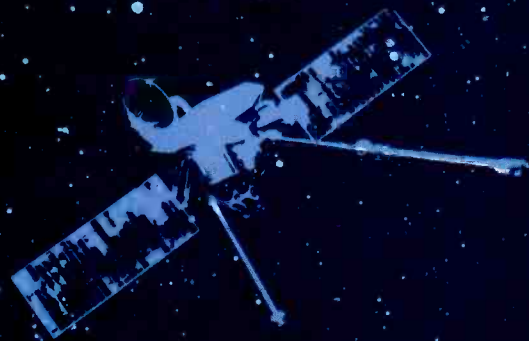


Radio & Records
THE INDUSTRY'S NEWSPAPER

SPECIAL DOUBLE SUPPLEMENT
SEPTEMBER 1981



SATELLITES:

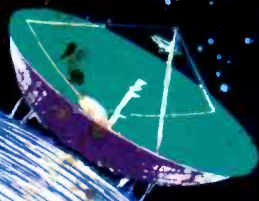
RADIO'S LINK TO THE FUTURE

NEW

**RATINGS
REPORT**

MANAGEMENT PERSPECTIVES

TOP 50 MARKETS • LATEST QM RATINGS AND ANALYSES





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TRANSTAR

SATELLITES:

RADIO'S LINK TO THE FUTURE

SATELLITE BASICS 3

An introduction to satellite technology, plus a map of the existing birds' positions in orbit.

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NEW

RATINGS REPORT

MANAGEMENT PERSPECTIVES

1981 VOLUME II

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Radio & Records

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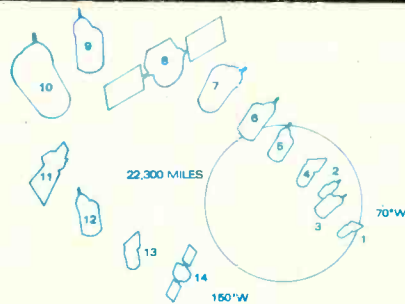
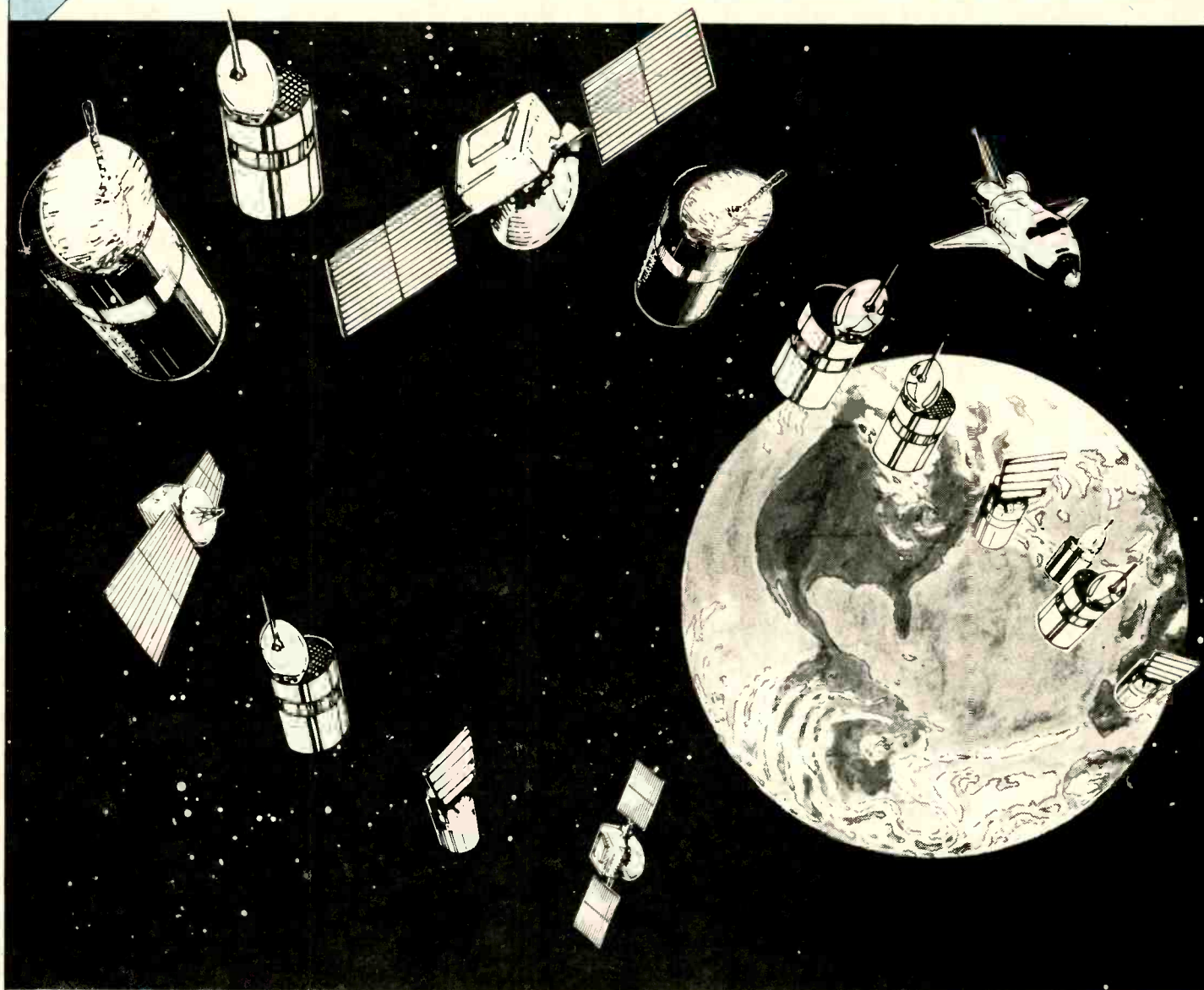


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SPECIAL REPORT

SATELLITES:

RADIO'S LINK TO THE FUTURE



1. COMSTAR 3 87°W
2. WESTAR 3 91°W
3. COMSTAR 1 95°W
4. COMSTAR 2 95°W
5. WESTAR 1 99°W
6. ANIK A1 104°W
7. SBS 1 106°W

8. ANIK B 109°W
9. ANIK A2 114°W
10. ANIK A3 114°W
11. SATCOM 2 119°W
12. WESTAR 2 123.5°W
13. COMSTAR 4 128°W
14. SATCOM 1 135°W

Radio's future is definitely linked to satellites. Networks and program suppliers are contracting to beam programming to stations via satellite far more extensively than expected. With the profusion of satellite programming and talk about satellites in general comes confusion about what satellites can and cannot do and how they can do it. This report was designed to transmit a clear picture of satellite technology today, presenting all the options open to radio for satellite programming, and explaining, as clearly as possible, how it all works.

Please turn to Page 4.

Satellite Basics

Continued from Page 3

Satellites to distribute programming were first suggested by British science fiction author Arthur C. Clarke in 1945. Three-and-a-half decades later, hundreds of satellites orbit the Earth, most of them serving research or military functions. There are currently 10 American-owned communications satellites: Comstar D-1, D-2, D-3, and D-4 (owned by the Communications Satellite Corp.); Westar I, II, and III (Western Union); Satcom I and II (RCA); and Satellite Business Systems' SBS satellite. Three of them, Westar I and III and Satcom I, carry radio broadcasts. Sixteen more satellite launches are scheduled, some of them replacements for existing satellites.

The communications satellites follow the equator in fixed "geostationary" orbits (as if they're rotating at the same rate as the earth so they don't appear to move, although their actual rate is much faster because, revolving far above the earth, their orbits are greater) 22,300 miles up. Just as broadcasters are licensed, satellites are assigned

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Dedicated Vs. Cafeteria Style

One of the biggest controversies surrounding use of satellites has been ownership of the dish. Mutual and National Public Radio have been the forerunners in supplying visual evidence (antennas) that satellite communications is indeed tomorrow's technology today. Similarly, AP Radio has instituted an aggressive dish installation program for radio by piggybacking dishes at newspaper affiliates' locations and broadcasters' facilities. Together they have led the way for a dedicated system of distribution also being utilized by RKO and similar to one planned by UPI. ABC announced in mid-August an extensive digital broadcast plan, signing a deal to provide dishes to its affiliates, a key move on the dedicated side.

Other networks, CBS and NBC, for example, have largely played a wait-and-see game, looking at a large potential investment should they purchase affiliates' dishes. Moreover, it appears that these networks will either ask stations to pay

for their antennas or contract for an existing hook-up with a licensed common carrier, like Wold Communications.

Other problems associated with jumping into satellite delivery systems for these nets have been selection of a satellite, as well as the question of whether to go analog or digital.

With your own dish or a local loop, it is possible to change program sources. However, the largest expense to the majority of radio station receiving satellite programming will be the cost of either a downlink antenna or a local loop from another source. Reportedly, the cost of a dish will decline as much as 15% in the next year.

However, unless one of several new digital compression systems is approved and installed nationwide, local loops could fall into short supply and even bigger demand, thus possibly increasing costs. Additionally, installing one loop at a time drives the expense up about two to three times.

Glossary Of Terms

Common Carrier — A distribution system, such as those using satellites or land lines, which offers service to the public on a fee basis. They are regulated by the FCC.

COMSAT — Communications Satellite Corporation, created by the Communications Satellite Act of 1962 to establish an international commercial satellite system.

Dish — A parabolic antenna.

Downlink — A receiving antenna designed to pick up signals from a communications satellite.

Earth Station — A satellite sending or receiving installation; a downlink or uplink.

Footprint — The area of the Earth's surface over which signals from a given satellite may be received. Footprints are different for each satellite.

Geosynchronous Orbit — An orbit 22,300 miles above the equator, in which a satellite appears to remain stationary in the sky because it is moving in its orbit at a speed that allows it to keep precise pace with the Earth's rotation. (Also geostationary orbit.)

MDS (Multi-point Distribution Systems) — Does not use satellites; narrow-beam microwave systems used to send programs to selected locations such as apartment complexes and hotel/motels. Also used at local cable systems.

Parabolic — The shape used for downlink and uplink antennas. It has the characteristic of focusing all waves received from the direction at which it is aimed precisely to a single point.

SATCOM — Satellite owned and operated by RCA-Americom.

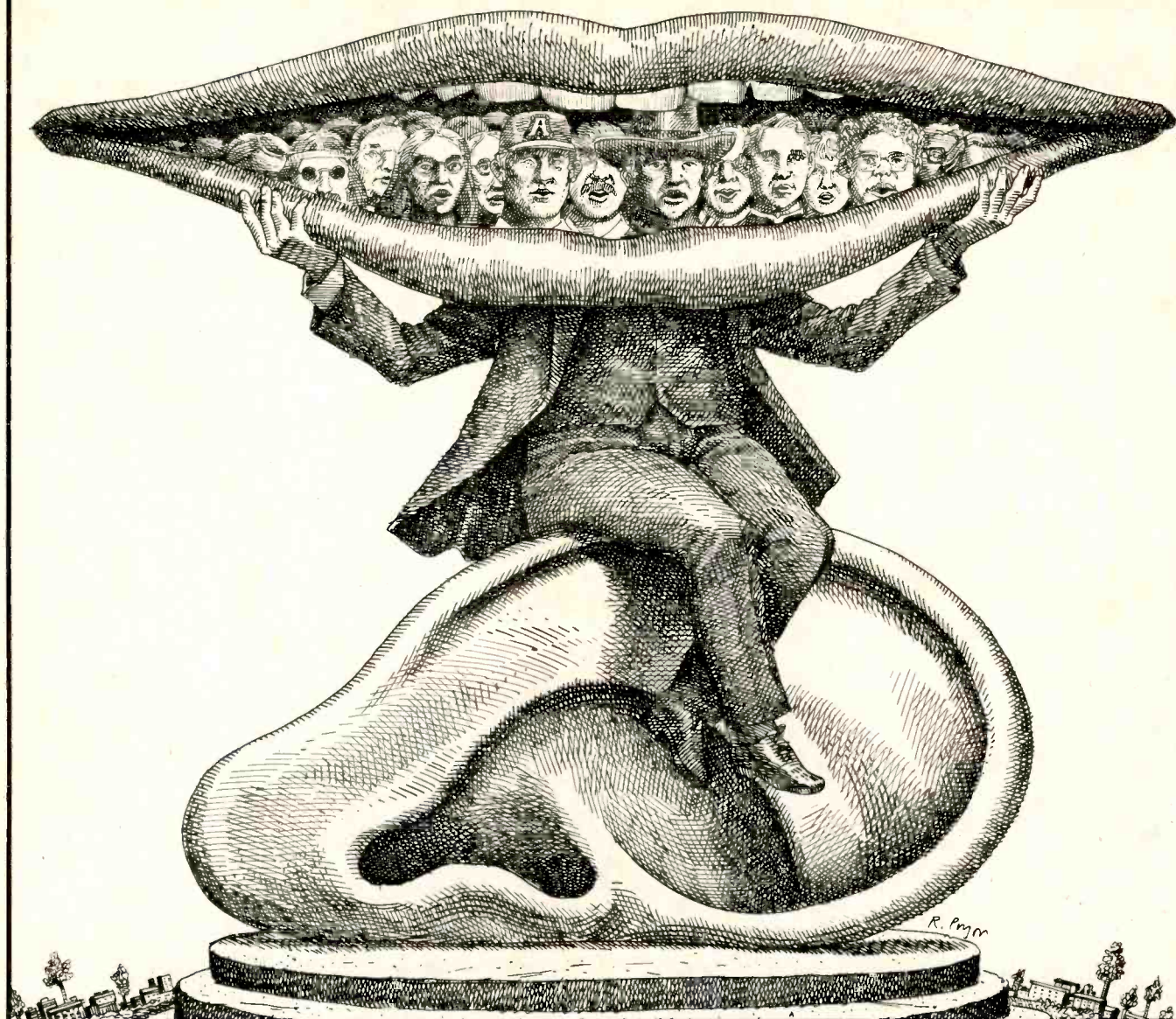
STV — Over-the-air subscription television.

Superstation — A regular broadcast TV or radio station whose signal is also carried by cable systems all over the country. The individual station has no control over this distribution, but may derive additional advertising revenue as a result of the increased audience. Classical-formatted WFMT/Chicago became the first radio station to be transmitted via satellite to a large number of cable systems.

Transponder — A part of the satellite that is combination receiver-transmitter, which picks up a signal on one frequency and retransmits it on a different frequency. Current communications satellites have either 12 or 24 transponders.

Uplink — An antenna that transmits signals up to a transponder on a communications satellite.

WESTAR — Satellite owned and operated by Western Union.



A WORLD OF DIFFERENT RADIO VOICES

Gannett's 13 radio stations operate in communities as distant as Tampa and Los Angeles and as diverse as Chicago and San Diego.

And the differences in programming mirror the differences in the cities. That is because Gannett radio stations design program formats to meet the

unique needs of the audiences they serve.

In Chicago, that means traditional black on AM and contemporary black on FM.

In Tampa... personality easy listening on FM.

In Detroit... religion on AM and adult contemporary on FM.

In Cleveland... adult contemporary and sports/talk on AM, and personality easy listening on FM.

In Los Angeles... religion on AM and rock on FM.

In San Diego... news/talk on AM, adult contemporary on FM.

In St. Louis... country on AM and adult contemporary on FM.

There is no "sound of Gannett" on Gannett's radio stations.

Instead, the listener hears the sounds the city wants to hear, and the advertisers and the audiences are the winners.

The 13 Gannett radio stations are an important part of Gannett's world of different voices, serving their communities with a world of different sounds.



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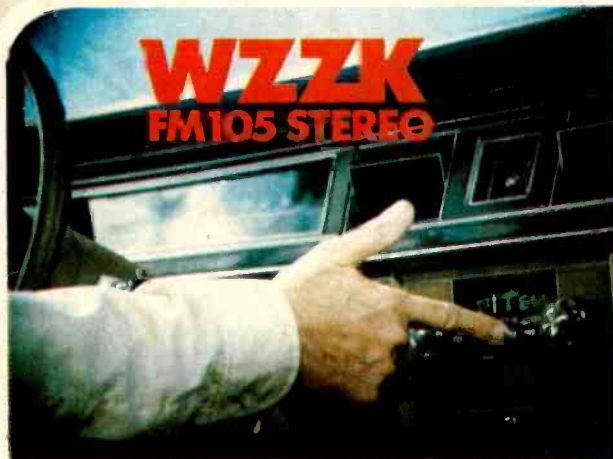
DOUBLE DIGIT SHARES ARE BACK!

Maximize your audience
share and reach for higher ratings
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Join the stations which have dramatically boosted
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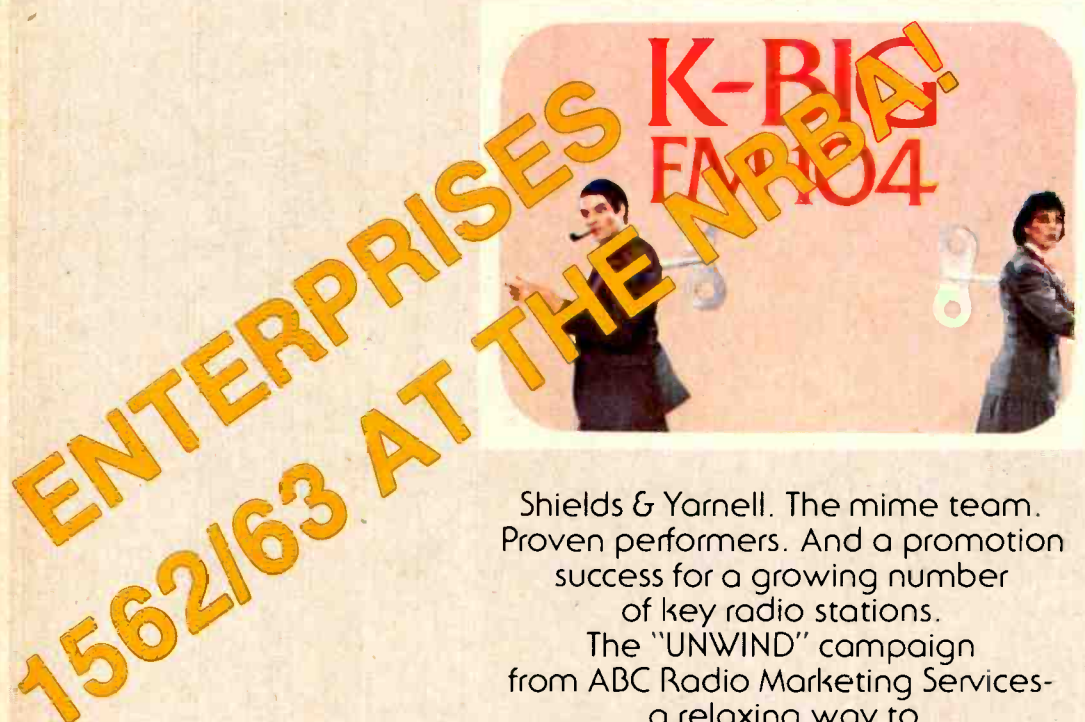
WPOR, Portland reaches a 15.7 share-up from 9.8*
WTQR, Winston-Salem reaches a 16.6 share-up from 11.2*
WZZK, Birmingham reaches a 13.6 share-up from 7.7*

Proven effective with stations across the country. The
total marketing campaigns from ABC Radio Marketing Services-
a unit of ABC Radio Enterprises.



"REACH FOR COUNTRY"

Share Facts



Shields & Yarnell. The mime team. Proven performers. And a promotion success for a growing number of key radio stations.

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How? Higher than average recall among test listener groups.

And, excellent communication of your key copy points.

Most importantly, "UNWIND" WORKS.

For stations like WXTZ, Indianapolis.

Station Manager Tom Severino unleashed "UNWIND"

and wound up with a 12.8 share-up significantly from a 10.3 in the spring 1981 Arbitron.*



"UNWIND"



RKO RADIO SALES

- **SELECT STATIONS**
- **SELECT MARKETS**
- **PROVEN RESULTS**

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CONSIDERED
THE BENEFITS
OF JOINING
OUR LIMITED LIST?**

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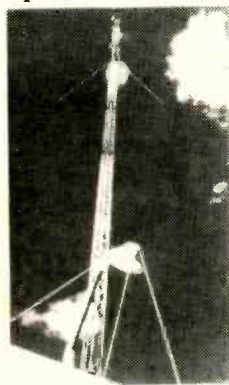
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NEW YORK/LOS ANGELES/CHICAGO/DETROIT/SAN FRANCISCO/DALLAS/ATLANTA

designated positions or stalls; Westar III is at 91 degrees above the equator, and Westar I is at 99 degrees. Generally communications satellites are spaced four degrees apart. Gravitational pull,



however, does cause them to drift, and on-board jets are necessary to make adjustments. Satellites (which cost about \$40 million to construct) are launched by NASA, for around

\$30 million. However, when the space shuttle goes into commercial operation, it is expected to carry satellites above the atmosphere and launch them from its own orbit (170

Please turn to Page 10

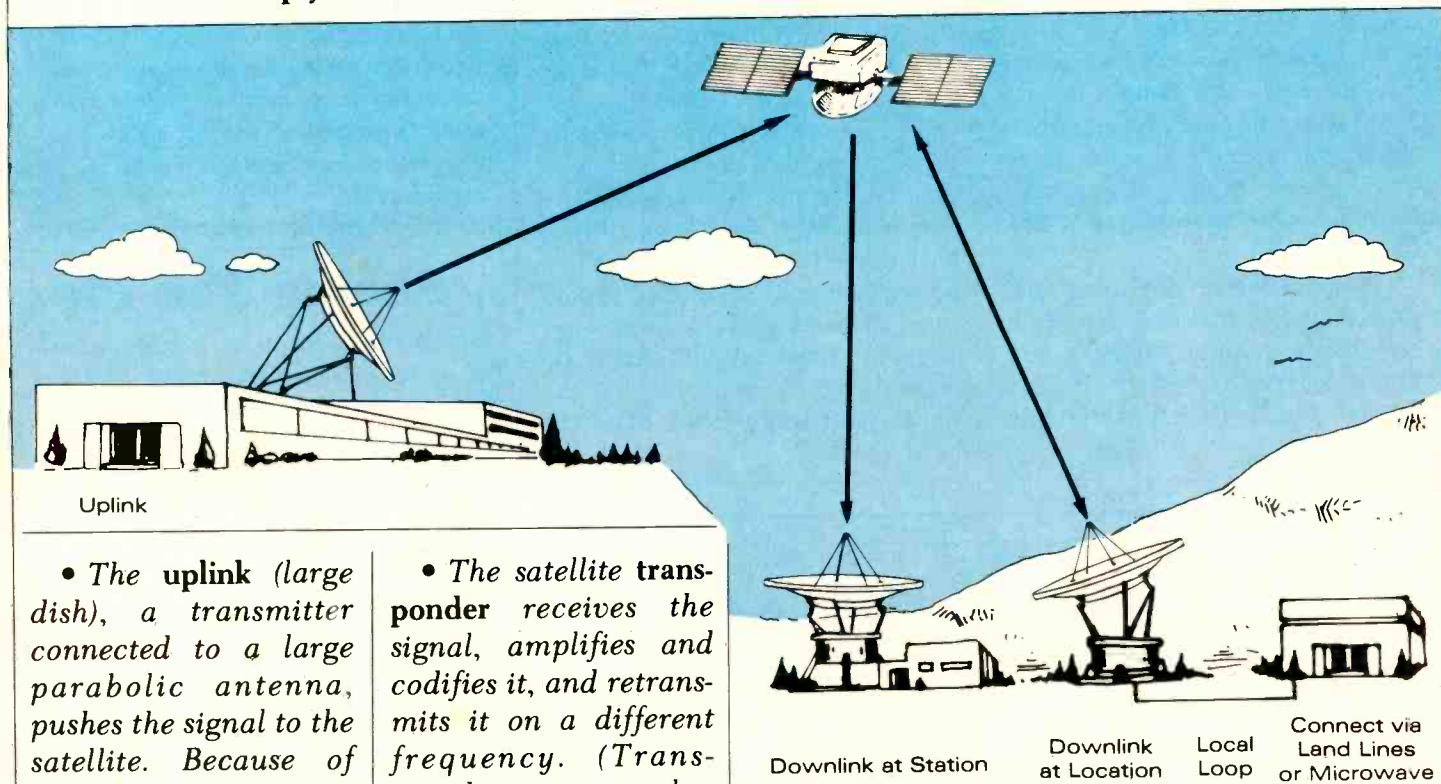
The Dollar Side Of Satellite Costs

Fulltime rental of an uplink and channel space on a satellite costs in the neighborhood of \$50,000 per month, not including the cost of downlinks. Will this get cheaper as more satellites are launched? The question itself is questionable since demand is running high and many of the new satellites will actually be replacements for older ones. (The average life of a satellite is calculated to be approximately seven to eight years.)

But leasing may be easy and routine in the future. For example,

Robert Wold, President of Wold Satellite, provides the following numbers for occasional users. A transportable uplink runs approximately \$8000 for the first day and \$1000 for each additional day, plus about \$250 per hour of operation. Renting time on the satellite depends on your signal (i.e., if it's stereo, the signal will be wider and costlier) and number of affiliates to share the cost. Typically, an hour of time for up to 25 stations might be around \$3000 plus any loops to local stations.

Simply stated, here's how satellite transmission of programming works:



- **The uplink** (large dish), a transmitter connected to a large parabolic antenna, pushes the signal to the satellite. Because of their geostationary orbits, communications satellites can receive programming 24 hours a day from earth stations.

- **The satellite transponder** receives the signal, amplifies and codifies it, and retransmits it on a different frequency. (Transponders are also capable of transmitting 64-million bits of computer data per second and handling up to 2000 telephone conversations simultaneously, among their many capabilities.)

- **The downlink**, a small dish from four to 10 meters connected to an amplifier, receives and decodes the signal.

- **The local loop** — usually either microwave or land lines — carries the signal from the program source to the uplink, and from downlink to station.

"So You Want Your Own Network"

The first step in starting your own satellite programming operation is to get an uplink, which must be licensed by the FCC and will cost between \$100,000 and a half-million dollars. Next, you'll need satellite time — either leasing a full transponder from a satellite supplier like **RCA** or **American Satellite Company** or blocks of time from a broker such as **Western Union** or **Wold Communications**. The first option may be somewhat difficult since even the newest satellite, **Satcom III**, which will be launched in October, is sold out.



Fortunately, however, technological advances are making it increasingly easier to multiplex numerous signals on a single channel, therefore opening up new leasing possibilities. Leased time begins around \$250 per hour.

Consideration of particular satellites is important since stations in the future may be selecting programming cafeteria-style from a number of suppliers. For example,

downlinks for **RCA Satcom I**, which carries **Continental Radio Network** and **Satellite Music Network**, are generally located at cable operations and are equipped to receive only selected transponders. On the other hand, some downlinks located on or nearby radio facilities utilizing **Westar 3** are tuneable to a variety of transponders. Unlike uplinks, as of about two years ago downlinks need not be licensed by the FCC.

It should also be noted that if you're planning a stereo broadcast it's important to consider how your programming gets to the uplink and from the downlink. If worst comes to worst, you can conceivably physically deliver programs to the uplink — even do live stereo broadcasts with mobile uplinks; but the quality of your signal to the consumer will be no better than the last step. Should your affiliates need a local loop from the downlink, it should be remembered, the quality of the signal will be no better than the local line.

miles up), economizing considerably on the costs of an earthside launch. The shuttle will also facilitate easy replacement of worn-out satellites (which become useless from fuel exhaustion or signal weakness), removing them to new orbits and installing fresh models.

In many instances, radio stations which either don't have a downlink or don't have the right downlink for a desired program will use another local loop to receive programming.

Most radio station downlinks are tuned to a single frequency and transponder. In the future, however, many downlinks will be capable of tuning in more than one of the 12-24 transponders aboard each satellite. This means, for example, that a station can be a **Transtar Radio** Network affiliate and also receive **RKO** news and features or **Starfleet Blair** music specials.

With satellite programming proliferating at its current rate (about two dozen networks now set to go and an ever-growing number of syndicated satellite programs), the impact of this new technology on radio will be considerable.

Slicing The Pie

Determining how much channel space is needed for audio programming can be tricky. Essentially, stereo broadcasts use two 15 kHz channels. Talk programming would obviously use less channel space and cue tones even less. Satellite transponder space currently used for audio programming ranges from channels being used almost exclusively for radio to subcarriers of video channels. Critics of dedicated radio channels say they are overcrowded, while subcarriers critics contend that although they're costly, there appear to be some technical problems. They complain that all tweaking will be done by cable operators whose first priority will always be their video signal. Why the cable operator? Because unless a radio operator purchases his own dish, the subcarrier audio is piggybacked into the local cable antenna and rerouted to the radio station.

"Uniqueness" A High Priority

When **Bonneville** debuted its new 24-hour format last month, it did so with two-minute newscasts directed at Beautiful Music listeners. The trend toward special or unique program characteristics isn't new, but it is on the rise.

Mutual, for example, emphasizes regional sports coverage, and **AP Radio** provides regional news actualities, all by way of satellite.

Interfacing unique programming with a lesser number of affiliates may be where satellites will most shine. **Enterprise Radio** as well as **NBC's Source** network have made use of satellites on special occasions for sports events and concerts, respectively. But to date, **ABC**, **CBS** and the **NBC Radio Network** have not been heard via the bird.

Meanwhile, new sources of programming such as **Starfleet Blair's** offerings will rely strictly on satellite delivery systems. In short, it appears that satellites will be the future means by which program suppliers feed future appetites of radio audiences with special programming.

WOLD SATELLITE NETWORK MAKES RADIO PROGRAM DISTRIBUTION AS EASY AS ABC.

When ABC Radio Enterprises decided to offer two new nationwide programming services to stations throughout the country, it needed to find a reliable, economical way to distribute its programming. Land lines were out — costs were too high, audio signal quality too low.

What ABC's new talk and music radio services needed was a high-quality, end-to-end satellite transmission system. Uplinks, downlinks, SCPC (single channel per carrier) channels — the works. Plus full-channel stereo in a one-stop-shopping package.

What ABC found was the total-service satellite network of Wold. Fixed and transportable satellite uplinks. Satellite SCPC channels for high-quality mono or stereo transmission. Access to more than 400 downlinks across the U.S., including the giant network of satellite earth stations operated by the Associated Press.

In short, everything a radio programmer needs to create a nationwide radio network. Everything, that is, except the programming.

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Satellite Races: A Dish For Every Station?

It's difficult to measure the exact number of stations owning or leasing a dish at the present time. Complicating the situation further is the new Federal tax legislation allowing businesses to depreciate up to 75% of new capital expenditures in the first year, which may spur more stations to buy their own antennas.

One method of calculating how many downlinks there may be is to look at the number of affiliates each program supplier and network has, plus their timetables for being on-line.

By far, the largest is **ABC**, both in number of networks (six, including A/C-formatted **Directions** and **Rock Radio Nets** announced last month) and in number of affiliates (1700). **ABC** expects to be totally on satellite by 1984, whereas the second largest network, **AP Radio**, with 1100 affiliates, has already reached a 90% satellite distribution level utilizing 270 downlinks.

The third largest network is **UPI Audio Net**, which claims 1000



subscribers. **UPI** has 15 downlinks constructed but has planned an aggressive campaign to provide numerous dishes to affiliates through a lease or purchase program which rebates up to \$1200 a year for five years.

Fourth-ranked **Mutual Radio** (850 affiliates), which for two years has

had the goal of being the first network to be completely on satellite, accomplished the feat by midsummer when its subscribers received the network's news feed via satellite from the new \$1 million **Bren Mar**, VA uplink.

The **NBC Radio Network** has 335 affiliates, adding to its 175 for the **Source**, but except for occasional **Source** concerts, remains uncommitted to one satellite supplier. However, **NBC Radio President Dick Verne** has said the network will give the industry a clear indication before year's end as to what it will do. Its direction is likely to be based largely on how affiliates answered an **NBC** questionnaire last summer.

Finally, **RKO** with its 225 affiliates is completely using satellite distribution and will continue to do so as it adds services.

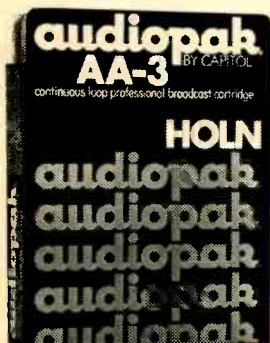
"The Missing Link to Reliable Cart Music Reproduction Has Been the Cart...Not the Cart Machine."

I've been using the **Audiopak AA-3** at various stations for over two years, with gratifying results.

The **AA-3** is capable of studio master music reproduction with excellent stereo phase stability.

It is durable and reliable in performance throughout its long life.

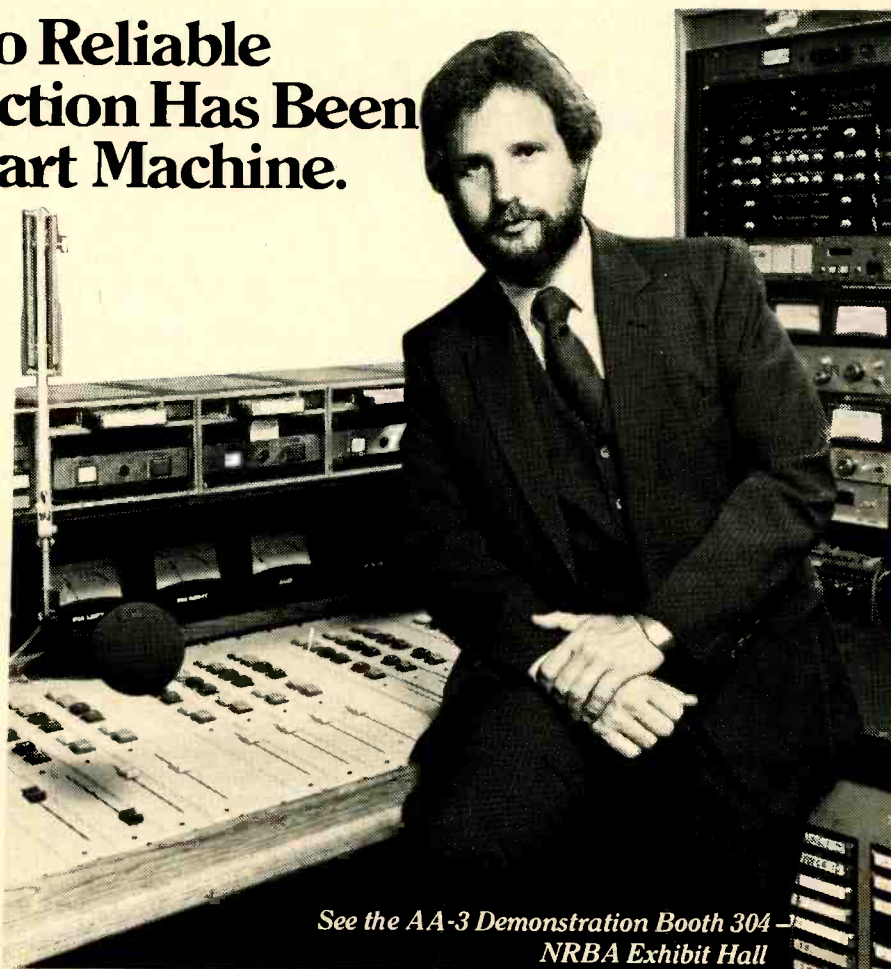
In my opinion, the **AA-3** is the best cart we've tested."



[Signature]

Elliott Klein

Corporate Director of Engineering,
Buck Owens Broadcasting Group
Chief Engineer, **KNIX AM & FM**,
Phoenix, AZ
Consultant to:
Scripps-Howard Broadcasting Co.
(Radio Division)
Sunbelt Communications Ltd.
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AA-3 - The Missing Link for stations who care how they sound



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At Mutual, we're the radio experts, committed to bringing you the best news, sports, and entertainment. That's why the system works.

Mutual's radio-satellite offers new dimensions in sound quality and enhanced programming capabilities.

















Mutual has resident correspondents in every major world capital. Mutual affiliates receive 66 newscasts every broadcast day.

Mutual delivers all radio pros. Jack Anderson's "Inside Washington"; Larry King's all-night talk show; and Dick Clark's weekly "National Music Survey" and holiday specials.

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Radio is our only business.

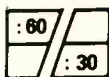
Satellite Services



		Bird/Transponder:	Automation Interface	Equipment Package	Equipment Financing	Tonal or Digital
	ABC RADIO Enterprise Division 1600 Affiliates	Westar 3 — T1 for Music T4 for Talk	Yes	No	No	Tonal
	ABC RADIO NETWORKS Information; Entertainment; Contemporary; FM Network; Rock; Direction 1700 Affiliates	N/A	N/A	Yes	Yes	Digital
	ASSOCIATED PRESS AP Radio 1100 Affiliates	Westar 3 — T1	No	Yes	No	N/A
	BONNEVILLE BROADCAST/SMN 100 Affiliates	Satcom 1 — T3	Yes	Yes	No	Tonal
CONTINENTAL RADIO	CONTINENTAL RADIO NETWORK 30 Affiliates	Satcom 1 — T8	Yes	Yes	Yes	Tonal
	ENTERPRISE RADIO NETWORK 65 Affiliates	Westar 3 — T1	No	No	No	N/A
	GLOBAL SATELLITE NETWORK 40 Affiliates (Rockline) Affiliates N/A for Countryline	Westar 1 — T2	No	No	No	Tonal
	MUTUAL BROADCASTING SYSTEM 800 Affiliates	Westar 1 — T2	Yes	Yes	No	Tonal
	NATIONAL PUBLIC RADIO 250 Affiliates	Westar 1 — T2	Yes	Yes	No	Digital
	NKR PRODUCTIONS 51 Affiliates	Westar 3 — T1	No	No	No	N/A
	RKO RADIO NETWORK 225 Affiliates	Westar 3 — T1 for RKO 1 & 2 T4 for RADIOSHOWS	Yes	Yes, Top 150 markets	No	Tonal
	SATELLITE MUSIC NETWORK 150 Affiliates	Satcom 1 — T3	Yes	No	No	Tonal
	STARFLEET BLAIR 85 Affiliates	Westar 3 — T1	Yes	No	No	Tonal
	TRANSTAR Affiliates N/A	Westar 1 — T1	Yes	Yes	Yes	Digital
	TUESDAY PRODUCTIONS 51 Affiliates	Westar 1 — T2	No	No	No	Time cues
	UNITED PRESS INTERNATIONAL UP Audio Network 1000 Affiliates	Westar 3 — T1	No	Yes	Yes	N/A
	WALL STREET JOURNAL Wall Street Journal Report 63 Affiliates	Westar 3 — T1	Yes	No	No	Tonal

N/A: Not Available

TBA: To Be Announced



Compensation for Spots Run	Number of Avails	Number of Local Break-ins	Accept Spots Only Run	National Promotion Planned	Local Sales/Programming Consultancy	Programming Available
N/A for Satellite Programming	TBA	14 Minutes	TBA	TBA	Yes	Talk (Debut early 1982 with 18 hours) Music (Debut early 1982)
Yes	60-90 second network spots in news	60% net, 40% local on specials	No	Yes	Yes	Mid-1982
N/A	None	90-Second Window in News	N/A	Yes	Yes	Now
No	Cost is \$1000/mo plus 1 per hour for net/ 8 per hour for station	4 per hour	No	Newspaper. Also affiliate contests	Yes	Early 1982
No	3 minutes per hour plus \$1000/month. Station gets 12 mins. per hour.	3-6 per hour	Yes	Jingle package an option	Multimedia Campaign plus TV spot	September 1981
Barter	Local affiliate gets one 60 per newscast	For Sports Talk Show five per hour for affiliate, four per hour for net	No	Yes	Yes	Now
Rockline — Station pays for show Countryline — Barter	Rockline — 15 Countryline — 9 net/ 6 station	8 (both)	N/A	Yes	No	Rockline — Now Countryline — October 1, 1981
Yes	Two minutes	Varies per program	Varies per station and market	Print	Yes	Now
N/A	N/A	N/A	N/A	Yes	No	Now
Barter	2½ min per hour to net; 2½ min per hour to station	5 min per hour	No	Yes	Yes	Now
In some markets	Specials — 4 min. per hour net and station Newscast — 1 min. per hour SportsSpecials — one 30 second per net and station Overnight America — Five 60's per hour for six hours	Varies	No	National dailies	Yes	Now
Stations pay \$1000/month regardless of hour to net	2 for station	8 cumulative min to 12 cumulative min	No	Yes	Yes	Starstation (AC) — September 1981 Country Coast To Coast — September 1981 Bonneville (BM) Early 1982 News/Talk Early 1982
Barter	Two-thirds of inventory to net — One-third to affiliate	One	Yes	Ad slicks	No	Now
Yes	9 min for station — 1 for net per hour	Infinite	Yes	Yes	Yes	October, 1981
No — Direct barter	10 per hour, 5 for station	10 min over 2 hours	No	Yes	Yes	On-air since September 12, 1980
No	None	One per newscast	N/A	No, except ad slicks for affiliates	Yes	Now
No	One minute in six of 17 newscasts	One to two per newscast	Yes	Letters to WSJ & Barrons subscribers, national print ads	No	Now

Satellite Program Directory



ABC Radio

Enterprise Division

1330 Ave. of the Americas
New York, NY 10019
(212) 887-7777

Contact: **Michael Hauptman, VP**

Programming:

Talk Format — Toni Grant &
Michael Jackson

Music Format — Top Tracks



ABC Radio Networks

1345 Avenue of the Americas
New York, NY 10019
(212) 887-7777

Contacts:

Contemporary — Willard Lockridge, VP
Entertainment — Richard P. McCauley, VP
Information — John Axten, VP
FM — A. Thomas Plant, VP
Direction — Bob Chaisson
Rock — A. Thomas Plant, VP

Programming:

Contemporary

Five-minute newscasts at :55
Three minutes twice daily "Howard Cosell";
daily "Snapshot," "Breakthrough"; 15
minutes on Sunday "Speaking Of
Everything," "Consumer Line," "Journey
Through Rock."

Entertainment

Five-minute newscasts at :30
Five minutes daily "Paul Harvey," two
minutes daily "Rest Of The Story," three
minutes twice daily "Agri-Answers," 90
seconds weekly "Rudd Awakening," five
minutes daily "World Of Commentary,"
weekly "Bill Deal Spotlight."
Three-minute daily sports, three-minute daily
economics, twice daily stock reports.
Public affairs on weekend, 15 minutes:
"Meet The Author," "Hal Bruno's
Washington."

Information

Five-minute newscast on the hour.
Five minutes daily "Paul Harvey," three
minutes daily "World With Sports," three
minutes daily "Lou Boda Sports," "John
Coleman."

Three-minute daily commentary, three-
minute twice daily stock reports, three-
minute thrice-daily business reports.

Weekend public affair, 48 minutes:
"Perspective," "World News This Week,"
"Issue & Answers."

FM

Five-minute newscast at :15
90 seconds "Rock Confidential," "Graffiti."
Daily sports.

Direction (proposed)

Three-minute newscasts at :45
Daily sports and financial reports.

Rock (proposed)

Two-minute newscasts
Comedy "Getting By," "Behind The Camera,"
"Steve Dahl Superclub."
Daily sports.

Associated Press

AP Radio

50 Rockefeller Plaza
New York, NY 10020
(212) 621-1516

Contact: **Ben Avery, Deputy Dir. of
Broadcast Services**



Programming:

Five-minute newscasts on the hour
Year-end news and sports
Public Affairs "Project Series," including
"Project Education," "Project Consumer,"
"Project Energy" and "Project People" — 90
second shows.
"Sportsline," 15 sports shows per weekday
and 24 shows per day on weekends. Five
three-and-a-half-minute agriculture shows
per day. Eight three-and-a-half-minute
business shows per day.
"Horizon," a 25-minute weekly PA show.

Bonneville Broadcast

294 County Road
Tenafly, NJ 07670
(800) 631-1600

Contact: **John Patton, VP/GM**

Programming:

Beautiful Music Format

Two minutes of news on the hour
"Only Beautiful Music Newscast"



CONTINENTAL RADIO

Continental Radio Network

P.O. Box 1338
Portsmouth, VA 23705
(804) 393-2501

Contact: **Craig Hodgson, Exec. Dir.**

Programming:

Adult Contemporary Format —
Sunday Adult Contemporary Countdown

Enterprise Radio

40 Darling Drive
Avon, CT 06001
(203) 677-6843

Contact: **Scott Rasmussen,
President**



Programming:

48 daily news updates at :15 and :45
Triple Crown, Bowl Games, Special Events
Twenty-five-minute daily sports features
(including medicine, law) plus Bill Russell
commentary.
13 hours of daily sports talk.

GLOBAL SATELLITE NETWORK

Global Satellite Network

19456 Ventura Blvd.
Tarzana, CA 91356
(213) 344-5651

Contact: **Ed Kritzer**

Programming:

"Rockline" — 90-minute weekly show
"Countryline" — 90-minute weekly show

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210 SOUTH STREET, BOSTON, MA 02111 617-426-3131



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CONTINENTAL RADIO

1318 Spratley Street
Portsmouth, Virginia 23704
(804) 393-2501

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Mutual Broadcasting

1755 So. Jefferson Davis Hwy.
Arlington, VA 22202
(703) 685-2080

Contact: **Frank Murphy**,
VP/Station Relations



Programming:

News at :30 and :55

Five daily sportscasts; 37 on weekends;
"Larry King Show," "Assignment
Hollywood," "Capitol Assignment,"
"Consumer's Buyer Guide," "Elmer Dapron's
Grocery List," "One Man's Opinion," "St.
John's Journal," "Jack Anderson Reports,"
"The Business Beat," "Wall Street Report,"
"Northwestern Reviewing Stand," "Labor
News Conference," "Discussion Of The
80's," "What's The Issue," "Public Policy
Forum," "Reporters' Roundup," "The
Lutheran Hour," "The Hour Of Decision,"
"The Dick Clark National Music Survey."

National Public Radio

2025 "M" Street N.W.
Washington, DC 20026
(202) 822-2000



Programming:

"Jazz Alive" plus drama, news and
information, classical music and
documentaries.

NKR Productions

8732 Sunset Blvd.
Suite 700
Los Angeles, CA 90069
(213) 652-0980
Contact: **Ron Nickell**, President



Programming:

Concentration on radio/TV simulcast
specials.

"Grammy Awards," "4th Of July,"
"Halloween," "New Year's Eve."



RKO Radio Network

1440 Broadway
New York, NY 10018
(212) 575-6100
Contact: **Kenneth Harris**, Director Of
Affiliated Relations

Programming:

RKO 1:

Three minutes of news on the hour and
half-hour.

"The Hot Ones" (performances);
"SportSpecials"

90-second "Lifesound" features including
"Soap Opera Update," "The Family," "The
Sexes," "Inside-Out," "Radio Looks At TV,"
"Radio Listens To Records," "Radio Goes
To The Movies," "Money, Money, Money,"
"For The Record," "Discovery," "The
Unexplained."

Two two-minute "Sportsweek" programs
per day and five two-minute
"Sportsweekend" shows per Saturday &
Sunday, Weekend America, "Night Time
America," "Equal Time," "Washington, DC,"
"Reflection."

RKO 2:

Three minutes of news on the hour and half
hour.

"Economics Update," "Newsline AM-PM,"
"Ask The Expert," two two-minute daily
sports shows and seven two-minute
weekend sports shows per day.

RKO RADIOSHOWS:

"America Overnight"



Satellite Music Network

6500 River Chase Circle
East Atlanta, GA 30328
(404) 955-1550
Contact: **Kent Burkhart**

Programming:

Adult Contemporary Format —
"Starstation"

Concerts and weekend specials
News every hour and on the
hour.

Country Format — "Country Coast
To Coast"

Concerts and weekend
specials.
News every hour on the
hour.

Starfleet Blair

535 Boylston Street
Boston, MA 02116
(617) 262-0220

Programming:

Concerts — 18 Rock and 12 Boston Pops



Transtar

1422 Monterey Professional Plaza
San Luis Obispo, CA 93401
(805) 543-6383

Contact: **Dwight Case**, President

Programming:

25-34 year-old adults.

tuesday
productions, inc.

Tuesday Productions

4429 Morena Blvd.
San Diego, CA 92117
(714) 272-7660
Contact: **Bo Donovan**, VP

Programming:

Satellite Live — Weekly nationwide talk
show.



United Press International

UPI Audio Network
220 E. 42nd Street
New York, NY 10017
(212) 850-8689
Contact: **Ted Feurey**, General Manager

Programming:

News on the hour.
News, Sports and Topical Event specials.
Over 400 weekly thirty-second to half-hour
features on sports, business and music.



Wall Street Journal

Wall Street Journal Reports
22 Cortlandt Street
New York, NY 10007
(212) 285-5381

Contact: **Bob Rush**, Director
of Broadcast Services
Gig Barton, Manager of
Affiliate Relations

Programming:

Seventeen 3-minute newscasts per day.

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COLUMBIA RECORDS

SMN'S GEORGE WILLIAMS INTERVIEWED

Satellites: Programmer's Perspective

Leaving the multitude of technological implications aside for the moment, what does the coming age of satellite program suppliers and networks mean to radio programmers and managers? We were interested in learning the structure of a satellite network, its provisions for localizing and for transmission interruptions, and generally how it would work for a station interested in joining. To find out the answers, R&R Executive Editor John Leader spoke to George Williams, a longtime programmer who recently supervised programming for Southern Broadcasting, and is now Network Manager for the Satellite Music Network, the first 24-hour satellite network to commence operations.

R&R: What are some of the problems you've run into in getting this thing rolling?

GW: The first problem we ran into at the company was organizational — obviously as most new companies do. We were trying to debut at the NAB in Las Vegas, which was the second week in April. I got involved the first week in April. Preparation time was limited. As a result we went to the NAB with a very unsophisticated product simply because we didn't have time to put any refinement in it whatsoever. It was very basic. We were going to offer two formats: one Country, one Adult/Contemporary.

We had put together a very basic clock that provided for 12 minutes of commercials for each affiliate to do locally, and we as a network were going to take two minutes an hour which we would sell for our revenue nationally. We got to the NAB convention and we were just inundated with response, which was wonderful in one respect but in another we really weren't prepared for it. To be frank with you, we couldn't answer a lot of

"As we talked to the broadcasters at the NAB, that seemed to be what was feeding back. Their needs were so varied and our clock was so rigid at that point in time that something had to give. Obviously it had to be our clock."

questions. We had more questions at the NAB that we couldn't answer than we could. It was a valuable experience

simply because we found out at that conference the needs of the broadcasters that we were expected to fill. We went back to the drawing board.

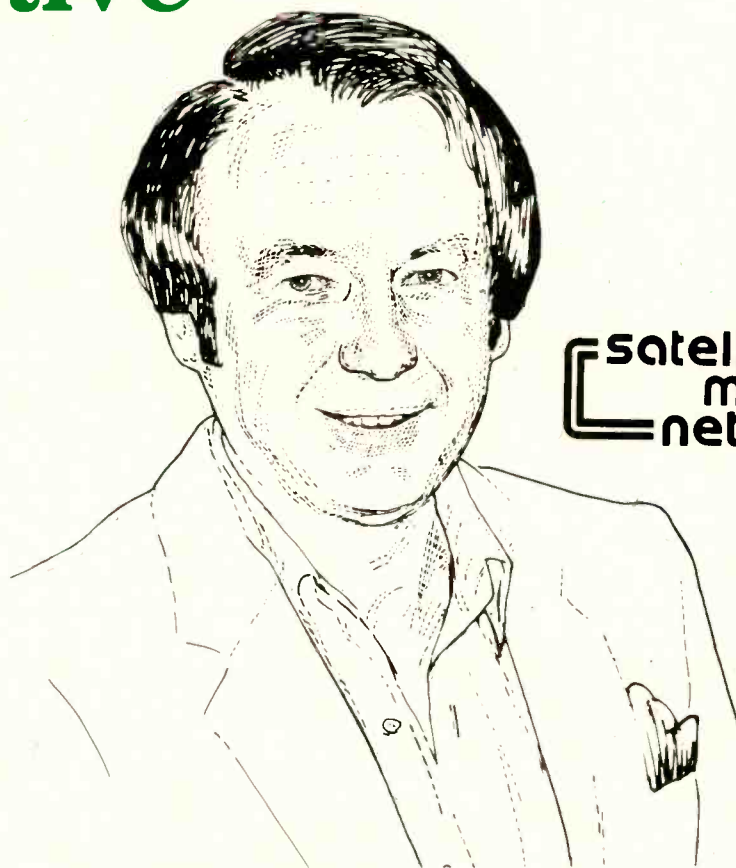
Working Around The Clock

GW: One problem we ran into was that it seems very simple to put together a clock where you play records and have disc jockeys and each stop set is two minutes of commercials, then you come back and play more records, stop again, and they play commercials locally. Well, that seems very good except you have to understand that we have a diversified group of markets that we're playing to from the smallest to the largest and the needs

commercially are very, very different. We had to devise a way to expand the clock and have the elasticity to give the station that wanted an eight or nine-minute clock what he needed as well as the station that needed 14 minutes. Heretofore, we had proposed doing just two minutes of commercials around the clock and while the commercials ran we were going to be silent on the network. We quickly learned that wouldn't work. We found out that in the larger top 50 markets, nobody wants to do 14 minutes of commercials an hour; at least very few people do. We devised a way in which we can cover the local commercial breaks with three-minute records, and there are enough of them to do that. While we are playing a record there will be certain affiliates that will be cutting away during that three-minute period and filling in with commercials. That's the way we devised the clock.

R&R: How does it interface locally?

GW: There are two ways to go. One is what we call live assist, which is



**satellite
music
network**

George Williams

simply a board operator who would sit there and on a cue would play the commercials. The other is through an automation system. We have devised it through the **Wagner Communications Co.** of Norcross, GA. They have come up with a piece of equipment they called a Demod, which is simply a piece of equipment that will allow 25 or 15 cycle tones to fire automation or cart machines. So, in effect what will happen is our DJ will come out of a record, back-announce the record just like any local disc jockey would do, and he'll hit a button to fire a spot. Instead of the commercial being fired in the studio, it will fire cart machines coast to coast and automation machines which will play the stop set. If they're set up sequentially, it will fire the entire set and then rejoin the network at the proper time. Getting back to these optional stop sets, there are three in each hour. The same time that the button to fire the cart machine or automation equipment locally is pushed, a split second after that a record will start.

R&R: *In other words, he hits a button which would fire my cart machine in Los Angeles to play a commercial but at the same time it would also fire off his cart machine up there which would play a three-minute record.*

GW: Right. Now if you have so programmed your equipment then it will fire your equipment at the studio. If not, then the network will continue to play.

R&R: *How does my equipment at my end know whether or not I'm going to do a commercial break when he hits that tone?*

GW: Your live assist operator will have a log in front of him. If you have automation equipment you will have preprogrammed the brain in your automation equipment to accept or not accept that particular cycle tone at that particular time in the clock. Depending on how you've programmed it, it can pick up the stop set say at :20 after the hour but it will reject the one and will not read the tone at :40 past the hour. We have six tones that we use, or six functions that this thing will perform, and we're going to utilize

five of them. We're keeping one of them open just in case we want to get a little more sophisticated later on. Or in

case there's something we've overlooked.

R&R: *Basically, was that the biggest problem, figuring out how to deal with someone who didn't happen to be sold out or someone who didn't want to accommodate as many commercials as you had built into the system?*

GW: As we talked to the broadcasters at the NAB, that seemed to be what was feeding back. Their needs were so varied and our clock was so rigid at that point in time that something had to give. Obviously it had to be our clock. I'd say the second biggest problem we ran into was how to localize it, because the broadcasters were all very concerned about that.

The Localizing Dilemma

R&R: *How is the disc jockey going to avoid something like a kind of studio-bound Casey Kasem, where he really can't say anything about the city he's in or the time or weather or any of those specifics?*

GW: That was a basic problem, and it's a problem that will always be, to a degree at least, inherent in this kind of broadcasting. However, I think we've taken some giant steps to solve the problem. At each stop set there is a :10 or :20 second window following or incorporating in the stop set. During that

period there are varied ways for local identification. We have a jingle package that you can purchase through us which will fill one void. Each personality on the network will

supply generic liners that will talk about the city that he's broadcasting in at that time. He can do generic-type weather forecasts. These aren't specific weather forecasts, obviously, with percentages of precipitation and exact temperatures. There's no way any network can ever accomplish that locally, in my view.

R&R: *But in Sunbelt cities, the weather forecast basically remains the same about eight months out of the year.*

"I'm told by 1983, there are going to be maybe nine new birds up there, and we will then have the technical facilities to regionalize the broadcast much like television does. There will be an East Coast feed and a West Coast feed."

GW: That's it, and in most cities it does. If you're in the Northwest you can probably a good percentage of the time talk about the fact that it's going to rain this afternoon or least that it's forecast. There are various ways to do this. They're not

specific forecasts with specific temperatures, but they're generally done and each disc jockey will cut initially 50 of these for each of our affiliates. Also, if one of our affiliates is going to do a particular promotion and would like our disc jockeys to talk about it, then for a very small fee, which is almost a handling charge, we will have our disc jockeys cut the production so he can be talking about whatever is going on in the city. Certain of our affiliates have said that they want to exploit that it is satellite broadcast and it is a network. They think that will sound big, particularly in small markets. Others have said that they don't want any identification of a network. They want this to sound like it's coming out of their studio.

R&R: *How do you resolve those two points of view?*

GW: Well, we feel that the generic liners, if they're properly used, can sound like a continuation of the jock rap when he comes out of a record. There are a couple of areas that are difficult — time checks can be done but they can't be done with the hour incorporated in the time. But they could do it like the "Today Show." I'm told by 1983, there are going to be maybe nine new birds up there, and we will then have the technical facilities to regionalize the broadcast much like television does. There will be an East Coast feed and a West Coast feed.

R&R: *So then you can be more specific about time at that point.*

GW: We can be more specific and talk about things that are more regional. The technology will allow us in the not too distant future to become much more sophisticated and much like network television. That is certainly going to help because at the mo-

"Each personality on the network will supply generic liners that will talk about the city that he's broadcasting in at that time. He can do generic-type weather forecasts."



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*Listener projections by Blair Radio research based on percentages from R. H. Bruskin "REO Speedwagon Live" Omnitel survey 7/81.

George Williams

ment, another problem we run into is the morning drive man in New York will be the all-night man in Los Angeles. You can't talk about certain things. A man that's on at 1:00 or 2:00 in the afternoon in New York will still be on the morning on the West Coast. We're going to have to take our disc jockeys and literally send them to school because all of them have come out of local radio.

R&R: *There's really no precedent for what you're doing.*

GW: I've spent April thinking about all of this, so what we're literally going to do is sit down with them and put them through schooling and make them aware of some of the pitfalls that await them and that the crutches they have utilized heretofore obviously can't be used. Before, you've thrown in a temperature or talked about certain things going on around you at the moment; for instance, looking out the window and talking about it being a foggy morning, things of that nature, they can't do at this point. They're going to be broadcasting from Chicago and it will probably be snowing in January but people in Miami will be very warm. To talk about the snow is going to be irrelevant to certain parts of the country and they don't want to hear about it.

R&R: *These air personalities are going to have to be highly prepared.*

GW: They're going to have to be very prepared. We're going to supply them with everything we can from an informational point of view on national topics, things that can be talked about, of course record artist information, etc.; but there is a danger, if we're not careful, that it could become, as you say, just one 24-hour-a-day Casey Kasem "American Top 40." But we don't feel that it will do that.

R&R: *What kind of technical knowledge does a radio station have to have in order to make maximum use of the network?*

GW: They really don't have to have much technical knowledge beyond

what they already utilize. Obviously, they have to have equipment, and it would take some recent-vintage equipment in order to handle these tones. I don't think you can take 15-year-old automation equipment and expect to

do the job with it.

R&R: *But it doesn't really require a lot of exotic knowledge.*

GW: No, it really doesn't. You require some engineering people who know how to set it up. You have to have the proper equipment; for instance, you have to do one

or two things. You have to either have your own dish in order to pick up the signal and the Demod which comes from Wagner Communications in order to decode the signal, because we will be a subcarrier of a television signal, WGN television to be specific. So you have to have a dish aimed at Satcom 1, which is the satellite we are utilizing.

R&R: *Maybe this question is a little premature, but are most of the affiliates picking up with their own dishes or are they picking it up from cable companies that already have a dish within their market?*

GW: It is a little premature because I really don't have those figures in front of me. I'd say right now it's about half and half.

R&R: *So there are some people buying dishes and putting them in.*

GW: Definitely, and there are some advantages if you're close to a cable operator and you have a good relationship with him. There are

economic and other reasons for utilizing his dish. Then you would go and buy a Demod unit and you'd run it into your radio station and you'd have it. But then of course you'd be at the mercy, to a degree, of your cable operator...

R&R: *Which could be an uncomfort-*

table situation for some owners.

GW: It could be because there is a love-hate relationship there in some cases, and so a lot of the operators would opt to go and spend the \$10-12,000 it takes to get the dish, and then they'd be independent of a cable operator.

Back-Up Provisions For Satellite Failure

R&R: *In case of satellite failure, what provisions do you have so that programming won't be interrupted?*

GW: We will supply them with back-up tapes musically. What we're urging them to do is to tape certain dayparts with some degree of regularity for back-up purposes. Don't forget, these dayparts frequently can be rerun if they aren't too old, like the "Best of Johnny Carson," I guess. In other cases we will supply for them back-up tapes of just pure music which they could put on the air if they had a problem with the transmission.

R&R: *How likely is that to happen? You do see television satellite feeds interrupted occasionally.*

GW: But not that frequently. There is a phenomenon called sunspotting which happens twice a year. It's a very predictable time of the year. It's when the sun lines up directly with the satellite and it eclipses the signal for a very short period of time. It's about a 15-30 minute period of time in the fall and early spring, depending on the part of the country you're in. You'll know when that's going to happen and

"This was another change that we made rapidly after the NAB. There was much more emphasis on news and information from the would-be affiliates than we would have ever dreamed."

it can be calculated for you and you'll have to be ready. If it happens to be a cloudy day it may not happen at all. But this is the same satellite that feeds WGN and HBO and many of these cable facilities.

R&R: *So they run into the same problems.*

GW: But as you know, that very seldom happens. The down time on a satellite transmission is very low indeed. Speaking of the technical aspects of it, the quality of the music is really incredible. Bonneville, which is going

WSRZ

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KIOY

Fresno

WKTK

Baltimore

KMOD

Tulsa

KPKE

Denver

WENS

Indianapolis

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George Williams

to be the third leg of our network, has done extensive research before getting involved in this because the quality of the music on Beautiful Music stations is imperative. They've found the quality of transmissions they'll get by satellite will be much better than they are able to get today by tape and even better than they'll be able to produce with tape when the digital technology is in place. As a result, over the next year they are going to phase out completely sending tapes. They're going to do all of their transmission musically by satellite.

R&R: That's a real vote of confidence from them.

GW: It's helped us a great deal to have a third format to offer this early. We had planned for that down the road, but Bonneville offers an opportunity for us because they already have the reputation and the programming in place.

News Feeds In Demand

R&R: Are you finding as you're discussing with the people who are getting ready to receive SMN, that most people are going to be taking the formats 24 hours a day, or do you find a lot of people are going to be retaining some local control, like an AM drive personality at the station, for instance?

GW: We find most of them are going to retain some local control as far as certain dayparts are concerned, and also in news. We're going to have our own news department and we'll feed a 5-minute newscast every hour. That's another thing we learned at the NAB

— our plan early on was to have little if any news, and the overwhelming desire of our would-be affiliates was to have news fed to them... to have a whole package with one network where they wouldn't have to get the news from CBS or Mutual or ABC, and then come back to the other programming from us. They wanted a full-service package.

R&R: There's the problem too, as

all the nets wind up on birds, that stations would have to be switching between birds, which I understand is a physical possibility but certainly not in the realm of time to go from one element to another smoothly.

GW: Right. This was another change that we made rapidly after the NAB. There was much more emphasis on news and information from the would-be affiliates than we would have ever dreamed. But it you stop to think about

it, it makes sense, because we're doing a Country format, which is an adult format, and Adult Contemporary, which is a 25-and-over format, and those radio stations count on their news in getting their ratings.

R&R: And the people in those age groups, from research, have shown that they want to know what's going on.

GW: Absolutely, but we're going to feed five minutes every hour on the hour.

R&R: What about stations that don't want your 5-minute newscasts?

"We know as a company that we ultimately will be judged on the quality of the product that we put out and the success of it, and that's what we're geared up for, and that's what I'm sitting here thinking about."

tion can cut away and do 2½ minutes of its own news after the commercial or it can rejoin the network after the minute commercial, and we're going to do 2½ more minutes of news. He also has the option of blanking out the entire five minutes and doing it himself locally.

R&R: Or he could be playing music locally.

GW: Yes, he could if he chose.

R&R: So basically what you've set

"We make no demands on the affiliates except that they run our commercials and we ask that any hour that they're preempting that they DB the commercials much as any other network does."

up is a 24-hour-a-day, seven-day-a-week radio station. Then in increments there on down you can make it as local or non-local as you wish.

GW: Yes, it's entirely flexible. We make no demands on the affiliates except

that they run our commercials and we ask that any hour that they're preempting that they DB the commercials much as any other network does. It's a totally flexible system that they're in charge of.

R&R: Any final

observations?

GW: Just that this is the most exciting thing I've ever been involved in. I've been in the business for 20 some years, and I've headed chains, individual stations, everything. I was a disc jockey for a number of years and my ambition was always to get into a bigger market and upgrade my career. But you always kind of have a secret desire to get on a 50,000-watt clear channel station and maybe be on at night so they could hear you in 28 states or whatever. Now here's a group of personalities who will be on the radio broadcasting from a major market, Chicago, but they'll be heard coast-to-coast in any number of markets. They'll be heard on both AM and FM. What a thrill that's going to be!

R&R: I think a lot of people are astounded that this type of thing can even exist.

GW: We realize that a lot of people are dazzled by the sizzle and technology and the fact that you can have a dish in the front lawn of your radio station.

R&R: But there are a lot of "wait and see" guys too at this point.

GW: And justifiably so. We know as a company that we ultimately will be judged on the quality of the product that we put out and the success of it, and that's what we're geared up for, and that's what I'm sitting here thinking about. As far as satellite broadcasting goes, this is just the beginning.

1981

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AND THE CBS
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ASSOCIATED
LABELS,
PROVIDING
QUALITY MUSIC
NOW AND FOR
THE FUTURE.

Epic / Portrait



MANAGEMENT PERSPECTIVES

With the spring Arbitron numbers released, it's time for the new **R&R Ratings Report**, the 1981 edition, Volume 2. In this publication we'll look at the ratings results from the top 50 markets in an effort to provide useful data to advertisers and broadcast managers, programmers, and sales personnel.

In each of our Ratings Reports, we strive to improve on previous versions. We're pleased you so overwhelmingly liked the audience composition graphs introduced in Volume 1 earlier this year, so those have been retained. However, note the following revisions in this edition:

Time spent listening and turnover data for each station.

18-34 and 25-54 breakdowns by gender.

Format flow comparisons on a geographic basis. This latest innovation illuminates differences in listening habits by formats, and should prove helpful and informative.

We hope you'll find these additions to the second volume of the 1981 edition to be of use. Your suggestions had a large part to do with the improvements noted above.

In a quick overview, here's what you'll see as you leaf through this volume. The introduction of the 12-week Quarterly Measurement (QM) survey technique to every market that had not already had it was the Arbitron highlight. Unlike last spring, when Arbitron introduced ESF with some traumatic results for certain formats, QM appears to have gone fairly smoothly in its first national usage.

As for how the formats fared, there is a new leader for most number one stations 12+. Album Oriented Rock (AOR) zoomed ahead this sweep, with the top spot in 11 markets, compared to three last spring. Adult Contemporary and CHR, which between them had almost half of the top stations last spring, fell to a combined 13 this year. Country improved, leading in six markets, and Beautiful Music was stable.

As always, this volume of the Ratings Report was a team effort, and it's a pleasure to salute the participants. **Allen Klein** and his **Media Research Graphics** team supplied the graphic displays, and **Gil Bond** and the **Market-Buy-Market**® system were indispensable for the basic share information generation. The format editors again gave 110% in gathering data for the market profiles, and Art Director **Richard Zumwalt** and the production staff worked superbly under pressure to put everything together. Thanks to Executive Editors **John Leader** and **Ken Barnes** for coordination, and special thanks to Assistant Editor **Linda Moshontz**, whose tireless efforts played a key role in this project's completion.

And finally, thanks to you. Your support and suggestions have immeasurably improved these reports, and provide us with the incentive to continue trying to make them more helpful for you in the future.

— Jhan Hiber

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LET YOUR LISTENERS TALK TO A STAR. TOLL-FREE! ON ROCKLINE.

May 4 Joe Walsh Tom Johnston	May 11 Roger Taylor Ted Nugent	May 18 The Doors (Ray Manzarek, Robby Krieger) Frank Zappa	May 25 REO Speedwagon	June 1 Jim Messina Lovember
June 8 Jefferson Starship (Paul Kantner, Craig Chaquico) Cheech & Chong	June 15 Supertramp Gary Wright	June 22 Tom Petty	June 29 Ozzy Osbourne Wendy O. Williams	July 6 Blue Oyster Cult Marty Balin
July 13 Journey Billy Squier	July 20 Stevie Nicks David Lindley	July 27 Allman Brothers Band Kim Carnes	Aug. 3 Jefferson Starship (Grace Slick, Micky Thomas)	Aug. 3 Don Felder Sammy Hagar Black Sabbath
Aug. 10 Mick Fleetwood Poco	Aug. 17 Def Leppard Joe Perry Ramones	Aug. 24 Little Feat Bonnie Raitt Dirt Band	Aug. 31 The Tubes Ian Hunter	Sept. 7 Molly Hatchet

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THE RATINGS INFORMATION GUIDE

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

R&R has continued to make significant improvements in our presentation of ratings information with this report, so a guide toward making the most out of the data should prove helpful. We'll look at each key segment of an individual market breakdown, reviewing the section's construction, the value of its information, and possible applications for managers, programmers, and advertisers.

Market Overview

The overview acts as a verbal supplement to the actual ratings figures. It will inform you of Arbitron-related factors that may have influenced the market's book and supplies details of top station's standings in specific demographics and dayparts. In addition, significant promotions, contests, or ad campaigns in the market are cited.

New York

METRO RANK

1

Spring '81 Market Overview

The repositioning of **WABC**, the return of **Frankie Crocker** on **WBSL**, and the continued consistency of **WLPJ** and **WRFM** highlighted the

noon drive daypart, where it's likely that the return of widely-known personality **Frankie Crocker** to the air, 4-8pm had a positive impact. Frankie's return, or word of it, was largely spread through

To promote the station repositioning, **WABC** spent approximately \$600,000 on TV, compared to about \$150,000 for the previous book. Sub-way signs were also used extensively.

For example, the overview will tell you if a market has undergone its first Quarterly Measurement survey or Expanded Sample Frame usage, and the implications of those moves. If Arbitron received significantly fewer 18-24 male diaries, the overview will mention it. Knowledge of stations' major promotions (or their absence), combined with the detailed information on their music lists available in **R&R**'s weekly editions, will give you a good handle on understanding their ratings performance.

Audience Composition Analysis

These bar graphs simply show the percentage each major demo makes up in the total 12+ audience of an individual station. The graphs provide useful information about a station's audience composition at a glance. The percentage figure at the end of each bar is the percentage of the station's 12+ average quarter-hour audience that demo represents. The 12+ AQH figure is printed just below the bar graph on each station. You'll note that two new figures appear below the 12+ AQH figures for each station.

The time spent listening and turnover figures represent the number of minutes the average listener spends daily with the particular station, and the amount of audience flux within the station in a week. The higher the time spent listening figures, the lower the turnover ratio and vice versa. This data allows you to analyze which stations are best at keeping listeners for relatively long spans and may be helpful to advertisers in deciding how many commercials need to be placed on certain stations to properly reach the audience figures they seek.

The top stations are listed in order of 12+ share rank in the market.

Audience Composition Analysis

AGE	WBSL-FM : B
12-17	19.7X
18-24	26.5X
25-34	30.0X
35-44	11.9X
45-54	5.8X
55+	6.1X
12+ TOTAL	184,800
Mins/Day Listened:	105
Turnover:	10.3

AGE	WRFM-FM : BM
12-17	0.7X
18-24	2.4X
25-34	7.7X
35-44	12.0X
45-54	19.2X
55+	57.1X
12+ TOTAL	122,800
Mins/Day Listened:	110
Turnover:	9.9

AGE	WNBC-AM : R
12-17	18.0X
18-24	14.4X
25-34	27.6X
35-44	24.5X
45-54	7.6X
55+	8.0X
12+ TOTAL	115,000
Mins/Day Listened:	55
Turnover:	19.7

AGE	WINS-AM : N
12-17	1.2X
18-24	3.0X
25-34	11.4X
35-44	14.0X
45-54	20.0X
55+	49.5X
12+ TOTAL	100,300
Mins/Day Listened:	49
Turnover:	21.9

AGE	WPAT-FM : BM
12-17	0.4X
18-24	4.4X
25-34	8.9X
35-44	17.2X
45-54	26.2X
55+	42.0X
12+ TOTAL	88,900
Mins/Day Listened:	74
Turnover:	13.1

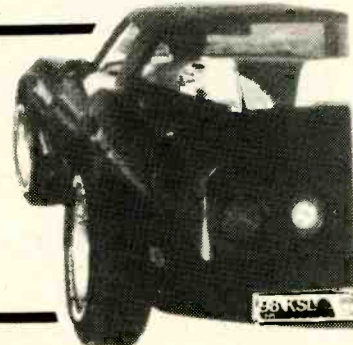
This Media Research Graphics display gives you demographic composition data much more easily than long columns of figures. You can immediately determine the heart of a station's audience. In the example pictured, more than 57% of **WRFM/New York**'s audience falls into the 55+ demo. With a total 12+ AQH figure of 122,800, that means about 70,100 persons fell into that demo in the last book. By translating the percentage figures into numbers, you can compare relative demo strengths between stations as well.

If an AOR station, for example, is excelling in the 18-24 category and show up respectably in 25-34, you may want to examine the music it plays (listed weekly in **R&R**), as a possible guide for the AOR station you manage or program. By comparing music playlists and demographic strengths you can also tell if a station is on target with its music and image or not.

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St. Louis

KDWB AM/FM
Mpls/St. Paul

KHOW AM/FM
Denver

db DOUBLEDAY BROADCASTING CO.
100 Park Avenue, New York, N.Y. 10017

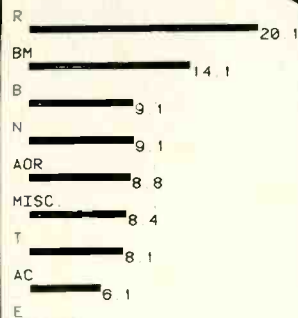
Represented Nationally by RAR and Eastman Radio (KHOW)
Source Spring 1981 Arbitron, Total persons 12+ ACH, 6am-Midnight Total Week
KDWB FM, Richfield, MN. WWWK FM, Granite City/St. Louis

Format Reach Charts

The relative strengths of formats in a market are also displayed in bar graphs in this book, for consistency and an instant comparison. Each format's total percentage of the overall 12+ market audience is listed to the right of its bar. See the Format Codes on this page for your format designations.

The format reach charts are useful to managers, programmers and advertisers interested in how well a particular format scores in their own regions or in others. You can determine whether a format is oversaturated in the market (if Country pulls a 6% share divided among five stations, for example) or where a format is particularly strong.

Format Reach



Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 134 985

	Spring '80	Summer '80	Fall '80	Winter '81	Spring '81
1 WBLS-FM	8.1	WBLS-FM	8.1	WKTU-FM	8.3
2 WKTU-FM	6.7	WKTU-FM	6.2	WBLS-FM	7.1
3 WCRS-AM	5.5	WCRS-AM	5.7	WCRS-AM	6.2
4 WCRS-AM	5.2	WCRS-AM	5.1	WINS-AM	4.9
5 WINS-AM	4.9	WINS-AM	4.7	WCRS-AM	4.8
6 WRFB-FM	4.7	WRFB-FM	4.7	WCRS-AM	4.7
7 WABC-AM	4.5	WINS-AM	4.6	WRFB-FM	4.3
8 WABC-AM	4.1	WABC-AM	4.2	WPAT-FM	3.9
9 WPLJ-FM	3.9	WPLJ-FM	4.2	WPLJ-FM	3.7
10 WPAT-FM	3.4	WPAT-FM	3.9	WABC-AM	3.6
11 WNEW-AM	3.1	WNEW-AM	3.1	WYNY-FM	3.2

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	M	Mon-Sun 6AM-Mid	M
1 WPLJ-FM	1 WBLS-FM	1 WKTU-FM	1 WBLS-FM
2 WBLS-FM	2 WKTU-FM	2 WABC-AM	2 WKTU-FM
3 WKTU-FM	3 WYNY-FM	3 WNBC-AM	3 WNBC-AM

Share Trends & Demographics

Under Share Trends, all stations showing up in the Arbitron survey's 12+ listings are shown in the order of their market standings. For comparison purposes, previous ratings beginning with April/May '80 are listed to the left of the current figures. The Demographics section lists the top three stations in men and women 18-34 and 25-54.

These printouts from Market-Buy-Barket are the basic information from which you can build a comprehensive ratings picture, by combining the more specific information provided in the Audience Composition Analysis and market overviews and the music listings and news of format changes, ownership shifts, and contest/promotion highlights found in the pages of **R&R** every week. The data for previous surveys add historical perspective and an easy basis for comparison of ratings performances.

By applying the information found in the **Ratings Report** and **R&R**, you can easily gain the perspective you need for evaluating your own station's performance, your competitors', the showings of stations with similar formats across the nation, or (for advertisers) the best buys in a specific demographic, location or format. We trust you'll find our listings helpful in a variety of ways.

FORMAT CODES

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

FORMAT LEGEND

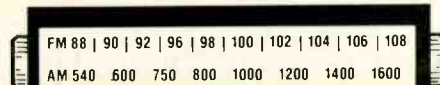
A-AOR, AC-Adult Contemporary, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, E-Easy Listening, J-Jazz, M-Miscellaneous, N-News, O-Oldies, R-Contemporary Hit Radio, RL-Religious, S-Spanish, T-Talk.

"Miscellaneous" refers to all listening that Arbitron was unable to credit to a commercial station — listening to noncommercial stations or diary entries to a specific station. Miscellaneous can also refer to stations with eclectic formats.

MARKET OVERVIEWS

The information featured in the market overviews for the top 50 markets is obtained from a variety of sources, including the stations themselves. **R&R** reserves the right to exercise editorial judgment regarding which stations are mentioned in the overviews and the information cited in each market. Every effort has been made to provide the highest quality information and data for your perusal.

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THE MUSIC AMERICA
HEARS MOST.

BOOTHS 113/115

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The spring Arbitron numbers show that for the second straight year more than 85% of the H&H clientele improved their key Arbitron numbers. They did so by using the following unique combination of services that make H&H the only firm of its kind in the industry . . .

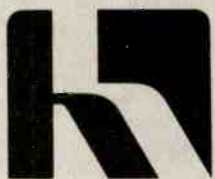
MARKET RESEARCH: Focus groups and telephone surveys that position a station for ratings payoff. H&H does not engage in vague perceptual studies — as some research groups do — that don't show up in the Arbitron.

STRATEGY SEMINAR: An all-day marketing and promotion seminar that gears a station's survey plans to the workings of Quarterly Measurement. Seminar features Jhan Hiber, who was instrumental in the implementation of QM during his tenure at Arbitron.

POST-SURVEY MANAGEMENT ANALYSIS: The industry's standard when it comes to diary reviews. The H&H staff of radio personnel and ex-Arbitron pros — as opposed to office temporaries used by other firms — has already dug out Arbitron errors amounting to hundreds of quarter-hours this spring. We can find out the reality of your book too. Our advanced computerized analyses and summary report complete the PSMA package.

SALES STAFF/AD AGENCY SEMINARS: We work with your sales staff to make sure you get all the \$\$\$ you can from the numbers we've helped you achieve. We also position our clients as sales/research leaders by addressing ad communities on Arbitron nuances. Hundreds of ad agency and advertiser personnel have attended H&H seminars, with resultant sales payoff for our clients.

Let H&H put our full-service philosophy to work for you. Call or write for information on market availability, and for our references. Let's get working soon to help your numbers and your bottom line!



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Regional Format Flow Comparisons

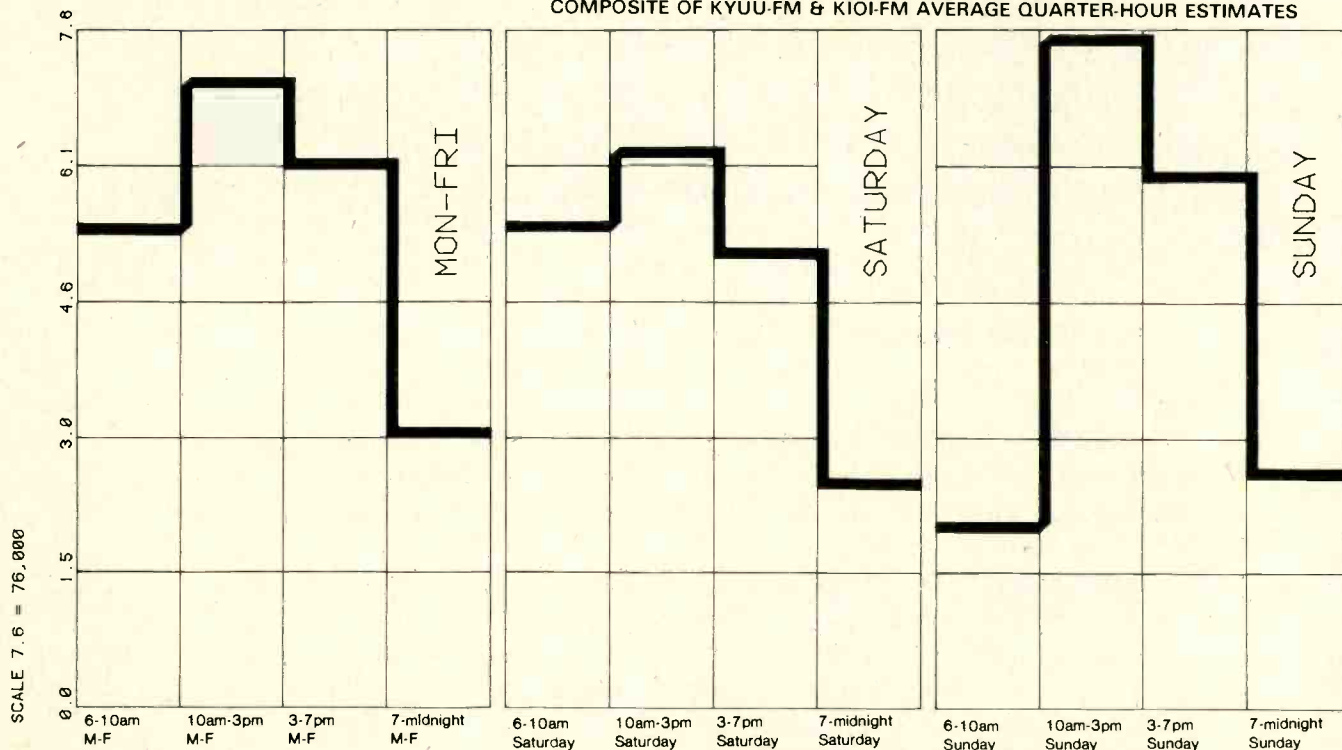
In searching for a graphic way to show broadcasters and advertisers how listening differs by format and geography, we're introducing our new audience flow charts, broken out by

major dayparts. There are charts for each of the seven major formats, showing how listening varies Monday-Friday, Saturday, and Sunday.

Adult/Contemporary

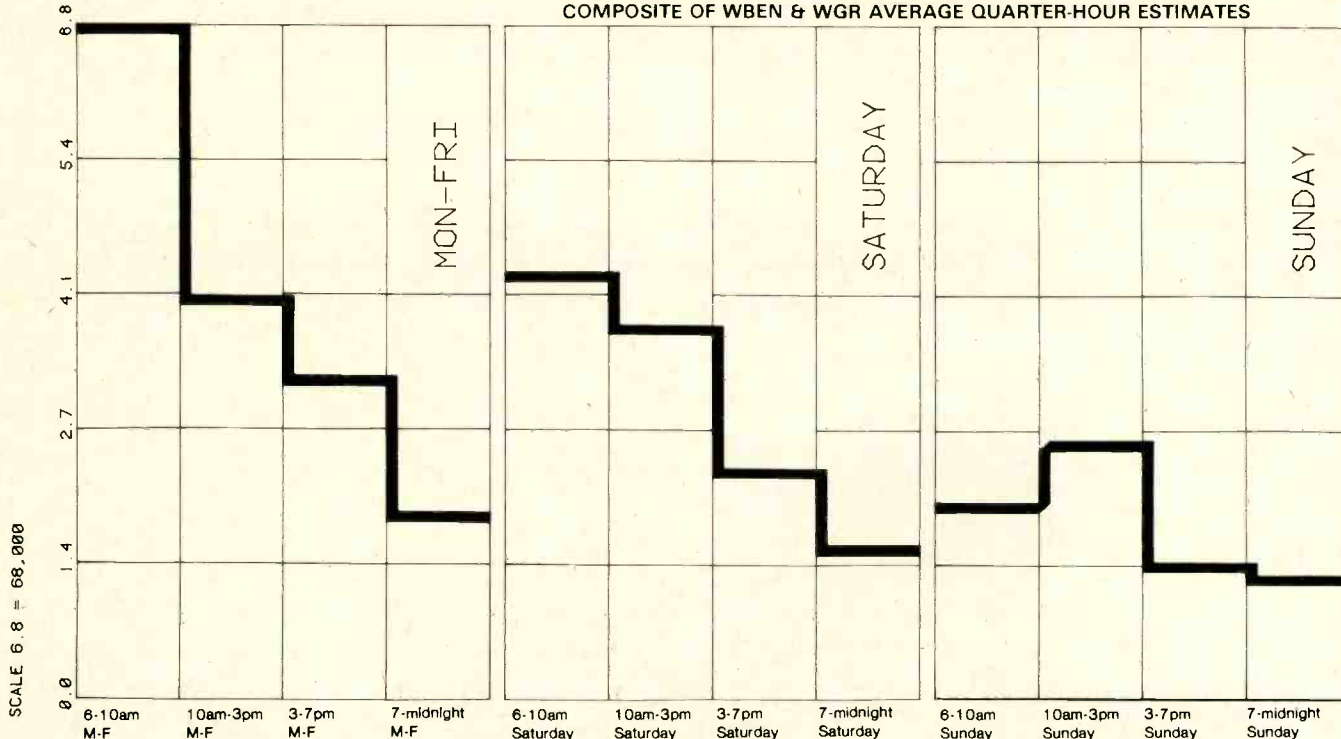
SAN FRANCISCO METRO

SPRING 1981 AUDIENCE FLOW — ADULTS 18+
MONDAY-FRIDAY/SATURDAY/SUNDAY DAYPARTS
COMPOSITE OF KYUU-FM & KIOI-FM AVERAGE QUARTER-HOUR ESTIMATES



BUFFALO METRO

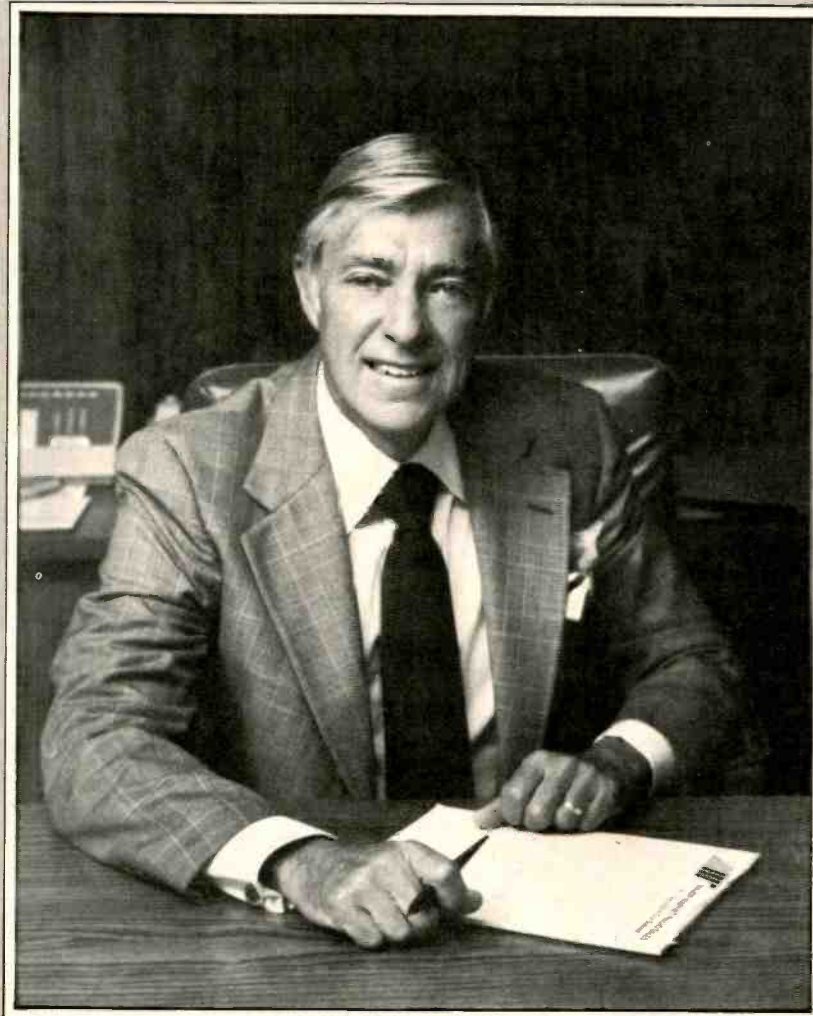
SPRING 1981 AUDIENCE FLOW — ADULTS 18+
MONDAY-FRIDAY/SATURDAY/SUNDAY DAYPARTS
COMPOSITE OF WBEN & WGR AVERAGE QUARTER-HOUR ESTIMATES



ARBITRON ESTIMATES — SUBJECT TO PUBLISHED LIMITATIONS.

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and resourceful, in short, they get results."**



**Ed Winton President
WWBA-FM/WWLF-AM
Tampa/St. Petersburg**



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Here's how the charts and comparisons were set up:

- Each of the seven formats is represented by two geographically diverse markets. One of the markets is a top ten metro, the other a market ranked 11-50.
- Each of the 14 markets selected is represented by two stations, and the graphed listening levels represent a total

of the quarter-hour numbers for the two stations.

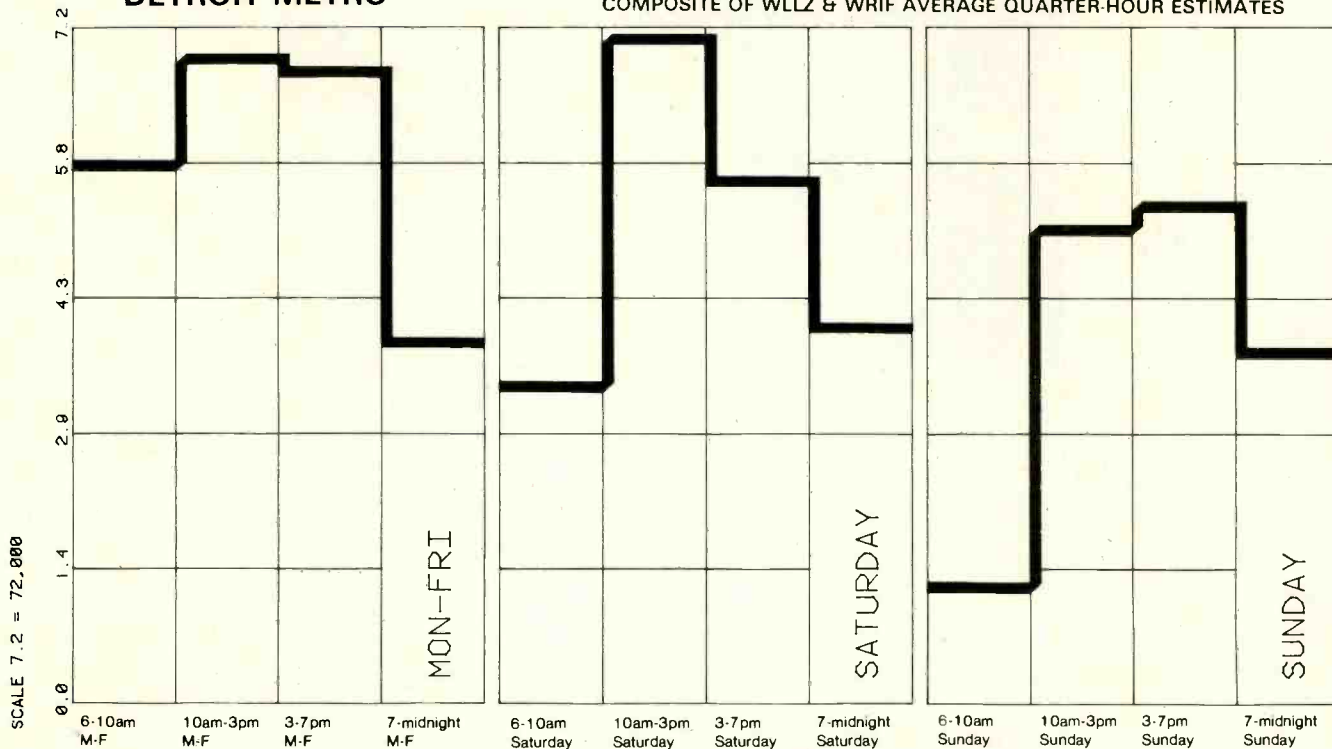
- 12 dayparts are represented: 6-10am, 10am-3pm, 3-7pm, and 7pm-midnight for Monday-Friday, Saturday, and Sunday.

- Breakouts are on the basis of average quarter-hour numbers for adults 18+ for the relevant stations.



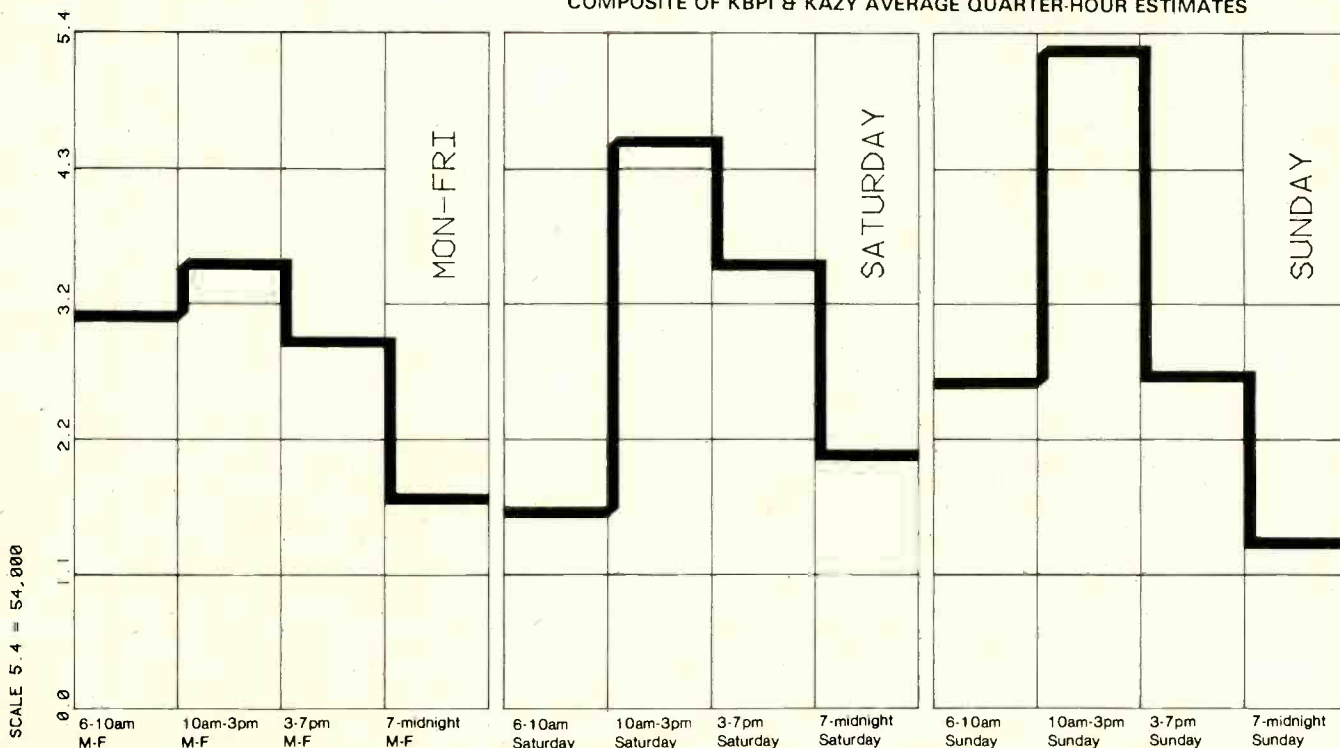
DETROIT METRO

SPRING 1981 AUDIENCE FLOW — ADULTS 18+
MONDAY-FRIDAY/SATURDAY/SUNDAY DAYPARTS
COMPOSITE OF WLLZ & WRIF AVERAGE QUARTER-HOUR ESTIMATES



DENVER METRO

SPRING 1981 AUDIENCE FLOW — ADULTS 18+
MONDAY-FRIDAY/SATURDAY/SUNDAY DAYPARTS
COMPOSITE OF KBPI & KAZY AVERAGE QUARTER-HOUR ESTIMATES





**YOU'RE
GOING
TO LOVE
ABC'S NEW
"DIRECTION"**

ABC DIRECTION RADIO NETWORK
STOP BY AND SEE US AT THE NAB.
SUITE 3609-10, THE CHICAGO HYATT

Some interesting information can be gleaned from the graphs. For example, listening to Easy Listening and Country stations appears to be congruent throughout regions and

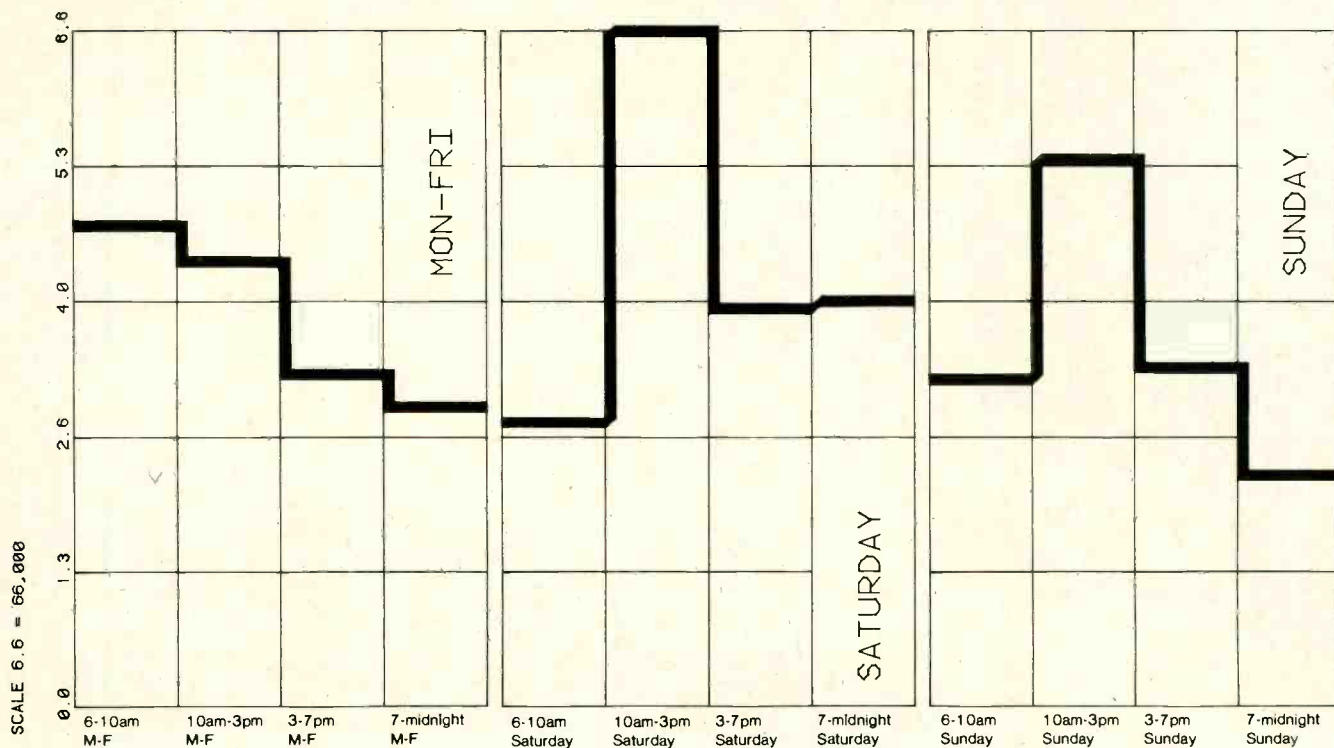
dayparts, while the other major formats show some diversity.

Using the daypart flow information can give advertisers clues as to placement of their media buys. Likewise, broad-

Black Radio

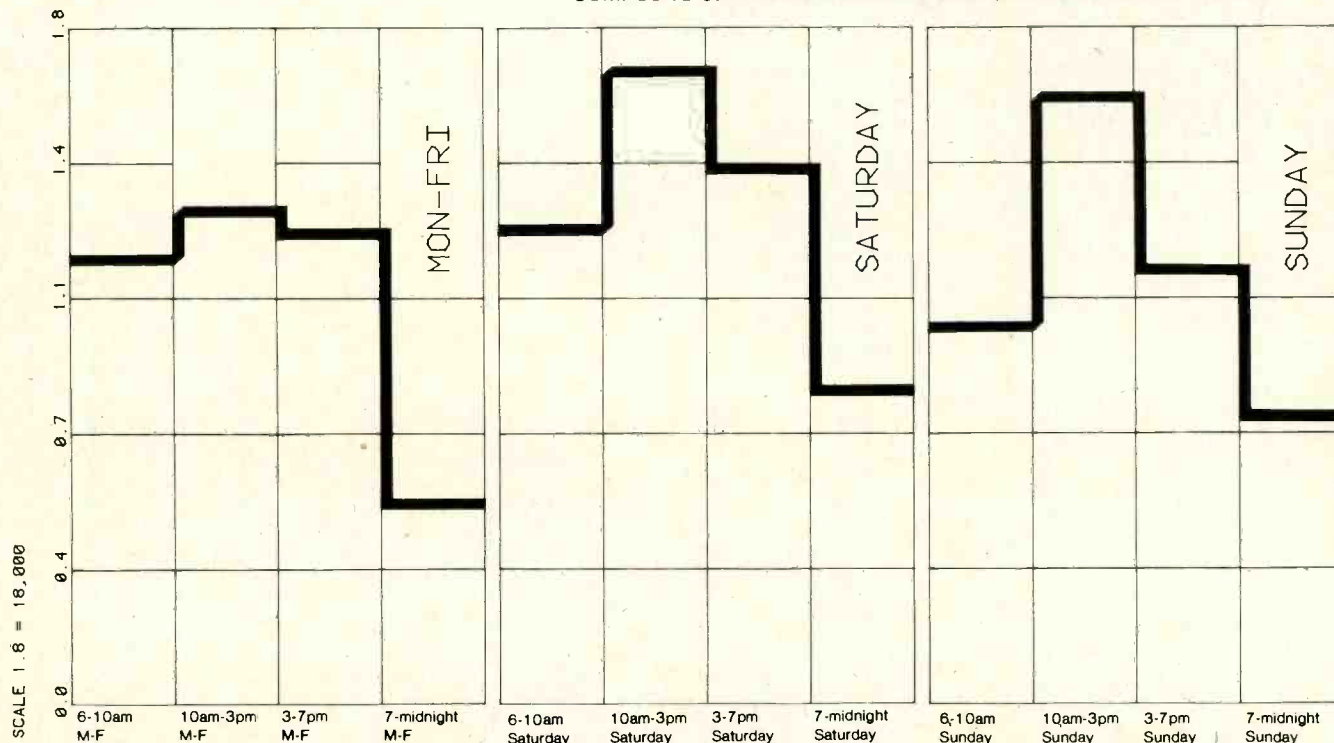
WASHINGTON, DC METRO

SPRING 1981 AUDIENCE FLOW — ADULTS 18+
MONDAY-FRIDAY/SATURDAY/SUNDAY DAYPARTS
COMPOSITE OF WHUR & WKYS AVERAGE QUARTER-HOUR ESTIMATES



MEMPHIS METRO

SPRING 1981 AUDIENCE FLOW — ADULTS 18+
MONDAY-FRIDAY/SATURDAY/SUNDAY DAYPARTS
COMPOSITE OF WDIA & WHRK AVERAGE QUARTER-HOUR ESTIMATES



**WE
HAVE
SEEN
THE
FUTURE
AND IT
ROCKS!**

ABC ROCK RADIO NETWORK

See for yourself at the NRBA Suite 1062-63, the Fountainebleau

casters can use the data to see how their flows match similar stations in their part of the country, as well as see dramatically where there is softness in audience appeal. Does your station's weak daypart differ from others airing the same

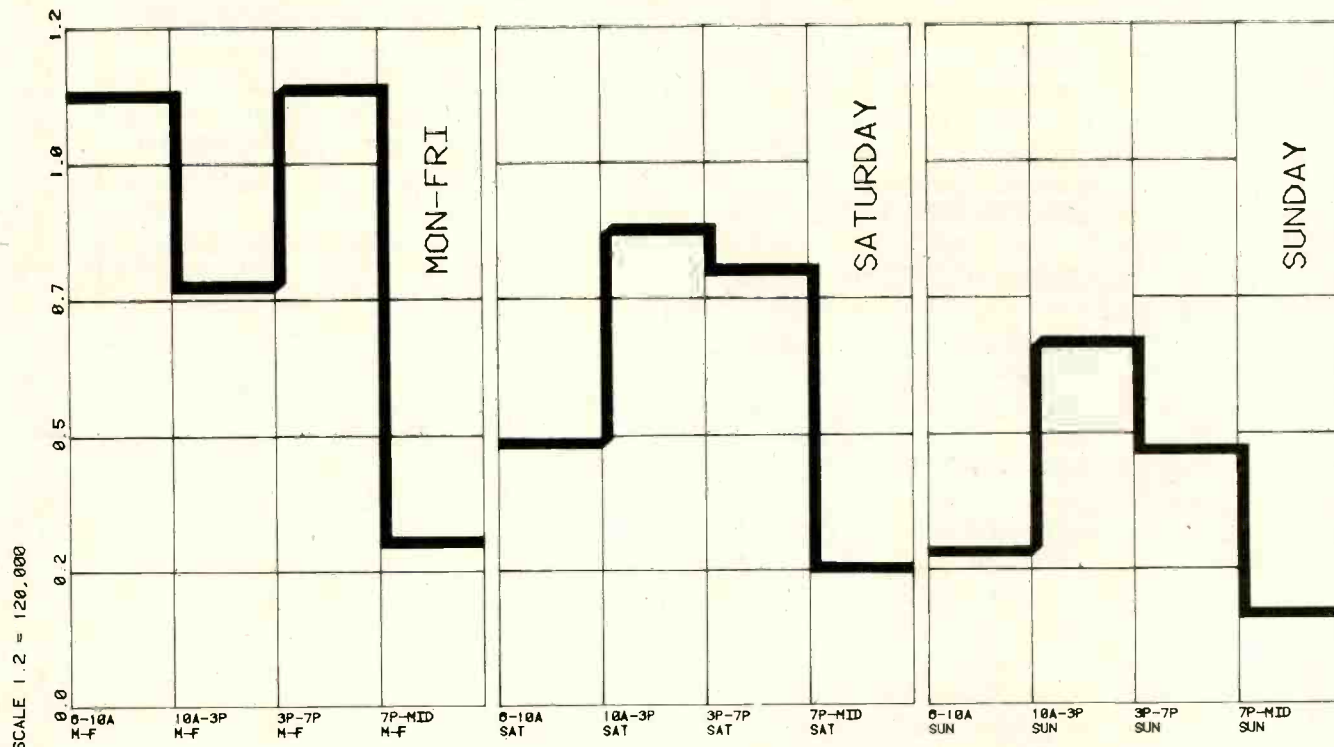
sound?

While the charts we show here can't be comprehensive or detail every market, you can analyze your metro to see how your stations stack up in a similar daypart analysis.

CONTEMPORARY HIT RADIO

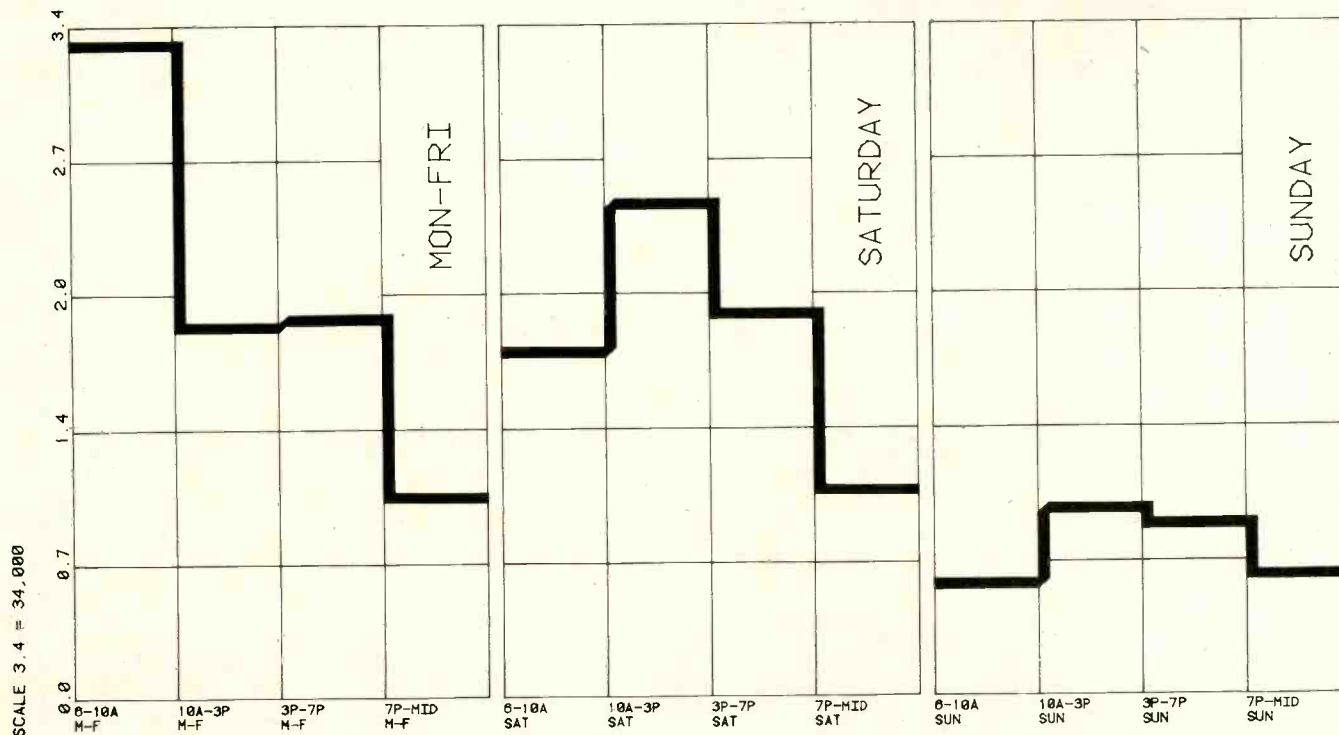
CHICAGO METRO

SPRING 1981 AUDIENCE FLOW — ADULTS 18+
MONDAY-FRIDAY/SATURDAY/SUNDAY DAYPARTS
COMPOSITE OF WLS & WLS-FM AVERAGE QUARTER-HOUR ESTIMATES



BIRMINGHAM METRO

SPRING 1981 AUDIENCE FLOW — ADULTS 18+
MONDAY-FRIDAY/SATURDAY/SUNDAY DAYPARTS
COMPOSITE OF WSGN & WKXX AVERAGE QUARTER-HOUR ESTIMATES



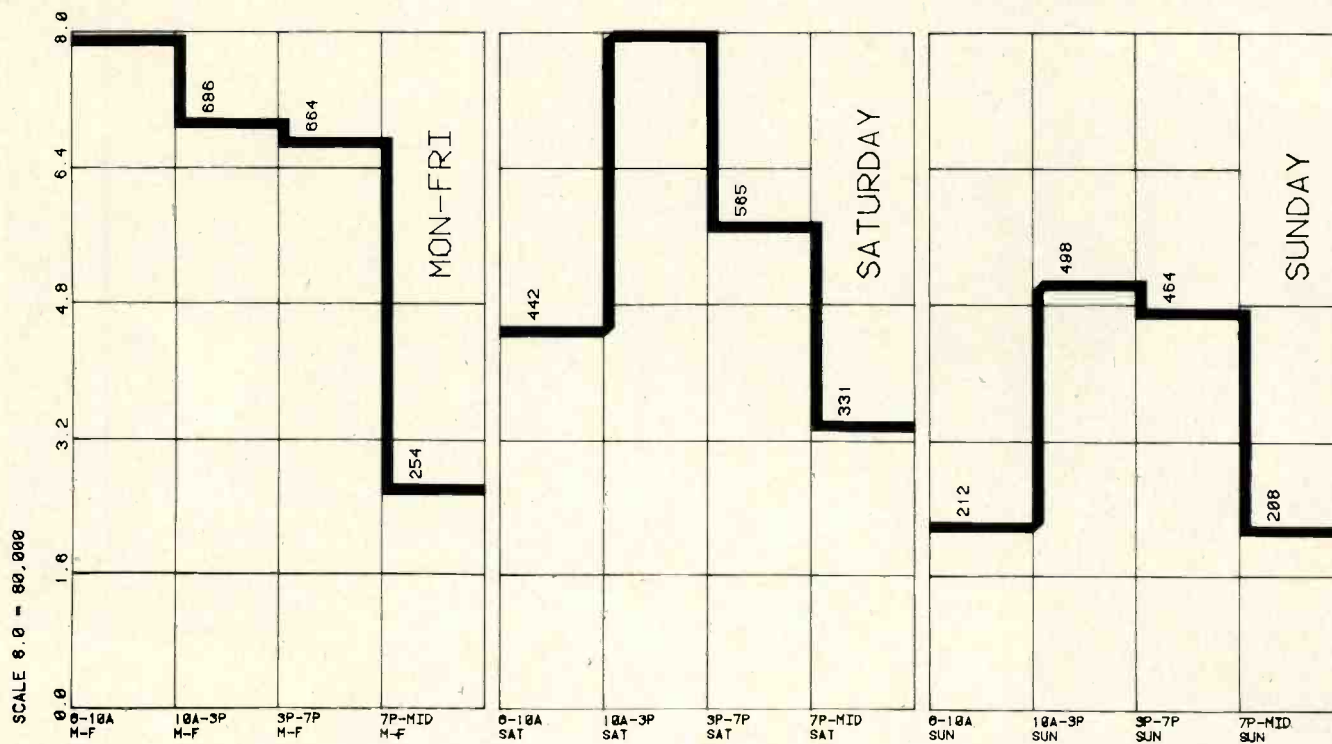
OUR ARTISTS ARE ALL OVER THE DIAL!





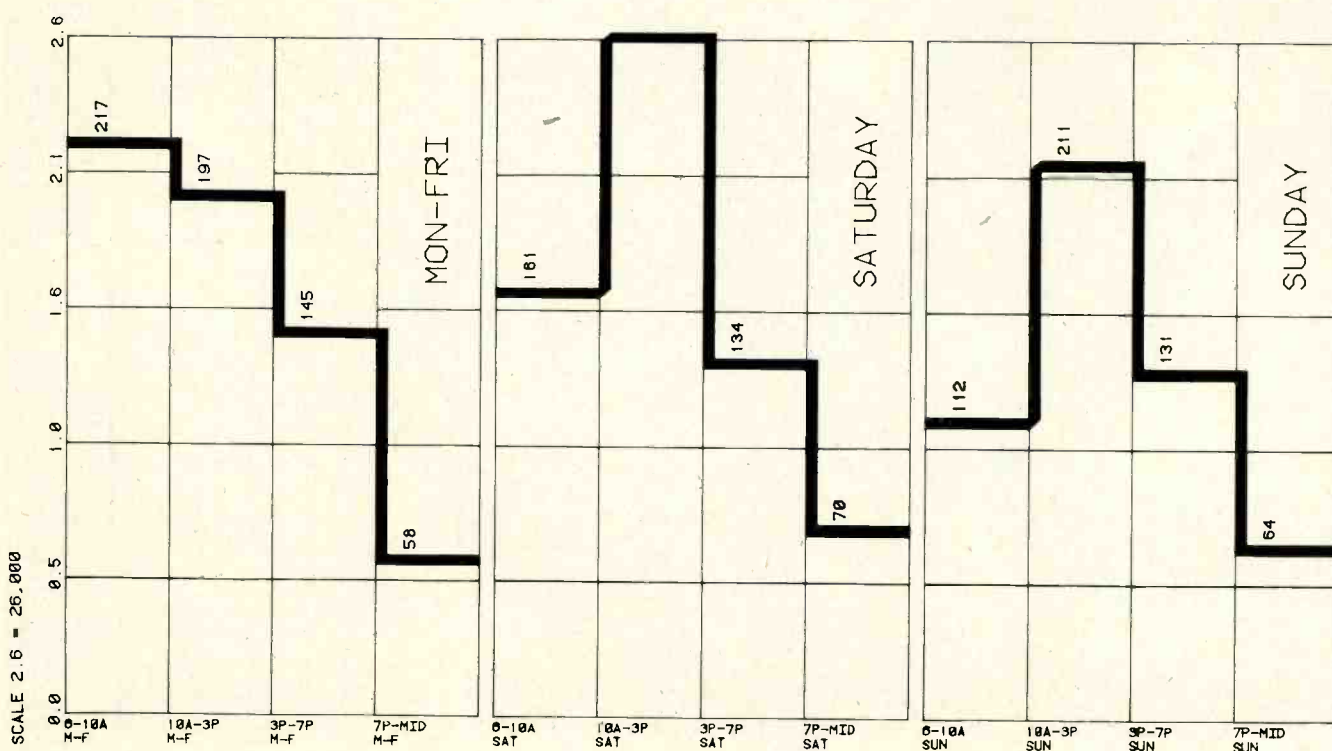
HOUSTON-GALVESTON METRO

SPRING 1981 AUDIENCE FLOW — ADULTS 18+
 MONDAY-FRIDAY/SATURDAY/SUNDAY DAYPARTS
 COMPOSITE OF KIKK-FM & KILT-FM AVERAGE QUARTER-HOUR ESTIMATES



PORTLAND, OR METRO

SPRING 1981 AUDIENCE FLOW — ADULTS 18+
 MONDAY-FRIDAY/SATURDAY/SUNDAY DAYPARTS
 COMPOSITE OF KYTE & KWJJ AVERAGE QUARTER-HOUR ESTIMATES



THE CRITICS ARE UNANIMOUS

ECHOES: INSIDE THE MUSIC PROCESS

"...will enlighten, startle and stagger the mind."

• *Cash Box*

"It's a meticulously produced, arduously researched, in depth documentary look at the music industry that in addition to music has enough culturally related content to more than fill a scholarly volume about the subject. In a nutshell, the program is extremely ambitious."

• *Mike Harrison*
Billboard

"A new radio show hits the marketplace with probably more truth about music and its business than any show in history."

• *Radio Report*



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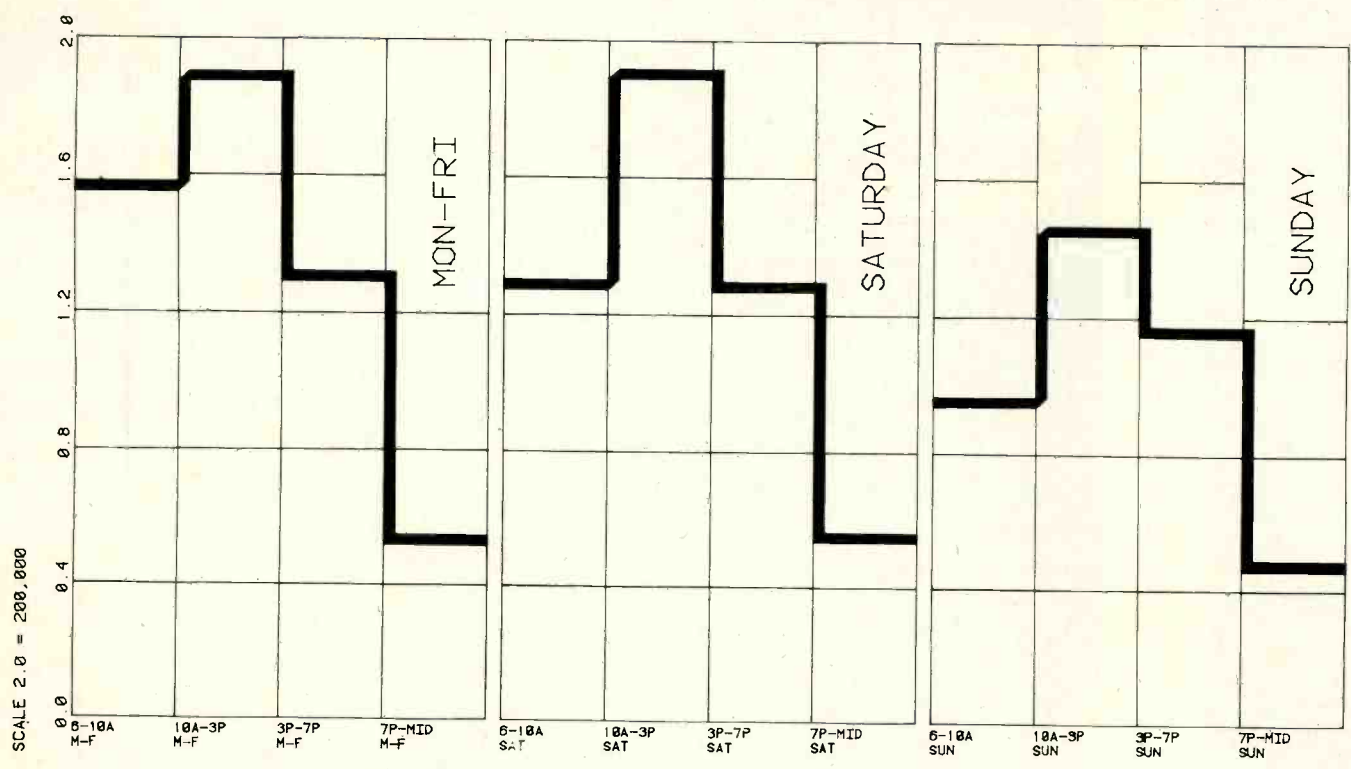
Ron Nickell, President
Allen Collier, General Sales Manager

Produced for N.K.R. By Brown Bag Productions — Robert Lee & Michael Lee, Producers — Michael Lee, Writer.

EASY LISTENING RADIO

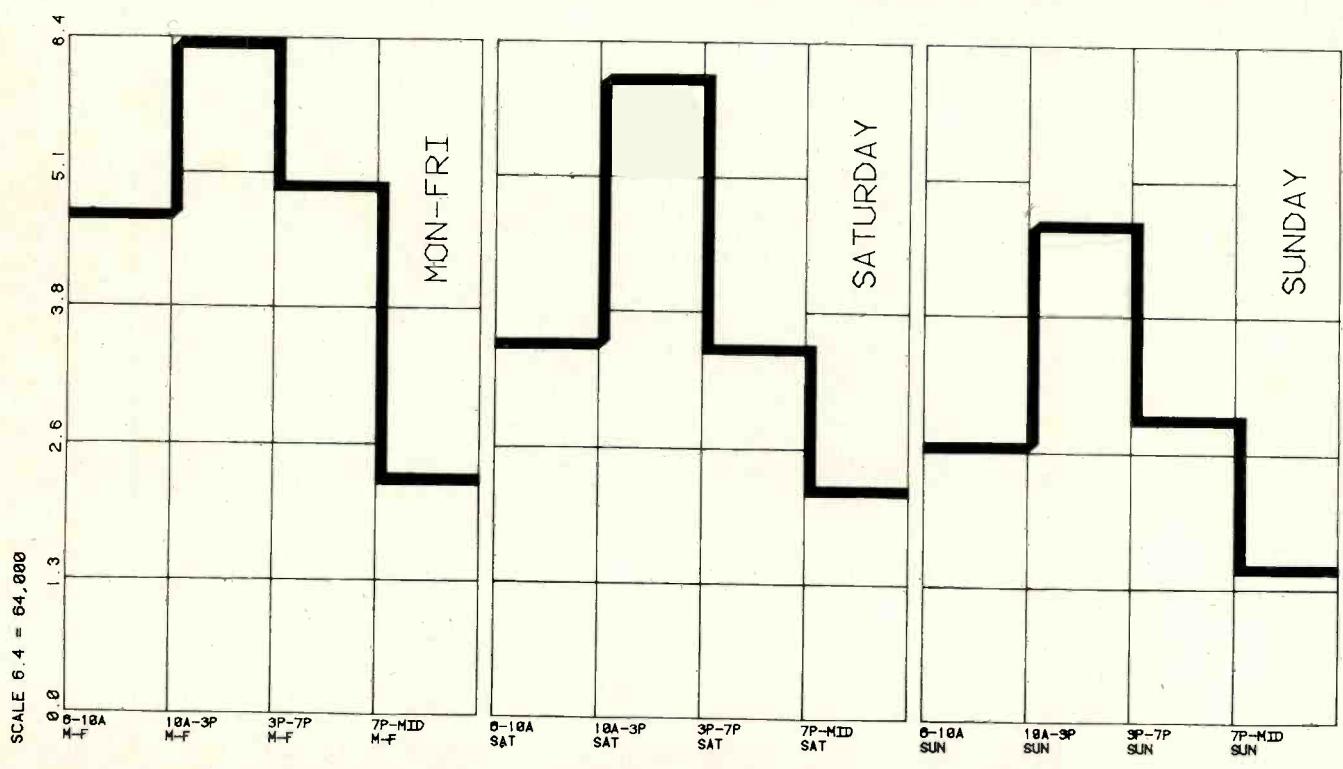
LOS ANGELES METRO

SPRING 1981 AUDIENCE FLOW — ADULTS 18+
 MONDAY-FRIDAY/SATURDAY/SUNDAY DAYPARTS
 COMPOSITE OF KBIG & KJOI AVERAGE QUARTER-HOUR ESTIMATES



CLEVELAND METRO

SPRING 1981 AUDIENCE FLOW — ADULTS 18+
 MONDAY-FRIDAY/SATURDAY/SUNDAY DAYPARTS
 COMPOSITE OF WQAL & WDOK AVERAGE QUARTER-HOUR ESTIMATES





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K-101	San Francisco
WDRQ	Detroit
WOKY	Milwaukee

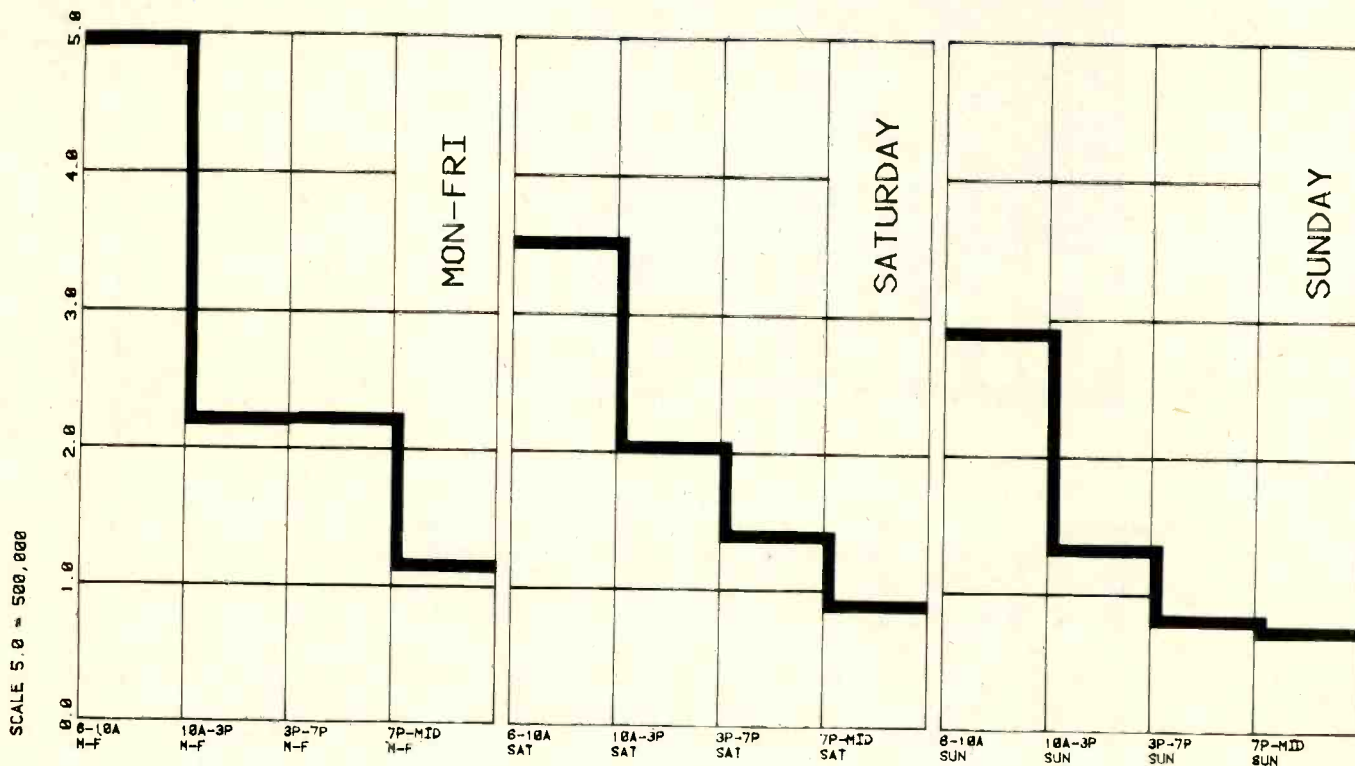
John Bayliss, president; Russ Wittberger, executive vice president; Al Casey, national program director; Frank DeFrancesco, vice president, controller.

Charter Broadcasting, 2399 Camino del Rio South, Suite 100, San Diego, CA 92108 (714) 298-3390.

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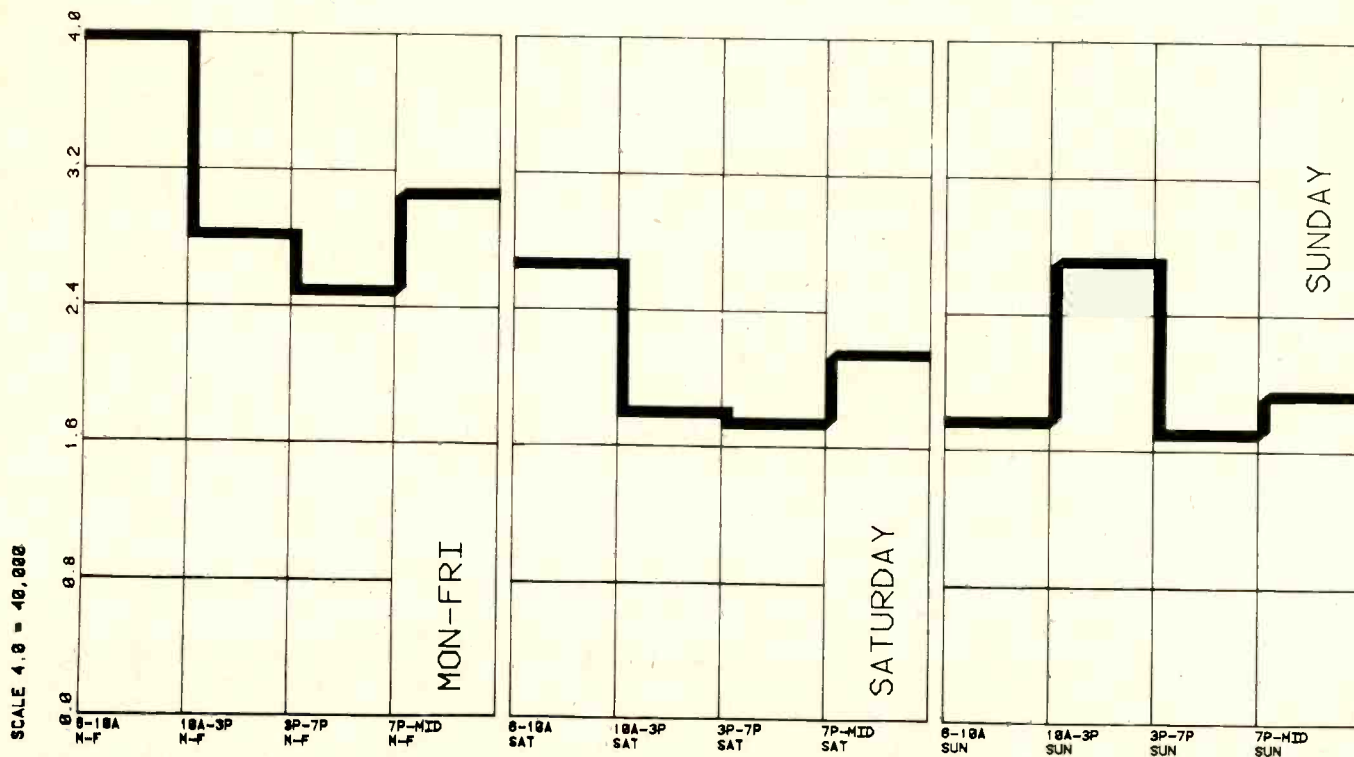
NEW YORK METRO

SPRING 1981 AUDIENCE FLOW — ADULTS 18+
MONDAY-FRIDAY/SATURDAY/SUNDAY DAYPARTS
COMPOSITE OF WCBS & WINS AVERAGE QUARTER-HOUR ESTIMATES

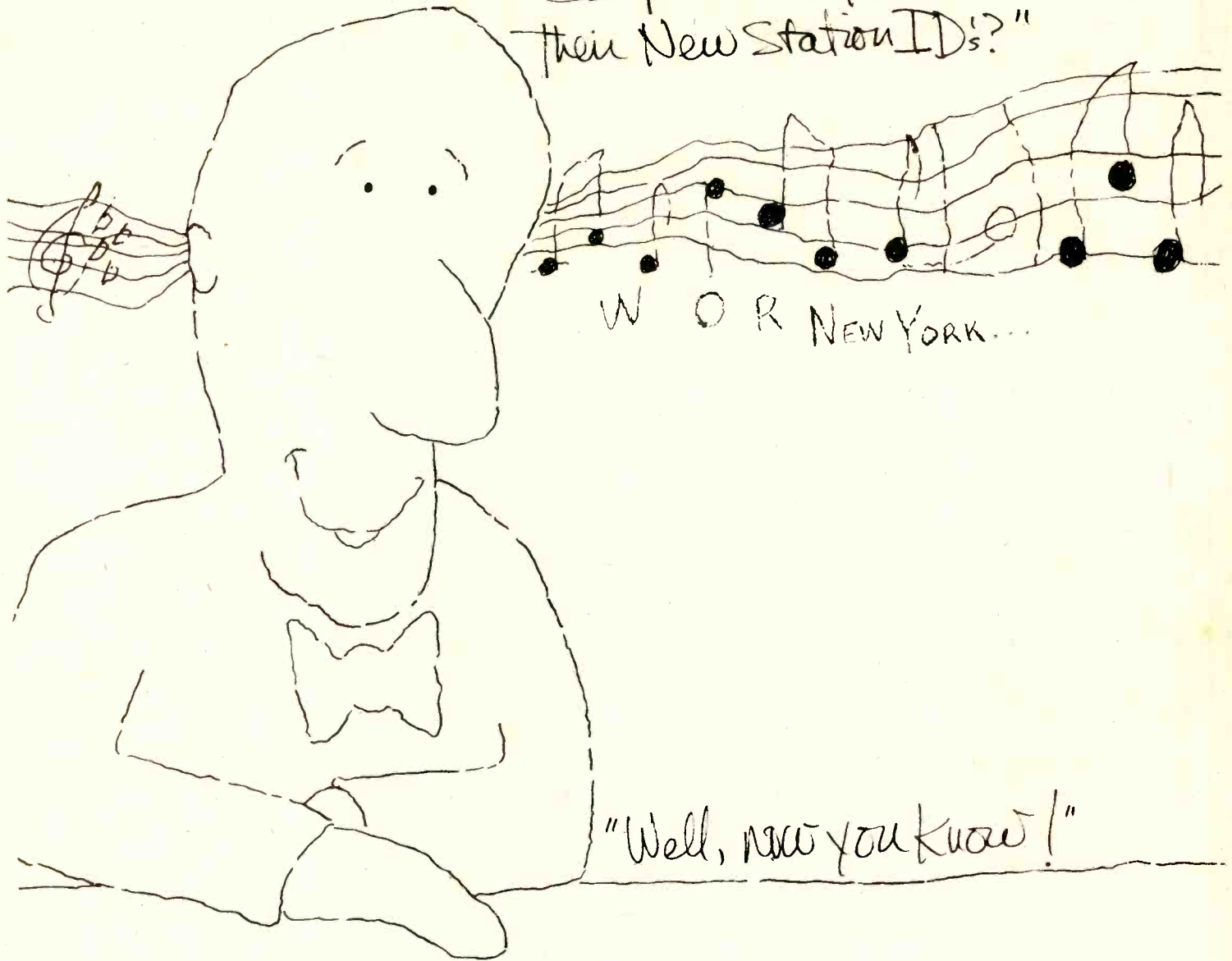


MIAMI METRO

SPRING 1981 AUDIENCE FLOW — ADULTS 18+
MONDAY-FRIDAY/SATURDAY/SUNDAY DAYPARTS
COMPOSITE OF WINZ & WNNW AVERAGE QUARTER-HOUR ESTIMATES



"Did you know that WOR,
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Albany-Schenectady-Troy

METRO RANK

50

Spring '81 Market Overview

It's no surprise that **WGY** continued to lead the Albany metro in overall standings, but a newsworthy event occurred when **WPYX** entered the double digit realm this sweep.

WGY scored well in a broad number of demo combinations, due to the well-balanced 25-54 skew the station has achieved (see audience

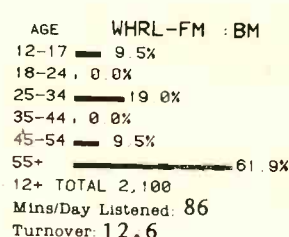
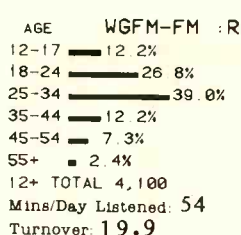
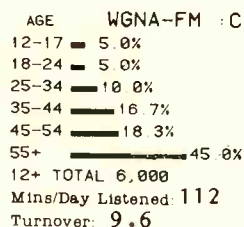
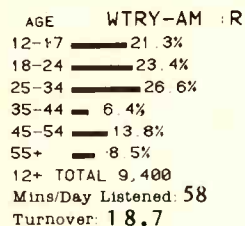
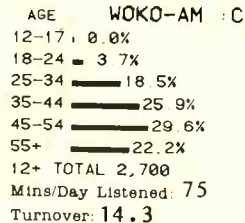
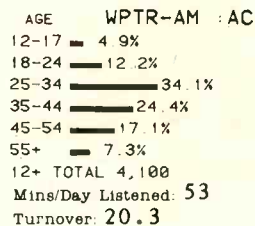
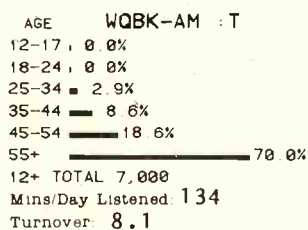
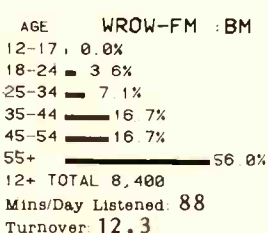
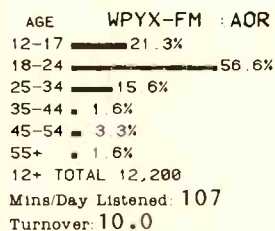
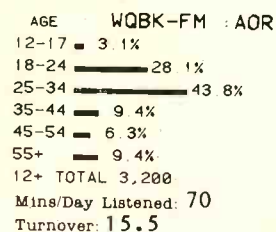
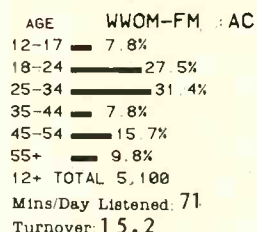
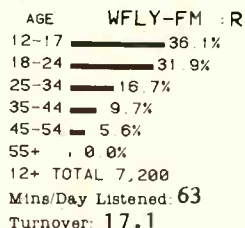
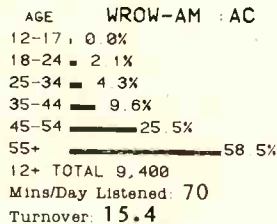
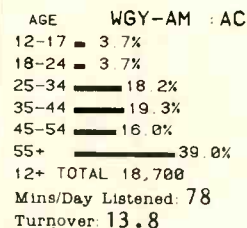
composition graph below).

WPYX, an AOR, led men 18-34 this sweep and improved its female demos also. Dayparts with the biggest increases for WPYX were middays, PM drive and evenings. WPYX features a **Burkhart-Abrams** Superstars format, and the station promoted its sound through TV, bumper stickers, and on-air giveaways such as motorcycles and con-

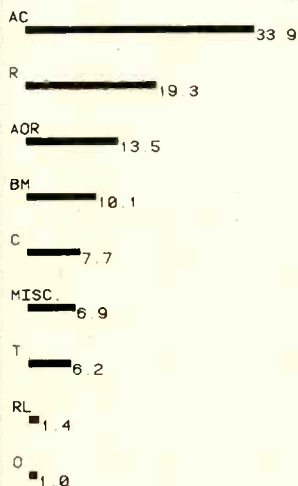
cert tickets. Besides improving its 18-34 numbers, WPYX also rose in teens, tying **WFLY** with just over a 25 share.

In its first Quarterly Measurement of the Albany area, Arbitron received slightly more usable diaries than in the past. Buyers and broadcasters can thus feel confident about the validity of the estimates.

Audience Composition Analysis



Format Reach



Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 6667

	Spring '80	Fall '80	Spring '81
1 WGY -AM	19.6	WGY -AM	16.7 WGY -AM(AC) 16.4
2 WFLY-FM	10.2	WROW-AM	10.2 WPYX-FM(A) 10.7
3 WROW-AM	9.7	WROW-FM	10.0 WTRY-AM(R) 8.3
4 WROW-FM	7.1	WTRY-AM	8.4 WROW-AM(AC) 8.3
5 WTRY-AM	6.8	WFLY-FM	7.1 WROW-FM(BM) 7.4
6 WQBK-AM	5.9	WPYX-FM	6.2 WFLY-FM(R) 6.3
7 WPYX-FM	5.2	WQBK-AM	6.2 WQBK-AM(T) 6.2
8 WPTR-AM	4.9	WGNA-FM	4.3 WGNA-FM(C) 5.3
9 WQBK-FM	4.7	WWOM-FM	3.9 WWOM-FM(AC) 4.5
10 WGNA-FM	4.7	WGFM-FM	3.8 WPTR-AM(AC) 3.6
11 WGFM-FM	4.1	WPTR-AM	3.1 WGFM-FM(R) 3.6
12 WWOM-FM	3.1	WHRL-FM	2.6 WQBK-FM(A) 2.8
13 WHRL-FM	1.9	WQBK-FM	2.4 WOKO-AM(C) 2.4
14 WCSS-AM	1.5	WCSS-AM	2.3 WHRL-FM(BM) 1.8

15 WKAJ-AM	0.9	WOKO-AM	1.5	WCSS-AM(AC)	1.1
16 WOKO-AM	0.8	WKAJ-AM	0.8	WKAJ-AM(R)	1.1
17 WABY-AM	0.7	WJIV-FM	0.8	WWWD-AM(O)	1.0
18 WKOL-AM	0.6	WASM-FM	0.5	WASM-FM(BM)	0.9
19 WWWD-AM	0.4	WYLR-FM	0.5	WMYL-AM(M)	0.8
20		WHAZ-AM	0.5	WRCK-FM(M)	0.5
21		WABY-AM	0.4	WABY-AM(RL)	0.5
22		WWWD-AM	0.4	WJIV-FM(RL)	0.5
23				WHAZ-AM(RL)	0.4

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	F	Mon-Sun 6AM-Mid	F
1 WPYX-FM	1	WPYX-FM	1
2 WGY -AM	2	WTRY-AM	2
3 WQBK-FM	3	WGY -AM	3
		WROW-FM	3
		WROW-FM	3

Anaheim-Santa Ana-Garden Grove

METRO RANK

18

Spring '81 Market Overview

Last spring when Quarterly Measurement was introduced to the Orange County area, the market in-tab was 1774. This year Arbitron got back just over 1100 usable diaries. In all likelihood, this means the returns this QM sweep are less stable than in the previous year. For example, last spring there were 297 diaries used for adults 18-24, while this spring 40% fewer, 179, were received and used. Fewer in-tab diaries means higher cume values for those that were obtained,

resulting in less reliable estimates. Keeping these vagaries in mind, let's review the findings.

Baseball did seem to help KABC (Dodgers) and KMPC (Angels), as they posted not only higher numbers than in the fall sweep but also better shares than last spring. KMET rebounded strongly from a lackluster fall showing to top last spring's figures and emerge as the top station in Orange County this sweep. The AOR kingpin achieved a teen share just under the 17-level, while it topped men 18-34 and ranked third among women in that

demo.

AOR competitor KLOS picked up steam, scoring its third straight up book in the Anaheim metro. KMET and KLOS have virtually identical teen proportions, but KMET has a higher percentage of its listeners in the 35-44 demo.

Among the Orange County stations, KEZY emerged as the leader, but KIKF posted the biggest increase. KIKF enjoyed notable gains among men 25-44, especially in midday and PM drive. KEZY led the locals in teens.

Audience Composition Analysis

AGE	KMET-FM : AOR
12-17	22.3%
18-24	35.1%
25-34	31.2%
35-44	10.4%
45-54	1.0%
55+	0.0%
12+ TOTAL	20,200

Mins/Day Listened: 79
Turnover: 13.7

AGE	KABC-AM : T
12-17	2.0%
18-24	3.6%
25-34	11.2%
35-44	17.3%
45-54	21.4%
55+	44.4%
12+ TOTAL	19,600

Mins/Day Listened: 74
Turnover: 14.6

AGE	KBIG-FM : BM
12-17	1.3%
18-24	6.4%
25-34	19.2%
35-44	16.0%
45-54	25.0%
55+	32.1%
12+ TOTAL	15,600

Mins/Day Listened: 66
Turnover: 16.4

AGE	KLOS-FM : AOR
12-17	21.5%
18-24	49.6%
25-34	23.1%
35-44	4.1%
45-54	1.7%
55+	0.0%
12+ TOTAL	12,100

Mins/Day Listened: 52
Turnover: 20.6

AGE	KMPC-AM : T
12-17	4.5%
18-24	5.5%
25-34	12.7%
35-44	14.5%
45-54	27.3%
55+	35.5%
12+ TOTAL	11,000

Mins/Day Listened: 59
Turnover: 18.4

AGE	KFI-AM : R
12-17	10.3%
18-24	14.0%
25-34	19.6%
35-44	33.6%
45-54	14.0%
55+	8.4%
12+ TOTAL	10,700

Mins/Day Listened: 55
Turnover: 19.5

AGE	KNX-FM : AOR
12-17	1.0%
18-24	30.1%
25-34	45.6%
35-44	19.4%
45-54	2.9%
55+	1.0%
12+ TOTAL	10,300

Mins/Day Listened: 73
Turnover: 14.7

AGE	KRTH-FM : R
12-17	3.0%
18-24	22.2%
25-34	44.4%
35-44	21.2%
45-54	7.1%
55+	2.0%
12+ TOTAL	9,900

Mins/Day Listened: 63
Turnover: 17.0

AGE	KNX-AM : N
12-17	0.0%
18-24	2.3%
25-34	10.2%
35-44	10.2%
45-54	17.0%
55+	80.2%
12+ TOTAL	8,800

Mins/Day Listened: 46
Turnover: 16.4

AGE	KLAC-AM : C
12-17	3.4%
18-24	3.4%
25-34	2.3%
35-44	38.6%
45-54	17.0%
55+	35.2%
12+ TOTAL	8,800

Mins/Day Listened: 66
Turnover: 23.3

AGE	KHTZ-FM : AC
12-17	3.5%
18-24	24.7%
25-34	45.9%
35-44	21.2%
45-54	3.5%
55+	1.2%
12+ TOTAL	8,500

Mins/Day Listened: 66
Turnover: 16.3

AGE	KFWB-AM : N
12-17	1.2%
18-24	1.2%
25-34	13.1%
35-44	19.0%
45-54	17.9%
55+	47.6%
12+ TOTAL	8,400

Mins/Day Listened: 41
Turnover: 26.2

AGE	KJOI-FM : BM
12-17	0.0%
18-24	2.4%
25-34	3.6%
35-44	14.3%
45-54	42.9%
55+	36.9%
12+ TOTAL	8,400

Mins/Day Listened: 63
Turnover: 17.3

AGE	KOST-FM : BM
12-17	2.5%
18-24	0.0%
25-34	13.8%
35-44	26.3%
45-54	23.8%
55+	33.8%
12+ TOTAL	8,000

Mins/Day Listened: 84
Turnover: 12.9

Format Reach

AOR	24.1
R	18.0
BM	14.8
T	11.4
C	7.9
N	6.4
MISC	6.2
AC	5.5
RL	2.9
J	1.4
CL	1.0
S	0.4

Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 16046

	Spring '80	Fall '80	Spring '81
1 KBIG-FM	7.9	KBIG-FM	7.3
2 KMET-FM	7.2	KLAC-AM	5.4
3 KABC-AM	5.8	KFI-AM	5.1
4 KRTH-FM	5.1	KJOI-FM	5.0
5 KLAC-AM	5.1	KRTH-FM	4.7
6 KFI-AM	4.3	KABC-AM	4.7
7 KNX-FM	4.1	KFWB-AM	4.3
8 KJOI-FM	3.7	KMET-FM	4.2
9 KMPC-AM	3.7	KNX-AM	4.0
10 KNX-AM	3.5	KNX-FM	4.0
11 KLOS-FM	3.3	KLOS-FM	3.7
12 KFWB-AM	3.0	KMPC-AM	3.3
13 KIIS-FM	2.8	KIQQ-FM	3.1
14 KHTZ-FM	2.8	KIIS-FM	2.5
15 KOST-FM	2.6	KHTZ-FM	2.2
16 KEZY-AM	2.3	KOST-FM	2.2
17 KROQ-FM	2.2	KEZY-AM	2.1
18 KIQQ-FM	2.1	KRLA-AM	2.1
19 KWIZ-AM	2.0	KROQ-FM	2.1
20 KHJ-AM	1.9	KWIZ-AM	2.1
21 KRLA-AM	1.9	XTRA-AM	1.9

22 KUTE-FM	1.9	KEZY-FM	1.8	KNOB-FM(BM)	1.9
23 XTRA-AM	1.9	KZLA-FM	1.7	KEZY-AM(A)	1.8
24 KEZY-FM	1.6	KNOB-FM	1.6	KBRT-AM(RL)	1.7
25 KZLA-FM	1.5	KWST-FM	1.6	KEZY-FM(A)	1.6
26 KNOB-FM	1.4	KWIZ-FM	1.5	KIKF-FM(C)	1.6
27 KGO-FM	1.1	KHJ-AM	1.3	KGO-FM(J)	1.4
28 KWST-FM	0.9	KFAC-FM	1.1	KUTE-FM(R)	1.4
29 KYMS-FM	0.9	KGO-FM	1.1	KWIZ-FM(AC)	1.3
30 KWIZ-FM	0.9	KIKF-FM	1.0	KYMS-FM(RL)	1.2
31 KOCM-FM	0.8	KOCM-FM	0.8	KWIZ-AM(AC)	1.1
32 KFAC-FM	0.5	KYMS-FM	0.7	KHJ-AM(C)	1.0
33 KORJ-FM	0.5	KUTE-FM	0.6	KOCM-FM(BM)	1.0
34 KBRT-AM	0.5	KNAC-FM	0.4	KFAC-FM(CL)	1.0
35 KIIS-AM	0.3	KBRT-AM	0.4	XTRA-FM(R)	0.4
36 KGER-AM	0.3			KLVE-FM(S)	0.4

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	M	Mon-Sun 6AM-Mid	F
1 KMET-FM	1	KMET-FM	1
2 KLOS-FM	2	KABC-AM	2
3 KROQ-FM	3	KFI-AM	3
1 KNX-FM	1	KBIG-FM	1
2 KHTZ-FM	2	KRTH-FM	2
3 KMET-FM	3	KHTZ-FM	3

Atlanta

METRO RANK

17

Spring '81 Market Overview

Quarterly Measurement came to Atlanta this spring, with an impact not unlike that of a certain army general on his way to the seashore. There was a new number one station, AOR **WKLS-FM**; **WVEE** rebounded; and **WPLO** and **WLTA** continued to show increasing popularity.

Some **Arbitron** perspective may be useful here. The Spring '81 in-tab was not much higher than last spring, but there was a great difference between the Spring '81 results and those from the Fall '80 survey. In the fall book there were almost 400 fewer in-tab diaries than for this spring. Most

notably, the returns this survey showed a greatly increased proportion of 18-24 diaries. There was a 59% increase (69 diaries) in the 18-24 cell this time compared to the fall, and a slight increase compared to last spring. There may also be an increased ethnic influence in this book. 468 telephone-retrieved diaries were obtained this time, compared to just 308 in the fall and 411 last year.

WKLS surged to its best overall share ever, achieving just over a 30 share of teens as well as more than doubling its male adult numbers. **WKLS-FM** showed a strong 18-24 concentration

of audience, but also posted a worthwhile percentage of 25-34 year-olds. The station ranked second in the market in terms of time spent listening.

WVEE, Atlanta's leading ethnically-oriented station, rebounded from a relatively soft fall but still fell short of its tremendous share last spring (when **ESF** hit the market).

WPLO gained its best share in recent years with a big increase in female audience. **WPLO** became the number three station among women 25-54, with biggest gains among the ladies occurring in midday and PM drive.

Audience Composition Analysis

AGE **WKLS-FM : AOR**

12-17	38.7%
18-24	46.9%
25-34	19.7%
35-44	2.4%
45-54	0.4%
55+	0.0%
12+ TOTAL	25,400

Mins/Day Listened: 94
Turnover: 11.5

AGE **WZGC-FM : R**

12-17	33.3%
18-24	23.8%
25-34	27.0%
35-44	11.9%
45-54	3.2%
55+	0.8%
12+ TOTAL	25,200

Mins/Day Listened: 72
Turnover: 14.9

AGE **WSB-AM : AC**

12-17	1.2%
18-24	2.0%
25-34	8.0%
35-44	17.7%
45-54	19.3%
55+	51.8%
12+ TOTAL	24,900

Mins/Day Listened: 66
Turnover: 16.2

AGE **WQXI-FM : R**

12-17	7.1%
18-24	37.9%
25-34	38.9%
35-44	14.2%
45-54	1.9%
55+	0.0%
12+ TOTAL	21,100

Mins/Day Listened: 71
Turnover: 15.3

AGE **WVEE-FM : B**

12-17	21.0%
18-24	31.0%
25-34	36.2%
35-44	5.7%
45-54	2.9%
55+	3.3%
12+ TOTAL	21,000

Mins/Day Listened: 93
Turnover: 11.7

AGE **WLTA-FM : AC**

12-17	1.7%
18-24	17.1%
25-34	42.3%
35-44	24.6%
45-54	11.4%
55+	2.9%
12+ TOTAL	17,500

Mins/Day Listened: 100
Turnover: 10.8

AGE **WPLO-AM : C**

12-17	0.6%
18-24	10.3%
25-34	30.3%
35-44	21.9%
45-54	13.5%
55+	23.2%
12+ TOTAL	15,500

Mins/Day Listened: 90
Turnover: 12.0

AGE **WPCH-FM : BM**

12-17	0.0%
18-24	0.7%
25-34	18.6%
35-44	15.2%
45-54	25.5%
55+	40.0%
12+ TOTAL	14,500

Mins/Day Listened: 80
Turnover: 13.6

AGE **WGST-AM : N**

12-17	0.0%
18-24	6.7%
25-34	20.2%
35-44	7.7%
45-54	13.5%
55+	51.9%
12+ TOTAL	10,400

Mins/Day Listened: 61
Turnover: 17.8

AGE **WSB-FM : BM**

12-17	2.0%
18-24	0.0%
25-34	6.9%
35-44	26.5%
45-54	20.6%
55+	44.1%
12+ TOTAL	10,200

Mins/Day Listened: 68
Turnover: 15.9

AGE **WBIE-FM : C**

12-17	3.6%
18-24	21.4%
25-34	21.4%
35-44	25.0%
45-54	19.0%
55+	9.5%
12+ TOTAL	8,400

Mins/Day Listened: 64
Turnover: 16.9

AGE **WRNG-AM : T**

12-17	1.4%
18-24	4.3%
25-34	8.6%
35-44	17.1%
45-54	12.9%
55+	55.7%
12+ TOTAL	7,000

Mins/Day Listened: 60
Turnover: 18.1

AGE **WAOK-AM : B**

12-17	9.8%
18-24	13.7%
25-34	33.3%
35-44	17.6%
45-54	3.9%
55+	21.6%
12+ TOTAL	5,100

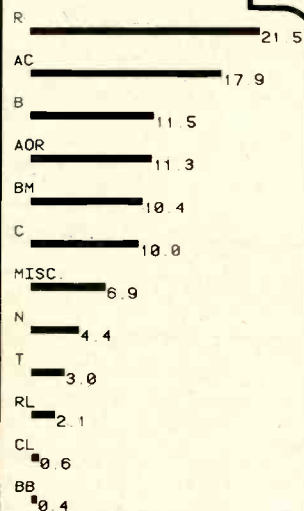
Mins/Day Listened: 38
Turnover: 28.5

AGE **WQXI-AM : R**

12-17	6.4%
18-24	23.4%
25-34	46.8%
35-44	14.9%
45-54	4.3%
55+	4.3%
12+ TOTAL	4,700

Mins/Day Listened: 39
Turnover: 27.7

Format Reach



Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 16419

	Spring '80	Fall '80	Spring '81
1 WSB -AM	12.1	WZGC-FM	10.4
2 WVEE-FM	11.9	WQXI-FM	10.4
3 WZGC-FM	10.5	WSB -AM	10.2
4 WKLS-FM	8.8	WVEE-FM	8.0
5 WQXI-FM	8.2	WPCH-FM	6.8
6 WPCH-FM	7.1	WLTA-FM	6.7
7 WPLO-AM	4.5	WKLS-FM	6.6
8 WLTA-FM	4.2	WSB -FM	6.0
9 WSB -FM	4.1	WPLO-AM	5.1
10 WGST-AM	3.8	WGST-AM	5.0
11 WAOK-AM	3.6	WAOK-AM	3.7
12 WRNG-AM	3.6	WQXI-AM	2.8
13 WBIE-FM	3.0	WBIE-FM	2.7
14 WQXI-AM	2.2	WRNG-AM	2.7
15 WKGA-AM	1.4	WKGA-AM	1.3
16 WCOB-AM	0.8	WYZE-AM	0.8
		WYZE-AM (RL)	0.8
		WKLS-FM (A)	10.7
		WZGC-FM (R)	10.6
		WSB -AM (AC)	10.5
		WQXI-FM (R)	8.9
		WVEE-FM (B)	8.9
		WLTA-FM (AC)	7.4
		WPLO-AM (C)	6.5
		WPCH-FM (BM)	6.1
		WGST-AM (N)	4.4
		WSB -FM (BM)	4.3
		WBIE-FM (C)	3.5
		WRNG-AM (T)	3.0
		WAOK-AM (B)	2.2
		WQXI-AM (R)	2.0
		WTJH-AM (RL)	0.8
		WYZE-AM (RL)	0.8

17 WYZE-AM	0.6	WIGO-AM	0.6	WKGA-AM (CL)	0.6
18 WCHK-AM	0.6	WTJH-AM	0.6	WKLS-AM (A)	0.6
19 WIGO-AM	0.5	WZAL-FM	0.5	WYNX-AM (RL)	0.5
20 WCHK-FM	0.5	WCOB-AM	0.5	WCOB-AM (BB)	0.4
21 WFOX-FM	0.3	WGUN-AM	0.5	WIGO-AM (B)	0.4
22 WAEC-AM	0.3	WAEC-AM	0.4		
23 WKLS-AM	0.3	WFOX-FM	0.3		
24		WKLS-AM	0.3		
25		WCHK-FM	0.3		
26		WCHK-AM	0.1		

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	M	Mon-Sun 6AM-Mid	F
1 WKLS-FM	1	WQXI-FM	1
2 WVEE-FM	2	WZGC-FM	2
3 WQXI-FM	3	WLTA-FM	3
		WVEE-FM	2
		WSB -AM	2
		WPLO-AM	2

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Baltimore

METRO RANK

14

Spring '81 Market Overview

History was made this spring in Baltimore as **WBAL**, the perennial leader in the market, slipped from its usual double-digit perch. Although the station still led the metro 12+, there was significant defection among **WBAL** female tuners-in. On a more positive note, **WXYV** and **WFBZ** scored improvements this time. Let's look at the details.

WXYV is the leading Black station in Baltimore and became even stronger this book with substantial male increases. Part of its success

story lay in the time spent listening figures — as you'll note on the charts below, the station was one of the market leaders. To build audience, **WXYV** spent on busboards this survey, while on-air the station gave away LP's and concert tickets.

Orioles baseball is always a big help to **WFBZ** and this latest book was no exception. The station geared its advertising and on-air promotions around its baseball involvement, and this time used a multimedia campaign — TV, newspaper, and billboards — rather than just TV as in the past. Although the **WFBZ** evening numbers soared

highest thanks to baseball broadcasts, the station was able to notch gains in midday and PM drive too.

Other strong stations in Baltimore this survey were **WIIY**, **WLIF**, and **WCBM**. **WIIY** was able to remain strong after the departure of **Denise Oliver** to **WWDC-FM**. **WCBM** made gains in every major daypart, with morning drive showing the most notable rise. The station earned its highest shares in recent years. **WLIF** recaptured some of the audience lost in a soft winter report, with almost a 50% rise in female numbers this book.

Audience Composition Analysis

AGE **WBAL-AM : AC**
12-17 0.3%
18-24 1.7%
25-34 3.3%
35-44 11.3%
45-54 18.5%
55+ 64.9%
12+ TOTAL 30,200
Mins/Day Listened: 81
Turnover: 13.3

AGE **WXYV-FM : B**
12-17 18.4%
18-24 30.6%
25-34 29.8%
35-44 9.4%
45-54 6.9%
55+ 4.9%
12+ TOTAL 24,500
Mins/Day Listened: 99
Turnover: 11.0

AGE **WIIY-FM : AOR**
12-17 28.8%
18-24 48.9%
25-34 18.6%
35-44 2.3%
45-54 0.4%
55+ 1.1%
12+ TOTAL 26,400
Mins/Day Listened: 94
Turnover: 11.5

AGE **WCBM-AM : AC**
12-17 3.3%
18-24 3.3%
25-34 32.7%
35-44 20.9%
45-54 18.0%
55+ 21.8%
12+ TOTAL 21,100
Mins/Day Listened: 79
Turnover: 13.6

AGE **WLIF-FM : BM**
12-17 1.2%
18-24 4.4%
25-34 14.0%
35-44 15.2%
45-54 20.4%
55+ 44.8%
12+ TOTAL 25,000
Mins/Day Listened: 92
Turnover: 11.8

AGE **WPOC-FM : C**
12-17 3.5%
18-24 5.5%
25-34 16.9%
35-44 30.3%
45-54 19.4%
55+ 24.4%
12+ TOTAL 20,100
Mins/Day Listened: 108
Turnover: 10.0

AGE **WMAR-FM : BM**
12-17 0.7%
18-24 8.6%
25-34 7.9%
35-44 21.7%
45-54 20.4%
55+ 40.8%
12+ TOTAL 15,200
Mins/Day Listened: 93
Turnover: 11.7

AGE **WITH-AM : AC**
12-17 0.0%
18-24 1.3%
25-34 2.6%
35-44 6.5%
45-54 28.6%
55+ 61.0%
12+ TOTAL 7,700
Mins/Day Listened: 74
Turnover: 14.6

AGE **WFBZ-AM : R**
12-17 2.8%
18-24 6.7%
25-34 31.1%
35-44 14.4%
45-54 13.3%
55+ 31.7%
12+ TOTAL 18,000
Mins/Day Listened: 57
Turnover: 19.1

AGE **WWIN-AM : B**
12-17 16.7%
18-24 30.0%
25-34 15.0%
35-44 21.7%
45-54 10.8%
55+ 5.8%
12+ TOTAL 12,000
Mins/Day Listened: 82
Turnover: 13.2

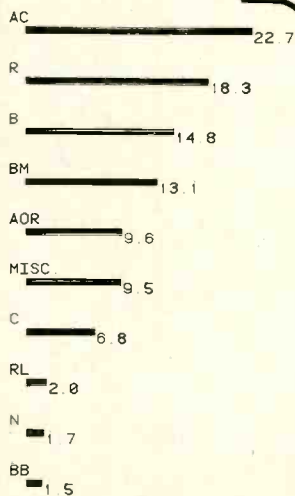
AGE **WBKZ-FM : AC**
12-17 9.1%
18-24 33.3%
25-34 24.2%
35-44 22.7%
45-54 3.0%
55+ 7.6%
12+ TOTAL 8,000
Mins/Day Listened: 57
Turnover: 19.1

AGE **WBSB-FM : R**
12-17 21.8%
18-24 35.9%
25-34 30.8%
35-44 5.8%
45-54 3.8%
55+ 1.9%
12+ TOTAL 15,600
Mins/Day Listened: 66
Turnover: 16.3

AGE **WCAO-AM : R**
12-17 6.4%
18-24 18.3%
25-34 38.5%
35-44 21.1%
45-54 11.0%
55+ 4.6%
12+ TOTAL 10,900
Mins/Day Listened: 45
Turnover: 23.8

AGE **WLPL-FM : R**
12-17 49.1%
18-24 18.9%
25-34 26.4%
35-44 3.8%
45-54 0.0%
55+ 1.9%
12+ TOTAL 5,300
Mins/Day Listened: 38
Turnover: 28.6

Format Reach



Share Trends

Persons 12+

POP(00): 18219

	Spring '80	Fall '80	Winter '81	Spring '81
1 WBAL-AM	13.5	WBAL-AM	11.0	WBAL-AM
2 WIIY-FM	7.7	WIIY-FM	9.9	WIIY-FM
3 WXYV-FM	7.6	WLIF-FM	8.9	WPOC-FM
4 WLIF-FM	7.4	WXYV-FM	6.2	WLIF-FM
5 WPOC-FM	6.3	WPOC-FM	6.0	WXYV-FM
6 WFBZ-AM	6.2	WCBM-AM	5.9	WCBM-AM
7 WCBM-AM	5.1	WMAR-FM	4.6	WMAR-FM
8 WWIN-AM	4.3	WCAO-AM	4.2	WBSB-FM
9 WCAO-AM	3.8	WFBZ-AM	4.0	WCAO-AM
10 WMAR-FM	3.8	WBSB-FM	3.9	WFBZ-AM
11 WLPL-FM	2.8	WWIN-AM	3.9	WWIN-AM
12 WBKZ-FM	2.5	WSID-AM	2.4	WBKZ-FM
13 WTOP-AM	2.2	WPGC-FM	2.1	WLPL-FM
14 WBSB-FM	2.1	WAYE-AM	2.1	WSID-AM
15 WAYE-AM	1.9	WLPL-FM	2.0	WRQX-FM
16 WKTK-FM	1.8	WBKZ-FM	1.5	WAYE-AM
17 WSID-AM	1.8	WITH-AM	1.2	WPGC-FM
18 WITH-AM	1.4	WRQX-FM	1.1	WWDC-FM
19 WRQX-FM	1.3	WKTK-FM	1.1	WKTK-FM
20 WPGC-FM	1.1	WTOP-AM	1.1	WTOP-AM
21 WWDC-FM	0.9	WRBS-FM	0.8	WASH-FM
22 WEBB-AM	0.8	WHUR-FM	0.7	WRBS-FM

23 WTR-FM	0.8	WNAV-FM	0.7	WBMD-AM	1.0	WRC-AM	0.8
24 WHUR-FM	0.7	WMAL-AM	0.6	WITH-AM	0.9	WEBB-AM	0.7
25 WGAY-FM	0.5	WKYS-FM	0.5	WMAL-AM	0.9	WASH-FM	0.6
26 WNAV-FM	0.5	WBMD-AM	0.5	WGAY-FM	0.8	WTR-FM	0.6
27 WKYS-FM	0.5	WGAY-FM	0.5	WEBB-AM	0.7	WKYS-FM	0.6
28 WYCR-FM	0.5	WOKK-FM	0.5	WHUR-FM	0.7	WSID-AM	0.6
29 WRBS-FM	0.4	WASH-FM	0.5	WAVA-FM	0.6	WBMD-AM	0.5
30 WRE-FM	0.4	WWDC-FM	0.5	WKYS-FM	0.6	WNAV-FM	0.5
31 WNAV-FM	0.4	WRC-AM	0.4	WNAV-FM	0.6	WTOW-AM	0.4
32		WEBB-AM	0.4	WYCR-FM	0.4	WPKX-AM	0.3
33		WTR-FM	0.3	WRC-AM	0.4	WYCR-FM	0.2
34		WPGC-AM	0.0	WANN-AM	0.3	WPGC-AM	0.1
35				WPKX-AM	0.2		
36				WYCR-FM	0.2		

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	M	Mon-Sun 6AM-Mid	F
1 WIIY-FM	1 WXYV-FM	1 WPOC-FM	1 WLIF-FM
2 WXYV-FM	2 WIIY-FM	2 WCBM-AM	2 WCBM-AM
3 WBSB-FM	3 WBSB-FM	3 WFBZ-AM	3 WBAL-AM

Spring '81 Market Overview

The first Quarterly Measurement sweep in the Birmingham metro had some interesting Arbitron-related aspects to it, especially when compared with the A/M '80 data. In the spring book last year Arbitron introduced Expanded Sample Frame (sampling unlisted) to the Birmingham area, which probably helped **WENN-FM** surge to the top spot. This sweep Arbitron stabilized the ESF and ethnic sample — there were more diaries for both categories, meaning lower cume diary values and more stable estimates — but QM meant an overall in-tab increase. The market's 12+ return

was up approximately one-third over the 1980 reports. Certain demos were significantly affected. Men 18-24 rose from 36 usable in the fall to 70 this sweep.

Bottom line on all the Arbitron fluctuations is that there were more cume opportunities for ethnic and AOR stations this sweep, and that the estimates as a whole were more reliable than the data from the 1980 surveys.

Biggest news among station scores was that Country **WZZK** added six shares to zoom into first, scoring well in our demographic breakouts below. The new number one station spent more in ad dollars this time, 50% on TV and 50% for

billboards. There was little change on-air, just fine-tuning of the music and a new nighttime personality.

CHR leader **WKXX**, formerly tops in the metro, enjoyed an up book. The station's biggest improvement was in male numbers. Outside media were not used this sweep but there was an extensive station promotion. A "Kicks 106 Elevator" contest ran, wherein the station put people in elevators and the listeners were awarded cash if they could guess who was in the elevators. On-air there were also extensive personnel changes made.

Audience Composition Analysis

AGE	WZZK-FM : C
12-17	4.9%
18-24	14.1%
25-34	34.4%
35-44	20.2%
45-54	17.2%
55+	9.2%
12+ TOTAL	16,300
Mins/Day Listened	108
Turnover	10.0

AGE	WGSN-AM : R
12-17	9.1%
18-24	16.9%
25-34	27.3%
35-44	15.6%
45-54	10.4%
55+	20.8%
12+ TOTAL	7,700
Mins/Day Listened	56
Turnover	19.3

AGE	WRKK-FM : AOR
12-17	29.8%
18-24	52.6%
25-34	17.5%
35-44	0.0%
45-54	0.0%
55+	0.0%
12+ TOTAL	5,700
Mins/Day Listened	88
Turnover	12.3

AGE	WYDE-AM : C
12-17	1.8%
18-24	1.8%
25-34	14.5%
35-44	12.7%
45-54	14.5%
55+	54.5%
12+ TOTAL	5,500
Mins/Day Listened	69
Turnover	15.7

AGE	WQEZ-FM : BM
12-17	2.2%
18-24	13.0%
25-34	10.9%
35-44	8.7%
45-54	23.9%
55+	41.3%
12+ TOTAL	4,600
Mins/Day Listened	86
Turnover	12.6

AGE	WKXX-FM : R
12-17	29.3%
18-24	33.3%
25-34	23.1%
35-44	8.8%
45-54	4.8%
55+	0.7%
12+ TOTAL	14,700
Mins/Day Listened	99
Turnover	11.0

AGE	WVOK-AM : C
12-17	1.5%
18-24	1.5%
25-34	15.2%
35-44	15.2%
45-54	16.7%
55+	50.0%
12+ TOTAL	6,600
Mins/Day Listened	77
Turnover	14.0

AGE	WATV-AM : B
12-17	12.3%
18-24	10.5%
25-34	10.5%
35-44	17.5%
45-54	19.3%
55+	29.8%
12+ TOTAL	5,700
Mins/Day Listened	119
Turnover	9.1

AGE	WERC-AM : R
12-17	11.1%
18-24	20.4%
25-34	27.8%
35-44	13.0%
45-54	7.4%
55+	20.4%
12+ TOTAL	5,400
Mins/Day Listened	49
Turnover	21.9

AGE	WENN-AM : B
12-17	8.7%
18-24	17.4%
25-34	15.2%
35-44	15.2%
45-54	17.4%
55+	26.1%
12+ TOTAL	4,600
Mins/Day Listened	88
Turnover	12.3

AGE	WENN-FM : B
12-17	20.2%
18-24	37.6%
25-34	23.9%
35-44	7.3%
45-54	2.8%
55+	8.3%
12+ TOTAL	10,900
Mins/Day Listened	115
Turnover	9.4

AGE	WAPI-FM : BM
12-17	0.0%
18-24	12.5%
25-34	10.7%
35-44	21.4%
45-54	14.3%
55+	41.1%
12+ TOTAL	5,600
Mins/Day Listened	90
Turnover	11.9

AGE	WAPI-AM : AC
12-17	0.0%
18-24	2.0%
25-34	16.3%
35-44	10.2%
45-54	8.2%
55+	63.3%
12+ TOTAL	4,900
Mins/Day Listened	74
Turnover	14.6

AGE	WJLD-AM : B
12-17	7.9%
18-24	7.9%
25-34	15.8%
35-44	21.1%
45-54	13.2%
55+	34.2%
12+ TOTAL	3,800
Mins/Day Listened	63
Turnover	17.2

Format Reach

C	25.1
R	23.2
B	23.1
BM	8.5
AC	8.2
AOR	4.8
MISC	4.8
RL	2.3

Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 6915

	Spring '80	Fall '80	Spring '81
1 WENN-FM	12.4	WKXX-FM	11.1
2 WKXX-FM	11.0	WENN-FM	11.1
3 WGSN-AM	8.3	WGSN-AM	8.3
4 WAPI-FM	6.3	WZZK-FM	7.7
5 WZZK-FM	5.5	WRKK-FM	6.6
6 WVOK-AM	5.3	WQEZ-FM	6.1
7 WDJC-FM	5.0	WAPI-FM	6.1
8 WATV-AM	5.0	WATV-AM	5.7
9 WERC-AM	4.8	WVOK-AM	5.6
10 WENN-AM	4.8	WERC-AM	5.1
11 WJLD-AM	4.5	WDJC-FM	4.5
12 WRKK-FM	4.4	WAPI-AM	3.4
13 WYDE-AM	3.9	WYDE-AM	2.9
14 WQEZ-FM	3.5	WJLD-AM	2.4

15 WAPI-AM	2.4	WENN-AM	2.4	WDJC-FM(RL)	2.3
16 WCRT-AM	1.8	WBUL-AM	1.5	WBUL-AM(B)	2.2
17 WWB-AM	1.3	WCRT-AM	1.2	WCRT-AM(AC)	2.0
18 WYAM-AM	1.1	WWB-AM	1.2	WWB-AM(AC)	1.5
19 WBUL-AM	0.7	WFHK-AM	0.8	WSWQ-AM(C)	0.8
20 WLPB-AM	0.7	WLPB-AM	0.8	WQEN-FM(AC)	0.6
21 WWB-FM	0.7	WWB-FM	0.5	WRSM-AM(C)	0.3
22 WQEN-FM	0.6	WSWQ-AM	0.4	WARF-AM(C)	0.3
23 WAAX-AM	0.4	WQEN-FM	0.4		

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	M	Mon-Sun 6AM-Mid	M
1 WZZK-FM	1	WKXX-FM	1
2 WKXX-FM	2	WZZK-FM	2
3 WENN-FM	3	WENN-FM	3

Boston

METRO RANK

7

Spring '81 Market Overview

Boston's second Quarterly Measurement sweep went pretty much without a hitch, as the overall in-tab was almost identical to that for the winter survey. Success stories would have to include **WCOZ**, **WROR**, and **WXKS-FM**.

WCOZ, with **John Sebastian** consulting, continued its overall dominance of the market with a stable showing. The station had almost a 50 share of teens, and as you can see from the audience composition graph below, **WCOZ** also showed balanced 18-24 appeal. The station did much TV advertising this sweep, as well as distributing numerous T-shirts and bumper stickers. In addition,

WCOZ sent three couples to a **Pink Floyd** concert in London as part of an on-air promotion.

WXKS-FM earned its best book ever this spring. 100% of the station's ad budget went into TV, a heavier emphasis on TV in this sweep than for previous efforts. However, the station's total ad outlay was less than before. On-air the station brought in a new morning man, **Matt Siegel**, but made no other programming changes. **WXKS-FM** posted one of the market's best time spent listening spans.

RKO's WROR achieved its best book in history as well this time around. While the station had done no external advertising previously, this survey **WROR** did spend some TV dollars, ac-

counting for 99% of the station's ad budget. Part of the success this book may have been due to musical changes, which involved tightening the playlist and cutting back on oldies specifically.

WEEI, **WJIB**, **WRKO**, and **WXKS** all showed positive signs this book. **WEEI** became the top station in morning drive, with a big boost among male tuners-in. **WJIB** remained the leading Beautiful Music station with a rebound in its male audience. **WRKO** saw signs that its repositioning is working, with the **David Brudnoy** show attracting large audiences as he switched from **WHDH**. **WXKS** had much success in attracting more men to its format.

Audience Composition Analysis

AGE **WCOZ-FM : AOR**
12-17 41.6%
18-24 42.8%
25-34 12.2%
35-44 1.7%
45-54 1.2%
55+ 0.5%
12+ TOTAL 59,600

Mins/Day Listened: 99
Turnover: 10.9

AGE **WHDH-AM : AC**
12-17 2.6%
18-24 4.8%
25-34 17.3%
35-44 25.6%
45-54 18.4%
55+ 31.3%
12+ TOTAL 45,700

Mins/Day Listened: 75
Turnover: 14.4

AGE **WXKS-FM : R**
12-17 14.8%
18-24 42.3%
25-34 22.8%
35-44 7.9%
45-54 4.2%
55+ 7.9%
12+ TOTAL 37,800

Mins/Day Listened: 105
Turnover: 10.3

AGE **WEEI-AM : N**
12-17 0.8%
18-24 1.6%
25-34 8.8%
35-44 10.9%
45-54 12.0%
55+ 65.9%
12+ TOTAL 37,500

Mins/Day Listened: 68
Turnover: 15.9

AGE **WBZ-AM : AC**
12-17 2.5%
18-24 2.2%
25-34 16.5%
35-44 12.0%
45-54 22.1%
55+ 44.7%
12+ TOTAL 35,800

Mins/Day Listened: 57
Turnover: 19.1

AGE **WJIB-FM : BM**
12-17 0.3%
18-24 2.7%
25-34 15.9%
35-44 15.3%
45-54 19.5%
55+ 46.3%
12+ TOTAL 33,900

Mins/Day Listened: 88
Turnover: 12.3

AGE **WROR-FM : R**
12-17 4.2%
18-24 35.6%
25-34 27.5%
35-44 21.7%
45-54 8.4%
55+ 2.6%
12+ TOTAL 30,900

Mins/Day Listened: 80
Turnover: 13.5

AGE **WBCN-FM : AOR**
12-17 10.5%
18-24 41.4%
25-34 38.1%
35-44 8.1%
45-54 1.4%
55+ 0.5%
12+ TOTAL 21,000

Mins/Day Listened: 62
Turnover: 17.4

AGE **WVBF-FM : R**
12-17 27.6%
18-24 35.2%
25-34 28.6%
35-44 5.5%
45-54 2.0%
55+ 1.0%
12+ TOTAL 19,900

Mins/Day Listened: 57
Turnover: 18.8

AGE **WEEI-FM : AOR**
12-17 1.5%
18-24 17.6%
25-34 45.2%
35-44 14.6%
45-54 8.5%
55+ 12.6%
12+ TOTAL 19,900

Mins/Day Listened: 65
Turnover: 16.6

AGE **WXKS-AM : E**
12-17 0.0%
18-24 2.5%
25-34 1.5%
35-44 11.2%
45-54 31.0%
55+ 53.8%
12+ TOTAL 19,700

Mins/Day Listened: 139
Turnover: 7.8

AGE **WRKO-AM : AC**
12-17 4.8%
18-24 16.2%
25-34 23.7%
35-44 24.3%
45-54 9.8%
55+ 21.4%
12+ TOTAL 17,300

Mins/Day Listened: 44
Turnover: 24.5

AGE **WITS-AM : T**
12-17 2.9%
18-24 1.4%
25-34 7.9%
35-44 15.8%
45-54 19.4%
55+ 52.5%
12+ TOTAL 13,900

Mins/Day Listened: 65
Turnover: 16.7

AGE **WHUE-FM : BM**
12-17 0.8%
18-24 6.0%
25-34 7.7%
35-44 13.7%
45-54 17.9%
55+ 54.7%
12+ TOTAL 11,700

Mins/Day Listened: 60
Turnover: 17.9

Format Reach

AC 21.8
AOR 20.8
R 18.1
BM 10.7
MISC. 8.4
N 7.0
E 4.3
T 2.6
RL 1.7
B 1.5
CL 1.4
C 1.3
BB 0.4

Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 28795

	Spring '80	Summer '80	Fall '80	Winter '81	Spring '81
1 WHDH-AM	11.1	11.1	9.5	9.8	11.0
2 WBZ-AM	9.3	9.3	8.2	8.2	10.3
3 WEEI-AM	8.0	8.0	7.8	7.9	8.4
4 WJIB-FM	6.4	6.4	6.2	6.2	6.5
5 WBCN-FM	6.2	6.2	5.6	5.6	5.3
6 WVBF-FM	5.3	5.3	5.4	5.4	5.0
7 WXKS-FM	4.4	4.4	5.0	4.4	4.8
8 WCOZ-FM	4.1	4.1	4.4	4.4	4.5
9 WROR-FM	4.0	4.0	4.3	4.2	3.7
10 WRKO-AM	3.6	3.6	4.0	4.1	3.5
11 WITS-AM	3.5	3.5	3.7	3.4	3.1
12 WEEI-FM	2.9	2.9	3.6	2.7	3.0
13 WXKS-AM	2.8	2.8	3.3	2.4	2.4
14 WAAF-FM	2.6	2.6	2.7	2.4	2.2
15 WHUE-FM	2.4	2.4	2.2	2.2	2.0
16 WSHH-FM	1.6	1.6	2.0	2.1	1.8
17 WHUE-AM	1.5	1.5	1.5	1.4	1.7
18 WROR-AM	1.1	1.1	1.3	1.3	1.4
19 WRKO-AM	1.0	1.0	1.1	1.3	1.4
20 WBOS-FM	0.9	0.9	1.1	1.1	1.2
21 WJDA-AM	0.9	0.9	1.0	1.1	1.1
22 WCRB-FM	0.9	0.9	1.0	1.1	1.1
23 WILD-AM	0.9	0.9	0.8	0.8	1.0

24 WDLW-AM	0.8	0.8	0.8	0.7	0.7
25 WESX-AM	0.8	0.8	0.7	0.6	0.6
26 WCOY-FM	0.7	0.7	0.7	0.6	0.6
27 WBZ-FM	0.6	0.6	0.6	0.6	0.6
28 WCRB-FM	0.6	0.6	0.6	0.6	0.6
29 WRKO-FM	0.5	0.5	0.6	0.6	0.6
30 WLH-AM	0.4	0.4	0.6	0.5	0.5
31 WCAP-AM	0.4	0.4	0.5	0.4	0.4
32 WRSR-FM	0.4	0.4	0.4	0.3	0.3
33 WEZE-AM	0.4	0.4	0.4	0.3	0.3
34 WPLM-AM	0.1	0.1	0.1	0.1	0.1

Demographics

Adults 18-34
Mon-Sun 6AM-Mid
M F

Adults 25-54
Mon-Sun 6AM-Mid
M F

1 WCOZ-FM	1 WXKS-FM	1 WHDH-AM	1 WHDH-AM
2 WBCN-FM	2 WCOZ-FM	2 WJIB-FM	2 WROR-FM
3 WXKS-FM	3 WROR-FM	3 WBZ-AM	3 WBZ-AM

LADIES' CHOICE

If you need to reach Metro Boston women,
you need to reach KISS 108.
It's the ladies' choice.

* #1

Women 18-49

* ARBITRON Spring 1981 Metro Survey Area
Monday-Sunday 6AM-12MID
Average Quarter Hour Estimates/Women 18-49



HEFTEL BROADCASTING CORPORATION
WXKS—FM

Represented Nationally by
MAJOR MARKET RADIO SALES

Buffalo

METRO RANK

31

Spring '81 Market Overview

This was a "beautiful" book for **WJYE**, the Buffalo Beautiful Music station that jumped to the top of the standings this survey. The **McCormick** property recorded enough gains among men to become the top male 25-54 entity, as well as second in women 25-54.

The other double-digit share was registered by former market leader **WBEN**. It was a very stable

adult book for the station, but there was slippage among its small teen audience. **WBEN** topped women in both the 18-34 and 25-54 categories, and was second to **WJYE** among men 25-54.

At the younger end of the audience spectrum, there were two notable stories. **WGRQ** and **WPHD** both moved up with their respective AOR and CHR formats, apparently logging their best shares ever.

WGRQ held the lead among men 18-34, and the station ran up its 12+ score with a big boost in teens. **WGRQ** now has virtually a 33 share of teens in the Buffalo area.

WPHD scored well among young adults, with a format that enabled the station to rank second both in men and women 18-34. **WPHD** made its biggest gains in morning drive.

Audience Composition Analysis

AGE **WJYE-FM : BM**

12-17 = 0.8%
18-24 = 4.1%
25-34 = 10.2%
35-44 = 15.8%
45-54 = 20.3%
55+ = 48.9%
12+ TOTAL 26,800
Mins/Day Listened: 107
Turnover: 10.1

AGE **WGRQ-FM : AOR**

12-17 = 42.0%
18-24 = 40.5%
25-34 = 13.7%
35-44 = 3.1%
45-54 = 0.0%
55+ = 0.8%
12+ TOTAL 13,100
Mins/Day Listened: 89
Turnover: 12.1

AGE **WBEN-AM : AC**

12-17 = 0.9%
18-24 = 5.2%
25-34 = 11.3%
35-44 = 9.6%
45-54 = 26.1%
55+ = 47.0%
12+ TOTAL 23,000
Mins/Day Listened: 82
Turnover: 13.2

AGE **WBEN-FM : R**

12-17 = 21.5%
18-24 = 28.9%
25-34 = 27.3%
35-44 = 13.2%
45-54 = 4.1%
55+ = 5.0%
12+ TOTAL 12,100
Mins/Day Listened: 57
Turnover: 19.0

AGE **WKBW-AM : R**

12-17 = 15.1%
18-24 = 20.5%
25-34 = 23.5%
35-44 = 18.7%
45-54 = 9.8%
55+ = 12.7%
12+ TOTAL 16,800
Mins/Day Listened: 57
Turnover: 19.0

AGE **WGR-AM : AC**

12-17 = 6.7%
18-24 = 6.7%
25-34 = 27.5%
35-44 = 22.5%
45-54 = 12.5%
55+ = 24.2%
12+ TOTAL 12,000
Mins/Day Listened: 49
Turnover: 22.2

AGE **WWOL-AM : C**

12-17 = 3.3%
18-24 = 5.0%
25-34 = 16.7%
35-44 = 33.3%
45-54 = 23.3%
55+ = 18.3%
12+ TOTAL 6,000
Mins/Day Listened: 96
Turnover: 11.3

AGE **WACJ-FM : O**

12-17 = 3.4%
18-24 = 24.1%
25-34 = 51.7%
35-44 = 20.7%
45-54 = 0.0%
55+ = 0.0%
12+ TOTAL 2,900
Mins/Day Listened: 52
Turnover: 20.6

AGE **WPHD-FM : R**

12-17 = 8.3%
18-24 = 37.6%
25-34 = 42.2%
35-44 = 11.9%
45-54 = 0.0%
55+ = 0.0%
12+ TOTAL 10,900
Mins/Day Listened: 81
Turnover: 13.3

AGE **WYRK-FM : AC**

12-17 = 0.0%
18-24 = 9.1%
25-34 = 13.6%
35-44 = 22.7%
45-54 = 34.1%
55+ = 20.5%
12+ TOTAL 4,400
Mins/Day Listened: 67
Turnover: 16.1

AGE **WECK-AM : AC**

12-17 = 0.0%
18-24 = 0.0%
25-34 = 0.0%
35-44 = 29.6%
45-54 = 11.1%
55+ = 59.3%
12+ TOTAL 2,700
Mins/Day Listened: 68
Turnover: 16.0

AGE **WBLK-FM : B**

12-17 = 21.5%
18-24 = 22.4%
25-34 = 18.7%
35-44 = 11.2%
45-54 = 11.2%
55+ = 15.0%
12+ TOTAL 10,700
Mins/Day Listened: 123
Turnover: 8.8

AGE **WFXZ-FM : AC**

12-17 = 10.8%
18-24 = 29.7%
25-34 = 27.0%
35-44 = 32.4%
45-54 = 0.0%
55+ = 0.0%
12+ TOTAL 3,700
Mins/Day Listened: 49
Turnover: 22.1

AGE **WYSL-AM : AC**

12-17 = 8.3%
18-24 = 8.3%
25-34 = 29.2%
35-44 = 4.2%
45-54 = 8.3%
55+ = 41.7%
12+ TOTAL 2,400
Mins/Day Listened: 44
Turnover: 24.8

Format Reach

AC = 28.8
R = 23.7
BM = 16.4
MISC. = 9.0
AOR = 8.1
B = 7.2
C = 4.0
O = 1.7
RL = 1.1

Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 10309

	Spring '80	Fall '80	Spring '81
1 WJYE-FM	13.3	WBEN-AM	14.3 WJYE-FM(BM) 15.5
2 WBEN-AM	12.2	WJYE-FM	14.0 WBEN-AM(AC) 13.4
3 WKBW-AM	9.2	WKBW-AM	10.1 WKBW-AM(R) 9.7
4 WBEN-FM	9.1	WGR-AM	9.5 WGRQ-FM(A) 7.6
5 WGR-AM	9.0	WBEN-FM	7.8 WBEN-FM(R) 7.1
6 WGRQ-FM	6.7	WGRQ-FM	6.0 WGR-AM(AC) 7.0
7 WBLK-FM	5.4	WBLK-FM	5.9 WPHD-FM(R) 6.4
8 WPHD-FM	5.0	WPHD-FM	4.1 WBLK-FM(B) 6.2
9 WADV-FM	5.0	WADV-FM	3.5 WWOL-AM(C) 3.5
10 WWOL-AM	2.5	WWOL-AM	2.8 WYRK-FM(AC) 2.6
11 WYSL-AM	2.2	WYSL-AM	2.6 WFXZ-FM(AC) 2.2
12 WUFO-AM	1.9	WACJ-FM	1.8 WACJ-FM(O) 1.7
13 WWOR-FM	1.8	WFXZ-FM	1.6 WECK-AM(AC) 1.6
14 WFXZ-FM	1.4	WZIR-FM	1.3 WYSL-AM(AC) 1.4
15 WXRL-AM	1.2	WUFO-AM	1.2 WDCX-FM(RL) 1.1

16 WECK-AM	0.9	WJYL-AM	1.1	WUFO-AM(B)	1.0
17 CILQ-FM	0.6	WDCX-FM	1.0	CHRE-FM(BM)	0.9
18 WHLD-AM	0.6	WXRL-AM	0.9	WJYL-AM(AC)	0.6
19 WHLD-FM	0.5	WLVL-AM	0.7	CHUM-FM(A)	0.5
20 CHRE-FM	0.5	WHLD-AM	0.6	WZIR-FM(R)	0.5
21 CBL-AM	0.4	CHUM-FM	0.5	WXRL-AM(C)	0.5
22 WJYL-AM	0.4	CILQ-FM	0.3	WHLD-AM(M)	0.4
23 CHUM-FM	0.4				
24 WBIV-FM	0.4				

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	M	Mon-Sun 6AM-Mid	M
1 WGRQ-FM	1 WBEN-FM	1 WJYE-FM	1 WBEN-AM
2 WPHD-FM	2 WPHD-FM	2 WBEN-AM	2 WJYE-FM
3 WKBW-AM	3 WKBW-AM	3 WKBW-AM	3 WKBW-AM

Spring '81 Market Overview

What a difference a year makes! Last spring Arbitron implemented Quarterly Measurement for the first time, and 12+ in-tab was an unusually high 4859. As the subsequent QM sweeps have been implemented, Arbitron has reduced the in-tab so that this spring the 12+ usable figure was 3217, a reduction of one-third. As you might imagine, this 33% loss of in-tab has an effect on the estimates you see, so please keep in mind the reduced reliability of the Spring '81 data versus the Spring '80 numbers. For example, males 18-24 returned 321 diaries in the Spring '80

survey compared to 205 this sweep. Cumulative values rise when this type of sample decrease is seen, leading to less stable audience estimates.

By the way, when reviewing the spring data for Chicago, be sure you are looking at the revised report, not the original version. Arbitron mishandled sign-on/sign-off data for WJPC and thus had to correct estimates for that station, affecting to a small degree shares for others as well.

Several stories are worth highlighting this survey. WBBM's all-News approach scored its highest share in recent years, possibly ever.

WLS-AM & FM had a healthy rise, due in large

part to increased vigor shown by the FM. Part of the reason for the boost may have been due to an increased ad budget, with 80% on TV and the balance in the newspaper. An \$80,000 house was given away also. This was Steve Dahl's first full sweep on the FM, too.

NBC's WKQX showed growth, especially in the 12-24 demos. The station changed its identification emphasis from calls to "Q101" and used a massive TV campaign to drive the new logo home. Finally, doubling its overall share since last spring was WJPC. No outside advertising was done by the Black station, but a "gas-sale" (50¢/gallon) was held as a station promotion.

Audience Composition Analysis

AGE	WGN-AM : T
12-17	1.0%
18-24	1.8%
25-34	9.7%
35-44	18.8%
45-54	20.7%
55+	48.0%
12+ TOTAL	98,000

Mins/Day Listened: 82
Turnover: 13.1

AGE	WBBM-AM : N
12-17	1.2%
18-24	3.2%
25-34	11.5%
35-44	15.0%
45-54	11.8%
55+	57.3%
12+ TOTAL	72,200

Mins/Day Listened: 64
Turnover: 16.9

AGE	WLOO-FM : BM
12-17	0.9%
18-24	3.9%
25-34	8.5%
35-44	20.2%
45-54	19.6%
55+	47.0%
12+ TOTAL	67,300

Mins/Day Listened: 94
Turnover: 11.5

AGE	WMAQ-AM : C
12-17	4.1%
18-24	2.7%
25-34	19.4%
35-44	19.6%
45-54	23.3%
55+	30.9%
12+ TOTAL	51,500

Mins/Day Listened: 64
Turnover: 17.0

AGE	WLS-AM : R
12-17	25.9%
18-24	20.2%
25-34	20.7%
35-44	14.8%
45-54	7.6%
55+	5.6%
12+ TOTAL	49,900

Mins/Day Listened: 46
Turnover: 23.4

AGE	WLS-FM : R
12-17	27.9%
18-24	39.3%
25-34	29.5%
35-44	1.6%
45-54	0.9%
55+	0.7%
12+ TOTAL	43,000

Mins/Day Listened: 57
Turnover: 19.0

AGE	WGCI-FM : B
12-17	18.4%
18-24	29.9%
25-34	28.9%
35-44	15.8%
45-54	5.1%
55+	1.9%
12+ TOTAL	41,200

Mins/Day Listened: 79
Turnover: 13.7

AGE	WIND-AM : T
12-17	0.3%
18-24	3.1%
25-34	9.2%
35-44	7.6%
45-54	11.0%
55+	68.8%
12+ TOTAL	38,200

Mins/Day Listened: 78
Turnover: 13.8

AGE	WKQX-FM : AC
12-17	12.4%
18-24	33.5%
25-34	27.6%
35-44	8.6%
45-54	12.7%
55+	5.1%
12+ TOTAL	37,000

Mins/Day Listened: 67
Turnover: 17.6

AGE	WMET-FM : AOR
12-17	30.5%
18-24	50.1%
25-34	16.2%
35-44	1.1%
45-54	1.7%
55+	0.3%
12+ TOTAL	35,100

Mins/Day Listened: 60
Turnover: 18.1

AGE	WCLR-FM : AC
12-17	5.7%
18-24	19.6%
25-34	39.9%
35-44	18.2%
45-54	11.6%
55+	5.1%
12+ TOTAL	33,800

Mins/Day Listened: 57
Turnover: 19.0

AGE	WLAK-FM : BM
12-17	0.9%
18-24	1.8%
25-34	10.9%
35-44	11.8%
45-54	21.1%
55+	53.5%
12+ TOTAL	33,100

Mins/Day Listened: 72
Turnover: 15.1

AGE	WJEZ-FM : C
12-17	2.2%
18-24	16.5%
25-34	17.8%
35-44	27.3%
45-54	23.5%
55+	12.7%
12+ TOTAL	31,500

Mins/Day Listened: 76
Turnover: 14.3

AGE	WLUP-FM : AOR
12-17	31.6%
18-24	43.8%
25-34	21.7%
35-44	1.9%
45-54	1.0%
55+	0.0%
12+ TOTAL	31,300

Mins/Day Listened: 52
Turnover: 20.9

Format Reach

AC	14.8
T	13.9
BM	13.0
B	11.3
R	9.3
C	9.1
MISC	8.1
AOR	7.9
N	7.2
CL	2.4
E	1.6
S	0.9
J	0.5

Share Trends

Persons 12+ Mon-Sun 6AM-Mid

POP(00): 62863

Spring '80 Summer '80 Fall '80 Winter '81 Spring '81

1 WGN-AM	10.9	WGN-AM	12.0	WGN-AM	9.7	WGN-AM	10.5	WGN-AM	9.6
2 WLOO-FM	6.7	WBBM-AM	6.6	WLOO-FM	6.9	WLOO-FM	6.9	WBBM-AM	7.2
3 WBBM-AM	6.5	WLOO-FM	6.0	WGCI-FM	6.0	WBBM-AM	6.1	WLOO-FM	6.7
4 WLS-AM	6.4	WLS-AM	5.7	WBBM-AM	5.8	WLS-AM	5.3	WMAQ-AM	5.1
5 WMAQ-AM	4.9	WLAK-FM	5.0	WLS-AM	5.7	WMAQ-AM	5.1	WLS-AM	5.0
6 WLAK-FM	4.6	WLUP-FM	4.7	WMAQ-AM	4.9	WGCI-FM	4.9	WLS-AM	4.3
7 WIND-AM	4.6	WMAQ-AM	4.7	WIND-AM	4.6	WLAK-FM	4.4	WGCI-FM	4.1
8 WLUP-FM	4.0	WGCI-FM	4.1	WLAK-FM	4.6	WMET-FM	4.0	WIND-AM	3.8
9 WGCI-FM	3.5	WIND-AM	4.1	WLUP-FM	3.8	WLS-AM	3.5	WKQX-FM	3.7
10 WBXX-FM	3.4	WBXX-FM	3.6	WMET-FM	3.5	WLUP-FM	3.4	WMET-FM	3.5
11 WFYR-FM	3.3	WFYR-FM	3.4	WJEZ-FM	3.3	WFYR-FM	3.3	WCLR-FM	3.3
12 WKQX-FM	3.2	WMET-FM	3.2	WCLR-FM	3.3	WIND-AM	3.2	WLAK-FM	3.3
13 WJEZ-FM	3.1	WCLR-FM	3.1	WKQX-FM	3.2	WJEZ-FM	3.2	WJEZ-FM	3.1
14 WEFM-FM	2.8	WKQX-FM	2.9	WFYR-FM	3.1	WBXX-FM	3.1	WLUP-FM	3.1
15 WCLR-FM	2.8	WBBM-AM	2.4	WBXX-FM	2.9	WKQX-FM	3.0	WJPC-AM	3.1
16 WLS-AM	2.4	WJEZ-FM	2.3	WEFM-FM	2.7	WJPC-AM	2.6	WALT-AM	3.0
17 WBBM-AM	2.3	WLS-AM	2.2	WBBM-AM	2.5	WBBM-AM	2.6	WFYR-FM	2.8
18 WALT-AM	2.2	WALT-AM	2.0	WJPC-AM	2.3	WJEZ-FM	2.5	WBXX-FM	2.6
19 WMET-FM	2.1	WVON-AM	1.9	WMET-FM	1.9	WMET-FM	1.9	WBXX-FM	2.4
20 WMT-FM	2.0	WJPC-AM	1.9	WKRT-FM	1.7	WALT-AM	1.9	WFMT-FM	1.9
21 WVON-AM	1.9	WEFM-FM	1.8	WVON-AM	1.6	WVON-AM	1.7	WCFM-AM	1.8
22 WJPC-AM	1.6	WMET-FM	1.6	WALT-AM	1.3	WOJO-FM	1.3	WEFM-FM	1.6
23 WOJO-FM	1.6	WOJO-FM	1.4	WLS-AM	1.2	WKRT-FM	1.3	WVON-AM	1.5
24 WKRT-FM	1.5	WKRT-FM	1.3	WOJO-FM	1.1	WJJD-AM	1.1	WKRT-FM	1.3

25 WJJD-AM	1.3	WJJD-AM	1.0	WJJD-AM	1.1	WCFM-AM	1.1	WJJD-AM	0.9
26 WCFM-AM	0.5	WYEN-FM	0.8	WKRS-AM	0.9	WYEN-FM	1.1	WOJO-FM	0.9
27 WYEN-FM	0.5	WCFM-AM	0.5	WYEN-FM	0.8	WNIB-FM	0.6	WYEN-FM	0.8
28 WNIB-FM	0.4	WNIB-FM	0.5	WCFM-AM	0.7	WYEN-FM	0.6	WYEN-FM	0.5
29 WOPA-AM	0.4	WOPA-AM	0.5	WOPA-AM	0.5	WYEN-FM	0.3	WNIB-FM	0.5
30 WJOL-AM	0.4	WCRW-AM	0.4	WYEN-FM	0.5			WJOL-AM	0.5
31 WJOL-AM	0.4	WYEN-FM	0.4	WJOL-AM	0.5				
32 WYEN-FM	0.3								
33 WYEN-FM	0.3								
34 WKCA-AM	0.3								

Demographics

Adults 18-34
Mon-Sun 6AM-Mid
M F

Adults 25-54
Mon-Sun 6AM-Mid
M F

1 WLS-AM	1 WFYR-FM	1 WGN-AM	1 WGN-AM
2 WMET-FM	2 WKQX-FM	2 WBBM-AM	2 WLOO-FM
3 WLUP-FM	3 WLS-AM	3 WMAQ-AM	3 WMAQ-AM

Cincinnati

METRO RANK 27

Spring '81 Market Overview

"Warm" and "red" are the adjectives that give observers a clue to some of the successful stations in Cincinnati this spring. **WRRM**, formerly **WLQA**, debuted its Adult Contemporary format and new calls with an impressive showing, while the Cincinnati Reds broadcasts lent a helping hand to the **WLW** ratings this sweep.

WLW has perennially been the leading station in this metro during the spring surveys, thanks in large part to the Reds. The station's spring 12+ share is usually about six shares higher than the subsequent fall reading. Although the station hit double digits this spring, it's the lowest overall

share for **WLW** in years, perhaps ever. Musically the station was in transition, as PD **George Cooper** sought to introduce new music — somewhat harder, plus a Country mix too — to the playlist.

WRRM changed from its previous Beautiful Music format (**WLQA**) and successfully debuted a sound that garnered a strong 18-44 audience mix. As a result **WRRM** ("Warm") was able to rank highly among women 18-34 and 25-54. MIDDAYS and afternoon drive appeared to be the station's strongest dayparts. Advertising for the new calls and format consisted of a multimedia effort involving TV primarily, with billboards and bus benches

as backup. This contrasts with the previous sweep when there was no ad budget. On-air there was very little promotion, but **Mark Tipton**, who'd been at **WSAI** for years, was added as morning man.

WEBN and **WWEZ** posted successful showings. **WEBN** is the AOR leader, and a new client of **John Sebastian**. The station rebounded to almost the level of its book last spring, but with increased numbers among young men and teens, where **WEBN** tied **WKRC** for the lead with more than a 27 share. **WWEZ**, the Beautiful Music pacesetter, ranked highly among 25-54 adults again.

Audience Composition Analysis

AGE WLW-AM : AC

12-17 1.0%
18-24 2.2%
25-34 18.5%
35-44 10.9%
45-54 17.9%
55+ 48.9%
12+ TOTAL 18.400
Mins/Day Listened: 59
Turnover: 18.4

AGE WEBN-FM : AOR

12-17 28.0%
18-24 41.6%
25-34 26.7%
35-44 0.6%
45-54 1.9%
55+ 1.2%
12+ TOTAL 16.100
Mins/Day Listened: 82
Turnover: 13.2

AGE WWEZ-FM : BM

12-17 0.6%
18-24 3.0%
25-34 9.8%
35-44 15.9%
45-54 21.3%
55+ 49.4%
12+ TOTAL 16.400
Mins/Day Listened: 96
Turnover: 11.3

AGE WKRC-AM : AC

12-17 2.6%
18-24 8.4%
25-34 37.0%
35-44 14.9%
45-54 11.7%
55+ 25.3%
12+ TOTAL 15.400
Mins/Day Listened: 62
Turnover: 17.3

AGE WKRC-FM : R

12-17 28.0%
18-24 34.2%
25-34 24.2%
35-44 10.6%
45-54 2.5%
55+ 0.6%
12+ TOTAL 16.100
Mins/Day Listened: 63
Turnover: 17.2

AGE WCKY-AM : AC

12-17 0.0%
18-24 2.3%
25-34 4.5%
35-44 11.4%
45-54 19.7%
55+ 62.1%
12+ TOTAL 13.200
Mins/Day Listened: 92
Turnover: 11.7

AGE WUBE-FM : C

12-17 2.9%
18-24 18.6%
25-34 17.1%
35-44 17.1%
45-54 25.7%
55+ 18.8%
12+ TOTAL 7.000
Mins/Day Listened: 85
Turnover: 12.8

AGE WYYS-FM : R

12-17 28.6%
18-24 26.2%
25-34 28.6%
35-44 11.9%
45-54 4.8%
55+ 0.0%
12+ TOTAL 4.200
Mins/Day Listened: 37
Turnover: 29.4

AGE WRRM-FM : AC

12-17 2.5%
18-24 33.9%
25-34 28.8%
35-44 25.4%
45-54 5.1%
55+ 4.2%
12+ TOTAL 11.800
Mins/Day Listened: 87
Turnover: 12.4

AGE WSAI-AM : C

12-17 0.0%
18-24 4.2%
25-34 14.6%
35-44 37.5%
45-54 18.8%
55+ 25.0%
12+ TOTAL 4.800
Mins/Day Listened: 58
Turnover: 18.7

AGE WBLZ-FM : B

12-17 24.3%
18-24 45.9%
25-34 24.3%
35-44 2.7%
45-54 0.0%
55+ 2.7%
12+ TOTAL 3.700
Mins/Day Listened: 77
Turnover: 14.0

AGE WCIN-AM : B

12-17 18.6%
18-24 34.0%
25-34 21.6%
35-44 10.3%
45-54 9.3%
55+ 6.2%
12+ TOTAL 9.700
Mins/Day Listened: 104
Turnover: 10.4

AGE WSKS-FM : R

12-17 20.9%
18-24 25.6%
25-34 39.5%
35-44 7.0%
45-54 2.3%
55+ 4.7%
12+ TOTAL 4.300
Mins/Day Listened: 43
Turnover: 25.3

AGE WSAI-FM : C

12-17 14.7%
18-24 11.8%
25-34 17.6%
35-44 35.3%
45-54 8.8%
55+ 11.8%
12+ TOTAL 3.400
Mins/Day Listened: 54
Turnover: 20.1

Format Reach

AC 35.2
C 17.4
R 13.1
MISC 9.9
AOR 9.7
BM 7.2
B 6.4
J 1.1

Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 11261

Spring '80 Fall '80 Spring '81

1 WLW-AM	14.5	WKRC-FM	10.5	WLW-AM (AC)	14.5
2 WKRC-FM	10.7	WKRC-AM	10.4	WKRC-FM (R)	10.7
3 WEBN-FM	9.7	WWEZ-FM	9.7	WEBN-FM (A)	9.7
4 WKRC-AM	8.0	WEBN-FM	8.6	WKRC-AM (AC)	8.0
5 WCKY-AM	8.0	WLW-AM	8.5	WCKY-AM (AC)	8.0
6 WWEZ-FM	6.3	WCKY-AM	6.4	WWEZ-FM (BM)	6.3
7 WUBE-FM	5.8	WUBE-FM	5.7	WUBE-FM (C)	5.8
8 WSAI-FM	5.5	WCIN-AM	4.6	WSAI-FM (C)	5.5
9 WCIN-AM	4.3	WYYS-FM	4.1	WCIN-AM (B)	4.3
10 WSAI-AM	3.9	WSAI-FM	3.4	WSAI-AM (C)	3.9
11 WRRM-FM	3.1	WRRM-FM	3.4	WRRM-FM (AC)	3.1
12 WSKS-FM	2.4	WSKS-FM	3.0	WSKS-FM (R)	2.4
13 WUBE-AM	1.7	WSAI-AM	2.6	WUBE-AM (C)	1.7

14 WLW-FM	1.6	WNOP-AM	2.3	WLW-FM (AC)	1.6
15 WBLZ-FM	1.2	WUBE-AM	1.7	WBLZ-FM (B)	1.2
16 WNOP-AM	1.1	WHIO-FM	1.0	WNOP-AM (J)	1.1
17 WDAO-FM	0.9	WLYK-FM	0.9	WDAO-FM (B)	0.9
18 WONE-AM	0.5	WDAO-FM	0.7	WONE-AM (C)	0.5
19 WLYK-FM	0.5	WZIP-AM	0.6	WLYK-FM (BM)	0.5
20 WHIO-FM	0.4	WHKK-FM	0.4	WHIO-FM (BM)	0.4

Demographics

Adults 18-34 Mon-Sun 6AM-Mid M F
Adults 25-54 Mon-Sun 6AM-Mid M F

1 WEBN-FM	1 WKRC-FM	1 WLW-AM	1 WKRC-AM
2 WKRC-FM	2 WRRM-FM	2 WKRC-AM	2 WWEZ-FM
3 WKRC-AM	3 WKRC-AM	3 WWEZ-FM	3 WRRM-FM

Spring '81 Market Overview

This survey was the second Quarterly Measurement sweep in the Cleveland area. The numbers were probably slightly more reliable than those for the Spring '80 sweep, owing to increased in-tab (1623 vs. 1308) as well as the longer sweep itself. Using the hard-to-obtain 18-24 male cell as an example, there were 101 in-tab diaries this sweep, while just 76 were usable last spring.

The additional 18-24 in-tab provided a stable audience base for the market's leading station, AOR fixture **WMMS**. In addition to another strong

score by the Buzzard, other stations that scored well this time around were **WHK** and **WWWE**. Also, the Beautiful Music battle between **WQAL** and **WDOK** continued to rage, with a slight edge for **WDOK**.

WHK rebounded from a dip in the winter numbers to surpass last spring's score, achieving the highest time spent listening level in the market and using it to great advantage. Advertising for the Country leader consisted of TV (80% of budget) and newspaper, with direct mail promotions also tied in. 250,000 "Money Tickets" were sent to

listeners to encourage drive-time listening. In addition, there were two airshift changes, affecting midday and PM drive. All of this led to **WHK** earning the number two spot among women 25-54 this sweep.

WWWE came under new management and showed signs of renewed vigor this survey. The station developed a healthy 25-44 core, showing a big increase at night when it carries Indians baseball. Cleveland will be getting its first summer book this year, and it will be worthwhile to see what impact the baseball strike has on **WWWE**'s numbers.

Audience Composition Analysis

AGE	WMMS-FM : AOR
12-17	18.5%
18-24	51.3%
25-34	25.8%
35-44	1.9%
45-54	1.9%
55+	2.6%
12+ TOTAL	26,780
Mins/Day Listened:	85
Turnover:	12.7

AGE	WHK-AM : C
12-17	1.0%
18-24	0.5%
25-34	14.9%
35-44	16.9%
45-54	21.0%
55+	45.6%
12+ TOTAL	19,500
Mins/Day Listened:	105
Turnover:	10.3

AGE	WZZP-FM : R
12-17	6.4%
18-24	29.9%
25-34	40.8%
35-44	12.1%
45-54	8.3%
55+	2.5%
12+ TOTAL	15,700
Mins/Day Listened:	74
Turnover:	14.5

AGE	WGAR-AM : AC
12-17	4.6%
18-24	6.1%
25-34	38.2%
35-44	16.8%
45-54	13.7%
55+	20.6%
12+ TOTAL	13,100
Mins/Day Listened:	63
Turnover:	17.2

AGE	WKSX-FM : C
12-17	3.4%
18-24	13.8%
25-34	24.1%
35-44	17.2%
45-54	19.5%
55+	21.8%
12+ TOTAL	8,700
Mins/Day Listened:	87
Turnover:	12.4

AGE	WDOK-FM : BM
12-17	1.4%
18-24	6.0%
25-34	6.0%
35-44	15.3%
45-54	18.6%
55+	52.6%
12+ TOTAL	21,500
Mins/Day Listened:	86
Turnover:	12.6

AGE	WGCL-FM : R
12-17	30.0%
18-24	31.3%
25-34	28.3%
35-44	6.9%
45-54	5.6%
55+	0.0%
12+ TOTAL	16,000
Mins/Day Listened:	59
Turnover:	18.3

AGE	WERE-AM : N
12-17	0.0%
18-24	0.0%
25-34	9.7%
35-44	11.6%
45-54	19.4%
55+	59.4%
12+ TOTAL	15,500
Mins/Day Listened:	73
Turnover:	14.9

AGE	WLYT-FM : R
12-17	43.5%
18-24	33.7%
25-34	15.2%
35-44	3.3%
45-54	1.1%
55+	3.3%
12+ TOTAL	9,200
Mins/Day Listened:	51
Turnover:	13.9

AGE	WWWM-FM : AOR
12-17	11.4%
18-24	49.4%
25-34	32.9%
35-44	1.3%
45-54	3.8%
55+	1.3%
12+ TOTAL	7,900
Mins/Day Listened:	44
Turnover:	24.4

AGE	WQAL-FM : BM
12-17	0.5%
18-24	3.4%
25-34	9.9%
35-44	20.7%
45-54	25.6%
55+	39.9%
12+ TOTAL	20,300
Mins/Day Listened:	91
Turnover:	11.9

AGE	WWWE-AM : AC
12-17	3.4%
18-24	7.6%
25-34	24.1%
35-44	22.8%
45-54	10.3%
55+	31.7%
12+ TOTAL	14,500
Mins/Day Listened:	57
Turnover:	18.9

AGE	WJW-AM : AC
12-17	2.2%
18-24	1.1%
25-34	2.2%
35-44	10.9%
45-54	17.4%
55+	66.3%
12+ TOTAL	9,200
Mins/Day Listened:	78
Turnover:	21.0

AGE	WZAK-FM : M
12-17	31.1%
18-24	28.4%
25-34	29.7%
35-44	4.1%
45-54	2.7%
55+	4.1%
12+ TOTAL	7,400
Mins/Day Listened:	71
Turnover:	15.2

Format Reach

BM	17.5
R	16.1
AC	14.8
AOR	14.4
C	11.0
MISC.	8.9
B	6.7
N	6.1
CL	2.2
RL	1.1
E	0.8
O	0.4

Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 15709

	Spring '80	Fall '80	Winter '81	Spring '81
1	WQAL-FM 10.4	WQAL-FM 9.4	WMMS-FM 10.5	WMMS-FM(A) 10.5
2	WMMS-FM 9.0	WDOK-FM 9.1	WDOK-FM 8.4	WDOK-FM(BM) 8.4
3	WDOK-FM 8.3	WMMS-FM 8.5	WQAL-FM 8.0	WQAL-FM(C) 8.0
4	WERE-AM 7.9	WHK-AM 7.9	WGCL-FM 7.3	WHK-AM(D) 7.6
5	WHK-AM 7.0	WERE-AM 6.7	WZZP-FM 6.9	WGCL-FM(R) 6.3
6	WZZP-FM 6.0	WGCL-FM 5.9	WERE-AM 5.8	WZZP-FM(R) 6.2
7	WGCL-FM 5.9	WDMT-FM 5.2	WERE-AM(M) 6.1	WDMT-FM 5.8
8	WWWE-AM 5.5	WZZP-FM 5.2	WHK-AM 5.3	WWWE-AM(A) 5.7
9	WGAR-AM 5.3	WJW-AM 5.1	WGAR-AM(A) 5.1	WGAR-AM(A) 5.1
10	WJW-AM 4.8	WGAR-AM 4.8	WKSX-FM 3.8	WLYT-FM(R) 3.6
11	WDMT-FM 4.5	WKSX-FM 3.8	WWWE-AM 3.8	WJW-AM(A) 3.6
12	WLYT-FM 2.8	WWWE-AM 3.2	WJW-AM 3.4	WKSX-FM(C) 3.4
13	WKSX-FM 2.6	WWWE-AM 3.0	WLYT-FM 3.2	WWWE-AM(A) 3.1
14	WCLV-FM 2.4	WJMO-AM 2.7	WZAK-FM(B) 2.9	WZAK-FM(B) 2.9
15	WJMO-AM 2.4	WLYT-FM 2.4	WWWE-AM 3.0	WDMT-FM(B) 2.8
16	WBBG-AM 2.1	WCLV-FM 2.0	WJMO-AM(B) 2.4	WJMO-AM(B) 2.4
17	WWWM-FM 2.0	WBBG-AM 1.8	WABQ-AM 1.3	WCLV-FM(C) 2.2

18	WABQ-AM 1.4	WABQ-AM 1.5	WOBX-FM 1.3	WABQ-AM(B) 1.5
19	WZAK-FM 1.0	WZAK-FM 1.0	WZAK-FM 0.9	WOBX-FM(BM) 1.1
20	WKDD-FM 0.9	WKDD-FM 0.9	WBBG-AM 0.7	WSUM-AM(R) 1.1
21	WOBX-FM 0.7	WOBX-FM 0.9	WLSR-AM 0.7	WKDD-FM(A) 0.8
22	WPVL-AM 0.5	WAEZ-FM 0.9	WKDD-FM 0.5	WUE-AM(R) 0.8
23	WLSR-AM 0.4	WELW-AM 0.5		WAKR-AM(A) 0.4
24		WJR-AM 0.4		WBBG-AM(B) 0.4
25		WPVL-AM 0.4		
26		WLSR-AM 0.4		

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid		Mon-Sun 6AM-Mid	
M	F	M	F
1	WMMS-FM	1	WQAL-FM
2	WGCL-FM	2	WWWE-AM
3	WWWM-FM	3	WZAK-FM
4	WZZP-FM	4	WHK-AM
5	WMMS-FM	5	WZAK-FM
6	WZAK-FM	6	WZAK-FM
7	WZAK-FM	7	WZAK-FM
8	WZAK-FM	8	WZAK-FM
9	WZAK-FM	9	WZAK-FM
10	WZAK-FM	10	WZAK-FM
11	WZAK-FM	11	WZAK-FM
12	WZAK-FM	12	WZAK-FM
13	WZAK-FM	13	WZAK-FM
14	WZAK-FM	14	WZAK-FM
15	WZAK-FM	15	WZAK-FM
16	WZAK-FM	16	WZAK-FM
17	WZAK-FM	17	WZAK-FM
18	WZAK-FM	18	WZAK-FM
19	WZAK-FM	19	WZAK-FM
20	WZAK-FM	20	WZAK-FM
21	WZAK-FM	21	WZAK-FM
22	WZAK-FM	22	WZAK-FM
23	WZAK-FM	23	WZAK-FM
24	WZAK-FM	24	WZAK-FM
25	WZAK-FM	25	WZAK-FM
26	WZAK-FM	26	WZAK-FM

Columbus, OH

METRO RANK

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Spring '81 Market Overview

For the second consecutive survey the number of usable diaries obtained by Arbitron in Columbus took a drop. The in-tab this sweep was 34% less than last spring, a decline of over 500 diaries. Please keep this drop — and the possible impact on reliability of the estimates — in mind when reviewing the numbers in this market.

AOR fixture **WLWQ** topped the metro for the

third straight book. The station was best among both men and women 18-34, and maintained a strong teen share also, almost a 30 in that demo. **WLWQ** advertised on TV and busboards, and gave away gasoline to listeners. The **Superstars** format continued to work well.

The new number two station in the market was **WXGT**. The CHR entry scored its third straight up book, based on an increase in teens and young adult females. **WXGT**'s teen share was almost 40, while the station scored third in both male and

female 18-34 breakouts. Female gains were especially impressive in morning drive and at night. **WXGT** used a more diverse ad campaign this time, involving TV and billboards, rather than just TV as in the past.

WCOL enjoyed its best showing in recent years with a big jump in female numbers. The station's movement, particularly in middays and afternoon drive, allowed **WCOL** to score second place among women 25-54.

Audience Composition Analysis

AGE	WLWQ-FM : AOR
12-17	17.0%
18-24	52.9%
25-34	24.7%
35-44	4.0%
45-54	0.9%
55+	0.4%
12+ TOTAL	22,300

Mins/Day Listened: 103
Turnover: 10.4

AGE	WXGT-FM : R
12-17	33.1%
18-24	35.1%
25-34	21.2%
35-44	10.6%
45-54	0.0%
55+	0.0%
12+ TOTAL	15,100

Mins/Day Listened: 76
Turnover: 14.2

AGE	WNCI-FM : R
12-17	7.9%
18-24	33.6%
25-34	40.0%
35-44	12.9%
45-54	2.1%
55+	3.8%
12+ TOTAL	14,000

Mins/Day Listened: 69
Turnover: 15.7

AGE	WCOL-AM : AC
12-17	2.7%
18-24	7.2%
25-34	5.4%
35-44	11.7%
45-54	27.9%
55+	45.0%
12+ TOTAL	11,100

Mins/Day Listened: 81
Turnover: 13.3

AGE	WBNS-FM : BM
12-17	0.9%
18-24	7.3%
25-34	11.9%
35-44	23.9%
45-54	19.3%
55+	36.7%
12+ TOTAL	10,900

Mins/Day Listened: 79
Turnover: 13.7

AGE	WTVN-AM : AC
12-17	1.0%
18-24	15.5%
25-34	25.2%
35-44	21.4%
45-54	10.7%
55+	26.2%
12+ TOTAL	10,300

Mins/Day Listened: 57
Turnover: 19.0

AGE	WMNI-AM : C
12-17	1.1%
18-24	4.3%
25-34	11.7%
35-44	27.7%
45-54	13.8%
55+	41.5%
12+ TOTAL	9,400

Mins/Day Listened: 83
Turnover: 13.1

AGE	WBNS-AM : AC
12-17	3.4%
18-24	15.9%
25-34	29.5%
35-44	21.6%
45-54	11.4%
55+	18.2%
12+ TOTAL	8,800

Mins/Day Listened: 51
Turnover: 21.3

AGE	WHOK-FM : C
12-17	4.6%
18-24	15.4%
25-34	18.5%
35-44	20.0%
45-54	12.3%
55+	29.2%
12+ TOTAL	6,500

Mins/Day Listened: 108
Turnover: 10.0

AGE	WRMZ-FM : BM
12-17	0.0%
18-24	0.0%
25-34	22.9%
35-44	20.8%
45-54	16.7%
55+	39.0%
12+ TOTAL	4,800

Mins/Day Listened: 87
Turnover: 12.4

AGE	WVWQ-FM : B
12-17	19.1%
18-24	29.8%
25-34	31.9%
35-44	8.5%
45-54	4.3%
55+	6.4%
12+ TOTAL	4,700

Mins/Day Listened: 74
Turnover: 14.6

AGE	WVWQ-AM : B
12-17	16.1%
18-24	16.1%
25-34	32.3%
35-44	9.7%
45-54	12.9%
55+	12.9%
12+ TOTAL	3,100

Mins/Day Listened: 65
Turnover: 16.6

AGE	WBBY-FM : J
12-17	0.0%
18-24	22.7%
25-34	50.0%
35-44	13.6%
45-54	9.1%
55+	4.5%
12+ TOTAL	2,200

Mins/Day Listened: 61
Turnover: 17.8

AGE	WLW-AM : AC
12-17	0.0%
18-24	0.0%
25-34	18.8%
35-44	31.3%
45-54	12.5%
55+	37.5%
12+ TOTAL	1,600

Mins/Day Listened: 34
Turnover: 31.4

Format Reach

AC	24.9
R	20.8
AOR	15.9
C	11.3
BM	11.2
MISC	8.7
B	5.6
J	1.6

Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 8927

	Spring '80	Fall '80	Spring '81
1 WLWQ-FM	12.5	WLWQ-FM	14.0 WLWQ-FM(A) 15.9
2 WNCI-FM	11.6	WTVN-AM	12.3 WXGT-FM(B) 10.8
3 WBNS-FM	10.7	WNCI-FM	11.1 WNCI-FM(B) 10.0
4 WTVN-AM	10.0	WXGT-FM	9.1 WCOL-AM(AC) 7.9
5 WXGT-FM	8.2	WBNS-FM	9.1 WBNS-FM(BM) 7.8
6 WMNI-AM	7.0	WMNI-AM	6.1 WTVN-AM(AC) 7.3
7 WCOL-AM	6.8	WBNS-AM	5.5 WMNI-AM(C) 6.7
8 WBNS-AM	6.4	WCOL-AM	5.2 WBNS-AM(AC) 6.3
9 WVWQ-AM	3.2	WHOK-FM	3.7 WHOK-FM(C) 4.6
10 WVWQ-FM	2.9	WVWQ-AM	3.7 WRMZ-FM(BM) 3.4
11 WHOK-FM	2.9	WRMZ-FM	2.9 WVWQ-FM(B) 3.4
12 WRMZ-FM	2.6	WVWQ-FM	2.2 WVWQ-AM(B) 2.2
13 WRFD-AM	1.6	WBBY-FM	1.8 WBBY-FM(J) 1.6

14 WLW-AM	1.4	WHOK-AM	1.5	WLW-AM(AC) 1.1
15 WBBY-FM	1.1	WRFD-AM	1.0	WHOK-AM(AC) 1.1
16 WNRE-FM	0.7	WLW-AM	0.8	WNRE-FM(AC) 0.7
17 WHOK-AM	0.4	WNRE-FM	0.7	WRFD-AM(AC) 0.4
18				WNRE-AM(AC) 0.1

Demographics

Adults 18-34	Adults 25-54
Mon-Sun 6AM-Mid	Mon-Sun 6AM-Mid
M	F
1 WLWQ-FM	1 WLWQ-FM
2 WNCI-FM	2 WNCI-FM
3 WXGT-FM	3 WXGT-FM
	1 WLWQ-FM
	2 WNCI-FM
	3 WTVN-AM
	1 WNCI-FM
	2 WCOL-AM
	3 WBNS-FM

Spring '81 Market Overview

The first Quarterly Measurement survey in the metroplex saw **KSCS** maintain its lead while **KVIL-FM** remained strong. **KKDA-FM** emerged as a threat with a move into third place overall.

A look at the ethnic retrieval in this first Dallas area QM sweep may supply a clue in the emergence of **KKDA-FM**. Already a strong station, it may have been helped by a dramatic increase in Telephone Retrieval diaries (this survey versus the Fall '80 effort. In the fall, 335 diaries came from those — blacks predominantly — who

were TR'ed. In the spring 512 such diaries, a 53% increase, were in-tab. In the High Density Black Area the comparison shows a 196-359 increase. Such a boost in telephone-retrieved diaries may help to explain the stronger showing of a Black station such as **KKDA-FM**. Observers should note whether the ethnic retrieval in the next book is comparable, and if so should examine the **KKDA-FM** standings in that light.

Besides the tremendous showing for **KKDA-FM**, another success story was posted by **KEGL**. The station restaffed between the fall and spring

books, extended its playlist to accommodate more album cuts, and was promotionally active. Among the promotions were prizes for every song played in a week, as well as 10 trips for two to Hawaii. In advertising, the station spent more than in previous surveys, with 60% on TV and most of the balance on billboards. Direct mail, magazines, and window stickers were also used.

KOAX cut into the Beautiful Music lead of **KMEZ**, with its biggest improvement in morning drive, and higher shares in every daypart except evenings.

Audience Composition Analysis

KSCS-FM : C

AGE	
12-17	8.9%
18-24	14.3%
25-34	31.6%
35-44	23.8%
45-54	12.2%
55+	9.2%
12+ TOTAL	37,000
Mins/Day Listened	86
Turnover	12.5

WBAP-AM : C

AGE	
12-17	3.3%
18-24	9.7%
25-34	13.4%
35-44	16.7%
45-54	18.2%
55+	38.7%
12+ TOTAL	26,900
Mins/Day Listened	62
Turnover	17.5

KVIL-FM : R

AGE	
12-17	5.8%
18-24	25.7%
25-34	42.5%
35-44	19.0%
45-54	3.7%
55+	3.4%
12+ TOTAL	32,700
Mins/Day Listened	81
Turnover	13.4

KMEZ-FM : BM

AGE	
12-17	0.0%
18-24	8.6%
25-34	17.6%
35-44	15.1%
45-54	29.4%
55+	29.4%
12+ TOTAL	24,500
Mins/Day Listened	98
Turnover	11.1

KKDA-FM : B

AGE	
12-17	22.0%
18-24	25.5%
25-34	22.7%
35-44	17.1%
45-54	8.7%
55+	3.8%
12+ TOTAL	28,600
Mins/Day Listened	93
Turnover	11.7

KRLD-AM : N

AGE	
12-17	0.4%
18-24	1.7%
25-34	13.8%
35-44	17.7%
45-54	15.1%
55+	51.3%
12+ TOTAL	23,200
Mins/Day Listened	59
Turnover	18.3

KPLX-FM : C

AGE	
12-17	20.4%
18-24	26.5%
25-34	22.3%
35-44	17.1%
45-54	7.1%
55+	6.6%
12+ TOTAL	21,100
Mins/Day Listened	83
Turnover	13.0

KZEW-FM : AOR

AGE	
12-17	9.6%
18-24	42.8%
25-34	43.3%
35-44	3.4%
45-54	0.0%
55+	1.0%
12+ TOTAL	20,800
Mins/Day Listened	75
Turnover	14.5

KEGL-FM : R

AGE	
12-17	27.1%
18-24	40.4%
25-34	27.1%
35-44	2.5%
45-54	2.0%
55+	1.0%
12+ TOTAL	20,300
Mins/Day Listened	59
Turnover	18.4

KOAX-FM : BM

AGE	
12-17	1.6%
18-24	2.1%
25-34	8.3%
35-44	12.4%
45-54	23.8%
55+	51.8%
12+ TOTAL	19,300
Mins/Day Listened	85
Turnover	12.7

KNOK-FM : B

AGE	
12-17	21.8%
18-24	39.9%
25-34	15.5%
35-44	7.3%
45-54	8.3%
55+	7.3%
12+ TOTAL	19,300
Mins/Day Listened	98
Turnover	11.0

KTXQ-FM : AOR

AGE	
12-17	29.8%
18-24	40.8%
25-34	27.2%
35-44	2.1%
45-54	0.0%
55+	0.0%
12+ TOTAL	19,100
Mins/Day Listened	65
Turnover	16.7

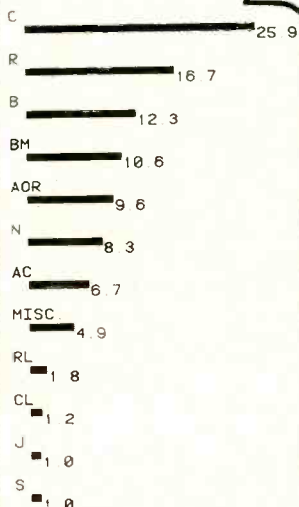
KNUS-FM : R

AGE	
12-17	46.8%
18-24	27.3%
25-34	18.0%
35-44	5.8%
45-54	1.4%
55+	0.7%
12+ TOTAL	13,900
Mins/Day Listened	52
Turnover	20.9

KMGC-FM : AC

AGE	
12-17	4.3%
18-24	40.9%
25-34	38.3%
35-44	13.9%
45-54	2.6%
55+	0.0%
12+ TOTAL	11,500
Mins/Day Listened	55
Turnover	19.7

Format Reach



Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 24484

	Spring '80	Fall '80	Spring '81
1 KVIL-FM	9.8	KSCS-FM	8.7
2 WBAP-AM	9.2	KVIL-FM	8.0
3 KSCS-FM	7.9	KRLD-AM	7.7
4 KRLD-AM	6.7	KMEZ-FM	7.0
5 KOAX-FM	6.4	WBAP-AM	6.4
6 KMEZ-FM	5.5	KPLX-FM	5.8
7 KKDA-FM	5.1	KKDA-FM	5.5
8 KZEW-FM	4.9	KZEW-FM	4.7
9 KTXQ-FM	4.5	KNOK-FM	4.4
10 WFAA-AM	4.3	KTXQ-FM	4.0
11 KNOK-FM	3.9	KOAX-FM	3.8
12 KFJZ-FM	3.8	WFAA-AM	3.7
13 KMGC-FM	3.8	KFJZ-FM	3.5
14 KBOX-AM	3.3	KMGC-FM	3.2
15 KPLX-FM	2.7	KBOX-AM	3.0
16 KNUS-FM	2.5	KNUS-FM	2.2
17 KLIF-AM	1.9	KFJZ-FM	1.8

18 WRR-FM	1.6	KAFM-FM	1.7	KLIF-AM(C)	1.4
19 KNOK-AM	1.0	KLIF-AM	1.6	KPBC-AM(RL)	1.4
20 KAFM-FM	1.0	KPBC-AM	1.2	KAFM-FM(AC)	1.4
21 KPBC-AM	0.9	KESS-FM	1.1	WRR-FM(CL)	1.2
22 KVIL-AM	0.7	WRR-FM	1.0	KNOK-AM(J)	1.0
23 KSKY-AM	0.7	KNOK-AM	1.0	KESS-FM(S)	1.0
24 KKDA-AM	0.5	KKDA-AM	0.7	KIXK-FM(C)	0.9
25 KXOL-AM	0.5	KDDC-FM	0.6	KKDA-AM(B)	0.7
26 KAAM-AM	0.4	KVIL-AM	0.5	KVIL-AM(R)	0.5
27 KDDC-FM	0.3	KSKY-AM	0.5	KSKY-AM(RL)	0.4
28		KXOL-AM	0.4	KXOL-AM(C)	0.4
29		KAAM-AM	0.4	KAAM-AM(AC)	0.3

Demographics

Adults 18-34	Adults 25-54
Mon-Sun 6AM-Mid	Mon-Sun 6AM-Mid
M	F
1 KZEW-FM	1 KVIL-FM
2 KVIL-FM	1 KSCS-FM
3 KEGL-FM	2 KSCS-FM
	2 KVIL-FM
	2 KVIL-FM
	3 WBAP-AM
	3 KMEZ-FM

Dayton

METRO RANK

48

Spring '81 Market Overview

WHIO-AM & FM flourished in the first Quarterly Measurement sweep in Dayton. WHIO-FM, the Beautiful Music leader, was up more than four shares to top most of the adult 25 demos. WHIO-AM, with Cincinnati Reds baseball, enjoyed its usual rise in the spring and ranked second in the market.

WHIO-FM scored its most impressive gains among female listeners. Key dayparts for station

growth were afternoon drive and the evenings, although there was improvement virtually everywhere. WHIO-FM ranked number one among men and women 25-54.

WHIO had its best book among the last several sweeps. With the gains this survey WHIO now ranks second among men and women 25-54. Afternoon drive and the evenings showed the most growth for WHIO, perhaps akin to the game times for the Reds.

WDJX did well among the young adult demos.

The station generated its best share ever, and earned a narrow lead among women 18-34. The station garnered healthy growth in afternoon drive, and was able to not only do well among young adults but also held on to a dominant teen share (more than a 32).

WTUE led among men 18-34, but the station suffered some slippage. Female numbers were softest this sweep. However, the station pulled in large teen shares, and moved into second in that demo with over a 26.

Audience Composition Analysis

AGE	WHIO-FM : BM
12-17	1.0%
18-24	4.8%
25-34	13.5%
35-44	16.3%
45-54	26.9%
55+	37.5%
12+ TOTAL	20,800
Mins/Day Listened	113
Turnover	9.6

AGE	WDJX-FM : R
12-17	36.6%
18-24	32.3%
25-34	17.2%
35-44	11.8%
45-54	1.1%
55+	1.1%
12+ TOTAL	9,300
Mins/Day Listened	69
Turnover	15.6

AGE	WHIO-AM : AC
12-17	1.3%
18-24	2.0%
25-34	11.3%
35-44	20.5%
45-54	18.5%
55+	46.4%
12+ TOTAL	15,100
Mins/Day Listened	85
Turnover	12.8

AGE	WING-AM : AC
12-17	2.2%
18-24	18.5%
25-34	41.3%
35-44	18.5%
45-54	9.8%
55+	9.8%
12+ TOTAL	9,200
Mins/Day Listened	56
Turnover	19.3

AGE	WTUE-FM : AOR
12-17	27.2%
18-24	44.7%
25-34	24.3%
35-44	2.9%
45-54	0.0%
55+	1.0%
12+ TOTAL	10,300
Mins/Day Listened	80
Turnover	13.5

AGE	WDAO-FM : B
12-17	15.4%
18-24	29.5%
25-34	24.4%
35-44	11.5%
45-54	12.8%
55+	6.4%
12+ TOTAL	7,800
Mins/Day Listened	109
Turnover	9.9

AGE	WCNE-AM : C
12-17	1.6%
18-24	6.5%
25-34	24.2%
35-44	19.4%
45-54	22.6%
55+	25.8%
12+ TOTAL	6,200
Mins/Day Listened	57
Turnover	18.9

AGE	WVUD-FM : AOR
12-17	22.9%
18-24	48.6%
25-34	28.6%
35-44	0.0%
45-54	0.0%
55+	0.0%
12+ TOTAL	3,500
Mins/Day Listened	49
Turnover	21.8

AGE	WAVI-AM : T
12-17	0.0%
18-24	0.0%
25-34	6.1%
35-44	9.1%
45-54	15.2%
55+	89.7%
12+ TOTAL	3,300
Mins/Day Listened	80
Turnover	13.5

AGE	WSKS-FM : R
12-17	24.0%
18-24	36.0%
25-34	20.0%
35-44	20.0%
45-54	0.0%
55+	0.0%
12+ TOTAL	2,500
Mins/Day Listened	44
Turnover	24.5

AGE	WLW-AM : AC
12-17	0.0%
18-24	4.2%
25-34	20.8%
35-44	16.7%
45-54	12.5%
55+	45.8%
12+ TOTAL	2,400
Mins/Day Listened	49
Turnover	22.1

AGE	WJAI-FM : C
12-17	0.0%
18-24	11.8%
25-34	47.1%
35-44	35.3%
45-54	0.0%
55+	5.9%
12+ TOTAL	1,700
Mins/Day Listened	74
Turnover	14.6

AGE	WPBF-FM : AC
12-17	14.3%
18-24	28.6%
25-34	50.0%
35-44	7.1%
45-54	0.0%
55+	0.0%
12+ TOTAL	1,400
Mins/Day Listened	54
Turnover	19.9

AGE	WBLZ-FM : B
12-17	9.1%
18-24	45.5%
25-34	36.4%
35-44	9.1%
45-54	0.0%
55+	0.0%
12+ TOTAL	1,100
Mins/Day Listened	65
Turnover	16.5

Format Reach

AC	27.2
BM	19.6
AOR	13.6
R	12.2
B	8.4
C	8.4
MISC	6.6
T	3.1
RL	0.9

Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 6808

	Spring '80	Fall '80	Spring '81
1 WHIO-FM	17.0	WHIO-FM	15.1 WHIO-FM (BM) 19.6
2 WHIO-AM	12.6	WHIO-AM	11.9 WHIO-AM (AC) 14.2
3 WTUE-FM	9.9	WTUE-FM	11.4 WTUE-FM (A) 9.7
4 WONE-AM	9.2	WONE-AM	9.8 WDJX-FM (R) 8.8
5 WDAO-FM	7.5	WING-AM	9.6 WING-AM (AC) 8.7
6 WVUD-FM	7.0	WDAO-FM	8.8 WDAO-FM (B) 7.4
7 WING-AM	6.7	WDJX-FM	7.2 WONE-AM (C) 5.8
8 WDJX-FM	6.2	WAVI-AM	6.0 WVUD-FM (A) 3.3
9 WAVI-AM	5.8	WVUD-FM	3.3 WAVI-AM (T) 3.1
10 WLW-AM	2.2	WSKS-FM	1.5 WSKS-FM (R) 2.4
11 WSKS-FM	2.0	WPTW-FM	1.5 WLW-AM (AC) 2.3
12 WFCJ-FM	1.5	WLW-AM	1.3 WJAI-FM (C) 1.6
13 WPTW-FM	1.3	WFCJ-FM	1.1 WPBF-FM (AC) 1.3

14 WBZ1-FM	0.9 WVEZ-FM	1.1 WBLZ-FM (B)	1.0
15 WPTW-AM	0.8 WPFB-AM	0.7 WYYS-FM (R)	1.0
16 WKRQ-FM	0.7 WBZ1-FM	0.7 WBZ1-FM (C)	1.0
17 WEBN-FM	0.7 WPBF-FM	0.7 WFCJ-FM (RL)	0.9
18 WLWV-FM	0.4 WKRC-AM	0.6 WAZU-FM (A)	0.6
19 WJAI-FM	0.4 WYYS-FM	0.6 WPTW-FM (AC)	0.5
20 WVEZ-FM	0.3 WKRQ-FM	0.5 WPTW-AM (AC)	0.2

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid		Mon-Sun 6AM-Mid	
M	F	M	F
1 WTUE-FM	1 WDJX-FM	1 WHIO-FM	1 WHIO-FM
2 WING-AM	2 WHIO-FM	2 WHIO-AM	2 WHIO-AM
3 WVUD-FM	3 WING-AM	3 WING-AM	3 WING-AM

Spring '81 Market Overview

Improvement among the leading AOR's and Country stations appears to be the major outcome of the first Quarterly Measurement sweep in the Mile High City. **KBPI** remained the top station overall, **KAZY** recuperated, and **KYGO** slipped past **KLZ** as both stations garnered high shares.

The results of this survey should be slightly more reliable than other recent sweeps owing to an increase in usable diaries. Last spring the in-tab 12+ was 1476; it dipped to 1240 last fall, but rose to 1595 this time around. The additional sample apparently was spread through the cells in

a fashion that should not unduly skew the results for particular stations.

KBPI fell just shy of the double-digit threshold in **Frank Cody's** last book with the station. The station's teen share remained dominant, just over the 26 level, while female numbers showed worthwhile improvement. To advertise the AOR fixture, TV was utilized extensively, with some newspaper ads sprinkled in. Like **KAZY**, **KBPI** had a well-balanced audience profile, with healthy 25-34 numbers to complement the usual AOR strength of 12-24.

KAZY also went heavily into TV this sweep, but the station was also in transition this time around.

The air staff was shuffled before the survey, and the **Superstars** format was dropped. A more adult-oriented, less "heavy" sound was put together by the station staff. The results were increased female tune-in, especially in midday. **KAZY** will bear watching as its format solidifies for the fall effort, with **Cody** departed as **KBPI's** programmer.

For the first time, **KYGO** topped **KLZ** in the Country arena. **KYGO** has its audience concentrated more in the 25-44 demos while the **KLZ** appeal seems more widely dispersed 25-54. The big boost for **KYGO** came in AM drive, where the station almost doubled its previous share.

Audience Composition Analysis

AGE	KBPI-FM : AOR
12-17	26.9%
18-24	45.4%
25-34	23.1%
35-44	4.2%
45-54	0.4%
55+	0.0%
12+ TOTAL	23,800

Mins/Day Listened: 79
Turnover: 13.6

AGE	KOA-AM : T
12-17	1.7%
18-24	2.2%
25-34	10.1%
35-44	14.6%
45-54	17.4%
55+	53.9%
12+ TOTAL	17,800

Mins/Day Listened: 73
Turnover: 14.8

AGE	KLIR-FM : BM
12-17	1.4%
18-24	5.6%
25-34	15.5%
35-44	16.2%
45-54	26.1%
55+	35.2%
12+ TOTAL	14,200

Mins/Day Listened: 77
Turnover: 14.0

AGE	KAZY-FM : AOR
12-17	21.0%
18-24	48.6%
25-34	22.5%
35-44	3.6%
45-54	2.2%
55+	2.2%
12+ TOTAL	13,800

Mins/Day Listened: 74
Turnover: 14.7

AGE	KOSI-FM : BM
12-17	3.7%
18-24	8.8%
25-34	10.3%
35-44	19.1%
45-54	18.4%
55+	39.7%
12+ TOTAL	13,600

Mins/Day Listened: 75
Turnover: 14.5

AGE	KYGO-FM : C
12-17	4.4%
18-24	11.0%
25-34	29.4%
35-44	33.8%
45-54	17.6%
55+	3.7%
12+ TOTAL	13,600

Mins/Day Listened: 94
Turnover: 11.5

AGE	KLZ-AM : C
12-17	6.1%
18-24	9.8%
25-34	20.5%
35-44	21.2%
45-54	28.8%
55+	13.6%
12+ TOTAL	13,200

Mins/Day Listened: 81
Turnover: 13.3

AGE	KIMN-AM : R
12-17	17.1%
18-24	27.1%
25-34	33.3%
35-44	13.2%
45-54	3.9%
55+	5.4%
12+ TOTAL	12,900

Mins/Day Listened: 50
Turnover: 21.6

AGE	KOAQ-FM : R
12-17	34.9%
18-24	29.4%
25-34	22.2%
35-44	12.7%
45-54	0.8%
55+	0.0%
12+ TOTAL	12,600

Mins/Day Listened: 60
Turnover: 17.9

AGE	KEZW-AM : BM
12-17	2.4%
18-24	2.4%
25-34	3.2%
35-44	11.1%
45-54	34.9%
55+	46.0%
12+ TOTAL	12,600

Mins/Day Listened: 85
Turnover: 12.8

AGE	KHOW-AM : AC
12-17	2.9%
18-24	6.8%
25-34	36.9%
35-44	26.2%
45-54	13.6%
55+	13.6%
12+ TOTAL	10,300

Mins/Day Listened: 51
Turnover: 21.3

AGE	KPPL-FM : AC
12-17	12.2%
18-24	34.7%
25-34	26.5%
35-44	21.4%
45-54	4.1%
55+	1.0%
12+ TOTAL	9,800

Mins/Day Listened: 74
Turnover: 14.7

AGE	KVOD-FM : CL
12-17	0.0%
18-24	6.2%
25-34	34.6%
35-44	23.5%
45-54	16.0%
55+	19.8%
12+ TOTAL	8,100

Mins/Day Listened: 74
Turnover: 14.5

AGE	KBCO-FM : AOR
12-17	1.3%
18-24	34.7%
25-34	58.7%
35-44	5.3%
45-54	0.0%
55+	0.0%
12+ TOTAL	7,500

Mins/Day Listened: 95
Turnover: 11.4

Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 13492

	Spring '80	Fall '80	Spring '81
1 KBPI-FM	9.0	KBPI-FM	8.6
2 KIMN-AM	7.7	KOA-AM	7.8
3 KHOW-AM	7.6	KOSI-FM	6.7
4 KLIR-FM	7.3	KLIR-FM	6.1
5 KLZ-AM	6.7	KOAQ-FM	6.0
6 KOA-AM	6.5	KHOW-AM	5.8
7 KOSI-FM	5.7	KIMN-AM	5.4
8 KAZY-FM	5.2	KPPL-FM	5.1
9 KPPL-FM	4.9	KVOD-FM	4.8
10 KVOD-FM	3.8	KLZ-AM	4.7
11 KLAK-AM	3.5	KAZY-FM	4.2
12 KEZW-AM	3.2	KYGO-FM	3.5
13 KYGO-FM	2.8	KEZW-AM	3.2
14 KOAQ-FM	2.7	KLDR-AM	2.8
15 KADK-FM	2.6	KDKO-AM	2.5
16 KDN-AM	2.4	KBCO-FM	2.4
17 KBRQ-AM	2.2	KLAK-AM	2.3
18 KWBZ-AM	2.1	KADK-FM	1.9

19 KFML-AM	1.8	KDN-AM	1.8	KTCL-FM(A)	1.7
20 KBCO-FM	1.6	KBRQ-AM	1.6	KWBZ-AM(M)	1.7
21 KHOW-FM	1.5	KTCL-FM	1.5	KLDR-AM(AC)	1.5
22 KTCL-FM	1.1	KWBZ-AM	1.4	KERE-AM(AC)	1.3
23 KDKO-AM	0.9	KBNO-AM	1.1	KLAK-AM(C)	1.0
24 KADE-AM	0.7	KHOW-FM	1.1	KFML-AM(A)	1.0
25 KRKS-AM	0.6	KFML-AM	0.9	KBRQ-AM(C)	1.0
26 KBNO-AM	0.5	KADE-AM	0.8	KRKS-AM(RL)	0.7
27 KLMO-AM	0.4	KRKS-AM	0.7	KADE-AM(AC)	0.5
28 KERE-AM	0.4	KBRN-AM	0.4	KLMO-AM(AC)	0.3
29 KBRN-AM	0.3				

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid		Mon-Sun 6AM-Mid	
M	F	M	F
1 KBPI-FM	1 KBPI-FM	1 KLZ-AM	1 KYGO-FM
2 KAZY-FM	2 KPPL-FM	2 KYGO-FM	2 KLIR-FM
3 KBCO-FM	3 KAZY-FM	3 KOA-AM	3 KOSI-FM

Format Reach

AOR	21.4
BM	16.8
AC	13.8
C	13.2
R	10.6
T	9.1
MISC	4.5
CL	3.4
B	2.8
N	1.9
J	1.8
RL	0.7

Detroit

METRO RANK

6

Spring '81 Market Overview

The infusion of Tigers baseball into the **WJR** sound; a competitive AOR battle; and a new Country leader in the market highlighted the Detroit results. The second Quarterly Measurement survey in the metro featured slightly reduced overall in-tab, but the quality of the estimates did not suffer notably in comparison with the winter book.

WJR, with its varied programming aspects, included baseball in its repertoire this survey. With the help of the Tigers games, **WJR**'s numbers, especially at night, received a vigorous boost. It will be interesting to see what happened in the

summer book with the baseball strike.

Detroit's reputation as one of the more interesting radio markets is due in part to the caliber of its AOR stations. In this book **WLLZ** continued to lead the format, even though the station slipped from its spectacular winter showing. **WLLZ** remained dominant in teens, with just over a 30 share, but its adult female numbers showed some softness this book. The station bought no external advertising this time around.

WRIF may be on the rebound. Former **ABC** researcher **Fred Jacobs** (who was at **WRIF** earlier in his career) became the station's new PD, taking over from **Tom Bender**. Although no major programming changes were implemented by **Jacobs**

during this sweep, the station did notch some healthy male 35-44 numbers to give it a successful 25-54 showing, in addition to its normal 18-34 strength.

WABX, one of the AOR pioneers, has a new PD, **Carey Curelop**, and he made changes that may have helped. A tightened playlist and more familiar music were the keys to **Curelop**'s game plan.

On the Country scene, **WWWW** emerged as the new leader. The FM station did little to advertise itself, but **WWWW** did garner much marketplace publicity due to a "get-well" card sent to President **Reagan**.

Audience Composition Analysis

AGE	WJR-AM : M
12-17	3.0%
18-24	3.9%
25-34	7.9%
35-44	11.2%
45-54	20.2%
55+	53.8%
12+ TOTAL	66,900

Mins/Day Listened: 73
Turnover: 14.8

AGE	WLLZ-FM : AOR
12-17	41.4%
18-24	43.5%
25-34	12.0%
35-44	2.0%
45-54	0.2%
55+	0.8%
12+ TOTAL	49,000

Mins/Day Listened: 76
Turnover: 14.2

AGE	WWJ-AM : N
12-17	0.7%
18-24	1.3%
25-34	5.3%
35-44	5.3%
45-54	27.3%
55+	60.2%
12+ TOTAL	30,400

Mins/Day Listened: 56
Turnover: 19.2

AGE	WRIF-FM : AOR
12-17	16.1%
18-24	40.4%
25-34	32.5%
35-44	9.2%
45-54	0.7%
55+	1.0%
12+ TOTAL	29,200

Mins/Day Listened: 56
Turnover: 19.4

AGE	WNIC-FM : AC
12-17	6.3%
18-24	36.1%
25-34	39.3%
35-44	11.6%
45-54	4.9%
55+	1.8%
12+ TOTAL	28,500

Mins/Day Listened: 57
Turnover: 19.0

AGE	WJR-FM : BM
12-17	0.4%
18-24	4.3%
25-34	5.0%
35-44	9.4%
45-54	27.0%
55+	54.0%
12+ TOTAL	27,800

Mins/Day Listened: 68
Turnover: 15.8

AGE	WWWW-FM : C
12-17	6.3%
18-24	8.9%
25-34	11.8%
35-44	39.9%
45-54	20.7%
55+	12.5%
12+ TOTAL	27,100

Mins/Day Listened: 81
Turnover: 13.4

AGE	WMJC-FM : AC
12-17	8.6%
18-24	27.4%
25-34	43.6%
35-44	10.5%
45-54	6.4%
55+	3.4%
12+ TOTAL	26,600

Mins/Day Listened: 61
Turnover: 17.8

AGE	WXYZ-AM : T
12-17	0.4%
18-24	4.0%
25-34	6.0%
35-44	10.8%
45-54	22.1%
55+	56.6%
12+ TOTAL	24,900

Mins/Day Listened: 69
Turnover: 15.6

AGE	WOMC-FM : AC
12-17	1.6%
18-24	13.1%
25-34	22.5%
35-44	32.4%
45-54	19.3%
55+	11.1%
12+ TOTAL	24,400

Mins/Day Listened: 91
Turnover: 11.8

AGE	WABX-FM : AOR
12-17	22.9%
18-24	33.3%
25-34	37.5%
35-44	5.4%
45-54	0.0%
55+	0.8%
12+ TOTAL	24,000

Mins/Day Listened: 46
Turnover: 23.4

AGE	WCZY-FM : E
12-17	3.8%
18-24	7.7%
25-34	14.1%
35-44	20.1%
45-54	29.5%
55+	24.8%
12+ TOTAL	23,400

Mins/Day Listened: 70
Turnover: 15.5

AGE	WDRQ-FM : R
12-17	35.8%
18-24	18.6%
25-34	21.9%
35-44	19.5%
45-54	1.4%
55+	2.8%
12+ TOTAL	21,500

Mins/Day Listened: 50
Turnover: 21.7

AGE	CKLW-AM : R
12-17	9.9%
18-24	11.3%
25-34	37.3%
35-44	25.9%
45-54	7.1%
55+	8.5%
12+ TOTAL	21,200

Mins/Day Listened: 40
Turnover: 26.8

Format Reach

AOR	16.7
MISC	16.7
AC	13.1
B	9.0
C	8.4
R	7.5
BM	7.3
N	5.0
O	4.5
T	4.1
E	3.8
J	1.8
CL	1.4
RL	0.7

Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 35516

	Spring '80	Summer '80	Fall '80	Winter '81	Spring '81
1 WJR-AM	11.8	11.8	13.8	8.7	10.6
2 WRIF-FM	7.0	7.0	6.2	7.9	9.2
3 WMJC-FM	5.5	5.5	6.1	5.5	6.7
4 WCZY-FM	5.3	5.3	5.5	5.5	5.1
5 WJLW-AM	5.1	5.1	4.5	5.3	4.6
6 WWJ-AM	5.0	5.0	4.4	5.1	4.5
7 WJR-FM	4.7	4.7	4.3	5.0	4.3
8 CKLW-AM	4.6	4.6	4.3	4.5	4.1
9 WJLW-AM	4.6	4.6	4.3	4.2	4.0
10 WNIC-FM	4.4	4.4	3.5	3.9	3.8
11 WOMC-FM	4.4	4.4	3.3	3.6	3.7
12 WABX-FM	3.7	3.7	3.3	3.6	3.6
13 WWJ-FM	3.4	3.4	3.3	3.4	3.5
14 WWWW-FM	3.4	3.4	3.3	3.2	3.1
15 WXYZ-AM	2.7	2.7	3.1	3.2	3.0
16 WJLW-AM	2.6	2.6	3.0	3.1	2.8
17 WJLW-AM	2.5	2.5	2.8	3.0	2.8
18 WJLW-AM	2.4	2.4	2.7	2.9	2.7
19 WGR-FM	2.4	2.4	2.3	2.7	2.4
20 WLBS-FM	2.1	2.1	2.3	1.8	1.9

21 WCHB-AM	1.6	1.6	1.4	1.6	1.9
22 WHND-AM	1.6	1.6	1.1	1.6	1.8
23 CKLW-FM	0.8	0.8	1.0	1.3	1.1
24 WCZY-AM	0.7	0.7	0.9	1.3	0.9
25 WQRS-FM	0.6	0.6	0.6	0.6	0.8
26 WABX-FM	0.5	0.5	0.6	0.5	0.7
27 WNIC-AM	0.4	0.4	0.5	0.4	0.5
28 WCAR-AM	0.4	0.4	0.3	0.4	0.4
29 WGR-FM	0.3	0.3	0.3	0.4	0.3
30					

Demographics

Adults 18-34	Adults 25-54
Mon-Sun 6AM-Mid	Mon-Sun 6AM-Mid
M F	M F
1 WLLZ-FM	1 WNIC-FM
2 WRIF-FM	2 WMJC-FM
3 WABX-FM	3 WWWW-FM
	3 WOMC-FM

Spring '81 Market Overview

The first Quarterly Measurement sweep in Broward County (Ft. Lauderdale metro) may have introduced some fluctuations into the numbers. Overall in-tab was up approximately 200 diaries, almost 30%. The in-tab from the High Density Black Area was up notably also, especially compared to last year when ESF first hit the market in the A/M '80 report. Finally, the additional number of usable diaries seems to have affected certain cells more than others. In women 55-64, a big factor in this older-skewing metro, an overabun-

dance of returned diaries materialized this sweep. Stations that catered to that audience may have seen some shift in the numbers. **WFTL's** rise this book may have been partially attributable to additional return by older folks.

There's a familiar station atop the standings, as **WLYF** rebounded from last fall's down book. **Schulke's** Beautiful Music outlet in South Florida ended up number two among women 25-54 and a result of this sweep's improvement.

WHYI led the young adult demos and scored well 18-34 and 25-54, leading most categories. **WHYI** was up a full share overall from last fall and

down just slightly from last spring, 12+.

WSHE had reason to be pleased with the results of the first QM effort. The station went up more than one share 12+, and landed in first place among men 18-34. Among men in that cell **WSHE** was dominant, with more than a 26 share.

The additional response from the High Density Black Area may have been a help to **WRBD**, which did well when ESF hit Ft. Lauderdale for the first time last spring, then slipped in the fall. The station rebounded this time, earning the runner-up slot among men 18-34.

Audience Composition Analysis

AGE	WLYF-FM : BM
12-17	0.0%
18-24	2.3%
25-34	7.8%
35-44	2.3%
45-54	24.2%
55+	63.3%
12+ TOTAL	12,800

Mins/Day Listened: 94
Turnover: 11.5

AGE	WHYI-FM : R
12-17	19.8%
18-24	17.4%
25-34	36.4%
35-44	13.2%
45-54	7.4%
55+	5.8%
12+ TOTAL	12,100

Mins/Day Listened: 75
Turnover: 14.4

AGE	WKQS-FM : BM
12-17	0.0%
18-24	2.5%
25-34	5.0%
35-44	6.7%
45-54	10.0%
55+	75.8%
12+ TOTAL	12,000

Mins/Day Listened: 94
Turnover: 11.5

AGE	WNWS-AM : N
12-17	2.1%
18-24	0.0%
25-34	1.0%
35-44	6.2%
45-54	14.4%
55+	76.3%
12+ TOTAL	9,700

Mins/Day Listened: 88
Turnover: 12.2

AGE	WSHE-FM : AOR
12-17	7.2%
18-24	57.7%
25-34	30.9%
35-44	4.1%
45-54	0.0%
55+	0.0%
12+ TOTAL	9,700

Mins/Day Listened: 110
Turnover: 9.8

AGE	WRBD-AM : B
12-17	19.1%
18-24	31.9%
25-34	24.5%
35-44	7.4%
45-54	9.6%
55+	7.4%
12+ TOTAL	9,400

Mins/Day Listened: 169
Turnover: 6.4

AGE	WINZ-AM : N
12-17	0.0%
18-24	0.0%
25-34	3.3%
35-44	8.9%
45-54	11.1%
55+	76.7%
12+ TOTAL	9,000

Mins/Day Listened: 66
Turnover: 16.5

AGE	WFTL-AM : AC
12-17	0.0%
18-24	0.0%
25-34	2.3%
35-44	3.4%
45-54	10.3%
55+	83.9%
12+ TOTAL	8,700

Mins/Day Listened: 138
Turnover: 7.8

AGE	WAXY-FM : R
12-17	5.8%
18-24	24.4%
25-34	38.4%
35-44	12.8%
45-54	8.1%
55+	10.5%
12+ TOTAL	8,600

Mins/Day Listened: 87
Turnover: 12.5

AGE	WIOD-AM : AC
12-17	1.2%
18-24	9.9%
25-34	1.2%
35-44	9.9%
45-54	28.4%
55+	49.4%
12+ TOTAL	8,100

Mins/Day Listened: 77
Turnover: 14.1

AGE	WLQY-AM : BM
12-17	0.0%
18-24	1.3%
25-34	2.7%
35-44	2.7%
45-54	36.0%
55+	57.3%
12+ TOTAL	7,500

Mins/Day Listened: 101
Turnover: 10.7

AGE	WAIA-FM : AC
12-17	6.8%
18-24	17.6%
25-34	33.8%
35-44	25.7%
45-54	10.8%
55+	5.4%
12+ TOTAL	7,400

Mins/Day Listened: 73
Turnover: 14.7

AGE	WQAM-AM : C
12-17	4.8%
18-24	11.3%
25-34	22.6%
35-44	35.5%
45-54	14.5%
55+	11.3%
12+ TOTAL	6,200

Mins/Day Listened: 81
Turnover: 13.4

AGE	WWWL-FM : AOR
12-17	1.7%
18-24	36.7%
25-34	50.0%
35-44	3.3%
45-54	1.7%
55+	6.7%
12+ TOTAL	6,000

Mins/Day Listened: 90
Turnover: 12.0

Format Reach

BM	23.9
R	18.5
AC	15.8
N	11.2
AOR	9.4
B	5.7
MISC	5.7
C	4.8
CL	2.0
E	1.9
RL	0.6
T	0.5

Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 22611

	Spring '80	Fall '80	Spring '81
1 WLYF-FM	10.1	WKQS-FM	9.7
2 WHYI-FM	7.7	WLYF-FM	7.8
3 WKQS-FM	7.2	WNWS-AM	6.5
4 WNWS-AM	7.0	WHYI-FM	6.2
5 WAXY-FM	6.9	WAXY-FM	5.4
6 WRBD-AM	5.7	WINZ-AM	5.1
7 WINZ-AM	5.3	WAIA-FM	5.1
8 WAIA-FM	5.0	WLQY-AM	5.1
9 WSHE-FM	4.4	WIOD-AM	4.7
10 WIOD-AM	4.3	WSHE-FM	4.6
11 WCKO-FM	3.1	WRBD-AM	4.0
12 WFTL-AM	3.1	WWWL-FM	3.8
13 WWWL-FM	2.8	WTMJ-FM	3.4
14 WQAM-AM	2.4	WQAM-AM	3.2
15 WPIP-AM	2.3	WYOR-FM	2.8
16 WYOR-FM	2.2	WFTL-AM	2.7
17 WINZ-FM	2.0	WCKO-FM	2.0
18 WTMJ-FM	1.7	WMJX-FM	1.7

19 WMJX-FM	1.5	WINZ-FM	1.7	WWJF-FM(B)	1.9
20 WEXY-AM	1.5	WGBS-AM	1.6	WGBS-AM(AC)	1.3
21 WEWZ-FM	1.5	WEWZ-FM	1.4	WVCG-AM(BM)	1.3
22 WWOK-AM	1.5	WEXY-AM	1.4	WPIP-AM(BM)	0.6
23 WGBS-AM	0.9	WSRF-AM	1.3	WIRK-FM(C)	0.6
24 WVCG-AM	0.9	WPIP-AM	0.8	WEXY-AM(RL)	0.6
25 WADY-AM	0.7	WVCG-AM	0.6	WKAT-AM(T)	0.5
26 WEAT-FM	0.6	WEAT-FM	0.6	WSRF-AM(C)	0.5
27 WSRF-AM	0.6	WSBR-AM	0.6	WEAT-FM(BM)	0.3
28 WKAT-AM	0.6				
29 WSBR-AM	0.5				

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	M	Mon-Sun 6AM-Mid	F
1 WSHE-FM	1	WHYI-FM	1
2 WRBD-AM	2	WAXY-FM	2
3 WHYI-FM	3	WWWL-FM	3
		WQAM-AM	3
		WAIA-FM	3

Greensboro-Winston Salem- High Point

METRO RANK

45

Spring '81 Market Overview

Powerful performances in Piedmont this sweep, as **WTQR** added more than five shares to its market lead, **WSEZ** almost tripled its overall share, **WGLD** rebounded, and **WQMG** posted a healthy gain.

As the numbers in this book are examined, keep in mind that they are more reliable than the data from last fall, and comparable to the reliability of the estimates from Spring '80. This is because the in-tab this survey was 1151, up from 543 last fall and virtually identical to the 12+ showing from the previous spring. Doubling the diaries means better estimates.

WTQR is surely happy with the estimates, since they show the station with more than a 16 share. This Country leader spent its ad dollars on TV and billboards, used the **ABC Marketing Campaign**, and sponsored station events like a "garage sale," complete with entertainment. More music was added to each daypart, and a complete news department was created to increase WTQR's credibility and upper demos.

Bernie Mann's WGLD returned to second place in the market. The **Bonneville** Beautiful Music station's male numbers returned after a mysterious disappearance last fall. Middays and evenings saw the biggest recouping on WGLD's part.

CHR entry **WSEZ** turned a huge increase in teen numbers into a powerful boost for the overall standing. WSEZ had been a teen factor last year, but experienced a big drop in the fall. The station went from approximately a four share in the fall to more than a 33 in teens this time. WSEZ's young adult numbers improved as well, but not as dramatically as the teens. Advertising for the station centered around busboards, with a little TV backup.

WQMG scored its best shares ever, as the Black station's female numbers improved notably. PM drive and evenings were the biggest gainers.

Audience Composition Analysis

AGE WTQR-FM : C

12-17 3.4%
18-24 10.7%
25-34 25.3%
35-44 23.0%
45-54 21.3%
55+ 16.3%
12+ TOTAL 17,800

Mins/Day Listened: 99

Turnover: 10.9

AGE WGLD-FM : BM

12-17 1.0%
18-24 3.9%
25-34 11.8%
35-44 20.6%
45-54 27.5%
55+ 35.3%
12+ TOTAL 10,200

Mins/Day Listened: 91

Turnover: 11.8

AGE WSEZ-FM : R

12-17 33.3%
18-24 24.2%
25-34 22.2%
35-44 9.1%
45-54 7.1%
55+ 4.0%
12+ TOTAL 9,900

Mins/Day Listened: 90

Turnover: 12.0

AGE WKZL-FM : AOR

12-17 16.3%
18-24 51.3%
25-34 27.5%
35-44 3.8%
45-54 0.0%
55+ 1.3%
12+ TOTAL 8,000

Mins/Day Listened: 72

Turnover: 14.9

AGE WSJS-AM : AC

12-17 1.3%
18-24 2.5%
25-34 18.8%
35-44 12.5%
45-54 11.3%
55+ 53.8%
12+ TOTAL 8,000

Mins/Day Listened: 82

Turnover: 13.2

AGE WQMG-FM : B

12-17 18.3%
18-24 38.0%
25-34 32.4%
35-44 5.6%
45-54 1.4%
55+ 4.2%
12+ TOTAL 7,100
Mins/Day Listened: 111
Turnover: 9.7

AGE WRQK-FM : R

12-17 14.9%
18-24 20.9%
25-34 46.3%
35-44 10.4%
45-54 4.5%
55+ 3.0%
12+ TOTAL 6,700
Mins/Day Listened: 63
Turnover: 17.1

AGE WBIG-AM : AC

12-17 0.0%
18-24 5.9%
25-34 20.6%
35-44 8.8%
45-54 17.6%
55+ 47.1%
12+ TOTAL 3,400
Mins/Day Listened: 56
Turnover: 19.4

AGE WAAA-AM : B

12-17 3.7%
18-24 3.7%
25-34 25.9%
35-44 14.8%
45-54 11.1%
55+ 40.7%
12+ TOTAL 2,700
Mins/Day Listened: 97
Turnover: 11.1

AGE WAIR-AM : B

12-17 38.5%
18-24 11.5%
25-34 26.9%
35-44 11.5%
45-54 7.7%
55+ 3.8%
12+ TOTAL 2,600
Mins/Day Listened: 82
Turnover: 13.2

AGE WEAL-AM : B

12-17 0.0%
18-24 15.4%
25-34 23.1%
35-44 7.7%
45-54 23.1%
55+ 30.8%
12+ TOTAL 2,600
Mins/Day Listened: 119
Turnover: 9.1

AGE WMFR-AM : AC

12-17 0.0%
18-24 0.0%
25-34 4.2%
35-44 8.3%
45-54 16.7%
55+ 70.8%
12+ TOTAL 2,400
Mins/Day Listened: 79
Turnover: 13.7

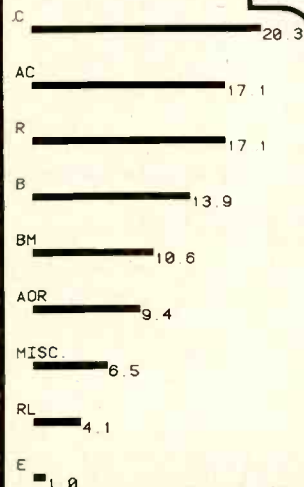
AGE WHPE-FM : RL

12-17 0.0%
18-24 6.3%
25-34 12.5%
35-44 12.5%
45-54 12.5%
55+ 56.3%
12+ TOTAL 1,600
Mins/Day Listened: 49
Turnover: 22.0

AGE WTNC-AM : AC

12-17 0.0%
18-24 6.7%
25-34 6.7%
35-44 26.7%
45-54 13.3%
55+ 46.7%
12+ TOTAL 1,500
Mins/Day Listened: 66
Turnover: 16.3

Format Reach



Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 6928

	Spring '80	Fall '80	Spring '81
1 WTQR-FM	12.6	WTQR-FM	11.2
2 WGLD-FM	10.1	WKZL-FM	10.4
3 WKZL-FM	9.3	WRQK-FM	8.1
4 WSJS-AM	8.0	WSJS-AM	8.0
5 WSEZ-FM	7.3	WGLD-FM	7.4
6 WRQK-FM	6.2	WQMG-FM	5.7
7 WQMG-FM	5.7	WAAA-AM	5.2
8 WBIG-AM	3.7	WBIG-AM	3.6
9 WAAA-AM	3.4	WSEZ-FM	3.3
10 WHPE-FM	3.4	WCOG-AM	3.0
11 WAIR-AM	2.7	WHPE-FM	3.0
12 WMFR-AM	2.7	WQDR-FM	2.7
13 WCOG-AM	2.0	WAIR-AM	2.3
14 WEAL-AM	1.7	WMFR-AM	1.9
15 WBUY-AM	1.7	WTOB-AM	1.4
16 WPET-AM	1.6	WBUY-AM	1.3
17 WTOB-AM	1.5	WGWR-AM	1.2
18 WGBG-AM	1.3	WSLQ-FM	1.1
19 WCSE-FM	1.3	WEAL-AM	1.0
20 WRAL-FM	1.2	WRAL-FM	1.0

21 WGWR-AM	0.9	WPET-AM	0.9	WSLQ-FM(A)	0.9
22 WTNC-AM	0.8	WTNC-AM	0.9	WRAL-FM(R)	0.8
23 WEZC-FM	0.6	WYDK-AM	0.9	WPCM-FM(C)	0.8
24 WFMX-FM	0.6	WSOC-FM	0.8	WSOC-FM(C)	0.7
25 WSOC-FM	0.5	WFMX-FM	0.7	WMFR-FM(BM)	0.6
26 WQDR-FM	0.5	WPCM-FM	0.6	WOKX-AM(C)	0.6
27 WMFR-FM	0.5	WMFR-FM	0.5	WROQ-FM(A)	0.6
28 WPCM-FM	0.5	WBT-AM	0.5	WQDR-FM(A)	0.5
29 WPTF-AM	0.4	WROQ-FM	0.5	WEZC-FM(BM)	0.5
30		WEZC-FM	0.4	WCSE-FM(C)	0.5
31		WTNC-FM	0.3	WEYE-FM(M)	0.5
32				WGWR-AM(R)	0.5
33				WKEW-AM(R)	0.4
34				WPTF-AM(AC)	0.4
35				WLXN-FM(RL)	0.3

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	M	Mon-Sun 6AM-Mid	F
1 WKZL-FM	1	WTQR-FM	1
2 WTQR-FM	2	WGLD-FM	2
3 WQMG-FM	3	WRQK-FM	3

Spring '81 Market Overview

WTIC continues to dominate the Hartford market, but there was significant shuffling below the behemoth.

WTIC ruled in the 25-54 standings, and even scored well among men 18-34. It may take something more drastic than an **Arbitron** survey to topple WTIC from its throne in the New England area.

Big moves were made by **WKSS**, **WHCN**, and **WKND**. **WKSS** (**Bonneville**) surpassed **WRCH**

(**Schulke**) to move into second place overall and tops in the **Beautiful Music** format.

At the other end of the demographic spectrum, **WHCN**, an **AOR**, took a big stride forward. This **Superstars**-formatted station led among men 18-34, made gains among young adult women, and solidified its niche as the top teen station. Some TV advertising was done on behalf of **WHCN**, and a heavy bumper sticker giveaway emphasis was continued. No significant programming changes were made that might explain the

increased shares.

WKND, which recently went through an ownership change, more than doubled its previous showing. The station remained a strong teen factor but garnered its improvement from young adults. It emerged as second among women 18-34. **WKND** made no major programming changes and did no outside advertising for this sweep. It will be interesting to see what the new management will do to help keep **WKND** in a strong ratings position.

Audience Composition Analysis

AGE WTIC-AM : AC

12-17 2.1%
18-24 3.0%
25-34 10.4%
35-44 10.7%
45-54 18.5%
55+ 55.4%
12+ TOTAL 33,600
Mins/Day Listened: 101
Turnover: 10.7

AGE WHCN-FM : AOR

12-17 38.2%
18-24 47.2%
25-34 14.6%
35-44 0.0%
45-54 0.0%
55+ 0.0%
12+ TOTAL 8,900
Mins/Day Listened: 76
Turnover: 14.2

AGE WKSS-FM : BM

12-17 0.9%
18-24 5.3%
25-34 7.9%
35-44 15.8%
45-54 28.1%
55+ 42.1%
12+ TOTAL 11,400
Mins/Day Listened: 115
Turnover: 9.4

AGE WKND-AM : B

12-17 24.7%
18-24 39.7%
25-34 19.2%
35-44 8.2%
45-54 2.7%
55+ 5.5%
12+ TOTAL 7,300
Mins/Day Listened: 224
Turnover: 4.8

AGE WRCH-FM : BM

12-17 0.9%
18-24 3.6%
25-34 11.8%
35-44 10.9%
45-54 19.1%
55+ 53.6%
12+ TOTAL 11,000
Mins/Day Listened: 81
Turnover: 13.3

AGE WTIC-FM : R

12-17 29.9%
18-24 19.4%
25-34 17.9%
35-44 14.9%
45-54 13.4%
55+ 4.5%
12+ TOTAL 6,700
Mins/Day Listened: 46
Turnover: 23.4

AGE WYFZ-FM : AC

12-17 1.7%
18-24 37.9%
25-34 53.4%
35-44 5.2%
45-54 1.7%
55+ 0.0%
12+ TOTAL 5,800
Mins/Day Listened: 72
Turnover: 15.0

AGE WCCC-FM : AOR

12-17 34.6%
18-24 44.2%
25-34 11.5%
35-44 3.8%
45-54 0.0%
55+ 5.8%
12+ TOTAL 5,200
Mins/Day Listened: 52
Turnover: 20.7

AGE WDRC-AM : AC

12-17 3.3%
18-24 16.7%
25-34 30.0%
35-44 13.3%
45-54 18.3%
55+ 18.3%
12+ TOTAL 6,000
Mins/Day Listened: 51
Turnover: 21.1

AGE WPOP-AM : N

12-17 1.9%
18-24 0.0%
25-34 17.0%
35-44 11.3%
45-54 15.1%
55+ 54.7%
12+ TOTAL 5,300
Mins/Day Listened: 52
Turnover: 20.8

AGE WAQY-FM : R

12-17 32.1%
18-24 32.1%
25-34 21.4%
35-44 14.3%
45-54 0.0%
55+ 0.0%
12+ TOTAL 2,800
Mins/Day Listened: 43
Turnover: 25.0

AGE WDRC-FM : R

12-17 17.2%
18-24 34.5%
25-34 29.3%
35-44 12.1%
45-54 3.4%
55+ 3.4%
12+ TOTAL 5,800
Mins/Day Listened: 48
Turnover: 22.6

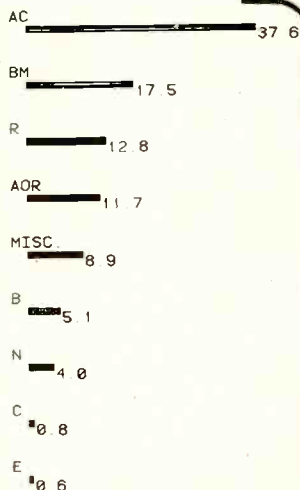
AGE WIOF-FM : AC

12-17 3.8%
18-24 37.7%
25-34 37.7%
35-44 11.3%
45-54 7.5%
55+ 1.9%
12+ TOTAL 5,300
Mins/Day Listened: 55
Turnover: 19.8

AGE WRCQ-AM : AC

12-17 0.0%
18-24 4.0%
25-34 32.0%
35-44 16.0%
45-54 28.0%
55+ 20.0%
12+ TOTAL 2,500
Mins/Day Listened: 55
Turnover: 19.8

Format Reach



Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 7980

	Spring '80	Fall '80	Spring '81
1	WTIC-AM 24.2	WTIC-AM 23.0	WTIC-AM (AC) 23.4
2	WRCH-FM 11.5	WRCH-FM 9.2	WKSS-FM (BM) 7.9
3	WTIC-FM 7.9	WKSS-FM 6.3	WRCH-FM (BM) 7.7
4	WKSS-FM 5.1	WTIC-FM 6.2	WHCN-FM (A) 6.2
5	WPOP-AM 4.4	WPOP-AM 5.6	WKND-AM (B) 5.1
6	WHCN-FM 4.3	WDRC-AM 5.3	WTIC-FM (R) 4.7
7	WCCC-FM 4.1	WHCN-FM 5.1	WDRC-AM (AC) 4.2
8	WDRC-FM 3.8	WIOF-FM 4.3	WDRC-FM (R) 4.0
9	WRCQ-AM 3.8	WCCC-FM 3.6	WYFZ-FM (AC) 4.0
10	WIOF-FM 3.7	WDRC-FM 3.4	WPOP-AM (N) 3.7
11	WDRC-AM 3.3	WYFZ-FM 3.4	WIOF-FM (AC) 3.7
12	WYFZ-FM 3.1	WRCQ-AM 2.7	WCCC-FM (A) 3.6
13	WPLR-FM 2.5	WKND-AM 2.2	WAQY-FM (R) 1.9
14	WKND-AM 2.4	WKCI-FM 2.0	WRCQ-AM (AC) 1.7
15	WAQY-FM 2.3	WAQY-FM 1.9	WPLR-FM (A) 1.5

16	WMLB-AM 1.5	WMLB-AM 1.4	WKCI-FM (R) 1.2
17	WKCI-FM 1.2	WPLR-FM 1.1	WNBC-AM (R) 1.0
18	WINF-AM 0.5	WINF-AM 0.7	WHYN-FM (BM) 1.0
19	WNTY-AM 0.5	WMAS-FM 0.6	WRYM-AM (M) 1.0
20	WHYN-AM 0.3	WHYN-FM 0.5	WINF-AM (BM) 0.9
21	WRYM-AM 0.3	WNBC-AM 0.4	WMLB-AM (C) 0.8
22	WCCC-AM 0.2	WCCC-AM 0.3	WMAS-FM (AC) 0.6
23		WCCS-AM 0.3	WMAS-AM (E) 0.6
24		WMAS-AM 0.3	WCCC-AM (A) 0.4
25			WCCS-AM (N) 0.3

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid		Mon-Sun 6AM-Mid	
M	F	M	F
1	WHCN-FM	1	WYFZ-FM
2	WTIC-AM	2	WKND-AM
3	WCCC-FM	3	WDRC-FM
		1	WTIC-AM
		2	WKSS-FM
		3	WRCH-FM

Houston-Galveston

METRO RANK

9

Spring '81 Market Overview

For the third straight book, **KMJQ** was the top station in the Houston area and the only station to record double-digit 12+ shares. Besides **KMJQ**'s increased strength, other stories in Houston centered around the Country format, as **KILT-FM** came out of nowhere to pass **KIKK-FM**. In addition, **AOR KLOL** posted its third straight up book.

You may want to keep two methodology notes in mind when evaluating these results. Although the overall metro in-tab total was relatively stable, there were differences in the ethnic retrieval. The number of diaries returned from homes in the High Density Hispanic Area (HDHA) decreased 20% from the winter book. This could mean stations

that appeal to Hispanics had fewer come opportunities but that the diaries they got might have had higher come values, possibly leading to more unstable estimates.

Meanwhile, the black situation was the opposite of the Hispanic problem. 18% more telephone retrieval diaries came back this time versus the winter. While not all TR diaries are from blacks (since others who reside in the High Density Black Area are also TRed), it's likely that there were more black in-tab diaries in this survey, meaning more come chances for a station such as **KMJQ**. Houston is traditionally one of the harder markets for Arbitron to survey, so these kinds of ethnic fluctuations are not unusual there.

KMJQ gave away \$20,000 in its "Magic

Number" contest, and used TV busboards and billboards to advertise. Biggest gains for **KMJQ** came among teens, with the station now up to more than a 26 share.

KILT-FM zoomed into the Country lead this sweep, the station's first as a Country entity. \$50,000 on TV (10-second spots) helped spread the word, while music sweeps and a lack of clutter helped **KILT-FM** two-step past perennial leader **KIKK-FM**.

KLOL spent most of its ad dollars on billboards and increased its appeal to its "Rock and Roll Army" through giveaways such as T-shirts, caps, jeans, etc. The station's numbers benefitted from a one-third jump in teen share, where **KLOL** had over a 16 share.

Audience Composition Analysis

AGE	KMJQ-FM : B
12-17	25.4%
18-24	31.8%
25-34	20.2%
35-44	11.9%
45-54	6.6%
55+	4.0%
12+ TOTAL	54,400

Mins/Day Listened: 137
Turnover: 7.9

AGE	KILT-FM : C
12-17	13.7%
18-24	31.4%
25-34	24.4%
35-44	23.0%
45-54	6.2%
55+	1.4%
12+ TOTAL	35,700

Mins/Day Listened: 95
Turnover: 11.3

AGE	KYND-FM : BM
12-17	1.9%
18-24	5.8%
25-34	13.2%
35-44	14.3%
45-54	20.9%
55+	43.8%
12+ TOTAL	25,800

Mins/Day Listened: 91
Turnover: 11.8

AGE	KLOL-FM : AOR
12-17	33.5%
18-24	39.7%
25-34	25.3%
35-44	1.6%
45-54	0.0%
55+	0.0%
12+ TOTAL	25,700

Mins/Day Listened: 110
Turnover: 9.8

AGE	KIKK-FM : C
12-17	8.2%
18-24	13.7%
25-34	36.1%
35-44	21.2%
45-54	14.1%
55+	6.7%
12+ TOTAL	25,500

Mins/Day Listened: 72
Turnover: 14.9

AGE	KTRH-AM : T
12-17	2.1%
18-24	3.0%
25-34	7.2%
35-44	17.0%
45-54	12.8%
55+	57.9%
12+ TOTAL	23,500
Mins/Day Listened:	68
Turnover:	16.0

AGE	KRBE-FM : R
12-17	43.4%
18-24	33.8%
25-34	12.7%
35-44	6.6%
45-54	3.1%
55+	0.4%
12+ TOTAL	22,800

Mins/Day Listened: 65
Turnover: 16.6

AGE	KODA-FM : BM
12-17	1.4%
18-24	6.4%
25-34	21.4%
35-44	16.8%
45-54	19.1%
55+	35.0%
12+ TOTAL	22,000
Mins/Day Listened:	78
Turnover:	13.9

AGE	KPRC-AM : N
12-17	1.4%
18-24	2.3%
25-34	12.6%
35-44	12.1%
45-54	14.9%
55+	56.7%
12+ TOTAL	21,500
Mins/Day Listened:	70
Turnover:	15.4

AGE	KRLY-FM : R
12-17	31.8%
18-24	29.0%
25-34	19.3%
35-44	11.9%
45-54	4.5%
55+	3.4%
12+ TOTAL	17,600
Mins/Day Listened:	61
Turnover:	17.6

AGE	KFMK-FM : R
12-17	7.2%
18-24	27.6%
25-34	57.9%
35-44	5.3%
45-54	0.7%
55+	1.3%
12+ TOTAL	15,200
Mins/Day Listened:	68
Turnover:	15.9

AGE	KENR-AM : C
12-17	1.5%
18-24	6.6%
25-34	30.9%
35-44	14.7%
45-54	16.2%
55+	30.1%
12+ TOTAL	13,600
Mins/Day Listened:	58
Turnover:	18.7

AGE	KQUE-FM : AC
12-17	0.0%
18-24	0.0%
25-34	22.0%
35-44	20.3%
45-54	24.4%
55+	33.3%
12+ TOTAL	12,300
Mins/Day Listened:	92
Turnover:	11.8

AGE	KILT-AM : C
12-17	10.6%
18-24	20.2%
25-34	37.5%
35-44	15.4%
45-54	10.6%
55+	5.8%
12+ TOTAL	10,400
Mins/Day Listened:	47
Turnover:	22.8

Format Reach

C	24.1
R	15.4
B	14.4
BM	11.5
AOR	6.2
T	5.7
N	5.2
AC	4.9
MISC.	4.5
S	4.4
RL	2.3
CL	1.4

Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 25037

	Spring '80	Summer '80	Fall '80	Winter '81	Spring '81
1 KRLY-FM	9.8	9.8	9.2	10.8	11.0
2 KIKK-FM	8.6	8.6	8.6	10.5	9.0
3 KPRC-AM	7.0	7.0	7.0	5.6	6.9
4 KYND-FM	6.7	6.7	6.7	5.4	6.2
5 KRBE-FM	5.3	5.3	5.3	5.3	5.7
6 KMJQ-FM	5.1	5.1	4.6	5.3	5.6
7 KLOL-FM	4.9	4.9	4.4	5.0	5.3
8 KSRR-FM	4.7	4.7	4.2	4.7	4.6
9 KILT-FM	4.6	4.6	4.0	4.6	4.0
10 KTRH-AM	4.3	4.3	3.9	4.3	3.8
11 KODA-FM	4.2	4.2	3.7	3.5	3.1
12 KILT-AM	4.1	4.1	3.1	3.2	2.9
13 KENR-AM	3.3	3.3	3.0	3.0	2.8
14 KLAT-AM	3.1	3.1	2.8	2.8	2.7
15 KULF-AM	2.9	2.9	2.6	2.6	2.7
16 KQVE-FM	2.8	2.8	2.4	2.6	2.3
17 KFMK-FM	1.9	1.9	2.2	2.5	1.9
18 KLEF-FM	1.9	1.9	1.6	1.6	1.8
19 KIKK-AM	1.8	1.8	1.5	1.5	1.7
20 KNUZ-AM	1.5	1.5	1.5	1.5	1.3

21 KEYH-AM	1.2	1.4	1.4	1.3	1.3
22 KXYZ-AM	0.9	1.1	1.1	1.0	1.1
23 KYOK-AM	0.8	1.1	1.0	1.0	1.1
24 KCOH-AM	0.8	0.9	1.0	1.1	0.7
25 KLVN-AM	0.7	0.8	0.8	0.9	0.6
26 KHCB-FM	0.6	0.8	0.6	0.6	0.6
27 KFRD-AM	0.5	0.8	0.5	0.5	0.5
28 KHCB-FM	0.7	0.7	0.4	0.4	0.5
29 KNCV-FM	0.5	0.5	0.5	0.5	0.5
30 KGOL-FM	0.4	0.4	0.4	0.4	0.4
31 KGCB-AM	0.4	0.4	0.4	0.4	0.4

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	F	Mon-Sun 6AM-Mid	F
1 KMJQ-FM	1 KMJQ-FM	1 KIKK-FM	1 KMJQ-FM
2 KLOL-FM	2 KILT-FM	2 KMJQ-FM	2 KILT-FM
3 KILT-FM	3 KFMK-FM	3 KILT-FM	3 KODA-FM

Ratings are our business, too.



Atlantic, Atco, Cotillion and Custom Labels
thank you for sharing our commitment to radio.

Indianapolis

METRO RANK

35

Spring '81 Market Overview

WIBC and WXTZ remained 1-2 in the spring Indianapolis survey. WIBC had a stable book and ranked No. 1 among men and women 25-54. In fact, WIBC, WXTZ, and WFMS comprised the top three in both male and female 25-54 rankings.

WXTZ rebounded from a soft fall book to recap-

ture some ground. The station's female shares jumped by about one-third, pacing its recovery.

WFBS rose to its highest share ever, up three shares to double digits. The station led the 18-34 demos and became the leading teen station with almost a 25 share. Interestingly, in time spent listening, WFBQ and WXTZ tied for the second

longest spans in the market — an unusual coupling given their format disparity.

WTLC, Indianapolis' ethnic voice, posted another healthy book. The station topped the market in time spent listening, maintained a strong teen base — a close second to WFBQ — but slipped slightly in adults.

Audience Composition Analysis

AGE WIBC-AM : AC

12-17 2.4%
18-24 6.9%
25-34 17.3%
35-44 15.7%
45-54 21.8%
55+ 35.9%
12+ TOTAL 24,800
Mins/Day Listened: 85
Turnover: 12.7

AGE WNAP-FM : R

12-17 19.5%
18-24 39.6%
25-34 34.0%
35-44 5.0%
45-54 0.6%
55+ 1.3%
12+ TOTAL 15,900
Mins/Day Listened: 93
Turnover: 11.6

AGE WFMS-FM : C

12-17 5.1%
18-24 21.3%
25-34 20.6%
35-44 25.0%
45-54 18.4%
55+ 9.6%
12+ TOTAL 13,600
Mins/Day Listened: 95
Turnover: 11.4

AGE WNDE-AM : R

12-17 7.5%
18-24 18.9%
25-34 41.5%
35-44 15.1%
45-54 15.1%
55+ 1.9%
12+ TOTAL 5,300
Mins/Day Listened: 44
Turnover: 24.5

AGE WIFE-AM : AC

12-17 5.3%
18-24 10.5%
25-34 26.3%
35-44 15.8%
45-54 15.8%
55+ 26.3%
12+ TOTAL 1,900
Mins/Day Listened: 29
Turnover: 37.5

AGE WXTZ-FM : BM

12-17 1.0%
18-24 6.4%
25-34 16.7%
35-44 9.4%
45-54 16.3%
55+ 50.2%
12+ TOTAL 20,300
Mins/Day Listened: 106
Turnover: 10.1

AGE WTLC-FM : B

12-17 25.5%
18-24 20.3%
25-34 19.0%
35-44 13.7%
45-54 7.8%
55+ 13.7%
12+ TOTAL 15,300
Mins/Day Listened: 122
Turnover: 8.8

AGE WIRE-AM : C

12-17 3.9%
18-24 3.1%
25-34 7.8%
35-44 22.7%
45-54 21.9%
55+ 40.6%
12+ TOTAL 12,800
Mins/Day Listened: 81
Turnover: 13.4

AGE WATI-AM : BM

12-17 0.0%
18-24 2.4%
25-34 7.3%
35-44 17.1%
45-54 29.3%
55+ 43.9%
12+ TOTAL 4,100
Mins/Day Listened: 91
Turnover: 11.9

AGE WFBM-AM : AC

12-17 6.7%
18-24 0.0%
25-34 13.3%
35-44 0.0%
45-54 33.3%
55+ 46.7%
12+ TOTAL 1,500
Mins/Day Listened: 76
Turnover: 14.1

AGE WFBQ-FM : AOR

12-17 25.0%
18-24 50.0%
25-34 17.1%
35-44 3.0%
45-54 3.0%
55+ 1.8%
12+ TOTAL 16,400
Mins/Day Listened: 106
Turnover: 10.2

AGE WIKS-FM : R

12-17 28.3%
18-24 33.3%
25-34 24.2%
35-44 8.1%
45-54 4.0%
55+ 2.0%
12+ TOTAL 9,900
Mins/Day Listened: 60
Turnover: 18.0

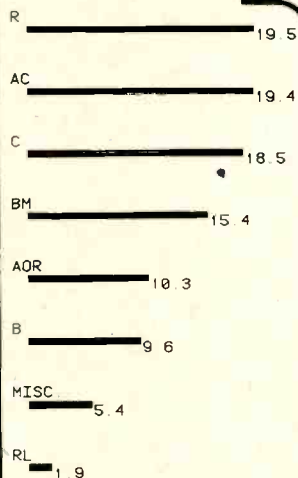
AGE WGTC-FM : C

12-17 3.6%
18-24 25.0%
25-34 14.3%
35-44 25.0%
45-54 14.3%
55+ 17.9%
12+ TOTAL 2,800
Mins/Day Listened: 82
Turnover: 13.2

AGE WBRI-AM : RL

12-17 0.0%
18-24 7.7%
25-34 7.7%
35-44 15.4%
45-54 30.8%
55+ 38.5%
12+ TOTAL 1,300
Mins/Day Listened: 59
Turnover: 18.3

Format Reach



Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 9455

	Spring '80	Fall '80	Spring '81
1 WIBC-AM	15.7	WIBC-AM	15.6
2 WXTZ-FM	12.5	WXTZ-FM	10.3
3 WTLC-FM	9.2	WNAP-FM	9.9
4 WIKS-FM	9.0	WIRE-AM	9.3
5 WIRE-AM	8.8	WTLC-FM	9.3
6 WFMS-FM	7.4	WFMS-FM	9.0
7 WNAP-FM	7.1	WIKS-FM	8.1
8 WFBQ-FM	6.7	WFBQ-FM	7.4
9 WNDE-AM	5.3	WNDE-AM	5.0
10 WATI-AM	2.9	WATI-AM	3.7
11 WIFE-AM	2.9	WIFE-AM	1.8
12 WXLW-AM	2.0	WGTC-FM	1.8
13 WBRI-AM	1.2	WFBM-AM	1.0
14 WCBK-FM	1.2	WCBK-FM	0.6

15 WGTC-FM	0.8	WXLW-AM	0.5	WXIR-FM(RL)	0.6
16 WFBM-AM	0.5	WLHN-FM	0.5	WNTS-AM(RL)	0.5
17 WNTS-AM	0.4	WXIR-FM	0.4	WLHN-FM(AC)	0.5
18 WART-FM	0.4	WFBM-AM	0.4	WSVL-FM(AC)	0.5
19 WLHN-FM	0.4	WNTS-AM	0.4	WLW-AM(AC)	0.3
20 WGRT-FM	0.3	WSVL-FM	0.4	WCBK-FM(AC)	0.3
21 WNON-FM	0.3	WCBK-AM	0.3	WCBK-AM(AC)	0.1

Demographics

Adults 18-34	Adults 25-54
Mon-Sun 6AM-Mid	Mon-Sun 6AM-Mid
M	F

1 WFBQ-FM	1 WNAP-FM	1 WIBC-AM	1 WIBC-AM
2 WNAP-FM	2 WFBQ-FM	2 WFMS-FM	2 WXTZ-FM
3 WFMS-FM	3 WIKS-FM	3 WXTZ-FM	3 WFMS-FM

Spring '81 Market Overview

WDAF continued to lead the parade in the first Kansas City Quarterly Measurement sweep, and **KMBR** and **WHB** scored successful numbers also. However, **KMBZ** made news too — for the first spring in years the station did not register a 12 share in the double-digit range.

WDAF topped men 25-54 and was third among women in that demo, with the biggest gains this book falling on the male side. **WDAF** led the market in each of the three major Monday-Friday dayparts, and the station racked up impressive time spent listening spans with its audience.

Second overall in this book was **WHB**, which deployed a strong 25-34 core to rank among the top three in each of the 18-34 and 25-54 breakouts below — the only station to score that well so broadly. **WHB** suffered some slippage among its male tuners-in, but additional female strength more than made up for the male decline.

KMBR won the Beautiful Music contest this sweep over **KCEZ**. The **Bonneville vs. Schulke** (respectively) battle saw **KMBR** earn worthwhile 25-54 figures, with the midday segment giving the station its biggest increase. **KCEZ** had essentially a stable book, with some male defection.

KYYS, **Taft's** AOR fixture, slipped in both its young male and female numbers. However, the station mitigated its adult losses somewhat with an increase in teens, where **KYYS** had more than a 41 share. In spite of some softness, **KYYS** remained the top male 18-34 station in the market.

KMBZ had virtually a flat book compared to the fall, a surprise since the spring is usually gravy time for the station. **Royals** baseball has been a ratings injection for **KMBZ** in the past, but not as strongly this year — perhaps due to the poor performance by the team.

Audience Composition Analysis

AGE **WDAF-AM :C**
12-17 = 1.7X
18-24 = 13.8X
25-34 = 12.5X
35-44 = 20.8X
45-54 = 14.2X
55+ = 37.1X
12+ TOTAL 24,000
Mins/Day Listened: 101
Turnover: 10.7

AGE **KYYS-FM :AOR**
12-17 = 39.7X
18-24 = 33.3X
25-34 = 22.4X
35-44 = 3.2X
45-54 = 1.3X
55+ = 0.0X
12+ TOTAL 15,600
Mins/Day Listened: 76
Turnover: 14.2

AGE **WHB-AM :R**
12-17 = 7.2X
18-24 = 25.9X
25-34 = 44.0X
35-44 = 16.9X
45-54 = 3.0X
55+ = 3.0X
12+ TOTAL 16,600
Mins/Day Listened: 70
Turnover: 15.5

AGE **KMBZ-AM :AC**
12-17 = 1.3X
18-24 = 2.6X
25-34 = 19.7X
35-44 = 13.2X
45-54 = 18.4X
55+ = 46.7X
12+ TOTAL 15,200
Mins/Day Listened: 68
Turnover: 15.9

AGE **KMBR-FM :BM**
12-17 = 2.5X
18-24 = 5.7X
25-34 = 9.6X
35-44 = 26.8X
45-54 = 22.3X
55+ = 33.1X
12+ TOTAL 15,700
Mins/Day Listened: 92
Turnover: 11.8

AGE **KCEZ-FM :BM**
12-17 = 0.8X
18-24 = 4.5X
25-34 = 11.3X
35-44 = 9.8X
45-54 = 25.8X
55+ = 48.1X
12+ TOTAL 13,300
Mins/Day Listened: 97
Turnover: 11.1

AGE **KBEQ-FM :R**
12-17 = 22.5X
18-24 = 37.3X
25-34 = 33.3X
35-44 = 3.9X
45-54 = 2.9X
55+ = 0.0X
12+ TOTAL 10,200
Mins/Day Listened: 61
Turnover: 17.7

AGE **KPRT-AM :RL**
12-17 = 2.9X
18-24 = 5.9X
25-34 = 20.6X
35-44 = 5.9X
45-54 = 26.5X
55+ = 38.2X
12+ TOTAL 3,400
Mins/Day Listened: 114
Turnover: 9.5

AGE **KPRS-FM :B**
12-17 = 17.6X
18-24 = 33.6X
25-34 = 21.4X
35-44 = 13.0X
45-54 = 6.9X
55+ = 7.6X
12+ TOTAL 13,100
Mins/Day Listened: 131
Turnover: 8.2

AGE **KCMO-AM :N**
12-17 = 0.0X
18-24 = 5.1X
25-34 = 25.3X
35-44 = 13.1X
45-54 = 11.1X
55+ = 45.5X
12+ TOTAL 9,900
Mins/Day Listened: 56
Turnover: 19.2

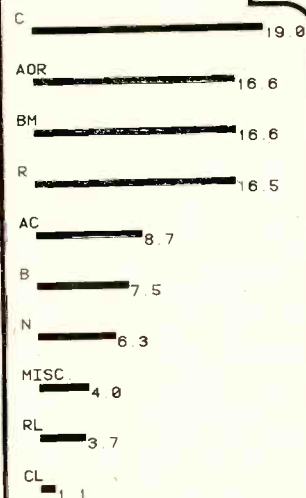
AGE **KJLA-AM :R**
12-17 = 21.1X
18-24 = 31.6X
25-34 = 21.1X
35-44 = 21.1X
45-54 = 5.3X
55+ = 0.0X
12+ TOTAL 1,900
Mins/Day Listened: 28
Turnover: 38.3

AGE **KUDL-FM :AOR**
12-17 = 5.8X
18-24 = 26.0X
25-34 = 43.3X
35-44 = 13.5X
45-54 = 10.6X
55+ = 1.0X
12+ TOTAL 10,400
Mins/Day Listened: 62
Turnover: 17.3

AGE **KCKN-FM :C**
12-17 = 3.1X
18-24 = 4.7X
25-34 = 25.0X
35-44 = 31.3X
45-54 = 9.4X
55+ = 26.6X
12+ TOTAL 6,400
Mins/Day Listened: 63
Turnover: 17.1

AGE **KXTR-FM :CL**
12-17 = 0.0X
18-24 = 10.5X
25-34 = 0.0X
35-44 = 26.3X
45-54 = 15.8X
55+ = 47.4X
12+ TOTAL 1,900
Mins/Day Listened: 49
Turnover: 22.2

Format Reach



Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 10918

	Spring '80	Fall '80	Spring '81
1	WDAF-AM 12.0	WDAF-AM 11.4	WDAF-AM(C) 13.8
2	KMBZ-AM 10.8	KYYS-FM 10.3	WHB-AM(R) 9.5
3	KYYS-FM 10.2	WHB-AM 9.1	KMBR-FM(BM) 9.0
4	WHB-AM 8.6	KMBZ-AM 8.8	KYYS-FM(A) 9.0
5	KMBR-FM 8.1	KUDL-FM 8.1	KMBZ-AM(AC) 8.7
6	KPRS-FM 6.8	KCEZ-FM 7.8	KCEZ-FM(BM) 7.6
7	KCEZ-FM 6.0	KMBR-FM 6.9	KPRS-FM(B) 7.5
8	KUDL-FM 5.2	KBEQ-FM 6.8	KUDL-FM(A) 6.0
9	KBEQ-FM 4.6	KPRS-FM 6.2	KBEQ-FM(R) 5.9
10	KCMO-AM 4.1	KCMO-AM 6.0	KCMO-AM(N) 5.7
11	KCKN-FM 4.0	KCKN-FM 2.7	KCKN-FM(C) 3.7
12	KJLA-AM 3.8	KJLA-AM 2.1	KPRT-AM(RL) 2.0
13	KSAS-FM 3.7	KSAS-FM 2.0	KJLA-AM(R) 1.1
14	KCKN-FM 2.2	KXTR-FM 1.7	KXTR-FM(CL) 1.1
15	KBEA-AM 1.4	KPRT-AM 1.5	KSAS-FM(A) 1.0

16 KPRT-AM	1.4 KCCV-AM	0.9 KCKN-AM(C) 1.0
17 KXTR-FM	0.9 KBEA-AM	0.9 KEXS-AM(RL) 0.9
18 KEXS-AM	0.7 KFEQ-AM	0.6 KBEA-AM(N) 0.6
19 KTRO-FM	0.5 KLZR-FM	0.6 KLZR-FM(A) 0.6
20 KCMW-AM	0.5 KCKN-AM	0.6 KTRO-FM(C) 0.5
21 KFIX-AM		0.4 KCCV-AM(RL) 0.4
22 KWKI-FM		0.4 KWKI-FM(RL) 0.4
23 KCLO-AM		0.3

Demographics

Adults 18-34	Adults 25-54
Mon-Sun 6AM-Mid	Mon-Sun 6AM-Mid
M	F
1 KYYS-FM	1 WHB-AM
2 WHB-AM	2 KUDL-FM
3 KPRS-FM	3 KBEQ-FM
	1 WDAF-AM
	2 KMBZ-AM
	3 WHB-AM
	1 WHB-AM
	2 KMBR-FM
	3 WDAF-AM

Los Angeles

METRO RANK

2

Spring '81 Market Overview

There's absolutely no truth to the rumor that KABC's new motto is going to be "In Fernando We Trust," but the station would doubtless like to have the **Fernando Valenzuela** phenomenon repeat itself in another key ratings sweep. The Dodgers pitcher caught the imagination of the market and that helped the team's flagship station to its best book in two years. An "L.A.'s Turning Blue" campaign — giving away equipment bags and other baseball items — helped to reinforce the connection between the station and the

baseball team.

Influencing AOR's improvement was a 38% increase in the amount of diaries returned from men 18-24, compared to the previous survey. Indeed, each AOR station's in-tab jumped by at least 50%. Specifically, **KLOS** spent money this sweep on TV and billboards, although many dollars also went into station decals (500,000 were distributed). **KMET** used lots of billboards to keep its identity visible, in tandem with thousands of bumper stickers that were given away.

One item that affected the standings this sweep

was the amount of Hispanic diary return. The Hispanic in-tab was up 40% (504-704) compared to the winter results, giving stations that skew Hispanic, such as **KRLA**, a boost in the standings. Stations that had little appeal to the Hispanic audience may have suffered, as did **KHTZ**, for example.

Another problem beset the Country and Beautiful Music stations — baseball. Traditionally these stations have listeners who tune in often to baseball games, and this tends to siphon quarter-hours away from the BM and Country properties.

Audience Composition Analysis

AGE	KABC-AM : T
12-17	1.4%
18-24	3.4%
25-34	12.5%
35-44	11.1%
45-54	19.5%
55+	52.2%
12+ TOTAL	115,800
Mins/Day Listened:	83
Turnover:	13.0

AGE	KBIG-FM : BM
12-17	0.9%
18-24	7.8%
25-34	11.7%
35-44	21.5%
45-54	20.9%
55+	37.1%
12+ TOTAL	74,300
Mins/Day Listened:	78
Turnover:	13.8

AGE	KMET-FM : AOR
12-17	22.5%
18-24	43.4%
25-34	24.6%
35-44	4.5%
45-54	2.4%
55+	2.4%
12+ TOTAL	81,700
Mins/Day Listened:	62
Turnover:	17.4

AGE	KFWB-AM : N
12-17	0.8%
18-24	1.2%
25-34	12.3%
35-44	12.9%
45-54	17.3%
55+	55.7%
12+ TOTAL	51,900
Mins/Day Listened:	47
Turnover:	23.2

AGE	KJOI-FM : BM
12-17	1.6%
18-24	3.5%
25-34	9.7%
35-44	12.7%
45-54	22.8%
55+	49.7%
12+ TOTAL	51,300
Mins/Day Listened:	80
Turnover:	13.4

AGE	KNX-AM : N
12-17	0.4%
18-24	1.4%
25-34	5.1%
35-44	13.4%
45-54	15.9%
55+	63.9%
12+ TOTAL	50,900
Mins/Day Listened:	69
Turnover:	19.4

AGE	KRLA-AM : R
12-17	12.9%
18-24	27.4%
25-34	33.4%
35-44	16.5%
45-54	8.8%
55+	3.0%
12+ TOTAL	50,300
Mins/Day Listened:	69
Turnover:	15.5

AGE	KLOS-FM : AOR
12-17	22.3%
18-24	39.8%
25-34	32.4%
35-44	2.5%
45-54	2.3%
55+	0.8%
12+ TOTAL	48,800
Mins/Day Listened:	56
Turnover:	19.2

AGE	KRTH-FM : R
12-17	5.3%
18-24	22.4%
25-34	56.3%
35-44	10.3%
45-54	3.8%
55+	1.9%
12+ TOTAL	41,600
Mins/Day Listened:	58
Turnover:	18.8

AGE	KIIS-FM : R
12-17	24.0%
18-24	30.4%
25-34	27.2%
35-44	9.4%
45-54	5.4%
55+	3.5%
12+ TOTAL	40,400
Mins/Day Listened:	55
Turnover:	19.6

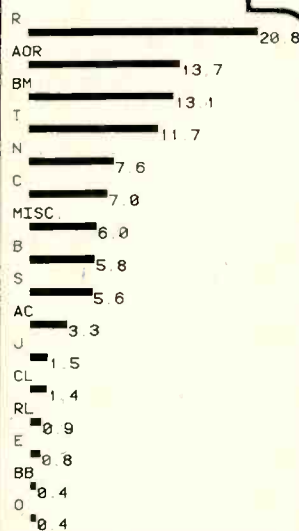
AGE	KHTZ-FM : AC
12-17	7.8%
18-24	34.0%
25-34	37.0%
35-44	13.8%
45-54	5.0%
55+	2.5%
12+ TOTAL	40,000
Mins/Day Listened:	63
Turnover:	17.1

AGE	KLAC-AM : C
12-17	1.5%
18-24	4.3%
25-34	11.7%
35-44	24.6%
45-54	25.6%
55+	32.2%
12+ TOTAL	39,400
Mins/Day Listened:	64
Turnover:	16.9

AGE	KNX-FM : AOR
12-17	1.9%
18-24	34.7%
25-34	43.1%
35-44	14.0%
45-54	3.4%
55+	2.9%
12+ TOTAL	37,800
Mins/Day Listened:	56
Turnover:	15.6

AGE	KIQQ-FM : R
12-17	23.3%
18-24	26.1%
25-34	30.4%
35-44	14.2%
45-54	5.1%
55+	0.9%
12+ TOTAL	35,200
Mins/Day Listened:	50
Turnover:	21.4

Format Reach



Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 78581

Spring '80 Summer '80 Fall '80 Winter '81 Spring '81

1 KABC-AM	7.0	KABC-AM	7.6	KABC-AM	6.9	KABC-AM	6.5	KABC-AM	8.5
2 KBIG-FM	5.7	KMET-FM	5.0	KBIG-FM	5.1	KBIG-FM	5.0	KBIG-FM	5.5
3 KMET-FM	4.9	KBIG-FM	4.8	KFWB-AM	5.0	KFWB-AM	4.8	KMET-FM	4.6
4 KJOI-FM	4.8	KJOI-FM	4.6	KJOI-FM	4.3	KJOI-FM	4.3	KFWB-AM	3.8
5 KNX-AM	4.8	KLAC-AM	4.0	KNX-AM	4.2	KNX-AM	4.3	KJOI-FM	3.8
6 KFWB-AM	4.2	KNX-AM	4.0	KRLA-AM	4.1	KRTH-FM	3.9	KNX-AM	3.8
7 KLAC-AM	4.2	KFWB-AM	3.8	KLAC-AM	3.7	KMET-FM	3.9	KRLA-AM	3.7
8 KRLA-AM	3.8	KLOS-FM	3.4	KMET-FM	3.6	KHTZ-FM	3.6	KLOS-FM	3.6
9 KRTH-FM	3.5	KRTH-FM	3.4	KIIS-FM	3.3	KNX-AM	3.5	KRTH-FM	3.1
10 KIIS-FM	3.3	KIIS-FM	3.2	KRTH-FM	3.2	KLAC-AM	3.2	KIIS-FM	3.0
11 KNX-AM	3.2	KIIS-FM	3.2	KIQQ-FM	3.1	KFI-AM	3.1	KHTZ-FM	3.0
12 KFI-AM	3.1	KRLA-AM	3.1	KFI-AM	3.0	KRLA-AM	2.9	KLAC-AM	2.9
13 KMPG-FM	2.8	KOST-FM	3.0	KHTZ-FM	3.0	KLOS-FM	2.9	KNX-AM	2.8
14 KOST-FM	2.7	KMPG-FM	2.9	KNX-AM	2.8	KOST-FM	2.9	KIQQ-FM	2.6
15 KLOS-FM	2.4	KIQQ-FM	2.8	KLOS-FM	2.7	KIQQ-FM	2.7	KMPG-FM	2.5
16 KHJ-AM	2.2	KFI-AM	2.7	KMPG-FM	2.6	KIIS-FM	2.7	KFI-AM	2.5
17 KHTZ-FM	2.2	KHTZ-FM	2.3	KOST-FM	2.5	KZLA-FM	2.5	KOST-FM	2.3
18 KDAY-AM	2.1	KTNQ-AM	2.0	KALI-AM	2.4	KMPG-FM	2.1	KWST-FM	2.2
19 KUTE-FM	2.0	KZLA-FM	1.8	KDAY-AM	1.9	XTRA-AM	2.0	KUTE-FM	2.0
20 KIQQ-FM	1.8	KUTE-FM	1.8	KROQ-FM	1.8	KHJ-AM	2.0	KHJ-AM	1.9
21 KROQ-FM	1.6	KALI-AM	1.7	KLVE-FM	1.7	KALI-AM	2.0	KTNQ-AM	1.9
22 KTNQ-AM	1.6	KHJ-AM	1.7	KUTE-FM	1.7	KDAY-AM	1.7	KZLA-FM	1.7
23 KZLA-FM	1.6	KDAY-AM	1.6	KWST-FM	1.7	KWST-FM	1.6	KROQ-FM	1.7
24 KJLH-FM	1.5	KKGO-FM	1.5	KTNQ-AM	1.7	KROQ-FM	1.6	XTRA-AM	1.6
25 KKGO-FM	1.4	KROQ-FM	1.5	KZLA-FM	1.6	KIIS-FM	1.6	KJLH-FM	1.6
26 KLVE-FM	1.4	KWKW-AM	1.4	KJLH-FM	1.4	KUTE-FM	1.4	KKGO-FM	1.5
27 KGFJ-AM	1.1	KJLH-FM	1.3	KHJ-AM	1.3	KKGO-FM	1.4	KWKW-AM	1.5
28 KALI-AM	1.1	KLVE-FM	1.2	KACE-FM	1.3	KLVE-FM	1.4	KACE-FM	1.4
29 KNOB-FM	1.1	KNOB-FM	1.1	KKGO-FM	1.2	KDAY-AM	1.2	KDAY-AM	1.4
30 KWST-FM	1.0	KGRB-AM	1.1	KFAC-FM	1.2	KWKW-AM	1.2	KGFJ-AM	1.4

31 XTRA-AM	1.0	KWST-FM	1.1	XTRA-AM	1.0	KJLH-FM	1.1	KLVE-FM	1.1
32 KWKW-AM	0.9	KEZY-AM	1.1	KWKW-AM	1.0	KNOB-FM	0.9	KALI-AM	1.1
33 KFAC-FM	0.9	KGFJ-AM	1.0	KNOB-FM	0.9	KGFJ-AM	0.8	KNOB-FM	1.0
34 KEZY-AM	0.8	KFAC-FM	1.0	KGFJ-AM	0.8	KFAC-FM	0.7	KFAC-FM	0.9
35 KIEV-AM	0.5	XTRA-AM	0.9	KEZY-AM	0.6	KEZY-AM	0.6	KIEV-AM	0.7
36 KEZY-FM	0.5	KACE-FM	0.8	KIEV-AM	0.5	KFAC-FM	0.5	KEZY-AM	0.6
37 KGRB-AM	0.5	KGER-AM	0.6	KWIZ-FM	0.5	KEZY-AM	0.5	KRTH-AM	0.6
38 KWIZ-AM	0.5	KIEV-AM	0.5	KWIZ-FM	0.4	KIEV-AM	0.5	KGIL-AM	0.6
39 KGER-AM	0.4	KEZY-FM	0.4	KGER-AM	0.4	KZLA-AM	0.5	KFAC-AM	0.5
40 KFAC-AM	0.4	KGIL-AM	0.4	KBRT-AM	0.4	KWIZ-FM	0.4	KEZY-FM	0.4
41 KBRT-AM	0.4	KZLA-AM	0.4	KEZY-FM	0.4	KGRB-AM	0.3	XPRS-AM	0.4
42 KGIL-AM	0.4	KBRT-AM	0.4	KGRB-AM	0.4	KGRB-AM	0.3	KWIS-FM	0.3
43 KACE-FM	0.4	KFAC-FM	0.3	KGIL-AM	0.3	KBOB-FM	0.2	KIPF-FM	0.3
44 XPRS-AM	0.3	KGIL-FM	0.1	KFAC-AM	0.3	KWIZ-AM	0.3	KWIZ-AM	0.3
45 KIIS-AM	0.3	KGIL-FM	0.3	KBOB-FM	0.1	KWIZ-FM	0.3	KGRB-AM	0.3
46 KZLA-AM	0.3	KBOB-FM	0.1			KZLA-AM	0.2	KGIL-FM	0.2
47 KGIL-FM	0.2					KGIL-FM	0.2	KBOB-FM	0.1
48									
49									

Demographics

Adults 18-34	Adults 25-54
Mon-Sun 6AM-Mid	Mon-Sun 6AM-Mid
M	F
1 KMET-FM	1 KIIS-FM
2 KLOS-FM	2 KHTZ-FM
3 KRTH-FM	3 KNX-FM
1 KABC-AM	1 KBIG-FM
2 KRLA-AM	2 KABC-AM
3 KLAC-AM	3 KRTH-FM

Spring '81 Market Overview

The introduction of Quarterly Measurement into the Louisville area went fairly smoothly, but there were other factors that caused ratings shifts in the metro. Foremost among the catalysts for ratings fluctuations, compared to previous sweeps, was the move of noted morning man **Bill Bailey** from **WAKY** to Country **WCII** (formerly **WKJJ-AM**).

Compared to the 1980 surveys, particularly last spring, the 12+ in-tab in Louisville dropped this time. Last spring 1559 usable diaries were returned, this year 1135. Fortunately the drop was relatively well spread among the demos. Males

18-24 dropped from 80 to 64, as an example. Just keep in mind that when you are evaluating this spring's data that the numbers are slightly more unstable than those from a year ago.

WAMZ led the market for the second straight book. The Country pacesetter saw its male shares rise but suffered a dip in female numbers. Still, **WAMZ** led in most key demo breakouts shown below.

A stronger Country competitor emerged, as **WCII** debuted with a three-share increase over its **WKJJ CHR** numbers. As noted above, the acquisition of **Bill Bailey** was a coup, causing much

word-of-mouth discussion of the shift. Besides the talk in the community, **WCII** did a little advertising on TV. It will be worth watching to see what inroads **WCII** makes on the **WAMZ** Country franchise in the future.

The Adult Contemporary market is getting competitive as well. **WHAS** enjoyed a healthy book, its best in recent sweeps. However, watch for **WRKA**, an A/C station that almost doubled its overall share in the spring survey. **WHAS** maintained quite an advantage over **WRKA** among men, but the difference in female figures is getting smaller and smaller.

Audience Composition Analysis

AGE	WAMZ-FM : C
12-17	2.8%
18-24	28.0%
25-34	23.4%
35-44	19.6%
45-54	15.9%
55+	10.3%
12+ TOTAL	10,700
Mins/Day Listened	90
Turnover	12.0

AGE	WKJJ-FM : R
12-17	34.1%
18-24	37.5%
25-34	13.6%
35-44	10.2%
45-54	3.4%
55+	1.1%
12+ TOTAL	8,800
Mins/Day Listened	70
Turnover	15.3

AGE	WVEZ-FM : BM
12-17	1.0%
18-24	1.9%
25-34	10.5%
35-44	21.9%
45-54	17.1%
55+	47.6%
12+ TOTAL	10,500
Mins/Day Listened	92
Turnover	11.7

AGE	WAVE-AM : AC
12-17	2.4%
18-24	1.2%
25-34	7.2%
35-44	9.6%
45-54	16.9%
55+	62.7%
12+ TOTAL	8,300
Mins/Day Listened	59
Turnover	18.2

AGE	WHAS-AM : AC
12-17	3.1%
18-24	6.1%
25-34	22.4%
35-44	16.3%
45-54	14.3%
55+	37.8%
12+ TOTAL	9,800
Mins/Day Listened	58
Turnover	18.5

AGE	WRKA-FM : AC
12-17	8.7%
18-24	23.2%
25-34	47.8%
35-44	14.5%
45-54	1.4%
55+	4.3%
12+ TOTAL	6,900
Mins/Day Listened	74
Turnover	14.5

AGE	WQMF-FM : AOR
12-17	29.0%
18-24	46.8%
25-34	21.0%
35-44	3.2%
45-54	0.0%
55+	0.0%
12+ TOTAL	6,200
Mins/Day Listened	62
Turnover	17.5

AGE	WINN-AM : C
12-17	0.0%
18-24	0.0%
25-34	11.1%
35-44	11.1%
45-54	30.6%
55+	47.2%
12+ TOTAL	3,600
Mins/Day Listened	44
Turnover	24.5

AGE	WCII-AM : C
12-17	10.3%
18-24	7.4%
25-34	32.4%
35-44	20.6%
45-54	11.8%
55+	17.6%
12+ TOTAL	6,800
Mins/Day Listened	60
Turnover	18.1

AGE	WLRS-FM : AOR
12-17	37.7%
18-24	31.1%
25-34	26.2%
35-44	3.3%
45-54	1.6%
55+	0.0%
12+ TOTAL	6,100
Mins/Day Listened	55
Turnover	19.7

AGE	WTMT-AM : C
12-17	4.3%
18-24	8.7%
25-34	17.4%
35-44	13.0%
45-54	17.4%
55+	39.1%
12+ TOTAL	2,300
Mins/Day Listened	81
Turnover	13.3

AGE	WLOU-AM : B
12-17	25.0%
18-24	28.1%
25-34	20.3%
35-44	14.1%
45-54	4.7%
55+	7.8%
12+ TOTAL	6,400
Mins/Day Listened	92
Turnover	11.8

AGE	WAKY-AM : R
12-17	3.9%
18-24	27.5%
25-34	37.3%
35-44	17.6%
45-54	7.8%
55+	5.9%
12+ TOTAL	5,100
Mins/Day Listened	42
Turnover	25.8

AGE	WXVW-AM : E
12-17	0.0%
18-24	0.0%
25-34	0.0%
35-44	9.5%
45-54	14.3%
55+	76.2%
12+ TOTAL	2,100
Mins/Day Listened	70
Turnover	15.4

Format Reach

AC	24.7
C	23.2
R	13.7
AOR	12.1
BM	10.4
B	6.3
MISC	4.6
E	2.5
RL	2.5

Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 7376

	Spring '80	Fall '80	Spring '81
1 WVEZ-FM	10.7	WAMZ-FM	11.7
2 WAKY-AM	9.8	WKJJ-FM	10.5
3 WLOU-AM	9.4	WVEZ-FM	9.9
4 WHAS-AM	8.9	WAKY-AM	9.5
5 WAMZ-FM	8.8	WLRS-FM	8.5
6 WKJJ-FM	7.8	WHAS-AM	7.8
7 WAVE-AM	7.7	WAVE-AM	6.8
8 WINN-AM	5.9	WLOU-AM	5.7
9 WLRS-FM	5.7	WINN-AM	5.0
10 WCII-AM	4.5	WCII-AM	4.7
11 WQMF-FM	3.7	WQMF-FM	3.9
12 WZZX-FM	3.5	WRKA-FM	3.6

13 WRKA-FM	3.1	WTMT-AM	2.9	WTMT-AM (C)	2.3
14 WTMT-AM	2.8	WZZX-FM	1.9	WXVW-AM (E)	2.1
15 WFLA-AM	1.4	WXLN-FM	1.1	WFLA-AM (RL)	1.3
16 WXVW-AM	1.1	WFLA-AM	1.1	WXLN-FM (RL)	1.2
17 WXLN-FM	1.1	WXVW-AM	0.9	WJYL-FM (E)	0.4

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid		Mon-Sun 6AM-Mid	
M	F	M	F
1 WAMZ-FM	1 WRKA-FM	1 WAMZ-FM	1 WAMZ-FM
2 WQMF-FM	2 WKJJ-FM	2 WHAS-AM	2 WVEZ-FM
3 WKJJ-FM	3 WAMZ-FM	3 WRKA-FM	3 WHAS-AM

Memphis

METRO RANK

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Spring '81 Market Overview

A higher overall in-tab and an additional ethnic diary return were the most prominent characteristics of Arbitron's handling of the first Quarterly Measurement sweep in Memphis. The results were that **WMC** became the new number one station, **WZXR** slipped two shares, and **WMC-FM** was up three.

Last spring ESF was introduced to Memphis, which probably helped propel **WHRK** and **WZXR** into double digits. As the ESF sample has stabilized, **WHRK** slipped but still led the ethnic stations,

and **WZXR** remained a strong number two overall. This spring QM hit the metro and the **WMC** properties profited.

WMC enjoyed its third up book in a row. The station's male numbers jumped while the female side slipped. **WMC** topped men 25-54 and was second among women in that demo.

WMC-FM rebounded to the share levels it achieved in 1979. The CHR entry saw its biggest gains come among teens, where it became the new leader with a 30 share approximately. Young

adult boosts came primarily from men, where the station ranked third 18-34. At the same time, the station's female numbers allowed **WMC-FM** to score second in the female 18-34 category.

WMPS, a Country station, notched its second consecutive increase. **WMPS** was able to double its female shares, with the biggest jumps occurring in middays and the evenings. It will be worth watching future Arbitron results to see if Country does as well in subsequent books as it did this sweep.

Audience Composition Analysis

AGE	WMC-AM : C
12-17	1 8%
18-24	9 2%
25-34	22 0%
35-44	21 1%
45-54	20 2%
55+	25 7%
12+ TOTAL	10,900

Mins/Day Listened: 78
Turnover: 13.8

AGE	WMC-FM : R
12-17	36 8%
18-24	18 9%
25-34	31 6%
35-44	5 3%
45-54	3 2%
55+	4 2%
12+ TOTAL	9,500

Mins/Day Listened: 62
Turnover: 17.4

AGE	WMPS-AM : C
12-17	6 3%
18-24	6 3%
25-34	9 4%
35-44	28 1%
45-54	15 6%
55+	34 4%
12+ TOTAL	6,400

Mins/Day Listened: 86
Turnover: 12.6

AGE	WLVS-FM : C
12-17	2 1%
18-24	18 8%
25-34	29 2%
35-44	25 0%
45-54	18 8%
55+	6 3%
12+ TOTAL	4,800

Mins/Day Listened: 74
Turnover: 14.5

AGE	WREC-AM : AC
12-17	0 0%
18-24	3 7%
25-34	7 4%
35-44	22 2%
45-54	14 8%
55+	51 9%
12+ TOTAL	2,700

Mins/Day Listened: 39
Turnover: 27.6

AGE	WZXR-FM : AOR
12-17	26 4%
18-24	47 2%
25-34	21 7%
35-44	2 8%
45-54	0 0%
55+	1 9%
12+ TOTAL	10,600

Mins/Day Listened: 109
Turnover: 9.9

AGE	WHRK-FM : B
12-17	28 1%
18-24	30 3%
25-34	28 1%
35-44	7 9%
45-54	4 5%
55+	1 1%
12+ TOTAL	8,900

Mins/Day Listened: 75
Turnover: 14.3

AGE	WRVR-FM : AC
12-17	8 2%
18-24	23 0%
25-34	34 4%
35-44	19 7%
45-54	6 6%
55+	8 2%
12+ TOTAL	6,100

Mins/Day Listened: 56
Turnover: 19.4

AGE	WLOK-AM : B
12-17	12 8%
18-24	42 6%
25-34	19 1%
35-44	10 6%
45-54	2 1%
55+	12 8%
12+ TOTAL	4,700

Mins/Day Listened: 52
Turnover: 20.7

AGE	KWAM-AM : RL
12-17	0 0%
18-24	10 5%
25-34	52 6%
35-44	21 1%
45-54	5 3%
55+	10 5%
12+ TOTAL	1,900

Mins/Day Listened: 76
Turnover: 14.3

AGE	WEZI-FM : BM
12-17	1 0%
18-24	3 0%
25-34	17 0%
35-44	27 0%
45-54	22 0%
55+	30 0%
12+ TOTAL	10,000

Mins/Day Listened: 94
Turnover: 11.5

AGE	WDIA-AM : B
12-17	8 0%
18-24	14 0%
25-34	22 0%
35-44	14 0%
45-54	4 0%
55+	38 0%
12+ TOTAL	5,000

Mins/Day Listened: 50
Turnover: 21.6

AGE	WHBQ-AM : R
12-17	7 3%
18-24	17 1%
25-34	53 7%
35-44	12 2%
45-54	2 4%
55+	7 3%
12+ TOTAL	4,100

Mins/Day Listened: 42
Turnover: 25.7

AGE	WWEE-AM : T
12-17	0 0%
18-24	0 0%
25-34	0 0%
35-44	15 4%
45-54	15 4%
55+	69 2%
12+ TOTAL	1,300

Mins/Day Listened: 66
Turnover: 16.5

Format Reach

C	24.7
B	20.1
R	14.7
AOR	11.5
BM	10.8
AC	9.5
MISC	3.9
RL	3.4
T	1.4

Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 7333

	Spring '80	Fall '80	Spring '81
1	WHRK-FM 12.6	WZXR-FM 13.4	WMC -AM (C) 11.8
2	WEZI-FM 10.5	WEZI-FM 12.1	WZXR-FM (A) 11.5
3	WZXR-FM 10.2	WHRK-FM 11.1	WEZI-FM (BM) 10.8
4	WMC -AM 9.7	WMC -AM 10.9	WMC -FM (R) 10.3
5	WMC -FM 9.4	WMC -FM 7.4	WHRK-FM (B) 9.6
6	WDIA-AM 8.7	WDIA-AM 5.9	WMPS-AM (C) 6.9
7	WLOK-AM 6.7	WQUD-FM 5.4	WRVR-FM (AC) 6.6
8	WQUD-FM 5.6	WLVS-FM 5.0	WDIA-AM (B) 5.4
9	WREC-AM 4.5	WHBQ-AM 4.8	WLVS-FM (C) 5.2
10	WHBQ-AM 3.8	WLOK-AM 4.7	WLOK-AM (B) 5.1
11	WMPS-AM 3.5	WREC-AM 4.2	WHBQ-AM (R) 4.4
12	WLVS-FM 3.5	WMPS-AM 4.2	WREC-AM (AC) 2.9

13	KWAM-AM 2.7	WWEE-AM 2.3	KWAM-AM (RL) 2.1
14	WWEE-AM 2.6	KWAM-AM 1.6	WWEE-AM (T) 1.4
15	KWAM-FM 2.3	KWAM-FM 1.0	KSUD-AM (RL) 1.3
16		KSUD-AM 0.5	KWAM-FM (C) 0.8
17			WKBL-AM (M) 0.4

Demographics

Adults 18-34	Adults 25-54
Mon-Sun 6AM-Mid	Mon-Sun 6AM-Mid
M	F
1 WZXR-FM	1 WRVR-FM
2 WHRK-FM	2 WMC -FM
3 WMC -FM	3 WHRK-FM
	1 WMC -AM
	2 WEZI-FM
	2 WMC -AM
	3 WHRK-FM
	3 WRVR-FM

Spring '81 Market Overview

Quarterly Measurement was introduced to Dade County this survey with no real upsetting tendencies. There was an increase in diary return compared to the fall but the level was comparable to the spring in-tab last year. One item of interest in the metro was the Hispanic return. While the black in-tab has remained relatively stable over the last three books, the diary return from homes where Personal Placement and Retrieval was used (usually Hispanic) increased notably. Last spring the High Density Hispanic in-tab figure was 389, last fall it was 423, and this survey the tally

jumped to 523. This may portend more stable numbers for the several stations that appeal to the large Hispanic community in South Florida.

Tops again in Miami was **WRHC**, the leading Hispanic station in the Dade County area. Another leading Hispanic language station, **WQBA**, added two shares to its total and ranked second overall. Leading the non-ethnic stations in the area was **WNWS**, which earned its best number ever, while **WINZ-FM**'s new format scored a huge gain in its first survey.

WNWS is a personality-oriented News/Talk station. It was advertised through TV exclusively, with spots run during the six and eleven o'clock

newscasts. The on-air sound was brightened after a new PD joined the station late last year. It all seems to be working, as the time spent listening figures indicate considerable listener loyalty to the station.

WINZ-FM changed format from AOR to CHR earlier this year. The station shot to the top of the teen demo with approximately a 28 share in its first book, but with worthwhile 18-44 numbers as well. An extensive ad campaign heralded the new direction of the station, with 75% of the budget on TV and the balance on boards. The switch of two **WHYI** personalities to **WINZ-FM** was another helpful factor.

Audience Composition Analysis

AGE WRHC-AM : S

12-17 ■ 1.7%
18-24 ■ 0.8%
25-34 ■ 4.5%
35-44 ■ 22.3%
45-54 ■ 17.8%
55+ ■ 52.9%
12+ TOTAL 24,200

Mins/Day Listened: 243
Turnover: 4.4

AGE WQBA-AM : S

12-17 ■ 0.5%
18-24 ■ 2.0%
25-34 ■ 11.2%
35-44 ■ 15.3%
45-54 ■ 20.4%
55+ ■ 50.5%
12+ TOTAL 19,600

Mins/Day Listened: 139
Turnover: 7.8

AGE WNWS-AM : N

12-17 ■ 0.0%
18-24 ■ 0.0%
25-34 ■ 5.1%
35-44 ■ 1.7%
45-54 ■ 1.1%
55+ ■ 92.0%
12+ TOTAL 17,600

Mins/Day Listened: 153
Turnover: 7.1

AGE WINZ-FM : R

12-17 ■ 35.8%
18-24 ■ 30.9%
25-34 ■ 17.0%
35-44 ■ 11.5%
45-54 ■ 0.6%
55+ ■ 4.2%
12+ TOTAL 16,500

Mins/Day Listened: 70
Turnover: 15.5

AGE WHYI-FM : R

12-17 ■ 24.2%
18-24 ■ 32.9%
25-34 ■ 29.2%
35-44 ■ 7.5%
45-54 ■ 2.5%
55+ ■ 3.7%
12+ TOTAL 16,100

Mins/Day Listened: 71
Turnover: 15.1

AGE WCMQ-FM : S

12-17 ■ 2.2%
18-24 ■ 12.4%
25-34 ■ 27.0%
35-44 ■ 22.6%
45-54 ■ 23.4%
55+ ■ 12.4%
12+ TOTAL 13,700

Mins/Day Listened: 149
Turnover: 7.2

AGE WEDR-FM : B

12-17 ■ 19.3%
18-24 ■ 39.3%
25-34 ■ 22.2%
35-44 ■ 8.1%
45-54 ■ 7.4%
55+ ■ 3.7%
12+ TOTAL 13,500

Mins/Day Listened: 118
Turnover: 9.1

AGE WINZ-AM : N

12-17 ■ 0.0%
18-24 ■ 0.0%
25-34 ■ 4.0%
35-44 ■ 5.0%
45-54 ■ 10.0%
55+ ■ 81.0%
12+ TOTAL 10,000

Mins/Day Listened: 69
Turnover: 15.7

AGE WHTT-AM : S

12-17 ■ 16.8%
18-24 ■ 3.2%
25-34 ■ 16.8%
35-44 ■ 21.1%
45-54 ■ 15.8%
55+ ■ 26.3%
12+ TOTAL 9,500

Mins/Day Listened: 147
Turnover: 7.4

AGE WCMQ-AM : S

12-17 ■ 1.2%
18-24 ■ 3.5%
25-34 ■ 19.8%
35-44 ■ 36.0%
45-54 ■ 31.4%
55+ ■ 8.1%
12+ TOTAL 8,600

Mins/Day Listened: 166
Turnover: 6.5

AGE WYOR-FM : BM

12-17 ■ 1.2%
18-24 ■ 0.0%
25-34 ■ 2.4%
35-44 ■ 12.2%
45-54 ■ 18.3%
55+ ■ 65.9%
12+ TOTAL 8,200

Mins/Day Listened: 97
Turnover: 11.1

AGE WVCG-AM : BM

12-17 ■ 0.0%
18-24 ■ 2.5%
25-34 ■ 0.0%
35-44 ■ 15.2%
45-54 ■ 30.4%
55+ ■ 51.9%
12+ TOTAL 7,900

Mins/Day Listened: 84
Turnover: 12.9

AGE WLYF-FM : BM

12-17 ■ 1.4%
18-24 ■ 2.7%
25-34 ■ 4.1%
35-44 ■ 9.5%
45-54 ■ 28.4%
55+ ■ 54.1%
12+ TOTAL 7,400

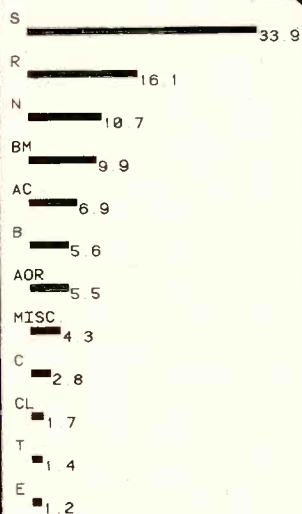
Mins/Day Listened: 72
Turnover: 14.9

AGE WIOD-AM : AC

12-17 ■ 1.4%
18-24 ■ 0.0%
25-34 ■ 9.6%
35-44 ■ 20.5%
45-54 ■ 18.4%
55+ ■ 52.1%
12+ TOTAL 7,300

Mins/Day Listened: 71
Turnover: 15.2

Format Reach



Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 13714

Spring '80 Fall '80 Spring '81

1 WRHC-AM	9.5	WRHC-AM	10.6	WRHC-AM (S)	9.4
2 WQBA-AM	7.9	WHYI-FM	6.8	WQBA-AM (S)	7.6
3 WHYI-FM	7.2	WQBA-AM	5.5	WNWS-AM (N)	6.8
4 WEDR-FM	5.4	WNWS-AM	5.0	WINZ-FM (R)	6.4
5 WYOR-FM	5.2	WYOR-FM	4.8	WHYI-FM (R)	6.3
6 WCMQ-FM	4.8	WQAM-AM	4.8	WCMQ-FM (S)	5.3
7 WINZ-AM	4.6	WINZ-AM	4.4	WEDR-FM (B)	5.3
8 WINZ-FM	4.3	WEDR-FM	4.3	WINZ-AM (N)	3.9
9 WWL-FM	3.8	WCMQ-FM	3.9	WHTT-AM (S)	3.7
10 WNWS-AM	3.6	WCMQ-AM	3.9	WCMQ-AM (S)	3.3
11 WHTT-AM	3.4	WWL-FM	3.6	WYOR-FM (BM)	3.2
12 WLYF-FM	3.3	WTMI-FM	3.2	WVCG-AM (BM)	3.1
13 WQBA-FM	3.2	WAIA-FM	3.1	WLYF-FM (BM)	2.9
14 WOCN-AM	3.1	WOCN-AM	3.1	WIOD-AM (AC)	2.8
15 WIOD-AM	3.0	WQBA-FM	3.0	WSHE-FM (A)	2.8
16 WAIA-FM	2.9	WIOD-AM	2.9	WQBA-FM (S)	2.8
17 WVCG-AM	2.7	WMJX-FM	2.8	WQAM-AM (C)	2.8
18 WMJX-FM	2.7	WSHE-FM	2.4	WWL-FM (A)	2.7

19 WAXY-FM	2.3	WHTT-AM	2.3	WGBS-AM (AC)	2.3
20 WQAM-AM	2.0	WLYF-FM	2.2	WAXY-FM (R)	2.3
21 WTMI-FM	1.9	WAXY-FM	2.2	WAIA-FM (AC)	1.8
22 WSHE-FM	1.8	WKAT-AM	2.0	WOCN-AM (S)	1.8
23 WCMQ-AM	1.7	WVCG-AM	1.8	WTMI-FM (CL)	1.7
24 WGBS-AM	1.6	WGBS-AM	1.6	WKAT-AM (M)	1.4
25 WKAT-AM	1.4	WMBM-AM	1.2	WMJF-FM (E)	1.2
26 WKQS-FM	1.3	WCKO-FM	1.2	WCKO-FM (R)	1.1
27 WMBM-AM	1.3	WINZ-FM	1.1	WKQS-FM (BM)	0.7
28 WEWZ-FM	0.6	WKQS-FM	1.0	WMBM-AM (B)	0.3
29 WCKO-FM	0.5	WEWZ-FM	0.8		

Demographics

Adults 18-34 Adults 25-54
Mon-Sun 6AM-Mid Mon-Sun 6AM-Mid
M F M F

1 WEDR-FM	1 WHYI-FM	1 WRHC-AM	1 WRHC-AM
2 WSHE-FM	2 WINZ-FM	2 WQBA-AM	2 WCMQ-FM
3 WINZ-FM	3 WEDR-FM	3 WCMQ-FM	3 WQBA-AM

Miami-Ft. Lauderdale-Hollywood Special

Audience Composition Analysis

AGE WHYI-FM :R
12-17 22.0%
18-24 26.6%
25-34 31.9%
35-44 9.9%
45-54 4.6%
55+ 5.0%
12+ TOTAL 28,200

Mins/Day Listened: 73
Turnover: 14.8

AGE WNWS-AM :N
12-17 0.7%
18-24 0.0%
25-34 3.7%
35-44 3.3%
45-54 5.9%
55+ 86.4%
12+ TOTAL 27,300

Mins/Day Listened: 121
Turnover: 8.9

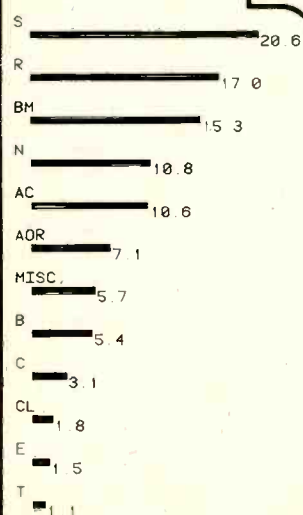
AGE WRHC-AM :S
12-17 1.7%
18-24 0.8%
25-34 4.5%
35-44 22.3%
45-54 17.8%
55+ 52.9%
12+ TOTAL 24,200

Mins/Day Listened: 243
Turnover: 4.4

AGE WINZ-FM :R
12-17 34.3%
18-24 26.8%
25-34 21.6%
35-44 10.8%
45-54 0.9%
55+ 5.6%
12+ TOTAL 21,300

Mins/Day Listened: 65
Turnover: 16.7

Format Reach



AGE WLYF-FM :BM
12-17 0.5%
18-24 2.5%
25-34 5.9%
35-44 5.4%
45-54 25.6%
55+ 60.1%
12+ TOTAL 20,300

Mins/Day Listened: 85
Turnover: 12.7

AGE WQBA-AM :S
12-17 0.5%
18-24 2.0%
25-34 11.2%
35-44 15.3%
45-54 20.4%
55+ 50.5%
12+ TOTAL 19,600

Mins/Day Listened: 137
Turnover: 7.9

AGE WINZ-AM :N
12-17 0.0%
18-24 0.0%
25-34 3.7%
35-44 7.4%
45-54 10.1%
55+ 78.7%
12+ TOTAL 18,800

Mins/Day Listened: 67
Turnover: 16.2

AGE WSHE-FM :AOR
12-17 9.5%
18-24 53.3%
25-34 34.3%
35-44 3.0%
45-54 0.0%
55+ 0.0%
12+ TOTAL 16,900

Mins/Day Listened: 100
Turnover: 10.8

AGE WIOD-AM :AC
12-17 0.6%
18-24 5.8%
25-34 5.2%
35-44 14.8%
45-54 23.2%
55+ 50.3%
12+ TOTAL 15,500

Mins/Day Listened: 74
Turnover: 14.5

AGE WAXY-FM :R
12-17 5.4%
18-24 20.1%
25-34 46.3%
35-44 14.8%
45-54 7.4%
55+ 6.0%
12+ TOTAL 14,900

Mins/Day Listened: 78
Turnover: 13.9

AGE WKQS-FM :BM
12-17 0.0%
18-24 2.2%
25-34 5.8%
35-44 7.2%
45-54 10.8%
55+ 74.1%
12+ TOTAL 13,900

Mins/Day Listened: 85
Turnover: 12.8

AGE WEDR-FM :B
12-17 19.0%
18-24 39.4%
25-34 21.9%
35-44 8.0%
45-54 7.3%
55+ 4.4%
12+ TOTAL 13,700

Mins/Day Listened: 113
Turnover: 9.5

AGE WCMQ-FM :S
12-17 2.2%
18-24 12.4%
25-34 27.0%
35-44 22.6%
45-54 23.4%
55+ 12.4%
12+ TOTAL 13,700

Mins/Day Listened: 149
Turnover: 7.2

AGE WQAM-AM :C
12-17 5.3%
18-24 9.1%
25-34 18.9%
35-44 23.5%
45-54 22.7%
55+ 20.5%
12+ TOTAL 13,200

Mins/Day Listened: 67
Turnover: 16.1

Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 8897

	Spring '80	Fall '80	Spring '81
1	WHYI-FM 7.3	WHYI-FM 6.5	WHYI-FM(R) 6.6
2	WRHC-AM 6.0	WRHC-AM 6.3	WNWS-AM(N) 6.4
3	WLYF-FM 6.0	WNWS-AM 5.7	WRHC-AM(S) 5.7
4	WQBA-AM 4.9	WINZ-AM 4.6	WINZ-FM(R) 5.0
5	WINZ-AM 4.9	WKQS-FM 4.6	WLYF-FM(BM) 4.8
6	WNWS-AM 4.9	WLYF-FM 4.5	WQBA-AM(S) 4.6
7	WYOR-FM 4.2	WQAM-AM 4.1	WINZ-AM(N) 4.4
8	WAXY-FM 4.1	WYOR-FM 4.1	WSHE-FM(A) 4.0
9	WAIA-FM 3.7	WAIA-FM 3.8	WIOD-AM(AC) 3.7
10	WKQS-FM 3.5	WWWL-FM 3.8	WAXY-FM(R) 3.5
11	WWWL-FM 3.4	WIOD-AM 3.6	WKQS-FM(BM) 3.3
12	WIOD-AM 3.4	WAXY-FM 3.5	WEDR-FM(B) 3.2
13	WINZ-FM 3.4	WSHE-FM 3.3	WCMQ-FM(S) 3.2
14	WEDR-FM 3.4	WQBA-AM 3.3	WQAM-AM(C) 3.1
15	WCMQ-FM 2.9	WTMI-FM 3.2	WWWL-FM(A) 3.1
16	WSHE-FM 2.9	WEDR-FM 2.6	WYOR-FM(BM) 2.9
17	WHIT-FM 2.7	WLQY-AM 2.6	WAIA-FM(AC) 2.9
18	WMJX-FM 2.2	WCMQ-FM 2.3	WVCG-AM(BM) 2.4
19	WQAM-AM 2.2	WCMQ-FM 2.3	WHIT-AM(S) 2.3
20	WRBD-AM 2.1	WMJX-FM 2.3	WRBD-AM(B) 2.2
21	WVCG-AM 2.1	WQBA-FM 2.0	WFTL-AM(AC) 2.0
22	WQBA-FM 2.0	WOCN-AM 1.9	WCMQ-AM(S) 2.0

23 WOCN-AM	1.9 WGBS-AM	1.7 WGBS-AM(AC) 2.0
24 WTMI-FM	1.9 WRBD-AM	1.6 WLQY-AM(BM) 1.9
25 WGBS-AM	1.5 WCKO-FM	1.5 WCKO-FM(R) 1.9
26 WCKO-FM	1.5 WHIT-AM	1.4 WTMI-FM(CL) 1.8
27 WFTL-AM	1.2 WVCG-AM	1.4 WQBA-FM(S) 1.7
28 WKAT-AM	1.1 WINZ-FM	1.2 WWJ F-FM(E) 1.5
29 WCMQ-AM	1.0 WKAT-AM	1.2 WOCN-AM(S) 1.1
30 WEWZ-FM	1.0 WFTL-AM	1.1 WKAT-AM(M) 1.1
31 WPIP-AM	0.9 WEWZ-FM	1.0
32 WMBM-AM	0.8 WMBM-AM	0.7
33 WEXY-AM	0.6 WEXY-AM	0.6
34	WSRF-AM	0.5
35	WPIP-AM	0.3
36	WEAT-FM	0.3

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	M	Mon-Sun 6AM-Mid	F

1 WSHE-FM	1 WHYI-FM	1 WAXY-FM	1 WHYI-FM
2 WHYI-FM	2 WWWL-FM	2 WHYI-FM	2 WRHC-AM
3 WWWL-FM	3 WINZ-FM	3 WQAM-AM	3 WCMQ-FM

Spring '81 Market Overview

The Milwaukee metro absorbed its first Quarterly Measurement sweep with little trouble. The overall in-tab was comparable to that for the fall, but there was some slippage in the male 18-24 returns (down 22% from last spring). Otherwise, all appeared relatively stable.

There was a new number one station in the Milwaukee area, as longtime pacesetter **WTMJ** slipped for the sixth straight survey, finally losing its 12+ lead to Beautiful Music station **WEZW**. **WEZW** maintained a stable share level while

WTMJ's male numbers slipped, probably because the station no longer carries Brewers baseball. As for **WEZW**, it enjoyed the highest time spent listening figures in the metro, a key ingredient in taking the 12+ lead.

The only other double-digit station in the market was **WISN**, which received the boost that comes with being the new Brewers flagship. Not only did **WISN**'s nighttime numbers increase dramatically as a result of the Brewers broadcasts, but the station has developed a highly desirable audience profile. Only **WISN** ranked in the top three in all

our 18-34 and 25-54 breakouts below.

One of the bigger positive movements this survey was **WQFM**'s. The station spent more on external advertising than in past surveys, with the media dollars centered on TV and newspaper. On-air **WQFM** used every other weekend to concentrate on flashing back to oldies. With the improved showing in this book, **WQFM** is now challenging perennial AOR leader **WLPX**. Demographically, **WQFM** was more adult-oriented than **WLPX** in this report, and it will be interesting to see what develops between these stations in the upcoming surveys.

Audience Composition Analysis

AGE WEZW-FM : BM

12-17 0.4%
18-24 1.2%
25-34 10.3%
35-44 19.8%
45-54 19.0%
55+ 49.2%
12+ TOTAL 25,200

Mins/Day Listened: 90
Turnover: 11.9

AGE WTMJ-AM : AC

12-17 1.7%
18-24 5.1%
25-34 7.2%
35-44 11.4%
45-54 18.1%
55+ 56.5%
12+ TOTAL 23,700

Mins/Day Listened: 77
Turnover: 14.0

AGE WISN-AM : AC

12-17 4.9%
18-24 12.6%
25-34 22.4%
35-44 17.0%
45-54 14.8%
55+ 28.3%
12+ TOTAL 22,300

Mins/Day Listened: 56
Turnover: 19.3

AGE WZUU-FM : AC

12-17 11.1%
18-24 23.9%
25-34 35.9%
35-44 17.9%
45-54 4.3%
55+ 6.8%
12+ TOTAL 11,700

Mins/Day Listened: 53
Turnover: 12.6

AGE WOKY-AM : R

12-17 9.0%
18-24 16.9%
25-34 28.1%
35-44 16.9%
45-54 10.1%
55+ 19.1%
12+ TOTAL 8,900

Mins/Day Listened: 45
Turnover: 16.7

AGE WTKI-FM : R

12-17 17.2%
18-24 35.6%
25-34 40.2%
35-44 3.4%
45-54 2.3%
55+ 1.1%
12+ TOTAL 8,700

Mins/Day Listened: 47
Turnover: 13.8

AGE WBCS-FM : C

12-17 2.2%
18-24 10.9%
25-34 18.6%
35-44 32.8%
45-54 16.4%
55+ 19.1%
12+ TOTAL 18,300

Mins/Day Listened: 86
Turnover: 20.2

AGE WLPX-FM : AOR

12-17 33.8%
18-24 54.8%
25-34 12.2%
35-44 1.4%
45-54 0.0%
55+ 0.7%
12+ TOTAL 13,900

Mins/Day Listened: 65
Turnover: 24.1

AGE WQFM-FM : AOR

12-17 16.7%
18-24 68.2%
25-34 15.2%
35-44 0.0%
45-54 0.0%
55+ 0.0%
12+ TOTAL 13,200

Mins/Day Listened: 78
Turnover: 22.8

AGE WMYX-FM : AC

12-17 2.5%
18-24 36.7%
25-34 36.7%
35-44 22.8%
45-54 0.0%
55+ 1.3%
12+ TOTAL 7,900

Mins/Day Listened: 90
Turnover: 12.0

AGE WRKR-FM : R

12-17 49.2%
18-24 15.9%
25-34 22.2%
35-44 9.5%
45-54 0.0%
55+ 3.2%
12+ TOTAL 6,300

Mins/Day Listened: 54
Turnover: 19.9

AGE WLUM-FM : B

12-17 21.1%
18-24 40.4%
25-34 24.6%
35-44 7.0%
45-54 3.5%
55+ 3.5%
12+ TOTAL 5,700

Mins/Day Listened: 74
Turnover: 14.6

AGE WFMR-FM : CL

12-17 2.0%
18-24 6.0%
25-34 24.0%
35-44 26.0%
45-54 10.0%
55+ 32.0%
12+ TOTAL 5,000

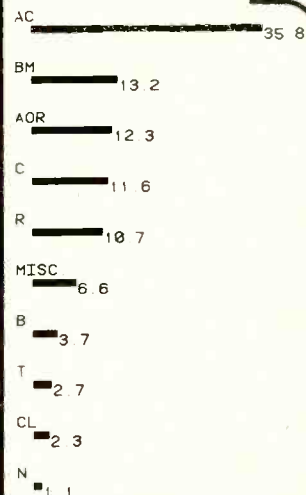
Mins/Day Listened: 70
Turnover: 15.3

AGE WMKE-AM : C

12-17 2.2%
18-24 2.2%
25-34 35.6%
35-44 26.7%
45-54 11.1%
55+ 22.2%
12+ TOTAL 4,500

Mins/Day Listened: 52
Turnover: 20.7

Format Reach



Share Trends

Persons 12+ Mon-Sun 6AM-Mid

POP(00): 12969

	Spring '80	Fall '80	Spring '81
1 WTMJ-AM	15.0	WTMJ-AM	12.3
2 WEZW-FM	12.0	WEZW-FM	11.8
3 WISN-AM	10.3	WISN-AM	11.0
4 WBCS-FM	8.7	WBCS-FM	8.2
5 WLPX-FM	7.2	WLPX-FM	6.0
6 WZUU-FM	4.0	WZUU-FM	5.0
7 WQFM-FM	3.7	WQFM-FM	4.8
8 WOKY-AM	3.4	WOKY-AM	4.3
9 WTKI-FM	3.3	WTKI-FM	3.2
10 WFMR-FM	2.9	WFMR-FM	3.0
11 WLUM-FM	2.7	WLUM-FM	2.5
12 WMKE-AM	2.3	WMKE-AM	2.3
13 WRKR-FM	2.2	WRKR-FM	2.2
14 WXJY-FM	1.9	WMAQ-AM	2.1
15 WMAQ-AM	1.7	WMAQ-AM	1.5
16 WMYX-FM	1.3	WYLO-AM	1.5
17 WAWA-AM	1.3	WRJN-AM	1.4
18 WRJN-AM	1.2	WBBM-AM	1.2
19 WEMP-AM	1.2	WAWA-AM	1.2
20 WBBM-AM	1.2	WNOV-AM	1.2

21 WBKV-FM	1.1	WIND-AM	1.0	WEMP-AM (AC)	0.9
22 WNOV-AM	1.0	WBKV-FM	1.0	WGN-AM (M)	0.9
23 WGN-AM	0.9	WGN-AM	0.9	WYLO-AM (M)	0.9
24 WZUU-AM	0.9	WBKV-AM	0.9	WBKV-AM (AC)	0.9
25 WTKM-FM	0.8	WXJY-FM	0.8	WBKV-FM (AC)	0.8
26 WYLO-AM	0.7	WEMP-AM	0.7	WAWA-AM (B)	0.6
27 WIND-AM	0.6	WZUU-AM	0.6	WNOV-AM (B)	0.5
28 WFN-AM	0.5	WLS-AM	0.4	WTKM-FM (AC)	0.3
29 WLS-AM	0.5	WTKM-FM	0.4	WTKM-AM (AC)	0.2
30 WBKV-AM	0.4	WGLB-AM	0.4		
31 WTKM-AM	0.4	WFNY-FM	0.4		
32		WEG-AM	0.3		
33		WGLB-FM	0.2		
34		WTKM-AM	0.2		

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	M	Mon-Sun 6AM-Mid	F
1 WQFM-FM	1	1 WZUU-FM	1
2 WLPX-FM	2	1 WISN-AM	1
3 WISN-AM	3	2 WBCS-FM	2
		2 WBCS-FM	2
		3 WEZW-FM	3
		3 WISN-AM	3

Minneapolis-St. Paul

METRO RANK 16

Spring '81 Market Overview

In the first Quarterly Measurement sweep in the Twin Cities area, the two stations with the most loyal listeners — **WCCO** and **KSTP-FM** — ranked first and second. Although **WCCO** led the market in time spent listening, the station had its softest book in recent memory, down 10 shares from two years ago and down from both of last year's reports. Vikings football might be enough to stem the **WCCO** slippage in the fall.

KSTP-FM doubled its share of two years ago, and was up two shares over last fall's data. The station used a multimedia ad effort, primarily TV supported by newspaper, busboards, and billboards. Overall, **KSTP-FM** spent less externally this sweep than last. On-air the station maintained a consistent, personality-oriented approach which resulted in almost a 50% rise in male

numbers and approximately a 30% jump among females.

WDGY rebounded from a soft fall book adversely affected by tower troubles that impaired the station's coverage. **WDGY** used a broader media approach this sweep, dividing its budget between TV and billboards, whereas all monies had gone into billboards previously. Two staff changes were made, in the midday and evening shifts. These revisions helped **WDGY** match its spring number from last year. The station's appeal among men jumped, with its best AM drive showing in recent years.

KQRS-AM & FM rebounded from a soft fall book also, although the stations did not match their A/M '80 share. They spent more on advertising, with the budget concentrated on TV and newspaper. A new morning man was added, as well as a change

in the evening. Part of the reason for the **KQRS** success was that although there was a strong 12-24 core, the station's 25-34 appeal almost equaled the 12-17 number.

KDWB-FM enjoyed its third straight up book. The station's adult numbers slipped again this survey, but the teen profile went sky-high — more than a 28 share. Advertising consisted of newspaper insertions, while the station also sponsored one-on-one nights. At these events, admission was just \$1.01 (rounded dial position), and the public received hats and albums.

Overall, the in-tab was up 393 (or 27%) compared to the previous, non-QM book. The additional diary return meant a more stable set of estimates this sweep than in the two 1980 surveys.

Audience Composition Analysis

AGE **WCCO-AM : AC**
12-17 1.2%
18-24 2.9%
25-34 9.3%
35-44 18.1%
45-54 18.1%
55+ 50.3%
12+ TOTAL 57,900
Mins/Day Listened: 87
Turnover: 12.4

AGE **KSTP-FM : R**
12-17 13.7%
18-24 24.6%
25-34 38.7%
35-44 15.1%
45-54 5.6%
55+ 2.2%
12+ TOTAL 35,700
Mins/Day Listened: 84
Turnover: 12.8

AGE **WDGY-AM : C**
12-17 3.4%
18-24 14.3%
25-34 28.1%
35-44 27.6%
45-54 13.8%
55+ 12.8%
12+ TOTAL 20,300
Mins/Day Listened: 75
Turnover: 14.5

AGE **KDWB-FM : AQR**
12-17 41.2%
18-24 48.9%
25-34 7.7%
35-44 1.1%
45-54 1.1%
55+ 0.0%
12+ TOTAL 18,200
Mins/Day Listened: 65
Turnover: 16.6

AGE **KEEY-FM : BM**
12-17 1.2%
18-24 6.0%
25-34 16.1%
35-44 21.4%
45-54 22.0%
55+ 33.3%
12+ TOTAL 16,800
Mins/Day Listened: 77
Turnover: 14.0

AGE **KQRS-FM : AOR**
12-17 26.5%
18-24 48.1%
25-34 22.8%
35-44 1.2%
45-54 0.0%
55+ 1.2%
12+ TOTAL 16,200
Mins/Day Listened: 62
Turnover: 17.3

AGE **WAYL-FM : BM**
12-17 1.4%
18-24 6.5%
25-34 15.1%
35-44 8.6%
45-54 20.9%
55+ 47.5%
12+ TOTAL 13,900
Mins/Day Listened: 71
Turnover: 15.2

AGE **WLWL-FM : R**
12-17 23.6%
18-24 29.1%
25-34 35.4%
35-44 8.7%
45-54 1.6%
55+ 1.6%
12+ TOTAL 12,700
Mins/Day Listened: 47
Turnover: 23.1

AGE **WCCO-FM : AC**
12-17 2.7%
18-24 19.1%
25-34 55.5%
35-44 11.8%
45-54 4.5%
55+ 6.4%
12+ TOTAL 11,000
Mins/Day Listened: 50
Turnover: 21.6

AGE **KSTP-AM : N**
12-17 4.0%
18-24 14.9%
25-34 34.7%
35-44 11.9%
45-54 8.9%
55+ 25.7%
12+ TOTAL 10,100
Mins/Day Listened: 38
Turnover: 28.1

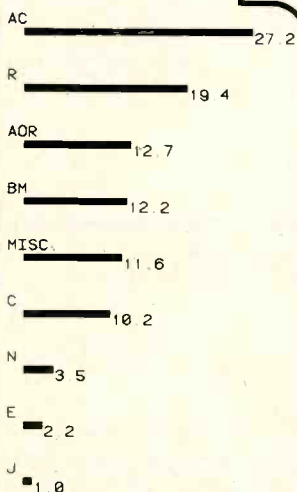
AGE **WWTC-AM : AC**
12-17 0.0%
18-24 24.2%
25-34 56.0%
35-44 17.6%
45-54 2.2%
55+ 0.0%
12+ TOTAL 9,100
Mins/Day Listened: 60
Turnover: 18.1

AGE **KTCR-FM : C**
12-17 5.0%
18-24 17.5%
25-34 20.0%
35-44 36.3%
45-54 13.8%
55+ 7.5%
12+ TOTAL 8,000
Mins/Day Listened: 83
Turnover: 13.0

AGE **KDWB-AM : R**
12-17 36.0%
18-24 30.7%
25-34 24.0%
35-44 4.0%
45-54 2.7%
55+ 2.7%
12+ TOTAL 7,500
Mins/Day Listened: 31
Turnover: 35.0

AGE **KRSI-FM : E**
12-17 0.0%
18-24 3.0%
25-34 18.2%
35-44 9.1%
45-54 21.2%
55+ 48.5%
12+ TOTAL 3,300
Mins/Day Listened: 47
Turnover: 22.8

Format Reach



Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 17444

	Spring '80	Fall '80	Spring '81
1 WCCO-AM	22.5	WCCO-AM	24.5 WCCO-AM(AC) 20.2
2 KSTP-FM	9.5	KSTP-FM	10.1 KSTP-FM(R) 12.4
3 KQRS-FM	7.3	KEEY-FM	6.0 WDGY-AM(C) 7.1
4 WDGY-AM	7.1	WLWL-FM	5.8 KDWB-FM(A) 6.3
5 WAYL-FM	4.9	KDWB-FM	5.7 KEEY-FM(BM) 5.9
6 WLWL-FM	4.9	WDGY-AM	5.3 KQRS-FM(A) 5.6
7 KSTP-AM	4.5	KQRS-FM	4.5 WAYL-FM(BM) 4.8
8 WCCO-FM	4.4	WAYL-FM	4.5 WLWL-FM(R) 4.4
9 KEEY-FM	4.3	WCCO-FM	4.3 WCCO-FM(AC) 3.8
10 WWTC-AM	3.9	WWTC-AM	3.5 KSTP-AM(N) 3.5
11 KDWB-AM	3.7	KSTP-AM	3.2 WWTC-AM(AC) 3.2
12 KDWB-FM	2.8	KDWB-FM	3.0 KTCR-FM(C) 2.8
13 KTCR-FM	1.8	WAYL-AM	1.6 KDWB-AM(R) 2.6
14 KRSI-AM	1.6	KTCK-FM	1.6 KRSI-FM(E) 1.2
15 WAYL-AM	1.5	KRSI-FM	1.2 KRSI-AM(E) 1.0

16 KRSI-FM	1.3	KTWN-FM	1.1	KTWN-FM(J)	1.0
17 KQRS-AM	1.2	KQRS-AM	1.0	WAYL-AM(BM)	1.0
18 KTWN-FM	1.0	KRSI-AM	1.0	KQRS-AM(A)	0.8
19 WMIN-AM	0.7	KEEY-AM	0.9	WMIN-AM(M)	0.5
20 KEEY-AM	0.4	WMIN-AM	0.8	KEEY-AM(BM)	0.5
21 KNUJ-AM	0.3	WIXX-FM	0.2	KTCR-AM(C)	0.3
22 KDHL-AM	0.3	WIXX-AM	0.1		
23 KDHL-FM	0.1				

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid		Mon-Sun 6AM-Mid	
M	F	M	F
1 KSTP-FM	1 KSTP-FM	1 WCCO-AM	1 KSTP-FM
2 KQRS-FM	2 WCCO-FM	2 KSTP-FM	2 WCCO-AM
3 KDWB-FM	3 WLWL-FM	3 WDGY-AM	3 WDGY-AM

Spring '81 Market Overview

Two big ratings jumps highlighted the spring results in Nashville's first QM sweep. There was a new number one as AOR leader **WKDF** surged more than four shares to lead the metro, and A/C entry **WSM-FM** gained three shares to become the new runner-up in the market. The survey results look relatively stable since the in-tab figures spring-to-spring were almost identical.

WKDF posted gains across the board. The station, which is consulted by **Scott Christensen**, scored a leading share of approximately 39 among teens. In addition, WKDF ran up huge increases in young adult numbers throughout the day and evening. Part of the success of the station may be attributable to a major ad campaign, using TV, a departure from past surveys. It was the first time WKDF had used TV in a long time,

and it may have helped the station's surge to the top.

WSM-FM garnered a juicy audience composition profile. The station was the only Nashville property that scored in the top three of all the key 18-34 and 25-54 breakouts you see below, indicating a broad and desirable demo spread. The WSM-FM increases among men were most dramatic, especially in the morning drive and mid-day dayparts.

Audience Composition Analysis

AGE WKDF-FM : AOR
12-17 32.8%
18-24 40.8%
25-34 20.0%
35-44 4.8%
45-54 0.8%
55+ 0.8%
12+ TOTAL 12,500
Mins/Day Listened: 92
Turnover: 11.7

AGE WSIX-FM : C
12-17 2.0%
18-24 3.1%
25-34 21.4%
35-44 23.5%
45-54 20.4%
55+ 29.6%
12+ TOTAL 9,800
Mins/Day Listened: 86
Turnover: 12.5

AGE WSM-FM : AC
12-17 0.0%
18-24 28.6%
25-34 36.7%
35-44 12.2%
45-54 3.1%
55+ 19.4%
12+ TOTAL 9,800
Mins/Day Listened: 90
Turnover: 12.0

AGE WWKX-FM : R
12-17 26.7%
18-24 34.9%
25-34 23.3%
35-44 10.5%
45-54 3.5%
55+ 1.2%
12+ TOTAL 8,600
Mins/Day Listened: 71
Turnover: 15.2

AGE WZEZ-FM : BM
12-17 1.2%
18-24 3.5%
25-34 11.6%
35-44 30.2%
45-54 12.8%
55+ 40.7%
12+ TOTAL 8,600
Mins/Day Listened: 95
Turnover: 11.4

AGE WVOL-AM : B
12-17 23.2%
18-24 28.0%
25-34 14.6%
35-44 13.4%
45-54 3.7%
55+ 17.1%
12+ TOTAL 8,200
Mins/Day Listened: 104
Turnover: 10.4

AGE WSM-AM : C
12-17 1.5%
18-24 3.0%
25-34 16.7%
35-44 18.2%
45-54 18.2%
55+ 42.4%
12+ TOTAL 6,600
Mins/Day Listened: 55
Turnover: 19.7

AGE WLAC-AM : T
12-17 3.4%
18-24 5.1%
25-34 23.7%
35-44 8.5%
45-54 10.2%
55+ 49.2%
12+ TOTAL 5,900
Mins/Day Listened: 69
Turnover: 15.7

AGE WBYQ-FM : R
12-17 11.3%
18-24 26.4%
25-34 35.8%
35-44 18.9%
45-54 7.5%
55+ 0.0%
12+ TOTAL 5,300
Mins/Day Listened: 61
Turnover: 17.8

AGE WSIX-AM : AC
12-17 2.4%
18-24 22.0%
25-34 19.5%
35-44 14.6%
45-54 14.6%
55+ 26.8%
12+ TOTAL 4,100
Mins/Day Listened: 54
Turnover: 19.9

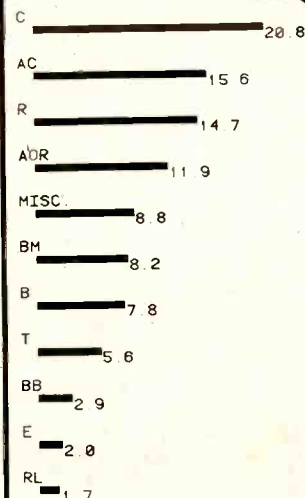
AGE WAMB-AM : BB
12-17 0.0%
18-24 0.0%
25-34 6.7%
35-44 3.3%
45-54 16.7%
55+ 73.3%
12+ TOTAL 3,000
Mins/Day Listened: 155
Turnover: 7.0

AGE WJYN-FM : E
12-17 4.8%
18-24 19.0%
25-34 42.9%
35-44 19.0%
45-54 14.3%
55+ 0.0%
12+ TOTAL 2,100
Mins/Day Listened: 56
Turnover: 19.2

AGE WMAK-AM : AC
12-17 15.0%
18-24 25.0%
25-34 35.0%
35-44 10.0%
45-54 5.0%
55+ 10.0%
12+ TOTAL 2,000
Mins/Day Listened: 36
Turnover: 29.8

AGE WJRB-AM : C
12-17 5.0%
18-24 25.0%
25-34 30.0%
35-44 5.0%
45-54 15.0%
55+ 20.0%
12+ TOTAL 2,000
Mins/Day Listened: 87
Turnover: 12.3

Format Reach



Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 6881

	Spring '80	Fall '80	Spring '81
1 WVOL-AM	10.6	WZEZ-FM	11.5
2 WSIX-FM	9.9	WSIX-FM	11.0
3 WZEZ-FM	9.9	WVOL-AM	9.0
4 WSM-AM	7.8	WSM-AM	8.5
5 WLAC-AM	6.1	WWKX-FM	8.3
6 WWKX-FM	6.0	WKDF-FM	7.3
7 WSM-FM	6.0	WSM-FM	6.5
8 WKQB-FM	5.8	WKQB-FM	5.0
9 WBYQ-FM	5.6	WLAC-AM	5.1
10 WKDF-FM	5.2	WBYQ-FM	3.9
11 WSIX-AM	4.2	WSIX-AM	3.4
12 WKDA-AM	3.4	WAMB-AM	2.8
13 WJRB-AM	2.1	WMAK-AM	1.9
14 WAMB-AM	1.7	WJRB-AM	1.9
15 WGNS-AM	1.6	WKDA-AM	1.6

16 WMAK-AM	1.5	WNAH-AM	1.3	WKOS-FM(R)	1.4
17 WMTS-AM	1.2	WWGM-AM	1.2	WWGM-AM(RL)	1.1
18 WDBL-AM	1.0	WKOS-FM	1.2	WUSW-FM(C)	0.9
19 WWGM-AM	0.7	WDBL-AM	1.1	WMTS-AM(C)	0.7
20 WIZO-AM	0.6	WGNS-AM	0.5	WNAH-AM(RL)	0.6
21 WMTS-FM	0.5			WDBL-FM(M)	0.5
22 WDBL-FM	0.3			WGNS-AM(AC)	0.4
23				WDBL-AM(C)	0.1

Demographics

Adults 18-34	Adults 25-54
Mon-Sun 6AM-Mid	Mon-Sun 6AM-Mid
M	F
1 WKDF-FM	1 WSM-FM
2 WWKX-FM	2 WKDF-FM
3 WSM-FM	3 WVOL-AM
	4 WSIX-FM
	5 WZEZ-FM
	6 WSM-FM

Nassau-Suffolk

METRO RANK

11

Spring '81 Market Overview

In a remarkable instance of stability, the diary return in this spring's survey for Long Island was just one off from the fall total. There were, however, some differences within the demographic cells that are worth noting. There were more 18-24 diaries this sweep — good news for stations that target the young adults — but there were fewer in-tab among the

35-44 adults.

Among the local stations, **WBLI** remained number one and **WHLI** scored second place, but the biggest mover was **WBAB**. The station remained top among local teens and showed a notable improvement in its male 18-24 appeal.

Tops overall in the Long Island metro was **WNBC**, up for the third straight book. As you can see from the graphs below, **WNBC** has recorded

a significant and well-balanced 25-44 audience, while also scoring among teens in the area.

WRFM showed some revitalized numbers in this report. The station traditionally seems to have strong spring books and this survey was no exception. The Beautiful Music leader's female numbers rebounded from a soft fall report, with significant advances in every key daypart.

Audience Composition Analysis

AGE	WNBC-AM : R
12-17	19.8%
18-24	12.7%
25-34	25.7%
35-44	30.1%
45-54	8.1%
55+	3.5%
12+ TOTAL	36,900
Mins/Day Listened:	68
Turnover:	15.8

AGE	WCBS-AM : N
12-17	1.0%
18-24	2.5%
25-34	12.3%
35-44	14.2%
45-54	25.0%
55+	45.1%
12+ TOTAL	20,400
Mins/Day Listened:	56
Turnover:	19.4

AGE	WRFM-FM : BM
12-17	0.0%
18-24	0.0%
25-34	5.1%
35-44	12.4%
45-54	30.5%
55+	52.0%
12+ TOTAL	17,700
Mins/Day Listened:	101
Turnover:	10.7

AGE	WBLI-FM : R
12-17	14.9%
18-24	21.8%
25-34	42.5%
35-44	12.1%
45-54	7.5%
55+	1.1%
12+ TOTAL	17,400
Mins/Day Listened:	69
Turnover:	15.7

AGE	WOR-AM : T
12-17	0.0%
18-24	0.6%
25-34	6.1%
35-44	10.4%
45-54	24.5%
55+	58.3%
12+ TOTAL	16,300
Mins/Day Listened:	77
Turnover:	14.1

AGE	WYNY-FM : AC
12-17	1.9%
18-24	29.8%
25-34	30.4%
35-44	31.1%
45-54	5.6%
55+	1.2%
12+ TOTAL	16,100
Mins/Day Listened:	70
Turnover:	15.5

AGE	WBSL-FM : B
12-17	24.5%
18-24	21.2%
25-34	27.8%
35-44	19.2%
45-54	4.6%
55+	2.6%
12+ TOTAL	15,100
Mins/Day Listened:	81
Turnover:	13.3

AGE	WINS-AM : N
12-17	1.3%
18-24	2.0%
25-34	12.0%
35-44	15.3%
45-54	15.3%
55+	54.0%
12+ TOTAL	15,000
Mins/Day Listened:	46
Turnover:	23.5

AGE	WHLI-AM : BB
12-17	0.0%
18-24	1.4%
25-34	3.5%
35-44	2.1%
45-54	25.2%
55+	67.8%
12+ TOTAL	14,300
Mins/Day Listened:	133
Turnover:	8.1

AGE	WABC-AM : R
12-17	13.5%
18-24	7.5%
25-34	30.8%
35-44	15.8%
45-54	17.3%
55+	15.0%
12+ TOTAL	13,300
Mins/Day Listened:	42
Turnover:	25.8

AGE	WBAB-FM : AOR
12-17	28.9%
18-24	43.8%
25-34	15.6%
35-44	4.7%
45-54	5.5%
55+	1.6%
12+ TOTAL	12,800
Mins/Day Listened:	61
Turnover:	17.6

AGE	WPLJ-FM : AOR
12-17	43.3%
18-24	39.2%
25-34	13.3%
35-44	4.2%
45-54	0.0%
55+	0.0%
12+ TOTAL	12,000
Mins/Day Listened:	46
Turnover:	23.4

AGE	WKTU-FM : R
12-17	38.3%
18-24	20.6%
25-34	18.7%
35-44	19.6%
45-54	2.8%
55+	0.0%
12+ TOTAL	10,700
Mins/Day Listened:	61
Turnover:	17.6

AGE	WHN-AM : C
12-17	2.8%
18-24	5.7%
25-34	33.0%
35-44	18.9%
45-54	22.6%
55+	17.0%
12+ TOTAL	10,600
Mins/Day Listened:	69
Turnover:	15.6

Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 21645

Spring '80 Fall '80 Spring '81

1	WNBC-AM	7.6	WNBC-AM	9.0	WNBC-AM(R)	9.6
2	WCBS-AM	6.7	WBLI-FM	4.9	WCBS-AM(N)	5.3
3	WRFM-FM	4.8	WCBS-AM	4.9	WRFM-FM(BM)	4.6
4	WBLI-FM	4.5	WOR-AM	4.8	WBLI-FM(R)	4.5
5	WOR-AM	4.1	WBSL-FM	4.1	WOR-AM(T)	4.2
6	WBSL-FM	4.1	WCBS-FM	4.0	WYNY-FM(AC)	4.2
7	WPLJ-FM	4.0	WHLI-AM	4.0	WBSL-FM(B)	3.9
8	WCBS-FM	3.9	WINS-AM	3.7	WINS-AM(N)	3.9
9	WHLI-AM	3.6	WPLJ-FM	3.4	WHLI-AM(BB)	3.7
10	WINS-AM	3.6	WYNY-FM	3.3	WABC-AM(R)	3.4
11	WCTO-FM	3.2	WRFM-FM	3.1	WBAB-FM(A)	3.3
12	WHN-AM	3.0	WABC-AM	3.0	WPLJ-FM(A)	3.1
13	WABC-AM	3.0	WKTU-FM	3.0	WKTU-FM(R)	2.8
14	WKTU-FM	2.9	WCTO-FM	2.9	WHN-AM(C)	2.7
15	WTFM-FM	2.5	WBAB-FM	2.7	WTFM-FM(AC)	2.7
16	WYNY-FM	2.5	WHN-AM	2.7	WCBS-FM(O)	2.4
17	WALK-FM	2.3	WTFM-FM	2.6	WCTO-FM(BM)	2.3
18	WMCA-AM	2.0	WNEW-AM	2.1	WKJY-FM(BM)	2.3
19	WLIR-FM	1.9	WALK-FM	2.0	WMCA-AM(T)	2.1
20	WKJY-FM	1.8	WPAT-FM	1.9	WLIR-FM(A)	2.0
21	WBAB-FM	1.8	WMCA-AM	1.6	WNEW-FM(A)	2.0
22	WXLO-FM	1.7	WLIR-FM	1.6	WALK-FM(AC)	2.0
23	WPAT-FM	1.7	WKJY-FM	1.5	WPAT-FM(BM)	1.9
24	WNEW-AM	1.6	WNEW-FM	1.5	WKHK-FM(C)	1.6
25	WGSM-AM	1.5	WPIX-FM	1.3	WNEW-AM(BB)	1.6
26	WNEW-FM	1.4	WGSM-AM	1.3	WGSM-AM(AC)	1.4
27	WRCN-FM	1.2	WGBB-AM	1.2	WPIX-FM(R)	1.4

Format Reach

R	23.1
BM	13.9
AOR	12.3
AC	11.6
N	9.2
T	6.3
MISC.	6.2
BB	5.3
C	4.3
B	3.9
O	2.4
CL	1.5

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	F	Mon-Sun 6AM-Mid	F
1 WNBC-AM	1 WBLI-FM	1 WNBC-AM	1 WNBC-AM
2 WBAB-FM	2 WNBC-AM	2 WYNY-FM	2 WBLI-FM
3 WYNY-FM	3 WBSL-FM	3 WCBS-AM	3 WCBS-AM

New Orleans

METRO RANK

33

Spring '81 Market Overview

Strange results in New Orleans transpired this sweep, starting with **Arbitron's** in-tab dropping by more than 800 diaries (38%) from last spring. **ESF** homes in-tab were down 49% over a comparable period, and diaries from those who were telephone-retrieved (most often blacks) were down 32%. The impact on each demo varied, but is noteworthy. Among men 18-24, for example, the average cume value went from about 500 last spring to approximately 900 this sweep. A station with 10 diarykeepers in this demo in both surveys would have seen an increase from 5000 to

9000 — due to the additional weighting that had to be done this survey.

Keeping the increased instability of the estimates in mind, let's look at the survey outcome. **WEZB** remained the top station with a stable showing. The station lost some teens and female adult listeners, but male gains made up for the other drops.

WAIL scored its best figures ever. Although the station did gain some adult female listeners, the biggest push came from teens. **WAIL** surpassed **WEZB** to take the teen lead with almost a 30 share.

WAJY, formerly **WWL-FM**, debuted with an im-

pressive showing. In its first book with the Adult Contemporary format, **WAJY** ranked first among women 25-54.

WQUE and **WTIX** each gained this survey. **WQUE** went "live" during this book, used a new jingle package to position itself, and spent more on advertising than in the past — 80% in direct mail, the balance on busboards. **WTIX**, like **WQUE**, rebounded from a soft fall book and scored impressively among the 25-34 adults. The station is the only one in the market that ranks in the top three in all our 18-34 and 25-54 analyses below. The station's ad budget was used for TV and busboards.

Audience Composition Analysis

AGE **WEZB-FM : R**
12-17 34.6%
18-24 27.5%
25-34 24.8%
35-44 6.5%
45-54 5.2%
55+ 1.3%
12+ TOTAL 15,300
Mins/Day Listened: 82
Turnover: 13.1

AGE **WTIX-AM : R**
12-17 12.2%
18-24 17.4%
25-34 45.2%
35-44 9.6%
45-54 9.6%
55+ 6.1%
12+ TOTAL 11,500
Mins/Day Listened: 75
Turnover: 14.5

AGE **WAIL-FM : B**
12-17 46.8%
18-24 23.4%
25-34 15.3%
35-44 8.9%
45-54 2.4%
55+ 3.2%
12+ TOTAL 12,400
Mins/Day Listened: 109
Turnover: 9.9

AGE **WBYU-FM : BM**
12-17 1.8%
18-24 5.3%
25-34 10.5%
35-44 13.2%
45-54 20.2%
55+ 49.1%
12+ TOTAL 11,400
Mins/Day Listened: 97
Turnover: 11.1

AGE **WRNO-FM : AOR**
12-17 25.8%
18-24 56.7%
25-34 10.0%
35-44 5.0%
45-54 1.7%
55+ 0.8%
12+ TOTAL 12,000
Mins/Day Listened: 95
Turnover: 11.4

AGE **WNOE-FM : C**
12-17 7.1%
18-24 15.2%
25-34 24.2%
35-44 23.2%
45-54 19.2%
55+ 11.1%
12+ TOTAL 9,900
Mins/Day Listened: 75
Turnover: 14.5

AGE **WYLD-FM : J**
12-17 13.3%
18-24 34.9%
25-34 33.7%
35-44 8.4%
45-54 7.2%
55+ 2.4%
12+ TOTAL 8,300
Mins/Day Listened: 92
Turnover: 11.8

AGE **WGSO-AM : N**
12-17 0.0%
18-24 0.0%
25-34 13.3%
35-44 15.6%
45-54 20.0%
55+ 51.1%
12+ TOTAL 4,500
Mins/Day Listened: 61
Turnover: 17.6

AGE **WQUE-FM : R**
12-17 5.4%
18-24 22.8%
25-34 43.5%
35-44 15.2%
45-54 4.3%
55+ 8.7%
12+ TOTAL 9,200
Mins/Day Listened: 70
Turnover: 15.4

AGE **WSMB-AM : AC**
12-17 1.3%
18-24 0.0%
25-34 0.0%
35-44 2.6%
45-54 18.2%
55+ 77.9%
12+ TOTAL 7,700
Mins/Day Listened: 110
Turnover: 9.8

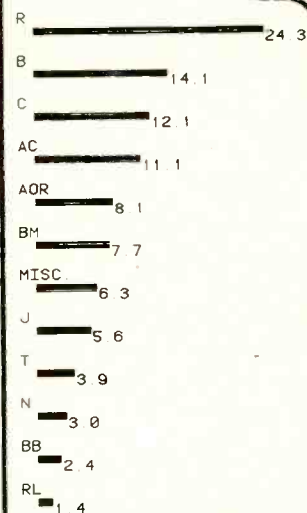
AGE **WSHO-AM : C**
12-17 2.4%
18-24 0.0%
25-34 17.1%
35-44 9.8%
45-54 12.2%
55+ 58.5%
12+ TOTAL 4,100
Mins/Day Listened: 92
Turnover: 11.8

AGE **WAJY-FM : AC**
12-17 2.3%
18-24 5.7%
25-34 28.4%
35-44 29.5%
45-54 12.5%
55+ 21.6%
12+ TOTAL 8,800
Mins/Day Listened: 74
Turnover: 14.5

AGE **WWL-AM : T**
12-17 0.0%
18-24 1.7%
25-34 15.5%
35-44 19.0%
45-54 20.7%
55+ 43.1%
12+ TOTAL 5,800
Mins/Day Listened: 54
Turnover: 19.9

AGE **WWIW-AM : BB**
12-17 0.0%
18-24 0.0%
25-34 2.8%
35-44 2.8%
45-54 22.2%
55+ 72.2%
12+ TOTAL 3,600
Mins/Day Listened: 84
Turnover: 12.9

Format Reach



Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 9562

	Spring '80	Fall '80	Spring '81
1 WEZB-FM	10.3	WEZB-FM	10.7
2 WBYU-FM	8.6	WNOE-FM	9.9
3 WTIX-AM	8.4	WBYU-FM	8.0
4 WYLD-FM	7.0	WTIX-AM	6.9
5 WSHO-AM	6.6	WYLD-FM	6.7
6 WSMB-AM	6.5	WRNO-FM	6.5
7 WGSO-AM	5.2	WSMB-AM	5.7
8 WQUE-FM	5.1	WGSO-AM	5.6
9 WRNO-FM	4.8	WAIL-FM	5.2
10 WWL-AM	4.5	WWL-AM	4.8
11 WNOE-FM	4.2	WQUE-FM	4.5
12 WAIL-FM	3.7	WBOK-AM	3.2
13 WYLD-AM	3.6	WWL-FM	3.1

14 WNOE-AM	3.0	WYLD-AM	3.0	WWIW-AM (BB)	2.4
15 WWL-FM	3.0	WSHO-AM	2.7	WNNR-AM (B)	2.3
16 WNNR-AM	2.8	WWIW-AM	2.5	WNOE-AM (C)	2.0
17 WBOK-AM	2.6	WNOE-AM	2.4	WBOK-AM (B)	1.8
18 WWIW-AM	2.0	WNNR-AM	1.8	WYLD-AM (B)	1.6
19 WVOG-AM	1.0	WVOG-AM	0.8	WVOG-AM (RL)	1.4
20 WARB-AM	0.9	KGLA-AM	0.6	WARB-AM (C)	0.6

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	M	Mon-Sun 6AM-Mid	F
1 WEZB-FM	1 WRNO-FM	1 WTIX-AM	1 WAJY-FM
2 WRNO-FM	2 WEZB-FM	2 WNOE-FM	2 WQUE-FM
3 WTIX-AM	3 WTIX-AM	3 WEZB-FM	3 WTIX-AM

New York

METRO RANK

1

Spring '81 Market Overview

The repositioning of **WABC**, the return of **Frankie Crocker** on **WBSL**, and the continued consistency of **WLPJ** and **WRFM** highlighted the Spring '81 **Arbitron** results in New York City. When reviewing the data two other factors should be kept in mind — the Nassau-Suffolk diary return, and the significant decrease seen in the number of diaries used to produce the Spring '81 survey versus the same survey a year earlier.

WBSL rebounded to the top spot in the market this sweep, although the station's overall share was still down notably from the Spring '80 results. The biggest **WBSL** jump this time was in the after-

noon drive daypart, where it's likely that the return of widely-known personality **Frankie Crocker** to the air 4-8pm had a positive impact. Frankie's return, or word of it, was largely spread through the streets, as the station spent little on outside advertising.

WABC was able to halt a multi-book decline in its overall share thanks to several factors. Landing **Yankees** baseball broadcasts was a big boost and led to a much more adult profile of the station's audience. The acquisition of the morning team of **Ross & Wilson** and the movement of **Dan Ingram** to middays paid dividends, as the station scored its best shares in recent books in those dayparts.

To promote the station repositioning, **WABC** spent approximately \$600,000 on TV, compared to about \$150,000 for the previous book. Subway signs were also used extensively.

At different ends of the demographic spectrum, **WLPJ** and **WRFM** continued to score well. **WLPJ's** AOR success was based on a consistent air sound, plus key promotions such as sending listeners on a trip to see the **Who** in London.

WRFM, **Bonneville's** flagship for its **Beautiful Music** format, enjoyed its best overall share in recent years. Much of the credit can go to additional female audience, especially in the mornings and evenings.

Audience Composition Analysis

AGE WBSL-FM : B

12-17 19.7%
18-24 26.5%
25-34 30.0%
35-44 11.9%
45-54 5.8%
55+ 6.1%
12+ TOTAL 184,800
Mins/Day Listened: 105
Turnover: 10.3

AGE WKTU-FM : R

12-17 22.6%
18-24 24.1%
25-34 30.4%
35-44 16.3%
45-54 3.2%
55+ 3.4%
12+ TOTAL 158,000
Mins/Day Listened: 81
Turnover: 13.3

AGE WOR-AM : T

12-17 0.8%
18-24 2.3%
25-34 5.1%
35-44 6.7%
45-54 18.7%
55+ 66.5%
12+ TOTAL 148,300
Mins/Day Listened: 84
Turnover: 12.8

AGE WRFM-FM : BM

12-17 0.7%
18-24 2.4%
25-34 7.7%
35-44 12.9%
45-54 19.2%
55+ 57.1%
12+ TOTAL 122,800
Mins/Day Listened: 110
Turnover: 9.9

AGE WCBS-AM : N

12-17 0.7%
18-24 5.5%
25-34 8.2%
35-44 8.3%
45-54 21.4%
55+ 55.9%
12+ TOTAL 120,100
Mins/Day Listened: 60
Turnover: 18.1

AGE WNBC-AM : R

12-17 18.0%
18-24 14.4%
25-34 27.6%
35-44 24.5%
45-54 7.6%
55+ 8.0%
12+ TOTAL 115,800
Mins/Day Listened: 55
Turnover: 19.7

AGE WABC-AM : R

12-17 7.5%
18-24 16.0%
25-34 27.6%
35-44 19.9%
45-54 11.7%
55+ 17.2%
12+ TOTAL 114,300
Mins/Day Listened: 50
Turnover: 21.5

AGE WPLJ-FM : AOR

12-17 35.8%
18-24 41.6%
25-34 18.2%
35-44 3.3%
45-54 0.3%
55+ 0.8%
12+ TOTAL 112,000
Mins/Day Listened: 78
Turnover: 13.9

AGE WINS-AM : N

12-17 1.2%
18-24 3.0%
25-34 11.4%
35-44 14.9%
45-54 20.0%
55+ 49.5%
12+ TOTAL 106,300
Mins/Day Listened: 49
Turnover: 21.9

AGE WNEW-AM : E

12-17 1.0%
18-24 3.1%
25-34 10.1%
35-44 9.7%
45-54 31.5%
55+ 44.7%
12+ TOTAL 92,200
Mins/Day Listened: 79
Turnover: 13.7

AGE WYNY-FM : AC

12-17 5.9%
18-24 23.6%
25-34 38.4%
35-44 19.8%
45-54 6.6%
55+ 5.7%
12+ TOTAL 89,700
Mins/Day Listened: 59
Turnover: 18.2

AGE WPAT-FM : BM

12-17 0.4%
18-24 4.4%
25-34 8.9%
35-44 17.2%
45-54 26.2%
55+ 42.9%
12+ TOTAL 88,900
Mins/Day Listened: 74
Turnover: 13.1

AGE WPAT-AM : BM

12-17 0.1%
18-24 2.1%
25-34 3.0%
35-44 7.3%
45-54 16.0%
55+ 71.4%
12+ TOTAL 70,000
Mins/Day Listened: 83
Turnover: 14.7

AGE WNEW-FM : AOR

12-17 5.3%
18-24 36.9%
25-34 43.4%
35-44 8.6%
45-54 1.9%
55+ 5.9%
12+ TOTAL 69,600
Mins/Day Listened: 69
Turnover: 15.5

Share Trends

Persons 12+ Mon-Sun 6AM-Mid

POP(00): 134 985

Spring '80 Summer '80 Fall '80 Winter '81 Spring '81

1 WBSL-FM	8.1 WBSL-FM	8.1 WKTU-FM	8.3 WKTU-FM	6.5 WBSL-FM (B)	7.4
2 WKTU-FM	6.7 WKTU-FM	6.2 WBSL-FM	7.1 WOR-AM	6.5 WKTU-FM (B)	6.4
3 WCBS-AM	5.5 WOR-AM	5.7 WKR-AM	6.2 WBSL-FM	6.4 WOR-AM (B)	5.9
4 WOR-AM	5.2 WCBS-AM	5.1 WINS-AM	4.9 WINS-AM	5.3 WRFM-FM (B)	4.9
5 WINS-AM	4.9 WRFM-FM	4.7 WCBS-AM	4.8 WNBC-AM	4.8 WCBS-AM (B)	4.8
6 WRFM-FM	4.7 WNBC-AM	4.7 WNBC-AM	4.7 WNBC-AM (B)	4.7 WNBC-AM (B)	4.6
7 WABC-AM	4.5 WINS-AM	4.6 WRFM-FM	4.3 WRFM-FM	4.4 WABC-AM (B)	4.6
8 WNBC-AM	4.1 WABC-AM	4.2 WPAT-FM	3.9 WPLJ-FM	4.1 WPLJ-FM (B)	4.5
9 WPLJ-FM	3.9 WPLJ-FM	4.2 WPLJ-FM	3.7 WYNY-FM	3.7 WINS-AM (B)	4.3
10 WPAT-FM	3.4 WPAT-FM	3.9 WABC-AM	3.6 WPAT-FM	3.7 WNEW-AM (B)	3.7
11 WNEW-AM	3.1 WNEW-AM	3.1 WYNY-FM	3.2 WABC-AM	3.5 WYNY-FM (B)	3.6
12 WABC-AM	3.1 WCBS-FM	2.9 WCBS-FM	2.9 WNEW-FM	3.0 WPAT-FM (B)	3.6
13 WCBS-FM	2.9 WABC-AM	2.9 WNEW-FM	2.9 WNEW-FM	2.9 WPAT-FM (B)	2.8
14 WPAT-FM	2.6 WNEW-FM	2.9 WNEW-FM	2.7 WCBS-FM	2.5 WNEW-FM (B)	2.8
15 WFL-AM	2.5 WFL-AM	2.6 WFL-AM	2.6 WPAT-FM	2.5 WFL-AM (B)	2.4
16 WYNY-FM	2.4 WPAT-FM	2.3 WPAT-FM	2.4 WABC-AM	2.4 WABC-AM (B)	2.2
17 WNEW-FM	2.3 WYNY-FM	2.2 WABC-AM	2.3 WPLX-FM	2.2 WCBS-FM (B)	2.2
18 WADD-AM	2.0 WADD-AM	2.2 WJIT-AM	1.9 WFL-AM	2.2 WPLX-FM (B)	2.2
19 WLOL-FM	1.9 WFL-AM	1.8 WPLX-FM	1.8 WADD-AM	2.0 WADD-AM (B)	2.0
20 WFL-AM	1.7 WJIT-AM	1.7 WFL-AM	1.8 WQR-AM	1.9 WLOL-FM (B)	1.6
21 WKHK-FM	1.6 WPLX-FM	1.6 WADD-AM	1.7 WLOL-FM	1.8 WFL-AM (B)	1.6
22 WJIT-AM	1.5 WLOL-FM	1.6 WQR-AM	1.3 WJIT-AM	1.6 WJIT-AM (B)	1.6
23 WPLX-FM	1.4 WQR-AM	1.4 WLOL-FM	1.4 WFL-AM	1.5 WFL-AM (B)	1.3
24 WQR-AM	1.3 WQR-AM	1.3 WQR-AM	1.1 WABC-AM	1.1 WQR-AM (B)	1.0
25 WYNY-FM	1.2 WYNY-FM	1.1 WFL-AM	0.8 WBLI-FM	1.0 WQR-AM (B)	1.0
26 WYNY-FM	0.8 WFL-AM	0.9 WBLI-FM	0.8 WFL-AM	0.9 WYNY-FM (B)	0.8
27 WBLI-FM	0.7 WYNY-FM	0.8 WYNY-FM	0.8 WYNY-FM	0.8 WBLI-FM (B)	0.7
28 WBLI-FM	0.7 WYNY-FM	0.6 WQR-AM	0.6 WKHK-FM	0.8 WBLI-FM (B)	0.7
29 WYNY-FM	0.6 WBLI-FM	0.7 WJIT-AM	0.6 WYNY-FM	0.6 WYNY-FM (B)	0.7

30 WYNY-FM	0.6 WBLI-FM	0.6 WKHK-FM	0.6 WYNY-FM	0.5 WBLI-FM (B)	0.6
31 WBLI-FM	0.5 WABC-FM	0.5 WLOL-FM	0.5 WKY-FM	0.5 WBLI-FM (B)	0.6
32 WLOL-FM	0.5 WLR-FM	0.5 WLOL-FM	0.5 WLR-FM	0.5 WABC-FM (B)	0.6
33 WYNY-FM	0.5 WYNY-FM	0.5 WYNY-FM	0.5 WYNY-FM	0.5 WYNY-FM (B)	0.5
34 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM (B)	0.5
35 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM (B)	0.4
36 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM (B)	0.4
37 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM (B)	0.4
38 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM (B)	0.4
39 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM (B)	0.4
40 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM (B)	0.4
41 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM (B)	0.4
42 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM (B)	0.4
43 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM (B)	0.4
44 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM (B)	0.4
45 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM (B)	0.4
46 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM (B)	0.4
47 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM	0.4 WYNY-FM (B)	0.4

Demographics

Adults 18-34
Mon-Sun 6AM-MidAdults 25-54
Mon-Sun 6AM-Mid

1 WPLJ-FM	1 WBSL-FM	1 WKTU-FM	1 WBSL-FM
2 WBSL-FM	2 WKTU-FM	2 WABC-AM	2 WKTU-FM
3 WKTU-FM	3 WYNY-FM	3 WNBC-AM	3 WNBC-AM

Norfolk-Portsmouth-Newport News-Hampton

METRO RANK

34

Spring '81 Market Overview

In the spring survey for the Norfolk/Tidewater area, **Arbitron** placed additional sample in the metro, with the result that in the first QM sweep 42% more usable diaries than last spring were obtained. A big jump was recorded among the ethnic retrieval homes where Telephone Retrieval was used. The in-tab among homes that were TR'ed, usually blacks, surged 93%, from 273 in the Spring '80 sweep to 527 this time. As a result of the additional diary return in this survey, the estimates are notably more reliable.

AOR **WMYK** crossed the double-digit threshold

to grab the overall lead in the market. Additional 18-24 diaries may have helped, giving AOR tuners more cume opportunities. **WMYK** ranked second among both men and women 18-34 in the latest report. **WNOR-FM** held the lead among men 18-34.

WCMS-FM, the leading Country station, earned its best book in recent years. Gains were made among female audiences, with morning and afternoon drive showing the biggest percentage of distaff increase.

WTAR made some progress this sweep, achieving its best share in several books. **WTAR**

ended in second place among men 25-54, behind **WCMS-FM**. The station brought aboard a new PD earlier this year who implemented a consistent presentation, stressing music sweeps and a tightening of the playlist. In advertising, the station used TV, newspaper, billboards, and a tabloid direct mail piece.

WRAP became the leading ethnically-targeted station this sweep. The station spent zero ad dollars, but did run promotions where gasoline was given away to listeners. Musically **WRAP** geared more for the 25-34 audience, added more oldies, and generally tightened its playlist.

Audience Composition Analysis

AGE **WMYK-FM : AOR**
12-17 29.4%
18-24 45.4%
25-34 18.4%
35-44 3.1%
45-54 3.7%
55+ 0.0%
12+ TOTAL 16,300
Mins/Day Listened: 91
Turnover: 11.9

AGE **WCMS-FM : C**
12-17 3.2%
18-24 8.9%
25-34 15.8%
35-44 29.1%
45-54 21.5%
55+ 21.5%
12+ TOTAL 15,800
Mins/Day Listened: 100
Turnover: 10.8

AGE **WNOR-FM : AOR**
12-17 5.7%
18-24 60.7%
25-34 27.9%
35-44 4.1%
45-54 0.8%
55+ 0.8%
12+ TOTAL 12,200
Mins/Day Listened: 91
Turnover: 11.8

AGE **WTAR-AM : AC**
12-17 0.8%
18-24 5.0%
25-34 12.5%
35-44 15.0%
45-54 19.2%
55+ 47.5%
12+ TOTAL 12,000
Mins/Day Listened: 92
Turnover: 11.7

AGE **WFOG-FM : BM**
12-17 0.0%
18-24 8.6%
25-34 21.9%
35-44 15.2%
45-54 17.1%
55+ 37.1%
12+ TOTAL 10,500
Mins/Day Listened: 96
Turnover: 11.3

AGE **WWDE-FM : AC**
12-17 1.0%
18-24 19.8%
25-34 38.5%
35-44 20.8%
45-54 15.6%
55+ 4.2%
12+ TOTAL 9,000
Mins/Day Listened: 81
Turnover: 13.4

AGE **WRAP-AM : B**
12-17 27.4%
18-24 29.5%
25-34 17.9%
35-44 11.6%
45-54 5.3%
55+ 8.4%
12+ TOTAL 9,500
Mins/Day Listened: 79
Turnover: 13.6

AGE **WGH-AM : R**
12-17 15.7%
18-24 24.7%
25-34 29.2%
35-44 12.4%
45-54 7.9%
55+ 10.1%
12+ TOTAL 8,900
Mins/Day Listened: 57
Turnover: 18.9

AGE **WOWI-FM : B**
12-17 17.9%
18-24 28.6%
25-34 29.8%
35-44 16.7%
45-54 4.8%
55+ 2.4%
12+ TOTAL 8,400
Mins/Day Listened: 66
Turnover: 16.3

AGE **WQRK-FM : R**
12-17 16.2%
18-24 44.6%
25-34 31.1%
35-44 4.1%
45-54 2.7%
55+ 1.4%
12+ TOTAL 7,400
Mins/Day Listened: 58
Turnover: 18.6

AGE **WKEZ-FM : BM**
12-17 1.4%
18-24 5.4%
25-34 14.9%
35-44 21.6%
45-54 20.3%
55+ 36.5%
12+ TOTAL 7,400
Mins/Day Listened: 92
Turnover: 11.8

AGE **WPCE-AM : B**
12-17 3.0%
18-24 10.4%
25-34 17.9%
35-44 20.9%
45-54 26.9%
55+ 26.9%
12+ TOTAL 6,700
Mins/Day Listened: 94
Turnover: 11.5

AGE **WCMS-AM : C**
12-17 0.0%
18-24 9.3%
25-34 11.6%
35-44 18.6%
45-54 41.9%
55+ 18.6%
12+ TOTAL 4,300
Mins/Day Listened: 87
Turnover: 12.3

AGE **WNIS-AM : N**
12-17 2.5%
18-24 5.0%
25-34 17.5%
35-44 22.5%
45-54 22.5%
55+ 30.0%
12+ TOTAL 4,000
Mins/Day Listened: 58
Turnover: 18.6

Format Reach

AOR 18.9
AC 15.3
B 15.3
C 13.9
BM 11.9
R 11.5
MISC 5.6
RL 2.7
N 2.5
CL 1.8
J 0.6

Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 9528

	Spring '80	Fall '80	Spring '81
1 WFOG-FM	9.2	WOWI-FM	9.8
2 WMYK-FM	9.0	WMYK-FM	8.1
3 WCMS-FM	8.2	WCMS-FM	8.0
4 WGH-AM	7.1	WFOG-FM	7.6
5 WNOR-FM	6.9	WNOR-FM	6.8
6 WOWI-FM	6.8	WTAR-AM	6.6
7 WTAR-AM	6.1	WGH-AM	5.5
8 WWDE-FM	5.7	WWDE-FM	5.5
9 WRAP-AM	5.3	WRAP-AM	5.0
10 WKEZ-FM	4.3	WQRK-FM	4.5
11 WPCE-AM	3.6	WKEZ-FM	3.9
12 WQRK-FM	3.2	WPCE-AM	3.2
13 WNIS-AM	2.7	WGH-AM	3.1
14 WNOR-AM	2.6	WCMS-AM	3.1
15 WGH-AM	2.6	WNIS-AM	2.9
16 WBCI-FM	2.5	WBCI-FM	2.0

17 WCMS-AM	2.5	WCPK-AM	1.8	WNOR-AM(R)	1.4
18 WZAM-AM	2.1	WYVA-FM	1.6	WBCI-FM(AC)	1.4
19 WYVA-FM	1.2	WZAM-AM	1.4	WZAM-AM(A)	1.2
20 WXRI-FM	1.0	WNOR-AM	1.3	WCPK-AM(BM)	0.8
21 WCPK-AM	0.9	WXRI-FM	1.3	WYVA-FM(C)	0.7
22 WTJZ-AM	0.9	WRVA-AM	1.0	WTJZ-AM(J)	0.6
23 WAB-AM	0.6	WWDE-AM	0.8	WBCI-AM(AC)	0.6
24 WFOG-AM	0.4	WTJZ-AM	0.7	WPMH-AM(RL)	0.5
25 WWDE-AM	0.3			WQZQ-FM(C)	0.4
26 WBCI-AM	0.2			WPX-AM(C)	0.3

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	M	Mon-Sun 6AM-Mid	M
1 WNOR-FM	1	1 WWDE-FM	1
2 WMYK-FM	2	2 WMYK-FM	2
3 WQRK-FM	3	3 WNOR-FM	3
		4 WCMS-FM	4
		5 WTAR-AM	5
		6 WWDE-FM	6
		7 WFOG-FM	7

Oklahoma City

METRO RANK **49**

Spring '81 Market Overview

There was a new number one station in Oklahoma City in the first Quarterly Measurement sweep there. Country-formatted **KEBC** climbed to its best book ever, while **KKNG** and **KTOK** slipped.

KEBC led both the male and female 25-54 demos this survey. The station's numbers among women continued to rise while the male estimates were soft, particularly in midday.

Second overall in the Oklahoma City market, and tops among Beautiful Music stations, was **KKNG**. Formerly the market leader, **KKNG** was hurt this book by male defection, especially at night. The station was still healthy enough to land in second place among men and women 25-54.

Among young adults, the top station was **KXXY** on the male side, **KOFM** for the distaff set. **KXXY** had a big jump among teens, number two in the market with over a 24 share, and the station's adult numbers jumped, especially among young

men. Biggest payoff for the young men tuners to **KXXY** was in the evening. Also, among men 18-34, it should be noted that the Country sound of **KOMA** was popular. The station rose to third in that demo this sweep.

Among 18-34 women, **KOFM** had the dominant share. The station slipped 12+, but that was due to a decline in teen figures — from a 42 share to approximately a 25 this time. The adult women numbers for the station rose, with approximately a one-third increase in morning drive.

Audience Composition Analysis

AGE **KEBC-FM :C**
12-17 3.7%
18-24 14.9%
25-34 12.7%
35-44 26.1%
45-54 17.9%
55+ 24.6%
12+ TOTAL 13,400
Mins/Day Listened: 98
Turnover: 11.1

AGE **KOMA-AM :C**
12-17 7.5%
18-24 18.3%
25-34 23.7%
35-44 17.2%
45-54 12.9%
55+ 20.4%
12+ TOTAL 9,300
Mins/Day Listened: 71
Turnover: 15.3

AGE **KKNG-FM :BM**
12-17 0.0%
18-24 5.0%
25-34 12.4%
35-44 20.7%
45-54 19.8%
55+ 42.1%
12+ TOTAL 12,100
Mins/Day Listened: 104
Turnover: 10.3

AGE **KOFM-FM :R**
12-17 30.0%
18-24 32.2%
25-34 28.9%
35-44 3.3%
45-54 2.2%
55+ 3.3%
12+ TOTAL 9,000
Mins/Day Listened: 68
Turnover: 16.0

AGE **KTOK-AM :AC**
12-17 0.9%
18-24 2.6%
25-34 11.3%
35-44 14.8%
45-54 19.1%
55+ 51.3%
12+ TOTAL 11,500
Mins/Day Listened: 83
Turnover: 13.0

AGE **KXXY-FM :AOR**
12-17 29.2%
18-24 51.7%
25-34 16.9%
35-44 1.1%
45-54 0.0%
55+ 1.1%
12+ TOTAL 8,900
Mins/Day Listened: 94
Turnover: 11.5

AGE **WKY-AM :AC**
12-17 13.6%
18-24 18.2%
25-34 40.9%
35-44 13.6%
45-54 4.5%
55+ 9.1%
12+ TOTAL 4,400
Mins/Day Listened: 43
Turnover: 25.4

AGE **KJYO-FM :E**
12-17 6.5%
18-24 22.6%
25-34 35.5%
35-44 16.1%
45-54 9.7%
55+ 9.7%
12+ TOTAL 3,100
Mins/Day Listened: 61
Turnover: 17.6

AGE **KATT-FM :AOR**
12-17 12.5%
18-24 46.4%
25-34 39.3%
35-44 1.8%
45-54 0.0%
55+ 0.0%
12+ TOTAL 5,600
Mins/Day Listened: 70
Turnover: 15.5

AGE **KLNK-FM :AC**
12-17 28.6%
18-24 40.5%
25-34 23.8%
35-44 2.4%
45-54 0.0%
55+ 4.8%
12+ TOTAL 4,200
Mins/Day Listened: 65
Turnover: 16.7

AGE **KAEZ-FM :B**
12-17 25.0%
18-24 33.3%
25-34 20.8%
35-44 12.5%
45-54 4.2%
55+ 4.2%
12+ TOTAL 2,400
Mins/Day Listened: 83
Turnover: 13.0

AGE **KLTE-FM :AC**
12-17 1.9%
18-24 20.4%
25-34 50.0%
35-44 16.7%
45-54 5.6%
55+ 5.6%
12+ TOTAL 5,400
Mins/Day Listened: 61
Turnover: 17.7

AGE **KKLR-FM :C**
12-17 9.8%
18-24 31.7%
25-34 29.3%
35-44 22.0%
45-54 7.3%
55+ 0.0%
12+ TOTAL 4,100
Mins/Day Listened: 79
Turnover: 13.7

AGE **KATT-AM :AOR**
12-17 0.0%
18-24 41.7%
25-34 16.7%
35-44 33.3%
45-54 0.0%
55+ 8.3%
12+ TOTAL 1,200
Mins/Day Listened: 49
Turnover: 21.9

Format Reach

C 27.6
AC 24.4
AOR 15.6
BM 12.3
R 8.6
MISC 5.2
E 3.0
B 2.3
RL 1.0

Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 6766

Spring '80 Fall '80 Spring '81

1 KKNG-FM	13.6	KTOK-AM	13.7	KEBC-FM (C)	12.8
2 KTOK-AM	11.7	KKNG-FM	13.0	KKNG-FM (BM)	11.5
3 KEBC-FM	10.9	KEBC-FM	12.2	KTOK-AM (AC)	11.0
4 KXXY-FM	9.0	KOFM-FM	9.9	KOMA-AM (C)	8.9
5 KOFM-FM	7.8	WKY-AM	6.2	KOFM-FM (R)	8.6
6 KLTE-FM	6.1	KXXY-FM	6.2	KXXY-FM (A)	8.5
7 WKY-AM	5.6	KOMA-AM	6.1	KATT-FM (A)	5.3
8 KATT-FM	5.6	KLTE-FM	6.0	KLTE-FM (AC)	5.2
9 KZUE-FM	5.5	KATT-FM	5.3	WKY-AM (AC)	4.2
10 KOMA-AM	4.2	KLNK-FM	3.6	KLNK-FM (AC)	4.0
11 KAEZ-FM	3.6	KZUE-FM	3.2	KKLR-FM (C)	3.9
12 KKLR-FM	2.9	KAEZ-FM	3.0	KJYO-FM (E)	3.0
13 KATT-AM	1.9	KKLR-FM	2.6	KAEZ-FM (B)	2.3
14 KOCY-AM	1.6	KATT-AM	1.2	KATT-AM (A)	1.1

15 WNAD-AM	1.5	KJIL-FM	1.1	KGFF-AM (BM)	0.8
16 KQCV-AM	0.9	KNDR-AM	0.9	KOCY-AM (C)	0.7
17 KJIL-FM	0.8	KQCV-AM	0.6	KGOU-FM (A)	0.7
18 KNDR-AM	0.4	KRMG-AM	0.4	WNAD-AM (C)	0.7
19 KVOO-AM	0.4	KOCY-AM	0.4	KJIL-FM (RL)	0.6
20		WNAD-AM	0.4	KVOO-AM (C)	0.6
21				KBYE-AM (RL)	0.4

Demographics

Adults 18-34
Mon-Sun 6AM-Mid
M F

Adults 25-54
Mon-Sun 6AM-Mid
M F

1 KXXY-FM	1 KOFM-FM	1 KEBC-FM	1 KEBC-FM
2 KATT-FM	2 KEBC-FM	2 KKNG-FM	2 KKNG-FM
3 KOMA-AM	3 KLTE-FM	3 KOMA-AM	3 KTOK-AM

Spring '81 Market Overview

Springtime in Philadelphia means Phillies time, and that means a big ratings boost for already strong **KYW**. **KYW** earned its best overall share in recent books with coverage of the World Champions, and it's likely that with Quarterly Measurement covering more of the games in the summer and fall sweeps, the station will continue to benefit from the baseball influence.

Number two in the market was **WMGK**, which added to its stable programming approach "Million Dollar" weekends, repositioning its oldies appeal.

As for external advertising, **WMGK** continued to place 99% of its budget on TV.

WDAS-FM had its best book in recent years. As you can see from the figures below, the station topped the market in listener loyalty, with the highest minutes/day figure in the metro.

WEAZ became the Beautiful Music leader in town. This **Bonneville** subscriber showed especially worthwhile increases in afternoon drive and the evenings, with female listeners showing notable gains.

The station showing the biggest percentage increase overall was **WIFI**. Up by almost 50%, the station garnered substantially more women, especially 18-34 and 45-54, than in the winter book. Musically the station was heavily dayparted, aiming at mass appeal. Part of that appeal may have come from new morning man **John St. John**. **WIFI**'s gains are remarkable in that the station spent zero dollars on advertising in outside media. It will be worthwhile noting if **WIFI** can continue to significantly increase its market share in upcoming sweeps.

Audience Composition Analysis

AGE	KYW-AM : N
12-17	1.5%
18-24	3.2%
25-34	12.3%
35-44	13.4%
45-54	18.6%
55+	51.0%
12+ TOTAL	81,200
Mins/Day Listed:	64
Turnover:	16.9

AGE	WEAZ-FM : BM
12-17	0.9%
18-24	4.2%
25-34	6.1%
35-44	11.5%
45-54	22.5%
55+	54.8%
12+ TOTAL	42,700
Mins/Day Listed:	86
Turnover:	12.6

AGE	WWSH-FM : BM
12-17	0.9%
18-24	7.1%
25-34	8.9%
35-44	13.7%
45-54	14.6%
55+	54.9%
12+ TOTAL	35,000
Mins/Day Listed:	78
Turnover:	13.9

AGE	WVDB-FM : T
12-17	0.4%
18-24	1.8%
25-34	12.0%
35-44	9.1%
45-54	18.5%
55+	58.2%
12+ TOTAL	27,500
Mins/Day Listed:	94
Turnover:	11.5

AGE	WCAU-FM : B
12-17	4.8%
18-24	40.1%
25-34	33.5%
35-44	12.8%
45-54	5.7%
55+	3.1%
12+ TOTAL	22,700
Mins/Day Listed:	64
Turnover:	17.0

AGE	WMGK-FM : AC
12-17	5.0%
18-24	27.1%
25-34	37.6%
35-44	16.2%
45-54	9.1%
55+	5.0%
12+ TOTAL	50,500
Mins/Day Listed:	70
Turnover:	15.5

AGE	WIP-AM : AC
12-17	3.3%
18-24	6.1%
25-34	16.5%
35-44	26.2%
45-54	20.7%
55+	27.3%
12+ TOTAL	36,300
Mins/Day Listed:	69
Turnover:	15.8

AGE	WMMR-FM : AOR
12-17	28.7%
18-24	46.2%
25-34	17.5%
35-44	4.1%
45-54	3.2%
55+	0.3%
12+ TOTAL	34,200
Mins/Day Listed:	65
Turnover:	16.7

AGE	WPEN-AM : AC
12-17	0.4%
18-24	0.4%
25-34	6.1%
35-44	18.2%
45-54	27.3%
55+	47.7%
12+ TOTAL	26,400
Mins/Day Listed:	77
Turnover:	14.1

AGE	WYSP-FM : AOR
12-17	38.3%
18-24	45.8%
25-34	9.8%
35-44	2.8%
45-54	2.8%
55+	0.5%
12+ TOTAL	21,400
Mins/Day Listed:	55
Turnover:	19.8

AGE	WDAS-FM : B
12-17	20.4%
18-24	31.1%
25-34	26.7%
35-44	12.9%
45-54	4.9%
55+	4.0%
12+ TOTAL	45,000
Mins/Day Listed:	104
Turnover:	10.4

AGE	WIFI-FM : R
12-17	39.1%
18-24	23.9%
25-34	21.5%
35-44	4.2%
45-54	10.7%
55+	0.7%
12+ TOTAL	28,900
Mins/Day Listed:	67
Turnover:	16.1

AGE	WIOQ-FM : AOR
12-17	5.9%
18-24	38.8%
25-34	46.8%
35-44	4.6%
45-54	3.0%
55+	0.8%
12+ TOTAL	23,700
Mins/Day Listed:	66
Turnover:	16.3

AGE	WCAU-AM : N
12-17	1.1%
18-24	3.7%
25-34	10.6%
35-44	9.8%
45-54	17.6%
55+	57.4%
12+ TOTAL	18,800
Mins/Day Listed:	44
Turnover:	24.4

Format Reach

AC	22.4
N	15.2
BM	13.0
B	12.7
AOR	12.0
R	8.3
MISC.	8.3
T	4.7
CL	1.7
C	1.3
RL	0.4

Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 39144

Spring '80 Summer '80 Fall '80 Winter '81 Spring '81

1 KYW-AM	11.4	KYW-AM	11.4	KYW-AM	11.6	KYW-AM	9.4	KYW-AM	12.3
2 WIP-AM	6.6	WIP-AM	7.3	WIP-AM	9.0	WIP-AM	7.2	WIP-AM	7.7
3 WWSH-FM	5.7	WWSH-FM	6.9	WIP-AM	6.6	WEAZ-FM	6.2	WDAS-FM	6.8
4 WMGK-FM	5.7	WDAS-FM	5.9	WWSH-FM	6.1	WDAS-FM	6.2	WEAZ-FM	6.5
5 WDAS-FM	5.5	WWSH-FM	5.5	WEAZ-FM	5.9	WWSH-FM	6.1	WIP-AM	5.5
6 WMMR-FM	5.3	WVDB-FM	5.2	WMMR-FM	5.3	WIP-AM	6.0	WWSH-FM	5.5
7 WEAZ-FM	5.0	WMMR-FM	5.1	WDAS-FM	5.3	WMMR-FM	5.9	WMMR-FM	5.2
8 WFIL-AM	4.7	WVDB-FM	4.5	WCAU-AM	4.4	WYSP-FM	4.8	WIFI-FM	4.4
9 WYSP-FM	4.3	WIOQ-FM	4.2	WVDB-FM	4.2	WPEN-AM	4.6	WVDB-FM	4.2
10 WUSL-FM	4.2	WYSP-FM	3.8	WYSP-FM	4.1	WVDB-FM	4.4	WPEN-AM	4.0
11 WCAU-AM	4.1	WCAU-AM	3.6	WPEN-AM	3.8	WCAU-AM	4.2	WIOQ-FM	3.6
12 WWSH-FM	3.7	WCAU-AM	3.3	WCAU-AM	3.6	WIOQ-FM	4.0	WCAU-AM	3.4
13 WSNL-FM	3.6	WUSL-FM	3.3	WIOQ-FM	3.4	WFIL-AM	3.1	WYSP-FM	3.2
14 WIOQ-FM	3.0	WFIL-AM	3.2	WUSL-FM	3.1	WUSL-FM	3.0	WCAU-AM	2.9
15 WPEN-AM	2.8	WPEN-AM	2.5	WIFI-FM	2.7	WIFI-FM	3.0	WSNL-FM	2.9
16 WCAU-AM	2.8	WSNL-FM	2.2	WUSL-FM	2.7	WCAU-AM	2.6	WFIL-AM	2.6
17 WIFL-FM	2.5	WFIL-FM	2.2	WSNL-FM	2.4	WFIL-FM	2.0	WUSL-FM	2.5
18 WDAS-FM	2.4	WDAS-FM	2.1	WFIL-FM	1.8	WSNL-FM	2.0	WFIL-FM	1.9
19 WFIL-FM	2.0	WIFI-FM	1.7	WDAS-FM	1.4	WHAT-AM	1.4	WDAS-FM	1.3
20 WZZD-AM	1.9	WHAT-AM	1.2	WHAT-AM	1.1	WDAS-FM	1.2	WHAT-AM	1.2

Demographics

Adults 18-34 Mon-Sun 6AM-Mid M F
Adults 25-54 Mon-Sun 6AM-Mid M F

1 WDAS-FM	1 WMGK-FM	1 KYW-AM	1 WMGK-FM
2 WMMR-FM	2 WDAS-FM	2 WMGK-FM	2 KYW-AM
3 WMGK-FM	3 WIOQ-FM	3 WDAS-FM	3 WIP-AM

Phoenix

METRO RANK 25

Spring '81 Market Overview

Phoenix's first experience with Quarterly Measurement was not an altogether smooth one. The total market-in-tab dipped from 1585 last spring to 1297 this survey. The return from the High Density Hispanic Area dropped notably, from 491 last spring to 442 in the fall to 262 this time (a 47% drop from spring to spring). With all this decline, some sensitive demos, such as men 18-24, were affected. The young male diary base went from 86 in the two previous sweeps to 60 this time, a 30% loss. A factor to consider is what,

if anything, **Arbitron** plans to do in the fall QM survey to stem the declines and the reliability problems that result.

As for the results themselves, **KTAR** surged this spring to become the new number one station in the Valley of the Sun. KTAR posted sizable gains among female listeners, and was able to capture the overall lead in the important morning drive daypart. The KTAR audience skewed heavily to the 55+ demographic.

Number two in the metro and tops among the Beautiful Music stations was **KMEO-FM**. The station basically had a stable book, while its primary

BM competition, **KQYT**, slipped for the fourth straight book. **KMEO-FM** ranked third among women 25-54 in this report.

At the younger end of the demographic spectrum, **KZZP-AM & FM** doubled their combined share compared to the fall estimates. The stations spent all their ad dollars on TV and used a larger ad budget than for the previous surveys. A new morning man helped, and overall the stations scored either first or second in the 18-34 breakouts below, as well as improving their teen shares.

Audience Composition Analysis

AGE KTAR-AM : N

12-17 0.5%
18-24 3.0%
25-34 6.4%
35-44 9.4%
45-54 14.3%
55+ 86.5%
12+ TOTAL 20,300
Mins/Day Listened: 91
Turnover: 11.9

AGE KMEO-FM : BM

12-17 0.5%
18-24 1.5%
25-34 5.0%
35-44 15.1%
45-54 18.1%
55+ 59.8%
12+ TOTAL 19,900
Mins/Day Listened: 97
Turnover: 11.1

AGE KNIX-FM : C

12-17 5.4%
18-24 9.6%
25-34 26.5%
35-44 32.5%
45-54 10.8%
55+ 15.1%
12+ TOTAL 16,600
Mins/Day Listened: 81
Turnover: 13.3

AGE KQYT-FM : BM

12-17 0.0%
18-24 3.3%
25-34 9.3%
35-44 21.2%
45-54 16.6%
55+ 49.7%
12+ TOTAL 15,100
Mins/Day Listened: 87
Turnover: 12.4

AGE KDKB-FM : AOR

12-17 23.4%
18-24 46.9%
25-34 26.2%
35-44 2.1%
45-54 0.7%
55+ 0.7%
12+ TOTAL 14,500
Mins/Day Listened: 89
Turnover: 12.1

AGE KOY-AM : AC

12-17 1.4%
18-24 1.4%
25-34 27.7%
35-44 24.1%
45-54 24.1%
55+ 21.3%
12+ TOTAL 14,100
Mins/Day Listened: 64
Turnover: 16.8

AGE KOPA-FM : R

12-17 36.9%
18-24 28.5%
25-34 20.8%
35-44 12.3%
45-54 1.5%
55+ 0.8%
12+ TOTAL 13,000
Mins/Day Listened: 67
Turnover: 16.1

AGE KZZP-FM : R

12-17 25.8%
18-24 39.1%
25-34 26.6%
35-44 2.3%
45-54 3.1%
55+ 3.1%
12+ TOTAL 12,800
Mins/Day Listened: 84
Turnover: 12.9

AGE KUPD-FM : AOR

12-17 51.0%
18-24 32.7%
25-34 11.2%
35-44 3.1%
45-54 2.0%
55+ 0.0%
12+ TOTAL 9,800
Mins/Day Listened: 59
Turnover: 18.3

AGE KOOL-FM : AC

12-17 3.3%
18-24 28.3%
25-34 48.9%
35-44 12.0%
45-54 6.5%
55+ 1.1%
12+ TOTAL 9,200
Mins/Day Listened: 77
Turnover: 14.1

AGE KBBC-FM : AC

12-17 2.7%
18-24 32.4%
25-34 54.1%
35-44 9.5%
45-54 0.0%
55+ 1.4%
12+ TOTAL 7,400
Mins/Day Listened: 76
Turnover: 14.1

AGE KLFF-AM : E

12-17 1.4%
18-24 1.4%
25-34 21.1%
35-44 19.7%
45-54 21.1%
55+ 35.2%
12+ TOTAL 7,100
Mins/Day Listened: 108
Turnover: 10.0

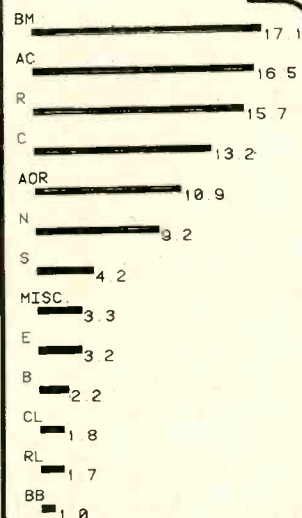
AGE KKKQ-AM : R

12-17 34.3%
18-24 28.4%
25-34 31.3%
35-44 1.5%
45-54 3.0%
55+ 1.5%
12+ TOTAL 6,700
Mins/Day Listened: 67
Turnover: 16.1

AGE KNIX-AM : C

12-17 0.0%
18-24 25.0%
25-34 18.3%
35-44 21.7%
45-54 21.7%
55+ 13.3%
12+ TOTAL 6,000
Mins/Day Listened: 64
Turnover: 16.9

Format Reach



Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 12598

	Spring '80	Fall '80	Spring '81
1 KNIX-FM	9.2	KNIX-FM	9.1
2 KTAR-AM	8.4	KMEO-FM	8.8
3 KOY-AM	8.2	KOY-AM	8.4
4 KQYT-FM	7.8	KQYT-FM	7.5
5 KOPA-FM	7.6	KTAR-AM	6.4
6 KMEO-FM	6.7	KDKB-FM	6.2
7 KDKB-FM	6.4	KOPA-FM	5.8
8 KJJJ-AM	4.3	KUPD-FM	5.2
9 KOOL-FM	4.3	KXAM-AM	4.6
10 KUPD-FM	4.2	KOOL-FM	4.4
11 KNIX-AM	2.9	KBBC-FM	3.4
12 KARZ-AM	2.8	KJJJ-AM	3.1
13 KRUX-AM	2.5	KZZP-FM	3.0
14 KBBC-FM	2.4	KMEO-AM	3.0
15 KZZP-FM	2.3	KPHX-AM	2.4
16 KKKQ-AM	2.3	KNIX-AM	2.4
17 KIFN-AM	2.3	KKKQ-AM	2.1
18 KMEO-AM	2.1	KHEP-FM	2.1

19 KXAM-AM	2.0	KARZ-AM	1.8	KHEP-FM(CL)	1.8
20 KHEP-FM	1.9	KRUX-AM	1.1	KIFN-AM(S)	1.5
21 KPHX-AM	1.5	KXTC-FM	1.1	KMEO-AM(BM)	1.3
22 KXIV-AM	1.3	KDJQ-AM	0.9	KZZP-AM(R)	1.0
23 KWAQ-FM	0.7	KZZP-AM	0.9	KJJJ-FM(C)	1.0
24 KZZP-AM	0.6	KIFN-AM	0.8	KHEP-AM(RL)	0.7
25 KJJJ-FM	0.5	KXIV-AM	0.7	KRDS-AM(RL)	0.6
26 KFLR-AM	0.5	KFLR-AM	0.7	KXIV-AM(BB)	0.5
27		KWAQ-FM	0.5	KWAQ-FM(BB)	0.5
28		KRDS-AM	0.3	KFLR-AM(RL)	0.4

Demographics

Adults 18-34
Mon-Sun 6AM-Mid
M F

1 KDKB-FM	1 KZZP-FM	1 KNIX-FM	1 KOY-AM
2 KZZP-FM	2 KOPA-FM	2 KOY-AM	2 KNIX-FM
3 KOOL-FM	3 KOOL-FM	3 KTAR-AM	3 KMEO-FM

Adults 25-54
Mon-Sun 6AM-Mid
M F

Spring '81 Market Overview

Quarterly Measurement was introduced to Portland this sweep, and the segue to the 12-week sweeps seems to have gone smoothly. The metro in-tab remained relatively stable and there were no apparent demographic anomalies that might have unduly skewed the results.

For the second straight book AOR leader

KGON topped the market. Although the station slipped somewhat, it still resided at the top of the male 18-34 heap. KGON was number one among teens also, up to a 42 share this survey.

KGW stabilized itself this book, halting a series of dips in previous Arbitrons. KGW's demographic spread is an attractive one, and it enabled the station to rank among the top three in the market in most of our 18-34 and 25-54 breakouts below.

The station is losing teen audience and generating a more adult appeal.

One of the bigger moves made this survey in Portland was KLLB's. This CHR station, with a heavy dose of oldies, climbed into contention in the 25-54 demos, where it now ranks third among both men and women. KLLB's biggest gains this sweep came among women 18-44, with impressive gains in most dayparts.

Audience Composition Analysis

AGE	KGON-FM : AOR
12-17	38.2%
18-24	41.4%
25-34	17.1%
35-44	0.7%
45-54	0.0%
55+	2.6%
12+ TOTAL	15,200

Mins/Day Listened: 89
Turnover: 12.1

AGE	KUPL-FM : BM
12-17	0.9%
18-24	1.8%
25-34	9.9%
35-44	29.7%
45-54	18.9%
55+	38.7%
12+ TOTAL	11,100

Mins/Day Listened: 71
Turnover: 15.3

AGE	KINK-FM : AOR
12-17	3.5%
18-24	32.6%
25-34	53.5%
35-44	8.1%
45-54	0.0%
55+	2.3%
12+ TOTAL	8,600

Mins/Day Listened: 76
Turnover: 14.1

AGE	KLLB-FM : R
12-17	7.5%
18-24	22.5%
25-34	52.5%
35-44	15.0%
45-54	2.5%
55+	0.0%
12+ TOTAL	8,000

Mins/Day Listened: 68
Turnover: 15.9

AGE	KQFM-FM : O
12-17	1.6%
18-24	27.9%
25-34	49.2%
35-44	8.2%
45-54	9.8%
55+	3.3%
12+ TOTAL	6,100

Mins/Day Listened: 65
Turnover: 16.7

AGE	KGW-AM : R
12-17	9.5%
18-24	36.7%
25-34	19.7%
35-44	15.0%
45-54	5.4%
55+	13.6%
12+ TOTAL	14,700

Mins/Day Listened: 59
Turnover: 18.4

AGE	KXL-FM : BM
12-17	0.0%
18-24	8.3%
25-34	10.1%
35-44	13.8%
45-54	12.8%
55+	55.0%
12+ TOTAL	10,900

Mins/Day Listened: 84
Turnover: 12.9

AGE	KYTE-AM : C
12-17	8.2%
18-24	9.4%
25-34	14.1%
35-44	21.2%
45-54	23.5%
55+	23.5%
12+ TOTAL	8,500

Mins/Day Listened: 81
Turnover: 13.4

AGE	KWJJ-AM : C
12-17	0.0%
18-24	4.2%
25-34	12.5%
35-44	31.9%
45-54	26.4%
55+	25.0%
12+ TOTAL	7,200

Mins/Day Listened: 55
Turnover: 19.8

AGE	KMJK-FM : R
12-17	38.3%
18-24	26.7%
25-34	21.7%
35-44	11.7%
45-54	0.0%
55+	1.7%
12+ TOTAL	6,000

Mins/Day Listened: 63
Turnover: 17.1

AGE	KEX-AM : AC
12-17	2.3%
18-24	11.7%
25-34	14.8%
35-44	21.1%
45-54	12.5%
55+	37.5%
12+ TOTAL	12,800

Mins/Day Listened: 76
Turnover: 14.1

AGE	KYXI-AM : N
12-17	0.0%
18-24	3.7%
25-34	4.9%
35-44	9.8%
45-54	25.6%
55+	56.1%
12+ TOTAL	8,200

Mins/Day Listened: 69
Turnover: 15.7

AGE	KKEY-AM : T
12-17	0.0%
18-24	12.9%
25-34	1.6%
35-44	0.0%
45-54	16.1%
55+	69.4%
12+ TOTAL	6,200

Mins/Day Listened: 158
Turnover: 6.9

AGE	KXL-AM : N
12-17	0.0%
18-24	1.9%
25-34	11.5%
35-44	11.5%
45-54	23.1%
55+	51.9%
12+ TOTAL	5,200

Mins/Day Listened: 48
Turnover: 22.7

Format Reach

R	17.8
AOR	16.2
BM	13.7
AC	13.0
C	13.0
N	8.3
MISC.	5.6
T	4.3
O	3.8
BB	2.9
RL	1.4

Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 10399

	Spring '80	Fall '80	Spring '81
1 KGW -AM	11.1	KGON-FM	10.2
2 KXL -FM	8.1	KEX -AM	9.3
3 KGON-FM	7.9	KGW -AM	9.1
4 KEX -AM	7.3	KXL -FM	6.7
5 KUPL-FM	7.1	KUPL-FM	6.7
6 KMJK-FM	6.1	KXL -FM	5.5
7 KWJJ-AM	5.6	KWJJ-AM	5.1
8 KYTE-AM	5.5	KYTE-AM	4.9
9 KXL -AM	4.5	KYXI-AM	4.9
10 KINK-FM	4.4	KMJK-FM	4.5
11 KKEY-AM	3.8	KINK-FM	4.5
12 KYXI-AM	3.7	KUPL-AM	3.1
13 KUPL-AM	3.0	KKEY-AM	3.1
14 KLLB-FM	2.4	KLLB-FM	3.0
15 KQFM-FM	2.3	KJIB-FM	2.8
16 KPAM-FM	2.1	KCNF-FM	2.5

17 KJIB-FM	2.1	KQFM-FM	1.8	KJIB-FM(C)	2.2
18 KGAR-AM	1.2	KKSN-AM	1.6	KKSN-AM(A)	1.5
19 KPDQ-FM	1.1	KARO-AM	1.3	KPAM-AM(AC)	1.3
20 KKS-AM	1.0	KPDQ-FM	1.1	KPDQ-FM(RL)	0.8
21 KARO-AM	0.7	KLIQ-AM	0.8	KAAR-AM(AC)	0.6
22 KLIQ-AM	0.6	KGAR-AM	0.6	KPDQ-AM(RL)	0.6
23 KGO -AM	0.6	KPDQ-AM	0.5	KRDR-AM(C)	0.6
24 KPAM-AM	0.5	KGO -AM	0.4	KLIQ-AM(T)	0.5
25 KPDQ-AM	0.4	KPAM-AM	0.2	KGAR-AM(C)	0.4
26 KRDR-AM	0.3				

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	M	Mon-Sun 6AM-Mid	F
1 KGON-FM	1 KGW -AM	1 KEX -AM	1 KGW -AM
2 KINK-FM	2 KINK-FM	2 KWJJ-AM	2 KUPL-FM
3 KGW -AM	3 KLLB-FM	3 KLLB-FM	3 KLLB-FM

Pittsburgh

METRO RANK

13

Spring '81 Market Overview

Quarterly Measurement hit Pittsburgh this survey, with an in-tab increase that may have benefitted certain stations more than others. An increased ethnic retrieval in-tab, as well as a disproportionate increase in the number of males 18-24, may have helped **WAMO** and **WDVE**, respectively, to score impressive gains this book.

WDVE has been the AOR kingpin in Pittsburgh for many years. With Arbitron receiving more than double the number of diaries back from men

18-24 this survey than in the fall (110 vs. 53), the extra return fell into a key demo for the station. As for the station's efforts, there was more TV advertising this time, as well as use of busboards and distribution of T-shirts. A new afternoon drive personality also joined the station in time for the spring sweep.

WAMO, Pittsburgh's Black-formatted station, posted its best numbers ever. Part of the explanation may have been Arbitron's methodology in this first QM sweep in the market. The number of

diaries that were telephone-retrieved (the technique used for blacks and those who reside in the High Density Black Area) rose 42% in this survey, from 120 to 170. This could have allowed **WAMO** additional cuming opportunities which could have in turn led to a higher standing in the numbers. Besides the possible Arbitron impact, the station did make a tremendous effort to garner bigger shares this spring. \$125,000 was spent on advertising, with about \$55,000 of that on TV, the rest on busboards and billboards.

Audience Composition Analysis

AGE KDKA-AM : AC
12-17 2.1%
18-24 2.7%
25-34 8.6%
35-44 18.3%
45-54 18.4%
55+ 49.8%
12+ TOTAL 80,300
Mins/Day Listened: 89
Turnover: 12.2

AGE WTAE-AM : AC
12-17 1.7%
18-24 11.3%
25-34 34.9%
35-44 25.6%
45-54 10.9%
55+ 15.5%
12+ TOTAL 23,800
Mins/Day Listened: 67
Turnover: 16.1

AGE WDVE-FM : AOR
12-17 25.6%
18-24 55.8%
25-34 13.0%
35-44 3.5%
45-54 0.7%
55+ 1.4%
12+ TOTAL 28,500
Mins/Day Listened: 97
Turnover: 11.2

AGE WXXK-FM : R
12-17 40.5%
18-24 30.5%
25-34 14.1%
35-44 11.4%
45-54 2.3%
55+ 1.8%
12+ TOTAL 22,000
Mins/Day Listened: 61
Turnover: 17.6

AGE WSHH-FM : BM
12-17 0.0%
18-24 4.8%
25-34 2.8%
35-44 17.1%
45-54 19.9%
55+ 55.4%
12+ TOTAL 25,100
Mins/Day Listened: 91
Turnover: 11.9

AGE WAMO-FM : B
12-17 30.8%
18-24 21.6%
25-34 27.9%
35-44 10.6%
45-54 4.3%
55+ 4.8%
12+ TOTAL 20,800
Mins/Day Listened: 110
Turnover: 9.8

AGE WPNT-FM : BM
12-17 0.0%
18-24 7.4%
25-34 8.1%
35-44 13.2%
45-54 33.1%
55+ 38.2%
12+ TOTAL 13,000
Mins/Day Listened: 71
Turnover: 15.2

AGE WDSY-FM : C
12-17 2.2%
18-24 7.8%
25-34 16.7%
35-44 12.2%
45-54 37.8%
55+ 23.3%
12+ TOTAL 9,000
Mins/Day Listened: 85
Turnover: 12.7

AGE WEEP-AM : C
12-17 3.3%
18-24 7.9%
25-34 20.4%
35-44 12.5%
45-54 33.6%
55+ 22.4%
12+ TOTAL 15,200
Mins/Day Listened: 108
Turnover: 10.0

AGE KQV-AM : N
12-17 0.0%
18-24 2.5%
25-34 8.3%
35-44 10.0%
45-54 20.8%
55+ 58.3%
12+ TOTAL 12,000
Mins/Day Listened: 61
Turnover: 17.6

AGE WYDD-FM : AOR
12-17 21.8%
18-24 59.0%
25-34 14.1%
35-44 3.8%
45-54 0.0%
55+ 1.3%
12+ TOTAL 7,800
Mins/Day Listened: 59
Turnover: 18.2

AGE WWSW-FM : AC
12-17 7.1%
18-24 16.3%
25-34 35.5%
35-44 17.7%
45-54 17.7%
55+ 5.7%
12+ TOTAL 14,100
Mins/Day Listened: 57
Turnover: 19.0

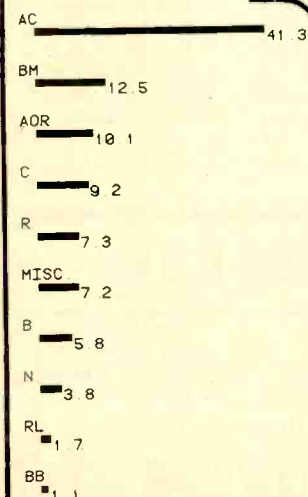
AGE WFFM-FM : AC
12-17 10.4%
18-24 39.6%
25-34 33.3%
35-44 8.3%
45-54 8.3%
55+ 0.0%
12+ TOTAL 9,600
Mins/Day Listened: 54
Turnover: 20.2

AGE WWSW-AM : AC
12-17 0.0%
18-24 6.7%
25-34 16.7%
35-44 15.0%
45-54 10.0%
55+ 51.7%
12+ TOTAL 6,000
Mins/Day Listened: 41
Turnover: 26.1

Share Trends

Persons 12+
POP(00): 19194

Format Reach



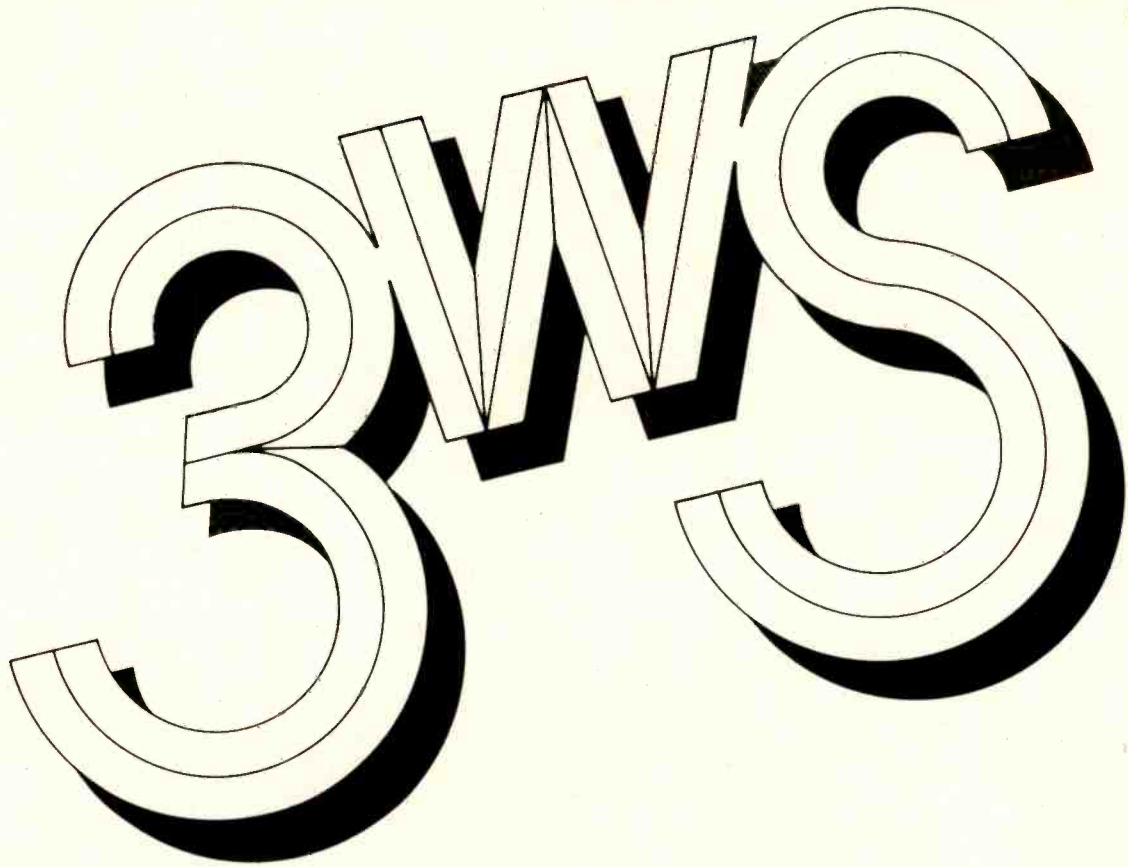
	Spring '80	Fall '80	Spring '81
1 KDKA-AM	25.3	KDKA-AM	22.2 KDKA-AM(AC) 22.3
2 WSHH-FM	7.3	WSHH-FM	7.2 WDVE-FM(A) 7.9
3 WTAE-AM	6.6	WXXK-FM	6.8 WSHH-FM(BM) 7.0
4 WDVE-FM	5.4	WTAE-AM	6.6 WTAE-AM(AC) 6.6
5 WXXK-FM	5.2	WDVE-FM	6.4 WXXK-FM(R) 6.1
6 WAMO-FM	4.6	WEEP-AM	6.1 WAMO-FM(B) 5.8
7 KQV-AM	4.4	KQV-AM	4.1 WEEP-AM(C) 4.2
8 WFFM-FM	3.6	WAMO-FM	3.7 WWSW-FM(AC) 3.9
9 WEEP-AM	3.6	WWSW-AM	3.5 WPNT-FM(BM) 3.8
10 WJOI-FM	3.5	WDSY-FM	3.4 KQV-AM(N) 3.3
11 WPNT-FM	3.4	WFFM-FM	2.8 WFFM-FM(AC) 2.7
12 WWSW-FM	3.3	WWSW-FM	2.7 WDSY-FM(C) 2.5
13 WDSY-FM	3.1	WPNT-FM	2.7 WYDD-FM(A) 2.2
14 WKTQ-AM	2.7	WJOI-FM	2.2 WWSW-AM(AC) 1.7
15 WWSW-AM	2.3	WKTQ-AM	2.0 WJOI-FM(BM) 1.7
16 WYDD-FM	2.2	WIXZ-AM	1.1 WKTQ-AM(AC) 1.6
17 WNUF-FM	1.2	WWSW-FM	1.1 WBVP-AM(R) 1.2
18 WPIT-AM	0.9	WYDD-FM	1.0 WNUF-FM(BB) 1.1
19 WIXZ-AM	0.9	WNUF-FM	1.0 WPIT-AM(RL) 0.9
20 WESA-FM	0.7	WKPA-AM	0.9 WOKU-FM(C) 0.8

21 WHJB-AM	0.5	WHJB-AM	0.7	WHJB-AM(AC)	0.8
22 WMBA-AM	0.5	WPIT-FM	0.7	WWSW-FM(AC)	0.7
23 WBVP-AM	0.5	WPIT-AM	0.7	WCNS-AM(C)	0.6
24 WKPA-AM	0.5	WMBA-AM	0.7	WKPA-AM(AC)	0.6
25 WWSW-FM	0.4	WBVP-AM	0.6	WIXZ-AM(C)	0.6
26 WPIT-FM	0.4	WELA-FM	0.6	WPIT-FM(RL)	0.5
27 WCNS-AM	0.3	WASP-AM	0.5	WWSW-AM(C)	0.5
28 WOKU-FM	0.3	WESA-FM	0.4	WWSW-AM(N)	0.5
29 WESA-AM	0.1	WWSW-AM	0.4	WEDO-AM(RL)	0.3
30 WOKU-FM		WOKU-FM	0.4	WESA-AM(AC)	0.2
31 WEDO-AM		WEDO-AM	0.3	WESA-FM(AC)	0.2
32 WRKY-FM		WRKY-FM	0.3		
33 WKBN-AM		WKBN-AM	0.3		
34 WESA-AM		WESA-AM	0.3		

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	M	Mon-Sun 6AM-Mid	F
1 WDVE-FM	1 WDVE-FM	1 KDKA-AM	1 KDKA-AM
2 WAMO-FM	2 WXXK-FM	2 WTAE-AM	2 WTAE-AM
3 WTAE-AM	3 WTAE-AM	3 WWSW-FM	3 WSHH-FM

Pittsburgh's Best Adult Combo Buy



The numbers on the opposite page only begin to tell the story. A totally involved Adult Contemporary format delivering the vital 25-49 and 25-54 audience. Reach your target groups with Pittsburgh's fastest growing station.

WWSW
94.5 FM • 970 AM

Providence-Warwick-Pawtucket

METRO RANK

26

Spring '81 Market Overview

Quarterly Measurement debuted in the Providence metro this spring, and with its advent came a new number one station, **WPRO-FM**. The **Cap Cities** CHR entry garnered its second straight up book, and displayed an extremely well-balanced audience makeup (see graph below) that allowed the station to top most of our 18-34 and 25-54 breakouts. WPRO-FM did not make any programming changes this sweep, but did

adopt a more aggressive advertising posture. The station spent more for this survey and concentrated about 90% of the dollars on TV. Billboards made up the remainder of the ad effort. Gains among women throughout each of the major dayparts made up the bulk of the WPRO-FM increase this book.

The only other double-digit station in the Providence metro was Beautiful Music leader **WLKW-FM**. The station's spring numbers habitually fall to the 10 range each spring, and this year was no

exception. WLKW-FM still rated as one of the top 25-54 buys in the market and had the distinction of garnering one of the longest time spent listening figures in the metro from its listeners.

QM appears to have been installed in the Providence area without much hitch. The market in tab went up slightly compared to last fall and spring surveys, but the increase was not a problem and actually slightly enhanced the reliability of the estimates.

Audience Composition Analysis

AGE	WPRO-FM :R	AGE	WPJB-FM :R
12-17	14.9%	12-17	34.6%
18-24	27.2%	18-24	30.9%
25-34	27.2%	25-34	21.3%
35-44	15.3%	35-44	6.6%
45-54	11.1%	45-54	4.4%
55+	4.3%	55+	2.2%
12+ TOTAL	23,500	12+ TOTAL	13,600

Mins/Day Listened: 70
Turnover: 15.4

Mins/Day Listened: 55
Turnover: 19.8

AGE	WLKW-FM :BM	AGE	WEAN-AM :N
12-17	0.9%	12-17	0.0%
18-24	5.4%	18-24	2.6%
25-34	8.6%	25-34	2.6%
35-44	17.1%	35-44	4.3%
45-54	24.3%	45-54	14.7%
55+	43.7%	55+	75.9%
12+ TOTAL	22,200	12+ TOTAL	11,600

Mins/Day Listened: 96
Turnover: 11.2

Mins/Day Listened: 59
Turnover: 18.3

AGE	WPRO-AM :AC
12-17	4.8%
18-24	14.4%
25-34	23.0%
35-44	20.9%
45-54	14.4%
55+	22.5%
12+ TOTAL	18,700

Mins/Day Listened: 62
Turnover: 17.5

AGE	WCOZ-FM :AOR
12-17	24.0%
18-24	58.7%
25-34	17.3%
35-44	0.0%
45-54	0.0%
55+	0.0%
12+ TOTAL	10,400
Mins/Day Listened:	77
Turnover:	14.1

AGE	WLKW-AM :BM
12-17	0.0%
18-24	0.0%
25-34	1.9%
35-44	7.8%
45-54	31.1%
55+	59.2%
12+ TOTAL	10,300
Mins/Day Listened:	92
Turnover:	11.7

AGE	WHJJ-AM :AC
12-17	2.0%
18-24	13.3%
25-34	13.3%
35-44	13.3%
45-54	14.3%
55+	43.9%
12+ TOTAL	9,800
Mins/Day Listened:	55
Turnover:	19.5

AGE	WHJY-FM :BM
12-17	0.0%
18-24	1.2%
25-34	6.0%
35-44	16.9%
45-54	27.7%
55+	48.2%
12+ TOTAL	8,300
Mins/Day Listened:	77
Turnover:	14.1

AGE	WSNE-FM :AC
12-17	1.4%
18-24	19.2%
25-34	32.9%
35-44	16.4%
45-54	21.9%
55+	8.2%
12+ TOTAL	7,300
Mins/Day Listened:	77
Turnover:	14.1

AGE	WMYS-FM :AC
12-17	3.1%
18-24	27.7%
25-34	38.5%
35-44	13.8%
45-54	10.8%
55+	6.2%
12+ TOTAL	6,500
Mins/Day Listened:	64
Turnover:	16.8

AGE	WAAF-FM :AOR
12-17	30.8%
18-24	50.8%
25-34	18.5%
35-44	0.0%
45-54	0.0%
55+	0.0%
12+ TOTAL	6,500
Mins/Day Listened:	71
Turnover:	15.2

AGE	WHIM-AM :C
12-17	1.8%
18-24	5.5%
25-34	14.5%
35-44	12.7%
45-54	21.8%
55+	43.6%
12+ TOTAL	5,500
Mins/Day Listened:	103
Turnover:	10.4

AGE	WBZ-AM :AC
12-17	4.1%
18-24	4.1%
25-34	4.1%
35-44	12.2%
45-54	16.3%
55+	59.2%
12+ TOTAL	4,900
Mins/Day Listened:	58
Turnover:	18.5

Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 11943

	Spring '80	Fall '80	Spring '81
1	WLKW-FM 10.8	WLKW-FM 10.8	WPRO-FM (R) 10.5
2	WPJB-FM 9.4	WPRO-AM 8.3	WLKW-FM (BM) 10.0
3	WPRO-FM 7.1	WPRO-FM 7.7	WPRO-AM (AC) 8.4
4	WPRO-AM 5.8	WPJB-FM 6.1	WPJB-FM (R) 6.1
5	WEAN-AM 5.7	WHJY-FM 5.6	WEAN-AM (N) 5.2
6	WHJY-FM 5.1	WEAN-AM 5.5	WCOZ-FM (A) 4.7
7	WHJJ-AM 4.7	WLKW-AM 4.7	WLKW-AM (BM) 4.6
8	WHIM-AM 4.4	WCOZ-FM 3.8	WHJJ-AM (AC) 4.4
9	WMYS-FM 3.8	WBSM-AM 3.2	WHJY-FM (BM) 3.7
10	WBSM-AM 3.7	WGNG-AM 2.8	WSNE-FM (AC) 3.3
11	WXS-FM 2.5	WHJJ-AM 2.6	WMYS-FM (AC) 2.9
12	WBRU-FM 2.4	WMYS-FM 2.4	WAAF-FM (A) 2.9
13	WLKW-AM 2.3	WHIM-AM 2.2	WHIM-AM (C) 2.5
14	WGNG-AM 2.3	WSAR-AM 2.1	WBZ-AM (AC) 2.2
15	WSAR-AM 1.9	WBZ-AM 2.0	WBSM-AM (T) 2.2
16	WAAF-FM 1.9	WGNG-AM 2.0	WGNG-AM (O) 2.0
17	WALE-AM 1.6	WXS-FM 1.8	WXS-FM (R) 1.8
18	WCOZ-FM 1.6	WBRU-FM 1.5	WBRU-FM (A) 1.6
19	WBZ-AM 1.5	WSAR-AM 1.1	WSAR-AM (AC) 1.5
20	WROR-FM 1.4	WCRB-FM 1.1	WHDH-AM (AC) 1.2
21	WEEI-FM 1.4	WROR-FM 1.0	WADK-AM (AC) 1.2
22	WADK-AM 1.1	WJIB-FM 1.0	WPEP-AM (T) 1.1
23	WJIB-FM 1.1	WWON-AM 0.9	WCRB-FM (CL) 1.0
24	WCRB-FM 1.1	WRLM-FM 0.8	WICE-AM (M) 0.9

25	WPLM-FM 1.0	WBCN-FM 0.7	WJIB-FM (BM) 0.9
26	WNBH-AM 0.9	WALE-AM 0.7	WEEI-FM (A) 0.9
27	WJFD-FM 0.7	WNBH-AM 0.7	WNBH-AM (AC) 0.7
28	WHDH-AM 0.6	WEEI-FM 0.6	WNBC-AM (R) 0.7
29	WVBF-FM 0.6	WPEP-AM 0.6	WARA-AM (AC) 0.7
30	WCIB-FM 0.6	WOTB-FM 0.6	WBCN-FM (A) 0.7
31	WARA-AM 0.6	WADK-AM 0.5	WWON-AM (T) 0.7
32	WHUE-FM 0.6	WVBF-FM 0.5	WALE-AM (AC) 0.6
33	WERI-FM 0.5	WARA-AM 0.5	WHUE-FM (BM) 0.6
34	WWON-AM 0.5	WICE-AM 0.4	WROR-FM (R) 0.4
35	WBCN-FM 0.5	WHUE-FM 0.4	WPLM-FM (BB) 0.4
36	WRLM-FM 0.5	WNBC-AM 0.3	WKRI-AM (AC) 0.4
37	WNRI-AM 0.5	WPLM-FM 0.3	WEEI-AM (N) 0.3
38	WRIB-AM 0.4	WCIB-FM 0.3	WOTB-FM (BM) 0.3
39	WKRI-AM 0.4	WCBS-AM 0.3	WPLM-AM (BB) 0.1
40	WRKO-AM 0.3	WSRS-FM 0.3	
41	WNBC-AM 0.3	WBOS-FM 0.3	
42		WPLM-AM 0.1	

Demographics

Adults 18-34 Mon-Sun 6AM-Mid M F
Adults 25-54 Mon-Sun 6AM-Mid M F

1	WCOZ-FM	1	WPRO-FM	1	WPRO-FM	1	WPRO-FM
2	WPRO-FM	2	WPRO-AM	2	WLKW-FM	2	WPRO-AM
3	WAAF-FM	3	WPJB-FM	3	WPRO-AM	3	WLKW-FM

Format Reach

AC	27.5
BM	20.1
R	19.5
AOR	10.8
MISC	6.6
N	5.5
T	4.0
C	2.5
O	2.0
CL	1.0
BB	0.5

Riverside-San Bernardino- Ontario

METRO RANK

32

Spring '81 Market Overview

The spring survey in the Riverside area featured an increase of sample that affected the reliability of the estimates. In the two 1980 sweeps there were approximately 700-800 in-tab diaries. However, in this survey there were 1120 returned, an increase of 43% over last spring. There was also a better return among ESF homes (those not in the phone directory). Overall, this means

additional diaries per demo, with men 18-24 rising from 39-68, spring to spring, for example. As a result of the additional sample, the estimates you see in this book are more reliable than before.

Among the local stations, **KDUO** rebounded into the lead with a strong showing among the 25-54 set. The station also garnered the top time spent listening figure in the metro.

KOLA showed some improvement this sweep

and ranked second among the local stations. **KOLA** did no advertising or on-air promotions, but was able to boost its share among teens to a market-leading 22.

KBIG, L.A.'s leading Beautiful Music station, emerged as the top station overall in the Riverside metro, with **KFI** second. **KFI** showed up well in both the 18-34 and 25-54 rankings, while **KBIG** showed strength in the 25-54 demos.

Audience Composition Analysis

AGE **KBIG-FM : BM**
12-17 0.0%
18-24 1.9%
25-34 6.5%
35-44 18.5%
45-54 25.0%
55+ 48.1%
12+ TOTAL 10,800

Mins/Day Listened: 80
Turnover: 13.6

AGE **KFI-AM : R**
12-17 8.7%
18-24 16.5%
25-34 42.7%
35-44 15.5%
45-54 4.9%
55+ 11.7%
12+ TOTAL 10,300

Mins/Day Listened: 59
Turnover: 18.2

AGE **KDUO-FM : BM**
12-17 0.0%
18-24 0.0%
25-34 2.9%
35-44 20.6%
45-54 22.5%
55+ 53.9%
12+ TOTAL 10,200

Mins/Day Listened: 98
Turnover: 11.0

AGE **KOLA-FM : AOR**
12-17 58.7%
18-24 25.4%
25-34 9.5%
35-44 6.3%
45-54 0.0%
55+ 0.0%
12+ TOTAL 6,300

Mins/Day Listened: 61
Turnover: 17.6

AGE **KLAC-AM : C**
12-17 1.6%
18-24 7.9%
25-34 15.9%
35-44 14.3%
45-54 20.6%
55+ 39.7%
12+ TOTAL 6,300

Mins/Day Listened: 84
Turnover: 12.8

AGE **KCKC-AM : C**
12-17 1.6%
18-24 6.6%
25-34 11.5%
35-44 21.3%
45-54 21.3%
55+ 37.7%
12+ TOTAL 6,100

Mins/Day Listened: 88
Turnover: 12.2

AGE **KNX-AM : N**
12-17 0.0%
18-24 3.3%
25-34 5.0%
35-44 10.0%
45-54 15.0%
55+ 66.7%
12+ TOTAL 6,000

Mins/Day Listened: 58
Turnover: 18.5

AGE **KGGI-FM : R**
12-17 33.3%
18-24 20.0%
25-34 30.0%
35-44 11.7%
45-54 3.3%
55+ 1.7%
12+ TOTAL 6,000

Mins/Day Listened: 59
Turnover: 18.2

AGE **KOST-FM : BM**
12-17 0.0%
18-24 0.0%
25-34 6.7%
35-44 16.7%
45-54 30.0%
55+ 46.7%
12+ TOTAL 6,000

Mins/Day Listened: 92
Turnover: 11.8

AGE **KABC-AM : T**
12-17 1.8%
18-24 3.5%
25-34 12.3%
35-44 21.1%
45-54 8.8%
55+ 52.6%
12+ TOTAL 5,700

Mins/Day Listened: 68
Turnover: 15.9

AGE **KNX-FM : AOR**
12-17 1.8%
18-24 29.1%
25-34 50.9%
35-44 12.7%
45-54 0.0%
55+ 5.5%
12+ TOTAL 5,500

Mins/Day Listened: 80
Turnover: 13.5

AGE **KFXM-AM : R**
12-17 34.0%
18-24 22.6%
25-34 18.9%
35-44 9.4%
45-54 3.8%
55+ 11.3%
12+ TOTAL 5,300

Mins/Day Listened: 51
Turnover: 21.4

AGE **KRTH-FM : R**
12-17 1.9%
18-24 19.2%
25-34 51.9%
35-44 23.1%
45-54 3.8%
55+ 0.0%
12+ TOTAL 5,200

Mins/Day Listened: 58
Turnover: 18.5

AGE **KPRO-AM : BB**
12-17 0.0%
18-24 2.1%
25-34 0.0%
35-44 6.4%
45-54 25.5%
55+ 66.0%
12+ TOTAL 4,700

Mins/Day Listened: 86
Turnover: 12.5

Format Reach

R 22.6
BM 18.9
AOR 13.6
C 13.1
MISC 11.2
T 5.2
N 5.1
AC 3.1
BB 2.8
O 1.9
RL 1.3
CL 0.7
S 0.5

Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 10141

	Spring '80	Fall '80	Spring '81
1 KFI -AM	9.4	KMET-FM	7.6
2 KMET-FM	6.1	KFI -AM	6.4
3 KGGI-FM	6.1	KLAC-AM	6.2
4 KDUO-FM	6.0	KGGI-FM	5.7
5 KBIG-FM	5.9	KDUO-FM	4.5
6 KNX -AM	4.7	KFXM-AM	4.3
7 KOST-FM	4.1	KCKC-AM	4.3
8 KOLA-FM	3.7	KRTH-FM	4.1
9 KCKC-AM	3.6	KBIG-FM	3.5
10 KCAL-FM	3.5	KOLA-FM	3.2
11 KLAC-AM	3.3	KNX -AM	3.1
12 KRTH-FM	2.9	KOST-FM	3.1
13 KABC-AM	2.5	KABC-AM	2.9
14 KPRO-AM	2.4	KPRO-AM	2.8
15 KIIIS-FM	2.1	KBON-FM	2.2
16 KFXM-AM	2.0	KNX -FM	2.1
17 KBON-FM	2.0	KCAL-FM	2.0
18 KNX -FM	1.7	KMEN-AM	1.8
19 KCAL-AM	1.5	KDIG-AM	1.7
20 KLOS-FM	1.4	KLOS-FM	1.5
21 KNTF-FM	1.4	KIIIS-FM	1.4
22 KFWB-AM	1.3	KHSJ-AM	1.4
23 KDIG-AM	1.3	KFWB-AM	1.3

24 KMPC-AM	1.1	KNTF-FM	1.3
25 KEZY-AM	1.0	KHNY-FM	1.1
26 KUTE-FM	0.8	KFAC-FM	0.9
27 KRLA-AM	0.8	KBRT-AM	0.8
28 KWT-FM	0.7	KMPC-AM	0.8
29 KWOW-AM	0.6	XTRA-AM	0.8
30 KHSJ-AM	0.6	KJOL-FM	0.7
31 XTRA-AM	0.5	KQLH-FM	0.6
32 KMEN-AM	0.4	KRLA-AM	0.6
33 KJOL-FM	0.3	KEZY-AM	0.4
34		KHJ -AM	0.4
35		KZLA-FM	0.4
36		KJOL-FM	0.3
37		KHNY-FM	0.7
38		KFAC-FM	0.7
39		KIEV-AM	0.7
		KQLH-FM	0.6
		KCAL-AM	0.5
		KHTZ-FM	0.4

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	M	Mon-Sun 6AM-Mid	F
1 KFI -AM	1	1 KFI -AM	1
2 KNX -FM	2	2 KBIG-FM	2
3 KMET-FM	3	3 KDUO-FM	3
4 KNTF-FM	4	4 KDUO-FM	4
5 KNTF-FM	5	5 KDUO-FM	5

Rochester, NY

METRO RANK

40

Spring '81 Market Overview

Unlike last spring when ESF traumatized **WEZO**, this spring the introduction of Quarterly Measurement didn't alter the market rankings. **WEZO** remained on top, **WHAM** improved, and **WCMF** and **WVOR** remained well-targeted stations.

WEZO, a Beautiful Music property, had a stable book that enabled the station to lead both men

and women 25-54. Morning drive showed the most improvement for **WEZO**, with the female shares rising nicely for the station.

WHAM, the market leader last spring, has gone through some adjustments in the last year. Massive staff changes have been made as the station tried to stabilize and carve out a viable niche. This book appears to show that **WHAM** is on the right track, as the station garnered a good showing among men 25-54.

WCMF is the AOR kingpin in this market, and topped the males 18-34 league this time. **WCMF's** AOR appeal was slightly more adult than that of AOR competitor **WMJQ**.

WVOR is in an enviable position in Rochester. The A/C station was the only entry in the market that scores in the top three in each of the 18-34 and 25-54 rankings seen below, due to an extremely well-targeted demographic profile. As you can observe on the graph below, the **WVOR** 18-44 demographic balance is nearly ideal.

Audience Composition Analysis

AGE **WEZO-FM : BM**

12-17 1.3%
18-24 1.7%
25-34 6.4%
35-44 15.8%
45-54 22.2%
55+ 52.6%
12+ TOTAL 23,400
Mins/Day Listened: 107
Turnover: 10.1

AGE **WCMF-FM : AOR**

12-17 20.0%
18-24 54.7%
25-34 24.2%
35-44 0.0%
45-54 1.1%
55+ 0.0%
12+ TOTAL 9,500
Mins/Day Listened: 87
Turnover: 12.5

AGE **WHAM-AM : AC**

12-17 1.6%
18-24 6.4%
25-34 7.2%
35-44 11.2%
45-54 18.4%
55+ 55.2%
12+ TOTAL 12,500
Mins/Day Listened: 63
Turnover: 17.2

AGE **WMJQ-FM : AOR**

12-17 33.0%
18-24 42.0%
25-34 19.3%
35-44 2.3%
45-54 2.3%
55+ 1.1%
12+ TOTAL 8,000
Mins/Day Listened: 65
Turnover: 16.5

AGE **WVOR-FM : AC**

12-17 2.5%
18-24 24.6%
25-34 38.1%
35-44 20.3%
45-54 11.9%
55+ 2.5%
12+ TOTAL 11,800
Mins/Day Listened: 81
Turnover: 13.4

AGE **WBBF-AM : R**

12-17 10.6%
18-24 18.8%
25-34 31.8%
35-44 15.3%
45-54 8.2%
55+ 15.3%
12+ TOTAL 8,500
Mins/Day Listened: 48
Turnover: 22.5

AGE **WNYR-AM : C**

12-17 9.2%
18-24 7.9%
25-34 18.4%
35-44 23.7%
45-54 14.5%
55+ 26.3%
12+ TOTAL 7,600
Mins/Day Listened: 73
Turnover: 14.8

AGE **WDKX-FM : B**

12-17 40.0%
18-24 35.0%
25-34 13.3%
35-44 10.0%
45-54 0.0%
55+ 1.7%
12+ TOTAL 6,000
Mins/Day Listened: 114
Turnover: 9.4

AGE **WHFM-FM : R**

12-17 27.1%
18-24 40.7%
25-34 23.7%
35-44 1.7%
45-54 1.7%
55+ 5.1%
12+ TOTAL 5,900
Mins/Day Listened: 55
Turnover: 19.6

AGE **WSAY-AM : C**

12-17 1.8%
18-24 0.0%
25-34 23.2%
35-44 16.1%
45-54 7.1%
55+ 51.8%
12+ TOTAL 5,600
Mins/Day Listened: 64
Turnover: 16.8

AGE **WPXY-FM : R**

12-17 15.2%
18-24 39.1%
25-34 30.4%
35-44 8.7%
45-54 2.2%
55+ 4.3%
12+ TOTAL 4,600
Mins/Day Listened: 51
Turnover: 21.3

AGE **WPXN-AM : T**

12-17 0.0%
18-24 0.0%
25-34 4.5%
35-44 13.8%
45-54 22.7%
55+ 59.1%
12+ TOTAL 4,400
Mins/Day Listened: 71
Turnover: 15.2

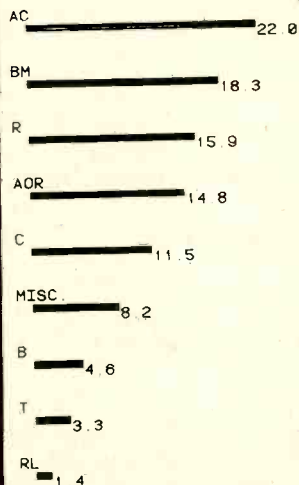
AGE **WDNY-AM : AC**

12-17 11.1%
18-24 0.0%
25-34 33.3%
35-44 0.0%
45-54 44.4%
55+ 11.1%
12+ TOTAL 1,800
Mins/Day Listened: 198
Turnover: 5.4

AGE **WFLC-FM : C**

12-17 5.6%
18-24 0.0%
25-34 11.1%
35-44 33.3%
45-54 38.9%
55+ 11.1%
12+ TOTAL 1,800
Mins/Day Listened: 83
Turnover: 12.9

Format Reach



Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 8027

	Spring '80	Fall '80	Spring '81
1 WHAM-AM	14.1	WEZO-FM	17.4
2 WEZO-FM	12.8	WVOR-FM	9.1
3 WMJQ-FM	8.4	WHAM-AM	8.9
4 WBBF-AM	7.6	WBBF-AM	8.1
5 WVOR-FM	7.4	WCMF-FM	6.6
6 WHFM-FM	6.0	WMJQ-FM	6.4
7 WNYR-AM	5.0	WPXY-FM	5.4
8 WCMF-FM	4.9	WNYR-AM	5.1
9 WPXY-FM	4.3	WPXN-AM	4.6
10 WDKX-FM	4.3	WHFM-FM	4.5
11 WPXN-AM	4.0	WDKX-FM	3.5
12 WRLX-FM	1.5	WSAY-AM	2.8
13 WGRQ-FM	1.1	WFLC-FM	2.1
14 WBEN-FM	1.0	WBEN-FM	1.5
15 WCGR-AM	1.0	WCGR-AM	0.8

16 WFLC-FM	1.0	WBEN-AM	0.7	WMIV-FM(RL)	1.0
17 WKFM-FM	0.6	WMIV-FM	0.7	WKBW-AM(R)	0.8
18 WWMG-AM	0.6	WKBW-AM	0.5	WBEN-FM(R)	0.6
19 WMIV-FM	0.6	WGVA-AM	0.5	WACK-AM(AC)	0.5
20 WHEN-AM	0.5	WDNY-AM	0.5	WSYR-FM(A)	0.5
21 WSAY-AM	0.5	WWMG-AM	0.5	WRLX-FM(BM)	0.5
22 WSYR-FM	0.5	WSYR-FM	0.5	WGVA-AM(AC)	0.4
23 WECQ-FM	0.3	WWMG-AM(RL)	0.4		
24		WGRQ-FM(A)	0.4		

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	M	Mon-Sun 6AM-Mid	F
1 WCMF-FM	1 WVOR-FM	1 WEZO-FM	1 WEZO-FM
2 WMJQ-FM	2 WHFM-FM	2 WVOR-FM	2 WVOR-FM
3 WVOR-FM	3 WPXY-FM	3 WHAM-AM	3 WBBF-AM

Spring '81 Market Overview

One of the most interesting aspects of the spring sweep in the Sacramento metro had to do with something that *didn't* happen — **Arbitron** almost, but not quite, delisted stations **KROY-AM & FM**. According to Arbitron's explanation printed in the local market report, the firm believes that the estimates for KROY-AM & FM "may be subject to bias that is not present in estimates for other stations." This is due to a feeling by Arbitron that the stations ran on-air announcements and advertisements that violated the company's diary distortion policy. Except for "extenuating circumstances," the ratings firm states, KROY-AM &

FM would have been delisted, the first such instance since the spring of 1978.

Remaining the leader in the Sacramento area was **KZAP**, an AOR entity. Increases in the station's young adult male audience, especially in AM drive and midday, helped it improve over last fall's numbers. Less was spent by KZAP on outside advertising, but on-air contests and promotions were spotlighted. A sports car was given away, as well as a raft a day for 100 days.

The other major success story this sweep was the continued rise of **KSFM**. This CHR station posted its fourth up book in a row, although no

dollars were spent on external advertising on the station's behalf. Staff changes on-air were numerous, yet KSFM was able to score demos that allowed the station to rank in the top three among women 18-34 and 25-54, and also show in the top three for men 18-34. One reason for KSFM's success this book was that **Bill Manders** was upped from MD to PD, and he had the station picking up on new music sooner than had been the case earlier.

When reviewing estimates in this Sacramento book you may want to keep in mind that overall in-tab was up 14% over last spring, 37% over last fall.

Audience Composition Analysis

AGE	KZAP-FM : AOR
12-17	39.4%
18-24	38.3%
25-34	17.8%
35-44	2.2%
45-54	1.7%
55+	0.6%
12+ TOTAL	18,000

Mins/Day Listened: 101
Turnover: 10.7

AGE	KEWT-FM : BM
12-17	0.0%
18-24	3.4%
25-34	8.0%
35-44	13.8%
45-54	25.3%
55+	49.4%
12+ TOTAL	8,700

Mins/Day Listened: 92
Turnover: 11.8

AGE	KGNR-AM : T
12-17	1.4%
18-24	4.2%
25-34	8.5%
35-44	19.7%
45-54	19.7%
55+	46.5%
12+ TOTAL	7,100

Mins/Day Listened: 64
Turnover: 16.8

AGE	KROY-FM : AOR
12-17	5.3%
18-24	33.3%
25-34	52.6%
35-44	3.5%
45-54	1.8%
55+	3.5%
12+ TOTAL	5,700

Mins/Day Listened: 55
Turnover: 19.6

AGE	KWOD-FM : AC
12-17	4.8%
18-24	45.2%
25-34	31.0%
35-44	7.1%
45-54	11.9%
55+	0.0%
12+ TOTAL	4,200

Mins/Day Listened: 51
Turnover: 21.0

AGE	KRAK-AM : C
12-17	1.8%
18-24	7.9%
25-34	10.5%
35-44	27.2%
45-54	29.8%
55+	22.8%
12+ TOTAL	11,400

Mins/Day Listened: 88
Turnover: 12.3

AGE	KXOA-FM : AOR
12-17	3.8%
18-24	26.5%
25-34	47.0%
35-44	7.2%
45-54	9.6%
55+	6.0%
12+ TOTAL	8,300

Mins/Day Listened: 77
Turnover: 13.9

AGE	KCTC-FM : BM
12-17	2.9%
18-24	7.1%
25-34	15.7%
35-44	25.7%
45-54	25.7%
55+	22.9%
12+ TOTAL	7,000

Mins/Day Listened: 84
Turnover: 12.8

AGE	KFBK-AM : N
12-17	0.0%
18-24	2.0%
25-34	11.8%
35-44	7.8%
45-54	37.3%
55+	41.2%
12+ TOTAL	5,100

Mins/Day Listened: 52
Turnover: 20.6

AGE	KGO-AM : N
12-17	0.0%
18-24	4.8%
25-34	4.8%
35-44	19.0%
45-54	26.2%
55+	45.2%
12+ TOTAL	4,200

Mins/Day Listened: 82
Turnover: 13.2

AGE	KHYL-FM : O
12-17	0.0%
18-24	16.9%
25-34	49.2%
35-44	18.6%
45-54	11.9%
55+	3.4%
12+ TOTAL	5,900

Mins/Day Listened: 68
Turnover: 15.9

AGE	KPOP-FM : B
12-17	28.0%
18-24	22.0%
25-34	36.0%
35-44	4.0%
45-54	8.0%
55+	2.0%
12+ TOTAL	5,000

Mins/Day Listened: 113
Turnover: 9.5

AGE	KGMS-AM : AC
12-17	0.0%
18-24	0.0%
25-34	7.3%
35-44	19.5%
45-54	29.3%
55+	43.9%
12+ TOTAL	4,100

Mins/Day Listened: 72
Turnover: 15.0

Format Reach

AOR	23.4
BM	14.1
R	11.3
AC	10.4
C	9.3
N	7.9
MISC	6.4
T	5.2
O	4.3
B	3.6
RL	2.0
S	1.4
BB	0.7

Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 8521

	Spring '80	Fall '80	Spring '81
1 KZAP-FM	14.6	KZAP-FM	12.2 KZAP-FM(A) 13.1
2 KEWT-FM	10.7	KRAK-AM	9.0 KRAK-AM(C) 8.3
3 KRAK-AM	6.4	KEWT-FM	7.3 KSFM-FM(R) 7.9
4 KGNR-AM	6.1	KGNR-AM	6.7 KEWT-FM(BM) 6.3
5 KXOA-FM	5.5	KSFM-FM	6.2 KXOA-FM(A) 6.1
6 KCTC-FM	5.3	KFBK-AM	5.5 KGNR-AM(T) 5.2
7 KSFM-FM	5.1	KXOA-FM	5.5 KCTC-FM(BM) 5.1
8 KHYL-FM	4.8	KHYL-FM	5.1 KHYL-FM(O) 4.3
9 KROY-AM	4.4	KCTC-FM	4.7 KROY-FM(A) 4.2
10 KFBK-AM	4.0	KAER-FM	4.0 KFBK-AM(N) 3.7
11 KWOD-FM	3.6	KGMS-AM	3.7 KPOP-FM(B) 3.6
12 KPOP-AM	2.8	KROY-FM	3.4 KWOD-FM(AC) 3.1
13 KGMS-AM	2.7	KWOD-FM	3.2 KGO-AM(N) 3.1
14 KROY-AM	2.5	KFRC-AM	2.8 KGMS-AM(AC) 3.0
15 KAER-FM	2.4	KGO-AM	2.2 KAER-FM(BM) 2.7
16 KFRC-AM	2.2	KROY-AM	1.9 KROY-AM(R) 2.2

17 KGO-AM	2.1 KPOP-FM	1.7 KXOA-AM(AC) 1.9
18 KNBR-AM	1.8 KYLO-FM	1.6 KNBR-AM(AC) 1.8
19 KXOA-AM	1.5 KAH1-AM	1.3 KPIP-AM(S) 1.4
20 KPIP-FM	1.2 KNBR-AM	1.0 KFRC-AM(R) 1.2
21 KF1A-AM	1.1 KF1A-AM	1.0 KEBR-FM(RL) 1.1
22 KCBS-AM	0.8 KXOA-AM	1.0 KCBS-AM(N) 1.1
23 KYLO-FM	0.8 KEBR-FM	1.0 KYLO-FM(C) 1.0
24	KJOY-AM	0.4 KF1A-AM(RL) 0.9
25	KPIP-AM	0.3 KAH1-AM(BB) 0.7
26		KSFO-AM(AC) 0.6

Demographics

Adults 18-34	Adults 25-54
Mon-Sun 6AM-Mid	Mon-Sun 6AM-Mid
M	F
1 KZAP-FM	1 KXOA-FM
2 KROY-FM	2 KSFM-FM
3 KSFM-FM	3 KZAP-FM
	3 KHYL-FM
	3 KSFM-FM

St. Louis

METRO RANK

12

Spring '81 Market Overview

In the first Quarterly Measurement sweep in St. Louis, two stations "stickered" by Arbitron for on-air diary announcements. The spring survey also had a 29% increase in diaries returned compared to the fall book, resulting in more stable estimates this time around.

It was no surprise to anyone that **KMOX** was dominant again. The Talk powerhouse achieved almost an identical overall share as in the fall.

Other success stories this survey included **KMJM** scoring another increase, its third in a row;

KSHE rebounding from a soft fall book; and better numbers for the stickered stations, **KWK** & **WWWK**.

KMJM established itself as a factor among teens, as the station rose to almost a 20 share of that demo, second only to **WWWK**. The **KMJM** numbers this book were also influenced by healthy female boosts, as the station's young adult female numbers almost doubled.

KSHE rebounded with stronger teen and male adult numbers. The increased in-tab in the market may have given more cume opportunities to

young adult men, thus helping **KSHE** reestablish itself. Besides the strong 18-24 core for the station **KSHE** also had a worthwhile percentage of its audience in the 25-34 cell.

KWK & **WWWK**, the **Doubleday** stations, were flagged by Arbitron for on-air diary announcements which, according to Arbitron, read in part, "If you get a call or survey form asking about your listening habits, it's probably us." In any case, **WWWK** grabbed over a 25 share of teens, **KWK** did well among teens also, and both stations achieved higher male numbers, especially in middays.

Audience Composition Analysis

AGE **KMOX-AM : T**

12-17	1.1%
18-24	3.2%
25-34	9.6%
35-44	16.1%
45-54	16.3%
55+	53.6%
12+ TOTAL	78,300

Mins/Day Listened: 108
Turnover: 10.0

AGE **KSHE-FM : AOR**

12-17	17.8%
18-24	45.7%
25-34	28.7%
35-44	7.0%
45-54	0.4%
55+	0.4%
12+ TOTAL	25,800

Mins/Day Listened: 92
Turnover: 11.7

AGE **KMJM-FM : B**

12-17	30.2%
18-24	30.6%
25-34	22.5%
35-44	9.0%
45-54	7.2%
55+	0.5%
12+ TOTAL	22,200

Mins/Day Listened: 93
Turnover: 11.6

AGE **WWWK-FM : AOR**

12-17	44.0%
18-24	34.5%
25-34	18.0%
35-44	2.0%
45-54	1.0%
55+	0.5%
12+ TOTAL	20,000

Mins/Day Listened: 83
Turnover: 12.9

AGE **KEZK-FM : BM**

12-17	0.5%
18-24	4.1%
25-34	14.3%
35-44	17.9%
45-54	29.6%
55+	33.7%
12+ TOTAL	19,000

Mins/Day Listened: 90
Turnover: 12.0

AGE **WIL-FM : C**

12-17	2.3%
18-24	10.9%
25-34	26.9%
35-44	26.3%
45-54	12.0%
55+	21.7%
12+ TOTAL	17,500

Mins/Day Listened: 72
Turnover: 15.0

AGE **KXOK-AM : R**

12-17	2.4%
18-24	12.4%
25-34	45.6%
35-44	21.3%
45-54	11.2%
55+	7.1%
12+ TOTAL	16,900

Mins/Day Listened: 68
Turnover: 15.8

AGE **KSLQ-FM : R**

12-17	21.8%
18-24	28.8%
25-34	22.9%
35-44	14.4%
45-54	6.5%
55+	5.9%
12+ TOTAL	15,300

Mins/Day Listened: 55
Turnover: 19.8

AGE **WRTH-AM : E**

12-17	0.7%
18-24	0.7%
25-34	7.1%
35-44	21.3%
45-54	22.7%
55+	47.5%
12+ TOTAL	14,100

Mins/Day Listened: 65
Turnover: 16.6

AGE **KSD-FM : AC**

12-17	7.9%
18-24	21.3%
25-34	38.6%
35-44	15.0%
45-54	6.3%
55+	11.0%
12+ TOTAL	12,700

Mins/Day Listened: 63
Turnover: 17.1

AGE **KSD-AM : C**

12-17	4.9%
18-24	2.5%
25-34	23.8%
35-44	22.1%
45-54	16.4%
55+	30.3%
12+ TOTAL	12,200

Mins/Day Listened: 54
Turnover: 19.9

AGE **KWK-AM : AOR**

12-17	41.0%
18-24	37.0%
25-34	21.0%
35-44	0.0%
45-54	1.0%
55+	0.0%
12+ TOTAL	10,000

Mins/Day Listened: 52
Turnover: 20.7

AGE **KMOX-FM : AC**

12-17	2.0%
18-24	19.2%
25-34	31.3%
35-44	17.2%
45-54	10.1%
55+	20.2%
12+ TOTAL	9,900

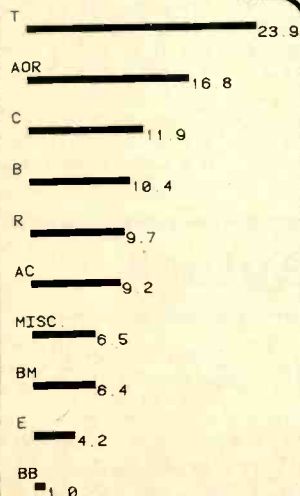
Mins/Day Listened: 50
Turnover: 21.5

AGE **WIL-AM : C**

12-17	1.2%
18-24	4.8%
25-34	17.9%
35-44	20.2%
45-54	17.9%
55+	38.1%
12+ TOTAL	8,400

Mins/Day Listened: 50
Turnover: 21.7

Format Reach



Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 19268

	Spring '80	Fall '80	Spring '81
1 KMOX-AM	21.6	KMOX-AM	23.4
2 WWWK-FM	7.8	WIL-FM	8.7
3 KSHE-FM	7.6	KEZK-FM	7.2
4 KEZK-FM	6.4	KSLQ-FM	6.2
5 WIL-FM	5.7	KSD-FM	5.1
6 WRTH-AM	5.5	KSHE-FM	5.1
7 KSLQ-FM	5.1	KMJM-FM	5.0
8 KXOK-AM	5.0	KXOK-AM	4.9
9 KMJM-FM	3.6	WWWK-FM	4.8
10 KMOX-FM	3.5	WRTH-AM	4.4
11 WIL-AM	3.3	KMOX-FM	3.6
12 KATZ-AM	2.6	WIL-AM	3.5
13 WESL-AM	2.6	KSD-AM	2.5
14 KADI-FM	2.4	WESL-AM	1.8
15 KSD-AM	2.3	KADI-FM	1.6
16 KWK-AM	2.2	KWK-AM	1.4
17 KCFM-FM	1.6	KATZ-AM	1.4

18 KADI-AM	1.4	WZEN-FM	1.0	KATZ-AM(B)	1.1
19 WZEN-FM	1.0	WIBV-AM	0.9	WEW-AM(BB)	1.0
20 WIBV-AM	0.9	WEW-AM	0.5	KCFM-FM(BM)	0.5
21 KIRL-AM	0.8	KXEN-AM	0.4	WIBV-AM(M)	0.4
22 WEW-AM	0.7	KADI-AM	0.4	KIRL-AM(C)	0.4
23 KLPW-AM	0.6	WGNU-AM	0.3	WGNU-AM(T)	0.3
24 WGNU-AM	0.3	WMRY-FM	0.3	WMRY-FM(AC)	0.3
25 KXEN-AM	0.3			KADI-AM(AC)	0.2

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	M	Mon-Sun 6AM-Mid	F
1 KSHE-FM	1	KMJM-FM	1
2 WWWK-FM	2	KSLQ-FM	2
3 KMOX-AM	3	KXOK-AM	3
ON-AIR SURVEY SPOTS BROADCAST BY:			
KWK-AM WWWK-FM			

Spring '81 Market Overview

KSL was first on the Wasatch Front, earning its best spring book in years. Also, the first Quarterly Measurement sweep in the Salt Lake City market saw an increase in usable diary return (up 33% compared to last spring), so the results from this survey are more stable and reliable than those from earlier spring surveys.

KSL extended its dominance in the metro to the point that it showed among the top three in each

of the 18-34 and 25-54 breakouts shown below. Part of the reason for KSL's success this sweep may have been a TV ad campaign; in the past, TV and billboards were used, diffusing the budget. On-air a continuous promotion, giving away trips to exotic locations, proved to be a hit among the listeners. No programming changes were made.

Number two in the market was KSFI, a Beautiful Music station. KSFI's numbers were the best the station had achieved to date, and were made

possible in part because of increased male listening in PM drive.

KALL rebounded somewhat this spring. The big jump occurred among female tuners, as the station's women shares more than doubled. The KALL increase was of such magnitude that it allowed the A/C entity to show among the top three in each of the 18-34 and 25-54 rankings listed below.

Audience Composition Analysis

AGE KSL-AM : AC
12-17 2.5%
18-24 11.6%
25-34 27.3%
35-44 21.5%
45-54 14.0%
55+ 23.1%
12+ TOTAL 12,100
Mins/Day Listened: 65
Turnover: 16.6

AGE KALL-AM : AC
12-17 1.4%
18-24 20.3%
25-34 41.9%
35-44 20.3%
45-54 13.5%
55+ 2.7%
12+ TOTAL 7,400
Mins/Day Listened: 70
Turnover: 15.5

AGE KCPX-AM : R
12-17 28.6%
18-24 30.0%
25-34 27.1%
35-44 8.6%
45-54 2.9%
55+ 2.9%
12+ TOTAL 7,000
Mins/Day Listened: 53
Turnover: 20.3

AGE KRSP-FM : R
12-17 50.0%
18-24 32.7%
25-34 11.5%
35-44 5.8%
45-54 0.0%
55+ 0.0%
12+ TOTAL 5,200
Mins/Day Listened: 56
Turnover: 19.3

AGE KISN-FM : BM
12-17 9.8%
18-24 39.0%
25-34 24.4%
35-44 19.5%
45-54 4.9%
55+ 2.4%
12+ TOTAL 4,100
Mins/Day Listened: 49
Turnover: 21.9

AGE KSFI-FM : BM
12-17 0.0%
18-24 12.0%
25-34 19.0%
35-44 16.0%
45-54 22.0%
55+ 31.0%
12+ TOTAL 10,000
Mins/Day Listened: 70
Turnover: 15.3

AGE KSOP-FM : C
12-17 11.1%
18-24 18.1%
25-34 19.4%
35-44 19.4%
45-54 15.3%
55+ 16.7%
12+ TOTAL 7,200
Mins/Day Listened: 81
Turnover: 13.4

AGE KCPX-FM : AOR
12-17 26.1%
18-24 47.8%
25-34 18.8%
35-44 7.2%
45-54 0.0%
55+ 0.0%
12+ TOTAL 6,900
Mins/Day Listened: 78
Turnover: 13.8

AGE KDAB-FM : AC
12-17 18.4%
18-24 36.7%
25-34 28.6%
35-44 8.2%
45-54 8.2%
55+ 0.0%
12+ TOTAL 4,900
Mins/Day Listened: 56
Turnover: 19.2

AGE KAYK-FM : R
12-17 38.9%
18-24 33.3%
25-34 25.0%
35-44 2.8%
45-54 0.0%
55+ 0.0%
12+ TOTAL 3,800
Mins/Day Listened: 47
Turnover: 23.0

AGE KLAB-AM : BM
12-17 0.0%
18-24 3.7%
25-34 3.7%
35-44 3.7%
45-54 19.5%
55+ 69.5%
12+ TOTAL 8,200
Mins/Day Listened: 78
Turnover: 13.8

AGE KRGO-AM : C
12-17 4.8%
18-24 6.3%
25-34 22.2%
35-44 25.4%
45-54 36.5%
55+ 4.8%
12+ TOTAL 6,300
Mins/Day Listened: 106
Turnover: 10.2

AGE KZAN-FM : C
12-17 2.2%
18-24 8.7%
25-34 21.7%
35-44 41.3%
45-54 19.6%
55+ 6.5%
12+ TOTAL 4,600
Mins/Day Listened: 114
Turnover: 9.5

AGE KSXX-AM : N
12-17 0.0%
18-24 0.0%
25-34 0.0%
35-44 0.0%
45-54 8.0%
55+ 92.0%
12+ TOTAL 2,500
Mins/Day Listened: 70
Turnover: 15.4

Format Reach

AC 27.8
BM 21.3
C 18.9
R 16.2
AOR 6.3
MISC 3.4
N 3.3
BB 1.5
J 0.8
RL 0.5

Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 7180

	Spring '80	Fall '80	Spring '81
1 KSL -AM	8.5	KSL -AM	11.1
2 KCPX-FM	8.5	KSFI-FM	8.9
3 KALL-AM	7.7	KCPX-AM	8.1
4 KLAB-AM	6.6	KLAB-AM	8.0
5 KSOP-FM	6.6	KCPX-FM	6.3
6 KALL-FM	6.1	KSOP-FM	5.9
7 KSFI-FM	6.0	KRSP-FM	4.9
8 KCPX-AM	5.8	KALL-AM	4.5
9 KRSP-FM	4.9	KALL-FM	4.3
10 KRGO-AM	4.4	KSXX-AM	4.1
11 KDAB-FM	4.3	KDAB-FM	3.6
12 KSXX-AM	3.8	KRGO-AM	3.6
13 KISN-FM	2.9	KISN-FM	3.5
14 KZAN-FM	2.8	KZAN-FM	3.3
15 KRSP-AM	2.7	KAYK-FM	2.0
16 KPRQ-AM	2.5	KRSP-AM	1.9

17 KWMS-AM	1.6	KSOP-AM	1.9	KJQN-AM(R)	1.7
18 KAYK-FM	1.5	KLO -AM	1.7	KSOP-AM(C)	1.6
19 KJQN-AM	1.4	KWMS-AM	1.5	KWHO-FM(BB)	1.5
20 KWHO-FM	1.3	KPRQ-AM	1.2	KPRQ-AM(AC)	1.2
21 KSOP-AM	1.3	KJQN-AM	1.1	KWMS-AM(N)	1.0
22 KLO -AM	1.1	KWHO-FM	1.0	KRMQ-FM(J)	0.8
23 KSVN-AM	1.0	KSVN-AM	0.9	KSVN-AM(C)	0.7
24		KWHO-AM	0.7	KANN-AM(RL)	0.5
25		KCGL-FM	0.6	KLO -AM(AC)	0.5
26		KDOT-AM	0.3	KCGL-FM(BM)	0.4
27				KQPD-FM(BM)	0.4

Demographics

Adults 18-34	Adults 25-54
Mon-Sun 6AM-Mid	Mon-Sun 6AM-Mid
M	F
1 KCPX-FM	1 KSL -AM
2 KALL-AM	2 KCPX-AM
3 KSL -AM	3 KALL-AM
1 KRGO-AM	1 KSL -AM
2 KSGO -AM	2 KSFI-FM
3 KALL-AM	3 KALL-AM

San Antonio

METRO RANK **38**

Spring '81 Market Overview

Balance is the key word to keep in mind as you analyze the spring Quarterly Measurement results from the San Antonio metro. Balance was the key to the success of **KTSA**, allowing the station to lead in three of the four ranking breakouts listed below. The 18-44 balance for **KTSA** was perhaps the most ideal seen this spring in any market for any station, and enabled the station to score prominently in 1834 and 25-54 demos. **KTSA** earned its best overall share since 1978, and a notable increase in male listening in AM drive was

one of the major propellants.

Number two overall in the market was **KCOR**, a Hispanic language station. The Hispanic diary return was higher this survey than last spring, meaning more cume opportunities for a station such as **KCOR**. The more cume diaries returned from Hispanics, the lower each diary's value, and the more stable the ethnic estimates should be. According to population estimates used by Arbitron, approximately 45% of the San Antonio metro is Hispanic, and **KCOR** led in popularity among that group.

Just behind **KCOR** in the 12+ standings was

Country-formatted **KKYX**. The station topped the men 25-54 demo cell, and indeed scored a 100% increase in its male numbers this sweep. Midday and afternoon drive were the dayparts in which **KCOR** most dramatically achieved higher male shares.

The first QM sweep was implemented in such a way that the reliability of the data is comparable to last year. There was no huge drop or increase in sample return, and the additional Hispanic return means more reliable estimates for that portion of the community.

Audience Composition Analysis

AGE	KTSA-AM : R
12-17	16.2%
18-24	20.1%
25-34	29.2%
35-44	20.8%
45-54	10.4%
55+	3.2%
12+ TOTAL	15,400

Mins/Day Listened: 67
Turnover: 16.0

AGE	KCOR-AM : S
12-17	0.9%
18-24	5.4%
25-34	8.9%
35-44	7.1%
45-54	25.0%
55+	52.7%
12+ TOTAL	11,200

Mins/Day Listened: 125
Turnover: 8.7

AGE	KKYX-AM : C
12-17	4.5%
18-24	9.9%
25-34	12.6%
35-44	33.3%
45-54	8.1%
55+	31.5%
12+ TOTAL	11,100

Mins/Day Listened: 93
Turnover: 11.6

AGE	KQXT-FM : BM
12-17	0.9%
18-24	4.5%
25-34	17.3%
35-44	21.8%
45-54	19.1%
55+	36.4%
12+ TOTAL	11,000

Mins/Day Listened: 99
Turnover: 11.0

AGE	KTFM-FM : R
12-17	38.9%
18-24	32.4%
25-34	15.7%
35-44	10.2%
45-54	0.9%
55+	1.9%
12+ TOTAL	10,800

Mins/Day Listened: 69
Turnover: 15.7

AGE	WOAI-AM : N
12-17	0.0%
18-24	3.7%
25-34	21.0%
35-44	11.1%
45-54	14.8%
55+	49.4%
12+ TOTAL	8,100

Mins/Day Listened: 70
Turnover: 15.5

AGE	KONO-AM : AC
12-17	14.9%
18-24	17.6%
25-34	55.4%
35-44	5.4%
45-54	1.4%
55+	5.4%
12+ TOTAL	7,400

Mins/Day Listened: 62
Turnover: 17.6

AGE	KITY-FM : R
12-17	40.6%
18-24	27.5%
25-34	17.4%
35-44	8.7%
45-54	2.9%
55+	2.9%
12+ TOTAL	6,900

Mins/Day Listened: 52
Turnover: 20.7

AGE	KISS-FM : AOR
12-17	41.8%
18-24	43.3%
25-34	13.4%
35-44	1.5%
45-54	0.0%
55+	0.0%
12+ TOTAL	6,700

Mins/Day Listened: 93
Turnover: 11.7

AGE	KBUC-FM : C
12-17	1.7%
18-24	13.8%
25-34	19.0%
35-44	31.0%
45-54	15.5%
55+	19.0%
12+ TOTAL	5,800

Mins/Day Listened: 71
Turnover: 15.3

AGE	KVAR-FM : S
12-17	2.3%
18-24	18.2%
25-34	22.7%
35-44	22.7%
45-54	9.1%
55+	25.0%
12+ TOTAL	4,400

Mins/Day Listened: 90
Turnover: 12.0

AGE	KBUC-AM : C
12-17	2.3%
18-24	4.5%
25-34	22.7%
35-44	38.6%
45-54	15.9%
55+	15.9%
12+ TOTAL	4,400

Mins/Day Listened: 97
Turnover: 11.1

AGE	KCCW-AM : C
12-17	17.5%
18-24	15.0%
25-34	25.0%
35-44	35.0%
45-54	5.0%
55+	2.5%
12+ TOTAL	4,000

Mins/Day Listened: 59
Turnover: 18.2

AGE	KEDA-AM : S
12-17	0.0%
18-24	5.1%
25-34	10.3%
35-44	23.1%
45-54	28.2%
55+	33.3%
12+ TOTAL	3,900

Mins/Day Listened: 111
Turnover: 9.7

Format Reach

R	27.8
C	19.9
S	16.7
AC	9.4
BM	8.7
AOR	6.2
N	6.1
MISC.	2.2
B	2.0
CL	1.0

Share Trends

Persons 12+ Mon-Sun 6AM-Mid

POP(00): 8544

	Spring '80	Fall '80	Spring '81
1	KTSA-AM 9.1	KTSA-AM 8.9	KTSA-AM(R) 11.6
2	KCOR-AM 8.3	KTFM-FM 8.9	KCOR-AM(S) 8.5
3	KQXT-FM 8.2	KONO-AM 8.0	KKYX-AM(C) 8.4
4	KKYX-AM 7.0	KQXT-FM 7.8	KQXT-FM(BM) 8.3
5	KTFM-FM 6.8	KCOR-AM 7.6	KTFM-FM(R) 8.2
6	KITY-FM 6.7	KBUC-FM 6.0	WOAI-AM(N) 6.1
7	KEDA-AM 6.2	KKYX-AM 5.9	KONO-AM(AC) 5.6
8	WOAI-AM 5.9	WOAI-AM 5.0	KITY-FM(R) 5.2
9	KBUC-FM 5.9	KISS-FM 5.0	KISS-FM(A) 5.1
10	KISS-FM 4.2	KCCW-AM 4.6	KBUC-FM(C) 4.4
11	WOAI-FM 3.9	KITY-FM 4.4	KVAR-FM(S) 3.3
12	KONO-AM 3.4	WOAI-FM 3.3	KBUC-AM(C) 3.3
13	KCCW-AM 3.3	KVAR-FM 3.2	KCCW-AM(C) 3.0
14	KBUC-AM 2.7	KBUC-AM 2.7	KEDA-AM(S) 2.9
15	KZZY-FM 2.7	KUKA-AM 2.7	KZZY-FM(R) 2.8
16	KVAR-FM 2.7	KZZY-FM 2.6	WOAI-FM(AC) 2.0

17	KAPE-AM 2.7	KEDA-AM 2.5	KAPE-AM(B) 2.0
18	KTUF-FM 1.8	KAPE-AM 1.6	KUKA-AM(S) 1.3
19	KUKA-AM 1.7	KMAC-AM 1.2	KGNB-AM(AC) 1.2
20	KMAC-AM 1.7	KMFM-FM 1.0	KMAC-AM(A) 1.1
21	KWFM-FM 1.1	KGNB-AM 0.7	KMFM-FM(CL) 1.0
22	KGNB-AM 0.7	KTUF-FM 0.7	KWED-FM(C) 0.8
23	KWED-AM 0.5	KWED-AM 0.6	KWED-AM(S) 0.7
24	KDRY-AM 0.4	KWED-FM 0.5	KTUF-FM(AC) 0.6
25	KWED-FM 0.3		KNBT-FM(BM) 0.4

Demographics

Adults 18-34	Adults 25-54
Mon-Sun 6AM-Mid	Mon-Sun 6AM-Mid
M	F
1 KTSA-AM	1 KTSA-AM
2 KONO-AM	2 KTFM-FM
3 KISS-FM	3 KQXT-FM
	3 KCOR-AM

San Diego

METRO RANK 20

Spring '81 Market Overview

Ever since the beginning of Quarterly Measurement in San Diego last spring, in-tab figures have been declining. In the winter book the 12+ tally was 1488, down from 1664 last spring, while this spring the total was reduced to 1411. Some demos were hurt more than others by the decline. The men 18-24 total shrank in the last year from 121 to 76 usable, a 37% decline from spring to spring. The numbers in the Spring '81 report thus may be more wobbly than those in the first QM sweep last year.

Beautiful Music power **KJQY** continued to lead the market, and AOR entity **KGB-FM** maintained a steady position in second overall, tops among

young adults. In this book **KFMB**, **KPRI**, and **KCBQ** posted worthwhile gains.

KFMB has Padres baseball, and used that factor plus an increased ad budget to attain higher numbers this book. The station spent about 70% of its dollars on TV, with the balance split between busboards and billboards. Also, there was a staff change with **Mark Larson** returning to PM drive.

KPRI rebounded from a soft winter book although the station has not achieved the numbers it scored last year. Young adult males accounted for the **KPRI** resurgence this sweep, perhaps attracted by a more extensive ad campaign. The media used were newspaper and direct mail, tied into an on-air promotion "KPRI

Stash," which gave away \$50,000 worth of merchandise. Musically, this **Superstars** affiliate has mellowed its sound slightly to attract some older tuners-in. The approach may have worked, as **KPRI** shows a more notable 25-34 presence this sweep than in the fall.

KCBQ's Country format seemed to gather momentum. New PD **Bob McKay** reduced the oldies mix, and saw to it that his jocks were out among the public frequently. A big TV effort centered around the use of spots featuring **Gordon Jump** ("WKRP" 's "Big Guy"), while billboards rounded out the media campaign. Slogan for the boards was "Great City/Great Country."

Audience Composition Analysis

AGE **KJQY-FM : BM**
12-17 0.4%
18-24 1.3%
25-34 7.9%
35-44 11.8%
45-54 21.4%
55+ 57.2%
12+ TOTAL 22,900

Mins/Day Listened: 103
Turnover: 10.5

AGE **KGB-FM : AOR**
12-17 12.4%
18-24 57.4%
25-34 27.8%
35-44 0.8%
45-54 1.8%
55+ 0.0%
12+ TOTAL 16,900
Mins/Day Listened: 76
Turnover: 14.3

AGE **KFMB-AM : AC**
12-17 1.3%
18-24 9.3%
25-34 25.8%
35-44 25.8%
45-54 8.6%
55+ 29.1%
12+ TOTAL 15,100
Mins/Day Listened: 58
Turnover: 18.8

AGE **KSDO-AM : N**
12-17 1.5%
18-24 8.0%
25-34 7.3%
35-44 12.4%
45-54 29.2%
55+ 41.6%
12+ TOTAL 13,700

Mins/Day Listened: 67
Turnover: 16.2

AGE **KPRI-FM : AOR**
12-17 19.8%
18-24 55.4%
25-34 22.3%
35-44 1.7%
45-54 0.8%
55+ 0.0%
12+ TOTAL 12,100

Mins/Day Listened: 63
Turnover: 17.2

AGE **XTRA-FM : AOR**
12-17 31.8%
18-24 40.0%
25-34 25.5%
35-44 2.7%
45-54 0.8%
55+ 0.0%
12+ TOTAL 11,000
Mins/Day Listened: 56
Turnover: 19.3

AGE **KFMB-FM : AOR**
12-17 7.1%
18-24 26.3%
25-34 47.5%
35-44 9.1%
45-54 3.0%
55+ 7.1%
12+ TOTAL 9,900
Mins/Day Listened: 47
Turnover: 22.9

AGE **KFSD-FM : CL**
12-17 1.0%
18-24 3.0%
25-34 22.2%
35-44 24.2%
45-54 25.3%
55+ 24.2%
12+ TOTAL 9,900
Mins/Day Listened: 95
Turnover: 11.4

AGE **XTRA-AM : R**
12-17 28.9%
18-24 27.8%
25-34 33.0%
35-44 6.2%
45-54 2.1%
55+ 2.1%
12+ TOTAL 9,700
Mins/Day Listened: 43
Turnover: 25.3

AGE **KGB-AM : R**
12-17 30.5%
18-24 30.5%
25-34 17.9%
35-44 17.9%
45-54 2.1%
55+ 1.1%
12+ TOTAL 9,500
Mins/Day Listened: 52
Turnover: 20.9

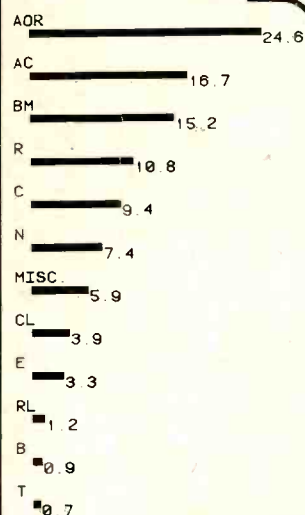
AGE **XHRM-FM : AC**
12-17 32.2%
18-24 23.0%
25-34 23.0%
35-44 12.8%
45-54 8.0%
55+ 1.1%
12+ TOTAL 8,700
Mins/Day Listened: 107
Turnover: 10.1

AGE **KCBQ-AM : C**
12-17 2.3%
18-24 16.3%
25-34 33.7%
35-44 9.3%
45-54 20.9%
55+ 17.4%
12+ TOTAL 8,600
Mins/Day Listened: 58
Turnover: 18.6

AGE **KMLQ-AM : R**
12-17 0.0%
18-24 1.2%
25-34 1.2%
35-44 13.1%
45-54 22.6%
55+ 61.9%
12+ TOTAL 8,400
Mins/Day Listened: 135
Turnover: 8.0

AGE **KEZL-FM : BM**
12-17 0.0%
18-24 4.8%
25-34 21.7%
35-44 25.3%
45-54 19.3%
55+ 28.9%
12+ TOTAL 8,300
Mins/Day Listened: 77
Turnover: 14.0

Format Reach



Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 15667

	Spring '80	Summer '80	Fall '80	Winter '81	Spring '81
1 KJQY-FM	8.4	8.4	6.5	9.3	9.0
2 KFMB-AM	7.1	7.1	6.4	7.0	6.7
3 KPRI-FM	5.6	5.6	5.4	5.8	5.3
4 KGB-FM	5.4	5.4	5.2	5.4	5.0
5 KSDO-AM	4.8	4.8	5.0	5.3	5.4
6 XTRA-FM	4.5	4.5	4.7	5.1	4.6
7 KGB-AM	4.4	4.4	4.3	4.7	3.9
8 KFMB-FM	4.2	4.2	4.1	4.7	4.0
9 KIFM-FM	3.9	3.9	3.9	4.3	4.0
10 KEZL-FM	3.8	3.8	3.9	4.0	3.9
11 KOGO-AM	3.7	3.7	3.8	4.0	3.7
12 XTRA-AM	3.4	3.4	3.7	3.2	3.4
13 KITT-FM	3.1	3.1	3.6	3.0	3.4
14 KXY-FM	3.1	3.1	3.3	2.9	3.3
15 KFSD-FM	2.9	2.9	3.1	2.9	2.7
16 KSON-AM	2.9	2.9	2.7	2.6	2.5
17 KBZT-FM	2.8	2.8	2.5	2.5	2.4
18 KNX-AM	2.7	2.7	2.4	2.3	2.3
19 KMJ-AM	2.6	2.6	2.3	2.2	2.2
20 KFI-AM	2.2	2.2	2.1	2.1	1.9
21 KCBQ-AM	2.1	2.1	2.0	2.0	1.7
22 KSON-FM	1.9	1.9	1.6	1.6	1.6
23 KIFM-FM	1.2	1.2	1.5	0.8	1.5
24 KKOS-FM	1.0	1.0	1.5	0.8	1.5
25 KABC-AM	1.0	1.0	1.3	0.8	1.0

26 KLAC-AM	0.8	0.8	0.9	0.8	0.8
27 KMLQ-AM	0.7	0.7	0.7	0.6	0.6
28 KLDE-AM	0.7	0.7	0.7	0.5	0.5
29 KBRT-AM	0.7	0.7	0.6	0.5	0.5
30 KOWN-FM	0.5	0.5	0.5	0.4	0.4
31 KMET-FM	0.5	0.5	0.5	0.4	0.4
32					
33					
34					
35					
36					
37					

Demographics

Adults 18-34 Mon-Sun 6AM-Mid
M F

Adults 25-54 Mon-Sun 6AM-Mid
M F

1 KGB -FM 1 KGB -FM 1 KFMB-AM 1 KJQY-FM
2 KPRI-FM 2 KIFM-FM 2 KFSD-FM 2 KFMB-FM
3 XTRA-FM 3 KFMB-FM 3 KJQY-FM 3 KFMB-AM

San Francisco

METRO RANK

4

Spring '81 Market Overview

Baseball proved to be a big shot in the ratings for two leading Bay Area stations, **KNBR** and **KSFO**. In addition, two key FM stations, **KIOI** and **KYUU**, showed notable growth. As far as **Arbitron** concerns go, the spring sweep appears to have been virtually a copy of the winter for in-tab and stability of estimates.

While the traditional powerhouses — **KGO**, **KSOL**, **KFRC**, and **KMEL** — continued strong,

both **KNBR** and **KSFO** had significant improvement this sweep owing to **Giants** and **A's** games respectively. **KNBR** spent several hundreds of thousands on advertising this sweep, with 90% going into TV. The **Giants** were heavily promoted in this 11-week campaign. **KSFO**, which formerly carried the **Giants**, rode the crest of "Billy Ball" as the **A's** games helped the station almost triple its nighttime shares.

KYUU and **KIOI** took slightly different roads to

success this book. **KYUU** spent all its ad dollars on TV, with heavy promotion of the station's "Montgomery Street Mysteries." Musically there were some adjustments with regard to the amount of gold played. **KIOI**, on the other hand, went through some flux with a PD change as well as the replacement of some on-air staff. New PD **Rob Sherwood**, who took over from **Rob Sisco**, implemented a more forefront approach on-air. In terms of advertising the station used a mix of 75% TV, 25% billboards.

Audience Composition Analysis

AGE **KGO-AM : T**
12-17 0.6%
18-24 2.4%
25-34 8.8%
35-44 13.1%
45-54 16.9%
55+ 58.2%
12+ TOTAL 70,300

Mins/Day Listened: 95
Turnover: 11.4

AGE **KSOL-FM : B**
12-17 39.5%
18-24 32.4%
25-34 16.3%
35-44 7.3%
45-54 4.0%
55+ 0.5%
12+ TOTAL 42,300

Mins/Day Listened: 119
Turnover: 9.1

AGE **KCBS-AM : N**
12-17 0.5%
18-24 0.5%
25-34 13.1%
35-44 10.5%
45-54 23.3%
55+ 52.1%
12+ TOTAL 38,200

Mins/Day Listened: 58
Turnover: 18.7

AGE **KSFO-AM : AC**
12-17 3.2%
18-24 7.0%
25-34 10.8%
35-44 23.7%
45-54 19.4%
55+ 35.8%
12+ TOTAL 37,100

Mins/Day Listened: 66
Turnover: 16.4

AGE **KFRC-AM : R**
12-17 38.2%
18-24 22.2%
25-34 20.5%
35-44 10.2%
45-54 5.5%
55+ 3.3%
12+ TOTAL 36,100

Mins/Day Listened: 47
Turnover: 22.8

AGE **KNBR-AM : AC**
12-17 4.9%
18-24 10.1%
25-34 21.9%
35-44 24.2%
45-54 14.1%
55+ 24.8%
12+ TOTAL 30,600
Mins/Day Listened: 53
Turnover: 20.3

AGE **KMEL-FM : AOR**
12-17 15.9%
18-24 54.5%
25-34 23.6%
35-44 5.0%
45-54 0.7%
55+ 0.3%
12+ TOTAL 30,100

Mins/Day Listened: 69
Turnover: 15.6

AGE **KYUU-FM : AC**
12-17 9.5%
18-24 22.6%
25-34 40.9%
35-44 19.9%
45-54 5.7%
55+ 1.4%
12+ TOTAL 29,600
Mins/Day Listened: 69
Turnover: 15.7

AGE **KABL-FM : BM**
12-17 0.7%
18-24 0.7%
25-34 11.0%
35-44 18.0%
45-54 14.7%
55+ 54.8%
12+ TOTAL 27,200
Mins/Day Listened: 82
Turnover: 13.1

AGE **KIOI-FM : AC**
12-17 5.7%
18-24 32.9%
25-34 38.6%
35-44 14.2%
45-54 7.3%
55+ 1.2%
12+ TOTAL 24,800
Mins/Day Listened: 62
Turnover: 17.3

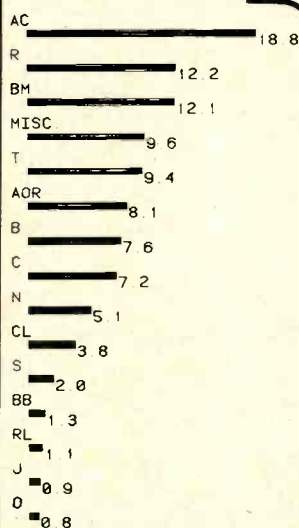
AGE **KNEW-AM : C**
12-17 2.6%
18-24 10.0%
25-34 16.5%
35-44 23.5%
45-54 14.3%
55+ 33.0%
12+ TOTAL 23,000
Mins/Day Listened: 66
Turnover: 16.4

AGE **KBLX-FM : M**
12-17 9.2%
18-24 32.7%
25-34 40.8%
35-44 14.3%
45-54 3.1%
55+ 0.0%
12+ TOTAL 19,600
Mins/Day Listened: 76
Turnover: 14.2

AGE **KOME-FM : AOR**
12-17 23.9%
18-24 51.8%
25-34 19.5%
35-44 4.6%
45-54 0.0%
55+ 0.5%
12+ TOTAL 19,500
Mins/Day Listened: 76
Turnover: 14.2

AGE **KOIT-FM : BM**
12-17 0.6%
18-24 2.4%
25-34 7.1%
35-44 23.5%
45-54 17.1%
55+ 49.4%
12+ TOTAL 17,000
Mins/Day Listened: 67
Turnover: 16.1

Format Reach



Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 43768

Spring '80 Summer '80 Fall '80 Winter '81 Spring '81

1 KGO-AM	9.0 KGO-AM	9.4 KGO-AM	9.3 KGO-AM	9.5 KGO-AM	9.4
2 KCBS-AM	5.5 KCBS-AM	5.1 KCBS-AM	7.0 KCBS-AM	6.0 KCBS-AM	5.6
3 KFOG-FM	4.7 KSOL-FM	4.8 KSOL-FM	5.1 KSOL-FM	5.7 KSOL-FM	5.1
4 KFRC-AM	4.4 KNBR-AM	4.8 KFRC-AM	5.1 KFRC-AM	4.5 KSFO-AM	5.0
5 KSOL-FM	4.3 KFRC-AM	4.0 KFRC-AM	3.5 KMEL-FM	3.9 KFRC-AM	4.8
6 KNBR-AM	4.3 KYUU-FM	3.7 KNBR-AM	3.4 KNEW-AM	3.7 KNBR-AM	4.1
7 KYUU-FM	3.6 KFOG-FM	3.7 KSFO-AM	3.2 KFOG-FM	3.6 KMEL-FM	4.0
8 KSFX-FM	3.3 KNEW-AM	3.0 KMEL-FM	3.2 KABL-AM	3.4 KYUU-FM	4.0
9 KSFO-AM	3.2 KSFO-AM	3.0 KSFX-FM	3.1 KYUU-FM	3.2 KABL-AM	3.6
10 KIOI-AM	3.1 KOME-FM	2.9 KABL-AM	3.0 KNBR-AM	2.9 KIOI-AM	3.3
11 KABL-FM	3.0 KABL-AM	2.9 KNEW-AM	3.0 KSFO-AM	2.8 KNEW-AM	3.1
12 KNEW-AM	2.9 KSFX-FM	2.9 KYUU-FM	2.9 KOME-FM	2.8 KBLX-FM	3.1
13 KIOI-FM	2.9 KIOI-FM	2.8 KBLX-FM	2.7 KBLX-FM	2.8 KOME-FM	2.6
14 KABL-AM	2.7 KABL-FM	2.7 KBLX-FM	2.6 KSFX-FM	2.8 KIOI-FM	2.5
15 KMEL-FM	2.6 KMEL-FM	2.6 KIOI-FM	2.5 KABL-FM	2.7 KABL-AM	2.2
16 KOIT-FM	2.3 KIOI-FM	2.3 KOME-FM	2.5 KOIT-FM	2.6 KFOG-FM	2.2
17 KOME-FM	1.8 KOIT-FM	2.3 KIOI-FM	2.3 KIOI-FM	2.5 KSFX-FM	2.1
18 KBLX-FM	1.8 KBLX-FM	2.3 KSAN-FM	1.9 KSAN-FM	2.1 KSAN-FM	2.1
19 KLOK-AM	1.8 KIOI-AM	2.0 KBAY-FM	1.9 KBAY-FM	1.9 KDPF-FM	1.8
20 KSAN-FM	1.7 KSAN-FM	2.0 KDI-AM	1.7 KCHI-FM	1.7 KBAY-FM	1.8
21 KCBS-FM	1.7 KBAY-FM	2.0 KEEN-AM	1.7 KLOK-AM	1.7 KDI-AM	1.6
22 KIOI-FM	1.7 KYA-FM	1.7 KLOK-AM	1.5 KDI-AM	1.5 KLOK-AM	1.6
23 KYA-FM	1.7 KMPX-FM	1.7 KYA-FM	1.4 KYA-FM	1.3 KEZR-FM	1.5
24 KBAY-FM	1.6 KDPF-FM	1.6 KEZR-FM	1.4 KYA-FM	1.2 KYA-FM	1.5
25 KYA-FM	1.6 KYA-FM	1.5 KYA-FM	1.3 KMPX-FM	1.2 KMPX-FM	1.3
26 KMPX-FM	1.6 KLOK-AM	1.5 KMPX-FM	1.2 KEEN-AM	1.2 KCBS-FM	1.2
27 KARA-FM	1.2 KSJO-FM	1.3 KSJO-FM	1.2 KEZR-FM	1.1 KEEN-AM	1.0
28 KEZR-FM	1.1 KLIV-AM	1.2 KCBS-FM	1.1 KCBS-FM	1.1 KYA-FM	1.0
29 KDPF-FM	1.1 KEEN-AM	1.0 KLIV-AM	1.1 KDPF-FM	1.1 KCHI-FM	1.0

30 KEEN-AM	1.0 KCHI-FM	1.0 KARA-FM	1.1 KSJO-FM	1.0 KJAZ-FM	0.9
31 KBRG-FM	0.9 KEZR-FM	0.9 KDPF-FM	1.0 KARA-FM	0.9 KARA-FM	0.8
32 KCHI-FM	0.8 KARA-FM	0.9 KCHI-FM	0.9 KLIV-AM	0.8 KBRG-FM	0.8
33 KSJO-FM	0.8 KCBS-FM	0.8 KBRG-FM	0.9 KFAT-FM	0.8 KSJO-FM	0.8
34 KLIV-AM	0.7 KFAT-FM	0.8 KIOI-AM	0.8 KCHI-FM	0.7 KFAX-AM	0.8
35 KIBE-AM	0.6 KJAZ-FM	0.7 KFAT-FM	0.8 KBRG-FM	0.7 KLIV-AM	0.7
36 KCHI-AM	0.6 KBRG-FM	0.6 KCHI-AM	0.8 KFAX-AM	0.6 KIOI-AM	0.7
37 KFAT-FM	0.6 KIBE-AM	0.6 KRAK-AM	0.7 KRAK-AM	0.6 KFAT-FM	0.6
38 KFAX-AM	0.5 KCHI-AM	0.6 KPNF-FM	0.5 KJAZ-FM	0.5 KTIM-FM	0.6
39 KREO-FM	0.4 KPNF-FM	0.5 KREO-FM	0.5 KTIM-FM	0.5 KCHI-AM	0.6
40 KJAZ-FM	0.4 KRAK-AM	0.5 KEAR-FM	0.4 KEAR-FM	0.5 KOPY-AM	0.5
41 KRRK-AM	0.4 KRE-AM	0.5 KFAX-AM	0.4 KIOI-AM	0.4 KPNF-FM	0.4
42 KRAK-AM	0.4 KRXV-AM	0.4 KJAZ-FM	0.4 KIBE-AM	0.3 KIBE-AM	0.4
43 KTIM-FM	0.4 KTIM-FM	0.4 KSRO-AM	0.4	0.4	
44 KPNF-FM	0.4 KEAR-FM	0.4 KZSI-FM	0.4	0.4	
45 KEAR-FM	0.3 KAZA-AM	0.3 KIBE-AM	0.4	0.4	
46	KFAX-AM	0.3			
47					

Demographics

Adults 18-34
Mon-Sun 6AM-Mid
M F

Adults 25-54
Mon-Sun 6AM-Mid
M F

1 KMEL-FM	1 KSOL-FM	1 KGO-AM	1 KGO-AM
2 KOME-FM	2 KYUU-FM	2 KSFO-AM	2 KYUU-FM
3 KIOI-FM	3 KBLX-FM	3 KNBR-AM	3 KCBS-AM

Spring '81 Market Overview

KOME, the longtime AOR, achieved perhaps its best 12+ share ever in this book, good enough to lead the San Jose metro stations and right behind **KGO** in the overall standings. With strong time spent listening figures, KOME continued to dominate the male 18-34 cell, with middays showing a very healthy increase.

Beautiful Music **KBAY** ranked second again this sweep among local stations. The station scored best among 25-54 year-olds, where the station topped both the male and female demos.

KEZR showed increased vigor this book, good for possibly its best 12+ numbers ever. The station earned a salable 18-34 core audience, with increases this book particularly coming among men. Middays appeared to be where KEZR

garnered much of its increase this book.

Two **Arbitron** methodology notes here. The total in-tab for this metro has remained relatively stable, but the Hispanic influence has increased. There were almost 100 additional diaries retrieved from the High Density Hispanic Area this spring than last spring, which could mean increased cume opportunities for stations that aimed for some Hispanic tune-in.

Audience Composition Analysis

AGE KGO-AM : T

12-17 0.7%
18-24 5.6%
25-34 8.3%
35-44 11.8%
45-54 21.5%
55+ 52.1%
12+ TOTAL 14,400
Mins/Day Listened: 87
Turnover: 12.4

AGE KOME-FM : AOR

12-17 16.7%
18-24 55.8%
25-34 22.5%
35-44 4.3%
45-54 0.0%
55+ 0.7%
12+ TOTAL 13,800
Mins/Day Listened: 91
Turnover: 11.8

AGE KBAY-FM : BM

12-17 0.9%
18-24 1.8%
25-34 17.7%
35-44 29.2%
45-54 24.8%
55+ 25.7%
12+ TOTAL 11,300
Mins/Day Listened: 85
Turnover: 12.7

AGE KEZR-FM : R

12-17 5.9%
18-24 51.0%
25-34 37.3%
35-44 5.9%
45-54 0.0%
55+ 0.0%
12+ TOTAL 10,200
Mins/Day Listened: 84
Turnover: 12.8

AGE KSOL-FM : B

12-17 38.2%
18-24 46.1%
25-34 10.8%
35-44 4.9%
45-54 0.0%
55+ 0.0%
12+ TOTAL 10,200
Mins/Day Listened: 115
Turnover: 9.4

AGE KLOK-AM : AC

12-17 6.8%
18-24 14.8%
25-34 40.9%
35-44 14.8%
45-54 12.5%
55+ 10.2%
12+ TOTAL 8,800
Mins/Day Listened: 60
Turnover: 18.0

AGE KFRC-AM : R

12-17 44.8%
18-24 26.9%
25-34 14.9%
35-44 7.5%
45-54 3.0%
55+ 3.0%
12+ TOTAL 6,700
Mins/Day Listened: 49
Turnover: 22.1

AGE KEEN-AM : C

12-17 1.6%
18-24 4.8%
25-34 24.2%
35-44 30.6%
45-54 25.8%
55+ 12.9%
12+ TOTAL 6,200
Mins/Day Listened: 78
Turnover: 13.8

AGE KCBS-AM : N

12-17 0.0%
18-24 1.6%
25-34 18.0%
35-44 19.7%
45-54 13.1%
55+ 47.5%
12+ TOTAL 6,100
Mins/Day Listened: 52
Turnover: 20.7

AGE KNBR-AM : AC

12-17 3.3%
18-24 10.0%
25-34 23.3%
35-44 33.3%
45-54 16.7%
55+ 13.3%
12+ TOTAL 6,000
Mins/Day Listened: 53
Turnover: 20.3

AGE KARA-FM : O

12-17 5.0%
18-24 21.7%
25-34 45.0%
35-44 20.0%
45-54 5.0%
55+ 3.3%
12+ TOTAL 6,000
Mins/Day Listened: 79
Turnover: 13.7

AGE KOIT-FM : BM

12-17 0.0%
18-24 1.8%
25-34 12.5%
35-44 21.4%
45-54 26.8%
55+ 37.5%
12+ TOTAL 5,600
Mins/Day Listened: 71
Turnover: 15.1

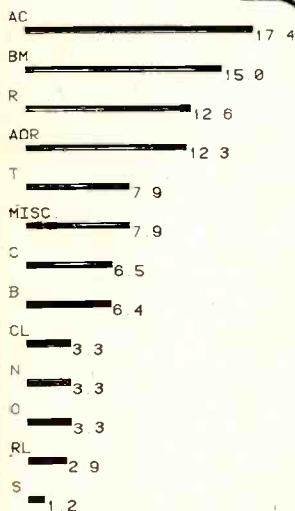
AGE KSFO-AM : AC

12-17 1.9%
18-24 5.8%
25-34 11.5%
35-44 36.5%
45-54 17.3%
55+ 26.9%
12+ TOTAL 5,200
Mins/Day Listened: 61
Turnover: 17.7

AGE KYUU-FM : AC

12-17 8.3%
18-24 22.9%
25-34 35.4%
35-44 10.4%
45-54 20.8%
55+ 2.1%
12+ TOTAL 4,800
Mins/Day Listened: 53
Turnover: 20.4

Format Reach



Share Trends

Persons 12+ Mon-Sun 6AM-Mid

POP(00): 10786

	Spring '80	Fall '80	Winter '81	Spring '81
1 KGO-AM	8.7	8.7	9.6	9.1
2 KLOK-AM	5.3	5.3	5.9	6.8
3 KOME-FM	5.0	5.0	5.7	6.0
4 KBAY-FM	4.6	4.6	5.4	5.5
5 KCBS-AM	4.4	4.4	5.1	4.9
6 KSOL-FM	4.4	4.4	4.8	4.7
7 KNBR-AM	4.1	4.1	4.4	4.1
8 KARA-FM	4.1	4.1	4.4	4.0
9 KEZR-FM	4.0	4.0	3.9	3.8
10 KYUU-FM	3.8	3.8	3.7	3.5
11 KEEN-AM	3.6	3.6	3.5	3.4
12 KFOG-FM	3.0	3.0	3.0	3.2
13 KFRC-AM	2.9	2.9	2.6	2.8
14 KOIT-FM	2.7	2.7	2.6	2.7
15 KIOI-FM	2.6	2.6	2.5	2.5
16 KSFX-FM	2.5	2.5	2.5	2.2
17 KLIV-AM	2.4	2.4	2.2	2.2
18 KSJO-FM	2.1	2.1	2.0	2.0
19 KSFO-AM	1.9	1.9	2.0	1.7
20 KABL-AM	1.9	1.9	2.0	1.7
21 KXRX-AM	1.6	1.6	1.7	1.6
22 KFAT-FM	1.6	1.6	1.6	1.3
23 KYA-AM	1.5	1.5	1.6	1.2
24 KPEN-FM	1.4	1.4	1.3	1.1
25 KNTA-AM	1.3	1.3	0.9	1.1
26 KNEW-AM	1.2	1.2	0.9	1.1
27 KIQI-AM	1.2	1.2	0.9	1.0

28 KYA-FM	1.0	1.0	0.9	1.0
29 KDFC-FM	1.0	1.0	0.8	1.0
30 KBLX-FM	1.0	1.0	0.7	0.9
31 KDIA-AM	0.9	0.9	0.7	0.9
32 KABL-FM	0.9	0.9	0.7	0.9
33 KCBS-FM	0.8	0.8	0.7	0.8
34 KMEL-FM	0.7	0.7	0.6	0.7
35 KIBE-AM	0.7	0.7	0.4	0.7
36 KDON-FM	0.7	0.7	0.4	0.6
37 KCHI-FM	0.7	0.7	0.4	0.5
38 KFAX-AM	0.7	0.7	0.4	0.5
39 KRVE-FM	0.6	0.6	0.4	0.4
40 KMPX-FM	0.5	0.5	0.4	0.4
41 KAZA-AM	0.4	0.4	0.4	0.4
42 KBRG-FM	0.4	0.4	0.4	0.4
43 KSAN-FM	0.4	0.4	0.4	0.4
44 KKH-AM	0.1	0.1	0.2	0.2

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	M	Mon-Sun 6AM-Mid	F
1 KOME-FM	1	1 KBAY-FM	1
2 KEZR-FM	2	2 KOME-FM	2
3 KFAT-FM	3	3 KLOK-AM	3
		3 KNBR-AM	3
		3 KARA-FM	3

Seattle-Everett-Tacoma

METRO RANK **15**

Spring '81 Market Overview

There was a new number one station in the Puget Sound area, as **KISW** surpassed longtime leader **KIRO** in the 12+ contest. The last two Seattle-area books have recorded sizable gains for **KISW**, apparently in recognition of the attraction of the **Burkhart-Abrams Superstars** format. In terms of external advertising, the station does very little. For the spring sweep, for example, the

ad effort relied in some newspaper placements as well as window stickers, and the giveaway of caps and T-shirts. Although **KISW** had the dominant share of teens in the market — almost one-third at any given quarter-hour — the station composition chart below shows that most of its audience was adult, albeit concentrated in the 18-24 cell.

Two other stations showed notable improvement. **KSEA**, **Bonneville's** Beautiful Music entry,

was able to reverse a multi-book share decline. The station ended up as number two among women 25-54 in this book.

KING posted its best book in years. The station's Adult Contemporary appeal attracted an audience profile almost evenly divided between the 18-24 and 25-34 cells. **KING's** male numbers in morning drive registered an especially healthy increase over previous surveys.

Audience Composition Analysis

AGE **KISW-FM : AOR**
12-17 33.8%
18-24 50.6%
25-34 12.2%
35-44 1.7%
45-54 0.0%
55+ 1.7%
12+ TOTAL 23,700
Mins/Day Listened: 105
Turnover: 10.3

AGE **KIRO-AM : N**
12-17 1.4%
18-24 5.0%
25-34 15.8%
35-44 15.3%
45-54 14.9%
55+ 47.7%
12+ TOTAL 22,200
Mins/Day Listened: 57
Turnover: 19.0

AGE **KOMO-AM : AC**
12-17 1.2%
18-24 4.0%
25-34 8.7%
35-44 24.9%
45-54 13.9%
55+ 47.4%
12+ TOTAL 17,300
Mins/Day Listened: 62
Turnover: 17.5

AGE **KSEA-FM : BM**
12-17 0.0%
18-24 4.9%
25-34 9.8%
35-44 22.4%
45-54 13.3%
55+ 49.7%
12+ TOTAL 14,300
Mins/Day Listened: 93
Turnover: 11.6

AGE **KVI-AM : N**
12-17 0.8%
18-24 4.5%
25-34 28.0%
35-44 16.7%
45-54 14.4%
55+ 35.6%
12+ TOTAL 13,200
Mins/Day Listened: 62
Turnover: 17.3

AGE **KJR-AM : R**
12-17 22.5%
18-24 28.7%
25-34 31.8%
35-44 11.6%
45-54 3.9%
55+ 1.6%
12+ TOTAL 12,900
Mins/Day Listened: 48
Turnover: 22.4

AGE **KYYX-FM : R**
12-17 19.5%
18-24 30.9%
25-34 32.5%
35-44 11.4%
45-54 3.3%
55+ 2.4%
12+ TOTAL 12,300
Mins/Day Listened: 63
Turnover: 17.0

AGE **KNBQ-FM : R**
12-17 34.5%
18-24 40.5%
25-34 17.2%
35-44 6.0%
45-54 0.9%
55+ 0.9%
12+ TOTAL 11,600
Mins/Day Listened: 79
Turnover: 13.6

AGE **KING-AM : AC**
12-17 8.0%
18-24 33.0%
25-34 35.7%
35-44 8.9%
45-54 6.3%
55+ 8.0%
12+ TOTAL 11,200
Mins/Day Listened: 49
Turnover: 22.1

AGE **KIXI-FM : AC**
12-17 10.0%
18-24 22.7%
25-34 23.6%
35-44 24.5%
45-54 10.0%
55+ 9.1%
12+ TOTAL 11,000
Mins/Day Listened: 74
Turnover: 14.6

AGE **KIXI-AM : BM**
12-17 0.0%
18-24 0.0%
25-34 2.2%
35-44 5.6%
45-54 23.3%
55+ 68.9%
12+ TOTAL 9,000
Mins/Day Listened: 87
Turnover: 12.4

AGE **KPLZ-FM : R**
12-17 8.1%
18-24 27.9%
25-34 54.7%
35-44 4.7%
45-54 4.7%
55+ 0.0%
12+ TOTAL 8,600
Mins/Day Listened: 70
Turnover: 15.5

AGE **KZAM-FM : AOR**
12-17 0.0%
18-24 32.9%
25-34 59.2%
35-44 6.6%
45-54 0.0%
55+ 1.3%
12+ TOTAL 7,600
Mins/Day Listened: 61
Turnover: 17.7

AGE **KMPS-AM : C**
12-17 1.4%
18-24 6.9%
25-34 15.3%
35-44 20.8%
45-54 34.7%
55+ 20.8%
12+ TOTAL 7,200
Mins/Day Listened: 64
Turnover: 17.0

Format Reach

R 19.8
AC 15.3
AOR 14.3
N 14.1
BM 13.4
C 9.1
MISC 5.1
RL 3.7
D 2.4
CL 2.3
B 0.5

Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 17659

	Spring '80	Fall '80	Spring '81
1 KIRO-AM	8.9	KIRO-AM	10.6 KISW-FM(A) 8.6
2 KOMO-AM	7.8	KOMO-AM	8.3 KIRO-AM(N) 8.1
3 KSEA-FM	5.9	KISW-FM	7.3 KOMO-AM(AC) 6.3
4 KISW-FM	5.7	KJR-AM	5.2 KSEA-FM(BM) 5.2
5 KJR-AM	4.9	KSEA-FM	4.8 KVI-AM(N) 4.8
6 KPLZ-FM	4.6	KYYX-FM	4.3 KJR-AM(R) 4.7
7 KZAM-FM	4.6	KPLZ-FM	3.9 KYYX-FM(R) 4.5
8 KVI-AM	4.0	KZAM-FM	3.6 KNBQ-FM(R) 4.2
9 KBRD-FM	3.8	KEZX-FM	3.5 KING-AM(AC) 4.1
10 KZOK-FM	3.7	KING-AM	3.5 KIXI-FM(AC) 4.0
11 KYYX-FM	3.7	KIXI-AM	3.4 KIXI-AM(BM) 3.3
12 KEZX-FM	3.7	KIXI-FM	2.9 KPLZ-FM(R) 3.1
13 KING-AM	3.4	KMPS-AM	2.9 KZAM-FM(A) 2.8
14 KMPS-FM	3.1	KZOK-FM	2.9 KMPS-AM(C) 2.6
15 KNBQ-FM	2.7	KNBQ-FM	2.9 KMPS-FM(C) 2.6
16 KIXI-AM	2.6	KMPS-FM	2.5 KEZX-FM(BM) 2.5
17 KIXI-FM	2.5	KING-FM	2.5 KBRD-FM(BM) 2.4
18 KMPS-AM	2.5	KVI-AM	2.4 KXA-AM(O) 2.4
19 KING-FM	2.1	KTAC-AM	2.3 KING-FM(CL) 2.3
20 KBIQ-FM	2.0	KBRD-FM	2.2 KZOK-FM(A) 2.3

21 KTAC-AM	1.8 KAYO-AM	1.9 KBLE-FM(R) 1.9
22 KYAC-AM	1.8 KXA-AM	1.8 KBIQ-FM(RL) 1.8
23 KGDN-AM	1.5 KBIQ-FM	1.4 KRPM-FM(C) 1.7
24 KAYO-AM	1.3 KRPM-FM	1.0 KGDN-AM(RL) 1.6
25 KWWZ-AM	1.2 KGDN-AM	0.9 KTAC-AM(R) 1.4
26 KXA-AM	1.0 KYAC-AM	0.8 KAYO-AM(N) 1.2
27 KMO-AM	0.8 KTNT-AM	0.8 KWWZ-AM(C) 1.2
28 KZOK-AM	0.8 KWWZ-AM	0.7 KMO-AM(C) 1.0
29 KTNT-AM	0.8 KZOK-AM	0.7 KEX-AM(AC) 0.5
30 KRPM-FM	0.4 KRKO-AM	0.6 KKFV-AM(B) 0.5
31	KGO-AM	0.4 KZOK-AM(A) 0.4
32	KRPM-AM	0.4 KTNT-AM(AC) 0.4
33		KBLE-AM(RL) 0.3
34		KZAM-AM(A) 0.2

Demographics

Adults 18-34 Mon-Sun 6AM-Mid M F
Adults 25-54 Mon-Sun 6AM-Mid M F

1 KISW-FM	1 KING-AM	1 KIRO-AM	1 KIRO-AM
2 KYYX-FM	2 KJR-AM	2 KOMO-AM	2 KSEA-FM
3 KZAM-FM	3 KISW-FM	3 KVI-AM	3 KOMO-AM

Tampa-St. Petersburg

METRO RANK

21

Spring '81 Market Overview

WWBA retained its hold on the top slot in the Tampa Bay area and became the only station to achieve a double-digit share level this sweep. **WQYK** rebounded from a soft winter book, and **WQXM** and **WRBQ** continued to rise in popularity.

The **WQYK** resurgence resulted to some extent from listener loyalty to the station, as measured by time spent listening comparisons (see chart

below). **WQYK** topped the metro in this regard. The station achieved its best morning drive numbers ever while managing to offer a more balanced 18-54 audience composition profile than its major Country competitor, **WSUN**.

WRBQ's CHR format has attracted more and more tuners-in over the last several sweeps. The station sported a healthy 18-34 core, made major gains among female listeners in the market, and posted significant increases, especially in midday

and PM drive. Besides its good young adult profile, **WRBQ** was a close number two in teens, just behind **WQXM**.

WQXM is the leading AOR property in the area and led in the teen cell with almost a 25 share. While having a notable presence in the teen category, **WQXM** had a core 18-24 audience, and that audience — especially the young males — has been steadily growing for the last three surveys.

Audience Composition Analysis

AGE WWBA-FM : BM

12-17 1.1%
18-24 2.6%
25-34 5.7%
35-44 5.3%
45-54 7.2%
55+ 78.1%
12+ TOTAL 26,500

Mins/Day Listened: 112
Turnover: 9.6

AGE WQYK-FM : C

12-17 4.7%
18-24 11.1%
25-34 17.9%
35-44 20.9%
45-54 18.4%
55+ 26.9%
12+ TOTAL 23,400

Mins/Day Listened: 117
Turnover: 9.2

AGE WRBQ-FM : R

12-17 18.8%
18-24 30.0%
25-34 30.5%
35-44 13.9%
45-54 3.6%
55+ 3.1%
12+ TOTAL 22,300

Mins/Day Listened: 99
Turnover: 10.9

AGE WJYW-FM : BM

12-17 0.0%
18-24 3.1%
25-34 9.7%
35-44 19.9%
45-54 10.7%
55+ 56.6%
12+ TOTAL 19,600

Mins/Day Listened: 96
Turnover: 11.3

AGE WQXM-FM : AOR

12-17 28.2%
18-24 49.4%
25-34 17.2%
35-44 4.6%
45-54 0.0%
55+ 0.6%
12+ TOTAL 17,400

Mins/Day Listened: 106
Turnover: 10.2

AGE WSUN-AM : C

12-17 0.6%
18-24 7.5%
25-34 5.2%
35-44 7.5%
45-54 12.7%
55+ 66.5%
12+ TOTAL 17,300

Mins/Day Listened: 81
Turnover: 13.3

AGE WCKX-FM : R

12-17 23.2%
18-24 20.5%
25-34 33.1%
35-44 11.3%
45-54 5.3%
55+ 6.6%
12+ TOTAL 15,100

Mins/Day Listened: 94
Turnover: 11.5

AGE WFLA-FM : BM

12-17 0.0%
18-24 0.8%
25-34 3.1%
35-44 7.0%
45-54 13.3%
55+ 75.8%
12+ TOTAL 12,800

Mins/Day Listened: 82
Turnover: 13.2

AGE WFLA-AM : AC

12-17 1.0%
18-24 1.9%
25-34 14.6%
35-44 15.5%
45-54 11.7%
55+ 55.3%
12+ TOTAL 10,300

Mins/Day Listened: 56
Turnover: 19.3

AGE WYNF-FM : AOR

12-17 13.3%
18-24 50.0%
25-34 28.9%
35-44 5.6%
45-54 0.0%
55+ 2.2%
12+ TOTAL 9,000

Mins/Day Listened: 81
Turnover: 13.4

AGE WPLP-AM : T

12-17 0.0%
18-24 0.0%
25-34 1.4%
35-44 5.7%
45-54 1.4%
55+ 91.4%
12+ TOTAL 7,000

Mins/Day Listened: 82
Turnover: 13.1

AGE WTAN-AM : AC

12-17 0.0%
18-24 0.0%
25-34 0.0%
35-44 3.3%
45-54 19.7%
55+ 77.0%
12+ TOTAL 6,100

Mins/Day Listened: 109
Turnover: 9.9

AGE WTMP-AM : B

12-17 21.7%
18-24 10.8%
25-34 20.5%
35-44 15.7%
45-54 24.1%
55+ 7.2%
12+ TOTAL 8,300

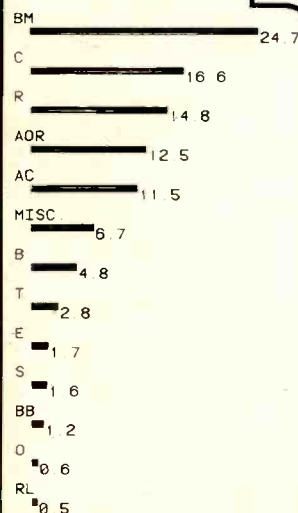
Mins/Day Listened: 113
Turnover: 9.6

AGE WDAE-AM : AC

12-17 1.7%
18-24 5.1%
25-34 11.9%
35-44 16.9%
45-54 18.6%
55+ 45.8%
12+ TOTAL 5,900

Mins/Day Listened: 56
Turnover: 19.2

Format Reach



Share Trends

Persons 12+ Mon-Sun 6AM-Mid
POP(00): 13714

	Spring '80	Fall '80	Winter '81	Spring '81
1	WWBA-FM 10.8	WWBA-FM 10.6	WWBA-FM 9.6	WWBA-FM (BM) 10.5
2	WJYW-FM 7.4	WQYK-FM 9.7	WJYW-FM 9.1	WQYK-FM (C) 9.3
3	WSUN-AM 6.8	WJYW-FM 7.3	WCKX-FM 8.2	WRBQ-FM (R) 8.8
4	WQXM-FM 6.8	WSUN-AM 6.5	WQYK-FM 8.1	WJYW-FM (BM) 7.8
5	WRBQ-FM 6.5	WFLA-FM 6.0	WSUN-AM 6.3	WQXM-FM (A) 6.9
6	WFLA-FM 6.2	WCKX-FM 5.9	WRBQ-FM 6.1	WSUN-AM (C) 6.9
7	WQYK-FM 6.2	WFLA-FM 5.7	WQXM-FM 5.9	WCKX-FM (R) 6.0
8	WCKX-FM 5.8	WRBQ-FM 5.5	WFLA-FM 5.5	WFLA-FM (BM) 5.1
9	WFLA-FM 5.4	WQXM-FM 4.6	WFLA-FM 5.0	WFLA-FM (AC) 4.1
10	WWBA-AM 4.3	WWBA-AM 4.2	WYNF-FM (A) 4.4	WYNF-FM (A) 3.6
11	WDAE-AM 3.7	WDAE-AM 4.1	WYNF-FM 3.7	WTMP-AM (B) 3.3
12	WPLP-AM 3.5	WYNF-FM 3.9	WPLP-AM 3.3	WPLP-AM (T) 2.8
13	WLCY-AM 3.1	WLCY-AM 2.7	WDAE-AM 2.8	WTAN-AM (AC) 2.4
14	WSRZ-FM 2.5	WPLP-AM 2.7	WSRZ-FM 2.2	WDAE-AM (AC) 2.3
15	WYNF-FM 2.4	WSRZ-FM 2.4	WLCY-AM 2.1	WLCY-AM (AC) 2.3
16	WTMP-AM 2.3	WTMP-AM 2.1	WGUL-AM 2.1	WSRZ-FM (A) 2.0
17	WGUL-AM 1.8	WGUL-AM 1.8	WTMP-AM 2.0	WWLF-AM (E) 1.7
18	WDUV-FM 1.1	WTAN-AM 1.6	WTAN-AM 1.3	WYOU-AM (S) 1.6
19	WAZE-AM 0.8	WRXB-AM 0.7	WRXB-AM 1.0	WRXB-AM (B) 1.5

20 WTAN-AM	0.7	WYOU-AM	0.7	WPAS-AM	0.6	WGUL-AM (BB)	1.2
21 WRXB-AM	0.7	WDUV-FM	0.7	WHS-FM	0.6	WDUV-FM (BM)	0.7
22 WSOL-AM	0.6	WHS-FM	0.6	WDUV-FM	0.5	WPSO-FM (O)	0.6
23 WSST-AM	0.6	WPLA-AM	0.5	WINQ-AM	0.5	WHS-FM (BM)	0.6
24 WPLA-AM	0.5	WAZE-AM	0.4	WPLA-AM	0.4	WINQ-AM (RL)	0.5
25 WINQ-AM	0.4	WTIS-AM	0.3	WSST-AM	0.4	WPLA-AM (C)	0.4
26 WTIS-AM	0.3	WPSO-FM	0.3	WTIS-AM	0.3	WAZE-AM (AC)	0.4
27				WPSO-FM	0.3		

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	M	Mon-Sun 6AM-Mid	F
1 WQXM-FM	1 WRBQ-FM	1 WQYK-FM	1 WQYK-FM
2 WRBQ-FM	2 WCKX-FM	2 WRBQ-FM	2 WRBQ-FM
3 WYNF-FM	3 WQYK-FM	3 WJYW-FM	3 WCKX-FM

Washington, D.C.

METRO RANK



Spring '81 Market Overview

The second QM sweep in DC was relatively stable in comparison with the winter sweep, but there was a difference in men 25-34. In the winter book there were 193 in-tab diaries in this cell, but in the spring there were 233, a 20% increase. Stations that appeal to men 25-34 had more cume opportunities and the chance for more stable numbers this book.

While a number of the leading stations in the market experienced slippage, two success stories stood out. **WPGC-AM & FM** went past **WRQX** in the hot CHR battle, and **WWDC-FM** virtually

doubled its previous numbers to go to the head of the AOR class.

WPGC-AM & FM rebounded from a soft winter book with gains especially notable among female listeners. The stations gave away \$50,000 through callouts, and concentrated their advertising efforts on direct mail and TV. No programming changes were made this survey. As an interesting comparison, look at the audience composition graphs below for **WPGC** and for **WRQX** and note how congruent they are.

The AOR scene in Washington is in a state of flux which may lead to the audience composition

for **WRQX** changing over the next few months. As **Doubleday** prepares to take over **WAVA**, **WRQX** is moving into "Phase 2," a format evolution aimed at heading off the type of damage **Doubleday** did to **ABC's WRIF** in Detroit. Perhaps the key player in all this is the new AOR leader in the spring, **WWDC-FM (DC101)**. New PD **Denise Oliver** moved down the road from Baltimore and successfully rebuilt the perennial DC AOR kingpin. The gains were most dramatic among teens, where **WWDC-FM** became the leader with more than a 23 share. As in the case of many successful AOR's, the 12-17 and 18-24 audiences comprised nearly equal parts of **WWDC-FM's** appeal.

Audience Composition Analysis

AGE	WMAL-AM : AC
12-17	1.7%
18-24	4.8%
25-34	7.4%
35-44	29.3%
45-54	26.8%
55+	29.9%
12+ TOTAL	35,100
Mins/Day Listened:	69
Turnover:	15.6

AGE	WGAY-FM : BM
12-17	0.7%
18-24	3.4%
25-34	12.7%
35-44	11.3%
45-54	33.6%
55+	38.4%
12+ TOTAL	29,200
Mins/Day Listened:	82
Turnover:	13.2

AGE	WRQX-FM : R
12-17	27.0%
18-24	33.7%
25-34	28.1%
35-44	7.0%
45-54	3.7%
55+	0.4%
12+ TOTAL	27,000
Mins/Day Listened:	71
Turnover:	15.3

AGE	WPGC-FM : R
12-17	23.0%
18-24	30.7%
25-34	28.4%
35-44	9.2%
45-54	6.1%
55+	2.7%
12+ TOTAL	26,100
Mins/Day Listened:	66
Turnover:	16.5

AGE	WKYS-FM : B
12-17	15.0%
18-24	35.0%
25-34	30.5%
35-44	13.0%
45-54	4.5%
55+	2.0%
12+ TOTAL	24,600
Mins/Day Listened:	68
Turnover:	15.9

AGE	WWDC-FM : AOR
12-17	38.0%
18-24	38.8%
25-34	21.6%
35-44	1.2%
45-54	0.0%
55+	0.4%
12+ TOTAL	24,500
Mins/Day Listened:	68
Turnover:	15.8

AGE	WASH-FM : AC
12-17	0.5%
18-24	16.5%
25-34	50.5%
35-44	20.9%
45-54	8.7%
55+	2.9%
12+ TOTAL	20,600
Mins/Day Listened:	78
Turnover:	13.8

AGE	WHUR-FM : B
12-17	7.5%
18-24	32.6%
25-34	32.6%
35-44	18.2%
45-54	7.0%
55+	2.1%
12+ TOTAL	18,700
Mins/Day Listened:	61
Turnover:	17.7

AGE	WAVA-FM : AOR
12-17	18.7%
18-24	54.4%
25-34	22.0%
35-44	4.4%
45-54	0.5%
55+	0.0%
12+ TOTAL	18,200
Mins/Day Listened:	68
Turnover:	15.9

AGE	WRC-AM : T
12-17	0.0%
18-24	3.9%
25-34	10.5%
35-44	8.3%
45-54	15.5%
55+	81.9%
12+ TOTAL	18,100
Mins/Day Listened:	85
Turnover:	12.7

AGE	WMZQ-FM : C
12-17	1.2%
18-24	19.0%
25-34	17.3%
35-44	25.6%
45-54	21.4%
55+	15.5%
12+ TOTAL	16,800
Mins/Day Listened:	97
Turnover:	11.2

AGE	WOOK-FM : B
12-17	21.3%
18-24	34.7%
25-34	28.0%
35-44	6.7%
45-54	7.3%
55+	2.0%
12+ TOTAL	15,000
Mins/Day Listened:	59
Turnover:	18.3

AGE	WJMD-FM : AC
12-17	0.7%
18-24	22.8%
25-34	51.0%
35-44	13.4%
45-54	9.4%
55+	2.7%
12+ TOTAL	14,900
Mins/Day Listened:	69
Turnover:	15.7

AGE	WTOP-AM : N
12-17	4.8%
18-24	2.4%
25-34	11.1%
35-44	11.9%
45-54	11.9%
55+	57.9%
12+ TOTAL	12,600
Mins/Day Listened:	52
Turnover:	20.8

Format Reach

AC	17.2
B	15.0
R	13.9
AOR	12.2
BM	10.7
MISC.	9.3
C	8.3
T	4.4
N	3.1
CL	3.0
RL	2.0
BB	0.9

Share Trends

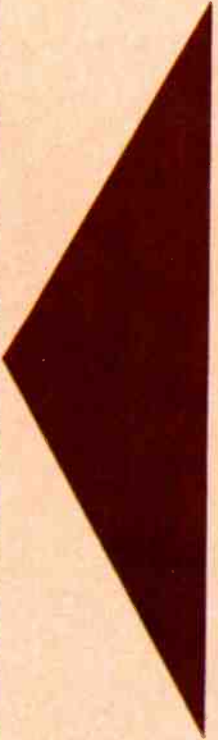
Persons 12+ Mon-Sun 6AM-Mid
POP(00): 25250

	Spring '80	Fall '80	Winter '81	Spring '81
1 WMAL-AM	10.3	10.9	10.9	11.1
2 WRQX-FM	7.9	7.9	8.2	8.6
3 WPGC-FM	7.5	7.5	7.2	8.0
4 WKYS-FM	6.2	6.2	7.0	6.9
5 WGAY-FM	5.6	5.6	6.7	6.3
6 WASH-FM	4.9	4.9	6.2	5.1
7 WAVA-FM	4.5	4.5	5.8	4.8
8 WTOP-AM	4.2	4.2	4.7	4.1
9 WOOK-FM	4.1	4.1	3.6	3.6
10 WHUR-FM	3.8	3.8	3.5	3.5
11 WRC-AM	3.8	3.8	3.5	3.2
12 WMZQ-FM	3.7	3.7	2.7	3.1
13 WJMD-FM	3.6	3.6	2.6	3.0
14 WWDC-FM	3.0	3.0	2.3	2.8
15 WGMS-FM	2.3	2.3	2.3	2.4
16 WYCB-AM	2.2	2.2	2.1	2.2
17 WOL-AM	1.4	1.4	1.8	2.2
18 WUST-AM	1.3	1.3	1.5	2.0
19 WFS-FM	1.3	1.3	1.4	1.6
20 WPKX-AM	1.3	1.3	1.2	1.1

21 WEZR-FM	1.2	1.1	1.1	0.9
22 WWDC-AM	1.0	1.0	1.0	0.9
23 WPGC-AM	0.9	0.9	0.9	0.8
24 WKXX-FM	0.9	0.9	0.9	0.7
25 WEAM-AM	0.8	0.8	0.8	0.7
26 WGMS-AM	0.8	0.8	0.8	0.7
27 WFS1-FM	0.6	0.6	0.6	0.6
28 WGAY-AM	0.5	0.5	0.5	0.4
29 WLIF-FM	0.3	0.3	0.4	0.3
30 WFAZ-AM	0.3	0.3	0.1	0.1
31 WXTN-FM	0.3	0.3	0.3	0.3
32 WSMO-AM	0.2	0.2	0.2	0.2

Demographics

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	F	Mon-Sun 6AM-Mid	F
1 WWDC-FM	1 WPGC-FM	1 WMAL-AM	1 WMAL-AM
2 WRQX-FM	2 WKYS-FM	2 WASH-FM	2 WGAY-FM
3 WAVA-FM	3 WRQX-FM	3 WMZQ-FM	3 WASH-FM



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SUNDAY
Sept. 13th

Bkfst _____

9 _____

10 _____

11 _____

Lunch _____

2 _____

3 _____

4 _____

5 _____

6 _____

Dinner _____

NOTES

MONDAY
Sept. 14th

Bkfst _____

9 _____

10 _____

11 _____

Lunch _____

2 _____

3 _____

4 _____

5 _____

6 _____

Dinner _____

NOTES

TUESDAY
Sept. 15th

Bkfst _____

9 _____

10 _____

11 _____

Lunch _____

2 _____

3 _____

4 _____

5 _____

6 _____

Dinner _____

NOTES

WEDNESDAY
Sept. 16th

Bkfst _____

9 _____

10 _____

11 _____

Lunch _____

2 _____

3 _____

4 _____

5 _____

6 _____

Dinner _____

NOTES

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