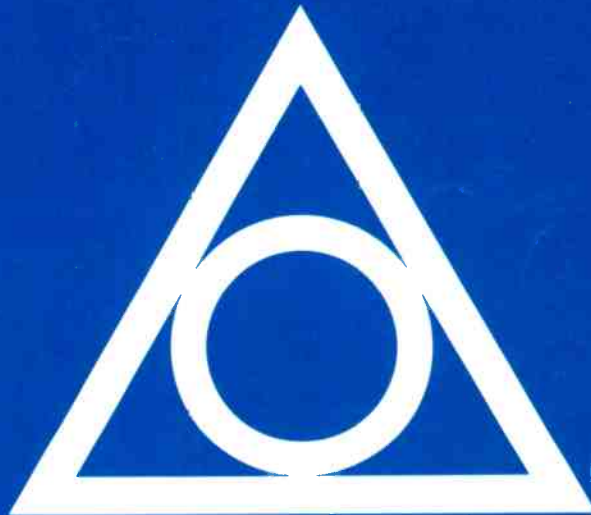




RADIO & RECORDS

RATINGS REPORT & DIRECTORY



INTEREP

Durpetti & Associates
Hillier, Newmark, Wechsler & Howard
Major Market Radio
McGavren Guild Radio
Weiss & Powell

SPRING '86 ARBITRON & BIRCH RESULTS FOR TOP 100 MARKETS —

DRIVETIME DOMINATORS — FORMAT LEADERS — UPDATED INDUSTRY DIRECTORY

the best of everything!

With the joining of the Westwood One Radio Networks and The Mutual Broadcasting System the dream became a reality – for us *and* you – because what we *have* you *get*: the best of everything. In programming and audience.

More than 5,000 stations strong, we are by far the largest source of exposure on American radio. We bring the Music, News, Concerts, Sports, Talk and Major Events of America to America...and the World.

Since bringing our forces together, Mutual has experienced a phenomenal growth of 25% in the most important adult demographic: Adults 25-54*. When it's News, Talk and Sports you want, you get the best from Mutual.

Westwood One continues to dominate the field of Entertainment and Special programming. We present more Music, Interviews, Concerts, Countdowns and Big Events than anyone (over 30 regularly scheduled programs a week and 40 specials a year). And we've revolutionized the world of Music Marketing with our Media-Driven concepts.

From the heights of our ratings to the depths of our resources: We dream; We innovate; We achieve and deliver...the best of everything!



WESTWOOD ONE RADIO NETWORKS

MUTUAL BROADCASTING SYSTEM

World Headquarters: 9540 Washington Boulevard
Culver City, California (213) 204-5000

*Radar 32, Volume 2 (Fall 1985) Mon.-Sun., 6 AM-12 MID.

CROSS PLUGSSM

Introducing Cross-PlugsSM, a major new development in promoting adult music radio stations on television.

Cross-PlugsSM is pure tactical television—using a powerful, immediate call to action to promote the station's product itself *without contests or giveaways*.

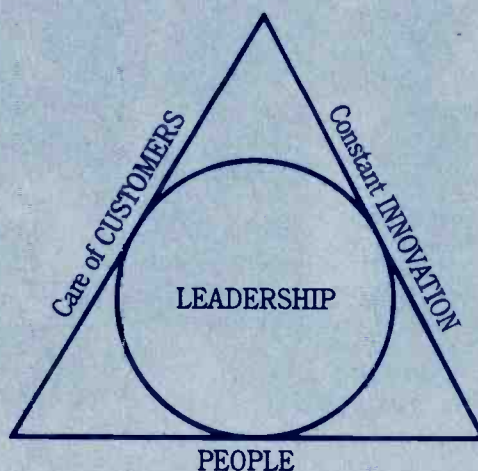
Cross-PlugsSM debuts in several major markets this fall. Let the people who created Direct-TVSM, the most powerful tactical television campaign ever produced for radio stations, introduce you to Cross-PlugsSM now.

Stop at Booth #401 or visit the Film House suite at the Marriott.

filmhouse
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Care of Customers, Constant Innovation and Care for People driven by strong leadership form the strategic guidelines that serve to distinguish INTEREP from its competition. INTEREP is committed to providing superior service to its

clients and customers. Ever-expanding areas of growth are identified and pursued with a spirit of teamwork. The standard for modern national radio representation starts here—with the INTEREP blueprint for success.



INTEREP

Durpetti & Associates
Hillier, Newmark, Wechsler & Howard
Major Market Radio
McGavren Gullid Radio
Weiss & Powell

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DIRECTORY

Radio Group Owners

Ackerley Communications

1111 Third Avenue, Suite 2888

Seattle, WA 98101

(206) 624-2888

President: Barry Ackerley

Seattle	KJR
Portland	KSGO & KGON

Adams Communications

109 Bushaway Road, Suite 100

Wayzata, MN 55391

(612) 473-5434

President: Paul Brissette

St. Louis	WRTH & KEZK
Memphis	WDIA & WHRK
Grand Rapids	WLAV-AM & FM

Affiliated Broadcasting

135 Morrissey Blvd.

P.O. Box 2337

Boston, MA 02107

(617) 929-3178, 79

President: John Giuggio

Seattle	KMPS-AM & FM
Phoenix	KONC
Sacramento	KRAK & KSKK
Jacksonville	WOKV & WAIV
Fresno	KFYE

Albimar Communications

60 State Street, Suite 408

Boston, MA 02109

(617) 742-4910

President: Skip Finley

Omaha	KEDS & KEZO
Salt Lake City	KDAB-FM

Allegheny Mountain Network

P.O. Box 247

Tyrone, PA 16686

(814) 238-0792

President: Cary Simpson

Johnstown, PA	WIYQ
Bellefonte, PA	WBLF
Coudersport, PA	WFRM-AM & FM
St. Mary's-Ridgway, PA	WKBI-AM & FM
Tyrone-State College, PA	WTRN & WGMR
Wellsboro, PA	WNBT-AM & FM

All Pro Broadcasting

1710 E. 11th Street

Los Angeles, CA 90059

(213) 564-7951

President: Willie Davis

Los Angeles	KACE
Houston	KYOK
Seattle	KQIN
Milwaukee	WLUM & WAWA

American Media

66 Colonial Drive

East Patchogue, NY 11772

(516) 475-5200

President: Alan Beck

Long Island	WALK-AM & FM
Baltimore	WLIF
San Antonio	KSMG
Orlando	WOCL

Anderson Stations

6535 West Jewell

Denver, CO 80226

(303) 922-5511

President: George Anderson

Denver	KRKS
Newton, KS	KJRG & KOEZ
Scott City, KS	KFLA & KEZU
Columbus, NE	KJSK & KLIR

Aries Communications

1623 Fifth Avenue

San Rafael, CA 94901

(415) 456-1510

President: Art Astor

San Francisco	KTIM-AM & FM
Orange, CA	KIKF-FM

Bahakel Communications

P.O. Box 32488

Charlotte, NC 28232

(704) 372-4434

President: Cy Bahakel

Chattanooga	WDDO-AM & FM
Charleston, SC	WXLY
Colorado Springs	KILO
Lynchburg, VA	WWOD & WKZZ
Waterloo, IA	KXEL & KOKZ
Bowling Green, KY	WLBJ-AM & FM
Greenwood, MS	WABG
Kingsport, TN	WKIN & WZXY

Beach-Schmidt Group

2300 Hall, Box 817

Hays, KS 67601

(913) 625-2578

Executive VP: Bob Schmidt

Alliance, NE	KCOW & KAAQ
Goodland, KS	KLOE
Hays, KS	KAYS
North Platte, NE	KOOQ & KELN
Plainview, TX	KVOP & KATX
St. Joseph, MO	KFEQ

Beasley Broadcast Group

200 West Ash Street, Box 1355

Goldboro, NC 27530

(919) 734-8000

President: George Beasley

Philadelphia	WXTU
Cleveland	WDMT
Mobile	WMOO & WBLX
Augusta, GA	WGAC
Evansville	WYNG
Charleston, WV	WTIP & WWSR
Conway, SC	WLAT & WYAV
Fayetteville, NC	WFAI & WKML
Reidsville, NC	WWMO
Kingston, NC	WFTC & WRNS
Des Moines, IA	KFMD
Miami, FL	WPOW

Belo Broadcasting

Communications Center

Dallas, TX 75202

(214) 748-9631

President: Ward Huey

Dallas	KRQX & KZEW
Denver	KOA & KOAQ

John Blair & Co. (Owned Stations Division)

1290 Avenue of the Americas

New York, NY 10104

(212) 603-5000

Owned Stations Division President: Jim Hilliard

Boston	WHDH & WZOU
Dallas	KVIX & KVIL
Tampa	WFLA & WPDS
Indianapolis	WIBC & WNAF

Bloomington Broadcasting Corp.

236 Greenwood Avenue

Bloomington, IL 61702

(309) 829-1221

President: Timothy Ives

Grand Rapids	WKLO
Chattanooga	WGOW & WSKZ
Johnson City, TN	WJCW & WQUT
Bloomington, IL	WJBC & WBNQ

Bonneville International

Broadcast House

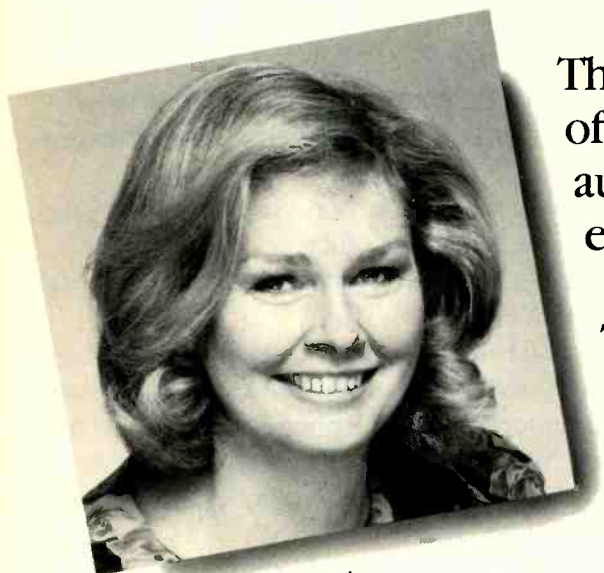
Salt Lake City, UT 84180-1160

(801) 575-7500

President: Rodney Brady

New York	WNSR
Los Angeles	KBIG
Chicago	WCLR
San Francisco	KXLR & KOIT
Dallas	KAAM & KAFM
Seattle	KIRO & KSEA
Kansas City	KMBZ & KMBR
Salt Lake City	KSL

Why our salespeople spend two weeks a year working at our client stations.



Ellen Hulleberg, President
McGavren Guild Radio

This is the year to keep "Right On Track" of what's happening in the economy, audience trends and advertising expenditures.

We realize that being "Right On Track" means providing you with the type of distinctive service that you expect. Getting first hand knowledge of the stations we represent and the markets they're located in, is just one of the ways we do this.

Our salespeople will spend two weeks this year working at our client stations. They are there to collect qualitative station and market facts that will enable us to better understand the needs and unique attributes of our clients. In 1985, our salespeople made over 300 trips to our client stations, and in 1986 we are beating this record.

Our innovative approach to serving clients better than any other representative is why we have maintained our leadership position in the industry.



McGAVREN GUILD RADIO
Innovative Leadership

Mary Beth Garber knows more about the New York market because she's been there.



WBLS Personality Kenny Webb,
Mary Beth Garber and WBLS
GSM Maury Warsbauer.



Mary Beth with Orion Pictures
VP/Dir. of Media Services Sue Taylor.

McGavren Guild Radio salespeople will spend two weeks this year working at our client stations.

We feel that this type of first hand information is why McGavren Guild Radio salespeople know their markets, stations and the radio industry better than any other rep.

That's why Mary Beth Garber, Vice President/Sales Manager from our Los Angeles office, recently traveled throughout New York to visit a few advertisers and work at WQXR, WAPP/WHN, and WBLS.

"Each market has its own pace and personality while each station has its own place in the market. By visiting New York, I experienced the WBLS phenomenon. I can truly comprehend the unique relationship of WQXR with the New York community. Until you've met a 'Mets fan,' you can't really understand what the Mets mean to WHN. My agencies and clients count on me more because my information is based on first hand experience."

At McGavren Guild Radio we believe the best way for a national rep to sell beyond the numbers is to have reliable, first hand station and market knowledge through regular visits to our client stations.



McGAVREN GUILD RADIO
Innovative Leadership

WQXR President/GM Warren Bodou,
VP Sales Simona McCray
and Mary Beth.



Mary Beth with
Dancer Fitzgerald Sample
VP/Assoc. Buying Director
Sam Michaelson.



Mary Beth
with WQXR Announcer
George Edwards.



WAPP/WHN Dir. Creative
Services Susan Storms,
NSM Rae Carole Fischer,
AE Neil Atkinson,
SM Judy Ellis and
Mary Beth.

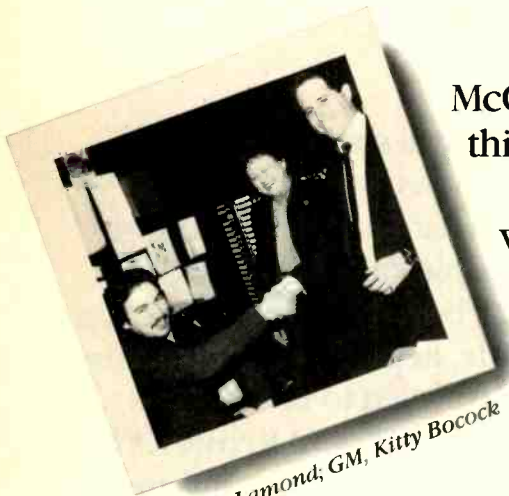


Mary Beth with
WQXR NSM Diana Mayo.



WBLS PD B.K. Kirkland
with Mary Beth.

Larry Julius knows more about WYRK because he's been there.



DJ, John Lamond; GM, Kitty Bocock
and Larry Julius

McGavren Guild Radio salespeople will spend two weeks this year working at our client stations.

We feel that this type of first hand information is why McGavren Guild Radio salespeople know their markets, stations and the radio industry better than any other rep.

That's why Larry Julius, Account Executive from our New York office, recently traveled to Buffalo to work at WYRK.

"I like to be the best I can at what I do. Working at WYRK gave me an opportunity to see first hand what makes them and the Buffalo market unique. I may never be as knowledgeable as a local salesperson, but now I am better equipped to accurately represent the station."

At McGavren Guild Radio we believe the best way for a national rep to sell beyond the numbers is to have reliable, first hand station and market knowledge through regular visits to our client stations.



McGAVREN GUILD RADIO
Innovative Leadership



Kitty Bocock; Sales Manager, Bill Newton; PD, Ken Johnson and Larry



Larry and Ken Johnson

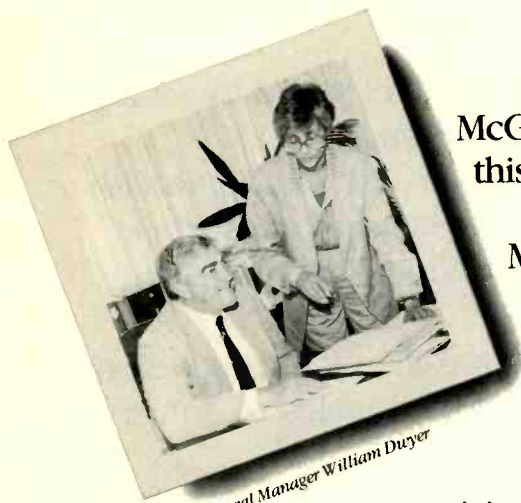


WYRK Sales Meeting



Salesman, Mike Doller;
Kitty Bocock and Larry

Valerie Tuttle knows more about KFAC and KNBR/KYUU because she's been there.



KNBR General Manager William Dwyer and Valerie.

McGavren Guild Radio salespeople will spend two weeks this year working at our client stations.

We feel that this type of first hand information is why McGavren Guild Radio salespeople know their markets, stations and the radio industry better than any other rep.

That's why Valerie Tuttle, Regional Manager from our Detroit office, recently traveled to Los Angeles and San Francisco to work at KFAC and KNBR/KYUU.

"I experienced such a feeling of energy and spirit of teamwork at KYUU that I can't wait to visit again. You really have to see San Francisco to appreciate the typography and importance of KNBR's AM signal. KFAC is in a class by itself—the station is phenomenal."

At McGavren Guild Radio we believe the best way for a national rep to sell beyond the numbers is to have reliable, first hand station and market knowledge through regular visits to our client stations.

Valerie, KNBR General Sales Manager Dave Kendrick and Sales Manager David Bramnick

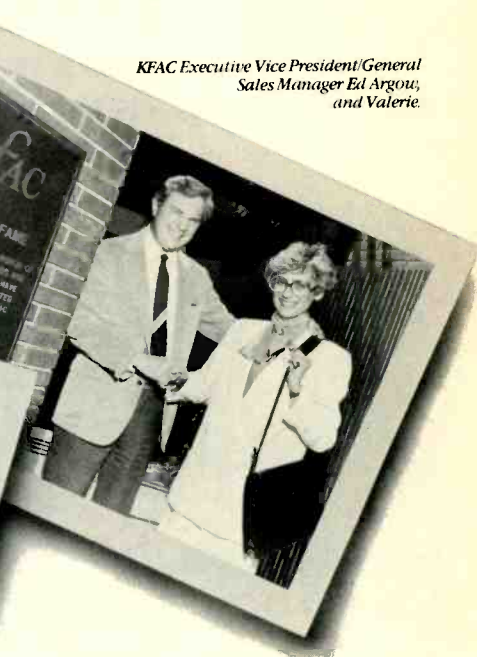


KFAC National Sales Manager Susan Wallace, Promotion & Advertising Director Susan Tudisco, Valerie and Sales Assistant Denise Roberts



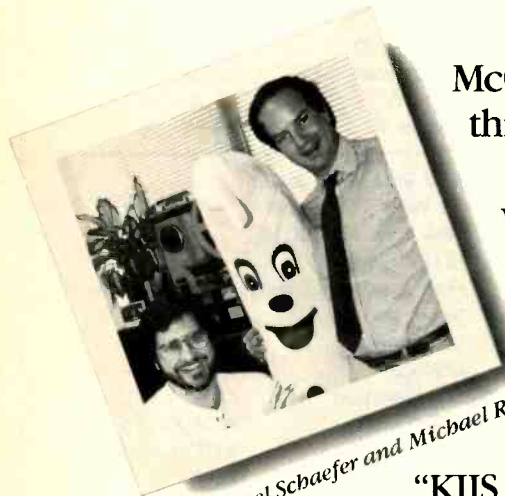
KYUU Vice President General Manager Terry DeVoto, General Sales Manager Bob Barnett and Valerie

KFAC Executive Vice President/General Sales Manager Ed Argow, and Valerie.



MCGAVREN GUILD RADIO
Innovative Leadership

Michael Rich knows more about KIIS because he's been there.



PD, Michael Schaefer and Michael Rich

McGavren Guild Radio salespeople will spend two weeks this year working at our client stations.

We feel that this type of first hand information is why McGavren Guild Radio salespeople know their markets, stations and the radio industry better than any other rep.

That's why Michael Rich, Vice President/Sales from our New York office, recently traveled to Los Angeles to work at KIIS.

"KIIS has a personality all it's own. By being with the people at the station I know why they are a top-rated station and how they got there. That's more important in helping me represent them than the numbers."

At McGavren Guild Radio we believe the best way for a national rep to sell beyond the numbers is to have reliable, first hand station and market knowledge through regular visits to our client stations.

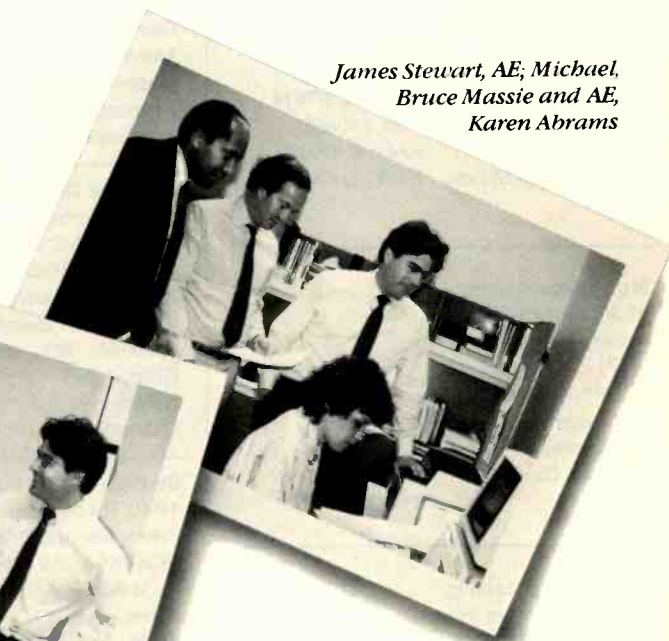
*Michael with President/GM,
Wally Clark*



*DJ, Paul Freeman
with Michael*



*Michael
and National Sales
Manager, Bruce Massie*



*James Stewart, AE; Michael,
Bruce Massie and AE,
Karen Abrams*



M^cGAVREN GUILD RADIO
Innovative Leadership

DIRECTORY

Radio Group Owners

Booth American

333 West Fort St.
Detroit, MI 48226
(313) 965-3360

President: John Booth

Detroit	WJLB
Cleveland	WRMR & WLTF
Cincinnati	WWNK-AM & FM
Toledo	WTOD & WKKO
Saginaw	WSGW & WIOG
South Bend, IN	WZZP

Brill Media

420 Northwest 5th Street, Box 3353
Evansville, IN 47708
(812) 423-6200

President: Alan Brill

Duluth	WEBC & WAVC-FM
Fargo-Moorhead, ND-MN	KQWB-AM & FM
Lancaster, PA	WIOV-FM
Jefferson City, MO	KLIK & KTXV
Colonial Heights, VA	WPVA & WKHK-FM
Reading, PA	WHUM

Broadcast Properties

1700 Kyle South, Suite 100
College Station, TX 77840
(409) 693-7356

President: Barry Turner

Boise	KIYS
Tyler, TX	KDOK & KEYP
Panama City, FL	WKSD & WPFM
Grand Junction, CO	KIO & KVEE
Santa Fe, NM	KAFE & KKSS
Bryan-College Station, TX	KAGC & KKYS

Brown Broadcasting

9230 Wilshire Blvd.
Beverly Hills, CA 90212
(213) 274-8411

VP: Michael Brown

San Diego	KGB & KPDP
Sacramento	KXOA
Salt Lake City	KKAT
Fresno	KYNO

Buckley Broadcasting

166 West Putnam Avenue
Greenwich, CT 06830
(203) 661-4307

President: Richard Buckley, Jr.

San Fernando (L.A.)	KGIL-AM & FM
San Francisco	KKHI-AM & FM
Hartford	WDRG-AM & FM
Syracuse, NY	WSEN-AM & FM
Modesto-Merced	KUBB
Monterey-Salinas	KWAV
Portland, ME	WYNZ-AM & FM

Capital Cities/ABC

24 East 51st Street
New York, NY 10022
(212) 421-9595



Radio President: James Arcara

New York	WABC & WPLJ
Los Angeles	KABC & KLOS
Chicago	WLS-AM & WYTZ
San Francisco	KGO
Washington	WMAL & WRQX
Detroit	WJR & WHYT
Dallas	WBAP & KSCS
Atlanta	WKHX & WPLO
Providence	WPRO-AM & FM
Minneapolis	KQRS-AM & FM

Capitol Broadcasting Co.

2619 Western Blvd., Box 12000
Raleigh, NC 27605
(919) 821-8500

President: Jim Goodman

Kansas City	KBEQ
San Antonio	KISS
Richmond, VA	WRNL & WRXL
Raleigh	WRAL
Huntington, WV	WKEE-AM & FM
Cocoa Beach, FL	WSTF

Capitol Broadcasting Corp.

917 Western America Circle, Suite 500
Mobile, AL 36609
(205) 343-1000

President: Ken Johnson

Louisville	WRKA
Birmingham	WMJJ
Mobile	WKSJ-AM & FM
Statesville-Charlotte	WLTV
Charleston, WV	WCAW & WVAF
Statesville, NC	WDRV

Caravelle Broadcast Group

212 S. Tryon Street
Charlotte, NC 28282
(704) 333-6062

President: Howard Schrott

CEO: Robert Beacham

Greenville, NC	WISP & WQDW
Gulfport, MS	WQFX-AM & FM
Kokomo, IN	WIOU & WZWZ
Charleston, SC	WKCN & WDXZ

Cariboo Central Interior Radio

1940 Third Avenue
Prince George, British Columbia V2M 1G7
(604) 564-2524

President: R.A. East

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

Carlson Communications International

Box 7040
Salt Lake City, UT 84107
(801) 268-8181

President: Ralph J. Carlson

Salt Lake City	KRSP-AM & FM
Caldwell, ID	KLCI
Cottonwood, AZ	KSMK
Elko, NV	KRJC
Nampa, ID	KNPA

CBS Broadcast Group

51 West 52nd Street
New York, NY 10019
(212) 975-4321

President/Radio Division: Robert Hosking

New York	WCBS-AM & FM
Los Angeles	KNX & KKHR
Chicago	WBBM-AM & FM
San Francisco	KCBS & KRQR
Philadelphia	WCAU-AM & FM
Boston	WHTT
Houston	KLTR
Washington	WLTT
Dallas	KTXQ
St. Louis	KMOX & KHTR
Tampa	WSUN & WYNF

Central Broadcasting Group

Box 1646
Richmond, IN 473375
(317) 962-6533

President: William Quigg

Chillicothe, OH	WBEX & WKKJ
Richmond, IN	WKBV & WRJA
Adrian, MI	WABJ & WQTE
Marion, IN	WBAT

Century Broadcasting

875 N. Michigan Avenue
Chicago, IL 60611
(312) 922-1000

President: Howard Grafman

Chicago	WAIT & WLOO
San Francisco	KMEL
Denver	KLSC
St. Petersburg	WLFF

Citadel Communications

3438 N. Country Club
Tucson, AZ 85716
(602) 795-1490

President: Fritz Bessemyer

Tucson	KAIR & KJYK
Colorado Springs	KKFM

CKO, Inc.

30 Carlton Street
Toronto, Ontario M5B 2E9
(416) 591-1222

President: Stan M. Stewart

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

MORE PROGRAMMING THAT WINS

Special Programming from ABC Radio Networks wins big audiences, ratings and profits—and offers an unbeatable variety of programs to choose from:



AMERICAN COUNTRY COUNTDOWN

The weekly Country Music show that reaches America's heartland!

AMERICAN TOP 40 WITH CASEY KASEM *

The single most listened to weekly radio program in the world!

GORDON WILLIAMS BUSINESS REPORT

Daily hot-line to the world of business and finance!

KENTUCKY DERBY/ PREAKNESS STAKES/ BELMONT STAKES

Horse racing's most exciting and prestigious events—all 3 jewels in the Triple Crown!

MUSIC OF AMERICA

Country Music concerts that spotlight the foremost performers in America today!

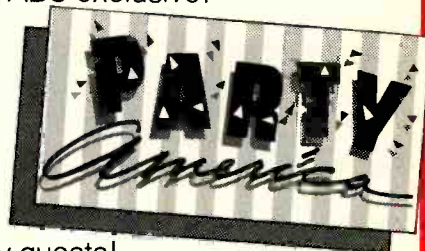


NBA CHAMPIONSHIPS

Basketball's most important and thrilling annual event—an ABC exclusive!

PARTY AMERICA

The weekly party that never stops, continuous music sweeps & celebrity guests!



POWERCUTS

The weekly rock Superstation with the latest breaking music news.

ROCKLINE

The original hot-line to today's superstars!

SUPERGROUPS IN CONCERT

Premier showcase for rock's finest concerts. Special Programming from ABC Radio Networks. For more information call Beverly Padratzki at (212) 887-5218.

* Radar 33 Vol. 3

FROM ABC RADIO NETWORKS



U.S. Tape & Label
Saint Louis, Missouri

For the Best in a TRAVELING BILLBOARD® (Bumper Strip or Window Label) call Byron Crecelius, person to person, COLLECT 314-423-4411.

DIRECTORY

Radio Group Owners

Clear Channel Communications

175 East Houston Street, Suite 500
San Antonio, TX 78205
(512) 225-4231

President/CEO: L. Lowry Mays

New Orleans	WQUE-AM & FM
San Antonio	WOAI & KAJA
Oklahoma City	KTOK & KJYO
Tulsa	KBBJ & KMOD
Austin	KPEZ
New Haven	WELI
Beaumont-Port Arthur	KALO & KHYS
Louisville	WHAS & WAMZ

Communications Investment Corp.

312 East South Temple
Salt Lake City, UT 84111
(801) 364-3561

Exec. VP: Homer K. Peterson

Salt Lake City	KALL & KLCY-FM
Boise	KGEM & KJOT
Idaho Falls, ID	KUPI & KQPI
Missoula, MT	KLCY & KYSS
Vernal, UT	KVEL & KUIN

Communications Properties, Inc.

One Dubuque Plaza
Dubuque, IA 52001
(319) 582-7570

President: Philip Kelly

Green Bay, WI	WNFL
Fargo, ND	KFGO
Albert Lea, MN	KATE & KCPI
Dubuque, IA	WDBQ & KLYV

Community Service Broadcasting

108 N. 10th Street
Mt. Vernon, IL 62864
(618) 242-4023

President: Bill Glassman

Jackson, TN	WDXI & WRJX
Wheeling, WV	WKWK-AM & FM
Murphysboro, IL	WTAO-FM
McLeansboro, IL	WMCL

Compass Communications

1100 Larkspur Landing Circle, Suite 315
Larkspur, CA 94939
(415) 461-8550

Managing Partners: Herb Victor & Don Curran

Wichita	KICT
Colorado Springs	KSSS & KVUU
Marina, CA	KBOQ
Salina, KS	KNNN

Community Pacific Broadcasting Corp.

933 N. Main Street
Salinas, CA 93906
(408) 422-7484

President: Charles Banta

Salinas, CA	KTOM-AM & FM
Modesto, CA	KFIV-AM & FM
Eugene, OR	KEED & KSND
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Savannah	WWJD & WEAS
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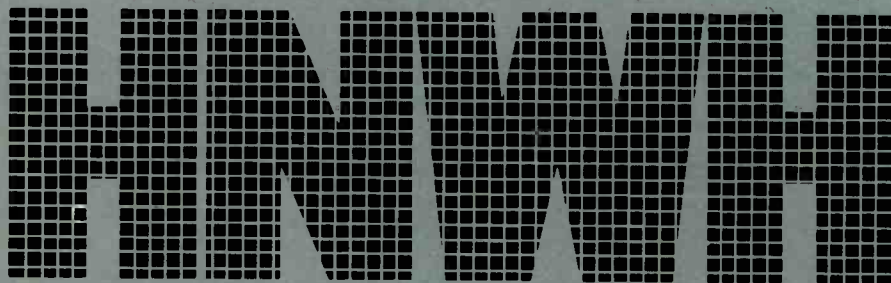
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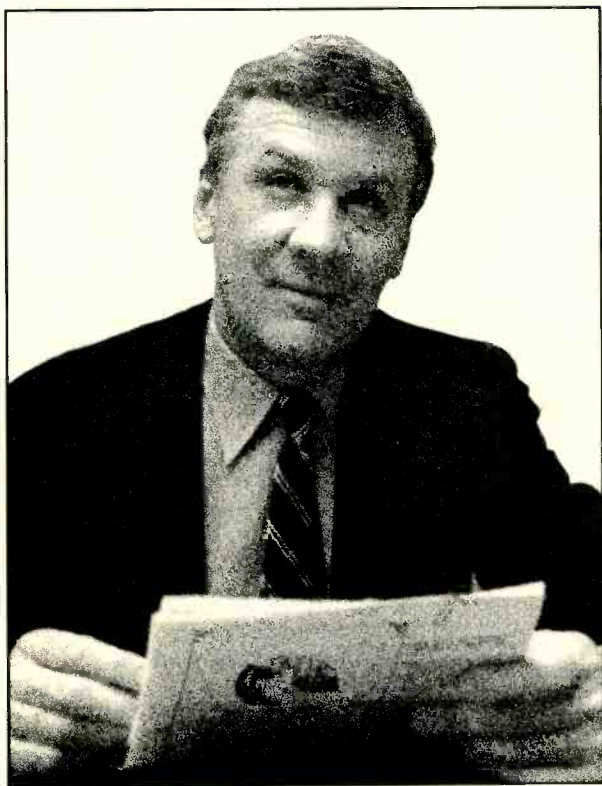
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Cleveland, OH 44115

(216) 781-3010

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Minneapolis	WDGY & KEEY
Cleveland	WHK & WMMS
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(803) 278-4644

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Tuscaloosa, AL	WRLX & WFFX
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Washington, DC 20036

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President: Randy Moffat

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

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820 North LaSalle Street

Chicago, IL 60610

(312) 329-4000

Broadcasting Division Manager: Robert Neff

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Tampa	WGNB & WKES
Cleveland	WCRF
West Palm Beach	WRMB
Chattanooga	WMBW
Spokane	KMBI-AM & FM
Quad Cities	WDLN-AM & FM

Mortenson Broadcasting

333 West Vine Street

Vine Center, Suite 200

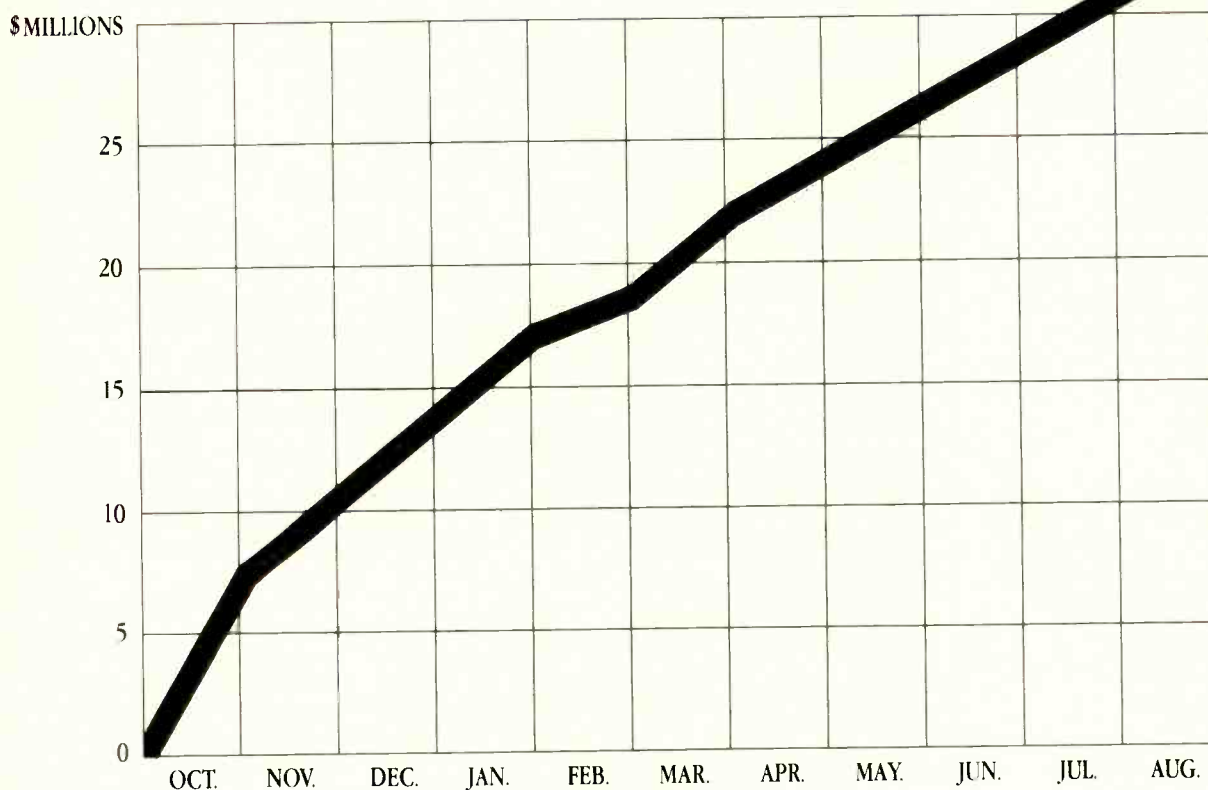
Lexington, KY 40507

(606) 252-1000

President: Jack Mortenson

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Cleveland	WSUM
Canton, OH	WTOF-AM & FM
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Shreveport	KEEL & KITT
Macon	WMAZ & WAYS
Asheville, NC	WWNC

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One Nationwide Plaza
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(614) 249-7676

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Cleveland	WGAR-AM & FM
Phoenix	KZZP-AM & FM
San Jose	KWSS
Columbus, OH	WNCI
Sacramento	KZAP
Winston-Salem	WKZL
Orlando	WBJW-AM & FM
Tucson	KNST & KRQQ
Las Vegas	KMJJ & KLUC
Seattle	KISW-FM*

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Exec. VP/Radio: Bob Mounty

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Chicago	WMAQ & WKQX
San Francisco	KNBR & KYUU
Boston	WJIB
Washington	WKYS

Newfoundland Broadcasting

Box 2020
St. John's, Newfoundland A1C 5S2
(709) 722-5015

President: G.W. Stirling

Argentia, NF	CFOZ
Bonavista, NF	CJOZ
Corner Brook, NF	CKOZ
Grand Falls, NF	CHOS
Marystown, NF	CIOZ
Red Rocks, NF	CKSS
St. John's, NF	CHOZ
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1422 Chestnut Street
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(215) 563-2910

President/Radio Division: Chuck Schwartz

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Indianapolis	WTUX & WTLC-FM
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Bristol, VA 24203
(703) 669-8112

President: W.L. Nininger

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Bristol, VA	WFHG & WXBQ
Henderson, KY	WKDQ
Paducah, KY	WKYX & WKYQ

Noalmark Broadcasting

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El Dorado, AR 71730
(501) 862-7777

President: William C. Nolan, Jr.

Fayetteville, AR	KKIX
El Dorado, AR	KELD & KAYZ
Hobbs, NM	KYKK & KZOR
Hot Springs, AR	KXOW & KLAZ
Kilgore, TX	KOCA & KKTIX

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Roseville, MN 55113
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Executive Director/Radio Network:

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Madison	WNWC
Duluth	KDNW
Waterloo, IA	KNWS-AM & FM
Fargo, ND	KFNW-AM & FM
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Ogden Newspapers

1500 Main Street
Wheeling, WV 26003

Radio Group VP: Robert Koon

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Moorehead, MN	KVOX

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(206) 340-1496

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Spokane	KZZU-AM & FM
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Fairbanks, AK	KIAK & KQRZ

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114 Lakeside Avenue
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(206) 324-2000

President: George Wilson

Seattle	KBLE
Phoenix	KASA & KMLE
Blaine, WA	KARI

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Broadcast House
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Providence, RI 02903
(401) 276-6200

VP/Radio: Joseph Chairs

Los Angeles	KIQQ
Philadelphia	WIOQ
Washington	WTOP & WTKS

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Box 1280
Boise, ID 83701
(208) 336-3670

President: Charles Wilson

Boise	KBOI & KQFC
Eugene, OR	KPNW-AM & FM
Chico, CA	KPAY-AM & FM
Ashland, OR	KCMX-AM & FM
Pocatello, ID	KSEI-AM & FM

Pacifica Foundation

5316 Venice Blvd.
Los Angeles, CA 90019
(213) 931-1625

Chairman: Jack O'Dell

New York	WBAI
Los Angeles	KPFK
San Francisco	KPFA & KPFB
Houston	KPFT
Washington	WPFW

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1801 Grand Avenue
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(515) 242-3500

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Quad Cities	WOC & KIIK
Des Moines	WHO & KLYF
Tallahassee	WTNT-AM & FM
Naples, FL	WNOG & WCVU

Park Communications

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Ithaca, NY 14851
(607) 272-9020

President: Roy Park, Sr.

New York	WPAT-AM & FM
Seattle	KEZX
Minneapolis	KJJO-AM & FM
Portland	KWJJ-AM & FM
Richmond, VA	WTVR-AM & FM
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We know what you need and how to get it. Some folks, though, will guar-

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PROFESSIONALS
WIN MAXIMUM
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Torbet Radio

TORBET



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(612) 339-0000

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President: Lou Buron

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Las Vegas	KXTZ
San Jose	KLZE

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(801) 486-3911

President: John Price

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Charleston, SC	WEZL
Wichita, KS	KKRD
Spokane	KGA & KDRK
Modesto, CA	KHYV & KBEE
Reno	KROW & KNEV
Wheeling, WV	WWVA & WOVK
Albuquerque, NM	KKOB-AM & FM

Price Communications

45 Rockefeller Plaza
New York, NY 10020
(212) 757-5600

President: Robert Price

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Detroit	WNIC-AM & FM
Nashville	WLAC-AM & FM
New Orleans	WTIX
Oklahoma City	KOMA & KIMY
West Palm Beach, FL	WIRK-AM & FM
Buffalo	WWKB
Ft. Wayne	WOWO & WIOE
Madison	WIBA-AM & FM

Pyramid Broadcasting

99 Revere Beach Parkway
Medford, MA 02155
(617) 396-1430

President: Richard Balsbaugh

Philadelphia	WPGR & WSNi
Boston	WXKS-AM & FM
Pittsburgh	WPIT-AM & FM
Buffalo	WNYS-AM & FM
Rochester, NY	WPXY-AM & FM

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124 N. Summit St., Suite 400
Toledo, OH 43604
(419) 248-2627

President: Frazier Reams, Jr.

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Flint	WGMZ & WWCK
Muskegon, MI	WKBZ
Whitehall, MI	WRNF

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Grand Rapids, MI 49503
(616) 459-4111

Executive VP: Donald Platt

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Binghamton, NY	WRSB & WAAL
Sharon, PA	WPIC & WYFM

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(804) 276-9339

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Charleston, SC	WLNK-AM & FM
Columbia, SC	WGAI & WWOK
Fayetteville, NC	WFLB
Wilmington, NC	WVBS-AM & FM
Ahoskie, NC	WRCS & WQDK
Cape Charles, VA	WWGH
Crewe, VA	WSVS-AM & FM
Dillon, SC	WDSC & WZNS
Waynesville, NC	WHCC & WQNS
Ocean City, MD	WETT & WWTR
Ocean City, NJ	WDVR
Surfside Beach, SC	WYAK-AM & FM

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1440 Broadway
New York, NY 10018
(212) 642-4000

President/Radio Division: Jerry Lyman

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Los Angeles	KRTH-AM & FM
Chicago	WFYR
San Francisco	KFRC
Boston	WRKO & WROR
Washington	WGMS-AM & FM
Ft. Lauderdale-	WAXY
Miami	
Memphis	WHBQ

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Box 3320
Jackson, MS 39207
(601) 948-1515

President: Zane Roden, Sr.

Jackson, MS	WOKJ & WJMI
Pensacola, FL	WBOP & WTKX
Gulfport, MS	WTAM & WGCM
Baldwyn, MS	WESE
Booneville, MS	WBIP-AM & FM
Tupelo, MS	WTUP

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2170 Piedmont Road NE
Atlanta, GA 30324
(404) 888-2000

President: R. Randall Rollins

Director of Radio: Jim Nesbit

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Chicago	WBEE
Norfolk	WRAP
Charleston, WV	WCHS & WBES
Wilmington, DE	WAMS

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(617) 665-0851

President: David Roth

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Ft. Pierce, FL	WIRA & WOVV
Cape Cod, MA	WKPE-AM & FM

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Baltimore, MD 21204
(301) 825-5400

President: Stuart Frankel

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Norfolk	WTJZ & WNVZ
Orlando	WCFI-FM

Saga Communications

400 Renaissance Center, Suite 2150
Detroit, MI 48243
(313) 567-4040

Broadcast President: Ed Christian

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Columbus, OH	WVVO & WSNY
Norfolk, VA	WNOR-AM & FM
Springfield, IL	WYMG & WLDS
Champaign, IL	WLRW

Salem Broadcasting

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Camarillo, CA 93010
(805) 987-0400

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Robert W. Ball

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Los Angeles	KKLA
San Francisco	KFAX
Boston	WEZE
Seattle	KGNW
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San Antonio	KSLR
Tulsa	KCFO-AM & FM
Knoxville	WRJZ
Santa Barbara	KGFT
Rosamund, CA	KAVC-FM
Oxnard, CA	KDAR
El Centro, CA	KGBA

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1 Tabor Center
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Denver, CO 80202
(303) 937-1200

Radio Division President: Toney Brooks

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Seattle	KLSY-AM & FM
San Diego	KWLT
Tampa	WKRL
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Ted Nixon

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Miami-Ft. Lauderdale	WMXJ-FM
Kansas City	KCKM-KFKF
Quad Cities	WMRZ
	WLLR
Laconia	WLNH-FM

Scripps-Howard Broadcasting

3001 Euclid Avenue
Cleveland, OH 44115
(216) 431-5555

President: Donald Perris

Baltimore	WBSB
Portland	KUPL-AM & FM
Memphis	WMC-AM & FM

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Coffeyville, KS 67337
(316) 251-2900

Chairman: R. M. Seaton

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Hastings, NE	KHAS
Manhattan, KS	KMAN & KMKF
Coffeyville, KS	KGGF & KQQF

Seehafer Broadcasting Corp.

3730 Mangin Street
Manitowoc, WI 54220
(414) 682-0351

President: Don Seehafer

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Two Rivers, WI	WQTC
Manitowoc, WI	WOMT
Rochester, MN	KWEB & WRCH
Beloit, WI	WGEZ

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Toronto, Ontario M4W 3M5
(416) 967-5550

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Calgary, AL	CFAC
Canmore-Banff, AL	CFHC
Edmonton, AL	CJCA & CIRK
Elkford, BC	CJEV
Grande Prairie, AL	CFGP
Lethbridge, AL	CJOC & CILA
Toronto, ON	CFNY
Vancouver, BC	CKWX & CKKS
Vernon, BC	CJIB
Victoria, BC	CJVI

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Stevens Point, WI 54481
(715) 346-7208

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Lansing, MI	WILS-AM & FM
Rockford, IL	WYBR & WXTA
Springfield, IL	WTAX & WDBR
Eau Claire, WI	WJJK & WBIZ
Sioux City, IA	KMNS & KSEZ
Stevens Point, WI	WXYQ & WSPT

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(505) 526-2496

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Burbank, CA 91510
(818) 845-4444

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Detroit	WCXI & WWWW
Dallas	KMGC
Pittsburgh	WTKN & WWSW
Atlanta	WFOX
Kansas City	WHB & KUDL

Shamrock Communications

149 Penn Avenue
Scranton, PA 18501
(717) 348-9108

VP/CEO: William Lynett

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Milwaukee	WQFM
Orlando	WDIZ
Tulsa	KMYZ
Wilkes-Barre-Scranton	WEJL & WEZX
Pryor, OK	KGCR

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(816) 263-1230

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Farmington, MO	KREI & KTJJ
Lebanon, MO	KJEL & KIRK
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(212) 355-5551

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Nashville	WSIX-AM & FM
Riverhead, NY	WRIV

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604 No. Kiwanis Plaza
Sioux Falls, SD 57104
(605) 334-1117

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Hot Springs, SD	KOBH-AM & FM
Jamestown, ND	KQDJ-AM & FM
Pierre, SD	KCCR & KNEY
Red Wing, MN	KCUE & KWNG
Watertown, SD	KWAT & KIXX
Yankton, SD	KYNT & KKYA

South Central Communications

P.O. Box 40506
Nashville, TN 37204
(615) 259-9393

Division VP: Glen Powers

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Knoxville	WEZK
Nashville	WZEZ

Southern Minnesota Broadcasting

122 Fourth Street SW
Rochester, MN 55902
(507) 286-1010

President: G. David Gentling

Lubbock, TX	KFMX-AM & FM
Sioux Falls, SD	KXRB & KIOV
Rapid City, SD	KKLS-AM & FM
Rochester, MN	KROC-AM & FM

SRO Broadcasting

Box 91723
Bellevue, WA 98009
(206) 455-8111

Director: Bill McMahon

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Racine, WI	WRKR-AM & FM
Las Vegas	KYYY
Richland, WA	KIOK
Boulder, CO	KDKO & KHIH

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Toronto, Ontario M4 1L6
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President: Allan Slaight

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Ottawa, ON	CJSB
St. Catharines, ON	CKTB & CHTZ
Toronto, ON	CFRB & CKFM

Statewide Broadcasting

950 North Federal Highway
Pompano Beach, FL 33062
(305) 781-9340

President/CEO: Scott Ginsburg

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Dallas	KLTY
Ft. Lauderdale	WVCG
Jacksonville	WAPE & WJAX

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WPLZ-FM Richmond, ranks **#1 FM, #1 music station**, and is one-tenth of a point off from tied for **#1 12+**!

WWDN-FM Columbia, SC hit the highest spot in its ratings history! Nobody does it better in the Columbia market!

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Chairman: Stanley Stauffer

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Amarillo, TX	KGNC-AM & FM
Shawnee, OK	KGFF

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(206) 455-8100

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Las Vegas	KYYX
Richland, WA	KIOK
Boulder, CO	KDKO & KBVL

Stoner Broadcasting System

3520 Beaver Avenue
Des Moines, IA 50310
(515) 274-9401

President: Glenn Bell

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Buffalo	WYRK
Rochester	WCMF
Dayton	WDAO & WWSN
Knoxville	WIMZ-AM & FM
Des Moines	KSO & KGGO
Huntington-Ashland,	WGNT & WAMX
WV-KY	
Cedar Rapids, IA	KHAK-AM & FM
Binghamton, NY	WNBF & WHWK

Suburban Radio Group

P.O. Box 128, 520 Hwy. 29S
Concord, NC 28025
(704) 788-3910

President: William R. Rollins

St. Croix, US V.I.	WSTX-AM & FM
Belmont, NC	WCGC
Blacksburg, VA	WVVV
Brunswick, GA	WYNR & WPIQ
Christiansburg, VA	WJJJ
Concord, NC	WEGO & WPEG
Orangeburg, SC	WDIX & WORG
Valdese, NC	WSVM

Sudbrink Broadcasting

801 SE 6th Avenue, Suite 207
Delray Beach, FL 33444
(305) 276-3114

President: Robert Sudbrink

Denver	KJIM
Tampa	WCBF
Birmingham	WYDE
Honolulu	KPOI
Jacksonville, FL	WBIX
Little Rock	KAAY
Roswell, NM	KBCQ & KCKN

Sudbury Services, Inc. & Newport Broadcasting

Box 989
Blytheville, AR 72315
(501) 762-2093

President: Harold Sudbury

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Heber Springs, AR	KAWW-AM & FM
Hope, AR	KHPA
Newport, AR	KNBY & KOKR
Prescott, AR	KTPA
West Memphis, AR	KSUD

Summit Communications

Box 10418 Salem Station
Winston-Salem, NC 27108
(919) 748-8820

President: Dick Stakes

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Memphis	WREC & WZXR
Winston-Salem	WSJS & WTQR
Pensacola, FL	WCOA & WJLQ

Sundance Broadcasting

1 Radio Place
Milwaukee, WI 53220
(414) 545-5920

Milwaukee	WOKY & WMIL
Boise, ID	KIDO & KLTB

Susquehanna Radio Corp.

140 East Market Street
York, PA 17401
(717) 848-5500

President: Art Carlson

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Dallas	KLIF & KPLX
Miami	WQBA-AM & FM
Atlanta	WARM-FM
Cincinnati	WRRM
Norfolk	WGH & WRSR
Indianapolis	WFMS
Orlando	WKIS
Wilkes-Barre-Scranton	WARM & WMGS
York, PA	WSBA-AM & FM
Sarasota	WAVE-FM

Swanson Broadcasting, Inc.

7136 S. Yale, Swanson Plaza
Tulsa, OK 74316
(918) 493-7225

President: Gary Swanson

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Oklahoma City	KKNG
Tulsa	KRMG
Henrietta, OK	KQMJ

Taft Broadcasting

1718 Young Street
Cincinnati, OH 45210
(513) 721-1414

Executive VP/Radio: Carl Wagner

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Atlanta	WKLS-AM & FM
Kansas City	WDAF & KYYS
Cincinnati	WKRC & WKRQ
Portland	KEX & KKRZ
Columbus, OH	WTVN & WLWQ
Buffalo	WGR & WRLT
Indianapolis	WNDE & WFBQ

Telemedia Communications

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(514) 845-6291

Chairman: Philippe de Gaspé Beaubien

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Montreal, QB	CKAC & CITE
North Bay, ON	CFCH & CKAT
Orillia, ON	CFOR
Quebec, QB	CKCV & CITF
Sault Ste. Marie, ON	CFYN & CHAS
Sherbrooke, QB	CHLT CKTS & CITE-FM-1
Stratford, ON	CJCS
Timmins, ON	CKGB & CFTI
Toronto, ON	CJCL
Trois Rivières, QB	CHLN

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Box 711
Harlingen, TX 78551
(512) 423-3910

President: McHenry Tichenor Jr.

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San Antonio	KCOR
Corpus Christi, TX	KUNO
Harlingen, TX	KGBT & KELT
El Paso, TX	KDXX & KBNA
Chicago	WIND

B.F.J. Timm Stations

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Tallahassee, FL 32302
(904) 224-4001

President: B.F.J. Timm

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Tallahassee	WANM & WGLF
Naples, FL	WSGL
Douglas, GA	WDMG-AM & FM
Warner Robins, GA	WVIJ & WRBN

TK Communications

1 Bala Plaza
Bala Cynwyd, PA 19004
(305) 581-1580

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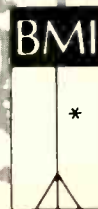
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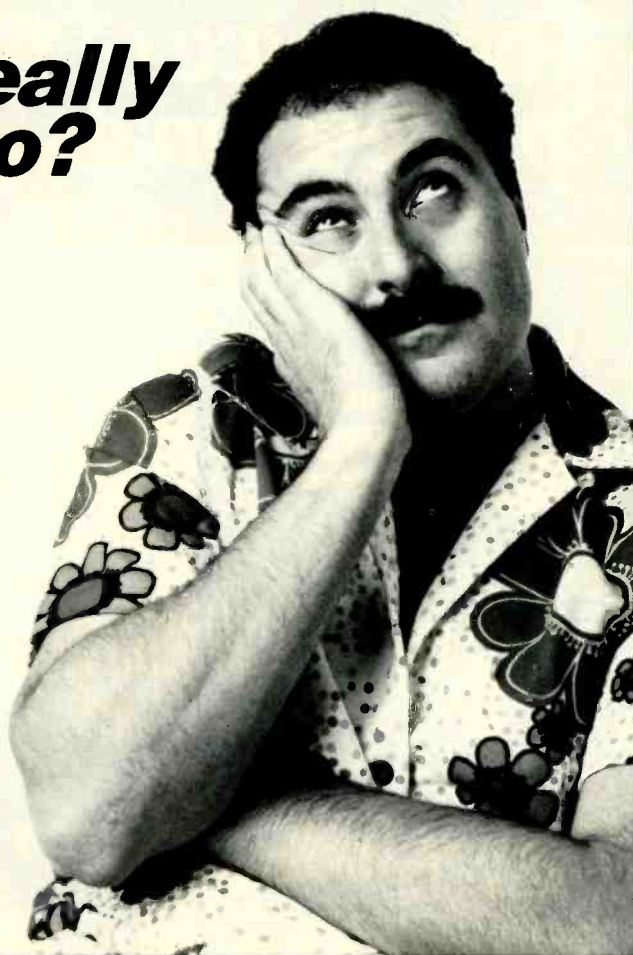
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Prairie Dust

P.O. Box 40364
Nashville, TN 37204
(615) 297-8076
Larry Morton (Ctry)

Prelude

342 Westminster Avenue
Elizabeth, NJ 07208
(201) 351-6800
Joe Bonner (CHR, B/U, AC)

Private Music

220 E. 23rd St.
New York, NY 10010
(212) 684-2533
Doreen D'Agostino (all formats)

Pro Indie

P.O. Box 22153
Phoenix, AZ 85028
(602) 971-0979
Leon Ross (Jazz)

Profile

1775 Broadway
Suite 527
New York, NY 10019
(212) 582-3555
Manny Bella (B/U)

Quabbin

P.O. Box 102
New Salem, MA 01355
(617) 544-8185
Jane Schaffer (Jazz)

Qwest

7250 Beverly Blvd
Suite 207
Los Angeles, CA 90036
(213) 934-4711

R&R

19634 W. 7 Mile Road
Detroit, MI 48219
(313) 533-7880
Robert Hills (B/U)

Rass

P.O. Box 42517
Washington, DC 20015
(301) 564-1295
Cynthia Abrams (B/U, Jazz)

RCA

(inc. **Curb, Dream, Grunt, Salsoul, Total Experience**)
1133 Avenue of the Americas
New York, NY 10036
(212) 930-4000
Eddie Mascolo (CHR)
Alan Wolmark (AOR)
Michael Kidd (B/U, Jazz)
Mike Becce (AC)
Lygia Brown (B/U)
6363 Sunset Blvd.
Hollywood, CA 90028
(213) 468-4000
Bonnie Goldner (CHR, AC)
Jeff Naumann (AOR)
30 Music Square West
Nashville, TN 37203
(615) 244-9880
Jack Weston (Ctry)

DIRECTORY

Record Companies

Red Label

980 N. Michigan Ave.
Chicago, IL 60611
(312) 337-8190
Rich Girod (AOR, B/U)
Rich Tufo (AC)

Rhino

1201 Olympic Blvd.
Santa Monica, CA 90404
(213) 450-6323

Rounder

One Camp Street
Cambridge, MA 02140
(617) 354-0700
Brad Paul (all formats)

Rustic Records

P.O. Box 1100829
Nashville, TN 37222
(615) 776-2060
Bill Wence (Ctry)

Scotti Brothers

(inc. **Rock 'N' Roll**)
2114 Pico Blvd.
Santa Monica, CA 90405
(213) 450-3193
Nick Testa (CHR)
Rita Fukui (AOR)
Steve Lake (Ctry, AC, B/U)

Sea Breeze

P.O. Box 690
Bryn Mawr, CA 92318
(714) 796-6110
John Brechler (Jazz)

Select

175 5th Avenue
New York, NY 10010
(212) 777-3130
Gary Harris (B/U)

Shemp

611 Broadway, Suite 415
New York, NY 10012
Hal Wilner (Jazz)

Signature

813 18th Avenue South
Nashville, TN 37203
(615) 227-2611
Phil Baugh (Ctry)

Slash

7381 Beverly Blvd.
Los Angeles, CA 90036
(213) 937-4660
Anna Statman (AOR)

Sleeping Bag

(inc. **Fresh**)
1974 Broadway
New York, NY 10023
(212) 724-1440
Ron Resnick (B/U)

Solar

1635 N. Cahuenga Blvd.
Los Angeles, CA 90028
(213) 461-0390
Chuck Johnson (CHR)
Ray Harris (B/U)
Herb Trawick (AC)

Sound Factory

1806 Division Street
Nashville, TN 37203
(615) 320-5544
Phil Baugh (Ctry)

Southern Tracks

3051 Clairmont Road N.E.
Atlanta, GA 30329
(404) 325-0832

Spring

161 W. 54th Street
New York, NY 10019
(212) 581-5398
Julie Rifkind (B/U)

Stan's

(inc. **CMC, Ichiban, Jewel, Paula, Ronn, Wilbe**)
728 Texas Street
P.O. Box 1125
Shreveport, LA 71163
(318) 222-3553
Stan Lewis (B/U)

Statiras

1304 Fletcher Road
Tifton, GA 31794
(912) 382-6257
Gus Statiras (Jazz)

Steeplechase

3943 W. Lawrence Avenue
Chicago, IL 60625
(312) 463-6146
Pete Crawford (Jazz)

Step One

1300 Division Street, Suite 304
Nashville, TN 37203
(615) 255-3009
Phyllis Kiper (Ctry)

Stomp Off

P.O. Box 342
York, PA 17405
(717) 854-9265
Bob Erdos (Jazz)

Sugar Hill

96 West Street
Englewood, NJ 07631
(201) 569-5170
Donna Jones (B/U)

Sugarscoop

(inc. **Importe 12**)
915 Broadway
New York, NY 10010
(212) 505-2511
Patricia Rosiello (B/U)

Sunny Side

344 W. 38th Street, Suite 11B
New York, NY 10018
(212) 563-0773
Jane Rosenberg (Jazz)

Sutra (inc. **Becket, Buddha, Domino, Fever, Roulette, Streetwise, Sunnyview**)

1790 Broadway
New York, NY 10019
(212) 582-6900
Joanne Cordero

Tee Vee Toons

220 Central Park So., Ste. 2B
New York, NY 10019
(212) 307-0720
Steve Gottlieb

Teresa Gramophone

(inc. **Dr. Jazz**)
1414 Avenue of the Americas
6th Floor
New York, NY 10019
(212) 759-5565

Theresa

800 Arlington
Berkeley, CA 94707
(415) 524-4908
Nana Kirk (Jazz)

Tommy Boy

1747 1st Avenue
New York, NY 10128
(212) 722-2211
Joey Gardner (B/U)

Total Experience

1800 Argyle Avenue, Suite 302
Los Angeles, CA 90028
(213) 462-6585
Edna Collison (B/U)

TSR

8335 Sunset Blvd., 2nd Floor
Los Angeles, CA 90069
(213) 656-0970
Tom Hayden (B/U)

Universal Artists

223 Woodruff Street
Madison, TN 37115
(615) 865-8692
Bobby Rich (Ctry)

DIRECTORY

Record Companies

Uptown

276 Pearl Street
Kingston, NY 12401
(914) 338-1834
Mark Feldman (Jazz)

Valley View

3840 Crenshaw Blvd., Suite 208
Los Angeles, CA 90008
(213) 299-4956
Hillary Johnson (B/U)

Vanguard

71 West 23rd Street
New York, NY 10010
(212) 255-7732
John Hammond (AOR)
Tommy Barrata (B/U)

Vanity

9033 Wilshire Blvd., Suite 404
Beverly Hills, CA 90211
(213) 275-9093
Tom Gamache (AOR)

Viva

4121 1/2 Radford
Studio City, CA 91604
(818) 506-8964
Dave Pell (Ctry)

V.S.O.P.

P.O. Box 50082
Washington, D.C. 20004
(301) 340-9326
Peter Johnson (Jazz)

Warner Brothers

(inc. **Bearsville, Curb, ECM, Full Moon, Qwest, Sire, Slash**)
3300 Warner Blvd.
Burbank, CA 91501
(818) 846-9090
Russ Thyret (CHR)
George Gerrity (AOR)
Tom Draper (B/U, Jazz)
Dino Barbis (AC)
Rich Fitzgerald (CHR)
P.O. Box 120897
Nashville, TN 37212
(615) 320-7525
Bob Saporiti (Ctry)

Who's Who In Jazz

P.O. Box 290007
Ft. Lauderdale, FL 33329
(305) 581-9050
Daryll Dobson (Jazz)

Willow Rose

1166 Santa Lucia
Pleasant Hill, CA 94523
(415) 689-8680
Connie Butler (Jazz)

Windham Hill

(inc. **Dancing Cat, Hip Pocket, Lost Lake Arts, Magenta, Open Air**)
1416 N. LaBrea Avenue
Los Angeles, CA 90028
(213) 469-2411
Jeff Heiman (AOR, AC, Jazz)

Xanadu

3242 Irwin Avenue
Kingsbridge, NY 10463
(212) 549-3655
Don Schlitten (Jazz)

Representatives

Blair Representation Division

1290 Avenue of the Americas
New York, NY 10104
(212) 603-5000
James Hilliard, Chairman
John Boden, Vice Chairman
Charlie Colombo, President
Barbara Crooks, Exec. VP/Station Development



Blair Radio

1290 Avenue of the Americas
New York, NY 10104
(212) 603-5000
Charlie Colombo, President

Atlanta, GA: (404) 231-3633
Boston, MA: (617) 536-6235
Cedar Rapids, IA: (319) 393-8632
Chicago, IL: (312) 787-2300
Dallas, TX: (214) 239-9700
Detroit, MI: (313) 871-3066
Houston, TX: (713) 552-0600
Los Angeles, CA: (213) 937-4620
Minneapolis, MN: (612) 339-8895
Philadelphia, PA: (215) 568-6540
Portland, OR: (503) 226-5007
St. Louis, MO: (314) 421-5262
San Francisco, CA: (415) 434-3272
Seattle, WA: (206) 448-3613

Jack Bolton Associates

3384 Peachtree Rd., NE, Suite 415
Atlanta, GA 30326
(404) 237-1577
Jack Bolton, President

Boston, MA: (617) 482-4370
Chicago, IL: (312) 782-9732
Dallas, TX: (214) 788-1630
Detroit, MI: (313) 354-0646
Kansas City, MO: (816) 471-5502
Los Angeles, CA: (213) 937-7247
New York, NY: (212) 354-8474
St. Louis, MO: (314) 991-4261
San Francisco, CA: (415) 391-2272

Caballero Spanish Media Inc.

18 E. 53rd St.
New York, NY 10022
(212) 223-6410
Eduardo Caballero, President

Atlanta, GA: (404) 262-1200
Chicago, IL: (312) 443-0101
Dallas, TX: (214) 871-9513
Detroit, MI: (313) 445-0491
Houston, TX: (713) 222-9119
Los Angeles, CA: (213) 465-8337
San Francisco, CA: (415) 928-3323

CBS Radio Representatives

51 W. 52nd St.
New York, NY 10019
(212) 975-4321
Edward C. Kiernan, VP/GM

Atlanta, GA: (404) 233-8281
Chicago, IL: (312) 951-3357
Dallas, TX: (214) 556-1145
Detroit, MI: (313) 476-5812
Los Angeles, CA: (213) 460-3701
Philadelphia, PA: (215) 581-5990
St. Louis, MO: (314) 444-3221
San Francisco, CA: (415) 765-4006
Houston, TX: (713) 782-0911

CBS Radio National Sales

51 W. 52nd St.
New York, NY 10019
(212) 975-6769

Atlanta, GA: (404) 223-6411
Chicago, IL: (312) 951-3731
Dallas, TX: (214) 556-1145
Detroit, MI: (313) 352-2800
San Francisco, CA: (415) 765-4008
Los Angeles, CA: (213) 460-3387

DIRECTORY

Representatives

CBS Radio Spot Sales

51 W. 52nd St.
New York, NY 10019
(212) 975-4575

Atlanta, GA: (404) 233-8281
Chicago, IL: (312) 951-3357
Dallas, TX: (214) 556-1145
Detroit, MI: (313) 352-2800
Los Angeles, CA: (213) 460-3701
Philadelphia, PA: (215) 581-5990
St. Louis, MO: (314) 444-3221
San Francisco, CA: (415) 765-4006

Christal Radio

919 Third Ave.
New York, NY 10022
(212) 688-4414
Bill Fortenbaugh, President

Atlanta, GA: (404) 237-5236
Boston, MA: (617) 267-1180
Chicago, IL: (312) 836-0780
Dallas, TX: (214) 871-0155
Detroit, MI: (313) 649-3230
Houston, TX: (713) 629-4151
Los Angeles, CA: (213) 852-8880
Minneapolis, MN: (612) 333-8833
Philadelphia, PA: (215) 564-4561
St. Louis, MO: (314) 421-4946
San Francisco, CA: (415) 957-9960
Seattle, WA: (206) 782-4343

CMBS (Concert Music Broadcast Sales, Inc.)

271 Madison Ave., Suite 700
New York, NY 10016
(212) 532-1900
Peter J. Cleary, President

Atlanta, GA: (404) 266-1735
Chicago, IL: (312) 565-5065
Los Angeles, CA: (213) 384-3800
St. Louis, MO: (314) 725-3030

DURPETTI & ASSOCIATES

Durpetti & Associates
111 East Wacker Drive
Chicago, IL 60601
(312) 819-0100
Tony Durpetti, President

Atlanta, GA: (404) 237-0016
Dallas, TX: (214) 855-5215
Detroit, MI: (313) 649-0906
Los Angeles, CA: (213) 475-5513
New York, NY: (212) 309-9050
San Francisco, CA: (415) 986-1933

Eastman Radio, Inc. EASTMAN RADIO

One Rockefeller Plaza
New York, NY 10020
(212) 581-0800
Jerry Schubert, President

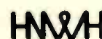
Atlanta, GA: (404) 321-5136
Boston, MA: (617) 482-0440
Chicago, IL: (312) 644-0670
Dallas, TX: (214) 691-7984
Detroit, MI: (313) 873-2090
Houston, TX: (713) 960-1252
Los Angeles, CA: (213) 464-6104
Minneapolis, MN: (612) 854-8980
Philadelphia, PA: (215) 557-6610
St. Louis, MO: (314) 241-7040
San Francisco, CA: (415) 956-3994
Seattle, WA: (206) 285-1217

Gillis Broadcasting Representatives

8693 Wilshire Blvd., #208
Beverly Hills, CA 90211
(213) 657-2061
Jim Gillis, President

Hillier, Newmark, Wechsler & Howard

100 Park Ave.
New York, NY 10017
(212) 309-9000
Dick Sharpe, President



Atlanta, GA: (404) 256-3084
Boston, MA: (617) 267-4415
Charlotte, NC: (704) 554-5852
Chicago, IL: (312) 372-9600
Dallas, TX: (214) 871-0007
Detroit, MI: (313) 540-2660
Houston, TX: (713) 784-4694
Los Angeles, CA: (213) 270-3183
Minneapolis, MN: (612) 339-2626
Philadelphia, PA: (215) 735-5843
St. Louis, MO: (314) 241-7799
San Francisco, CA: (415) 398-7662

Interep

100 Park Ave.
New York, NY 10017
(212) 916-0500
Ralph Guild, Chairman
Les Goldberg, President
Erica Farber, Exec. VP/Radio Development Director



Katz Radio

One Dag Hammarskjold Plaza
New York, NY 10017
(212) 572-5560
Dick Rominick, President



Atlanta, GA: (404) 233-0203
Boston, MA: (617) 426-7290
Chicago, IL: (312) 836-0500
Dallas, TX: (214) 871-1980
Detroit, MI: (313) 649-4333
Houston, TX: (713) 961-5094
Los Angeles, CA: (213) 852-8700
Minneapolis, MN: (612) 339-2002
Philadelphia, PA: (215) 567-5166
Portland, OR: (503) 226-3973
St. Louis, MO: (314) 231-1868
San Francisco, CA: (415) 777-3377
Seattle, WA: (206) 682-8131

Katz Radio Group

One Dag Hammarskjold Plaza
New York, NY 10017
(212) 572-5520
Ken Swetz, President
Stu Olds, VP/Mgr. Network
David Halberstam, VP/Mgr. Sports
Glenn Kummerow, VP/Mgr. Farm

Shelly Katz Radio Sales, Inc.

150 E. 39th St., Suite 1703
New York, NY 10016
(212) 685-9240
Shelly Katz, President

Atlanta, GA: (404) 633-9080
Chicago, IL: (312) 263-3340
Detroit, MI: (313) 961-3353
Los Angeles, CA: (213) 657-2061
San Francisco, CA: (415) 391-1984

R.A. Lazar & Co.

3059 Priscilla Ave., Suite 208
Highland Park, IL 60035
(312) 433-6032
Robert Lazar, President

Arlington, TX: (817) 265-6242
Atlanta, GA: (404) 237-1577
Boston, MA: (617) 542-0478
Los Angeles, CA: (213) 657-2061
New York, NY: (212) 575-5077
San Francisco, CA: (415) 391-1984

Why WHTZ chose a rep instead of a conglomerate.

By Dean Thacker, Vice President & General Manager,



Jerry Schubert (left), President, Eastman Radio, with Dean Thacker

As the most listened-to station in America, Z-100 has created a lot of excitement in the New York marketplace. And Malrite knew from the start that we'd need a rep that could communicate that impact—a rep that could sell beyond the “numbers.”

Eastman Radio sells Z-100 by pitching what we're worth, not just our cost. They sell the true value of our station, beyond the numbers in a ratings book.

Eastman tells the whole story.

Now don't get us wrong. WHTZ has plenty of numbers, and we're proud of our consistency in Arbitron and Birch. But there's more to our success than numbers alone.

Z-100 is known for across-the-board strength in all dayparts, from the Morning Zoo through the evening hours. For the multiple demo nature of the job we do for our advertisers. For our tremendous, exclusive come story, and track record of great results.

These are stories worth telling, and Eastman makes sure they're told. As a result, the graph of our national revenue shares has far out-stepped that of our audience share.

In the summer of 1984, WHTZ and Eastman rose to the number 1 national billing position among all New York stations. Z-100 was on top again for 7 out of 12 months (the last 5 in a row) and number 1 overall at year end in 1985.

Eastman has a style all its own.

We believe a radio station can't get the attention it deserves being sold “supermarket-style” by a conglomerate.

Eastman sells the momentum and impact of what we do at Z-100 like no conglomerate can. They've worked right alongside WHTZ through every exciting day of our growth from “worst to first.” And they've kept our national sales steadily growing. In our book, they're the best.



EASTMAN RADIO

DIRECTORY

Representatives

Lotus Hispanic Reps.

50 E. 42nd St., Suite 702
New York, NY 10017
(212) 697-7601
Richard Kraushaar, President
Monica Messina, VP/Eastern Mgr.

Atlanta, GA: (404) 633-6424
Chicago, IL: (312) 346-8442
Dallas, TX: (214) 960-1707
Los Angeles, CA: (213) 464-1311
San Francisco, CA: (415) 563-3252

Major Market Radio Sales

100 Park Ave.
New York, NY 10017
(212) 818-8900

Warner Rush, President

Atlanta, GA: (404) 892-7525
Boston, MA: (617) 523-0357
Chicago, IL: (312) 938-0999
Dallas, TX: (214) 871-1977
Detroit, MI: (313) 358-2060
Los Angeles, CA: (213) 474-5311
Philadelphia, PA: (215) 567-3600
St. Louis, MO: (314) 727-5502
San Francisco, CA: (415) 922-9600

Market 4 Radio

15 E. 40th St., #306
New York, NY 10016
(212) 683-7990
Jim Smith, President

Atlanta, GA: (404) 262-1097
Chicago, IL: (312) 346-3334
Dallas, TX: (214) 788-1630
Detroit, MI: (313) 961-3353
Houston, TX: (713) 759-0549
Kansas City, MO: (816) 471-5502
Los Angeles, CA: (213) 657-2061
St. Louis, MO: (816) 471-5502
San Francisco, CA: (415) 391-1984

Masla Radio

41 E. 42nd St., #1200
New York, NY 10017
(212) 490-3760
Jack Masla, President
Peter Moore, Exec. V.P.

Boston, MA: (617) 338-5084
Chicago, IL: (312) 670-3570
Dallas, TX: (214) 637-2052
Detroit, MI: (313) 354-0691
Los Angeles, CA: (213) 462-7351

McGavren Guild Radio

100 Park Ave.
New York, NY 10017
(212) 916-0500

Ellen Hulleberg, President

Atlanta, GA: (404) 953-1111
Boston, MA: (617) 266-0606
Charlotte, NC: (704) 552-7761
Chicago, IL: (312) 644-7150
Dallas, TX: (214) 350-0800
Denver, CO: (303) 368-0334
Detroit, MI: (313) 649-6200
Houston, TX: (713) 266-7667
Minneapolis, MN: (612) 333-8717
Philadelphia, PA: (215) 732-3380
Portland, OR: (503) 223-1700
St. Louis, MO: (314) 231-0000
San Francisco, CA: (415) 986-4112
Seattle, WA: (206) 223-1183

Paul Miller & Company

4300 MacArthur, #213
Dallas, TX 75209
(214) 528-2923
Paul Miller, President

Atlanta, GA: (404) 262-1200
Chicago, IL: (312) 446-2487
Los Angeles, CA: (213) 657-2061
Minneapolis, MN: (612) 333-3660
New York, NY: (212) 683-7990
San Francisco, CA: (415) 731-3620

Harlan G. Oakes, Inc.

11332 Camarillo St.
North Hollywood, CA 91602
(818) 980-3212

Chicago, IL: (312) 478-5544
New York, NY: (212) 575-5077
San Francisco, CA: (415) 731-3620

Patt Media Sales

21714 Lakeland
P.O. Box 691
St. Clair Shores, MI 48081
(313) 445-0491
Kenneth D. Patt, President
Michael A. Martin, VP

Atlanta, GA: (404) 633-9080
Chicago, IL: (312) 263-3340
Dallas, TX: (214) 788-1630
New York, NY: (212) 683-7990
San Francisco, CA: (415) 391-2272

Radio Time Sales/International

559 Pacific Avenue
San Francisco, CA 94133
(415) 391-1984
Sam Posner, President

Atlanta, GA: (404) 252-2668
Chicago, IL: (312) 346-3334
Dallas, TX: (214) 350-7737
Detroit, MI: (313) 961-3353
Los Angeles, CA: (213) 657-2061
New York, NY: (212) 683-7990
Portland, OR: (509) 221-0330
Seattle, WA: (206) 624-2290

Republic Radio

900 Third Ave.
New York, NY 10022-4728
(212) 644-6577
Jerry Cregan, President

Atlanta, GA: (404) 261-1724
Boston, MA: (617) 542-5069
Chicago, IL: (312) 836-0850
Dallas, TX: (214) 871-1152
Detroit, MI: (313) 649-1416
Houston, TX: (713) 961-4823
Los Angeles, CA: (213) 852-8768
Minneapolis, MN: (612) 339-8941
Philadelphia, PA: (215) 972-0311
St. Louis, MO: (314) 231-3975
San Francisco, CA: (415) 957-9920
Seattle, WA: (206) 441-1356

Roslin Radio Sales, Inc.

509 Madison Ave.
New York, NY 10022
(212) 486-0720
Marv Roslin, President

Atlanta, GA: (404) 266-0614
Boston, MA: (617) 262-3400
Chicago, IL: (312) 726-5451
Dallas, TX: (214) 238-5057
Los Angeles, CA: (213) 306-4300
San Francisco, CA: (415) 974-1966

Savalli, Schutz, Peterson

515 Madison Ave.
New York, NY 10022
(212) 688-2380
Joseph Savalli, President
Al Peterson, Vice President

Atlanta, GA: (404) 633-9080
Boston, MA: (617) 482-4370
Chicago, IL: (312) 263-3340
Dallas, TX: (214) 350-7737
Detroit, MI: (313) 445-0491
Los Angeles, CA: (213) 657-2061
Philadelphia, PA: (215) 242-3660
St. Louis, MO: (816) 471-5502
San Francisco, CA: (415) 731-3620

DIRECTORY

Representatives

S
SELECT RADIO
REPRESENTATIVES

Select Radio Representatives

1290 Avenue of the Americas
New York, NY 10104
(212) 603-6200

Frank Oxarart, President

Bill McHale, Exec. Vice President

Atlanta, GA: (404) 355-2500
Boston, MA: (617) 262-6881
Chicago, IL: (312) 943-5858
Dallas, TX: (214) 522-3970
Denver, CO: (303) 393-1828
Detroit, MI: (313) 540-7300
Houston, TX: (713) 552-0281
Minneapolis, MN: (612) 332-4411
Los Angeles, CA: (213) 653-3266
Philadelphia, PA: (215) 732-4244
St. Louis, MO: (314) 621-1417
San Francisco, CA: (415) 397-7366

TORBET



Torbet Radio

1 Dag Hammarskjold Plaza
New York, NY 10017
(212) 355-7705

Tony Fasolino, President

Atlanta, GA: (404) 325-4500
Boston, MA: (617) 426-3374
Chicago, IL: (312) 222-1430
Dallas, TX: (214) 528-7980
Denver, CO: (303) 321-2354
Detroit, MI: (313) 362-1405
Houston, TX: (713) 961-1626
Los Angeles, CA: (213) 653-2271
Lubbock, TX: (806) 792-2000
Minneapolis, MN: (612) 854-1373
Philadelphia, PA: (215) 732-9532
Portland, OR: (503) 239-4354
St. Louis, MO: (314) 241-8130
Salt Lake City, UT: (801) 521-2177
San Francisco, CA: (415) 956-7778
Seattle, WA: (206) 282-3400

The TRM Group (formerly Milam & Cowart)
3446 Whitewall Drive
Dallas, TX 75229
(214) 350-7737

Tamela A. Bembenek, Owner

Atlanta, GA: (404) 266-3133
Beverly Hills, CA: (213) 657-2061
Chicago, IL: (312) 263-3340
Little Rock, AR: (501) 227-7564
Memphis, TN: (901) 452-3569
New York, NY: (212) 688-2380
Raleigh, NC: (919) 782-0896
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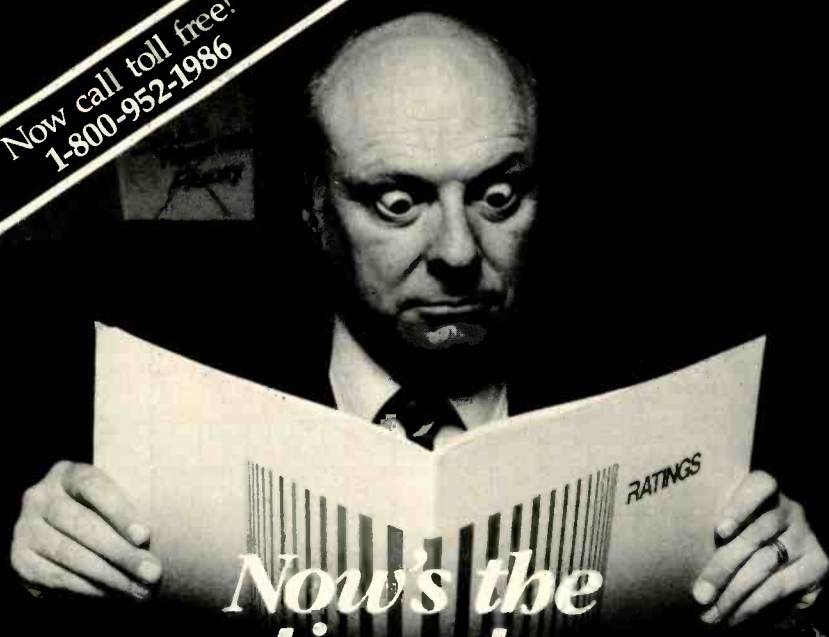
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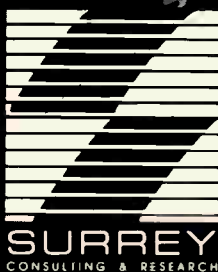
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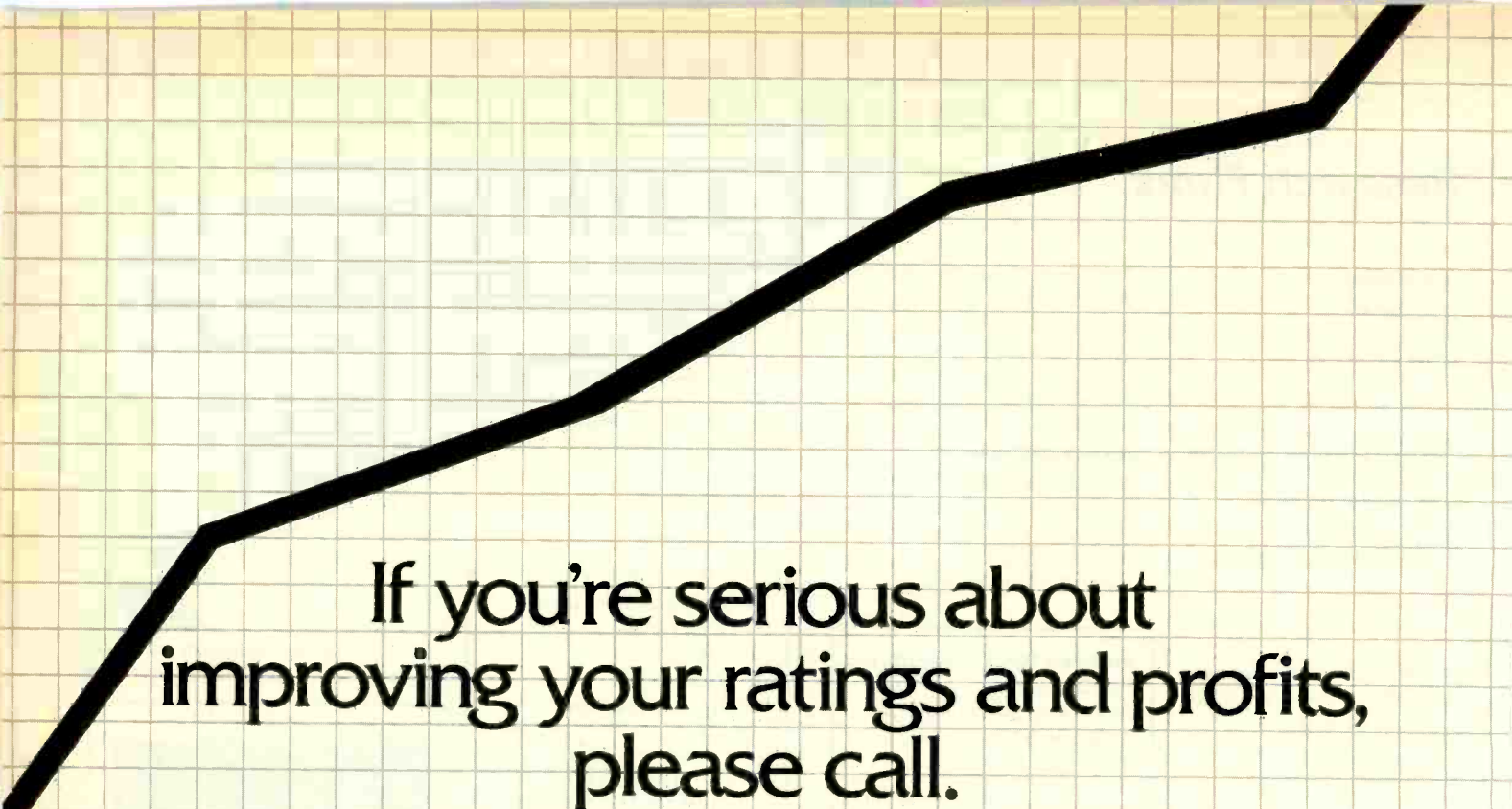
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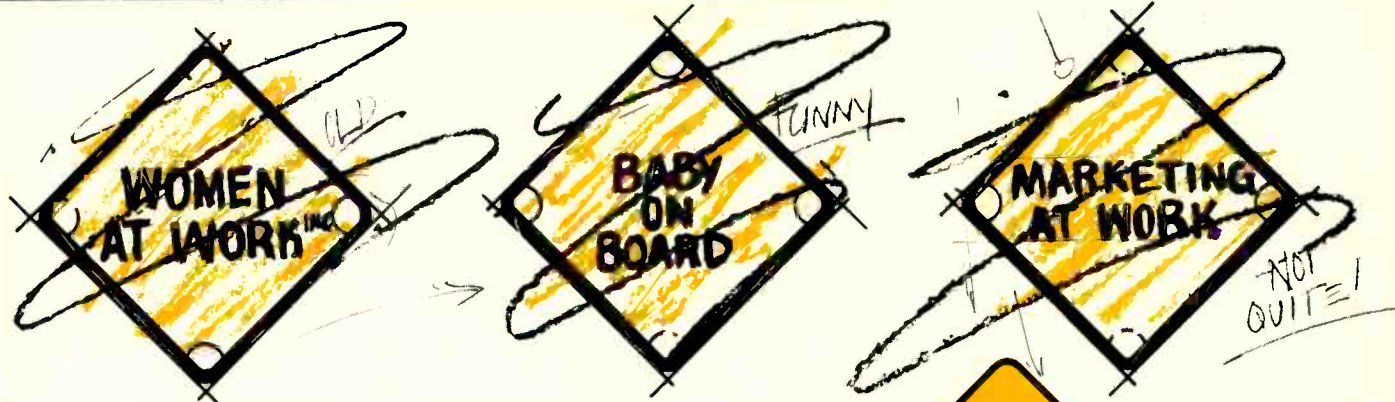
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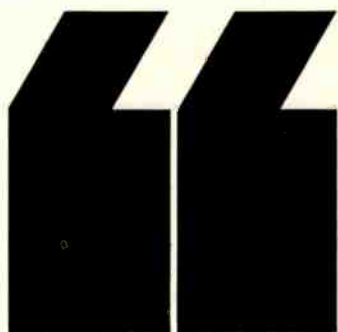
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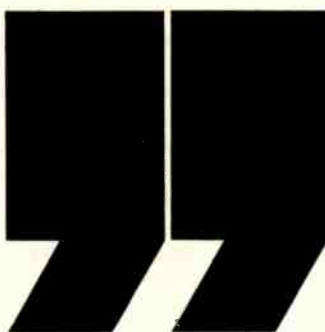
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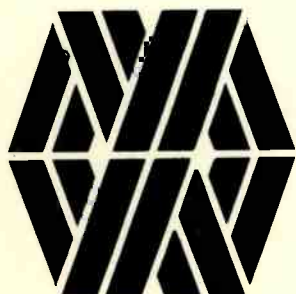
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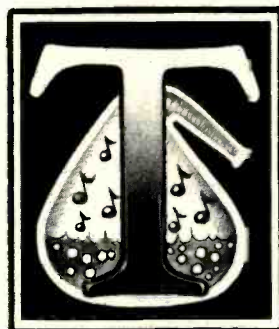


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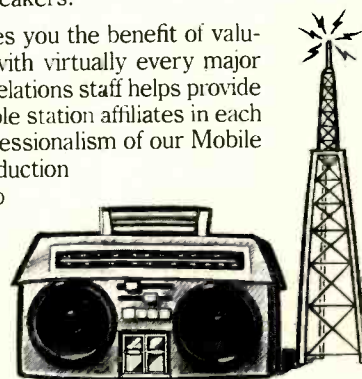
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GLOSSARY OF TERMS

☐ Arbitrends —

Arbitron's rolling three-month average system of monthly reports: printed reports for advertisers/agencies; microcomputer access for broadcasters.

☐ Arbitron Information On Demand (AID) —

A special information service for direct access clients (via terminals) and indirect access clients (via AID division of Radio Special Services Department); provides audience estimates and reach and frequency information, based on the same diaries that are used in the processing of the Radio Market Reports (RMRs).

☐ 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.

☐ Ascription —

A statistical technique used by Arbitron that allocates radio listening proportionate to each conflicting station's diary mentions as calculated on a county basis using the previous year's Total All Listening Output; diary credit is randomly assigned automatically to a station based on its share of total diary mentions in that country, a technique also known as Automatic Slogan Assignment.

☐ 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 methods 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.

☐ BirchScan —

Birch Radio's microcomputer-based system for accessing Birch's rolling two-month average monthlies; can also be used to break out ratings graphically, and performs sales management tasks.

☐ Buffer Sample —

Additional sample that is added either during placement calling when there is not enough computer-drawn sample (because of changes in the usability rate, consent rate, or persons per household) to meet sample goals; or during the survey due to poor return rates.

☐ 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.

☐ Effective Sample Base —

An estimate of the size of simple random samples (in which all diaries have equal value) that would be required to provide the same degree of reliability as the samples actually used to produce the estimates in a report.

GLOSSARY OF TERMS

☐ 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.

☐ Flip —

An edit procedure that converts station call letters to another set of call letters; e.g., illegal or aberrated call-letters may be converted to legal call letters, or the AM designation of a set of call letters may be changed to an FM designation (or vice versa).

☐ Flips, Automatic —

Flips that are performed by the computer and based on a file that is established prior to the production period. Processing of the flips usually occurs prior to the production of TALO.

☐ Frequency —

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

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

☐ Gross Impressions (GI) —

The sum of the Average Quarter-Hour Persons audience for all spots in a given schedule.

☐ Gross Rating Points —

The sum of all rating points achieved in a campaign. Take the quarter-hour rating for the time period when each scheduled commercial of a specified advertiser aired, add the ratings up, and you

have the gross rating points. As an example, say that an advertiser ran four spots. The quarter-hour ratings for each were 4, 3.5, 3.5, and 4. The gross rating points in this limited example would be 15.

☐ 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.

☐ Minimum Reporting Standards (MRS) —

The standards (minimum amount of listening) a station must meet in a given market, in order to be listed in the report of that market. Must equal a total week 12+ rating of .01 or better, and be mentioned in at least 10 diaries.

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

ARBITRON SURVEY FORMULAS

The following section presents a number of simple mathematical formulas which utilize Arbitron survey figures to arrive at answers to some questions interesting to programmers and advertisers. Use of the formulas enables readers to make specific problem-solving use of the Arbitron market reports. Each formula is presented in a format which includes the question to be answered, its answer in words, the mathematical formula to calculate the answer, and a few practical applications of the results.

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

Answer: Calculate Average TIME SPENT LISTENING (TSL). This can be figured for specific dayparts. You'll need to know the number of quarter-hours in Arbitron's basic dayparts. The total for Mon-Sun 6am-midnight is 504. Divided up, the dayparts 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 TSLs.
- Compute a market TSL average by calculating the TSL for each station and taking an average.

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

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

Formula:

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

Application:

- 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/Os in different dayparts.

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

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

Formula:

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

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

Applications:

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

ARBITRON SURVEY FORMULAS

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:

$$\begin{aligned} &\text{Percent of Unweighted in-tab} \\ &\text{for whatever demo} \times \text{metro in-tab total} \\ &= \text{Sample Size for any age/sex cell} \end{aligned}$$

For example, Men 18-24 unweighted in-tab = 10%

$$\times$$

$$1200 \text{ total metro diaries}$$

$$1200 \times 10\% \times 120$$

120 diaries were used to represent the listening of all the males 18-24 in the market.
[Page 3 now lists the in-tab figures by demo.]

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:

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

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:

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

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.

ARBITRON SURVEY FORMULAS

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

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

Formula:

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

Applications:

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

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

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

Formula:

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

Applications:

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

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

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

Formula:

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

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

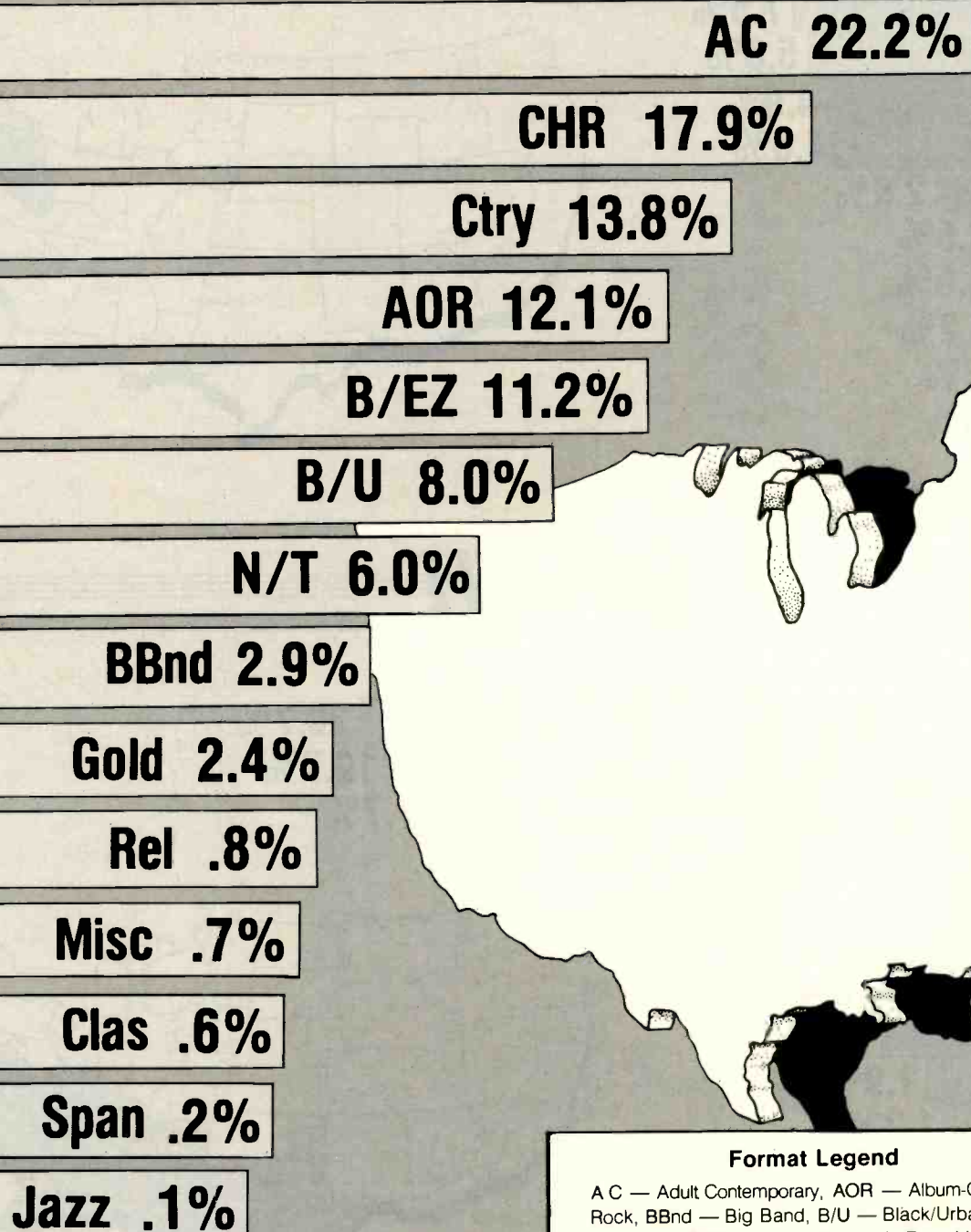
Applications:

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

FORMAT PREFERENCE CHARTS

Each radio market has its own individual audience composition. Because of this, listener format preference can differ from one market to another, and from one region to another. A format that may enjoy dominance in one market may be weaker in another — but it may still demonstrate overall regional or national strength. The National and Regional Format Preference Charts on this and the following pages outline listener format preference throughout the U.S. during the spring '86 book.

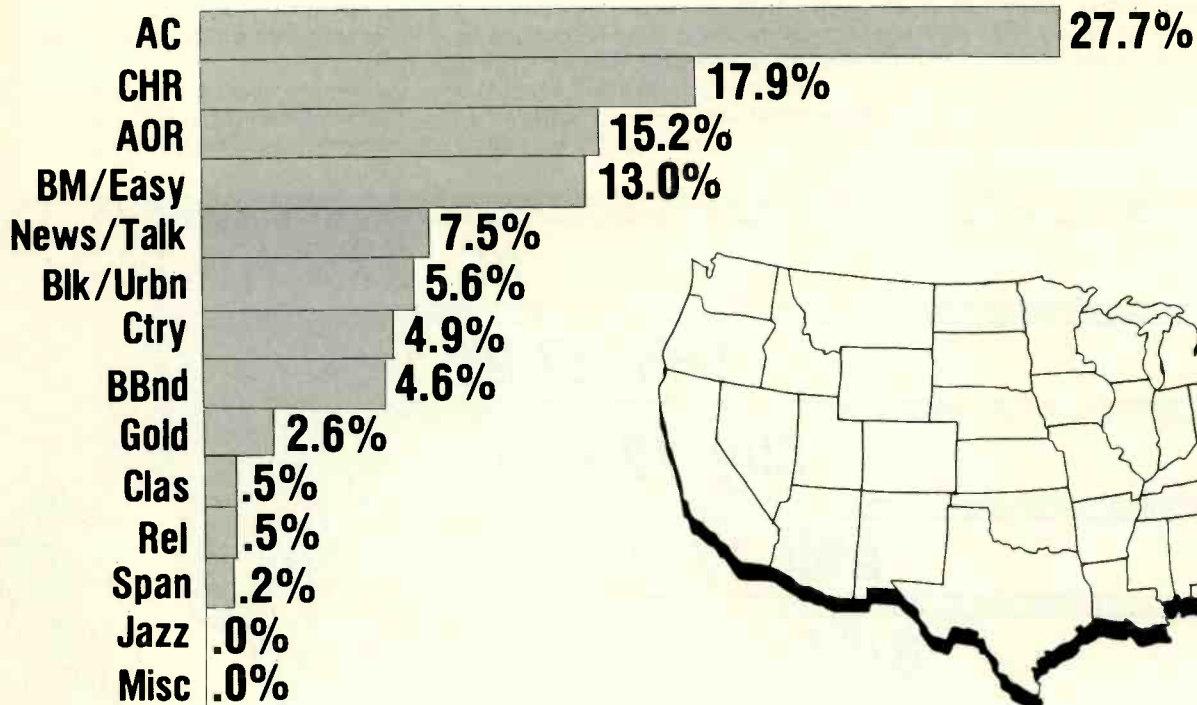
The regions used in these charts correspond to those used by R&R's format editors to define their reporting regions. Each of the top 100 markets featured in this edition of the R&R Ratings Report was tallied by its respective region (using format penetration data) to develop this information. The regional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



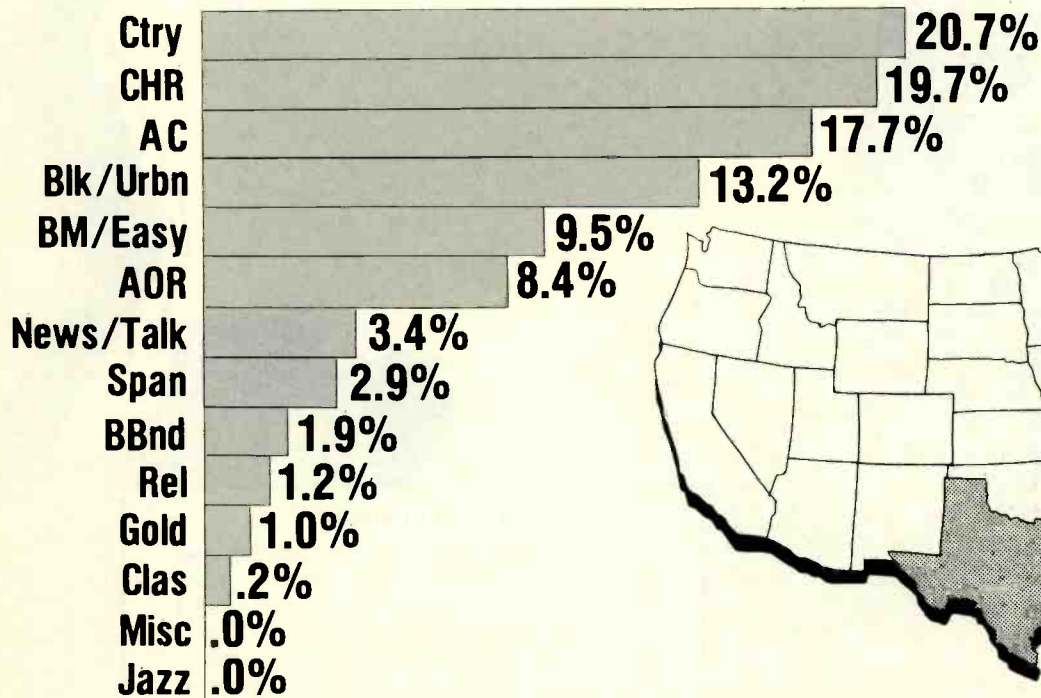
Format Legend

A C — Adult Contemporary, AOR — Album-Oriented Rock, BBnd — Big Band, B/U — Black/Urban Contemporary, B/EZ — 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.

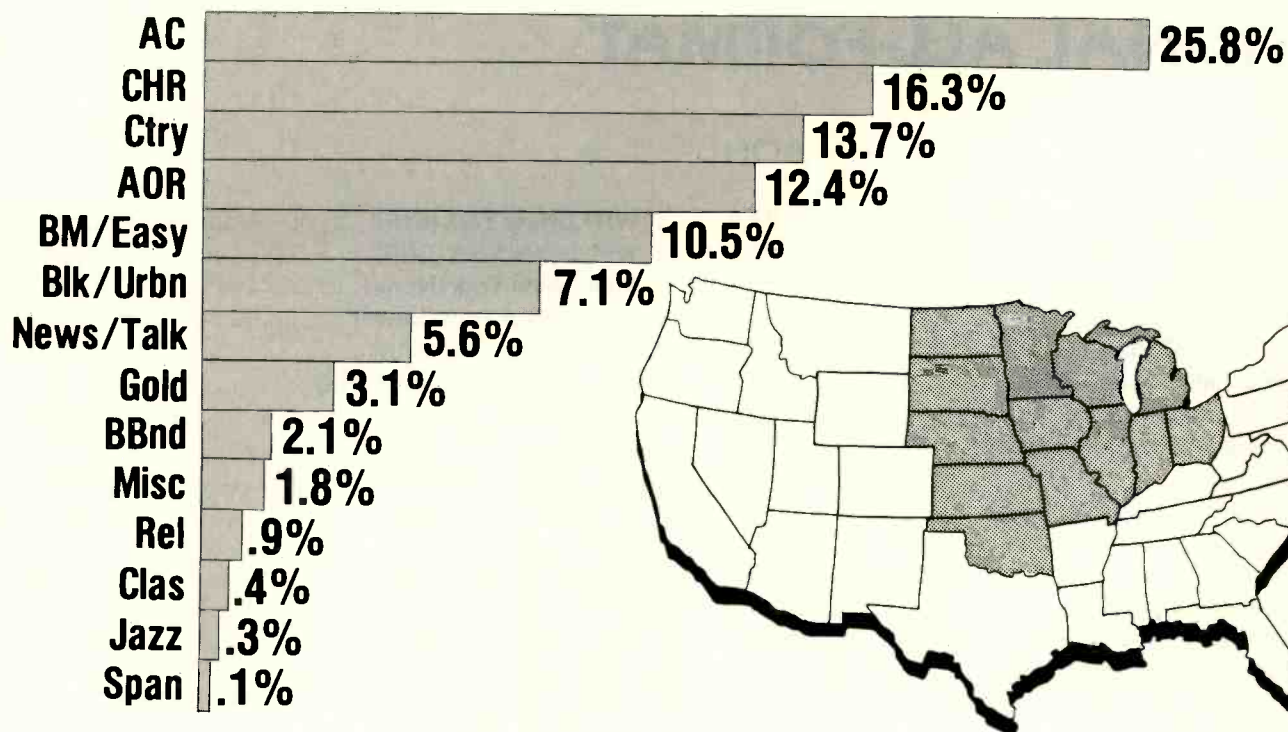
EAST



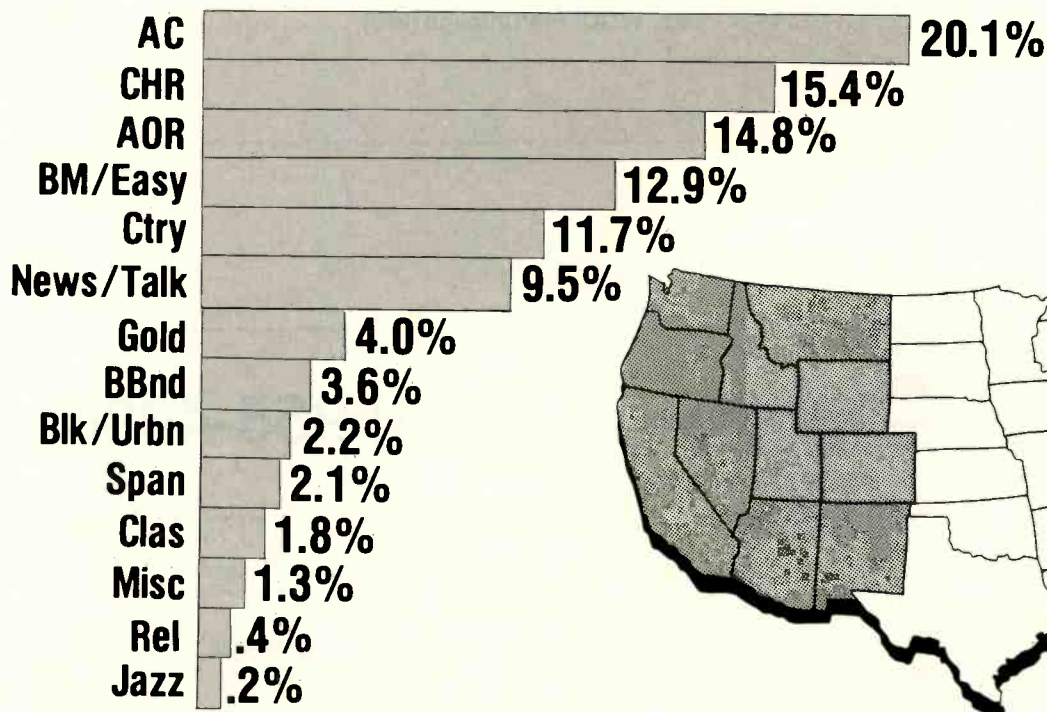
SOUTH



MIDWEST



WEST



FORMAT LEADERS

NATIONAL ALL-FORMAT

	AQH		CUME
1. KFAB/Omaha-Council Bluffs (AC)	26.8	1. WHTZ/New York (CHR)	2,788,700
2. WIVK-FM/Knoxville (Ctry)	26.7	2. WPLJ/New York (CHR)	2,728,000
3. WKSJ-FM/Mobile (Ctry)	23.7	3. WINS/New York (News)	2,546,800
4. WDUV/Sarasota (B/EZ)	23.4	4. WCBS/New York (News)	2,078,100
5. KMOX/St. Louis (Talk)	22.4	5. WRKS/New York (B/U)	1,837,900
6. KZZU-AM & FM/Spokane (CHR)	20.0	6. KHS-FM/Los Angeles (CHR)	1,694,900
7. WSKZ/Chattanooga (CHR)	19.6	7. WABC/New York (Talk)	1,548,200
8. KBGT/McAllen-Brownsville (Span)	19.5	8. WBLS/New York (B/U)	1,525,300
9. WCRZ/Flint (AC)	19.4	9. WLTW/New York (AC)	1,519,500
9. WFBC-FM/Greenville (AC)	19.4	10. WGN/Chicago (Talk)	1,509,700
9. WHAS/Louisville (AC)	19.4	11. WOR/New York (Talk)	1,485,100
12. WTIC/Hartford (AC)	19.2	12. WNEW-FM/New York (AOR)	1,414,600
13. WQUT/Johnson City (CHR)	19.1	13. KPWR/Los Angeles (B/U)	1,360,500
14. WXBQ/Johnson City (Ctry)	18.9	14. WPAT-FM/New York (B/EZ)	1,354,800
15. WHOT-FM/Youngstown (CHR)	18.8	15. WHN/New York (Ctry)	1,321,500
16. WIBC/Indianapolis (AC)	18.6	16. KABC/Los Angeles (Talk)	1,296,200
17. WCCO/Minneapolis (AC)	17.9	17. WYNY/New York (AC)	1,275,300
18. KEZB/El Paso (CHR)	17.8	18. WXRK/New York (AOR)	1,241,500
19. KSSN/Little Rock (Ctry)	17.7	19. WBBM/Chicago (News)	1,236,200
20. WTQR/Greensboro (Ctry)	17.4	20. KFWB/Los Angeles (News)	1,140,700
21. WXLK/Roanoke (CHR)	17.2	21. WNBC/New York (AC)	1,096,800
22. WBLX/Mobile (B/U)	17.0	22. KYW/Philadelphia (News)	1,073,200
23. WUSY/Chattanooga (Ctry)	16.7	23. WAPP/New York (AOR)	1,032,700
24. WYYY/Syracuse (AC)	16.6	24. KOST/Los Angeles (AC)	1,012,100
25. WEZN/Bridgeport (B/EZ)	16.5	25. WGC-FM/Chicago (B/U)	1,004,400

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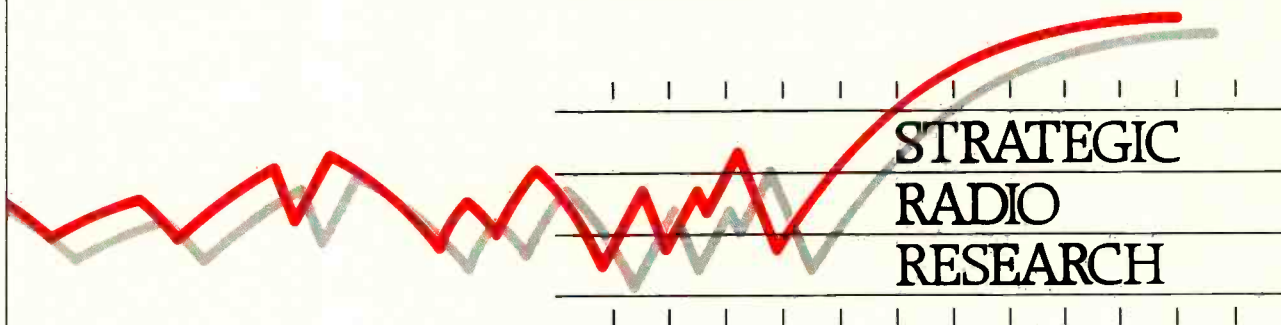
How to win in “Continuous Measurement”

Back when ratings periods were four weeks long and happened only once or twice a year, managing and programming a radio station was a lot easier. Your advertising, your on-air promotions, and your audience research (if you did any) could all be timed to make you sound great during that brief period when the book was in progress. Unfortunately, that strategy no longer works.

Strategic Radio Research has developed the industry's first research program specifically designed to help management teams win in continuous measurement. Under our exclusive “Continuous Measurement Plan,” you receive **weekly feedback** from your target audience. Our weekly reports keep you constantly on top of changing musical tastes, perceptions, attitudes, and other key indicators.

Our four-book “Continuous Measurement Plan” has been helping the management teams of great radio stations like WNEW-FM, KPKE, WICI-AM/FM, WAVA, KDWB, WLUP, and KOIT achieve higher ratings and higher revenues. And now our “Continuous Measurement Plan” is available, for a limited time only, on a one-book trial basis.

If you want higher ratings in the Fall 1986 book, put our “Continuous Measurement Plan” to work for your station: Call Kurt Hanson today at (312) 280-8300. If you want to win big, you have to fight smart.



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Chicago, IL 60611
(312) 280-8300

FORMAT LEADERS

ADULT/CONTEMPORARY

	AQH		CUME
1. KFAB/Omaha-Council Bluffs	26.8	1. WLTW/New York	1,519,500
2. WCRZ/Flint	19.4	2. WYNY/New York	1,275,300
2. WFBC-FM/Greenville	19.4	3. WNBC/New York	1,096,800
4. WTIC/Hartford	19.2	4. KOST/Los Angeles	1,012,100
5. WIBC/Indianapolis	18.6	5. WPIX/New York	903,500
6. WCCO/Minneapolis	17.9	6. WNSR/New York	896,100
7. WHAS/Louisville	17.6	7. WLAK/Chicago	737,100
8. WYYY/Syracuse	16.6	8. WCLR/Chicago	719,100
9. WICC/Bridgeport	16.3	9. KDKA/Pittsburgh	714,200
10. KDKA/Pittsburgh	15.3	10. WFYR/Chicago	711,800
11. WRMF/West Palm Beach	14.8	11. KIQQ/Los Angeles	682,500
12. WTMJ/Milwaukee	14.6	12. WCCO/Minneapolis	667,700
13. WHBC/Canton	14.5	13. WBZ/Boston	615,700
14. KSSK/Honolulu	14.2	14. WMGK/Philadelphia	562,400
15. WVOR/Rochester	14.1	15. KYUU/San Francisco	544,000
16. WRVA/Richmond	13.9	16. KVIL/Dallas	543,600
17. KOB-FM/Albuquerque	13.6	17. KFI/Los Angeles	498,000
18. KOB/Albuquerque	13.4	18. WHDH/Boston	495,200
18. WTFM/Johnson City	13.4	19. WNIC-FM/Detroit	487,800
20. WSYR/Syracuse	12.3	20. KIOI/San Francisco	481,000
21. WMJJ/Birmingham	11.9	21. WSNi/Philadelphia	462,900
21. WSNY/Columbus	11.9	22. KLOK-FM/San Francisco	427,000
23. WSPD/Toledo	11.7	23. WOMC/Detroit	422,500
24. WLEV/Allentown	11.1	24. WKSZ/Philadelphia	409,800
25. KSL/Salt Lake City	11.0	25. WMAL/Washington	409,100

AOR

	AQH		CUME
1. WCMF/Rochester	15.6	1. WNEW-FM/New York	1,414,600
2. WLWQ/Columbus	13.4	2. WXRK/New York	1,241,500
3. WFBQ/Indianapolis	13.3	3. WAPP/New York	1,032,700
3. WIMZ-FM/Knoxville	13.3	4. WMMR/Philadelphia	909,000
5. KATT/Oklahoma City	12.8	5. KLOS/Los Angeles	904,800
6. WWCK-FM/Flint	12.6	6. WLUP/Chicago	863,300
7. KLAQ/El Paso	12.4	7. KROQ/Los Angeles	845,400
8. WKDF/Nashville	12.3	8. KMET/Los Angeles	674,400
9. KLBj-FM/Austin	12.1	9. KNX-FM/Los Angeles	640,800
10. KSHE/St. Louis	12.0	10. WRIF/Detroit	571,000
11. WAAF/Worcester	11.5	11. WBCN/Boston	528,400
11. WZZO/Allentown	11.5	12. WXRT/Chicago	525,300
13. WNOR-FM/Norfolk	11.4	13. WYSP/Philadelphia	512,900
14. KEZO/Omaha	11.1	14. WCKG/Chicago	463,400
14. WEBN/Cincinnati	11.1	15. KSHE/St. Louis	454,400
16. WLAV-FM/Grand Rapids	11.0	16. WIOQ/Philadelphia	427,400
17. WMMR/Philadelphia	10.9	17. KSRR/Houston	420,500
18. KLPX/Tucson	10.5	18. KQRS-AM & FM/Minneapolis	400,500
18. WRXL/Richmond	10.5	19. KTXQ/Dallas-Ft. Worth	393,800
20. KEZE/Spokane	10.0	20. WWDC-FM/Washington	374,200
20. WMMR/Philadelphia (Wilmington Book)	10.0	21. KLOL/Houston	365,600
22. KQRS-AM & FM/Minneapolis	9.9	22. WKLS-FM/Atlanta	358,600
23. WFYV/Jacksonville	9.8	23. KFOG/San Francisco	354,900
24. WPYX/Albany	9.6	24. WDE/Pittsburgh	354,400
25. WRQK/Canton	9.5	25. WSHE/Miami	295,000

FORMAT LEADERS

CONTEMPORARY HIT RADIO

AQH	CUME
1. KZZU-AM & FM/Spokane 20.0	1. WHTZ/New York 2,788,700
2. WSKZ/Chattanooga 19.6	2. WPLJ/New York 2,728,000
3. WQUT/Johnson City 19.1	3. KIIS-FM/Los Angeles 1,694,900
4. WHOT-FM/Youngstown 18.8	4. WBBM-FM/Chicago 986,400
5. KEZB/El Paso 17.8	5. WKQX/Chicago 833,400
6. WXLK/Roanoke 17.2	6. WLS/Chicago 714,800
7. WVIC-FM/Lansing 16.0	7. WCAU-FM/Philadelphia 714,200
8. KKRK/Wichita 15.8	8. WHYI/Detroit 699,200
9. WAPE-FM/Jacksonville 15.6	9. WCZY-FM/Detroit 675,400
10. WTIC-FM/Hartford 15.3	10. KKBB-FM/Houston 641,700
11. KKXX/Bakersfield 15.1	11. WYZZ/Chicago 555,900
12. WMHE/Toledo 14.8	12. WXS-FM/Boston 543,800
12. WRBQ-FM/Tampa-St. Petersburg 14.8	13. KMEL/San Francisco 537,900
14. WABB-FM/Mobile 14.3	14. KRBE-FM/Houston 489,700
15. KHFI/Austin 14.2	15. WMMS/Cleveland 479,700
16. WNNK/Harrisburg 14.0	16. WRBQ/Tampa-St. Petersburg 466,000
17. WMMS/Cleveland 13.2	17. WHTZ/New York (Nassau book) 463,400
18. WKCI/New Haven 12.6	18. WHYI/Miami 462,000
19. KSFH/Sacramento 12.5	19. WQXI-FM/Atlanta 437,900
20. WMMS/Cleveland (Akron book) 12.3	20. WBZZ/Pittsburgh 436,900
21. WNOK-FM/Columbia, SC 12.2	21. KEGF/Dallas-Ft. Worth 430,600
22. KQKQ/Omaha-Council Bluffs 12.1	22. WLOL/Minneapolis 430,000
23. WGGZ/Baton Rouge 11.8	23. KITS/San Francisco 429,600
24. KBFM/McAllen-Brownsville 11.7	24. WPLJ/New York (Nassau book) 425,400
24. KKYK/Little Rock 11.7	25. WRQX/Washington 401,500

NO
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RESULTS!

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TALENT DEVELOPMENT . . .

POSITIONING STUDIES . . .

STAFF MOTIVATION . . .

RESULTS!

DONNA HALPER & Associates

Radio Programming Consultants

28 Exeter Street, Suite 611, Boston, MA 02116, (617) 266-5666

FORMAT LEADERS

COUNTRY

	AQH	CUME
1. WIVK-FM/Knoxville	26.7	1,321,500
2. WKSJ-FM/Mobile	23.7	664,300
3. WXBQ/Johnson City	18.9	458,600
4. KSSN/Little Rock	17.7	439,500
5. WTQR/Greensboro	17.4	424,100
6. WUSY/Chattanooga	16.7	423,700
7. KASE/Austin	16.2	412,700
8. WAMZ/Louisville	15.7	402,600
9. WZZK-AM & FM/Birmingham	15.2	400,600
10. WCOS-FM/Columbia, SC	14.2	394,700
11. KUZZ/Bakersfield	13.5	358,000
12. WSM-FM/Nashville	12.4	345,700
12. WSOC-FM/Charlotte	12.4	320,200
14. KXXY-FM/Oklahoma City	12.1	312,100
14. WITL-FM/Lansing	12.1	306,300
16. KWEN/Tulsa	11.8	288,900
17. KDRK/Spokane	11.1	269,500
18. KVOO/Tulsa	11.0	259,600
19. WEZL/Charleston	10.9	257,200
19. WRNS/Coastal North Carolina	10.9	237,000
21. KFDI-FM/Wichita	10.4	236,200
22. WESC-FM/Greenville	10.3	219,300
23. WSSL/Greenville	10.2	216,000
23. WWKA/Orlando	10.2	214,900
25. KFMS-AM & FM/Las Vegas	10.1	211,700

NEWS/TALK

	AQH	CUME
1. KMOX/St. Louis (Talk)	22.4	2,546,800
2. WGN/Chicago (Talk)	11.4	2,078,100
3. KIRO/Seattle (N/T)	10.7	1,548,200
4. KMBZ/Kansas City (N/T)	9.7	1,509,700
5. KGO/San Francisco (San Jose book) (N/T)	8.4	1,485,100
6. KTAR/Phoenix (N/T)	8.3	1,296,200
7. WOR/New York (Monmouth book) (Talk)	7.6	1,236,000
8. KARN/Little Rock (N/T)	7.5	1,140,700
9. KGO/San Francisco (N/T)	7.2	1,073,200
10. WBBW/Youngstown (N/T)	7.1	947,300
11. KABC/Los Angeles (Talk)	7.0	841,300
11. KSDO/San Diego (N/T)	7.0	829,300
11. KTOK/Oklahoma City (N/T)	7.0	816,300
14. WBAL/Baltimore (N/T)	6.9	621,400
15. KCBS/San Francisco (N/T)	6.8	579,500
15. KYW/Philadelphia (News)	6.8	525,200
17. KMJ/Fresno (N/T)	6.6	485,200
17. WHJJ/Providence (N/T)	6.6	481,400
17. WQBK/Albany (Talk)	6.6	459,600
20. KXL/Portland (N/T)	6.4	447,200
21. KRLD/Dallas-Ft. Worth (News)	6.3	414,300
21. WJNO/West Palm Beach (N/T)	6.3	372,900
21. WWJ/Detroit (News)	6.3	343,700
24. KXLY/Spokane (N/T)	6.2	332,400
25. KABC/Los Angeles (Anaheim book) (Talk)	6.1	303,700
25. WNIR/Akron (Talk)	6.1	

1. WINS/New York (News)	2,546,800
2. WCBF/New York (News)	2,078,100
3. WABC/New York (Talk)	1,548,200
4. WGN/Chicago (Talk)	1,509,700
5. WOR/New York (Talk)	1,485,100
6. KABC/Los Angeles (Talk)	1,296,200
7. WBBM/Chicago (News)	1,236,000
8. KFWB/Los Angeles (News)	1,140,700
9. KYW/Philadelphia (News)	1,073,200
10. KNX/Los Angeles (News)	947,300
11. KGO/San Francisco (N/T)	841,300
12. KMOX/St. Louis (Talk)	829,300
13. KCBS/San Francisco (N/T)	816,300
14. WCAU/Philadelphia (N/T)	621,400
15. WWJ/Detroit (News)	579,500
16. KRLD/Dallas-Ft. Worth (News)	525,200
17. KIRO/Seattle (N/T)	485,200
18. KTRH/Houston (News)	481,400
19. WTOP/Washington (News)	459,600
20. WRKO/Boston (N/T)	447,200
21. WEEI/Boston (News)	414,300
22. WWDB/Philadelphia (Talk)	372,900
23. WCBF/New York (News) (Nassau book)	343,700
24. WBAL/Baltimore (N/T)	332,400
25. WINS/New York (News) (Nassau book)	303,700

FORMAT LEADERS

BIG BAND

AQH

CUME

1. WMAS-FM /Springfield	9.8
2. WOKY/Milwaukee	7.7
2. WYLF/Rochester	7.7
4. WNJY/West Palm Beach	7.3
5. KLEO/Wichita	6.9
6. WECK/Buffalo	5.7
7. KMPC/Los Angeles (Anaheim book)	5.2
7. WAVZ/New Haven	5.2
7. WFBL/Syracuse	5.2
10. WKAP/Allentown	5.1

1. WNEW/New York	864,600
2. KMPC/Los Angeles	664,300
3. WJJD/Chicago	422,300
4. WPEN/Philadelphia	384,300
5. CKLW/Detroit	359,300
6. KMPC/Los Angeles (Anaheim book)	192,500
7. WWRC/Washington	190,000
8. WOKY/Milwaukee	186,000
9. KIXI/Seattle	165,600
10. WJAS/Pittsburgh	155,100

SPANISH

AQH

CUME

1. KBGT/McAllen-Brownsville	19.5
2. KIWW/McAllen-Brownsville	7.6
3. KQXX/McAllen-Brownsville	6.3
4. KCOR/San Antonio	5.8
5. WQBA/Miami-Ft. Lauderdale	5.6
6. KGST/Fresno	5.5
7. KAMA/El Paso	5.4
8. KEDA/San Antonio	4.3
9. KQTL/Tucson	3.9
9. WCMQ-FM/Miami-Ft. Lauderdale	3.9

1. KLVE/Los Angeles	492,400
2. KTNQ/Los Angeles	443,100
3. KWKW/Los Angeles	243,000
4. KSKQ/Los Angeles	218,800
5. WQBA/Miami	210,300
6. WOJO/Chicago	187,500
7. WCMQ-FM/Miami	173,200
8. WAQI/Miami	156,200
9. WADO/New York	409,900
10. WSKQ/New York	314,900

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☐ TV Production House	☐ Research Firm	☐ Program Supplier
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Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

President/CEO _____

Additional Information-Stations/Offices/Personnel: _____



Radio & Records
1930 Century Park West
Los Angeles, CA 90067
ATTN: Sales Department

FORMAT LEADERS

BLACK/URBAN CONTEMPORARY

AQH		CUME	
1. WBLX/Mobile	17.0	1. WRKS/New York	1,837,900
2. WHRK/Memphis	15.6	2. WBLS/New York	1,525,300
3. WDZZ/Flint	14.5	3. KPWR/Los Angeles	1,360,500
3. WYLD-FM/New Orleans	14.5	4. WGCI-FM/Chicago	1,004,400
5. WWDM/Columbia, SC	14.3	5. WBMX-FM/Chicago	932,300
6. WPLZ/Richmond	13.8	6. WUSL/Philadelphia	627,800
7. WENN/Birmingham	13.1	7. WJLB/Detroit	533,500
8. WPEG/Charlotte	10.7	8. KSOL/San Francisco	523,100
9. WXOK/Baton Rouge	10.4	9. KJLH/Los Angeles	493,200
10. WFXC/Raleigh	10.2	10. WKYS/Washington	439,400
10. WOWI/Norfolk	10.2	11. WDAS-FM/Philadelphia	437,500
12. WQDW/Coastal North Carolina	10.1	12. WHUR/Washington	435,400
13. WGOK/Mobile	9.7	13. KMJQ/Houston	433,500
14. WPAL/Charleston	9.3	14. WVEE/Atlanta	353,200
14. WQQK/Nashville	9.3	15. KKDA-FM/Dallas-Ft. Worth	349,000
16. WWWZ/Charleston	9.0	16. WXYV/Baltimore	308,600
16. WTLC/Indianapolis	9.0	17. WDJY/Washington	306,200
18. WMMC/Columbia, SC	8.7	18. WHQT/Miami	275,000
19. WVEE/Atlanta	8.6	19. WAMO-FM/Pittsburgh	218,500
20. KKDA-FM/Dallas	8.5	20. WGPR/Detroit	213,400
21. KMJQ/Houston	8.0	21. KMJM/St. Louis	213,000
22. WJLB/Detroit	7.9	22. WEDR/Miami	200,700
23. WKYS/Washington	7.6	23. WZAK/Cleveland	199,000
24. WGCI-FM/Chicago	7.2	24. WDMT/Cleveland	193,400
24. WHYI/Greenville	7.2	25. WAOK/Atlanta	180,000

BEAUTIFUL MUSIC/EASY LISTENING

AQH		CUME	
1. WDUV/Sarasota	23.4	1. WPAT-FM/New York	1,354,800
2. WEZN/Bridgeport	16.5	2. KJOI/Los Angeles	833,900
3. WHBC-FM/Canton	14.1	3. KBIG/Los Angeles	821,600
3. WPVR/Roanoke	14.1	4. WLOO/Chicago	790,500
5. WHIO-FM/Dayton	13.8	5. WEAZ/Philadelphia	678,000
6. WSRS/Worcester	13.3	6. WPAT/New York	646,900
7. KXTZ/Las Vegas	13.2	7. WJOI/Detroit	437,800
8. WEZK/Knoxville	12.7	8. WGAY/Washington	429,700
9. WFMZ/Allentown	12.1	9. KODA/Houston	409,400
10. WEAT-FM/West Palm Beach	11.6	10. KABL-FM/San Francisco	404,700
11. WZEZ/Nashville	11.4	11. WLYF/Miami	391,600
12. KXLY-FM/Spokane	10.8	12. WPCH/Atlanta	363,300
13. WWBA/Tampa-St. Petersburg	10.6	13. WLIF/Baltimore	361,200
14. KBEZ/Tulsa	10.4	14. WJIB/Boston	359,800
14. KEZQ/Little Rock	10.4	15. KMEZ-FM/Dallas-Ft. Worth	334,100
16. KGFM/Bakersfield	10.3	16. WSHH/Pittsburgh	333,700
16. WKBN-FM/Youngstown	10.3	17. WWBA/Tampa	293,000
16. WNCT-FM/Coastal North Carolina	10.3	18. KOSI/Denver	283,200
16. WOOD-FM/Grand Rapids	10.3	19. KEZK/St. Louis	274,100
16. WPAT-FM/Morristown-New York City	10.3	20. KJQY/San Diego	270,400
21. WLIF/Baltimore	10.2	21. WQAL/Cleveland	237,800
22. WHP-FM/Harrisburg	10.1	22. WEZW/Milwaukee	237,500
22. WLKW-FM/Providence	10.1	23. WLKW-FM/Providence	232,600
24. WJYE/Buffalo	10.0	24. KBAY/San Francisco	228,000
25. KCTC/Sacramento	9.8	25. KABL/San Francisco	225,100
25. WLQR/Toledo	9.8		
25. WSHH/Pittsburgh	9.8		

LOOK FAMILIAR?

ARE YOU FRUSTRATED OVER...

- Sound Alike Formats
- High Operating Cost
- Expensive Talent
- Fickle Audiences
- Low Bottom Line Performance

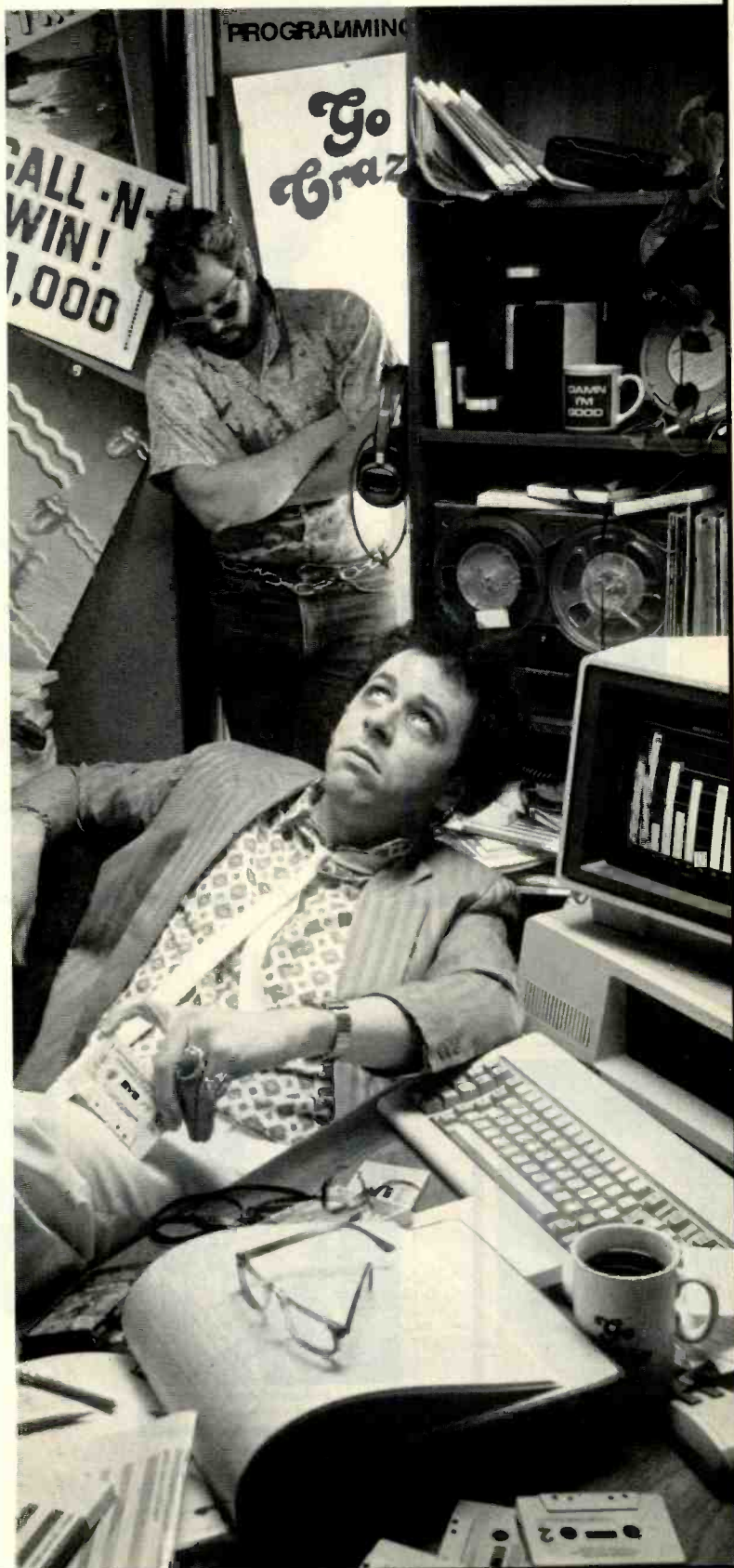
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DRIVETIME DOMINATORS

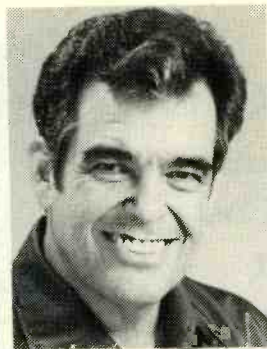
AM Drive/Top 25



Wayne Gardner
WKSJ-FM/Mobile



Claude Tomlinson
WIVK-AM & FM/Knoxville



Larry Price
KSSK/Honolulu



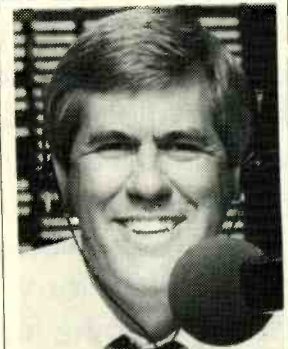
Gary Todd
WIBC/Indianapolis



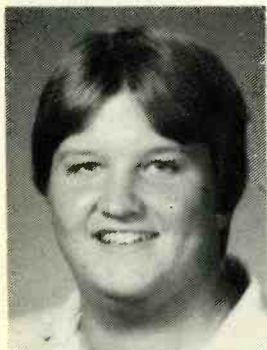
John Cigna
KDKA/Pittsburgh



Alden Aaroe & Tim Timberlake
WRVA/Richmond



Larry Ahrens
KOB/Albuquerque



Rich Michaels
WVIC-AM & FM/Lansing



Michael W. Perry
KSSK/Honolulu



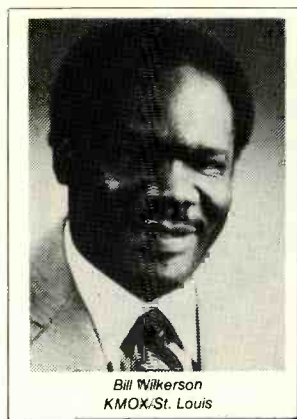
Dave Carter
WXBQ/Johnson City



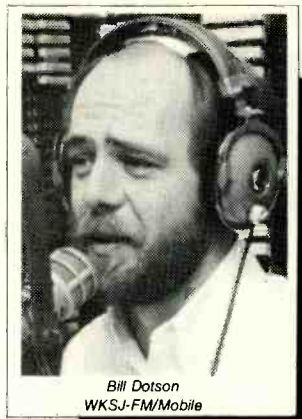
Bob Robbins
KSSN/Little Rock

DRIVETIME DOMINATORS

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



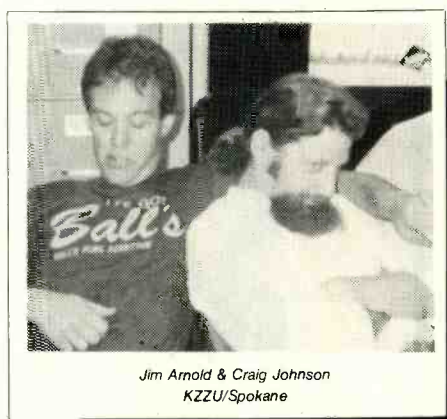
Bill Wilkerson
KMOX/St. Louis



Bill Dotson
WKSJ-FM/Mobile



Charlie Boone, Roger Erickson
WCCO/Minneapolis



Jim Arnold & Craig Johnson
KZZU/Spokane



Bob Hardy
KMOX/St. Louis



Bob Steele
WTIC/Hartford

1. **WIVK-AM & FM/Knoxville (Ctry)** 33.7
Claude Tomlinson
2. **KFAB/Omaha (AC)** 30.9
Don Cole, Walt Kavanaugh, Kent Pavelka
3. **WKSJ-FM/Mobile (Ctry)** 30.4
Wayne Gardner, Bill Dotson
4. **WTIC/Hartford (AC)** 30.1
Bob Steele
5. **KMOX/St. Louis (Talk)** 27.0
Bob Hardy, Bill Wilkerson, Wendy Wiese
6. **WHAS/Louisville (AC)** 25.3
Wayne Purkey
7. **WCCO/Minneapolis-St. Paul (AC)** 24.7
Charlie Boone, Roger Erickson
8. **WICC/Bridgeport (AC)** 24.3
Ed Flynn
9. **KGBT/McAllen-Brownsville (Span)** 23.7
Jorge Guillen, Hugo de la Cruz
10. **KDKA/Pittsburgh (AC)** 23.5
John Cigna
11. **WFBC-FM/Greenville (AC)** 23.4
Russ Cassel
11. **WHBC/Canton (AC)** 23.4
Mike Dorn
13. **WIBC/Indianapolis (AC)** 23.3
Gary Todd
14. **WRVA/Richmond (AC)** 22.5
Alden Aaroe, Tim Timberlake
15. **WHOT AM & FM/Youngstown (CHR)** 22.0
A.C. McCullough
16. **KOB/Albuquerque (AC)** 21.5
Larry Ahrens
17. **WDUV/Sarasota (B/EZ)** 21.3
Dick Ring
18. **KSSK/Honolulu (AC)** 20.8
Michael Perry, Larry Price
18. **WDEF-AM & FM/Chattanooga (B/EZ)** 20.8
Luther Massing Jr
20. **KZZU-AM & FM/Spokane (CHR)** 19.6
Jim Arnold, Craig Johnson
21. **WXBQ-AM & FM/Johnson City (Ctry)** 19.5
Dave Carter
22. **WRBQ-AM & FM/Tampa (CHR)** 19.3
Cleveland Wheeler, Terrence McKeever
23. **WSYR/Syracuse (AC)** 19.2
Don Dauer, Rick Gary
24. **KSSN/Little Rock (Ctry)** 18.8
Bob Robbins
25. **WVIC-AM & FM/Lansing (CHR)** 18.7
Rich Michaels

DRIVETIME DOMINATORS

AM Drive/Top 25



John Lelsher
KFWB/Los Angeles



Harry Harrison
WCBS-FM/New York



Rick Dees
KIS-AM & FM/Los Angeles



John A. Gambling
WOR/New York



Don Imus
WNBC/New York



Michael O'Neil
WINS/New York



Jim McGiffert
WINS/New York



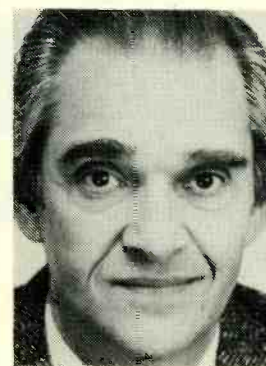
Scott Shannon
WHTZ/New York



Jim Dunbar
KGO/San Francisco



Howard Stern & Robyn Quivers
WXRK/New York



Paul Smith
WINS/New York



Jim Donnelly & Robert Vaughn
WCBS/New York

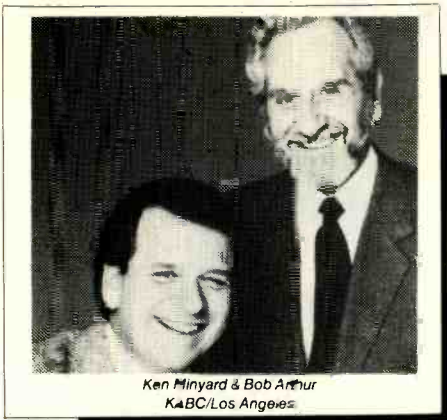


Mark McEwen
WNEW-FM/New York



John DeBella & Mark Drucker
WMMR/Philadelphia

DRIVETIME DOMINATORS



Ken Minyard & Bob Arthur
KABC/Los Angeles



Batt Johnson
WLTV/New York



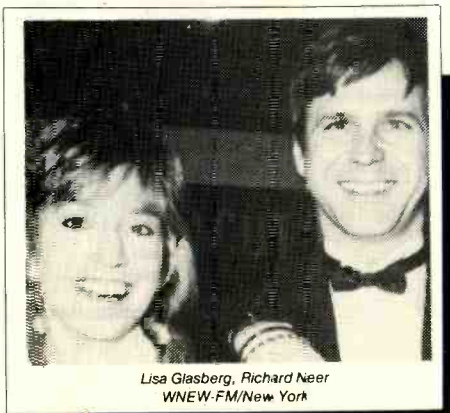
Felicia Middlebrooks
WBBM/Chicago



Jim Kerr
WPLJ/New York



Ted Wygant
KGO/San Francisco



Lisa Glasberg, Richard Neer
WNEW-FM/New York

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

1. **WINS/New York (News)** 1,872,600
Paul Smith, Michael O'Neil, Jim McGiffert
2. **WHTZ/New York (CHR)** 1,609,900
Scott Shannon
3. **WCBS/New York (News)** 1,456,600
Jim Donnelly, Robert Vaughn
4. **WPLJ/New York (CHR)** 1,398,900
Jim Kerr
5. **KIIS-AM & FM/Los Angeles (CHR)** 1,217,800
Rick Dees
6. **WRKS/New York (B/U)** 1,014,800
Chuck Leonard
7. **WGN/Chicago (Talk)** 981,400
Bob Collins
8. **WOR/New York (Talk)** 913,500
John Gambling
9. **WBBM/Chicago (News)** 847,300
John Hultman, Felicia Middlebrooks
10. **WPAT-AM & FM/New York (B/EZ)** 833,300
Ken MacKenzie
11. **KYW/Philadelphia (News)** 782,400
Pat Sarnack, Harry Donahue, Gene Scott
12. **WBLS/New York (B/U)** 774,600
Ken Webb
13. **WNEW-FM/New York (AOR)** 740,300
Richard Neer, Mark McEwen, Lisa Glasberg
14. **WLTW/New York (AC)** 724,200
Batt Johnson, Gary Nolan
15. **KPWR/Los Angeles (B/U)** 719,400
Tommy Jaxon
16. **WXRK/New York (AOR)** 709,700
Howard Stern, Robyn Quivers
17. **KFWB/Los Angeles (News)** 703,300
John Leisher, Charlie Brailer, Vince Campagna
18. **KABC/Los Angeles (Talk)** 702,200
Ken Minyard & Bob Arthur
19. **WCBS-FM/New York (Gold)** 690,900
Harry Harrison
20. **KNX/Los Angeles (News)** 635,300
Dave Zorn, Jack Salvatore
21. **WNBC/New York (AC)** 627,900
Don Imus
22. **WMMR/Philadelphia (AOR)** 617,000
John DeBella, Mark Drucker
23. **WGCI-FM/Chicago (B/U)** 571,600
Bob Wall
24. **KCBS/San Francisco (N/T)** 568,800
Stan Burger, Paul Drake, Mike Pulsipher
25. **KGO/San Francisco (N/T)** 548,100
Jim Dunbar, Ted Wygant

DRIVETIME DOMINATORS

PM Drive/Top 25



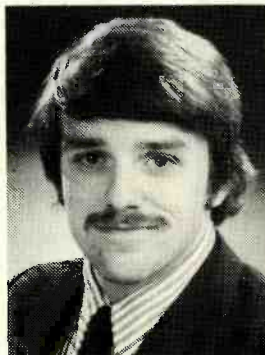
Heidi Aiken
WFBC/Greenville



J.J.
WKSJ-FM/Mobile



Shelley James
WCRZ/Ft. Myers



Phil Hunt
KSSN/Little Rock



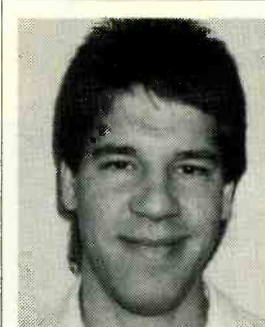
Ed Brantley
WJVK-AM & FM/Knoxville



Bruce Bond
WNNK/Harrisburg



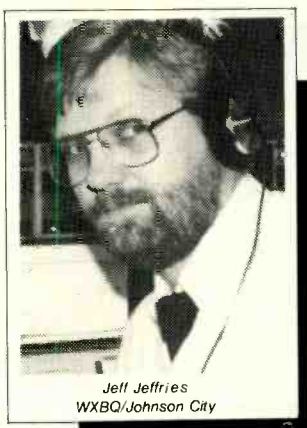
Mark Ellis
WCMF/Rochester



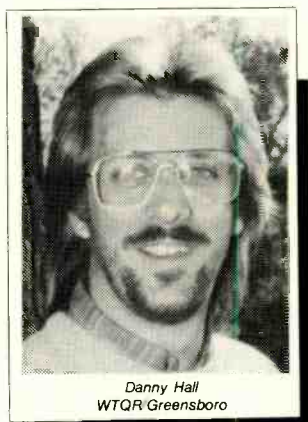
Ken Hopkins
KZZU-AM & FM/Spokane

DRIVETIME DOMINATORS

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



Jeff Jeffries
WXBQ/Johnson City



Danny Hall
WTQR/Greensboro



Dave Kamper
KKXX/Bakersfield

1. **WIVK-AM & FM/Knoxville (Ctry)** 27.6
Ed Brantley
2. **WDUV/Sarasota (B/EZ)** 23.6
Automated
2. **WKSJ-FM/Mobile (Ctry)** 23.6
J.J.
4. **KZZU-AM & FM/Spokane (CHR)** 22.0
Kendall Hopkins
5. **WSKZ/Chattanooga (CHR)** 21.5
Mike Allison
6. **KEZB-AM & FM/El Paso (CHR)** 20.7
Chris Michaels
7. **WFBC-FM/Greenville (AC)** 20.0
Heidi Aiken
8. **WHOT-FM/Youngstown (CHR)** 19.9
Bob Popa
9. **WCRZ/Flint (AC)** 19.0
Shelley James, Grant Smith
10. **WTQR/Greensboro (Ctry)** 18.8
Danny Hall
11. **WQUT/Johnson City (CHR)** 18.3
Steve Taylor
11. **WXBQ/Johnson City (Ctry)** 18.3
Jeff Jeffries
13. **KKXX/Bakersfield (CHR)** 18.0
Dave Kamper
13. **WXLK/Roanoke (CHR)** 18.0
Bart Prater, Cat Thomas
15. **WEZN/Bridgeport (B/EZ)** 17.7
Ed Zelle
16. **KSSN/Little Rock (Ctry)** 17.6
Phil Hunt
17. **KMOX/St. Louis (Talk)** 17.5
Chuck Buell
17. **WBLX/Mobile (B/U)** 17.5
Michael Angelo
19. **WHAS/Louisville (AC)** 17.1
Terry Meiners
19. **WNNK/Harrisburg (CHR)** 17.1
Bruce Bond
19. **WYYY/Syracuse (AC)** 17.1
Don Kelley
22. **KFAB/Omaha (AC)** 17.0
Gary Saddlemeier
22. **WCMF/Rochester (AOR)** 17.0
Mark Ellis
24. **KEZO/Omaha (AOR)** 16.9
Joe Blood
25. **WRMF/West Palm Beach (AC)** 16.8
Don Wright

DRIVETIME DOMINATORS

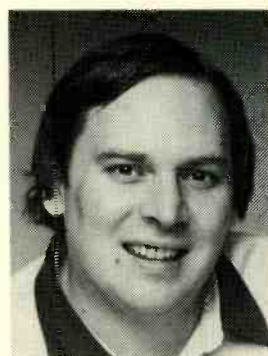
PM Drive/Top 25



Pat St. John
WPLJ/New York



Jimi Roberts
WPLJ/New York



Ron O'Brian
KIS-AM & FM/Los Angeles



Shadow Stevens
WHTZ/New York



Steve O'Brien
WYNY/New York



Carol Ford
WRKS/New York



Bob Grant
WABC/New York



Don Kelley
WYYY/Syracuse



Bernard Meltzer
WOR/New York



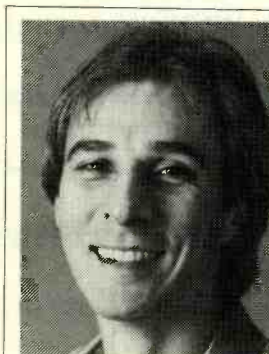
Bud Furillo & Lee Marshall
KABC/Los Angeles



Wally Phillips
WGN/Chicago



Steve Roy
WLTW/New York



Geno Mitchellini
KLOS/Los Angeles



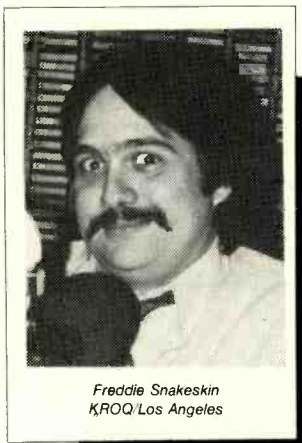
Carol Miller
WNEW-FM/New York



Scott Muni
WNEW-FM/New York

DRIVETIME DOMINATORS

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



1. **WHTZ/New York (CHR)** 1,501,100
Shadow Stevens
2. **WPLJ/New York (CHR)** 1,419,900
Pat St. John, Fast Jimmy Roberts
3. **WRKS/New York (B/U)** 1,067,700
Carol Ford
4. **WPAT-AM & FM/New York (B/EZ)** 991,300
Ken Lamb
5. **WLTW/New York (AC)** 878,800
Steve Roy
6. **WINS/New York (News)** 860,800
Stan Burns, Brad Phillips, Clarence Rock
7. **KPWR/Los Angeles (B/U)** 838,400
Mucho Morales, Joe Nasty
8. **KIIS-FM/Los Angeles (CHR)** 823,300
Big Ron O'Brian
9. **WCBS/New York (News)** 784,000
Tom Franklin
10. **WBLS/New York (B/U)** 775,700
Rickey Recardo
11. **WNEW-FM/New York (AOR)** 771,700
Scott Muni, Carol Miller
12. **WCBS-FM/New York (Gold)** 735,200
Bob Shannon
13. **WGN/Chicago (Talk)** 719,500
Wally Phillips
14. **WABC/New York (Talk)** 628,000
Bob Grant
15. **WOR/New York (Talk)** 627,400
Bernard Meltzer
16. **WGCI-FM/Chicago (B/U)** 605,100
Tom Joyner
17. **WHN/New York (Ctry)** 594,700
Dan Taylor
18. **WMMR/Philadelphia (AOR)** 588,200
Joe Bonadonna
19. **WXRK/New York (AOR)** 580,600
Meg Griffin
20. **WYNY/New York (AC)** 567,700
Steve O'Brien
21. **KABC/Los Angeles (Talk)** 551,500
Bud Furillo, Lee Marshall
22. **KLOS/Los Angeles (AOR)** 547,400
Geno Mitchellini
23. **KROQ/Los Angeles (AOR)** 534,600
Freddie Snakeskin
24. **KFWB/Los Angeles (News)** 528,100
John Brooks, Judy Ford
25. **WBBM-FM/Chicago (CHR)** 516,900
Paul Donovan

As you examine the Spring 1986 R&R Ratings Report you will find that we have made a few changes, additions, deletions, and alterations. Following are some of the highlights to look for in the in-depth market breakouts:

SHARE TRENDS

All stations in the top 50 markets which earned at least a 1.0 share, and the top ten stations in markets 51-100 (all according to the Spring '86 Arbitron sweep), are listed. Trends read left to right, with the most recent results on the right and the Spring '85 share on the left. Results from additional surveys (summer, fall, and winter) are shown in between. Up to five books can be included in any market's trend report, which covers the past year. Stations are ranked according to their Monday-Sunday (total persons 12+) average quarter hour share, with the #1 station listed on top.

AUDIENCE RANKINGS

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

TURNOVER/DAILY TIME SPENT LISTENING

The column to the immediate right of the adults 25-54 rankings in each market break-out chart demonstrates the relationship between audience turnover and daily time spent listening for each station. Again based on adults 12+, these figures examine how stations compare according to audience loyalty. Programming efforts of various stations can be easily checked by comparing these figures.

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

REP & NETWORK INFORMATION

For the convenience of all users of the R&R Ratings Report we designate all network and representative affiliations as listed on page 3B in each Arbitron report.

BIRCH RADIO SHARES

To offer a comparison between the diary-based Arbitron numbers and the telephone-derived Birch Radio estimates, we show — where available — 12+ average person estimates from the Spring '86 Birch quarterlies. One note: Arbitron numbers cover approximately April-June, while Birch results are for March-May.

FORMAT REACH CHART

The lower right corner for each top 50 market page shows a bar graph which compares format reach within that market. Totals are computed, by format, by adding the Spring '86 12+ Monday-Sunday AQH numbers shown in each market breakout. For example, all CHR's shares are added together.

A Step-By-Step For Using R&R Ratings Data

NEW YORK

SPRING '86	SUMMER '85	FALL '85	WINTER '86	SPRING '86	METRO RANK 12+ AQH	STATIONS	FORMAT
6.0	5.9	5.5	6.1	6.9	1	WHTZ 100.3	CHR
5.4	6.0	5.5	5.6	6.2	2	WRKS 98.7	B/U
5.1	5.6	6.0	5.5	5.9	3	WPLJ 95.5	CHR
4.2	4.0	4.5	4.7	4.6	4	WINS 101.0	NEWS
5.0	4.0	5.2	5.2	4.5	5	WOR 71.6	TALK
3.6	2.6	3.4	3.5	4.3	6	WPAT-FM 93.1	B/EZ
3.3	3.8	4.7	4.0	4.3	6	WBLS 107.5	B/U

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49
1 WNEW-FM	1 WHTZ	1 WNEW-FM	1 WHTZ
2 WXRK	2 WPLJ	2 WXRK	2 WPLJ
3 WHTZ	3 WRKS	3 WHTZ	3 WRKS
4 WRKS	4 WBLS	4 WPLJ	4 WBLS
5 WPLJ	5 WNEW-FM	5 WCBS-FM	5 WLTW
6 WBLS	6 WLTW	6 WRKS	6 WCBS-FM
7 WCBS-FM	7 WCBS-FM	7 WBLS	7 WNEW-FM
8 WLTW	8 WYNY	8 WLTW	8 WPIX
9 WAPP	9 WPIX	9 WNBC	9 WINS
10 WNBC	10 WXRK	10 WINS	10 WYNY

Step Manual &R's Unique ta Features

ORK #1

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
1	1	1	1	3	15/12	EASTMAN		7.7
5	2	3	3	5	11/98	REPUBLIC	US1	9.2
2	3	2	2	1	17/63	BLAIR	ABC-R	6.5
3	18	13	9	8	20/53	SELECT	ABC-D	5.0
10	30	33	20	15	12/89	REPUBLIC	ABC-E	3.2
12	22	23	16	10	12/93	CHRISTAL		2.8
7	4	5	4	6	13/82	MCGAVREN	ABC-F	4.9

FORMAT REACH	
Men 25-54	Women 25-54
WCB5-FM	1 WLTW
WNEW-FM	2 WPLJ
WXRK	3 WHTZ
WHTZ	4 WRKS
WPLJ	5 WBLS
WLTW	6 WCB5-FM
WBLS	7 WINS
WRKS	8 WPIX
WINS	9 WOR
WCB5	10 WPAT-FM

FORMAT REACH

AC	13.7
AOR	7.0
BBnd	2.7
Blk/Urbn	10.5
BM/Easy	5.9
CHR	12.8
Clas	2.9
Ctry	3.0
Gold	3.6
N/T	15.0
Rel	1.0
Span	3.9

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 Rock
ABC-T	ABC Talkradio
AP	Associated Press
CBS	CBS Radio
CBS-R	CBS RadioRadio
MBS	Mutual Broadcasting System
NBC	NBC Radio
NBC-S	NBC Source
NBC-T	NBC Talknet
NBN	National Black Network
SHRDN	Sheridan
TRAN	Transtar
US1	United Stations 1
US2	United Stations 2
UPI	United Press International

Reps Abbreviation Key

BLAIR	Blair Radio
CABALLERO	Caballero Spanish Media
CBS SPOT	CBS Radio Spot Sales
CHRISTAL	The Christal Company
CITIMEDIA	Citimedia, Inc.
CMBS	Concert Music Broadcast Sales, Inc.
D-CLAYTON	Dora Clayton Agency, Inc.
DURPETTI	Durpetti & Associates
EASTMAN	Eastman Radio, Inc.
HNWH	Hillier, Newmark, Wechsler & Howard
J BOLTON	Jack Bolton & Associates
JC GATES	J.C. Gates & Co.
KATZ	Katz Radio
LAZAR	R.A. Lazar & Co.
MARKET 4	Market 4 Radio
MASLA	Masla Radio
MMR	Major Market Radio Sales
MCGAVREN	McGavren-Guild, Inc.
PATT MEDIA	Patt Media
P/W RADIO	P/W Radio Representatives
REPUBLIC	Republic Radio Sales
ROSLIN	Roslin Radio Sales, Inc.
SAVALLI	Savalli, Schutz & Peterson, Inc.
SCHWARTZ	Harold S. Schwartz Associates, Inc.
SELCOM	Selcom Radio
SOUTHERN	Southern Spot Sales
TORBET	Torbet Radio
UNIREF	Unirep Broadcasting Co.
W & P	Weiss & Powell, Inc.

ANAHEIM-SANTA ANA #19

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
9.1	9.0	7.4	1	KIIS-FM 102.7	CHR	1	2	1	1	1	15/73	MCGAVREN	
6.8	6.8	6.1	2	KBIG 104.3	B/EZ	7	16	11	7	3	11/102	CBS SPOT	
5.7	5.9	6.1	2	KABC 790	TALK	3	24	19	9	4	13/82	KATZ	ABC-I
4.9	3.9	5.7	4	KJOI 98.7	B/EZ	13	29	20	11	7	10/114	BLAIR	
4.3	5.9	5.3	5	KROQ 106.7	AOR	6	1	7	8	16	12/88	TORBET	
4.3	3.4	5.2	6	KMPC 710	BBND	9	32	15	16	13	11/96	DURPETTI	
4.7	5.7	5.1	7	KLOS 95.5	AOR	2	4	2	2	9	16/68	KATZ	ABC-R
3.3	4.9	4.4	8	KRTH-FM 101.1	GOLD	5	11	6	4	2	16/67	REPUBLIC	US2
4.3	3.2	4.4	8	KOST 103.5	AC	8	14	4	3	5	14/75	CHRISTAL	
3.2	3.6	4.3	10	KNX 1070	NEWS	4	26	23	14	10	19/58	CBS SPOT	CBS
3.9	3.1	4.0	11	KMET 94.7	AOR	11	10	3	5	8	14/76	BLAIR	
1.4	2.1	3.5	12	KIQQ 100.3	AC	12	18	9	6	6	16/68	SELECT	TRAN
1.6	1.8	3.4	13	KPWR 105.9	B/U	14	3	5	10	26	15/71	HNWH	
1.6	2.4	2.5	14	KFI 640	AC	16	20	16	13	11	16/68	CHRISTAL	ABC-E
0.4	0.7	2.2	15	KNAC 105.5	AOR	19	6	8	12	32	13/87	ROSLIN	
2.5	1.9	2.0	16	KZLA 93.9	CTRY	20	12	21	19	12	14/79	EASTMAN	
2.5	2.5	1.9	17	KFWB 980	NEWS	10	33	30	26	21	30/36	BLAIR	ABC-E
--	--	1.9	17	KNX-FM 93.1	AOR	15	5	14	15	14	24/45	CBS SPOT	
2.0	1.6	1.8	19	KNOB 97.9	AC	22	22	18	17	15	13/82	MASLA	
1.5	1.6	1.7	20	KIKF 94.3	CTRY	21	13	25	25	20	15/73	ROSLIN	
1.3	1.4	1.5	21	KEZY 95.9	CHR	17	8	10	18	17	26/42		
1.8	1.4	1.3	22	KLAC 570	CTRY	18	28	31	29	25	23/48	EASTMAN	ABC-D
0.6	0.8	1.2	23	KLVE 107.5	SPAN	32	31	12	20	22	10/104	CABALLERO	
1.4	1.0	1.1	24	KUTE 101.9	AA	28	35	13	21	19	16/68	DURPETTI	
1.6	2.2	1.1	24	KFAC 92.3	CLAS	25	27	35	34	30	20/55	MCGAVREN	
0.9	1.3	1.1	24	KRLA 1110	GOLD	27	30	33	23	18	18/60	MMR	
--	2.0	1.0	27	KBZT 97.1	AC	23	15	17	22	24	22/50	MMR	
1.0	2.1	1.0	27	KKGO 105.1	JAZZ	24	21	27	28	27	23/48	W&P	AP

This Company Can Boost Your Ratings.



*We have in the past
and continue to do so every week.*

*To see our list of clients,
keep turning the pages.*



Chrysalis™

ATLANTA #14

SPRING '85	FALL '85	WINTER '86	SPRING '86	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
6.5	7.4	9.5	9.2	①	WPCH 94.9	B/EZ	3	13	12	7	4	11/101	KATZ		7.2
6.4	9.0	10.5	9.2	①	WKLS-FM 96.1	AOR	5	3	①	2	2	11/102	MASLA	ABC-R	13.5
9.2	8.9	7.0	9.1	3	WQXI-FM 94.1	CHR	①	7	2	①	①	13/82	BLAIR		10.3
11.0	8.9	9.8	8.6	4	WVEE 103.3	B/U	6	2	3	3	3	11/96	MCGAVREN	US-1	13.8
3.3	4.9	4.6	6.1	5	WYAY 106.7	CTRY	9	10	8	5	6	12/94	REPUBLIC		6.7
12.1	9.8	8.5	6.1	5	WZGC 92.9	CHR	2	①	7	10	12	18/61	TORBET	ABC-C	10.1
6.3	6.7	5.5	5.7	7	WSB 750	AC	4	14	14	12	9	17/62	CHRISTAL	ABC-E	5.2
3.7	4.1	3.6	5.6	8	WFOX 97.1	AC	11	8	5	4	5	12/91	MMR		3.4
5.4	4.9	5.4	5.3	9	WSB-FM 98.5	AC	8	11	4	6	7	15/74	CHRISTAL	CBS-R	4.1
8.9	6.6	6.2	5.3	9	WKHX 101.5	CTRY	7	12	9	8	8	15/72	SELECT		5.8
2.3	3.0	3.0	4.1	11	WAOK 1380	B/U	12	6	11	11	10	12/91	MCGAVREN	NBN	1.3
2.5	3.2	2.4	3.9	12	WARM 99.7	CHR	10	4	6	9	11	18/61	EASTMAN		2.7
1.6	1.1	2.0	2.4	13	WEKS-AF 1080 104.1	B/U	14	5	10	13	14	13/87	DURPETTI		3.3
2.9	2.6	3.1	1.7	14	WGST 920	N/T	13	19	18	15	13	21/51	KATZ	CBS	1.5
1.7	2.1	1.2	1.2	15	WPLO 590	CTRY	17	22	17	16	16	16/68	SELECT		1.1
1.6	1.3	1.2	1.1	16	WQXI 790	GOLD	18	16	13	14	15	17/66	BLAIR		0.8

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WKLS-FM	1 WQXI-FM	1 WKLS-FM	1 WQXI-FM	1 WKLS-FM	1 WQXI-FM	AC 16.6
2 WQXI-FM	2 WVEE	2 WQXI-FM	2 WVEE	2 WQXI-FM	2 WSB-FM	AOR 9.2
3 WVEE	3 WSB-FM	3 WVEE	3 WSB-FM	3 WYAY	3 WVEE	Blk/Urban 15.1
4 WARM	4 WKLS-FM	4 WFOX	4 WFOX	4 WVEE	4 WPCH	BM/Easy 9.2
5 WFOX	5 WFOX	5 WYAY	5 WYAY	5 WFOX	5 WFOX	CHR 19.1
6 WZGC	6 WYAY	6 WPCH	6 WKLS-FM	6 WPCH	6 WYAY	Ctry 12.6
7 WYAY	7 WZGC	7 WKHX	7 WPCH	7 WKHX	7 WKHX	
8 WKHX	8 WARM	8 WARM	8 WKHX	8 WSB-FM	8 WKLS-FM	Gold 1.1
9 WSB-FM	9 WEKS-FM	9 WZGC	9 WZGC	9 WSB	9 WSB	N/T 1.7
10 WAOK	10 WKHX	10 WSB-FM	10 WARM	10 WARM	10 WAOK	

BALTIMORE #16

SPRING '85	FALL '85	WINTER '86	SPRING '86	METRO RANK 12+ AOH	STATIONS	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
9.9	8.7	10.0	10.2	1	WLIF 101.9	B/EZ	2	15	10	5	1	10/113	CHRISTAL		8.8
5.4	6.8	6.6	7.7	2	WXYV 102.7	B/U	4	3	3	1	3	11/100	MCGAVREN	NBC-S	8.3
7.4	6.7	6.0	7.3	3	WBSB 104.3	CHR	1	1	2	2	4	14/76	TORBET	ABC-C	8.9
8.6	7.5	10.5	6.9	4	WBAL 1090	N/T	3	17	24	14	8	13/84	HNWH	ABC-E	7.4
5.4	5.6	7.7	6.6	5	WPOC 93.1	CTRY	8	8	4	4	2	10/112	EASTMAN	ABC-D	7.5
6.9	5.6	5.6	6.4	6	WIYY 97.9	AOR	5	4	1	3	5	12/90	HNWH	ABC-R	7.7
4.4	4.1	2.8	4.6	7	WFBR 1300	AC	6	26	16	12	9	16/68	REPUBLIC	CBS	2.9
4.8	3.9	3.6	3.6	8	WMKR 106.5	CHR	7	2	6	9	15	19/58	KATZ		5.4
2.9	4.4	3.2	3.3	9	WCAO 600	CTRY	9	21	17	13	12	14/77	MCGAVREN	NBC	2.3
2.1	2.6	1.9	2.9	10	WQSR 105.7	GOLD	12	14	8	6	6	15/72		CBS	2.1
3.3	3.1	3.3	2.9	10	WBGR 860	REL	21	13	23	15	11	7/166	ROSLIN	UPI	2.1
3.3	3.2	3.6	2.8	12	WYST-FM 92.3	AC	10	16	11	7	7	17/64	MASLA	US1	1.6
2.9	3.5	3.6	2.8	12	WWIN-FM 95.9	B/U	13	9	7	8	10	16/69	MMR		2.5
2.5	3.0	2.6	2.6	14	WITH 1230	BBND	17	29	28	29	22	11/98	GROSKIN	MBS	1.6
2.3	2.5	2.5	2.4	15	WWDC-FM 101.1	AOR	14	7	5	10	14	17/64	CHRISTAL	US1	3.9
2.8	2.2	1.8	2.3	16	WEBB 1360	B/U	15	6	13	16	19	14/75	CITIMEDIA	SHRDN	1.9
3.1	2.1	1.6	2.1	17	WWIN 1400	B/U	11	5	14	18	21	21/50	MMR	NBN	2.2
1.0	1.5	1.9	2.0	18	WHUR 96.3	B/U	18	20	9	11	13	14/75	DURPETTI		2.8
2.5	1.5	1.4	1.4	19	WCBM 680	AC	19	22	22	21	16	19/57	KATZ	UPI	1.9
1.2	0.7	0.8	1.3	20	WRBS 95.1	REL	25	30	29	28	26	10/106			1.9
1.1	0.8	1.1	1.2	21	WHFS 99.1	AOR	22	12	15	19	20	14/76	MASLA	MBS	1.3
0.8	1.1	1.3	1.2	21	WGRX 100.7	AOR	23	31	12	17	18	14/78	SELECT	ABC-F	1.0
0.7	1.4	1.1	1.1	23	WTOP 1500	NEWS	16	28	25	25	23	26/41	HNWH	CBS	1.0
0.6	0.9	0.5	1.1	23	WCLY-WPGC 1580 95.5	AC	26	19	20	20	17	11/99	TORBET		.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 WLIF
2 WXYV	2 WXYV	2 WXYV	2 WXYV	2 WIYY	2 WBSB
3 WWDC-FM	3 WIYY	3 WPOC	3 WLIF	3 WXYV	3 WXYV
4 WBSB	4 WMKR	4 WBSB	4 WPOC	4 WLIF	4 WPOC
5 WPOC	5 WYST-FM	5 WWDC-FM	5 WYST-FM	5 WQSR	5 WYST-FM
6 WHUR	6 WWIN-FM	6 WLIF	6 WIYY	6 WBSB	6 WBGR
7 WQSR	7 WPOC	7 WQSR	7 WMKR	7 WFBR	7 WBAL
8 WWIN-FM	8 WLIF	8 WHUR	8 WWIN-FM	8 WWDC-FM	8 WQSR
9 WLIF	9 WQSR	9 WFBR	9 WQSR	9 WBAL	9 WCAO
10 WMKR	10 WWIN	10 WWIN-FM	10 WBGR	10 WHUR	10 WMKR

FORMAT REACH

AC	9.9
AOR	11.2
BBnd	2.6
Blk/Urbn	15.8
BM/Easy	10.2
CHR	10.9
Ctry	9.9
Gold	2.9
N/T	8.0
Rel	4.2

BOSTON #7

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	METRO RANK	12+ AOH	STATIONS	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
8.3	7.4	8.6	6.7	9.2	1	1	WBZ 1030	AC	1	9	14	4	3	11/95	BLAIR/RAR	ABC-I	8.0
8.8	9.4	7.4	6.8	7.7	2	2	WBCN 104.1	AOR	3	4	1	1	1	12/92	TORBET		10.2
7.5	6.9	6.4	5.6	6.9	3	3	WHDH 850	AC	4	15	11	5	2	12/87	BLAIR		4.5
7.4	5.9	5.0	6.4	6.7	4	4	WXKS-FM 107.9	CHR	2	1	2	2	7	14/78	MMR		8.4
6.7	5.3	5.2	7.6	6.0	5	5	WRKO 680	N/T	5	21	15	10	10	13/84	REPUBLIC	MBS	8.1
4.5	4.6	6.2	7.0	5.3	6	6	WJIB 96.9	B/EZ	9	19	18	14	12	12/93	MCGAVREN		4.6
2.5	2.7	4.1	4.2	4.7	7	7	WSSH 99.5	AC	10	16	7	6	4	12/88	HNWH		4.2
1.0	2.1	3.1	5.0	4.1	8	8	WZLX 100.7	GOLD	12	7	3	3	6	13/87	CHRISTAL		3.8
4.4	5.0	5.0	4.5	3.9	9	9	WEEI 590	NEWS	6	13	20	18	13	18/59	CBS SPOT	CBS	3.8
3.6	4.2	4.4	3.3	3.3	10	10	WROR 98.5	AC	7	8	9	7	5	21/52	REPUBLIC	US1	3.4
3.0	3.1	2.4	2.5	3.0	11	11	WMJX 106.7	AC	13	10	4	8	11	17/65	DURPETTI		2.7
2.8	3.7	3.3	3.0	2.9	12	12	WVBF 105.7	AC	14	17	5	9	9	14/76	MCGAVREN		2.1
4.8	4.7	3.6	2.8	2.8	13	13	WHTT 103.3	CHR	8	2	10	15	18	23/46	CBS SPOT	CBS-R	3.2
2.4	2.0	2.9	2.6	2.8	13	13	WBOS 92.9	CTRY	16	11	17	11	8	13/81	KATZ	ABC-D	3.6
3.2	2.7	2.7	2.6	2.4	15	15	WZOU 94.5	CHR	11	3	13	16	20	21/51	BLAIR		3.3
3.6	3.6	2.4	3.3	2.2	16	16	WAAF 107.3	AOR	15	5	6	13	17	17/63	KATZ		3.8
1.7	1.6	2.5	2.1	2.0	17	17	WILD 1090	B/U	18	6	8	12	15	11/100		SHRDN	2.6
1.6	2.0	2.1	1.7	1.7	18	18	WXKS 1430	BBND	21	27	28	25	23	10/106	MMR		.9
0.6	0.9	0.8	0.9	1.3	19	19	WFNX 101.7	AOR	20	14	12	17	21	14/78			1.7
0.8	1.3	0.9	0.9	1.2	20	20	WPLM 99.1	BBND	22	23	27	27	25	15/75			.5
1.3	1.5	1.0	0.4	1.2	20	20	WMEX 1150	GOLD	24	20	23	19	14	12/90	EASTMAN	ABC-E	1.7
1.3	1.1	1.1	1.7	1.2	20	20	WCRB 102.5	CLAS	17	22	19	21	16	19/56	DONOFRIO		1.2
0.9	0.9	0.7	0.5	1.0	23	23	WROL 950	REL	23	29	24	23	22	16/69			.3

Continued on Page 107

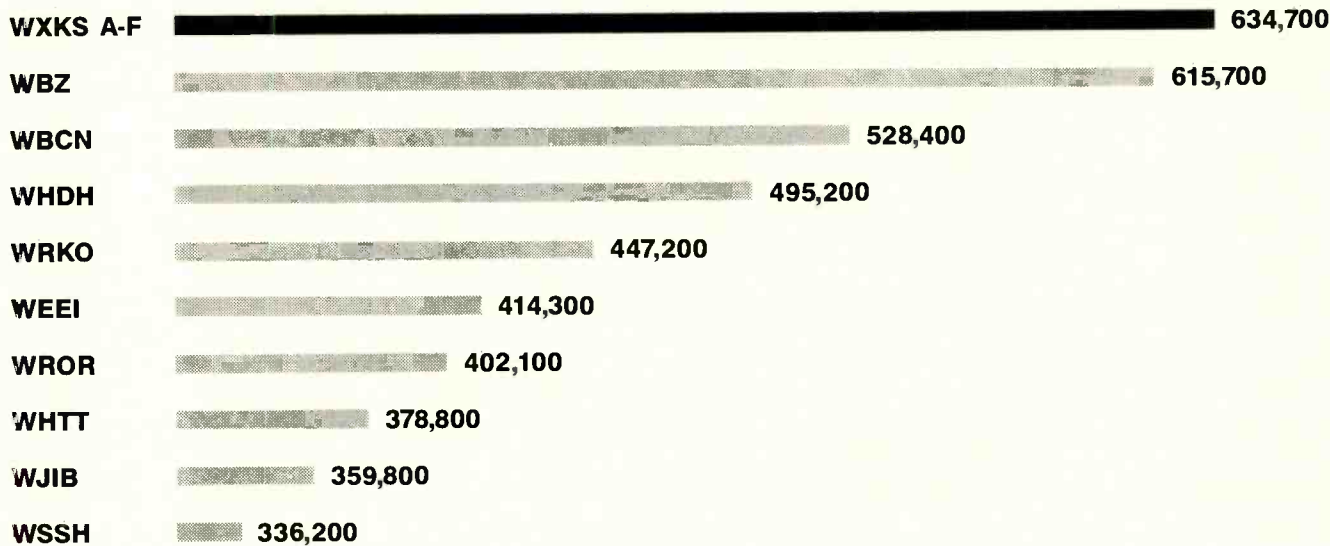
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BIRMINGHAM #47

SPRING '85	FALL '85	SPRING '86	12+ AOH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
16.0	16.1	15.2	1	WZZK-FM 610 104.7	CTRY	1	5	5	2	1	11/102	KATZ	
11.6	10.6	13.1	2	WENN 107.7	B/U	5	2	2	3	3	9/121	SELECT	NBN
11.1	9.0	11.9	3	WMJJ 96.5	AC	3	6	3	1	2	11/103	BLAIR	
12.0	14.0	11.3	4	WAPI-FM 94.5	CHR	2	1	1	4	4	12/88	CHRISTAL	ABC-C
8.9	5.4	8.3	5	WKXX 106.9	CHR	4	3	4	5	5	15/73	MCGAVREN	ABC-D
2.2	7.6	6.2	6	WATV 900	B/U	6	4	6	6	6	10/103	W&P	
2.1	5.8	5.0	7	WAPI 1070	BBND	8	12	17	12	8	12/90	CHRISTAL	NBC
3.0	3.7	4.4	8	WERC 960	N/T	7	18	9	10	10	14/78	MCGAVREN	
5.2	3.9	3.3	9	WAGG 1320	REL	13	9	11	9	9	11/95	SELECT	NBN
4.0	4.8	3.0	10	WJLD 1400	B/U	10	8	12	13	12	17/63	MASLA	MBS
3.4	4.3	2.7	11	WLTB 99.5	CTRY	9	10	8	7	7	19/57	EASTMAN	
1.6	1.9	2.2	12	WDJC 93.7	REL	12	11	7	8	14	21/53	CRAWFORD	
6.1	2.1	2.0	13	WVOK 690	CTRY	11	19	13	14	13	25/44	EASTMAN	CBS
3.2	1.9	1.5	14	WZZK 610	CTRY	14	13	15	15	15	20/55	KATZ	
1.0	--	1.3	15	WQEN 103.7	CHR	15	7	10	11	11	12/89	D-CLAYTON	ABC-C

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WAPI-FM	1 WENN	1 WMJJ	1 WMJJ	1 WMJJ	1 WZZK-FM	AC 11.9
2 WKXX	2 WMJJ	2 WAPI-FM	2 WZZK-FM	2 WZZK-FM	2 WMJJ	BBnd 5.0
3 WENN	3 WAPI-FM	3 WZZK-FM	3 WENN	3 WENN	3 WENN	Blk/Urbn 22.3
4 WMJJ	4 WZZK-FM	4 WKXX	4 WAPI-FM	4 WAPI-FM	4 WATV	CHR 20.9
5 WZZK-FM	5 WKXX	5 WENN	5 WKXX	5 WKXX	5 WAPI-FM	Ctry 21.4
6 WERC	6 WATV	6 WATV	6 WATV	6 WATV	6 WKXX	N/T 4.4
7 WLTB	7 WDJC	7 WERC	7 WLTB	7 WERC	7 WAGG	Rel 5.5
8 WDJC	8 WLTB	8 WLTB	8 WAGG	8 WAPI	8 WLTB	
9 WVOK	9 WAGG	9 WQEN	9 WDJC	9 WQEN	9 WAPI	
10 WATV	10 WJLD	10 WAPI	10 WJLD	10 WLTB	10 WJLD	

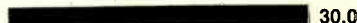
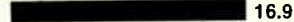
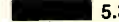
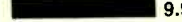
ANAHEIM-SANTA ANA #19

Continued from Page 102

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AA  1.1 AC  13.2 AOR  18.5 BBnd  5.2 Blk/Urbn  3.4 BM/Easy  11.8 CHR  8.9 Clas  1.1 Ctry  5.0 Gold  5.5 Jazz  1.0 N/T  12.3 Span  1.2
1 KLOS	1 KIIS-FM	1 KLOS	1 KIIS-FM	1 KRTH-FM	1 KIIS-FM	
2 KMET	2 KOST	2 KMET	2 KOST	2 KMET	2 KOST	
3 KNAC	3 KPWR	3 KIIS-FM	3 KBIG	3 KIIS-FM	3 KBIG	
4 KIIS-FM	4 KRTH-FM	4 KRTH-FM	4 KRTH-FM	4 KABC	4 KIQQ	
5 KROQ	5 KLOS	5 KNAC	5 KIQQ	5 KJOI	5 KRTH-FM	
6 KRTH-FM	6 KIQQ	6 KABC	6 KPWR	6 KLOS	6 KFI	
7 KPWR	7 KROQ	7 KROQ	7 KFI	7 KBIG	7 KJOI	
8 KEZY	8 KFI	8 KJOI	8 KLOS	8 KIQQ	8 KABC	
9 KOST	9 KMET	9 KIQQ	9 KROQ	9 KNX	9 KNX	
10 KMPC	10 KNOB	10 KBIG	10 KJOI	10 KMPC	10 KLOS	

BOSTON #7

Continued from Page 104

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-49	Women 18-34	Men 18-49	Men 25-54	Women 25-54	AC  30.0 AOR  11.2 BBnd  1.7 Blk/Urbn  3.2 BM/Easy  5.3 CHR  16.9 Clas  1.2 Ctry  2.8 Gold  5.3 N/T  9.9 Rel  1.0
1 WBCN	1 WXKS-FM	1 WXKS-FM	1 WBCN	1 WBCN	1 WBZ	
2 WZLX	2 WBCN	2 WBCN	2 WZLX	2 WHDH	2 WHDH	
3 WXKS-FM	3 WSSH	3 WVBF	3 WXKS-FM	3 WZLX	3 WSSH	
4 WAAF	4 WBZ	4 WMJX	4 WRKO	4 WBZ	4 WVBF	
5 WILD	5 WHDH	5 WSSH	5 WROR	5 WSSH	5 WXKS-FM	
6 WMJX	6 WVBF	6 WZLX	6 WBZ	6 WRKO	6 WROR	
7 WFNX	7 WMJX	7 WHDH	7 WHDH	7 WROR	7 WBCN	
8 WCGY	8 WROR	8 WHTT	8 WSSH	8 WXKS-FM	8 WMJX	
9 WRKO	9 WZLX	9 WROR	9 WAAF	9 WBOS	9 WJIB	
10 WROR	10 WJIB	10 WILD	10 WMJX	10 WEEI	10 WZLX	

BUFFALO-NIAGARA FALLS #35

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AQH	STATIONS	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
7.4	6.6	10.8	1	WBUF 92.9	AC	2	11	1	1	1	11/102	MCGAVREN		9.6
9.8	10.6	10.0	2	WJYE 96.1	B/EZ	4	17	11	6	2	11/101	CHRISTAL		8.9
5.6	7.3	7.3	3	WYRK 106.5	CTRY	10	10	5	2	3	9/115	MCGAVREN		3.0
9.6	13.3	6.6	4	WBEN 93.0	AC	6	12	17	13	10	14/76	EASTMAN	NBC	7.5
6.2	6.5	6.4	5	WPHD 103.3	CHR	3	3	2	3	8	17/64	CBS	CBS-R	10.2
5.1	4.5	6.1	6	WBLK 93.7	B/U	12	6	3	4	4	9/116	SELECT	CBS-R	8.1
6.9	4.9	5.7	7	WECK 1230	BBND	13	18	18	16	14	9/119	W&P	ABC-I	4.9
4.6	4.7	5.6	8	WBEN-FM 102.5	CHR	1	4	4	5	6	22/50	EASTMAN	ABC-C	5.1
4.2	4.9	5.4	9	WGR 550	AC	5	15	8	7	5	18/61	KATZ	ABC-E	3.7
5.5	5.9	4.8	10	WNYS-FM 104.1	CHR	8	1	6	8	11	17/64	MMR	ABC-C	5.6
5.5	6.0	4.3	11	WWKB 1520	AC	7	8	12	12	9	19/56	BLAIR	ABC-D	3.9
5.0	3.7	3.8	12	WKSE 98.5	CHR	9	2	9	10	12	19/56	HNWH		4.8
2.3	2.4	3.8	12	WRLT 96.9	AC	11	14	10	9	7	17/62	KATZ	NBC-S	3.0
2.6	2.2	3.0	14	CILQ 107.1	AOR	14	5	7	11	13	13/86			3.2
--	--	1.7	15	WBYR 107.7	AOR	16	9	14	14	15	15/74			.8
2.4	1.1	1.3	16	WYSL 1400	CHR	15	7	16	18	18	23/46	CBS		1.2
1.6	0.7	1.2	17	WUFO 1080	B/U	17	16	15	15	16	17/65	SELECT	SHRDN	.3
0.9	2.4	1.1	18	WDCX 99.5	REL	18	22	19	19	17	16/66			.7

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WPHD	1 WBUF	1 WBUF	1 WBUF	1 WBUF	1 WBUF	AC	30.9
2 WBUF	2 WPHD	2 WYRK	2 WJYE	2 WYRK	2 WJYE	AOR	4.7
3 WBLK	3 WNYS-FM	3 WPHD	3 WRLT	3 WBLK	3 WRLT	BBnd	5.7
4 WYRK	4 WBEN-FM	4 WBLK	4 WBEN-FM	4 WGR	4 WYRK	Blk/Urbn	7.3
5 WBEN-FM	5 WBLK	5 WBEN-FM	5 WPHD	5 WPHD	5 WGR	BM/Easy	10.0
6 CILQ	6 WRLT	6 WGR	6 WBLK	6 WBEN-FM	6 WBLK	CHR	21.9
7 WNYS-FM	7 WKSE	7 CILQ	7 WNYS-FM	7 WJYE	7 WBEN-FM	Ctry	7.3
8 WGR	8 WJYE	8 WJYE	8 WYRK	8 CILQ	8 WWKB	Rel	1.1
9 WWKB	9 WGR	9 WKSE	9 WGR	9 WBEN	9 WBEN		
10 WKSE	10 CILQ	10 WNYS-FM	10 WKSE	10 WWKB	10 WNYS-FM		

CHARLOTTE-GASTONIA-ROCK HILL #40

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	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
12.6	13.1	12.4	1	WSOC-FM 103.7	CTRY	1	7	7	3	1	11/100	CHRISTAL	MBS	13.7
13.4	12.1	10.7	2	WPEG 97.9	B/U	4	2	1	1	4	9/115	HNWH	CBS-R	15.5
7.4	9.9	9.2	3	WEZC 104.7	AC	3	4	2	2	2	12/91	MMR		8.7
6.6	7.3	9.1	4	WLVK 96.9	CTRY	7	6	5	4	3	10/111	HNWH		12.0
8.3	9.8	9.0	5	WROQ 95.1	CHR	2	1	3	5	9	14/78	EASTMAN	US1	8.8
9.4	7.2	7.2	6	WBT 1110	AC	5	15	9	8	5	13/81	BLAIR	ABC-I	5.7
4.4	4.1	5.5	7	WRFX 99.7	AOR	8	3	4	7	7	12/88	MCGAVREN		7.0
8.3	6.4	5.1	8	WBCY 107.9	CHR	6	5	6	6	6	18/62	BLAIR	ABC-F	7.0
5.6	6.0	4.7	9	WZXI 101.9	B/EZ	9	10	11	9	8	11/95	REPUBLIC		2.4
--	1.2	2.4	10	WWDN 101.3	B/U	12	8	12	11	10	8/138	HNWH	ABC-F	1.8
--	2.2	2.2	11	WXRC 95.7	AOR	10	11	8	10	13	15/71	W&P	NBC-S	1.5
1.1	1.9	1.6	12	WGIV 1600	B/U	11	9	14	13	12	14/77	SELECT	NBN	2.0
--	1.0	1.5	13	WRDX 106.5	AC	13	17	10	12	11	12/93	SOUTHERN		.5
1.3	1.0	1.0	14	WLON 1050	CTRY	22	25	23	23	22	8/136	SOUTHERN		1.3

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WRFX	1 WEZC	1 WSOC-FM	1 WEZC	1 WSOC-FM	1 WEZC
2 WROQ	2 WPEG	2 WPEG	2 WLVK	2 WPEG	2 WLVK
3 WPEG	3 WBCY	3 WROQ	3 WPEG	3 WEZC	3 WSOC-FM
4 WLVK	4 WLVK	4 WRFX	4 WSOC-FM	4 WLVK	4 WPEG
5 WXRC	5 WROQ	5 WEZC	5 WBCY	5 WBT	5 WBT
6 WEZC	6 WRFX	6 WLVK	6 WROQ	6 WRFX	6 WBCY
7 WSOC-FM	7 WSOC-FM	7 WBCY	7 WBT	7 WROQ	7 WZXI
8 WBCY	8 WRDX	8 WBT	8 WZXI	8 WBCY	8 WRFX
9 WBT	9 WZXI	9 WXRC	9 WRFX	9 WWDN	9 WGIV
10 WWDN	10 WBT	10 WWDN	10 WGIV	10 WZXI	10 WROQ

FORMAT REACH

AC	17.8
AOR	7.7
Blk/Urbn	14.7
BM/Easy	4.7
CHR	14.1
Ctry	22.5

CHICAGO #3

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	METRO RANK 12+ ACH	STATIONS	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	9.9	8.0	9.7	11.4	1	WGN 720	TALK	1	11	15	3	1	11/98	CHRISTAL	ABC-I	8.5
5.4	4.8	5.3	6.4	7.2	2	WGCI-FM 107.5	B/U	3	3	1	1	2	12/93	MCGAVREN		10.6
4.8	4.9	4.5	6.1	5.7	3	WBBM 780	NEWS	2	14	18	14	10	18/60	CBS SPOT	CBS	4.9
6.5	5.1	5.2	5.8	5.5	4	WLOO 100.3	B/EZ	8	18	20	13	9	12/90	KATZ	ABC-E	3.0
5.3	7.0	6.4	5.6	5.3	5	WBMX-FM 102.7	B/U	5	1	4	4	13	15/73	DURPETTI	ABC-F	6.9
3.8	3.5	4.0	4.7	4.6	6	WLUP 97.9	AOR	6	6	2	2	3	16/69	MMR		5.9
3.5	3.4	3.4	3.5	3.9	7	WLAK 93.9	AC	9	19	10	7	5	16/68	CHRISTAL		3.3
2.9	2.6	3.3	3.2	3.6	8	WCLR 101.9	AC	10	15	6	5	6	17/64	TORBET		2.8
3.6	3.6	3.2	3.3	3.3	9	WKQX 101.1	CHR	7	5	5	10	11	21/51	EASTMAN	NBC-S	3.3
4.4	3.8	3.7	3.3	3.2	10	WBBM-FM 96.3	CHR	4	2	12	16	21	25/42	CBS SPOT	CBS-R	4.2
3.2	2.8	3.1	2.0	3.1	11	WFYR 103.5	AC	12	7	8	9	7	19/57	REPUBLIC	US1	3.1
3.2	2.5	2.6	2.8	3.1	11	WXRT 93.1	AOR	16	23	3	6	8	14/77	SELECT		3.5
3.2	3.5	3.2	3.4	3.0	13	WJMK 104.3	GOLD	14	13	9	8	4	16/66	MMR	US2	2.1
2.4	2.7	3.3	2.7	2.9	14	WUSN 99.5	CTRY	18	16	14	12	12	13/86	MASLA	ABC-D	2.4
3.6	3.0	3.2	3.1	2.9	14	WJJD 1160	BBND	19	33	31	25	22	12/89	MMR		3.3
3.4	2.8	2.6	2.5	2.6	16	WMAQ 670	CTRY	13	20	19	18	15	22/50	EASTMAN	NBC	2.2
2.8	4.2	4.1	2.7	2.4	17	WLS 890	CHR	11	8	13	15	14	25/43	HNWH	ABC-C	2.9
1.6	1.6	1.9	2.2	2.2	18	WCKG 105.9	AOR	17	12	7	11	16	18/62	KATZ		2.9
2.7	2.5	2.0	2.2	2.0	19	WYTZ 94.7	CHR	15	4	11	17	18	23/47	HNWH	ABC-R	3.0
1.3	1.3	1.5	1.7	1.7	20	WFMT 98.7	CLAS	21	22	22	23	20	16/67	CMBS		2.0
1.2	1.3	1.6	1.5	1.3	21	WVON 1450	B/U	28	29	24	21	19	9/121			1.2
1.8	2.3	1.9	1.3	1.3	21	WOJO 105.1	SPAN	24	27	16	19	17	12/90	CABALLERO		.5
1.7	1.7	1.6	1.2	1.2	23	WRXR 95.5	AC	20	9	17	20	25	29/37			.8
0.6	0.9	0.8	0.8	1.2	23	WNIB 97.1	CLAS	22	31	26	24	24	19/58			.8

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WLUP	1 WGCI-FM	1 WLUP	1 WGCI-FM	1 WGN	1 WGCI-FM	AC 11.8
2 WXRT	2 WBMX	2 WXRT	2 WCLR	2 WLUP	2 WGN	AOR 9.9
3 WGCI-FM	3 WKQX	3 WGCI-FM	3 WBMX-FM	3 WJMK	3 WCLR	BBnd 2.9
4 WCKG	4 WLUP	4 WGN	4 WGN	4 WXRT	4 WLAK	Bik/Urbn 13.8
5 WBMX-FM	5 WCLR	5 WCKG	5 WFYR	5 WGCI-FM	5 WFYR	BM/Easy 5.5
6 WKQX	6 WFYR	6 WJMK	6 WLAK	6 WUSN	6 WLOO	CHR 10.9
7 WJMK	7 WLAK	7 WBMX-FM	7 WKQX	7 WBBM	7 WKQX	Clas 2.9
8 WCLR	8 WXRT	8 WLAK	8 WLUP	8 WLAK	8 WJMK	Ctry 5.5
9 WFYR	9 WJMK	9 WCLR	9 WJMK	9 WCKG	9 WBMX-FM	Gold 3.0
10 WLAK	10 WBBM-FM	10 WUSN	10 WLOO	10 WMAQ	WBBM	N/T 17.1
						Span 1.3

CINCINNATI #29

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	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
7.4	8.2	11.1	1	WEBN 102.7	AOR	3	4	1	1	2	11/99	TORBET		12.9
10.3	7.8	10.7	2	WLW 700	AC	1	10	8	5	3	15/72	EASTMAN	ABC-I	8.8
4.2	7.8	9.2	3	WUBE 105.1	CTRY	6	6	3	2	1	11/97	MCGAVREN		8.3
10.6	11.3	9.0	4	WKRC 101.9	CHR	2	1	2	3	5	16/68	KATZ	ABC-F	10.3
9.4	10.5	8.8	5	WWEZ 92.5	B/EZ	5	16	13	10	6	12/88	CBS SPOT		7.4
9.6	6.8	6.8	6	WKRC 550	AC	4	9	11	7	4	16/67	KATZ	ABC-E	6.3
6.3	6.6	6.5	7	WBLZ 103.5	B/U	8	2	4	4	8	11/94	REPUBLIC		8.3
5.5	7.2	5.4	8	WCKY 1530	N/T	11	12	17	13	11	13/84	CBS SPOT	CBS	4.8
6.6	6.2	3.9	9	WRRM 98.5	AC	7	19	5	6	7	20/54	BLAIR		5.1
2.8	2.9	3.8	10	WSKS 96.5	AOR	9	3	6	9	13	19/56	EASTMAN	ABC-R	4.3
2.8	2.5	3.3	11	WWNK-FM 94.1	AC	12	8	9	11	10	17/63	MMR		2.4
5.1	4.2	3.1	12	WLLT 94.9	AC	10	7	7	8	9	23/47	HNWH		3.2
2.3	2.6	2.5	13	WCIN 1480	B/U	13	5	12	14	14	16/70	W&P	SHRDN	2.9
1.9	1.6	2.0	14	WDJO 1230	GOLD	15	13	10	12	12	12/89	MCGAVREN	US2	2.1
1.6	0.9	1.1	15	WWNK 1360	AC	14	11	14	16	20	24/45	MMR		0.7
0.7	0.5	1.1	15	WPFB-FM 105.9	REL	18	14	19	15	15	10/107	LOTUS	MBS	1.7
0.3	0.3	1.0	17	WJOJ 107.1	AC	16	15	16	17	16	24/45	MASLA		0.7

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	29.9
AOR	14.9
Blk/Urbn	9.0
BM/Easy	8.8
CHR	9.0
Ctry	9.2
Gold	2.0
N/T	5.4
Rel	1.1

CLEVELAND #21

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
11.0	12.2	14.5	13.9	13.2	1	1	WMMS 100.7	CHR	1	2	1	1	1	12/90	KATZ	NBC-S	21.0
7.7	6.9	8.2	8.6	7.1	2	2	WQAL 104.1	B/EZ	6	23	15	8	4	11/98	CHRISTAL		3.4
5.9	6.0	6.8	7.7	7.0	3	3	WMJI 105.7	AC	3	8	3	2	2	15/74	EASTMAN		6.2
7.3	7.1	5.2	5.5	6.7	4	4	WLTF 106.5	AC	4	6	2	3	3	15/74	CHRISTAL	AP	3.8
9.1	6.3	6.7	7.4	6.5	5	5	WDOK 102.1	B/EZ	7	12	8	9	6	12/91	MCGAVREN		4.2
6.2	7.1	4.9	4.4	5.4	6	6	WGCL 98.5	CHR	2	1	6	6	10	22/50	MMR	ABC-F	5.6
3.1	6.6	5.5	4.8	4.9	7	7	WWWE 1100	N/T	5	9	12	11	8	18/62	MCGAVREN	ABC-I	6.3
6.0	5.1	5.1	4.2	4.8	8	8	WZAK 93.1	B/U	8	5	5	4	7	14/79	DURPETTI	CBS-R	7.5
4.2	3.5	4.3	4.8	4.8	8	8	WDMT 107.9	B/U	9	3	4	5	9	13/80	HNWH	US1	5.3
5.5	4.9	6.5	5.5	4.5	10	10	WBBG 1260	BBND	13	22	25	22	21	11/102	EASTMAN		4.0
3.7	4.1	3.4	3.7	4.0	11	11	WGAR-FM 99.5	CTRY	12	11	9	7	5	13/84	BLAIR	ABC-E	3.6
3.4	4.3	4.5	4.9	3.8	12	12	WERE 1300	N/T	10	19	18	16	15	16/69	MMR	CBS	4.4
2.6	2.3	2.0	2.0	2.1	13	13	WRQC 92.3	CHR	11	4	10	14	18	26/42	MASLA	ABC-R	2.5
1.7	1.8	1.1	2.0	2.0	14	14	WJMO 1490	A/A	15	13	14	13	11	16/69	MASLA	NBN	2.5
2.7	1.5	1.8	1.9	1.9	15	15	WHK 1420	GOLD	14	14	11	12	14	17/62	KATZ	NBC	1.6
3.5	2.1	2.0	1.9	1.9	15	15	WRMR 850	B/EZ	19	17	17	17	12	11/97	CHRISTAL	AP	1.6
1.0	1.5	1.4	1.5	1.9	15	15	WONE-FM 97.5	AOR	21	16	7	10	13	11/102	MCGAVREN		2.7
1.6	2.3	2.6	1.7	1.4	18	18	WABQ 1540	REL	22	25	21	21	16	12/93		SHRDN	1.6
1.3	2.4	2.1	2.3	1.3	19	19	WCLV 95.5	CLAS	20	18	19	20	20	16/68	CMBS		2.3
0.7	0.8	0.8	0.4	1.3	19	19	WDBN 94.9	B/EZ	23	21	20	18	17	10/109			0.1
0.4	--	0.3	0.3	1.2	21	21	WBEA 107.3	CHR	16	7	13	15	19	20/54	REGIONAL		0.1
--	--	--	--	1.0	22	22	WEOL 930	B/EZ	26	20	23	25	25	9/118	REGIONAL	ABC-E	---

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 WLTF
2 WMJI	2 WLTF	2 WMJI	2 WLTF	2 WMJI	2 WMJI
3 WONE-FM	3 WMJI	3 WLTF	3 WMJI	3 WLTF	3 WMMS
4 WDMT	4 WDMT	4 WONE-FM	4 WDMT	4 WGAR-FM	4 WQAL
5 WGCL	5 WZAK	5 WZAK	5 WZAK	5 WQAL	5 WDOK
6 WLTF	6 WGCL	6 WGCL	6 WGCL	6 WWWE	6 WZAK
7 WZAK	7 WDOK	7 WDMT	7 WDOK	7 WZAK	7 WGAR-FM
8 WWWE	8 WJMO	8 WWWE	8 WQAL	8 WONE-FM	8 WDMT
9 WHK	9 WGAR-FM	9 WGAR-FM	9 WGAR-FM	9 WDOK	9 WJMO
10 WRQC	10 WBEA	10 WHK	10 WJMO	10 WGCL	10 WGCL

FORMAT REACH

AC	13.7
AOR	1.9
BBnd	4.5
Bik/Urbn	9.6
BM/Easy	17.8
CHR	21.9
Clas	1.3
Ctry	4.0
Gold	1.9
N/T	8.7
Rel	1.4
A/A	2.0

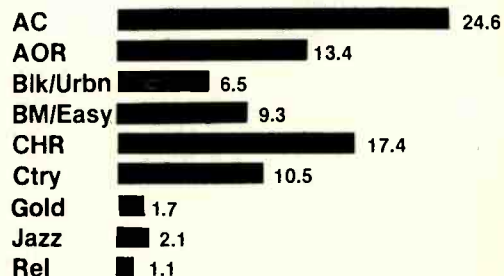
COLUMBUS #33

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
11.5	15.1	13.4	1	WLVO 96.3	AOR	3	2	1	1	2	10/104	KATZ		15.2
10.8	9.6	11.9	2	WSNY 94.7	AC	2	6	2	2	1	13/84	MCGAVREN		10.7
4.9	5.3	9.4	3	WNCI 97.9	CHR	1	3	3	3	3	17/65	MMR	ABC-C	10.3
12.6	9.7	9.3	4	WBNS-FM 97.1	B/EZ	5	15	10	6	5	13/86	BLAIR		6.2
11.1	10.5	8.0	5	WXGT 92.3	CHR	4	1	4	4	8	17/64	CHRISTAL		11.9
10.1	10.4	6.2	6	WTVN 610	AC	6	7	9	5	4	19/58	KATZ	ABC-E	6.2
2.7	3.3	4.6	7	WVVO 1580	B/U	7	5	5	7	6	13/82	MCGAVREN	SHRDN	4.4
3.9	4.2	4.0	8	WRMZ 99.7	CTRY	8	8	6	8	7	14/76	TORBET	MBS	5.9
3.6	3.4	3.4	9	WMNI 920	CTRY	10	18	16	14	15	11/95	TORBET	MBS	2.6
3.6	3.0	3.1	10	WHOK 95.5	CTRY	14	9	7	9	9	11/96		AP	3.3
1.6	1.3	2.1	11	WBBY 103.9	JAZZ	15	11	12	11	10	15/73	TORBET	US2	2.3
2.2	3.2	2.1	11	WBNS 1460	AC	9	10	19	13	11	22/49	BLAIR	ABC-I	2.4
3.1	1.5	1.9	13	WZZT 103.1	B/U	12	4	8	10	14	20/55	MASLA	CBS-R	4.3
0.8	1.1	1.7	14	WCOL 1230	GOLD	11	17	15	18	19	22/49	CHRISTAL	CBS	1.7
1.5	1.5	1.7	14	WLW 700	AC	13	14	13	16	12	22/49	EASTMAN	ABC-I	0.7
0.9	0.7	1.4	16	WCLT 1430	AC	21	20	20	22	21	7/162		MBS	0.7
0.7	1.5	1.3	17	WCLT-FM 100.3	AC	18	16	14	12	13	17/64		MBS	0.9
2.4	1.4	1.1	18	WRFD 880	REL	16	22	11	15	18	23/48	W&P	CNN	0.7

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 WLVO	1 WSNY
2 WNCI	2 WLVO	2 WSNY	2 WLVO	2 WSNY	2 WNCI
3 WSNY	3 WNCI	3 WNCI	3 WNCI	3 WNCI	3 WLVO
4 WXGT	4 WXGT	4 WBNS-FM	4 WXGT	4 WTVN	4 WTVN
5 WVVO	5 WVVO	5 WXGT	5 WVVO	5 WBNS-FM	5 WVVO
6 WHOK	6 WRMZ	6 WTVN	6 WTVN	6 WRMZ	6 WBNS-FM
7 WBNS-FM	7 WZZT	7 WRMZ	7 WRMZ	7 WVVO	7 WXGT
8 WLW	8 WTVN	8 WVVO	8 WBNS-FM	8 WHOK	8 WRMZ
9 WRMZ	9 WHOK	9 WHOK	9 WHOK	9 WXGT	9 WHOK
10 WBBY	10 WRFD	10 WBBY	10 WZZT	10 WBBY	10 WBNS

FORMAT REACH



DALLAS-FT. WORTH #10

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	METRO RANK	12+ AOH	STATIONS	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	7.5	10.6	9.1	8.8	1	1	KVIL-FM 103.7	AC	1	8	2	1	1	12/91	BLAIR		9.1
7.4	8.3	8.7	8.7	8.5	2	2	KKDA-FM 104.5	B/U	8	2	1	2	4	8/137	KATZ	AP	11.5
5.3	6.1	6.0	6.9	7.3	3	3	KPLX 99.5	CTRY	5	7	4	3	2	11/100	REPUBLIC	AP	6.4
7.4	6.1	5.9	6.5	6.9	4	4	WBAP 820	CTRY	4	17	14	6	3	12/92	BLAIR	ABC-I	4.9
6.8	6.7	7.7	7.2	6.3	5	5	KRLD 1080	NEWS	2	18	18	12	8	16/68	KATZ	CBS	4.2
5.3	5.4	5.4	6.4	6.3	5	5	KMEZ-FM 100.3	B/EZ	10	28	21	15	7	10/106	MCGAVREN		4.1
4.7	5.0	5.9	5.5	5.7	7	7	KSCS 96.3	CTRY	6	5	7	4	6	13/82	BLAIR		5.8
5.8	6.6	6.3	5.2	5.2	8	8	KEGL 97.1	CHR	3	1	5	9	17	16/67	SELECT	ABC-C	8.4
5.2	6.1	4.7	5.1	5.0	9	9	KTXQ 102.1	AOR	7	3	3	5	10	15/72	CBS SPOT	ABC-R	7.5
2.5	3.5	3.1	2.9	3.8	10	10	KQZY 105.3	AC	12	15	13	10	9	13/81	TORBET		2.2
2.1	2.5	3.3	3.3	3.4	11	11	KLUV 98.7	GOLD	14	14	12	7	5	14/79	REPUBLIC	US2	2.9
4.3	4.1	3.1	4.4	3.2	12	12	KZEW 97.9	AOR	11	9	6	8	12	16/67	MMR	NBC-S	4.9
4.0	4.2	3.7	3.2	3.1	13	13	KTKS 106.1	CHR	9	4	8	13	16	21/52	HNWH		4.1
2.6	3.5	3.4	3.8	2.9	14	14	KMGC 102.9	AC	13	11	9	11	11	16/66	CHRISTAL		2.6
1.4	1.7	2.2	0.9	2.6	15	15	KESS 94.1	SPAN	21	13	11	16	15	7/159	CABALLERO		2.6
1.7	0.7	1.3	1.5	2.5	16	16	KLTY 94.9	REL	16	6	10	14	14	13/82			2.8
3.0	2.3	2.0	1.7	2.2	17	17	KDLZ 107.5	B/U	15	12	15	17	13	15/72	DURPETTI	US1	3.1
0.5	1.7	0.8	2.8	1.9	18	18	KHVN 970	REL	22	16	19	20	18	7/160	DURPETTI	NBN	---
1.1	1.4	0.8	1.4	1.4	19	19	KRQX 570	GOLD	18	20	16	18	19	16/70	MMR	CBS	0.9
--	--	--	1.3	1.3	20	20	KZPS 92.5	CHR	17	10	17	19	20	24/44	DURPETTI		1.9
1.2	1.3	1.2	1.1	1.1	21	21	WRR 101.1	CLAS	20	24	23	21	21	18/61	CMBS		0.6

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	15.5
AOR	8.2
Blk/Urbn	10.7
BM/Easy	6.3
CHR	9.6
Clas	1.1
Ctry	19.9
Gold	4.8
N/T	6.3
Rel	4.4
Span	2.6

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DAYTON #46

SPRING '85	FALL '85	SPRING '86	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
15.8	15.1	13.8	1		WHIO-FM 99.1	B/EZ	1	8	7	5	2	10/108	CHRISTAL		11.4
11.5	11.1	9.9	2		WGTZ 92.9	CHR	2	1	2	2	5	14/79	KATZ		17.2
10.3	8.6	7.8	3		WHIO 1290	AC	3	14	15	9	7	15/72	CHRISTAL	CBS	9.3
9.9	8.7	7.8	3		WTUE 104.7	AOR	4	4	1	1	3	13/84	MCGAVREN		11.0
3.2	6.4	6.8	5		WWSN 107.7	AC	5	7	4	3	1	13/87	EASTMAN	US1	5.6
7.9	6.0	5.6	6		WONE 980	CTRY	7	19	14	7	6	12/93	MCGAVREN	ABC-D	3.6
6.1	4.2	5.4	7		WYMJ 103.9	AC	6	5	3	4	4	14/75	REPUBLIC	US1	5.0
3.7	3.7	5.0	8		WBLZ 103.5	B/U	8	2	5	6	11	13/85	REPUBLIC		5.7
2.8	3.6	4.1	9		WDAO 1210	B/U	13	6	8	8	8	11/99	EASTMAN	SHRDN	2.4
2.0	3.0	3.6	10		WLW 700	AC	9	10	9	11	9	15/73	EASTMAN	ABC-I	2.8
2.2	3.7	3.6	10		WSKS 96.5	AOR	12	3	6	10	18	13/83	EASTMAN	ABC-R	6.6
1.8	3.0	2.4	12		WBZI 95.3	CTRY	14	13	10	12	10	13/86		US2	2.4
4.3	3.4	2.3	13		WING 1410	AC	10	9	12	13	12	23/47	KATZ	ABC-I	1.7
1.2	0.8	1.9	14		WPTW-FM 95.7	B/EZ	16	17	18	16	15	12/89	REGIONAL		.6
2.8	2.5	1.7	15		WVUD 99.9	CTRY	11	22	11	14	14	28/39	MASLA	CBS-R	2.4
1.4	1.7	1.7	15		WBLV 1600	CTRY	20	23	23	23	23	11/97	DEVNEY	MBS	.4
--	0.7	1.5	17		WLGY 1500	BBND	22	11	22	22	21	6/192		US2	0.0
1.2	0.8	1.4	18		WAZU 102.9	AC	15	21	13	15	13	17/63	DEVNEY	MBS	1.1
0.9	0.8	1.4	18		WFCJ 93.7	REL	18	18	16	17	17	15/74	JL PIERCE	AP	.7
0.6	0.8	1.2	20		WPFB 105.9	CTRY	19	15	20	20	16	16/66	LOTUS	MBS	.3
0.7	1.4	1.0	21		WIZE 1340	AC	17	20	19	18	20	21/51	UNIREP	ABC-I	.2

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WTUE	1 WGTZ	1 WTUE	1 WWSN	1 WTUE	1 WHIO-FM	AC 28.3
2 WGTZ	2 WTUE	2 WGTZ	2 WHIO-FM	2 WGTZ	2 WWSN	AOR 11.4
3 WSKS	3 WWSN	3 WLW	3 WGTZ	3 WHIO	3 WYMJ	BBnd 1.5
4 WYMJ	4 WYMJ	4 WYMJ	4 WYMJ	4 WLW	4 WGTZ	Blk/Urban 9.1
5 WBLZ	5 WHIO-FM	5 WSKS	5 WTUE	5 WONE	5 WONE	BM/Easy 15.7
6 WDAO	6 WBLZ	6 WWSN	6 WBLZ	6 WWSN	6 WTUE	CHR 9.9
7 WLW	7 WVUD	7 WHIO	7 WONE	7 WHIO-FM	7 WHIO	Ctry 12.6
8 WWSN	8 WDAO	8 WBLZ	8 WBZI	8 WYMJ	8 WBLZ	Rel 1.4
9 WAZU	9 WBZI	9 WONE	9 WDAO	9 WDAO	9 WBZI	
10 WBZI	10 WING	10 WDAO	10 WHIO	10 WBZI	10 WDAO	

DENVER-BOULDER #23

SPRING '85	FALL '85	WINTER '86	SPRING '86	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.7	10.5	9.6	9.6	1	1	KOSI 101.1	B/EZ	1	15	15	7	3	11/97	SELECT		8.0
6.8	6.8	6.6	7.0	2	2	KMJI 100.3	AC	2	5	3	2	1	15/73	CHRISTAL		5.9
5.5	5.9	6.7	6.9	3	3	KBCO-FM 97.3	AOR	7	10	1	1	2	11/94	MASLA		8.8
4.6	4.0	5.2	6.7	4	4	KPKE 95.7	CHR	5	1	4	4	11	13/83	EASTMAN		5.3
7.7	7.3	7.2	6.7	4	4	KBPI 105.9	AOR	3	3	2	3	9	15/70	SELECT		12.1
5.0	6.5	6.0	5.7	6	6	KOA 850	TALK	4	14	13	12	6	17/64	KATZ	CBS	3.9
4.0	4.0	5.3	4.6	7	7	KYGO 98.5	CTRY	9	13	9	6	4	15/73	BLAIR		3.7
3.1	3.0	3.7	4.5	8	8	KEZW 1430	BBND	13	18	26	23	18	10/104	BLAIR/RAR	MBS	4.4
3.9	5.6	3.4	4.1	9	9	KAZY 106.7	AOR	10	9	5	5	8	15/72	MCGAVREN		4.2
5.7	4.9	4.8	3.9	10	10	KRXY-FM 107.5	CHR	6	2	8	11	16	21/52	MMR		5.5
4.3	3.2	4.2	3.7	11	11	KOAQ 103.5	AC	8	6	7	8	7	21/51	KATZ	CBS-R	4.3
5.2	3.0	3.7	3.6	12	12	KHOW 630	AC	12	16	16	10	5	15/73	EASTMAN	US1	2.7
3.7	3.3	3.8	3.6	12	12	KNUS 710	N/T	14	11	12	15	12	13/85	SELECT	ABC-I	1.4
3.8	3.7	3.1	3.6	12	12	KVOD 99.5	CLAS	15	21	20	14	13	12/91	REPUBLIC		3.6
3.6	3.1	4.0	3.3	15	15	KIMN 950	CHR	11	7	6	9	10	18/59	BLAIR	ABC-C	2.7
2.4	2.4	2.3	2.7	16	16	KLZ 560	CTRY	17	8	22	17	15	13/83	MCGAVREN	ABC-I	2.8
2.4	2.7	2.2	2.2	17	17	KDKO 1510	B/U	18	4	11	16	17	11/98			4.5
1.5	2.1	1.3	2.1	18	18	KRZN 1150	GOLD	16	12	10	13	14	17/62	CHRISTAL		1.3
0.7	1.5	1.1	1.1	19	19	KTCL 93.3	AOR	22	25	14	18	19	13/81			0.6
1.6	0.8	2.1	1.0	20	20	KBRQ-FM 105.1	CTRY	20	26	21	21	21	22/49	TORBET	ABC-E	1.4

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KBPI	1 KBCO-FM	1 KBCO-FM	1 KMJI	1 KBCO-FM	1 KMJI	AC 14.3
2 KBCO-FM	2 KPKE	2 KBPI	2 KBCO-FM	2 KMJI	2 KOSI	AOR 18.8
3 KAZY	3 KMJI	3 KMJI	3 KPKE	3 KBPI	3 KYGO	BBnd 4.5
4 KMJI	4 KBPI	4 KAZY	4 KYGO	4 KOA	4 KBCO-FM	Blk/Urbn 2.2
5 KPKE	5 KOAQ	5 KPKE	5 KOSI	5 KAZY	5 KHOW	BM/Easy 9.6
6 KNUS	6 KIMN	6 KHOW	6 KOAQ	6 KOSI	6 KOAQ	CHR 13.9
7 KTCL	7 KRXY-FM	7 KOA	7 KIMN	7 KHOW	7 KIMN	Clas 3.6
8 KOA	8 KYGO	8 KOAQ	8 KBPI	8 KNUS	8 KPKE	Ctry 8.3
9 KIMN	9 KAZY	9 KYGO	9 KRXY-FM	9 KYGO	9 KOA	N/T 9.3
10 KRXY-FM	10 KRZN	10 KNUS	10 KHOW	10 KOAQ	10 KAZY	

DETROIT #6

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	12+ AOR	STATIONS	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
10.4	11.5	9.0	8.0	9.9	1	WJR 760	MISC	1	16	10	4	1	13/83	EASTMAN	ABC-I	8.7
6.3	8.3	6.9	9.6	7.9	2	WJLB 97.9	B/U	6	1	2	1	2	10/107	MMR		11.8
4.9	5.0	6.2	5.6	6.3	3	WWJ 950	NEWS	4	20	16	15	10	14/78	CBS SPOT	CBS	3.8
5.5	5.4	5.2	5.8	5.8	4	WCZY-FM 95.5	CHR	3	3	3	3	5	17/63	HNWH		6.3
6.1	6.1	6.3	7.4	5.4	5	WJOI 97.1	B/EZ	9	21	19	16	11	12/90	CBS SPOT		3.4
6.0	7.0	4.9	4.4	5.3	6	WRIF 101.1	AOR	5	6	1	2	4	16/68	BLAIR	ABC-R	6.3
5.5	4.5	5.4	4.4	5.0	7	WHYT 96.3	CHR	2	2	5	5	14	21/52	EASTMAN	ABC-C	5.5
5.2	4.8	5.4	5.1	5.0	7	CKLW 800	BBND	12	24	25	18	12	11/101	MASLA		3.8
3.8	3.6	4.2	4.1	4.1	9	WLLZ 98.7	AOR	7	4	4	7	16	18/59	BLAIR	ABC-F	6.0
4.1	4.3	4.3	3.9	3.8	10	WNIC 100.3	AC	8	7	6	6	6	19/56	KATZ		4.3
3.7	3.4	3.1	2.7	3.6	11	WOMC 104.3	AC	10	12	9	8	3	18/61	KATZ	US2	2.6
3.4	3.4	3.2	3.2	3.5	12	WXYT 1270	TALK	15	26	20	21	18	13/86	BLAIR/RAR	MBS	3.2
3.6	2.6	3.2	2.9	3.5	12	WWWW 106.7	CTRY	13	8	15	12	8	14/79	CHRISTAL	AP	4.1
2.5	2.3	3.1	2.4	3.1	14	WKSG 102.7	GOLD	16	14	7	9	7	14/79	MASLA	NBC-S	2.5
1.8	2.5	1.9	2.6	2.8	15	WDTX 99.5	MISC	11	5	8	11	19	22/50	DURPETTI	CBS	4.3
1.8	1.8	2.9	3.4	2.5	16	WLTJ 93.1	AC	17	13	11	10	9	15/71	CHRISTAL		2.4
2.6	2.0	2.4	2.1	2.3	17	WJZZ 105.9	JAZZ	18	17	13	13	13	15/70	W&P		3.0
2.4	1.8	1.5	2.8	2.2	18	WMJC 94.7	AC	14	10	12	14	15	21/51	MMR	US1	2.1
2.9	2.2	2.0	1.5	1.8	19	WGPR 107.5	B/U	19	11	14	17	17	17/62	LAZAR	SHRDN	1.9
--	--	--	--	1.6	20	WNTM 92.3	AC	20	9	17	20	20	16/66	SELECT		1.1
1.3	0.7	1.2	0.7	1.1	21	WHND 560	GOLD	26	23	21	19	21	13/83	MMR	US1	.2
1.2	1.2	2.1	1.4	1.1	21	WQRS 105.1	CLAS	21	25	26	23	23	18/59	CMBS		1.4
1.4	1.2	1.3	1.3	1.1	21	WCHB 1440	B/U	24	15	18	22	22	15/72	W&P	NBN	.9
1.8	2.5	1.3	1.6	1.0	24	WCXI 1130	CTRY	23	28	28	25	24	18/59	DURPETTI	UPI	1.1

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	13.7
AOR	9.4
BBnd	5.0
Blk/Urban	11.9
BM/Easy	5.4
CHR	10.8
Clas	1.1
Ctry	4.5
Gold	4.2
Jazz	2.3
Misc	12.7
N/T	9.8

GREENSBORO-WINSTON SALEM-HIGH POINT #49

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
16.8	19.1	17.4	1	WTQR 104.1	CTRY	1	7	2	1	1	10/111	MCGAVREN		18.0
--	--	7.8	2	WKRR 92.3	AOR	7	4	1	2	3	9/124	REPUBLIC		12.1
5.6	9.3	7.0	3	WOJY 100.3	B/EZ	5	22	7	5	2	13/83	CHRISTAL		4.9
5.9	7.5	6.9	4	WSJS 600	AC	6	15	12	9	6	11/103	MCGAVREN	CBS	5.8
7.5	4.8	6.2	5	WQMG 97.1	B/U	8	3	3	4	5	8/130	HNWH	CBS-R	6.8
7.9	8.8	6.1	6	WMAG 99.5	AC	3	6	4	3	4	16/69	MMR	ABC-E	7.4
2.3	4.9	5.9	7	WKSI 98.7	CHR	2	1	6	7	7	17/65	EASTMAN		6.7
12.3	8.3	5.5	8	WKZL 107.5	CHR	4	2	5	6	8	17/62	KATZ	ABC-R	7.0
2.5	1.4	2.5	9	WEAL 1510	B/U	16	13	9	10	10	7/154	HNWH	SHRDN	1.4
5.6	2.1	2.3	10	WSEZ 93.1	AC	9	10	8	8	9	17/63	TORBET	US1	3.5
0.7	0.9	2.0	11	WGLD 1320	GOLD	11	26	34	30	24	13/82	CHRISTAL	US2	1.0
1.3	1.9	1.9	12	WBIG 1470	AC	10	14	29	27	23	16/69	BLAIR	CBS	1.9
--	1.5	1.7	13	WTHP 98.3	B/U	17	5	10	11	15	10/104			2.9
2.5	2.7	1.6	14	WAAA 980	B/U	12	25	13	13	12	15/72	W&P	NBN	.9
1.0	2.0	1.2	15	WKLM 94.5	B/EZ	13	19	14	19	17	17/64	KATZ		1.1
1.2	1.6	1.2	15	WWMO 102.1	REL	15	18	18	15	18	17/64			1.1
0.3	0.9	1.2	15	WSOC 103.7	CTRY	26	24	26	16	11	10/110	CHRISTAL	MBS	.8
0.5	0.5	1.2	15	WTNC 790	CTRY	28	16	30	26	21	8/128			0.0
0.5	0.4	1.0	19	WKOQ 94.1	REL	18	12	16	14	19	17/65	SOUTHERN		.9
--	0.6	1.0	19	WRDX 106.5	AC	24	17	11	12	13	13/83	SOUTHERN		0.0
1.5	1.5	1.0	19	WHPE 95.5	REL	20	27	23	20	14	17/62			.8
0.5	0.7	1.0	19	WKXR 1260	AC	30	28	27	28	29	10/110	REPUBLIC		.5

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WKRR	1 WQMG	1 WTQR	1 WTQR	1 WTQR	1 WTQR
2 WTQR	2 WKRR	2 WKRR	2 WKRR	2 WKRR	2 WKRR
3 WQMG	3 WKRR	3 WOJY	3 WQMG	3 WOJY	3 WMAG
4 WKZL	4 WMAG	4 WQMG	4 WOJY	4 WMAG	4 WQMG
5 WKSI	5 WKSI	5 WKRR	5 WKRR	5 WSJS	5 WKRR
6 WMAG	6 WKZL	6 WKZL	6 WKSI	6 WQMG	6 WSJS
7 WSEZ	7 WOJY	7 WKSI	7 WKZL	7 WKSI	7 WEAL
8 WOJY	8 WSEZ	8 WSEZ	8 WSJS	8 WKZL	8 WKSI
9 WTHP	9 WEAL	9 WSJS	9 WEAL	9 WSEZ	9 WKZL
10 WEAL	10 WTHP	10 WAAA	10 WSEZ	10 WSOC	10 WSEZ

AC	19.2
AOR	7.8
Blk/Urbn	12.0
BM/Easy	8.2
CHR	11.4
Ctry	19.8
Gold	2.0
Rel	3.2

HARTFORD-NEW BRITAIN #39

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	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
20.1	18.3	19.2	1	WTIC 108.0	AC	2	4	8	2	2	9/114	KATZ	NBC	17.3
15.8	14.9	15.3	2	WTIC-FM 96.5	CHR	1	1	1	1	1	12/90	KATZ		17.8
12.0	11.4	9.6	3	WRCH 100.5	B/EZ	3	14	13	9	4	12/94	TORBET	ABC-D	5.6
3.4	3.0	4.9	4	WCCC-FM 106.9	AOR	8	3	2	4	7	13/85	SELECT	NBC-S	6.8
3.4	4.9	4.8	5	WKSS 95.7	CHR	4	2	5	7	10	19/57	MMR		7.9
6.1	5.8	4.7	6	WHCN 105.9	AOR	6	6	3	3	6	16/70	MASLA	ABC-R	7.6
4.2	6.0	4.2	7	WIOF 104.1	AC	5	12	4	5	5	18/60	EASTMAN	CBS-R	3.7
2.4	2.8	4.2	7	WDRC 136.0	GOLD	10	17	7	6	3	11/95	MCGAVREN		2.3
3.5	4.8	3.1	9	WDRC-FM 102.9	AC	7	8	9	8	8	21/51	MCGAVREN		4.2
4.5	3.7	3.0	10	WRCQ 91.0	BBND	12	19	22	20	14	12/89	TORBET	ABC-E	2.7
3.7	3.6	2.6	11	WPOP 141.0	NEWS	9	16	15	13	11	23/47	EASTMAN	CBS	3.1
1.0	1.1	2.3	12	WPLR 99.1	AOR	13	9	6	10	12	16/68	DURPETTI		1.1
2.0	1.8	2.2	13	WWYZ 92.5	AC	11	11	10	11	9	17/63	CBS SPOT	US1	1.3
0.6	1.0	1.8	14	WKND 148.0	B/U	17	5	11	12	15	10/111	ROSLIN	NBN	1.5
0.9	0.8	1.2	15	WAQY 102.1	AOR	14	7	12	14	17	24/45	EASTMAN	ABC-C	2.0
0.4	1.4	1.1	16	WKHT 123.0	CTRY	15	22	19	15	13	18/61	P/W REPS	MBS	.3

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	28.7
AOR	13.1
BBnd	3.0
Blk/Urbn	1.8
BM/Easy	9.5
CHR	20.1
Ctry	1.1
Gold	4.2
N/T	2.6

HOUSTON-GALVESTON #8

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	METRO RANK 12+ AQH	STATIONS	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	7.8	8.6	6.2	8.3	1	KKBQ-FM 92.9	CHR	1	1	2	3	6	15/74	MCGAVREN	ABC-F	11.2
9.3	10.2	9.9	8.8	8.0	2	KMJQ 102.1	B/U	5	2	1	2	4	10/107	CHRISTAL		12.0
6.8	7.2	6.7	7.7	7.4	3	KIKK-FM 95.7	CTRY	4	6	6	4	2	12/94	TORBET		7.1
4.1	4.4	5.9	6.2	6.6	4	KFMK 97.9	AC	10	15	3	1	1	11/100	MMR		4.6
6.6	6.0	6.9	7.2	6.2	5	KODA 99.1	B/EZ	8	11	10	9	5	12/88	SELECT		3.5
4.9	6.4	5.3	4.6	5.8	6	KTRH 740	NEWS	3	17	12	12	8	16/69	CBS SPOT	CBS	6.2
4.7	4.5	4.5	6.3	5.7	7	KILT-FM 100.3	CTRY	9	9	9	5	3	13/82	BLAIR		4.7
5.7	4.7	3.5	4.8	5.1	8	KRBE-FM 104.1	CHR	2	3	5	6	11	18/60	KATZ		6.1
5.0	5.4	5.0	4.7	4.8	9	KSRR 96.5	AOR	6	4	4	8	10	16/66	HNWH	ABC-R	6.2
5.1	4.3	4.3	4.7	4.6	10	KQUE 102.9	AC	13	22	24	14	12	10/107	REPUBLIC	ABC-E	1.9
6.3	6.3	5.6	5.5	4.4	11	KLTR 93.7	AC	7	8	7	7	7	18/61	CBS SPOT		4.7
4.5	5.3	4.5	4.3	3.8	12	KLOL 101.1	AOR	11	5	8	10	13	18/59	CBS SPOT	NBC-S	6.0
3.7	3.3	3.2	3.5	3.4	13	KPRC 950	N/T	12	23	17	13	14	15/71	EASTMAN	NBC	2.9
2.0	1.7	1.2	2.0	2.7	14	KJYY 94.5	AC	14	16	11	11	9	16/66	MASLA	TRAN	1.5
1.8	2.3	1.9	1.5	1.4	15	KYOK 1590	B/U	16	7	13	18	23	18/60	MASLA	CBS-R	1.7
1.3	1.5	1.4	1.2	1.4	15	KILT 610	CTRY	15	25	18	15	15	26/42	BLAIR		1.1
1.4	1.2	1.4	1.0	1.1	17	KLAT 1010	SPAN	17	21	14	16	17	15/71	CABALLERO		.8
0.9	0.4	0.7	0.7	1.0	18	KIKK 650	CTRY	20	30	23	17	16	14/80	TORBET		.9
1.0	1.3	1.2	1.6	1.0	18	KXYZ 1320	SPAN	22	13	20	20	18	14/75	CABALLERO		.6

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	18.3
AOR	8.6
Bk/Urbn	9.4
BM/Easy	6.2
CHR	13.4
Ctry	15.5
N/T	9.2
Span	2.1

INDIANAPOLIS #36

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
15.4	14.7	18.6	1	WIBC 107.0	AC	1	7	6	4	1	9/117	BLAIR		15.7
15.5	14.4	13.3	2	WFBQ 94.7	AOR	2	2	1	1	2	11/98	KATZ	NBC-S	21.0
8.2	10.0	9.8	3	WFMS 95.9	CTRY	6	6	8	5	3	11/101	MCGAVREN		9.6
8.3	8.0	9.0	4	WTLC 105.7	B/U	8	4	3	3	5	8/129	DURPETTI	NBN	12.7
9.2	10.2	8.6	5	WXTZ 103.3	B/EZ	5	11	9	7	6	13/87	MMR		6.2
6.1	6.1	8.0	6	WENS 97.1	AC	4	5	2	2	4	14/79	CHRISTAL		5.4
8.3	9.6	7.1	7	WZPL 99.5	CHR	3	1	4	6	7	18/62	HNWH		8.8
4.9	4.1	4.6	8	WEAG 93.1	CHR	7	3	5	8	9	19/56	BLAIR		6.5
4.4	4.5	3.9	9	WTUX 131.0	BBND	9	15	15	15	14	10/104	DURPETTI	CBS	1.8
2.6	3.4	3.1	10	WTPI 107.9	AC	11	9	7	9	8	13/85	REPUBLIC	AP	1.7
2.1	2.1	1.9	11	WNDE 126.0	AC	12	14	10	10	10	18/61	KATZ	ABC-I	.9
5.1	2.4	1.6	12	WIRE 143.0	GOLD	10	10	12	12	12	25/43	MMR	ABC-E	1.1
0.6	0.4	1.2	13	WXIR 98.3	REL	13	13	11	11	11	17/63			.7
1.3	1.0	1.2	13	WGRT 81.0	B/U	17	17	14	13	13	8/134	W&P	SHRDN	.5

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	31.5
1 WFBQ	1 WENS	1 WFBQ	1 WENS	1 WFBQ	1 WIBC	AOR	13.3
2 WTLC	2 WFBQ	2 WIBC	2 WFBQ	2 WIBC	2 WENS	BBnd	3.9
3 WEAG	3 WTLC	3 WTLC	3 WTLC	3 WFMS	3 WTLC	Blk/Urbn	10.2
4 WZPL	4 WZPL	4 WFMS	4 WIBC	4 WXTZ	4 WFMS	BM/Easy	8.6
5 WENS	5 WEAG	5 WENS	5 WFMS	5 WENS	5 WXTZ	CHR	11.7
6 WIBC	6 WIBC	6 WZPL	6 WZPL	6 WTLC	6 WZPL	Ctry	9.8
7 WFMS	7 WTPI	7 WEAG	7 WXTZ	7 WZPL	7 WFBQ	Gold	1.6
8 WXTZ	8 WFMS	8 WXTZ	8 WTPI	8 WTPI	8 WTPI	Rel	1.2
9 WTPI	9 WXTZ	9 WTPI	9 WEAG	9 WEAG	9 WEAG		
10 WIRE	10 WXIR	10 WNDE	10 WNDE	10 WNDE	10 WNDE		

KANSAS CITY #27

SPRING '85	FALL '85	WINTER '86	SPRING '86	METRO RANK 12+ AQH	STATIONS	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
4.6	4.1	4.6	9.7	1	KMBZ 98.0	N/T	1	15	9	9	7	14/78	DURPETTI	NBC	5.2
6.8	5.9	7.2	8.6	2	KYYS 102.1	AOR	3	3	1	1	5	14/79	KATZ	NBC-S	10.9
10.7	11.1	11.6	8.5	3	WDAF 610	CTRY	4	12	13	7	2	14/78	KATZ	ABC-E	9.5
5.4	5.8	8.1	7.9	4	KFKF 94.1	CTRY	7	6	6	2	1	13/85	HNWH		7.8
8.5	7.7	8.1	7.8	5	KMBR 99.7	B/EZ	6	11	12	8	3	13/84	DURPETTI		3.6
7.1	7.0	9.0	7.5	6	KBEQ 104.3	CHR	2	1	3	6	9	18/62	REPUBLIC	ABC-C	9.7
6.4	6.0	5.2	6.0	7	KUDL 98.1	AC	5	10	4	4	6	18/60	CHRISTAL	AP	5.7
6.0	5.2	3.5	6.0	7	KLSI 93.3	AC	8	8	5	5	4	15/74	SELECT	ABC-D	5.7
1.8	2.9	4.8	5.9	9	KCFX 100.7	GOLD	11	7	2	3	8	13/84	MMR	ABC-R	5.9
6.8	7.8	5.4	4.9	10	KCMO 810	N/T	9	14	15	13	11	17/63	MCGAVREN	CBS	4.0
3.8	2.7	3.3	3.5	11	KBKC 94.9	B/U	10	4	7	10	13	23/48	MCGAVREN		5.3
4.7	6.1	4.8	3.5	11	KPRS 103.3	B/U	14	5	8	12	12	14/76	HNWH	NBN	5.4
4.6	3.5	3.5	3.4	13	KZZC 98.9	CHR	12	2	10	14	14	21/53	EASTMAN		4.3
3.2	4.2	4.2	2.9	14	WHB 710	AC	13	16	11	11	10	21/51	CHRISTAL	UPI	3.2
3.4	4.0	3.4	2.2	15	KJLA 1190	BBND	15	20	21	19	17	16/68	W&P	MBS	2.3
1.2	1.9	1.1	1.5	16	KCXL 1140	B/U	17	9	14	15	15	11/102	LAZAR		0.7
1.7	1.9	2.4	1.1	17	KXTR 96.5	CLAS	16	21	18	17	18	26/41	CMBS	US2	0.9
1.0	0.9	0.9	1.0	18	KCCV 1510	REL	19	19	22	20	20	14/78			1.6

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	14.9
1 KYYS	1 KYYS	1 KYYS	1 KUDL	1 KFKF	1 KMBR	AOR	8.6
2 KCFX	2 KLSI	2 KCFX	2 KLSI	2 KYYS	2 WDAF	BBnd	2.2
3 KBEQ	3 KUDL	3 KFKF	3 KFKF	3 WDAF	3 KUDL	Blk/Urbn	8.5
4 KFKF	4 KBEQ	4 KBEQ	4 KBEQ	4 KCFX	4 KLSI	BM/Easy	7.8
5 KUDL	5 KCFX	5 KMBZ	5 KYYS	5 KMBZ	5 KFKF	CHR	10.9
6 KMBZ	6 KBKC	6 KUDL	6 KMBR	6 KLSI	6 KMBZ	Clas	1.1
7 KLSI	7 KFKF	7 KLSI	7 WDAF	7 KMBR	7 WHB	Ctry	16.4
8 KZZC	8 KPRS	8 WDAF	8 KCFX	8 KUDL	8 KYYS	Gold	5.9
9 KPRS	9 KMBR	9 KCMO	9 KBKC	9 KBEQ	9 KBEQ	N/T	14.6
10 KBKC	10 WHB	10 KPRS	10 WHB	10 KCMO	10 KCFX	Rel	1.0

LOS ANGELES #2

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	METRO RANK 12+ AQH	STATIONS	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
6.3	8.3	6.0	6.1	7.0	1	KABC 790	TALK	3	15	19	12	4	12/91	KATZ	ABC-I	5.9
2.3	2.4	1.8	4.4	6.0	2	KPWR 105.9	B/U	2	1	2	2	12	15/74	HNWH		7.4
9.0	8.8	8.2	7.4	5.9	3	KIIS-FM 102.7	CHR	1	3	1	1	2	18/59	MCGAVREN		8.0
4.1	3.6	4.9	5.1	5.2	4	KJOI 98.7	B/EZ	10	29	24	16	11	10/105	BLAIR		3.3
4.4	4.2	4.7	5.1	4.3	5	KBIG 104.3	B/EZ	11	25	15	10	5	12/87	CBS SPOT		3.1
3.8	4.0	3.4	4.1	4.2	6	KOST 103.5	AC	5	6	5	3	1	16/70	CHRISTAL		2.8
3.1	3.1	3.9	4.3	3.8	7	KROQ 106.7	AOR	9	2	4	7	18	14/76	TORBET		6.5
3.2	2.7	3.9	3.3	3.7	8	KFWB 980	NEWS	4	28	29	19	15	20/54	BLAIR/RAR	ABC-E	2.8
2.5	2.5	3.3	3.7	3.5	9	KRTH-FM 101.1	GOLD	6	14	6	5	3	18/61	REPUBLIC	US2	3.7
3.6	4.4	4.8	3.3	3.4	10	KLOS 95.5	AOR	8	8	3	4	9	17/64	KATZ	ABC-R	6.1
1.3	1.6	1.6	1.5	3.4	10	KLVE 107.5	SPAN	18	11	8	6	8	9/116	CABALLERO		1.3
3.2	3.1	3.0	3.3	3.1	12	KNX 1070	NEWS	7	37	31	25	16	20/55	CBS SPOT	CBS	2.5
3.5	4.2	3.4	2.9	3.0	13	KMPC 710	BBND	14	40	34	29	25	14/77	DURPETTI		2.4
1.5	1.4	2.5	3.9	2.9	14	KIOQ 100.3	AC	12	35	12	9	6	15/71	SELECT	TRAN	2.1
2.0	2.3	2.0	2.2	2.7	15	KTNQ 1020	SPAN	19	23	9	8	7	10/104	CABALLERO		2.9
2.1	2.1	2.6	1.9	2.5	16	KZLA 93.9	CTRY	21	17	18	13	10	11/99	EASTMAN		1.8
3.3	3.3	2.5	3.2	2.2	17	KMET 94.7	AOR	13	10	7	11	14	20/54	BLAIR		4.0
2.7	2.6	2.4	1.6	1.8	18	KNX-FM 93.1	AOR	15	5	10	15	21	23/47	CBS SPOT		2.2
1.7	1.4	1.3	1.3	1.7	19	KWKW 1300	SPAN	30	12	20	14	13	9/118	LOTUS		1.6
1.6	1.7	1.6	1.6	1.6	20	KFI 640	AC	16	26	21	20	19	20/54	CHRISTAL	ABC-E	1.3
2.1	2.5	2.3	2.0	1.4	21	KJLH 102.3	B/U	17	7	14	17	26	22/48	W&P		2.1
1.1	1.3	1.6	1.4	1.3	22	KKGO 105.1	JAZZ	26	33	25	26	17	17/65	W&P	AP	1.2
2.1	1.5	2.0	1.6	1.2	23	KBZT 97.1	AC	23	13	13	18	20	21/52	MMR		.9
0.3	0.3	0.5	0.6	1.2	23	KNAC 105.5	AOR	34	9	11	23	34	11/94	ROSLIN		2.4
1.4	1.2	0.8	1.0	1.2	23	KNOB 97.9	AC	27	36	23	27	24	18/61	MASLA		.6
1.5	1.6	1.5	1.4	1.2	23	KLAC 570	CTRY	22	39	35	30	27	21/50	EASTMAN	ABC-D	1.1
1.9	1.5	1.2	1.4	1.2	23	KUTE 101.9	AA	24	20	16	21	23	20/53	DURPETTI		2.0
2.4	2.0	2.0	1.7	1.2	23	KRLA 1110	GOLD	20	21	27	24	22	24/45	MMR		1.7
1.6	1.7	1.0	0.9	1.2	23	KACE 103.9	B/U	28	22	17	22	28	17/65	MASLA	AP	.6

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LOUISVILLE #44

SPRING '85	FALL '85	WINTER '86	SPRING '86	12+ AOH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
12.4	15.3	12.4	17.6	1	WHAS 840	AC	1	8	4	2	1	12/92	CHRISTAL	ABC-I	12.6
14.0	11.4	12.2	15.7	2	WAMZ 97.5	CTRY	2	6	1	1	2	10/112	CHRISTAL		13.8
5.0	8.9	8.8	9.2	3	WRKA 103.1	AC	4	7	2	3	3	13/85	BLAIR	ABC-D	8.1
5.6	7.7	7.5	8.8	4	WVEZ 106.9	B/EZ	5	10	8	5	4	12/90	KATZ		8.1
4.1	5.8	6.2	6.7	5	WDJX 99.7	CHR	7	1	5	6	7	15/71	EASTMAN	CBS-R	7.7
8.6	8.5	8.8	6.6	6	WQMF 95.7	AOR	6	3	3	4	5	15/70	TORBET	NBC-S	11.6
11.9	9.0	7.3	5.6	7	WLRS 102.3	CHR	3	2	6	8	9	22/50	SELECT	ABC-R	7.8
4.3	4.2	5.2	4.6	8	WJYL 101.7	B/U	9	4	7	7	6	12/88	HNWH		8.2
8.4	4.9	5.2	3.8	9	WLOU 1350	B/U	10	5	9	9	11	14/78	MMR	SHRDN	5.9
5.5	6.8	7.2	3.5	10	WAVG 970	AC	8	17	14	13	12	21/52	SELECT	US2	3.6
2.0	1.4	2.4	3.1	11	WXVW 1450	B/EZ	13	13	16	17	15	12/94	KATZ	MBS	.9
4.5	4.0	2.7	2.4	12	WCII 1080	CTRY	12	15	11	11	10	17/64	EASTMAN	ABC-E	2.3
2.9	2.9	3.7	2.3	13	WAKY 790	GOLD	11	12	10	10	8	21/52	KATZ	MBS	2.2
1.3	1.5	1.1	1.4	14	WXLN 103.9	REL	14	14	13	12	13	20/53		ABC-C	1.4
--	0.8	--	1.1	15	WLLV 1240	REL	17	9	15	15	16	13/82	ROSLIN		.5

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	30.3
AOR	6.6
Blk/Urbn	8.4
BM/Easy	11.9
CHR	12.3
Ctry	18.1
Gold	2.3
Rel	2.5

MEMPHIS #50

SPRING '85	FALL '85	SPRING '86	12+ AOH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
12.9	15.5	15.6	1	WHRK 97.1	B/U	1	1	1	1	1	11/100	KATZ	US 1
11.8	11.5	9.2	2	WMC-FM 99.7	CHR	2	3	3	2	6	17/62	BLAIR	ABC-C
6.7	7.7	8.3	3	WEGR 102.7	AOR	5	4	2	3	4	12/87	MCGAVREN	ABC-R
7.8	7.6	8.3	3	WRVR-FM 104.5	AC	3	7	4	4	2	14/79	CHRISTAL	
7.6	8.9	7.8	5	WGKX 105.9	CTRY	7	6	7	5	3	12/90	HNWH	
7.0	7.3	6.6	6	WDIA 107.0	B/U	6	5	6	8	9	15/73	KATZ	AP
9.2	6.9	6.5	7	WMC 79.0	CTRY	9	10	11	10	8	11/97	BLAIR	ABC-I
7.4	6.1	6.1	8	KRNB 101.1	B/U	4	2	5	6	7	18/61	SELECT	ABC-F
6.9	5.2	6.1	8	WLOK 134.0	B/U	8	8	8	7	5	13/84	MASLA	SHRDN
6.2	6.0	5.2	10	WEZI 94.3	B/EZ	10	13	10	11	10	13/85	CHRISTAL	
3.8	2.7	4.8	11	WREC 60.0	BBND	11	14	16	13	12	13/85	MCGAVREN	CBS
2.9	3.6	3.4	12	WHBQ 56.0	N/T	12	16	9	9	11	15/74	REPUBLIC	ABC-T
1.5	1.0	1.8	13	KWAM 99.0	REL	13	12	17	18	16	14/77		
0.5	1.0	1.1	14	WMSO 63.0	REL	14	20	13	12	13	19/58		

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WHRK	1 WHRK	1 WHRK	1 WHRK	1 WHRK	1 WRVR-FM	AC	8.3
2 WEGR	2 WMC-FM	2 WEGR	2 WRVR-FM	2 WGKX	2 WLOK	AOR	8.3
3 WMC-FM	3 WEGR	3 WMC-FM	3 WMC-FM	3 WRVR-FM	3 WHRK	BBnd	4.8
4 KRNB	4 WRVR-FM	4 WGKX	4 WLOK	4 WEGR	4 WGKX	Blk/Urbn	34.4
5 WRVR-FM	5 KRNB	5 WRVR-FM	5 WEGR	5 WMC-FM	5 WDIA	BM/Easy	5.2
6 WGKX	6 WDIA	6 KRNB	6 WDIA	6 KRNB	6 WMC-FM	CHR	9.2
7 WDIA	7 WLOK	7 WHBQ	7 WGKX	7 WMC	7 WEZI	Ctry	14.3
8 WHBQ	8 WGKX	8 WDIA	8 KRNB	8 WREC	8 WMC	N/T	3.4
9 KHFO	9 WEZI	9 WLOK	9 WEZI	9 WLOK	9 WEGR	Rel	2.9
10 WLOK	10 WMC	10 WMC	10 WMC	10 WEZI	10 KRNB		

MILWAUKEE-RACINE #25

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	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
12.3	9.7	14.6	1	WTMJ 620	AC	1	8	6	4	2	12/90	CHRISTAL	NBC	9.5
7.4	8.3	9.4	2	WKTJ 94.5	CHR	2	1	3	2	3	15/75	CHRISTAL	NBC-S	8.4
8.7	8.1	8.9	3	WEZW 103.7	B/EZ	3	12	11	9	4	12/91	MCGAVREN		5.8
6.7	7.9	7.7	4	WOKY 920	BBND	6	17	19	14	11	11/102	EASTMAN	CBS	6.4
3.6	2.4	7.0	5	WKLH 96.5	GOLD	4	6	1	1	1	13/84	MCGAVREN	CNN	6.7
8.2	8.4	6.7	6	WQFM 93.3	AOR	5	2	2	3	9	12/88	SELECT		11.3
5.6	6.4	4.7	7	WLUM 102.1	B/U	7	3	4	5	12	15/74	MASLA	CBS-R	8.2
4.1	4.6	4.5	8	WMIL 106.1	CTRY	8	7	9	8	6	15/74	EASTMAN		3.9
4.6	3.3	3.7	9	WMYX 99.1	AC	10	14	5	6	7	17/64	BLAIR		3.0
3.2	4.0	3.4	10	WBCS-FM 102.9	CTRY	14	15	14	10	8	13/86	DURPETTI	ABC-D	4.3
1.9	4.1	3.3	11	WLTO 97.3	AC	12	10	7	7	5	15/72	KATZ		3.2
2.0	2.7	3.0	12	WNOV 860	B/U	16	5	8	12	14	9/119	W&P	NBN	3.7
3.5	5.0	2.7	13	WISN 1130	AC	11	23	16	15	13	21/51	KATZ	ABC-I	3.6
3.6	2.8	2.3	14	WEMP 1250	GOLD	13	16	12	11	10	21/53	BLAIR	ABC-E	1.9
1.4	1.6	2.3	14	WRKR-FM 100.7	CHR	9	4	10	13	17	28/38	HNWH	ABC-C	4.1
0.8	1.5	1.3	16	WGN 720	TALK	18	20	20	21	23	15/70	CHRISTAL	ABC-I	.7
1.1	0.6	1.3	16	WMVP 1290	GOLD	19	9	15	16	15	14/78	REPUBLIC	SHRON	1.3
1.6	2.2	1.1	18	WFMR 98.3	CLAS	15	19	18	17	16	26/42	CMBS		1.4
1.0	0.8	1.1	18	WTKM-AF 1540 104.9	B/EZ	23	24	21	22	24	15/64			.5

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 WKLH	1 WKTJ	1 WKLH	1 WKTJ
2 WKLH	2 WKLH	2 WQFM	2 WKLH	2 WTMJ	2 WEZW
3 WKTJ	3 WLUM	3 WKTJ	3 WMYX	3 WKTJ	3 WTMJ
4 WLUM	4 WQFM	4 WTMJ	4 WLUM	4 WEZW	4 WKLH
5 WTMJ	5 WMYX	5 WLUM	5 WLTO	5 WMIL	5 WLTO
6 WNOV	6 WLTO	6 WMIL	6 WTMJ	6 WQFM	6 WMYX
7 WMYX	7 WTMJ	7 WBCS-FM	7 WQFM	7 WBCS-FM	7 WMIL
8 WMIL	8 WEZW	8 WEZW	8 WEZW	8 WEMP	8 WOKY
9 WRKR-FM	9 WMIL	9 WEMP	9 WMIL	9 WISN	9 WBCS-FM
10 WBCS-FM	10 WRKR-FM	10 WNOV	10 WEMP	10 WLTO	10 WLUM

FORMAT REACH

AC	20.6
AOR	6.7
BBnd	7.7
Bik/Urbn	7.7
BM/Easy	10.0
CHR	11.7
Clas	1.1
Ctry	7.9
Gold	10.6
N/T	1.3

MIAMI-FT. LAUDERDALE-HOLLYWOOD #11

SPRING '85	FALL '85	WINTER '86	SPRING '86	METRO RANK 12+ AOH	STATIONS	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	7.4	8.9	8.6	1	WLYF 101.5	B/EZ	2	11	14	9	6	9/120	BLAIR		6.2
6.3	5.6	6.0	5.9	2	WSHE 103.5	AOR	5	7	1	1	1	10/110	EASTMAN		8.3
5.7	5.7	5.7	5.6	3	WQBA 1140	SPAN	13	24	16	13	8	8/145	EASTMAN		4.1
7.3	5.1	5.7	5.3	4	WHYI 100.7	CHR	1	1	3	3	5	17/63	MCGAVREN		8.4
3.9	3.9	3.3	4.9	5	WHQT 105.1	B/U	6	4	2	2	7	11/97	MMR	ABC-F	7.1
4.0	4.2	3.8	4.5	6	WJQY 106.7	AC	11	26	6	5	2	10/105	MASLA		4.1
3.3	3.9	3.1	4.0	7	WNWS 790	TALK	10	21	22	19	18	11/95	BLAIR	ABC-E	2.6
2.0	4.0	3.6	3.9	8	WCMQ-FM 92.1	SPAN	17	12	12	7	4	9/122	MMR		2.3
2.7	4.3	4.0	3.9	8	WAXY 105.9	AC	4	14	4	4	3	16/69	REPUBLIC	US1	3.7
3.5	4.2	3.8	3.7	10	WEDR 99.1	B/U	14	5	5	6	10	11/100	HNWH	SHRDN	3.6
3.4	3.3	3.1	3.7	10	WIOD 610	N/T	8	22	26	20	19	14/79	CHRISTAL	ABC-I	2.8
3.5	3.4	4.1	3.6	12	WINZ 940	N/T	7	27	23	26	22	15/74	KATZ	CBS	3.3
3.1	3.4	3.5	3.3	13	WKQS 99.9	CTRY	12	10	15	15	9	13/81	HNWH	US2	5.0
1.8	1.8	3.5	3.2	14	WAQI 710	SPAN	20	15	19	16	14	10/113			2.8
--	--	3.5	2.7	15	WINZ-FM 94.9	CHR	3	3	8	11	16	23/47	KATZ		4.8
--	--	--	2.3	16	WPOW 96.3	CHR	9	2	11	17	21	21/51	W&P	ABC-F	1.6
2.6	2.3	2.3	2.2	17	WAIA 97.3	AC	15	13	7	8	12	18/61	CHRISTAL		2.5
3.1	2.9	3.2	2.2	17	WRHC 1550	SPAN	24	30	28	25	24	9/114	SAVALLI		1.0
1.2	1.6	1.9	2.2	17	WKAT 1360	BBND	22	34	34	31	29	13/83	SAVALLI	ABC-D	1.6
2.3	2.2	2.7	2.2	17	WQBA-FM 107.5	SPAN	21	8	13	14	15	13/81	EASTMAN		2.7
1.3	1.8	2.1	2.1	21	WMXJ 96.3	GOLD	18	17	9	10	11	16/67	DURPETTI	ABC-C	2.4
2.6	2.2	2.2	2.1	21	WTMI 93.1	CLAS	19	31	25	21	20	16/68	CMBS		4.6
1.0	1.3	1.4	1.9	23	WFTL 1400	AC	23	28	33	33	30	11/95		AP	1.3
3.2	2.9	2.5	1.8	24	WLVE 93.9	AC	16	16	10	12	13	21/51	TORBET	MBS	3.5
2.7	2.5	1.7	1.7	25	WCMQ 1210	SPAN	27	25	18	18	17	9/117	MMR		1.1
1.0	1.8	1.4	1.3	26	WSUA 1260	SPAN	25	29	30	24	23	12/90	CABALLERO		.7
1.6	1.0	0.8	1.1	27	WMBM 1490	REL	28	18	20	23	25	13/87	MASLA	NBN	1.3

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MINNEAPOLIS-ST. PAUL #18

SPRING '85	FALL '85	WINTER '86	SPRING '86	METRO RANK 12+ ACH	STATIONS	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
22.5	18.5	18.0	17.9	1	WCCO 830	AC	1	7	9	5	2	12/92	CBS SPOT	CBS	18.2
7.1	9.0	8.5	9.9	2	KQRS-AF 1440 92.5	AOR	5	3	1	2	4	13/86	TORBET	ABC-R	13.9
9.9	10.4	11.0	9.5	3	KSTP-FM 94.5	AC	3	8	3	1	1	13/82	CHRISTAL		9.2
9.4	8.6	7.3	7.8	4	WLOL 99.5	CHR	2	2	2	3	5	17/62	HNWH		10.7
5.2	6.1	5.9	6.8	5	KEEY 102.1	CTRY	6	5	4	4	3	13/87	KATZ		5.6
7.0	5.5	5.9	6.2	6	KDWB-FM 101.3	CHR	4	1	5	6	12	20/54	BLAIR		9.1
7.0	7.0	7.9	5.0	7	WAYL 93.7	B/EZ	8	14	13	12	8	13/86	REPUBLIC		3.2
2.3	3.2	3.2	3.9	8	KJJO-FM 104.1	AOR	7	4	6	8	7	17/62	EASTMAN	ABC-E	3.1
4.2	2.7	4.5	3.8	9	KTCZ 97.1	AOR	11	13	7	7	6	13/82	SELECT		3.4
2.7	4.0	3.1	3.7	10	KSTP 1500	TALK	9	12	11	11	9	17/65	CHRISTAL	ABC-I	4.1
3.7	3.8	2.6	2.7	11	WLTE 102.9	AC	10	6	8	9	10	22/50	CBS SPOT	CBS-R	2.4
1.6	1.5	1.5	2.6	12	KLBB 1400	BBND	15	17	18	15	15	11/96	ROSLIN	ABC-D	.9
3.3	3.3	2.3	2.5	13	WDGY 1130	CTRY	12	11	14	13	13	18/59	KATZ	CNN	2.0
--	--	--	2.0	14	KMGK 107.9	AC	13	10	12	10	11	19/57	MMR		1.0
0.9	1.0	1.2	1.3	15	KDWB 630	CHR	14	9	10	14	14	28/38	BLAIR		1.2

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KQRS-FM	1 WLOL	1 KQRS-FM	1 KSTP-FM	1 WCCO	1 KSTP-FM	AC 32.1
2 KJJO	2 KSTP-FM	2 KSTP-FM	2 WLOL	2 KSTP-FM	2 WCCO	AOR 17.6
3 KSTP-FM	3 KDWB-FM	3 WCCO	3 KEEY	3 KQRS-FM	3 KEEY	BBnd 2.6
4 WLOL	4 KEEY	4 KEEY	4 KDWB-FM	4 KTCZ	4 WLOL	BM/Easy 5.0
5 KTCZ	5 KQRS-FM	5 KJJO	5 WCCO	5 KEEY	5 WAYL	CHR 15.3
6 KEEY	6 WLTE	6 KTCZ	6 KQRS-FM	6 KJJO	6 KMGK	Ctry 9.3
7 KDWB-FM	7 KTCZ	7 WLOL	7 WLTE	7 WLOL	7 KQRS-FM	N/T 3.7
8 WCCO	8 KJJO	8 KDWB-FM	8 KTCZ	8 KSTP	8 WLTE	
9 WLTE	9 KDWB	9 KSTP	9 KMGK	9 WLTE	9 KDWB-FM	
10 KSTP	10 KMGK	10 WLTE	10 WAYL	10 WAYL	10 KTCZ	

MONMOUTH-OCEAN #45

SPRING '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
3.7	7.6	①	WOR 710	TALK	3		31	31	①	9/125	REPUBLIC	ABC-E
3.9	7.4	2	WNEW-FM 102.7	AOR	5		①	①	13	9/123	KATZ	NBC-S
6.1	6.1	3	WOBN-FM 92.7	AC	4		10	7	5	11/101		
4.4	5.0	4	WHTZ 100.3	CHR	6		5	11	15	13/85	EASTMAN	
5.5	4.3	5	WPAT-FM 93.1	B/EZ	9		15	12	11	12/93	CHRISTAL	
3.4	4.1	6	WJLK-FM 94.3	AC	10		11	8	6	12/91	MASLA	
3.5	3.6	7	WADB 95.9	B/EZ	12		28	26	21	13/85	CHRISTAL	
3.4	3.5	8	WCBS-FM 101.1	GOLD	13		12	2	2	13/84	CBS	CBS-R
1.7	3.5	8	WHLI 1100	BBND	28	NO TEEN RANKINGS	35	3	18	5/209	ROSLIN	
1.4	3.4	10	WRKS 98.7	B/U	24		7	14	4	9/125	REPUBLIC	US1
3.3	3.2	11	WCBS 880	NEWS	2		18	17	8	22/49	CBS	CBS
1.1	3.1	12	WXRK 92.3	AOR	7		3	3	9	18/61	TORBET	ABC-R
3.7	3.1	12	WHN 1050	CTRY	20		21	5	3	11/102	MCGAVREN	MBS
1.7	2.9	14	WJRZ 100.1	CHR	16		6	9	12	13/82	KATZ	ABC-C
4.1	2.9	14	WPLJ 95.5	CHR	①		4	10	14	25/44	BLAIR	ABC-R
5.2	2.8	16	WNBC 660	AC	8		9	6	7	18/60	HNWH	NBC
7.6	2.7	17	WMMR 93.3	AOR	15		2	4	10	15/70	KATZ	NBC-S
1.1	2.2	18	WJLK 1310	AC	18		26	22	22	15/71	MASLA	
2.1	2.0	19	WNEW 1130	BBND	19		32	24	25	16/67	KATZ	
2.2	1.9	20	WABC 770	TALK	11		24	20	19	25/43	BLAIR	ABC-I
1.2	1.9	20	WAPP 103.5	AOR	17		8	18	26	18/59	MCGAVREN	
--	1.7	22	WNSR 105.1	AC	14		25	15	16	25/44	TORBET	
0.7	1.7	22	WYNY 97.1	AC	22		16	13	17	18/61	HNWH	
1.6	1.4	24	WMJY 107.1	CHR	21		13	16	24	22/49	W&P	
1.9	1.2	25	WLTW 106.7	AC	25		22	21	23	20/53	MMR	
0.8	1.0	26	WKXW 101.5	AC	23		14	19	20	32/34	W&P	

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NASHVILLE #48

SPRING '85	FALL '85	SPRING '86	12+ AOH METRO RANK	STATIONS	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	14.0	12.4	①	WSM-FM 95.5	CTRY	①	7	5	2	①	11/100	CHRISTAL		13.1
9.6	9.8	12.3	2	WKDF 103.3	AOR	2	3	①	①	3	11/102	KATZ	ABC-E	14.4
8.1	8.0	11.4	3	WZEZ 92.9	B/EZ	5	9	12	6	4	9/121	DURPETTI		6.4
4.8	5.7	9.7	4	WYHY 107.5	CHR	3	2	3	5	5	13/83	MCGAVREN		10.8
7.4	5.8	9.3	5	WQKQ 92.1	B/U	6	①	4	4	7	9/119	HNWH		10.7
12.4	13.2	8.4	6	WLAC-FM 105.9	AC	4	5	2	3	2	13/82	BLAIR		7.9
7.4	8.6	4.8	7	WSIX-FM 97.9	CTRY	8	21	7	7	6	16/67	EASTMAN	MBS	3.9
6.2	5.3	4.1	8	WSM 650	CTRY	9	14	14	12	9	18/59	CHRISTAL	NBC	4.7
4.2	4.1	3.3	9	WWKX 104.5	CHR	7	4	6	9	12	24/44	W&P	US1	3.7
5.6	2.8	3.0	10	WTMG 96.3	AC	10	13	10	8	8	16/66	TORBET		3.4
5.0	4.3	2.8	11	WVOL 1470	GOLD	11	6	11	10	10	17/63	HNWH	NBN	2.9
3.4	2.8	2.0	12	WLAC 1510	N/T	13	16	15	14	14	17/63	BLAIR	CBS	3.3
0.9	2.5	1.8	13	WLRQ-FM 100.1	AC	12	8	9	11	11	20/53	REPUBLIC	CBS	1.6
1.3	0.8	1.7	14	WAMB 1160	BBND	14	19	18	19	16	19/57	ROSLIN	MBS	.7
1.1	1.9	1.5	15	WKDA 1240	GOLD	16	11	8	13	13	14/76	KATZ	ABC-I	2.1

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 WKDF	1 WSM-FM	1 WSM-FM	1 WSM-FM
2 WLAC-FM	2 WYHY	2 WSM-FM	2 WLAC-FM	2 WKDF	2 WLAC-FM
3 WYHY	3 WQKQ	3 WLAC-FM	3 WYHY	3 WLAC-FM	3 WZEZ
4 WQKQ	4 WLAC-FM	4 WQKQ	4 WQKQ	4 WSIX-FM	4 WYHY
5 WSM-FM	5 WSM-FM	5 WYHY	5 WKDF	5 WZEZ	5 WKDF
6 WKDA	6 WWKX	6 WSIX-FM	6 WZEZ	6 WYHY	6 WSIX-FM
7 WWKX	7 WSIX-FM	7 WZEZ	7 WSIX-FM	7 WQKQ	7 WQKQ
8 WSIX-FM	8 WTMG	8 WKDA	8 WTMG	8 WKDA	8 WTMG
9 WLRQ-FM	9 WLRQ-FM	9 WTMG	9 WWKX	9 WSM	9 WSM
10 WTMG	10 WVOL	10 WLRQ-FM	10 WVOL	10 WTMG	10 WVOL

FORMAT REACH

AC	13.2
AOR	12.3
BBnd	1.7
Blk/Urbn	9.3
BM/Easy	11.4
CHR	13.0
Ctry	21.3
Gold	4.3
N/T	2.0

NASSAU-SUFFOLK #12

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
7.2	4.9	7.4	1	WHTZ 100.3	CHR	1	1	3	1	4	15/73	EASTMAN	
5.7	6.1	5.7	2	WBLI 106.1	CHR	4	3	4	2	3	13/85	MASLA	
3.8	6.2	5.5	3	WALK-AF 1370 97.5	AC	7	17	7	5	1	13/86	W&P	
4.5	4.4	5.4	4	WPLJ 95.5	CHR	2	2	1	3	8	19/58	BLAIR	ABC-R
5.2	4.7	4.6	5	WBAB 102.3	AOR	6	7	2	4	7	14/76		
3.5	3.8	4.1	6	WLTW 106.7	AC	10	15	8	6	2	13/82	MMR	
3.8	3.9	3.5	7	WCBS 880	NEWS	3	36	22	14	10	23/47	CBS SPOT	CBS
4.7	4.9	3.5	7	WNBC 660	AC	9	11	9	8	6	16/69	HNWH	NBC
3.9	2.5	3.5	7	WCBS-FM 101.1	GOLD	8	20	15	9	5	17/65	CBS SPOT	CBS-R
3.9	2.9	3.3	10	WNEW-FM 102.7	AOR	13	8	5	7	9	14/75	KATZ	NBC-S
4.6	4.1	3.1	11	WOR 710	TALK	14	22	34	24	19	15/74	REPUBLIC	ABC-E
3.7	2.3	3.1	11	WHLI 1100	BBND	23	33	35	35	25	9/122	ROSLIN	
2.7	3.3	2.9	13	WINS 1010	NEWS	5	30	24	22	18	25/44	SELECT	ABC-D
2.9	1.9	2.7	14	WHN 1050	CTRY	12	21	18	13	11	18/61	MCGAVREN	MBS
2.1	1.1	2.7	14	WPAT-FM 93.1	B/EZ	20	27	29	21	17	11/101	CHRISTAL	
1.5	2.5	2.4	16	WABC 770	TALK	15	19	20	19	16	18/61	BLAIR	ABC-I
1.9	2.0	2.2	17	WAPP 103.5	AOR	11	5	10	11	21	23/48	MCGAVREN	
0.7	1.1	2.2	17	WXRK 92.3	AOR	18	12	6	10	12	16/69	TORBET	ABC-R
1.1	2.2	2.2	17	WKJY 98.3	B/EZ	25	34	37	28	20	11/99	ROSLIN	
1.9	2.5	2.1	20	WRKS 98.7	B/U	17	4	13	17	26	18/62	REPUBLIC	US1
1.8	1.3	2.0	21	WLIR 92.7	AOR	24	6	11	15	28	13/84	MASLA	
--	--	2.0	21	WNSR 105.1	AC	19	18	17	20	15	17/63	TORBET	
2.1	1.9	2.0	21	WYNY 97.1	AC	16	14	12	12	13	21/52	HNWH	
1.7	2.5	1.7	24	WCTO 94.3	B/EZ	28	29	26	27	24	11/96	ROSLIN	
1.0	1.7	1.6	25	WPIX 101.9	AC	21	13	14	16	14	17/62	CHRISTAL	
2.4	2.8	1.6	25	WGSM 740	AC	30	40	27	25	23	10/112	ROSLIN	

NEW ORLEANS #31

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ ADR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
16.8	14.7	14.5	1	WYLD-FM 98.5	B/U	2	2	1	1	1	8/134	HNWH		19.9
12.4	10.5	9.9	2	WEZB 97.1	CHR	1	1	2	2	5	15/73	BLAIR	US1	11.9
5.9	6.2	7.7	3	WBYU 95.7	B/EZ	7	15	14	11	6	10/108	CHRISTAL		4.8
4.9	7.2	6.7	4	WLTS 105.3	AC	6	7	3	3	2	12/93	DURPETTI	CBS-R	5.9
5.6	6.2	5.9	5	WWL 870	N/T	4	11	12	9	8	14/78	KATZ	CBS	3.6
8.0	6.9	5.6	6	WQUE-FM 93.3	CHR	3	3	5	4	9	19/57	EASTMAN		7.0
4.2	4.8	5.3	7	WNOE-FM 101.1	CTRY	9	13	9	7	4	11/96	MCGAVREN	ABC-E	5.7
6.1	6.2	4.9	8	WRNO 99.5	CHR	5	5	4	5	11	16/67	MMR	ABC-F	6.3
4.5	5.3	4.9	8	WAJY 101.9	AC	8	10	7	6	3	13/81	KATZ		4.2
5.7	5.9	4.3	10	WBOK 1230	REL	11	6	11	8	7	11/103		SHRDN	4.3
4.0	4.4	3.4	11	WSMB 1350	TALK	13	14	19	17	15	9/125	ROSLIN	ABC-I	3.4
3.0	3.1	2.9	12	WYLD 940	B/U	10	4	13	14	17	17/66	HNWH		2.5
3.6	2.4	2.8	13	WTIX 690	GOLD	12	8	10	13	10	16/70	CHRISTAL	MBS	2.5
3.2	2.3	2.3	14	WNOE 1060	CTRY	15	16	15	15	14	12/93	MCGAVREN	ABC-E	1.7
0.4	0.4	2.3	14	WMKJ 1280	GOLD	17	9	8	10	12	8/144	EASTMAN		.9
--	0.6	2.2	16	WCKW 92.3	AC	14	17	6	12	13	13/86		ABC-I	3.4
1.3	2.5	2.2	16	WWIW 1450	BBND	16	18	20	20	20	12/90	MILAM	ABC-D	.9
1.3	1.7	1.3	18	WYAT 990	GOLD	18	12	18	16	16	13/84	DURPETTI	CBS-R	.8

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 WLTS	2 WEZB	2 WLTS	2 WWL	2 WLTS
3 WEZB	3 WEZB	3 WRNO	3 WEZB	3 WLTS	3 WBOK
4 WLTS	4 WQUE	4 WLTS	4 WQUE	4 WAJY	4 WAJY
5 WQUE	5 WAJY	5 WQUE	5 WBOK	5 WEZB	5 WBYU
6 WCKW	6 WRNO	6 WWL	6 WAJY	6 WRNO	6 WNOE-FM
7 WWL	7 WNOE-FM	7 WAJY	7 WNOE-FM	7 WNOE-FM	7 WEZB
8 WMKJ	8 WBOK	8 WCKW	8 WBYU	8 WCKW	8 WQUE
9 WAJY	9 WMKJ	9 WNOE-FM	9 WMKJ	9 WTIX	9 WMKJ
10 WNOE-FM	10 WTIX	10 WTIX	10 WRNO	10 WQUE	10 WTIX

FORMAT REACH

AC	13.8
BBnd	2.2
Blk/Urbn	17.4
BM/Easy	7.7
CHR	20.4
Ctry	7.6
Gold	6.4
N/T	9.3
Rel	4.3

NEW YORK #1

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
6.0	5.9	5.5	6.1	6.9	1	WHTZ 100.3	CHR	1	1	1	1	3	15/72	EASTMAN		7.7
5.4	6.0	5.5	5.6	6.2	2	WRKS 98.7	B/U	5	2	3	3	5	11/98	REPUBLIC	US1	9.2
5.1	5.6	6.0	5.5	5.9	3	WPLJ 95.5	CHR	2	3	2	2	1	17/63	BLAIR	ABC-R	6.5
4.2	4.0	4.5	4.7	4.6	4	WINS 1010	NEWS	3	18	13	9	8	20/53	SELECT	ABC-D	5.0
5.0	4.0	5.2	5.2	4.5	5	WOR 710	TALK	10	30	33	20	15	12/89	REPUBLIC	ABC-E	3.2
3.6	2.6	3.4	3.5	4.3	6	WPAT-FM 93.1	B/EZ	12	22	23	16	10	12/93	CHRISTAL		2.8
3.3	3.8	4.7	4.0	4.3	6	WBLS 107.5	B/U	7	4	5	4	6	13/82	MCGAVREN	ABC-F	4.9
3.1	3.0	4.5	3.8	4.2	8	WLTW 106.7	AC	8	16	7	6	2	13/81	MMR		3.2
4.3	3.5	4.1	3.7	3.9	9	WNEW-FM 102.7	AOR	11	6	4	5	7	13/80	KATZ	NBC-S	4.1
3.3	3.3	2.8	3.4	3.6	10	WCBS-FM 101.1	GOLD	9	17	8	7	4	15/71	CBS SPOT	CBS-R	3.3
3.5	3.6	3.6	3.7	3.3	11	WCBS 880	NEWS	4	23	20	14	13	23/46	CBS SPOT	CBS	2.8
2.0	2.5	2.1	2.8	3.1	12	WXRK 92.3	AOR	15	7	6	8	9	15/74	TORBET	ABC-R	3.6
3.1	2.8	2.2	2.2	3.0	13	WHN 1050	CTRY	13	11	16	12	11	16/67	MCGAVREN	MBS	2.4
2.7	2.9	3.0	2.9	2.7	14	WNEW 1130	BBND	20	31	29	28	22	12/90	KATZ		3.2
2.8	2.8	2.6	2.8	2.6	15	WABC 770	TALK	6	12	21	19	18	22/50	BLAIR	ABC-I	2.6
3.0	2.9	2.6	2.0	2.0	16	WNBC 660	AC	16	15	14	11	14	20/54	HNWH	NBC	2.0
1.6	1.6	2.3	1.7	2.0	16	WPIX 101.9	AC	18	9	11	10	12	17/64	CHRISTAL		2.4
2.4	2.1	2.0	1.9	2.0	16	WYNY 97.1	AC	14	13	9	13	17	24/45	HNWH		1.1
3.0	3.5	3.1	3.5	1.9	19	WNSR 105.1	AC	19	21	12	15	16	17/63	TORBET		1.6
1.4	1.7	1.9	1.8	1.8	20	WADO 1280	SPAN	25	27	28	25	19	9/126			.8
1.6	1.6	1.7	1.5	1.7	21	WQXR-AF 1560 96.3	CLAS	21	28	30	31	24	17/63	MCGAVREN		1.3
1.6	1.6	1.7	1.6	1.6	22	WAPP 103.5	AOR	17	5	10	17	28	23/47	MCGAVREN		2.1
1.8	1.5	1.0	1.3	1.6	22	WPAT 930	B/EZ	22	34	34	32	31	15/72	CHRISTAL		.8
1.1	1.0	1.2	1.3	1.2	24	WNCN 104.3	CLAS	23	32	26	22	21	17/63	CMBS	AP	.8
0.8	0.8	1.1	1.3	1.1	25	WKDM 1380	SPAN	31	20	15	18	20	9/118	MASLA		.5
0.8	1.0	1.8	1.7	1.0	26	WSKQ 620	SPAN	27	19	22	21	23	12/94	CABALLERO		1.1
0.8	1.0	1.0	1.2	1.0	26	WWRL 1600	REL	32	37	27	27	25	9/117	W&P	NBN	.8

Continued on Page 137

NASSAU-SUFFOLK #12

Continued from Page 134

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
1.3	2.1	1.4	27	WBLS 107.5	B/U	22	9	16	18	22	20/56	MCGAVREN	ABC-F
0.6	1.9	1.2	28	WNEW 1130	BBND	27	25	30	36	38	17/65	KATZ	
1.0	0.8	1.1	29	WRCN 103.9	AOR	26	10	19	23	32	20/55		

DEMOGRAPHIC RANK

FORMAT REACH

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 WHTZ	1 WNBC	1 WALK-FM	AC 20.3
2 WNEW-FM	2 WBLI	2 WNBC	2 WBLI	2 WBAB	2 WBLI	AOR 15.4
3 WPLJ	3 WPLJ	3 WNEW-FM	3 WPLJ	3 WLTW	3 WLTW	BBnd 4.3
4 WXRK	4 WALK-FM	4 WPLJ	4 WALK-FM	4 WHTZ	4 WHTZ	Blk/Urbn 3.5
5 WHTZ	5 WNEW-FM	5 WXRK	5 WLTW	5 WNEW-FM	5 WCBS-FM	BM/Easy 6.6
6 WBLI	6 WBAB	6 WHTZ	6 WCBS-FM	6 WALK-FM	6 WPLJ	CHR 18.5
7 WLIR	7 WLTW	7 WBLI	7 WBAB	7 WXRK	7 WYNY	Ctry 2.7
8 WNBC	8 WYNY	8 WCBS-FM	8 WYNY	8 WBLI	8 WNBC	Gold 3.5
9 WPIX	9 WAPP	9 WLTW	9 WAPP	9 WCBS-FM	9 WBAB	N/T 11.9
10 WLTW	10 WRKS	10 WHN	10 WNEW-FM	10 WPLJ	10 WCBS	

NEW YORK #1

Continued from Page 136

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WNEW-FM	1 WHTZ	1 WNEW-FM	1 WHTZ	1 WCBS-FM	1 WLTW	AC 13.7
2 WXRK	2 WPLJ	2 WXRK	2 WPLJ	2 WNEW-FM	2 WPLJ	AOR 7.0
3 WHTZ	3 WRKS	3 WHTZ	3 WRKS	3 WXRK	3 WHTZ	BBnd 2.7
4 WRKS	4 WBLS	4 WPLJ	4 WBLS	4 WHTZ	4 WRKS	Blk/Urbn 10.5
5 WPLJ	5 WNEW-FM	5 WCBS-FM	5 WLTW	5 WPLJ	5 WBLS	BM/Easy 5.9
6 WBLS	6 WLTW	6 WRKS	6 WCBS-FM	6 WLTW	6 WCBS-FM	CHR 12.8
7 WCBS-FM	7 WCBS-FM	7 WBLS	7 WNEW-FM	7 WBLS	7 WINS	Clas 2.9
8 WLTW	8 WYNY	8 WLTW	8 WPIX	8 WRKS	8 WPIX	Ctry 3.0
9 WAPP	9 WPIX	9 WNBC	9 WINS	9 WINS	9 WOR	Gold 3.6
10 WNBC	10 WXRK	10 WINS	10 WYNY	10 WCBS	10 WPAT-FM	N/T 15.0
						Rel 1.0
						Span 3.9

NORFOLK-VIRGINIA BEACH-NEWPORT NEWS #34

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ ADH	STATIONS	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	11.8	11.4	1	WNOR-FM 98.7	AOR	1	5	1	1	1	11/97	MCGAVREN	ABC-R	17.5
7.1	7.6	10.2	2	WOWI 102.9	B/U	3	2	2	2	4	11/98	MCGAVREN	SHRDN	8.9
7.2	8.7	9.1	3	WCMS-FM 100.5	CTRY	5	11	8	4	2	10/109	KATZ	ABC-E	11.6
10.6	9.7	7.9	4	WFOG 92.9	B/EZ	8	10	12	10	5	10/107	MMR		5.4
6.7	5.6	7.4	5	WNVZ 104.5	CHR	2	1	4	5	10	17/65	REPUBLIC		9.8
8.3	7.5	6.2	6	WLTY 95.7	AC	4	9	5	3	3	15/72	CHRISTAL		4.3
5.6	3.7	5.2	7	WRSR 97.3	CHR	7	4	3	8	9	17/65	BLAIR		6.6
6.1	5.7	5.1	8	WMYK 93.7	B/U	6	6	6	7	8	17/64	EASTMAN	ABC-C	4.4
4.4	4.3	5.1	8	WTAR 790	AC	9	15	10	9	7	15/71	CHRISTAL	CBS	4.8
5.5	5.8	5.1	8	WWDE 101.3	AC	10	7	7	6	6	15/74	CBS	CBS-R	4.7
3.4	4.5	4.4	11	WRAP 850	B/U	11	3	9	11	13	16/67	TORBET	NBN	4.1
1.7	2.6	3.2	12	WNIS 1350	TALK	12	17	13	12	11	12/90	W&P	ABC-T	2.1
4.6	4.0	3.0	13	WPCE 1400	REL	13	12	14	13	12	11/101	MCGAVREN	SHRDN	2.0
1.8	1.8	1.6	14	WNRN 94.9	B/EZ	15	14	25	23	16	13/82	W&P		1.7
2.2	3.3	1.3	15	WXRI 105.3	AC	14	8	11	14	15	20/54	MASLA		2.5
0.8	0.8	1.2	16	WKEZ 94.1	CTRY	18	18	17	15	14	12/93	ROSLIN	MBS	.7

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	17.7
AOR	11.4
Blk/Urbn	19.7
BM/Easy	9.5
CHR	12.6
Ctry	10.3
N/T	3.2
Rel	3.0

OKLAHOMA CITY #42

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
11.6	9.5	12.8	①	KATT 100.5	AOR	①	2	①	①	3	11/100	BLAIR	NBC-S
10.6	9.9	12.1	2	KXXY-FM 96.1	CTRY	3	4	2	2	①	10/109	MCGAVREN	
6.9	5.6	8.1	3	KEBC 94.7	CTRY	9	8	7	6	6	11/102	TORBET	ABC-E
10.7	11.4	7.7	4	KKNG 92.5	B/EZ	7	11	15	9	5	13/85	CHRISTAL	
12.3	10.8	7.3	5	KZBS 98.9	AC	5	6	3	3	2	15/74	HNWH	AP
8.4	6.8	7.1	6	KJYO 102.7	CHR	2	①	4	5	10	18/61	BLAIR	
7.2	9.8	7.0	7	KTOK 1000	N/T	8	19	11	11	7	14/77	BLAIR	ABC-I
3.8	6.0	5.6	8	KLTE 101.9	AC	6	7	5	4	4	18/60	DURPETTI	
--	--	5.0	9	KMGL 104.1	AC	4	3	6	7	11	23/48	KATZ	ABC-C
2.3	4.9	4.6	10	WKY 930	CTRY	11	13	10	10	8	15/72	CHRISTAL	ABC-E
2.8	1.5	4.2	11	KOMA 1520	AC	12	12	14	13	12	14/79	KATZ	NBC
1.7	3.0	3.5	12	KIMY 107.7	AC	10	9	8	8	9	22/50	SELECT	
1.4	1.1	2.0	13	KKLR 92.7	AC	14	10	9	12	13	16/67		
2.5	1.7	1.5	14	KJIL 104.9	REL	15	15	13	15	15	19/57	STARCOM	UPI
1.4	0.8	1.2	15	WWLS 640	CTRY	13	16	12	14	14	27/40	MCGAVREN	CBS-R
0.9	0.9	1.0	16	KXXY 1340	CTRY	16	14	19	16	16	25/44	MCGAVREN	

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KATT	1 KZBS	1 KATT	1 KXXY-FM	1 KXXY-FM	1 KXXY-FM	AC 27.6
2 KXXY-FM	2 KATT	2 KXXY-FM	2 KZBS	2 KATT	2 KZBS	AOR 12.8
3 KJYO	3 KXXY-FM	3 KZBS	3 KATT	3 KZBS	3 KKNG	BM/Easy 7.7
4 KZBS	4 KJYO	4 KLTE	4 KEBC	4 KLTE	4 KEBC	CHR 7.1
5 KLTE	5 KMGL	5 KJYO	5 KLTE	5 KTOK	5 KLTE	Ctry 27.0
6 KMGL	6 KIMY	6 KEBC	6 KJYO	6 WKY	6 KIMY	N/T 7.0
7 KEBC	7 KLTE	7 KMGL	7 KKNG	7 KKNG	7 KJYO	Rel 1.5
8 KIMY	8 KEBC	8 KTOK	8 KIMY	8 KEBC	8 WKY	
9 KKLR	9 KJIL	9 KIMY	9 KMGL	9 KIMY	9 KATT	
10 KTOK	10 KKNG	10 WWLS	10 WKY	10 KMGL	10 KMGL	

PHILADELPHIA #5

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.8	9.4	9.8	9.7	10.9	1	WMMR 93.3	AOR	2	3	1	1	1	11/101	KATZ	NBC-S	14.0
7.9	6.2	6.5	7.3	8.1	2	WEAZ 101.1	B/EZ	4	17	12	12	5	11/101	MCGAVREN		5.8
7.5	7.9	6.9	7.4	6.9	3	WUSL 98.9	B/U	5	1	2	2	4	12/93	EASTMAN	ABC-F	11.6
6.5	7.0	7.0	8.0	6.8	4	KYW 1060	NEWS	1	13	13	11	6	20/54	BLAIR	NBC	6.4
5.3	5.1	5.2	5.1	4.9	5	WMGK 102.9	AC	7	9	3	3	3	15/73	MMR		3.3
4.2	5.5	3.7	3.7	4.7	6	WCAU 1210	N/T	6	18	14	15	13	17/64	CBS SPOT	CBS	3.1
3.6	3.2	4.6	3.7	4.7	6	WSNI 104.5	AC	9	10	6	4	2	13/85	SELECT	US1	3.6
4.4	4.7	5.3	5.0	4.5	8	WPEN 950	BBND	13	24	25	20	17	11/98	MMR	US2	3.6
5.7	4.7	4.2	4.2	4.4	9	WCAU-FM 98.1	CHR	3	2	8	9	14	21/52	CBS SPOT	CBS	6.2
5.4	5.0	4.2	3.9	4.0	10	WDAS-FM 105.3	B/U	10	5	5	5	8	14/78	HNWH		6.0
3.4	4.1	4.1	4.7	4.0	10	WWDB 96.5	TALK	14	22	17	16	12	12/90	W&P	ABC-I	4.1
3.3	3.2	3.3	3.6	3.8	12	WXTU 92.5	CTRY	16	14	9	7	7	10/106	BLAIR	MBS	3.8
3.0	3.1	3.0	2.8	3.6	13	WYSP 94.1	AOR	8	4	4	6	11	18/59	TORBET	ABC-R	4.3
2.6	2.7	4.0	4.2	3.4	14	WKSZ 100.3	AC	12	8	10	8	9	15/71	MASLA		2.6
3.5	2.5	3.7	3.6	3.2	15	WIP 610	AC	15	16	23	17	16	13/87	KATZ	ABC-E	2.8
3.4	3.1	3.7	2.8	2.6	16	WIOQ 102.1	AOR	11	7	7	10	10	21/51	MCGAVREN		3.1
1.5	1.3	1.8	2.1	1.8	17	WFLN 95.7	CLAS	19	20	18	18	18	17/63	CMBS		2.3
2.1	2.1	1.7	1.5	1.8	17	WFIL 560	GOLD	18	19	15	13	15	21/52	EASTMAN	ABC-D	1.8
--	--	--	--	1.5	19	WTRK 106.1	CHR	17	6	11	14	19	25/43	CHRISTAL	ABC-C	1.7
1.2	1.2	1.2	1.2	1.2	20	WHAT 1340	B/U	22	21	24	25	23	13/82	W&P	SHRDN	.6
1.3	1.4	1.0	1.1	1.0	21	WDAS 1480	B/U	20	15	21	19	20	21/51	HNWH	NBN	.4

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	16.2
AOR	17.1
BBnd	4.5
Blk/Urbn	13.1
BM/Easy	8.1
CHR	5.9
Clas	1.8
Ctry	3.8
Gold	1.8
N/T	15.5

PHOENIX #24

SPRING '85	FALL '85	WINTER '86	SPRING '86	12+ AQH METRO RANK	STATIONS	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
7.6	6.2	8.9	11.6	1	KZZP-FM 104.7	CHR	1	1	1	1	5	11/95	MCGAVREN		15.3
8.9	10.4	11.1	9.7	2	KNIX-FM 102.5	CTRY	2	9	4	2	1	12/87	KATZ		12.8
9.2	9.3	8.4	8.3	3	KTAR 620	N/T	3	18	12	6	2	13/83	CBS SPOT	ABC-I	7.5
8.3	10.4	7.6	7.5	4	KUPD 97.9	AOR	4	2	2	3	6	13/86	MASLA		11.0
5.9	6.7	6.2	7.0	5	KMEO-FM 96.9	B/EZ	5	20	17	16	11	12/89	SELECT		2.6
5.9	7.1	8.4	6.1	6	KQYT 95.5	B/EZ	7	14	16	12	8	12/92	EASTMAN		4.1
6.4	4.6	5.3	4.9	7	KKLT 98.7	AC	6	7	3	4	3	16/69	CBS SPOT		5.3
3.6	4.8	3.3	3.9	8	KOY 550	AC	11	13	14	11	9	15/74	EASTMAN	NBC	3.6
3.9	5.9	4.2	3.8	9	KOOL-FM 94.5	GOLD	9	16	9	7	4	17/62	CHRISTAL	CBS	4.1
5.3	3.4	3.3	3.5	10	KSLX 100.7	GOLD	13	10	6	5	7	12/87	MMR		6.2
4.8	3.2	3.3	3.4	11	KLZI 99.9	AC	10	6	5	8	12	19/57	TORBET	US1	4.0
3.7	3.7	3.9	3.2	12	KDKB 93.3	AOR	8	4	7	9	10	22/49	BLAIR	NBC-S	4.5
2.0	2.9	2.7	3.0	13	KUKQ 1060	B/U	15	3	8	10	17	10/104	MASLA		3.8
2.2	3.3	2.3	2.6	14	KLFF 1360	BBND	17	25	26	24	22	11/98			1.0
2.9	1.9	1.7	2.2	15	KAMJ 101.5	AC	14	22	15	14	13	15/73			1.4
2.3	0.7	1.3	2.1	16	KKFR 92.3	CHR	12	8	11	13	14	22/50	HNWH	ABC-C	1.9
1.1	0.5	0.9	1.8	17	KFYI 910	N/T	16	24	18	17	16	16/66	HNWH	ABC-E	1.1
2.5	2.0	2.2	1.6	18	KSTM 107.1	AOR	18	12	10	15	15	17/62	W&P		1.5
0.8	1.3	1.8	1.5	19	KVVA 860	SPAN	23	5	19	18	18	8/140	LOTUS		---
1.2	0.6	0.5	1.2	20	KMEO 740	B/EZ	21	29	25	20	19	15/71	SELECT		.2
1.7	2.4	2.0	1.0	21	KNIX 1580	CTRY	19	23	23	21	20	23/47	KATZ		1.7
2.2	1.4	1.9	1.0	21	KOOL 960	AC	20	27	22	23	21	21/51	CHRISTAL	CBS	.6

DEMOGRAPHIC RANK

FORMAT REACH

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

AC	15.4
AOR	12.3
BBnd	2.6
Bik/Urbn	3.0
BM/Easy	14.3
CHR	13.7
Ctry	10.7
Gold	7.3
N/T	10.1
Span	1.5

PITTSBURGH #13

SPRING '85	FALL '85	WINTER '86	SPRING '86	12+ AOH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
15.1	11.9	16.9	15.3	①	KDKA 1020	AC	①	7	7	3	①	12/89	BLAIR	NBC	14.1
9.4	7.8	8.0	9.8	2	WSHH 99.7	B/EZ	4	21	14	9	4	9/122	MMR		5.5
9.8	9.2	7.4	8.0	3	WBZZ 93.7	CHR	2	①	3	4	9	14/77	BLAIR		11.1
8.1	8.4	7.3	7.2	4	WDVE 102.5	AOR	3	2	①	①	3	13/84	EASTMAN	NBC-S	13.0
4.7	6.7	5.5	6.8	5	WAMO-FM 105.9	B/U	8	3	2	2	6	8/130	MASLA	SHRDN	8.8
4.9	5.4	4.6	4.9	6	WWSW 94.5	AC	6	8	5	5	2	15/73	MCGAVREN	ABC-C	4.7
4.4	4.6	4.7	4.4	7	WHTX 96.1	AC	5	6	6	6	5	18/60	KATZ	US1	3.8
2.8	4.3	3.9	4.2	8	WTKN 970	TALK	11	26	19	15	13	11/99	MCGAVREN	ABC-T	2.6
2.9	2.2	2.2	3.7	9	WMYG 96.9	AC	9	10	4	7	7	14/78	CHRISTAL		2.6
3.9	3.7	4.0	3.4	10	WJAS 1320	BBND	14	29	25	18	17	12/92	MMR	ABC-D	2.9
3.8	2.4	--	3.3	11	WLTJ 92.9	AC	13	13	10	8	8	13/81	W&P		3.3
3.7	4.2	3.8	3.3	11	WTAE 1250	AC	7	15	9	11	10	20/55	KATZ	ABC-E	2.2
1.9	2.6	2.1	3.1	13	KQV 1410	NEWS	12	18	16	16	14	14/75	CHRISTAL	CBS	2.4
2.9	2.5	3.0	2.3	14	WYDD 104.7	CHR	10	5	8	10	15	22/50	ROSLIN	ABC-F	3.2
2.8	2.7	2.6	2.2	15	WDSY 107.9	CTRY	15	12	11	12	11	15/71	REPUBLIC	ABC-I	2.6
1.0	2.1	1.0	1.8	16	WMBS 590	AC	19	17	30	22	19	8/128		CBS	1.7
1.8	2.6	1.7	1.7	17	WEED 1080	CTRY	17	28	12	13	12	14/79	REPUBLIC	ABC-I	.9
--	--	--	1.4	18	WXXP 100.7	AOR	16	9	13	14	16	18/59	TORBET		.7
0.6	0.7	0.6	1.1	19	WBVP 1230	B/EZ	21	24	28	24	27	11/101	MARKET 4	ABC-I	.2
1.0	0.7	0.8	1.0	20	WPIT-FM 101.5	REL	18	14	22	17	18	20/55			1.1

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WDVE	1 WBZZ	1 WDVE	1 WBZZ	1 KDKA	1 KDKA	AC 36.7
2 WAMO-FM	2 WAMO-FM	2 WAMO-FM	2 WAMO-FM	2 WDVE	2 WWSW	AOR 8.6
3 WBZZ	3 WDVE	3 KDKA	3 KDKA	3 WWSW	3 WBZZ	BBnd 3.4
4 WMYG	4 WHTX	4 WWSW	4 WWSW	4 WSHH	4 WAMO-FM	Blk/Urbn 6.8
5 KDKA	5 WWSW	5 WHTX	5 WDVE	5 WHTX	5 WSHH	BM/Easy 10.9
6 WWSW	6 WMYG	6 WBZZ	6 WHTX	6 WLTJ	6 WHTX	CHR 10.3
7 WHTX	7 WYDD	7 WMYG	7 WMYG	7 WAMO-FM	7 WMYG	Ctry 3.9
8 WYDD	8 KDKA	8 WLTJ	8 WLTJ	8 WMYG	8 WDVE	N/T 7.3
9 WTAE	9 WLTJ	9 WTAE	9 WSHH	9 WTAE	9 WLTJ	Rel 1.0
10 WEED	10 WXXP	10 WDSY	10 WYDD	10 WBZZ	10 WTAE	

PORTLAND #30

SPRING '85	FALL '85	WINTER '86	SPRING '86	12+ AOH METRO RANK	STATIONS	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
7.4	8.3	6.1	9.1	1	KXL-FM 95.5	B/EZ	7	18	14	12	8	9/122	MCGAVREN		5.1
8.9	9.8	9.9	7.7	2	KKRZ 100.3	CHR	2	1	4	4	11	16/70	KATZ	US1	13.3
10.1	6.3	6.3	7.4	3	KGW 620	AC	1	7	3	3	1	18/61	BLAIR	AP	8.0
6.2	6.4	6.0	7.1	4	KGON 92.3	AOR	4	3	1	1	4	13/82	HNWH		9.9
5.6	8.0	6.3	6.4	5	KXL 750	N/T	6	12	13	11	9	13/84	MCGAVREN	NBC	6.9
5.7	7.1	6.5	6.3	6	KINK 101.9	AOR	8	10	2	2	2	12/88	BLAIR		7.0
8.1	6.3	8.0	5.8	7	KEX 1190	AC	3	19	15	9	7	16/67	KATZ	ABC-I	5.3
4.0	4.8	4.4	5.0	8	KUPL-FM 98.5	CTRY	10	6	7	6	3	14/79	TORBET	ABC-D	6.7
8.0	4.3	5.0	4.7	9	KMJK-FM 106.7	CHR	5	2	6	8	14	19/56	EASTMAN	ABC-C	5.4
4.8	4.6	4.4	4.5	10	KYTE 970	BBND	15	20	23	18	16	11/95	DURPETTI	CBS	3.2
4.6	5.9	5.3	4.4	11	KKCW 103.3	AC	9	5	8	7	5	16/67	SELECT		4.4
3.0	3.6	3.2	4.2	12	KKLI 97.1	AC	11	8	5	5	6	14/78	REPUBLIC		2.4
1.7	2.5	3.2	3.8	13	KWJJ-FM 99.5	CTRY	13	9	9	10	10	14/77	EASTMAN	ABC-E	2.7
2.6	2.8	3.9	3.7	14	KWJJ 1080	CTRY	14	15	12	13	12	15/75	EASTMAN	ABC-E	2.6
2.3	2.3	3.0	2.9	15	KYTE-FM 101.1	CLAS	12	21	10	15	15	19/57	DURPETTI		1.3
1.7	1.6	2.4	2.0	16	KSGO 1520	GOLD	16	11	11	14	13	19/57	HNWH		1.9
1.7	2.1	1.5	1.9	17	KPDQ-FM 93.7	REL	17	17	17	16	17	17/63			1.8
0.8	0.4	1.0	1.3	18	KUPL 1330	CTRY	20	13	18	17	18	16/66	TORBET	MBS	0.9
2.1	1.4	2.2	1.2	19	KKSN 910	CLAS	19	14	22	19	19	19/56	CMBS		1.1

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	21.8
AOR	13.4
BBnd	4.5
BM/Easy	9.1
CHR	12.4
Clas	4.1
Ctry	13.8
Gold	2.0
N/T	6.4
Rel	1.9

PROVIDENCE-WARWICK-PAWTUCKET #26

SPRING '85	FALL '85	SPRING '86	METRO RANK 13+ AQH	STATIONS	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
11.6	9.3	10.9	1	WPRO-FM 92.3	CHR	1	2	1	1	2	13/84	BLAIR	ABC-C	10.1
12.6	12.5	10.1	2	WLKW-FM 101.5	B/EZ	3	11	16	9	4	10/112	CHRISTAL	ABC-I	7.6
9.8	9.2	8.7	3	WHJY 94.1	AOR	2	1	2	2	3	13/85	KATZ	ABC-R	15.8
3.2	7.2	7.4	4	WWLI 105.1	AC	5	6	4	3	1	11/103	MCGAVREN		7.1
6.4	7.0	6.6	5	WHJJ 92.0	N/T	7	30	19	10	8	10/114	KATZ	ABC-I	5.0
7.4	7.0	5.3	6	WPRO 630	AC	4	14	12	8	5	18/61	BLAIR	UPI	4.1
2.9	4.2	4.2	7	WBRU 95.5	AOR	6	7	3	4	6	15/71	SELECT	CBS-R	4.1
2.8	3.9	4.1	8	WERI-FM 103.7	CHR	8	3	6	5	10	15/72	ROSLIN		3.9
2.2	1.9	3.8	9	WWAZ 790	BBND	11	32	21	19	15	10/114	MCGAVREN	MBS	2.1
3.0	3.1	3.0	10	WMYS 98.1	AC	10	12	7	6	7	14/80	TORBET		3.4
4.4	2.7	2.6	11	WSNE 93.3	AC	9	13	5	7	9	21/51	EASTMAN		3.2
1.2	1.3	2.3	12	WBZ 1030	AC	12	15	17	14	11	13/83	BLAIR RAR	ABC-I	1.8
1.9	1.4	1.7	13	WXKS-FM 107.9	CHR	13	5	10	11	14	18/61	MMR		2.4
0.7	0.5	1.3	14	WICE 550	GOLD	15	20	13	13	12	16/67	REPUBLIC	US1	2.0
1.2	1.6	1.2	15	WBCN 104.1	AOR	18	18	8	12	16	13/84	TORBET		2.4
2.7	1.9	1.2	15	WBSM 1420	TALK	24	38	27	25	22	11/95	W&P	NBC	3.1
0.5	0.8	1.1	17	WPLM 99.1	BBND	16	19	34	35	25	18/61			0.4
0.6	0.7	1.1	17	WBOS 92.9	CTRY	25	39	23	18	17	12/94	KATZ	ABC-D	1.1
0.6	0.6	1.1	17	WAAF 107.3	AOR	19	10	11	16	23	14/80	KATZ		0.6
1.3	0.6	1.1	17	WALE 1400	TALK	30	34	30	33	32	10/111	MCGAVREN	MBS	0.2
--	0.8	1.0	21	WZLX 100.7	GOLD	29	31	9	15	13	11/102	CHRISTAL		---

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM	1 WHJY	1 WWLI
2 WPRO-FM	2 WHJY	2 WPRO-FM	2 WWLI	2 WPRO-FM	2 WPRO-FM
3 WBRU	3 WWLI	3 WBRU	3 WHJY	3 WWLI	3 WLKW-FM
4 WWLI	4 WBRU	4 WWLI	4 WSNE	4 WBRU	4 WPRO
5 WBCN	5 WSNE	5 WMYS	5 WBRU	5 WMYS	5 WHJY
6 WERI-FM	6 WERI-FM	6 WPRO	6 WERI-FM	6 WPRO	6 WSNE
7 WAAF	7 WMYS	7 WERI-FM	7 WPRO	7 WLKW-FM	7 WHJJ
8 WMYS	8 WXKS-FM	8 WSNE	8 WLKW-FM	8 WHJJ	8 WERI-FM
9 WSNE	9 WPRO	9 WBCN	9 WMYS	9 WERI-FM	9 WBRU
10 WZLX	10 WROR	10 WAAF	10 WXKS-FM	10 WZLX	10 WMYS

FORMAT REACH

AC	20.6
AOR	15.2
BBnd	4.9
BM/Easy	10.1
CHR	16.7
Ctry	1.1
Gold	2.3
N/T	8.9

RIVERSIDE-SAN BERNARDINO #38

SPRING '85	FALL '85	SPRING '86	METRO RANK	12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
6.8	8.6	7.9	1		KDUO 97.5	B/EZ	5	12	11	8	4	9/124	KATZ	
8.7	7.0	7.1	2		KGGI 99.1	AC	1	1	2	1	3	13/80	MCGAVREN	CBS-R
5.0	3.8	5.1	3		KFI 640	AC	2	9	8	4	2	16/68	CHRISTAL	ABC-E
4.3	3.6	5.0	4		KRTH-FM 101.1	GOLD	4	7	4	2	1	14/77	REPUBLIC	US2
7.9	6.8	4.9	5		KIIS-FM 102.7	CHR	3	2	3	5	8	16/67	MCGAVREN	
3.6	3.9	4.5	6		KLOS 95.5	AOR	7	11	1	3	7	11/94	KATZ	ABC-R
4.7	4.5	4.2	7		KBIG 104.3	B/EZ	9	23	15	11	9	12/92	CBS	
3.6	2.9	3.7	8		KFXM 590	BBND	13	33	34	23	11	10/112	KATZ	ABC-E
3.1	3.0	3.5	9		KOST 103.5	AC	6	8	6	6	6	16/68	CHRISTAL	
1.5	2.7	3.2	10		KQLH 95.1	AC	12	28	9	7	5	12/93	TORBET	MBS
1.2	2.7	2.8	11		KCKC 1350	CTRY	19	14	31	12	10	10/105	HNWH	ABC-I
3.8	3.1	2.4	12		KNX 1070	NEWS	8	27	29	24	13	21/52	CBS	CBS
1.5	2.1	2.4	12		KCAL 1410	SPAN	33	29	19	19	15	6/184	LOTUS	UPI
3.4	2.6	2.2	14		KMET 94.7	AOR	11	13	5	9	18	19/58	BLAIR	
1.2	2.2	2.2	14		KABC 790	TALK	15	21	25	27	25	15/74	KATZ	ABC-I
1.5	1.9	2.2	14		KROQ 106.7	AOR	16	4	10	13	32	14/79	TORBET	
1.5	1.4	2.0	17		KCAL-FM 96.7	AOR	14	10	7	10	12	17/64	TORBET	NBC-S
--	0.3	2.0	17		KPWR 105.9	B/U	22	3	13	15	24	12/88	HNWH	
2.7	2.5	1.7	19		KOLA 99.9	AOR	10	5	12	14	30	25/43	BLAIR	ABC-R
1.2	1.3	1.6	20		KNTF 93.5	CTRY	23	30	20	21	20	13/84	HNWH	
--	--	1.4	21		KNX-FM 93.1	AOR	17	6	14	17	27	21/51	CBS	
1.8	1.3	1.4	21		KMPC 710	BBND	21	26	36	36	35	18/60	DURPETTI	
0.8	0.8	1.3	23		KMEN 1290	GOLD	18	19	23	20	17	23/48	MCGAVREN	CBS
0.6	1.2	1.2	24		KJOI 98.7	B/EZ	34	32	35	37	37	11/95	BLAIR	
--	--	1.2	24		KHSJ 1320	AC	36	37	32	35	36	10/110	MASLA	ABC-E
1.1	0.7	1.2	24		KBON 103.9	AC	24	16	16	16	16	16/67	SELECT	

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ROCHESTER #41

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AQH	STATIONS	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
11.2	11.7	15.6	1	WCMF 96.5	AOR	3	2	1	1	2	11/100	CBS		18.0
13.6	11.4	14.1	2	WVOR 100.5	AC	1	5	2	2	1	14/78	MCGAVREN		9.8
12.5	12.0	10.5	3	WPXY-FM 97.9	CHR	2	1	3	3	5	17/65	MMR		11.9
11.1	11.4	8.9	4	WEZO 101.3	B/EZ	4	7	7	4	3	16/68	KATZ	ABC-E	7.3
6.4	9.1	7.9	5	WHAM 1180	AC	5	6	8	8	6	16/68	MCGAVREN	CBS	5.3
6.4	4.9	7.7	6	WYLF 95.1	BBND	8	9	14	12	8	9/121	MARKET 4		5.1
2.5	5.3	6.0	7	WZKC 98.9	CTRY	7	10	6	5	4	12/87	TORBET		4.0
7.7	6.9	5.1	8	WMJQ 92.5	CHR	6	4	4	6	7	24/45	EASTMAN	ABC-C	5.7
2.9	5.6	4.2	9	WDKX 103.9	B/U	9	3	5	7	9	13/83	W&P	NBN	11.6
3.6	3.1	3.0	10	WNYR 990	CTRY	10	11	12	9	10	15/73	KATZ	ABC-I	3.8
5.5	3.6	1.7	11	WBBF 950	GOLD	11	14	11	10	11	26/42	EASTMAN	US2	1.4
0.5	0.4	1.1	12	WBEN-FM 102.5	CHR	14	16	9	11	12	10/104	EASTMAN	ABC-C	.2

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WCMF	1 WCMF	1 WCMF	1 WVOR	1 WCMF	1 WVOR	AC 22.0
2 WVOR	2 WPXY-FM	2 WVOR	2 WCMF	2 WVOR	2 WEZO	AOR 15.6
3 WPXY-FM	3 WVOR	3 WPXY-FM	3 WPXY-FM	3 WZKC	3 WCMF	BBnd 7.7
4 WMJQ	4 WMJQ	4 WZKC	4 WEZO	4 WHAM	4 WPXY-FM	Blk/Urbn 4.2
5 WZKC	5 WDKX	5 WEZO	5 WMJQ	5 WEZO	5 WZKC	BM/Easy 8.9
6 WHAM	6 WEZO	6 WHAM	6 WDKX	6 WPXY-FM	6 WHAM	CHR 16.7
7 WDKX	7 WZKC	7 WMJQ	7 WZKC	7 WMJQ	7 WMJQ	Ctry 9.0
8 WEZO	8 WHAM	8 WDKX	8 WHAM	8 WNYR	8 WDKX	Gold 1.7
9 WBBF	9 WPXY	9 WBBF	9 WNYR	9 WYLF	9 WYLF	
10 WBEN-FM	10 WBEN-FM	10 WBEN-FM	10 WYLF	10 WDKX	10 WNYR	

SACRAMENTO #32

SPRING '85	FALL '85	WINTER '86	SPRING '86	METRO RANK 12+ AOH	STATIONS	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
10.5	10.4	10.9	12.5	1	KSFM 102.5	CHR	1	2	1	1	1	12/93	MMR		14.8
9.2	8.2	10.6	9.8	2	KCTC 96.1	B/EZ	4	15	8	6	4	9/115	CHRISTAL		5.1
9.0	7.7	6.4	7.8	3	KXOA-FM 107.9	AC	5	11	3	3	2	12/93	BLAIR		7.4
10.4	7.0	6.9	7.5	4	KZAP 98.5	AOR	3	4	2	2	5	13/87	MCGAVREN		9.1
3.5	4.6	5.4	7.5	4	KRAK-FM 105.1	CTRY	6	3	5	4	3	11/99	DURPETTI		8.1
5.9	8.9	5.9	6.4	6	KWOD 106.5	CHR	2	1	4	5	8	16/68		CBS-R	9.2
5.7	6.7	7.3	5.7	7	KFBK 1530	N/T	7	19	11	10	7	13/82	KATZ	AP	5.6
5.0	3.4	5.2	4.2	8	KRAK 1140	CTRY	9	10	9	8	9	12/92	DURPETTI		5.3
4.0	3.7	3.7	3.3	9	KHYL 101.1	AC	8	7	6	7	6	17/62	TORBET		2.4
4.1	4.7	4.4	2.9	10	KXOA 1470	BBND	14	14	22	22	20	11/96	BLAIR	AP	1.3
2.9	3.0	2.6	2.8	11	KGNR 1320	BBND	11	17	20	19	18	15/73	FARMAKIS	CBS	2.5
--	--	--	2.1	12	KDJQ 93.5	AOR	13	5	7	9	14	19/56	W&P		5.0
4.4	3.3	3.9	2.0	13	KAER 92.5	AC	10	9	10	11	10	22/49	KATZ		2.3
1.7	0.9	0.6	1.6	14	KNBR 680	MISC	15	24	15	15	12	18/61	MCGAVREN	NBC	1.0
1.5	1.3	2.0	1.5	15	KGO 810	N/T	16	23	18	17	15	14/76	BLAIR	ABC-I	2.1
0.6	0.6	1.1	1.5	15	KSMJ 1380	GOLD	17	8	12	12	11	15/74	MMR		1.0
1.2	0.7	1.3	1.4	17	KFIA 710	REL	18	22	14	16	13	14/79			1.7
2.0	2.4	1.7	1.2	18	KROY 96.9	AC	12	13	13	13	16	33/32	HNWH	US2	1.3
--	0.6	0.3	1.1	19	KHWY 1030	CTRY	19	16	19	20	19	15/74	TORBET		0.0
--	--	0.8	1.1	19	KRCX 1110	SPAN	22	12	17	14	17	10/106	LOTUS		.7

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	14.3
AOR	9.6
BBnd	5.7
BM/Easy	9.8
CHR	18.9
Ctry	12.8
Gold	1.5
Misc	1.6
N/T	7.2
Rel	1.4
Span	1.1

ST. LOUIS #15

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	12+ AQH METRO RANK	STATIONS	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
19.7	22.0	22.6	17.5	22.4	1	KMOX 1120	TALK	1	9	2	2	1	11/101	CBS SPOT	CBS	15.4
12.9	14.1	12.4	12.6	12.0	2	KSHE 94.7	AOR	2	1	1	1	2	11/99	KATZ		15.7
5.6	5.8	6.4	8.6	6.5	3	KEZK 102.5	B/EZ	4	16	12	8	4	12/89	MMR		4.2
6.2	6.3	5.8	6.3	5.5	4	KMJM 107.7	B/U	7	2	3	4	7	11/97	CHRISTAL		7.9
6.7	5.0	6.3	5.3	4.8	5	WIL-FM 92.3	CTRY	8	10	9	7	5	13/85	BLAIR	ABC-E	5.0
3.5	3.8	3.0	4.4	4.8	5	KYKY 98.1	AC	5	6	5	3	3	15/70	HNWH		3.7
4.8	5.9	3.9	4.2	4.1	7	KHTR 103.3	CHR	3	4	6	9	11	20/53	CBS SPOT	CBS	5.0
5.0	6.1	5.5	4.9	3.7	8	KSD 93.7	AC	9	7	7	5	6	16/67	MCGAVREN		4.3
1.3	1.5	0.8	2.3	3.5	9	WMRY 101.1	AOR	11	12	4	6	9	12/90			2.8
4.9	3.9	3.4	4.2	3.4	10	KWK 106.5	CHR	6	3	8	12	15	21/51	DURPETTI		5.4
3.5	3.4	4.5	3.7	3.3	11	KUSA 550	CTRY	10	8	13	11	8	14/76	MCGAVREN	ABC-D	2.8
4.3	3.3	3.6	3.2	3.1	12	WRTH 590	BBND	12	18	24	22	21	13/84	MMR	NBC	3.1
0.7	1.2	1.3	1.0	2.3	13	KLTH 97.1	AC	16	23	11	10	10	14/77	W&P	SHRDN	1.5
1.7	2.0	1.7	1.8	2.1	14	KATZ 1600	B/U	17	17	16	15	13	15/73	W&P	NBN	1.2
--	--	1.0	1.2	1.8	15	WKXX 104.1	CTRY	19	11	17	14	14	15/71	REPUBLIC		2.6
1.4	1.0	1.3	1.7	1.7	16	WZEN 100.3	B/U	18	5	10	17	18	18/60	W&P	NBN	1.9
2.0	1.7	2.0	1.5	1.6	17	KXOK 630	TALK	14	21	20	20	20	22/50	KATZ	ABC-I	1.6
1.3	1.0	1.6	1.4	1.5	18	KGLD 1380	GOLD	15	19	14	13	12	22/50	DURPETTI		1.0
2.3	1.6	1.6	1.8	1.3	19	KADI 96.3	AC	13	15	15	16	17	29/37	MASLA	NBC-S	1.2
1.4	0.8	1.2	1.8	1.2	20	WESL 1490	B/U	21	14	18	18	16	14/76	LAZAR	SHRDN	1.7
1.0	0.6	0.8	0.6	1.0	21	KFUO 99.1	REL	20	24	22	21	19	21/52	CMBS		.6

DEMOGRAPHIC RANK

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

FORMAT REACH

AC	12.1
AOR	15.5
BBnd	3.1
Blk/Urbn	10.5
BM/Easy	6.5
CHR	7.5
Ctry	9.9
Gold	1.5
N/T	24.0
Rel	1.0

SALT LAKE CITY-OGDEN #43

SPRING '85	FALL '85	WINTER '86	SPRING '86	METRO RANK	12+ AOH	STATIONS	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
7.2	10.4	8.7	11.0	1	1	KSL 1160	AC	1	6	5	2	1	14/77	MMR	CBS	7.1
10.1	10.9	12.1	9.1	2	2	KSFI 100.3	B/EZ	2	11	15	5	3	14/78	BLAIR		6.3
9.4	9.9	9.0	7.5	3	3	KRSP-FM 103.5	AOR	4	2	1	3	5	15/73	SELECT	ABC-R	12.5
3.4	4.0	6.0	7.4	4	4	KKAT 101.9	CTRY	6	10	2	1	2	11/102	BLAIR		6.2
9.5	6.2	5.8	6.5	5	5	KCPX 98.7	CHR	3	1	3	4	14	18/61	KATZ		10.5
3.3	3.7	7.0	4.6	6	6	KSOP-FM 104.3	CTRY	8	12	7	8	6	13/80	MMR		4.0
3.3	4.4	5.1	4.0	7	7	KISN 97.1	AC	5	4	6	9	10	22/50	MCGAVREN	CBS-R	7.2
6.8	5.5	4.2	4.0	7	7	KLCY 94.1	AC	7	18	4	6	8	18/60	EASTMAN	US1	4.6
4.7	3.7	4.7	3.9	9	9	KALL 910	AC	9	29	10	7	4	15/71	EASTMAN	ABC-I	3.3
--	0.9	2.1	3.5	10	10	KUTR 860	AC	17	7	8	10	7	10/104	DURPETTI		2.7
3.9	1.5	2.3	2.9	11	11	KLUB 570	AC	15	22	20	19	17	14/79	MCGAVREN	NBC	1.5
1.9	0.7	2.2	2.9	11	11	KDYL 1280	BBND	18	28	24	22	19	12/90	BLAIR	AP	2.0
1.9	1.8	2.4	2.6	13	13	KCGL 105.5	AOR	12	3	9	16	22	16/66	SCHWARTZ		5.6
4.2	3.6	2.7	2.3	14	14	KLTQ 93.3	AC	10	16	12	13	13	23/47	DURPETTI		1.9
2.5	3.6	2.1	2.3	14	14	KZAN 97.9	CTRY	16	15	17	15	12	17/62	CHRISTAL		2.0
0.6	2.7	1.9	2.3	14	14	KMGR 107.5	AC	19	19	16	11	11	14/75	TORBET	TRAN	1.9
3.4	3.9	2.4	2.2	17	17	KBUG 1320	GOLD	11	26	13	14	15	20/54	KATZ	ABC-D	2.2
2.6	2.2	1.7	2.2	17	17	KDAB 101.1	AC	13	14	14	12	9	20/55	HNWH		2.0
1.4	2.9	2.8	2.0	19	19	KTKK 630	TALK	23	20	19	18	16	13/87		ABC-T	1.6
0.7	1.3	0.8	1.7	20	20	KFAM 700	B/EZ	24	13	30	27	25	13/84		UPI	0.0
--	--	--	1.4	21	21	KBER 106.5	AOR	21	17	11	17	20	22/49		NBC-S	1.3
2.5	1.9	1.4	1.3	22	22	KLRZ 94.9	AC	20	5	21	26	26	25/44	CHRISTAL		1.4
1.0	1.2	1.3	1.1	23	23	KRSP 1060	GOLD	22	21	26	20	18	25/43	SELECT	ABC-R	1.5
1.7	0.9	1.1	1.0	24	24	KSOP 1370	CTRY	25	25	27	28	23	21/52	MMR		1.0

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Women 25-54	Men 25-54	
1 KRSP-FM	1 KCPX	1 KRSP-FM	1 KCPX	1 KSL	1 KSL	AC 37.4
2 KKAT	2 KRSP-FM	2 KKAT	2 KSL	2 KSFI	2 KKAT	AOR 11.5
3 KSL	3 KLCY-FM	3 KSL	3 KKAT	3 KKAT	3 KSFI	BM/Easy 10.8
4 KCPX	4 KISN	4 KALL	4 KSFI	4 KUTR	4 KRSP-FM	BBnd 2.9
5 KLCY-FM	5 KKAT	5 KLCY-FM	5 KRSP-FM	5 KALL	5 KALL	CHR 6.5
6 KSOP-FM	6 KUTR	6 KSOP-FM	6 KLCY-FM	6 KSOP-FM	6 KSOP-FM	Ctry 15.3
7 KISN	7 KSFI	7 KCPX	7 KUTR	7 KZAN	7 KLCY-FM	Gold 3.3
8 KBER	8 KSL	8 KSFI	8 KISN	8 KLTQ	8 KDAB	N/T 2.0
9 KDAB	9 KSOP-FM	9 KISN	9 KSOP-FM	9 KLCY-FM	9 KISN	
10 KALL	10 KCGL	10 KDAB	10 KALL	10 KRSP-FM	10 KMGR	

SAN ANTONIO #37

SPRING '85	FALL '85	SPRING '86	METO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
9.6	9.3	9.9	1	KTFM 102.7	CHR	1	3	2	1	1	13/87	BLAIR	
8.5	9.8	8.9	2	KQXT 101.9	B/EZ	3	22	12	8	6	9/118	SELECT	
7.0	6.8	8.5	3	KISS 99.5	AOR	2	2	1	2	10	10/111	KATZ	ABC-R
5.8	6.2	6.1	4	KBUC-AF 1310 107.5	CTRY	8	15	11	6	5	11/95	EASTMAN	
5.0	7.0	5.8	5	KCOR 1350	SPAN	11	6	16	11	7	10/111	KATZ	
5.2	5.9	5.4	6	KAJA 97.3	CTRY	5	10	4	3	4	13/81	HNWH	
4.4	4.2	5.2	7	KONO 860	AC	6	11	6	5	2	14/80	MMR	NBC
4.3	3.6	5.1	8	KITY 92.9	CHR	4	1	7	9	15	16/68	MMR	ABC-F
5.3	4.7	4.7	9	KSMG 105.3	AC	7	18	3	4	3	15/74	MCGAVREN	
4.4	3.2	4.3	10	KEDA 1540	SPAN	17	19	19	12	9	9/115	SELECT	
4.5	5.8	3.8	11	WOAI 1200	N/T	10	21	17	17	11	16/68	HNWH	CBS
1.7	2.4	3.2	12	KESI 106.7	AOR	14	20	8	7	8	14/77	MASLA	
5.8	3.7	3.2	12	KKYX 680	CTRY	15	16	20	19	14	13/82	CHRISTAL	ABC-D
3.1	3.4	3.1	14	KSAQ 96.1	CHR	9	4	9	13	17	19/56	REPUBLIC	MBS
3.2	3.1	2.7	15	KZEP 104.5	AOR	16	14	5	9	16	15/71	TORBET	NBC
4.4	2.9	2.7	15	KTSA 550	AC	12	8	14	16	12	21/52	BLAIR	
0.3	1.1	2.4	17	KXET 1250	SPAN	19	13	10	15	19	12/94	LOTUS	
4.6	3.1	2.3	18	KLLS 100.3	AC	13	9	13	14	13	22/49	CHRISTAL	UPI
--	1.8	2.0	19	KRNN 930	N/T	20	25	25	23	21	12/94	REPUBLIC	ABC-I
2.2	2.0	1.9	20	KSJL 760	CHR	18	5	15	20	22	16/66	W&P	CBS-R
2.2	2.1	1.9	20	KAPE 1480	B/U	22	7	18	18	18	9/124	MASLA	CBS
0.6	0.9	1.4	22	KGNB 1420	BBND	25	26	24	24	24	6/191	MILAM	ABC-I
1.0	2.3	1.2	23	KBUC 1310	CTRY	21	23	21	21	20	15/72	EASTMAN	

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KISS	1 KTFM	1 KISS	1 KTFM	1 KONO	1 KTFM
2 KTFM	2 KAJA	2 KTFM	2 KAJA	2 KTFM	2 KSMG
3 KSMG	3 KISS	3 KSMG	3 KSMG	3 KAJA	3 KONO
4 KZEP	4 KSMG	4 KONO	4 KONO	4 KSMG	4 KAJA
5 KAJA	5 KITY	5 KAJA	5 KISS	5 KESI	5 KCOR
6 KONO	6 KONO	6 KZEP	6 KITY	6 KISS	6 KQXT
7 KESI	7 KESI	7 KESI	7 KESJ	7 KQXT	7 KBUC-FM
8 KXET	8 KSAQ	8 KQXT	8 KQXT	8 KEDA	8 KESI
9 KITY	9 KZEP	9 WOAI	9 KSAQ	9 WOAI	9 KEDA
10 KSAQ	10 KLLS	10 KBUC-FM	10 KLLS	10 KBUC-FM	10 KTSA

FORMAT REACH

AC	14.9
AOR	14.4
BBnd	1.4
Bik/Urbn	1.9
BM/Easy	8.9
CHR	20.0
Ctry	15.9
N/T	5.8
Span	12.5

SAN DIEGO #20

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	METRO RANK 12+ AOR	STATIONS	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	9.5	6.4	4.8	9.0	1	KFMB 760	AC	1	6	5	4	1	14/76	MCGAVREN	CBS	5.3
7.8	8.0	9.4	9.7	8.2	2	KJQY 103.7	B/EZ	3	27	15	9	4	11/97	BLAIR		5.1
5.5	5.2	6.1	6.6	7.0	3	KSDO 1130	N/T	7	19	16	13	6	12/90	HNWH	ABC-I	5.7
6.2	5.9	7.6	5.9	6.8	4	KFMB-FM 100.7	AC	2	5	3	1	2	18/59	MCGAVREN		6.0
6.1	6.1	4.5	5.5	6.6	5	XTRA-FM 97.1	AOR	5	2	1	3	11	13/82	MMR		6.8
8.6	9.3	7.8	5.9	6.6	5	KGB 101.5	AOR	6	4	2	2	3	13/84	KATZ		9.2
4.0	3.3	4.5	5.7	4.9	7	XHRM 92.5	B/U	9	3	4	5	12	12/89	W&P	SHRDN	9.7
5.4	6.3	4.8	4.3	4.8	8	KSDO-FM 102.9	CHR	4	1	7	10	14	19/58	HNWH		6.2
2.8	3.2	4.5	3.3	3.9	9	KSON-FM 97.3	CTRY	8	8	12	11	7	16/70	BLAIR		4.6
3.2	3.2	4.8	5.1	3.5	10	KPQP 1360	BBND	15	26	26	20	17	13/85	KATZ	NBC	2.7
2.3	1.9	2.1	3.7	3.1	11	KWLT 94.9	AC	11	11	6	6	10	16/67	CHRISTAL		3.7
2.2	2.8	2.6	3.1	3.1	11	KYXY 96.5	AC	10	14	13	12	9	18/60	TORBET		1.9
3.7	3.3	3.0	3.7	3.1	11	KIFM 98.1	AC	13	23	8	8	8	16/69	CBS SPOT	CBS-R	2.5
2.7	2.5	2.9	3.1	2.9	14	XTRA 690	GOLD	12	13	9	7	5	17/63	MMR		3.3
1.7	1.6	3.0	2.7	2.8	15	KCBQ-FM 105.3	CTRY	17	15	14	15	13	14/77	TORBET		3.1
3.6	2.8	2.6	3.0	2.4	16	KFSD 94.1	CLAS	16	25	24	17	15	17/65	CHRISTAL		1.6
4.0	2.8	3.5	3.0	2.3	17	KLZZ-FM 106.5	AC	14	7	10	14	16	20/53	EASTMAN		2.5
1.6	2.4	1.6	2.1	1.6	18	KNX 1070	NEWS	18	17	27	26	22	23/47	CBS SPOT	CBS	1.6
1.4	0.9	1.3	1.3	1.6	18	KCBQ 1170	CTRY	19	9	19	19	18	20/53	TORBET		2.1
1.7	2.5	2.7	1.8	1.4	20	XHIT 90.3	AOR	20	20	11	16	20	21/51	CBS SPOT		2.7
0.8	0.9	0.9	1.0	1.3	21	KSON 1240	CTRY	21	21	21	21	21	22/48	BLAIR	MBS	.5
1.3	1.4	1.1	1.5	1.0	22	KGMG 102.1	AC	22	12	18	18	19	23/48	SELECT	MBS	.7

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 KFMB-FM	1 KFMB	1 KFMB
2 XTRA-FM	2 XTRA-FM	2 XTRA-FM	2 KFMB	2 KGB	2 KFMB-FM
3 KFMB-FM	3 KWLT	3 KFMB	3 XTRA-FM	3 KSDO	3 KJQY
4 XHRM	4 KSDO-FM	4 KFMB-FM	4 KWLT	4 KFMB-FM	4 KYXY
5 KFMB	5 XHRM	5 XHRM	5 XHRM	5 XTRA-FM	5 KSON-FM
6 XHITZ	6 KLZZ-FM	6 KSDO	6 KSDO-FM	6 XTRA	6 KIFM
7 XTRA	7 KIFM	7 XTRA	7 KSON-FM	7 KJQY	7 XTRA
8 KIFM	8 KFMB	8 KIFM	8 KJQY	8 KIFM	8 KWLT
9 KSDO	9 KGB	9 KWLT	9 KYXY	9 KSON-FM	9 KCBQ-FM
10 KSDO-FM	10 KSON-FM	10 KJQY	10 KIFM	10 XHRM	10 XHRM

FORMAT REACH

AC	28.4
AOR	14.6
BBnd	3.5
Bik/Urbn	4.9
BM/Easy	8.2
CHR	4.8
Clas	2.4
Ctry	8.0
Gold	2.9
N/T	8.6

SAN FRANCISCO #4

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.2	7.8	9.0	7.6	7.2	1	KGO 81.0	N/T	1	21	14	2	1	14/77	BLAIR	ABC-I	8.6
5.2	4.8	6.2	6.6	6.8	2	KCBS 74.0	N/T	2	29	13	9	2	14/76	CBS SPOT	CBS	4.0
3.4	3.7	2.4	2.9	4.9	3	KNBR 68.0	MISC	3	24	11	4	3	16/67	MCGAVREN	NBC	3.1
4.4	3.8	4.5	4.6	4.4	4	KSOL 107.1	B/U	6	1	1	1	11	14/77	MASLA	AP	6.5
3.5	3.4	3.6	4.2	3.7	5	KABL-FM 98.1	B/EZ	11	27	35	23	12	13/82	CHRISTAL		2.6
2.7	3.4	3.0	3.3	3.0	6	KMEL 106.1	CHR	5	2	4	11	20	21/50	CHRISTAL		5.1
3.8	3.9	3.4	3.2	2.9	7	KYUU 99.7	AC	4	6	3	6	9	22/49	MCGAVREN		4.8
2.7	2.6	3.0	3.2	2.9	7	KBLX 102.9	AA	14	20	6	5	4	14/77	HNWH	SHRDN	4.4
2.7	3.0	2.3	2.4	2.8	9	KFOG 104.5	AOR	12	22	2	3	8	15/71	SELECT	NBC-S	3.2
3.2	3.2	4.1	3.0	2.8	9	KSAN 94.9	CTRY	13	12	20	10	7	15/72	KATZ		3.0
2.8	2.5	2.5	2.8	2.7	11	KOIT-FM 96.5	AC	10	34	10	8	5	18/60	TORBET		2.8
3.3	4.0	3.5	2.7	2.5	12	KIOI 101.3	AC	7	11	7	7	6	23/47	MMR		2.7
1.9	1.9	2.2	2.8	2.4	13	KLOK-FM 103.7	AC	9	5	8	13	14	21/52	DURPETTI		2.7
2.0	2.7	2.8	2.0	2.3	14	KBAY 100.3	B/EZ	23	25	32	28	23	12/92	MMR		.9
2.1	2.2	2.5	2.2	2.1	15	KRQR 97.3	AOR	20	8	5	12	13	14/77	CBS SPOT	CBS	3.6
2.1	2.9	1.8	1.7	2.1	15	KSFO 56.0	AC	16	37	27	25	18	19/58	EASTMAN	UPI	1.2
3.1	2.8	2.0	2.0	2.0	17	KABL 96.0	B/EZ	24	42	44	35	26	13/81	CHRISTAL		1.3
2.8	2.2	2.3	2.0	2.0	17	KNEW 91.0	CTRY	19	32	29	20	16	16/70	KATZ		1.9
2.5	2.7	2.2	1.7	1.9	19	KITS 105.3	CHR	8	4	12	16	22	26/41	REPUBLIC		2.3
1.7	2.2	2.1	2.0	1.8	20	KWSS 94.5	CHR	17	3	15	21	27	20/54	MCGAVREN		3.3
--	--	--	--	1.8	20	KOFY 105.0	GOLD	30	30	24	14	10	9/116			---
1.9	1.8	1.5	2.0	1.8	20	KKHI-AF 155.0 95.7	CLAS	18	43	42	36	29	18/61	HNWH		1.5

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Stronger Than Ever

KSOL 107.7 FM

The Bay Area's Best

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

*Source: San Francisco Arbitron, Spring '86, Average persons M.S.A. Monday - Sunday 6am - 12 midnight

SAN JOSE #28

SPRING '85	FALL '85	WINTER '86	SPRING '86	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.8	8.3	7.5	8.4	1	KGO 810	N/T	2	16	6	3	1	14/79	BLAIR	ABC-I	8.0
5.6	6.7	5.6	6.1	2	KBAY 100.3	B/EZ	6	15	20	14	10	11/98	MMR		3.0
4.2	5.3	5.4	6.0	3	KCBS 740	N/T	3	26	19	11	2	14/75	CBS SPOT	CBS	4.2
4.5	6.1	6.1	5.9	4	KWSS 94.5	CHR	1	1	2	1	3	20/53	MCGAVREN		9.4
5.3	3.0	3.9	4.0	5	KOME 3.5	AOR	5	7	1	2	6	17/62	TORBET	ABC-R	6.3
3.0	2.1	2.4	3.6	6	KNBR 680	MISC	10	33	13	10	5	17/63	MCGAVREN	NBC	2.1
4.1	4.3	3.9	3.6	6	KYUU 99.7	AC	4	9	4	4	13	22/50	MCGAVREN		5.6
3.7	3.6	5.2	3.5	8	KSOL 107.7	B/U	9	2	7	13	29	18/60	MASLA	AP	7.0
2.3	3.2	3.6	3.3	9	KSJO 92.3	AOR	11	10	3	5	16	19/56	KATZ		5.1
1.0	1.3	1.1	3.3	9	KBRG 104.9	SPAN	26	3	8	8	7	7/147	WALLACE		.6
2.8	2.9	4.7	3.2	11	KLZE 97.7	B/EZ	21	39	31	21	11	12/94	REPUBLIC		2.3
3.4	3.1	2.9	3.0	12	KLOK 1170	AC	8	8	14	12	8	21/51	DURPETTI		1.6
2.0	1.8	1.6	2.6	13	KFOG 104.5	AOR	20	18	5	6	14	15/71	SELECT	NBC-S	2.3
3.9	3.4	2.5	2.6	13	KARA 105.7	AC	7	37	12	9	4	26/42	SELECT		2.6
2.6	2.0	2.5	2.6	13	KEZR 106.5	AC	12	13	9	7	9	24/45	CHRISTAL		2.4
2.0	2.7	1.8	2.2	16	KEEN 1370	CTRY	25	19	26	25	17	14/79	MMR	UPI	2.5
4.3	3.2	2.6	2.1	17	KIOI 101.3	AC	13	17	15	16	12	29/37	MMR		2.1
1.3	2.3	2.5	1.9	18	KBLX 102.9	AA	24	25	10	15	15	17/65	HNWH	SHRDN	2.9
2.6	1.9	2.2	1.9	18	KLIV 1590	BBND	22	41	34	31	27	19/56	SELECT		1.6
--	1.9	2.4	1.8	20	KATD 95.3	CHR	15	6	11	20	30	28/39			.2
3.6	3.1	2.5	1.8	20	KSAN 94.9	CTRY	19	14	24	19	20	23/47	KATZ		4.2
--	--	0.5	1.8	20	KOFY 1050	GOLD	36	22	23	17	19	8/140			---
0.9	1.2	1.8	1.8	20	KMEL 106.1	CHR	14	5	16	22	26	32/34	CHRISTAL		1.9
2.0	2.7	2.3	1.7	24	KOIT-FM 96.5	AC	16	35	17	18	18	28/39	TORBET		1.1
1.4	0.7	0.7	1.6	25	KSFO 569	AC	31	38	29	29	28	13/82	EASTMAN	UPI	.6
0.6	1.2	0.9	1.4	26	KKHI-AF 1550 95.5	CLAS	23	29	33	30	21	20/53	HNWH		.3
1.5	1.8	1.5	1.4	26	KITS 105.3	CHR	17	4	18	24	31	32/34	REPUBLIC		1.2

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RIVERSIDE-SAN BERNARDINO #38

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SPRING '85	FALL '85	SPRING '86	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
0.7	1.5	1.1	27		KDIG 1240	CTRY	31	24	37	32	29	14/78	SELECT	
0.6	0.9	1.1	27		KKGO 105.1	JAZZ	30	22	17	25	22	15/72	W&P	AP
1.2	1.4	1.1	27		KLAC 570	CTRY	25	15	30	30	23	18/61	EASTMAN	ABC-D
0.6	1.3	1.0	30		KRLA 1110	GOLD	29	31	18	18	14	27/63	MMR	
0.8	1.1	1.0	30		KFAC-FM 92.3	CLAS	27	17	38	34	33	17/61	MCGAVREN	

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	AOR	BBnd	Bik/Urbn	BM/Easy	CHR	Clas	Ctry	Gold	Jazz	N/T	Span
1 KLOS	1 KIIS-FM	1 KLOS	1 KGGI	1 KRTH-FM	1 KGGI	21.3											
2 KGGI	2 KGGI	2 KRTH-FM	2 KIIS-FM	2 KIIS-FM	2 KIIS-FM	14.0											
3 KMET	3 KQLH	3 KGGI	3 KOST	3 KGGI	3 KDUO	5.1											
4 KIIS-FM	4 KLOS	4 KIIS-FM	4 KQLH	4 KFI	4 KQLH	2.0											
5 KRTH-FM	5 KOST	5 KMET	5 KFI	5 KMET	5 KOST	13.3											
6 KOLA	6 KRTH-FM	6 KFI	6 KLOS	6 KLOS	6 KFI	4.9											
7 KFI	7 KCAL	7 KOLA	7 KDUO	7 KDUO	7 KCAL	1.0											
8 KCAL-FM	8 KFI	8 KRLA	8 KRTH-FM	8 KRLA	8 KRTH-FM	6.6											
9 KROQ	9 KOLA	9 KOST	9 KCAL	9 KOST	9 KBIG	7.3											
10 KOST	10 KKHR	10 KCAL-FM	10 KBIG	10 KLAC	10 KLOS	1.1											
						4.6											
						2.4											

SAN JOSE #28

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SPRING '85	FALL '86	WINTER '86	SPRING '86	METRO RANK	12+ AOH	STATIONS	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
1.7	2.2	1.4	1.3	28		KNTA 1430	SPAN	30	12	22	28	25	18/60	LOTUS		1.7
1.9	1.4	1.9	1.2	29		KLOK-FM 103.7	AC	18	11	21	26	24	34/32	DURPETTI		1.7
1.2	1.2	2.1	1.1	30		KABL-FM 98.4	B/EZ	29	24	41	42	37	22/49	CHRISTAL		.8
1.8	1.6	1.8	1.3	31		KDFC-AF 1220 102.1	CLAS	27	34	32	23	22	22/50	CMBS		.5

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AA	AC	AOR	BBnd	Bik/Urbn	BM/Easy	CHR	Clas	Ctry	Gold	Misc	N/T	Span
1 KOME	1 KWSS	1 KOME	1 KWSS	1 KGO	1 KGO	1.9												
2 KSJO	2 KBRG	2 KGO	2 KBRG	2 KNBR	2 KCBS	18.4												
3 KGO	3 KYUU	3 KSJO	3 KYUU	3 KOME	3 KWSS	9.9												
4 KWSS	4 KBLX	4 KNBR	4 KLOK	4 KARA	4 KLOK	1.9												
5 KYUU	5 KSJO	5 KYUU	5 KEZR	5 KCBS	5 KBRG	1.6												
6 KFOG	6 KFOG	6 KFOG	6 KGO	6 KFOG	6 KBAY	10.4												
7 KNBR	7 KEZR	7 KWSS	7 KCBS	7 KWSS	7 KEZR	10.9												
8 KSOL	8 KOME	8 KARA	8 KBLX	8 KYUU	8 KARA	2.7												
9 KEZR	9 KLOK	9 KOFY	9 KBAY	9 KEZR	9 KIOI	4.0												
10 KARA	10 KSOL	10 KEZR	10 KIOI	10 KSJO	10 KBLX	1.8												
						3.6												
						14.4												
						4.6												

SEATTLE-TACOMA #17

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	METRO RANK 12+ AOR	STATIONS	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	10.1	10.9	9.2	10.7	1	KIRO 710	N/T	1	7	5	2	1	14/77	CBS SPOT	CBS	9.7
6.1	7.3	6.2	4.7	7.5	2	KISW 99.9	AOR	3	2	1	1	9	12/90	MCGAVREN		12.5
5.9	6.3	8.3	7.3	5.8	3	KOMO 1000	AC	2	13	16	9	3	16/68	KATZ	ABC-I	5.0
4.0	4.3	4.5	3.4	5.1	4	KMPS-FM 94.1	CTRY	7	9	11	6	2	11/100	MCGAVREN	UPI	4.0
7.5	6.9	6.8	6.9	5.0	5	KUBE 93.3	CHR	4	3	2	3	7	17/64	MMR		6.7
5.0	4.8	5.1	6.6	5.0	5	KBRD 103.7	B/EZ	6	15	27	15	12	11/96	REPUBLIC		3.3
3.5	5.1	5.0	4.5	4.6	7	KIXI 880	BBND	11	17	29	28	21	11/96	CHRISTAL		4.0
5.3	4.5	5.0	5.4	4.2	8	KSEA 100.7	B/EZ	10	28	23	16	10	12/88	CBS SPOT		2.9
3.9	4.7	3.8	3.4	4.0	9	KPLZ 101.5	CHR	5	1	10	13	26	19/57	DURPETTI		4.3
2.2	2.3	1.8	1.9	3.5	10	KVI 570	GOLD	15	31	6	4	4	13/85	DURPETTI	MBS	2.5
2.2	1.6	1.9	2.6	3.4	11	KEZX 98.9	AOR	16	26	3	5	5	13/85	EASTMAN	ABC-E	2.1
4.1	2.9	4.4	4.4	3.4	11	KLSY-FM 92.5	AC	8	6	7	7	8	16/66	BLAIR	CBS-R	3.7
2.0	2.5	3.6	3.3	3.2	13	KMGI 107.7	AC	13	12	4	8	6	16/70	REPUBLIC		3.0
3.4	2.5	3.9	4.1	3.0	14	KING-FM 98.1	CLAS	12	18	20	14	11	17/65	BLAIR		2.1
3.3	3.8	2.8	3.2	2.9	15	KRPM-FM 106.1	CTRY	21	19	12	11	13	10/106	TORBET		3.1
3.8	3.1	3.3	2.7	2.7	16	KNBQ 97.3	CHR	14	5	9	12	15	19/58	CHRISTAL		4.5
2.3	2.6	2.2	2.4	2.3	17	KZOK 102.5	AOR	9	10	8	10	14	23/47	HNWH	NBC-S	2.5
1.9	1.8	1.4	2.1	2.2	18	KING 1090	N/T	17	30	25	23	19	19/56	BLAIR	NBC	2.3
3.2	2.4	1.9	1.5	1.9	19	KMPS 1300	CTRY	23	27	21	19	18	13/82	MCGAVREN	UPI	2.2
1.6	2.6	1.6	1.8	1.7	20	KCMS 105.3	REL	22	11	13	17	17	15/70	SPOT SALES	AP	1.3
0.9	1.9	1.0	1.0	1.6	21	KHIT 106.9	CHR	19	4	17	24	30	20/55	W&P		2.3
2.5	1.8	1.9	1.8	1.5	22	KJR 950	AC	18	23	18	18	16	27/40	EASTMAN		1.8
--	--	--	--	1.2	23	KLTX 95.7	AC	20	20	24	20	20	26/42	CHRISTAL		1.0
1.4	1.3	0.7	1.0	1.1	24	KCIS 630	REL	26	21	26	26	25	17/63		AP	.7
1.2	0.9	1.2	0.7	1.1	24	KQKT 96.5	AC	24	16	14	22	24	22/50	BLAIR/RAR		.5
1.2	1.6	1.0	1.6	1.0	26	KKFX 1250	B/U	25	8	19	25	22	20/55	ROSLIN	BLAIR	1.9
0.6	0.6	0.8	0.6	1.0	26	KJET 1590	AOR	27	14	15	21	23	16/69	HNWH	NBC-S	.5

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SAN FRANCISCO #4

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SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	METRO RANK 12+ AOH	STATIONS	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
1.0	1.2	1.3	1.5	1.6	23	KYA 93.3	GOLD	21	19	19	15	15	19/58	EASTMAN	UPI	.8
1.8	2.6	1.2	1.4	1.6	23	KOME 98.5	AOR	22	7	9	17	25	18/60	TORBET	ABC-R	2.6
1.9	1.5	1.7	1.7	1.6	23	KFRC 610	CHR	15	17	16	18	17	26/42	REPUBLIC	US1	1.5
2.0	0.4	0.7	1.1	1.3	26	KKCY 98.9	AOR	33	40	17	19	19	12/87	EASTMAN		1.1
1.8	1.2	1.5	1.7	1.3	26	KDFC-AF 1220 102.1	CLAS	25	48	21	22	21	19/57	CMBS		.5
0.8	1.3	1.1	1.1	1.1	28	KSJO 92.3	AOR	27	13	18	24	32	20/54	KATZ		1.7
0.5	0.9	0.5	0.7	1.0	29	KBRG 104.9	SPAN	40	10	23	27	31	9/117	WALLACE		---
0.8	1.0	0.8	0.9	1.0	29	KLIV 1590	BBND	34	44	47	47	42	16/68	SELECT		.5

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KFOG	1 KSOL	1 KNBR	1 KSOL	1 KNBR	1 KGO	AA 2.9
2 KRQR	2 KYUU	2 KGO	2 KYUU	2 KGO	2 KCBS	AC 12.6
3 KSOL	3 KBLX	3 KFOG	3 KBLX	3 KCBS	3 KBLX	AOR 8.9
4 KOME	4 KFOG	4 KRQR	4 KOIT-FM	4 KBLX	4 KOIT-FM	BBnd 1.0
5 KMEL	5 KLOK-FM	5 KSOL	5 KIOI	5 KRQR	5 KIOI	Bik/Urbn 4.4
6 KNBR	6 KIOI	6 KCBS	6 KLOK-FM	6 KFOG	6 KYUU	BM/Easy 8.0
7 KIOI	7 KMEL	7 KBLX	7 KCBS	7 KOIT-FM	7 KABL-FM	CHR 8.3
8 KYUU	8 KOIT-FM	8 KSAN	8 KFOG	8 KSAN	8 KLOK-FM	Clas 3.1
9 KBLX	9 KWSS	9 KYUU	9 KMEL	9 KIOI	9 KSOL	Ctry 4.8
10 KGO	10 KITS	10 KIOI	10 KGO	10 KOFY	10 KSAN	Gold 3.4
						Misc 4.9
						N/T 14.0
						Span 1.0

SEATTLE-TACOMA #17

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DEMOGRAPHIC RANK

FORMAT REACH

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 KLSY-FM	1 KIRO	1 KMPS-FM	AC 16.2
2 KZOK	2 KLSY-FM	2 KIRO	2 KUBE	2 KVI	2 KIRO	AOR 14.2
3 KVI	3 KISW	3 KVI	3 KMPS-FM	3 KISW	3 KLSY-FM	BBnd 4.6
4 KIRO	4 KEZX	4 KUBE	4 KISW	4 KOMO	4 KEZX	Bik/Urbn 1.0
5 KUBE	5 KMGI	5 KZOK	5 KEZX	5 KEZX	5 KOMO	BM/Easy 9.2
6 KEZX	6 KNBQ	6 KEZX	6 KMGI	6 KMGI	6 KMGI	CHR 13.3
7 KMGI	7 KPLZ	7 KMGI	7 KIRO	7 KUBE	7 KUBE	Clas 3.0
8 KPLZ	8 KMPS-FM	8 KOMO	8 KNBQ	8 KMPS-FM	8 KING	Ctry 9.9
9 KNBQ	9 KIRO	9 KRPM-FM	9 KOMO	9 KRPM-FM	9 KBRD	Gold 3.5
10 KRPM-FM	10 KVI	10 KMPS-FM	10 KING-FM	10 KZOK	10 KSEA	N/T 12.9
						Rel 2.8

TAMPA-ST. PETERSBURG #22

SPRING '85	FALL '85	WINTER '86	SPRING '86	12+ AOH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
12.4	12.2	12.5	14.8	1	WRBQ-FM 104.7	CHR	1	1	1	1	1	10/105	EASTMAN	ABC-F
14.5	11.7	13.0	10.6	2	WWBA 107.3	B/EZ	2	16	15	12	10	9/119	REPUBLIC	
7.0	8.2	7.9	8.5	3	WQYK 99.5	CTRY	3	11	6	5	2	9/117	KATZ	
--	--	--	5.7	4	WUSA 100.7	AC	4	9	4	2	3	13/84	MCGAVREN	
6.7	6.3	5.5	5.2	5	WYNF 94.9	AOR	5	2	2	3	7	13/86	CBS SPOT	ABC-R
4.9	4.8	4.5	5.0	6	WKRL 97.9	AOR	6	3	3	4	4	12/89	CHRISTAL	NBC-S
5.7	5.1	4.5	4.7	7	WDAE 1250	BBND	10	24	16	16	14	10/106	MCGAVREN	ABC-I
3.4	3.3	3.6	4.1	8	WFLA 970	N/T	7	18	19	14	12	14/75	BLAIR	NBC
3.1	3.7	3.9	3.9	9	WGUL 105.5	BBND	16	21	27	23	17	6/179	MASLA	MBS
1.4	2.1	3.0	3.9	9	WPDS 93.3	AC	8	7	7	7	6	14/75	BLAIR	
2.6	3.8	3.4	3.6	11	WNLT 95.7	AC	9	8	5	6	5	14/80	MMR	
5.3	5.8	4.9	3.6	11	WSUN 620	CTRY	11	10	12	9	8	13/83	CBS SPOT	ABC-E
3.0	2.9	1.7	2.7	13	WPLP 570	TALK	14	22	20	22	19	9/116	KATZ	CBS
2.5	1.9	2.0	2.5	14	WTMP 1150	B/U	13	4	8	8	9	12/94	HNWH	SHRDN
1.9	1.8	2.8	2.2	15	WDUV 103.3	B/EZ	12	20	22	24	25	16/70	SELECT	MBS
1.5	1.0	1.8	1.5	16	WHBO 1040	GOLD	19	13	10	11	11	11/100	MMR	
1.3	1.1	1.7	1.3	17	WHVE 102.5	AC	15	19	9	10	13	18/60	MASLA	CBS-R
--	--	0.6	1.2	18	WXCR 92.1	CLAS	17	17	17	18	16	15/73	CMBS	UPI
0.6	1.6	2.1	1.0	19	WRXB 1590	B/U	20	5	11	15	18	13/82	LAZAR	NBN
1.9	0.9	1.3	1.0	19	WLFF 680	BBND	21	25	25	19	20	12/89	CHRISTAL	

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM
2 WYNF	2 WUSA	2 WKRL	2 WUSA	2 WKRL	2 WQYK
3 WKRL	3 WYNF	3 WYNF	3 WQYK	3 WQYK	3 WUSA
4 WUSA	4 WNLT	4 WUSA	4 WPDS	4 WUSA	4 WPDS
5 WNLT	5 WQYK	5 WQYK	5 WNLT	5 WNLT	5 WNLT
6 WTMP	6 WKRL	6 WNLT	6 WYNF	6 WPDS	6 WSUN
7 WQYK	7 WPDS	7 WPDS	7 WKRL	7 WYNF	7 WWBA
8 WPDS	8 WTMP	8 WTMP	8 WSUN	8 WHBO	8 WTMP
9 WAVE	9 WAVE	9 WHBO	9 WTMP	9 WTMP	9 WYNF
10 WRXB	10 WHBO	10 WAVE	10 WWBA	10 WSUN	10 WDAE

AC	14.5
AOR	10.2
BBnd	9.6
Blk/Urbn	3.5
BM/Easy	12.8
CHR	14.8
Clas	1.2
Ctry	12.1
Gold	1.5
N/T	6.8

WASHINGTON #9

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	METRO RANK 12+ ACH	STATIONS	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
7.1	7.5	7.0	6.6	7.6	1	WKYS 93.9	B/U	2	4	1	1	1	11/98	EASTMAN	NBC	12.5
9.0	8.6	8.0	7.2	7.3	2	WGAY 99.5	B/EZ	4	21	13	9	4	11/96	MMR		6.0
6.4	6.7	7.1	6.6	6.8	3	WMAL 630	AC	5	11	17	12	7	12/94	MCGAVREN	ABC-I	5.1
4.6	4.1	3.5	5.0	6.8	3	WMZQ-FM 98.7	CTRY	10	10	8	3	2	10/106	CHRISTAL		5.9
5.6	7.8	8.6	6.7	6.1	5	WHUR 96.3	B/U	3	8	4	2	3	14/79	DURPETTI		7.5
3.1	2.7	1.9	4.1	5.3	6	WCXR 105.9	GOLD	8	7	2	4	5	14/78	SELECT		6.7
4.8	3.9	4.0	4.1	4.7	7	WAVA 105.1	CHR	7	1	5	7	11	16/68	HNWH	ABC-R	5.5
6.8	6.5	6.5	5.0	4.4	8	WWDC-FM 101.1	AOR	9	6	3	5	8	16/66	CHRISTAL	US1	6.6
3.9	4.0	4.5	4.7	4.3	9	WTOP 1510	NEWS	1	15	15	13	9	20/53	HNWH	CBS	3.8
2.8	3.1	3.8	3.8	3.9	10	WDJY 100.3	B/U	12	3	7	8	12	15/72	MASLA	AP	4.2
3.9	3.9	4.0	4.3	3.8	11	WLTT 94.7	AC	11	17	6	6	6	18/61	CBS SPOT		2.2
5.7	5.7	4.3	4.4	3.5	12	WRQX 107.3	CHR	6	5	9	10	14	22/49	BLAIR	ABC-C	5.0
2.4	1.9	2.1	2.7	3.1	13	WWRC 980	BBND	17	26	21	21	18	12/93	MMR	NBC	1.7
3.2	2.1	2.7	3.6	3.1	13	WGMS-AF 570 103.5	CLAS	15	31	19	16	13	14/75	REPUBLIC	MBS	2.2
3.8	3.8	3.4	3.1	2.7	15	WPGC & WCLY 1580 95.5	AC	14	13	10	11	11	17/65	TORBET		2.2
1.4	2.1	2.4	2.4	2.3	16	WBMW 106.7	CHR	13	2	12	17	21	25/44	BLAIR		3.5
3.1	3.0	2.7	1.7	1.7	17	WASH 97.1	AC	16	16	14	14	15	22/50	KATZ	US1	1.0
2.0	2.3	2.7	2.1	1.6	18	WXTR 104.1	GOLD	18	20	16	15	16	22/49	MASLA		1.6
1.2	1.1	1.5	1.6	1.5	19	WTKS 102.3	AC	19	28	18	18	17	16/66	HNWH		1.3
1.0	1.1	1.8	1.3	1.3	20	WHFS 99.1	AOR	20	14	11	19	20	15/73	MASLA	MBS	1.1
1.7	1.1	1.0	1.2	1.0	21	WYCB 1340	REL	22	22	23	20	19	17/64		SHRDN	1.2

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WWDC-FM	1 WKYS	1 WMZQ-FM	1 WKYS	1 WMZQ-FM	1 WKYS	AC	16.5
2 WCXR	2 WHUR	2 WWDC-FM	2 WHUR	2 WHUR	2 WHUR	AOR	5.7
3 WKYS	3 WCXR	3 WCXR	3 WMZQ-FM	3 WGAY	3 WMZQ-FM	BBnd	3.1
4 WDJY	4 WAVA	4 WKYS	4 WCXR	4 WCXR	4 WMAL	Blk/Urbn	17.6
5 WAVA	5 WLTT	5 WHUR	5 WLTT	5 WWDC-FM	5 WGAY	BM/Easy	7.3
6 WMZQ-FM	6 WMZQ-FM	6 WAVA	6 WAVA	6 WKYS	6 WCXR	CHR	10.5
7 WHUR	7 WRQX	7 WLTT	7 WRQX	7 WLTT	7 WLTT	Clas	3.1
8 WLTT	8 WDJY	8 WGAY	8 WCLY	8 WTOP	8 WCLY	Ctry	6.8
9 WHFS	9 WCLY	9 WDJY	9 WDJY	9 WMAL	9 WAVA	Gold	6.9
10 WRQX	10 WWDC-FM	10 WTOP	10 WGAY	10 WAVA	10 WASH	N/T	4.3
						Rel	1.0

AKRON #62

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
9.9	9.9	12.3	1	WMMS 100.7	CHR	1	2	1	1	1	12/91	KATZ	NBC-S
9.5	7.9	9.0	2	WKDD 96.5	CHR	2	1	3	2	2	16/68	KATZ	
10.3	11.5	8.9	3	WAKR 1590	AC	3	13	10	6	4	14/80	MCGAVREN	MBS
6.4	6.7	6.3	4	WONE-FM 97.5	AOR	6	10	2	3	3	12/91	MCGAVREN	
5.3	6.4	6.1	5	WNIR 100.1	TALK	8	11	11	8	8	11/96	KATZ	CBS
3.4	4.3	4.9	6	WMJI 105.7	AC	4	5	5	4	5	19/57	EASTMAN	
5.6	3.9	4.7	7	WDBN 94.9	B/EZ	11	20	23	19	11	9/117		
4.7	4.2	4.5	8	WLTF 106.5	AC	7	9	4	5	7	16/67	CHRISTAL	AP
3.2	4.2	4.2	9	WGAR-FM 99.5	CTRY	10	12	7	7	6	12/91	BLAIR	ABC-E
2.0	3.2	3.5	10	WWWE 1100	AC	9	26	12	12	9	17/63	MCGAVREN	ABC-I

ALBANY-SCHENECTADY-TROY #51

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AQH	STATIONS	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
11.6	11.0	9.6	1	WGY 810	AC	1	4	8	5	2	16/68	CHRISTAL	NBC	11.1
9.5	9.7	9.6	1	WPYX 106.5	AOR	3	3	1	1	3	14/77	MCGAVREN	ABC-R	15.7
9.3	7.7	9.4	3	WGFM 99.5	CHR	2	1	2	2	4	16/68	CHRISTAL	NBC-S	9.6
8.4	9.8	8.4	4	WROW-FM 95.5	B/EZ	6	12	11	10	8	10/107	CHRISTAL	ABC-I	5.8
5.4	5.9	7.7	5	WFLY 92.3	CHR	4	2	4	4	7	17/65	MMR		9.0
5.7	6.5	7.5	6	WWOM 100.9	AC	5	7	3	3	1	13/86	BLAIR	US1	6.1
6.8	8.1	6.6	7	WQBK 1300	TALK	10	22	16	12	12	9/119	HNWH	CBS	5.7
5.5	3.9	4.3	8	WQBK-FM 103.9	AOR	8	5	5	6	6	15/75	HNWH	CBS-R	3.9
4.8	4.2	4.2	9	WGNA 107.7	CTRY	11	10	7	8	5	13/82	TORBET	ABC-E	4.4
3.3	4.1	3.9	10	WROW 590	AC	7	8	12	11	11	17/62	CHRISTAL	ABC-I	3.0
3.5	2.6	3.9	10	WPTR 1540	CTRY	12	16	9	9	10	14/78	MMR	ABC-C	3.0

ALBUQUERQUE #82

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
16.7	11.1	13.6	1	KOB-FM 93.3	AC	1	7	1	1	1	11/95	CHRISTAL	
14.2	12.6	13.4	2	KOB 770	AC	2	21	5	2	2	11/97	CHRISTAL	ABC-I
10.2	7.9	7.4	3	KFMG 107.9	AOR	4	3	2	3	4	13/83	HNWH	ABC-C
9.5	9.4	7.3	4	KNMQ 105.9	CHR	3	1	4	6	13	16/68	HNWH	ABC-C
6.9	7.1	7.0	5	KRST 92.3	CTRY	5	2	6	4	3	12/91	MCGAVREN	
5.6	6.8	5.8	6	KKJY 100.3	B/EZ	6	13	11	7	5	14/79	TORBET	
3.8	3.9	4.1	7	KRKE-FM 94.1	AOR	7	6	3	5	6	16/69	EASTMAN	NBC-S
3.7	3.1	3.8	8	KDEF 1150	BBND	14	16	22	18	18	10/103		
2.5	2.2	3.0	9	KQEO 920	GOLD	9	9	7	8	7	16/66	KATZ	US2
3.8	3.2	3.0	9	KRZY 1450	CTRY	11	12	13	13	9	15/70	MCGAVREN	MBS
1.9	3.2	3.0	9	KHFM 96.3	CLAS	13	23	12	14	11	13/82	CMBS	

ALLENTOWN-BETHLEHEM #60

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	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	12.8	12.1	1	WFMZ 100.7	B/EZ	4	13	7	6	6	9/123	HNWH		9.3
11.2	12.6	11.5	2	WZZO 95.1	AOR	1	2	1	1	2	12/93	BLAIR		16.1
8.5	9.7	11.1	3	WLEV 96.1	AC	3	4	2	2	1	11/95	KATZ		10.9
10.0	9.6	9.9	4	WQQQ 99.9	CHR	2	1	3	3	3	13/81	EASTMAN		11.7
6.2	5.0	5.8	5	WAEB 790	AC	5	8	9	5	5	15/73	MCGAVREN	ABC-I	3.9
6.1	6.3	5.6	6	WAEB-FM 104.1	AC	6	5	4	4	4	14/78	MCGAVREN	ABC-I	4.9
6.3	4.7	5.1	7	WKAP 1320	BBND	7	32	13	14	12	10/111	EASTMAN	ABC-E	4.3
5.3	5.1	4.5	8	WEST 1400	BBND	8	18	23	15	8	9/121	KATZ	CBS	3.4
1.6	1.2	2.1	9	WMMR 93.3	AOR	12	10	6	8	16	14/77	KATZ	NBC-S	1.2
2.3	2.1	2.0	10	WYSP 94.1	AOR	10	9	5	7	13	17/63	TORBET	ABC-R	4.3
3.4	2.5	2.0	10	WXKW 1470	CTRY	13	6	8	9	9	13/83	REPUBLIC	NBC	3.0

AUSTIN #59

SPRING '85	FALL '85	SPRING '86	METRO RANK	12+ AQH	STATIONS	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
11.9	16.3	16.2	1		KASE 100.7	CTRY	2	5	3	1	1	10/108	KATZ		13.4
18.4	15.1	14.2	2		KHFI 98.3	CHR	1	1	2	3	5	14/80	CHRISTAL		18.7
13.6	11.6	12.1	3		KLBJ-FM 93.7	AOR	4	3	1	2	3	12/93	EASTMAN		15.3
8.3	5.5	9.7	4		KEYI 103.5	AC	3	6	4	4	2	16/66	TORBET		10.2
6.4	9.5	8.2	5		KOKE-AF 95.5 1370	AC	5	2	5	5	5	17/64	SELECT		8.6
4.5	5.8	5.7	6		KPEZ 102.3	B/EZ	7	10	8	6	6	11/98	HNWH		3.9
5.8	6.2	4.7	7		KLBJ 590	N/T	6	12	7	7	7	15/70	EASTMAN	CBS	3.4
4.5	3.7	3.0	8		KVET 1300	CTRY	8	11	14	8	8	18/59	KATZ	ABC-I	2.5
--	--	2.7	9		KELG 1440	CTRY	14	8	6	9	9	5/199		AP	---
1.2	1.0	1.4	10		KTAE 1260	CTRY	16	13	20	19	17	9/126			.4

BAKERSFIELD #89

SPRING '85	FALL '85	SPRING '86	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	
13.9	15.1	15.1	1		KKXX 107.9	CHR	1	1	1	1	2	13/85	KATZ		
13.4	11.2	13.5	2		KUZZ 550	CTRY	2	3	3	2	1	10/104	KATZ		
9.0	7.2	10.3	3		KGFM 101.5	B/EZ	4	14	7	5	4	8/128	MCGAVREN		
8.8	6.9	8.5	4		KQXR 94.1	CHR	3	2	2	3	3	14/76	HNWH	ABC-E	
3.9	4.3	5.0	5		KGEO 1230	GOLD	5	13	4	4	5	12/94	SELECT	NBC	
8.3	7.9	3.7	6		KWAC 1490	SPAN	7	11	8	9	8	11/96	LOTUS		
3.7	2.9	3.1	7		KERN 1410	N/T	8	22	16	11	12	14/80	HNWH	ABC-I	
2.4	2.1	2.9	8		KAFY 970	CTRY	9	7	10	10	11	10/106	BLAIR	ABC-D	
2.2	3.1	2.6	9		KLLY 95.3	AC	6	21	5	6	6	18/61	TORBET	AP	
1.7	1.7	2.6	9		KLYD 97.7	AC	10	4	9	7	7	11/95	TORBET	US1	

BATON ROUGE #78

SPRING '85	FALL '85	SPRING '86	12+ AOH METRO RANK	STATIONS	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	11.1	11.8	1	WGGZ 98.1	CHR	1	1	1	1	5	15/74	KATZ	CBS-R	14.5
8.1	9.8	10.4	2	WXOK 1460	B/U	4	4	4	5	3	11/96	HNWH	NBC	5.0
12.5	10.9	10.1	3	WFMF 102.5	CHR	2	2	2	2	4	17/65	BLAIR		12.5
9.5	10.4	9.4	4	WYNK-FM 101.5	CTRY	3	10	6	4	2	14/78	TORBET	ABC-E	9.0
11.0	10.2	8.9	5	WKJN 103.3	CTRY	5	11	3	3	1	12/93	EASTMAN		9.5
9.1	6.2	6.6	6	KQXL 106.3	B/U	7	3	5	7	9	12/92	W&P	ABC-F	12.7
3.8	6.1	5.8	7	WQXY 100.7	AC	6	9	7	6	6	16/68	CHRISTAL		4.3
3.6	3.2	5.3	8	WJBO 1150	N/T	8	18	10	9	8	13/82	BLAIR	CBS	3.7
8.3	8.7	4.1	9	WTKL 1260	B/U	9	5	8	8	7	13/84	W&P		2.6
3.3	2.5	2.8	10	WXAM 910	BBND	13	12	22	21	13	8/133	CHRISTAL		1.4

BRIDGEPORT #91

SPRING '85	FALL '85	SPRING '86	12+ AOH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	
16.4	15.1	16.5	1	WEZN 99.9	B/EZ	2	30	7	4	2	9/118	KATZ		
13.5	19.6	16.3	2	WICC 600	AC	1	6	3	1	1	12/89	CHRISTAL	ABC-I	
12.0	8.5	9.8	3	WKCI 101.3	CHR	3	2	2	2	3	16/70	MCGAVREN		
5.7	6.5	7.0	4	WPLR 99.1	AOR	4	3	1	3	5	15/73	DURPETTI		
2.8	4.4	4.2	5	WCBS 880	NEWS	6	20	26	11	7	18/60	CBS SPOT	CBS	
4.8	3.8	4.0	6	WRKS 98.7	B/U	9	1	10	12	13	11/100	REPUBLIC	US1	
1.9	3.0	3.4	7	WEBE 107.9	GOLD	5	21	6	5	6	24/45	ROSLIN		
4.0	3.7	3.4	7	WNBC 660	AC	7	24	9	6	4	20/54	HNWH	NBC	
2.5	4.4	2.4	9	WRKI 95.1	AOR	8	9	5	8	12	21/51	KATZ	NBC-S	
--	0.3	2.2	10	WXRK 92.3	AOR	14	33	4	7	8	13/83	TORBET	ABC-R	

CANTON #100

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
16.8	20.1	14.5	1	WHBC 1480	AC	1	8	6	4	1	12/90	CHRISTAL	ABC-E
14.2	10.7	14.1	2	WHBC-FM 94.1	B/EZ	2	25	11	5	3	10/110	CHRISTAL	
6.5	6.4	9.5	3	WRQK 106.9	AOR	5	2	1	1	4	11/103	EASTMAN	
7.2	6.2	7.7	4	WKDD 96.5	CHR	3	1	3	3	5	14/75	KATZ	
7.7	7.5	7.4	5	WDJQ 92.5	CHR	4	4	2	2	2	14/75	HNWH	
5.7	5.5	4.5	6	WQXK 105.1	CTRY	6	14	7	6	6	14/75	MMR	ABC-D
2.6	4.1	3.3	7	WMJI 105.7	AC	8	16	9	7	7	17/64	EASTMAN	
2.6	--	3.3	7	WZAK 93.1	B/U	13	3	8	10	12	8/129	DURPETTI	CBS-R
4.8	4.1	2.9	9	WMMS 100.7	CHR	7	7	5	8	9	21/51	KATZ	NBC-S
2.6	3.6	2.9	9	WFAH 1310	AC	12	26	10	11	14	11/101	HNWH	ABC-I

CHARLESTON #85

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
15.3	12.4	11.3	1	WSSX 95.1	CHR	1	3	1	1	4	15/74	KATZ		16.0
11.9	10.2	10.9	2	WEZL 103.5	CTRY	2	7	6	2	1	11/97	BLAIR	MBS	9.5
10.0	7.1	9.3	3	WPAL 730	B/U	7	4	3	5	5	9/125	W&P	ABC-D	6.4
10.8	12.7	9.0	4	WWWZ 93.5	B/U	5	2	2	4	6	11/101	HNWH	SHRDN	14.3
9.5	8.0	7.5	5	WXTG 96.9	AC	3	9	4	3	2	15/73	MCGAVREN	CBS-R	6.8
3.8	2.8	6.2	6	WDXZ 104.9	B/EZ	9	13	13	11	9	8/134	HNWH	CBS	3.2
4.8	4.9	6.0	7	WAVF 96.1	AC	4	12	5	6	3	16/66	MMR	US2	5.1
4.2	6.3	6.0	7	WKQB 107.5	CHR	6	1	8	9	12	15/70	REPUBLIC		6.0
3.8	6.3	4.7	9	WXLY 102.5	CTRY	8	8	9	7	8	14/78	TORBET	US1	3.6
2.0	3.2	4.6	10	WMCJ 950	B/U	14	11	12	8	7	6/170	D-CLAYTON		0.0

CHATTANOOGA #72

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
19.9	19.0	19.6	1	WSKZ 106.5	CHR	1	1	1	1	2	10/107	CHRISTAL	
16.2	15.6	16.7	2	WUSY 100.7	CTRY	2	3	2	2	1	9/121	MCGAVREN	AP
6.5	7.0	9.0	3	WDOD-FM 96.5	CTRY	4	4	5	3	3	12/93	TORBET	ABC-E
9.0	9.1	8.7	4	WDEF-FM 92.3	B/EZ	3	8	7	4	4	12/88	KATZ	ABC-D
8.4	6.8	4.5	5	WJTT 94.3	B/U	5	2	4	7	12	16/68	HNWH	CBS-R
2.2	3.3	4.4	6	WDOD 1310	CTRY	8	12	15	10	6	10/104	TORBET	ABC-E
6.7	6.3	3.7	7	WDEF 1370	AC	6	14	16	16	13	17/65	KATZ	CBS
2.9	3.0	3.3	8	WOWE 105.5	AOR	9	5	3	6	7	12/88		NBC-S
3.4	3.0	3.2	9	WGOW 1150	AC	7	6	6	5	5	16/69	CHRISTAL	
2.0	2.8	3.0	10	WBLJ 1230	AC	10	10	8	8	8	8/130		MBS

COASTAL NORTH CAROLINA #86

FALL '85	SPRING '86	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
	6.6	10.9	1	WRNS 95.1	CTRY	4	5	5	3	1	9/122	HNWH	
	8.1	10.3	2	WNCT-FM 107.7	B/EZ	5	15	13	8	4	9/117	EASTMAN	ABC-E
	16.5	10.1	3	WQDW 97.7	B/U	3	2	2	1	2	12/93	MASLA	SHRDN
	8.6	7.9	4	WDLX 93.3	CHR	1	1	4	5	6	17/64	KATZ	ABC-F
	2.2	7.7	5	WZYC 103.3	AOR	7	7	1	2	7	11/97	SOUTHERN	CBS-R
	6.9	7.6	6	WAZZ 101.9	CTRY	6	13	7	6	3	12/93		MBS
	5.9	7.3	7	WSFL-FM 106.5	AC	2	4	3	4	5	16/66		US 1
	5.9	3.9	8	WRDU 106.1	AOR	9	19	6	7	10	11/97	MMR	NBC-S
	--	2.5	9	WXQR 105.5	AOR	10	6	8	9	13	16/70	MARKET 4	NBC-S
	10.	2.4	10	WRAL 101.5	AC	11	10	9	10	8	17/66	KATZ	

COLUMBIA, SC #92

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.1	12.4	14.3	1	WWDM 101.3	B/U	3	2	1	1	2	9/118	HNWH	ABC-F	16.2
18.6	17.8	14.2	2	WCOS-FM 97.9	CTRY	2	7	4	3	1	11/101	MCGAVREN	ABC-I	16.7
13.9	8.7	12.2	3	WNOK-FM 104.7	CHR	1	1	2	2	3	13/84	KATZ	ABC-R	15.8
5.1	4.9	8.7	4	WMMC 103.1	B/U	4	3	3	4	5	13/86	EASTMAN		9.1
3.8	6.2	6.2	5	WOIC 1320	B/U	7	5	7	6	6	14/77	EASTMAN	NBC	4.7
3.7	7.3	5.9	6	WTCB 106.7	AC	6	6	6	5	4	15/73	CHRISTAL	ABC-F	6.3
3.5	7.6	5.9	6	WCEZ 93.5	B/EZ	9	17	12	10	7	11/98	BLAIR	US2	4.2
5.8	5.9	5.5	8	WIS 560	AC	8	10	14	12	10	14/76	CHRISTAL	CBS	4.2
8.2	7.2	4.0	9	WZLD 96.7	AC	5	4	5	8	12	23/46	W&P		4.9
6.1	6.0	3.7	10	WSCQ 100.1	AC	10	9	8	7	8	15/73	TORBET	CBS-R	2.8

EL PASO #81

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	
10.1	12.0	17.8	1	KEZB 93.9	CHR	1	1	1	1	1	12/92	CHRISTAL	ABC-F	
13.8	11.1	12.4	2	KLAQ 95.5	AOR	3	3	2	2	4	10/103	HNWH	NBC-S	
13.7	9.8	9.8	3	KAMZ 93.1	CHR	2	2	3	3	2	15/73	EASTMAN		
8.0	6.4	6.7	4	KTSM-FM 99.9	B/EZ	6	15	13	11	5	12/89	HNWH		
7.0	7.6	6.4	5	KHEY-FM 96.3	CTRY	5	13	5	4	3	13/82	KATZ		
5.4	5.8	5.4	6	KAMA 750	SPAN	7	6	9	9	8	12/87	CABALLERO		
5.5	2.9	4.9	7	KLTO 94.7	AC	4	4	4	5	10	17/62	TORBET		
4.0	5.2	4.9	7	KHEY 690	CTRY	9	20	11	10	7	11/95	KATZ	ABC-I	
2.9	6.3	3.8	9	KROD 600	GOLD	8	7	7	6	6	17/63	HNWH		
2.3	4.0	3.5	10	KTSM 1380	N/T	13	14	14	13	12	10/108	HNWH	CBS	
2.9	2.0	3.5	10	KBNA 97.5	SPAN	11	12	6	8	9	11/98	CABALLERO		

FLINT #96

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
15.4	19.9	19.4	1	WCRZ 107.9	AC	1	3	1	1	1	11/96	KATZ	ABC-F	17.5
15.1	10.1	14.5	2	WDZZ 92.7	B/U	3	1	3	3	2	9/115	HNWH		21.1
11.8	12.3	12.6	3	WWCK-FM 105.5	AOR	2	2	2	2	3	12/89	MCGAVREN	NBC	13.3
8.6	5.9	8.0	4	WJR 760	MISC	5	16	7	5	5	14/79	EASTMAN	ABC-T	5.3
7.3	6.8	7.2	5	WTRX 1330	AC	4	7	5	4	4	16/66	CHRISTAL	ABC-I	6.0
6.6	6.3	5.9	6	WGER 102.5	AC	6	11	13	10	8	12/88	MCGAVREN	AP	4.9
5.8	4.2	4.9	7	WKMF 1470	CTRY	7	20	6	6	6	14/77	KATZ	ABC-E	5.0
2.0	3.2	3.7	8	WWWS 107.1	B/U	10	4	4	7	11	14/78	MASLA	SHRDN	3.0
3.8	2.5	3.3	9	WTAC 600	CTRY	8	10	8	8	7	19/57	TORBET	MBS	2.3
1.5	1.3	1.9	10	WHNN 96.1	AC	12	8	9	9	9	18/60	REPUBLIC	US1	1.1

FRESNO #73

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	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
11.7	7.5	9.2	1	KYNO-FM 95.7	CHR	1	1	2	2	2	16/70	BLAIR		11.7
9.1	7.4	7.3	2	KKDJ 105.9	AOR	5	6	1	1	4	11/101	EASTMAN		16.4
5.9	5.5	6.9	3	KMGX 103.7	CHR	2	2	3	5	7	15/71	REPUBLIC	US1	10.6
8.5	9.6	6.6	4	KMJ 580	N/T	4	14	12	12	9	13/81	KATZ	NBC	9.1
4.3	4.6	6.0	5	KNAX 97.9	CTRY	8	11	5	4	3	11/102	KATZ	ABC-E	6.7
4.9	6.2	5.5	6	KGST 1600	SPAN	10	5	11	8	6	10/109	LOTUS		.3
5.7	3.6	5.2	7	KFYE 93.7	B/EZ	7	7	6	3	1	14/80	MCGAVREN		3.0
5.5	5.9	5.1	8	KBOS 94.9	CHR	3	3	4	6	8	18/61	TORBET	ABC-F	3.2
4.9	7.3	4.6	9	KOJY 98.9	B/EZ	11	16	20	14	11	11/97	MMR		3.2
4.1	4.7	4.5	10	KKNU 102.7	AC	9	9	9	7	5	13/83	CHRISTAL		3.4

KMJ 58
NEWS/TALK

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GRAND RAPIDS #65

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ ACH	STATIONS	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
10.0	10.2	11.0	1	WLAV-FM 96.9	AOR	2	4	1	1	2	12/92	MMR	NBC-S	17.4
8.0	8.7	10.3	2	WOOD-FM 105.7	B/EZ	1	9	7	5	3	13/84	KATZ	NBC	8.8
3.2	3.3	9.2	3	WKLO 94.5	CHR	3	1	2	2	7	14/80	EASTMAN		6.9
7.2	7.7	8.6	4	WOOD 1300	AC	4	27	8	7	5	13/80	KATZ	NBC	9.4
10.5	10.1	7.9	5	WCUZ-FM 101.3	CTRY	6	7	4	4	1	13/81	CHRISTAL	ABC-E	11.1
7.4	7.7	6.4	6	WLHT 95.7	AC	7	8	3	3	4	16/68	REPUBLIC		7.7
4.8	7.1	5.4	7	WMUS-FM 106.9	CTRY	10	12	6	6	6	10/108	HNWH		3.1
11.7	8.7	5.2	8	WGRD 97.9	CHR	5	2	5	8	9	21/50	BLAIR	ABC-C	8.7
8.0	3.4	5.0	9	WCUZ 1230	CTRY	8	5	12	9	8	17/65	CHRISTAL	ABC-I	2.8
2.8	3.5	3.5	10	WFUR-FM 102.9	REL	11	22	20	17	11	15/73			2.2

GREENVILLE-SPARTANBURG, SC #66

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	
10.3	11.7	19.4	1	WFBC-FM 93.7	AC	1	7	1	1	1	10/111	KATZ		
13.9	13.2	10.3	2	WESC-FM 92.5	CTRY	2	8	7	3	2	12/87	BLAIR	ABC-E	
7.3	8.0	10.2	3	WSSL 100.5	CTRY	4	5	3	2	3	11/95	EASTMAN	US2	
9.5	8.2	7.2	4	WHYZ 1070	B/U	8	4	2	4	4	7/146	HNWH	ABC-C	
7.8	8.3	7.0	5	WSPA-FM 98.9	B/EZ	6	16	12	8	5	12/89	MCGAVREN		
6.1	6.6	6.3	6	WCKN 101.1	CHR	5	1	5	6	7	18/60		ABC-C	
9.1	7.1	5.7	7	WANS-FM 107.3	CHR	3	2	4	5	6	22/48	TORBET	US1	
2.8	2.6	3.9	8	WORD 910	CHR	9	21	9	10	8	12/89	MASLA	UPI	
4.8	3.6	3.5	9	WASC 1530	B/U	14	9	6	7	9	8/135	W&P	ABC-C	
5.5	4.5	3.4	10	WKSF 99.9	CHR	7	3	8	9	12	21/52	MCGAVREN		

HARRISBURG-LEBANON-CARLISLE #71

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
18.7	15.3	14.0	①	WNNK 104.1	CHR	①	①	①	①	①	12/92	CHRISTAL	AP
11.9	9.9	10.1	2	WHP-FM 97.3	B/EZ	2	18	8	3	3	11/98	KATZ	
7.1	10.7	7.5	3	WRKZ 106.7	CTRY	5	5	6	2	2	12/94	MCGAVREN	ABC-E
10.2	5.0	5.9	4	WHP 580	AC	3	20	20	13	8	15/72	KATZ	CBS
3.7	3.1	4.9	5	WHYL-AF 960-102.3	CTRY	8	9	12	8	5	14/75	HNWH	AP
5.6	5.4	4.7	6	WQXA 105.7	CHR	4	2	4	6	7	18/59	KATZ	ABC-C
5.2	6.2	4.4	7	WSFM 99.3	AC	6	7	5	4	4	15/70	TORBET	US1
4.3	4.2	4.1	8	WTPA 93.5	AOR	7	3	2	5	10	16/68	SELECT	ABC-R
3.1	3.8	3.8	9	WHTF 92.7	AOR	13	4	3	7	11	11/98	BLAIR	ABC-F
2.5	2.6	3.4	10	WNCE 101.3	B/EZ	10	15	19	16	13	13/83	TORBET	NBC
2.5	3.5	3.4	10	WCMB 1460	CTRY	12	13	9	8	5	13/86	TORBET	US2
4.0	2.8	3.4	10	WHGB 1400	BBND	14	26	23	26	21	12/93	MCGAVREN	MBS

HONOLULU #53

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
16.6	13.9	14.2	①	KSSK 590	AC	①	7	5	①	①	12/92	EASTMAN	
8.7	13.5	9.8	2	KOMQ 93.1	CHR	2	2	①	2	4	16/66	SELECT	AP
8.1	8.0	9.6	3	KUMU-FM 94.7	B/EZ	5	9	10	7	3	11/103	TORBET	
2.0	2.7	8.0	4	KMAI 93.9	CHR	4	①	4	5	11	17/64	KATZ	
12.6	12.7	7.1	5	KULA 92.3	AC	3	5	3	3	2	20/55	EASTMAN	
9.5	7.7	7.0	6	KPOI 97.5	AOR	6	4	2	4	5	14/79	REPUBLIC	
5.0	4.5	5.1	7	KCCN 1420	MISC	9	18	11	10	6	13/87	W&P	
3.3	4.6	4.5	8	KHVV 990	NEWS	7	10	13	12	10	18/59	HNWH	ABC-I
5.4	4.0	4.5	8	KRTR 96.3	AC	8	6	6	6	7	18/61	HNWH	
2.6	3.3	3.9	10	KDEO 940	CTRY	13	16	8	8	8	11/95	MASLA	MBS

JACKSONVILLE #55

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	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	7.5	15.6	1	WAPE-FM 95.1	CHR	1	1	1	1	4	11/103	EASTMAN		15.5
15.4	13.0	9.9	2	WIVY 102.9	AC	2	4	3	3	2	14/80	TORBET		10.2
10.3	9.8	9.8	3	WFYV 104.5	AOR	4	3	2	2	1	10/110	MMR	NBC-S	13.6
10.3	9.5	9.4	4	WQIK-FM 99.1	CTRY	3	7	4	4	3	11/100	MCGAVREN		8.3
2.8	5.9	5.6	5	WCRJ-FM 107.3	CTRY	7	9	7	7	6	11/98	KATZ	ABC-D	5.6
7.3	7.8	5.1	6	WAIV 96.9	AC	5	6	5	5	5	17/64	EASTMAN		6.1
9.5	5.6	4.5	7	WLCS 96.1	AC	6	8	6	6	7	17/63	SELECT		3.8
3.1	2.3	3.5	8	WCGL 1360	REL	13	19	14	11	9	7/161	RAWLING		4.1
1.9	2.6	3.0	9	WPDQ 1460	B/U	8	5	10	8	10	16/69	MMR	NBN	2.0
3.4	2.6	2.5	10	WNFI 99.9	CHR	9	2	8	10	13	17/62	ROSLIN		3.8

JOHNSON CITY-KINGSPORT-BRISTOL #90

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	
24.2	22.4	19.1	1	WQUT 101.5	CHR	1	1	1	1	3	12/93	KATZ	US1	
18.6	20.3	18.9	2	WXBQ 96.9	CTRY	2	3	3	2	1	10/105	MCGAVREN	ABC-I	
7.0	9.5	13.4	3	WTFM 98.5	AC	3	5	2	3	2	12/91	REPUBLIC	ABC-E	
9.7	8.9	5.6	4	WJCW 910	CTRY	4	11	9	5	4	16/68	KATZ	CBS	
3.2	3.2	5.4	5	WZXY 104.9	CHR	5	2	4	4	6	12/89	TORBET	ABC-C	
4.2	1.9	3.1	6	WUSJ-AF 1590 99.3	CTRY	7	9	10	6	5	12/87	HNWH	CBS-R	
0.7	1.1	3.0	7	WKPT 1410	B/EZ	6	26	18	11	9	18/60	REPUBLIC	ABC-E	
0.5	2.6	2.3	8	WKIN 1320	CTRY	8	17	7	8	7	14/78	TORBET	AP	
2.0	2.6	2.3	8	WZAP 690	REL	13	14	23	16	13	10/106	J.C. GATES		
1.4	2.1	1.7	10	WBEJ 1240	CTRY	10	19	19	13	10	15/72			

KNOXVILLE #68

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
23.3	26.7	26.7	①	WIVK-FM 107.7	CTRY	①	3	①	①	①	8/132	KATZ	ABC-E
17.5	14.7	13.3	2	WIMZ-FM 103.5	AOR	2	2	2	2	2	12/90	BLAIR	NBC-S
14.5	13.4	12.7	3	WEZK 97.5	B/EZ	5	7	6	5	4	9/118	CHRISTAL	
6.7	9.0	9.9	4	WMYU 102.1	AC	3	5	3	3	3	15/70	MCGAVREN	
8.2	7.6	8.2	5	WOKI 100.3	CHR	4	①	4	4	5	15/74	SELECT	ABC-F
1.8	1.7	4.1	6	WKGN 1340	B/U	9	4	5	6	8	7/159		MBS
4.5	4.0	3.6	7	WIVK 850	CTRY	6	14	9	8	6	16/67	KATZ	ABC-E
1.8	1.3	2.7	8	WRJZ 620	REL	8	8	7	7	7	12/88		
2.6	3.4	2.4	9	WNOX 990	CTRY	7	10	11	9	9	21/52	EASTMAN	CBS
1.7	0.8	2.2	10	WSEV 930	CTRY	15	20	15	12	11	6/180		

LANSING-EAST LANSING #98

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	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	18.9	16.0	①	WVIC-FM 94.9	CHR	①	①	①	①	①	13/84	BLAIR		21.0
10.3	9.0	12.1	2	WITL-FM 100.7	CTRY	2	6	7	3	2	11/103	MCGAVREN	ABC-E	13.4
5.5	7.0	9.0	3	WMMQ 92.7	GOLD	3	5	2	2	4	13/86	HNWH	NBC-S	8.6
0.7	1.5	7.5	4	WLNZ-FM 92.1	AOR	7	3	3	5	10	12/92			7.7
9.4	7.5	6.8	5	WFMK 99.9	AC	5	8	4	4	5	15/72	REPUBLIC		8.4
8.4	6.6	6.3	6	WJXQ 106.1	CHR	4	2	5	7	11	18/61	CHRISTAL		6.6
5.6	5.1	6.1	7	WJR 760	MISC	8	15	10	9	6	14/76	EASTMAN	ABC-I	5.3
5.6	8.8	5.4	8	WJIM-FM 97.5	B/EZ	9	20	11	11	8	14/76	TORBET	NBC	5.6
3.5	4.4	5.4	8	WIBM 94.1	GOLD	6	19	6	6	3	17/66	W&P	MBS	3.7
1.7	4.6	3.7	10	WXLA 1170	B/U	13	4	8	10	7	5/201	MICHIGAN		3.1

LAS VEGAS #75

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTED	NATIONAL REP FIRM	NETWORK
13.6	13.4	13.2	1	KXTZ 94.1	B/EZ	3	6	11	6	2	8/129	SELECT	
9.6	13.2	10.1	2	KFMS-AF 1410 101.9	CTRY	2	9	5	4	1	13/84	KATZ	
12.4	10.2	9.9	3	KLUC 98.5	CHR	1	1	3	2	5	15/74	MCGAVREN	ABC-C
--	--	9.0	4	KKLZ 96.3	GOLD	5	4	1	1	4	10/105	TORBET	
5.9	6.9	7.6	5	KMZQ 100.5	AC	6	5	4	3	3	12/91	MMR	MBS
11.4	9.5	7.5	6	KOMP 92.3	AOR	4	3	2	5	6	13/83	CHRISTAL	
5.4	5.0	5.4	7	KORK 920	MISC	8	13	17	15	8	11/102	W&P	NBC
1.7	2.9	4.4	8	KYRK 97.1	CHR	7	2	6	8	14	19/58	W&P	
4.6	3.8	3.7	9	KDWN 720	N/T	9	7	16	16	13	14/75	BLAIR	
0.7	2.3	3.0	10	KRRI 105.1	GOLD	11	10	9	7	7	13/80	HUGH WALLA	

LITTLE ROCK #83

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	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
14.1	17.6	17.7	1	KSSN 95.7	CTRY	2	6	3	1	1	10/108	KATZ	ABC-E	15.7
18.0	13.1	11.7	2	KKYK 103.7	CHR	1	2	2	2	2	15/71	BLAIR		14.2
8.4	12.4	10.4	3	KEZQ 100.3	B/EZ	4	13	6	5	3	11/99	MMR	ABC-D	9.3
7.1	4.8	10.3	4	KZOU 98.5	CHR	3	1	4	4	5	12/92	CHRISTAL		15.1
9.0	7.7	8.7	5	KMJX 105.1	AOR	7	4	1	3	6	10/107	HNWH	HNWH	8.6
8.0	8.7	7.5	6	KARN 920	N/T	5	8	12	9	8	12/87	CBS	CBS	6.7
4.7	4.7	6.3	7	KOKY 1250	B/U	8	3	5	7	7	11/99	CHRISTAL		6.7
3.2	6.6	5.3	8	KHLT 94.1	AC	6	7	7	6	4	17/64	MCGAVREN	ABC-D	4.3
4.8	4.1	4.0	9	KLRA 1010	CTRY	9	11	11	12	10	11/94	MCGAVREN		1.1
5.9	3.2	3.2	10	KWTD 106.3	B/U	10	5	8	8	9	14/80	ROSLIN	MBS	4.9

McALLEN-BROWNSVILLE #77

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
21.3	16.8	19.5	1	KGBT 1530	SPAN	2	4	4	1	1	8/139	KATZ	
14.3	14.3	11.7	2	KBFM 104.1	CHR	1	1	1	2	3	14/80	CHRISTAL	ABC-F
7.9	5.9	8.7	3	KRGV 1290	CHR	3	2	6	7	7	13/86	BLAIR	US 1
8.5	7.2	7.6	4	KIWW 96.1	SPAN	4	6	3	3	2	13/85	MCGAVREN	
4.4	6.8	6.4	5	KTXF 100.3	CTRY	8	10	5	5	6	10/110	EASTMAN	
9.9	9.9	6.3	6	KELT 94.5	AC	5	9	2	4	4	13/86	KATZ	
4.6	7.7	6.3	6	KQXX 98.5	SPAN	6	5	8	6	5	11/99	CABALLERO	
3.8	5.2	6.1	8	KVLY 107.9	B/EZ	9	20	10	9	9	10/114	HNWH	
6.5	6.1	4.8	9	KRIX 99.5	AOR	7	3	7	8	11	14/76	MMR	ABC-R
3.2	3.2	3.6	10	KIRT 1580	SPAN	11	11	13	11	10	10/108	CABALLERO	

MOBILE #88

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	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	23.1	23.7	1	WKSJ-FM 94.9	CTRY	1	4	3	1	1	8/131	BLAIR	ABC-E
11.9	13.8	17.0	2	WBLX 92.9	B/U	3	2	2	2	2	8/139	HNWH	US 1
16.4	13.7	14.3	3	WABB-FM 97.5	CHR	2	1	1	3	3	11/102	CHRISTAL	ABC-F
11.6	10.6	9.7	4	WGOK 900	B/U	4	3	4	4	4	9/120	ROSLIN	SHRDN
4.7	6.3	5.8	5	WKRQ 710	N/T	8	15	9	10	9	9/127	KATZ	CBS
5.0	4.6	5.2	6	WLPR 96.1	B/EZ	6	11	11	9	7	11/100	MASLA	
1.7	2.9	4.2	7	WIZD 104.1	AC	7	6	5	5	5	13/86	EASTMAN	
4.6	3.2	2.7	8	WDLT 98.3	AC	9	9	8	6	6	15/72	DURPETTI	CBS-R
2.2	1.4	2.7	8	WZEW 92.1	AOR	10	8	6	7	11	12/92	MASLA	ABC-R
1.7	1.8	2.3	10	WMML 1410	CTRY	11	16	13	11	10	12/87		NBC
7.5	5.3	2.3	10	WKRQ-FM 99.9	CHR	5	5	7	8	8	29/38	KATZ	MBS

MORRISTOWN #94

SPRING '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
9.2	11.0	1	WPLJ 95.5	CHR	1	4	1	1	1	17/62	BLAIR	ABC-R
9.4	10.3	2	WPAT-FM 93.1	B/EZ	5	20	15	9	2	9/119	CHRISTAL	
1.1	7.7	3	WXRK 92.3	AOR	3	12	2	2	6	13/83	TORBET	ABC-R
8.5	6.7	4	WHTZ 100.3	CHR	2	4	3	3	7	19/56	EASTMAN	
4.0	4.6	5	WYNY 97.1	AC	7	27	4	6	9	20/54	HNWH	
5.6	4.5	6	WNEW-FM 92.7	AOR	7	27	4	6	9	21/52	KATZ	
5.2	4.5	6	WOR 710	TALK	9	26	29	23	12	18/61	REPUBLIC	ABC-E
3.1	4.3	8	WLTW 106.7	AC	11	21	7	5	4	16/68	MMR	
2.7	4.1	9	WCBS-FM 101.1	GOLD	10	24	9	8	3	17/64	CBS	CBS-R
2.9	4.0	10	WABC 770	TALK	4	7	12	12	11	24/46	BLAIR	ABC-I

NEW BEDFORD - FALL RIVER #84

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
9.8	10.8	9.3	1	WHJY 94.1	AOR	1		1	1	3	12/88	KATZ	ABC-R
7.0	8.6	7.3	2	WMYS 98.1	AC	4		2	2	1	10/105	TORBET	
7.9	4.9	6.7	3	WPRO-FM 92.3	CHR	2	NO TEEN RANKINGS	4	3	4	16/66	BLAIR	ABC-C
8.2	9.7	6.6	4	WLKW 101.5	B/EZ	3		18	9	5	13/84	CHRISTAL	ABC-I
1.9	2.8	4.9	5	WWLI 105.1	AC	5		5	4	2	13/83	MCGAVREN	
1.9	2.8	4.2	6	WBZ 1030	AC	7		13	8	6	13/85	BLAIR/RAR	ABC-I
8.2	5.9	3.7	7	WBSM 1420	N/T	11		19	16	11	11/97	W&P	NBC
1.9	2.8	3.4	8	WBCN 104.1	AOR	15		3	5	7	10/110	TORBET	
4.0	1.6	3.4	8	WALE 1400	TALK	17		26	26	20	9/118	MCGAVREN	MBS
1.9	3.0	2.8	10	WXKS-FM 107.9	CHR	12		10	7	8	14/76	MMR	

RICHMOND #54

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
11.5	14.7	13.9	1	WRVA 1140	AC	1	6	7	5	3	13/86	EASTMAN	NBC
11.4	14.2	13.8	2	WPLZ 99.3	B/U	4	2	2	1	1	8/131	MCGAVREN	US1
16.6	12.1	10.8	3	WRVQ 94.5	CHR	2	1	3	4	4	15/71	EASTMAN	ABC-C
9.7	9.6	10.5	4	WRXL 102.1	AOR	5	4	1	2	5	10/111	KATZ	ABC-R
11.4	9.9	9.5	5	WEZS 103.7	AC	3	5	4	3	2	13/83	BLAIR	
7.1	7.0	5.6	6	WTVR 98.1	CTRY	7	8	6	6	6	16/70	MMR	MBS
--	2.7	5.4	7	WZZR 92.7	CHR	6	3	5	7	7	18/62		
2.8	1.7	4.5	8	WQSF-FM 96.5	B/EZ	8	18	12	9	8	13/81	W&P	
2.2	2.3	2.9	9	WANT 990	B/U	9	7	8	8	9	17/65	MASLA	NBN
--	1.2	2.4	10	WSSV 1240	B/U	15	15	15	12	11	9/127	MCGAVREN	US2

ROANOKE-LYNCHBURG #93

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
34.9	28.1	17.2	1	WXLK 92.3	CHR	1	1	1	1	1	12/92	TORBET	US1
14.4	16.7	14.1	2	WPVR 94.9	B/EZ	2	12	5	3	2	9/120	MCGAVREN	
--	--	9.1	3	WYYD 107.9	CTRY	4	5	3	4	4	9/116	EASTMAN	MBS
9.9	7.6	8.3	4	WSLQ 99.1	AC	3	3	2	2	3	15/73	KATZ	ABC-F
--	--	5.0	5	WKZZ 100.1	CHR	6	2	4	6	12	12/92	BLAIR	CBS
--	--	5.0	5	WJJS 1320	B/U	11	4	7	7	9	8/144	MASLA	ABC-E
8.0	8.5	4.2	7	WSLC 610	CTRY	5	24	12	9	7	15/70	KATZ	NBC
5.8	7.3	3.9	8	WJLM 93.5	CTRY	7	7	11	8	6	15/72		ABC-E
4.2	4.7	3.9	8	WROV 1240	AC	9	9	6	5	5	14/80	W&P	ABC-C
6.7	6.9	3.7	10	WFIR 960	AC	8	13	13	10	8	16/70	MCGAVREN	CBS

SAN DIEGO NORTH COUNTY #74

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
7.6	9.5	9.5	1	KJQY 103.7	B/EZ	2	17	14	10	7	10/104	BLAIR/RAR	
7.9	9.2	9.1	2	KFMB-FM 100.7	AC	1	3	2	1	2	18/60	MCGAVREN	
3.7	6.1	8.8	3	XTRA-FM 91.1	AOR	4	1	1	2	9	10/112	MMR	
12.4	6.3	6.6	4	KGB 101.5	AOR	5	4	3	3	4	12/89	KATZ	
7.9	6.3	6.4	5	KFMB 760	AC	3	11	5	4	1	15/71	MCGAVREN	CBS
3.2	5.0	5.3	6	KCBQ-FM 105.3	CTRY	9	19	4	5	3	10/109	TORBET	
1.4	1.7	3.3	7	KSDO 1130	N/T	13	24	25	23	11	13/84	HNWH	ABC-I
3.8	4.1	3.1	8	KGMG 102.1	AC	8	7	9	6	6	18/62	SELECT	MBS
3.0	3.4	2.9	9	KNX 1070	NEWS	6	13	28	26	17	22/50	CBS SPOT	CBS
2.9	2.5	2.9	9	KFSD 94.1	CLAS	10	20	24	18	12	18/61	CHRISTAL	

SARASOTA-BRADENTON #87

SPRING '85	SPRING '86	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
	17.9	23.4	1	WDUV 103.3	B/EZ	1	11	8	5	2	8/132	SELECT	MBS
	10.3	7.8	2	WSUN 620	CTRY	2	19	5	2	1	12/94	CBS	ABC-E
	7.9	7.3	3	WYNF 94.9	AOR	4	2	1	1	3	10/109	CBS	ABC-R
	2.5	6.6	4	WRBQ-FM 104.7	CHR	3	1	2	3	4	13/80	EASTMAN	ABC-F
	1.9	4.8	5	WWZZ 1280	BBND	11	26	26	22	15	8/144	KATZ	
	5.2	3.9	6	WWBA 107.3	B/EZ	5	21	21	24	16	15/74	REPUBLIC	
	6.2	3.8	7	WAMR 1320	BBND	7	18	19	17	19	16/67	ROSLIN	NBC
	--	3.1	8	WUSA 100.7	AC	10	6	7	4	6	12/92	MCGAVREN	
	4.1	3.0	9	WHVE 102.5	AC	8	22	6	6	5	16/67	MASLA	CBS-R
	2.1	2.8	10	WINK-FM 96.9	CHR	9	4	3	9	13	14/77	MCGAVREN	

SPOKANE #97

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
15.3	16.4	20.0	1	KZZU-AF 97.0 92.9	CHR	1	1	1	1	1	10/110	CHRISTAL	
12.6	12.4	11.1	2	KDRK 93.7	CTRY	3	6	3	2	2	9/117	EASTMAN	US1
16.9	17.8	10.8	3	KXLY-FM 99.9	B/EZ	2	14	12	6	3	10/104	TORBET	
10.9	8.6	10.0	4	KEZE 105.7	AOR	4	2	2	3	4	10/110	MCGAVREN	
4.6	5.9	6.2	5	KXLY 92.0	N/T	6	10	10	10	6	13/86	TORBET	CBS
6.1	5.2	6.0	6	KGA 1510	CTRY	8	9	9	9	8	12/89	EASTMAN	ABC-I
5.0	3.0	4.7	7	KISC 98.1	CHR	7	3	4	4	5	17/66	KATZ	NBC
6.0	4.9	4.7	7	KLSN 590	AC	9	7	14	11	11	12/92	KATZ	NBC
7.5	5.0	3.8	9	KKPL-AF 630 96.1	AC	5	4	5	5	7	22/50	HNWH	
--	1.3	3.7	10	KEYF 1050	BBND	13	18	18	14	12	8/137		ABC-D

SPRINGFIELD #70

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
10.1	7.1	11.6	1	WTIC 96.5	CHR	1	1	1	1	2	14/79	KATZ	
8.5	10.3	9.8	2	WMAS-FM 94.7	BBND	4	4	3	3	1	12/93	BLAIR	
7.5	6.8	8.2	3	WAQY 102.1	AOR	3	2	2	2	6	15/74	EASTMAN	ABC-C
8.4	10.1	8.1	4	WMAS 1450	B/EZ	7	11	20	14	8	9/115	BLAIR	MBS
7.9	9.7	7.5	5	WRCH 100.5	B/EZ	6	9	11	7	5	12/91	TORBET	ABC-D
6.3	7.3	7.4	6	WHYN 560	AC	2	8	6	5	4	17/64	MCGAVREN	ABC-I
9.2	6.4	5.8	7	WHFM 93.1	AC	5	6	4	4	3	17/64	MCGAVREN	CBS-R
4.8	4.0	3.2	8	WCCC-FM 96.9	AOR	8	7	5	6	7	18/61	SELECT	ABC-C
2.9	4.4	3.0	9	WTIC 1080	AC	9	20	26	18	11	15/70	KATZ	NBC
1.8	2.3	2.7	10	WHMP 1410	AC	15	16	22	21	13	11/102	MASLA	NBC

SYRACUSE #61

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
15.6	16.6	16.6	1	WYYY 94.5	AC	1	3	1	1	1	13/86	KATZ		16.1
14.4	12.4	12.3	2	WSYR 570	AC	2	6	8	7	3	13/83	KATZ	NBC	9.8
8.1	9.9	11.3	3	WNTQ 93.1	CHR	3	1	2	2	5	14/78	MCGAVREN		11.0
10.2	11.0	7.6	4	WAQX-AF 1490 95.3	AOR	4	2	3	3	8	16/66	MMR	ABC-R	16.5
5.3	6.1	6.4	5	WRRB 107.9	CTRY	8	10	5	5	2	12/90	EASTMAN		5.3
6.5	6.6	6.1	6	WEZG 100.9	B/EZ	6	12	10	9	7	13/82	SELECT		3.8
4.5	3.5	5.5	7	WKFM 104.7	AOR	7	4	4	4	9	14/76	CHRISTAL	ABC-F	3.9
4.9	5.8	5.3	8	WHEN 620	AC	5	5	7	6	4	22/50	EASTMAN	ABC-E	4.7
5.6	3.6	5.2	9	WFBL 1390	BBND	10	19	20	12	11	12/94	W&P	ABC-D	2.7
2.7	2.8	4.6	10	WSEN-AF 1050 92.1	CTRY	9	13	6	8	6	17/65	HNWH	ABC-I	4.1

TOLEDO #67

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AQH	STATIONS	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
12.2	13.0	14.8	1	WMHE 92.5	CHR	1	2	1	1	1	13/86	CHRISTAL	ABC-F	12.
9.9	8.8	11.7	2	WSPD 1370	AC	2	13	6	6	4	12/87	KATZ	NBC	8.1
10.6	11.0	9.8	3	WLQR 101.5	B/EZ	5	10	10	7	5	11/98	KATZ		8.4
7.3	6.3	9.6	4	WKKO 99.9	CTRY	6	4	5	4	2	10/114	MMR	ABC-E	6.7
6.7	4.7	9.0	5	WRQN 93.5	CHR	3	1	3	3	7	14/79	MASLA		10.9
9.9	10.2	6.7	6	WIOT 104.7	AOR	4	3	2	2	6	18/62	MCGAVREN	NBC-S	15.2
5.0	5.9	5.8	7	WWWM 105.5	AC	7	5	4	5	3	15/71	BLAIR		7.4
4.6	4.1	5.0	8	WJR 760	MISC	8	9	12	9	8	16/69	EASTMAN	ABC-I	4.2
5.2	5.8	3.7	9	WTOD 1560	CTRY	11	17	9	10	9	12/90	MMR	ABC-I	2.5
4.4	3.1	3.2	10	WVOI 1520	B/U	9	7	7	8	10	15/71	REGIONAL	SHRDN	5.6

TUCSON #64

SPRING '85	FALL '85	SPRING '86	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
13.3	7.2	11.2	1	1	KRQQ 93.9	CHR	1	1	2	1	3	13/84	MCGAVREN	
9.0	9.3	10.5	2	2	KLPX 96.1	AOR	2	2	1	2	2	11/98	TORBET	
11.7	10.8	9.7	3	3	KJYK 94.9	B/EZ	3	12	10	7	5	11/102	CHRISTAL	
7.4	9.2	9.2	4	4	KIIM 99.5	CTRY	4	7	3	3	1	11/101	KATZ	
8.0	5.8	6.1	5	5	KWFM 92.9	AC	5	5	5	4	4	16/67	MMR	
--	5.0	5.8	6	6	KUPD 97.9	AOR	11	4	4	5	12	8/128	MASLA	
3.5	5.1	5.4	7	7	KCUB 1290	CTRY	7	19	12	12	6	13/83	KATZ	
5.3	6.6	4.4	8	8	KGvy 1080	BBND	13	21	19	20	16	8/142	ROSLIN	AP
1.8	4.7	4.0	9	9	KNST 940	N/T	6	11	13	11	7	18/61	MCGAVREN	ABC-I
--	1.7	3.9	10	10	KQTL 1210	SPAN	17	13	9	9	9	6/185	CABALLERO	

TULSA #56

SPRING '85	FALL '85	SPRING '86	METRO RANK	12+ AOH	STATIONS	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
11.4	11.5	11.8	1	1	KWEN 95.5	CTRY	4	5	2	1	(1)	11/99	KATZ	AP	11.4
12.6	11.6	11.0	2	2	KVOO 1170	CTRY	2	10	8	5	4	12/89	MCGAVREN		9.8
9.6	10.8	10.4	3	3	KBEZ 92.9	B/EZ	5	16	11	7	3	12/91	MMR		8.9
10.9	11.5	10.3	4	4	KAYI 106.9	CHR	1	1	3	4	8	13/83	TORBET	ABC-F	15.0
9.2	11.5	8.5	5	5	KRMG 740	AC	3	8	10	10	6	15/71	CHRISTAL	ABC-I	7.5
9.0	8.6	8.3	6	6	KMOD 97.5	AOR	7	2	1	2	5	13/84	HNWH		11.9
7.8	8.1	7.4	7	7	KRAV 96.5	AC	6	4	4	3	2	16/70	SELECT		6.1
6.6	5.4	5.5	8	8	KTFX 103.3	CTRY	8	6	9	6	7	15/74	MMR		4.9
--	--	3.5	9	9	KQMJ-FM 99.5	AC	11	9	6	8	9	12/88	CHRISTAL		2.6
3.2	3.1	3.4	10	10	KCFO-FM 98.5	REL	10	11	7	9	10	15/73	W&P	ABC-D	6.1

WEST PALM BEACH-BOCA RATON #57

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
10.5	11.3	14.8	1	WRMF 97.9	AC	1	4	1	1	1	9/119	BLAIR	
13.0	10.4	11.6	2	WEAT-FM 104.5	B/EZ	2	27	21	11	6	11/103	KATZ	
7.7	6.8	7.3	3	WNJY 94.3	BBND	5	19	20	14	11	10/106	TORBET	NBC
7.1	7.6	6.3	4	WJNO 1230	N/T	4	29	10	8	8	12/90	BLAIR	CBS
4.9	4.5	5.7	5	WSHE 103.5	AOR	6	5	2	2	2	11/97	EASTMAN	
9.8	6.9	5.6	6	WHYI 100.7	CHR	3	1	3	3	3	17/62	MCGAVREN	
4.2	5.5	4.1	7	WIRK-FM 107.9	CTRY	8	11	7	5	4	11/97	EASTMAN	
3.8	1.9	4.1	7	WPOM 1600	B/U	11	3	6	6	5	8/135	HNWH	SHRDN
1.8	3.2	2.7	9	WKGR 98.7	AOR	7	9	4	4	7	18/59	HNWH	US1
1.4	0.6	2.6	10	WJQY 106.7	AC	15	21	13	12	10	10/107	MASLA	

WICHITA #95

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	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	10.1	15.8	1	KKRD 107.3	CHR	1	1	1	1	2	11/98	HNWH		13.9
15.2	11.3	10.4	2	KFDI-FM 101.3	CTRY	3	4	6	2	1	13/86	TORBET	ABC-E	10.6
1.1	0.8	7.3	3	KZSN 102.1	CTRY	4	6	5	4	3	14/77			5.3
8.9	11.5	6.9	4	KFDI 1070	CTRY	5	14	14	10	9	14/79	TORBET	ABC-E	7.1
10.3	7.8	6.9	4	KICT 91.5	AOR	7	3	2	3	6	13/87	KATZ	ABC-R	14.9
4.7	5.1	6.9	4	KLEO 1480	BBND	10	9	12	15	14	10/106		ABC-I	3.8
10.0	7.2	6.7	7	KEYN 103.7	CHR	2	2	4	6	8	23/48	MCGAVREN	US1	9.3
7.5	6.8	6.0	8	KFH 1330	CTRY	6	16	13	9	10	16/69	EASTMAN	CBS	5.1
5.4	8.4	6.0	8	KOEZ 92.3	B/EZ	8	17	15	11	11	14/78			3.5
--	5.1	5.6	10	KXLK-FM 105.3	AC	9	8	3	5	4	15/74	BLAIR	US2	4.5

WILKES BARRE-SCRANTON #58

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.3	9.7	10.7	1	WKRZ-FM 98.5	CHR	1	1	1	1	1	13/80	KATZ		13.1
7.9	6.9	7.8	2	WNAK 73.0	B/EZ	7	37	37	25	11	7/154	MASLA	NBC	5.3
6.8	8.8	7.4	3	WARM 59.0	AC	2	6	8	7	4	16/69	EASTMAN	MBS	8.0
6.2	7.6	6.3	4	WEZX 107.1	AOR	5	3	2	2	8	11/102	SELECT	ABC-R	10.8
6.4	5.2	6.1	5	WEJL 63.0	AC	9	35	28	28	14	7/153	SELECT	ABC-I	3.0
7.4	5.8	5.5	6	WGBI-FM 101.3	AC	3	5	3	3	3	17/65	TORBET	CBS-R	4.2
4.3	5.0	4.8	7	WTLQ 102.3	CHR	4	2	4	5	6	18/61	MCGAVREN		7.7
2.8	2.5	4.5	8	WHLMAF 55.0 106.5	AC	10	4	5	7	5	9/126		NBC	2.8
3.9	4.1	4.4	9	WMGS 92.9	B/EZ	6	11	6	4	2	14/78	EASTMAN		3.1
4.1	4.9	3.7	10	WWSH 97.9	B/EZ	11	22	20	10	9	11/98			2.8

WILMINGTON #76

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ AOH	STATIONS	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	10.5	10.0	1	WMMR 93.3	AOR	2	2	1	1	3	15/74	KATZ	NBC-S	
9.3	10.5	9.3	2	WSTW 93.7	CHR	1	3	2	2	2	16/68	EASTMAN		
8.6	4.8	8.6	3	WJBR-FM 99.5	B/EZ	4	7	3	3	1	11/96	MCGAVREN	ABC-I	
5.8	8.8	8.1	4	WDEL 115.0	AC	3	9	9	6	4	13/81	EASTMAN	NBC	
2.6	4.8	6.2	5	WEAZ 101.1	B/EZ	6	12	19	13	8	11/94	MCGAVREN		
3.0	3.7	4.1	6	WYSP 94.1	AOR	7	5	4	4	13	17/63	TORBET	ABC-R	
3.0	4.3	3.7	7	WKSZ 100.3	AC	8	10	7	7	5	17/64	MASLA		
6.4	6.5	3.7	7	WUSL 98.9	B/U	10	4	5	5	10	14/77	EASTMAN	ABC-F	
4.5	2.8	3.6	9	WILM 145.0	NEWS	9	17	21	15	12	15/74	SAVALLI	CBS	
2.1	3.1	3.4	10	WDSD 94.7	CTRY	14	15	12	9	7	9/119	SELECT	MBS	
5.3	3.9	3.4	10	WCAU-FM 98.1	CHR	5	1	11	12	19	23/47	CBS SPOT	CBS	

WORCESTER #99

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
11.8	13.0	13.3	①	WSRS 96.1	B/EZ	3	4	8	2	①	9/120	BLAIR	
14.0	13.1	11.5	2	WAAF 107.3	AOR	①	①	①	①	2	13/87	KATZ	
9.7	10.5	10.5	3	WTAG 580	AC	2	20	15	10	3	12/89	MCGAVREN	NBC
5.2	4.3	6.9	4	WBZ 1030	AC	4	12	17	5	4	12/91	BLAIR	ABC-I
3.9	4.8	4.9	5	WNEB 1230	BBND	12	14	27	26	21	10/105	KATTELL	CBS
4.5	4.0	3.9	6	WBCN 104.1	AOR	13	16	2	3	6	12/93	TORBET	
3.2	3.5	3.8	7	WORC 1310	CTRY	9	19	14	12	11	15/72	HNWH	ABC-D
5.2	5.0	3.6	8	WROR 98.5	AC	5	5	4	6	10	21/52	REPUBLIC	US1
6.1	5.5	3.6	8	WFTQ 1440	AC	6	25	9	9	7	19/58	KATZ	ABC-I
1.9	2.5	3.6	8	WSSH 99.5	B/EZ	11	6	7	8	5	15/74	HNWH	
0.3	1.3	3.6	8	WZLX 100.7	GOLD	14	17	3	4	8	10/106	CHRISTAL	

YOUNGSTOWN-WARREN #79

SPRING '85	FALL '85	SPRING '86	METRO RANK 12+ ACH	STATIONS	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
17.5	15.8	18.8	①	WHOT-FM 101.1	CHR	①	①	①	①	①	11/95	EASTMAN		20.0
11.0	11.9	10.7	2	WKBN 570	AC	3	10	6	3	3	12/92	KATZ	CBS	9.2
9.6	12.1	10.3	3	WKBN-FM 98.9	B/EZ	2	16	7	4	5	13/83	KATZ		9.2
6.8	5.6	8.1	4	WYFM 102.9	AC	4	4	2	2	2	15/73	BLAIR	ABC-C	8.1
6.8	9.1	7.1	5	WBBW 1240	N/T	5	8	15	14	7	13/82	MCGAVREN	ABC-E	5.2
8.1	6.9	6.4	6	WQXK 105.1	CTRY	6	21	10	6	4	11/103	MMR	ABC-D	7.3
5.0	3.1	4.4	7	WFMJ 1390	AC	7	18	19	16	10	15/73	UNIREP	NBC	3.2
4.2	3.1	4.3	8	WMMS 100.7	CHR	9	5	3	5	6	13/87	KATZ	NBC-S	5.7
4.7	4.9	2.9	9	WDMT 107.9	B/U	10	2	8	10	12	13/82	HNWH	US1	9.0
2.7	4.2	2.5	10	WHOT 1330	AC	8	6	9	9	9	23/48	EASTMAN		2.2

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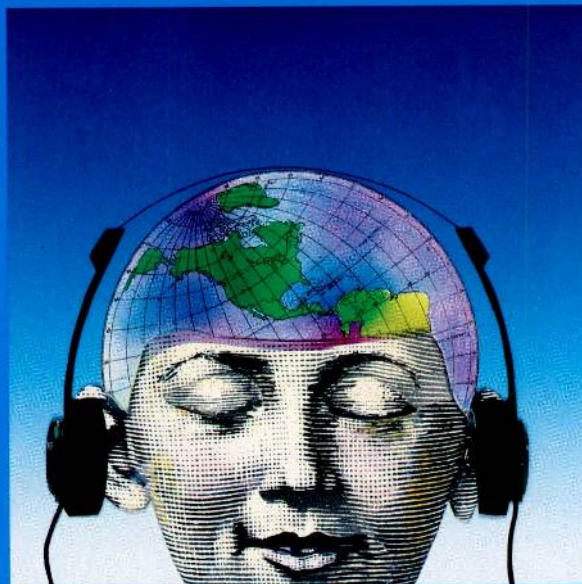
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