

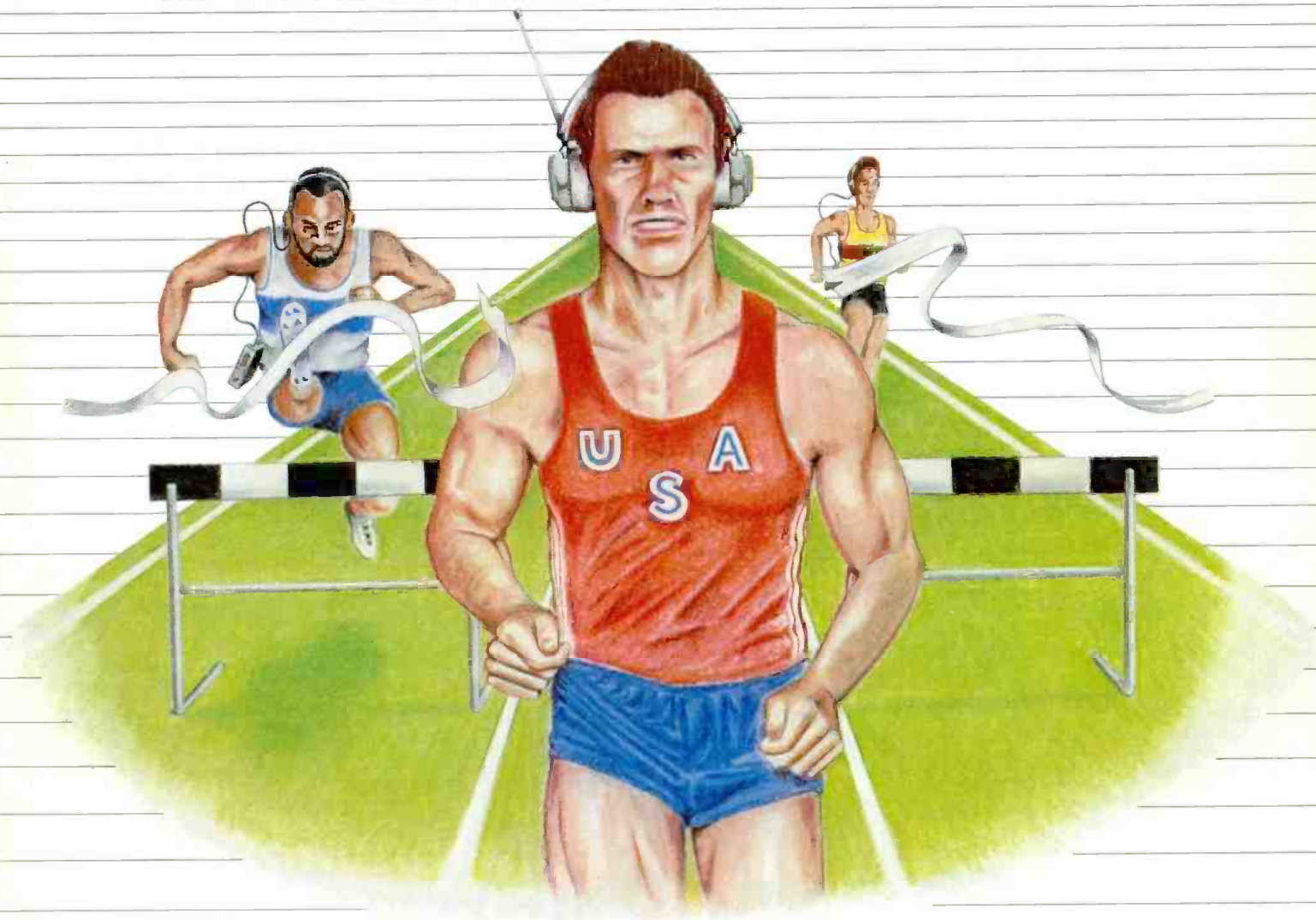
SPECIAL SUPPLEMENT  
APRIL 1984  
\$25.00

# R&R

RADIO & RECORDS

## ***RATINGS REPORT***

THE COMPLETE ANALYSIS OF AMERICA'S RADIO LISTENING



### **Radio's Guide To The Olympics**

**FALL '83 RESULTS FOR THE TOP 100 MARKETS • EXCLUSIVE MARKET CHARTS  
COMPLETE ARBITRON DEMOGRAPHIC RANKINGS • FALL BIRCH SHARES**



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

## Associated Press.

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Associated Press. Without a doubt.



# The D.J. who first attempted to train a live buffalo as a station mascot is moving to Music Country Radio Network.



And it darn near killed him. The buffalo, that is.

But that wasn't the first first for Charlie Douglas. He also pulled off the first live broadcast from atop a rodeo bull. It lasted four seconds, broke a few records and three ribs.

In fact, Charlie's list of firsts is long, but not nearly so long as if he were doing the telling. Now Charlie's got a new first. He's probably the first D.J. to leave a job (13 years at WWL in New Orleans) without giving up his board shift.

Because Charlie, and WWL, are now with Music Country Radio Network, a nationwide, all-night, live country music variety program that has an impressive list of firsts all its own. It's a winning mix of top tunes, guest interviews, listener call-ins and the latest in news, sports and weather. Music Country Radio Network is a joint venture of WSM, and the Associated Press, and is the only program of its kind on the air. No wonder one-of-a-kind Charlie Douglas is a perfect fit.

Listen to him. He always has something to say—Charlie's one more reason why Music Country Radio Network is the only place to be in the country at night. Represented by the Christal Company. Contact Sofia Mannos, 202/833-5922.



**Second in a series.**

## **Growth Through Performance**

By providing a serious alternative in radio representation — marketing rather than just selling — HNW&H has achieved the most remarkable growth record in the industry. In less than three years, we've gone from start up to nearly \$50 million!

This growth has taken place for two reasons: First, we have consciously attempted to associate ourselves with the leading broadcasters in each market, ones who have identified their target segments and now dominate them. Secondly, our success in outperforming their previous reps has led to additional responsibilities with their other stations, which is the best recommendation a radio rep can have.

Three factors have fueled this remarkable growth: marketing, aggressive demographic pricing and accountability. In our next ad, we'll explain what our style of marketing can mean to your station's success.

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*The radio industry's hottest new call letters!*

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Detroit, Los Angeles, Philadelphia, St. Louis, San Francisco.

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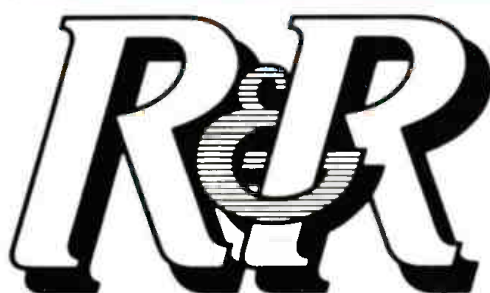
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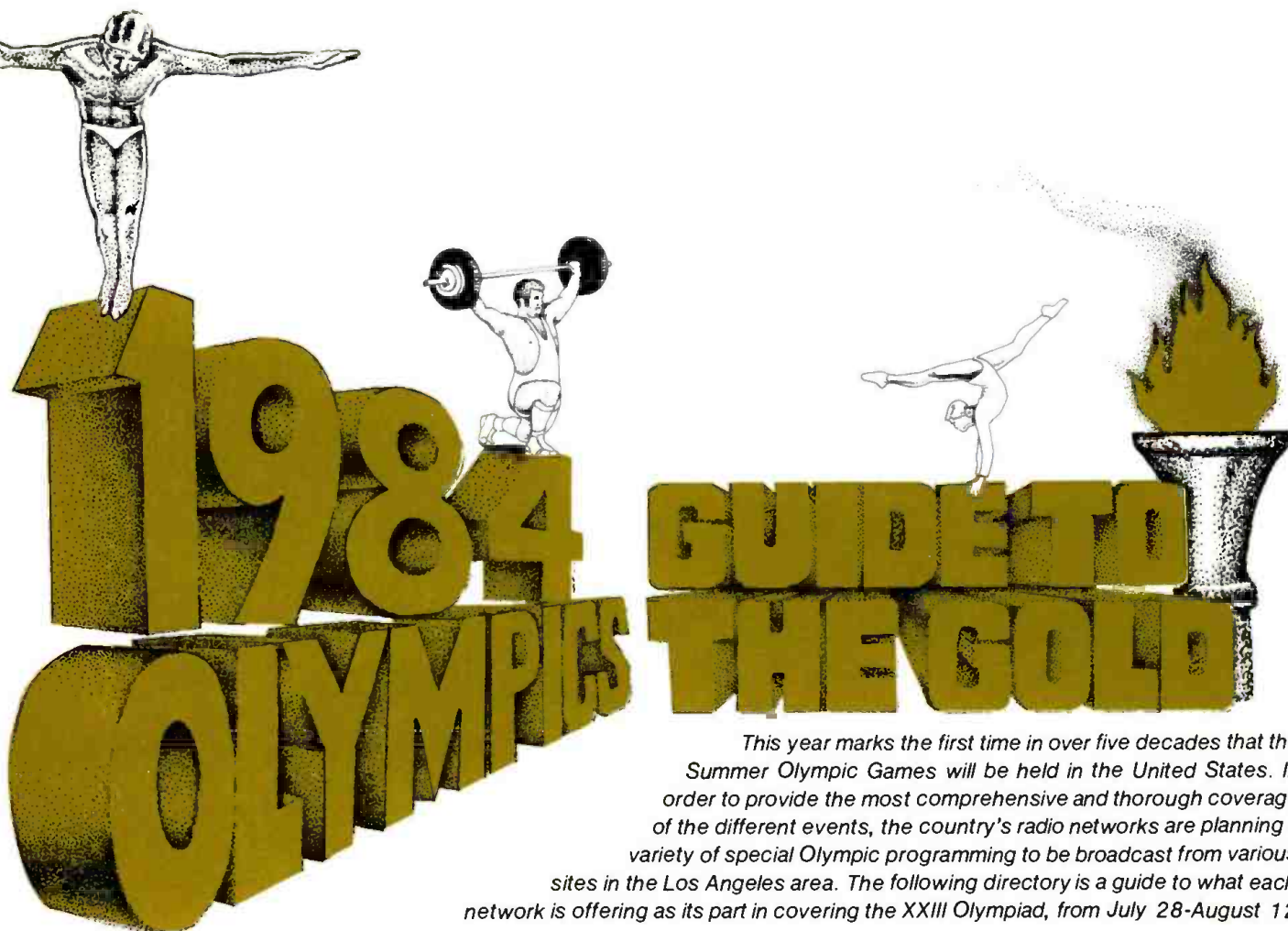
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Cover by Todd Pearl

Olympic Guide Illustration by Bert Wood



*This year marks the first time in over five decades that the Summer Olympic Games will be held in the United States. In order to provide the most comprehensive and thorough coverage of the different events, the country's radio networks are planning a variety of special Olympic programming to be broadcast from various sites in the Los Angeles area. The following directory is a guide to what each network is offering as its part in covering the XXIII Olympiad, from July 28-August 12.*



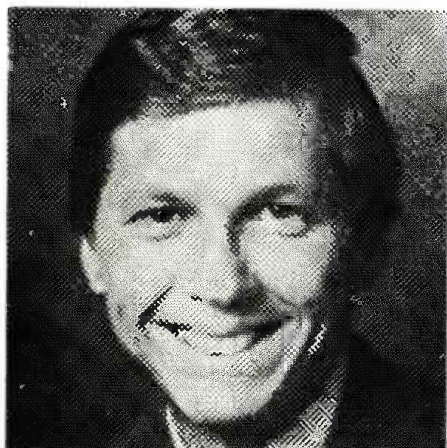
**ABC Radio Sports** coverage of the 1984 Summer Olympic Games in Los Angeles includes assembling the largest staff of reporters and technological personnel — numbering over 100 — to ever cover the Olympics. This total includes a number of previous Olympic gold medal winners,

who will provide exclusive radio coverage.

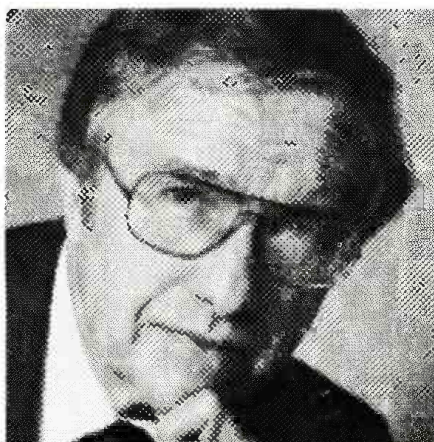
This 1984 broadcast marks the first use of satellite distribution for the event, and the network hopes to provide the cleanest, clearest signal ever. Affiliates will be able to choose from two separate satellite channels. One channel will be used to provide short-form Olympics programs, including regularly scheduled Olympic updates and preview programs, reviews of medal

standings, coverage of highlights, and sidebar features. The second channel, geared toward long-form programming, will be devoted primarily to play-by-play coverage, including basketball, boxing, swimming, track and field, and others. ABC is planning on devoting special attention to every boxing match involving an American, as well as full-game coverage of U.S. basketball competitions.

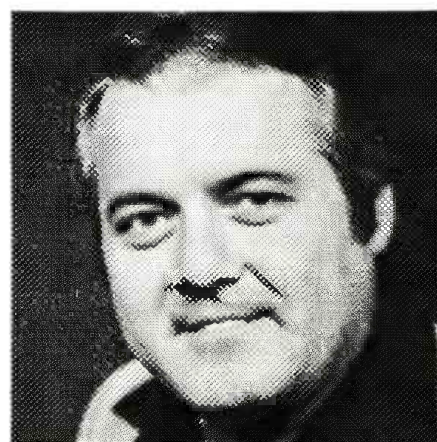
Both Olympic satellite channels will  
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Johnny Holliday



Bob Fouts



Tom McKee



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We are specialists.

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In many markets there is only five tenths of a point separating the number two station and the number seven station for a four-station buy.

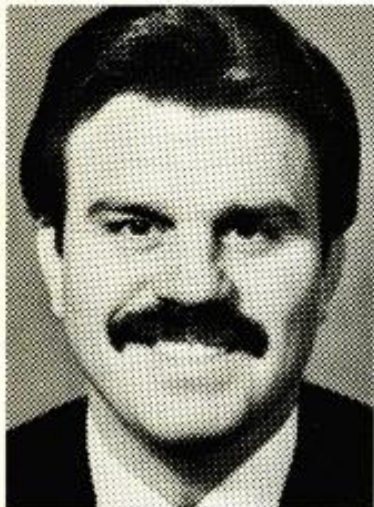
If our station is the fourth, fifth or even seventh, our strength is our ability to get to be part of that buy.

Put Masla Radio winners to work for you.



**MASLA RADIO**

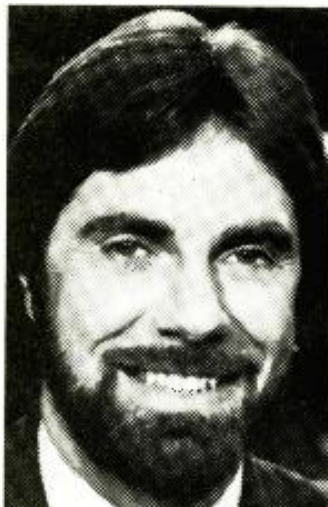
Winners have to be hungrier than losers.



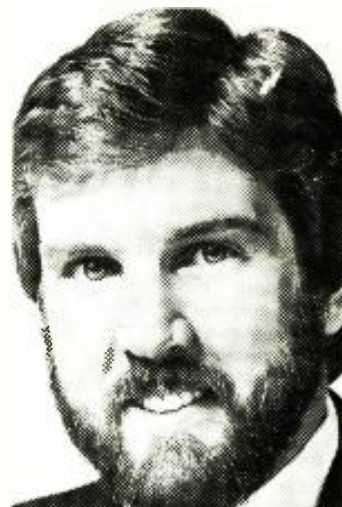
Fred Manfra



Don Chevrier



Fred Wymore



Mike Barry



Continued from Page 4

be totally independent of ABC's normal distribution network. This means that Olympics programming will not interfere with the distribution of regularly-scheduled news, sports, and feature programming. Coverage is being offered to the 1800+ affiliates of the six ABC Radio Networks: **Information, Entertainment, Direction, Contemporary, Rock, and FM**. Some of the planned network coverage, including anchors and color commentators, follows.

### ABC Information Network

Sportscasters **Fred Manfra, Johnny Holliday, Bob Fouts, and Tom McKee** will head the ABC Information Network's 1984 Olympic coverage.

Fred Manfra is known to affiliates as the host of the network's weekend series "World Of Sports." Prior to joining ABC Radio Sports he was the morning drive anchor at **WWJ/Detroit** and play-by-play commentator for the University of Michigan football and basketball networks.

Johnny Holliday is presently a sportscaster at **WMAL/Washington**, and also anchors two daily reports on the Information Network. In addition, he covers the play-by-play action of the Washington Federals USFL games, as

well as the University of Maryland's football and basketball.

Bob Fouts has had extensive experience covering major sports events on ABC as well as on other national networks. He has served as a sports correspondent for all three ABC Adult Networks, and covered events including the Olympic Games in Mexico City, the British Opens in St. Andrews and Turnberry, and NFL Super Bowl games in Miami, New Orleans, and Los Angeles.

Tom McKee is a sportscaster with the **Canadian Broadcasting Corporation's** (CBC) television network, and has served as a host and color commentator for the Toronto Blue Jays and Montreal Expos. He has also provided color commentary for many of the Canadian Football League's regular season and play-off games.

### ABC Direction Network

The ABC Direction Network's team of anchors for the 1984 Olympic Games in Los Angeles includes **Don Chevrier, Fred Wymore, and Mike Barry**.

Don Chevrier hosts a minute-long sports feature each weekday, as well as 14 reports on weekends. He also reports on ABC's "Wide World Of Sports." Chevrier formerly was with the CBC, where he covered national, international, and Olympic championships. He is also a recipient of the ACTRA Award as Canada's Best Sportscaster.

Fred Wymore has been a sports correspondent for ABC News' "World News This Morning" for two years, and he files daily reports for "Good Morning America." He was former Sports Direc-

tor at **KVOR-TV/Sacramento**, and has covered the NFL, Major League Baseball, two Super Bowls, the U.S. Open, and the Bing Crosby Pro-Am golf tournaments.

Mike Barry is a member of the ABC broadcast team for USFL games, and is also a frequent anchor on ABC Radio sportscasts. He has served as a sportscaster at **WABC-TV/New York**, and has covered the New York Yankee playoffs, the 1980-82 Islanders-Rangers Stanley Cup Playoffs, and the 1980 **Muhammad Ali-Larry Holmes** fight. Prior to joining ABC Sports, Barry was a sportscaster at **WXYZ-TV/Detroit**, and was Sports Director at **WDIV-TV/Detroit, WFLA-TV/Tampa, and WQAD-TV/Moline**.

### ABC FM Network

The ABC FM Network Olympic broadcast anchor team features **Dave Barrett and Steve McPartlin**.

Dave Barrett has been a correspondent for ABC News since 1981, and has provided sports reports for the ABC Rock Network. Prior to joining ABC he worked for **Pacific News Service** as the Washington Editor, responsible for feeding sports, music, and lifestyle stories to AOR audiences. His experience also includes play-by-play coverage for the Houston Apollos, and stadium announcing for the Houston Astros, Rockets, Cougars, and Oilers.

Steve McPartlin began his broadcasting career as a guest sports reporter on ABC's **WPLJ/New York**, and later moved to **WPIX/New York**. He was Sports Director at **WLS-FM/Chicago**.

Continued on Page 8



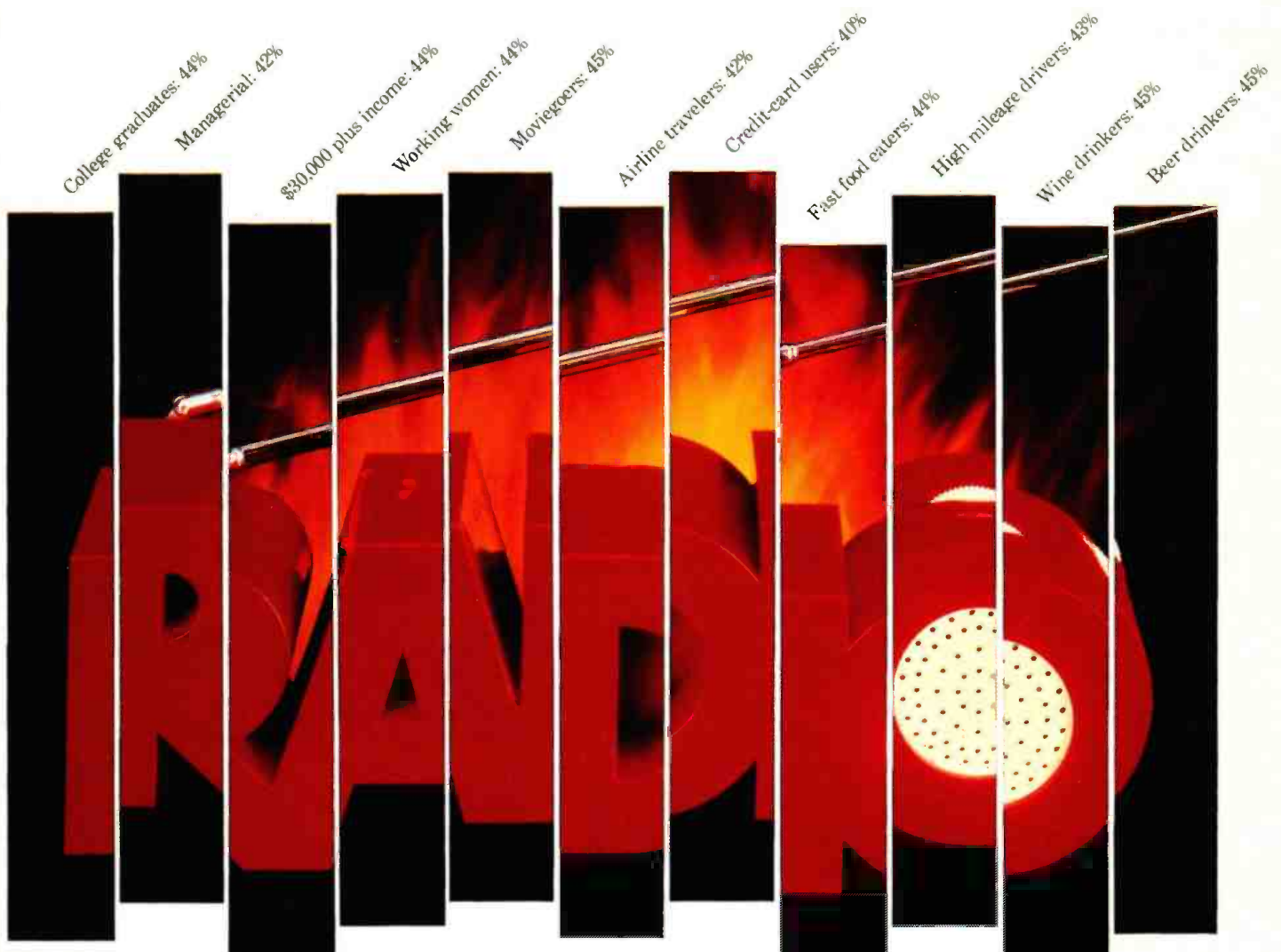
# Pick a segment. Radio can reach it.

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, the sound alternative.

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.”)

When you want to extend your budgets by “segmenting” your prospects, there’s no better place for your message than the medium of radio. For more information, write or call Radio Advertising Bureau, 485 Lexington Ave., New York, NY 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.



Continued from Page 6

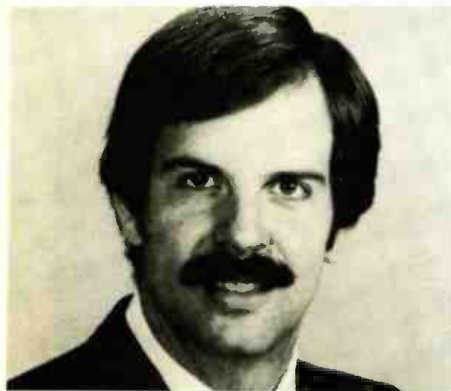
go and WHDI/Boston. Currently McPartlin is sports anchor for the ABC Rock Network, and is host of the feature "Sport Shorts."

#### ABC Color Commentators

Sports talent signed with ABC to provide 1984 Olympic coverage in Los Angeles include professional boxer **Ken Norton** and former Olympic swimming champion **John Naber**.

Ken Norton, former world heavy-weight boxing champion, began his professional boxing career while enlisted in the U.S. Marines. He began his professional career in 1967 at the age of 22, and went on to defeat Muhammad Ali in 1983. Norton is actively involved in the Black Athletes Hall Of Fame, and has started a scholarship program to assist youths seeking an education.

John Naber captured four gold medals and one silver medal at the 1976 Olympic Games in Montreal, where he also broke four world records. He was voted the 1977 James E. Sullivan Award win-



John Naber



Steve McPartlin

ner as the nation's amateur Athlete of the Year, and claimed a record 10 NCAA individual titles during his four years at USC. He is currently Ambassador of Swimming and a member of the Board of Directors for the Los Angeles Olympic Organizing Committee and Women's Sports Foundation.

ABC plans on adding additional anchors and commentators to its staff of reporters as the Olympics grow near. For more information contact: ABC Radio Information, 1370 Avenue of the Americas, New York, NY 10019 (212) 887-5291.



AP Network Sports is offering a number of short-form programs, titled "Going For The Gold," to its affiliate subscribers. These reports will offer continuous coverage and updates throughout the duration of the 1984 Olympic Games, including 20 daily reports transmitted for all 16 days of Olympic events. Each of the 320 "Going For The Gold" programs will be 2 1/2 minutes in length, except for three 3 1/2-minute daily reports. Each will include a :30 PSA for local avail.

Additional AP Network Olympic coverage includes:

- "The Olympian," a 90-second "color" program spotlighting the people, places, and excitement of the Olympics.
- "Olympic Sports Log," a report covering current medal standings, Olympic basketball standings, and each day's schedule of events.
- "Olympic Sportswatch," a wrap-up of the previous day's competition and a preview of the current day's events.
- "Olympic Sportsminute" gives the morning, afternoon, and evening's schedules and results.

All "Going For The Gold" and regular AP Network sportscasts will be anchored at AP Net's Los Angeles bureau with reports from various locations around the city. For more information contact: AP Broadcast Services, 1825 K Street, NW, Washington, DC 20006 (202)955-7243.

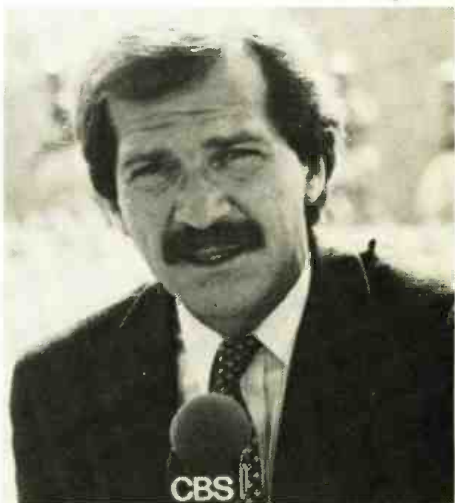


The CBS Radio Network's coverage of the 1984 Summer Olympic Games features a 16-part weekend special with CBS Television's **Pat O'Brien**, as well as 140 special live reports with **Brent Musburger** and **Ed Ingles**. This is in addition to the network's regularly-scheduled sports programming.

O'Brien's weekend specials will analyze the upcoming action with reports on athletes, competitions, and key issues, and will include interviews with Olympic athletes. O'Brien came to CBS Television Sports in 1981, and since then has handled assignments including the World University Games, the Pan American Games, and the U.S. Open Tennis Championships. He has also been a regular contributor to "CBS Sports Saturday/Sunday," "The NFL Today," and "The NCAA Today" for CBS Sports. He previously was a reporter and weekend anchorman at **KNXT-TV/Los Angeles**.

Brent Musburger joined CBS Sports in 1975, and has covered virtually every aspect of the sporting world. His current assignments include a weekday commentary as host of CBS Radio Network's "Sportstime," an eight-season membership on the network's All Star Game announce team, and anchor of each of CBS' halftime programs during its 37-game NFL schedule. He previously was Sports Director at **WBBM-TV/Chicago**, as well as coan-

Continued on Page 10



Pat O'Brien



# Indianapolis #36



FALL '82	FALL '83	FALL '83	FALL '83	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
11.1	14.3	15.9	1	WIBC 1070	A/C	2	6	6	3	1	10/104	BLAIR		15.7
--	9.6	14.6	2	WZPL 99.5	CHR	1	1	1	1	2	12/93	HILLIER		17.0
7.4	9.1	9.9	3	WFBQ 94.7	AOR	5	2	2	2	8	9/116	KATZ	NBC-S	10.5
9.0	9.7	8.6	4	WXTZ 103.3	BM	3	13	8	7	4	12/94	EASTMAN		7.6
9.2	9.7	7.7	5	WTLC 105.7	Urbn	9	3	4	5	6	9/118	MCGAVREN	NBN	4.6
8.8	6.5	7.6	6	WIRE 1430	Ctry	6	12	9	9	7	12/92	EASTMAN	RKO-2	8.6
12.5	8.5	6.6	7	WFMS 95.5	Ctry	7	8	7	6	5	12/87	TORBET		9.7
10.5	7.7	6.0	8	WENS 97.1	A/C	4	4	3	4	3	16/67	CHRISTAL		6.7
5.8	5.6	3.9	9	WNAP 93.1	A/C	8	5	5	8	9	18/60	BLAIR		3.8
--	--	3.6	10	WMLF 1310	BBnd	11	20	16	12	11	11/103	SELCOM	NBC	2.5
1.5	3.2	1.7	11	WNDE 1260	A/C	10	15	10	10	10	24/45	KATZ	ABC-I	2.5
1.2	1.2	1.6	12	WGTC 92.3	Ctry	12	11	13	11	12	13/86	PRO RADIO		0.4
2.1	1.5	1.1	13	WATI 810	BM	14	17	15	15	15	13/85	MASLA	ABC-D	0.9
0.5	0.8	1.0	14	WXIR 98.3	Rel	15	7	11	13	13	14/77			1.4

## Demographic Rank

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

## Format Reach

A/C	27.5
AOR	9.9
BBnd	3.6
Blk/Urbn	7.7
BM/Easy	9.7
CHR	14.6
Ctry	15.8
Rel	1.0

# Kansas City #29

R&R

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FALL '82	WINTER '83	SPRING '83	FALL '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
12.5	11.4	10.9	10.6	1	WDAF 610	Ctry	2	9	9	4	2	11/95	KATZ	ABC-E	14.6
5.2	6.6	6.0	8.7	2	KYYS 102.1	AOR	5	3	1	1	9	11/98	KATZ	NBC-S	7.4
8.8	9.9	8.6	7.7	3	KBEQ 104.3	CHR	1	1	3	5	8	16/67	HILLIER	ABC-C	7.6
5.4	6.3	7.0	7.7	3	KLSI 93.3	A/C	4	6	2	2	1	13/84	SELCOM		9.2
4.8	6.0	4.9	7.0	5	KMBR 99.7	BM	8	12	12	10	3	12/90	TORBET		4.6
5.7	5.6	8.6	6.6	6	KCMO 810	N/T	3	14	11	11	5	17/66	MMR	MBS	6.6
7.4	4.9	5.7	6.2	7	KPRS 103.3	Blk	13	4	6	7	10	9/122	HILLIER	NBN	6.4
4.3	4.4	5.3	5.9	8	KUDL 98.1	A/C	6	8	4	3	6	15/74	CHRISTAL	AP	4.6
4.4	4.1	3.8	5.6	9	KKCI-FM 108.5	AOR	10	2	5	8	12	14/76	CBS-FM	CBS-R	6.6
3.9	6.2	6.1	5.4	10	KFKF-A/F 1340 94.1	Ctry	6	7	8	6	4	16/66	McGAVREN		6.8
4.2	4.3	4.5	4.9	11	KJLA 1190	BBnd	12	21	20	16	15	12/90	MASLA	ABC-I	4.8
5.0	4.4	4.1	4.5	12	WHB 710	A/C	7	10	7	9	7	19/58	BLAIR	NBC	3.5
5.6	5.1	5.5	3.1	13	KCMO-FM 94.9	Ctry	14	13	14	12	11	17/64	MMR		1.9
6.2	4.6	4.9	2.9	14	KMBZ 980	A/C	11	19	15	15	14	21/50	TORBET	ABC-D	4.4
0.6	2.1	2.9	2.0	15	KZZC 98.9	CHR	15	5	10	13	16	24/46	HILLIER		1.8
2.9	2.1	1.8	1.9	16	KPRT 1590	Rel	16	17	13	14	13	10/109	HILLIER	MBS	0.7
1.1	0.5	0.6	1.0	17	KCCV 1510	Rel	21	22	21	21	23	12/91			0.6
0.6	0.4	0.3	1.0	17	KCNW 1380	Rel	18	15	16	17	17	17/64			0.4

## 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 KYYS	1 KLSI	1 WDAF	1 KLSI
2 KKCI-FM	2 KUDL	2 WDAF	2 KUDL	2 KCMO	2 WDAF
3 KPRS	3 KBEQ	3 KKCI-FM	3 KBEQ	3 KLSI	3 KMBR
4 KBEQ	4 KYYS	4 KPRS	4 WDAF	4 KYYS	4 KUDL
5 KLSI	5 WHB	5 KLSI	5 WHB	5 KMBR	5 WHB
6 KUDL	6 KKCI-FM	6 KBEQ	6 KMBR	6 KFKF-A/F	6 KFKF-A/F
7 KFKF-A/F	7 KPRS	7 KFKF-A/F	7 KFKF-A/F	7 KPRS	7 KBEQ
8 WDAF	8 KZZC	8 KCMO	8 KYYS	8 WHB	8 KCMO
9 KCMO	9 KFKF-A/F	9 KUDL	9 KPRS	9 KBEQ	9 KPRS
10 WHB	10 WDAF	10 WHB	10 KKCI-FM	10 KUDL	10 KCMO-FM

## Format Reach

A/C	21.0
AOR	14.3
BBnd	4.9
Blk/Urbn	6.2
BM/Easy	7.0
CHR	9.7
Ctry	19.1
News	3.3
Rel	3.9
Talk	3.3



# Los Angeles #2

FALL '82	WINTER '83	SPRING '83	SUMMER '83	FALL '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
4.4	4.7	6.0	7.6	8.1	1	KIIS 102.7	CHR	1	1	1	1	1	14/75	McGAVREN	ABC-C	8.8
5.6	6.2	7.6	7.4	5.2	2	KABC 790	Talk	3	21	22	7	3	14/78	KATZ	ABC-I	7.2
5.1	5.3	6.1	4.3	5.0	3	KBIG 104.3	Easy	8	28	16	4	2	12/92	TORBET		1.6
3.8	3.4	4.1	4.7	4.4	4	KJOI 98.7	BM	10	27	26	14	5	13/86	SELCOM		2.8
3.7	3.0	3.2	3.3	3.8	5	KMET 94.7	AOR	7	3	3	3	19	16/66	EASTMAN		4.7
3.7	3.7	3.1	2.7	3.7	6	KNX 1070	News	4	26	27	19	8	19/57	CBS SPOT	CBS	3.4
3.7	4.0	4.1	4.3	3.6	7	KLOS 95.5	AOR	6	5	2	2	18	18/60	KATZ	ABC-R	5.3
4.2	4.3	3.4	3.2	3.5	8	KFWB 980	News	2	24	34	28	15	21/52	GROUP W	NBC	3.6
2.0	2.1	2.5	1.8	3.2	9	KPRZ 1150	BBnd	22	42	38	32	23	10/108	McGAVREN	MBS	1.9
2.8	2.6	2.8	3.3	2.8	10	KMPC 710	Easy	11	33	36	29	26	18/59	MMR		1.8
2.4	2.8	2.6	2.3	2.7	11	KOST 103.5	A/C	12	17	6	6	6	18/60	CHRISTAL		2.4
3.1	2.6	2.8	2.7	2.6	12	KIQQ 100.3	CHR	5	2	11	12	27	26/41	SELCOM		2.3
3.9	4.6	4.4	3.5	2.6	12	KROQ-FM 106.7	AOR	14	4	5	11	29	17/65	HILLIER		4.0
2.6	3.5	3.0	3.3	2.6	12	KRTH 101.1	CHR	9	15	4	5	4	22/49	RKO		2.2
1.3	1.7	1.4	1.7	2.4	15	KJLH 102.3	Blk	20	10	7	9	17	14/76	R A LAZAR		3.2
1.3	1.9	1.3	1.5	2.3	16	KMGG 105.9	A/C	16	14	8	10	9	19/57	MASLA	RKO-1	1.4
2.9	2.7	2.3	2.2	2.1	17	KHTZ 97.1	CHR	15	16	9	8	10	21/52	MMR	RKO-2	1.3
2.2	2.0	1.8	1.9	2.1	17	KTNQ 1020	Span	26	23	17	15	7	12/87	CABALLERO		2.7
1.4	1.6	1.9	2.1	2.1	17	KUTE 101.9	Urbn	17	7	10	16	30	20/54	MASLA		2.6
1.7	1.6	1.7	1.3	2.1	17	KWKW 1300	Span	33	22	24	23	13	10/106	LOTUS		3.0
2.3	1.6	1.8	1.7	1.9	21	KFI 640	A/C	13	20	15	13	16	23/47	CHRISTAL	ABC-E	1.7
2.1	2.3	2.0	2.4	1.9	21	KZLA-FM 93.9	Ctry	24	29	19	17	14	14/76	BLAIR		2.1
1.9	1.3	1.8	2.0	1.8	23	KALI 1430	Span	34	12	14	21	22	11/101	MASLA		4.9

Continued on Page 106

## How to pick up an easy million.

### KFWB ALL NEWS 98



# *Rick* **DEES'** WEEKLY TOP 40

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# Louisville #42



FALL '82	WINTER '83	SPRING '83	FALL '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
13.4	11.8	11.7	12.2	1	WAMZ 97.5	Ctry	2	5	3	1	1	11/99	CHRISTAL	ABC-E	13.3
9.8	10.5	13.1	11.4	2	WLOU 135.0	Blk	11	2	2	2	2	6/183	HILLIER	NBN	9.5
7.8	9.4	8.1	10.0	3	WQMF 95.7	AOR	3	1	1	3	9	13/81	TORBET		13.7
9.4	10.5	8.6	9.7	4	WHAS 84.0	A/C	1	8	6	6	3	16/67	CHRISTAL	CBS	11.6
9.6	8.7	8.5	8.6	5	WVEZ 106.9	BM	9	12	11	9	4	10/104	KATZ		5.3
6.0	6.1	4.7	6.2	6	WCII 108.0	Ctry	10	10	10	7	5	12/89	MMR	MBS	5.2
4.7	6.3	5.6	5.9	7	WKJJ 99.7	A/C	8	6	5	5	8	15/70	MMR	CBS	3.8
7.7	7.0	7.2	5.4	8	WRKA 103.1	A/C	6	7	4	4	6	18/62	BLAIR	ABC-D	5.3
5.7	4.2	4.4	4.4	9	WAKY 79.0	Gold	5	9	9	8	7	22/49	KATZ	ABC-I	4.1
7.2	5.9	7.7	4.3	10	WAVG 97.0	A/C	7	17	14	12	10	22/50	EASTMAN	NBC	7.2
4.9	6.2	4.5	4.3	10	WLRS 102.3	AOR	4	3	7	10	11	24/45	EASTMAN	NBC-S	6.0
1.6	1.9	1.7	3.3	12	WJYL 101.7	A/C	12	4	8	11	13	17/63		ABC-F	3.4
2.4	2.4	2.6	2.8	13	WXVW 145.0	Easy	13	14	17	18	16	11/98	S. KATZ	ABC-I	2.0
1.6	1.5	1.1	1.7	14	WINN 124.0	Ctry	14	13	13	14	15	18/61	McGAVREN		0.4
0.7	0.9	1.1	1.6	15	WXLN 103.9	Rel	15	11	12	13	12	15/71	RADIO SPT	ABC-C	0.9

## Demographic Rank

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

## Format Reach

A/C	28.6
AOR	14.3
Blk/Urbn	11.4
BM/Easy	11.4
Ctry	20.1
Gold	4.4
Rel	1.6

# Memphis #41



FALL '82	FALL '83	FALL '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
9.5	10.4	9.6	1	WMC-FM 99.7	CHR	1	2	2	1	4	17/63	BLAIR	ABC-C	10.4
9.0	7.7	9.5	2	WDIA 107.0	Blk	2	4	7	8	9	14/76	HILLIER	AP	8.9
7.1	11.5	8.6	3	WZXR 102.7	AOR	6	1	1	5	7	13/85	McGAVREN	NBC-S	12.6
9.9	10.5	8.5	4	WHRK 97.1	Urbn	3	5	3	2	3	15/73	KATZ	RKO-1	8.6
--	8.5	8.4	5	WGKX 105.9	Ctry	7	8	5	4	1	12/87	EASTMAN		11.9
7.5	8.8	7.8	6	WRVR 104.5	A/C	9	9	4	3	2	13/83	TORBET		6.1
8.0	7.6	7.2	7	WMC 790	Ctry	4	10	10	9	6	17/65	BLAIR	ABC-I	9.3
6.5	5.6	6.8	8	WLK 1340	Blk	8	7	8	6	5	15/73	MASLA	NBN	4.4
11.0	7.3	6.1	9	KRNB 101.1	Blk	5	3	6	7	10	19/58	STARS INC		5.0
3.5	3.1	5.7	10	WLVS 94.3	BM	12	11	11	10	8	12/93	CHRISTAL		3.1
5.6	5.4	4.3	11	WREC 600	BBnd	11	13	16	14	12	16/69	McGAVREN	MBS	5.9
3.1	1.8	3.4	12	WKDJ 680	Blk	10	6	9	11	11	22/50	KATZ	NBC	1.6
2.0	2.2	3.2	13	WHBQ 560	N/T	13	12	13	13	13	17/66	RKO	RKO-2	3.0
1.3	2.7	2.3	14	KWAM 990	Rel	14	15	15	15	14	13/86	D-CLAYTON		0.7
1.9	1.9	1.4	15	WVEE 1430	Talk	15	17	14	16	16	11/96	CHRISTAL	MBS	1.5
0.3	0.6	1.3	16	WMSO 630	Misc	16	14	12	12	15	11/101			1.0

Continued on Page 106

**Rock=103**  
WZXR

WZXR...ROCK 103...Young Adult Programming\*

#1

Men 18-34  
Men 25-54  
Men 18-24

#1

Teens 12-17  
Adults 18-34

\*Source: Arbitron Fall 1983, Metro Survey Area



# Miami-Ft. Lauderdale-Hollywood #11



FALL '82	FALL '83	FALL '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG MMS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
5.9	7.3	8.2	1	WLYF 101.5	BM	3	18	15	13	4	9/118	TORBET		5.8
6.7	7.9	7.4	2	WHYI 100.7	CHR	1	2	1	1	2	16/68	McGAVREN		10.6
4.8	5.6	7.2	3	WINZ-FM 94.9	CHR	2	1	2	2	1	16/66	KATZ		10.8
6.4	6.7	6.3	4	WQBA 1140	Span	9	20	17	12	5	8/144	EASTMAN		8.5
3.2	3.2	4.4	5	WWJF 106.7	A/C	12	15	11	6	6	10/108	HILLIER		2.6
5.5	4.1	4.2	6	WNWS 790	News	10	26	24	26	22	11/98	RKO		3.9
2.9	4.0	4.1	7	WIOD 610	A/C	4	9	16	15	12	17/64	CHRISTAL	NBC	3.4
5.2	3.6	4.0	8	WCMQ-FM 92.1	Span	13	11	8	5	3	10/111	MMR		3.1
4.5	3.9	3.8	9	WEDR 99.1	Blk	16	3	4	3	9	10/113	STARS INC	NBN	2.5
3.8	3.3	3.7	10	WRHC 1550	Span	21	17	29	22	17	7/159	SELCOM		4.0
3.1	3.2	3.5	11	WKQS 99.9	Ctry	15	10	12	7	8	11/101	MMR	RKO-2	2.7
3.0	3.3	3.2	12	WAIA 97.3	A/C	7	7	7	4	7	16/69	CHRISTAL		2.9
4.3	3.6	3.1	13	WINZ 940	News	5	21	21	20	20	18/59	KATZ	CBS	4.6
2.0	3.4	3.0	14	WQBA-FM 107.5	Span	14	8	9	11	13	13/85	EASTMAN		2.5
3.5	3.3	3.0	14	WSHE 103.5	AOR	11	4	3	9	15	15/72	EASTMAN	ABC-R	4.2
3.0	3.7	2.8	16	WAXY 106.0	A/C	6	14	6	8	10	19/57	RKO	RKO-1	3.2
3.5	3.0	2.6	17	WWWL 93.9	A/C	8	12	5	10	11	19/57	MASLA		3.0
--	--	2.0	18	WEZI 105.1	A/C	22	16	10	14	14	12/91	MMR		1.1
1.5	1.4	1.9	19	WTMI 93.1	Clas	19	27	22	27	25	15/73	CMBS		2.0
--	1.8	1.7	20	WSUA 1260	Span	23	28	19	17	16	12/90	CABALLERO		2.6
3.0	1.3	1.6	21	WCMQ 1220	Span	27	24	18	19	18	9/116	MMR		1.0
1.7	1.8	1.6	21	WQAM 560	Ctry	20	19	26	21	19	18/62	BLAIR	NBC	1.5
1.6	1.4	1.5	23	WCKO 102.7	AOR	17	5	13	18	23	22/49	W & P	ABC-C	1.7
2.2	1.2	1.5	23	WRBD 1470	Blk	29	6	14	16	21	9/124	W & P	NBN	0.5
2.5	1.0	1.4	25	WLQY 1320	BBnd	24	34	34	34	32	11/95	MMR	ABC-D	0.8

Continued on Page 108

**Demographic Rank**

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

**Format Reach**

A/C	16.5
AOR	10.6
BBnd	2.2
Blk/Urbn	14.2
BM/Easy	7.3
CHR	7.5
Clas	1.5
Ctry	8.0
Gold	1.3
Jazz	2.4
Misc	9.6
News	6.3
Talk	3.9

**Houston-Galveston #8**

Continued from Page 96

**Demographic Rank**

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

**Format Reach**

A/C	13.0
AOR	10.5
Blk/Urbn	12.3
BM/Easy	6.7
CHR	9.8
Clas	1.9
Ctry	17.5
Gold	1.0
News	5.0
Rel	2.8
Span	5.5
Talk	4.1


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## Los Angeles #2

Continued from Page 100

FALL '82	WINTER '83	SPRING '83	SUMMER '83	FALL '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
1.2	1.1	1.3	1.7	1.8	23	<b>KNOB</b> 97.9	Easy	27	32	25	25	11	14/78	GROSKIN		1.1
1.5	2.5	1.7	2.3	1.8	23	<b>KRLA</b> 1110	Gold	18	18	20	18	12	21/53	HILLIER		1.8
1.4	1.6	1.3	1.2	1.6	26	<b>KACE</b> 103.9	Blk	30	13	12	20	24	14/75	W & P		1.2
2.5	1.4	1.2	1.4	1.6	26	<b>KKHR</b> 93.1	CHR	19	11	13	22	31	22/50	CBS-FM	<b>CBS-R</b>	1.7
2.4	2.1	2.0	1.8	1.6	26	<b>KLAC</b> 570	Ctry	21	25	28	27	20	21/53	EASTMAN	<b>ABC-D</b>	1.6
1.3	1.5	1.3	1.2	1.4	29	<b>KKGO</b> 105.1	Jazz	29	36	21	26	21	16/67	ROSLIN	<b>AP</b>	1.5
1.0	1.0	1.1	1.0	1.3	30	<b>KDAY</b> 1580	Blk	28	6	23	31	32	18/59	W & P	<b>NBN</b>	0.9
0.8	1.0	1.0	1.0	1.3	30	<b>KFAC-FM</b> 92.3	Clas	25	31	31	30	28	20/54	McGAVREN	<b>MBS</b>	0.7
1.4	1.9	1.3	1.3	1.2	32	<b>KLVE</b> 107.5	Span	31	19	18	24	25	17/63	CABALLERO		2.1
2.1	1.5	1.6	1.2	1.0	33	<b>KGFJ</b> 1230	Blk	32	9	30	34	35	21/50	MASLA		1.6
1.8	1.2	1.4	1.2	1.0	33	<b>XTRA</b> 690	CHR	23	8	29	33	33	32/34	MMR		1.0

## 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 KIIS	1 KIIS	1 KIIS	1 KIIS
2 KMET	2 KOST	2 KLOS	2 KOST	2 KBIG	2 KBIG
3 KIIS	3 KMGG	3 KMET	3 KMGG	3 KABC	3 KOST
4 KROQ-FM	4 KRTH	4 KBIG	4 KBIG	4 KRLA	4 KJOI
5 KRTH	5 KUTE	5 KABC	5 KRTH	5 KRTH	5 KABC
6 KJLH	6 KLOS	6 KRTH	6 KHTZ	6 KLOS	6 KRTH
7 KHTZ	7 KMET	7 KROQ-FM	7 KJLH	7 KNX	7 KMGG
8 KOST	8 KHTZ	8 KRLA	8 KIQQ	8 KJOI	8 KWKW
9 KMGG	9 KIQQ	9 KJLH	9 KUTE	9 KTNQ	9 KJLH
10 KUTE	10 KJLH	10 KHTZ	10 KMET	10 KMET	10 KHTZ

## Format Reach

A/C	6.9
AOR	10.0
BBnd	3.2
Blk/Urbn	8.4
BM/Easy	14.0
CHR	18.0
Clas	1.3
Ctry	3.5
Gold	1.8
Jazz	1.4
News	7.2
Span	7.2
Talk	5.2

## Memphis #42

Continued from Page 103

## Demographic Rank

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

## Format Reach

A/C	7.8
AOR	8.6
BBnd	4.3
Blk/Urbn	34.3
BM/Easy	5.7
CHR	9.6
Ctry	15.6
Misc	1.3
News	1.6
Rel	2.3
Talk	3.0

# Milwaukee-Racine #25

R&R

FALL '82	FALL '83	FALL '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	12.6	12.5	1	WTMJ 620	A/C	1	8	10	4	1	14/79	CHRISTAL	NBC	10.4
5.5	6.3	8.5	2	WQFM 93.3	AOR	3	1	1	1	9	11/97	SELCOM		10.7
8.7	8.4	7.6	3	WEZW 103.7	BM	4	12	11	5	2	12/91	McGAVREN		6.0
4.7	6.5	6.9	4	WKTJ 94.5	CHR	2	2	2	2	6	17/62	CHRISTAL	ABC-C	9.1
6.7	6.4	6.5	5	WOKY 920	BBnd	6	15	20	16	12	13/85	RKO	RKO-2	5.1
5.9	4.7	6.2	6	WLUM 102.1	Urbn	10	3	3	3	5	11/96	W & P	CBS-R	8.2
4.2	4.8	4.9	7	WBCS 102.9	Ctry	7	22	6	7	3	15/71	TORBET	ABC-D	4.7
3.7	4.7	4.9	7	WMIL 106.1	Ctry	9	7	9	8	4	14/76	RKO		7.3
8.6	4.8	4.2	9	WISN 1130	A/C	5	28	14	10	7	20/54	KATZ	ABC-I	3.9
4.6	4.3	3.8	10	WMYX 99.1	A/C	8	9	4	6	8	19/56	BLAIR		3.9
5.3	3.3	3.1	11	WZUU-FM 95.7	A/C	11	13	5	9	10	22/49	EASTMAN	RKO-1	4.4
1.4	3.0	2.8	12	WNOV 860	Blk	17	5	7	12	14	11/97	WALTON	NBN	1.8
1.6	2.0	2.2	13	WLZZ 1290	Gold	15	32	8	11	11	18/59	EASTMAN	RKO-1	1.9
3.3	1.8	2.1	14	WFMR 98.3	A/C	18	20	16	14	13	12/90	CMBS		1.7
2.3	2.0	2.0	15	WRKR-FM 100.7	CHR	12	4	15	17	26	27/41	ROSLIN	ABC-C	3.0
4.1	3.2	1.7	16	WLPX 97.3	CHR	13	6	12	15	17	28/38	KATZ		1.8
1.2	1.2	1.7	16	WRJN 1400	A/C	20	16	23	19	18	12/90	MASLA	ABC-I	0.4
0.5	0.7	1.7	16	WTKM-A/F 1540 104.9	A/C	29	31	31	31	31	7/158			1.2
1.3	1.0	1.6	19	WEMP 1250	Easy	16	17	24	18	16	23/46	BLAIR	ABC-E	0.6
--	2.8	1.6	19	WGMF 96.5	A/C	14	11	13	13	15	25/43	MMR		1.8
2.4	1.8	1.0	21	WAWA 1590	Blk	24	10	18	22	23	16/68	W & P	SHRDN	0.3

Continued on Page 108

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

Continued from Page 104

FALL '83	FALL '83	FALL '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
1.2	1.1	1.1	26	WGBS 710	N/T	18	25	23	24	24	30/36	TORBET	MBS	0.4
1.5	1.7	1.1	26	WOCN 1450	Span	25	30	27	25	26	15/73	LOTUS		1.7

**Demographic Rank**

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

**Format Reach**

A/C	19.1
AOR	4.5
BBnd	1.4
Bik/Urbn	5.3
BM/Easy	8.2
CHR	14.6
Clas	1.9
Ctry	5.1
News	7.8
Span	21.4
Talk	.6

**Milwaukee-Racine #25**

Continued from Page 107

**Demographic Rank**

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

**Format Reach**

A/C	30.7
AOR	8.5
BBnd	6.5
Bik/Urbn	10.0
BM/Easy	9.2
CHR	10.6
Ctry	9.8
Gold	2.2

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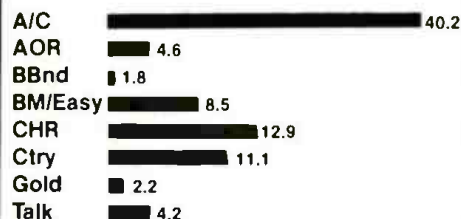
**RR**

FALL '82	SPRING '83	FALL '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
20.5	20.6	20.9	1	WCCO 830	A/C	1	7	7	2	1	12/87	CBS SPOT	CBS	19.7
12.4	10.3	10.8	2	KSTP-FM 94.5	A/C	2	4	1	1	2	14/78	CHRISTAL		11.3
9.7	11.0	7.9	3	WLOL 99.5	CHR	3	1	2	3	7	16/68	HILLIER		8.9
4.6	7.4	7.2	4	WAYL 93.7	BM	8	12	14	8	4	12/92	RKO	RKO-1	5.6
4.8	6.5	6.7	5	KEYE 102.1	Ctry	6	6	6	5	3	14/80	KATZ		8.0
--	--	6.0	6	WLTE 102.9	A/C	4	5	3	4	5	19/56	SELCOM	CBS-R	6.5
4.9	5.8	5.0	7	KDWB-FM 101.3	CHR	5	2	4	7	11	20/54	McGAVREN		9.0
5.7	5.4	4.6	8	KQRS-FM 92.5	AOR	7	3	5	9	12	19/58	TORBET	ABC-R	5.7
5.5	4.7	4.4	9	WDGY 1130	Ctry	10	11	8	6	6	15/72	BLAIR	NBC	4.0
4.1	3.8	4.2	10	KSTP 1500	Talk	9	9	10	10	8	18/60	CHRISTAL	ABC-I	3.6
1.8	1.4	2.2	11	KJJO 104.1	Gold	13	10	9	11	9	17/63	MMR	ABC-E	3.1
1.7	1.4	1.8	12	KLBB 1400	BBnd	15	15	17	16	15	13/80	KATZ	ABC-D	0.5
1.7	1.6	1.3	13	KTWN 107.9	A/C	12	13	12	13	13	30/36	BLAIR		1.8
2.1	1.4	1.3	13	WWTC 1280	Easy	14	19	13	12	10	23/47	MASLA	MBS	1.1
1.6	1.8	1.2	15	KDWB 630	A/C	11	B	11	14	14	37/29	McGAVREN		0.7

## Demographic Rank

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

## Format Reach



# Nashville-Davidson #44



FALL '82	SPRING '83	FALL '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
4.1	8.2	13.0	1	WSM-FM 95.5	Ctry	3	8	2	1	1	10/113	CHRISTAL		11.7
12.8	12.9	11.7	2	WKDF 103.3	AOR	1	2	1	2	3	13/83	BLAIR	ABC-R	17.2
10.2	7.9	10.8	3	WZEZ 92.9	BM	4	9	9	5	2	11/102	TORBET		7.1
9.0	9.5	8.0	4	WWKX 104.5	CHR	2	1	5	4	4	17/63	MMR	RKO-1	13.8
10.0	7.4	6.8	5	WSIX-FM 97.9	Ctry	6	12	10	8	6	15/74	KATZ	ABC-I	6.3
--	4.6	6.4	6	WLAC-FM 105.9	A/C	7	4	3	3	5	15/71	HILLIER		7.4
3.0	5.4	5.8	7	WMAK 92.1	Urbn	10	3	4	6	7	12/93	SELCOM		6.5
5.9	5.0	5.1	8	WSM 650	Ctry	5	13	13	11	8	20/55	CHRISTAL	NBC	2.9
6.1	4.6	5.0	9	WVOL 1470	Blk	9	6	6	7	11	15/74	SELCOM	NBN	3.7
6.8	5.3	4.0	10	WLAC 1510	Talk	8	21	12	12	10	20/55	HILLIER	CBS	3.4
4.9	6.4	3.6	11	WYHY 107.3	A/C	11	5	7	9	9	18/60	McGAVREN		2.7
1.5	1.4	3.4	12	WAMB 1170	BBnd	14	18	20	15	14	7/166	ROSLIN	MBS	0.8
--	--	2.7	13	WMDB 880	CHR	17	7	8	10	13	8/140			--
2.9	3.2	2.0	14	WSIX 980	A/C	12	14	14	13	12	24/45	KATZ	ABC-I	1.5

## Demographic Rank

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

## Format Reach

A/C	12.0
AOR	11.7
BBnd	3.4
Blk/Urbn	10.8
BM/Easy	10.8
CHR	10.7
Ctry	24.9
Talk	4.0



FALL '82	SPRING '83	FALL '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
--	--	6.1	1	WHTZ 100.3	CHR	2	1	4	2	7	15/74	EASTMAN	
5.8	6.9	5.2	2	WBLI 106.1	CHR	7	4	1	1	2	12/91	MASLA	
6.2	4.7	4.6	3	WNBC 660	CHR	1	6	7	3	3	20/54	HILLIER	NBC
4.5	4.3	4.1	4	WALK-A/F 1370 97.5	A/C	11	23	12	11	6	13/85	ROSLIN	
4.7	5.2	4.1	4	WCBS 880	News	3	21	18	15	10	21/51	CBS SPOT	CBS
3.9	5.0	4.0	6	WAPP 103.5	AOR	6	2	2	6	16	17/63	MMR	
4.7	4.2	3.9	7	WOR 710	Talk	12	30	25	24	17	12/88	RKO	ABC-E
4.1	4.2	3.9	7	WRFM 105.1	BM	13	38	19	14	9	12/93	TORBET	
3.2	2.7	3.8	9	WBAB 102.3	AOR	9	5	3	8	14	14/80		
3.8	3.4	3.8	9	WPLJ 95.5	CHR	5	3	5	7	13	18/59	BLAIR	ABC-R
3.8	3.3	3.6	11	WCBS-FM 101.1	Gold	10	14	6	4	1	14/79	CBS-FM	CBS
4.1	3.7	3.6	11	WINS 1010	News	4	17	21	18	11	22/49	GROUP W	ABC-D
3.9	3.2	3.5	13	WHLI 1100	BBnd	21	44	44	30	20	9/124	ROSLIN	
4.2	4.4	3.5	13	WYNY 97.1	A/C	8	10	10	5	5	17/62	HILLIER	
1.3	2.6	3.3	15	WKHK 106.7	Ctry	17	24	13	9	4	11/97	W & P	
1.8	3.6	2.6	16	WPIX 101.9	A/C	14	22	11	10	8	17/63	CHRISTAL	
2.3	1.4	2.0	17	WCTO 94.3	BM	23	19	40	22	18	15/73	McGAVREN	
1.4	2.1	2.0	17	WKJY 98.3	BM	27	31	36	23	23	10/108	ROSLIN	
1.6	2.1	1.9	19	WABC 770	Talk	15	49	27	20	24	21/53	BLAIR	ABC-I
1.9	2.2	1.9	19	WLIR 92.7	AOR	24	9	8	12	32	15/70	MASLA	
1.1	0.9	1.9	19	WNEW-FM 102.7	AOR	19	25	9	13	15	18/60	KATZ	NBC-S
2.9	1.4	1.8	22	WHN 1050	Ctry	16	28	22	17	12	20/54	SELCOM	MBS
2.4	2.0	1.7	23	WPAT-FM 93.1	BM	20	41	39	21	22	20/55	CHRISTAL	
1.2	2.0	1.6	24	WGSM 740	A/C	31	43	41	26	19	10/110	McGAVREN	
1.8	2.2	1.6	24	WKTU 92.3	Urbn	18	8	14	16	21	21/52	TORBET	
2.5	1.7	1.5	26	WNEW 1130	BBnd	22	29	38	28	28	20/55	KATZ	

# New Orleans #33



FALL '82	SPRING '83	FALL '83	12+ ADH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
12.9	13.2	14.1	①	WYLD-FM 98.5	Blk	2	3	①	①	①	8/139	HILLIER		14.8
8.6	9.2	12.5	2	WEZB 97.1	CHR	①	①	2	2	3	13/83	BLAIR	RKO-1	15.4
8.8	8.8	7.1	3	WAIL 105.3	Urbn	5	2	4	4	7	12/90	SELCOM	NBC-S	5.4
5.5	4.4	6.6	4	WNOE-FM 101.1	Ctry	9	11	9	5	2	11/97	McGAVREN	ABC-E	5.7
8.1	8.8	6.5	5	WRNO 99.5	CHR	4	4	3	3	10	15/70	MASLA	ABC-F	7.1
7.0	8.2	5.7	6	WBYU 95.7	BM	7	12	12	9	5	14/79	CHRISTAL		6.2
6.1	6.7	5.3	7	WAJY 101.9	A/C	10	10	7	6	4	14/79	KATZ		5.0
2.9	3.8	5.2	8	WBOK 1230	Rel	11	6	8	8	8	11/96		SHRDN	5.4
4.6	4.1	4.9	9	WWL 870	Talk	3	9	10	11	11	21/51	KATZ	CBS	5.6
4.7	4.6	4.2	10	WQUE-FM 93.3	A/C	6	8	5	7	6	19/59	EASTMAN		4.8
2.7	3.9	4.2	10	WSMB 1350	A/C	13	15	16	16	15	10/107	ROSLIN		6.0
3.0	3.4	3.7	12	WNOE 1060	Ctry	14	13	15	14	13	11/95	McGAVREN	ABC-E	2.3
5.9	3.7	3.7	12	WTIX 690	A/C	8	7	6	10	9	21/52	BLAIR	NBC	3.1
2.5	2.5	2.6	14	WYLD 940	Blk	12	5	11	13	14	22/50	HILLIER		1.3
--	2.3	2.2	15	WYAT 990	Gold	17	18	14	12	12	8/139	SELCOM	NBN	2.3
1.1	2.4	2.1	16	WWIW 1450	BBnd	15	16	18	17	17	14/76	P-W RADIO	ABC-D	1.8
1.2	0.6	1.6	17	WSHO 800	BBnd	18	17	13	15	16	10/108		AP	1.0
3.2	3.1	1.1	18	WQUE 1280	CHR	16	14	17	18	18	22/50	EASTMAN		1.4

## Demographic Rank

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

## Format Reach

A/C	17.4
BBnd	3.7
Blk/Urbn	23.8
BM/Easy	5.7
CHR	20.1
Ctry	10.3
Gold	2.2
Rel	5.2
Talk	4.9



# New York #1



FALL '82	WINTER '83	SPRING '83	SUMMER '83	FALL '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
--	--	--	2.0	6.2	1	WHTZ 100.3	CHR	2	1	1	1	5	14/77	EASTMAN		9.5
5.3	4.9	5.2	4.9	5.1	2	WOR 710	Talk	8	30	24	20	17	12/87	RKO	ABC-E	5.4
4.5	4.0	4.5	5.3	4.8	3	WRKS 98.7	Urbn	9	2	2	2	2	13/82	RKO	RKO-1	6.7
5.2	5.4	4.8	4.4	4.5	4	WINS 1010	News	1	16	14	12	10	21/51	GROUP W	ABC-D	4.9
4.8	4.6	4.3	4.5	3.8	5	WCBS 880	News	3	25	19	15	12	20/54	CBS SPOT	CBS	2.8
4.3	3.7	4.9	3.8	3.7	6	WRFM 105.1	BM	15	24	26	17	11	13/84	TORBET		1.9
5.0	4.7	4.6	3.9	3.6	7	WYNY 97.1	A/C	6	8	7	3	1	18/61	HILLIER		2.4
4.2	5.2	4.9	4.9	3.5	8	WK TU 92.3	Urbn	5	5	8	5	6	19/58	TORBET		4.1
4.3	4.5	4.1	4.0	3.5	8	WPLJ 95.5	CHR	4	4	3	6	15	21/51	BLAIR	ABC-R	3.5
1.8	3.3	3.6	3.5	3.4	10	WPIX 101.9	A/C	11	12	5	4	3	16/66	CHRISTAL		2.5
5.6	4.9	5.2	4.7	3.3	11	WBLS 107.5	Urbn	12	6	6	7	8	17/65	McGAVREN	ABC-F	4.9
3.8	3.9	3.8	3.1	3.3	11	WPAT-FM 93.1	BM	13	31	21	16	13	16/67	CHRISTAL		2.8
2.7	2.5	2.1	2.0	3.2	13	WADO 1280	Span	24	26	15	13	9	9/128			3.2
3.1	2.9	2.8	3.4	3.2	13	WAPP 103.5	AOR	10	3	4	8	21	19/59	MMR		4.7
4.0	4.1	3.1	3.6	3.0	15	WNBC 880	CHR	7	7	10	9	7	21/51	HILLIER	NBC	2.9
3.4	2.7	2.9	2.9	2.9	16	WNEW 1130	BBnd	18	22	29	21	16	14/78	KATZ		2.0
2.8	3.0	3.0	3.2	2.7	17	WCBS-FM 101.1	Gold	16	23	11	10	4	17/64	CBS-FM	CBS-R	2.2
2.5	2.4	2.9	3.0	2.3	18	WABC 770	Talk	14	14	18	19	19	23/48	BLAIR	ABC-I	2.8
2.1	2.2	2.1	2.1	2.3	18	WNEW-FM 102.7	AOR	17	13	9	11	20	18/60	KATZ	NBC-S	3.1
1.8	1.6	1.9	2.3	2.0	20	WKHK 108.7	Ctry	20	17	12	14	14	15/72	W & P		1.8
2.3	2.1	2.4	2.8	1.9	21	WHN 1050	Ctry	19	21	20	18	18	19/57	SELCOM	MBS	2.0
1.7	2.1	1.8	1.8	1.7	22	WQXR-A/F 1560 96.3	Clas	22	43	32	28	22	17/64	McGAVREN		1.9
1.8	1.8	2.0	1.5	1.6	23	WMCA 570	Talk	23	42	39	34	29	17/65	ROSLIN	AP	2.1
2.1	1.7	1.2	1.7	1.3	24	WJIT 1480	Span	27	32	22	22	24	10/108	CABALLERO		2.8
1.4	1.2	1.1	0.9	1.3	24	WNCN 104.3	Clas	25	27	28	25	23	15/70	W & P		0.7
2.3	2.1	2.2	1.8	1.3	24	WPAT 930	BM	21	37	34	37	32	22/50	CHRISTAL		0.9
0.7	0.8	0.6	1.2	1.0	27	WWRL 1600	Rel	28	15	30	31	31	12/93	W & P	NBN	0.7

Continued on Page 114

**Nassau-Suffolk #12**

Continued from Page 111

FALL '82	SPRING '83	FALL '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
0.9	1.8	1.4	27	WQXR-A/F 1560 96.3	Clas	29	37	37	33	25	14/79	McGAVREN	
1.9	1.0	1.2	28	WEZN 99.9	BM	28	16	34	35	33	17/65	KATZ	
1.7	2.3	1.2	28	WRKS 98.7	Urbn	26	7	16	25	30	21/52	RKO	RKO-1
2.4	3.3	1.0	30	WBLS 107.5	Urbn	25	12	15	19	26	26/41	McGAVREN	

**Demographic Rank**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WBAB	1 WHTZ	1 WBAB	1 WBLI	1 WCBS-FM	1 WYNY
2 WAPP	2 WPLJ	2 WAPP	2 WHTZ	2 WKHK	2 WBLI
3 WBLI	3 WBLI	3 WCBS-FM	3 WYNY	3 WNBC	3 WNBC
4 WCBS-FM	4 WCBS-FM	4 WNBC	4 WNBC	4 WALK-A/F	4 WCBS-FM
5 WPLJ	5 WYNY	5 WBLI	5 WPLJ	5 WBLI	5 WKHK
6 WHTZ	6 WPIX	6 WKHK	6 WCBS-FM	6 WBAB	6 WHTZ
7 WNEW-FM	7 WNBC	7 WHTZ	7 WPIX	7 WRFM	7 WPIX
8 WLIR	8 WLIR	8 WALK-A/F	8 WKHK	8 WCBS	8 WRFM
9 WNBC	9 WAPP	9 WPLJ	9 WKTU	9 WPIX	9 WALK-A/F
10 WALK-A/F	10 WNEW-FM	10 WPIX	10 WLIR	10 WHTZ	10 WCBS

**Format Reach**

A/C	11.8
AOR	11.6
BBnd	5.0
Blk/Urbn	3.8
BM/Easy	10.8
CHR	19.7
Clas	1.4
Ctry	5.1
Gold	3.6
News	7.7
Talk	5.8

**New York #1****Demographic Rank**

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

**Format Reach**

A/C	7.0
AOR	5.5
BBnd	2.9
Blk/Urbn	11.6
BM/Easy	8.3
CHR	12.7
Clas	3.0
Ctry	3.9
Gold	2.7
News	8.3
Rel	1.0
Span	4.5
Talk	9.0

**WESTWOOD ONE****OFF THE RECORD****WITH MARY TURNER**

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

# Norfolk-Portsmouth-Newport News-Hampton #34

FALL '82	FALL '83	FALL '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
10.6	10.6	10.6	1	WCMS-FM 100.5	Ctry	3	9	5	3	1	9/116	KATZ	ABC-E	11.1
10.6	10.9	9.5	2	WFOG 92.9	BM	6	11	11	5	2	10/111	MMR		8.5
7.9	8.6	9.5	2	WNOR-FM 98.7	AOR	1	2	1	1	7	11/98	RKO	ABC-R	12.8
7.4	7.2	8.1	4	WLTY 95.7	A/C	2	8	2	2	3	13/86	CHRISTAL		5.3
6.7	7.0	7.8	5	WOWI 102.9	Blk	4	3	3	4	4	12/88	McGAVREN	SHRDN	8.6
4.4	5.3	6.8	6	WNVZ 104.5	CHR	5	1	4	6	9	14/78	KATZ	ABC-C	8.1
3.7	4.3	5.2	7	WRAP 850	Blk	7	4	8	8	8	16/68	W & P	NBN	4.2
5.4	3.8	5.0	8	WTAR 790	A/C	8	16	13	9	5	16/69	CHRISTAL	CBS	4.4
4.0	4.3	4.3	9	WWDE 101.3	A/C	10	17	6	7	6	14/77	CBS-FM	CBS-R	4.7
5.7	5.5	3.5	10	WMYK 93.7	AOR	9	5	7	10	17	20/55	EASTMAN	NBC-S	5.8
2.8	2.8	3.3	11	WNIS 1350	News	11	24	18	16	12	13/82	HILLIER	NBC	2.3
3.4	3.4	2.7	12	WPCE 1400	Blk	16	15	16	13	13	14/80	McGAVREN	SHRDN	2.3
2.4	1.5	2.4	13	WXRI 105.3	A/C	14	10	10	12	10	17/65	HILLIER		3.6
--	--	2.2	14	WNSY-FM 97.3	A/C	12	18	9	11	11	20/55	BLAIR		3.0
1.2	2.3	2.1	15	WQKS 96.5	Urbn	13	6	12	14	18	20/55		RKO-2	2.8
1.3	2.0	1.8	16	WCMS 1050	Ctry	19	20	21	19	15	13/86	KATZ	ABC-D	1.2
--	--	1.8	16	WNSY 1310	Gold	15	12	15	15	14	21/51	BLAIR		0.6
2.0	1.6	1.7	18	WKEZ 94.1	Ctry	18	14	17	18	16	14/76	EASTMAN		1.4
1.7	2.2	1.6	19	WTJZ 1270	BBnd	20	22	22	20	19	12/92	KATZ	MBS	0.6
3.6	2.0	1.5	20	WNOR 1230	Blk	17	7	14	17	20	23/46	RKO		1.3

## Demographic Rank

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

## Format Reach

A/C	22.0
AOR	13.0
BBnd	1.6
Blk/Urbn	19.3
BM/Easy	9.5
CHR	6.8
Ctry	14.1
Gold	1.8
News	3.3



# Oklahoma City #46



FALL '83	FALL '83	FALL '83	FALL '83	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
14.2	12.3	14.2	1	KATT-FM 100.5	AOR	1	1	1	1	8	10/105	SELCOM	NBC-S	16.1
12.3	11.1	12.6	2	KTOK 1000	N/T	2	10	7	8	4	12/94	BLAIR	ABC-I	9.8
9.9	10.0	10.4	3	KKNG 92.5	BM	5	11	12	7	1	10/107	CHRISTAL		5.6
2.1	9.0	8.0	4	KJYO 102.7	CHR	3	2	3	4	10	16/66	BLAIR		10.1
5.5	7.5	7.8	5	KXXY-FM 96.1	Ctry	6	3	4	2	2	13/81	McGAVREN		8.8
--	7.3	7.6	6	KZBS 98.9	A/C	7	6	2	3	3	13/83	HILLIER		8.8
9.9	8.5	6.6	7	KEBC 94.7	Ctry	4	12	10	6	5	17/64	TORBET	ABC-E	7.8
4.6	3.7	5.4	8	KLTE 101.9	A/C	10	8	5	5	7	16/67	MASLA		5.1
7.0	7.1	5.3	9	KOMA 1520	Ctry	8	9	9	9	6	17/63	BLAIR	NBC	6.0
7.0	5.6	3.7	10	KOFM 104.1	A/C	9	5	6	10	11	25/44	KATZ	ABC-C	4.6
1.7	1.9	3.5	11	KJIL 104.9	Rel	12	4	11	11	9	11/98	STARCOM	AP	2.5
5.7	3.7	3.4	12	WKY 930	Gold	11	14	13	13	12	23/47	EASTMAN	CBS	2.5
2.4	1.5	2.6	13	KAEZ 107.7	Blk	13	7	8	12	13	13/86	W & P		3.8
0.7	0.9	1.2	14	KATT 1140	AOR	14	16	14	14	15	15/72	SELCOM	NBC-S	0.4
0.7	0.6	1.1	15	KXXY 1340	Ctry	16	13	15	15	14	15/73	McGAVREN	ABC-D	0.3

## Demographic Rank

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

## Format Reach

A/C	16.7
AOR	15.4
Blk/Urbn	2.6
BM/Easy	10.4
CHR	8.0
Ctry	20.8
Gold	3.4
News	6.3
Rel	3.5
Talk	6.3

# Philadelphia #5

R&R

FALL '82	WINTER '83	SPRING '83	SUMMER '83	FALL '83	12+ ADH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG MIN'S LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.2	7.9	7.3	5.5	7.7	1	WEAZ 101.1	BM	4	12	9	7	2	11/95	McGAVREN		8.4
8.7	9.2	8.2	7.9	7.5	2	KYW 106.0	News	1	15	13	10	5	18/60	GROUP W	NBC	6.6
4.9	5.5	5.5	6.4	6.8	3	WDAS-FM 105.3	Blk	8	3	2	2	3	10/110	HILLIER		6.2
7.9	6.3	6.0	6.0	6.4	4	WMGK 102.9	A/C	3	7	4	1	1	15/74	MMR		5.5
4.4	5.6	6.5	5.9	5.8	5	WUSL 98.9	Urbn	7	2	5	4	7	13/82	BLAIR	ABC-F	8.5
5.9	5.0	5.5	6.3	5.2	6	WCAU-FM 98.1	CHR	2	1	7	6	10	21/52	CBS-FM	CBS	7.3
4.5	5.3	4.2	4.8	5.2	6	WMMR 93.3	AOR	5	5	3	5	13	16/69	KATZ		5.9
4.1	3.8	4.6	3.8	4.9	8	WIOQ 102.1	AOR	9	16	1	3	4	13/81	McGAVREN		4.0
4.7	4.4	4.5	4.1	4.7	9	WWDB 96.5	Talk	13	23	14	14	9	12/91	SELCOM	ABC-I	5.9
4.4	4.7	4.8	6.4	4.5	10	WCAU 1210	Talk	6	14	16	16	14	18/62	CBS SPOT	CBS	4.2
4.2	5.1	6.3	6.0	4.5	10	WPEN 950	BBnd	14	24	22	19	15	12/92	MMR	ABC-E	4.7
0.4	2.6	2.7	2.1	3.5	12	WKSZ 100.3	A/C	16	10	12	9	6	12/87	HILLIER		3.0
4.8	4.2	4.6	4.2	3.5	12	WYSP 94.1	AOR	10	4	6	11	20	17/63	TORBET	ABC-R	5.7
4.6	4.5	4.1	3.8	3.4	14	WIP 610	A/C	11	20	15	13	11	17/63	KATZ	ABC-D	4.2
2.1	2.5	2.7	3.9	3.2	15	WSNI-FM 104.5	A/C	12	8	8	8	8	17/62	RKO	RKO-1	2.5
3.5	2.8	2.3	1.8	2.5	16	WFIL 560	Gold	15	13	11	12	12	20/55	BLAIR	RKO-2	2.6
2.4	2.4	1.8	1.8	2.1	17	WWSH 106.1	CHR	17	9	10	15	16	20/54	CHRISTAL		2.3
1.4	1.6	1.7	2.3	2.0	18	WDAS 1480	Blk	19	17	17	18	18	14/80	HILLIER	NBN	0.5
2.1	2.5	2.0	2.0	1.8	19	WFLN-AF 900 95.7	Clas	18	18	19	17	17	17/63	CMBS		2.3
1.9	1.1	1.3	1.7	1.5	20	WHAT 1340	Blk	20	11	18	20	19	15/72	SELCOM	SHRDN	0.6
2.0	1.4	1.1	1.1	1.1	21	WJBR-FM 99.5	BM	21	19	24	26	22	16/67			—

## 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 WMMR	1 WMGK	1 WIOQ	1 WMGK
2 WIOQ	2 WUSL	2 WIOQ	2 WUSL	2 WMGK	2 WEAZ
3 WDAS-FM	3 WDAS-FM	3 WDAS-FM	3 WDAS-FM	3 WDAS-FM	3 WKSZ
4 WYSP	4 WIOQ	4 WMGK	4 WIOQ	4 KYW	4 WDAS-FM
5 WMGK	5 WCAU-FM	5 WYSP	5 WCAU-FM	5 WEAZ	5 KYW
6 WUSL	6 WMMR	6 WUSL	6 WEAZ	6 WMMR	6 WUSL
7 WCAU-FM	7 WSNI-FM	7 KYW	7 WKSZ	7 WCAU	7 WIOQ
8 WSNI-FM	8 WYSP	8 WSNI-FM	8 WSNI-FM	8 WWDB	8 WCAU-FM
9 WFIL	9 WKSZ	9 WFIL	9 WMMR	9 WSNI-FM	9 WSNI-FM
10 WEAZ	10 WWSH	10 WCAU-FM	10 KYW	10 WFIL	10 WIP

## Format Reach

A/C	16.5
AOR	13.6
BBnd	4.5
Blk/Urbn	16.1
BM/Easy	8.8
CHR	7.3
Clas	1.8
Gold	2.5
News	7.5
Talk	9.2





Continued from Page 8

**CBS****XXIII Summer Olympiad Coverage****SUMMER OLYMPICS 16-PART WEEKEND SPECIAL****Dates:** Saturday, July 21-

Sunday, July 22

**Anchor:** Pat O'Brien**Format:** 16 3½ minute reports**SUMMER OLYMPICS WEEKDAY REPORTS****Dates:** Monday, July 30-

Friday, August 3

**SUMMER OLYMPICS WEEKDAY REPORTS****Dates:** Monday, July 30-

Friday, August 3

Monday, August 6-

Friday, August 10

**Anchor:** Brent Musburger and Ed Ingles**Format:** Five three-minute live reports daily:

8:45 AM

11:45 AM

1:45 PM

4:45 PM

11:06 PM

**SUMMER OLYMPICS WEEKEND REPORTS****Dates:** Saturday, July 28-

Sunday, July 29

Saturday, August 4-

Sunday, August 5

Saturday, August 11-

Sunday, August 12

**Anchor:** Brent Musburger and Ed Ingles**Format:** Five three-minute live reports daily:

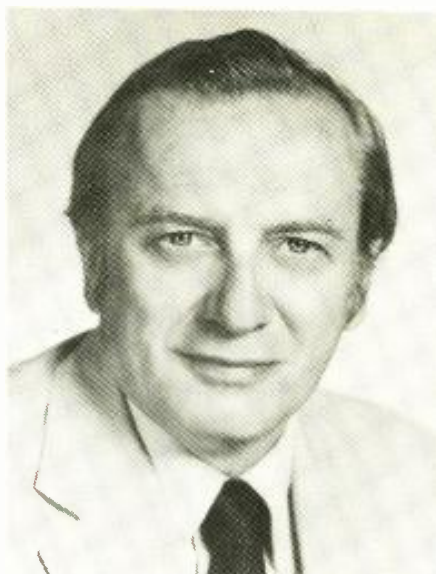
10:25 AM

11:25 AM

12:25 PM

1:25 PM

11:06 PM

**NOTE:** All times EST*Ed Ingles.**Brent Musburger*

chor of the nightly news broadcast at KNXT-TV/Los Angeles.

Ed Ingles has been Sports Director at **WCBS/New York** since 1973, and has covered sporting events from the Super Bowl to previous Olympics. He is anchor for all morning drive sportscasts at **WCBS**, and is the station's play-by-play anchor for the New York Jets. Ingles's assignments for CBS have included analysis for the network's NCAA Tournament Basketball, and coverage of the Super Bowl. Before joining CBS Ingles was Director of Sports for the **UPI Audio Network**. He previously was a sportswriter for the New York **Daily News**, and also worked at **WPIX-TV/New York**.

For more information, contact: CBS Radio Network, 51 West 52nd Street, New York, NY 10019 (212) 975-4321.



**NBC Radio Network** plans to provide a heavy concentration of Olympic news with its 6:50pm report, plus additional predetermined reports of exclusive Olympic coverage. In addition, news and sports programs will originate from the NBC News Bureau in Burbank. Planned coverage includes extensive event reporting plus interviews with athletes, which will be included on the network's "Olympic Reports," news, and sports programs.

Veteran broadcaster **Jack O'Rourke** is Executive Producer of Sports at NBC, and will host all of the network's Olympic programming in Los Angeles. He covered the network's Olympic coverage in Sarajevo, Yugoslavia, as well as the Winter Games in Lake Placid in 1980 and the Summer Games in Montreal in 1976. O'Rourke has also provided coverage of the Pan American Games in Puerto Rico and Mexico, and anchored all of NBC's radio coverage from the first World Track and Field Championships in Helsinki in 1983.

For more information contact: NBC Radio Network, 30 Rockefeller Center, New York, NY 10020 (214) 664-3713.

Continued on Page 12

*Jack O'Rourke*



## Phoenix #24

R&amp;R

FALL '83	WINTER '83	SPRING '83	FALL '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
10.1	8.6	7.7	8.5	1	KTAR 620	News	1	12	15	10	6	14/79	CBS SPOT	ABC-I	8.2
6.5	7.4	7.4	7.6	2	KNIX-FM 102.5	Ctry	4	7	5	2	1	13/85	KATZ		10.5
6.7	6.3	6.7	7.3	3	KQYT 95.5	Easy	10	13	11	8	4	11/103	EASTMAN		6.3
4.6	6.5	6.8	6.5	4	KKLT 98.7	A/C	5	6	2	1	2	15/74	CBS SPOT		6.9
6.5	7.1	6.6	6.4	5	KMEO-FM 96.9	Easy	9	24	16	13	9	13/85	McGAVREN		6.5
7.6	6.8	8.9	6.3	6	KDKB 93.3	AOR	2	5	1	3	10	16/67	BLAIR	NBC-S	10.4
3.6	4.4	3.3	5.5	7	KEZC 92.3	Ctry	11	9	10	6	5	14/78	MMR	RKO-2	3.9
4.9	4.6	4.5	5.5	7	KOY 550	A/C	8	14	9	7	3	17/65	EASTMAN	NBC	4.6
5.5	7.9	7.8	5.4	9	KUPD 97.9	AOR	7	3	3	5	11	17/63	MASLA		7.8
3.3	4.2	5.0	5.3	10	KOPA-FM 100.7	CHR	6	4	4	4	7	18/62	TORBET	ABC-C	5.6
4.9	4.0	3.8	4.3	11	KUKQ 1060	Urbn	14	1	8	11	14	9/115	MASLA		2.9
3.8	3.9	3.4	4.3	11	KZZP-FM 104.7	CHR	3	2	6	12	17	23/47	McGAVREN		6.7
3.3	3.9	4.5	3.7	13	KOOL-FM 94.5	A/C	12	10	7	9	8	17/62	CHRISTAL	CBS	4.7
2.6	1.2	2.7	3.1	14	KLFF 1360	BBnd	17	17	23	18	16	11/101	MASLA		0.9
2.4	2.6	2.6	2.8	15	KJJJ 910	Ctry	13	19	13	14	12	18/60	MMR	RKO-2	1.4
1.9	1.7	1.5	2.3	16	KHEP-FM 101.5	Clas	18	20	14	15	13	14/75	CMBS		1.6
1.5	1.5	1.0	2.2	17	KMEO 740	Easy	20	25	24	26	20	11/100	McGAVREN		0.6
--	1.0	1.4	1.8	18	KOOL 960	A/C	15	18	26	23	23	19/57	CHRISTAL	CBS	0.1
2.4	1.5	1.6	1.6	19	KNIX 1580	Ctry	16	23	20	19	18	21/51	CHRISTAL		0.8
1.6	1.4	2.1	1.6	19	KSTM 107.1	AOR	21	22	12	16	15	11/99	ROSLIN		2.6
1.1	2.4	1.2	1.1	21	KNNN 99.9	Span	23	11	18	17	19	11/98	LOTUS		0.5

Continued on Page 124

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in the largest growth  
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influence and power-  
ful impact of KTAR  
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# Pittsburgh #14



FALL '82	WINTER '83	SPRING '83	FALL '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
18.4	18.4	17.1	15.9	1	KDKA 1020	A/C	1	7	8	4	2	13/82	GROUP W	NBC	16.4
6.7	6.3	6.9	8.1	2	WDVE 102.5	AOR	5	1	1	1	10	12/93	EASTMAN	NBC-S	9.6
6.7	5.0	5.9	7.6	3	WTAE 1250	A/C	2	10	6	2	1	17/65	KATZ	RKO-2	6.3
6.0	6.7	7.4	6.0	4	WBZZ 93.7	CHR	3	2	3	5	8	18/61	BLAIR		9.1
4.1	5.0	4.8	5.5	5	WPNT 92.9	BM	9	13	11	10	7	11/97	GROUP W		2.9
7.4	5.6	5.6	5.3	6	WAMO-FM 105.9	Urbn	10	3	7	7	6	11/96	HILLIER	SHRDN	5.2
4.8	5.1	4.2	5.1	7	WHYW 96.9	A/C	7	8	2	3	3	16/66	CHRISTAL		5.0
--	--	4.8	4.9	8	WHTX 96.1	CHR	4	4	4	6	5	20/54	KATZ	RKO-1	5.4
5.2	5.7	4.5	4.8	9	WJAS 1320	BBnd	11	18	23	14	12	12/90	HILLIER	ABC-D	3.7
5.0	5.6	5.5	4.6	10	WSHH 99.7	BM	8	17	13	11	11	15/75	BLAIR		5.4
3.9	5.4	6.3	4.4	11	WWSW 94.5	A/C	6	6	5	8	4	19/56	McGAVREN	ABC-C	2.9
2.8	2.1	2.3	3.8	12	WDSY 107.9	Ctry	14	9	10	9	9	11/95	MMR	ABC-I	3.6
1.5	2.2	3.1	3.0	13	WTKN 970	Talk	15	15	15	15	14	14/76	McGAVREN	ABC-C	3.2
4.1	3.5	3.1	2.6	14	KQV 1410	News	12	12	19	17	16	19/56	CHRISTAL	CBS	2.8
2.2	2.6	1.7	2.2	15	WEEP 1080	Ctry	17	23	14	13	13	10/104	MMR	ABC-I	2.1
2.6	1.6	1.5	2.1	16	WYDD 104.7	CHR	13	5	9	12	17	24/45	W & P	ABC-R	2.7
0.6	1.0	0.7	1.1	17	WESA-A/F 940 98.3	A/C	19	11	12	16	15	27/40		ABC-C	--
1.8	1.0	1.3	1.0	18	WNUF 100.7	BBnd	16	26	24	26	21	22/49		UPI	1.6

## Demographic Rank

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

## Format Reach

A/C	34.1
AOR	8.1
BBnd	5.8
Blk/Urbn	5.3
BM/Easy	10.1
CHR	13.0
Ctry	6.0
News	2.6
Talk	3.0



# Portland #30

R&R

FALL '82	FALL '83	FALL '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
6.9	6.9	8.8	1	KUPL-FM 98.5	Easy	6	13	9	6	3	10/112	TORBET		6.1
4.2	5.0	7.8	2	KMJK 106.7	CHR	2	1	3	5	8	14/80	EASTMAN	AP	10.9
4.1	4.3	7.0	3	KJIB 99.5	Ctry	7	5	4	4	5	12/93	KATZ	ABC-E	2.9
6.8	7.9	6.7	4	KGW 620	A/C	1	7	5	1	1	19/57	BLAIR	AP	7.6
5.6	7.5	6.3	5	KCNR-FM 97.1	CHR	3	6	1	2	4	16/67	CHRISTAL		5.3
7.6	6.3	5.9	6	KINK 101.9	AOR	4	9	2	3	2	16/68	BLAIR		7.0
3.2	4.4	5.7	7	KUPL 1330	BBnd	13	20	23	14	11	10/110	TORBET	MBS	3.4
5.6	6.2	5.2	8	KEX 1190	A/C	5	19	13	10	7	17/65	MMR	ABC-I	5.9
6.3	5.7	5.1	9	KXL-FM 95.5	BM	12	18	18	12	10	12/90	McGAVREN		2.6
--	9.9	4.8	10	KRCK 101.1	AOR	10	3	6	7	12	16/67	SELCOM		9.7
9.1	4.9	4.6	11	KGON 92.3	AOR	8	2	7	8	13	18/61	HILLIER		6.2
3.9	4.1	4.5	12	KWJJ 1080	Ctry	9	11	8	9	6	18/60	KATZ	ABC-E	6.1
--	2.5	3.4	13	KKSN 910	A/C	15	10	11	11	9	13/85	CMBS		2.7
4.8	3.4	3.4	13	KXL 750	News	11	17	17	19	15	19/58	McGAVREN	NBC	3.8
4.7	3.4	3.0	15	KYXI 1520	News	14	14	22	18	18	17/64	HILLIER	CBS	2.5
3.1	2.5	1.8	16	KKRZ 100.3	A/C	16	8	10	13	14	23/47	MMR	RKO-1	2.0
2.3	1.1	1.6	17	KPDQ-FM 93.7	Rel	18	16	15	17	16	18/62			2.0
1.8	1.7	1.6	17	KSKD 105.1	CHR	17	4	12	16	20	18/60	W & P		0.7
2.3	2.0	1.4	19	KKEY 1150	Talk	23	23	25	25	25	8/144		MBS	2.4
3.1	2.7	1.4	19	KYTE 970	A/C	19	12	14	15	17	18/59	SELCOM		0.8
0.5	0.5	1.1	21	KPDQ 800	Rel	20	25	16	20	19	13/84			0.6

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# 11

## LIVE FROM GILLEY'S

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# Providence-Warwick-Pawtucket

#26



FALL '82	FALL '83	FALL '83	12+ ADH 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
12.6	12.3	12.0	1	WLKW-FM 101.5	BM	3	15	10	3	1	9/115	CHRISTAL	RKO-2
9.4	9.4	9.3	2	WPRO-FM 92.3	CHR	1	1	1	1	2	15/71	BLAIR	ABC-C
8.9	8.5	7.3	3	WHJY 94.1	AOR	4	2	2	2	6	14/79	KATZ	ABC-R
7.0	6.3	6.2	4	WPRO 630	A/C	2	12	5	4	3	18/59	BLAIR	ABC-D
3.2	4.3	6.1	5	WHJJ 920	A/C	8	20	16	10	8	9/114	KATZ	ABC-E
3.7	1.9	4.6	6	WHIM 1110	Ctry	16	6	14	11	9	7/167	MMR	MBS
2.9	3.4	4.5	7	WMYS 98.1	A/C	9	5	3	5	4	10/108	CHRISTAL	
3.6	3.5	4.0	8	WPJB 105.1	A/C	5	8	4	6	5	18/59		
3.9	4.9	3.6	9	WLKW 990	BBnd	13	37	37	20	15	10/109	CHRISTAL	RKO-2
4.6	4.8	3.4	10	WSNE 93.3	A/C	6	10	7	7	7	20/55	EASTMAN	RKO-1
5.9	3.9	2.8	11	WEAN 790	News	7	24	18	13	12	23/47	McGAVREN	CBS
--	1.2	2.5	12	WHTT 103.3	CHR	10	3	11	14	16	17/62	CBS-FM	CBS
2.7	3.4	2.3	13	WBRU 95.5	AOR	11	9	6	8	11	18/59	EASTMAN	CBS-R
1.8	1.3	2.3	13	WBZ 1030	A/C	12	22	15	12	10	16/70	GROUP W	ABC-E
1.3	1.3	2.2	15	WGNG 550	Ctry	14	18	12	16	13	14/76	CHRISTAL	RKO-2
2.1	2.3	2.0	16	WXKS-FM 107.9	CHR	15	4	8	9	14	16/69	MMR	
4.1	2.8	1.7	17	WBSM 1420	Talk	18	29	27	21	24	14/77		NBC
0.8	1.3	1.6	18	WALE 1400	A/C	20	33	35	32	32	11/102	MARKET 4	MBS
1.1	1.2	1.2	19	WCOZ 94.5	A/C	17	13	9	15	18	21/51	BLAIR	
1.1	0.9	1.0	20	WADK 1540	A/C	39	32	28	25	22	6/175		MBS

## 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 WLKW-FM	1 WLKW-FM
2 WPRO-FM	2 WHJY	2 WPRO-FM	2 WLKW-FM	2 WPRO-FM	2 WPRO-FM
3 WBRU	3 WPJB	3 WLKW-FM	3 WHJY	3 WMYS	3 WPRO
4 WMYS	4 WMYS	4 WMYS	4 WPJB	4 WPRO	4 WPJB
5 WPRO	5 WSNE	5 WBRU	5 WPRO	5 WSNE	5 WMYS
6 WCOZ	6 WPRO	6 WPRO	6 WMYS	6 WHJY	6 WHJY
7 WXKS-FM	7 WLKW-FM	7 WSNE	7 WSNE	7 WPJB	7 WSNE
8 WPJB	8 WHIM	8 WPJB	8 WHIM	8 WBRU	8 WHIM
9 WSNE	9 WHTT	9 WXKS-FM	9 WHTT	9 WHJJ	9 WHJJ
10 WBCN	10 WXKS-FM	10 WCOZ	10 WEAN	10 WBZ	10 WEAN

## Format Reach

A/C	30.3
AOR	9.8
BBnd	3.8
BM/Easy	12.0
CHR	13.8
Ctry	6.8
News	2.8
Talk	1.7

# Riverside-San Bernardino-Ontario

# #31

# R&R

FALL '82	SPRING '83	FALL '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
5.2	5.0	8.2	1	KIIS 102.7	CHR	1	1	1	1	1	15/74	McGAVREN	ABC-C
5.3	6.0	6.7	2	KDUO 97.5	BM	8	29	35	14	7	9/119	TORBET	
6.6	5.8	5.6	3	KFI 640	A/C	2	7	7	3	2	18/59	CHRISTAL	ABC-E
2.5	2.9	4.6	4	KLOS 95.5	AOR	4	5	2	2	9	15/74	KATZ	ABC-R
4.1	4.0	4.5	5	KMET 94.7	AOR	7	3	4	5	10	14/76	EASTMAN	
3.2	4.1	4.3	6	KGGI 99.1	CHR	3	4	5	6	4	19/58	MCGAVREN	CBS-R
1.8	2.2	4.2	7	KRTH 101.1	CHR	9	14	3	4	3	14/78	RKO	RKO-1
4.8	4.4	3.4	8	KBIG 104.3	Easy	11	37	12	12	8	14/76	TORBET	
2.0	2.2	3.3	9	KLAC 570	Ctry	16	36	10	11	5	13/86	EASTMAN	ABC-D
3.6	2.3	3.3	9	KOLA 99.9	AOR	6	2	8	8	20	20/54	MASLA	ABC-R
3.5	3.3	3.2	11	KNX 1070	News	5	17	32	23	17	21/51	CBS SPOT	CBS
2.5	3.9	3.1	12	KABC 790	Talk	13	20	19	17	16	15/75	KATZ	ABC-I
3.3	3.3	2.9	13	KCAL-FM 96.7	AOR	10	8	6	7	15	18/60	W & P	NBC-S
3.4	3.0	2.5	14	KQLH 95.1	A/C	15	16	11	9	6	17/62	W & P	MBS
2.1	2.1	2.4	15	KOST 103.5	A/C	12	15	9	10	11	19/57	CHRISTAL	
1.0	2.3	2.3	16	KMPC 710	Easy	17	30	42	36	29	16/67	MMR	
2.4	4.8	1.9	17	KCKC 1350	Ctry	21	28	17	15	12	14/75	HILLIER	ABC-I
0.9	0.7	1.7	18	KCAL 1410	Span	28	40	38	33	23	11/97	W & P	
1.1	1.2	1.7	18	KFWB 980	News	19	25	36	26	19	21/52	GROUP W	NBC
1.8	1.1	1.7	18	KKHR 93.1	CHR	18	6	14	19	25	22/49	CBS-FM	CBS-R
2.5	1.6	1.7	18	KNTF 93.5	Ctry	22	22	23	13	14	16/66	HILLIER	

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**The Fastest-Growing Metro in Southern California ... Riverside-San Bernardino-Ontario.**  
1,700,000 Strong — The 23rd Largest Metro in the U.S.

Make Riverside-San Bernardino-Ontario A Part Of Your Los Angeles Buy. KCAL-FM Delivers Young Adults with the Greatest Results.



**Phoenix #24**

Continued from Page 118

**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 KOY	1 KKLT
2 KUPD	2 KNIX-FM	2 KUPD	2 KNIX-FM	2 KTAR	2 KNIX-FM
3 KOPA-FM	3 KDKB	3 KOPA-FM	3 KEZC	3 KNIX-FM	3 KQYT
4 KOOL-FM	4 KUKQ	4 KNIX-FM	4 KQYT	4 KOOL-FM	4 KEZC
5 KZZP-FM	5 KOPA-FM	5 KOY	5 KUKQ	5 KEZC	5 KOY
6 KNIX-FM	6 KZZP-FM	6 KKLT	6 KOPA-FM	6 KDKB	6 KMEO-FM
7 KKLT	7 KOOL-FM	7 KTAR	7 KDKB	7 KQYT	7 KOPA-FM
8 KOY	8 KUPD	8 KOOL-FM	8 KOY	8 KOPA-FM	8 KTAR
9 KEZC	9 KQYT	9 KEZC	9 KOOL-FM	9 KKLT	9 KOOL-FM
10 KUKQ	10 KOY	10 KQYT	10 KZZP-FM	10 KMEO-FM	10 KJJJ

**Format Reach**

A/C	17.5
AOR	13.3
BBnd	3.1
Blk/Urbn	4.3
BM/Easy	15.9
CHR	9.6
Clas	2.3
Ctry	17.5
News	8.5
Span	1.1

**Portland #30**

Continued from Page 121

**Demographic Rank**

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

**Format Reach**

A/C	18.5
AOR	15.3
BBnd	5.7
BM/Easy	13.9
CHR	15.7
Ctry	11.5
News	6.4
Rel	2.7
Talk	1.4

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

Continued from Page 123

FALL '82	FALL '83	FALL '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+ BIACH SHARE
1.2	0.8	1.4	22	KZLA-FM 93.9	Ctry	30	27	26	20	24	13/84	BLAIR		
2.0	2.1	1.3	23	KFXM 590	CHR	14	9	18	21	26	34/32	TORBET		
2.6	1.4	1.3	23	KMEN 1290	Gold	25	18	24	16	13	18/59	MCGAVREN	CBS	
1.5	1.7	1.1	25	KDIG 1240	Ctry	27	23	22	25	22	19/58	SELCOM	ABC-E	
0.6	0.4	1.1	25	KIOQ 100.3	CHR	20	10	15	22	36	29/37	SELCOM		

**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 KMET	1 KIIS	1 KRTH	1 KIIS
2 KLOS	2 KGGI	2 KLOS	2 KGGI	2 KIIS	2 KFI
3 KIIS	3 KRTH	3 KIIS	3 KFI	3 KFI	3 KGGI
4 KRTH	4 KOST	4 KRTH	4 KRTH	4 KLOS	4 KRTH
5 KCAL-FM	5 KFI	5 KFI	5 KOST	5 KMET	5 KLAC
6 KFI	6 KLOS	6 KCAL-FM	6 KLAC	6 KGGI	6 KDUO
7 KOLA	7 KOLA	7 KOLA	7 KQLH	7 KQLH	7 KQLH
8 KGGI	8 KCAL-FM	8 KGGI	8 KLOS	8 KBIG	8 KOST
9 KOST	9 KLAC	9 KQLH	9 KOLA	9 KCAL-FM	9 KBIG
10 KKHR	10 KQLH	10 KBIG	10 KBIG	10 KLAC	10 KMEN

**Format Reach**

A/C	10.5
AOR	15.3
BM/Easy	12.4
CHR	20.8
Ctry	9.4
Gold	1.3
News	4.9
Span	1.7
Talk	3.1

FALL '82	SPRING '83	FALL '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
13.5	13.5	14.4	1	WEZO 101.3	BM	1	12	8	4	2	12/94	KATZ		9.6
9.6	10.7	11.2	2	WVOR 100.5	A/C	3	6	2	1	1	14/78	McGAVREN		11.1
10.8	10.0	10.0	3	WCMF 96.5	AOR	5	1	1	2	5	13/86	CBS-FM		13.8
9.1	8.7	8.4	4	WHAM 1180	A/C	2	8	7	6	3	19/58	MMR	ABC-I	7.5
6.5	6.9	8.0	5	WPXY-FM 97.9	CHR	4	3	3	3	4	18/61	CHRISTAL		8.8
2.9	3.3	6.8	6	WYLF 95.1	BBnd	9	16	14	11	10	11/100	MASLA		5.5
7.2	6.1	6.5	7	WMJQ 92.5	CHR	6	2	4	5	6	18/60	BLAIR	ABC-R	7.8
5.1	4.3	6.2	8	WBBF 950	N/T	7	9	10	9	8	16/66	BLAIR	ABC-D	5.1
4.9	5.0	5.2	9	WNYR 990	Ctry	10	10	9	7	7	13/81	KATZ	ABC-E	5.2
5.9	5.1	3.4	10	WHFM 98.9	CHR	8	4	5	10	11	25/43	MMR	ABC-C	2.0
2.5	4.3	3.1	11	WDKX 103.9	Blk	11	5	6	8	9	13/82	W & P	NBN	7.2
1.4	1.6	1.4	12	WRTK 1370	Ctry	12	15	16	14	12	19/57	HILLIER	NBC	0.5
1.6	1.6	1.2	13	WFLC 102.3	Ctry	14	14	11	12	13	15/70	MARKET 4	ABC-E	0.8

## 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 WMJQ	2 WPXY-FM	2 WVOR	2 WEZO	2 WEZO	2 WEZO
3 WVOR	3 WCMF	3 WPXY-FM	3 WPXY-FM	3 WCMF	3 WHAM
4 WPXY-FM	4 WHFM	4 WMJQ	4 WHAM	4 WPXY-FM	4 WPXY-FM
5 WHAM	5 WMJQ	5 WEZO	5 WCMF	5 WMJQ	5 WNYR
6 WDKX	6 WDKX	6 WHAM	6 WMJQ	6 WHAM	6 WBBF
7 WNYR	7 WEZO	7 WNYR	7 WHFM	7 WNYR	7 WJMQ
8 WBBF	8 WHAM	8 WBBF	8 WDKX	8 WBBF	8 WYLF
9 WHFM	9 WNYR	9 WDKX	9 WNYR	9 WDKX	9 WDKX
10 WFLC	10 WBBF	10 WHFM	10 WBBF	10 WFLC	10 WCMF

## Format Reach

A/C	19.6
AOR	10.0
BBnd	6.8
Blk/Urban	3.1
BM/Easy	14.4
CHR	17.9
Ctry	7.8
News	3.1
Talk	3.1

# Sacramento #35

FALL '82	FALL '83	FALL '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
10.2	7.4	9.1	<b>1</b>	<b>KXOA-FM</b> 108.0	A/C	<b>1</b>	8	<b>1</b>	<b>1</b>	<b>1</b>	14/78	BLAIR	ABC-D	7.6
5.2	4.5	7.2	2	<b>KSFM</b> 102.5	CHR	2	2	3	2	5	18/62	MMR		9.9
5.7	6.3	6.8	3	<b>KAER</b> 92.5	Ctry	8	7	6	4	2	12/90	KATZ		7.9
5.5	8.2	6.8	3	<b>KEWT</b> 105.1	BM	6	12	13	10	6	13/82	EASTMAN		7.3
8.5	7.9	6.8	3	<b>KZAP</b> 98.5	AOR	3	3	2	3	8	16/69	McGAVREN		9.2
7.7	6.5	6.6	6	<b>KCTC</b> 96.1	BM	9	21	9	8	4	12/91	CHRISTAL		6.9
4.8	6.7	6.3	7	<b>KRAK</b> 1140	Ctry	7	6	10	6	3	14/80	EASTMAN		5.9
3.3	4.9	5.3	8	<b>KWOD</b> 106.5	CHR	5	4	4	5	10	17/64		ABC-F	5.4
4.6	4.2	5.0	9	<b>KGNR</b> 1320	Talk	11	17	14	11	9	14/77	CHRISTAL	ABC-I	3.8
5.1	4.8	4.6	10	<b>KROY</b> 96.9	AOR	4	<b>1</b>	5	7	14	20/55	SELCOM		6.9
3.0	3.1	3.3	11	<b>KHYL</b> 101.1	A/C	12	10	7	9	7	20/55	W & P	RKO-2	4.7
3.3	3.7	3.2	12	<b>KPOP</b> 93.5	AOR	14	5	8	12	13	14/78	CBS-FM		2.3
4.6	5.2	3.1	13	<b>KFBK</b> 1530	News	10	20	16	15	12	23/48	KATZ	MBS	2.9
1.5	1.6	2.7	14	<b>KGO</b> 810	Talk	19	15	20	16	15	10/107	BLAIR	ABC-I	2.5
5.3	4.8	2.3	15	<b>KXOA</b> 1470	BBnd	17	16	21	21	20	14/76	BLAIR	ABC-D	2.2
1.4	1.0	2.2	16	<b>KNBR</b> 680	A/C	15	13	12	14	11	16/68	McGAVREN	NBC	0.6
2.5	3.2	1.6	17	<b>KFRC</b> 610	CHR	13	9	11	13	16	33/33	RKO		1.7
1.2	1.5	1.5	18	<b>KGMS</b> 1380	Easy	16	14	18	19	18	22/49	MMR	CBS	1.4
0.9	0.3	1.0	19	<b>KPIP</b> 1110	Span	23	19	19	18	17	9/122	LOTUS		0.4

## 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 KXOA-FM	1 KXOA-FM
2 KXOA-FM	2 KSFM	2 KXOA-FM	2 KSFM	2 KAER	2 KRAK
3 KROY	3 KWOD	3 KAER	3 KAER	3 KZAP	3 KAER
4 KWOD	4 KZAP	4 KROY	4 KWOD	4 KRAK	4 KSFM
5 KSFM	5 KAER	5 KWOD	5 KRAK	5 KCTC	5 KCTC
6 KPOP	6 KHYL	6 KRAK	6 KZAP	6 KHYL	6 KEWT
7 KAER	7 KRAK	7 KSFM	7 KHYL	7 KSFM	7 KWOD
8 KCTC	8 KROY	8 KCTC	8 KCTC	8 KGNR	8 KHYL
9 KHYL	9 KPOP	9 KHYL	9 KEWT	9 KNBR	9 KGNR
10 KNBR	10 KCTC	10 KGNR	10 KROY	10 KEWT	10 KPIP

## Format Reach

A/C	14.6
AOR	14.6
BBnd	2.3
BM/Easy	14.9
CHR	14.1
Ctry	13.1
News	3.1
Span	1.0
Talk	7.7



FALL '82	WINTER '83	SPRING '83	FALL '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
23.4	20.6	20.9	20.6	1	KMOX 1120	Talk	1	7	6	1	1	11/100	CBS SPOT	CBS	21.2
--	8.8	10.6	8.3	2	KHTR 103.3	CHR	2	1	3	3	6	16/68	CBS-FM	CBS	9.2
4.9	4.9	7.0	8.1	3	KEZK 102.5	BM	4	15	9	8	4	12/93	MMR		4.8
5.7	6.3	5.5	7.0	4	KSHE 94.7	AOR	6	4	1	2	7	11/99	KATZ		8.4
5.6	4.4	5.5	7.0	4	KWK-A/F 1380 106.5	AOR	3	2	2	5	8	15/112	HILLIER		8.3
5.5	7.0	6.8	6.9	6	KMJM 107.7	Urbn	7	3	4	6	5	10/108	McGAVREN		8.1
6.5	5.8	6.2	6.3	7	WIL-FM 92.3	Ctry	5	6	8	7	2	13/84	BLAIR		6.3
6.2	5.4	5.8	5.4	8	KSD-FM 93.7	A/C	8	9	5	4	3	13/85	TORBET		4.8
3.8	5.8	4.8	4.4	9	WRTH 590	BBnd	10	22	18	15	11	14/76	MMR	ABC-I	4.2
3.5	3.4	4.4	3.5	10	KSD 550	Ctry	9	10	11	10	10	18/60	TORBET	MBS	4.0
4.1	2.3	2.5	3.4	11	KYKY 98.1	A/C	11	11	7	9	9	18/60	RKO		3.4
2.3	2.0	2.2	2.1	12	KADI 96.3	A/C	12	13	10	11	12	22/49	SELCOM	RKO-1	1.9
2.6	2.7	1.9	1.9	13	KXOK 630	Talk	13	21	19	18	16	24/46	KATZ	NBC	2.5
1.9	2.5	1.8	1.8	14	KATZ 1600	Blk	15	14	16	14	14	18/59	W & P	NBN	1.2
3.3	3.6	2.5	1.6	15	WZEN 100.3	Blk	17	8	12	12	15	18/59	W & P	NBN	1.4
2.1	2.1	1.5	1.5	16	WESL 1490	Blk	18	5	15	19	18	15/72	R A LAZAR	SHRDN	0.3
2.0	2.3	1.1	1.4	17	WIL 1430	Ctry	14	16	14	17	19	25/43	BLAIR	ABC-E	1.2
1.0	0.7	0.9	1.3	18	KCFM 97.1	Easy	19	23	17	13	13	15/73	ROSLIN	AP	0.6
1.0	0.7	0.9	1.1	19	WEW 770	BBnd	21	26	24	22	20	12/93		ABC-D	1.2

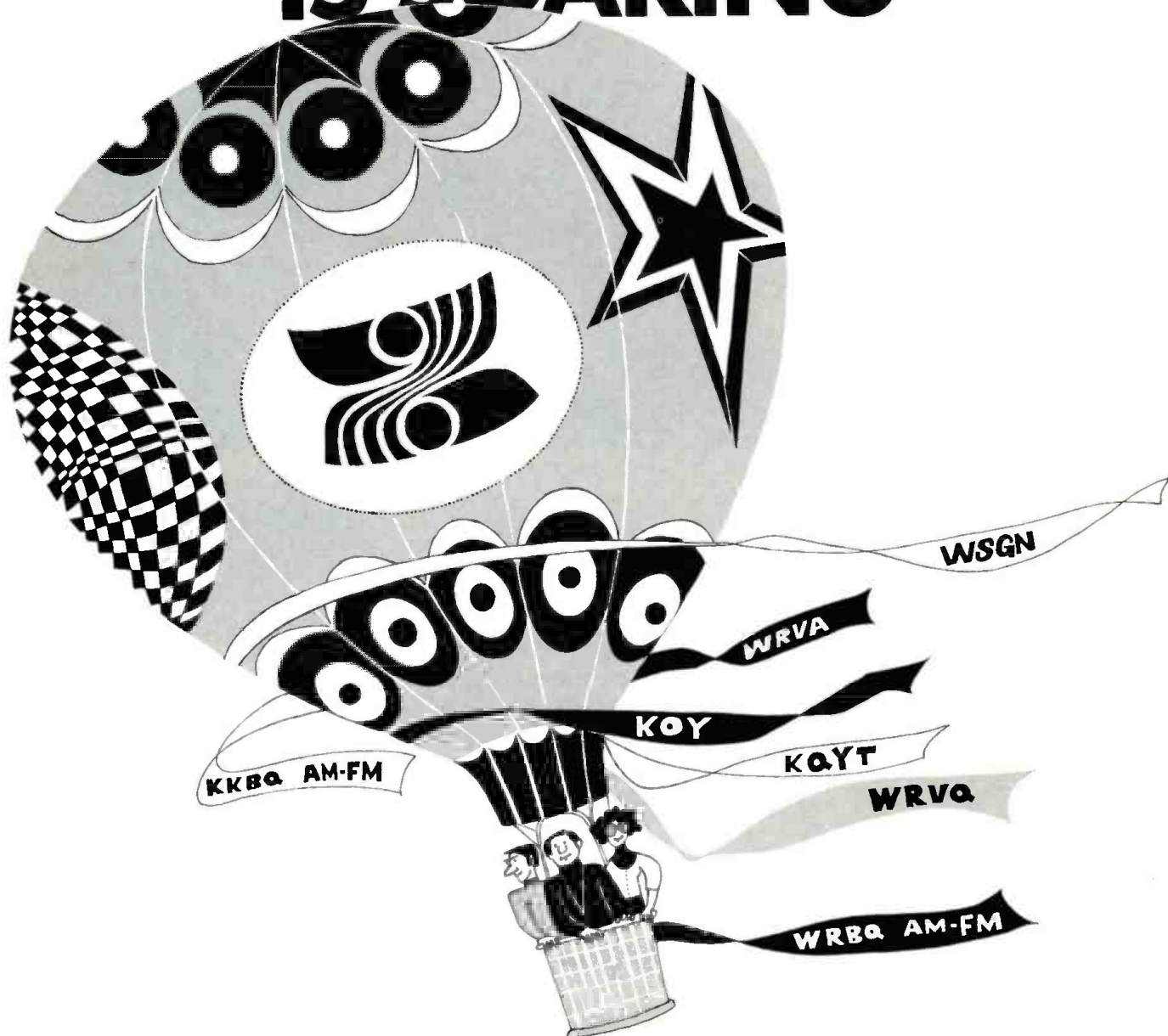
## Demographic Rank

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

## Format Reach

A/C	10.9
AOR	14.0
BBnd	5.5
Blk/Urbn	11.8
BM/Easy	9.4
CHR	8.3
Ctry	11.2
Talk	22.5

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**HARTE-HANKS RADIO**

## Salt Lake City-Ogden #43

R&amp;R

FALL '82	SPRING '83	FALL '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
10.2	11.3	11.5	1	KSFI 100.3	BM	3	15	4	1	1	11/95	BLAIR		9.9
13.1	11.9	10.8	2	KSL 1160	A/C	1	7	5	2	2	17/64	TORBET	CBS	10.0
7.0	8.2	9.9	3	KRSP-FM 103.5	AOR	2	1	1	3	10	13/80	SELCOM		11.3
10.4	5.9	6.6	4	KSOP-FM 104.3	Ctry	5	4	9	5	4	15/74	MMR		6.7
3.4	5.5	5.9	5	KLCY 94.1	A/C	4	6	2	4	5	17/64	EASTMAN	RKO-1	4.1
4.4	3.5	5.1	6	KLUB 570	BM	13	17	20	16	8	14/76	McGAVREN	NBC	3.9
4.9	4.9	4.8	7	KALL 910	A/C	6	14	12	8	3	20/55	EASTMAN	NBC	5.8
2.1	4.2	4.8	7	KZAN 97.9	Ctry	14	9	8	7	6	13/82	CHRISTAL		3.7
3.8	5.2	4.7	9	KISN 97.1	A/C	9	16	3	6	7	16/66	McGAVREN	CBS-R	4.7
6.3	6.0	3.8	10	KCPX-FM 98.7	CHR	7	3	6	10	11	23/47	KATZ		4.9
3.2	2.6	3.3	11	KBUG 1320	A/C	11	10	7	9	9	23/47	KATZ		3.5
4.5	2.6	3.2	12	KDAB 101.1	A/C	12	8	10	11	13	23/47	W & P		5.3
3.3	2.6	3.1	13	KFMY 96.1	CHR	8	5	11	12	15	25/44	MASLA		4.1
3.8	2.7	2.4	14	KRSP 1060	CHR	10	2	15	17	20	32/34	SELCOM		2.5
3.2	2.9	2.3	15	KLRZ 94.9	A/C	15	11	13	13	16	24/45	HILLIER		2.4
1.9	1.9	2.1	16	KSOP 1370	Ctry	17	13	16	14	12	21/52	MMR		1.5
0.9	1.0	2.1	16	KZJO 630	Talk	21	23	25	19	17	10/109		ABC-T	1.0
2.1	2.9	2.0	18	KRGO 1550	Ctry	18	18	14	15	14	18/60	CHRISTAL	ABC-E	2.4
2.3	1.2	1.5	19	KDYL 1280	News	16	19	17	18	18	30/36	BLAIR	MBS	1.5
0.9	1.1	1.0	20	KLO 1430	BBnd	19	20	22	22	22	24/45	EASTMAN	ABC-I	1.3
0.7	0.6	1.0	20	KWHO-FM 93.3	Clas	22	21	18	20	19	20/54	HILLIER	ABC-D	0.6

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WESTWOOD ONE

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# San Antonio #38

FALL '82	SPRING '83	FALL '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
7.3	6.1	9.3	1	<b>KTFM</b> 102.7	CHR	1	3	1	1	2	13/83	BLAIR		9.0
6.0	5.2	9.1	2	<b>KCOR</b> 1350	Span	12	15	13	8	4	7/151	KATZ		10.7
--	8.2	8.0	3	<b>KXZL</b> 104.5	AOR	3	1	2	3	12	12/89	TORBET		9.4
6.3	10.2	7.9	4	<b>KQXT</b> 101.9	BM	6	14	11	12	7	10/105	KATZ		5.1
7.5	7.2	7.4	5	<b>KAJA</b> 97.3	Ctry	5	7	4	2	1	11/96	CBS-FM		8.1
12.2	5.9	6.0	6	<b>KISS</b> 99.5	AOR	4	2	3	7	11	15/72	McGAVREN	NBC-S	6.9
6.4	6.3	6.0	6	<b>KTSA</b> 550	CHR	2	5	6	6	3	18/60	BLAIR		6.3
6.0	6.2	5.3	8	<b>KKYX</b> 680	Ctry	7	11	9	10	9	15/71	CHRISTAL	ABC-D	4.5
5.2	7.3	5.0	9	<b>WOAI</b> 1200	N/T	11	19	16	14	13	13/82	CBS SPOT	CBS	4.3
5.4	5.9	4.9	10	<b>KLLS-FM</b> 100.3	A/C	8	6	5	4	6	16/68	SELCOM		6.2
4.0	3.8	4.8	11	<b>KONO</b> 860	A/C	10	9	7	5	5	14/77	MMR	ABC-C	1.7
4.6	4.4	4.6	12	<b>KBUC-FM</b> 107.5	Ctry	13	12	10	9	8	14/78	EASTMAN		3.8
5.7	4.0	4.1	13	<b>KITY</b> 92.9	CHR	9	4	8	11	14	19/59	MMR	ABC-F	5.0
2.6	1.9	2.6	14	<b>KEDA</b> 1540	Span	14	21	15	13	10	12/91	SELCOM		4.1
--	1.4	2.1	15	<b>KVAR</b> 1250	Span	18	10	20	17	16	9/116	LOTUS		2.0
1.7	1.6	1.4	16	<b>KESI</b> 106.3	AOR	16	8	12	16	21	15/74	PRO RADIO	CBS	1.1
1.0	2.6	1.3	17	<b>KAPE</b> 1480	Blk	21	16	14	15	15	10/113	PRO RADIO	CBS	1.5
--	--	1.3	17	<b>KSLR</b> 630	Rel	19	13	19	18	17	12/88		MBS	1.1
1.8	1.2	1.0	19	<b>KGNB</b> 1420	A/C	20	24	24	23	22	13/86	M & C	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 KXZL	1 KTFM	1 KTFM	1 KTFM	1 KTFM	1 KAJA
2 KTFM	2 KLLS-FM	2 KISS	2 KAJA	2 KAJA	2 KTFM
3 KISS	3 KXZL	3 KXZL	3 KLLS-FM	3 KONO	3 KCOR
4 KAJA	4 KTSA	4 KAJA	4 KTSA	4 KISS	4 KLLS-FM
5 KONO	5 KAJA	5 KONO	5 KCOR	5 KQXT	5 KTSA
6 KTSA	6 KITY	6 KTSA	6 KXZL	6 KBUC-FM	6 KQXT
7 KLLS-FM	7 KONO	7 KBUC-FM	7 KITY	7 KTSA	7 KKYX
8 KITY	8 KISS	8 KLLS-FM	8 KONO	8 KXZL	8 KONO
9 KKYX	9 KKYX	9 KQXT	9 KKYX	9 KEDA	9 KBUC-FM
10 KBUC-FM	10 KQXT	10 KCOR	10 KBUC-FM	10 KCOR	10 KITY

## Format Reach

A/C	10.7
AOR	15.4
Blk/Urbn	1.3
BM/Easy	7.9
CHR	19.4
Ctry	17.3
News	2.5
Rel	1.3
Span	13.8
Talk	2.5

# San Diego #20

R&R

FALL '82	WINTER '83	SPRING '83	SUMMER '83	FALL '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
9.2	9.8	8.6	8.4	8.7	1	KJQY 103.7	BM	2	10	15	7	3	11/103	GROUP W		9.1
6.6	5.4	5.6	6.6	7.2	2	KGB 101.5	AOR	3	4	1	1	7	12/89	KATZ	NBC-S	8.2
4.2	4.6	5.3	5.7	5.1	3	KFMB-FM 100.7	A/C	1	9	2	2	4	18/60	McGAVREN		4.8
3.5	6.2	5.6	5.7	5.1	3	XTRA-FM 91.1	AOR	6	1	3	4	19	15/73	MMR		7.1
3.3	2.4	2.9	2.9	4.8	5	KFSD 94.1	Clas	12	21	12	9	6	10/103	HILLIER		2.8
4.8	5.4	4.0	4.7	4.5	6	KSDO 1130	N/T	5	27	19	14	8	18/60	CBS SPOT	CBS	6.2
3.2	4.0	3.9	4.2	4.4	7	KBZT 94.9	A/C	9	7	4	3	2	15/71	CHRISTAL		4.0
4.7	5.5	8.4	8.0	4.3	8	KFMB 760	A/C	7	26	10	6	1	18/62	McGAVREN		6.2
5.7	3.3	3.0	2.5	3.8	9	XHRM 92.5	Blk	13	3	6	12	15	13/86	W & P	SHRDN	5.9
3.7	4.5	5.4	3.9	3.7	10	KYXY 96.5	A/C	11	11	8	5	5	15/71	TORBET		3.9
2.8	3.4	3.6	2.2	3.5	11	KSDO-FM 102.9	CHR	10	6	7	8	13	18/59	CBS SPOT		2.8
5.2	3.6	2.3	3.3	3.3	12	KMLO 1000	BBnd	19	25	30	26	20	11/102	ROSLIN		2.6
5.1	4.6	4.4	4.0	3.2	13	KPRI 106.5	AOR	8	5	5	10	18	22/49	EASTMAN		4.2
1.2	1.5	1.4	2.3	3.1	14	KPQP 1360	BBnd	20	24	29	20	11	11/97	KATZ	ABC-E	3.7
3.1	1.6	2.5	2.8	2.7	15	KIFM 98.1	A/C	14	13	9	11	9	17/63	SELCOM	CBS-R	3.2
4.2	3.5	4.3	4.4	2.7	15	XTRA 690	CHR	4	2	11	15	22	31/35	MMR		3.7
3.1	2.4	2.6	2.0	2.5	17	KSON-FM 97.3	Ctry	17	8	21	19	14	16/66	CHRISTAL	MBS	3.0
3.0	3.5	2.7	3.2	2.2	18	KCBQ 1170	Ctry	18	18	17	16	12	17/63	RKO	RKO-2	4.5
2.2	3.6	2.3	2.2	2.1	19	KCBQ-FM 105.3	Ctry	21	16	14	13	10	16/69	RKO		2.0
2.5	2.6	2.1	2.5	2.0	20	KNX 1070	News	15	22	28	23	21	22/48	CBS SPOT	CBS	1.3
3.4	3.0	2.2	2.5	2.0	20	KOGO 600	Talk	16	19	18	18	17	22/49	EASTMAN	AP	1.0
--	--	2.1	2.2	1.8	22	KEZL-FM 102.1	A/C	24	29	26	27	23	12/88	CBS-F	ABC-D	1.8
--	--	0.6	--	1.8	22	XPRS 1090	Span	32	17	16	17	16	3/379	CABALLERO		--
2.4	1.9	2.0	0.9	1.7	24	KSON 1240	Ctry	22	30	25	22	24	19/56	CHRISTAL	ABC-I	1.0
--	--	--	--	1.1	25	XHZ 90.3	AOR	25	28	13	21	26	17/64	SELCOM		--

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# 11

WESTWOOD ONE

# EARTH NEWS

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



# San Francisco #4



FALL '82	WINTER '83	SPRING '83	SUMMER '83	FALL '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
8.4	7.2	8.6	7.5	8.7	1	KGO 810	N/T	1	24	12	5	1	13/82	BLAIR	ABC-I	9.1
6.7	6.3	5.1	5.3	6.8	2	KCBS 740	N/T	2	42	13	7	2	16/67	CBS SPOT	CBS	5.4
3.7	3.2	3.1	3.6	4.7	3	KSOL 107.7	Urbn	5	1	1	1	8	13/85	MASLA	NBN	4.2
3.0	3.3	4.1	2.9	3.6	4	KSAN 94.9	Ctry	10	13	3	3	3	14/77	KATZ	ABC-E	4.1
2.9	4.0	3.2	3.3	3.3	5	KABL-FM 99.1	BM	11	25	29	22	18	13/84	CHRISTAL		4.0
2.8	3.5	3.1	2.9	3.2	6	KIOI 101.3	A/C	4	10	2	2	5	24/50	SELCOM	ABC-C	3.7
3.7	4.1	4.2	3.9	3.0	7	KFRC 610	CHR	3	3	7	8	12	26/42	RKO		3.0
2.2	2.1	3.2	4.2	3.0	7	KSFO 560	A/C	9	27	36	33	20	17/64	MMR		2.7
2.8	2.9	2.7	3.1	2.9	9	KNEW 910	Ctry	14	17	21	12	11	14/79	KATZ	ABC-E	2.6
3.2	3.7	3.2	2.4	2.8	10	KYUU 99.7	CHR	6	11	4	6	9	21/52	McGAVREN		3.5
2.6	3.3	2.6	2.4	2.7	11	KBLX 102.9	Urbn	13	20	6	4	4	15/73	HILLIER	SHRDN	3.8
2.8	3.0	3.6	5.4	2.7	11	KNBR 680	A/C	7	16	17	9	6	22/50	McGAVREN	NBC	2.3
3.5	3.2	2.9	2.2	2.4	13	KOIT-FM 96.5	Easy	15	28	27	15	10	16/67	TORBET		2.3
2.4	3.0	3.1	2.0	2.3	14	KABL 960	BM	17	30	43	38	27	16/66	CHRISTAL		1.2
1.4	1.7	1.8	1.6	2.3	14	KIBE/KDFC-FM 1220 102.1	Clas	22	46	26	13	7	16/66	W & P		2.3
2.7	2.3	2.2	2.2	2.2	16	KRQR 97.3	AOR	18	4	5	10	29	17/64	CBS-FM	CBS	2.5
2.3	2.3	1.8	2.5	2.1	17	KBAY 100.3	BM	25	32	31	24	16	15/73	MMR		1.6
3.3	2.4	2.4	1.8	2.1	17	KDIA 1310	Blk	16	7	11	16	14	18/61	SELCOM	SHRDN	2.1
--	0.8	2.0	2.5	2.1	17	KITS 105.3	CHR	8	2	14	21	34	25/43	MMR		2.7
1.1	1.9	0.8	1.6	1.9	20	KFOG 104.5	AOR	19	21	9	11	15	18/61	GROUP W	NBC-S	3.2
1.6	1.2	1.9	2.0	1.9	20	KQAK 98.9	AOR	23	5	10	17	28	17/66	W & P		2.6
1.7	1.8	1.6	1.8	1.7	22	KKHI-A/F 1550 95.7	Clas	21	37	32	29	17	19/56	HILLIER		2.0
3.3	2.1	2.3	1.9	1.7	22	KMEL 106.1	AOR	12	14	8	14	24	25/44	CHRISTAL		2.2
2.1	2.3	1.3	1.8	1.6	24	KOIT 1260	Gold	20	34	20	18	13	20/53	EASTMAN		2.2

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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.

**The Winning Combination in San Francisco!**

# **KNEW/KSAN**

**TAPSCAN™ RANK REPORT:**  
**AVERAGE PERSONS SAN FRANCISCO METRO SURVEY AREA**  
**ADULTS 25-54 MON-SUN 6AM--MIDNIGHT**

STATION AVERAGE PERSONS  
ESTIMATES

SCALE: | 8000 | 16000 | 24000 | 32000

**KNEW/KSAN** 30,100  
STATION A 23,300  
STATION B 22,600  
STATION C 16,500  
STATION D 16,200



FALL 1983 ARBITRON

**TAPSCAN™ RANK REPORT:**  
**AVERAGE PERSONS SAN FRANCISCO METRO SURVEY AREA**  
**ADULTS 18-49 MON-SUN 6AM--MIDNIGHT**

STATION AVERAGE PERSONS  
ESTIMATES

SCALE: | 8000 | 16000 | 24000 | 32000

**KNEW/KSAN** 34,700  
STATION A 26,700  
STATION B 22,800  
STATION C 20,100  
STATION D 19,100



FALL 1983 ARBITRON

**In San Francisco the KNEW/KSAN Combination Can't be Beat.**

## **KNEW 91 AM/KSAN 95 FM**



**MALRITE COMMUNICATIONS GROUP**

# San Jose #28

FALL '82	WINTER '83	SPRING '83	FALL '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
7.1	6.4	4.5	6.4	1	KBAY 100.3	BM	3	17	13	2	1	14/80	MMR	
8.7	7.5	7.6	5.7	2	KGO 810	N/T	1	18	20	15	3	17/63	BLAIR	ABC-I
--	2.1	3.6	5.0	3	KWSS 94.5	CHR	4	1	1	3	12	17/64	W & P	
5.2	5.2	4.9	4.7	4	KCBS 740	News	2	23	23	13	5	21/53	CBS SPOT	CBS
2.8	2.7	2.2	3.9	5	KARA 105.7	A/C	11	20	10	1	2	16/66	SELCOM	
3.5	3.2	3.3	3.5	6	KYUU 99.7	CHR	9	10	5	5	6	19/56	McGAVREN	
6.1	4.2	4.7	3.4	7	KEZR 106.5	A/C	10	16	2	4	4	20/55	CHRISTAL	
4.4	4.4	3.5	3.3	8	KLOK 1170	A/C	7	15	8	6	7	22/50	KATZ	
8.3	7.2	7.3	3.3	8	KSJO 92.3	AOR	5	4	4	8	24	22/49	HILLIER	
3.2	2.8	2.5	3.2	10	KLIV 1590	BBnd	13	27	36	26	15	17/65	SELCOM	
4.2	4.4	3.7	3.2	10	KOME 98.5	AOR	6	7	3	7	17	23/48	TORBET	
3.5	2.8	2.7	3.1	12	KSOL 107.7	Urbn	14	3	6	11	11	17/66	MASLA	AP
2.3	3.5	3.6	2.9	13	KEEN 1370	Ctry	18	13	28	16	10	15/74	MMR	
2.8	3.2	3.7	2.9	13	KSAN 94.9	Ctry	16	14	9	10	9	17/65	KATZ	ABC-E
2.5	3.1	3.6	2.6	15	KFRC 610	CHR	12	6	11	14	14	24/46	RKO	
0.8	1.6	0.9	2.6	15	KISE/KDFC-FM 1220 102.1	Clas	21	39	29	22	13	11/99	W & P	
1.3	1.9	1.4	2.5	17	KBLX 102.9	Urbn	26	32	12	9	8	11/97	HILLIER	SHRDN
2.9	3.0	3.1	2.4	18	KIOI 101.3	A/C	8	11	7	12	16	28/38	SELCOM	ABC-C
3.9	2.5	3.1	2.2	19	KOIT-FM 96.6	Easy	15	31	24	21	19	22/48	EASTMAN	
1.2	1.5	--	2.1	20	KAZA 1290	Span	39	38	16	18	21	7/157	CABALLERO	
2.4	2.4	2.3	2.1	20	KNBR 680	A/C	19	28	26	17	18	19/56	McGAVREN	NBC
1.4	1.4	1.3	1.9	22	KABL-FM 98.1	BM	29	33	27	31	37	13/82	CHRISTAL	
--	0.5	1.0	1.7	23	KITS 105.3	CHR	17	2	21	30	36	29/38	MMR	
0.5	0.7	1.0	1.7	23	KQAK 98.9	AOR	27	5	14	24	28	16/68	W & P	
1.1	1.4	2.2	1.7	23	KSFO 560	A/C	20	34	37	38	30	22/49	MMR	
1.2	0.8	0.9	1.5	26	KOIT 1260	Gold	30	30	19	19	19	17/65	EASTMAN	
0.9	1.0	1.2	1.4	27	KABL 960	BM	28	21	41	37	34	18/60	CHRISTAL	
0.5	1.4	0.9	1.4	27	KFOG 104.5	AOR	23	19	17	20	22	21/52	GROUP W	NBC-S

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# Seattle-Everett-Tacoma #16



FALL '82	WINTER '83	SPRING '83	FALL '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
10.8	10.3	9.0	8.6	1	KIRO 710	News	1	11	7	3	1	18/61	TORBET	CBS	8.3
4.5	6.7	6.4	5.9	2	KBRD 103.7	BM	7	29	21	10	2	12/93	MASLA		2.9
6.2	5.6	5.0	5.9	2	KISW 99.9	AOR	3	3	1	2	9	14/78	McGAVREN		7.2
4.9	5.3	5.5	5.8	4	KUBE 93.3	CHR	5	4	2	1	7	12/87	MMR		5.5
7.1	5.6	5.4	5.5	5	KOMO 1000	A/C	2	13	16	7	3	22/48	KATZ	ABC-I	6.1
5.7	5.1	6.0	5.3	6	KSEA 100.7	BM	10	22	20	11	4	11/95	TORBET		3.8
3.4	4.2	4.6	4.9	7	KIXI 880	BBnd	9	20	25	23	16	13/85	CHRISTAL		5.0
3.6	3.6	3.4	4.4	8	KNBQ 97.3	CHR	8	1	5	8	18	15/72	CHRISTAL		6.6
6.2	5.2	5.0	4.3	9	KZOK-FM 102.5	AOR	6	2	3	6	21	16/66	HILLIER		5.3
3.2	3.2	4.3	4.2	10	KMPS-FM 94.1	Ctry	13	14	8	5	6	12/91	EASTMAN		2.4
3.5	3.0	4.0	3.8	11	KING-FM 98.1	Clas	11	19	15	13	5	14/75	BLAIR		4.4
3.6	2.9	3.5	3.8	11	KLSY 92.5	A/C	12	8	4	4	8	14/77	SELCOM	CBS-R	5.4
2.2	1.6	2.1	2.9	13	KMPS 1300	Ctry	18	24	18	18	13	13/83	EASTMAN		1.3
1.2	2.4	1.5	2.8	14	KBIQ 105.3	Rel	19	5	12	12	14	13/80	RADIO SPT	UPI	2.0
2.6	2.5	3.4	2.8	14	KJR 950	A/C	4	9	6	9	10	26/42	EASTMAN	ABC-D	2.6
1.7	3.3	2.4	2.5	16	KRPM 106.1	Ctry	21	21	17	14	11	13/85	W & P	AP	2.6
2.3	2.5	2.1	2.4	17	KIXI-FM 95.7	A/C	16	12	13	15	12	20/55	CHRISTAL		2.0
1.6	1.5	1.7	2.2	18	KING 1090	News	15	17	19	22	19	21/51	BLAIR	NBC	1.7
3.5	2.5	3.2	2.1	19	KVI 570	A/C	14	26	27	21	17	22/48	McGAVREN	MBS	2.3
1.4	1.2	2.3	2.0	20	KEZX 98.9	A/C	22	25	9	16	15	14/77	HILLIER	ABC-E	2.0
1.8	3.1	2.0	1.9	21	KKFX 1250	CHR	23	10	10	17	24	14/75	W & P	UPI	2.7
2.9	2.2	3.0	1.7	22	KPLZ 101.5	CHR	20	7	11	19	22	20/55	McGAVREN	RKO-1	2.1
2.8	3.0	2.0	1.7	22	KYYX 96.5	AOR	17	6	14	20	25	24/46	CHRISTAL		3.2
0.6	1.2	0.6	1.1	24	KWYZ 1230	Ctry	27	27	26	26	20	11/100	TACHER	NBC	0.7
1.8	2.4	1.0	1.0	25	KGDN 630	Rel	26	30	29	29	28	13/80			1.0

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# Tampa-St. Petersburg #22

FALL '82	WINTER '83	SPRING '83	FALL '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
10.9	10.8	13.8	14.8	1	WWBA 107.3	BM	2	13	11	7	3	8/140	RKO		11.3
11.6	11.3	12.7	11.7	2	WRBQ-FM 104.7	CHR	1	2	1	1	1	13/84	EASTMAN	ABC-F	14.9
5.2	6.1	6.2	6.3	3	WDAE 1250	BBnd	4	17	16	13	8	12/91	KATZ	ABC-I	5.8
5.0	4.3	5.6	6.1	4	WYNF 94.9	AOR	5	3	2	2	9	11/99	KATZ	ABC-R	10.0
8.6	7.2	8.0	5.3	5	WQYK 99.5	Ctry	7	7	7	4	4	12/92	TORBET		4.9
6.8	6.7	5.2	4.9	6	WSUN 620	Ctry	8	14	13	11	6	12/89	McGAVREN	RKO-2	5.6
3.0	3.0	3.3	4.9	6	WZNE 97.9	CHR	3	1	3	5	11	16/67	McGAVREN	NBC-S	6.8
--	5.0	4.7	4.7	8	WIQI 100.7	A/C	6	8	4	3	2	13/82	CHRISTAL		7.2
3.0	4.3	3.5	3.5	9	WFLA 970	A/C	9	11	15	15	13	17/64	BLAIR	NBC	3.6
5.7	5.6	4.0	3.3	10	WTMP 1150	Blk	12	5	5	6	7	12/90	MASLA	SHRDN	1.9
1.9	1.8	2.3	3.1	11	WLFW 680	BBnd	17	23	18	19	20	7/145			0.7
3.2	5.3	3.5	3.1	11	WOJC 93.3	Ctry	10	10	9	10	10	15/73	BLAIR		5.0
3.7	3.1	3.2	3.1	11	WPLP 570	Talk	13	24	17	17	17	12/92	P-W RADIO	MBS	2.4
5.8	5.1	3.9	2.9	14	WMGG 95.7	A/C	11	6	8	8	5	16/68	SELCOM	ABC-C	4.0
1.1	1.5	1.2	2.1	15	WDUV 103.3	BM	16	18	21	20	18	13/83	MASLA		1.6
2.5	2.4	1.4	2.0	16	WSRZ 102.5	A/C	15	12	6	9	12	14/77	CBS-FM	CBS-R	1.7
--	--	--	1.9	17	WVTY 106.3	BM	19	19	22	24	21	7/161	HILLIER		1.0
1.0	1.5	1.5	1.5	18	WRXB 1590	Blk	20	4	12	14	14	9/126	R A LAZAR	NBN	0.7
--	1.3	1.8	1.3	19	WRBQ 1380	CHR	14	9	10	12	15	22/49	EASTMAN	ABC-F	--
--	--	--	1.2	20	WGUL-FM 105.5	BBnd	18	16	24	23	26	14/76	SOUTHERN	MBS	1.6
2.6	0.9	1.3	1.1	21	WGUL 1500	BBnd	21	21	25	26	24	9/122	SOUTHERN	MBS	0.9

## Demographic Rank

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

## Format Reach

A/C	13.1
AOR	6.1
BBnd	11.7
Blk/Urbn	4.8
BM/Easy	18.8
CHR	17.9
Ctry	13.3
Talk	3.1



# GROWING WITH TAMPA BAY HAS MADE US NO. 1 IN AMERICA.

Tampa Bay has enjoyed remarkable growth during the past few years! And Q 105 has shared in that growth, rising to #1 among America's contemporary hit radio stations.

We got there by being in one of America's strongest growth markets, the Tampa-St. Petersburg SMSA. By having a strong innovative format. And by getting involved—from sponsoring a Telethon for Burn Victims and our hospital-hopping "Granny Get Well" to our daily Adopt-A-Pet or the Bill Currie Ford/Q 105 Courtesy Van, an interstate lifesaver. It's the best way we know to really get to know the community we serve.

Thanks for making Q 105 No. 1 in America!

\*Source: Arbitron Fall '83 M-S 6A-12M + Share, Top 30 Markets

Tampa Bay's Radio Station



WRBQ AM/FM RADIO

5510 Gray Street

Tampa, FL 33609

**(813) 879-1420 Tampa**

**(813) 821-0708 St. Petersburg**



HARTE-HANKS RADIO





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The **Mutual Broadcasting System** is planning to provide periodic updates on sporting events throughout the Olympics. The network will broadcast five reports each weekday and three reports on Saturday and Sunday. Each update will be five minutes in length.

The following are the times (Eastern) for each of the daily broadcasts:

MONDAY-FRIDAY	
6:35 AM	
8:35 AM	
2:35 PM	
5:35 PM	
7:35 PM	
SATURDAY	SUNDAY
12:45 PM	1:45 PM
2:35 PM	2:35 PM
8:15 PM	8:15 PM

Covering the Olympics for Mutual will be regular network sportscasters **Tony Roberts** and **Jim Gannon**.

Roberts is Mutual's leading play-by-play sportscaster, and has covered football, NBA and Notre Dame basketball, and the PGA golf tournaments. He



Tony Roberts

also anchored the network's 1980 coverage of the Winter Olympics in Lake Placid. Roberts broadcasts daily sports reports for Mutual, and he is a regular guest on the last half hour of "The Larry King Show." Prior to coming to Mutual, Roberts was the "voice" of the Washington Senators and Bullets, as well as Navy football, all on **WRC/Washington**.

Gannon anchors weekday sports reports for Mutual, and has regularly provided color commentary for the network's coverage of the World Series, College Bowl Games, NBA playoffs, Mutual's NFL Game of the Week, and Notre Dame football. Before joining Mutual in 1977, he was the morning news and sports anchor at **WIND/Chicago**, where he also provided play-by-play for Northwestern and Illinois football.



Jim Gannon.

Continued on Page 14

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#1 25-49 Fall '83\*

#1 25-49 Spring '83\*

#1 AQH Fall '83 for all adults 25-49 and women 25-49 in Montgomery, Fairfax and Arlington counties.\*

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FALL '82	WINTER '83	SPRING '83	SUMMER '83	FALL '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+ BUCH SHARE
9.3	8.8	10.4	10.7	10.2	1	WKYS 93.9	Urbn	2	1	1	1	1	11/102	EASTMAN	NBC	10.4
7.3	7.1	6.6	7.5	8.5	2	WGAY-FM 99.5	BM	4	11	11	6	4	11/96	MMR		6.9
8.9	10.6	7.2	7.7	8.0	3	WMAL 630	A/C	1	8	14	8	2	14/78	McGAVREN	ABC-I	8.4
5.1	6.7	7.6	7.0	6.4	4	WRQX 107.3	CHR	3	3	3	3	7	16/66	BLAIR	ABC-R	8.1
7.5	5.4	5.7	7.0	5.9	5	WHUR 96.3	Blk	5	6	2	2	3	16/68	W & P		6.6
4.0	3.7	3.2	3.6	4.3	6	WAVA 105.1	CHR	6	2	6	9	16	19/57	CBS-FM		5.7
4.4	4.5	4.8	4.7	4.1	7	WLTT 94.7	A/C	7	13	4	4	6	19/56	HILLIER		3.4
3.6	3.1	4.5	4.0	4.1	7	WRC 980	Talk	14	19	21	16	12	13/85	EASTMAN	NBC	3.9
3.8	3.9	3.4	3.0	3.8	9	WASH 97.1	CHR	11	18	8	5	5	16/69	KATZ		2.4
3.3	3.9	3.5	3.8	3.6	10	WTOP 1500	News	8	16	16	15	11	21/53	CBS SPOT	CBS	2.4
3.6	2.7	4.1	4.1	3.5	11	WMZQ 98.7	Ctry	15	9	10	10	9	14/75	CHRISTAL		3.3
3.6	3.2	3.4	3.5	3.5	11	WPGC-A/F 1580 95.5	A/C	9	5	5	7	10	21/52	TORBET	ABC-C	2.8
5.0	3.8	3.2	3.3	3.1	13	WPKX-FM 105.9	Ctry	13	12	13	11	8	18/60	SELCOM	AP	3.9
2.9	3.2	3.6	3.6	3.0	14	WWDC-FM 101.1	AOR	10	4	7	12	19	21/52	CHRISTAL	ABC-R	5.9
3.4	3.2	3.8	3.3	2.9	15	WGMS-A/F 570 103.5	Clas	16	32	20	18	14	19/58	RKO	MBS	3.7
1.9	2.5	1.9	2.4	2.5	16	WYCB 1340	Rel	19	17	15	17	15	11/97	SAVALLI	SHRDN	1.2
3.6	3.7	3.2	2.9	2.4	17	WOOK 100.3	Blk	12	7	9	14	17	24/45	MASLA	SHRDN	2.8
1.2	1.9	1.5	2.1	2.0	18	WXTR-A/F 1560 104.1	Gold	17	20	12	13	13	16/67	MASLA		1.7
1.5	1.3	2.3	1.2	1.4	19	WEZR 106.7	A/C	18	14	18	19	18	20/53	W & P		1.2
0.8	0.9	1.3	1.2	1.3	20	WOL 1450	Blk	20	10	17	20	20	18/59	UNIREP	SHRDN	1.1
0.6	1.0	0.8	0.8	1.0	21	WUST 1120	Rel	27	23	31	25	23	11/101		NBN	0.8

## 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 WHUR	2 WLTT	2 WHUR	2 WHUR	2 WHUR	2 WMAL
3 WRQX	3 WHUR	3 WRQX	3 WRQX	3 WGAY-FM	3 WHUR
4 WWDC-FM	4 WRQX	4 WGAY-FM	4 WLTT	4 WMAL	4 WLTT
5 WAVA	5 WPGC-FM	5 WASH	5 WASH	5 WASH	5 WGAY-FM
6 WOOK	6 WASH	6 WWDC-FM	6 WPGC-FM	6 WRQX	6 WASH
7 WLTT	7 WAVA	7 WLTT	7 WGAY-FM	7 WLTT	7 WPKX-FM
8 WGAY-FM	8 WMZQ	8 WAVA	8 WMAL	8 WTOP	8 WRQX
9 WXTR-FM	9 WYCB	9 WMZQ	9 WPKX-FM	9 WMZQ	9 WYCB
10 WPGC-FM	10 WPKX-FM	10 WXTR-FM	10 WAVA	10 WXTR-FM	10 WPGC

## Format Reach

A/C	17.0
AOR	3.0
Blk/Urbn	19.8
BM/Easy	8.5
CHR	14.5
Clas	2.9
Ctry	6.6
Gold	2.0
News	3.6
Rel	2.5
Talk	4.1



**Salt Lake City-Ogden #43**

Continued from Page 128

**Demographic Rank**

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

**Format Reach**

A/C	35.0
AOR	9.9
BBnd	1.0
BM/Easy	16.6
CHR	9.3
Clas	1.0
Ctry	15.5
News	1.5
Talk	2.1

**San Diego #20**

Continued from Page 131

**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-FM	1 KYXY
2 XTRA-FM	2 KBZT	2 KFMB-FM	2 KFMB-FM	2 KGB	2 KJQY
3 KFMB-FM	3 KGB	3 XTRA-FM	3 KBZT	3 KSOD	3 KBZT
4 KPRI	4 KYXY	4 KBZT	4 KIFM	4 KFMB	4 KFMB
5 KBZT	5 XTRA-FM	5 KPRI	5 KJQY	5 KFSD	5 KFSD
6 XHRM	6 KSOD-FM	6 KFSD	6 KGB	6 KBZT	6 KIFM
7 KSOD-FM	7 XHRM	7 KSOD	7 KFMB	7 KJQY	7 KFMB-FM
8 KIFM	8 KIFM	8 XHRM	8 XTRA-FM	8 KSON-FM	8 KPQP
9 KFSD	9 XTRA	9 KFMB	9 KSOD-FM	9 KCBQ-FM	9 KCBQ-FM
10 XHZ	10 KPRI	10 KSOD-FM	10 KFSD	10 XPRS	10 KCBQ

**Format Reach**

A/C	22.0
AOR	16.6
BBnd	6.4
Blk/Urban	3.8
BM/Easy	8.7
CHR	6.2
Clas	4.8
Ctry	8.5
News	4.2
Span	1.8
Talk	4.3

**San Francisco #4**

Continued from Page 132

FALL '82	WINTER '83	SPRING '83	SUMMER '83	FALL '83	12+ ACH 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
0.8	0.9	1.0	1.0	1.3	25	KGO-FM 103.7	Talk	24	26	28	31	22	25/43	BLAIR	ABC-D	0.7
--	0.7	0.9	1.2	1.3	25	KWSS 94.5	CHR	29	6	19	32	35	18/60	W & P		1.8
1.3	1.1	2.3	1.4	1.2	27	KIOI 1010	Span	41	47	15	20	19	7/146	CABALLERO		--
1.6	1.6	1.4	1.2	1.2	27	KLOK 1170	A/C	27	31	23	23	24	23/47	KATZ		0.9
0.8	0.8	0.7	0.7	1.1	29	KARA 105.7	A/C	31	33	25	19	21	17/64	SELCOM		0.7
1.1	1.1	0.9	0.9	1.1	29	KLIV 1590	BBnd	33	48	48	46	38	15/71	SELCOM		0.9
1.5	1.6	1.3	1.8	1.1	29	KOME 98.5	AOR	26	8	16	26	36	25/44	TORBET		2.1
2.6	2.2	2.2	2.1	1.1	29	KSJO 92.3	AOR	28	9	18	28	44	23/46	HILLIER		1.6
0.9	1.1	0.9	1.1	1.0	33	KJAZ 92.7	Jazz	34	41	30	25	23	16/66	ROSLIN		0.7

**Demographic Rank**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KSOL	1 KSOL	1 KSOL	1 KSOL	1 KCBS	1 KGO
2 KRQR	2 KIOI	2 KCBS	2 KIOI	2 KGO	2 KIOI
3 KSAN	3 KSAN	3 KSAN	3 KSAN	3 KBLX	3 KCBS
4 KIOI	4 KYUU	4 KGO	4 KYUU	4 KSAN	4 KSAN
5 KFOG	5 KBLX	5 KBLX	5 KBLX	5 KNBR	5 KBLX
6 KMEL	6 KFRC	6 KRQR	6 KFRC	8 KOIT	8 KSOL
7 KYUU	7 KDIA	7 KIOI	7 KGO	7 KYUU	7 KOIT-FM
8 KCBS	8 KITS	8 KYUU	8 KOIT-FM	8 KIOI	8 KYUU
9 KOAK	9 KMEL	9 KFOG	9 KNEW	9 KDFC/KIBE	9 KNEW
10 KBLX	10 KOAK	10 KNBR	10 KNBR	10 KSOL	10 KFRC

**Format Reach**

A/C	11.2
AOR	9.9
BBnd	1.1
Blk/Urban	9.5
BM/Easy	10.1
CHR	9.2
Clas	4.0
Ctry	6.5
Gold	1.6
Jazz	1.0
News	7.7
Span	1.2
Talk	9.1

FALL '82	WINTER '83	SPRING '83	FALL '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
0.7	1.0	0.6	1.3	29	KNEW 910	Ctry	33	24	31	32	27	18/62	KATZ	ABC-E	--
0.6	0.7	1.2	1.2	30	KGO-FM 103.7	Talk	22	35	25	28	25	26/42	BLAIR	ABC-D	--
0.9	1.2	1.5	1.2	30	KMEL 106.1	AOR	24	12	15	23	29	24/46	CHRISTAL		--

**Demographic Rank**

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

**Format Reach**

A/C	16.8
AOR	10.8
BBnd	3.2
Blk/Urbn	5.6
BM/Easy	11.9
CHR	12.8
Clas	2.6
Ctry	7.1
Gold	1.5
News	7.6
Span	2.1
Talk	4.0

**Seattle-Everett-Tacoma #16**

Continued from Page 135

**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 KSEA
2 KZOK-FM	2 KLSY	2 KIRO	2 KLSY	2 KOMO	2 KBRD
3 KIRO	3 KNBQ	3 KZOK-FM	3 KNBQ	3 KISW	3 KIRO
4 KUBE	4 KZOK-FM	4 KUBE	4 KMPS-FM	4 KBRD	4 KMPS-FM
5 KJR	5 KJR	5 KOMO	5 KSEA	5 KUBE	5 KOMO
6 KLSY	6 KPLZ	6 KMPS-FM	6 KOMO	6 KRPM	6 KING-FM
7 KMPS-FM	7 KEZX	7 KLSY	7 KBIQ	7 KING-FM	7 KLSY
8 KKFX	8 KING-FM	8 KJR	8 KBRD	8 KIXI-FM	8 KUBE
9 KNBQ-FM	9 KMPS-FM	9 KRPM	9 KIRO	9 KJR	9 KBIQ
10 KEZX	10 KISW	10 KBRD	10 KJR	10 KMPS-FM	10 KJR

**Format Reach**

A/C	18.6
AOR	11.9
BBnd	4.9
BM/Easy	11.2
CHR	13.8
Clas	3.8
Ctry	10.7
News	10.8
Rel	3.8

# 11

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## Expanded Coverage: Markets 51-100

**Akron #59****R&R**

FALL '82	SPRING '83	FALL '83	12+ AOR METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AOR RANK LISTED
12.6	14.2	11.7	1	WMMS 100.7	AOR	3	3	1	1	2	11/95
10.9	8.8	11.5	2	WAKR 1590	A/C	1	7	5	4	1	14/76
10.6	9.5	10.5	3	WKDD 96.5	CHR	2	1	2	2	4	15/74
5.4	5.4	5.9	4	WGCL 98.5	CHR	4	2	4	5	8	19/58
4.5	4.0	5.7	5	WAEZ 97.5	BM	8	27	10	6	6	10/106
4.0	5.0	5.0	6	WMJI 105.7	A/C	5	18	3	3	3	17/65
5.7	6.6	4.7	7	WSLR 1350	Ctry	7	14	13	8	5	15/75
4.0	2.4	4.1	8	WDBN 94.9	Easy	13	25	14	13	10	11/96
3.6	4.6	4.1	8	WNIR 100.1	Talk	10	8	19	12	9	13/83
5.0	5.3	2.7	10	WGAR 1220	A/C	6	13	8	7	7	26/41
1.6	1.5	2.7	10	WQAL 104.1	BM	14	11	20	17	16	16/70
1.0	3.0	2.7	10	WZAK 93.1	Urbn	18	4	6	10	11	10/105

**Albuquerque #77****R&R**

FALL '82	SPRING '83	FALL '83	12+ AOR METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AOR RANK LISTED
10.2	12.8	13.8	1	KOB-FM 93.3	A/C	1	3	1	1	1	12/87
9.3	10.3	10.9	2	KOB 770	A/C	2	8	5	2	2	14/78
5.5	9.0	8.3	3	KFMG 107.9	AOR	3	1	2	4	7	18/61
9.3	8.4	8.0	4	KKJY 100.3	BM	6	12	8	7	4	11/95
7.3	7.4	7.3	5	KRST 92.3	Ctry	7	4	4	3	3	12/94
9.5	9.8	6.7	6	KWXL 94.1	AOR	4	2	3	5	12	17/64
4.3	3.1	5.5	7	KDEF 1150	BBnd	9	15	13	14	11	10/112
3.6	2.6	5.5	7	KZIA 1580	N/T	15	19	15	13	9	6/183
4.9	5.1	3.7	9	KZZX 99.5	A/C	5	7	6	6	6	27/40
3.8	3.4	3.3	10	KRZY 1450	Ctry	10	10	12	10	8	14/80



# Allentown-Bethlehem-Easton #57 *R&R*

FALL '82	SPRING '83	FALL '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	12+ BIRCH SHARE
7.5	14.9	12.7	1	WFMZ 100.7	BM	4	12	6	5	2	8/132	9.5
9.1	10.1	11.3	2	WZZO 95.1	AOR	1	1	1	1	6	11/99	12.6
11.4	10.5	9.6	3	WXKW 104.1	Ctry	5	6	4	4	1	10/105	9.9
11.6	11.0	8.2	4	WLEV 96.1	A/C	2	2	2	2	3	15/72	8.0
8.6	5.0	8.2	4	WQQQ 99.9	CHR	3	3	3	3	4	14/78	9.7
5.5	3.7	7.6	6	WEST 1400	BBnd	9	32	14	13	9	7/164	5.7
6.8	7.9	5.4	7	WAEB 790	A/C	6	4	5	6	5	18/62	4.1
7.4	4.6	5.2	8	WKAP 1320	A/C	8	29	21	8	8	12/93	5.8
4.1	3.5	3.6	9	WSAN 1470	Ctry	7	11	7	7	7	20/55	3.7
2.1	1.9	2.0	10	KYW 1060	News	10	16	18	17	15	23/47	1.9

# Austin #66 *R&R*

FALL '82	SPRING '83	FALL '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	12+ BIRCH SHARE
14.2	16.2	16.1	1	KASE 100.7	Ctry	2	6	2	1	1	10/112	13.9
11.9	15.5	13.6	2	KHFI 98.3	CHR	1	1	1	2	7	13/85	18.0
10.3	11.3	9.9	3	KLBJ-FM 93.7	AOR	3	2	3	3	4	13/84	15.0
7.4	4.9	7.8	4	KPEZ 102.3	Easy	8	15	10	6	3	9/121	4.0
6.4	5.6	7.3	5	KEYI 103.7	A/C	4	5	4	4	2	16/68	9.6
5.3	5.3	6.8	6	KVET 1300	Ctry	5	10	8	8	5	16/68	5.0
--	3.4	5.4	7	KMMM 1370	Span	10	7	6	7	6	5/212	0.4
6.0	1.8	4.5	8	KOKE 95.5	A/C	6	4	5	5	9	19/57	6.5
5.7	6.0	4.3	9	KLBJ 590	N/T	7	17	9	10	8	19/58	5.3
6.9	5.1	3.8	10	KNOW 1490	Urbn	9	3	7	9	10	13/86	3.3

Expanded Coverage: Markets 51-100

## Expanded Coverage: Markets 51-100

**Bakersfield #90****R&R**

FALL '82	SPRING '83	FALL '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AOV MINS LISTED
12.3	8.8	14.3	①	KUZZ 970	Ctry	2	5	3	①	①	11/101
10.8	13.9	10.1	2	KKXX 107.9	CHR	①	2	①	2	2	17/65
6.5	7.1	7.6	3	KLYD 1350	CHR	5	①	4	4	7	9/116
5.5	6.3	7.2	4	KQXR 94.1	CHR	3	3	2	3	10	14/76
6.3	9.2	6.7	5	KGFM 101.5	BM	7	25	13	7	3	9/115
5.6	5.9	5.5	6	KGEO 1230	A/C	4	4	6	5	4	14/79
4.6	4.6	4.0	7	KERN 1410	BBnd	8	14	9	8	6	13/83
6.8	8.3	4.0	7	KWAC 1490	Span	9	6	5	6	5	13/84
2.2	3.1	3.3	9	KAFY 550	Ctry	6	27	12	10	9	20/54
1.0	0.5	2.6	10	KTPI 103.1	Ctry	13	10	14	9	8	10/109

**Baton Rouge #73****R&R**

FALL '82	SPRING '83	FALL '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AOV MINS LISTED
17.8	22.1	21.5	①	WFME 102.5	CHR	①	①	①	①	2	12/89
13.4	14.2	13.8	2	WYNK-FM 101.5	Ctry	2	6	4	2	①	13/86
9.7	9.9	10.0	3	WXOK 1460	Blk	4	3	2	3	3	14/76
6.4	11.4	8.3	4	WQXY 100.7	BM	5	13	8	6	4	14/79
6.8	7.7	7.3	5	WAFB 98.1	A/C	3	5	3	4	5	21/52
10.0	5.6	6.5	6	WTKL 1260	Urbn	7	2	5	5	7	14/77
4.2	3.5	4.1	7	WJBO 1150	A/C	6	9	9	9	6	27/40
3.3	4.2	3.6	8	WIBR 1300	Ctry	9	14	11	11	10	17/64
3.3	4.2	3.6	8	WLCS 910	A/C	8	4	7	7	9	23/47
4.0	2.5	2.7	10	WLUX 1550	Rel	12	11	10	10	8	12/93

# Beaumont-Port Arthur-Orange # 96

FALL '82	SPRING '83	FALL '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	12+ BIRCH SHARE
10.8	12.2	15.6	1	KHYS 98.5	Urbn	6	2	1	1	1	7/156	15.8
10.8	11.0	13.7	2	KZZB 95.1	CHR	1	1	2	2	6	12/94	16.2
7.1	8.7	10.9	3	KQXY 94.1	Easy	3	8	7	6	4	11/95	5.1
12.0	8.6	9.2	4	KLVI 560	Ctry	2	11	8	7	5	15/72	7.4
8.1	8.4	8.8	5	KAYD 97.5	Ctry	5	5	4	3	3	13/86	11.7
12.4	9.1	8.8	5	KYKR 93.3	Ctry	4	7	6	4	2	13/82	10.6
4.4	3.6	5.8	7	KIOC 106.1	A/C	7	4	3	5	7	16/68	6.8
5.2	5.9	5.6	8	KTRH 740	N/T	9	14	11	10	8	11/99	3.5
6.6	6.1	3.4	9	KZOM 104.5	AOR	10	3	5	8	16	17/65	7.9
1.0	1.0	2.1	10	KAYC 1450	A/C	12	6	16	16	9	17/64	1.2

# Bridgeport # 87

FALL '82	SPRING '83	FALL '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	
13.2	18.9	17.9	1	WICC 600	A/C	1	6	1	1	1	14/80	
18.0	19.2	16.4	2	WEZN 99.9	BM	2	11	6	3	2	10/109	
7.2	5.7	7.5	3	WKCI 101.3	CHR	3	1	2	2	3	17/65	
6.0	4.9	4.3	4	WNAB 1450	A/C	7	16	14	11	9	17/64	
2.9	4.3	4.3	4	WPLR 99.1	AOR	6	2	3	5	6	18/59	
2.3	3.5	4.1	6	WCBS 880	News	5	18	11	7	5	21/51	
5.4	5.5	4.1	6	WNBC 660	CHR	4	8	4	4	4	25/44	
1.2	2.5	2.9	8	WRKS 98.7	Urbn	10	7	5	6	7	15/73	
3.1	3.4	2.6	9	WRKI 95.1	AOR	8	4	7	9	14	20/55	
2.3	1.8	2.4	10	WDJZ 1530	A/C	15	36	31	18	13	10/107	

Expanded Coverage: Markets 51-100



## Expanded Coverage: Markets 51-100

## Canton #91

R&amp;R

FALL '82	SPRING '83	FALL '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AUG. MINS LISTENED
16.8	16.1	17.3	1	WHBC 1480	A/C	1	6	4	1	1	15/73
11.2	13.1	14.0	2	WHBC-FM 94.1	BM	2	13	7	6	2	12/94
5.3	7.2	9.3	3	WOOS 106.9	CHR	3	1	1	2	6	15/73
8.2	7.9	6.7	4	WDJQ 92.5	A/C	4	2	2	3	4	19/56
4.1	5.8	6.1	5	WQXK 105.1	Ctry	7	8	6	4	3	13/82
9.6	7.9	4.9	6	WMMS 100.7	AOR	5	5	3	5	7	17/64
5.5	5.6	4.5	7	WKDD 96.5	CHR	8	3	5	7	9	17/65
3.5	5.1	3.1	8	WGAR 1220	A/C	6	21	8	8	5	26/41
2.0	2.4	2.8	9	WHLO 640	BBnd	12	27	25	23	15	15/74
4.8	2.6	2.8	9	WSLR 1350	Ctry	11	14	16	14	10	16/68

## Charleston-North Charleston, SC #84

R&amp;R

FALL '82	SPRING '83	FALL '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AUG. MINS LISTENED
11.6	9.4	15.3	1	WWWZ 93.5	Urbn	1	1	1	1	3	10/110
13.2	12.7	14.3	2	WEZL 103.5	Ctry	2	8	2	2	1	10/105
11.2	11.3	11.3	3	WXTC 96.9	BM	4	10	5	3	2	10/114
12.6	11.8	9.1	4	WPAL 730	Blk	7	3	4	4	4	10/110
11.5	11.6	7.8	5	WSSX 95.1	CHR	3	2	3	5	5	16/69
6.3	4.2	5.4	6	WQIZ 810	Rel	13	19	9	8	7	6/195
7.2	4.9	5.1	7	WCSC 1390	A/C	5	6	8	6	6	19/56
2.9	3.2	4.1	8	WGCA 1450	Easy	11	12	18	17	13	9/116
4.7	6.1	3.7	9	WKTM 102.5	AOR	8	4	7	10	11	21/50
0.5	4.6	3.7	9	WLVW 105.5	Urbn	10	7	10	7	8	16/67

# Charlotte-Gastonia

## #60

FALL '82	SPRING '83	FALL '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	12+ BIRCH SHARE
12.9	14.6	17.1	1	WSOC-FM 103.7	Ctry	1	5	2	1	1	9/116	20.2
11.8	9.5	10.8	2	WPEG 97.9	Urbn	5	1	1	2	3	9/119	9.9
12.9	11.6	10.7	3	WBT 1110	A/C	2	7	6	4	2	14/80	10.5
3.1	7.6	8.7	4	WZXI 101.9	BM	7	11	9	7	6	8/130	4.2
10.2	10.9	8.4	5	WBCY 107.9	CHR	3	3	4	3	5	16/66	10.8
8.5	8.4	8.2	6	WROQ 95.1	AOR	4	2	3	5	7	12/88	11.3
10.9	8.0	6.1	7	WEZC 104.7	A/C	6	9	5	6	4	15/70	6.1
3.6	2.5	3.6	8	WSOC 930	Easy	9	19	12	13	12	15/71	1.5
3.4	3.2	3.4	9	WGIV 1600	Blk	10	8	8	9	10	16/68	3.2
3.9	3.3	3.2	10	WLVV 96.9	A/C	8	6	7	8	8	23/48	3.6

# Chattanooga

## #85

FALL '82	SPRING '83	FALL '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	
12.1	14.7	12.7	1	WSKZ 106.5	CHR	1	1	1	1	5	14/79	
9.8	11.8	11.2	2	WDEF-FM 92.3	BBnd	2	14	6	5	3	12/88	
--	--	11.0	3	WUSY 100.7	Ctry	4	5	2	2	1	11/103	
12.3	18.4	9.4	4	WDOD-FM 96.5	Ctry	3	4	4	4	2	14/77	
9.5	9.8	8.7	5	WDEF 1370	A/C	5	13	12	11	10	13/86	
10.1	9.5	8.7	5	WJTT 94.3	Urbn	7	2	3	3	4	10/107	
6.5	5.2	5.8	7	WDOD 1310	Ctry	6	17	13	8	7	17/65	
6.5	4.5	5.6	8	WNOO 1260	Blk	9	6	5	7	8	11/102	
3.5	5.2	4.3	9	WGOW 1150	A/C	8	7	7	6	6	17/63	
1.8	1.1	3.0	10	WCHU-A/F 1550 102.3	BBnd	13	15	16	14	13	11/100	
4.5	3.1	3.0	10	WOWE 105.5	AOR	11	3	8	9	14	14/78	

Expanded Coverage: Markets 51-100

# KATZ RADIO

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## Expanded Coverage: Markets 51-100

## Columbia, SC #86

R&amp;R

FALL '82	SPRING '83	FALL '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AUG. WKS. (LISTED)
16.0	15.5	18.0	1	WCOS-FM 97.9	Ctry	1	5	1	1	1	10/107
8.8	5.9	11.6	2	WWDM 101.3	Urbn	5	2	3	3	2	11/103
9.7	10.0	11.1	3	WZLD 96.7	CHR	3	1	2	2	8	13/84
14.6	12.5	9.2	4	WNOK-FM 104.7	CHR	2	3	4	4	7	16/68
11.1	11.9	7.9	5	WOIC 1320	Blk	6	6	5	5	6	12/92
11.5	7.8	7.2	6	WIS 560	A/C	4	7	8	8	5	19/57
4.2	6.3	5.9	7	WDPN 103.1	Blk	8	4	6	6	4	15/73
--	--	5.6	8	WCEZ 93.5	BM	7	11	9	9	9	17/65
3.8	4.0	5.6	8	WSCQ 100.1	A/C	9	9	7	7	3	15/72
0.5	1.5	1.8	10	WCOS 1400	Ctry	12	12	10	10	12	17/65

## El Paso #78

R&amp;R

FALL '82	SPRING '83	FALL '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AUG. WKS. (LISTED)
10.2	11.7	11.5	1	KLAQ 95.5	AOR	3	1	1	1	8	12/89
7.1	9.7	10.4	2	KAMZ 93.1	CHR	1	3	2	2	4	14/77
6.7	5.2	9.6	3	KAMA 1060	Span	10	16	9	6	3	8/132
4.4	9.8	7.6	4	KSET-FM 94.7	CHR	2	2	3	4	9	19/57
6.8	6.9	7.4	5	KHEY 690	Ctry	5	20	10	5	1	14/76
4.2	4.2	7.4	5	KTSM-FM 99.9	BM	8	19	13	12	7	11/98
7.9	9.9	6.8	7	KHEY-FM 96.3	Ctry	4	7	6	3	2	15/70
3.3	4.0	4.6	8	KROD 600	CHR	7	5	8	8	5	19/58
6.3	4.2	3.9	9	KFIM 92.3	A/C	6	6	4	7	11	23/46
4.2	5.3	3.7	10	KLOZ 102.1	Ctry	11	9	11	11	6	18/59

# Flint #74

R&R

FALL '82	SPRING '83	FALL '83	12+ AOR METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AUG. MARKS ESTIMED
10.2	12.8	12.0	1	WWCK 105.5	AOR	1	1	1	1	4	14/80
11.0	14.3	11.7	2	WDZZ 92.7	Urbn	7	2	2	2	2	7/145
6.7	8.0	9.1	3	WJR 760	Misc	3	10	8	5	3	13/85
8.0	7.9	8.3	4	WTRX 1330	A/C	2	4	3	3	1	15/71
8.0	7.2	6.0	5	WGMZ 107.9	BM	6	14	11	8	5	15/74
3.4	4.7	5.6	6	WHNN 96.1	A/C	5	3	4	4	7	16/68
3.7	4.1	4.6	7	WTAC 600	Ctry	9	6	7	7	6	15/72
6.2	4.3	4.1	8	WFMK 99.1	A/C	8	5	5	6	8	18/60
4.7	4.7	3.7	9	WFDF 910	A/C	4	20	10	11	10	24/44
4.0	3.2	3.7	9	WGER 102.5	A/C	11	22	19	15	11	14/80

# Ft. Wayne #97

FALL '82	SPRING '83	FALL '83	12+ AOR METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AUG. MARKS ESTIMED
19.4	17.2	20.2	1	WOWO 1190	A/C	1	4	3	2	1	14/78
14.1	16.0	17.3	2	WMEE 97.3	CHR	2	1	1	1	3	13/84
11.2	10.1	11.0	3	WQHK 1380	Ctry	5	5	5	4	2	11/101
10.0	13.1	11.0	3	WXKE 103.9	AOR	3	2	2	3	6	11/95
11.5	11.9	9.7	5	WEZV 101.7	Easy	6	8	6	6	5	12/92
8.6	8.4	8.4	6	WFWQ 95.1	A/C	4	3	4	5	4	15/73
3.3	6.7	4.2	7	WAFX 1450	BBnd	7	7	9	8	7	13/84
2.0	2.4	2.1	8	WKSX 106.3	A/C	8	9	7	7	8	22/49
0.6	0.7	1.5	9	WGL 1250	N/T	9	14	10	10	10	25/44
0.6	--	1.1	10	WADM-A/F 1540 92.7	A/C	11	12	14	16	13	5/240

Expanded Coverage: Markets 51-100

## Expanded Coverage: Markets 51-100

## Fresno #69

R&amp;B

FALL '82	SPRING '83	FALL '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
4.8	10.9	10.9	1	KKDJ 105.9	AOR	3	2	1	1	7	10/106
12.5	9.0	9.4	2	KYNO-FM 95.7	CHR	1	1	2	2	2	15/75
12.2	8.0	9.0	3	KMJ 580	A/C	2	8	18	15	8	13/86
8.9	6.0	7.1	4	KKNU 102.7	BM	5	15	12	10	4	13/86
7.3	5.7	6.7	5	KFYE 93.7	A/C	4	5	3	3	1	15/72
6.3	6.1	5.1	6	KFIG 101.1	A/C	7	7	6	4	5	14/75
5.5	4.7	4.7	7	KMAK 1340	Ctry	9	6	11	5	3	13/81
3.9	3.6	4.2	8	KGST 1600	Span	14	17	9	6	6	10/114
--	7.9	3.8	9	KMGX 103.7	CHR	6	3	5	8	14	22/50
4.2	3.4	3.3	10	KBOS 94.9	AOR	8	4	4	7	16	20/55

## Grand Rapids #62

R&amp;B

FALL '82	SPRING '83	FALL '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	12+ BIRCH SHARE
11.5	13.4	12.5	1	WCUZ-FM 101.3	Ctry	6	6	2	1	1	10/106	11.7
9.6	10.4	12.4	2	WOOD 1300	A/C	2	7	8	3	2	13/85	8.8
11.7	8.8	11.5	3	WOOD-FM 106.7	BM	1	11	6	6	3	14/77	8.4
12.3	14.2	9.5	4	WLAV 96.9	AOR	4	3	1	2	4	15/74	14.0
7.8	9.1	7.2	5	WZZR 95.7	CHR	5	2	3	4	7	19/56	7.5
7.4	6.0	6.7	6	WGRD 97.9	CHR	3	1	5	7	10	22/50	7.5
6.1	6.7	5.2	7	WJFM 93.7	A/C	7	5	4	5	5	20/53	6.9
3.4	3.6	4.8	8	WCUZ 1230	Ctry	8	26	7	8	6	18/59	1.9
2.3	3.2	3.3	9	WFUR-FM 102.9	Rel	9	22	19	10	9	19/56	4.4
--	0.5	3.0	10	WMUS-FM 106.9	Ctry	10	10	9	9	8	17/63	3.9



# Greenville-Spartanburg, SC #64

R&R

FALL '82	SPRING '83	FALL '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
12.8	13.1	11.1	1	WESC-FM 92.5	Ctry	2	4	6	4	1	12/92
10.2	10.4	10.2	2	WFBC-FM 93.7	A/C	1	3	3	1	3	16/66
7.6	7.7	9.9	3	WANS-FM 107.3	CHR	3	1	1	2	5	13/82
13.1	8.2	8.9	4	WHYZ 1070	Blk	7	5	4	3	4	7/159
8.3	10.3	8.6	5	WSSL 100.5	Ctry	4	7	5	5	2	11/102
8.9	9.1	7.9	6	WSPA-FM 98.9	BM	6	10	10	8	6	11/97
5.9	6.9	7.7	7	WCKN 101.1	AOR	5	2	2	6	9	12/91
4.4	4.2	5.2	8	WASC 1530	Blk	12	6	7	7	7	5/214
1.7	2.7	3.8	9	WORD 910	A/C	8	11	8	9	8	16/69
2.3	3.4	3.7	10	WESC 660	Ctry	10	8	12	10	10	13/85

# Harrisburg #80

R&R

FALL '82	SPRING '83	FALL '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	12+ BIRCH SHARE
9.1	12.6	12.4	1	WHP-FM 97.3	Easy	2	7	7	5	1	11/102	9.6
11.2	9.4	12.3	2	WHP 580	A/C	1	15	17	10	7	11/99	9.5
13.7	11.4	10.3	3	WTPA 104.1	AOR	3	1	1	1	8	12/91	17.3
7.2	6.1	8.6	4	WHYL-A/F 960 102.3	Ctry	8	9	5	4	3	13/85	5.3
5.3	6.7	7.3	5	WKBO 1230	A/C	5	8	4	6	5	13/83	5.6
8.0	8.2	7.1	6	WRKZ 106.7	Ctry	6	6	6	7	2	13/85	10.6
6.4	6.5	6.4	7	WQXA 105.7	CHR	4	3	2	2	6	15/71	6.8
8.6	6.7	5.9	8	WSFM 99.3	A/C	7	5	3	3	4	15/73	4.5
0.9	2.0	3.3	9	WNCE 101.3	BM	12	19	12	12	12	13/86	2.2
4.7	4.4	2.7	10	WCMB 1460	Ctry	8	16	15	11	11	26/42	3.7

Expanded Coverage: Markets 51-100

## Expanded Coverage: Markets 51-100

## Jacksonville #53

R&amp;R

FALL '82	SPRING '83	FALL '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	12+ BIRCH SHARE
10.0	10.9	11.8	1	WKTZ-FM 96.1	BM	4	9	11	8	6	10/107	8.4
10.5	10.3	11.6	2	WIVY 102.9	A/C	1	4	2	1	2	14/75	9.7
7.0	11.4	10.8	3	WFYV 104.5	AOR	2	1	1	2	4	12/91	16.6
7.5	10.2	8.7	4	WQIK-FM 99.1	Ctry	5	7	6	5	3	13/85	9.5
10.2	9.4	8.6	5	WCRJ-FM 107.3	Ctry	6	5	4	4	5	11/96	8.3
9.6	7.6	8.3	6	WAIV 96.9	A/C	3	11	3	3	1	14/75	7.5
5.6	4.7	6.5	7	WJAX-FM 95.1	Urbn	8	2	5	6	7	12/88	8.9
5.9	6.1	5.5	8	WPDQ 1460	Blk	7	3	7	7	8	15/71	4.0
--	--	3.7	9	WQIK 1320	Ctry	9	10	13	12	9	14/75	1.8
4.7	2.3	3.0	10	WCGL 1360	Rel	15	17	9	10	12	8/143	2.2

## Johnson City-Kingsport-Bristol #82

R&amp;R

FALL '82	SPRING '83	FALL '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	
16.7	19.7	21.1	1	WXBQ 96.9	Ctry	1	3	1	1	1	11/99	
19.2	19.3	17.0	2	WQUT 101.5	CHR	2	1	2	2	2	13/86	
7.9	10.4	8.1	3	WJCW 910	Ctry	3	14	9	5	3	14/76	
12.6	9.2	7.3	4	WTFM 98.5	BM	4	8	5	4	4	11/101	
3.3	2.0	6.1	5	WZXY 104.9	AOR	5	2	3	3	6	12/91	
1.7	1.7	4.1	6	WKIN 1320	Ctry	7	7	4	6	5	15/70	
1.8	2.4	3.9	7	WGOC 1090	Rel	11	12	10	10	8	9/121	
4.5	4.0	2.5	8	WFHG 980	A/C	6	18	7	7	9	27/41	
0.8	1.3	2.4	9	WBBI 1230	Ctry	13	16	13	8	7	13/84	
0.7	2.2	2.4	9	WBEJ 1240	Ctry	12	17	14	11	11	14/76	
2.0	1.7	2.4	9	WMCH 1260	Rel	24	19	20	15	13	6/196	
2.0	1.5	2.4	9	WZAP 690	Rel	16	21	24	24	24	10/108	

# Knoxville #75



FALL '82	SPRING '83	FALL '83	12+ AOH METHD RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	12+ BIRCH SHARE
22.3	21.6	18.4	1	WIVK-FM 107.7	Ctry	1	4	4	1	1	10/113	23.7
13.2	11.8	14.8	2	WEZK 97.5	BM	3	8	5	5	2	10/111	11.1
9.9	10.3	11.5	3	WIMZ-FM 103.5	AOR	4	2	1	2	6	12/93	18.0
12.1	10.2	11.1	4	WOKI 100.3	CHR	2	1	2	3	4	14/79	9.7
9.3	9.4	8.7	5	WMYU 102.1	A/C	5	3	3	4	3	15/71	8.9
3.1	4.2	6.1	6	WNOX 990	Ctry	6	9	8	6	5	15/70	6.3
6.9	5.0	4.9	7	WIVK 850	A/C	8	15	10	8	7	17/65	3.8
5.2	6.4	3.9	8	WRJZ 620	Ctry	7	5	7	7	8	21/51	2.6
1.6	4.5	3.8	9	WBMK 1430	Urbn	13	7	6	9	10	6/183	2.5
0.7	3.3	1.9	10	WNBX 95.3	Ctry	12	10	9	10	14	12/91	1.9

# Lancaster #99



FALL '82	SPRING '83	FALL '83	12+ AOH METHD RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	
13.4	10.7	13.4	1	WNCE 101.3	BM	3	13	7	5	3	9/125	
6.8	12.7	12.3	2	WIOV 105.1	Ctry	2	7	5	3	1	11/95	
6.0	7.6	10.2	3	WSBA-FM 103.3	A/C	5	11	2	2	2	10/106	
10.5	10.5	9.2	4	WLAN-FM 96.9	CHR	1	2	1	1	5	17/64	
8.1	9.6	7.2	5	WRKZ 106.7	Ctry	4	10	4	4	4	15/74	
7.3	6.1	4.2	6	WDAC 94.5	Rel	7	14	12	11	8	16/69	
2.4	3.5	3.6	7	WSBA 910	A/C	9	19	13	9	7	15/72	
3.6	2.2	3.6	7	WTPA 104.1	AOR	17	18	3	6	11	9/119	
5.3	4.4	3.2	9	WQXA 105.7	CHR	6	4	8	7	6	21/52	
1.7	3.3	2.6	10	WRFY 102.5	CHR	8	6	6	8	10	21/52	

Expanded Coverage: Markets 51-100



## Expanded Coverage: Markets 51-100

## Lansing-East Lansing #79

R&amp;R

FALL '82	SPRING '83	FALL '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	12+ BIRCH SHARE
8.0	13.0	13.2	1	WVIC-FM 94.9	CHR	1	1	1	1	3	15/73	16.9
10.5	10.1	11.6	2	WITL-FM 100.7	Ctry	4	9	5	2	1	11/97	9.0
6.1	6.6	8.9	3	WILS-FM 101.7	AOR	5	3	2	3	6	14/76	8.5
15.0	13.8	8.7	4	WFMK 99.1	A/C	2	4	3	4	2	16/67	10.3
9.7	7.2	7.2	5	WJXQ 106.1	CHR	3	2	4	5	7	18/59	10.5
7.7	5.3	6.1	6	WJR 760	Misc	7	13	14	6	5	16/70	5.8
8.5	7.2	6.0	7	WJIM-FM 97.5	A/C	6	19	10	7	4	16/66	5.3
2.4	0.8	2.9	8	WITL 1010	Ctry	11	23	16	11	8	15/74	1.2
--	--	2.6	9	WKLH 92.1	Ctry	14	11	7	9	10	14/75	2.0
0.3	0.3	2.4	10	WIBM 94.1	A/C	12	7	8	8	9	17/64	1.6

## Las Vegas #72

R&amp;R

FALL '82	SPRING '83	FALL '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	
11.4	12.6	11.3	1	KOMP 92.3	AOR	2	2	1	1	3	11/98	
14.2	11.7	9.8	2	KLUC 98.5	CHR	1	1	2	2	5	15/75	
7.2	10.4	9.0	3	KXTZ 94.1	Easy	3	15	5	4	2	11/98	
5.4	7.8	8.4	4	KFMS 101.9	Ctry	5	6	3	3	1	10/106	
3.2	4.5	7.1	5	KORK 920	Easy	10	16	11	11	10	9/114	
6.4	5.2	5.4	6	KDWN 720	Talk	6	14	17	16	13	14/78	
--	--	5.2	7	KEER 97.1	Easy	12	12	14	13	12	11/95	
5.4	3.9	5.0	8	KRAM 1340	Ctry	11	7	12	7	4	13/82	
6.4	3.9	3.9	9	KLAV 1230	CHR	4	3	7	9	14	23/48	
1.9	2.0	3.7	10	KENO 1460	A/C	7	4	6	5	6	19/56	

# Little Rock-North Little Rock #92 *R&R*

FALL '82	SPRING '83	FALL '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	12+ BIRCH SHARE
14.5	11.5	15.7	1	KKYK 103.7	CHR	1	1	1	1	2	13/83	14.5
13.9	11.8	12.9	2	KSSN 95.7	Ctry	2	6	3	2	1	12/88	11.4
9.3	5.8	8.6	3	KMJX 105.1	AOR	5	3	2	3	5	13/81	11.4
7.1	8.6	8.4	4	KEZQ 100.3	Easy	6	11	9	6	3	13/83	7.8
1.4	3.3	7.2	5	KAUL 1380	BBnd	12	13	14	12	8	8/131	2.9
11.1	6.0	7.0	6	KARN 920	N/T	3	10	11	11	7	17/64	7.8
5.2	6.2	6.6	7	KLRA 1010	Ctry	4	8	13	10	10	17/62	3.1
11.1	7.2	6.0	8	KLAZ-FM 98.5	A/C	7	2	5	7	11	17/64	9.0
--	--	5.8	9	KLAZ 1250	Urbn	8	5	4	4	6	15/71	5.5
3.9	6.5	5.2	10	KLPQ 94.1	Ctry	10	9	8	5	4	15/72	7.1

# McAllen-Brownsville #76 *R&R*

FALL '82	SPRING '83	FALL '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	12+ BIRCH SHARE
24.1	23.9	21.6	1	KGBT 1530	Span	1	5	5	1	1	8/129	
10.8	11.2	12.1	2	KIWW 96.1	Span	4	4	2	2	2	10/109	
11.7	10.0	10.4	3	KRGV 1290	CHR	3	1	3	4	4	13/80	
10.1	9.8	9.7	4	KBFM 104.1	CHR	2	3	1	3	3	15/72	
6.3	9.6	8.6	5	KRIX 99.5	AOR	5	2	4	5	11	10/107	
3.9	2.9	5.4	6	KQXX 98.5	Span	8	6	6	6	5	10/104	
2.6	3.3	5.1	7	KVLY 107.9	BM	10	13	10	9	6	9/128	
5.8	4.9	4.6	8	KELT 94.5	Ctry	6	9	7	7	8	16/69	
--	--	3.8	9	KGAR 106.3	A/C	9	7	8	8	7	12/91	
4.8	3.4	2.6	10	KRIO 910	A/C	7	8	9	10	10	22/50	
--	--	2.6	10	KTXF 100.3	Ctry	11	10	11	11	9	13/85	

Expanded Coverage: Markets 51-100

## Expanded Coverage: Markets 51-100

## Mobile #83

R&amp;R

FALL '82	SPRING '83	FALL '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AND MARKS LISTED
17.2	22.6	20.0	1	WKSJ-FM 94.9	Ctry	1	5	1	1	1	10/113
17.8	18.5	16.1	2	WBLX 92.9	Urbn	4	1	2	2	2	8/141
5.3	6.3	8.8	3	WLPR 96.1	Easy	5	13	6	6	4	9/116
10.6	8.6	8.5	4	WGOK 90.0	Blk	6	4	5	4	3	9/120
10.2	6.9	8.2	5	WABB-FM 97.5	CHR	3	2	3	3	6	16/70
10.7	9.9	7.6	6	WKRQ-FM 99.9	CHR	2	3	4	5	5	19/56
6.6	6.6	6.4	7	WKRQ 71.0	A/C	7	19	12	9	7	11/102

Continued on Page 161

## New Haven-West Haven #81

R&amp;R

FALL '82	SPRING '83	FALL '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AND MARKS LISTED
13.8	14.6	13.9	1	WELI 96.0	A/C	1	8	11	5	2	12/87
9.6	10.6	9.4	2	WKCI 101.3	A/C	2	1	2	1	1	16/68
6.3	5.9	8.9	3	WEZN 99.9	BM	6	19	12	4	3	9/116
6.0	6.1	7.5	4	WPLR 99.1	AOR	3	4	1	2	5	15/71
8.4	7.5	6.5	5	WAVZ 130.0	BBnd	5	13	17	13	8	14/78
3.4	3.5	5.5	6	WNBC 66.0	CHR	4	6	4	3	4	19/58
8.1	6.1	5.0	7	WNHC 134.0	Urbn	11	2	6	7	7	12/91
3.7	4.2	3.6	8	WHCN 105.9	AOR	9	3	5	9	14	18/59
4.5	3.5	3.6	8	WWYZ 92.5	A/C	10	10	3	6	6	17/65
3.3	3.0	3.1	10	WDRG-FM 102.9	A/C	8	5	7	8	10	25/43

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BEASLEY BROADCAST GROUP



# N.E. PA-(Wilkes Barre-Scranton)

#56

R&R

FALL '82	SPRING '83	FALL '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	12+ BIRCH SHARE
8.6	11.2	11.7	1	WKRZ-FM 98.5	CHR	1	1	1	1	1	12/88	14.5
9.3	7.9	9.2	2	WNAK 730	Easy	7	32	11	5	3	6/183	6.9
8.7	9.9	8.3	3	WARM 590	A/C	2	4	6	4	4	15/72	7.5
2.6	6.0	8.0	4	WEJL 630	A/C	6	10	25	11	7	7/151	5.4
7.3	6.0	6.6	5	WEZX 107.1	AOR	4	2	2	3	5	11/96	11.3
7.2	5.6	6.3	6	WGBI-FM 101.3	A/C	3	6	3	2	2	14/75	5.5
3.3	6.6	4.8	7	WARD 1540	Talk	12	28	13	7	6	7/164	1.7
3.5	2.9	4.7	8	WYZZ 92.9	Easy	8	16	16	10	10	11/101	4.0
5.0	4.0	3.2	9	WILK 980	CHR	5	3	4	6	9	23/46	5.2
3.8	4.2	3.2	9	WVCD 97.9	Easy	10	14	18	12	8	10/104	2.5

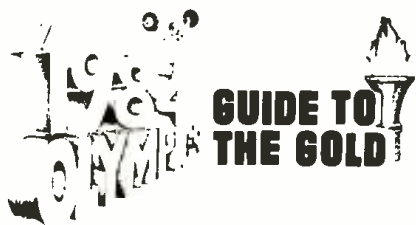
# Omaha-Council Bluffs

#68

R&R

FALL '82	SPRING '83	FALL '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	12+ BIRCH SHARE
23.9	24.0	27.4	1	KFAB 1110	A/C	1	4	4	1	1	12/94	
14.7	17.1	14.3	2	KQKQ 98.5	CHR	2	1	1	2	3	13/86	
11.6	12.2	9.8	3	KEZO 92.3	AOR	3	2	2	3	4	13/86	
7.2	7.9	7.3	4	KGOR 99.9	A/C	4	5	3	4	2	15/70	
7.3	5.2	7.0	5	KESY 104.5	BM	7	10	8	8	8	11/95	
8.2	6.2	5.7	6	WOW 590	Ctry	5	9	7	6	5	17/62	
5.8	5.0	4.7	7	KOIL 1290	A/C	6	7	5	5	6	19/56	
--	--	4.5	8	WOW-FM 94.1	Ctry	8	11	6	7	7	13/84	
3.2	3.0	2.7	9	KYNN 1490	Ctry	9	16	10	9	9	11/102	
3.0	3.2	2.0	10	KOOO 1420	BBnd	12	17	13	11	10	10/108	

Expanded Coverage: Markets 51-100



Continued from Page 12

## RKO RADIO NETWORKS

**RKO Radio Networks** will be basing its 1984 Olympic coverage on the campus of USC in Los Angeles. The network anchor team will consist of **Charley Steiner** on RKO One and **John Madden** on RKO Two. In addition, USC coaches and former Olympic medalists will contribute their insights and observations on the ongoing events.

Charley Steiner is Manager of Sports for RKO, and is morning sports commentator for RKO One. He is the 1983 winner of the **New York State Broadcasters Association** award for Best Play-By-Play, and was the 1981 recipient of the **UPI Award** for Outstanding



Charley Steiner



John Madden

Sports Report. He is also the voice of the USFL New Jersey Generals.

John Madden is one of America's best-known sports personalities, and is afternoon sports commentator for RKO Two. He is the former coach of the Oakland Raiders, and is a color analyst for NFL Football. He won an Emmy Award in 1982 as Outstanding Sports Personality, and is the 1982 recipient of New York's **Touchdown Club's** Golden Mike Award.

RKO Olympic coverage will include the following sporting events: archery, basketball, boxing, cycling, equestrian, fencing, field hockey, football, gymnastics, handball, pentathlon, shooting, swimming, track & field, volleyball, water polo, weightlifting, wrestling, and yachting.

### SUMMER GAMES — Los Angeles, California

#### 40 Pre-Olympic Reports

July 2-8, 1984  
July 9-15, 1984  
July 16-22, 1984  
July 23-27, 1984

#### 102 Olympic Reports

July 28-29, 1984  
July 30-August 5, 1984  
August 6-12, 1984

#### 142 TOTAL SUMMER REPORTS

In addition to covering the sporting events at the Summer Olympics, RKO is also planning an exclusive live concert direct from the campus of USC. This 90-minute international event will feature an internationally-known musical artist.

For more information, contact: RKO Radio Networks Affiliate Services Department, 1440 Broadway, New York, NY 10018 (212)764-6702.



UPI's 1984 Olympic coverage will consist of four regular sports features: "Olympic Profiles," "Olympic Updates," hourly "Olympic Reports," and "'84 Games."

"Olympic Profiles" are being distributed by the network at the rate of five per week through July 27, and are pregame programs featuring U.S. and foreign athletes, coaches, and Olympic leaders.

"Olympic Updates" are also being distributed through July 27 and focus on the preparations for the games, including training, security, politics, tickets, and other issues.

"Olympic Reports" will be distributed on an hourly basis while the games are in progress, and will cover the latest winners, medal standings, and progress of ongoing events.

"'84 Games" will consist of weekend programs covering Olympic sports from archery to yachting, and will include details on how the various competing countries shape up in the games.

For more information contact: UPI Audio, 220 East 42nd Street, New York, NY 10017 (212)850-8600.



Westwood One will be broadcasting exclusive Spanish-language coverage of the 1984 Olympic Games to Spanish-language radio stations throughout the continental U.S. The network is compiling a team of bilingual writers, producers, engineers, and air talent, and will cover events throughout the Los Angeles area.

The reporting will include live coverage of events of interest to the Hispanic audience (such as baseball, soccer, and boxing), frequent brief reports of each day's winners, and an end-of-the-day wrap-up running 15-30 minutes in length.

Prior to the Games the network will present a series of Olympic-related short features twice each day. These Spanish-language programs will spotlight great moments and athletes in Olympic history, and will profile the 1984 competitors — with special emphasis on Hispanic athletes.

Much of Westwood One's coverage will feature **Jaime Jarrin**, widely-known Hispanic broadcaster and a voice of the Los Angeles Dodgers on **KTNQ/Los Angeles**.

For more information contact: Westwood One, 9540 Washington Blvd., Culver City, CA 90230 (213) 204-5000.

## Expanded Coverage: Markets 51-100

Quad Cities(Davenport-Rock Island) #95 **R&R**

FALL '82	SPRING '83	FALL '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTED
13.1	12.3	13.3	1	WXLP 96.9	AOR	2	1	2	2	6	10/104
13.7	17.2	12.2	2	KIHK 103.7	CHR	1	2	1	1	1	16/68
10.7	10.5	11.8	3	WHBF 1270	Ctry	3	9	9	8	7	11/97
8.1	8.9	9.6	4	KRVR 106.5	BM	8	6	7	6	5	11/97
--	8.3	9.6	4	WLLR 101.3	Ctry	4	5	4	4	2	12/89
9.7	8.5	8.0	6	WOC 1420	N/T	6	8	11	9	8	14/78
6.7	7.6	7.5	7	WHBF-FM 98.9	A/C	5	4	3	3	3	15/71
5.6	7.1	4.5	8	KSTT 1170	A/C	7	3	6	7	9	24/44
4.6	3.6	4.1	9	WMRZ 1230	Gold	9	12	5	5	4	20/55
1.8	1.4	2.4	10	KXRK 1580	BBnd	11	15	15	14	15	13/85

Raleigh-Durham #67 **R&R**

FALL '82	SPRING '83	FALL '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTED	12+ BIRCH SHARE
13.3	12.1	15.2	1	WPTF 680	A/C	2	16	8	5	2	10/106	7.4
9.8	11.0	11.9	2	WDCG 105.1	CHR	1	1	1	1	3	15/73	17.4
12.6	8.9	9.8	3	WRAL 101.5	A/C	3	5	3	2	1	14/76	10.0
7.5	9.7	7.9	4	WQDR 94.7	AOR	4	2	2	3	6	17/65	12.1
8.8	8.8	6.5	5	WYYD 96.1	A/C	5	7	4	4	4	14/75	4.2
5.4	4.6	5.4	6	WDUR 1490	Blk	7	4	5	6	5	11/102	5.8
5.9	4.4	4.1	7	WKIX 850	Ctry	6	8	9	7	7	17/66	5.6
5.2	4.5	3.8	8	WLLE 570	Blk	9	6	7	8	8	13/86	4.7
--	--	2.6	9	WSES 1550	Rel	15	11	6	9	10	7/154	1.3
3.3	2.5	2.5	10	WDNC 620	A/C	8	14	16	14	12	22/50	3.6
--	2.9	2.5	10	WPCM 101.1	Ctry	11	10	10	10	9	12/93	2.0



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## Expanded Coverage: Markets 51-100

**Orlando****# 52****R&R**

FALL '82	SPRING '83	FALL '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	12+ BIRCH SHARE
10.5	12.8	10.3	1	WBJW 105.1	CHR	1	2	2	1	3	15/71	12.3
--	11.0	10.0	2	WWKA 92.3	Ctry	2	4	5	2	1	12/89	11.3
11.4	5.4	9.6	3	WDIZ 100.3	AOR	4	1	1	4	9	11/95	11.8
5.7	8.9	8.8	4	WJYO 107.7	A/C	3	10	4	3	2	13/84	8.7
--	6.0	7.2	5	WCOT 950	Easy	9	15	15	14	11	10/109	5.0
5.9	5.1	6.3	6	WDBO 580	A/C	5	11	9	7	5	15/71	6.1
8.3	5.5	6.2	7	WHOO 990	Ctry	8	23	10	10	6	13/82	5.3
6.9	7.0	5.7	8	WHOO-FM 96.5	Ctry	7	9	7	5	4	16/69	6.9
6.0	6.8	4.7	9	WORL 1270	Blk	12	6	6	8	7	12/90	4.1
5.2	4.6	4.6	10	WHLY 106.7	CHR	6	8	3	6	8	20/54	6.0

**Peoria #100****R&R**

FALL '82	SPRING '83	FALL '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	
14.9	14.9	14.4	1	WKZW 93.3	CHR	1	1	1	1	3	15/74	
12.4	12.4	13.1	2	WSWT 106.9	BM	3	14	5	4	1	11/97	
11.1	11.1	11.7	3	WXCL 1350	Ctry	2	7	6	3	2	13/85	
13.4	13.4	10.0	4	WMBD 1470	A/C	4	8	11	10	7	14/75	
8.5	8.5	7.9	5	WWCT 105.7	AOR	6	2	2	2	9	14/75	
4.1	4.1	6.1	6	WVEL/WGLO-FM 1140 95.3	BM	9	11	14	9	5	13/82	
5.1	5.1	5.8	7	WIRL 1290	A/C	5	6	4	5	4	23/47	

Continued on Page 161

**WE PLAY IN PEORIA****WMBD**  
RADIO 1470**KZ.93**  
WKZW

# Richmond #58

R&R

FALL '82	SPRING '83	FALL '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	12+ BIRCH SHARE
16.0	18.6	14.1	1	WRVA 1140	A/C	1	8	7	6	2	14/78	12.6
11.1	12.7	10.9	2	WEZS 103.7	A/C	3	4	1	1	1	12/91	10.1
11.0	8.8	10.9	2	WRVQ 94.5	CHR	2	1	2	2	5	15/71	13.8
8.1	7.5	9.5	4	WTVR-FM 98.1	Ctry	4	7	5	4	3	12/88	8.9
10.6	9.5	9.2	5	WPLZ 99.3	Urbn	6	2	3	3	4	11/100	11.8
6.8	5.2	7.7	6	WLEE 1480	Easy	7	13	13	13	10	11/101	5.0
6.8	7.6	7.2	7	WRXL 102.1	AOR	5	3	4	5	8	14/77	13.6
5.7	6.0	5.4	8	WRNL 910	Ctry	8	10	6	7	6	15/72	6.0
6.6	4.0	5.1	9	WANT 990	Urbn	9	6	8	8	7	13/84	3.7
2.2	2.5	3.3	10	WKIE 1540	Blk	11	9	9	9	9	11/103	1.0

# Mobile #83

Continued from Page 156

R&R

FALL '82	SPRING '83	FALL '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	
3.5	2.9	4.9	8	WUNI 1410	Ctry	8	16	11	7	8	10/110	
1.9	2.4	2.4	9	WJQY 98.3	Ctry	11	8	8	8	10	12/89	
1.2	1.4	1.9	10	WABB 1480	A/C	9	7	10	12	14	21/51	
--	--	1.9	10	WMOB 1360	Rel	12	9	13	13	13	11/102	

# Peoria #100

Continued from Page 160

R&R

FALL '82	SPRING '83	FALL '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	
5.1	5.1	4.6	8	WKQA 104.9	A/C	7	3	3	6	8	17/63	
4.7	4.7	3.1	9	WTXR 94.3	A/C	10	9	8	7	6	19/57	
1.9	1.9	2.9	10	WPEO 1020	Rel	14	16	12	8	10	11/99	

Expanded Coverage: Markets 51-100



## Expanded Coverage: Markets 51-100

## Shreveport

#98

R&amp;R

FALL '82	SPRING '83	FALL '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	12+ BIRCH SHARE
15.9	11.3	11.9	1	KOKA 1550	Blk	1	2	4	5	4	12/91	8.1
12.3	11.3	10.6	2	KCOZ 100.1	BM	8	15	8	6	5	9/117	8.5
9.6	13.8	10.6	2	KDKS 92.1	Urbn	4	3	3	2	6	12/92	11.8
5.6	8.8	10.6	2	KMBQ 93.7	AOR	3	1	1	3	8	12/90	13.4
10.8	9.8	9.9	5	KRMD-FM 101.1	Ctry	5	5	6	4	2	12/94	8.9
9.6	8.6	9.0	6	KCIJ 980	Blk	10	8	10	9	7	9/123	5.3
--	--	9.0	6	KVKI 96.5	A/C	9	7	2	1	1	11/99	7.5
7.3	9.2	6.7	8	KEEL 710	A/C	2	6	5	7	3	21/51	8.3
8.6	8.0	6.5	9	KWKH 1130	Ctry	6	11	9	10	9	16/67	10.6
5.6	6.3	5.2	10	KROK 94.5	CHR	7	4	7	8	10	19/57	6.5

## Springfield-Chicopee-Holyoke #63 R&amp;R

FALL '82	SPRING '83	FALL '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	
12.1	13.0	12.1	1	WHYN-FM 93.1	A/C	1	4	2	1	1	13/82	
8.5	7.5	10.3	2	WAQY 102.1	AOR	2	1	1	2	4	13/82	
8.3	9.0	8.7	3	WMAS 1450	Easy	5	18	13	9	5	11/96	
7.6	9.9	7.8	4	WHYN 560	A/C	3	10	5	4	2	17/65	
9.7	10.5	7.4	5	WMAS-FM 94.7	A/C	4	7	3	3	3	15/72	
4.6	4.4	5.6	6	WRCH 100.5	BM	8	17	18	11	6	13/86	
3.3	4.0	4.8	7	WTIC-FM 96.5	CHR	6	3	4	5	7	19/56	
1.5	1.5	3.8	8	WKSS 95.7	BM	12	11	16	13	8	12/88	
2.3	3.3	3.7	9	WREB 930	Talk	17	25	23	22	17	7/146	
3.7	4.0	3.7	9	WTIC 1080	A/C	9	19	21	15	13	16/69	

# Syracuse

# #61

# R&R

FALL '82	SPRING '83	FALL '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	12+ BIRCH SHARE
--	--	13.6	1	WYYY 94.5	A/C	1	3	1	1	1	15/72	15.7
14.2	10.5	11.5	2	WSYR 570	A/C	3	7	8	6	4	14/79	11.3
5.9	11.0	9.7	3	WFBL 1390	BBnd	6	13	18	12	5	11/102	7.0
10.5	9.0	9.2	4	WHEN 620	A/C	2	4	2	2	2	19/57	7.4
6.2	8.2	7.6	5	WAQX 95.3	AOR	4	1	3	3	7	14/76	10.8
3.0	5.8	6.1	6	WRRB 107.9	Ctry	7	9	7	4	3	12/88	6.6
8.0	7.0	6.0	7	WKFM 104.7	CHR	5	2	4	5	8	18/61	8.0
4.4	4.9	5.1	8	WSEN-A/F 1050 92.1	Ctry	8	11	10	7	6	15/71	3.7
--	4.5	3.0	9	WSCY 100.9	AOR	9	5	5	8	12	21/53	4.3
0.3	2.4	2.7	10	WIBQ 98.7	BM	13	15	17	14	11	11/101	0.5

# Toledo

# #51

# R&R

FALL '82	SPRING '83	FALL '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	12+ BIRCH SHARE
11.7	12.2	10.3	1	WIOT 104.7	AOR	1	1	1	1	5	15/74	
8.5	8.0	9.2	2	WKLR 99.9	Ctry	6	6	4	3	1	11/99	
10.9	8.3	9.0	3	WLQR 101.5	BM	5	16	6	5	3	12/94	
9.7	9.4	8.8	4	WSPD 1370	A/C	2	11	12	8	6	15/70	
8.0	7.5	7.5	5	WMHE 92.5	A/C	3	5	2	2	2	16/68	
5.3	5.0	5.9	6	WJR 760	Misc	7	14	14	12	9	14/76	
6.0	6.0	5.2	7	WTOD 1560	Ctry	12	21	15	10	8	9/127	
6.5	7.8	5.2	7	WWWM 105.5	A/C	4	10	3	4	4	21/51	
--	--	4.4	9	WRQN 93.5	CHR	8	2	5	6	11	18/59	
3.2	4.1	4.1	10	WOHO 1470	A/C	9	19	8	7	7	20/55	

Expanded Coverage: Markets 51-100

## Expanded Coverage: Markets 51-100

**Tucson****#65****R&R**

FALL '82	SPRING '83	FALL '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
11.6	11.2	11.0	1	KCUB 1290	Ctry	3	6	8	4	1	10/106
8.4	11.9	9.7	2	KJYK 94.9	Easy	5	13	9	6	3	10/104
5.4	9.3	9.4	3	KRQQ 93.7	CHR	1	4	1	1	2	16/68
10.7	10.1	8.7	4	KWFM 92.9	AOR	2	3	2	2	6	16/66
6.3	6.7	8.4	5	KLPX 96.1	AOR	4	1	3	3	7	13/84
4.6	4.3	7.3	6	KAIR 1490	A/C	6	10	4	5	5	13/81
5.5	6.0	5.1	7	KCEE 790	A/C	9	8	6	7	4	15/72
5.7	3.5	5.1	7	KGvy 1080	BBnd	12	19	14	13	12	9/119
6.0	5.6	4.5	9	KXEW 1600	Span	13	7	10	10	8	10/114
7.0	6.0	4.4	10	KHYT 1330	CHR	8	2	7	8	10	18/61

**Tulsa****#54****R&R**

FALL '82	SPRING '83	FALL '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	12+ BIRCH SHARE
10.4	9.5	12.7	1	KWEN 95.5	Ctry	3	5	3	1	1	10/104	11.0
13.5	12.0	11.8	2	KVOO 1170	Ctry	2	7	5	5	4	13/86	13.6
11.0	9.6	10.3	3	KRMG 740	A/C	1	14	10	6	3	15/74	11.1
10.4	11.2	8.9	4	KMOD 97.5	AOR	6	3	1	3	7	11/97	14.5
9.8	12.6	8.6	5	KRAV 96.5	A/C	4	6	2	2	2	13/83	10.6
6.5	7.7	7.9	6	KAYI 106.9	CHR	5	1	4	4	8	13/85	8.5
10.4	8.2	7.9	6	KBEZ 92.9	BM	7	10	8	7	5	11/97	6.8
4.7	5.1	6.3	8	KTFX 103.3	Ctry	8	8	6	8	6	11/97	4.9
4.4	3.4	4.5	9	KCFO 98.5	Rel	10	4	7	9	9	11/98	3.0
1.5	1.9	4.4	10	KELI 1430	CHR	9	2	9	10	10	15/73	3.1



# West Palm Beach-Boca Raton #55 **R/R**

FALL '82	SPRING '83	FALL '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	12+ BIRCH SHARE
11.5	13.9	13.5	1	WEAT-FM 104.5	BM	1	9	9	4	3	10/107	9.8
9.5	11.2	10.1	2	WRMF 97.9	A/C	2	5	1	1	1	12/92	10.5
5.1	5.7	8.8	3	WHYI 100.7	CHR	3	1	2	3	4	12/91	15.0
9.4	6.7	8.4	4	WIRK 107.9	Ctry	4	10	3	2	2	9/124	8.8
3.1	3.7	6.6	5	WNJY 94.3	BM	6	12	15	10	6	11/100	5.4
6.3	4.5	6.0	6	WJNO 1230	N/T	5	14	13	12	8	12/90	4.0
6.8	4.6	5.1	7	WPOM 1600	Urbn	10	2	5	5	5	8/130	1.8
1.3	2.9	2.7	8	WNGS 92.1	A/C	12	27	6	6	7	14/78	2.9
1.8	0.9	2.6	9	WIOD 610	A/C	8	22	21	17	14	18/59	2.8
2.4	3.8	2.2	10	WSHE 103.5	AOR	11	7	4	7	11	18/61	3.8
1.5	2.3	2.2	10	WWJF 106.7	A/C	15	30	16	14	10	14/77	2.0

# Wichita #88

**R/R**

FALL '82	SPRING '83	FALL '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	
15.9	18.5	13.1	1	KEYN 103.7	CHR	1	1	1	1	4	13/80	
9.4	11.1	10.8	2	KFDI 1070	Ctry	4	7	8	6	2	11/98	
7.0	10.7	10.3	3	KFDI-FM 101.3	Ctry	2	5	3	2	1	13/82	
9.8	7.4	9.8	4	KFH 1330	Ctry	3	12	7	5	3	13/81	
8.3	9.2	9.0	5	KICT 95.1	AOR	6	3	2	3	9	12/94	
10.9	9.7	7.3	6	KAKZ 1240	Easy	7	13	15	13	10	11/101	
7.2	4.0	7.3	6	KKRD 107.3	A/C	5	2	4	4	5	14/76	
7.6	5.0	5.9	8	KOEZ 92.3	BM	10	10	12	9	7	12/94	
5.2	5.4	5.4	9	KBRA 97.9	A/C	8	4	5	7	8	14/78	
3.7	4.2	4.1	10	KQAM 1410	A/C	11	11	6	8	6	15/71	

Expanded Coverage: Markets 51-100

## Expanded Coverage: Markets 51-100

## Wilmington

#70

R&amp;R

FALL '82	SPRING '83	FALL '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER A/C MINS LISTENED
8.9	9.8	9.4	1	WSTW 93.7	CHR	1	5	1	1	1	15/70
10.6	8.0	9.3	2	WJBR-FM 99.5	BM	3	24	10	3	2	11/102
8.4	8.6	8.9	3	WDEL 1150	A/C	4	8	13	13	7	11/99
8.9	7.9	6.9	4	WMMR 93.3	AOR	2	2	2	2	4	17/64
3.0	3.9	5.0	5	WAMS 1380	Ctry	8	11	9	5	3	13/82
3.8	4.3	4.7	6	WCAU-FM 98.1	CHR	5	1	8	9	10	20/54
4.9	4.5	4.0	7	WYSP 94.1	AOR	6	3	3	4	16	20/54
3.7	4.3	3.8	8	WUSL 98.9	Urbn	13	4	6	10	8	12/92
2.9	4.1	3.7	9	WDSD 94.7	Ctry	11	9	18	12	5	12/88
3.0	2.5	3.4	10	WDAS-FM 105.3	Urbn	22	6	5	8	11	7/147

## Worcester

#94

R&amp;R

FALL '82	SPRING '83	FALL '83	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER A/C MINS LISTENED
13.9	13.0	15.1	1	WSRS 96.1	BM	1	10	4	1	1	10/105
10.2	8.7	10.2	2	WAAF 107.3	AOR	3	1	1	2	3	14/76
10.8	13.0	9.5	3	WTAG 580	A/C	2	9	11	8	4	16/66
4.9	6.7	8.0	4	WFTQ 1440	A/C	5	4	6	3	2	13/82
--	6.3	7.5	5	WHTT 103.3	CHR	4	2	2	4	8	16/68
4.6	4.2	5.8	6	WNEB 1230	BBnd	7	23	20	14	6	11/96
3.2	2.5	4.2	7	WBCN 104.1	AOR	10	5	3	5	11	15/75
2.4	2.7	3.8	8	WORC 1310	A/C	9	3	9	7	10	17/65
8.1	5.8	3.6	9	WROR 98.5	A/C	8	7	5	6	5	18/61
4.4	6.0	3.3	10	WBZ 1030	A/C	6	11	17	12	9	25/43

# York #93



FALL '82	SPRING '83	FALL '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	12+ BIRCH SHARE
11.4	9.8	11.7	1	WRKZ 106.7	Ctry	3	5	3	1	1	10/106	11.5
6.8	8.3	11.1	2	WNCE 101.3	BM	6	10	10	8	4	8/134	5.2
11.8	8.7	9.0	3	WSBA 910	A/C	1	16	7	6	2	14/78	10.7
7.2	5.2	7.9	4	WSBA-FM 103.3	A/C	5	22	5	2	3	13/85	9.0
10.8	12.2	7.3	5	WQXA 105.7	CHR	2	4	2	3	5	17/65	7.9
6.9	7.5	6.7	6	WYCR 98.5	CHR	4	2	4	4	6	15/71	9.2
6.8	9.0	6.2	7	WTPA 104.1	AOR	8	3	1	5	10	11/99	8.0
--	--	5.9	8	WHTF 92.7	CHR	7	1	6	7	8	15/75	9.6
5.4	5.4	4.8	9	WNOW 1250	Ctry	10	15	8	9	7	9/124	4.0
0.9	2.1	2.4	10	WHVR 1280	Ctry	9	29	16	12	11	18/59	1.5

# Youngstown-Warren #71



FALL '82	SPRING '83	FALL '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	
11.2	9.9	12.8	1	WKBN-FM 98.9	Easy	2	22	6	4	1	12/90	
12.9	10.9	11.2	2	WBBW 1240	N/T	6	17	14	8	5	10/107	
9.4	8.0	10.2	3	WQXK 105.1	Ctry	8	5	5	3	2	10/110	
7.3	10.7	9.1	4	WYFM 102.9	CHR	1	1	2	1	4	19/58	
7.6	8.2	7.4	5	WKBN 570	A/C	4	10	8	6	3	18/59	
7.1	8.0	7.2	6	WSRD 101.1	AOR	5	2	1	2	8	16/66	
4.8	6.3	6.5	7	WFMJ 1390	A/C	7	9	13	9	6	16/66	
7.9	6.9	6.0	8	WHOT 1330	CHR	3	3	3	5	7	23/48	
2.6	4.0	3.4	9	WMMS 100.7	AOR	10	8	4	7	12	13/83	
4.2	2.3	2.9	10	WRRO 1440	A/C	9	11	11	11	10	18/60	

Expanded Coverage: Markets 51-100



# DICK CLARK'S

## Rock Roll & Remember

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"Dick Clark's Rock, Roll & Remember" reaches nearly 30 million adults each week.\* This weekly four-hour program from The United Stations, produced by Dick Clark Productions can fill an entire week-end air shift. Co-hosted by Dick Clark with Mark Elliott, it is a tremendous hit in almost every major market.

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One year in the history of rock & roll is featured in each hour of the program. Significant news flashbacks and other "remember when" items are broadcast at the end of each hour . . . fads, fashions, good times and bad . . . all leading up to the hour's climax, the number one song of that year.



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Each week there's a four part personality profile of a major performer. In-depth interviews. Landmark records. Where they've been, where they are, and where they're going. And the stars who Rock, Roll & Remember each week are the kind only Dick Clark Productions can attract.

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★ Hall & Oates ★ Frankie Avalon ★ Dion & The Belmonts ★ Elton John ★ The Righteous Brothers ★ Johnny Rivers ★ Billy Joel ★ Herman's Hermits ★ Chubby Checker ★ The Hollies ★ The Carpenters  
★ Jan & Dean ★ The Association ★ Elvis Presley ★ Chicago ★ Leslie Gore ★ The Kinks ★ The Guess Who ★ The Byrds ★

This is just a partial list of the stars who have been featured guests on "Dick Clark's Rock, Roll & Remember," and there will be many, many more.

### A Listening Habit

From Bill Haley to Elton John, Chuck Berry to Hall and Oates, "Dick Clark's Rock, Roll & Remember" presents the music and the artists who have had such a profound influence on all our lives. Your listeners will be brought back week after week, not only for the music, but for all the features which make "Dick Clark's Rock, Roll & Remember" a truly unique program.



Elvis

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The head of the production company which presents "The American Music Awards" and "Dick Clark's New Year's Rockin' Eve."

The author of "The First Twenty-five Years of Rock and Roll" and "Rock, Roll & Remember," the best-seller which inspired this breakthrough syndicated program.

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\*Source: R. H. Bruskin/September 1982

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Numbers following market names indicate market rank in the fall '83 sweep.



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# RATINGS REPORT

THE COMPLETE ANALYSIS OF AMERICA'S RADIO LISTENING

**W**elcome to another **R&R Ratings Report**! As always, this past sweep — like each **Arbitron** effort — contained some surprises and some interesting trends. I'll lay those out for you below, but first a word from our sponsor.

As we put together each report, we strive to improve the product. This edition contains two changes we hope you will appreciate. First, we're going deeper, with breakouts for all of the top 100 markets that were surveyed by Arbitron this past fall. We've gotten some requests for additional market analyses, so here's a look at the top 100.

In addition to almost doubling the number of markets examined, you'll note an addition to each station's listing on the data page for the relevant metro. The station's frequency will now be shown, making it easier for advertisers and broadcasters to locate each facility.

Hope you enjoy these improvements and find them useful. Let me know your reaction to these additions.

As for what the fall results show in terms of Arbitron nuances, here are the key findings . . .

- In each of the top 50 markets examined for the market overviews, Arbitron's diary count was higher than the ratings firm's stated in-tab goal. Whether or not this extra sample will be withdrawn in upcoming sweeps may affect the quality of future ratings.

- Overall diary returns continue to drop, especially among ethnics. The situation with Hispanics has certainly gotten worse in some key markets since the introduction of Differential Survey Treatment (DST) for Hispanics last year.

- The amount of sample (diaries) sought from ethnics and those with non-listed phones (ESF, or Expanded Sample Frame) continues to climb. This can mean tough times for stations that don't appeal to people in either category.

- Beautiful Music rebounded in a number of markets this sweep, perhaps due to the decline in the number of stations featuring this sound. Indeed, in some markets the

leading 12+ station was BM but then switched to another format.

- There are a number of interesting AOR and CHR battles going on out there. As the CHR arena gets more crowded as stations flock to the format — seeking ratings nirvana — some are going to fall by the wayside. The next Ratings Report may spot some of those casualties.

All in all, there were lots of interesting happenings this sweep. Hope you enjoy reading about them and reviewing the data.

As you might imagine, it takes a hefty cast to put this volume together. Special thanks to the following people who contributed so much time and effort to this project: **Gil Bond** and his **Market-Buy-Market** computerized ratings breakout system for providing the data that makes this publication possible; Senior Associate Editors **Krissann Allo** and **Ellen Barnes** who came close to performing miracles in supervising and coordinating the market data and special surveys; Associate Editors **Sean Ross**, **Sylvia Salazar**, and **Karen Blondo** and Editorial Assistants **Ron Rodrigues**, **Nancy Conover**, **Keith Attarian**, **Christie Atwood**, **Yvonne Olson**, and **Hurricane Heeran**, whose assistance extended far beyond the regular call of duty; Art Director **Richard Zumwalt**, Production Director **Richard Agata**, and the entire **R&R** production staff — **Marilyn Frandsen**, **Sandra Guitierrez**, **Lucie Morris**, **Todd Pearl** (who designed this volume's cover), **Kent Thomas**, **Gary Van Der Steur**, and **Eddie Williams** — who all performed prodigiously in making this report a printed reality; Executive Editors **John Leader** and **Ken Barnes**, who provided invaluable input and guidance during the project; and Specials Editor **Reed Bunzel**, who maintained the flow and supervised the overall effort.

And most of all, thanks to you. Your readership and suggestions are most valued. Now, dig in and enjoy!

**Jhan Hiber**



# 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.

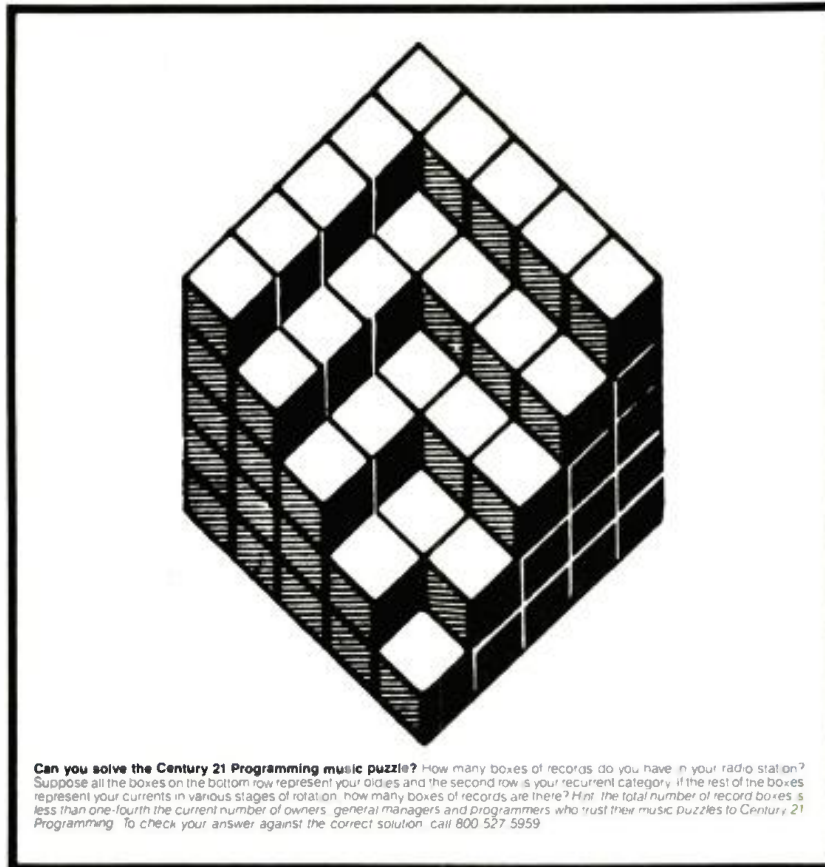
**Frequency.** The number of times a person is exposed to a radio spot schedule.

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

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

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# Glossary Of Terms

Continued from Page 18

**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

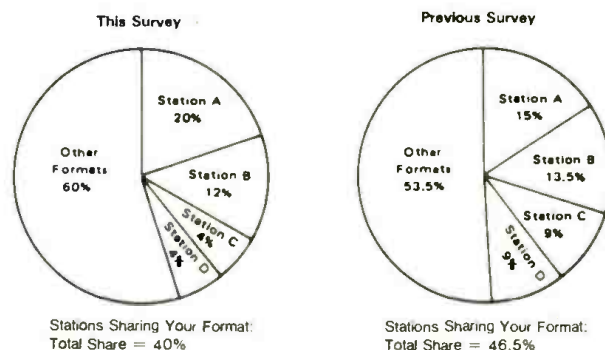
Faced with the vast array of tables and statistics in an **Arbitron** market report, many readers are intimidated or become unsure about where to begin their analysis. The following suggestions serve as a simple guide for extracting useful information about a radio station or a market as a whole from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

**L**istener preference of formats varies from market to market and region to region. A format that demonstrates strength in one market might be weak in another, and the same holds true for different markets. This national format chart, as well as the regional charts, will give you a quick look at format preference in the different regions throughout the U.S. in the fall '83 sweeps.

The regions used to compile this data are the same as those used by our format editors to define their reporting regions. Each of the top 100 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 numbers shown here.

A/C 22.9

Country 15.8

CHR 15.3

BM/Easy 12.5

AOR 11.7

Black/Urban 8.6

Big Band 3.1

Talk 2.8

News 2.7

Spanish 1.6

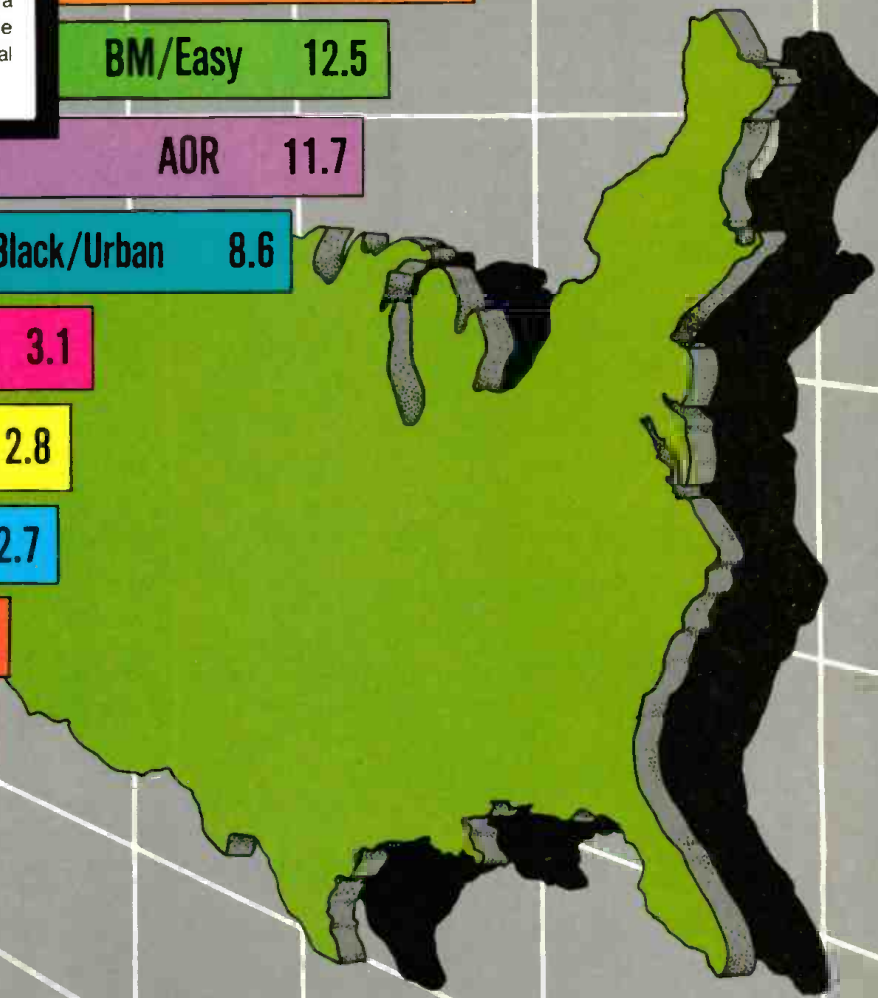
Religious 1.0

Classical .6

Gold .6

Misc .5

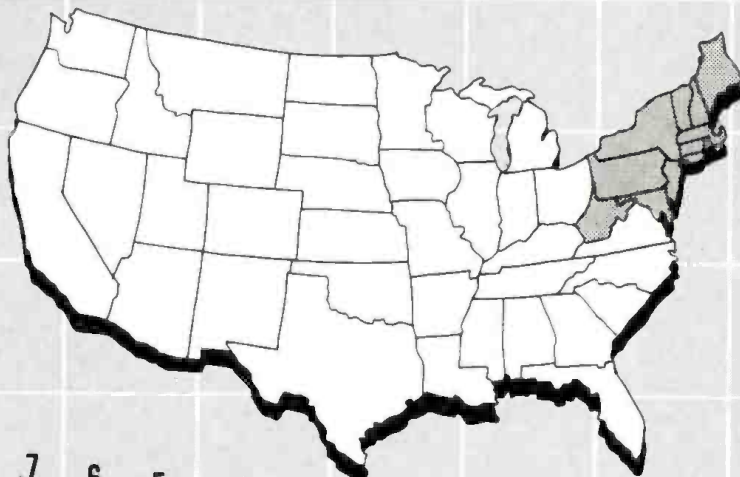
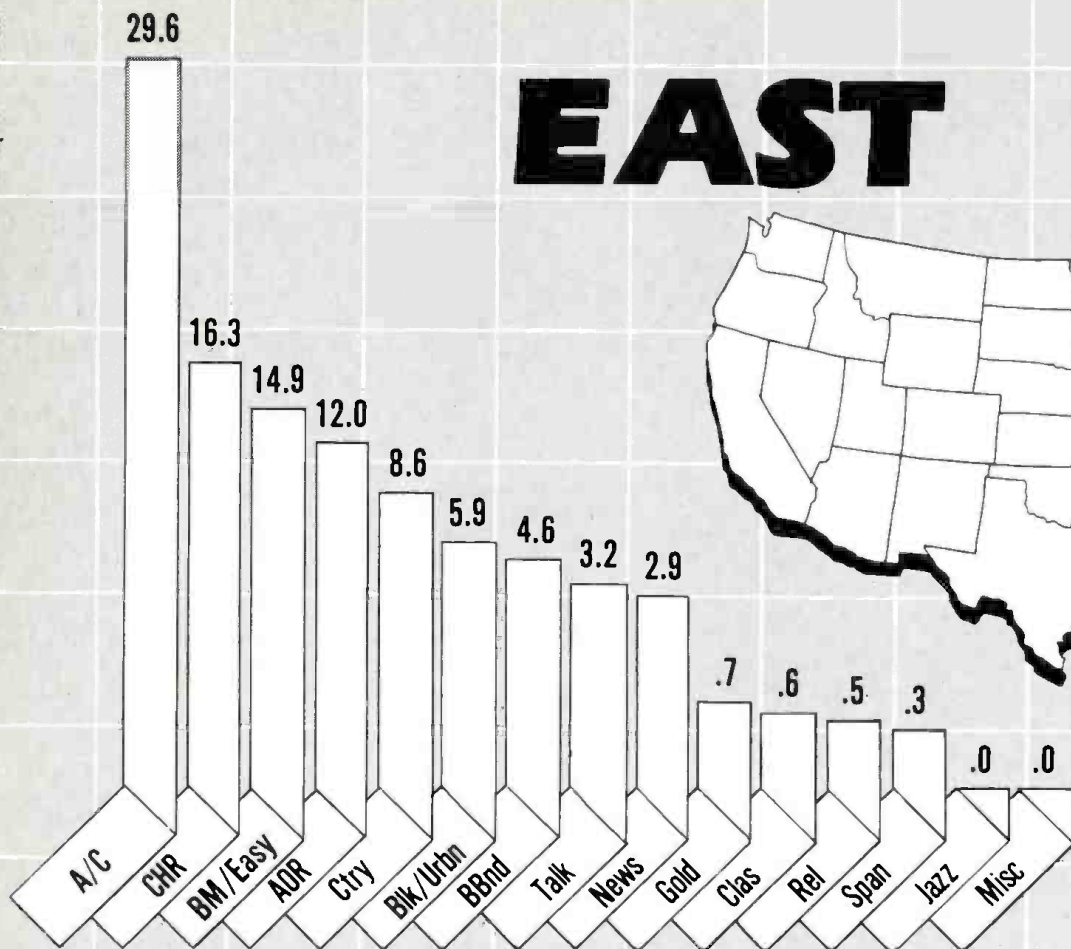
Jazz .1



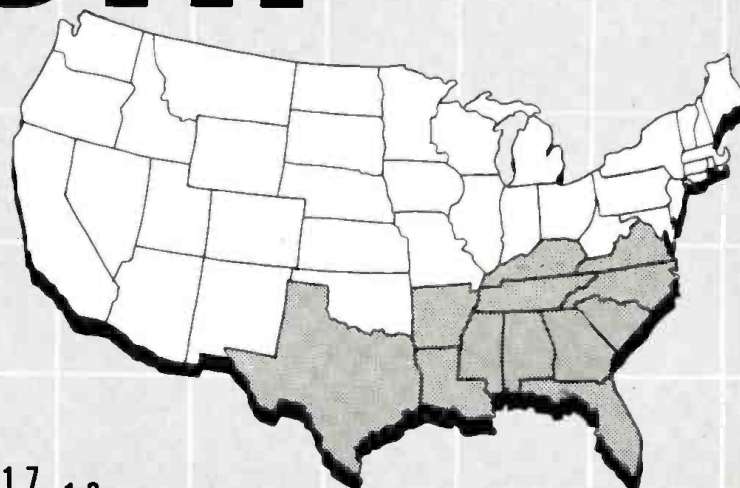
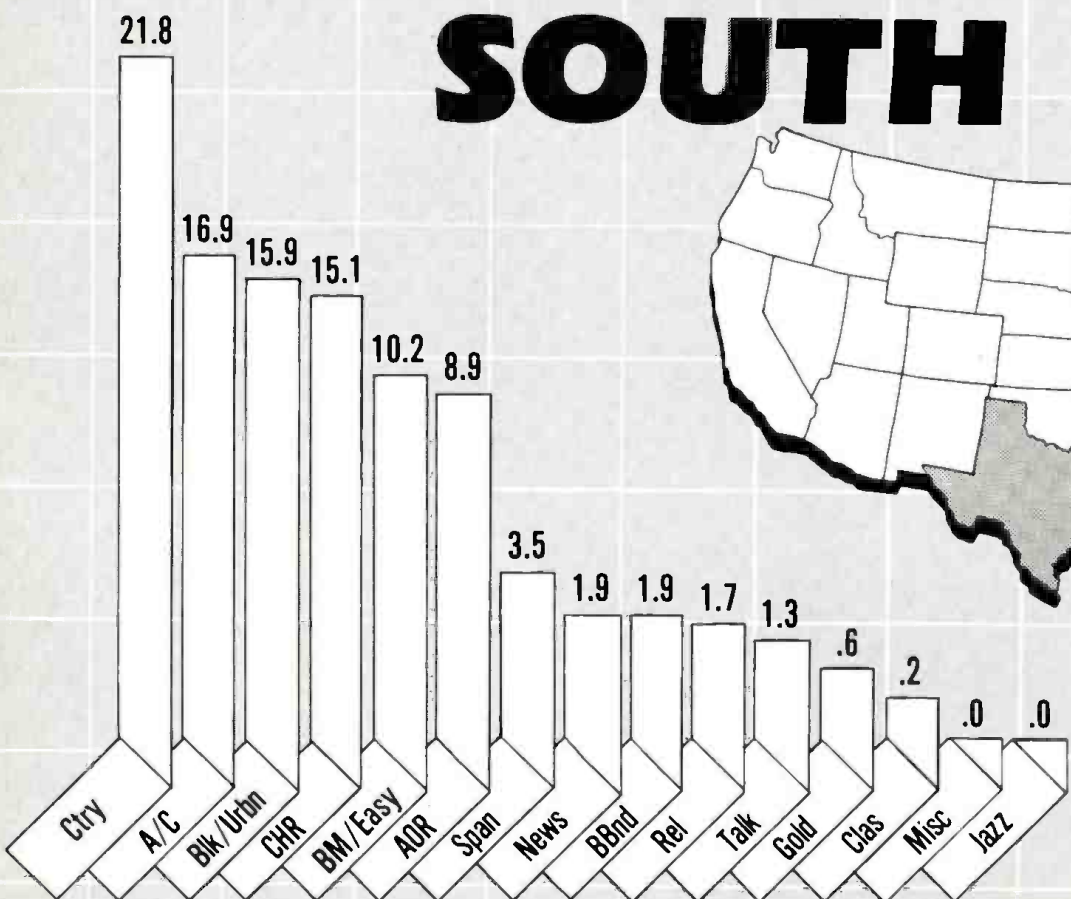
## Format Legend

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.

# EAST

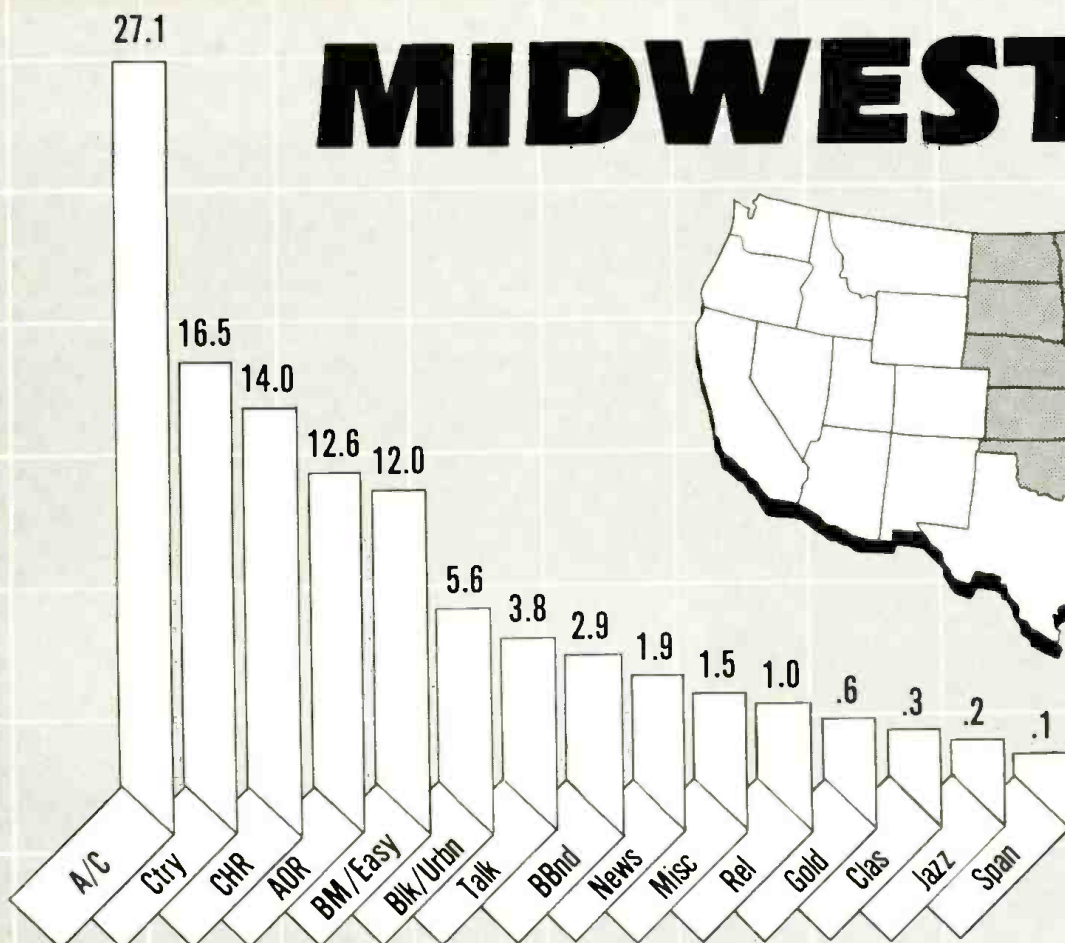
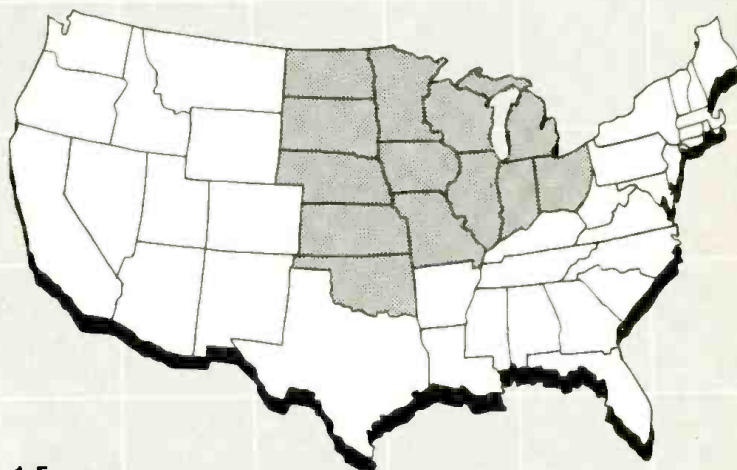


# SOUTH

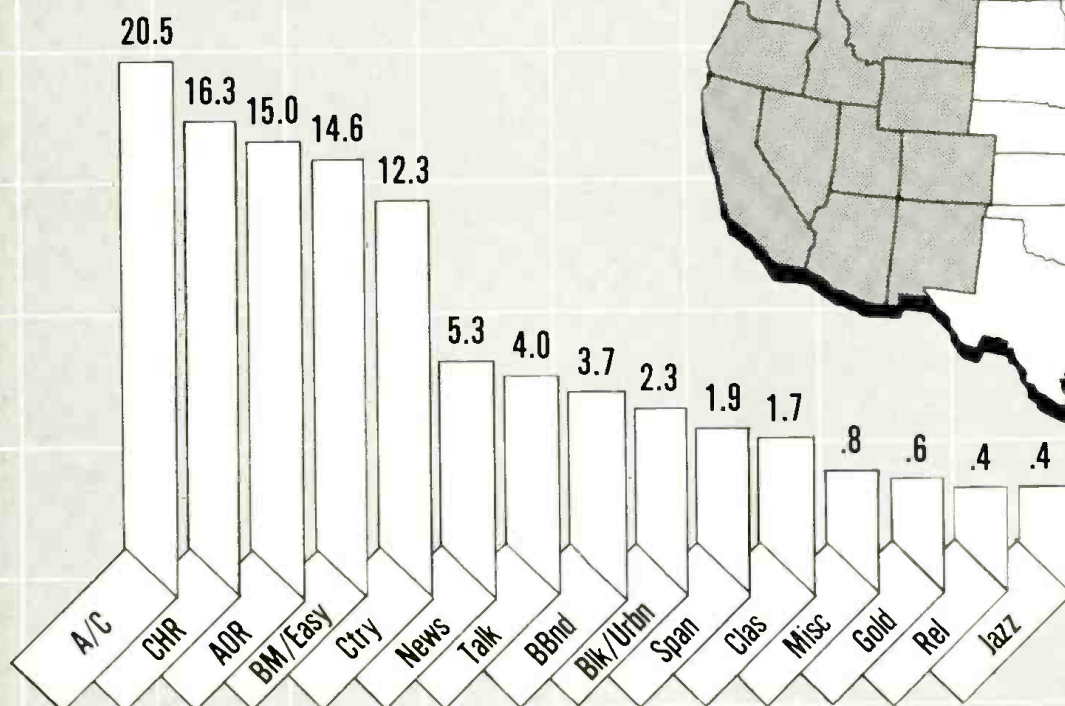
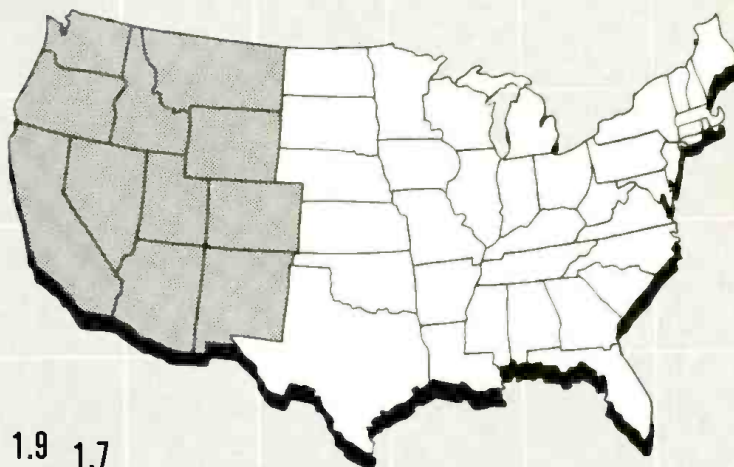




# MIDWEST



# WEST



# 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.

**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 = Cume Audience**

**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.

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 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.**

## **A New Name:**

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Hiber, Hart & Patrick Has Become

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On our fifth anniversary the nation's leading research/marketing consultancy has adopted a new name and personnel lineup. Our team now includes John Patton as Senior VP, along with 15 other key people in two offices.

If your ratings and revenues need a boost call JH&A. Put our team on your side, and we'll put our positioning research, ratings insights and sales development activities to work for you. Over the past five years more than 90% of our clients have seen their ratings and revenues improve.



## **Jhan Hiber & Associates**

*"The Ratings, Research & Marketing Experts"*

**Jhan Hiber, President**  
P.O. Box 1220, Pebble Beach, CA 93953  
(408) 373-3696

**John Patton, Senior VP**  
14440 Cherry Lane Court, Suite 215, Laurel, MD 20707  
(301) 776-8855



# Formulas

Continued from Page 28

**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.



Barbara Mandrell



**"T**he Weekly Country Music Countdown" reaches nearly 20 million adult listeners each week on over 225 of the nation's largest and finest country music radio stations.\* This weekly three hour production from The United Stations, hosted by Chris Charles, works where other syndicated programs fail by building a solid, stable and loyal audience thus making "The Weekly Country Music Countdown" the most listened to country music radio program in America. Each week's show is constructed to encourage longer listening spans, to lessen dial punching and attract new listeners who will keep coming back week after week.

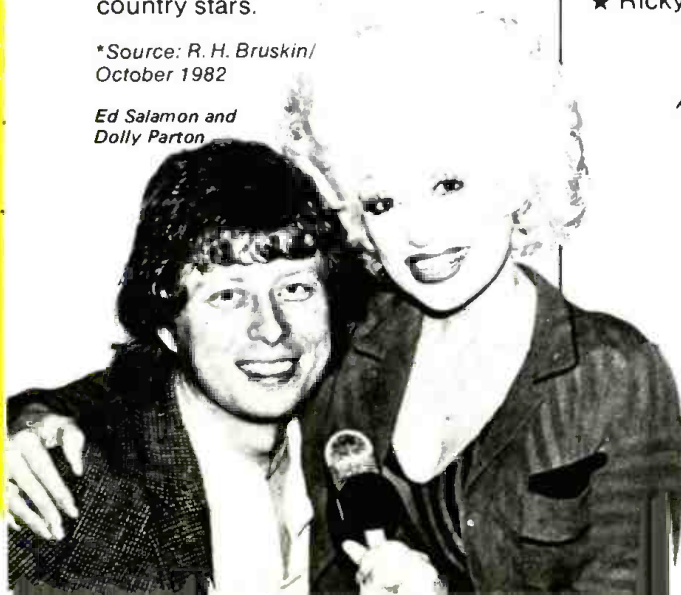
### Exciting, Exclusive Artist Interviews

Each week "The Weekly Country Music Countdown" has a major country music superstar as a guest throughout every hour of the program. This guest artist tells the listeners the stories behind the hits, reliving the times and the people who helped make it happen.

In addition to the guest artist, each week's program contains other artist interviews, each one recorded exclusively for "The Weekly Country Music Countdown." There's also a look back at hits of the past, a country calendar, and the latest new releases of the top country stars.

\*Source: R. H. Bruskin/  
October 1982

Ed Salamon and  
Dolly Parton



This is just a partial list of stars on "The Weekly Country Music Countdown," and there will be many, many more!

### Ed Salamon and Proven Country Music Success

The man who makes it happen on "The weekly Country Music Countdown" is Ed Salamon, the program's producer, and executive vice president/programming for The United Stations. Ed is widely recognized as the most successful programmer in country radio. During his

### We Deliver the Stars!

And that's more than just a slogan! A listing of the superstars who have been guests on "The Weekly Country Music Countdown" reads like a 'who's who' of contemporary country music. Waylon Jennings ★ Eddie Rabbitt ★ The Oak Ridge Boys ★ T.G. Sheppard ★ Reba McEntire ★ Willie Nelson ★ Charley Pride ★ Barbara Mandrell ★ Hank Williams, Jr. ★ Rosanne Cash ★ Larry Gatlin ★ Don Williams ★ Earl Thomas Conley ★ Janie Fricke ★ Ronnie Milsap ★ Ray Price ★ Loretta Lynn ★ Mickey Gilley ★ The Bellamy Brothers ★ Alabama ★ Steve Wariner ★ The Statler Brothers ★ Crystal Gayle ★ Ricky Skaggs

Alabama



six years as program director for WHN radio, New York, the station received Billboard magazine's country station of the year award three times (1976, 1978, 1980). In addition, Ed was named Billboard's major market country "Program Director of the Year" for 1978, 1980, 1981.

**F**or national sales information call our New York office at (212) 869-7444.

For station clearance information call our Washington, D.C. office at (703) 556-9870.

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# DRIVETIME DOMINATORS

## AM Drive/Top 25

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



Rick Dees  
KIIS/Los Angeles



Robert Vaughn  
WCBS/New York



Jim Donnelly  
WCBS/New York



Jim Kerr  
WPLJ/New York



Wally Phillips  
WGN/Chicago



Don Imus  
WNBC/New York



Larry Lujack  
WLS-AM & FM/Chicago



John Gambling  
WOR/New York



J.R. Nelson  
WHTZ/New York



Scott Shannon  
WHTZ/New York



Ross Brittain  
WHTZ/New York

1. **WINS/New York (News)** 1,781,500  
*Paul Smith, Michael O'Neil, & Jim McGiffert*
2. **WCBS/New York (News)** 1,332,600  
*Jim Donnelly & Robert Vaughn*
3. **WHTZ/New York (CHR)** 1,200,000  
*Scott Shannon, Ross Brittain, & J.R. Nelson*
4. **KIIS/Los Angeles (CHR)** 1,091,500  
*Rick Dees*
5. **WPLJ/New York (CHR)** 1,016,700  
*Jim Kerr*
6. **WOR/New York (Talk)** 1,013,400  
*John Gambling*
7. **WNBC/New York (CHR)** 1,009,700  
*Don Imus*
8. **WGN/Chicago (Talk)** 952,100  
*Wally Phillips*
9. **WLS-AM & FM/Chicago (CHR)** 921,100  
*Larry Lujack*
10. **WRKS/New York (Urbn)** 838,200  
*Ken Webb*
11. **WPAT-AM & FM/New York (BM)** 804,400  
*Dick Shepherd*
12. **WKTU/New York (Urbn)** 779,200  
*Jay Thomas*
13. **KYW/Philadelphia (News)** 775,600  
*Harri Donahue, Bill Shusta, & Gene Scott*
14. **WAPP/New York (AOR)** 756,500  
*Perry Stone*
15. **WBBM/Chicago (News)** 749,200  
*Dale McCarren, John Hultman, & Sherman Kaplan*
16. **WYNY/New York (AC)** 715,500  
*Bruce Bradley*
17. **KFWB/Los Angeles (News)** 710,100  
*Dan Avey & Charley Brailer*
18. **WBLS/New York (Urbn)** 688,400  
*Pat Prescott & Pablo Guzman*
19. **WPIX/New York (AC)** 683,200  
*Dick Summer*
20. **KABC/Los Angeles (Talk)** 629,800  
*Ken Minyard & Bob Arthur*
21. **KNX/Los Angeles (News)** 622,900  
*George Reading & Dave Zorn*
22. **KGO/San Francisco (N/T)** 620,900  
*Jim Dunbar & Ted Wygant*
23. **WABC/New York (Talk)** 607,900  
*Brian Wilson, Kathy Novak*
24. **WCCO/Minneapolis (AC)** 579,400  
*Charlie Boone & Roger Erickson*
25. **WNEW-FM/New York (AOR)** 572,300  
*Richard Neer*



# TO SOME PEOPLE SUCCESS IS APPLES AND ORANGES...



## FOR US IT'S JUST APPLES!

Doubleday's WAPP (FM) is America's most listened to rock station...again.

Book after book, Doubleday's WAPP (FM) is the #1 station in New York for 18-34 men.

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Denver and Washington. In just a few short weeks, both have had huge audience increases.

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New York	Chicago	Detroit	Washington, D.C.	Mpls./St. Paul	Denver



**DOUBLEDAY BROADCASTING CO.**

100 Park Avenue, New York, N.Y. 10017

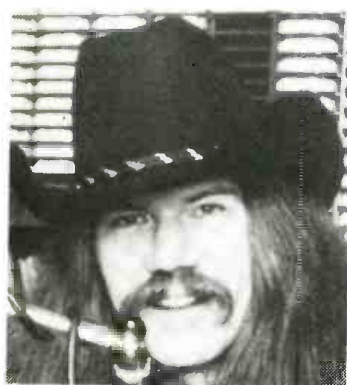
WAPP(FM)/Lake Success-New York City.  
WAVA(FM)/Arlington-Washington.  
KDWB-FM/Richfield, MN

Source: Arbitron Fall 1983  
Mon-Sun 6am-mid AQH and cume  
Subject to limitations

# DRIVETIME DOMINATORS

## PM Drive/Top 25

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



Pat S. John  
WPLJ/New York



Dan Daniel  
WYNY/New York



Chip Hobart  
WAPP/New York



Ben Farnsworth  
WCBS/New York



Pat Parson  
WCBS/New York



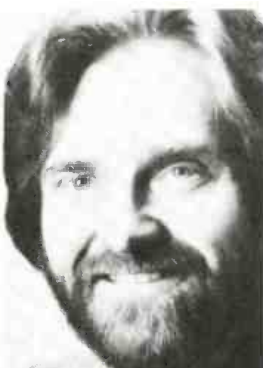
Howard Stern  
WNBC/New York



Ron O'Brien  
KISS/Los Angeles



Paco  
WKTU/New York



Charlie Burger  
WRKS/New York



Mary Thomas  
WRKS/New York

1. **WHTZ/New York (CHR)** 1,389,300  
*Shadow Stevens*
2. **WPLJ/New York (CHR)** 1,047,700  
*Pat St. John*
3. **WAPP/New York (AOR)** 915,200  
*Chip Hobart*
4. **KISS/Los Angeles (CHR)** 913,300  
*Ron O'Brien*
5. **WRKS/New York (Urbn)** 900,600  
*Charlie Burger, Mary Thomas*
6. **WINS/New York (News)** 855,000  
*Stan Burns & Dave Henderson*
7. **WKTU/New York (Urbn)** 824,900  
*Paco*
8. **WYNY/New York (AC)** 786,700  
*Dan Daniel*
9. **WCBS/New York (News)** 747,900  
*Ben Farnsworth & Pat Parson*
10. **WNBC/New York (CHR)** 743,400  
*Howard Stern*
11. **WPAT-FM/New York (BM)** 707,600  
*Ken Mackenzie*
12. **WBBM-FM/Chicago (CHR)** 680,000  
*Gary Spears & Don Geronimo*
13. **WPIX/New York (AC)** 655,200  
*Leigh Hamilton, Mike Wade*
14. **WBLS/New York (Urbn)** 638,200  
*Frankie Crocker*
15. **WRFM/New York (BM)** 630,800  
*Wes Richards*
16. **WGN/Chicago (Talk)** 587,000  
*Bob Collins*
17. **WNEW-FM/New York (AOR)** 572,200  
*Scott Muni & Meg Griffin*
18. **WOR/New York (Talk)** 552,000  
*John R. Gambling & Susan Murphy*
19. **KMET/Los Angeles (AOR)** 537,300  
*Jeff Gonzer, Denise Westwood*
20. **KIQQ/Los Angeles (CHR)** 503,600  
*Jay Coffee, G.W. McCoy*
21. **KABC/Los Angeles (Talk)** 502,500  
*Bud Furillo, Tommy Hawkins, & Lisa Bowman*
22. **WCBS-FM/New York (Gold)** 499,900  
*Dick Heatherton*
23. **KLOS/Los Angeles (AOR)** 496,700  
*Linda McInnes, Bob Coburn*
24. **KNX/Los Angeles (News)** 485,600  
*Barry Rohde*
25. **WCAU-FM/Philadelphia (CHR)** 482,000  
*Billy Burke*

## VOTING

# BALLOT

## The Ratings Race

With the latest returns in, the following have been declared winners in their categories:



### The Jack Carney Comedy Show

The front runner for adult formatted stations. The latest polls (ARBs) show major increase in support\* in markets like the following:

Boston	WBZ	+7	Hartford	WTIC	+38
Philadelphia	WCAU	+20	San Francisco	KNBR	+43
Detroit	WXYZ	+3	Cleveland	WERE	+600
Miami	WIOD	+429	Minneapolis	KSTP	+33
Denver	KNUS	+147	Portland	KEX	+23
Cincinnati	WCKY	+46	San Antonio	WOAI	+82
Des Moines	WHO	+17	Omaha	KFAB	+13

\*Based on daypart to daypart increases in which "Jack Carney's Comedy Show" wins Fall '82 to Fall '83.



### The Sporting News REPORT

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### "Life In These United States" FROM THE PAGES OF THE READER'S DIGEST

Humorous vignettes of Americana winning the hearts of Americans. Now heard on more than 350 fine stations.



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# DRIVETIME DOMINATORS

## AM Drive/Top 25

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



Bob Steele  
WTIC/Hartford



Luther Massingill  
WDEF-AM & FM/Chattanooga



Wayne Gardner  
WKSJ-AM & FM/Mobile



Bill Hickok  
WICC/Bridgeport



Bob Sievers  
WOWO/Ft. Wayne



Bill Jones  
WKSJ-AM & FM/Mobile



Charlie Boone & Roger Erickson  
WCCO/Minneapolis



Bob Hardy  
KMOX/St. Louis



Bill Wilkerson  
KMOX/St. Louis



Alden Aaroe  
WRVA/Richmond

1. **WTIC/Hartford (AC) 35.9**  
Bob Steele
2. **KFAB/Omaha-Council Bluffs (AC) 31.7**  
Don Cole, Kent Pavelka, & Walt Kavanagh
3. **WOWO/Ft. Wayne (AC) 30.6**  
Bob Sievers
4. **KGBT/McAllen-Brownsville (Span) 30.4**  
Jorge Guillen, Hugo De La Cruz
5. **WICC/Bridgeport (AC) 29.6**  
Bill Hickok
6. **WCCO/Minneapolis (AC) 29.4**  
Charlie Boone & Roger Erickson
7. **KMOX/St. Louis (Talk) 29.3**  
Bob Hardy & Bill Wilkerson
8. **WDEF-AM & FM/Chattanooga (AC) 25.5**  
Luther Massingill
9. **WRVA/Richmond (AC) 25.1**  
Alden Aaroe
10. **WKSJ-AM & FM/Mobile (Ctry) 25.0**  
Wayne Gardner, Bill Jones, & Tim O'Neil
11. **WHBC/Canton (AC) 24.7**  
Bob Krahling
12. **WIBC/Indianapolis (AC) 23.8**  
Gary Todd
13. **KSSK/Honolulu (AC) 23.5**  
Kim Kahoana
14. **KDKA/Pittsburgh (AC) 23.4**  
John Cigna
15. **WCUZ-AM & FM/Grand Rapids (Ctry) 22.5**  
Andy Rent
15. **WFMF/Baton Rouge (CHR) 22.5**  
Randy Rice & Jim Nasium
17. **WIVK-FM/Knoxville (Ctry) 21.5**  
Claude Tomlinson
18. **WPTF/Raleigh-Durham (AC) 21.3**  
Maury O'Dell
19. **WCOS-AM & FM/Columbia (Ctry) 21.2**  
Jim Tice
19. **WXBQ/Bristol (Ctry) 21.2**  
Steve Taylor
21. **WHP/Harrisburg (AC) 20.3**  
Ron Carney
22. **WELI/New Haven (AC) 19.8**  
Ron Rohmer
23. **WAKR/Akron (AC) 19.4**  
Adam Jones & Bob Allen
24. **WEZL/Charleston (Ctry) 18.7**  
Charlie Lindsey
25. **WESC-AM & FM/Greenville (Ctry) 18.2**  
Bob Hooper

# DRIVETIME DOMINATORS

## PM Drive/Top 25

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



Michael Perry  
KSSK/Honolulu



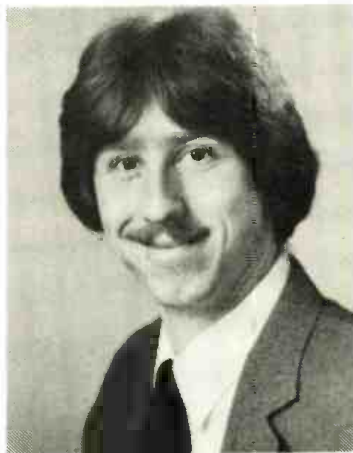
Charlie Jay  
WCOS-AM & FM/Columbia



Bill Buchner  
WEZN/Bridgeport



Jay Christian  
WQUT/Johnson City



Mark McCain  
KKYK/Little Rock

1. **WXBQ/Bristol (Ctry)** 21.9  
*Gordon Light*
2. **WKSJ-AM & FM/Mobile (Ctry)** 21.3  
*Jeff "J.J." Jackson*
3. **KFAB/Omaha-Council Bluffs (AC)** 20.9  
*Gary Sadlemyer*
4. **KSSK/Honolulu (AC)** 20.8  
*Michael W. Perry*
5. **WTQR/Winston-Salem (Ctry)** 19.9  
*Bill "Buck" Blevins*
6. **WCOS-AM & FM/Columbia (Ctry)** 19.2  
*Charlie Jay*
7. **WQUT/Johnson City (CHR)** 18.1  
*Jay Christian*
8. **KASE/Austin (Ctry)** 17.9  
*Kevin Davis*
8. **WEZN/Bridgeport (BM)** 17.9  
*Bill Buchner*
10. **KKYK/Little Rock (CHR)** 17.7  
*Mark McCain*
11. **KGBT/McAllen-Brownsville (Span)** 17.4  
*Hugo De La Cruz, Ramon Tellez*
12. **WCCO/Minneapolis (AC)** 17.1  
*Steve Cannon*
12. **WKZW/Peoria (CHR)** 17.1  
*Mark Maloney & Christy Ryan*
14. **WXLN/Davenport (AOR)** 16.9  
*Dave Shropshire*
15. **WSOC-FM/Charlotte (Ctry)** 16.7  
*Edd Robinson*
16. **KATT-AM & FM/Oklahoma City (AOR)** 16.6  
*Warren Williams*
17. **KHYS/Port Arthur (Urbn)** 16.0  
*Don Chatman*
17. **KZZB/Beaumont (CHR)** 16.0  
*Mike Murphy*
19. **WMEE/Ft. Wayne (CHR)** 15.8  
*Scott Dugan*
20. **WIVK-FM/Knoxville (Ctry)** 15.7  
*Ed Brantley*
20. **WWVZ/Charleston (Urbn)** 15.7  
*Wallace Coleman*
22. **WEZK/Knoxville (BM)** 15.4  
*Lou Chiles*
22. **WHIO-FM/Dayton (BM)** 15.4  
*Lowell Huffman*
24. **WEZL/Charleston (Ctry)** 15.3  
*Gary Griffin*
24. **WOWO/Ft. Wayne (AC)** 15.3  
*Chris Roberts & Ron Gregory*



# Select Stations in Select Markets

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# Format Leaders

## Adult / Contemporary **AQH**

**Cume**

1. KFAB/Omaha . . . . .	27.4	1. WYNY/New York . . . . .	1,653,200
2. WTIC/Hartford . . . . .	21.1	2. WPIX/New York . . . . .	1,436,600
3. WCCO/Minneapolis . . . . .	20.9	3. WCCO/Minneapolis . . . . .	806,100
4. WOWO/Ft. Wayne . . . . .	20.2	4. KDKA/Pittsburgh . . . . .	738,600
5. KSSK/Honolulu . . . . .	19.1	5. WMGK/Philadelphia . . . . .	725,900
6. WICC/Bridgeport . . . . .	17.9	6. WCLR/Chicago . . . . .	712,800
7. WHBC/Canton . . . . .	17.3	7. KOST/Los Angeles . . . . .	693,800
8. KDKA/Pittsburgh . . . . .	15.9	8. WLAK/Chicago . . . . .	658,800
8. WIBC/Indianapolis . . . . .	15.9	9. KFI/Los Angeles . . . . .	632,700
10. WPTF/Raleigh . . . . .	15.2	10. KMGH/Los Angeles . . . . .	614,600
11. WRVA/Richmond . . . . .	14.1	11. WBZ/Boston . . . . .	592,400
12. WELI/New Haven . . . . .	13.9	12. KVIL-FM/Dallas-Ft. Worth . . . . .	583,100
13. KOB-FM/Albuquerque . . . . .	13.8	13. WFYR/Chicago . . . . .	568,700
14. WYYY/Syracuse . . . . .	13.6	14. WNIC-FM/Detroit . . . . .	555,900
15. KULA/Honolulu . . . . .	13.1	15. WMAL/Washington . . . . .	543,500
16. WTMJ/Milwaukee . . . . .	12.5	16. WMJC/Detroit . . . . .	534,300
17. WOOD/Grand Rapids . . . . .	12.4	17. KIOI/San Francisco . . . . .	524,400
18. WHP/Harrisburg . . . . .	12.3	18. WHDH/Boston . . . . .	503,700
19. WGY/Albany . . . . .	12.1	19. KSTP-FM/Minneapolis . . . . .	461,400
19. WHYN-FM/Springfield, MA . . . . .	12.1	20. KNBR/San Francisco . . . . .	455,200
21. WBT/Charlotte . . . . .	11.6	21. WIP/Philadelphia . . . . .	451,200
21. WIVY/Jacksonville . . . . .	11.6	22. WROR/Boston . . . . .	444,800
23. WAKR/Akron . . . . .	11.5	23. WMJX/Boston . . . . .	443,700
23. WSYR/Syracuse . . . . .	11.5	24. WTAE/Pittsburgh . . . . .	441,500
25. WVOR/Rochester . . . . .	11.2	25. WSNI-FM/Philadelphia . . . . .	436,700

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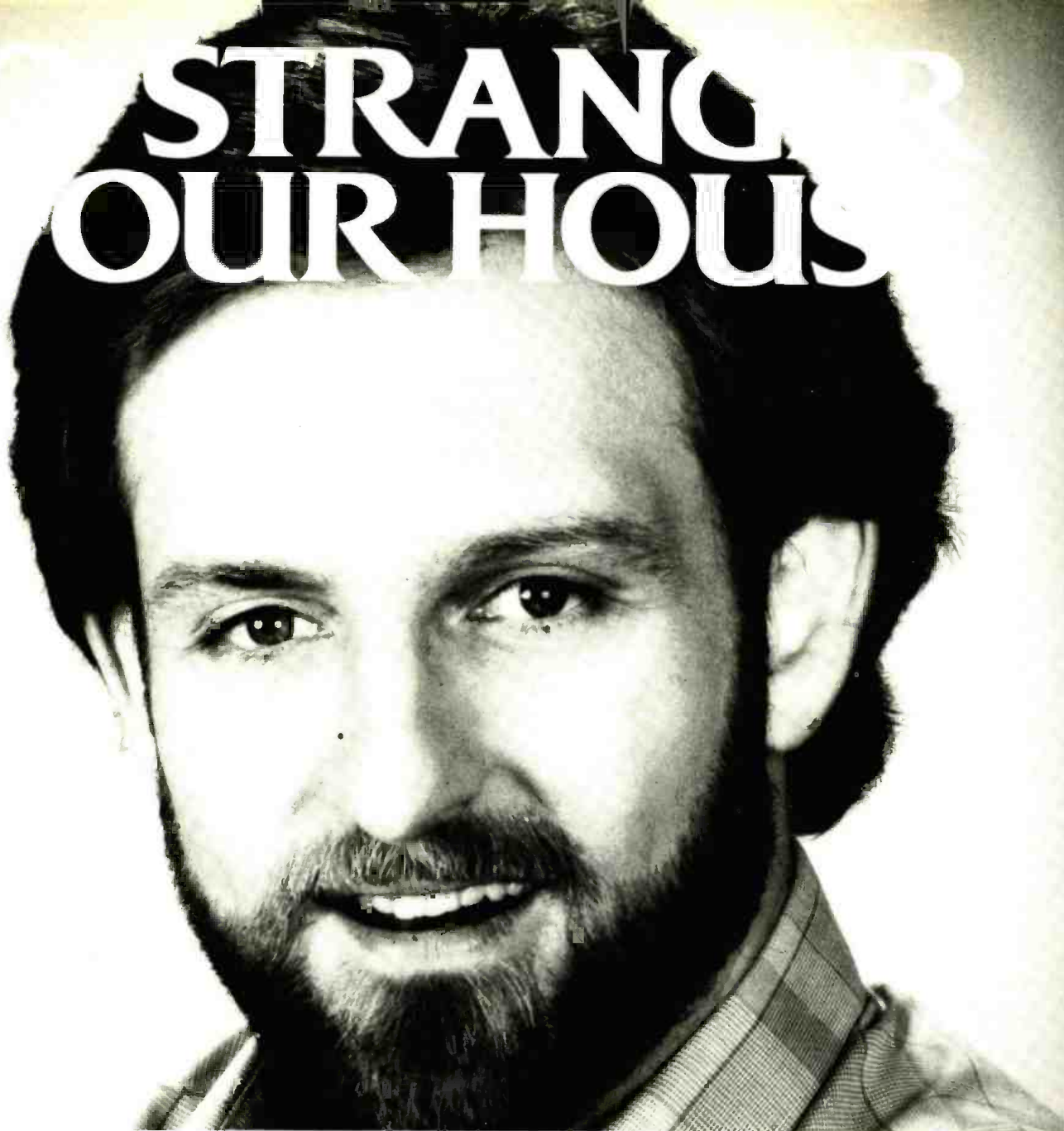
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"A STRANGER IN MY HOUSE"**



American Society of Composers, Authors & Publishers

# Format Leaders



## AQH

## Cume

1.	KATT-FM/Oklahoma City	14.2
2.	WXLQ/Quad Cities	13.3
3.	WLWQ/Columbus	12.6
4.	WTUE/Dayton	12.4
5.	WWCK/Flint	12.0
6.	WPYX/Albany	11.9
7.	WKDF/Nashville	11.7
7.	WMMS/Cleveland (Akron book)	11.7
9.	KLAQ/El Paso	11.5
9.	WIMZ-FM/Knoxville	11.5
11.	KOMP/Las Vegas	11.3
11.	WZZO/Allentown	11.3
13.	WXKE/Ft. Wayne	11.0
14.	KKDJ/Fresno	10.9
15.	WFYV/Jacksonville	10.8
16.	KMBQ/Shreveport	10.6
17.	WAQY/Springfield, MA	10.3
17.	WIOT/Toledo	10.3
17.	WTPA/Harrisburg	10.3
20.	WAAF/Worcester	10.2
20.	WMMS/Cleveland	10.2
22.	WCMF/Rochester	10.0
22.	WQMF/Louisville	10.0
24.	KLBJ-FM/Austin	9.9
24.	KRSP-FM/Salt Lake City	9.9

1.	WAPP/New York	1,546,200
2.	WNEW-FM/New York	1,064,800
3.	KLOS/Los Angeles	919,100
4.	KMET/Los Angeles	881,000
5.	WMET/Chicago	761,900
6.	WLUP/Chicago	642,400
7.	WMMR/Philadelphia	633,900
8.	KROQ-FM/Los Angeles	625,500
9.	WRIF/Detroit	622,200
10.	WLLZ/Detroit	584,600
11.	WIOQ/Philadelphia	506,800
12.	WBCN/Boston	502,600
13.	WYSP/Philadelphia	471,500
14.	WXRT/Chicago	433,100
15.	KEGL/Dallas-Ft. Worth	425,900
16.	KSRR/Houston	420,900
17.	KLOL/Houston	404,700
18.	KTXX/Dallas-Ft. Worth	388,300
19.	KZEW/Dallas-Ft. Worth	385,900
20.	KWK A&F/St. Louis	361,300
21.	WDVE/Pittsburgh	331,900
22.	WMMS/Cleveland	322,700
23.	KMEL/San Francisco	321,500
24.	WWDC-FM/Washington	305,900
25.	KRQR/San Francisco	283,200

## Black/Urban Contemporary

## AQH

## Cume

1.	WBLX/Mobile (Urban)	16.1
2.	KHYS/Beaumont (Urban)	15.6
3.	WWWZ/Charleston (Urban)	15.3
4.	WYLD-FM/New Orleans (Black)	14.1
5.	KOKA/Shreveport (Black)	11.9
6.	WDZZ/Flint (Urban)	11.7
7.	WWDI/Columbia (Urban)	11.6
8.	WLou/Louisville (Black)	11.4
9.	WVEE/Atlanta (Urban)	10.8
10.	KDKS/Shreveport (Urban)	10.6
11.	WKYS/Washington (Urban)	10.2
12.	WXOK/Baton Rouge (Black)	10.0
13.	WENN-FM/Birmingham (Black)	9.8
14.	WDIA/Memphis (Black)	9.5
14.	WPEG/Charlotte (Urban)	9.5
16.	WPLZ/Richmond (Urban)	9.2
17.	WPAL/Charleston (Black)	9.1
18.	KCIJ/Shreveport (Black)	9.0
19.	WHYZ/Greenville (Black)	8.9
20.	WJTT/Chattanooga (Urban)	8.7
21.	WGOK/Mobile (Black)	8.5
21.	WHRK/Memphis (Black)	8.5
21.	WQMG/Greensboro (Black)	8.5
24.	WOIC/Columbia (Black)	7.9
25.	WOWI/Norfolk (Black)	7.8

1.	WKTU/New York (Urban)	1,693,100
2.	WRKS/New York (Urban)	1,624,200
3.	WBLS/New York (Urban)	1,415,400
4.	WGCI-FM/Chicago (Urban)	790,700
5.	WBMX/Chicago (Black)	787,400
6.	WUSL/Philadelphia (Urban)	596,800
7.	KUTE/Los Angeles (Urban)	586,900
8.	WKYS/Washington (Urban)	525,900
9.	WDAS-FM/Philadelphia (Black)	514,200
10.	KJLH/Los Angeles (Black)	494,800
11.	WJLB/Detroit (Black)	478,700
12.	KSOL/San Francisco (Urban)	458,300
13.	WHUR/Washington (Black)	457,000
14.	WDRQ/Detroit (Urban)	442,200
15.	WJPC/Chicago (Black)	434,400
16.	KMJQ/Houston (Urban)	431,800
17.	KDAY/Los Angeles (Black)	334,900
18.	KACE/Los Angeles (Black)	331,400
19.	KRLY/Houston (Urban)	323,500
20.	KKDA-FM/Dallas-Ft. Worth (Urban)	316,900
21.	KBLX/San Francisco (Urban)	312,600
22.	WVEE/Atlanta (Urban)	310,600
23.	KGFJ/Los Angeles (Black)	301,700
24.	KDIA/San Francisco (Black)	291,600
25.	WOOK/Washington (Black)	278,000

# Format Leaders

## Beautiful Music/Easy Listening

AQH

Cume

1. WEZN/Bridgeport	16.4	1. WPAT-FM/New York	1,375,200
2. WSRS/Worcester	15.1	2. WRFM/New York	1,231,100
3. WEZK/Knoxville	14.8	3. KBIG/Los Angeles	847,300
3. WWBA/Tampa	14.8	4. KJOI/Los Angeles	791,400
5. WEZO/Rochester	14.4	5. WPAT/New York	738,300
6. WHBC-FM/Canton	14.0	6. KMPC/Los Angeles	721,000
7. WHIO-FM/Dayton	13.9	7. WLOO/Chicago	690,900
8. WEAT-FM/West Palm Beach	13.5	8. WEAZ/Philadelphia	680,200
9. WNCE/Lancaster	13.4	9. WJOI/Detroit	546,800
10. WSWT/Peoria	13.1	10. WGAY-FM/Washington	462,000
11. WKBN-FM/Youngstown	12.8	11. KODA/Houston	426,500
12. WFMZ/Allentown	12.7	12. WLYF/Miami	387,100
13. WJYE/Buffalo	12.5	13. WJIB/Boston	366,700
14. WHP-FM/Harrisburg	12.4	14. KNOB/Los Angeles	357,100
15. WLKW-FM/Providence	12.0	15. KEZK/St. Louis	335,300
16. WKTZ-FM/Jacksonville	11.8	16. KABL-FM/San Francisco	329,400
17. WOOD-FM/Grand Rapids	11.5	17. KMEZ-FM/Dallas-Ft. Worth	324,200
17. KSFI/Salt Lake City	11.5	18. WWBA/Tampa	318,700
19. WXTG/Charleston	11.3	19. WPCH/Atlanta	303,100
20. WNCE/York	11.1	20. KOIT-FM/San Francisco	297,500
21. WBNS-FM/Columbus	11.0	21. KABL/San Francisco	289,900
22. KQXY/Baton Rouge	10.9	22. WLIF/Baltimore	282,000
23. WZEZ/Nashville	10.8	23. KOSI/Denver	274,800
24. KCOZ/Shreveport	10.6	24. WLKW-FM/Providence	274,400
25. KKNQ/Oklahoma City	10.4	25. KJQY/San Diego	266,600

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# TOTALLY RESEARCHED MUSIC SCORES AGAIN 25-54.

**Three out of every four  
SRP Easy Listening Subscribers are:**

- Up in Share an average of . . . . . **26%**
- Up in AQH an average of . . . . . **27%**
- Up in Cume an average of . . . . . **13%**
- Up in TSL an average of . . . . . **13%**

# SRP

**EASY LISTENING AT ITS BEST**

Schulke Radio Productions, Ltd.

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A DIVISION OF COX COMMUNICATIONS, INC.

Source: ARBITRON, all stations programming SRP's Easy Listening Format Fall '82 - Fall '83, adults 25-54 share, average quarter hour, cume and time spent listening, broadcast week, MSA.

# Format Leaders

## Big Band

	AQH		Cume
1. WDEF-FM/Chattanooga	11.2	1. WNEW/New York	1,052,400
2. WFBL/Syracuse	9.7	2. WJJD/Chicago	487,900
3. WEST/Allentown	7.6	3. KPRZ/Los Angeles	456,700
4. KAUL/Little Rock	7.2	4. WPEN/Philadelphia	413,400
5. WBBG/Cleveland	7.0	5. WAIT/Chicago	364,300
6. WECK/Buffalo	6.9	6. WRTH/St. Louis	221,100
7. WYLF/Rochester	6.8	7. WDAE/Tampa	208,800
8. WAVZ/New Haven	6.5	8. WBBG/Cleveland	208,100
8. WOKY/Milwaukee	6.5	9. WJAS/Pittsburgh	201,300
10. WDAE/Tampa	6.3	10. WOKY/Milwaukee	189,300

## Contemporary Hit Radio

	AQH		Cume
1. WFMF/Baton Rouge	21.5	1. WHTZ/New York	2,241,100
2. WMEE/Ft. Wayne	17.3	2. WPLJ/New York	1,916,300
3. WQUT/Johnson City	17.0	3. KIS/Los Angeles	1,670,100
4. KKYK/Little Rock	15.7	4. WNBC/New York	1,652,200
5. WZPL/Indianapolis	14.6	5. WBBM-FM/Chicago	1,219,200
6. WKZW/Peoria	14.4	6. WLS/Chicago	972,700
7. KQKQ/Omaha	14.3	7. KIQQ/Los Angeles	963,500
8. KZZB/Beaumont	13.7	8. WLS-FM/Chicago	950,400
9. KHFI/Austin	13.6	9. WCAU-FM/Philadelphia	835,700
10. WVIC-FM/Lansing	13.2	10. KRTH/Los Angeles	814,600
11. KEYN/Wichita	13.1	11. WKQX/Chicago	718,200
12. WSKZ/Chattanooga	12.7	12. WHTT/Boston	644,500
13. WEZB/New Orleans	12.5	13. KHTZ/Los Angeles	621,200
14. KLIK/Quad Cities	12.2	14. WHYI/Miami	612,700
15. WDCG/Raleigh	11.9	15. WINZ-FM/Miami	607,500
16. WKRZ-FM/Northeast PA	11.7	16. KFRC/San Francisco	602,600
16. WRBQ-FM/Tampa	11.7	17. WHYT/Detroit	572,500
18. WTIC-FM/Hartford	11.5	18. WXKS-FM/Boston	568,600
19. WKXX/Birmingham	11.3	19. KKBQ-FM/Houston	540,500
20. WOKI/Knoxville	11.1	20. KKHR/Los Angeles	505,900
20. WZLD/Columbia	11.1	21. WZGC/Atlanta	478,800
22. WBCY/Charlotte	10.9	22. KHTR/St. Louis	471,800
22. WRVQ/Richmond	10.9	23. KYUU/San Francisco	455,200
24. KIS/Los Angeles (Anaheim book)	10.6	24. XTRA/San Diego (Los Angeles book)	443,300
25. WKDD/Akron	10.5	25. WRBQ-FM/Tampa	421,400



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# Format Leaders



**AQH**

**Cume**

1.	WXBQ/Johnson City	21.1
2.	WKSJ-FM/Mobile	20.0
3.	WIVK-FM/Knoxville	18.4
4.	WCOS-FM/Columbia	18.0
5.	WTQR/Greensboro	16.6
6.	KASE/Austin	16.1
7.	WSOC-FM/Charlotte	14.6
8.	KUZZ/Bakersfield	14.3
8.	WEZL/Charleston	14.3
10.	WYNK-FM/Baton Rouge	13.8
11.	WSM-FM/Nashville	13.0
12.	KSSN/Little Rock	12.9
13.	KWEN/Tulsa	12.7
14.	WCUZ-FM/Grand Rapids	12.5
15.	WIOV/Lancaster	12.3
15.	WZZK/Birmingham	12.3
17.	WAMZ/Louisville	12.2
18.	KVOO/Tulsa	11.8
18.	WHBF/Quad Cities	11.8
20.	WRKZ/York	11.7
20.	WXCL/Peoria	11.7
22.	WITL-FM/Lansing	11.6
23.	WESC-FM/Greenville	11.1
24.	KCUB/Tucson	11.0
24.	WQHK/Ft. Wayne	11.0
24.	WUSY/Chattanooga	11.0

1.	WHN/New York	945,400
2.	WKHK/New York	776,400
3.	WMAQ/Chicago	758,300
4.	WUSN/Chicago	466,700
5.	KIKK-FM/Houston	464,400
6.	KLAC/Los Angeles	461,500
7.	KILT-FM/Houston	447,300
8.	KSCS/Dallas-Ft. Worth	436,100
9.	WBAP/Dallas-Ft. Worth	388,400
10.	KSAN/San Francisco	388,000
11.	KZLA-FM/Los Angeles	382,600
12.	WJEZ/Chicago	366,500
13.	WKHX/Atlanta	332,600
14.	KPLX/Dallas-Ft. Worth	322,600
15.	KNEW/San Francisco	306,100
16.	WWWW/Detroit	291,400
17.	WIL-FM/St. Louis	287,500
18.	KEEY/Minneapolis	280,500
19.	WPXK-FM/Washington	271,700
20.	WCXI-FM/Detroit	268,200
21.	WPOC/Baltimore	247,600
22.	WMZQ/Washington	243,500
23.	KNIX-FM/Phoenix	234,500
24.	WDAF/Kansas City	231,300
25.	KSD/St. Louis	224,200

## Spanish

**AQH**

**Cume**

1.	KGBT/McAllen-Brownsville	21.6
2.	KIWW/McAllen-Brownsville	12.1
3.	KAMA/El Paso	9.6
4.	KCOR/San Antonio	9.1
5.	WQBA/Miami	6.3
6.	KMMM/Austin	5.4
6.	KQXX/McAllen-Brownsville	5.4
8.	KXEW/Tucson	4.5
9.	KGST/Fresno	4.2
10.	KWAC/Bakersfield	4.0
10.	WCMQ-FM/Miami	4.0

1.	WADO/New York	701,000
2.	KTNQ/Los Angeles	370,700
3.	WJIT/New York	339,900
4.	KLVE/Los Angeles	305,600
5.	KWKW/Los Angeles	299,500
6.	KALI/Los Angeles	269,300
7.	WQBA/Miami	242,700
8.	WCMQ-FM/Miami	196,800
9.	WQBA-FM/Miami	196,800
10.	WOJO/Chicago	196,700

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# Format Leaders

## News/Talk

**AQH**
**Cume**

1. KMOX/St. Louis (Talk) . . . . .	20.6	1. WINS/New York (News) . . . . .	2,469,500
2. KTOK/Oklahoma City (N/T) . . . . .	12.6	2. WCBS/New York (News) . . . . .	1,977,400
3. WBBW/Youngstown (N/T) . . . . .	11.2	3. WOR/New York (Talk) . . . . .	1,640,900
4. WGN/Chicago (Talk) . . . . .	9.6	4. WABC/New York (Talk) . . . . .	1,363,300
5. KGO/San Francisco (N/T) . . . . .	8.7	5. WGN/Chicago (Talk) . . . . .	1,292,800
6. KIRO/Seattle (News) . . . . .	8.6	6. WBBM/Chicago (News) . . . . .	1,204,400
7. KTAR/Phoenix (News) . . . . .	8.5	7. KFWB/Los Angeles (News) . . . . .	1,056,900
8. WOC/Quad Cities (N/T) . . . . .	8.0	8. KYW/Philadelphia (News) . . . . .	1,052,300
9. KRLD/Dallas-Ft. Worth (News) . . . . .	7.7	9. KABC/Los Angeles (Talk) . . . . .	1,028,700
10. KYW/Philadelphia (News) . . . . .	7.5	10. KNX/Los Angeles (News) . . . . .	1,008,000
11. KOA/Denver (Talk) . . . . .	7.3	11. KGO/San Francisco (N/T) . . . . .	883,200
12. KARN/Little Rock (N/T) . . . . .	7.0	12. KCBS/San Francisco (N/T) . . . . .	853,200
13. KCBS/San Francisco (N/T) . . . . .	6.8	13. KMOX/St. Louis (Talk) . . . . .	787,000
14. WQBK/Albany (Talk) . . . . .	6.7	14. WMCA/New York (Talk) . . . . .	707,500
14. WSJS/Greensboro (News) . . . . .	6.7	15. WCAU/Philadelphia (Talk) . . . . .	617,500
16. KCMO/Kansas City (N/T) . . . . .	6.6	16. WWJ/Detroit (News) . . . . .	583,100
17. WWJ/Detroit (News) . . . . .	6.3	17. KRLD/Dallas-Ft. Worth (News) . . . . .	553,300
18. WBBF/Rochester (N/T) . . . . .	6.2	18. WIND/Chicago (Talk) . . . . .	546,600
18. WCKY/Cincinnati (N/T) . . . . .	6.2	19. WEEI/Boston (News) . . . . .	514,400
20. WJNO/West Palm Beach (N/T) . . . . .	6.0	20. KIRO/Seattle (News) . . . . .	474,200
21. KGO/San Francisco (N/T) (San Jose book) . . . . .	5.7	21. WWDB/Philadelphia (Talk) . . . . .	433,700
22. KTRH/Houston (N/T) (Beaumont book) . . . . .	5.6	22. WCBS/New York (News) (Nassau book) . . . . .	376,600
23. KABC/Los Angeles (Talk) (Anaheim book) . . . . .	5.5	23. KTRH/Houston (Talk) . . . . .	359,300
23. KZIA/Albuquerque (N/T) . . . . .	5.5	24. WTOP/Washington (News) . . . . .	357,600
23. WBBM/Chicago (News) . . . . .	5.5	25. WXYZ/Detroit (Talk) . . . . .	355,200

# W or K?

All radio station call letters begin with a W or K. That is where the similarities should end, but they don't. Too many listeners are utterly confused when it comes to call letter-frequency-slogan identity. Just look at the diaries.

At Brown Bag Productions, we have developed several exciting approaches to radio station on-air identities. Call us today for a free consultation. You don't ever have to be just another W or K again.

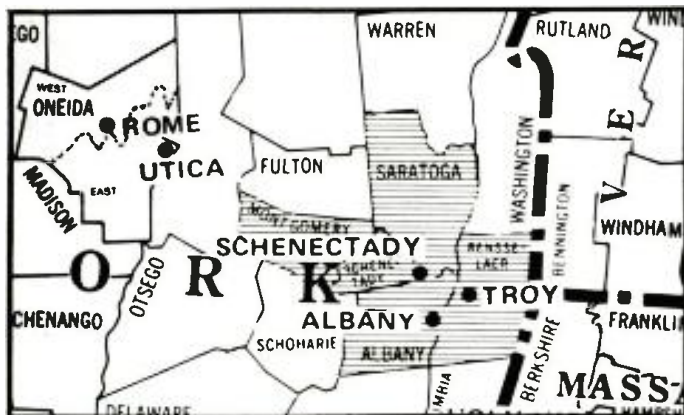
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(303) 388-9245



# Market Overviews

## Albany-Schenectady-Troy #49



Complete Ratings Data Page 74

Even though they were both down overall in this book, perennial leader **WGY** and youth-market winner **WPYX** remained 1-2. This sweep was highlighted, however, by a strong CHR showing and by the rebound of **WROW-FM**.

Full-service kingpin **WGY** continued to decline 12+, and finished barely ahead of **WPYX**. However, **WGY** was still tops in the key demo, adults 25-54 (although less dominant than in previous survey results). Meanwhile, **WPYX** was softer also but still held onto the crown for adults 18-34. CHR entries **WFLY** and **WGFM** both garnered healthy advances this sweep, with **WGFM** achieving its best 12+ share ever. At the other end of the demo spectrum, BM station **WROW-FM** rebounded to its best showing in recent surveys, becoming the most cumed station in the market.

From an **Arbitron** perspective this seems to have been a stable sweep, with over 1200 returned usable diaries, compared to the 1020 the ratings firm sought. ESF return was up notably this book, apparently hurting **WPYX** and helping **WROW-FM**.

## Anaheim-Santa Ana-Garden Grove #19



Complete Ratings Data Page 75

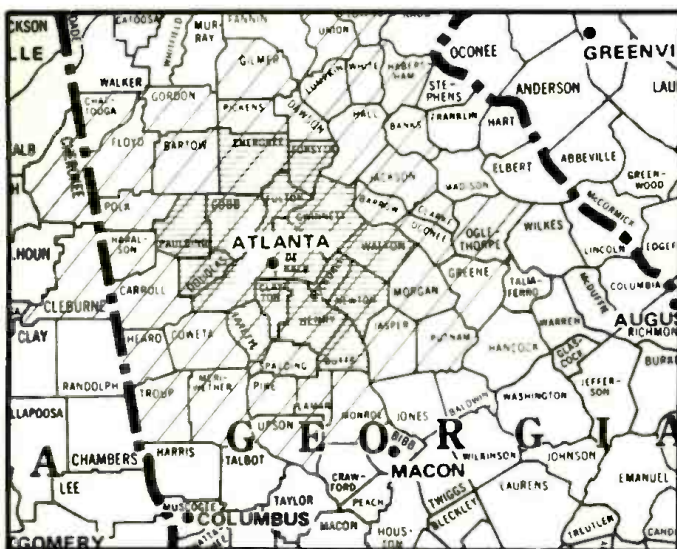
In this home of the "Magic Kingdom," it seemed something magical happened to **KIIS**. Indeed, when looking at the total week picture, **Gannett's** CHR powerhouse was number one in every major demo category, including 12+, teens, and the profitable 25-54 adults. **KIIS** was also tops in cumes. There has probably never been a more dominant station in Orange County.

While **KIIS** deserved the spotlight, there was another story: the shakeup in the AOR arena. **KMET**, third in the previous book, sprang into the AOR lead (and fourth overall), passing both **KLOS** and **KROQ-FM**. While not showing the 25+ strength of **KIIS**, **KMET** did score seconds and thirds to **KIIS** in some key demos.

**Arbitron** did a good job of measuring the Orange County metro. Overall diary count was up almost 20% compared to the fall '82 book, and was 200 over the firm's published sample goal for the area.

# Market Overviews Market Overviews Market Overviews

## Atlanta #18



Complete Ratings Data Page 76

The headline stories: **WVEE** continued enlarging its share of the Atlanta market to lead the 12+ pack, **WZGC** edged back slightly, and **WKHX** remained a potent force.

**WVEE**'s Urban sound topped the market among 18-34 and 18-49 adults, and ranked the station in second place with 25-54 demos. **WZGC (Z93)** was another winner, especially among the younger listeners. **Z93** won the cumed honors and also triumphed in the teen tally. However, CHR competitor **WQXI-FM** actually ranked higher in the three key adult cells than did **WZGC**. Although it slipped slightly 12+, **WKHX** locked up the coveted 25-54 title.

One battle to keep your eye on: **WRMM**'s second book with its new image put the station just behind **WSB-FM** in the A/C FM war. Could be a donnybrook developing here.

Some **Arbitron** notes to consider: Black return was up over the fall '82 results, and was proportional to the overall ethnic population in the metro. Adding to the reliability was that **Arbitron** received 24% more diaries than it sought.

## Baltimore #15



Complete Ratings Data Page 77

**WBAL** reclaimed first in the 12+ derby, **WXYV** was softer owing to new competition, and **WBSB** fared well despite a new CHR entry in the market. Those fortunes, along with the strong showings of **WIYY** and **WPOC**, summarize the developments in the latest Baltimore **Arbitron**.

**WBAL** was back on top, although the station did not rebound to its former double-digit glory days. Beautiful Music **WLIF** showed some life this sweep, and **WBSB** managed to display tremendous staying power in the face of new competitor **WMAR**. In fact, **WBSB** was the most cumed station, led among teens, and was runner-up in the three key adult demos.

The leading adult stations were **WIYY** and **WPOC**. The AOR sound of **WIYY** propelled the station to the top spot among adults 18-34 and 18-49, while **WPOC** captured the desirable adults 25-54 trophy.

These numbers seem reliable, since **Arbitron**'s goal for the metro was 1670 and it obtained 1749 diaries. However, that figure is down 14% from the fall '82 results — thus there is more wobble inherent in these results than in those from a year prior.

# W

WESTWOOD ONE

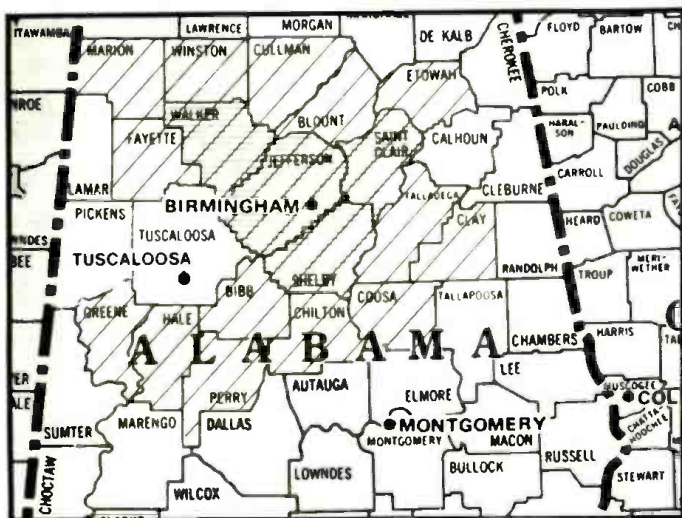
## SPECIAL EDITION

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## Birmingham #45



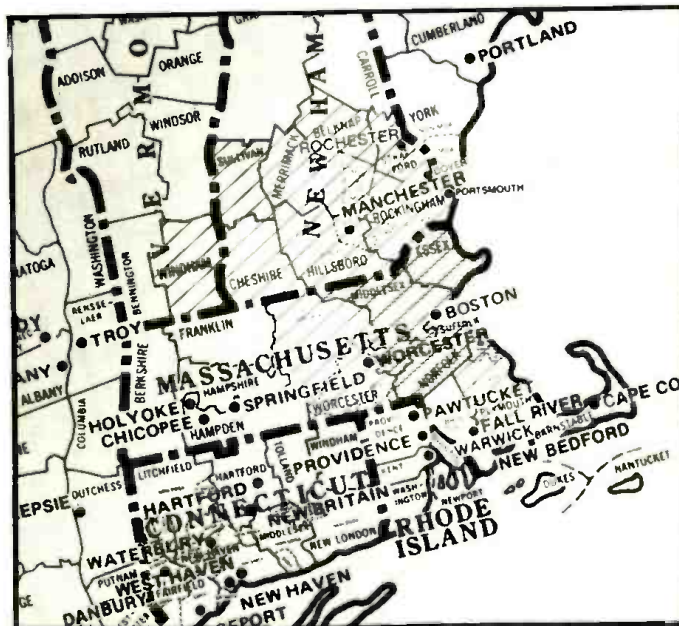
Complete Ratings Data Page 80

For the fourth sweep in a row, **WZZK** showed 12+ slippage, but the station's overall share was still best in Birmingham. The Country leader remained atop the vital 25-54 cell. Other notable events in this book included the surge of **WKXX** and the nibbling of new Black stations into the overall shares of **WENN-FM**.

**WKXX** rebounded to double digits this sweep, number two overall, and had an excellent demo spread. For example, it was the most cumed station and topped teens and adults 18-34. Meanwhile, **WENN-FM**, a strong number three in the metro, slipped overall but was a vigorous number two among 25-54 adults. The arrival of **WAGG** and **WTWG** in the last year has cut into the formerly double-digit shares of the ethnic leader.

It looks as though **Arbitron** is still trying to improve its measurement of blacks in Birmingham. The ethnic return this book was higher than in the '82 surveys or the spring '83 sweep, yet is still below Arbitron's goal for this group. Also, the return from the ESF folks — those not listed in the phone books — is still under what Arbitron is striving for. On the whole, however, Arbitron retrieved about 100 more diaries than it sought for this metro.

## Boston #7



Complete Ratings Data Page 78

For the first time in 1983's **Arbitron** results, neither **WBZ** nor **WHDH** led the market 12+. Instead, former pacesetter **WXKS-FM** retook first with a stable showing built on a broad base of demo strength. **WXKS-FM** showed second not only with teens but also among adults 18-34 and 18-49.

The new number two station in the market, and the only AOR remaining in the metro, was **WBCN**. This AOR fixture showed amazing adult appeal, topping adults 18-34, 18-49, and 25-54. **WBZ** and **WHDH**, normally battling for the top spot among adults 25-54, ranked just behind **WBCN** in that demo (and just ahead of **WXKS-FM**). At the younger end of the spectrum, **WHTT** was most listened to by teens, and was the most cumed station in the metro.

It was a pretty reliable set of numbers from Arbitron this survey, what with the in-tab totalling 2286 versus a goal of 2110 diaries. Last fall, by comparison, 1994 usable diaries were obtained from this market.

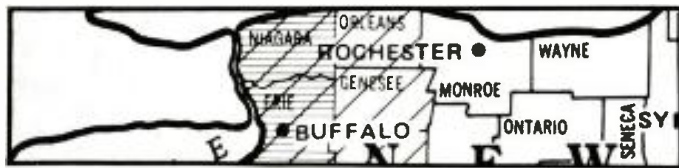
104 FM  
**WBCN** : #1

**Rock 'n' Roll  
Connection!**

**BOSTON'S MOST IMPORTANT RADIO STATION!**

# Market Overviews Market Overviews Market Overview

## Buffalo #32



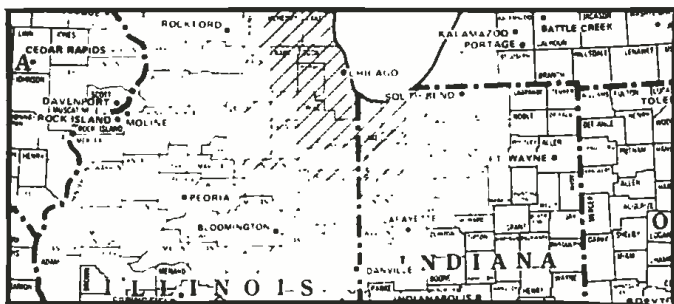
Complete Ratings Data Page 81

**WJYE** held onto its usual double-digit share to lead again, **WYRK** rebounded nicely, and **WBUF** became the new A/C leader to round out the highlights of the fall sweep in Buffalo.

Beautiful Music **WJYE** remained supreme, not only 12+ but also in the coveted 25-54 demo. Right behind among adults 25-54, and tops in adults 18-34 and 18-49, was **WBUF**, which surged into the leading ranks this book. Country **WYRK** bounced back into prominence, thanks especially to jumps in its afternoon drive numbers.

As in a number of markets this fall, **Arbitron** collected more usable diaries than it had sought — 1437 in-tab compared to 1290. The 1437 total is higher than recent sweeps, which adds to the reliability of these numbers. However, the ratings firm might trim its sample in upcoming surveys to more closely achieve its sample target.

## Chicago #3



Complete Ratings Data Page 82

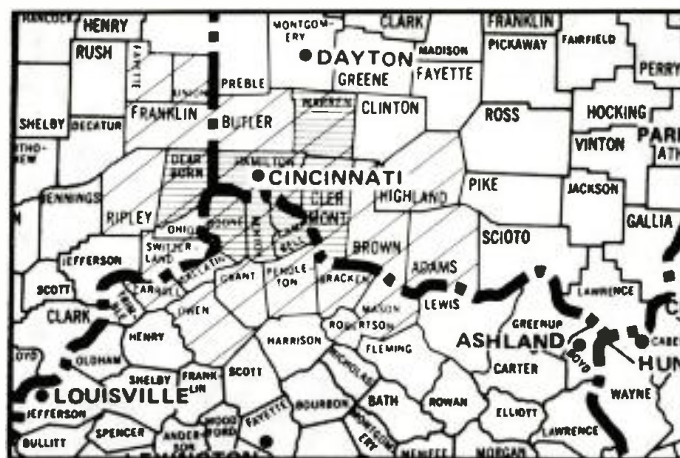
A good book for the AM information stations, a poorer book for AOR, and strong showings by the Black/Urban stations and **WLAK** were the notable developments in this set of results. **WGN** remained on top, both 12+ and among adults 25-54, and was also the most cumed station. In the other key adult demos, **WBMX** scored best among adults 18-34, while **WGCI-FM** grabbed the highest share of adults 18-49.

This was not an especially strong book for the local AORs, with softer listening levels for that format's target demos. However, **WXRT** was third among adults 18-34,

after the leading Black/Urban stations. **WLAK** scored well in its first full book as an A/C station, rising to tie **WCLR** (although **WCLR** ranked second among 25-54s compared to sixth for **WLAK**). In-office listening helped **WLAK** ascend the ratings ladder.

Some **Arbitron** notes worthy of mention here. First, there was 14% less sample used to put together these estimates, compared to the fall '82 book, although **Arbitron** did get back more usable diaries than it had been seeking. However, the ratings firm still is retrieving only half as many Hispanic diaries as desired.

## Cincinnati #27



Complete Ratings Data Page 83

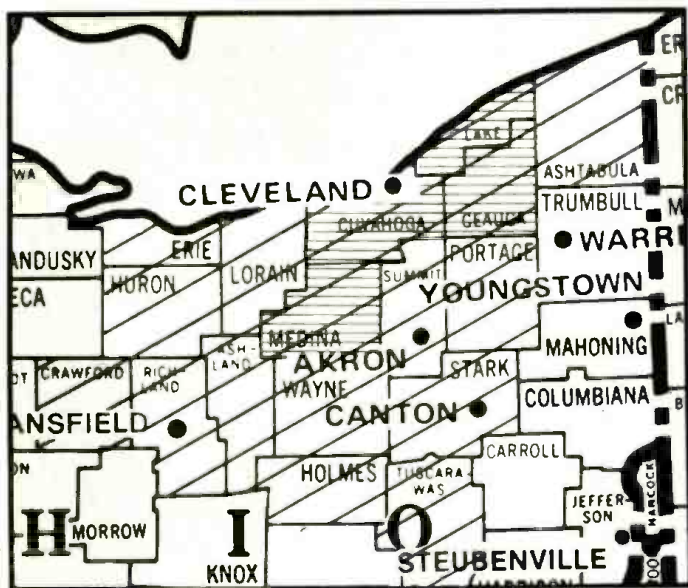
**WKQR**, previously tied for first in the market, was the stand-alone winner this sweep, ahead of sister AM **WKRC**, which rebounded from a soft spring showing. The two **Taft** properties held the top spot among teens (**WKQR**) and the top adults 25-54 share (**WKRC**). **WKRC** was also the most listened to (cume) station in the Queen City.

AOR fixture **WEBN**, long popular, slipped owing to the impact of a new rival, **WSKS** (which ranked second in metro teens). Nevertheless, **WEBN** was still the top-ranked station among adults 18-34 and 18-49. The Country format saw similar shifts, as **WSAI-FM** was transformed into **WKXF**, increasing its Country share at the expense of **WUBE**.

The Black/Urban stations did well. **WBLZ** shot to its best overall share yet, while **WCIN** garnered its second best score to date. The measurement of blacks by **Arbitron** was stable, as was the overall diary return (which was six diaries higher than the spring total), more than 10% higher than **Arbitron's** goal for the market. Finally, **WLW** was penalized by **Arbitron** for on-air remarks about a survey, made "humorously" by a DJ.



## Cleveland #21



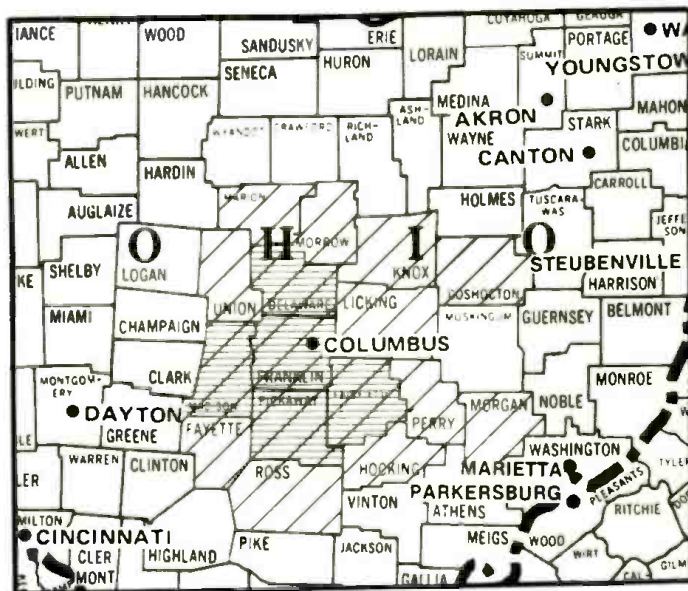
Complete Ratings Data Page 84

The Buzzard flew high, the Beautiful Music stations drew together, and there was a change on the Country scene — these were the highlights of the fall **Arbitron** results. **WMMS** (alias the Buzzard) was the top 12+ share-getter, hitting double digits for the first time. The station's AOR sound also won among adults 18-34 and 18-49.

The battle between **WDOK** and **WQAL** for Beautiful Music supremacy stations wore on. This time **WQAL** climbed and **WDOK** fell back into a virtual tie 12+. **WQAL** had better numbers among adults 25-54, fourth to leader **WMJI** in that key demo. Among Country stations, **WKSW** has prospered since **WWWE** defected to A/C.

There's good news and bad news about the Arbitron sample in Cleveland this survey. The good news was that the diary base for this book was 1903, higher than other major sweeps lately and almost 18% more than Arbitron's goal of 1570 for the metro. However, look for future sweeps to see the in-tab totals reduced to the goal, causing some possible wobbles that the sample size used for this fall report rendered less likely.

## Columbus #37



Complete Ratings Data Page 87

Steady as she goes could be the slogan of **WLWQ**, which for the third book in a row had a market-leading 12.6 share 12+. The AOR standout also topped the metro among adults 18-34 and 18-49.

With fall comes Ohio State football broadcasts, which turn the market topsy-turvy. Buckeyes flagship **WTVN** had its usual good fall book, topping the metro in cume persons and ranking second among 25-54 adults to **WSNY**. "Sunny" had quite a strong book, not only leading in the most preferred demo but also notching runner-up spots in the 18-34 and 18-49 cells.

Continuing to rise was **WBNS-FM**, the Beautiful Music outlet. The station held onto the number two spot overall and was third among adults 25-54. Also, there was a new CHR pacesetter — **WXGT** opened a healthy margin over **WNCI**, and was the top teen station. A worthwhile **Arbitron** return, comparable to that from the fall '82 sweep, gave stability to these estimates and came in more than 10% over Arbitron's sample goal for the metro.

# W

WESTWOOD ONE

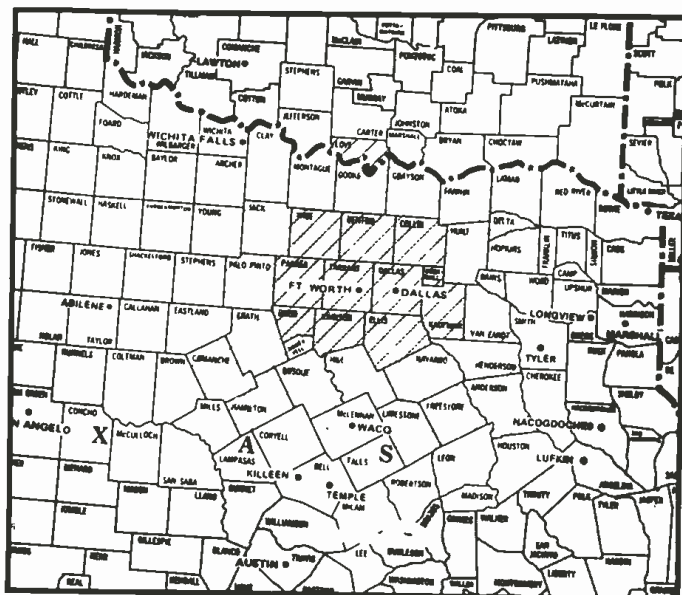
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# Market Overviews Market Overviews Market Overview

## Dallas-Ft. Worth #10



Complete Ratings Data Page 88

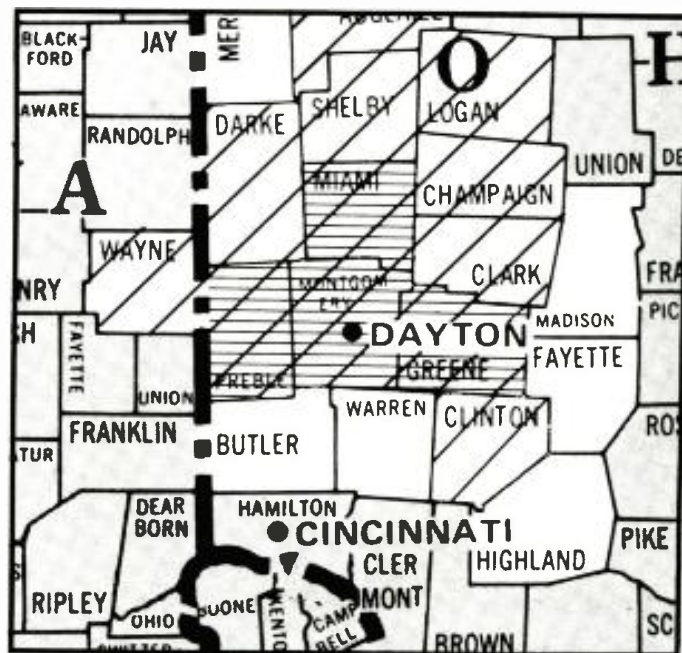
A more reliable fall survey, a double-digit showing by **KVIL-FM**, and mixed ethnic sampling results keynote the fall Metroplex ratings.

**KVIL-FM** rose three shares 12+ to not only dominate overall, but also set the pace in key adult demos. **KVIL-FM** was first among adults 18-34, 18-49, and 25-54, and was the most cumed, as well.

Among the Country stations, the big news was that with slippage by **KSCS**, the three leading Country stations were within little more than a half-share of each other. **KSCS** was number two in adults 25-54, while **KPLX** was third.

Although **Arbitron** got back 24% more diaries this fall than last (a good indication of reliability), there were some anomalies. Black return was up 40% from fall-to-fall, but the ratings firm still undermeasured Hispanics. **Arbitron** got back 40% fewer Hispanic diaries than was desired, even with Hispanic DST in effect.

## Dayton #48



Complete Ratings Data Page 89

The top stations in broad demos here were **WHIO-FM** and **WTUE**. While capturing the 12+ and 25-54 crowns with a several-notch improvement, **WHIO-FM**'s overall share was still below its previous fall scoreboards. On the other hand, **WTUE** was numero uno virtually everywhere. **WTUE** finished second overall and third 25-54, but won the cumed nod and was first in teens and adults 18-34 and 18-49.

The overall sample was remarkably stable compared to the fall '82 total, with just an eight-diary difference. However, the nature of those diaries shifted in orientation towards the ESF (non-listed homes). In the past year, **Arbitron** raised its ESF goal 32%, but the usable ESF diary count rose 43%. Depending on where the ESF diary returns come from, the increasing reliance on such diaries can benefit either AOR or Beautiful Music stations.

# 11

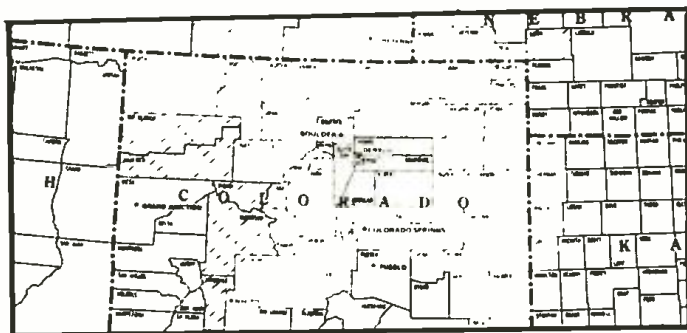
WESTWOOD ONE

## OFF THE RECORD

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## Denver-Boulder #23



Complete Ratings Data Page 90

Denver was a market in flux this sweep and the results attest to it. No station totally dominated, but there were some new leaders at the younger end of the spectrum.

**KOSI** remained first 12+ and was also tops in the prized 25-54 adult cell. However, **KOA** (with Broncos football) was the most-cumed station. **KPKE** switched from AOR to CHR and led in teens, while **KBCO** polished its sound to become the new AOR leader. **KBCO** was ranked first in 18-34 and 18-49 metro estimates.

## Detroit #6



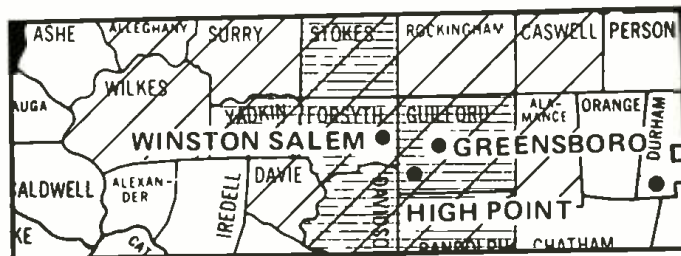
Complete Ratings Data Page 92

Motor City results were highlighted by **WJR**'s slippage sans Tigers, **WWJ**'s two-share jump into third, and **WMJC**'s takeover of the Adult/Contemporary title.

As usual, **WJR** decreased after baseball season concluded, but still had enough appeal to easily lead the market in both 12+ and 25-54 demos. Supported by its 35+ strength **WWJ** grew notably, perhaps garnering its best fall estimates ever.

The Detroit A/C contest is often described as among the fiercest in the nation, and this sweep **WMJC** became the top 18-49 station. The AOR scene is no less frantic, with the contenders tied 12+. In other demos, **WLLZ** was tops among teens, while **WRIF** scored best with 18-34 adults.

## Greensboro-Winston Salem-High Point #47



Complete Ratings Data Page 93

High points: **WTQR** widened its lead, **WMAG** doubled its overall share in its second book, and **WKZL**'s rebound nearly doubled its share as well.

**WTQR** got richer this sweep; the station not only grabbed the 12+ title again, but also was most-cumed and most tuned-to by 18-49 and 25-54 adults. Number one 18-34 was Black format kingpin **WQMG**. New A/C outlet **WMAG** doubled its previous 12+ score, good enough for third overall and second or third in virtually every key area. AOR power **WKZL** jumped back up this book after a soft spring report. The station had good adult numbers but left the teen title to CHR **WDCG**.

## Hartford-New Britain #39

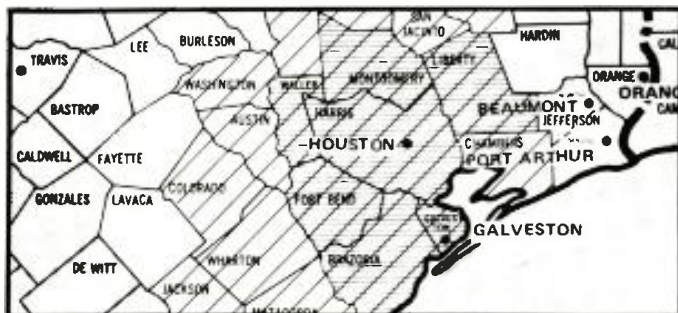
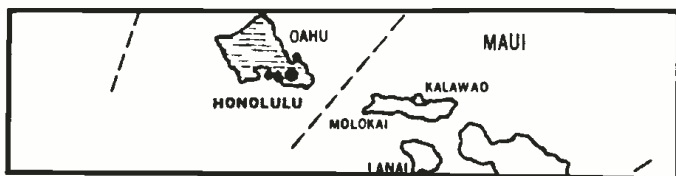


Complete Ratings Data Page 94

Unlike Hartford's spring **Arbitron** (which was reissued due to slogan crediting problems), it appears this report can stand on its own. However, there were 13% fewer usable diaries than in the fall '82 data, with a significant drop in the male 18-24 diary count. Keep these factors in mind when evaluating the fall '83 numbers.

It will take more than a few less diaries to undermine the **WTIC-AM & FM** story, as these stations covered the number one slots like a blanket: **WTIC** had its usual huge 12+ share, was dominant among 25-54s, and led in cumes. **WTIC-FM** was number two in the areas where the AM was on top, and came in first with teens, 18-34 and 18-49 adults. Combined, **WTIC-AM & FM** cover a third of the market's listeners.





Not that WZPL was the entire Indianapolis story. The 12+ market leader was still **WIBC**, which increased its overall share in the face of WZPL's assault. And among that vital 25-54 adult cell, WIBC remained king. It's amazing . . . together these two stations attract 30% of the listeners during any given quarter-hour. Not bad!





KSRR HAS HOUSTON COMING AND GOING!

#1 Men 18-49\*  
Adults 18-34\*  
Men 18-34\*  
Men 25-34\*  
Combined Drives\*

97 Rock

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

\*Source: 1983 Fall Arbitron, Metro, AQH Persons, Mon-Fri 6A-10A & 3P-7P

# Market Overviews Market Overviews Market Overview

## Kansas City #29

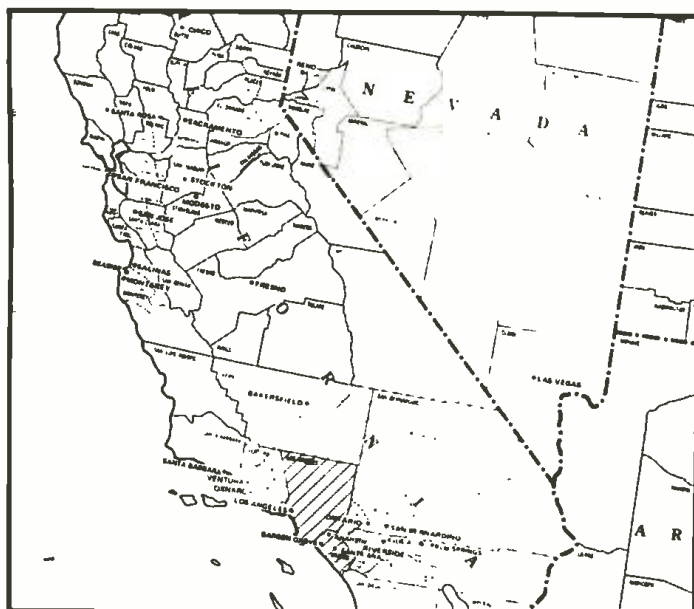


Complete Ratings Data Page 99

It's been awhile since Taft's WDAF & KYYS ranked 1-2, but they did again this sweep. WDAF's appeal remained the broadest in the market, while KYYS's AOR numbers returned to a plateau evocative of the station's glory days in early '82. However, the market is now more complicated than it used to be. Not only is KLSI now a major factor, but the Country universe has become more crowded since KCEZ segued to KCMO-FM and moved from BM to Country. Although WDAF reigned supreme 12+, the station did not top any of the key adult demos shown on our data page. In fact, KYYS was best among 18-34 and 18-49 adults, while WDAF placed runnerup among the 25-54s. Topping that crucial cell now is KLSI, which continued to grow as an important factor in the metro.

On the younger end of the demo spectrum, CHR KBEQ was the cume and teen leader. Other strong teen stations were AORs KYYS and KKCI-FM, which were healthier this book. One reason for the AOR advance this sweep might have been the boost Arbitron gave to the ESF portion of the sample. Those in unlisted phone homes made up a third of the local sample.

## Los Angeles #2



Complete Ratings Data Page 100

The story in L.A. was that KIIS's ratings just kept growing larger. As the CHR leviathan becomes even more dominant, observers wonder just how high KIIS's 12+ share will go. Clearly on a roll, KIIS topped every key demo, both teen and adult.

Among mere mortal stations, the notable news was that KMET regained its post as the market's top AOR. The "Mighty MET" slipped past KLOS 12+, although KLOS scored higher among 18-34 and 18-49 adults. The other AOR contender and former leader, KROQ-FM, saw its numbers erode for the third consecutive book.

Arbitron's sampling of ethnics in the L.A. metro continues to cry out for improvement. Although not as ghastly as the black return in the fall '82 sweep, the return from that segment of the populace was still seriously subpar this survey. Hispanics were likewise shortchanged, as Arbitron fell 37% short of its Hispanic in-tab goal.

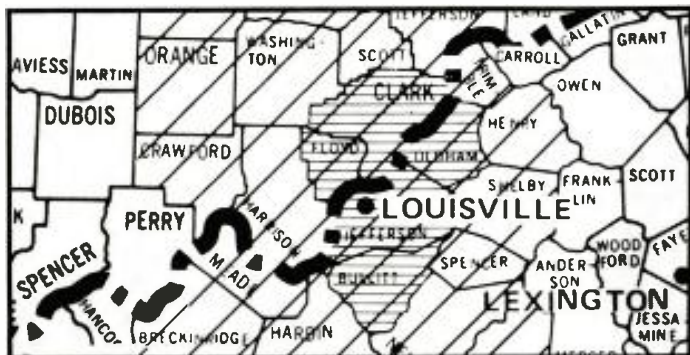
**11**  
WESTWOOD ONE

**LIVE  
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## Louisville #42

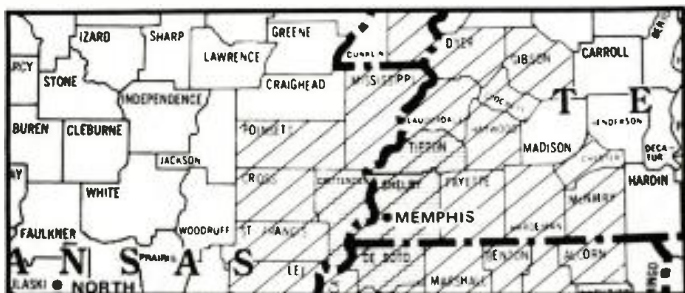


Complete Ratings Data Page 102

Generally speaking, there were *three* number-one stations in Louisville, and one super-strong number two. Country **WAMZ** recaptured the top spot 12+, but was at its best among 18-49 and 25-54 adults. Former leader **WLOU**, the Black outlet, rode its loyal listeners (who spend an average of three hours daily with the station) to a large 12+ share, good enough for the runnerup spot. However, the real story is that **WLOU** is number two in every other major demo: total cume, teens, and adults 18-34, 18-49, and 25-54.

**WQMF** extended its lead in the AOR race, and in the process became the top teen and 18-34 station. The other "number one" station was A/C **WHAS**, which boasted the largest cume in the market.

## Memphis #41



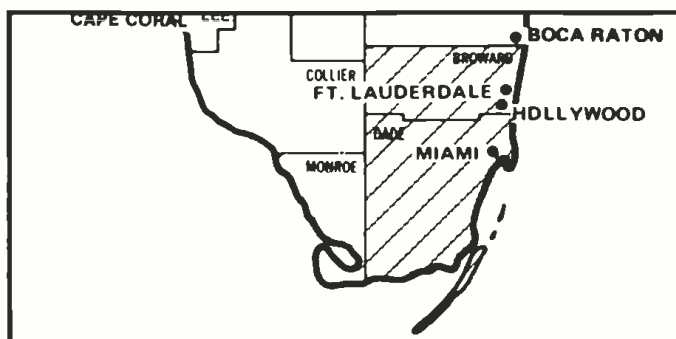
Complete Ratings Data Page 103

The fall sweep saw **WMC-FM** capture first-place 12+ and also show a well-balanced demo strength across the key cells. **WDIA** rebounded to notch a close second-place finish, while AOR outlet **WZXR** dropped three shares yet

still claimed the top spot in teens and 18-34 adults. New Country kingpin **WGKX** snared a first in 25-54 adults.

Surging since the end of the spring '83 survey, **WMC-FM** garnered the largest cume, was first among 18-49s, second with teens and 18-34s, and fourth 25-54. Although **WDIA**, **WHRK** and other Black/Urban stations did well, **Arbitron** is still having difficulty measuring blacks sufficiently in Memphis. The ratings firm is shooting for about 39% of the sample to come back from blacks, but actually has been getting only approximately 34% blacks out of the total in-tab.

## Miami-Ft. Lauderdale-Hollywood #11



Complete Ratings Data Page 104

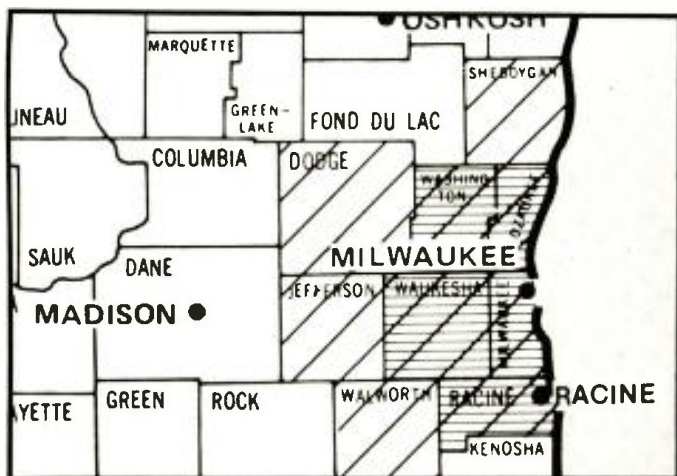
The biggest attention-getter in this South Florida sweep was the movement of **WINZ-FM (I-95)** and the resultant tightening of an already hot race with **WHYI (Y-100)**. Indeed, both **Arbitron** and **Birch** show these two monster CHR's within a hair's breadth of each other. **WHYI** had a slightly larger 12+ share and was tops in overall cume and with adults 18-34 and 18-49. **WINZ-FM**, on the other hand, covered the demos by winning with teens and adults 25-54. **Arbitron** is inserting a winter book into this market, so we won't have long to wait to see how the next round in this battle is decided.

Other notable stories in this book include the performance of **WLYF**, which rose nicely to top the 12+ numbers, and the improvement at **WWJF**, which entered the top five for the first time.

**Arbitron's** diary return was a mixed bag. The overall survey count was up 16% over the previous fall sweep, and was 600 higher than the ratings firm's goal for the market. However, return from the ESF portion of the sample was up 300% and ended up too high, while Hispanic return was still lower than desired.



## Milwaukee-Racine #25



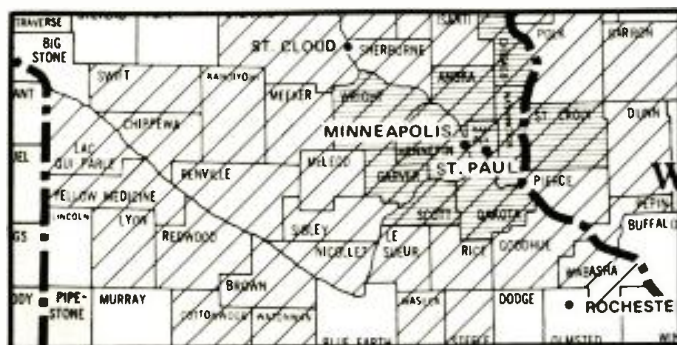
Complete Ratings Data Page 107

There are really two number one stations in Milwaukee. How can that be? Well, **WTMJ** again topped the total persons standings with a mid-12 share and was the most cumed station as well. The A/C leader also grabbed the crown among adults 25-54. However, **WQFM** garnered first place in the other key demos, teens and adults 18-34 and 18-49.

Two other stations, **WKTI** (CHR) and **WLUM** (Urban), demonstrated broad appeal. WKTI was number two in the following areas: cumc, teens, and adults 18-34 and 18-49. WLUM, on the other hand, was number three with teens and adults 18-34 and 18-49.

**Arbitron's** diary return was up slightly over the fall '82 sweep, with the diary count among men 18-24 surging by 41%. Stations appealing to that demo thus had more reliable estimates this fall. However, the diary return from blacks was softer this survey, thus imparting some wobble to numbers for stations that have significant ethnic appeal.

## Minneapolis-St. Paul #17



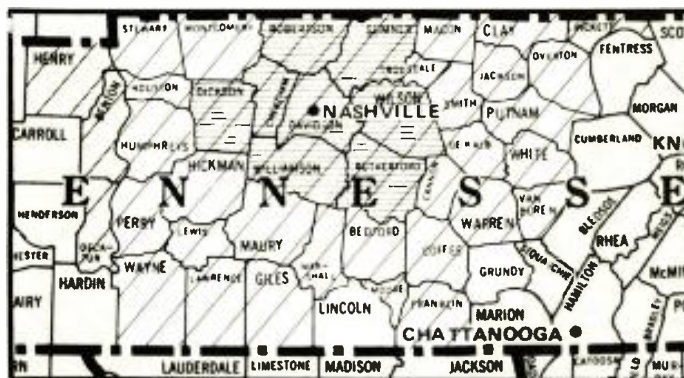
## Complete Ratings Data Page 109

**WCCO** kept on rollin' along but **WCCO-FM** no longer exists. Now transformed to **WLTE**, the former **WCCO-FM** debuted its new calls and refined programming successfully this sweep.

While WCCO was tops overall and among 25-54 adults, **KSTP-FM** emerged as the winner among 18-34 and 18-49 adults. **WLOL**, which was softer this book, was the preferred station with teens.

Stations that appeal to the younger, mobile listener (CHR and AOR stations, for example) may have been dealt a blow when **Arbitron** lowered its goal for the amount of ESF (nonlisted homes) desired in-tab. Compared to the fall '82 sweep, that goal dropped 40%, adding some potential instability to the estimates for formats that thrive on good ESF returns (which were down 35% compared to the same survey a year earlier).

## Nashville-Davidson #44



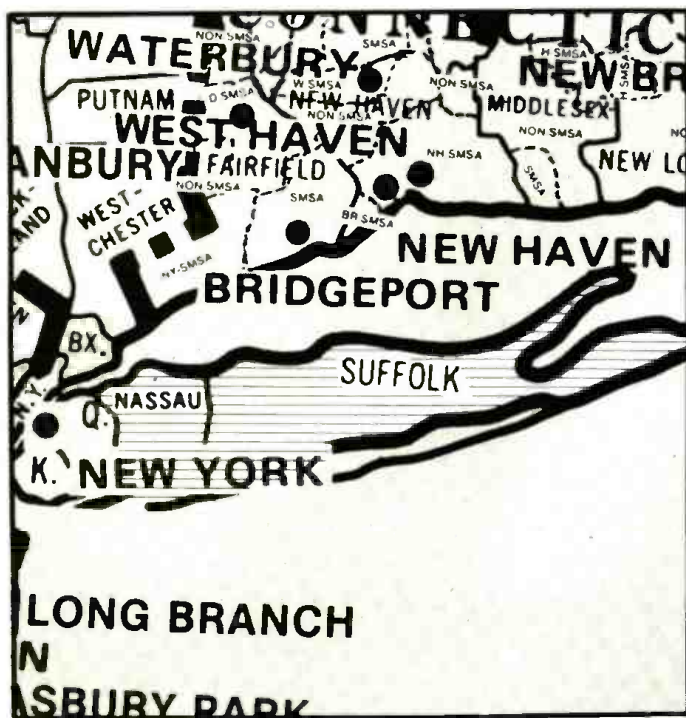
Complete Ratings Data Page 110

There's a new number one station in Nashville, as **WSM-FM** added five shares and widened its lead in the Country race. In the last year WSM-FM tripled its overall share and rode to the top of the 18-49 and 25-54 columns.

AOR fixture and perennial 12+ leader **WKDF** slipped to second this survey but was still prosperous. The station was Nashville's most cumed and was the preferred choice among the area's 18-34 adults. CHR entry **WWKX** took the teen title.

As in several other markets, the local Beautiful Music station, **WZEZ**, rebounded nicely this go-round. WZEZ posted a number two showing among the vital 25-54 adults demo. Also worthy of note was the rise of **WLAC-FM**. In two books, the station became the area's top A/C, scoring consistently well among the key audiences.

## Nassau-Suffolk #12

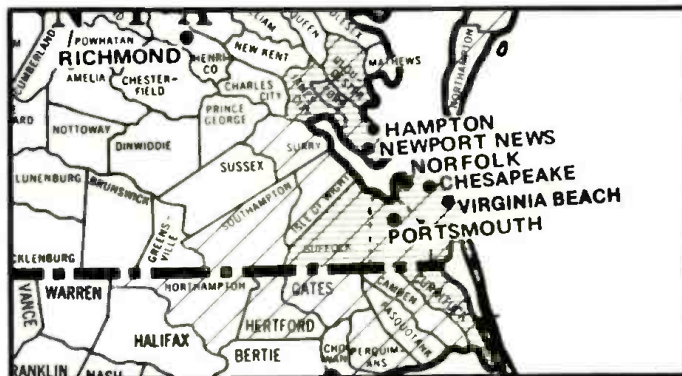


Complete Ratings Data Page 111

CHR has a home on Long Island, and then some! The top three stations — **WHTZ (Z100)**, **WBLI**, and **WNBC** — play the hits and between them covered the top spots in most of the key demos.

As was evident in the New York City numbers, the **WHTZ** phenomenon was a remarkable event. On Long Island the station shot into first overall and was best among teens. **WNBC** remained the most cumed station, and **WBLI** took the honors among adults 18-34 and 18-49. However, it was the 11th station overall, **WCBS-FM**, which emerged as first among the sought-after 25-54 adults.

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



Complete Ratings Data Page 115

The folks at **WCMS-FM** are in a rut — but it's a great rut to be in! For the third straight book the station earned a 12+ share of 10.6, good enough to give the station the overall title and to propel it to the lead among 25-54 adults.

Several stations continued to show steady improvement this book, indicating growing appreciation by the Tidewater public. Highest-ranked of these stations was **WNOR-FM**, the AOR pacesetter, which was tied for second overall but was the most cumed entity in the metro. **WNOR-FM** also copped the crown in 18-34 and 18-49 adults, and was second in teen appeal. Meanwhile, **WLTY** held onto fourth 12+ with healthy and broad demo strength, **WOWI** was a consistent third or fourth in the key demos, **WNVZ** grew and was the teen favorite, and **WRAP** moved up, based on its strong teen appeal.

Nothing tragic took place this book from an **Arbitron** perspective. The overall sample return was down 12% compared to the fall sweep, but was still 17% above the stated Arbitron goal for the area.

# W

**WESTWOOD ONE**

## DR. DEMENTO

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# Market Overviews Market Overviews Market Overview

## New Orleans #33



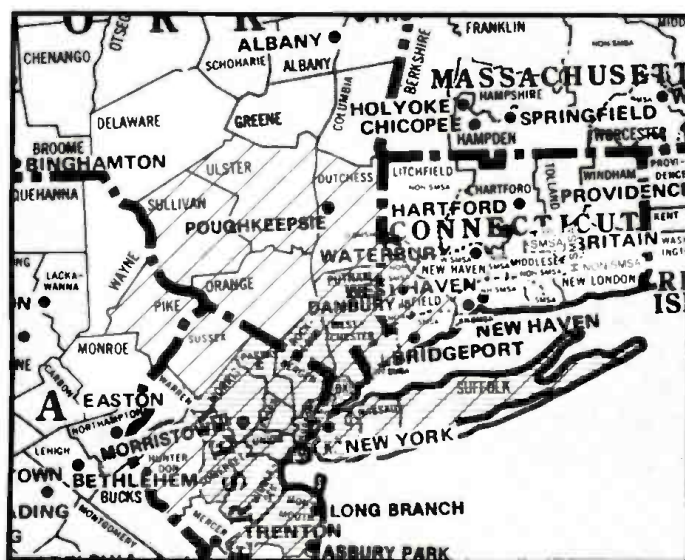
Complete Ratings Data Page 112

As has been the case for the past several sweeps in the Crescent City, most of the story can be summed up in two sets of call letters — **WYLD-FM** and **WEZB**. Black-formatted **WYLD-FM** added to its winning share and topped the three key adult demos. **WEZB**, meanwhile, jumped three shares, into double digits, and can boast that it's the most cumed station in the metro. The CHR standby also came in first among teens and was right behind **WYLD-FM** in the major adult categories.

Country **WNOE-FM** can be proud of its performance, too. Not only did the station rise over two shares but it also came in second in 25-54 adults.

There are some interesting **Arbitron** implications in these results. Compared to the fall '82 data there were 26% more usable diaries this sweep — making the results more reliable. However, return of black diaries was up a whopping 57% on a fall-to-fall basis, making this a more ethnic report than previous fall samples. This added sample means more reliability for stations that appeal to ethnic audiences.

## New York #1



Complete Ratings Data Page 113

The emergence of **WHTZ (Z100)** as Gotham's top station in its first full book has to be the banner for this market, but several other stories are also significant. **WRKS** posted a consistently strong score to top the Urban spectrum; **WINS** can lay its own claim to being the most listened to station in New York; and **WYNY**, although slipping 12+, topped one of the key demos again.

**WHTZ**, to borrow its slogan, went from "worst to first," surging to the top spot in the 12+ contest. Its zany CHR approach earned the station victory in teens as well as 18-34 and 18-49 adults. However, the most cumed station in the metro was the News leader, **WINS**.

**WRKS** slipped on a total persons basis but scored second with teens — and with 18-34, 18-49, and 25-54 adults. **WYNY**, in the meantime, also softened 12+ but held the torch highest in the most sought-after cell, 25-54 adults.

Stable **Arbitron** results transpired in the Big Apple. The usable diary count was up over the fall '82 sweep, and more than 25% higher than the stated in-tab goal of 4000.

# 11

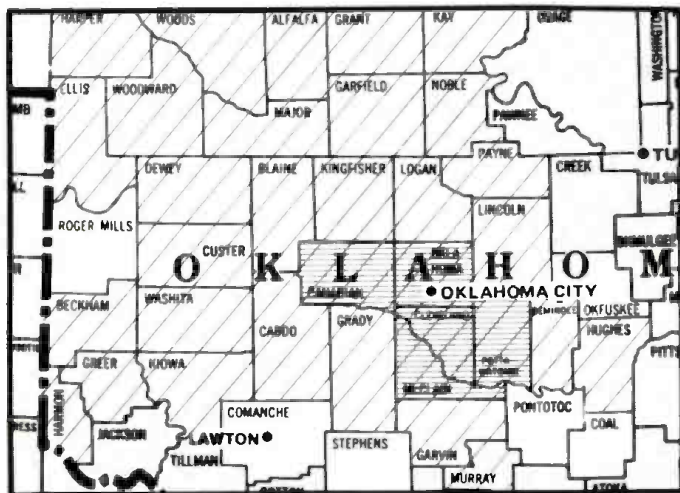
**WESTWOOD ONE**

# EARTH NEWS

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## Oklahoma City #46



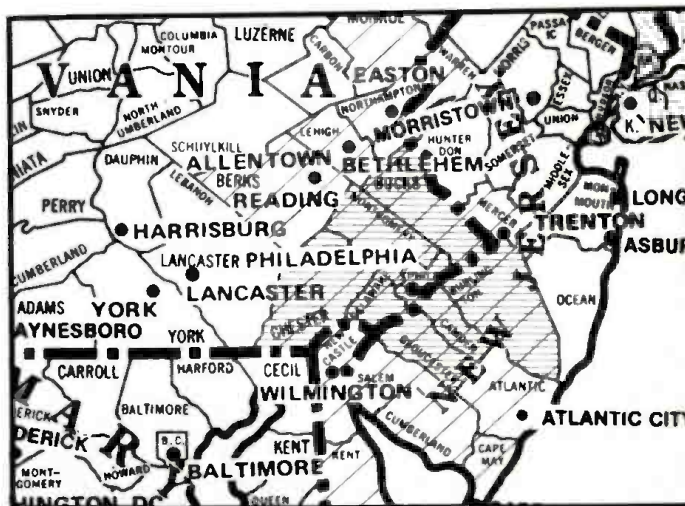
Complete Ratings Data Page 116

The numbers for **KATT-FM** were really purring this book, as the AOR fixture rebounded to its fall '82 levels and in the process not only won 12+ honors — both average and cume — but also was tops among teens plus 18-34 and 18-49 adults. The **Birch** numbers for the station were even stronger.

In the broad key demos, the other leading station was **KKNG**, which grabbed the 25-54 title. Otherwise, the top success story among adult-oriented stations was notched by **KZBS** — which ranked second or third among the key adult cells. Another A/C, **KLTE**, posted a healthy 12+ rebound this report.

Very interesting difference between this survey and the data from the fall '82 book . . . **Arbitron** upgraded the goal for sample from the ESF portion — nonlists — of the metro by 40%, but the actual return was up 92%. Such return may have helped stations skewed towards men 18-24, since they are often new to an area and thus not listed in the relevant phone books. Apparently this new, high ESF factor will play a major role in future Oklahoma City results from **Arbitron**.

## Philadelphia #5



Complete Ratings Data Page 117

The dethroning of **KYW** was the headline in the City of Brotherly Love this sweep, as **WEAZ** slipped past the perennial leader. While **WEAZ** topped the market overall, its best showing in the broad demos was second in the 25-54 cell. **KYW**, on the other hand, can still lay some claim to being the most listened-to station, as it was the most cumed entity in the metro.

Another success story this survey was **WMGK's**; it was the most preferred station with 18-49 and 25-54 adults. Tops among 18-34 adults was **WIOQ**, which tightened the AOR race with **WMMR**. **WCAU-FM** garnered the top teen partisanship, just ahead of Urban competitors **WUSL** and **WDAS-FM**. The latter station not only did well with teens but also showed impressively balanced strength in the key adult demos.

It was a slightly less stable book this sweep than in the fall '82 results. Overall return was only down 8% but among the difficult-to-survey (for **Arbitron**) men 18-24 cell the in-tab dropped 16%, adding wobble to the estimates for stations that appeal to that audience.



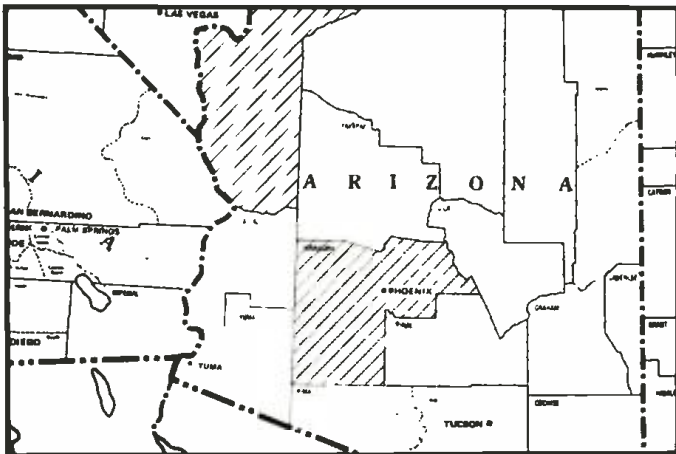
**WESTWOOD ONE**

# ROCK ALBUM COUNTDOWN

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# Market Overviews Market Overviews Market Overview

## Phoenix #24



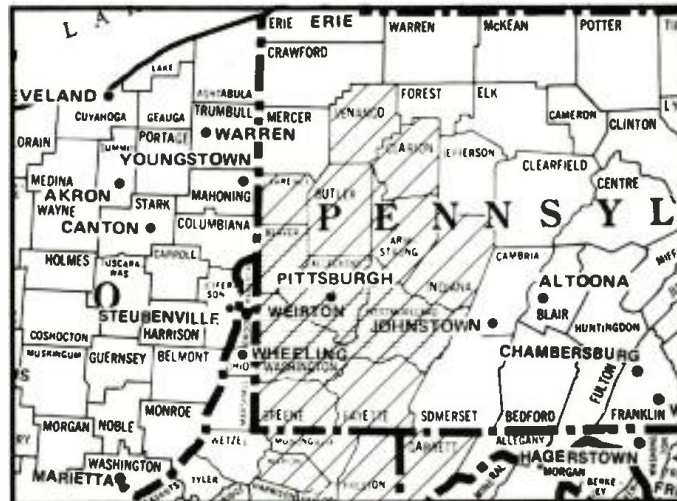
Complete Ratings Data Page 118

The fall sweep in the Valley of the Sun saw a new number one station shine through, a stronger Country presence, better Beautiful Music estimates, and leading performances by **KKLT**, **KDKB**, and **KUKQ**. In addition, the amount of returned ESF samples has jumped in the past year.

**KTAR** is the new number one station in the metro, assisted by its usual good fall numbers. The News station did well in the fall with the help of the ASU football broadcasts, and as a result it topped the metro in persons 12+, both average and cume. The new runnerup in the 12+ race (and tops again 25-54) was Country **KNIX-FM**, which was second among 18-49 adults. Completing the new top three lineup was **KQYT**, the preferred Easy Listening choice.

**KKLT**'s soft rock garnered a first among the 18-49 year olds, while **KDKB**'s AOR format earned the top spot with adults 18-34. Among teens, the winner this book was **KUKQ**, featuring an Urban format. In addition to these leading stations, the Country shares were bolstered by the gains posted by **KEZC**. Also, more than half of the diaries returned in the market are from the ESF (non-listed phones) portion of the data base.

## Pittsburgh #14



Complete Ratings Data Page 120

The dethroning of **KDKA** as the 25-54 kingpin, movement of the market's key personalities to different stations, and a great showing by **AOR** highlight the Steel City results this fall.

**KDKA** retained its perennial hold on the 12+ title (both average and cume) but saw its overall share slip for the second straight book. In addition, **WTAE** took the 25-54 crown away — the first time **KDKA** hasn't held that edge. Part of the reason for the **WTAE** improvement (and the **KDKA** slip-page) may have been the switch of longtime **KDKA** morning personality **Jack Bogut** to **WTAE** just before the sweep began.

**WDVE** posted enviable scores this survey. The **AOR** outlet not only was tops among teens but also garnered the largest share with adults 18-34 and 18-49. Meanwhile, the **CHR** battle heated up as **WHTX** and **WBZZ** sought the services of former **WTAE** dynamic duo **O'Brien** and **Garry**. **WHTX** got them and saw its morning numbers surge; overall **WBZZ** had better younger estimates while **WHTX** had a higher 25-54 share.

# W

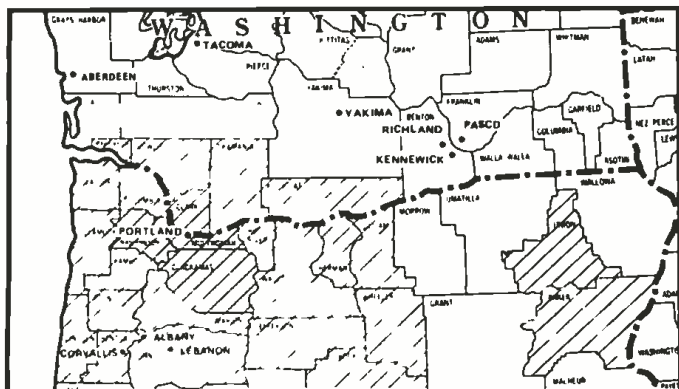
**WESTWOOD ONE**

## IN CONCERT

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## Portland #30



Complete Ratings Data Page 121

A new number one station that subsequently changed format, a different pacesetter in the CHR race, and strong performances by **KGW** and **KCNR** stand out in the fall results in the City of the Roses. Additionally, **Arbitron's** return by men 18-24 was down one-third compared to the year before, adding instability to the estimates for stations that appeal to this demo.

**KUPL-FM** added two shares to its 12+ total and emerged as the top station overall, then changed to Country. Perhaps one reason for this shift was that **KUPL-FM** didn't show a win in any of the broad key demos we break out. Meanwhile, **KGW** showed 12+ softness but had a great key demo stance. Not only was this station the most cuned entity in the area but it also was the most popular among 18-49 and 25-54 adults.

The younger end of the demographic spectrum saw a battle between the CHR entrants. **KMJK** was up almost 60% 12+, and soared to number two in the market. The station also took the teen title, while **KCNR** was more adult-oriented and was numero uno with the 18-34 adults.

## Providence-Warwick-Pawtucket #26



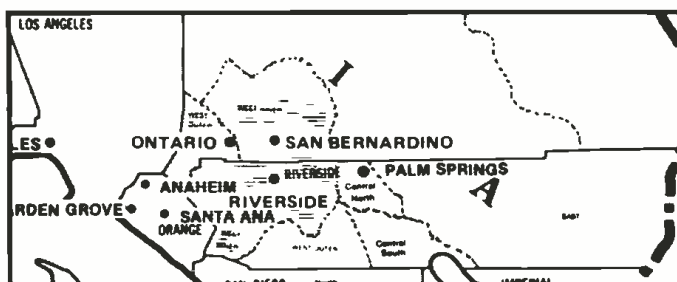
Complete Ratings Data Page 122

Although **WLKW-FM** and **WPRO-FM** dominated the top spots in the overall standings, other stations also have reason to be pleased with their estimates. **WHJY** scored well with its AOR approach, **WPRO** had a healthy breadth of strength, and **WHJJ** and **WHIM** showed significant gains.

**WLKW-FM** is in a rut, but a delightful one. The station has seen its overall share stay in the 12 range, good enough for this Beautiful Music standby to garner the top slot among the crucial 25-54 adults as well as the 12+ crown. Number two in the 25-54 cell, and best in each of the other broad demos we examine, was **WPRO-FM**. The station's CHR sound had broad appeal, and teamed with the also-strong **WPRO** gave **Cap Cities** a heavy 1-2 punch.

**WHJJ** added almost two shares to nudge within **WPRO'S** 12+ range, while **WHIM** almost tripled. The latter jump saw the Country station score relatively well among teens, rather than among the key adult demos.

## Riverside-San Bernardino - Ontario #31



Complete Ratings Data Page 123

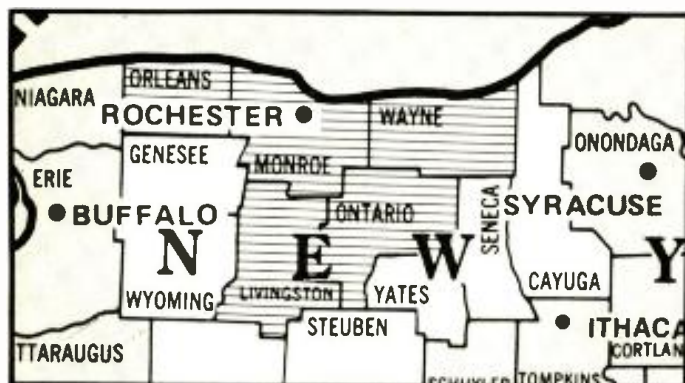
A clean sweep by **KIIS**, improved performance by **KDUO**, a surge by **KRTH**, and consistent strength enjoyed by several other stations highlight the Riverside results. **KIIS'** scorecard has to be highlighted, however, since the LA CHR giant was tops in all of the broad demos we examined — 12+, teens, and 18-34 to 25-54 adults.

Previous leader **KDUO**, the local station featuring Beautiful Music, saw its overall share improve but slip to second in 12+ terms due to the **KIIS** explosion. Other stations scored consistently well, including **KFI**, **KLOS** (which took the AOR lead), and **KGGL**.

**Arbitron** didn't do as well as hoped in terms of diary return, at least compared to the fall '82 results. Diary return was down 21%, adding some wobble to these estimates.



## Rochester # 40



Complete Ratings Data Page 125

Improved leadership on the part of **WEZO**, in addition to number one performances by **WVOR** and **WCMF** — and a doubling of **WYLF**'s shares — are most noteworthy this sweep in Rochester.

**Malrite's WEZO** saw its 12+ shares increase, and the BM station also topped the cume contest. Among 25-54 adults, however, WVOR was best, with WEZO number two. WVOR's A/C sound also allowed the station to grab the top spot with 18-49 listeners.

At the more youthful end of the spectrum WCMF is the big story. The AOR outlet saw its overall share remain in the 10 range, good enough for third 12+. The real story, however, is that WCMF is tops both among teens and 18-34 adults. Adults of an older vintage, who averaged the longest time-spent-listening in the metro this sweep, propelled WYLF to contention this book. Also, the Big Band entity more than doubled its overall share this sweep.

## Sacramento #35

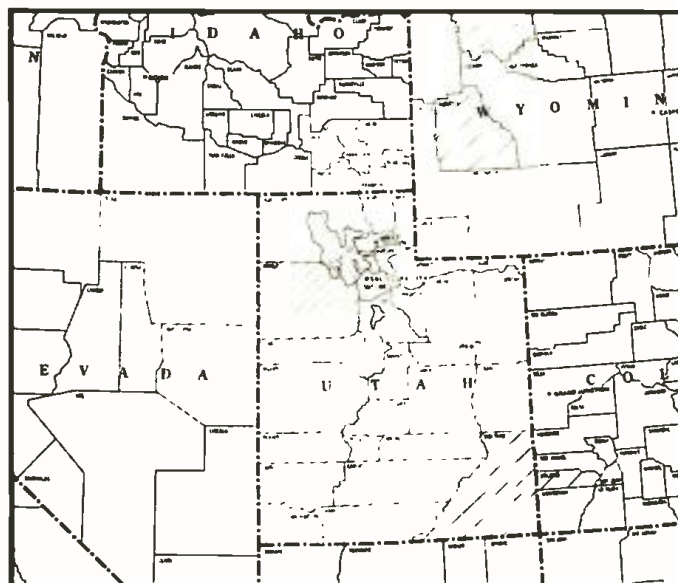


Complete Ratings Data Page 126

A rebound to strong, broad demos was posted by **KXOA-FM** this sweep, enabling the station to recapture first place overall. The A/C outlet had the largest come in the metro and was first among adults in the three key demos — 18-34, 18-49 and 25-54.

There are also new leaders in the CHR and Country formats this survey. **KSFM** surged into second overall to take the CHR crown, while **KAER** edged **KRAK** in the Country battle (now complicated by the fact that after these results were delivered **KEWT** moved from Beautiful Music to Country). Among the AORs, **KZAP** slipped again while **KROY** garnered the teen title this book.

# Salt Lake City-Ogden#43



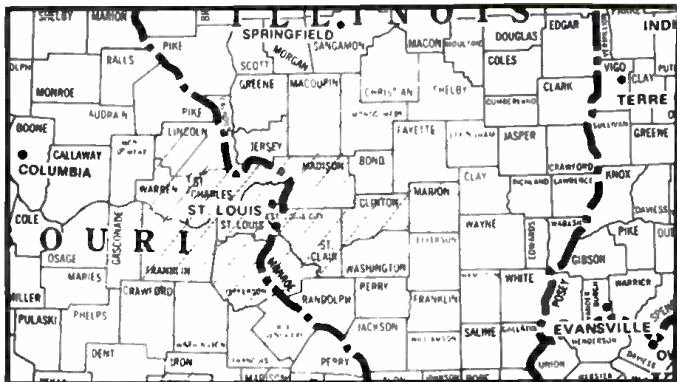
Complete Ratings Data Page 128

The double digit battle on the Wasatch Front continues between **KSFI** and **KSL**. Meanwhile, **KRSP-FM** approached the double digit threshold, and these three stations dominated the number one standings this fall.

KSFI took the 12+ title this survey, and also saw its Beautiful Music format score tops among 18-49 and 25-54 adults. KSL was second in those demos and also had its largest cume in the metro.

The younger listeners in the Salt Lake City area seem to prefer the AOR sound of KRSP-FM. The station not only was tops among teens but also with adults 18-34.

## St. Louis #13



Complete Ratings Data Page 127

CBS continues to own the 1-2 punch in the Gateway City. KMOX and KHTR rank at the top again, with shares almost identical to those earned in the fall '83 sweep. KMOX generated the largest cume and was tops among adults 18-49 and 25-54, while KHTR was the area's most popular station with teens.

The AOR race couldn't be tighter. KSHE and KWK-FM both gained, but remained tied on a 12+ basis. KWK-FM had more teen appeal, while KSHE won the title in the 18-34 adults category.

Arbitron's quest for more diaries from those with non-listed phones continues. Compared to the fall '82 results, the ESF return was up 58% this book — perhaps helping the AOR picture look brighter.

Complete Ratings Data Page 130

KTFM retook first, KCOR added four to grab second, and KXZL demonstrated that it is for real. These are the keys to the fall findings in the San Antonio metro.

KTFM jumped more than three shares to wrest first place away, as well as notch the largest cume. In addition, the CHR fixture was first among adults 18-34 and 18-49, and runnerup with the 25-54 contingent. KAJA Country was first in that desirable cell.

Based on some extraordinarily long time-spent-listening levels, Hispanic-formatted KCOR bolted into second overall. Meanwhile, KXZL remained the AOR leader with the top share among teens.

Arbitron sampling garnered many more diaries from the ESF portion of the public than in previous fall books. The ESF tally went from 5% of the fall '82 in-tab to 40% this sweep, perhaps helping the ethnic and AOR stations to be better represented in the estimates.

## San Diego #20

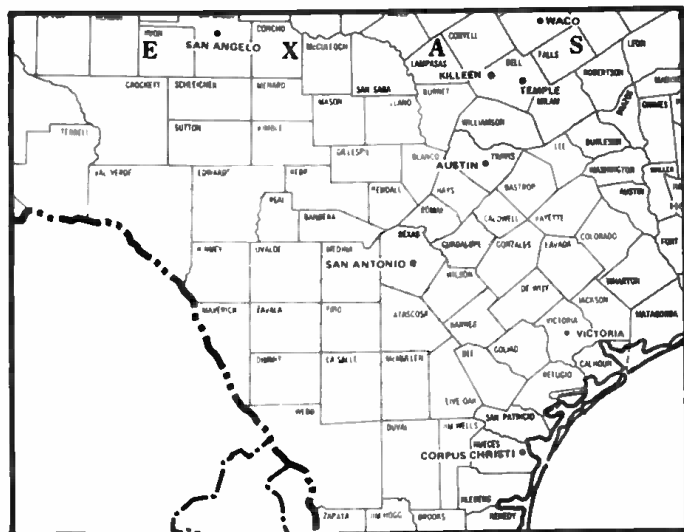


Complete Ratings Data Page 131

The honors are spread around in this San Diego book, as five stations can lay some claim to number one status. Group W's KJQY remained the 12+ pacesetter but was not tops in any of the broad demos we examined. In fact, KFMB, which lost some shares due to not having Padres baseball this sweep, still managed to rank first with adults 25-54.

The market's leading AOR, KGB, posted excellent adult numbers and ranked number one with 18-34 and 18-49 adults. Another AOR, XTRA-FM, was the most preferred teen choice in the metro. Finally, KFMB-FM's A/C format appealed to the widest range of residents, thus garnering the biggest cume in the market.

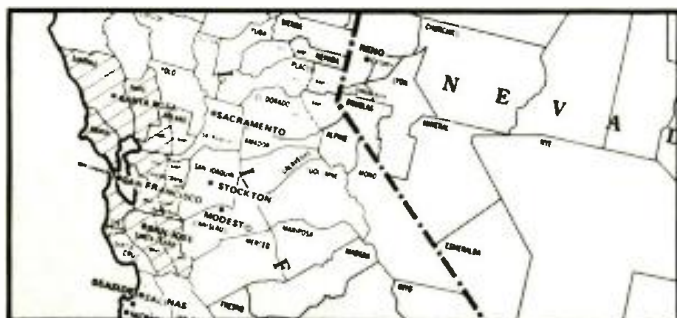
## San Antonio #38





# Market Overviews Market Overviews Market Overview

## San Francisco #4



Complete Ratings Data Page 132

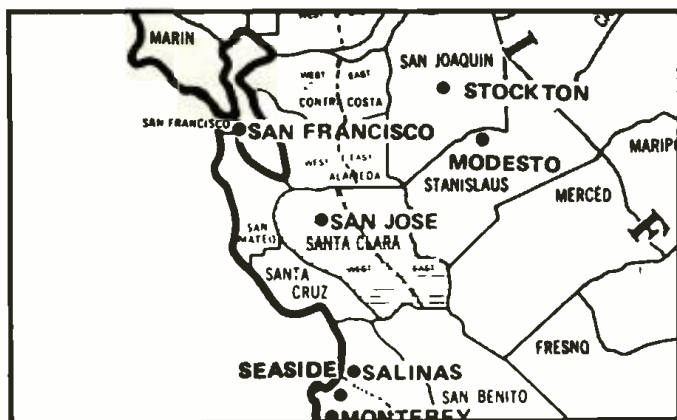
**KGO** held on to its perennial spot among Bay Area stations, while **KCBS** improved, **KSOL** was strong, and **KSAN** rebounded. These are the highlights of the fall sweep in the Baghdad by the Bay.

The N/T appeal of **KGO** allowed the **ABC** outlet to garner the top 12+ numbers, both average and come, as well as win with 25-54 year-olds. **KCBS** was runnerup in each of those cells, enjoying a good book with some help from the 49ers broadcasts.

Urban Contemporary **KSOL** prospered—cleaning up among teens and adults 18-34 and 18-49. Meanwhile, **KSAN** recouped and scored third in each of the key adult demos we break out.

Keep in mind that the estimates for **KOIT** are based on the Gold sound featured by **KYA** for all but the last two days of the sweep. **Arbitron** showed the new calls — reflecting new owners and format — but they were a factor for only a smattering of the sweep.

## San Jose #28



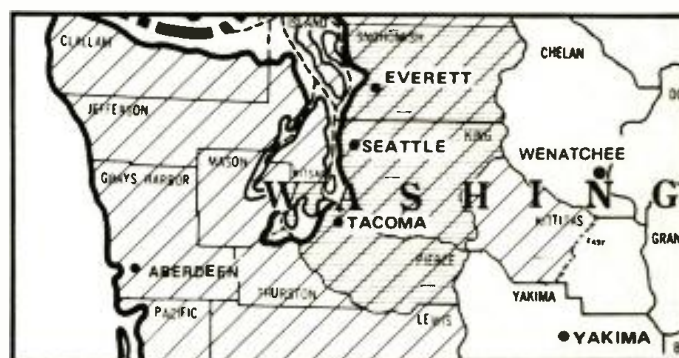
Complete Ratings Data Page 134

Bulletin, bulletin! **KGO** is not number one in San Jose! Local **BM** outlet **KBAY** ousted the San Francisco powerhouse from the top roost this survey. In addition, good progress was made by **KWSS**, and **KARA** successfully segued to A/C this sweep.

**KBAY** was tops 12+ and with 25-54 year olds. However, **KGO** can garner some solace in the fact that it was the most cuned station this go-round. **KARA** moved from Gold to A/C, and for its efforts won the 18-49 crown and was second 25-54.

The younger demos were dominated by **KWSS**, the **CHR** leader. The station was the teen favorite and also won with 18-34 adults. Meanwhile, the **AORs** received serious hits as **KSJO** dropped four shares, while **KOME** also showed some slippage.

## Seattle-Everett-Tacoma #16



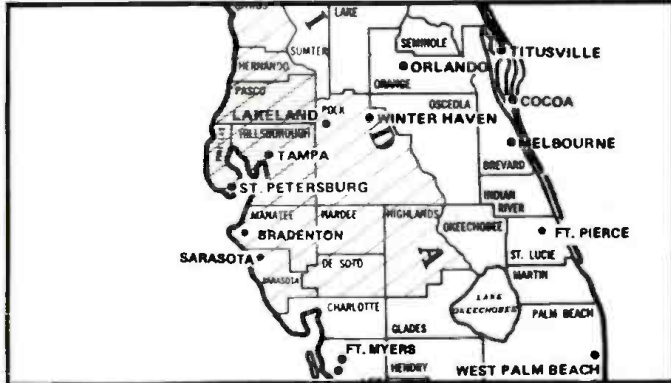
Complete Ratings Data Page 135

**KIRO** slipped again but was still number one, **KISW** became the **AOR** kingpin, and **KUBE** and **KNBQ** scored number one placements. These are the highlights of the Puget Sound results this fall.

**Bonneville's** **KIRO** News outlet remained tops overall (although slipping 12+), was the most cuned, and had the largest audience among 25-54 adults — the crucial sales demo. In the other key adult cells, however, the **AOR** and **CHR** leaders scored well. **KISW** took the clear **AOR** lead this time, and emerged on top of the 18-34 stack as well. **KUBE's** **CHR** sound appealed to the most 18-49 year-olds in the area, while the teen winner was **KNBQ**, another fine **CHR** entity.



## Tampa-St. Petersburg #22



Complete Ratings Data Page 136

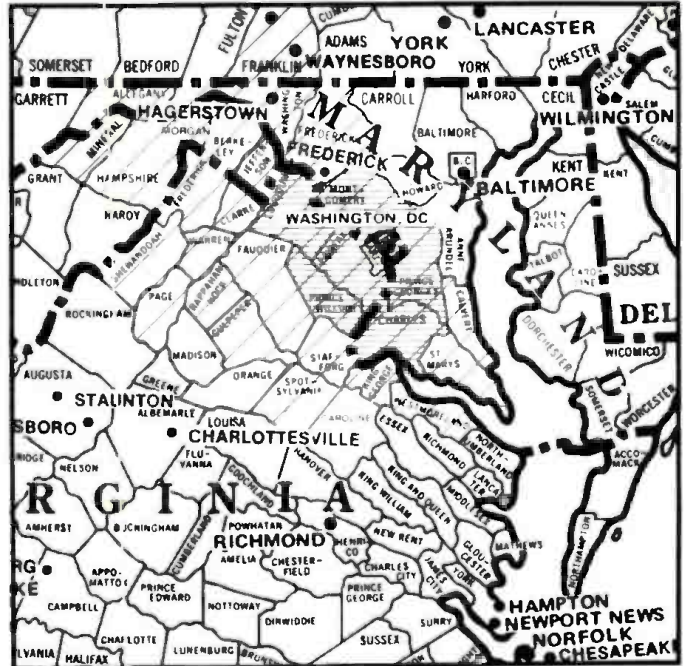
Another strong showing by **WWBA**, great demo appeal by **WRBQ-FM**, and a more competitive CHR arena are the most noteworthy items in the fall Tampa Bay results. In addition, extremely poor return among men 18-24 affected the results for stations appealing to that demo.

Beautiful Music outlet **WWBA** increased its 12+ total and again emerged on top. However, the station did not notch a first place finish in any of the broad demos we examined, such as adults 25-54. The winner in that cell, and also among 18-34 and 18-49 adults, was **WRBQ-FM**. The CHR powerhouse also generated the largest cume of any station in the metro.

While no one can dispute the strength of **WRBQ-FM**, that station now has a competitor in **WZNE** (formerly **WQXM**, an AOR). In fact, in its first book **WZNE** copped the teen crown — and will be trying to further erode the **WRBQ-FM** position. Keep your eyes on this contest.

**Arbitron** will try to acquire more male 18-24 diaries from this market in future sweeps. The return from that group dropped 38% this survey, compared to an overall slippage of just 7% from the fall '82 book.

## Washington #9



Complete Ratings Data Page 139

Once again, **NBC's WKYS** has numbers that are stronger than bear's breath. The Urban sound piloted by PD **Donnie Simpson** has not only garnered the 12+ lead again among average persons, but also topped teens and the three key adults demos. A truly amazing accomplishment!

Back among mortal stations, Beautiful Music entity **WGAY-FM** moved to its best book ever, **WMAL** rode the Redskins fever to the largest cume in the metro, and the CHR battle became a three-way tug-of-war.

The CHR scene has gotten crowded as **WAVA** and **WASH** invaded the turf formerly solely occupied by **WRQX**. **WRQX** had good balance demographically, **WASH** was stronger among 25-54s, and **WAVA** had a better grip on teens. This should be one of the more interesting CHR battles to keep an eye on.

# 11

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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 first 1984 Ratings Report, based on the fall '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 in the top 50 markets earning a 1.0 share or better, and the top ten stations in markets 51-100 (according to the fall '83 Arbitron sweep) are listed. Trends move from left to right, with the oldest share on the left and the fall '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+ cumme 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 72

New York #1										R&R									
FALL '82	WINTER '83	SPRING '83	SUMMER '83	FALL '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			
--	--	--	2.0	6.2	1	WHTZ 100.3	CHR	2	1	1	1	5	14/77	EASTMAN		9.5			

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

Format Reach	
A/C	7.0
AOR	5.5
BBnd	2.9
Blk/Urbn	11.6
BM/Easy	8.3
CHR	12.7
Clas	3.0
Ctry	3.9
Gold	2.7
News	8.3
Rel	1.0
Span	4.5
Talk	9.0



## Continued from Page 21

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 all markets surveyed by Birch in the top 100 provided total week, total 12+ average persons estimates from the fall '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 AOR's 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, Blk—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, Wachler & Howard
J BOLTON	Jack Bolton & Associates
JC GATES	J.C. Gates & Co.
KATZ	Katz Radio
LOTUS	Lotus-Albertini
M & C	Milam & Cowart
MARKET 4	Market 4 Radio
MASLA	Masla Radio
MMR	Major Market Radio Sales
McGAVREN	McGavren-Guild, Inc.
MEDIA	Media Sales South
NATL TIME	National Time Sales, Ltd.
P MILLER	Paul Miller & Co.
PAN AMER	Pan American Broadcasting Co.
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
REGIONAL	Regional Reps Corp.
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.
SWAGGART	Jimmy Swaggart Broadcasting
TACHER	Tacher Co. Inc.
TORBET	Torbet Radio
UNIREP	Unirep Broadcasting Company
W & P	Weiss & Powell, Inc.
WALTON	Walton Broadcasting Sales
WESTERN	Western Broadcast Sales

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# Albany-Schenectady-Troy #49



FALL '82	SPRING '83	FALL '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
13.7	13.9	12.1	1	WGY 810	A/C	5	5	6	3	1	14/76	CHRISTAL	NBC
10.8	13.4	11.9	2	WPYX 106.5	AOR	8	1	1	1	2	11/95	McGAVREN	ABC-R
9.9	5.9	7.5	3	WFLY 92.3	CHR	2	2	2	2	9	17/63	EASTMAN	ABC-C
7.0	8.5	7.3	4	WROW 590	A/C	11	11	10	11	7	13/86	BLAIR	ABC-D
5.7	6.3	7.3	4	WROW-FM 95.5	BM	1	12	9	8	5	10/110	BLAIR	
5.5	5.7	6.7	6	WQBK 1300	Talk	3	18	14	12	11	9/128	HILLIER	CBS
5.1	4.9	6.0	7	WGFM 99.5	CHR	4	3	3	5	6	20/53	CHRISTAL	NBC-S
4.7	5.0	5.7	8	WPTR 1540	Ctry	7	7	5	6	3	11/95	EASTMAN	ABC-I
4.0	4.3	5.3	9	WWOM 100.9	A/C	15	8	4	4	4	15/74	SELCOM	RKO-1
6.3	5.8	4.1	10	WTRY 980	CHR	14	4	8	7	8	27/41	McGAVREN	MBS
2.6	2.9	3.9	11	WABY 1400	BBnd	17	17	12	13	13	11/95	SELCOM	ABC-E
5.5	3.4	3.5	12	WGNA 107.7	Ctry	6	14	11	10	10	12/91	TORBET	RKO-2
4.7	3.4	2.6	13	WQBK-FM 103.9	AOR	10	6	7	9	12	18/62	HILLIER	CBS-R
2.1	1.4	1.6	14	WHRL 103.1	BM	9	20	13	14	14	12/94		MBS
0.8	1.0	1.3	15	WCSS 1490	A/C	12	9	20	21	21	11/99		ABC-E
0.3	--	1.0	16	WKAJ 900	CHR	20	10	15	15	15	11/98		

## Demographic Rank

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

## Format Reach

A/C	26.0
AOR	14.5
BBnd	3.9
BM/Easy	8.9
CHR	18.6
Ctry	9.2
Talk	6.7



# Anaheim-Santa Ana-Garden Grove #19



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FALL '82	SPRING '83	FALL '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
4.3	7.6	10.6	1	KIIS 102.7	CHR	1	1	1	1	1	13/85	McGAVREN	ABC-C
6.5	7.6	6.8	2	KBIG 104.3	Easy	4	13	7	3	2	11/95	TORBET	
4.6	5.8	5.5	3	KABC 790	Talk	3	15	16	6	3	14/75	KATZ	ABC-I
2.9	3.8	5.3	4	KMET 94.7	AOR	5	3	2	2	11	14/78	EASTMAN	
3.4	3.3	4.3	5	KJOI 98.7	BM	11	18	37	19	9	13/86	SELCOM	
4.2	2.1	4.2	6	KNX 1070	News	2	26	21	17	8	20/54	CBS SPOT	CBS
4.3	5.8	4.1	7	KLOS 95.5	AOR	6	5	3	4	18	18/61	KATZ	ABC-R
5.8	5.3	3.8	8	KROQ-FM 106.7	AOR	13	2	5	8	24	14/79	HILLIER	
3.2	4.0	3.5	9	KRTH 101.1	CHR	8	10	4	5	4	20/55	RKO	RKO-1
2.4	3.3	3.2	10	KOST 103.5	A/C	12	8	8	7	5	16/66	CHRISTAL	
4.2	4.5	3.1	11	KMPC 710	Easy	10	21	27	26	15	19/58	MMR	
1.8	2.0	3.0	12	KNOB 97.9	Easy	19	25	17	14	6	13/87	GROSKIN	
3.4	2.7	2.5	13	KFWB 980	News	9	38	29	23	20	26/42	GROUP W	NBC
3.4	2.5	2.4	14	KFI 640	A/C	14	24	14	9	7	21/53	CHRISTAL	ABC-E
2.5	2.4	2.4	14	KIQQ 100.3	CHR	7	4	12	18	28	29/37	SELCOM	
4.4	1.7	2.4	14	KKHR 93.1	CHR	15	7	10	11	29	20/55	CBS-FM	CBS-R
2.7	1.4	2.2	17	KHTZ 97.1	CHR	18	11	6	10	14	18/62	MMR	RKO-2
2.6	2.7	2.1	18	KLAC 570	Ctry	16	20	18	15	10	21/51	EASTMAN	ABC-D
1.4	1.0	2.0	19	KWIZ-FM 96.7	A/C	21	12	11	12	12	17/64	TORBET	
1.2	1.1	1.9	20	KMGG 105.9	A/C	20	19	13	13	16	20/55	MASLA	RKO-1
0.5	0.8	1.8	21	KUTE 101.9	Urbn	25	9	9	16	23	15/70	MASLA	
1.9	2.0	1.7	22	KIKF 94.3	Ctry	26	16	19	20	22	16/68		
1.4	1.1	1.6	23	KFAC-FM 92.3	Clas	23	14	32	27	21	20/54	McGAVREN	MBS
1.7	1.9	1.6	23	KPRZ 1150	BBnd	29	29	38	39	25	12/90	McGAVREN	MBS
1.9	1.9	1.6	23	KZLA-FM 93.9	Ctry	27	36	28	21	13	14/75	BLAIR	
0.9	1.0	1.5	26	KKGO 105.1	Jazz	30	31	33	24	19	12/88	ROSLIN	AP

Continued on Page 86

# Atlanta #18

FALL '82	SPRING '83	FALL '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
9.7	10.1	10.8	1	WVEE 103.3	Urbn	5	3	1	1	2	9/116	McGAVREN	RKO-1	9.3
10.2	9.7	10.0	2	WZGC 92.9	CHR	1	1	3	4	5	15/70	TORBET	ABC-C	12.6
9.4	9.7	9.2	3	WKHX 101.5	Ctry	4	4	5	3	1	12/93	SELCOM		9.0
8.3	9.4	8.1	4	WQXI-FM 94.1	CHR	2	6	2	2	3	17/65	BLAIR		10.1
6.8	8.6	7.3	5	WPCH 94.9	BM	6	12	10	7	4	13/81	KATZ		6.8
7.9	9.2	7.2	6	WSB 750	A/C	3	10	12	9	7	17/65	CHRISTAL	NBC	7.7
7.9	7.1	6.2	7	WKLS-FM 96.1	AOR	7	2	4	8	13	15/71	MASLA	ABC-R	11.4
5.9	5.6	4.9	8	WSB-FM 98.5	A/C	8	7	6	5	8	18/60	CHRISTAL	CBS-R	4.1
--	3.4	4.6	9	WRMM 99.7	A/C	10	9	7	6	6	16/68	EASTMAN		4.1
3.9	3.6	4.0	10	WAOK 1380	Blk	11	5	9	10	9	16/67	HILLIER	SHRDN	4.1
2.8	3.3	3.9	11	WGST 920	News	9	18	14	13	12	19/57	KATZ	CBS	2.5
3.6	2.9	2.9	12	WPLO 590	Ctry	12	13	13	12	10	17/65	McGAVREN	ABC-I	2.0
1.6	1.8	2.3	13	WQXI 790	Gold	13	23	8	11	11	18/61	BLAIR		0.8
--	1.0	2.2	14	WJYA/WJYF 1080 104.1	BBnd	16	22	24	17	14	10/108	ROSLIN		0.2
2.2	1.3	1.5	15	WIGO 1340	Blk	15	8	11	14	17	19/56	CITI MEDIA	ABC-D	1.2
1.3	1.1	1.4	16	WYZE 1480	Rel	19	25	18	19	20	9/121			0.8
1.5	0.8	1.2	17	WCNN 680	News	14	20	23	21	21	25/43	RKO		1.2

## Demographic Rank

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

## Format Reach

A/C	16.7
AOR	6.2
BBnd	2.2
Blk/Urbn	16.3
BM/Easy	7.3
CHR	18.1
Ctry	12.1
Gold	2.3
News	5.1
Rel	1.4

# Baltimore #15



FALL '82	WINTER '83	SPRING '83	FALL '83	12+ ACH 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
10.2	12.2	8.0	9.0	1	<b>WBAL</b> 109.0	A/C	2	20	18	13	8	11/96	BLAIR	ABC-E	7.7
5.3	6.2	6.5	7.4	2	<b>WLIF</b> 101.9	BM	5	15	15	7	5	11/97	CHRISTAL		5.6
6.6	7.5	7.8	6.8	3	<b>WBSB</b> 104.3	CHR	1	1	2	2	2	15/72	TORBET	ABC-C	8.1
6.4	7.3	6.9	6.5	4	<b>WIYY</b> 97.9	AOR	3	2	1	1	7	14/79	BLAIR	ABC-R	9.9
7.2	6.2	5.8	6.4	5	<b>WPOC</b> 93.1	Ctry	8	14	5	4	1	11/96	EASTMAN	ABC-D	6.6
7.9	8.2	8.2	5.8	6	<b>WXYV</b> 102.7	Urbn	6	5	3	3	3	14/79	McGAVREN		8.3
3.5	3.9	4.6	4.4	7	<b>WITH</b> 1230	BBnd	16	22	32	25	20	9/126	HILLIER	MBS	2.4
3.6	2.8	2.7	4.2	8	<b>WYST-FM</b> 92.3	A/C	9	12	6	5	4	15/71	MASLA	RKO-1	3.4
4.5	4.0	5.4	4.0	9	<b>WFBR</b> 1300	A/C	4	13	9	8	9	21/52	MMR	NBC	3.6
--	--	1.0	3.9	10	<b>WWIN-FM</b> 95.9	Blk	14	11	4	6	6	12/94	MMR		5.2
2.4	2.6	2.3	3.8	11	<b>WCBM</b> 680	N/T	7	32	16	11	10	19/56	KATZ	ABC-I	3.3
2.5	3.1	3.6	3.8	11	<b>WEBB</b> 1360	Blk	15	7	8	10	11	11/100	CITI MEDIA	SHRDN	3.4
4.9	4.2	4.3	3.6	13	<b>WWIN</b> 1400	Blk	10	4	7	9	13	16/66	HILLIER	NBN	3.4
3.6	3.2	4.1	2.9	14	<b>WCAO</b> 600	Ctry	12	16	13	12	12	19/59	McGAVREN	RKO-2	3.0
--	--	--	2.8	15	<b>WMAR</b> 106.5	CHR	11	3	11	14	15	21/53	KATZ		3.8
1.5	1.4	1.3	1.7	16	<b>WWDC-FM</b> 101.1	AOR	18	10	10	15	19	18/60	CHRISTAL	ABC-R	2.2
1.0	1.6	1.9	1.6	17	<b>WQSR</b> 105.7	A/C	13	9	12	17	16	28/38	CBS-FM	CBS	1.3
2.5	2.1	2.2	1.6	17	<b>WRQX</b> 107.3	CHR	17	6	14	18	18	20/55	BLAIR	ABC-R	1.4
0.9	2.0	1.0	1.5	19	<b>WHUR</b> 96.3	Blk	19	18	17	16	14	18/61	W & P		1.7
1.5	1.1	1.1	1.1	20	<b>WRBS</b> 95.1	Rel	22	24	26	19	17	15/72			1.2

## Demographic Rank

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

## Format Reach

A/C	18.8
AOR	8.2
BBnd	4.4
Blk/Urbn	18.6
BM/Easy	7.4
CHR	11.2
Ctry	9.3
News	1.9
Rel	1.1
Talk	1.9



# Boston #7

FALL '82	WINTER '83	SPRING '83	SUMMER '83	FALL '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
9.0	6.7	5.8	7.8	7.9	1	<b>WXKS-FM</b> 107.9	CHR	3	2	2	2	4	13/82	MMR		10.7
5.6	7.4	6.6	7.2	7.8	2	<b>WBCN</b> 104.1	AOR	6	3	1	1	1	12/92	TORBET		10.1
8.6	9.0	9.8	7.0	7.6	3	<b>WBZ</b> 1030	A/C	2	11	8	6	2	14/76	GROUP W	ABC-E	9.4
--	4.6	6.9	8.1	7.0	4	<b>WHTT</b> 103.3	CHR	1	1	3	4	11	17/65	CBS-F	CBS	9.9
7.9	7.3	8.6	6.9	6.5	5	<b>WHDH</b> 850	A/C	5	12	9	5	3	14/76	BLAIR		5.0
4.9	4.4	3.8	4.1	5.5	6	<b>WJIB</b> 96.9	BM	9	23	15	11	9	12/89	CHRISTAL		4.8
5.4	5.2	4.5	5.0	5.1	7	<b>WEEI</b> 590	News	4	13	12	12	10	18/59	CBS SPOT	CBS	4.6
4.4	4.7	3.5	3.6	4.3	8	<b>WRKO</b> 680	Talk	11	19	16	13	12	14/76	RKO	ABC-I	3.4
4.4	4.5	3.8	4.6	4.1	9	<b>WMJX</b> 106.7	A/C	8	9	4	3	7	20/54	EASTMAN		3.4
3.8	4.1	4.0	3.4	3.8	10	<b>WROR</b> 98.5	A/C	7	6	6	7	6	22/50	RKO	RKO-1	3.4
3.0	2.6	2.9	4.0	3.6	11	<b>WSSH</b> 99.5	A/C	13	25	10	10	5	12/87	HILLIER		2.0
2.9	3.1	3.4	3.7	3.5	12	<b>WHUE-FM</b> 100.7	BM	14	14	19	14	13	13/86	SELCOM		1.9
4.9	4.8	4.8	3.4	3.3	13	<b>WCOZ</b> 94.5	A/C	10	4	5	9	14	19/56	BLAIR		4.6
2.7	2.5	3.3	3.3	3.2	14	<b>WVBF</b> 105.7	A/C	12	17	7	8	8	16/68	McGAVREN		2.3
3.5	3.2	3.6	2.1	2.4	15	<b>WXKS</b> 1430	BBnd	18	33	24	17	16	9/123	MMR		1.0
0.9	1.1	1.4	1.6	1.9	16	<b>WMRE</b> 1510	BBnd	17	26	25	23	20	12/93	MASLA	NBC	1.1
2.5	1.8	1.6	1.8	1.6	17	<b>WILD</b> 1090	Blk	22	5	11	16	19	9/121		SHRDN	0.8
1.2	0.9	1.1	1.2	1.1	18	<b>WCGY</b> 93.7	Gold	19	18	14	15	15	17/65	MASLA		1.7
1.9	1.9	1.6	1.2	1.1	18	<b>WCRB</b> 102.5	Clas	16	29	20	19	18	22/49	DONOFRIO		1.8
1.1	1.0	0.8	1.1	1.0	20	<b>WAAF</b> 107.3	AOR	15	7	13	20	30	30/35	KATZ	NBC-S	1.3
1.0	1.0	0.8	0.7	1.0	20	<b>WBOS</b> 92.9	Ctry	20	15	17	18	17	15/70	ROSLIN	ABC-R	1.5

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KISS 108 FM IS BETTER HIT MUSIC

FOR "THE MUSIC OF YOUR LIFE"



# WXKS-FM BRINGS HOME THE GOLD, SILVER, & BRONZE FOR BOSTON!

## Women

18-34	#1
18-49	#1
25-34	#1
25-49	#1

## Adults

18-34	#2
18-49	#2
25-34	#2
25-49	#2

## Men

18-34	#2
18-49	#2
25-34	#2
25-49	#3



MAJOR MARKET RADIO SALES

AQH AUDIENCE  
MON-SUN 6A-MID  
SOURCE: ARB/FALL '83/METRO

# Birmingham #45

18 FALL	SPRING '83	FALL '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
14.1	12.5	12.3	1	WZZK 104.7	Ctry	2	5	4	1	1	12/94	KATZ		14.8
10.2	8.5	11.3	2	WKXX 106.9	CHR	1	1	1	2	3	14/78	McGAVREN	ABC-D	11.5
13.7	10.4	9.8	3	WENN-FM 107.7	Blk	4	3	3	3	2	10/109	SELCOM	NBN	11.3
7.4	8.6	7.9	4	WAPI-FM 94.5	AOR	3	2	2	4	6	13/81	TORBET	NBC-S	13.1
7.7	6.3	7.6	5	WATV 900	Blk	9	4	6	6	4	8/128	W & P		2.7
4.7	3.7	4.9	6	WJLD 1400	Blk	10	6	11	13	15	12/89	MASLA	ABC-C	3.4
--	7.4	4.9	6	WMJJ 96.5	A/C	5	8	5	5	5	17/65	BLAIR		9.2
3.6	3.4	4.8	8	WERC 960	N/T	8	16	15	12	8	16/68	McGAVREN		4.5
--	5.1	4.2	9	WAGG 1320	Blk	13	7	10	8	7	11/96	SELCOM	NBN	3.2
4.5	3.1	3.7	10	WVOK 690	Ctry	11	19	14	15	9	15/72	CHRISTAL	RKO-1	3.1
--	--	3.6	11	WTWG 1220	Blk	16	18	20	19	17	6/172			2.6
2.7	1.4	3.1	12	WAPI 1070	A/C	7	14	16	16	14	25/43	TORBET	CBS	1.4
3.7	3.8	3.0	13	WSGN 610	A/C	6	10	9	10	11	27/40	EASTMAN		3.2
3.1	2.5	2.8	14	WDJC 93.7	Rel	12	9	12	11	10	19/58	CRAWFORD		3.7
2.3	1.9	2.3	15	WYDE 850	Gold	15	15	7	7	12	17/63	PRO RADIO		1.4
2.6	2.8	2.2	16	WRKK 99.5	Ctry	14	12	8	9	13	19/57	CHRISTAL	RKO-1	1.9
1.9	5.5	1.5	17	WCRT 1260	BBnd	17	13	13	14	16	12/90			1.0
0.3	1.6	1.0	18	WHMA-FM 100.5	BM	19	17	19	18	18	14/79	DEVNEY	ABC-D	0.9

## Demographic Rank

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

## Format Reach

A/C	11.0
AOR	7.9
BBnd	1.5
Blk/Urbn	30.1
BM/Easy	1.0
CHR	11.3
Ctry	18.2
Gold	2.3
News	2.4
Rel	2.8
Talk	2.4



FALL '83	FALL '83	FALL '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
12.7	12.3	12.5	1	WJYE 96.1	BM	2	14	12	3	1	10/104	MMR		10.1
9.8	9.9	10.8	2	WBEN 930	A/C	1	8	11	5	4	18/59	EASTMAN	NBC	12.1
7.5	6.2	7.1	3	WYRK 106.5	Ctry	7	10	6	2	3	13/81	McGAVREN		8.1
3.2	4.7	7.0	4	WBUF 92.9	A/C	8	13	1	1	2	12/87	McGAVREN		5.8
4.6	6.2	6.9	5	WECK 1230	BBnd	11	15	16	15	9	11/101	MASLA	ABC-I	4.7
8.0	7.3	5.8	6	WGR 550	A/C	4	12	8	6	5	20/54	KATZ	ABC-E	5.9
6.2	5.4	5.5	7	WBLK 93.7	Blk	13	4	5	7	7	10/113	SELCOM	ABC-F	2.8
4.8	5.7	5.5	7	WPHD 103.3	CHR	6	1	3	8	13	19/56	CBS-FM	CBS-R	6.4
5.7	6.1	5.4	9	WBEN-FM 102.9	CHR	3	7	2	4	8	22/49	EASTMAN		5.9
5.2	7.2	5.1	10	WKBW 1520	CHR	5	9	10	9	6	23/48	BLAIR	ABC-D	4.5
5.5	4.4	4.1	11	WGRQ 96.9	AOR	9	3	4	10	12	20/55	KATZ	NBC-S	7.1
4.8	4.0	3.4	12	WNYS-FM 104.1	CHR	10	5	7	11	11	22/48	CHRISTAL	ABC-C	4.9
2.0	2.5	3.2	13	WZIR 98.5	AOR	14	2	9	12	16	16/68	SAVALLI	ABC-R	3.5
2.1	2.3	2.7	14	WYSL 1400	CHR	12	6	14	14	14	22/50	CBS-FM		3.0
1.2	1.7	2.0	15	WUFO 1080	Blk	17	20	13	13	10	8/129	SELCOM	SHRDN	0.6
1.6	1.2	1.0	16	WDCX 99.5	Rel	18	16	17	17	17	15/73			2.0

## Demographic Rank

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

## Format Reach

A/C	23.6
AOR	7.3
BBnd	6.9
Blk/Urbn	7.5
BM/Easy	12.5
CHR	22.1
Ctry	7.1
Rel	1.0

## Chicago #3

R&amp;R

FALL '82	WINTER '83	SPRING '83	SUMMER '83	FALL '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
9.6	8.7	8.7	8.3	9.6	1	WGN 720	Talk	1	14	17	4	1	12/92	CHRISTAL	MBS	7.4
4.8	5.2	5.0	4.6	5.5	2	WBBM 780	News	3	17	16	14	5	19/56	CBS SPOT	CBS	6.3
6.1	5.9	5.4	5.9	5.3	3	WL00 100.3	BM	12	25	19	17	4	11/96	KATZ		4.0
4.1	4.0	4.4	5.0	5.1	4	WBBM-FM 96.3	CHR	2	1	11	11	16	21/52	CBS-FM	CBS-R	5.3
4.7	3.6	4.3	5.8	4.9	5	WBMX 102.7	Blk	7	2	1	2	7	14/77	MASLA		5.9
5.3	5.4	5.1	6.2	4.7	6	WGCI-FM 107.5	Urbn	6	4	2	1	3	15/75	McGAVREN	MBS	6.3
4.1	3.8	4.3	3.4	4.2	7	WIND 560	Talk	16	24	22	21	18	11/96	GROUP W	ABC-E	4.7
3.8	4.1	4.1	3.4	3.8	8	WLS 890	CHR	4	5	9	5	9	22/49	BLAIR	ABC-C	4.0
4.1	3.9	3.7	3.6	3.7	9	WCLR 101.9	A/C	11	11	8	3	2	17/65	TORBET		2.9
3.2	2.7	2.4	2.6	3.7	9	WLAK 93.9	A/C	13	18	12	10	6	16/70	CHRISTAL		2.9
3.2	3.5	3.3	4.3	3.6	11	WMAQ 670	Ctry	9	16	15	18	12	19/58	EASTMAN	NBC	4.7
3.4	3.5	3.6	3.1	3.2	12	WLS-FM 94.7	CHR	5	6	5	7	10	26/42	BLAIR	ABC-R	3.6
2.0	2.6	3.0	3.6	3.2	12	WMET 95.5	AOR	8	3	6	12	21	21/52	HILLIER	NBC-S	4.2
3.1	2.8	2.7	3.1	3.1	14	WFYR 103.5	A/C	15	20	7	6	8	16/67	RKO	RKO-1	3.0
3.1	3.4	2.7	4.1	3.0	15	WKQX 101.1	CHR	10	9	4	8	11	21/52	EASTMAN		4.0
3.5	3.2	3.2	3.1	2.9	16	WJJD 1160	BBnd	17	28	29	23	19	15/73	MMR	ABC-I	3.1
2.3	2.9	3.4	3.5	2.7	17	WXRT 93.1	AOR	20	15	3	9	14	14/78	SELCOM		3.7
2.1	2.6	2.1	2.5	2.6	18	WUSN 99.5	Ctry	18	10	14	16	13	16/68	SELCOM	ABC-D	2.9
1.0	3.2	2.8	1.7	2.5	19	WOJO 105.1	Span	26	12	13	13	15	7/159	LOTUS		0.6
3.4	3.1	3.5	2.3	2.3	20	WLUP 97.9	AOR	14	7	10	15	20	24/45	MMR		3.9
1.8	1.9	2.1	2.3	1.9	21	WAIT 820	BBnd	23	29	31	27	24	17/63	KATZ		0.9
2.4	1.6	1.7	1.6	1.7	22	WJEZ 104.3	Ctry	22	21	21	19	17	19/57	MMR	RKO-2	1.8
2.5	2.6	2.5	2.2	1.4	23	WJPC 950	Blk	19	8	18	20	23	27/40		NBN	1.3
1.0	1.1	0.9	0.7	1.3	24	WCFL 1000	A/C	21	19	24	26	25	25/44		MBS	0.8
1.8	1.9	1.9	1.2	1.3	24	WFMT 98.7	Clas	25	26	26	22	22	20/55	CMBS		2.5

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# SUPERSTAR CONCERTS

WESTWOOD ONE

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

FALL '82	FALL '83	FALL '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
8.1	8.8	8.2	1	WKRC 101.9	CHR	2	1	3	4	8	16/69	KATZ		9.2
8.6	5.6	7.9	2	WKRC 550	A/C	1	7	8	6	1	18/60	KATZ	ABC-E	6.2
7.8	8.8	7.6	3	WWEZ 92.5	BM	7	12	9	8	3	12/92	CBS SPOT		5.4
9.5	8.8	7.2	4	WEBN 102.7	AOR	3	4	1	1	7	16/66	TORBET		10.4
7.1	6.2	6.6	5	WRRM 98.5	A/C	5	8	2	2	2	15/73	BLAIR		7.1
7.2	6.6	6.2	6	WCKY 1530	N/T	8	16	15	13	11	14/78	CBS SPOT	CBS	4.7
--	6.2	5.9	7	WLLT 94.9	A/C	6	5	4	3	4	16/68	HILLIER		7.4
5.1	3.7	5.7	8	WBLZ 103.5	Urbn	9	3	5	5	10	13/84	MASLA	SHRDN	7.8
5.8	7.5	5.4	9	WLW 700	A/C	4	10	11	10	6	21/51	EASTMAN	NBC	5.0
7.4	7.5	4.9	10	WUBE 105.1	Ctry	10	9	12	7	5	14/79	McGAVREN		5.7
2.1	2.7	4.5	11	WSKS 96.5	AOR	11	2	6	9	14	15/74	BLAIR	RKO-1	6.5
3.2	3.0	4.2	12	WKXF 94.1	Ctry	12	13	10	12	9	14/76	CHRISTAL		4.5
3.6	2.3	4.1	13	WCIN 1480	Blk	14	6	7	11	12	12/93	W & P	NBN	3.3
4.3	3.8	3.2	14	WMLX 1230	BBnd	15	21	22	22	16	11/99	McGAVREN		2.7
1.5	2.1	2.0	15	WSAI 1360	Ctry	13	14	18	15	13	24/45	CHRISTAL	AP	2.1
0.8	1.4	1.7	16	WLYK 107.1	BM	16	17	16	14	15	15/71	GROSKIN		1.3
1.5	0.9	1.1	17	WNOP 740	Jazz	21	22	14	17	18	10/108		UPI	0.6
0.7	0.4	1.0	18	WHIO-FM 99.1	BM	19	18	17	16	19	14/80	CHRISTAL		0.9

Continued on Page 91

# 11

**WESTWOOD ONE**

## OFF THE RECORD

**WITH MARY TURNER**

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



## Cleveland #21



FALL '82	WINTER '83	SPRING '83	SUMMER '83	FALL '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	7.8	8.2	8.9	10.2	1	WMMS 100.7	AOR	2	2	1	1	2	12/90	KATZ	NBC-S	14.9
5.9	7.3	7.3	9.8	8.1	2	WGCL 98.5	CHR	1	1	3	3	7	16/67	MMR	ABC-F	8.8
7.9	8.7	7.2	9.4	7.3	3	WDOK 102.1	BM	5	21	9	7	5	12/87	McGAVREN		5.9
6.7	8.1	7.3	5.9	7.2	4	WQAL 104.1	BM	7	19	10	10	4	11/95	CHRISTAL		5.7
6.2	6.4	6.5	7.0	7.0	5	WBBG 1260	BBnd	8	15	20	12	11	11/95	EASTMAN		6.5
7.7	6.4	5.7	5.9	6.6	6	WMJI 105.7	A/C	3	6	2	2	1	16/70	EASTMAN		5.9
4.3	3.2	4.5	5.2	5.3	7	WZAK 93.1	Urbn	12	3	4	5	8	12/93	SELCOM	CBS-R	8.4
5.5	4.2	4.1	4.7	4.7	8	WZZP 106.5	A/C	6	8	5	4	3	18/59	CHRISTAL	AP	4.1
3.5	2.9	4.5	2.6	4.5	9	WKSW 99.5	Ctry	14	7	7	6	6	12/89	BLAIR	RKO-2	4.3
4.4	4.8	3.9	3.8	4.2	10	WERE 1300	N/T	9	14	17	14	13	18/61	MMR	MBS	3.9
5.3	5.3	5.3	3.6	3.8	11	WDMT 107.9	Urbn	11	4	6	8	12	16/67	HILLIER	RKO-1	3.8
5.1	3.8	3.5	3.9	3.8	11	WHK 1420	Ctry	4	11	12	11	10	26/42	KATZ	NBC	2.6
2.3	3.0	3.1	2.4	3.6	13	WJW 850	N/T	15	16	19	15	15	15/74	RKO	ABC-D	2.6
3.6	4.2	3.7	3.5	3.1	14	WGAR 1220	A/C	10	10	8	9	9	22/50	BLAIR	ABC-E	3.2
2.4	3.8	2.1	1.9	2.7	15	WABQ 1540	Rel	20	17	21	20	18	8/139	LOTUS	SHRDN	2.2
2.7	2.3	2.9	2.4	2.4	16	WCLV 95.5	Clas	17	23	16	13	14	16/68	CMBS		2.5
3.2	2.3	4.6	4.9	1.9	17	WWWE 1100	A/C	13	12	15	17	16	28/38	McGAVREN	CBS	1.7
2.2	3.3	2.4	2.3	1.6	18	WJMO 1490	Blk	18	13	14	16	17	23/48	MASLA	NBN	2.6
2.6	1.8	1.3	0.9	1.5	19	WRQC 92.3	CHR	16	5	11	18	19	30/36	MASLA	ABC-R	1.7

## Demographic Rank

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

## Format Reach

A/C	16.3
AOR	10.2
BBnd	7.0
Blk/Urbn	10.7
BM/Easy	14.5
CHR	9.6
Clas	2.4
Ctry	8.3
News	3.9
Rel	2.7
Talk	3.9

# #1 WHERE IT COUNTS!



## ADULTS

#1 12-24

12-34

12-44

12-49

12-54

12-64

18-24

18-34

18-44

18-49

18+

25-34

25-44

## WOMEN

#1 18-24

18-34

18-44

18-49

18-54

## MEN

#1 12-24

12-34

12-44

12-49

12-54

12-64

12+

18-24

18-34

18-44

18-54

18-64

18+

25-34

25-44

25-49

25-54

25-64

\*CLEVELAND METRO SURVEY AREA  
MON-SUN 6AM - MIDNIGHT  
FALL 1983 ARBITRON

# WMMS 100.7 FM

**Anaheim-Santa Ana-Garden Grove #19**

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FALL '82	SPRING '83	FALL '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
1.3	2.4	1.5	26	KWIZ 1480	A/C	22	34	25	22	17	23/47	TORBET
2.2	2.3	1.0	28	XTRA 690	CHR	17	6	31	31	32	40/27	MMR

**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 KIIS	1 KIIS	1 KIIS	1 KIIS
2 KLOS	2 KHTZ	2 KMET	2 KBIG	2 KABC	2 KBIG
3 KIIS	3 KBIG	3 KLOS	3 KOST	3 KBIG	3 KOST
4 KRTH	4 KOST	4 KABC	4 KHTZ	4 KRTH	4 KRTH
5 KROQ-FM	5 KROQ-FM	5 KRTH	5 KRTH	5 KNX	5 KFI
6 KKHR	6 KWIZ-FM	6 KBIG	6 KWIZ-FM	6 KNOB	6 KJOI
7 KABC	7 KRTH	7 KROQ-FM	7 KFI	7 KMET	7 KABC
8 KUTE	8 KMET	8 KNX	8 KROQ-FM	8 KLAC	8 KNOB
9 KEZY	9 KUTE	9 KKHR	9 KJOI	9 KMPC	9 KWIZ-FM
10 KFI	10 KIQQ	10 KFI	10 KIQQ	10 KFI	10 KHTZ

**Format Reach**

A/C	11.0
AOR	13.2
BBnd	1.6
Blk/Urbn	1.8
BM/Easy	17.2
CHR	22.1
Clas	1.6
Ctry	5.4
Jazz	1.5
News	6.7
Talk	5.5

**Boston #7**

Continued from Page 76

**Demographic Rank**

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

**Format Reach**

A/C	32.1
AOR	8.8
BBnd	4.3
Blk/Urbn	1.6
BM/Easy	9.0
CHR	14.9
Clas	1.1
Ctry	1.0
Gold	1.1
News	5.1
Talk	4.3

**Chicago #3**

Continued from Page 82

**Demographic Rank**

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

**Format Reach**

A/C	11.8
AOR	8.2
BBnd	4.8
Blk/Urbn	11.0
BM/Easy	5.3
CHR	15.1
Clas	1.3
Ctry	7.9
News	5.5
Span	2.5
Talk	13.8



FALL '82	FALL '83	FALL '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
12.6	12.6	12.6	1	WLVO 96.3	AOR	3	2	1	1	5	11/103	KATZ	
6.9	10.4	11.0	2	WBNS-FM 97.1	BM	5	10	8	7	3	11/100	BLAIR	
11.2	9.0	10.6	3	WTVN 610	A/C	1	6	6	5	2	16/66	KATZ	ABC-E
8.6	8.2	9.7	4	WXGT 92.3	CHR	2	1	3	3	7	15/71	EASTMAN	CBS-R
8.3	7.0	8.4	5	WSNY 94.7	A/C	6	8	2	2	1	14/76	MMR	
7.0	9.1	7.7	6	WVKO 1580	Urbn	10	3	4	4	4	8/135	MMR	NBN
6.1	8.9	5.9	7	WNCI 97.9	CHR	4	4	5	6	6	21/51	CHRISTAL	ABC-C
5.5	4.1	4.9	8	WCOL 1230	BBnd	8	14	12	12	11	14/76	EASTMAN	CBS
1.8	4.3	4.6	9	WRMZ 99.7	Ctry	9	7	7	8	8	15/73	McGAVREN	MBS
5.8	5.1	3.9	10	WBNS 1460	A/C	7	19	9	9	10	21/53	BLAIR	ABC-I
6.5	3.2	3.6	11	WMNI 920	Ctry	11	9	13	11	9	15/74	McGAVREN	MBS
4.1	3.0	2.6	12	WHOK 95.5	Ctry	12	12	10	10	12	15/73		AP
2.0	2.5	1.5	13	WBBY 103.9	Jazz	13	13	14	13	13	20/55		RKO-2
1.8	1.2	1.3	14	WRFD 880	A/C	14	16	11	14	14	16/69	PRO RADIO	ABC-D
0.7	0.5	1.1	15	WLOH 1320	A/C	17	20	20	17	15	9/116	REGIONAL	AP
--	0.6	1.0	16	WCKX 106.3	Ctry	16	11	15	15	16	16/69	REGIONAL	

## Demographic Rank

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

## Format Reach

A/C	25.3
AOR	12.6
BBnd	4.9
Blk/Urbn	7.7
BM/Easy	11.0
CHR	15.6
Ctry	11.8
Jazz	1.5

# Dallas-Ft. Worth #10



FALL '82	WINTER '83	SPRING '83	FALL '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
7.9	8.3	7.6	10.8	1	KVIL-FM 103.7	A/C	1	9	1	1	1	12/93	BLAIR		11.5
5.9	6.0	6.5	7.7	2	KRLD 1080	News	2	14	14	9	4	15/71	KATZ	CBS	5.5
7.1	7.2	6.6	6.0	3	KMEZ-FM 100.3	BM	9	16	18	11	5	12/94	McGAVREN		3.9
8.3	7.2	7.4	6.0	3	KSCS 96.3	Ctry	3	7	9	3	2	16/69	EASTMAN		7.9
5.3	5.6	5.6	5.6	5	KKDA-FM 104.5	Urbn	11	3	5	5	7	12/90	SELCOM	AP	8.1
5.7	4.5	5.9	5.5	6	KPLX 99.5	Ctry	10	8	6	2	3	13/86	RKO	AP	6.0
4.8	6.0	6.0	5.4	7	WBAP 820	Ctry	5	12	12	7	6	15/71	EASTMAN	ABC-I	7.4
4.9	4.8	5.0	4.9	8	KZEW 97.9	AOR	8	4	2	4	14	17/64	MMR	NBC-S	7.3
4.6	5.0	5.4	4.7	9	KEGL 97.1	AOR	4	2	7	10	12	20/55	HILLIER	ABC-C	5.2
3.2	4.7	4.5	4.6	10	KAFM 92.5	CHR	6	1	8	12	19	18/60	TORBET		6.0
3.8	5.1	3.7	4.6	10	KNOK-FM 107.5	Urbn	13	6	4	8	8	10/108	W & P	RKO-1	3.5
3.4	4.4	4.3	4.5	12	KTXQ 102.1	AOR	7	5	3	6	10	18/59	CHRISTAL	ABC-R	5.7
5.1	3.4	3.1	3.6	13	KOAX 105.3	BM	14	29	22	15	11	12/87	GROUP W		1.8
3.4	3.0	3.0	2.7	14	KMGC 102.9	A/C	12	13	10	13	9	18/59	SELCOM		2.3
2.8	2.5	2.4	2.4	15	KLVU 98.7	A/C	15	11	11	14	13	18/61	CBS SPOT	ABC-F	1.4
1.0	1.6	1.6	1.9	16	KPBC 1040	Rel	22	10	17	16	15	8/142			1.2
--	--	--	1.4	17	KJIM 870	Ctry	25	26	28	27	28	8/139	P MILLER		--
4.1	2.6	2.6	1.4	17	KRQX 570	Gold	16	25	15	18	17	22/48	MMR	ABC-E	1.2
--	--	--	1.4	17	KSSA 1270	Span	24	30	13	17	18	8/132	CABALLERO	UPI	0.3
1.1	1.4	1.7	1.2	20	KAAM 1310	Gold	17	24	19	19	16	22/50	TORBET		0.4
1.5	1.9	1.6	1.1	21	KIXK 106.1	Gold	18	20	16	20	21	22/48	ROSLIN	CBS-R	1.1
1.2	1.2	1.3	1.1	21	WRR 101.1	Clas	19	22	23	21	20	21/53	CMBS	ABC-D	0.5
--	--	1.6	1.0	23	KESS 94.1	Span	29	23	26	24	25	9/117	CABALLERO		0.3
1.7	0.9	0.9	1.0	23	KLIF 1190	Ctry	20	15	24	25	24	22/49	RKO	MBS	1.5
0.7	0.4	0.7	1.0	23	KVIL 1150	A/C	21	21	21	23	22	15/71	BLAIR		0.3

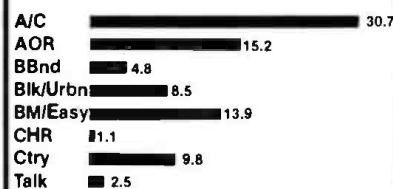
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FALL '83	FALL '83	FALL '83	12+ ACH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
15.1	10.4	13.9	1	WHIO-FM 99.1	BM	2	14	6	2	1	11/101	CHRISTAL	
13.3	12.6	12.4	2	WTUE 104.7	AOR	1	1	1	1	3	13/82	McGAVREN	
10.9	9.9	9.1	3	WHIO 1290	A/C	3	9	13	8	7	15/71	CHRISTAL	CBS
7.3	7.1	7.5	4	WONE 980	Ctry	5	12	7	4	2	15/72	McGAVREN	
5.9	5.8	5.8	5	WDAO 107.7	Blk	9	3	5	7	5	12/94	EASTMAN	SHRDN
6.9	5.5	5.4	6	WING 1410	A/C	4	8	4	5	4	21/51	KATZ	ABC-I
3.9	4.4	5.4	6	WVUD 99.9	A/C	6	7	2	3	6	18/62	MASLA	CBS-R
--	4.8	4.9	8	WYMJ 103.9	A/C	7	4	3	6	8	17/64	TORBET	RKO-1
3.9	6.4	4.8	9	WJAI 92.9	BBnd	10	19	21	14	11	13/86	KATZ	ABC-D
1.8	2.7	3.0	10	WLW 700	A/C	8	16	12	11	9	23/48	EASTMAN	NBC
0.9	1.0	2.8	11	WSKS 96.5	AOR	11	2	9	13	16	21/52	BLAIR	RKO-1
4.6	4.7	2.7	12	WBLZ 103.5	Urbn	12	5	8	9	12	18/60	MASLA	SHRDN
5.3	6.7	2.5	13	WAVI 1210	Talk	15	23	26	21	14	12/91	EASTMAN	ABC-E
2.0	2.1	2.3	14	WBZI 95.3	Ctry	13	17	11	10	10	19/58		RKO-2
--	2.4	1.8	15	WPFB-FM 105.9	A/C	14	10	10	12	13	23/48	LOTUS	MBS
0.6	0.9	1.1	16	WKRO 101.9	CHR	16	6	14	16	21	24/45	KATZ	
0.4	0.5	1.1	16	WPTW 1570	A/C	18	26	20	17	17	18/60	REGIONAL	

## 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 WHIO-FM	1 WHIO-FM	1 WHIO-FM
2 WING	2 WVUD	2 WING	2 WTUE	2 WONE	2 WONE
3 WVUD	3 WYMJ	3 WHIO-FM	3 WVUD	3 WTUE	3 WVUD
4 WSKS	4 WDAO	4 WONE	4 WYMJ	4 WING	4 WYMJ
5 WONE	5 WHIO-FM	5 WVUD	5 WONE	5 WDAO	5 WDAO
6 WYMJ	6 WBLZ	6 WDAO	6 WDAO	6 WVUD	6 WHIO
7 WBZI	7 WPFB-FM	7 WSKS	7 WING	7 WHIO	7 WING
8 WDAO	8 WONE	8 WHIO	8 WBLZ	8 WLW	8 WTUE
9 WHIO-FM	9 WING	9 WLW	9 WHIO	9 WYMJ	9 WBZI
10 WBLZ	10 WSKS	10 WYMJ	10 WPFB-FM	10 WBZI	10 WJAI

## Format Reach





# Denver-Boulder #23

FALL '82	WINTER '83	SPRING '83	FALL '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
9.5	8.9	9.4	8.9	1	KOSI 101.1	BM	2	8	12	4	1	12/89	GROUP W		6.9
6.6	6.0	6.0	7.3	2	KOA 850	Talk	1	14	15	12	4	17/65	KATZ	CBS	6.6
3.9	3.5	3.1	6.5	3	KPKE 95.7	CHR	4	1	5	6	15	16/67	HILLIER		11.7
3.9	5.7	6.0	5.9	4	KYGO 98.5	Ctry	9	12	9	8	3	12/88	BLAIR		5.2
4.2	3.7	3.7	5.2	5	KBCO 97.3	AOR	12	6	1	1	7	12/89	MASLA		4.7
5.5	6.4	6.7	5.1	6	KBPI 105.9	AOR	3	3	2	2	11	21/52	SELCOM		6.2
5.0	6.1	5.4	4.6	7	KOAG 103.5	CHR	6	5	3	5	9	20/55	KATZ	CBS-R	5.4
4.4	4.0	4.3	4.5	8	KHOW 630	A/C	11	16	13	7	2	16/68	EASTMAN	RKO-1	3.0
5.9	5.3	4.3	4.4	9	KLIR 100.3	A/C	10	13	4	3	5	17/66	CHRISTAL		2.8
4.5	4.9	5.3	4.2	10	KIMN 950	CHR	5	4	7	9	8	23/47	BLAIR	ABC-C	5.0
3.7	3.3	4.1	4.1	11	KVOD 99.5	Clas	13	17	14	13	6	13/85	CMBS		4.3
5.9	5.3	5.6	4.0	12	KAZY 106.7	AOR	7	2	6	11	18	21/52	McGAVREN	NBC-S	4.3
3.5	4.2	5.0	3.8	13	KEZW 1430	BBnd	15	28	21	18	19	12/89	CHRISTAL	MBS	3.9
4.7	5.3	4.6	3.5	14	KPPL 107.5	A/C	8	9	8	10	10	21/51	MMR		3.5
3.2	4.4	4.3	3.3	15	KLZ 560	Ctry	14	10	17	16	12	14/75	McGAVREN	ABC-I	4.1
2.6	1.9	1.8	2.6	16	KNUS 710	N/T	16	27	23	19	17	16/69	SELCOM	ABC-I	1.7
2.7	1.7	2.3	2.2	17	KRZN 1150	Gold	17	21	10	14	13	17/65	W & P		1.5
1.4	1.9	1.8	2.0	18	KBRQ-FM 105.1	Ctry	18	22	16	17	14	16/66	TORBET	ABC-E	3.4
1.2	1.5	1.3	2.0	18	KTCL 93.3	AOR	20	24	11	15	16	11/95	PRO RADIO		1.7
1.9	1.5	1.6	1.3	20	KDEN 1340	News	19	23	26	29	23	26/41	SAVALLI	NBC	1.3
1.7	1.5	1.2	1.1	21	KDKO 1510	Urbn	22	7	19	20	20	17/65	R A LAZAR		2.5

Continued on Page 91

97.3 FM

## DENVER'S 18-49 LEADER\*

\*Denver Fall 1983 Arbitron

## Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WEBN	1 WRRM	1 WEBN	1 WRRM	1 WKRC	1 WRRM
2 WSKS	2 WKRC	2 WSKS	2 WLLT	2 WEBN	2 WLLT
3 WRRM	3 WLLT	3 WKRC	3 WKRC	3 WLW	3 WKRC
4 WKRC	4 WBLZ	4 WRRM	4 WBLZ	4 WWEZ	4 WUBE
5 WBLZ	5 WEBN	5 WLW	5 WKRC	5 WRRM	5 WWEZ
6 WLLT	6 WWEZ	6 WKRC	6 WUBE	6 WUBE	6 WKRC
7 WCIN	7 WCIN	7 WBLZ	7 WWEZ	7 WLLT	7 WKXF
8 WKRC	8 WKRC	8 WLLT	8 WEBN	8 WCKY	8 WBLZ
9 WLW	9 WKXF	9 WWEZ	9 WKXF	9 WKRC	9 WLW
10 WKXF	10 WSKS	10 WUBE	10 WCIN	10 WKXF	10 WCIN

## Format Reach

A/C	25.8
AOR	11.7
BBnd	3.2
Blk/Urbn	9.8
BM/Easy	10.3
CHR	8.2
Ctry	11.1
Jazz	1.1
News	3.1
Talk	3.1

## Dallas-Ft. Worth #10

Continued from Page 88

## 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 KVIL-FM	1 KVIL-FM	1 KVIL-FM	1 KVIL-FM
2 KTXQ	2 KNOK-FM	2 KTXQ	2 KSCS	2 KRLD	2 KMEZ-FM
3 KVIL-FM	3 KAFM	3 KZEW	3 KKDA-FM	3 KPLX	3 KSCS
4 KPLX	4 KKDA-FM	4 KPLX	4 KNOK-FM	4 WBAP	4 KKDA-FM
5 KKDA-FM	5 KZEW	5 KRLD	5 KMEZ-FM	5 KSCS	5 KPLX
6 KEGL	6 KMGC	6 WBAP	6 KPLX	6 KMEZ-FM	6 WBAP
7 KNOK-FM	7 KEGL	7 KSCS	7 KAFM	7 KTXQ	7 KRLD
8 KSCS	8 KLVU	8 KKDA-FM	8 KMGC	8 KZEW	8 KMGC
9 WBAP	9 KPLX	9 KEGL	9 KEGL	9 KKDA-FM	9 KNOK-FM
10 KRQX	10 KSCS	10 KNOK-FM	10 WBAP	10 KEGL	10 KOAX

## Format Reach

A/C	16.9
AOR	14.1
Blk/Urbn	10.2
BM/Easy	9.6
CHR	4.6
Clas	1.1
Ctry	19.3
Gold	3.7
News	7.7
Rel	1.9
Span	2.4

## Denver-Boulder #23

Continued from Page 90

## Demographic Rank

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

## Format Reach

A/C	12.4
AOR	16.3
BBnd	3.8
Blk/Urbn	1.1
BM/Easy	8.9
CHR	15.3
Clas	4.1
Ctry	11.2
Gold	2.2
News	2.6
Talk	8.6

# Detroit #6

FALL '82	WINTER '83	SPRING '83	SUMMER '83	FALL '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	9.1	8.8	14.6	9.6	1	WJR 760	Misc	1	14	13	7	1	14/80	EASTMAN	NBC	10.8
6.6	6.1	7.0	6.5	7.3	2	WJOI 97.1	BM	7	21	18	9	3	12/91	CBS SPOT		4.8
5.5	5.5	4.8	4.4	6.3	3	WWJ 950	News	4	20	15	13	7	14/75	CBS SPOT	CBS	5.9
3.9	4.3	3.6	3.5	6.0	4	WMJC 94.7	A/C	8	11	2	1	2	14/78	MMR	RKO-1	4.5
5.1	5.7	6.3	5.8	5.3	5	WDRQ 93.1	Urbn	10	5	3	3	5	13/83	HILLIER		6.1
4.3	3.9	5.4	5.7	5.3	5	WLLZ 98.7	AOR	3	1	5	6	13	18/62	McGAVREN		7.4
5.4	5.9	6.1	5.2	5.3	5	WRIF 101.1	AOR	2	3	1	2	11	18/59	BLAIR	ABC-R	7.5
4.7	4.0	4.7	6.2	5.0	8	WJLB 97.9	Blk	9	4	6	5	8	15/72	MASLA		5.4
4.8	6.1	4.7	5.2	4.5	9	WNIC-FM 100.3	A/C	6	7	4	4	4	19/56	RKO		6.6
5.6	4.4	5.5	4.5	3.9	10	WXYZ 1270	Talk	13	16	22	21	17	14/76	BLAIR	ABC-I	3.9
4.9	4.0	4.5	3.3	3.8	11	WHYT 96.3	CHR	5	2	7	12	16	24/46	EASTMAN	ABC-C	3.8
4.0	3.4	3.6	2.8	3.5	12	WVWW 106.7	Ctry	15	15	14	8	6	13/84	CHRISTAL	AP	3.6
2.8	4.0	3.3	3.2	3.1	13	WCZY 95.5	A/C	12	8	9	11	10	19/56	TORBET	CBS-R	3.2
3.5	3.5	3.7	3.6	2.9	14	WOMC 104.3	A/C	14	12	8	10	9	18/60	KATZ	RKO-2	2.3
1.7	2.2	1.8	2.1	2.4	15	WJZZ 105.9	Jazz	17	19	10	14	12	18/61	W & P		2.8
2.2	1.3	1.8	1.9	2.3	16	WCXI-FM 92.3	Ctry	18	13	19	17	14	18/59	CBS-FM	ABC-E	2.1
1.8	2.4	1.4	1.4	2.2	17	CKJY 93.9	BBnd	23	26	29	27	21	12/94	CHRISTAL		0.6
2.3	2.9	2.4	1.9	2.2	17	WCXI 1130	Ctry	19	27	21	20	15	16/69	CBS-FM	MBS	1.8
2.8	3.5	3.5	2.4	1.9	19	WABX 99.5	CHR	11	6	11	15	24	33/33	SELCOM	NBC-S	2.8
2.9	2.0	2.2	1.5	1.8	20	CKLW 800	CHR	16	18	16	18	19	26/42	CHRISTAL		1.2
1.9	1.8	1.1	1.0	1.6	21	WLBS 102.7	Urbn	20	10	12	16	23	19/56	UNIREP		1.5
1.4	1.8	1.6	1.6	1.5	22	WQRS 105.1	Clas	22	28	23	23	20	17/64	CMBS		1.5
1.8	1.3	1.4	1.4	1.3	23	WGPR 107.5	Blk	21	9	20	22	25	20/53	R A LAZAR	SHRDN	1.3
1.6	1.7	1.1	1.8	1.3	23	WHND 560	Gold	24	30	17	19	18	17/65	MMR	ABC-C	1.8
0.5	0.5	0.8	1.2	1.0	25	WQBH 1400	Blk	25	24	24	24	22	19/57			0.7

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# 11

**WESTWOOD ONE**

## SPECIAL EDITION

WITH SID McCOY

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



# Greensboro-Winston Salem-High Point #47

FALL '82	FALL '83	FALL '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
14.9	16.1	16.6	1	WTQR 104.1	Ctry	1	6	4	1	1	10/112	McGAVREN		18.1
8.8	9.2	8.5	2	WQMG 97.1	Blk	8	4	1	2	3	8/133	HILLIER	CBS-R	6.6
--	3.6	7.2	3	WMAG 99.5	A/C	2	5	3	3	2	13/81	MMR	RKO-2	11.0
5.4	5.8	6.7	4	WSJS 600	News	3	13	11	8	6	14/78	McGAVREN	NBC	6.0
6.1	3.4	6.5	5	WKZL 107.5	AOR	5	3	2	4	8	12/91	KATZ	ABC-R	7.9
8.3	7.1	6.4	6	WGLD 100.3	BM	6	14	10	7	4	12/92	CHRISTAL		7.1
5.9	7.4	4.8	7	WSEZ 93.1	CHR	4	2	6	6	7	17/66	TORBET	RKO-1	7.0
6.5	5.4	4.1	8	WRQK 98.7	CHR	7	10	5	5	5	17/63	CHRISTAL	MBS	3.9
3.3	3.2	3.6	9	WDCG 105.1	CHR	10	1	7	9	15	12/89	TORBET		5.8
2.6	3.3	3.5	10	WEAL 1510	Blk	14	9	9	12	10	9/120	HILLIER	SHRDN	2.0
3.7	3.5	3.3	11	WAAA 980	Blk	12	7	8	11	11	10/108	PRO RADIO	NBN	1.1
2.6	3.3	2.5	12	WBIG 1470	BBnd	9	24	16	19	17	17/62	EASTMAN	CBS	2.4
1.4	1.8	2.4	13	WHPE 95.5	Rel	15	26	18	15	13	12/88			1.2
3.2	3.1	2.2	14	WAIR 1340	Blk	11	8	12	13	14	17/64	TORBET		3.4
0.7	0.7	2.2	14	WPCM 101.1	Ctry	17	17	14	10	9	11/96	MEDIA		1.6
1.1	1.5	2.0	16	WWMO 102.1	Rel	13	15	17	14	12	17/65			1.9
0.9	1.0	1.9	17	WSMX 1500	Ctry	22	11	13	16	16	8/136		SHRDN	0.3
1.8	2.5	1.7	18	WMFR 1230	A/C	16	27	19	17	18	15/72	MMR	ABC-I	0.6
1.0	0.7	1.2	19	WBUY 1440	A/C	20	25	27	31	31	16/69	TN SPOT		0.7
1.2	0.7	1.2	19	WTNC 790	A/C	29	31	31	23	23	7/157			0.2

## Demographic Rank

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

## Format Reach

A/C	11.3
AOR	6.5
BBnd	2.5
Blk/Urbn	17.5
BM/Easy	6.4
CHR	12.5
Ctry	20.7
News	6.7
Rel	4.4

## Hartford-New Britain

#39



FALL '83	SPRING '83	FALL '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
21.1	19.7	21.1	1	WTIC 1080	A/C	1	7	5	2	1	11/99	KATZ	NBC	17.4
11.1	12.5	11.5	2	WTIC-FM 96.5	CHR	2	1	1	1	2	15/75	KATZ		19.5
6.4	11.6	8.6	3	WRCH 100.5	BM	5	13	8	4	3	11/100	CHRISTAL	ABC-E	5.9
5.4	5.8	5.7	4	WHCN 105.9	AOR	4	3	2	3	11	17/63	MASLA	ABC-R	8.2
6.0	4.6	5.4	5	WKSS 95.7	BM	8	14	14	8	4	13/82	MMR		4.8
5.0	3.6	4.5	6	WRCQ 910	BBnd	12	22	18	15	12	11/101	CHRISTAL	ABC-D	1.8
5.9	4.4	4.1	7	WCCC-FM 106.9	AOR	6	2	3	9	13	22/49	SELCOM	NBC-S	8.1
4.2	4.4	4.0	8	WDRC-FM 102.9	A/C	3	5	4	5	6	25/43	McGAVREN		6.0
3.8	2.9	3.5	9	WPOP 1410	News	7	15	15	12	9	22/50	EASTMAN	CBS	2.3
3.1	4.3	3.3	10	WIOF 104.1	A/C	9	10	7	7	5	21/52	EASTMAN	CBS-R	3.3
3.2	2.7	3.3	10	WWYZ 92.5	A/C	11	12	6	6	7	18/59	CBS-FM	RKO-1	2.1
3.3	3.0	2.9	12	WDRC 1360	A/C	10	11	11	10	8	24/46	McGAVREN		1.7
2.0	2.2	2.5	13	WKND 1480	Blk	16	6	10	11	10	9/118	ROSLIN	NBN	0.8
2.0	1.6	1.5	14	WAQY 102.1	AOR	13	4	13	16	23	30/36	EASTMAN	ABC-C	2.4
1.7	1.1	1.4	15	WKCI 101.3	A/C	15	8	12	13	14	24/44	McGAVREN		1.0
1.1	1.4	1.3	16	WPLR 99.1	AOR	14	9	9	14	17	31/35	CHRISTAL		1.9

## Demographic Rank

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

## Format Reach

A/C	36.0
AOR	12.6
BBnd	4.5
Blk/Urbn	2.5
BM/Easy	14.0
CHR	11.5
News	3.5

# Honolulu #50



FALL '82	SPRING '83	FALL '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	9.0	19.1	1	KSSK 590	A/C	1	5	3	2	1	10/114	EASTMAN	
6.9	7.9	13.1	2	KULA 92.3	A/C	2	3	1	1	2	13/81	EASTMAN	
--	9.1	9.0	3	KPOI-FM 97.5	AOR	4	1	2	3	11	13/85	RKO	
8.3	7.6	7.4	4	KUMU-FM 94.7	BM	7	17	7	5	3	11/101	TORBET	
6.3	6.3	6.3	5	KKUA 690	A/C	3	6	4	4	4	20/55	SELCOM	RKO-1
8.7	9.9	5.9	6	KQMQ 93.1	CHR	5	2	5	6	9	19/58	SELCOM	RKO-1
4.6	5.4	5.0	7	KCCN 1420	Misc	9	7	11	9	5	13/83	W & P	
8.3	7.1	4.3	8	KIKI 830	CHR	6	4	6	8	12	24/45	MASLA	ABC-C
3.6	2.5	4.3	8	KORL 650	BBnd	13	22	18	11	10	11/97	CHRISTAL	
5.0	5.2	4.0	10	KHVH 990	News	8	18	12	12	8	17/62	HILLIER	NBC
5.6	6.0	3.6	11	KMAI 93.9	Misc	10	8	8	7	6	16/66	MASLA	
4.7	3.9	3.4	12	KDEO 940	Ctry	11	12	9	10	7	16/69	MASLA	MBS
4.7	2.4	2.2	13	KGU 760	N/T	12	23	14	14	14	22/48	BLAIR	CBS
1.2	1.3	1.9	14	KSHO 96.3	Jazz	15	11	10	13	13	15/75	ROSLIN	
3.0	2.9	1.7	15	KUMU 1500	BM	14	16	15	15	15	21/52	TORBET	
1.4	0.7	1.5	16	KZOO 1210	Misc	18	15	20	22	18	11/98		
1.5	2.6	1.2	17	KOHO 1170	Misc	16	14	22	23	21	16/68		

## Demographic Rank

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

## Format Reach

A/C	38.5
AOR	9.0
BBnd	4.3
BM/Easy	9.1
CHR	10.2
Ctry	3.4
Jazz	1.9
Misc	11.3
News	5.1
Talk	1.1



## Houston-Galveston #8

R&amp;R

FALL '82	WINTER '83	SPRING '83	SUMMER '83	FALL '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
--	4.8	5.3	7.6	7.7	1	KKBQ-FM 92.2	CHR	1	1	1	3	8	13/83	EASTMAN	ABC-F	8.8
6.6	7.5	7.2	6.9	7.5	2	KIKK-FM 95.7	Ctry	2	8	7	1	1	12/94	TORBET		8.9
5.4	5.2	6.0	4.4	6.9	3	KILT-FM 100.3	Ctry	3	7	5	2	2	12/90	BLAIR		5.7
4.7	7.6	7.5	7.0	6.7	4	KODA 99.1	BM	5	13	10	10	4	12/92	GROUP W		5.5
7.9	7.6	6.9	7.2	6.4	5	KMJQ 102.1	Urbn	4	3	3	4	5	13/86	McGAVREN		9.4
4.1	4.2	7.3	5.8	5.6	6	KSRR 98.5	AOR	6	4	2	6	9	14/77	HILLIER	ABC-R	7.8
6.0	6.7	5.9	5.8	5.2	7	KFMK 97.9	A/C	7	9	6	5	3	15/75	SELCOM		4.5
3.9	4.3	3.6	3.8	5.0	8	KPRC 96.0	News	11	26	18	11	10	13/82	CBS SPOT	NBC	3.0
6.9	6.0	4.9	4.6	4.9	9	KLOL 101.9	AOR	8	2	4	9	13	15/70	CHRISTAL	NBC-S	5.9
7.1	4.5	4.2	6.0	4.7	10	KRLY 93.7	Urbn	12	5	8	7	6	13/85	MASLA	CBS-R	7.0
5.4	5.0	4.5	5.9	4.1	11	KTRH 740	Talk	9	29	20	12	12	16/66	CHRISTAL	CBS	5.2
5.0	4.6	4.9	5.0	4.0	12	KRBE-FM 104.1	A/C	10	11	9	8	7	16/66	KATZ		4.6
2.9	3.1	5.4	4.0	3.8	13	KQUE 102.9	A/C	13	14	22	18	11	10/104	RKO	ABC-E	3.6
2.9	3.1	2.9	2.2	2.1	14	KILT 610	Ctry	14	12	15	16	14	19/57	BLAIR		1.1
5.3	4.0	2.4	2.4	2.1	14	KKBQ 790	CHR	15	6	11	14	18	18/59	EASTMAN	ABC-F	2.2
1.8	2.0	1.8	1.8	1.9	16	KLEF 94.5	Clas	16	10	17	19	16	14/77	CMBS		1.8
--	1.4	1.6	1.0	1.7	17	KEYH 850	Span	27	28	12	13	25	8/130	LOTUS		0.4
0.9	0.7	1.0	0.9	1.7	17	KGOL 107.5	Rel	19	18	13	17	15	11/95		UPI	1.0
3.1	1.3	1.1	1.5	1.5	19	KLAT 1010	Span	26	24	14	15	22	9/115	CABALLERO		0.9
2.0	2.6	1.2	1.3	1.3	20	KXYZ 1320	Span	20	15	16	20	17	13/85	P-W RADIO		1.4
0.8	0.7	0.9	2.0	1.2	21	KCOH 1430	Blk	25	22	25	23	20	13/85	ROSLIN	SHRDN	1.2
0.7	--	0.6	0.3	1.1	22	KJOJ 106.9	Rel	23	27	23	22	21	14/79	SWAGGART		0.8
--	0.5	--	--	1.0	23	KFRD 980	Span	29	19	29	24	24	9/128			1.1
0.9	1.4	1.4	1.1	1.0	23	KIKK 650	Ctry	21	25	28	25	19	17/64	TORBET		1.1
0.5	0.8	1.2	1.2	1.0	23	KNUZ 1230	Gold	22	21	26	21	23	16/66	RKO	ABC-D	0.9

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The Rock of Houston

97 Rock

An abc owned radio station

KSRR HOUSTON

# **KKBQ - Houston**

## **79Q & 93-FM**

### **Home of the Q-Zoo**



**Now Houston's #1 Station  
in Total Share and Adults 18-34**



**HARTE-HANKS RADIO**

SOURCE: Fall Arbitron AQH MSA.