
4	WCWA-AM	WIOT-FM	WLQR-FM
5	WIOT-FM	WCWA-AM	CKLW-AM

M-F, 3-7pm

1	WLQR-FM	WLQR-FM	WIOT-FM
2	WIOT-FM	WIOT-FM	WLQR-FM
3	WOHO-AF	WOHO-AM	WSPD-AM
4	CKLW-AM	CKLW-AM	WOHO-AM
5	WSPD-AM	WSPD-AM	CKLW-AM

Teens
M-S, 6am-Midnight
POP(00): 877

	A/M '78	O/N '78	A/M '79
1	WOHO-AF	WIOT-FM	WIOT-FM
2	WIOT-FM	CKLW-AM	CKLW-AM
3	CKLW-AM	WXEZ-FM	WOHO-AM
4	WMHE-FM	WOHO-AM	WXEZ-FM
5	WLQR-FM	WSPD-AM	WMHE-FM

M-F, 6-10am

1	WOHO-AF	WIOT-FM	WIOT-FM
2	WIOT-FM	WOHO-AM	WOHO-AM
3	CKLW-AM	WXEZ-FM	CKLW-AM
4	WSPD-AM	CKLW-AM	WXEZ-FM
5	WCWA-AM	WSPD-AM	WMHE-FM

M-F, 3-7pm

1	WOHO-AF	WIOT-FM	WIOT-FM
2	WIOT-FM	CKLW-AM	CKLW-AM
3	CKLW-AM	WOHO-AM	WOHO-AM
4	WLQR-FM	WXEZ-FM	WMHE-FM
5	WKLR-FM	WKLR-FM	WXEZ-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2263

	A/M '78	O/N '78	A/M '79
1	WIOT-FM	WIOT-FM	WIOT-FM
2	CKLW-AM	WOHO-AM	CKLW-AM
3	WOHO-AF	CKLW-AM	WOHO-AM
4	WCWA-AM	WXEZ-FM	WXEZ-FM
5	WLQR-FM	WMHE-FM	WLQR-FM

M-F, 6-10am

1	WCWA-AM	WIOT-FM	WIOT-FM
2	WOHO-AF	CKLW-AM	WOHO-AM
3	WIOT-FM	WOHO-AM	CKLW-AM
4	CKLW-AM	WCWA-AM	WXEZ-FM
5	WLQR-FM	WLQR-FM	WCWA-AM

M-F, 3-7pm

1	WIOT-FM	WIOT-FM	WIOT-FM
2	CKLW-AM	CKLW-AM	CKLW-AM
3	WOHO-AF	WOHO-AM	WLQR-FM
4	WCWA-AM	WXEZ-FM	WMHE-FM
5	WLQR-FM	WMHE-FM	WOHO-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2416

	A/M '78	O/N '78	A/M '79
1	WLQR-FM	WLQR-FM	WLQR-FM
2	CKLW-AM	WOHO-AM	WOHO-AM
3	WSPD-AM	WSPD-AM	WSPD-AM
4	WOHO-AF	CKLW-AM	CKLW-AM
5	WCWA-AM	WXEZ-FM	WIOT-FM

M-F, 6-10am

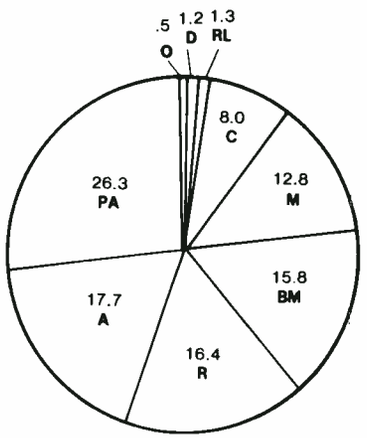
1	WCWA-AM	WLQR-FM	WSPD-AM
2	WSPD-AM	WSPD-AM	WOHO-AM
3	WLQR-FM	WCWA-AM	WCWA-AM
4	WOHO-AF	WOHO-AM	WLQR-FM
5	WTOD-AM	CKLW-AM	WTOD-AM

M-F, 3-7pm

1	WLQR-FM	WLQR-FM	WLQR-FM
2	CKLW-AM	CKLW-AM	WOHO-AM
3	WOHO-AF	WOHO-AM	WSPD-AM
4	WTOD-AM	WJR -AM	WIOT-FM
5	WCWA-AM	WSPD-AM	WTOD-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Topeka

METRO RANK **147**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1512

	A/M '77		A/M '78		A/M '79	
1	WIBW-AM	17.4	KEWI-AM	15.4	WIBW-AM(PA)	17.0
2	KSWT-FM	16.9	WIBW-AM	13.4	KDVV-FM(R)	13.4
3	KEWI-AM	16.4	KTPK-FM	11.8	KSWT-FM(BM)	12.5
4	WIBW-FM	14.1	KSWT-FM	11.4	KTPK-FM(C)	10.7
5	WREN-AM	9.4	WREN-AM	9.8	KEWI-AM(R)	9.8
6	KTPK-FM	8.0	WIBW-FM	9.8	WREN-AM(PA)	7.6
7	KTOP-AM	4.7	KYYS-FM	5.3	KYYS-FM(A)	7.1
8	WDAF-AM	3.3	WDAF-AM	4.9	WIBW-FM(R)	6.3
9	KYYS-FM	3.3	KCMO-AM	1.2	WDAF-AM(C)	4.9
10	KTOP-FM	3.3	KCMO-AM	1.2	KTOP-AM(O)	4.0
11	KCMO-AM	0.9	KDVV-FM	1.2	KCMO-AM(PA)	1.3
12					WHB -AM(R)	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1512

	A/M '77		A/M '78		A/M '79	
1	WIBW-AM	37	KEWI-AM	38	WIBW-AM	38
2	KSWT-FM	36	WIBW-AM	33	KDVV-FM	30
3	KEWI-AM	35	KTPK-FM	29	KSWT-FM	28
4	WIBW-FM	30	KSWT-FM	28	KTPK-FM	24
5	WREN-AM	20	WREN-AM	24	KEWI-AM	22

M-F, 6-10am

1	WIBW-AM	KEWI-AM	WIBW-AM
2	KEWI-AM	WIBW-AM	KDVV-FM
3	WREN-AM	WREN-AM	KTPK-FM
4	KSWT-FM	KTPK-FM	WREN-AM
5	WIBW-FM	KSWT-FM	KSWT-FM

M-F, 3-7pm

1	KSWT-FM	KEWI-AM	KDVV-FM
2	KEWI-AM	KTPK-FM	KSWT-FM
3	WIBW-FM	KSWT-FM	KEWI-AM
4	WIBW-AM	WIBW-FM	WREN-AM
5	KTPK-FM	WREN-AM	KTPK-FM

Teens
M-S, 6am-Midnight
POP(00): 201

	A/M '77	A/M '78	A/M '79
1	KEWI-AM	KEWI-AM	KDVV-FM
2	WIBW-FM	WIBW-FM	KYYS-FM
3	KYYS-FM	KYYS-FM	KEWI-AM
4	KTOP-AM	KTOP-AM	WIBW-AM
5	KTPK-FM	KTPK-FM	WIBW-FM

M-F, 6-10am

1	KEWI-AM	KEWI-AM	KDVV-FM
2	WIBW-FM	WIBW-FM	KEWI-AM
3	KTOP-AM	KYYS-FM	WIBW-FM
4	KYYS-FM	KTPK-FM	KYYS-FM
5	WREN-AM	WREN-AM	WIBW-AM

M-F, 3-7pm

1	KEWI-AM	KEWI-AM	KDVV-FM
2	WIBW-FM	WIBW-FM	KYYS-FM
3	KTOP-AM	KYYS-FM	KEWI-AM
4	KYYS-FM	KTOP-AM	KCMO-AM
5	KTPK-FM	WIBW-AM	WDAF-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 521

	A/M '77	A/M '78	A/M '79
1	WIBW-FM	KEWI-AM	KDVV-FM
2	KEWI-AM	WIBW-FM	KYYS-FM
3	KSWT-FM	KYYS-FM	KEWI-AM
4	KTPK-FM	KTPK-FM	WIBW-FM
5	WIBW-AM	KSWT-FM	KTPK-FM

M-F, 6-10am

1	KEWI-AM	KEWI-AM	KDVV-FM
2	WIBW-FM	WIBW-FM	KEWI-AM
3	KSWT-FM	KTPK-FM	KYYS-FM
4	KTPK-FM	KSWT-FM	KTPK-FM
5	WIBW-AM	WREN-AM	KTOP-AM

M-F, 3-7pm

1	WIBW-FM	KEWI-AM	WIBW-FM
2	KEWI-AM	WIBW-FM	KEWI-AM
3	KSWT-FM	KSWT-FM	KDVV-FM
4	KTPK-FM	KYYS-FM	KYYS-FM
5	KTOP-AM	KTPK-FM	KTPK-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 585

	A/M '77	A/M '78	A/M '79
1	KSWT-FM	KTPK-FM	KTPK-FM
2	KEWI-AM	KSWT-FM	WIBW-AM
3	WIBW-AM	WIBW-FM	KSWT-FM
4	WIBW-FM	KEWI-AM	WREN-AM
5	WREN-AM	WDAF-AM	WDAF-AM

M-F, 6-10am

1	WREN-AM	KTPK-FM	KTPK-FM
2	KEWI-AM	KSWT-FM	WIBW-AM
3	WIBW-AM	WREN-AM	WREN-AM
4	KSWT-FM	WDAF-AM	KSWT-FM
5	KTPK-FM	KEWI-AM	KEWI-AM

M-F, 3-7pm

1	KSWT-FM	KTPK-FM	WREN-AM
2	KEWI-AM	KSWT-FM	KTPK-FM
3	WIBW-FM	KEWI-AM	WDAF-AM
4	KTOP-AM	WIBW-FM	KSWT-FM
5	WREN-AM	WDAF-AM	KEWI-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1512

	A/M '77		A/M '78		A/M '79	
1	KEWI-AM	594	KEWI-AM	551	WIBW-AM	538
2	WIBW-AM	503	WIBW-AM	487	KEWI-AM	445
3	WIBW-FM	483	WREN-AM	443	KDVV-FM	398
4	WREN-AM	462	WIBW-FM	423	WREN-AM	395
5	KSWT-FM	384	KTPK-FM	318	KSWT-FM	360

M-F, 6-10am

1	KEWI-AM	KEWI-AM	WIBW-AM
2	WREN-AM	WREN-AM	KDVV-FM
3	WIBW-AM	WIBW-AM	KEWI-AM
4	WIBW-FM	WIBW-FM	WREN-AM
5	KSWT-FM	KTPK-FM	KSWT-FM

M-F, 3-7pm

1	KEWI-AM	KEWI-AM	KEWI-AM
2	WIBW-FM	WREN-AM	KDVV-FM
3	WREN-AM	WIBW-FM	KSWT-FM
4	KSWT-FM	KTPK-FM	WREN-AM
5	KTOP-AM	KSWT-FM	WIBW-FM

Teens
M-S, 6am-Midnight
POP(00): 201

	A/M '77	A/M '78	A/M '79
1	KEWI-AM	KEWI-AM	KDVV-FM
2	WIBW-FM	WIBW-FM	KEWI-AM
3	KTOP-AM	KYYS-FM	WIBW-FM
4	WIBW-AM	WIBW-AM	WIBW-AM
5	WREN-AM	KCMO-AM	KYYS-FM

M-F, 6-10am

1	KEWI-AM	KEWI-AM	KDVV-FM
2	WIBW-FM	WIBW-FM	KEWI-AM
3	WREN-AM	KYYS-FM	WIBW-FM
4	KTOP-AM	KTPK-FM	KYYS-FM
5	KYYS-FM	WIBW-AM	WIBW-AM

M-F, 3-7pm

1	KEWI-AM	KEWI-AM	KDVV-FM
2	WIBW-FM	WIBW-FM	KEWI-AM
3	KTOP-AM	KYYS-FM	KYYS-FM
4	KYYS-FM	KTOP-AM	WDAF-AM
5	WREN-AM	WREN-AM	WIBW-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 521

	A/M '77	A/M '78	A/M '79
1	KEWI-AM	KEWI-AM	KEWI-AM
2	WIBW-FM	WIBW-FM	KDVV-FM
3	KSWT-FM	WREN-AM	WIBW-FM
4	WREN-AM	KTPK-FM	KYYS-FM
5	WIBW-AM	KYYS-FM	WIBW-AM

M-F, 6-10am

1	KEWI-AM	KEWI-AM	KEWI-AM
2	WIBW-FM	WIBW-FM	KDVV-FM
3	KTPK-FM	WREN-AM	KYYS-FM
4	WREN-AM	KTPK-FM	WIBW-FM
5	KSWT-FM	KYYS-FM	WREN-AM

M-F, 3-7pm

1	KEWI-AM	KEWI-AM	KEWI-AM
2	WIBW-FM	WIBW-FM	WIBW-FM
3	KSWT-FM	WREN-AM	KDVV-FM
4	KTPK-FM	KYYS-FM	KYYS-FM
5	WREN-AM	WDAF-AM	KTPK-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 585

	A/M '77	A/M '78	A/M '79
1	KEWI-AM	KTPK-FM	WIBW-AM
2	WREN-AM	KEWI-AM	WREN-AM
3	WIBW-AM	WIBW-FM	KEWI-AM
4	WIBW-FM	WREN-AM	KTPK-FM
5	KSWT-FM	WIBW-AM	KSWT-FM

M-F, 6-10am

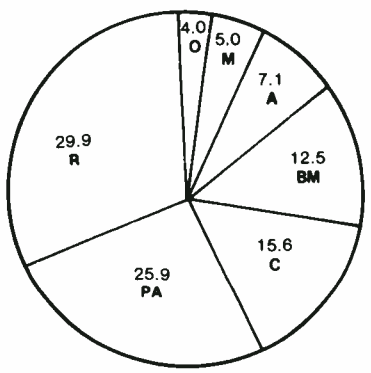
1	KEWI-AM	KTPK-FM	WREN-AM
2	WREN-AM	KEWI-AM	WIBW-AM
3	WIBW-AM	WDAF-AM	KEWI-AM
4	WIBW-FM	WREN-AM	KTPK-FM
5	KTPK-FM	WIBW-FM	KSWT-FM

M-F, 3-7pm

1	KEWI-AM	KEWI-AM	KEWI-AM
2	WIBW-FM	KTPK-FM	KTPK-FM
3	WREN-AM	WIBW-FM	WREN-AM
4	KSWT-FM	KSWT-FM	KSWT-FM
5	KTOP-AM	WREN-AM	KDVV-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Tucson

METRO RANK 73

A/M '79 Market Overview

One of the more unusual books around this sweep, as problems with ethnic (Spanish) diary return played havoc with the reliability of the estimates. Details below.

AOR station **KWFM** is the new number one station in the market. The station increased its share by 200%. KWFM ranks number one among young adults 18-34 target as well as being second with adults 25-49. Station gained with teens also. KWFM was very promotion-minded and threw an outdoor party for its listeners — which drew over 10,000 people. Having no format competition also helps when you're trying to succeed at the ratings game.

KTKT (Top 40) is the second highest-rated station in Tucson. KTKT gained more than a share, ranks second among adults 18-34. KTKT used animated TV spots, billboards, newspaper, and bus benches to promote station.

KRQQ, formerly the top station in town, dropped to the third slot in this sweep. The Top 40 station is third among adults 18-34 and suffered a significant teens decline. The crux of KRQQ problem was the decline in its young men and teen numbers.

Which brings us to **KHYT,** the Dancemusic station which came from nowhere to rank fourth 12+ with more than an 8 share. KHYT ranks fourth with adults 18-34 and is the new number one teen station. Part of the problem alluded to above has to do with KHYT's meteoric rise in this sweep.

While very probably KHYT deserves to show an improved standing in the book compared to last Fall's sweep, the diary return problem among the Hispanics may have clouded the issue. Arbitron has admitted that in this recent survey it received only half the number of usable Spanish diaries as in the O/N '78 survey. Fewer diaries mean more weighting, which means more fluctuation. Also, a four-member household listened exclusively to KHYT, contributing hundreds of quarter hours to the total listening for KHYT. The family consisted of three teenage boys and a male in his mid-30's. Given the smaller Spanish return, and the contribution of the one key household to KHYT's numbers, it may behoove the market to wait till the O/N '79 results are available before deciding if there really are strange things happening in Tucson.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 3911

	A/M '78		O/N '78		A/M '79	
1	KTKT-AM	13.9	KRQQ-FM	13.0	KWFM-FM(A)	12.6
2	KJYK-FM	12.4	KCUB-AM	12.6	KTKT-AM(R)	11.0
3	KRQQ-FM	10.0	KTKT-AM	9.8	KRQQ-FM(R)	8.4
4	KCUB-AM	8.8	KJYK-FM	7.8	KHYT-AM(D)	8.4
5	KAIR-AM	7.1	KXEW-AM	6.8	KCUB-AM(C)	7.5
6	KWFM-FM	6.6	KMGX-AM	6.5	KAIR-AM(BM)	6.5
7	KMGX-AM	5.3	KAIR-AM	6.5	KJYK-FM(BM)	6.5
8	KTUC-AM	4.4	KCEE-AM	5.3	KCEE-FM(BM)	6.0
9	KEVT-AM	4.2	KEVT-AM	5.3	KTUC-AM(N)	5.8
10	KIKX-AM	3.9	KCEE-FM	5.1	KMGX-AM(PA)	5.1
11	KCEE-FM	3.7	KIKX-AM	4.5	KCEE-AM(PA)	4.7
12	KCEE-AM	3.6	KTUC-AM	4.3	KIKX-AM(C)	4.2
13	KFLT-AM	2.4	KWFM-FM	4.2	KEVT-AM(S)	3.9
14	KXEW-AM	2.0	KNIX-FM	1.0	KFLT-AM(RL)	3.2
15	KKKQ-AF	1.2	KFLT-AM	0.8	KNDE-FM(M)	0.9
16	KHYT-AM	0.8	KHYT-AM	0.7	KNIX-FM(C)	0.5
17	KJJJ-AM	0.7	KUPD-FM	0.5		
18			KTAR-AM	0.5		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3911

	A/M '78		O/N '78		A/M '79	
1	KTKT-AM	82	KRQQ-FM	78	KWFM-FM	72
2	KJYK-FM	73	KCUB-AM	76	KTKT-AM	63
3	KRQQ-FM	59	KTKT-AM	59	KRQQ-FM	48
4	KCUB-AM	52	KJYK-FM	47	KHYT-AM	48
5	KAIR-AM	42	KXEW-AM	41	KCUB-AM	43

M-F, 6-10am

1	KTKT-AM	KCUB-AM	KTKT-AM
2	KCUB-AM	KRQQ-FM	KCUB-AM
3	KRQQ-FM	KTKT-AM	KRQQ-FM
4	KAIR-AM	KMGX-AM	KWFM-FM
5	KJYK-FM	KXEW-AM	KJYK-FM

M-F, 3-7pm

1	KTKT-AM	KRQQ-FM	KWFM-FM
2	KJYK-FM	KCUB-AM	KHYT-AM
3	KRQQ-FM	KTKT-AM	KTKT-AM
4	KWFM-FM	KJYK-FM	KRQQ-FM
5	KCUB-AM	KXEW-AM	KCUB-AM

Teens
M-S, 6am-Midnight
POP(00): 534

	A/M '78	O/N '78	A/M '79
1	KTKT-AM	KRQQ-FM	KHYT-AM
2	KRQQ-FM	KTKT-AM	KTKT-AM
3	KMGX-AM	KMGX-AM	KRQQ-FM
4	KWFM-FM	KCUB-AM	KWFM-FM
5	KIKX-AM	KWFM-FM	KMGX-AM

M-F, 6-10am

1	KRQQ-FM	KRQQ-FM	KTKT-AM
2	KTKT-AM	KTKT-AM	KHYT-AM
3	KMGX-AM	KMGX-AM	KRQQ-FM
4	KIKX-AM	KAIR-AM	KWFM-FM
5	KWFM-FM	KEVT-AM	KCUB-AM

M-F, 3-7pm

1	KRQQ-FM	KRQQ-FM	KHYT-AM
2	KTKT-AM	KTKT-AM	KRQQ-FM
3	KWFM-FM	KMGX-AM	KTKT-AM
4	KMGX-AM	KCUB-AM	KWFM-FM
5	KKKQ-AF	KJYK-FM	KCUB-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1502

	A/M '78	O/N '78	A/M '79
1	KTKT-AM	KRQQ-FM	KWFM-FM
2	KWFM-FM	KMGX-AM	KTKT-AM
3	KRQQ-FM	KXEW-AM	KRQQ-FM
4	KJYK-FM	KCUB-AM	KHYT-AM
5	KMGX-AM	KWFM-FM	KMGX-AM

M-F, 6-10am

1	KTKT-AM	KMGX-AM	KWFM-FM
2	KWFM-FM	KRQQ-FM	KRQQ-FM
3	KCUB-AM	KCUB-AM	KMGX-AM
4	KMGX-AM	KXEW-AM	KTKT-AM
5	KRQQ-FM	KIKX-AM	KIKX-AM

M-F, 3-7pm

1	KTKT-AM	KRQQ-FM	KWFM-FM
2	KWFM-FM	KXEW-AM	KTKT-AM
3	KMGX-AM	KWFM-FM	KRQQ-FM
4	KRQQ-FM	KCUB-AM	KHYT-AM
5	KJYK-FM	KMGX-AM	KMGX-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1488

	A/M '78	O/N '78	A/M '79
1	KCUB-AM	KCUB-AM	KCUB-AM
2	KJYK-FM	KXEW-AM	KTKT-AM
3	KTKT-AM	KRQQ-FM	KWFM-FM
4	KWFM-FM	KEVT-AM	KEVT-AM
5	KRQQ-FM	KMGX-AM	KRQQ-FM

M-F, 6-10am

1	KCUB-AM	KCUB-AM	KCUB-AM
2	KJYK-FM	KXEW-AM	KRQQ-FM
3	KTKT-AM	KRQQ-FM	KTUC-AM
4	KRQQ-FM	KMGX-AM	KTKT-AM
5	KMGX-AM	KTKT-AM	KWFM-FM

M-F, 3-7pm

1	KTKT-AM	KCUB-AM	KCUB-AM
2	KMGX-AM	KXEW-AM	KWFM-FM
3	KCUB-AM	KRQQ-FM	KTKT-AM
4	KWFM-FM	KMGX-AM	KRQQ-FM
5	KJYK-FM	KEVT-AM	KTUC-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3911

	A/M '78		O/N '78		A/M '79	
1	KTKT-AM	1257	KTKT-AM	1177	KTKT-AM	1251
2	KRQQ-FM	933	KRQQ-FM	1073	KRQQ-FM	930
3	KCUB-AM	669	KCUB-AM	769	KMGX-AM	682
4	KMGX-AM	644	KMGX-AM	722	KWFM-FM	662
5	KJYK-FM	552	KJYK-FM	634	KCUB-AM	604

M-F, 6-10am

1	KTKT-AM	KTKT-AM	KTKT-AM
2	KRQQ-FM	KRQQ-FM	KCUB-AM
3	KCUB-AM	KCUB-AM	KRQQ-FM
4	KMGX-AM	KMGX-AM	KWFM-FM
5	KAIR-AM	KAIR-AM	KMGX-AM

M-F, 3-7pm

1	KTKT-AM	KRQQ-FM	KTKT-AM
2	KRQQ-FM	KTKT-AM	KRQQ-FM
3	KMGX-AM	KMGX-AM	KWFM-FM
4	KCUB-AM	KCUB-AM	KCUB-AM
5	KJYK-FM	KWFM-FM	KAIR-AM

Teens
M-S, 6am-Midnight
POP(00): 534

	A/M '78	O/N '78	A/M '79
1	KTKT-AM	KTKT-AM	KTKT-AM
2	KRQQ-FM	KRQQ-FM	KRQQ-FM
3	KMGX-AM	KMGX-AM	KHYT-AM
4	KWFM-FM	KCUB-AM	KMGX-AM
5	KKKQ-AF	KHYT-AM	KWFM-FM

M-F, 6-10am

1	KTKT-AM	KTKT-AM	KTKT-AM
2	KRQQ-FM	KRQQ-FM	KRQQ-FM
3	KMGX-AM	KAIR-AM	KHYT-AM
4	KHYT-AM	KMGX-AM	KWFM-FM
5	KWFM-FM	KEVT-AM	KMGX-AM

M-F, 3-7pm

1	KTKT-AM	KTKT-AM	KTKT-AM
2	KRQQ-FM	KRQQ-FM	KRQQ-FM
3	KMGX-AM	KMGX-AM	KWFM-FM
4	KWFM-FM	KCUB-AM	KHYT-AM
5	KCUB-AM	KWFM-FM	KMGX-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1502

	A/M '78	O/N '78	A/M '79
1	KTKT-AM	KRQQ-FM	KTKT-AM
2	KRQQ-FM	KTKT-AM	KRQQ-FM
3	KMGX-AM	KMGX-AM	KWFM-FM
4	KWFM-FM	KCUB-AM	KMGX-AM
5	KCUB-AM	KWFM-FM	KHYT-AM

M-F, 6-10am

1	KTKT-AM	KRQQ-FM	KTKT-AM
2	KWFM-FM	KMGX-AM	KWFM-FM
3	KMGX-AM	KTKT-AM	KMGX-AM
4	KRQQ-FM	KCUB-AM	KRQQ-FM
5	KCUB-AM	KWFM-FM	KCUB-AM

M-F, 3-7pm

1	KTKT-AM	KRQQ-FM	KRQQ-FM
2	KRQQ-FM	KMGX-AM	KWFM-FM
3	KMGX-AM	KTKT-AM	KTKT-AM
4	KWFM-FM	KWFM-FM	KMGX-AM
5	KCUB-AM	KIKX-AM	KHYT-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1488

	A/M '78	O/N '78	A/M '79
1	KTKT-AM	KTKT-AM	KTKT-AM
2	KRQQ-FM	KRQQ-FM	KRQQ-FM
3	KCUB-AM	KCUB-AM	KCUB-AM
4	KMGX-AM	KMGX-AM	KMGX-AM
5	KJYK-FM	KCEE-AM	KWFM-FM

M-F, 6-10am

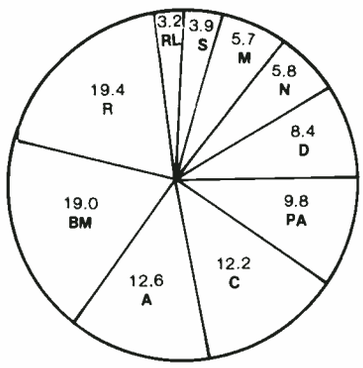
1	KCUB-AM	KCUB-AM	KCUB-AM
2	KTKT-AM	KRQQ-FM	KTKT-AM
3	KRQQ-FM	KMGX-AM	KMGX-AM
4	KMGX-AM	KTKT-AM	KWFM-FM
5	KWFM-FM	KXEW-AM	KRQQ-FM

M-F, 3-7pm

1	KTKT-AM	KRQQ-FM	KCUB-AM
2	KRQQ-FM	KTKT-AM	KRQQ-FM
3	KMGX-AM	KMGX-AM	KTKT-AM
4	KCUB-AM	KCUB-AM	KMGX-AM
5	KJYK-FM	KXEW-AM	KWFM-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Waco

METRO RANK 156

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1322

	A/M '77		A/M '78		A/M '79	
1	KHOO-FM	16.5	KWTX-FM	16.3	KWTX-FM(BM)	15.3
2	KWTX-FM	15.9	WACO-AM	13.2	KNFO-FM(PA)	14.3
3	WACO-AM	12.6	KHOO-FM	12.6	WBAP-AM(C)	12.7
4	KRZI-AM	12.1	KRZI-AM	12.1	KWTX-AM(PA)	12.2
5	WBAP-AM	12.1	KWTX-AM	11.6	KHOO-FM(C)	10.6
6	KWTX-AM	10.4	WBAP-AM	10.0	WACO-AM(R)	9.5
7	KKIK-AM	4.9	KKIK-AM	4.2	KRZI-AM(R)	7.4
8	KRLD-AM	3.3	WFAA-AM	2.6	KKIK-AM(C)	4.8
9	KEFC-FM	1.6	KRLD-AM	1.6	KRLD-AM(PA)	2.1
10	WFAA-AM	1.1	KNFO-FM	1.6	KZEW-FM(A)	1.1
11	KTON-AF	1.1	KKDA-AM	1.1	KVIL-FM(PA)	1.1
12	KTON-AM	1.1	KTON-AF	1.1	WFAA-AM(N)	1.1
13	KZEW-FM	1.1	KTON-AM	1.1	KIXS-AF(R)	0.5
14	KAFM-FM	1.1	KZEW-FM	0.5	KOAX-FM(BM)	0.5
15	KVIL-AF	0.5	KAFM-FM	0.5		
16	KVIL-AM	0.5				

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 1322

	A/M '77	A/M '78	A/M '79
1	KHOO-FM 30	KWTX-FM 31	KWTX-FM 29
2	KWTX-FM 29	WACO-AM 25	KNFO-FM 27
3	WACO-AM 23	KHOO-FM 24	WBAP-AM 24
4	KRZI-AM 22	KRZI-AM 23	KWTX-AM 23
5	WBAP-AM 22	KWTX-AM 22	KHOO-FM 20
M-F, 6-10am			
1	KWTX-AM	KWTX-FM	KWTX-AM
2	KWTX-FM	KWTX-AM	KWTX-FM
3	KHOO-FM	WACO-AM	WBAP-AM
4	WACO-AM	KHOO-FM	KHOO-FM
5	KRZI-AM	KRZI-AM	WACO-AM
M-F, 3-7pm			
1	KHOO-FM	KWTX-FM	KWTX-FM
2	KWTX-FM	KHOO-FM	KNFO-FM
3	KRZI-AM	KRZI-AM	WBAP-AM
4	WACO-AM	WACO-AM	KHOO-FM
5	WBAP-AM	KWTX-AM	KWTX-AM

Teens

M-S, 6am-Midnight
POP(00): 167

	A/M '77	A/M '78	A/M '79
1	KRZI-AM	KRZI-AM	KNFO-FM
2	WACO-AM	WACO-AM	KRZI-AM
3	KHOO-FM	KHOO-FM	WACO-AM
4	KWTX-FM	KKDA-AM	KIXS-AF
5	KZEW-FM	KWTX-AM	KWTX-AM
M-F, 6-10am			
1	KRZI-AM	WACO-AM	KNFO-FM
2	WACO-AM	KRZI-AM	WACO-AM
3	KHOO-FM	KHOO-FM	KRZI-AM
4	WBAP-AM	KKDA-AM	KWTX-AM
5	KWTX-AM	WBAP-AM	KZEW-FM
M-F, 3-7pm			
1	KRZI-AM	KRZI-AM	KNFO-FM
2	WACO-AM	WACO-AM	KRZI-AM
3	KHOO-FM	KHOO-FM	WACO-AM
4	KWTX-FM	KKIK-AM	KHOO-FM
5	KZEW-FM	KZEW-FM	KIXS-AF

Adults 18-34

M-S, 6am-Midnight
POP(00): 428

	A/M '77	A/M '78	A/M '79
1	KHOO-FM	KRZI-AM	KNFO-FM
2	WACO-AM	WACO-AM	WBAP-AM
3	KRZI-AM	KHOO-FM	KRZI-AM
4	WBAP-AM	WBAP-AM	WACO-AM
5	KWTX-FM	KWTX-FM	KHOO-FM
M-F, 6-10am			
1	WACO-AM	WACO-AM	KNFO-FM
2	KHOO-FM	KRZI-AM	KRZI-AM
3	KRZI-AM	KHOO-FM	WBAP-AM
4	WBAP-AM	KWTX-FM	WACO-AM
5	KWTX-AM	WBAP-AM	KHOO-FM
M-F, 3-7pm			
1	KHOO-FM	KRZI-AM	KNFO-FM
2	KRZI-AM	WACO-AM	WBAP-AM
3	WACO-AM	KHOO-FM	KRZI-AM
4	WBAP-AM	WBAP-AM	KHOO-FM
5	KWTX-AM	KWTX-AM	WACO-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 458

	A/M '77	A/M '78	A/M '79
1	KHOO-FM	KHOO-FM	WBAP-AM
2	WBAP-AM	KWTX-FM	KHOO-FM
3	KRZI-AM	WACO-AM	KNFO-FM
4	KWTX-FM	WBAP-AM	KWTX-FM
5	WACO-AM	KRZI-AM	KRZI-AM
M-F, 6-10am			
1	KHOO-FM	KHOO-FM	WBAP-AM
2	KRZI-AM	WACO-AM	KHOO-FM
3	WBAP-AM	KWTX-FM	KNFO-FM
4	KWTX-AM	WBAP-AM	KRZI-AM
5	WACO-AM	KRZI-AM	KWTX-FM
M-F, 3-7pm			
1	KHOO-FM	KHOO-FM	WBAP-AM
2	WBAP-AM	KWTX-FM	KHOO-FM
3	KWTX-FM	KWTX-FM	KNFO-FM
4	KRZI-AM	WBAP-AM	KWTX-FM
5	WACO-AM	KRZI-AM	KRZI-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 1322

	A/M '77		A/M '78		A/M '79	
1	WACO-AM	497	WACO-AM	480	KWTX-AM	404
2	KRZI-AM	418	KWTX-AM	400	WACO-AM	392
3	KWTX-AM	337	KRZI-AM	376	KWTX-FM	338
4	KHOO-FM	314	KWTX-FM	362	KRZI-AM	336
5	WBAP-AM	314	KHOO-FM	333	KNFO-FM	335
M-F, 6-10am						
1	KRZI-AM		WACO-AM		KWTX-AM	
2	WACO-AM		KWTX-AM		WACO-AM	
3	KWTX-AM		KRZI-AM		WBAP-AM	
4	WBAP-AM		KWTX-FM		KNFO-FM	
5	KHOO-FM		KHOO-FM		KWTX-FM	
M-F, 3-7pm						
1	KRZI-AM		WACO-AM		KNFO-FM	
2	WACO-AM		KRZI-AM		KWTX-FM	
3	KWTX-FM		KWTX-FM		KRZI-AM	
4	KHOO-FM		KHOO-FM		KWTX-AM	
5	KWTX-AM		KWTX-AM		WACO-AM	

Teens

M-S, 6am-Midnight
POP(00): 167

	A/M '77	A/M '78	A/M '79
1	KRZI-AM	WACO-AM	KRZI-AM
2	WACO-AM	KRZI-AM	WACO-AM
3	KHOO-FM	KHOO-FM	KNFO-FM
4	WBAP-AM	WBAP-AM	KWTX-AM
5	KKIK-AM	KWTX-AM	WBAP-AM
M-F, 6-10am			
1	KRZI-AM	WACO-AM	KNFO-FM
2	WACO-AM	KRZI-AM	WACO-AM
3	KHOO-FM	WBAP-AM	KRZI-AM
4	WBAP-AM	KHOO-FM	KWTX-AM
5	KWTX-AM	KKDA-AM	WBAP-AM
M-F, 3-7pm			
1	KRZI-AM	KRZI-AM	KNFO-FM
2	WACO-AM	WACO-AM	KRZI-AM
3	KHOO-FM	KHOO-FM	WACO-AM
4	WBAP-AM	KKIK-AM	KWTX-AM
5	KWTX-FM	KZEW-FM	KHOO-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 428

	A/M '77	A/M '78	A/M '79
1	WACO-AM	KRZI-AM	KNFO-FM
2	KRZI-AM	WACO-AM	KRZI-AM
3	KHOO-FM	KHOO-FM	WBAP-AM
4	WBAP-AM	KWTX-FM	WACO-AM
5	KWTX-FM	WBAP-AM	KHOO-FM
M-F, 6-10am			
1	KRZI-AM	WACO-AM	KNFO-FM
2	WACO-AM	KRZI-AM	WBAP-AM
3	KHOO-FM	KHOO-FM	KRZI-AM
4	WBAP-AM	KWTX-FM	WACO-AM
5	KKIK-AM	WBAP-AM	KHOO-FM
M-F, 3-7pm			
1	KRZI-AM	WACO-AM	KNFO-FM
2	WACO-AM	KRZI-AM	WBAP-AM
3	KHOO-FM	KHOO-FM	KRZI-AM
4	WBAP-AM	WBAP-AM	WACO-AM
5	KWTX-FM	KKIK-AM	KHOO-FM

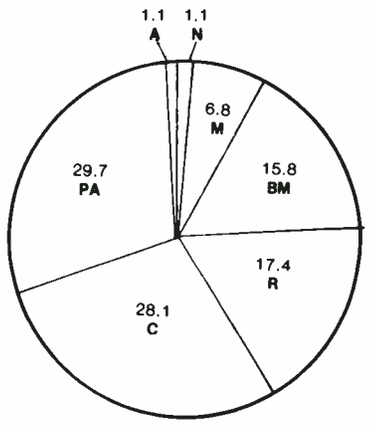
Adults 25-49

M-S, 6am-Midnight
POP(00): 458

	A/M '77	A/M '78	A/M '79
1	WACO-AM	KHOO-FM	WBAP-AM
2	KHOO-FM	WACO-AM	KHOO-FM
3	KRZI-AM	KWTX-FM	KRZI-AM
4	WBAP-AM	KRZI-AM	KWTX-AM
5	KWTX-FM	WBAP-AM	KWTX-FM
M-F, 6-10am			
1	KRZI-AM	WACO-AM	WBAP-AM
2	KHOO-FM	KHOO-FM	KHOO-FM
3	WBAP-AM	KWTX-FM	KRZI-AM
4	WACO-AM	KRZI-AM	WACO-AM
5	KWTX-AM	WBAP-AM	KWTX-AM
M-F, 3-7pm			
1	KRZI-AM	KHOO-FM	WBAP-AM
2	KHOO-FM	KWTX-FM	KHOO-FM
3	KWTX-FM	WACO-AM	KWTX-FM
4	WBAP-AM	KRZI-AM	KRZI-AM
5	WACO-AM	WBAP-AM	KWTX-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Washington, DC

METRO RANK 8

A/M '79 Market Overview

From our "we shall overcome" department, **WPGC-AM-FM** finally surpassed P/A fixture **WMAL** in 12+ share to lead the market. The Top 40 rocker has broad demo popularity, is number one with teens, adults 18-34, and adults 25-49. WPGC aired the "Mystery Voice Contest," giving away a Mustang and $1000 cash.

ABC's WMAL skews older than WPGC, but still ranks second in adults 25-49. The AM drive air team of **Hardin & Weaver** is a Washington institution, as WMAL owns 17 share of the morning drive pie. Station needs to broaden demos in order to restore 12+ leadership.

Greater Media's **WGAY-AM-FM** had an up book, ranking third in overall share. Beautiful Music sound landed stations in fourth spot in popularity among adults 25-49.

WASH (P/A) enjoyed an up book. WASH was third in appeal to adults 25-49, also came in third in rankings for adults 18-34. The **Metromedia** station gave away trips to Disneyworld as an on-air promotion.

AOR leader **WWDC (DC101)** back on the right track after several down books. It helped that ABC's FM, **WRQX,** switched from AOR to Top 40, thus abandoning a chunk of AOR listeners who probably went back to the familiar WWDC-FM. DC101 ranked fourth 18-34 adults, third with men 18-34.

Black-formatted **WOL** was the only Black station to have an up book in the Spring. WOL has now enjoyed two consecutive upswings as male shares increased in this book. WOL promoted extensively, giving away $9000 worth of food and using its "Treasure Truck" to help keep the station visible in the market.

Remember that many of the Washington, DC area stations ran on-air diary annoucements during the Arbitron sweep.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 24981

	A/M '78		O/N '78		J/F '79		A/M '79	
1	WMAL-AM	10.1	WMAL-AM	11.2	WMAL-AM	10.6	WPGC-FM (R)	9.8
2	WPGC-AF	9.2	WPGC-AF	11.2	WPGC-AF	10.5	WMAL-AM (PA)	9.5
3	WPGC-FM	7.8	WPGC-FM	9.1	WPGC-FM	9.4	WGAY-FM (BM)	8.0
4	WASH-FM	6.6	WGAY-FM	7.0	WGAY-FM	7.0	WOOK-FM (B)	6.0
5	WOOK-FM	6.5	WOOK-FM	6.6	WOOK-FM	6.8	WHUR-FM (B)	5.9
6	WGAY-FM	5.8	WASH-FM	5.7	WHUR-FM	6.4	WASH-FM (PA)	5.7
7	WHUR-FM	5.4	WHUR-FM	4.7	WWDC-FM	4.7	WWDC-FM (A)	5.3
8	WJMD-FM	5.2	WJMD-FM	4.6	WTOP-AM	4.5	WJMD-FM (BM)	4.6
9	WWDC-FM	4.0	WWDC-FM	4.3	WJMD-FM	4.4	WTOP-AM (N)	4.2
10	WMZQ-FM	4.0	WRC -AM	3.5	WASH-FM	4.2	WOL -AM (B)	3.4
11	WTOP-AM	3.7	WRQX-FM	3.5	WRC -AM	3.7	WMZQ-FM (C)	3.0
12	WRQX-FM	3.7	WTOP-AM	3.3	WMZQ-FM	3.5	WPIK-AM (C)	3.0
13	WGMS-AF	3.5	WKYS-FM	3.2	WGMS-AF	3.4	WAVA-FM (A)	2.8
14	WRC -AM	3.2	WMZQ-FM	3.1	WKYS-FM	3.0	WGMS-FM (CL)	2.6
15	WKYS-FM	2.5	WGMS-AF	2.9	WOL -AM	2.8	WRC -AM (N)	2.5
16	WPIK-AM	2.5	WEZR-FM	2.7	WRQX-FM	2.6	WKYS-FM (D)	2.4
17	WGAY-AM	2.4	WGMS-FM	2.4	WGMS-FM	2.3	WRQX-FM (R)	2.1
18	WWDC-AM	2.4	WOL -AM	2.2	WYCB-AM	2.1	WWDC-AM (PA)	1.5
19	WGMS-FM	2.2	WPGC-AM	2.1	WAVA-FM	2.0	WHFS-FM (A)	1.5
20	WEZR-FM	2.1	WWDC-AM	2.0	WEZR-FM	1.8	WUST-AM (BL)	1.5
21	WOL -AM	2.1	WPIK-AM	1.8	WWDC-AM	1.6	WEZR-FM (BM)	1.3
22	WAVA-FM	1.7	WHFS-FM	1.7	WUST-AM	1.4	WPGC-AM (R)	1.3
23	WUST-AM	1.5	WAVA-FM	1.4	WXRA-FM	1.3	WYCB-AM (BL)	1.3
24	WPGC-AM	1.4	WUST-AM	1.3	WGMS-AM	1.1	WGAY-AM (BM)	0.9
25	WGMS-AM	1.3	WGAY-AM	1.1	WPGC-AM	1.1	WXRA-FM (C)	0.8
26	WETA-FM	1.3	WXRA-FM	0.9	WHFS-FM	1.0	WEAM-AM (R)	0.8
27	WEAM-AM	1.2	WYCB-AM	0.7	WPIK-AM	0.8	WGMS-AM (CL)	0.6
28	WXRA-FM	0.9	WDON-AM	0.6	WGAY-AM	0.6	WXTR-FM (M)	0.6
29	WEEL-AM	0.9	WFAX-AM	0.6	WSMD-AF	0.6	WLIF-FM (M)	0.4
30	WHFS-FM	0.8	WEEL-AM	0.6	WXTR-FM	0.5	WEEL-AM (M)	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 24981

	A/M '78		O/N '78		J/F '79		A/M '79	
1	WMAL-AM	412	WMAL-AM	450	WMAL-AM	440	WPGC-FM	412
2	WPGC-AF	374	WPGC-AF	450	WPGC-AF	434	WMAL-AM	396
3	WPGC-FM	318	WPGC-FM	366	WPGC-FM	389	WGAY-FM	334
4	WASH-FM	270	WGAY-FM	281	WGAY-FM	290	WOOK-FM	253
5	WOOK-FM	264	WOOK-FM	265	WOOK-FM	283	WHUR-FM	248
6	WGAY-FM	237	WASH-FM	230	WHUR-FM	265	WASH-FM	237
7	WHUR-FM	220	WHUR-FM	191	WWDC-FM	195	WWDC-FM	224
8	WJMD-FM	214	WJMD-FM	186	WTOP-AM	188	WJMD-FM	191
9	WWDC-FM	164	WWDC-FM	172	WJMD-FM	183	WTOP-AM	177
10	WMZQ-FM	164	WRC -AM	140	WASH-FM	175	WOL -AM	142
M-F, 6-10am								
1	WMAL-AM		WMAL-AM		WMAL-AM		WMAL-AM	
2	WPGC-AF		WPGC-AF		WPGC-AF		WPGC-FM	
3	WPGC-FM		WPGC-FM		WPGC-FM		WGAY-FM	
4	WASH-FM		WASH-FM		WTOP-AM		WASH-FM	
5	WTOP-AM		WGAY-AF		WGAY-AF		WTOP-AM	
6	WGAY-FM		WTOP-AM		WGAY-FM		WHUR-FM	
7	WOOK-FM		WGAY-FM		WHUR-FM		WWDC-FM	
8	WRC -AM		WOOK-FM		WASH-FM		WOOK-FM	
9	WHUR-FM		WRC -AM		WOOK-FM		WJMD-FM	
10	WJMD-FM		WJMD-FM		WRC -AM		WOL -AM	
M-F, 3-7pm								
1	WPGC-AF		WPGC-AF		WMAL-AM		WPGC-FM	
2	WPGC-FM		WPGC-FM		WPGC-AF		WMAL-AM	
3	WOOK-FM		WMAL-AM		WPGC-FM		WGAY-FM	
4	WMAL-AM		WGAY-AF		WOOK-FM		WOOK-FM	
5	WASH-FM		WOOK-FM		WGAY-AF		WASH-FM	
6	WHUR-FM		WGAY-FM		WGAY-FM		WJMD-FM	
7	WGAY-FM		WASH-FM		WHUR-FM		WWDC-FM	
8	WJMD-FM		WJMD-FM		WTOP-AM		WHUR-FM	
9	WRQX-FM		WRC -AM		WRC -AM		WTOP-AM	
10	WWDC-FM		WWDC-FM		WWDC-FM		WMZQ-FM	

Teens
M-S, 6am-Midnight
POP(00): 3439

	A/M '78	O/N '78	J/F '79	A/M '79
1	WPGC-AF	WPGC-AF	WPGC-AF	WPGC-FM
2	WPGC-FM	WPGC-FM	WPGC-FM	WOOK-FM
3	WOOK-FM	WOOK-FM	WOOK-FM	WWDC-FM
4	WWDC-FM	WWDC-FM	WRQX-FM	WRQX-FM
5	WRQX-FM	WRQX-FM	WWDC-FM	WOL -AM
6	WASH-FM	WWDC-AM	WHUR-FM	WAVA-FM
7	WWDC-AM	WKYS-FM	WOL -AM	WHUR-FM
8	WMZQ-FM	WPGC-AM	WASH-FM	WWDC-AM
9	WPGC-AM	WMZQ-FM	WAVA-FM	WKYS-FM
10	WEAM-AM	WAVA-FM	WMZQ-FM	WASH-FM
M-F, 6-10am				
1	WPGC-AF	WPGC-AF	WPGC-AF	WPGC-FM
2	WPGC-FM	WPGC-FM	WPGC-FM	WOOK-FM
3	WOOK-FM	WOOK-FM	WOOK-FM	WWDC-FM
4	WRQX-FM	WWDC-FM	WRQX-FM	WRQX-FM
5	WWDC-FM	WRQX-FM	WOL -AM	WOL -AM
6	WASH-FM	WWDC-AM	WWDC-FM	WMAL-AM
7	WWDC-AM	WKYS-FM	WASH-FM	WWDC-AM
8	WMZQ-FM	WOL -AM	WHUR-FM	WAVA-FM
9	WEAM-AM	WMAL-AM	WMAL-AM	WEAM-AM
10	WPGC-AM	WPGC-AM	WAVA-FM	WASH-FM
M-F, 3-7pm				
1	WPGC-AF	WPGC-AF	WPGC-AF	WPGC-FM
2	WPGC-FM	WPGC-FM	WPGC-FM	WOOK-FM
3	WOOK-FM	WOOK-FM	WOOK-FM	WWDC-FM
4	WRQX-FM	WRQX-FM	WRQX-FM	WRQX-FM
5	WWDC-FM	WWDC-FM	WWDC-FM	WOL -AM
6	WASH-FM	WKYS-FM	WOL -AM	WAVA-FM
7	WWDC-AM	WWDC-AM	WASH-FM	WHUR-FM
8	WMZQ-FM	WMZQ-FM	WAVA-FM	WWDC-AM
9	WEAM-AM	WPGC-AM	WHUR-FM	WKYS-FM
10	WEEL-AM	WAVA-FM	WPGC-AM	WEAM-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 10033

	A/M '78	O/N '78	J/F '79	A/M '79
1	WHUR-FM	WPGC-AF	WPGC-AF	WPGC-FM
2	WASH-FM	WPGC-FM	WPGC-FM	WHUR-FM
3	WPGC-AF	WASH-FM	WHUR-FM	WASH-FM
4	WOOK-FM	WHUR-FM	WOOK-FM	WWDC-FM
5	WPGC-FM	WOOK-FM	WWDC-FM	WOOK-FM
6	WWDC-FM	WWDC-FM	WASH-FM	WAVA-FM
7	WRQX-FM	WRQX-FM	WKYS-FM	WOL -AM
8	WMZQ-FM	WKYS-FM	WMZQ-FM	WKYS-FM
9	WKYS-FM	WMAL-AM	WMAL-AM	WMAL-AM
10	WMAL-AM	WHFS-FM	WOL -AM	WHFS-FM
M-F, 6-10am				
1	WASH-FM	WPGC-AF	WPGC-AF	WPGC-FM
2	WPGC-AF	WASH-FM	WPGC-FM	WASH-FM
3	WMAL-AM	WPGC-FM	WASH-FM	WHUR-FM
4	WHUR-FM	WMAL-AM	WHUR-FM	WWDC-FM
5	WPGC-FM	WHUR-FM	WWDC-FM	WMAL-AM
6	WOOK-FM	WWDC-FM	WOOK-FM	WOOK-FM
7	WWDC-FM	WOOK-FM	WMAL-AM	WTOP-AM
8	WMZQ-FM	WKYS-FM	WKYS-FM	WOL -AM
9	WRQX-FM	WOL -AM	WOL -AM	WKYS-FM
10	WKYS-FM	WRQX-FM	WRC -AM	WAVA-FM
M-F, 3-7pm				
1	WOOK-FM	WPGC-AF	WPGC-AF	WPGC-FM
2	WHUR-FM	WPGC-FM	WPGC-FM	WASH-FM
3	WPGC-AF	WASH-FM	WOOK-FM	WWDC-FM
4	WRQX-FM	WOOK-FM	WHUR-FM	WOOK-FM
5	WPGC-FM	WHUR-FM	WWDC-FM	WHUR-FM
6	WASH-FM	WWDC-FM	WASH-FM	WAVA-FM
7	WWDC-FM	WRQX-FM	WKYS-FM	WOL -AM
8	WKYS-FM	WHFS-FM	WMAL-AM	WMAL-AM
9	WMZQ-FM	WKYS-FM	WMZQ-FM	WJMD-FM
10	WOL -AM	WMAL-AM	WOL -AM	WHFS-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 11302

	A/M '78	O/N '78	J/F '79	A/M '79
1	WMAL-AM	WMAL-AM	WMAL-AM	WPGC-FM
2	WASH-FM	WASH-FM	WHUR-FM	WMAL-AM
3	WHUR-FM	WPGC-AF	WPGC-AF	WASH-FM
4	WGAY-FM	WGAY-FM	WPGC-FM	WGAY-FM
5	WJMD-FM	WHUR-FM	WGAY-FM	WHUR-FM
6	WPGC-AF	WOOK-FM	WASH-FM	WMZQ-FM
7	WMZQ-FM	WPGC-FM	WOOK-FM	WOOK-FM
8	WOOK-FM	WJMD-FM	WRC -AM	WTOP-AM
9	WPGC-FM	WMZQ-FM	WMZQ-FM	WJMD-FM
10	WGMS-AF	WEZR-FM	WTOP-AM	WPIK-AM
M-F, 6-10am				
1	WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM
2	WASH-FM	WPGC-AF	WPGC-AF	WPGC-FM
3	WGAY-FM	WASH-FM	WPGC-FM	WASH-FM
4	WTOP-AM	WPGC-FM	WHUR-FM	WGAY-FM
5	WHUR-FM	WGAY-AF	WASH-FM	WTOP-AM
6	WMZQ-FM	WGAY-FM	WTOP-AM	WHUR-FM
7	WJMD-FM	WTOP-AM	WGAY-AF	WMZQ-FM
8	WPGC-AF	WHUR-FM	WGAY-FM	WWDC-FM
9	WOOK-FM	WOOK-FM	WRC -AM	WJMD-FM
10	WGMS-AF	WMZQ-FM	WOOK-FM	WOOK-FM

• Washington, DC

Continued

M-F, 3-7pm

1	WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM
2	WASH-FM	WGAY-AF	WPGC-AF	WASH-FM
3	WHUR-FM	WASH-FM	WPGC-FM	WPGC-FM
4	WOOK-FM	WPGC-AF	WGAY-AF	WGAY-FM
5	WGAY-FM	WGAY-FM	WHUR-FM	WMZQ-FM
6	WPGC-AF	WOOK-FM	WGAY-FM	WHUR-FM
7	WJMD-FM	WPGC-FM	WRC -AM	WJMD-FM
8	WMZQ-FM	WMZQ-FM	WASH-FM	WPIK-AM
9	WPGC-FM	WHUR-FM	WOOK-FM	WOOK-FM
10	WGMS-AF	WKYS-FM	WMZQ-FM	WTOP-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 24981

	A/M '78		O/N '78		J/F '79		A/M '79	
1	WMAL-AM	6026	WMAL-AM	6254	WMAL-AM	5895	WPGC-FM	5818
2	WPGC-AF	5539	WPGC-AF	5562	WPGC-AF	5756	WMAL-AM	5766
3	WPGC-FM	4895	WPGC-FM	5178	WPGC-FM	5378	WTOP-AM	3746
4	WASH-FM	3738	WOOK-FM	3826	WOOK-FM	3871	WGAY-FM	3731
5	WOOK-FM	3649	WGAY-FM	3676	WTOP-AM	3366	WWDC-FM	3554
6	WTOP-AM	3489	WASH-FM	3440	WWDC-FM	3354	WASH-FM	3472
7	WGAY-FM	3142	WTOP-AM	3023	WGAY-FM	3347	WOOK-FM	3190
8	WWDC-FM	3017	WWDC-FM	2994	WHUR-FM	3218	WHUR-FM	2952
9	WHUR-FM	2898	WRC -AM	2715	WASH-FM	3100	WKYS-FM	2654
10	WGMS-AF	2843	WRQX-FM	2637	WRC -AM	2753	WJMD-FM	2444

M-F, 6-10am

1	WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM
2	WPGC-AF	WPGC-AF	WPGC-AF	WPGC-FM
3	WPGC-FM	WPGC-FM	WPGC-FM	WTOP-AM
4	WTOP-AM	WASH-FM	WTOP-AM	WASH-FM
5	WASH-FM	WOOK-FM	WGAY-AF	WWDC-FM
6	WOOK-FM	WGAY-AF	WOOK-FM	WOOK-FM
7	WRC -AM	WTOP-AM	WGAY-FM	WGAY-FM
8	WGAY-FM	WRC -AM	WASH-FM	WHUR-FM
9	WGMS-AF	WWDC-FM	WHUR-FM	WKYS-FM
10	WWDC-FM	WGAY-FM	WWDC-FM	WJMD-FM

M-F, 3-7pm

1	WPGC-AF	WPGC-AF	WPGC-AF	WPGC-FM
2	WPGC-FM	WPGC-FM	WMAL-AM	WMAL-AM
3	WMAL-AM	WMAL-AM	WPGC-FM	WGAY-FM
4	WOOK-FM	WOOK-FM	WOOK-FM	WASH-FM
5	WASH-FM	WASH-FM	WGAY-AF	WWDC-FM
6	WGAY-FM	WGAY-AF	WGAY-FM	WOOK-FM
7	WWDC-FM	WGAY-FM	WWDC-FM	WTOP-AM
8	WRQX-FM	WWDC-FM	WHUR-FM	WHUR-FM
9	WGMS-AF	WRQX-FM	WASH-FM	WJMD-FM
10	WTOP-AM	WJMD-FM	WTOP-AM	WAVA-FM

Teens

M-S, 6am-Midnight

POP(00): 3439

	A/M '78	O/N '78	J/F '79	A/M '79
1	WPGC-AF	WPGC-FM	WPGC-AF	WPGC-FM
2	WPGC-FM	WPGC-AF	WPGC-FM	WWDC-FM
3	WOOK-FM	WOOK-FM	WOOK-FM	WRQX-FM
4	WWDC-FM	WWDC-FM	WRQX-FM	WOOK-FM
5	WRQX-FM	WRQX-FM	WWDC-FM	WAVA-FM
6	WASH-FM	WASH-FM	WASH-FM	WOL -AM
7	WWDC-AM	WKYS-FM	WWDC-AM	WASH-FM
8	WPGC-AM	WWDC-AM	WAVA-FM	WKYS-FM
9	WOL -AM	WMAL-AM	WOL -AM	WWDC-AM
10	WEAM-AM	WPGC-AM	WMAL-AM	WMAL-AM

M-F, 6-10am

1	WPGC-AF	WPGC-FM	WPGC-AF	WPGC-FM
2	WPGC-FM	WPGC-AF	WPGC-FM	WWDC-FM
3	WOOK-FM	WOOK-FM	WOOK-FM	WOOK-FM
4	WRQX-FM	WWDC-FM	WWDC-FM	WRQX-FM
5	WWDC-FM	WRQX-FM	WRQX-FM	WAVA-FM
6	WASH-FM	WWDC-AM	WMAL-AM	WOL -AM
7	WWDC-AM	WKYS-FM	WOL -AM	WMAL-AM
8	WEAM-AM	WPGC-AM	WWDC-AM	WWDC-AM
9	WPGC-AM	WASH-FM	WASH-FM	WKYS-FM
10	WMAL-AM	WOL -AM	WAVA-FM	WASH-FM

M-F, 3-7pm

1	WPGC-AF	WPGC-AF	WPGC-AF	WPGC-FM
2	WPGC-FM	WPGC-FM	WPGC-FM	WOOK-FM
3	WOOK-FM	WOOK-FM	WOOK-FM	WWDC-FM
4	WWDC-FM	WWDC-FM	WRQX-FM	WRQX-FM
5	WRQX-FM	WRQX-FM	WWDC-FM	WAVA-FM
6	WASH-FM	WWDC-AM	WASH-FM	WOL -AM
7	WWDC-AM	WPGC-AM	WAVA-FM	WWDC-AM
8	WEAM-AM	WKYS-FM	WOL -AM	WKYS-FM
9	WPGC-AM	WASH-FM	WWDC-AM	WHUR-FM
10	WOL -AM	WAVA-FM	WHUR-FM	WEAM-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 10033

	A/M '78	O/N '78	J/F '79	A/M '79
1	WPGC-AF	WPGC-AF	WPGC-AF	WPGC-FM
2	WASH-FM	WPGC-FM	WPGC-FM	WWDC-FM
3	WPGC-FM	WASH-FM	WWDC-FM	WASH-FM
4	WWDC-FM	WOOK-FM	WOOK-FM	WHUR-FM
5	WOOK-FM	WWDC-FM	WHUR-FM	WOOK-FM
6	WHUR-FM	WHUR-FM	WASH-FM	WKYS-FM
7	WRQX-FM	WRQX-FM	WKYS-FM	WAVA-FM
8	WKYS-FM	WMAL-AM	WMAL-AM	WMAL-AM
9	WMAL-AM	WKYS-FM	WRQX-FM	WRQX-FM
10	WOL -AM	WAVA-FM	WAVA-FM	WTOP-AM

M-F, 6-10am

1	WPGC-AF	WPGC-AF	WPGC-AF	WPGC-FM
2	WASH-FM	WPGC-FM	WPGC-FM	WASH-FM
3	WWDC-FM	WASH-FM	WWDC-FM	WWDC-FM
4	WOOK-FM	WOOK-FM	WOOK-FM	WHUR-FM
5	WPGC-FM	WWDC-FM	WHUR-FM	WOOK-FM
6	WHUR-FM	WHUR-FM	WHUR-FM	WMAL-AM
7	WKYS-FM	WRQX-FM	WMAL-AM	WKYS-FM
8	WRQX-FM	WMAL-AM	WKYS-FM	WAVA-FM
9	WMAL-AM	WKYS-FM	WOL -AM	WTOP-AM
10	WWDC-AM	WOL -AM	WAVA-FM	WWDC-AM

M-F, 3-7pm

1	WPGC-AF	WPGC-AF	WPGC-AF	WPGC-FM
2	WOOK-FM	WPGC-FM	WPGC-FM	WASH-FM
3	WPGC-FM	WASH-FM	WWDC-FM	WWDC-FM
4	WWDC-FM	WOOK-FM	WOOK-FM	WHUR-FM
5	WRQX-FM	WWDC-FM	WHUR-FM	WAVA-FM
6	WASH-FM	WRQX-FM	WKYS-FM	WOOK-FM
7	WHUR-FM	WHUR-FM	WASH-FM	WKYS-FM
8	WWDC-AM	WKYS-FM	WMAL-AM	WWDC-AM
9	WOL -AM	WWDC-AM	WRQX-FM	WMAL-AM
10	WKYS-FM	WMAL-AM	WAVA-FM	WHFS-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 11302

	A/M '78	O/N '78	J/F '79	A/M '79
1	WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM
2	WPGC-AF	WPGC-AF	WPGC-AF	WPGC-FM
3	WASH-FM	WASH-FM	WHUR-FM	WASH-FM
4	WGAY-FM	WGAY-FM	WASH-FM	WTOP-AM
5	WHUR-FM	WPGC-FM	WPGC-FM	WGAY-FM
6	WPGC-FM	WOOK-FM	WTOP-AM	WHUR-FM
7	WTOP-AM	WTOP-AM	WGAY-FM	WKYS-FM
8	WGMS-AF	WHUR-FM	WOOK-FM	WOOK-FM
9	WJMD-FM	WRC -AM	WGMS-AF	WWDC-FM
10	WOOK-FM	WKYS-FM	WRC -AM	WMZQ-FM

M-F, 6-10am

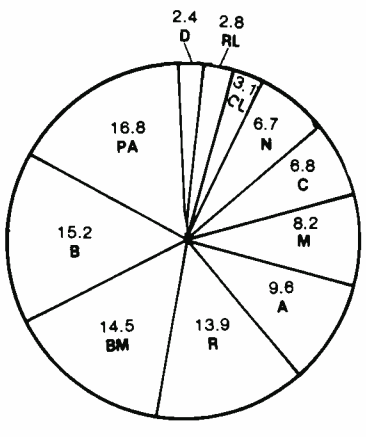
1	WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM
2	WASH-FM	WASH-FM	WPGC-AF	WASH-FM
3	WTOP-AM	WPGC-AF	WPGC-FM	WPGC-FM
4	WGAY-FM	WPGC-FM	WASH-FM	WTOP-AM
5	WPGC-AF	WTOP-AM	WTOP-AM	WHUR-FM
6	WGMS-AF	WGAY-AF	WHUR-FM	WMZQ-FM
7	WHUR-FM	WOOK-FM	WGAY-AF	WKYS-FM
8	WJMD-FM	WRC -AM	WGAY-FM	WGAY-FM
9	WRC -AM	WGAY-FM	WGMS-AF	WOOK-FM
10	WMZQ-FM	WHUR-FM	WOOK-FM	WWDC-FM

M-F, 3-7pm

1	WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM
2	WPGC-AF	WASH-FM	WPGC-AF	WASH-FM
3	WGAY-FM	WPGC-AF	WPGC-FM	WPGC-FM
4	WOOK-FM	WGAY-AF	WHUR-FM	WHUR-FM
5	WASH-FM	WPGC-FM	WGAY-AF	WGAY-FM
6	WGMS-AF	WGAY-FM	WGAY-FM	WTOP-AM
7	WPGC-FM	WOOK-FM	WASH-FM	WKYS-FM
8	WHUR-FM	WHUR-FM	WTOP-AM	WMZQ-FM
9	WJMD-FM	WRC -AM	WGMS-AF	WOOK-FM
10	WTOP-AM	WGMS-AF	WRC -AM	WWDC-FM

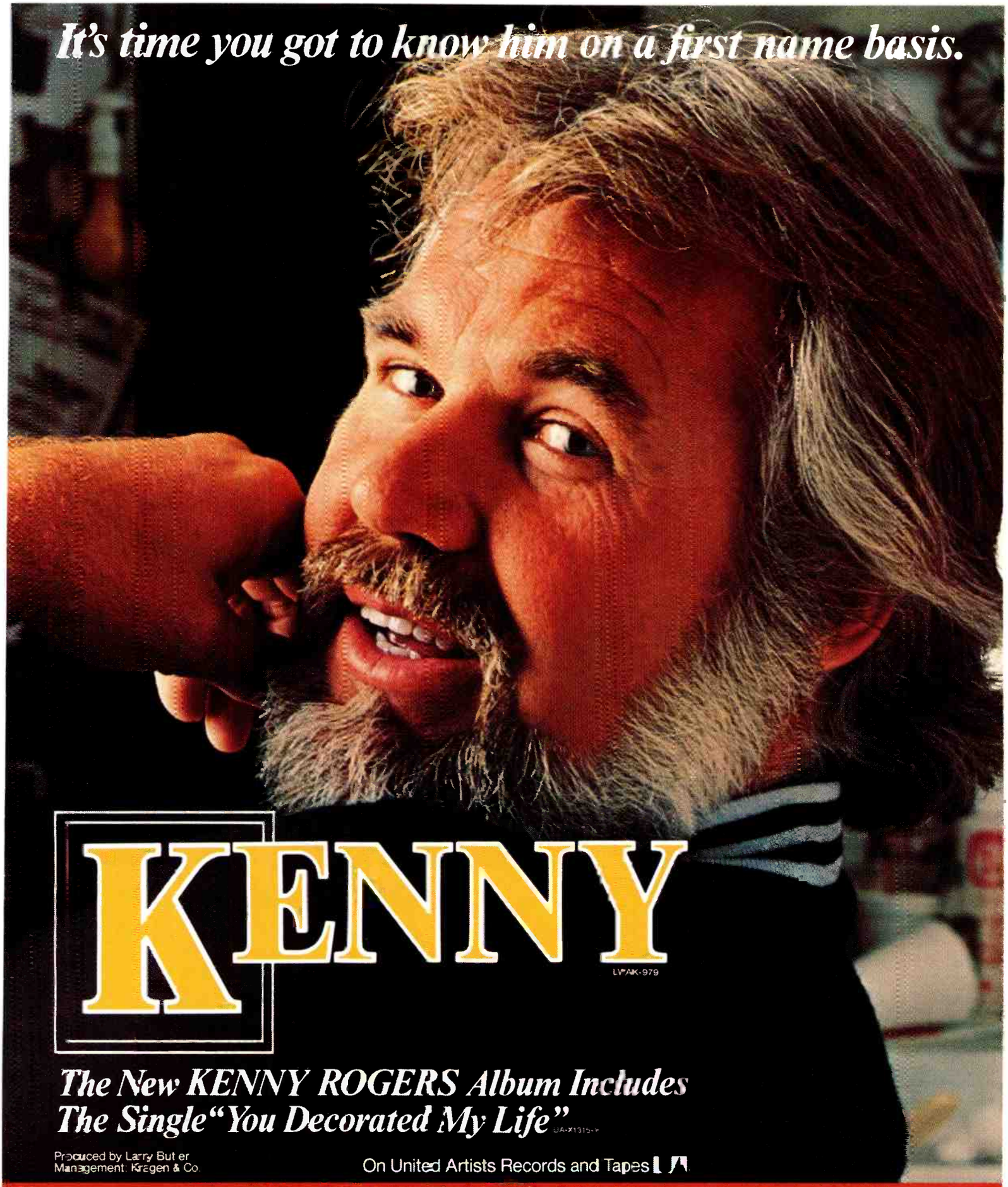
Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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



The New KENNY ROGERS Album Includes The Single "You Decorated My Life"

UA-X1315-Y

Produced by Larry Butler
Management: Kragen & Co.

On United Artists Records and Tapes

KENNY ROGERS' TOUR — *September:* 14-16. (Universal Ampitheater) Los Angeles, California/17. Phoenix, Arizona/18. Amarillo, Texas/19-20. Albuquerque, New Mexico/21. Austin, Texas/22. Wichita, Kansas/23. Waterloo, Iowa/28. Jackson, Mississippi/29. Memphis, Tennessee/30. Shreveport, Louisiana • *October:* 5. Lexington, Kentucky/6. Cleveland, Ohio/8. (Host—Country Music Awards—CBS-TV) Nashville, Tennessee/10. Nashville, Tennessee/12. Huntsville, Alabama/13. New Orleans, Louisiana/14. Atlanta, Georgia/week of the 15th. (Muppet Show) check your local listings/18. Springfield, Ohio/19. Columbia, Missouri/20. Louisville, Kentucky/21. St. Louis, Missouri/25-31. Atlantic City, New Jersey • *November:* 1. Cincinnati, Ohio/2. Terre Haute, Indiana/3. Evansville, Indiana/4. Toledo, Ohio/12. (Filming of "The Gambler" Movie for CBS-TV)/week of 12th (TV Special—Kenny Rogers & The American Cowboy—CBS-TV) check your local listings

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Waterloo-Cedar Falls

METRO RANK **161**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1126

	A/M '77		A/M '78		A/M '79	
1	KWWL-AM	35.7	KWWL-AM	32.7	KWWL-AM(PA)	33.5
2	KFMW-FM	15.7	KXEL-AM	15.4	KXEL-AM(C)	15.5
3	KXEL-AM	12.1	KFMW-FM	13.5	KFMW-FM(BM)	13.7
4	WMT -AM	7.9	KXEL-FM	9.6	KXEL-FM(PA)	11.2
5	KXEL-FM	6.4	KCFI-AM	6.4	KCFI-AM(PA)	6.2
6	KCFI-AM	5.0	WMT -AM	4.5	KLEU-AM(PA)	3.7
7	KLEU-AM	3.6	KLEU-AM	3.8	WMT -AM(PA)	2.5
8	KOEL-FM	2.9	WHO -AM	2.6	WHO -AM(N)	2.5
9	WHO -AM	2.1	KOEL-FM	1.9	KQCR-FM(R)	1.2
10	KOEL-AM	0.7	KQCR-FM	1.3	KOEL-FM(C)	1.2

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1126

	A/M '77		A/M '78		A/M '79	
1	KWWL-AM	50	KWWL-AM	51	KWWL-AM	54
2	KFMW-FM	22	KXEL-AM	24	KXEL-AM	25
3	KXEL-AM	17	KFMW-FM	21	KFMW-FM	22
4	WMT -AM	11	KXEL-FM	15	KXEL-FM	18
5	KXEL-FM	9	KCFI-AM	10	KCFI-AM	10
M-F, 6-10am						
1	KWWL-AM		KWWL-AM		KWWL-AM	
2	KXEL-AM		KXEL-AM		KXEL-AM	
3	KFMW-FM		KFMW-FM		KFMW-FM	
4	WMT -AM		KXEL-FM		KXEL-FM	
5	KXEL-FM		KCFI-AM		KCFI-AM	
M-F, 3-7pm						
1	KWWL-AM		KWWL-AM		KWWL-AM	
2	KFMW-FM		KXEL-AM		KXEL-AM	
3	KXEL-AM		KFMW-FM		KFMW-FM	
4	KXEL-FM		KXEL-FM		KXEL-FM	
5	WMT -AM		KCFI-AM		KCFI-AM	

Teens
M-S, 6am-Midnight
POP(00): 157

	A/M '77	A/M '78	A/M '79
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KLEU-AM	KXEL-FM	KXEL-FM
3	KXEL-FM	KCFI-AM	KLEU-AM
4	KCFI-AM	KLEU-AM	KCFI-AM
5	KXEL-AM	KXEL-AM	KXEL-AM
M-F, 6-10am			
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-FM	KXEL-FM	KXEL-FM
3	KLEU-AM	KLEU-AM	KLEU-AM
4	KXEL-AM	KXEL-AM	KCFI-AM
5	KCFI-AM	KCFI-AM	KXEL-AM
M-F, 3-7pm			
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KLEU-AM	KXEL-FM	KXEL-FM
3	KOEL-FM	KXEL-AM	KLEU-AM
4	KCFI-AM	KCFI-AM	KCFI-AM
5	KXEL-AM	KLEU-AM	KXEL-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 435

	A/M '77	A/M '78	A/M '79
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KFMW-FM	KXEL-AM	KXEL-FM
3	KCFI-AM	KXEL-FM	KXEL-AM
4	KXEL-AM	KCFI-AM	KCFI-AM
5	KXEL-FM	KFMW-FM	KFMW-FM
M-F, 6-10am			
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-AM	KXEL-AM	KXEL-FM
3	KFMW-FM	KXEL-FM	KXEL-AM
4	KXEL-FM	KCFI-AM	KCFI-AM
5	KCFI-AM	KFMW-FM	KFMW-FM
M-F, 3-7pm			
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KFMW-FM	KXEL-AM	KXEL-FM
3	KXEL-AM	KXEL-FM	KXEL-AM
4	KXEL-FM	KCFI-AM	KCFI-AM
5	KCFI-AM	KFMW-FM	KFMW-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 423

	A/M '77	A/M '78	A/M '79
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-AM	KXEL-AM	KXEL-AM
3	KFMW-FM	KFMW-FM	KFMW-FM
4	KCFI-AM	KCFI-AM	KCFI-AM
5	KOEL-FM	KOEL-FM	KXEL-FM
M-F, 6-10am			
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-AM	KXEL-AM	KXEL-AM
3	KFMW-FM	KFMW-FM	KFMW-FM
4	KOEL-FM	KCFI-AM	KCFI-AM
5	KCFI-AM	KXEL-FM	KXEL-FM
M-F, 3-7pm			
1	KWWL-AM	KXEL-AM	KWWL-AM
2	KFMW-FM	KWWL-AM	KXEL-AM
3	KXEL-AM	KFMW-FM	KFMW-FM
4	KXEL-FM	KOEL-FM	KXEL-FM
5	KCFI-AM	KXEL-FM	KCFI-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1126

	A/M '77		A/M '78		A/M '79	
1	KWWL-AM	696	KWWL-AM	258	KWWL-AM	774
2	KXEL-AM	300	KXEL-AM	341	KXEL-FM	343
3	KCFI-AM	191	KXEL-FM	288	KXEL-AM	341
4	KFMW-FM	187	KCFI-AM	240	KFMW-FM	258
5	KLEU-AM	183	KFMW-FM	223	KLEU-AM	222
M-F, 6-10am						
1	KWWL-AM		KWWL-AM		KWWL-AM	
2	KXEL-AM		KXEL-AM		KXEL-AM	
3	KFMW-FM		KXEL-FM		KXEL-FM	
4	KXEL-FM		KCFI-AM		KFMW-FM	
5	KCFI-AM		KFMW-FM		KCFI-AM	
M-F, 3-7pm						
1	KWWL-AM		KWWL-AM		KWWL-AM	
2	KXEL-AM		KXEL-FM		KXEL-AM	
3	KFMW-FM		KXEL-AM		KXEL-FM	
4	KXEL-FM		KFMW-FM		KFMW-FM	
5	WMT -AM		KCFI-AM		KLEU-AM	

Teens
M-S, 6am-Midnight
POP(00): 157

	A/M '77	A/M '78	A/M '79
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KLEU-AM	KXEL-FM	KXEL-FM
3	KXEL-FM	KCFI-AM	KLEU-AM
4	KXEL-AM	KLEU-AM	KCFI-AM
5	KCFI-AM	KXEL-AM	KXEL-AM
M-F, 6-10am			
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-FM	KXEL-FM	KXEL-FM
3	KLEU-AM	KCFI-AM	KCFI-AM
4	KXEL-AM	KLEU-AM	KLEU-AM
5	KCFI-AM	KXEL-AM	KXEL-AM
M-F, 3-7pm			
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KLEU-AM	KXEL-FM	KXEL-FM
3	KXEL-FM	KCFI-AM	KLEU-AM
4	KOEL-FM	KXEL-AM	KQCR-FM
5	KXEL-AM	KFMW-FM	KXEL-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 435

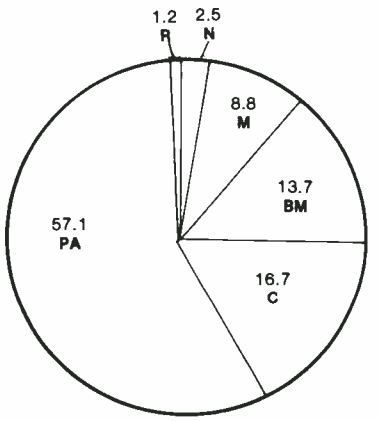
	A/M '77	A/M '78	A/M '79
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KCFI-AM	KXEL-FM	KXEL-FM
3	KXEL-AM	KCFI-AM	KLEU-AM
4	KXEL-FM	KXEL-AM	KXEL-AM
5	KLEU-AM	KLEU-AM	KCFI-AM
M-F, 6-10am			
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KCFI-AM	KXEL-AM	KXEL-FM
3	KXEL-AM	KXEL-FM	KXEL-AM
4	KXEL-FM	KCFI-AM	KCFI-AM
5	KFMW-FM	KLEU-AM	KLEU-AM
M-F, 3-7pm			
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-FM	KXEL-FM	KXEL-FM
3	KXEL-AM	KXEL-AM	KXFL-AM
4	KCFI-AM	KCFI-AM	KLEU-AM
5	KFMW-FM	KLEU-AM	KCFI-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 423

	A/M '77	A/M '78	A/M '79
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-AM	KXEL-AM	KXEL-AM
3	KCFI-AM	KFMW-FM	KXEL-FM
4	KFMW-FM	KCFI-AM	KCFI-AM
5	KLEU-AM	KXEL-FM	KFMW-FM
M-F, 6-10am			
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-AM	KXEL-AM	KXEL-AM
3	KCFI-AM	KCFI-AM	KXEL-FM
4	KFMW-FM	KFMW-FM	KFMW-FM
5	WMT -AM	KXEL-FM	KCFI-AM
M-F, 3-7pm			
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-AM	KXEL-AM	KXEL-AM
3	KFMW-FM	KFMW-FM	KXEL-FM
4	KCFI-AM	KCFI-AM	KFMW-FM
5	WMT -AM	KOEL-FM	KCFI-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

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West Palm Beach-Boca Raton

METRO RANK. 68

A/M '79 Market Overview

Perennially strong Beautiful Music station **WEAT-FM** again leads the market with a 12+ share over 17. The station is number two 25-49, number one 35-64. **Schulke** format has been number one in the market ever since WEAT-FM began airing it a decade ago. WEAT-FM used TV and billboards to remain visible in West Palm metro.

Number two in 12+ share is Country **WIRK-FM.** Numbers declined slightly but WIRK-FM is still dominant among adults 25-49 and 18-34. Male shares slipped this time while female numbers held fairly firm for WIRK-FM.

Dancemusic may be a hit in staid West Palm Beach if the numbers achieved by **WPOM** are any indication. WPOM increased its 12+ share 100%, ranks third among adults 18-34, and is the top local station among teens. Most of the increase in this book came about through boosts in teens and female shares.

WPBR, News/Talk Radio for the West Palm area, moved up more than two shares in the recent survey. WPBR features live talk, two-way radio; trivia contests will run on-air occasionally. No advertising budget for the A/M '79 survey.

An interesting note — due to poor diary return, there were only 10 men 18-24 diaries used for the West Palm metro report. It is possible that this small return may have affected the reliability of the estimates for the younger demos.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 4275

	A/M '78		O/N '78		A/M '79	
1	WEAT-FM	18.5	WEAT-FM	17.0	WEAT-FM(BB)	17.3
2	WJNO-FM	9.6	WIRK-FM	11.7	WIRK-FM(C)	8.9
3	WIRK-FM	9.0	WGMW-FM	5.7	WPOM-AM(D)	7.5
4	WIRK-AM	5.8	WSBR-AM	5.0	WPBR-AM(N)	6.5
5	WPBR-AM	5.8	WKQS-FM	4.9	WJNO-FM(A)	4.1
6	WPOM-AM	5.6	WPBR-AM	4.4	WNGS-FM(R)	3.5
7	WGMW-FM	4.6	WJNO-FM	3.9	WEAT-AM(C)	3.2
8	WEAT-AM	3.1	WIRK-AM	3.6	WJNO-AM(PA)	2.9
9	WJNO-AM	3.1	WPOM-AM	3.6	WGMW-FM(BM)	2.6
10	WAIA-FM	1.9	WEAT-AM	3.0	WKQS-FM(BM)	2.1
11	WSBR-AM	1.3	WJNO-AM	3.0	WSBR-AM(BB)	2.1
12	WWRN-FM	1.0	WRBD-AM	2.7	WIRK-AM(R)	1.8
13	WRBD-AM	0.6	WNGS-FM	2.6	WDBF-AM(PA)	1.5
14	WWOG-FM	0.6	WLOD-AM	1.1	WSWN-AM(PA)	1.2
15	WLIZ-AM	0.4	WLIZ-AM	0.6		
16			WCKO-FM	0.4		
17			WDBF-AM	0.4		
18			WAIA-FM	0.4		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4275

	A/M '78		O/N '78		A/M '79	
1	WEAT-FM	133	WEAT-FM	119	WEAT-FM	115
2	WJNO-FM	69	WIRK-FM	82	WIRK-FM	59
3	WIRK-FM	65	WGMW-FM	40	WPOM-AM	50
4	WIRK-AM	42	WSBR-AM	35	WPBR-AM	43
5	WPBR-AM	42	WKQS-FM	34	WJNO-FM	27

M-F, 6-10am

1	WEAT-FM	WEAT-FM	WEAT-FM
2	WIRK-FM	WIRK-FM	WIRK-FM
3	WPBR-AM	WJNO-AM	WPOM-AM
4	WIRK-AM	WPBR-AM	WPBR-AM
5	WPOM-AM	WGMW-FM	WJNO-AM

M-F, 3-7pm

1	WEAT-FM	WEAT-FM	WEAT-FM
2	WJNO-FM	WIRK-FM	WPOM-AM
3	WIRK-FM	WGMW-FM	WIRK-FM
4	WPBR-AM	WKQS-FM	WPBR-AM
5	WIRK-AM	WJNO-FM	WJNO-FM

Teens
M-S, 6am-Midnight
POP(00): 467

	A/M '78	O/N '78	A/M '79
1	WJNO-FM	WNGS-FM	WPOM-AM
2	WPOM-AM	WRBD-AM	WJNO-FM
3	WIRK-FM	WJNO-FM	WNGS-FM
4	WIRK-AM	WIRK-FM	WIRK-AM
5	WEAT-AM	WPOM-AM	WIRK-FM

M-F, 6-10am

1	WIRK-AM	WNGS-FM	WPOM-AM
2	WJNO-FM	WPOM-AM	WIRK-AM
3	WIRK-FM	WRBD-AM	WNGS-FM
4	WPOM-AM	WIRK-AM	WJNO-FM
5	WAIA-FM	WJNO-FM	WIRK-FM

M-F, 3-7pm

1	WJNO-FM	WIRK-FM	WPOM-AM
2	WPOM-AM	WRBD-AM	WJNO-FM
3	WIRK-AM	WJNO-FM	WNGS-FM
4	WIRK-FM	WNGS-FM	WIRK-AM
5	WRBD-AM	WPOM-AM	WIRK-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1185

	A/M '78	O/N '78	A/M '79
1	WJNO-FM	WIRK-FM	WIRK-FM
2	WIRK-FM	WJNO-FM	WJNO-FM
3	WIRK-AM	WIRK-AM	WPOM-AM
4	WEAT-FM	WEAT-FM	WNGS-FM
5	WPOM-AM	WEAT-AM	WEAT-FM

M-F, 6-10am

1	WJNO-FM	WIRK-FM	WIRK-FM
2	WIRK-AM	WIRK-AM	WPOM-AM
3	WIRK-FM	WJNO-FM	WEAT-FM
4	WPOM-AM	WEAT-AM	WJNO-FM
5	WEAT-FM	WGMW-FM	WNGS-FM

M-F, 3-7pm

1	WJNO-FM	WIRK-FM	WJNO-FM
2	WEAT-FM	WEAT-FM	WIRK-FM
3	WIRK-FM	WJNO-FM	WPOM-AM
4	WIRK-AM	WIRK-AM	WEAT-FM
5	WPBR-AM	WGMW-FM	WNGS-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1397

	A/M '78	O/N '78	A/M '79
1	WEAT-FM	WIRK-FM	WIRK-FM
2	WIRK-FM	WEAT-FM	WEAT-FM
3	WPOM-AM	WGMW-FM	WPOM-AM
4	WIRK-AM	WIRK-AM	WJNO-FM
5	WJNO-FM	WEAT-AM	WEAT-AM

M-F, 6-10am

1	WIRK-FM	WIRK-FM	WIRK-FM
2	WIRK-AM	WGMW-FM	WEAT-FM
3	WPOM-AM	WJNO-AM	WPOM-AM
4	WEAT-FM	WEAT-AM	WEAT-AM
5	WPBR-AM	WIRK-AM	WJNO-AM

M-F, 3-7pm

1	WEAT-FM	WIRK-FM	WIRK-FM
2	WIRK-FM	WEAT-FM	WJNO-FM
3	WIRK-AM	WGMW-FM	WEAT-FM
4	WPBR-AM	WEAT-AM	WEAT-AM
5	WJNO-FM	WIRK-AM	WPBR-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1397

	A/M '78		O/N '78		A/M '79	
1	WEAT-FM	1055	WEAT-FM	1220	WEAT-FM	1237
2	WJNO-FM	748	WIRK-FM	712	WIRK-FM	738
3	WIRK-AM	700	WIRK-AM	569	WJNO-FM	512
4	WIRK-FM	698	WGMW-FM	419	WEAT-AM	507
5	WPBR-AM	487	WKQS-FM	412	WPBR-AM	473

M-F, 6-10am

1	WEAT-FM	WEAT-FM	WEAT-FM
2	WIRK-AM	WIRK-FM	WIRK-FM
3	WIRK-FM	WIRK-AM	WEAT-AM
4	WJNO-FM	WJNO-AM	WPBR-AM
5	WPBR-AM	WEAT-AM	WPOM-AM

M-F, 3-7pm

1	WEAT-FM	WEAT-FM	WEAT-FM
2	WJNO-FM	WIRK-FM	WIRK-FM
3	WIRK-AM	WKQS-FM	WPOM-AM
4	WIRK-FM	WJNO-FM	WNGS-FM
5	WPBR-AM	WGMW-FM	WPBR-AM

Teens
M-S, 6am-Midnight
POP(00): 467

	A/M '78	O/N '78	A/M '79
1	WJNO-FM	WJNO-FM	WJNO-FM
2	WIRK-AM	WIRK-AM	WNGS-FM
3	WIRK-FM	WIRK-FM	WPOM-AM
4	WPOM-AM	WNGS-FM	WIRK-AM
5	WRBD-AM	WRBD-AM	WIRK-FM

M-F, 6-10am

1	WJNO-FM	WNGS-FM	WNGS-FM
2	WIRK-AM	WIRK-AM	WIRK-AM
3	WIRK-FM	WJNO-FM	WPOM-AM
4	WPOM-AM	WRBD-AM	WJNO-FM
5	WRBD-AM	WPOM-AM	WIRK-FM

M-F, 3-7pm

1	WJNO-FM	WJNO-FM	WPOM-AM
2	WIRK-AM	WNGS-FM	WNGS-FM
3	WPOM-AM	WRBD-AM	WJNO-FM
4	WIRK-FM	WIRK-FM	WIRK-FM
5	WRBD-AM	WIRK-AM	WIRK-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1185

	A/M '78	O/N '78	A/M '79
1	WJNO-FM	WIRK-AM	WJNO-FM
2	WIRK-AM	WIRK-FM	WIRK-FM
3	WIRK-FM	WJNO-FM	WNGS-FM
4	WEAT-FM	WEAT-FM	WIRK-AM
5	WPOM-AM	WEAT-AM	WPOM-AM

M-F, 6-10am

1	WIRK-AM	WIRK-AM	WIRK-FM
2	WJNO-FM	WIRK-FM	WJNO-FM
3	WIRK-FM	WJNO-FM	WIRK-AM
4	WEAT-FM	WEAT-AM	WNGS-FM
5	WPOM-AM	WPOM-AM	WPOM-AM

M-F, 3-7pm

1	WJNO-FM	WJNO-FM	WJNO-FM
2	WIRK-AM	WIRK-AM	WIRK-FM
3	WIRK-FM	WEAT-FM	WNGS-FM
4	WEAT-FM	WIRK-FM	WPOM-AM
5	WPOM-AM	WEAT-AM	WEAT-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1397

	A/M '78	O/N '78	A/M '79
1	WIRK-AM	WIRK-FM	WIRK-FM
2	WEAT-FM	WIRK-AM	WEAT-FM
3	WIRK-FM	WEAT-FM	WJNO-FM
4	WJNO-FM	WGMW-FM	WEAT-AM
5	WEAT-AM	WEAT-AM	WJNO-AM

M-F, 6-10am

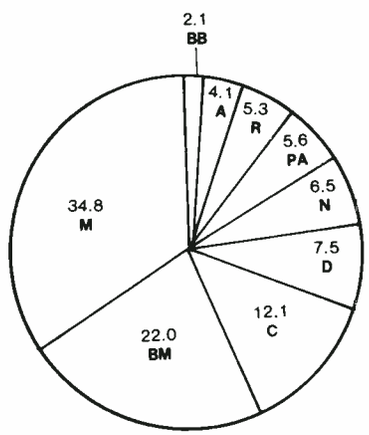
1	WIRK-AM	WIRK-FM	WIRK-FM
2	WIRK-FM	WIRK-AM	WEAT-AM
3	WEAT-FM	WEAT-AM	WEAT-FM
4	WPBR-AM	WJNO-AM	WJNO-AM
5	WJNO-AM	WGMW-FM	WPOM-AM

M-F, 3-7pm

1	WIRK-AM	WIRK-FM	WIRK-FM
2	WIRK-FM	WEAT-FM	WEAT-FM
3	WEAT-FM	WGMW-FM	WEAT-AM
4	WEAT-AM	WIRK-AM	WJNO-FM
5	WJNO-FM	WEAT-AM	WNGS-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

• Wheeling

METRO RANK **146**

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 1544

	A/M '77		A/M '78		A/M '79	
1	WKWK-AF	25.7	WWVA-AM	25.6	WWVA-AM (C)	25.1
2	WWVA-AM	19.6	WOMP-AM	14.8	WKWK-AF (R)	17.2
3	WOMP-FM	13.0	WKWK-AF	13.9	WTRF-FM (BM)	13.7
4	WOMP-AM	10.9	WTRF-FM	10.3	WOMP-AM (B)	11.9
5	WTRF-FM	10.4	WOMP-FM	9.0	WOMP-FM (A)	10.6
6	WNEU-AM	7.4	WNEU-AM	7.6	WNEU-AM (PA)	3.5
7	WEIF-AM	3.5	WCPI-FM	4.9	KDKA-AM (PA)	3.1
8	KDKA-AM	2.6	KDKA-AM	3.1	WCPI-FM (A)	2.6
9	WDVE-FM	1.7	WPEZ-FM	1.3	WEIF-AM (C)	1.8
10	WPEZ-FM	1.7	WEIF-AM	1.3	WSHH-FM (BB)	1.8
11	WWVA-FM	1.3	WRKY-FM	1.3	WRKY-FM (A)	0.9
12			WDVE-FM	1.3	WJOI-FM (PA)	0.9
13			WJOI-FM	0.4	WDVE-FM (A)	0.4
14					WPEZ-FM (R)	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1544

	A/M '77		A/M '78		A/M '79	
1	WKWK-AF	59	WWVA-AM	57	WWVA-AM	57
2	WWVA-AM	45	WOMP-AM	33	WKWK-AF	39
3	WOMP-FM	30	WKWK-AF	31	WTRF-FM	31
4	WOMP-AM	25	WTRF-FM	23	WOMP-AM	27
5	WTRF-FM	24	WOMP-FM	20	WOMP-FM	24
M-F, 6-10am						
1	WWVA-AM		WWVA-AM		WWVA-AM	
2	WKWK-AF		WOMP-AM		WKWK-AF	
3	WOMP-AM		WKWK-AF		WOMP-AM	
4	WOMP-FM		WTRF-FM		WOMP-FM	
5	WNEU-AM		WOMP-FM		WTRF-FM	
M-F, 3-7pm						
1	WKWK-AF		WWVA-AM		WWVA-AM	
2	WWVA-AM		WKWK-AF		WKWK-AF	
3	WOMP-FM		WTRF-FM		WTRF-FM	
4	WTRF-FM		WOMP-FM		WOMP-FM	
5	WNEU-AM		WNEU-AM		WOMP-AM	

Teens
M-S, 6am-Midnight
POP(00): 184

	A/M '77	A/M '78	A/M '79
1	WOMP-FM	WKWK-AF	WOMP-FM
2	WKWK-AF	WOMP-FM	WKWK-AF
3	WPEZ-FM	WPEZ-FM	WWVA-AM
4	WNEU-AM	WCPI-FM	WCPI-FM
5	WWVA-AM	WWVA-AM	WPEZ-FM
M-F, 6-10am			
1	WOMP-FM	WKWK-AF	WOMP-FM
2	WKWK-AF	WOMP-FM	WKWK-AF
3	WNEU-AM	WWVA-AM	WWVA-AM
4	WWVA-AM	WPEZ-FM	WPEZ-FM
5	WEIF-AM	WNEU-AM	WOMP-AM
M-F, 3-7pm			
1	WOMP-FM	WKWK-AF	WOMP-FM
2	WKWK-AF	WOMP-FM	WKWK-AF
3	WPEZ-FM	WPEZ-FM	WNEU-AM
4	WDVE-FM	WCPI-FM	WCPI-FM
5	WOMP-AM	WNEU-AM	WPEZ-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 461

	A/M '77	A/M '78	A/M '79
1	WKWK-AF	WKWK-AF	WKWK-AF
2	WOMP-FM	WOMP-FM	WWVA-AM
3	WWVA-AM	WNEU-AM	WOMP-FM
4	WNEU-AM	WWVA-AM	WNEU-AM
5	WEIF-AM	WCPI-FM	WCPI-FM
M-F, 6-10am			
1	WKWK-AF	WKWK-AF	WKWK-AF
2	WOMP-FM	WOMP-FM	WWVA-AM
3	WWVA-AM	WNEU-AM	WOMP-FM
4	WNEU-AM	WWVA-AM	WNEU-AM
5	WOMP-AM	WCPI-FM	WTRF-FM
M-F, 3-7pm			
1	WKWK-AF	WOMP-FM	WKWK-AF
2	WOMP-FM	WNEU-AM	WWVA-AM
3	WWVA-AM	WCPI-FM	WOMP-FM
4	WNEU-AM	WKWK-AF	WTRF-FM
5	WEIF-AM	WWVA-AM	WCPI-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 553

	A/M '77	A/M '78	A/M '79
1	WWVA-AM	WKWK-AF	WWVA-AM
2	WKWK-AF	WWVA-AM	WKWK-AF
3	WOMP-FM	WOMP-AM	WTRF-FM
4	WOMP-AM	WNEU-AM	WOMP-AM
5	WTRF-FM	WCPI-FM	WNEU-AM
M-F, 6-10am			
1	WWVA-AM	WWVA-AM	WWVA-AM
2	WKWK-AF	WKWK-AF	WKWK-AF
3	WOMP-FM	WOMP-AM	WTRF-FM
4	WOMP-AM	WNEU-AM	WOMP-AM
5	WTRF-FM	WOMP-FM	WOMP-FM
M-F, 3-7pm			
1	WKWK-AF	WWVA-AM	WWVA-AM
2	WWVA-AM	WKWK-AF	WKWK-AF
3	WOMP-FM	WNEU-AM	WTRF-FM
4	WNEU-AM	WTRF-FM	WOMP-FM
5	WEIF-AM	WCPI-FM	WNEU-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1544

	A/M '77		A/M '78		A/M '79	
1	WKWK-AF	725	WWVA-AM	684	WWVA-AM	694
2	WWVA-AM	592	WKWK-AF	574	WKWK-AF	565
3	WOMP-FM	400	WOMP-FM	378	WOMP-FM	372
4	WOMP-AM	374	WOMP-AM	339	WTRF-FM	328
5	WTRF-FM	237	WTRF-FM	314	WOMP-AM	288
M-F, 6-10am						
1	WKWK-AF		WWVA-AM		WWVA-AM	
2	WWVA-AM		WKWK-AF		WKWK-AF	
3	WOMP-FM		WOMP-AM		WOMP-AM	
4	WOMP-AM		WOMP-FM		WOMP-FM	
5	WNEU-AM		WTRF-FM		WTRF-FM	
M-F, 3-7pm						
1	WKWK-AF		WWVA-AM		WWVA-AM	
2	WWVA-AM		WKWK-AF		WKWK-AF	
3	WOMP-FM		WOMP-FM		WTRF-FM	
4	WTRF-FM		WTRF-FM		WOMP-FM	
5	WNEU-AM		WNEU-AM		WOMP-AM	

Teens
M-S, 6am-Midnight
POP(00): 184

	A/M '77	A/M '78	A/M '79
1	WOMP-FM	WOMP-FM	WOMP-FM
2	WKWK-AF	WKWK-AF	WKWK-AF
3	WNEU-AM	WWVA-AM	WNEU-AM
4	WPEZ-FM	WPEZ-FM	WWVA-AM
5	WWVA-AM	WCPI-FM	WCPI-FM
M-F, 6-10am			
1	WOMP-FM	WKWK-AF	WOMP-FM
2	WKWK-AF	WOMP-FM	WKWK-AF
3	WNEU-AM	WWVA-AM	WWVA-AM
4	WWVA-AM	WPEZ-FM	WPEZ-FM
5	WEIF-AM	WNEU-AM	WNEU-AM
M-F, 3-7pm			
1	WOMP-FM	WKWK-AF	WKWK-AF
2	WKWK-AF	WOMP-FM	WOMP-FM
3	WPEZ-FM	WPEZ-FM	WNEU-AM
4	WDVE-FM	WCPI-FM	WCPI-FM
5	WEIF-AM	WNEU-AM	WWVA-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 461

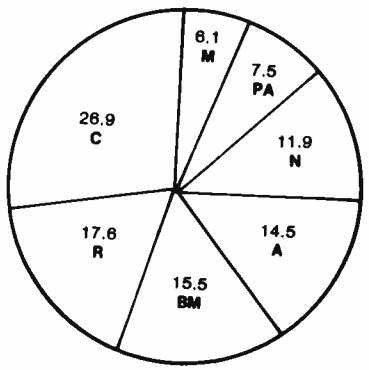
	A/M '77	A/M '78	A/M '79
1	WKWK-AF	WKWK-AF	WKWK-AF
2	WOMP-FM	WOMP-FM	WWVA-AM
3	WWVA-AM	WNEU-AM	WOMP-FM
4	WEIF-AM	WCPI-FM	WCPI-FM
5	WOMP-AM	WWVA-AM	WNEU-AM
M-F, 6-10am			
1	WKWK-AF	WKWK-AF	WKWK-AF
2	WOMP-FM	WOMP-FM	WWVA-AM
3	WWVA-AM	WNEU-AM	WOMP-FM
4	WNEU-AM	WWVA-AM	WNEU-AM
5	WEIF-AM	WCPI-FM	WCPI-FM
M-F, 3-7pm			
1	WKWK-AF	WKWK-AF	WKWK-AF
2	WOMP-FM	WOMP-FM	WWVA-AM
3	WWVA-AM	WNEU-AM	WOMP-FM
4	WNEU-AM	WCPI-FM	WNEU-AM
5	WEIF-AM	WWVA-AM	WCPI-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 553

	A/M '77	A/M '78	A/M '79
1	WKWK-AF	WWVA-AM	WWVA-AM
2	WWVA-AM	WKWK-AF	WKWK-AF
3	WOMP-FM	WOMP-FM	WTRF-FM
4	WOMP-AM	WOMP-AM	WNEU-AM
5	WEIF-AM	WTRF-FM	WOMP-FM
M-F, 6-10am			
1	WWVA-AM	WWVA-AM	WWVA-AM
2	WKWK-AF	WKWK-AF	WKWK-AF
3	WOMP-FM	WOMP-AM	WTRF-FM
4	WOMP-AM	WNEU-AM	WOMP-AM
5	WTRF-FM	WOMP-FM	WOMP-FM
M-F, 3-7pm			
1	WKWK-AF	WWVA-AM	WWVA-AM
2	WWVA-AM	WKWK-AF	WKWK-AF
3	WOMP-FM	WNEU-AM	WTRF-FM
4	WNEU-AM	WTRF-FM	WOMP-FM
5	WEIF-AM	WCPI-FM	WNEU-AM

Format Penetration Chart

Based On Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Wichita, KS

METRO RANK 87

A/M '79 Market Overview

There's a new number one in Wichita. **KAKE,** the P/A leader for the market, added almost three shares to its 12+ number. KAKE is number one with adults 25-49, and number two with adults 18-34. The station even picked up some teen listeners.

Number two now (or number one if you combine it with its FM station) is **KFDI.** KFDI skews a little older than KAKE, but is still number two among adults 25-49 in the Wichita metro. KFDI-AM & FM decline slightly from the O/N '78 sweep, thanks to the loss of men shares in AM drive.

Like KFDI, **KFH** is a Country station, but unlike the KFDI stations, KFH increased its share this sweep. The KFH gains possibly came at the expense of KFDI, as they both skew 35+, and KFH picked up well in men in AM drive — the most serious area of loss for KFDI. KFH advertised during the sweep, using TV, newspapers, and billboards. KFH plays "contemporary country."

The lone AOR in Wichita, **KICT,** had an excellent book, jumping almost three shares. KICT ranks number one with men 18-34 and adults 18-34. KICT picked up well in teens also. "Superstars" format was a big help in making KICT successful.

Former leader **KEYN-FM** (Top 40) slips badly in the A/M '79 report. Station and its AM counterpart were going through sale and management changes so little was done to promote the station. The situation may drag on until next year leaving stations in limbo in the meantime.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 3236

	A/M '78		O/N '78		A/M '79	
1	KFDI-AF	17.6	KFDI-AF	18.7	KFDI-AF(C)	15.7
2	KEYN-FM	13.6	KEYN-FM	17.3	KAKE-AM(PA)	12.7
3	KLEO-AM	12.4	KLEO-AM	11.5	KFH -AM(C)	11.2
4	KBRA-FM	11.4	KBRA-FM	9.7	KICT-FM(A)	11.0
5	KAKE-AM	11.0	KAKE-AM	9.5	KLEO-AM(R)	9.8
6	KFH -AM	10.0	KFH -AM	8.2	KBRA-FM(BM)	9.4
7	KARD-FM	6.2	KICT-FM	6.4	KEYN-FM(R)	8.9
8	KICT-FM	3.8	KARD-FM	5.6	KARD-FM(PA)	6.7
9	KEYN-AM	3.0	KEYN-AM	3.6	KEYN-AM(R)	3.7
10	KDRB-FM	1.8	KSGL-AM	2.2	KDRB-FM(C)	2.7
11	KOFZ-FM	1.6	KDRB-FM	0.8	KSGL-AM(RL)	1.6
12	KOYY-AF	1.2	KOYY-AF	0.4	KOEZ-FM(BM)	0.8
13	KSGL-AM	1.0			KSKU-FM(PA)	0.4
14	KJRG-AM	0.4				

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3236

	A/M '78		O/N '78		A/M '79	
1	KFDI-AF	88	KFDI-AF	93	KFDI-AF	80
2	KEYN-FM	63	KEYN-FM	86	KAKE-AM	62
3	KLEO-AM	62	KLEO-AM	57	KFH -AM	57
4	KBRA-FM	57	KBRA-FM	48	KICT-FM	56
5	KAKE-AM	55	KAKE-AM	47	KLEO-AM	50
M-F, 6-10am						
1	KFDI-AF		KFDI-AF		KFDI-AF	
2	KAKE-AM		KEYN-FM		KAKE-AM	
3	KFH -AM		KAKE-AM		KFH -AM	
4	KLEO-AM		KFH -AM		KLEO-AM	
5	KEYN-FM		KLEO-AM		KEYN-FM	
M-F, 3-7pm						
1	KFDI-AF		KFDI-AF		KFDI-AF	
2	KEYN-FM		KEYN-FM		KICT-FM	
3	KLEO-AM		KLEO-AM		KFH -AM	
4	KBRA-FM		KBRA-FM		KLEO-AM	
5	KAKE-AM		KAKE-AM		KAKE-AM	

Teens

M-S, 6am-Midnight

POP(00): 446

	A/M '78	O/N '78	A/M '79
1	KLEO-AM	KEYN-FM	KLEO-AM
2	KEYN-FM	KLEO-AM	KEYN-FM
3	KEYN-AM	KEYN-AM	KICT-FM
4	KFDI-AF	KFDI-AF	KEYN-AM
5	KICT-FM	KICT-FM	KAKE-AM
M-F, 6-10am			
1	KLEO-AM	KEYN-FM	KLEO-AM
2	KEYN-FM	KLEO-AM	KEYN-FM
3	KFDI-AF	KEYN-AM	KICT-FM
4	KEYN-AM	KFDI-AF	KFDI-AF
5	KFH -AM	KAKE-AM	KEYN-AM
M-F, 3-7pm			
1	KEYN-FM	KEYN-FM	KLEO-AM
2	KLEO-AM	KLEO-AM	KICT-FM
3	KEYN-AM	KEYN-AM	KEYN-FM
4	KDRB-FM	KBRA-FM	KFDI-AF
5	KFDI-AF	KICT-FM	KDRB-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1202

	A/M '78	O/N '78	A/M '79
1	KEYN-FM	KEYN-FM	KICT-FM
2	KLEO-AM	KLEO-AM	KAKE-AM
3	KAKE-AM	KFDI-AF	KFDI-AF
4	KFDI-AF	KAKE-AM	KEYN-FM
5	KBRA-FM	KARD-FM	KLEO-AM
M-F, 6-10am			
1	KEYN-FM	KEYN-FM	KAKE-AM
2	KAKE-AM	KLEO-AM	KICT-FM
3	KLEO-AM	KAKE-AM	KEYN-FM
4	KFDI-AF	KFDI-AF	KLEO-AM
5	KBRA-FM	KARD-FM	KFDI-AF
M-F, 3-7pm			
1	KEYN-FM	KEYN-FM	KICT-FM
2	KLEO-AM	KFDI-AF	KFDI-AF
3	KFDI-AF	KLEO-AM	KLEO-AM
4	KAKE-AM	KAKE-AM	KAKE-AM
5	KEYN-AM	KARD-FM	KEYN-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 1317

	A/M '78	O/N '78	A/M '79
1	KFDI-AF	KFDI-AF	KAKE-AM
2	KAKE-AM	KAKE-AM	KFDI-AF
3	KBRA-FM	KEYN-FM	KARD-FM
4	KLEO-AM	KLEO-AM	KICT-FM
5	KEYN-FM	KICT-FM	KLEO-AM
M-F, 6-10am			
1	KAKE-AM	KFDI-AF	KAKE-AM
2	KFDI-AF	KAKE-AM	KFDI-AF
3	KLEO-AM	KEYN-FM	KFH -AM
4	KEYN-FM	KLEO-AM	KARD-FM
5	KBRA-FM	KFH -AM	KLEO-AM
M-F, 3-7pm			
1	KFDI-AF	KFDI-AF	KAKE-AM
2	KBRA-FM	KAKE-AM	KFDI-AF
3	KAKE-AM	KEYN-FM	KICT-FM
4	KLEO-AM	KLEO-AM	KLEO-AM
5	KEYN-AM	KARD-FM	KEYN-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3236

	A/M '78		O/N '78		A/M '79	
1	KLEO-AM	1051	KEYN-FM	1038	KLEO-AM	1026
2	KFDI-AF	972	KFDI-AF	1026	KFDI-AF	946
3	KEYN-FM	946	KLEO-AM	970	KAKE-AM	916
4	KAKE-AM	848	KAKE-AM	846	KFH -AM	881
5	KFH -AM	689	KFH -AM	763	KEYN-FM	730
M-F, 8-10am						
1	KFDI-AF		KFDI-AF		KAKE-AM	
2	KLEO-AM		KEYN-FM		KLEO-AM	
3	KEYN-FM		KAKE-AM		KFH -AM	
4	KAKE-AM		KLEO-AM		KFDI-AF	
5	KFH -AM		KFH -AM		KEYN-FM	
M-F, 3-7pm						
1	KLEO-AM		KEYN-FM		KLEO-AM	
2	KEYN-FM		KLEO-AM		KFDI-AF	
3	KFDI-AF		KFDI-AF		KAKE-AM	
4	KAKE-AM		KAKE-AM		KFH -AM	
5	KBRA-FM		KBRA-FM		KEYN-FM	

Teens

M-S, 6am-Midnight

POP(00): 446

	A/M '78	O/N '78	A/M '79
1	KLEO-AM	KEYN-FM	KLEO-AM
2	KEYN-FM	KLEO-AM	KEYN-FM
3	KEYN-AM	KEYN-AM	KICT-FM
4	KFDI-AF	KFDI-AF	KEYN-AM
5	KDRB-FM	KDRB-FM	KFDI-AF
M-F, 6-10am			
1	KLEO-AM	KEYN-FM	KLEO-AM
2	KEYN-FM	KLEO-AM	KEYN-FM
3	KEYN-AM	KEYN-AM	KICT-FM
4	KFDI-AF	KFDI-AF	KEYN-AM
5	KFH -AM	KAKE-AM	KFDI-AF
M-F, 3-7pm			
1	KLEO-AM	KLEO-AM	KLEO-AM
2	KEYN-FM	KEYN-FM	KEYN-FM
3	KEYN-AM	KEYN-AM	KICT-FM
4	KDRB-FM	KFDI-AF	KEYN-AM
5	KFDI-AF	KICT-FM	KFH -AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1202

	A/M '78	O/N '78	A/M '79
1	KEYN-FM	KEYN-FM	KLEO-AM
2	KLEO-AM	KLEO-AM	KEYN-FM
3	KAKE-AM	KAKE-AM	KAKE-AM
4	KFDI-AF	KFDI-AF	KICT-FM
5	KEYN-AM	KEYN-AM	KFDI-AF
M-F, 6-10am			
1	KEYN-FM	KEYN-FM	KEYN-FM
2	KLEO-AM	KLEO-AM	KLEO-AM
3	KAKE-AM	KAKE-AM	KAKE-AM
4	KFDI-AF	KFDI-AF	KICT-FM
5	KEYN-AM	KEYN-AM	KFDI-AF
M-F, 3-7pm			
1	KEYN-FM	KEYN-FM	KLEO-AM
2	KLEO-AM	KLEO-AM	KICT-FM
3	KAKE-AM	KAKE-AM	KAKE-AM
4	KFDI-AF	KFDI-AF	KEYN-FM
5	KEYN-AM	KEYN-AM	KFDI-AF

Adults 25-49

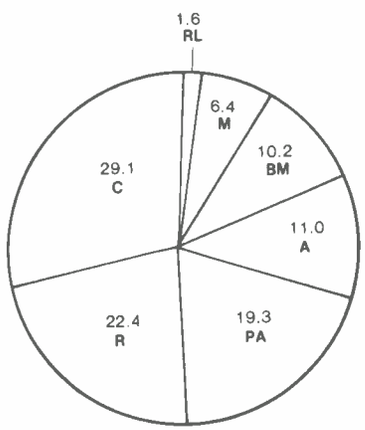
M-S, 6am-Midnight

POP(00): 1317

	A/M '78	O/N '78	A/M '79
1	KAKE-AM	KAKE-AM	KAKE-AM
2	KFDI-AF	KFDI-AF	KFDI-AF
3	KLEO-AM	KLEO-AM	KLEO-AM
4	KEYN-FM	KEYN-FM	KEYN-FM
5	KBRA-FM	KFH -AM	KFH -AM
M-F, 8-10am			
1	KFDI-AF	KAKE-AM	KAKE-AM
2	KAKE-AM	KFDI-AF	KFDI-AF
3	KLEO-AM	KFYN-FM	KFH -AM
4	KEYN-FM	KLEO-AM	KLEO-AM
5	KBRA-FM	KFH -AM	KEYN-FM
M-F, 3-7pm			
1	KFDI-AF	KAKE-AM	KAKE-AM
2	KAKE-AM	KFDI-AF	KFDI-AF
3	KLEO-AM	KLEO-AM	KLEO-AM
4	KEYN-FM	KEYN-FM	KEYN-FM
5	KBRA-FM	KARD-FM	KFH -AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Wichita Falls, TX

METRO RANK **164**

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 1089

	A/M '77		A/M '78		A/M '79	
1	KLUR-FM	17.7	KLUR-FM	22.7	KLUR-FM(C)	20.1
2	KNIN-AM	15.8	KTRN-AM	14.2	KTRN-AM(R)	16.5
3	WBAP-AM	14.6	KNIN-AM	13.6	KBID-FM(PA)	13.4
4	KTRN-AM	13.9	KBID-FM	11.9	WBAP-AM(C)	12.8
5	KBID-FM	9.5	KWFT-AM	11.4	KNIN-AM(PA)	10.4
6	KNTO-FM	8.9	WBAP-AM	10.2	KWFT-AM(PA)	9.8
7	KWFT-AM	7.0	KNTO-FM	9.1	KNTO-FM(O)	8.5
8	WFAA-AM	1.3			WFAA-AM(N)	0.6

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1089

	A/M '77		A/M '78		A/M '79	
1	KLUR-FM	28	KLUR-FM	40	KLUR-FM	33
2	KNIN-AM	25	KTRN-AM	25	KTRN-AM	27
3	WBAP-AM	23	KNIN-AM	24	KBID-FM	22
4	KTRN-AM	22	KBID-FM	21	WBAP-AM	21
5	KBID-FM	15	KWFT-AM	20	KNIN-AM	17
M-F, 6-10am						
1	KLUR-FM		KLUR-FM		KLUR-FM	
2	KNIN-AM		KWFT-AM		KTRN-AM	
3	KTRN-AM		KNIN-AM		KWFT-AM	
4	KWFT-AM		KTRN-AM		KBID-FM	
5	WBAP-AM		KBID-FM		KNIN-AM	
M-F, 3-7pm						
1	KNIN-AM		KLUR-FM		KLUR-FM	
2	WBAP-AM		KTRN-AM		KTRN-AM	
3	KLUR-FM		KNIN-AM		KNTO-FM	
4	KTRN-AM		KBID-FM		KBID-FM	
5	KBID-FM		WBAP-AM		WBAP-AM	

Teens
M-S, 6am-Midnight
POP(00): 140

	A/M '77	A/M '78	A/M '79
1	KTRN-AM	KTRN-AM	KTRN-AM
2	KNIN-AM	KNIN-AM	KNIN-AM
3	KBID-FM	KNTO-FM	KNTO-FM
4	KLUR-FM	KLUR-FM	KLUR-FM
5	KNTO-FM	KBID-FM	KBID-FM
M-F, 6-10am			
1	KTRN-AM	KTRN-AM	KTRN-AM
2	KNIN-AM	KNIN-AM	KNIN-AM
3	KBID-FM	KNTO-FM	KNTO-FM
4	KLUR-FM	KBID-FM	KLUR-FM
5	KWFT-AM	KLUR-FM	WBAP-AM
M-F, 3-7pm			
1	KTRN-AM	KTRN-AM	KTRN-AM
2	KNIN-AM	KNIN-AM	KNIN-AM
3	KBID-FM	KNTO-FM	KNTO-FM
4	KLUR-FM	KLUR-FM	WBAP-AM
5	KNTO-FM	KBID-FM	KLUR-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 401

	A/M '77	A/M '78	A/M '79
1	KNIN-AM	KLUR-FM	KNTO-FM
2	KTRN-AM	KNIN-AM	KLUR-FM
3	KBID-FM	KTRN-AM	KBID-FM
4	KLUR-FM	KNTO-FM	KTRN-AM
5	KNTO-FM	KBID-FM	KNIN-AM
M-F, 6-10am			
1	KNIN-AM	KNIN-AM	KLUR-FM
2	KTRN-AM	KTRN-AM	KTRN-AM
3	KLUR-FM	KLUR-FM	KBID-FM
4	KBID-FM	KBID-FM	KNIN-AM
5	WBAP-AM	KNTO-FM	WBAP-AM
M-F, 3-7pm			
1	KNIN-AM	KLUR-FM	KNTO-FM
2	KTRN-AM	KNIN-AM	KLUR-FM
3	KBID-FM	KNTO-FM	KBID-FM
4	KLUR-FM	KTRN-AM	WBAP-AM
5	WBAP-AM	KBID-FM	KTRN-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 407

	A/M '77	A/M '78	A/M '79
1	KLUR-FM	KLUR-FM	KLUR-FM
2	KNIN-AM	KBID-FM	WBAP-AM
3	WBAP-AM	KNIN-AM	KBID-FM
4	KNTO-FM	WBAP-AM	KTRN-AM
5	KTRN-AM	KTRN-AM	KNIN-AM
M-F, 6-10am			
1	KLUR-FM	KLUR-FM	KLUR-FM
2	KNIN-AM	KBID-FM	WBAP-AM
3	WBAP-AM	KNIN-AM	KBID-FM
4	KTRN-AM	KTRN-AM	KNIN-AM
5	KNTO-FM	WBAP-AM	KTRN-AM
M-F, 3-7pm			
1	KNIN-AM	KLUR-FM	WBAP-AM
2	WBAP-AM	KBID-FM	KLUR-FM
3	KLUR-FM	KNIN-AM	KBID-FM
4	KTRN-AM	WBAP-AM	KTRN-AM
5	KBID-FM	KTRN-AM	KNIN-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1089

	A/M '77		A/M '78		A/M '79	
1	KTRN-AM	462	KNIN-AM	471	KTRN-AM	430
2	KNIN-AM	457	KTRN-AM	393	KNIN-AM	356
3	KLUR-FM	340	KLUR-FM	341	KLUR-FM	349
4	WBAP-AM	302	KBID-FM	293	KBID-FM	282
5	KBID-FM	273	KWFT-AM	240	WBAP-AM	245
M-F, 6-10am						
1	KTRN-AM		KNIN-AM		KTRN-AM	
2	KNIN-AM		KTRN-AM		KLUR-FM	
3	KLUR-FM		KBID-FM		KNIN-AM	
4	WBAP-AM		KWFT-AM		KWFT-AM	
5	KWFT-AM		KLUR-FM		KBID-FM	
M-F, 3-7pm						
1	KTRN-AM		KNIN-AM		KTRN-AM	
2	KNIN-AM		KTRN-AM		KLUR-FM	
3	WBAP-AM		KLUR-FM		KNIN-AM	
4	KLUR-FM		KBID-FM		KNTO-FM	
5	KBID-FM		WBAP-AM		KBID-FM	

Teens
M-S, 6am-Midnight
POP(00): 140

	A/M '77	A/M '78	A/M '79
1	KTRN-AM	KTRN-AM	KTRN-AM
2	KNIN-AM	KNIN-AM	KNIN-AM
3	KBID-FM	KNTO-FM	KNTO-FM
4	KLUR-FM	KBID-FM	KBID-FM
5	KWFT-AM	KLUR-FM	KLUR-FM
M-F, 6-10am			
1	KTRN-AM	KTRN-AM	KTRN-AM
2	KNIN-AM	KNIN-AM	KNIN-AM
3	KBID-FM	KNTO-FM	KNTO-FM
4	KLUR-FM	KBID-FM	KBID-FM
5	KWFT-AM	KLUR-FM	KLUR-FM
M-F, 3-7pm			
1	KTRN-AM	KTRN-AM	KTRN-AM
2	KNIN-AM	KNIN-AM	KNIN-AM
3	KBID-FM	KNTO-FM	KNTO-FM
4	KLUR-FM	KBID-FM	KBID-FM
5	WBAP-AM	KLUR-FM	KLUR-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 401

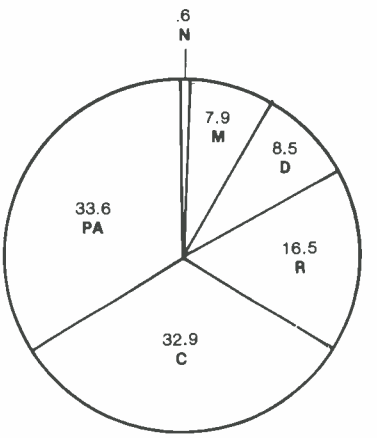
	A/M '77	A/M '78	A/M '79
1	KNIN-AM	KNIN-AM	KTRN-AM
2	KTRN-AM	KTRN-AM	KNIN-AM
3	KBID-FM	KNTO-FM	KNTO-FM
4	KLUR-FM	KLUR-FM	KBID-FM
5	KNTO-FM	KBID-FM	KLUR-FM
M-F, 6-10am			
1	KTRN-AM	KNIN-AM	KTRN-AM
2	KNIN-AM	KTRN-AM	KNIN-AM
3	KBID-FM	KBID-FM	KLUR-FM
4	KLUR-FM	KNTO-FM	KNTO-FM
5	WBAP-AM	KLUR-FM	KBID-FM
M-F, 3-7pm			
1	KNIN-AM	KNIN-AM	KNTO-FM
2	KTRN-AM	KTRN-AM	KTRN-AM
3	KBID-FM	KNTO-FM	KBID-FM
4	KNTO-FM	KLUR-FM	KLUR-FM
5	WBAP-AM	KBID-FM	KNIN-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 407

	A/M '77	A/M '78	A/M '79
1	KNIN-AM	KNIN-AM	KTRN-AM
2	KTRN-AM	KBID-FM	KNIN-AM
3	KLUR-FM	KLUR-FM	KLUR-FM
4	WBAP-AM	KTRN-AM	KBID-FM
5	KBID-FM	WBAP-AM	WBAP-AM
M-F, 6-10am			
1	KTRN-AM	KBID-FM	KLUR-FM
2	KNIN-AM	KNIN-AM	KNIN-AM
3	KLUR-FM	KTRN-AM	KTRN-AM
4	WBAP-AM	KLUR-FM	KBID-FM
5	KBID-FM	WBAP-AM	WBAP-AM
M-F, 3-7pm			
1	KNIN-AM	KNIN-AM	KTRN-AM
2	KTRN-AM	KLUR-FM	KLUR-FM
3	WBAP-AM	KBID-FM	KNIN-AM
4	KLUR-FM	KTRN-AM	WBAP-AM
5	KBID-FM	WBAP-AM	KBID-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

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#1 Adults 18 Plus
#1 Adults 25 to 49
#1 Adults 25 to 54

SPRINGFIELD, MISSOURI*

AM/FM

#1 Adults 18 Plus
#1 Adults 18 to 49
#1 Adults 25 to 49
#1 Adults 25 to 54

OMAHA, NEBRASKA**

AM/FM

#4 Adults 18 to 49
#4 Adults 25 to 54

SHREVEPORT, LOUSIANA*

AM

#1 Adults 18 Plus

***ARB April-May 1979 Avg. ¼ hr. Est., M-S, 6 am-midnight TSA**
****ARB April-May 1979 Avg. ¼ hr. Est., M-S, 6 am-midnight Metro**

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Wilmington, DE

METRO RANK **67**

A/M '79 Market Overview

FM rocker **WSTW** took off, catapulted to number one with a better than 14% share of the market. WSTW switched from Beautiful Music to Top 40, **TM**'s automated Stereo Rock sound. Outside promotion was limited to billboards and newspaper. WSTW was number one in 18-34 and 25-49 demos, as well as topping teens. With this newly dominant FM rocker as a factor, other stations in Wilmington saw their shares affected.

P/A station **WDEL** dropped five shares, is now tied for second with adults 25-49, distantly behind WSTW. WDEL suffered its most significant losses in midday and afternoon drive, and most noticeably among women shares.

Rocker **WAMS** (AM) was hurt by the new FM push also. Its overall share declined a point and a half, but men shares and teens dropped almost 50%.

The only leading station in Wilmington that wasn't affected by the strong FM rock push was Beautiful Music **WJBR-FM.** WJBR-FM actually increased its share (12+) to the 11 range. Midday saw the biggest rise in adult shares for WJBR-FM, which is tied for second among adults 25-49, and tops with adults 35+.

Much Philadelphia listening in Wilmington metro due to proximity of the markets.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 4346

	A/M '77		A/M '78		A/M '79	
1	WDEL-AM	16.3	WDEL-AM	15.5	WSTW-FM(R)	14.1
2	WJBR-FM	9.8	WAMS-AM	6.3	WJBR-FM(BM)	11.0
3	WAMS-AM	5.9	WILM-AM	3.0	WDEL-AM(PA)	10.1
4	WIFI-FM	5.3	WIOQ-FM	2.9	WAMS-AM(R)	4.8
5	WIOQ-FM	5.0	WDSD-FM	1.6	WILM-AM(N)	4.4
6	WSTW-FM	4.3	WNRK-AM	1.5	WDSD-FM(C)	2.3
7	WMGK-FM	4.2	WSTW-FM	1.5	WJBR-AM(BM)	1.5
8	WDSD-FM	4.2	WPOC-FM	1.0	WYSP-FM(A)	1.4
9	WILM-AM	3.7	WKTK-FM	0.8	WNRK-AM(T)	1.4
10	WCAU-FM	3.6	WSER-AM	0.7	WASA-AM(PA)	1.1
11	WYSP-FM	3.0	WJIC-AM	0.7	WPOC-FM(C)	0.4
12	WIP -AM	2.3	WZZD-AM	0.5		
13	WFLN-AF	2.3				
14	WWSH-FM	2.2				
15	WFLN-FM	2.0				
16	WTUX-AM	2.0				
17	WNRK-AM	1.9				
18	WMMR-FM	1.7				
19	WPEN-AM	1.4				
20	WASA-AM	1.4				
21	WWDB-FM	1.4				
22	WDVR-FM	1.4				
23	KYW -AM	1.3				
24	WPOC-FM	1.2				
25	WCAU-AM	1.2				
26	WNNN-FM	0.9				
27	WFIL-AM	0.7				
28	WIBG-AM	0.7				
29	WFLN-AM	0.3				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4346

	A/M '77		A/M '78		A/M '79	
1	WDEL-AM	113	WDEL-AM	114	WSTW-FM	102
2	WJBR-FM	68	WAMS-AM	46	WJBR-FM	80
3	WAMS-AM	41	WILM-AM	22	WDEL-AM	73
4	WIFI-FM	37	WIOQ-FM	21	WAMS-AM	35
5	WIOQ-FM	35	WDSD-FM	12	WILM-AM	32

M-F, 6-10am

1	WDEL-AM	WDEL-AM	WDEL-AM
2	WJBR-FM	WAMS-AM	WSTW-FM
3	WAMS-AM	WILM-AM	WILM-AM
4	WILM-AM	WNRK-AM	WJBR-FM
5	WIP -AM	WIOQ-FM	WAMS-AM

M-F, 3-7pm

1	WDEL-AM	WDEL-AM	WSTW-FM
2	WJBR-FM	WAMS-AM	WJBR-FM
3	WIFI-FM	WIOQ-FM	WDEL-AM
4	WAMS-AM	WILM-AM	WAMS-AM
5	WIOQ-FM	WDSD-FM	WILM-AM

Teens
M-S, 6am-Midnight
POP(00): 601

	A/M '77	A/M '78	A/M '79
1	WIFI-FM	WAMS-AM	WSTW-FM
2	WAMS-AM	WKTK-FM	WAMS-AM
3	WIOQ-FM	WIOQ-FM	WYSP-FM
4	WYSP-FM	WDEL-AM	WDEL-AM
5	WCAU-FM	WZZD-AM	WNRK-AM

M-F, 6-10am

1	WAMS-AM	WAMS-AM	WSTW-FM
2	WIFI-FM	WDEL-AM	WAMS-AM
3	WIOQ-FM	WILM-AM	WDEL-AM
4	WYSP-FM	WKTK-FM	WNRK-AM
5	WNRK-AM	WIOQ-FM	WYSP-FM

M-F, 3-7pm

1	WIFI-FM	WAMS-AM	WSTW-FM
2	WAMS-AM	WIOQ-FM	WAMS-AM
3	WYSP-FM	WKTK-FM	WYSP-FM
4	WCAU-FM	WZZD-AM	WDEL-AM
5	WIOQ-FM	WSER-AM	WJBR-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1596

	A/M '77	A/M '78	A/M '79
1	WIOQ-FM	WDEL-AM	WSTW-FM
2	WIFI-FM	WAMS-AM	WAMS-AM
3	WAMS-AM	WIOQ-FM	WJBR-FM
4	WMGK-FM	WDSD-FM	WDEL-AM
5	WCAU-FM	WNRK-AM	WYSP-FM

M-F, 6-10am

1	WAMS-AM	WDEL-AM	WSTW-FM
2	WIFI-FM	WAMS-AM	WAMS-AM
3	WIP -AM	WIOQ-FM	WDEL-AM
4	WYSP-FM	WNRK-AM	WYSP-FM
5	WMGK-FM	WDSD-FM	WILM-AM

M-F, 3-7pm

1	WIOQ-FM	WDEL-AM	WSTW-FM
2	WAMS-AM	WAMS-AM	WAMS-AM
3	WSTW-FM	WIOQ-FM	WJBR-FM
4	WIFI-FM	WKTK-FM	WDEL-AM
5	WYSP-FM	WNRK-AM	WYSP-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1746

	A/M '77	A/M '78	A/M '79
1	WDEL-AM	WDEL-AM	WSTW-FM
2	WJBR-FM	WAMS-AM	WDEL-AM
3	WSTW-FM	WNRK-AM	WJBR-FM
4	WMGK-FM	WILM-AM	WAMS-AM
5	WDSD-FM	WDSD-FM	WDSD-FM

M-F, 6-10am

1	WDEL-AM	WDEL-AM	WSTW-FM
2	WSTW-FM	WNRK-AM	WDEL-AM
3	WJBR-FM	WAMS-AM	WILM-AM
4	WDSD-FM	WILM-AM	WAMS-AM
5	WAMS-AM	WDSD-FM	WJBR-FM

M-F, 3-7pm

1	WDEL-AM	WDEL-AM	WSTW-FM
2	WJBR-FM	WAMS-AM	WDEL-AM
3	WMGK-FM	WILM-AM	WAMS-AM
4	WSTW-FM	WIOQ-FM	WJBR-FM
5	WAMS-AM	WDSD-FM	WILM-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4346

	A/M '77	A/M '78	A/M '79
1	WDEL-AM	WDEL-AM	WSTW-FM
2	WJBR-FM	WAMS-AM	WDEL-AM
3	WAMS-AM	WILM-AM	WJBR-FM
4	WIFI-FM	WIOQ-FM	WAMS-AM
5	WILM-AM	WNRK-AM	WILM-AM

M-F, 6-10am

1	WDEL-AM	WDEL-AM	WSTW-FM
2	WJBR-FM	WAMS-AM	WDEL-AM
3	WAMS-AM	WILM-AM	WILM-AM
4	WILM-AM	WIOQ-FM	WJBR-FM
5	WIFI-FM	WNRK-AM	WAMS-AM

M-F, 3-7pm

1	WDEL-AM	WDEL-AM	WSTW-FM
2	WJBR-FM	WAMS-AM	WDEL-AM
3	WIFI-FM	WILM-AM	WAMS-AM
4	WAMS-AM	WIOQ-FM	WJBR-FM
5	WIOQ-FM	WKTK-FM	WILM-AM

Teens
M-S, 6am-Midnight
POP(00): 601

	A/M '77	A/M '78	A/M '79
1	WIFI-FM	WAMS-AM	WSTW-FM
2	WAMS-AM	WKTK-FM	WAMS-AM
3	WIOQ-FM	WIOQ-FM	WYSP-FM
4	WYSP-FM	WZZD-AM	WDEL-AM
5	WCAU-FM	WDEL-AM	WNRK-AM

M-F, 6-10am

1	WAMS-AM	WAMS-AM	WSTW-FM
2	WIFI-FM	WDEL-AM	WAMS-AM
3	WIOQ-FM	WKTK-FM	WYSP-FM
4	WYSP-FM	WILM-AM	WNRK-AM
5	WNRK-AM	WIOQ-FM	WDEL-AM

M-F, 3-7pm

1	WIFI-FM	WAMS-AM	WSTW-FM
2	WAMS-AM	WIOQ-FM	WAMS-AM
3	WIOQ-FM	WKTK-FM	WYSP-FM
4	WYSP-FM	WZZD-AM	WJBR-AM
5	WCAU-FM	WSER-AM	WILM-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1596

	A/M '77	A/M '78	A/M '79
1	WAMS-AM	WAMS-AM	WSTW-FM
2	WIFI-FM	WDEL-AM	WAMS-AM
3	WIOQ-FM	WIOQ-FM	WDEL-AM
4	WMMR-FM	WNRK-AM	WYSP-FM
5	WYSP-FM	WZZD-AM	WILM-AM

M-F, 6-10am

1	WAMS-AM	WAMS-AM	WSTW-FM
2	WIFI-FM	WDEL-AM	WAMS-AM
3	WIOQ-FM	WIOQ-FM	WDEL-AM
4	WYSP-FM	WNRK-AM	WYSP-FM
5	WPEN-AM	WKTK-FM	WILM-AM

M-F, 3-7pm

1	WAMS-AM	WAMS-AM	WSTW-FM
2	WIOQ-FM	WDEL-AM	WAMS-AM
3	WIFI-FM	WIOQ-FM	WYSP-FM
4	WYSP-FM	WZZD-AM	WDEL-AM
5	WFIL-AM	WKTK-FM	WILM-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1746

	A/M '77	A/M '78	A/M '79
1	WDEL-AM	WDEL-AM	WDEL-AM
2	WJBR-FM	WAMS-AM	WSTW-FM
3	WAMS-AM	WILM-AM	WAMS-AM
4	WSTW-FM	WNRK-AM	WILM-AM
5	WIP -AM	WDSD-FM	WJBR-FM

M-F, 6-10am

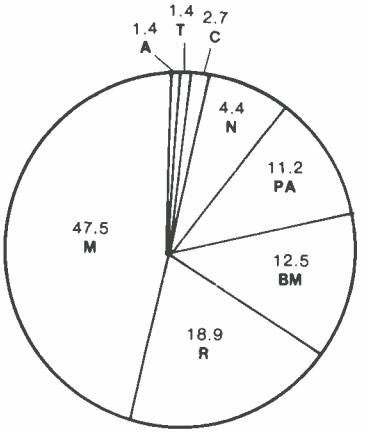
1	WDEL-AM	WDEL-AM	WDEL-AM
2	WJBR-FM	WAMS-AM	WSTW-FM
3	WAMS-AM	WNRK-AM	WAMS-AM
4	WILM-AM	WILM-AM	WILM-AM
5	WSTW-FM	WIOQ-FM	WDSD-FM

M-F, 3-7pm

1	WDEL-AM	WDEL-AM	WSTW-FM
2	WJBR-FM	WAMS-AM	WDEL-AM
3	WAMS-AM	WILM-AM	WAMS-AM
4	WMGK-FM	WNRK-AM	WILM-AM
5	WDSD-FM	WIOQ-FM	WJBR-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Wilmington, NC

METRO RANK **165**

Average Persons 12+ Share Trend
Monday-Sunday, 6am-Midnight
POP(00): 1086

	A/M '79		
1	WAAV-FM	(BM)	19.0
2	WWIL-AM	(B)	17.6
3	WHSL-FM	(R)	15.0
4	WWQQ-FM	(C)	11.1
5	WKLM-AM	(C)	9.8
6	WMFD-AM	(PA)	7.8
7	WGNI-AM	(R)	6.5
8	WLCF-FM	(PA)	5.2
9	WPJC-FM	(RL)	3.9
10	WDZD-FM	(C)	2.6

Average Persons Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1086

	A/M '79	
1	WAAV-FM	29
2	WWIL-AM	27
3	WHSL-FM	23
4	WWQQ-FM	17
5	WKLM-AM	15

M-F, 6-10am

1	WWIL-AM
2	WAAV-FM
3	WHSL-FM
4	WMFD-AM
5	WWQQ-FM

M-F, 3-7pm

1	WAAV-FM
2	WHSL-FM
3	WWIL-AM
4	WWQQ-FM
5	WKLM-AM

Teens
M-S, 6am-Midnight
POP(00): 147

A/M '79	
1	WHSL-FM
2	WWIL-AM
3	WGNI-AM
4	WLCF-FM
5	WMFD-AM

M-F, 6-10am

1	WHSL-FM
2	WWIL-AM
3	WGNI-AM
4	WWQQ-FM
5	WLCF-FM

M-F, 3-7pm

1	WHSL-FM
2	WGNI-AM
3	WWIL-AM
4	WMFD-AM
5	WWQQ-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 374

A/M '79	
1	WHSL-FM
2	WWIL-AM
3	WAAV-FM
4	WMFD-AM
5	WGNI-AM

M-F, 6-10am

1	WWIL-AM
2	WHSL-FM
3	WAAV-FM
4	WWQQ-FM
5	WGNI-AM

M-F, 3-7pm

1	WHSL-FM
2	WWIL-AM
3	WAAV-FM
4	WGNI-AM
5	WMFD-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 442

A/M '79	
1	WAAV-FM
2	WWIL-AM
3	WWQQ-FM
4	WKLM-AM
5	WMFD-AM

M-F, 6-10am

1	WWIL-AM
2	WAAV-FM
3	WKLM-AM
4	WWQQ-FM
5	WMFD-AM

M-F, 3-7pm

1	WAAV-FM
2	WWIL-AM
3	WWQQ-FM
4	WKLM-AM
5	WMFD-AM

Cume Persons Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1086

	A/M '79	
1	WHSL-FM	328
2	WMFD-AM	246
3	WGNI-AM	239
4	WAAV-FM	226
5	WKLM-AM	212

M-F, 6-10am

1	WAAV-FM
2	WWIL-AM
3	WHSL-FM
4	WMFD-AM
5	WGNI-AM

M-F, 3-7pm

1	WHSL-FM
2	WAAV-FM
3	WMFD-AM
4	WGNI-AM
5	WWIL-AM

Teens
M-S, 6am-Midnight
POP(00): 147

A/M '79	
1	WHSL-FM
2	WGNI-AM
3	WWIL-AM
4	WMFD-AM
5	WLCF-FM

M-F, 6-10am

1	WHSL-FM
2	WGNI-AM
3	WWIL-AM
4	WMFD-AM
5	WAAV-FM

M-F, 3-7pm

1	WHSL-FM
2	WGNI-AM
3	WWIL-AM
4	WMFD-AM
5	WLCF-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 374

A/M '79	
1	WHSL-FM
2	WWIL-AM
3	WGNI-AM
4	WMFD-AM
5	WAAV-FM

M-F, 6-10am

1	WHSL-FM
2	WWIL-AM
3	WMFD-AM
4	WGNI-AM
5	WAAV-FM

M-F, 3-7pm

1	WHSL-FM
2	WGNI-AM
3	WWIL-AM
4	WMFD-AM
5	WLCF-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 442

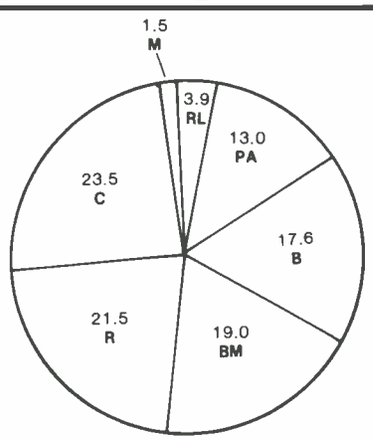
A/M '79	
1	WAAV-FM
2	WMFD-AM
3	WHSL-FM
4	WKLM-AM
5	WWIL-AM

M-F, 6-10am

1	WAAV-FM
2	WMFD-AM
3	WWIL-AM
4	WKLM-AM
5	WWQQ-FM

M-F, 3-7pm

1	WAAV-FM
2	WWQQ-FM
3	WKLM-AM
4	WMFD-AM
5	WWIL-AM



Worcester

METRO RANK **89**

A/M '79 Market Overview

P/A standby **WTAG** again leads this market with a declining but still healthy almost 16% of the metro audience. WTAG is number one with adults 25-49, strong with older-skewing demos also. Loss of audience in this sweep occurred largely in PM drive when shares for adults dropped by a third.

Beautiful Music station **WSRS** rebounded in this book. Station is promoting constantly, aiming at the older audiences. WSRS is number three in adults 25-49, and gets stronger as demos age upward. Total adult story is a strong one for this Beautiful Music entry.

The AOR sound is captured by **WAAF**, the only AOR station in the Worcester metro. WAAF had its second straight gain, 12+, and station is number one with adults 18-34 and men 18-34. WAAF also has dominant share of teens. No format competition, and the **Burkhart/Abrams** "Superstars" sound helped to keep this station strong.

Top 40 station **WFTQ** had a stable report, and came in second in 18-34 and 25-49 adults. Strong teen station as well. Basically, WFTQ is the second strongest young adult station in the metro, after WAAF.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 3211

	A/M '78		A/M '79	
1	WTAG-AM	18.3	WTAG AM(PA)	15.7
2	WSRS-FM	12.7	WSRS FM(BM)	15.2
3	WFTQ-AM	7.6	WAAF FM(A)	13.5
4	WPJB-FM	4.7	WFTQ-AM(R)	7.7
5	WNEB-AM	4.3	WNEB-AM(PA)	4.4
6	WORC-AM	3.2	WPJB FM(R)	2.6
7	WSSH-FM	2.8	WORC AM(BB)	2.2
8	WESO-AM	2.6	WVBF-FM(R)	2.2
9	WFRO-FM	0.9	WESO AM(PA)	2.2
10	WHJY-FM	0.9	WQVR FM(C)	2.0
11	WESO-FM	0.9	WARE AM(PA)	1.8
12	WVBF-FM	0.6	WSSH-FM(BM)	0.9
13	WARE-AM	0.4	WAQY-FM(R)	0.7

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3211

	A/M '78		A/M '79	
1	WTAG-AM	98	WTAG-AM	86
2	WSRS-FM	68	WSRS-FM	83
3	WFTQ-AM	41	WAAF FM	74
4	WPJB-FM	25	WFTQ-AM	42
5	WNEB-AM	23	WNEB-AM	24

M-F, 6-10am

1	WTAG-AM	WTAG-AM
2	WSRS-FM	WSRS-FM
3	WFTQ-AM	WAAF-FM
4	WORC-AM	WFTQ-AM
5	WNEB-AM	WNEB-AM

M-F, 3-7pm

1	WTAG-AM	WSRS-FM
2	WSRS-FM	WAAF-FM
3	WFTQ-AM	WTAG-AM
4	WPJB-FM	WFTQ-AM
5	WNEB-AM	WNEB-AM

Teens
M-S, 6am-Midnight
POP(00): 429

	A/M '78	A/M '79
1	WPJB-FM	WAAF-FM
2	WFTQ-AM	WFTQ-AM
3	WSRS-FM	WPJB-FM
4	WFRO-FM	WVBF-FM
5	WVBF-FM	WAQY-FM

M-F, 6-10am

1	WPJB-FM	WAAF-FM
2	WFTQ-AM	WFTQ-AM
3	WFRO-FM	WPJB-FM
4	WORC-AM	WAQY-FM
5	WTAG-AM	WVBF-FM

M-F, 3-7pm

1	WPJB-FM	WAAF-FM
2	WFTQ-AM	WFTQ-AM
3	WVBF-FM	WPJB-FM
4	WSRS-FM	WAQY-FM
5	WTAG-AM	WVBF-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1017

	A/M '78	A/M '79
1	WFTQ-AM	WAAF-FM
2	WSRS-FM	WFTQ-AM
3	WTAG-AM	WSRS-FM
4	WORC-AM	WTAG-AM
5	WPJB-FM	WVBF-FM

M-F, 6-10am

1	WFTQ-AM	WAAF-FM
2	WTAG-AM	WFTQ-AM
3	WORC-AM	WTAG-AM
4	WSRS-FM	WSRS-FM
5	WPJB-FM	WPJB-FM

M-F, 3-7pm

1	WFTQ-AM	WAAF-FM
2	WTAG-AM	WFTQ-AM
3	WSRS-FM	WSRS-FM
4	WORC-AM	WVBF-FM
5	WPJB-FM	WTAG-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1165

	A/M '78	A/M '79
1	WTAG-AM	WTAG-AM
2	WSRS-FM	WFTQ-AM
3	WFTQ-AM	WSRS-FM
4	WORC-AM	WAAF-FM
5	WNEB-AM	WNEB-AM

M-F, 6-10am

1	WTAG-AM	WTAG-AM
2	WSRS-FM	WFTQ-AM
3	WFTQ-AM	WAAF-FM
4	WORC-AM	WSRS-FM
5	WNEB-AM	WNEB-AM

M-F, 3-7pm

1	WTAG-AM	WSRS-FM
2	WSRS-FM	WTAG-AM
3	WFTQ-AM	WFTQ-AM
4	WORC-AM	WAAF-FM
5	WNEB-AM	WNEB-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3211

	A/M '78		A/M '79	
1	WTAG-AM	1244	WTAG-AM	1301
2	WSRS-FM	877	WSRS-FM	1026
3	WFTQ-AM	593	WAAF-FM	843
4	WORC-AM	421	WFTQ-AM	479
5	WPJB-FM	389	WNEB-AM	506

M-F, 6-10am

1	WTAG-AM	WTAG-AM
2	WSRS-FM	WSRS-FM
3	WFTQ-AM	WAAF-FM
4	WPJB-FM	WFTQ-AM
5	WORC-AM	WNEB-AM

M-F, 3-7pm

1	WTAG-AM	WTAG-AM
2	WSRS-FM	WAAF-FM
3	WFTQ-AM	WSRS-FM
4	WORC-AM	WFTQ-AM
5	WPJB-FM	WNEB-AM

Teens
M-S, 6am-Midnight
POP(00): 429

	A/M '78	A/M '79
1	WPJB-FM	WAAF-FM
2	WFTQ-AM	WFTQ-AM
3	WSRS-FM	WPJB-FM
4	WFRO-FM	WVBF-FM
5	WVBF-FM	WSRS-FM

M-F, 6-10am

1	WFTQ-AM	WAAF-FM
2	WPJB-FM	WFTQ-AM
3	WFRO-FM	WPJB-FM
4	WTAG-AM	WVBF-FM
5	WVBF-FM	WAQY-FM

M-F, 3-7pm

1	WPJB-FM	WAAF-FM
2	WFTQ-AM	WFTQ-AM
3	WVBF-FM	WPJB-FM
4	WTAG-AM	WVBF-FM
5	WORC-AM	WAQY-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1017

	A/M '78	A/M '79
1	WFTQ-AM	WAAF-FM
2	WORC-AM	WFTQ-AM
3	WTAG-AM	WTAG-AM
4	WSRS-FM	WSRS-FM
5	WPJB-FM	WPJB-FM

M-F, 6-10am

1	WFTQ-AM	WAAF-FM
2	WORC-AM	WFTQ-AM
3	WTAG-AM	WTAG-AM
4	WSRS-FM	WSRS-FM
5	WPJB-FM	WPJB-FM

M-F, 3-7pm

1	WFTQ-AM	WAAF-FM
2	WTAG-AM	WFTQ-AM
3	WSRS-FM	WTAG-AM
4	WORC-AM	WSRS-FM
5	WPJB-FM	WVBF-FM

Worcester *Continued*

Adults 25-49
M-S, 6am-Midnight
POP(00): 1165

	A/M '78	A/M '79
1	WTAG-AM	WTAG-AM
2	WSRS-FM	WSRS-FM
3	WFTQ-AM	WFTQ-AM
4	WORC-AM	WAAF-FM
5	WNEB-AM	WNEB-AM

M-F, 6-10am

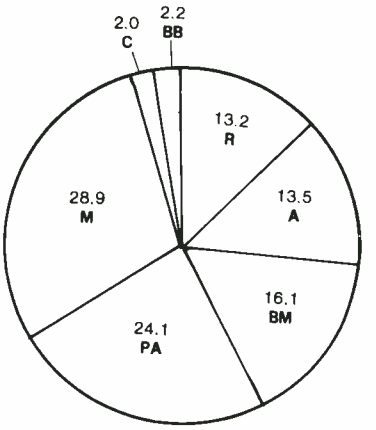
1	WTAG-AM	WTAG-AM
2	WSRS-FM	WFTQ-AM
3	WFTQ-AM	WSRS-FM
4	WORC-AM	WAAF-FM
5	WNEB-AM	WNEB-AM

M-F, 3-7pm

1	WTAG-AM	WSRS-FM
2	WSRS-FM	WTAG-AM
3	WFTQ-AM	WFTQ-AM
4	WORC-AM	WAAF-FM
5	WPJB-FM	WNEB-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Yakima

METRO RANK **157**

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 1306

	A/M '77		A/M '78		A/M '79	
1	KUTI-AM	21.4	KUTI-AM	18.4	KUTI-AM(C)	18.7
2	KMWX-AM	16.6	KFFM-FM	17.5	KUEZ-FM(BM)	18.2
3	KIT -AM	15.5	KIT -AM	15.0	KFFM-FM(R)	15.8
4	KUEZ-FM	13.9	KIT -FM	11.2	KIT -AM(PA)	14.4
5	KIT -FM	10.2	KUEZ-FM	10.2	KMWX-AM(PA)	12.0
6	KFFM-FM	8.6	KMWX-AM	9.7	KIT -FM(A)	5.7
7	KQOT-AM	5.3	KQOT-AM	6.3	KBBO-AM(RL)	5.3
8	KALE-AM	3.7	KREW-AM	2.4	KREW-AM(PA)	1.9
9	KBBO-AM	2.7	KENE-AM	2.4	KENE-AM(C)	1.4
10	KENE-AM	0.5	KBBO-AM	2.4	KONA-AM(PA)	1.0
11	KREW-AM	0.5	KYBO-FM	2.4	KYBO-FM(RL)	1.0
12		0.0	KGO -AM	0.5	KVGM-AM(PA)	0.5
13					KREW-FM(C)	0.5
14					KALE-AM(R)	0.5

Average Persons Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1306

	A/M '77		A/M '78		A/M '79	
1	KUTI-AM	40	KUTI-AM	38	KUTI-AM	39
2	KMWX-AM	31	KFFM-FM	36	KUEZ-FM	38
3	KIT -AM	29	KIT -AM	31	KFFM-FM	33
4	KUEZ-FM	26	KIT -FM	23	KIT -AM	30
5	KIT -FM	19	KUEZ-FM	21	KMWX-AM	25

M-F, 6-10am

1	KIT -AM	KIT -AM	KIT -AM
2	KUTI-AM	KUTI-AM	KUTI-AM
3	KMWX-AM	KFFM-FM	KFFM-FM
4	KUEZ-FM	KMWX-AM	KUEZ-FM
5	KFFM-FM	KIT -FM	KMWX-AM

M-F, 3-7pm

1	KMWX-AM	KFFM-FM	KUEZ-FM
2	KUEZ-FM	KMWX-AM	KFFM-FM
3	KUTI-AM	KUEZ-FM	KUTI-AM
4	KIT -AM	KIT -FM	KMWX-AM
5	KFFM-FM	KIT -AM	KIT -AM

Teens
M-S, 6am-Midnight
POP(00): 193

	A/M '77	A/M '78	A/M '79
1	KIT -FM	KFFM-FM	KFFM-FM
2	KFFM-FM	KIT -FM	KMWX-AM
3	KMWX-AM	KMWX-AM	KIT -FM
4	KQOT-AM	KQOT-AM	KUEZ-FM
5	KALE-AM	KUTI-AM	KUTI-AM

M-F, 6-10am

1	KIT -FM	KFFM-FM	KFFM-FM
2	KFFM-FM	KIT -FM	KMWX-AM
3	KMWX-AM	KMWX-AM	KIT -FM
4	KQOT-AM	KQOT-AM	KUTI-AM
5	KALE-AM	KUTI-AM	KBBO-AM

M-F, 3-7pm

1	KIT -FM	KFFM-FM	KFFM-FM
2	KMWX-AM	KIT -FM	KIT -FM
3	KFFM-FM	KMWX-AM	KMWX-AM
4	KQOT-AM	KQOT-AM	KUEZ-FM
5	KIT -AM	KUTI-AM	KBBO-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 412

	A/M '77	A/M '78	A/M '79
1	KMWX-AM	KFFM-FM	KFFM-FM
2	KFFM-FM	KMWX-AM	KUEZ-FM
3	KIT -FM	KIT -FM	KMWX-AM
4	KQOT-AM	KQOT-AM	KIT -AM
5	KUEZ-FM	KUEZ-FM	KIT -FM

M-F, 6-10am

1	KMWX-AM	KFFM-FM	KFFM-FM
2	KFFM-FM	KMWX-AM	KUEZ-FM
3	KUTI-AM	KIT -FM	KMWX-AM
4	KQOT-AM	KUTI-AM	KIT -AM
5	KIT -FM	KQOT-AM	KIT -FM

M-F, 3-7pm

1	KMWX-AM	KFFM-FM	KFFM-FM
2	KFFM-FM	KMWX-AM	KUEZ-FM
3	KIT -FM	KIT -FM	KMWX-AM
4	KALE-AM	KQOT-AM	KIT -FM
5	KUEZ-FM	KIT -FM	KUTI-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 485

	A/M '77	A/M '78	A/M '79
1	KUTI-AM	KUTI-AM	KUEZ-FM
2	KUEZ-FM	KUEZ-FM	KUTI-AM
3	KMWX-AM	KMWX-AM	KFFM-FM
4	KIT -AM	KFFM-FM	KIT -AM
5	KIT -FM	KIT -AM	KMWX-AM

M-F, 6-10am

1	KUTI-AM	KUTI-AM	KIT -AM
2	KMWX-AM	KMWX-AM	KUTI-AM
3	KUEZ-FM	KIT -AM	KUEZ-FM
4	KIT -AM	KUEZ-FM	KFFM-FM
5	KFFM-FM	KFFM-FM	KMWX-AM

M-F, 3-7pm

1	KUEZ-FM	KUEZ-FM	KUEZ-FM
2	KUTI-AM	KMWX-AM	KUTI-AM
3	KMWX-AM	KFFM-FM	KFFM-FM
4	KIT -AM	KUTI-AM	KMWX-AM
5	KIT -FM	KIT -AM	KIT -AM

Cume Persons Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1306

	A/M '77		A/M '78		A/M '79	
1	KMWX-AM	468	KMWX-AM	434	KIT -AM	495
2	KIT -AM	437	KIT -AM	395	KMWX-AM	414
3	KUEZ-FM	308	KFFM-FM	385	KUEZ-FM	392
4	KUTI-AM	297	KUTI-AM	324	KFFM-FM	382
5	KFFM-FM	280	KIT -FM	297	KUTI-AM	333

M-F, 6-10am

1	KMWX-AM	KIT -AM	KIT -AM
2	KIT -AM	KMWX-AM	KFFM-FM
3	KUTI-AM	KFFM-FM	KMWX-AM
4	KFFM-FM	KUTI-AM	KUTI-AM
5	KUEZ-FM	KIT -FM	KUEZ-FM

M-F, 3-7pm

1	KMWX-AM	KFFM-FM	KFFM-FM
2	KUEZ-FM	KIT -FM	KMWX-AM
3	KIT -AM	KMWX-AM	KUEZ-FM
4	KUTI-AM	KIT -AM	KUTI-AM
5	KIT -FM	KUEZ-FM	KIT -AM

Teens
M-S, 6am-Midnight
POP(00): 193

	A/M '77	A/M '78	A/M '79
1	KFFM-FM	KFFM-FM	KFFM-FM
2	KMWX-AM	KIT -FM	KMWX-AM
3	KIT -FM	KMWX-AM	KIT -FM
4	KQOT-AM	KQOT-AM	KUTI-AM
5	KIT -AM	KUEZ-FM	KUEZ-FM

M-F, 6-10am

1	KFFM-FM	KFFM-FM	KFFM-FM
2	KIT -FM	KIT -FM	KMWX-AM
3	KMWX-AM	KMWX-AM	KUTI-AM
4	KQOT-AM	KQOT-AM	KIT -FM
5	KUEZ-FM	KUEZ-FM	KREW-AM

M-F, 3-7pm

1	KMWX-AM	KFFM-FM	KFFM-FM
2	KIT -FM	KIT -FM	KMWX-AM
3	KFFM-FM	KMWX-AM	KIT -FM
4	KQOT-AM	KQOT-AM	KUTI-AM
5	KIT -AM	KUTI-AM	KUEZ-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 412

	A/M '77	A/M '78	A/M '79
1	KMWX-AM	KMWX-AM	KFFM-FM
2	KFFM-FM	KFFM-FM	KMWX-AM
3	KIT -FM	KIT -FM	KUEZ-FM
4	KIT -AM	KQOT-AM	KIT -AM
5	KQOT-AM	KIT -AM	KIT -FM

M-F, 6-10am

1	KMWX-AM	KFFM-FM	KFFM-FM
2	KFFM-FM	KMWX-AM	KMWX-AM
3	KQOT-AM	KIT -FM	KUEZ-FM
4	KUTI-AM	KQOT-AM	KIT -AM
5	KIT -FM	KUTI-AM	KIT -FM

M-F, 3-7pm

1	KMWX-AM	KFFM-FM	KMWX-AM
2	KFFM-FM	KMWX-AM	KFFM-FM
3	KIT -FM	KIT -FM	KUEZ-FM
4	KUEZ-FM	KQOT-AM	KIT -FM
5	KIT -AM	KIT -AM	KUTI-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 485

	A/M '77	A/M '78	A/M '79
1	KMWX-AM	KMWX-AM	KIT -AM
2	KUEZ-FM	KUEZ-FM	KUEZ-FM
3	KIT -AM	KUTI-AM	KMWX-AM
4	KUTI-AM	KIT -AM	KUTI-AM
5	KFFM-FM	KFFM-FM	KFFM-FM

M-F, 6-10am

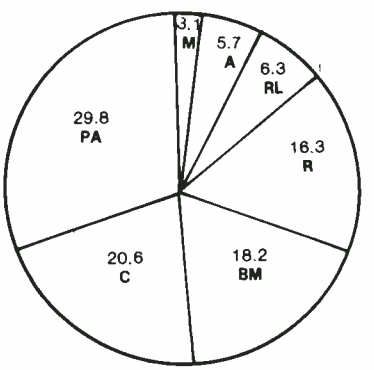
1	KMWX-AM	KMWX-AM	KIT -AM
2	KUTI-AM	KUTI-AM	KUEZ-FM
3	KUEZ-FM	KUEZ-FM	KMWX-AM
4	KIT -AM	KFFM-FM	KUTI-AM
5	KFFM-FM	KIT -AM	KFFM-FM

M-F, 3-7pm

1	KUEZ-FM	KUEZ-FM	KUEZ-FM
2	KMWX-AM	KMWX-AM	KMWX-AM
3	KUTI-AM	KUTI-AM	KUTI-AM
4	KFFM-FM	KIT -AM	KFFM-FM
5	KIT -AM	KFFM-FM	KIT -AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

York

METRO RANK **99**

A/M '79 Market Overview

Susquehenna's P/A bastion, **WSBA,** reclaimed leadership of the market from **WSBA-FM,** a Beautiful Music entry. WSBA leads in adults 25-49, does well in older demos also. Adult shares improved substantially, most notably in AM drive, and led to overall 12+ share rebound.

WSBA-FM slipped more than two shares, but still ranks third among adults 25-49. Adult males defected from WSBA-FM in such numbers that shares were reduced.

The big gainer in the A/M '79 sweep was P/A station **WQXA.** Younger-skewing P/A entry is number one with adults 18-34, fourth in adults 25-49. WQXA even became the top teen station in York, with more than a third of that audience. Morning drive showed the greatest improvement in adult shares for WQXA.

WQXA may have profited at the expense of Top 40 **WYCR,** which suffered a steep drop in its numbers. WYCR went from double digits to around a 5 share, 12+. Teen numbers were cut in half, WYCR now rates third with adults 18-34, and there were substantial losses in both key demos. This may be another instance of an FM station with contemporary sound siphoning off a chunk of listeners from a competitive AM station.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2948

	A/M '77		A/M '78		A/M '79	
1	WSBA-FM	16.0	WSBA-FM	13.0	WSBA-AM (PA)	14.2
2	WSBA-AM	14.7	WYCR-FM	12.4	WQXA-FM (PA)	12.4
3	WYCR-FM	13.4	WSBA-AM	10.9	WNOW-AM (C)	11.5
4	WNOW-AM	9.5	WQXA-FM	7.3	WSBA-FM (BM)	10.6
5	WZIX-AM	7.1	WZIX-AM	6.1	WYCR-FM (R)	5.2
6	WQXA-FM	5.8	WNOW-AM	5.7	WNCE-FM (BM)	5.2
7	WHVR-AM	3.7	WPOC-FM	5.2	WRHY-FM (A)	4.5
8	WNCE-FM	3.7	WHVR-AM	4.2	WZIX-AM (PA)	3.8
9	WHP -FM	2.8	WHP -FM	4.0	WPOC-FM (C)	2.5
10	WPOC-FM	2.8	WIOV-FM	3.8	WHVR-AM (PA)	2.0
11	WHP -AM	2.6	WRHY-FM	2.9	WSFM-FM (R)	2.0
12	WRHY-FM	2.4	WHP -AM	2.5	WHP -AM (PA)	2.0
13	WLIF-FM	1.5	WNCE-FM	2.3	WIOV-FM (C)	1.8
14	WIOV-FM	1.3	WGET-AM	1.9	WHP -FM (BM)	1.6
15	WFRE-FM	1.1	WFRE-FM	1.7	WGET-AM (PA)	1.4
16	WGET-AM	0.9	WFEC-AM	1.7	WGCB-FM (RL)	1.1
17	WGCB-FM	0.9	WSFM-FM	1.0	WLIF-FM (R)	1.1
18	WGET-FM	0.9	WDAC-FM	1.0	WTPA-FM (BM)	1.1
19	WBAL-AM	0.4	WBAL-AM	0.8	WKBO-AM (R)	1.1
20	WGCB-AM	0.4	WGCB-FM	0.8	WDAC-FM (RL)	0.7
21	WDAC-FM	0.4	WTTR-FM	0.8	WHYL-FM (C)	0.7
22	WKBO-AM	0.4	WLIF-FM	0.6	WFRE-FM (BM)	0.5
23	WCMB-AM	0.4	WKBO-AM	0.6		
24			WGCB-AM	0.6		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2948

	A/M '77		A/M '78		A/M '79	
1	WSBA-FM	74	WSBA-FM	62	WSBA-AM	63
2	WSBA-AM	68	WYCR-FM	59	WQXA-FM	55
3	WYCR-FM	62	WSBA-AM	52	WNOW-AM	51
4	WNOW-AM	44	WQXA-FM	35	WSBA-FM	47
5	WZIX-AM	33	WZIX-AM	29	WYCR-FM	23

M-F, 6-10am

1	WSBA-AM	WSBA-AM	WSBA-AM
2	WSBA-FM	WSBA-FM	WSBA-FM
3	WYCR-FM	WYCR-FM	WQXA-FM
4	WZIX-AM	WHVR-AM	WNOW-AM
5	WNOW-AM	WQXA-FM	WNCE-FM

M-F, 3-7pm

1	WSBA-FM	WYCR-FM	WQXA-FM
2	WYCR-FM	WSBA-FM	WSBA-AM
3	WSBA-AM	WSBA-AM	WNOW-AM
4	WNOW-AM	WQXA-FM	WSBA-FM
5	WQXA-FM	WZIX-AM	WZIX-AM

Teens
M-S, 6am-Midnight
POP(00): 384

	A/M '77	A/M '78	A/M '79
1	WYCR-FM	WYCR-FM	WQXA-FM
2	WZIX-AM	WQXA-FM	WYCR-FM
3	WQXA-FM	WZIX-AM	WRHY-FM
4	WSBA-AM	WRHY-FM	WZIX-AM
5	WPOC-FM	WSBA-AM	WNOW-AM

M-F, 6-10am

1	WYCR-FM	WYCR-FM	WQXA-FM
2	WZIX-AM	WQXA-FM	WYCR-FM
3	WSBA-AM	WRHY-FM	WZIX-AM
4	WQXA-FM	WSBA-AM	WNOW-AM
5	WPOC-FM	WZIX-AM	WSBA-FM

M-F, 3-7pm

1	WYCR-FM	WYCR-FM	WQXA-FM
2	WZIX-AM	WZIX-AM	WYCR-FM
3	WQXA-FM	WQXA-FM	WRHY-FM
4	WSBA-AM	WRHY-FM	WZIX-AM
5	WPOC-FM	WSBA-FM	WNOW-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 998

	A/M '77	A/M '78	A/M '79
1	WYCR-FM	WYCR-FM	WQXA-FM
2	WSBA-FM	WSBA-AM	WSBA-AM
3	WSBA-AM	WQXA-FM	WYCR-FM
4	WZIX-AM	WPOC-FM	WZIX-AM
5	WQXA-FM	WZIX-AM	WRHY-FM

M-F, 6-10am

1	WSBA-AM	WSBA-AM	WSBA-AM
2	WYCR-FM	WYCR-FM	WQXA-FM
3	WSBA-FM	WZIX-AM	WYCR-FM
4	WZIX-AM	WSBA-FM	WRHY-FM
5	WQXA-FM	WPOC-FM	WZIX-AM

M-F, 3-7pm

1	WSBA-FM	WYCR-FM	WQXA-FM
2	WYCR-FM	WQXA-FM	WSBA-AM
3	WSBA-AM	WSBA-AM	WZIX-AM
4	WQXA-FM	WPOC-FM	WRHY-FM
5	WZIX-AM	WZIX-AM	WYCR-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1156

	A/M '77	A/M '78	A/M '79
1	WSBA-AM	WSBA-FM	WSBA-AM
2	WSBA-FM	WSBA-AM	WNOW-AM
3	WYCR-FM	WYCR-FM	WSBA-FM
4	WNOW-AM	WPOC-FM	WQXA-FM
5	WZIX-AM	WNOW-AM	WYCR-FM

M-F, 6-10am

1	WSBA-AM	WSBA-AM	WSBA-AM
2	WSBA-FM	WSBA-FM	WQXA-FM
3	WYCR-FM	WYCR-FM	WSBA-FM
4	WHVR-AM	WZIX-AM	WNOW-AM
5	WZIX-AM	WHVR-AM	WQXA-FM

M-F, 3-7pm

1	WSBA-FM	WYCR-FM	WQXA-FM
2	WSBA-AM	WSBA-AM	WSBA-AM
3	WYCR-FM	WYCR-FM	WSBA-FM
4	WNOW-AM	WPOC-FM	WQXA-FM
5	WZIX-AM	WNOW-AM	WYCR-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2948

	A/M '77		A/M '78		A/M '79	
1	WSBA-AM	1267	WSBA-AM	1034	WSBA-AM	1045
2	WSBA-FM	741	WYCR-FM	770	WQXA-FM	791
3	WZIX-AM	700	WSBA-FM	684	WSBA-FM	646
4	WYCR-FM	683	WZIX-AM	677	WNOW-AM	519
5	WNOW-AM	441	WQXA-FM	587	WYCR-FM	487

M-F, 6-10am

1	WSBA-AM	WSBA-AM	WSBA-AM
2	WSBA-FM	WYCR-FM	WQXA-FM
3	WZIX-AM	WSBA-FM	WSBA-FM
4	WYCR-FM	WZIX-AM	WNOW-AM
5	WNOW-AM	WQXA-FM	WYCR-FM

M-F, 3-7pm

1	WSBA-AM	WYCR-FM	WQXA-FM
2	WYCR-FM	WSBA-AM	WSBA-AM
3	WSBA-FM	WSBA-FM	WSBA-FM
4	WZIX-AM	WZIX-AM	WNOW-AM
5	WQXA-FM	WQXA-FM	WYCR-FM

Teens
M-S, 6am-Midnight
POP(00): 384

	A/M '77	A/M '78	A/M '79
1	WYCR-FM	WYCR-FM	WQXA-FM
2	WZIX-AM	WQXA-FM	WYCR-FM
3	WQXA-FM	WZIX-AM	WZIX-AM
4	WSBA-AM	WSBA-AM	WSBA-AM
5	WPOC-FM	WRHY-FM	WNOW-AM

M-F, 6-10am

1	WYCR-FM	WYCR-FM	WQXA-FM
2	WZIX-AM	WQXA-FM	WYCR-FM
3	WSBA-AM	WZIX-AM	WNOW-AM
4	WQXA-FM	WRHY-FM	WZIX-AM
5	WHVR-AM	WSBA-AM	WSBA-AM

M-F, 3-7pm

1	WYCR-FM	WYCR-FM	WQXA-FM
2	WZIX-AM	WQXA-FM	WYCR-FM
3	WQXA-FM	WZIX-AM	WZIX-AM
4	WSBA-AM	WRHY-FM	WNOW-AM
5	WSBA-FM	WSBA-AM	WRHY-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 998

	A/M '77	A/M '78	A/M '79
1	WSBA-AM	WSBA-AM	WQXA-FM
2	WYCR-FM	WYCR-FM	WSBA-AM
3	WZIX-AM	WZIX-AM	WYCR-FM
4	WQXA-FM	WQXA-FM	WZIX-AM
5	WSBA-FM	WSBA-FM	WRHY-FM

M-F, 6-10am

1	WSBA-AM	WSBA-AM	WSBA-AM
2	WYCR-FM	WYCR-FM	WQXA-FM
3	WZIX-AM	WZIX-AM	WYCR-FM
4	WSBA-FM	WSBA-FM	WZIX-AM
5	WQXA-FM	WPOC-FM	WRHY-FM

M-F, 3-7pm

1	WSBA-AM	WSBA-AM	WQXA-FM
2	WYCR-FM	WYCR-FM	WSBA-AM
3	WZIX-AM	WZIX-AM	WYCR-FM
4	WQXA-FM	WQXA-FM	WZIX-AM
5	WSBA-FM	WSBA-FM	WRHY-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1156

	A/M '77	A/M '78	A/M '79
1	WSBA-AM	WSBA-AM	WSBA-AM
2	WSBA-FM	WSBA-FM	WSBA-FM
3	WYCR-FM	WYCR-FM	WQXA-FM
4	WZIX-AM	WZIX-AM	WNOW-AM
5	WNOW-AM	WQXA-FM	WYCR-FM

M-F, 6-10am

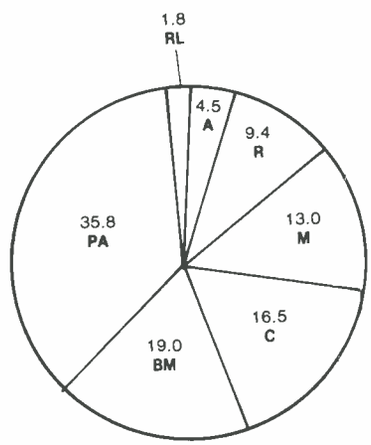
1	WSBA-AM	WSBA-AM	WSBA-AM
2	WSBA-FM	WSBA-FM	WSBA-FM
3	WNOW-AM	WYCR-FM	WNOW-AM
4	WHVR-AM	WHVR-AM	WQXA-FM
5	WZIX-AM	WZIX-AM	WYCR-FM

M-F, 3-7pm

1	WSBA-AM	WSBA-AM	WSBA-AM
2	WSBA-FM	WSBA-FM	WSBA-FM
3	WNOW-AM	WYCR-FM	WNOW-AM
4	WYCR-FM	WZIX-AM	WQXA-FM
5	WHVR-AM	WQXA-FM	WYCR-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

Youngstown-Warren

METRO RANK **66**

A/M '79 Market Overview

Beautiful Music station **WKBN-FM** is still atop the Youngstown metro 12+ share picture, having gained more than two shares as a result of the A/M '79 survey. Part of the reason for the success of WKBN-FM is that the station changed its automated programming, from **TM** 2000 to TM 1000. The TM 1000 package contains more vocals, younger music, contemporary artists. The programming adjustment may have worked, since WKBN-FM is tops among adults 25-49 and is fourth with adults 18-34. Outside ads consisted of billboards and TV.

Top 40's **WHOT/WSRD** (AM/FM combo) have a combined 16% of the metro. WHOT is number one in adults 18-34, with a 22 share, while WSRD has over 11% of that demo. In addition, WHOT is number two among adults 25-49. WHOT and WSRD (shown as **WHOT-AM & FM** by Market-Buy-Market) rate highly among teens also.

Talk station **WBBW** increased several shares, based on audience that skews 35+. In the morning, WBBW has a 25% share of the market, tops in the metro. Major gain was made in Spring survey among adults in the AM drive daypart — shares increased by at least a third depending on the demographic involved.

Sharon, PA station **WYFM** maintained more than 10 share of market. WYFM is a Top 40 rocker that is the second most popular teen station. It's third among adults 25-49, second among adults 18-34. The FM Top 40 scored again in prime young adult demo.

Some Cleveland stations penetrate into the Youngstown metro to register measureable shares.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 4435

	A/M '77		A/M '78		A/M '79	
1	WBBW-AM	16.5	WHOT-AF	16.7	WKBN-AF (BM)	14.4
2	WKBN-FM	16.4	WKBN-FM	14.1	WHOT-AF (R)	16.5
3	WYFM-FM	10.2	WBBW-AM	11.9	WBBW-AM (C)	14.9
4	WKBN-AM	7.7	WKBN-AM	11.2	WYFM-FM (R)	10.4
5	WHOT-AM	7.7	WYFM-FM	10.9	WNIO-AF (C)	3.6
6	WHOT-FM	5.5	WHHH-AM	3.9	WFMJ-AM (PA)	3.1
7	WNIO-AM	5.3	WNIO-AM	3.8	WFAR-AF (PA)	2.5
8	WFMJ-AM	4.7	WGFT-AM	3.3	WHHH-AM (PA)	2.1
9	WHHH-AM	3.9	WFMJ-AM	2.6	WMMS-FM (A)	2.1
10	WMMS-FM	2.3	WMMS-FM	2.6	WWWM-FM (A)	1.9
11	WTCL-AM	2.0	WWWE-AM	2.0	WWWE-AM (PA)	1.9
12	WWWE-AM	1.5	WWIZ-FM	1.5	WGFT-AM (D)	1.2
13	WSOM-AF	1.4	WSOM-AF	1.3	WSOM-FM (O)	0.9
14	WWIZ-FM	1.2	WGAR-AM	1.3	WTCL-AM (PA)	0.9
15	WGFT-AM	1.1	WWWM-FM	1.2	WIOF-FM (RL)	0.7
16	WSOM-FM	1.1	KDKA-AM	1.2	WDMT-FM (PA)	0.6
17	WPIC-AM	0.8	WHLO-AM	1.0	WPIC-AM (PA)	0.4
18	WWKS-FM	0.8	WPIC-AM	0.9	WQOD-FM (PA)	0.4
19	WQOD-FM	0.6	WTCL-AM	0.9		
20	WKDD-FM	0.6	WWKS-FM	0.4		
21	WHLO-AM	0.5				
22	WGAR-AM	0.5				
23	WDMT-FM	0.5				
24	WSOM-AM	0.3				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4435

	A/M '77		A/M '78		A/M '79	
1	WBBW-AM	109	WHOT-AF	115	WKBN-AF	164
2	WKBN-FM	108	WKBN-FM	97	WHOT-AF	111
3	WYFM-FM	67	WBBW-AM	82	WBBW-AM	100
4	WKBN-AM	51	WKBN-AM	77	WYFM-FM	70
5	WHOT-AM	51	WYFM-FM	75	WNIO-AF	24
M-F, 6-10am						
1	WBBW-AM		WHOT-AF		WBBW-AM	
2	WHOT-AF		WBBW-AM		WKBN-AF	
3	WKBN-FM		WKBN-AM		WHOT-AF	
4	WHOT-AM		WKBN-FM		WYFM-FM	
5	WKBN-AM		WYFM-FM		WHHH-AM	
M-F, 3-7pm						
1	WKBN-FM		WHOT-AF		WKBN-AF	
2	WYFM-FM		WKBN-FM		WHOT-AF	
3	WBBW-AM		WYFM-FM		WYFM-FM	
4	WHOT-AM		WKBN-AM		WBBW-AM	
5	WKBN-AM		WBBW-AM		WFMJ-AM	

Teens
M-S, 6am-Midnight
POP(00): 620

	A/M '77	A/M '78	A/M '79
1	WYFM-FM	WHOT-AF	WHOT-AF
2	WHOT-AM	WYFM-FM	WYFM-FM
3	WHOT-FM	WGFT-AM	WFAR-AF
4	WFMJ-AM	WWWE-AM	WKBN-AF
5	WKBN-AM	WFMJ-AM	WWWM-FM
M-F, 6-10am			
1	WHOT-AF	WHOT-AF	WHOT-AF
2	WYFM-FM	WYFM-FM	WYFM-FM
3	WHOT-AM	WGFT-AM	WKBN-AF
4	WHOT-FM	WMMS-FM	WGFT-AM
5	WKBN-AM	WBBW-AM	WMMS-FM
M-F, 3-7pm			
1	WYFM-FM	WYFM-FM	WYFM-FM
2	WHOT-AM	WHOT-AF	WHOT-AF
3	WHOT-FM	WGFT-AM	WFAR-AF
4	WKDD-FM	WWWE-AM	WWWM-FM
5	WFMJ-AM	WMMS-FM	WNIO-AF

Adults 18-34
M-S, 6am-Midnight
POP(00): 1436

	A/M '77	A/M '78	A/M '79
1	WYFM-FM	WHOT-AF	WHOT-AF
2	WHOT-AM	WYFM-FM	WYFM-FM
3	WHOT-FM	WKBN-AM	WKBN-AF
4	WFMJ-AM	WMMS-FM	WMMS-FM
5	WKBN-AM	WKBN-FM	WWWM-FM
M-F, 6-10am			
1	WHOT-AF	WHOT-AF	WHOT-AF
2	WHOT-AM	WKBN-AM	WKBN-AF
3	WYFM-FM	WYFM-FM	WYFM-FM
4	WBBW-AM	WMMS-FM	WBBW-AM
5	WKBN-AM	WKBN-FM	WGFT-AM
M-F, 3-7pm			
1	WYFM-FM	WHOT-AF	WHOT-AF
2	WHOT-AM	WYFM-FM	WYFM-FM
3	WHOT-FM	WKBN-AM	WKBN-AF
4	WFMJ-AM	WMMS-FM	WWWM-FM
5	WMMS-FM	WFMJ-AM	WFAR-AF

Adults 25-49
M-S, 6am-Midnight
POP(00): 1716

	A/M '77	A/M '78	A/M '79
1	WKBN-FM	WKBN-AM	WKBN-AF
2	WKBN-AM	WKBN-FM	WHOT-AF
3	WBBW-AM	WHOT-AF	WYFM-FM
4	WYFM-FM	WYFM-FM	WBBW-AM
5	WNIO-AM	WBBW-AM	WFMJ-AM
M-F, 6-10am			
1	WBBW-AM	WKBN-AM	WKBN-AF
2	WKBN-AM	WHOT-AF	WHOT-AF
3	WHOT-AF	WBBW-AM	WBBW-AM
4	WKBN-FM	WKBN-FM	WYFM-FM
5	WHOT-AM	WYFM-FM	WFMJ-AM
M-F, 3-7pm			
1	WKBN-FM	WHOT-AF	WKBN-AF
2	WYFM-FM	WKBN-FM	WHOT-AF
3	WKBN-AM	WKBN-AM	WYFM-FM
4	WHOT-AM	WYFM-FM	WFMJ-AM
5	WNIO-AM	WBBW-AM	WHHH-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4435

	A/M '77		A/M '78		A/M '79	
1	WKBN-AM	1376	WHOT-AM	1449	WHOT-AM	1429
2	WHOT-AM	1366	WKBN-AM	1353	WYFM-FM	1259
3	WYFM-FM	1193	WYFM-FM	1213	WKBN-FM	1193
4	WBBW-AM	1186	WKBN-FM	1184	WBBW-AM	1062
5	WKBN-FM	1152	WBBW-AM	919	WKBN-AM	1005
M-F, 6-10am						
1	WHOT-AF		WHOT-AM		WHOT-AM	
2	WBBW-AM		WKBN-AM		WBBW-AM	
3	WHOT-AM		WBBW-AM		WKBN-FM	
4	WKBN-AM		WKBN-FM		WKBN-AM	
5	WYFM-FM		WYFM-FM		WYFM-FM	
M-F, 3-7pm						
1	WHOT-AM		WHOT-AM		WHOT-AM	
2	WYFM-FM		WYFM-FM		WYFM-FM	
3	WKBN-AM		WKBN-AM		WKBN-FM	
4	WKBN-FM		WKBN-FM		WBBW-AM	
5	WFMJ-AM		WSRD-FM		WSRD-FM	

Teens
M-S, 6am-Midnight
POP(00): 620

	A/M '77	A/M '78	A/M '79
1	WYFM-FM	WHOT-AM	WYFM-FM
2	WHOT-AM	WYFM-FM	WHOT-AM
3	WFMJ-AM	WSRD-FM	WSRD-FM
4	WHOT-FM	WFMJ-AM	WMMS-FM
5	WKBN-AM	WKBN-AM	WKBN-AM
M-F, 6-10am			
1	WYFM-FM	WHOT-AM	WHOT-AM
2	WHOT-AF	WYFM-FM	WYFM-FM
3	WHOT-AM	WSRD-FM	WMMS-FM
4	WHOT-FM	WGFT-AM	WSRD-FM
5	WFMJ-AM	WFMJ-AM	WKBN-AM
M-F, 3-7pm			
1	WYFM-FM	WYFM-FM	WYFM-FM
2	WHOT-AM	WHOT-AM	WHOT-AM
3	WFMJ-AM	WSRD-FM	WSRD-FM
4	WHOT-FM	WFMJ-AM	WMMS-FM
5	WGFT-AM	WGFT-AM	WWWM-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1436

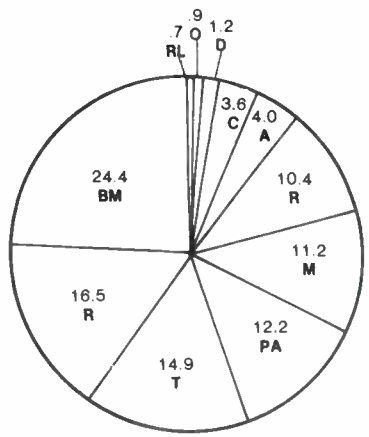
	A/M '77	A/M '78	A/M '79
1	WHOT-AM	WHOT-AM	WHOT-AM
2	WYFM-FM	WYFM-FM	WYFM-FM
3	WHOT-FM	WSRD-FM	WSRD-FM
4	WFMJ-AM	WFMJ-AM	WKBN-FM
5	WKBN-AM	WKBN-AM	WKBN-AM
M-F, 6-10am			
1	WHOT-AF	WHOT-AM	WHOT-AM
2	WHOT-AM	WYFM-FM	WYFM-FM
3	WYFM-FM	WKBN-AM	WSRD-FM
4	WKBN-AM	WSRD-FM	WKBN-AM
5	WFMJ-AM	WFMJ-AM	WKBN-FM
M-F, 3-7pm			
1	WHOT-AM	WHOT-AM	WHOT-AM
2	WYFM-FM	WYFM-FM	WYFM-FM
3	WFMJ-AM	WSRD-FM	WSRD-FM
4	WHOT-FM	WKBN-AM	WKBN-FM
5	WKBN-AM	WFMJ-AM	WMMS-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1716

	A/M '77	A/M '78	A/M '79
1	WKBN-AM	WKBN-AM	WHOT-AM
2	WKBN-FM	WHOT-AM	WKBN-FM
3	WHOT-AM	WKBN-FM	WYFM-FM
4	WYFM-FM	WYFM-FM	WKBN-AM
5	WBBW-AM	WBBW-AM	WBBW-AM
M-F, 6-10am			
1	WKBN-AM	WKBN-AM	WHOT-AM
2	WBBW-AM	WHOT-AM	WKBN-AM
3	WHOT-AF	WBBW-AM	WKBN-FM
4	WHOT-AM	WKBN-FM	WBBW-AM
5	WKBN-FM	WYFM-FM	WYFM-FM
M-F, 3-7pm			
1	WKBN-AM	WKBN-AM	WYFM-FM
2	WYFM-FM	WHOT-AM	WHOT-AM
3	WKBN-FM	WKBN-FM	WKBN-FM
4	WHOT-AM	WYFM-FM	WKBN-AM
5	WFMJ-AM	WSRD-FM	WBBW-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

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

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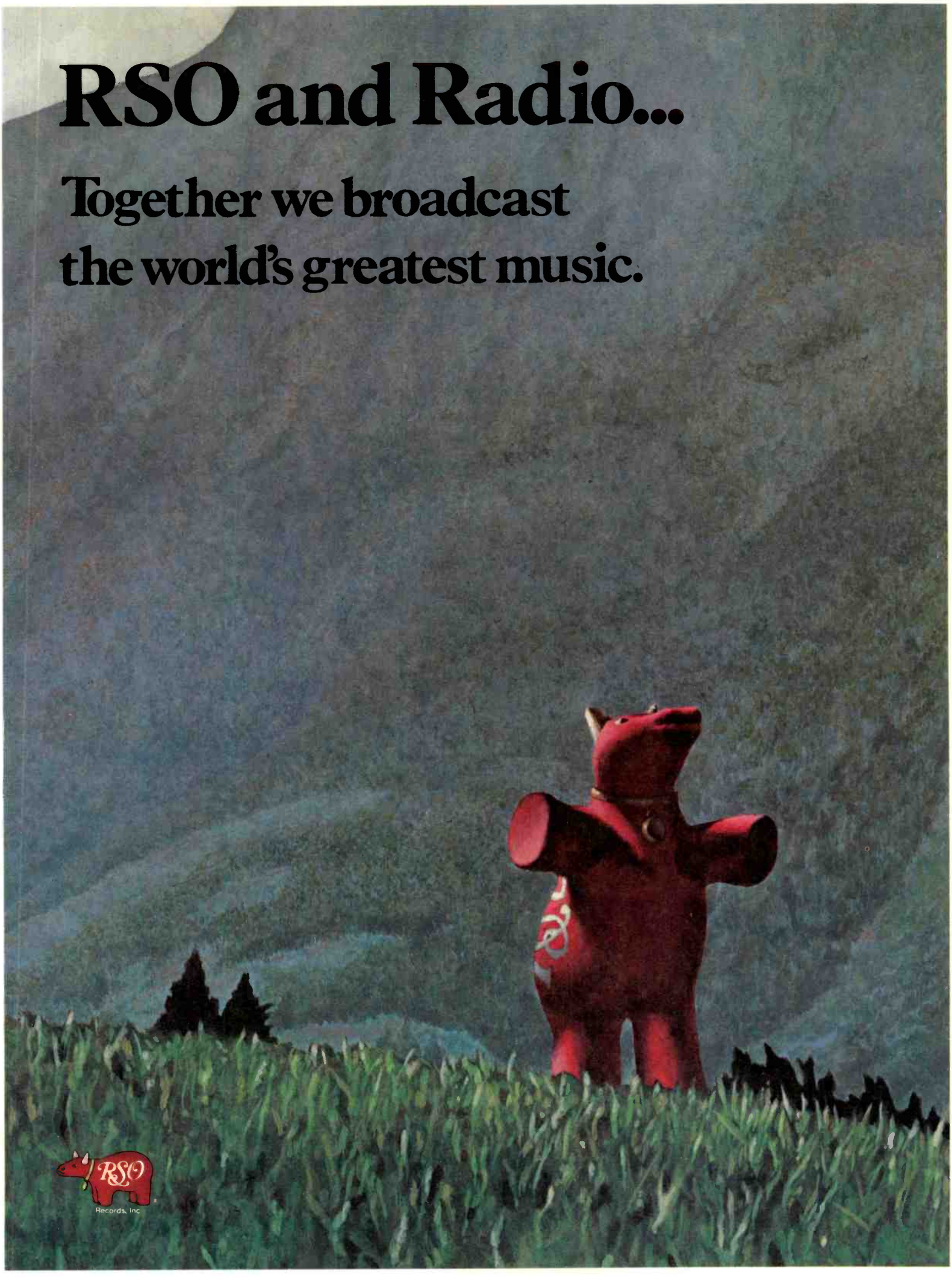
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