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**BLAIR RADIO.**  
THE POWER OF RADIO.

SPECIAL SUPPLEMENT  
AUGUST 1983  
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# R&R

RADIO & RECORDS

# RATINGS REPORT

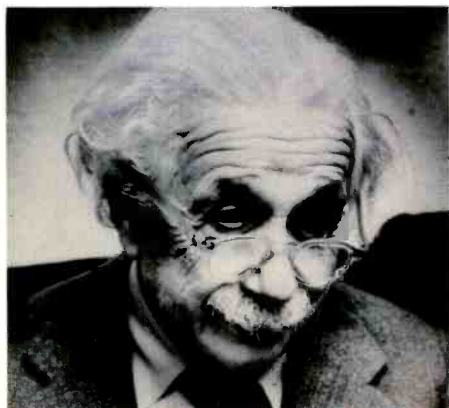
THE COMPLETE ANALYSIS OF AMERICA'S RADIO LISTENING



## We put it all together

**SPRING '83 RESULTS FOR THE TOP 50 MARKETS • EXCLUSIVE MARKET CHARTS  
COMPLETE ARBITRON DEMOGRAPHIC RANKINGS • SPRING BIRCH SHARES**

In the past one hundred and thirty-five years, one prominent figure has achieved unparalleled dominance of the news.





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In less than a minute, the attempt on the President's life had been thwarted. And Edmonds had taken a series of Pulitzer Prize-winning photographs.

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Our latest Pulitzer? Saul Pett's explosive story on government bureaucracy, vintage 1982.

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# Associated Press. Without a doubt.







# 2ND ANNIVERSARY

**T**o all members of the broadcasting industry, our affiliates, our listeners and our staff... a very special thank you from Satellite Music Network for the acceptance and support we have received during our first two years.



"Rarely does a small market broadcaster experience the programming luxury to air locally—network quality talent, high fidelity sound, professionally planned programming, plus a wide parameter of musical menus. Satellite Music Network does all of that, and more."

Robert H. Glassburn  
Vice Pres./  
Gen. Manager  
KROW  
Reno, Nevada



"We are so pleased with the acceptance of the StarStation format on our Brownsville operation, KBOR, that with our acquisition of an AM in the Corpus Christi Market, we are putting the Country format on KIKN."

Stephan A. Dewalt  
President  
KBOR  
Brownsville, Texas  
KIKN  
Corpus Christi, Texas



"Day in and night out SMN offers a professional quality sound that, frankly, I would never be able to afford if I had to buy it locally—and they care."

William L. Wright  
Exec. Vice Pres./  
Gen. Manager  
WMOH  
Hamilton, Ohio



"Satellite Music Network's 'Stardust' format allows us flexibility in programming to WAPE's listeners. Judging by the amount of mail the SMN personalities receive, they indeed come across as WAPE 'jocks'."

Bob Campbell  
Vice Pres./  
Gen. Manager  
WAPE  
Jacksonville, Florida



"Two years after joining SMN, I am more enthusiastic than ever. SMN is the best music and news format to supplement our local programming ever offered us. It provides WPAD with the newest Country music and excellent professional announcers."

Edward B. Fritts  
President/  
Gen. Manager  
WPAD AM STEREO  
Paducah, Kentucky



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# THE POWER OF RADIO.



**“The entire  
time I was  
there  
I couldn’t  
get her  
to smile...  
not even  
a little.”**

**—NBC Radio News  
UN Correspondent  
Beverly Byer  
reporting from  
the Middle East**

photo by Beverly Byer





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# NBC RADIO NEWS.

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**OUT OF THE STUDIO.  
ON THE SCENE.**

---

NBC Radio Network Documentary, "Two Roads to Jerusalem," broadcast the week of July 11, 1983

"She has no father. The entire time I was there I couldn't get her to smile... not even a little. I ran down to a shop and bought two little dresses, one green, one yellow, for her and her sister. But she just wouldn't, or couldn't smile. It really gave me the chills."

The words of correspondent Beverly Byer help describe the seemingly insolvable situation in Palestine. After making an extensive tour of refugee camps and conducting hundreds of interviews, she and NBC Radio News Tel Aviv Correspondent Milt Fullerton prepared a documentary and series of special reports entitled "Two Roads to Jerusalem," a vivid and sometimes poignant story of a people divided by religion but not on the burning love of the land they both claim.

"Two Roads to Jerusalem". Just another example of "full color" radio at its best. And just another example of the quality that stations committed to news have come to expect from NBC Radio.

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Wherever there's music, there's BMI.



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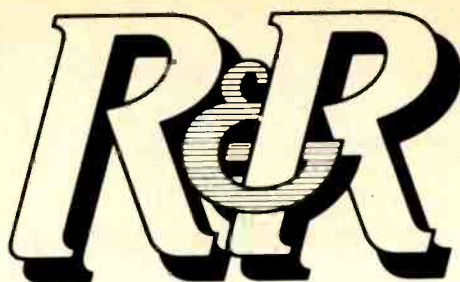
Let Dick Clark take your station up the charts, behind the scenes, and into the hottest sounds of today's music. With Dick Clark and Mutual, the sound of success never sounded better.



**Dick Clark's National Music Survey**

**Mutual.** 

MUTUAL BROADCASTING SYSTEM



RADIO & RECORDS

# RATINGS REPORT

THE COMPLETE ANALYSIS OF AMERICA'S RADIO LISTENING

**A**s has been the case since 1977, there continues to be major adjustments in **Arbitron's** survey methods. This all-important spring '83 sweep was no exception, with the first full-scale use of Differential Survey Treatment (DST) for Hispanics (in over 20 markets). The good news about the use of DST for Hispanics is that the ratings have not fluctuated as drastically as when DST for blacks was begun. Arbitron is still having problems retrieving enough Hispanic diaries, however, which could affect the fates and fortunes of Urban Contemporary, CHR, and Hispanic stations. Future surveys will undoubtedly involve an effort by Arbitron to boost Hispanic return, and we'll keep an eye on those developments for you.

Other key points this sweep included:

- With the wide use of DST for Hispanics, it seems that more Hispanic diaries are coming back from outside the High Density Hispanic Area (HDHA) than from within this geography.
- Hispanics in homes without phones are now disenfranchised, not surveyed under the new DST approach. This probably means estimates for Hispanic stations or others with Hispanic appeal are made up of Hispanics with higher socioeconomic status than in previous books.
- Arbitron continues to have survey sampling problems. Some markets had their estimates based on 33% fewer diaries than in the spring '82 sweep, while others had much more reliable data thanks to increases in usable diaries of 25% or more. This survey-to-survey variance makes it difficult for stations and advertisers to evaluate the numbers they are looking at.
- As for the formats, A/C seems to be the strongest overall. However, this is often based on a plethora of such stations in a metro, not the inherent strength of a single station in many cases.

● Beautiful Music is not dead. Indeed, the purportedly moribund format exhibited surprising strength, mainly on a 12+ basis. At the same time the shares for Urban Contemporary or Black-targeted stations seem to have stabilized, now that the dramatic impact of DST for blacks has been normalized as Arbitron improved at administering the procedure.

● Contemporary Hit Radio is hot, but Album Oriented Rock Radio is still plowing through an uncertain future.

Aside from the ratings overview, I wanted to alert you to some additional features in this edition of the Ratings Report:

- A ratings and research glossary to help you understand the commentary used in the market overviews.
- Listings and examples of how to use key ratings and research formulas. These can be helpful in sales or programming computations, or in making advertising decisions.
- An elementary guide on how to break out your market report, no matter what the rating service. Use this guide to help you track your station's performance from book to book.

As in any major production there is always a cast behind the scenes. Let me take some space to thank all the other players. First, a special thank-you to **Gil Bond** and his Market-Buy-Market computerized ratings breakout system, which was updated and revised for our purposes. Senior Associate Editors **Krisann Alio** and **Ellen Barnes** did a masterful job of supervising and coordinating the market data and special surveys. Art Director **Richard Zumwalt**, Production Director **Richard Agata**, and the **R&R** production staff, **Marilyn Frandsen**, **Sandra Gutierrez**, **Lucie Morris**, **Todd Pearl**, **Kent Thomas**, and **Gary Van Der Steur**, performed prodigiously in transforming the report into printed reality. And Executive Editors **John Leader** and **Ken Barnes** maintained the smooth flow of the overall effort.

And thanks to all of you out there who read, use, and appreciate this publication. To coin a phrase, it's all for you! Enjoy and use in good health.

**Jhan Hiber**



# NO NEWS IS GOOD NEWS AT HHR. AGAIN.

In an industry known for constant turmoil and turnover, Harte-Hanks Radio is checking in with another uneventful year of steady growth and solid ratings performance.

"No format switches, no petulant DJs, no major shake-ups," reports HHR President Gary Edens. "We must be doing something wrong."

Right or wrong, it was a very good year indeed. And HHR would like to thank its many listeners, clients and employees for making it happen. Again.



HARTE-HANKS RADIO

# Glossary Of Terms

**Area of Dominant Influence (ADI).** The exclusive geographic area used by Arbitron Television to measure and report television viewing. Every county in the U.S. is assigned to one and only one ADI based on television viewing. Data are shown by ADI in the Arbitron Radio Report for the Top 50 markets whenever they are surveyed.

**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 stations' standings in a market over a period of time.

**Average Quarter-Hour Persons.** The average number of persons in a demographic group listening to radio for at least five minutes during an average quarter-hour in a given time period.

**Average Quarter-Hour Rating.** The Average Quarter-Hour Persons audience for a demographic group expressed as a percentage of all persons estimated to be in that demographic group.

$$\frac{\text{Average Quarter-Hour Persons}}{\text{Population}} = \text{Average Quarter-Hour Rating (\%)}$$

**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.

**Cost Per Rating Point.** The cost of reaching an Average Quarter-Hour Persons audience of one percent (achieving an Average Quarter-Hour Persons rating of one) for a given demographic group.

$$\frac{\text{Cost of Schedule}}{\text{GRP}} = \text{Cost Per Rating Point}$$

**Cost Per Thousand (CPM).** The cost of delivering 1000 gross impressions.

$$\frac{\text{Cost of Schedule}}{\text{GI}} \times 1000 = \text{CPM}$$

**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.

**Cume Persons (REACH).** The estimated number of different persons in a demographic group listening to radio for five minutes or more within a specified time period.

**Cume Rating.** The Cume Persons audience for a demographic group expressed as a percent of all persons estimated to be in that demographic group.

$$\frac{\text{Cume Persons}}{\text{Population}} = \text{Rating (\%)}$$

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

**Demographic Categories.** Arbitron uses 12 demographic categories: Total Persons 12+; Men 18-24, 25-34, 35-44, 45-54 and 55-64; Women 18-24, 25-34, 35-44, 45-54 and 55-64; and Teens (12-17). Combinations, such as Women 18+, are also employed.

**Differential Survey Treatment (DST).** Special procedures used by Arbitron, in markets where there is a High Density Area, to survey blacks and Hispanics. Involves higher cash premiums (than for non-ethnic diarykeepers) and additional follow-up attention to encourage diary return. Replaced Telephone Retrieval for blacks and Personal Placement and Retrieval for Hispanics.

**Exclusive Cume.** The number of different persons who, when they are listening, tune to only one station during the time period reported.

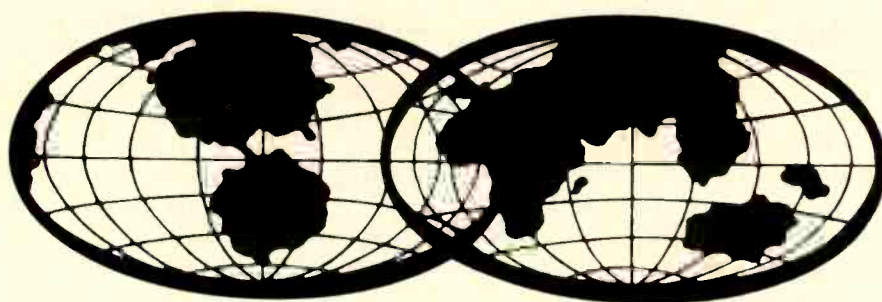
**Expanded Sample Frame (ESF).** Nomenclature for Arbitron's system of surveying those whose home phones are non-listed (due to choice or chance). Designed to improve surveying of listeners from both ends of the economic spectrum, particularly minorities. Now used in all markets — look on page 5B of your market report to see what the non-listed percentage of all metro households is estimated to be.

**Frequency.** The number of times a person is exposed to a radio spot schedule.

$$\frac{\text{GI}}{\text{Cume}} = \text{Frequency}$$

**Gross Impressions (GI).** The sum of the Average Quarter-hour Persons audience for all spots in a given schedule.





# **Sandusky Radio**

---

Broadcast Excellence  
Consistent Top Performance  
Unprecedented Growth

---

**DALLAS — KEGF-FM**

#1 AOR 12+ 5.4 SHARE, #3 CUME  
448,000, #1 TEEN, #2 MEN 25-34,  
#3 MEN 18-34 — WOMEN 18-24

**DENVER — KBPI-FM**

#1 AOR, #2 12+ 6.7 SHARE, #1 CUME  
300,000, #1 ADULTS 18-34, 18-49,  
#2 MEN 25-49

**DENVER — KNUS -AM**

DENVER'S NEW TALK RADIO —  
44% CUME INCREASE

**KANSAS CITY — KLSI-FM**

#1 ADULT CONTEMPORARY, #4 12+ 7.0  
SHARE, #5 CUME 183,000, #1 WOMEN  
18-34, 18-49, 25-54, #2 MEN 25-49

**PHOENIX — KDKB-FM**

#1 AOR, #1 12+ 8.9 SHARE, #1 CUME  
326,200, #1 ADULTS 18-34, 18-49,  
#2 MEN 25-49

**SEATTLE — KLSY-FM**

SEATTLE'S NEW ADULT CONTEMPORARY  
PREMIERED JULY 18, 1983

**TUCSON — KWFM-FM**

#1 AOR, #3 12+ 10.1 SHARE, #2 CUME  
120,100, #1 ADULTS 18-34, MEN 18-49

SOURCE: SPRING 1983 ARBITRON  
M.S.A. / MON.-SUN. 6AM-MID.

# Glossary Of Terms

Continued from Page 12

**Gross Rating Points (GRPs).** The sum of all rating points achieved in a market area for a particular time span or spot schedule.

**High Density Ethnic Areas.** Areas with high black or Hispanic population defined by Arbitron in markets with 15% or more total black or Hispanic population and at least one black or Hispanic-formatted station (or in markets with no such station and 20% ethnic population). Can be either HDBAs (High Density Black Area) or HDHAs (High Density Hispanic 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.

**Quarterly Measurement.** Refers to the 12-week long sweeps that began in 1978 in two markets and are now in use in all markets. Replaced the four-week surveys formerly used.

**Rating.** The percentage of all people within a demographic group in a survey area who listen to a specific station.

$$\frac{\text{Listeners}}{\text{Population}} = \text{Rating (\%)}$$

**Sampling Unit.** A geographic area consisting of a single county, a group of counties, or part of a county. (Such as High Density Black/Hispanic Area.)

**Schedule Reach (Schedule Cume).** Estimated number of different persons who are listening at least once to a given spot schedule (unduplicated audience).

**Share.** The percent of all *listeners* in a demographic group that are listening to a specific station.

$$\frac{\text{Average Quarter-Hour Persons to a station}}{\text{Average Quarter-Hour Persons to all stations}} = \text{Share (\%)}$$

**Time Spent Listening (TSL).** An estimate of the amount of time the average person spends listening during a specified time period.

$$\frac{\text{Quarter Hours in time period} \times \text{Average Quarter Hours Persons Audience}}{\text{Cume Audience}} = \text{TSL}$$

**Unweighted In-Tab.** As shown on page three of a market report, refers to each demo's portion of the total returned sample. For example, if men 18-24 unweighted in-tab equals 7.3%, that is the portion of all the returned diaries that came from that demo. Equates to raw diary return, not yet "weighted."

**Weighted In-Tab.** As shown on page three of your market report, refers to the portion of the market's population the raw, or unweighted, returned diaries must represent. Equates to cume value, and varies from sweep to sweep and from demo to demo. Allows Arbitron (or any survey firm) to compensate for the fluctuations inherent in any sampling.

For example, if women 18-24 comprise 10% of the market's 12+ population, but only 5% of the unweighted diaries come back usable from that group, then statistical adjustments are made so that the 5% are weighted up to represent 10% of the population.

The more weighting that's done, the higher the cume values, which leads to unstable estimates. If the diaries are weighted down (10% needed from a group but 12% returned unweighted, for example), then the estimates are more stable.

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# Elementary Procedures For Market Analysis

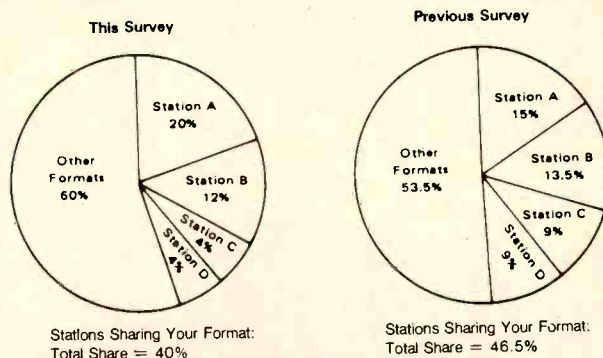
Faced with the vast array of tables and statistics in an **Arbitron** market report, many readers are intimidated or become unsure about where to begin their analysis. The following suggestions serve as a simple guide for extracting useful information about a radio station or a market as a whole from 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  $\frac{1}{4}$  hr and Cume ratings can also be compared — if Average  $\frac{1}{4}$  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

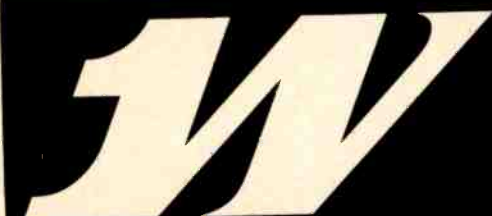
format (CHR, Beautiful Music, etc.), and compare to a previous survey. This can be done by specific demographic group, as well. A simple "pie graph" (see below) is an easy way to make comparisons.



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.



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Katz Radio is the best because we have the best people—people who are dedicated to the Radio Industry. People who are committed to radio's present and future.



**Katz Radio. The best.**

**KATZ RADIO / A DIVISION OF KATZ COMMUNICATIONS INC**

# Arbitron Survey Formulas

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 =**

**Average ¼ hour Audience X Quarter-Hours in Daypart**

**Cume Audience**

**Applications:**

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

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

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

**Formula:**

**T/O =  $\frac{\text{Cume Audience}}{\text{Average ¼ hr Audience}}$**

**Applications:**

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

**Question: 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:**

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

**Question: How can I determine the usable sample size for any demo in any market report?**

**Answer:** Use the Page 3 data to determine the number of raw (unweighted) diaries used in each cell. The following formula applies.

**Formula:**

**Percent of Unweighted In-tab  
for whatever demo × metro In-tab total  
= Sample Size for any age/sex cell**  
**For example, Men 18-24 unweighted In-tab = 10%**  
**×**  
**1200 total metro diaries**  
**1200 × 10% = 120**

**120 diaries were used to represent the listening of all the males 18-24 in the market.**



**Q: What do these four Program Directors have in common?**



Madelaine Vlasic  
KNOB, Long Beach, CA

Sherman Cohen  
13/KHYT, Tuscon, AZ

Lucky Pierre  
KUTE, Los Angeles, CA

Craig Powers  
KFXM, San Bernardino, CA

**A: They each have hired more  
than one graduate of KRBW  
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WORKSHOP**

Call **(714) 85-RADIO** today!

# Formulas

Continued from Page 16

**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:

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

- Track a station's average and share index results throughout the day — highest index figure indicates hour in which station is best reaching audience.
- Compare with other stations in as much detail as desired.
- 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:

- Compare Percent Exclusive Cumes of various stations in market.
- Chart station's Percent Exclusive Cume over major dayparts.
- 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:

- Calculate AFH Listening Indexes for similarly-formatted stations.
- Determine difference (if any) between AM and FM stations' AFH Listening Indexes.
- 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:

- Chart hour-by-hour Demographic Share for each hour of the broadcast day. Identify time periods when certain target demographics dominate listening.
- Determine which of several similarly-formatted stations gets best share of audience of a target demographic during various time periods.
- 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.



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# EXPECTATIONS

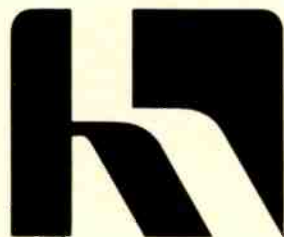
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# BOTTOM LINE for AM Radio.

**BOTTOM LINE** The ultimate objective in operating a radio station is to make a profit. In recent years, though, most AM radio stations have had a difficult time achieving that goal.

The two major reasons have been the erosion of listeners from AM to FM and the growth of station overhead. Your costs are escalating while your audience is shrinking. "How can we get the prime demos back to AM radio in a way that's cost-effective for the station?"

That's the question we at Noble asked ourselves about a year ago. We researched the problem and invested our time and resources to find an answer. **GREAT GOLD** is it. After nearly a year's work, the results are a clear and clean, totally flexible rock-based oldies format. It includes well over 2000 top hits from the past 25 years. It is delivered on master reels that will play loud and clear to the people who hunger for these songs the most — the 25-49 year olds. The prime demo **GREAT GOLD** delivers in large bites and the demo your advertisers will gobble up. But bottom line improvement takes more than a jump in the ratings. You also have to trim the fat. And that's why we programmed **GREAT GOLD** so you can air the format live, live-assist or in total automation. If you have a stake in an AM radio station that isn't bringing in the orders, contact us now. While it's still an opportunity in your market.



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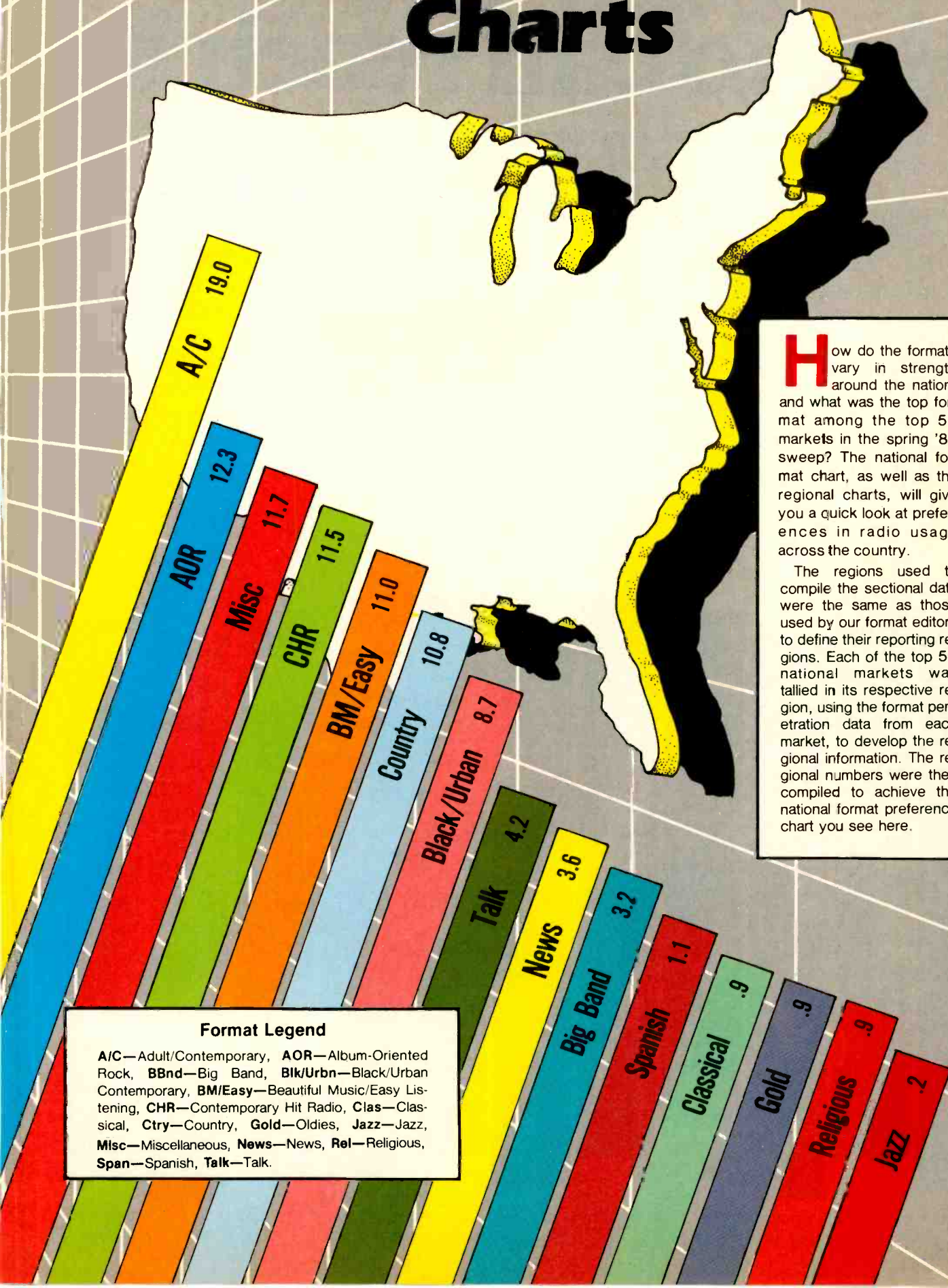
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# Format Preference Charts



**H**ow do the formats vary in strength around the nation, and what was the top format among the top 50 markets in the spring '83 sweep? The national format chart, as well as the regional charts, will give you a quick look at preferences in radio usage across the country.

The regions used to compile the sectional data were the same as those used by our format editors to define their reporting regions. Each of the top 50 national markets was tallied in its respective region, using the format penetration data from each market, to develop the regional information. The regional numbers were then compiled to achieve the national format preference chart you see here.

## Format Legend

**A/C**—Adult/Contemporary, **AOR**—Album-Oriented Rock, **BBnd**—Big Band, **Blk/Urbn**—Black/Urban Contemporary, **BM/Easy**—Beautiful Music/Easy Listening, **CHR**—Contemporary Hit Radio, **Clas**—Classical, **Ctry**—Country, **Gold**—Oldies, **Jazz**—Jazz, **Misc**—Miscellaneous, **News**—News, **Rel**—Religious, **Span**—Spanish, **Talk**—Talk.

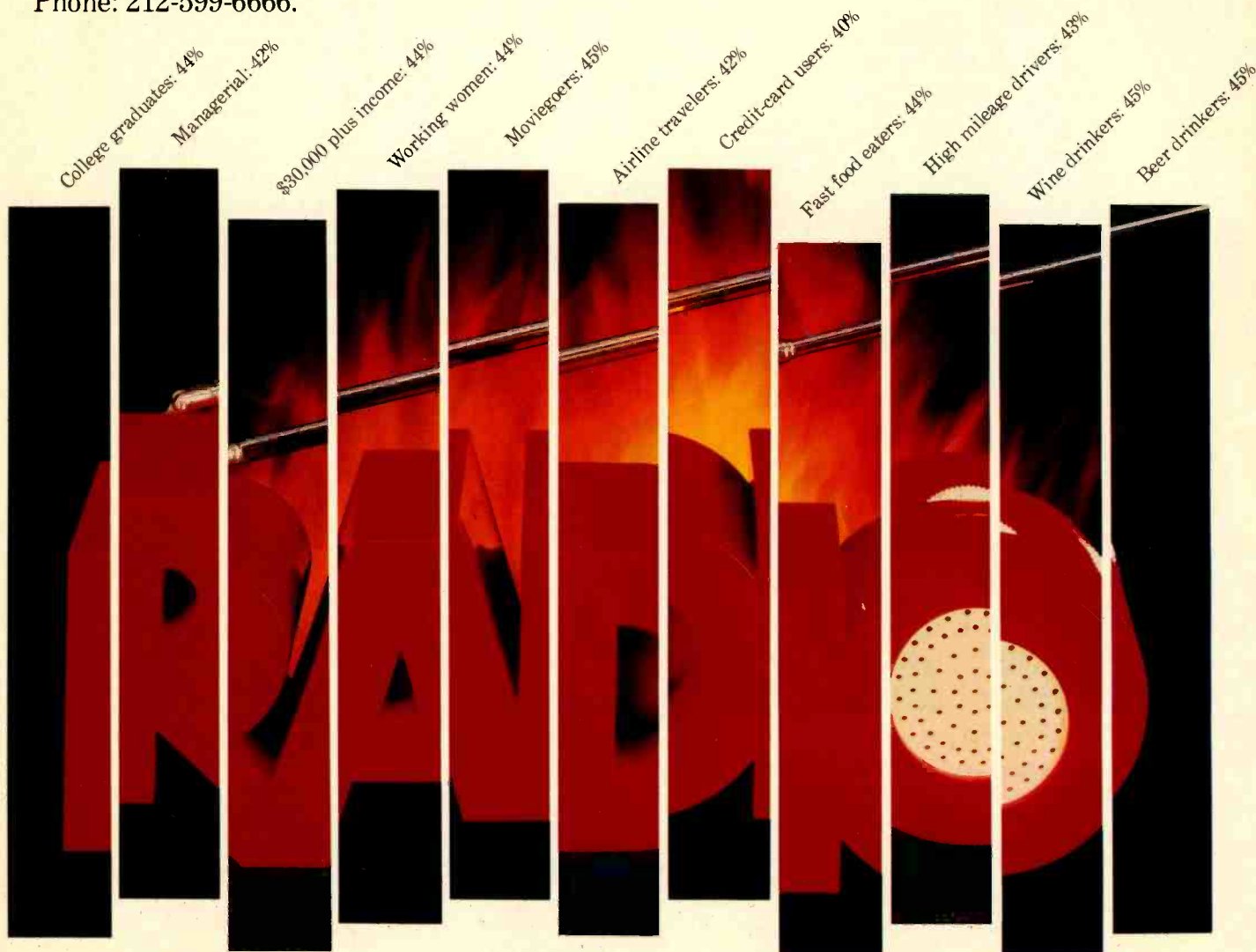
# Pick a segment. Radio can reach it.

Traditionally, magazines have been touted as the best way to reach many important market segments—such as college grads, professional and managerial types and high income earners.

But lately, more and more advertisers are discovering that radio is a better way to reach these segments. Yes, radio.

This is because a recent study of national media habits by R.H. Bruskin Associates isolated almost 50 segments in which people spent four hundred percent more time with radio than they did with the so-called selective media of magazines. (In many target groups radio even led television in “time spent.”)

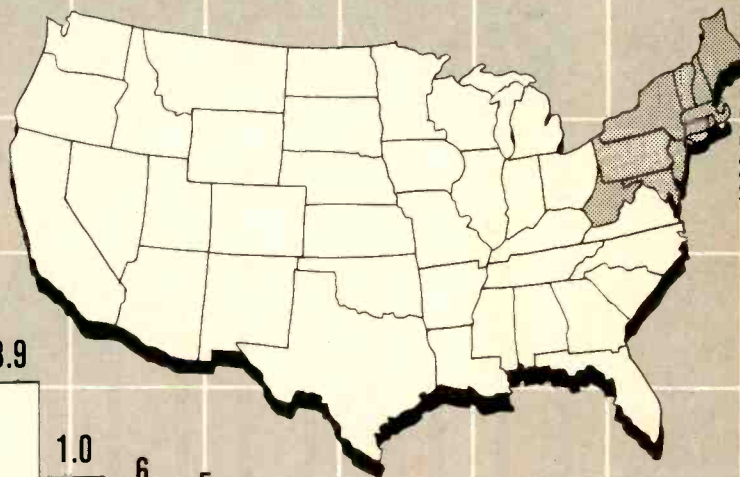
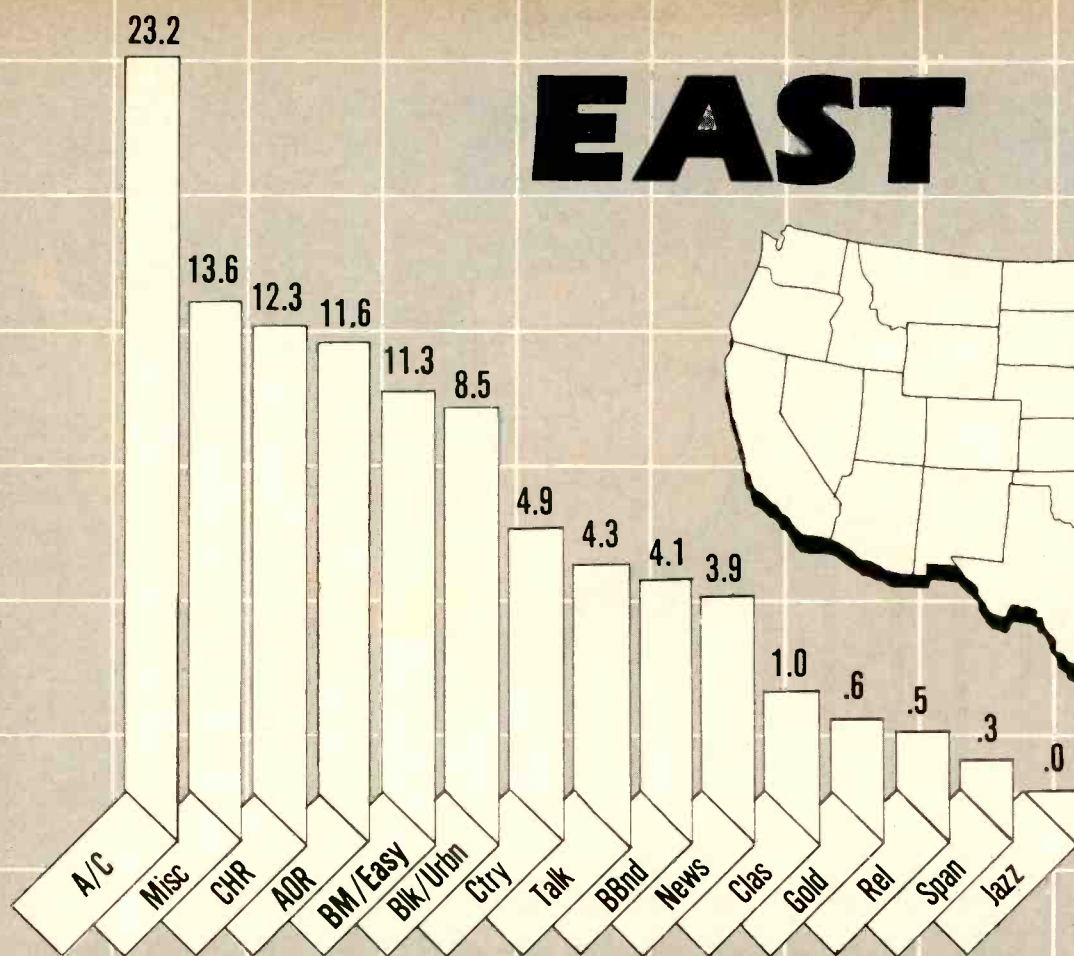
So if you want to extend your tight budgets by “segmenting” your prospects, there’s no better place to start than with the medium of radio. A new brochure entitled, “Target Marketing and the Media” will give more information on this important Bruskin research data. Write or call Radio Advertising Bureau, 485 Lexington Ave., New York, N.Y. 10017. Phone: 212-599-6666.



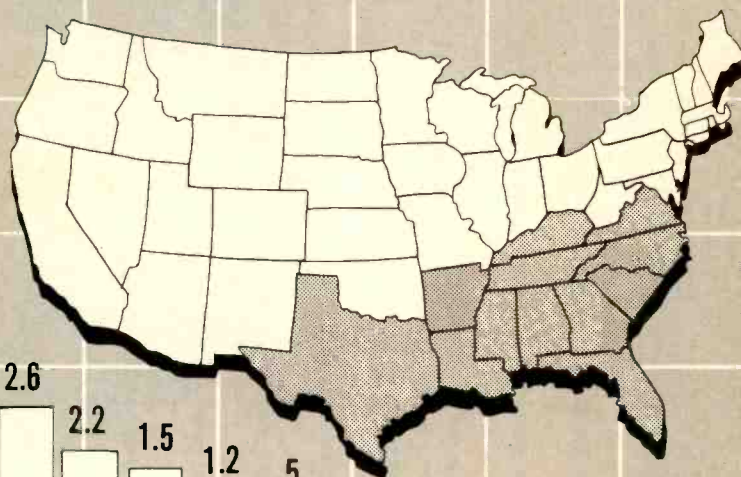
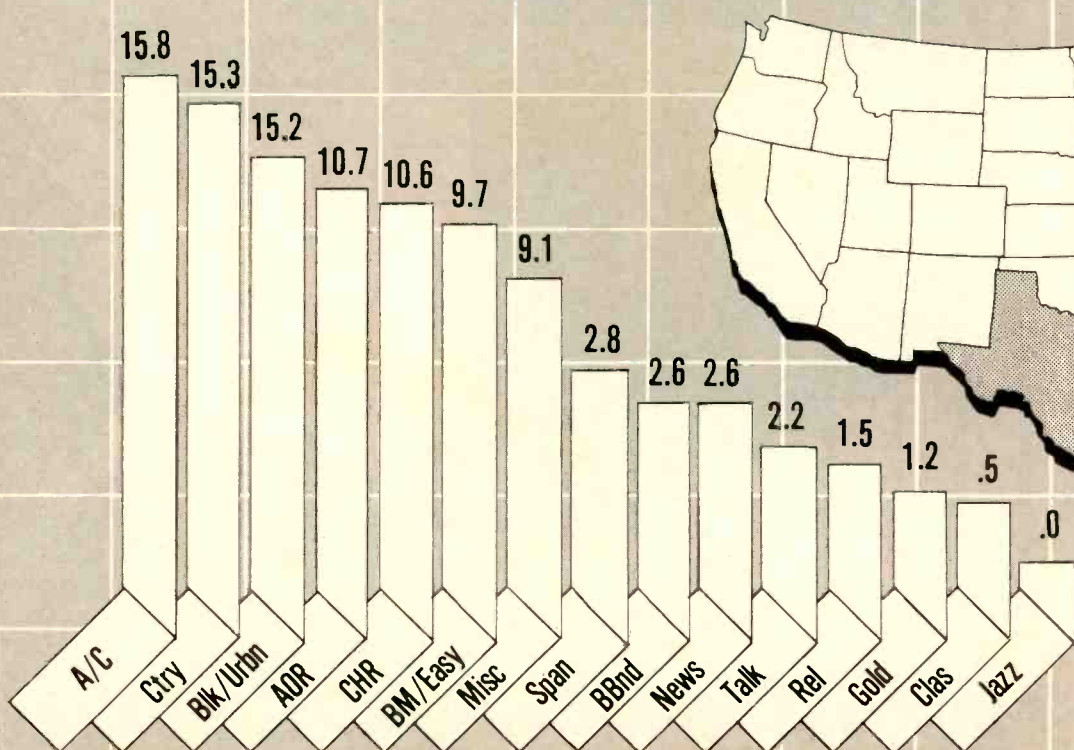
Shown above are the percentages of time that these segments spend with radio, as compared to TV, magazines and newspapers, during an average media day. In all cases the time spent actually exceeds that of television.



# EAST

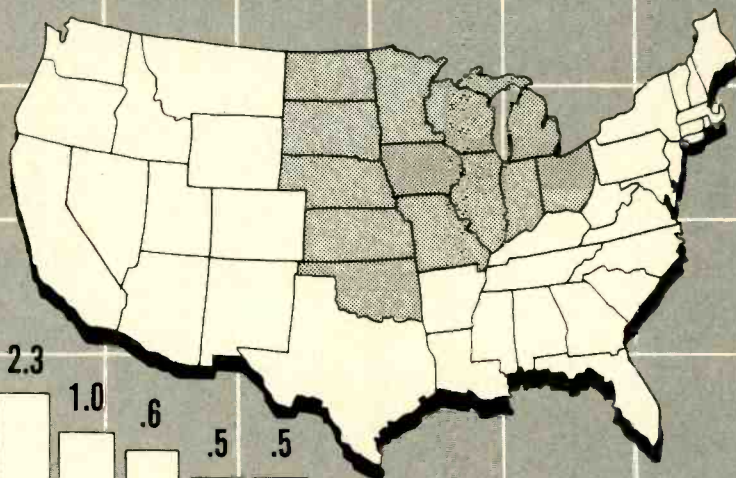
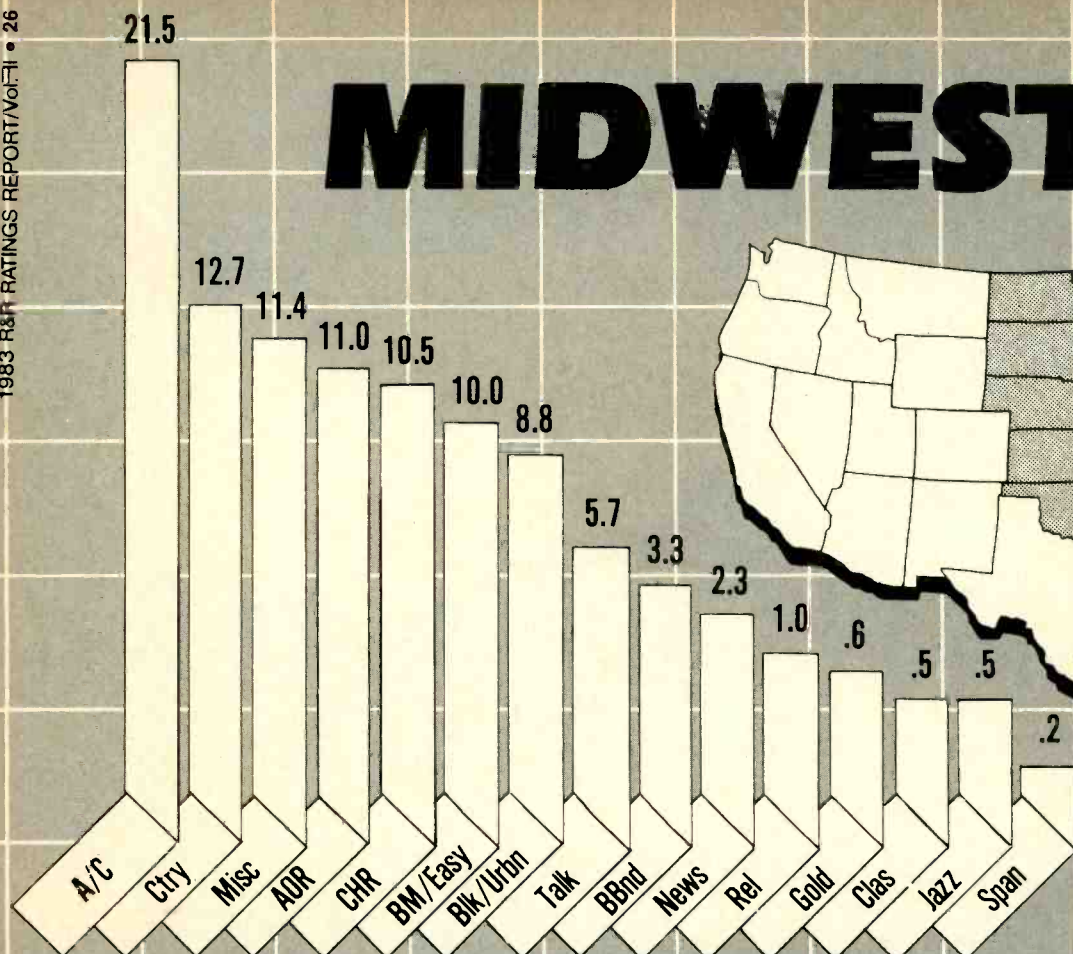


# SOUTH

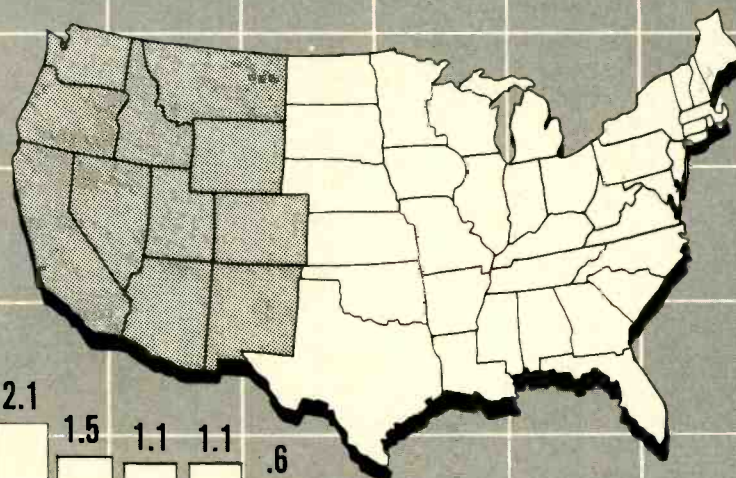
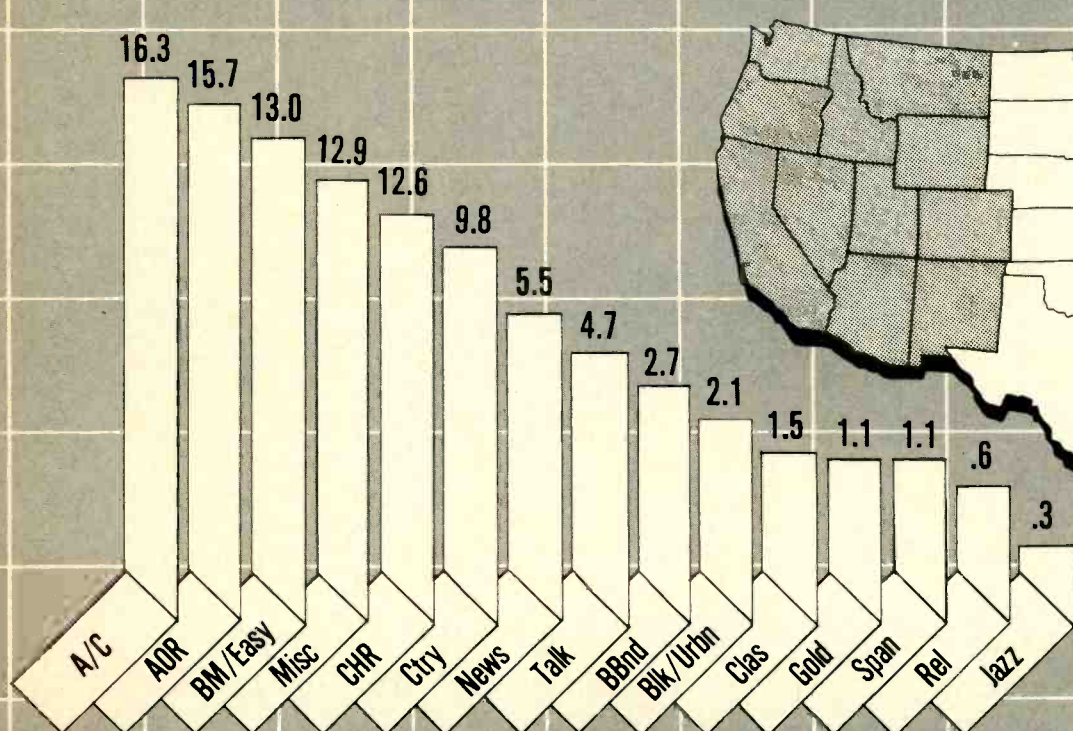




# MIDWEST



# WEST





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Bill Monroe and Ricky Skaggs,  
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# Drivetime Dominators

## AM Drive/Top 25

Average Quarter-Hour Share

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

1. **WTIC/Hartford (AC)** 34.5  
*Bob Steele*
2. **WCCO/Minneapolis (AC)** 29.6  
*Charlie Boone & Roger Erickson*
3. **KMOX/St. Louis (Talk)** 29.3  
*Bob Hardy, Bill Wilkerson & Jack Carney*
4. **KDKA/Pittsburgh (AC)** 26.5  
*Jack Bogut*
5. **WIBC/Indianapolis (AC)** 22.7  
*Gary Todd*
6. **WGY/Schenectady (AC)** 19.4  
*Don Weeks*
7. **WTMJ/Milwaukee (AC)** 17.2  
*Gordon Hinkley*
8. **KSSK/Honolulu (AC)** 17.1  
*Akuhead Pupule*
9. **WBEN/Buffalo (AC)** 16.8  
*Jeff Kaye*
- + 10. **WRBQ-AM & FM/Tampa (CHR)** 16.6  
*Cleveland Wheeler & Scott Shannon*
11. **WHIO/Dayton (AC)** 15.9  
*Lou Emm*
12. **KSL/Salt Lake City (AC)** 15.6  
*Mark Van Wagoner*
- + 13. **KKUA & KQMQ/Honolulu (CHR)** 15.3  
*Kelly Randall & Dan Cooke*
13. **WBZ/Boston (AC)** 15.3  
*Dave Maynard*
15. **KYW/Philadelphia (News)** 14.9  
*Harry Donahue, Jeff Collins & Bill Shustal*
16. **WHAM/Rochester (AC)** 14.8  
*Jack Slattery*
17. **WDAF/Kansas City (Ctry)** 14.6  
*David Lawrence*
17. **WGN/Chicago (Talk)** 14.6  
*Wally Phillips*
19. **WHAS/Louisville (AC)** 14.5  
*Wayne Perkey*
20. **WSB/Atlanta (AC)** 14.1  
*Russ Spooner*
- + 21. **WQXI-AM & FM/Atlanta (CHR)** 14.0  
*Gary McKee*
22. **KTOK/Oklahoma City (Talk)** 13.8  
*Bob Riggins*
23. **KIRO/Seattle (News)** 13.6  
*Bill Yeened & Dave Stone*
23. **WKBW/Buffalo (CHR)** 13.6  
*Dan Neaverth*
- \* 25. **WTIC-FM/Hartford (CHR)** 13.5  
*Gary Craig*

(\*) indicates an FM station

(+) indicates AM & FM simulcast

## PM Drive/Top 25

Average Quarter-Hour Share

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

1. **KMOX/St. Louis (Talk)** 16.4  
*Anne Keefe, Chuck Neff, Bob Osborne & Bill Wilkerson*
2. **WCCO/Minneapolis (AC)** 16.0  
*Steve Cannon*
- \* 3. **WEZO/Rochester (BM)** 15.2  
*Jerry Warner*
3. **WLOU/Louisville (Black)** 15.2  
*Bill Price, Jr.*
- + 5. **KATT-AM & FM/Oklahoma City (AOR)** 15.0  
*Warren Williams*
- \* 6. **WJYE/Buffalo (BM)** 14.9  
*Joe Chille & Skip Edmunds*
- \* 7. **WPYX/Albany (AOR)** 14.8  
*Ted Utz & Tim Smith*
8. **WTIC/Hartford (AC)** 14.2  
*Tom Tyler*
- \* 9. **WKDF/Nashville (AOR)** 13.9  
*Dave Walton*
- \* 10. **WLWQ/Columbus (AOR)** 13.8  
*Lee Randall*
- \* 11. **WWBA/St. Petersburg (BM)** 13.6  
*Norm Swenson & Leon Pettersen*
- \* 12. **WYLD-FM/New Orleans (Black)** 13.3  
*Tony Brown*
- \* 13. **WTIC-FM/Hartford (CHR)** 13.0  
*Mark Wainwright*
- \* 13. **WTUE/Dayton (AOR)** 13.0  
*Bob Clark*
15. **WIBC/Indianapolis (AC)** 12.9  
*Jeff Pigeon*
- \* 15. **WZZK/Birmingham (Ctry)** 12.9  
*Rusty Walker*
- \* 17. **WAMZ/Louisville (Ctry)** 12.6  
*Coyote Calhoun*
- \* 17. **WRBQ-FM/Tampa (CHR)** 12.6  
*Mason Dixon*
19. **KDKA/Pittsburgh (AC)** 12.5  
*Trish Beatty & Bill Steinbach*
- \* 19. **WLKW-FM/Providence (BM)** 12.5  
*Jay Victor & Mary Ann DiNunzio*
- \* 19. **WRCH/Hartford (BM)** 12.5  
*Mike Cristino*
- \* 22. **WHIO-FM/Dayton (BM)** 12.4  
*Lowell Huffman & David Woods*
- \* 23. **KHTR/St. Louis (CHR)** 12.3  
*Kevin McCarthy*
- \* 23. **WENN-FM/Birmingham (Black)** 12.3  
*Roe Bonner*
- \* 23. **WZXR/Memphis (AOR)** 12.3  
*Redbeard*



# These people tell us off every day...

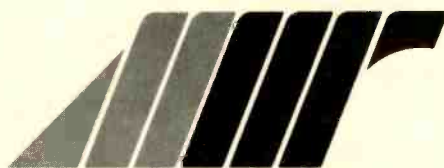


## and we love it!

The people who form the MMR Advisory Board are dynamic, experienced and successful broadcasters. They know there is more to selling radio than reading ratings books. Four times a year they meet with us. They demand, they probe, they criticize, they praise; the bottom line is the recognition that a successful rep firm continually searches for ways to better serve its clients' needs. This attitude and spirit is prevalent throughout Major Market Radio.

It's a fact. Our clients make money by telling us off... and we love it!

Pictured from left to right: John Lynch-VP/GM XTRA-A/F, Marty Greenberg-VP Radio Division Belo Broadcasting Corp., Marilyn Simmons Myman-GSM WCMQ-A/F, Larry Wexler-VP/GM WPEN/WMGK, Don McGovern-NSM KMPC. Not pictured: Rich Balsbaugh-President/GM WXKS-A/F.



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# Drivetime Dominators

## AM Drive/Top 25

Cume Persons

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

1. **WINS/New York (News)** 1,935,800  
*Michael O'Neil & Paul Smith*
2. **WCBS/New York (News)** 1,662,400  
*Jim Donnelly & Robert Vaughn*
3. **WNBC/New York (CHR)** 1,099,200  
*Don Imus*
4. **WOR/New York (Talk)** 1,062,300  
*John Gambling*
- \* 5. **WPLJ/New York (AOR)** 1,048,400  
*Jim Kerr*
- + 6. **WLS-AM & FM/Chicago (CHR)** 972,900  
*Larry Lujack*
- \* 7. **WBLS/New York (Urban)** 947,800  
*Ken Webb*
- \* 8. **WKTU/New York (Urban)** 940,100  
*Jay Thomas*
- \* 9. **WYNY/New York (AC)** 895,600  
*Bruce Bradley*
10. **WGN/Chicago (Talk)** 883,500  
*Wally Phillips*
- + 11. **WPAT-AM & FM/New York (BM)** 878,600  
*Ken Lamb*
- \* 12. **KIIS/Los Angeles (CHR)** 830,100  
*Rick Dees*
13. **KYW/Philadelphia (News)** 813,700  
*Harry Donahue, Jeff Collins, & Bill Shusta*
- \* 14. **WRKS/New York (Urban)** 754,200  
*Jeff Troy*
15. **KFWB/Los Angeles (News)** 734,800  
*Dan Avey & Jim Burson*
16. **KABC/Los Angeles (Talk)** 727,900  
*Ken Minyard & Bob Arthur, Michael Jackson*
17. **WBBM/Chicago (News)** 720,700  
*Dale McCarren & John Hultman*
- \* 18. **WPIX/New York (AC)** 708,400  
*Mike Wade*
19. **WABC/New York (Talk)** 695,900  
*Ross Brittain & Brian Wilson*
- \* 20. **WRFM/New York (BM)** 674,600  
*Jim Aylward*
- \* 21. **WCBS-FM/New York (Gold)** 611,800  
*Harry Harrison*
- \* 22. **WAPP/New York (AOR)** 585,300  
*Mark McEwen & E.J. Krummey*
23. **KGO/San Francisco (Talk)** 576,800  
*Jim Dunbar & Ted Wygant*
24. **KNX/Los Angeles (News)** 575,900  
*Dave Zorn & Alex Sullivan*
25. **WCCO/Minneapolis (AC)** 568,500  
*Charlie Boone & Roger Erickson*

## PM Drive/Top 25

Cume Persons

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

- \* 1. **WPLJ/New York (AOR)** 1,097,700  
*Pat St. John*
- \* 2. **WBLS/New York (Urban)** 1,025,400  
*Frankie Crocker*
- \* 3. **WRKS/New York (Urban)** 989,300  
*Mary Thomas*
- \* 4. **WKTU/New York (Urban)** 976,200  
*Paco*
- \* 5. **WYNY/New York (AC)** 945,200  
*Dan Daniel*
6. **WCBS/New York (News)** 906,900  
*Ben Farnsworth & Pat Parson*
7. **WINS/New York (News)** 900,500  
*Bob Howard, Don Baldwin & Stan Burns*
8. **WNBC/New York (CHR)** 826,100  
*Howard Stern*
- \* 9. **WPIX/New York (AC)** 814,900  
*Mike Wade*
- \* 10. **WAPP/New York (AOR)** 788,100  
*Chip Hobart*
- \* 11. **KIIS/Los Angeles (CHR)** 728,700  
*Ron O'Brien*
- \* 12. **WRFM/New York (BM)** 711,700  
*Wes Richards*
13. **KABC/Los Angeles (Talk)** 687,900  
*Bud Furillo, Tommy Hawkins, Merrie Rich & Lisa Bowman*
- \* 14. **WPAT-FM/New York (BM)** 687,300  
*Ken McKenzie*
- \* 15. **WCBS-FM/New York (Gold)** 629,200  
*Dick Heatherton*
16. **WABC/New York (Talk)** 625,800  
*Michael Jackson, Dr. Toni Grant & Art Rust*
- \* 17. **WBBM-FM/Chicago (CHR)** 605,600  
*Gary Spears*
18. **WOR/New York (Talk)** 581,200  
*John R. Gambling*
19. **WHN/New York (Ctry)** 560,400  
*Dan Taylor*
20. **WGN/Chicago (Talk)** 554,500  
*Bob Collins*
- \* 21. **KROQ-FM/Los Angeles (AOR)** 544,000  
*Freddy Snakeskin*
- \* 22. **KBIG/Los Angeles (Easy)** 539,600  
*Harry Johnson*
- \* 23. **KLOS/Los Angeles (AOR)** 512,400  
*Linda McInnes & Bob Coburn*
24. **KFWB/Los Angeles (News)** 509,900  
*Julia Chavez, Charlie Brailer & Vince Campagna*
- \* 25. **KMET/Los Angeles (AOR)** 486,200  
*David Perry & Denise Westwood*

(\*) indicates an FM station (+) indicates AM & FM simulcast





**R<sub>x</sub>** Prescription Form:

**Cures the "Ratings Blues" as well  
as tickling the funnybone of your listeners**

*Recent arbitron audience survey testifies to  
The Jack Carney Comedy Show cure.*

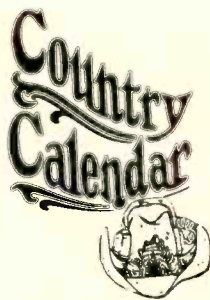
STATION	AUDIENCE INCREASE %	STATION	AUDIENCE INCREASE %	STATION	AUDIENCE INCREASE %
WBZ—BOSTON	+ 5	WJL—BUFFALO	+ 250	KLB—AUSTIN	+ 63
KNBR—SAN FRANCISCO	+ 3	KOGO—SAN DIEGO	+ 3	KZIA—ALBUQUERQUE	+ 33
WXYZ—DETROIT	+ 24	WNIR—AKRON	+ 115	WKR—MOBILE	+ 8
WTIC—HARTFORD	+ 6	KRM—TULSA	+ 63	WOMP—WHEELING, WV	+ 29
WCBM—BALTIMORE	+ 116	WAYS—CHARLOTTE	+ 380	KXLY—SPOKANE	+ 20
WIOD—MIAMI	+ 68	WAPE—JACKSONVILLE	+ 244	WIBA—MADISON, WI	+ 33
KVI—SEATTLE	+ 71	WFBL—SYRACUSE	+ 47	WSLI—JACKSON, MS	+ 20
KFAB—OMAHA	+ 2	WNWZ—RICHMOND	+ 100		

\* Source: Fall 1982 & Spring 1983 ARB Radio Survey. Numbers shown are for Adults 18+ (average persons) in the total survey area. Audience increase shown is for actual time period the comedy show airs on stations above.

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your remedy while at the NAB  
(#202)

**JOE PISCOPO  
AT LARGE**

**Clayton  
Webster  
Corporation**  
7711 CARONDELET ST. LOUIS, MO 63105

# Format Leaders

## Beautiful Music/Easy Listening

AQH

Cume

1.	WWBA/Tampa	13.8
2.	WEZO/Rochester	13.5
3.	WJYE/Buffalo	12.3
3.	WLKW-FM/Providence	12.3
5.	WRCH/Hartford	11.6
6.	KSFI/Salt Lake City	11.3
7.	WFOG-FM/Norfolk	10.9
8.	WBNS-FM/Columbus	10.4
8.	WHIO-FM/Dayton	10.4
10.	KQXT/San Antonio	10.2
11.	KKNG/Oklahoma City	10.0
12.	WXTZ/Indianapolis	9.7
13.	KOSI/Denver	9.4
14.	WWEZ/Cincinnati	8.8
15.	KJQY/San Diego	8.6
15.	WPCH/Atlanta	8.6
17.	WGKX/Memphis	8.5
17.	WVEZ/Louisville	8.5
19.	WEZW/Milwaukee	8.4
20.	KEWT/Sacramento	8.2
20.	WBYU/New Orleans	8.2
22.	WZEZ/Nashville	7.9
23.	KBIG/Los Angeles (Anaheim book)	7.6
23.	KUMU-FM/Honolulu	7.6
25.	KODA/Houston	7.5

1.	WPAT-FM/New York	1,405,400
2.	WRFM/New York	1,346,600
3.	KBIG/Los Angeles	1,021,600
4.	WPAT/New York	916,400
5.	KJOI/Los Angeles	806,300
6.	KMPC/Los Angeles	769,300
7.	WLOO/Chicago	738,700
8.	WEAZ/Philadelphia	660,300
9.	WPEN/Philadelphia	517,500
10.	WJOI/Detroit	492,000
11.	KODA/Houston	432,500
12.	WLAK/Chicago	432,000
13.	KABL-FM/San Francisco	395,400
14.	KABL/San Francisco	391,100
15.	WGAY-FM/Washington	377,700
16.	WLYF/Miami	375,600
17.	KMEZ-FM/Dallas-Ft. Worth	371,100
18.	WJIB/Boston	357,400
19.	KOIT/San Francisco	322,700
20.	KNOB/Los Angeles	309,800
21.	KEZK/St. Louis	309,600
22.	WLKW-FM/Providence	306,000
23.	WPCH/Atlanta	302,200
24.	WWBA/Tampa	287,500
25.	KOSI/Denver	283,500

# PLAY THE WINNERS.

# SRP

Schulke Radio Productions, Ltd.

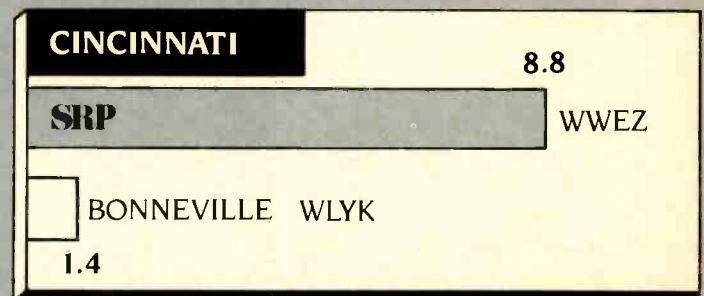
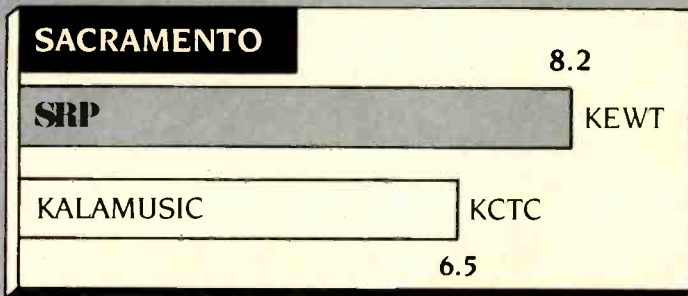
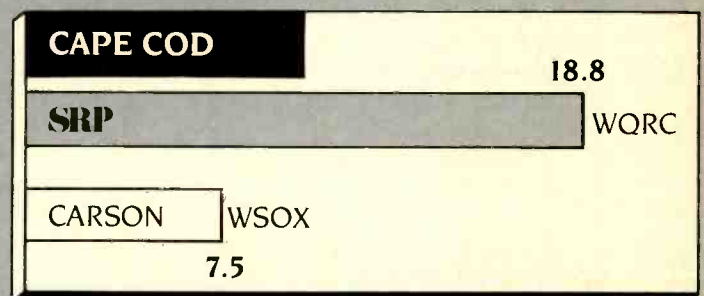
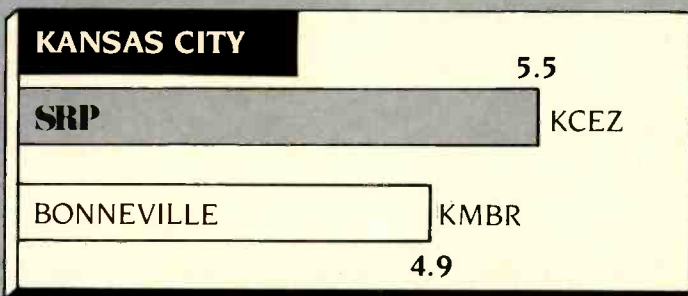
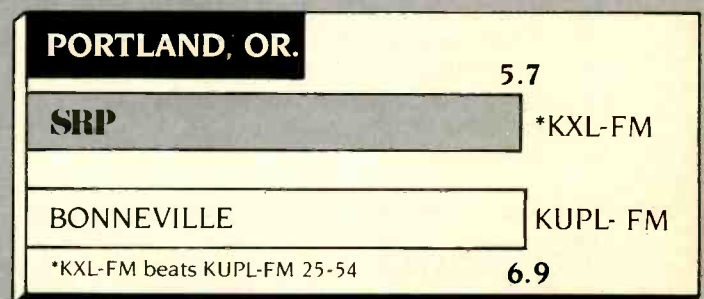
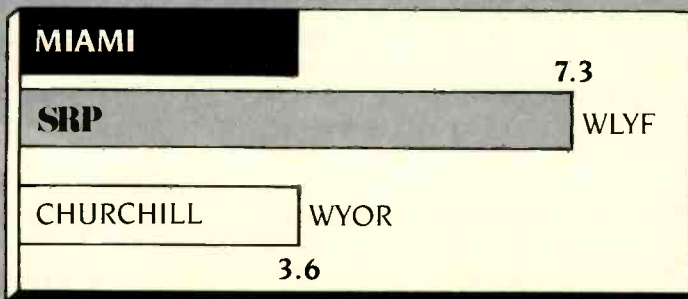
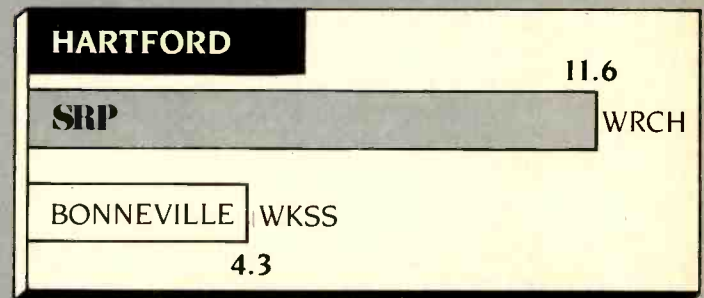
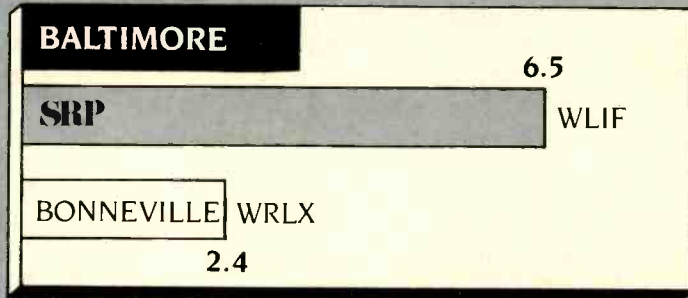
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A DIVISION OF COX COMMUNICATIONS, INC.



# SRP IS WINNING!

We're doing it with Totally Researched Music.



Source: Arbitron, Spring 83, Total Persons Share, Broadcast Week, MSA.

# Format Leaders

## Black/Urban Contemporary

	AQH		Cume
1. WYLD-FM/New Orleans (Black)	13.2	1. WKTU/New York (Urban)	1,924,800
2. WLOU/Louisville (Black)	13.1	2. WBLS/New York (Urban)	1,753,300
3. WHRK/Memphis (Urban)	10.5	3. WRKS/New York (Urban)	1,732,900
4. WENN-FM/Birmingham (Black)	10.4	4. WBMX/Chicago (Black)	778,200
4. WKYS/Washington (Urban)	10.4	5. WGCI/Chicago (Urban)	746,700
6. WVEE/Atlanta (Urban)	10.1	6. KUTE/Los Angeles (Urban)	557,700
7. WTLC/Indianapolis (Urban)	9.7	7. WUSL/Philadelphia (Urban)	538,600
8. WQMG/Greensboro (Black)	9.2	8. WKYS/Washington (Urban)	535,300
9. WVKO/Columbus (Black)	9.1	9. WDRQ/Detroit (Urban)	479,500
10. WAIL/New Orleans (Urban)	8.8	10. WJPC/Chicago (Black)	470,800
11. WXYV/Baltimore (Urban)	8.2	11. WJLB/Detroit (Black)	459,700
12. WDIA/Memphis (Black)	7.7	12. WDAS-FM/Philadelphia (Black)	446,500
13. KRNB/Memphis (Black)	7.3	13. KMJQ/Houston (Urban)	408,200
14. WOWI/Norfolk (Black)	7.0	14. WHUR/Washington (Black)	403,100
15. KMJQ/Houston (Urban)	6.9	15. KGFJ/Los Angeles (Black)	379,900
16. KMJM/St. Louis (Urban)	6.8	16. KJLH/Los Angeles (Black)	361,300
17. WUSL/Philadelphia (Urban)	6.5	17. WVON/Chicago (Black)	353,300
18. WATV/Birmingham (Black)	6.3	18. KRLY/Houston (Urban)	340,300
18. WDRQ/Detroit (Urban)	6.3	19. KSOL/San Francisco (Black)	335,700
20. WDAO/Dayton (Black)	5.8	20. KDIA/Oakland (Black)	328,800
21. KPRS/Kansas City (Black)	5.7	21. KDAY/Los Angeles (Black)	315,600
21. WHUR/Washington (Black)	5.7	22. KACE/Los Angeles (Black)	315,000
23. KKDA-FM/Dallas-Ft. Worth (Urban)	5.6	22. WXYV/Baltimore (Urban)	315,000
23. WAMO-FM/Pittsburgh (Urban)	5.6	24. KKDA-FM/Dallas-Ft. Worth (Urban)	312,200
23. WLOK/Memphis (Black)	5.6	25. WOOK/Washington (Black)	309,800

## Big Band

	AQH		Cume
1. WBBG/Cleveland	6.5	1. WNEW/New York	948,300
2. WJAI/Dayton	6.4	2. WJDD/Chicago	543,400
2. WOKY/Milwaukee	6.4	3. KPRZ/Los Angeles	452,000
4. WDAE/Tampa	6.2	4. WAIT/Chicago	356,600
4. WECK/Buffalo	6.2	5. WRTH/St. Louis	213,100
6. WCRT/Birmingham	5.5	6. WBBG/Cleveland	211,600
7. WREC/Memphis	5.4	7. WJAS/Pittsburgh	200,200
8. KEZW/Denver	5.0	8. WDAE/Tampa	192,500
9. WLKW/Providence	4.9	9. WITH/Baltimore	177,600
9. WPXN/Rochester	4.9	10. CKJY/Windsor (Detroit)	157,200

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RADIO

A Taft Company

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Salutes

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**WJAI-FM\***

\*Note: Synthesized stereo

*Real Music*

scores one ratings  
success after another!





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WKQX-FM

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Hillier, Newmark, Wechsler & Howard

**TOM WALTON**  
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Hair Radio Chicago

**JEFF SCHWARTZ**  
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WBBM-FM

## "It's a street fighting weapon we use every day"

You want the facts fighting *for* you, not against you. And it pays to use every fact you can get. That means you need Birch facts instead of just ARB facts. Compare them in the chart at the right:

Only Birch gives you more reports.

Only Birch gives you more *in* your reports. More dayparts. More demos.

And only Birch gives you qualitative and product usage data to help you in both programming and selling your station.

"It's a quality product that's priced fairly," Mike Donovan says. "And it keeps getting better all the time."

Get the street fighter on your side.

### CASE HISTORY: CHICAGO, ILLINOIS

Metro HH Sample Size	<b>BIRCH</b> 2,393	ARBITRON 1,542*
Measurement Period	<b>Jan.-Dec.</b>	Jan.-Dec.
Number of Reports	<b>4 Quarterlies, 4 Quarterly Monthlies Avail.</b>	4 Quarterly Reports
Demographic Breaks	<b>42</b>	29
Dayparts	<b>44</b>	37
Annual Qualitative/Product Categories	<b>62</b>	0
County by County	<b>In Book</b>	Extra Cost
Location of Listening	<b>In Book</b>	Extra Cost
Cume Duplication	<b>In Book</b>	Extra Cost
Audience Composition	<b>In Book</b>	Extra Cost
Tape Service Available	<b>Yes</b>	Yes
Data Base Access	<b>DataNow</b>	AID

For more information call David Gingold, Vice President (305) 753-6043.

**Birch  
Radio  
Research**

We give you more, more often.

\*ARB Metro Household Sample Size is based on Fall, 1982 Quarterly Survey Period and is estimated based on average of 2.5 respondents per household.



# Format Leaders



## AQH

1.	WPYX/Albany	13.4
2.	WKDF/Nashville	12.9
3.	WLWQ/Columbus	12.6
3.	WTUE/Dayton	12.6
5.	KATT-FM/Oklahoma City	12.3
6.	WZXR/Memphis	11.5
7.	WCMF/Rochester	10.0
8.	KRCK/Portland	9.9
9.	KPOI-FM/Honolulu	9.1
9.	WFBQ/Indianapolis	9.1
11.	KDKB/Phoenix	8.9
12.	WEBN/Cincinnati	8.8
12.	WRNO/New Orleans	8.8
14.	WAPI-FM/Birmingham	8.6
14.	WNOR-FM/Norfolk	8.6
16.	WHJY/Providence	8.5
17.	KRSP-FM/Salt Lake City	8.2
17.	KXZL/San Antonio	8.2
17.	WMMS/Cleveland	8.2
20.	WQMF/Louisville	8.1
21.	KULA/Honolulu	7.9
21.	KZAP/Sacramento	7.9
23.	KUPD/Phoenix	7.8
24.	KSJO/San Jose	7.3
24.	KSRR/Houston	7.3

## Cume

1.	WPLJ/New York	1,836,300
2.	WAPP/New York	1,384,200
3.	KLOS/Los Angeles	1,033,100
4.	WNEW-FM/New York	959,800
5.	KROQ-FM/Los Angeles	908,500
6.	KMET/Los Angeles	886,700
7.	WRIF/Detroit	673,500
8.	WMET/Chicago	648,600
9.	WLUP/Chicago	633,300
10.	WMMR/Philadelphia	585,900
11.	WLLZ/Detroit	571,500
12.	WYSP/Philadelphia	537,200
13.	WIOQ/Philadelphia	515,200
14.	WBCN/Boston	471,200
15.	KNX-FM/Los Angeles	455,900
16.	KEGL/Dallas-Ft. Worth	448,200
17.	WCOZ/Boston	434,700
18.	WXRT/Chicago	433,300
19.	KSRR/Houston	431,600
20.	KMEL/San Francisco	426,600
21.	KZEW/Dallas-Ft. Worth	393,100
22.	KLOL/Houston	383,600
23.	WWDC-FM/Washington	368,800
24.	KTXX/Dallas-Ft. Worth	354,000
25.	KRQR/San Francisco	352,100

## Congratulations To Our Client Stations Who Are "Taking These Demos To The Bank"

### Adelaide, Australia -

SA-FM \*\* #1 16-34 Adults

Albuquerque - KFMG FM #1 18-34 Adults

Anchorage - KWHL FM #1 Market Leader  
#1 Men 18+

### Auckland, New Zealand -

MJK-FM \*\* Debut 8.1

### Brisbane, Australia -

4MMM FM \*\* #1 10-39 Persons

Cleveland - WMMS FM #1 Market Leader

#1 18-49 Adults

Dallas - KZEW FM #1 AOR 18-34 Adults

Denver - KBPI FM #1 Contemporary

#1 Cume Leader

#1 18-49 Adults

Fargo - KQWB FM #1 18-49 Men

#1 18-34 Men

Gainesville - WRUF FM #1 Contemporary

#1 18-34 Adults

Houston - KSRR FM #1 Contemporary

#1 18-49 Adults

Indianapolis - WFBQ FM #1 18-34 Adults

Jacksonville - WIVY FM #1 A/C Leader

Kansas City - KLSI FM #1 A/C Leader

#1 18-49 Adults

Los Angeles - KLOS FM #1 AOR 18-34 Adults

Oklahoma City - KATT FM #1 Market Leader

#1 18-34 Adults

Philadelphia - WYSP FM #1 AOR Leader

#1 18-24 Adults

Phoenix - KDKB FM #1 Market Leader

#1 Cume Leader

#1 18-49 Adults

Providence - WHJY FM #1 AOR Leader

#1 18-34 Adults

Richmond - WRXL FM #1 AOR Leader

#1 Rocker 18-34 Adults

Rochester - WCMF FM #1 Contemporary

#1 18-34 Adults

San Antonio - KISS FM #1 18-49 Men

Tucson - KWFM FM #1 Contemporary

#1 18-34 Adults

Tulsa - KMOD FM #1 Rocker

# jpc

Programming Advisors

Jeff Pollack Communications, Inc.

984 Monument Street

Suite 204

Pacific Palisades, CA 90272

(213) 459-2783

\* Sandusky Corporate-consulted station.

Source: Average quarter hour share, persons 12+, Monday-Sunday, 6am-12mid, Spring 1983 Arbitron.

\*\* Source: McNair-Anderson Report, Spring, 1983



# **You'll Laugh Your Ass Off**



## **The National Lampoon Radio Hour**

For more information, contact:

In Canada, PRODUCTION ONE 46 Rose Ave.  
Toronto, Ontario M4Z 1N9 416 962-2046

---

robert michelson, inc. 127 west 26th street  
new york, new york 10001 212 243-2702

---

See Us at RPC Booth 129

# Format Leaders

## Adult / Contemporary AQH

1.	WCCO/Minneapolis-St. Paul	20.6
2.	WTIC/Hartford	19.7
3.	KDKA/Pittsburgh	17.1
4.	WIBC/Indianapolis	14.3
5.	WGY/Schenectady	13.9
6.	WTMJ/Milwaukee	12.6
7.	KSL/Salt Lake City	11.9
8.	WVOR/Rochester	10.7
9.	KSTP-FM/Minneapolis-St. Paul	10.3
10.	WBEN/Buffalo	9.9
10.	WHIO/Dayton	9.9
12.	WBZ/Boston	9.8
13.	WSB/Atlanta	9.2
14.	KSSK/Honolulu	9.0
14.	WTVN/Columbus	9.0
16.	WRVR/Memphis	8.8
17.	WHAM/Rochester	8.7
18.	WHAS/Louisville	8.6
18.	WHDH/Boston	8.6
20.	WROW/Albany	8.5
21.	WBAL/Baltimore	8.0
22.	KGW/Portland	7.9
23.	WAVG/Louisville	7.7
23.	WENS/Indianapolis	7.7
25.	KVIL-FM/Dallas-Ft. Worth	7.6

## Cume

1.	WYNY/New York	1,897,800
2.	WPIX/New York	1,589,900
3.	KDKA/Pittsburgh	820,300
4.	WMGK/Philadelphia	740,400
5.	WCLR/Chicago	739,600
6.	WCCO/Minneapolis-St. Paul	723,000
7.	KOST/Los Angeles	689,800
8.	WBZ/Boston	686,400
9.	WHDH/Boston	639,500
10.	WFYR/Chicago	623,900
11.	KHTZ/Los Angeles	622,200
12.	WNIC-FM/Detroit	585,800
13.	KNBR/San Francisco	554,700
14.	KIOI/San Francisco	483,200
15.	KVIL-FM/Dallas-Ft. Worth	475,800
16.	KSTP-FM/Minneapolis-St. Paul	472,700
17.	WSB/Atlanta	471,800
18.	WMAL/Washington	452,900
19.	WIP/Philadelphia	451,700
20.	WMJC/Detroit	445,300
21.	KSFO/San Francisco	428,500
22.	WSNI-FM/Philadelphia	421,700
23.	WTMJ/Milwaukee	410,500
24.	WCZY/Detroit	402,000
25.	WMJX/Boston	364,700

# FLOWING FAVORITES®

CONTINUOUS ADULT CONTEMPORARY 25-54.

### THE FORMAT

FLOWING FAVORITES® consists of foreground music selected to create listener & advertiser response. KLEMM MEDIA's experience & studies accurately combine classic music of the 1960's, 1970's & 1980's with uniquely planned & relevant announcer content. THE FORMAT is live-assist for local relatability. The programming effect is a continuous image of consistent music and flow for positive emotional response. FLOWING FAVORITES® is aimed for adults who are tired of background music and who seek relief from clutter.

### THE TRAINING

Unlike most format syndicators, KLEMM MEDIA carefully trains your staff... announcers... sales people.

For over 18 years, we have provided customized consulting & training for radio stations -quietly & effectively. KLEMM SEMINARS are famous and motivational. Perhaps you attended one of our 1983 NAB training sessions.

"Flowing Favorites®" includes systems, clearly written instructions, and weekly telephone training. Follow-through & training are guaranteed!

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Unmatchable demographic success targets your station for the most requested advertiser buys, 25-54!

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KLEMM MEDIA's service is complete with sales tools, marketing aids, audience promotion concepts, and written selling presentations.

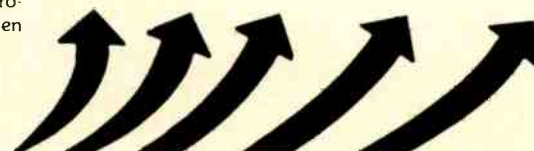
### ACT NOW TO RESERVE

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MEDIA, INC.  
RADIO PROGRAMMING  
BOX 264, WASHINGTON, CT 06793

FLOWING FAVORITES® OFFERS MARKET EXCLUSIVITY





# THESE RADIO STATIONS ONLY HAVE TWO THINGS IN COMMON . . .

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**KVIL**  
DALLAS  
#1 25-54 Women

**WIBC**  
INDIANAPOLIS  
#1 25-54 Women

**KLLS**  
SAN ANTONIO  
#1 25-54 Women

**WRMF**  
WEST PALM BEACH  
#1 25-54 Women

**KZBS**  
OKLAHOMA CITY  
#1 25-54 Women

**KLSI**  
KANSAS CITY  
#1 25-54 Women

Spring '83 Arbitron • (Mon-Sun/6 am - midnight)

---

1. They're America's "CLASS" broadcasters.
2. They all listen to George Johns.

At FairWest . . .  
we not only listen to George Johns . . .  
we have the privilege of representing him.

**FairWest**  
*Adult Contemporary*

3341 Towerwood Drive, Suite 204 • Dallas, Texas 75234 • (214) 243-7800

# Format Leaders

## Country

AQH

Cume

1.	WTQR/Winston-Salem	16.1
2.	WZZK/Birmingham	12.5
3.	WAMZ/Louisville	11.7
4.	WDAF/Kansas City	10.9
5.	WCMS-FM/Norfolk	10.6
6.	WKHX/Atlanta	9.7
7.	KEBC/Oklahoma City	8.5
7.	WFMS/Indianapolis	8.5
9.	WSM-FM/Nashville	8.2
10.	WQYK/Tampa	8.0
11.	WMC/Memphis	7.6
12.	WUBE-FM/Cincinnati	7.5
13.	KNIX-FM/Phoenix	7.4
13.	KSCS/Dallas-Ft. Worth	7.4
13.	WSIX-FM/Nashville	7.4
16.	KAJA/San Antonio	7.2
16.	KIKK-FM/Houston	7.2
18.	WONE/Dayton	7.1
19.	KRAK/Sacramento	6.7
20.	WIRE/Indianapolis	6.5
21.	KAER/Sacramento	6.3
22.	KKYX/San Antonio	6.2
22.	WIL-FM/St. Louis	6.2
22.	WYRK/Buffalo	6.2
25.	KFKF/Kansas City	6.1

1.	WHN/New York	1,179,700
2.	WKHK/New York	820,700
3.	WMAQ/Chicago	769,000
4.	KLAC/Los Angeles	572,100
5.	KIKK-FM/Houston	493,000
6.	KZLA-FM/Los Angeles	458,900
7.	KILT-FM/Houston	453,200
8.	KSAN/San Francisco	428,400
9.	KSCS/Dallas-Ft. Worth	410,500
10.	WBAP/Dallas-Ft. Worth	394,200
11.	WUSN/Chicago	383,200
12.	WFIL/Philadelphia	343,300
13.	WKHX/Atlanta	335,800
14.	WJEZ/Chicago	330,400
15.	KPLX/Dallas-Ft. Worth	316,600
16.	KNEW/Oakland	314,000
17.	WWWW/Detroit	299,400
18.	WIL-FM/St. Louis	277,900
19.	WPOC/Baltimore	266,000
20.	WMZQ/Washington	259,500
21.	WPKX-AM & FM/Washington	250,300
22.	WDAF/Kansas City	248,200
23.	WWWE/Cleveland	242,600
24.	WCAO/Baltimore	234,400
25.	WDGY/Minneapolis-St. Paul	234,000

# GUNSMOKE

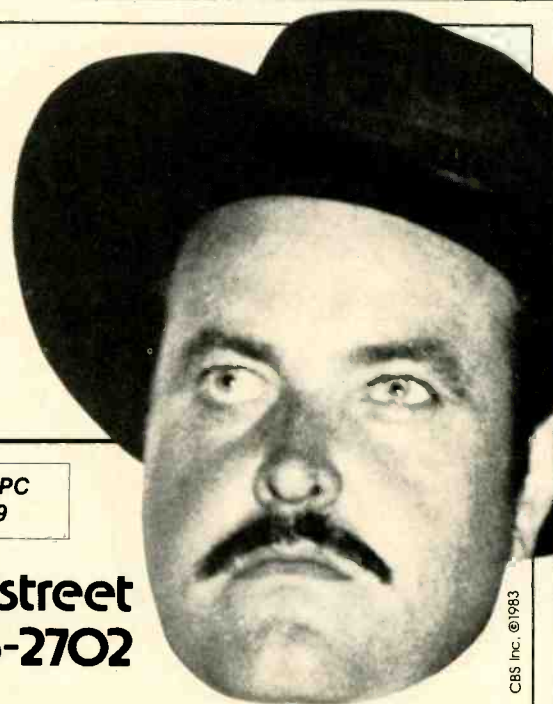
"There's just one way to handle the killers  
and the spoilers,

And that's with the U.S. Marshall  
and the smell of Gunsmoke"

*Exclusively  
from*

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Booth 129

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new york, new york 10001 212 243-2702





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**#1 25-54 ADULTS**

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***Continuous  
Country***

In their very first Burns/Somerset book, KFMS jumped to NUMBER ONE (11.2), from eighth place (6.0), in radio's most meaningful sales demographic, ADULTS, 25-54\*.

The GEORGE BURNS/JOE SOMERSET\*\* CONTINUOUS COUNTRY consultancy continues to be America's hottest country format. In fact, EVERY Burns/Somerset station has increased its ratings since switching to the format . . .

- |  |                           |
|--|---------------------------|
| ◇ KILT-FM, HOUSTON                                   | ◇ WCRJ-FM, JACKSONVILLE   |
| ◇ KAER-FM, SACRAMENTO                                | ◇ WPCM-FM, RALEIGH-DURHAM |
| ◇ KZAN-FM, SALT LAKE CITY                            | ◇ WAVC-FM, DULUTH         |
| ◇ WGKX-FM, MEMPHIS                                   | ◇ KNFM-FM, MIDLAND-ODESSA |
| ◇ WOJC-FM TAMPA, (Formerly WFLA-FM) effective July 1 |                           |

**To bring this unique consultancy to your FM station,  
call FairWest today at (214) 243-7800**

**FairWest**

3341 Towerwood Drive, Suite 204 ♦ Dallas, Texas 75234 ♦ (214) 243-7800

\* ARB Fall '82, Spring '83 Mon. - Sun. 6 a.m. - 12 p.m.

\*\* Joe Somerset also consults Capitol Cities Continuous Country stations KSCS-FM, Dallas; WKHX-FM; Atlanta, and KZLA-FM, Los Angeles.



# Format Leaders

## Contemporary Hit Radio

AQH

Cume

1.	WRBQ-FM/Tampa	12.7
2.	WTIC-FM/Hartford	12.5
3.	WLOL/Minneapolis-St. Paul	11.0
4.	KHTR/St. Louis	10.6
5.	WMC-FM/Memphis	10.4
6.	KQMQ/Honolulu	9.9
7.	WZGC/Atlanta	9.7
8.	WZPL/Indianapolis	9.6
9.	WWKX/Nashville	9.5
10.	WPRO-FM/Providence	9.4
10.	WQXI-FM/Atlanta	9.4
12.	WEZB/New Orleans	9.2
13.	KJYO/Oklahoma City	9.0
14.	WNCI/Columbus	8.9
15.	WKRQ/Cincinnati	8.8
16.	KBEQ/Kansas City	8.6
17.	WKXX/Birmingham	8.5
18.	WXGT/Columbus	8.2
19.	WHYI/Miami	7.9
20.	WBSB/Baltimore	7.8
21.	KIIS/Los Angeles (Anaheim book)	7.6
21.	WRQX/Washington	7.6
23.	KCNR-FM/Portland	7.5
24.	WBZZ/Pittsburgh	7.4
25.	WGCL/Cleveland	7.3

1.	WNBC/New York	1,902,300
2.	KIIS/Los Angeles	1,389,600
3.	WLS/Chicago	1,094,200
4.	WBBM-FM/Chicago	1,069,400
5.	WLS-FM/Chicago	877,300
6.	KRTH/Los Angeles	861,000
7.	KIQQ/Los Angeles	851,200
8.	WCAU-FM/Philadelphia	818,400
9.	KFRC/San Francisco	782,400
10.	WKQX/Chicago	735,500
11.	WHYT/Detroit	713,800
12.	KFI/Los Angeles	642,100
13.	WHYI/Miami	593,800
14.	WHTT/Boston	574,500
15.	WRQX/Washington	561,700
16.	KHTR/St. Louis	547,300
17.	WINZ-FM/Miami	526,400
18.	KYUU/San Francisco	514,000
19.	XTRA/San Diego (Los Angeles book)	493,800
20.	WABX/Detroit	488,100
21.	WXKS-FM/Boston	477,300
22.	WZGC/Atlanta	467,100
23.	WLOL/Minneapolis-St. Paul	456,600
24.	KKBQ-FM/Houston	448,300
25.	WROR/Boston	421,200

## Spanish

AQH

Cume

1.	WQBA/Miami	6.7
2.	KCOR/San Antonio	5.2
3.	WCMQ-FM/Miami	3.6
4.	WQBA-FM/Miami	3.4
5.	WRHC/Miami	3.3
6.	WOJO/Chicago	2.8
7.	KIQI/San Francisco	2.3
8.	WADO/New York	2.1
9.	KALI/Los Angeles	1.9
9.	KEDA/San Antonio	1.9

1.	WADO/New York	458,900
2.	WJIT/New York	334,700
3.	KLVE/Los Angeles	322,400
4.	KTNQ/Los Angeles	297,000
5.	KALI/Los Angeles	283,600
6.	KWKW/Los Angeles	282,300
7.	WOJO/Chicago	256,800
8.	WQBA/Miami	253,100
9.	WQBA-FM/Miami	177,400
10.	WCMQ-FM/Miami	173,800

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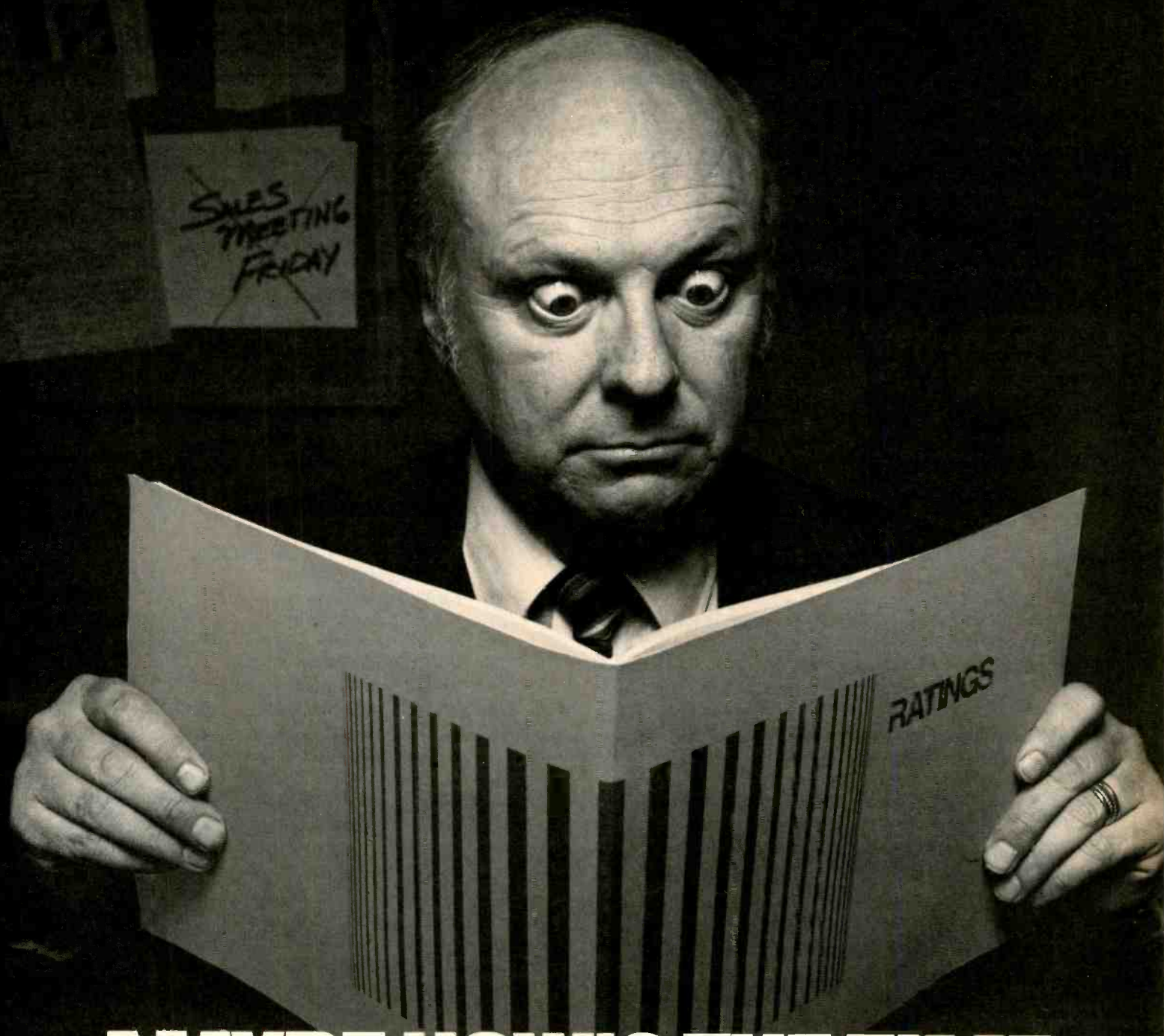


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# Format Leaders

## News/Talk

AQH

Cume

1.	KMOX/St. Louis (Talk)	20.9
2.	KTOK/Oklahoma City (N/T)	11.1
3.	KIRO/Seattle (News)	9.0
4.	WGN/Chicago (Talk)	8.7
5.	KCMO/Kansas City (N/T)	8.6
5.	KGO/San Francisco (Talk)	8.6
7.	KYW/Philadelphia (News)	8.2
8.	KTAR/Phoenix (News)	7.7
9.	KGO/San Francisco (Talk) . . . (San Jose book)	7.6
10.	WOAI/San Antonio (N/T)	7.3
11.	WAVI/Dayton (Talk)	6.7
12.	WCKY/Cincinnati (N/T)	6.6
13.	KRLD/Dallas-Ft. Worth (News)	6.5
14.	KOA/Denver (Talk)	6.0
15.	KABC/Los Angeles (Talk) . . . (Anaheim book)	5.8
16.	WQBK/Albany (Talk)	5.7
17.	WXYZ/Detroit (Talk)	5.5
18.	WLAC/Nashville (Talk)	5.3
19.	KFBK/Sacramento (News)	5.2
19.	KHVH/Honolulu (News)	5.2
19.	WCBS/New York (News) . . . (Nassau book)	5.2
19.	WOR/New York (Talk)	5.2
23.	KCBS/San Francisco (N/T)	5.1
24.	WBBM/Chicago (News)	5.0
25.	KCBS/San Francisco (N/T) . . . (San Jose book)	4.9

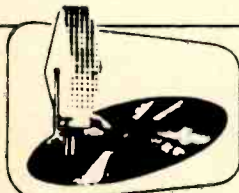
1.	WINS/New York (News)	2,570,300
2.	WCBS/New York (News)	2,282,100
3.	WOR/New York (Talk)	1,702,800
4.	WABC/New York (Talk)	1,642,500
5.	KABC/Los Angeles (Talk)	1,464,200
6.	WGN/Chicago (Talk)	1,263,500
7.	WBBM/Chicago (News)	1,135,800
8.	KFWB/Los Angeles (News)	1,118,400
9.	KYW/Philadelphia (News)	1,093,400
10.	KNX/Los Angeles (News)	931,700
11.	KGO/San Francisco (Talk)	840,000
12.	KMOX/St. Louis (Talk)	811,900
13.	WMCA/New York (Talk)	791,700
14.	KCBS/San Francisco (N/T)	750,700
15.	WIND/Chicago (Talk)	662,100
16.	WCAU/Philadelphia (Talk)	613,300
17.	WWJ/Detroit (News)	583,100
18.	KRLD/Dallas-Ft. Worth (News)	486,700
19.	WEEL/Boston (News)	466,100
20.	KIRO/Seattle (News)	430,400
21.	WXYZ/Detroit (Talk)	405,500
22.	WCBS/New York (News) . . . (Nassau book)	386,600
23.	WWDB/Philadelphia (Talk)	373,500
24.	WTOP/Washington (News)	365,400
25.	WINS/New York (News) . . . (Nassau book)	333,000

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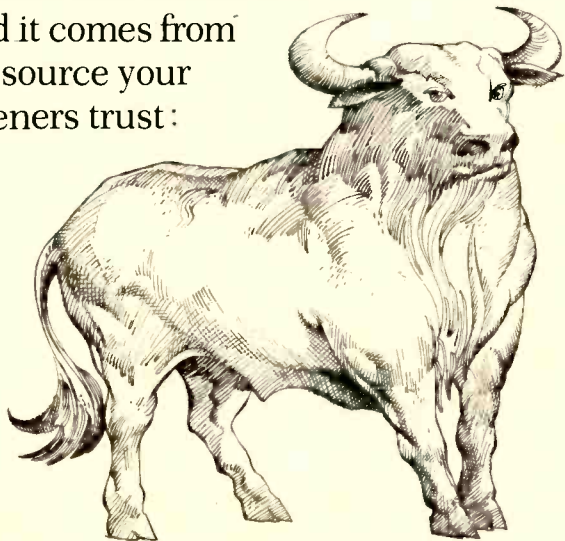


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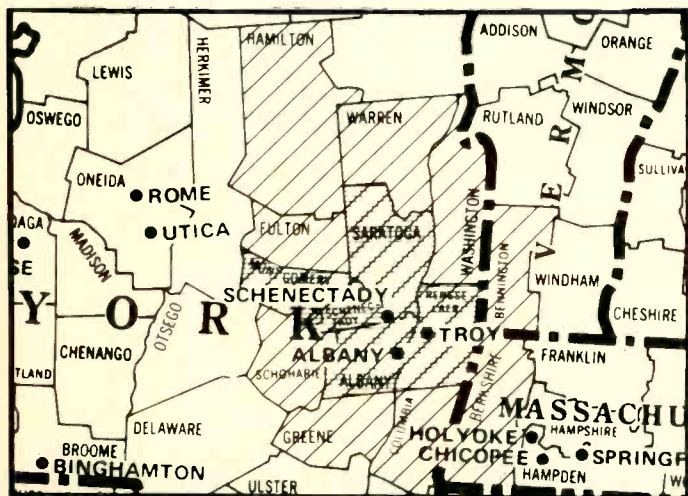


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SPRING '83

# Market Overviews

## Albany-Schenectady - Troy #49



**Complete Ratings Data Page 78**

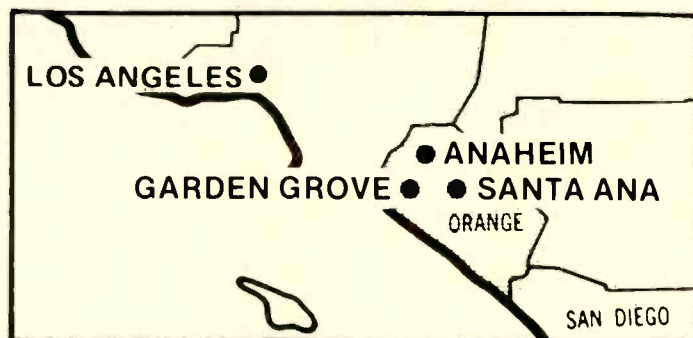
**WGY** and **WPYX** set the pace for Albany stations in the latest sweep, but the quality of the survey slipped notably from **Arbitron's** sampling in the spring '82 effort.

**WGY** still led the market 12+, had the largest cume, and was best among 25-54 adults, but the station slipped to its softest spring book in memory. **WPYX**, on the other hand, was on the upswing, increasing its shares notably over the last year. The AOR leader was first in teens and adults 18-34 and 18-49.

**WROW-AM & FM** rebounded from soft fall books, although both were still down 12+ from last spring. **WFLY's** CHR numbers slipped four shares from the fall to land virtually where they were in the spring '82 survey. **WPTR** gained growing acceptance of its Country approach.

Unfortunately, **Arbitron** collected 16% fewer diaries this sweep than last spring, with an especially notable 46% drop in returned and usable diaries from the ESF portion of the sample. As a result, these estimates are subject to slightly more wobble than those from the spring book in '82.

## Anaheim-Santa Ana- Garden Grove #19



**Complete Ratings Data Page 79**

Orange County has seen its share of radio topsyturvy, and the latest sweep confirmed some of this movement. While Easy Listening fixture **KBIG** was at its customary spot atop the market, it was tied by **KIIS**, which has been surging into contention over the last year. **KIIS's** CHR format gave the station not only the top cume in the county but first place in the three major adult sales demos.

On the AOR front **KLOS** took the lead from **KROQ-FM**, although the "Roq of the 80s" sound still was number one among area teens. Former AOR leader **KMET** continued to suffer, having lost half of its 12+ share over the last year.

Among local stations **KWIZ** had a good showing, rebounding from a soft fall book. The A/C station posted respectable numbers among adults 18-49 and 25-54.

Two methodology notes to factor into your evaluation of this market . . . First, there was 23% less sample returned and used this book vs. the spring sweep a year ago. Also, even though **Arbitron** estimated a 10% growth in the number of homes in the non-listed or ESF portion of the Orange County populace, the survey firm retrieved 32% fewer diaries from that part of the public. Stations that could be helped by ESF, such as the AORs, should hope for better luck in the next sample.





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## Atlanta #18



Complete Ratings Data Page 80

WVEE reestablished itself as number one, WKHX extended its Country dominance, WZGC and WQXI-FM continued to battle it out for CHR supremacy, and the Braves helped WSB rebound. Those were the key results in the latest survey in Atlanta.

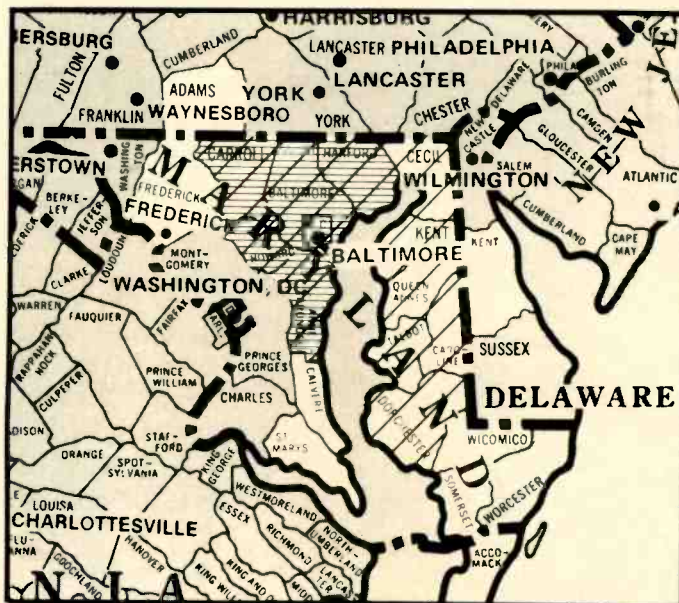
Plough probably didn't know whether to laugh or cry when it saw the 12+ results in Atlanta. The group's Urban FM, WVEE, went back on top after a dip in the fall '82 sweep, while at the same time the sister AM, WPLO, slipped further behind Cap Cities' WKHX in the Country contest.

WVEE may have had its fortunes boosted by some methodology aspects at Arbitron. First, a new High Density Black Area was created in DeKalb County, affecting the weighting and value of ethnic diaries there. Also, on a metrowide basis Arbitron retrieved 21% more black diaries this spring than last while the overall metro diary tally was down 16%. In other words, there were more ethnic diaries, fewer non-ethnic this survey. However, the black in-tab count this effort was almost exactly what Arbitron was shooting for, so the results seen here may be in effect for some time.

The battle royal between WZGC and WQXI-FM raged on. On the 12+ basis WZGC won (it also had the most teens), but in the adult sales demos WQXI-FM emerged the victor — tops in the metro in adults 18-34 and 18-49, second to WKHX among 25-54s.

WSB won the cume honors for the survey, with help from the Braves' broadcasts. Also of interest was the late-in-the-survey call letter change that created WRMM (formerly WLTA), still with an A/C format.

## Baltimore #15



Complete Ratings Data Page 81

The lead story here has to be new number one station in the market, Urban Contemporary WXYV, and WBAL losing over four shares to fall out of the lead for the first time in memory. However, it may be that these two stations are but a reflection of the market as a whole, since Urban/Black and A/C virtually tied for the format crown in Baltimore.

WXYV had a steady book, which not only won the 12+ marathon but also topped the three key adult demos. WXYV's results looked very steady, and indeed Arbitron did an excellent job of getting just the desired amount of usable black diaries for this sweep. Survey quality as a whole did not fare as well, since the ratings company got back 14% fewer booklets this sweep than in spring '82.

WBSB had an excellent report card, staying in third overall and nabbing the title for total cume and teens. Others of note were WIYY, whose leading AOR share slipped a bit; WLIF, which garnered more Beautiful Music adherents than at any other time in the last year; and WFBR, which rose with the aid of Orioles broadcasts. WCAO's Country shares rose while WPOC slipped, and WEBB obtained more quarter hours tuned to its Black programming.

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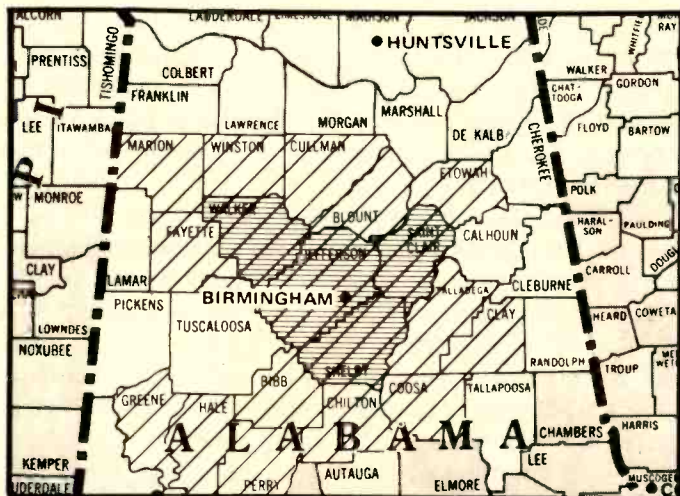
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## Birmingham #45



Complete Ratings Data Page 82

WZZK led but slipped again; the Black-formatted stations were softer, perhaps due to poorer sampling of blacks; and **WMJJ** (formerly **WQEZ**) debuted with a bang.

WZZK continued to dominate the Country format and the market in general, although its 12+ share has been settling in the last couple of books. The station topped total cume, adults 18-49, and adults 25-54 in this sweep.

**WENN** dropped three shares but remained the strong number two station. Even though the sampling of blacks was off this sweep compared to the spring '82 effort (down 25%), WENN still was number two in teens and the three major adult demos we broke out. **WATV**, the other popular black choice, was softer too, and perhaps the shift of sample from the HDBA portion of Jefferson County to the non-ethnic part of that country had an impact on the estimates for WENN and WATV.

**Capitol Broadcasting** debuted an A/C format on **WMJJ** this book and it made itself felt. **Ray Quinn's** outfit was third in total cume and third in the three key adult demos — 18-34, 18-49, and 25-54.

Also making quite a move was **WCRT**, featuring a Big Band sound. Thanks to an unusually high 209 minutes daily average from its listeners, WCRT almost tripled its previous 12+ share.

## Boston #7



Complete Ratings Data Page 84

Two Adult/Contemporary AM stations continued to battle it out for bragging rights in Boston, and again **WBZ** claimed that title. WBZ had the largest cume in the market, too, just ahead of rival **WHDH**. When it came to the crucial 25-54 adult demo, however, the tables were turned, as **WHDH** took that crown, just ahead of **WBZ**.

In one of the more interesting moves in recent Boston radio history, **WEEI-FM** became **WHTT**, segueing from soft AOR to Contemporary Hit Radio. WHTT grew to third overall, largely based on its teen strength — the station had almost a 36 share of teens, mostly wrested away from **WXKS-FM**. As for **WXKS-FM**, the station remained strong among young adults, trailing **WBCN** with adults 18-34 and 18-49.

Although the black population within the Boston metro is not large (estimated as just under 5% of the 12+ total), **Arbitron** did a poor job of representing it in this sweep. Last spring 158 usable diaries were returned by blacks, compared to just 64 this time. This was a factor in the 17% decline in the overall survey in-tab versus spring '82, which means there was more "give" in these estimates than there was last year.

# W

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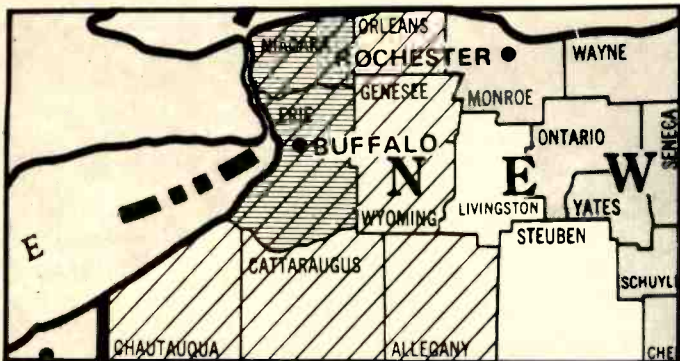
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# Market Overviews Market Overviews Market Overview

## Buffalo #32



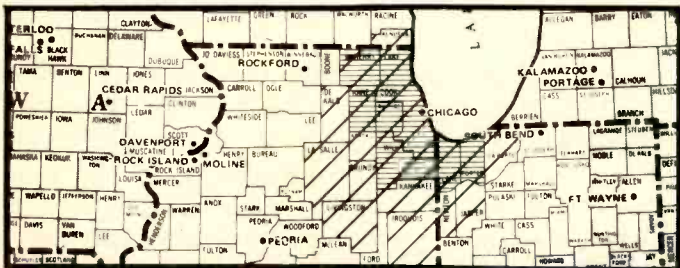
### Complete Ratings Data Page 83

Adult/Contemporary and Contemporary Hit Radio were the two leading formats in Buffalo. However, the leading station, as usual, was **McCormick's WJYE**, the Beautiful Music perennial. WJYE not only led the market on a 12+ basis but also was tops in the vital 25-54 adults sales target.

As for the other number one rankings in the market, the A/C's and CHR's won out. **WBEN** ranked second overall, but it was **WGR** which was tops among the market's 18-49 adults. CHR entry **WKBW** grabbed the top cume honors; **WBEN-FM** was numero uno among 18-34 adults, and **WPHD** can take pride in having the lion's share of teens.

Besides these stations, two others are especially worthy of mention. **WECK** continued to benefit from converts to its Big Band sound, and **WBUF** showed mighty improvement with its A/C format. WBUF has become a serious contender in the major adult demos.

## Chicago #3



### Complete Ratings Data Page 86

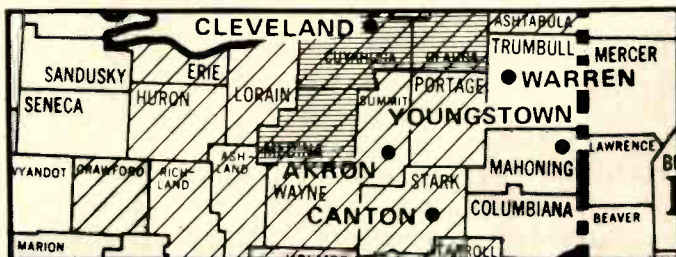
The winds of change are blowing through Chicago's radio industry, and this spring book offered some clues as to the new directions the market may be taking. Sure, **WGN** remained king of the hill, tops in cume (the beloved Cubs games are an assist) and in adults 25-54, but for the first time an Adult Contemporary, **WCLR**, ranked second in that vital demo — ahead of Beautiful Music power **WLOO**. WLOO's 12+ share has slipped over the last several sweeps, as has Urban leader **WGCI's**. However, WGCI retained leadership in some key cells, adults 18-34 and

18-49 (just ahead of **WXRT** and **WCLR**, respectively).

The rock formats are the scenes of most of the combat lately. Among CHR stations **WBBM-FM** had the top overall share, based largely on its number one stance with teens in the metro, while **WLS** had a more adult appeal thanks to the strength of its on-air staff. **WKQX**, with its new CHR approach and import AM drive DJ **Murphy in the Morning**, hopes to score well, although the jury was still out on that based on this book.

The AOR battleground was the site of a real fracas this sweep. First, **WLUP** imported **Jonathon Brandmeier** from Phoenix to do the morning show and perhaps give the station a slightly more adult appeal. Then, **Doubleday** took over **WMET** in the middle of the spring sweep and the station went commercial-free for the second half of the survey. Both the Brandmeier acquisition and the "new" WMET campaign involved heavy media efforts. Add in a more aggressively marketed **WXRT**, pushing its "not for teens" approach on TV (although not nearly as heavy as the WMET schedule), and you can sense the changes going on. WLUP and WXRT are probably pleased with their **Arbitron** showings. WMET scored well in the **Birch** but saw only fractional upward movement in the 12+ Arbitron score.

## Cleveland #21



### Complete Ratings Data Page 90

**WMMS**, **WGCL**, and **WMJI** topped the rankings, there were new leaders in the Beautiful Music and Country formats, Adult/Contemporary was the top format in town, and this was a better quality survey than the spring '82 sweep. Those were the key elements of the latest survey in Cleveland.

WMMS continued to reign supreme, as the Buzzard flew high not only over the 12+ standing but also over adults 18-34 and 18-49. CHR fixture **WGCL** led the market in total cume and teens, while **WMJI** wore the laurels among adults 25-54.

The contest between **WQAL** and **WDOK** for BM supremacy saw WQAL emerge on top by the narrowest of margins. The Country scene was also the site of some change, as **WWWE** and **WKSX** vaulted past **WHK** into a virtual tie 12+, with WKSX scoring better among adults in the sales demos.

Good news from a survey integrity perspective: **Arbitron** was able to obtain 15% more usable diaries this survey than last spring.



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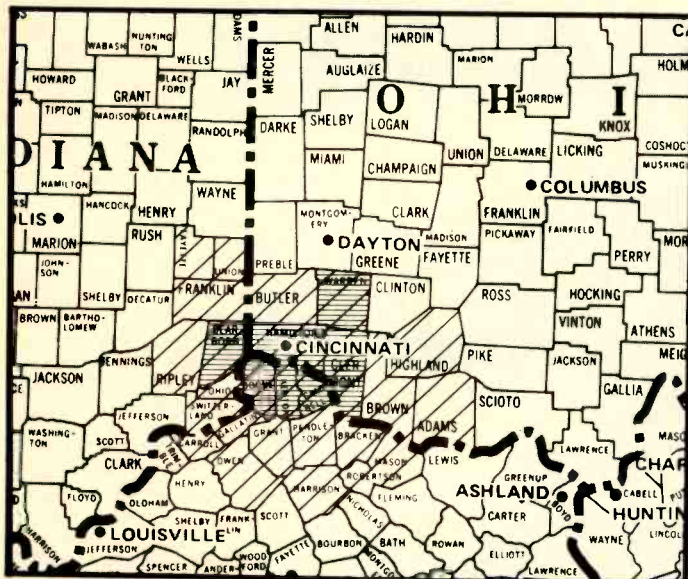
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# Market Overviews Market Overviews Market Overview

## Cincinnati #27



Complete Ratings Data Page 89

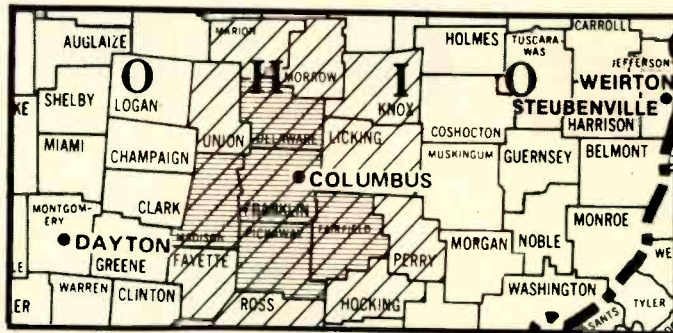
As was the case with a number of AM stations that carried baseball during this spring sweep, **WLW's** fortunes waned. The station had always been number one in the spring books with double-digit 12+ shares, but not only did it lose the number one position this spring, but its shares were down notably from last spring.

One new leader was **Taft's WKRQ**, which was tops 12+ in both average quarter-hour and cume, and was most preferred by teens. AOR **WEBN** slipped into a tie for first overall but was number one with adults 18-34 and 18-49. The best adults 25-54 station? **WUBE**, the Country kingpin.

A/C was the dominant format in Cincinnati, and there was a close race for the FM A/C title. **WLLT**, formerly **WYYS**, came on like gangbusters this sweep to tie **WRRM** — **WLLT** was stronger with 18-34 and 18-49 adults while **WRRM** gained an edge in the 25-54 cell. This will be an interesting match-up to keep an eye on.

A note about **WWEZ**: the station's standing (tied for the 12+ lead) continues to improve, putting to rest any notion that Beautiful Music is dead, at least in the Queen City.

## Columbus #37



Complete Ratings Data Page 91

Another strong performance by the AOR fixture, increasing shares for the Black-formatted station, and new leaders in the Country and CHR formats were the highlights of this spring survey in Columbus. **WLWQ** posted a strong and steady number one performance, duplicating its 12+ share from the fall sweep. It topped the market in adults 18-34 and 18-49, a nice feat for an AOR entity.

**WBNS-FM's** BM shares hit double digits, thanks probably in some measure to the format switch from BM to Country by **WRMZ** (which became the new Country leader). Meanwhile, another improved effort was notched up by **WVKO**, the Black outlet, which remarkably had such diverse demo strength that it scored third in teens as well as the three major adult sales targets.

**WTVN**, down from its Buckeyes-bolstered fall estimates, managed to come out on top in the prime 25-54 adult demo. At the same time, there was a new leader among the Contemporary Hit Radio stations, with **WNCI** edging past **WXGT**. **WNCI** had more adult appeal while **WXGT** was the market's number one teen outlet.

Two **Arbitron** methodology notes to keep in mind . . . First, there were 15% fewer diaries returned and used to compile these estimates vs. the spring '82 book. Also, part of that loss stemmed from retrieving less than 60% as many black diaries this spring — 122 compared to the 212 obtained last year. The black diaries in this book thus had higher cume values than those last year, adding to the wobble in the estimates.

# 11

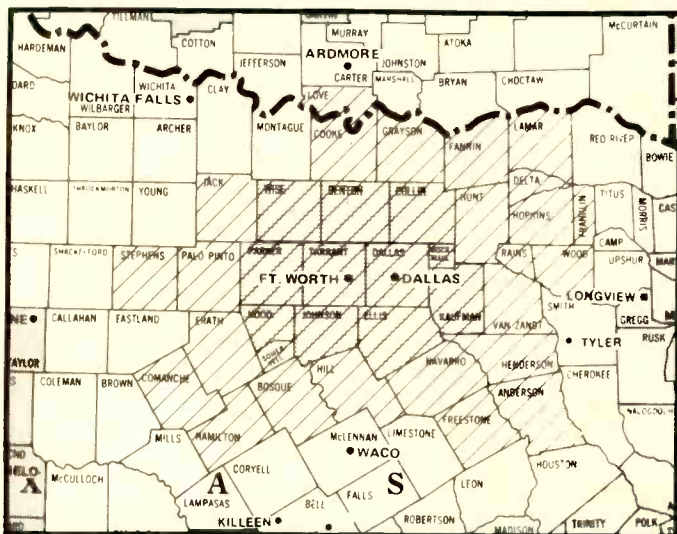
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# ROCK ALBUM COUNTDOWN

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## Dallas-Ft. Worth #10



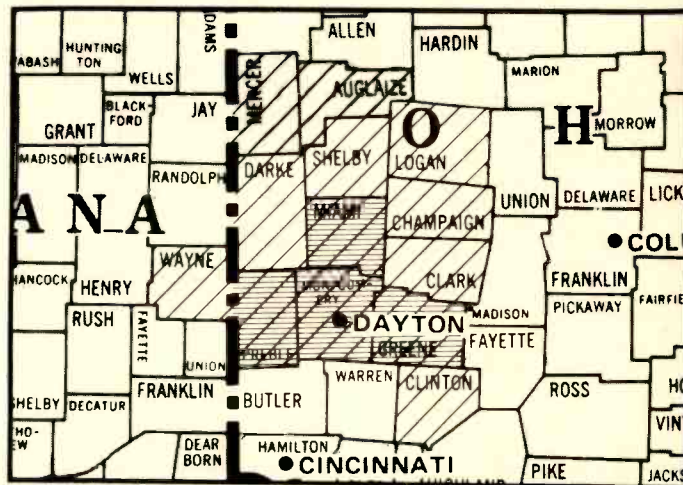
Complete Ratings Data Page 92

The spring sweep in this growing metro saw little change in the overall standings, a slight improvement in the reliability of the estimates for the market, and the creation of a High Density Hispanic Area in Dallas County.

A/C **KVIL-FM** again led the standings — not only 12+, but also the three key adult sales demos of 18-34, 18-49, and 25-54. **Cap Cities** Country combo **KSCS & WBAP** held the second and fourth positions respectively, with **KPLX** doing well also to make Country the most popular format in this metroplex. **KMEZ** slipped into third place this book, but still managed respectable scores in adults 18-49 and 25-54.

These estimates are probably of higher quality than the numbers for the spring '82 book, based on a usable sample size increase of about 15%. Also, there was a new factor — a High Density Hispanic Area — in the metro makeup. **Arbitron** estimates that just over eight percent of the metro is Hispanic. Hispanic station **KESS** showed up for the first time in the Arbitron standings.

## Dayton #48

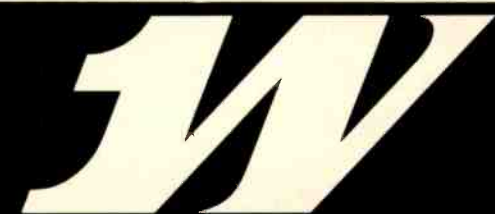


Complete Ratings Data Page 93

The big news in Dayton was that neither of the **WHIO** properties topped the standings this survey. Instead, AOR power **WTUE** won the 12+ race. In fact, **WTUE** was number one in most major demos, both teen and adult — an amazing accomplishment. Previous market leader **WHIO-FM's** BM shares dropped by one-third, but it was still the leading 25-54 adults station.

Adult/Contemporary was the dominant format in Dayton, with over 30% of the listening at any given time going to a station with that programming. Leading the A/C pack was **WHIO**, several shares ahead of **WING 12+**, although **WING** had a better standing in the key adult sales targets. Two other A/C's to note: **WVUD** continued to strengthen, and **WPFB** made a healthy debut.

Two other entities deserved a nod. **WAVI** garnered a nice boost in its 12+ share, although much of the audience was outside the key sales targets. **WDAO**, the Black-formatted fixture, had a stable 12+ book but ranked third among adults 18-34 and 18-49 — this despite slippage in **Arbitron's** ability to obtain usable diaries from the ethnic portion of the metro (down 159-133 compared to last spring).



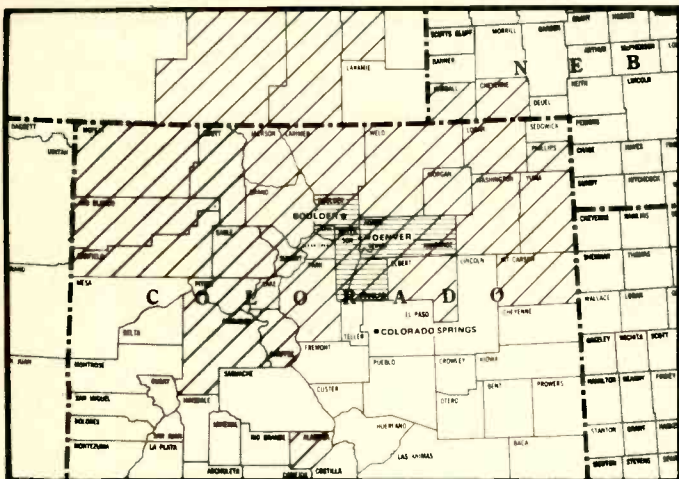
**WESTWOOD ONE**

**EARTH NEWS**

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# Market Overviews Market Overviews Market Overview

## Denver-Boulder #23



Complete Ratings Data Page 94

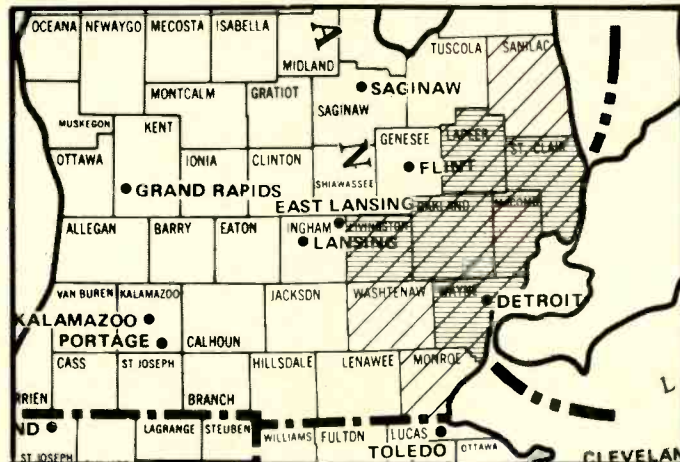
In a relatively clean survey in the Mile High City, the market's lone Beautiful Music station, **KOSI**, improved and held onto its 12+ lead. The station also was number one in adults 25-54.

**KBPI** remained second overall and the leader of the AOR pack. Besides earning the largest cume of any station in the metro, KBPI also won the laurels in adults 18-34 and 18-49, and showed well in both teens and 25-54s too. AOR runner-up **KAZY** garnered the biggest cache of teens.

The Country battle saw the stations grow apart while the CHR race was tighter. In the Country universe **KYGO** extended its edge over **KLZ**, placing second in the market among 25-54 adults. On the CHR front **KOAQ** slipped but retained the narrowest of leads over **KIMN**, which rose slightly. **KOAQ** had more partisans among the younger demos while **KIMN** skewed more adult, coming in third with the 25-54s.

Others of note were **KOA**, which had a stable book with its Talk format, and Big Band **KEZW**, which rose nicely as its older audience demonstrated loyalty.

## Detroit #6



Complete Ratings Data Page 95

From our baseball-may-not-be-the-panacea-for-ratings-slippage department come the latest results in the revitalized Motor City, where **WJR** scored its lowest overall share ever, especially during the Tigers season. Part of the problem may have involved **Arbitron** procedures. Apparently a number of respondents listed "WJR" but checked the "FM" rather than "AM" box. Such entries would then have gone to **Cap Cities'** FM entity, **WHYT** — which did indeed gain nicely this book. Even with those problems **WJR** managed to remain atop the 25-54 adult stack.

**WJOI's** Beautiful Music fortunes improved, **WDRQ** garnered its second best share ever, and **WLLZ** rose to challenge **WRIF** for the AOR title. **WRIF** topped the adults 18-34 and 18-49 categories, while **WLLZ** edged ahead among teens (second only to **WHYT** in that demo).

The Adult/Contemporary battle in Detroit was the fiercest and closest of any major market. **WNIC-FM** slipped this sweep, and **WOMC**, **WMJC**, and **WCZY** stayed in the hunt. Talk station **WXYZ** rebounded from a softer winter book, but then released its drivetime personalities after the book results were received.

# 11

**WESTWOOD ONE**

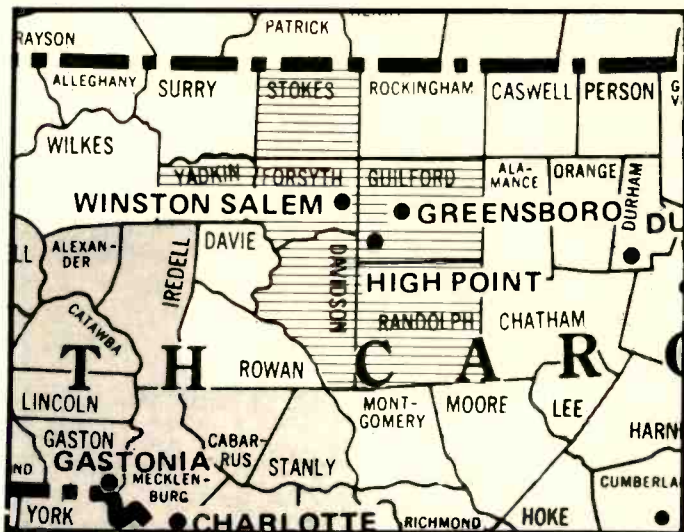
## OFF THE RECORD

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## Greensboro-Winston Salem-High Point #46



Complete Ratings Data Page 97

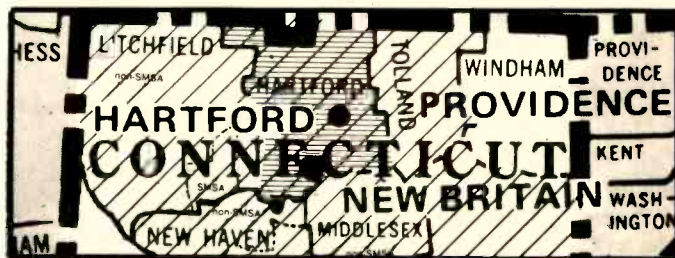
In a survey filled with questions about **Arbitron's** sweep quality, **WTQR** again emerged as the pacesetter, stronger than ever. The Country kingpin not only led 12+ in average quarter-hour and cume, but also topped the AQH derby for adults 18-49 and 25-54.

Black/Urban was another strong format in the Greensboro metro, with **WQMG** growing healthier each book, winning in 18-34 adults and runner-up in the other two key adult sales demos. The remaining top spot in our overall breakout belonged to **WSEZ**, the CHR station that rebounded this sweep and took the teens title.

Two other stations' fates and fortunes deserve mention. A/C **WMAG** came on for this book and debuted with worthwhile numbers, especially in adults 18-34. However, **WKZL**, the AOR factor in the market, dropped, its second big loss in the last year.

The survey in this metro will not be included in any **Arbitron** highlight films. First, the diary count was down 27% compared to last spring, with men 18-24, for example, represented by only 40 diaries this sweep. Black return slipped 22% but not as badly as non-ethnic return overall. Finally, the amount of diaries placed among the ESF, or non-listed phone portion of the sample jumped from spring to spring — 29% goal last year, 40% this year, the first sweep when such a high percentage of the sample was sought to be placed in nonlisted homes. Depending on how this extra ESF sample fell, it could have helped Country and Beautiful Music stations and hurt AOR and Black, or vice versa. The next sweep should offer further guidance — and it's to be hoped **Arbitron** will improve the reliability of the estimates by getting the sample back to where it was last spring.

## Hartford-New Britain #40



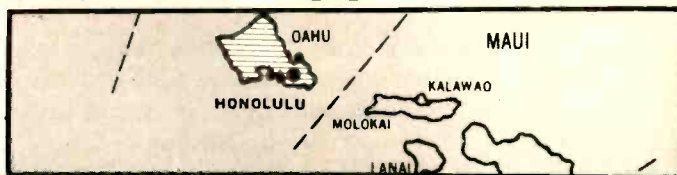
Complete Ratings Data Page 98

When looking at the Hartford market it's tough to get past **WTIC**. Between the AM and FM properties, the **WTIC** management locked up 32% of the market. Quite a feat! Where **WTIC** was number one — 12+ average and cume, plus adults 25-54, **WTIC-FM** complemented it by scoring the top spot among teens and adults 18-34 and 18-49.

There are other stations in the market, however. Beautiful Music entity **WRCH** surged ahead of the competition by adding five shares 12+, largely owing to excellent time spent listening daily (over 100 minutes by an average listener). On the FM band the A/C battle heated up as **WIOF** improved enough to come within a whisker of **WDRF-FM**. **WIOF** didn't have the teen appeal of **WDRF-FM**, but scored better in the key adult demos.

Keep in mind this book was reissued. **WKSS** moved up as the result of corrections to mishandled diary entries.

## Honolulu #50



Complete Ratings Data Page 99

In this Ratings Report we say "Aloha" and welcome to Honolulu as a member of the top 50 club. This melting pot city has a plethora of unique sounds, such as Polynesian formats and "foreign language" stations. However, among the mainstream formats CHR and AOR were very strong.

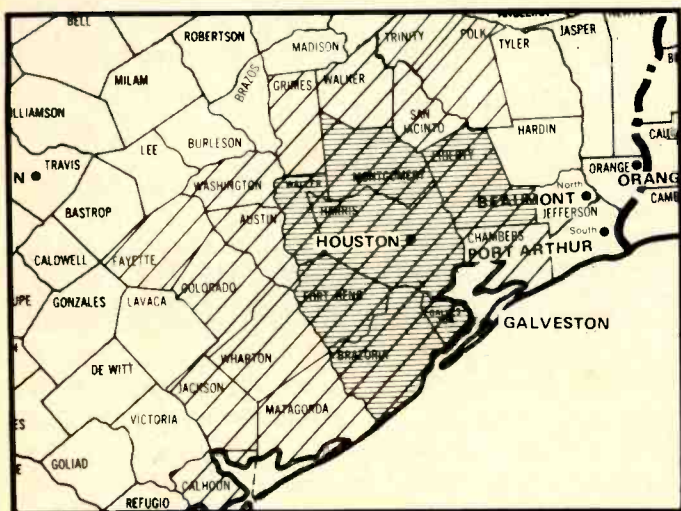
The leading station this book was **KQMQ**, which held onto the leading 12+ share for the second book in a row. This CHR station also was tops with teens and took the 18-49 adults category also.

AOR did well here this sweep, as **KPOI-FM** and **KULA** both improved. **KPOI-FM** ranked second among teens and adults 18-49, while coming out on top among 18-34 year-old adults.

The most popular Honolulu station in the adults 25-54 cell was **KSSK**, which featured the late **Hal "Aku" Lewis** in the mornings. And the top cume station in the market? CHR outlet **KIKI** took that honor.



## Houston-Galveston #8

**Complete Ratings Data Page 100**

Beautiful Music leading again, a new AOR leader, the Country race heating up, and confusion over identifiers were the highlights of the spring Houston sweep. In addition, **Arbitron's** sampling of the local Hispanic community suffered in this survey. Let's look at the facts.

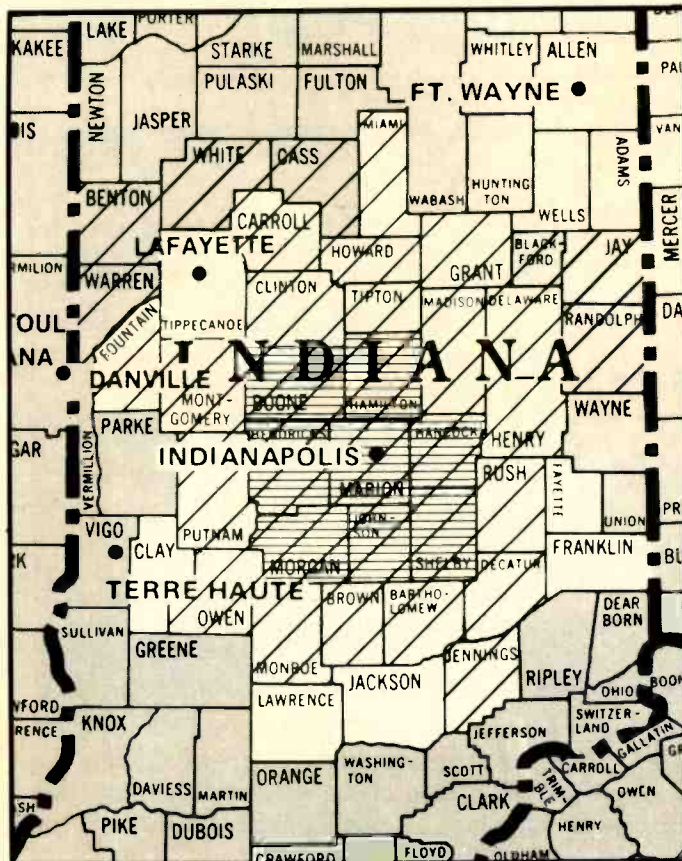
**KODA**, which was tied for the lead in the winter results, staked a clear claim to the number one spot this time. In the key sales cells **KODA** was strongest with adults 25-54, where it ranked third.

The most spectacular increase this survey was posted by **ABC's KSRR**, which not only grabbed the AOR lead from **KLOL** but also rose to the number two spot overall (and best among adults 18-34 and 18-49). Meanwhile, at the Country ranch it was **KILT-FM** sneaking up on **KIKK-FM**, making that contest one of the more intriguing in the city. Another strong station was **KFMK** — although it slipped 12+, it was the winner among 25-54 adults and runner-up in the other two major adult sales demos.

**KQUE** posted a healthy increase this sweep, and thereby may lie a tale of possible diarykeeper confusion. **KKBQ-AM & FM**, which have identified themselves almost solely with a "Q" logo, may have caused some mixup in the diaries. Also, **KSRR** submitted the slogan "97Q" for this book (as did **KKBQ**), so diarykeepers trying to find the real "Q" may have had a hard time telling Arbitron which station they were listening to.

Speaking of Arbitron, the ratings service did a poor job of getting back usable diaries from Hispanics. In the last book only 11.4% of the total was Hispanic, but this sweep just over 9% were returned from this segment of the community. Since Arbitron is hoping to get back over 14% of the metro diaries from Hispanics, it still has much room for improvement here.

## Indianapolis #36

**Complete Ratings Data Page 102**

There was a new leader in Indianapolis, the former leader dropped four shares, a new set of calls emerged, and there was general movement indicated by the latest **Arbitron** results. **WIBC**, the top A/C in a market where A/C was king, duplicated its spring '82 12+ share and returned to the top of the pile. Not only did WIBC take honors for the 12+ average persons lead, but it also scored the largest cumes in the market and led among adults 18-49 and 25-54. WIBC was able to assume the overall lead when **WFMS** dropped four shares, although remaining the Country pacesetter in Indy.

You'll notice a new set of calls in this report, namely **WZPL**. Formerly **WIKS**, the station retained a CHR format and was able to become the favorite choice among local teens. As for 18-34 adults, the winner was AOR entry **WFBQ**, which rebounded from the previous sweep.

Other notable overall movement was noted for **WENS**, which slipped 12+ but remained the number two 18-49 and 25-54 station; and **WIRE**, the AM Country alternative to WFMS. **WXTZ**, the Beautiful Music source, posted a healthier total this sweep, as did BM stations in many markets.



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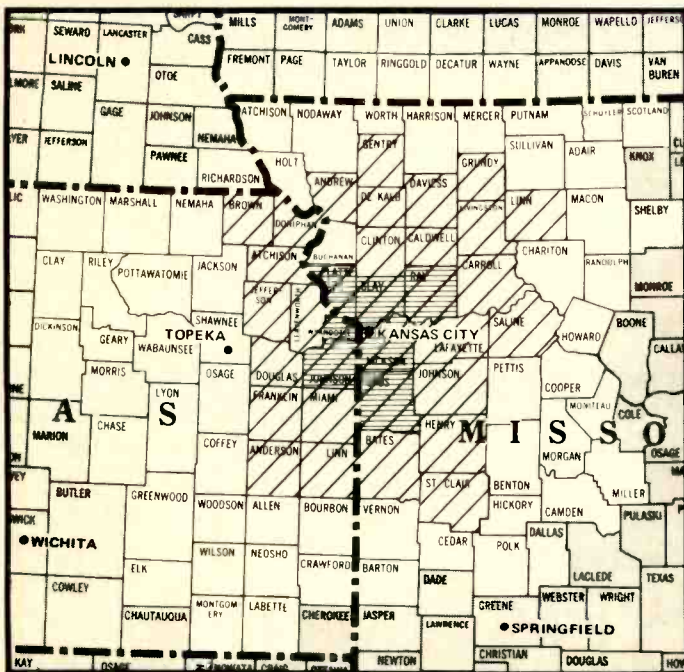
# 97 ROCK

An owned radio station represented nationally by Hillier, Newmark, Wechsler & Howard.

\* Source: 1983 spring Arbitron, Metro, AQH Persons, Mon-Sun 6A-12 Mid

# Market Overviews Market Overviews Market Overview

## Kansas City #29



**Complete Ratings Data Page 103**

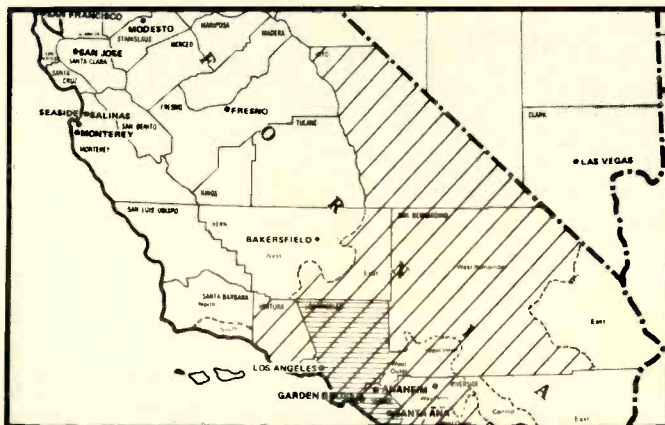
WDAF stayed on top, KBEQ slipped but still won in two major demos, KCMO added three shares to take third, and KLSI remained top in the A/C race. Those are some of the key items to keep in mind as you review the data from Kansas City. This was a relatively stable survey compared to the data from last spring, so these estimates have an adequate measure of reliability.

Taft's WDAF, the Country fixture, slipped but remained in double digits and atop the adults 25-54 niche. The station was second among 18-49 adults, too. The winner in the 18-49 cell was KLSI, which rose 12+ again and pulled off high rankings in the key adult demos.

At the younger end of the demographic spectrum, KBEQ stood out. The CHR leader was second in overall average and cume audience, and took the AQH title among teens and 18-34 adults.

The total cume leader for the market was KCMO. The station jumped three shares to its highest total ever and ranked third among 25-54 adults.

## Los Angeles #2



**Complete Ratings Data Page 104**

In Los Angeles, always one of the toughest markets for Arbitron to survey (as evidenced by only 38% of the diaries sent out being returned in usable fashion), KABC, KBIG, KIIS and KROQ-FM remained 1-2-3-4 in the standings. Among these stations, all the major number one rankings were sewn up. KABC not only topped the 12+ derby but also was the top cume station (the Dodgers helped). Gannett's KIIS, which really surged in this sweep, was tops for adults 18-34 and 18-49, while Bonneville's KBIG (which earned its best shares in recent years) rested atop the vital 25-54 cell. KROQ-FM's new rock approach continued to score well, especially with teens, where the station was number one.

There are some methodology factors to keep in mind as you evaluate these spring estimates. One of the most important items is the ESF sample — those folks who aren't listed in the phone books. This is a big chunk (54%) of the metro L.A. populace, yet Arbitron consistently falls short of getting back enough usable diaries from this segment of the Southland. Stations or formats that might be shortchanged by the shortfall among the ESF portion of the market would be AOR, ethnic, or Beautiful Music — depending on how the ESF diaries were scattered across the metro and how particular neighborhoods were sampled. Look at the ESF return information on page three each sweep to see how many diaries came back — then keep in mind the potential impact on the formats mentioned.

# W

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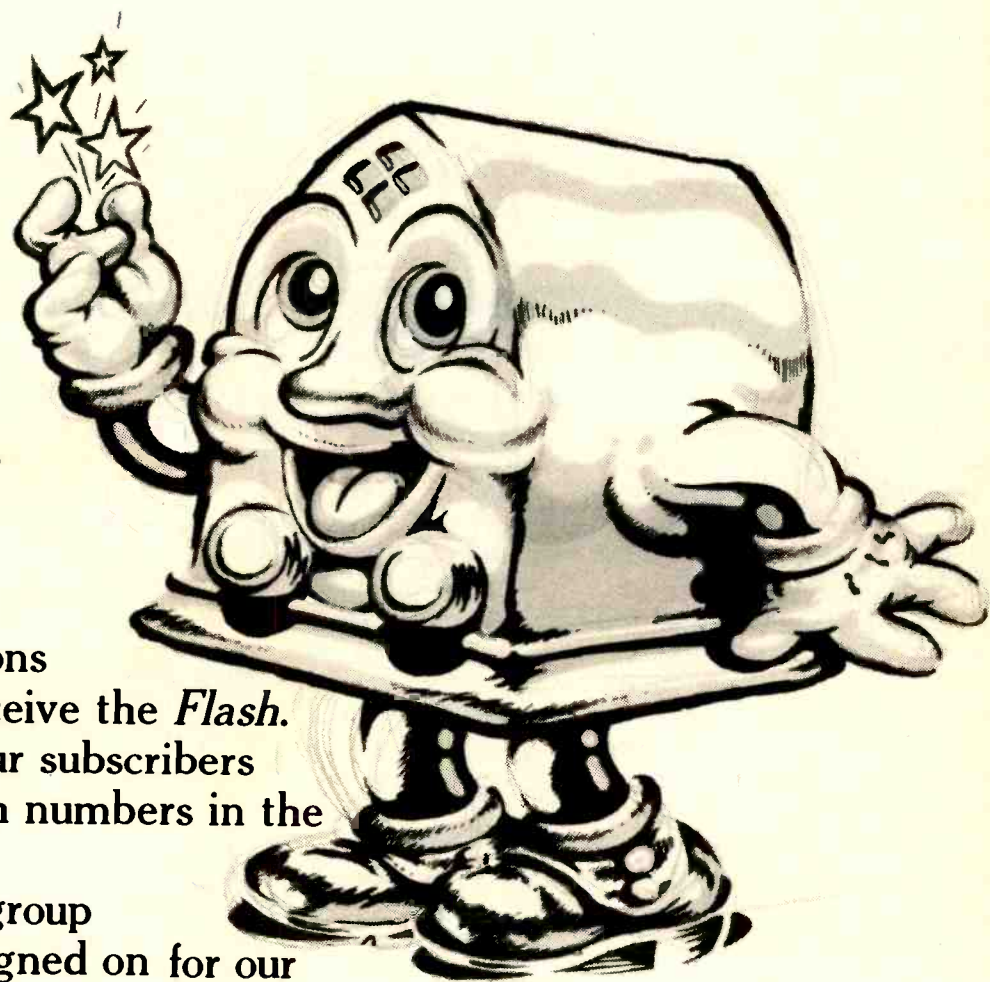
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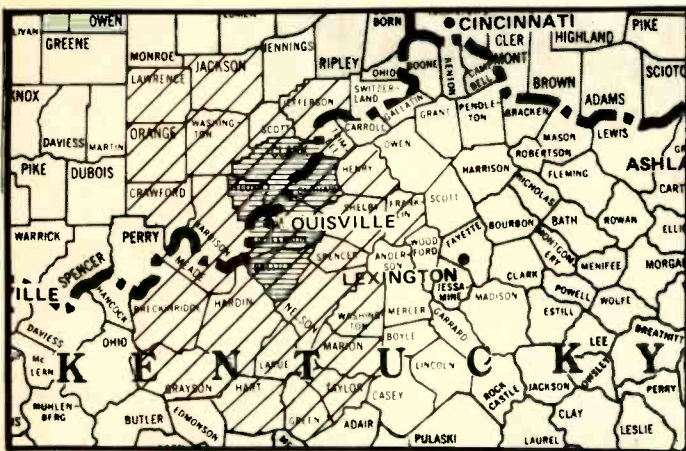
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## Louisville #41

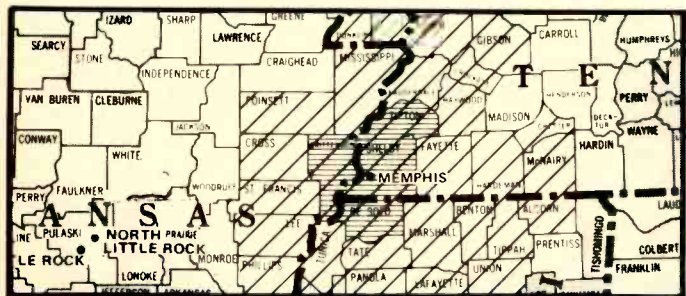


**Complete Ratings Data Page 107**

Even though Adult/Contemporary is the most pervasive format in Louisville, Black-formatted **WLOU** was the new market pacesetter. The station garnered a 12+ share approximately 30% higher than in the winter book, largely due to an unreal time-spent-listening-daily figure averaging 225 minutes per person. Incredible! The result was that WLOU topped the metro in adults 18-34 and 18-49 and was second with the 25-54s. It will be interesting to see if the station can match this performance in future surveys.

Number one among the crucial 25-54s was the Country leader, **WAMZ**, up significantly over its share in the spring '82 survey to establish itself as the clear winner in that format. Other number one stations in the market were **WHAS**, tops in total cume; and **WQMF** (AOR leader), which can take pride in obtaining the lion's share of teens.

## Memphis #42



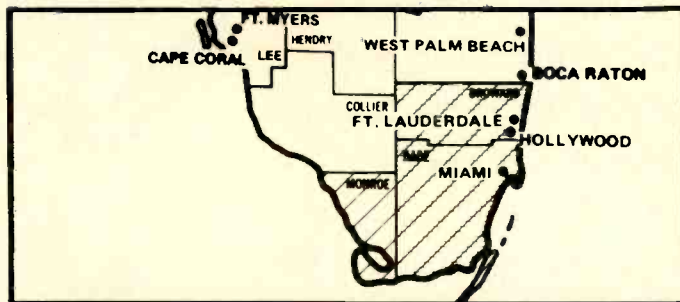
Complete Ratings Data Page 108

Whole lot of shakin' going on in this Memphis book. Former leader **KRNB** dropped four shares, while AOR **WZZR** added four shares to surge to the top 12+. WZZR also took the title for adults 18-34 and 18-49, while A/C winner **WRVR** copped the crown for adults 25-54.

At the younger end of the spectrum, **WMC-FM** stood out, grabbing more teens and garnering the largest cume of any station in the market. Meanwhile, **WHRK**, onetime owner of the 12+ crown, emerged as the leading Urban entity. The station had an enviable record this book, scoring second or third in every major demo we examined.

There was good news and bad news inherent in these survey findings. The good news was that overall, and for non-ethnics, the data are more reliable than last spring. However, fewer black diaries were returned this go-round than in the spring '82 sweep (which saw the introduction of DST for blacks in the Memphis area). The 14% drop in usable black diaries meant more wobble in those estimates.

## **Miami-Ft. Lauderdale-Hollywood #11**



**Complete Ratings Data Page 109**

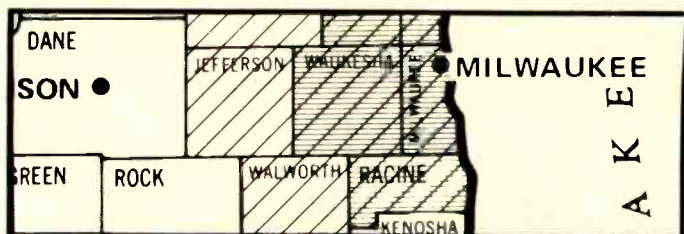
The scene in South Florida was as competitive as ever between perennial leader **WHYY(Y100)** and **WINZ-FM (I95)**. These CHR's ranked 1-2 in cume, teens, and adults 18-34 and 18-49, as well as scoring notably among 25-54s and finishing first and fourth overall. **WLYF**, like many other Beautiful Music stations this sweep, improved to rise to second.

In third place overall, and tops in the sought-after 25-54 group, was Hispanic pacesetter **WQBA**. **Susquehanna's FM, WQBA-FM**, also did well and **Herb Levin's WSUA** (Herb had been GM of WQBA-AM & FM) debuted with some impact. These Hispanically-oriented stations benefited from the increased sampling of that significant portion of the community.

**Arbitron** has, for sampling purposes, estimated that about 40% of the metro populace is Hispanic. When DST for Hispanics hit this sweep, the number of diaries returned by Hispanics increased dramatically over previous books, but there will likely be even larger diary counts coming back from Hispanics in upcoming surveys. In this survey Arbitron, retrieved only 32% of the metro diaries from Hispanics, not the desired 40%. Look for increased sampling of Hispanics, leading to even more stable estimates for that group — but possibly fewer diaries (and less stable estimates) for the others (non-ethnic, black) in the market.



## Milwaukee-Racine #25



Complete Ratings Data Page 110

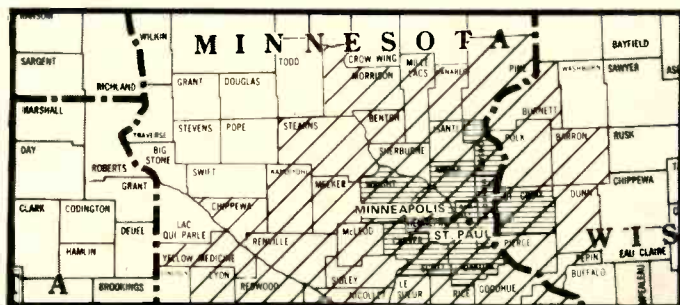
WTMJ won Brewers baseball games back from WISN and has to be glad it did. Not only did WTMJ jump four shares and return to the top of the Milwaukee 12+ stack, but the station also led in total cume, adults 18-49, and adults 25-54. You might say WTMJ hit a homer with the Brewers.

CHR power WTKI scored a hit of its own, notching a second-place finish in most of the key demos we examined for this report, as well as picking up a healthy 12+ rise.

The other number one spots were taken by AOR leader WQFM. The station topped the teens bracket and also used its youthful appeal to win in the 18-34 adults cell.

The Country format had a real dogfight. WBCS has been the leader for many moons, but was seriously challenged 12+ by WMIL. Indeed, in some of the key sales demos WMIL came out ahead. This will be an interesting match to keep an eye on.

## Minneapolis-St. Paul #17



Complete Ratings Data Page 111

A reissued book, better sampling, and a real battle between WLOL and KSTP-FM highlighted the Twin Cities spring '83 survey results. First, the original Arbitron report for the market had to be reissued when it was discovered that simulcast times were incorrectly reported for KGLD & KQRS. The original report had the stations totally simulcast; the corrected version has them simulcast only briefly on Sundays. Please make sure you use the report with a "Revised" sticker on the cover when evaluating numbers in the Minneapolis-St. Paul metro.

WCCO was, of course, number one here — no bulletin there. This legendary leviathan was not only tops among

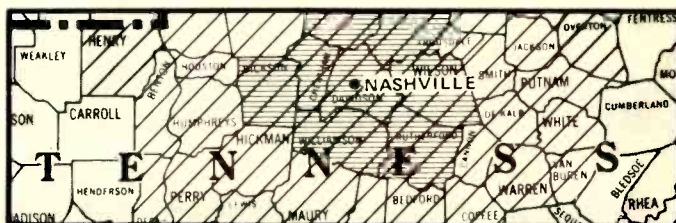
12+, average and cume, but also won the honors in 25-54 adults.

However, the real donnybrook was the competition between CHR station WLOL and A/C KSTP-FM. For the first time WLOL beat KSTP-FM in the 12+ race. However, the only major demo where WLOL won was teens (KSTP-FM was second). In adults 18-34 and 18-49, KSTP-FM took the cake (WLOL was runner-up).

Two other format items are worthy of mention. There was a new number one Beautiful Music station, as WAYL passed KEEY, but both had notable increases in this report. And among the AORs there was also a new topper — KDWB-FM edged past KQRS.

The good news about this survey was a 20% increase in usable sample over the spring '82 sweep. As a result, advertisers and broadcasters can have more confidence than before in these estimates.

## Nashville-Davidson #44



Complete Ratings Data Page 112

A strong across-the-board performance by consistent market kingpin WKDF; improved shares for CHR, A/C, and Urban; and new Country leader were the most noteworthy points in the spring '83 Arbitron results in Music City.

AOR fixture WKDF once again led the metro with a 12+ share in the 12s. Not only was this station the champion in 12+ average and cume, but its 12-24 AOR appeal is so strong its dominance extends to teens, adults 18-34, and adults 18-49.

Runner-up CHR outlet WWKX was right behind WKDF in all the above demos, but ranked one notch higher (fifth) in the 25-54 chase. Meanwhile, third place in the 12+ standings went to a new Country pacesetter, WSM-FM, whose 12+ numbers doubled, enough to cop the coveted 25-54 adults lead.

The Adult/Contemporary stations improved this sweep, as both WYHY and WLAC-FM made progress. WMAK also saw light at the end of the tunnel, as its self-styled "salt and pepper" Urban approach accumulated notable increases as it passed Black WVOL. A methodology note here: even though this was a remarkably stable survey compared to the quality of the spring '82 sweep, there were more diaries obtained from the High Density Black Area. However, a closer look reveals that the diary count for blacks was almost identical to the spring '82 books, so there was little chance for ethnic flukes in this sweep.



## New York #1

**Complete Ratings Data Page 116**

Two perennial leaders were again atop the pack in New York City. **RKO's WOR** and **Inner City's Urban Contemporary fixture WBLS** were tied for the 12+ lead. While WOR didn't show especially strongly in any of the key sales demos, WBLS ranked second or third in the preferred sales targets. Urban stations **WKUT** and **WRKS's** overall numbers have slipped in the last year, although WRKS rebounded this book.

Some good news and some bad news regarding the quality of this survey . . . **Arbitron** retrieved fewer diaries this spring than in the spring '82 sweep. However, the black in-tab remained basically stable while the Hispanic diary return improved, compared to the first use of DST for Hispanics in the winter '83 survey. As a result this survey was a better sampling of the ethnic populace than recent sweeps — but non-ethnics were less well represented, making it tougher for stations skewed to whites to be reliably represented in the book.

With **WAIL**, the Urban Contemporary outlet, ranking third overall and near the top in every major demo group we examined, some might wonder if an ethnic fluke might have affected the integrity of this book. It seems unlikely, since **Arbitron** collected 36% more black diaries this survey than in the spring '82 sweep. That should make the ethnic estimates more reliable, while slightly reducing the integrity of the figures for non-ethnics.



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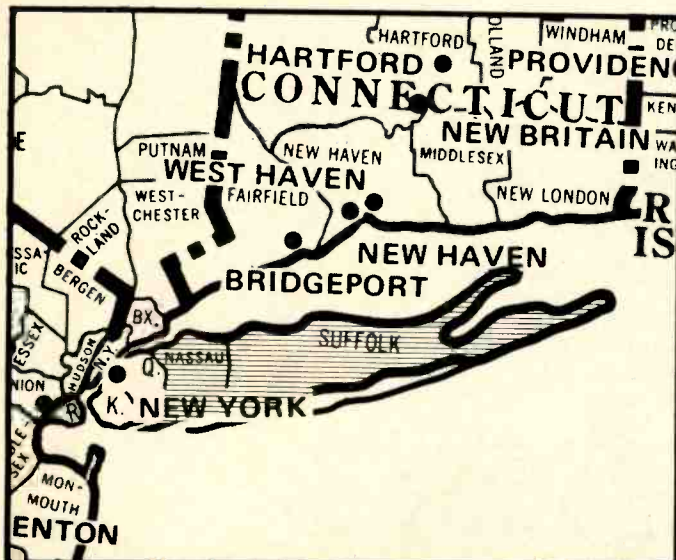
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## Nassau-Suffolk #12



Complete Ratings Data Page 114

The big news on Long Island is that it finally happened — **WNBC** was dethroned as the 12+ title holder. **WBLI**, a Long Island station, used its CHR appeal to nab not only the 12+ average persons crown but also the laurels for adults 18-34, 18-49, and 25-54, powered by broadbased female strength.

**WNBC** was still number one — in 12+ cume, that is. The station's relative softness this sweep stemmed largely from slippage in male numbers, especially in AM drive, where four shares evaporated.

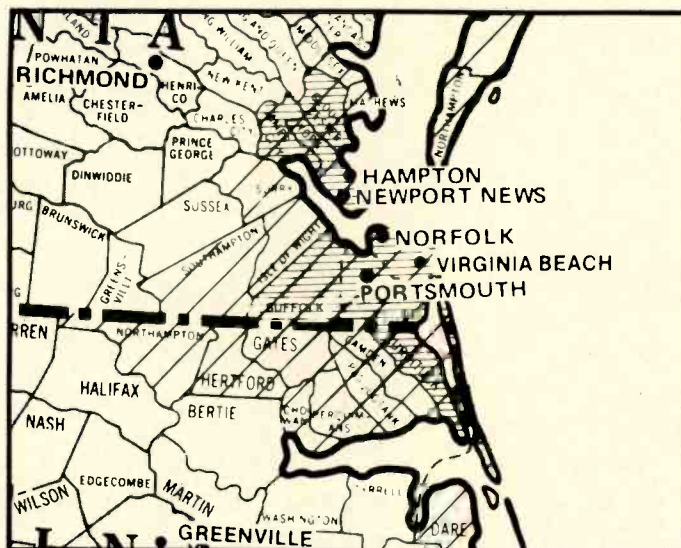
Also copping a number one stance in the Nassau-Suffolk metro was **WPLJ**. **ABC's** FM, which has since segued from AOR to CHR, was tops among teens under its former format. It will be interesting to see what **WPLJ's** format revision will mean for AOR and CHR stations' estimates in forthcoming sweeps.

One possible beneficiary, and a station that already showed good young adult strength this sweep, is **Double-day's WAPP**. The Apple took third overall in the Long Island market with good teen and adult 18-34 and 18-49 appeal.

Another notable rise was posted by **WPIX**, which doubled its 12+ share. This repositioned A/C outlet is riding high, scoring third among the desirable 25-54 adults cell.

There were some indications of a different personality to this book than earlier sweeps. First, the Urban Contemporary stations did better than usual, without any High Density Black or Hispanic Areas on the island. Also, there was a flipflop in the Country format; normally strong **WHN** dropped while **WKHK** doubled. Future surveys will offer more guidance regarding whether these estimates are the new reality for Nassau-Suffolk.

## Norfolk-Portsmouth-Newport News-Hampton #34



Complete Ratings Data Page 119

A first place tie was broken, the AOR leader widened the gap over the competition, the new CHR station was still growing, and the survey quality was not of the highest caliber. **McCormick's WFOG** eked out a win this sweep as its Beautiful Music sound inched ahead of **WCMS-FM**. **WGOS** also won the 12+ cume crown, while **WCMS-FM** took honors among adults 18-49 and 25-54.

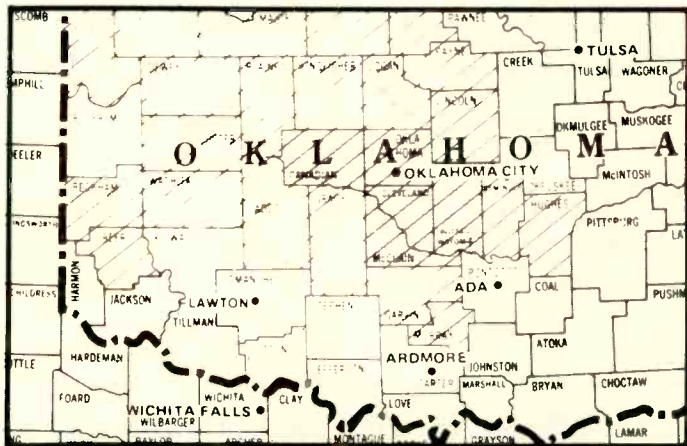
**WNOR-FM** has come on like gangbusters in the last few sweeps, and in the latest survey rebounded to extend its margin over **WMYK**. **WNOR-FM** was rewarded with the top shares among teens and adults 18-34 this go-round, and was second in the market in 12+ cume.

**WNVZ** is becoming a factor to be reckoned with. The CHR entity's 12+ numbers rose enough to show worthwhile rankings, although not as strong as A/C power **WLTY** — which scored second in each of the key adult sales demos we broke out.

As noted above, this survey had its problems. **Arbitron** retrieved 19% fewer diaries this spring than in the spring '82 effort. Especially hurt were estimates for adults 18-24; there was a 25% drop among booklets back from men in that demo, and a 35% plunge among women 18-24. As a result, estimates for stations that appeal to this cell are subject to wobble. On the other hand, **Arbitron** did a good job proportionately of getting back diaries from women 25-34, so stations appealing to that demo probably have relatively stable numbers this book.



## Oklahoma City #47



Complete Ratings Data Page 120

**KATT-FM** again led the 12+ race in Oklahoma City, but format-wise Country was king here. As the only local AOR outlet, **KATT-FM** garnered the lion's share of the young adults, topping the market in adults 18-34 and 18-49, while also winning the total persons crown. The CHR fixture, **KJYO**, emerged as most popular with the area's teens.

Of the quartet of Country stations that obtained a one share or better this sweep, **KEBC** topped the pack, 12+, but the station was runner-up in the adults 25-54 cell to Country competitor **KXXY**. **KEBC**'s overall shares have slipped recently, while **KXXY** added two shares to its 12+ score this sweep.

There was a new A/C pacesetter in town, **KZBS**. In its second book, the station almost doubled its 12+ total and posted healthy enough shares in the key adults sales targets to be taken seriously.

## Philadelphia #5



Complete Ratings Data Page 121

Philadelphia in the spring sweep was the site of some notable station improvements. While **KYW** and **WEAZ** remained fixed atop the 12+ leader board, there were new number three and four stations. **WUSL**, which edged **WDAS-FM** last book to assume the Urban Contemporary lead, stretched that margin this survey and took third overall. The stations ranked second or third in the major sales demos, from teens to adults 25-54 — quite an accomplishment! A nifty job done too by **Greater Media's WPEN** — I imagine there are a lot of AM PDs on their way to Philly to check out its successful sound.

**WMGK**, **WCAU-FM**, and **WIOQ** were also winners this time around. **WMGK** (sister station to **WPEN**) slipped slightly 12+ but still led the market among adults 18-49 and 25-54 (the money demos). **CBS's WCAU-FM's** CHR sound garnered the lion's share of teens, while **WIOQ's** adult AOR approach gave it first place 18-34.

# 11

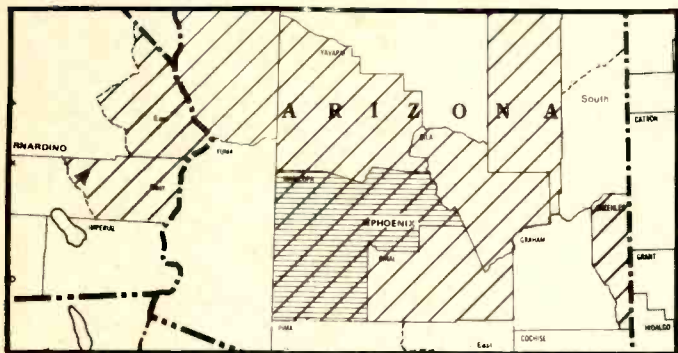
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# Market Overviews Market Overviews Market Overviews

## Phoenix #24



Complete Ratings Data Page 122

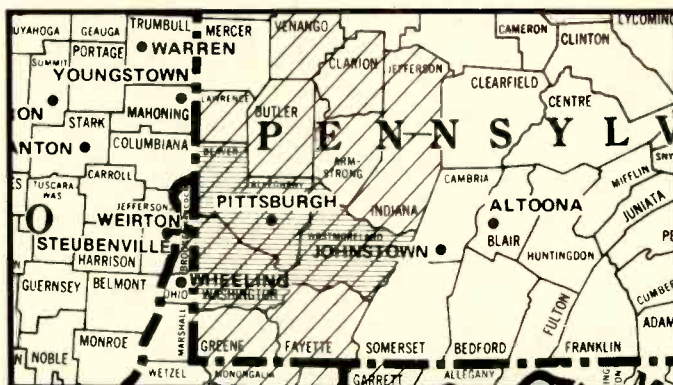
A more reliable survey among non-ethnics, a poorer sweep of Hispanics, and a penalty for a station running on-air survey references highlighted the happenings in the Valley of the Sun. First, **Arbitron** was able to get back 10% more usable diaries this spring than last (although the total was down from the winter '83 survey figure). However, the use of DST for Hispanics has not seemed to exert a lasting, positive impact on stations that appeal to that portion of the populace. Arbitron retrieved only about 8% of the diaries from Hispanics, vs. a goal of almost 12%. Indeed, ESF seems to have boosted the returns among Hispanics outside the High Density Hispanic Area rather than within the HDHA. Look for better sampling of Hispanics in future sweeps.

In this survey **KOPA-AM & FM** were cited by Arbitron for having run — three times — an on-air announcement that referred to a "ratings service." For this infraction the stations were listed below the other metro/ADI stations.

As to the stations above the line, **KDKB** has a lot to crow about. It took the AOR lead, grabbed first place overall, and also managed to score the largest cume and the biggest audiences in adults 18-34 and 18-49. AOR and market runner-up **KUPD**, which had a stable book, took the teen title.

Tops in the desired 25-54 demos was **KNIX-FM**, the Country fixture. A/C leader **KKLT**, the runner-up 25-54, had a healthy book and scored well across a variety of adult cells.

## Pittsburgh #14



Complete Ratings Data Page 124

An eroding **KDKA**, increased strength in the CHR format (**WBZZ**, **WHTX**), and healthier showings by **WWSW** and **WTAE** were the keys to this Steel City sweep. Also, this book was reissued owing to incorrect simulcast data in the original report. Be sure to use only the report with a "revised" stamp on it.

**KDKA** slipped, if you can call having a 17.1 share a downer, to its lowest 12+ number in recorded memory. The **Group W** power still topped the total cume derby and won among adults 25-54, but with the Pirates games, more was probably expected. Popular morning man **Jack Bogut** moved to **WTAE** (effective August '83), and it will be interesting to see how **KDKA** fares in upcoming surveys (and how much of Bogut's audience moves to **WTAE**).

The new runner-up in the market was **WBZZ**, which grabbed the teen title with its CHR approach. There's now another strong CHR factor also — **Hearst's WHTX** (formerly **WXXK**); in its first full book the station posted a nice 12+ rise.

**WWSW** and **WTAE** have quite a battle going, as both grew nicely this book. **WWSW** had consistent strength across the adult demos, based on female appeal primarily. **WTAE** was stronger among men and topped **KDKA** among men 25-54.

For younger adults, **WDVE**, the AOR legend, remained king. The station had enough strength in the younger adult cells to top both 18-34 and 18-49 adults.



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#1 ADULTS 18-34, 18-49  
#1 MEN 25-34, #2 MEN 25-49

Source: Arbitron/Spring 1983  
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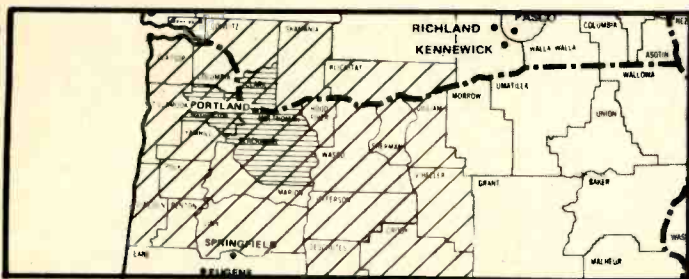


BLAIR RADIO



# Market Overviews Market Overviews Market Overviews

## Portland #30



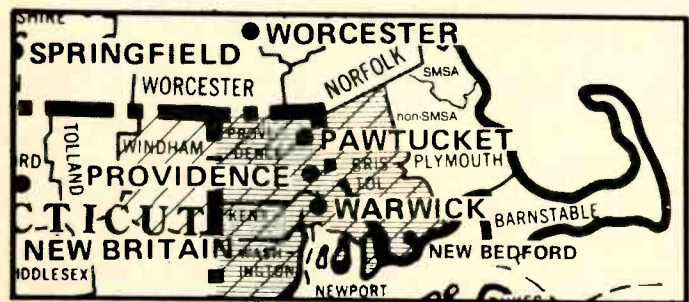
**Complete Ratings Data Page 125**

There was a new leader in the City of the Roses, **KRCK**, an AOR power to be reckoned with. While not the total cume leader, the station did manage to turn a good cume, low turnover rate, and the highest time spent listening in the metro into a 12+ win — by adding more than six shares to its previous overall sum. This zoom to the top placed **KRCK** atop the adults 18-34 and 18-49 totems. Now the AOR battle between **KRCK**, **KINK**, and **KGON** should get even hotter.

**KGW** was up again this book and managed to take the total cume title and the more important laurels in the coveted 25-54 adults.

There was improvement on the CHR front too. **KCNR** added two shares 12+, and had extremely desirable rankings in virtually every key demo we analyzed. **KMJK** made a vigorous showing too, and in fact was the market's most popular station among teens.

## Providence-Warwick-Pawtucket #26



**Complete Ratings Data Page 126**

A/C was the top format, **WLKW-FM** was the top station, **WHJY** put a lock on many of the 18-24s in the market, and **WPRO-AM & FM** led the 25-54 demos. Those are some key items to keep in mind as you delve into this book. Beautiful Music **WLKW-FM** again led the metro overall, with its best major demo performance a third-place finish among adults 25-54.

In the 25-54 audience, it was a **Cap Cities** story. **WPRO-FM** rated the No. 1 billing in this demo, with **WPRO** right behind. Besides nabbing the leading shares in the most desired demo, **WPRO-FM** was also the top cume station in the market and won among adults 18-49 too.

As for teens and adults 18-34, the answer was **WHJY**, the preferred AOR choice in town. The **Jeff Pollack**-consulted adult rocker did well among 18-49 adults also, placing second.

One major methodological note here: **Arbitron** suffered a substantial shortfall in diary return this spring compared to spring '82, obtaining 27% fewer diaries this time. The always vulnerable males 18-24 cell was hard hit, as its tally dropped from 106 diaries last spring to just 51 this time. Diary values this book are higher as a result, adding wobble to these estimates.

## Riverside-San Bernardino - Ontario #31



**Complete Ratings Data Page 127**

Disastrous survey quality, a new market leader, and a strong showing by CHR stations marked the results of this survey. To start with, the Riverside area had the dubious distinction of suffering the largest sample drop, compared to the spring '82 book, of any of the major markets examined. 33% fewer diaries were obtained in usable form than in the spring '82 book, with a 50% drop among men 18-24 (107 down to 53 diaries). Hispanic return was 35% lower than desired, even with the first usage of DST here, and for good (or bad) measure ESF sampling was notably under-achieved too. All in all, about the best that can be said for the quality of this survey is that it provides a base for future improvement.

At any rate, the new metro leader was a local station, Beautiful Music outlet **KDUO**, which beat out the Los Angeles stations overall. The station's best showing in the key demos we broke out was fourth among adults 25-54.

L.A. CHR entities **KFI** and **KIIS** took the lion's share of wins this sweep. While **KFI** was no longer the 12+ market leader, it did win the total persons cume title, and was also No. 1 in the adults 25-54 group. **KIIS** was second in cume and copped the adults 18-34 and 18-49 demos.

Other stations worthy of note were **KCKC**, the Country king, whose 12+ share doubled largely based on a strong 35-44 core; and AOR **KOLA**, which was the preferred choice among local teens.



A map of New York State showing major cities and counties. The map highlights the Buffalo, Rochester, and Syracuse metropolitan areas. Buffalo is marked with a dot in Erie County. Rochester is marked with a dot in Monroe County. Syracuse is marked with a dot in Onondaga County. The map also shows other counties like Niagara, Wayne, Seneca, Cayuga, Livingston, Yates, and Steuben.

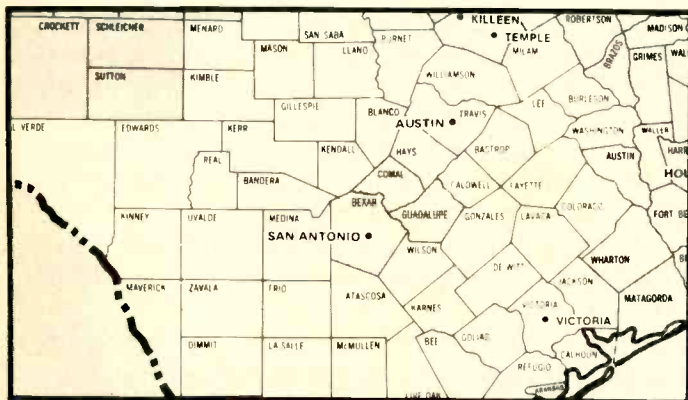
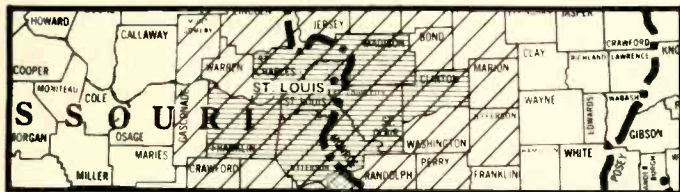
WCMF, the favorite AOR in the area, remained in double digits overall and scored first with teens and 18-34 adults. Black-formatted **WDKX** improved this sweep, also doing well at the younger end of the demos.

[illegible]

Several items are worthy of your attention as you delve into the spring results in Sacramento. There was a new 12+ leader in the metro — Beautiful Music outlet **KEWT**, which rose three shares and surged past **KCTC**, although KCTC has better rankings in the key sales demos we examined. Beautiful Music was the top format in the market

Others to keep in mind are **KSOP-FM**, the Country kingpin which lost several shares this sweep (perhaps due to an improvement on the part of **KZAN**); and **KALL-FM**, which added two shares. KALL-FM came in third among adults 18-49 and 25-54.

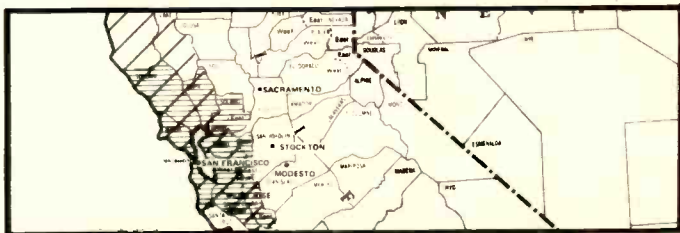




**KGB** and **XTRA-FM** tied for the AOR lead 12+. However, KGB had more adult appeal, as demonstrated by its leading shares with adults 18-34 and 18-49. In fact, the other player in the local AOR drama, **KPRI**, led among teens — XTRA-FM was second in that demo and among 18-34s.



## San Francisco #4



Complete Ratings Data Page 136

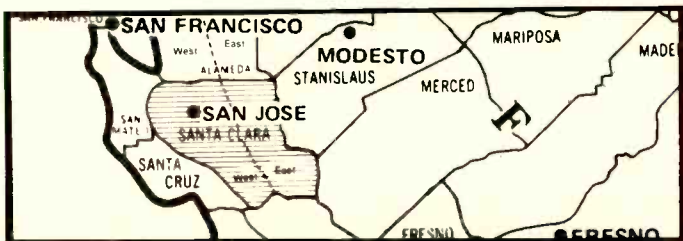
Something old, something new in this spring sweep for the Bay Area. As is usually the case, **KGO**, **KCBS**, and **KFRC** (in that order) led the market. KGO topped not only the 12+ standings but also outranked all others in the important adults 18-49 and 25-54 brackets. KFRC cornered the teen market, while **KYUU** won the contest for young adults 18-34.

A new factor in the San Francisco equation was the battle over which is really the "hits" station. For years KFRC has held that distinction; now it's up to its tower lights in challengers. KYUU has moved from its A/C position to CHR, while **Mike Joseph**-consulted **KITS** came on in the spring book to see how "Hot Hits" might warm up the atmosphere. Time will tell which of these stations is really a hit with the audiences.

One station that was really hot this book was **Malrite's KSAN**. The Country leader jumped into fourth place overall, and was the runner-up in the 18-49 and 25-54 standings behind KGO. Others winners included **KNBR** and **KSFO**, which advanced due to baseball broadcasts of the Giants and A's games, respectively.

Some **Arbitron** concerns to point out here. The usable sample size has been slipping, with 17% fewer diaries in this book than in the spring '82 survey. Also, the diary count for blacks and Hispanics softened, making this a more non-ethnic survey.

## San Jose #28



Complete Ratings Data Page 138

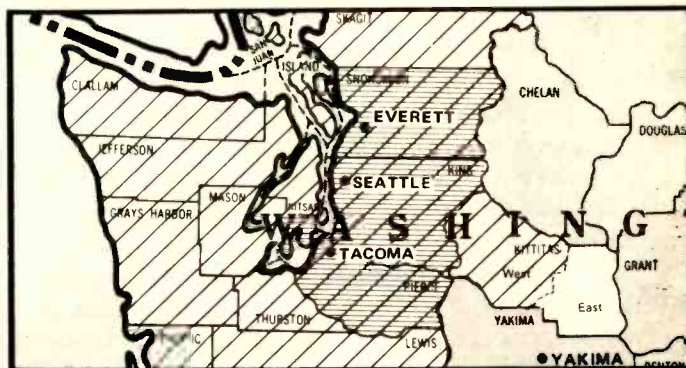
**KGO** and **KSJO** remained 1-2 in the South Bay area, **KEZR** rebounded, the Hispanic sampling was poorer this survey, and San Francisco stations dominated the overall listening.

**ABC's KGO** stayed on top, 12+, and also won the laurels for 25-54 adults. Winning in the younger demos was **KSJO**, the San Jose AOR killer which was tops among total cume, teens, and 18-34 adults.

**KEZR's "Easy Rock"** approach garnered it the top share in Adults 18-49 and put it second in the 25-54 standings. Other stations of note were **KSAN**, which continued to improve notably, and **KWSS** (formerly **KFAT**), which in its first full book under the new CHR format made its presence felt.

Two survey quality notes: Hispanic sampling, even with DST, suffered. In the winter (the first use of DST for Hispanics), 162 Hispanic diaries were received and used, but only 114 in this book. Look for fluctuations until **Arbitron** gets a better handle on the Hispanic sampling situation. Also, keep in mind that based on the 12+ shares only about 39% of the metro's listening was recorded to San Jose stations in a given quarter-hour. That's significantly lower than usual (normally around 45%), perhaps due to sampling anomalies.

## Seattle-Everett-Tacoma #16



Complete Ratings Data Page 139

**Bonneville's** O&Os did well, **KISW** and **KZOK** tied for the AOR lead, and Country **KMPS-FM** came on strong. Those were the key points to keep in mind while reviewing the Puget Sound sounds this sweep.

**KIRO** and **KSEA** ran like well-oiled machines — the News and Easy Listening stations ranked first and third overall respectively, but 1-2 in the crucial 25-54 adults category.

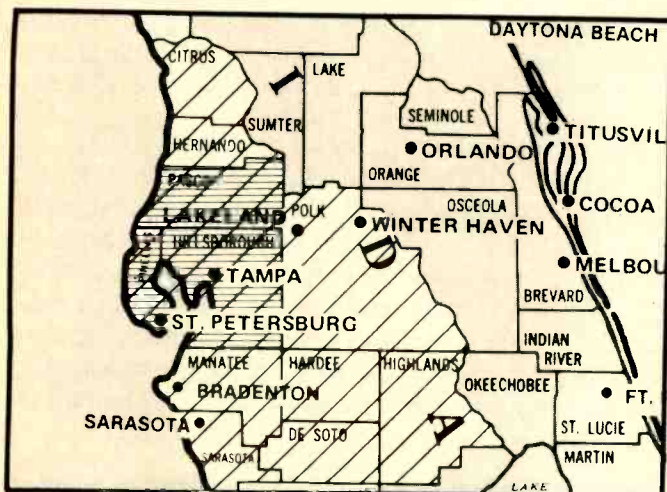
Ranking third in the key sales target was **KMPS-FM**, the Country leader. The station broke from the pack this book to become the new pacesetter for this format.

As for the AOR scene, it was as competitive as ever. **KISW** and **KZOK** both slipped into a 12+ tie, with **KISW** doing better among 18-34 and 18-49 adults while **KZOK** was stronger with teens. The top teen station in the metro however, was not an AOR but a CHR entry — **KNBQ**.



# Market Overviews Market Overviews Market Overview

## Tampa-St. Petersburg #22



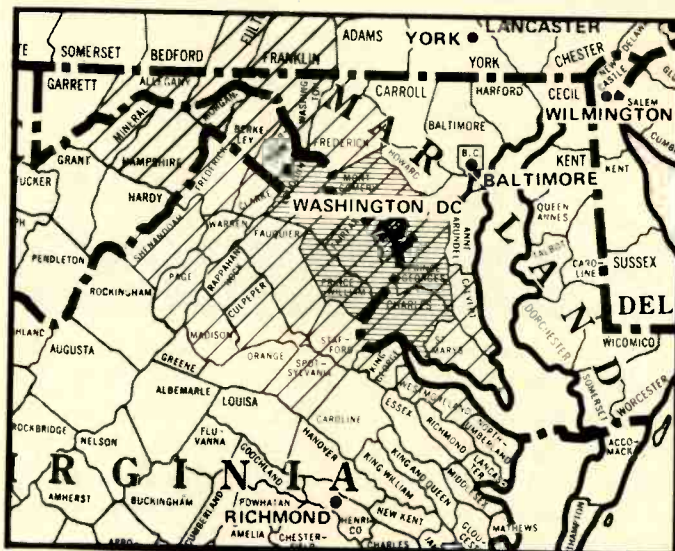
Complete Ratings Data Page 140

**WWBA** added three shares to its 12+ total to recapture the overall lead in the Tampa Bay area this spring. However, the real story was the dominance of **WRBQ-AM & FM**. The FM station not only was up from its 12+ performance in previous sweeps, but also was first in total cume, teens, and adults 18-34, 18-49, and 25-54. A pretty clean sweep for this FM CHR power, and when you add in the AM's numbers, it sounds like a Datsun commercial — awesome!

Clearcut leadership was established in two other formats. In the Country realm, **WQYK** extended its margin over **WSUN** (WQYK came in second among 25-54 adults). And on the AOR spectrum **WYNF** forged ahead of **WQXM** even more strongly than before. WYNF was second in the market in terms of adults 18-34 and 18-49.

One methodology note: black sampling suffered this book, with a drastic drop in the HDBA in-tab compared to last spring, and slippage overall in the metro.

## Washington #9



Complete Ratings Data Page 143

**NBC's** Urban Contemporary crown jewel **WKYS** returned to double digits overall and reclaimed the lead in the nation's capital (**Birch** also showed the station at the top of the heap). WKYS's strength extended across the key adult demos — number one with 18-34, 18-49, and 25-54 year-olds.

The new runner-up in D.C. was **ABC's** CHR entry, **WRQX. Q107** was the most cumed station in the metro, and also was tops in teens. The station was second among adults 18-34 and 18-49.

**Greater Media's** **WGAY-FM**, the Beautiful Music fixture, slipped 12+ but came in third among the vital 25-54 year-olds. Second in that crucial cell was **WMAL**, which dropped several shares from the winter book when Redskins mania may have affected its numbers.

Among the Country contingent there was a new winner. **Viacom's** **WMZQ** edged out **WPKX-FM** for the first time in recent sweeps, and did well with adults 18-49 and 25-54.



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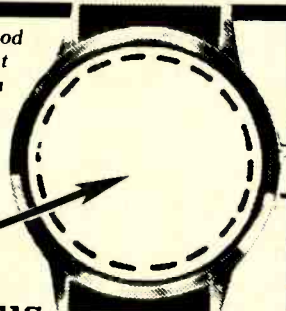
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# THE RATINGS INFORMATION GUIDE

## A Step-By-Step Manual For Using R&R's Unique Ratings Data Features

As you delve into the second 1983 Ratings Report, based on the spring '83 sweeps, you'll find that the information has been divided into two sections for your perusal. First are the market overviews — summaries of winners and circumstances which might have influenced the estimates in the relevant metro. After reading the highlights you can then turn to the second section — in-depth ratings breakouts to provide insights for broadcasters or advertisers alike.

Here's some guidelines on what you'll see as you read through this Ratings Report.

### Shares Trends

All stations earning a 1.0 share or better in the spring '83 Arbitron sweep are listed. Trends move from left to right, with the oldest share on the left and the spring '83 12+ share (highlighted) to the far right. The stations are ranked according

to their total week, total persons 12+ average quarter-hour share, top to bottom. Up to five surveys can be shown in the trends, which cover the previous year.

### Audience Rankings

The five rankings to the right of each station's format designation will help you zero in on the station's core strength. The first listing is the station's total week, total persons 12+ come rank in the metro (all rankers are based on metro).

Four key demographic cells are then broken out for each station, with the top station in each demo highlighted. These demographic groups are teens (12-17) and adults 18-34, 18-49, and 25-54, the key advertising targets.

At the lower part of each page are more detailed breakdowns on the key adult demos. Top 10 stations are

Continued on Page 77

## New York #1



SPRING '82	SUMMER '82	FALL '82	WINTER '83	SPRING '83	12+ AQH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
5.1	5.3	5.6	4.9	5.2	<b>1</b>	WBLS	fm	7	2	2	2	3	13/85	McGAVREN		4.5

### Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WBLS	1 WYNY	1 WBLS	1 WYNY	1 WCBS-FM	1 WYNY
2 WPLJ	2 WRKS	2 WKTU	2 WPIX	2 WBLS	2 WPIX
3 WKTU	3 WPIX	3 WCBS-FM	3 WKTU	3 WYNY	3 WKTU
4 WAPP	4 WKTU	4 WYNY	4 WRKS	4 WCBS	4 WRKS
5 WRKS	5 WBLS	5 WPLJ	5 WBLS	5 WKTU	5 WBLS
6 WYNY	6 WPLJ	6 WAPP	6 WNBC	6 WRFM	6 WCBS-FM
7 WNEW-FM	7 WNBC	7 WRKS	7 WCBS-FM	7 WNBC	7 WRFM
8 WPIX	8 WNEW-FM	8 WPIX	8 WPLJ	8 WAPP	8 WNBC
9 WCBS-FM	9 WAPP	9 WNEW-FM	9 WRFM	9 WPIX	9 WOR
10 WNBC	10 WCBS-FM	10 WNBC	10 WINS	10 WNEW-FM	10 WINS

### Format Reach

A/C	8.2
AOR	9.0
BBnd	2.9
Blk/Urbn	14.6
BM/Easy	10.9
CHR	4.2
Clas	2.9
Ctry	4.3
Gold	3.0
Misc	17.5
News	9.1
Span	3.3
Talk	10.1



listed for men and women in the 18-34, 18-49, and 25-54 cells. All audience rankers are based on average quarter-hour persons, with the cume exception noted above.

### Turnover/Daily Time Spent Listening

The column to the right of the adults 25-54 rankings contains numbers that demonstrate the relationship between audience turnover and daily time spent listening to each station. Based on total persons 12+, metro, these figures give a quick idea of how stations compare based on audience loyalty. Programming efforts of various stations and formats can be easily compared.

Understanding these numbers is not difficult. Remember, there is an inverse relationship between Turnover (TO) and Time Spent Listening (TSL). The higher the TSL (minutes listened daily) the lower the turnover, or audience flux. That indicates a stronger degree of loyalty than a station with high TO and fewer minutes tuned daily from its listeners.

### Rep/Net Information

As a convenience for users of this report, we designate network and/or rep affiliations as they apply, based on the latest sources.

#### Birch Radio Shares

To offer a comparison between the diary-based Arbitron numbers and the telephone-derived Birch Radio estimates, we have in over 40 markets (all the Birch surveys in the top 50) provided total week, total persons 12+ average persons estimates from the spring '83 Birch quarterly.

### Format Reach Chart

The lower right corner of each data page offers a chart that shows format comparisons within each market. The formats are alphabetized for ready examination as you leaf through the report.

The format totals are arrived at by summing the total week, total persons 12+ average quarter hour shares for all stations that qualified. All CHR's are added together. All AORs are summed, etc. Those with a one share or better are assigned to a specific format. Stations with less than a one share or stations with varied formats are lumped into the "miscellaneous" category.

### Format Codes

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

### Format Legend

AC—Adult/Contemporary, AOR—Album-Oriented Rock, BBnd—Big Band, Bk—Black, BM/Easy—Beautiful Music/Easy Listening, CHR—Contemporary Hit Radio, Clas—Classical, Ctry—Country, Gold—Oldies, Jazz—Jazz, Misc—Miscellaneous, News—News, N/T—News/Talk, Rel—Religious, Span—Spanish, Talk—Talk, Urbn—Urban Contemporary.

### Market Overviews

R&R reserves the right to exercise editorial judgment regarding which stations are mentioned in the overviews and the information cited in each market. Every effort has been made to provide the highest quality information and data for your use.

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## Network Abbreviation Key

ABC-C	ABC Contemporary
ABC-D	ABC Direction
ABC-E	ABC Entertainment
ABC-F	ABC FM
ABC-I	ABC Information
ABC-R	ABC RockRadio
ABC-T	ABC TalkRadio
AP	Associated Press Radio
CBS	CBS
CBS-R	CBS RadioRadio
MBS	Mutual Broadcasting System
NBC	NBC
NBC-S	NBC Source
NBC-T	NBC Talknet
NBN	National Black Network
RKO-1	RKO-1
RKO-2	RKO-2
SHRDN	Sheridan
TSTAR	Transtar
UPI	United Press International Audio

## Reps Abbreviation Key

BLAIR	Blair Radio
CABALLERO	Caballero Spanish Media, Inc.
CBS-FM	CBS-FM National Sales
CBS SPOT	CBS Radio Spot Sales
CHRISTAL	The Christal Company, Inc.
CITIMEDIA	Citimedia, Inc.
CMBS	Concert Music Broadcast Sales, Inc.
CRANFORD	Cranford Broadcasting Company
D-CLAYTON	Dora-Clayton Agency, Inc.
DEVNEY	The Devney Organization
DONOFRIO	John Donofrio
EASTMAN	Eastman Radio, Inc.
GROSKIN	Herbert E. Groskin & Company
GROUP W	Group W Radio Sales
H OAKES	Harlan Oakes & Associates
HILLIER	Hillier, Newmark, Wechsler & Howard
J BOLTON	Jack Bolton & Associates
KATZ	Katz Radio
LOTUS	Lotus Reps
M & C	Milam & Cowart
MARKET 4	Market 4 Radio
MASLA	Masla Radio
MMR	Major Market Radio Sales
McGAVREN	McGavren-Guild, Inc.
NATL TIME	National Time Sales, Ltd.
PRO RADIO	Pro Radio
P-W RADIO	P/W Radio Representatives
RADIO SPT	Radio Spot Sales, Inc.
R A LAZAR	R.A. Lazar & Company
RAR	Radio Advertising Reps
RILEY	Riley Representatives
RKO	RKO Radio Sales, Inc.
ROSLIN	Roslin Radio Sales, Inc.
SAVALLI	Savalli & Schutz, Inc.
SCHWARTZ	Harold S. Schwartz Associates, Inc.
SELCOM	Selcom Radio
SOUTHERN	Southern Spot Sales, Inc.
STARCOM	Starcom
STARS INC	Stars, Inc.
TORBET	Torbet Radio, Inc.
UNIREP	Unirep Broadcasting Company
W & P	Weiss & Powell, Inc.
WALTON	Walton Broadcasting Sales

# Albany-Schenectady-Troy #49

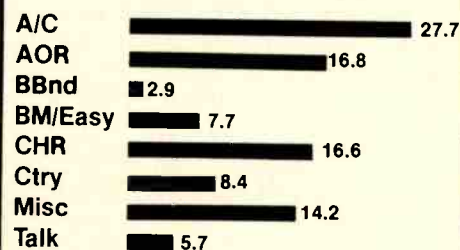


SPRING '82	FALL '82	SPRING '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
16.2	13.7	13.9	1	WGY am	A/C	1	8	4	2	1	14/79	CHRISTAL	NBC
11.6	10.8	13.4	2	WPYX fm	AOR	2	1	1	1	2	10/109	McGAVREN	ABC-R
9.8	7.0	8.5	3	WROW am	A/C	6	12	10	9	7	11/95	BLAIR	ABC-D
8.1	5.7	6.3	4	WROW-FM	BM	7	11	11	10	6	13/86	BLAIR	
5.8	9.9	5.9	5	WFLY fm	CHR	4	2	3	5	9	21/52	EASTMAN	ABC-C
5.9	6.3	5.8	6	WTRY am	CHR	3	4	2	3	3	21/51	McGAVREN	MBS
5.0	5.5	5.7	7	WQBK am	Talk	10	18	12	10	10	11/100	HILLIER	CBS
3.3	4.7	5.0	8	WPTR am	Ctry	9	7	8	7	4	14/77	EASTMAN	ABC-I
3.8	5.1	4.9	9	WGFM fm	CHR	5	3	5	6	8	21/52	CHRISTAL	NBC-S
4.4	4.0	4.3	10	WWOM fm	A/C	8	9	6	4	5	17/62	SELCOM	RKO-1
4.0	5.5	3.4	11	WGNA fm	Ctry	12	5	9	11	11	13/83	TORBET	RKO-2
3.3	4.7	3.4	11	WQBK-FM	AOR	11	6	7	8	12	17/64	HILLIER	CBS-R
0.5	2.6	2.9	13	WABY am	BBnd	13	17	16	13	13	13/82	SELCOM	
1.2	2.1	1.4	14	WHRL fm	BM	16	10	14	14	16	12/87	SAVALLI	MBS
1.0	0.8	1.0	15	WCSS am	A/C	18	15	20	19	20	11/98		ABC-E

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WPYX	1 WPYX	1 WPYX	1 WGY	1 WGY	1 WGY
2 WGY	2 WTRY	2 WGY	2 WPYX	2 WPYX	2 WTRY
3 WGFM	3 WFLY	3 WPTR	3 WTRY	3 WPTR	3 WROW-FM
4 WFLY	4 WGY	4 WTRY	4 WFLY	4 WTRY	4 WWOM
5 WTRY	5 WWOM	5 WGFM	5 WWOM	5 WWOM	5 WPTR
6 WQBK-FM	6 WGFM	6 WWOM	6 WGFM	6 WQBK	6 WROW
7 WWOM	7 WQBK-FM	7 WFLY	7 WROW-FM	7 WROW	7 WGFM
8 WPTR	8 WPTR	8 WQBK-FM	8 WPTR	8 WGFM	8 WFLY
9 WROW	9 WROW-FM	9 WROW	9 WQBK-FM	9 WFLY	9 WPYX
10 WGNA	10 WGNA	10 WGNA	10 WROW	10 WGNA	10 WGNA

## Format Reach





# Anaheim-Santa Ana-Garden Grove #19

R&R

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SPRING '82	FALL '82	SPRING '83	12+ AQH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
6.7	6.5	7.6	1	KBIG fm	Easy	2	35	7	4	2	12/87	TORBET	
2.7	4.3	7.6	1	KIIS fm	CHR	1	5	1	1	1	13/80	McGAVREN	ABC-C
5.7	4.6	5.8	3	KABC am	Talk	5	22	21	12	5	15/70	KATZ	ABC-I
4.8	4.3	5.8	3	KLOS fm	AOR	3	4	2	2	7	16/69	KATZ	ABC-R
5.4	5.8	5.3	5	KROQ-FM	AOR	6	1	3	5	18	16/69	ROSLIN	
3.1	4.2	4.5	6	KMPC am	Easy	4	19	17	9	6	20/55	MMR	
5.1	3.2	4.0	7	KRTH fm	CHR	9	12	4	3	3	16/66	RKO	RKO-1
6.7	2.9	3.8	8	KMET fm	AOR	7	2	5	7	13	20/53	EASTMAN	
2.3	3.4	3.3	9	KJOI fm	BM	16	37	26	20	14	16/69	SELCOM	
3.5	2.4	3.3	9	KOST fm	A/C	13	13	6	6	4	16/66	CHRISTAL	
3.0	3.4	2.7	11	KFWB am	News	8	20	31	27	16	27/40	RAR	NBC
1.9	2.6	2.7	11	KLAC am	Ctry	12	24	18	11	8	20/53	EASTMAN	ABC-D
2.7	3.4	2.5	13	KFI am	CHR	10	8	9	10	11	24/46	CHRISTAL	ABC-E
2.2	2.5	2.4	14	KIQQ fm	CHR	11	3	11	19	31	24/46	SELCOM	
2.0	1.3	2.4	14	KWIZ am	A/C	17	16	12	8	9	19/57	TORBET	
1.7	2.2	2.3	16	XTRA am	CHR	15	6	10	16	19	22/49	MMR	
3.3	4.2	2.1	17	KNX am	News	14	27	29	29	23	24/44	CBS SPOT	CBS
1.7	1.9	2.0	18	KIKF fm	Ctry	29	25	14	13	15	12/93		
1.5	1.8	2.0	18	KNOB fm	BM	22	26	24	15	10	16/69	GROSKIN	
2.0	1.7	1.9	20	KPRZ am	BBnd	24	31	37	35	28	13/80	McGAVREN	MBS
2.1	1.9	1.9	20	KZLA-FM	Ctry	23	17	28	17	12	16/68	BLAIR	
2.8	4.4	1.7	22	KNX-FM	AOR	19	28	8	14	21	24/46	CBS-FM	
2.8	2.7	1.4	23	KHTZ fm	A/C	18	14	16	18	17	31/35	SELCOM	RKO-2
1.4	0.6	1.4	23	KRLA am	Gold	25	23	22	22	20	18/60	HILLIER	
1.1	1.4	1.3	25	KYMS-FM	Rel	27	11	13	21	29	18/59		

Continued on Page 88

# Atlanta #18



SPRING '82	FALL '82	SPRING '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
11.5	9.7	10.1	1	WVEE fm	Urbn	5	3	2	2	3	10/111	McGAVREN	RKO-1	10.9
7.8	9.4	9.7	2	WKHX fm	Ctry	4	4	6	3	1	11/96	SELCOM		10.3
9.5	10.2	9.7	2	WZGC fm	CHR	2	1	3	4	6	16/69	TORBET	ABC-C	10.5
8.0	8.3	9.4	4	WQXI-FM	CHR	3	6	1	1	2	14/79	BLAIR		10.4
8.7	7.9	9.2	5	WSB am	A/C	1	11	7	7	4	17/65	CHRISTAL	NBC	7.1
7.5	6.8	8.6	6	WPCH fm	BM	6	12	9	8	5	11/95	KATZ		6.3
6.2	7.9	7.1	7	WKLS-FM	AOR	7	2	4	5	11	14/80	MASLA	NBC-S	10.8
4.1	5.9	5.6	8	WSB-FM	A/C	8	8	5	6	7	17/65	CHRISTAL	CBS-R	4.7
3.6	3.9	3.6	9	WAOK am	Blk	10	5	11	10	9	16/67	HILLIER	NBN	3.8
--	--	3.4	10	WRMM fm	A/C	12	7	8	9	8	14/75	EASTMAN		2.9
4.0	2.8	3.3	11	WGST am	News	9	23	14	13	13	18/59	KATZ	CBS	3.1
4.1	3.6	2.9	12	WPLO am	Ctry	11	15	13	11	10	19/56	McGAVREN	ABC-I	4.1
2.2	1.6	1.8	13	WQXI am	Gold	13	16	10	12	12	24/46	BLAIR		1.5
1.1	2.2	1.3	14	WIGO am	Blk	14	9	12	14	14	26/42	CITIMEDIA	ABC-D	1.5
1.3	1.3	1.1	15	WYZE am	Rel	17	14	20	17	16	12/91			0.2

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WQXI-FM	1 WVEE	1 WQXI-FM	1 WQXI-FM	1 WKHX	1 WQXI-FM
2 WVEE	2 WQXI-FM	2 WKHX	2 WVEE	2 WQXI-FM	2 WVEE
3 WKLS-FM	3 WZGC	3 WVEE	3 WZGC	3 WSB	3 WKHX
4 WKHX	4 WSB-FM	4 WKLS-FM	4 WKHX	4 WVEE	4 WPCH
5 WZGC	5 WKHX	5 WSB	5 WSB-FM	5 WPCH	5 WZGC
6 WSB-FM	6 WKLS-FM	6 WZGC	6 WPCH	6 WSB-FM	6 WSB
7 WSB	7 WPCH	7 WSB-FM	7 WSB	7 WKLS-FM	7 WSB-FM
8 WRMM	8 WRMM	8 WPCH	8 WKLS-FM	8 WZGC	8 WRMM
9 WIGO	9 WQXI	9 WRMM	9 WRMM	9 WRMM	9 WAOK
10 WQXI	10 WAOK	10 WGST	10 WAOK	10 WGST	10 WPLO

## Format Reach

A/C	18.2
AOR	7.1
Blk/Urbn	15.0
BM/Easy	8.6
CHR	19.1
Ctry	12.6
Gold	1.8
Misc	13.2
News	3.3
Rel	1.1



SPRING '82	FALL '82	WINTER '83	SPRING '83	12+ AOR METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.7	7.9	8.2	8.2	1	WXYV	fm Urbn	5	3	1	1	1	11/102	McGAVREN		10.3
10.0	10.2	12.2	8.0	2	WBAL	am A/C	2	22	19	12	9	13/86	BLAIR	ABC-E	7.7
4.8	6.6	7.5	7.8	3	WBSB	fm CHR	1	1	3	2	3	13/81	TORBET	ABC-F	8.2
7.7	6.4	7.3	6.9	4	WIYY	fm AOR	4	2	2	3	7	13/85	BLAIR	ABC-R	9.6
5.3	5.3	6.2	6.5	5	WLIF	fm BM	6	17	12	8	5	12/94	CHRISTAL		6.1
7.5	7.2	6.2	5.8	6	WPOC	fm Ctry	7	10	7	4	2	13/86	EASTMAN	ABC-D	8.2
4.5	4.5	4.0	5.4	7	WFBR	am A/C	3	9	5	6	4	17/63	MMR	NBC	6.3
4.2	3.5	3.9	4.6	8	WITH	am BBnd	10	32	33	22	10	11/101	HILLIER	MBS	2.4
4.3	4.9	4.2	4.3	9	WWIN	am Blk	9	6	4	5	11	15/73	HILLIER	NBN	4.3
2.4	3.6	3.2	4.1	10	WCAO	am Ctry	8	15	11	7	6	16/68	McGAVREN	RKO-2	4.1
2.8	2.5	3.1	3.6	11	WEBB	am Blk	13	5	9	10	12	11/96	CITIMEDIA	SHRDN	1.9
3.2	3.6	2.8	2.7	12	WYST	fm A/C	11	24	6	9	8	17/63	MASLA	RKO-1	3.2
3.7	3.0	2.2	2.4	13	WRLX	fm BM	17	21	22	15	15	13/81	KATZ		1.4
3.7	2.4	2.6	2.3	14	WCBM	am N/T	12	23	20	18	14	20/55	KATZ	ABC-I	3.4
1.4	2.5	2.1	2.2	15	WRQX	fm CHR	15	4	10	13	16	17/65	BLAIR	ABC-R	2.3
--	1.0	1.6	1.9	16	WQSR	fm A/C	14	8	8	11	13	21/53	CBS-FM	CBS	1.3
2.1	1.5	1.4	1.3	17	WWDC-FM	AOR	16	7	13	14	23	25/44	CHRISTAL		2.1
1.5	1.5	1.1	1.1	18	WRBS	fm Rel	22	27	29	30	25	15/75			1.1
1.2	0.9	2.0	1.0	19	WHUR	fm Blk	19	14	15	16	17	23/47			1.1
1.2	1.2	0.8	1.0	19	WTOP	am News	18	20	21	23	21	23/48	CBS SPOT	CBS	1.0
--	0.5	1.2	1.0	19	WWIN-FM	Blk	20	16	18	17	19	19/56	MMR		0.6

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WIYY	1 WXYV	1 WIYY	1 WXYV	1 WXYV	1 WXYV
2 WXYV	2 WBSB	2 WXYV	2 WBSB	2 WFBR	2 WPOC
3 WBSB	3 WIYY	3 WBSB	3 WPOC	3 WPOC	3 WBSB
4 WFBR	4 WWIN	4 WFBR	4 WWIN	4 WIYY	4 WLIF
5 WWIN	5 WYST	5 WPOC	5 WYST	5 WBSB	5 WYST
6 WPOC	6 WQSR	6 WWIN	6 WIYY	6 WCAO	6 WBAL
7 WWDC-FM	7 WPOC	7 WCAO	7 WLIF	7 WLIF	7 WCAO
8 WEBB	8 WEBB	8 WLIF	8 WCAO	8 WITH	8 WFBR
9 WQSR	9 WFBR	9 WEBB	9 WEBB	9 WWIN	9 WWIN
10 WRQX	10 WRQX	10 WYST	10 WFBR	10 WBAL	10 WITH

## Format Reach

A/C	18.0
AOR	8.2
BBnd	4.6
Blk/Urbn	18.1
BM/Easy	8.9
CHR	10.0
Ctry	9.9
Misc	17.9
News	2.1
Rel	1.1
Talk	1.2

# Birmingham #45



SPRING '82	FALL '82	SPRING '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
16.6	14.1	12.5	1	WZZK fm	Ctry	1	6	4	1	1	12/92	KATZ		17.3
12.3	13.7	10.4	2	WENN-FM	Blk	4	2	2	2	2	10/111	SELCOM	NBN	14.3
4.4	7.4	8.6	3	WAPI-FM	AOR	5	1	1	4	8	10/106	TORBET	NBC-S	13.9
11.3	10.2	8.5	4	WKXX fm	CHR	2	3	5	5	4	17/63	McGAVREN	ABC-D	9.2
--	4.9	7.4	5	WMJJ fm	A/C	3	5	3	3	3	15/71	BLAIR	ABC-F	7.9
7.3	7.7	6.3	6	WATV am	Blk	8	4	6	6	7	10/114	W & P		1.9
2.8	1.9	5.5	7	WCRT am	BBnd	16	21	22	15	15	5/209	BLAIR		--
--	3.4	5.1	8	WAGG am	Blk	11	10	10	7	5	10/113	SELCOM	NBN	3.2
5.0	3.7	3.8	9	WSGN am	A/C	6	8	11	8	6	22/48	EASTMAN	RKO-2	4.9
4.3	4.7	3.7	10	WJLD am	Blk	7	11	9	9	9	17/65	MASLA	ABC-C	2.4
3.0	3.6	3.4	11	WERC am	N/T	9	14	12	14	13	16/68	McGAVREN		2.9
3.3	4.5	3.1	12	WVOK am	Ctry	12	9	15	13	10	14/78	CHRISTAL	RKO-1	3.2
3.1	2.6	2.8	13	WRKK fm	Ctry	10	12	8	10	11	19/56	CHRISTAL	RKO-1	2.9
2.1	3.1	2.5	14	WDJC fm	Rel	14	15	7	11	14	16/67	CRANFORD		3.4
1.9	2.3	1.9	15	WYDE am	Gold	15	20	13	12	12	20/53	PRO RADIO		3.2
--	1.6	1.6	16	WBUL am	Blk	17	13	17	18	17	15/71	R A LAZAR		0.6
--	0.3	1.6	16	WHMA-FM	BM	18	22	19	17	16	13/81	DEVNEY	ABC-D	--
2.2	2.7	1.4	18	WAPI am	A/C	13	16	16	20	19	30/36	TORBET	CBS	1.3

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WAPI-FM	1 WENN-FM	1 WAPI-FM	1 WZZK	1 WZZK	1 WZZK
2 WMJJ	2 WKXX	2 WZZK	2 WENN-FM	2 WMJJ	2 WENN-FM
3 WENN-FM	3 WMJJ	3 WMJJ	3 WKXX	3 WKXX	3 WKXX
4 WZZK	4 WZZK	4 WENN-FM	4 WKXX	4 WENN-FM	4 WMJJ
5 WKXX	5 WAPI-FM	5 WKXX	5 WAPI-FM	5 WSGN	5 WAGG
6 WDJC	6 WATV	6 WAGG	6 WATV	6 WAPI-FM	6 WATV
7 WATV	7 WRKK	7 WSGN	7 WAGG	7 WAGG	7 WJLD
8 WJLD	8 WDJC	8 WYDE	8 WRKK	8 WYDE	8 WVOK
9 WRKK	9 WAGG	9 WATV	9 WSGN	9 WJLD	9 WSGN
10 WYDE	10 WJLD	10 WJLD	10 WDJC	10 WVOK	10 WRKK

## Format Reach

A/C	12.6
AOR	8.6
BBnd	5.5
Blk/Urbn	27.1
BM/Easy	1.6
CHR	8.5
Ctry	18.4
Gold	1.9
Misc	9.9
News	1.7
Rel	2.5
Talk	1.7



SPRING '82	FALL '82	SPRING '83	12+ ADH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
12.5	12.7	12.3	1	WJYE fm	BM	4	16	10	3	1	11/101	TORBET		8.0
10.6	9.8	9.9	2	WBEN am	A/C	3	21	14	10	6	13/81	EASTMAN	NBC	9.7
7.3	8.0	7.3	3	WGR am	A/C	2	8	7	1	2	19/58	KATZ	ABC-E	7.0
9.7	5.2	7.2	4	WKBW am	CHR	1	7	6	2	3	19/56	BLAIR	ABC-D	5.2
4.7	4.6	6.2	5	WECK am	BBnd	10	15	16	15	11	10/108	MASLA	ABC-I	6.7
4.6	7.5	6.2	5	WYRK fm	Ctry	9	12	11	7	4	12/89	McGAVREN	RKO-2	7.0
8.3	5.7	6.1	7	WBEN-FM	CHR	5	4	1	5	7	20/55	EASTMAN		5.2
2.7	4.8	5.7	8	WPHD fm	CHR	6	1	5	8	9	19/57	MMR	CBS-R	7.8
7.0	6.2	5.4	9	WBLK fm	Blk	13	6	4	6	8	10/113	PRO RADIO	ABC-F	4.1
1.4	3.2	4.7	10	WBUF fm	A/C	12	13	3	4	5	12/92	McGAVREN	RKO-1	5.0
7.7	5.5	4.4	11	WGRQ fm	AOR	8	3	2	9	13	19/58	KATZ	NBC-S	5.6
--	4.8	4.0	12	WNYS fm	CHR	7	2	8	11	10	22/50	CHRISTAL	ABC-C	6.8
2.8	2.0	2.5	13	WZIR fm	AOR	14	9	9	12	16	19/57	CHRISTAL	ABC-R	4.2
1.1	2.1	2.3	14	WYSL am	A/C	11	5	13	13	14	27/40	MMR	CBS	2.1
1.7	1.2	1.7	15	WUFO am	Blk	15	11	12	14	12	15/74	SELCOM	SHRDN	0.5
1.2	0.6	1.3	16	WJLJL am	A/C	20	17	17	18	17	9/125		MBS	0.3
1.1	1.6	1.2	17	WDCX fm	Rel	17	20	18	17	15	14/75			1.5
0.7	0.5	1.1	18	WXRL am	Ctry	18	22	19	19	21	12/88		MBS	1.5
0.7	2.0	1.0	19	WUWU fm	AOR	16	10	15	16	18	20/55			2.1

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WGRQ	1 WBUF	1 WGR	1 WKBW	1 WGR	1 WJYE
2 WGR	2 WBEN-FM	2 WGRQ	2 WBUF	2 WJYE	2 WKBW
3 WZIR	3 WKBW	3 WYRK	3 WJYE	3 WYRK	3 WBUF
4 WPHD	4 WBLK	4 WPHD	4 WBEN-FM	4 WKBW	4 WGR
5 WBLK	5 WJYE	5 WZIR	5 WBLK	5 WBEN	5 WBEN
6 WBEN-FM	6 WPHD	6 WKBW	6 WGR	6 WBUF	6 WYRK
7 WKBW	7 WNYS	7 WBLK	7 WYRK	7 WBLK	7 WBEN-FM
8 WBUF	8 WGR	8 WJYE	8 WPHD	8 WPHD	8 WBLK
9 WYRK	9 WGRQ	9 WBEN-FM	9 WBEN	9 WBEN-FM	9 WNYS
10 WNYS	10 WYRK	10 WBUF	10 WNYS	10 WGRQ	10 WECK

## Format Reach

A/C	25.5
AOR	7.9
BBnd	6.2
Blk/Urbn	7.1
BM/Easy	12.3
CHR	23.0
Ctry	7.3
Misc	9.5
Rel	1.2

# Boston #7



SPRING '82	SUMMER '82	FALL '82	WINTER '83	SPRING '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.4	8.6	8.6	9.0	9.8	1	WBZ am	A/C	1	7	9	4	2	13/85	GROUP W	ABC-E	9.7
8.5	8.0	7.9	7.3	8.6	2	WHDH am	A/C	2	10	8	2	1	14/80	BLAIR		6.0
3.1	2.8	3.9	4.6	6.9	3	WHTT fm	CHR	3	1	3	5	8	15/72	CBS-FM	CBS	8.0
4.7	6.3	5.6	7.4	6.6	4	WBCN fm	AOR	5	4	1	1	3	13/83	TORBET		10.3
7.0	7.8	9.0	6.7	5.8	5	WXKS-FM	CHR	4	3	2	3	9	15/72	MMR		9.4
7.4	7.5	4.9	4.8	4.8	6	WCOZ fm	AOR	7	2	4	6	14	16/67	BLAIR		6.3
6.6	4.8	5.4	5.2	4.5	7	WEEI am	News	6	16	14	12	10	19/57	CBS SPOT	CBS	4.5
4.1	4.4	3.8	4.1	4.0	8	WROR fm	CHR	8	5	5	8	6	19/57	RKO	RKO-1	3.2
4.4	4.2	4.9	4.4	3.8	9	WJIB fm	BM	10	19	17	15	11	17/63	CHRISTAL		4.4
5.3	4.5	4.4	4.5	3.8	9	WMJX fm	A/C	9	13	6	7	4	17/62	EASTMAN		4.2
2.7	4.0	3.5	3.2	3.6	11	WXKS am	BBnd	17	34	22	18	13	7/152	MMR		1.0
3.0	2.4	4.4	4.7	3.5	12	WRKO am	Talk	11	30	19	16	12	16/66	RKO	ABC-I	3.8
2.3	2.2	2.9	3.1	3.4	13	WHUE-FM	BM	13	18	16	13	15	14/80	SELCOM		2.5
4.0	3.0	2.7	2.5	3.3	14	WVBF fm	A/C	12	17	7	9	5	17/64	McGAVREN		2.8
2.1	2.4	3.0	2.6	2.9	15	WSSH fm	A/C	14	11	11	10	7	13/83	HILLIER		2.1
1.4	1.3	1.9	1.9	1.6	16	WCRB fm	Clas	15	24	20	19	16	21/52	DONOFRIO		1.1
1.9	1.3	2.5	1.8	1.6	16	WILD am	Blk	22	15	10	11	17	11/97		SHRDN	1.3
0.4	0.3	0.4	0.3	1.5	18	WCAS am	Urbn	27	12	12	14	18	6/168	R A LAZAR		--
2.0	2.8	0.9	1.1	1.4	19	WMRE am	BBnd	20	23	23	22	20	14/77	KATZ	NBC	0.5
1.3	1.5	1.2	0.9	1.1	20	WCGY fm	Gold	21	14	13	17	19	17/62	MASLA		1.1
1.3	0.7	1.1	1.0	1.1	20	WROL am	Rel	19	32	27	23	23	19/57			0.5
0.7	0.6	1.0	1.1	1.0	22	WJDA am	A/C	25	21	36	35	30	10/107			0.8

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KISS 108 FM IS BETTER HIT MUSIC



FOR "THE MUSIC OF YOUR LIFE"





**Reaching Women  
in Boston is as  
easy as #1, #2, #3!**

**WOMEN 18-34**

M-F	6-10AM	#1
	10AM-3PM	#1
	3-7PM	#1
	7PM-MID	#1
M-SUN	6AM-MID	#1
SAT	6-10AM	#1
	10AM-3PM	#2
	3-7PM	#1
	7PM-MID	#1
SUN	6-10AM	#1
	10AM-3PM	#1
	3-7PM	#3
	7PM-MID	#1

**WOMEN 18-49**

M-F	10AM-3PM	#3
	3-7PM	#1
	7PM-MID	#1
M-SUN	6AM-MID	#2
SAT	6-10AM	#3
	10AM-3PM	#3
	3-7PM	#1
	7PM-MID	#2
SUN	6-10AM	#3
	10AM-3PM	#3
	3-7PM	#3
	7PM-MID	#1

**WXKS-FM is POSITIONED Right Where it Counts!!**



**MAJOR MARKET RADIO SALES**

**SOURCE:** ARB/Spr. '83 Metro

Survey claims are based on estimates only and are not precise to any mathematical degree.

## Chicago #3

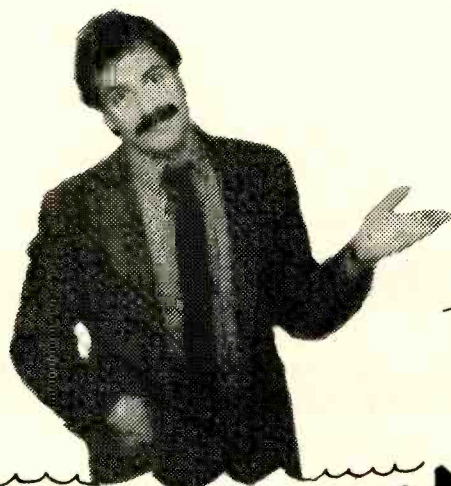
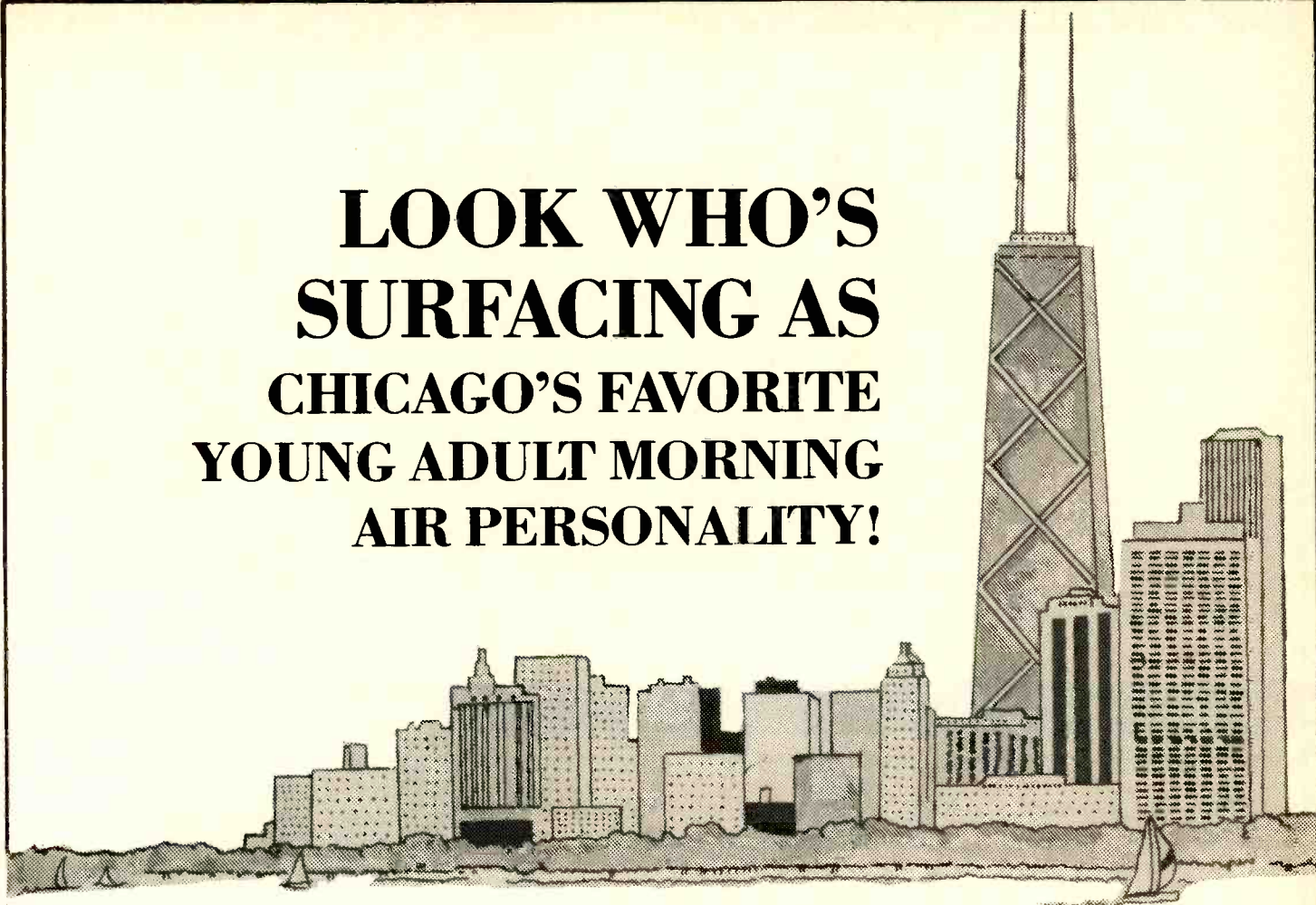


SPRING '82	SUMMER '82	FALL '82	WINTER '83	SPRING '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.8	9.3	9.6	8.7	8.7	1	WGN am	Talk	1	16	16	7	1	12/91	CHRISTAL	MBS	7.9
4.9	4.8	6.1	5.9	5.4	2	WLOO fm	BM	10	19	18	14	4	11/96	KATZ		5.1
6.6	6.1	5.3	5.4	5.1	3	WGCI fm	Urbn	8	3	1	1	3	12/90	MCGAVREN	MBS	4.9
4.9	4.8	4.8	5.2	5.0	4	WBBM am	News	2	20	15	15	6	18/59	CBS SPOT	CBS	4.3
2.7	5.3	4.1	4.0	4.4	5	WBBM-FM	CHR	4	1	11	13	19	20/55	CBS-FM	CBS-R	5.5
5.1	5.2	4.7	3.6	4.3	6	WBMX fm	Blk	6	4	3	3	8	15/73	MASLA		4.7
4.5	3.5	4.1	3.8	4.3	6	WIND am	Talk	12	25	23	21	17	13/86	GROUP W	ABC-E	4.3
4.8	3.6	3.8	4.1	4.1	8	WLS am	CHR	3	6	5	5	5	22/50	BLAIR	ABC-C	3.7
3.7	3.7	4.1	3.9	3.7	9	WCLR fm	A/C	9	13	6	2	2	16/67	TORBET		3.5
4.1	2.7	3.4	3.5	3.6	10	WLS-FM	CHR	5	7	4	6	15	20/54	BLAIR	ABC-R	4.6
3.8	4.2	3.4	3.1	3.5	11	WLUP fm	AOR	14	2	8	11	23	15/72	MMR		3.5
1.6	2.1	2.3	2.9	3.4	12	WXRT fm	AOR	18	17	2	4	10	10/105	SELCOM		3.3
3.5	3.8	3.2	3.5	3.3	13	WMAQ am	Ctry	7	21	17	16	11	19/57	EASTMAN	NBC	3.8
3.7	4.2	3.5	3.2	3.2	14	WJJD am	BBnd	16	28	28	23	14	14/78	MMR	ABC-I	3.5
2.4	2.2	2.0	2.6	3.0	15	WMET fm	AOR	13	5	7	12	22	18/61	KATZ	NBC-S	6.3
1.6	1.2	1.0	3.2	2.8	16	WOJO fm	Span	26	12	12	9	7	8/142	LOTUS		0.7
2.5	3.3	3.1	2.8	2.7	17	WFYR fm	A/C	15	14	9	8	9	19/58	RKO	RKO-1	3.8
2.7	2.7	3.1	3.4	2.7	17	WKQX fm	CHR	11	9	10	10	12	23/48	EASTMAN		3.9
3.7	2.9	2.5	2.6	2.5	19	WJPC am	Blk	17	8	13	17	21	16/69	W & P	NBN	1.2
3.9	2.7	3.2	2.7	2.4	20	WLAK fm	Easy	19	26	21	20	13	15/73	CHRISTAL		1.7
1.5	1.4	1.8	1.9	2.1	21	WAIT am	BBnd	21	31	32	28	25	14/77	KATZ		1.9
1.6	2.0	2.1	2.6	2.1	21	WUSN fm	Ctry	20	10	14	18	16	15/73	SELCOM	ABC-D	3.6
1.3	1.4	1.8	1.9	1.9	23	WFMT fm	Clas	25	24	22	22	20	13/80	CMBS		1.8
2.3	2.1	2.4	1.6	1.7	24	WJEZ fm	Ctry	23	22	20	19	18	16/68	MMR	RKO-2	1.6
2.4	2.1	1.6	1.2	1.4	25	WVON am	Blk	22	15	19	24	24	21/50	MCGAVREN	SHRDN	0.7

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**LOOK WHO'S  
SURFACING AS  
CHICAGO'S FAVORITE  
YOUNG ADULT MORNING  
AIR PERSONALITY!**



**JONATHON BRANDMEIER  
5:30-10AM**

**the Loop**  
**FM98**

# Anaheim-Santa Ana-Garden Grove #19

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SPRING '82	FALL '82	SPRING '83	12+ AOH METHOD RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
1.9	1.6	1.1	26	KEZY-FM	AOR	21	33	15	23	26	30/36	ROSLIN	
1.1	1.4	1.1	26	KFAC-FM	Clas	20	36	35	32	30	29/37	McGAVREN	MBS
1.1	1.2	1.1	26	KMGG fm	CHR	26	15	25	24	22	22/50	MASLA	CBS-R
0.4	0.9	1.1	26	KNAC fm	AOR	28	7	19	28	37	23/48	LOTUS	
1.6	0.9	1.0	30	KKGO fm	Jazz	33	21	33	26	25	22/49	UNIREP	AP
0.8	0.8	1.0	30	KOCM fm	BM	36	30	27	31	27	10/111		
0.8	1.4	1.0	30	KWIZ-FM	A/C	31	18	20	25	24	22/49	TORBET	

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KLOS	1 KIIS	1 KLOS	1 KIIS	1 KIIS	1 KIIS
2 KROQ-FM	2 KLOS	2 KIIS	2 KBIG	2 KRTH	2 KBIG
3 KMET	3 KRTH	3 KROQ-FM	3 KWIZ	3 KBIG	3 KOST
4 KIIS	4 KOST	4 KRTH	4 KOST	4 KLOS	4 KRTH
5 KRTH	5 KBIG	5 KMET	5 KRTH	5 KMPC	5 KWIZ
6 KNX-FM	6 KFI	6 KBIG	6 KLOS	6 KABC	6 KNOB
7 KOST	7 KIKF	7 KMPC	7 KIKF	7 KOST	7 KABC
8 XTRA	8 KIQQ	8 KOST	8 KFI	8 KMET	8 KLAC
9 KMPC	9 KYMS-FM	9 KABC	9 KNOB	9 KLAC	9 KIKF
10 KBIG	10 KWIZ	10 KNX-FM	10 KLAC	10 KROQ-FM	10 KMPC

## Format Reach

A/C	8.1
AOR	18.8
BBnd	1.9
BM/Easy	18.4
CHR	17.4
Clas	1.1
Ctry	9.1
Gold	1.4
Jazz	1.0
Misc	10.9
News	4.8
Rel	1.3
Talk	5.8

## Boston #7

Continued from Page 84

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WBCN	1 WXKS-FM	1 WBCN	1 WHDH	1 WBCN	1 WHDH
2 WCOZ	2 WHTT	2 WCOZ	2 WXKS-FM	2 WHDH	2 WBZ
3 WXKS-FM	3 WBCN	3 WXKS-FM	3 WBZ	3 WBZ	3 WMJX
4 WHTT	4 WMJX	4 WHTT	4 WMJX	4 WVBF	4 WROR
5 WROR	5 WROR	5 WBZ	5 WHTT	5 WROR	5 WSSH
6 WVBF	6 WVBF	6 WROR	6 WROR	6 WSSH	6 WVBF
7 WMJX	7 WHDH	7 WHDH	7 WBCN	7 WHTT	7 WBCN
8 WHDH	8 WCOZ	8 WVBF	8 WVBF	8 WEEI	8 WJIB
9 WBZ	9 WBZ	9 WMJX	9 WSSH	9 WMJX	9 WRKO
10 WCGY	10 WCAS	10 WEEI	10 WCOZ	10 WCOZ	10 WXKS-FM

## Format Reach

A/C	29.4
AOR	11.4
BBnd	5.0
Blk/Urbn	3.1
BM/Easy	7.2
CHR	16.7
Clas	1.6
Gold	1.1
Misc	15.4
News	4.5
Rel	1.1
Talk	3.5



SPRING '82	FALL '82	SPRING '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.8	9.5	8.8	1	WEBN fm	AOR	3	2	1	1	6	15/73	TORBET		11.2
8.0	8.1	8.8	1	WKRC fm	CHR	1	1	3	4	8	17/65	KATZ		11.5
7.1	7.8	8.8	1	WWEZ fm	BM	5	16	10	8	4	11/97	EASTMAN		6.2
10.2	5.8	7.5	4	WLW am	A/C	2	9	9	7	7	18/61	CBS SPOT	NBC	7.4
5.6	7.4	7.5	4	WUBE fm	Ctry	8	6	5	5	1	11/99	McGAVREN		6.1
4.5	7.2	6.6	6	WCKY am	N/T	9	15	15	13	9	12/90	EASTMAN	CBS	5.5
--	--	6.2	7	WLLT fm	A/C	6	4	2	2	3	16/69	MMR		6.9
												BLAIR		6.6
												KATZ	ABC-E	6.8
												McGAVREN		2.2
												MASLA	SHRDN	6.6
												CHRISTAL	AP	3.3
												BLAIR	RKO-1	3.5
												W & P	NBN	2.7
												CHRISTAL	AP	2.2
												GROSKIN		0.9



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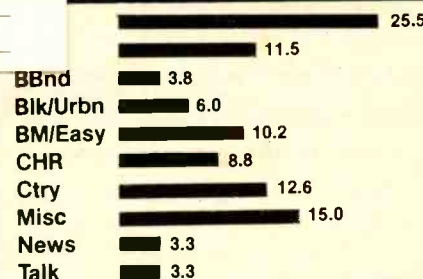
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## at Reach



1 WEBN	1 WLLT	1 WEBN	1 WLLT	1 WUBE	1 WCKY
2 WKRC	2 WEBN	2 WUBE	2 WRRM	2 WEBN	2 WRRM
3 WRRM	3 WKRC	3 WKRC	3 WEBN	3 WLW	3 WWEZ
4 WLLT	4 WRRM	4 WRRM	4 WKRC	4 WRRM	4 WKRC
5 WSKS	5 WBLZ	5 WLW	5 WKRC	5 WWEZ	5 WUBE
6 WUBE	6 WKRC	6 WLLT	6 WUBE	6 WLLT	6 WKRC
7 WLW	7 WUBE	7 WSKS	7 WWEZ	7 WKRC	7 WLW
8 WBLZ	8 WWEZ	8 WKRC	8 WBLZ	8 WKRC	8 WEBN
9 WKRC	9 WSKS	9 WBLZ	9 WSAI-FM	9 WCKY	9 WSAI-FM
10 WSAI-FM	10 WSAI-FM	10 WUBE	10 WLW	10 WSAI-FM	10 WCKY

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## Cleveland #21

R&amp;R

SPRING '82	SUMMER '82	FALL '82	WINTER '83	SPRING '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.2	9.6	8.4	7.8	8.2	1	WMMS fm	AOR	2	2	1	1	3	13/81	KATZ	NBC-S	15.0
6.3	5.2	5.9	7.3	7.3	2	WGCL fm	CHR	1	1	3	3	9	16/67	MMR	ABC-F	11.8
7.3	5.3	6.7	8.1	7.3	2	WQAL fm	BM	5	15	13	8	2	12/88	CHRISTAL		4.6
7.6	6.4	7.9	8.7	7.2	4	WDOK fm	BM	4	14	15	10	5	13/82	McGAVREN		7.5
5.6	7.5	6.2	6.4	6.5	5	WBBG am	BBnd	8	22	18	14	6	12/92	EASTMAN		3.8
--	4.7	7.7	6.4	5.7	6	WMJI fm	A/C	3	11	2	2	1	18/59	EASTMAN	CBS-R	7.0
5.9	6.7	5.3	5.3	5.3	7	WDMT fm	Urbn	11	3	4	4	7	13/83	HILLIER	RKO-1	5.9
4.5	4.4	3.2	2.3	4.6	8	WWWE am	Ctry	6	9	11	11	12	19/57	McGAVREN	CBS	2.9
2.6	3.8	3.5	2.9	4.5	9	WKSW fm	Ctry	13	10	7	7	8	13/85	BLAIR	RKO-2	5.1
2.8	4.4	4.3	3.2	4.5	9	WZAK fm	Urbn	14	4	5	6	13	12/90	SELCOM		3.7
7.0	5.1	5.5	4.2	4.1	11	WZZP fm	A/C	7	13	6	5	4	19/56	CHRISTAL	AP	3.2
4.9	4.5	4.4	4.8	3.9	12	WERE am	N/T	9	17	20	19	16	19/58	MMR	ABC-I	3.9
3.7	4.2	3.6	4.2	3.7	13	WGAR am	A/C	10	12	8	9	10	18/59	BLAIR	ABC-E	3.3
4.8	5.2	5.1	3.8	3.5	14	WHK am	Ctry	12	7	16	15	14	18/61	KATZ	NBC	4.0
2.4	1.5	2.3	3.0	3.1	15	WJW am	A/C	15	26	21	20	18	15/71	RKO	ABC-D	1.6
2.4	3.0	2.7	2.3	2.9	16	WCLV fm	Clas	17	16	12	12	11	13/81	CMBS		2.2
2.7	2.6	2.2	3.3	2.4	17	WJMO am	Blk	16	8	9	13	15	18/59	MASLA	NBN	1.5
3.2	2.4	2.4	3.8	2.1	18	WABQ am	Rel	20	23	19	17	17	12/91	LOTUS	SHRDN	1.1
0.9	1.6	1.0	0.7	1.3	19	WKDD fm	CHR	18	5	14	18	19	25/43	KATZ		1.1
--	--	2.6	1.8	1.3	19	WRQC fm	AOR	19	6	10	16	20	24/45	MASLA	ABC-R	1.9

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WMMS	1 WMJI	1 WMMS	1 WMJI	1 WMMS	1 WQAL
2 WMJI	2 WMMS	2 WMJI	2 WMMS	2 WMJI	2 WMJI
3 WGCL	3 WGCL	3 WGCL	3 WGCL	3 WZZP	3 WDOK
4 WDMT	4 WDMT	4 WZZP	4 WDMT	4 WWWE	4 WDMT
5 WZZP	5 WZAK	5 WZAK	5 WQAL	5 WDOK	5 WZZP
6 WZAK	6 WZZP	6 WDMT	6 WZZP	6 WQAL	6 WBBG
7 WWWE	7 WKSW	7 WWWE	7 WZAK	7 WBBG	7 WGAR
8 WRQC	8 WGAR	8 WKSW	8 WKSW	8 WKSW	8 WGCL
9 WGAR	9 WQAL	9 WGAR	9 WDOK	9 WCLV	9 WKSW
10 WKSW	10 WJMO	10 WDOK	10 WGAR	10 WGCL	10 WMMS

## Format Reach

A/C	16.6
AOR	9.5
BBnd	6.5
Blk/Urbn	12.2
BM/Easy	14.5
CHR	8.6
Clas	2.9
Ctry	12.6
Misc	10.6
News	1.9
Rel	2.1
Talk	2.0



# Columbus #37



SPRING '82	FALL '82	SPRING '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
11.0	12.6	12.6	1	WLVQ fm	AOR	2	2	1	1	6	11/96	KATZ	
7.4	6.9	10.4	2	WBNS-FM	BM	6	21	9	7	5	10/107	BLAIR	
4.5	7.0	9.1	3	WVKO am	Blk	9	3	3	3	3	7/163	MASLA	NBN
9.3	11.2	9.0	4	WTVN am	A/C	4	9	6	5	1	14/77	KATZ	ABC-E
8.5	6.1	8.9	5	WNCI fm	CHR	1	4	2	2	2	17/63	CHRISTAL	ABC-C
10.9	8.6	8.2	6	WXGT fm	CHR	3	1	5	6	8	17/64	EASTMAN	CBS-R
--	8.3	7.0	7	WSNY fm	A/C	5	5	4	4	4	18/62	MMR	
6.7	5.8	5.1	8	WBNS am	A/C	7	10	7	9	7	17/65	BLAIR	ABC-I
3.0	1.8	4.3	9	WRMZ fm	Ctry	10	6	8	8	9	14/80	McGAVREN	MBS
6.6	5.5	4.1	10	WCOL am	BBnd	8	12	14	13	12	16/67	EASTMAN	CBS
5.1	6.5	3.2	11	WMNI am	Ctry	11	7	13	11	11	16/68	McGAVREN	MBS
3.3	4.1	3.0	12	WHOK fm	Ctry	12	22	12	12	10	15/73		AP
1.4	2.0	2.5	13	WBBY fm	Jazz	14	13	10	10	13	13/83	ROSLIN	RKO-2
1.5	0.6	1.5	14	WLW am	A/C	13	15	16	17	14	22/50	CBS SPOT	NBC
0.5	1.8	1.2	15	WRFD am	Rel	15	8	11	14	15	18/59	PRO RADIO	ABC-D

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WLVQ	1 WLVQ	1 WLVQ	1 WNCI	1 WTVN	1 WNCI
2 WNCI	2 WNCI	2 WNCI	2 WVKO	2 WNCI	2 WTVN
3 WTVN	3 WVKO	3 WTVN	3 WLVQ	3 WLVQ	3 WVKO
4 WSNY	4 WXGT	4 WSNY	4 WSNY	4 WVKO	4 WSNY
5 WVKO	5 WSNY	5 WVKO	5 WXGT	5 WBNS-FM	5 WBNS-FM
6 WXGT	6 WTVN	6 WXGT	6 WTVN	6 WSNY	6 WXGT
7 WBNS-FM	7 WRMZ	7 WBNS-FM	7 WBNS-FM	7 WBNS	7 WBNS
8 WBNS	8 WBNS	8 WBNS	8 WRMZ	8 WRMZ	8 WRMZ
9 WHOK	9 WRFD	9 WRMZ	9 WBNS	9 WXGT	9 WLVQ
10 WBBY	10 WBNS-FM	10 WBBY	10 WRFD	10 WHOK	10 WCOL

## Format Reach

A/C	22.6
AOR	12.6
BBnd	4.1
Blk/Urbn	9.1
BM/Easy	10.4
CHR	17.1
Ctry	10.5
Jazz	2.5
Misc	9.9
Rel	1.2

# Dallas-Ft. Worth #10



SPRING '82	FALL '82	WINTER '83	SPRING '83	12+ ADH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.4	7.9	8.3	7.6	1	KVIL-FM	A/C	2	8	1	1	1	13/81	BLAIR		10.3
7.5	8.3	7.2	7.4	2	KSCS fm	Ctry	4	7	8	3	2	12/91	EASTMAN		7.1
4.6	7.1	7.2	6.6	3	KMEZ-FM	BM	7	17	14	8	6	12/91	McGAVREN		4.7
5.4	5.9	6.0	6.5	4	KRLD am	News	1	14	16	13	5	16/68	KATZ	CBS	4.7
7.7	4.8	6.0	6.0	5	WBAP am	Ctry	5	12	15	11	4	14/77	EASTMAN	ABC-I	5.9
4.5	5.7	4.5	5.9	6	KPLX fm	Ctry	10	9	6	2	3	11/95	RKO	AP	5.9
5.2	5.3	5.6	5.6	7	KKDA-FM	Urbn	11	3	5	6	7	12/91	SELCOM	AP	6.3
4.7	4.6	5.0	5.4	8	KEGL fm	AOR	3	1	4	5	11	18/61	HILLIER	ABC-C	5.8
6.4	4.9	4.8	5.0	9	KZEW fm	AOR	6	4	2	4	9	17/65	MMR	NBC-S	7.0
2.3	3.2	4.7	4.5	10	KAFM fm	CHR	9	2	7	9	17	17/64	TORBET		6.8
6.3	3.4	4.4	4.3	11	KTXQ fm	AOR	8	5	3	7	14	17/62	CHRISTAL		5.5
6.3	3.8	5.1	3.7	12	KNOK-FM	Urbn	13	6	10	12	10	13/81	W & P	RKO-1	4.1
2.5	5.1	3.4	3.1	13	KOAX fm	BM	16	16	20	15	12	13/83	GROUP W		2.2
4.0	3.4	3.0	3.0	14	KMGC fm	A/C	12	13	9	10	8	17/62	SELCOM		1.7
3.0	4.1	2.6	2.6	15	WFAA am	N/T	15	23	21	21	18	18/61	CBS SPOT	NBC	3.0
2.0	2.8	2.5	2.4	16	KLVU fm	A/C	14	10	11	14	13	19/56	HILLIER		2.0
--	1.1	1.4	1.7	17	KAAM am	Gold	18	18	13	16	19	14/75	TORBET		1.1
2.0	2.2	2.5	1.7	17	KFJZ am	BBnd	19	29	28	27	26	13/83	CHRISTAL	ABC-D	1.9
1.5	1.0	1.0	1.7	17	KKDA am	Blk	24	19	18	19	15	11/101	SELCOM		0.6
--	--	--	1.6	20	KESS fm	Span	25	11	19	20	16	10/105	CABALLERO		0.3
1.2	1.5	1.9	1.6	20	KIXK fm	Gold	17	20	12	17	20	17/65	ROSLIN		1.6
1.3	1.0	1.6	1.6	20	KPBC am	Rel	22	15	17	18	21	12/90			0.9
0.8	1.2	1.2	1.3	23	WRR fm	Clas	20	28	22	22	22	17/65	CMBS		0.8

Continued on Page 96



SPRING '82	FALL '82	SPRING '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
14.4	13.3	12.6	1	WTUE fm	AOR	1	1	1	1	3	11/95	McGAVREN	
15.2	15.1	10.4	2	WHIO-FM	BM	3	16	9	5	1	12/93	CHRISTAL	
10.8	10.9	9.9	3	WHIO am	A/C	2	9	10	8	5	13/81	CHRISTAL	CBS
6.0	7.3	7.1	4	WONE am	Ctry	5	10	8	7	2	14/77	McGAVREN	
5.2	5.3	6.7	5	WAVI am	Talk	11	18	12	11	10	8/128	HILLIER	ABC-E
4.4	3.9	6.4	6	WJAI fm	BBnd	12	19	17	12	7	8/136	KATZ	ABC-D
6.6	5.9	5.8	7	WDAO fm	Blk	8	4	3	3	6	12/87	HILLIER	NBN
6.1	6.9	5.5	8	WING am	A/C	4	8	6	2	4	21/52	KATZ	ABC-I
--	4.5	4.8	9	WYMJ fm	A/C	6	3	4	6	8	19/56	TORBET	RKO-1
4.4	4.6	4.7	10	WBLZ fm	Urbn	9	2	5	9	13	14/76	MASLA	SHRDN
2.8	3.9	4.4	11	WVUD fm	A/C	7	6	2	4	9	21/52	MASLA	CBS-R
1.6	1.8	2.7	12	WLW am	A/C	10	17	16	14	14	23/48	CBS SPOT	NBC
--	--	2.4	13	WPFB-FM	A/C	13	12	7	10	12	16/69	LOTUS	MBS
0.4	2.0	2.1	14	WBZI fm	Ctry	14	21	11	13	11	16/67		RKO-2
0.4	0.4	1.1	15	WFCJ fm	Rel	18	20	22	17	15	15/72		AP
--	--	1.1	15	WRFD am	Rel	24	14	13	15	19	6/183	PRO RADIO	ABC-D
0.8	0.9	1.0	17	WSKS fm	AOR	16	7	14	16	23	29/38	BLAIR	RKO-1

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WTUE	1 WTUE	1 WTUE	1 WTUE	1 WTUE	1 WHIO-FM
2 WVUD	2 WYMJ	2 WVUD	2 WYMJ	2 WING	2 WONE
3 WDAO	3 WDAO	3 WING	3 WHIO-FM	3 WHIO-FM	3 WING
4 WING	4 WVUD	4 WDAO	4 WING	4 WONE	4 WHIO
5 WPFB	5 WBLZ	5 WHIO-FM	5 WONE	5 WHIO	5 WYMJ
6 WBLZ	6 WING	6 WONE	6 WDAO	6 WDAO	6 WTUE
7 WHIO	7 WONE	7 WHIO	7 WBLZ	7 WVUD	7 WJAI
8 WYMJ	8 WPFB	8 WAVI	8 WVUD	8 WAVI	8 WDAO
9 WONE	9 WHIO-FM	9 WYMJ	9 WHIO	9 WJAI	9 WBLZ
10 WSKS	10 WHIO	10 WPFB	10 WPFB	10 WBZI	10 WAVI

## Format Reach

A/C	29.7
AOR	13.6
BBnd	6.4
Blk/Urbn	10.5
BM/Easy	10.4
Ctry	9.2
Misc	11.3
Rel	2.2
Talk	6.7

# Denver-Boulder #23

SPRING '82	FALL '82	WINTER '83	SPRING '83	12+ AOH METHO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.8	9.5	8.9	9.4	1	KOSI	fm BM	2	9	10	2	1	12/92	RAR		5.9
7.2	5.5	6.4	6.7	2	KBPI	fm AOR	1	2	1	1	4	18/61	SELCOM		7.2
5.6	6.6	6.0	6.0	3	KOA	am Talk	6	16	16	13	5	16/67	KATZ	CBS	6.3
4.5	3.9	5.7	6.0	3	KYGO	fm Ctry	8	6	8	4	2	14/80	BLAIR		5.7
6.2	5.9	5.3	5.6	5	KAZY	fm AOR	3	1	4	9	16	19/57	McGAVREN	NBC-S	6.8
4.8	5.0	6.1	5.4	6	KOAQ	fm CHR	5	5	2	3	11	19/56	KATZ		6.7
5.4	4.5	4.9	5.3	7	KIMN	am CHR	4	4	6	5	3	20/54	BLAIR	ABC-C	5.3
4.4	3.5	4.2	5.0	8	KEZW	am BBnd	13	28	23	18	14	11/100	CHRISTAL	MBS	3.6
5.9	4.7	5.3	4.6	9	KPPL	fm A/C	9	7	5	6	7	17/62	MMR	RKO-1	4.2
5.0	4.4	4.0	4.3	10	KHOW	am A/C	10	14	11	10	6	17/62	EASTMAN	RKO-1	3.5
4.2	5.9	5.3	4.3	10	KLIR	fm A/C	7	8	7	7	9	20/55	CHRISTAL		4.1
5.1	3.2	4.4	4.3	10	KLZ	am Ctry	11	12	17	11	10	17/65	McGAVREN	ABC-E	4.8
3.5	3.7	3.3	4.1	13	KVOD	fm Clas	15	15	14	12	8	13/85	CMBS		3.0
3.1	4.2	3.7	3.7	14	KBCO	fm AOR	14	11	3	8	12	15/75	MASLA		5.1
5.8	3.9	3.5	3.1	15	KPKE	fm AOR	12	3	9	14	18	19/58	HILLIER		7.4
--	2.7	1.7	2.3	16	KRZN	am Gold	16	18	12	15	13	20/55	W & P		1.6
1.8	1.4	1.9	1.8	17	KBRQ-FM	Ctry	19	13	15	16	15	17/63	TORBET	ABC-E	1.8
0.9	2.6	1.9	1.8	17	KNUS	am N/T	17	23	25	22	19	19/57	SELCOM	ABC-I	1.4
2.0	1.9	1.5	1.6	19	KDEN	am News	18	21	28	29	26	20/55	SAVALLI	NBC	1.8
0.8	1.2	1.5	1.3	20	KTCL	fm AOR	23	25	13	17	17	13/82	PRO RADIO		1.2
2.9	1.7	1.5	1.2	21	KDKO	am Urbn	24	10	18	19	23	12/87	ROSLIN	SHRDN	1.9

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KBPI	1 KOAQ	1 KBPI	1 KOAQ	1 KOSI	1 KOSI
2 KBCO	2 KBPI	2 KOSI	2 KIMN	2 KOA	2 KIMN
3 KAZY	3 KPPL	3 KBCO	3 KOSI	3 KBPI	3 KYGO
4 KOAQ	4 KIMN	4 KAZY	4 KPPL	4 KYGO	4 KVOD
5 KIMN	5 KLIR	5 KYGO	5 KYGO	5 KLZ	5 KHOW
6 KLIR	6 KYGO	6 KOA	6 KBPI	6 KBCO	6 KPPL
7 KPPL	7 KAZY	7 KLIR	7 KLIR	7 KHOW	7 KLIR
8 KPKE	8 KBCO	8 KPPL	8 KHOW	8 KIMN	8 KOAQ
9 KYGO	9 KOSI	9 KLZ	9 KVOD	9 KPPL	9 KBPI
10 KHOW	10 KPKE	10 KOAQ	10 KAZY	10 KLIR	10 KLZ

## Format Reach

A/C	13.2
AOR	20.4
BBnd	5.0
Blk/Urbn	1.2
BM/Easy	9.4
CHR	10.7
Clas	4.1
Ctry	12.1
Gold	2.3
Misc	12.2
News	2.5
Talk	6.9



SPRING '82	SUMMER '82	FALL '82	WINTER '83	SPRING '83	12+ ADH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.8	11.2	9.3	9.1	8.8	1	WJR	am Misc	1	13	14	7	1	14/76	EASTMAN	NBC	10.6
2.8	3.2	6.6	6.1	7.0	2	WJOI	fm BM	7	30	13	9	2	11/101	CBS SPOT		3.9
3.0	6.6	5.1	5.7	6.3	3	WDRQ	fm Urbn	9	4	3	2	4	12/94	HILLIER		9.0
6.3	5.6	5.4	5.9	6.1	4	WRIF	fm AOR	3	3	1	1	12	17/65	BLAIR	ABC-R	6.5
5.6	4.0	5.6	4.4	5.5	5	WXYZ	am Talk	12	25	19	16	11	11/97	BLAIR	ABC-I	5.4
6.1	4.7	4.3	3.9	5.4	6	WLLZ	fm AOR	6	2	2	4	15	16/68	McGAVREN		6.7
5.9	4.6	5.5	5.5	4.8	7	WWJ	am News	5	20	17	14	10	18/59	CBS SPOT	CBS	3.3
3.8	3.5	4.7	4.0	4.7	8	WJLB	fm Blk	10	6	5	5	9	15/74	MASLA		5.6
5.1	6.1	4.8	6.1	4.7	8	WNIC-FM	A/C	4	8	4	3	3	19/57	RKO		4.4
--	--	4.9	4.0	4.5	10	WHYT	fm CHR	2	1	9	13	13	24/45	EASTMAN		5.0
2.2	2.6	3.5	3.5	3.7	11	WOMC	fm A/C	15	15	8	8	5	14/76	KATZ	RKO-2	2.7
3.7	4.8	3.9	4.3	3.6	12	WMJC	fm A/C	11	9	6	6	8	19/58	MMR	RKO-1	5.0
4.0	4.5	4.0	3.4	3.6	12	WWWW	fm Ctry	16	21	16	11	6	13/85	CHRISTAL	AP	3.0
3.3	4.0	2.8	3.5	3.5	14	WABX	fm CHR	8	5	7	12	18	21/51	SELCOM	NBC-S	4.9
3.1	3.0	2.8	4.0	3.3	15	WCZY	fm A/C	13	17	10	10	7	18/59	TORBET	CBS-R	3.8
3.1	3.0	2.3	2.9	2.4	16	WCXI	am Ctry	17	19	26	19	14	14/77	CBS-FM	MBS	2.1
2.3	2.6	2.9	2.0	2.2	17	CKLW	am CHR	14	11	11	15	19	24/45	CHRISTAL		1.8
--	1.7	2.2	1.3	1.8	18	WCXI-FM	Ctry	19	16	21	18	17	18/62	CBS-FM	ABC-E	2.5
2.4	2.7	1.7	2.2	1.8	18	WJZZ	fm Jazz	18	23	12	17	16	19/58	W & P		2.0
1.2	1.1	1.4	1.8	1.6	20	WQRS	fm Clas	23	28	27	23	21	15/71	CMBS		1.4
1.4	1.4	1.8	2.4	1.4	21	CKJY	fm BBnd	22	24	30	27	24	17/63	CHRISTAL		1.0
4.9	3.0	1.8	1.3	1.4	21	WGPR	fm Blk	20	10	18	22	23	22/49	R A LAZAR	SHRDN	0.8
0.7	0.5	0.8	1.0	1.2	23	WMUZ	fm Rel	28	7	22	24	22	11/100			0.7
1.0	1.2	1.6	1.7	1.1	24	WHND	am Gold	24	29	20	20	20	19/56	MMR	ABC-C	1.2
2.5	2.4	1.9	1.8	1.1	24	WLBS	fm Urbn	21	12	15	21	26	25/43	UNIREP		0.6

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HOT HITS DETROIT HOT HITS DETROIT HOT HITS DETROIT HOT HITS

# WHYT 96 FM

**Chicago #3**

Continued from Page 86

**Demographic Rank**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WXRT	1 WICI	1 WXRT	1 WICI	1 WGN	1 WGN
2 WLS-FM	2 WBMX	2 WLS-FM	2 WBMX	2 WXRT	2 WICI
3 WMET	3 WFYR	3 WCLR	3 WCLR	3 WBBM	3 WCLR
4 WLUP	4 WKQX	4 WICI	4 WOJO	4 WCLR	4 WOJO
5 WICI	5 WCLR	5 WMET	5 WKQX	5 WLS	5 WLOO
6 WBMX	6 WLS	6 WLS	6 WFYR	6 WLOO	6 WBMX
7 WLS	7 WBBM-FM	7 WLUP	7 WLS	7 WLS-FM	7 WLS
8 WCLR	8 WOJO	8 WBMX	8 WBBM-FM	8 WMAQ	8 WFYR
9 WJPC	9 WXRT	9 WGN	9 WGN	9 WICI	9 WKQX
10 WFYR	10 WLS-FM	10 WBBM	10 WLOO	10 WBMX	10 WIND

**Format Reach**

A/C	6.4
AOR	9.9
BBnd	5.3
Blk/Urban	13.3
BM/Easy	7.8
CHR	14.8
Clas	1.9
Ctry	7.1
Misc	12.7
News	5.0
Span	2.8
Talk	13.0

**Dallas-Ft. Worth #10**

Continued from Page 92

**Demographic Rank**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KZEW	1 KVIL-FM	1 KSCS	1 KVIL-FM	1 KSCS	1 KVIL-FM
2 KTXQ	2 KAFM	2 KZEW	2 KPLX	2 KPLX	2 KSCS
3 KEGF	3 KKDA-FM	3 KPLX	3 KSCS	3 WBAP	3 KPLX
4 KPLX	4 KZEW	4 KEGF	4 KKDA-FM	4 KVIL-FM	4 KMEZ-FM
5 KSCS	5 KPLX	5 KVIL-FM	5 KAFM	5 KRLD	5 KKDA-FM
6 KKDA-FM	6 KMGC	6 KTXQ	6 KMGC	6 KZEW	6 KMGC
7 KVIL-FM	7 KEGF	7 WBAP	7 KMEZ-FM	7 KMEZ-FM	7 KRLD
8 KAFM	8 KTXQ	8 KRLD	8 KZEW	8 KEGF	8 WBAP
9 KNOK-FM	9 KNOK-FM	9 KKDA-FM	9 KLVU	9 KKDA-FM	9 KLVU
10 WBAP	10 KLVU	10 KNOK-FM	10 KEGF	10 KNOK-FM	10 KOAX

**Format Reach**

A/C	13.0
AOR	14.7
BBnd	1.7
Blk/Urban	11.0
BM/Easy	9.7
CHR	4.5
Clas	1.3
Ctry	18.9
Gold	3.3
Misc	9.6
News	7.8
Rel	1.6
Span	1.6
Talk	1.3

**Detroit #6**

Continued from Page 95

**Demographic Rank**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WRIF	1 WDRQ	1 WRIF	1 WDRQ	1 WJR	1 WJR
2 WLLZ	2 WNIC-FM	2 WLLZ	2 WNIC-FM	2 WNIC-FM	2 WDRQ
3 WJLB	3 WMJC	3 WNIC-FM	3 WMJC	3 WJOI	3 WOMC
4 WDRQ	4 WJLB	4 WJLB	4 WJLB	4 WWWW	4 WJOI
5 WABX	5 WLLZ	5 WDRQ	5 WOMC	5 WWJ	5 WNIC-FM
6 WNIC-FM	6 WOMC	6 WJR	6 WCZY	6 WRIF	6 WCZY
7 WHYT	7 WRIF	7 WABX	7 WJR	7 WDRQ	7 WMJC
8 WMJC	8 WCZY	8 WJOI	8 WJOI	8 WJLB	8 WJLB
9 WJZZ	9 WHYT	9 WWWW	9 WLLZ	9 WMJC	9 WWWW
10 CKLW	10 WABX	10 WHYT	10 WWWW	10 WCZY	10 WXYZ

**Format Reach**

A/C	15.3
AOR	11.5
BBnd	1.4
Blk/Urban	13.5
BM/Easy	7.0
CHR	10.2
Clas	1.6
Ctry	7.8
Gold	1.1
Jazz	1.8
Misc	17.3
News	4.8
Rel	1.2
Talk	5.5



# Greensboro-Winston Salem-High Point #46

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SPRING '82	FALL '82	SPRING '83	12+ ADH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
15.6	14.9	16.1	1	WTQR fm	Ctry	1	6	2	1	1	10/113	McGAVREN		16.2
7.8	8.8	9.2	2	WQMG fm	Blk	7	2	1	2	2	8/135	HILLIER	CBS-R	7.5
10.8	5.9	7.4	3	WSEZ fm	CHR	2	1	3	3	5	14/79	TORBET	RKO-1	8.1
7.4	8.3	7.1	4	WGLD fm	BM	3	13	10	5	3	12/88	BLAIR		6.4
5.5	5.4	5.8	5	WSJS am	A/C	5	11	8	6	6	15/72	McGAVREN	NBC	5.2
6.8	6.5	5.4	6	WRQK fm	CHR	4	8	4	4	4	16/67	CHRISTAL	MBS	4.9
--	--	3.6	7	WMAG fm	A/C	8	9	5	7	8	14/79	MMR	ABC-F	5.5
4.0	3.7	3.5	8	WAAA am	Blk	13	12	12	8	7	9/124	PRO RADIO	NBN	1.9
9.2	6.1	3.4	9	WKZL fm	AOR	6	3	7	10	11	22/49	KATZ	ABC-R	11.0
3.0	2.6	3.3	10	WBIG am	BBnd	9	21	22	16	12	12/94	EASTMAN	CBS	3.2
2.4	2.6	3.3	10	WEAL am	Blk	10	5	11	11	10	12/94	HILLIER	SHRDN	2.0
--	3.3	3.2	12	WDCG fm	CHR	11	4	6	9	17	11/99	TORBET		6.4
2.1	3.2	3.1	13	WAIR am	Blk	12	7	9	12	15	11/99	TORBET		3.5
2.6	1.8	2.5	14	WMFR am	A/C	14	28	17	22	13	10/106	MMR	ABC-E	0.3
1.9	2.7	2.1	15	WPET am	Rel	19	14	16	13	9	9/120	CHRISTAL		1.5
1.3	1.4	1.8	16	WHPE fm	Rel	18	27	27	17	16	11/99			1.8
2.1	1.1	1.5	17	WWMO fm	Rel	16	26	24	14	14	15/73			1.5
0.7	0.9	1.0	18	WSMX am	Ctry	27	20	21	19	19	9/118		ABC-I	0.4
1.2	--	1.0	18	WSOC-FM	Ctry	24	22	18	15	20	10/104	CHRISTAL	MBS	0.3
0.7	1.1	1.0	18	WTOB am	A/C	15	15	19	25	28	21/51	SAVALLI	CBS	1.3

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WQMG	1 WTQR	1 WTQR	1 WTQR	1 WTQR	1 WTQR
2 WTQR	2 WQMG	2 WQMG	2 WQMG	2 WRQK	2 WGLD
3 WRQK	3 WSEZ	3 WRQK	3 WSEZ	3 WSEZ	3 WQMG
4 WSEZ	4 WRQK	4 WGLD	4 WGLD	4 WSJS	4 WRQK
5 WSJS	5 WMAG	5 WSJS	5 WRQK	5 WQMG	5 WSEZ
6 WMAG	6 WGLD	6 WMAG	6 WMAG	6 WGLD	6 WMAG
7 WDCG	7 WAIR	7 WGLD	7 WAAA	7 WAAA	7 WSJS
8 WKZL	8 WAAA	8 WKZL	8 WAIR	8 WKZL	8 WAAA
9 WEAL	9 WDCG	9 WDCG	9 WEAL	9 WMAG	9 WPET
10 WAIR	10 WKZL	10 WAAA	10 WSJS	10 WBIG	10 WEAL

## Format Reach

A/C	12.9
AOR	3.4
BBnd	3.3
Blk/Urbn	19.1
BM/Easy	7.1
CHR	16.0
Ctry	18.1
Misc	14.7
Rel	5.4



# Hartford-New Britain #40

SPRING '82	FALL '82	SPRING '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
21.7	21.1	19.7	1	WTIC am	A/C	1	9	6	2	1	11/96	KATZ	NBC	20.9
6.9	11.1	12.5	2	WTIC-FM	CHR	2	1	1	1	2	12/87	KATZ		15.2
7.5	6.4	11.6	3	WRCH fm	BM	3	19	11	5	3	10/103	CHRISTAL	ABC-E	5.4
6.9	5.4	5.8	4	WHCN fm	AOR	5	3	2	3	8	16/68	MASLA	ABC-R	8.8
4.4	6.0	4.7	5	WKSS fm	BM	9	11	15	11	10	17/64	BLAIR		5.0
5.0	5.9	4.4	6	WCCC-FM	AOR	6	2	3	7	11	20/54	SELCOM	NBC-S	7.0
3.2	4.2	4.4	6	WDRG-FM	A/C	4	4	5	6	6	21/52	McGAVREN		4.6
3.9	3.1	4.3	8	WIOF fm	A/C	7	12	4	4	4	17/63	TORBET	CBS-R	2.5
3.7	5.0	3.6	9	WRCQ am	BBnd	12	15	20	12	9	13/85	CHRISTAL	ABC-D	2.3
3.1	3.3	3.0	10	WDRG am	A/C	8	10	8	9	7	25/44	McGAVREN		4.6
5.0	3.8	2.9	11	WPOP am	News	10	23	16	16	13	23/47	TORBET	CBS	4.0
4.5	3.2	2.7	12	WWYZ fm	A/C	13	22	7	8	5	16/66	CBS-FM	RKO-1	2.7
3.3	2.0	2.2	13	WKND am	Blk	16	7	10	10	12	8/132	ROSLIN	NBN	0.9
1.6	2.0	1.6	14	WAQY fm	AOR	11	5	13	15	19	30/36	EASTMAN	ABC-C	1.7
1.0	1.1	1.4	15	WPLR fm	AOR	14	6	9	13	15	25/43	CHRISTAL		2.3
1.8	1.7	1.1	16	WKCI fm	CHR	15	13	12	14	14	27/40	McGAVREN		1.0
1.5	0.7	1.0	17	WMLB am	Ctry	22	16	21	19	17	14/76		MBS	0.3

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WTIC-FM	1 WTIC-FM	1 WTIC-FM	1 WTIC-FM	1 WTIC	1 WTIC
2 WHCN	2 WDRG-FM	2 WTIC	2 WTIC	2 WTIC-FM	2 WTIC-FM
3 WCCC-FM	3 WHCN	3 WHCN	3 WIOF	3 WRCH	3 WRCH
4 WIOF	4 WIOF	4 WCCC-FM	4 WRCH	4 WIOF	4 WIOF
5 WTIC	5 WTIC	5 WRCH	5 WDRG-FM	5 WDRG-FM	5 WWYZ
6 WDRG-FM	6 WWYZ	6 WIOF	6 WHCN	6 WWYZ	6 WKSS
7 WWYZ	7 WDRG	7 WDRG-FM	7 WDRG	7 WDRG	7 WRCQ
8 WPLR	8 WCCC-FM	8 WWYZ	8 WWYZ	8 WCCC-FM	8 WDRG
9 WDRG	9 WKND	9 WDRG	9 WKSS	9 WHCN	9 WHCN
10 WRCH	10 WRCH	10 WPLR	10 WKND	10 WRCQ	10 WDRG-FM

## Format Reach

A/C	34.1
AOR	13.2
BBnd	3.6
Blk/Urbn	2.2
BM/Easy	16.3
CHR	13.6
Ctry	1.0
Misc	13.1
News	2.9



SPRING '82	FALL '82	SPRING '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
8.1	8.7	9.9	1	KQMQ fm	CHR	2	1	2	1	9	14/79	SELCOM	RKO-1
--	7.9	9.1	2	KPOI-FM	AOR	6	2	1	2	10	11/95	RKO	
10.1	8.1	9.0	3	KSSK am	A/C	3	9	7	7	1	15/72	EASTMAN	
6.3	6.9	7.9	4	KULA fm	AOR	4	3	3	3	6	14/77	EASTMAN	
8.0	8.3	7.6	5	KUMU-FM	BM	8	7	8	8	4	12/91	TORBET	
9.2	8.3	7.1	6	KIKI am	CHR	1	4	4	5	5	22/50	MASLA	ABC-C
7.7	6.3	6.3	7	KKUA am	A/C	5	6	5	6	3	17/64	SELCOM	RKO-1
4.8	5.6	6.0	8	KMAI fm	Misc	9	8	6	4	2	12/89	MASLA	
8.6	4.6	5.4	9	KCCN am	Misc	10	5	9	9	7	13/86	LOTUS	
4.4	5.0	5.2	10	KHVH am	News	7	11	14	11	11	18/59	HILLIER	ABC-E
3.4	4.7	3.9	11	KDEO am	Ctry	11	17	10	10	8	14/78	MASLA	MBS
2.9	3.0	2.9	12	KUMU am	BM	12	18	15	12	12	16/67	TORBET	
1.7	1.5	2.6	13	KOHO am	Misc	19	12	24	23	21	8/137		
2.7	3.6	2.5	14	KORL am	BBnd	14	23	19	15	14	17/65	CHRISTAL	ABC-I
1.7	4.7	2.4	15	KGU am	N/T	13	19	20	19	15	19/57	BLAIR	CBS
--	--	2.1	16	KZHI am	Talk	15	20	22	17	16	13/84	P & W	UPI
0.4	0.9	1.4	17	KAIM am	Rel	18	16	13	16	19	16/70		
1.7	1.2	1.3	18	KSHO fm	Jazz	17	15	11	13	13	18/60	UNIREP	

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KPOI-FM	1 KKUA	1 KPOI-FM	1 KMAI	1 KSSK	1 KKUA
2 KQMQ	2 KMAI	2 KULA	2 KKUA	2 KULA	2 KMAI
3 KULA	3 KIKI	3 KQMQ	3 KIKI	3 KPOI-FM	3 KSSK
4 KIKI	4 KQMQ	4 KSSK	4 KQMQ	4 KMAI	4 KUMU-FM
5 KKUA	5 KULA	5 KIKI	5 KUMU-FM	5 KKUA	5 KIKI
6 KMAI	6 KPOI-FM	6 KMAI	6 KSSK	6 KQMQ	6 KCCN
7 KSSK	7 KUMU-FM	7 KKUA	7 KULA	7 KHVH	7 KDEO
8 KCCN	8 KSSK	8 KCCN	8 KPOI-FM	8 KIKI	8 KQMQ
9 KSHO	9 KDEO	9 KDEO	9 KCCN	9 KDEO	9 KUMU
10 KUMU-FM	10 KCCN	10 KHVH	10 KDEO	10 KCCN	10 KULA

## Format Reach

A/C	15.3
AOR	17.0
BBnd	2.5
BM/Easy	10.5
CHR	17.0
Ctry	3.9
Jazz	1.3
Misc	21.4
News	6.4
Rel	1.4
Talk	3.3

## Houston-Galveston #8

R&amp;R

SPRING '82	SUMMER '82	FALL '82	WINTER '83	SPRING '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
4.2	3.8	4.7	7.6	7.5	1	KODA fm	BM	5	12	10	6	3	11/97	RAR		5.7
3.5	3.4	4.1	4.2	7.3	2	KSRR fm	AOR	6	2	1	1	8	11/95	HILLIER	ABC-R	7.8
8.8	8.6	6.6	7.5	7.2	3	KIKK-FM	Ctry	1	7	7	3	2	13/82	TORBET		8.3
9.1	8.6	7.9	7.6	6.9	4	KMJQ fm	Urbn	7	3	3	4	4	11/95	McGAVREN		6.6
7.5	6.7	5.4	5.2	6.0	5	KILT-FM	Ctry	2	8	8	7	5	15/74	BLAIR		5.7
6.5	7.7	6.0	6.7	5.9	6	KFMK fm	A/C	9	10	2	2	1	12/92	SELCOM		5.8
3.3	3.9	2.9	3.1	5.4	7	KQUE fm	A/C	14	17	17	12	7	9/125	MMR	ABC-E	3.6
--	--	--	4.8	5.3	8	KKBQ-FM	CHR	3	1	9	10	10	16/66	EASTMAN		8.0
6.5	6.9	6.9	6.0	4.9	9	KLOL fm	AOR	8	4	4	8	13	15/72	CHRISTAL	CBS-R	6.8
5.7	5.6	5.0	4.6	4.9	9	KRBE-FM	A/C	4	9	5	5	6	17/63	KATZ		4.3
4.7	4.9	5.4	5.0	4.5	11	KTRH am	Talk	11	19	18	14	11	14/80	CHRISTAL	CBS	4.0
6.5	7.0	7.1	4.5	4.2	12	KRLY fm	Urbn	10	6	6	9	9	16/70	MASLA	CBS-R	4.7
4.6	4.2	3.9	4.3	3.6	13	KPRC am	News	12	25	21	16	14	15/73	CBS SPOT	NBC	3.0
2.4	3.3	2.9	3.1	2.9	14	KILT am	Ctry	15	11	11	11	12	15/74	BLAIR		1.9
--	2.1	5.3	4.0	2.4	15	KKBQ am	CHR	13	5	12	13	15	21/51	EASTMAN	RKO-1	5.0
1.4	1.3	1.8	2.0	1.8	16	KLEF fm	Clas	16	28	19	22	18	15/72	CMBS		3.4
1.5	0.5	--	1.4	1.6	17	KEYH am	Span	26	20	13	15	20	9/127	LOTUS		0.6
1.5	1.4	0.9	1.4	1.4	18	KIKK am	Ctry	18	22	24	20	16	16/69	TORBET		2.0
1.6	1.3	1.0	1.3	1.3	19	KLVL am	Span	25	21	15	19	22	12/94	NATL TIME		1.0
0.5	0.5	0.5	0.8	1.2	20	KNUZ am	Gold	20	23	22	21	17	14/77	MMR	ABC-D	0.9
1.3	1.3	2.0	2.6	1.2	20	KXYZ am	Span	24	24	14	17	21	13/83	P-W RADIO		1.2
0.9	1.1	3.1	1.3	1.1	22	KLAT am	Span	22	27	16	18	19	14/76	CABALLERO		1.5
1.9	2.3	1.1	0.6	1.1	22	KRBE am	A/C	17	15	29	26	24	24/45	KATZ	ABC-I	0.2
0.8	0.9	0.9	0.7	1.0	24	KGOL-FM	Rel	23	29	23	23	23	16/68		UPI	1.3

Continued on Page 106

The Rock of the 80's

97 Rock

An abc owned radio station

KSRR HOUSTON



**93FM**

**79Q**

**KKBQ**

KKBQ • FM    KKEQ • AM

Together

Contemporary hit radio for Houston

Find out more from Eastman.



HARTE-HANKS RADIO

## Indianapolis #36

R&amp;R

SPRING '82	FALL '82	SPRING '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
14.3	11.1	14.3	1	WIBC	am	A/C	1	7	6	1	1	13/84	BLAIR	16.3
11.0	9.2	9.7	2	WTLC	fm	Urbn	9	3	2	3	4	8/128	MCGAVREN	8.1
11.8	9.0	9.7	2	WXTZ	fm	BM	5	13	9	8	5	10/104	EASTMAN	6.8
--	--	9.6	4	WZPL	fm	CHR	2	1	3	6	10	13/81	HILLIER	13.3
8.8	7.4	9.1	5	WFBQ	fm	AOR	4	2	1	4	9	11/95	KATZ	NBC-S 12.5
7.9	12.5	8.5	6	WFMS	fm	Ctry	6	5	7	5	3	11/95	TORBET	9.6
8.1	10.5	7.7	7	WENS	fm	A/C	3	8	4	2	2	14/79	CBS-FM	7.3
8.6	8.8	6.5	8	WIRE	am	Ctry	8	9	10	9	7	13/85	EASTMAN	RKO-2 5.2
5.2	5.8	5.6	9	WNAP	fm	CHR	7	4	5	7	6	16/69	BLAIR	5.1
2.1	1.5	3.2	10	WNDE	am	A/C	10	11	8	10	8	16/69	KATZ	CBS 2.3
3.4	2.2	2.0	11	WIFE	am	N/T	12	17	15	14	11	12/88	SELCOM	ABC-I 1.4
2.6	2.1	1.5	12	WATI	am	BM	13	16	18	17	14	13/85	MASLA	ABC-D 0.8
0.5	1.5	1.5	12	WGRT	fm	Urbn	11	6	11	11	15	17/64	W & P	MBS 1.0
1.3	1.2	1.2	14	WGTC	fm	Ctry	15	10	13	13	12	15/73	PRO RADIO	0.6
0.5	0.4	1.1	15	WBRI	am	Rel	14	12	17	15	16	17/66		0.5

## Demographic Rank

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

## Format Reach

A/C	25.2
AOR	9.1
Blk/Urbn	11.2
BM/Easy	11.2
CHR	15.2
Ctry	16.2
Misc	8.8
News	1.0
Rel	1.1
Talk	1.0



Indy's New  
Apple.  
99 1/2 F.M.

H&amp;H

HILLIER NEWMARK WECHSLER &amp; HOWARD National Representatives

WZPL Indianapolis "Indy's Apple"  
H&W Communications, Inc.



SPRING '82	FALL '82	WINTER '83	SPRING '83	12+ ADH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.3	12.5	11.4	10.9	1	WDAF	am Ctry	3	7	6	2	1	12/90	KATZ	ABC-E	10.8
8.7	8.8	9.9	8.6	2	KBEQ	fm CHR	2	1	1	3	10	16/70	EASTMAN	ABC-C	11.2
6.9	5.7	5.6	8.6	2	KCMO	am N/T	1	11	14	9	3	16/68	MMR	MBS	7.4
--	5.4	6.3	7.0	4	KLSI	fm A/C	5	8	2	1	2	14/78	SELCOM		6.5
6.7	3.9	6.2	6.1	5	KFKF	fm Ctry	8	6	9	6	4	14/77	McGAVREN		5.8
9.6	5.2	6.6	6.0	6	KYYS	fm AOR	7	4	3	5	12	15/72	KATZ	NBC-S	8.3
7.5	7.4	4.9	5.7	7	KPRS	fm Blk	14	3	5	7	8	9/121	HILLIER	NBN	6.2
4.4	5.6	5.1	5.5	8	KCEZ	fm BM	9	13	11	12	11	14/75	MMR		5.2
6.7	4.3	4.4	5.3	9	KUDL	fm A/C	6	9	4	4	7	18/61	CHRISTAL	AP	5.5
6.7	4.8	6.0	4.9	10	KMBR	fm BM	10	14	12	10	6	15/72	TORBET		3.5
9.1	6.2	4.6	4.9	10	KMBZ	am A/C	12	16	13	11	9	14/78	TORBET	ABC-D	4.0
4.0	4.2	4.3	4.5	12	KJLA	am BBnd	15	18	16	15	13	11/102	LOTUS	ABC-I	3.4
6.4	5.0	4.4	4.1	13	WHB	am A/C	4	10	7	8	5	24/45	BLAIR	NBC	3.3
1.2	4.4	4.1	3.8	14	KKCI-FM	AOR	11	2	8	13	14	18/59	CBS-FM	CBS-R	7.4
--	0.6	2.1	2.9	15	KZZC	fm CHR	13	5	10	14	15	21/51	HILLIER		2.7
2.6	2.9	2.1	1.8	16	KPRT	am Rel	16	25	15	16	16	12/87	HILLIER	MBS	0.2

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KYYS	1 KLSI	1 WDAF	1 KLSI	1 WDAF	1 KLSI
2 KBEQ	2 KBEQ	2 KYYS	2 KUDL	2 KCMO	2 WDAF
3 KLSI	3 KUDL	3 KLSI	3 KBEQ	3 KFKF	3 KUDL
4 KKCI-FM	4 KPRS	4 KBEQ	4 WDAF	4 KLSI	4 KMBR
5 WDAF	5 KYYS	5 KFKF	5 KPRS	5 KYYS	5 WHB
6 KZZC	6 WDAF	6 KCMO	6 WHB	6 WHB	6 KMBZ
7 KUDL	7 WHB	7 WHB	7 KFKF	7 KBEQ	7 KPRS
8 WHB	8 KFKF	8 KUDL	8 KMBR	8 KMBR	8 KCMO
9 KFKF	9 KZZC	9 KKCI-FM	9 KYYS	9 KUDL	9 KFKF
10 KCEZ	10 KKCI-FM	10 KCEZ	10 KMBZ	10 KJLA	10 KCEZ

## Format Reach

A/C	21.3
AOR	9.8
Blk/Urbn	5.7
BM/Easy	14.9
CHR	11.5
Ctry	17.0
Misc	9.4
News	4.3
Rel	1.8
Talk	4.3

## Los Angeles #2

R&amp;R

SPRING '82	SUMMER '82	FALL '82	WINTER '83	SPRING '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
6.7	8.6	5.6	6.2	7.6	1	KABC	am Talk	1	15	10	6	2	13/82	KATZ	ABC-I	7.6
5.0	4.0	5.1	5.3	6.1	2	KBIG	fm Easy	5	22	11	3	1	11/95	TORBET		3.0
3.9	3.3	4.4	4.7	6.0	3	KIIS	fm CHR	2	4	1	1	3	16/68	McGAVREN	ABC-C	6.6
3.7	3.7	3.9	4.6	4.4	4	KROQ-FM	AOR	7	1	3	5	25	14/77	ROSLIN		6.2
3.5	3.4	3.8	3.4	4.1	5	KJOI	fm BM	11	29	19	13	7	14/80	SELCOM		2.7
3.9	4.7	3.7	4.0	4.1	5	KLOS	fm AOR	4	2	2	2	16	17/63	KATZ	ABC-R	5.6
3.6	3.5	4.2	4.3	3.4	7	KFWB	am News	3	30	29	24	13	22/49	RAR	NBC	3.4
4.0	3.4	3.7	3.0	3.2	8	KMET	fm AOR	8	3	4	7	15	19/57	EASTMAN		5.0
3.5	2.7	3.7	3.7	3.1	9	KNX	am News	6	23	33	29	19	20/53	CBS SPOT	CBS	3.6
3.2	3.2	2.6	3.5	3.0	10	KRTH	fm CHR	9	12	5	4	4	19/56	RKO	RKO-1	2.4
3.7	4.1	3.1	2.6	2.8	11	KIQQ	fm CHR	10	5	9	10	11	21/52	SELCOM		2.7
2.4	2.6	2.8	2.6	2.8	11	KMPC	am Easy	12	26	34	27	9	19/58	MMR		2.4
2.4	2.0	2.4	2.8	2.6	13	KOST	fm A/C	13	20	7	8	6	18/61	CHRISTAL		2.1
2.6	3.1	2.0	2.1	2.5	14	KPRZ	am BBnd	22	38	40	32	21	13/87	McGAVREN	MBS	1.8
3.5	3.0	2.9	2.7	2.3	15	KHTZ	fm A/C	15	21	6	9	5	18/59	SELCOM	RKO-2	3.3
2.1	1.9	2.4	2.1	2.0	16	KLAC	am Ctry	16	25	25	18	14	19/56	EASTMAN	ABC-D	1.4
2.1	1.6	2.1	2.3	2.0	16	KZLA-FM	Ctry	20	24	16	14	8	16/69	BLAIR		2.2
1.2	1.5	1.9	1.3	1.8	18	KALI	am Span	34	10	15	17	23	10/104	MASLA		4.0
1.9	1.7	1.4	1.6	1.9	18	KUTE	fm Urbn	17	8	8	11	27	20/53	MASLA		2.6
2.5	1.7	2.3	1.6	1.8	20	KFI	am CHR	14	17	12	12	12	24/45	CHRISTAL	ABC-E	1.8
1.9	1.9	2.2	2.0	1.8	20	KTNQ	am Span	33	19	26	19	18	11/96	CABALLERO		1.8
2.1	2.4	1.5	2.5	1.7	22	KRLA	am Gold	18	14	22	15	10	21/51	HILLIER		2.2
1.3	1.9	1.7	1.6	1.7	22	KWKW	am Span	35	42	27	21	17	11/96	LOTUS		2.6

Continued on Page 106

# How to pick up an easy million.

## KFWB ALL NEWS 98

GROUP  
W



*What do you get when you have the hottest contemporary radio station in America and the great sounds of "the Music of Your Life" together in Los Angeles?*



**KIISFM** 102.7  
**KPRZAM** 1150

Represented Nationally by



**McAVREN GUILD RADIO**

Tuned-in to tomorrow...today.

\*Spring '83 Metro ARB; 12+; Mon.-Sun. 6A-12M

**Houston-Galveston #8**

Continued from Page 100

**Demographic Rank**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KSRR	1 KFMK	1 KSRR	1 KFMK	1 KIKK-FM	1 KFMK
2 KLOL	2 KMJQ	2 KIKK-FM	2 KMJQ	2 KILT-FM	2 KODA
3 KMJQ	3 KSRR	3 KLOL	3 KODA	3 KRBE-FM	3 KIKK-FM
4 KRBE-FM	4 KRLY	4 KMJQ	4 KIKK-FM	4 KODA	4 KMJQ
5 KIKK-FM	5 KRBE-FM	5 KRBE-FM	5 KRBE-FM	5 KSRR	5 KILT-FM
6 KFMK	6 KKBBQ	6 KILT-FM	6 KSRR	6 KFMK	6 KRBE-FM
7 KILT-FM	7 KILT-FM	7 KFMK	7 KILT-FM	7 KMJQ	7 KRLY
8 KKBBQ	8 KIKK-FM	8 KRLY	8 KRLY	8 KQUE	8 KQUE
9 KRLY	9 KODA	9 KKBBQ	9 KKBBQ	9 KTRH	9 KKBBQ
10 KKBBQ	10 KLOL	10 KODA	10 KILT	10 KLOL	10 KILT

**Format Reach**

A/C	17.3
AOR	12.2
Blk/Urbn	11.1
BM/Easy	7.5
CHR	7.7
Clas	1.8
Ctry	17.5
Gold	1.2
Misc	9.4
News	3.6
Rel	1.0
Span	5.2
Talk	4.5

**Los Angeles #2**

Continued from Page 104

SPRING '82	SUMMER '82	FALL '82	WINTER '83	SPRING '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVE. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
1.9	1.6	2.1	1.5	1.6	24	KQFJ	am Blk	24	7	23	28	30	16/69	MASLA		1.2
1.2	1.5	1.3	1.7	1.4	25	KJLH	fm Blk	26	16	13	16	22	17/63	R A LAZAR		1.9
1.5	1.4	1.8	1.2	1.4	25	XTRA	am CHR	19	6	24	33	34	24/44	MMR		1.2
1.5	1.3	1.4	1.6	1.3	27	KACE	fm Blk	31	11	14	23	32	17/65	W & P		1.2
1.2	1.8	1.3	1.5	1.3	27	KKGO	fm Jazz	27	36	28	20	20	18/61	UNIREP	AP	1.3
1.3	1.2	1.4	1.9	1.3	27	KLVE	fm Span	28	28	20	26	24	17/63	CABALLERO		2.3
--	--	1.3	1.9	1.3	27	KMG	fm CHR	23	13	18	22	26	22/49	MASLA	CBS-R	1.2
1.1	1.7	1.2	1.1	1.3	27	KNOB	fm Easy	32	32	31	30	29	16/66	GROSKIN		1.1
2.2	1.6	2.5	1.4	1.2	32	KNX-FM	AOR	21	31	17	25	28	27/41	CBS-FM		1.5
1.5	1.3	1.0	1.0	1.1	33	KDAY	am Blk	30	9	21	31	33	20/54	W & P	NBN	0.9
1.0	1.3	0.8	1.0	1.0	34	KFAC-FM	Clas	25	35	38	36	31	25/43	McGAVREN	MBS	0.7

**Demographic Rank**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KLOS	1 KIIS	1 KLOS	1 KIIS	1 KABC	1 KBIG
2 KMET	2 KROQ-FM	2 KIIS	2 KBIG	2 KBIG	2 KIIS
3 KIIS	3 KOST	3 KMET	3 KOST	3 KIIS	3 KABC
4 KROQ-FM	4 KHTZ	4 KRTH	4 KROQ-FM	4 KRTH	4 KOST
5 KRTH	5 KRTH	5 KABC	5 KABC	5 KLOS	5 KHTZ
6 KHTZ	6 KLOS	6 KROQ-FM	6 KHTZ	6 KMET	6 KJOI
7 KUTE	7 KIQQ	7 KBIG	7 KRTH	7 KMPC	7 KRTH
8 KABC	8 KBIG	8 KHTZ	8 KALI	8 KHTZ	8 KIQQ
9 KJLH	9 KALI	9 KOST	9 KIQQ	9 KOST	9 KRLA
10 KIQQ	10 KUTE	10 KKGO	10 KJOI	10 KKGO	10 KZLA-FM

**Format Reach**

A/C	7.2
AOR	12.9
BBnd	2.5
Blk/Urbn	7.3
BM/Easy	14.3
CHR	16.3
Clas	1.0
Ctry	4.0
Gold	1.7
Jazz	1.3
Misc	10.8
News	6.5
Span	6.6
Talk	7.6



SPRING '82	FALL '82	WINTER '83	SPRING '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.3	9.8	10.5	13.1	1	WLOU	am Blk	11	3	1	1	2	5/225	W & P	NBN	5.8
7.3	13.4	11.8	11.7	2	WAMZ	fm Ctry	2	6	3	2	1	10/109	CHRISTAL	ABC-E	11.8
9.0	9.4	10.5	8.6	3	WHAS	am A/C	1	11	9	5	4	17/62	CHRISTAL	CBS	9.6
8.4	9.6	8.7	8.5	4	WVEZ	fm BM	7	14	12	11	7	12/92	KATZ		5.7
7.9	7.8	9.4	8.1	5	WQMF	fm AOR	5	1	4	4	10	14/77	TORBET		15.4
8.1	7.2	5.9	7.7	6	WAVG	am A/C	3	17	8	10	5	15/72	EASTMAN	NBC	7.7
9.6	7.7	7.0	7.2	7	WRKA	fm A/C	4	5	2	3	3	16/69	BLAIR	ABC-D	7.3
6.3	4.7	6.3	5.6	8	WKJJ	fm A/C	6	4	5	6	6	18/59	MMR	CBS	6.5
7.2	6.0	6.1	4.7	9	WCII	am Ctry	10	8	10	9	8	17/62	MMR	MBS	6.2
5.8	4.9	6.2	4.5	10	WLRS	fm AOR	9	2	6	8	11	20/54	EASTMAN	NBC-S	7.6
7.0	5.7	4.2	4.4	11	WAKY	am Gold	8	7	7	7	9	22/50	KATZ	ABC-I	4.8
1.4	2.4	2.4	2.6	12	WXVW	am Easy	13	16	16	18	17	13/82	LOTUS	ABC-I	1.7
1.7	0.6	1.5	2.0	13	WDGS	am Rel	18	9	14	13	13	7/167			--
0.7	1.6	1.9	1.7	14	WJYL	fm A/C	12	10	11	12	12	24/46		ABC-F	1.4
1.3	0.8	--	1.5	15	WTMT	am Ctry	16	15	18	16	15	12/93	MASLA		1.2
3.3	1.6	1.5	1.1	16	WINN	am Ctry	14	12	15	15	14	23/47	McGAVREN		1.1
0.7	0.7	0.9	1.1	16	WXLN	fm Rel	15	13	13	14	16	17/63	RADIO SPT	ABC-C	1.6

## Demographic Rank

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

## Format Reach

A/C	30.8
AOR	12.6
Blk/Urbn	13.1
BM/Easy	11.1
Ctry	19.0
Gold	4.4
Misc	5.9
Rel	3.1

# Memphis #42



SPRING '82	FALL '82	SPRING '83	12+ ADH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.7	7.1	11.5	1	WZXR fm	AOR	5	2	1	1	9	10/109	McGAVREN	NBC-S	14.0
8.9	9.9	10.5	2	WHRK fm	Urbn	3	3	2	2	2	12/88	KATZ	RKO-1	9.3
10.2	9.5	10.4	3	WMC-FM	CHR	1	1	4	4	5	15/72	BLAIR	ABC-C	14.9
8.3	7.5	8.8	4	WRVR fm	A/C	4	6	3	3	1	14/80	TORBET		8.0
--	8.3	8.5	5	WGKX fm	BM	9	10	8	7	4	11/95	CHRISTAL		6.4
8.3	9.0	7.7	6	WDIA am	Blk	2	5	7	9	7	18/60	HILLIER	AP	5.8
7.2	8.0	7.6	7	WMC am	Ctry	6	9	9	6	3	15/72	BLAIR	ABC-I	10.3
8.3	11.0	7.3	8	KRNB fm	Blk	7	4	5	5	8	14/76	STARS INC		6.4
5.0	6.5	5.6	9	WLOK am	Blk	8	7	6	8	6	18/60	MASLA	SHRDN	4.2
4.9	5.6	5.4	10	WREC am	BBnd	10	15	15	11	10	14/77	McGAVREN	MBS	5.1
3.8	3.5	3.1	11	WLVS fm	BM	11	12	10	10	11	17/62	HILLIER	MBS	4.1
3.8	1.3	2.7	12	KWAM am	Rel	14	11	16	14	14	10/108	D-CLAYTON		1.1
2.1	2.0	2.2	13	WHBQ am	N/T	12	13	12	12	12	24/45	RKO	RKO-2	2.4
1.4	1.9	1.9	14	WWEE am	Talk	15	18	17	17	15	10/112	HILLIER	MBS	1.2
--	3.1	1.8	15	WKDJ am	Blk	13	8	11	13	13	24/45	KATZ	NBC	1.7

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WZXR	1 WHRK	1 WZXR	1 WRVR	1 WMC	1 WRVR
2 WHRK	2 WRVR	2 WHRK	2 WHRK	2 WHRK	2 WGKX
3 WRVR	3 WMC-FM	3 WRVR	3 WMC-FM	3 WRVR	3 WHRK
4 KRNB	4 WZXR	4 WMC-FM	4 WZXR	4 WMC-FM	4 WMC
5 WMC-FM	5 KRNB	5 KRNB	5 WGKX	5 WZXR	5 WLOK
6 WLOK	6 WLOK	6 WMC	6 KRNB	6 WGKX	6 WDIA
7 WMC	7 WDIA	7 WGKX	7 WLOK	7 WREC	7 WMC-FM
8 WDIA	8 WGKX	8 WLVS	8 WDIA	8 KRNB	8 KRNB
9 WGKX	9 WMC	9 WREC	9 WMC	9 WLVS	9 WZXR
10 WLVS	10 WKDJ	10 WLOK	10 WLVS	10 WDIA	10 WREC

## Format Reach

A/C	8.8
AOR	11.5
BBnd	5.4
Blk/Urbn	32.9
BM/Easy	11.6
CHR	10.4
Ctry	7.6
Misc	5.0
News	1.1
Rel	2.7
Talk	3.0



# Miami-Ft. Lauderdale-Hollywood #11



SPRING '82	FALL '82	SPRING '83	12+ AQH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
6.0	6.7	7.9	1	WHYI fm	CHR	1	1	1	1	2	15/74	McGAVREN		13.8
6.9	5.9	7.3	2	WLYF fm	BM	3	18	16	13	8	10/107	TORBET		6.7
4.3	6.4	6.7	3	WQBA am	Span	10	13	13	8	1	7/146	EASTMAN		6.1
5.4	4.8	5.6	4	WINZ-FM	CHR	2	2	2	2	4	18/59	KATZ		7.7
4.7	5.5	4.1	5	WNWS am	News	7	19	20	18	17	13/86	RKO		6.0
3.1	2.9	4.0	6	WIOD am	A/C	6	14	21	16	15	14/77	CHRISTAL	NBC	2.8
4.0	4.5	3.9	7	WEDR fm	Blk	15	3	7	4	9	10/113	R A LAZAR	NBN	1.1
3.7	3.0	3.7	8	WAXY fm	A/C	5	12	3	3	3	16/69	RKO	RKO-1	4.4
3.6	5.2	3.6	9	WCMQ-FM	Span	18	10	10	10	5	10/113	MMR		1.5
5.0	4.3	3.6	9	WINZ am	News	4	30	27	25	23	18/59	KATZ	CBS	4.7
4.4	4.6	3.6	9	WYOR fm	BM	12	17	17	14	14	12/90	MMR		2.9
2.0	2.0	3.4	12	WQBA-FM	Span	17	5	8	9	11	10/107	EASTMAN		3.4
3.4	3.0	3.3	13	WAIA fm	A/C	8	9	6	5	7	16/69	CHRISTAL		2.7
6.4	3.8	3.3	13	WRHC am	Span	21	11	25	22	19	8/133	SELCOM		2.0
4.4	3.5	3.3	13	WSHE fm	AOR	9	4	4	7	13	15/71	EASTMAN	ABC-R	4.6
2.5	3.1	3.2	16	WKQS fm	Ctry	13	8	11	12	12	13/87	SELCOM		2.5
2.9	3.2	3.2	16	WWJF fm	A/C	14	26	9	11	10	12/92	HILLIER		2.3
1.9	3.5	3.0	18	WWWL fm	A/C	11	16	5	6	6	16/66	MASLA		3.7
1.6	1.7	1.8	19	WQAM am	Ctry	20	20	18	21	20	16/69	BLAIR	NBC	1.9
1.0	0.3	1.8	19	WSUA am	Span	24	21	19	20	21	12/94	CABALLERO		0.8
1.6	1.5	1.7	21	WOCN am	Span	25	29	29	24	22	11/96	LOTUS		1.1
1.3	1.0	1.5	22	WFTL am	A/C	28	15	31	29	29	10/106		ABC-I	1.4
2.3	1.6	1.4	23	WCKO fm	AOR	16	6	12	17	27	25/44	W & P	ABC-C	2.9
1.7	1.5	1.4	23	WTMI fm	Clas	23	22	26	26	24	17/63	CMBS		1.8
3.0	3.0	1.3	25	WCMQ am	Span	30	31	23	19	18	10/109	MMR		0.8
1.2	0.8	1.3	25	WVCG am	Gold	22	23	14	15	16	19/57	MMR		0.9

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# Milwaukee-Racine #25



SPRING '82	FALL '82	SPRING '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.1	8.4	12.6	1	WTMJ am	A/C	1	8	8	1	1	15/73	CHRISTAL	NBC	15.4
6.6	8.7	8.4	2	WEZW fm	BM	4	15	11	6	2	12/93	McGAVREN		6.0
4.1	4.7	6.5	3	WKTJ fm	CHR	2	2	2	2	5	19/56	CHRISTAL	ABC-C	7.1
6.6	6.7	6.4	4	WOKY am	BBnd	6	17	18	13	7	14/80	RKO	RKO-2	6.3
6.5	5.5	6.3	5	WQFM fm	AOR	5	1	1	3	14	15/72	SELCOM		7.2
8.5	4.2	4.8	6	WBCS-FM	Ctry	10	13	14	10	6	16/70	TORBET	CBS	4.2
8.0	8.6	4.8	6	WISN am	A/C	3	23	10	8	3	22/49	KATZ	ABC-I	5.5
5.1	5.9	4.7	8	WLUM fm	Urbn	12	6	3	5	8	11/97	W & P	CBS-R	4.7
2.4	3.7	4.7	8	WMIL fm	Ctry	11	7	7	7	9	14/76	RKO		3.7
4.7	4.6	4.3	10	WMYX fm	A/C	9	11	4	4	4	17/62	BLAIR		3.5
4.6	5.3	3.3	11	WZUU-FM	A/C	7	10	9	11	10	25/43	EASTMAN	NBC-S	5.1
5.6	4.1	3.2	12	WLPX fm	AOR	8	5	6	12	15	25/43	KATZ		7.9
1.8	1.4	3.0	13	WNOV am	Blk	17	4	12	15	16	11/95	WALTON	NBN	2.9
2.4	3.3	2.8	14	WMGF fm	A/C	13	14	5	9	12	17/63	MMR		4.2
2.8	1.6	2.0	15	WLZZ am	Gold	15	25	13	14	11	22/49	EASTMAN	RKO-1	0.6
2.8	2.3	2.0	15	WRKR fm	CHR	14	3	16	18	18	24/46	CBS-FM	ABC-C	2.4
2.0	2.4	1.8	17	WAWA am	Blk	22	9	15	17	20	14/77	W & P	SHRDN	0.5
--	1.2	1.8	17	WFMR-FM	A/C	19	27	19	16	13	18/62	CMBS		0.4
1.4	1.2	1.2	19	WRJN am	A/C	25	22	25	25	27	13/81	MASLA	ABC-I	1.1
1.0	0.8	1.1	20	WBBM am	News	18	20	27	28	26	28/38	CBS SPOT	CBS	1.0
1.1	1.3	1.0	21	WEMP am	Easy	16	19	24	20	17	34/32	BLAIR	ABC-E	0.8
0.5	0.6	1.0	21	WLS am	CHR	20	12	17	19	21	30/36	BLAIR	ABC-C	0.4

Continued on Page 113



#1 Teens  
#1 18-34 Adults  
#1 18-49 Men

Monday thru Sunday  
6a.m.-Midnight Spring 1983 ARB



# Minneapolis-St. Paul #17



SPRING '82	FALL '82	SPRING '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
20.0	20.5	20.6	1	WCCO am	A/C	1	7	6	3	1	11/97	CBS SPOT	CBS	16.6
10.0	9.7	11.0	2	WLOL fm	CHR	3	1	2	2	5	13/83	HILLIER		10.0
12.2	12.4	10.3	3	KSTP-FM	A/C	2	4	1	1	2	15/57	CHRISTAL		13.1
3.2	4.6	7.4	4	WAYL fm	BM	7	11	11	8	4	12/94	RKO	RKO-1	6.6
4.1	4.8	6.5	5	KEYE fm	BM	6	5	5	4	3	14/80	KATZ		7.0
6.0	4.9	5.8	6	KDWB-FM	AOR	5	3	3	5	9	17/65	McGAVREN		8.5
4.6	5.7	5.4	7	KQRS-FM	AOR	4	2	4	6	10	18/59	TORBET	ABC-R	7.1
8.5	5.5	4.7	8	WDGY am	Ctry	8	9	8	7	6	16/68	BLAIR	NBC	5.9
3.1	4.1	3.8	9	KSTP am	Talk	9	10	13	10	8	19/57	CHRISTAL	ABC-I	2.5
4.4	3.8	3.2	10	WCCO-FM	A/C	10	8	7	9	7	21/51	EASTMAN	CBS-R	3.5
2.0	1.6	1.8	11	KDWB am	A/C	11	6	10	12	13	32/34	McGAVREN		0.8
1.6	1.7	1.6	12	KTWN fm	Jazz	12	18	9	11	11	20/54	LOTUS		2.2
2.0	1.8	1.4	13	KJJO fm	Ctry	14	12	14	14	12	21/51	MMR	ABC-E	1.8
0.6	1.7	1.4	13	KLBB am	BBnd	15	14	19	20	21	15/73	KATZ	ABC-D	0.9
2.3	2.1	1.4	13	WWTC am	A/C	13	20	12	13	14	23/48	MASLA	MBS	1.3

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WLOL	1 KSTP-FM	1 KSTP-FM	1 KSTP-FM	1 WCCO	1 KSTP-FM
2 KDWB-FM	2 WLOL	2 WCCO	2 WLOL	2 KSTP-FM	2 WCCO
3 KSTP-FM	3 KEYE	3 WLOL	3 WCCO	3 KEYE	3 WAYL
4 KQRS-FM	4 KQRS-FM	4 KDWB-FM	4 KEYE	4 WDGY	4 KEYE
5 KEYE	5 KDWB-FM	5 KEYE	5 WAYL	5 WLOL	5 WLOL
6 WCCO	6 WAYL	6 KQRS-FM	6 WDGY	6 WAYL	6 WDGY
7 WCCO-FM	7 WCCO-FM	7 WDGY	7 KQRS-FM	7 KDWB-FM	7 KSTP
8 WDGY	8 KDWB	8 WCCO-FM	8 WCCO-FM	8 WCCO-FM	8 WCCO-FM
9 KTWN	9 WDGY	9 KSTP	9 KDWB-FM	9 KQRS-FM	9 KDWB
10 WWTC	10 WCCO	10 KTWN	10 KDWB	10 KSTP	10 KTWN

## Format Reach

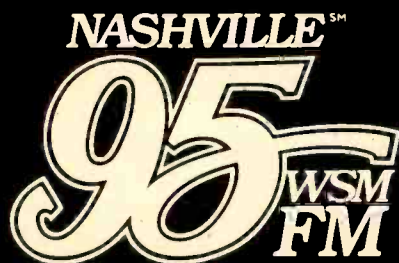
A/C	37.3
AOR	11.2
BBnd	1.4
BM/Easy	7.4
CHR	11.0
Ctry	12.6
Jazz	1.6
Misc	13.7
Talk	3.8

# Nashville-Davidson #44



SPRING '82	FALL '82	SPRING '83	12+ ACH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
12.4	12.8	12.9	1	WKDF fm	AOR	1	1	1	1	6	11/98	BLAIR	ABC-R	17.9
10.0	9.0	9.5	2	WWKX fm	CHR	2	2	2	2	5	14/80	MMR	RKO-1	12.4
6.3	4.1	8.2	3	WSM-FM	Ctry	4	6	5	3	1	12/87	CHRISTAL		9.5
9.4	10.2	7.9	4	WZEZ fm	BM	7	18	13	7	3	10/104	TORBET		7.2
9.2	10.0	7.4	5	WSIX-FM	Ctry	5	11	8	6	2	13/82	KATZ	RKO-2	7.4
--	4.9	6.4	6	WYHY fm	A/C	6	5	3	4	4	13/81	McGAVREN		3.6
2.0	3.0	5.4	7	WMAK fm	Urbn	10	3	4	5	8	13/86	SELCOM		6.4
5.7	6.8	5.3	8	WLAC am	Talk	9	14	15	13	12	14/77	HILLIER	CBS	4.9
6.8	5.9	5.0	9	WSM am	Ctry	3	16	12	10	10	22/48	CHRISTAL	NBC	5.0
--	2.8	4.6	10	WLAC-FM	A/C	8	8	6	8	7	17/63	HILLIER		2.8
9.4	6.1	4.6	10	WVOL am	Blk	11	4	7	9	9	15/74	SELCOM	NBN	2.3
2.9	2.9	3.2	12	WSIX am	Ctry	12	9	9	11	11	17/63	KATZ	ABC-I	1.9
--	1.3	2.2	13	WJKZ fm	Ctry	13	7	11	12	13	17/65	W & P	RKO-2	3.2
0.5	0.6	1.5	14	WGNS am	A/C	19	26	20	23	23	8/130		CBS	0.5
1.4	1.0	1.5	14	WKDA am	AOR	14	15	10	15	16	20/54	BLAIR	ABC-I	0.8
3.1	1.5	1.4	16	WAMB am	BBnd	17	20	21	19	19	14/79	ROSLIN	MBS	2.4
--	2.1	1.2	17	WNKZ am	Ctry	18	12	16	16	14	14/77	W & P	RKO-2	0.7

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Nashville's #1 country station,  
 "The New Country Hit"

\*Birch Report, April-June '83



SPRING '82	FALL '82	SPRING '83	12+ ADJ METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
1.5	2.2	1.2	27	WRBD am	Blk	29	7	15	23	25	13/86	W & P	NBN	1.0
1.0	1.2	1.1	28	WGBS am	N/T	19	28	28	30	28	30/36	TORBET	MBS	1.1
0.9	0.6	1.0	29	WKAT am	BBnd	26	32	33	32	32	17/63	LOTUS		0.7
2.0	2.5	1.0	29	WLQY am	BBnd	27	33	32	31	31	15/72	SELCOM	ABC-D	1.2

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WHYI	1 WHYI	1 WHYI	1 WHYI	1 WHYI	1 WQBA
2 WSHE	2 WINZ-FM	2 WINZ-FM	2 WINZ-FM	2 WQBA	2 WHYI
3 WINZ-FM	3 WAIA	3 WAXY	3 WWWL	3 WAXY	3 WCMQ-FM
4 WAXY	4 WWWL	4 WSHE	4 WAIA	4 WINZ-FM	4 WWWL
5 WEDR	5 WAXY	5 WEDR	5 WAXY	5 WAIA	5 WINZ-FM
6 WWWL	6 WSHE	6 WAIA	6 WCMQ-FM	6 WEDR	6 WWJF
7 WAIA	7 WEDR	7 WQBA-FM	7 WQBA	7 WLYF	7 WAXY
8 WWJF	8 WQBA-FM	8 WQBA	8 WEDR	8 WSHE	8 WAIA
9 WQBA-FM	9 WWJF	9 WWWL	9 WWJF	9 WCMQ-FM	9 WLYF
10 WKQS	10 WCMQ-FM	10 WKQS	10 WQBA-FM	10 WQBA-FM	10 WEDR

## Format Reach

A/C	18.7
AOR	4.7
BBnd	2.0
Blk/Urbn	5.1
BM/Easy	10.9
CHR	13.5
Clas	1.4
Ctry	5.0
Gold	1.3
Misc	6.8
News	8.2
Span	21.8
Talk	1.6

# Milwaukee-Racine #25

Continued from Page 110

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WQFM	1 WKTI	1 WQFM	1 WMYX	1 WTMJ	1 WTMJ
2 WKTI	2 WMYX	2 WTMJ	2 WKTI	2 WISN	2 WMYX
3 WLUM	3 WKTI	3 WTMJ	3 WEZW	3 WEZW	3 WEZW
4 WLPX	4 WQFM	4 WLUM	4 WEZW	4 WLUM	4 WBCS-FM
5 WMGF	5 WMIL	5 WISN	5 WLUM	5 WKTI	5 WKTI
6 WTMJ	6 WZUU-FM	6 WLPX	6 WZUU-FM	6 WLZZ	6 WISN
7 WISN	7 WEZW	7 WMGF	7 WMIL	7 WOKY	7 WZUU-FM
8 WMIL	8 WMGF	8 WMIL	8 WBCS-FM	8 WBCS-FM	8 WOKY
9 WLZZ	9 WNOV	9 WLZZ	9 WQFM	9 WMIL	9 WMIL
10 WMYX	10 WTMJ	10 WBCS-FM	10 WISN	10 WQFM	10 WLUM

## Format Reach

A/C	30.8
AOR	9.5
BBnd	6.4
Blk/Urbn	9.5
BM/Easy	9.4
CHR	9.5
Ctry	9.5
Gold	2.0
Misc	12.3
News	1.1

# Nashville-Davidson #44

Continued from Page 112

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Men 25-54
1 WKDF	1 WWKX	1 WKDF	1 WWKX	1 WSM-FM	1 WYHY
2 WMAK	2 WYHY	2 WSM-FM	2 WYHY	2 WZEZ	2 WWKX
3 WSM-FM	3 WKDF	3 WMAK	3 WKDF	3 WKDF	3 WSM-FM
4 WYHY	4 WMAK	4 WYHY	4 WSM-FM	4 WSIX-FM	4 WSIX-FM
5 WWKX	5 WSM-FM	5 WSIX-FM	5 WMAK	5 WWKX	5 WZEZ
6 WLAC-FM	6 WVOL	6 WZEZ	6 WSIX-FM	6 WLAC-FM	6 WMAK
7 WSIX-FM	7 WLAC-FM	7 WWKX	7 WZEZ	7 WYHY	7 WVOL
8 WVOL	8 WSIX-FM	8 WLAC-FM	8 WLAC-FM	8 WSM	8 WLAC-FM
9 WSIX	9 WSM	9 WVOL	9 WVOL	9 WMAK	9 WKDF
10 WKDA	10 WZEZ	10 WSM	10 WSM	10 WLAC	10 WSM

## Format Reach

A/C	12.5
AOR	14.4
BBnd	1.4
Blk/Urbn	10.0
BM/Easy	7.9
CHR	9.5
Ctry	27.2
Misc	11.8
Talk	5.3

# Nassau-Suffolk #12



SPRING '82	FALL '82	SPRING '83	12+ ADH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
5.7	5.8	6.9	1	WBLI fm	CHR	3	5	1	1	1	12/87	MASLA	
4.8	4.7	5.2	2	WCBS am	News	2	16	16	10	5	19/58	CBS SPOT	CBS
2.9	3.9	5.0	3	WAPP fm	AOR	5	3	2	3	10	17/64	MMR	
6.3	6.2	4.7	4	WNBC am	CHR	1	4	9	4	2	22/49	HILLIER	NBC
5.7	4.2	4.4	5	WYNY fm	A/C	7	12	3	2	6	15/71	HILLIER	
4.8	4.7	4.2	6	WOR am	Talk	11	19	32	19	15	13/82	RKO-2	ABC-E
4.8	4.1	4.2	6	WRFM fm	BM	18	34	20	20	14	9/116	TORBET	
1.9	3.7	3.9	8	WALK-FM	A/C	16	24	13	9	8	11/98	ROSLIN	
3.1	4.1	3.7	9	WINS am	News	4	23	19	15	9	23/48	GROUP W	ABC-D
1.7	1.8	3.6	10	WPIX fm	A/C	9	11	4	5	3	17/62	CHRISTAL	
5.0	3.8	3.4	11	WPLJ fm	AOR	6	1	8	12	23	22/48	BLAIR	ABC-R
1.7	2.4	3.3	12	WBLS fm	Urbn	14	6	6	8	11	15/74	McGAVREN	
3.4	3.8	3.3	12	WCBS-FM	Gold	10	25	7	6	4	18/61	CBS-FM	CBS
3.9	3.9	3.2	14	WHLI am	BBnd	22	38	25	18	17	11/103	ROSLIN	
3.6	3.2	2.7	15	WBAB fm	AOR	8	2	10	13	26	24/46		
1.5	1.3	2.6	16	WKHK fm	Ctry	20	21	15	7	7	14/75	W & P	
2.9	1.7	2.3	17	WRKS fm	Urbn	13	7	12	16	22	22/50	RKO	RKO-1
2.4	1.8	2.2	18	WKTU fm	Urbn	17	8	11	14	21	19/57	TORBET	
1.2	1.9	2.2	18	WLIR fm	AOR	19	9	5	11	24	17/62	MASLA	
2.0	1.6	2.1	20	WABC am	Talk	12	13	17	17	13	25/44	BLAIR	ABC-I
1.8	1.4	2.1	20	WKJY fm	BM	25	35	21	22	18	12/88	ROSLIN	
1.8	1.2	2.0	22	WGSM am	A/C	28	40	26	24	12	11/97	McGAVREN	
2.7	2.4	2.0	22	WPAT-FM	BM	21	27	34	27	16	17/63	CHRISTAL	
1.9	2.5	1.7	24	WNEW am	BBnd	26	29	22	29	20	15/72	KATZ	
0.8	0.8	1.5	25	WQXR fm	Clas	29	20	33	35	32	14/75	McGAVREN	

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SPRING '82	FALL '82	SPRING '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
6.4	12.9	13.2	1	WYLD-FM	Blk	3	4	1	1	1	8/134	HILLIER		12.8
8.6	8.6	9.2	2	WEZB fm	CHR	1	1	3	4	9	15/71	TORBET	RKO-1	17.3
12.9	8.8	8.8	3	WAIL fm	Urbn	2	2	4	3	3	12/87	SELCOM	NBC-S	5.3
8.5	8.1	8.8	3	WRNO fm	AOR	4	3	2	2	4	11/98	MASLA	ABC-F	7.8
5.9	7.0	8.2	5	WBYU fm	BM	9	9	11	9	7	9/116	CHRISTAL		6.0
5.0	6.1	6.7	6	WAJY fm	A/C	7	12	6	5	2	13/86	KATZ		5.9
4.5	4.7	4.6	7	WQUE fm	A/C	5	8	5	6	5	19/56	EASTMAN		4.5
6.8	5.5	4.4	8	WNOE-FM	Ctry	10	10	9	8	6	16/69	McGAVREN	ABC-E	6.2
4.8	4.6	4.1	9	WWL am	Talk	8	14	14	13	11	19/56	KATZ	CBS	5.5
3.7	2.7	3.9	10	WSMB am	A/C	14	16	16	16	16	12/94	ROSLIN	MBS	4.4
3.2	2.9	3.8	11	WBOK am	Blk	11	5	8	10	12	18/62		SHRDN	2.4
5.6	5.9	3.7	12	WTIX am	CHR	6	7	7	7	8	23/47	BLAIR	NBC	4.0
2.6	3.0	3.4	13	WNOE am	Ctry	15	11	15	15	14	13/85	McGAVREN	ABC-E	2.9
4.4	3.2	3.1	14	WGSO am	N/T	13	15	13	14	15	17/65	EASTMAN	ABC-I	2.6
3.2	2.5	2.5	15	WYLD am	Blk	12	6	12	12	13	22/48	HILLIER		1.6
2.3	1.1	2.4	16	WWIW am	BBnd	16	19	19	17	17	12/89	LOTUS	MBS	1.7
--	--	2.3	17	WYAT am	Gold	17	13	10	11	10	12/89	SELCOM	NBN	1.2

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WRNO	1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	1 WYLD-FM
2 WYLD-FM	2 WEZB	2 WRNO	2 WEZB	2 WRNO	2 WAJY
3 WEZB	3 WQUE	3 WAIL	3 WAIL	3 WAJY	3 WAIL
4 WAIL	4 WAIL	4 WEZB	4 WQUE	4 WAIL	4 WQUE
5 WQUE	5 WAJY	5 WAJY	5 WAJY	5 WNOE-FM	5 WEZB
6 WAJY	6 WRNO	6 WQUE	6 WRNO	6 WYAT	6 WNOE-FM
7 WBOK	7 WTIX	7 WYAT	7 WNOE-FM	7 WBYU	7 WBYU
8 WYAT	8 WBOK	8 WBYU	8 WTIX	8 WTIX	8 WTIX
9 WTIX	9 WNOE-FM	9 WTIX	9 WBYU	9 WEZB	9 WNOE
10 WNOE-FM	10 WYAT	10 WNOE-FM	10 WBOK	10 WQUE	10 WRNO

## Format Reach

A/C	15.2
AOR	8.8
BBnd	2.4
Blk/Urbn	28.3
BM/Easy	8.2
CHR	12.9
Ctry	7.8
Gold	2.3
Misc	6.9
News	1.5
Talk	5.7

## New York #1



SPRING '82	SUMMER '82	FALL '82	WINTER '83	SPRING '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
5.1	5.3	5.6	4.9	5.2	1	WBLS fm	Urbn	7	2	2	2	3	13/85	McGAVREN		4.5
5.9	5.1	5.3	4.9	5.2	1	WOR am	Talk	9	17	23	19	14	12/87	RKO	ABC-E	6.0
6.2	5.5	4.2	5.2	4.9	3	WKTU fm	Urbn	3	3	3	3	5	15/72	TORBET		6.5
4.2	4.2	4.3	3.7	4.9	3	WRFM fm	BM	15	27	21	11	6	11/102	TORBET		2.8
4.3	4.6	5.2	5.4	4.8	5	WINS am	News	1	15	11	12	10	20/53	GROUP W	ABC-D	5.1
4.7	5.0	5.0	4.7	4.6	6	WYNY fm	A/C	5	9	1	1	1	16/68	HILLIER		3.4
5.9	5.1	4.5	4.0	4.5	7	WRKS fm	Urbn	8	4	4	5	8	15/73	RKO	RKO-1	4.8
4.5	4.6	4.8	4.6	4.3	8	WCBS am	News	2	19	15	13	9	20/54	CBS SPOT	CBS	4.2
4.5	3.5	4.3	4.5	4.1	9	WPLJ fm	AOR	6	1	6	7	20	17/63	BLAIR	ABC-R	6.0
3.3	3.3	3.8	3.9	3.8	10	WPAT-FM	BM	13	26	19	16	11	14/77	CHRISTAL		3.5
1.6	1.7	1.8	3.3	3.6	11	WPIX fm	A/C	11	7	5	4	4	17/65	CHRISTAL		3.6
3.7	4.4	4.0	4.1	3.1	12	WNBC am	CHR	4	6	10	8	7	24/45	HILLIER	NBC	3.7
2.8	3.2	2.8	3.0	3.0	13	WCBS-FM	Gold	12	16	9	6	2	18/59	CBS-FM	CBS	2.5
2.6	3.0	2.5	2.4	2.9	14	WABC am	Talk	10	11	14	17	16	21/50	BLAIR	ABC-I	3.5
3.2	3.5	3.4	2.7	2.9	14	WNEW am	BBnd	18	18	25	20	13	12/88	KATZ		2.2
1.5	4.9	3.1	2.9	2.8	16	WAPP fm	AOR	14	5	7	9	19	19/57	MMR		4.2
2.7	2.6	2.3	2.1	2.4	17	WHN am	Ctry	16	21	20	15	15	19/57	SELCOM	MBS	2.3
2.4	1.9	2.3	2.1	2.2	18	WPAT am	BM	19	29	33	28	25	16/67	CHRISTAL		1.0
1.9	1.6	2.7	2.5	2.1	19	WADO am	Span	24	25	18	18	18	8/131			4.2
2.9	2.0	2.1	2.2	2.1	19	WNEW-FM	AOR	17	14	8	10	17	18/61	KATZ	NBC-S	2.7
2.2	2.6	1.8	1.8	2.0	21	WMCA am	Talk	21	28	28	23	22	15/71	ROSLIN	AP	1.8
1.7	2.2	1.8	1.6	1.9	22	WKHK fm	Ctry	20	20	12	14	12	16/66	W & P		2.1
1.4	1.3	1.7	2.1	1.8	23	WQXR-A&F	Clas	22	31	34	26	26	17/64	McGAVREN		1.4
2.2	1.8	2.1	1.7	1.2	24	WJIT am	Span	27	30	17	22	21	11/98	CABALLERO		1.7
0.8	0.7	1.0	0.7	1.1	25	WBLI fm	CHR	26	12	13	21	23	13/82	MASLA		0.8
1.0	0.7	1.4	1.2	1.1	25	WNCN fm	Clas	23	32	22	24	24	19/57	W & P		0.7

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# **WNBC/WYNY increased their share by using our call letters.**

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**Nassau-Suffolk #12**

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SPRING '82	FALL '82	SPRING '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
1.5	2.3	1.4	26	WCTO fm	BM	23	28	31	30	25	21/53	McGAVREN	
2.7	2.9	1.4	26	WHN am	Ctry	15	22	24	21	19	31/35	SELCOM	MBS
1.9	2.1	1.4	26	WMCA am	Talk	27	32	28	25	27	16/68	ROSLIN	AP
0.6	0.7	1.3	29	WPAT am	BM	31	39	40	36	29	15/74	CHRISTAL	
1.3	1.9	1.0	30	WEZN fm	BM	30	30	29	28	28	21/51	KATZ	
0.7	0.9	1.0	30	WRCN fm	AOR	33	10	18	26	33	17/64	UNIREP	

**Demographic Rank**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WAPP	1 WBLI	1 WAPP	1 WBLI	1 WCBS-FM	1 WBLI
2 WLIR	2 WYNY	2 WBLI	2 WYNY	2 WNBC	2 WPIX
3 WPLJ	3 WPIX	3 WCBS-FM	3 WNBC	3 WBLI	3 WYNY
4 WCBS-FM	4 WNBC	4 WKHK	4 WPIX	4 WAPP	4 WNBC
5 WBLI	5 WAPP	5 WNBC	5 WALK-FM	5 WKHK	5 WCBS
6 WBAB	6 WKTU	6 WBLI	6 WAPP	6 WCBS	6 WCBS-FM
7 WBLI	7 WBLI	7 WPLJ	7 WCBS-FM	7 WINS	7 WALK-FM
8 WYNY	8 WALK-FM	8 WLIR	8 WCBS	8 WPIX	8 WGSM
9 WPIX	9 WLIR	9 WPIX	9 WKTU	9 WBLI	9 WOR
10 WKTU	10 WCBS-FM	10 WBAB	10 WBLI	10 WALK-FM	10 WINS

**Format Reach**

A/C	13.9
AOR	14.3
BBnd	4.9
Blk/Urbn	10.8
BM/Easy	12.0
CHR	11.6
Clas	1.5
Ctry	4.0
Gold	3.3
Misc	7.1
News	8.9
Talk	7.7

**New York #1**

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**Demographic Rank**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WBLI	1 WYNY	1 WBLI	1 WYNY	1 WCBS-FM	1 WYNY
2 WPLJ	2 WRKS	2 WKTU	2 WPIX	2 WBLI	2 WPIX
3 WKTU	3 WPIX	3 WCBS-FM	3 WKTU	3 WYNY	3 WKTU
4 WAPP	4 WKTU	4 WYNY	4 WRKS	4 WCBS	4 WRKS
5 WRKS	5 WBLI	5 WPLJ	5 WBLI	5 WKTU	5 WBLI
6 WYNY	6 WPLJ	6 WAPP	6 WNBC	6 WRFM	6 WCBS-FM
7 WNEW-FM	7 WNBC	7 WRKS	7 WCBS-FM	7 WNBC	7 WRFM
8 WPIX	8 WNEW-FM	8 WPIX	8 WPLJ	8 WAPP	8 WNBC
9 WCBS-FM	9 WAPP	9 WNEW-FM	9 WRFM	9 WPIX	9 WOR
10 WNBC	10 WCBS-FM	10 WNBC	10 WINS	10 WNEW-FM	10 WINS

**Format Reach**

A/C	8.2
AOR	9.0
BBnd	2.9
Blk/Urbn	14.6
BM/Easy	10.9
CHR	4.2
Clas	2.9
Ctry	4.3
Gold	3.0
Misc	17.5
News	9.1
Span	3.3
Talk	10.1



# Norfolk-Portsmouth-Newport News-Hampton #34

SPRING '82	FALL '82	SPRING '83	12+ ADH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ A/C MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.6	10.6	10.9	1	WFOG-FM	BM	1	14	12	6	3	10/112	TORBET		7.5
8.9	10.6	10.6	2	WCMS-FM	Ctry	3	12	5	1	1	9/124	KATZ	ABC-E	12.4
8.6	7.9	8.6	3	WNOR-FM	AOR	2	1	1	3	6	12/91	RKO	ABC-R	10.2
7.7	7.4	7.2	4	WLTY fm	A/C	4	10	2	2	2	12/92	CHRISTAL		6.4
7.4	6.7	7.0	5	WOWI fm	Blk	6	5	3	4	5	12/91	McGAVREN	SHRDN	8.5
8.1	5.7	5.5	6	WMYK fm	AOR	7	3	4	5	14	15/72	EASTMAN	NBC-S	11.1
--	4.4	5.3	7	WNVZ fm	CHR	5	2	6	8	8	16/68	KATZ	ABC-C	6.0
4.0	3.7	4.3	8	WRAP am	Blk	8	4	8	9	11	16/68	W & P	NBN	5.2
3.2	4.0	4.3	8	WWDE fm	A/C	10	8	7	7	4	14/78	CBS-FM	ABC-F	4.8
5.0	5.4	3.8	10	WTAR am	A/C	9	16	13	13	7	18/60	CHRISTAL	CBS	5.3
6.2	3.4	3.4	11	WPCE am	Blk	12	11	14	12	9	13/86	McGAVREN	SHRDN	2.6
4.5	3.8	3.0	12	WGH am	A/C	11	13	10	10	10	17/64	BLAIR		2.6
3.0	2.8	2.8	13	WNIS am	News	13	19	19	19	12	15/75	HILLIER	NBC	1.3
1.9	1.8	2.4	14	WGH-FM	Clas	16	18	21	18	13	12/88	BLAIR		2.0
--	1.2	2.3	15	WQKS fm	AOR	15	6	9	11	15	16/68		RKO-2	2.0
1.3	1.7	2.2	16	WTJZ am	BBnd	20	20	18	20	19	10/112	KATZ	MBS	1.0
2.2	1.3	2.0	17	WCMS am	Ctry	17	21	17	15	16	12/93	KATZ		1.2
4.2	3.6	2.0	17	WNOR am	Blk	14	7	11	14	20	20/56	RKO		1.6
1.1	2.0	1.6	19	WKEZ fm	Ctry	18	25	15	16	18	15/71	EASTMAN		0.9
1.3	2.4	1.5	20	WXRI fm	A/C	19	9	16	17	17	14/76	HILLIER		1.5
0.7	0.4	1.0	21	WCPK am	BM	23	22	26	26	26	9/126	SOUTHERN	NBC	0.2

## Demographic Rank

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

## Format Reach

A/C	19.8
AOR	16.4
BBnd	2.2
Blk/Urban	16.7
BM/Easy	11.9
CHR	5.3
Clas	2.4
Ctry	14.2
Misc	8.3
News	2.8

# Oklahoma City #47



SPRING '82	FALL '82	SPRING '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.1	14.2	12.3	1	KATT-FM	AOR	1	2	1	1	6	11/103	SELCOM	NBC-S	16.5
10.6	12.3	11.1	2	KTOK am	N/T	3	13	12	10	7	11/98	MMR	ABC-I	12.3
5.7	9.9	10.0	3	KKNG fm	BM	6	14	11	8	5	11/99	CHRISTAL		6.2
1.7	2.1	9.0	4	KJYO fm	CHR	2	1	4	5	12	14/79	MMR		10.9
14.7	9.9	8.5	5	KEBC fm	Ctry	4	8	6	4	2	14/78	TORBET	ABC-E	8.9
6.0	5.5	7.5	6	KXXY fm	Ctry	11	7	3	3	1	10/112	McGAVREN		6.8
--	3.9	7.3	7	KZBS fm	A/C	8	5	2	2	4	13/85			7.2
9.5	7.0	7.1	8	KOMA am	Ctry	7	6	8	6	3	15/74	BLAIR	NBC	6.3
5.1	7.0	5.6	9	KOFM fm	A/C	5	3	5	7	8	19/56	KATZ	ABC-C	4.4
5.8	4.6	3.7	10	KLTE fm	A/C	9	9	7	9	9	22/48	MASLA	CBS	4.3
4.5	5.7	3.7	10	WKY am	Gold	10	11	9	11	10	21/51	EASTMAN	CBS	1.9
6.8	3.0	2.1	12	KKLR fm	Ctry	12	12	16	13	11	20/53	HILLIER	AP	1.5
1.8	1.7	1.9	13	KJIL fm	Rel	13	16	10	12	13	15/71	STARCOM	AP	2.9
4.0	2.4	1.5	14	KAEZ fm	Blk	16	10	13	14	14	13/85	W & P		3.6
0.6	0.5	1.1	15	KGFF am	News	17	15	15	16	16	12/88		ABC-I	0.6

## Demographic Rank

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

## Format Reach

A/C	16.6
AOR	12.3
Blk/Urbn	1.5
BM/Easy	10.0
CHR	9.0
Ctry	25.2
Gold	3.7
Misc	7.6
News	6.6
Rel	1.9
Talk	5.6



SPRING '82	SUMMER '82	FALL '82	WINTER '83	SPRING '83	12+ ACH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.8	7.9	8.7	9.2	8.2	1	KYW am	News	1	8	9	8	2	17/63	GROUP W	NBC	8.0
4.7	4.8	8.2	7.9	7.3	2	WEAZ fm	BM	4	22	15	11	4	12/92	McGAVREN		8.8
3.0	3.3	4.4	5.6	6.5	3	WUSL fm	Urbn	7	3	2	2	3	11/100	BLAIR	ABC-F	8.2
4.4	4.0	4.2	5.1	6.3	4	WPEN am	Easy	9	20	18	14	8	11/101	MMR	ABC-E	4.6
7.6	7.2	7.9	6.3	6.0	5	WMGK fm	A/C	3	6	3	1	1	16/68	MMR		5.8
6.4	6.3	5.9	5.0	5.5	6	WCAU-FM	CHR	2	1	7	6	9	19/57	CBS-FM	CBS	7.8
7.4	8.8	4.9	5.5	5.5	6	WDAS-FM	Urbn	12	4	5	4	5	11/103	HILLIER		5.0
4.7	6.2	4.4	4.7	4.8	8	WCAU am	Talk	5	21	12	13	10	17/64	CBS SPOT	CBS	5.3
4.4	3.1	4.1	3.8	4.6	9	WIOQ fm	AOR	10	16	1	3	6	15/75	McGAVREN		4.0
3.7	4.4	4.8	4.2	4.6	9	WYSP fm	AOR	8	2	6	7	18	15/71	TORBET	ABC-R	6.9
4.7	4.0	4.7	4.4	4.5	11	WWDB fm	Talk	14	12	17	17	15	11/100	W & P	ABC-I	4.1
5.1	6.5	4.5	5.3	4.2	12	WMMR fm	AOR	6	5	4	5	13	18/60	KATZ		5.4
5.5	4.9	4.6	4.5	4.1	13	WIP am	A/C	11	17	10	9	7	14/76	KATZ	ABC-D	4.5
--	--	0.4	2.6	2.7	14	WKSZ fm	A/C	16	11	13	12	11	13/80	HILLIER		2.0
3.0	2.4	2.1	2.5	2.7	14	WSNI-FM	A/C	13	15	8	10	12	20/53	RKO	RKO-1	3.4
2.5	1.7	3.5	2.8	2.3	16	WFIL am	Ctry	15	19	14	15	14	19/56	BLAIR	RKO-2	2.1
3.4	3.8	2.4	2.4	1.8	17	WWSH fm	A/C	17	13	11	16	16	17/65	CHRISTAL		1.5
1.9	1.9	1.4	1.6	1.7	18	WDAS am	Blk	18	14	16	18	19	18/60	HILLIER	NBN	0.5
1.8	1.5	1.9	2.3	1.7	18	WFLN-FM	Clas	19	26	24	19	17	17/63	CMBS		2.7
1.8	2.1	1.9	1.1	1.3	20	WHAT am	Blk	20	7	20	20	20	20/55	W & P	SHRDN	0.5
1.4	1.3	2.0	1.4	1.1	21	WJBR-FM	BM	21	30	27	22	21	17/64	McGAVREN		--

## Demographic Rank

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

## Format Reach

A/C	17.3
AOR	13.4
Blk/Urbn	15.0
BM/Easy	14.7
CHR	5.5
Clas	1.7
Ctry	2.3
Misc	12.6
News	8.2
Talk	9.3

## Phoenix #24

R&amp;R

SPRING '82	FALL '82	WINTER '83	SPRING '83	12+ AQH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
6.8	7.6	6.8	8.9	1	KDKB fm	AOR	1	2	1	1	6	14/76	BLAIR	NBC-S	11.3
5.9	5.5	7.9	7.8	2	KUPD fm	AOR	3	1	2	4	10	14/79	MASLA		8.2
8.8	10.1	8.6	7.7	3	KTAR am	News	2	18	11	14	9	15/73	CBS SPOT	ABC-I	7.5
7.8	6.5	7.4	7.4	4	KNIX-FM	Ctry	5	11	6	3	1	12/89	CHRISTAL		9.0
4.8	4.6	6.5	6.8	5	KKLT fm	A/C	4	6	3	2	2	14/80	CBS SPOT		8.1
8.4	6.7	6.3	6.7	6	KQYT fm	Easy	9	24	13	7	3	11/96	EASTMAN		5.7
8.1	6.5	7.1	6.6	7	KMEO-FM	Easy	7	25	15	12	8	13/85	McGAVREN		5.8
3.5	3.3	4.2	5.0	8	KOPA-FM	CHR	6	3	4	6	12	17/64	TORBET	ABC-C	7.4
3.3	3.3	3.9	4.5	9	KOOL-FM	A/C	10	12	5	5	4	17/65	KATZ	CBS	3.7
5.7	4.9	4.6	4.5	9	KOY am	A/C	8	8	12	9	5	17/63	EASTMAN	NBC	4.7
4.0	4.9	4.0	3.8	11	KUKQ am	Urbn	15	4	7	10	16	9/120	MASLA		2.5
4.8	3.8	3.9	3.4	12	KZZP-FM	CHR	11	5	8	8	11	20/53	McGAVREN		5.9
--	3.6	4.4	3.3	13	KEZC fm	Ctry	12	7	10	11	7	15/74	MMR	RKO-2	3.6
2.7	2.6	1.2	2.7	14	KLFF am	BBnd	16	22	26	22	19	13/86	LOTUS		1.6
2.5	2.4	2.6	2.6	15	KJJJ am	Ctry	13	9	19	15	13	16/67	MMR	RKO-2	1.2
2.4	1.6	1.4	2.1	16	KSTM fm	AOR	19	17	9	13	15	11/98	ROSLIN		1.8
1.5	2.4	1.5	1.6	17	KNIX am	Ctry	14	16	22	16	14	21/51	CHRISTAL		1.7
2.1	1.9	1.7	1.5	18	KHEP-FM	Clas	20	29	24	20	17	15/70	CMBS		1.6
1.5	1.5	1.0	1.4	19	KOOL am	A/C	18	20	20	18	18	19/57	KATZ	CBS	0.2
--	1.1	2.4	1.2	20	KNNN fm	Span	26	10	28	27	20	9/126	LOTUS		0.8
1.3	0.6	0.8	1.1	21	KZZP am	CHR	17	13	14	17	22	30/36	McGAVREN		0.6
1.4	1.5	1.5	1.0	22	KMEO am	Easy	22	27	30	29	26	16/68	McGAVREN		0.4
1.5	2.7	2.4	1.0	22	KPHX am	Span	30	21	21	24	23	6/178	CABALLERO		0.5

Continued on Page 128



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# Pittsburgh #14



SPRING '82	FALL '82	WINTER '83	SPRING '83	12+ ADH METRID RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
20.2	18.4	18.4	17.1	1	KDKA	am A/C	1	6	8	2	1	14/80	GROUP W	NBC	20.9
5.7	6.0	6.7	7.4	2	WBZZ	fm CHR	2	1	2	4	7	15/73	TORBET		10.0
5.9	6.7	6.3	6.9	3	WDVE	fm AOR	5	2	1	1	8	13/82	EASTMAN	NBC-S	9.7
4.3	3.9	5.4	6.3	4	WWSW	fm A/C	4	7	4	3	3	15/73	McGAVREN	ABC-C	2.5
5.5	6.7	5.0	5.9	5	WTAE	am A/C	6	11	7	5	2	15/71	KATZ	RKO-2	5.0
6.1	7.4	5.6	5.6	6	WAMO-FM	Urbn	9	4	3	6	5	12/91	SELCOM	SHRDN	5.1
5.6	5.0	5.6	5.5	7	WSHH	fm BM	8	13	12	11	9	13/85	BLAIR		4.8
--	2.7	3.4	4.8	8	WHTX	fm CHR	3	3	6	8	10	21/52	KATZ		6.0
5.0	4.1	5.0	4.8	8	WPNT	fm BM	10	9	11	9	6	13/84	GROUP W		3.3
3.7	5.2	5.7	4.5	10	WJAS	am BBnd	12	20	20	16	12	13/85	HILLIER	ABC-D	3.9
1.6	4.8	5.1	4.2	11	WHYW-FM	A/C	7	8	5	7	4	17/62	CHRISTAL		4.0
4.3	4.1	3.5	3.1	12	KQV	am News	11	16	13	14	14	19/56	EASTMAN	CBS	2.2
1.7	1.5	2.2	3.1	12	WTKN	am Talk	13	15	16	15	15	16/70	McGAVREN	ABC-C	3.2
2.3	2.8	2.1	2.3	14	WDSY	fm Ctry	15	10	10	10	11	16/69	MMR	ABC-I	3.9
2.8	2.2	2.6	1.7	15	WEEP	am Ctry	16	25	15	13	13	16/69	MMR	ABC-I	3.1
3.0	2.6	1.6	1.5	16	WYDD	fm CHR	14	5	9	12	16	25/43	MASLA	ABC-R	2.1
0.6	1.8	1.0	1.3	17	WNUF	fm BBnd	17	19	21	19	19	16/66			0.6
0.6	0.9	1.2	1.0	18	WPIT-FM	Rel	18	17	14	17	17	18/60			0.9

## Demographic Rank

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

## Format Reach

A/C	33.5
AOR	6.9
BBnd	5.8
Blk/Urbn	5.6
BM/Easy	10.3
CHR	13.7
Ctry	4.0
Misc	13.0
News	3.1
Rel	1.0
Talk	3.1



SPRING '82	FALL '82	SPRING '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
4.7	3.6	9.9	1	KRCK fm	AOR	3	2	1	1	8	10/108	SELCOM		8.7
6.1	6.8	7.9	2	KGW am	A/C	1	6	4	3	1	20/54	BLAIR	RKO-2	7.6
6.6	5.6	7.5	3	KCNR-FM	CHR	2	4	3	2	2	15/70	CHRISTAL	CBS-R	7.8
7.4	6.9	6.9	4	KUPL-FM	Easy	6	11	9	9	7	14/80	TORBET		7.1
5.8	7.6	6.3	5	KINK fm	AOR	5	8	2	4	3	15/70	BLAIR		7.0
5.9	5.6	6.2	6	KEX am	A/C	4	10	11	8	6	16/68	MMR	ABC-I	4.8
4.9	6.3	5.7	7	KXL-FM	BM	11	17	13	10	5	12/88	McGAVREN		4.3
1.5	4.2	5.0	8	KMJK fm	CHR	7	1	6	7	17	17/63	EASTMAN	AP	7.7
13.3	9.1	4.9	9	KGON fm	AOR	9	3	5	5	15	15/72	HILLIER		7.1
4.1	3.2	4.4	10	KUPL am	BBnd	12	21	21	18	16	14/78	TORBET	MBS	1.5
2.7	4.1	4.3	11	KJIB fm	Ctry	14	16	8	6	4	13/85	KATZ	ABC-E	3.5
5.4	3.9	4.1	12	KWJJ am	Ctry	10	15	14	12	9	18/62	KATZ	ABC-E	5.3
2.7	4.8	3.4	13	KXL am	News	13	18	18	16	13	16/67	McGAVREN	NBC	3.6
4.3	4.7	3.4	13	KYXI am	News	8	19	15	15	10	23/47	HILLIER	CBS	3.2
3.3	3.1	2.7	15	KYTE am	Ctry	17	9	17	13	12	18/62	SELCOM		1.8
1.6	--	2.5	16	KKSN am	Clas	16	13	10	14	11	20/54	CMBS		2.1
2.2	3.1	2.5	16	KQFM fm	A/C	15	7	7	11	14	21/51	MMR	RKO-1	3.6
2.8	2.3	2.0	18	KKEY am	Talk	20	22	24	24	21	10/105		MBS	2.1
1.0	1.8	1.7	19	KSKD fm	CHR	18	5	12	17	19	16/68	W & P		0.4
1.4	2.3	1.1	20	KPDQ-FM	Rel	19	20	16	19	18	22/49			2.4

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KRCK	1 KINK	1 KRCK	1 KGW	1 KINK	1 KGW
2 KGON	2 KGW	2 KINK	2 KCNR-FM	2 KCNR-FM	2 KCNR-FM
3 KINK	3 KCNR-FM	3 KCNR-FM	3 KINK	3 KGW	3 KINK
4 KCNR-FM	4 KRCK	4 KGON	4 KRCK	4 KRCK	4 KUPL-FM
5 KGW	5 KMJK	5 KGW	5 KMJK	5 KXL-FM	5 KJIB
6 KMJK	6 KQFM	6 KEX	6 KJIB	6 KEX	6 KXL-FM
7 KQFM	7 KJIB	7 KXL-FM	7 KUPL-FM	7 KWJJ	7 KKSN
8 KUPL-FM	8 KGON	8 KJIB	8 KQFM	8 KJIB	8 KEX
9 KEX	9 KUPL-FM	9 KWJJ	9 KGON	9 KYXI	9 KQFM
10 KXL-FM	10 KKSN	10 KMJK	10 KXL-FM	10 KXL	10 KUPL

## Format Reach

A/C	16.6
AOR	21.1
BBnd	4.4
BM/Easy	12.6
CHR	14.2
Clas	2.5
Ctry	11.1
Misc	7.6
News	6.8
Rel	1.1
Talk	2.0

# Providence-Warwick-Pawtucket

#26



SPRING '82	FALL '82	SPRING '83	12+ AQH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
10.7	12.6	12.3	1	WLKW-FM	BM	2	30	9	5	3	11/101	CHRISTAL	ABC-I
9.2	9.4	9.4	2	WPRO-FM	CHR	1	2	2	1	1	17/62	BLAIR	ABC-C
10.4	8.9	8.5	3	WHJY fm	AOR	3	1	1	2	5	14/75	KATZ	ABC-R
7.6	7.0	6.3	4	WPRO am	A/C	4	11	5	3	2	18/61	BLAIR	ABC-D
3.8	3.9	4.9	5	WLKW am	BBnd	12	33	13	9	8	8/134	CHRISTAL	ABC-I
3.2	4.6	4.8	6	WSNE fm	A/C	6	9	3	4	4	15/73	EASTMAN	RKO-1
4.9	3.2	4.3	7	WHJJ am	A/C	8	13	11	11	10	13/81	KATZ	ABC-E
4.6	5.9	3.9	8	WEAN am	News	9	15	14	13	12	14/75	McGAVREN	CBS
7.3	3.6	3.5	9	WPJB fm	A/C	5	5	7	8	6	21/51		
1.3	2.7	3.4	10	WBRU fm	AOR	7	7	4	6	9	20/54	ROSLIN	NBC-S
2.2	2.9	3.4	10	WMYS fm	A/C	10	12	6	7	7	14/78	CHRISTAL	
2.9	4.1	2.8	12	WBSM am	Talk	17	20	20	19	15	9/121	PRO RADIO	NBC
2.7	2.1	2.3	13	WXKS-FM	CHR	13	3	8	10	18	15/73	MMR	
3.4	3.7	1.9	14	WHIM am	Ctry	14	14	17	12	11	16/70	CHRISTAL	MBS
1.8	1.0	1.9	14	WSAR am	Talk	15	32	24	23	21	14/78	BLAIR	CBS
0.9	0.9	1.4	16	WNBH am	A/C	21	17	26	22	19	14/79		ABC-E
0.5	0.8	1.3	17	WALE am	A/C	24	16	32	29	28	13/84		MBS
1.9	1.8	1.3	17	WBZ am	A/C	19	19	23	17	14	19/57	GROUP W	ABC-E
0.7	1.3	1.3	17	WGNG am	Ctry	18	10	27	16	13	19/58	CHRISTAL	RKO-2
1.6	1.1	1.2	20	WCOZ fm	AOR	11	6	10	14	23	32/33	BLAIR	
--	--	1.2	20	WHTT fm	CHR	16	4	18	25	26	22/49	CBS-FM	CBS
0.5	0.5	1.0	22	WJIB fm	Easy	25	31	30	20	16	14/79	CHRISTAL	

Continued on Page 128



SPRING '82	FALL '82	SPRING '83	12+ ADH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
5.3	5.3	6.0	1	KDUO fm	BM	9	27	17	9	4	9/118	BLAIR	
6.2	6.6	5.8	2	KFI am	CHR	1	9	3	2	1	16/66	CHRISTAL	MBS
3.0	5.2	5.0	3	KIIS fm	CHR	2	7	1	1	3	15/73	McGAVREN	ABC-C
3.3	2.4	4.8	4	KCKC am	Ctry	14	25	14	11	7	9/128	HILLIER	ABC-I
3.8	4.8	4.4	5	KBIG fm	Easy	4	26	19	15	8	13/82	TORBET	
4.1	3.2	4.1	6	KGGI fm	CHR	3	5	5	3	2	15/72	MCGAVREN	CBS-R
4.7	4.1	4.0	7	KMET fm	AOR	5	6	2	4	5	14/75	EASTMAN	
3.3	2.5	3.9	8	KABC am	Talk	12	35	22	18	10	11/99	KATZ	ABC-I
2.1	3.3	3.3	9	KCAL-FM	AOR	13	2	6	5	18	12/87	W & P	NBC-S
3.0	3.5	3.3	9	KNX am	News	7	37	33	29	21	17/63	CBS SPOT	CBS
1.8	3.4	3.0	11	KQLH fm	A/C	10	19	13	7	6	17/63	W & P	MBS
2.4	2.5	2.9	12	KLOS fm	AOR	8	4	4	6	20	19/56	KATZ	ABC-R
0.8	1.2	2.5	13	KROQ-FM	AOR	21	3	10	14	26	11/101	ROSLIN	
1.2	1.0	2.3	14	KMPC am	Easy	17	32	30	26	23	16/67	MMR	
3.7	3.6	2.3	14	KOLA fm	AOR	6	1	12	16	31	24/44	MASLA	ABC-F
2.1	2.0	2.2	16	KLAC am	Ctry	15	18	23	20	15	18/60	EASTMAN	ABC-D
2.8	1.8	2.2	16	KRTH fm	CHR	11	15	11	8	9	23/46	RKO	RKO-1
2.2	1.8	2.2	16	KUTE fm	Urbn	20	11	7	10	13	17/66	MASLA	
1.9	2.0	2.1	19	KFXM am	CHR	18	8	9	13	16	17/63	BLAIR	
3.7	2.1	2.1	19	KOST fm	A/C	16	20	8	12	11	19/57	CHRISTAL	
2.2	2.3	1.8	21	KBON fm	BM	24	29	38	33	25	13/84	SELCOM	
2.0	1.5	1.7	22	KDIG am	Ctry	23	22	27	21	14	14/75	SELCOM	ABC-E
2.1	2.5	1.6	23	KNTF fm	Ctry	26	12	18	19	17	13/80	HILLIER	
2.7	2.6	1.4	24	KMEN am	Gold	22	13	15	17	12	19/58	MCGAVREN	CBS
--	1.3	1.3	25	KTNQ am	Span	40	14	21	25	30	8/138	CABALLERO	

Continued on Page 128

**Phoenix #24**

Continued from Page 122

**Demographic Rank**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KDKB	1 KKLT	1 KDKB	1 KKLT	1 KNIX-FM	1 KKLT
2 KUPD	2 KOPA-FM	2 KUPD	2 KNIX-FM	2 KOOL-FM	2 KNIX-FM
3 KOOL-FM	3 KDKB	3 KNIX-FM	3 KOPA-FM	3 KDKB	3 KQYT
4 KKLT	4 KUPD	4 KOOL-FM	4 KDKB	4 KQYT	4 KOOL-FM
5 KSTM	5 KOOL-FM	5 KKLT	5 KUPD	5 KOY	5 KOY
6 KOPA-FM	6 KZZP-FM	6 KOPA-FM	6 KOOL-FM	6 KUPD	6 KMEQ-FM
7 KNIX-FM	7 KUKQ	7 KSTM	7 KQYT	7 KTAR	7 KEZC
8 KUKQ	8 KNIX-FM	8 KQYT	8 KZZP-FM	8 KKLT	8 KOPA-FM
9 KZZP-FM	9 KEZC	9 KOY	9 KUKQ	9 KEZC	9 KTAR
10 KTAR	10 KVVA	10 KTAR	10 KOY	10 KMEQ-FM	10 KZZP-FM

**Format Reach**

A/C	17.2
AOR	18.8
BBnd	2.7
Blk/Urbn	3.8
BM/Easy	14.3
CHR	9.5
Clas	1.5
Ctry	14.9
Misc	7.4
News	7.7
Span	2.2

**Providence-Warwick-Pawtucket #26**

Continued from Page 126

**Demographic Rank**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM	1 WPRO	1 WPRO-FM
2 WPRO-FM	2 WHJY	2 WPRO-FM	2 WPRO	2 WPRO-FM	2 WPRO
3 WBRU	3 WSNE	3 WSNE	3 WLKW-FM	3 WHJY	3 WLKW-FM
4 WSNE	4 WPRO	4 WPRO	4 WHJY	4 WLKW-FM	4 WSNE
5 WMYS	5 WPJB	5 WBRU	5 WSNE	5 WSNE	5 WPJB
6 WPRO	6 WBRU	6 WMYS	6 WPJB	6 WMYS	6 WMYS
7 WPJB	7 WMYX	7 WPJB	7 WMYS	7 WLKW	7 WHJY
8 WCOZ	8 WLKW-FM	8 WLKW-FM	8 WBRU	8 WHJJ	8 WHIM
9 WHJJ	9 WXKS-FM	9 WHJJ	9 WXKS-FM	9 WPJB	9 WLKW
10 WBCN	10 WCOZ	10 WLKW	10 WHIM	10 WBRU	10 WJIB

**Format Reach**

A/C	26.3
AOR	13.1
BBnd	4.9
BM/Easy	13.3
CHR	12.9
Ctry	3.2
Misc	17.7
News	3.9
Talk	4.7

**Riverside-San Bernardino-Ontario #31**

Continued from Page 127

SPRING '82	FALL '82	SPRING '83	12+ AQH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
1.7	0.7	1.2	26	KBRT am	BBnd	25	43	25	22	19	18/60		
1.6	1.1	1.2	26	KFWB am	News	19	23	35	28	27	30/36	RAR	NBC
0.7	0.8	1.2	26	KHYE fm	A/C	42	42	42	40	37	6/177	H OAKES	ABC-E
2.4	1.8	1.1	29	KNX-FM	AOR	28	31	16	24	22	19/56	CBS-FM	
0.7	0.5	1.0	30	KRLA am	Gold	29	17	20	23	28	19/58	HILLIER	

**Demographic Rank**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KMET	1 KIIS	1 KFI	1 KIIS	1 KFI	1 KDUO
2 KLOS	2 KGGI	2 KMET	2 KGGI	2 KMET	2 KGGI
3 KIIS	3 KUTE	3 KIIS	3 KFI	3 KABC	3 KFI
4 KFI	4 KOST	4 KLOS	4 KDUO	4 KIIS	4 KIIS
5 KCAL-FM	5 KFI	5 KCAL-FM	5 KCKC	5 KGGI	5 KCKC
6 KROQ-FM	6 KRTH	6 KGGI	6 KQLH	6 KBIG	6 KQLH
7 KFXM	7 KCAL-FM	7 KRTH	7 KOST	7 KRTH	7 KBIG
8 KOLA	8 KMET	8 KABC	8 KUTE	8 KQLH	8 KOST
9 KRTH	9 KOLA	9 KROQ-FM	9 KRTH	9 KMPC	9 KRTH
10 KGGI	10 KLOS	10 KFXM	10 KCAL-FM	10 KLOS	10 KNTF

**Format Reach**

A/C	6.3
AOR	16.1
BBnd	1.2
Blk/Urbn	2.2
BM/Easy	14.5
CHR	19.2
Ctry	10.3
Gold	2.4
Misc	18.1
News	4.5
Span	1.3
Talk	3.9



SPRING '82	FALL '82	SPRING '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
13.7	13.5	13.5	1	WEZO fm	BM	2	6	7	4	2	12/91	KATZ		9.6
10.0	9.6	10.7	2	WVOR fm	A/C	4	7	2	1	1	12/88	McGAVREN		8.4
9.9	10.8	10.0	3	WCMF fm	AOR	3	1	1	2	8	14/78	CBS-FM		12.5
10.1	9.1	8.7	4	WHAM am	A/C	1	9	8	9	3	19/58	MMR	ABC-I	9.1
3.2	6.5	6.9	5	WPXY fm	CHR	5	3	3	3	4	18/59	CHRISTAL		8.3
8.2	7.2	6.1	6	WMJQ fm	AOR	6	2	4	5	10	19/57	BLAIR	ABC-R	9.8
5.1	5.9	5.1	7	WHFM fm	CHR	7	4	5	6	6	21/52	MMR	ABC-C	5.2
7.9	4.9	5.0	8	WNYR am	Ctry	9	13	9	8	5	13/84	KATZ	ABC-E	6.0
5.3	5.2	4.9	9	WPXN am	BBnd	11	16	14	12	11	10/110	CHRISTAL	CBS	1.8
4.4	5.1	4.3	10	WBBF am	A/C	8	8	10	10	7	20/54	BLAIR	ABC-D	3.9
3.1	2.5	4.3	10	WDXK fm	Blk	10	5	6	7	9	11/94	RILEY	NBN	6.6
0.5	2.9	3.3	12	WYLF fm	BBnd	12	17	19	17	17	13/85	MASLA		3.0
2.2	1.6	1.6	13	WFLC fm	Ctry	15	18	11	11	12	14/76	MARKET 4	ABC-E	0.4
1.6	1.4	1.6	13	WRTK am	Talk	13	20	16	16	15	26/42	HILLIER	NBC	1.2
--	0.4	1.1	15	WPCX fm	Misc	16	12	12	13	13	18/61	MARKET 4		--
--	--	1.0	16	WCGR am	A/C	18	19	18	14	14	8/143	MARKET 4	ABC-E	0.5

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WCMF	1 WVOR	1 WCMF	1 WVOR	1 WVOR	1 WVOR
2 WVOR	2 WPXY	2 WVOR	2 WPXY	2 WEZO	2 WEZO
3 WMJQ	3 WCMF	3 WMJQ	3 WEZO	3 WCMF	3 WNYR
4 WPXY	4 WHFM	4 WPXY	4 WHFM	4 WHAM	4 WHAM
5 WDXK	5 WMJQ	5 WEZO	5 WCMF	5 WPXY	5 WPXY
6 WHFM	6 WDKX	6 WDKX	6 WNYR	6 WNYR	6 WHFM
7 WEZO	7 WEZO	7 WHFM	7 WDKX	7 WHFM	7 WBBF
8 WNYR	8 WHAM	8 WNYR	8 WMJQ	8 WBBF	8 WDKX
9 WBBF	9 WNYR	9 WHAM	9 WHAM	9 WDKX	9 WMJQ
10 WHAM	10 WBBF	10 WBBF	10 WBBF	10 WMJQ	10 WCGR

## Format Reach

A/C	24.7
AOR	16.1
BBnd	8.2
Blk/Urban	4.3
BM/Easy	13.5
CHR	12.0
Ctry	6.6
Misc	13.0
Talk	1.6



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## Salt Lake City-Ogden #43

R&amp;R

SPRING '82	FALL '82	SPRING '83	12+ ADH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.0	13.1	11.9	1	KSL am	A/C	1	12	4	1	2	15/74	TORBET	CBS	10.0
10.7	10.2	11.3	2	KSFI fm	BM	2	11	6	2	1	12/92	BLAIR		8.8
5.8	7.0	8.2	3	KRSP-FM	AOR	3	1	2	5	9	16/68	SELCOM		12.4
7.6	6.3	6.0	4	KCPX-FM	AOR	4	3	1	6	10	16/69	KATZ		5.9
6.8	10.4	5.9	5	KSOP-FM	Ctry	8	6	8	8	6	13/87	MMR		6.4
3.4	3.4	5.5	6	KALL-FM	A/C	7	14	5	3	3	15/75	EASTMAN	RKO-1	4.1
4.6	3.8	5.2	7	KISN fm	A/C	6	13	3	4	4	16/67	McGAVREN	CBS-R	4.6
3.8	4.9	4.9	8	KALL am	A/C	5	25	10	7	5	17/63	EASTMAN	NBC	5.0
3.2	2.1	4.2	9	KZAN fm	Ctry	15	10	9	9	7	14/76	CHRISTAL	RKO-2	3.6
5.5	4.4	3.5	10	KLUB am	BM	14	23	20	19	16	18/61	McGAVREN	NBC	2.6
3.2	3.2	2.9	11	KLRZ fm	A/C	12	8	7	11	15	22/49	HILLIER		3.0
3.0	2.1	2.9	11	KRGO am	Ctry	18	20	16	10	8	13/84	CHRISTAL	ABC-E	2.7
3.7	3.8	2.7	13	KRSP am	CHR	9	2	14	16	20	28/39	SELCOM		2.5
3.2	3.2	2.6	14	KCPX am	A/C	11	9	12	12	11	26/41	KATZ	ABC-C	2.1
4.0	4.5	2.6	14	KDAB fm	A/C	10	5	11	14	17	27/40	W & P		5.0
5.1	3.3	2.6	14	KFMY fm	CHR	13	7	13	13	13	25/44	MASLA		4.4
1.1	0.7	1.9	17	KJQN am	CHR	21	16	15	15	14	14/79			0.8
2.0	1.9	1.9	17	KSOP am	Ctry	16	18	18	17	12	23/47	MMR		1.5
0.9	0.8	1.5	19	KCGL fm	BM	26	21	24	24	21	10/114	SCHWARTZ		0.6
--	2.3	1.2	20	KDYL am	News	17	17	25	21	22	33/32	BLAIR	MBS	1.1

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**BUYING SALT LAKE**  
**IS A BREEZE... WITH** **FM100** **AND** **NEWS RADIO 1280**  
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- #1 In Men 25-54 (Metro) 6am-Midnight, Mon-Fri & Mon-Sun**
- #1 In Men 35-64 (Metro) 6am-Midnight, Mon-Fri & Mon-Sun**
- #1 In Women 18 + (Metro) 6am-Midnight, Mon-Fri & Mon-Sun**
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# Sacramento #35



SPRING '82	FALL '82	SPRING '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
5.8	5.5	8.2	1	KEWT fm	BM	3	11	12	12	5	11/95	EASTMAN		4.6
13.7	8.5	7.9	2	KZAP fm	AOR	1	1	1	2	9	14/76	McGAVREN		11.3
9.9	10.2	7.4	3	KXOA-FM	A/C	2	7	2	1	1	14/76	BLAIR	ABC-D	6.9
5.6	4.8	6.7	4	KRAK am	Ctry	8	9	10	7	3	12/87	EASTMAN		6.3
5.6	7.7	6.5	5	KCTC fm	BM	7	8	11	9	4	13/83	CHRISTAL		5.8
3.1	5.7	6.3	6	KAER fm	Ctry	11	10	5	3	2	11/98	KATZ		7.9
3.9	4.6	5.2	7	KFBK am	News	9	20	14	13	10	15/74	KATZ	MBS	3.6
2.4	3.3	4.9	8	KWOD fm	CHR	6	4	4	4	8	18/59		ABC-F	5.9
3.3	5.1	4.8	9	KROY fm	AOR	5	2	3	6	15	19/57	SELCOM		4.8
3.9	5.3	4.8	9	KXOA am	BBnd	15	14	15	15	12	9/117	BLAIR	ABC-D	3.0
4.7	5.2	4.5	11	KSFM fm	A/C	4	5	6	5	6	20/53	MMR		4.8
4.2	4.6	4.2	12	KGNR am	Talk	10	22	13	14	11	18/61	CHRISTAL	CBS	3.5
3.1	3.3	3.7	13	KPOP fm	CHR	14	3	7	10	14	15/72	CBS-FM		5.3
2.0	2.5	3.2	14	KFRC am	CHR	12	6	9	11	13	21/51	RKO		2.3
3.3	3.0	3.1	15	KHYL fm	Gold	13	12	8	8	7	20/55	W & P		4.0
2.2	1.5	1.6	16	KGO am	Talk	17	17	20	21	21	17/64	BLAIR	ABC-I	1.8
2.0	1.2	1.5	17	KGMS am	Misc	16	21	21	18	17	22/48	MMR	CBS	1.9
1.0	1.2	1.3	18	KFIA am	Rel	20	25	16	16	16	16/68			1.9
2.5	1.4	1.0	19	KNBR am	A/C	18	13	19	17	18	26/42	McGAVREN	NBC	1.4

## Demographic Rank

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

## Format Reach

A/C	12.9
AOR	12.7
BBnd	4.8
BM/Easy	14.7
CHR	11.8
Ctry	13.0
Gold	3.1
Misc	14.7
News	5.2
Rel	1.3
Talk	5.8



SPRING '82	FALL '82	WINTER '83	SPRING '83	12+ ADH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
21.1	23.4	20.6	20.9	1	KMOX	am Talk	1	6	6	1	1	10/104	CBS SPOT	CBS	24.3
3.4	6.9	8.8	10.6	2	KHTR	fm CHR	2	1	1	2	6	14/78	CBS-FM	CBS	12.7
6.6	4.9	4.9	7.0	3	KEZK	fm BM	3	13	12	8	2	12/91	MMR		4.5
6.1	5.5	7.0	6.8	4	KMJM	fm Urbn	8	3	3	4	5	10/107	McGAVREN		7.4
6.7	6.5	5.8	6.2	5	WIL-FM	Ctry	5	7	7	6	3	12/90	BLAIR		7.1
5.4	6.2	5.4	5.8	6	KSD-FM	A/C	4	8	4	3	4	13/81	TORBET		4.7
4.5	5.7	6.3	5.5	7	KSHE	fm AOR	6	4	2	5	8	13/81	KATZ		7.2
8.7	5.6	4.4	5.5	7	KWK-A&F	AOR	4	2	4	6	14	15/74	HILLIER		6.8
3.9	3.8	5.8	4.8	9	WRTH	am BBnd	10	22	21	14	9	12/91	MMR	ABC-I	3.2
4.1	3.5	3.4	4.4	10	KSD	am Ctry	9	14	11	9	7	13/81	TORBET	MBS	3.8
4.1	4.1	2.3	2.5	11	KYKY	fm A/C	11	12	8	10	10	20/53	RKO		3.5
2.8	3.3	3.6	2.5	11	WZEN	fm Blk	14	5	9	12	13	13/85	W & P	NBN	2.2
2.2	2.3	2.0	2.2	13	KADI-FM	A/C	13	17	10	11	12	18/62	SELCOM	RKO-1	1.5
3.5	2.6	2.7	1.9	14	KXOK	am Talk	12	11	15	13	11	25/44	KATZ	NBC	2.2
2.7	1.9	2.5	1.8	15	KATZ	am Blk	15	10	14	15	14	17/63	W & P	NBN	0.8
1.9	2.1	2.1	1.5	16	WESL	am Blk	16	9	13	16	15	16/67	R A LAZAR	SHRDN	0.2
3.0	2.0	2.3	1.1	17	WIL	am Ctry	17	20	24	18	17	21/52	BLAIR	ABC-E	1.1

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KSHE	1 KHTR	1 KMOX	1 KHTR	1 KMOX	1 KMOX
2 KWK-A/F	2 KSD-FM	2 KSHE	2 KMOX	2 WIL-FM	2 KEZK
3 KMJM	3 KMJM	3 KMJM	3 KSD-FM	3 KEZK	3 KSD-FM
4 KHTR	4 KSHE	4 KHTR	4 KMJM	4 KSD-FM	4 WIL-FM
5 WMOX	5 KYKY	5 WIL-FM	5 WIL-FM	5 KSHE	5 KHTR
6 KSD-FM	6 WIL-FM	6 KWK-A/F	6 KEZK	6 KSD	6 KMJM
7 WIL-FM	7 KMOX	7 KSD-FM	7 KYKY	7 KMJM	7 KYKY
8 WZEN	8 KWK-A/F	8 KEZK	8 KSHE	8 KHTR	8 KSD
9 KYKY	9 KADI-FM	9 KSD	9 KADI-FM	9 WRTH	9 WRTH
10 KSD	10 WZEN	10 WZEN	10 KWK-A/F	10 WZEN	10 KADI-FM

## Format Reach

A/C	10.5
AOR	11.0
BBnd	4.8
Blk/Urbn	12.6
BM/Easy	7.0
CHR	10.6
Ctry	11.7
Misc	9.0
Talk	22.8

# San Antonio #38



SPRING '82	FALL '82	SPRING '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
6.5	6.3	10.2	1	KQXT fm	BM	4	15	9	7	3	9/117	KATZ		6.1
--	--	8.2	2	KXZL fm	AOR	5	1	1	3	12	11/96	TORBET		14.4
5.4	5.2	7.3	3	WOAI am	N/T	10	16	13	11	8	11/102	CBS SPOT	CBS	5.2
6.0	7.5	7.2	4	KAJA fm	Ctry	7	7	4	1	1	12/89	CBS-FM		8.6
7.4	6.4	6.3	5	KTSA am	CHR	1	6	6	5	4	21/53	BLAIR		6.2
6.4	6.0	6.2	6	KKYX am	Ctry	6	14	12	9	5	15/74	CHRISTAL	ABC-D	3.9
9.0	7.3	6.1	7	KTFM fm	CHR	2	4	5	4	7	17/65	BLAIR		9.1
11.1	12.2	5.9	8	KISS fm	AOR	3	3	2	6	11	17/64	McGAVREN	NBC-S	7.4
4.6	5.4	5.9	8	KLLS-FM	A/C	9	10	3	2	2	14/79	SELCOM		6.8
5.5	6.0	5.2	10	KCOR am	Span	13	12	14	13	10	11/98	KATZ		7.8
4.2	4.6	4.4	11	KBUC-FM	Ctry	12	17	11	10	6	15/73	EASTMAN	ABC-I	3.0
3.8	5.7	4.0	12	KITY fm	CHR	8	2	8	12	14	20/53	MMR	ABC-F	5.1
4.9	4.0	3.8	13	KONO am	A/C	11	8	7	8	9	18/61	MMR	ABC-C	3.1
2.1	1.0	2.6	14	KAPE am	Blk	19	9	15	15	15	7/146	PRO RADIO	CBS-R	1.5
2.4	1.2	2.2	15	KSLR fm	Rel	15	11	10	14	13	11/95	GROSKIN	MBS	1.7
4.5	2.6	1.9	16	KEDA am	Span	14	25	19	17	17	14/79	SELCOM		1.6
0.5	1.7	1.6	17	KESI fm	AOR	17	5	16	18	24	14/78	PRO RADIO	CBS-R	1.6
--	--	1.4	18	KVAR am	Span	18	18	18	16	16	15/72			0.2
2.0	2.2	1.3	19	KBUC am	Ctry	16	19	20	19	18	19/57	EASTMAN	ABC-I	2.1
0.7	1.8	1.2	20	KGNB am	A/C	21	23	26	22	23	9/125	M & C	ABC-E	0.7

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KISS	1 KLLS-FM	1 KISS	1 KAJA	1 KAJA	1 KLLS-FM
2 KXZL	2 KXZL	2 KAJA	2 KLLS-FM	2 KQXT	2 KAJA
3 KAJA	3 KTFM	3 KXZL	3 KTSA	3 KLLS-FM	3 KTSA
4 KONO	4 KAJA	4 KTFM	4 KTFM	4 KKYX	4 KQXT
5 KTFM	5 KTSA	5 KLLS-FM	5 KXZL	5 WOAI	5 KBUC-FM
6 KLLS-FM	6 KITY	6 KTSA	6 KQXT	6 KTSA	6 KTFM
7 KTSA	7 KISS	7 KONO	7 KITY	7 KTFM	7 KCOR
8 WOAI	8 KONO	8 KKYX	8 KBUC-FM	8 KONO	8 KKYX
9 KBUC-FM	9 KSLR	9 KQXT	9 KISS	9 KBUC-FM	9 WOAI
10 KKYX	10 KQXT	10 WOAI	10 KCOR	10 KXZL	10 KONO

## Format Reach

A/C	10.9
AOR	15.7
Blk/Urbn	2.6
BM/Easy	10.2
CHR	16.4
Ctry	19.1
Misc	7.1
News	3.6
Rel	2.2
Span	8.5
Talk	3.7



SPRING '82	SUMMER '82	FALL '82	WINTER '83	SPRING '83	12+ AQH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.0	8.4	9.2	9.8	8.6	1	KJQY fm	BM	3	18	12	10	3	11/102	GROUP W		6.7
7.3	11.6	4.7	5.5	8.4	2	KFMB am	A/C	1	7	7	2	1	14/77	McGAVREN		7.1
9.6	5.5	6.6	5.4	5.6	3	KGB fm	AOR	4	5	1	1	7	16/69	KATZ	NBC-S	7.2
4.9	4.7	3.5	6.2	5.6	3	XTRA-FM	AOR	5	2	2	5	16	16/70	MMR		8.2
4.2	4.3	3.7	4.5	5.4	5	KYXY fm	A/C	8	10	8	3	2	13/84	TORBET		5.7
2.5	4.2	4.2	4.6	5.3	6	KFMB-FM	A/C	2	6	3	4	4	19/56	McGAVREN		5.3
4.4	5.8	5.1	4.6	4.4	7	KPRI fm	AOR	7	1	4	8	19	18/59	EASTMAN		5.6
2.7	3.1	4.2	3.5	4.3	8	XTRA am	CHR	6	4	5	7	8	20/53	MMR		5.0
4.4	4.4	4.8	5.4	4.0	9	KSDO am	N/T	10	32	22	19	14	14/75	CBS SPT	CBS	4.5
3.4	2.9	3.2	4.0	3.9	10	KBZT fm	A/C	9	8	6	6	5	15/72	CHRISTAL		4.5
2.9	2.0	2.8	3.4	3.6	11	KSDO-FM	A/C	11	9	10	9	6	15/70	CBS SPOT		1.5
4.0	4.8	5.7	3.3	3.0	12	XHRM fm	Blk	19	3	11	13	18	12/92	W & P		4.6
4.5	3.2	3.3	2.4	2.9	13	KFSD fm	Clas	18	22	17	17	12	14/79	HILLIER		2.0
2.4	2.6	3.0	3.5	2.7	14	KCBQ am	Ctry	14	14	13	14	11	17/64	RKO	RKO-2	4.0
2.9	1.9	3.1	2.4	2.6	15	KSON-FM	Ctry	15	16	15	12	10	16/67	CHRISTAL	MBS	0.9
2.7	3.4	3.1	1.6	2.5	16	KIFM fm	A/C	13	17	9	11	9	19/57	SELCOM	CBS-R	2.7
3.0	2.9	2.2	3.6	2.3	17	KCBQ-FM	Ctry	17	11	14	15	13	18/61	RKO		4.9
2.5	2.8	5.2	3.6	2.3	17	KMLO am	BBnd	21	30	31	28	25	14/76	ROSLIN		2.4
4.3	3.0	3.4	3.0	2.2	19	KOGO am	A/C	12	12	16	16	15	23/46	EASTMAN	AP	2.0
1.4	1.5	1.8	1.5	2.1	20	KEZL fm	Easy	24	27	29	22	20	11/95	CBS-FM	ABC-D	1.3
1.6	2.2	2.5	2.6	2.1	20	KNX am	News	16	19	26	30	26	20/54	CBS SPOT	CBS	1.8
2.7	2.3	2.4	1.9	2.0	22	KSON am	Ctry	20	20	24	18	17	17/66	CHRISTAL	ABC-I	1.8
1.3	0.8	1.2	1.5	1.4	23	KCNN am	News	22	26	27	24	22	19/56	KATZ	ABC-E	1.7
0.8	1.0	0.7	0.9	1.0	24	KFI am	CHR	23	15	19	20	21	24/46	CHRISTAL	ABC-E	0.1

## Demographic Rank

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

## Format Reach

A/C	31.3
AOR	15.6
BBnd	2.3
Blk/Urban	3.0
BM/Easy	10.7
CHR	5.3
Clas	2.9
Ctry	9.6
Misc	11.8
News	5.5
Talk	2.0

# San Francisco #4



SPRING '82	SUMMER '82	FALL '82	WINTER '83	SPRING '83	12+ AQH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.6	7.2	8.4	7.2	8.6	1	KGØ	am Talk	1	24	9	1	1	12/90	BLAIR	ABC-I	10.1
4.9	4.6	6.7	6.3	5.1	2	KCBS	am N/T	3	28	23	12	4	18/60	CBS SPOT	CBS	5.0
4.2	5.0	3.7	4.1	4.2	3	KFRC	am CHR	2	1	3	5	10	23/47	RKO		4.3
2.4	2.8	3.0	3.3	4.1	4	KSAN	fm Ctry	8	15	7	2	2	13/84	KATZ	ABC-E	3.9
3.5	4.2	2.8	3.0	3.6	5	KNBR	am A/C	4	11	14	8	3	19/57	McGAVREN	NBC	4.1
2.0	2.6	2.9	4.0	3.2	6	KABL-FM	BM	10	47	32	25	16	15/70	CHRISTAL		2.7
3.7	2.9	2.2	2.1	3.2	6	KSFO	am A/C	7	27	36	26	13	16/66	MMR		3.9
2.5	3.4	3.2	3.7	3.2	6	KYUU	fm CHR	5	9	1	3	6	20/54	McGAVREN		2.7
2.5	2.3	2.4	3.0	3.1	9	KABL	am BM	11	39	42	29	17	16/69	CHRISTAL		1.2
2.9	3.2	2.8	3.5	3.1	9	KIOI	fm A/C	6	13	2	4	8	19/57	SELCOM	ABC-C	3.9
4.8	4.2	3.7	3.2	3.1	9	KSOL	fm Urbn	13	7	4	6	11	13/81	MASLA	NBN	3.7
2.4	2.5	3.5	3.2	2.9	12	KOIT	fm Easy	15	38	25	16	12	14/78	TORBET		2.1
2.9	2.8	2.8	2.9	2.7	13	KNEW	am Ctry	16	16	21	9	7	14/75	KATZ	ABC-E	3.8
3.2	2.7	2.6	3.3	2.6	14	KBLX	fm Urbn	19	19	5	7	5	14/80	HILLIER	SHRDN	3.8
2.7	3.2	3.3	2.4	2.4	15	KDIA	am Blk	14	5	11	14	23	17/64	SELCOM	SHRDN	2.2
1.4	--	1.3	1.1	2.3	16	KIQI	am Span	33	21	16	11	9	7/159	CABALLERO		--
3.7	3.3	3.3	2.1	2.3	16	KMEL	fm AOR	9	8	6	10	19	23/47	CHRISTAL		3.0
3.3	3.7	2.7	2.3	2.2	18	KRQR	fm AOR	12	3	10	15	26	20/54	CBS-FM	CBS	2.8
2.8	2.9	2.6	2.2	2.2	18	KSJO	fm AOR	17	2	12	18	35	17/65	HILLIER		2.1
--	0.6	0.7	0.8	2.0	20	KITS	fm CHR	18	4	13	17	33	19/58	MMR		2.2
--	0.9	1.6	1.2	1.9	21	KQAK	fm AOR	25	14	8	13	21	14/75	W & P		2.9
1.5	1.5	2.3	2.3	1.8	22	KBAY	fm BM	24	23	35	24	14	15/70	MMR		1.4
1.4	1.8	1.0	1.4	1.6	23	KDFC	fm Clas	26	43	27	23	20	17/65	GROSKIN		1.4
1.7	1.6	1.6	1.6	1.4	24	KLOK	am A/C	22	22	20	21	18	22/49	KATZ		0.9
1.3	1.2	1.1	1.4	1.3	25	KKHI-FM	Clas	28	34	34	32	27	17/63	HILLIER		1.8
1.8	1.6	1.5	1.6	1.3	25	KOME	fm AOR	20	6	17	27	40	24/45	TORBET		1.7
1.9	2.1	2.1	2.3	1.3	25	KYA	am Gold	21	26	19	20	15	24/45	EASTMAN	RKO-2	2.1
1.1	1.6	1.7	1.1	1.2	28	KEZR	fm A/C	29	17	18	19	22	17/65	CHRISTAL		1.8
0.8	1.0	0.8	1.0	1.1	29	KEEN	am Ctry	36	31	33	34	28	12/90	MMR		0.7
1.7	1.4	1.7	1.0	1.1	29	KLHT	fm A/C	30	30	15	22	24	18/61	EASTMAN	RKO-2	1.1
1.1	0.8	0.8	0.9	1.0	31	KGO-FM	Talk	23	25	31	36	29	29/37	BLAIR	ABC-D	0.7

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SPRING '82	FALL '82	SPRING '83	12+ AQH METRO RANK	STATION		FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
1.6	0.9	1.1	21	KLO	am	BBnd	20	19	23	20	19	26/41	EASTMAN	ABC-I	1.2
--	--	1.0	22	KABE	fm	CHR	23	4	19	22	25	18/59			0.8
--	0.9	1.0	22	KLAF	am	Misc	19	15	17	18	18	29/37			0.3
--	0.9	1.0	22	KZJO	am	Talk	24	24	26	26	23	17/63		ABC-T	0.9

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KRSP-FM	1 KISN	1 KSL	1 KSFI	1 KSL	1 KSFI
2 KCPX-FM	2 KALL-FM	2 KRSP-FM	2 KSL	2 KSFI	2 KSL
3 KSL	3 KLRZ	3 KSFI	3 KALL-FM	3 KALL-FM	3 KSOP-FM
4 KISN	4 KSFI	4 KCPX-FM	4 KISN	4 KISN	4 KALL
5 KALL-FM	5 KSL	5 KALL-FM	5 KLRZ	5 KALL	5 KALL-FM
6 KSFI	6 KCPX-FM	6 KISN	6 KSOP-FM	6 KRGO	6 KISN
7 KSOP-FM	7 KFMY	7 KALL	7 KALL	7 KZAN	7 KZAN
8 KZAN	8 KRSP-FM	8 KSOP-FM	8 KZAN	8 KSOP-FM	8 KFMY
9 KALL	9 KDAB	9 KZAN	9 KCPX-FM	9 KCPX-FM	9 KLRZ
10 KCPX	10 KSOP-FM	10 KRGO	10 KFMY	10 KRSP-FM	10 KLUB

## Format Reach

A/C	35.6
AOR	14.2
BBnd	1.1
BM/Easy	16.3
CHR	8.2
Ctry	14.9
Misc	7.5
News	1.2
Talk	1.0

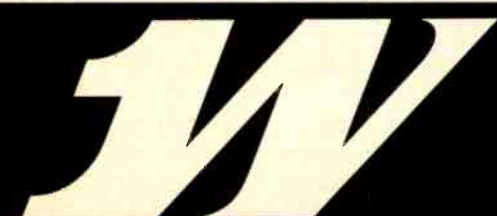
# San Francisco #4

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KYUU	1 KIOI	1 KGO	1 KIOI	1 KGO	1 KGO
2 KFRC	2 KBLX	2 KSAN	2 KSAN	2 KSAN	2 KSAN
3 KSOL	3 KYUU	3 KYUU	3 KGO	3 KNBR	3 KIQI
4 KQAK	4 KFRC	4 KSOL	4 KFRC	4 KCBS	4 KIOI
5 KMEL	5 KSOL	5 KNBR	5 KBLX	5 KYUU	5 KBLX
6 KIOI	6 KSAN	6 KFRC	6 KYUU	6 KSOL	6 KNEW
7 KSAN	7 KMEL	7 KCBS	7 KIQI	7 KBLX	7 KFRC
8 KGO	8 KIQI	8 KQAK	8 KSOL	8 KNEW	8 KNBR
9 KBLX	9 KLHT	9 KIOI	9 KNEW	9 KIOI	9 KYUU
10 KRQR	10 KDIA	10 KBLX	10 KMEL	10 KFRC	10 KCBS

## Format Reach

A/C	13.6
AOR	9.9
Blk/Urbn	8.1
BM/Easy	11.0
CHR	9.4
Clas	2.9
Ctry	7.9
Gold	1.3
Misc	18.9
News	2.6
Span	2.3
Talk	12.1



**WESTWOOD ONE**

# ROCK ALBUM COUNTDOWN

ONE OF 28 GREAT RADIO PROGRAMS FROM AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS, CONCERTS AND SPECIALS.

# San Jose #28



SPRING '82	FALL '82	WINTER '83	SPRING '83	12+ AQH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
9.1	8.7	7.5	7.6	1	KGO	am Talk	3	19	16	3	1	12/88	BLAIR	ABC-I
8.5	8.3	7.2	7.3	2	KSJO	fm AOR	1	1	1	2	16	15/73	HILLIER	
4.1	5.2	5.2	4.9	3	KCBS	am News	2	33	22	16	6	19/57	CBS SPOT	CBS
3.9	6.1	4.2	4.7	4	KEZR	fm A/C	5	7	2	1	2	16/66	CHRISTAL	
4.7	7.1	6.4	4.5	5	KBAY	fm BM	7	13	20	9	3	16/69	MMR	
5.3	4.2	4.4	3.7	6	KOME	fm AOR	6	2	4	11	24	20/53	TORBET	
2.7	2.8	3.2	3.7	6	KSAN	fm Ctry	15	16	6	4	5	13/84	KATZ	ABC-E
2.8	2.3	3.5	3.6	8	KEEN	am Ctry	18	18	15	13	8	10/104	MMR	
3.5	2.5	3.1	3.6	8	KFRC	am CHR	4	3	9	10	13	21/50	RKO	
1.6	1.9	2.1	3.6	8	KWSS	fm CHR	8	4	8	8	12	19/57	W & P	
5.2	4.4	4.4	3.5	11	KLOK	am A/C	9	15	11	6	4	20/55	KATZ	
2.4	3.5	3.2	3.3	12	KYUU	fm CHR	10	6	3	5	7	19/56	McGAVREN	
2.6	2.9	3.0	3.1	13	KIOI	fm A/C	11	9	7	7	9	20/55	SELCOM	ABC-C
2.0	3.9	2.5	3.1	13	KOIT	fm Easy	13	30	17	15	11	16/66	TORBET	
2.9	3.5	2.8	2.7	15	KSOL	fm Urbn	16	5	5	14	17	15/72	MASLA	NBN
2.6	3.2	2.8	2.5	16	KLIV	am BBnd	17	37	38	32	15	15/70	SELCOM	
2.6	2.4	2.4	2.3	17	KNBR	am A/C	14	11	32	17	14	21/51	McGAVREN	NBC
2.1	2.8	2.7	2.2	18	KARA	fm Gold	12	28	10	12	10	26/42	SELCOM	
2.0	1.1	1.4	2.2	18	KSFO	am A/C	19	34	35	26	20	17/65	MMR	
1.4	0.9	1.2	1.5	20	KMEL	fm AOR	21	12	12	18	25	22/48	CHRISTAL	
2.4	1.3	1.9	1.4	21	KBLX	fm Urbn	25	22	13	19	19	16/66	HILLIER	SHRDN
2.0	1.3	3.0	1.4	21	KNTA	am Span	28	42	19	20	18	16/68	LOTUS	
0.7	1.4	1.4	1.3	23	KABL-FM	BM	24	29	40	38	37	19/56	CHRISTAL	
1.3	0.9	1.0	1.2	24	KABL	am BM	23	24	42	39	32	25/44	CHRISTAL	
0.4	0.6	0.7	1.2	24	KGO-FM	Talk	22	23	28	22	21	25/44	BLAIR	ABC-D
2.4	0.5	1.2	1.1	26	KPEN	fm A/C	26	25	21	23	23	20/54	SELCOM	AP
--	--	0.5	1.0	27	KITS	fm CHR	30	10	18	25	40	20/53	MMR	
--	0.5	0.7	1.0	27	KQAK	fm AOR	32	20	14	21	33	18/59	W & P	

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# Seattle-Everett-Tacoma #16

R&R

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SPRING '82	FALL '82	WINTER '83	SPRING '83	12+ ADH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
11.0	10.8	10.3	9.0	1	KIRO	am News	1	13	8	3	1	16/67	TORBET	CBS	8.2
3.0	4.5	6.7	6.4	2	KBRD	fm BM	9	28	23	11	6	10/106	MASLA		4.5
4.9	5.7	5.1	6.0	3	KSEA	fm Easy	7	23	14	8	2	11/95	TORBET		3.5
4.1	4.9	5.3	5.5	4	KUBE	fm CHR	5	4	1	1	4	13/81	RKO		6.4
6.6	7.1	5.6	5.4	5	KOMO	am A/C	3	22	17	10	5	16/66	KATZ	ABC-I	5.1
7.5	6.2	5.6	5.0	6	KISW	fm AOR	4	3	2	2	12	15/72	McGAVREN		6.3
5.4	6.2	5.2	5.0	6	KZOK-FM	AOR	6	2	4	6	14	14/76	HILLIER		7.6
2.0	3.4	4.2	4.6	8	KIXI	am BBnd	14	12	27	23	17	11/98	CHRISTAL		3.7
3.6	3.2	3.2	4.3	9	KMPS-FM	Ctry	11	21	7	5	3	13/80	EASTMAN		3.6
3.1	3.5	3.0	4.0	10	KING-FM	Clas	13	29	12	13	7	13/81	BLAIR		3.4
3.2	3.6	2.9	3.5	11	KZAM	fm AOR	12	16	3	4	10	16/69	SELCOM	CBS-R	1.9
3.3	2.6	2.5	3.4	12	KJR	am A/C	2	10	5	7	8	28/39	McGAVREN	ABC-D	3.2
2.6	3.6	3.6	3.4	12	KNBQ	fm CHR	8	1	10	16	21	20/55	CHRISTAL		5.4
4.3	3.5	2.5	3.2	14	KVI	am N/T	10	18	20	17	11	21/53	MMR	MBS	3.3
2.6	2.9	2.2	3.0	15	KPLZ	fm A/C	15	7	6	9	9	17/65	MMR	RKO-1	2.6
2.6	1.7	3.3	2.4	16	KRPM	fm Ctry	22	8	18	14	15	14/79	W & P	AP	1.8
2.2	1.4	1.2	2.3	17	KEZX	fm A/C	21	14	9	12	13	15/72	HILLIER	ABC-E	2.0
1.6	2.3	2.5	2.1	18	KIXI-FM	A/C	19	9	15	15	18	19/58	CHRISTAL		2.4
2.2	2.2	1.6	2.1	18	KMPS	am Ctry	17	20	21	19	16	21/52	EASTMAN		1.9
1.6	1.8	3.1	2.0	20	KKFX	am CHR	20	5	13	20	19	17/62	W & P	UPI	3.4
1.7	2.8	3.0	2.0	20	KYYX	fm CHR	18	6	11	18	23	19/56	CHRISTAL		3.9
2.4	1.6	1.5	1.7	22	KING	am News	16	25	24	24	22	29/37	BLAIR	NBC	2.1
2.1	1.2	2.4	1.5	23	KBIQ	fm Re1	23	17	16	21	20	19/57	RADIO SPT	UPI	2.2
1.1	0.9	0.9	1.2	24	KTAC	am A/C	24	11	19	22	27	19/57	MASLA	ABC-D	0.4
2.3	1.8	2.4	1.0	25	KGDN	am Re1	27	32	31	30	28	17/62			1.4
0.4	0.5	--	1.0	25	KJUN	am Ctry	28	30	28	28	24	13/82		RKO-1	0.4

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# Tampa-St. Petersburg #22

SPRING '82	FALL '82	WINTER '83	SPRING '83	12+ AOR METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
11.0	10.9	10.8	13.8	1	WWBA fm	BM	2	13	10	6	3	8/141	RKO		9.5
10.5	11.6	11.3	12.7	2	WRBQ-FM	CHR	1	1	1	1	1	12/94	EASTMAN	RKO-1	15.1
10.9	8.6	7.2	8.0	3	WQYK fm	Ctry	5	7	6	3	2	9/120	TORBET		8.7
6.5	5.2	6.1	6.2	4	WDAE am	BBnd	6	11	14	14	9	12/94	KATZ	ABC-I	6.8
4.1	5.0	4.3	5.6	5	WYNF fm	AOR	3	4	2	2	7	13/82	KATZ	ABC-R	8.1
6.6	6.8	6.7	5.2	6	WSUN am	Ctry	4	9	11	7	6	14/78	McGAVREN	RKO-2	7.9
5.2	6.9	5.0	4.7	7	WIQI-FM	A/C	10	6	4	5	4	12/87	CHRISTAL		6.8
4.6	5.7	5.6	4.0	8	WTMP am	Blk	12	2	7	8	8	10/111	MASLA	SHRDN	2.8
--	5.8	5.1	3.9	9	WMGG fm	A/C	9	10	3	4	5	15/72	SELCOM	ABC-C	5.9
5.3	3.0	4.3	3.5	10	WFLA am	A/C	7	12	13	12	10	19/58	BLAIR	NBC	3.9
--	--	--	3.5	10	WOJC-FM	BM	13	15	20	16	15	11/97	BLAIR		2.4
4.2	3.0	3.0	3.3	12	WQXM fm	AOR	8	3	5	9	13	19/58	McGAVREN	NBC-S	6.2
2.2	3.7	3.1	3.2	13	WPLP am	Talk	14	17	15	15	14	12/90	P-W RADIO	MBS	2.7
--	1.9	1.8	2.3	14	WLFW am	BBnd	17	20	24	21	20	8/136			1.1
--	--	1.3	1.8	15	WRBQ am	CHR	11	8	8	10	11	22/49	EASTMAN	RKO-1	--
1.4	1.0	1.5	1.5	16	WRXB am	Blk	19	5	12	13	17	9/116	R A LAZAR	NBN	0.4
--	1.0	1.0	1.4	17	WHBS fm	BM	20	21	21	22	18	10/108	J BOLTON		0.6
1.9	2.5	2.4	1.4	17	WSRZ fm	A/C	15	14	9	11	12	18/60	CBS-FM	CBS-R	2.6
1.6	2.6	0.9	1.3	19	WGUL am	BBnd	22	19	22	24	24	7/156	SOUTHERN	AP	0.6
0.7	0.7	1.3	1.3	19	WTAN am	A/C	18	23	23	23	21	14/80		ABC-D	0.7
0.9	1.1	1.5	1.2	21	WDUV fm	BM	16	16	18	20	19	19/56	MASLA		1.0

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM
2 WYNF	2 WIQI-FM	2 WYNF	2 WIQI-FM	2 WQYK	2 WQYK
3 WQXM	3 WMGG	3 WQYK	3 WQYK	3 WMGG	3 WWBA
4 WMGG	4 WYNF	4 WMGG	4 WMGG	4 WSUN	4 WIQI-FM
5 WQYK	5 WTMP	5 WQXM	5 WWBA	5 WYNF	5 WMGG
6 WIQI-FM	6 WQYK	6 WSUN	6 WTMP	6 WWBA	6 WSUN
7 WRBQ	7 WQXM	7 WIQI-FM	7 WYNF	7 WIQI-FM	7 WTMP
8 WSRZ	8 WWBA	8 WWBA	8 WSUN	8 WDAE	8 WFLA
9 WWBA	9 WSUN	9 WRBQ	9 WQXM	9 WQXM	9 WDAE
10 WSUN	10 WRXB	10 WSRZ	10 WRXB	10 WSRZ	10 WYNF

## Format Reach

A/C	14.8
AOR	8.9
BBnd	9.8
Blk/Urbn	5.5
BM/Easy	19.9
CHR	14.5
Ctry	13.2
Misc	10.2
Talk	3.2



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- Michael Osterhout, General Manager
- Mason Dixon, Director Operations-Programming

**San Jose #28**

Continued from Page 138

**Demographic Rank**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KSJO	1 KEZR	1 KSJO	1 KEZR	1 KGO	1 KLOK
2 KOME	2 KSJO	2 KGO	2 KLOK	2 KSAN	2 KEZR
3 KEZR	3 KYUU	3 KSAN	3 KGO	3 KEZR	3 KGO
4 KYUU	4 KIOI	4 KEZR	4 KSJO	4 KBAY	4 KBAY
5 KSAN	5 KLOK	5 KOME	5 KFRC	5 KCBS	5 KFRC
6 KMEL	6 KFRC	6 KYUU	6 KIOI	6 KYUU	6 KYUU
7 KSOL	7 KSOL	7 KWSS	7 KYUU	7 KEEN	7 KIOI
8 KWSS	8 KWSS	8 KIOI	8 KWSS	8 KIOI	8 KEEN
9 KQAK	9 KSAN	9 KBAY	9 KBAY	9 KNBR	9 KARA
10 KARA	10 KARA	10 KARA	10 KSAN	10 KARA	10 KSAN

**Format Reach**

A/C	16.9
AOR	13.5
BBnd	2.5
Blk/Urban	4.1
BM/Easy	10.1
CHR	11.5
Ctry	7.3
Gold	2.2
Misc	16.8
News	4.9
Span	1.4
Talk	8.8

**Seattle-Everett-Tacoma #16**

Continued from Page 139

**Demographic Rank**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KISW	1 KUBE	1 KISW	1 KUBE	1 KIRO	1 KBRD
2 KZOK-FM	2 KJR	2 KUBE	2 KJR	2 KUBE	2 KSEA
3 KZAM	3 KPLZ	3 KZOK-FM	3 KSEA	3 KMPS-FM	3 KMPS-FM
4 KUBE	4 KZAM	4 KIRO	4 KBRD	4 KOMO	4 KIRO
5 KJR	5 KEZX	5 KZAM	5 KIRO	5 KSEA	5 KUBE
6 KPLZ	6 KNBQ	6 KMPS-FM	6 KPLZ	6 KISW	6 KOMO
7 KMPS-FM	7 KIXI-FM	7 KJR	7 KMPS-FM	7 KING-FM	7 KING-FM
8 KYYX	8 KZOK-FM	8 KOMO	8 KZAM	8 KZOK-FM	8 KPLZ
9 KING-FM	9 KIRO	9 KPLZ	9 KEZX	9 KVI	9 KJR
10 KIRO	10 KBIQ	10 KING-FM	10 KOMO	10 KJR	10 KZAM

**Format Reach**

A/C	17.4
AOR	13.5
BBnd	4.6
BM/Easy	12.4
CHR	12.9
Clas	4.0
Ctry	9.8
Misc	9.0
News	12.3
Rel	2.5
Talk	1.6

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SPRING '82	SUMMER '82	FALL '82	WINTER '83	SPRING '83	12+ ADH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.4	10.2	9.3	8.8	10.4	1	WKYS fm	Urbn	2	2	1	1	1	10/105	EASTMAN	NBC	11.6
4.9	5.1	5.1	6.7	7.6	2	WRQX fm	CHR	1	1	2	2	8	15/73	BLAIR	ABC-R	8.1
7.5	7.9	8.9	10.6	7.2	3	WMAL am	A/C	3	15	17	10	3	13/86	McGAVREN	ABC-I	6.6
7.7	7.1	7.3	7.1	6.6	4	WGAY-FM	BM	6	24	18	6	2	11/94	MMR		4.3
6.9	7.4	7.5	5.4	5.7	5	WHUR fm	Blk	4	6	3	3	5	14/76			5.8
4.4	4.4	4.4	4.5	4.8	6	WLTT fm	A/C	7	12	4	4	4	16/70	HILLIER		5.2
4.3	3.0	3.6	3.1	4.5	7	WRC am	Talk	14	25	16	15	11	11/95	EASTMAN	NBC	3.1
2.7	3.5	3.6	2.7	4.1	8	WMZQ fm	Ctry	13	11	9	5	6	13/85	CHRISTAL		3.8
--	4.3	6.2	5.3	3.9	9	WPKX-A&F	Ctry	15	8	12	11	10	14/75	SELCOM	AP	4.7
2.8	3.1	3.4	3.2	3.8	10	WGMS-A&F	Clas	16	13	13	14	9	13/83	RKO	RKO-1	2.7
4.5	3.1	2.9	3.2	3.6	11	WWDC-FM	AOR	8	5	5	8	14	20/53	CHRISTAL		4.7
3.6	4.2	3.3	3.9	3.5	12	WTOP am	News	9	14	19	18	16	21/52	CBS SPOT	CBS	3.4
3.5	3.8	3.8	3.9	3.4	13	WASH fm	A/C	12	10	8	7	7	16/67	KATZ		3.1
5.4	5.4	3.6	3.2	3.4	13	WPGC-A&F	A/C	5	7	6	9	12	23/47	TORBET	ABC-C	3.8
4.1	3.9	4.0	3.7	3.2	15	WAVA fm	AOR	11	3	7	12	20	19/56	CBS-FM		6.3
4.2	3.9	3.6	3.7	3.2	15	WOOK fm	Blk	10	4	10	13	15	19/56	MASLA	SHRDN	3.9
1.9	1.7	1.5	1.3	2.3	17	WEZR fm	BM	17	22	20	16	13	13/86	GROSKIN		1.4
2.1	1.4	1.9	2.5	1.9	18	WYCB am	Rel	20	19	21	20	18	11/98	RA LAZAR	NBN	1.7
1.3	1.4	1.2	1.9	1.7	19	WHFS fm	AOR	21	17	11	17	19	12/88	P-W RADIO		2.0
2.2	2.0	1.2	1.9	1.5	20	WXTR-FM	A/C	18	18	15	19	17	20/55	MASLA		2.1
0.7	0.7	0.8	0.9	1.3	21	WOL am	Blk	19	9	14	21	21	18/59	UNIREP	SHRDN	0.9

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WKYS	1 WKYS	1 WKYS	1 WKYS	1 WKYS	1 WKYS
2 WWDC-FM	2 WRQX	2 WHUR	2 WRQX	2 WGAY-FM	2 WMAL
3 WAVA	3 WLTT	3 WWDC-FM	3 WLTT	3 WHUR	3 WLTT
4 WHUR	4 WHUR	4 WLTT	4 WHUR	4 WLTT	4 WGAY-FM
5 WRQX	5 WASH	5 WRQX	5 WASH	5 WMAL	5 WHUR
6 WLTT	6 WPGC-A/F	6 WAVA	6 WMZQ	6 WMZQ	6 WASH
7 WHFS	7 WMZQ	7 WMZQ	7 WGAY-FM	7 WWDC-FM	7 WMZQ
8 WPGC-A/F	8 WWDC-FM	8 WGAY-FM	8 WMAL	8 WRQX	8 WRQX
9 WOOK	9 WOOK	9 WHFS	9 WPGC-A/F	9 WGMS-A/F	9 WPKX-A/F
10 WOL	10 WPKX-A/F	10 WOOK	10 WPKX-A/F	10 WRC	10 WPGC-A/F

## Format Reach

A/C	20.3
AOR	8.5
Blk/Urbn	20.6
BM/Easy	8.9
CHR	7.6
Clas	3.8
Ctry	8.0
Misc	12.4
News	3.5
Rel	1.9
Talk	4.5

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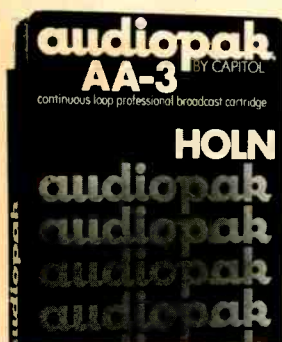
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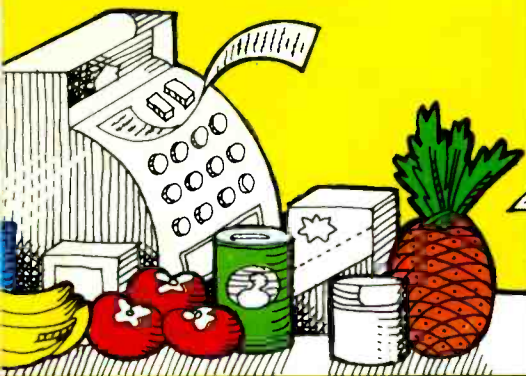




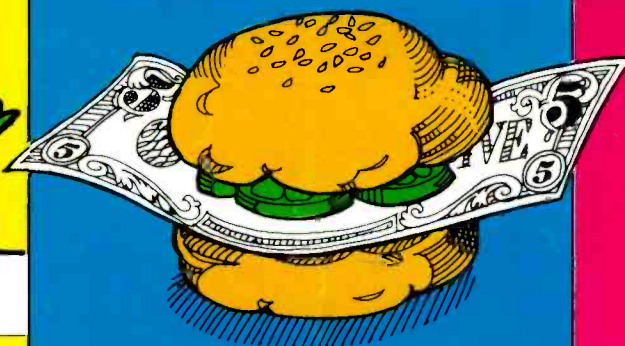
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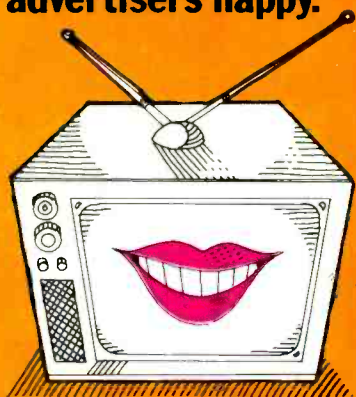
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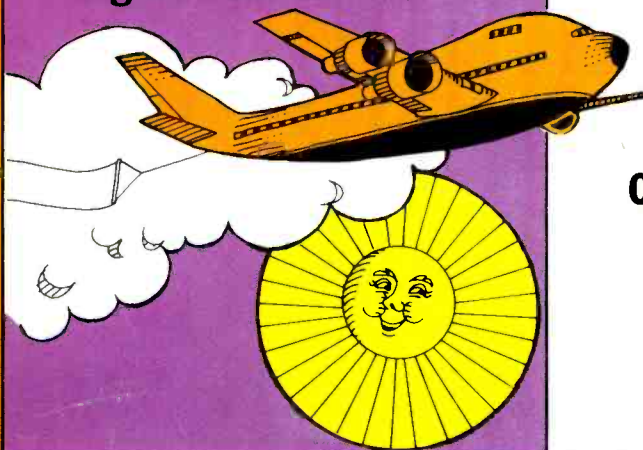
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