



COMPLETE ANALYSIS OF 176 MARKETS • 1978-1980 RATINGS TRENDS

FORMAT CHARTS FOR ALL MARKETS • INTERVIEWS

NATIONAL TOP 10 FORMAT RANKINGS • TOP DRIVE-TIME PERSONALITIES

WE HAVE NEW MUSIC TO SHOUT ABOUT.

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World Radio History

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Welcome to the R&R Ratings Report, 1980, Volume I. We thank you for your appreciative response to the two 1979 volumes, and we trust you'll find this version useful also.

Some interesting highlights were noted as we were putting together this volume. Quarterly Measurement, **Arbitron**'s 12-week long spring survey system, was expanded to cover the top three markets and their subsidiary markets. Quarterly Measurement is being introduced to more

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markets this fall, and by next spring every Arbitron syndicated market will have the longer surveys. Also, Expanded Sample Frame was introduced into markets ranked 34-53 this sweep. The ramifications of that move were apparent in markets where AOR, ethnic and Country stations saw enhanced numbers and where Beautiful Music stations often suffered.

There are some new features in this edition of the Ratings Report. Included are two informative interviews with key Arbitron figures — Mike Membrado, the head of Arbitron Radio, and George Nicholaw, Chairman of the Radio Advisory Council. There are ratings breakouts for two new markets - Riverside-San Bernardino and Johnstown - and we've added some formulas requested by many readers. Finally, with Arbitron's permission, we were able to include actual audience estimates in the Drive Time Dominators section, allowing readers a numerical basis for comparing the pulling power of key personalities.

Our exclusive features continue: overviews of the ratings stories in the top 100 markets, market and regional format preference chart breakouts, and multi-book trend data for all applicable markets, 174 in number.

A most hearty thanks to **Gil Bond** and the **Market Buy Market** staff. Gil and his crew recomputed their data base to make it equate to Arbitron's, and this time-consuming effort is appreciated. Thanks for

the immense efforts of the people here at R&R as well. And special thanks are not enough for Associate Editor Linda Moshontz's indispensable contributions. As always, Art Director Richard Zumwalt and R&R's production staff did a magnificent job in transforming this publication into final form. And thanks again to you. You readers make all this effort worthwhile. Here's hoping you get much use and enjoyment from this edition.

- Jhan Hiber

Format Codes

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

Market Overviews

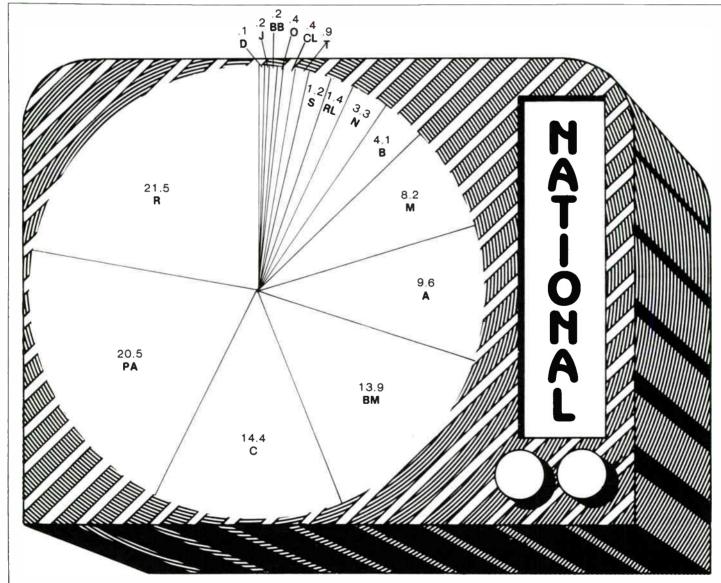
The information contained in the market overviews for the top 100 markets is obtained from a variety of sources, including the stations themselves. R&R reserves the right to exercise our editorial judgment regarding which stations are mentioned in the overviews and the information mentioned on each market.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

This data is copyrighted by Arbitron. Non-subscribers to Arbitron syndicated radio service may not reprint or use this information in any form.

National Format Preference Chart

R&R has received requests to compile and publish data on musical preferences and include that information in our **Ratings Report**. Below is the national chart showing how each major format fared among ther 177 **Arbitron** markets measured in the fall sweep. We hope you will find this useful for a quick look at preferences in radio usage nationwide.

In addition to this national chart, the following page shows differences in radio usage among the four regions of the country. The regions used are comparable to the regions used by our format editors for their reporters. Each market in the respective region was tallied, using the market pie-charts, to develop the regional charts. The regional data was then used to compile the national chart you see below.



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



MCA RECORDS





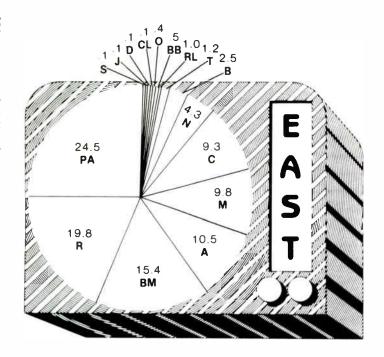


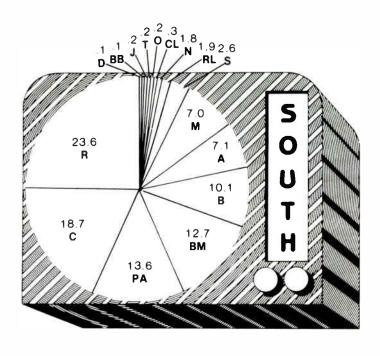




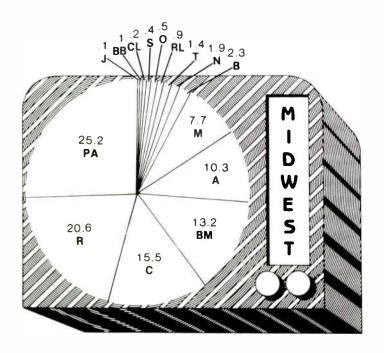


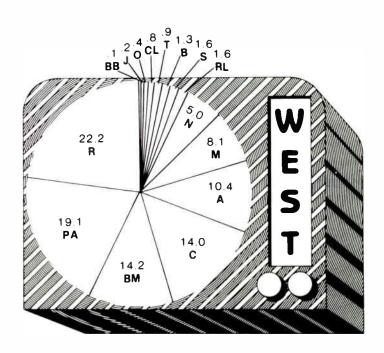






Regional Format Preference Charts





BONNEVILLE ANNOUNCES:

TOTALLY TAILORED FORMAT

00 AH 3450 KI 8100 AZ	MODELLY, ANGUST 25, 1982 STRANGES IN THE RESIST - FRANK SIRKERA	2:21 (:10)
1458 KI BING AZ	STRANGES IN THE ATOM - PRANK SIRKTRA	
8100 AZ	STRANGES IN THE REGIST - FRANK SINGTEA	
	THE MACH PERSON - THE REE SEES	MINE COST
BLIS AV	SIGNAT PART OF ME - AMBRIDIA	4:00 (:24)
500E AZ	TIN HER - AMERICA	3(2) ((16)
EC07 NZ	I CAN'T TOLL TOO WIT - EASES.	4:56 (122)
MODE AZ	ALL COST OF LOVE - ADD SUPPLY	3:56 [1313]
4910 52	WE CHEST MODE - STEETE WHERE	2:50 (:08)
8056 AL	2 MEET TO BE IN LINE + CARPENTERS	.1:46 (HV):
1407 42	THE B LITTLE MEYTHM - BLE THOMEON	3:22 (+14)
M182.32	SALA NOS - DONES ANNION	3:29 [113]
OE90 44	IF THE LEASE WE NOW - CHICAGO	3:49 (:08)
HI27 DE	THAT LIBERY YOU TEXTEN! MOATH - EMPYLOU HARRIS &	sint [108]
CHEATER	DRIDE LAST, MAIN, CHART BAYS OF SOMES - ANY COLD	3:30 (:00)
1227.42	REMOVERABLE - LITTLE RIVER BAND	4:01 (:20)
18 00%	STREET OF THE PROOF STREET	3(3) (:33)
4102 AL	NAME AND RESTRICT OF THE PARTY STATES AND PARTY.	0589 (106)
DEPS AT	SEPTEMBER MAIN - NETL DEMINE	3:47 (:09)
with At	NO SOLAT SO LONG - DOMEN MANAGES	3:24 (107)
ATTE AL	ADMIN I COLL FOR YOU - LEWIS WOLCH	2:31 (:00)
1469 82	MONOR DOLL IT BETTS - CARLY SINCE	men don't
E139-81	HORE FOR 1 ATM COMMES	5:34 (129)
HIP AL	Ministry - Places & som	3/51 (112)
1002 67	7(19000 - 1004	3:55 (:11)
100	COURT MANY - RESILTE DUPPER	3527 (129)
4141-41	ET NESER BALISE EN SOUTHERN CALIFORNIA - ALESET HAMOUR	2:46 (:15)

Revolution in Programming

WHAT IS IT?

A computerized management system for music that has harnessed the infinite possibilities of the computer to totally tailor a format capable of working for any station, any format, anywhere.

WHY IS IT

You may have an individualized, station-bystation system to shape programming. This gives you maximum control of your own programming... management control.

DO I NEED IT? A recent study just concluthat "one out of every six

A recent study just concluded that "one out of every six listeners has no favorite radio station." With Bonneville's new system, you can cope with changes and deliver a strong competitive edge.

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Bonneville will provide (1) A comprehensive analysis of your market, (2) An evaluation of your complete technical facilities, (3) A reference frame for your music library, (4) Complete format guidance and critiques, (5) A daily, 24-hour music log/playlist, and (6) Promotional guidance.

EACH STATION Rotation INDIVIDUALLY Cross-ove Familiari

Cross-over leaning
Familiarity factors
Dayparting
Intensity
Tempo
Length
Artist separation
and more

HOW IS MUSIC SELECTED? Only after we analyze your

Only after we analyze your market and determine your target audience do we begin to select the music. The music is constantly updated based on your local market feedback, but also factored by national trends.

CAN BONNEVILLE GUARANTEE PROGRAM CONTINUITY?

Not only do we pay strict attention to the flow of the entire programming mix, but also, music rotation is controlled by computer on a day-to-day, week-by-week basis. Personnel may come and go, but we remain as a stable and constant programming resource.



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Glossary Of Terms

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

AM-FM Totals

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

Area Of Dominant Influence (ADI)

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

Audience Trends

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

Average Quarter-Hour Persons

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

Average Quarter-Hour Rating

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

Average Quarter-Hour Share

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

Away-From-Home Listening

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

Cume Persons

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

Cume Rating

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

Cume Daypart Combinations

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

Daypart

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

Dayparts Average & Cume

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

Demographic Categories

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

Exclusive Cume Listening

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

Expanded Sample Frame (ESF)

Arbitron methodolgy for retrieving survey data from households with unlisted phones. Designed to improve survey coverage of listeners from both ends of the economic spectrum, particularly minorities, it is now being used in more than 50 markets as of April 1980.

High Density Ethnic Areas

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

Hour-By-Hour Estimates

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

Get to the heart of your Country audience with the hottest new promotion



Now your station can capture the hearts of all those Country listeners with a hot new promotion package – including a dynamic TV spot – that ties their lifestyle and their music together. We call it "Livin' the Music," and when we say it will get their attention...that's no bull. To find out how your station can take advantage of this sure-fire audience builder, call Lance Simpson at American Image in Nashville.

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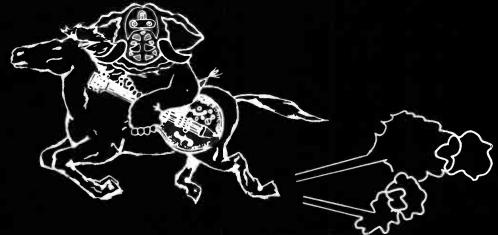
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THE ROCK & ROLL ZOO RIDES AGAIN



KZEW 98 FM

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Glossary Of Terms

In-Tab Sample

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

Metro Survey Area (MSA, Metro)

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

Metro And ADI Totals

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

Quarterly Measurement

A new Arbitron survey technique covering 10 and 12-week sweedps rather tha four-week surveys. Begun in A/M '78 in Seattle and New Orleans, the technique is now used in 22 markets. By Spring '81 all markets will have Quarterly Measurement.

Sampling Unit

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

New Formulas For Ratings Report

Question: How to calculate the number of diaries returned from each demographic cell?

Answer: Multiply the percent of unweighted in-tab contributed by the discrete demo times the total in-tab for the market. The figure derived is the number of usable diaries returned and used to project audience estimates for the relevant audience cell.

Formula:

Unweighted in-tab figures for the relevant demo (from page three of your local market report)

Total market in-tab.

Example:

Men 18-24 percent of unweighted in-tab is 7.9% Total metro in-tab (12+) is 928 Therefore,

 $928 \times 7.9\% = 73.3$

or 73 diaries were returned and used to project ratings for men 18-24 in the relevant market. Performing these computations for every audience cell will allow you to determine where there were areas of heavier or lighter return from survey to survey. The fewer the diaries that were used to project audience estimates, the less stable those estimates.

Population Estimates/ Sample Distribution Page

This page of an Arbitron market report presents the readwith an estimate of the total population of each Arbitron demigraphic group for the TSA, MSA, and ADI, and each demographic's percentage of the total 12+ population. Also presente is the percentage in each demographic for unweighted In-Ta Sample, and for weighted In-Tab Sample. This first figure give the reader the percentage of diaries returned in a demographic as compared to that demographic's actual percentage of the 12+ population (example: Men 18-24 could account for 10.19 of the population in the MSA, but only 7.9% of the In-Tab Diar Sample). The weighted In-Tab Sample figure is the same as the percentage of the 12+ population for any given demographic and is the result of Arbitron's statistical procedures to adjust the weight of diaries within a demographic. Figures are also liste for total numbers of diaries placed and returned.

Target Audience Estimates

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

Total Survey Area (TSA)

All Metro counties plus all other counties in which there is significant listening to stations located in the Metro. Significant listening is basically defined as counties in which 10% of the Cume listenership is to stations in the Metro being measured.

Universe

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

Question: How can you calculate the impact of processing errors made by Arbitron in the compilation of your ratings?

Answer: Perform a post-survey diary review in Laurel. When going through the diaries in Laurel, use the following formula to compute how significant an error, when discovered, may be.

Formula:

Number of quarter hours affected by the error

the PPDV (cume diary value) of the diary in question.

Divide that figure by the number of quarter hours in the relevant affected daypart(s).

Example:

If an error costs your station 10 quarter hours credit in AM drive, and the diary value in the demo is 1421, then the figures would read:

10 X 1421

= 177.6

80 (number of quarter hours M-F, 6-10am) In other words this diary entry, if handled properly, would have added approximately 178 (rounded off by Arbitron to 200) average persons to the relevant demo's total in AM drive. If your station received no other entries in the diary, you might be entitled to add the cume value (1421, or approximately 1400) to the respective demographic's cume total for your station.

NEIL DIAMOND



COMING SOON FROM CAPITOL RECORDS & CASSETTES



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

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

The Key Formula

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

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

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

Stations: A; B
Demo: Adults 25-49

Daypart: Monday-Friday, 6-10am

(80 quarter hours)
Metro 12+ In-Tab: 1631
Adults 25-49 In-Tab: 630
Station Ratings In The Jan./Feb.

Report In The Specified Demol Daypart: A 4.3; B 1.9

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

Standard Error Calculation Formula

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

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

100 -4.3= 95.7 3. Determine "n" n = 630

n= in-tab sample size for the specific demographic

Page three of the Arbitron report shows the metro "percent unweighted in-tab" that each demo contributes. Since we are examining adults 25-49, just add the percent figure for the various unweighted (actual diary in-tab) demo cells — in this case men 25-34, men 35-44, men 45-49, plus the percents

for women in three cells. In this case, (J/F 79 Det ARB) we came up with 38.6% of the total 12+ in-tab of 1631, yielding 630 metro diaries that came back from adults 25-49. Try this in your market selecting a target demo and then adding up the page three unweighted figures. This determines what percent of the total in-tab came from the demo you are examining.

- 4. Determine number of quarter-hours in the specific daypart. In this case, Monday-Friday, 6-10am = 80 quarter hours.
- 5. Determine the "Statistical Efficiencies" (S.E.) From a table computed by Arbitron, and reprinted here with their permission, select the relevant demo and the correct quarter-hour total (from Step 4). You'll note that for adults 25-49, in a daypart containing 80 quarter hours, the S.E. is 2.7.
- 6. Let's now plug the above ingredients into the formula:

$$\frac{(p \times q)}{4.3 \times 95.7} = \frac{411.51}{1701} = .24$$

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

$$2 \times .489 = .98 \text{ (round off to 1.0)}$$

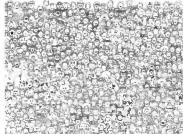
Thus, we see that station "A" 's 25-49 average adult rating in morning drive is subject to standard error of approximately 1.0, or one average rating point. We can say then that the 4.3 as shown in the book is actually 4.3 plus or minus 1.0, or 3.3 to 5.3. If we took station "B," with its 1.9 rating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

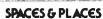
Arbitron Radio Statistical Efficiencies For Calculating Standard Error

		Efficiency of Average Ratings				Efficiency of Average Ratings							
Population	Based on Number of Quarter-Hours in Day-Part			Population		Based on Number of Quarter-Hours in Day-Part							
Group		20	80	100	160	504	Group		20	80	100	160	504
Total Persons	12+	1.2	1.9	2.0	2.1	2.4	Women	18-34	1.7	3.4	3.7	4.4	5.5
Total Adults	18+	1.3	2.0	2.1	2.3	2.6	Adults	50-84	1.5	2.7	3.0	3.4	4.3
Total Men	18+	1.4	2.5	2.8	3.2	4.1	Men	50-84	1.5	2.9	3.3	4.1	5.9
Total Women	18+	1.5	2.5	2.7	3.0	3.4	Women	50-84	1.6	2.9	3.2	3.7	4.6
Adults	18-49	1.5	2.6	2.7	3.1	3.6	Teens	12-17	2.0	4.4	4.9	5.9	7.9
Men	18-49	1.5	3.0	3.4	4.1	5.5	Adults	25.34	1.6	3.3	3.7	4.4	5.7
Women	18-49	1.6	2.9	3.2	3.6	4.3	Men	25-34	1.6	3.6	4.2	5.3	8.2
Adults	35-84	1.4	2.4	2.6	2.9	3.4	Women	25-34	1.7	3.4	3.8	4.4	4.6
Men	35 64	1.4	2.8	3.1	3.7	4.9	Adults	16-34	1.6	3.9	4.3	5.2	7.0
Women	35-64	1.6	2.8	3.0	3.4	4.1	Men	18-24	1.7	4.3	4.9	6.3	9.9
Adults	25.49	1.5	2.7	2.9	3.3	3.9	Women	18-24	1.9	3.9	4.3	5.1	6.6
Men	25-49	1.5	3.0	3.4	4.2	5.7	Adults	35-44	1.55	3.09	3.40	4.05	5.29
Women	25-49	1.6	3.0	3.2	3.7	4.5	Men	35-44	1.49	3.27	3.70	4.69	7.09
Adults	50+	1.5	2.6	2.7	3.1	3.8	Women	35-44	1.64	3.22	3.53	4.14	5.26
Men	50+	1.4	2.8	3.1	3.8	5.3	Adults	45-54	1,53	2.96	3.26	3.86	5.0
Women	50+	1.6	2.8	3.0	3.5	4.2	Men	45-54	1.46	3.10	3.50	4.42	6.60
Adults	35-49	1.5	2.8	3.1	3.6	4.5	Women	45-54	1.62	3.11	3.39	3.97	5.0
Men	35-49	1.5	3.1	3.5	4.3	6.2	Adults	55-84	1.53	2.91	3.19	3.79	4.9
Women	35.49	1.6	3.1	3.3	3.9	4.8	Men	55-84	1.46	3.01	3.39	4.27	6.4
Adults	18-34	1.6	3.2	3.5	4.1	5.2	Women	55-84	1.62	3.05	3.32	3.88	4.9
Men	18-34	1.6	3.7	4.2	5.3	7.8							





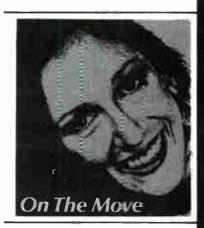




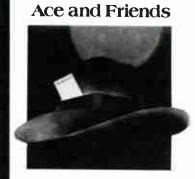




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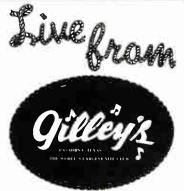
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DR. DEMENTO







UPERSTAR SPECIALS

The Rolling Stones.
Off The Record with
Mary Turner

Arbitron's Mike Membrado

Mike Membrado recently replaced Rick Aurichio as VP/GM of Arbitron's Radio Division. As such, he determines much about the future of the radio industry. The R&R Ratings Report is an ideally-suited vehicle for his first in-depth interview.

Membrado, who spent most of his career on the TV side of the business, talks about changes at Arbitron, his management style, and the future of radio measurement in the 80's. One of the topics discussed — that of delaying adding data on working women or in-car measurement — has become a reality since the interview was conducted. At the recent Advisory Council meeting, Arbitron announced that it wanted to further research whether to add data on these areas.

R&R: What has been the most difficult adjustment you've had to make coming to **Arbitron Radio** from a longtime TV background?

MM: I don't know that it's fair to say "difficult adjustment." I think in this position I have to understand the multiplicity of radio stations, the fact that some are really struggling for national business, and the urgency they feel about Arbitron Radio.

R&R: Now that you've been in the radio job for several months, has it been established what your priorities will be for the next year or two?

MM: They have been established, and were established by my predecessor, from what we've learned internally and what you hear in the industry, judgment — good judgment — levied. The improvement of the Arbitron services has been on the drawing board and will continue for the next two or three years, and for the moment there seems to be general agreement that what we're doing is what we ought to be doing in the way of good research.

Improvement Priorities

R&R: Can you be more specific about your priorities for improvement?

MM: ESF continues and will be in place everywhere by sometime in 1982. Quarterly measurement becomes a fait accompli for the whole country, effective January 1. I don't want to put words in anyone's mouth but I have not heard any negative response to Quarterly Measurement anywhere in the industry.



MM: I don't think so. The professional research people that work for Arbitron are convinced that the diary is the most accurate and best way to measure radio audiences.

R&R: What steps are ahead in the next few years that will increase the reliability of the estimates?

MM: We currently have standard procedures — TR (telephone retrieval) and the personal placement

"The diary is the most accurate and best way to measure radio audiences."

Everybody seems to believe this is inherently better research, so that's there. Our research department is constantly investigating way to improve our research techniques, specifically the diary — we are constantly evaluating whether it is the best diary. There are going to be some changes this fall. "We're doing a series of things constantly trying to improve the research to best ascertain what the radio audience is.

R&R: As we look at the decade of the 80's, have you been able in your short tenure to form a future vision for radio measurement?

MM: I think a decade is a long time for me to speculate.

R&R: Has Arbitron gone beyond 1982 when ESF will be in place in all syndicated markets?

MM: There is an outside possibility we will continue to investigate the single-person-per-household diary concept. From a practical point of view I can't tell you right now whether we can afford to do it, or whether the industry will pay for it, and I can't tell you honestly that it is better research than what we are currently doing, but it is conceivable that if you are talking long-term that this is the way radio research may be going.

R&R: Do you think there is a possibility that a new measurement instrument will be utilized by Arbitron this decade, other than the diary?

and retrieval of diaries in Hispanic homes. Our investigation of the propriety of that method of getting radio audiences into the book has gone on for six or seven years. We may be coming to a point where we have sufficient evidence to come to a conclusion on telephone retrieval and personal placement and retrieval. We might say we know that this is the best way to do it. Or we may say that we think we've found another way more suitable for the accurate measurement of black and Hispanic audiences.

R&R: Are you referring to the differential survey treatment?

R&R: I am, and the results at this moment are inconclusive

R&R: when do you think research could be concluded on this so that Arbitron can announce yea or nay on differential survey treatment?

MM: We hope that in the next two months our research staff can look at the weight of evidence from six years of research and will be able to make a precise recommendation as to what we ought to do and even when it would be most suitable to do it.

Sales Challenges In The 80's

R&R: How do you think Arbitron can help radio sales meet the challenges of the 80's?

MM: I don't want to sound too idealistic but I'll give you what I think. We do "how to use" courses throughout the land, almost for any group that wants them. We will establish in the fourth quarter of this year the Arbitron Rating Workshop. The intent of all of this effort is to make radio broadcasters aware of what we do, how better to understand and use the data we provide, and how better to translate that data into dollars — because without that the whole exercise is pointless. The concept of this entire procedure is to say to a radio broadcaster, "Follow my pattern, interpret the data this way, and you can turn around and sell an advertiser more effectively than before," because maybe this is something he hasn't seen before.

R&R: Do you see a way that Arbitron results can be presented in a more understandable form to a local advertiser? A retailer, for example.

MM: I think we might get agreement that the current local market report is not ideal and maybe contains too much information. It has come to pass because certain aspects of the industry have requested certain data, and that data has been added, etc. We would very much like to fully examine the content of the book and the way it's laid out, but it will take a while because it's a major project to reevaluate entirely and maybe do a revision of the report. But to be honest, we have to go to every segment of our marketplace, get their feedback, and then find some major areas of agreement before we could revise the local market report.

R&R: Do you think that **Qualidata** — which provides qualitative information for a market — will ever seep down into the markets outside the top 20? Does Arbitron have a plan for that so local advertisers will have additional information on which to base their buying decisions?

MM: No plans at the moment. We are going to do nine markets and anticipate the maximum will be 20, perhaps on an erroneous supposition that there will be no interest below market 20. I don't know what the interest will be in the medium and smaller markets.

R&R: Do you think national radio ad dollars are going to remain stable or do you see a decrease during the 80's?

MM: To be honest with you I don't understand the pattern of radio ad expenditures. Logic will tell you that when times are tough there is a drop in the amount of TV expenditures — and you would expect that there would be a converse increase in the amount of radio expenditures. Sometimes that happens, but sometimes radio suffers also. There isn't any pattern, so I don't know the answer to the question. However, radio has survived handily with 13% increases in the last few years — and I don't see anything that would change that.

R&R: There are those that charge that the Arbitron report is not a viable local sales tool, that the system is geared to the major national ad agencies and clients. Do you feel this is a valid claim?

MM: I doubt it because I suspect there are some aspects of the market report that are usable on a local basis, to show an advertiser the benefits of a station. Understand that there has been a conceptual change. It used to be, in both TV and radio, that no local salesperson ever looked at the ratings book. You sold on your good looks and the ability to buy a drink once in a while. That concept finally changed because everyone realized that the rat-



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Membrado

Continued from Page 12

ings are here to stay, they seem to reflect the audience, therefore we had better learn to understand what these books are saying. Local TV salespeople and in major radio markets, are getting more use from the books.

R&R: Are there any plans at Arbitron to help radio deal with competitive media, especially the local newspapers?

MM: Beyond Qualidata, there is nothing on the drawing board at this time.

Diary Improvements Coming

R&R: Do you have any idea when the diary will be changed to incorporate an additional column that will capture listening away from home and in a vehicle?

MM: No, and the other area we may look at is working women. We will go to the industry — the Advisory Council, RAB Goals, but I don't think we are even in a position to recomment that we go to the changes until the research suggests that we do it.

R&R: On both the working women and the vehicles situation, is additional research still needed, in your opinion?

MM: I think so. I don't think we've come to a final conclusion on either issue.

R&R: With regard to Quarterly Measurement, it appears that in the Spring sweep there was tremendous oversample in the top three markets. Does Arbitron intend to keep or strive for in-tab goals as high as they were in the spring, or is there going to be a reduction down to more normal in-tab figures?

MM: We are proposing sample size increases in most markets across the country, but I am sure that even with the increase in samples it probably will not go back to the levels achieved this past sweep, especially in Chicago, for example. That was simple error on our part.

R&R: Will you be a visible spokesperson for Arbitron and for radio?

MM: Yes, but I'm going to need a wee bit of time. There are aspects that I'll be asked to speak on that I'm not currently competent . . . to speak on. Nobody wants to stand up and be a goddamn fool. But I hope to be the Arbitron spokesman any number of places, any number of times. I'll address myself to those subjects that I'm comfortable with, and defer to my associates on those items that I'm not comfortable with.

calls per year — will be originated in a center at Laurel. There will be direct supervision by professionals, I hope. How far it goes depends on the success of the first one. Eventually we may go to two or three centers.

R&R: Do you have any timetable as to when this might get rolling?

MM: I hope we can get it early next year.

R&R: Diary security, media affiliation, survey intrusion are constant problems. Do you have any ideas as to how this problem can be alleviated?

MM: We are working on one solution. A research test was just completed in which we measured the benefit of asking the media affiliation question up front during the placement phone call. I don't have a memo from them saying what we should or should not do in this area, but my supposition is that we may wish to introduce the media affiliation question in our first phone call.

Contract Pricing

R&R: Given the context of the current hassle over the new Arbitron rate card and contract, do you think an alternative pricing policy may be available in the 80's? For example, as **Dick Logan** mentioned recently to me, might it make sense to price according to the station's gross revenues annually?

MM: We are not wedded to the highest open minute rate concept currently in use. We have said

why we do it. I don't think our clients are ever go ing to agree that we are always correct because we come from different positions, but we're in a business where we can't have too many secrets. We're going to tell you what we're doing, what we are thinking of doing before it gets set in concrete, and we're going to communicate as best we can.

R&R: For those that want to communicate witl Arbitron Radio, with you, how would you sugges they do that?

MM: It's a good question. You have my guaran tee that anyone who writes here will get a response as thoughtful as we can get back to them.

R&R: In a timely fashion?

MM: Not as timely as I'd like! But there is an acknowledgement within 48 hours that we have a least gotten the letter and are looking into it.

R&R: How do you see the relationship between Arbitron Radio under your guidance, and the Arbitron Radio Advisory Council?

MM: I think the association is based on mutua respect. They don't pull any punches. The counci has been contributors to any number of changes in Arbitron services, and that is a fact. That's a good relationship.

R&R: Are you going to be encouraging more guests, more input from people not on the council?

MM: That decision is made by the council itself R&R: What about the concept of having some

"The current local market report is not ideal and maybe contains too much information."

to the industry that if they have any suggestions that have merit, we will gladly entertain and examine those ideas. Ain't nothing coming back. Now, as far as Dick's concept is concerned, sure, it's feasible to evolve a revenue structure based on station billing, but how do you ascertain for a fact what that station's billing was for the previous year? It would be preferable if that information came from a governmental agency, stated as a fact. We don't even know if the government would even give us the information.

R&R: What do you see ahead as the revenue guidelines that will be coming down from Control Data? Using today's rate as an index of 100, what will broadcasters be paying Aribtron in the next five to ten years.

MM: This is a highly sensitive point. It is the prime concern of radio broadcasters and we are hy-

one at Laurel with a communications background to act as a referee or ombudsman, resolving production conflicts as they arise?

MM: It is worth looking into.

R&R: There is much that the TV AID system does that is not available yet on radio AID. Do you foresee a time, for example, when customized demographics can be developed through the radio AIL system?

MM: I hope so, but I don't know when. We are constantly looking for ways to improve AID, and would hope that we can do it faster than we have been able to do up to now. A lot of our future de pends on how well we provide AID to our customers

R&R: Do you foresee a time in the 80's when through AID or another technique, there would be no ratings books as we now know them?

MM: It is talked about at Arbitron, it is concept ualized, and I think I'll be in a box in Woodlawn be fore it ever happens. There's a lot to be said for the emotional satisfaction of a hard copy item showing the audience figures.

R&R: There has been criticism of your appointment, given the fact that your radio experience is skimpy. How would you answer those critics?

MM: I hope I was picked because I am a broadcaster who cares about the industry, and there are some credentials, for what they're worth. When I got out of school I went to work for an agency. At that time TV was not a major factor. This agency put its young staffers to work in media research. I got to work in radio with such people as Claude Hooper It was what I did for two years, it was the first thing I did in this business, and I hope I retained some of that knowledge. I was also on the board of directors of a company (KATZ rep firm) where radio was ar integral part of our business. If my credentials are not 20 years in radio, at least they are 20 years in broadcasting with some radio background. I think am sensitive to the part that Arbitron plays in the ra dio industry.

— Jhan Hiber

"If my credentials are not 20 years in radio, at least they are 20 years in broadcasting with some radio background."

80's Timetable

R&R: Here are some possible action items for the 80's. Let's see what your thoughts might be on these areas. Improving Arbitron's field operations and survey implementation staffs — do you see any hope of going from the current decentralized setup to a more centrally organized operation, where supervision is possible?

MM: There is a list of things which I will get you which we have done to improve the quality of field interviewing in the short time that I've been here. There are 12 items on that list, from training to bonuses, to closer supervision, to education in Beltsville. You are right, this is an area of major concern, and a hell of a lot has been done to improve what we've done in this area.

As for the decentralization issue, we are in the slow process of developing WATS centers, from which a substantial number — in excess of a million

persensitive to it. I don't know that I can answer you in terms of revenues or profit margins. What is pertinent is that we do not intend to take advantage of the position in which we find ourselves in the radio research field. The rate increases that will be going into effect are literally for improved service — ESF, Quarterly measurement, and additional sample — so there is an increase, but you get something for it. I hope that is the philosophy we can follow over the years.

Management Style

R&R: What credo would you like to leave with our readers regarding how Arbitron radio will function under your tutelage?

MM: I say this, and I mean it: we will be as open with anybody — subscriber, non-subscriber — as we conceivably can be. You know what our procedures are, what our edit rules are. Whatever we do is fair game. We'll be glad to talk about, tell people



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George Nicholaw Arbitron Radio Advisory Council Chairman

George Nicholaw, VP/GM of KNX/Los Angeles (a CBS O&O), was recently elected chairman of the Arbitron Radio Advisory Council. Nicholaw, who succeeded Ed Christian of WNIC-AM-FM/Detroit, has been Chairman for about six months, so we thought it would be a good time to get his thoughts on the role of the Council, assess the job it's doing, and obtain his opinions about Arbitron.

R&R: George, what would you say is the major goal of the Council under your chairmanship?

GN: We would like to try and help subscribers deal with what they perceive as inadequacies in Arbitron's system of audience measurement. Some specific concerns deal with diary placement and retrieval, sampling persons in groups quarters like dorms and military installations, and the viability of Expanded Sample Frane and Quarterly Measurement.

visory body to Arbitron. We can only hope to sometimes force them to reevaluate ways of dealing with the questions and problems that are brought before us. We try to cover problems that affect subscribers and nonsubscribers alike. After all, a problem now faced by a nonsubscriber may soon be faced by a subscriber.

R&R: What if the station that's brought a problem to its representatives on the Council is not satisfied with the outcome of the Council/Arbitron discussions?

"The perfect thing would be for Arbitron to survey every market 365 days per year."

R&R: What about the issue of rates that stations pay to Arbitron?

GN: On legal advice neither we nor Arbitron can discuss financial aspects of the company. Thus, it's not up to the Council, but to the industry as a whole, to deal with money matters with Arbitron.

Council/Arbitron Interaction

R&R: What other areas of industry/Arbitron relations do you delve into on the Council and at the joint Council/Arbitron meetings four times yearly?

GN: The area of stations' issues — disagreements with Arbitron over some policy matter — is a foremost item of concern. Now, at our quarterly meetings, station issues are the very first matter on the agenda. We hope to get response from Arbitron by the third meeting day, to give us some guidelines as to what Arbitron will or will not do in the relevant case. We have made it a policy that station issues are included in the minutes of the meeting.

It is important to remember that we are only an ad-

GN: The new Broadcast Rating Council mediation procedure may help. We can't run Arbitron's business for them — all we can do is just expose them to the feelings of their subscribers and devote time to trying to find solutions to the problems.

R&R: What would you say have been the accomplishments of the Council to date?

GN: One thing we have done is make other Ar-

items, plus bringing to Arbitron's attention the station issues, have been examples of the Council at work.

Improvements Desired

R&R: What areas of improvement would you like to see Arbitron implement?

GN: The perfect thing would be for Arbitron to survey every market 365 days per year. I would like to see them move in that direction. I really would like to see consistent metro definitions be used across the country. In some areas the SMSA is used, while in others the consolidated definition is the guideline. Many people find it very difficult to accept the way new Arbitron proposals are voted upon in separate markets. Arbitron announces the outcome of a vote, but I'd like to see a rollcall vote, which would mean that Arbitron would let all subscribers know how everyone voted on a certain issue. Finally, I am disappointed that Arbitron sells, rather than gives, advance share figures to subscribers. I think all subscribers in a market should have free access to advance ratings data.

R&R: The area of Arbitron's credibility vis-a-vis the Council is an important one. How do you know that what Arbitron is saying to you and the Council is indeed the reality of the situation?

GN: It is very difficult. We try to elicit the best kind of response and analyze the data they give us.

"It is unfortunate that we in the radio industry have only one ratings service."

bitron subscribers realize that the Council was not a bad idea. The fact that it has caught on was evident in the number of persons that ran for the six openings, this past spring, on the Council. I think also that the meeting in El Paso was good in that we got Arbitron to revise its thinking on some aspects of Quarterly Measurement. The winter and summer sweeps were reduced to 10 weeks, and the dates for the fall surveys in both '80 and '81 were made congruent. These

We really aren't equipped to question them in detail, although we do have research expertise available to us in an advisory capacity.

R&R: What final word do you have for our readers?

GN: It is unfortunate that we in the radio industry have only one ratings service; it is not the best of all possible worlds. However, the Council is making an effort, and through us I would encourage the industry to flood Arbitron with input on their service.

Elementary Procedures For Market Overview

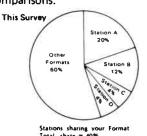
Faced with the vast array of tables and statistics in an **Arbitron** market report, many readers are intimidated or become unsure about where to begin their analysis. The following suggestions serve as a simple guide for extracting useful information about a radio station or a market as a whole from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

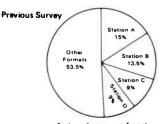
1) Examine the Audience Trends (Average Persons Share) for a specific station and its competitors.

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

3) Format shares of the market can be easily compared, too. Combine the total shares of stations sharing a format (Top 40, Beautiful Music, etc.,), and compare to a previous survey. This can be done by specific demogra-

phic group, as well. A simple "pie graph" (see below) is an easy way to make comparisons.





4) Compare changes in Exclusive Cumes for a station.

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

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



THE ARBITRON GUIDE TO THE BEASTS OF THE RATINGS JUNGLE

THE BIAS BUZZARDS

THE ARBITRON COMPANY

B a research service of CONTROL DATA CORPORATION



DESCRIPTION OF BIAS BUZZARDS: Nefarious creatures that tend to imbalance the results of television and radio surveys.

<u>HABITS</u>: The Bias Buzzards pick at the randomly placed diaries, causing the usable sample to differ from the population. Thus, some sample variables may not be in proper proportion to the market being measured. Sample variables attacked by the Bias Buzzards are:

GEOGRAPHY: Causing the % of returned diaries by county or geographic area to differ from that of the market.

<u>WEEK</u>: Causing some weeks to have a disproportionate number of returned diaries. This could affect the four week estimates reported for television viewing.

<u>AGE/SEX</u>: Causing a disproportionate number of diaries from young males to be excluded, while leaving too many from older respondents in the sample. (In television we also watch for Buzzard attacks on age of head of household.)

RACE: Causing the true representation of Blacks and Hispanics in the sample to be affected. Arbitron takes special care to achieve a proportionate response.

<u>CABLE</u>: Causing a lower rate of return in television surveys from non-cable households, bringing their representation out of line.

<u>CAUTION</u>: Unless a way is found to correct for the effect of these Bias Buzzard attacks, sample returns may not reflect the actual population.

<u>HOW TO TREAT ATTACK</u>: Since all surveys are attacked by these biases, Arbitron uses a technique called Sample Balancing. This allows the variables of a survey to be weighted to minimize the effect of the Biases. So Arbitron can help keep survey results more accurate.

For more detailed information on Bias Buzzards and other beasts in the ratings jungle, contact your Arbitron representative. **ARBITRON**

Drive-Time Dominators

Who are the top air personalities in the nation? What are the top 50 stations in morning and after-₹ noon drive? The information below gives you an overview of the dominant stations in each of radio's key periods and answers those questions.

R&R has compiled data from the A/M '80 Arbitron reports relating to the dayparts of Monday-Friday, 6-10am and 3-7pm. We have ranked stations ac-

cording to their average quarter-hour shares and 12+ cume for these dayparts. Ranks are shown with station, market, and format, plus where applicable the name of the drivetime personality. Thanks to Arbitron, we are also able to include the audience estimates in this year's edition, thus allowing readers the chance to see just how powerful each personality is.

Top 50 Average Quarter Hour Share, AM Drive

1. WWNC/Asheville (C) 2. WJBC/Bloomington, IL (PA) 3. KGBT/McAllen (S) 4. WOWO/Ft. Wayne (PA) 5. WTIC/Hartford (PA) 6. KFAB/Omaha (PA) 7. WRBQ-AM-FM/Tampa (R) 7. WMT/Cedar Rapids (PA) 9. WCCO/Minneapolis (PA) 10. WRVA/Richmond (PA) 11. WWVA/Wheeling (C) 12. KDKA/Pittsburgh (PA) 13. KMON/Great Falls (C) 14. WGEE/Green Bay (C) 15. KTWO/Casper (PA) 16. KMOX/St. Louis (T) 17. KQDI/Great Falls (R) 18. KLUR/Wichita Falls (C) 19. KWWL/Waterloo (PA) 20. WVLK/Lexington (R) 21. KATI/Casper (R) 22. WHBC/Canton (PA) 23. KSEL-AM-FM/Lubbock (R) 23. WHP/Harrisburg (PA) 25. KSOO/Sioux Falls (PA) 25. WKZO/Kalamazoo (PA) 27. KVOC/Casper (C) 28. KDAL/Duluth (PA) 29. KONA/Pasco (PA) 2 30. KOOK/Billings (R) 31. KVOL/Lafayette (R) 32. WROK/Rockford (R) 33. KYYA/Billings (R) 34. KRMG/Tulsa (PA) 34. WSYR/Syracuse (PA) 36. WGY/Schenectady (PA) 37. WELI/New Haven (PA) 37. WGBF/Evansville (R) 37. WLVA/Lynchburg (PA) 2 40. WFBG/Altoona (R) 40. WIKY-FM/Evansville (R) 42. WMAZ/Macon (PA) 43. KBOI/Boise (PA) 43. WHBF/Rock Island (C) 2

24.8

Jim Neal

43. WICC/Bridgeport (R)

47. WSBT/South Bend (PA)

49. WKEE-WHTN/Huntington (R)

46. KFGO/Fargo (C)

47. KIT/Yakima (PA)

50. WSLI/Jackson (PA)

(M	-F, 6-10am)
56.1	Scotty Rhodarmer
54.2	Don Munson
43.8	Jorge Guillen/Hugo
	De La Cruz
41.6	Bob Sievers
41.2	Bob Steele
38.1	Don Cole
37.2	Cleveland Wheeler
37.2	Jerry Carr
36.1	Charlie Boone/Roger
	Erickson
35.8	Alden Aaroe
35.1	Bud Forte
33.9	Jack Bogut
32.6	Dave Wilson
32.5	Sean Marshall
32.3	Terry Gross
31.7	Bob Hardy/Rex Davis
31.2 30.5	Mike Dalton Jim Russell
30.2	Kelly Fox
29.9	Dave Murray
29.8	Terry White
29.6	Bob Krahling
27.9	Stan Castles
27.9	Ron Drake
27.8	Wayne Pritchard
27.8	John McKay
27.4	Dick Grogg
27.3	Hunter Como
27.2	Kent Weborn
26.9	Major Dan Miller/
	Gary Prindle
26.6	Kim Canard
26.5	Bill Phillips
26.4	Kurt Anthony
26.2	John Erling
26.2	Don Dauer
26.1	John Leslie
26.0	Ron Rohmer
26.0	Steve Riley
26.0 25.7	Jackson Hill Sean McKay
25.7	Robin Luse
25.6	Bill Powell
25.4	Lon Dunn
25.4	Sam Cornette
25.4	Bill Hickok
25.3	Bill Hoverson
25.2	Bob Liddle/Dave Hanson
25.2	Jon Thompson
25.0	Steve Hayes
24.0	time Maral

Top 50 Average Quarter Hour Share, /I-F, 3-7pm)

1	2+ PM Drive	(M
1.	WBBQ-AM-FM (R)	39.5
2.	WWNC/Asheville (C)	35.3
3.	KLUR/Wichita Falls (C)	30.5
4.	KGBT/McAllen (S)	30.3
	KYYA/Billings (R)	30.3
	KATI/Casper (R)	29.7
	KTWO/Casper (PA)	28.4
	WFBG/Altoona (R)	27.7
	WQSM/Fayetteville (R)	27.3
	WIKY-FM/Evansville (PA)	26.9
	KWWL/Waterloo (PA)	26.5
	WWVA/Wheeling (C)	26.5
	KQDI/Great Falls (R)	26.1
	KVOC/Casper (C)	25.7
	WJBC/Bloomington, IL (PA)	25.0
	KWTO-FM/Springfield, MO (R)	24.7
	WPFR/Terre Haute (A)	24.4
	KTMT/Medford (BM)	24.1
	WIXX/Green Bay (R)	24.1
	WCGQ/Columbus, GA (R)	23.1 23.0
	KOOK/Billings (R) WISE/Asheville (R)	23.0
	WJMI/Jackson (B)	22.8
	KMON/Great Falls (C)	22.7
	WCCK/Erie (R)	22.7
	WANM/Tallahassee (B)	22.3
	WGBF/Evansville (R)	22.1
	WJJS/Lynchburg (B)	22.1
	WVAF/Charleston, WV (R)	22.0
	KVOO/Tulsa (C)	21.7
	KYJC/Medford (R)	21.7
32.	KVOL/Lafayette (R)	20.8
33.	WFMF/Baton Rouge (R)	20.6
34.	WMT/Cedar Rapids (PA)	20.5
35.	KFGO/Fargo (C)	20.1
35.	KQWB/Fargo (PA)	20.1
37.	WKQQ/Lexington (A)	20.0
37 .	WOWO/Ft. Wayne (PA)	20.0

39. WCKS/Cocoa Beach (R)

39. WMAZ-FM/Macon (R)

41. KSSK/Honolulu (PA)

42. KSSN/Little Rock (C)

42. WHSL/Wilmington, NC (R)

44. KEYS/Corpus Christi (R)

44. WEZN/Bridgeport (BM)

47. KFQD/Anchorage (PA)

49. WBNQ/Bloomington, IL (PA)

47. WKRG/Mobile (PA)

49. KBFM/McAllen (R)

44. KNUW/Great Falls (R)

33.3	riandy riodston
30.5	J.C. Martin
30.3	Hugo De La Cruz/
	Ramon Tellez
20.2	
30.3	Jack Bell
29.7	Bob Brashear
28.4	Dave Osborne/Kathy Rae
27.7	Tony Booth
27.3	"TM Stereo Rock"
26.9	Rob George
26.5	Tommy Lewis
26.5	Frank Karroll
26.1	Scott Greeley
25.7	Don Claunth
25.0	Stew Salowitz
24.7	"TM Stereo Rock"
24.4	R.J. Cortrecht
24.1	Jeff Lemucchi
24.1	"TM Stereo Rock"
23.1	Larry O'Day
23.0	Alan Moss
22.8	Mike Edwards
22.8	Don Edwards
22.7	Mark Daniels
22.7	Bill Shannon
22.3	Joe Bullard
22.1	Chris Cox
22.1	Robert Goins
22.0	Gary Mitchell
21.7	Jim Tanner
21.7	Tony Kay
20.8	Rene Nobles
20.6	J.J. Stones
20.5	Gary Edwards
20.1	Larry Homuth
20.1	Bill Richards/Barbara Ann
20.0	Dave Krusenklaus
20.0	Chris Roberts/
20.0	
40.0	Robb Westaby
19.9	Gabriel Burton
19.9	"Drake-Chenault XT-40"
19.6	Michael W. Perry
19.4	Bob Robbins
19.4	Mike Grohman
19.3	Robert A.
19.3	Bob Pepper/Eveleen Gray
19.3	Edward Zelle
19.2	John Rode
13.4	JOHN FILLS

Randy Patrick

Steve Owens

Mike Justin

19.2

Dick Shannon

Randy Houston



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1. WINS/New York (N)

Drive-Time Dominators

Top 50 Cume Persons 12+ AM Drive (M-F, 6-10am)

1,708,800 Jim McGiffert/Paul Smith/

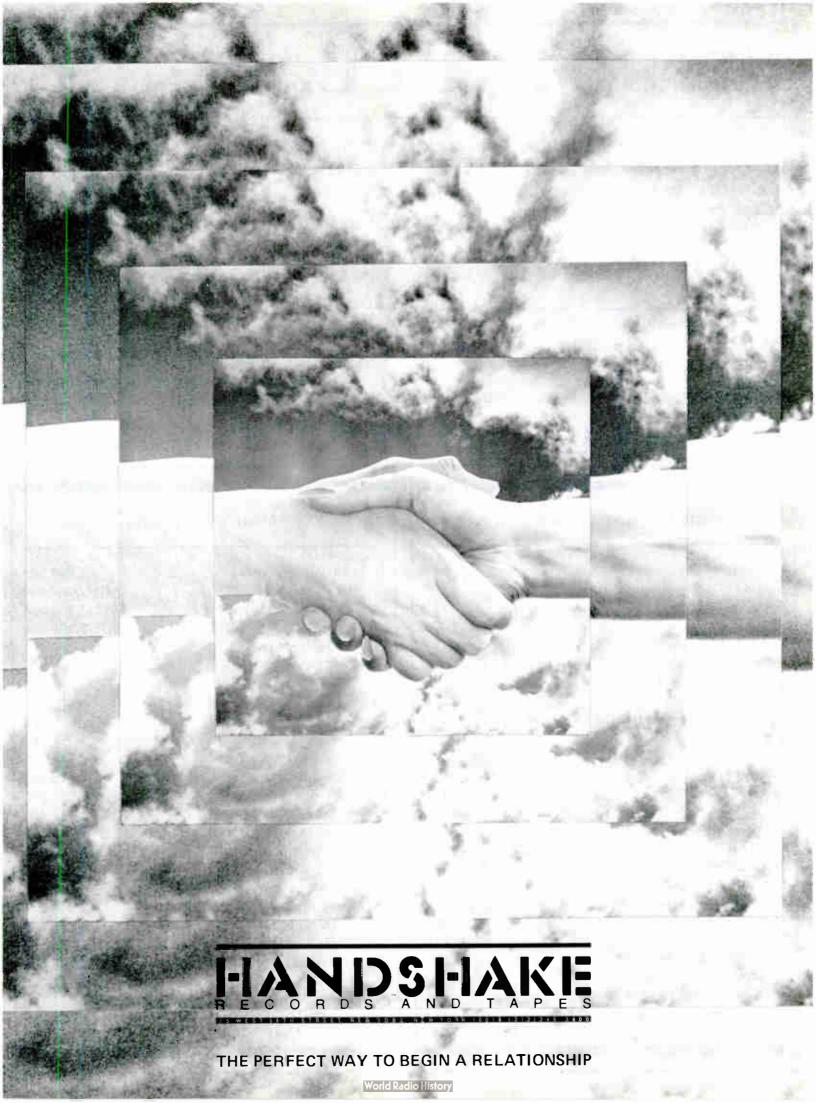
			Lew Fisher
2.	WCBS/New York (N)	1,651,400	Jim Donnelly/Lou Adler
3.	WNBC/New York (R)	1,316,300	Don Imus
4.	WABC/New York (R)	1,267,900	Dan Ingram
5.	WBLS/New York (B)	1,134,900	Ken "Spider" Webb
6.	WOR/New York (T)	1,106,700	John Gambling
7.	WGN/Chicago (T)	1,102,700	Wally Phillips
8.	WKTU/New York (B)	1,069,900	G. Keith Alexander
9.	KYW/Philadelphia (N)	936,900	Harry Johnson/Harry
			Donohue/Bob Witten
10.	WPLJ/New York (A)	817,300	Jim Kerr
11.	WLS/Chicago (R)	766,800	Larry Lujack
12.	KFWB/Los Angeles (N)	752,900	Charlie Braylor/Chet Douglas
13.	KNX/Los Angeles (N)	752,400	Russ Powell/Alex Sullivan
14.	WBBM/Chicago (N)	726,100	John Hultman
15.	KDKA/Pittsburgh (PA)	682,500	Jack Bogut
	WRFM/New York (BM)	628,800	Jim Alyward
17.	WCCO/Minneapolis (PA)	607,300	Charlie Boone/Roger
			Erickson
	KMOX/St. Louis (T)	604,000	Bob Hardy/Rex Davis
	KABC/Los Angeles (T)	602,500	Ken Minyard/Bob Arthur
	WNEW/New York (PA)	597,500	Ted Brown
	WCBS-FM/New York (O)	567,400	Harry Harrison
	WJR/Detroit (PA) WBZ/Boston (PA)	565,900	J.P. McCarthy
	KGO/San Francisco (N/T)	543,100	Dave Maynard
	KCBS/San Francisco (N)	531,300	Jim Dunbar/Ted Wygant
25.	NCB3/Sall Flaticisco (N)	524,200	Ken Ackerman/Steve Lamar/Al Hart
26	WPAT-FM/New York (BM)	516,700	Ken Lamb/Bob Capps
	WHN/New York (C)	505,500	Del DeMontreux
	KFI/Los Angeles (R)	487,200	Al Lohman/Roger Barkley
	WEEI/Boston (N)	477,400	Diane Stern/Bill Lawrence
	WNEW-FM/New York (A)	472,300	Dave Herman
	KMET/Los Angeles (A)	471,200	Jeff Gonzer
	WYNY/New York (PA)	467,200	Dan Daniel
	WMCA/New York (T)	446,800	Bob Grant/Janet Rose
	WMAQ/Chicago (C)	441,500	Lee Sherwood
35.	WMAL/Washington, DC (PA)	434,400	Harden/Weaver
	WLUP/Chicago (A)	432,900	Steve Dahl
37 .	WHDH/Boston (PA)	430,100	Jess Cain
38.	WXLO/New York (R)	419,300	Scotty Brink
39.	KLAC/Los Angeles (C)	402,300	Gene Price
40.	CKLW/Detroit (R)	399,000	Dick Purtan/Tom Ryan
41.	KBIG/Los Angeles (BM)	398,500	Phil Reed/Bill Ratner
	WIP/Philadelphia (PA)	398,200	Ken Garland
43.	WPAT/New York (BM)	397,400	Ken Lamb/Bob Capps
44.	KIIS-FM/Los Angeles (R)	393,300	Bruce Phillip Miller
	KFRC/San Francisco (R)	387,600	Dr. Don Rose
	KRTH/Los Angeles (R)	378,400	John London/Ron Engleman
	KHJ/Los Angeles (R)	375,200	Rick Dees
	WBAL/Baltimore (PA)	371,200	Bob Jones
	KRLA/Los Angeles (R)	362,200	Art Laboe
50.	WIND/Chicago (N)	357,600	Lee Rodgers

Top 50 Cume Persons 12+ **PM Drive (M-F, 3-7pm)**

1.	WABC/New York (R)	1,243,100	Bob Cruz
2.	WBLS/New York (B)	1,225,700	Frankie Crocker
3.	WKTU/New York (B)	1,200,800	Paco
4.	WNBC/New York (R)	1,108,900	Frank Reed
5.	WCBS/New York (N)	1,020,200	Pat Parson/Ben Farnsworth
6.	WINS/New York (N)	987,400	Stan Z. Burns/Don
			Baldwin/Irwin Brown
7.	WPLJ/New York (A)	876,900	Pat St. John
8.	WRFM/New York (BM)	683,800	Wes Richards
9.	WLS/Chicago (R)	647,200	John Landecker
	WCBS-FM/New York (O)	633,400	Dick Heatherton
	WGN/Chicago (T)	616,500	Bill Berg
12.	WPAT-FM/New York (BM)	610,500	Automated
	WMCA/New York (T)	566,500	Barry Farber
14.	KNX/Los Angeles (N)	533,000	Harry Birrell
15.	WOR/New York (T)	532,200	Gene Klaven
16.	KMET/Los Angeles (A)	529,300	Jack Snyder
17.	WJR/Detroit (PA)	523,500	Jim Davis
18.	KDKA/Pittsburgh (PA)	520,700	Bill Steinbach
19.	KYW/Philadelphia (N)	518,800	Bob Nelson
20.	KFWB/Los Angeles (N)	504,200	Dan Avey/Jim Burson
21.	WNEW-FM/New York (A)	500,500	Scott Muni
22.	KABC/Los Angeles (T)	497,700	Geoff Witcher/Bud
			Furillo/Rick Talley
23.	WPAT/New York (BM)	492,900	Automated
	WHN/New York (C)	486,800	Mike Fitzgerald
25.	WYNY/New York (PA)	471,000	Steve O'Brien
	WXLO/New York (R)	465,300	Mike Wade
	WBBM/Chicago (N)	464,600	Sherm Kaplan/Alan Crane
28.	KBIG/Los Angeles (BM)	462,400	Grant Nielsen
	WNEW/New York (PA)	460,300	Jim Lowe
	KMOX/St. Louis (T)	446,700	Art Fleming
	WRIF/Detroit (A)	435,500	Arthur Penhallow
32.	WMAQ/Chicago (C)	421,600	Charlie O'Neil
	WPIX/New York (R)	401,100	Dennis Quinn
34.	WLOO/Chicago (BM)	398,200	Ralph Rowland
35.	KIIS-FM/Los Angeles (R)	398,100	Mike Wagner
36.	KGO/San Francisco (N/T)	391,800	Ed Baxter/Diana Walter
	WCCO/Minneapolis (PA)	388,300	Steve Cannon
	WLUP/Chicago (A)	386,500	Mitch Michaels
	KRTH/Los Angeles (R)	385,000	Brother John
	KRLA/Los Angeles (R)	378,300	Johnny Hayes
	KLAC/Los Angeles (C)	375,000	Harry Newman
	KJOI/Los Angeles (BM)	368,400	Tom Storey
	WMMR/Philadelphia (A)	360,200	Joe Bonnadonna
44.	KCBS/San Francisco (N)	357,700	Barry Cooper/Don
			Mozley/Clancy Cassell
	WHDH/Boston (PA)	350,700	Sean Casey
	KFI/Los Angeles (R)	345,800	Jack Armstrong
	WMGK/Philadelphia (PA)	343,800	Mike Bowe
	KFRC/San Francisco (R)	340,300	Mike Novak
	WLAK/Chicago (BM)	336,000	Dave Rafferty
EΩ	KH I/I on Angolog (D)	225 500	Charlie Fay

335,500 Charlie Fox

50. KHJ/Los Angeles (R)



FORMAT LEADERS

What are the top 25 stations in the U.S.?
Below you'll find the lists of stations — based on average quarter-hour share and cume persons — that are tops in the country.

On the pages that follow you will find the top ten stations in the U.S. for each of seven major formats (again ranked on average share and on total cume).

Monday, Sunday, 6am-midnight, Metro, Total Average Persons 12+ Share. Total Cume Persons 12+.

The formats for which you will find the listing of top stations are:

AOR Beautiful Music Black/Pop Rhythms Contemporary Hit Radio Country News/Talk

The Top 25 Stations In The U.S.

Pop/Adult

Average Quarter Hour Shares

1	WWNC/Asheville (C)
2	WJBC/Bloomington, IL (PA) 37.0
3	KLUR/Wichita Falls (C) 32.1
4	KYYA/Billings (R) 30.2
5	KATI/Casper (R)
5	KTWO/Casper (PA) 29.7
7	KVOL/Lafayette (R)
8	KWWL/Waterloo (PA). 27.6
9	WBBQ-FM/Augusta (R) 27.2
9	KFAB/Omaha (PA)
11	WWVA/Wheeling (C) 27.1
12	WFBG/Altoona (R)
12	KVOC/Casper (C)
14	WMT/Cedar Rapids (PA) 26.5
15	WIKY-FM/Evansville (PA) 26.3
16	KMON/Great Falls (C). 26.1
16	KQDI/Great Falls (R)
18	WOWO/Ft. Wayne (PA) 26.0
19	KDKA/Pittsburgh(PA)
20	WTIC/Hartford (PA). 24.2
21	KOOK/Billings (R)
21	WCCK/Erie (R)
23	WQSM/Fayetteville (R)
24	KFGO/Fargo (C)
25	WGEE/Green Bay (C) 22.7
	Visiting Color by (C) and a second as a 22.7

Cume Persons

ı		
	1	WABC/New York (R) 2,509,200
ı	2	WINS/New York (N) 2,507,000
ı	3	WCBS/New York (N) 2,304,200
ı	4	WNBC/New York (R)
ı	5	WBLS/New York (B) 2,080,100
ı	6	WKTU/New York (B)
	5	WOR/New York (T). 1,831,100
ı	8	WPLJ/New York (A)
	9	WGN/Chicago (T)
ŀ	10	KYW/Philadelphia (N) 1,327,300
۱	11	WCBS-FM/New York (O)
1	12	WLS/Chicago (R)
1	13	WRFM/New York (BM) 1,267,800
1	14	WPAT-FM/New York (BM)
1	15	WBBM/Chicago (N) 1,155,700
1	16	KFWB/Los Angeles (N) 1,144,100
1	17	KNX/Los Angeles (N)
1	18	KABC/Los Angeles (T) 1,067,700
1	19	WMCA/New York (T)
2	20	WHN/New York (C)
2	21	WNEW/New York (PA) 1,033,100
2	22	KDKA/Pittsburgh (PA)
2	23	WJR/Detroit (PA)
2	24	WYNY/New York (PA) 972,300
2) 5	WYLO/New York (R) 071 200

World Radio History

RATINGS SUCCESS!

In the April/May 1980 Arbitron survey, 82% of the stations that made use of the complete range of **HIBER & HART'S** Arbitron-related services enjoyed "**UP**" books. We helped stations in markets that range in size from L.A. to Anchorage. Most of our clients are either tops in their market or in their target demographic.

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FORMAT LEADERS



	Average Quarter Hour Shares		Cume Estimates
1	WPFR/Terre Haute18.2	1	WPLJ/New York
2	WKQQ/Lexington	2	WNEW-FM/New York
3	WIOT/Toledo	3	KMET/Los Angeles
4	KZAP/Sacramento14.6	4	WLUP/Chicago711,90(
5	WILS-FM/Lansing	5	WRIF/Detroit
6	WABB-FM/Mobile	6	KLOS/Los Angeles
7	KSMB/Lafayette	7	KNX-FM/Los Angeles
8	WLVQ/Columbus, OH12.5	8	WMMR/Philadelphia577,500
8	WAAF/Worcester12.5	9	WNIC/Detroit
10	WAAL/Binghamton	10	WWWW/Detroit



	Average Quarter Hour Shares		Cume Estimates
1	KTMT/Medford22.1	1	WRFM/New York
2	WEZK/Knoxville	2	WPAT-FM/New York
3	WWLV/Daytona Beach	3	WPAT/New York
4	WQYT/Binghamton	4	KBIG/Los Angeles834,800
5	WHIO-FM/Dayton	5	WLOO/Chicago
6	WEZV/Ft. Wayne16.9	6	KJOI/Los Angeles
7	WLVU/Erie 16.8	7	WLAK/Chicago664,900
8	WFPG/Atlantic City16.2	8	KOST/Los Angeles
8	WEZN/Bridgeport16.2	9	WDVR/Philadelphia517,000
10	WSRS/Worcester	10	WJIB/Boston507,000

Black/Pop Rhythms

	Average Quarter Hour Shares		Cume Estimates
1	WJJS/Lynchburg	1	WBLS/New York
2	WANM/Tallahassee	2	WKTU/New York
3	WJMI/Jackson20.2	3	KUTE/Los Angeles
4	WOKS/Columbus, GA	4	WBMX/Chicago
5	WBOP/Pensacola15.2	5	WDAS-FM/Philadelphia
6	WWIL/Wilmington, NC14.7	6	WGCI/Chicago
7	WIOC/Columbia, SC14.6	7	KDAY/Los Angeles
7	WIDU/Fayetteville14.6	8	KSOL/San Francisco
9	WHRK/Memphis12.6	9	WCAU-FM/Philadelphia
10	WENN-FM/Birmingham12.4	10	KDIA/San Francisco

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Beautiful music in Tampa WJYW-FM Beautiful music in San Diego KEZL-FM Beautiful music in Detroit WCZY-FM Beautiful music in Cleveland WDOK-FM MOR in Cleveland **WWWE** WVON and WGCI-FM Black programming in Chicago News/Talk in San Diego KSD0 KSD All News in St. Louis Adult contemporary music in St. Louis KSD-FM KIIS-FM Contemporary music in Los Angeles Religion in Los Angeles **KPRZ** Religion in Detroit WLQV

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We're positioned uniquely. We're programmed better.

It's part of what's made us one of the fastest growing groups of stations in the country.



CONTEMPORARY HIT RADIO

	Average Quarter Hour Shares		Cume Estimates
1	KYYA/Billings	1	WABC/New York
2	KATI/Casper	2	WNBC/New York
3	KVOL/Lafayette	3	WLS/Chicago
4	WBBQ-FM/Augusta	4	WXLO/New York
5	WFBG/Altoona27.0	5	WPIX/New York
6	KQDI/Great Falls	6	KIIS-FM/Los Angeles
7	KOOK/Billings23.3	7	KRTH/Los Angeles
7	WCCK/Erie23.3	8	KFI/Los Angeles
9	WQSM/Fayetteville23.2	9	KRLA/Los Angeles
10	KWTO/Springfield, MO22.4	10	KFRC/San Francisco



	Average Quarter Hour Shares		Cume Estimates
1	WWNC/Asheville	1	WHN/New York
2	KLUR/Wichita Falls32.1	2	WMAQ/Chicago848,400
3	WWVA/Wheeling	3	KLAC/Los Angeles
4	KVOC/Casper	4	
5	KMON/Great Falls	5	KSCS-FM/Dallas
6	KFGO/Fargo22.8	6	KIKK-FM/Houston
7	WGEE/Green Bay	7	KNEW/San Francisco333,200
8	KIXZ/Amarillo19.8	8	WJEZ/Chicago323,900
9	WIVK-FM/Knoxville19.7	9	WCXI/Detroit
9	KVOO/Tulsa	10	WDGY/Minneapolis

News/Talk

	Average Quarter Hour Shares		Cume Estimates
1	KMOX/St. Louis	1	WINS/New York
2	WHO/Des Moines	2	WCBS/New York
3	WBBW/Youngstown14.2	3	WOR/New York
4	WMBD/Peoria13.9	4	WGN/Chicago
5	WOMP/Wheeling12.0	5	KYW/Philadelphia
6	KYW/Philadelphia	6	WBBM/Chicago
7	WGN/Chicago10.9	7	KFWB/Los Angeles
8	WIBX/Utica10.7	8	KNX/Los Angeles
9	KGO/San Francisco 9.0	9	KABC/Los Angeles
10	KIRO/Seattle8.9	10	WMCA/New York



	Average Quarter Hour Shares		Cume Estimates
1	WJBC/Bloomington, IL	1	WNEW/New York
2	KTWO/Casper29.7	2	
3	KWWL/Waterloo	3	WJR/Detroit1,004,900
4	KFAB/Omaha27.2	4	WYNY/New York 972,300
5	WMT/Cedar Rapids 26.5	5	WBZ/Boston817,800
6	WIKY-FM/Evansville	6	
7	WOWO/Ft. Wayne	7	WHDH/Boston737,200
8	KDKA/Pittsburgh25.3	8	
9	WTIC/Hartford24.2	9	KMPC/Los Angeles
10	WCCO/Minneapolis22.5	10	WIP/Philadelphia642,300

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IN A MUSIC SELECTION SYSTEM

-think of

- an interactive or fully automated music selection using your exact policy, clock and playlist
- selection using 23 different tests according to your priorities
- hour and day part protection rules for sound code, artists, title and cut
- control and judgment all human, machine does all the work
- playlist control, useful management reports, demographics
- flexible, intelligently written, humane and friendly system
- basic system handles playlist of 2700, can be expanded to suit your needs
- both systems run on DEC 1103

-think of Selector

IN A CALL-OUT SURVEY SYSTEM

-think of a system that

- generates random legitimate phone numbers
- helps you compose and keep up to 53 surveys of 50 queries and 200 respondents each, with up to 1000 titles for all the surveys, two artists and a classification code for each title, and 100 free-form multiplechoice questions
- keeps respondent files by name, age, sex, zip code and phone numbers
- does trend analysis, cross-tabs, histograms, top and bottom tested titles, confidence units, and some fancy question analyses

-think of SAMPLER

THINK OF RADIO COMPUTING SERVICES



A/M '80 Market Overview

The April/May '80 Arbitron survey results in Akron were fairly stable. The perennial market leader. Pop/Adult WAKR, improved slightly to score its best book since O/N '78. Among other leading Akron stations, Beautiful Music WAEZ became the new runnerup in the metro, while Country WSLR slipped for the second straight report, and has lost several shares since the A/M '79 survey. Part of the reason for the WSLR decline in this sweep was a softness in the AM drive daypart, where a new personality was brought in. Increased familiarity with the new morning jock may help to reverse WSLR's fortunes in upcoming surveys. WSLR spent less on outside advertising in this sweep than in the fall effort.

From an Arbitron performance perspective, this survey was apparently handled well. The metro in-tab was up 10% from the fall sweep, with no demo drastically underrepresented in the in-tab returns. With the Expanded Sample Frame technique due to be implemented in Akron in the upcoming Fall survey, it will be interesting to see what impact that has on the O/N '80 Arbitron estimates.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight POP(00): 5457

_	A/M 179		O/N '79		A/M '80
1	WAKR-AM	14.3	WAKR-AM	14.5	WAKR-AM(PA)14.9
2	WMMS-FM	10.3	WMMS-FM	11.4	WMM S-FM (A) 12.3
3	WSLR-AM	8.7	WSLR-AM	6.5	WAEZ-FM (BM) 5.9
4	WGAR-AM	7.5	WAE Z-FM	6.5	WGCL-FMm 5.7
5	wwwPM	5.3	WGAR-AM	5.5	WSLR-AM(C) 5.6
6	WAEZ-FM	5.2	WZZP-FM	5.3	WDBN-FM (mm) 5.2
7	WZZP-PM	4.7	WGCL-FM	5.2	WGAR-AM (PA) 4.8
8	WDBN-FM	4.3	WDBN-FM	5.0	WZZP-FM(M) 4.6
9	WHLO-AM	3.4	WKDD-FM	4.2	WDOK-FM(mm) 3.6
10	WKDD-FM	3.0	wwwm-FM	4.2	WKDD-FM(A) 3.4
11	WGCL-FM	2.9	WHLO-AM	4.2	WDMT-FM(B) 3.0
12	WQAL-FM	2.9	WQAL-FM	3.2	WOAL-FM(BM) 3.0
13	WKNT-FM	2.6	WDOK-FM	2.6	WWWM-FM(A) 2.8
14	WC UE - AM	2.1	WWWE-AM	2.0	WKNT-FM(PA) 2.4
15	WNYN-AM	1.8	WKNT-FM	2.0	WWWE-AM(PA) 2.2
16	WDMT-FM	1.5	WDMT-FM	1.8	WHLO-AMP 2.2
17	WWWE-AM	1.4	WA- WLW	1.3	WHK -AMC 2.0
18	WHK -AM	1.3	WHK -AM	1.1	WCUE-AMM 1.9
19	WDOK-FM	1.3	WOOS-FM	1.0	WJW -AM(PA) 1.4
20	WCLV-FM	1.2	WKSW-FM	1.0	WKNT-AM(PA) 1.0
2 1	WJW -AM	0.9	WTOF-FM	0.8	WTOF-FM(ML) 0.9
22	WKNT-AM	0.9	WCUE-AM	0.7	WOOS-FM (%) 0.5
23		0.7	WC L V-FM	0.7	WQXK-FM(C) 0.3
2 4		0.5	WZAK-FM	0.5	
25		0.5	WKNT-AM	0.5	
26		0.5			
27	WTOF-FM	0.5			

Average Persons Trends/Rankings

Total 12+

	6em-Midnight (00): 545	7				
	A/M '79		O/N '79		A/M '80	
1	WAKR-AM	122	WAKR-AM	121	WAKR-AM	12
2	WMMS-FM	88	WMM S-FM	95	WMMS-FM	10
3	WSLR-AM	74	WSL R-AM	54	WAEZ-FM	5
4	WGAR-AM	64	WAEZ-FM	54	WGCL-FM	49
5	WWWM-FM	45	WGAR-AM	46	WSLR-AM	41
M-F,	6-10am					
1	WAKR-AM		WAKR-AM		WAKR-AM	
2	WSLR-AM		WMMS-FM		WMM S-FM	
3	WMMS-FM		WSLR-AM		WGAR-AM	
4	WGAR-AM		WGAR-AM		WSLR-AM	
5	WRLO-AM		WHLO-AM		WGCL-FM	
MF,	3-7pm					
1	WAKR-AM		WMMS-FM		WAKR-AM	
2	WMMS-FM		WAKR-AM		WMMS-FM	
3	WGAR-AM		WAEZ-FM		WAEZ-FM	
4	WSLR-AM		WGAR-AM		WSLR-AM	
5	WAEZ-FM		WZZP-FM		WDBN-FM	
Teer	ns					
M-S,	8em-Midnight					
POP	(00): 714					
	AM '79		O/N '79		A/M 180	
1	WMMS-FM		WGCL-PM		WGCL-FM	
2	WZZP-FM		WZZP-FM		WMMS-FM	
3	WGCL-FM		wwwm - F M		WZZP-FM	
MF,	8-10am					
1	WGCL-FM		WGCL-FM		WGCL-FM	
2	WZZP-FM		WZZP-FM		WMMS-FM	
3	WMMS-FM		wwwPM		WZZP-FM	

WGCL-FM WZZP-FM

WMMS-FM WGCL-FM WZZP-FM

Adults 18-34

POP(00): 2017

	A/M '79	O/N '79	A/M '80
1	WMMS-FM	WMM S-FM	WMM S-FM
2	WGAR-AM	WGAR-AM	WAKR-AM
3	wwwFM	WKDD-FM	WKDD-FM
4	WKDD-FM	WZZP-FM	WGAR-AM
5	WZZP-FM	wwwFM	WGCL-FM
M-F, 6	-10em		
1	WMMS-FM	WMM S-FM	WMMS-FM
2	WGAR-AM	WGAR-AM	WAKR-AM
3	WAKR-AM	WAKR-AM	WGAR-AM
4	WSLR-AM	WKDD-FM	WKDD-FM
5	WWWM-FM	WGCL-FM	WDMT-FM
M-F, 3	-7pm		
1	WGAR-AM	WMM S-FM	WMM S-FM
2	WMMS-FM	WKDD-FM	WKDD-FM
3	WWWM-FM	WGAR-AM	WGAR-AM
4	WKDD-FM	WZZP-FM	WZZP-FM
5	WZZP-FM	WWWM-FM	WWWM-FM

Adults 25-54

POP(00): 2521

A/M '79	O/N '79	A/M '80
1 WAKR-AM	WAKR-AM	WAKR-AM
2 WSLR-AM	WAEZ-FM	WAEZ-FM
3 WGAR-AM	WSLR-AM	WGAR-AM
4 WAEZ-PM	WGAR-AM	WSLR-AM
5 WMMS-FM	WMM S-FM	WMMS-FM
M-F, 6-10am		
1 WAKR-AM	WAKR-AM	WAKR-AM
2 WSLR-AM	WSLR-AM	WGAR-AM
3 WGAR-AM	WGAR-AM	WSLR-AM
4 WMMS-FM	WDBN-FM	WAEZ-FM
5 WAEZ-FM	WMM S-FM	WKNT-FM
M-F, 3-7pm		
1 WSLR-AM	WAEZ-FM	WAKR-AM
2 WGAR-AM	WMM S-FM	WGAR-AM
3 WAEZ-FM	WKDD-FM	WSLR-AM
4 WAKR-AM	WGAR-AM	WAE Z-FM
5 WMMS-FM	WAKR-AM	WMMS-FM

Cume Persons Trends/Rankings

Total 12+

	A/M 179		0.01.174			
			O/N '79		A/M '80	
1	WAKR-AM	1802	WAKR-AM	1917	WAKR-AM	1908
2	WMMS-FM	1205	WGAR-AM	1114	WMMS-FM	1171
3	WGAR-AM	1046	WMM S-FM	1108	WGAR-AM	866
4	WSLR-AM	954	WSLR-AM	927	WGCL-FM	793
5	WWWM-FM	948	WZZP-FM	805	WSLR-AM	743
M-F, (3-10am					
1	WAKR-AM		WAKR-AM		WAKR-AM	
2	WMMS-FM		WGAR-AM		WMM S-FM	
3	WGAR-AM		WMM S-FM		WGAR-AM	
4	WSLR-AM		WSLR-AM		WGCL-FM	
5	WWWM-FM		WGCL-FM		WSLR-AM	
M-F, 3	l-7pm					
1	WAKR-AM		WAKR-AM		WAKR-AM	
2	WMMS-FM		WMM S-FM		WMM S-FM	
3	WWWM-FM		WGAR-AM		WGCL-FM	
4	WGAR-AM		WZZP-FM		WGAR-AM	
5	WSLR-AM		WGCL-FM		WSLR-AM	

M-S, 6am-Midnight

POP(00): 714

A/M 179

1	WWWW-FM	WZZP-FM	WGCL-FM	_
2	WZZP-FM	WGCL-FM	WMM S-FM	
3	WMMS-FM	wwwfm	WZZP-FM	
M-F,	6-10am			_
1	WWWM-FM	WGCL-FM	WGCL-FM	
2	WZZP-FM	WZZP-FM	WZZP-FM	
3	WMMS-FM	WWWM-FM	WMM S-FM	
M-F,	3-7pm			_
1	WWWM-FM	WZZP-FM	WGCL-FM	
2	WZZP-FM	WGCL-FM	WMMS-FM	
3	WMMS-FM	wwwFM	WZZP-FM	

O/N '79

Adults 18-34

,,,,	00): 2017		
	A/M 179	O/N '79	A/M '80
1	WMMS-FM	WMMS-FM	WMMS-FM
2	WGAR-AM	WGAR-AM	WAKR-AM
3	wwwFM	WKDD-FM	WGAR-AM
4	WAKR-AM	WAKR-AM	WZZP-FM
5	WKDD-FM	WZZP-FM	WGCL-FM
W-F, 6-	10em		
1 %	IMMS-FM	WMM S-FM	WMMS-FM
2 1	GAR-AM	WGAR-AM	₩GAR-AM
3 ₩	iwwm – PM	WAKR-AM	WAKR-AM
4 6	AKR-AM	WKDD-FM	WKDD-FM
5 1	IZZ P – F M	www - PM	WGCL-FM
WF, 3-	?pm		
1 1	WMMS-FM	WMM S-FM	WMMS-FM
2 1	HWWM-PM	WGAR-AM	WGAR-AM
3 1	WGAR-AM	wwwPM	WAKR-AM
4 1	WKDD-FM	WZZP-FM	WWWM-FM
5 1	WZZP-FM	WKDD-FM	WZZP-FM

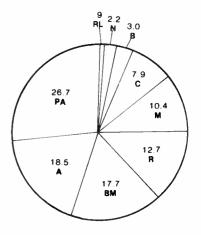
Adults 25-54

POP(00): 2521

	AM '79	O/N '79	A/M '80
1	WAKR-AM	WAKR-AM	WAKR-AM
2	WSLR-AM	WGAR-AM	WGAR-AM
3	WGAR-AM	WSLR-AM	WSLR-AM
4	WAEZ-FM	WAEZ-FM	WMM S-FM
5	WMMS-FM	WGCL-FM	WAEZ-FM
M-F, 6	1-10am		
1	WAKR-AM	WAKR-AM	WAKR-AM
2	WSLR-AM	WGAR-AM	WGAR-AM
3	WGAR-AM	WSLR-AM	WSLR-AM
4	WAEZ-FM	WAEZ-FM	WMM S-FM
5	WMMS-FM	WMM S-FM	WAEZ-FM
M-F, 3	1-7pm		
1	WAKR-AM	WGAR-AM	WAKR-AM
2	WSLR-AM	WAKR-AM	WGAR-AM
3	WGAR-AM	WAEZ-FM	WSLR-AM
4	WAEZ-FM	WSLR-AM	WMM S-FM
5	WMMS-FM	WMM S-FM	WAEZ-FM

Format Penetration Chart

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



Format Legend

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

M-F. 3-7pm

WZZP-FM

Albany-Schnectady

-Troy

METRO RANK



A/M '80 Market Overview

Reversing a two-book trend, the metro in-tab increased substantially in the A/M '80 results from Arbitron, with a 30% increase compared to the Fall returns. The likely reason for this surge was the implementation of ESF for the first time in this market. To quard against a severe diary shortfall owing to the use of a new survey technique, Arbitron will sometimes oversample a metro, accounting for the jump in diaries. As a result, the data in this report is likely to be more stable than the numbers from the two previous ratings

Arbitron got back 25% of the metro in-tab from ESF homes. However, unlike other markets where there seemed to be a substantial adjustment among some stations due to the use of ESF, the numbers in Albany were fairly stable. Indeed, the format that fared the best (P/A) increased its share of the metro's listening by 25%, a result not often seen in markets when ESF is first used.

Among specific stations, WGY enjoyed its best book in recent years. Female numbers for the station showed an especially strong rise, gaining about 15% overall. WGY owned about 22% of the 25-54 market in the Albany metro. The station relied exclusively on TV advertising (as it did in the Fall book), while on-air excitement was generated through the use of the "Name Game" and oldles weekends.

Top 40 station WFLY also showed well. The station earned almost 19% of the 18-34 audience in this book, leading that key demo. Outside advertising consisted of a TV campaign, while on-air, WFLY gave away \$100 bills to listeners.

Beautiful Music station WROW-FM prospered this sweep. A change of music syndicators may have helped, as the station switched in February from Bonneville to Schulke. WROW-FM mounted a more pervasive outside ad campaign, using the Patrick O'Neal spot with print support.

Average Persons 12+ Share Trends

OP(00): 6607				
A/M '79		O/N '79		A/M '80
1 WGY -AM	18.2	WGY -AM	17.9	WGY -AM (PA)19.6
2 WROW-AM	12.8	WROW-AM	11.1	WFLY-FM(%) 10.2
3 WTRY-AM	10.3	MA-NEOW	8.9	WROW-AM (888) 9.7
4 WFLY-FM	7.0	WFLY-FM	8.4	WROW-FM (900) 7.1
5 WOBK-AM	6.7	WTRY-AM	7.4	WTRY-AM (%) 6.8
6 WPTR-AM	5.1	WHSH-FM	5.9	WQBK-AM (T) 5.9
7 WGFM-FM	5.1	WPTR-AM	5.2	WHSH-FM (800) 5.2
8 WQBK-FM	4.5	WGFM-FM	4.8	WPTR-AM (%) 4.9
9 WRSR-FM	4.1	WROW-FM	4.7	WQBK-FM (A) 4.7
10 WROW-FM	2.8	WGNA-FM	4.1	WGNA-FM (C) 4.7
11 WGNA-FM	2.4	WOBK-FM	3.3	WGFM-FM (%) 4.1
12 WWOM-FM	2.0	WWOM-FM	2.5	WWOM-FM (PA) 3.1
13 WOKO-AM	2.0	WHRL-FM	2.0	WHR L-FM (888) 1.9
14 WHRL-FM	1.6	WCSS-AM	1.5	WCSS-AM (PA) 1.5
15 WHAZ-AM	1.1	WOKO-AM	1.2	WKAJ-AM PA 0.9
16 WABY-AM	1.1	MA-TT-AM	0.7	WOKO-AM @ 0.8
17 WCSS-AM	0.7	WYLR-FM	0.7	WABY-AM - 0.7
18 WWWD-AM	0.6	WAS M-FM	0.6	WKOL-AM (PA) 0.6
19 WWSC-AM	0.4	WWSC-AM	0.4	WWWD-AM (TO 0.4
20 WYLR-FM	0.2			-
21 WIZR-FM	0.2			
22 UTZR-AM	0.2			

Average Persons Trends/Rankings

Total 12+ POP(00): 6607

	A/M '79		O/N '79		A/M '80	
1	WGY -AM	178	WGY -AM	193	WGY -AM	216
	WROW-AM	125	WROW-AM	119	WF LY-FM	112
3	WTRY-AM	101	₩QBK-AM	96	WROW-AM	107
4	WFLY-FM	69	WFLY-FM	90	WROW-FM	78
5	WQBK-AM	66	WTRY-AM	80	WTRY-AM	75
M-F, 6	-10am					
1	WGY -AM		WGY -AM		WGY -AM	
2	WROW-AM		WROW-AM		WROW-AM	
3	WTRY-AM		WTRY-AM		WTRY-AM	
4	WQBK-AM		WQBK-AM		WFLY-FM	
5	WF LY-FM		WFLY-FM		WQBK-AM	

MALTALEM	WROW-AM
	WF LY - FM
	WGY -AM
	WGY -AM WROW-AM WFLY-FM

O/N '79

Teens POP(00): 834

A/M '79

1 WTRY-AM	MA PA-NA	M. Pi-Lu
2 WFLY-FM	WTRY-AM	WTR Y-AM
3 WGY -AM	WPTR-AM	WGFM-FM
M-F, 6-10am		
1 WTRY-AM	WF LY - FM	WF LY-FM
2 WFLY-FM	WTR Y-AM	WTR Y-AM
3 WGY -AM	WGY -AM	WGFM-FM
M-F, 3-7pm		
1 WTRY-AM	WFLY-FM	WF LY-FM
2 WFLY-FM	WTRY-AM	WTR Y-AM
2 HCV -AM	UVI P-FM	MCEM-EM

Adults 18-34 M-S, 6am-Midnight

POP(00): 2178		
	A/M '79	O/N '79	A/M '80
1	WTRY-AM	WFLY-FM	WFLY-FM
2	WFLY-FM	WGFM-FM	WGY -AM
3	WQBK-FM	WTRY-AM	WQBK-FM
4	WGFM-FM	WGY -AM	WTRY-AM
5	WPTR-AM	WPTR-AM	WPTR-AM
M-F, 6-	10am		
1	WTRY-AM	WGY -AM	WGY -AM
2	WGY -AM	WF LY - FM	WFLY-FM
3	WGFM-FM	WTR Y-AM	WTRY-AM
4	WFLY-FM	WG FM-FM	WQBK-FM
5	WPTR-AM	WPTR-AM	WPTR-AM
M-F, 3-	7pm		
1	WFLY-FM	WF LY-FM	WFLY-FM
2	WTRY-AM	WTRY-AM	WQBK-FM
3	WPTR-AM	WGFM-FM	WTR Y~AM
4	WGFM-FM	WQBK-FM	WGY -AM
5	WQBK-FM	WWOM-FM	WPTR-AM
4	WGFM-FM		

Adults 25-54

O/N '79	A/M '80
WGY -AM	WGY -AM
WROW-AM	WRO W-AM
WTRY-AM	WGNA-FM
WPTR-AM	WROW-FM
WFLY-FM	WTR Y-AM
WGY -AM	WGY -AM
WROW-AM	WROW-AM
WTRY-AM	WTRY-AM
WPTR-AM	WPTR-AM
WHSH-FM	WQBK-AM
WGY -AM	WGY -AM
WROW-AM	WROW-AM
WFLY-FH	WROW-FM
WTR Y-AM	WGNA-FM
WRSH-PM	WHSH-FM
	WGY -AM WROW-AM WTRY-AM WPTR-AM WPTLY-PM WGY -AM WROW-AM WTRY-AM WPTR-AM WHSR-FM WGY -AM WROW-AM WTRY-AM WHSR-FM

Cume Persons Trends/Rankings

Total 12+ POP(00): 6607

	A/M 179		O/N '79		A/M '80	
1	WGY -AM	2599	WGY -AM	2661	WGY -AM	2698
2	WTRY-AM	1900	WTRY-AM	1802	WTRY-AM	1765
3	WROW-AM	1652	WROW-AM	1666	WROW-AM	1650
4	WPTR-AM	1465	WPTR-AM	1474	WFLY-FM	1598
5	WF LY -FM	1246	WFLY-FM	1445	WPTR-AM	1227
W-F, 6-	0am					
1	WGY -AM		WGY -AM		WGY -AM	
2	WTRY-AM		WROW-AM		WTRY-AM	
3	WROW-AM		WTRY-AM		WROW-AM	
4	WPTR-AM		WFLY-FM		WF LY-FM	
5	WFLY-FM		WPTR-AM		WPTR-AM	
WF, 3-	'pm					
1	WGY -AM		WGY -AM		WGY -AM	
2	WROW-AM		WROW-AM		WFLY-FM	
3	WTRY-AM		WTR Y-AM		WTRY-AM	
4	WF LY-FM		WF LY - FM		WROW-AM	
5	WPTR-AM		WPTR-AM		WPTR-AM	
1 2 3 4	WGY -AM WROW-AM WTRY-AM WFLY-FM		WROW-AM WTRY-AM WFLY-FM		WFLY-FM WTRY-AM WROW-AM	

Teens POP(00): 834

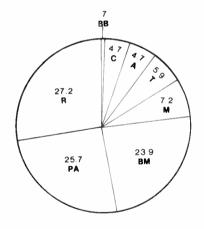
A/M '79	O/N '79	A/M '80
1 WTRY-AM	WF LY - FM	WF LY-FM
2 WFLY-FM	WTRY-AM	WTRY-AM
3 WPTR-AM	WPTR-AM	WGFM-FM
M-F, 6-10am		
1 WTRY-AM	WF LY - FM	WF LY-FM
2 WFLY-FM	WTRY-AM	WTRY-AM
3 WGY -AM	WPTR-AM	WGFM-FM
M-F, 3-7pm		
1 WFLY-FM	WFLY-FM	WF LY - FM
2 WTRY-AM	WTRY-AM	WTRY-AM
3 WPTR-AM	WGFM-FM	WGFM-FM

Adults 18-34

M-S, 6am-Midnight		
POP(00): 2178		
A/M '79	O/N '79	A/M '80
1 WTRY-AM	WTRY-AM	WFLY-FM
2 WPTR-AM	WPTR-AM	WTRY-AM
3 WGFM-FM	WF LY-FM	WGY -AM
4 WFLY-FM	WGFM-FM	WGFM-FM
5 WGY -AM	WGY -AM	WPTR-AM
M-F, 6-10am		
1 WTRY-AM	WTRY-AM	WTRY-AM
2 WPTR-AM	WPTR-AM	WFLY-FM
3 WGY -AM	WGY -AM	WGY -AM
4 WGFM-FM	WFLY-FM	WPTR-AM
5 WFLY-FM	WGFM-FM	WGFM-FM
M-F, 3-7pm		
1 WTRY-AM	WTRY-AM	WF LY-FM
2 WPTR-AM	WF LY - FM	WTRY-AM
3 WFLY-FM	WPTR-AM	WPTR-AM
4 WGFM-FM	WGFM-FM	WGFM-FM
5 WQBK-FM	WGY -AM	WGY -AM
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 2861		
A/M '79	O/N '79	A/M '80
1 WGY -AM	WGY -AM	WGY -AM
2 WTRY-AM	WTR Y-AM	WRO W-AM
3 WROW-AM	WPTR-AM	WTR Y-AM
4 WPTR-AM	WRO W-AM	WPTR-AM
5 WGFM-FM	WF LY-FM	WF LY - FM
M-F, 6-10am		
1 WGY -AM	WGY -AM	WGY -AM
2 WROW-AM	WTRY-AM	WROW-AM
3 WTRY-AM	WRO W-AM	WTRY-AM
4 WPTR-AM	WPTR-AM	WPTR-AM
5 WROW-FM	WF LY - FM	WFLY-FM
M-F, 3-7pm		
1 WGY -AM	WGY -AM	WGY -AM
2 WROW-AM	WTRY-AM	WROW-AM
3 WTRY-AM	WROW-AM	WTRY-AM
4 WPTR-AM	WPTR-AM	WPTR-AM
5 WFLY-FM	WFLY-FM	WROW-FM

Format Penetration Chart

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



Format Legend

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

Albuquerque

METRO RANK

A/M '80 Market Overview

A much heavier diary return in the metro, plus an increased showing on the part of the Beautiful Music leader report. leader in town, highlighted the Spring Albuquerque

In this book, the amount of in-tab diaries increased almost 25% compared to last spring. The additional 100 diaries mean more stable estimates for the Albu-

BM leader, KKJY, with the lure of the Patrick O'Neal TV spot, was able to add to its double digit share 12+ and become the new leader in the market. The Schulke-formatted station enjoyed worthwhile gains among its female audience, enabling it to tie KOB for the lead among adults 25-54, and dominate among adults 35+. With the growth of KKJY, Beautiful Music's share of the overall listening in Albuquerque has grown 62% since last spring.

Top 40's share of the market has slipped 23% since last spring, but KZZX was an exception in the latest book. Substantial gains among young adult males accounted largely for the station trying for the lead in men 18-34, as well as ranking second among adults 18-34. Biggest improvements came in morning drive and midday, partially due perhaps to a new morning man who began about one month prior to the sweep. Musically, KZZX went more "Top 40" in this book, hoping to fill a perceived void in the market. External advertising consisted of TV and outdoor boards.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

	A/M 179		O/N '79		A/M '80
1	KOB -AM	11.2	KOB -AM	11.8	KKJY-FM(800)12.
2	KRZY-AM	8.1	KKJY-FM	10.4	KOB -AN(PA)10.4
3	KRST-FM	7.3	K FM G - F M	9.5	KFMG-FM (A) 8.
4	KZIA-AM	7.1	KABO-AM	7 - 6	KRZY-AM (C) 7.
5	KKJY-FM	6.6	KRZY~AM	7 - 3	KOB -FM (PA) 5.
6	KZZX-FM	6 - 2	KRST-FM	6.9	KZZX-FM (R) 5.6
7	KABQ-AM	6.0	KZIA-AM	6.7	KZIA-AN (T) 5.0
R	KRKF-AM	5 - 8	KOB -FM	6.2	KRKE-FM (A) 4.7
9	KAMX-AM	4.8	KOEO~AM	4.7	KRST-FM (A) 4.5
10	KOB -FM	4 - 6	KZZX-FM	4.5	KAM X-AM (R) 4.3
1.1	KFMG-FM	4.4	KRKE-AM	3_9	KABQ-AM (\$) 4.3
12	KRKE-FM	4.2	K AM X ~ AM	3.0	KO EO - AM (P) 3.6
13	KQFO-AM	4.0	KRKE-FM	2 _ 8	KRKE-AM (P) 3.4
14	KUFF-AM	2 . 3	KHFM-FM	1.9	KHFM-FM (CL) 2.9
15	KKIM-AM	1.7	KKJY-AN	1.7	KD 0Q - AM (C) 2.3
16	KKJY-AM	1.7	KD AZ ~ AM	1.3	KDAZ-AM (PL) 1.4
17	KHFM-FM	1.5	KK IM-AM	0.9	KXKS-AM (BM) 1 . 1
18			K D QQ - A M	0.9	KKIM-AM (PL) 0.9

Average Persons Trends/Rankings

Total 12+					
M-S, 6am-Midi	night				
POP(00):	3417				

A/M '79		O/N '79		A/M '80	
KOB -AM	5.8	KOB -AM	63		71
KRZY-AM	42	KKJY-FM	5.6		58
KRST-FM	38	KFMG-FM	51		46
KZIA-AM	37	KABQ-AM	41	KRZY - AM	44
KKJY-FM	34	KRZY-AM	39	KOB -FM	3.3
6-10am					
KOB - AM		KOB -AM		KOB -AM	
KRZY-AM		KFMG-FM		KKJY-FM	
KABQ-AM		KRZY-AM		KRZY-AM	
KZIA-AM		KKJY-FM		KOB -FM	
KRKE-AM		KABQ-AM		KABQ-AM	
3-7pm					_
KOB - AM		KKJY-FM		KK.JY - FM	
KRST-FM		KZIA-AM			
KKJY-FM		KABQ-AM			
KZIA-AM		KOB -AM		KFMG-FM	
KRKE-AM		KFMG-FM		KZZX-FM	
ıs					_
iam-Midnight					
(00): 483					
A/M '79		O/N '79		A/M 'BO	
KRKE AM		KFMG-FM			
KZZX-FM		KRST-FM			
K AM X - AM		KRKE-AM		KRKE-FM	
-10em					_
KRKE-AM		KRKE-AM		KFMG-FM	
KRKE-AM KAMX-AM		KRKE-AM KQEO-AM		KFMG-FM KAMX-AM	
	KOB -AM KRZY-AM KZIA-AM KZIA-AM KOB -AM KRZY-AM KABQ-AM KZIA-AM KZIA-AM KZIA-AM KRKE-AM KRST-FM KKJY-FM KZIA-AM KRY-AM KRY-AM	KOB -AM	KOB - AM	KOB - AM	KOB - AM

M-F, 3-7pm		
1 KAMX-AM	FF MG - FM	KFMG-FM
2 KRKE-AM	KRST-FM	KZZX-F
3 KZZX-FM	KQ EO - AM	KAMX-AM
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 1330		
A/M '79	O/N '79	A/M '80
1 KRST-FM	KFMG-FM	KFMG-FM
2 KZZX-FM	KRST-FM	KZZX-FM
3 KFMG-FM	KOB -AM	KOB -FM
4 KOB -AM	KOB -FM	KOB -AM
5 KRKE-AM	KZZX-FM	KRST-FM
HF, 6-10am		
1 KOB -AM	KFMG-FM	KOB -AM
2 KZZX-FM	KOB -AN	KZZX-FM
3 KRZY-AM	KRST-FM	KOB -FM
4 KRKE-AM	KABQ-AM	KRKF-FM
5 KRST-FM	KRKE-AM	KFMG-FM
I-F, 3-7pm		
1 KRST-FM	KFMG-FM	KZZX-FM
2 KFMG-FM	KRST-FM	KOB -AM
3 KRKE-AM	KZZX-FM	KOB -FM
4 KZZX-FM	KQ EO - A M	KRKE-FM
	KOB -FM	
5 KOB -AM	KOB -FM	KRST-FM
	KOB -FM	KKST-FM
dults 25-54	KOB -FH	KKST-FM
	KOB -FR	KRST-FM
duits 25-54 -S, 6am-Midnight DP(00): 1641		
duits 25-54 -S, 6am-Midnight PP(00): 1641 	O/N '79	A/M '80
duits 25-54 -S, 6am-Midnight DP(00): 1641	O/N '79 KOB -AM	A/M '80 KK J Y – F M
dults 25-54 -S. Sam-Midnight DP(00): 1641 -AM'79 1 KOB -AM 2 KRZ Y-AM	O/N '79 KOB - AM KABQ - AM	A/M '80 KKJY-FM KOB -AM
duits 25-54 -S. 6am-Midnight DP(00): 1641 -A/M*79 1 KOB -AM	ON '79 KOB -AM KABQ-AM KRZY-AM	A/M '80 KKJY-FM KOB -AM KRZY-AM
dults 25-54	O/N '79 KOB - AM KABQ - AM	A/M '80 KKJY-FM KOB -AM
duits 25-54 S. 6am-Midnight PP(00): 1641 AM '79 1 KOB -AM 2 KRZ Y-AM 3 KKJY-FM 4 KABO-AM	ON '79 KOB -AM KABQ-AM KRZY-AM KKJY-FM	A/M '80 KKJY-FM KOB-AM KRZY-AM KOB-FM
duits 25-54 S. 6am-Midnight DP(00): 1641 AM '79 1 KOB -AM 2 KRZ Y-AM 3 KKJY-FM 4 KABO-AM 5 KOB -FM F, 6-10am 1 KOB -AM	ON '79 KOB -AM KABQ-AM KRZY-AM KKJY-FM	A/M '80 KKJY-FM KOB -AM KRZY-AM KOB -FM KFMG-FM
duits 25-54 S. 6am-Midnight PP(00): 1641 AM '79 1 KOB -AM 2 KRZ Y-AM 3 KKJY-FH 4 KABO-AM 5 KOB -FH F,6-10am 1 KOB -AM 2 KRZ Y-AM	ON '79 KOB -AM KABQ-AM KRZY-AM KKJY-FM KOB -FM	AJM '80 KKJY-FM KOB -AM KRZY-AM KOB -FM KFMG-FM KOB -AM
duits 25-54 S. 6am-Midnight DP(00): 1641 AM '79 1 KOB -AM 2 KRZ Y-AM 3 KKJY-FM 4 KABO-AM 5 KOB -FM F, 6-10am 1 KOB -AM	OM '79 KOB -AM KABQ-AM KRZY-AM KKJY-FM KOB -FM	A/M '80 KKJY-FM KOB -AM KRZY-AM KOB -FM KFMG-FM KOB -AM KOB -AM
dults 25-54 S. 6am-Midnight PP(00): 1641 AM '79 1 KOB -AM 2 KRZ Y-AM 3 KKJY-FH 4 KABO-AM 5 KOB -FM F, 6-10am 1 KOB -AM 2 KRZ Y-AM	ON '79 KOB -AM KABQ-AM KRZY-AM KKJY-FM KOB -FM KOB -AM KABQ-AM KRZY-AM	AJM '80 KKJY-FM KOB -AM KRZY-AM KOB -FM KFMG-FM KOB -AM KRZY-AM KOB -AM KRZY-AM
duits 25-54 S. 6am-Midnight PP(OO): 1641 A/M '79 1 KOB -AM 2 KRZY-AM 3 KKJY-FM 4 KABO-AM 5 KOB -FM F. 6-10am 1 KOB -AM 2 KRZY-AM 3 KABO-AM 3 KABO-AM	ON '79 KOB -AM KABQ-AM KRZY-AM KKJY-FM KOB -FM	A/M '80 KKJY-FM KOB -AM KRZY-AM KOB -FM KFMG-FM KOB -AM KRZY-AM
duits 25-54 S. 6am-Midnight DP(00): 1641 AM 79 1 KOB -AM 2 KRZ Y-AM 3 KKJY-FM 4 KABO-AM 5 KOB -FM F, 6-10am 1 KOB -AM 2 KRZ Y-AM 3 KABO-AM 4 KKJY-FM 5 KRE-FM	ON '79 KOB -AM KABQ-AM KRZY-AM KKJY-FM KOB -FM KOB -AM KABQ-AM KRZY-AM KKJY-FM	AJM '80 KKJY-FM KOB -AM KRZY-AM KOB -FM KFMG-FM KOB -AM KRZY-AM KKJY-FM KOB -FM
duits 25-54 S. 6am-Midnight DP(00): 1641 AM 79 1 KOB -AM 2 KRZ Y-AM 3 KKJY-FM 4 KABO-AM 5 KOB -FM F,6-10am 1 KOB -AM 2 KRZ Y-AM 3 KABO-AM 4 KAJY-FM 4 KABO-AM	ON '79 KOB -AM KABQ-AM KRZY-AM KKJY-FM KOB -FM KABQ-AM KABQ-AM KKJY-FM KOB -FM	A/M '80 KKJY-FM KOB -AM KFMG-FM KOB -AM KRZY-AM KOB -AM KRZY-AM KOB -AM KRZY-AM KABQ-AM
duits 25-54 -S. 6am-Midnight -P(00): 1641 -AM '79 1 KOB -AM 2 KRZY-AM 3 KKJY-FH 4 KABO-AM 5 KOB -FH F, 6-10am 1 KOB -AM 2 KRZY-AM 3 KABO-AM 4 KKJY-FH 5 KABO-AM 5 KOB -AM 7 KABO-AM 7 KABO-AM 7 KABO-AM 8 KABO-AM 8 KABO-AM 8 KABO-AM 9 KRKE-FH 7 KRKE-FH 7 KRKE-FH 7 KBOB -AM 8 KBOB -AM	ON '79 KOB -AM KABQ-AM KRZY-AM KKJY-FM KOB -FM KOB -AM KABQ-AM KRZY-AM KKJY-FM	AJM '80 KKJY-FM KOB -AM KRZY-AM KOB -FM KFMG-FM KOB -AM KRZY-AM KKJY-FM KOB -FM
duits 25-54 -S. 6am-Midnight -S. 6am-Midnight -S. 6am-Midnight -S. 6am-Midnight -S. 6am-Midnight -S. 6am-Midnight -S. 6am-Am -S. 6am	ON '79 KOB -AM KABQ-AM KRZY-AM KKJY-FM KOB -FM KOB -AM KABQ-AM KRZY-AM KKJY-FM KOB -FM	AJM '80 KK JY - FM KOB - AM KRZY - AM KOB - FM KFMG - FM KOB - AM KRZY - AM KK JY - FM KABQ - AM
duits 25-54 -S. 6am-Midnight -P(00): 1641 -AM '79 1 KOB -AM 2 KRZY-AM 3 KKJY-FH 4 KABO-AM 5 KOB -FH F, 6-10am 1 KOB -AM 2 KRZY-AM 3 KABO-AM 4 KKJY-FH 5 KABO-AM 5 KOB -AM 7 KABO-AM 7 KABO-AM 7 KABO-AM 8 KABO-AM 8 KABO-AM 8 KABO-AM 9 KRKE-FH 7 KRKE-FH 7 KRKE-FH 7 KBOB -AM 8 KBOB -AM	O/N '79 K O B - AM K A B Q - AM K K Z Y - AM K K J Y - FM K O B - FM K O B - AM K A B Q - AM K K J Y - FM K O B - FM K O B - FM	A/M '80 KK JY - FM KOB - AM KFZY - AM KOB - FM KFMC - FM KOB - AM KKJY - FM KOB - AM KADQ - AM KKJY - FM KOB - AM

Cume Persons Trends/Rankings

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

	A/M '79		O/N '79		A/M '80	
1	KOB - AM	978	KOB -AM	1042	KOB -AM	9
	KRKE-AM	680	KRKE-AM	712	KFMG-FM	6
4	KRZY-AM	665	KFMG-FM	693	KKJY-FM	61
4		527	KKJY-FM	633	KRZY-AM	5 8
5	KOEO-AM	458	KQ EO - AM	572	KRKE-AM	47
M-F, 6	-10am					
1	KOB -AM		KOB -AM		KOB -AM	
2	KRZY-AM		KFMG-FM		KRZY-AM	
3	KRKE-AM		KRZY-AM		KKJY-FM	
4	KZZX-FM		KRKE-AM		KFMG-FM	
5	KOEO-AM		KKJY-FM		KABO-AM	
M-F, 3	-7pm					
1	KOB -AM		KOB -AM		KOB -AM	
2	KRKF-AM		KRZY-AM		KKJY-FM	
3	K RZ Y - AM		KRKE-AM		KRZY-AM	
4	KKJY-FM		KFMG-FM		KFMG-FM	
5	KRST-FM		KKJY-FM		KZZX-FM	

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

			~um 00
1	KRKE-AM	KRKE-AM	KAMX-AM
2	KQEO-AM	KAMX-AM	KFMG-FM
3	KZZX-FM	KFMG-FM	KRKE-FM
M-F, 6	-10em		
1	KRKE-AM	KRKE-AM	KAMX-AM
2	KQEO-AM	KQEO-AM	KFMG-FM
3	K AM X - AM	KFMG-FM	KRK E-FM
M-F, 3	-7pm		
1	KRKE-AM	KAMX-AH	KAMX-AM
2	K AM X + A M	KRKE-AM	KFMG-FM
3	KOEO-AM	KFMG-FM	KRKE-FM

Adults 18-34

A/M '79	O/N *79	A/M '80
1 KOB -AH	KFMG-FM	KFMG-FM
2 KRKE-AM	KOB -AM	KOB -AM
3 KRKE-FM	KRKE-AM	KZZX-FM
4 KRST-FM	KQ EO – A M	KRST-FM
5 KZZX-FM	KRST-FM	KQ EO - AM
, 6-10am		
1 KOB -AM	KFMG-FM	KOB -AM
2 KZZX-FM	KOB -AM	KZZX-FM
3 KRKE-AM	KRKE-AM	KFMG-FM
4 KRST-FM	KQ EO – AM	KRKE-FM
5 KRZY-AM	KRST-FM	KO EO - AM
, 3-7pm		
1 KRST-FM	KEMC-EM	KOB -AM
2 KRKE-AM	KRKE-AM	KZZX-FM
3 KZZX-FM	KOB -AM	KRST-FM
4 KRKE-FM	KQ EO - AM	KFMG-FM
5 KOB -AM	KRST-FM	KRKE-FM

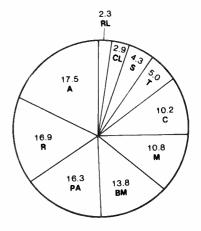
M-S, 6am-Midnight POP(00): 1641		
FUF(UU): 1641		
A/M '79	O/N '79	A/M '80
1 KOB -AM	KOB -AM	KOB -AM
2 KRZY-AM	KRZY-AM	KKJY-FM
3 KOB -FM	KOB -FM	KFMG-FM
4 KKJY-FM	KKJY-FM	KRZY-AM
5 KRKE-AM	KRKE-AM	KOB -FM
M-F, 6-10am		
I KOB - AM	KOB -AM	KOB -AN
2 KRZY+AM	KRZY-AM	KRZY-A!
3 KKJY-FM	KOB -FM	KKJY-FI
4 KRKE-AM	KABQ-AM	KQ EO - AN
5 KZZX-FM	KKJY-FM	KABQ-AN
M-F, 3-7pm		
1 KOB - AM	KOB -AM	KOB -AM
2 KRZY-AM	KRZY-AM	KK JY - FM
3 KOB -FM	KABQ-AM	KRZY-AM
4 KRKE-AM	KKJY-FM	KO EO - A M
S RRIV-EM	M D M D A M	4

Format Penetration Chart

KOB -AM KRZY-AM KABQ-AM KKJY-FM KRKE-AM

KRKE-AM

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



Format Legend

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

Allentown-**Bethlehem-Easton**

METRO RANK

56

A/M '80 Market Overview

Beautiful Music has become the leading format in the Allentown area according to Arbitron's results. Compared to last spring, BM's share of the total listening was up 44%. Some of this increase may be attributed to the increased in-tab for older demos in the A/M '80 report; overall in-tab was up 32% compared to last year's A/M sweep, with most of the gains coming among older skewing demos. The market leader remains WQQQ, with BM competitor WFMZ showing a sizable jump in this book. WFMZ, using the TM format, and advertising in newspaper and on TV, registered substantial gains in every major daypart. The station cut its news and spot load during the survev

Pop/Adult WLEV enjoyed healthy numbers in this report, tying WQQQ for second among adults 25-54. behind Country station WXKW, and reclaiming the 18-34 lead. WLVE used an ad campaign that included newspaper and busboards, with some TV spots. and offered listeners a chance to win a trip to anywhere in the world.

At the younger end of the demographic spectrum, Top 40 WAEB showed positive signs this sweep, while AOR leader WZZO slipped. WAEB was successful in attracting more female listeners but did no outside advertising this sweep. Instead, the station concentrated on-air, with activities like a "Psychethon," which featured a psychic on-air, answering calls from listeners for 24 hours, and an oldies show on the weekends. The air staff has remained consistent also, helping the station to score number two among adults 18-34

WZZO's air staff situation changed drastically just before the survey began. There was a complete housecleaning, including the PD and all jocks, so the WZZO audience may have been somewhat affected. WZZO lost much of its female audience figures but remains tops among men 18-34.

Average Persons 12+ Share Trends

POP	(00): 5	333				
	A/M '79		O/N '79		A/M '80	
1	WLEV-FI	1 9.9	WZZO-FM	12.4	WQQQ-FH (1994) 1	2.5
2	WXKW-FI	1 9.0	WQQQ-FM	12.1	WLEV-FM PA 1	1.7
3	W220-F1	1 8.5	WXKW-FM	10.8	WAEB-AM (P)	9.8
4	WEST-AN	1 8.4	WAE B-AM	8.2	WXKW-FM (C)	9.1
5	WAEB-AR	1 8.2	WLEV-FM	7.0	WZZ 0-FM (A)	8.1
6	WQQQ-F1	4 8.1	WFMZ-FM	4.8	WFMZ-FM (MA)	7.7
7	WKAP-A	4 6.1	WEST-AM	4.5	WEST-AM (PA)	4.6
8	WFMZ-FI	4 3.9	WEEX-AM	3.6	WEEX-AM (PI)	3.1
9	WEEK-AL	4 3.8	KTW -AM	3.4	WHOL-AM (C)	3.1
10	WSAN-AI	1 3.7	WKAP-AM	2.7	WKAP-AM (PO	3.0
11	WWSH-FI	4 3.1	WSAN-AM	2.7	WWSH-FM (MAG)	1.6
12	WGPA-A	H 1.4	WWSR-FM	2.7	WGPA-AM (PA)	1.3
13	WHOL-A	4 1.4	WLSH-AM	2.7	WLSR-AM (PA)	1.1
14			WYNS-AM	1.3	WYNS-AM PA	1.0
15			WOR -AM	1.2	WBYO-FM (PL)	0.7
16			WBYO-FM	1.2	WSAN-AM (A)	0.6
17			WABC-AM	1.1		
18			WYSP-FM	1.1		
19			WROL-AM	1.0		
20			WMGK-FM	0.7		
2 1			WIFI-FM	0.7		
22			WCRV-AM	0.7		
23			WGPA-AM	0.7		
24			WFMV-FM	0.7		
2 5			WUSL-FM	0.6		
26			WRNJ-AM	0.6		
27			WC A U - AM	0.6		
28			WVCD-FM	0.4		

Average Persons Trends/Rankings

Total 12+ POP(00): 5333

A/M 179		O/N '79		A/M '80	
1 WLEV-FM	93	WZZ O-FM	101	WQQQ-FM	112
2 WXKW-FM	8.5	WQQQ-FM	99	WLE V-FM	105
3 WZZO-FM	80	WXKW-FM	88	WAE B-AM	81
4 WEST-AM	79	WAE B-AM	67	WXKW-FM	82
5 WAEB-AM	77	WLEV-FM	57	W220-FM	73

M-F, 6-10am		
1 WEST-AM 2 WAEB-AM	WXKW-FM	WAE B-AM
2 WAEB-AM 3 WXKW-FM	WAE B-AM	WQQQ-FM
4 WLEV-FM	WQQQ-FM WZZO-FM	WLEV-FM WXKW-FM
5 WQQQ-FM	WFMZ-FM	WFMZ -FM
	4112 111	41.110 1.11
M-F, 3-7pm	11000 FW	
1 WLEV-FM 2 WXKW-FM	WQQQ-FM WZZO-FM	WLEV-FM WQQQ-FM
3 WAEB-AM	WXKW-FM	WXKW-PM
4 W220-FM	WAE B-AM	WAE B-AM
5 WKAP-AM	WLEV-FM	W220-FM
Teens		
M-S, 8am-Midnight		
POP(00): 617		
A/M '79	O/N '79	A/M '80
1 WAEB-AM	WZZO-FM	W220-FM
2 WZZO-FH	WAEB-AM	WLEV-PM
3 WKAP-AM	WYSP-FM	WAE B-AM
M-F, 6-10am		
1 WAEB-AM	WAEB-AM	WAE B-AM
2 WZZO-FM	WZZO-FM	WZ Z O- FM
3 WKAP-AM	WEEX-AM	WLEV-FM
M-F, 3-7pm		
1 W220-FM	W220-FM	W220-FM
2 WAEB-AM	WAE B-AM	WLEV-FM
3 WKAP-AM	WYSP-FM	WAE B-AM
Adults 18-34		
M-S, 8am-Midnight		
POP(00): 1660		
A/M '79	O/N '79	A/M '80
1 WLEV-FM	W220-FM	WLEV-FM
2 WZZO-FM	WXKW-FM	WAE B-AM
3 WAEB-AM	WLEV-FM	W220-FM
4 WKAP-AM	WAEB-AM	WXKW-FM WQQQ-FM
5 WXKW-FH	WSAN-AM	WQQQ-FH
M-F, 6-10am		WLEV-FM
1 WLEV-FM 2 WZZO-FM	WZZO-FM WAEB-AM	WAE B-AM
3 WAEB-AM	WXKW-FM	WZZ O-FM
4 WXKW-FM	WLEV-FM	WXKW-FM
5 WEEX-AM	WEEX-AM	WKAP-AM
M-F, 3-7pm	•	
1 WLEV-FM	WZZ O-FM	WLEV-FM
2 WZZO-FM	WLEV-FM	WZZ O-FM
3 WKAP-AM	WXKW-FM	WAE B-AM
4 WAEB-AM	WAEB-AM	WKAP-AM
5 WXKW-FH	WSAN-AM	WQQQ-FM
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 2448		
A/M 179	O/N '79	A/M '80
1 WXKW-FM	WQQQ-FM	WXKW-FM
2 WLEV-FM	WXKW-FM	WLEV-FM
3 WAEB-AM	WLEV-FM	WQQQ-FM WAEB-AM
4 WKAP-AM 5 WQQQ-FM	WAE B-AM WZZ O-FM	WAE B-AM WFM2-FM
	700 111	*****
M-F, 6-10am	WXKW-FM	WAE B-AM
1 WAEB-AM 2 WLEV-FM	WARW-IM WAEB-AM	WAE B-AR WXKW-FM
3 WXKW-FM	W000-FM	WLEV-FM
4 WEST-AM	WLEV-FM	WQQQ-FM
	WEEX-AM	wpnz-pm
5 WKAP-AM	HUUN NO	
	HUUN A	
M-F, 3-7pm 1 WXEW-FH		WLEV-PM
M-F, 3-7pm 1 WXKW-FM 2 WIEV-FM	WQQQ-FM WXKW-FM	WXKW-FM
M-F, 3-7pm 1 WXEW-FM 2 WLEV-FM 3 WAEB-AM	WQQQ-FM WXKW-FM WLEV-FM	WXKW-FM WQQQ-FM
MF, 3-7pm 1 WXKW-FH 2 WLEV-FH	WQQQ-FM WXKW-FM	WXKW-FM

Cume Persons Trends/Rankings

Total 12+	
M-6, Bern-Midnight	

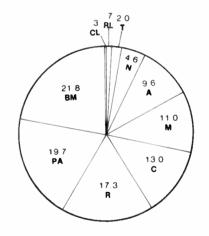
POP(00): 5333

007. 333	-				
A/M '79		O/N '79		A/M '80	
WAEB-AM	1441	WAEB-AM		WAE B-AM	147
WQQQ-FM	1016	WZZO-FM		WQQQ-FM	124
WLEV-FM	1009	WQQQ-FM		WLEV-FM	120
WXKW-FM	907	WXKW-FM		W220-FM	91
WZZO-FM	875	WLE V-FM	887	WXKW-FM	88
-10am					
WAEB-AM		WAE B-AM		WAE B-AM	
WXKW-FM		WZZO-FM		WLEV-FM	
WLEV-FM		WQQQ-FM		WQQQ-FM	
WKAP-AM		WXKW-FM		WXKW-FM	
WEST-AM		WLEV-FM		W220-FM	
-7pm					
WAEB-AM		W220-FM		WAE B-AM	
WLEV-FM		WQQQ-FM		WLEV-FM	
WZZO-FM		WAE B-AM		WQQQ-FM	
WXKW-FM		WXKW-FM		WZZO-FM	
WQQQ-FM		WLEV-FM		WXKW-FM	
8					
am-Midnight					
00): 617					
A/M '79		O/N '79		- A/M '80	
WAEB-AM		W220-FM		WZZO-FM	
WZZO-FM		WAEB-AM		WAE B-AM	
WKAP-AM		WLE V-FM		WLE V-FM	
-10am					
WAEB-AM		W220-FM		WAEB-AM	
WKAP-AM		WAEB-AM		WZZ O-FM	
WZZO-FM		WEEX-AM		WLEV-FM	
-7pm					
WAEB-AM		WZZO-FM		W220-FM	
WZZO-FM		WAEB-AM		WAEB-AM	
	AMM '79 WAEB-AM WQQ-FM WLEV-FM WZZO-FM 10am WAEB-AM WLEV-FM WKAP-AM WEST-AM 7pm WAEB-AM WLEV-FM WZZO-FM WAEB-AM WLEV-FM WZZO-FM 3 am-Midnight 00): 617 AMM '79 WAEB-AM WAEB-AM WAEB-AM WAEB-AM WAEB-AM WAEB-AM WAEB-AM	AM '79 WAE B-AM 1441 WQQQ-FM 1016 WLEV-FH 1009 WIKW-FM 907 WZZO-FM 875 10am WAE B-AM WIEV-FH WKAP-AM WEST-AM "7pm WAE B-AM WZZO-FM WZZO-FM WZZO-FM WZZO-FM WAE B-AM WZZO-FM WZZO-FM WZZO-FM WZZO-FM WAE B-AM WZZO-FM WAE B-AM WZZO-FM WAE B-AM WAE B-AM	### AM '79 ### AM '79 #### AM 1441 #### WAR B AM #### WQQ FM 1016 #### WQQ FM WX W FM #### WZ O FM #### WAE B AM ##### WAE B AM ###### WAE B AM ###################################	### AM* 79 ### AM* 79 #### AM* 1441 #### AM* 1384 #### AM* 1016 #### AM* 1020-FM #### 1152 #### 1009 #### 1152 #### 1009 #### 1152 #### 1009 ##### 1009 #### 1009 ##### 1009 ##### 1009 ##### 1009 ##### 1009 ##### 1009 ##################################	AM '79

A/M '79	O/N '79	A/M '80
1 WAEB-AM	WZZO-FM	WAE B-AM
2 WLEV-FM	WAE B-AM	WLEV-FF
3 W220-FM	WLEV-FM	W220-FM
4 WSAN-AM	WKAP-AM	WKAP-AM
5 WEEX-AM	WSAN-AM	WQQQ-F1
I-F, 6-10am		
1 WLEV-FM	WZZ 0-FM	WAE B-AM
2 WAEB-AM	WAE B-AM	WLEV-F
3 W220-FM	WLEV-FM	W220-F
4 WSAN-AM	WKAP-AM	WKAP-AP
5 WEEX-AM	WSAN-AM	WXKW-F
HF, 3-7pm		
1 WLEV-FM	WZ Z O-FM	WAEB-AM
2 WZZO-FM	WAEB-AM	WLEV-FM
3 WAEB-AM	WLEV-FM	W220-FM
4 WEEX-AM	WSAN-AM	WKAP-AM
5 WSAN-AM	WKAP-AM	WXKW-PM
dults 25-54		
I-S, 6am-Midnight		
OP(00): 2448		
A/M 179	O/N '79	A/M '80
1 WAEB-AM	WAE B-AM	WAE B-AM
2 WLEV-FM	WQQQ-FM	WQQQ-FM
3 WXKW-FM	WLEV-FM	WLEV-FM
4 WQQQ-FM	WXKW-FM	WXKW-FM
5 WKAP-AM	WZZ O-FM	WFMZ-FM
HF, 6-10am		
1 WAEB-AM	WAEB-AM	WAEB-AM
2 WXKW-FM	WXKW-FM	WLEV-FM
3 WLEV-FM	WQQQ-FM	WQQQ-FM
4 WKAP-AM	WLEV-FM	WXKW-FM
5 WEEX-AM	WZZO-FM	WEEX-AM
+ F, 3-7pm		
1 WAEB-AM	WQQQ-FM	WAEB-AM
2 WLEV-FM	WAE B-AM	WLEV-FM
		WQQQ-FM
3 WXKW-FM	WXKW-FM	WQQQ-FF
3 WXKW-FM 4 WKAP-AM 5 WOOO-FM	WXKW-FM WLEV-FM WZZO-FM	WXKW-FM WFMZ-FM

Format Penetration Chart

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



Format Legend

Data from Market Buy Market TM

	A	lt	O	O	n	a
-	1 P	J L	V	V		u

METRO RANK

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

	A/M '78		A/M '79		A/M '80
1	WFBG-AM	18.7	WFBG-AM	22.2	WFBG-AM(m) 27
2	WRTA-AM	18.1	WV AM - AM	20.4	WV AM - AM (C) 17
3	WFBG-FM	15.1	WFBG-FM	18.6	WRTA-AM (PA)14
4	WVAM-FM	14.5	WRTA AM	10.8	WFBG-FM(BM) 8
5	W V AM - AM	12.0	WV AM - FM	9.6	WV AM - FM (R) 8
6	WKMC-AM	8.4	WKMC-AM	6.0	WKMC-AM(C)
7	WJAC-FM	3.6	WJAC-FM	3.0	WHPA-FM(PA)
8	WIYQ-FM	1,8	WTRN-AM	2.4	WIYQ-FM(C) 1
9	WGMR-FM	1.2	WHPA FM	2.4	WJOI-FM(BM) 1
0	WTRN-AM	1.2	WJOI-FM	1.2	WDVE-FM(A) 1
11	WJSM-FM	0.6	WYDD-FM	0.6	WTRN-AM(R) (
1 2	WJSM-AM	0.6	WDVE-FM	0.6	WJAC-FM(PA)
1 3					WXKX-FM(R) (
4					WGMR-FM(C) (
١٩					WJSM-FM(RL) (

Average Persons Trends/Rankings

POP(00)						
A	M '78		A/M '79		A/M '80	
1 WF:	BG-AM	31	WFBC-AM	37	WF BC-AM	4
	MA-A	3.0	WV AM - AM	3.4	MA - MA VW	2
3 WF1	3 G - F M	2.5	WFBG-FM	31	WRTA-AM	2
4 WV	AM - FM	2 4	WRTA-AM	1.8	WF BG - FM	1
5 WV	MA - MA	2.0	WV AM - FM	16	WV AM - FM	1
M-F, 6-10an	n					
1 WR'	MA-A1		WF BC - AM		WF BG-AM	
2 WE	BG-AM		WV AM - AM		WRTA-AM	
3 WV.	MA-MA		WRTA-AM		WV AM - AM	
4 WV	AM-FM		WEBG-FM		WK MC - AM	
5 WF	BG-FM		WV AM - FM		WF BG-FM	
M-F, 3-7pm						
1 WF	BG AM		WFBG-AM		WFBG-AM	
2 WR	MA-A1		WV AM - AM		WV AM - AM	
3 WV.	AM - AM		WFBG-FM		WRTA-AM	
4 WV.	AM-FM		WRTA-AM		WFBC-FM	
5 WF	BG-FM		WV AM - FM		WHP A-FM	
Teens M-S, Sam-M	l-l-l-h4					
POP(00)						
A/I	VI '78		A/M '79		A/M '80	
1 WE I	G-AM		WF BC - AM		WEBC-AM	

POP(00): 137		
A/M '78	A/M '79	A/M 180
1 WFBG-AM	WF BC - AM	WF BC - AM
2 WYAN-AM	WV AM - FM	WVAM-FM
3 WFBC-FM	WV AM - AM	MILO-LW
M-F, 6-10am		
1 WFBG-AM	WF BG - All	WF BG - AM
2 WVAM-AM	WV AM - AM	WVAM-FM
3 WRTA-AM	WV AM - FM	WV AM - AM
M-F, 3-7pm		
1 WFBG-AM	WF BG - AM	WF BC -AM
2 WVAM-AM	WVAM-FM	WV AM - FM
3 WV AM - FM	WV AM - AM	WRT A-AM

Adults 18-34 M-S, 6am-Midnight

POP(00): 331		
A/M '78	A/M '79	A/M '80
1 WEBG-Att	WFBG-AM	WF BC ~ A M
2 WVAMHAM	WV AM - AM	WV AM - FM
3 WEBG-FM	WV AM - FM	WV AM - AM
4 WRTA-AM	WFBG-FM	WFBG-FM
5 WVAM-FM	WRTA-AM	WRTA-AM
I-F, 6-10am		
1 WFBG-AM	WF BC - AM	WFBG-AM
2 WRTA-AM	WV AM - AM	WV AM - FM
3 WVAM-AM	WRTA-AM	WV AM - AM
4 WFBG-FM	WV AM - F21	WRTA-AM
5 WKMC-AM	WTRN AM	WFBG-FM
I-F, 3-7pm		
1 WFBG-AM	WFBG-AM	WFBG-AM
2 WVAM-AM	MA-MAVW	WVAM-FM
3 WFBG·FM	WV AM - F M	WV AM - AM
4 WRTA-AM	WF BC = FM	WFBG-FM
5 WJAC-FM	WRT A - AM	WDV E- FM

Adulte	26-6	4
M-6, 6an	n-Mid	night
POP(0	0):	488

A/M 178	A/M '79	A/M '80
1 WVAM-FM	WV AM - AM	WV-MM-AM
2 WFEG-AM	WF BC - AM	WF B G-AM
3 WRTA-AM	WFBG-FM	WRT A-AM
4 WVAM-AM	WRTA-AM	WFBG-FM
5 WFBG-FM	WV AM - FM	WV AM ·· FM
M-F, 6-10am		
1 WRTA-AM	WV AM - AM	WV AM - AM
2 WFBG-AM	WFBC-AM	WF BC - AM
3 WVAM-AM	WRT A-AM	WRTA-AM
4 WVAM-FM	WFBC-FM	WFbG-FM
5 WFBC-FM	WV AM - PM	WKMC-AM
M-F, 3-7pm		
1 WFBG-AM	WV-MA-AM	WV AM - AM
2 WVAM-FM	WF BG-AM	WF BC-AM
3 WVAM-AM	WF BG - FM	WFBG-FM
4 WRTA-AM	WRT A-AM	WHPA-FM
5 WFBG-FM	WV AM - FM	WRTA-AM

Cume Persons Trends/Rankings

	i 12+ iam-Midnight			
	(00): 1129 A/M'78		A/M '79	
1	WFBG-AM	527	WFBG-AM	
2	WV AM - AM	434	WV AM - AM	
3	WRTA-AM	414	WRT A-AM	
4	WVAM-FM	306	WFBC-FM	
5	WERC-EM	26.7	WU AM - FM	

	POINT 10		AIM I D		A/M 80	
1	WFBG-AM	527	WFBG-AM	551	WFBG-AM	568
2	WVAM-AM	434	WV AM - AM	422	WRTA-AM	402
3	WRTA-AM	414	WRT A-AM	369	MA - MA VW	3 3 4
4	WVAM-EM	306	WFBG-FM	345	WF BG - FM	270
5	WF BG-FM	267	WV AM - FM	279	WV AM - F M	229
M-F, 6	-10am					
1	WF BC-AM		WF B G - A M		WF BG - AM	
2	WRTA-AM		WV AM - AM		WRTA-AM	
7	WV AM - AM		WATA-AM		WV AM - AM	
4	W Y AM - F M		WF B C - FM		WV AM - FM	
5	WFBG-FM		WV AM - FM		WFBC-FM	
M-F, 3	-7pm					
1	WFBG-AM		WF BG - AM		WF B C - A M	
2	WVAM-AM		WV AM - AM		WV AM - AM	
3	WRTA-AM		WFBG-FM		WRTA-AM	
4	UV AM - F M		WRTA-AM		WV AM - FM	
- 5	WF BC-FM		WVAM-FM		WF BG-FM	
	S am-Midnight					_

M-S, 8am-Midnight		
POP(00): 137		
A/M '78	A/M '79	A/M '80
1 WFBG-AM	WF BC-AM	WFBC-AM
2 k V AM - A M	WVAM-FM	WV AM - FM
3 WRTA-AM	WV AM - AM	M A - MA VW
M-F, 6-10am		
1 WFBG-AM	WF B G - A M	WFBC-AM
2 WVAM-AM	WV AM - AM	WV AM - FM
3 WRTA-AM	WV AM - FM	WV AM - AM
M-F, 3-7pm		
1 WESG-AM	WF BG - AM	WF B C - AM
2 WVAM-AM	WV AN - FM	WV AM - FM
3 L'DTALAW	LIV AM - AM	UB T A - A M

2 8010 00	W (AS - AS	WKIA-AM
Adults 18-34 M-S, 6am-Midnight		
POP(00): 331		
A/M 178	A/M '79	A/M '80
1 WFBG-AM	WFBC-AM	WF B C - A M
2 WVAM-AM	WV AM - FM	WV AM - F M
3 WRTA-AM	WV AM - AM	WV AN - AM
4 WVAM-FM	WRT A-AM	WRTA-AM
5 WFBG-FM	WFBG-FM	WFBG-FM
M-F, 6-10am		
1 WFBG-AM	WF B G - A21	WFBG-AM
2 bVAM-AM	WV AM - AM	WV AM - AM
3 WRTA-AM	WV AM - FM	WV AM - FM
4 WVAN-FM	WRTA-AM	WRTA-AM
5 WFBG-FM	WTRN-AM	WFBG-FM
M-F, 3-7pm		
1 WFBG-AM	WF8G-AM	WFBC-AM

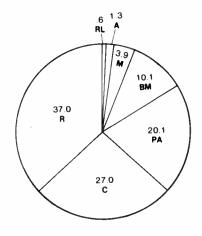
1	WFBG-AM	WFBG-AM	WFBC-AM
2	WVAN-AM	WV AM - AM	WV AM - FM
٦	WRTA-AM	WVAM-FM	WV AM - AM
4	WF B G - F M	WRTA-AM	WRTA-AM
5	WVAM-FM	WFBC-FM	WXKX-FM

A/M '78	A/M '79	A/M '80
1 WFBC-AM	WF BC - AM	WFBG-AM
2 WRTA-A11	WV AM - AM	WV AM - AM
3 WVAM-AM	WRTA-AM	WRTA-AM
4 WVAM-FM	WF BG-FM	WFBC-FM
5 WFBG-FM	WVAM-FM	WV AM - FM

1	WVAM-AM	WF BG - AM	WEBG-AM
2	WF BG-AM	WV AM - AM	W V AM - A M
3	WRTA-AM	WRTA-AM	WRTA-AM
4	WVAM-FM	WFRG~FM	WFBG-FM
5	WKMC-AM	WV AM - FM	WV AM - FM
A-F, 3-1	7pm		
1	WF BG-AN	WV AM - AM	WF B G = A M
2	WV AM - AM	WF BG - AM	WV AM - AN
3	WVAM-FM	WF BG = FM	WRT A-AN
4	WATA-AM	WRTA-AM	WFBG-F5
	WFBG-FM	WV AM - FM	WV AM - FY

Format Penetration Chart

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



Format Legend

lverage Persons 12+ Share Trends londay-Sunday, 6em-Midnight 20 P (00): 1352

or (00). 133	2			
	A/M '78		A/M '79		A/M 180
1	KQIZ-FM	18.3	KPUR-AM	18.7	KIXZ - AM(C) 19.8
2	KGNC-FM	16.7	KIXZ-AM	15.0	KGNC-FM(BM012,9
3	KDJW-AM	13.3	KGNC-FM	13.5	KGNC-AM(PA)11.4
4	KPUR-AM	12.2	KQ IZ-FM	10.4	KDJW-AM(C) 10 • 9
5	KGNC-AM	12.2	K G N C - A M	10.4	KOIZ-FM(R) 10.4
6	KZIP-AM	6.7	KD JW-AM	R.3	KP1'R-AM(R) 9.9
7	KIXZ-AM	5 . 6	KY TX - FM	5.7	KYTX-FM(A) 9,4
8	KBUY-FM	3.3	KBUY-FM	3.6	KBUY-FM(C) 6.9
9	KOIZ-AM	2.8	KWAS-FM	2.6	KOIZ-AM(R) 1,5
1.0	KWAS-FM	1.1	KOIZ-AM	2.6	KHBJ-AMPA 1.0
1.1			KHBJ-AM	1.0	KWAS-FM(PML) 1.0
12			KZ I P - AM	1 4 0	KZIP-AM(C) 1.0

Average Persons Trends/Rankings

A-S, 64	ım-Midnight					
'0P(00): 1352					
	A/M '78		A/M 179		A/M '80	
1	KQI Z · FM	3 3	KPUR-AM	36	KIXZ-AM	4 (
2	KGNC-FM	30	KIXZ-AM	29	KGNC-FM	26
3	KDJW-AM	24	K GN C-FM	26	KGN C-AM	2 :
4	K PUR - AM	22	KQ I Z - FM	20	KDJW-AM	2 :
5	KGNC-AM	22	KGNC-AM	20	KQIZ-FM	2
A-F, 6-	10em					
1	KGNC-AM		KPUR-AM		KIXZ-AM	
2	KD JW - AM		KIXZ-AM		KGNC-AM	
3	K PUR-AM		KGNC-AM		KDJW-AM	
4	KQIZ-FM		KGNC-FM		KPUR-AM	
5	KGNC-FM		KDJW-AM		KOIZ-FM	
A-F, 3-	7pm					
1	KGNC-FM		KPUR-AM		KIXZ-AM	
2	KQIZ-FM		K I X Z - AM		KGNC-FM	
3	KDJW-AM		KGNC-FM		KPUR-AM	
4	KPUR-AM		KQIZ-FM		KYTX-FM	
5	KGNC-AM		KDJW-AM		K D JW - A M	

I eens	
VI-S, 6am-Midnight	
POP(00): 174	

A/M '78	A/M 179	A/M 180
1 KPUR-AM	KPUR-AM	KQIZ-FM
2 KOIZ-FM	KOIZ-FM	KP UR-AM
3 KIXZ-AM	KIXZ-AM	KYTX-FM
F, 6-10am		
1 KPUR-AM	KP UR - AM	KQ I Z - FM
2 KOIZ-FM	KQIZ-FM	KPUR-AM
3 KIXZ-AM	K I XZ - AM	KYTX-F
I-F, 3-7pm		
1 KPUR-AM	KP U R – AM	KP UR-AM
2 KOIZ-FM	KQIZ-FM	KQIZ-F
3 KIXZ-AM	KIXZ-AM	KYTX-F

Adults 18-34 W-S, 6am-Midnight

A/M '79	A/M '80
KP UR-AM	KY TX -FM
KQIZ-FM	KIXZ AM
KIXZ-AM	KQIZ-FM
KYTX-FM	KPUR-AM
KQ I Z – AM	KBUY-FM
KP U R - A M	K I X Z – A M
KQIZ-FM	KPUR-AM
KIXZ-AM	KQIZ-FM
KYTX-FM	KBUY-FM
KQ I Z - AM	KYTX-FM
KP UR – A M	KYTX-FM
KQIZ-FM	KP UR – AM
KIXZ-AM	KIXZ-AM
KY TX - FM	KQIZ-FM
KDJW-AM	KDJW-AM
	KPUR-AM KQIZ-FM KQIZ-AM KYTX-FM KQIZ-AM KPUR-AM KQIZ-FM KIXZ-AM KYTX-FM KQIZ-AM KYTX-FM KQIZ-AM

Adults 25-54

M-S, 6am-Midnight		
POP(00): 660		
A/M '78	A/M 179	A/M *80
1 KGNC-FM	KIXZ-AM	KIXZ-AM
2 KDJW-AM	KGNC-FM	KDJW-AM
3 KQIZ-FM	KDJW-AM	KG N C - F M
4 KPUR-AM	KPUR-AM	KGN C-AM
5 KZIP-AM	KQ I Z - FM	KBUY-FM
M-F, 6-10em		
1 KDJW-AM	KPUR-AM	K I X Z ~ AM
2 KPUR-AM	KIXZ-AM	KDJW-AM
3 KOIZ-FM	KDJW-AM	KG N C-AM
4 KGNC-PM	KGNC-FM	KBUY-FM
5 KGNC-AM	KGNC-AM	KGNC-FM
M-F, 3-7pm		
1 KGNC-FM	KD JW-AM	KIXZ-AM
2 KDJW-AM	KIXZ-AM	KGNC-FM
3 KOIZ #M	KGNC-FM	KD JW-AM
4 KPUR-AM	KFUR-AM	KF UR-AM
5 KZIP-AM	KQIZ-FM	KBUY-FM

Cume Persons Trends/Rankings

	00): 1352 A/M '78		A/M 179		A/M '80	
1	KPUR-AM	476	KP UR - AM	500	KIXZ-AM	420
	KOIZ-FM	407		485	KPUR-AM	356
	KDJW-AM					319
4	KGNC FM	341	KGNC-FM	321	KDJW-AM	316
5	KGNC-AM	3 3 1	KQ I Z - FM	310	KQIZ-FM	308
M-F, 6-	10am					
1	KPUR-AM		KPUR-AM		KIXZ-AM	
2	K G N C - AM		K I X Z - AM		KP U R-AM	
3	KOIZ-FM		K G N C - A M		KGNC-AM	
4	KDJW-AM		KGNC-FM		KO I Z-FM	
5	KGNC-FM		KOIZ-FM		KDJW-AH	
M-F, 3-	7pm					
1	KPUR-AM		KP U R-AM		KIXZ-AM	
2	KOIZ-FM		KIXZ-AM		KPUR-AM	
3	KDJW-AM		KGNC-FM		KGNC-FM	
4	KGNC-FM		KQ 1Z-FM		KQIZ-FM	
5	K G N C - A M		KDJW AM		KDJW-AM	

3 KGNC-FM	KU12-FM	K D J W - A M
M-F, 3-7pm		
1 KPUR-AM	KP U R-AM	KIXZ-AM
2 KOIZ-FM	KIXZ-AM	KPUR-AM
3 KDJW-AM	K G N C - F M	KGNC-FM
4 KGNC-FM	KQ 1Z-FM	KQIZ-FM
5 KGNC-AM	KDJW AM	KDJW-AM
Teens		
M-S, 6am-Midnight		
POP(00): 174		
A/M 178	A/M 179	A/M '80
1 KPUR-AM	KPUR-AM	KP I'R-AM
2 KQIZ-FM	KQIZ-FM	KQ IZ-FM
3 KIXZ-AM	KIXZ-AM	KYTX-FM
M-F, 6-10am		
1 KPUR AM	KPUR-AM	KQIZ-FM
2 KOIZ-FM	KQ IZ-FM	KPUR-AM
3 KIXZ-AM	KIXZ AM	KYTX-FM
M-F, 3-7pm	_	
1 KPUR AM	K P U R - A M	KQ IZ-FM
2 KQIZ FM	KQ I Z - F M	KP UR-AM
3 KOIZ-AM	KIXZ-AM	KYTX-FM
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 515		
A/M 178	A/M '79	A/M *80
1 KOIZ-FM	KP UR-AM	KPUR-AM
2 KPUR-AM	KIXZ AM	KQIZ-FM
3 KIXZ-AM	KQ I Z - FM	KIXZ-AM
4 KDJW-AM	KYTX-FM	KYTX-F
	MA-WLDN	KBUY-FM
5 KGNC-FM	KD7#-WU	KDU. II

	A/M 178	A/M '79	A/M '80
1 1	OIZ-FM	KP UR-AM	KPUR-AM
	PUR-AM	KIXZ AM	KQIZ-FM
	T X Z - AM	KQ I Z - FM	KIXZ-AM
4 1	MA-WLD)	KYTX-FM	KYTX-FM
5 1	GNC-FM	MA-WLDN	KBUY-FM
M-F, 6-10	em		
1 1	QIZ-FM	K P U R - A M	KPUR-AM
2 1	PUR-AM	KO I Z – FM	KIXZ-AM
3 1	MA-SXI)	K I X Z – AM	KQIZ-FM
4 1	(DJW-AM	KQ I Z - AM	KYTX-FM
5 1	COIZ-AM	KYTX-FM	KDJW-AM
M-F, 3-7p	m		
1 1	(QIZ-FM	K P U R - A M	KPUR-AM
2 1	CPUR AM	KIXZ AM	KIXZ-AM
3 1	MA-SXI)	KOIZ-FM	KQ I Z-FM
4 1	CDJW-AM	K D J W - A M	KYTX-FM
5 1	(QIZ-AM	KYTX-FM	KDJW-AM

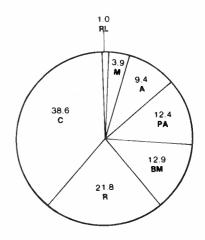
Adults 25-5	4
M-S, 6am-Midi	night
POP(00):	660

Adults 25-54 M-S, 6am-Midnight		
POP(00): 660		
A/M '78	A/M '79	A/M 180
1 KGNC-FM	KIXZ AM	K I X Z - A M
2 KDJW-AM	KDJW-AM	K D JW - AM
3 KPUR-AM	KPUR-AM	KGNC-FM
4 KOIZ-FM	KGNC-FM	KGN C-AM
5 KGNC-AM	KQIZ-FM	KPUR-AM

	10em		
1	KDJW-AM	K I X Z – A M	K I X Z – A M
2	K P U R - A M	KP U R – AM	K D J W - A M
3	K G N C - A M	KDJW-AM	KGNC-AM
4	K G N C - F M	K G N C - F M	KGNC-FM
5	KQIZ-FM	K G N C - A M	KP UR - AM
, 3-	7pm		
1	KDJW-AM	K I X Z – A M	K I X Z - AM
2	K PUR - AM	K G N C - F M	KGNC-FM
3	KOIZ-FM	K P J W - A M	K DJW - AM
4	K G N C - FM	KP U R ~ A M	KPUR-AM
5	KGNC-AM	KQIZ-FM	KBUY-FM

Format Penetration Chart

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



Format Legend

Anaheim-Santa Ana-Garden Grove

METRO RANK

-(18

€ A/M '80 Market Overview

The Orange County market went through the technique of Quarterly Measurement for the first time this past spring. This meant that **Arbitron** oversampled, and indeed the metro in-tab was up 44% when compared to last spring's diary return.

The leaders among the local Orange County stations flip-flopped this sweep, with KEZY surpassing KWIZ. KEZY was the top adult 18-34 station in the metro, among local stations, while KWIZ led the local entities in the 25-54 demo. KEZY was in a period of transition during the 12-week survey, implementing a new oldies rotation and adjusting the news to flow better with the music. Also, the station utilized a local rock magazine, with circulation of 50,000-60,000 monthly, aiming to reach the target demos. KWIZ suffered declines most notably among its male tuners-in, with more than a 50% drop overall.

There is significant intrusion into Orange County from L.A. signals, and among these Bonneville's Beautiful Music KBIG was tops, beating out KMET. KBIG was ahead among 25-54, with more than eight percent of the market, while KMET led 18-34 young adults with more than 12% of that key demo.

There were two other especially interesting aspects to the showing of L.A. stations in Orange County. KLAC, Metromedia's Country outlet, continued to do well, but its numbers may have been influenced by the NBA playoffs, featuring the Lakers, being held during this sweep. Another sports team, the Angels, did not fare so well, as KMPC was down 29% compared to last spring, possibly due to the Angels' poor start.

OP	(00): 1562	7 7			
,	A/M '79		O/N '79		A/M 180
1	KMET-FM	8.6	KMET-FM	8 - 1	KBIG-FM (BM) 7
2	KBIG-FM	8.0	KBIG-FM	7.1	KMET-FM(A) 7
3	KABC-AM	6.5	KABC-AM	6.3	KABC-AMm 5
4	KMPC-AM	5.2	KFI -AM	5.1	KRTH-FM (N) 5
5	KRTH-FM	4.9	KRTH-FM	5.0	KL AC - AM (C) 5
6	KFI -AM	3.8	KLAC-AM	4.1	KFI -AM(R) 4.
7	KJ0I-FM	3.7	KNX -FM	3.9	KNX -FM (A) 4
8	KLAC-AM	3.7	KNX -AM	3.8	KJOI-FM (BM) 3
9	KLOS-FM	3.7	KJOI-FM	3.8	KMPC-AM PAL 3.
10	KNX -AM	3.6	KMPC-AM	3.6	KNX -AM (NO 3.
11	KNX -FM	3.6	KLOS-FM	2.9	KLOS-FM (A) 3.
12	KFWB-AM	3.0	KOST-FM	2.8	KFWB-AMM) 3.
13	KTNO-AM	2.6	KWIZ-AM	2 . 6	KIIS-FM (M) 2.
14	KIIS-FM	2.4	KFWB-AM	2.5	KHTZ-FM (m) 2
15	KFAC-FM	2.4	KHT Z-FM	2.5	KOST-FM (BM) 2.
16	KOST-FM	2 . 4	X TR A - A M	2.4	KEZY-AM(A) 2
17	KIQQ-FM	2 - 1	KRLA-AM	2.3	KROQ-FM(A) 2.
18	KWIZ-AM	1.9	KIIS-FM	2.2	KI00-FM@ 2.
19	KRLA-AM	1.7	KEZY-AM	2.0	KWIZ-AMPA) 2.
20	KEZY-AM	1.7	KU TE - FM	2.0	KHJ -AMM 1.
21	KNOB-FM	1.6	KHJ -AM	1.7	KRLA-AMM) 1.
22	X TRA-AM	1.6	KZLA-FM	1.6	KUTE-FM®) 1.
23	KUTE-FM	1.5	KEZY-FM	1.5	XTRA-AMOMO 1.
24	KZLA-FM	1.5	KWIZ-FM	1.4	KEZY-FM(A) 1.
25	KHJ -AM	1.4	KFAC-FM	1.2	KZLA-FM(PA) 1.
26	KHTZ-FM	1.4	KKGO-FM	1.0	KNOB-FM (MM) 1.
27	KWIZ-FM	1.4	KOCM-FM	1.0	KKGO-FM(J) 1.
28	KEZY-FM	1 - 1	KNO B-FM	1.0	KWST-FMA) 0.
29	KYMS-FM	0.9	K I ()0 - F M	0.9	KYMS-FMPL) 0.
30	KOCM-FM	0.8	K BR T - A M	0.8	KWIZ-FMPA) O.
31	KORJ-FM	0.8	KL VE - FM	0.7	KOCM-FMPA) 0.
32	KROQ-FM	0.6	KTNQ-AM	0.6	KFAC-FM(CL) 0.
33	KGRB-AM	0.6	KWST-FM	0.5	KORJ-FM(A) 0.
34	KWST-FM	0.5	KYMS-FM	0.5	KBRT-AMPL) O.
35	KKGO-FM	0.5	KORJ-FM	0.4	KIIS-AMPL) 0.
36	K BR T - AM	0.5	K FAC -AM	0.4	KGER-AMPL) 0.
37	KIEV-AM	0.4	KG ER - AM	0.4	
38	KJLH-FM	0.4	KIIS-AM	0.4	
39 40	KLVE-FM	0.3	XPRS-AM	0.4	
41	KFAC-AM	0.3	KROQ-FM	0.4	
41			KDAY-AM KFRN-AM	0.3	

Total 12+ M-S, 6em-Midnight			
POP(00): 15623	081170	4 84 100	
A/M '79 1 KMET-FM 2			20
	11 KBIG-FM 70 KABC-AM	176 KMET-FM 157 KABC-AM	185
4 KMPC-AM 1	37 KFI -AM	I 27 KRTH-FM	132
6 KFI -AM 1	28 KRTH-FM 01 KLAC-AM	126 KLAC-AM 103 KFI -AM	131
7 KJOI-FM 8 KLAC-AM	98 KNX -FM 98 KNX +AM	97 KNX -FM 96 KJOI-FM	104
	98 KJOI-FM 95 KMPC-AM	96 KMPC-AM 90 KNX -AM	94
M-F, 6-10am	75 KIII C AN	70 KMA AN	
1 KFI -AM 2 KABC-AM	KABC-AM KFI -AM	KABC-AM KFI -AM	
3 KMET-FM	KMET-FM	KBIG-FM	
4 KNX -AM 5 KBIG-FM	KBIG-FM KLAC-AM	KMET-FM KLAC-AM	
6 KFWB-AM 7 KMPC-AM	KNX - AM KMPC-AM	KMPC-AM KNX -AM	
8 KRTH-FM 9 KLAC-AM	KRTH-FM KWIZ-AM	KRTH-FM KFWB-AM	
10 KNX -FM	K FW B - AM	KLOS-FM	
M-F, 3-7pm 1 KBIG-FM	KMET-FM	KBIG-FM	
2 KMET-FM	KBIG-FM	KMET-FM	
3 KMPC-AM 4 KRTH-FM	KFI -AM KRTH-FM	KRTH-FM KLAC-AM	
5 KABC-AM 6 KJOI-FM	KABC-AM KJOI-FM	KNX -FM KFI -AM	
7 KNX -FM 8 KLAC-AM	KNX -FM	KABC-AM	
9 KLOS-FM	KLAC-AM KNX -AM	KNX -AM KJOI-FM	
10 KNX -AM	KOST-FM	KHT Z-FM	_
M-S, 6am-Midnight			
POP(00): 2136 A/M '79	001170	4.04.100	
1 KMET-FM	O/N '79 KMET-FM	A/M '80 KMET-FM	_
2 KTNQ-AM 3 KLOS-FM	KFI -AM KEZY-AM	KIIS-FM KFI -AM	
M-F, 6-10am	NEZI-AM	Kri -An	_
1 KMET-FM 2 KTNO-AM	K M E T - F M K E Z Y - A M	KMET-FM KFI -AM	
3 KEZY-AM	KFI -AM	KEZY-AM	
M-F, 3-7pm 1 KMET-FM	KMET-FM	KMET-FM	
2 KTNO-AM	KFI -AM	KFI -AM	
3 KLOS-FM Adults 18-34	KEZY-AM	KROO-FM	_
M-S, 6em-Midnight			
POP(00): 6055 A/M '79	081170	4 84 1 44 4	
1 KMET-FM	O/N '79 KMET-FM	A/M '80 KMET-FM	_
2 KRTH-FM 3 KNX -FM	KRTH-FM KNX -FM	KRTH-FM KNX -FM	
4 KLOS-FM 5 KFI -AM	KLOS-FM	KLOS-FM	
6 KIIS-FM	KFI -AM KRLA-AM	K F I — A M K H T Z — F M	
7 KMPC-AM 8 KIQO-FM	KBIG-FM KWIZ-AM	KEZY-AM KIIS-FM	
9 KZLA-FM 10 KRLA-AM	KUTE-FM KEZY-FM	KUTE - FM KROO- FM	
M-F, 6-10am	WE ST - LW	KUUU-1H	_
1 KMET-FM 2 KFI -AM	KMET-FM KFI -AM	KMET-FM	
3 KRTH-FM	KRTH-FM	KRTH-FM KFI -AM	
4 KNX -FM 5 KLOS-FM	KNX -FM KLOS-FM	KLOS-FM KNX -FM	
6 KIQO-FM 7 KZLA-FM	KWIZ-AM KABC-AM	KHTZ-FM KLAC-AM	
8 KIIS-FM 9 KRLA-AM	KR LA-AM	KMPC-AM	
10 KABC-AM	KBIG-FM KZLA-FM	KABC-AM KWIZ-AM	
M-F, 3-7pm 1 KMET-FM	KMET-FM	NACT CH	_
2 KRTH-FM	KRTH-FM	KMET-FM KRTH-FM	
3 KNX -FM 4 KLOS-FM	KNX -FM KFI -AM	KNX -FM KLOS-FM	
5 KMPC-AM 6 KZLA-FM	KRLA-AM KBIG-FM	KHTZ-FM KFI -AM	
7 KIIS-FM	KUTE-FM	KUTE-FM	
8 KBIG-FM 9 KRLA-AM	KEZY-FM KWIZ-AM	KEZY-FM KIIS-FM	
10 KFI -AM	KLOS-FM	KW I Z - AM	
Adults 25-54 V-S, Sem-Midnight			
POP(00): 8141			
A/M '79 1 KBIG~FM	O/N '79 KBIG-FM	A/M '80 KBIG-FM	_
2 KABC-AM	KABC-AM	KLAC-AM	
3 KMPC-AM 4 KLAC-AM	KLAC-AM KNX -FM	KABC-AM KRTH-FM	
5 KMET-FM 6 KFI -AM	KFI -AM KRTH-FM	KNX -FM KFI -AM	
7 KNX -FM	KMET-FM	KMPC-AM	
8 KRTH-FM 9 KOST-FM	KJOI-FM KMPC-AM	KJOI-FM KNX -AM	
10 KJOI-FM A-F, 6-10am	KNX -AM	KMET-FM	
1 KFI -AM	KFI -AM	KFI -AM	
2.KABC~AM 3.KMPC~AM	KABC-AM KLAC-AM	KABC-AM KMPC-AM	
4 KBIG-FM 5 KLAC-AM	KM P C - A M	KLAC-AM	
6 KNX -AM	KBIG-FM KNX -AM	KBIG-FM KNX -AM	
7 KFWB-AM 8 KMET-FM	KNX -FM KRTH-FM	KRTH-FM KNX -FM	
	KMET-FM	KLOS-FM	

M-F, 3-7pm	KBIG-FM	WB 7.0 BW
1 KBIG-FM 2 KMPC-AM	K LAC - AM	KBIG-FM KLAC-AM
3 KLAC-AM 4 KNX -FM	KNX -FM KABC-AM	KRTH-FM KNX -FM
5 KABC-AM	KNX -AM	KABC-AM
6 KMET-FM 7 KRTH-FM	KRTH-FM KFI -AM	KFI -AM KNX -AM
8 KJOI-FM 9 KWIZ-AM	KJ OI - FM KMET - FM	KJOI-FM KMET-FM
10 KFWB-AM	KOST-FM	KM P C - A M
Cume Per	rsons Trends/R	lankings
Total 12+ M-S, 6em-Midnight		
POP(00): 15623		
A/M '79	O/N '79	A/M '80
2 KMPC-AM 248		
3 KBIG-FM 246 4 KABC-AM 217		
5 KRTH-FM 205	3 KRTH-FM 218	5 KABC-AM 202
6 KNX -AM 203 7 KFWB-AM 200	R KABC-AM 192	8 KMPC-AM 194
8 KFI -AM 199 9 KLOS-FM 184		
	2 KLOS-FM 1670	
1 KFWB-AM	KFI -AM	KFI -AM
2 KMET-FM 3 KFI -AM	KMET-FM KABC-AM	KMET-FM KFWB-AM
4 KNX -AM	KNX -AM	KABC-AM
5 KBIG-FM 6 KRTH-FM	KFWB-AM KBIG-FM	KNX -AM KBIG-FM
7 KABC-AM 8 KMPC-AM	KRTH-FM KMPC-AM	KRTH-FM KLAC-AM
9 KLOS-FM 10 KNX -FM	KLAC-AM KLOS-FM	KM P C - AM
M-F, 3-7pm	VF03-11	KNX -FM
1 KMET-FM 2 KBIG-FM	KMET-FM KRTH-FM	KMET-FM KBIG-FM
3 KMPC-AM	KBIG-FM	KRTH-FM
4 KLOS-FM 5 KRTH-FM	KFI -AM KNX -AM	KFI -AM KLAC-AM
6 KABC-AM 7 KTNO-AM	KABC-AM KFWB-AM	KABC-AM KLOS-FM
8 KFWB-AM	K LAC - AM	KNX -FM
9 KNX -AM 10 KFI -AM	KNX -FM KLOS-FM	KNX -AM KFWB-AM
Teens		
M-S, 6am-Midnight POP(00): 2136		
A/M '79 1 KMET-FM	O/N '79	A/M 'B0
2 KTNQ-AM	KMET-FM KEZY-AM	KMET - FM KEZY - A M
3 KLOS-FM M-F, 6-10am	KHJ -AM	KFI -AM
1 KMET-FM	KMET-FM	KMET-FM
2 KTNQ-AM 3 KEZY-AM	KEZY-AM Khj -AM	KFI -AM KEZY-AM
M-F, 3-7pm		
I KINO IIII	KMET-FM KFI -AM	KMET-FM KFI -AM
3 KLOS-FM Adults 18-34	KEZY-AM	KIIS-FM
M-S, 6em-Midnight		
POP(00): 6055 A/M '79	O/N 179	A/M '80
1 KMET-FM	KMET-FM	KMET-FM
2 KRTH-FM 3 KLOS-FM	KRTH-FM KLOS-FM	KRTH-FM KLOS-FM
4 KNX -FM 5 KFI -AM	KNX -FM KFI -AM	KNX -FM KFI -AM
6 KIIS-FM	KEZY-FM	KEZY-FM
8 KIQQ-FM	KIIS-FM KRLA-AM	KEZY-AM KHTZ-FM
9 KEZY-FM 10 KHJ -AM	KFWB-AM Khj -AM	KHJ -AM KIIS-FM
M-F, 6am-10am		
1 KRTH-FM 2 KMET-FM	KMET – FM KRTH – FM	KMET-FM KRTH-FM
3 KNX -FM 4 KFI -AM	KFI -AM KNX -FM	KLOS-FM KNX -FM
5 KLOS-FM	KLOS-FM	KFI -AM
6 KIQO-FM 7 KFWB-AM	KEZY-FM KFWB-AM	KHTZ~FM KHJ -AM
8 KHJ -AM 9 KIIS-FM	KIIS-FM KHJ -AM	KEZY-AM KIIS-FM
10 KEZY-AM	KW I Z - AM	KFWB-AM
M-F, 3-7pm 1 KMET-FM	KMET-FM	KMET-FM
2 KRTH-FM 3 KLOS-FM	KRTH-FM KNX -FM	KRTH-FM KLOS-FM
4 KNX -FM 5 KMPC-AM	KFI -AM	KNX -FM
6 KFI -AM	KRLA-AM KLOS-FM	KFI -AM KEZY-FM
7 KTNQ-AM 8 KIQO-FM	KEZY-FM KIIS-FM	KEZY-AM KIIS-FM
9 KIIS-FM 10 KHJ -AM	KUTE-FM KWIZ-AM	KHJ -AM KHTZ-FM
Adults 25-54		WHIE-LM
M-S, 6am-Midnight POP(00): 8141		
A/M '79	O/N '79	A/M *B0
1 KMPC-AM 2 KBIG-FM	KNX -AM KBIG-FM	KFI -AM KLAC-AM
3 KABC-AM	KFI -AM	KABC-AM
4 KFI +AM 5 KRTH-FM	KABC-AM KLAC-AM	KRTH-FM KNX -FM
6 KFWB-AM 7 KNX -AM	KMPC-AM KRTH-FM	KMPC-AM KBIG-FM
8 KNX -FM	KFWB-AM KNX -FM	KNX -AM
9 KLAC-AM 10 KOST-FM	KNX -FM KRLA-AM	KFWB-AM KOST-FM
	Continue	d on Page 62
		_

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A/M '80

Average Persons 12+ Share Trends Monday-Sunday, 6em-Midnight POP(00): 1456

	A/M '79		O/N '79		A/M '80	_
1	KENI-AM	18.4	KFQD-AM	18.6	KFQD - AM(PA)1	9.
2	KFQD-AM	15.1	KENI-AM	14.8	KENI-AM(M)	4.
3	KHAR-AM	13.2	KHAR-AM	14.4	KHAR - AM (1990)	3
4	KGOT-FM	10.4	KGOT-FM	14.0	KKLV-FM(PA)	2.
5	K KL V – FM	9.4	KY AK - AM	6 - 8	KYAK-AM(C)	6.
6	KYAK-AM	6.6	KK LV-FM	5.9	KNIK-FM (****)	5.
7	KANC-AM	5.2	KBYR-AM	5 . 5	KANC-AM(C)	5.
8	KBYR-AM	4 2	KANC-AM	5.1	KBYR-AM (PO)	4.
9	KRKN-FM	3.8	KHVN-FM	5.1	KGOT-FM(A)	3.
10	KNIK-FM	3.3	KNIK-FM	5 . 1	KHVN-FM (ML)	з.
11	KHVN-FM	2.4	KRKN-FM	1.7	KRKN-FM (PA)	3.

Average Persons Trends/Rankings

O/N '79

VI-S, 6am-Mid	night
OP(00):	1456
A/M	'79

1	K EN I - AM	39	KFOD-AM	44	KF QD - AM	4
2	K F QD - AM	32	KENI-AM	3.5	KENI-AM	3
	KHAR-AM	28	KHAR-AM	34	KHAR-AM	3
4	KGOT-FM	22	KGOT-FM	33	KK LV-FM	2
5	KKLV-FM	20	KYAK-AM	16	KY AK -AM	1
M-F, 6	-10am					
1	K F O D - A M		KFQD-AM		KF OD - AM	
2	KHAR-AM		KHAR-AM		KHAR-AM	
3	KENI-AM		KENI-AM		KENI - AM	
4	KYAK-AM		KG OT - FM		KK LV-FM	
5	KKLV-FM		KANC-AM		KY AK -AM	
MF, 3	-7pm					
1	KEN I - AM		KENI-AM		KFOD-AM	
2	KHAR-AM		KFQD-AM		KENI-AM	
3	KFQD-AM		KHAR-AM		KK L V - F M	
4	KGOT-FM		KGOT-FM		KHAR-AM	
5	KKLV-FM		KBYR-AM		KBYR-AM	

POP(00): 217

A/M '79	O/N '79	A/M '80
1 KENI-AM	KENI-AM	KENI-AM
2 KFQD-AM	KBYR-AM	KFQD-AM
3 KGOT-FM	KFQD-AM	KKLV-FM
M-F, 6-10am		
1 KENI-AM	KENI-AM	KENI-AM
2 KFQD-AM	KBYR-AM	KF QD - AM
3 KGOT-FM	KHAR-AM	KKLV-FM
M-F, 3-7pm		
1 KENI-AM	KENI-AM	KENI-AM
2 KFQD-AM	KBYR-AM	KF QD - AM
3 KRKN-FM	KF QD - AM	KK LV-FM

Adults 18-34

POP(00):	713
	A/M	'79

A/M '79	O/N '79	A/M 180
1 KFQD-AM	K F QD - AM	KFOD-AM
2 KENI-AM	KGOT-FM	KK L V - F M
3 KGOT-FM	KENI - AM	KENI-AM
4 KKLV-FM	KK L V – FM	KGOT-FM
5 KANC-AM	KHVN-FM	KHAR-AM
M-F, 6-10am		
1 KFQD-AM	KFOD-AM	K F QD - AM
2 KENI-AM	KGOT-FM	KK LV-FM
3 KKLV-FM	KENI-AM	KENI - AM
4 KGOT-FM	KHVN-FM	KGOT-FM
5 KANC-AM	KK LV-FM	KHV N-FM
M-F, 3-7pm		
1 KENI-AM	KGOT FM	KFQD-AM
2 KGOT-FM	KF OD - AM	KKLV-FM
3 KFQD-AM	KENI+AM	K EN I – AM
4 KELV-FM	KK L V - FM	KGOT-FF
5 KANC-AM	KHVN-FM	KHVN-FM

Adults 25-54

M-S, Sem-Midnight

POP(00): 813			
	AM '79	O/N '79	A/M '80
1 K	HAR-AM	KFQD-AM	KF QD - AM
2 K	FQD-AM	KHAR-AM	K HAR -AM
3 K	YAK-AM	KY AK - AM	KENI-AM
4 K	ENI-AM	KK LV-FM	KK L V – FM
5 K	KLV-FM	KANC-AM	KY AK -AM
M-F, 6-10	lem		
1 E	HAR-AM	KFQD-AM	KFQD-AM
2 K	FQD-AM	KHAR -AM	KHAR-AM
3 K	YAK-AH	KANC-AM	KAN C-AM
4 E	ENI-AM	KYAK-AM	KK LV-FM
5 K	ANC-AM	KENI-AM	KYAK-AM
M-F, 3-7p	om .		
1 1	KHAR-AM	KHAR -AM	KFQD-AM
2 1	K FQD - AM	KFQD-AM	KHAR-AM
3 1	KKLV-FH	KK LV-FM	KANC-AM
4 1	KANC-AM	KG OT - FM	KENI-AM
5 1	KENI-AM	KANC-AM	KY AK -AH

Cume Persons Trends/Rankings

Total 12+

POP(00): 1456					
A/M 179		O/N '79		A/M '80	
1 KENI-AM	552	KENI-AM	525	KF QD - AM	575
2 KFQD-AM	447	KFQD-AM	496	KENI - AM	527
3 KHAR-AM	349	KHAR-AM	391	KK LV-FM	399
4 KGOT-FM	298	KGOT-FM	289	KHAR-AM	340
E W.D.W.D. 444	2/2	PVIU-FM	261	PR PR - AM	268

- 4	KGOI-FM	270	KGOI III	207	KUNK-NU	, ,
5	KBYR-AM	243	KK LV-FM	264	KB YR - AM	26
M-F, 6	-10am					
1	KENI-AM		KFQD-AM		KF QD - AM	
2	K F QD - AM		KHAR-AM		KENI-AM	
3	KHAR-AM		KENI-AM		KHAR-AM	
4	KGOT-FM		KGOT-FM		KK LV-FM	
5	KYAK-AM		KYAK-AM		KBYR-AM	
M-F, 3	-7pm					
1	KENI-AM		KENI-AM		KF QD - AM	
2	K FQD-AM		KFQD-AM		KENI-AM	
3	KHAR-AM		KHAR AM		KK LV-FM	
4	KGOT-FM		KGOT FM		KHAR-AM	
5	KKLV-FM		KBYR-AM		KBYR-AM	

Teens

POP(00): 217

1'80
I-AM
D-AM
R-AM
I-AM
D - AM
V-FM
I-AM
D-AM
V-FM
D

A/M '79 KENI-AM

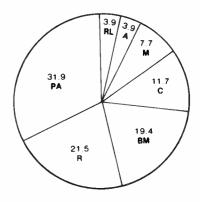
	A/M '79	O/N '79	08° M/A
1	KEN I - AM	KFQD-AM	KF QD - AM
2	K F QD - AM	KENI - AM	KENI-AM
3	KGOT-FM	KGOT-FM	KK L V – F M
4	KKLV-FM	KKLV-FM	KBYR-AM
5	KHAR-AM	KBYR-AM	KGOT-FM
M-F, 6-	10em		
1	K F QD - AM	KFQD-AM	KFQD-AM
2	KENI-AM	KENI-AM	KK LV-FM
3	KGOT-FM	KGOT-FM	KENI-AM
4	KKLV-FM	KK L V – FM	KGOT-FM
5	KHAR-AM	KHVN-FM	KHVN-FM
M-F, 3-	7pm		
1	KENI-AM	KF QD - AM	KF QD - AM
2	KGOT-FM	KGOT-FM	KENI-AM
3	K F QD - AM	KENI - AM	KK L V – FM
4	KKLV-FM	KK LV-FM	KBYR-AM
	KBYR-AM	KBYR-AM	KGOT-FM

OP(00): 813						
A/M 17)	O/N '79	A/M 180			
1 KFQD-	AM	KF QD - AM	KFQD-AM			
2 KHAR-	AM	KHAR-AM	KHAR-AM			
3 KENI-	AM	KENI - AM	KENI-AM			
4 KYAK-	AM	KK L V – FM	KK LV-FM			
5 KKLV-	FM	KY AK - AM	KYAK-AM			

R&R RATINGS REPORT/1980 1 KFQD-AM 2 KHAR-AM 3 KENI-AM 4 KYAK-AM 5 KANC-AM KFQD-AM KHAR-AM KKLV-FM KENI-AM KYAK-AM KFQD-AM KHAR-AM KYAK-AM KENI-AM M-F, 3-7pm 1 KHAR-AM 2 KFQD-AM 3 KENI-AM 4 KKLV-FM KFQD-AM KHAR-AM KENI-AM KYAK-AM KANC-AM KFQD-AM KHAR-AM KENI-AM KYAK-AM KKLV-FM

Format Penetration Chart

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



Format Legend

Appleton-Oshkosh

METRO RANK

Average Persons 12+ Share Trends

POP(00): 244	7				
	A/M '7B		A/M 179		A/M 'B0	
1	WNAM-AM	13.6	W NA M-AM	12.7	W NA M - AM (PO	12 3
2	WROE-FM	11.9	WRBY-AM	11.9	WHBY-AM(PA)	
3	MA-YEHW	10.6	WROE-FM	8.8	WROE-FM (1990)	
	WIXX-FM	9.5	WIXX-FM	8.0	WYTL - AM(C)	9.6
	WYTL-AM	8.4	WYTL-AM	7.7	WIXX-FM(PO)	8.6
	WKAU-FM	6 - 5	WOSH-FM	7 - 2	WAPL-FM(A)	5 9
	WOSH-FM	6 5	WAPL-FM	6 . 6	WYNE - AM (PA)	5.1
8	WYNE-AM	4.9	WGE E-AM	4.7	WKAU-FM(M)	4.3
	WKAU-AM	4.1	WKAU-FM	4.4	WOSH-FM(M)	4.0
10	WMKC-FM	4.1.	WKAU-AM	4.4	WDUZ-FM (BM)	4.0
1 1	WGEE-AM	1 - 9	WMK C-FM	2.8	WVMS-AM(PO)	3.7
	WGN -AM	1.6	WYNE-AM	2.5	WGEE-AM(C)	2.9
	WISN-AM	1.4	WDUZ-FM	2.5	WKAU-AM(PO)	2.7
14	WCUB-AM	1.4	WEMI-FM	1.1	WMK C-FMPA	1.3
15	WAPL-FM	1.4	WDUZ-AM	1.1	WTHJ-AM (PA)	
16	MA-0-AM	1.1	WISS-AM	1.1	WBKV-FM(BM)	
17	WEMI-FM	0.8	WISN-AM	0.8	WLIH-FM(PO	1.1
18	WAGO-AM	0.8	WA GO - AM	0.8	WEMI-FM (FL)	
19	WAPL-AM	0.8	WTMJ-AM	0.8	WGN -AMPA	
20	WDUZ-FM	0 8	WBKV-FM	0.8	WMAQ-AM(C)	0.5
2 1			WBBM-AM	0.6	WDUZ-AM (PO	0.5
22			WLIH-FM	0.6	WISS-AM(C)	0.5
2 3					WISS-FM(C)	0.3

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00) - 2447

	A/M '7B		A/M '79		A/M 'B0	
1	WNAM-AM	50	WNAM-AM	46	WNAM-AM	46
2	WROE-FM	44	WHBY-AM	43	WHBY-AM	38
3	WHBY-AM	39	WROE-FM	3 2	WROE-FM	38
4	WIXX-FM	3.5	WIXX-FM	29	WYTL-AM	3 (
5	WYTL-AM	31	WYTL-AM	28	WIXX-FM	3 :
M-F, 6-	-10am					
1	WHBY-AM		WNAM-AM		WYTL-AM	
2	W NA M - A M		WHBY-AM		WHBY-AM	
3	WROE-FM		WYTL-AM		WNAM-AM	
4	WYTL-AM		WROE-FM		WROE-FM	
5	WIXX-FM		WIXX-FM		WIXX-FM	
M-F, 3-	7pm					
1	WNAM-AM		WNAM-AM		WNAM-AM	
2	WROE-FM		WIXX-FM		WIXX-FM	
3	WIXX-FM		WROE-FM		WHBY-AM	
4	WYTL-AM		WHBY-AM		WROE-FM	
5	WOSH-FM		WYTL-AM		WYTL-AM	

Teens M-S, 6am-Midnight		
POP(00): 348		
A/M 178	A/M '79	A/M 1B0
1 WNAM-AM	WNAM-AM	W NA M - A M
2 WIXX-FM	WKAU-FM	WIXX-FM
3 WKAU-FM	WIXX-FM	WKAU-FM
M-F, 6-10am		
1 WNAM-AM	WNAM-AM	WNAM-AM
2 WIXX-FM	WIXX-FM	WIXX-FM
3 WOSH-FM	WKAU-FM	WOSH-FM
M-F, 3-7pm		
1 WNAM-AM	WNAM-AM	W NA M - A M
2 WIXX-FM	WIXX-FM	WIXX-FM
3 WOSH-FM	WKAU-FM	WKAU-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 923

	A/M '78	A/M '79	A/M '80
1	WNA M – AM	WNAM-AM	WIXX-PM
2	WIXX-FM	WAPL-FM	WNAM-AM
3 1	WOSH-FM	WIXX-FM	WAPL-FM
4 1	WKAU-FM	WOSH FM	WHBY-AM
5 1	WROE-FM	WK AU - AM	WROE-FM
M-F, 6-10	am		
1 1	WNAM-AM	W NA M - A M	WNAM-AM
2 1	WROE-FM	WAPL-FM	WYTL-AM
3 1	WKAU-FM	WIXX-FM	WIXX-FM
4 1	WIXX-FM	WOSH-FM	WHBY-AM
5 1	WOSH-FM	WKAU-AM	WA PL-FM
M-F, 3-7p	m		
1	WNAM-AM	WNAM-AM	WIXX-FM
2	WIXX-FM	WIXX-FM	WNAM-AM
3	WOSH-FM	WAPL-FM	WAPL-FM
4	WKAU-FM	WKAU-AM	MA-YEHW
5	WYTL-AM	WOSH-FM	UV AII - FM

Adults 25-54

POP(00): 1093		
	A/M 178	A/M '79	A/M '80
1	WYTL-AM	WNAM-AM	WHBY-AM
2	WNAM-AM	WHBY-AM	WYTL-AM
3	WROE-FM	WYTL-AM	W NA M - A M
4	WIXX-FM	WROE-FM	WROE-FM
5	WHBY-AM	WGEE-AM	WIXX-FM
M-F, 6-	10em		
1	WNAM-AM	WNAM-AM	WHBY-AM
2	WHBY-AM	WHBY-AM	WYTL-AM
3	WYTL-AM	WYTL-AM	W NA M - A M
4	WROE-FM	WGE E - AM	WROE FM
5	WMKC-FM	WROE-FM	WIXX-FM

WF, 3-	7pm		
1	WYTL-AM	WNAM-AM	WHBY-AM
_	W NA M – A M	WYTL-AM	WYTL-AM
3	WROE-FM	WHBY-AM	WNAM-AM
4	WIXX-FM	WROE-FM	WIXX-PM
5	WKAU-FM	WGEE AM	WROE-PM

	Cume	Pers	ons Trend	ds/Ra	nkings	
M-6, 0	l 12+ lem-Midnight (00): 2447 A/M '78		A/M '79		A/M '80	
1	WNAM-AM	949	WNAM-AM	940	WNAM-AM	883
2	WIXX-FM	696	WIXX-FM	598	WIXX-FM	649
3	WROE-FM	579	WHBY-AM	576	WHBY-AM	575
4	WKAU-FM	488	WROE-FM	478	WROE-FM	5 3 0
5	WHBY-AM	464	WKAU-FM	448	WYTL-AM	397
M-F, (5-10em					
1	WNAM-AM		WNAM-AM		WNAM-AM	
2	WHBY-AM		WHBY-AM		WHBY-AM	
3	WIXX-FM		WIXX-FM		WYTL-AM	
4	WYTL-AM		WYTL-AM		WIXX-FM	
5	WROE-FM		WOSH-FM		WROE-FM	
M-F, S	1-7pm					
1	W NA M - A M		WNAM-AM		WNAM-AM	
2	WIXX-FM		WIXX-FM		WIXX-FM	
3	WROE-FM		WHBY-AM		WROE-FM	
4	WYTL-AM		WROE-FM		WHBY-AM	
5	WHBY-AM		WYTL-AM		WYTL-AM	
-						

Teens

POP(00): 348		
A/M '78	A/M '79	A/M '80
1 WNAM-AM	WNAM-AM	WNAM-AM
2 WIXX-FM	WIXX-FM	WIXX-FM
3 WKAU-FM	WKAU-FM	WK AU -FM
M-F, 6-10am		
1 WIXX-FM	WNAM-AM	WNAM-AM
2 WNAM-AM	WIXX-FM	WIXX-FM
3 WKAU-FM	WKAU-FM	WOSH-FM
ME 3-7nm		

WNAM-AM

WNAM-AM WIXX-FM WKAU-FM

3-7pm 1 WNAM-AM 2 WIXX-FM 3 WKAU-FM Adults 18-34

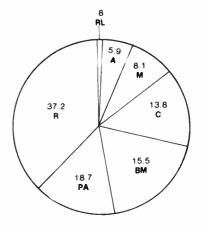
OP(0	0): 923		
	A/M '7B	A/M 179	A/M 'B0
1	WNAM-AM	WNAM-AM	WNAM-AM
2	WIXX-FM	WIXX-FM	WIXX-FM
3	WKAU FM	WAPL-FM	WA PL - FM
4	WOSH-FM	WOSH-FM	WKAU-FM
5	WKAU-AM	WKAU-FM	WHBY-AM
HF, 6-1	0em		
1	W NA M - A M	WNAM-AM	W NAM - AM
2	WKAU-AM	WIXX-FM	WIXX-FM
3	WIXX-FM	WOSH FM	WA PL - FM
4	WOSH-FM	WAPL-FM	WKAU-FM
5	WKAU-FM	WKAU-AM	WHBY-AM
-F, 3-7∣	pm		
1	WNAM-AM	WNAM-AM	WNAM-AM
2	WIXX-FM	WIXX-FM	WIXX-FM
3	WOSH-FM	WA PL-FM	WA PL - FM
4	WKAU-FM	WK AU - AM	WKAU-FM
5	WKAU-AM	WOSH-FM	WROE-FM

KAU-FM	WGEE AM	WROE-FM
IXX-FM	WROE-FM	WIXX-PM
KOE-FM	WHBY-AM	WNAM-AM

POP(00): 1093		
	A/M '78	A/M 179	A/M '80
1	W NA M - A M	WNAM-AM	W NA M - A
2	WROE-FM	WHBY-AM	WHBY-A
3	WYTL-AM	WYTL-AM	WROE-F
4	WIXX-FM	WROE-FM	WIXX-F
5	WHBY-AM	WGEE-AM	WYTL-A
M-F, 6-1	0am		
1	WNAM-AM	W NA M - A M	WHBY-A
2	WYTL-AM	WHBY-AM	W NA M - A
3	WHBY-AM	WYTL-AM	WYTL-A
4	WROE-FM	WIXX-FM	WIXX-
5	WIXX-FM	WGE E-AM	WROE-I
M-F, 3-7	pm		
1	WNAM-AM	WNAM-AM	WNAM-A
2	WYTL-AM	WHBY-AM	WHBY-A
3	WROE-FM	WYTL-AM	WYTL-A
4	WIXX-FM	WROE-FM	WIXX-E
5	WHBY-AM	WIXX-FM	WROE - I

Format Penetration Chart

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



Format Legend

Asheville

METRO RANK



Average Persons 12+ Share Trends

POP	1	n	n	١	1	4	47	

	A/M '80		A/M '79		A/M '78	
9.2	WWNC - AMICO	42.1	WWNC-AM	38.4	WWNC-AM	1
8.6	WISE-AM(R) 1	13.4	WISE-AM	15.2	WISE-AM	2
4.7	WLOS-FM(BM)	12.0	WLOS-FM	14.6	WLOS-FM	3
3.9	WSKY-AM(R)	6.2	WRAQ-AM	7.1	WF BC-FM	4
3.4	WEBC-FM(B)	3.8	WKIT-FM	5,1	WRA0-AM	5
2.9	WEGW-AM(RL)	3.8	WFBC-FM	3.0	WSKY-AM	6
2.5	WRAO-AM(R)	1.9	WFGW-AM	2.5	WKIT-FM	7
1.5	WKIT-FM(C)	1.0	WSKY-AM	1.5	WFGW-AM	8
1.5	WMIT-FM (RL)	1.0	WMIT-FM	1.0	WBIR-FM	9
1.5	WMM H- AM (C)	1.0	WMM H-AM	1.0	WMMH-AM	10
0.5	WBMS-AM(A)	0.5	WSPA-FM			11

Average Persons Trends/Rankings

٠	U	ų	ш	14	7	-				
N	1-5	Š,	6	em-	N	lid	Iniç	jh	ŧ	
b	n	n	,	~~	•			,		-

POP(00): 1447

	A/M '78		A/M '79		A/M '80	
1	WWNC-AM	7.6	WWNC-AM	8.8	WWNC-AM	80
2	WISE-AM	30	WISE-AM	28	WISE-AM	3.8
3	WLOS-FM	29	WLOS-FM	25	WLOS-FM	30
4	WFBC-FM	14	WRAQ-AM	1.3	WSKY-AM	8
5	WRAO-AM	10	WKIT-FM	8	WF BC -FM	7
M-F, 6-	1 Cam					
1	WWNC-AM		WWNC-AM		WWNC-AM	
2	WISE-AM		WISE-AM		WISE-AM	
3	WLOS-FM		WLOS-FM		WLOS-FM	
4	WSKY-AM		WRAQ-AM		WSKY-AM	
5	WRAO-AM		WKIT-FM		WFBC-FM	
M-F, 3-7	7pm					
1	WWNC-AM		WWNC-AM		WWNC-AM	
2	WISE-AM		WISE-AM		WISE-AM	
3	WLOS-FM		WLOS-FM		WLOS-FM	
4	WFBC-FM		WRA O - A M		WSKY-AM	
5	WRAO-AM		WF BC - FM		WPAO-AM	

Teens M-S, 6am-Midnight

POP(00): 157		
	A/M '78	A/M '79	A/M '80
1	WISE-AM	WISE-AM	WISE-AM
2	WRAO-AM	WRAQ-AM	WRAQ-AM
3	WF BC-FM	WFBC-FM	WWNC-AM
M-F, 6-	10em		
1	WISE-AM	WISE-AM	WISE-AM
2	WWNC-AM	WRAC-AM	WWNC-AM
3	WRAO-AM	WWNC-AM	WRAQ-AM
M-F, 3-	7pm		
1	WISE-AM	WISE AM	WISE-AM
2	WRAQ-AM	WRAO-AM	WRAQ-AM
3	WFBC-FM	WF BC - FM	WWNC-AM

Adults 18-34

0, 0	40.1.244	rç.	A
POP(00)	:	46
	A/	м	'7A

A/M '78	A/M '79	A/M '80
1 WISE-AM	WISE AM	WISE-AM
2 WFBC-FM	WWNC-AM	WWNC-AM
3 WWNC-AM	WRAQ-AM	WSKY-AM
4 WLOS-FM	WKIT-FM	WF BC -FM
5 WRAO~AM	WFBC-FM	WLOS-FM
NF, 6-10am		
1 WWNC-AM	WWNC-AM	WWNC-AM
2 WISE-AM	WISE-AM	WISE-AM
3 WSKY-AM	WRAQ-AM	WS KY - AM
4 WLOS-FM	WFBC-FM	WF BC - FM
5 WFBC-FM	WSKY-AM	WRAO-AM
I-F, 3-7pm		
1 WISE-AM	WISE AM	WISE-AM
2 WFBC-FM	WWNC-AM	WWNC-AM
3 WLOS-FM	WRAQ-AM	WS KY - AM
4 WRAD-AM	WFBC-FM	WLOS-FM
5 WWNC-AM	WLOS-FM	WRAQ-AM
dults 25-54		

dults 25-54 I-S, 6am-Midnight

OP(00): 658		
A/M '78	A/M '79	A/M '80
1 WWNC-AM	WWNC-AM	WWNC-AM
2 WLOS-FM	WLOS FM	WLOS-FM
3 WISE-AM	WISE-AM	WISE-AM
4 WFBC-FM	WKIT-FM	WSKY-AM
5 WRAQ-AM	WRAQ-AM	WF BC -FM
F, 6-10am		
1 WWNC-AM	WWNC-AM	WWNC-AM
2 WISE-AM	WISE AM	WLOS-FM
3 WLOS-FM	WRAQ-AM	WISE-AM
4 WSKY-AM	WLOS-FM	WSKY-AM
5 WFBC-FM	WKIT-FM	WFBC-FM
F, 3-7pm		
1 WWNC-AM	WWNC-AM	WWNC-AM
2 WLOS-FM	WLOS-FM	WLOS-FM
3 WFBC-FM	WISE AM	WISE-AM
4 WISE-AM	WRAQ-AM	WSKY-AM
5 WRAQ-AM	WFBC-FM	WFBC-FM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight

POP(00): 1447 A/M '78 A/M '79 1 WWNC-AM 2 WISE-AM WWNC-AM WISE AM WWNC-AM WISE-AM 83 2 515

3	WLOS FM	317	WLOS-FM	3 1 3	WLOS-FM	3 3 6
4	WRAO-AM	310	WRAO-AM	260	WS KY - AM	224
_ 5	WSKY-AM	241	WS KY - AM	233	WRAQ-AM	162
M-F, 6	-10am					
1	WWNC-AM		WWNC-AM		WWNC-AM	
2	WISE-AM		WISF-AM		WISE-AM	
3	WLOS FM		WLOS-FM		WLOS-FM	
4	WRAO-AM		WRAQ-AM		WS KY-AM	
5	$M \ge K A - WW$		MKIT-FW		WRAQ-AM	

M-F, 3-7pm		
1 WWNC-AM	WWNC-AM	WWNC-AM
2 WISE-AM	WISE AM	WISE-AM
3 WLOS-FM	WLOS FM	WLOS-FM
4 WRAO-AM	WRAQ-AM	WRAO-AM
5 WSKY-AM	WERC-EM	LIC PV - A M

Teens M-S, 6am-Midnight POP(00): 157

A/M '78	A/M '79	A/M '80
1 WISE-AM	WISE AM	WISE-AM
2 WRAO-AM	WRAQ-AM	VRAQ~AM
3 WWNC-AM	WF BC - FM	WWNC-AM
M-F, 6-10am		
1 WISE-AM	WISE AM	WISE-AM
2 WWNC-AM	WRAO-AM	WRAO~AM
3 WRAO-AM	WWNC-AM	WWMC-AM
M-F, 3-7pm		
1 WISE-AM	WISE-AM	WISE-AM
2 WRAO-AM	WRAQ-AM	WRAO-AM
3 WFBC-FM	WSKY-AM	WFBC-FM

1 WISE-AM 2 WRAO-AM 3 WFBC-FM Adults 18-34

M-S, 6am-Midnight POP(00): 464		
A/M '78	A/M '79	A/M '80
1 WISE-AM	WISE-AM	WISE-AM
2 WRAO-AM	WWNC-AM	WWNC-AM
3 WWNC-AM	WR AQ - AM	WFBC-FM
4 WSKY-AM	WFBC-FM	WRAQ-AM
5 WFBC-FM	WSKY-AM	WSKY-AM
W-F, 6-10am		
1 WISE-AM	WISE AM	WWNC-AM
2 WWNC-AM	WWNC-AM	WISE-AM
3 WLOS-FM	WRAQ-AM	WRAO-AM
4 WRAO-AM	WKIT-FM	WF BC - FM
5 WSKY-AM	WFBC-FM	WSKY-AM
M-F, 3-7pm		
1 WISE-AM	WISE-AM	WISE-AM
2 WRAQ-AM	WWNC-AM	WWNC -AM
3 WSKY-AM	WRAQ-AM	WRAC-AM
4 WWNC-AM	WFBC FM	WSKY-AM
5 WLOS-FM	WLOS FM	WERC-EM

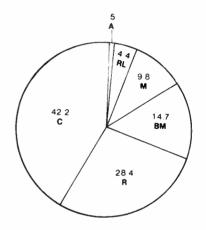
Adults 25-54 M-S, 6am-Midnight POP(00): 658

A/M '78	A/M '79	A/M '80
1 WWNC-AM	WWNC-AM	WWNC-AM
2 WISE-AM	WISE-AM	WISE-AM
3 WLOS-FM	WLOS-FM	WLOS - FM
4 WRAQ~AM	WKIT-FM	WS KY - AM
5 WSKY-AM	WS KY - AM	WFBC-FM

1	WWNC-AM	WWNC-AM	WWNC-AM
	WISE-AM	WISE AM	WISE-AM
3	WLOS-FM	WLOS-FM	WLOS-FM
4	WSKY-AM	WRAO-AM	WSKY-AM
5	WRAQ-AM	WKIT-FM	WFBC-FM
F , 3	7pm		
1	WWNC-AM	WWNC-AM	WWNC-AM
2	WISE-AM	WISE-AM	WISE-AM
3	WLOS-FM	WLOS-FM	WLOS-FM
4	WRAO AM	WRAQ-AM	WS KY - AM
- 5	WFBC-FM	WKIT-FM	WRA O - A M

Format Penetration Chart

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



Format Legend

Atlanta

METRO RANK

A/M '80 Market Overview

The emergence of Plough's WVEE and the slippage suffered by WSB highlighted the A/M '80 sweep results in Atlanta. This was the first spring book in Atlanta in which the ESF technique was used, and that may have had an impact on the outcome

Since Expanded Sample Frame began in Atlanta in the O/N '79 survey, Black-formatted WVEE has doubled its overall share, closely challenging WSB for the market supremacy. Approximately 16% of the metro in-tab for this sweep came from ESF individuals, and that figure accounts for virtually all of the additional diaries returned, compared to the A/M '79 survey. It will be interesting to see if WVEE can remain strong or carve out even a larger share of the market as ESF becomes stabilized in upcoming surveys.

WSB, the Pop/Adult leader and dominant figure in the metro for many years, fell to its lowest 12+ share in years, while the station narrowly hung on to the lead among adults 25-54, edging WVEE. WSB's share in that demographic has slipped more than 33% in the last year. WSB spent approximately \$100,000 in outside media for this past survey, contentrating on TV spots. The station also carried Atlanta Braves baseball

Among 18-34 adults, WVEE became the new leader, with a 70% gain to score more than 17% of this target demo. WZGC edged past WQXI-FM for the runner-up 18-34 spot in their usual tight battle. WQXI-FM returned in several cases to audience shares that were comparable to the A/M survey last year, but were down from the station's O/N '79 high point. The station hired new air personalities for midday and for the late evening shift. Perhaps the next book will be a better test of how they would score on WQXI-FM.

> ON-AIR SURVEY SPOTS BROADCAST BY: WKLS-FM WZGC-FM WKLS-AM

Average Persons 12+ Share Trends Monday-Sunday, 8em-Midnight POP(00): 15325					
	AMI 179		O/N '79		A/M '80
1	WSB -AM	15.3	WSB -AM	11.7	WSB -AM (PA)12.1
2	WZGC-FM	11.2	WZGC-FM	11.1	WVEE-PM(#) 11.9
3	WQX I - FM	8.2	WOX I-PM	10.5	WZGC-FMM 10.5
4	WKLS-PM	7.7	WKLS-PM	8.2	WKLS-FH (A) 8.8
5	WSB -PM	6.4	WVEE-PM	7.6	WQX I-FM (M) 8.2
6	WVEE-FM	6.0	WPCH-PM	7.3	WPCH-FM (MM) 7 - 1
7	WPLO-AM	5.0	WSB -FM	5.7	WPLO-AM (C) 4.5
8	WPCH-PM	4.9	WGST-AM	5.3	WLTA-FH (PA) 4 - 2
9	WQXI-AM	3.9	WPLO-AM	5.1	WSB -FM (mm, 4.1
10	WGST-AM	3.9	WLTA-PM	5.0	WGST-AM (M) 3.8
11	WRNG-AM	3.6	WAOK-AM	3.4	WAOK-AM (m) 3.6
12	WAOK-AM	3.5	WOX I - AM	2.8	WRNG-AM (T) 3.6
13	WLTA-PH	3.2	WRNG-AM	2.5	WB IE - FM (C) 3.0
14	WBIE-FM	2.9	WBIE-PM	2.2	WOXI-AM (%) 2.2
15	WGK A-AM	1.2	WGK A-AM	1.1	WGKA-AM (OL) 1 .4
16	WYZE-AM	0.9	WYZE-AM	1.0	WCOB-AM (MM) O. 8
17	WC O B-AM	0.8	WIGO-AM	0.7	WYZE-AM (C) O.
18	WYNX-AH	0.5	WC OB-AM	0.6	WCHK-AM (C) 0.
19	WKLS-AM	0.5	WKLS-AM	0.6	WIGO-AM @ 0.5
20	WJGA-FM	0.5	WTJH-AM	0.5	WCHK-FM (9 0.5
21	WTJR-AM	0.4	WCHK-FM	0.3	WFOX-FM @ 0.3
2 2	WXLL-AM	0.4			WAEC-AM (ML) 0.3
23					WKLS-AH (A) 0.3

Average Persons Trends/Rankings

Total 12-POP(00): 15325

	AM '79		O/N '79		A/M '80	
1	WSB -AM	333	WSB -AM	276	WSB -AM	277
2	WZGC-FH	245	WZ G C-FM	262	WVEE-FM	273
3	WOXI-FH	179	WOX I-FM	247	WZGC-FW	242
4	WKLS-PM	169	WKLS-PM	193	WKLS-FM	201
5	WSB -FM	139	WVEE-PM	180	WOXI-FM	188
6	WVEE-PM	132	WPCH-FM	172	WPCH-FM	162
7	WPLO-AM	110	WSB -FM	135	WPLO-AM	103
8	WPCH-PH	108	WGST-AM	124	WLTA-PH	97
	WOX I-AM	86	WPLO-AM	120	WSB -FM	94
	HCST-AM	86	MI TA-FW	118	MCST-AM	8.6

M-F, 6-10am		
1 WSB -AM	WSB -AM	WSB -AM
2 WZGC-FM 3 WQXI-AF	WQX I – A F WZ G C – F M	WQXI-AF WZGC-FM
4 WSB -FM	WKLS-FM WPLO-AM	WVEE-FM WPLO-AM
5 WKLS-FM 6 WPLO-AM	WGST-AM	WKLS-FM
7 WGST-AM 8 WAOK-AM	WVEE-PM WSB -PM	WGST-AM WPCH-FM
9 WPCH-FM	WPCH-PM	WRNG-AM
10 WVEE-FM	WLTA-PM	WAOK-AM
M-F, 3-7pm 1 WZGC-FM	WZGC-PM	WVEE-FM
2 WSB -AM 3 WKLS-PM	WQX I-FM WKLS-FM	WZGC-FM WKLS-FM
4 WQXI-PM	WSB -AM	WSB -AM
5 WVEE-FM 6 WSB -FM	WVEE-PM WPCH-FM	WQXI-FM WPCH-FM
7 WPLO-AM	WPLO-AM	WPLO-AM
8 WQXI-AM 9 WLTA-PM	WLTA-PM WSB -FM	WSB -FM WLTA-FM
10 WPCH-FM	WGST-AM	WGS T-AM
Teens M.S. dom Midelaht		
M-S, 6am-Midnight POP (00): 1952		
A/M '79	O/N '79	A/M '80
1 WZGC-FM 2 WKLS-FM	WZGC-FM WKLS-FM	WZGC-FM WKLS-FM
3 WQXI-PH	WVEE-PM	WVEE-PM
M-F, 6-10am		
1 WZGC-FM 2 WQXI-AF	WZGC-FM WQXI-AF	WZGC-PM WKLS-PM
3 WKLS-FM	WKLS-FM	WVEE-FM
M-F, 3-7pm	U7.00 E''	DA & B - B P
1 WZGC-FM 2 WKLS-FM	WZ G C – F M WK L S – F M	WVEE-PM WZGC-FM
3 WQXI-FM	WVEE-FM	WKLS-FM
Adulto 48 24		
Adults 18-34 M-S, 6em-Midnight		
POP(00): 6374		
A/M '79	O/N '79	A/M '80
1 WQXI-FM 2 WZGC-FM	WQXI-FM WZGC-FM	WVEE-FM WZGC-FM
3 WKLS-FM 4 WVEE-FM	WKLS-FM WVEE-FM	WQXI-FM WKLS-FM
5 WSB -AM	WSB -AM	WLTA-FM
6 WQXI-AM 7 WSB -FM	WLTA-FM WPCH-FM	WPCH-PM WPLO-AM
8 WLTA-FM	WAOK-AM	WSB -AM
9 WPLO-AM 10 WAOK-AM	WQXI-AM WSB -FM	WAOK~AM WOXI-AM
M-F, 6-10em		
1 WQXI-AF 2 WZGC-FM	WQXI-AF WZGC-FM	WQXI-AF WZGC-FM
3 WSB -AM	WKLS-FM	WVEE-FM
4 WKLS-FM 5 WVEE-FM	WSB -AM WVEE-FM	WKLS-FM WPLO-AM
6 WAOK-AM	WA OK-AM	WSB -AM
7 WGST-AM 8 WSB -FM	WLTA-FM WGST-AM	WLTA-FM WAOK-AM
9 WPLO-AM	WPLO-AM	WRNG-AM WBIE-FM
10 WLTA-FM M-F, 3-7pm	WSB -FM	MDIC-14
1 WQXI-FM	WQX I-FM	WVEE-FM
2 WKLS-FM 3 WVEE-FM	WKLS-FM WZGC-FM	WKLS-FM WZGC-FM
4 WZGC-FM	WVEE-FM	WQXI-FM WLTA-FM
5 WQXI-AM 6 WPLO-AM	WSB -AM WPCH-FM	WPLO-AM
7 WSB -FM 8 WSB -AM	WLTA-FM WQXI-AH	WPCH-FM WSB -AM
9 WLTA-FM	WAOK-AM	MA-IXOW
10 WGST-AM	WGST-AM	WR NG-AM
Adults 25-54 M-S, 6am-Midnight		
POP(00): 7835		
AM '79	O/N '79	A/M '80
1 WSB -AM 2 WPLO-AM	WSB -AM WQXI-FM	WSB -AM WVEE-FM
3 WQXI-FM	WZ G C - F M	WPCH-FM
4 WZGC~FM 5 WSB -FM	WPCH-FM WLTA-FM	WQXI~FM WZGC~FM
6 WLTA-FM 7 WVEE-FM	WPLO-AM WSB -FM	WPLO-AM WLTA-FM
8 WPCH-FM	WVEE-FM	WSB -FM
9 WQXI-AM 10 WRNG-AM	WKLS-FM WGST-AM	WKLS-FM WBIE-FM
M-F, 6-10em		
1 WSB -AM	WSB -AM	WSB -AM
2 WQXI-AF 3 WPLO-AM	WQX I-AF WPLO-AM	WQXI-AF WPLO-AM
4 WZGC-FM 5 WSB -FM	WZGC-FM WLTA-FM	WVEE-FM WZGC-FM
6 WGST-AM	WGST-AM	WPCH-FM
7 WAOK-AM 8 WRNG-AM	WPCH-FM WSB -PM	WRNG-AM WGST-AM
9 WVEE-FM	WKLS-FM	WB IE-FM
10 WBIE-FM M-F, 3-7pm	WVEE-FM	WLTA-FM
1 WSB -AM	WZGC-FM	WVEE-FM
2 WPLO-AM 3 WZGC-FM	WQXI-FM WPCH-FM	WSB -AM WPCH-PM
4 WQXI-FM	WSB -AM	WPLO-AM
5 WLTA-FM 6 WSB -FM	WPLO-AM WLTA-FM	WQXI-FM WZGC-FM
7 WVEE-FM	WSB -FM	WLTA-FM
8 WQXI-AM 9 WPCH-PM	WVEE-FM WKLS-FM	WKLS-FM WSB -PM
10 WRNG-AM	WGST-AM	WBIE-FM

Cume Persons Trends/Rankings

Total 12+				
M-S, 6am-Midnight				
POP(00):	15325			

	A/M '79		O/N '79		A/M '80	
1	WSB -AM	4916	WSB -AM	4400	WSB -AM	4214
2	WZGC-FM	4061	WZGC-FM	3841	WZGC-FM	3595
3	WQXI-FM	2969	WQX I-FM	3404	WQX I-FM	2741
4	WSB -FM	2506	WKLS-FM	2625	WVEE-FM	2539
5	MA-IXOW	2274	WPCH-FM	2512	WPCH-FM	2438
6	WKLS-FM	2237	WGST-AM	2360	WKLS-FM	2094
	WPLO-AM	1975	WSB -FM		WPL0-AM	2066
8	WPCH-FM	1869	WVEE-FM	1956	WQXI-AM	1676
9	WVEE-PM	1807			WSB -FM	
10	WGST-AM	1615	MA-I XOW	1768	WLTA-FM	1543
M-F, 6-1	l 0am					
1	WSB -AM		WSB -AM		WSB -AM	
2	WQX I-AF		WQX I - A F		WQX I-AF	
3	WZGC-FM		WZGC-FM		WZGC-FM	
4	WPL0-AM		WKLS-FM		WVEE-FM	
5	WSB -FM		WGST-AM		WKLS-FM	
	WKLS-FM		WSB -FM		WPL0-AM	
	WGST-AM		WPL0-AM		WPCH-FM	
	WAOK-AM		WPCH-PM		WA-IXOW	
	MAEE-LW		WA-I XOW		WGST-AM	
10	WPCH-FM		WVEE-FM		WLTA-FM	
M-F, 3-7	7pm					
1	WZGC-FM		WZGC-FM		WZGC-FM	
2	WSB -AM		WSB -AM		WSB -AM	
3	WQXI-FM		WQX I-FM		WVEE-FM	
4	WKLS-FM		WKLS-FM		WOXI-FM	
5	WSB -FM		WPCH-PM		WKLS-FM	
6	WQXI-AM		WVEE-FM		WPLO-AM	
7	WPLO-AM		WSB -FM		WPCH-FM	
8	WVEE-FM		WPL0-AM		WSB -FM	
	WPCH-FM		MA-IXOM		WQXI-AM	
10	WGST-AM		WGST-AM		WLTA-FM	

Teens M-S. 6am-Midnight

POP(00): 1952 A/M 179 O/N '79 A/M '80 WZ GC-FM WZGC-FM WZGC-FM 2 WKLS-FM WKLS-PM WKLS-FM 3 WQXI-FM WZGC-FM 1 WZGC-FM WZGC-FM WOX I -AF WKLS-FM 3 WKLS-FM WQX I-AF

WZGC-FM

WKLS-FM WQXI-FM

WZGC-FM

WKLS-FM WVEE-FM

WRNG-AM

WZGC-FM

WVEE-FM WQXI-FM WKLS-FM

WSR -AM

WPLO-AM WQX I-AM

WLTA-FM WPCH-FM

Adults 18-34 M-S. 6am-Midnight POP(00): 6374

1 WZGC-FM 2 WKLS-FM 3 WQXI-FM

M-F, 3-7pm

A/M 179 O/N '79 A/M '80 WQXI-FM WZGC-FM WKLS-FM 1 WZGC-FM 2 WQXI-FM WZGC-FM WQXI-FM 3 WSB -AM 4 WQXI-AM 5 WKLS-FM 6 WVEE-FM WVEE-FM WKLS-FM WSB -AM WQXI-AM WLTA-FM WVFF-FM WSB -AM WQXI-AM WGST-AM 7 WSB -FM 8 WLTA-FM 9 WPLO-AM WPLO-AM WAOK-AM WPCH-FM WPCH-FM WLTA-FM 10 WAOK-AM WAOK-AM M-F. Sam-10am 1 WQXI-AF WQXI-AF WZGC-FM 2 WZGC-FM 3 WSB -AM 4 WKLS FM 5 WVEE FM WZGC-FM WKLS-FM WSB -AM WVEE-FM WVEE-FM WKLS-FM WSB -AM WPLO-AM 6 WPLO-AM WAOK-AM 7 WAOK-AM 8 WGST-AM WGST-AM WLTA-FM WLTA-FM WAOK-AM

WPLO-AM

WOX I-FM

WZGC-FM

WVEE-FM WQXI-AM WSB -AM WGST-AM

WAOK-AM

Adults 25-54 M-S, 6am-Midni

9 WSB -FM

2 WZGC-FM 3 WKLS-FM 4 WQXI-AM

S WVEE-PH

8 WLTA-PM

WSB -AM WPLO-AM

10 WLTA-FM M-F, 3-7pm 1 WOX I - FM

POP(00): 7835 A/M '79 O/N 179 A/M 180 WSB -AM WZGC-FM WPCM-FM WSB -AM WPCH-FM WZGC-FM WSB -AM WPLO-AM WQXI-FM WSB-FM WPCH-FM WQXI-AM WPCN-FM WQXI-FM WGST-AM WSB -FM WPLO-AM WLTA-FM WPLO-AM WQXI-FM WLTA-PH WVEE-PH WGST-AM WB IE-FM

Atlanta Continued WSB -AM WQX I-AF WPLO-AM WSB -FM WGST-AM WZGC-FM WPCH-FM WSB -AM WQXI-AF WPLO-AM WZGC-FM WSB -AM WQXI-AF WPLO-AM WZGC-FM WPCH-FM WGST-AM WSB -FM WLTA-FM WVEE-FM WVEE-FM WGST-AM WLTA-FM WLTA-FM WKLS-FM 9 WAOK-AM 10 WRNG-AM WVEE-FM

F. 3-7pm

7pm
WSB -AM
WPLO-AM
WZGC-FM
WQXI-FM
WSB -FM
WLTA-FM
WQXI-AM
WPCH-FM
WGSE-FM

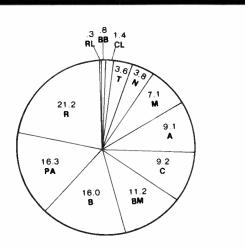
10 WVEE-FM

Format Penetration Chart

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

Format Legend

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



Atlantic City

WSB -AM
WZGC-PM
WZGC-PM
WQXI-PM
WPCH-FM
WPLO-AM
WSB -PM
WQXI-AM
WGST-AM
WLTA-FM
WKLS-PM

WSB -AM WPLO-AM WPCH-FM WVEE-FM WQXI-FM

METRO BANK

erage Persons 12+ Share Trends indey-Sunday, Sam-Midnight					
-	0): 1577	-			
	A/M '79		A/M '80		
1	WF PG-FM	19.0	WFPG-FH##15.9		
2	WMGM-FM	11.0	WAYV-FM(PA)11-8		
3	WIIN-AM	9.7	WMGM-FMM 11.0		
4	WOND-AM	7.6	WMMR-FM(A) 9.4		
5	WMID-AM	7.2	WIIN-AMM 7.3		
6	WUSS-AM	5.1	WOND-AMPA 5.3		
7	WGRF-FM	4.6	WCAU-AMM 4.5		
8	WCAU-AM	4.2	WIP -AMPA 2.9		
9	WSLT-FM	3.8	KYW -AMM 2.9		
10	WA YV - FM	3.0	WGRF-FM 2.4		
11	WMMR-FM	3.0	WIOQ-FM(A) 2.4		
12	WDVR-FM	2.1	WRDR-FMM 2.4		
13	WRDI-AM	1.7	WMID-AMPA 2.D		
14	WIOQ-FM	1.3	WUSS AMPA 2.0		
15	KYW AM	0.8	WSLT-FM(mm) 1.6		
16	WCAU FM	0.8	WWSH-FM 1.2		
17	WIP -AM	0.8	WCAU-FM∰ 1.2		
18	WWSH-FM	0.8	WDVR-FM 0.8		
19	WIBG-AM	0.4	WRDI-AMPA 0.4		
20		0.4	WYSP-FMA 0.4		
21	WIFI FM	0.4	WMGK-FMPA 0.4		
2 2	WFIL-AM	0.4			

Average Persons Trends/Rankings

ital 12+ P(00): 1577

	A/M '79		A/M '80	
1	WFPG-FM	4.5	WF PG-FM	39
2	WMGM-FM	26	WAYV-FM	29
3	WIIN-AM	2 3	WMGM-FM	27
4	WOND-AM	18	WMMR-FM	2 3
5	WMID-AM	17	WIIN-AM	18
6-1	0em			

1	Wrru-rm	WFFG-FH
2	WIIN-AM	WIIN-AM
3	WOND - AM	WAYV-FM
4	WMGM-FM	WMGM-FM
5	WMID-AM	WOND-AM
, 3-7	pm	
1	WFPG-FM	WFPG-FM
2	WMGM-FM	WAYV-FM
3	WIIN-AM	WMGM-FM
4	WGRF-FM	WMM R - FM
5	WMID-AM	WC A U - AM

S, 6am-Midnight) P (00) : 184	
AM '79	A/M 180
1 WMGM-FM	WMGM-FM
2 WGRF-FM	WHM R-FM
3 WMMR-FM	WAYV-FM

F, 6-1	Gem	
1	WMGM-FM	WMGM-FM
2	WMID-AM	WMM R-FM
3	WOND-AM	WA YV - FM
F, 3-7	'pm	
1	WMGM-FM	WMGM-FM
2	WGRF-FM	WMM R-FM
3	WAYV-FM	WA YV - FM

	m-Midnight	
P(00): 421		
	AM '79	A/M '80
1	WMGM-FM	WMM R-FM
2	WMID-AM	WMCM-FM

	WMGM-FM	WMM R-FM
	WMID-AM	WMGM-FM
ļ	WF PG - FM	WA YV - PM
	WOND AM	WIOQ-FM
	WA TV - FM	WGRF-FM

M-F, 6-10	0em	
1	WMGM-FM	WAYV-FM
2	WMID-AM	WMM R - FM
3	WFPG-FM	WMGM-FM
	WGRF-FM	WIOQ-FM
5	WIIN-AM	WOND-AM
M-F, 3-7	pm	
1	WMGH-FM	WMMR-FM
2	WMMR-FM	WA YV - FM
3	WGRF-FM	WMGM-FM
4	WMID-AM	WIOQ-FM
5	WOND-AM	WMID-AM
Adults		
M-S, Gar	n-Midnight	
POP(0	0): 640	
	A/M '79	A/M '80
1	WFPG-FM	WAYV-FM
	WIIN-AM	WFPG-FM
3	WMID-AM	WMGM-FM
4	WOND-AM	WMMR-FM
5	WMGM-FM	WIIN-AM
M-F, 6-1	0em	
1	WFPG-FM	WF PG-FM
2	WIIN-AM	WA YV - PM
3	WMID-AM	WIIW-AM
4	WOND-AM	WIP -AM
5	WUS S-AM	WMGM-FM
M-F, 3-7	pm	
1	WFPG-FM	WA TV - FM
	MIIN-WW	WFPG-FM
	WMID-AM	WMGM-FM
	WMGM-FM	WMMR-FM
5	WGRF-FM	WIIN-AM

Cume Persons Trends/Rankings

Total 12+

	A/M '79		A/M '80	
1	WF PG-FM	490	WFPG-FM	41
2	WMGM-FM	380	WMGM-FM	35
3	WOND-AM	335	WIIN-AM	29
4	WIIN-AM	316	WAYV-FM	28
5	WMID-AM	301	WOND-AM	28

3	WOND-AM	335	WIIN-AM	- 2
4	WIIN-AM	316	WAYV-FM	- 2
5	WMID-AM	301	WOND-AM	- 2
M-F, 6-1	0em			
1	WFPG-FM		WFPG-FM	
2	WIIN-AM		WMGM-FM	
3	WMGM-FM		WIIN-AM	
4	WMID-AM		WAYV-FM	
5	WOND-AM		WOND-AM	
M-F, 3-7	pm			
1	WFPG-FM		WF PG-FM	
2	WM GM-FM		WMGM-FH	
3	WGRF-FM		WAYV-FM	
4	WIIN-AM		WMM R-FM	
5	WM I D-AM		WIIN-AM	
Teens				
M-S, 6ar	n-Midnight			
POP(0	0): 184			

	AM '79	A/M '80		
1	WMGM-FM	WMGM-FM		
2	WMID-AM	WMM R - F M		
3	WOND-AM	WAYV-FM		
M-F, 6-1	0em			
1	WMGM-FM	WMGM-FM		
2	WMID-AM	WA TV - FH		
3	WOND-AM	WMMR-FM		

HF, 3-7	pm	
1	WMGM-FM	WMGM-FM
2	WGRF-FM	WMMR-FM
3	WMID-AM	WAYV-FM

Adults 18-34			
M-S, 6am-Midnight			
POP(00): 421			

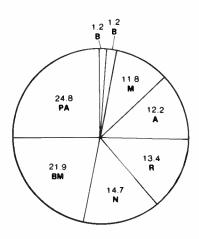
	A/M '79	A/M '80
1	WM GM-FM	WMGM-FM
2	WMID-AM	WMM R-FM
3	WGRF-FM	WAYV-FM
4	WFPG-FM	WMID-AM
5	WOND-AM	WIOQ-FM
M-F, 6-1	0em	
1	WMGM-FM	WMGM-FM
2	WMID-AM	WAYV-FM
3	WF PG-FM	WMM R-FM
4	WGRF-FM	WM ID-AM
5	WOND-AM	WIOQ-FM
M-F, 3-7	'pm	
1	WMGM-FM	WMGM-FM
2	WGRF-FM	WMMR-FM
3	WMID-AM	WAYV-FM
4	WAYV-FM	WMID-AM
- 5		WIDD-FM

Adults 25-54

M-S, 6em-Midnight	
POP(00): 640	
AM '79	A/M '80
1 WFPG-FM	WFPG-FM
2 WMGM~FM	WMGM-FM
3 WMID-AM	WAYV-FM
4 WIIN-AM	WIIN-AM
5 WOND-AM	WOND-AM
M-F, 6-10em	
1 WIIN-AM	wf PG-FM
2 WMID-AM	WIIN-AM
3 WFPG-FM	WAYV-FM
4 WOND-AM	WMGM-FM
5 WMGM-FM	WM ID-AM
M-F, 3-7pm	
1 WFPG-FM	WF PG-FM
2 WMGM-FM	WA YV - PM
3 WMID-AM	WMGM-PM
4 WGRF-FM	WOND-AM
5 WIIN-AM	WMID-AM

Format Penetration Chart

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



Format Legend

Augusta

METRO RANK

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

	(00), 232	-	4 154 174		
	A/M '78		A/M '79		A/M '80
1	WBBO FM	15.8	WBBQ-FM	23-1	WBBQ-FM (R) 27.2
2	WBBQ-AM	11-5	WBIA-AM	9.3	WTHB-AM (B) 10.4
- 3	WZZW-FM	11.0	WBBQ-AM	9.1	WRDW AM (B) 8.3
4	WGAC-AM	٥.٩	WITH B = AM	8.0	WZZW-FM (PA) 7.
5	WBIA-AM	7 - 2	WGAC-AM	7.4	WBBQ-AM (R) 6.8
6	WGUS-AM	7 . 2	WGUS-FM	6.9	WGAC-AM (PA) 5 . 9
7	WRDW-AM	6.4	WR DW-AM	6.0	WGU'S - AM (C) 5.3
8	WTHB-AM	6 - 2	WZZW-FM	5.8	WGUS FM (C) 5.0
9	WAUG-AM	4.8	WNEZ-FM	5 - 5	WNEZ-FM (BM) 4.
1.0	WAUG-FM	4.3	WAUG-FM	5 + 5	WYMX-FM (A) 4.1
1 1	WNEZ-FM	3.8	WGUS-AM	2.2	WKZK-AM (PA) 2.
1.2	WAKN-AM	1.9	WHGI-AM	1.9	WEIA-AM (PA) 2.
13	WWDM-FM	1.6	WAKN-AM	1.9	WTHO-FM (C) 1.5
14	WGUS-FM	1.3	WCOS-FM	0.8	WPGI-AM (RL) 0.9
15	WWGA-FM	1.3			WAKN-AM (PA) O.
16	WLOW-AM	1.3			WVAP-AM (C) O.
17	WF NL-AM	0.8			WWGA-FM (RL) O .
18	WLOW-FM	0.3			WWDM-FM (B) O.(

Average Persons Trends/Rankings Total 12+

M-S, 6am-Midn	ight
POP/001.	2322

PO	Р(00)	:	2	3	2	2
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	A/M '78		A/M '79		A/M '80	
1	WBBO-FM	59	WBBQ-FM	84	WBBO-FM	9
2	WBBQ-AM	43	WB I A-AM	3 4	WTHB-AM	3.5
3	WZZW FM	4.1	WRBO-AM	33	WRDW AM	21
4	WGAC-AM	3.0	WTHB-AM	29	WZZW-FM	21
5	WBIA-AM	27	WGAC-AM	27	WBBO-AM	2
M-F, 6	3-10am					
1	WBBQ-FM		WBBO-FM		WBBQ-FM	
2	WBBO-AM		WBBQ-AM		WGAC-AM	
3	WGAC-AM		WB IA-AM		WBBQ-AM	
4	WBIA-AM		WGAC-AM		WR DW - AM	
5	WZZW-FM		WGUS-FM		WZZW-FM	
W-F, 3	-7pm					
1	WBBQ-FM		WBBO-FM		12BB0-FM	
2	WBBO-AM		WGUS-FM		WTHB-AM	
3	WZZW-FM		WB T A-AM		WZ ZW -FM	
4	WGUS-AM		WTHB-AM		WR DW - AM	
5	WGAC-AM		WBBO-AM		WGUS-FM	

Teens M-S, 6am-Midnight		
POP(00): 318 A/M'78	A/M '79	A/M '80
1 WBBQ-FM	WBBQ-FM	WBBQ-FM
2 WEBO-AM	WRDW-AM	WTHR-AM
3 WTHB-AM	WAUG-FM	WZZW-FM
M-F, 6-10am		
1 WBBO-FM	WBBO-FM	WBBO-FM
2 WBBO-AM	WBBO-AM	WZZW-FM
3 WWDM-FM	WR DW - AM	WTHB-AM
M-F, 3-7pm		
1 WBBQ-FM	WBBO-FM	WBBO-FM
2 WBBQ-AM	WR DW - AM	WTHB-AM
3 WTHB-AM	WAUG-FM	WR DW - AM

Adults 18-34 M-S, 6am-Midnight

	A/M '78	A/M '79	A/M '80
1	WBBO-FM	WRBO-FM	WBBQ-FM
2	WZZW-FM	WZZW-FM	WTHB-AM
3	WBBO-AM	WTHB-AM	WZZW-FM
4	WRDW-AM	WBBO-AM	WR DW - AM
5	WAUG-FM	WAUG - FM	WYMY-FM
A-F, 6	-10am		
1	WBBO-FM	WBBO-FM	WBBQ-FM
2	WBBQ-AM	WBBQ-AM	WBBO-AM
3	WRDW-AM	WZZW-FM	WZ ZW - FM
4	WZZW-FM	WATG - FM	WTHE-AM
5	WGAC-AM	WGUS FM	WKZK-AM
MF, 3	-7pm		
1	WBBQ-AM	WBBQ-FM	WBBQ-FM
2	WBBO-FM	WTHB-AM	WZZW-FM
3	WZZW-FM	WZZW-FM	WYMX-FM
4	WRDW-AM	WBBO-AM	WTHB-AM
5	WGUS-AM	WA 11G - F M	WR DW - AM

M-S, 6am-Midnight POP(00): 1082

1 WBBO-FM

	2	WGUS-AM	WGUS-FM	WR DW - AM
	3	WBBQ-AM	WBBO-AM	WTHB-AM
9	4	WGAC-AM	WBIA AM	WZZW-FM
₹	5	WZZW-FM	WGAC-AM	WGUS-FM
		1-10am		
>	1	WBBO-FM	WBBQ-FM	WBBQ-FM
₹	2	WGAC-AM	WBBQ-AM	WGAC-AM
=	3	WBBO-AM	WGUS-FM	WBBQ-AM
9	4	WGUS-AM	WB I A-AM	WR DW - AM
₹	5	WBIA-AM	WZZW~FM	WGUS-AM
ž	1 2 3 4 5 M-F, 3	1-7pm		
Ε	1	WBBQ-AM	WBBQ-FM	WBBQ-FM
from	2	WGUS-AM	WGUS-FM	WGUS-FM
=	3	WBBQ-FM	WBBQ-AM	WZZW-FM
\$	4	WGAC-AM	W NE Z - F M	WR DW~AM
Data	5	WZZW-FM	WTHB-AM	WTHB-AM
-				

A/M '79

WBBO-FM

WBBO-FM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight

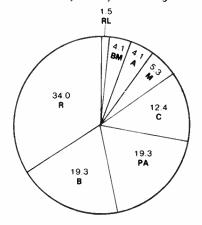
POP(00): 232	2				
A/M '78	2	A/M '79		A/M '80	
			023		
1 WBBO-AM 2 WBBO-FM	813 809	WBBQ+FM WBBO-AM	931 651	WBBO-FM WBBO-AM	1030
3 WGAC-AM	489	WZZW-FM	471	WZZW-FM	460
4 WZZW-FM	478	WGAC-AM	392	WR DW - AM	428
5 WRDW-AM	374	WR DW - AM	372	WTHB-AM	39
M-F, 6-10am	_			_	
1 WBBO-FM		WBBO-FM		WBBO-FM	
2 WBBO-AM		WBBQ-AM		WBBO-AM	
3 WGAC-AM		WZZW-FM		WGAC-AM	
4 WZZW-FN		WGAC-AM		WRDW AM	
5 WBIA-AM		WBIA-AM		WZZW-FM	
M-F, 3-7pm 1 WBBO-AM		WBBO-FM		WBBO-FM	
1 WBBQ-AM 2 WBBQ-FM		WZZW-FM		WEBO-AM	
3 WGAC-AM		WBBO-AM		WR DW - AM	
4 WZZW-FM		WAUG-FM		WZZW~FM	
5 WRDW-AM		WRDW-AM		WTHB-AM	
Teens	_				
M-S, 6am-Midnight					
POP(00): 318					
A/M '78		A/M '79		A/M '80	
1 WBBO-FM		WBBO-FM		WBBO-FM	
2 WBBO-AM		WAPG-FM		WTFB-AM	
3 WAUG-FM		WBBO-AM		WR DW - AM	
M-F, 6-10am					
1 WBBO-FM 2 WBBO-AM		WBBQ-FM		WBBQ-FM	
3 WRDW-AM		WBBQ-AM WRDW-AM		WTHB-AM WRDW-AM	
M-F, 3-7pm					
1 WBBQ-FM		WBBO-FM		WBBO-FM	
2 WBBC-AM		WAUG-FM		WR DW - AM	
3 WRDW AM		WR DW - AM		WTFB-AM	
Adults 18-34					
M-S, 6am-Midnight POP(00): 943					
A/M '78		A/M '79		A/M '80	
1 WBBQ-FM		WBBQ-FM		WBBQ-FM	
2 WBBO-AM		WZZW-FM		WZZW-FM	
3 WZZW-FM		WBBQ-AM		WBBO-AM	
4 WRDW-AM		WAUG-FM		WTHB-AM	
5 WGAC-AM		WGAC-AM		WR DR - AM	
M-F, 6-10am					
1 WBBO-FM		WB BQ - FM		WBBO-FM WZZW-FM	
2 WBBQ-AM 3 WZZW-FM		WBBO-AM WZZW-FH		WBBO-AM	
4 WGAC-AM		WAUG-FM		WTHB-AM	
5 WAUG-FM		WGAC-AM		WR DW - AM	
M-F, 3-7pm					
1 WBBO-AM		WBBQ-FM		WBBO-FM	
2 WBBO-FM		WZZW-FM		WZZW-FM	
3 WZZW-FM		WBBQ-AM		WYMX-FM	
4 WRDW-AM		WAUG-FM		WBBQ-AM	
5 WTHB-AM		WTHB-AM		WTHB-AM	

Adults 25-54 M-S, 6am-Midnight

POP(00): 1082				
A/M '78	A/M '79	A/M '80		
1 WBBO-AM	WBBO-FM	WBBC-FM		
2 WBBO-FM	WBBQ-AM	WBBO-AM		
3 WGAC-AM	WGAC-AM	WZZW-FM		
4 WZZW-FM	WZZW-FM	WGAC-AM		
5 WBIA-AM	WR DW - AM	WR DV - AM		
M-F, 6-10am				
1 WBBO-AM	WBBQ-FM	WBBO-FM		
2 WGAC-AM	WBBQ-AM	WBBQ-AM		
3 WBBO-FM	WGAC-AM	WGAC - A11		
4 WGUS-AM	WZZW-FM	WZZW-FM		
5 WBIA-AM	WGUS-FM	WR DW - AM		
M-F, 3-7pm				
1 WBBO-AM	WBBQ-FM	WBBO-FM		
2 WGAC-AM	WBBO-AM	WBBO-AM		
3 WBBO-FM	WGUS-FM	WZZW-FM		
4 WGUS-AM	WZZW-FM	WGUS-FM		
5 WZZW-FM	WNEZ-FM	WR DW - AM		

Format Penetration Chart

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



Format Legend

A/M '80 Market Overview

There's a new number one station in the Austin metro. KHFI, a Top 40 station with an AOR flavor, more than doubled its overall share, while last survey's leader, Beautiful Music KASE, dropped significantly. Country KVET remained in the runner-up

KHFI used a combination of outside advertising, extensive promotions, and new programming ingredients to score. The station utilized TV and billboards, with much of the advertising spotlighting its new morning man, a well-known area personality. That addition plus the fusion of Top 40 and AOR gave KHFI a sound dramatically different than the Dancemusic format used last spring. KHFI sponsored a series of 17 concerts from January-May, usually featuring local groups. All this effort paid off, with KHFI surging from less than 10% of 18-34 adults in the O/N sweep to almost 25%. KHFI was also tops with the teen audience.

KASE's overall share declined by almost 40%, mostly attributable to a softening in the stations's ability to hold its time spent listening figures at previous levels. KASE's cume dropped 24% from a year ago, but its average quarter-hour audience declined almost one-third, implying shorter time spent with the station. The KASE on-air sound is now different, since the station has switched from Bonneville to TM syndication. The next sweep may show if this different musical approach will help KASE rebound. The station was still tops among adults 25-54, due largely to a stable book among women in that cell, while its male numbers dissipated. KVET was just fractionally behind KASE in this demo.

Average Persons 12+ Share Trends Wonday-Sunday, 6em-Midnight POP(00): 4108

PUP	(00): 410	8				
	A/M '79		O/N '79		A/M '80	
1	KVET-AM	15.0	KASE FM	17.1	KPFI-FM(R)	16.7
2	KASE-FM	13.4	KVET-AM	12.0	KV ET - AM(C)	11.6
3	K1. BJ - FM	8.8	KLBJ-FM	11.2	KASE-FM(BM)	10.6
4	KNOW-AM	8.4	KHFI-FM	8.2	KOKE-FM(C)	8.8
5	KOKE-FM	7.7	KOKE FM	7.6	KI. BJ -FM(A)	7.8
6	KHFI-FM	7.5	K CS W - F M	5.9	K CS W - F M (PA)	7.4
7	KCSW-FM	7.4	KLBJ-AM	5.7	KMXX-FM(S)	4.0
8	KL BJ - AM	5.4	KTSA-AM	4.3	KTSA-AM(R)	3.7
9	KTSA-AM	4.7	K NO W-AM	2.7	KIXL-AM(RL)	3.0
1.0	KIXL-AM	2.4	KIXL-AM	2.4	KL B, J - AM (PA)	3.0
1.1	KMXX-FM	2.1	KTAE-AM	1.9	KOKE-AM(C)	2.4
12	KOKE-AM	1.5	KMXX-FM	1.4	KTAE-AM(C)	1.9
1.3	WOAT-AM	1.3	KOKE-AM	1.4	KCTN-AM(C)	1.9
14	KKYX-AM	0.7	WOAI-AM	0.9	WOAI-AM(N)	1.3
1.5	KTFM-FM	0.6	KGTN-AM	0.8	KC TN - FM (C)	1.2
16	KTAE-AM	0.4			K NO W-AM (R)	1.0
17					KONO - AM (PD)	0 • 7

Average Persons Trends/Rankings

l Otal 12+				
VI-S, 6am-Midn	ig	h	ŧ	
		٠	_	_

	A/M '79		O/N '79		A/M '80	
1	KVET-AM	102	KASE-FM	108	KHFI-FM	9
2	KASE-FM	91	KVET-AM	7.6	KVET - AM	6
3	KI, BJ-FM	6.0	KI.BJ-FM	71	KASE-FM	6
4	KNOW-AM	5.7	KHFI-FM	5.2	KOKE-FM	5
5	KOKE-FM	52	KOKE FM	48	K L B J - F M	4
W-F, 6	-10am					
1	KVET-AM		KASE-FM		KHEI-EW	
2	KNOW-AM		KVFT AM		KV FT - AM	
3	KASE FM		KOKE FM		KOKE-FH	
4	KL BJ - AM		KLRJ-FM		KASE-FM	
5	KCSW-FM		KI.BJ-AM		KCSW-FM	
W-F, 3	-7pm					
1	FVET-AM		KASE FM		KV ET - AM	
2	KASE-FM		KVET-AM		KHEI-EW	
3	KNOW-AM		KI.BJ-FM		KASE-FM	
4	KL BJ-FM		KHEI-EM		KLBJ-FM	
5	KOKF-FM		KCSW-FM		KOKE-FM	

Teens

POP(00):	453
------	------	-----

A/M '79	O/N '79	A/M '80
1 KHFI-FM	K H F I - F M	KHFI-FM
2 KTSA-AM	KLBJ-FM	KTSA-AM
3 KNOW AM	KV FT AM	KI.BJ-FM

M-F, 6-10am		
1 KNOW-AM	KHFI-FM	KHFI-FM
2 KHFI-FM	KTSA-AM	K TS A - A M
3 KOKF-FM	KLBJ-FM	KLBJ-F:
M-F, 3-7pm		
1 KHFI-FM	KHEI-EM	KHFI-FM
2 KTSA-AM	KV FT - AM	KTSA-AM
3 KNOW-AM	KLBJ-FM	KOKE-FM
Adults 18-34 A-S, 6am-Midnight		
OP(00): 1912		
A/M '79	O/N '79	A/M '80
I KLBJ-FM	KI.BJ-FM	KHEI-EM
2 KCSW-FM	KCSW-FM	KLBJ-FM
3 KVFT-AM	KHFI-FM	KOKE-FM
4 KNOW-AM	KOKE-FM	KCSW-FM
5 KOKE-FM	KASE-FM	KMXX-FM
A-F, 6-10am	100 L 111	
1 KVET-AM	KLBJ-FM	KHFI-FM
2 KNOW-AM	KOKE-FM	KCSW-FM
3 KI. B.J FM	KHFI-FM	KOKE-FM
4 KCSW-FM	KASE - FM	KMXX-FM
5 KOKE-FM	KCSW~FM	KV ET - AM
	NUJW 141	KAR1 - MR
A-F, 3-7pm 1 KLBJ-FM	FLBJ-FM	KHEI-EM
2 KNOW-AM	KCSW-FM	KLBJ-FM
3 KOKE-FM	KTSA-AM	KOKE-FM
4 KCSW-FM	KOKE-EM	KCSW-FM
5 KVET-AM	KHFI-FM	KV ET - AM
1 d. N- 05 54	_	*******
Adults 25-54 M-S, 6em-Midnight		
POP(00): 1751		
A/M '79	O/N '79	A/M '80
1 KVET~AM	KASE - FM	KASE-FM
2 KASE-FM	KV ET - AM	KV ET - AM
3 KLBJ-FM	KOKE-FM	KCSW-FM
4 KOKF-FM	KLBJ-FM	KOKE-FM
5 KNOW-AM	KCSW-FM	KHFI-FM
M-F, 6-10am		
1 KVET-AM	KVET AM	KV FT - AM
2 KLBJ-AM	KASE FM	KASE-FM
3 KNOW-AM	KOKE FM	KCSW-FM
4 KASE-FM	KLBJ-AM	KOKE-FM
5 KOKE~FM	KLRJ-FM	KHEI-EW
W-F, 3-7pm		
1 KVFT-AM	KVET-AM	KVET-AM
2 KASE-FM	KASE FM	KASE-FM
3 KOKE-FM	KOKE-FM	KOKE-FM
4 KLBJ-FM	KLBJ-FM	KLBJ-FM
5 KNOW-AM	KCSW-FM	KCS W-FM
> KMO#=WM	KC3 W - FD	KC3 H T I

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight

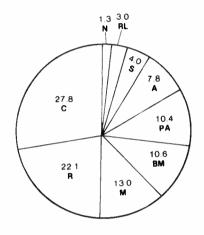
POP(00): 4108

POP (00): 410	r,				
	A/M '79		O/N '79		A/M '80	
	KVET-AM		KASE FM		KHFI-FM	
2	KASE-FM	886	KVET AM	981	KVFT-AM	914
	KNOW-AM		KLBJ-FM	964	KASE-FM	P2 5
	KLBJ-FM	791	KlBJ-AM	962	KLBJ-AM	728
5	KLBJ-AM	763	KHFI-FM	775	KOKE-FM	703
M-F, 6	-10am					
1	KVFT-AM		KASE-FM		KPFI-FM	
2	KNOW-AM		KVFT AM		KV FT - AM	
3	KLBJ-AM		KI.BJ-FM		KCSW-FM	
4	KASE-FM		KOKE-FM		KOKE-FM	
5	KL BJ-FM		KHEI-EH		KASE-FM	
M-F, 3	-7pm					
1	KVET-AN		KLBJ-FM		KHFI-FM	
2	KNOW-AM		KVET - AM		KVET-AM	
3	KASE-FM		KASE-FM		KASE-FM	
4	KOKE-FM		KHFI-FM		KOKE-EW	
5	KL BJ-F!		KOKF FM		KCSW-FM	
Teen	s					
	am-Midnight					
POP(00): 453					
	A/M '79		O/N '79		A/M '80	
	KHFI-FM		KHFI-FM		KHF1-FM	
	KNOM-YW		KTSA-AM		KTSA-AM	
3	KTSA-AM		KI.BJ-FM		KOKE-FM	
M-F, 6	-10am					
1	KHF I-FM		KHFI-FM		KHFI-FM	
2	KNOW-AM		KTSA-AM		KTSA-AM	
3	KTSA-AM		K1.BJ-FM		KV ET - AM	
M-F, 3	-7pm					
1	KHF1-FM		KHFI-FM		KHEI-EW	
2	KTSA-AM		KVET-AM		KTSA-AM	
3	KNOW-AM		K NO M - WW		KOKE-FM	
Adul	ts 18-34					
M-S, 6	iam-Midnight					
POP(00): 191	2				
	A/M '79		O/N '79		A/M '80	
1	KLBJ-FM		KLBJ-FM		KHFI-FM	
2	KNOW AM		KCSW-FM		KCSW-FM	
3	KCSW-FM		K NO W - AM		KLBJ-FM	
4	KVET-AM		KOKE FM		KOKE-FM	
5	KHE 1-EW		KHFI-FM		KTSA-AM	
M-F. 6	-10am					
	KL BJ-FM		KLBJ-FM		KHFI-FM	
	KNOW-AM		KOKE-FM		KCSW-FM	
	KCSW-FM		KCSW-FM		KOKF-FM	
	KVET-AM		KHFI-FM		KTSA-AM	
5	KHFI-FM		K NO W - AM		KLRJ-FM	
M-F, 3	3-7pm					
	KLBJ-FM		KLBJ-FM		KHFI-FM	
2	KNOW-AM		KCSW-FM		KCSW-FM	
	KCSW-FM		KHFI-FM		KLBJ-FM	
4	KOKF-FM		KOKE FM		KOKE-FM	

Adults 25-54 M-S, 6am-Midnight		
POP(00): 1751		
A/M '79	O/N '79	A/M '80
1 KVET-AM	KVET - AM	KASE-FM
2 KASE-FM	KASE FM	KV ET - AM
3 KNOW-AM	KOKE FM	KOKE-FM
4 KLBJ-FM	KLBJ-AM	KHFI-FM
5 KLBJ-AM	KLBJ-FM	KCSW-FM
M-F, 6-10am		
1 KVFT-AM	KV ET ~ AM	KV ET - AM
2 KNOW-AM	KASE-FM	KASE-FM
3 KL BJ - AM	KOKE-FM	KCSW-FM
4 KASE-FM	KLBJ-AM	KOKE-FM
5 KOKF-FM	KCS W-FM	KHFI-FM
M-F, 3-7pm		
1 KVET-AM	KVET AM	KV ET - AM
2 KNOW-AM	KASE-FM	KASE-FM
3 KOKE-FM	KOKE FM	KOKE-FM
4 KASE-FM	KLBJ-FM	KCS W-FM
5 KLBJ-FM	KCS W-FM	KHFI-FM

Format Penetration Chart

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



Format Legend

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

TM Programming



349 Regal Row Dallas, Texas 75247 (214) 634-8511

A subsidiary of Shamrock Broadcasting Company. Inc.

For Tomorrow

KVFT AM

5 KVET-AM

Bakersfield

A/M '80 Market Overview

Although Quarterly Measurement was implemented here for the first time, the Arbitron results did not differ noticeably. The top three stations in last year's results were the top three again, although in a slightly revised order. Country KUZZ regained the top spot, while Top 40 KKXX remained stable, moving to second, KKXX's AM competitor, KERN, remained in third.

The longer 12-week survey resulted in more stable estimates. Arbitron sent out many more diaries and got back almost 50% more usable ones than in the previous survey. As a result, cume diary values are lower, meaning more stable estimates and fewer flukes

KUZZ maintained its leadership in the key 25-54 target demo, retaining approximately 18% of that audience. The station used TV and outdoor boards, tied into on-air cash giveaways of about \$10,000.

KKXX revised its music slightly for the book, which may have helped the station move into the number two slot 25-54 with about 11%, Among 18-34 adults, KKXX remained static at around 22. The musical shifts involved playing fewer disco and album cuts. Outdoor boards backed up with some TV commercials composed the external ad effort for **KKXX**

KERN suffered a slight dip in its overall share. and its 18-34 share dropped from approximately 14% to less than 10%. The Top 40 station used less outside advertising than last year, but did try to generate on-air excitement with a treasure hunt contest featuring an increasing jackpot. KERN's PM drive numbers suffered owing to two different personalities being used during the sweep.

Average Persons 12+ Share Trends

	A/M '78		A/M '79		A/M 180
1	KU Z Z - AM	17.1	KK XX -FM	13.2	KU2Z - AM (C) 15.
2	KERN-AM	13.4	KU22 - AM	12.8	KK XX - FM (M) 13.
3	KAFT AM	8.7	KER N-AM	9.9	KERN-AM (FD 9.
4	KL Y D-FM	6.3	KG FM - FM	7.0	KG FM - FM (900) 5.
5	KGEE-AM	5.9	KWAC-AM	5.9	KGAM-AM (MM) 4 .
6	KKXX-FM	4.9	KLYD-FM	5.1	KLYD-FM (PA) 4.
7	KGFM-FM	3.9	KAFY-AM	4.4	KAFY-AM (PA) 3.
8	KL OS-FM	2.6	KG AM-AM	4.2	KFI -AM (A) 3.
9	KL TD-AM	2.6	KL YD - AM	3.7	KWAC-AM (8) 2.
10	KPMC-AM	2 - 6	KPMC -AM	3.3	KMET-FM (A) 2 .
11	KFI -AM	2.2	KMET-FM	2.6	KXEM-AM (8) 2.
12	KWAC-AM	2.0	KZ IQ-AM	2.6	KPMC-AM (N) 2.
13	KL OA – AM	1 . 8	KBIG-FM	2.2	KOST-FM (9947) 2 .
l 4	KOST-FM	1.6	KFI -AM	1.8	KBIG-FM (BM) 1.
l 5	KRIS-PM	1.4	KMPC-AM	1.5	KHIS-AM (RL) 1.
l 6	K FR E - AM	1.4	KOST-FM	1.5	KLOA-AM (PA) 1.
17	KMPC-AM	1.0	KHIS-AM	1.3	KZIQ-AM (C) 1.
18	KBIG-FM	1.0	KLOS-FM	1.1	KVLI-AM (C) 1.
١9	KWS0-AM	0.8	KWSO-AM	1.1	KLOS-FM (A) 1.
0	KZIQ-FM	0.6	KLOA-AM	1.1	KZIQ-FM (MM) 1.
1	KCH J-AM	0.4	KDOL-AM	1.1	KMPC-AM (PA) O.
2	KHIS-AM	0.2	KNX -FM	0.9	KRTH-FM (R) O.
3			KNX -AM	0.7	KNTB-AM (M) O.
4			KHIS-FM	0.4	KFRE-AM (PA) O.
! 5			KZIQ-FM	0.4	KNX -FM (A) O.
6			KCHJ-AM	0.4	KCHJ-AM (C) 0.
7					KNX -AM MO O.
8					KWSO-AM (ML) O.
9					KIIS-FM 🙌 O.
0					KHIS-FM (ML) O.
1					KFIO-FM (A) O.

Average Persons Trends/Rankings

Total 12 + POP(00): 3012

from Market Buy Market

	,					
	A/M '78		A/M '79		A/M '80	
1	KU Z Z - AM	84	KKXX-FH	60	KUZZ-AM	64
2	KERN-AM	66	KU ZZ - AM	58	KKXX-FM	5.5
3	KAFY-AM	43	KERN-AM	4.5	KERN-AM	38
4	KLYD-FM	31	KGPM-FM	32	KGFM-FM	2 1
5	KGEE-AM	29	KWAC-AM	27	KG AM - AM	17
M-F, 6-	10em					
1	KUZZ-AM		KU22 -AM		KUZZ-AM	
2	KERN-AM		KER N-AM		KKXX-FH	
3	KAFT-AM		KEXX-PH		KER W-AM	
4	KLYD-FM		KG AM - AM		KG AM - AM	
5	KGEE-AM		KLYD-FM		KAFT-AH	

M-F, 3-7pm		
1 KERN-AM	KKXX-FM	KK XX - FM
2 KU Z Z - AM	KU22 - AM	KUZZ -AM
3 KAFY-AM 4 KGFF-AM	KERN-AM	KERN-AM
4 KGEE-AM 5 KKXX-FM	KGFM-FM KLYD-FM	KG FM – FM KAFT – AM
	KLID-FR	KAL 1 - AU
Teens		
M-S, 6em-Midnight		
POP(00): 432		
A/M '78	A/M 179	A/M '80
1 KERN-AM	KK XX - FM	K ER N- AM
2 KAFY AM 3 KUZZ-AM	KERN-AM KMET-FM	KKXX-PM KPI -AM
	KME1-FM	KFI -An
M-F, 6-10am		
1 KERN-AM 2 KAFY AM	KER N-AM	KERN-AM
3 KUZZ-AM	KKXX-PH	KKXX-FM
	KWAC-AM	KAFY-AM
M-F, 3-7pm		
1 KERN-AM	KKXX -FM	KERN-AM
2 KAFT AM 3 KUZZ-AM	KERN-AM KMET-FM	KKXX-FM KFI -AM
	VWEI-LU	KLI -WU
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 1057		
A/M '78	A/M 179	A/M '80
1 KERN-AM	KKXX-FM	KKXX-FM
2 KUZZ-AM 3 KKXX-FM	KERN AM	KUZZ-AM
4 KAFT AM	KUZZ-AM KAFY-AM	KERN-AM KMET-FM
5 KLYD-FM	KWA C-AM	KG AM - AM
M-F, 6-10am	KWA U AII	KOW, ALL
1 KERN-AM	KK XX FM	KK XX - FM
2 KUZZ-AM	KUZZ-AM	KU ZZ - AM
3 KAFY AM	KER N-AM	KERN-AM
4 KKXX-FM	KAFY-AM	KG AM - AM
5 KLYD-FM	KWAC - AM	KMET-FM
M-F, 3-7pm		
1 KERN-AM	KKXX-FM	KKXX-FM
2 KUZZ-AM	KERN-AM	KU22-AM
3 KKXX-FM	KGFM-FM	KERN-AM
4 KAFT-AM 5 KLYD-FM	KAFY-AH KU22-AM	KAFT-AM KGFM-FM
	KUZZ -AM	KGFM-FM
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 1424	4444	4.04.00
A/M 178	A/M '79	A/M '80
1 KUZZ-AM	KU22 - AM	KU 22 - AM
2 KERN-AM 3 KLYD-FM	KG FM - FM	KKXX -FM Kern-am
4 KAFY-AM	KLYD-FM KKXX-FM	KLTD-FM
5 KGFM-FM	KERN AM	KG FM - FM
M-F, 6-10am		
1 KUZZ-AM	KU22 - AM	KU22-AM
2 KLYD-FH	KGAM-AM	KK X X - F M
3 KERN-AM	KLTD-FM	K ER N-AM
4 KAPY AM	KAFY-AH	K G AM ~ AM
5 KGEE-AH	KG FM - FM	KFI -AM
M-F, 3-7pm		
1 KUZZ-AM	KU22-AM	KU 22 - A M
2 KAFT-AH	KK XX - FM	KKXX-FM
3 KERW-AM 4 KLYD-FM	KG PM - FM K L Y D - F M	KERN-AM KLYD-FM
5 KGFM-FM	KERN-AM	KCTD-FH KGPM-FM
Cume Per	sons Trends/I	rankings

I ota	112+
M-S	Samuel State Labor

Total 12+					
M-6, 6em-Midnight					
POP(00): 3012	,				
A/M '78	•	A/M '79		A/M '80	
1 2222	027		774		
1 KERN-AM 2 KUZZ-AM	836	KERN AM	774	KUZ2-AM	7
2 KUZZ-AM 3 KAFY-AM	812 787	KKXX-FM	707 654	KKXX-PM	6
4 KKXX-FM	417	KUZZ-AM KAFY-AM	4 62	KER N-AM	6
5 KGEE-AM	372	KG FM - FM	396	KAPY-AM	
	3/2	KG FH -FH	370	KG AM -AM	3
M-F, 6-10em					
1 KUZZ-AM		KERN AM		KUZZ -AM	
2 KERN-AM		KKXX-FM		KKXX-FM	
3 KAFY AM		KUZZ-AM		KERN-AM	
4 KGEE-AM		KAFY-AM		KAFY-AM	
5 KLYD-FM		KGAM-AM		KG AM - AM	
M-F, 3-7pm					
1 KERN-AM		KK XX – FM		KKXX -FM	
2 KAFY AM		KERN-AM		KUZZ - AM	
3 KUZZ-AM		KUZZ-AM		KERN-AM	
4 KGEE-AM		KAFY-AM		KAFY-AM	
5 KKXX-FM		KG FM - FM		KG FM - F M	
Teens					
M-S, 6am-Midnight					
POP(00): 432					
A/M '78		A/M '79		A/M '80	
1 KERN-AM		KER N-AM		KERN-AM	
2 KAFY-AM		KK XX - FM		EKXX-FM	
3 KUZZ-AM		KAFY-AM		KAFY-AM	
M-F, 6-10am					
1 KERN-AM		KK X X - FM		K ER N-AM	
2 KAFY-AM		KER N-AM		KK XX - FM	
3 KUZZ-AM		KWAC -AM		KAFY-AM	
M-F, 3-7pm					
1 KERN-AM		KKXX-FM		KERN-AM	
2 KAFY AH		KERN-AM		KKXX-FM	
3 KUZZ-AM		KMET-FM		KFI -AM	
Adults 18-34					
M-S, 6em-Midnight					
FOP(00): 1057					
A/M '78		A/M '79		A/M '90	
1 KAFT AM	_	KER N-AM		KKXX-PM	_
2 KERN-AM		KKXX-PH		KERN-AH	
& RUMN AD		AAAA 10		WEEK VO	

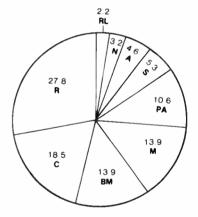
KL OS-FM KGFM-FM

KAFY-AH KUZZ-AH

M-F, 6-	10am		
1	KERN-AM	KER N-AM	KKXX-FM
2	KAFY AM	KK XX - FM	KERN-AM
3	KU 22 - AM	KAFY-AM	KAFT-AM
4	KKXX-FM	KUZZ-AM	KUZZ-AM
5	KLOS-FM	KWAC-AM	KG AM - A M
M-F, 3-	7pm		
1	KAFY AM	KER N-AM	KKXX-FM
2	KERN-AM	KKXX-FM	KERN-AM
3	KU22-AM	KAFY-AM	KAFY-AM
4	KKXX-FM	KUZZ - AM	KU22-AM
5	KL OS-FM	KGFM-FM	KG AM - AM
	s 25-54		
	em-Midnight 00): 1424		
ruP(A/M '78	A/M '79	A/M '80
	KU22-AM	KU22-AM	KU 22 - AM
_	KAFY AM	KG FM - F M	KKXX-FM
_	KERN-AM	KER N-AM	KERN-AM
_	KLYD-FM	KKXX-FM	KAFY-AM
	KGE E-AM	KAFY-AM	KG AM - AM
M-F, 6-	-10em		
1	KU 2 Z - AM	KUZZ-AM	KUZZ-AM
2	KERN-AM	KAPY-AM	KKXX-FM
3	KAFY-AM	KGFM-FM	KERN AM
4	KL YD-FM	KERN AM	KAFY-AM
5	KGEE-AM	, KGAM-AM	KG AM - AM
M-F, 3-	-7pm		
1	KUZZ-AM	KUZZ-AM	KU 22 - AM
	KAFY-AM	KK XX - FM	KKXX -FM
	E D D M 4 14	KER N-AM	KER N-AM
_	KERN-AM		
3	KLYD-FM	KG FM - FM	KAFY-AM

Format Penetration Chart

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



Format Legend

Baltimore

METRO RANK

14

A/M '80 Market Overview

Since last fall's nadir, WBAL has begun to reassert itself as Baltimore's most hightly-rated station. Although the station no longer carries Orioles baseball, WBAL had double the 12+ share of the station that has it now, WFBR.

Other stations worthy of note in this past sweep include WLIF, the Schulke-programmed Beautiful Music station which fell back to numbers comparable to last year's Spring survey; WPOC the Country station that enjoyed its best book ever; and the contestants for 18-34 leadership, WIYY and WXYV.

WBAL, which at one time trailed both WLIF and **WCBM** in the 25-54 figures, regained the lead in that demo. As in the A/M '79 figures, WBAL garnered about 11% of that target audience. WPOC was second in that demographic, with over 9%, while WLIF was third.

WFBR's overall rise is attributable to two factors. The station was airing the Orioles, and the morning personality was being sued for libel, a cause celebre which received much media coverage during the survey.

In the 18-34 demo, WIYY had surged ahead of WXYV, grabbing approximately 15% of this target while WXYV scored just over 12%. However, there is a difference in how these stations stack up demographically. WIYY, with its AOR format, is much more 12-24 oriented than WXYV, which has a notable 25-34 contingent within its 18-34 figures.

Overall, Pop/Adult was still the favorite format in Baltimore, but Top 40 showed impressive gains in this book, up approximately 70% compared to the Fall '79 shares.

Average Persons		e Trends					
Monday-Sunday, 6am- POP(00): 1817							
AM '79		O/N 179		J/F '80		A/M '80	
1 WBAL-AM	10.7	WBAL-AM	10.6	WBA L-AM	12.8	WBAL-AMP	w13.5
2 WIYY-FM	8.9	WLIF-FM WCBM-AM	10 - 1 7 - 1	WLIF-FM WIYY-FM	10.3 7.9	WIYY-FM (A	
3 WCBM-AM 4 WLIF-FM	7.6 7.3	WIYY-FM	6.5	WCBM-AM	6.0	WXYV-FM (B WLIF-FM (B	
5 WFBR-AM	6 - 9	WXYV-FM	6.3	WXYV-FM	5.6	WPOC-FM'(C	
6 WXYV-FM	5 - 8	WWIN-AM	5.4	WCAO-AM	4.9	WFBR-AM (R	
7 WCAO-AM 8 WPOC-FM	5.3	WPOC~FM WCAO-AM	5.1 5.0	WPOC-FM	4.9	WC BM - AM (P	
9 WWIN-AM	5.3	WFBR-AM	4.8	WWIN-AM WMAR-FM	4.5	WWIN-AM (B WCAO-AM (R	
10 WKTK-FM	4.4	WMAR-FM	3.3	WFBR-AM	4.2	WMAR-FM (B	
11 WMAR-FM	3.9	WITH-AM	2.6	WITH-FM	2.7	WLPL-FM (A	
12 WAYE-AM 13 WITH-AM	2.5	WITH-FM WSID-AM	2.5	WBKZ-FM WSID-AM	2.0	WBKZ-FM (P WTOP-AM (N	
14 WLPL-FM	2.0	WLPL-FM	2.1	WLPL-FM	2.0	WITH-FM (R	
15 WITH-FM	1.8	WPGC-FM	1.8	WA YE-AM	1.8	WAYE-AM (8	
16 WBKZ-FM	1.3	WKTK-FM	1.6	WKTK-FM		WKTK-FM (R	
17 WTOP-AM 18 WPGC-FM	1.1	WA YE-AM WBKZ-FM	1.6	WITH-AM WROX-FM	1.4	WSID-AM (*) WITH-AM (*)	
19 WASH-FM	1.1	WTO P-AM	1.1	WPGC-FM	1.4	WROX-FM (R	
20 WBMD-AM	1 - 1	WROX-FM	1.1	WASH-FM	1.3	WPGC-FM (R	
21 WSID-AM 22 WPGC-FM	1 - 1	WRBS-FM	1.1	WTO P-AM	1.0	WWDC-FH (A	
23 WTTR-FM	1.1 0.9	WGAY-FM WEBB-AM	0.9	WTTR-FM WRBS-FM	0.9	WEBB-AM (B	
24 WRBS FM	0.9	WASH-FM	0.8	WNAV-FM	0.9	WHUR-FM (B	
25 WNAV-FM	0.8	WMAL-AM	0.6	WHUR-FM	0.6	WGAY-FM (B	Mn O . 5
26 WWDC-FM	0.7	WTTR-FM	0.6	WMAL-AM	0.6	WNAV-AM (R	
27 WROX-FM 28 WHUR-FM	0.5	WAMD-AM WOOK-FM	0.6	WEBB-AM WTOW-AM	0.5	WKYS-FM (B)	
29 WMAL-AM	0.4	WWDC-FM	0.5	WRC -AM	0.5	WYCR-FM (R WRBS-FM (R	
30		WTOW-AM	0.5	WWDC-FM	0.4	WFRE-FM (B)	
3 I 3 2		WHUR-FM	0.4	WMZQ-FM	0.4	WNAV-FM (B)	Mn () . 4
33		WRC -AM WNAV-FM	0.4	WGAY-FM	0.3		
34		WGMS-FM	0.4				
	A -		_				
	Avei	rage Pers	ons Tr	ends/Rank	tings		
otal 12+							
-S, 6am-Midnight							
OP(00): 18179							
A/M '79		O/N '79		J/F '80		A/M '80	
1 WBAL-AM	318	WBAL-AM	297	WBAL-AM	415	WBAL-AM	424
2 WIYY-FM 3 WCBM-AM	265 226	WLIF-FM	282 199	WLIF-FM	333	WIYY-FM	2 4 2
4 WLIF FM	217	WC BM - AM WIYY - FM	181	WIYY-FM WCBM-AM	256 193	WXYV-FM WLIF-FM	239
5 WF BR - AM	204	WXYV-FM	175	WXYV-FM	180	WPOC-FM	198
6 WXYV-FI:	174	WWIN-AM	151	WCAO-AM	160	WFBR-AM	194
7 WCAO-AM 8 WPOC-FM	158 157	WPOC-FM	143	WPOC-FM	160	WC BM - AM	161
9 WWIN-AM	149	WCAO-AM WFBR-AM	140 135	WWIN-AM WMAR-FM	145 138	WWIN-AM WCAO-AM	134
10 WKTK-FM	130	WMAR-FM	91	WFBR-AM	1 36	WMAR-FM	118
F, 6-10am							
1 WBAL-AM		WBAL-AM		WBAL-AM		WBA L-AM	
2 WCBM-AM		WLIF-FM		WC BM-AM		WF BR-AM	
3 WF BR - AM		WFBR-AM WCBM-AM		WLIF-FM WFBR-AM		WC BM - AM	
4 WCAO-AM 5 WIYY-FN		WPOC-FM		WCAO-AM		WLIF-FM WPOC-FM	
6 WPOC-FM		WC A O - AM		WIYY-FM		WIYY-FM	
7 WLIF-FM		WIYY-FM		WXYV-FM		WXYV-FM	
8 WWIN-AM 9 WMAR-FM		WXYV-FM WWIN-AM		WPOC-FM WWIN-AM		WCAO-AM WWIN-AM	
IO WXYV-FM		WAIN-AM		WMAR-FM		WWIN-AM WMAR-FM	
F, 3-7pm							
I WIYY-FM		WLIF-FM		WLIF-FM		WBAL-AM	
2 WCBM-AM		WBAL-AM		WIYY-FM		WIYY-FM	
3 WBAL-AM		WC BM - AM		WBAL-AM		WXYV-FM	
4 WLIF-FM 5 WXYV-FM		WIYY-FM WXYV-FM		WXYV-FM WCBM-AM		WLIF-FM WPOC-FM	
6 WCAO-AM		WCAO-AM		WCAO-AM		WC BM - AM	
7 WWIN-AM		WWIN-AM		WPOC-FM		WCAO-AM	
8 WF BR - AM		WPOC-FM		WMAR-FM		WW I N-AM	
9 WKTK-FM 10 WMAR-FM		WFBR-AM WMAR-FM		WWIN-AM WFBR-AM		WFBR-AM WMAR-FM	
Hens		WHOR-FO		4. PK AH		enok-rd	
S, 6am-Midnight							
)P(00): 2366							
A/M 179		O/N '79		J/F '80		A/M 180	
1 WIYY-FM		WIYY-FM		WIYY-FM		WXYV-FM	
2 WWIN-AM		WWIN-AM		WWIN-AM		WIYY-FM	
3 WKTK-FM		WLPL-FM		WITH-FM		WLPL-FM	
F, 6-10am							
1 WIYY-FM		WIYY-FM		WIYY-FM		WIYY-FM	
2 WWIN-AM 3 WCAO-AM		WWIN-AM WLPL-FM		WWIN-AM WITH-FM		WXYV-FM WLPL-FM	
F, 3-7pm				4 4 11 4 11		#FLF_LU	
1 WWIN-AM		WIYY-FM		WIYY-FM		UVVU-EN	
2 WIYY-FM		WWIN-AM		WITH-FM		WXYV-FM WIYY-FM	

WWIN-AM WLPL-FM

WWIN-AM

POP(00): 6548				
A/M 179		O/N '79	J/F '80	A/M '80
1 WIYY-FM		WIYY-FM	WIYY-FM	WIYY-FM
2 WXYV-FM		WXYV-FM	WXYV-FM	WXYV-FM
3 WCBM-AM		WC BM -AM	WCBM-AM	WCBM-AM
4 WCAO-AM		WCAO-AM	WCAO-AM	WC A O - AM
5 WKTK-FM		WLIF-FM WWIN-AM	WLIF-FM	WPOC-FM
6 WPOC-FM 7 WFBR-AM		WF BR-AM	WFBR-AM WPOC-FM	WFBR-AM
		WPOC-FM	WPOC-FM WWIN-AM	WWIN-AM
8 WWIN-AM				WBKZ-FM
9 WLPL-FM		WPGC-FM WBKZ-FM	WBKZ-FM WKTK-FM	WLPL-FM WKTK-FM
10 WBKZ-FM M-F, 6-10am	_	WDKE III	WIN-th	#KIK-LU
		WF BR-AM	WIYY-FM	11799 814
1 WCBM-AM 2 WCAO-AM		WIYY-FM	WCBM-AM	WIYY-FM
		WCAO-AM	WFBR-AM	WXYV-FM
3 WIYY-FM		WCBM-AM	WCAO-AM	WCBM-AM
4 WFBR-AM 5 WPOC-FM		WXYV-FM	WXYV-FM	WFBR-AM
6 WXYV-FM		WWIN-AM	WBAL-AM	WPOC-FM WCAO-AM
7 WWIN-AM		WLIF-FM	WBKZ-FM	WWIN-AM
8 WKTK-FM		WPOC-FM	WLIF-FM	WWIN-AM WKTK-FM
9 WBAL-AM		WBAL-AM	WPOC-FM	WBKZ-FM
10 WPGC-FM		WPGC-FM	WWIN-AM	WBAL-AM
M-F, 3-7pm				
1 WIYY-FM		WIYY-FM	WIYY-FM	WIYY-FM
2 WXYV-FM		WXYV-FM	WXYV-FM	WXYV-FM
3 WCAO-AM		WC BM-AM	WC BM - AM	WC A O - AM
4 WKTK-FM		WCAO-AM	WLIF-FM	WCBM-AM
5 WCBM-AM		WLIF-FM	WC AO-AM	WPOC-FM
6 WPOC-FM 7 WFBR-AM		WWIN-AM	WBKZ-FM	WWIN-AM
		WFBR-AM	WFBR-AM	WBKZ-FM
8 WLPL-FM 9 WWIN-AM		WPOC-FM	WWIN-AM	WLPL-FM
10 WBKZ-FM		WITH-FM	WASH-FM WPOC~FM	WF BR - AM
		WKTK-FM	WPOC-PM	WLIF-FM
Adults 25-54				
M-S, 6am-Midnight POP(00): 8745				
		O/N 179	.WF '80	A#4 '80
POP(00): 8745 A/M '79	153	O/N '79	J#F '80	A/M '80
POP(00): 8745 A/M '79 1 WBAL-AM	153	WLIF-FM	WLIF-FM	WBAL-AM
POP(00): 8745 A/M '79 1 WBAL-AM 2 WCBM-AM	134	WLIF-FM WCBM-AM	WLIF-FM WBAL-AM	WBAL-AM WPOC-FM
POP(00): 8745 A/M '79 1 WBAL-AM 2 WCBM-AM 3 WPOC-FM	134 114	WLIF-FM WCBM-AM WBAL-AM	WLIF-FM WBAL-AM WCBM-AM	WBAL-AM WPOC-FM WLIF-FM
POP(00): 8745 AMM '79 1 WBAL-AM 2 WCBM-AM 3 WPOC-FM 4 WF BR-AM	134 114 112	WLIF-FM WCBM-AM WBAL-AM WFBR-AM	WLIF-FM WBAL-AM WCBM-AM WPOC-FM	WBAL-AM WPOC-FM WLIF-FM WCBM-AM
POP(00): 8745 AMM'79 1 WBAL-AM 2 WCBM-AM 3 WPOC-FM 4 WF BR-AM 5 WLIF-FM	134 114	WLIF-FM WCBM-AM WBAL-AM WFBR-AM WPOC-FM	WLIF-FM WBAL-AM WCBM-AM WPOC-FM WFBR-AM	WBAL-AM WPOC-FM WLIF-FM WCBM-AM WFBR-AM
POP(00): 8745 A/M '79 1 WBAL-AM 2 WCBM-AM 3 WPOC-FM 4 WFBR-AM 5 WLIF-FM 6 WIYY-FM	134 114 112 106	WLIF-FM WCBM-AM WBAL-AM WFBR-AM WPOC-FM WXYV-FM	WLIF-FM WBAL-AM WCBM-AM WPOC-FM WFBR-AM WXYV-FM	WBAL-AM WPOC-FM WLIF-FM WCBM-AM WFBR-AM WXYV-FM
POP(00): 8745 A/M '79 1 WBAL-AM 2 WCBM-AM 3 WPOC-FM 4 WFBR-AM 5 WLIF-FM 6 WIYY-FM	134 114 112 106 87	WLIF-FM WCBM-AM WBAL-AM WFBR-AM WPOC-FM WXYV-FM WCAO-AM	WLIF-FM WBAL-AM WCBM-AM WPDC-FM WFBR-AM WXYV-FM WCAO-AM	WBAL-AM WPOC-FM WLIF-FM WCBM-AM WFBR-AM WXYV-FM WCAO-AM
POP(00): 8745 AMM '79 1 WBAL-AM 2 WCBM-AM 3 WPOC-FM 4 WFBR-AM 5 WLIF-FM 6 WIYY-FM 7 WCAO-AM 8 WXYV-FM	134 114 112 106 87 78	WLIF-FM WCBM-AM WBAL-AM WFBR-AM WPOC-FM WXYV-FM WCAO-AM WWIN-AM	WLIF-FM WBAL-AM WCBM-AM WPOC-FM WFBR-AM WXYV-FM WCAO-AM WIYY-FM	WBAL-AM WPOC-FM WLIF-FM WCBM-AM WFBR-AM WXYV-FM WCAO-AM WWIN-AM
POP(00): 8745 AM'79 1 WBAL-AM 2 WCBM-AM 3 WPOC-FM 4 WFBR-AM 5 WLIF-FM 6 W1YY-FM 7 WCAO-AM	134 114 112 106 87 78 76	WLIF-FM WCBM-AM WBAL-AM WFBR-AM WPOC-FM WXYV-FM WCAO-AM	WLIF-FM WBAL-AM WCBM-AM WPDC-FM WFBR-AM WXYV-FM WCAO-AM	WBAL-AM WPOC-FM WLIF-FM WCBM-AM WFBR-AM WXYV-FM WCAO-AM WWIN-AM WMAR-FM
POP(00): 8745 AMM'79 1	134 114 112 106 87 78 76 53	WLIF-FM WCBM-AM WBAL-AM WFBR-AM WPOC-FM WXYV-FM WCAO-AM WWIN-AM WMAR-FM	WLIF-FM WBAL-AM WGBM-AM WPOC-FM WFBR-AM WXYV-FM WCAO-AM WIYY-FM WMAR-FM	WBAL-AM WPOC-FM WLIF-FM WCBM-AM WFBR-AM WXYV-FM WCAO-AM WWIN-AM
POP(00): 8745 AM 79 1 WBAL-AM 2 WCBM-AM 3 WPOC-FM 4 WF BR-AM 5 WLIF-FM 6 WIYY-FM 7 WCAO-AM 8 WXYV-FM 9 WWIN-AM 10 WMAR-FM	134 114 112 106 87 78 76 53	WLIF-FM WCBM-AM WBAL-AM WFBR-AM WFOC-FM WXYV-FM WCAO-AM WWIN-AM WMAR-FM WSID-AM	WLIF-FM WBAL-AM WCBM-AM WPOC-FM WFBR-AM WXYV-FM WCAO-AM WIYY-FM WMAR-FM WWIN-AM	WBAL-AM WPOC-FM WLIF-FM WCBM-AM WFBR-AM WXYV-FM WCAO-AM WWIN-AM WMAR-FM WIYY-FM
POP(00): 8745 AM 79 1 WBAL-AM 2 WCBM-AM 3 WPOC-FM 4 WF BR-AM 5 WLIF-FM 6 WIYY-FM 7 WCAO-AM 8 WXYV-FM 9 WWIN-AM 10 WMAR-FM	134 114 112 106 87 78 76 53	WLIF-FM WCBM-AM WBAL-AM WFBR-AM WPOC-FM WXYV-FM WCAO-AM WHIN-AM WMAR-FM WSID-AM	WLIF-FM WBAL-AM WCBM-AM WPOC-FM WF BR-AM WXYV-FM WCAO-AM WIYY-FM WMAR-FM WWIN-AM	WBAL-AM WPOC-FM WLIF-FM WCBM-AM WFBR-AM WXYV-FM WCAO-AM WWIN-AM WMIN-AM WMAR-FM WIYY-FM
POP(00): 8745 AMM 79 1 WBAL-AM 2 WCBM-AM 3 WPOC-FM 4 WF BR-AM 5 WLIF-FM 6 WIYY-FM 7 WCAO-AM 8 WXYV-FM 10 WMAR-FM WF,6-10am 1 WBAL-AM 2 WCBM-AM	134 114 112 106 87 78 76 53	WLIF-FM WCBM-AM WBAL-AM WFBR-AM WPOC-FM WXYV-FM WCAO-AM WWIN-AM WMAR-FM WSID-AM	WLIF-FM WBAL-AM WCBM-AM WPOC-FM WFBR-AM WXYV-FM WCAO-AM WIYY-FM WMAR-FM WWWIN-AM	WBAL-AM WPOC-FM WLIF-FM WCBM-AM WFBR-AM WXYV-FM WCAO-AM WWIN-AM WMAR-FM WIYY-FM
POP(00): 8745 AMM '79 1 WBAL-AM 2 WCBM-AM 3 WPOC-FM 4 WF BR-AM 5 WLIF-FM 6 WIYY-FM 7 WCAO-AM 8 WXYV-FM 9 WWIN-AM 10 WMAR-FM #F,6-10am 1 WBAL-AM 2 WCBM-AM 3 WF BR-AM	134 114 112 106 87 78 76 53	WLIF-FM WCBM-AM WBAL-AM WFBR-AM WPOC-FM WXYV-FM WCAO-AM WHIN-AM WMAR-FM WSID-AM	WLIF-FM WBAL-AM WCBM-AM WPOC-FM WFBR-AM WXYV-FM WCAO-AM WIYY-FM WMAR-FM WW IN-AM WBAL-AM WCBM-AM	WBAL-AM WPOC-FM WLIF-FM WCBM-AM WFBR-AM WXYV-FM WCAO-AM WWIN-AM WMAR-FM WIYY-FM WIYY-FM
POP(00): 8745 AMM '79 1 WBAL-AM 2 WCBM-AM 3 WPOC-FM 4 WF BR-AM 5 WLIF-FM 6 WIYY-FM 7 WCAO-AM 8 WXYV-FM 9 WWIN-AM 10 WMAR-FH 4F,8-10am 2 WCBM-AM 2 WCBM-AM 3 WF BR-AM 4 WPOC-FM	134 114 112 106 87 78 76 53	WLIF-FM WCBM-AM WBAL-AM WFBR-AM WPOC-FM WXYV-FM WCAO-AM WWIN-AM WMAR-FM WSID-AM WBAL-AM WFBR-AM WCBM-AM	WLIF-FM WBAL-AM WCSM-AM WPOC-FM WFBR-AM WXYV-FM WCAO-AM WIYY-FM WMAR-FM WMIY-AM WIYY-AM WIN-AM WBAL-AM WCSM-AM WLIF-FM WFBR-AM	WBAL-AM WPOC-FM WLIF-FM WCBM-AM WFBR-AM WXYV-FM WCAO-AM WMIN-AM WMAR-FM WIYY-FM WBAL-AM WFBR-AM WCBM-AM WCBM-AM
POP(00): 8745 AMM '79 1	134 114 112 106 87 78 76 53	WLIF-FM WCBM-AM WBAL-AM WFBR-AM WPOC-FM WXYV-FM WCAO-AM WWIN-AM WMAR-FM WSID-AM WBAL-AM WFBR-AM WCBM-AM WLIF-FM	WLIF-FM WBAL-AM WCBM-AM WPOC-FM WFBR-AM WXYV-FM WCAO-AM WIYY-FM WMAR-FM WWIN-AM WBAL-AM WCBM-AM WLIF-FM WFBR-AM WPOC-FM	WBAL-AM WPOC-FM WLIF-FM WCBM-AM WFBR-AM WXYV-FM WCAO-AM WWIN-AM WMAR-FM WIYY-FM WBAL-AM WFBR-AM WCBM-AM WPOC-FM WLIF-FM
POP(00): 8745 AMM '79 1 WBAL-AM 2 WCBM-AM 3 WPOC-FM 4 WF BR-AM 5 WLIF-FM 6 W1YY-FM 7 WCAO-AM 8 WXYV-FM 9 WWIN-AM 10 WMAR-FM MF, 8-10m 1 WBAL-AM 2 WCBM-AM 2 WCBM-AM 3 WFBR-AM 4 WPOC-FM 5 WCAO-AM 6 WLIF-FM	134 114 112 106 87 78 76 53	WLIF-FM WC BM-AM WB AL-AM WF BR-AM WPOC-FM WXYV-FM WC AO-AM WMIN-AM WMAR-FM WSID-AM WB AL-AM WF BR-AM WC BM-AM WLIF-FM WPOC-FM WC AO-AM	WLIF-FM WBAL-AM WCBM-AM WPOC-FM WF BR-AM WXYV-FM WCAO-AM WIYY-FM WMAR-FM WMIN-AM WBAL-AM WCBM-AM WLIF-FM WF BR-AM WPOC-FM	WBAL-AM WPOC-FM WLIF-FM WCBM-AM WFBR-AM WXYV-FM WCAO-AM WWIN-AM WMIN-AM WMAR-FM WIYY-FM WBAL-AM WFBR-AM WCBM-AM WPOC-FM WLIF-FM WCAO-AM
POP(00): 8745 AMM '79 1 WBAL-AM 2 WCBM-AM 3 WPOC-FM 4 WF BR-AM 5 WLIF-FM 6 W1YY-FM 7 WCAO-AM 8 WXYV-FM 9 WWIN-AM 10 WMAR-FM WF, 8-10em 1 WBAL-AM 2 WCBM-AM 2 WCBM-AM 4 WPOC-FM 5 WCAO-AM 6 WLIF-FM	134 114 112 106 87 78 76 53	WLIF-FM WCBM-AM WBAL-AM WFBR-AM WPOC-FM WCAO-AM WWIN-AM WMAR-FM WSID-AM WBAL-AM WFBR-AM WCBM-AM WLIF-FM WPOC-FM WCAO-AM	WLIF-FM WBAL-AM WCSM-AM WPOC-FM WFBR-AM WXYV-FM WCAO-AM WIYY-FM WMAR-FM WWIN-AM WBAL-AM WCBM-AM WLIF-FM WFBR-AM WPOC-FM WCAO-AM	WBAL-AM WPOC-FM WLIF-FM WCBM-AM WFBR-AM WXYV-FM WCAO-AM WMIN-AM WMAR-FM WIYY-FM WBAL-AM WFBR-AM WCBM-AM WPOC-FM WLIF-FM WCAO-AM WWIN-AM
POP(00): 8745 AMM 79 1 WBAL-AM 2 WCBM-AM 3 WPOC-FM 4 WF BR-AM 5 WLIF-FM 6 WIYY-FM 7 WCAO-AM 8 WXYV-FM 9 WWIN-AM 10 WMAR-FM WF,8-10sm 1 WBAL-AM 2 WCBM-AM 3 WFBR-AM 4 WPOC-FM 5 WCAO-AM 6 WLIF-FM 7 WIYY-FM 7 WIYY-FM	134 114 112 106 87 78 76 53	WLIF-FM WCBM-AM WBAL-AM WFBR-AM WPOC-FM WXYV-FM WCAO-AM WWIN-AM WMAR-FM WSID-AM WBAL-AM WFBR-AM WGBM-AM WLIF-FM WFOC-FM WCAO-AM WXYV-FM WWIN-AM	WLIF-FM WBAL-AM WCBM-AM WPOC-FM WFBR-AM WXYV-FM WCAO-AM WIYY-FM WMAR-FM WWIN-AM WBAL-AM WCBM-AM WLIF-FM WFBR-AM WPOC-FM WCAO-AM WXYV-FM	WBAL-AM WPOC-FM WLIF-FM WCBM-AM WFBR-AM WXYV-FM WCAO-AM WWIN-AM WMAR-FM WBAL-AM WFBR-AM WCBM-AM WPOC-FM WLIF-FM WCAO-AM WWIN-AM WWIN-AM
POP(00): 8745 AMM '79 1	134 114 112 106 87 78 76 53	WLIF-FM WCBM-AM WBAL-AM WFBR-AM WPOC-FM WCAO-AM WWIN-AM WMAR-FM WSID-AM WBAL-AM WFBR-AM WCBM-AM WLIF-FM WPOC-FM WCAO-AM	WLIF-FM WBAL-AM WCSM-AM WPOC-FM WF BR-AM WXYV-FM WCAO-AM WIYY-FM WMAR-FM WMIN-AM WS BM-AM WLIF-FM WF BR-AM WLIF-FM WF BR-AM WLF-FM WF BR-AM WYY-FM WYY-FM WYY-FM WYY-FM WYY-FM WMAR-FM	WBAL-AM WPOC-FM WLIF-FM WCBM-AM WFBR-AM WXYV-FM WCAO-AM WMIN-AM WMAR-FM WIYY-FM WBAL-AM WFBR-AM WCBM-AM WCBM-AM WPOC-FM WLIF-FM WCAO-AM WWIN-AM WTOP-AM
POP(00): 8745 AMM '79 1 WBAL-AM 2 WCBM-AM 3 WPOC-FM 4 WF BR-AM 5 WLIF-FM 6 WIYY-FM 7 WCAO-AM 10 WMAR-FH WF,8-10am 2 WCBM-AM 2 WCBM-AM 2 WCBM-AM 3 WF BR-AM 4 WPOC-FM 5 WCAO-AM 6 WLIF-FM 7 WIYY-FM 8 WWIN-AM 10 WASH-FM	134 114 112 106 87 78 76 53	WLIF-FM WC BM-AM WB AL-AM WF B R-AM WPOC-FM WC AO-AM WHIN-AM WMAR-FM WSID-AM WB AL-AM WF BR-AM WC BM-AM WLIF-FM WPOC-FM WC AO-AM WXYV-FM WWIN-AM	WLIF-FM WBAL-AM WCBM-AM WPOC-FM WFBR-AM WXYV-FM WCAO-AM WIYY-FM WMAR-FM WWIN-AM WBAL-AM WCBM-AM WLIF-FM WFBR-AM WPOC-FM WCAO-AM WXYV-FM	WBAL-AM WPOC-FM WLIF-FM WCBM-AM WFBR-AM WXYV-FM WCAO-AM WWIN-AM WMAR-FM WBAL-AM WFBR-AM WCBM-AM WPOC-FM WLIF-FM WCAO-AM WWIN-AM WWIN-AM
POP(00): 8745 AMM '79 1 WBAL-AM 2 WCBM-AM 3 WPOC-FM 4 WF BR-AM 5 WLIF-FM 6 WIYY-FM 7 WCAO-AM 10 WMAR-FH WF,8-10am 2 WCBM-AM 2 WCBM-AM 2 WCBM-AM 3 WF BR-AM 4 WPOC-FM 5 WCAO-AM 6 WLIF-FM 7 WIYY-FM 8 WWIN-AM 10 WASH-FM	134 114 112 106 87 78 76 53	WLIF-FM WC BM-AM WB AL-AM WF B R-AM WPOC-FM WC AO-AM WHIN-AM WMAR-FM WSID-AM WB AL-AM WF BR-AM WC BM-AM WLIF-FM WPOC-FM WC AO-AM WXYV-FM WWIN-AM	WLIF-FM WBAL-AM WCBM-AM WPOC-FM WFBR-AM WXYV-FM WCAO-AM WIYY-FM WMAR-FM WWIN-AM WBAL-AM WCBM-AM WLIF-FM WFBR-AM WPOC-FM WCAO-AM WYVY-FM WIYY-FM WIYY-FM WHAR-FM	WBAL-AM WPOC-FM WLIF-FM WCBM-AM WFBR-AM WXYV-FM WGAO-AM WWIN-AM WMAR-FM WIYY-FM WBAL-AM WCBM-AM WCBM-AM WPOC-FM WLIF-FM WCAO-AM WIIN-AM WTO P-AM WXYV-FM
POP(00): 8745 AMM '79 1 WBAL-AM 2 WCBM-AM 3 WPOC-FM 4 WF BR-AM 5 WLIF-FM 6 WIYY-FM 7 WCAO-AM 8 WXYV-FM 9 WWIN-AM 10 WMAR-FM WF,8-10am 1 WBAL-AM 2 WCBM-AM 3 WF BR-AM 4 WPOC-FM 5 WCAO-AM 6 WLIF-FM 7 WIYY-FM 8 WWIN-AM 9 WXYV-FM	134 114 112 106 87 78 76 53	WLIF-FM WC BM-AM WB AL-AM WF BR-AM WPOC-FM WXYV-FM WC AO-AM WMIN-AM WMAR-FM WSID-AM WB AL-AM WF BR-AM WC BM-AM WLIF-FM WOO-FM WXYV-FM WWIN-AM WITH-AM WMAR-FM	WLIF-FM WBAL-AM WCBM-AM WFBR-AM WFDC-FM WFBR-AM WXYV-FM WCAO-AM WIYY-FM WMAR-FM WMIN-AM WGBM-AM WLIF-FM WFBR-AM WPOC-FM WYOC-FM WYV-FM WIYY-FM WHAR-FM WHAR-FM	WBAL-AM WPOC-FM WLIF-FM WCBM-AM WFBR-AM WXYV-FM WCAO-AM WWIN-AM WMAR-FM WIYY-FM WBAL-AM WFBR-AM WCBM-AM WCBM-AM WFOC-FM WLIF-FM WCAO-AM WWIN-AM WTOP-AM WXYV-FM WMAR-FM
POP(00): 8745 AMM '79 1 WBAL-AM 2 WCBM-AM 3 WPOC-FM 4 WF BR-AM 5 WLIF-FM 6 WIYY-FM 9 WWIN-AM 10 WAR-FH WF,8-10am 1 WBAL-AM 2 WCBM-AM 3 WFBR-AM 4 WPOC-FM 5 WCAO-AM 6 WLIF-FM 7 WIYY-FM 9 WXYV-FM 9 WXYV-FM 10 WASH-FM	134 114 112 106 87 78 76 53	WLIF-FM WC BM-AM WF BR-AM WF DC-FM WC AO-AM WWIN-AM WMAR-FM WSID-AM WB AL-AM WF BR-AM WC BM-AM WLIF-FM WC AO-AM WY V-FM WIN-AM WHAR-FM WHAR-FM	WLIF-FM WBAL-AM WCSM-AM WPOC-FM WFBR-AM WXYV-FM WCAO-AM WIYY-FM WMAR-FM WWIN-AM WBAL-AM WCBM-AM WLIF-FM WCOC-FM WCAO-AM WYYY-FM WMYY-FM WMYY-FM WMYY-FM WMYY-FM WMYY-FM WMYN-AM	WBAL-AM WPOC-FM WLIF-FM WCBM-AM WFBR-AM WXYV-FM WCAO-AM WMIN-AM WMAR-FM WIYY-FM WBAL-AM WFBR-AM WCBM-AM WPOC-FM WLIF-FM WCAO-AM WTOP-AM WXYV-FM WMAR-FM
POP(00): 8745 AMM 79 1 WBAL-AM 2 WCBM-AM 3 WPOC-FM 4 WF BR-AM 5 WLIF-FM 6 WIYY-FM 7 WCAO-AM 8 WXYV-FM 10 WMAR-FH WF.6-10am 1 WBAL-AM 2 WCBM-AM 3 WF BR-AM 4 WPOC-FM 5 WCAO-AM 6 WLIF-FM 6 WLYY-FM 8 WWIN-AM 10 WASH-FM 7 WIYY-FM 8 WWIN-AM 10 WASH-FM	134 114 112 106 87 78 76 53	WLIF-FM WCBM-AM WBAL-AM WFBR-AM WPOC-FM WCAO-AM WWIN-AM WMAR-FM WSID-AM WBAL-AM WFBR-AM WCBM-AM WLIF-FM WOC-FM WCAO-AM WYVY-FM WWIN-AM WITH-AM WITH-AM WMAR-FM WLIF-FM WWAR-FM	WLIF-FM WBAL-AM WCSM-AM WPOC-FM WFBR-AM WYYV-FM WCAO-AM WIYY-FM WMAR-FM WWIN-AM WBAL-AM WCSM-AM WLIF-FM WFBR-AM WPOC-FM WIYY-FM WIYY-FM WIYY-FM WIYY-FM WIYY-FM WHAR-FM WHIN-AM	WBAL-AM WPOC-FM WLIF-FM WCBM-AM WFBR-AM WXYV-FM WCAO-AM WWIN-AM WHAR-FM WIYY-FM WBAL-AM WFBR-AM WCBM-AM WPOC-FM WLIF-FM WCAO-AM WIIN-AM WTO P-AM WXYV-FM WMAR-FM WBAL-AM WPOC-FM WLIF-FM
POP(00): 8745 AMM '79 1 WBAL-AM 2 WCBM-AM 3 WPOC-FM 4 WF BR-AM 5 WLIF-FM 6 WIYY-FM 9 WIN-AM 10 WAR-FH MF.8-10am 1 WBAL-AM 2 WCBM-AM 2 WCBM-AM 4 WPOC-FM 5 WCAO-AM 6 WLIF-FM 7 WIYY-FM 9 WIN-AM 9 WYV-FM 10 WASH-FM 7 WIYY-FM 10 WASH-FM 8 WWIN-AM 9 WXYV-FM 10 WASH-FM 8 WHIN-AM 9 WXYV-FM 10 WASH-FM 8 WHIN-AM 9 WXYV-FM 10 WASH-FM 8 WHIN-AM 9 WXYV-FM 10 WASH-FM	134 114 112 106 87 78 76 53	WLIF-FM WCBM-AM WBAL-AM WFBR-AM WPOC-FM WCAO-AM WHIN-AM WMAR-FM WSID-AM WBAL-AM WFBR-AM WCBM-AM WLIF-FM WPOC-FM WWYV-FM WHIN-AM WITH-AM WHAR-FM	WLIF-FM WBAL-AM WCSM-AM WPOC-FM WF BR-AM WXYV-FM WCAO-AM WIYY-FM WMAR-FM WMIN-AM WS BM-AM WLIF-FM WF BR-AM WLIF-FM WF ACO-AM WYYV-FM WYYY-FM	WBAL-AM WPOC-FM WLIF-FM WCBM-AM WFBR-AM WYV-FM WCAO-AM WWIN-AM WMAR-FM WIYY-FM WBAL-AM WFBR-AM WCBM-AM WCBM-AM WFOC-FM WLIF-FM WCAO-AM WTOP-AM
POP(00): 8745 AMM '79 1 WBAL-AM 2 WCBM-AM 3 WPOC-FM 4 WF BR-AM 5 WLIF-FM 6 WIYY-FM 7 WCAO-AM 8 WXYV-FM 9 WWIN-AM 10 WMAR-FM WF,8-10am 1 WBAL-AM 2 WCBM-AM 3 WF BR-AM 4 WPOC-FM 8 WWIN-AM 10 WASH-FM 4 WOO-FM 10 WASH-FM 4 WCBM-AM 3 WF BR-AM 4 WPOC-FM 10 WASH-FM 4 WF,8-10am 1 WBAL-AM 3 WF BR-AM 4 WPOC-FM 10 WASH-FM 4 WWIN-AM 10 WASH-FM 4 WCBM-AM 3 WF BR-AM 4 WPOC-FM 10 WASH-FM 5 WLIF-FM 10 WASH-FM 5 WLIF-FM 10 WASH-FM 5 WLIF-FM 10 WBAL-AM 3 WF BR-AM 4 WPOC-FM 5 WLIF-FM 5 WLIF-FM	134 114 112 106 87 78 76 53	WLIF-FM WCBM-AM WBAL-AM WFBR-AM WPOC-FM WXYV-FM WCAO-AM WWIN-AM WMAR-FM WSID-AM WBAL-AM WFBR-AM WCBM-AM WLIF-FM WCAO-AM WYV-FM WWIN-AM WIN-AM WITH-AM WHTH-AM	WLIF-FM WBAL-AM WCSM-AM WPOC-FM WFBR-AM WYYV-FM WCAO-AM WIYY-FM WMAR-FM WWIN-AM WBAL-AM WCBM-AM WLIF-FM WFBR-AM WPOC-FM WCAO-AM WIYY-FM WMAR-FM WIYY-FM WMAR-FM WIYY-FM WMAR-FM WIYY-FM WMAR-FM WYYY-FM WMAR-FM WYYN-AM	WBAL-AM WPOC-FM WLIF-FM WCBM-AM WFBR-AM WXYV-FM WCAO-AM WMIN-AM WMAR-FM WIYY-FM WBAL-AM WFBR-AM WCBM-AM WPOC-FM WLIF-FM WCAO-AM WTOP-AM WXYV-FM WMAR-FM WBAL-AM WYOF-FM WCAO-FM WUIF-FM WCAO-FM WYOF-FM WCAO-FM WYOF-FM WCAO-FM
POP(00): 8745 AMM 79 1 WBAL-AM 2 WCBM-AM 3 WPOC-FM 4 WF BR-AM 5 WLIF-FM 6 WIYY-FM 7 WCAO-AM 8 WXYV-FM 9 WWIN-AM 10 WMAR-FM WF,8-10sm 1 WBAL-AM 2 WCBM-AM 3 WFBR-AM 4 WPOC-FM 5 WLIF-FM 7 WIYY-FM 9 WXYV-FM 9 WIYY-FM 1 WCBM-AM 3 WFBR-AM 4 WPOC-FM 5 WLIF-FM 1 WCBM-AM 9 WXYV-FM 1 WCBM-AM 9 WXYV-FM 1 WCBM-AM 9 WXYV-FM 1 WCBM-AM 1 WCBM-AM 9 WXYV-FM 1 WCBM-AM 1 WCBM-AM 1 WCBM-AM 2 WBAL-AM	134 114 112 106 87 78 76 53	WLIF-FM WC BM-AM WF BR-AM WF DC -FM WXYV-FM WC AO-AM WHIN-AM WHAR-FM WSID-AM WBAL-AM WF BR-AM WC BM-AM WLIF-FM WOOD-FM WXYV-FM WIN-AM WITH-AM WHAR-FM WLIF-FM WOOD-FM WAN-FM WITH-AM WHAR-FM	WLIF-FM WBAL-AM WCBM-AM WPOC-FM WF BR-AM WYYV-FM WCAO-AM WIYY-FM WMAR-FM WWIN-AM WCBM-AM WLIF-FM WF BR-AM WPOC-FM WCAO-AM WXYV-FM WMAR-FM WHOC-FM WMAR-FM WHOC-FM WMAR-FM WWIN-AM	WBAL-AM WPOC-FM WLIF-FM WCBM-AM WFBR-AM WYV-FM WCAO-AM WHIN-AM WHIN-AM WFBR-AM WCBM-AM WCBM-AM WCBM-AM WCBM-AM WCBM-AM WCBM-AM WPOC-FM WLIF-FM WAYV-FM WBAL-AM WTOP-AM WYV-FM WAR-FM
POP(00): 8745 AMM '79 1 WBAL-AM 2 WCBM-AM 3 WPOC-FM 4 WF BR-AM 5 WLIF-FM 6 WIYY-FM 9 WWIN-AM 10 WAMR-FH AF, 6-10am 1 WBAL-AM 2 WCBM-AM 2 WCBM-AM 4 WPOC-FM 5 WCAO-AM 6 WLIF-FM 7 WIYY-FM 8 WWIN-AM 9 WXYV-FM 10 WASH-FM 7 WIYY-FM 10 WASH-FM 7 WIYY-FM 10 WASH-FM 4 WPOC-FM 5 WCAO-AM 5 WCAO-AM 6 WLIF-FM 7 WIYY-FM 10 WASH-FM 7 WIYY-FM 10 WASH-FM 5 WCAO-AM 5 WCAO-AM	134 114 112 106 87 78 76 53	WLIF-FM WCBM-AM WBAL-AM WFBR-AM WPOC-FM WCAO-AM WHIN-AM WMAR-FM WSID-AM WBAL-AM WFBR-AM WCBM-AM WLIF-FM WPOC-FM WCAO-AM WIN-AM WIN-AM WITH-AM WHIN-AM WITH-AM WHAR-FM	WLIF-FM WBAL-AM WCSM-AM WPOC-FM WFBR-AM WYYV-FM WCAO-AM WIYY-FM WMAR-FM WWIN-AM WLIF-FM WFBR-AM WLIF-FM WFOC-FM WXYV-FM WMYY-FM WMYY-FM WMYY-FM WHN-AM	WBAL-AM WPOC-FM WLIF-FM WCBM-AM WFBR-AM WYV-FM WCAO-AM WMIN-AM WMAR-FM WIYY-FM WBAL-AM WCBM-AM WCBM-AM WCAO-AM WIN-AM WTOP-AM WYO-FM WHAR-FM WCAO-AM WYV-FM WHAR-FM WBAL-AM WYV-FM WHAR-FM
POP(00): 8745 AMM 799 1 WBAL-AM 2 WCBM-AM 3 WPOC-FM 4 WF BR-AM 5 WLIF-FM 6 WIYY-FM 9 WWIN-AM 10 WMAR-FM 10 WMAR-FM 4F,8-10am 1 WBAL-AM 2 WCBM-AM 3 WF BR-AM 4 WPOC-FM 8 WXYV-FM 9 WXYV-FM 10 WASH-FM 6 WLIF-FM 10 WASH-FM 7 WIYY-FM 8 WWIN-AM 10 WASH-FM 4F,9-7pm 1 WCBM-AM 3 WF BR-AM 4 WPOC-FM 10 WASH-FM 5 WCAM-AM 5 WLIF-FM 10 WASH-FM 5 WCAM-AM 5 WLIF-FM 10 WASH-FM 6 WIYY-FM 10 WASH-FM 6 WIYY-FM 10 WASH-FM 11 WCBM-AM 12 WBAL-AM 13 WF BR-AM 14 WPOC-FM 15 WCAM-AM 15 WLIF-FM 16 WIYY-FM 17 WCAM-AM 18 WXYV-FM 18 WYN-FM	134 114 112 106 87 78 76 53	WLIF-FM WCBM-AM WBAL-AM WFBR-AM WFOC-FM WXYV-FM WCAO-AM WWIN-AM WMAR-FM WSID-AM WBAL-AM WFBR-AM WCBM-AM WLIF-FM WPOC-FM WCAO-AM WXYV-FM WWIN-AM WIN-AM WITH-AM WMAR-FM WBAL-AM WBAL-AM WFBR-AM WYY-FM WYY-FM WYY-FM WYY-FM WYY-FM WYY-FM WAR-FM	WLIF-FM WBAL-AM WCSM-AM WPOC-FM WFBR-AM WYYV-FM WCAO-AM WIYY-FM WMAR-FM WWIN-AM WSBAL-AM WCSM-AM WLIF-FM WFBR-AM WPOC-FM WCAO-AM WYYV-FM WIYY-FM WMAR-FM WDOC-FM WOMAR-FM WYYY-FM WYYY-FM WYY-FM WYYY-FM WCAO-AM WYYY-FM	WBAL-AM WPOC-FM WLIF-FM WC BM-AM WF BR-AM WX YV-F M WC A O-AM WM IN-AM WHAR-FM WIYY-FM WBAL-AM WF BR-AM WC BM-AM WPOC-FM WLIF-FM WC A O-AM WIIF-FM WC A O-AM WIYY-FM WBAL-AM WTO P-AM WY O-FM WHAR-FM WAYV-FM WAR-FM WBAL-AM WF BR-AM WF BR-AM WF BR-AM WF BR-AM WF BR-AM WW IN-AM
POP(00): 8745 AMM 799 1 WBAL-AM 2 WCBM-AM 3 WPOC-FM 4 WF BR-AM 5 WLIF-FM 6 WIYY-FM 9 WWIN-AM 10 WMAR-FM 10 WMAR-FM 4F,8-10am 1 WBAL-AM 2 WCBM-AM 3 WF BR-AM 4 WPOC-FM 8 WXYV-FM 9 WXYV-FM 10 WASH-FM 6 WLIF-FM 10 WASH-FM 7 WIYY-FM 8 WWIN-AM 10 WASH-FM 4F,9-7pm 1 WCBM-AM 3 WF BR-AM 4 WPOC-FM 10 WASH-FM 5 WCAM-AM 5 WLIF-FM 10 WASH-FM 5 WCAM-AM 5 WLIF-FM 10 WASH-FM 6 WIYY-FM 10 WASH-FM 6 WIYY-FM 10 WASH-FM 11 WCBM-AM 12 WBAL-AM 13 WF BR-AM 14 WPOC-FM 15 WCAM-AM 15 WLIF-FM 16 WIYY-FM 17 WCAM-AM 18 WXYV-FM 18 WYN-FM	134 114 112 106 87 78 76 53	WLIF-FM WCBM-AM WBAL-AM WFBR-AM WPOC-FM WCAO-AM WHIN-AM WMAR-FM WSID-AM WBAL-AM WFBR-AM WCBM-AM WLIF-FM WPOC-FM WCAO-AM WIN-AM WIN-AM WITH-AM WHIN-AM WITH-AM WHAR-FM	WLIF-FM WBAL-AM WCSM-AM WPOC-FM WFBR-AM WYYV-FM WCAO-AM WIYY-FM WMAR-FM WWIN-AM WLIF-FM WFBR-AM WLIF-FM WFOC-FM WXYV-FM WMYY-FM WMYY-FM WMYY-FM WHN-AM	WBAL-AM WPOC-FM WLIF-FM WCBM-AM WFBR-AM WYV-FM WCAO-AM WMIN-AM WMAR-FM WIYY-FM WBAL-AM WCBM-AM WCBM-AM WCAO-AM WIN-AM WTOP-AM WYO-FM WHAR-FM WCAO-AM WYV-FM WHAR-FM WBAL-AM WYV-FM WHAR-FM

Cume Persons Trends/Rankings

4318

3519

3346 3219

2915

2676 2453

2042

J/F '80

4801

3573 3303

3238

3022 3009

2504

WBAL-AM WLIF-FM WCBM-AM

WCAO-AM

WFBR-AM WIYY-FM

WXYV-FM

WWIN-AM WPOC-FM

WMAR-FM

O/N '79

WBAL-AM

WC BM - AM

WLIF-FM WCAO-AM WFBR-AM

WIYY-FM WXYV-FM

WWIN-AM

WPOC-FM WITH-AM WBAL-AM WFBR-AM

WCBM-AM WLIF-FM WCAO-AM WIYY-FM

WXYV-FM WPOC-FM

WWIN-AM

WLPL-FM

WIYY-FM WLPL-FM Total 12+ M-S, 6am-Midnight POP(00): 18179 _____A/M '79

WBAL-AM

WF BR - AM

WC BM-AM WC AO-AM WIYY-FM

WLIF-FM

WXYV-FM

WWIN-AM

10 WPOC-FM

4064

3695 3413

3253

3078

2233

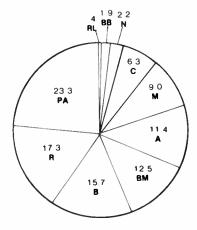
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Baltimore	•		
Continued from I			
ontinuea from 1	age 47		
W-F, 6-10am			
1 WBAL-AM	WBAL-AM	WBAL-AM	WBAL-AM
2 WCBM-AM 3 WCAO-AM	WCAO-AM WCBM-AM	WCBM-AM WLIF-FM	WC BM - AM WF BR - AM
4 WF BR - AN	WFBR-AM	WFBR-AM	WIYY-FM
5 WIYY-FM	WLIF-FM	WC A O-AM	WCAO-AM
6 WLIF-FM	WPOC-FM	WIYY-FM	WLIF-FM
7 WPOC-FM	WIYY-FM	WXYV-FM WWIN-AM	WXYV-FM
B WWIN-AM 9 WXYV-FM	WXYV-FM WWIN-AM	WPOC-FM	WPOC-FM WWIN-AM
10 WKTK-FM	WITH-AM	WMAR-FM	WLPL-FM
A-F, 3-7pm			
1 WIYY-FM	WBAL-AM	WBAL-AM	WBAL-AM
2 WBAL-AM	WLIF-FM	WLIF-FM	WIYY-FM
3 WCBM-AM	WCAO-AM	WIYY-FM	WXYV-FM WLIF-FM
4 WCAO-AM 5 WLIF-FM	WIYY-FM WXYV-FM	WCAO-AM WCBM-AM	WCBM-AM
6 WF BR - AM	WC BM -AM	WXYV-FM	WC A O - AM
7 WXYV-FM	WPOC-FM	WF BR -AM	WPOC-FM
8 WKTK-FM	WFBR-AM	WWIN-AM	WFBR-AM
9 WPOC-FM 10 WWIN-AM	WWIN-AM WLPL-FM	WPOC+FM WMAR-FM	WWIN-AM WLPL-FM
	wiri-rn	WHAKTEH	WELF-1W
eens f-S, 8am-Midnight			
OP(00): 2366			
A/M '79	O/N '79	J/F '80	A/M '80
1 WIYY-FM	WIYY-FM	WIYY-FM	WIYY-FM
2 WCAO-AM	WC A O- AM	WWIN-AM	WLP L-FM
3 WKTK-FM	WLPL-FM	WXYV-FM	WXYV-FM
I-F, 6-10am			
1 WIYY-FM	WIYY-FM	WIYY-FM	WIYY-FM
2 WCAO-AM	WCAO-AM WLPL-FM	WWIN-AM WXYV-FM	WXYV-FM
3 WWIN-AM	WLFL-FR	#A17-FH	WLPL-FM
#F, 3-7pm	WIYY-FM	HTUV. FM	P.
1 WIYY-FM 2 WWIN-AM	WLPL-FM	WIYY-FM WITH-FM	WIYY-FM WXYV-FM
3 WCAO-AM	WC A O-AM	WWIN-AM	WLPL-FM
Adults 18-34			
A-S, 6am-Midnight			
OP(00): 6548			
A/M '79	O/N '79	J/F '80	A/M 180
1 WIYY-FM	WCAO-AM	WIYY-FM	WIYY-FM
2 WCAO-AM	WIYY-FM	WCAO-AM	WCAO-AM
3 WCBM-AM 4 WKTK-FM	WXYV-FM WCBM-AM	WXYV-FM WCBM-AM	WCBM-AM WXYV-FM
5 WF BR - AM	WFBR-AM	WFBR-AM	WF BR-AM
6 WXYV-FM	WWIN-AM	WBKZ-FM	WW IN-AM
7 WLPL-FM	WLIF-FM	WWIN-AM	WLPL-FM
8 WPOC-FM 9 WWIN-AM	WBKZ-FM WKTK-FM	WKTK-FM	WPOC-FM
10 WBAL-AM	WLPL-FM	WLPL-FM WPOC-FM	WKTK-FM WLIF-FM
I-F, 6-10am			# L
1 WIYY-FM	WCAO-AM	WIYY-FM	WIYY-FM
2 WCAO-AM	WF BR-AM	WCBM-AM	WCBM-AM
3 WC BM-AM	WIYY-FM	WCAO-AM	WXYV-FM
4 WFBR-AM	WC BM - AM	WFBR-AM	WFBR-AM
5 WXYV-FM	WXYV-FM WPOC-FM	WXYV-FM WBAL-AM	WCAO-AM WWIN-AM
6 WKTK-FM 7 WPOC-FM	WWIN-AM	WWIN-AM	WPOC-FM
8 WBAL-AM	WLIF-FM	WBKZ-FM	WBKZ-FM
9 WWIN-AM	WBAL-AM	WLIF-FM	WKTK-FM
10 WLPL-FM	WPGC-FM	WPOC-FM	WLPL-FM
A-F, 3-7pm			
1 WIYY-FM 2 WCAO-AM	WIYY-FM	WIYY-FM	WIYY-FM
2 WCAD-AM 3 WKTK-FM	WXYV-FM WCAO-AM	WXYV-FM WCAO-AM	WXYV-FM WCAO-AM
4 WCBM-AM	WC BM - AM	WC BM - AM	WC BM - AM
5 WXYV-FM	WFBR-AM	WBKZ-FM	WWIN-AM
6 WPOC-FM	WWIN-AM	WFBR-AM	WPOC-FM
7 WF BR - AM	WLIF-FM	WKTK-FM	WBKZ-FM
		WKTK-FM WWIN-AM WLIF-FM	WBKZ-FM WLPL-FM WFBR-AM

Adults 25-54 M-S, 6am-Midnight					
POP(00):	-				

	A/M '79	O/N '79	J/F '80	A/M '80
1	WBAL-AM	WC BM - A M	WBAL-AM	WBAL-AM
2	WC BM-AM	WLIF-FM	WLIF-FM	WF BR-AM
3	WF BR - AM	WBAL-AM	WC BM - AM	WC BM - AM
4	WLIF-FM	WFBR-AM	WF BR-AM	WLIF-FM
5	WC AO - AM	WCAO-AM	WCAO-AM	WCAO-AM
6	WPOC-FM	WPOC-FM	WPOC-FM	WPOC-FM
7	WIYY-FM	WXYV-FM	WXYV-FM	WXYV-FM
8	WXYV-FM	WWIN-AM	WIYY-FM	WWIN-AM
9	WWIN-AM	WMAR-FM	WWIN-AM	WMAR-FM
10	WKTK-FM	WIYY-FM	WMAR-FM	WIYY-FM
I-F, 6-10a	ım			
1	WBAL-AM	WBAL-AM	WBAL-AM	WBAL-AM
2	WC BM-AM	WFBR-AM	WC BM - AM	WC BM - AM
	WF BR - AM	WC BM-AM	WFBR-AM	WFBR-AM
4	WCAO-AM	WCA O-AM	WLIF-FM	WPOC-FM
5	WPOC-FM	WLIF-FM	WCAO-AM	WCAO-AM
6	WLIF-FM	WPOC-FM	WXYV-FM	WLIF-FM
7	WIYY-FM	WXYV-FM	WPOC-FM	WTO P-AM
8	WW I N - AM	WWIN-AM	WIYY-FM	WXYV-FM
9	WXYV-FM	WMAR-FM	WWIN-AM	WWIN-AM
10	WTOP-AM	WPGC-FM	WMAR-FM	WMAR-FM
A-F, 3-7 pr	n			
1	WC BM-AM	WLIF-FM	WLIF-FM	WBA L-AM
2	WBAL-AM	WC BM - AM	WBA L-AM	WC BM - AM
3	WLIF-FM	WC A O - A M	WC BM - AM	WPOC-FM
4	WF BR - AM	WBAL-AM	WCAO-AM	WLIF-FM
5	WCAO-AM	WPOC-FM	WFBR-AM	WCAO-AM
6	WPOC-FM	WFBR-AM	WIYY-FM	WF BR - AM
7	WXYV-FM	WXYV-FM	WPOC-FM	WXYV-FM
8	WIYY-FM	WWIN-AM	WXYV-FM	WWIN-AM
9	WMAR-FM	WMAR-FM	WMAR-FM	WTOP-AM
1.0	WWIN-AM	WBKZ-FM	WWIN-AM	WIYY-FM

Format Penetration Chart

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



Format Legend

Baton Rouge

A/M'80 Market Overview

Diary return problems which caused unstable estinates in the O/N'79 Baton Rouge report were straightened out this sweep, and as a result the standngs underwent a revision. WKMF, the FM Top 40 n the market, rebounded to the top slot, while Black-formatted WXOK slipped drastically. Country WYNK-FM had its best book in recent years, taking second place.

As mentioned in the O/N'79 Ratings Report, the diary return among men 18-24 was especially poor n that book, probably causing very unstable estinates. Apparently WXOK caught a few of those young male diarykeepers in the fall but did not get hm this time, since the station's male 18-24 AQH audience fell by more than two-thirds, contributing nightily to the WXOK drop.

WFMF's male audience, on the other hand, resurged, contributing to an evenly-balanced demographic skew in the station's market-leading 18-34 numbers. WFMF had a share of more than 28% of the audience, ahead of last spring's 25% pace. Next in the 18-34 derby was WAFB, with just under

WXOK and WFMF took different approaches. NXOK used no outside ad campaign and cut its playist to 35 records, featuring jazz, gospel, and LP cuts. Also, the station brought in a new morning man prior to the book. WFMF also brought in a new personality, but he was featured on the evening show, and gleaned shares in the 20+ range. WFMF did use outdoor boards for the sweep, but the expendiure was less than in previous efforts.

In the 25-54 demographic, WYNK-FM's share rose or the second straight report. The station maintained a low profile during the sweep and still managed to earn a 22% in this demo.

VOTE	ge	Peri	ione	12+	Share	Trende
londa	y 6	unde	y, Gen	n-Midn	ight	

0P(00):	3637
---------	------

	A/M '79		O/N '79		A/M '80
1	wfmf-fm	15.6	WXOK-AM	21.2	WFMF-FMpp 20.6
2	WYNK-PM	12.8	wfmf-fm	14.1	WYN K-FM(C) 14.5
3	WXOK-AM	11.1	WYNK-FM	12.8	WOXY-FHOMM11.6
4	WJBO-AM	10.7	WQXY-FH	11.5	WXOK-AHON 9.4
5	WQXY-PH	9.8	WJBO-AM	8.2	WLCS-AMO 8.3
6	WLCS-AM	9.0	WLC8-AM	7.6	WJBO-AMPA 7.6
7	WIBR-AM	7.7	WIBR-AM	6 • 3	WAFB-FMPA 6.4
8	WYNK-AM	6.2	WAFB-FM	4.8	WIBR-AMOR 5.4
9	WAFB-FM	4.7	WYNK-AH	4.1	WYNK-AMC 4.1
10	WSLG-AM	1.9	WWL -AM	2 . 2	WLUX-AMPL 1.8
11	KSHI-FH	1.7	WSLG-AM	0.9	WBLG-AMC 1.7
12	WWL -AM	1.3			WWL -AMPA 1.2
13	WLUX-AM	0.9			WLBI-AMCO 0.8
14					KSHI-FHPA 0.7

Average Persons Trends/Rankings

OP(00): 3637

					00). 303/	٠.,
	A/M '80		O/N '79		A/M '79	
125	WFMF-FM	98	WXOK-AM	83	WPMF-FM	1
88	WYNK-PM	65	WFHF-FH	68	WYNK-FM	2
70	WQXY-FM	59	WYNK-PM	59	WXOK-AM	3
57	WXOK-AM	53	WQXY-FM	57	WJBO-AM	4
50	WLCS - AM	38	WJBO-AM	52	WQXY-FM	5
					-10em	-F, 6
	WFMF-FM		WXOK-AM		WJBO-AM	1
	WYNK-FM		WYNK-PM		WYNK-FM	2
	WQXY-FM		wpmp-pm		WF MF-FM	3
	WXOK-AM		WJ BO-AM		WIBR-AM	4
	WJ BO-AM		WLCS AM		WQXY-FM	5
					-7pm	-F, 3
	WFMF-FM		WXOK-AM		WFMF-FM	1
	WYNK-PM		WFMF-FM		WXOK-AM	2
	WQXY-FM		WQXY-FM		WYNK-FM	3
	WXOK-AM		WYNK-FM		WLCS-AM	4
	WLCS-AM		WJBO-AM		WJBO-AM	5
					18	991
					lem-Midnight	-8, 6
					00): 511	0 P (
	AMI '80		O/N '79		AM '79	
	WJBO-AM WPMF-FM WYMK-FM WQXY-FM WXOK-AM WLCS-AM	_	WLCS AM WXOK-AM WFMF-FM WQXY-FM WYMK-FM WJBO-AM		WQXY-FH From WFHF-FH WXOK-AH WYNK-FH WLCS-AH WJBO-AH WJBO-AH IS Iom-Midnight (00): 511	5 -F, 3 1 2 3 4 5 een

WXOK-AM WYNK-FM

M-F, 6-10am		
1 WFMF-FM	WFMF-FM	WFMF-FM
2 WXOK-AM	WXOK-AM	WXOK-AM
3 WLCS-AM	WLCS-AM	WYNK-FM
M-F, 3-7pm		
1 WKOK-AM	WFMF FM	WFMF-FM
2 WFMF-FM	WX OK -AM	WXOK-AM
3 WLCS-AM	WLCS-AM	W LCS -AM
Adults 18-34 M-S, sem-Midnight		
POP(00): 1537		
A/M 179	O/N '79	A/M 180
1 WFMF→FM	WXOK-AM	WFMF-FM
2 WYNK-FM	WFMF-FM	WAFB-FM
3 WLCS-AM	WYNK-FM	WYN K-FM
4 WXOK-AM	WAFB-FM	WLCS-AM
5 WAFB-FM	WIBR AM	MXOK-WW
M-F, 6-10am		
1 WFMF-FM	MXOK-WH	WPMF-PM
2 WYNK-FM	WFMF-FM	WYNK-FM
3 WJBO-AM	WYNK-FM	WAFB-FM
4 WIBR-AM	WAFB-FM	MXOK-WW
5 WXOK-AM	WLCS-AM	WLCS-AM
M-F, 3-7pm		
1 WFMF-FM	WXOK-AM	WFMF-FM
2 WYNK-FM	WFMF-FM	WAFB-FM
3 WLCS-AM	wynk-fm	WYNK-FM
4 WXOK-AM	WAFB-FM	WLCS-AM
5 WJBO-AM	WJBO-AM	WIBR-AM
Adults 25-54		
M-S, 6em-Midnight		
POP(00): 1718		
A/M '79	O/N '79	A/M 180
1 WYNK-FM	WYNK-FM	WYNK-FM
2 WQXY-FM	WXOK-AM	WFMF-FM
3 WJBO-AM	WQXY-FM	WQXY-FM
4 WLCS-AM	WFMF-FM	WJ BO-AM
5 WFMF-FM	WJBO-AM	WLCS-AM
M-F, 6-10am		
1 WYNK-FM	WYNK-FM	WYNK-FM
2 WJBO-AM	WX OK -AM	WFMF-FM
3 WQXY-FM	WJBO-AM	WJBO-AM WQXY-FM
4 WIBR-AM	WFMF-FM WLCS-AM	WLCS-AM
5 WLCS-AM	WLC5-AM	M FC 2 - WH
M-F, 3-7pm	DATE PV	
1 WYNK-FM	WQXY-FM	WYNK-FM
2 WQXY-FM 3 WJBO-AM	WYNK-FM	WFMF-FM
4 WLCS-AM	WX OK -AM	WOXY-FM
5 WFMF-FM	WFMF-FM WJBO-AM	WJBO-AM
> 4t Ut _ tu	MY DO - WU	WYNK-AM

Cume Persons Trends/Rankings

Total 12+

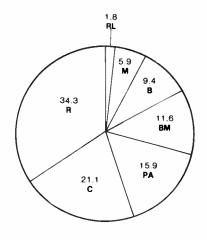
POP(00): 3637 A/M '79

1 WFMF-FM	1084	WJBO-AM	1021	WFMF-FM	1208
2 WYNK-FM	880	WFMF-FM	1007	WYNK-FM	909
3 WIBR-AM	850	MX OK - AM	912	WLCS-AM	848
4 WLCS-AM	831	WLCS-AM	766	WJ BO-AM	800
5 WJBO-AM	813	WIBR-AM	746	WXOK-AM	783
M-F, 6-10am					
1 WFMF-FM		MXOK-WW		WFMF-FM	
2 WJBO-AM		WPMF-PM		WYNK-FM	
3 WYNK-PM		WYNK-PM		WJ BO-AM	
4 WIBR-AM		WJBO-AM		WLCS-AM	
5 WXOK-AM		WLCS-AH		WXOK-AM	
M-F, 3-7pm		BV			
1 WFMF-FM		WFMF FM WXOK-AM		WFMF-FM	
2 WYNK-FM		WYNK-FM		WYNK-FM	
3 WXOK-AM 4 WJBO-AM		WOXY-FM		WLCS-AM WXOK-AM	
5 WLCS-AM		WLCS-AM		WAFB-FM	
Teens			_	*****	
M-S, 6em-Midnight					
POP(00): 511					
A/M 179		O/N '79		A/M '80	
1 WFMF-FM		WFMF-FM		WPMF-PM	
2 WLCS-AM		WLCS-AM		WIBR-AM	
3 WXOK-AM		WIBR-AM		WLCS-AM	
M-F, 6-10am					
1 WFMF-FM		WFMF-FM		WFMF-FM	
2 WXOK-AM		WLCS-AM		WXOK-AM	
3 WLCS-AM		MX OK - AM		WLCS-AM	
M-F, 3-7pm					
1 WFMF-FM		WFMF-FM		WFMF-FM	
2 WXOK-AM		WLCS-AM		MXOK-WH	
3 WLCS-AM		WXOK-AM		WLCS-AM	
Adults 18-34					
M-S, 6em-Midnight					
POP(00): 1537					
AM '79		O/N 179		A/M '80	
1 WFMF-FM		WPMF-FM		WFMF-FM	
2 WIBR-AM		WXOK-AH		WLCS-AM	
3 WYNK-FM		WJ BO-AM		WAFB-FM	
4 WLCS-AM 5 WJBO-AM		WIBR-AM		WXOK-AM	
		WAFB-FM		WYNK-FM	
M-F, 6-10am		HENR TH			
1 WFMF-FM 2 WIBR-AM		WFMF-FM WXOK-AM		WFMF-FM WYNK-FM	
3 WJBO-AM		WYN K-FM		WLC8-AM	
4 WYNK-FM		WAFB-FM		WAFB-FM	
5 WLCS-AM		WJBO-AM		WXOK-AM	
M-F, 3-7pm					
1 WFHF-FH		WPMF-FM		WFHF-FH	
2 WYNK-FH		WXOK-AM		WAFB-FM	
3 WJBO-AM		WIBR-AM		WLC8 -AM	
4 WLCS-AM		Wafb-Fm		WYNK-FM	
5 WIBE-AH		W LCS - AM		WXOK-AH	

041170	
	A/M '80
	wynk-Pm
WYNK-FM	WFMF-FM
WfmF-fm	WQXY-FM
WQXY-FH	WJ BO - AM
WXOK-AM	WLCS-AM
WYNK-FM	WYNK-FM
WJBO-AM	WFMF-FM
WXOK-AM	WJ BO - AM
WPMF-FH	WQXY-FM
WLCS-AM	WLCS-AM
WFMF-FM	WYNK-FM
WYN K-FM	WFMF-FM
WQXY-FM	WQXY-FM
WXOK-AM	WJ BO-AM
WJBO-AM	WYNK-AM
	WFMF-FM WQXY-FM WXOK-AM WYNK-FM WJBO-AM WXOK-AM WFMF-FM WLCS-AM WFMF-FM WYNK-FM WQXY-FM WXOK-AM

Format Penetration Chart

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



Format Legend

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

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Beaumont-Port ArthurOrange

METRO BANK

96

A/M '80 Market Overview

Diary return anomalies and changes in the musical approach of this metro's leading Country station led to a new number one. Black-formatted KALO, leader for the last two sweeps, suffered substantial declines in its 18-24 numbers and slipped to fifth overall. Meanwhile Country KYKR added five shares and moved from fourth to first.

Arbitron must have difficulty sampling the Beaumont area, because there are usually strange diary return patterns that can affect listening estimates. This book is no different. For example, Arbitron obtained approximately 60% more diaries from the High Density Black Area in this sweep than in the Fall survey, while there were more than twice as many blacks outside the HDBA that were retrieved this sweep than in the fall. This means that the estimates for black listening were probably based on many more diaries, resulting in better estimates. The fortunes of KALO seem to have waned as the black diary return became less subject to fluctuation.

The metro as a whole had an in-tab that was up 22% compared to last spring, but some counties within the metro are really wavering. Orange County's in-tab in the last three sweeps has gone from 84-101-166, while Hardin County's trend is 23-29-86. It appears that Beaumont broadcasters must examine the Arbitron results in light of diary numbers and placement.

KYKR must be pleased with the way the diaries fell. The station scored a rare double - tops in both 18-34 and 25-54 cells, thanks in part to a core of 25-34 women. KYKR went to a progressive LP type of Country format, with more standard LP cuts during the day, and a more progressive approach at night. The station also gave away cash to over 200 winners and used an ad campaign that concentrated on outdoor boards, backed up with TV. Shares of 21 % of the 18-34 cell and 15% of the 25-54 demo resulted.

Average	Persons 1	2+ Share	Trends
Monday-S	unday, 6am-	Midnight	

Total 12+

Data from Market Buy Market

	A/M '79		O/N '79		A/M '80	
1	KALO-FM	10.3	KALO-FM	10.7	KYKR-FM (C) 1	3.
2	KLVI-AM	9.7	KQXY-FM	9.6	KQXY-FM (BM)	0 -
3	KWIC-FM	9.3	KLVI-AM	9.4	KL V 1 - AM (C)	8.
4	KTRM-AM	8 - 5	KYKR-FM	8 . 2	KZOM-FM (A)	6.
5	KJET-AM	7.7	KTRM-AM	6.2	KALO-FM (B)	6.
6	KYKR FM	7.3	KJET AM	5.8	KIOC-FM (PA)	5.
7	KQXY-FM	5.7	KWIC-FM	5.3	KTRM-AM (C)	5.
8	KIOC-FM	4.9	KHYS-FM	5 • 1	KOLE AM (R)	5.
9	KTRH-AM	4.7	KOLE AM	4.9	KWIC-FM (PI)	5.
10	KHYS-FM	3.4	KAYD-FM	4.9	KJET-AM (B)	5.
11	KOGT-AM	3.4	KIOC-FM	4.5	KTRH-AM (T)	4.
1 2	KZOM-FM	3.4	KTRH-AM	4.2	KAYD-FM (R)	4.
13	KPAC-AM	3.2	KOGT AM	3 - 6	KHYS-FM (D)	3.
1 4	KAYD-FM	3.0	KZOM-FM	3.3	KAYC-AM (PA)	3.
15	KAYC-AM	2.8	KPAC-AM	3 . 3	KPAC-AM (N)	3.
16	KD LF-AM	2.4	KAYC AM	2.4	KDLF-AM (RL)	1.
17	KOLE-AM	2.0	KEAM-AM	1 - 3	KOGT AM (C)	1.
18	KYKR-AM	1.2	KTLW-AM	0.9		
19			KDL F-AM	0.7		

Average Persons Trends/Rankings

	M-S, I	ßam-Midnight					
	POP	(00): 3059					
		A/M '79		O/N '79		A/M '80	
	1	KALO-FM	51	KALO-FM	48	KYK R-FM	5 :
	2	KLVI-AM	48	KOXY-FM	43	KOXY-FM	40
	3	KWIC-FM	46	KLVI-AM	42	K L V I - A M	36
	4	KTRM-AM	42	KYKR FM	37	KZOM-FM	27
	5	KJET-AM	38	KTRM-AM	28	KALO-FM	2€
	M-F, (3-10am					
	1	KLVI-AM		KLVI-AM		KYKR-FM	
	2	KTRM-AM		KYKR-FM		KQ X Y-FM	
	3	KWIC-FM		KTRM-AM		KLVI-AM	
	4	KALO-FM		KQXY-FM		K TR M - A M	
,		VVVD-EM		KATO-FM		V D A C - A M	

4-F, 3-7pm		
1 KALO~FM	KQ X Y - F M	KYK R-FM
2 KWIC-FM	KYK R-FM	KOXY-FM
3 KLVI-AM	KALO-FM	KZOM-FM
4 KTRM-AM	KLVI-AM	KW IC-FM
5 KJET-AM	KW I C - FM	KALO-FM
eens		
I-S. 6am-Midnight		
OP(00): 429		
A/M '79	O/N '79	A/M '80
1 KALO-FM	KALO-FM	KAYD-FM
2 KWIC-FM	KAYD - FM	KHYS FM
3 KAYD-FM	KWIC-FM	KW I C - FM
A-F, 6-10am		
1 KWIC-FM	KAYD - FM	KHYS-FM
2 KAYD-FM	KJ ET -AM	KWIC-FM
3 KALO-FM	KHYS-FM	KAYD-FM
W-F, 3-7pm		
1 KALO-FM	KAYD-FM	KA YD ~ FM
2 KWIC-FM	KWIC-FM	KWIC-FM
3 KJET-AM	KALO-FM	KALO-FM
I-S, 6am-Midnight		
A-S, 6am-Midnight	O/N '79	A/M '80
M-S, 6am-Midnight POP(00): 1044	O/N '79 KALO – FM	A/M '80 KYKR-FM
M-S, 6am-Midnight POP(00): 1044 A/M '79		
M-S, 6am-Midnight POP(00): 1044 A/M '79 1 KWIC-FM	KALO-FM	KYK R-FM
#-S, 6am-Midnight POP(00): 1044 A/M '79 1 KWIC-FM 2 KALO-FM	KALO-FM KLVI-AM	KYKR-FM KZOM-FM KALO-FM KIOC-FM
M-S, 6am-Midnight POP(00): 1044 A/M'79 1 KWIC-FM 2 KALO-FM 3 KTRM-AM	KALO-FM KLVI-AM KYKR-FM	KYKR-FM KZOM-FM KALO-FM
M-S, Sam-Midnight POP(00): 1044 AM'79 1 KWIC-FM 2 KALO-FM 3 KTRM-AM 4 KYKR-FM 5 KJET-AM WF, 8-10am	KALO-FM KLVI-AM KYKR-FM KHYS FM KIOC-FM	KYKR-FM KZOM-FM KALO-FM KIOC-FM KLVI-AM
M-S, 6am-Midnight POP(00): 1044 AMM'79 1 KWIC-FM 2 KALO-FM 3 KTRM-AM 4 KYKR-FM 5 KJET-AM M-F, 6-10am 1 KWIC-FM	KALO-FM KLVI-AM KYKR-FM KHYS FM KIOC-FM	KYKR-FM KZOM-FM KALO-FM KIOC-FM KLVI-AM
M-S, Sam-Midnight POP(00): 1044 AMM '79 1 KWIC-FM 2 KALO-FM 3 KTRM-AM 4 KYKR-FM 5 KJET-AM M-F, 6-10am 1 KWIC-FM 2 KALO-FM	KALO-FM KLVI-AM KYKR-FM KHYS FM KIOC-FM KYKR FM KLVI-AM	KYKR-FM KZOM-FM KALO-FM KIOC-FM KLVI-AM KYKR-FM KALO-FM
M-S, Sam-Midnight POP(00): 1044 AMM '79 1 KWIC-FM 2 KALO-FM 3 KTRM-AM 4 KYKR-FM 5 KJET-AM WF, 8-10am 1 KWIC-FM 2 KALO-FM 3 KLVI-AM	KALO-FM KLVI-AM KYKR-FM KHYS FM KIOC-FM KYKR FM KLVI-AM KALO-FM	KYKR-FM KZOM-FM KALO-FM KIOC-FM KLVI-AM KYKR-FM KALO-FM KAYD-FM
M-S, Sam-Midnight POP(00): 104 AMM '79 1 KWIC-FM 2 KALO-FM 3 KTRM-AM 4 KYKR-FM 5 KJET-AM M-F, 6-10am 1 KWIC-FM 2 KALO-FM 2 KALO-FM 3 KLVI-AM 4 KYRN-AM	KALO-FM KLVI-AM KYKR-FM KHYS FM KIOC-FM KYKR FM KLVI-AM KALO-FM KIOC-FM	KYKR-FM KZOM-FM KALO-FM KIOC-FM KLVI-AM KYKR-FM KALO-FM KAZO-FM KZOM-FM
M-S, Sam-Midnight POP(00): 1044 AMM '79 1 KWIC-FM 2 KALO-FM 3 KTRM-AM 4 KYKR-FM 5 KJET-AM M-F, 6-10am 1 KWIC-FM 2 KALO-FM 3 KVI-AM 4 KYKR-FM 5 KJET-AM	KALO-FM KLVI-AM KYKR-FM KHYS FM KIOC-FM KYKR FM KLVI-AM KALO-FM	KYKR-FM KZOM-FM KALO-FM KIOC-FM KLVI-AM KYKR-FM KALO-FM KAYD-FM
M-S, Sam-Midnight POP(00): 1044 AM'79 1 KWIC-FM 2 KALO-FM 3 KTRM-AM 4 KYKR-FM 5 KJET-AM M-F, 8-10am 1 KWIC-FM 2 KALO-FM 3 KLVI-AM 4 KYKR-FM 5 KYER-FM 5 KYER-FM	KALO-FM KLVI-AM KYKR-FM KHYS FM KIOC-FM KYKR FM KLVI-AM KALO-FM KIOC-FM KHYS-FM	KYKR-FM KZOM-FM KALO-FM KIOC-FM KLVI-AM KYKR-FM KALO-FM KAYD-FM KZOM-FM KLVI-AM
M-S, Sam-Midnight POP(00): 1044 AMM '79 1 KWIC-FM 2 KALO-FM 3 KTRM-AM 4 KYKR-FM 5 KJET-AM M-F, 8-10am 1 KWIC-FM 2 KALO-FM 3 KLO-FM 3 KUI-AM 4 KTRM-AM 5 KYKR-FM	KALO-FM KLVI-AM KYKR-FM KHYS FM KIOC-FM KYKR FM KLVI-AM KALO-FM KIOC-FM	KYKR-FM KZOM-FM KALO-FM KIOC-FM KLVI-AM KYKR-FM KALO-FM KAZO-FM KZOM-FM
M-S, Sam-Midnight POP(00): 104 AMM '79 1 KWIC-FM 2 KALO-FM 3 KTRM-AM 4 KYKR-FM 5 KJET-AM M-F, 6-10am 1 KWIC-FM 2 KALO-FM 3 KVI-AM 4 KYKR-FM 5 KYKR-FM 7 KYKR-FM 8 KYKR-FM 8 KYKR-FM 8 KYKR-FM 8 KYKR-FM 8 KYKR-FM 8 KYKR-FM	KALO-FM KLVI-AM KVKR-FM KHYS FM KIOC-FM KYKR FM KLVI-AM KALO-FM KIOC-FM KHYS-FM	KYKR-FM KZOM-FM KALO-FM KIOC-FM KLVI-AM KYKR-FM KALO-FM KAYD-FM KZOM-FM KLVI-AM
#S, Sam Midnight POP(00): 1044 AM' 79 1 KWIC-FM 2 KALO-FM 3 KTRM-AM 4 KYKR-FM 5 KJET-AM #F, 6-10am 1 KWIC-FM 2 KALO-FM 3 KLVI-AM 4 KTRM-AM 5 KYKR-FM 5 KYKR-FM 7 KYKR-FM 7 KYKR-FM	KALO-FM KLVI-AM KYKR-FM KHYS FM KIOC-FM KYKR FM KLVI-AM KALO-FM KHYS-FM	KYKR-FM KZOM-FM KALO-FM KIOC-FM KLVI-AM KYKR-FM KALO-FM KAYD-FM KZOM-FM KLVI-AM
#S, 6am-Midnight POP(00): 1044 AMM '79 1 KWIC-FM 2 KALO-FM 3 KTRM-AM 4 KYKR-FM 5 KJET-AM #F, 6-10am 1 KWIC-FM 2 KALO-FM 3 KLVI-AM 4 KTRM-AM 4 KTRM-AM 5 KYKR-FM F, 9-7pm 1 KWIC-FM 2 KALO-FM 3 KTRM-AM 5 KYKR-FM	KALO-FM KLVI-AM KYKR-FM KHYS FM KIOC-FM KYKR FM KLVI-AM KALO-FM KHYS-FM KALO-FM KHYS-FM	KYKR-FM KZOM-FM KALO-FM KIOC-FM KLVI-AM KYKR-FM KALO-FM KZOM-FM KLVI-AM KYKR-FM KZOM-FM KLVI-AM
#S, Sam-Midnight POP(00): 1044 #M'79 1 KWIC-FM 2 KALO-FM 3 KTRM-AM 4 KYKR-FM 5 KJET-AM #F, 6-10am 1 KWIC-FM 2 KALO-FM 3 KLVI-AM 4 KTRM-AM 5 KYKR-FM 1 KWIC-FM 1 KWIC-FM 2 KALO-FM 3 KLVI-AM 4 KTRM-AM 5 KYKR-FM #F, 3-7pm 1 KWIC-FM 2 KALO-FM 3 KITM-AM 4 KYKR-FM	KALO-FM KLVI-AM KYKR-FM KHYS FM KIOC-FM KYKR FM KLVI-AM KALO-FM KHYS-FM KALO-FM KHYS-FM KALO-FM KYKR FM KLVI-AM	KYKR-FM KZOM-FM KALO-FM KIOC-FM KLVI-AM KYKR-FM KALO-FM KAYD-FM KZOM-FM KLVI-AM KYKR-FM KZOM-FM KZOM-FM KZOM-FM KZOM-FM KZOM-FM
MS, Sam-Midnight POP(00): 1044 AMM '79 1 KWIC-FM 2 KALO-FM 3 KTRM-AM 4 KYKR-FM 5 KJET-AM MF, 8-10am 1 KWIC-FM 2 KALO-FM 3 KLVI-AM 4 KTRM-AM 5 KYKR-FM 6 KYKR-FM 7 KYKR-FM 7 KYKR-FM 8 KYKR-FM 9 KYKR-FM	KALO-FM KLVI-AM KYKR-FM KHYS FM KIOC-FM KYKR FM KLVI-AM KALO-FM KHYS-FM KALO-FM KHYS-FM KALO-FM KYKR FM KLVI-AM	KYKR-FM KZOM-FM KALO-FM KIOC-FM KLVI-AM KYKR-FM KALO-FM KAYD-FM KZOM-FM KLVI-AM KYKR-FM KZOM-FM KZOM-FM KZOM-FM KZOM-FM KZOM-FM
M-S, Sam-Midnight POP(00): 1044 AMM '79 1 KWIC-FM 2 KALO-FM 3 KTRM-AM 4 KYKR-FM 5 KJET-AM M-F, 6-10am 1 KWIC-FM 2 KALO-FM 3 KLVI-AM 4 KTRM-AM 5 KYKR-FM 1 KWIC-FM 1 KWIC-FM 2 KALO-FM 3 KLVI-AM 4 KTRM-AM 5 KYKR-FM 4-F, 3-7pm 1 KWIC-FM 2 KALO-FM 3 KTRM-AM 4 KYKR-FM 5 KZOM-FM 4 KYKR-FM 5 KZOM-FM	KALO-FM KLVI-AM KYKR-FM KHYS FM KIOC-FM KYKR FM KLVI-AM KALO-FM KHYS-FM KALO-FM KHYS-FM KALO-FM KYKR FM KLVI-AM	KYKR-FM KZOM-FM KALO-FM KIOC-FM KLVI-AM KYKR-FM KALO-FM KAYD-FM KZOM-FM KLVI-AM KYKR-FM KZOM-FM KZOM-FM KZOM-FM KZOM-FM KZOM-FM
1 KWIC-FM 2 KALO-FM 3 KTRM-AM 4 KYKR-FM 5 KJET-AM WF, 8-10am 1 KWIC-FM 2 KALO-FM 3 KLVI-AM 4 KTRM-AM 5 KYKR-FM 1 KWIC-FM 2 KALO-FM 3 KLVI-AM 4 KTRM-AM 5 KYKR-FM 4F, 3-7pm 1 KWIC-FM 2 KALO-FM 3 KTRM-AM 4 KYKR-FM 5 KZOM-FM 4 KYKR-FM 5 KZOM-FM Adults 25-54 M-S, 6am-Mildnight POP(00): 1443	KALO-FM KLVI-AM KYKR-FM KHYS FM KIOC-FM KYKR FM KLVI-AM KALO-FM KHYS-FM KALO-FM KHYS-FM KALO-FM KYKR FM KLVI-AM	KYKR-FM KZOM-FM KALO-FM KIOC-FM KLVI-AM KYKR-FM KALO-FM KAYD-FM KZOM-FM KLVI-AM KYKR-FM KZOM-FM KZOM-FM KZOM-FM KZOM-FM KZOM-FM
#S, Sam-Midnight POP(00): 1044 #M'79 1 KWIC-FM 2 KALO-FM 3 KTRM-AM 4 KYKR-FM 5 KJET-AM #F, 6-10am 1 KWIC-FM 2 KALO-FM 3 KLVI-AM 4 KTRM-AM 5 KYKR-FM 1 KWIC-FM 2 KALO-FM 3 KLVI-AM 4 KTRM-AM 5 KYKR-FM 4 KTRM-AM 5 KYKR-FM 4 KTRM-AM 6 KYKR-FM 7 G-7pm 1 KWIC-FM 2 KALO-FM 3 KTRM-AM 4 KYKR-FM 5 KZOM-FM 4 KYKR-FM 5 KZOM-FM	KALO-FM KLVI-AM KYKR-FM KHYS FM KIOC-FM KYKR FM KLVI-AM KALO-FM KHYS-FM KALO-FM KHYS-FM KALO-FM KYKR FM KLVI-AM	KYKR-FM KZOM-FM KALO-FM KIOC-FM KLVI-AM KYKR-FM KALO-FM KAYD-FM KZOM-FM KLVI-AM KYKR-FM KZOM-FM KZOM-FM KZOM-FM KZOM-FM KZOM-FM
M-S, Sam-Midnight POP(00): 1044 AMM '79 1 KWIC-FM 2 KALO-FM 3 KTRM-AM 4 KYKR-FM 5 KJET-AM M-F, G-10am 1 KWIC-FM 2 KALO-FM 3 KVI-AM 4 KYKR-FM 5 KYKR-FM 2 KALO-FM 3 KVI-AM 4 KTRM-AM 5 KYKR-FM 4 KTRM-AM 5 KYKR-FM 4 KTRM-AM 6 KYKR-FM 4 KTRM-AM 7 KYKR-FM 4 KYKR-FM 4 KYKR-FM 4 KYKR-FM 5 KZOM-FM 5 KZOM-FM	KALO-FM KLVI-AM KYKR-FM KHYS FM KIOC-FM KYKR FM KLVI-AM KALO-FM KHYS-FM KALO-FM KHYS-FM KALO-FM KYKR FM KHYS-FM	KYK R - FM KZ OM - FM KA LO - FM K IO C - FM K IO C - FM KYK R - FM KA LO - FM KA LO - FM KZ OM - FM KZ OF - FM

	A/M '79	O/N '79	A/M '80
1	KTRM-AM	KYKR FM	KYK R-FM
2	KL VI - AM	KLVI-AM	KQ X Y - F M
3	KALO-FM	KOXY-FM	KLVI-AM
4	KYKR-FM	KTRM-AM	KIO C-FM
5	KIOC-FM	KALO-FM	KALO-FM
A-F, 6	-10am		
1	KLVI-AM	KYKR-FM	KYK R~FM
2	KTRM-AM	KLVI-AM	KQXY-FM
3	KOGT-AM	KQXY-FM	KLV I-AM
4	KTRH-AM	KTRM-AM	K TR M-AM
5	KALO-FM	K IO C-FM	KALO-FM
HF, 3	-7pm		
1	KTRM-AM	KYK R-FM	KYKR-FM
2	KLVI-AM	KQ X Y-FM	KQXY-F
3	KALO-FM	K L V I – A M	KIOC-FM
4	KIOC-FM	KTRM-AM	KOLE-AM
5	KWIC-FM	KIOC-FM	KLVI-AN

Cume Persons Trends/Rankings

I DIAI 12 T	
M-S, 6am-Midr	light
POP(00):	3059

	A/M '79		O/N '79		A/M '80	
1	KLVI-AM	694	K L V I - AM	727	KLVI-AM	70
2	KWIC-FM	546	KTRM-AM	513	KYKR-FM	66
3	KYKR-FM	459	KYKR-FM	483	KQ X Y - F M	490
4	KQXY-FM	416	KW IC-FM	480	KIOC-FM	45
5	KIOC-FM	388	KALO-FM	438	KWIC-FM	37
M-F, 6	-10am					
1	KLVI-AM		K LV I - AM		KYKR-FM	
2	KWIC-FM		KTRM-AM		K L V I - AM	
3	KYKR-FM		KYKR-FM		KQXY-FM	
4	KTRM-AM		KALO-FM		KALO-FM	
5	KALO-FM		KAYC-AM		KTRM AM	
M-F, 3	-7pm					
1	KWIC-FM		K L V I - AM		KQ XY-FM	
2	KLVI-AM		KO X Y - F M		KYKR-FM	
3	KALO-FM		KYKR-FM		KIOC-FM	
4	KI OC - FM		KALO-FM		KLVI-AM	
5	KOXY-FM		KWIC-FM		KALO-FM	

POP(00): 429

	A/M '79	O/N '79	08' M/A
1	KWIC-FM	KAYD-FM	KAYD-FM
2	KALO-FM	KHYS FM	KHYS FM
3	KAYD-FM	KW I C - FM	KWIC-FM
W-F, 6	-10am		
1	KWIC-FM	KAYD-FM	KHYS FM
2	KAYD-FM	KWIC-FM	KAYD - FM
3	KALO-FM	KHYS FM	KWIC-FM
A-F, 3	-7pm		
1	KWIC-FM	KAYD - FM	KAYD-FM
2	KALO-FM	KWIC-FM	KW I C - FM
3	KAYD-FM	KPYS FM	KHYS-FM

Adults 18-34 POP(00): 1044

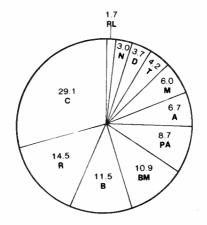
A/M '79

1	KIOC-FM	K L V I - AM	KYK R-FM
2	KLVI-AM	KW I C - FM	K10C-FM
3	KWIC-FM	KIOC-FM	KLVI-AM
4	KAYD-FM	KYKR FM	KZ OM-FM
5	KYKR-FM	KALO-FM	KALO-FM
M-F, 6	-10am		
1	KWIC-FM	KALO-FM	KYKR-FM
2	KYKR-FM	K L V I ~ A M	KALO-FM
3	KI OC-FM	KW I C - FM	KZOM-FM
4	KLVI-AM	KIOC-FM	K L V I - A M
5	KALO-FM	KHYS FM	KHYS FM
A-F, 3	-7pm		
1	KIOC-FM	KLVI-AM	KIOC-FM
2	KWIC-FM	KWIC-FM	KYK R-FM
3	KALO-FM	KYKR-FM	KALO-FM
4	KLVI-AM	KALO-FM	KW IC-FM
5	KYKR-FM	KIO C-FM	KH VS - FM
	ts 25-54 iam-Midnight		
M-S, 6	iam-Midnight (00): 1443 A/M '79	O/N '79	A/M '80
1-S, 6	iam-Midnight (00): 1443	O/N '79 K L V I – A M	A/M '80 KLVI-AM
A-S , 6 O P (Sam-Midnight (00): 1443 A/M '79		
VI-S, 6	iem-Midnight (00): 1443 A/M '79 KLVI-AM	K LV I - AM	KLVI-AM
1 2 3	iam-Midnight (00): 1443 A/M '79 KLVI-AM KTRM-AM	K LV I – AM KYK R – FM	KLVI-AM KYKR-FM
1 2 3	iam-Midnight (00): 1443 A/M '79 KLVI-AM KTRM-AM KQXY-FM	K LV I – A M KYK R – F M K T R M – A M	KLVI-AM KYKR-FM KQXY+FM
M-S, 6 POP (am-Midnight (OO): 1443 A/M '79 KLVI-AM KTRM-AM KQXY-FM KYKR-FM	K LV I – AM KYK R – FM K TR M – AM KQXY – FM	KLVI-AM KYKR-FM KQXY-FM KIOC-FM
M-S, 6 POP (1 2 3 4 5	Am-Midnight (00): 1443 AM '79 KLVI-AM KTRM-AM KOXY-FM KYKR-FM KTRH-AM	K LV I – AM KYK R – FM K TR M – AM KQXY – FM	KLVI-AM KYKR-FM KQXY-FM KIOC-FM
1 2 3 4 5 W-F, 6	Am '79 KLVI-AM KTRM-AM KOXY-FM KOXY-FM KOXY-FM KTRH-AM	K LV I – AM KYK R – FM KTR M – AM KQXY – FM KW IC – FM	KLVI-AM KYKR-FM KQXY-FM KIOC-FM KTRM-AM
1 2 3 4 5 W-F, 6	am-Midnight (OO): 1443 A/M'79 KLVI-AM KTRM-AM KOXY-FM KYKR-FM KTRH-AM	K LV I – AM KYK R – FM KTR M – AM KQ X Y – FM KW I C – FM KLV I – AM	KLVI-AM KYKR-FM KQXY-FM KIOC-FM KTRM-AM KYKR-FM KLVI-AM
VI-S, 6 POP (2 3 4 5 VI-F, 6 1 2 3	am-Midnight (00): 1443 AM '79 KLVI-AM KVRM-AM KOXY-FM KYKR-FM KTRH-AM	KLVI-AM KYKR-FM KTRM-AM KQXY-FM KWIC-FM KLVI-AM KYKR-FM	KLVI-AM KYKR-FM KQXY-FM KIOC-FM KTRM-AM KYKR-FM KUVI-AM KOXY-FM KALO-FM
VI-S, 6 POP (2 3 4 5 VI-F, 6 1 2 3	iam-Midnight (00): 1443 AM '79 KLVI-AM KTRM-AM KOXY-FM KYKR-FM KTRH-AM -10am KLVI-AM KTRM-AM KYKR-FM KTRH-AM	KLVI-AM KYKR-FM KTRM-AM KQXY-FM KWIC-FM KUVI-AM KYKR-FM KTRM-AM	KLVI-AM KYKR-FM KQXY-FM KIOC-FM KTRM-AM KYKR-FM KLVI-AM
M-S, 6 POP (1 2 3 4 5 M-F, 6 1 2 3 4 5	am-Midnight (00): 1443 AM'79 KLVI-AM KTRM-AM KOXY-FM KYKR-FM KTRH-AM -10am KLVI-AM KTRM-AM KYKR-FM KTRH-AM KYKR-FM KTRH-AM	KLVI-AM KYKR-FM KTRM-AM KQXY-FM KWIC-FM KLVI-AM KYKR-FM KTRM-AM KQXY-FM KAYC-AM	KLVI-AM KYKR-FM KQXY-FM KIOC-FM KTRM-AM KYKR-FM KLVI-AM KOXY-FM KALO-FM KTRM-AM
M-S, 6 POP (1 2 3 4 5 5 M-F, 6 1 2 3 4 5 5 1 1 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	iam-Midnight (00): 1443 AM '79 KLVI-AM KTRM-AM KTRM-AM KYKR-FM KTRH-AM -10am KLVI-AM KTRM-AM KTRH-AM KTRH-AM KTRH-AM KTRH-AM KTRH-AM KTRH-AM KYKR-FM KTRH-AM KUVI-AM KUVI-AM KUVI-AM KUVI-AM	KLVI-AM KYKR-FM KTRM-AM KQXY-FM KWIC-FM KLVI-AM KYKR-FM KTRM-AM KQXY-FM KAYC-AM	KLVI-AM KYKR-FM KQXY-FM KIOC-FM KTRM-AM KYKR-FM KLVI-AM KOXY-FM KLVI-AM KOXY-FM KALO-FM
1 2 3 4 5 5 MF, 6 6 1 2 2 3 4 4 5 5 2 4 5 5 2 4 5 5 2 2 2 2 2 2 2 2	Am '19 AM '79 KLVI - AM KYRM - AM KYKR - FM KYRH - AM - 10am KLVI - AM KYKR - FM KTRH - AM KYKR - FM KTRH - AM KYKR - FM KYKR - FM KYRR - FM KYRR - FM KYRR - FM KYRH - AM KYKR - FM KYRH - AM KYKR - FM	KLVI-AM KYKR-FM KTRM-AM KQXY-FM KWIC-FM KLVI-AM KYKR-FM KTRM-AM KQXY-FM KAYC-AM	KLVI-AM KYKR-FM KQXY-FM KIOC-FM KTRM-AM KYKR-FM KLVI-AM KOXY-FM KALO-FM KTRM-AM
1 2 3 4 5 5 6 5 5 7 1 2 2 3 4 4 5 3 1 2 2 3 3	iam-Midnight (00): 1443 A/M '79 KLVI-AM KTRM-AM KOXY-FM KYKR-FM KTRH-AM -10am KLVI-AM KYKR-FM KTRH-AM	KLVI-AM KYKR-FM KTRM-AM KQXY-FM KWIC-FM KLVI-AM KYKR-FM KQXY-FM KAYC-AM KYKR-FM KYKR-FM KQXY-FM	KLVI-AM KYKR-FM KQXY-FM KIOC-FM KTRM-AM KYKR-FM KLVI-AM KOXY-FM KALO-FM KTRM-AM
1 2 3 4 5 5 MF, 66 5 1 2 3 4 4 5 3 4 4 5 3 4 4 5 5 4 5 5 4 5 5 6 6 6 6 6 6 6 6 6 6	iem-Midnight (00): 1443 AM '79 KLVI-AM KTRM-AM KOXY-FM KYKR-FM KTRH-AM -10am KTRM-AM KTRM-AM KUVI-AM KTRM-AM KUVI-AM KTRM-AM KYKR-FM KYKR-FM KYKR-FM KYKR-FM KYKR-FM KYKR-AM KYKR-AM KYKR-FM KYKR-FM KYKR-FM KYKR-FM	KLVI-AM KYKR-FM KTRM-AM KQXY-FM KWIC-FM KLVI-AM KYKR-FM KTRM-AM KQXY-FM KAYC-AM KYKR-FM KUVI-AM KQXY-FM KLVI-AM KQXY-FM KLVI-AM	KLVI-AM KYKR-FM KQXY-FM KIOC-FM KTRM-AM KYKR-FM KLVI-AM KOXY-FM KALO-FM KTRM-AM KQXY-FM KLVI-AM KQXY-FM KLVI-AM KQXY-FM KLVI-AM
1 2 3 4 5 5 MF, 66 5 1 2 3 4 4 5 3 4 4 5 3 4 4 5 5 4 5 5 4 5 5 6 6 6 6 6 6 6 6 6 6	iam-Midnight (00): 1443 A/M '79 KLVI-AM KTRM-AM KOXY-FM KYKR-FM KTRH-AM -10am KLVI-AM KYKR-FM KTRH-AM	KLVI-AM KYKR-FM KTRM-AM KQXY-FM KWIC-FM KLVI-AM KYKR-FM KQXY-FM KAYC-AM KYKR-FM KYKR-FM KQXY-FM	KLVI-AM KYKR-FM KQXY-FM KIOC-FM KTRM-AM KYKR-FM KLVI-AM KOXY-FM KALO-FM KTRM-AM

O/N '79

Format Penetration Chart

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



Format Legend

METRO RANK

(174)

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP	(00): 866				
	A/M '78		A/M 179		A/M '80
1	KOOK-AM	22.8	K 00 K - A M	25.8	KYY A-FM (R) 30.2
2	KYYA-FM	19.3	KYY A-FM	19.7	KOOK-AM (R) 23,3
3	KBMY-AM	14.9	KU'RL-FM	12.1	KOYN-AM(C) 9, 3
4	KGHL-AM	12.3	KBMY-AM	9.8	KBMY-AM (C) 8,5
5	KURL-FM	11.4	KGHL-AM	9.8	KOOK-FM (BM) 7,0
6	KOYN-AM	7.0	KOYN-AM	9.8	KGHL-AM (PA) 7.0
7	KURL-AM	4.4	KIDX-FM	8.3	KIDX-FM(C) 6.2
р	KBMS-FM	4.4	KURL-AM	1.5	KKOZ-FM (BM) 5.4
9					KURL-AM (RL) 1.6

Average Persons Trends/Rankings Total 12+ M-S, 6am-Midnight

POP(00): 866					
	A/M '78		A/M 179		A/M '80	
1	KOOK-AM	26	K 00 K - AM	34	KYY A-FM	39
2	KYYA-FM	2 2	KYYA FM	26	K 00 K - AM	30
3	K BMY - AM	1.7	KURL-FM	16	KOYN AM	12
4	KCHL-AM	14	KBMY-AM	1.3	KBMY-AM	1.1
5	KURL-FM	13	KG HL-AM	13	K 00 K-FM	q
M-F, 6-	10am					_
1	KOOK-AM		K 00 K - A M		K 00 K - A M	
2	KCHL-AM		KYYA~FM		KYY A-FM	
3	K BM Y - AM		KGHL-AM		FBMY-AM	
4	KYYA-FM		KOYN AM		KOYN-AM	
5	KOYN-AM		KBMY-AM		KGHL-AM	
M-F, 3-	7pm					
1	KOOK-AM		K 00 K - AM		KYY A-FM	
2	KYYA-FM		KYYA FM		K OO K - AM	
3	KURL-FM		KU'RL-FM		KBMY-AM	
4	KBMY-AM		KBMY-AM		KK OZ-FM	
5	KBMS-FM		KIDX-FM		KGHL-AM	

	m-Midnight		
	A/M 178	A/M 179	A/M '80
1	KOOK-AM	KYY A- FM	KAA V- EW
2	KYYA FM	K 00 K - A M	K 00 K-AM
3	KBMY-AM	K ID X - FM	KID A-EW
I-F, 6-	10am		
1	KOOK-AM	F 00 K - A M	KYY A-FM
2	KYYA-FM	KYYA-FM	K 00 K~AM
3	KOYN-AM	K [! R L - A M	KOYN-AM
HF, 3-	7pm		
- 1	KOOK-AM	KYY A-FM	KYYA-FM
2	KYYA FM	K OO K - A M	K 00 K - AM
3	KBMY-AM	KIDX-FM	K 00 K - F M

\dults 18-34 #-S. 6am-Midnight						
OP(00): 320						
A/M '78	A/M '79	A/M '80				
1 KYYA FM	KOOK-AM	KYY A~FM				
2 KOOK-AM	KYYA-FM	K OO K - A M				
3 KBMY-AM	KIDX-FM	KIDX-FM				
4 KURL-FM	KURL-FM	KGHL-AM				
5 KBMS-FM	KBMY-AM	KBMY-AM				
I-F, 6-10am						
1 KOOK-AM	K 00 K - A M	KYY A-FM				
2 KYYA-FM	KYYA FM	K OO K - A M				
3 KBMY-AM	K ID X - FM	KBMY-AM				
4 KRMS-FM	KRMV - AM	KIDV-EM				

5	KBMS-FM	KBMY-AM	KBMY-AM
1-F, 6-	10am		
1	KOOK-AM	K 00 K - A M	KYY A~FM
2	KYYA-FM	KYYA FM	K 00 K - A M
3	K BMY-AM	K ID X - FM	KBMY-AM
4	KBMS-FM	KBMY-AM	KIDY-FM
- 5	KCHL-AM	KURL-FM	KGHL-AM
I-F, 3-	7pm		
1	KYYA FM	K 00 K – A M	KYY A-FM
2	KOOK-AM	KYYA-FM	KOO K-AM
3	K BM Y - A M	KIDX-FM	KBMY-AM
4	KBMS-FM	KBMY-AM	KGHL-AM
5	KURL-FM	KURL-FM	K ID X-FM

dults 25-54	
-S, 6am-Midnight	

-S, 6	am-Midnight		
0 P (00): 414		
	A/M 178	A/M '79	A/M '80
1	KBMY AM	KOO K-AM	K 00 K - A M
2	KOOK-AM	KYY A-FM	KYY A-FM
3	KYYA~FM	KURL-FM	KBMY-AM
4	KURL-FM	KG HL-AM	KIDX-FM
5	KCHL-AM	KBMY-AM	KOYN-AM
F, 6-	10am		
1	KOOK - AM	K 00 K - A M	K 00 K ~ A M
2	K BM Y - AM	KYYA-FM	KYY A-FM
3	KGHL-AM	KBMY-AM	KBMY-AM
4	KOYN-AM	KG HL-AM	KID X-FM
5	KURL-FM	KOYN-AM	KGHL-AM
-F, 3-	7pm		
1	KYYA-FM	K 00 K - A M	K 00 K - A M
2	KURL-FM	KBMY-AM	KYY A-FM
3	KOOK-AM	KURL-FM	KBMY-AM
4	KBMY-AM	KYYA FM	KIDX-FM
5	KBMS-FM	K I D X – F M	KK OZ-FM

Cume Persons Trends/Rankings

	00): 866					
	A/M '78		A/M '79		A/M '80	
1	KOOK-AM	418	K 00 K-AM	416	K OO K - A M	37
2 1	KYYA FM	291	FYYA-FM	304	KYY A-FM	3.1
3 1	KGHL-AM	253	KGHL-AM	238	KGHL-AM	19
4 1	K BM Y - AM	228	KBMY-AM	183	KBMY-AM	19
5 :	KURL-FM	154	KI'RL-FM	150	K 00 K ~ F M	12
M-F, 6-1	0am					
1 1	KOOK-AM		KOO K-AM		K 00 K - V M	
2 1	KYYA-FM		KYYA FM		KYY A-FM	
3	KGHL-AM		KCHL-AM		KGHL-AM	
4 1	K BM Y - AM		KBMY-AM		KBMY-AM	
5 1	KOYN-AM		KOYN-AM		KOAN-WW	
M-F, 3-7	pm					
1 1	KOOK-AM		K 00 K - AM		KYY A-FM	
2 1	KYYA-FM		KYYA FM		K 00 K - A M	
3 1	K BM Y - AM		KURL-FM		KBMY-AM	
4 1	KURL-FM		KRMY-AM		KCHI - AM	

5 KGHL-AM	KGHIAM	K ∩0 K − F M
Teens		
W-S, 6am-Midnight		
OP(00): 122		
A/M '78	A/M '79	A/M '80
1 KOOK-AM	K 00 K - A M	KYY A-FM
2 KYYA-FM	KYYA-FM	K 00 K - A M
3 KGHIAM	KIDX-FM	KG HI AM
M-F, 6-10am		
1 KOOK-AM	K 00 K - A M	KYY A-FM
2 KYYA-FM	KYYA FM	K 00 K - A M
3 KGHL-AM	KIDX-FM	KGHL-AM
M-F, 3-7pm		
1 KOOK-AM	K 00 K - A M	KYY A-FM
2 KYYA-FM	KYYA FM	K 00 K - A M
3 KBMY-AM	K 1D X - F W	KG HL - AM
Adults 18-34		
M-S, 6am-Midnight		
M-S, 6am-Midnight	A/M '79	A/M '80
M-S, 6am-Midnight POP(00): 320	A/M '79 K OO K · A N	A/M '80 KYY A-FM
M-S, 6am-Midnight POP(00): 320 A/M '78		
M-S, 6am-Midnight POP(00): 320 A/M '78 1 KOOK-AM	K OO K - A M	KYY A-FM
M-S, 8am-Midnight POP(00): 320 A/M '78 1 KOOK-AM 2 KYYA-FM	K OO K · A M KYY A – F M	KYY A-FM KOO K-AM
M-S. 6am-Midnight POP(00): 320 A/M '78 1 KOOK-AM 2 KYYA-FM 3 KBMY-AM	KOOK - AM KYYA-FM KGHL-AM	KYY A-FM K 00 K-AM K I D X-FM
M-S. 6am-Midnight POP(00): 320 A/M 78 1 KOOK-AM 2 KYYA-FM 3 KBMY-AM 4 KGH1AM	KOOK-AN KYYA-FM KGHL-AM KBMY-AM	KYY A-FM K OO K-AM K I D X-FM KG H L-AM
MS, 6am-Midnight POP(00): 320 A/M '78 1 KOOK-AM 2 KYYA-FM 3 KBMY-AM 4 KGHL-AM 5 KURL-FM	KOOK-AN KYYA-FM KGHL-AM KBMY-AM	KYY A-FM KOOK-AM KIDX-FM KGHL-AM
M-S, 6am-Midnight POP(00): 320 A/M '78 1 KOOK-AM 2 KYYA-FM 3 KBMY-AM 4 KGHL-AM 5 KURL-FM M-F, 6-10am	KOOK - AM KYY A - FM KGHL - AM KBMY - AM KID X - FM	KYY A-FM K OO K-AM K I D X-FM KG H L-AM KBMY-AM
M-S, 6am-Midnight POP(00): 320 A/M '78 1 KOOK-AM 2 KYYA-FM 3 KBMY-AM 4 KGHL-AM 5 KURL-FN M-F, 6-10am 1 KOOK-AM 2 KYYA-FM 3 KBMY-AM	KOOK-AM KYYA-FM KGHL-AM KBMY-AM KIDY-FM	KYY A-FM KOO K-AM KID X-FM KGHL-AM KBMY-AM
M-S. 6am-Midnight POP(00): 320 A/M '78 1 KOOK-AM 2 KYYA-FM 3 KBMY-AM 4 KGHI-AM 5 KURL-FM M-F. 6-10am 1 KOOK-AM 2 KYYA-FM 3 KBMY-AM 4 KGHI-AM 4 KGHI-AM 4 KGHI-AM 4 KGHI-AM	KOOK - AM KYY A - FM KGHL - AM KBHY - AM KIDY - FH KOOK - AM KYY A - FM FGHL - AM KBMY - AM	KYY A-FM K OO K-AM K ID X-FM KG H L-AM KBMY-AM KYY A-F: K OO K-AM
M-S, 6am-Midnight POP(00): 320 A/M '78 1 KOOK-AM 2 KYYA-FM 3 KBMY-AM 4 KGHL-AM 5 KURL-FN M-F, 6-10am 1 KOOK-AM 2 KYYA-FM 3 KBMY-AM	KOO K - AM KYY A - FM KG HL - AM KB MY - AM K JD Y - FH KOO K - AM KYY A - FM KG HL - AM	KYY A-FM KOO K-AM KID X-FM KGHL-AM KBMY-AM KYY A-FM KOO K-AM KBMY-AM
M-S. 6am-Midnight POP(00): 320 A/M '78 1 KOOK-AM 2 KYYA-FM 3 KBMY-AM 4 KGHI-AM 5 KURL-FM M-F. 6-10am 1 KOOK-AM 2 KYYA-FM 3 KBMY-AM 4 KGHI-AM 4 KGHI-AM 4 KGHI-AM 4 KGHI-AM	KOOK - AM KYY A - FM KGHL - AM KBHY - AM KIDY - FH KOOK - AM KYY A - FM FGHL - AM KBMY - AM	KYY A-FM KOO K-AM KID X-FM KGHL-AM KBMY-AM KYY A-FM KOO K-AM KBMY-AM
MS. 6am Midnight POP(00): 320 A/M '78 1 KOOK-AM 2 KYYA-FM 3 KBMY-AM 5 KURL-FM MHF. 6-10am 1 KOOK-AM 2 KYYA-FM 3 KBMY-AM 5 KURL-FM MF. 6-10am 1 KOOK-AM 2 KYYA-FM 3 KBMY-AM 5 KBMY-AM 5 KBMY-FM 5 KBMS-FM	KOOK - AM KYY A - FM KGHL - AM KBHY - AM KIDY - FH KOOK - AM KYY A - FM FGHL - AM KBMY - AM	KYY A-FM KOO K-AM KID X-FM KCHL-AM KBMY-AM KYY A-F:1 KOO K-AM KBMY-AM
M-S, 6am-Midnight POP(00): 320 A/M '78 1 KOOK-AM 2 KYYA-FM 3 KBMY-AM 5 KURL-FM M-F, 6-10am 1 KOOK-AM 2 KYYA-FM 3 KBMY-AM 5 KURL-FM M-F, 6-10am 1 KOOK-AM 5 KBMY-AM 5 KBMY-AM 5 KBMY-AM 5 KBMS-FM	KOOK - AM KYYA - FM KGHL - AM KBHY - AM KIDY - FH KOOK - AM KYYA - FM KGHL - AM KBMY - AM KIDX - FM	KYY A-FM KOO K-AM KID X-FM KGHL-AM KBMY-AM KYY A-F11 KOO K-AM KBMY-AM ID X-FM KGHL-AM
MS. 6am Midnight POP(00): 320 A/M '78 1 KOOK-AM 2 KYYA-FM 3 KBMY-AM 4 KCHL-AM 5 KURL-FN MF. 6-10am 1 KOOK-AM 2 KYYA-FM 4 KGHL-AM 5 KBMY-AM 4 KGHL-AM 5 KBMY-AM 4 KGHL-AM 1 KOOK-AM 2 KYYA-FM 3 KBMY-AM 4 KGHL-AM 5 KBMS-FM	KOOK - AM KYYA - FM KGHL - AM KBMY - AM KIDY - FII KOOK - AM KYYA - FM KGHL - AM KBMY - AM KIDX - FM KOOK - AM	KYY A-FM K OO K-AM K ID X-FM KGHL-AM KBMY-AM KYY A-FII K OO K-AM KBMY-AM KJD X-FM KGHL-AM
M-S. 6am-Midnight POP(00): 320 A/M '78 1 KOOK-AM 2 KYYA-FM 3 KBMY-AM 4 KCHIAM 5 KURL-FM M-F. 6-10am 1 KOOK-AM 2 KYYA-FM 3 KBMY-AM 5 KURL-FM M-F. 6-10am 1 KOOK-AM 2 KYYA-FM 3 KBMY-AM 5 KBMY-AM 5 KBMS-FM M-F. 3-7pm 1 KOOK-AM 2 KYYA-FM	KOOK-AM KYYA-FM KGHL-AM KBNY-AM KIDY-FN KOOK-AM KYYA-FM FGHL-AM KBNY-AM KIDX-FM KOOK-AM	KYY A-FM K OO K-AM K ID X-FM KGHL-AM KBMY-AM KYY A-F11 K OO K-AM KBMY-AM KJD X-FM KGHL-AM

A/M '79

KOOK-AM KYYA-FM KGHL-AM KBMY-AM KURL-FM A/M 180

KOOK-AM KYYA FM KBMY-AM KGHL-AM KIDX-FM

M-S, 6am-Midnight POP(00): 414

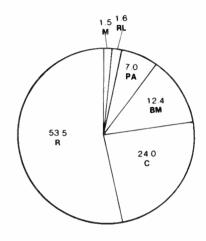
> 1 KOOK-AM 2 KBMY-AM 3 KGHL-AM 4 KYYA FM 5 KOYN-AM

A/M '78

1	KOOK-AM	K O O K ~ A M	K 00 K - A M
2	K BM Y - AM	KGHL-AM	KAA W- EW
3	KGHL-AM	KYY A-FM	KGHL-AM
4	KYYA-FM	KBMY-AM	KBMY-AM
5	KOYN-AM	KOYN-AM	KOYN-AM
F, 3-7	pm .		
1	KOOK-AM	K 00 K ~ A M	K 00 K - A M
2	K BMY - AM	KYYA-FM	KYYA FM
3	KYYA-FM	KBMY-AM	KBMY-AM
4	KURL-FM	KURL-FM	KCHL-AM
5	KOYN-AM	KGHL-AM	KIDX-FM

Format Penetration Chart

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



Format Legend

111

Binghamton								
			/ETRO R	ank (111)			
	iday, Sam-Midni	Share Trends ght			/			
	A '78	A/M 179		A/M '80				
2 WOY 3 WAA 4 WKC 5 WMR 6 WIN 7 WEN 8 WEE 9 WGE 10 WEE 11 WAR 12 WHC	F-AM 19. T-FM 16. L-FM 13. P-AM 11. V-FM 7. E-AM 4. O-FM 2. L1-FM 1. O AM 1. M-AM 1. U-AM O. S-AM O.	1 WNBF-AM 9 WAAL-FM 3 WKOP-AM 4 WINR-AM 6 WINR-AM 7 WEBO-AM 8 WEBU-AM WGBI-FM 8	19.5 17.5 14.5 8.9 8.1 4.3 4.1 3.3 3.3	WOYT - FM (BMO) WAA L FM (AA) WAR V - FM (PA) WAS F - AM (PA) WAS F - AM (PA) WAS T - FM (MO) WENE - AM (PA) WAS G - AM (PA) WES G - AM (PA) WES G - AM (PA) WAS G - AM (PA)	12.			

Total 12+		
M-S, 6am-Midnight POP(00): 2520		
A/M '78	A/M 179	A/M 180
1 WNBF-AM	67 WOYT-FM	77 WOYT-FM
2 WOYT-FM 3 WAAL-FM	57 WNBF-AN 49 WAAL-FM	69 WAAL-FM 57 WMRV-FM
4 WKOP-AM	40 WKOP-AM	35 WNBF-AM
5 WMRV-FM	27 WMRV-FM	32 WWWT-FM
M-F, 6-10em		
1 WNBF-AM 2 WKOP-AM	WNBF-AM WOYT-FM	WNBF-AM WQYT-FM
3 WAAL-FM	WAAL-FM	WENE-AM
4 WQYT-FM 5 WINR-AM	WKOP-AM	WAAL-FM
M-F, 3-7pm	WMRV-FM	WMRV-FM
1 WNBF-AM	WOYT-FM	WOYT-FM
2 WAAL-FM	WNBF -AM	WAAL-FM
3 WOYT-FM 4 WKOP-AM	WAA L-FM	WMRV-FM WNBF-AM
5 WMRV-FM	WMRV-FM WKOP-AM	WWWT-FM
Teens		
M-S, Sem-Midnight POP(00): 340		
A/M '78	A/M '79	A/M '80
1 WAAL-FM 2 WINR-AM	WAAL-FM WMRV-FM	WWWT FM WMRV-FM
3 WMRV-FM	WINR-AM	WMRV-FM WAAL-FM
M-F, 6-10am		
1 WAAL-FM 2 WINR-AM	WAAL-FM	WWWT-FM
3 WMRV-FM	WINR AM WMRV-FM	WMRV - FM WAAL- FM
M-F, 3-7pm		
1 WAAL-FM	WAAIFM	WWW T-FM
2 WINR-AM 3 WENE-AM	WMRV-FM WINR-AM	WAAL-FM WMRV-FM
Adulte 18-34	W108 80	MOTRY - PO
M-S, 6em-Midnight		
POP(QO): 834 A/M '78	A/M '79	A/M '80
1 WAAL-FM	WAAL-FM	WAAL-FM
2 WMRV FM	WMRV-FM	WMRV-FM
3 WNBF-AM 4 WINR-AM	WNBF-AM WINR-AM	WOYT-FM WWWT-FM
5 WENE-AM	WKOP-AM	WINR-AM
M-F, 6-10em		
1 WNBF-AM 2 WAAL-FM	WAAL-FM WNBF-AM	WAAL-FM
3 WINR-AM	WKOP-AM	WMRV-FM WINR-AM
4 WMRV-FM	WINR-AM	WOYT-FM
5 WENE-AN W-F, 3-7pm	WMPV-FM	WNBF-AM
1 WAAL-FM	WAAL-FM	
2 WMRV-FM	WMRV-FM	WAA 1,- FM WMRV -FM
3 WENE-AM	WINR-AM	WWW T-FM
4 WQYT-FM 5 WNBF-AM	WWWT FM WNBF-AM	WOYT-FN WINR-AM
Adults 25-54		4100 200
M-S, 6am-Midnight POP(00): 1151		
A/M '78	A/M '79	A/M '80
1 WNBF-AM	WQYT-FM	WQYT-FM
2 WKOP-AM 3 WQYT-FM	WNBF-AM WKOP-AM	WMRV-FM WENE AM
4 WINR-AM	WAA L-FM	WAAL-FM
5 WMRV-FM	WMRV-FM	WNBF-AM
W-F, 6-10em	Line and And	
1 WNBF-AM 2 WKOP-AM	WNBF-AM WQYT-FM	WENE-AM WNBF-AM
3 WINR-AM	WKOP-AM	WQYT-FM
4 WQYT-FM 5 Waal-FM	WAA L-FM	WMRV-FM
W-F, 3-7pm	WMRV-FM	WAA L-FM
1 WNBF-AM	WQYT-FM	WQYT-FM
		WMRV-FM
2 WKOP-AM	WNBF-AM	
2 WKOP-AM 3 WMRV-FM 4 WOYT-FM	WKOP-AM WAAL-FM	WAAL-FM WNBF-AM

Perso	ons Trene	ds/Ra	nkinas	
			90	
)				
	A/M '79		A/M '80	
1055	UNDELAM	1001	IINDE - AM	786
				696
				690
				629
604	WINE-AM	486	WMRV-FM	624
	WNBF-AM		WMRF-AM	
	WOYT-FM			
	WMRV-FM			
	WINRHAM		WMRV-FM	
			<u>-</u>	
	WNBF-AM		WOYT-FM	
	WAAIL-FN		WAAL-FI	
	WOYT-FM		WMRV -FM	
	WMRV-FM		WNBF-AM	
	WINRHAM		WENE-AM	
	A/M '79		A/M '80	
	WAAL-FM		WAAL-FM	
	WMRV-FM		WWWITERM	
	WINR-AM		WMRV-FM	
	WAA L-FM		WWW.T-FM	
	WMRV-FM		WMRV-FM	
	WINRHAM		WAA L-FM	
	WAA L-FM		WWWT FM	
	WMRV-FM		WAAL-FM	
	10.55 61.3 61.1 60.5	A/M '79 10.55 WNBF-AM 613 WAA L-FM 605 WMRV-FM 605 WMRV-FM WNBF-AM WAA L-FM WMRV-FM WNRY-FM	AIM '79 10.55 WNBF-AM 10.01 613 WAAL-FM 813 611 WOYT-FM 696 60.5 WNRV-FM 598 60.4 WINR-AM 48.6 WNBF-AM WAAL-FM WOYT-FM WRNY-FM WINR-AM WNBF-AM WAAL-FM WOYT-FM WINR-AM WNBF-AM WAAL-FM WINR-AM AIM '79 WAAL-FM WINR-AM WAAL-FM WINR-AM	### AM**** AM***************************

1	WAAL-FM	WAAL-FM	WAAL-FM
2	WMR V - FM	WMRV-FM	WWWI-FM
3	WINRHAM	WINR-AM	WMRV-FM
M-F. 6-	10am		
1	WAAL-FM	WAA L-FM	WWW.THEM
2	WMRV-FH	WMRV-FM	WMRV-FM
3	WINR-AM	WINRHAM	WAA L-FM
M-F, 3-	7pm		
1	WAAL-FM	WAA L-FM	WWWT FM
2	WINR-AM	WMRV-FM	WAAL-FM
2	WMRV-FM	WINE AM	WMRV-FM

OP(00): 834		
A/M '78	A/M '79	A/M '80
1 W N B F + A M	WAAL-FM	WAAL-FY
2 WMRV-FM	WMRV-FM	WMRV-FM
3 WINR-AM	WNBF-AM	WINRHAM
4 WAAL-FN	WINR-AM	WWW THEM
5 WENE-AM	WENE-AM	WENE-AN
-F, 6-10am		
1 WNBF-AM	WAA L-FM	WAAL-EM
2 WAAL-FM	WYBF-AM	WMRV-FM
3 WMRV-FM	WMRV-FM	WINR - AM
4 WINR-AM	WINE-AM	WFNF-AM
5 WENE-AM	WFNE-AM	WNBF-AM
₽, 3-7pm		
1 WENE-AM	WAA L-FM	WAAL-FM
2 WAAL-FM	UT NO AM	IIM BIL - CM

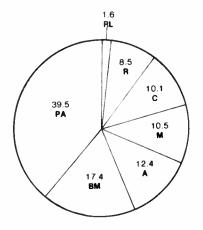
Adults 25-54 M-S, 8am-Midnight POP(00): 1151		
5 WNBF-AM	WFNE-AM	WWWT-FM
4 WINR-AM	WMRV-FM	WINR-AM
3 WMRV-FM	WNBF-AM	WENF-AM
2 WAAL-FM	WINR-AM	WMRV-FM
1 WENE-AM	WAAIL-FM	WAAL-FM

A/M '78	A/M 179	A/M 180
1 WNBF-AM	WNBF-AM	WNBF-AM
2 WINR-AM	WQYT-FM	WOYT-FM
3 WKOP-AM	WAAL-FM	WENE-AM
4 WMRV-FM	WMRV-FM	WMRV-FM
5 WOYT-FM	WKOP-AM	WAA L-FM

1	WNBF-AM	WNBF-AM	WNBF-AM
2	WINR-AM	WQYT-FM	WENE-AM
3	WKOP-AM	WAAL-FM	WQYT-FM
4	WAAL-FM	WMRV-FM	WKOP-AM
5	WMR V - F M	WKOP-AM	WMRV-FM
W-F, 3-	7pm		
1	WNBF-AM	WEBF-AM	WOYT-FM
2	WMR V - FM	WOYT-FM	WENE-AM
3	WINRHAM	WAAL-FM	WNBF-AM
4	WKOP-AM	WMRV-FM	WAAL-FM
5	WOYT-FM	WKOP-AM	WMRV-FM

Format Penetration Chart

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



Format Legend

METRO RANK

(45)

A/M '80 Market Overview

Arbitron implemented the Expanded Sample Frame technique here for the first time, and there was perhaps coincidentally a new number one station, Blackformatted **WENN-FM**.

Approximately 14% of the returned metro diaries were from persons residing in ESF households. One possible result of ESF was that 18-24 diary return went up sharply, from 33 in the Fall sweep to 51 in this report. This provided stations that appealed to that demo with a chance to score better in the book, and it appears as though WENN-FM did just that. It almost doubled its cume among men 18-24, and increased its average quarter-hour share in that demo 400%. This helped WENN-FM win the 18-34 demos with almost a 20 share, followed by WKXX with a 15% figure and WSGN with just over 10%.

The 25-54 leader was WSGN. The station piled up over 12% of this audience, with WENN-FM next at just under 10%. WSGN must be pleased with the Arbitron results, since the station's management team is retargeting for the 18-49 demos, playing less hard rock. A four-plus share gain in 25-54 figures was a good start towards repositioning. One on-air ingredient WSGN used to try and skew slightly older was an all-request show from 7pm-Midnight, featuring music from the 50's and 60's.

WKXX slipped in this survey, largely due to an erosion of about 25% of the station's 18-34 share. Several staff changes were made, affecting mornings, middays, and nights, and the morning drive segment was especially soft in the book. The station used outdoor boards in a more extensive push than previously.

Two other stations deserving of mention are BM WAPI-FM, and Country WVOK. WAPI-FM increased its 25-54 share by almost 50%, while WVOK used a TV/newspaper ad campaign to attract more listeners.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 6800

1			O/N '79		A/M '80
	WSGN-AM	10.2	WKXX-FM	13.8	WENN-FM (8) 12.
2	WKXX-FM	10.1	WENN-FM	9.7	WKXX-FM (PD 11.0
3	WENN-FM	7.5	WERC-AM	7.9	WSGN-AM (R) 8.
4	WQEZ-FM	7.0	WSGN-AM	6.6	WAPI-FM (BM) 6.
5	WENN-AM	6.6	WQEZ-FM	6.4	WZZK-FM (C) 5.
6	WYDE-AM	6.3	WRKK-FM	5.7	WVOK-AM (C) 5.
7	WRKK-FM	5.8	WATV-AM	5.0	WDJC-FM (RL) 5.
8	WERC-AM	5.1	WAPI-FM	4.3	WATV-AM (B) 5.
9	WJLD-AM	5.1	WYDE-AM	4.2	WERC-AM (P) 4.
0	WVOK-AM	4.9	WJLD-AM	3.9	WENN-AM (B) 4.
1 1	WATV-AM	4.5	WZZK-FM	3.8	WJLD-AM (B) 4.
1 2	WAPI-FM	4.0	WENN-AM	3.5	WRKK-FM (A) 4.
13	WZZK-FM	3.9	WDJ C-FM	3.4	WYDE-AM (C) 3.
4	WA PI -AM	3.3	WVOK-AM	3.3	WQEZ-FM (BM) 3.
1.5	WDJC-FM	2 . 2	WAPI-AM	2.9	WAPI-AM (PA) 2.
l 6	WCRT-AM	1.8	WCRT-AM	2 - 5	WCRT-AM (PA) 1.
1 7	WQEN-FM	1.4	WARF-AM	1.4	WWWB-AM (PA) 1.
8	WBUL-AM	1.0	WOEN-FM	1.2	WYAM-AM (C) 1.
19	WLPH-AM	0.9	WBUL-AM	1.0	WBUL-AM (B) 0.
0 9	WYAM-AM	0.8	WYAM-AM	0.6	WLPH-AM (RL) 0.
2 1	WWWB-AM	0.4	WLPH-AM	0.5	WWWB-FM (PA) O.
2 2					WQEN-FM (PA) O.
2 3					WAAX-AM (C) 0.

Average Persons Trends/Rankings

Total 12+ M-S. 6am-Midnight POP(00): 6800

	A/M '79		O/N '79		A/M '80	
1	WSGN-AM	93	WKXX-FM	130	WENN-FM	1 30
2	WKXX-FM	92	WENN-FM	92	WKXX-FM	115
3	WENN-FM	69	WERC-AM	7.5	WSGN-AM	8.7
4	WQEZ-FM	64	WSGN-AM	62	WAPI-FM	6 6
5	WENN-AM	60	WQEZ-FM	60	WZZK-FM	58
M-F,	6-10am					
1	WSGN-AM		WKXX-FM		WSGN-AM	
2	WKXX-FM		WSGN-AM		WENN-FM	
3	WYDE-AM		WENN-FM		WKXX-FM	
4	WERC-AM		WERC-AM		WERC-AM	
5	WENN-FM		WYDE-AM		W77K-FM	

M-F, 3-7pm		
1 WKXX-FM	WKXX-FM	WENN-FM
2 WSGN-AM	WENN-FM	WKXX-FM
3 WQEZ-FM	WERC-AM	WSGN-AM
4 WENN-FM	WRKK-FM	WA PI - FM
5 WYDE-AM	WSGN-AM	WRKK-FM

Teens		
M-S, 6am-Midnight		
POP(00): 890		
A/M '79	O/N '79	A/M '80
1 WKXX-FM	WKXX-FM	WKXX-FM
2 WSGN-AM	WENN-FM	WENN-FM
3 WENN-FM	WERC-AM	WRKK-FM
M-F, 6-10am		
1 WSGN-AM	WKXX-FM	WKXX-FM
2 WKXX-FM	WENN-FM	WENN-FM
3 WENN-FM	WERC-AM	WSGN-AM
M-F, 3-7pm		
1 WKXX-FM	WKXX-FM	WKXX-FM
2 WENN-FM	WENN-FM	WENN-FM
3 WSGN-AM	WRKK-FM	WRKK-FM

3 WSGN-A	M WRKK-FM	WR KK - F M
Adults 18-34		
M-S, 6am-Midnig	iht	
POP(00): 2	291	
A/M 179	O/N '79	A/M '80
1 WKXX-F	M WKXX-FM	WENN-FM
2 WRKK-F	M WRKK-FM	WKXX-FM
3 WSGN-A	M WENN-FM	WSGN-AM
4 WENN-F	M WSGN-AM	WRKK-FM
5 WERC-A	M WERC-AM	WDJC-FM
M-F, 6-10am		
1 WSGN-A	M WKXX-FM	WSGN-AM
2 WKXX-F	M WSGN-AM	WENN-FM
3 WERC-A	M WENN-FM	WKXX-FM
4 WRKK-F	M WERC-AM	WERC-AM
5 WENN-F	M WRKK-FM	WRKK-FM
M-F, 3-7pm		
1 WKXX-F	M WKXX-FM	WENN-FM

WRKK-FM WENN-FM

WERC-AM

O/N 179

WKXX-FM WRKK-FM WSGN-AM

WDJ C-FM

A/M '80

Adults 25-54
M-S, 6am-Midnight
POP(00): 3110
A M4 '70

WRKK-FM WSGN-AM

WERC-AM

A/M /3	OW 19	A)WI OU
1 WSGN-AM	WENN-FM	WSGN-AM
2 WQEZ-FM	WQEZ-FM	WENN-FM
3 WYDE-AM	WERC-AM	WZZK-FM
4 WAPI-FM	WKXX-FM	WKXX-FM
5 WENN-AM	WSGN-AM	WAPI-FM
M-F, 6-10am		
1 WSGN-AM	WSGN-AM	WSGN-AM
2 WERC-AM	WENN-FM	WZZK-FM
3 WYDE-AM	WERC-AM	WENN-FM
4 WOEZ-FM	WKXX-FM	WERC-AM
5 WZZK-FM	WQEZ-FM	WYDE-AM
M-F, 3-7pm		
1 WQEZ-FM	WENN-FM	WENN-FM
2 WSGN-AM	WERC-AM	WSGN-AM
3 WYDE-AM	WKXX-FM	WZZK-FM
4 WAPT-FM	WZZK-FM	WAPI-FM
5 WZZK-FM	WSGN-AM	WKXX-FM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight

POP(00): 6800

	A/M '79		O/N '79		A/M '80	
1	WSGN-AM	1840	WSGN-AM	1742	WSGN-AM	1598
2	WERC-AM	1395	WERC-AM	1706	WKXX-FM	1472
3	WKXX-FM	1206	WKXX-FM	1699	WENN-FM	1333
4	WQEZ-FM	990	WENN-FM	1010	WERC-AM	1169
5	WENN-FM	968	WYDE-AM	899	WYDE-AM	92 5
M-F, (3-10am					
1	WSGN-AM		WSGN-AM		WSGN-AM	
2	WERC-AM		WKXX-FM		WKXX-FM	
3	WKXX-FM		WERC-AM		WENN-FM	
4	WENN-FM		WENN-FM		WERC-AM	
5	WYDE-AM		WYDE -AM		WYDE-AM	
M-F,	3-7pm					
1	WSGN-AM		WKXX-FM		WKXX-FM	
2	WKXX-FM		WERC-AM		WENN-FM	
3	WERC-AM		WSGN-AM		WSGN-AM	
4	WQEZ-FM		WENN-FM		WERC-AM	
5	WENN-FM		WOEZ-FM		WRKK-FM	

Teens M-S, 6am-Midnight POP(00): 890

	A/M '79	O/N '79	08' M/A
1	WKXX-FM	WKXX-FM	WKXX-FM
2	WSGN-AM	WENN-FM	WENN-FM
3	WERC-AM	WERC-AM	WERC-AM
M-F,	6-10am		
1	WKXX-FM	WKXX-FM	WKXX-FM
2	WSGN-AM	WENN-FM	WENN-FM
3	WERC-AM	WERC-AM	WSGN-AM
M-F,	3-7pm		
1	WKXX-FM	WKXX-FM	WKXX-FM
2	WSGN-AM	WENN-FM	WENN-FM
3	WENN-FM	WERC-AM	WERC-AM

	its 18-34 Sam-Midnight			REPORT/1980 •
POP	(00): 2291			<u> </u>
	A/M '79	O/N '79	A/M 180	œ
1	WSGN-AM	WKXX-FM	WKXX-FM	_0
2	WERC-AM	WS GN-AM	WSGN-AM	- 111
3	WKXX-FM	WERC-AM	WENN-FM	~
4	WRKK-FM	WRKK-FM	WERC-AM	
5	WENN-FM	WENN-FM	WRKK-FM	ඊ
M-F, 6	3-10am			RATINGS
1	WERC-AM	WSGN-AM	WSGN-AM	- 1
2	WSGN-AM	WKXX-FM	WKXX-FM	m m
3	WKXX-FM	WERC-AM	WERC-AM	~
4	WRKK-FM	WENN-FM	WENN-FM	R&R
5	WENN-FM	WRKK-FM	WRKK-FM	œ
M-F. 3	1-7pm			
1	WSGN-AM	WKXX-FM	WKXX-FM	
2	WKXX-FM	WSGN-AM	WSGN-AM	
3	WERC-AM	WERC-AM	WRKK-FM	
4	WRKK-FM	WRKK-FM	WENN-FM	
5	WENN-FM	WENN-FM	WERC-AM	

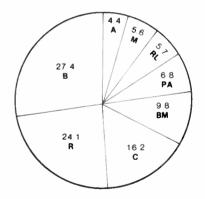
Adults 25-54 M-S, 6am-Midnight

POP(00): 3110

	Anten 13	OM 79	A/M 80
1	WSGN-AM	WSGN-AM	WSGN-AM
2	WERC-AM	WERC-AM	WKXX-FM
3	WQEZ-FM	WKXX-FM	WERC-AM
4	WYDE-AM	WQEZ-FM	WZZK-FM
5	WAPI-FM	WYDE-AM	WENN-FM
M-F, (3-10am		
1	WSGN-AM	WSGN-AM	WSGN-AM
2	WERC-AM	WERC-AM	WERC-AM
3	WYDE-AM	WKXX-FM	WKXX-FM
4	WAPI-FM	WENN-FM	WZZK-FM
5	WQEZ-FM	WYDE-AM	WYDE-AM
M-F, C	3-7pm		
1	WSGN-AM	WSGN-AM	WSGN-AM
2	WQEZ-FM	WERC-AM	WENN-FM
3	WYDE-AM	WKXX-FM	WYDE-AM
4	WAPI-FM	WZZK-FM	WAPI-FM
5	WERC-AM	WOEZ-FM	WKXX-FM

Format Penetration Chart

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



Format Legend

Bloomington, IL

METRO RANK

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 1056

	A/M 178		A/M 179		A/M 180	
1	WJBC-AM	44.6	WJBC-AM	40.3	WJ BC - AN(PA)	37.0
2	WB NO-FM	15.7	WBNQ-FM	23.3	WB NO-EMPAN	6.0
3	WLS -AM	9.6	WLS -AM	8.5	WMLA-FM(C)	8.3
4	WIRK-FM	6 - 0	WMAQ -AM	7.4	WIS -AM(R)	7.2
5	WMA 0 - AM	. 5.4	WWCT-FM	4.0	WMAO-AM(C)	7.2
- 6	WWCT-FM	4.8	WIRN-FM	3.4	WWC T-FM(A)	7.2
7	WSWT-FM	2.4	WKZW-FM	2.3	WIHN-FM (BM)	3.9
8	WCN -AM	1.8	WSWT-FM	1 • 1	WKZW-FM(P)	1 - 7
9	WIRL-AM	1.8	WBBM-AM	1.1	WSWT-FM (BM)	1.7
1.0	WKZW-FM	7.8	WRBA-A11	0.6	WGN -AM (PA)	1.7
1.1	WSIV-FM	0.6	WPE0-AM	0.6	WRBA-AM (PA)	0.6
1 2	WRBA-AM	0.6			WBBM-AM (N)	0.6
1.3	WSIV-AM				WIRL-AM(PA)	0.6
1 4					WVFL-AM (PA)	

Average Persons Trends/Rankings

1 00	11 12	_		
M-S,	6am-N	Aidni	ght	

POP(00): 1056

	A/M 178		A/M '79		A/M '80	
1	WJBC~AM	7 4	WJBC-AM	71	WJBC-AM	6
2	WBNQ-FM	26	WB NQ-FM	41	WBNO-FM	2
3	WLS -AM	16	WLS -AM	15	WMLA-FM	1
4	WIRN-FM	10	WMAQ-AM	1.3	WLS -AM	1
5	WMA O - AM	0	WWCT-FM	7	WMAQ-AM	1
M-F, 6-1	l Oam					
1	WJBC-AM		WJBC-AM		WJBC AM	
2	WB NO-FM		WB NO-FM		WB NO-FM	
3	WLS -AM		MA-OAMW		WMLA-FM	
4	MMA O - AM		WLS -AM		WLS -AM	
5	WWCT-FM		WK ZW-FM		WMAO-AM	
M-F. 3-7	7pm					
1	WJBC-AM		WJBC-AM		WJ BC - AM	
2	WBNQ-FM		WBNQ-FM		WBNO-FM	
3	WLS -AM		WMAQ-AM		WWC T-FM	
4	WIHN-EN		WLS -AM		WMAQ-AM	
5	WMA Q - AM		WIHN-FM		WLS -AM	

Teens	
M-S, 6am-Midnight	

	A/M '78	A/M *79	A/M '80
	A/M / 0	PORT 13	MIM GO
1	WLS - AM	WLS -AM	WLS -AM
2	WBNQ-FM	WBNO-FM	WBNO-FM
3	WJBC-AM	WJBC-AM	WJBC-AM
M-F, 6-	10am		
1	WLS -AM	WJBC-AM	WJBC-AM
2	WBFO-FM	WLS -AM	WB NO-FM
3	WJBC-AM	WB M Q- F M	WLS -AM
M-F, 3-	7pm		
1	WLS -AM	WLS ~AM	WBNQ-FM
2	WBNQ-FM	WBNO-FM	WILS -AM
3	WJBC~AM	WWCT-FM	WKZW-FM

Adults 18-34

A/M '78	A/M '79	A/M '80
1 WJBC-AM	WB N Q - FM	WBNQ-FM
2 WBNO-FM	WJBC-AM	WJBC-AM
3 WLS -AM	WLS -AM	WWCT-FM
4 WWCT-FM	WMAQ-AM	WLS -AM
5 WIHN-FM	WWCT-FM	WM LA - FM
A-F, 6-10am		
1 WJBC-AM	WJ B-C - AM	WJBC-AM
2 WBNQ-FM	WBNO-FM	WB NO-FM
3 WLS -AM	WLS -AM	WLS -AM
4 WWCT-FM	WMAQ-AM	WMLA-FM
5 WMA 0-AM	WWC T-FM	WWCT-FM
4-F, 3-7pm		
1 WJBC-AM	WB NO-FM	WB NQ - FM
2 WBNO-FM	WJBC-AM	WWCT-FM
3 WLS -AM	WLS -AM	WLS -AN
4 WWCT-FM	MA-Q-AM	WJBC-AM
5 WIRN-FM	WWCT-FM	WMAQ-AN

M-S, 6am-Midnight POP(00): 422 AJM '78

_	1 WJBC-AM	WJBC-AM	WJBC-AM
ž	2 WMAQ-AM	WBNQ-FM	WMLA-FM
	3 WBNO-FM	WMAQ-AM	WBNQ-FM
6	4 WIHN-FM	WLS -AM	MMAQ-AM
Market	5 WLS -AM	WIRN-FM	WIHN-FM
≥ м	-F, 6-10am		
	1 WJBC-AM	WJBC-AM	WJBC-AM
2	2 WMAQ-AM	WBNO-FM	WMLA-FM
ų,	3 WIRN-FM	WMAQ-AM	WBNO-FM
<u>6</u>	4 WBNQ-FM	WLS -AM	WMAQ-AM
ž	5 WLS -AM	WBBM-AM	WIHN-FM
Market Buy ≅ ∣	-F, 3-7pm		
=	1 WJBC-AM	WJBC-AM	WJBC-AM
ó	2 WMAO AM	WB NQ-FM	WMAQ-AM
5	3 WIHN-FM	WMAQ-AM	WBNQ-FM
œ	4 WBNQ-FM	WIHN-FM	WIHN-FM
)ata from	5 WGN -AM	WLS -AM	WMLA-FM

A/M '79

A/M '80

Cume Persons Trends/Rankings

Total 12+

	em-Midnight					
POP(00): 1056 A/M 78		A/M '79		A/M '80	
1	WJBC-AM	721	WJBC-AM	702	WJBC-AM	6.4
2	WBNQ-FM	394	WBNQ-FM	469	WBNO-FM	4 (
			WLS -AM	318	WLS -AM	29
4	WIRN-FM	153	WHAQ-AM	1 2 8	WMAQ-AM	2 1
5	WMA O ~ AM	141	WIHN-FM	148	WMLA-FM	1.5
M-F. 6-	10am					
1	WJBC-AM		WJBC-AM		WJBC-AM	
2	WBNQ-FM		WB NO-FM		WBNO-FM	
3	WLS -AM		WLS -AM		WLS -AM	
4	WMA O - AM		WMA Q - AM		WMAQ-AM	
5	WIHN-FM		WRBA-AM		WMLA-FM	
M-F, 3-	7pm					
1	WJBC-AN		WJBC-AM		WJBC-AM	
2	WB MO-FM		WBNO-FM		WBNQ-FM	
3	WLS -AM		WLS -AM		WLS -AM	
4	WIHR-FM		WMAC-AM		MA-0-AM	
5	WMAO-AM		WIRN-FM		WMLA-FM	
Teens	5					
M-S, 6	m-Midnight					
POP(00): 120					
	A/M '78		A/M '79		A/M '80	
1	WLS -AM		WLS -AM		WLS -AM	
2	WBNQ-FM		WBNQ-FM		WB NQ-FM	
3	WJBC-AM		WJ B C - AM		WJ BC - AM	
M-F, 6-	10am					
1	WLS -AM		WJBC-AM		WLS -AM	
2	WJBC-AM		WLS -AM		WJEC-AM	
3	WB NO - FM		WBNQ-FM		WBNQ-FM	

1 WLS -AM 2 WBNQ-FM 3 WJBC-AM

M-F. 3-7pm

m->	3, 6	4011	170	IIUI	чg	5
PO	P (0	(1)	:	4	5

A/M 178

1	WJBC~AM	WBNO~FM	WB NO-FM	
2	VBNQ-FM	WJBC-AM	WJ BC-AM	
3	WLS -AM	WLS -AM	WLS -AM	
4	WWCT-FM	WMAQ-AM	WMAQ -AM	
5	MA-0-AMW	WWCT FM	WWCT-FM	
-F, 6-1	0am			
1	WJBC-AM	WJ BC-AM	WJBC-AM	
2	WBNQ-FM	WB NQ-FM	WBNQ-FM	
3	WLS ~AM	WLS -AM	WLS -AM	
4	WWCT-FM	WMAQ-AM	WMAQ-AM	
5	WMA O - AM	WWCT FM	WWCT-FM	
F. 3-7	'pm			_
1	WBNQ-FM	WBNQ-FM	WB NO-FM	
2	WJBC-AM	WJBC-AM	WLS -AM	
3	WLS -AM	WLS AM	WJBC-AM	
4	WWCT-FM	WMAQ-AM	WWC T~FM	
5	WMA O = AM	WWCT-FM	WMA O -AM	

WLS -AM WBNQ-FM WKZW-FM

A/M 179

WLS -AM WBNO-FM WK ZW-FM

A/M '80

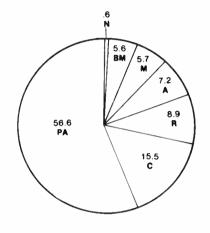
Adults 25-54 M-S, 6am-Midnight POP(00): 422

A/M '78	A/M '79	A/M '80
I WJBC-AM	WJBC-AM	WJ BC - AM
2 WBNQ-FM	WBNQ-FM	WBNO-FM
3 WMAO-AM	WLS -AM	WMAQ-AM
4 WIRN-FM	WMAQ-AM	WLS -AM
5 WLS -AM	WIRN FM	WIHN-FM

M.C. 0.40		
M-F, 6-10am		
1 WJBC-AM	WJBC-AM	WJBC-AM
2 WMAQ-AM	WBNQ-FM	WBNQ-FM
3 WIHN-FM	WLS -AM	WMAQ-AM
4 WBNQ-FM	WMAQ-AM	WLS -AM
5 WLS -AM	WIRN-FM	WIHN-FM
M-F, 3-7pm		
1 WJBC-AM	WJ B C - AM	WJBC-AM
2 WBNQ-FM	WBNO-FM	WMAQ-AM
3 WMAQ-AM	WMAQ-AM	WB NQ-FM
4 WIHN-FM	WLS -AM	WLS -AM
5 1:1 C - AM	WIRN-FM	WIHN-FM

Format Penetration Chart

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



Format Legend

Boise

138 METRO RANK

Average Persor	ne 12+	Share	Trende
Monday-Sunday, 6	iem-Midr	night	

	A/M 178		A/M 179		A/M '80	
1	KFXD-AM	18.6	KBXL-FM	12.0	KBOI - AM(PA)1	6 - 5
2	KGEM-AM	16.6	KBOI-AM	11.2	KIDQ-FM(A) 1	0.9
3	KBOI-AM	9.5	KBOI-FM	11.2	KBOI-FMM 1	0.1
4	KBXL-FM	9-1	KFXD-AH	10.8	KBXL-FM(004)	9.4
5	KBOI-FM	6 4 3	KG EM-AM	10.8	KFXD-AM(P)	9,4
6	KBBK-FM	5.1	KUUZ-FM	8,8	KGEM-AM(C)	8.2
7	KUUZ-FM	4.7	KBBK-FM	B. 0	K FXD - FM(PA)	7.1
8	K BR J - AM	4.7	KFXD-FM	6.8	KI DO - AMC	7.1
9	KFXD-FM	4.3	KJ-OT FH	3 - 6	KUUZ-FM(PO	4.9
10	KBGN-AM	3 . 6	KIDO-AM	3 - 6	KBBK-FM(P)	3.7
11	KIDO-AM	1.6	KBGN-AM	2.4	KJOT-FM(C)	3.4
12	KCID-AM	1.6	KCID-AM	1.2	K BR J - AM(C)	1.5
13	KSPD-AM	1.6	K BR J - AM	0.8	K B GN - A M (PIL)	0.7
14	KAIN-AM	1.2	KAIN-AM	0.8	KMFE-FM(C)	0.7
15	KYME-AM	1.2	KYME-AM	0.8	KCID-AMPA	0.7
16			KSPD-AM	0.4	KGO -AM(N/T)	0.4
17					KSPD-AM(N)	0.4
18					KAIN-AMPA	0.4

Average Persons Trends/Rankings

Total 12+	
M-S, 6em-Mid	night
POP(00):	1909

POP(00): 1909					
	A/M '78		A/M '79		08° M/A	
1	KFXD-AM	47	KBXL-FM	30	KBOI-AM	4 4
2	KGEM-AM	42	KB OI -AM	28	KIDQ-FM	25
3	KBOI-AM	24	KBOI-FM	28	KBOI-FM	27
4	KBXL-FM	23	KF XD-AM	27	KBXL-FM	2 :
5	KBOI-FM	16	KGEM-AM	27	KFXD~AM	2 :
M-F, 6	-10am					
1	KGEM-AM		KBOI-AM		KBOI - AM	
2	KFXD-AM		KGEM-AM		KG EM-AM	
3	KBOI-AM		KFXD-AM		KIDO-AM	
4	KBXL-FM		KBXL-FM		KBXL-FM	
5	KBOI-FM		KBOI-FM		KFXD-AM	
M-F, 3	-7pm					
1	KFXD-AM		KBOI-FM		KBOI-AH	
2	KGEM-AM		KF XD - AM		KIDQ-FM	
3	KBXL-FM		KBXL-FM		KBOI - FM	
4	KBOI-FM		KG EM-AM		KFXD-AM	
5	KBOI-AM		KBOI-AM		KIDO-AM	

Teens	Teens									
M-S, 6am-Midnight										
POP(00): 247										
	A/M 178	A/M 179	A/M '80							
1	KFXD-AM	KF XD-AM	KFXD-AH							
2	KU U Z – FM	KUUZ-FM	KUUZ-FM							
3	KBBK-FM	KBBK-FM	KFXD-FM							
M-F, 6-1	0em									
1	KFXD-AM	KPXD-AH	KFXD-AH							
2	KBBK-FM	KBBK-PH	KUU Z-FM							
3	KUUZ-FM	KUU Z - PM	KBBK-PM							
M-F, 3-7	pm									
1	KFXD-AM	KFXD-AM	KUU Z-FM							
2	KUUZ-PM	KUU Z - FM	KFXD-AM							
3	KBBK-FM	KIDO-AM	KFXD-FH							

Adults 18-34 M-6, 6em-Midnight POP(00): 700 A/M '78

1 KFXD-AM	KBBK-FM	KIDQ-FM
2 KGEM-AM	KFXD-FM	KBOI -AM
3 KFXD-FM	KBÖI – AH	KF XD-AM
4 KBBK-FM	KUU Z-FM	KFXD-FM
5 KUUZ-FM	KFXD-AM	KIDO-AM
M-F, 6-10am		
1 KFXD-AM	KBOI -AM	KBOI-AM
2 KGEM-AM	KFXD-AM	KIDQ-FM
3 KBOI-AM	KBBK-FM	KIDO-AM
4 KFXD-FM	K UU 2 - P M	KF XD-AH
5 KBBK-FM	KFXD-FH	KGEM-AM
M-F, 3-7pm		
1 KPXD-AH	KBBK-FM	KIDQ-FM
2 KGEM-AH	KFXD-AM	KBOI-AM
3 KUUZ-FM	KFXD-FM	KFXD-AM
4 KFXD-FH	KUU2 FM	KIDO-AM
5 KBOI-FM	KBOI-AM	KFXD-FM
Adulta 2E.E4		

A/M '79

Adults 25-54		
M-S, Sem-Midnight		
POP(00): 880		
A/M 178	A/M '79	A/M '80
1 EGEM-AM	KBOI -AM	KBOI-AH
2 KBOI-AH	KBXL-PH	KBOI-FM
3 KBXL-PM	KBOI – FM	KG XM-AH
4 KFXD-AM	KGEM-AM	KBXL-FM
5 KBOI-FH	KBBK-FM	KIDO-AH
M-F, 6-10em		_
1 KGEM-AH	KBOI-AM	KBOI-AM
2 KBOI-AM	KGEM-AM	KGEN-AH
3 KFXD-AH	KBXL-PH	KIDO-AM
4 EBXL-FM	KBOI-FH	KBOI-FH
5 KBOI-FM	KFXD-AM	KBXL-FM
M-F, 3-7pm		
1 KGXN-AH	KBOI-FM	KBOI-AM
2 KBXL-FH	KBOI-AM	KBOI-FM
3 KBOI-AH	KGEM-AM	KBXL-FH
4 EPXD-AH	KBXL-PM	KIDO-AH
5 KROI-FH	KBBK-FM	KCEM-AH

	5.50	ons Trend	. J, . 10	90	
Total 12+					
M-6, tem-Midnight					
POP(00): 1909 A/M'78		A/M '79		A/M '80	
1 KFXD-AH	718	KFXD-AH	570	KBOI-AM	54
2 KGEH-AH	519	KBOI -AM	464	KFXD-AM	49
3 KBOI-AM	393	KGEM-AM	448	KBOI-FM	39
4 KUUZ FM 5 KFXD-FM	298 266	KUU Z - FM KBXL - FM	349 346	KIDO-AM KGEM-AM	34
M-F, 6-10am		KD	340		
1 KFXD-AM		KFXD-AM		KB OI - AM	
2 KGEM-AM		KBOI-AM		KFXD-AM	
3 KBOI-AM		KG EM-AM		KGEM-AM	
4 KUUZ FM		KUU Z - FM		KIDO-AM	
5 KFXD-FM		KBOI-FM		KBOI-FM	
W-F, 3-7pm				WB 67 44	
1 KFXD-AM		KFXD-AM		KBOI-AM	
2 KGEM-AM 3 KBOI-AM		KBOI-AM		KFXD-AM KBOI-FM	
4 KUUZ-FM		KBOI-FM KBXL-FM		KEVI-FM KFXD-FM	
5 KBOI-FM		KGEM-AM		KIDO-AM	
POP(00): 247 A/M '78		A/M 179		A/M '80	
1 KFXD-AM		KFXD-AM		KFXD-AM	
2 KUUZ-FM		KUU Z-FM		KUU Z-FM	
3 KBBK-FM		KIDO AM		KFXD-FM	
M-F, 6-10em 1 KFXD-AM		KFXD-AM		KFXD-AM	
2 KUUZ-FM		KUUZ-FM		KUU Z - FM	
3 KBBK-FM		KBBK-FM		KFXD-FM	
M-F, 3-7pm					
1 KFXD-AM		KFXD-AM		KFXD-AM	
2 KUUZ-FM		K UU Z – PM		KUU Z-FM	
3 KBBK-FM		KIDO-AM		KFXD-FM	
Adults 18-34 M-S, Sem-Midnight					
POP(00): 700					
A/M 178		A/M 179		A/M '80	
1 KFXD-AM		KFXD-AM		KFXD-AM	
2 KGEM-AM		KFXD-FM		KBOI-AM	
3 KFXD-FM		KBBK-FM		KIDO-AM	
4 KBBK-FM 5 KBOI-AM		KBOI-AM		KFXD-FM KID Q-FM	
		KUU Z - FM		KIDG-18	
M-F, 6-10em 1 KFXD-AM		KFXD-AM		KBOI-AM	
T KEVD-WU		KBOI-AM		KFXD-AM	
2 KFXD-PM					
2 KFXD-FM 3 KGEM-AM		KBBK-FM		KIDO-AM	

KFXD-AM KFXD-FM KUUZ-FM KBBK-FM KBOI-AM

A/M 179

KBOI-AM KGEM-AM KBXL-FM KBOI-FM KFXD-AM

KBOI-AM KFXD-AM KIDO-AM KIDO-PM KFXD-PM

A/M '80

KBOI-AM KBOI-FM KGEM-AM KIDO-AM KBXL-FM

M-F, 3-7pm 1 KFXD-AH 2 KFXD-FH 3 KUUZ-FM

Adults 25-54 M-S, 6em-Midnight

POP(00): B80

A/M '78

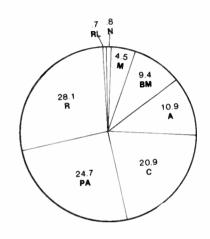
1 KGEM-AM 2 KFXD-AM 3 KBOI-AM 4 KBXL-FM 5 KBOI-FM

4 KGEM-AM 5 KBBK-PM

1	KGEM-AM	FBOI-AM	KBOI - AM
2	KBOI-AM	KGEH-AM	KGEH-AH
3	KFXD-AM	KBOI-FM	KBOI -FM
4	KBXL-FM	KFXD-AM	KIDO-AM
5	KBOI-FM	MA-ODIN	KF XD-AM
WF, 3-	7pm		
1	KGEM-AM	KBOI-AM	KBOI - AM
2	KFXD-AM	KG EM-AM	KBOI-FM
3	KBOI-AM	KBOI-FM	KG EM-AM
4	KBXL-FM	KFXD-AM	K IDO-AM
5	KBOI-FM	KBXL-PM	KBXL-FM

Format Penetration Chart

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



Format Legend

A/M '80 Market Overview

Continuing battles for supremacy among the AOR's and the Pop/Adult stations highlighted the A/M '80 results, with a much poorer male 18-24 diary return also notable.

Compared to the J/F '80 **Arbitron** sweep, there were almost 50% fewer diaries returned from men 18-24. Arbitron got back over 200 fewer diaries overall, but the bulk of that shortfall hit the hard-to-find young men. In the J/F results there were approximately 147 diaries returned from men 18-24; in the Spring sweep, 77. Possibly, each of these diaries was worth (in cume value) almost double their J/F value. This kind of fluctuation and instability can cause gray hairs, and may have at one AOR in particular.

In the J/F results, **WEEI-FM** was tied with **WBCN** for the lead among adults 18-34. However, in the Spring totals, WEEI-FM lost 43% of its overall share and now has an 18-34 share less than half of WBCN's. WEEI-FM's men 18-24 AQH figure in the spring was one-third of the winter figure. However, it should be noted that the station also suffered significant losses among men 25-34, a demo not as severely affected by diary return problems as the 18-24 cell.

For its part, WBCN employed an ad campaign using TV and newspaper ads, and the station gave away a pound of gold. As for on-air sound, now that the station's Music Director has gone to WCOZ, it will be interesting to see how WBCN fares in future surveys.

Among the 25-54-targeted stations, **WHDH** topped **WBZ** this sweep. In J/F '80 results WBZ actually nosed out WHDH for the overall lead in the 25-54 cell, but WHDH led this time with almost 15% of that audience, compared to just over 12% for WBZ.

Two other stations which made significant and perhaps related moves in the ratings are **WEEI** and **WJIB**. WJIB, the **Schulke**-formatted Beautiful Music station, dropped by more than 33%, while all-News WEEI enjoyed a double-digit increase. Since there is usually cume-sharing between two station like these, perhaps the WJIB listeners sampled WEEI longer this sweep.

Average	Persons	12+	Share	Trends
Monday-S	under See	Alldo	ioht	

	P(00): 29								
	A/M '79		J/A 179		O/N '79		J/F '80		A/M '80
1	WHDR-AM	11.2	WHDH-AM	10.6	WHDH-AM	11.1	WHDH-AM	9.7	WHDH-AMPAILL.
2	WBZ -AM	8.5	WJIB-FM	9.5	WJIB-FM	9.9	WJIB-FM	9.4	WBZ -AM (PA) 9.3
3	WJIB-FM	8.4	WBZ -AM	8.0	WBZ -AM	8.2	WBZ -AM	9.0	WEEL-AM (NO 8.0
4	WEEI-AM	6.4	WEEI-AM	6.7	WEEI-AM	7.2	WEEI-AM	6.9	WJIB-FH (MM) 6.4
5	WVBF-FM	6.3	WVBF-PM	6.0	WVBF-FM	5.9	WVBF FM	5.4	WBCN-FM (A) 6.2
6	WXKS-FM	5.5	WXKS-FM	5.9	WXKS-FM	5.5	WXKS-FM	5.4	WVBF-FM (PQ 5.3
7	WRKO-AM	5.3	WBCN-FM	5.2	WC OZ-FM	5.0	WBCN-FM	5 . 2	WXKS-FM @ 4.4
8	WBCN-FM	5.1	WITS-AM	5.0	WBCN-FM	4.7	WEEI-FM	5.1	WCOZ-FM (A) 4.1
9	WCOZ-FM	4.5	WCOZ-FM	4.4	₩RKO-AM	4.6	WCOZ-FM	4.1	WROR-FM PA 4.0
10	WITS-AM	4.5	WRKO-AM	4.1	WEEI-FM	4.4	WRKO-AM	3.8	WRKO-AMM 3.6
11			WEEI-FM		WITS-AM	4.1	WROR-FM	3.8	WITS-AMM 3.5
12			WSSH-FM		WROR-FM	3.3	₩ITS-AM	3.3	WEEI-FM (A) 2.9
13			WROR-FM		WSSH-FM		WHUE-FM	2.5	WXKS-AM (PA) 2.8
	WSSH-FM		WHU E-FM		WHUE-FM		WSSH-FM	2.4	WAAF-FM (A) 2.6
	WCRB-FM		WCGY-FM		WCRB-FM		WXKS-AM	1.9	WHUE-FM (BM) 2.4
	WBOS-FM		WHU E-AM		WAAF-FM		WAAF-FM	1.8	WS SH-FM (MM) 1.6
17			WAAF-FM		WBOS-FM	1.3	WJDA-AM	1.4	WHUE-AM (MM) 1.5
18			WILD-AM		WHUE-AM		WCRB-FM		WNTN-AM (0) 1.1
	WROL-AM		WJDA-AM		WROL-AM		WROL-AM		WROL-AM (ML) 1.0
	WCAS-AM		WROL-AM		WILD-AM		WILD-AM		WBOS-FM PAO.9
	WCGY-FM		WB OS - PM	0.9	₩JDA-AM	0.7	WHUE-AM	1.1	WJDA-AM (PA) 0.9
	WJDA-AM		WCRB-FM		WESX-AM		WBOS-FM	1.1	WCRB-FM (CL) 0.9
	WBZ -FM		WCCM-AM		WCGY-FM		WCGY-FM	1.0	WILD-AM (0.9
	WILD-AM		WHAV-FM	0.7	WCCM-AM		WDLW-AM	1.0	WDLW-AM (C) 0.8
	WEZE-AM		WBZ -FM		WEZE-AM	0.5	WBZ -FM	0.7	WESX-AM (PA) 0.8
	WSRS-FM		WESX-AM	0.6	WNTN-AM	0.5	WCAP-AM	0.6	WCGY-FM (PQ 0.7
	WUNR-AM		WUNR-AM	0.6	WBZ -FM	0.4	WC CM - AM	0.5	WBZ -FM (FG 0.6
	WESX-AM		WLLH-AM	0.5	WPLM-FM	0.4	WESX-AM	0.4	WCCM-AM (PA) 0.6
	WLLH-AM		WCAS-AM		WSRS-FM		WLYN-FM	0.3	WOKQ-FM (C) 0.5
	WPJB-FM		WCAP-AM		WLLH-AM	0.3			WLLH-AM (PO 0.4
	WXKS-AM	0.2	WFJB-PM		WDLW-AM	0.3			WCAP-AM (PA) 0.4
32			WEZE-AM	0.3	WCAS-AM	0.3			WSRS-FM (000) 0.4
33			_						WEZE-AM (ML) 0.4

Average Persons Trends/Rankings

Total 12+						
M-S, 6am-Midnight						
POP(00): 29419						
A/M '79						

1	WHDH-AM	566	WHDH-AM	551	WHDH-AM	528	WHDH-AM	516	WHDH-AM	568
2	WBZ -AM	428	WJIB-FM	493	WJIB-FM	474	WJIB-FM	501	WBZ -AM	475
3	WJIB-FM	425	WBZ -AM	419	WBZ -AM	391	WBZ -AM	480	WEEI-AM	4 0 8
4	WEEI-AM	325	WEEI-AM	348	WEEI-AM	345	WEEI-AM	368	WJIB-FM	328
5	WVBF-FM	318	WVBF-FM	312	WVBF-FM	283	WVBF-FM	290	WBCN-FM	316
6	WXKS-FM	277	WXKS-FM	309	WXKS-FM	261	WXKS-FM	286	WVBF-FM	271
7	WRKO-AM	266	WBCN-FM	270	WCOZ-FM	238	WBCN-FM	275	WXKS-FM	225
8	WBCN-FM	256	WITS-AM	261	WBCN-FM	2 2 5	WEEI-FM	272	WCOZ-FM	211
9	WCOZ-FM	227	WCOZ-FM	230	WRKO-AM	218	WCOZ-FM	220	WROR-FM	206
0	WITS-AM	226	WR KO-AM	216	WEEI-FM	208	WRKO-AM	203	WRKO-AM	182
HF,	6-10am									
1	WBZ -AM		WHDH-AM		WHDH-AM		WBZ -AM		WBZ -AM	
2	WHDH-AM		WBZ -AM		WBZ -AM					
3	WEEI-AM		WEEI-AM		WEEI-AM		WEEI-AM			
4	WJIB-FM		WJIB-FM		WJIB-PM		WJIB-FM		WVBF-FM	
5	WRKO-AM		WVBF-FM		WVBF-FM		WVBP-FM		WJIB-FM	
6	WVBF-FM		WBCN-FM		WR KO-AM		WBCN-FM		WBCN-FM	
7	WITS-AM		WITS-AM		WC OZ-FM		WR KO-AM		WR KO-AM	
8	WBCN-FM		WXKS-FM		WXKS-PM		WEEI-FM		WXKS-FM	
9	WXKS-FM		WRKO-AM		WBCN-FM		WXKS-FM		WROR-FM	
	WCOZ-FM		WC OZ -FM		WEEI-PM					
	234567890 F12345678	2 WBZ -AM 3 WJIB-FM 4 WEEI-AM 5 WVBF-FM 6 WXKS-FM 7 WRKO-AM 8 WBCN-FM 0 WITS-AM UF,6-10em 1 WBZ -AM 2 WBZ -AM 3 WEEI-AM 3 WEEI-AM 4 WJB-FM 6 WVBF-FM 6 WVBF-FM 8 WBCN-FM	2 WBZ -AM 428 3 WJIB-FM 425 4 WEEI-AM 325 5 WWBF-FM 318 6 WXKS-FM 277 7 WRKO-AM 266 8 WBCN-FM 256 9 WGOZ-FM 227 0 WITS-AM 226 F,8-10am 1 WBZ -AM 2 WHDH-AM 3 WEEI-AM 4 WJIB-FM 5 WRKO-AM 6 WVBF-FM 7 HITS-AM 8 WBCN-FM	2 WBZ -AM 428 WJIB-FM 3 WJIB-FM 325 WBZ -AM 4 WEEI-AM 325 WEEI-AM 5 WVBF-FM 318 WVBF-FM 6 WXKS-FM 277 WKKS-FM 7 WRKO-AM 266 WBCN-FM 0 WITS-AM 226 WRKO-AM 0 WITS-AM 226 WRKO-AM 1 WBZ -AM WBZ -AM 3 WEEI-AM WBZ -AM 3 WEEI-AM WBZ -AM 5 WRKO-AM WEEI-AM 4 WJIB-FM WJIB-FM 5 WRKO-AM WVBF-FM 6 WVBF-FM WDCN-FM 7 WITS-AM WITS-AM 8 WBCN-FM WXKS-FM	2 WBZ -AM 428 WJIB-FM 493 3 WJIB-FM 425 WBZ -AM 419 4 WEEI-AM 325 WEEI-AM 348 5 WVBF-FM 318 WVBF-FM 312 6 WXKS-FM 277 WXKS-FM 309 7 WRKO-AM 266 WBCN-FM 270 8 WBCN-FM 256 WITS-AM 261 9 WOZ-FM 227 WCOZ-FM 230 0 WITS-AM 226 WRKO-AM 216 4F,6-10em 1 WBZ -AM WHDH-AM WBZ -AM 30 3 WEEI-AM WEEI-AM WEEI-AM 30 3 WEEI-AM WEEI-AM WEEI-AM 45 WRKO-AM WEEI-AM WWBF-FM WWBF-FM WWSF-FM WWSF-FM WWSF-FM WWSF-FM WWSF-FM WWSF-FM WWSKS-FM WWSKS-FM	2 WBZ -AM 428 WJIB-FM 493 WJIB-FM 3 WJIB-FM 425 WBZ -AM 419 WBZ -AM 4 WEEI-AM 325 WEEI-AM 348 WEEI-AM 5 WWBF-FM 318 WWBF-FM 312 WVBF-FM 6 WXKS-FM 277 WXXS-FM 309 WXXS-FM 7 WRKO-AM 266 WBCN-FM 270 WCOZ-FM 8 WBCN-FM 256 WITS-AM 261 WBCN-FM 9 WCOZ-FM 227 WCOZ-FM 230 WRKO-AM 0 WITS-AM 226 WRKO-AM 216 WEEI-FM 4 WJB-FM WBZ -AM WBZ -AM 3 WEEI-AM WBZ -AM WBZ -AM 3 WEEI-AM WEEI-AM WEEI-AM 4 WJIB-FM WJIB-FM WJIB-FM 5 WRKO-AM WVBF-FM WVBF-FM WVBF-FM 6 WVBF-FM WBCN-FM WRKO-AM 8 WBCN-FM WXKS-FM WXKS-FM	2 WBZ -AM 428 WJIB-FM 493 WJIB-FM 474 3 WJIB-FM 425 WBZ -AM 419 WBZ -AM 391 4 WEEI-AM 325 WEEI-AM 348 WEEI-AM 345 5 WVBF-FM 318 WVBF-FM 312 WVBF-FM 263 6 WXKS-FM 277 WXKS-FM 309 WXKS-FM 261 7 WRKO-AM 266 WBCN-FM 270 WCOZ-FM 238 8 WBCN-FM 256 WITS-AM 261 WBCN-FM 259 9 WCOZ-FM 227 WCOZ-FM 230 WRKO-AM 218 0 WITS-AM 226 WRKO-AM 216 WEEI-FM 208 HF,6-10am WHDH-AM WHDH-AM WBZ -AM WBZ -AM WBZ -AM WBZ -AM WEEI-AM WEEI-AM WEEI-AM WEEI-AM WEEI-AM WBJB-FM WJIB-FM WJIB-FM WJIB-FM WJIB-FM WJIB-FM WJIB-FM WJIB-FM WJIB-FM WWSF-FM WVBF-FM WRKO-AM WRKO-AM WITS-AM WCOZ-FM WWKS-FM WXKS-FM WXKS-FM	2 WBZ -AM 428 WJIB-FM 493 WJIB-FM 474 WJIB-FM 3 WJIB-FM 425 WBZ -AM 419 WBZ -AM 391 WBZ -AM 5 WBEI-AM 325 WEEI-AM 348 WEEI-AM 345 WEEI-AM 365 WEEI-AM 365 WEEI-AM 365 WEEI-AM 365 WEEI-AM 365 WEEI-AM 366 WEEI-AM 318 WVBF-FM 312 WVBF-FM 283 WVBF-FM 7 WRKO-AM 266 WBCN-FM 270 WCCQ-FM 238 WBCN-FM 8 WBCN-FM 256 WITS-AM 261 WBCN-FM 225 WEEI-FM 260 WRKO-AM 216 WCQ-FM 227 WCQZ-FM 230 WRKO-AM 216 WCQZ-FM 260 WRKO-AM 216 WEEI-FM 260 WRKO-AM 216 WEEI-FM 260 WRKO-AM 216 WEEI-FM 260 WRKO-AM 260 W	2 WBZ -AM 428 WJIB-FM 493 WJIB-FM 391 WBZ -AM 391 WBZ -AM 480 3 WJIB-FM 425 WBZ -AM 419 WBZ -AM 391 WBZ -AM 480 4 WEEI-AM 325 WEEI-AM 348 WEEI-AM 345 WEEI-AM 365 5 WWBF-FM 318 WVBF-FM 312 WVBF-FM 283 WVBF-FM 290 6 WXKS-FM 277 WXKS-FM 309 WXKS-FM 261 WXKS-FM 266 7 WRKO-AM 266 WBCN-FM 270 WCOZ-FM 238 WBCN-FM 272 8 WBCN-FM 256 WITS-AM 261 WBCN-FM 225 WEEI-FM 272 9 WCOZ-FM 227 WCOZ-FM 230 WRKO-AM 218 WCOZ-FM 220 0 WITS-AM 226 WRKO-AM 216 WEEI-FM 208 WRKO-AM 203 4F,6-10am 1 WBZ -AM WHDH-AM WBZ -AM WBZ -AM WHDH-AM 30 WEEI-AM WBZ -AM WJIB-FM WJIB-FM WJIB-FM WJIB-FM WJIB-FM WJIB-FM WJB-FM WBCN-FM WBCN-FM WBCN-FM WBCN-FM WRKO-AM WBCN-FM WRKO-AM WBCN-FM WRKO-AM WRKO-AM WBCN-FM WRKO-AM WBCN-FM WRKO-AM WRKO-AM WBCN-FM WRKO-AM WRKO-AM WRKO-AM WBCN-FM WRKO-AM WRKO-AM WRKO-AM WBCN-FM WRKO-AM WRKO-AM WRKO-AM WBCN-FM WRKO-AM WRKO-FM WRKO-AM WRKO-FM WRKO-FM WRKS-FM WRKS-FM WRKO-FM WRKS-FM WRKS-FM WRKS-FM WRKS-FM WRKO-FM WRKS-FM WR	2 WBZ -AM

M-F, 3-7pm				
1 WHDH-AM	WJIB-FM	WJIB-FM	WJIB-FM	WHDH-AM
2 WVBF-FM	WHDH-AM	WHDH-AM	WHDH-AM	WBZ -AM
3 WJIB-FM 4 WBZ -AM	WBZ -AM WXKS-FM	WBZ -AM WVBF-FM	WXKS~FM WBZ -AM	WEEI-AM
5 WXKS-FM	WEEI-AM	WXKS-FM	WEEI-AM	WJIB-FM WBCN-FM
6 WRKO-AM	WV8F-FM	WEEI-AM	WEEI-FM	WITS-AM
7 WEEL-AM 8 WBCN-FM	WBCN-FM WRKO-AM	WBCN-FM WEEI-FM	WVBF-FM WBCN-FM	WVBF-FM WCOZ-FM
9 WCOZ-FM	WITS-AM	WR KO-AM	WITS-AM	WXKS-FM
10 WITS-AM	WCOZ-FM	WC OZ-FM	WCOZ-FM	WROR-FM
Teens MS fem Midnight				
M-S, 6am-Midnight POP(00): 3652				
A/M 179	J/A 179	O/N 179	J/F 180	A/M 'B0
1 WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM
2 WXKS-FM	WCOZ-FM	WXKS-FM	WXKS-FM	WXKS-FM
3 WRKO-AM M-F, 6-10am	WRKO-AM	WR KO-AM	WR KO-AM	WAAF-FM
1 WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM
2 WRKO-AM	WC O Z - FM	WC OZ -FM	WBZ -AM	WRKO-AM
3 WXKS-FM	WRKO-AM	WR KO-AH	WXKS-FM	WXKS-FM
M-F. 3-7pm 1 WVBF-FM				
2 WXKS-FM	WVBF-FM WRKO-AM	WVBF-FM WXKS-FM	WVBF-FM WXKS-FM	WVBF-FM WXKS-FM
3 WRKO-AM	WXKS-FM	WR KO-AM	WCOZ-FM	WAAF-FM
Adults 18-34				
M-S, 6am, Midnight				
POP(00): 10594 AM'79	J/A 179	O/N 179	J/F '80	4.54.1-0
1 WBCR-PH	WBCN-FM	WBCN-FM	WBCN-FM	AM 'BO WBCN-FM
2 WCOZ-FM	WXKS-PM	WCOZ-FM	WEEI-FM	WCOZ-FH
3 WXKS-FM 4 WRKO-AM	WCOZ-FM WEEI-FM	WEEI-FM	WCOZ-FM	WROR-PH
5 WEEI-FM	WHDH-AM	WXKS-PM WVBF-FM	WROR-FM WXKS-FM	WHDH-AM WVBF-FM
6 WVBF-FM	WVBF-FM	WHDH-AM	WHDR-AM	WXKS-PM
7 WROR-FM 8 WHDH-AM	WRKO-AM WROR-FM	WROR-FM WRKO-AM	WVBP-FM WBZ -AM	WEEL-FM WBZ -AM
9 WBZ -AM	WBZ -AM	WBZ -AM	WR KO-AM	WR KO-AM
10 WCAS-AM	WC GY-PM	WJIB-FM	WAAP-FM	WAAF-PM
M-F, 6-10am 1 WBCN~FM	WBCN-FM	WHDH-AM	WBCN-FM	WBC N-FM
2 WRKO-AM	WA-HORW	WBCN-FM	WHOH-AM	WHON-AM
3 WBZ -AM 4 WCOZ-FM	WXKS-FM WCOZ-FM	WC O Z - FM	WEEI-FM	WBZ -AM
5 WHDH-AM	WBZ -AM	WRKO-AM WEEI-FM	WBZ -AM WVBF-FM	WVBF-FM WROR-FM
6 WEEI-FM	WEEI-FM	WVBF-FM	WR KO-AM	WR KO-AM
7 WXKS-FM 8 WROR-FM	WROR-FM WREO-AM	WBZ -AM WXKS-FM	WCOZ-FM WXKS-FM	WXKS-FM WCOZ-FM
9 WVBF-FM	WVBF-FM	WROR-FM	WROR-FM	WEEI-FM
10 WJIB-FM	WEET-AM	WEEI-AM	WEEI-AM	WEEI-AM
M-F, 3-7pm 1 WBCN-FM	WB CN-FM	WBCN-FM		
2 WCOZ-FM	WXKS-PM	WEEI-FM	WEEI-PM WBCN-FM	WBCN-FM WCOZ-FM
3 WXKS-FM	WEEI-FM	WXKS-FM	WXKS-FM	WXKS-FM
4 WRKO-AM 5 WEEI-FM	WHDH-AM WCOZ-PM	WCOZ-FM WVBF-FM	WROR-FM WCOZ-FM	WROR-FM WHDH-AM
6 WROR-FM	WVBF-PM	WROR-FM	WHDH-AM	WVBF-FM
7 WVBF-FM 8 WHDH-AM	WRKO-AM WROR-FM	WHDH-AM WRKO-AM	WVBF-FM WBZ -AM	WEEI-FM WBZ -AM
9 WBZ -AM	WBZ -AM	WBZ -AM	WR KO-AM	WR KO-AM
10 WCAS-AM	WC GY-FM	WJIB-FM	WJIB-FM	WAAF-FM
Adults 25-54 M-S, 6am-Midnight				
POP(00): 13285				
AM '79	J/A 179	O/N *79	J/F '80	A/M 180
1 WHDH-AM	WHDH-AM	WHDH-AM	WBZ -AM	WHDH-AM
2 WBZ -AM 3 WJIB-FM	WJIB-FM WBZ -AM	WBZ -AM WJIB-FM	WHDH-AM W.IIR-FM	WBZ -AM WJIB-PM
4 WITS-AM	WXKS-FM	WEEI-FM	WEEI-FM	WBC N-FM
5 WRKO-AM 6 WHUE-FM	WITS-AM WEEI-AM	WEEI-AM WXKS-FM	WEEI-AM WBCN-FM	WEEI-AM WROR-PM
7 WEEL-AM	WEEI-FM	WITS-AM	WRKO-AM	WR KO-AM
8 WVBF-PM 9 WROR-FM	WBCN-FM WRKO-AM	WRKO-AM WBCN-FM	WROR-FM WXKS-FM	WXKS-AM
10 WEEI-PM	WVBF-FM	WVBF-FM	WITS-AM	WEEI-PM Whue-PM
M-F, 6-10am				
1 WHDH-AM 2 WBZ -AM	WHDH-AM WBZ -AM	WHDH-AM	WBZ -AM WHDH-AM	WBZ -AM
3 WEEL-AM	WEEI-AM	WBZ -AM Weei-Am	WEEL-AM	WHDH-AM WEEI-AM
4 WJIB-FM	WJIB-FM	WJIB-FM	WJIB-FM	WR KO-AM
5 WITS-AM 6 WRKO-AM	WBCN-FM WITS-AM	WRKO-AM WEEI-FM	WRKO-AM WEEI-FM	WJIB-FM WBCN-FM
7 WHUE-FM	WRKO-AM	WVBF-FM	WBCN-FM	WROR-PM
8 WBCN-FM 9 WVBF-FM	WXKS-FM WEEI-FM	WBCN-FM WXKS-FM	WVBF-FM	WVBF-FM
10 WROR-FM	WVBF-FM	WXKS-FM WCOZ-FM	WITS-AM WROR-FM	WXKS-FM WEEI-FM
M-F, 3-7pm				
1 WHDH-AM	WHDH-AM	WHDH-AM	WHDH-AM	WHDH-AM
2 WBZ -AM 3 WJIB-FM	WJIB-PM WBZ -AM	WBZ -AM WJIB-FM	WBZ -AM WJIB-FM	WBZ -AM WBCN-FM
4 WRKO-AM	WEEI-AM	WEEI-FM	WEEI-FM	WJIB-FM
5 WVBF-FM 6 WITS-AM	WEEI-FM WRKO-AM	WXKS-FM WBCN-FM	WEEI-AM WITS-AM	WRKO-AM WEEI-AM
7 WEEI-AM	WITS-AM	WITS-AM	WRKO-AM	WROR-FM
8 WROR-FM	WXKS-FM	WRKO-AM	WROR-FM	WXKS-AM
9 WEEI-FM 10 WHUE-FM	WBCN-FM WVBF-FM	WEEI-AM WVBF-FM	WBCN-FM WXKS-FM	WITS-AM WEEI-FM
		ersons Trends		-
	-unie r		ankings	

Total 12+ M-S, 6am-Midnight POP(00): 29419

_	A/M 179		J/A 179		O/N '79		J/F '80		A/M '80	
1	WBZ -AM	7802	WADH-AM	7544	WHDH-AM	7676	WBZ -AM	8041	WBZ -AM	8178
2	WHDH-AM	7189	WBZ -AM	7320	WBZ -AM	7494	WHDH-AM	7383	WHDH-AM	7372
3	WRKO-AM	6300	WRKO-AM	5390	WJIB~FM	5906	WEEI-AM	5887	WEEL-AM	6329
4	WJIB-FM	4863	WJIB-FM	5267	WEET-AM	5760	WJIB-FM		WJIB-FM	5070
5	WEEL-AM	4839	WEEI-AM	5042	WRKO-AM	5483	WVBF-PM	4948	WR KO-AM	4914
6	WVBF-FM	4813	WVBF-FM	4430	WVBF-FM	4893	WRKO-AM	4924	WVBF-FM	4468
7	WITS-AM	4118	WITS-AM	4295	WXKS-FM	3569	WBCN-FM	3805	WBCN-FM	3577
8	WXKS-FM	3517	WXKS-FH	4043	WCOZ-FM	3 2 6 9	WXKS-PM	3662	WROR-FM	3466
9	WCOZ-FM	3148	WBCN-FM	3420	WEEI-FM	3130	WEET-FM	3438	WC O Z - FM	3131
10	WROR-FM	3044	WCOZ-FM	3354	WROR-FM	3052	WROR-FM		WITS-AM	3057

Boston

Continued

44.0	Com Midalaha				
Геє	ens				
10	WITS-AM	WITS-AM	WC OZ-FM	WROR-FM	WXKS-FM
	WBCN-FM	WBC N-FM	WEEI-FM	WEEI-PM	WCOZ-FM
8	WCOZ-FM	WCOZ-FM	WBCN-FM	WBCN-FM	WITS-AM
7	WEEI-AM	WEEI-AM	WXKS-FM	WR KO-AM	WBCN-FM
6	WXKS-FM	WXKS-FM	WEEI-AM	WXKS-FM	WR KO-AM
5	WJIB-FM	WVBF-FM	WRKO-AM	WEEI-AM	WJIB-FM
4	WHDH-AM	WRKO-AM	WBZ -AM	WVBF-FM	WVBF-FM
3	WVBF-FM	WJIB-FM	WVBF-FM	WHDH-AM	WEEI-AM
2	WRKO-AM	WBZ -AM	WHDH-AM	WBZ -AM	WBZ -AM
1	WBZ -AM	WHDR-AM	WJIB-FM	WJIB-FM	WADH-AM
AF.	3-7pm				
10	WITS-AM	WEEI-FM	WROR-FM	WCOZ-FM	WEEI-FM
	WCOZ-FM	WCOZ-FM	WEEI-FM	WXKS-FM	WXKS-FM
	WBCN-FM	WBCN-FM	WC O Z - FM	WEEI-FM	WROR-FM
7		WXKS-FM	WXKS-FM	WBCN-FM	WBCN-FM
	WJIB-FM	WRKO-AM	WVBF-FM	WJIB-FM	WJIB-FM
_	WVBF-FM	WVBF-FM	WJIB-FM	WRKO-AM	WRKO-AM
	WRKO-AM	WJIB-FM	WRKO-AM	WVBF-FM	WVBF-FM
_	WEEI-AM	WEE I - AM	WEEI-AM	WHDR-AM	WHDH-AM
	WHDH-AM	WBZ -AM	WBZ -AM	WEEL-AM	WEEI-AM
	WBZ -AM	WHDH-AM	WHDH-AM	WBZ -AM	WBZ -AM
	, 6-10am				

100113	
VI-S, 6am-Midr	night
000(00).	2660

	1 (00). 3032				
	A/M '79	J/A '79	O/N 179	J/F '80	A/M '80
1	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM	WV BF-FM
2	WRKO-AM	WR KO-AM	WRKO-AM	WRKO-AM	WR KO-AM
3	WXKS-FM	WCOZ-FM	WC OZ -FM	WXKS-FM	WCOZ-FM
N-F	, 6-10am				
1	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM
2	WRKO-AM	WR KO-AM	WCOZ-FM	WRKO-AM	WR KO-AM
3	WXKS-FM	WXKS-FM	WRKO-AM	WBZ -AM	WBZ -AM
#F	, 3-7pm				
1	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM
2	WREO-AM	WRKO-AM	WRKO-AM	WXKS-FM	WR KO-AM
3	WXKS-FM	WCOZ-FM	WXKS-FM	WRKO-AM	WCOZ-FM
8.4	ls 40 04				

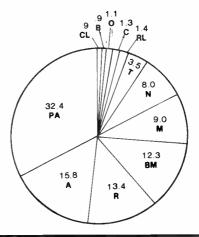
	uits 16-34 ,6am-Midnight					
	P(00): 10594					
	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80	
1	WRKO-AM	WRKO-AM	WRKO-AM	WBCN-FM	WBCN-FM	_
2	WCOZ-FM	WBCN-FM	WHDH-AM	WRKO-AM	WRKO-AM	
3	WBCN-FM	WXKS-FM	WVBF-FM	WEEI-FM	WROR-FM	
4	WBZ -AM	WCOZ-FM	WBZ -AM	WROR-FM	MA-HORW	
- 5	WVBF-FM	WHDR-AM	WBCN-FM	WC OZ-FM	WBZ -AM	
6	WROR-FM	WEEI-FM	WEEI-FM	WHDH-AM	WEEI-FM	
7	WEEI-FM	WVBF-FM	WCOZ-FM	WVBF-FM	WC OZ-FM	
8	WHDR-AM	WBZ -AM	WROR-FM	WBZ -AM	WVBF-FM	
9	WXES-FM	WROR-FM	WXKS-FM	WXKS-FM	WXKS-FM	
ιo	WITS-AM	WITS-AM	WEEI-AM	WAAF-FM	WEEI-AM	
W-F	, 6-10am					
1	WREO-AM	WADH-AM	WR KO-AM	WBCN-FM	WBCN-FM	
2	WBCN-FM	WRKO-AM	WRDH-AM	WEEI-FM	WNDH-AM	
3	MA- SEW	WBCN-FM	WVBF-FM	WBZ -AM	WBZ -AM	
4	WCOZ-FM	WCOZ-FM	WBZ -AM	WVBF-FM	WREO-AM	
5	WEEI-FM	WVBF-FM	WCOZ-FM	WR KO-AM	WVBF-PM	
6	WVBF-FM	WEEI-FM	WBC N-FM	WHDH-AM	WEEL-PM	
7	WMDH-AM	WXKS-FM	WROR ∹FM	WCOZ-FM	wxks-pm	
8	WKKS-FM	WBZ -AM	WEEL-PM	WROR-FM	WROR-FM	
9	WROR-FM	WROR-FM	WXKS-PM	WXKS-FM	WCOZ-FM	
10	MKEI-AM	WEEL-AM	WEEI-AM	WEEI-AM	WEEI-AM	
M-F	, 3-7pm					
1	WRKO-AM	WBCN-FM	WVRF-FM	WEEI-FM	WBCN-FM	
2	WCOZ-FM	WXKS-FM	WRKO-AM	WBCN-FM	WC O Z - FM	
3	WBCN-FM	WRKO-AM	WBCN-FM	WROR-FM	WEEI-FM	
4	WXKS-FM	WCOZ-FM	WXKS-FM	WVBF-FM	WROR-FM	
5	WROR-FM	WEEI-FM	WEEI-FM	WXKS-FM	WXKS-FM	
6	WEEI-FM	WVBF-FM	WCOZ-FM	WR KO-AM	WHDH-AM	
7	WVBF-FM	WHD H-AM	WROR-FM	WCOZ-FM	WRKO-AM	
8	WBZ -AM	WROR-FM	WHDH-AM	WHDH-AM	WVBF-FM	
9	WHDH-AM	WBZ -AM	WBZ -AM	WBZ -AM	WBZ -AM	
10	WBOS-FM	WC GY - FM	WJIB-FM	WAAF-FM	WAAF-FM	

Adults 25-54 M-S, 6am-Midnight

A/M '79	J/A *79	O/N '79	J/F '80	08° M/A
1 WBZ -AM	WHDH-AM	WBZ -AM	WBZ -AM	WBZ -AM
2 WHDH-AM	WBZ -AM	WHDH-AM	WHDH-AM	WHDH-AM
3 WRKO-AM	WJIB-FM	WJIB-FM	WEEI-AM	WEEI-AM
4 WJIB-FM	WRKO-AM	WEEI-AM	WJIB-FM	WJIB-FM
5 WITS-AM	WEEI-AM	WRKO-AM	WR KO-AM	WRKO-AM
6 WEEL-AM	WITS-AM	WEEI-FM	WEEI-FM	WEEI-FM
7 WEEI-FM	WXKS-FM	WVBF-FM	WVBF-FM	WROR-FM
8 WROR-FM	WEEI-FM	WROR-FM	WROR-FM	WBCN-FM
9 WVBF-FM	WVBF-FM	WXKS-FM	WBCN-FM	WVBF-FM
10 WXKS-FM	WBCN-FM	WBCN-FM	WXKS-FM	WITS-AM
M-F, 6-10am				
1 WBZ -AM	WHDH-AM	WHDH-AM	WBZ -AM	WBZ -AM
2 WHDH-AM	WBZ -AM	WBZ -AM	WHDH-AM	WHDH-AM
3 WEEI-AM	WJIB-FM	WEEI-AM	WEEI-AM	WEEI-AM
4 WRKO-AM	WEEI-AM	WJIB-FM	WRKO-AM	WRKO-AM
5 WJIB-FM	WRKO-AM	WR KO-AM	WJIB-FM	WJIB-FM
6 WVBF-FM	WVBF-FM	WVBF-FM	WEEI-FM	WBCN-FM
7 WEEL-FM	WEEI-FM	WEEI-FM	WBCN-FM	WROR-FM
8 WHUE-FM	WXKS-FM	WROR-FM	WVBF-FM	WEEI-FM
9 WROR-FM	WBCN-FM	WXKS-FM	WROR-FM	WVBF-FM
10 WITS-AM	WROR-FM	WBCN-FM	WXKS-FM	WXKS-FM
M-F, 3-7pm				
1 WBZ -AM	WHDH-AM	WHDH-AM	WBZ -AM	WHDH-AM
2 WHDH-AM	WBZ -AM	WBZ -AM	WHDH-AM	WBZ -AM
3 WRKO-AM	WJIB-FM	WJIB-FM	WJIB-FM	WEEI-AM
4 WJIB-FM	WRKO-AM	WEEI-FM	WEEI-AM	WJIB-FM
5 WEEI-AM	WEEI-AM	WEEI-AM	WEEI-FM	WRKO-AM
6 WVBF-FM	WXKS-FM	WR KO-AM	WRKO-AM	WEEI-FM
7 WROR-FM	WITS-AM	WXKS-FM	WROR-FM	WROR-FM
8 WEEI-FM	WEFI-FM	WROR-FM	WXKS~FM	WBCN-FM
9 WXKS-FM	WROR-FM	WVBF-FM	WVBF-FM	WITS-AM
10 WITS-AM	WVBF-FM	WBCN-FM	WBCN-FM	WXKS-FM

Format Penetration Chart

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



Format Legend

Data from Market Buy Market TM

Bridgeport

A/M '80 Market Overview

Quarterly Measurement's after-effects is the big story here. Being in the New York City TSA, Bridgeport received its first 12-week survey this spring. Since Arbitron oversampled to protect against a shortfall in the first QM survey, twice as many diaries were received back this spring as compared to last year. The A/M '79 total was 373, while the A/M '80 figure was 750, theoretically indicating less fluctuation from sampling problems.

There's a new king of the hill in Bridgeport, Beautiful Music WEZN. WEZN supplanted WICC in the top position, and in the process strengthened its hold on the 45+ audience.

WICC, though now ranked second overall to WEZN, has no problems selling this book. The station still led in the two most desirable sales categories - 18-34 and 25-54, with shares of approximately 18% and 22%, respectively. WICC staged no major promotions for the extended survey but did give away \$60,000 in \$60 amounts to listeners. Outside advertising consisted primarily of billboards, with some local newspaper advertising tied in.

Average	Persons	12+	Share	Trends
Monday-S	unday Ban	-Milde	inht	

Monday-Sunda	ay, 6am-Midnight
POP(00):	3592

	A/M '78		A/M '79		A/M '80
1	WICC-AM	17.0	WICC-AM	16.7	WEZN-F:1(BM)16.
2	WEZN-FM	15.8	WEZN-FM	13.7	WICC-AM (R) 15.
3	WDJZ AM	8.0	WNAB-AM	8.6	WNBC-AM (P) 9.
4	WNBC-AM	7.8	WNBC-AM	7.9	WNAB-AM (PA) 8.
5	WNAB-AM	7.4	WPLR-FM	7.2	WDJZ-AM (88) 7.
6	WPLR-FM	6.8	WDJ Z-AM	6.4	WPLR-FM (A) 6.
7	WOR AM	2.8	WC BS-AM	4.1	WCBS-AM (N) 5.
8	WABC~AM	2.5	WKCI-FM	3.0	WKCI-FM (BM) 3.
9	WHN -AM	2.4	WHN -AM	3.0	WRKI-FM (A) 2.
10	WCBS-AM	2.2	WADS-AM	2.5	WOR -AM TO 2.
11	WRKI-FM	2.1	WRKI-FM	2.4	WHN -AM (C) 2.
12	WADS-AM	2.1	WOR -AM	2.4	WBLS-FM (B) 1.
1.3	WBLI-FM	1.5	WWYZ-FM	1.9	WADS-AM (PA) 1.
14	WBLS-FM	1.5	WMCA-AM	1 - 6	WLYO-FM (R) 1.
15	WPLJ-FM	1.0	WABC-AM	1.6	WRFM-FM (BM) 1.
16	WMCA-AM	1.0	WINS-AM	1.3	WCBS-FM (O) 0.
17	WKCI-FM	1.0	WBLS-FM	1.0	WMCA-AM (T) 0.
18	WAVZ-AM	0.9	WLYQ-FM	1.0	WOXR-FM (CL) 0.
19	WTIC-AM	0.7	WCBS-FM	1.0	WINS-AM (NO O.
20	WELI-AM	0.7	WBLI-FM	0.8	WWYZ-FM (PA) O.
2 1	WOXR-AM	0.6	WELI-AM	0.8	WBLI-FM (0) 0.
22	WXLO-FM	0.4	WRFM-FM	0.8	WABC-AM (P) O.
23	WINS AM	0.4	WTIC-AM	0.6	WPLJ-FM(A) O.
24	WQXR~FM	0.0	WQXR-FM	0.6	WDRC-FM (A) O.
25			WPLJ-FM	0.5	WKTU-FM (B) 0.
26			WDRC-FM	0.5	WNEW-AM (PA) O.
27			WMMM - AM	0.5	WPJF FM (88) 0.
28			WQXR-AM	0.5	WMMM - AM (BM) O .
29			WXLO-FM	0.3	WOXR-AM (CL) 0.

Average Persons Trends/Rankings

Total 12+

PO P (00): 3592					
	A/M '78		A/M '79		A/M '80	
1	WICC-AM	115	WICC-AM	105	WEZN-FM	100
2	WEZN-FM	107	WEZN-FM	8.6	WICC-AM	93
3	WDJZ-AM	5 4	WNAB-AM	5 4	WNBC-AM	57
4	WNBC-AM	53	WNBC-AM	50	WNAB-AM	5 1
5	W NA B - AM	50	WPLR-FM	4.5	WDJ Z-AM	44
M-F, 6-	-10am					
1	WICC-AM		WICC-AM		WICC-AM	
2	WEZN-FM		WNAB-AM		WEZN-FM	
3	WNAB-AM		WEZN-FM		WNAB-AM	
4	WNBC-AM		WNBC-AM		WNBC-AM	
5	WDJ Z - AM		WCBS-AM		WCBS-AM	
M-F, 3-	7pm					
1	WEZN-FM		WICC-AM		WEZN-FM	
2	WICC-AM		WEZN-FM		WICC-Att	
3	WNBC-AM		WNBC-AM		WNBC-AM	
4	WDJZ AM		WPLR-FM		WPLR-FM	
5	WPLR-FM		WDJ Z - AM		WDJ Z - AM	

M-S, 6am-f	•		
POP(00)): 452 / M'78	A/M '79	A/M '80
1 WN	BC-AM	WNBC-AM	W NBC - AM
2 WP	LR-FM	WPLR-FM	WPLR-FM
3 W I	CC-AM	WICC-AM	WICC-AM
M-F, 6-10ar	m		
1 W N	BC-AM	WNBC-AM	WNBC-AM
2 WI	C C - AM	WICC-AM	WICC-AM
3 WP	LR-FM	WPLR-FM	WPLR-FM

M-F, 3-7pm		
1 WNBC-AM	WNBC-AM	WNBC-AM
2 WPLR-FM	WPLR-FM	WPLR-FM
3 WICC-AM	WICC-AM	WRKI-FM
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 1177		
A/M '78	A/M 179	A/M '80
1 WICC-AM	WICC-AM	WICC-AM
2 WPLR-FM	WPLR-FM	WPLR-FM
3 WNBC-AM	WNBC-AM	WNBC-AM
4 WFZN-FM	WEZN-FM	WKCI-FM
5 WNAB-AM	WRKI-FM	WEZN-FM
M-F, 6-10am		
1 WICC-AM	WICC-AM	WICC-AM
2 WNBC-AM	WNBC-AM	WNBC-AM
3 WPLR-FM	WPLR-FM	WPLR-FM
4 WEZN-FM	WEZN-FM	WEZN-FN
5 W NA B - AM	WRKI-FM	WKCI-FM
M-F, 3-7pm		
1 WICC-AM	WICC-AM	WICC-AM
2 WEZN-FM	WPLR-FM	WPLR-FM
3 WPLR-FM	WNBC-AM	WNBC-AM
4 WNBC-AM	WEZN-FM	WEZN-FM
5 WNAB-AM	WWYZ-FM	WKCI-FM
dults 25-54		
A-S, Bam-Midnight		
OP(00): 1691		
A/M '78	A/M 179	A/M '80
1 WEZN-FM	WICC-AM	WICC-AM
2 WICC-AM	WEZN-FM	WEZN-FM
3 WNAB-AM	WNAB-AM	WNBC-AM
4 WDJZ-AM	WNBC -AM	WDJ Z-AM
4 WDJZ-AM 5 WNBC-AM	WNBC +AM WDJ Z - AM	WDJ Z-AM WNAB-AM
5 WNBC-AM NF, 6-10am		
5 WNBC-AM N-F, 6-10am 1 WICC-AM	WDJZ-AM WICC-AN	
5 WNBC-AM 1	WDJZ-AM WICC-AN WEZN-FM	WNAB-AM
5 WNBC-AM NF, 6-10em 1 WICC-AM 2 WEZN-FM 3 WNAB-AM	W DJ Z - AM W I CC - AN W E Z N - FM W NA B - AM	WNAB-AM WICC-AM
5 WNBC-AM 1	WDJZ-AM WICC-AN WEZN-FM	WNAB-AM WICC-AM WEZN-FM WNBC-AM WNAB-AM
5 WNBC-AM NF, 6-10em 1 WICC-AM 2 WEZN-FM 3 WNAB-AM	W DJ Z - AM W I CC - AN W E Z N - FM W NA B - AM	WNAB-AM WICC-AM WEZN-FM WNBC-AM
5 WNBC-AM NF, 6-10em 1 WICC-AM 2 WEZN-FM 3 WNAB-AM 4 WPLR-FM	WDJ2-AM WICC-AN WEZN-FM WNAB-AM WNBC-AM	WNAB-AM WICC-AM WEZN-FM WNBC-AM WNAB-AM
5 WNBC-AM #F, 8-10am 1 WICC-AM 2 WEZN-FM 3 WNAB-AM 4 WPLR-FM 5 WHN -AM #F, 3-7pm 1 WEZN-FM	WDJ2-AM WICC-AN WEZN-FM WNAB-AM WNBC-AM	WNAB-AM WICC-AM WEZN-FM WNBC-AM WNAB-AM
5 WNBC-AM #F,6-10am 1 WICC-AM 2 WEZN-FM 3 WNAB-AM 4 WPLR-FM 5 WHN -AM #F,9-7pm 1 WEZN-FM 2 WICC-AM	WDJ2-AM WICC-AN WEZN-FM WNAB-AM WNBC-AM WHN -AM	WNAB-AM WICC-AM WEZN-FM WNBC-AM WNAB-AM WCBS-AM
5 WNBC-AM #F, 8-10am 1 WICC-AM 2 WEZN-FM 3 WNAB-AM 4 WPLR-FM 5 WHN -AM #F, 3-7pm 1 WEZN-FM	WIDJ 2 - AM WICC - AN WEZN - FM WNAB - AM WNBC - AM WHN - AM	WNAB-AM WICC-AM WEZN-FM WNBC-AM WNAB-AM WCBS-AM
5 WNBC-AM #F,6-10am 1 WICC-AM 2 WEZN-FM 3 WNAB-AM 4 WPLR-FM 5 WHN -AM #F,9-7pm 1 WEZN-FM 2 WICC-AM	WDJZ-AM WICC-AN WEZN-FM WNAB-AM WNBC-AM WHN - AM	WNAB-AM WICC-AM WEZN-FM WNBC-AM WNAB-AM WCBS-AM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Mk

POP((00):	3592

POP	(00): 359	2				
	A/M '78		A/M '79		A/M '80	
1	WICC-AM	1807	WICC-AM	1779	WICC-AM	16
2	WNBC-AM	1026	WEZN-FM	954	WNBC-AM	11
3	WEZN-FM	996	WNBC-AM	915	WEZN-FM	10
4	WNA B-AM	747	WNAB-AM	807	WNAB-AM	7
5	WABC-AM	570	WPLR-FM	801	WCBS-AM	6
M-F, 6	-10am					
1	WICC-AM		WICC-AM		WICC-AM	
	WNBC-AM		WNBC-AM		WNBC-AM	
3	WEZN-FM		WNAB-AM		WEZN-FM	
4	WNAB-AM		WCBS-AM		W NAB - AM	
5	WDJZ-AM		WEZN-FM		WCBS-AM	
M-F. 3	7pm					
1	WICC-AM		WICC-AM		WICC-AM	
2	W NB C - AM		W NBC - AM		WEZN-FM	
3	WEZN-FM		WEZN-FM		WNBC-AM	
4	WDJZ AM		WPLR-FM		WCBS-AM	
5	WNAB-AM		WCBS-AM		WPLR-FM	

POP

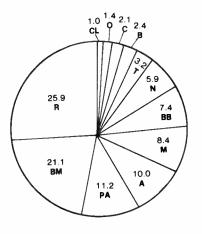
2 WNBC-AM	WNBC-AM	WEZN-FM
3 WEZN-FM	WEZN-FM	WNBC-AM
4 WDJZ AM	WPLR-FM	WC BS-AM
5 WNAB-AM	WCBS-AM	WPLR-FM
Teens		
M-S, 6am-Midnight		
POP(00): 452		
A/M '78	A/M 179	A/M '80
1 WNBC-AM	WNBC-AM	WNBC-AM
2 WICC-AM	WPLR-FM	WICC-AM
3 WPLR-FM	WICC-AM	WPLR-FM
M-F, 6-10am		
1 WNBC-AM	WNBC-AM	WNBC-AM
2 WICC-AM	WICC-AM	WICC-AN
3 WPLR-FM	WPLR-FM	WPLR-FM
M-F, 3-7pm		
1 WNBC-AM	WNBC-AM	WNBC-AM
2 WICC-AM	WPLR-FM	WPLR-FM
3 WRKI-FM	WICC AM	WICC-AM
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 1177		
A/M '78	A/M '79	A/M '80
1 WICC-AM	WICC-AM	WICC-AM
2 WNBC-AM	WPLR-FM	WNBC-AM
3 WPLR-FM	WNBC-AM	WPLR-FM
4 WABC-AM	WABC-AM	WRKI-FM
5 WNAB-AM	WRKI-FM	WKCI~FM
M-F, 6-10am		
1 WICC-AM	WICC-AM	WICC-AM
2 WNBC-AM	WNBC-AM	WNBC-AM
3 WPLR-FM	WPLR-FM	WPLR-FM
4 WABC-AM	WRKI-FM	WKCI-FM
5 WNAB-AM	WABC-AM	WRKI-FM
M-F, 3-7pm		
1 WICC-AM	WICC-AM	WICC-AM
2 WNBC-AM	WPLR-FM	WNBC-AM
3 WPLR-FM	WNBC-AM	WPLR-FM
4 WNAB-AM		
	WRKI-FM	WEZN-FM
5 WABC-AM	WRKI-FM WWYZ-FM	WEZN-FM WKCI-FM

Adults 25-54

	A/M '78	A/M '79	A/M '80
1	WICC-AM	WICC-AM	WICC-AN
2	WEZN-FM	WEZN-FM	WNBC-AM
3	WNBC-AM	WNA B - AM	WEZN-FM
4	W NA B - A M	WNBC-AM	WC B S - AM
5	WDJZ-AM	WCBS-AM	WNAB-AM
M-F, 6-1	0em		
1	WICC-AM	WICC-AM	W1CC-AN
2	WEZN-FM	WEZN-FM	WNBC-AM
3	WNBC-AM	WNAB-AM	WEZN-FM
4	WNAB-AM	WNBC-AM	WCBS-AM
5	WDJ Z-AM	WC RS-AM	WNAB-AN
M-F, 3-7	'pm		
1	WICC-AM	WICC-AM	WICC-AM
2	WEZN-FM	WEZN-FM	WEZN-FM
3	W N B C - A M	WNBC-AM	WNBC-AM
4	WDJZ-AM	WNAB-AM	WCBS-AM
5	WNA B-AM	MHR -AM	WKCI-FM

Format Penetration Chart

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



Format Legend

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

TM Productions for: Innovative Station ID's!



349 Regal Row Dallas, Texas 75247 (214) 634-8511



A subsidiary of Shamrock Broadcasting Company, Inc.

Buffalo

METRO RANK



M-F, 3-7pm

1 WGRO-FM 2 WKBW-AM

A/M '80 Market Overview

The perennial leaders in this market - Beautiful Music WJYE and Pop/Adult giant WBEN - remained atop the standings, but there was a new number one station among adults 18-34. AOR WGRQ appears to be a major factor. It surged from less than a six percent of the 18-34 niche in the fall to more than 13% in this report. A new PD came in just before the sweep started and made staff changes, redid all the air shifts, and tightened the music. While this was going on internally at the station, WGRQ utilized no outside advertising to spread the word about its new sound. Evidently the listeners got the word anyway.

Just behind WGRQ in the 18-34 standings was Top 40 WBEN-FM. The station was tops with teens and had a broader demographic skew than does WSGQ, which fell almost totally into the 12-34 bracket.

Average	Persons	12+	Share	Trends
Monday-Si	unday, 6an	n-Midn	ight	

Moudah-20	noay,	DB	III-MIII
		~ 7	

20 E	(00): 10	701				
	A/M 179		O/N '79		A/M *B0	
1	WJYE-FM	14.9	WJYE-FM	15.6	WJYE-FM (BM)	3.3
2	WKBW-AM	14.0	WBEN-AM	14.3	WBEN-AM (PA)	2.2
3	WBEN-AM	13.3	WGR -AM	11.0	WKBW-AM (PO)	9.2
4	WGR -AM	10.5	WK BW-AM	10.9	WBEN-FM (R)	9.1
5	WBEN-FM	8.3	WBEN-FM	7.7	WGR -AM (PA)	9.0
6	WGRO-FM	5.4	WBLK-FM	5.6	WGRO-FM (A)	6.7
7	WADV-FM	4.3	WPHD-FM	4.0	WBLK-FM (B)	5.4
8	WBLK-FM	3.8	WGRO-FM	3.6	WPHD-FM (R)	5.0
9	WPHD-FM	3.4	WADV-FM	3.6	WADV-FM (PA)	5.0
10	WWOL-AM	2.7	WWOL-AM	3.0	WWOL-AM (C)	2.5
1.1	WWOR-FM	1.9	WBUF-FM	2.3	WYSL-AM (R)	2.2
12	WUFO-AM	1.9	WYSL-AM	1.6	WUFO-AM (B)	1.9
1.3	WBUF-FM	1.5	WUFO-AM	1.6	WWOR-FM (C)	1.8
14	WJJL-AM	1.3	WXRL-AM	1.3	WFXZ-FM (PA)	1.4
15	WYSL-AM	0.9	WWOR-FM	1.3	WXRL-AM (C)	1.2
16	WHLD-AM	0.9	WJJL-AM	0.9	WECK-AM (PA)	0.9
17	WHLD-FM	0.8	WDCX-FM	0.8	CILO-FM (A)	0.6
18	WXRL-AM	0.8	WNIA-AM	0.6	WHLD-AM (PA)	0.6
19	WNIA-AM	0.7	WHLD-AM	0.6	WHLD-FM (PA)	0.5
20	WDCX-FM		W LV L - A M	0.6	CHRE-FM (M)	0.5
21	WLVL-AM	0.5	WB IV-FM	0.6	CBL -AM (M)	0.4
2 2			WHLD-FM	0.5	WJJL-AM (PA)	0.4
23			CHUM-FM	0.4	CHUM-FM (A)	0.4
24					WBIV-FM (RL)	0.4

Average Persons Trends/Rankings

Total 12+ M-S. 6am-Midnight POP(00): 10701

	A/M '79		O/N '79		A/M *B0	
1	WJYE-FM	256	WJYE-FM	267	WJYE-FM	227
2	WKBW-AM	240	WBEN-AM	244	WBEN-AM	208
3	WBEN-AM	228	WGR -AM	188	WKBW-AM	157
4	WGR -AM	180	WKBW-AM	186	WBEN-FM	155
5		142	WBEN-FM	132	WGR -AM	153
6	WGRO-FM	92	WBI.K-FM	9.6	W GR Q - F M	115
7	WADV-FM	74	WPHD-FM	6.9	WBLK-FM	92
Ä	WBLK-FM	6.6	W GR O - F M	61	WPHD-FM	86
9	WPHD-FM	59	WADV-FM	61	WADV-FM	86
10	WWOL-AM	47	WWOL-AM	51	WWOL-AM	43

M-F, 6	-10am		
1	WBEN-AM	WBEN-AM	WBEN-AM
2	WKBW-AM	WKBW-AM	WKBW-AM
3	WGR -AM	WGR -AM	WJYE-FM
4	WJYE-FM	WJYE-FM	WGR -AM
5	WBEN-FM	WBEN-FM	WBEN-FM
6	WGRO-FM	WBLK-FM	WPHD-FM
7	WADV-FM	WPHD-FM	WADV-FM
8	WPHD-FM	WADV-FM	WB LK-FM
9	WBLK-FM	WGR O-FM	WGRO-FM
10	WJJL-AM	WWOL-AM	WWOR-FM
M-F. 3	-7pm		
1	WJYF-FM	WJYE-FM	WJYE-FM
2	WKBW-AM	WGR -AM	WBEN-FM
3	WGR -AM	WBEN-AM	WBEN-AM

M-F. 3	-7pm		
1	WJYF-FM	WJYE-FM	WJYE-FM
2	WKBW-AM	WGR -AM	WBEN-FM
3	WGR -AM	WBEN-AM	WBEN-AM
4	WBEN-AM	WKBW-AM	WK BW-AM
5	WBEN-FM	WBEN-FM	WGR -AM
6	WGRQ-FM	WBLK-FM	WGRQ-FM
7	WBLK-FM	WGRQ-FM	WBLK-FM
8	WADV-FM	WPHD-FM	WPHD-FM
9	WPHD-FM	WADV-FM	WADV-FM
10	WWOL-AM	WWOL-AM	WYSL-AM
		•	

M-S, 6am-Midn	łg	jht
POP(00):	1	482

3 WBEN-FM	WGR Q-FM	WKBW-AM
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 3429		
A/M *79	O/N '79	A/M 'B0
1 WKBW-AM	WGR -AM	WGRO-FM
2 WGR -AM	WBEN-FM	WBEN-FM
3 WBEN-FM	WKBW-AM	WPHD-FM
4 WGRO-FM	WPHD-FM	WKBW-AM
5 WPHD-FM	WBLK-FM	WGR -AM
6 WBEN-AM	WJYE-FM	WBLK-FM
7 WJYE-FM	WGRO-FM	WJYE-FM
8 WBLK-FM	WBUF-FM	WBEN-AM
9 WBUF-FM	WBEN-AM	wwor-FM
10 WUF0-AM	WYSL-AM	WYSL-AM
M-F, 6-10am		
1 WKBW-AM	WK BW-AM	WKBW-AM
2 WGR -AM	WGR -AM	WPHD-FM
3 WBEN-AM	WPHD-FM	WGR -AM
4 WBEN-FM	WBEN-FM	WBEN-FM
5 WGRO-FM	WBLK-FM	WGRQ-FM
6 WPHD-FM	WBEN-AM	WBLK-FM
7 WBLK-FM	WJYE-FM	WBEN-AM
8 WJYE-FM	WGRQ-FM	WJYE-FM
9 WBUF-FM	WYSL-AM	WWOR-FM
10 WUFO-AM	WBUF-FM	WYSL-AM
M-F, 3-7pm		

WBEN-FM

WGR -AM WPHD-FM

WKBW-AM WBLK-FM WJYE-FM

WGRO-FM WBUF-FM WBEN-AM

WYSL-AM

WK BW-AM WBEN-FM WBEN-FM

WGRQ-FM

WBEN-FM WGRQ-FM WKBW-AM WPHD-FM

WGR -AM WBLK-FM WJYE-FM

WBEN-AM WFXZ-FM WWOR-FM

WBLK-FM

10 WUFO-AM Adults 25-54 M-S, 6am-Midnight

7 WWOL-AM

WKBW-AM WGR -AM WBEN-FM

WGRO-FM WPHD-FM WJYE-FM

WB LK - FM WB EN - AM WB UF - FM

POP(00): 4831		
A/M '79	O/N '79	A/M 180
1 WJYE-FM	WJYE-FM	WJYE-FM
2 WGR -AM	WGR -AM	WGR -AM
3 WKBW-AM	WBEN~AM	WBEN-AM
4 WBEN-AM	WKBW-AM	WKBW-AM
5 WBEN-FM	WBEN-FM	WADV-FM
6 WADV-FM	WRIK-FM	WRFN-FM

8	WWOR-FM	WWOL-AM	WPHD-FM
9	WPHD-FM	WGRQ-FM	WWOL-AM
10	WBLK-FM	WPHD-FM	WGR O-FM
M-F, 6	-10am		
1	WKBW-AM	WK BW-AM	WBEN-AM
2	WGR -AM	WBEN-AM	WKBW-AM
3	WBEN-AM	WGR -AM	WGR -AM
4	WJYE-FM	WJYE-FM	WJYE-FM
5	WBEN-FM	WBLK-FM	WADV-FM
6	WADV-FM	WBEN-FM	WB LK-FM
7	WPHD-FM	WPHD-FM	WBEN-FM
8	WGRO-FM	WWOL-AM	WPHD-FM
9	WWOR-FM	WWOR-FM	WWOR-FM
10	WWOL-AM	WYSL-AM	WWOL-AM
M-F. 3	-7pm		

WADV-FM

10	WWOR-FM	WBUF-FM	WWOL-AM
9	WPHD-FM	WGRQ-FM	WW OR -FM
8	WBLK-FM	WWOL-AM	WPHD-FM
7	WWOL-AM	WADV-FM	WBLK-FM
6	WADV-FM	WBLK-FM	WADV-FM
5	WBEN-FM	WKBW-AM	WK BW-AM
4	WBEN-AM	WBEN-FM	WBEN-AM
3	WKBW-AM	WBEN-AM	WBEN-FM
2	WGR -AM	WGR -AM	WGR -AM
1	WJTE-FM	MAIF-EM	WJ IE - FM

Cume Persons Trends/Rankings

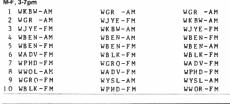
Total 12+ POP(00): 10701

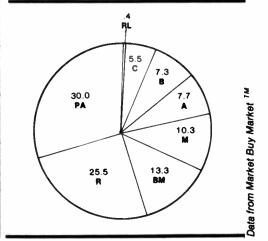
	A/M '79		O/N '79		A/M *B0	
1	WKBW-AM	4047	WK BW - AM	3779	WK BW-AM	3315
2	WBEN-AM	3236	WBEN-AM	3746	WGR -AM	3137
3	WGR -AM	3130	WGR -AM	3163	WBEN-AM	2947
4	WJYE-FM	2653	WJYE-FM	2603	WJYE-FM	2777
5	WBEN-FM	2415	WBEN-FM	2373	WBEN-FM	2657
6	WGRO-FM	1477	WGR O-FM	1208	WPHD-FM	1539
7	WPHD-FM	1168	WPHD-FM	1145	WGR O-FM	1472
8	WADV-FM	838	WYSL-AM	979	WB LK-FM	1175
9	WYSL-AM	807	WBLK-FM	966	WADV-FM	1035
1.0	WBLK-FM	689	WBUF-FM	800	WYSL-AM	102 R
M-F, (3-10am					
1	WKBW-AM		WK BW-AM		WBEN-AM	
2	WBEN-AM		WBEN-AM		WK BW - AM	
3	WGR -AM		WGR -AM		WGR -AM	
4	WJYE-FM		WJYE-FM		WJYE-FM	
5	WBEN-FM		WB F.N-FM		WBEN-FM	
6	WGRO-FM		WBLK-FM		WGRO-FM	
7	WPHD-FM		WPHD-FM		WPHD-FM	
8	WADV-FM		WGRQ-FM		WBLK-FM	
9	WBLK-FM		WA DV-FM		WADV-FM	
10	WYSL-AM		WYSL-AM		WYSL-AM	
WF,	3-7pm					
1	WK BW-AM		WKBW-AM		WK BW - AM	
2	WJYF-FM		WJYE-FM		WBEN-FM	
3	WBEN-AM		WGR -AM		WJYE-FM	
4	WGR -AM		WBEN-AM		WGR -AM	
5	WBEN-FM		WBEN-FM		WBEN-AM	
6	WGRO-FM		WGRQ-FM		WGRQ-FM	
7	WPHD-FM		WBLK-FM		WPHD-FM	
8	WADV-FM		WPHD-FM		WBLK-FM	
٥	URIK-FM		URUF-FM		UADU EM	

eens		
-S, 6am-Midnight		
OP(00): 1482		
A/M '79	O/N '79	A/M '80
1 WKBW-AM	WK BW-AM	WBEN-FM
2 WBEN-FM	WBEN-FM	WKBW-AM WGRO-FM
3 WGRO-FM	WGRO-FM	WGR()-rM
-F, 6-10am		
1 WKBW-AM	WK BW-AM	WK BW-AM
2 WGRO-FM	WBEN-FM	WBEN-FM
3 WBEN-FM	WGRO-FM	WGRO-FM
-F, 3-7pm		
1 WKBW-AM	WKBW-AM	WBEN-FM
2 WGRO-FM	WBEN-FM	WK BW-AM
3 WBEN-FM	WGRO-FM	WGRQ-FM
Adults 18-34		
A-S, 6am-Midnight		
OP(00): 3429		
A/M *79	O/N *79	A/M *B0
1 WKBW-AM	WKBW-AM	WK BW - AM
2 WGR -AM	WGR -AM	WBEN-FM
3 WBEN-FM	WBEN-FM	WGR -AM
4 WGRO-FM	WBEN-AM	WPHD-FM
5 WBEN-AM	WPHD-FM	WGRQ-FN
6 WPHD-FM	WGRO-FM	WBLK-FN
7 WYSL-AM	WBUF-FM	WYSL-AM
8 WJYE-FM	WB LK-FM	WJYE-FM
9 WBLK-FM	WJYE-FM	WBEN-AM
10 WBUF-FM	WYSL-AM	WFXZ-FM
A-F, 6am-10am		
1 WKBW-AM	WKBW-AM	WK BW - AN
2 WGR -AM	WGR -AM	WGR -AM
3 WBEN-FM	WEEN-FM	WPHD-F
4 WBEN-AM	WPHD-FM	WBEN-FA
5 WGRO-FM	WB LK - FM	WGR Q-F
6 WPHD-FM	WGRO-FM	WBLK-FN
7 WBLK-FM 8 WYSL-AM	WBEN-AM WJYE-FM	WBEN-AN WJYE-FI
9 WJYF-FM	WBUF-FM	WYSL-A
10 WBUF-FM	WYSL-AM	WFXZ-FI
A-F. 3-7pm		
1 WKBW-AM	WK BW - AM	WBEN-FM
2 WGR -AM	WBEN-FM	WKBW-AN
3 WBEN-FM	WGR -AM	WPHD-F
4 WGRO-FM	WPHD-FM	WGRO-FM
5 WPHD-FM	WGRO-FM	WGR -AM
6 WJYE-FM	WBLK-FM	WBLK-FI
7 WBLK-FM	WBUF-FM	WJYE-FN
8 WBEN-AM	WJYE-FM	WBEN-AM
9 WYSL-AM	WBEN-AM	WYSL-AN
10 WBUF-FM	WYSL-AM	WF X Z - FI

Adults 25-54 M-S, 6am-Midnight POP(00): 4831

A/M *79	O/N *79	A/M '80
1 WGR -AM	WGR -AM	WGR -AM
2 WKBW-AM	WK BW-AM	WKBW-AM
3 WBEN-AM	WBEN-AM	WJYE-FM
4 WJYE-FM	WJYE-FM	WBEN-AM
5 WBEN-FM	WBEN-FM	WBEN-FM
6 WADV-FM	WYSL-AM	WADV-FM
7 WPHD-FM	WB LK-FM	WBLK-FM
8 WWOL-AM	WPHD-FM	WYSL-AM
9 WGRO-FM	WGRQ-FM	WPHD-FM
10 WYSL-AM	WADV-FM	WGRO-FM
M-F, 6-10am		
1 WKBW-AM	WK BW - AM	WK BW-AM
2 WGR -AM	WGR -AM	WGR -AM
3 WBEN-AM	WBEN-AM	WBEN-AM
4 WJYE-FM	WJYE-FM	WJYE-FM
5 WBEN-FM	WBEN-FM	WBEN-FM
6 WADV-FM	WBLK-FM	WBLK-FM
7 WPHD-FM	WPHD-FM	WPHD-FM
8 WWOL-AM	WWOR-FM	WADV-FM
9 WWOR-FM	WADV-FM	WGRO-FM
IC WGRO-FM	WWO1 AM	WYSL-AM
M-F, 3-7pm		
1 WKBW-AM	WGR -AM	WGR -AM
2 WGR -AM	WJYE-FM	WK BW-AM
3 WJYE-FM	WK BW-AM	WJYE-FM
4 WBEN-AM	WBEN-AM	WBEN-FM
5 WBEN-FM	WBEN-FM	WBEN-AM
6 WADV-FM	WBLK-FM	WBLK-FM





WADV-FM

Burlington-Plattsburgh ADI

METRO RANK

63

A/M '80 Market Overview

Arbitron received 72% more usable diaries for Arbitron received 72 % more usable diaries for this sweep than for the spring before, so the numbers in this report are likely to be much more meaningful. Even with the additional diary return, the standings at the top did not change. Country WKDR remained stable, while Top 40 WQCR and Beautiful Music WEZF both gained share points, and ranked

WKDR led the 25-54 derby with more than 12% of the market. Changes made since last year's sweep included a newspaper ad campaign and a new jingle package that was aired beginning January 1. Next behind WKDR in 25-54 demos was WEZF, which now has approximately 9 %. The TM format is

On the young adult side, WQCR remained the pacesetter. Last year the station had just over 8% of the 18-34 share, but it increased that figure to just under 12 %. Next closest American station (discounting Canadian overlap) was WKDR, with slightly over 6 %

Average Persons 12+ Share Trends

A/M '78		A/M '79		A (84 100
1 WKDR-AM	9 - 2			A/M '80
2 WVMT-AM	7.1	WKDR-AM	10.3	WKDR-AM(C) 10.
3 WOCR-FM	6.7	WQCR-FM		WOCR-FM(A) 9.
4 WFZF-FM	5.5	WEZF-FM		WFZF~FM(BM) 7.
5 CKBY-FM	5 1	WVMT-AM		CHOM-FM(A) 6.
6 WDEV-AM	4.4	WHOM-EM		WPFV-AM(PA) 3.
7 WWSR-AM	3.8	WPEV-AM	3.3	WIPS-AM(PA) 3.
8 CKGM-AM	3.7	W J R Y - A M	3.2	WORK-FM(R) 2.
9 WIRY-AM	3.7	WSYB AM	2.7	CKGM-AM(R) 2.0
10 WICY-AM		WPNH-FM	2.7	WVMT-AM (PA) 2.
	3 - 2	WEAV-AM	2.3	WGFB-FM(A) 2 4
11 WNHV-FM	2.9	WHWB-FM	2.3	WLFE-FM (PA) 2.4
12 CHOM FM 13 WSKI-AM	2 . 3	WRUT-FM	2.1	WHOM-FM (BM) 2.;
	2.1	CKGM-AM	2.1	WICY-AM (N) 2.
14 WSYB-AM	2.1	WTWN-AM	1.9	WSNO-AMIC) 2.0
15 WWSR-FM 16 WDOT-AM	1.9	WORK-FM	1 - 9	WIRY-AM (PA) 1.3
	1 - 6	WWSR-FM	1 • 8	WRUT-FM (BM) 1.
	1 - 6	WTSL-AM	1 - 7	WSTJ-AM (PA) 1.6
8 WECM-FM 9 WORK-FM	1 - 5	WFAD-AM	1 • 7	WSYB-AM (R) 1.6
9 WORK-FM	1.5	WSKI-AM	1.5	WHWB-FM(C)] . 9
1 WRUT-FM	1.4	WCFR-FM	1.5	WTSL-AM (PA) 1 . 9
2 WHWB-FM	1.2	WIPS-AM	1 - 4	WEAV-AM(R) 1.4
3 WCVM-FM	1.2	WPCR-AM	1.4	WIRD-AM (PA) 1,4
4 WEAD-AM	1.1	MA-YOLW	1 - 3	WC V M-FM (0) 1.2
5 WNHV-AM	1.1	WGFB-FM	1.3	WEAD-AM (PA) 1.2
6 WJOY-AM	1 0	W S N O - A M	1.3	WPOT-AM (R) 1.1
7 WHWB-AM	0.8	WFCM-FM	0 9	WECH-FM (PA) 1 . 1
8 WGFB-FM	0.8	CJAD-AM	0.8	WIKE-AM (PA) 1.1
9 WEAV-AN	0.7	MIKE AM	0.8	WNCS-FM (A) 1.1
O WHOM-EM	0.7	WCVM FM	0.8	WNBZ-AM (PA) 1.1
1 WCFR-AM	0.7	WLNH-FM	0.8	WHWB-AM (PA) 1.0
2 WSNO-AM	0.7	WF LY - FM	0.7	WROW-FM (BM) 1.0
_		CHOM-FM	0.7	WJOY-AM (PA) 0.9
	0.5	WBOT-AM	0.6	WCVR-AM (PA) 0, 9
4 WCFR-FM	0.4	WHWB-AM	0.6	WSKI-AM (PA) 0.7
5 CJAD-AM	0.4	WBZ -AM	0.5	WWSR-AM (R) 0.7
6 WTSV-AM	0 • 1	RPNH-AM	0.2	WDCR-AM (PA) 0.6
7		WCFR-AM	0.2	WNHV-AM (PA) 0.6
8		WLNH-AM	0.1	WPTR-AM (PA) 0.5
9		WTSV-AM		WNHV-FM (PA) 0.5
0				WFLY-FM(R) 0.5
1				UKRU-AM (B) O. (

Average Persons Trends/Rankings

WCFR-AM (M) 0.4 WGY -AM (PA) 0.4

	il 12+ 6am-Midnight					
P 0 P	(00): 4817					
	A/M *78		A/M '79		A/M *80	
1	WKDR-AM	6 7	WKDR-AM	8.7	WKDR-AM	83
2	WVMT-AM	5 2	WOCR-FM	5.5	WQCR-FM	7.6
3	WQCR-FM	4.9	WEZF-FM	54	WEZF-FM	6.0
4	WEZF-FM	40	WVMT-AM	51	CHOM-FM	51
5	CKBY-FM	37	WHOM-FM	31	WDE V - AM	29
M-F, 6	l-10am					
1	WVMT-AM		WVMT-AM		WEZF-FM	
2	WDEV-AM		WKDR-AM		WOCK-FM	
3	WIRY-AM		WDE V - A M		WKDR-AM	
4	WWSR-AM		WEZF-FM		WDE V -AM	
5	WKDR-AM		WEAU - AM		UTDC AN	

M-F, 3-7pm		
1 WKDR-AM	WKDR-AM	WOCR-FM
2 WOCR-FM	WQCR-FM	CHOM-FM
3 WVMT-AM	WVMT-AM	WKDR-AM
4 CKGM-AM	WEZF-FM	WEZF-FM
5 WFZF-FM	WHOM-FM	WVMT-AM
Teens		
M-S, 6am-Midnight		
POP(00): 660		
A/M '78	A/M '79	A/M '80
1 WQCR-FM	WOCR-FM	WOCR-FM
2 CKGM-AM	WWSR-FM	CHOM-FM
3 WVMT-AM	CKGM-AM	WGFB-FM
M-F, 6-10am		
1 WOCK-FM	WOCR-FM	WOCK-EM
2 WVMT-AM	WVMT-AM	CHOM-FM
3 CKGM-AM	WSYB-AM	WORK-FM
W-F, 3-7pm		
1 WQCR-FM	WOCR-FM	WOCR-FM
2 CKGM-AM	WWSR-FM	CHOM-FM
3 WKDR-AM	CKGM-AM	WLFE-FM
Adults 18-34		
M-S, 6am-Midnight		
M-S, 6am-Midnight	A/M '79	A/M '80
M-S, 6am-Midnight POP(00): 1800	A/M '79 WQCR-FM	
M-S, 6am-Midnight POP(00): 1800 A/M '78 1 WOCR-FM 2 WKDR-AM		A/M '80 WQCR-FM CHOM-FM
M-S, 6am-Midnight POP(00): 1800 A/M '78 1 WOCR-FM 2 WKDR-AM 3 WVMT-AM	WQCR-FM	WQCR-FM
M-S, 6am-Midnight POP(00): 1800 A/M '78 1 WOCR-FM 2 WKDR-AM 3 WVMT-AM 4 CKCM-AM	WQCR-FM WHOM-FM	WQCR-FM CHOM-FM
W-S, 6am-Midnight POP(00): 1800 A/M '78 1 WOCR-FM 2 WKDR-AM 3 WVMT-AM	WQCR-FM WHOM-FM WKDR-AM	WQCR-FM CHOM-FM WKDR-AM
1 WOCR-FM 2 WKDR~AM 3 WVMT-AM 4 CKGM~AM	WQCR-FM WHOM-FM WKDR-AM WVMT-AM	WQCR-FM CHOM-FM WKDR-AM WEZF-FM
M-S, 6am-Midnight POP(00): 1800 A/M '78 1 WOCR-FM 2 WKDR-AM 3 WVMT-AM 4 CKGM-AM 5 CHOM-FM AF, 8-10am 1 WQCR-FM	WQCR-FM WHOM-FM WKDR-AM WVMT-AM	WQCR-FM CHOM-FM WKDR-AM WEZF-FM
M-S, Sam-Midnight POP(00): 1800 A/M '78 1 WOCR-FM 2 WKDR-AM 3 WVMT-AM 4 CKGM-AM 5 CHOM-FM AF, 6-10am 1 WQCR-FM 2 WVMT-AM	WQCR-FM WHOM-FM WKDR-AM WVMT-AM CKGM-AM	WQCR-FM CHOM-FM WKDR-AM WEZF-FM WORK-FM
M-S, Sam-Midnight POP(00): 1800 A/M '78 1 WOCR-FM 2 WKDR-AM 3 WVMT-AM 4 CKGM-AM 5 CHOM-FM M-F, 8-10am 1 WQCR-FM 2 WVMT-AM 3 WVMT-AM 3 WVMT-AM	WQCR-FM WHOM-FM WKDR-AM WVMT-AM CKGM-AM	WQCR-FM CHOM-FM WKDR-AM WEZF-FM WORK-FM
#S, Sam-Midnight POP(00): 1R00 #M '78 1 WOCR-FM 2 WKDR-AM 3 WYMT-AM 4 CKCM-AM 5 CHOM-FM #F, 8-10am 1 WOCR-FM 2 WYMT-AM 4 WIRY-AM	WQCR-FM WHOM-FM WKDR-AM WVMT-AM CKGM-AM WVMT-AM	WQCR-FM CHOM-FM WKDR-AM WEZF-FM WORK-FM WQCR-FM CHOM-FM
4-S, 6am-Midnight POP(00): 1R00 A/M '78 1 WOCR-FM 2 WKDR-AM 3 WVMT-AM 5 CHOM-FM IF, 6-10am 1 WQCR-FM 2 WVMT-AM 3 WKDR-AM 4 WKDR-AM 5 WDEV-AM	WQCR-FM WHOM-FM WKDR-AM WVMT-AM CKGM-AM WVMT-AM WQCR-FM WEZF-FM	WQCR-FM CHOM-FM WKDR-AM WEZF-FM WORK-FM WQCR-FM CHOM-FM CKGM-AM
M-S, Sam-Midnight POP(00): 1800 A/M '78 1 WOCR-FM 2 WKDR-AM 3 WVMT-AM 4 CKGM-AM 5 CHOM-FM M-F, 8-10am 1 WQCR-FM 2 WVMT-AM 3 WKDR-AM 4 WIRY-AM 5 WDR-AM	WQCR-FM WHOM-FM WKDR-AM WVMT-AM CKGM-AM WVMT-AM WQCR-FM WCZF-FM WEZF-FM	WQCR-FM CHOM-FM WKDR-AM WEZF-FM WORK-FM WQCR-FM CHOM-FM CKGM-AM WEZF-FM
M-S, 6am-Midnight POP(00): 1800 AJM '78 1 WOCR-FM 2 WKDR-AM 3 WVMT-AM 4 CKGM-AM 5 CHOM-FM AF, 8-10am 1 WQCR-FM 2 WVMT-AM 4 WIRY-AM 4 WIRY-AM 5 WEDV-AM 4 WIRY-AM 5 MDEV-AM	WQCR-FM WHOM-FM WKDR-AM WVMT-AM CKGM-AM WVMT-AM WQCR-FM WEZF-FM WEZF-FM WKDR-AM WSYB-AM	WQCR-FM CHOM-FM WKDR-AM WEZF-FM WORK-FM WQCR-FM CHOM-FM CKGM-AM WEZF-FM
M-S, 6am-Midnight POP(00): 1800 A/M '78 1 WOCR-FM 2 WKDR-AM 3 WVMT-AM 4 CKGM-AM 5 CHOM-FM AF, 6-10am 1 WQCR-FM 2 WVDT-AM 3 WKDR-AM 4 WIRY-AM 5 NDEV-AM 4 WIRY-AM 5 NDEV-AM	WQCR-FM WHOM-FM WKDR-AM WVMT-AM CKGM-AM WVMT-AM WQCR-FM WEZF-FM WKDR-AM WSYB-AM WHOM-FM WQCR-FM	WQCR-FM CHOM-FM WKDR-AM WEZF-FM WORK-FM WQCR-FM CHOM-FM CKGM-AM WEZF-FM WKDR-AM
M-S, Sam-Midnight POP(00): 1800 A/M '78 1 WOCR-FM 2 WKDR-AM 3 WVMT-AM 5 CHOM-FM 1 WQCR-FM 2 WVMT-AM 5 CHOM-FM 1 WQCR-FM 2 WVMT-AM 3 WKDR-AM 4 WIRY-AM 5 WDEV-AM 4 WIRY-AM 5 WDEV-AM 1 WCCR-FM 2 CKGM-AM 3 WTT-AM	WQCR-FM WHOM-FM WKDR-AM WVMT-AM CKGM-AM WVMT-AM WQCR-FM WEZF-FM WKDR-AM WSYB-AM WHOM-FM WQCR-FM WGCR-FM	WQCR-FM CHOM-FM WKDR-AM WEZF-FM WORK-FM WQCR-FM CHOM-FM WEZF-FM WKDR-AM WEZF-FM WCR-FM WCR-FM WCR-FM WCR-FM
M-S, Sam-Midnight POP(00): 1R00 A/M '78 1 MOCR-FM 2 WKDR-AM 3 WVMT-AM 4 CKGM-AM 5 CHOM-FM AF, 8-10am 1 WQCR-FM 2 WVDT-AM 3 WKDR-AM 5 WKDR-AM 5 MCDR-AM 5 MCDR-AM 5 MCDR-AM 5 WCDR-AM 6 WCDR-FM 7 WCR-FM 1 WQCR-FM	WQCR-FM WHOM-FM WKDR-AM WVMT-AM CKGM-AM WVMT-AM WQCR-FM WEZF-FM WKDR-AM WSYB-AM WHOM-FM WQCR-FM	WQCR-FM CHOM-FM WKDR-AM WEZF-FM WORK-FM WQCR-FM CKGM-AM WEZF-FM WKDR-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 2142

A/M '78	A/M '79	A 10.4 1.0 0
		A/M '80
1 WKDR-AM	WKDR-AM	WKDR-AM
2 CKBY-FM	WVMT-AM	WEZF-FM
3 WVMT AM	WEZF-FM	WOCR-FM
4 WDEV-AM	WIRY-AM	CHOM-FM
5 WEZF-FM	WPNH-FM	WVMT - AM
M-F, 6-10am		
1 WVMT-AM	WVMT-AM	WEZF-FM
2 CKBY-FM	WKDR-AM	WKDR-AM
3 WKDR~AM	WIRY-AM	WOCR-FM
4 WDEV-AM	WFZF-FM	WDE V - AM
5 WIRY-AM	W DE V -A M	WSNO-AM
M-F, 3-7pm		
1 WKDR-AM	WVMT-AM	WKDR-AM
2 CKBY-FM	WKDR-AM	WEZF-FM
3 WVMT-AM	WEZF-FM	WOCR-FM
4 WEZF-FM	WOCR-FM	WVMT-AM
5 WQCR-FM	WTWN-AM	CHOM-FM

Cume Persons Trends/Rankings

rotar	127	•		
M-s, 6	am-M	id	night	
POP(00)	:	481	i

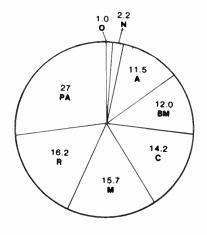
	A/M '78		A/M '79		A/M '80	
1 W	VMT-AM	795	WQCR-FM	950	WOCR-FM	88
2 W	QCR-FM	742	WVMT-AM	710	WEZF-FM	6
3 W	EZF-FM	565	WFZF-FM	666		5
4 W	DE V ~ A M	492	WKDR-AM	664	CHOM-FM	5
5 C	KGM-AM	480	WIRY-AM	459	WVMT-AM	51
M-F, 6-10	am					
1 WV	MT-AM		WVMT-AM		WQCR-FM	
2 WI	DEV-AM		WKDR-AM		WEZF-FM	
3 W(OCR-FM		WQCR-FM		WDEV-AM	
4 W 1	TRY-AM		WFZF-FM		WKDR-AM	
5 W)	(DR - AM		WDE V - AM		WVMT-AM	
M-F, 3-7p	m				WALL - WIL	
1 W (CR-FM		WQCR-FM		WQCR-FM	
2 W1	MT-AM		WKDR-AM		WKDR-AM	
3 W.E	ZF-FM		WVMT-AM		CHOM-FM	
4 WK	DR-AM		WEZF-FM		WEZF-FM	
_ 5 CE	CGM-AM		WRUT-FM		WVMT-AM	
Teens						
M-S, 6am-	Midnight					
)): 660					
	A/M '78		A/M 179		A /84 1 m n	

A/M '78	A/M '79	A/M *80
1 WQCR-FM	WQ CR - FM	WQCR-FM
2 CKGM-AM	WDOT-AM	CHOM-FM
3 WVMT-AM	WGFB-FM	WGFB-FM
F, 6-10am		
1 WOCR-FM	WO CR - FM	WOCR-FM
2 WVMT-AM	WVMT-AM	CHOM-FM
3 CKGM-AM	WSYB-AM	CKGM-AM
-F, 3-7pm		
1 WOCR-FM	WQCR-FM	WQCR-FM
2 CKCK AN		wyck-rn

0, 0			
POP	am-Midnight		
	A/M '78	A/M '79	A/M '8
1	WQCR-FM	WQCR-FM	WOCR-F
2	WVMT-AM	WVMT-AM	CHOM-F
3	CKGM-AM	CKGM-AM	WVMT - A
4	WPOT-AM	WIRY-AM	WCFB-F
_ 5	CHOM FM	WKDR-AM	WDOT-A
M-F, 6	-10am		
1	WQCR-FM	WVMT-AM	WOCR-F
2	W V M T - A M	WQCR-FM	WVMT-A
3	WIRY-AM	C KG M - A M	CHOM-F
4	WKDR-AM	WKDR-AM	WCFB-F
5	WDE V~AM	WSYB-AM	CKGM-A
M-F, 3	7pm		
1	WQCR-FM	WQCR-FH	WQCR-F
2	WVMT-AM	WVMT-AM	CHOM-F
3	CKGM-AM	CKGM-AM	WVMT-A
4	WKDR-AM	WRUT-FM	WKDR-A
5	CHOM-FM	WGFB-FM	W D O T - A
Adult	s 25-54		
M-S, 6	ım-Midnight		
POP(00): 2142		
POP(00): 2142 A/M '78	A/M *79	A/M '80
1	A/M '78 WVMT AM	A/M '79 WVMT-AM	
1	A/M '78		WQCR-F1
1 2 3	A/M '78 WVMT AM WKDR-AM WEZF-FM	WVMT-AM	WQCR-FI WEZF-FN
1 2 3 4	A/M '78 WVMT AM WKPR-AM WEZF-FM WDEV-AM	WVMT-AM WKDR-AM	WQCR-FF WEZF-FM WKDR-AM
1 2 3 4	A/M '78 WVMT AM WKDR-AM WEZF-FM	WVMT-AM WKDR-AM WEZF-FM	WQCR-FF WEZF-FM WKDR-AM WVMT-AM
1 2 3 4	A/M '78 WVMT AM WKDR-AM WEZF-FM WDEV-AM WQCR-FM	WVMT-AM WKDR-AM WEZF-FM WQCR-FM	WQCR-FF WEZF-FM WKDR-AM WVMT-AM
1 2 3 4 5 M-F, 6 -	A/M '78 WVMT AM WKDR-AM WEZF-FM WDEV-AM WQCR-FM	WVMT-AM WKDR-AM WEZF-FM WQCR-FM	WQCR-FF WEZF-FN WKDR-AN WVMT-AN WDEV-AN
1 2 3 4 5 M-F, 6 -	A/M '78 WVMT AM WKDR-AM WEZF-FM WDEV-AM WQCR-FM	WVMT-AM WKDR-AM WEZF-FM WQCR-FM WIRY-AM	WQCR-FI WEZF-FI WKDR-AN WVMT-AN WDEV-AN
1 2 3 4 5 M-F, 6 -	A/M '78 WVMT AM WKDR-AM WEZF-FM WDE V-AM WQCR-FM 10am WVMT-AM	WVMT-AM WKDR-AM WEZF-FM WQCR-FM WIRY-AM	WQCR-FI WEZF-FN WKDR-AN WVMT-AN WDE V-AN WEZF-FM WKDR-AM
1 2 3 4 5 M-F, 6 -	AM '78 WVMT AM WKDR-AM WEZF-FM WDEV-AM WQCR-FM 10am WVMT-AM WDEV-AM	WVMT-AM WKDR-AM WEZF-FM WQCR-FM WIRY-AM WVMT-AM WKDR-AM	WQCR-FF WEZF-FN WKDR-AN WVMT-AN WDE V-AN WEZF-FM WKDR-AM WOCR-FM
1 2 3 4 5 M-F, 6 - 1 2 3 4	A/M '78 WVMT AM WKDR-AM WEZF-FM WDEV-AM WQCR-FM 10em WVMT-AM WDEV-AM WCDR-AM	WVMT-AM WKDR-AM WEZF-FM WQCK-FM WIRY-AM WVMT-AM WKDR-AM WEZF-FM	WQCR-FI WEZF-FN WKDR-AN WVMT-AN WDE V-AN WEZF-FM WKOR-AM WOCR-FM
1 2 3 4 5 M-F, 6 - 1 2 3 4	A/M '78 WVMT AM WKDR-AM WEZF-FM WDEV-AM WQCR-FM IOam WVMT-AM WDEV-AM WCR-AM WCR-FM WHWB-AF	WVMT-AM WKDR-AM WEZF-FM WQCR-FM WIRY-AM WVMT-AM WKDR-AM WEZF-FM WIRY-AM	WQCR-FI WEZF-FN WKDR-AN WVMT-AN WDE V-AN WEZF-FM WKOR-AM WOCR-FM
1 2 3 4 5 M-F, 6 - 1 2 3 4 5	A/M '78 WVMT AM WKDR-AM WEZF-FM WDEV-AM WQCR-FM IOam WVMT-AM WDEV-AM WCR-AM WCR-FM WHWB-AF	WVMT-AM WKDR-AM WEZF-FM WQCR-FM WIRY-AM WVMT-AM WKDR-AM WEZF-FM WIRY-AM	WQCR-FI WEZF-FN WKDR-AN WDMT-AM WDE V-AM WEZF-FM WKDR-AM WOCR-FM WDE V-AM
1 2 3 4 5 M-F, 6 - 1 2 3 4 5 M-F, 6 -	A/M '78 WVMT AM WKDR-AM WEZF-FM WDE V-AM WQCR-FM IOem WVMT-AM WDE V-AH WKDR-AM WQCR-FM WHWB-AF	WVMT-AM WKDR-AM WEZF-FM WQCR-FM WIRY-AM WVMT-AM WKDR-AM WEZF-FM WIRY-AM	WQCR-F) WEZF-FN WKDR-AM WWMT-AN WDEV-AN WEZF-FM WKDR-AM WOCR-FM WDEV-AM
1 2 3 4 5 M-F, 6 -1 2 3 4 5 M-F, 3 -7	A/M '78 WVMT AM WKDR-AM WEZF-FM WDE V-AM WQCR-FM 10em WVMT-AM WKDR-AM WQCR-FM WWWB-AM WQCR-FM WWWB-AF (pm)	WVMT-AM WKDR-AM WEZEF-FM WQCR-FM WIRY-AM WVMT-AM WKDR-AM WEZE-FM WIRY-AM WDVMT-AM	WQCR-FP WEZF-FP WEXF-AM WUMT-AM WDEV-AM WEZF-FM WKOR-AM WOCR-FM WEAV-AM
1 2 3 4 5 M-F, 6- 1 2 3 4 5 M-F, 3-7	A/M '78 WVMT AM WKDR-AM WCZF-FM WDE V-AM WQCR-FM 100m WVMT-AM WCDE V-AM WKDR-AM WOCR-FM WHWB-AF 'pm WKDR-AM WKDR-AM	WVMT-AM WKDR-AM WEZF-FM WQCK-FM WIRY-AM WVMT-AM WKDR-AM WEZF-FM WIRY-AM WDEV-AM	A/M '80 WQCR-FF WEZF-FM WMT-AM WMT-AM WCR-FM WCR-FM WEAV-AM WCR-FM WCR-FM WCR-FM WCR-FM WCR-FM WCR-FM WCR-FM

Format Penetration Chart

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



Format Legend

A/M '80 Market Overview

Canton's adjacency to Cleveland means a numper of the major Cleveland stations intrude significanty into the radio picture. However, the top two staions in the Canton metro were local, the same as in the A/M '79 survey — WHBC-AM and WHBC-FM. Featuring Pop/Adult and Bonneville Beautiful Music formats, respectively, these stations combined for nore than 30 % of the overall market.

WHBC-AM has remained tops for the past years, and it also led among adults 25-54 with just over 16%. Outside media used were newspaper ads plus billboards. The only major change at the station in the last year has been the arrival of a new air personality for the afternoon drive shift.

WHBC-FM rebounded from a down book last year. Its 1980 Arbitron estimates are almost the same as the numbers for A/M '78. Among adults 25-54 WHBC-FM had a share just under 15%.

Among the younger-skewing stations, Clevland's WMMS was tops, with a 21 share of adults 18-34. WOOS was the local leader, with more than 15% of the young adult audience. However, a new rival emerged in WDJQ, formerly known as WFAH-FM. In January the station changed facilities, call letters and format, and went from less than 3% of the 18-34 audience to more than 8% in this report. A billboard campaign helped build the audience.

Diary return in Canton was up 29% over last year, giving added reliability to the estimates in this report.

Average Persons 12+ Share Trends

POP (00): 336	5				
	A/M 178		A/M '79		A/M '80	
1	WHBC-AM	18.4	WHBC -AM	23.0	WHBC -AM (PA) 1	9.6
2	WHBC-FM	12.8	WOOS-FM	9.9	WHBC-FM (BM)1	2.7
3	WGAR-AM	9.4	WGAR-AM	7.8	WMM S - FM (A)	9.2
4	MQIO-AM	7.0	WHBC-FM	7 - 8	WOOS-FM(R)	9.0
5	WNYN-AM	6 - 2	WMM S - FM	7 . 2	WGAR - AM (PA)	5.1
6	WHMS-FM	5.2	WHLO-AM	4 1	WSLR-AM(C)	5.0
7	WHLO-FM	3.8	WSLR-Att	3.9	WDJQ-FM(P)	4.4
8	WSLR-AN	2.6	MA-010W	3.5	WHLO-AM (N)	3 - 1
9	WWWM-FM	2.6	WWW E - AM	2.7	WOID-AM (P)	2.9
10	WEAH-EM	2 • 6	WNY N-AM	2 • 7	WQXK-FM(C)	2.6
1.1	WINW AM	2.6	WEAR EM	2 • 7	WEAR AM (PA)	2.2
12	WWWE-AM	2.4	WINWHAM	2 - 3	W NY N + A M (C)	2.2
13	WEAH-AM	2.4	WDBN-FM	2.3	WWW.E AM (PA)	2 . 0
14	WHLO-AM	1.8	WKDD-FM	2.3	WDBN-FM (BM)	1.8
15	WDBN FM	1.8	WWWM-FM	2 . 1	WWWM - F.M. (A)	1.7
16	WYFM-FM	1.6	WGCL-FM	1.2	WAEZ-FM (BM)	1.7
17	WKDD-FM	1.2	WTOF-FM	1.2	WKBN-FM (BM)	1.3
1.8	WGCL FM	0.8	WOAL-FM	1 • 2	WINW-AM (R)	1 -1
19	WTIG-AM	0.8	WAKR AM	1.0	WGCL-FM (R)	0 - 9
2.0	WAKR AM	0 . R	WYFM-FM	1.0	WJW -AM (PA)	0.6
21	WZZP-FM	0.6	WZZP-FM	0.6	WKDD-FM (A)	0.6
22	WAEZ-FM	0.6	WAE Z-FM	0.6	WAKR-AM (PA)	0.6
2.3	WTOF-FM	0.6	WFAH-AM	0.6	WYEM-EM (R)	0.4
24	WQAL FM	0 • 4	WTIG-AM	0.4	WTOF-FM (RL)	0.4
25	WKBN-FM	0.4	WWV A- AM	0.4	KOKA-AM (PA)	0.4

Average Persons Trends/Rankings

Total 12+	
#-S, 6am-Mid	night

M-S, 6:	ım-Mi	dnig	ht	
POP(00)	: 3	36	5

WGAR-AM

WOTO-AM

1	WHBC-AM	92	WHBC-AM	118	WHBC-AM	10
2	WHBC-FM	64	WOOS-FM	5.1	WHBC-FM	6
3	WGAR-AM	47	WGAR-AM	4.0	WMM S-FM	5
4	WQIO-AM	3.5	WHBC-FM	40	WOOS-FM	4
5	WNYN-AM	3.1	WMM S-FM	37	WGAR-AM	2
M-F,	6-10am					
1	WHBC-AM		WHBC-AM		WHBC-AM	
2	WHBC-FM		WGAR-AM		WHBC-FM	
3	WGAR-AM		WOOS-FM		WOOS-FM	
4	WFAH-AM		WHBC-FM		WMM S - FM	
5	WFAH-FM		WSLR-AM		WGAR-AM	
M-F,	3-7pm					
1	WHBC-AM		WHBC-AM		WHBC-AM	
2	WHBC-FM		WOOS-FM		WHBC-FM	
3	WGAR-AM		WHBC-FM		WMMS-FM	
4	WQIO-AM		WMM S-FM		WOOS-FM	
5	W NY N - A M		WGAR-AM		WGAR-AM	
Tee	ns					
M-S,	Bam-Midnight					
POP	(00): 444					
	A 494 176		4184170		A (M4 100	

WOOS-FM

WOOS-FM

WGAR-AM

M-F. 6-10am		
1 WHBC-AM	W005-FM	WMM S - FM
2 WGAR-AM	WHBC-AM	WOOS-FM
3 WOIO-Alt	WGAR-AM	WHBC-AM
M-F, 3-7pm		
1 WQIO-AM	WOOS-FM	WOOS-FM
2 WGAR-AM	WQIO-AM	WMM S-FM
3 WYFM-FM	WWWM-FM	WQIO-AM
Adults 18-34		
M-S, 6am-Midnight		
POP(DO): 1141		
A/M '78	A/M '79	A/M '80
1 WGAR-AM	WMM S = FM	WMM S-FM
2 WOID-AM	WOOS-FM	WOOS-FM
3 WMMS-FM	WGAR-AM	WGAR-AM
4 WHBC-AM	WHBC - AM	WDJ 0-F11
5 WHLQ-FM	RKDD-EW	WHBC-AM
M-F, 6-10am		
1 WGAR-AM	WHBC - AM	WMM S - FM
2 WHBC-AM	WGAR-AM	WOOS-FM
3 WOIO~AM	WOOS-FM	WHBC-AM
4 WHBC-FM	WMM S-FM	WGAR-AM
5 WMMS-FM	WWWM-FM	WDJQ-FM
M-F, 3-7pm		
1 WGAR-AM	WMM S-FM	WMM S-FM
2 WOIO-AM	WOOS-FM	WOOS FM
3 WHLQ-FM	WGAR-AM	WGAR-AM
4 WMMS-FM	WHBC-AM	WDJQ-FM
5 WHBC-AM	WKDD-FM	WOIO-AM
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 1571	4 144 170	A/M '80
A/M '78	A/M '79	
1 WHBC-AM	WHBC-AM	WHBC-AM
2 WPBC-FM	WGAR-AM	WHBC-FM
3 WGAR-AM	WOOS-FM	WOOS-FM
4 WHLO-FM	WHBC-FM	WGAR-AM
5 WNYN-AM	WHLO-AM	WSLR-AM
M-F, 6-10am		WHBC-AM
1 WHBC-AM	WHBC-AM	WHBC-FM
2 WHBC-FM	WGAR-AM	W GAR - AM
3 WGAR-AM	WOOS-FM	WOOS-FM
4 WFAH-AM 5 WSLR-AM	WHBC-FM WSLR-AM	WSLR-AM
	#17gK 1117	
M-F, 3-7pm 1 WHBC-FM	WHBC-AM	WHBC-FM
2 WGAR-AM	WGAR-AM	WHBC - AM
3 WHBC-AM	WOOS FM	WOOS-FM
4 WHLO-FM	WHBC-FM	WGAR-AM
	WHLO-AM	WMM S - FM
5 WNYN-AM	A DEC. DO	ALC: 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1

Cume Persons Trends/Rankings

Total 12+ M-S, 8am-Midnigi

POP(00): 3365

	A/M 178		A/M '79		A/M '80	
1	WHBC-AM	1364	WHBC-AM	1535	WHBC-AM	140
2	WGAR-AM	1052	WGAR-AM	978	WHBC-FM	70
3	WHBC-FM	770	WOOS-FM	841	WOOS-FM	6.8
4	WQIO-AM	456	WHBC-FM	639	WGAR-AM	66
5	WMMS-FM	454	WMMS FM	516	WMM S-FM	5 3
M-F.	6-10am					
1	WHBC-AM		WHBC-AM		WHBC-AM	
2	WGAR-AM		WGAR-AM		WHBC-FM	
3	WHBC-FM		WOOS-FM		WGAR-AN	
4	WQIO-AM		WHBC-FM		WOOS-FM	
5	WMMS-FM		WHLO-AM		WMM S-FM	
M-F.	3-7pm					
1	WHBC-AM		WHBC-AM		WHBC-AM	
2	WGAR-AM		WGAR-AM		WHBC-FM	
3	WHBC-FM		WOOS-FM		WOOS-FM	
4	WOIO-AM		WHBC-FM		WGAR-AM	
5	WHLQ-FM		WMM S-FM		WMM S-FM	
Tee	ns					
M-S,	6am-Midnight					
POP	(00): 444					
	A/M 178		A/M 179		A/M '80	
1	WGAR-AM		WOOS-FM		WOOS-FM	
2	MA-OIDW		WGAR-AM		WGAR-AM	

M-F. 3-7pm

WQIO-AM

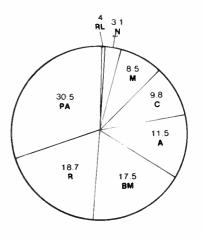
WMMS-FM

0001001 111		
POP(00): 444 A/M '78	A/M '79	A/M '80
1 WGAR-AM	WOOS-FM	WOOS-FM
2 WOLO-AM	WGAR-AM	WGAR-AM
3 WHBC-AM	WMM S-FM	WMMS FM
W-F, 6-10am		
1 WQIO-AM	WOOS-FM	WMMS-FM
2 WGAR-AM	WGAR-AM	WOOS-FM
3 WHBC-AM	WHBC-AM	WHBC -AM
W-F, 3-7pm		
1 WGAR-AM	WOOS-FM	WOOS-FM
2 WQIO-AM	WA-010W	WMM S-FM
3 WINW-AM	WMM S-FM	WGAR-AM
Adults 18-34 M-S, 6am-Midnight POP(DO): 1141		
A/M '78	A/M '79	A/M '80
1 WGAR-AM	WGAR-AM	WOOS-F
2 WHBC-AM	WOOS-FM	WGAR-AN
3 WMMS-FM	WMM S-FM	WMM S - FM
4 WHLQ-FM	WHBC -AM	WHBC-AM
5 WQIO-AM	WQIO-AM	WDJQ-F
M-F, 6-10am		
1 WGAR-AM	WGAR-AM	WGAR-AM
2 WHBC-AM	WHBC-AM	WHBC-AM
3 WMMS-FM	WOOS-FM	WOOS-FM
4 WQIO-AM	WMM S-FM	WMM S-FM
5 WHLQ-FM	WWWM-FM	WDJQ-FM

Adults 25-54 M-S, 6am-Midnight		
POP(DD): 1571		4 144 199
A/M '78	A/M '79	A/M '80
1 WHBC-AM	WHBC-AM	WHBC-AM
2 WGAR-AM	WGAR-AM	WGAR-AM
3 WHBC-FM	WOOS FM	WOOS-FM
4 WHLQ-FM	WHBC-FM	WHBC-FM
5 WWWF-AM	WHLO-AM	WHLO-AM
M-F, 6-10am		
1 WHBC-AM	WHBC-AM	WHBC-AM
2 WHBC-FM	WGAR-AM	WGAR-AM
3 WGAR-AM	WOOS-FM	WHBC-FM
4 WSLR-AM	WHBC-FM	WOOS-FM
5 WHLO-FM	WHLO-AM	WHLO-AM
M-F, 3-7pm		
1 WGAR-AM	WHBC-AM	WHBC-AM
2 WHBC-AM	WGAR-AM	WHBC-FM
з wнвс-гм	WOOS-FM	WGAR-AM
4 WHLQ-FM	WHBC-FM	WOOS-FM
S WSLR-AM	WHLO-AM	WHLO-AM

Format Penetration Chart

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



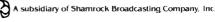
Format Legend

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

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1349 Regal Row • Dallas, Texas 75247 • (214) 634-8511



WGAR-AM WOOS-FM WMM S-FM

WOOS-FM WGAR-AM

Casper

METRO RANK

. . . .

Average Persons 12+ Share Trends Monday-Sunday, Sam-Midnight

POP(00): 536		
	A/M '79		A/M 'BO
1	KVOC-AM	34.9	KATI-AMM 29.7
2	KATI-AH	30.2	KTWO-AH(PA)29.7
3	KTWO-AH	23.8	KVOC-AM(C) 27.0
4	KAWY-FM	9.5	KAWY-FM(A) 8.1
5.			KPPL-FH(PA) 2-7
6			KAZY-FM(A) 1.4

Average Persons Trends/Rankings

	i rends/Hankings				
Total 1					
	m-Midnight				
POP(00): 536				
	A/M '79		A/M '80		
1	KVOC-AM	2 2	KATI-AM	2 2	
2	KATI-AM	19	K TWO-AM	22	
3	KTWO-AM	15	KVOC-AH	20	
4	KAWY-FM	6	KAWY-PM	6	
5			KPPL-FM	2	
M-F, 6-1	0em				
1	KVOC-AM		KTWO-AM		
2	KTWO-AH		KAT I-AM		
3	KATI-AH		KV O C - AH		
4	KAW Y-PM		KAWY-PM		
5			KAZY-FH		
M-F, 3-7	'pm		_		
1	KATI-AH		KATI-AM		
2	KVOC-AH		KTW0-AM		
3	KTWO-AH		KV OC-AH		
4	KAWY-PH		KAWY-FH		
5			KP PL-FH		
Teens					
M-8, 6ai	m-Midnight				
POP(0	0): 75				
	A/M 178		A/M 180		
1	KATI-AH		KAT I-AH		
2	KAW Y-FH		KTW0-AH		
3	KVOC-AM		KAWY-PH		
M-F, 6-1	0am				
1	KATI-AH		KATI-AM		
2	KAWY-PH		KTWO-AM		
3	KTW0-AH		KV O C - AH		
M-F, 3-7	pm				
	KATI-AH		KATI-AH		
2	K AW Y-PH		KTW0-AM		
3	KTW0-AM		KAWY-FM		

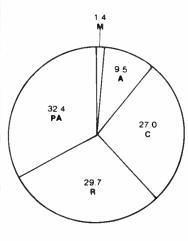
Adults 18-34			
M-8, 6am-Midnight			
POP(00): 196			
A/M 179		A/M '80	
1 KATI-AM		KATI-AM	
2 KTWO-AM		KTWO-AM	
3 KAWY-FM		KV OC-AM	
4 KVOC-AM		KAWY-FM	
5		KP PL - FH	
M-F. 6-10am			
1 KATI-AH		KATI-AH	
2 KTWO-AM 3 KVOC-AM		KTWO-AM	
3 KVOC-AH 4 KAWY-FH		KV O C-AM	
5		KAWY-FM KPPL-FM	
		KP PL-PM	
M-F, 3-7pm 1 KATI - AM			
1 KATI-AM 2 KVOC-AM		KATI-AM KTWO-AM	
3 KTWO-AM		KVOC-AM	
4 KAWY-FM		KAWY-FM	
5		KPPL-FM	
Adults 25-54			
M-S, 6em-Midnight			
POP(00): 273			
A/M 179		A/M 180	
1 KVOC-AM		KTWO-AH	
2 KTWO-AM		KV OC-AH	
3 KATI-AM		KAT I-AH	
4 KAWY-FM		KAWY-FM	
5		KP PL-FM	
M-F, 6-10am			
1 KVOC-AM		KTWO-AM	
2 KTWO AH		KV OC-AM	
3 KATI-AH		KAT I-AH	
4 KAWY-FH		KAWY-FH	
5		KP PL-FM	
M-F, 3-7pm			
1 KVOC-AH		KV OC-AH	
2 KATI-AH		KTW0-AM	
3 KTWO-AM 4 KAWY-FM		KATI-AH KAWY-FH	
5 KAWI-FR		KPPL-FH	
		KI I L I II	
	ne Per	sons Ikinas	
	12/UGI	ikiriya	
Total 12+			
M-S, 6em-Midnight			
POP(00): 536			
A/M '79		A/M '80	
A/M '79 1 KATI-AM	232	KAT I-AM	248
A/M '79 1 KATI-AM 2 KVOC-AM	211	KATI-AM KTWO-AM	240
A/M '79 1 KATI-AM		KAT I-AM	

M-F, 6-10am	
1 KATI-AM	KTWO-AM
2 KVOC-AH	KAT I – AM
3 KTWO-AM	KVOC-AM
4 KAWY-FM	KAWY-FM
5	KAZY-FM
M-F, 3-7pm	
1 KATI-AM	KTWO-AM
2 KVOC-AM	KATI-AM
3 KTWO-AH	KV OC-AM
4 KAWY-FM	KAWY-FM
5 KAW 1 - FM	KAWI-FH KPPL-FH
	KF FL-FR
Teens	
M-S, 8em-Midnight	
POP(00): 75	
A/M 179	A/M '80
1 KATI-AH	KAT I-AH
2 KAWY-PH	KTWO-AH
3 KTWO-AM	KV OC-AM
	N. 00 . NO
M-F, 6-10am	
1 KATI-AH	KATI-AH
2 KAWY-FH	KTWO-AH
3 KTWO-AH	KV OC - AH
M-F, 3-7pm	
1 KATI-AH	KAT I - AH
2 KAWY-FH	KTWO-AH
3 KTWO-AH	KAZY-PH
Adults 18-34	
M-S, Sem-Midnight	
POP(00): 196	
A/M '79	A/M 180
1 KATI-AH	KATI-AH
2 KTWO-AM	KTWO-AM
3 KVOC-AH	KV O C - AH
4 KAWY-PH	KAWY-FH -
5	KP PL - FM
M-F, 6-10am	
1 KATI-AM	KATI-AH
2 KTWO-AM	KTWO-AH
3 KVOC-AH	KVOC-AH
4 KAWY-FM	KAWY-FH
5	KPPL-FH
	KFF-FA
M-F. 3-7pm	
1 KATI-AH	KATI-AM
2 KTWO-AM	KTWO-AH
3 KVOC-AH	KV OC-AM
4 KAWY-FH	KAWY-FH
5	KP PL - FM
Adults 25-54	
M-S, 6am-Midnight	
M-S. 6am-Midnight POP(00): 273	
M-S, 8am-Midnight	A/M '80
M-S. 6em-Midnight POP(00): 273	AM '80 KTWO-AH
M-S, 6em-Midnight POP(00): 273 A/M '79	KTWO-AH KV OC-AH
M-S, 6am-Midnight POP(00): 273 A/M '79 1 KVOC~AH	KTWO-AH
M-S. 6am-Midnight POP(00): 273 A/M '79 1 KVOC-AH 2 KTWO-AH	KTWO-AH KV OC-AH
M-S. 8am-Midnight POP(00): 273 AM '79 1 KVOC-AH 2 KTWO-AH 3 KATI-AH	KTWO-AH KV OC-AH KAT I-AH

M-F, 6-10am	
1 KVOC-AH	KTWO-AH
2 KTWO AH	KV OC-AH
3 KATI-AH	KATI-AM
4 KAWY-FM	KAWY-FM
5	KAZY-FH
M-F, 3-7pm	
1 KVOC-AM	KTW0-AH
2 KTWO-AH	KV O C-AH
3 KATI-AH	KATI-AM
4 KAWY-FM	KAWY-FM
5	KPPL-FM

Format Penetration Chart

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



Format Legend

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

Anaheim-Santa Ana-Garden Grove

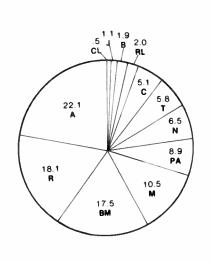
Continued from Page 38

M-F, 6-10am		
1 KFI -AM	KFI -AM	KFI -AM
2 KFWB-AM	KABC-AM	KABC-AM
3 KBIG-FM	KNX -AM	K L AC - AM
4 KABC-AM	KLAC-AM	KNX -AM
5 KNX -AM	KFWB-AM	KNX -FM
6 KMPC-AM	KM P C - A M	KFWB-AM
7 KRTH-FM	KBIG-FM	KMPC-AM
8 KLAC-AM	KNX -FM	KRTH-FM
9 KNX -FM	KRTH-FM	KBIG-FM
10 KMET-FM	KMET-FM	KJ OI - FM
M-F, 3-7pm		
1 KMPC-AM	KB I G - F M	KL AC - AM
2 KBIG-FM	KNX -AM	KRTH-FM
3 KABC-AM	K L AC - AM	KB IG-FM
4 KFWB-AM	KABC-AM	KFI -AM
5 KLAC-AM	KNX -FM	KNX -FM
6 KNX -FM	KRTH-FM	KABC-AM
7 KRTH-FM	KFI -AM	KNX -AM
8 KNX -AM	K F W B - A M	KFWB-AM
9 KFI -AM	KM P C - AM	KMPC-AM
10 KOST-FM	KMET-FM	KOST-FM

Format Penetration Chart

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

Format Legend



Cedar Rapids

METRO RANK 155

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 1394

ror(00):	1374
	A/M	78

	A/M '80		A/M 179		A/M '78	
6.5	WHT -AHPA	28.1	WHT -AH	27.4	WHT -AH	1
3.3	KCRG-AM (PQ)	13.3	KQ CR - FM	15.3	KCRG-AM	2
0.7	KQCR-FM(PC)	12.2	K CR G-AM	13.7	KL WW-AM	3
9.7	WHT -FM (BMA)	10.2	KLWW-AH	9.5	KQCR-FM	4
8.2	KHAK-FM(C)	10.2	WMT -FM	8.4	WHT -FM	5
8.2	KHAK-AM (C)	7.7	KHAK-FM	7.4	KHAK-AM	6
7.7	KRNA-FM (PC)	5.1	KHAK-AM	6.3	KHAK-FM	7
6.6	KLWW-AH (PG	1.0	KXEL-AM	1.6	KFMW-FM	8
2.0	KTOF-FM (PL)	0.5	WHO -AM	1.1	WHO -AM	9
1.0	KFMW-FM (BMA)			1.1	KXEL-AM	10
0.5	KKRQ-FM (MG)			0.5	KWMT-AM	11
0.5	WHO -AM (T)			0.5	WGN -AM	12
0.5	WGN -AM (PA)					13
0.5	KOEL-FM(C)					14

Average Persons Trends/Rankings

Out is			
A-S, 6am-Mid:	nlaht		
OP(00):	1394		
01(00).	1374		

20P(00): 1394					
	A/M 178		A/M 179		A/M '80	
1	WHT -AH	52	WHT -AM	5.5	WMT -AM	5
2	K CRG-AM	29	KQ CR -FM	26	KCRG-AM	2
3	KL WW-AM	26	KCRG-AH	2 4	KQCR-FM	2
4	KOCR-FM	18	KLWW-AH	20	WHT -FM	1
5	WHT -PH	16	WHT -FM	20	KHAK-FM	1
#F, 6	-10em					
1	WHT -AH		WHT AM		WHT -AM	
2	KCRG AM		KCRG-AM		K CR G-AM	
3	KL WW-AM		KQ CR - FM		KQ CR - PM	
4	KQCR-FM		KLWW-AM		WHT -FH	
5	KHAK-AM		WHT -FH		KHAK-FM	
WF, 3	-7pm					
1	WHT -AH		WAT -AM		WHT -AH	
2	KL WW-AH		KQ CR -FM		KCR G-AM	
3	K CR G-AM		WHT -FH		KQCR-FM	
4	KQCR-FM		KCRG-AM		WMT -FM	
	WHT -FH		KLWW-AH		KRNA-FM	
leen	8 em-Midnight					

	FOOTS					
#-S, 6em-Midnight						
POP(00): 176					
	A/M 178	A/M 179	A/M '80			
1	KLWW-AH	KLWW-AM	KQ CR - FM			
2	K CR G - AM	KCR G-AM	KLWW-AM			
3	KQCR-FM	KQCR-FM	KRNA-FM			
WF, 6	-10em					
1	K CRG AM	KLWW-AM	KLWW-AM			
2	KL WW-AM	KCRG-AM	KQ CR - F M			
3	KQCR-FM	KQ CR - FM	KRNA-FM			
WF, 3	-7pm					
1	KL WW-AM	KLWW-AM	KQ CR - F M			
2	KCRG AH	KCRG-AM	KLWW-AM			
3	KOCR-PM	KOCR-FM	KRNA-FM			

Adults 18-34 N-S, 6em-Midnigh POP(00): 555

	A/M 1/8	A/W '/9	A/MI '8U
1 K	QCR-FM	KQCR-FM	KCRG-AM
2 K	CR G-AM	KLWW-AM	KQ CR - FM
3 K	LWW-AM	KCRG-AM	KRNA-FM
4 K	HAK-AM	WHT -AH	K HAK -AM
5 W	HT -AH	K H A K - F M	KLWW-AM
W-F, 6-10)em		
1 K	CRG AM	KQCR-FM	KCR G-AM
2 K	QCR-FH	KCRG-AH	KQ CR - FM
3 K	LWW-AM	WMT -AM	WHT -AH
4 W	HT -AH	KLWW-AM	KLWW-AM
5 K	HA-XAE	KHAK-PM	KRN A-FM
#F, 3-7p	om		
1 K	LWW-AM	KQCR-FM	KCRG-AM
2 K	QCR-FM	KLWW-AM	KQ CR - FM
3 K	CRG-AH	KCR G-AM	KRWA-PH
4 K	HA K - AH	WHT -FM	KBAK-PM
5 W	HT -AH	KHAK-FM	KLWW-AM

Idults 25-54

n-o, outrimonigni		
POP(00): 680		
A/M 178	A/M *79	A/M '80
1 WHT -AM	WHT -AH	WHT -AM
2 KHAK-AM	KHAK-PH	KCRG-AM
3 KCRG-AM	KQ CR - FM	K HAK -F M
4 KBAK-FM	WHT -FM	WHT -FH
5 WHT -FH	KCR G-AH	KQ CR - FM
#F, 6-10em		
1 WHT -AH	WHT -AH	WHT -AM
2 KCRG-AM	KCRG-AM	KCRG-AM
3 KHAK-AH	KQ CR -FH	RHAK-PH
4 KLWW-AM	KHAK-FM	KQ CR - FM
5 KHAK-PH	WHT PH	WHT -PH
II-F, 3-7pm		
1 WHT -AH	K EAK-PH	WHT -AH
2 KCRG-AH	WAT -AM	KCR G-AM
3 KLWW-AM	KQ CR - FM	WHT -FH
	•	

Cume Persons Trends/Rankings

Total 12+ M-8, Sem-Midnight						
PO P	(00): 1394					
	A/M '78		A/M '79		A/M '80	
1	WHT -AH	643	WHT AH	631	WMT -AM	642
2	KCRG-AM	597	KCRG-AM	571	KCRG-AM	5 36
3	KLWW-AH	441	KQ CR - FM	404	KLWW-AM	358
4	KQCR-FM	318	KLWW-AM	397	KQ CR - FM	316
5	WMT -PH	262	WHT -FM	257	WHT -FH	2 5 2

,	MLIT -LU	202	MU! -LU	20,	WD1 III	-
M-F, 6	-10em					
1	WHT -AH		WMT -AM		WHT -AM	
2	K CR G-AM		K CR G – AM		KCR G-AM	
3	KLWW-AM		KLWW-AM		KLWW-AM	
4	KQCR-FM		KQ CR - FM		KQ CR - FM	
5	KHAK-AM		KHAK-AM		WHT -FM	
M-F, 3	-7pm					
1	WHT -AH		WMT -AM		WHT -AM	
2	KCRG-AM		KLWW-AH		KCR G-AM	
3	KL WW-AM		KQ CR -FM		K LWW - AM	
4	KQCR-FM		KCRG-AM		KQ CR -FM	
5	WHT -FM		WHT -FH		WHT -PM	
Teen						

M-S, 6am-Mi POP(00): 176

	A/M '78	A/M '79	A/M '80
1	KLWW-AM	KLWW-AM	KLWW-AM
2	KCRG AM	KCRG-AM	KQ CR -FM
3	KQCR-FM	KQ CR - FM	KCR G-AM
M-F, 6	-10em		
1	KCRG-AM	KLWW-AM	KQCR-FM
2	KLWW-AM	KCR G-AM	KLWW-AM
3	KQCR-FM	KQ CR - FM	KCR G-AM
M-F, 3	-7pm		
1	KLWW-AM	KLWW-AM	K LWW - AM
2	KCRG AM	KCRG-AM	KQ CR -FM
3	KQCR-FM	KQCR-FM	KRNA-FM

	18-34		
	m-Midnight		
POP(00): 555		
	A/M '78	A/M '79	A/M '80
1	KCRG-AM	KQ CR - FM	KCRG-AM
2	KLWW-AM	KCRG-AM	KQCR-FM
3	KQCR-FM	KLWW-AM	KLWW-AM
	WAT -AM	WHT -AM	KRNA-FM
5	KHA K-AM	WMT -FM	WMT -AM
M-F, 6-1	0em		
1	KCRG-AM	KQ CR - FM	K CR G-AM
2	KLWW-AM	KCR G-AM	KQ CR - FM
3	KQCR-FM	KLWW-AH	KĽWW-AM
	WMT -AM	WMT -AM	WHT -AH
5	KHAK-AM	KHAK-FM	KRNA-FM
M-F, 3-7	7pm		
1	KCRG AM	KOCR-FM	KCRG-AM
2	KL WW-AM	KLWW-AM	K LWW - AM
3	KQCR-FM	KCRG-AM	KQCR-FM
4	WMT -AM	WMT -AM	KRNA-FM
	KHAK-AM	KHAK-FM	WHT -AM
A els alas	25.54		

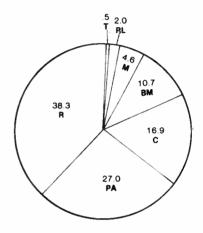
Adults 25-54 M-S, 6em-Midnight

A/M '78	A/M 179	A/M '80
1 WMT -AM	WHT -AM	WMT -AM
2 KCRG-AM	KCR G-AM	KCR G-AM
3 KLWW-AM	KQ CR - FM	KHAK-PH
4 KHAK-AM	KHAK-FM	KLWW-AM
5 WHT -FM	K H AK - AM	WHT -FH

4 KHAK-AM 5 KOCR-FM	KCRG-AM KHAK-AM	KLWW-AM KHAK-FM
3 KLWW~AM	KHAK-FM	KQ CR - FM
2 KCRG-AM	KQ CR - FM	KCRG-AM
1 WHT -AH	WHT -AH	WMT -AM
M-F, 3-7pm		
5 WMT -FM	K H AK - AM	K LWW - AM
4 KLWW-AM	KQ CR - FM	KQCR-FM
3 KHAK-AM	KHAK-PM	KHAK-FM
2 KCRG-AM	KCR G-AM	KCRG-AM
1 WMT -AM	WMT -AM	WAT -AM

Format Penetration Chart

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



Format Legend

Charleston, SC

METRO RANK

93

A/M '80 Market Overview

Charleston, like many smaller markets, had a sizable increase in the number of usable **Arbitron** diaries this survey, 23% compared to the Spring survey last year.

While the diary intake may fluctuate, the shares of Beautiful Music WXTC seem to hover around 13. This year that was good enough to keep WXTC ahead of the pack. Although the station's share of the 25-54 audience slipped somewhat, it was still the leader in this category, with more than 16%.

One of the most successful stations was Country WEZL, which almost doubled its 12+ share, and boosted its share of the 25-54 pie from less than 9% to more than 15%. This survey WEZL used an outside ad campaign consisting of a mix of newspaper, TV, and outdoor boards. Musically, any gold played in drive times was from proven country stars, not lesser-known artists.

New rock leader WDWQ, formerly WQIZ-FM. changed format from Dancemusic to Top 40 on February 28. An entire new staff went on-air that day, and a bumper sticker campaign was utilized to boost the station. WDWQ become the teen leader in this book as well as a significant force among 18-34 adults also.

WKTM, although slipping four shares 12+, was still tops among 18-34's. The station lost some of its dominance in this demo too, but still led with more than 13%. Black-formatted WPAL remained strong in the market and was 18-34 runner-up.

0 P (00): 3112	2				
	A/M 178		A/M '79		A/M '80	
1	WPXI-FM	16.5	WXTC-FH	13.8	WXTC-FH(MM)	. 3
2	WXTC-FM	13.6	WCSC-AM	13.4	WPAL-AHON 1	0
3	MA-AMTW	12.5	WKTM-FM	12.8	WCSC-AM(PA)	Q
4	WPAL-AM	11.5	WPAL-AM	11.8	WEZL-FM(C)	0
5	WKTM-FM	11.3	WPXI-FM	10.4	WDWQ-FH(M)	9
6	WEZL-FM	8.1	WTHA-AH	10.0	WTHA-AH(PO	8
7	WWWZ-FM	5.6	WEZL-FM	5.5	WKTH-FH(M)	8
8	WCSC-AM	4.2	WQIZ-FM	5.3	WPXI-FM(B)	8
9	WNCG-AM	4.2	WQSN-AM	3.1	WOSN-AM(O)	4
10	WQSN-AM	3.3	WWWZ-FM	2.2	WOIZ-AMPL	3
11	WOKE AM	2.5	W NC G-AM	1.4	WWWZ-FH(A)	2
12	WQIZ-AM	1.3	WOKE-AM	0.8	WOKE-AH(PA)	2
13	WPWR-FM	0.8	WTWF-FM	0.8	WNCG-AM(PA)	1
14			WAZS-AM	0-6	WAZS-AMIC)	1
15			WOIZ-AM	0.4	WBER -AMC	0
16			WBER-AM	0.4		Ť

Average Persons Trends/Rankings

Average	Pers	ons Tren	ds/R	ankings	
Total 12+					
M-S, 6am-Midnight					
POP(00): 3112					
A/M '78		A/M 179		A/M 180	
1 WPXI-FM	86	WXTC-PH	68	WXTC-FM	6
2 WXTC-FM	71	WCSC-AM	66	WPAL-AM	52
3 WTMA-AM	65	WETM-FM	63	WCSC-AM	51
4 WPAL-AM	60	WPAL-AM	58	WEZL-FM	51
5 WKTM-FM	59	WPXI-PH	51	WDWQ-FM	46
W-F, 6-10am					
1 WKTM-FM		WTHA-AH		WCSC-AM	
2 WXTC-FM		WCSC-AM		WXTC-FM	
3 WTMA-AM		WETH-PH		WEZL-FM	
4 WPXI-FM		WXTC-FM		WKTM-FM	
5 WEZL-FM		WPAL-AM		WTMA-AM	
M-F, 3-7pm			_		
1 WPXI-FM		WCSC-AM		WDWQ-FM	
2 WXTC-FM		WKTM-FM		WCSC-AM	
3 WTMA-AM		WXTC-FM		WXTC-FM	
4 WETH-PH		WPXI-FM		WPAL-AM	
5 WPAL-AM		WPAL-AM		WPXI-FM	
Teens					
M-S, 6em-Midnight					
POP(00): 436					
A/M 178		A/M 179		A/M '80	
1 WPXI-PM		WKTH-FM		WDWQ-PM	_
2 WIMA-AM		WPAL-AM		WTHA-AH	
3 WPAL-AM		MA-AMTW		WETH-PH	
M-F, 6-10em					
1 WTMA-AM		WINA-AM		WDWQ-FM	
2 WPAL-AM		WETH-PH		MA-AHTW	
3 WPXI-PM		WPX I-PM		WKTM-FM	

M-F, 3-7pm 1 WPXI-FM		UBUG T
2 WTMA-AM	WPAL-AM WTMA-AM	WDWQ-FN
3 WPAL-AM	WIMA-AM WETM-PM	WTMA AN
	WKIN-LU	WKIM-FF
Adults 18-34		
M-S, 8am-Midnight		
POP(00): 1351		
A/M 178	A/M '79	A/M '80
1 WETH-FM	WETM-FM	WETH-PM
2 WPXI-FM	WCSC-AM	WPAL-AP
3 WTHA-AH	WPAL-AM	WPXI-F
4 WPAL-AM	WPXI-FM	WCSC-AM
5 WWWZ-FM	WTHA-AH	WDWQ-FF
M-F, 6-10am		
1 WETH-PH	WETH-PH	WCSC-AN
2 WPXI-FM	WTHA-AM	WETH-PH
3 WTHA-AH	WCSC-AM	WEZL-PH
4 WPAL-AH	WPAL-AM	WPAL-AM
5 WEZL-PH	WPX I-FH	WTHA-AH
M-F, 3-7pm		
1 WKTH-FM	WKTM-FM	WETM-FM
2 WPX I-FM	WCSC-AM	WPAL-AM
3 WWWZ-FM	WPXI-FM	WCSC-AM
4 WIMA-AM	WPAL-AM	WPXI-PM
5 WPAL-AH	WXTC-FM	WDWO-PM
Adults 25-54		
M-S, 6em-Midnight		
POP(00): 1486		
A/M '78	A/M 179	A/M '80
1 WXTC-FM	WXTC-FM	WXTC-FM
2 WEZL-PH	WCSC-AM	WEZL-PH
3 WTHA-AH	WTMA-AM	WCSC-AM
4 WPXI-PH	WPXI-FM	WPAL-AH
5 WKTH-FH	WEZL-FM	MA-AMTW
W-F, 6-10em		
1 WEZL-PM	WTMA-AM	WEZL-FM
2 WXTC-FM	WCSC-AM	WXTC-PM
3 WKTH~FM	WXTC-FM	WCSC-AM
4 WTHA-AH	WEZL-PM	MA-AMTW
5 WPXI-PH	WPX I-PH	WKTH-FH
A-F, 3-7pm		
1 WETC-PH	WXTC-FM	WXTC-FM
2 WEZL-PN	WCSC-AM	WEZL-FM
3 WKTM-PM	WPX I - FM	WCSC-AM
4 WPXI-PH	WQSN-AM WTMA-AM	MA-AMTW
5 WOSN-AM		WKTM-PM

Cume Persons Trends/Rankings

Total 12+

POP(00): 311:	2				
	A/M '78		A/M '79		A/M '80	
1	WIMA-AH	1093	WCSC AH	959	MA-AMTW	871
2	WPXI-FM	852	WA-AMTW	927	WCSC-AM	865
3	WK TM - FM	738	WX TC - FM	770	WXTC-FM	724
4	WXTC-FH	688	WKTM-FM	736	WETM-FM	674
_ 5	WPAL-AM	628	WPX I-FM	662	WDWQ-FM	670
M-F, 6	-10em					
1	MA-AMTW		WCSC-AM		WCSC-AM	
2	WKTM-FM		WIMA AM		WXTC-FM	
3	WPXI-FM		WKTM-FM		WTMA-AM	
4	WXTC-FM		WXTC-FM		WKTM-FM	
5	WPAL-AM		WPX I-FM		WEZL-FM	
M-F, 3-	7pm					
1	WA-AMTW		WCSC-AM		WCSC-AM	
2	WPXI-FM		WKTM-PM		WDWO-FM	
2	DETM. PH		****			

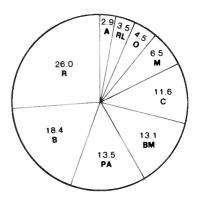
WXTC-FM	WKTM-FM
WPX I - FM	WEZL-FM
WCSC-AM	WCSC-AM
WKTM-FM	WDWO-FM
WXTC-FM	MA-AMTW
WTHA-AH	WKTM-FM
WPXI-FM	WPX I-FM
	WPX I - FM WCS C - AM WKTM - FM WXTC - FM WTMA - AM

K-11	MY10-LW	WIMA-WW
4 WXTC-FM	WTHA-AH	WKTM-FM
5 WCSC-AM	WPX I-FM	WPX I-FM
Teens		
M-S, 6am-Midnight		
POP(00): 436		
A/M '78	A/M 179	A/M '80
1 WTMA-AM	MA-AHTW	MA-AMTW
2 WPXI-PM	WCSC-AM	WDWQ-FM
3 WKTM-FM	WKTM-FM	WCSC-AM
M-F, 6-10am		
1 WTMA-AM	WTMA-AM	WDWO-FM
2 WPXI-FM	WKTM-FM	WETH-FM
3 WETM-FM	WPXI-FM	WCSC-AM
W-F, 3-7pm		
1 WPXI-FM	WTMA-AM	WDWQ-FM
2 WTMA-AM	WKTM-FM	MA-AHTW
3 WETM-FM	WPX I-FM	WETM-FM
Adults 18-34		
M-S, 8am-Midnight		
POP(00): 1351		
A/M '78	A/M '79	A/M '80
1 WTMA-AH	WCSC-AM	WKTH-PM
2 WKTM-FM	WKTM-FM	WTMA-AH
3 WPXI-FM	WTMA-AM	WCSC-AM
4 WCSC-AM	WPX I-FM	WPX I - PM
5 WPAL AM	WPAL-AM	WDWQ-FM
AE 6.10am		

Adults 25-54 M-S, 6am-Midnight		
POP(00): 1486		
A/M '78	A/M '79	A/M '80
1 WTMA-AM	WXTC-FM	WCSC-AM
2 WXTC-FM	WTMA-AM	WXTC-FN
3 WPXI-FM	WCSC-AM	WEZ L-FR
4 WKTM-FM	WEZL-FM	WIHA AH
5 WCSC-AM	WPX I - FM	WKTM-FF
M-F, 6-10em		
1 WTMA-AM	WCSC-AM	WCS C-A!
2 WXTC-FM	WXTC-FM	WEZL-FI
3 WKTM-FM	MA-AMTW	WXTC-F
4 WEZL-FM	WEZL-FM	WTMA AN
5 WCSCTAM	WPX I-PM	WKTM-F
M-F, 3-7pm		
1 WXTC-FM	WXTC-FM	WCSC-AL
2 WTHA-AH	WCSC-AH	WXTC-FI
3 WETH-FM	MA-AHTW	WEZL-FI
4 WEZL-FM	WPXI-FM	WTHA-A
5 WPXI-FH	WEZL-FM	WDWO-FI

Format Penetration Chart

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



Format Legend

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

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WKTM-FM WCSC-AM WPXI-FM

WPAL-AH

WETM-PH WCSC-AM WTMA-AM

WPAL-AM WEZL-FM

WETH-PH WCSC-AM

WKTM-PM

WTMA-AM WPXI-PM WCSC-AM

5 WPAL-AM M-F, 3-7pm

WETM-PH

WTMA-AM WPXI-PM



A/M 180

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP	(00): 217	7 5				
	A/M 178		A/M 179		08° M/A	
I	WCAW-AM	I7.8	WCAW-AM	16.1	WVAF-FM (PO 2	20.4
2	WKAZ-AM	16.3	WVAF-FM	15.2	WCAW-AM (C)	13.0
3	WCHS-AM	:2.3	WC HS - AM	12.1	WCHS-AM (PA)	12.1
4	WTIP-AM	9.5	WKAZ-AM	12.1	WKAZ-AM (PO)	11.5
5	WVAF-FM	8.6	WTIO-FM	9.0	WQBE - FM (C)	8.3
6	WBES-FM	6.7	WQBE-FM	8.0	WKLC-FM (A)	7.4
7	MA-TIXW	5 - 8	WBES-FM	6.2	WTIP-AM (BM)	6.8
8	WTIO-FM	4.9	WTI P-AM	5.3	WBES-FM (BM)	5.0
9	WQBE-FM	3.4	WXIT-AM	2.8	WTIO-FM (BM)	5.0
10	WKLC-FM	3.1	WKLC-FM	1,9	WXIT-AM (PQ)	1.2
1 1	WKLC-AM	3.1	WKLC-AM	0.3	WEMM-FM (RL)	1.2
12	WZTQ-AM	1.5			WZTQ-AM (PA)	1.2
13	WKEE-FM	1.2			WVPN-FM (MA)	0.6
14	WSCW-AM	1.2				
15	WMON-AM	0.9				
16	WEMM-FM	0.6				
17	WKEE-AM					

Average Persons Trends/Rankings

A/M 179

U	ш	16	т					
W-S,	64	ım-l	M	ldr	nigi	h	ŧ	
		~~			2	1	7	c

M-2' OBUI-MIG	nignt	
POP(00):	2175	
A/84	17A	

			74.00			
1	WCAW-AM	58	WC AW-AM	52	WVAF-FM	6
2	WKAZ-AM	53	WVAF-FM	49	WC AW-AM	4
3	WCHS-AM	40	WCHS AM	39	WC HS-AM	4
4	WTIP-AM	31	WKAZ-AM	39	WKAZ-AM	31
5	WVAF-FM	28	WTIO-FM	29	WQBE-FM	2.8
M-F, 6	-10am					
1	WCAW-AM		WCAW-AM		WCHS-AM	
2	WKAZ-AM		WCHS-AM		WCAW-AM	
3	WCHS-AM		WKAZ-AM		WKAZ-AM	
4	WTIP-AM		WVAF-FM		WVAF-FM	
5	WVAF-FM		WTIO-FM		WORE-FM	
M-F, 3	-7pm					
1	WKAZ-AM		WCAW-AM		WVAF-FM	
2	WC AW - AM		WVAF-FM		WCAW-AM	
3	WCHS-AM		WKAZ-AM		WKAZ-AM	
4	WVAF-FM		WCHS-AM		WKLC-FM	
5	WBES-FM		WQBE-FM		WCHS-AM	
_						

Teens

M-2, (sam-wiid	nigm
POP	(00):	275

M-S, 6am-Midnight		
POP(00): 275		
A/M 178	A/M 179	A/M '80
1 WKAZ-AM	WVAF-FM	WV AF-FM
2 WXIT-AM	WKAZ-AM	WKAZ-AM
3 WVAF-FM	WC AW-AM	WC A W - AM
M-F, 6-10am		
1 WKAZ-AM	WV AF-FM	WVAF-FM
2 WXIT-AM	WKAZ-AM	WKAZ-AM
3 WCAW-AM	WC AW-AM	WC HS - AM
M-F, 3-7pm		
1 WKAZ-AM	WVAF-FM	WVAF-FM
2 WVAF-FM	WKAZ-AM	WC AW -AM
3 WXIT-AM	WCAW-AM	WKAZ-AM

Adults 18-34 M-S, 6am-Midnight

POP(00): 719

A/M '78	A/M '79	A/M '80
1 WKAZ-AM	WVAF-FM	WVAF-FM
2 WVAF-FM	WKAZ-AM	WKAZ-AM
3 WCAW-AM	WCAW-AM	WKLC-FM
4 WXIT-AM	WC HS - AM	WCAW-AM
5 WCHS-AM	WQBE-FM	WCHS-AM
M-F, 6-10am		
1 WKAZ-AM	WVAF-FM	WKAZ-AM
2 WVAF-FM	WKAZ-AM	WVAF-FM
3 WCHS-AM	WCAW-AM	WC HS - AM
4 WCAW-AM	WC HS - AM	WKLC-FM
5 WXIT-AM	WXIT-AM	WCAW-AM
M-F, 3-7pm		
1 WKAZ-AM	WVAF-FM	WVAF-FM
2 WVAF-FM	WKAZ-AM	WKAZ-AM
3 WCAW-AM	WCAW-AM	WKL C-FM
4 WXIT-AM	WC HS - AM	WCAW-AM
5 WCHS-AM	WQBE-FM	WCHS-AM
Adults 25-54		

M-S, sam-Midnight	•						
POP(00): 1055							
A/M 178	A/M 179	A/M '80					
1 WCAW-AM	WC AW-AM	WCAW-AM					
2 WKAZ-AM	WC HS - AM	WCHS-AM					
3 WCHS-AM	WKAZ-AM	WKAZ-AM					
4 WBES-FM	WVAF-FM	WQBE-FM					
5 WTIP-AM	WQBE-FM	WVAF-FM					
M-F, 6-10em							
1 WCAW-AM	WC AW-AM	WC HS - AM					
2 WCHS-AM	WC HS - AM	WKAZ-AM					
3 WKAZ-AM	WKAZ-AM	WC AW -AM					
4 WTIP-AM	WTI P-AM	WQBE-FM					
5 WTIO-FM	WVAF-FM	WTIO-FM					
M-F, 3-7pm							
1 WCAW-AM	WC AW -AM	WC AW - AM					
2 WKAZ-AM	WCHS-AM	WKAZ-AM					
3 WBES-FM	WKAZ-AM	WKLC-FM					
4 WCHS-AM	WVAF-FM	WQBE-FM					
5 WTIP-AM	WQBE-FM	WCHS-AM					

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Mi POP(00): 2175

	A/M:178		A/M '79		A/M '80	
1	WKAZ-AM	785	WCAW-AM	659	WVAF-FM	693
2	WCHS-AM	701	WCHS-AM	645	WKAZ-AM	66
3	WCAW-AM	624	WKAZ-AM	644	WCHS-AM	6.5
4	WXIT-AM	357	WVAF-FM	471	WCAW-AM	50
5	WTIP-AM	350	WQBE-FM	331	WKLC-FM	29:
W-F.	6-10am					

m,, o	-100111		
1	WKAZ-AM	WCAW-AM	WKAZ-AM
2	WC H S - AM	WC HS - AM	WCHS-AM
3	WC AW - AM	WKAZ-AM	WVAF-FM
4	WTIP-AM	WVAF-FM	WCAW-AM
5	WVAF-FM	WQBE-FM	WOBE-FM
M-F, 3	-7pm		
1	WKAZ-AM	WCAW-AM	WKAZ-AM
2	WCAW-AM	WCHS-AM	WVAF-FM
3	WCHS-AM	WVAF-FM	WCAW-AM
4	WVAF-FM	WKAZ-AM	WC HS - AM
- 5	WXIT-AM	WQBE-FM	WKLC-FM

1 WKAZ-AM 2 WCAW-AM 3 WCHS-AM 4 WVAF-FM 5 WXIT-AM WCAW-AM WCHS-AM WVAF-FM WKAZ-AM WQBE-FM

M-S, 6am-Midnight POP(00): 275			
A/M '78	A/M '79	A/M '80	
1 WKAZ-AM	WVAF-FM	WVAF-FM	
2 WXIT-AM	WKAZ-AM	WKAZ-AM	
3 WVAF-FM	WC HS - AM	WCHS AM	
M-F, 6-10am			_
1 WKAZ-AM	WVAF-FM	WVAF-FM	
2 WXIT-AM	WKAZ-AM	WKAZ-AM	
3 WCAW-AM	WCAW-AM	WC HS - AM	
M F 0 7			

1 WKAZ-AM 2 WVAF-FM 3 WXIT-AM

M+, 3	·/pm		
1	WKAZ-AM	WVAF-FM	WVAF-FM
2	WVAF-FM	WKAZ-AM	WK AZ-AM
3	WXIT-AM	WC AW-AM	WKLC-FM
Adult	s 18-34		
M-S, 6	em-Midnight		
POP (00): 719		
	A/M 178	A/M 179	A/M 180
1	WKAZ-AM	WKAZ-AM	WVAF-FM
2	WCHS-AM	WCAW-AM	WK AZ - AM
3	WXIT-AM	WVAF-FM	WKLC-FM
4	WC AW - AM	WC HS - A M	WCHS-AM
5	WVAF-FM	WXIT-AM	WCAW-AM
M-F, 6	-10am		
1	WKAZ-AM	WK AZ-AM	WKAZ-AM
2	WCHS-AM	WCAW-AM	WVAF-FM
3	WVAF-FM	WVAF-FM	WKLC-FM
4	WC AW-AM	WC HS - AM	WC HS - AM
5	WA-TIXW	WXIT-AM	WCAW-AM
M-F, 3	-7pm		

#-F, 3-7pm		
1 WKAZ-AM	WKAZ-AM	WKAZ-AM
2 WVAF-FM	WVAF-FM	WVAF-FM
3 WCAW-AM	WCAW-AM	WKLC-FM
4 WCHS-AM	WCHS-AM	WC HS - AM
5 WXIT-AM	WXIT-AM	WCAW-AM

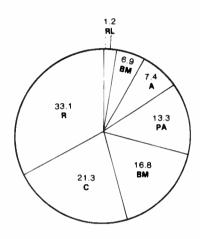
Adults 25-54

POP(00): 1055		
	A/M 178	A/M '79	A/M '80
1	WCAW-AM	WCAW-AM	WKAZ-AM
2	WCHS-AM	WC HS - AM	WCHS-AM
3	WKAZ-AM	WKAZ-AM	WCAW-AM
4	WOBE-FM	WQBE-FM	WVAF-FM
	WBES-FM	WVAF-FM	WQBE-FM

i	WCAW-AM	WC AW - AM	WK AZ - AM
_	WCHS-AM	WCHS-AM	WCHS-AM
3	WKAZ-AM	WKAZ-AM	WC AW - AM
4	WTIP-AM	WOBE-FM	WVAF-FM
5	WQBE-FM	WTI P-AM	WQBE-FM
#F, 3-	7pm		
1	WCAW-AM	WCAW-AM	WKAZ-AM
2	WKAZ-AM	WCHS-AM	WC HS - AM
3	WCHS-AM	WKAZ-AM	WCAW-AM
4	WBES-FM	WQBE-FM	WVAF-FM
5	WTIP-AM	WVAF-FM	WQBE-FM

Format Penetration Chart

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



Format Legend

Charlotte-Gastonia

METRO BANK



A/M '80 Market Overview

Market fragmentation led to overall declines on the part of WBT and the other market leaders this book. While WBT, WSOC-FM, WAYS, and WROQ slipped on the 12+ scoreboard, others like WEZC. WSOC, WGIV, and WPEG earned much healthier

There is still no doubt about which station leads in the key sales demos. P/A giant WBT duplicated its feat of last fall, leading both the 18-34 and 25-54 demos. The station's core 25-34 strength is a solid building block. WBT was even able to add to its 25-54 share, tallying almost 22%, Second was Country WSOC-FM, whose 25-54 share has slipped over the last two books. In A/M '79 results WSOC-FM garnered about 19%, compared to just over 12%

The 18-34 audience is marked by much fragmentation and competition. WBT was still on top, but its share has eroded slightly over the last several books, from more than 20% to just under 16%. AOR WBCY earned the runner-up spot among 18-34 year olds, with a share of more than 14%, its best showing ever. WBCY's young male numbers remained strong but its female numbers were softer.

AOR WROQ was third in the 18-34 demo and fourth overall in the market, but both shares declined slightly. Compared to last spring, however, WROQ's 18-34 share was relatively level. The station used an extensive ad campaign this time, featuring TV, newspaper, busboards and billboards. The total ad expenditure was lower than in previous

Top 40 WAYS also experienced slight erosion in its 12+ and 18-34 shares. The station ended up tied with WSOC-FM in the 18-34 standings. As usual, WAYS utilized its ongoing TV/billboard campaign for external advertising. On-air the station aired a team concept in PM drive, with the usual host joined by the morning show's funny man to do comedy bits. WAYS did have its best PM drive male numbers in recent years. The station's teen audience continued to decline, a positive sign since WAYS has a more adult-targeted audience.

Black stations WGIV and WPEG are carving a niche in the 18-34 cell. Each won about 8% of the audience in that demo, with WGIV showing a consistently rising trend over the last three books.

Beautiful Music WEZC rebounded, making a series of moves calculated to bring that result about. Using the motto "Swing Over To WEZC," the station devised a special billboard with a swing on it. During the last survey week there was a young lady on the swing every day, attracting attention the station's slogan. On-air, WEZC used a call-in songidentifying contest several times daily to build time spent listening. Grand prize was a trip for two anywhere in the world. Musically, WEZC continued its unusual policy of not using a syndicator but rather procuring its own music.

YS-AM T -AM T -AM YS-AM T -AM OQ-FM YS-AM T -AM CY-FM 8-34 Hidnight D: 1917 MY-9 T -AM YS-AM OQ-FM OQ-FM T -AM YS-AM OQ-FM T -AM OQ-FM T -AM OQ-FM T -AM OQ-FM T -AM OQ-FM T -AM OQ-FM T -AM OQ-FM T -AM OQ-FM T -AM OQ-FM OQ-FM T -AM OQ-FM T -AM OQ-FM T -AM OQ-FM T -AM OQ-FM OQ-FM T -AM OQ-FM	WROQ-FM WAYS-AM WBT -AM WAYS-AM WROQ-FM WBT -AM WROQ-FM WAYS-AM WBT -AM WROQ-FM WBCY-FM WSOC-FM WAYS-AM WBT -AM	WRO Q-FH WAYS-AM WBT -AM WRO Q-FM WBT -AM WRO Q-FM WAYS-AI WPEG-FI AMM '80 WBT -AM WRO Q-FM WBCY-FM WPEG-FM WBCY-FM WPEG-FM WRO Q-FM WRO Q-FM WBCY-FM WRO Q-FM WSO C-FM
T - AM CY-FM T - AM OQ-FM YS-AM T - AM CY-FM 3-34 Aidnight 1: 1917 MM'79 T - AM CY-FM OC-FM T - AM CY-FM OC-FM T - AM CY-FM OC-FM T - AM TYS-AM OC-FM	WAYS-AM WBT-AM WAYS-AM WROQ-FM WBT-AM WROQ-FM WAYS-AM WBT-AM ONN'79 WAYS-AM WBT-AM WBOQ-FM WBCY-FM WSOC-FM WBOG-FM WBOG-FM WSOC-FM WSOC-FM WSOC-FM	WAYS-AN WBT -AN WROQ-F WBT -AN WROQ-F WAYS-A WPEG-F AMM'80 WBT -AM WROQ-FM WBCY-FM WPEG-FM WPEG-FM WPEG-FM
TYS-AM YS-AM TYS-AM OQ-FM YS-AM TYS-AM CY-FM B-34 Alidnight 0): 1917 MM '79 TYS-AM OQ-FM CY-FM TYS-AM OC-FM TYS-AM OC-FM TYS-AM OC-FM TYS-AM OC-FM TYS-AM OC-FM TYS-AM OC-FM	WBT -AM WAYS-AM WROQ-FM WBT -AM WROQ-FM WAYS-AM WBT -AM WBT -AM WBT -AM WBT -AM WROQ-FM WBCY-FM WSOC-FM WBY -AM WBY -AM WBY -AM WROQ-FM WBCY-FM WSOC-FM	WBT -AN WAYS-AN WROQ-FN WBT -AN WROQ-FN WAYS-AN WPEG-FN WAYS-AN WAYS-AN WROQ-FM WBCY-FM WPEG-FM WPEG-FM WPEG-FM WPCG-FM WPCG-FM
YS-AM T -AM OQ-FM YS-AM T -AM CY-FM 8-34 Aidnight 0: 1917 MM '79 T -AM YS-AM OO-FM CY-FM OC-FM T -AM YS-AM OC-FM T -AM YS-AM OC-FM	WAYS-AM WROQ-FM WBT -AM WROQ-FM WAYS-AM WBT -AM ON '79 WAYS-AM WBT -AM WBCY-FM WSOC-FM WBCY-FM WROQ-FM WBCY-FM WSOC-FM WSOC-FM WSOC-FM	WAYS-AM WROQ-FM WBT -AM WROQ-FM WAYS-AM WPEG-FM WBT -AM WROQ-FM WBCY-FM WPEG-FM WBCY-FM WROQ-FM WROQ-FM WROQ-FM WROQ-FM WROQ-FM
YS-AM T -AM OQ-FM YS-AM T -AM CY-FM 8-34 Aidnight 0: 1917 MM '79 T -AM YS-AM OO-FM CY-FM OC-FM T -AM YS-AM OC-FM T -AM YS-AM OC-FM	WROQ-FM WBT -AM WROQ-FM WAYS-AM WBT -AM ONN'79 WAYS-AM WBT -AM WROQ-FM WBCY-FM WSOC-FM WBCY-FM WBOQ-FM WBCY-FM WBOQ-FM WBY-AM WBT -AM WBY-AM WBY-AM WBY-AM WBY-AM WBY-AM WBY-FM	WRO Q-FM WBT -AM WRO Q-FI WAYS-AI WPEG-FI AM '80 WBT -AM WRO Q-FM WRO Q-FM WPEG-FM WPEG-FM WPCG-FM WPCG-FM WPCG-FM WCOO-FM WCOO-FM WCOO-FM WCOO-FM WCOO-FM WCOO-FM WCOO-FM
T - AM OQ-FM YS-AM T - AM CY-FM 8-34 Aidnight 1: 1917 MM '79 T - AM CY-FM OC-FM T - AM	WROQ-FM WBT -AM WROQ-FM WAYS-AM WBT -AM ONN'79 WAYS-AM WBT -AM WROQ-FM WBCY-FM WSOC-FM WBCY-FM WBOQ-FM WBCY-FM WBOQ-FM WBY-AM WBT -AM WBY-AM WBY-AM WBY-AM WBY-AM WBY-AM WBY-FM	WRO Q-FM WBT -AM WRO Q-FI WAYS-AI WPEG-FI AM '80 WBT -AM WRO Q-FM WRO Q-FM WPEG-FM WPEG-FM WPCG-FM WPCG-FM WPCG-FM WCOO-FM WCOO-FM WCOO-FM WCOO-FM WCOO-FM WCOO-FM WCOO-FM
OQ-FM YS-AM T -AM CY-FM B-34 Aidnight): 1917 MY79 T -AM OO-FM CY-FM T -AM YS-AM OO-FM CY-FM T -AM YS-AM OQ-FM CY-FM CY-FM T -AM	WBT -AM WROO-FM WAYS-AM WBT -AM ON '79 WAYS-AM WBT -AM WROO-FM WBCY-FM WSOC-FM WAYS-AM WBT -AM WBT -AM WBOO-FM WSOC-FM	WRO Q-F WAYS-AI WPEG-FI A/M '80 WBT -AM WRO Q-FM WBCY-FM WPEG-FM WB T -AM WRO Q-FM WRO Q-FM WRO Q-FM WRO Q-FM
YS-AM T - AM CY-FM 8-34 Aidnight 1: 1917 M'79 T - AM YS-AM OO-FM CY-FM OC-FM T - AM YS-AM OC-FM T - AM YS-AM OC-FM T - AM YS-AM OC-FM	WROQ-FM WAYS-AM WBT -AM ONN'79 WAYS-AM WBT -AM WBCY-FM WSOC-FM WAYS-AM WBT -AM WROQ-FM WSOC-FM WSOC-FM WSOC-FM	WRO Q-F WAYS-AI WPEG-FI AM '80 WBT -AM WRO Q-FM WBCY-FM WPEG-FM WBT -AM WRO Q-FM WRO Q-FM WRO Q-FM WRO Q-FM
YS-AM T -AM CY-FM 8-34 Aidnight 1: 1917 MM '79 T -AM YS-AM OO-FM CY-FM OC-FM T -AM YS-AM OC-FM T -AM YS-AM OC-FM	WAYS-AM WBT -AM ONN'79 WAYS-AM WBT -AM WROQ-FM WBCY-FM WSOC-FM WAYS-AM WBT -AM WBT -AM WBT -AM WBT -AM WBOQ-FM WSOC-FM	A/M '80 A/M '80 WBT -AM WROQ-FM WPEG-FM WPEG-FM WAYS-AM WROG-FM WROG-FM
T - AM CY-FM 3-3-4 Aidnight): 1917 M 79 T - AM YS-AM 00-FM CY-FM 0C-FM T - AM YS-AM 0C-FM T - AM YS-AM 0Q-FM CY-FM 0Q-FM 0Q-FM 0Q-FM	WAYS-AM WBT -AM ONN'79 WAYS-AM WBT -AM WROQ-FM WBCY-FM WSOC-FM WAYS-AM WBT -AM WBT -AM WBT -AM WBT -AM WBOQ-FM WSOC-FM	A/M '80 A/M '80 WBT -AM WROQ-FM WPEG-FM WPEG-FM WAYS-AM WROO-FM WROO-FM WROO-FM
CY-FM 3-34 didnight): 1917 M'79 T -AM YS-AM OC-FM T -AM YS-AM OC-FM T -AM YS-AM OC-FM T -AM YS-AM OC-FM T -AM	ORN '79 WA YS-AM WBT - AM WBCY-FM WBCY-FM WSOC-FM WBT - AM WRO O-FM WSO C-FM WSO C-FM	A/M '80 WBT -AM WAYS-AM WBCY-FM WPEG-FM WBT-AM WROQ-FM WRQO-FM WRQO-FM
8-34 Aidnight : 1917 MM '79 T - AM YS- AM OO-FM CY-FM OC-FM T - AM YS- AM OC-FM OC-FM T - AM YS- AM OC-FM T - AM YS- AM OC-FM T - AM	ORN '79 WA YS-AM WBT - AM WROQ-FM WBCY-FM WSOC-FM WA YS-AM WBT - AM WROQ-FM WSOC-FM WSOC-FM	A/M '80 WBT -AM WAYS-AM WROQ-FM WBCY-FM WPEG-FM WBT -AM WAYS-AM WROO-FM WBCY-FM
Aidnight): 1917 //M'79 //M'	WAYS-AM WBT -AM WROQ-FM WBCY-FM WSOC-FM WAYS-AM WBT -AM WROQ-FM WSOC-FM WSOC-FM WSOC-FM	WBT -AM WAYS-AM WROQ-FM WBCY-FM WPEG-FM WBT -AM WRON-FM WRON-FM WBCY-FM
1 1917 M '79 T -AM YS-AM OO-FM CY-FM OC-FM T -AM YS-AM OQ-FM CY-FM CY-FM T -AM	WAYS-AM WBT -AM WROQ-FM WBCY-FM WSOC-FM WAYS-AM WBT -AM WROQ-FM WSOC-FM WSOC-FM WSOC-FM	WBT -AM WAYS-AM WROQ-FM WBCY-FM WPEG-FM WBT -AM WROO-FM WROO-FM
7M '79 T -AM YS-AM OO-FM CY-FM OC-FM T -AM YS-AM OQ-FM CY-FM OQ-FM CY-FM OQ-FM T - AM	WAYS-AM WBT -AM WROQ-FM WBCY-FM WSOC-FM WAYS-AM WBT -AM WROQ-FM WSOC-FM WSOC-FM WSOC-FM	WBT -AM WAYS-AM WROQ-FM WBCY-FM WPEG-FM WBT -AM WRON-FM WRON-FM WBCY-FM
YS-AM 00-FM CY-FM 0C-FM T - AM YS-AM 0Q-FM CY-FM 0C-FM	WAYS-AM WBT -AM WROQ-FM WBCY-FM WSOC-FM WAYS-AM WBT -AM WROQ-FM WSOC-FM WSOC-FM WSOC-FM	WBT -AM WAYS-AM WROQ-FM WBCY-FM WPEG-FM WBT -AM WRON-FM WRON-FM WBCY-FM
YS-AM 00-FM CY-FM 0C-FM T - AM YS-AM 0Q-FM CY-FM 0C-FM	WBT - AM WROQ-FM WBCY-FM WSOC-FM WAYS-AM WBT - AM WROQ-FM WSOC-FM WBCY-FM	WAYS-AM WROQ-FM WBCY-FM WPEG-FM WBT -AM WAYS-AM WROQ-FM WBCY-FM
00-FM CY-FM 0C-FM T - AM YS-AM 0Q-FM CY-FM 0C-FM	WROQ-FM WBCY-FM WSOC-FM WAYS-AM WBT -AM WROO-FM WSOC-FM WBCY-FM	WROQ-FM WBCY-FM WPEG-FM WBT -AM WAYS-AM WROQ-FM WBCY-FM
CY-FM OC-FM T -AM YS-AM OQ-FM CY-FM OC-FM	WBCY-FM WSOC-FM WAYS-AM WBT -AM WROO-FM WSOC-FM WBCY-FM	WBCY-FM WPEG-FM WBT -AM WAYS-AM WRO Q-FM WBCY-FM
OC-FM T -AM YS-AM OQ-FM CY-FM OC-FM	WAYS-AM WBT -AM WRO Q-FM WSO C-FM WBCY-FM	WPEG-FM WBT -AM WAYS-AM WROO-FM WBCY-FM
T -AM YS-AM OQ-FM CY-FM OC-FM	WBT -AM WRO Q-FM WSO C-FM WBCY-FM	WBT -AM WAYS-AM WROO-FM WBCY-FM
T -AM YS-AM OQ-FM CY-FM OC-FM	WBT -AM WRO Q-FM WSO C-FM WBCY-FM	WA YS - AM WRO Q - FM WB CY - FM
YS-AM OQ-FM CY-FM OC-FM	WBT -AM WRO Q-FM WSO C-FM WBCY-FM	WA YS - AM WRO Q - F M WB CY - F M
OQ-FM CY-FM OC-FM	WRO Q-FM WSO C-FM WBCY-FM	WRO () — F M WB C Y — F M
CY-FM OC-FM T -AM	WSOC-FM WBCY-FM	WB CY - FM
OC-FM T -AM	WBCY-FM	
T -AM		
T -AM	WRT -AM	
		WAYS-AM
	WRO O-FM	WBT -AM
YS-AM	WAYS-AM	WBCY-FM
OC-FM	WSOC-FM	WROQ-FM
00-FM	WBCY-FM	WPEG-FM
5-54		
Aidnight		
2545		
/M '79	O/N '79	A/M '80
T -AM	WBT -AM	WBT -AM
50 C - FM	WAYS-AM	WAYS-AM
YS-AM	WSOC-FM	WSOC-FM
	WEZC-FM	WEZC-FM
SOC-AM	WROQ-FM	WSOC-AM
71		
	WBT -AM	WBT -AM
AYS-AM	WAYS-AM	WAYS-AM
	WSOC-FM	WSOC-FM
EZC-FM	WROQ-FM	WSOC-AM
SOC-AM	WEZC-FM	WEZC-FM
)		
BT -AM		WBT -AM
SOC-FM		WAYS-AM
AYS-AM		WSOC-FM
EZC-FM		WEZC-FM
BCY-FM	WROQ-FM	WSOC-AM
	5-54 Aidnight 1: 2545 Mi '79 BT - AM SOC - FM AYS - AM EZC - FM TO - AM TO - A	5-54 #idnight :: 2545 M' 79 ON 79 IT -AM WBT -AM SOC-FM WAYS-AM LYS-AM WSOC-FM EZC-FM WEZC-FM BOC-AM WROO-FM T -AM WBT -AM WYS-AM WAYS-AM SOC-FM WSOC-FM EZC-FM WSOC-FM BOC-AM WSOC-FM WSOC-FM WSOC-FM BOC-AM WEZC-FM BOC-AM WEZC-FM BOC-AM WEZC-FM BOC-FM WSOC-FM

WROQ-FM

WAYS-AM

WEZC-FM

O/N '79

WAYS-AM

WSOC-FM WROQ-FM

WEZC-FM

A/M '80

M-F. 3-7 pm WBT -AM

Teens

WAYS-AM WSOC-FM

WBCY-FM

5 WEZC-FM

A/M 179

M-S. 6am-Midnight

POP(00): 636

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

		-				
POP	(00): 50	39				
	A/M '79		O/N 179		A/M 180	
1	WBT -AM	17.7	WBT -AM	17.2	WBT -AM (PA)	5.6
2	WSOC-FM	14.4	WSOC-FM	12.6	WSOC-FM(C)	
3	WAYS-AM	11.1	WRO O- FM	11.1	WAYS-AM (R)	9.7
4	WEZC-FM	10.2	WAYS-AM	10.4	WRO O-FM (A)	9.2
5	WBCY-FM	8.2	WBCY-FM	7.2	WEZC-FM (DAN)	8.8
6	WROQ-FM	6.9	WEZC-FM	6.8	WBCY-FM (A)	6.9
7	WGIV-AM	5.5	WGIV-AM	5.4	WGIV-AM (B)	6.4
8	WPEG-FM	5.3	WPEG-FM	4.9	WPEG-FM(B)	6.3
9	WSOC-AM	3.5	WSOC-AM	4.7	WSOC-AMIN	6.1
10	WAME-AM	2.9	WZXI-FM	2.6	WZXI-FM (PA)	2.9
1 1	WIXE-AM	1.9	WAME-AM	1.7	WAME-AM (PIL)	2.3
12	WIST-AM	1.5	WHVN-AM	1.7	WIXE-AM (C)	1.9
13	WLT C-AM	1.1	WIST-AM	1.4	WLTC-AM (C)	1.5
14	WHVN-AM	1.0	WIXE-AM	1.3	WGNC-AM (PA)	1.3
15	WZXI-FM	1.0	WLTC-AM	1.0	WSPA-FM (BM)	0.9
16	WRPL-AM	0.8	WMAP-AM	0.8	WAAK-AM (R)	0.8
17	WGNC-AM	0.7	WGNC-AM	0.7	WGAS-AM (PL)	0.8
18	WCSL-AM	0.4	WQCC-AM	0.4	WIST-AM (C)	0.7

WAGI-FM Average Persons Trends/Rankings

0.4

WHVN-AM (PL) 0.4

Total 12+ M-S, 6am-Midnight POP(00): 5039

	A/M '79		O/N '79		A/M 180	
1	WBT -AM	128	WBT -AM	124	WBT -AM	11
2	WSOC-FM	104	WSOC-FM	91	WSOC-FM	8:
3	WAYS-AM	80	WROQ-FM	80	WAYS-AM	7
4	WEZC-FM	74	WAYS-AM	7.5	WROQ-FM	6
5	WBCY-FM	59	WBCY-FM	52	WEZC-FM	6
M-F,	6-10am					
1	WBT -AM		WBT -AM		WBT -AM	
2	WAYS-AM		WAYS-AM		WAYS-AM	
3	WSOC-FM		WSOC-FM		WSOC-FM	
4	WEZC-FM		WROQ-FM		WROQ-FM	
5	WROQ-FM		WBCY-FM		WSO C-AM	
M-F,	3-7pm					
1	WBT -AM		WBT -AM		WBT -AM	
2	WSOC-FM		WSOC-FM		WAYS-AM	
3	WAYS-AM		WROQ-FM		WSO C-FM	
4	WEZC-FM		WAYS-AM		WROO-FM	
5	WBCY-FM		WBCY-FM		WEZC-FM	
Teer	15					

M-S. 6am-Midnight POP(00): 636

- 177	٠,	oann-witchingth		
Ø ₽	0 P	(00): 636		
Data trom Market Buy Market		A/M 179	O/N '79	A/M '80
≥ .	1	WAYS-AM	WRO Q-FM	WROQ-FM
~	2	WBT -AM	WAYS-AM	WAYS-AM
ã	3	WROQ-FM	WBT -AM	WPEG-FM
Ď M	F, (5-10am		
5	1	WAYS-AM	WROQ-FM	WAYS-AM
ğ	2	WBT -AM	WAYS-AM	WRO Q-FM
	3	WROQ-FM	WBT -AM	WBCY~FM
5 M	F, :	3-7pm		
Ě	1	WAYS-AM	WROQ-FM	WROQ-FM
ā	2	WBT -AM	WAYS-AM	WPEG-FM
Ď.	3	WROQ-FM	WBCY-FM	WAYS-AM
- L				

Adults 18-34 POP(00): 1917 A/M 179

1	WBT -AM	WBT -AM	WBT -AM
2	WSOC-FM	WROQ-FM	WBCY-FM
3	WBCY-FM	WAYS-AM	WROQ-FM
4	WAYS-AM	WSO C-FM	WAYS-AM
5	WROQ-FM	WBCY-FM	WSO C-FM
M-F, 6	8-10am		
1	WBT -AM	WAYS-AM	WBT -AM
2	WAYS-AM	WBT -AM	WAYS-AM
3	WSOC-FM	WROQ-FM	WRO Q-FM
4	WROQ-FM	WSOC-FM	WBCY-FM
5	WBCY-FM	WBCY-FM	WSOC-FM
M-F, 3	1-7pm		
1	WBT -AM	WBT -AM	WBT -AM
2	WSOC-FM	WRO Q-FM	WBCY-FM
3	WBCY-FM	WSOC-FM	WRO Q-FM
4	WPEG-FM	WBCY-FM	WAYS-AM
5	WROQ-FM	WAYS-AM	WPEG-FM
Adul	ts 25-54		

O/N '79

A/M 180

OP(00):	2545			
A/M 17	9	O/N 179	A	M '80
1 WBT -	AM	WBT -AM	WB*	T -AM
2 WSOC-	FM	WSOC-FM	WS	C-FM
3 WEZC-	FM	WAYS-AM	WE	ZC-FM
4 WAYS-	AM	WEZC-FM	WA '	YS-AM
5 WBCY~	FM	WBCY-FM	WG	IV-AM
A-F, 6-10am				
1 WBT -	AM	WBT -AM	WB	T -AM
2 WSOC-	FM	WAYS-AM	WA	YS-AM
3 WAYS-	AM	WSOC-FM	WS	DC-FM
4 WEZC-	FM	WROQ-FM	WE	ZC-FM
5 WROQ-	FM	WEZC-FM	WS	OC-AM
A-F, 3-7pm				
1 WSOC-	FM	WBT -AM	WB	T -AM
2 WBT -	AM	WSOC-FM	W S	OC-FM
3 WEZC-	FM	WEZC-FM	WE:	Z C - F M
4 WBCY-	FM	WAYS-AM	WA	YS-AM
5 WAYS-	AM	WBCY-FM	WB	CY-FM

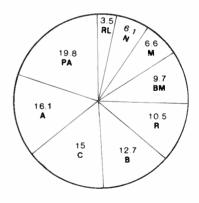
Cume Persons Trends/Rankings

Total 12+

0,		*****	g
POP	(00)	:	5039
		784 T	70

POP ((00): 503	9				
	A/M '79		O/N '79		A/M 180	
1	WBT -AM	1932	WBT -AM	1852	WBT -AM	1774
2	WAYS-AM	1657	WAYS-AM	1486	WAYS-AM	1346
3	WSOC-FM	1179	WROQ-FM	1171	WSOC-FM	1049
4	WBCY-FM	885	WSOC-FM	1105	WRO Q-FM	985
5	WROO-FM	855	WBCY-FM	796	WEZC-FM	775
M-F, 6	-10am					
1	WBT -AM		WBT -AM		WBT -AM	
2	WAYS-AM		WAYS-AM		WA YS - AM	
3	WSOC-FM		WROQ-FM		WSOC-FM	
4	WROQ-FM		WSOC-FM		WRO Q-FM	
5	WGIV-AM		WSO C-AM		WSOC-AM	

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



Format Legend

WSKZ-FM

WGOW-AM WDEF-AM

WNOO-AM

Chattanooga

METRO RANK

WZDO-FM(A) 0.9 WRIP-AM(RL) 0.4

A/M '80 Market Overview

For the second straight Chattanooga Arbitron, Top 40 WSKZ was on top overall, with considerable movement below. In the O/N '79 results there were just three stations with double-digit shares, while in this book there were five. Country WDOD and Blackformatted WNOO showed significant increases.

The O/N '79 survey was such a good one for WSKZ that perhaps it could have been expected to slip in subsequent sweeps. In this survey, the station's share of the 18-34 cell, while still dominant (about 26%), was lower than in fall but notably higher than last spring. The station spent less this sweep than in the past, and all its ad dollars were put into TV. Station promotion activities included the standard ticket and T-shirt giveaways, plus a balloon race cosponsored with Coca-Cola. 10,000 people turned out for this event.

WNOO showed as a major 18-34 factor. It kept a low profile, using no advertising and little on-air promotion, but nevertheless garnered an 18-34 share of more than 16%. The dramatic WNOO surge was largely caused by female diarykeepers - the women 18-34 cume for the station doubled, while the average audience figures went up more than 200%. As sometimes happens with ethnicallyformatted stations, the diary return may have had an impact here. The number of returned diaries from telephone-retrived homes was down 26% - and while some non-ethnic persons are surveyed by telephone, this number probably means there were fewer black diaries in-tab, thus adding to the value of each of those diaries.

There was a new 25-54 leader as Country WDOD edged out BM station WDEF-FM. Many of the WDOD gains came among female turners-in across many demos. As a result the station earned a 25-54 share of almost 16% against WDEF-FM's just under 15%. WDOD spent less in advertising this past sweep, but what was spent was put totally into TV spots, as opposed to the previous survey in which the ad effort was split between TV and newspaper ads.

2	WF L I - AM	W GO W - AM	WGOW-AM
3	WGOW-AM	WF LI - AM	WNOO-AM
4	WDOD-AM	WZDQ-FM	WFLI-AM
5	WNO O ~ AM	W DOD - AM	WPEF-AM
	ts 25-54 iem-Midnight		
	(00): 1639		
	A/M '79	O/N '79	A/M '80
1	WDEF-AM	WDEF-AM	WDEF-AM
2	WDOD-AM	WSKZ-FM	WDEF-FM
3	WF L I - AM	WDEF-FM	W DOD - A M
4	WDEF-FM	WPOD-AM	WSKZ-FM
5	WGOW-AM	WGOW-AM	W GO W - AM
I-F, 6	-10am		
1	WDEF-AM	WDE F-AM	WDEF-AM
2	WDEF-FM	WDEF-FM	WDEF-FM
3	W D O D - A M	WSKZ-FM	WDOD-AM
4	WF LI - AM	WDOD-AM	WSKZ-FM
5	WGOW-AM	WGOW-AM	WGOW-AM
NF, 3	l-7pm		
1	WDOD-AM	WSKZ-FM	WSKZ-FM
2	WFLI-AM	WDE F - AM	WDOD-AM
3	WDEF-AM	WDOD-AM	WDE F-AM
4	WGOW-AM	WDEF-FM	WGOW-AM
	WSKZ-FM	WGOW-AM	WDEF-FM

WSKZ-FM

WGOW-AM WF LI -AM

M-F, 6-10am WF LI - AM

M-F, 3-7pm

WSKZ-FM WGOW-AM

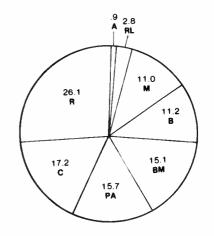
WDEF-AM

5 WDOD-AM

1 WSKZ-FM

Format Penetration Chart

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



Format Legend

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

Mond	ay-Sunday, 6s	ım-Midnigh	nare Trends it		
POP	(00): 343	4			
	A/M '79		O/N '79		A/M '80
1	WDEF-AM	18.7	WSKZ-FM	17.8	WSKZ-FM (Ph) 15.1
2	WSKZ-FM	12.4	WDEF FM	14.9	W DE F - AM (PA) 14.6
3	WDOD-AM	9.8	WDFF-AM	14.3	WDOD-AM(C) 13.5
4	WF LI-AM	8 - 3	WDOD-AM	8.2	WDEF-FM (BM)12.5
5	WDEF-FM	7.9	WN00-AM	8.0	WNOO-AM (B) 11.2
6	WNOO-AM	6.9	W GO W - A M	6 - 7	W G O W − AM (PR) 5 • 6
7	WGOW-AM	6 - 1	WFLI-AM	5.1	WFLI-AM (PR) 4.5
8	WLFA-AM	5 - 7	WDOD-FM	4,0	WDXB-AM(C) 3.7
9	WDOD-FM	5 - 1	WDXB-AM	3.8	WDOD-FM (BM) 2.6
1.0	WMOC - AM	3.3	WLFA-AM	2.4	WMOC-AM(RL) 2.4
1.1	WEPG-AM	2.6	WZDQ-FM	2 • 2	WEPG-AM(PA) 1.1
12	WZDO-FM	1.4	WMOC-AM	1.6	WSIM-FM(Ph) 0+9

Average	Persons	Trends/Rankings
---------	---------	-----------------

WFPG-AM

1.1

2.6 1.4 0.6

Total 12+ M-S, 6am-Midnight

WSIM-FM

WDXB-AM

POP(00): 3434

	A/M '79		O/N '79		A/M '80	
1	W DE F - AM	92	WSKZ-FM	80	WSKZ FM	7.0
2	WSKZ-FM	61	WDEF-FM	6.7	WDEF-AM	6.8
3	WDOD-AM	48	WDEF-AM	64	WDOD-AM	63
4	WF LI - AM	41	WDOD-AM	37	WDEF-FM	5.8
5	WDEF-FM	39	WNOO-AM	36	WNOO-AM	5 2
M-F,	6-10am					
1	WDE F-AM		WDEF-AM		WDEF-AM	
2	WDEF-FM		WDEF-FM		WDOD-AM	
3	WSKZ-FM		WSKZ-FM		WDEF-FM	
	WDOD-AM		WDOD-AM		WSKZ-FM	
5	WF LI-AM		WNOO-AM		MA-004W	
M-F,	3-7pm					
	WDEF-AM		WSKZ FM		WSKZ-FM	
2	WSKZ-FM		WDEF-FM		WDOD-AM	
	WDOD-AM		WDEF-AM		WNOO-AM	
	WF LI - AM		WDOD-AM		WDEF-FM	
5	WDEF-FM		WF LI - AM		WDEF-AM	
Tee	ns					
M-S,	6am-Midnight					
POP	(00): 437					
	A/M '79		O/N '79		A/M '80	
1	WSKZ-FM		WSKZ-FM		WS KZ-FM	
2	WF L I - AM		WGO W-AM		WGOW-AM	
3	W GO W - AM		WNOO-AM		WNOO-AM	
M-F,	6-10am					
1	WSKZ-FM		WSKZ-FM		WSKZ-FM	
2	WFLI-AM		WFLI-AM		WN00-AM	
3	WNOO-AM		WDEF AM		W GO W-AM	
M-F,	3-7pm					
1	WSKZ-FM		WSKZ-FM		WSKZ-FM	
	WF LI - AM		WFLI-AM		W N O O - A M	
3	WGOW-AM		WGO W-AM		W GO W - AM	
Adu	Its 18-34					
	6am-Midnight					
POF	(00): 1220					
	A/M '79		O/N '79		A/M '80	
1			WSKZ-FM		WSKZ-FM	
2	WDOD-AM		WGOW-AM		WNOO-AM	
3	WFLI-AM		WF LI - AM		WGOW-AM	
4	WDE F - AM		WDEF-AM		WDOD-AM	
5	WGO W-AM		WDE F-FM		WFLI-AM	
M-F,	6-10am					
1	WSKZ-FM		WSKZ-FM		WSKZ-FM	
- 2	WDEF-AM		WDEF-AM		WDEF-AM	
1	WDOD-AM		WF LI - AM		WNOO-AM	
4	WFLI-AM		WDEF FM		WGOW-AM	
:	5 WGOW-AM		WGOW-AM		WDOD-AM	

M-F, 3-7pm					
1 WSKZ-FM		WSKZ-FM		WSKZ-FM	
2 WDOD-AM		WZDQ-FM		WNOO-AM	
3 WNOO-AM		WGOW-AM		WGOW-AM	
4 WFLI-AM		WFLI-AM		WDOD-AM	
5 WDEF-FM		WDEF-FM		WF LI - AM	
Adults 25-54					
M-S, 6am-Midnight					
POP(00): 1639		001170		A MA TOD	
		O/N '79		MDOD-AM	
2 WDOD-AM		WSKZ-FM WDEF-FM		WDEF-FM	
3 WDEF-FM		WDEF-AM		WSKZ-FM	
4 WSKZ-FM		WDOD-AM		WDE F - AM	
5 WNOO-AM		W GO W - A M		WNOO-AM	
M-F, 6-10am				UDEE AM	
1 WDEF-AM 2 WDEF-FM		WDE F-AM WDE F-FM		WDEF-AM WDOD-AM	
3 WDOD-AM		WSKZ-FM		WDEF-FM	
4 WSKZ-FM		WDOD-AM		WSKZ-FM	
5 WFLI-AM		WDOD-FM		WGOW-AM	
M-F, 3-7pm					
1 WDOD-AM		WSKZ-FM		WSKZ-FM WDOD-AM	
2 WDEF-AM 3 WSKZ-FM		WDEF-FM WDEF-AM		WDEF-FM	
4 WNOO-AM		WDOD-AM		WNOO-AM	
5 WFLI-AM		WDOD-FM		W GO W - AM	
Cume l	Parce	ons Tren	de/Ra	nkings	
	013	5113 11611	43/1 (4	iikiiigs	
Total 12+ M-S, 8am-Midnight					
POP(00): 3434					
A/M '79		O/N '79		A/M '80	
1 WDEF-AM	984	WDE F - AM	1040		1065
2 WFLI-AM	914	WSKZ-FM	894	WDEF-FM	82
3 WDEF-FM	703	WDEF FM	759	WSKZ FM	791
4 WGOW-AM 5 WSKZ-FM	678 676	WDOD-AM WFLI-AM	692 641	WDOD-AM WGOW-AM	6.83 6.63
A-F, 6-10am		W1 U1 1111			
1 WDEF-AM		WDEF-AM		WPEF-AM	
2 WFLI-AM		WSKZ-FM		WDEF-FM	
3 WDEF-FM		WDEF-FM		WSKZ-FM	
4 WSKZ-FM		WF LI - AM WDOD - AM		WDOD-AM WGOW-AM	
5 WDOD-AM		W DOD - Am		W GO W - A F:	
W-F, 3-7pm 1 WFLI-AM		WSKZ-FM		WSKZ-FM	
2 WSKZ-FM		WDE F - AM		WDE F - AM	
3 WDEF-AM		WDFF-FM		WDOD-AM	
4 WGOW-AM		WF LI ~ AM		WGOW-AM	
5 WDOD-AM		WGO W-AM		WDEF-FM	
Teens					
W-S, 6am-Midnight					
POP(00): 437 A/M '79		O/N '79		A/M '80	
1 WSKZ-FM		WSKZ-FM		WSKZ-FM	
2 WFLI-AM		WFLI-AM		WGOW-AM	
3 WGOW-AM		W GO W - A M		WF LI - AM	
M-F, 6-1 Dam					
1 WSKZ-FM		WSKZ-FM		WSKZ~FM	
2 WFLI-AM		WFLI-AM		WGOW-AM	
3 WGOW-AM		WGOW AM		WFLI-AM	
M-F, 3-7pm		WS K7 - FM		WSKZ-FM	
1 WSKZ-FM 2 WFLI-AM		WSKZ-FM WFLI-AM		WF LI - AM	
3 WGOW-AM		WGOW-AM		W GO W - A M	
Adults 18-34					
M-S, 6am-Midnight					
POP(00): 1220					
A/M '79		O/N '79	_	A/M 180	
1 WFLI-AM		WSKZ-FM		W3KZ-FM	
2 WGOW-AM 3 WSKZ-FM		WGOW-AM WFLI-AM		WGOW-AM WFLI-AM	
4 WDOD-AM		WP CI - AM		WNOO-AM	
5 WDFF-AM		WDF F-AM		WDEF-AM	

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Chicago

METRO RANK

3

A/M '80 Market Overview

The pecking order remained largely the same in Chicago, as perennial kingpin WGN led the market, followed by WLOO and WBBM. Good news for advertisers looking at this set of Arbitron results is that the diary in-tab total is up 82% compared to last spring, up 57% compared to the Winter sweep, thanks to the initial implementation of Quarterly Measurement in Chicago. As a result, decisions made on these numbers can be made with more confidence

One aspect of the longer Quarterly Measurement sweeps is that stations that carry sports may get more games included during a survey. This should have helped WGN and WBBM, who carry the Cubs and White Sox baseball. respectively. However, both stations' overall shares this spring were down slightly from A/M '79 results. Among adults 25-54, WGN still led with more than 10% of the audience, but that figure was down from last year. WBBM's 25-54 share was just under 6% this sweep, up just slightly. Last spring WBBM did not carry the White Sox, so the Spring '80 numbers were the first to be affected by the team.

While WGN spent most of its ad dollars on TV, WBBM used a multimedia campaign involving TV (not used in the previous sweep), newspaper, busboards and billboards. More dollars were spent this sweep on outside advertising than in previous efforts

Beautiful Music leader WLOO, which uses the FM-100 musical package. dipped in both its 12+ and its 25-54 shares. Although WLOO's 12+ share was comparable to last spring's figure, the 25-54 decline was more apparent. The station lost two shares between the J/F '80 report and the Spring '80 results, which were also below the A/M '79 figures.

WLS and WLUP continued to be the 18-34 headliners. WLUP had a fractional lead over WLS in the spring's 18-34 share figures, with WFYR in third place. WLUP's 18-34 share has remained relatively steady, although the station's overall share has been declining for several books, as the Loop has been trying (with some success) to shed some of its teens. Although teens still comprise the largest segment of the WLUP average quarter-hour audience, their raw numbers are slipping, and men 18-24 are becoming more of a relative factor. WLS also still has a sizable teen audience, but the station has a strong adult 24-44 core as well. Promotionally, WLUP advertised in local rock papers and sponsored concerts and movie premieres, while WLS gave away a \$75,000 "Dream Home" during the sweep.

Average	Persons	12+	Share	Trends	
Manday C.			1-1-4		

	A/M 179		J/A '79		O/N '79		J/F '80		A/M '80
	WGN -AM		WGN -AM	11.7	WGN -AM	10.5	WGN -AM	9.6	WGN -AM (10.9
2	WLS -AM	7.9	WLOO-FM	7.4	WLOO-FM	۶.2	W L00 - FM	7.8	WLOO-FM (800) 6.
3	WLOO-FM		WLUP-FM	7.3	WLS -AM	6.2	WBBM-AM	7.0	WBBM-AM (NO 6.5
4	WBBM-AM		WLS -AM	6.4	WBBM-AM	6.1	MA-Q-AM	5.4	WLS -AM (%) 6.4
	WLUP-FM		WBMX-FM	5.5	WLAK-FM	5 - 6	WIND-AM	5.3	WMA 0 - AM (C) 4.9
	MA-OAMW		WBBM-AM	5.4	WLUP-FM	4.9	WLS -AM	5.3	WLAK-FM (MM) 4.6
	WIND-AM		MA-OAM	4.3	MA-OAM	4.5	WLAK-FM	4.7	WIND-AM (NO 4.6
	WBMX-FM		WEAK-FM	4.3	WIND-AM	4.3	WLUP-FM	4.4	WLUP-FM (A) 4.0
	WLAK-FM		WIND-AM	4.0	WBMX-FM	4.2	WBMX-FM	4.0	WGCI-FM (3.5
	WCLR-FM		WFYR-FM		WC LR-FM	3.1	WGCI-FM	3.5	WBMX-FM (■) 3.4
	W V O N - A M		WC LR-FM		WFYR-FM	2.9	WKQX-FM	3.1	WFYR-FM PA 3.3
	WFYR-FM		WEFM-FM		WVON-AM	2.8	WCLR-FM	2.7	WKQX-FM PA 3.2
	WEFM-FM		WKQX-FM		WKQX-FM		WFYR-FM	2.7	WJEZ-FM (C) 3.1
	WDAI-FM		WGCI-FM		WGCI-FM		WEFM-FM	2.6	WEFM-FM @ 2.8
	WBBM-FM		WVON-AM		WJEZ-FM		WAIT-AM	2.6	WCLR-FM (PA) 2 . 8
	WJJD-AM		WDAI-FM		WMET-FM		WMET-FM	2.3	WDAI-FM (M) 2.4
	WAIT-AM		WA IT-AM		WEFM-FM		WBBM-FM	2.2	WBBM-FM PA) 2.3
	WJPC-AM		WJPC-AM		WAIT-AM		W VO N-AM	1.9	WAIT-AM (000) 2 . 2
	WGCI-FM		WBBM-FM		WBBM-FM		WJEZ-FM	1.8	WMET-FM (A) 2.1
	WXRT-FM		WXRT-FM		WJPC-AM		WXRT-FM		WFMT-FM (CL) 2 . 0
	WJEZ-FM		WJEZ-FM		WFMT-FM		WFMT-FM	1.7	WVON-AM (#) 1.9
	WKQX-FM		WOJO-FM		WXRT-FM		WJPC-AM		WJPC-AM (#) 1.6
	WMET-FM		WCFL-AM		WDAI-FM		WDAI-FM	1.7	WOJO-FM (\$) 1.6
	WFMT-FM		WFMT-FM		WJJD-AM		WOJO-FM	1.4	WXRT-FM (A) 1.5
	W0J0-FM				WOJO-FM		WJJD-AM	1.1	WJJD-AM (C) 1.3
	WCFL-AM		WJJD-AM		WCFL-AM		WYEN-FM	0.5	WCFL-AM PAO.5
	WYEN-FM		WAUR-FM		WXFM-FM		WJOL-AM		WYEN-FM PAO.5
	WJOL-AM		WYEN-FM		WJOL-AM		WCFL-AM		WNIB-FM (CL) 0.4
29	WXFM-FM		WJOB-AM		WOPA-AM		WNIB-FM		WOPA-AM (PL) 0.4
	WOPA-AM		WNIB-FM		WNIB-FM		WJOB-AM	0.4	WJOL-AM PAO.4
	WWCA-AM		WWCA-AM		WAUR-FM		WX FM-FM	0.4	WJOB-AM (PA)0.4
	WJ08-AM		WA-A90W	0.3	WJOB-AM		WBEE-AM	0.3	WXFM-FM (CL) 0.3
	WNIB-FM		WFMT-AM		WYEN-FM	0.3			WAUR-FM PAO.3
34	WFMT-AM	0.1							WWCA-AM (PA) 0.3

Average Persons Trends/Rankings

Total 12+ POP(00): 62564

_	A/M '79		J/A '79		O/N '79		J/F '80		A/M '80	
1	WGN -AM	1152	WGN -AM	1178	WGN -AM	1078	WGN -AM	989	WGN -AM	1155
2	WLS -AM	830	WLOO-FM	741	WLOO-FM	848	WLOO-FM	812	WLOO-FM	710
3	WLOO-FM	728	WLUP-FM	736	WLS -AM	641	WBBM-AM.	722	WBBM-AM	691
4	WBBM-AM	724	WES -AM	643	WBBM-AM	624	WMAQ-AM	5 5 9	WES -AM	679
5	WLUP-FM	555	WBMX-FM	548	WLAK-FM	579	WIND-AM	5 5 1	WMA Q -AM	519
6	WMAQ-AM	498	WBBM-AM	546	WLUP-FM	510	WES -AM	547	WLAK-FM	492
7	WIND-AM	490	WMAQ-AM	436	WMAQ-AM	460	WLAK-FM	486	WIND-AM	484
8	WBMX-FM	456	WLAK-FM	433	WIND-AM	445	WLUP-FM	459	WLUP-FM	4 2 5
9	WLAK-FM	445	WIND-AM	398	WBMX-FM	4 30	WBMX-FM	410	WGCI-FM	372
1.0	WC LR - FM	36.5	WFYR-FM	308	MCTR-FM	318	WCCI-FM	358	URMY-FM	356

M-F, 6-10am 1 WCN -AM 2 WBBM-AM 3 WLS -AM 4 WMAQ-AM 5 WIND-AM 6 WLUP-FM 7 WLOO-FM 8 WCLR-FM 9 WLAK-FM 10 WBMX-FM	WGN -AM WBSM-AM WLS -AM WLUP-FM WLOO-FM WMAQ-AM WIND-AM WIND-AM WLAK-FM WFYR-FM	WGN - AM WBBM-AM WLS - AM WLOO-FM WMAO-AM WLUP-FM WIND-AM WLAK-FM WBMX-FM WFYR-FM	WGN -AM WBBM-AM WLS -AM WLOO-FM WIND-AM WMAQ-AM WLUP-FM WBMX-FM WLAK-FM WGCI-FM	WGN -AM WBBM-AM WLS -AM WMAO-AM WLUP-FM WLOO-FM WIND-AM WFYR-FM WJAK-FM WJEZ-FM
M+F, 3-7pm 1 WGN -AM 2 WLS -AM 3 WLOO-FM 4 WLUP-FM 5 WMAO-AM 6 WBBH-AM 7 WBMX-FM 8 WLAK-FM 9 WYON-AM 10 WEFM-FM	WGN - AM WLOO-FM WLS - AM WLUP-FM WBM X-FM WB BM - AM WLAK-FM WMAQ-AM WF YR-FM WCLR-FM	WGN -AM WLOO-FM WLS -AM WLAK-FM WLUP-FM WMAO-AM WBBM-AM WBBM-FM WCLR-FM WLUP-AM	WLOO-FM WGN -AM WMAQ-AM WLAK-FM WIND-AM WIS -AM WBBM-AM WLUP-FM WBMX-FM WKOX-FM	WGN - AM WLOO-FM WLS - AM WLAK-FM WBBM-AM WMAO-AM WIND-AM WLUP-FM WGCI-FM WFYR-FM
Teens M-S, Sam-Midnight POP(00): 8229				
A/M '79 1 WLS -AM	J/A '79 WLUP-FM	O/N '79 WLUP-FM	J/F '80 WLUP-FM	A/M '80 WLS -AM
2 WEFM-FM 3 WLUP-FM	WES -AM WEFM-FM	WLS -AM WEFM-FM	WLS -AM WEFM-FM	WEFM-FM WLUP-FM
M-F, 6-10am 1 WLS -AM 2 WLUP-FM 3 WEFM-FM	WLUP-FM WLS -AM WBMX-FM	WLUP-FM WLS -AM WEFM-FM	WLUP-FM WLS -AM WEFM-FM	WLS - AM WLUP-FM WEFM-FM
M-F, 3-7pm 1 WLS -AM 2 WEFM-FM 3 WVON-AM	WI.UP-FM WLS -AM WEFM-FM	WLUP-FM WLS -AM WEFM-FM	WLUP-FM WLS -AM WEFM-FM	WLS -AM WEFM-FM WGCI-FM
Adults 18-34 M-S, 8am, Midnight POP(00): 22546 A/M'79	J/A *79	O/N '79	J/F '80	A/M '80
1 WLUP-FM 2 WLS -AM 3 WBMX-FM 4 WFYR-FM 5 WCLR-FM 6 WBBM-FM 7 WXRT-FM 8 WDAI-FM 9 WCGI-FM 10 WGN -AM	WLUP-FM WBMX-FM WLS -AM WFYR-FM WKQX-FM WGM -AM WDAI-FM WGCI-FM WXRT-FM WCLR-FM	WLS -AM WLUP-FM WBMX-FM WFYR-FM WGCI-FM WCLR-FM WXRT-FM WJPC-AM WKQX-FM WMET-FM	WLS -AM WLUP-FM WBMX-FM WKOX-FM WFYR-FM WGCI-FM WMET-FM WLOO-FM WMAQ-AM WXRT-FM	WLUP-FM WLS -AM WFYR-FM WKOX-FM WBMX-FM WGCI-FM WBBM-FM WXRT-FM WEFM-FM
M-F, 6-10am 1	WLUP-FM WLS -AM WFYR-FM WBMX-FM WCN -AM WBBM-AM WMAQ-AM WCLR-FM WFFM-FM WKQX-FM	HLS -AM WLUP-FM WFYR-FM WGN -AM WBMX-FM WGCI-FM WCLR-FM WKQX-FM WMQA-AM WVON-AM	WLS -AM WLUP-FM WGN -AM WBMX-FM WFYR-FM WKOX-FM WMAO-AM WLOO-FM WGCLF-FM	WLUP-FM WLS - AM WFYR-FM WCN - AM WBMX-FM WCGI-FM WMAQ-AM WBBM-FM WKQX-FM WBBM-AM
M-F,3-7pm 1 WLUP-FM 2 WLS -AM 3 WBMX-FM 4 WFYR-FM 5 WBM-FM 6 WMAQ-AM 7 WCLR-FM 8 WXRT-FM 9 WDAI-FM 10 WEFM-FM	WLUP-FM WLS -AM WBMX-FM WFYR-FM WXRT-FM WDAI-FM WKQX-FM WLOO-FM WGCI-FM WBBM-FM	WLS -AM WLUP-FM WBMX-FM WFYR-FM WCLR-FM WMET-FM WMET-FM WGCI-FM WKOX-FM WJPC-AM	WLS -AM WLUP-FM WKQX-FM WFYR-FM WBMX-FM WMAQ-AM WLOO-FM WBBM-FM WXRT-FM WMRT-FM	WFYR-FM WLS -AM WLUP-FM WKQX-FM WBMX-FM WGCI-FM WXRT-FM WEFM-FM WCLR-FM WBBM-FM
Adults 25-54 M-S, 6am-Midnight POP(00): 30183 AM '79	J/A '79	O/N '79	JrF '80	A/M '80
1 WGN -AM 2 WLOO-FM	WGN -AM WLS -AM	WGN -AM WLOO-FM	WGN -AM WLOO-FM	WGN -AM
3 WLS - AM 4 WBBM-AM 5 WMAQ-AM 6 WCLR-FM 7 WLAK-FM 8 WBMX-FM 9 WFYR-FM	WLOO-FM WBMX-FM WBBM-AM WMAQ-AM WLAK-FM WCLR-FM WIND-AM WFYR-FM	WLAK-FM WBBM-AM WLS -AM WMAQ-AM WCLR-FM WFYR-FM WBMX-FM WJEZ-FM	WLOU-FH WMAQ-AM WBBM-AM WLS -AM WLAK-FM WIND-AM WCLR-FM WKQX-FM WAIT-AM	WLS - AM WLOO - FM WMAQ - AM WBBM - AM WLAK - FM WIND - AM WFYR - FM WJEZ - FM WCLR - FM
M-F, 6-10am 1 WGN -AM 2 WLS -AM 3 WBBM-AM 4 WMA O-AM 5 WLOO-FM 6 WCLR-FM 7 WLAK-FM 8 WIND-AM 9 WFYR-FM 10 WBMX-FM	HGN -AM WLS -AM WBBM-AM WLOO-FM WMAO-AM WIND-AM WBMX-FM WFYR-FM WLUP-FM WLUP-FM	WGN -AM WBBM-AH WLS -AM WLOO-FM WMAQ-AH WLAK-FM WFYR-FM WBMX-FM WCLR-FM WLUP-FM	WGN -AM WBBM-AM WLS -AM WMAO-AM WLOO-FM WIND-AM WIND-AM WLAK-FM WCLR-FM WBMX-FM WKOX-FM	WGN -AM WLS -AM WBM-AM WMAQ-AM WLOO-FM WIND-AM WJEZ-FM WLUP-FM WCLR-FM
M-F,3-7pm 1 WGN -AM 2 WLOO-FM 3 WLS -AM 4 WMA,O-AM 5 WBMX-FM 6 WLAK-FM 7 WBBM-AM 8 WCLR-FM 9 WFYR-FM 10 WJEZ-FM	WGN -AM WLS -AM WLOO-FM WMAQ-AM WBMX-FM WBBM-AM WCLR-FM WFYR-FM WLAK-FM WLUP-FM	WLOO-FM WGN -AM WLAK-FM WMAQ-AM WLS -AM WCLR-FM WBBM-AM WFYR-FM WJEZ-FM WKQX-FM	WLOO-FM WGN -AM WMAQ-AM WLAK-FM WLS -AM WBBM-AM WCLR-FM HIND-AM WAIT-AM WKQX-FM	WGN -AM WLOO-FM WLS -AM WMAO-AM WBBM-AM WCLR-FM WLAK-FM WFYR-FM WIND-AM WJEZ-FM

WFYR IS THE #1 FM STATION IN CHICAGO, ADULTS 18-49! (AND WFYR IS #3 OF ALL AM AND FM STATIONS IN THE MARKET.)*

CHICAGO'S TOP FIFTEEN RADIO STATIONS*
1.WLS (AM)
2.WGN (AM)40900
3.WFYR 103½ FM31800
4. WMAQ (AM)30700
5.WLUP (FM)29800
6.WLOO (FM)29200
7. WKQX (FM)27500
8. WBMX (FM)26600
9. WGCI (FM)24800
10. WBBM (AM)24700
11.WCLR (FM)23400
12.WJEZ (FM)23000
13. WBBM (FM)20000
14. WIND (AM)19300
15.WLAK (FM)18200

*ARB Spring, 1980 6AM-MID MON-SUN METRO AQH PERS.



Represented nationally by RKO Radio Sales

Cume Persons Trends/Rankings

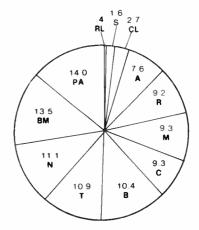
		<i>j.</i> 0	n Page (,0						
_			Cume	Pers	ons Tre	nds/F	lanking	s		
M-S.	il 12+ 6am-Midnigh									
POP	(00): 62 A/M '79	564	J/A '79		O/N '79		J/F '80		A/M '80	
	WGN -AM		WGN -AM		WGN -AM		WGN -AM		WGN -AM	1 4
	WLS -AM WBBM-AM	15740 12063				13745		12628		13
	WMAO-AM WLOO-FM	9881 8072	WMAQ-AM WLUP-FM		WMAQ-AM WLOO-FM	8696 8687	WLOO-FM WMAQ-AM	8707 8655		8 7
6	WLUP-FM	7059	WL00-FM	7871	WLUP-FM	8195	WLUP-FM	7859	WLUP-FM	7
8	WIND-AM WLAK-FM	6638 6362	WBMX-FM WLAK-FM	6515		7317 6934	WLAK-FM WKQX-FM	72 26 6403		6
	WBMX-FM WEFM-FM	6231 5651	WIND-AM WKQX-FM		WBMX-FM WKQX-FM	5672 5626	WIND-AM WEFM-FM	6343		5
	5-10am									
	WGN -AM WLS -AM		WGN -AM WLS -AM		WGN -AM WLS -AM		WGN -AM WBBM-AM		WGN -AM WLS -AM	
	WBBM-AM WMAO-AM		WBBM-AM WLUP-FM		WBBM-AM WLUP-FM		WIS -AM WMAO-AM		WBBM-AM WMAO-AM	
5	WLUP-FM		WL00-FM		WMAQ-AM		WLUP-FM		WLUP-FM	
	WIND-AM WLOO-FM		WMAQ-AM WBMX-FM		WLOO-FM WIND-AM		WLOO-FM WIND-AM		WIND-AM WLOO-FM	
	WBMX-FM WEFM-FM		WIND-AM WLAK-FY		WBMX-FM WLAK-FM		WLAK-FM WEFM-FM		WFYR-FM WEFM-FM	
0.1	WVON-AM		WEFM-FM		WKQX-FM		WBMX-FM		WKQX-FM	
	3-7pm WLS -AM		WGN -AM		WLS -AM		WLS -AM		WLS -AM	
2	WGN -AM WBBM-AM		WLS -AM		WGN -AM		WGN -AM		WGN -AM	
4	WLUP-FM		WLUP-FM WLOO-FM		WLOO-FM WLUP-FM		WBBM-AM WLOO-FM		WBBM-AM WMAO-AM	
	WMAO-AM WLOO-FM		WMAQ-AM WBBM-AM		WBBM-AM WMAQ-AM		WMAQ-AM WLUP-FM		WLUD-FM WLUP-FM	
	WEFM~FM WBMX~FM		WBMX-FM WLAK-FM		WLAK-FM		WLAK-FM		WLAK-FM	
9	WLAK-FM		WFYR-FM		WBMX-FM WEFM-FM		WEFM-FM WKOX-FM		WEFM-FM WKQX-FM	
Teen	WVON-AM		WEFM-FM		WKQX-FM		WIND-AM		WIND-AM	
W-S, 6	iam-Midnight									
PUP	(00): 822 A/M '79	. 9	J/A '79		O/N '79		J/F '80		A/M '80	
	VLS -AM		WLS -AM WLUP-FM		WLS -AM WLUP-FM		WLS -AM WEFM-FM		WLS -AM	
3 1	LUP-FM		WEFM-FM		WEFM-FM		WLUP-FM		WEFM-FM WLUP-FM	
	-10am ⊮LS –AM		WLUP-FM		WLUP-FM		WLS -AM		WLS -AM	
	VEFM-FM		WLS -AM WEFM-FM		WLS -AM WEFM-FM		WLUP-FM WEFM-FM		WLUP-FM	
	-7pm		******		WE. 11 7.11		WELU-LU		WEFM-FM	
	LS -AM		WLS -AM WLUP-FM		WLS -AM WLUP-FM		WEFM-FM WLS -AM		WLS -AM WEFM-FM	
_	LUP-FM		WEFM-FM		WEFM-FM		WLUP-FM		WLUP-FM	
	ts 18-34 am-Midnight									
OP(00): 225 A/M '79	46	J/A '79		O/N '79		J/F '80			
1 %	LS -AM		WLS -AM		WLS -AM		WLS -AM		WLS -AM	
	LUP-FM FYR-FM		WLUP-FM WFYR-FM		W LUP - FM W K Q X - FM		WLUP-FM WKQX-FM		WLUP-FM WKQX-FM	
	BBM-FM BMX-FM		WBMX-FM WGN -AM		WFYR-FM WBMX-FM		WFYR-FM WBMX-FM		WFYR-FM WBBM-FM	
6 W	GN -AM		WKQX-FM		WBBM-FM		WBBM-FM		WBMX-FM	
8 W	MAO-AM DAI-FM		WBBM-FM WDAI-FM		WGCI-FM WMAQ-AM		WXRT-FM WMET-FM		WGCI-FM WMET-FM	
	KQX-FM CLR-FM		WEFM-FM WMAQ-AM		WEFM-FM WMET-FM		WCLR-FM WEFM-FM		WCLR-FM WEFM-FM	
	10am									
2 W	LS -AM LUP-FM		WLS -AM WLUP-FM		WLS -AM WLUP-FM		WLS -AM WLUP-FM		WLS -AM WLUP-FM	
	FYR-FM GN -AM		WFYR-FM WBMX-FM		WBMX-FM WFYR-FM		WGN -AM WKQX-FM		WFYR-FM WKOX-FM	
5 ₩	BBM-FM	1	WGN -AM	1	₩KQX-FM	1	WFYR-FM		WBBM-FM	
7 W	BMX-FM XRT-FM		WKQX-FM WBBM-FM		WGN -AM WMAQ-AM		NBMX-FM WMAQ-AM		WBMX-FM WGN -AM	
	CLR-FM BBM-AM		WEFM-FM WCLR-FM		WCLR-FM WGCI-FM	1	WBBM-FM WMET-FM		WMAQ-AM WGCI-FM	
0 #	DAI-FM		MA-DAM		WBBM-FM		WBBM-AM		WBBM-AM	
	-7pm LS -AM		WLS -AM		WLS -AM		WLS -AM		WLS -AM	
2 W	LUP-FM		WLUP-FM		WLUP-FM		WLUP-FM		W L U P - F M	
4 W	IFYR-FM IBMX-FM		WFYR-FM WBMX-FM		WBMX-FM WKQX-FM		WKQX-FM WFYR-FM		WKQX-FM WFYR-FM	
	BBM-FM MAQ-AM		WGN -AM WBBM-FM		WFYR-FM WMET-FM		WBMX-FM WMET-FM		WBMX-FM WEFM-FM	
	u. Au.u								wrtu_tu	
7 W	CLR-FM EFM-FM		WKQX-FM WDAI-FM		WBBM-FM WGCI-FM		WBBM-FM WXRT-FM		WMET-FM WMAQ-AM	

Adults 25-54 M-S, 6am-Midnight POP(00): 30183

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN - AM
2	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
3	WBBM-AM	WMAQ-AM	WBBM-AM	WBBM-AM	WBBM-AM
4	WMAQ-AM	WBBM-AM	WLOO-FM	WMAQ-AM	WMAQ-AM
5	WLOO-FM	WLOO-FM	WMAQ-AM	WLOO-FM	WLOO-FM
6	WLAK-FM	WLAK-FM	WLAK-FM	WLAK-FM	WFYR-FM
7	WCLR-FM	WBMX-FM	WKQX-FM	WKQX-FM	WC LR-FM
8	WIND-AM	WKQX-FM	WCLR-FM	WC LR-FM	WKQX-FM
9	WBMX-FM	WFYR-FM	WFYR-FM	WIND-AM	WIND-AM
10	WFYR-FM	WCLR-FM	WIND-AM	WFYR-FM	W LA K-FM
M-F,	6-10am				
1	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM
2	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
3	WBBM-AM	WBBM-AM	WBBM-AM	WBBM-AM	WBBM-AM
4	WMAQ-AM	WL00-FM	WLOO-FM	WMAQ-AM	WMA Q -AM
5	WLOO-FM	WMAQ-AM	WMAQ-AM	WLOO-FM	W L OO - F M
6	WLAK-FM	WBMX-FM	WLAK-FM	WIND-AM	WIND-AM
7	WIND-AM	WIND-AM	WBMX-FM	WCLR-FM	WF YR-FM
8	WC LR - FM	WLAK-FM	WC LR-FM	WLAK-FM	WC LR-FM
9	WFYR-FM	WLUP-FM	WKOX-FM	WKQX-FM	WKQX-FM
10	WBMX-FM	WFYR-FM	WIND-AM	WFYR-FM	WJEZ-FM
M-F,	3-7pm				
	WGN -AM	wgn - Am	WLOO-FM	WLS -AM	WLS -AM
2	WLS -AM	WLS -AM	WLS -AM	WGN - AM	WGN -AM
3	WMA Q-AM	WMAQ-AM	WGN -AM	WLOO-FM	WMAQ-AM
4	WLOO-FM	WLOO-FM	WMAQ-AM	WMAQ-AM	WBBM-AM
5	WBBM-AM	WBBM-AM	WBBM-AM	WBBM-AM	W L 00 - FM
6	WLAK-FM	WCLR-FM	WLAK-FM	WLAK-FM	WF YR-FM
7	WCLR-FM	WFYR-FM	WCLR-FM	WKQX-FM	WC LR-FM
8	WBMX-FM	WBMX-FM	WKQX-FM	WC LR-FM	WLAK-FM
9	WFYR-FM	WLAK-FM	WF YR-FM	WF YR-FM	WIND-AM
10	WBBM-FM	WKQX-FM	WBMX-FM	WBMX-FM	WKQX-FM

Format Penetration Chart

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



Format Legend

Cincinnati

METRO RANK



\/M '80 Market Overview

Diary return in the Cincinnati metro this spring vas down more than 200 diaries from the Fall survey, but was still higher than A/M '79. Unfortunater, one of the more unstable demos, men 18-24, vas perhaps rendered more unreliable this sweep wing to the loss of a number of diaries. In the A/M 79 sweep there were approximately 99 diaries revieved from this cell; in the fall there were 113; n A/M '80 there were just 75 male 18-24 diaries.

The usual order of events transpired, as WLW, with Reds baseball, came out on top. WLW tied in as nuch as possible with the baseball team, giving away red cars and using an extensive busboard campaign to spread the word. The season began ust before the Arbitron sweep started, good timing or WLW. With a revised musical approach (more ock-oriented), the station still led the 25-54 adult category with almost 15%, virtually the same as last

WBEN made dramatic 18-34 gains. In the last ear the station has more than doubled its total hare and its 18-34 share has shown almost equally pectacular growth. The station scored more than 8% of the young adult audience, up from just over 0% last spring. WEBN has a well-balanced demoraphic spread among teens and 18-34 cells. The tation promoted its Superstars format with a bigger d budget, using TV spots and newspaper ads. VEBN also sponsored hot air balloon rides and lesons.

Runner-up in the 18-34 field was Top 40 WKRQ, Iso the dominant teen station. It earned just under a 5% share of the young adult market, and over one-nird of the AQH teen audience. There was no out-ide ad campaign for WKRQ this sweep, but the staon did try to generate excitement on-air. Besides P/T-shirt giveaways, WKRQ gave away a Datsun 80ZX sports car plus \$5000 for gasoline.

Other noteworthy occurrences included WCKY's ubstantial 35+ decline and overall 12+ drop, and ountry WUBE-FM's continuing rise.

verage	Persons	12+	Share	Trends	
onday-S	unday, 6an	n-Midn	ight		

00): 112	DΙ			
A/M '79		O/N '79		A/M 'B0
WLW -AM	15.6	WKRQ-FM	11.8	WLW -AMPANA.5
WKRQ-FM	12.1	WCKY-AM	11.1	WKRQ-FM(PO 10.7
WCKY-AM	10.8	WLW -AM	9.9	WEBN-FH (A) 9.7
WKRC-AM	8.3	WKRC-AM	9.6	WERC-AM (PA) 8.0
WWEZ-FM	7.1	WEBR-FM	9.1	WCKY-AM (PA) 8.0
WSAI-FM	6.0	WWEZ-FM	7.6	WWEZ-PM (BM) 6.3
WUBE-FM	5.1	WUBE-FM	5.4	WUBE-FM (C) 5.8
WLQA-FM	5.0	WLQ A-FM	5.0	WSAI-PM (A) 5.5
WEBN-PM	4.3	WSAI-FM	4.4	WCIN-AM (8) 4.3
WSAI-AM	3.1	WC IN-AM	3.2	WSAI-AM (C) 3.9
WLWS-FM	3.1	WSAI-AM	3.0	WLQA-FM (BM) 3.1
WCIN-AM	2.7	WLWS-FM	2.2	WSKS-FM (R) 2.4
WOKV-FM	2.6	WOKV-FM	2.2	WUBE-AM (C) 1.7
WUBE-AM	1.9	WLVV-FM	1.8	WLVV-FM (PA) 1 .6
WLVV-FM	1.3	WUBE-AM	1.6	WOKV-FM (M) 1.2
WNOP-AM	1.0	WNOP-AM	1.3	WNOP-AM (A) 1.1
WHIO-FM	0.5	WDA0-FM	1.0	WDA0-FM (MC 0.9
WZIP-AM	0.5	WZIP-AM	0.8	WONE-AM (C) 0.5
WONE-AM	0.5	WONE-AM	0.8	WLYK-FM (BM) 0.5
WHKK-FM	0.4	WPBF-FM	0.6	WHIO-FM (PA) 0.4
WLYK-FM	0.4	WHIO-FM	0.6	
WPBF-FM	0.3	WPFB-AM	0.5	
	AMM '79 WLW -AM WKRQ-FM WKRC-AM WWEZ-FM WSAI-FM WUBE-FM WSAI-AM WLQA-FM WSAI-AM WLWS-FM WCIN-AM WLWS-FM WUBE-AM WLWS-FM WUSP-AM WHKK-FM	WLW -AM 15.6 WKRQ-PM 12.1 WCKY-AM 10.8 WKRC-AM 8.3 WWZZ-FM 7.1 WSAI-PM 6.0 WUBE-PH 5.1 WLQA-PM 5.0 WEBN-PM 4.3 WSAI-AM 3.1 WLWS-FM 2.7 WOKV-FM 2.6 WUBE-AM 1.9 WLVV-FM 1.3 WNOP-AM 1.0 WHIO-FM 0.5 WONE-AM 0.5 WHKK-FM 0.4	### AM '79 ### AM	### AMM '79 ### A

Average Persons Trends/Rankings tal 12+ \$, 6am-Midnight

-, -	and remaining it.					
P (00): 1126	I				
	A/M '79		O/N '79		A/M '80	
I	WLW -AM	271	WKRQ-PM	188	WLW -AM	232
2	WKRQ-FM	210	WC KY - AM	177	WKRQ-FM	171
3	WCKY-AM	187	WLW -AM	158	WEBN-FM	154
4	WKRC-AM	145	WKRC-AM	153	WKRC-AM	128
5	WWEZ-FM	123	WEBN-FM	146	WC KY-AM	127
6	WSAI-FM	105	WWEZ-PM	121	WWEZ-FM	101
7	WUBE-FM	8.8	WUBE-FM	86	WUBE-FM	92
8	WLQA-FM	8.7	WLO A-FM	80	WSAI-FM	88
9	WEBN-FM	74	WSAI-FM	70	WC IN-AM	69
ŧΟ	WSAI-AM	54	WC IN-AM	51	WSA I-AM	6.

M-F, 6-10am		
1 WCKY-AM 2 WLW -AM	WLW -AM	WLW -AM WCKY-AM
3 WKRO-FM	WKRC-AM	WKRC-AM
4 WKRC-AM 5 WUBE-FM	WKRO-FM	WKRQ-FM
6 WWEZ-FM	WEBN-FM WWEZ-FM	WEBN-FM WUBE-FM
7 WLQA-FM	WUBE-FM	WSAI-AM
8 WSAI-FM 9 WEBN-FM	WLQA-FM WCIN-AM	WWEZ-FM WCIN-AM
10 WSAI-AM	WSAI-FM	WSAI-FM
M-F, 3-7pm 1 WLW - AM		
2 WKRQ-FM	WKRQ-FM WCKY-AM	WKRQ-FM WEBN-FM
3 WCKY-AM	WLW -AM	WLW -AM
4 WKRC-AM 5 WWEZ-FM	WEBN-FM WWEZ-FM	WCKY-AM WKRC-AM
6 WSAI-FM	WKRC-AM	WWEZ-FM
7 WLQA-FM 8 WUBE-FM	WLQA-FM WUBE-FM	WSAI-FM
9 WEBN-FM	WSAI-FM	WUBE-FM WSAI-AM
10 WLWS-FM	WSAI-AM	WC IN-AM
Teens M-S, 6am-Midnight		
POP(00): 1485		
A/M 179	O/N '79	A/M '80
1 WKRO-FM	WKRO-FM	WKRQ-FM
2 WSAI-FM 3 WOKV-FM	WEBN-FM WSAI-FM	WEBN-FM WSAI-FM
M-F, 6-10am		
1 WKRQ-FM	WKRQ-FM	WKRQ-FM
2 WSAI-FM 3 WCIN-AM	WEBN-FM WSAI-FM	WEBN-FM WSAI-FM
M-F, 3-7pm	wour=tu	#2NI_LM
1 WKRO-FM	WKRQ-FM	WKRQ-FM
2 WSAI-FM 3 WOKV-FM	WEBN-FM WSAI-FM	WEBN-FM WSAI-FM
3 NONT-11	#AU1_LU	
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 3992 A/M'79	O/N '79	444100
1 WKRO-FM	WEBN-FM	A/M 'BO WEBN-FM
2 WSAI-FM	WKRQ-FM	WKRQ-FM
3 WEBN-FM 4 WLW -AM	WSAI-FM WKRC-AM	WSAI-FM WKRC-AM
5 WKRC-AM	WLW -AM	WLW -AM
6 WLWS-FM 7 WLQA-FM	WUBE-FM WLWS-FM	WUBE-FM WCIN-AM
8 WUBE-FM	WLQA-FM	WS A I - AM
9 WOKV-FM 10 WCIN-AM	WWEZ-FM WSAI-AM	WSKS-FM WWEZ-FM
M-F, 6-10am	M2VI-VH	WWEZ-FM
1 WKRQ-FM	WEBN-FM	WEBN-FM
2 WKRC-AM 3 WLW -AM	WKRO-FM	WKRQ-FM
4 WEBN-FM	WKRC-AM WLW -AM	WKRC-AM WLW -AM
5 WSAI-FM	WSAI-FM	WUBE-FM
6 WLWS-FM 7 WLQA-FM	WUBE-FM WLQA-FM	WSAI-FM WCIN-AM
8 WUBE-FM	WC IN-AM	WSAI-AM
9 WOKV-FM 10 WCIN-AM	WSAI-AM WLWS-FM	WCKY-AM WWEZ-FM
M-F, 3-7pm		
1 WKRQ-FM	WEBN-FM	WEBN-FM
2 WSAI-FM 3 WEBN-FM	WKRQ-FM WSAI-FM	WKRQ-FM WSAI-FM
4 WLWS-FM	WKRC-AM	WKRC-AM
5 WLW -AM 6 WKRC-AM	WLQA-FM WLW -AM	WLWAM WCINAM
7 WLQA-FM	WUBE-FM	WSAI-AM
8 WUBE-PM 9 WOKV-PM	WLWS-FM WWEZ-FM	WUBE-PM WWEZ-PM
10 WCIN-AM	WSAI-AM	WC KY-AM
Adults 25-54		
M-S, 6am-Midnight POP(00): 5234		
A/M '79	O/N 179	A/M '80
1 WLW -AM	WLW -AM	WLW -AM
2 WKRC-AM 3 WUBE-FM	WKRC-AM WKRC-AM	WKRC-AM WEBN-FM
4 WKRO-FM	WCKY-AH WWEZ-FM	WEBN-FM WKRQ-FM
5 WCKY-AM	WUBE-FM	WUBE-FM
6 WWEZ-FM 7 WLQA-FM	WKRQ-FM Webn-fm	WCKY-AM WWEZ-FM
8 WEBN-FM	WLQA-FM	WSAI-AM
9 WLWS-FM 10 WSAI-AM	WSAI-AM WCIN-AM	WLQA-FM WCIN-AM
M-F, 6-10am		
1 WLW -AM	WLW -AM	WLW -AM
2 WKRC-AM 3 WCKY-AM	WKRC-AM WCKY-AM	WKRC-AM WCKY-AM
4 WKRQ-FM	WUBE-FM	WUBE-FM
5 WUBE-FM 6 WLQA-FM	WKRQ-FM WLQA-FM	WEBN-FM WKRQ-FM
7 WWEZ-FM	WWEZ-FM	WSAI-AM
8 WEBN-FM 9 WLWS-FM	WEBN-FM WSAI-AM	WWEZ-FM WLOA-FM
10 WSAI-AM	WC IN-AM	WC IN - AM
M-F, 3-7pm		
1 WLW -AM 2 WKRC-AM	WLW -AM WCKY-AM	WLW -AM WKRC-AM
3 WWEZ-FM	WKRO-FM	WEBN-FM
4 WUBE-PM 5 WCKY-AM	WKRC-AM WUBE-FM	WKRQ-FM WCKY-AM
6 WKRQ FM	WWEZ-PM	WS A I - A M
7 WLQA-PH	WEBN-PM	WWEZ-FM
8 WEBN-PM 9 WSAI-AM	WLQA-FM WSAI-AM	WUBE-FM WLQA-FM
10 WLWS-PM	WLVV-FM	WC IN-AM

Cume Persons Trends/Rankings

Total						
	m-Midnight					
POP(00): 1126	1				
	A/M 179		O/N '79		A/M 'B0	
1	WLW -AM	4568	WLW -AM	3271	WLW -AM	4016
2	WKRQ-FM	2990	WKRQ-FM	2837	WKRQ-FM	2840
3	WKRC-AM	2533	WKRC-AM	2636	WKRC-AM	264
4	WCKY-AM	1944	WEBN-FM	2089	WEBN-FM	224
5	WWEZ-FM	1518	WCKY-AM	1863	WWEZ-FM	165
6	WSAI-FM	1390	WWEZ-FM	1719	WC KY-AM	163
7	WEBN-FM	1293	WSAI-FM	1461	WSAI-FM	141
8	WSAI-AM	1081	WSAI-AM	1146	WSAI-AM	1350
9	WLQA-FM	1069	WUBE-FM	1135	WUBE-FM	101
10	WOKV-FM	1008	WLQ A-FM	1103	WC IN-AM	89
4-F, 6-	10am					
1	WLW -AM		WLW -AM		WLW -AM	
2	WKRQ-FM		WKRQ-FM		WKRC-AM	
3	WKRC-AM		WKRC-AM		WKRQ-FM	
4	WC KY-AM		WCKY-AM		WC KY-AM	
5	WSAI-FM		WEBN-FM		WEBN-FM	
6	WWEZ-FM		WWEZ-FM		WSAI-AM	
7	WEBN-FM		WSAI-FM		WWEZ-FM	
8	WCIN-AM		WUBE-FM		WSAI-FM	
9	WLQA-FM		WLQ A-FM		WUBE-FM	
10	WSAI-AM		WC IN-AM		WC IN-AM	
M-F, 3-	7pm					
1	UTU -AM		WERD-EM		WKRO-FM	

WLW -AM WEBN-FM

WWEZ-FM

WLW -AM WEBN-FM

WKRC-AM

WWEZ-FM

WSAI-FM WSAI-AM

WUBE-FM

WC IN-AM

WKRQ-FM WCKY-AM

WKRC-AM WWEZ-FM

6 WSAI-FM

WEBN-FM WLQA-FM

WUBE-FM

10 WOKV-FM

M-S, 6am-Midnight

POP(00): 3992

POP/	m-Midnight 00): 1485		
	A/M '79	O/N '79	A/M 'B0
1	WKRQ-FM	WKRO-FM	WKRO-FM
2	WLW -AM	WSAI-FM	WEBN-FM
3	WOKV-FM	WEBN-FM	WSAI-FM
W-F, 6-	10am		
1	WKRO-FM	WKRQ-FM	WKRQ-F
2	WSAI-FM	WEBN-FM	WEBN-FM
3	WOKV-FM	WSAI-FM	WSAI-FM
W-F, 3-	7pm		
1	WKRQ-FM	WKRO-FM	WKRO-F
2	WSAI-FM	WEBN-FM	WEBN-FM
3	WOKV-FM	WSAI-FM	WSAI-FN

	A/M '79	O/N '79	A/M 'B0
I	WKRQ-FM	WEBN-FM	WKRQ-FM
2	WLW -AM	WKRQ-FM	WEBN-FM
3	WEBN-FM	WKRC-AM	WLW -AM
4	WKRC-AM	WLW -AM	WKRC-AM
5	WSAI-FM	WSAI-FM	WSAI-FM
6	WOKV-FM	WOKV-FM	WSAI-AM
7	WLWS-FM	WSAI-AM	WSKS-FM
8	WCIN-AM	WLWS-FM	WUBE-FM
9	WLQA-FH	WUBE-FM	WOKV-FM
10	WSAI-AM	WWEZ-PM	WC IN-AM
M-F, 6	am-10am		
1	WKRQ-FM	WEBN-FM	WKRQ-FM
2	WKRC-AM	WKRQ-FM	WEBN-FM
3	WLW -AM	WKRC-AM	WKRC-AM
4	WEBN-FM	WLW -AM	WLW -AM
5	WSAI-FM	WSAI-PM	WSAI-FM
6	WLWS-FM	WUBE-FM	WSAI-AM
7	WC IN-AM	WSAI-AM	WUBE-FM
	WLQA-FM	WLWS-FM	WCIN-AM
	WOKV-FM	WC IN-AM	WSKS-FM
10	WUBE-FM	WOKV-FM	WC KY - AM
M-F, 3			
	WKRQ-FM	WEBN-FM	WEBN-FM
	WLW -AM	WKRQ-FM	WKRQ-PM
	WSAI-FM	WSAI-FM	WS A I - F M
	WEBN-FM	WLW -AM	WKRC-AM
5		WKRC-AM	WLW -AM
_	WLWS-FM	WSAI-AM	WSAI-AM
		WUBE-FM	WUBE-FM
	WCIN-AM	WLWS-FM	WC IN-AM
	WLQA-FM	WWEZ-FM	WSKS-FM
10	WUBE-FM	WOKV-FM	WWEZ-FM

P (00): 5234		
_	A/M '79	O/N '79	A/M 'BO
1	WLW -AM	WLW -AM	WEW -AM
2	WKRC-AM	WKRC-AM	WKRC-AM
3	WKRQ-FM	WKRQ-FM	WKRQ-FM
4	WCKY-AM	WWEZ-FM	WSAI-AM
5	WWEZ-FM	WC KY-AM	WWEZ-FM
6	WEBN-FM	WEBN-FM	WEBN-PM
7	WSAI-AM	WUBE-FM	WC KY-AM
8	WUBE-FM	WSAI-AM	WUBE-FM
9	WLQA-FM	WLQA-FM	WLQ A-FM
0	WSAI-FM	WSAI-FM	WSAI-FM

Data from Market Buy Market

METRO RANK

16

A/M '80 Market Overview

The first Cleveland Spring survey with ESF showed the demographic poles scoring well. Beautiful Music WQAL and WDOK ranked 1-3, while AOR giant WMMS occupied the number two spot.

As is usually the case, Bonneville-programmed WQAL was tops in this sweep, not only in total persons but also among 25-54 adults. WQAL generated its best 25-54 showing in recent books with a share of almost 12% of the audience. TV commercials were used to promote the station.

WDOK was second 25-54, with a share comparable to winter, just over 9% of the average audience in this demo. The Churchill-formatted station conducted an extensive TV campaign, featuring the Patrick O'Neal and Henry Mancini commercials. Newspaper and busboard exposure was also used as part of a larger ad effort.

At the younger end of the demographic spectrum, WMMS remained ahead, but WZZP came on strong this book. WMMS believes that a station has to be good every day, and uses a consistent ad campaign of TV and newspaper exposure, as well as T-shirts and bumper stickers. The station uses the research capabilities of Burkhart-Abrams. It all paid off in the spring with an 18-34 share of almost 20%, up slightly from J/F '80.

WZZP edged WGCL in total persons and surged to take second in 18-34's. After the Winter book, WZZP underwent a major overhaul. The station realigned all air shifts except AM drive, and began to conduct much more call-out research. A new programming/sales target was set (adults 18-49), and the music was shifted with that goal in mind. The net result was that WZZP tripled last year's spring 18-34 showing, scoring more than 12% and becoming the only station besides WMMS with a double-digit share in this demo. An ad campaign using TV, busboards, and billboards in rougly equal proportions helped spread the word.

WGCL, the top teen station in Cleveland, remained at approximately 9% of the 18-34 market. Staff changes took place on WGCL, as the PM drive personality went to WLS/Chicago and was replaced by the nighttime jock.

Average Persons 12+ Share Trends

POP(00): 16058

	A/M '79		O/N '79		J/F '80		AM '80
	WQAL-FM	9.7	WDOK-FM	9.8	WOAL-FM	8.8	WQAL-FMOMM10.4
2		7.9	WQAL-FM	9.8	WERE-AM	8.3	WMMS-FM (A) 9.0
3		7.7	WHK -AM	8.9	WMMS-FM	7.9	W DOK-FM (BM) 8.3
4		7.2	WMM S-FM	7.9	WDOK-FM	7.5	WERE-AM (No. 7.9
5		7.1	WGAR-AM	7.0	WGCL-FM	6.8	WHK -AM(C) 7.0
6	WWWE-AM	6.3	WGCL-FM	7.0	WHK -AM	6.7	WZZP-FM (%) 6.0
7	WGAR-AM	6.2	WERE-AM	5.7	WGAR-AM	6.2	WGCL-FM (%) 5.9
8		5.8	WJMO-AM	5.4	WKSW-FM	4.6	WWWE-AM (PA) 5.5
9	WERE-AM	5.5	WJW -AM	4.6	WZZP-FM	4.3	WGAR-AM (PA) 5.3
10	WWWM-FM	5.2	WWWE-AM	3.5	WJW -AM	4.3	WJW -AM (PA) 4.8
11	WKSW-FM	4.2	WDMT-FM	3.1	WDMT-FM	4.1	WDMT-FM (m) 4.5
12	WJW -AM	3.8	WKSW-FM	3.1	WWW E-AM	4.0	WLYT-FM (%) 2.8
13	WCLV-FM	2.9	WWWM-FM	2.7	WJMO-AM	3.7	WKSW-FM (C) 2.6
14	WZZP-FM	2.3	WLYT-FM	2.6	WCLV-FM	3.5	WCLV-FM(CL) 2.4
15	WBBG-AM	2.3	WZZP-FM	2.4	WLYT-FM	2.4	WJMO-AM (m) 2.4
16	WKDD-FM	1.8	WCLV-FM	1.8	WWWM-FM	2.0	WBBG-AM (0) 2.1
17	WDMT-FM	1.8	WABQ-AM	1.8	WZAK-FM	1.7	WWW-FM (A) 2.0
18	WSLR-AM	1.3	WKDD-FM	1.7	WBBG-AM	1.6	WABQ-AMON 1.4
19	WABQ-AM	1.3	WZAK-FM	1.4	WDBN-FM	1.5	WZAK-FMmm 1.0
20	WZAK-FM	1.3	WSLR-AM	1.3	WABQ-AM	1.3	WKDD-FM(A) 0.9
21	WLYT-FM	1.0	WBBG-AM	1.3	WKDD-FM	1.1	WDBN-FM(mm) 0.7
22	WDBN-FM	0.8	WDBN-FM	0.8	WSUM-AM	1.0	WPVL-AM(PA) 0.5
23	WPVL-AM	0.8	WELW-AM	0.6	WSLR-AM	0.8	WSLR-AM (G) 0.4
24	WELW-AM	0.5	WSUM-AM	0.5	WELW-AM	0.7	WOLK-AMIO U.4
2 5	CKL W-AM	0.5	WPVL-AM	0.4	WPVL-AM	0.4	

Average Persons Trends/Rankings

IUMI IZT
M-S, 6em-Midnight
PAR/AA1 16058

WJMO-AM

	A/M '79		O/N '79		J/F '80		A/M '80	
1	WQAL-FM	230	WDOK-FM	242	WOAL-FM	213	WOAL-FM	260
2	WDOK-FM	188	WOAL-FM	240	WERE-AM	202	WMM S-FM	225
3	WMMS-FM	184	WRK -AM	219	WMM S-FM	193	WDOK-FM	207
4	WHK -AM	172	WMMS-FM	195	WDOK-FM	182	WERE-AM	196
5	WGCL-FM	170	WGAR-AM	172	WGCL-FM	166	WHK -AM	174
6	WWWE-AM	149	WGCL-FM	171	WHK -AM	162	WZZP-FM	149
7	WGAR-AM	148	WERE-AM	139	WGAR-AM	150	WGCL-FM	147
8	WJMO-AM	139	WJMO-AM	133	WKSW-FM	112	WWWE-AM	137
9	WERE-AM	132	WJW -AM	112	WZZP-FM	105	WGAR-AM	132
10	WWWM-FM	123	WWWE-AM	8.5	WJW -AM	105	WJW -AM	119
M-F, 6-1	l Oam						707 711	
1	WHK -AM		WHK -AM		WHK -AM			
2	WGAR-AM		WGAR-AM		WERE-AM		WHK -AM	
3	WOAL-FM						WERE-AM	
	WERE-AM		WQAL-FM		WGAR-AM		W GAR - AM	
			WDOK-FM		WQAL-FM		WOAL-FM	
5	WGCL-FM		WERE-AM		WMM S-FM		WDOK-FM	
6	WMMS-FM		WMMS-FM		WDOK-FM			
-	1100 m mm		***************************************		WDOK-FI		WMMS-FM	

WING-AN

WJW -AN

WKSW-FM

1 WQAL-FM	WDOK-FM	WQAL-FM	WQAL-FM
2 WDOK-FM	WQAL-FM	WMM S-FM	WMMS-FM
3 WMMS-FM	WMM S-FM	WERE-AM	WDOK-FM
4 WGCL-FM 5 WJMO-AM	WGCL-FM	WDOK-FM	WZZP-FM
6 WGAR-AM	WGAR-AM	WGCL-FM	WERE-AM
7 WERE-AM	WERE-AM	WGAR-AM	WGCL-FM
8 WHK -AM	WHK -AM WJMO-AM	WZZP-FM	WJW -AM
9 WWWM-FM	WJW -AM	WDMT-FM	WDMT-FM
10 WWWE-AM	WLYT-FM	WJMO-AM WKSW-FM	WHK -AM
_	# EI I - FM	MK2M-FH	WGAR-AM
Teens			
M-S, 6am-Midnight			
POP(00): 2059			
A/M '79	O/N '79	J/F '80	4.84.100
1 WGCL-FM	WGCL-FM		A/M '80
2 WWWM-FM	WMM S-FM	WGCL-FM WLYT-FM	WGCL-FM
3 WJMO-AM	WLYT-FM	WMM S-FM	WLYT-FM WMMS-FM
M-F, 6-10am		WIII 3 111	writis-FM
1 WGCL-FM 2 WJMO-AM	WGCL-FM	WGCL-FM	WGCL-FM
3 WMMS-FM	WMM S-FM	W LY T-FM	WLYT-FM
	WJMO-AM	WMM S-FM	WMM S-FM
M-F, 3-7pm			
1 WWWM-FM	WGCL-FM	WGCL-FM	WMMS-FM
2 WGCL-FM	WLYT-FM	WLYT-FM	WLYT-FM
3 WJMO-AM	WMM S-FM	WMMS-FM	WGCL-FM
Adults 18-34			
M-S, 6em-Midnight			
POP(00): 5453			
AM '79	081170		
	O/N '79	J/F '80	A/M 180
1 WMMS-FM	WMM S-FM	WHM S-FM	WMMS-FM
2 WGAR-AM 3 WGCL-FM	WGAR-AM	WGAR-AM	WZZP-FM
4 WWWM-FM	WGCL-FM	WGCL-FM	WGAR-AM
5 WJMO-AM	WJMO-AM	WDMT-FM	WGCL-FM
6 WWWE-AM	WRK -AM	WZZP-FM	W DMT - FM
7 WZZP-FM	WDMT-PM WWWM-PM	WJMO-AM	WWW E-AM
8 WDMT-FM	WZZP-FM	WWWM-FM	WWWM-FM
9 WKDD-FM	WWW E-AM	WCLV-FM WOAL-FM	WQAL-FM
10 WQAL-FM	WDOK-FM	WWWE-AM	WBBG-AM
M-F, 6-10am		WWW.D-AN	WHK -AM
1 WGAR-AM	WMM S-FM		
2 WMMS-FM	WGAR-AM	WMM S - FM	WMMS-FM
3 WGCL-FM	WHK -AM	WGAR-AM	WGAR-AM
4 WJMO-AM	WJMO-AM	WGCL-FM WDMT-FM	WZZP-FM
5 WWWM-FM	WGCL-FM	WWW.E-AM	WGCL-FM
6 WHK -AM	WWWE-AM	WZZP-FM	WDMT-FM
7 WWWE-AM	WDMT-FM	WHK -AM	WHK -AM
8 WQAL-FM	WDOK-FM	WWWM-FM	WBBG-AM WWWE-AM
9 WZZP-FM	WWWM-FM	WJMO-AM	WQAL-FM
10 WKSW-FM	WQAL-FM	WQAL-FM	WDOK-FM
M-F, 3-7pm			
1 WMMS-FM	WMMS-FM	WMM S-FM	HWW.C. Ev
2 WGAR-AM	WGAR-AM	WZZP-FM	WMMS-FM WZZP-FM
3 WGCL-FM	WGCL-FM	WDMT-FM	WGAR-AM
4 WWWM-FM	WA-OM LW	WJMO-AM	WGCL-FM
5 WJMO-AM	WZZP-FM	WGAR-AM	WDMT-FM
6 WDMT-FM	WDMT-FM	WGCL-FM	WWWM-FM
7 WQAL-FM	WLYT-FM	WWWE-AM	WQAL-FM
8 WWWE-AM 9 WZZP-PW	WWW E-AM	wwwFM	WBBG-AM
9 WZZP-FM 10 WHK -AM	WWWH-PM	WC LV-FM	W DOK-PM
TO WHE THE	WDOK-FM	WQAL-FH	WWW E- AM
Adults 25-54			
M-S, 6am-Midnight			
POP(00): 7652			
A/M '79	O/N '79	J/F '80	4.04.100
1 WQAL-FM	WHK -AM		A/M '80
2 WHK -AM	WQAL-FM	WQAL-FM WGAR-AM	WQAL-FM
3 WGAR-AM	WGAR-AM	WDOK-FM	W DOK-FM WWW E-AM
4 WWWE-AM	WDOK-FM	WHK -AM	WGAR-AM
5 WDOK-FM	WJW -AM	WGCL-FM	WZZP-FM
6 WGCL-FM	WMM S - PM	WWW E-AM	WHK -AM
7 WJMO-AM	WGCL-FM	WERE-AM	WERE-AM
8 WKSW-FM	WJMO-AM	WKSW-FM	WJW -AM
9 WMMS-FM 10 WCLV-FM	WWWE-AM	WJW -AM	WGCL-FM
	WERE-AM	WCLV-FM	WKSW-FM
W-F, 6-10em			
1 WGAR-AM	WHK -AM	WGAR-AM	WGAR-AM
2 WQAL-FM	WGAR-AM	WHK -AM	WHK -AM
3 WHK -AM 4 WGCL-FM	WQAL-FM	WQAL-FM	WQAL-FM
4 WGCL-FM 5 WERE-AM	WDOK-FM	WDOK-FM	WDOK-FM
6 WWWE-AM	MA-WLW MA-OMLW	WERE-AM	WWW E-AM
7 WJW -AM	MAME-WW MIMO-WW	WWWE-AM	WERE-AM
8 WMMS-FM	WERE-AM	WJW -AM	WJW -AM
9 WDOK-FM	WERE-AM WMMS-FM	WGCL-FM WCLV-FM	WZZP-FM
10 WKSW-FM	WGCL-FM	WJHO-AM	WDMT-FM
A-F, 3-7pm	7000 111	HONO AN	WBBG-AM
rr,s-/pm 1 WQAL-FM	U0.44 Pro		
2 WDOK-FM	WQAL-FM	WQAL-FM	WQAL-FM
3 WGAR-AM	WGAR-AM	WGAR-AM	WDOK-FM
4 WWWE-AM	WDOK-FM WHK -AM	WDOK-FM	WZZP-FM
5 WHK -AM	WJW -AM	WWWE-AM WERE-AM	WGAR-AM
6 WJMO-AM	WMMS-FM	WERE-AM WJW -AM	WJW -AM
7 WKSW-FM	WERE-AM	WZZP-FM	WERE-AM
8 WGCL-FM	WGCL-FM	WDMT-FM	WHK -AM

Cume Persons Trends/Rankings

WGCL-FM

WJMO-AM

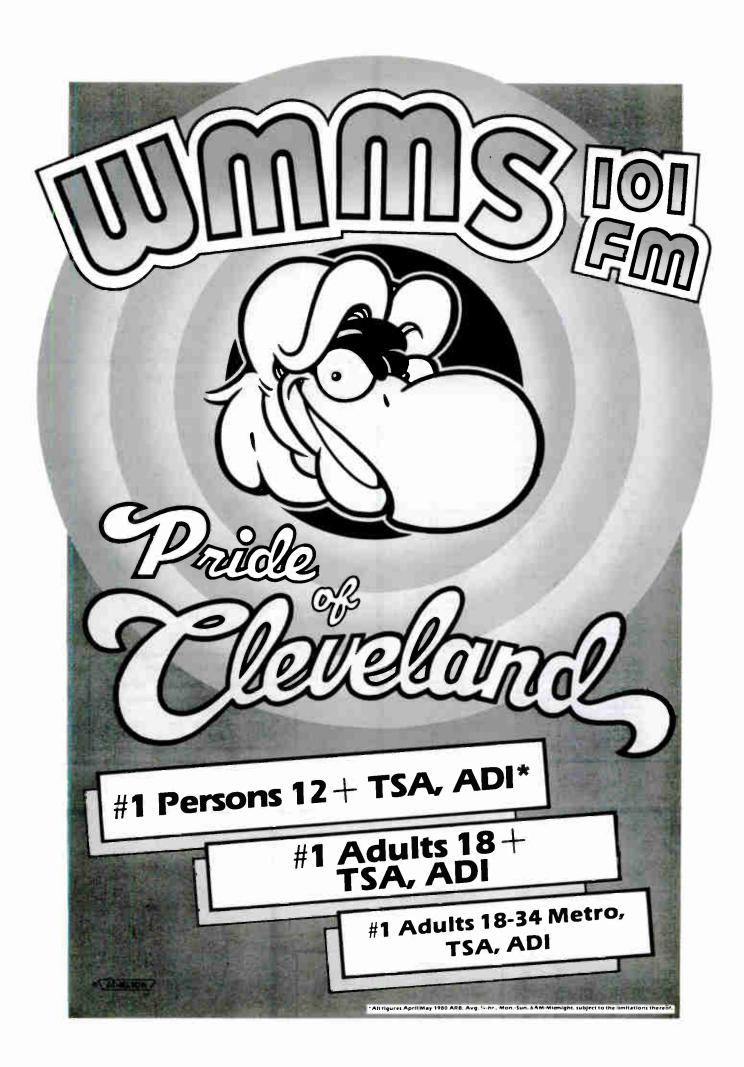
Total 12+ POP(00): 16058

WGCL-FM WJW -AM

10 WMMS-FR

	A/M '79							
	A/M / Y		O/N '79		J/F '80		A/M '80	
	WGAR-AM	3236	WHK -AM	3612	WGCL-FM	2843	WGCL-FM	309
	WGCL-FM	3167	WQAL-FM	3088	WERE-AM	2655	WOAL-FM	284
	WQAL-FM	3018	WGAR-AM	3046	WGAR-AM	2617	WDOK-FM	2840
	WWWE-AM	2644	WGCL-FM	2924	WOAL-FM	2548	WMMS-FM	261
5	WMMS-FM	2580	WMM S-FM	2831	WMM S-FM	2492	WERE-AM	2610
6	WERE-AM	2545	WDOK-FM	2646	WHK -AM	2314	WWWE-AM	2297
7	WDOK-FM	2530	WERE-AM	2414	WWW E-AM	2263	WGAR-AM	2244
8	MHK -WW	2453	WWW E-AM	2256	WDOK-FM	2232	WZZP-FM	2132
9	WWWM-FM	2192	WZZP-FM	1815	WZZP-FM	1821		
10	WJW -AM	1739	WJW -AM	1801			MHK -WW	2050
			AII	1001	MJW -AM	1568	WDMT-FM	1530

WDOK-FM WMMS-FM WJW -AM WGCL-FM WHK -AM WWWE-AM WGCL-FM



Contin	ued from Pa	10e 72		
Commi	uca jioni 11	igc /2		
M-F, 6-10	ım			
	WGAR-AM	WGAR-AM	WERE-AM	WERE-AM
2	WERE-AM	WHK -AM	WHK -AM	WHK -AM
3	WOAL-FM	WQAL-FM	WGAR-AM	WMMS-FM
4	WGCL-FM	WMM S-PM	WOAL-FM	WGAR-AM
5	WHK -AM	WERE-AM	WMMS-FM	WDOK-FM
6	WMMS-FM	WDOK-FM	WGCL-FM	WOAL-FM
7	WDOK-FM	WGCL-FM	WWWE-AM	WGCL-FM
8	WWW E-AM	MA- WLW	WDOK-FM	WZZP-FM
9	WJMO-AM	WWW E-AM	WJW -AM	WJW -AM
10	WJW -AM	WJ MO-AM	WJ MO-AM	WWW E-AM
M-F, 3-7pr	n			
1	WGCL-FM	WQAL-FM	WMMS-FM	WOAL-FM
2	WDOK-FM	WGCL-FM	WERE-AM	WGCL-FM
3	WGAR-AM	WMM S-FM	WGCL-FM	WMMS-FM
4	WQAL-FM	WDOK-FM	WQAL-FM	WDOK-FM
5		WGAR-AM	WGAR-AM	WERE-AM
6	WWWM-FM	WERE-AM	WZZP-FM	WZZP-FM
7	WERE-AM	WHK -AM	WDOK-FM	WGAR-AM
8	WWWE-AM	wwwm-FM	WHK -AM	WDMT-FM
9	WHK -AM	WZZP-FM	WWWE-AM	WLYT-FM
10	WJMO-AM	WLYT-FM	WDMT-FM	WWW E-AM

Teens
M-S, 6am-Midnight

	A/M '79	O/N '79	J/F '80	A/M '80
1	WGCL-FM	WGCL-FM	WGCL-FM	WGCL-FM
2	WWWM-FM	WMMS-PM	WLYT-FM	WLYT-FM
3	WZZP-FM	WLYT-FM	WMM S-FM	WMM S-FM
M-F, 6-10a	m			
1	WGCL-FM	WGCL-FM	WGCL-FM	WGCL-FM
2	WMMS-FM	WMM S-FM	WLYT-PM	WLYT-FM
3	WWWM-FM	WLYT-FM	WMM S-PM	WMM S-FM
M-F, 3-7pn	1			
1	WGCL-FM	WGCL-FM	WGCL-FM	WLYT-FM
2	WWWM-FM	WLYT-PM	WLYT-FM	WGCL-FM
3	WZZP-FM	WMMS-FM	WMMS-FM	WMMS-FM

Adults 18-34

M-S, BEITI-MIC	nignt
POP(00):	5453

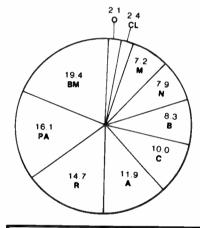
	A/M 79	O/N '79	J/F '80	A/M '80
	WGCL-FM	WMM S-FM	WMMS-FM	WMMS-FM
	WGAR-AM	WGAR-AM	WGCL-FM	WGCL-FM
3	WMMS-FM	WGCL-FM	WGAR-AM	WZZP-FM
	WWWM-FM	WHK -AM	WZZP~FM	WGAR-AM
5	WWWE-AM	WZZP-FM	wwwfm	WWWE-AM
	WZZP-FM	wwwFM	WDHT-PM	WWWM-FM
	WJMO-AM	WWWE-AM	WWW E-AM	W DMT - FM
	WQAL-FM	MA-OMLW	WLYT-FM	WLYT-FM
9	WDMT-FM	WDMT-FM	WJMO-AM	WJ MO-AM
10	WHK -AM	WLYT-PM	WB 8 G - AM	WKDD-FM
F, 6-10a	ım			
1	WGAR-AM	WMM S-PM	WMMS-FM	WMM S-FM
2	WMMS-FM	WGAR-AM	WGAR-AM	W GAR-AM
3	WGCL-FM	WGCL-FM	WGCL-FM	WGCL-FM
4	WWWM-FM	WHK -AM	WDMT-FM	WZZP-FM
5	WJMO-AM	WJMO-AM	WWWE-AM	WDMT-FM
6	WWWE-AM	WWW E-AM	WZZP-FM	WWW E-AM
7	WZZP-FM	wwwPM	WWWM-FM	WHK -AM
	WDMT-FM	WZZP-FM	WJMO-AM	WQAL-FM
	WHK -AM	WDHT-FH	WHK -AM	WDOK-FM
10	WQAL-FM	WERE-AM	WBBG-AM	WERE-AM
F, 3-7pr	n			
1	WMMS-FM	WMM S-PM	WMM S-FM	WMM S-FM
2	WGCL-FM	WGAR-AM	WGAR-AM	WZZP-FM
3	WGAR-AM	WGCL-FM	WZZP-PM	WGCL-FM
	WWWM-FM	wwwPM	WGCL-FM	W GAR-AM
5	WJ MO-AM	WZZP-FM	WDMT-FM	WDMT-FM
6	WDMT-FM	WWW E-AM	WWWPM	WWWM-PM
7	WZZP-PM	WJ MO-AM	WJMO-AM	WOAL-FM
	WQAL+FM	ARK -VH	WWWE-AM	WWWE-AM
	WWWE-AM	WDMT-FM	WBBG-AM	WLYT-FM
10	WHK -AM	WLY T-PM	WLTT-PM	WKDD-FM

Adults 25-54 M-S, 6am-Midnight

	A/M '79	O/N '79	J/F '80	A/M '80
	OAL-FM	WHK -AM	W GAR - AM	
	GAR-AM	WGAR-AM		WQAL-FM
	WWE-AM	WOAL-FM	WQAL-FM	WDOK-FM
	GCL-FM		WDOK-FM	WGAR-AM
	HK -AM	WDOK-FM	WWW E-AM	WWW E-AM
		WWWE-AM	WHK -AM	WGCL-FM
	DOK-FM	WGCL-FM	WGCL-FM	WERE-AM
	VERE-AM	WERE-AM	WERE-AM	WHK -AM
	JW -AM	WMM S-FM	WKSW-FM	WZZP-FM
	VMMS-FM	MA- WLW	WZZP-FM	WCLV-FM
10 1	WKSW-FM	MA-OMLW	MA- WLW	W DMT - FM
4-F, 6-10am				
1 1	WGAR-AM	WGAR-AM	WGAR-AM	WGAR-AM
2 !	WQAL-FM	WHK -AM	WOAL-FM	WQAL-FM
3 1	WHK -AM	WQAL-FM	WHK -AM	WDOK-FM
4	WERE-AM	WDOK-FM	WDOK-FM	WHK -AM
5 1	WGCL-FM	WERE-AM	WERE-AM	WERE-AM
6 1	WWWE-AM	WWW E-AM	WWWE-AM	WWW E-AM
7	WDOK-FM	WMM S-FM	WJW -AM	WGCL-FM
8 1	WJW -AM	WJW -AM	WGCL-FM	WZZP-FN
9 1	WJMO-AM	WGCL-FM	WKSW-FM	WJW -AM
10	WMMS-FM	WJMO-AM	WJ MO-AM	WC LV-F
A-F, 3-7pm				
1	WQAL-FM	WQAL-FM	WGAR-AM	WQAL-F
2	WGAR-AM	WGAR-AM	WQAL-FM	WDOK-F
3	WGCL-FM	WHK -AM	WDOK-FM	WGAR-AM
4	WDOK-FM	WDOK-FM	WWWE-AM	WZZP-FN
5	WERE-AM	WGCL-FM	WHK -AM	WGCL-FI
6	WWWE-AM	WERE-AM	WERE-AM	WERE-AM
7	WHK -AM	WMM S-FM	WZZP-FM	WKSW-FN
	WJW -AM	DID AM	WGCL-FM	WWW E-AN
	WMMS-FM	WWW E-AM	WJW -AM	WHK -AM
-	WKSW-FM	WC LV-PM	WC LV-FM	WDMT-FA

Format Penetration Chart

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



Format Legend

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

Cincinnati

Data from Market Buy Market TM

Continued from Page 71

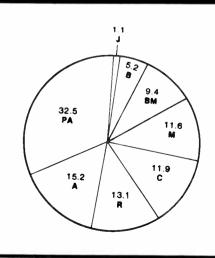
M-F, 6-10am		
1 WLW -AM	WLW -AM	WLW -AM
2 WKRC-AM	WKRC-AM	WKRC-AM
3 WKRQ-FM	WKRQ-FM	WC KY-AM
4 WCKY-AM	WC KY - AM	WKRQ-FM
5 WUBE-FM	WUBE-FM	WSAI-AM
6 WWEZ-FM	WWEZ-FM	WEBN-FM
7 WLQA-FM	WLQ A-FM	WUBE-FM
8 WEBN-FM	WEBN-FM	WWEZ-FM
9 WCIN-AM	WSA I-AM	WC IN-AM
10 WSAI-AM	WC IN-AM	WLQA-FM
M-F, 3-7pm		
1 WLW -AM	WLW -AM	WLW -AM
2 WKRC-AM	WKRC-AM	WKRC-AM
3 WCKY-AM	WKRQ-FM	WKRQ-PM
4 WKRQ-FM	WC KY-AM	WSAI-AM
5 WWEZ-PM	WWEZ-FM	WEBN-FM
6 WUBE-FM	WUBE-FM	WC KY-AM
7 WEBN-FM	WESN-FM	WUBE-FM
8 WLQA-PM	WSAI-AM	WWEZ-FM
9 WSAI-AM	WLQ A-PM	WLQ A-FM
10 WCIN-AM	UC TN-AM	MC TN - AM

Format Penetration Chart

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

Format Legend

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



Colorado Springs

METRO RANK

118

rrage Persons 12+ Share Trends iday-Sunday, 6am-Midnlght

(00): 237	3				
	A/M: '79		O/N 179		A/M '80	
	KYSN-AM	16.3	KILO-FM	12.5	KRDO-FM(BM)	1.1
	KSPZ-FM	12.0	KRPO-FM	10.6	KSPZ-FM(R)]	1.1
ı	KRDO~FM	9.2	KSSS AM	9.8	KILO-FM(A)	9.6
	KVOR - AM	8.7	KV OR - AM	9.3	KYSN-AM(R)	8.8
,	KILO-FM	8.7	KSPZ-FM	8.8	KSSS AM(C)	8 0
	KIIQ-FM	7.4	KYSN-AM	7.7	KVOR - AM (PA)	7.5
	KSSS-AM	5.6	KYNR FM	6 4	KOA - AM (N)	4.9
;	KIIO-AM	5.1	KIIO-FM	5.3	KKCS-FM(C)	4.7
١	KRDO-AM	4.8	KKFM-FM	4.5	KYNR-FM (BM)	4.7
)	KKFM-FM	4 . 3	KOA -AM	4.0	KLZ -AM (PA)	4.1
	KOA -AM	3.1	KKCS-AM	3.7	K R DO - AM (PA)	4.1
,	KPIK-AM	2.8	KRDO-AM	3.2	KIIO-FM(PA)	3.9
3	KYNR-FM	1.8	KIIO-AM	2.1	KKCS-AM(B)	2 - 6
	KX XV - AM	1.8	KLZ -AM	1.6	KKFN-FM(R)	1.8
,	KVOD-FM	1.3	KPIK-AM	1.3	KV OD - F M (CL)	1.3
,	KWYD-FM	' - 0	KKCS-FM	0.8	KPIK-AM (C)	0.8
7	KHOW-AM	1.0	KZLO-FM	0.5	KRKS-AM (PL)	0 - 8
3	KLZ - AM	0.8	KV OD - FM	0.5	KHOW-AM (PA)	0.8
			BUILD - EM	0.5	PITO-AM/PAL	0.5

Average Persons Trends/Rankings

al 12+	-		
6am-N	lidni	ght	
(00)	:	2373	

- 1	K I DN - AM	0.4	KILUTEN	46 /	K K DO - F M	
2	KSPZ-FM	47	KRDO-FM	40	KSPZ-FM	
3	KRDO-FM	36	KSSS AM	37	KILO-FM	
4	KVOR-AM	34	KVOR-AM	35	KYSN-AM	
5	KILO-FM	34	KSPZ-FM	33	KSSS AM	
, 6	10am					
1	KYSN-AM		KVOR-AM		KV OR - AM	
2	KVOR-AM		KSSS-AM		KRDO-FM	
3	KSPZ-FM		KILO-FM		KSSS-AM	
4	KSSS-AM		KYSN-AM		KSPZ-FM	
5	KIIQ-FM		KSPZ-FM		KY SN-AM	
, 3-	7pm					
1	KYSN-AM		KILO-FM		KRDO-FM	
2	KSPZ-FM		KRDO-FM		KILO-FM	
3	KILO-FM		KSPZ-FM		KY SN-AM	
4	KRDO-FM		KY SN-AM		KSPZ-FM	
5	KIIQ-FM		KSSS AM		KSSS-AM	

, в	am-Midnight		
> (00): 292		
	A/M '79	O/N '79	A/M '80
1	KYSN-AM	KYSN AM	KSPZ-FM
2	KSPZ-FM	KSPZ-FM	KY SN-AM
3	KX XV - AM	KKFM-FM	KKCS-AM
. 6	-10am		
1	KYSN-AM	KYSN AM	KSPZ-FM
2	KSPZ-FM	KK FM - FM	KYSN-AM
3	KKFM-FM	KSPZ-FM	KK CS - AM
. 3	-7pm		
1	KYSN-AM	KY SN-AM	KSPZ-FM
2	KSPZ-FM	KSPZ-FM	KYSN AM
2	V V V U = A M	PYCC - AV	NA CC - VM

ults 18-34

	6am-Mic	Inight	
>	(00):	1104	
	AM	'79	

A/M '79	O/N '79	08° M/A
1 KYSN-AM	KILO FM	KILO-FM
2 KSPZ-FM	KSPZ-FM	KSPZ-FM
3 KILO-FM	KYSN AM	KYSM-AM
4 KIIQ-FM	KII Q-FM	KII Q-FM
5 KIIQ-AM	KSSS AM	KLZ -AM
, 6-10am		
1 KYSN-AM	KILO-FM	KILO-FM
2 KSPZ-FM	KSPZ-FM	KSPZ-FM
3 KIIQ-FM	KY SN-AM	KY SN-AM
4 KILO-FM	KSS\$ AM	KV OR – AM
5 KIIQ-AM	KV OR - AM	KII O-FM
. 3-7 pm		
1 KILO-FM	KILO-FM	KILO-FM
2 KYSN-AM	KSPZ-FM	KYSN-AM
3 KSPZ-FM	KYSN-AM	KSPZ-FM
4 KIIQ-FM	KII Q-FM	KKCS -AM
5 KIIQ-AM	KSS\$ AM	KLZ -AM
ulto 25.54		

, 64	m-Midnight		
Р(00): 1124		
	A/M '79	O/N '79	A/M '80
1	KRDO-FM	KRDO-FM	KSSS-AM
2	KVOR-AM	KSSS AM	KRDO-FM
3	KIIQ-FM	KYNR-FM	KV OR - AM
4	KSSS-AM	KVOR-AM	KSPZ-FM
5	KILO-PM	KS PZ - FM	KYNR-FM
. 6-	10em		
1	KVOR-AM	KSSS AM	KSSS-AM
2	KSSS-AM	KVOR-AM	KV OR – AM
3	KRDO-FM	KRDO-FM	KRDO-FM
4	KI IQ-PM	KR DO - AM	K R DO - AM
5	KRDO-AM	KK FM -F M	KY SN-AM
, 3-	7pm		
1	KRDO-FM	KRDO FM	KRDO-FM
2	KILO-FM	KYNR-FM	KSSS-AM
3	KVOR-AM	KSSS AM	KILO-FM
4	KIIO-FM	KSPZ-FM	KSPZ-FM
	VCB7_FM	KII O-FM	KA ZM - WM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 2373

	A/M '79		O/N '79		A/M '80	
1	KYSN-AM	912	KYSN-AM	625	KYSN-AM	6.9
2	KSPZ-FM	589	KVOR-AM	588	KSPZ-FM	5 4 (
3	KIIQ-FM	525	KSPZ-FM	519	K R DO - F M	47
4	KVOR-AM	500	KSSS-AM	473	KV OR - AM	471
5	KRDO-FM	386	KRDO-FM	463	WILO-FM	45
M-F, 6	-10am					
1	KYSN-AM		KV OR - AM		KYSN-AM	
2	KVOR-AM		KYSN-AM		KV OR - AM	
3	KSPZ-FM		KSPZ-FM		KSPZ-FM	
4	KSSS-AM		KILO-FM		KILO-FM	
5	KIIÓ-EW		KSSS AM		K B D O - F M	
M-F, 3	-7pm					
1	KYSN-AM		KYSN AM		KYSN-AM	
2	KSPZ-FM		KILO-FM		KSPZ-FM	
3	KIIQ-FM		KSPZ-FM		KRDO-FM	
4	KILO-FM		KRDO-FM		KILO-FM	
5	KVOR-AM		KSSS-Att		KSSS AM	

Teens M-S, 6am-Midnight

POP(00):	292
	A/M	·79
1	KYSN	-AM

	KISH-MH	KI SH BH	KI SHEMA
2	KSPZ-FM	KSPZ-FM	KSPZ-FM
3	KXXV~AM	KK FM - FM	KK CS -AH
M-F. 6-	10am		
1	KYSN-AM	KYSN AM	KSPZ FM
2	KSPZ-FM	KSPZ-FM	KY SN-AM
3	KXXV-AM	KKEM-EM	KK CS - AM
M-F, 3-	7pm		
1	KYSN-AM	KYSN-AM	KSPZ FM
2	KSPZ-FM	KSPZ-FM	KYSN-AM
3	KXXV-AM	KK FM - FM	KITU-EW

O/N '79

Adults 18-34

m.o.	OBITITION	
POP	(00):	1104

0 P (00): 1104		
	A/M 179	O/N '79	A/M '80
1	KYSN-AM	KILO-FM	KYSN-AM
2	KSPZ-FM	KSPZ-FM	KILO-FM
3	KIIQ-FM	KYSN-AM	VSPZ-FM
4	KILO-FM	KII O-FM	KIIQ-FM
5	KIIQ-AM	KK EW -E W	KK CS ~ FM
W-F, 6	-10am		
1	KYSN-AM	KILO-FM	KY SN - AM
2	KSPZ-FM	KSPZ-FM	KILO-FM
3	KIIO-EW	KYSN-AM	KSPZ-FM
4	KILO-FM	KV OR - AN	KV OR -AM
5	KIIQ-AM	KII O-FM	KIIQ-FM
W-F, 3	-7pm		
1	KSPZ-FM	KILO-FM	KY SN-AM
2	KYSN-AM	KYSN-AM	KILO-FM
3	KILO-FM	KSPZ-FM	KSPZ-FM
4	KIIQ-FM	KK FM + FM	KLZ -AM
5	KI IQ-AM	KII O-EW	KRPO-FM

Adults 25-54

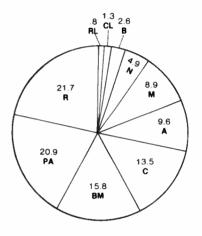
M-S,	6	am-	M	id	nig	h	t	
							-	

A/M '79	O/N '79	A/M 180
1 KVOR-A	M KVOR-AM	KRDO-FM
2 KRDO-F	M KRPO-FM	KYSN-AM
3 KYSN-A	M KSSS AM	KV OR -AM
4 KIIQ-F	M KYSN-AM	KSSS-AM
5 KSSS-A	M KOA -AM	KRDO-AM

M-F, 6-10am		
1 KVOR-AM	KVOR AM	KSSS-AM
2 KSSS-AM	KSSS-AM	KY SN-AM
3 KRDO-FM	KRDO-AM	KV OR -AM
4 KIIQ-FM	KRDO-FM	KRPO-FM
5 KYSN-AM	KYSN-AM	KRDO-AM
M-F, 3-7pm		
1 KRDO-FM	KSSS AM	KRDO-FM
2 KVOR-AM	KRDO-FM	KSSS-AM
3 KYSN-AM	KY SN-AM	KY SN-AM
4 KIIQ-FM	KSPZ-FM	KV OR – AM
5 KSPZ-FM	KV OR -AM	KRDO-AM

Format Penetration Chart

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



Format Legend

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

Columbia, SC

A/M '80 Market Overview

Rock station WNOK had its second straight sizable increase, gaining four shares 12+ and taking the number one position. Black WOIC and Country WCOS-FM each increased in this book, but perennial leader WIS took a tumble, dropping more than five shares for its worst book in two years.

WNOK was dominant in teens with almost a 48% share. The station led in the 18-34 cell too, with almost 22% of that audience. Adding to an impressive tally, WNOK also randed highly among 25-54 listeners, second with just under 14%. Its 25-34 strength helped it score well in diverse demos.

WOIC won just over 13% of the 18-34's, while attracting just under 12% of the 25-54 tune-ins. The 18-34 figure was consistent for WOIC, but the 25-54 number represented an increase of about

WCOS-FM earned possibly its best 12+ share ever this spring and ended up becoming the favorite among adults 25-54. The station used an outside ad campaign involving TV and billboards, and did a series of remotes from the state fair, all of which helped it to a 19% 25-54 share. More emphasis on Elvis Presley and a reduction of spot load during drive times may also have helped.

Even though no longer the market leader. WIS does have an attractive sales picture. The station suffered significant losses in male listeners, but still rated third among 25-54's, with more than 12%.

Other stations that had significant shifts in this book include BM WXRY and AOR WZLD. WXRY changed its music syndicator before the book (Bonneville to Kala Music), and perhaps as a result, had defections in its corps of female listeners. WZLD, on the other hand, used a media campaign of billboards. busboards, and newspaper ads, and promoted a raft race that drew 30,000 people, and rose from approximately 10% 18-34 in the two previous surveys to over 12% in this report, just a fraction behind WOIC.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 3203					
	A/M '79		O/N '79		A/M '80
1	WIS -AM	13.0	WIS -AM	15.9	WNOK-FM(R) 17.5
2	WCOS-FM	12.2	WNOK-FM	13.6	WOIC-AM(B) 14.6
3	WNOK-FN	11.8	WOIC-AM	11.9	WC OS - FM(C) 12.3
4	WXRY-FM	10.7	WCOS-FM	11.4	WIS -AM(PA)10.4
5	WOIC-AM	9.2	WXRY-FM	9.2	WWDM-FM(B) 7.7
6	WSCQ-FM	7.9	WSCO-FM	6.9	WZLD-FM(A) 7.5
7	WWDM-FM	7.1	WC OS - AM	6.3	WXRY-FM(BM) 6.7
8	WZLD-FM	6 2	WZLD-FM	5.6	WSCQ-FM(PA) 6 1
9	WC OS-AM	4.5	WWDM-FM	5.4	WCAY-AM(C) 3.8
10	WCAY-AM	3.2	WXAP-AM	2 5	WCOS-AM(R) 3.3
1 1	WXAP-AM	2.6	WCAY-AM	2.2	WQXL-AM(RL) 1.7
12	WQXL-AM	1.1	WPJS-FM	1 - 1	WXAP-AM(C) 1 0
1.3	WPJS-FM	1 1	WQX L-AM	0.9	WPJS-FM(O) 0.6
14	WBLR-FM	0 4			
1.5	WRIR-AM	0.2			

Average Persons Trends/Rankings

Total 12+	
M-S, 6am-Mid	night
POP(00):	3203

		A/M '79		O/N '79		A/M '80	
	1	WIS -AM	61	WIS -AM	7 1	WNOK-FM	84
T.	2	WCOS-FM	5 7	WNOK-FM	61	WOIC-AM	70
*	3	WNOK-FM	5.5	WOIC-AM	53	WCOS-FM	59
8	4	WXRY-FM	50	WCOS-FM	51	WIS - AM	50
ä	5	WOIC-AM	4 3	WXRY-FM	4 1	WWDM-FM	37
Market Buy Market	M-F, 6	-10em					
>	1	WIS -AM		WIS -AM		WNOK-FM	
യ്	2	WCOS-FM		WOIC-AM		WCOS-FM	
7	3	WNOK-FM		WSCQ-FM		WIS -AM	
9	4	WSCQ-FM		WC OS-FM		WOIC-AM	
9	5	WOIC-AM		WNOK-FM		WSCQ-FM	
Σ	M-F, 3	-7pm					
ε	1	WNOK-FM		WNOK-FM		WNOK-FM	
6	2	WIS -AM		WIS ~AM		WOIC-AM	
-	3	WCOS-FM		WOIC-AM		WIS -AM	
22	4	WWDM-FM		WC OS - FM		WWDM-FM	
Data from	5	WXRY-FM		WXRY-FM		WC OS - FM	

POP(00): 395 A/M '79 O/N '79 A/M '80 WNOK-FM WNOK-FM WNOK-FM WOTC-AM WOIC-AM WWDM-FM WCOS-AM WWDM-FM M-F, 6-10am UNOK-EM WNOK-FM WNOK-FM WATC-AM WC OS-AM 3 WCOS-AM M-F. 3-7pm WNOK-FM WNOK-FM WOIC-AM WCOS-AM WOTC-AM WWDM-FM WOIC-AM

Adults 18-34 M-S, 6am-Midnight		
POP(00): 1430		
A/M '79	O/N '79	A/M '80
I WNOK-FM	WNOK-FM	WNOK-FM
2 WCOS-FM	WOIC-AM	WOIC-AM
3 WZLD-FM	WIS -AM	WZLD-FM
4 WWDM-FM	WZLD-FH	WC OS-FM
5 WIS -AM	WC OS-AM	WWDM-FM
M-F, 6-10am		
1 WNOK-FM	WIS -AM	WNOK-FM
2 WIS -AM	WOIC-AM	WCOS-FM
3 WCOS-FM	WC OS ~ AM	WOIC-AM
4 WSCQ-FM	WNOK-FM	WSCQ-FM
5 WCOS-AM	WZ LP - FM	WIS -AM
W-F, 3-7pm		
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WWDM-FM	WOIC-AM	WOIC-AM
3 WZLD-FM	WIS -AM	WWDM-FM
4 WCOS-FM	WZLD-FM	WZLD-FM
5 WXAP-AM	WWDM-FM	WIS -AM
Adulte 25.54		

Adults 25-54 4-S, 6em-Midnight

POP	(00): 1477		
	A/M '79	O/N '79	A/M '80
1	WIS -AM	WCOS+FM	WC OS-FM
2	WCOS-FM	WIS -AM	WNOK-FM
3	WXRY-FM	WXRY-FM	WIS -AM
4	WSCQ-FH	WSCQ~FM	WOIC-AM
5	WNOK-FM	WOIC-AM	WSCQ-FM
M-F, 6	-10am		
1	WIS -AM	WIS AM	WCOS-FM
2	WSCQ-FM	WCOS-FM	WIS -AM
3	WCOS-FM	WSCQ-FM	WNOK-FM
4	WXRY-FM	WOIC-AM	WSCQ-FM
5	WNOK-FM	WXRY-FM	WOIC-AM
M-F, 3	-7pm		
1	WXRY-FM	WC OS - FM	WCOS-FM
2	WCOS-FM	WIS -AM	WIS -AM
3	WIS -AM	WXRY-FM	WNOK-FM
4	WSCO-FM	WSCQ-FM	WOIC-AM
5	WNOK-FM	WNOK-FM	WXRY-FM

Cume Persons Trends/Rankings

Total 12+ M-S, 6em-Midnight

	A/M '79		O/N '79		A/M '80	
1	WIS -AM	968	WIS -AM	1283	WIS -AM	104
2	WNOK-FM	8 7 2	WNOK-FM	1045	WNOK-FM	99
3	WCOS-FM	644	WCOS FM	685	WOIC-AM	81
4	WOIC-AM	600	WOIC-AM	656	WC OS-FM	77
5	WCOS-AM	564	WC OS - AM	638	WWDM-FM	5 2
M-F, 6	-10em					
1	WIS -AM		WIS -AM		WIS -AM	
2	WNOK-FM		WNOK-FM		WNOK-FM	
3	WCOS-FM		WOIC-AM		WOIC-AM	
4	WCOS-AM		WC OS-FM		WC OS - FM	
5	WXRY-FM		WC OS-AM		WCOS-AM	
M-F. 3	-7pm					
1	WNOK-FM		WNOK-FM		WNOK-FM	
2	WIS -AM		WIS -AM		WIS -AM	
3	WCOS-FM		WOIC-AM		WOIC-AM	
4	WOIC-AM		WCOS-FM		WCOS-FM	
5	WWDM-FM		WC OS - AM		WWDM-FM	

WZLD-FM

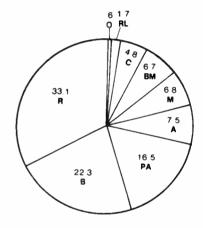
WIS -AM WCOS-AM

M-F, 3-7pm		
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WIS -AM	WIS -AM	WIS -AM
3 WCOS-FM	WOIC-AM	WOIC-AM
4 WOIC-AM	WCOS-FM	WCOS-FM
5 WWDM-FM	WC OS - AM	WWDM-FM
Teens		
M-S, 6am-Midnight		
POP(00): 395		
A/M '79	O/N '79	A/M '80
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WOIC-AM	WC OS - AM	WWDM-FM
3 WWDM~FM	WOIC-AM	WOIC-AM
M-F, 6-10am		
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WCOS-AM	WOIC-AM	WOIC-AM
3 WOIC-AM	WC OS - A M	WWDM-FM
M-F, 3-7pm		
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WOIC-AM	WCOS-AM	WWDM-FM
3 WWDM-FM	WOIC-AM	WOIC-AM
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 1430		
A/M '79	O/N '79	A/M 180
1 WNOK-FM	WNOK-FM	WNOK-FM

M-F, 6-	10am		
1	WNOK-FM	WNOK-FM	WNOK-FM
2	WIS -Alt	WIS -AM	WOIC-AM
3	WC OS - AM	WC O S - AM	WIS -AM
4	WCOS-FM	WOIC-AM	WZ LD-FM
5	WZLD-FM	WZLD-FM	WCOS-AM
M-F, 3-	7pm		
1	WNOK-FM	WNOK-FM	WNOK-FM
2	WZLD-FM	WOIC-AM	WOIC-AM
3	WXAP-AM	WZLD-FM	WIS -AM
4	WIS -AM	WIS -AM	WZ LD-FM
5	WWDM-FM	WCOS-AM	WWDM-FM
Adult	s 25-54		
M-S, 64	m-Midnight		
POP(00): 1477		
`	A/M '79	O/N '79	A/M '80
1	A/M '79 WIS -AM	O/N '79 W IS - AM	A/M '80 WIS -AM
_			WIS - AN
2	WIS -AM	WIS -AM	WIS -AM WCOS-FM
2	WIS -AM WCOS-FM	WIS -AM WCOS-FM	WIS -AM WCOS-FM WNOK-FM
3	WIS -AM WCOS-FM WXRY-FM	WIS -AM WCOS-FM WNOK-FM	WIS -AN WCOS-FM WNOK-FM WOIC-AM
3	WIS -AM WCOS-FM WXRY-FM WSCQ-FM WNOK-FM	WIS -AM WCOS-FM WNOK-FM WXRY-FM	WIS -AN WCOS-FM WNOK-FM WOIC-AM
2 3 4 5 M-F, 8 -	WIS -AM WCOS-FM WXRY-FM WSCQ-FM WNOK-FM	WIS -AM WCOS-FM WNOK-FM WXRY-FM	WIS -AN WCOS-FM WNOK-FM WOIC-AM
2 3 4 5 M-F, 6 -	WIS -AM WCOS-FM WXRY-FM WSCQ-FM WNOK-FM	WIS -AM WCOS-FM WNOK-FM WXRY-FM WSCQ-FM	WIS -AM WCOS-FM WNOK-FM WOIC-AM WSCQ-FM
2 3 4 5 M-F, 8 -	WIS -AM WCOS-FM WXRY-FM WSCQ-FM WNOK-FM 10am WIS -AM	WIS -AM WCOS-FM WNOK-FM WXRY-FM WSCQ-FM WIS -AM WCOS-FM WSCQ-FM	WIS -AM WCOS-FM WNOK-FM WOIC-AM WSCQ-FM
2 3 4 5 M-F, 6- 1 2 3	WIS -AM WCOS-FM WXRY-FM WSCQ-FM WNOK-FM 10em WIS -AM WCOS-FM	WIS -AM WCOS-FM WNOK-FM WXRY-FM WSCQ-FM WIS -AM WCOS-FM	WIS -AN WCOS-FM WNOK-FM WOIC-AM WSCQ-FM WIS -AM WCOS-FM
2 3 4 5 M-F, 8- 1 2 3 4	WIS -AM WCOS-FM WXRY-FM WSCQ-FM WNOK-FM 10am WIS -AM WCOS-FM WXRY-FM	WIS -AM WCOS-FM WNOK-FM WXRY-FM WSCQ-FM WIS -AM WCOS-FM WSCQ-FM	WIS -AN WCOS-FM WNOK-FM WOIC-AM WSCQ-FM WIS -AM WCOS-FM WNOK-FM
2 3 4 5 M-F, 8- 1 2 3 4	WIS -AM WCOS-FM WXRY-FM WSCQ-FM WNOK-FM 10am WIS -AM WCOS-FM WXRY-FM WSCO-FN WNOK-FM	WIS -AM WCOS-FM WNOK-FM WXRY-FM WSCQ-FM WIS -AM WCOS-FM WSCQ-FM WNOK-FM	WIS -AN WCOS-FM WOOK-FM WOIC-AM WSCQ-FM WIS -AM WCOS-FM WOOK-FM WOIC-AM
2 3 4 5 M-F, 8- 1 2 3 4 5 M-F, 3-	WIS -AM WCOS-FM WXRY-FM WSCQ-FM WNOK-FM 10am WIS -AM WCOS-FM WXRY-FM WSCO-FN WNOK-FM	WIS -AM WCOS-FM WNOK-FM WXRY-FM WSCQ-FM WIS -AM WCOS-FM WSCQ-FM WNOK-FM	WIS -AN WCOS-FM WOOK-FM WOIC-AM WSCQ-FM WIS -AM WCOS-FM WOOK-FM WOIC-AM
2 3 4 5 M-F, 8- 1 2 3 4 5 M-F, 3- 1	WIS -AM WCOS-FM WXRY-FM WSCQ-FM WNOK-FM 10am WIS -AM WCOS-FM WXRY-FM WSCO-FM WNOK-FM	WIS -AM WCOS-FM WNOK-FM WXRY-FM WSCQ-FM WIS -AM WCOS-FM WSCQ-FM WNOK-FM WNOK-FM	WIS -AN WCOS-FM WNOK-FM WOIC-AM WSCQ-FM WIS -AM WCOS-FM WNOK-FM WOIC-AM WSCQ-FM
2 3 4 5 M-F, 6- 1 2 3 4 5 M-F, 3- 1 2	WIS -AN WCOS-FM WXRY-FM WXRY-FM WSCQ-FM WNOK-FM 10em WIS -AM WCOS-FM WXRY-FM WXRY-FM WXRY-FM WNOK-FM 70m WNOK-FM WNOK-FM	WIS -AM WCOS-FM WNOK-FM WXRY-FM WSCQ-FM WIS -AM WCOS-FM WSCQ-FM WNOK-FM WNOK-FM WXRY-FM	WIS -AN WCOS-FM WOOK-FM WOIC-AM WSCQ-FM WIS -AM WCOS-FM WOOK-FM WOIC-AM WSCQ-FM
2 3 4 5 M-F, 8- 1 2 3 4 5 M-F, 3- 1 2 3	WIS -AN WCOS-FM WXRY-FM WSCQ-FM WNOK-FM TOam WIS -AM WCOS-FM WXRY-FM WNOK-FM WNOK-FM WIS -AM	WIS -AM WCOS-FM WNOK-FM WXRY-FM WSCQ-FM WIS -AM WCOS-FM WSCQ-FM WNOK-FM WXRY-FM WIS -AM	WIS -AN WCOS-FM WNOK-FM WOIC-AM WSCQ-FM WIS -AM WCOS-FM WNOK-FM WSCQ-FM

Format Penetration Chart

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



Format Legend

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

WIS -AM

WC OS - AM WZLD-FM WOIC-AM WIS -AM

METRO RANK

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werage Persons 12+ Share Trends londay-Sunday, 6am-Midnight

OP(00): 1859)
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	A/M 178		A/M '79		A/M '80
1	WCGQ-FM	21-1	WCGO-FM	14.3	WC GO - F M (R) 21.3
2	WDAK-AM	14.6	WVOC-FM	12.9	WOKS-AM(III) 15.6
3	WEIZ-FM	12.1	WFXE-FM	12.5	WVOC-FM(PA)11 3
4	WOKS-AM	10.1	WDAK-AM	12.1	WPN X - AM(C) 11.3
5	WF XE-FM	8.1	WPNX-AM	12.1	WEIZ-FM(BM)11.3
6	WPN X - AM	7.7	WOKS-AM	11.4	WEXE-FM(R) 9 9
7	WHYD-AM	7.7	WEIZ-FM	9.6	WDAK-AM(R) 8.9
8	WRBL-FM	7.7	WRCG-AM	4.6	WFDR-FM(B) 2.P
9	WRCG-AM	2.4	WHYD-AM	3 . 2	WRCG-AM(PA) 2,5
10	WF DR - AM	2.0	WFDR-FM	2 - 1	WHYD-AM(ML) 2.5
1.1	WCLS-AM	2.0			WCLS-AM(R) 0,4
12	WF DR - FM	0.4			

Average Persons Trends/Rankings

JЦ	B1	н	٠.	T	
S,	60	n	1-8	Midnight	

1	3, (k	ım-	M	id	nk	βħ	t	
)	P	(00)	:	1	я	59	

	A/M '78		A/M '78 A/M '79			A/M '80			
1	WC GQ - FM	52	WC GO - FM	40	WC GQ - F M	60			
2	WDAK-AM	36	WVOC-FM	36	WOKS-AM	44			
3	WEIZ-FM	3.0	WEXE-FM	3.5	WVOC-FM	3 2			
4	WOKS-AM	2.5	WDAK-AM	3 4	WPNX-AM	3.2			
5	WFXE-FM	20	WPNX-AM	3 4	WEIZ-FM	3 2			
HF, 6-	10am								
1	WDAK-AM		WDAK-AM		WC GQ - F M				
2	WCGQ-FM		WPN X - AM		WDAK-AM				
3	WPN X - AM		WVOC-FM		WOKS-AM				

3 WPNX-AM 4 WRBL-FM 5 WEIZ-FM WC GQ - FM WF XE - FM WVOC-FM WPNX-AM

HF, 3-7pm 1 WC GQ - FM 2 WDAK - AM 3 WEIZ - FM 4 WFXE - FM 5 WPNX - AM WC GQ - FM WVOC - FM WF X E - FM WC GQ - F M WV OC - F M WOK S - A M WPN X - A M WDAK-AM WEIZ-FM

eens I-S, 6am-Midnight OP(00): 235

Ort	00). 233		
	A/M '78	A/M 179	A/M 180
- 1	WCGQ-FM	WC GQ - F M	WC GQ - F M
2	WDAK-AM	WOKS-AM	WOKS-AM
3	WFXE-FM	WDAK-AM	WF X F - FM
F, 6-	10em		
1	WCGQ-FM	WC GQ ~ FM	WC GQ + F M
2	WDAK-AM	WOKS-AH	WOKS-AM
3	WFXE-FM	WFXE-FM	WFXE-FM
₽, 3-	7pm		
1	WC GQ-FM	WC GO - F M	WCGQ-FM
2	WEXE-FM	WOK S-AM	WOKS-AM
3	WDAK-AM	WFXE-FM	WEXE-EM

A/M '71	3	A/M '79	A/M '60
1 WCGO-	FM	WVOC-FM	WC GQ - FM
2 WDAK-	AM	WFXE-FM	WVOC-FM
3 WFXE-	FM	WC GO - F M	WFXE-FM
4 WOKS	AM	WDAK-AM	WOKS-AM
5 WRBL	FM	WPNY-AM	WDAK-AM
F, 6-10am			
1 WCGQ-	FM	WVOC-FM	WC GQ - FM
2 WDAK-	-AM	WC GQ - F M	WVOC-FM
3 WEXE-	FM	WFXE-FM	WFXE-FM
4 WPNX-	-AM	WDAK-AM	WDAK-AM
5 WRBL-	FM	WPN X - AM	WPNX-AM
F, 3-7pm			
1 WCGQ-	FM	WVOC-FM	WC GO - FM
2 WDAK-	AM	WFXE-FM	WVOC-FM
3 WFXE-	FM	WC GQ - F M	WEXE-FM
4 WOFS-	AM	WDAK-AM	WDAK-AM
5 WEIZ-	FM	WPNX-AM	WEIZ-FM

idults 25-54

· , , , , , , , , , , , , , , , , , , ,			
OP(00):	829		
A/M '	78	A/M '79	A/M '80
1 WEIZ	Z-FM	WPN X -AM	WPNX-AM
2 WCGG)~FM	WFXE-FM	WEIZ-FM
3 WDAI	C-AM	WOKS-AM	WOKS-AM
4 WPN	K-AM	WDAK-AM	WVOC-FM
5 WRBI	L-FM	WVOC-FM	WC GQ - FM
₽, 6-10em			
1 WPNI	K-AM	WPNX-AM	WPNX-AM
2 WDA1	K-AM	WDAK-AM	WEIZ-FM
3 WEIZ	Z – F M	WOKS-AM	WDAK-AM
4 WCGG)-FM	WVOC-FM	WVOC-FM
5 WRBI	L-FM	WFXE-FM	WOKS-AM
₽, 3-7pm			
1 WEIZ	Z – F M	WPNX-AM	WPN X - AM
2 WCGG)-FM	WFXE-FM	WEIZ-FM
3 WDAI	K-AM	WOKS-AM	WVOC-FM
4 WPN	K-AM	WV OC - FM	WOKS-AM
5 WFXI	E-FM	WDAK-AM	WC GQ - FM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight

POP(00): 1859					
A/M '78		A/M 179		A/M '80	
1 WDAK-AM	773	WDAK-AM	619	WC GQ - F M	5 7
2 WCGQ-FM	589	WC GQ - F M	545	WDAK-AM	4.6
3 WOKS-AM	362	WVOC-FM	466	WVOC-FM	46
4 WPNX-AM	342	WOKS-AM	412	WOKS-AM	4 2
5 WF X E - F M	323	WPNX-AM	399	WPN X -AM	3.8
M-F, 6-10am					
1 WDAK-AM		WDAK-AM		WCGO-FM	
2 WCGQ-FM		WC GQ - FM		WDAK-AM	
3 WPNX-AM		WPN X - AM		WVOC-FM	
4 WFXE-FM		WVOC-FM		WOKS-AM	
5 WRBL-FM		WOKS-AM		WPNX-AM	
M-F, 3-7pm					
1 WCGO-FM		WCGO-FM		WC GO - FM	
2 WPAK-AM		WDAK-AM		WVOC-FM	
3 WPNX-AM		WVOC-FM		WOKS-AH	
4 WOKS AM		WOKS-AM		WPN X -AM	
5 WF X E - FM		WFXE-FM		WFXE-FM	
Teens					
M-S, 6em-Midnight					
POP(00): 235					
A/M 178		A/M 179		A/M '80	
1 WCGO-FM		WC GO - FM		WCGO-FM	
2 WDAK-AM		WDAK-AM		WOK S-AM	
3 WFXE-FM		WFXE-FM		WFXF-FM	

M-F, 6-10am 1 WC GQ - FM 2 WDAK - AM WC GQ - FM WOK S-AM WC GO - F M WOK S ~ AM WF X E F M UDAK-AM 3 WFXE~FM

Adults	18-34		
3	WF X E = FM	WOKS-AM	WF X F - F M
2	WDAK-AM	WDAK-AM	WOK S - Att
1	WCGQ-FM	WC GQ - FM	WC GO - F M

	A/M '78	A/M '79	A/M '80
1	WCGO-FM	WVOC-FM	WC GQ - F
2	WDAK AM	WCGO-FM	WVOC-F3
3	WF KE-FM	WDAK-AM	WDAK-AN
4	WOKS-AM	WFXE-FM	WFXE-F
5	WEIZ-FM	WPNX-AM	WOKS-A
F, 6-1	0em		
1	WCGQ-FM	WC GQ - FM	WC GQ - F N
2	WDAK-AM	WDAK-AM	WVOC-F

m - 1 0 - 1	Q-Bill		
1	WCGQ-FM	WC GQ - FM	WC GQ ~ F M
2	WDAK-AM	WDAK-AM	WVOC-FM
3	WEXE-EM	WVOC-FM	WFXE-FM
4	WPNX-AM	WFXE-FM	WDAK-AM
5	WRBL-FM	WPNX-AM	W PN X -A M
M-F, 3-7	/pm		
1	WCGQ-FM	WVOC-FM	WC GO - F M
2	WDAK-AM	WC GQ - F M	WVOC-FM
3	WFXE-FM	WDAK-AM	WFXE-FM
4	WEIZ-FM	WFXE-FM	WOKS-AM
5	WOKS-AM	WPNX-AM	WDAK-AM

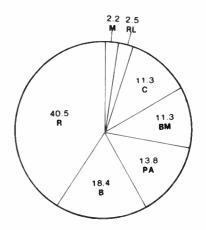
84 C 8-4	a Affelalada		
Adults	25-54		
5	WOKS-AM	WPNX-AM	
4	WEIZ-FM	WFXE-FM	
,	MEXCLEM	W DA K - A M	

A/M '78	A/M '79	A/M *80
1 WDAK-AM	WDAK-AM	WPN X-AM
2 WPNX-AM	WPNX-AM	WVOC-FM
3 WCGQ-FM	WOKS-AM	WEIZ-FM
4 WEIZ-FM	WVOC-FM	WDAK-AM
5 WOKS-AM	WFXE-FM	WC GQ ~ FM

, 6-10am		
1 WDAK-AM	WDAK-AM	WPNX-AM
2 WPNX-AM	WPNX-AM	WDAK-AM
3 WCGO-FM	WOKS-AM	WEIZ-FM
4 WEIZ-FM	WVOC-FM	WVOC-FM
5 WRBL-FM	WF X E - FM	WC GQ - FM
, 3-7pm		
1 WDAK-AM	WPNX-AM	WPNX-AM
2 WCGQ-FM	WOKS-AM	WEIZ-FM
3 WPNX-AM	WF XE-FM	WVOC-FM
4 WEIZ-FM	WVOC-FM	WCGQ-FM
5 WHYD-AM	WDAK-AM	WOKS-AN

Format Penetration Chart

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



Format Legend

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

Columbus, OH

METRO RANK

A/M '80 Market Overview

A considerable flux in Columbus since the O/N

'79 survey may have resulted in changes in the rankings. For starters, there's a new number one station, Superstars AOR WLVQ. One of the few major stations in Columbus to have escaped staffing or format changes, WLVQ has remained a consistent leader among young adults. The station had almost 24% of the 18-34's, an increase over fall and up 10 points from last spring. As might be expected given the format, WLVQ's strength lies in the 18-24 cell. To promote its sound, WLVQ gave away a TransAm through a call-in contest to identify quick mystery riffs. The station also added the "King Biscuit Flower Hour" to its Sunday evening lineup.

Former 18-34 leader WNCI ranked second, but enjoyed a partial rebound from a comparatively poor O/N '79 book and also ranked second in total persons. And while maintaining a strong teen audience, WNCI had enough strength 25-34 to lead in 25-54 audience with a 13% share, one-and-a-half shares ahead of runnerup WTVN. An extensive ad campaign may have helped WNCI rebound, as the station spent more than usual on TV, newspapers, cabtops, and billboards.

Several stations went through repositioning or staff changes this spring. WTVN, which dropped four shares from O/N '79, brought in a new afternoon drive personality in May and changed other shifts around. Possibly that move, combined with less advertising than usual, may have accounted for the station's drop. Formerly tops 25-54, WTVN trailed WNCI approximately 12%, down from just under 18% in the fall. Last spring WTVN had a 25-54 share of just under 16%

The movement to more mass appeal was led by WXGT and WCOL. In January, WXGT began to move to a more mass appeal format, and by the time the survey began the station had eliminated jingles, changed drivetime jocks, and spent more dollars than in previous sweeps on advertising through TV. busboards, and cabtops. During the sweep WXGT gave away four motorcycles and 700 albums, all top 10 LP's. The net result was the station became teen leader and improved its female numbers. WXGT ranked third among 18-34 adults with just over 10%.

WCOL, formerly Top 40, shifted to a Pop/Adult approach. The station spent about \$50,000 on a campaign using TV and billboards, helping to reposition the WCOL image. With the help of focus group research, the station selected a team of new personalities for the station's AM and PM drive airshifts. This effort helped WCOL to more than double its 25-54 share, making the station a factor in that key segment.

Average Persons 12+ Share Tre	nds
Monday-Sunday, 6am-Midnight	

PUP	(00): 907	U				
	A/M '79		O/N '79		A/M '80	
1	WNCI-FM	13.9	WTVN-AM	14.1	WLVO-FM(A) I	2.5
2	WBNS-FM	12.5	WLVQ-FM	12.7	WNCI-FM(R) 1	1.6
3	WTVN-AM	12.1	WB NS-FM	12.2	WBNS-FM(BAN)	
4	WXGT-FM	8.0	WNC I-FM	10.1	WIVN-AM(PA)	0.0
5	WLVQ-FM	7.8	WBNS-AM	8.0	WXGT-FM(P)	8.2
6	WBNS-AM	7.1	WXGT-FM	7.3	WMNI - AM(C)	7.0
7	WMNI-AM	7.0	WMNI-AM	6.1	WCOL-AM(PA)	6.8
-8	WCOL-AM	6.1	WCOL-AM	4.7	WB NS - AM (PA)	6.4
9	WRMZ-FM	2.9	WHOK-FM	3.7	WVKO-AM(B)	3.
10	WVKO-FM	2.7	WVKO-FM	2.7	WVKO-FM(B)	2.9
11	WHOK-FM	2.4	WRFD-AM	2.7	WHOK-FM(C)	2.9
12	WVKO-AM	2.3	WVKO-AM	2.5	WRMZ -FM(BM)	2.1
13	WLW -AM	1.8	WRMZ-FM	1.8	WRFD-AM(PA)	1.0
14	WBBY-FM	1.7	WHOK-AM	1.2	WLW -AM (PA)	1.4
15	WRFD-AM	1 . 4	WBBY-FM	1.2	WBBY-FM(J)	1.1
16	WNRE-FM	1.2	WLW -AM	0.6	WNRE-FM(PA)	0,
17	WHOK-AM	1.1			WHOK-AM(PA)	0.4

Average Persons Trends/Rankings

Total 12+

	A/M '79		O/N '79		A/M '80	
1	WNCI-FM	185	WTVN-AM	195	WLVO-FM	17
2	WBNS-FM	166	WLVQ-FM	176	WNC I-FM	16
3	WTVN-AM	161	WBNS-FM	169	WBNS-FM	15
4	WXGT-FM	106	WNC I-FM	139	WT VN - AM	1.4
5	WLVQ-FM	104	WBNS-AM	111	WXGT-FM	11
M-F, (6-10am					
1	WTVN-AM		WIVN-AM		WT VN - AM	
2	WNCI-FM		WBNS-AM		WNC I-FM	
3	WBNS-FM		WNC I - FM		WLVO-FM	
4	WBNS-AM		WLV0-FM		WB NS - AM	
5	WMNI-AM		WB NS-FM		WMNI-AM	
M-F,	3-7pm					
1	WNCI-FM		WBNS-FM		WLVO-FM	
2	WBNS-FM		WLVO-FM		WNC I-FM	
3	WTVN-AM		WTVN-AM		WBNS-FM	
4	WLVQ-FM		WNC I-FM		WTVN-AM	
5	WXGT-FM		WXGT-FM		WXGT-FM	

Leens					
M-S, 6am-Mids	nig	ht			
POP(00):	1	1.0	7		

Teens M-S, 6am-Midnight		
POP(00): 1107 A/M '79	O/N '79	A/M '80
1 WNCI-FM		
2 WXGT-FM	WLVQ-FM	WXGT-FM
3 WLVO-FM	WNC I - FM	WNC I - FM
	WXGT-FM	WLVQ-FM
M-F, 6-10am		
1 WNCI-FM	WLVQ-FM	WXGT-FM
2 WXGT-FM	WNC I - FM	WNC I-FM
3 WLVQ-FM	WXGT-FM	WLVQ-FM
M-F, 3-7pm		
1 WNCI-FM	WXGT-FM	WXGT-FM
2 WXGT-FM	WLVQ-FM	WNC I-FM
3 WLVO-FM	WNC I - F M	WLVO-FM

700110		,
M-S, 6am	-Midn	ight
POPCOC)):	3726

Adulte 18-24

	A/M /9	O/N '79	A/M '80
1	WNCI-FM	WLVQ-FM	WLVQ-FM
2	WXGT-FM	WNC I - FM	WNC I-FM
3	WLVQ-FM	WXGT-FM	WXGT-FM
4	WTVN-AM	WTVN-AM	WTVN-AM
5	WBNS-AM	WB NS-AM	WBNS-AM
M-F, 6	-10am		
1	WNC1-FM	WLVQ-FM	WLVQ-FM
2	WXGT-FM	WNC I-FM	WNC I - FM
3	WLVQ-FM	WB NS - AM	WTVN-AM
4	W T V N - A M	WTVN-AM	WXGT-FM
5	WBNS-AM	WXGT-FM	WB NS - AM
M-F, 3	-7pm		
1	WNCI-FM	WLV0-FM	WLVQ-FM
2	WLVQ-FM	WNC I - FM	WNC I - FM
3	WXGT-FM	WXGT-FM	WXGT-FM
4	WBNS-FM	WT VN-AM	WTVN-AM
5	WB NS - AM	WC OL - AM	WBNS-FM

Adults 25-54

M-S, 6	am-M	lidnig	jht
POP(00)	: 4	32

1	WBNS-FM	WTVN-AM	WNC I-FM
2	WTVN-AM	WBNS-FM	WTVN-AM
3	WNCI-FM	WB NS + AM	WB NS - FM
4	WB NS - AM	WNC I-FM	WB NS -AM
5	WCOL-AM	WLVQ-FM	WC OL - A M
M-F, 6-	-10am		
1	WTVN-AM	WTVN-AM	WTVN-AM
2	WBNS-FM	WBNS-AM	WBNS-AM
3	WNCI-FM	WNC I - FM	WNC I - FM
4	WBNS-AM	WBNS-FM	WCOL-AM
5	WMNI-AM	WLVQ-FM	WMNI-AM
M-F, 3	7pm		
1	WBNS-FM	WTVN-AM	WNC I - FM
2	WTVN-AM	WB NS-FM	WTVN-AM
3	WNCI-FM	WB NS -AM	WB NS - FM
4	WBNS-AM	WNC I - FM	WC OL - AM
5	WLVQ-FM	WLVQ-FM	WLVQ-FM

Cume Persons Trends/Rankings

Total 12+

POP(00): 9070

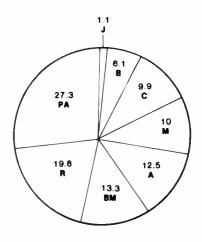
	A/M '79		O/N '79		A/M '80	
1	WNCI-FM	2659	WT VN-AM	2956	WNC I - FM	249
2	WTVN-AM	2610	WNC I - FM	2495	WT VN - A M	234
3	WBNS-FM	2232	WBNS-FM	2149	WCOL-AM	206
4	WCOL-AM	1982	WBNS-AM	2080	WXGT-FM	204
5	WBNS-AM	1961	WLVQ-FM	1908	WB NS - FM	191
M-F, 6	-10am					
1	WTVN-AM		WTVN-AM		WT VN-AM	
2	WNCI-FM		WNCI-FM		WNC I - FM	
3	WBNS-AM		WBNS-AM		WBNS-AM	
4	WBNS-FM		WLVQ-FM		WCOL-AM	
5	WCOL-AM		WBNS-FM		WLVQ-FM	
M-F, 3	-7pm					
1	WNCI-FM		WTVN-AM		WNCI-FM	
2	WTVN-AM		WNC I - FM		WLVQ-FM	
3	WBNS-FM		WLVO-FM		WTVN-AM	
4	WXGT-FM		WB NS - FM		WBNS-FM	
5	WB NS-AM		WB NS -AM		WXGT-FM	

Teens

M-S, 6am-Midnight		
POP(00): 1107 A/M'79	O/N '79	A/M '80
1 WNCI-FM	WNC I - FM	WXGT-FM
2 WXGT-FM	WXGT-FM	WNC I-FM
3 WLVQ-FM	WLV0-FM	WLVQ-FM
M-F, 6-10am		
1 WNCI-FM	WNC I-FM	WXGT-FM
2 WXGT-FM	WLVQ-FM	WNC I - FM
3 WLVO-FM	WXGT-FM	WLVQ-FM
M-F, 3-7pm		
1 WNC1-FM	WNCI-FM	WXGT-FM
2 WXGT-FM	WXGT-FM	WNC I - FM
3 WLVO-FM	WLVQ-FM	WLVQ-FM
Adults 18-34		
M-S, 6am-Midnight POP(00): 3726		
A/M '79	0.01.170	4 84 100
1 WNC1-FM	O/N '79	A/M '80 WNC I - FM
2 WXGT-FM	WNC I - FM	WLVQ-FM
3 WCOL-AM	WLVQ-FM WTVN-AM	WXGT-FM
4 WLVO-FM	WXGT-FM	WCOL-AM
5 WBNS-AM	WCOL-AM	WT VN - AM
M-F, 6-10am	WC UL-AM	WIVN-AM
1 WNCI-FM		LINGT BH
2 WXGT-FM	WNC I - FM	WNCI-FM
3 WLVO-FM	WLVQ-FM	WLVQ-FM
4 WCOL-AM	WXGT-FM WBNS-AM	WTVN-AM WXGT-FM
5 WBNS-AM	WTVN-AM	WCOL-AM
M-F, 3-7pm	WIVN-Am	WC OL-AM
1 WNCI-FM	WLVO-FM	WLVO-FM
2 WXGT-FM	WNC I - FM	WNC I - FM
3 WLVO-FM	WXGT-FM	WXGT-FM
4 WCOL-AM	WC OL - AM	WC OL - AM
5 WBNS-AM	WB NS -AM	WT VN - AM
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 4321		
A/M 179	O/N '79	A/M '80
1 WTVN-AM	WTVN-AM	WTVN-AM
2 WBNS-FM	WB NS - A M	WNC I-FM
3 WBNS-AM	WNC I - FM	WC OL - AM
	WB NS - FM	WB NS - FM
4 WNCI-FM		W D 11 D 1 1 1
4 WNCI-FM 5 WCOL-AM	WCOL-AM	WB NS -AM
5 WCOL-AM M-F, 6-10am		
5 WCOL-AM M-F, 6-10am 1 WTVN-AM	WTVN-AM	WB NS - AM
5 WCOL-AM M-F, 6-10am 1 WTVN-AM 2 WBNS-AM	WTVN-AM WBNS-AM	WBNS-AM WTVN-AM WBNS-AM
5 WCOL-AM M-F, 6-10am 1 WTVN-AM 2 WBNS-AM 3 WBNS-FM	WTVN-AM WB NS-AM WNC I-FM	WBNS-AM WTVN-AM WBNS-AM WNCI-FM
5 WCOL-AM MF, 6-10am 1 WTVN-AM 2 WBNS-AM 3 WBNS-FM 4 WNCI-FM	WTVN-AM WBNS-AM WNCI-FM WBNS-FM	WBNS-AM WTVN-AM WBNS-AM WNCI-FM WCOL-AM
5 WCOL-AM MF, 6-10am 1 WTVN-AM 2 WBNS-AM 3 WBNS-FM 4 WNCI-FM 5 WCOL-AM	WTVN-AM WB NS-AM WNC I-FM	WBNS-AM WTVN-AM WBNS-AM WNCI-FM
5 WCOL-AM M-F, 6-10am 1 WTVN-AM 2 WBNS-AM 3 WBNS-FM 4 WNCI-FM 5 WCOL-AM M-F, 3-7pm	WTVN-AM WBNS-AM WNCI-FM WBNS-FM WMNI-AM	WB NS - AM WE NS - AM WNC I - FM WC OL - AM WB NS - FM
5 WCOL-AM MF, 6-10am 1 WTVN-AM 2 WBNS-AM 3 WBNS-FM 4 WNCI-FM 5 WCOL-AM MF, 3-7pm 1 WTVN-AM	WTVN-AM WBNS-AM WNCI-FM WBNS-FM WMNI-AM	WB NS - AM WT VN - AM WB NS - AM WNC I - FM WC OL - AM WB NS - FM WNC I - FM
5 WCOL-AM MF, 6-10am 1 WTVN-AM 2 WBNS-AM 3 WBNS-FM 4 WNCI-FM 5 WCOL-AM MF, 3-7pm 1 WTVN-AM 2 WBNS-FM	WTVN-AM WBNS-AM WNCI-FM WBNS-FM WMNI-AM WTVN-AM WBNS-AM	WB NS - AM WB NS - AM WB NS - AM WNC I - FM WC OL - AM WB NS - FM WNC I - FM WT VN - AM
5 WCOL-AM MF,6-10am 1 WTVN-AM 2 WBNS-AM 3 WBNS-FM 4 WNCI-FM 5 WCOL-AM MF,3-7pm 1 WTVN-AM	WTVN-AM WBNS-AM WNCI-FM WBNS-FM WMNI-AM	WB NS - AM WT VN - AM WB NS - AM WNC I - FM WC OL - AM WB NS - FM WNC I - FM

Format Penetration Chart

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



Format Legend

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

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METRO RANK

londs	ige Persons ly-Sunday, 6ar	n-Midni	Share Trends ght	
`	A/M '78		A/M *79	
1	KEYS-AM	16.	7 KEYS-AM	14.
2	KUNO-AM	14.	L KZFM-FM	13.

	A/M '78		A/M 179		A/M '80	
1	KEYS-AM	16.7	KEYS-AM	14.7	KEYS-AM (R) 1	6.8
2	KUNO-AM	14.1	KZFM-FM	13.5	KUNO - AM (S) 1	2 . 5
3	KIOU-FM	12.5	KIOU-FM	12.6	KZFM-FM(R) 1	104
4	KRYS-AM	8.6	KUNO-AM	10.9	KOUL - FM(C)	8.8
5	KNCN-FM	8.4	KNCN-FM	9.1	KIOU-FM (BM)	8.2
6	KZFM-FM	7.6	KRYS-AM	8.5	KRYS-AM(R)	7.7
7	KCCT-AM	7 . 6	KOUL-FM	8 . 5	KNCN-FM(A)	7.4
8	KIKN-AM	4.7	KCCT-AM	6.5	KCCT-AM(S)	7.2
9	KOUL-FM	4.2	KIKN-AM	4 - 1	KIKN-AM(C)	4.3
10	KTSA-AM	2.3	KROB-AM	2.6	KSIX-AM(PA)	4.0
11	KSIX-AM	2.3	KSIX-AM	1.5	KEXX-FM(PA)	2.9
12	KEXX-FM	2.1	WOAI-AM	1.2	KROB-AF(C)	2.4
13	K RO B - AM	2 . 1	KROB-FM	0.9	KROB-FM(R)	1.3
14	KTRH-AM	1.8	KTRH-AM	0.9	KTSA-AM(C)	1 - 1
15	KROB-FM	0.8	KTSA-AM	0.6	KROB-AM(M)	1.1
16					WOAI-AM(BM)	0.8
17					KITE FM(BM)	0.5
18					KTRH-AMM	0.5
19					KINE - AM(C)	0.5

Average Persons Trends/Rankings

otal 12+	
-S, 6am-MI	dnight
OP(00)	2379

Or (00). 23/3					
	A/M 178		A/M 179		A/M '80	
1	KEYS-AM	64	KEYS-AM	50	KEYS-AM	63
2	KUNO-AM	5 4	KZFM-FM	46	KUNO-AM	47
3	KIOU-FM	4.8	KIOU-FM	43	KZFM-FM	4.3
4	KRYS-AM	33	KUNO-AM	37	KOUL-FM	3 3
5	KNCN-FM	3 2	KNCN-FM	3 1	K IO U-FM	3 1
⊬F, 6	-10am					
1	KUNO-AM		KEYS All		KEYS-AM	
2	KEYS-AM		KUNO - AM		KUNO-AM	
3	KI OU - FM		KIOU-FM		KRYS-AM	
4	KRYS-AM		KRYS-AM		KZFM-FM	
5	KZFM-FM		KZFM-FM		KIOU-FM	
⊬F, 3-	7pm					
1	KEYS-AM		KEYS~AM		KEYS-AM	
2	KIOU-FM		KZFM-FM		KUNO-AM	
3	KUNO-AM		KIOU-FM		KZFM-FM	
4	KRYS-AM		KNCN-FM		KNCN-FM	
					110.111 0.11	

KOUL-FM

eens

-S, Bam-Midnight		
OP(00): 367		
A/M 178	A/M '79	A/M 180
1 KEYS-AM	KEYS-AM	KEYS-AM
2 KZFM-FM	KZ FM ~F M	KZFM-FM
3 KRYS-AM	KRYS-AM	KRYS-AM
⊬F, 8-10am		
1 KEYS-AM	KEYS-AM	KEYS-AM
2 KZFM-FM	KZFM-FM	KZFM-FM
3 KRYS-AM	KRYS-AM	KR Y S - A M
-F, 3-7pm		
1 KFYS-AM	KEYS AM	KEYS-AM
2 KZFM-FM	KZFM-FM	KZFM-FM

KRYS-AM

2 KZFM-FM 3 KRYS-AM duits 18-34

o, our midnight		
OP(00): 886		
A/M '78	A/M 179	A/M '80
1 KEYS-AM	KNCN-FM	KZ FM - FM
2 KNCN-FM	KZFM-FM	KEYS-AM
3 KZFM-FM	KEYS-AM	KNCN-FM
4 KRYS-AM	KCCT-AM	KOUL-FM
5 KCCT-AM	KRYS-AM	KRYS-AM
F, 8-10am		
1 KEYS-AM	KEYS AM	KEYS-AM
2 KNCN-FM	KR Y S - A M	KZ FM - FM
3 KZFM-FM	KNCN-FM	KRYS-AM
4 KRYS-AM	KZ FM - FM	KOUL-FM
5 KUNO-AM	KCCT~AM	KNCN FM
F, 3-7pm		
1 KEYS-AM	KNCN-FM	KNCN-FM
2 KNCN-FM	KEYS-AM	KEYS-AM
3 KRYS-AM	KZFM-FM	KZFM-FM
4 KZFM-FM	KOUL-FM	KOUL-FM
5 KCCT-AM	KCCT-AM	KCCT-AM
duits 25-54		

Ψ,	٠		***	-	,,,,	,,,	•		
P	(00)	:	1	1	2	5	
			.,	M	'71	R			

1	KIOU-FM	K IO U-FM	KU NO - AM
2	KUNO-AM	KUNO-AM	KE YS-AM
3	KEYS-AM	KOUL-FM	KOUL-FM
4	KRYS-AM	KEYS-AM	KCCT-AM
5	KCCT-AM	K N C N - F M	KIOU-FM
Ŧ, 6	-10am		
1	KUNO-AM	KUNO-AM	KUNO-AM
2	KI OU-FM	KIOU-FM	KEYS-AM
3	KRYS-AM	KEYS-AM	KR YS-AM
4	KEYS-AM	KRYS-AM	KOUL-FM
5	KCCT-AM	KOUL-FM	KIOU-FM
F, 3	-7pm		
1	KI OU-FM	KIQU-FM	KUNO-AM
2	KUNO-AM	KOUL-FM	KEYS-AM
3	KEYS-AM	KUNO-AM	KOUL-FM
4	KCCT-AM	KNCN-FM	KCCT-AM
5	KRYS-AM	KEYS AM	KZ FM ~ FM

Cume Persons Trends/Rankings

	(00): 2379 A/M '78		A/M 179		A/M *80	
1	KEYS-AM	896	KEYS-AM	R 5 6	KEYS-AM	894
2	KRYS-AM	695	KZFM-FM	650	KZ FM - FM	576
3	KU NO - AM	459	KRYS-AM	600	KRYS-AM	572
4	KZFM-FM	441	KIOU-FM	386	KUNO - AM	426
5	KIOU-FM	396	KNCN-FM	384	KIOU-FM	365
M-F, 6	-10am					
1	KEYS-AM		KEYS-AM		KEYS-AM	
2	KRYS-AM		KZFM-FM		KZFM-FM	
3	KUNO-AM		KRYS-AM		KRYS-AM	
4	KZFM-FM		KIOU-FM		KUNO-AM	
5	KIOU-FM		KNCN FM		KIOU-FM	
M-F, 3	-7pm					
1	KEYS-AM		KEYS-AM		KEYS-AM	
2	KRYS-AM		KZFM-FM		KZFM-FM	
3	KZFM-FM		KRYS-AM		KUNO-AM	
4	KU NO - AM		K IOU-FM		KRYS-AM	
5	KIOU-FM		KNCN-FM		KIOU-FM	

1
4
1
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4
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1 KEYS-AM 2 KRYS-AM 3 KZFM-FM Adults 18-34

Teens

ar a, april milanigri		
POP(00): 886		
A/M '78	A/M *79	A/M 180
1 KEYS-AM	KEYS-AM	KEYS-AM
2 KRYS-AM	KZFM-FM	KZFM-FM
3 KZFM-FM	KRYS-AM	KRYS-AM
4 KNCN-FM	KNCN-FM	KNCN-FM
5 KCCT-AM	KCCT-AM	KEXX-FM
M-F, 6-10am		
1 KEYS-AM	KEYS-AM	KEYS-AM
2 KZFM·FM	KZFM~FM	KZFM-FM
3 KRYS-AM	KNCN-FM	KRYS-Att
4 KUNO-AM	KRYS-AM	KEXX-FM
5 KNCN-FM	KCCT-AM	KNCN-FM
M-F, 3-7pm		
1 KEYS-AM	KEYS AM	KEYS-AM
2 KRYS-AM	KZ FM - F M	KZFM-FM
3 KNCN FM	KNCN-FM	KNCN-FM
4 KZFM-FM	KRYS-AM	KOUL-FM
5 KCCT-AM	KCCT-AM	KRYS-AM
Adults 25-54		

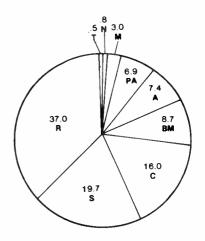
POP(00): 1125

A/M '76	A/M '79	A/M '80
1 KEYS-AM	KEYS-AM	KEYS-AM
2 KUNO-AM	KR YS-AM	KUNO - AM
3 KRYS-AM	KIOU-FM	KRYS-AM
4 KIOU-FM	KOLL-FW	KOUL-FM
5 KCCT-AM	KUNO-AM	KIOU-FM

1 KUNO-AM	KEYS-AM	KEYS-AM
2 KEYS-AM	KRYS-AM	KUNO-AM
3 KRYS-AM	KUNO-AM	KOUL-FM
4 KIOU-FM	KIOU-FM	KRYS-AM
5 KIKN-AM M-F, 3-7pm	KOUL-FM	K IOU-FM
1 KEYS-AM	KIOU-FM	KEYS-AM
2 KIOU-FM	KEYS-AM	KOUL-FM
3 KRYS-AM	KUNO-AM	KCCT-AM
4 KUNO-AM	KOUL-FM	KUNO-AM
5 KCCT-AM	KRYS-AM	KIOU-FM

Format Penetration Chart

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



Format Legend

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

A/M '79

KNUS-FM

Dallas-Ft.Worth METRO RANK A/M '80 Market Overview

A/M '80 Market Overview

Top 40 KVIL-FM again won the 12+ battle, with Country fixtures WBAP and sister FM KSCS right behind. News station KRLD held on as the fourth most popular station.

While KVIL-FM's total share was static, it showed a marked gain in the 18-34 demo, from just over 12% to just over 15%. The station conducted a more extensive ad campaign, making widespread use of billboards and TV commercials. The "Magic Ticket" promotion was also run, as it has been for the last four Spring surveys. The station was so strong in the 25-34 demo, especially among women, that it led in adults 25-54 as well as 18-34. KVIL-FM had just under 12% 25-54, comparable to its O/N '79 share.

WBAP showed a healthy gain in this book, although not quite up to last year. However, the real-

Average Persons 12+ Share Trend	\$
Monday-Sunday, 6am-Midnight	

POP	(00): 223	87			
	A/M '79		O/N '79		A/M '80
1	WBAP-AM	11.2	KV IL-FM	9.9	KVIL-FM (R) 9.8
2	KVIL-FM	9.3	KSCS-FM	8.2	WBAP-AM (C) 9.2
3	KSCS-FM	6.9	WBAP-AM	7 - 6	KSCS-FM (C) 7.9
4	KRLD-AM	6.8	KRLD-AM	7.3	KRLD-AM (N) 6.7
5	KTXQ-FM	6.8	KKDA-FM	5.8	KOAX-FM (BM)6.4
6	KOAX-FM	6.2	KOAX-FM	5.1	KMEZ-FM (BM) 5.5
7	KFJZ-FM	5,7	KTXO-FM	5.1	KKDA-FM (8) 5.1
8	KMEZ-FM	5.4	KME Z-FM	4.8	KZEW-FM (A) 4.9
9	KKDA-FM	4.7	WFAA-AM	4.4	KTXQ-FM (A) 4.5
10	WFAA-AM	4.6	KNOK-FM	4.2	WFAA-AM (N) 4.3
1.1	K BO X - AM	4.0	KBOX-AM	4.0	KNOK-FM (B) 3.9
12	KNOK-FM	3.6	KFJZ-FM	3.8	KFJZ-FM (R) 3.8
1.3	KNUS-FM	2.9	KZEW-FM	3.8	KMGC-FM PA)3.8
14	KZEW-FM	2.8	KMGC+FM	3.3	KBOX-AM (C) 3.3
15	KPLX-FM	2 • 1	KNUS-FM	3.3	KPLX-FM (C) 2.7
16	KL I F - AM	2 . 1	KLIF-AM	2.3	KNUS-FM PA12.5
17	KMGC-FM	2.1	KAFM-FM	1 - 7	KLIF-AM (PA) 1.9
18	KVIL-AM	1 • 5	KPLX-FM	1.6	WRR -FM (CL) 1.6
19	KFJZ-AM	1.3	KNOK-AM	1.5	KNOK-AM (4) 1.0
20	KAFM-FM	1 • 2	WRR -FM	1.4	KAFM-FM (PA)1.0
2 1	KPBC-AM	0.8	KV IL - AM	1 2	KPBC-AM PA)0.9
22	WRR -FM	0.7	KFJZ-AM	1.0	KVIL-AM (A) 0.7
23	KNOK-AM		KESS-FM	0.0	KSKY-AM (AL) 0.7
24	KKDA-AM	0.5	KKDA-AM	0.7	KKDA-AM (B) 0.5
2 5	KSKY-AM	0.5	KX OL - AM	0.7	KXOL-AM (C) 0.5
2.6	KJIM-AM	0.4	K S K Y - A M	0.6	KAAM-AM (PA) 0.4

KJIM-AM KPBC-AM KAAM-AM Average Persons Trends/Rankings

TOTAL 14 T	
M-S, 6am-Mids	night
POP(00):	2238

KAAM-AM

	A/M '79		O/N '79		A/M '80	
1	WBAP-AM	408	KV IL-FM	341	KV IL-FM	35
2	KVIL-FM	341	KSCS-FM	283	WBAP-AM	3 3
3	KSCS-FM	251	WBAP-AM	260	KSCS-FM	28
4	KRLD-AM	247	KRLD-AM	250	KR LD - AM	24
5	KTXO-FM		KK DA-FM	201	KOAX-FM	2.3
6	KOAX-FM	227	KOAX-FM	177	KMEZ-FM	19
7	KFJZ-FM		KTXQ-FM	176	KK PA-FM	1.8
Я	KMEZ-FM	197	KMEZ-FM	166	KZEW-FM	1.7
9	KKDA-FM		WFAA-AM	152	KTXQ-FM	16
1.0	WFAA-AM	168	KNOK-FH	146	WF AA - AM	1.5
M-F, 6	-10am					
1	KVIL-FM		KV IL-FM		KRLD-AM	
2	WBAP-AM		KRLD-AM		KVIL-FM	
3	KRLD-AM		WBAP-AM		WBAP-AM	
4	KSCS-FM		KSCS-FM		KSCS-FM	
5	KFJZ-FM		KBOX-AM		KOAX-FM	
6	KOAX-FM		WFAA-AM		KBOX-AM	
7	WFAA-AM		KKDA-FM		WFAA-AM	
8	KBOX-AM		KOAX-FM		KME Z-FM	
9	KTXO-FM		KMEZ-FM		KKDA-FM	
10	KMEZ-FM		KTXO-FM		KTXO-FM	
M-F, 3	-7pm					
1	KVIL-FM		KV IL-FM		KVIL-FM	
2	WBAP-AM		KSCS-FM		KSCS-FM	
3	KRLD-AM		KRLD-AM		WBAP-AM	
4	KTXO-FM		WBAP-AM		KRLD-AM	
5	KSCS-FM		KKDA-FM		KOAX-FM	
6	KFJZ-FM		KTXO-FM		KKDA-FM	
7	KOAX-FM		KOAX-FM		KZEW-FM	
8	KKDA-FM		KMEZ-FM		KTXQ-FM	
9	KMEZ-FM		KZEW-FM		KMEZ-FM	
1 0	KNOK-FM		KNOK-FM		KFJZ-FM	

O/N '79

KFJZ-FM

KKDA-FM

KFJZ-FM

KZEW-FM

ly good news for WBAP was that the station's 25-54 standing matched its 12+ showing. WBAP rose from less than 8% last fall to almost 10% this book. Most of the station's advertising efforts were concentrated on billboards, with some TV backing, basically the same approach taken in the O/N '79 survey. KSCS trailed by just a fraction in the 25-54 share standings, with just over 9%.

At the 18-34 end of the spectrum, AOR's KZEW and KTXQ were tied with about 8%, representing a slight gain for KZEW and a slight drop for KTXQ. KZEW spent ad dollars on a substantial TV campaign, tied in with the distribution of 250,000 window stickers for the station. KZEW also sponsored "Zoo World '80," a three-day lifestyle fair at the beginning of the sweep that drew aproximately 300,000.

The leading Beautiful Music stations both did well. KOAX and KMEZ, featuring Schulke and Bonneville programming respectively, each climbed 35+. KOAX appraently gained more, jumping more than two points 25-54, while KMEZ gained just one, but the two were tied with just under 7% in this demo.

M-F, 6-10am		
1 KFJZ-FM	KFJZ-FM	KFJZ~FM
2 KNUS-FM	KKDA-FM	KV IL-FM
3 KTXO-FM	KV IL - FM	KZEW-FM
M-F, 3-7pm		
1 KFJZ-FM	KK DA-FM	
2 KKDA-FM		KFJZ-FM
3 KNUS-FM	KFJZ-FM KVIL-FM	KZEW-FM KNOK-FM
3 KNU2-1M	KVIL-FM	KNOK-FM
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 9052		
A/M '79	081170	4 94 100
	O/N '79	A/M '80
1 KVIL-FM	KVIL-FM	KV IL ~ F M
2 KTX0-FM 3 KSCS-FM	KTXQ-FM	KSCS-FM
	KSCS-FM	KZEW-FM
4 KKDA-FM	KKDA-FM	KTXQ-FM
5 KNOK-FM	KZEW-FM	KKDA-FM
6 KZEW-FM	KMGC-FM	KMGC-FM
7 KFJZ-FM	K NO K - F M	WBAP-AM
8 KMGC-FM	WBAP-AM	K NO K - F M
9 WBAP-AM	KNUS-FM	KPLX-FM
10 KNUS-FM	KFJZ-FM	KFJZ-FM
M-F, 6-10am		
	VUII EN	W11 **
1 KVIL-FM	KVIL-FM	KV IL - F M
2 KTXO-FM 3 KSCS-FM	KSCS-FM	KSCS-FM
3 KSCS-FM	KTXO-FM	KTXO-FM
4 KFJZ-FM	WBAP-AM	KK DA-FM
5 KKDA-FM	KM G C - F M	KZEW-FM
6 KRLD-AM	KKDA-FM	KMGC-FM
7 KZEW-FM 8 KNOK-FM	KRLD - AM	KRLD-AM
8 KNOK-FM	KZEW-FM	WBAP-AM
9 WBAP-AM	KNUS-FM	KPLX-FM
10 KLIF-AM	KLIF-AM	KLI F-AM
M-F, 3-7pm		
1 KVIL-FM	KVIL-FM	KV IL-FM
2 KTXO-FM	KSCS-FM	KV IL-FM KSCS-FM
3 KSCS-FM	KTXQ-FM	KTXO-FM
4 KKDA-FM	KZEW-FM	KZEW-FM
S KNOK-FM	KK DA-FM	KMGC-FM
5 KNOK-FM 6 KZEW-FM	KMGC-FM	KK DA-FM
7 KMGC-FM	K NO K - F M	KNOK-FM
8 KFJZ-FM	KNUS-FM	KPLX-FM
9 KLIF-AM	KRLD-AM	KRLD-AM
10 KOAX-FM	WBAP-AM	KFJZ-FM
	WD01-00	KrJ E- Fri
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 11205		
A/M '79	O/N '79	A/M '80
1 KVIL-FM	KV IL-FM	70M 00
2 WBAP-AM	KSCS-FM	KV JL - F M WB A P - A M
3 MCCC-EM	KRLD-AM	
3 KSCS-FM 4 KOAX-FM	WBAP-AM	KSCS-FM
4 KOAX-FM 5 KRLD-AM	KMEZ-FM	KOAX-FM
6 KMEZ-FM	KKDA-FM	KMEZ-FM
7 KBOX-AM	KOAX-FM	KRLD-AM
8 KTXQ-FM	KBOX-AM	KKDA-FM
9 WEAA-AM	KNCC-FM	KMGC-FM
9 WFAA-AM 10 KKDA-FM	KMGC-FM WFAA-AM	WFAA-AM
	#100-00	KP1, X - FM
M-F, 6-10am		
1 KVIL-FM	KV IL-FM	KV IL - FM
2 KRLD-AM	KRLD-AM	KRLD-AM
3 WBAP-AM	WBAP-AM	WBAP-AM
4 KSCS-FM	KSCS-FM	KSCS-FM
5 KOAX-FM	KBOX-AM	KOAX-FM
6 KBOX-AM	WFAA-AM	KME Z-FM
7 KMEZ-FM	KMEZ-FM	WFAA-AM
8 WFAA-AM	KMGC-FM	KBOX-AM
9 KKDA-FM	KKDA-FM	KKDA-FM
10 KTXQ-FM	KTXQ-FM	KPLX-FM
M-F, 3-7pm		

1 KVIL-FM	KV IL-FM	KV IL - FM
2 WBAP-AM	KSCS-FM	KSCS-FM
3 KRLD-AM	KRLD-AM	WBAP-AM
4 KSCS-FM 5 KOAX-FM	WB A P - A M	K R LD - A M
5 KOAX-FM	KMEZ-FM	KOAX-FM
6 KMEZ-FM	KBOX-AM	KM E Z – F M
7 KKDA-FM	KKDA-FM	KK D A - FM

Cume Persons Trends/Rankings

Total 12+ POP(00): 22387

A/M '79

	A/m / 3		O/N /9		A/M 6U	
1	WBAP-AM	5299	KRLD-AM	4641	WBAP-AM	454
2	KRLD-AM	4591	WBAP-AM	4278	KRLD-AM	4 3 2
3	KVIL-FM	4061	KV IL - FM	4236	KV IL-FM	424
4	KFJZ-FM	3094	KSCS-FM	3996	KSCS-FM	392
5	KSCS-FM	2866	KKDA-FM	2665	KOAX-FM	264
6	KKDA-FM	2654	KMEZ-FM	2444	KZEW-FM	255
7	KOAX-FM	2634	KFJZ-FM	2419	KMEZ-FM	246
8	KTXQ-FM	2578	KTXO-FM	2377	KFJZ-FM	245
9	KLIF-AM	2534	KZEW-FM	2362	WFAA-AM	241
10	KMFZ-FM	2516	KOAX-FM	2326	KK DA-FM	238
M-F, 6	-10am					
1	K P L D - A M		KRLD-AM		KRI.D-AM	
2	WBAP-AM		KV JL -FM		KV IL - FM	
3	KVIL-FM		WBAP-AM		WBAP-AM	
4	KFJZ-FM		KSCS-FM		KSCS-FM	
5	KSCS-FM		KK DA-FM		KKDA-FM	
6	KOAX-FM		KFJZ-FM		WFAA-AM	
7	WFAA-AM		WFAA-AM		KOAX-FM	
8	KTXQ-FM		KBOX-AM		KME2-FM	
9	KMEZ-FM		KNUS-FM		KFJZ-FM	
1.0	KAD V - EM		MOAN EM		MEET DA	

10	KKD A-FM	KOAX-FM	KZEW-FM
- F, 3-	7pm		
1	KRLD-AM	KV IL - FM	KV IL - F M
2	KVIL-FM	KSCS-FM	KSCS-FM
3	WBAP-AM	KRLD-AM	KRLD - AM
4	KFJZ-FM	WB A P - A M	WBAP-AM
5	KSCS-FM	KK DA-FM	KKDA-FM
6	KOAX-FM	KZEW-FM	KZEW-FM
7	KTXO-FM	KTXO-FM	KFJZ-FM
8	KKDA-FM	KNUS-FM	KTXO-FM
9	KMEZ-FM	KFJZ-FM	KOAX-FM
10	KLIF-AM	KME Z-FM	FMGC-FM

Teens

POP(00): 2753 A/M '79

1 KrJ2-rm	KFJZ-FM	KFJZ-FM
2 KNUS-FM	KK DA-FM	KZEW-FM
3 KVIL-FM	'KNUS-FM	KKDA-FM
M-F, 6-10am		
1 KFJZ-FM	KFJZ-FM	KFJZ-FM
2 KNUS-FM	KK DA~FM	KKDA-FM
3 KVIL-FM	KNUS-FM	KZEW-FM
M-F, 3-7pm		
1 KFJZ-FM	KFJZ-FM	KFJZ-FM
2 KNUS-FM	KKDA-FM	KZEW-FM
3 KKDA-FM	KNUS-FM	KNOK-FM

O/N '79

KVIL-FM

KV IL-FM

Adults 18-34

M-S,	6am-Mid	night
DO D	(00).	9057

A/M '79

1 KVIL-FM

KTXO-FM	KSCS-FM	KSCS-FM
KKDA-FM	KZEW-FM	KZEW-FM
KZEW-FM	KTXO-FM	KTXQ-FM
KL I F - AM	KK DA-FM	KMGC-FM
KSCS-FM	KMGC-FM	KKDA-FM
WBAP-AM	WBAP-AM	WBAP-AM
KFJZ-FM	K R L D - A M	KLIF-AM
KRLD-AM	KNUS-FM	KFJZ-FM
KNOK-FM	KLI F-AM	K NU S-FM
iam-10am		
KVIL-FM	KVIL-FM	KV IL-FM
KTXQ-FM	KSCS-FM	KSCS-FM
KSCS-FM	KKDA-FM	KTXO-FM
KKDA-FM	FTXO-FM	KZEW-FM
KZEW-FM	KZEW-FM	KKDA-FM
KLIF-AM	KMGC-FM	KMGC-FM
KNOK-FM	KNUS-FM	KRLD-AM
KFJZ-FM	WBAP-AM	K NO K - F M
WBAP-AM	KRLD-AM	KFJZ-FM
KRLD-AM	KLIF-AM	KI, I F-AM
-7pm		
KVIL-FM	KVIL-FM	KV IL - FM
	KKDA-FM KZEW-FM KZEW-FM KSCS-FM KSCS-FM KRLD-AM KFJZ-FM KRLD-AM KVIL-FM KYIL-FM KXXO-FM KXXO-FM KXXO-FM KXCS-FM KKDA-FM KZEW-FM KLIF-AM KZEW-FM KLIF-AM KIJZ-FM WBAP-AM KFJZ-FM WBAP-AM	KKDA-FM

		***************************************	K V I L - F M
2	KTXO-FM	KSCS-FM	KSCS-FM
3	KKDA-FM	KZEW-FM	KTXQ-FM
4	KSCS-FM	KTXQ-FM	KZEW-FM
- 5	KLIF-AM	KK DA-FM	KMGC-FM
6	KZEW-FM	KMGC-FM	KK D A - F M
7	KNOK-FM	KNUS-FM	KLIF-AM
8	KRLD-AM	KNOK-FM	K NO K - F M
9	KFJZ-FM	KLI F-AM	KFJZ-FM
10	KNUS-FM	KRLD-AM	KR LD - AM

Adults 25-54 POP(00): 11205 A/M '79

10 KKDA-FM

1	WBAP AM	KRLD-AM	KV IL-FM
2	K R L D - A M	KVIL-FM	WBAP-AM
3	KVIL-FM	KSCS-FM	KSCS-FM
4	KSCS-FM	WBAP-AM	KRLD-AM
5	KMEZ-FM	KMEZ-FM	KMEZ-FM
- 6	KOAX-FM	KBOX-AM	KOAX-FM
7	KL I F-AM	KOAX-FM	WFAA-AM
8	KBOX-AM	WFAA-AM	KMGC-FM
9	WFAA-AM	KKDA-FM	KK D A – F M
10	KKDA-FM	KLIF-AM	KLI F-AM
A-F, 6-	l 0am		
1	KVIL-FM	KV IL-FM	KV IL-FM
2	KRLD-AM	K R LD - A M	KR LD - AM
3	WBAP-AM	WBAP-AM	WBAP-AM
4	KSCS-FM	KSCS-FM	KSCS-FM
5	KOAX-FM	KBOX-AM	KMEZ-FM
6	KMEZ-FM	KMEZ-FM	KOAX-FM
7	K B O X - A M	KKDA-FM	WFAA-AM
8	KLIF-AM	WFAA-AM	KBOX-AM
9	WF AA - AM	KMCC-FM	KKDA-FM

O/N '79

KLI F-AM

KTXQ-FM

10 KNOK-FM

KOAX-FM

KMGC-FM

KMGC-FM

KPLX-FM

Davenport-Rock Island-Moline

METRO RANK



A/M '80 Market Overview

Stable estimates dominanted the Davenport Spring sweep. As part of Chicago's TSA, Davenport area stations were surveyed for 12 weeks under the new Quarterly Measurement system. Arbitron placed extra sample to cover any emergencies under the new technique, and as a result the in-tab this spring was up 65% over last year's figure. The numbers in this book should be more reliable than in

The two market leaders were still at the top of the standings, as WHBF and KSTT ranked 1-2. WHBF was also tops 25-54, maintaining its 16 share. KSTT was best 18-34, increasing from 16 to 22.

KSTT spent more on an ad campaign for this survey than in previous years, with the budget divided between TV and busboards. There was also an onair contest, the "Missing Links," which was a 17word sentence listeners tried to fill in. The contest winner received a home video outfit.

This was the second straight year that KIIK's share eroded. Losses among teens and males hurt, although KIIK was still highly ranked among stations appealing to the 18-34 audience.

Average Persons 12+ Share Trends Aonday-Sunday, 6am-Midnight OP(00): 3093

	00). 505.					
	A/M *78		A/M 179		A/M '80	
1	WHBF-AM	14.8	WHBF-AM	17.3	WHBF -AM (C)	7.8
2	KIIK-FM	14.6	KSTT-AM	12.7	KSTT-AM (R)	
3	KSTT-AM	12.0	KIIK-FM	11.4	WOC -AM (NOT)	
4	WQUA-AM	10.8	KRVR-FM	10.3	KIIK-FM (PI)	9.5
5	WOC -AM	10.5	WOC -AM	9.2	KRVR-FM (BM)	9.2
6	KRVR-FM	8.9	WQUA-AM	6.3	WXLP-FM (A)	6 - 9
7	WHBF-FM	3.3	WXLP-FM	6.3	WQUA-AM (PA)	5 - 8
8	WGN -AM	3.3	WMAQ-AM	2.8	WHBF FM (A)	4.6
9	KWNT-AM	2.9	WGN -AM	2 - 6	WZZC-FM (C)	3.9
10	WHTT-FM	2 - 6	WLS -AM	2.4	WKEI-AM (PA)	2.5
1.1	WKEI-AM	2 - 2	WZZC-FM	2 • 0	WILS -AM (B)	2.1
12	WBBM-AM	1.9	WKE1-AM	2.0	WMAO - AM (C)	2.1
13	WLS -AM	1.4	WHBF-FM	1.8	WGEN-AM (C)	1.2
14	WEMO-FM	1.4	WBBM-AM	1.8	WGN -AM (PA)	0.9
15	WMAQ-AM	1 - 2	WRSQ-FM	1.8	WBBM - AM (N)	0.9
16	WRSQ-FM	1.0	KWNT AM	1.3	KWNT - AM (C)	0 - 7
17			W GE N - A M	0.4		

Average Persons Trends/Rankings fotal 12+

WMT -AM

	00): 3093					
01(A/M 178		A/M '79		A/M '80	
1	WHBF-AM	6.2	WHBF-AM	79	WHBF-AM	7
2	KI1K-FM	61	KSTT-AM	58	KSTT-AM	6
3	KSTT-AM	5.0	KIIK-FM	5.2	WOC -AM	4
4	WOUA-AM	45	KRVR-FM	47	KIIK-FM	4
5	WOC -AM	44	WOC -AM	4.2	KRVR-FH	4
A-F, 6	-10am					
1	WHBF-AM		WHBF-AM		WHBF-AM	
2	WQUA-AM		KSTT-AM		KSTT AM	
3	WOC -AM		WOC -AM		WOC ~AM	
4	KSTT-AM		WQUA-AM		KIIK-FM	
5	KIIK-FM		KRVR-FM		MA-AIIQW	
A-F, 3	-7pm					
1	KIIK-FM		KIIK-FM		WHBF-AM	
2	WHBF-AM		KSTT-AM		KSTT-AM	
3	WQUA-AM		WHBF AM		KRVR-FM	
4	KRVR-FM		KRVR-FM		KIIK-FM	
5	KSTT-AM		WOC AM		WOC -AM	
leen	5					
A-S, 6	am-Midnight					
0 P (00): 407					
	A/M 178		A/M *79		A/M *80	
1	K1 IK-FM		KII K-FM		KSTT- AM	
2	KSTT-AM		KSTT-AM		KIIK-FM	
3	WQUA AM		WQUA-AM		WXLP-FM	
AF. 6	-10am					

KIIK-FM KSTT-AM WQUA-AM

KIIK-FM

1 KIIK-FM 2 KSTT-AM

3 WOUA-AM

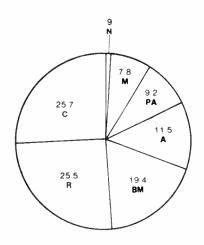
A-F, 3-7pm

Adults 18-34		
M-S, 6am-Midnight	,	
POP(00): 109: A/M'78	n A/M '79	A /84 *BO
1 K1 IK - FM	KSTT-AM	A/M '80 KSTT-AM
2 KSTT-AM	K 11 K - F M	WXLP-FM
3 WQUA-AM 4 WHBF-FM	WXLP-FM WHBF AM	KIIK-FM WOUA-AM
5 WHBF-AM	KRVR-FM	WHBF-FM
M-F, 6-10am		
1 KSTT-AM	KSTT-AM	KSTT-AM
2 KIIK-FM 3 WOUA AM	KIIK-FM WXLP-FM	WXLP+FM KIIK-FM
3 WOUA AM 4 WHBF-FM	WALF-FM WQUA-AM	WHBF-AM
5 WHBF-AM	WHBF-AM	MOLA-WW
M -F, 3-7pm		
1 KIIK-FM	KIIK-FM	KSTT-AM
2 WQUA-AM 3 KSTT AM	KSTT-AM WXLP-FM	KIIK-FM WXLP-FM
4 WHBF-AM	KRVR-FM	
5 WHTT-FM	WHBF-AM	WHBF-FM
Adults 25-54 M-S, 6am-Midnight POP(00): 144	0	
A/M '78	A/M '79	A/M *80
1 WHBF-AM	WHBF AM	WHBF-AM
2 WQUA-AM	KSTT-AM	KRVR-FM
3 KRVR-FM 4 KIIK-FM	KRVR-FM WOC -AM	KSTT-AM
5 KSTT-AM	WOC -AM WOLA-AM	WQUA-AM WOC -AM
M-F, 6-10am		
1 WHBF-AM	WHBF-AM	WHBF AM
2 WQUA-AM 3 KSTT-AM	KSTT-AM WQUA-AM	KSTT-AM WOC -AM
4 KIIK-FM	KRVR-FM	KRVR-FM
5 WOC -AM	WOC -AM	W Q U A - A M
M-F, 3-7pm		VA
1 WQUA-AM 2 WHBF-AM	WHBF AM KSTT-AM	KRVR-FM KSTT-AM
3 KRVR-FM	KRVR-FM	WHBF-AM
4 KIIK-FM	WOC -AM	WQUA-AM
5 WHTT-FM	WQUA-AM	KIIK-FM
	Persons Trend	ds/Rankings
fotal 12+ #S,6am-Midnight POP(00): 309	3	
A/M '78	A/M '79	A/M '80
1 KSTT-AM		
2 WHBF-AM 3 KIIK-FM	1018 WHBF-AM 943 KIIK-FM	945 KSTT-AM 900 822 KIIK-FM 708
4 WQUA-AM	811 WQUA-AM	822 KIIK-FM 708 786 WOC -AM 698
5 WOC -AM	627 WOC -AM	693 WQUA-AM 687
NF, 6-10am		
1 WHBF-AM	WHBF AM	WHBF-AM
2 KSTT-AM 3 WQUA-AM	KSTT-AM KIIK-FM	KSTT-AM WOC -AM
4 KIIK-FM	WQUA-AM	WQUA-AM
5 WOC -AM	WOC -AM	KII K-FM
HF, 3-7pm 1 KSTT-AM	****	,
2 KIIK~FM	KSTT AM KIIK-FM	KSTT-AM WHBF-AM
3 WHBF-AM	WHBF-AM	KII K-FM
4 WQUA-AM 5 KRVR-FM	WQUA-AM	WQUA-AM
	WOC -AM	KRVR-FM
eens I-S, 6am-Midnight		
OP(00): 407		
A/M *78	A/M '79	A/M '80
1 KIIK-FM	KSTT AM	K 11 K-F M
2 KSTT-AM 3 WQUA-AM	MA-NIIN WA-AM	KSTT-AM WOUA-AM
I-F, 6-10am	HQUA-AII	WQUA-AM
1 KIIK-FM	KII K-FM	KSTT-AM
2 KSTT-AM	KSTT-AM	KII K-FM
3 WQUA-AM	WQUA-AM	WOUA-AM
+F.3-7pm 1 KIIK−FM	KSTT-AM	KIIK-FM
2 KSTT-AM	KII K-FM	KSTT-AM
3 WLS -AM	MA-AUOW	WXI.P-FM
dults 18-34		
I-S, 6am-Midnight 0P(00): 1096	i	
A/M '78	A/M '79	A/M '80
1 KSTT-AM	KSTT-AM	KSTT-AM
2 KIIK-FM	KIIK-FM	KII K-FM
3 WOUA-AM 4 WHBF-AM	WQUA-AM	WQUA-AM
5 WLS - AM	WXLP-FM WLS -AM	W X I, P - F M W H B F - F M
-F, 6-10am		
T, O-TORIN		
1 KSTT-AM 2 KIIK-FM	KSTT-AM KIIK-FM	KSTT-AM WOUA-AM

M-F, 6-	10am		
1	WHBF-AM	WHBF-AM	WHBF-AM
2	WQUA-AM	KSTT-AM	KSTT-AM
3	KSTT-AM	WQUA-AM	WQUA-AM
4	WOC -AM	WOC -AM	WOC -AM
5	KIIK-FM	KRVR-FM	KRVR-FM
M-F, 3-	7pm		
1	WQUA-AM	KSTT-AM	KSTT-AM
2	WHBF-AM	WHBF-AM	WHBF-AM
3	KSTT-AM	KRVR-FM	KRVR-FM
4	KRVR-FM	WQUA-AM	WQUA-AM
- 6	KIIK-FM	KIIK~FM	WOC -AM

Format Penetration Chart

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



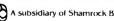
Format Legend

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

TM Productions for: Coordinated Advertising/ Marketing Campaigns!



1349 Regal Row • Dallas, Texas 75247 • (214) 634-851



A subsidiary of Shamrock Broadcasting Company, Inc

KIIK-FM WXLP-FM

WQUA-AM WLS AM

KSTT-AM KII K-FM WXLP-FM WQUA-AM

WLS -AM

A/M '79

KSTT-AM

WHBF -AM WQUA-AM

WOC -AM

WQUA-AM KIIK-FM

WXLP-FM

WHBF-FM

A/M '80

WHBF-AM

KSTT-AM KRVR-FM

WQUA-AM

KIIK-FM WQUA-AM WHBF-FM

5 WHBF-AM

KIIK-FM WQUA-AM WHBF-FM

5 WHBF-AM

A/M '78

WHBF-AM

WQUA-AM KSTT AM KRVR-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 1440

M-F, 3-7pm 1 KSTT - AM

Dayton

METRO RANK



A/M '80 Market Overview

WHIO-AM-FM as usual, were the top stations in the metro. This time it was WHIO-FM in the overall lead, and the stations were 1-2 in the 25-54 demo, the FM leading with over 19% of and WHIO-AM with over 14%. In this survey, WHIO-FM used the Patrick O'Neal TV spot to bring attention to its Bonneville music format.

For the third straight book, AOR WTUE led among adults 18-34, this time with over 19%. The station used a media mix campaign involving more TV than usual, plus cabtops, billboards, and bumper stickers. The Superstars format worked well again, giving the station a clear edge over WING, WDUE, and WDAO.

While WING and WVUD slipped in 18-34 shares, Black-formatted WDAO gobbled up some of the audience void. WDAO's young male audience figures soared, so it will be interesting to see how stable those numbers are. However, in the meantime WDAO can bask in the glory of its 18-34 share going up 56% over O/N '79, to just over 10% of that audience. WDAO used billboards and station newspaper to spread the word, while also running a contest to pay utility bills for listeners. Winners were then qualified for a grand prize of \$2500 in cash.

Country WONE rebounded to the share neighborhood in which it had been residing before last Fall's book came out. The station was third among 25-54's with over 11%, comparable to the A/M '79 number. Evidently the station caught a sampling wobble last fall.

Average Persons 12+ Share Trends Monday-Sunday, 6em-Midnight

OP(-		0.01170		2 22 100	
	A/M '79		O/N '79		A/M '80	_
1	WHIO-AM	16.0	MHI0-AM	15.4	WHIO-FM (BM) 1	17.0
2	WHIO-FM	15.3	WHIO-FM	15.4	WHIO-AM (PA) I	12.
3	WTUE-FM	12.0	WING-AM	8.9	WTUE-FM (A)	9.9
4		9.7	WTUE-FM	8.1	WONE-AM (C)	9.2
5	WING-AM	8.7	WDJX-FM	6.8	WDAO-FM (B)	7.5
6	WDJX-FM	6.5	WAVI-AM	6.8	WVUD-FM (A)	7.0
7	WDAO-FM	5 • 2	WONE-AM	6.6	WING-AM(R)	6.7
8	WAVI-AM	4.9	WVUD-FM	6.4	WDJX-FM (R)	6.2
9	WI.W -AM	2 . 9	WDAO-FM	5.6	WAVI-AM (N)	5.8
1 D		2 - 8	WLW -AM	2.3	WLW -AM (PA)	2.2
1 1	WVUD~FM	2.7	WPTW-FM	1.5	WSKS-FM (R)	2.0
1.2	WLWS-FM	1.9	WFCJ-FM	1 - 5	WFCJ-FM (RL)	1 - 5
13	WPTW-FM	1.3	WLVV-FM	1.5	WPTW-FM (PA)	1 - 3
14	MOKA-EW	1 • 2	WLWS-FM	1.3	WBZI-FM (R)	0.9
15	WKRC-AM	8.0	WKRC-AM	0.8	WPTW-AM (PA)	0.8
16	WBZI-FM	0.7	WPBF-FM	0.7	WKRO-FM (R)	0.7
1.7	WWEZ-FM	0.6	WKRO-FM	0.7	WEBN-FM (A)	0.7
18	WPTW-AM	0.5	WWEZ-FM	0.6	WLVV-FM (M)	0.4
19	WFCJ-FM	0.4	WBZI-FM	0.6	WJAI-FM (C)	0.4
20			WJAI-FM	0.6	WWEZ-FM (BM)	0.
2 1			WOKV-FM	0.4		
22			WPTW-AM	0.3		

Average Persons Trends/Rankings

Total 12+ M-S, 6em-Midnight POP(00): 6865

WTUE-FM WKRQ-FM

	A/M '79		O/N '79		A/M '80	
1	WHIO-AM	167	WHIO-AM	152	WHIO-FM	199
2	WH10-FM	160	WHIO-FM	152	WHIO-AM	147
3	WTUE-FM	125	WING-AM	8.8	WTUE-FM	116
4	WONE-AM	101	WTUE-FM	8.0	WONE-AM	108
5	WING-AM	91	WDJX-FM	6.7	WDAO-FM	8.8
M-F, 6	-10am					
1	WHIO-AM		WHIO-AM		WHIO-AM	
2	WHIO-FM		WHIO-FM		WHIO-FM	
3	WING-AM		WING-AM		WONE - AM	
4	WONE-AM		WONE-AM		WING~AM	
5	WTUE-FM		WTUE-FM		WTUE-FM	
M-F, 3	-7pm					
1	WHIO-FM		WHIO-FM		WHIO-FM	
2	WHIO-AM		WHIO-AM		WTUE-FM	
3	WTUE-FM		WTUE-FM		WVUD-FM	
4	WING-AM		WING-AM		WHIO-AM	
5	WONE-AM		WDJX-FM		WONE-AM	
Teen	s					
M-S, 6	am-Midnight					
POP(00): 892					
	A/M '79		O/N '79		A/M '80	

WDAO-FM

WTUE-FM

WDJX-FM

WV11D-FM

WTUE-FM

M-F, 6-10am		
1 WDJX-FM	WDJX-FM	WDJX-FM
2 WING-AM	WING-AM	WTUE-FM
3 WTUE-FM	WHIO-AM	WVUD-FM
M-F, 3-7pm		
1 WDJX-FM	WDJX-FM	WVUD-FM
2 WTUF-FM	WDAO-FM	WDJX-FM
3 WING-AM	WVUD-FM	WTUF-FM
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 2633		
A/M '79	O/N '79	A/M '80
1 WTUE-FM	WTUE-FM	WTUE-FM
2 WING-AM	WHIO-FM	WVUD-FM
3 WDJX-FM	WVUD-FM	WING-AM
4 WONE-AM	WING-AM	WDAO-FM
5 WHIO-FM	WDJX-FM	WDJX-FM
M-F. 6-10am		
1 WING-AM	WING-AM	WTUE-FM
2 WTUE-FM	WHIO-FM	WING-AM
3 WONE-AM	WTUF-FM	WVUD-FM
4 WHIO-AM	WVUD-FM	WDAO-FM
5 WDJX-FM	WONE - AM	WHIO-AM
M-F, 3-7pm		
1 WTUE~FM	WTUE-FM	WTUE-FM
	WHIO-FM	WVUD-FM
2 WING-AM		
3 WDJX-FM	WVUD-FM	WDJX-FM WING-AM
4 WONE-AM 5 WDAO-EM	WING-AM WDJX-FM	WING - AM WDAO - FM
3 0000	W D3 X - F F1	# DWO - L'U
Adults 25-54 M-S, 6em-Midnight		
POP(00): 3367	Oav '70	A/M 100
POP(00): 3367 A/M '79	O/N '79	A/M '80
POP(00): 3367 A/M '79 1 WHIO-FM	WHIO-FM	WHIO-FM
POP(00): 3367 A/M '79 1 WHIO-FM 2 WONE-AM	WHIO-FM WHIO-AM	WHIO-FM WHIO-AM
POP(00): 3367 AM'79 1 WHIO-FM 2 WONE-AM 3 WHIO-AM	WHIO-FM WHIO-AM WING-AM	WHIO-FM WHIO-AM WONE+AM
POP(00): 3367 AMM '79 1 WHIO-FM 2 WONE-AM 3 WHIO-AM 4 WING-AM	WHIO-FM WHIO-AM WING-AM WONE-AM	WHIO-FM WHIO-AM WONE-AM WDAO-FM
POP(00): 3367 A/M'79 1 WHIO-FM 2 WONE-AM 3 WHIO-AM 4 WING-AM 5 WTUE-FM	WHIO-FM WHIO-AM WING-AM	WHIO-FM WHIO-AM WONE+AM
POP(OO): 3367 AJM '79 1 WHIO-FM 2 WONE-AM 3 WHIO-AM 4 WING-AM 5 WTUE-FM MF, 8-10am	WHIO-FM WHIO-AM WING-AM WONE-AM WTUE-FM	WHIO-FM WHIO-AM WONE-AM WDAO-FM WING-AM
POP(00): 3367 AJM '79 1 WHIO-FM 2 WONE-AM 3 WHIO-AM 4 WING-AM 5 WTUE-FM MF, 8-10am 1 WONE-AM	WHIO-FM WHIO-AM WING-AM WONE-AM WTUE-FM	WHIO-FM WHIO-AM WONE-AM WDAO-FM WING-AM
POP(OO): 3367 AMM '79 1 WHIO-FM 2 WONE-AM 3 WHIO-AM 4 WING-AM 5 WTUE-FM MF, 8-10am 1 WONE-AM 2 WHIO-AM	WHIO-FM WHIO-AM WING-AM WONE-AM WTUE-FM WHIO-AM WHIO-FM	WHIO-FM WHIO-AM WONE-AM WDAO-FM WING-AM WHIO-AM WHIO-FM
POP(OO): 3367 AJM '79 1 WHIO-FM 2 WONE-AM 3 WHIO-AM 4 WING-AM 5 WTUE-FM MF, 8-10am 1 WONE-AM 2 WHIO-AM 3 WHIO-AM	WHIO-FM WHIO-AM WING-AM WONE-AM WTUE-FM WHIO-AM WHIO-FM WHIO-FM	WHIO-FM WHIO-AM WONE-AM WDAO-FM WING-AM WHIO-AM WHIO-FM WONE-AM
POP(00): 3367 AJM '79 1 WHIO-FM 2 WONE-AM 3 WHIO-AM 4 WING-AM 5 WTUE-FM MF,8-10am 1 WONE-AM 2 WHIO-AM 3 WINC-AM 4 WHIO-AM 4 WHIO-AM 4 WHIO-AM	WHIO-FM WHIO-AM WING-AM WONE-AM WTUE-FM WHIO-AM WHIO-FM	WHIO-FM WHIO-AM WONE-AM WDAO-FM WING-AM WHIO-AM WHIO-FM WONE-AM WHIO-FM
POP(OO): 3367 AJM '79 1 WHIO-FM 2 WONE-AM 3 WHIO-AM 4 WING-AM 5 WTUE-FM MF, 8-10am 1 WONE-AM 2 WHIO-AM 3 WHIO-AM	WHIO-FM WHIO-AM WING-AM WONE-AM WTUE-FM WHIO-AM WHIO-FM WHIO-FM	WHIO-FM WHIO-AM WONE-AM WDAO-FM WING-AM WHIO-AM WHIO-FM WONE-AM
POP(00): 3367 AJM '79 1 WHIO-FM 2 WONE-AM 3 WHIO-AM 4 WING-AM 5 WTUE-FM MF,8-10am 1 WONE-AM 2 WHIO-AM 3 WINC-AM 4 WHIO-AM 4 WHIO-AM 4 WHIO-AM	WHIO-FM WHIO-AM WING-AM WONE-AM WTUE-FM WHIO-AM WHIO-FM WING-AM WONE-AM	WHIO-FM WHIO-AM WONE-AM WDAO-FM WING-AM WHIO-AM WHIO-FM WONE-AM WHIO-FM
POP(00): 3367 AJM '79 1 WHIO-FM 2 WONE-AM 3 WHIO-AM 4 WING-AM 5 WTUE-FM MF, 8-10am 1 WONE-AM 2 WHIO-AM 3 WINC-AM 4 WHIO-AM 3 WINC-AM 5 WTUE-FM	WHIO-FM WHIO-AM WING-AM WONE-AM WTUE-FM WHIO-AM WHIO-FM WING-AM WONE-AM	WHIO-FM WHIO-AM WONE-AM WDAO-FM WING-AM WHIO-AM WHIO-FM WONE-AM WHIO-FM
POP(OO): 3367 AMM '79 1 WHIO-FM 2 WONE-AM 3 WHIO-AM 4 WING-AM 5 WTUE-FM MF, 8-10am 1 WONE-AM 2 WHIO-AM 3 WING-AM 4 WHIO-AM 4 WHIO-FM 5 WTUE-FN MF, 3-7pm	WHIO-FM WHIO-AM WING-AM WONE-AM WTUE-FM WHIO-AM WHIO-FM WHIO-AM WONE-AM WONE-AM	WHIO-FM WHIO-AM WONE-AM WDAO-FM WING-AM WHIO-AM WHIO-FM WONE-AM WING-AM
POP(OO): 3367 AJM '79 1 WHIO-FM 2 WONE-AM 3 WHIO-AM 4 WING-AM 5 WTUE-FM I WONE-AM 2 WHIO-AM 2 WHIO-AM 4 WHIO-FM 5 WTUE-FM MF, 8-10am 4 WHIO-FM 5 WTUE-FM	WHIO-FM WHIO-AM WING-AM WONE-AM WHIO-FM WHIO-FM WHIO-FM WHOR-AM WONE-AM WDAO-FM	WHIO-FM WHIO-AM WONE-AM WDAO-FM WING-AM WHIO-AM WHIO-FM WONE-AM WING-AM WHO-FM
POP(OO): 3367 AMM '79 1 WHIO-FM 2 WONE-AM 3 WHIO-AM 4 WING-AM 5 WTUE-FM MF, 8-10am 1 WONE-AM 2 WHIO-AM 3 WING-AM 4 WHIO-FM 5 WTUE-FM MF, 3-7pm 1 WHIO-FM 2 WONE-AM	WHIO-FM WHIO-AM WING-AM WONE-AM WHIO-AM WHIO-FM WING-AM WONE-AM WONE-AM WONE-AM WHO-FM	WHIO-FM WHIO-AM WONE-AM WDAO-FM WING-AM WHIO-AM WHIO-FM WONE-AM WING-AM WHO-FM WONE-AM WHO-FM

Cume Persons Trends/Rankings

Total 12+ M-S. 6em-Midnight

m-s, ourn-midnight					
POP(00): 68	6.5				
A/M '79		O/N '79		A/M '80	
1 WHIO-AM	1 2392	WPIO-AM	2081	WHIO-AM	199
2 WING-AM	1 2026	WHIO-FM	1987	WHIO-FM	193
3 WHIO-FM	1 1839	WING-AM	1903	WTUE-FM	155
4 WONE-AM	1 1292	WTUE-FM	1252	WING-AM	140
5 WTUE-F	1 12 8 2	WONF-AM	1132	WONE-AM	129
M-F, 6-10am					
1 WHIO-A	М	WHIO-AM		WHIO-AM	
2 WING-A	4	WHIO-FM		WHIO-FM	
3 WHIO~F	M	WING-AM		WING-AM	
4 WONE-A	Ч	WONE-AM		WONE-AM	
5 WITUE-F	М	WTUE-FM		WTUE-FM	
M-F, 3-7pm					
1 WHIO-A	М	WHIO-FM		WHIO-FM	
2 WING-A	M	WHIO-AM		WTUE-FM	
3 WHIO-F.	M	WINGHAM		WHIO-AM	
4 WTUE-F	М	WTUF-FM		WONE ~ AM	
5 WONE-A	М	WDJX-FM		WING-AM	
Teens					
M-S, 6am-Midnight					
POP(00): 892	2				
A/M *79		O/N '79		A/M '80	
1 WDJX-F	1	WDJX-FM		WDJX-FM	
2 WING-AM	ŧ	WTUE-FM		WTUE-FM	
3 WTUE-F	1	WING-AM		WVUD-FM	

_			M 4 C D - T-13
M-F. 6-	10am		
1	WDJX-FM	WDJX-FM	WDJX-FM
2	WING-AM	WING-AM	WTUE-FM
3	WTUE-FM	WTUF-FM	WING-AM
M-F, 3-	7pm		
1	WDJX-FM	WDJX-FM	WDJX-FM
2	WING-AM	WTUE-FM	WVUD-FM
2	WTUE-FM	WDAO-FM	WTUE-FM

Adults 18-34 M-S, 6am-Midnight

POP(0	00): 2633		
	A/M '79	O/N '79	A/M *80
1	WING-AM	WING-AM	WTUE-FM
2	WTUE-FM	WTUE~FM	WING-AM
3	WHIO-AM	WHIO-FM	WVUD-FM
4	WDJX-FM	WDJX-FM	WDJX-FM
5	WDAO-FM	WVUD-FM	WDAO-FM
M-F, 6-1	l0am		
1	WING-AM	WING-AM	WTUE-FM
2	WTUE-FM	WTUE-FM	WING-AM
3	WHIO-AM	WHIO-FM	WVUD-FM
4	WONE-AM	WVUD-FM	W DJ X - F M
5	WDJX-FM	WDJX-FM	WPAO-FM
M-F, 3-7	'pm		
I	WING-AM	WTUE-FM	WTUE-FM
2	WTUE-FM	WING-AM	WVUD-FM
3	WDJX-FM	WVUD-FM	WING-AM
4	WONE-AM	WHIO-FM	WDJX-FM
5	WDAO-FM	WDJX-FM	WDAO-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 3367 A/M '79 O/N '79 A/M '80 WHIO-AM WHIO-FM WHIO-FM WING-AM WHIO-AM WONE-AM WHIO-AM 3 WHIO-FM 4 WONE-AM WING-AM WONE-AM WING-AM 5 WILE-EM WITHEFF WTUE-FM M-F. 6-10am WHIO-AM WHIO-AM WHIO-AM WHIO-FM WONE-AM WING-AM WONE-AM WHIO-FM WING-AM WONE-AM WINCAAM WHIO-FM 5 WTUE-FM WTUE-FM M-F, 3-7pm 1 WING-AM WHIO-FM WHIO-AM WHIO-AM WHIO-AM WONE-AM WHIO-FM WING-AM WONE-AM WONE - AM WING - AM

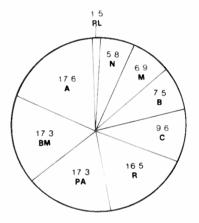
5 WTUE-FM

Format Penetration Chart

WDIX-FM

WDAO-FM

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



Format Legend

A-AOR B-Black B8-Big Band, BM-Beau tiful Music C-Country CL-Classical D Dancemusic J-Jazz M-Miscellaneous N-News O-Oldies, PA-Pop Adult R Rock, RL-Religious, S-Spanish T-Talk

WELE-FM WWLV-FM

WDOO-FM

WROD-AM

Daytona Beach

METRO RANK

137

WTLN-AM (RL) 0.4 WTRR-AM (C) 0.4

WWLV-FM WELE-FM

Verage Persons 12+ Share Trends POP(00): 1918

10 P	(00): 191	1.0			
	A/M 179		O/N '79		A/M '80
1	WWLV-FM	16.0	WWLV-FM	16.8	WWLV-FM(BM)19.0
2	WSBB-AM	11.4	WDBO-FM	11.8	WELE-FM(C) 12.0
3	WDBO-FM	10.7	WELE-FM	8.8	WD0Q-FM(PA)11.7
4	WDIZ-FM	9.1	WSBB-AM	8.4	WDBO-FM(800)11.7
5	WNDB-AM	7.5	WDIZ-FM	8.0	WND B-AM(PA) 7.7
6	WMFJ-AM	5 - 2	WQXO-FM	8.0	WSBB-AM(PA) 7.3
7	WROD-AM	5 - 2	W ND B - AM	7.3	WDIZ-FM(A) 5.1
8	WELE-FM	5 . 2	WROD-AM	6 - 1	WROD-AM (PA) 2.9
9	WQX0-FM	4.9	WPAT-AM	4 2	WMFJ-AM(RL) 2.6
10	WFLE-AM	3.6	WELE-AM	3.8	W DAT - AM (PA) 2.2
11	WDAT-AM	3.3	WORJ-FM	2.3	WORJ-FM(A) 1.8
12	WBJW-FM	2.9	WMFJ-AM	2 . 3	WELE AM(C) 1.8
13	WHOO-FM	2 - 3	WBJW-FM	1.9	WETO-AM (R) 1.5
14	WHLY-FM	1 - 6	WHOO FM	1.5	WDBO-AM (PA) 1.5
1.5	WETO-AM	1.3	WKKX-AM	1.5	WHOO-FM (BM) 1.1
16	WDBO-AM	1.0	W D B O - A M	1.5	WHLY-FM (A) 1.1
17	WORJ-FM	1.0	WHLY-FM	1 + 1	WORL-AM (M) 1.1
18	WHOO-AM	0.3	WKIS-AM	0.8	WA PE-AM (R) 0.7
19	WKKX-AM	0.3	WETO-AM	9,0	WTLN-FM (RL) 0,7
20	11007 414	0 3			

Average Persons Trends/Rankings

WWLV-FN WDBO-FM

ou	91	12	+	•				
S,	6	am-	M	id	niç	jh	ŧ	
0.0	,	~~				^		0

1 WWLV-FM 2 WSBB-AM

18 WHOO-AM 19 WKKX-AM 20 WCCZ-AM 21

F\$,	sam-Mid	night	
0 P	(00):	1918	
	4.04	170	

0.3

	M M E 4 1 1 1 1		M M T A T I II		MMFA-1-U	26
2	WSBB-AM	3.5	WDBO-FM	3.1	WELE-FM	33
3	WDBO-FM	3 3	WELE-FM	23	WDOQ-FM	3.2
4	WDIZ · FM	2.8	WSBB-AM	22	WPBO-FM	3.2
5	W ND B - AM	2 3	WD I Z-FM	2 1	WNDE-AM	2 1
HF, 6	-10am					
1	WSBB-AM		WWLV-FM		WWLV-FM	
2	WWLV-FM		WNDB-AM		WND B-AM	
3	W ND B - A M		WSBB-AM		WELE-FM	
4	WROD-AM		WELE-FM		WDBO-FM	
_ 5	WDBO-FM		WDBO-FM		WPOQ-FM	
-F , 3	-7pm					
1	WWLV-FM		WWLV-FM		WWLV-FM	
2	WDIZ-FM		W D B O - F M		WDOQ-FM	
3	WDRO-FM		WDIZ-FM		WELF-EM	

DBO-FM	WDIZ-FM	WELE-FM
SBB-AM	WELE-FM	WDBO-FM
ND B - AM	WQXO-FM	WNDB-AM
-Midnight		
): 183		
A/M '79	O/N '79	A/M '80
DIZ-FM	WDIZ-FM	WDOQ-FM
MFJ-AM	WBJW-FM	WDIZ-FM
QXQ-FM	WORJ-FM	WDAT-AM
em		
DIZ-FM	WDIZ-FM	WDOQ-FM
4FJ-AM	WQXQ-FM	WDIZ-FM
ND B-AM	WETO-AM	WELE-AM
m		
DIZ-FM	WBJW-FM	WDOQ-FM
HLY-FM	WDIZ-FM	WDIZ-FM
MFJ-AM	WQXQ-FM	WPAT-AM
8-34		
	SBB-AM NDB-AM NDB-AM	SBB-AM

S, 6am-Midnight

OP(00): 476

	A/M '79	O/N '79	A/M '80
1	WDIZ-FM	WQXQ-FM	WDOQ-FM
2	WQXQ-FM	WDIZ-FM	WELE-FM
3	WMFJ-AM	WROD-AM	WDIZ-FM
4	WROD-AM	WELE-FM	WWLV-FM
5	WDAT-AM	WELE AM	WORJ-FM
F, 6-	10em		
1	WROD-AM	WQXQ-FM	WDOQ-FM
2	WDIZ-FM	WDIZ-FM	WELE-FM
3	WQXQ-FM	WDAT-AM	WMFJ-AM
4	WMF J - AM	WROD-AM	WDBO-FM
5	WDAT-AM	WELE-FM	WDAT-AM
F, 3-	7pm		
1	WPIZ-FM	WQXQ-FM	WDO 0-FM
2	WBJW-FM	WDIZ-FM	WWI.V-FM
3	WQXQ-FM	WROD-AM	WDIZ-FM
4	WROD-AM	WELE-FM	WDBO-FM
5	WDAT-AM	WWLV-FM	WELE-FM
dult	s 25-54		_

OP(00): 653

A/M '79	O/N '79	A/M '80
WELE-FM	WWLV-FM	WELE-FM
WDBO-FM	WELE-FM	WWLV-FM
WROD-AM	WDBO-FM	WDOQ-FM
WWLV-FM	WQXQ-FM	WDBO-FM
WNDB AM	WDAT-AM	WROD-AM
10em		
WROD-AM	WELE-FM	WELE-FM
WELE-FM	WWLV-FM	WWLV-FM
WNDB AM	WROD-AM	WND B-AM
WDBO-FM	WDAT-AM	WDOQ-FM
WDIZ-FM	WNDB-AM	WDBO-FM
	WELE-FM WDBO-FM WROD-AM WWLV-FM WNDB AM 10am WROD-AM WELE-FM WNDB AM WDBO-FM	WELE-FM WWLV-FM WDBO-FM WELE-FM WWLV-FM WQXQ-FM WWLV-FM WDAT-AM 10m WROD-AM WELE-FM WELE-FM WWLV-FM WNDB AM WROD-AM WDBO-FM WDAT-AM

-F, 3-7	pm		
1	WDBO-FM	WELE-FM	WWLV-FM
2	WWLV-FM	WWLV-FM	WELE-FM
3	WELE-FM	WDBO-FM	WDOQ-FM
4	WROD-AM	WQXQ-FM	WROD-AM
5	WDIZ-FM	WDAT-AM	WDBO-FM

Cume Persons Trends/Rankings

Total 12+

	A/M '79		O/N '79		08° M/A	
1	WWLV-FM	449	WWLV-FM	487	WWLV-FM	4.8
2	WND B-AM	423	WD BO-FM	335	WDOQ-FM	4.1
3	WDIZ-FM	360	WND B-AM	321	WDBO-FM	37
4	WMFJ-AM	313	WDIZ-FM	293	WELE-FM	3 4
5	WDBO-FM	312	WFLE-FM	286	WNDB-AM	27
M-F, 6	-10am					
1	WWLV-FM		WWLV-FM		WWLV-FM	
2	WNDB-AM		WNDB-AM		WPOO-FM	
3	WDIZ-FM		WSBB-AM		WELE-FM	
4	WMFJ-AM		W D B O - F M		WNDB-AM	
5	WDBO-FM		WDIZ-FM		WDBO-FM	
M-F, 3	7pm					
1	WWLV-FM		WWLV-FM		WWLV-FM	
2	WDIZ-FM		WDBO-FM		WDOQ-FM	
3	WDBO-FM		WDIZ-FM		WDBO-FM	
4	WND B-AM		WQXO-FM		WELE-FM	
5	WROD-AM		WELE-FM		WNDB-AM	

POP	(00):	183

A/M '79	O/N '79	A/M '80
1 WDIZ-FM	WDIZ-FM	WDOO-FM
2 WMFJ-AM	WBJW-FM	WDIZ-FM
3 WQXQ-FM	WORJ-FM	WDAT-AM
M-F, 6-10am		
1 WDIZ-FM	WDIZ-FM	WDOO-FM
2 WMFJ-AM	WQXQ-FM	WDIZ-FM
3 WOXQ-FM	WDAT-AM	WDAT-AM
M-F, 3-7pm		
1 WDIZ-FM	WDIZ-FM	WDOO-FM
2 WMFJ-AM	WB JW-FM	WDIZ-FM
3 WHLY-FM	WOX0-FM	WDAT-AM
Adults 18-34		

M-5,	ы	ım-	W	Q	Inig	n	ľ
POP	(00)	:	4	7	ŧ
			_				

WPAT-AM

A/M '79	O/N '79	A/M '80
1 WDIZ-FM	WOXQ-FM	WDOQ-FM
2 WQXQ-FM	WDIZ-FM	WD1Z-FM
3 WDAT-AM	WROD-AM	WELE-FM
4 WBJW-FM	WELE-FM	WROD-AM
5 WMFJ-AM	WWLV-Fit	WORJ-FM
A-F, 6-10am		
1 WDIZ-FM	WQXQ-FM	WDOQ-FM
2 WQXO-FM	WDIZ-FM	WELE FM
3 WMFJ-AM	WROD-AM	WDIZ-FM
4 WDAT-AM	WDAT-AM	WDAT-AM
5 WROD-AN	WELE-FM	WROD-AM
A-F, 3-7pm		
1 WDIZ-FM	WDIZ-FM	WDOQ-FM
2 WQXQ-FM	WQXO-FM	WDIZ-FM
3 WROD-AM	WDAT - AM	WELE-FM

WOXO-FM WDAT-AM WORJ-FM WORJ-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 653 A/M '79

1 WFLE-FM 2 WWLV-FM

3 WNDB-AM

5 WDAT-AM

4	WROD-AM	WNDB-AM	WDBO-FM
5	WDBO-FM	WQXQ-FM	WND B-AM
M-F, 6-	10am		
1	WROD-AM	WWLV-FM	WELE-FM
2	WNDB-AM	WELE-FM	WWLV-FM
3	WELE-FM	WROD-AM	WDOQ-FM
4	WWLV-FM	WND B-AM	WND B-AM
5	WMFJ-AM	NQXQ-FM	WROD-AM
M-F, 3-	7pm		
1	WWLV-FM	WWLV-FM	WWLV-FM
2	WELE-FM	WELE-FM	WELE-FM
3	WDBO FM	WDBO-FM	WDOQ-FM
4	WROD-AM	WQXQ-FM	WND B-AM

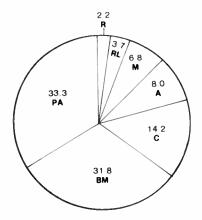
WWLV-FM WELE-FM

WDBO-FM

Format Penetration Chart

WROD-AM

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



Format Legend

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

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Denver-**Boulder**

METRO RANK

22

A/M '80 Market Overview

With KOA usually winning the fall books thanks to Broncos football, the suspense in this market is over what will happen in the spring. This year there was a new number one, AOR KBPI. By almost doubling its total persons appeal, the station soared ahead of such perennial fixtures as KIMN and KHOW.

KBPI's gains came in three areas - teens, young men, and to a lesser extent, young adult women. Last spring KBPI had an 18-34 share of just under 9%, but this spring the station surged to over 15%. A TV ad campaign, plus sponsoring promotions like bike races and sending listeners to a Pink Floyd concert in L.A. helped the station's visibility remain

KIMN and KHOW were virtually tied in total audience, but each had its own niche of strength. KIMN was second 18-34, while KHOW was tops in the 25-54 demo. KIMN was quite aggressive promotionally this past sweep, using an extensive direct mail campaign and TV commercials. On-air, it featured a "Go For The Gold" contest, offering prizes such as a pound of gold, a trip to Mexico, and a new car. KIMN is hoping to add to its adult appeal, so future surveys should be interesting to see how the KHOW/KIMN matchup is resolved.

Beautiful Music KLIR and Country leader KLZ each enjoyed good books. KLIR aired the Patrick O'Neal TV commercial and used billboards to promote its Schulke sound. KLIR's rebound from a poor book last fall placed it in second place 25-54 adults, with a share comparable to its A/M '79 num-

KLZ used a combo of TV and newspaper ads to try and attract listeners to the station. On-air promotions included the "Secret Sound," a phone-in contest in which people tried to guess the sound and win a cash prize of \$560. KLZ has grown consistently, garnering fourth place 25-54 with more than 7% of that audience.

Two stations suffered noteworthy down books. KOA slipped after the football season, so we should see a rebound in the Fall survey. KOSI-FM, after doubling its share in the last book, settled down as KLIR recaptured some of its numbers.

M-F, 6-10am		
1 KHOW-AM	KHOW-AM	K HO W - AM
2 KOA -AM	KOA -AM	KIMN-AM
3 KLIR-FM	KIMN-AM	KOA - AM
4 KOSI-FM	KLZ -AM	KLZ -AM
5 KIMN-AM	KVOD-FM	KLIR-FM
6 KVOD-FM	KOSI-FM	KBPI-FM
7 KLZ -AM	KLI R-FM	KOSI-FM
8 KOSI-AM	KP PL - F M	KV OD-FM
9 KERE-AM	KTLK-AM	KPPL-FM
10 KLAK-AM	KOS I-AM	KI, AK -A M
M-F, 3-7pm		
1 KHOW-AM	KHO WHAM	KHO W-AM
2 KLIR-FM	KI,Z -AM	KIMN-AM
3 KOSI-FM	FOS I - FM	KLZ -AM
4 KOA -AM	KLIR-FM	KLIR-FM
5 KIMN-AM	KIMN-AM	KOSI-FM
6 KPPL-FM	KOA -AM	KBPI-FM
7 KTLK-AM	KP PL - FM	KPPL-FM
8 KLZ -AM	KVOD-FM	KOA -AM
9 KOSI-AM	KTLK-AM	KV OD - FM
10 KBPI-FM	KBPI-FM	K L AK - A M
Cume Pe	rsons Trends/F	Rankings
		90

Total 12+				
M-S, 6am-Midnight				

Total 12+ M-S, 6am-Midnight					
POP(00): 1285	5 3				
A/M '79		O/N '79		A/M '80	
1 KIMN-AM	2819	KOA -AM	3518	KIMN-AM	21
2 KHOW-AM	2760	KIMN-AM	2853	KBPI-FM	21
3 KOA - AM	2586	KHO W-AM	2486	K HO W - A M	2
4 KOSI-FM	2083	KOSI-FM	2003	KOA -AM	2
5 KLIR-FM		KLI R-FM		KLIR-FM	2
6 KTLK-AM	1777	KAZY-FM	1853	KAZY-FM	1.1
7 KOAQ-FM		KI.Z -AM	1825	KOSI-FM	14
8 KBPI-FM		KBPI-FM	1723	KLZ -AM	1
9 KAZY-FM		KTLK-AM	1687	KOAQ-FM	-1
10 KOSI-AM	1519	KOAQ-FM	1552	KYG O-FM	1
M-F, 6-10am					
1 KHOW-AM		K HO W-AM		KIMN-AM	
2 KOA -AM		KOA -AM		K HO W-AM	
3 KIMN-AM		KIMN-AM		KOA -AM	
4 KTLK-AM		KLZ -AM		KBPI-FM	
5 KAZY-FM		KTLK-AM		KIZ -AM	
6 KLIR-FM		KAZY-FM		KI, IR-FM	
7 KOSI-AM		KOSI-FM		KAZY-FM	
8 KLZ -AM		KIJ R-FM		KOSI-FM	
9 KOSI-FM		KBPI-FM		KPPL-FM	
10 KBPI~FM		KVOD-FM		KOSI-AM	
M-F, 3-7pm					
1 KHOW-AM		KIMN-AM		KIMN-AM	
2 KIMN-AM		KHO W-AM		KBPI-FM	
3 KAZY-FM		KOA -AM		K HO W - AM	
4 KOSI-FM		KAZY-FM		KI.I R-FM	
5 KOA -AM		KOSI-FM		KAZY-FM	
6 KLIR-FM		K [,] R - F M		KOA -AM	
7 KOAO-FM		KTLK-AM		KLZ -AM	
8 KTLK-AM		K1.Z - A M		KOS I-FM	

10 KOSI-AM Teens M-S, 6am-Midnight POP(00): 1639

A/M '79

1 KIMN-AM	KIMN-AM	KIMN-AM
2 KTLK-AM	KAZY-FM	KAZY-FM
3 KOAO-FM	KOAO-FM	KBPI-FM
F, 6-10am		
1 KIMN-AM	KAZY-FM	KIMN-AM
2 KTLK-AM	KIMN-AM	KAZY-FM
3 KAZY-FM	KTLK-AM	KYGO-FM
F, 3-7pm		
I KIMN-AM	KA7V~FM	KAZV-FM

KIMN-AM

K 1. Z - A M K O A Q - F M

KBPI~F

O/N '79

KPPL-FM

KIMN-AM

KOAQ-FM

K TMN-AM

KAZY-FM KPPL-FM

Adults 18-34 M-S. 6am-Midnight

KTLK-AM

POP(00): 5215 A/M '79

	PUM 10	OH4 75	Aim ou
1	KIMN-AM	KIMN-AM	KBPI-FM
2	KBPI-FM	KBPI-FM	KIMN-AM
3	KHOW-AM	K HO W - AM	KAZY-FM
4	KOAQ-FM	KAZY-FM	K HO W-AM
5	KAZY-FM	KOA ~AM	KPPL-FM
6	KIMN-FM	KTLK-AM	KOAQ-FM
7	KTLK-AM	KOAO-FM	KYGO-FM
8	KOA - AM	KPPL-FM	KLZ -AM
9	KOSI-FM	KYG O-FM	KV OD - FM
10	KPPL-FM	KLZ -AM	KOA -AM
M-F, 6	am-10am		
1	KHOW-AM	KIMN-AM	KIMN-AM
2	KIMN-AM	K HO W - A M	KBPI-FM

K HO W - A M

M-F, 6am-10am			
1	KHOW-AM		
2	KIMN-AM		
3	KAZY-FM		

M-

1	KIMN-AM	KIMN-AM	KBPI-FM
F, 3-	7pm		
10	KBCO-FM	KOA -AM	KTLK-AM
9	KLZ -AM	KV OD - F M	KYGO-FM
8	KOA -AM	KOAQ-FM	KOA -AM
7	KOAQ-FM	KPPL-FM	KOAQ-FM
6	KTLK-AM	KLZ -AM	KLZ -AM
5	KIMN-FM	KAZY-FM	KP PL - FM
4	KBPI-FM	KTLK-AM	KAZY-FM
3	KAZY-FM	KBPI-FM	K HO W - A M

1	KIMN-AM
2	KAZY-FM
3	KHOW-AM
4	KBPI-FM
5	KOAO-FM

KBPI-FM K HO W-AM KIMN-FM KOAO-FM KTLK-AM KOAQ-FM KPPL-FM KYGO-FM KYGO-FM KLZ -AM KOA -AM KADX-FM

K HO W - A M

KAZY-FM KTLK-AM

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 12853

POP	(00): 128	5 3			
	A/M '79		O/N '79		A/M '80
1	KHOW-AM	9.9	KOA -AM	9.9	KBPI-FM (A) 9.0
2	KLIR-FM	7 . 8	KHOW-AM	7.7	KIMN-AM (R) 7.7
3	KAZY-FM	7.3	KOSI-FM	6.9	KHO W-AM (PA) 7.6
4	KOSI-FM	6 - 7	KIMN-AM	6 - 8	KLIR-FM (BM) 7.3
5	KIMN-AM	6 - 5	KLIR-FM	6.5	KLZ -AM (C) 6.7
6	KOA -AM	6.4	KAZY-FM	6.1	KOA -AM (N) 6.5
7	KTLK-AM	5.4	KLZ -AM	5.4	KOSI-FM (BM) 5.7
8	KBPI-FM	4.6	KBP1-FM	4.9	KAZY-FM (A) 5-2
9	KI, Z - A M	3.9	KV 00-FM	4 - 1	KPPL-FM (PA) 4.9
10	KOAO-FM	3.4	KTLK-AM	3.9	KV OD - FM (CL) 3 . 8
11	KOSI-AM	3.4	KPPL-FM	3.6	KLAK-AM (C) 3.5
12	KVOD-FM	3.2	KYGO-FM	3.1	KOSI-AM (BM) 3.2
13	KIMN-FM	3.0	KOAO-FM	2.6	KYG0-FM (C) 2.8
14	KPPL-FM	2 - 8	KLAK-AM	2.6	KOAQ-FM (R) 2.7
15	KWBZ-AM	2 - 6	KOSI-AM	2.1	KADX-FM (J) 2.6
16	KADX-FM	2 . 3	KHOW-FM	2.0	KDEN-AM (N) 2.4
1.7	KERE-AM	1 - 9	KDEN-AM	1.7	KTLK-AM (R) 2.2
18	KLAK-AM	1.9	KADX-FM	1.7	KWBZ-AM (T) 2.1
19	KDEN-AM	1.8	KLDR-AM	1.7	KFML-AM (A) 1.8
20	KHOW-FM	1.5	KFML-AM	1.7	KBC0-FM (A) 1.6
2.1	KBCO-FM	1.5	KDKO-AM	1.6	KHOW-FM (BM)1.5
2 2	KDKO-AM	1.4	KERE-AM	1.5	KTCL-FM (A) 1.1
23	KLDR-AM	1.2	KWBZ-AM	1.5	KDKO-AM (B) 0.9
2 4	KFML-AM	1.0	KBCO-FM	1.3	KADE-AM (A) 0.7
2 5	KADE-AM	1.0	KTCL-FM	1.3	KRKS-AM (AL) 0.6
26	KRKS-AM	0.6	KADE-AM	1.0	KBNO-AM (S) 0.5
27	KBOL-AM	0.5	KRKS-AM	0.6	KL MO- AM (PA) 0 . 4
28	KBRN-AM	0.4	KBOL-AM	0.4	KERE-AM (C) 0.4
29					KBRN-AM (AL) 0.3

Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 12853

from Market Buy Market

KOAO-FM

10 KOSI-AM

	A/M '79		O/N '79		A/M '80	
1	KHOW-AM	201	KOA -AM	209	KBPI-FM	195
2	KL IR-FM	158	KHOW~AM	163	KIMN-AM	167
3	KAZY-FM	148	KOS I-FM	146	KHOW-AM	165
4	KOSI-FM	135	KIMN-AM	144	KLI R-FM	158
5	KIMN-AM	132	KLIR-FM	138	KLZ -AM	145
6	KOA -AM	129	KAZY-FM	129	KOA -AM	141
7	KTLK-AM	110	KLZ -AM	114	KOSI-FM	125
8	KBPI-FM	94	KBPI-FM	104	KAZY-FM	113
9	KLZ -AM	80	KVOD-FM	8.6	KPPL-FM	106
10	KOA Q · FM	69	KTI,K-AM	83	KV OD - FM	82
M-F, 6	-10am					
1	KHOW-AM		K HO W-AM		KHO W-AM	
2	KOA ~AM		KOA -AM		KOA -AM	
3	KIMN-AM		KIMN-AM		KIMN-AM	
4	KL IR-FM		KLZ -AM		KLZ -AM	
5	KAZY-FM		KOSI-FM		KBPI-FM	
6	KTLK-AM		KV OD-FM		KLIR-FM	
7	KLZ -AM		KIJI R-FM		KOSI-FM	
8	KOSI-FM		KTLK-AM		KAZY-FM	
9	KOSI-AM		KBPI-FM		KPPL-FM	
1.0	K V OD - F M		KAZY-FM		KOS I - AM	
M-F, 3	-7pm					
1	KHOW-AM		KOSI-FM		KBPI-FM	
2	KAZY-FM		KAZY-FM		KIMN-AM	
3	KLIR-FM		KOA -AM		KLZ -AM	
4	KIMN-AM		KHOW-AM		KI,IR-FM	
5	KTLK-AM		KLIR-FM		K HO W - AM	
6	KOSI-FM		KIMN-AM		KAZY-FM	
7	KOA -AM		KIZ -AM		KOS I-FM	
8	KBPI-FM		KBPI-FM		KOA -AM	
9	KOAQ-FM		KTLK-AM		KPPL-FM	

KPPL-FM

KOAQ-F

M-S, 6am-Midnight POP(00): 1639 A/M '79 O/N '79 A/M '80 KAZY-FM KIMN-AM KIMN-AM KIMN-AM 3 KAZY~FM KTLK-AM KBPI-FM M-F, 6-10am KAZY-FM KIMN-AM 1 KTLK~AM 2 KIMN-AM KIMN-AM KAZY FM KTLK-AM KTLK-AM M-F, 3-7pm 1 KTLK-AM 2 KIMM-AM 3 KOAO-FM KAZY-FM KIMN-AM KYGO-FM KIMN-AM Adults 18-34 M-S, 6am-Midnight POP(00): 5215 A/M '79 O/N '79

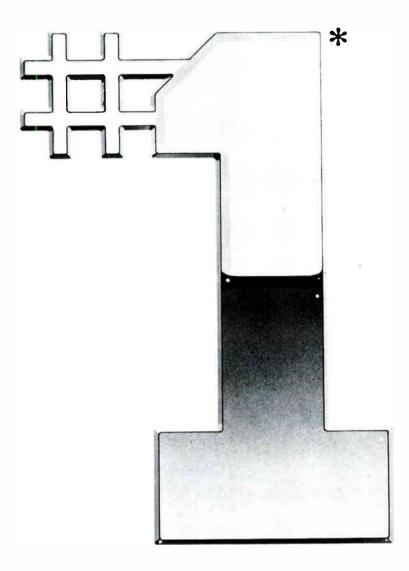
		0111 73	A/III 00
1	KAZY-FM	KBPI-FM	KBPI-FM
2	KHOW-AM	K I M N - A M	KIMN-AM
3	KBPI-FM	KAZY~FM	KP PL - FM
4	KIMN-AM	K HO W - A M	KAZY-FM
5	KIMN-FM	KPPL-FM	K HO W - A M
6	KOAO-FM	KTLK-AM	KLZ -AM
7	KPPL-FM	KOA -AM	KADX-FM
8	KADX-FM	KLZ -AM	KFML-AM
9	KTLK-AM	KOS I - F M	KOAO-FM
10	KBCO-FM	KYG O-FM	FV OD - FM
M-F. 6-1	l0am		
1	KHOW-AM	K HO W~AM	KBPI-FM
2	KAZY-FM	KIMN-AM	KIMN-AM
3	KIMN-AM	KBPI-FM	K HO W-AM
4	KBPI-FM	KLZ -AM	KLZ -AM
5	KOA -AM	KTLK-AM	KPPL-FM
6	KIMN-FM	KPPL-FM	KAZY-FM
7	KPPL-FM	KOS I-FM	KOA -AM
8	KOAO-FM	KAZY-FM	KOAQ-FM
9	KVOD-FM	KV OD-FM	KADX-FM
10	KTLK-AM	KYGO-FM	KV OD - F M
M-F, 3-7	'pm		
1	KAZY-FM	KAZY-FM	KBPI-FM
2	KHOW-AM	KBPI-FM	KIMN-AM
2	V D DI - FM	V D DI CM	VATV EM

9	KVOD-FM	KV OD-FM	KADX-FM
10	KTLK-AM	KYG O-FM	KV OD - F M
F, 3-7	pm		
1	KAZY-FM	KAZY-FM	KBPI-FM
2	KHOW-AM	KBPI-FM	KIMN-AM
3	KBPI-FM	KPPL-FM	KAZY-FM
4	KIMN-AM	K IM N-AM	KPPL-FM
5	KIMN-FM	KHOW-AM	KLZ -AM
6	KPPL-FM	KTLK-AM	K HO W-AM
7	KOAQ-FM	KYGO-FM	KADX-FM
8	KADX-FM	KLZ -AM	KBCO-FM
9	KOSI-FM	KOAQ-FM	KOAQ-FM
10	KTLK-AM	KOS I-FM	KFML-AM

Adults 25-54 POP(00): 6598

	A/M '79	O/N '79	08' M/A
1	KHOW-AM	KHOW-AM	KHOW-AM
	KOSI-FM	KOA -AM	KLIR-FM
3	K1. Î R – F M	KOSI-FM	KIMN-AM
- A	KOA - AM	KLZ -AM	KLZ ~AM
5	KI MN~AM	KV OD - FM	KBPI-FM
6	KVOD-FM	KIMN-AM	KOSI-FM
7	KLZ -AM	KLI R-FM	KPPL-FM
	KBPI-FM	KPPL-FM	KOA -AM
-	K PPI FM	K B P I – F M	KV OD – FM
	KOSI-AM	KTLK-AM	K L AK -A M





With adults:

25-49 25-54

(Not to mention adults in drive times.)

Why not mention drive times!

.... 37% more 25-49 & 25-54 adults than the *2 station.

Doubleday Broadcasting Co., Inc.

National Representatives: Radio Advertising Representatives, Inc.

*Source: A.R.B./A.P.R.-MAY 1980/M.S.A./A.Q.H Total Week/6-10,3-7/Mon.-Fn.



Des Moines METRO RANK

103

Average Persons 12+ Share Trends

	A/M '79		O/N '79		A/M '80
1	KSO -AM	17.6	WHO AM	16.4	WHO -AM (N) 16.9
2	WHO -AM	15.1	KLYF-FM	11.0	KSO -AM (C) 14.
3	KLYF-FM	13.1	KRNT-AM	10.8	KLYF-FM (BM)12.4
4	KIOA-AM	12.1	KSO -AM	10.5	KRNT-AM (PA) 11.
5	KRNT-AM	11.8	KIOA-AM	10.3	KGGO-FM (A) 11.1
6	KMCK-FM	7.6	KMGK-FM	9.7	KRNQ-FM (R) 9 E
7	KRNO-FM	7.6	KRNQ-FM	9.5	KIOA-AM (R) 6.9
8	KCCO-FM	6.3	KGG O-FM	7.4	KMGK-FM (R) 6.6
9	KDMI-FM	1,5	KLFM-FM	2.8	KANY-FM (BM) 1.6
10	KWKY-AM	1.3	K C B C - A M	1.5	KWKY-AM (RL) 1.1
1 1	KANY-FM	1.0	KWKY-AM	1.5	KCBC-AM (PA) 0.8
12	KL FM - FM	0.8	KANY-FM	0.8	KLFM-FM (PA) 0.8
13	WOW -AM	0.5	KDM I - FM	0.5	

Average Persons Trends/Rankings

I Ota	# 12+	
M-S.	6am-Midnight	

POP(00): 2752

	A/M '79		O/N '79		A/M '80	
1	KSO -AM	7.0	WHO -AM	64	WHO -AM	6.4
2	WHO -AM	60	KLYF-FM	43	KSO -AM	5
3	KLYF-FM	5.2	KRNT-AM	42	KLYF-FM	4
4	KI OA-AM	48	KSO -AM	4 1	KRNT-AM	4
5	KRNT-AM	47	K IO A-AM	40	KCCO-FM	4
M-F, 6	-10am					
1	WRO -AM		WHO AM		WHO -AM	
2	KSO -AM		KR NT - AM		KRNT-AM	
3	KRN T-AM		KSO -AM		KSO AM	
4	KIOA-AN		K IO A-AM		KRNO-FM	
5	KLYF FM		KM GK - FM		KLYF-FM	
M-F, 3	-7pm					
1	KSO -AM		WHO AM		KSO -AM	
2	KIOA-AM		KIO A-AM		WHO -AM	
3	WHO -AM		KSO -AM		KI.YF-FM	
4	KLYF-FM		KLYF-FM		KGG O-FM	
-	KRNT-AM		KRNT-AM		KRNT-AM	

O/N '79

M	. 00	11117	771	u	mgnt
PO	Р(00)	:	345
			_		

		0/14 / 8	AVIII OU
1	KMCK-FM	KRNO-FM	KGGO-FM
?	KIOA-AM	KMCK-FM	KM CK - F M
3	KPNO-FM	KIO A-AM	KRNO-FM
M-F. 6-	-10am		
1	K MGK ~F M	KRNQ-FM	KM GK - FM
2	KIOA-AM	K IO A-AM	KGGO-FM
3	KRNQ-FM	KM GK - F M	KRN Q-FM
M-F, 3-	7pm		
1	KIOA~AM	KIO A-AM	KM GK - F M
2	KMGK-FM	KMCK-FM	KGG O-FM
3	KRNQ-FM	KRNO-FM	KRNO-FM

O/N '79

KIOA AM

KMCK-FM

KGGO-FM KRNO-FM KSO -AM A/M '80

KRNO-FM KGGO-FM KIOA-AM KLYF-FM

Adults 18-34 M-S, 6am-Midnight

POP(00): 1044
	A/M '79
1	KIOA-AM
2	KRN Q-FM
3	KGGO-FM
4	KSO -AM
5	KMGK-FM

-1Uam		
KIOA-AM	K IO A-AM	KRNQ-FM
KSO -AM	KMGK-FM	WHO -AM
K RN Q - F M	KGGO-FM	KIOA-AM
KMCK-FM	KRNQ-FM	KGC O-FM
KGGO-FM	KRNT-AM	KMGK-FM
-7pm		
KIOA-AM	KIO A-AM	KRNO-FM
KGGO-FM	KGC O-FM	KCCO-FM
KRNO-FM	KM GK - F M	KIOA-AM
WHO -AM	KRNO-FM	KLYF-FM
KSO -AM	KSO -AM	KSO -AM
	KIOA-AM KSO -AM KRNQ-FM KMCK-FM KGCO-FM 7pm KIOA-AM KCGO-FM KCGO-FM KRNO-FM WHO -AM	KIOA-AM KIOA-AM KSO -AM KMCK-FM KRNQ-FM KGCO-FM KMGK-FM KRNT-AM KGCO-FM KRNT-AM KIOA-AM KGCO-FM KCO-FM KGCO-FM KCO-FM KGCO-FM KCCO-FM KGCO-FM KCCO-FM KRNO-FM KGCO-FM

5 KSO -AM

Adults 25-54 M-S, 8am-Midnight POP(00): 1303

A/M '80
SO -AM
CLYF-FM
VHO -AM
KRNT-AM
CIOA-AM
SO -AM
HO AM
RNT-AM
LYF-FM
MA-AOI
SO -AM
LYF-FM
HO -AM
RNT-AM
IOA-AM
֡

Cume Persons Trends/Rankings

Total 12+

	A/M '79		O/N '79		A/M '80	
1	WHO -AM	903	WHO -AM	970	WHO -AM	93
2	KI OA - AM	824	KIO A-AM	837	KIOA-AM	7.8
3	KRNT-AM	742	KRNT-AM	771	KSO ~AM	6.8
4	KLYF-FM	701	KRNQ-FM	645	KRNT-AM	6.7
5	KSO -AM	658	KSO -AM	611	KLYF-FM	6.0
M-F, 6	-10am					
1	WHO -AM		WHO -AM		WHO -AM	
2	KI OA-AM		KIO A-AM		KRNT-AM	
3	KRNT-AM		KRNT-AM		KSO -AM	
4	KSO -AM		KSO -AM		KIOA - AM	
5	KMGK-FM		KRNQ-FM		KRNQ-FM	
M-F, 3	-7pm					
1	KI OA - AM		KIO A-AM		WHO -AM	
2	WHO -AM		WHO -AM		K IO A - AM	
3	KSO -AM		KRNQ-FM		KSO -AM	
4	KLYF-FM		KSO -AM		KGG O-FM	
5	K RN Q - F M		KRNT-AM		KRNQ-FM	
Teen	8					
	am-Midnight					
POP((00): 345					

			-
POF	(00):	345

1	KIOA-AM	K IO A-AM	KMGK-FM
2	KMGK-FM	KRNQ-FM	KIO A-AM
3	KRNQ-FM	KMGK-FM	KRNQ-FM
M-F, 6	-10am		
1	KMCK-FM	KRNQ-FM	KIOA-AM
2	KI OA - AM	K IO A-AM	KM GK - F M
3	KRN O-FM	KMGK-FM	KGGO-FM
M-F, 3-	-7pm		
1	KIOA-AM	KIO A-AM	K M CK - F M
2	KMGK-FM	KM GK - FM	K IO A-AM
3	KRNQ-FM	KRNQ-FM	KGGO-FM

Adults 18-34

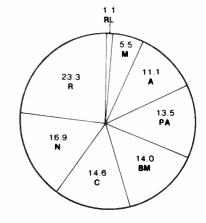
POP(00): 1044

ur(00): 1044			
	A/M '79	O/N '79	A/M '80	
1	KIOA-AM	KIO A-AM	K IO A - AM	
2	K RN Q - F M	KRNO-FM	KRNO-FM	
3	KGGO-FM	KM GK - FM	KGGO-FM	
4	KMGK-FM	KGG O-FM	KM GK - F M	
5	WHO -AM	WHO -AM	WHO -AM	
F, 6-	10am			
1	KIOA-AM	K JO A – AM	KIOA-AM	
2	KRNQ-FM	KRNQ-FM	KRNO-FM	
3	WHO -AM	KM GK - FM	KCCO-FM	
4	KMCK-FM	KGC O-F M	WHO -AM	
5	KGGO-FM	KRNT-AM	KM GK - FM	
F, 3-	7pm			
1	KI OA-AM	KIOA-AM	KRNQ-FM	
2	KRNQ-FM	KRNO-FM	K IO A-AM	
3	KCCO FM	KMGK-FM	K GG O - F M	
4	KMCK-FM	KGGO-FM	KM CK - F M	
5	WHO -AM	KSO -AM	WHO AM	

Adults 25-54

POP(00): 1303

A/M '79	O/N '79	A/M '80
1 WHO -AM	WHO AM	WHO -AM
2 KLYF-FM	KRNT-AM	FSO -AM
3 KSO -AM	KIO A-AM	KRNT-AM
4 KRNT-AM	KSO -AM	KIOA-AM
5 KIOA-AM	KLYF-FM	KLYF-FM
M-F, 6-10am		
1 WHO -AM	KRNT-AM	WHO -AM
2 KSO -AM	WHO AM	KSO -AM
3 KRNT-AM	K IO A-AM	KRNT-AM
4 KIOA-AM	KSO -AM	KIOA-AM
5 KLYF-FM	KLYF-FM	KLYF-FM
M-F, 3-7pm		
1 KSO -AM	KSO -AM	KSO -AM
2 WHO ~AM	KIOA-AM	WHO -AM
3 KLYF-FM	KRNT - AM	
4 KIOA-AM	WHO -AM	KRNT-AM
5 KRNT-AM	KLYF-FM	K IO A - AM
	Krit-tu	KLYF-FM



Format Legend

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

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Detroit

METRO RANK

A/M '80 Market Overview

WJR remained on top in the Motor City, helped by the inclusion of Tigers paseball. Among the stations battling for the young adult audience, WMJC and WNIC-FM came up winners this, while WRIF remained a strong AOR voice. On the Beautiful Music front, WCZY-FM surpassed WJR-FM.

With the Tigers games in the spring and summer sweeps, WJR's share is usually up, and this spring was no exception. In adults 25-54 the station was on top with just over 12%. Its closest competitor was Country WCXI with slightly nore than 7%

WCZY-FM used an ad campaign featuring TV spots (Henry Mancini), outdoor boards, and insertions in Detroit magazine — all for a total outlay less than used for previous sweeps. WCZY-FM's music is programmed by Churchill.

A slew of Detroit area stations aim for all or part of the 18-34 audience. With that concentration, it's remarkable that one station - WRIF - scored a double-digit share this sweep. WRIF almost doubled its young adult numbers, jumping to just over 13%. WRIF used TV commercials and a direct mail effort involving 20,000 newsletter to help keep itself visible.

WABX, an AOR, and Pop/Adult KMJC were tied for third 18-34, after WNIC-FM, which had an 8 share. Both enjoyed good books, as WABX bowed a new TV spot. WMJC used a multimedia campaign centered around Tv but also hyolved newspaper, billboards, and busboards. The station also made several irshift changes, moving three personalities into new AM drive, midday, and PM frive slots

WDRQ became more of a contender this report. The contemporary station spent more on outside media this sweep, using TV heavily and billboards as well. WDRQ gave away over \$63,000 in cash and prizes through the "Name Same," brought in a new morning man, and stretched the power rotation to build time spent listening.

Two other major contemporary stations suffered down books. CKLW is gong through an adjustment in its air sound, with new PD Pat Holiday striving for nore female listeners. The station ran a heavy TV campaign this sweep. On-air changes included a new PM drive personality and more emphasis on features ind information, especially in PM drive. In Dick Purtan's morning show CKLW vas playing only four songs per hour.

WTWR suffered a setback in this sweep. After seven up books the station slipped, perhaps owing to a Beatles documentary scheduled throughout the survey, running in possibly intrusive 15-minute segments throughout each day.

\verage	Persons	12+	Share	Trends
Annday-Si	unday San	-Midn	ight	

'otal 12+

	iday Suliday,		uður.						
?0	P(00): 35	5667	UA 170		O/N '79		J/F '80		A/M '80
_	A/M 179		J/A '79		O/N /9				
1	WJR -AM	13.3	WJR -AM	14.1	WJR -AM	10.1	WJR -AM		WJR -AM(PA)11.8
2	WWWW-FM	6.1	WWJ -AM		WRIF-FM		WRIF-FM		WRIF-FM (A) 7.0
3	CKLW-AM	5 - 6	WMJC-FM	6.0	WWJ -AM		WWJ -AM		WMJC-FM (PA) 5 . 5
4	WMJC-FM	5 . 5	WWWW-FM	5.9	WC XI - AM	5.6	CKLW-AM	5.0	WCZY-FM (BM) 5 . 3
5	WXYZ-AM		CKLW-AM	5.5	WMJC-FM		WJR -FM		WC X I - AM (C) 5 . 1
6	WWJ -AM	4.8	WRIF-FM.	4.8	WXYZ-AM	4.5	WMJC-FM	4.8	WWJ -AM (N) 5.0
7	WRIF-FM	4.6	WJR -FM.	4.4	WWWW-FM	4.5	WC XI-AM	4.8	WJR -FM (MM)4.7
8	WOMC-FM	4.5	WCZY-FM	4.0	CKLW-AM	4.4	WXYZ-AM	4.1	CKLW-AM (R) 4.6
9	WJR -FM	4.3	WXYZ-AM	3.9	WOMC-FM	4.3	WWJ -FM	4 - 1	WDRQ-FM (R) 4.6
0	WABX-FM	3.9	WWJ -FM	3.8	WJR -FM	4.0	WCZY-FM		WNIC-FM(A) 4.4
1	WJLB-AM	3.8	WNIC-FM	3.5	WTWR-FM		WTWR-FM		WOMC-FM (PA) 4.4
2	WCZY-FM	3.8	WABX-FM	3.3	WWJ -FM	3.7	WWWW-FM	3.9	WABX-FM (A) 3.7
3	WNIC-FM	3.3	WTWR-FM		WDRQ-FM		W DR Q -F M		WWJ -FM (BM) 3.4
4	WJZZ-FM	3.2	WOMC-FM		WNIC-FM		WABX-FM		WWWW-FM (A) 3.4
5	WWJ -FM	3.1	WDRQ-FM	3.0	WCZY-FM		WNIC-FM		WXYZ-AM (N) 2.7
6	WDRQ-FM	2.7	WJZZ-FM		WABX-FM		WOMC-FM		WJZZ-FM (J) 2.6
7	WDEE-AM	2.6	WJLB-AM		WJZZ-FM		WJLB-AM		WJLB-AM (M) 2.5
8	WC XI-AM	2.6	WCXI-AM		WJLB-AM		WJZZ-FM		WTWR-FM (0) 2.4
9	WTWR-FM		WCHB-AM		WHND-AM		WGPR-FM		WGPR-FM(III) 2.4
:0	WCHB-AM	1.5	W DE E - A M	1.9	WLBS-FM		WCHB-AM		WLBS-FM (B) 2.1
:1	WGPR-FM	1.3	WHND-AM	1.6	WGPR-FM		CKLW-FM		WCHB-AM (III) 1.6
: 2	WLBS-FM	1 . 2	WGPR-FM	1.2	WCHB-AM		WLBS-FM		WHND-AM (O) 1.6
:3	WHND-AM	1.2	WWKR-AM	1.2	WCZY-AM	1 . 2	WCZY-AM		CKLW-FM(C) 0.8
. 4	CKLW-FM	1.2	CKLW-FM	1 1	CKLW-FM		WHND-AM		WCZY-AM (DM) 0.7
. 5	WWKR-AM	0.7	WLBS-FM	0.7	WMZK-FM	0.9	WQRS-FM		WQRS-FM(CL) 0.6
16	WQRS-FM	0.6	WMZK-FM	0.4	WQRS-FM	0.8	WNIC-AM		WMZK-FM(M) 0.5
17	WMZK-FM	0.6	WEXL-AM	0.4	WBFG-FM		WMZK-FM		WNIC-AM (M) 0.4
:8	WIID-AM	0.5	WCAR-AM	0.4	WNIC-AM	0.6	WHLS-AM		WCAR-AM (M) 0.4
:9	WTAC-AM	0.4	WMUZ-FM	0.3	WHLS-AM		WMUZ-FM	0.3	WGMZ-FM (BM) 0.3
10	WMUZ-FM	0.4	WQRS-FM	0.3	WCAR-AM	0 . 4			
11	WBFG-FM	0.4							
		_							

Average Persons Trends/Rankings

, 6am-Midnight									
'OP(00): 35667									
A/M 179		J/A '79		O/N '79		J/F '80		A/M '80	
WJR -AM	810	WJR -AM	856	WJR -AM	605	WJR -AM	637	WJR -AM	733
WWWW-FM	373	WWJ -AM	380	WRIF-FM	380	WRIF-FM	440	WRIF-FM	4 38
CKLW-AM	340	WMJC-FM	366	WWJ -AM	362	WWJ -AM	362	WMJC-FM	3 4 6
WMJC-FM	335	WWWW-FM	360	WCXI-AM	3 3 4	CKLW-AM	296	VCZY-FM	332
WXYZ-AM	316	CKLW-AM	334	WMJC-FM	298	WJR -FM	296	WCXI-AM	321
WWJ -AM	289	WRIF-FM	289	WXYZ-AM	273	WMJC-FM	282	WWJ -AM	309
WRIF-FM	278	WJR -FM	268	WWWW-FM	271	WCXI-AM	282	WJR -FM	291
WOMC-FM	274	WCZY-FM	241	CKLW-AM	267	WXYZ-AM	243	CKLW-AM	290
WJR -FM	260	WXYZ-AM	237	WOMC-FM	257	WWJ -FM	239	WDRQ-FM	287
WABX-FM	234	WWJ -FM	229	WJR -FM	2 38	WCZY-FM	2 38	WNIC-FM	277
	P(00): 35	AMM'79 WJR -AM 810 WWW-FM 373 CKLW-AM 340 WMJC-FM 335 WXYZ-AM 316 WWJ -AM 289 WRIF-FM 278 WOMC-FM 274 WJR -FM 264	P(00): 35667 AMM'79 WJR -AM 810 WJR -AM WWW-FH 373 WWJ -AM CKLW-AM 340 WMJC-FM WMJC-FM 335 WWW-FM WXYZ-AM 316 CKLW-AM WWJ -AM 289 WRIF-FM WRIF-FM 278 WJR -FM WOMC-FM 274 WCZY-FM WJR -FM 260 WXYZ-AM	P(00): 35667 AMM'79 WJR -AM 810 WJR -AM 856 KWHWW-FM 373 WWJ -AM 380 CKLW-AM 340 WMJC-FM 366 WMJC-FM 335 WWW-FM 360 WXYZ-AM 316 CKLW-AM 334 WWJ -AM 289 WRIF-FM 289 WRIF-FM 278 WJR -FM 268 WOMC-FM 274 WCZY-FM 241 WJR -FM 260 WXYZ-AM 237	P(00): 35667 AM 79 WJR -AM 810 WJR -AM 856 WJR -AM 856 WJR -AM 860 WWJ -AM 360 WWJ -AM 289 WRIF-FM 289 WRIF-FM 289 WRIF-FM 278 WWJ -AM 260 WWJ -AM 26	P(00): 35667 AMM'79 WJR -AM 810 WJR -AM 856 WJR -AM 605 WWW-FM 373 WWJ -AM 380 WRIF-FM 380 CKLW-AM 340 WMJC-FM 366 WWJ -AM 362 WMJC-FM 335 WWW-FM 360 WCXI-AM 344 WMJC-FM 316 CKLW-AM 334 WMJC-FM 298 WWJ -AM 289 WRIF-FM 289 WXYZ-AM 273 WRIF-FM 278 WJR -FM 268 WWW-FM 271 WOMC-FM 274 WCZY-FM 241 CKLW-AM 267 WOMC-FM 274 WCZY-FM 241 CKLW-AM 267	P(00): 35667 AMM'79 JJA'79 JJF'80 WJR -AM 810 WJR -AM 856 WJR -AM 605 WJR -AM WHWH-FH 373 WWJ -AM 380 WRIF-FH 380 WRIF-FM 360 WKIF-FM 360 WKIF-FM 360 WKIF-FM 360 WKIF-FM 360 WKIF-FM 360 WKIF-FM 360 WKIY-AM 362 WWJ -AM WHW-FM 360 WKXY-AM 334 KWJ-FM 298 WKY-AM WKYZ-AM 316 KKW-AM 334 WHJC-FM 298 WJR -FM 289 WKYZ-AM 273 WHJC-FM WKIF-FM 289 WKYZ-AM 273 WHJC-FM WKIF-FM 271 WKXI-AM WKM-FM 274 WKYZ-AM 274 KKYZ-AM WJR -FM 274 WKYZ-AM 277 WKYZ-AM 277 WKYZ-AM WJR -FM 274 WKYZ-AM 277 WKYZ-AM 277 WKYZ-AM WJR -FM 260 WKYZ-AM 277 WKW-FM 271 WKXI-AM WJR -FM 260 WKYZ-AM 277 WKMC-FM 277 WKYZ-AM WJR -FM 260 WKYZ-AM 277 WKMC-FM 277	P(00): 35667 AMM'79 JJA'79 JJF'80 J	P(00): 35667 AMM'79 JJA'79 JJA'79 JJF'80 AAM'80 UJR -AM 810 WJR -AM 856 WJR -AM 605 WJR -AM 607 WJR -AM WWW.FM 373 WWJ -AM 380 WRIF-FM 380 WRIF-FM 440 WRIF-FM CKLW-AM 340 WMJC-FM 366 WWJ -AM 362 WWJ -AM 362 WMJC-FM WMJC-FM 335 WWWW-FM 360 WCXI-AM 334 CKLW-AM 296 VCZY-FM WXYZ-AM 316 CKLW-AM 334 WMJC-FM 298 WJR -FM 296 VCZY-FM WWJ -AM 289 WRIF-FM 289 WXYZ-AM 273 WMJC-FM 282 WWJ -AM WRIF-FM 273 WMJC-FM 282 WWJ -AM WRIF-FM 274 WCZY-FM 271 WCXI-AM 282 WJR -FM 296 WWW-FM 271 WCXI-AM 282 WJR -FM 296 WMYZ-AM 243 CKLW-AM WJR -FM 260 WXYZ-AM 237 WONC-FM 257 WWJ -FM 239 WDRQ-FM

M-F, 6-10am					•
1 WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM	0
2 CKLW-AM	WMJ -AM	WWJ -AM		C KL W- AM	R&R RATINGS REPORT/1980
3 WWJ -AM	CKLW-AM	CKLW-AM	C KL W-AM	WA- LWW	_
4 WWWW-FM	WMJC-FM	WC XI - AM WRIF-FM	WRIF-FM WCXI-AM	WRIF-FM WCXI-AM	눈
5 WMJC-FM 6 WXYZ-AM	WJR -FM WWWW-FM	WXYZ-AM	WXYZ-AM	WCZY-FM	õ
7 WOMC-FM	WRIF-FM	WOMC-FM	WMJ C-FM	WNIC-FM	ď.
8 WJLB-AM	WXYZ-AM	WMJC-FM	WJR -FM	WJR -FM	æ
9 WRIF-FM	WWJ -FM	WNIC-FM	WWJ -FM	WMJC-FM	Ø
10 WCXI-AM	WOMC-FM	WWWW-FM	WOMC-FM	WOMC-FM	ಥ
M-F, 3-7pm					É
1 WJR -AM	WJR -AM	WRIF-FM		WJR -AM WRIF-FM	F
2 WWWW-FM 3 WMJC-FM	WMJC-FM WWJ -AM	WJR -AM WWJ -AM		WMJC-FM	œ
4 WOMC-FM	WWWW-FM	WCXI-AM		WOMC-FM	Œ
5 WJR -FM	CKLW-AM	WMJ C-FM		WCZY-FM	æ
6 WRIF-FM	WJR -FM	WOMC-FM	WCXI-AM	WC XI-AM	
7 WABX-FM	WRIF-FM	WWWW-FM		W DR O - FM	
MA- LWW 8	WWJ -FM	WDRQ-FM		WWJ -AM	
9 WCZY-FM	WCZY-FM WNIC-FM	WJR -FM WCZY-FM	WWJ -FM WABX-FM	WJR -FM WNIC-FM	
10 CKLW-AM	WNIC-PH	WCZI-FM	WWDY-LU	WHIC-FH	
_					
Teens					
M-S, 6am-Midnight POP(00): 4939					
A/M '79	J/A '79	O/N 179	J/F '80	A/M '80	
		WRIF-FM	WRIF-FM	WDRQ-FM	
1 WWWW-FM	WWWW-FM WRIF-FM	WWWW-FM	WWWW-FM	WRIF-FM	
2 WRIF-FM 3 WABX-FM	WABX-FM	WDR Q-FM	WDRQ-FM	WWWW-FM	
M-F, 6-10am					
1 WWWW-FM	WMJC-FM	WDRQ-FM	WRIF-FM	WRIF-FM	
2 WRIF-FM	WWWW-FM	WRIF-FM	WWWW-FM	WDRQ-FM	
3 WABX-FM	WRIF-FM	WWWW-FM	WDRQ-FM	WWWW-FM	
M-F, 3-7pm					
1 WWWW-FM	www-FM	WRIF-FM	WRIF-FM	WDRQ-FM	
2 WRIF-FM	WMJ C-FM	WWWW-FM	WWWW-FM	WRIF-FM	
3 WJLB-AM	WABX-FM	WDRQ-FM	WDRO-FM	WWWW-FM	
Adults 18-34					
M-S, 6am, Midnight					
POP(00): 12749					
A/M 179	J/A '79	O/N '79	J/F '80	A/M '80	
1 WWWW-FM	www-FM	WRIF-FM	WRIF-FM	WRIF-FM	
2 WMJC-FM	CKLW-AM	WMJC-FM	WMJC-FM	WNIC-FM	
3 CKLW-AM	WMJ C-FM	WTWR-FM	WTWR-FM	WABX-FM WMJC-FM	
4 WRIF-FM	WRIF-FM WNIC-FM	WWWW-FM CKLW-AM	WNIC-FM CKLW-AM	C KLW-AM	
5 WABX-FM 6 WOMC-FM	WTWR-FM	WJZZ-FM	WWWW-FM	WOMC-FM	
7 WNIC-FM	WJR -AM	WABX-FM	WABX-FM	WWWW-FM	
8 WJZZ-FM	WABX-FM	WOMC-FM	WDRQ-FM	WDRQ-FM	
9 WJR -AM	WJZZ-FM	WNIC-FM	WOMC-FM	WJR -AM	
10 WTWR-FM	WOMC-FM	WC XI - AM	WJR -AM	WTWR-FM	
M-F, 6-10am				UDIE EM	
1 CKLW-AM	CKLW-AM	CKLW-AM WRIF-FM	WRIF-FM CKLW-AM	WRIF-FM CKLW-AM	
2 WWWW-FM 3 WMJC-FM	WRIF-FM WWWW-FM	WMJC-PM	WMJ C- FM	WNIC-FM	
4 WJR -AM	WJR -AM	WWWW-FM	WJR -AM	WJR -AM	
5 WOMC-FM	WMJC-FM	WNIC-FM	WNIC-FM	WMJC-FM	
6 WRIF-FM	WTWR-FM	WTWR-FM	WTWR-PM	WOMC-FM	
7 WJZZ-FM	WNIC-PM	WOMC-FM	WOMC-PM	WABX-FM WDRQ-FM	
8 WNIC-FM 9 WJLB-AM	WOMC-FM WABX-FM	WCXI≃AM WJZZ-FM	WWWW-FM WABX-FM	WWWW-PM	
10 WABX-FM	WJZZ-FM	WJR -AM	WJZZ-FM	WTWR-FM	
M-F, 3-7pm 1 WMJC-FM	CKLW-AM	WRIF-FM	WRIF-FM	WRIF-FM	
2 WWWW-FM	WRIF-FM	WMJC-FM	WTWR-FM	WNIC-FM	
3 WABX-FM	WMJC-FM	WTWR-FM	WMJC-FM	WABX-FM	
4 WRIF-FM	WWWW-FM	WOMC-FM	WNIC-FM	WMJC-FM	
5 WOMC-FM	WNIC-FM	WABX+FM	WABX-FM WWWW-FM	WOMC-FM CKLW-AM	
6 CKLW-AM 7 WNIC-FM	WTWR-FM WOMC-FM	WJZZ-FM WWWW-FM	WOMC - FM	WJR -AM	
8 WDRQ-FM	WABX-FM	WNIC-FM	CKLW-AM	WWWW-FM	
9 WJR -AM	WJZZ-FM	CKLW-AM	WDRQ-FM	W DR Q - F M	
10 WHND-AM	WJR -AM	WDR Q-FM	WJR -AM	WTWR-FM	
Adults 25-54					
M-S, 6am-Midnight					
POP(00): 17417		001170		4.04.100	
AM '79	J/A '79	O/N '79	J/F '80	A/M '80	-
1 WJR -AM	WJR -AM CKLW-AM	WJR -AM WCXI-AM	WJR -AM CKLW-AM	WJR -AM WCXI-AM	
2 WOMC-FM 3 CKLW-AM	WMJC-FM	WOMC-FM	WCXI-AM	WOMC-FM	
4 WMJC-FM	WTWR-FM	CKLW-AM	WRIF-PM	C KL W-AM	
5 WJR -FM	WWJ -AM	WTWR-FM	WTWR-FM	WMJC-FM	
6 WCZY-FM	WJR -FM	WMJC-FM	WJR -FM	WCZY-FM	
7 WCXI-AM	WOMC-FM	WWJ -AM WWJ -FM	WMJC-FM WCZY-FM	WJR -FM WNIC-FM	
8 WWJ -FM 9 WXYZ-AM	WWJ -FM WCZY-FM	WXYZ-AM	WWJ -AM	WWJ -AM	
10 WWJ -AM	WJZZ-FM	WRIF-FM	WOMC-FM	WRIF-FM	
M-F, 6-10am					-
1 WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM	
2 CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM	
3 WOMC-FM	MA- LWW	WCXI-AM	WWJ -AM	WCXI-AM	
4 WWJ -AM	WOMC-FM	WOMC-FM	WCXI-AM	WWJ -AM Womc-FM	
5 WCXI-AM	WMJC-FM WTWR-FM	WWJ -AM WRIF-FM	WRIF-PM WMJC-PM	WOMC-FM WNIC-FM	
6 WMJC-FM 7 WJR -FM	WJR -FM	WXYZ-AM	WJR -FM	WCZY-FM	M
8 WCZY-FM	WWJ -FM	WMJC-FM	WOMC-FM	WMJ C-FM	Į ,
9 WJLB-AM	WXYZ-AM	WTWR-FM	WCZY-FM	WRIF-FM	9
10 WDEE-AM	WCZY-FM	WWJ -FM	WTWR-FM	WJR -FM	a a
M-F, 3-7pm	1115	W18 - 4W	WID -AM	U.TR _AM	S
1 WJR -AM 2 WOMC-FM	WJR -AM WMJC-FM	WJR -AM WOMC-FM	WJR -AM WTWR-FM	WJR -AM WOMC-FM	3
3 WCZY-FM	CKLW-AM	WCXI-AM	WJR -FM	WC XI - AM	Ø
4 WJR -FM	WTWR-FM	CKLW-AM	WC XI-AM	WMJC-FM	ě
5 WMJC-FM	WWJ -AM	WCZY-FM	WCZY-FM	WC ZY -FM	ž
6 CKLW-AM	WJR -FM	WTWR-FM	WMJC-FM	CKLW-AM	X
7 WNIC-FM	WWJ -FM WOMC-FM	WMJC-FM WWJ -AM	WOMC-FM WRIF-FM	WRIF-FM WJR -FM	=
8 WWJ -FM 9 WWJ -AM	WCZY-FM	WWJ -AM WWJ -FM	CKTM-WW	WWJ -FM	õ
10 WDEE-AM	WJZZ-FM	WJR -FM	WWJ -AM	WNIC-FM	3 1
					Data from Market Buy Market
			Continued	on Page 88	ď

Cume Persons Trends/Rankings

Total 12+					
M-S, 6am-Midnight					
POP(00):	35667				

		<i>j</i>	Page 8	/					
			Cume	Pers	ons Tre	nds/F	lankings	s	
Tot	al 12+						3		
M-S	, 6am-Midnig	ht							
PO	P(00): 3	5667							
	A/M '79		J/A '79		O/N '79		J/F '80	A/M 180	
1	WJR -AM	12162	WJR -AM	12080	WJR -AM	9166	WJR -AM	8233 WJR -AM	10
2	CKL W-AM	8067	CKL W-AM	7091	WRIF-FM	6966	WRIF-FM	6971 WRIF-FM	
3	WWJ -AM	6243	WRIF-FM	6675	CKLW-AM	6562	CKLW-AM	6249 CKLW-AM	
	WRIF-FM		WWWW-FM		MA- LWW		WMJC-FM	5739 WMJC-FM	
	WWWW-FM		WWJ -AM		WWWW-FM		MA- LWW	5390 WNIC-FM	
	WMJC-FM		WMJC-FM		WMJ C-FM		WDRQ-FM	4553 WWJ -AM	
	WABX-FM		WABX-FM		WDRQ-FM		WWWW-FM	4483 WDRQ-FM	
	WXYZ-AM		WNIC-FM		WNIC-FM		WJR -FM	4290 WWWW-FM	
	WNIC-FM WJR -FM		WJR -FM		WTWR-FM	4466	WXYZ-AM	4056 WCZY-FM	
		4139	WDRQ-FM	3919	WXYZ-AM	4 2 9 9	WABX-FM	3880 WJR -FM	_
	6-10am								
	WJR -AM		WJR -AM		WJR -AM		WJR -AM	WJR -AM	
	CKLW-AM		CKLW-AM		CKLW-AM		C KL W-AM	C KL W - AM	
	WWJ -AM		WWJ -AM		WWJ -AM		WWJ -AM	WWJ -AM	
	WWWW-FM WRIF-FM		WMJC~FM		WRIF-FM		WRIF-FM	WRIF-FM	
	WMJC-FM		WRIF-FM		WMJC-FM		WMJC-FM	WNIC-FM	
	WXYZ-AM		WWWW-FM WXYZ-AM		WXYZ-AM		WXYZ-AM	WMJ C- FM	
	WJLB-AM		WJR -FM		WCXI-AM WDRO-FM		WCXI-AM	WCZY-FM	
	WNIC-FM		WABX-FM		WNIC-FM		WDRQ-FM WJR -FM	WJR -FM WDRQ-FM	
	WJR -FM		WJLB-AM		WWWW-FM		WWWW-FM	WWWW-FM	
	3-7pm								
	WJR -AM		WJR -AM		WRIF-FM		UD T F BM		
	WWWW-FM		WRIF-FM		WAIF-FM WJR -AM		WRIF-FM	WJR -AM	
	WWJ -AM		WWWW-FM		WWWW-FM		WJR -AM WMJC-FM	WRIF-FM	
	CKLW-AM		CKLW-AM		MA- LWW		CKL W-AM	WNIC-FM	
	WRIF-FM		WWJ -AM		WMJC-FM		WWJ -AM	WMJC-FM	
	WMJC-FM		WMJ C-FM		WDRQ-FM		WWJ -FM	WWJ -AM WABX-FM	
	WABX-FM		WABX-FM		CKLW-AM		WDRQ-FM	WABA-FM WWWW-FM	
8	WJR -FM		WNIC-FM		WNIC-FM		WABX-FM	WDRO-FM	
	WNIC-FM		WTWR-FM		WOMC-FM		WTWR-FM	C KL W-AM	
	WXYZ-AM		WJR -FM		WTWR-FM		WJR -FM	WC ZY -FM	

1 CC113
M-S, 6am-Midnight
POP(00): 4939
A/M 179

	A/M 79	JIA /9	O/N '79	JVF 'BO
1	WWW-FM	WRIF-FM	WRIF-FM	WRIF-FM
2	WRIF-FM	WWWW-FM	WDR O-FM	W DR O - F M
3	CKLW-AM	WABX-FM	WWWW-FM	WWWW-FM
M-F,	6-10am			
1	WWWW-FM	WRIF-FM	WRIF-FM	WRIF-FM
2	WRIF-FM	WWWW-FM	WDRQ-FM	WWWW-FM
3	CKLW-AM	WABX-FM	WWW-FM	WDRO-FM

Adı	ults 18-34				
3	WABX-FM	WABX-FM	WDRQ-FM	WWWW-FM	WWWW-FM
_	WRIF-FM	WRIF-FM	WWWW-FM	WDRQ-FM	WDRQ-FM
1	WWWW-FM	WWWW-FM	WRIF-FM	WRIF-FM	WRIF-FM
M-F	, 3-7pm				
_3	CKLW-AM	WABX-FM	WWW-FM	WDRQ-FM	WWWW-FM
2		WWWW-FM	WDRQ-FM	WWWW-FM	WDRQ-FM
1	WWWW-FM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM

A/M '80

WRIF-FM WDRQ-FM WWWW-FM

Adults 18-3	4
M-S, 6am-Midr	night
POP(00):	12749

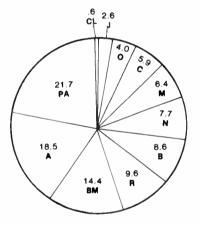
	WABX-FM	WABX-FM	WDRQ-FM	WWWW-FM	WWWW-FM
	ults 18-34 i, 6am-Midnight				
PO	P(00): 12749				
	A/M 179	J/A '79	O/N '79	J/F '80	A/M '80
1	CKLW-AM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM
2	WRIF-FM	CKLW-AM	WWWW-FM	CKLW-AM	WNIC-FM
3	WWWW-FM	WWWW-FM	CKLW-AM	WMJC-FM	C KL W- AM
4	WMJC-FM	WMJC~FM	WMJC-FM	WWWW-PM	WWWW-FM
5	WJR -AM	WJR -AM	WTWR-FM	WTWR-FM	WABX-FM
6	WABX-FM	WABX-FH	WABX-FM	WNIC-FM	WMJC-FM
7	WNIC-FM	WNIC-PM	WNIC-FM	WABX-FM	W DR Q -F M
8	WJLB-AM	WTWR-FM	WJZZ-FM	WDRO-FM	WTWR-FM
9	WDRQ-FM	WDRQ-FM	WDR O-FM	WJZZ-FM	WJR -AM
10	WOMC-FM	WJZZ-FM	WOMC-FM	WJR -AM	WOMC-FM
M-F,	6-10am				
1	CKLW-AM	CKLW-AM	CKLW-AM	WRIF-FM	WRIF-FM
2	WWWW-FM	WRIF-FM	WRIF-FM	CKLW-AM	C KL W-AM
3	WRIF-FM	WWWW-FM	WMJ C-FM	WMJ C- FM	WNIC-FM
4	WMJC-FM	WMJC-FM	WTWR-FM	WNIC-FM	WMJC-FM
5	WNIC-PM	WTWR-FM	www-pm	WTWR-FM	WWWW-FM
6	WJR -AM	WJR -AM	WNIC-FM	WJR -AM	WABX-FM
7	WOMC-FM	WABX-FM	WJZZ-FM	WWWW-FM	WDRQ-FM
8		WNIC-FM	WOMC-FM	WABX-FM	WOMC-FM
	WJLB-AM	WJZZ-FM	WABX-FM	WOMC-FM	WTWR-FM
10	WDRQ-FM	WOMC-FM	WDRQ-FM	WDRQ-FM	WJR -AM
M-F,	3-7pm				
	WWWW-FM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM
2	WRIF-FM	WWWW-PM	www-fm	WMJC-FM	WABX-FM
3	WMJC-FM	CKLW-AM	WTWR-FM	WTWR-FM	WNIC-FM
4	CKLW-AM	WMJC-FM	WMJC-FM	CKLW-AM	CKLW-AM
5	WABX-FM	WTWR-FM	WABX-FM	AAAA-EW	WMJC-FM
6	WNIC-FM	WNIC-FM	WNIC-FM	WNIC-FM	WWWW-FM
	WJR -AM	WABX-FM	WDRQ-FM	WABX-FM	W DR Q - F M
	WHND-AM	WDRQ-FM	CKLW-AM	W DR Q-FM	WTWR-FM
	WOMC-FM	WJR -AM	WJZZ-FM	WJZZ-FM	WJR -AM
10	WDRQ-FM	WOMC-FM	WOMC-FM	WOMC-FM	WOMC-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 17417

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2 CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM	C KL W-AM
3 WWJ -AM	WMJC-FM	MMJ -AM	WMJ C-FM	WCZY-FM
4 WMJC-FM	WWJ -AM	WMJC-FM	WWJ -AM	WMJC-FM
5 WOMC-FM	WTWR-FM	WOMC-FM	WJR -FM	WJR -FM
6 WJR -FM	WJR -FM	WTWR-FM	WTWR-FM	WOMC-FM
7 WXYZ-AM	WOMC-FM	WRIF-FM	WRIF-FM	WNIC-FM
8 WCZY-FM	WNIC-FM	WDRQ-FM	WCXI-AM	WWJ -AM
9 WWJ -FM	WRIF-FM	WJR -FM	WCZY-FM	WWJ -FM
10 WDRQ-FM	WJZZ-FM	WXY Z-AM	WXYZ-AM	WCXI-AM
M-F. 6-10am				
1 WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2 CKLW-AM	CKLW-AM	CKLW-AM	C KL W-AM	C KL W- AM
3 WWJ -AM	WWJ -AM	WWJ -AM	WWJ -AM	WNIC-FM
4 WOMC-FM	WMJC-FM	WOMC-FM	WMJC-FM	WWJ -AM
5 WMJC-FM	WJR -FM	WMJ C-FM	WCXI-AM	WCXI-AM
6 WJR -FM	WTWR-FM	WRIF-FM	WRIF-FM	WCZY-FM
7 WCZY-FM	WOMC-FM	WCXI-AM	WJR -FM	WMJC-FM
8 WJLB-AM	WJZZ-FM	WTWR-FM	WTWR-FM	WOMC-FM
9 WCXI-AM	WRIF-FM	WXYZ-AM	WXYZ-AM	WJR -FM
10 WNIC-FM	WWWW-FM	WWJ -FM	WOMC-FM	WRIF-FM
M-F, 3-7pm				
1 WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2 WMJC-FM	CKLW-AM	WOMC-FM	CKLW-AM	C KL W-AM
3 WWJ -AM	WMJC-FM	CKLW-AM	WMJC-FM	WMJC-FM
4 CKLW-AM	MA- LWW	WMJ C-FM	WTWR-FM	WOMC-FM
5 WOMC-FM	WTWR-FM	WWJ -AM	WWJ -AM	WCXI-AM
6 WCZY-FM	WJR -FM	WTWR-FM	WJR -FM	WCZY-FM
7 WJR -FM	WOMC-FM	WDRQ-FM	WCXI-AM	WNIC-FM
8 WWJ ~FM	WNIC-FM	WRIF-FM	WCZY-FM	WRIF-FM
9 WXYZ-AM	WWJ -FM	WC X I - A M	WRIF-FM	WWJ -AM
LO MCXI~AM	WDRQ-FM	WJZZ-FM	WOMC - FM	WJR -FM

Format Penetration Chart

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



Format Legend

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

The motor city gets its newest "wheels" with the arrival of our WLLZ. Now Doubleday Broadcasting, America's winningest radio group, gets even bigger as we drive into the top 10. It'll be straight ahead, no curves, no skids. ... just more of the same kind of know-how that brought you KHOW in Denver, KWK in

St. Louis, and KDWB in Minneapolis/ St. Paul. Doubleday believes in Detroit ...that's why we're there.

DOUBLEDAY BROADCASTING

WLLZ FM Detroit KWK/WWWK**
St. Louis

KDWB AM/FM** Minneapolis/St. Paul

KHOW AM/FM Denver



Duluth-Superior

METRO RANK

Average Persons	12+	Share	Trends
Monday-Sunday, 6an	n-Midn	light	

	A/M '78		A/M '79		A/M '80
1	WKKQ-AM	14.9	KD AL-AM	19-0	KDAL-AM(PA)18.
2	KD AL - AM	14.2	WKKQ-AM	13.2	WKKO-AM(C) 12.
3	WGGR-FM	13.4	WAKX-FM	12 - 1	WEVE-FM(PA) 8.
4	WEBC-AM	12.2	WEBC-AM	11.6	WDSM-AM(C) 8.
5	WAKX-FM	8.7	WCGR-FM	8.3	WGGR-FM(BM) 7.
6	WDSM-AM	7.0	WIDS MINAM	6.3	KZIO-FM(PA) 7.
7	WAKX-AM	5.0	WMF G - AM	5.5	WEBC-AM(PA) 7.
8	KAOH-FM	4.0	WEVE-FM	4 7	WAKX-FM(R) 7.
9	WMFG AM	4.0	KAOH-FM	2.8	WMFC-AM(R) 4.
10	WEVE-AM	3 . 5	WAKX-AM	2.2	WAKX-AM(PA) 2.
11	WHL B-AM	3.0	WEVEHAM	2.2	KODS-FM(R) 2.
12	WFLY-AM	1.7	WHLB-AM	1.7	WHLB-AM (PA) 1.
1 3	KAOH-AM	1.7	WWJ C-AM	1 - 1	WWJC-AM (PA) 1.
1 4	WWJC-AM	1 - 5	WMFC-FM	1.1	WEVE-AMIRL 1.
15	WMFC-FM		WHLB-FM	1.1	WELY-AM (PA) 1.
16			KAOH-AM	0.3	WKLK-AM(C) O.
17					WHLB-FM(C) O.
18					KODS-AM (PA) O.
19					WMF G - FM (PA)

Average Persons Trends/Rankings

*				3-	
Total 12+ M-S, 6em-Midnight					
POP(00): 2224					
A/M '78		A/M '79		A/M 180	
1 WKKQ-AM	60	KDAL-AM	69	KDAL-AM	7
2 KDAL-AM	5 7	WKKQ-AM	4.8	WKKQ-AM	4
3 WGGR-FM	5 4	WAKX-FM	44	WEVE-FM	3
4 WEBC-AM	49	WEBC-AM	42	WDSM-AM	3
5 WAKX-FM	3.5	WGGR-FM	30	WGGR-FM	3 (
M-F, 6-10am					
1 KDAL-AM		KDAL-AM		KDAL-AM	
2 WKKQ-AM		WKKQ-AM		WKKQ-AM	
3 WEBC-AM		WAKX-FM		KZIO-FM	
4 WCGR-FM		WEBC-AM		WEBC-AM	
5 WAKX-FM		WCGR-FM		WDSM-AM	
M-F, 3-7pm					
1 WEBC-AM		WAKX-FM		KDAL-AM	
2 WGGR-FM		KDAI, - AM		WKKO-AM	
3 WKKQ-AM		WEBC-AM		WEVE-FM	
4 WAKX-FM		WKKQ-AM		WAKX-FM	
5 KDAIAM		WGGR-FM		WDSM-AM	
Teens					
M-S, 6em-Midnight					
POP(00): 305					
A/M '78		A/M '79		A/M '80	
1 WAKX-FM		WAKX-FM		WEBC-AM	
2 WEBC-AM		WEBC-AM		KZ IO-FM	
3 KDAL-AM		WKKQ-AM		WAKX-FM	
M-F, 6-10am					
1 WAKX-FM		WAKX-FM		KZ I O - F M	
2 WEBC-AM		WEBC-AM		WEBC-AM	
2 PRAT-AM		LIVYO AM		111 1011 011	

WAKX-FM WEBC-AM WKKQ-AM

WKKQ-AM

WEBC-AM WAKX-FM

WA KX -FM WEBC-AM KZ10-FM

M-F, 3-7pm 1 WEBC-AM 2 WAKX-FM 3 WGGR-FM Adults 18-34 M-S, 6am-Midnight

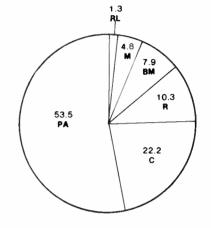
3 KDAL-AM

POP(00): 709		
	A/M *78	A/M '79	A/M '80
1	WEBC-AM	WAKX-FM	KZ 10 FM
2	WAKX-FM	WEBC-AM	WAKX-FM
3	WKKQ-AM	WKKO-AM	WEBC-AM
4	WAKX-AM	WDSM-AM	WDSM-AM
5	WCGR-FM	WEVE-FM	WE VE-FM
M-F, 6	10am		
1	WEBC-AM	WAKX-FM	WA KX - FM
2	WAKX-FM	WEBC-AM	KZIO-FM
3	WAKX-AM	WDSM-AM	WDSM-AM
4	WKKQ-AM	WKKQ-AM	KDAL-AM
5	KDAL-AM	KDAL-AM	WEBC-AM
M-F, 3-	7pm		
1	WEBC-AM	WAKX-FM	WAKX-FM
2	WAKX-FM	WEBC-AM	WEBC-AM
3	WKKQ-AM	WKKQ-AM	WEVE-FM
4	WCCR-FM	WDS M-AM	KZ 10-FM
5	WDSM-AM	WEVE-FM	WDSM-AM
Adult	s 25-54		
M-S, 6	em-Midnight		
POP(00): 919		
	A/M '78	A/M '79	A/M '80

	A/M '78	A/M '79	A/M '80
1	WKKQ-AM	WKKQ-AM	KDAL-AM
2	WGGR-FM	KPAL-AM	WKKO-AM
3	KDAL-AM	WEBC-AM	WEVE-FM
4	WEBC-AM	WAKX-FM	WDSM-AM
5	WDSM-AM	WDSM-AM	WCCR-FM
M-F, 6-	10em		
1	KDAL-AM	KDAL-AM	KDAL-AM
2	WKKQ-AM	WKKQ-AM	WKKQ-AM
3	WEBC-AM	WDSM-AM	WDSM-AM
4	WDSM-AM	WMFG-AM	WEVE-FM
5	WCGR-FM	WAKX-FM	WMFC-AM
M-F, 3-	7pm		
1	WKKQ-AM	WKKQ-AM	WEVE-FM
2	WGGR-FM	WDSM-AM	WDSM-AM
3	WEBC-AM	KDAL-AM	KDAL-AM
4	WDSM-AM	WEBC-AM	WKKQ-AM
5	WAKX-FM	WGGR-FM	WGGR-FM

M-S, 6am-Midnight					
POP(00): 2224					
A/M '78		A/M 179		A/M '80	
1 WEBC-AM	906	WEBC-AM	844	KDAL-AM	7.2
2 KDAL-AM	723	KDAL-AM	689	WEBC-AN	7 (
3 WAKX-FM	572	WAKX-FM	644	WAKX-FM	53
4 WDSM-AM	496	W DS M - A M	432	W DS M - AM	47
5 WAKX-AM	397	WKKQ-AM	403	WKKO-AM	40
M-F. 6-10am					
1 KDAL-AM		KDAL-AM		KDAL-AM	
2 WFBC-AM		WEBC-AM		WEBC-AM	
3 WAKX-FM		WAKX-FM		WAKX-FM	
4 WPSM-AM		WKK O-AM		WDSM-AM	
5 WKKQ-AM		WDSMHAM		WKKQ-AM	
W-F, 3-7pm					
1 WFBC~AM		WEBC-AM		WEBC-AM	
2 WAKX-FM		WAKX-FM		KDAL-AM	
3 KDAL-AM		KDA1AM		WDSM-AM	
4 WGGR-FM		WKKO-AM		WA KX - F M	
5 WDSM-AM		WDSM-AM		WKKO-AM	
Teens					
M-S, 6am-Midnight					
POP(00): 305 A/M'78					
		A/M '79		A/M '80	
1 WFBC-AM		WEBC-AM		WAKX - FM	
2 WAKX-FM		WAKX - FM		WEBC - AM	
3 WAKX-AM		WKFQ-AM		KZIO-FM	
W-F, 6-10am					
1 WFBC-AM		WEBC-AM		WEBC-AM	
2 WAKX - FM		WARX-FM		KZ I U ~ EM	
3 KDAI-AM		MKK O-AN		WARX-FM	
4-F, 3-7pm 1 WEBC~AM					
2 WAKX-FM		WAKX-FM		WAKX-FM	
3 WAKX-AM		WFBC-AM WAKX-AM		WFBC-AM KZIO-FM	
dults 18-34		WARA TAN		KZ 10-13	
NG 16-34 NS, 6am-Midnight					
OP(00): 709					
A/M 178		A/M '79		A/M '80	
1 WFBC-AM		WFBC-AM		WEBC-AM	
2 WAKX-FM		WARX - FM		WAKX-FM	
3 WA KX - AM		WAKX-AM		KZIO-FM	
4 WDSM-AM		WKK Q-AM		WA KX ~ A21	
5 KDAL-AM		W DS M - AM		KDAI,-AM	
I-F, 6-10am					
1 WEBC-AM		WFBC-AM		WFBC -AM	
2 WAKX-FM		WAKX - FM		WARY-FM	
3 WAKX-AM		MKKC-WW		KZIO-FM	
4 KDAL-AM 5 WKKO-AM		WAKY - AM KDAL - AM		KDAL-AN WDSM-AM	
HF, 3-7pm		MIMI THE		# US (I = N II	
1 WFBC-AM		WAKX-FM		WEBC-AM	
2 WAKX-FM		WEBC-AM		WAKX-FM	
3 WAKX-AM		WKKQ-AM		KZIO-FM	
4 WKKQ-AM		WDS11-AM		WEVF-FM	

	00): 919		
	A/M '78	A/M '79	A/M '80
1	WFBC-AM	WEBC-AM	KDAL-AM
2	KD A L - A M	WKKQ-AM	WDS M-AM
3	WDSM-AM	KDAL-AM	WEBC-AM
4	WKKQ-AM	WDSM-AM	WKKQ-AM
5	WAKX-AM	WAKX-FM	WAKX-FM
M-F, 6-	10am		
I	KDAIAM	K DAL-AM	KD AL - AM
2	WFBC-AM	WKKQ-AM	WDSH-AM
3	WDSM-AM	WEBC-AM	WEBC-AM
4	WKKQ-AM	WDS M-AM	WKKQ-AM
5	WAKX-FM	WAKX-FM	WEVE-FM
M-F, 3-	7pm		
1	WEBC-AM	WKKQ-AM	WDSM-AM
2	WKK O-AM	WEBC-AM	KDAL-AM
3	WDSM-AM	WDSM-AM	WERC-AM
4	WGGR-FM	K D A 1 A M	WKKQ-AM
5	WAKX-FM	WAKX-FM	WEVE-FM



Format Legend

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

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R&R RATINGS REPORT/1980 • KLOZ-FM KELP-AM KINT-FM

KLOZ-FM

KHE Y-AM KELP-AM KSET-AM

XROK-AM

El Paso

METRO RANK

/M '80 Market Overview

There was a new number one station in this mart, Country KHEY. The runner-up KLOZ, is also ountry, and between them they led in both the 5-54 and 18-34 demos. Contemporary hit station SET-FM went up while last sweep's leader, KINT, pped almost four shares.

KHEY's average and cume audience actually I, but the station was still number one 25-54, just lead of KLOZ, 13% to 12%. KLOZ's gain may ive been aided by a larger ad expenditure, mostly TV backed with a showing of billboards. The staon also ran 24-hour trivia contests and reduced its dies list significantly. Not only did KLOZ come in a ose second 25-54, the station also led 18-34. _OZ had about 12% of the young adults, comared to approximately 10% for KINT and KSET-FM.

KSET-FM is moving away from its former Danceusic sound to more of a Contemporary Hit Radio rmat. There was less outside ad effort made for is book, but on-air a "Win It All" contest entitled allers to try for a package of trips and cash worth 5000. With these ingredients KSET-FM was able boost its 18-34 share by about one-third, with imessive gains among young adult ment.

KINT maintained a very low profile. There was outside advertising and less than the usual nount of on-air activity. Unfortunately, the station's orning and midday personalities both left just beare the book, which may have contributed to delines in those dayparts.

> ON-AIR SURVEY SPOTS BROADCAST BY KAMA-AM KAMA-FM

rerage Persons 12+ Share Trends

onday-Sunday, 6am-Mi 1P(00) - 3413

111	00). 341.	,				
	A/M '79		O/N '79		A/M '80	_
1	KAMA-AM	11.4	KINT-FM	11.7	KHEY-AM (C) 1	
2	KELP-AM	9.4	KHE Y-AM	11.3	KLOZ-FM (C)	
3	KLAO-FM	9.2	KAMA-AM	9.2	KSET-FM (R)	8.
4	KEZB-FM	8.7	KEZB-FM	8 - 6	KINT-FM (R)	7.
5	KI NT-FM	7.9	KELP-AM	7.9	KEZB-FM (BM)	7.
6	KHEY-AM	7 • 1	KSET FM	5.6	KSET-AM (PA)	6.
7	KSET-FM	6.0	KFIM-FM	5.6	X RO K - A M (8)	6.
8	KPAS-FM	4.4	KLOZ-FM	5.4	KELP-AM (PR)	6.1
9	KFIM-FM	4.0	KLAQ-FM	5 • 2	KFIM-FM (M)	5 •
10		3.9	KPAS-FM	4.0	K AM A - A M (8)	4.
11	KTSM-AM	3.7	XEJ -AM	3 - 1	XZOL-AM (S)	4.
12	KSET-AM	3.5	K ROD-AM	2.9	KTSM-AM (NO)	4.
13		3.3	KSET AM	2.9	KLAQ-FM (A)	3.
14	XEJ -AM	3.1	KTSM-AM	2.3	KPAS-FM (A)	3.
15		2.3	KAMA-FM	2.1	KTSM-FM (BM)	2.
16		2 . 3	KTS M-FM	1.9	KROD-AM (PA)	1.
17		1.5	KISO AM	1.9	K AM A – F M ⁽⁸⁾	1.
18		1.0	XEFV-AM	1 - 7	XEJ -AM (S)	0.
. 0	W					

Average Persons Trends/Rankings

KK OL - AM

stal 12+	
S, 6am-Midi	night
P(00):	3413

KTSM-FM XROK-AM XEFV-AM

JP(00): 3413					
	A/M '79		O/N '79		A/M '80	
1	KAMA-AM	59	KINT FM	56	KHEY-AM	50
_	KELP-AM	49	KHEY-AM	54	K LO Z - F M	45
_	KLAO-FM	48	KAMA-AM	44	KSET-FM	40
	KEZB-FM	4.5	KEZB FM	41	KINT-FM	38
	KINT-FM	4 1	KE LP-AM	38	KEZB-FM	36
-F, 6-	10am					
1	KHEY-AM		KHE Y-AM		KHE Y-AM	
2	KAMA-AM		KELP-AM		KSET-FM	
	KEZB-FM		KAMA-AM		KLOZ-FM	
4	KINT-FM		KINT-FM		KINT-FM	
	VEL P - AM		K E ZB - F M		KELP-AM	

, 5-1	pm		
1	KELP-AM	KINT-FM	KLOZ-FM
2	KLAQ-FM	KHEY-AM	KSET AM
3	KINT-FM	KEZB-FM	KHE Y-AM
4	KEZB-FM	KELP-AM	KEZB-FM
5	KHEY-AM	KSET-FM	KELP-AM

OP(00): 528		
A/M 179	O/N '79	A/M '80
1 KELP-AM	K INT-FM	KINT-FM
2 KINT-FM	KELP-AM	KSET-FM
2 VCET-EM	KI.AO-FM	KSET AM

M-F, 6-10am		
1 KSET-FM	KINT-FM	K SET - FM
2 KELP-AN	KELP-AM	KELP-AM
3 KINT-FM	KSET AM	KINT-FM
M-F, 3-7pm		
1 KINT-FM	KINT-FM	KSET-AM
2 KELP-AM	KELP-AM	KINT-FM
3 KLAQ-FM	KSET FM	KSET FM
Adults 18-34 M-S. 8em-Midnight		
POP(00): 1391		
A/M '79	O/N '79	A/M '80
1 KLAO-FM	KINT-FM	KLOZ-FM
2 KINT-FM	KFIM-FM	KINT-FM
3 KELP-AM	KEI.P-AM	KSET-FM
4 KPAS-FM	KSET FM	KFIM-FM
5 KFIM-FM	KI.AQ-FM	K SET - AM
M-F, 6-10am		
1 KINT-FM	KELP-AM	KSET-FM
2 KLAO-FH	KHEY-AM	K LO Z - F M
3 KELP-AM	KFIM-FM	KFIM-FM
4 KHEY-AM	KINT-FM	KINT-FM
5 KSET-AM	KEZB-FM	KHEY-AM
M-F, 3-7pm		
1 KLAQ-FM	KINT FM	KLOZ-FM
2 KELP-AM	KELP-AM	K SE T – AM
3 KINT-FM	KFIM-FM	KSET-FM
4 KROD-AM	KLAQ-FM	KFIM-FM
5 KHEY-AM	K SET - FM	KINT-FM
Adults 25-54		
M-S, 6em-Midnight		
POP(00): 1626		
A/M '79	O/N '79	A/M '80
1 KEZB-FM	KHEY-AM	KHEY-AM
2 KAMA-AM	KAMA-AM	KLOZ-FM
3 KHEY-AM	KEZB-FM	XROK-AM
4 KELP-AM	KLOZ-FM	KEZB-FM
5 KINT-FM	KELP-AM	KSET-AM
M-F, 6-10am		
1 KHEY-AM	KHEY-AM	K HE Y - A M
2 KEZB-FM	KAMA-AM	K LO Z - F M
3 KINT-FM	KEZB-FM	XROK-AM
4 KAMA-AM	KELP-AM	KELP-AM
5 KELP-AM	KLO Z-FM	KINT-FM
M-F, 3-7pm		
1 KEZB-FM	KHEY-AM	. KLOZ-FM
	KEZB-FM	KHE Y-AM
2 KELP-AM		
2 KELP-AM 3 KHEY-AM	KF LP-AM	K SET - AM
	KFLP-AM KLOZ-FM KAMA-AM	XROK-AM KELP-AM

Cume Persons Trends/Rankings

POP	(00):	341

	A/M '79		O/N '79		A/M '80	
1	KELP-AM	819	KINT-FM	1005	KINT-FM	76
2	KINT-FM	754	KHE Y-AM	703	KE LP-AM	72
3	KHEY-AM	609	KELP-AM	657	KLOZ-FM	58
4	KAMA - AM	533	KSET-FM	561	KHEY-AM	58
5	KEZB-FM	501	KEZB-FM	548	KSET-FM	53
M-F, 6-	10am					
1	KELP-AM		KINT-FM		KHEY-AM	
2	KHEY-AM		KHEY-AM		KINT-FM	
	KAMA-AM		KELP-AM		KLOZ-FM	
4			KEZB-FM		KELP-AM	
5	KEZB-FM		KAMA AM		KSET-FM	
M-F, 3-	7pm					
1	KELP-AM		KINT-FM		KELP-AM	
2	KINT-FM		KHEY-AM		KINT-FM	
3	KLAQ-FM		KELP-AM		KLOZ-FM	
4	KHEY-AM		KEZB-FM		KHEY-AM	
5	KEZB-FM		KSET-FM		KSET-AM	

POP(00): 528

A/M '79	O/N '79	A/M '80
1 KINT-FM	K INT-FM	KINT-FM
2 KFLP-AM	KELP-AM	KELP-AM
3 KLAQ-FM	KSET-FM	KSET-FM
I-F, 6-10am		
1 KELP-AM	K INT-FM	KELP-AM
2 KINT-FM	KE L P-AM	KINT-FM
3 KLAQ-FM	KI,AQ-FM	KSET-FM
I-F, 3-7pm		
1 KELP-AM	KINT-FM	KINT-FM
2 KINT-FM	KELP-AM	KELP-AM
3 KLAO-FM	KSET-FM	K SET-AM

Adults 18-34

KLAQ-FM

m-Midnight			
00): 1391			
A/M '79	O/N '79	A/M '80	
KELP-AM	KINT-FM	K IN T - F M	
KINT-FM	KELP-AM	KELP-AM	
KPAS-FM	KFIM-FM	KLOZ-FM	
KHEY-AM	KPAS-FM	KSET-FM	
KLAQ-FM	KSET - FM	KFIM-FM	
10am			
KELP-AM	KINT-FM	KINT-FM	
KINT-FM	KE LP-AM	K LO Z - F M	
	KFIM-FM	KFIM-FM	
	KHE Y-AM	KSET-FM	
KHEY-AM	KROD-AM	KELP-AM	
7pm			
KELP-AM	KINT-FM	KLOZ-FM	
	KELP-AM	KFLP-AM	
KPAS-FM	KFIM-FM	KINT-FM	
	00): 1391 AM 79 KELP-AH KINT-FH KPAS-FM KHEY-AM KLAQ-FM 10am KELP-AH KLAQ-FM KLAQ-FM KHEY-AM KPAS-FM KPAS-FM KHEY-AM KPAS-FM KHEY-AM	00): 1391 AM'79 KELP-AM KINT-FM KELP-AM KPAS-FM KFIM-FM KHEY-AM KPAS-FM KSET-FM 10em KELP-AM KINT-FM KELP-AM KINT-FM KELP-AM KOPAS-FM KINT-FM KELP-AM KOPAS-FM KELP-AM KOPAS-FM KELP-AM KINT-FM KELP-AM KROD-AM 7000 KELP-AM KROD-AM KROD-AM KINT-FM KELP-AM KROD-AM	00): 1391 AM'79 CAN'79 CELP-AM KINT-FM KELP-AM KELP-AM KELP-AM KELP-AM KELP-AM KELP-AM KHEY-AM KELP-AM KELP-AM

Format Penetration Chart

KEZB-FM KELP-AM

KLOZ-FM

KHEY-AM

KEZB-FM

KELP-AM

M-F, 6-10am

M-F. 3-7pm

KELP-AM

5 KTSM-AM

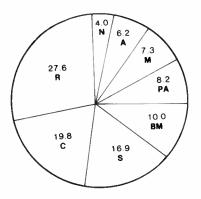
KELP-AM

KHEY-AM

KEZB-FM KINT-FM

KAMA-AM

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



Format Legend

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

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K SET - AM

KSET-FM

E	rie				
Monda	age Persons ay-Sunday, 6a (00): 218	n-Midnigh	nare Trends	METRO	_ (129
	A/M 178		A/M '79		A/M '80
- 1	WLVU-FM	23.5	WCCK-FM	23.2	WCCK-FM (R) 23
2	WCCK-FM	20.3	WLVU-FM	19.4	W L V U - FM (BM) I 6
3	MA-T3LW	14.8	WRIE-AM	15.2	WJET-AM (R) 15
4	WRIE-AM	12.8	WJET-AM	13.3	WRIE-AM (PA) 12
5	WLKK-AM	7.8	WLKK-AM	10.8	W LK K - AM (C) 10
6	WMDI-FM	4.9	WMDI-FM	5.7	WMDI-FM(A) 5
7	WWGO-AM	2.6	WWGO-AM	1.3	WWCB-AM (PA) 1
8	WWCB-AM	2.0	WHYP-AM	1.3	WEYZ-AM (BM) I
9	WCTL-FM	1.5	WWCB-AM	1.0	WZPR-FM(C) 0
10	CKLW-AM	0.9	WCTL-FM	1.0	WGR -AM (PA) O
11	WHYP-FM	0.6	WWOW-AM	0 3	WBEN-FM (R) 0
12	WWOW-AM	0.6	WGO J-FM	0.3	WREO-FM (BM) O
13		0.3			

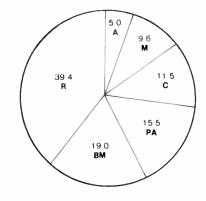
Average	Persons	s Trends/F	lankings	
Total 12+ M-S, 6am-Midnight			Ū	
POP(00): 2189				
A/M '78	A	M '79	A/M '80	
1 WLVU-FM	81 WCC	K-FM 73	WCCK-FM	7 :
2 WCCK-FM	70 WLV	U-FM 61	WLVU-FM	5.4
3 WJET-AM	51 WRI	E-AM 48	WJET-AM	5 (
4 WRIE-AM	44 WJF	T-AM 42	WRIE-AM	4 1
5 WLKK-AM	27 W1.K	K-AM 34	WLKK-AM	34
M-F, 6-10am				
1 WJET-AM	WRI	E-AM	WC CK - FM	
2 WRIE-AM	WJF	T-AM	WJET-AM	
3 WCCK-FM	WC C	K-FM	WRIE-AM	
4 WLVU~FM	WLV	U - FM	WLKK-AM	
5 WIKK-AM	WLK	K-AM	WLVU-FM	
M-F, 3-7pm				
1 WLVU-FM	WC C	K-FM	WC CK -F M	
2 WCCK+FM	ULV	U - F M	WILVU-FM	
3 WJET-AM	WRI	E-AM	WJET-AM	
4 WRIE-AM	WJE	T AM	WRIE-AM	
5 WMDI-FM	WLK	K - A 41	WLKK-AM	
Teens				
M-S, 6am-Midnight				
POP(00): 293				
A/M '78	All	M '79	A/M '80	
1 WCCK-FM	WC C	K-FM	WC CK -F M	
2 WJET-AM	WJE	T-AM	WJET-AM	
3 WMDI-FM	WMD	I - F M	WMDI-FM	
M-F, 6-10am				
1 WCCK-FM	WC C	K-FM	WCCK-FM	
2 WJET-AM		T-AM	WJET-AM	
3 WRIE-AM	WMD	I-FM	WRIE-AM	
M-F. 3-7pm				

POP(00): 293		
A/M '78	A/M '79	A/M '80
1 WCCK-FM	WC CK -FM	WC CK -F
2 WJET-AM	WA-T3LW	WJET-AN
3 WMDI-FM	WMDI-FM	WMDI-F8
M-F, 6-10am		
1 WCCK-FM	WC CK -F M	WCCK-FM
2 WJET-AM	WJET-AM	WJET-AM
3 WRIE-AM	WMDI-FM	WRIE-AM
M-F, 3-7pm		
1 WCCK-FM	WC CK -FM	WCCK-FN
2 WJET-AM	WJET-AM	WJET-AM
3 WMDI FM	WMDI-FM	WRIE-AN
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 730		
A/M '78	A/M '79	A/M '80
1 WCCK-FM	WC CK -FM	WC CK -FM
2 WRIE-AM	WRIE-AM	WJET-AM
3 WJET-AM	WJET-AM	WRIE-AM
4 WLVU-FM	WMDI-FM	WLVU-FY
5 WMDI-FM	WI.VU-FM	WMDI-FM
M-F, 6-10am		
1 WCCK-FM	WC CK - FM	WC CK -FM
2 WRIE-AM	WRIE-AM	WRIE-AM
3 WJET-AM	WJET-AM	WJET-AM
4 WLVU-FM	WMDI-FM	WLVU-FM
5 WMDI-FM	WIVU-FM	WMDI-FM
M-F, 3-7pm		
1 WCCK-FM	WC CK -FM	WC CK -FM
2 WRIE-AM	WRIE-AM	WJET-AM
3 WLVU-FM	WJET-AM	WRIE-AM
4 WMDI-FM	WMDI-FM	WLVU-FM
5 WJET-AM	WLVU-FM	WMD1-FM
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 991		
A/M '78	A/M '79	A/M '80
1 WLVU-FM	WC CK - FM	WCCK-FM
2 WRIE-AM	WLVU-FM	WLVU-FM
3 WCCK-FM	WRIE-AM	WRIE-AM
4 WJET-AM	WJET-AM	WJET-AM
5 WLKK-AM	WLKK-AM	WLKK-AM
VI-F, 6-10am		
1 110 7 0 444	WRIE-AM	WRIE-AM
1 WRIE-AM		WCCK-FM
2 WJET-AM	WJFT-AM	
2 WJET-AM 3 WLVU-FM	WLVU-FM	WLVU-FM
2 WJET-AM 3 WLVU-FM 4 WLKK-AM	WLVU-FM WCCK-FM	WJET-AM
2 WJET-AM 3 WLVU-FM 4 WLKK-AM 5 WCCK-FM	WLVU-FM	
2 WJET-AM 3 WLVU-FM 4 WLKK-AM 5 WCCK-FM	WLVU-FM WCCK-FM	WJET-AM WLKK-AM
2 WJET-AM 3 WLVU-FM 4 WLKK-AM 5 WCCK-FM M-F,3-7pm 1 WLVU-FM	WLVU-FM WC CK-FM WLKK-AM WC CK-FM	WJET-AM WLKK-AM WCCK-FM
2 WJET-AM 3 WLVU-FM 4 WLKK-AM 5 WCCK-FM M-F,3-7pm 1 WLVU-FM 2 WRIE-AM	WLVU-FM WC CK-FM WLK K-AM WC CK-FM WR I E-AM	WJET-AM WLKK-AM WCCK-FM WLVU-FM
2 WJET-AM 3 WLVU-FM 4 WLKK-AM 5 WCCK-FM M-F,3-7pm 1 WLVU-FM	WLVU-FM WC CK-FM WLKK-AM WC CK-FM	WJET-AM WLKK-AM WCCK-FM

Cume	Persons	Trends	/Rankings
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_					iikiiiys	
	12+ em-Midnight					
	00): 2189					
	A/M '78		A/M '79		A/M '80	
1	WJET-AM	833	WC CK -F M	921	WCCK-FM	885
2	WCCK-FM	824	WJET-AM	913	WJET-AM	8.78
	WLVU-FM	786	WRIE-AM	770	WRIE-AM	734
	WRIE-AM	766	W L V U - F M	732	WLVU-FM	582
	WLKK-AM	446	WLKK-AM	5 3 2	WLKK-AM	422
	-10am					
	WJET-AM		WJET-AM		WCCK-FM	
	WCCK-FM		WC CK - F M		WJET-AM	
	WRIE-AM WLVU-FM		WRIE-AM WLVU-FM		WRIE-AM WLVU-FM	
	WLKK-AM		WLKK-AM		WLKK-AM	
M-F, 3			WERK ATT		WERK-HA	
	WCCK-FM		HOOK EN		WCCK-FM	
	WLVU-FM		WCCK-FM WJET-AM		WJET-AM	
3	WJET-AM		WRIE-AM		WLVU-FM	
	WRIE-AM		WLVU-FM		WRIE-AM	
5	WLKK-AM		WLKK-AM		WLK K-AM	
Teen	s					
M-S, 6	am-Midnight					
POP(00): 293					
	A/M 178		A/M '79		A/M '80	
1	WCCK-FM		WC CK - FM		WC CK - FM	
	WJET-AM		WJET-AM		WJET-AM	
3	WRIE-AM		WRIE-AM		WRIE-AM	
M-F, 6-						
	WCCK~FM		WCCK-FM		WCCK-FM	
	WJET-AM WRIE-AM		WJET-AM		WJET-AM	
		_	WRIE-AM		WRIE-AM	
M-F, 3-	•					
	WCCK-FM		WC CK -FM		WC CK -FM	
	WJET-AM WRIE+AM		WJET-AM WMDI-FM		WJET-AM WRIE-AM	
			WADI-LW		WRIE-AM	
	s 18-34 ım-Midnight					
	00): 730					
	A/M '78		A/M '79		A/M '80	
1	WCCK-FM					
	WJET-AM		WCCK-FM WJET-AM		WCCK-FM WJET-AM	
	WRIE-AM		WRIE-AM		WRIE-AM	
4	WLVU-FM		WLVU-FM		WMDI-FM	
5	WMDI-FM		WMDI-FM		W L V U - F M	
A-F, 6-	l 0am					
	WCCK-FM		WC CK -FM		WC CK -FM	
	WJET-AM		WJET-AM		WRIE-AM	
	WRIE-AM		WRIE AM		WJET-AM	
	WLVU-FM WMDI-FM		WLKK-AM		WLVU-FM	
			WLVU-FM		WMDI-FM	
A-F, 3-7	VDM WCCK-FM					
	WJET-AM		WCCK-FM WJET-AM		WCCK-FM	
	WRIE-AM		WRIE-AM		WRIE-AM	
3						
	W L V U - F M		WMDI-FM		WMDI-FM	

POP(00): 991		
	A/M '78	A/M 179	A/M '80
1	WRIE-AM	WRIE-AM	WCCK-F
2	WLVU-FM	WJET-AM	WRIE-A
3	WJET-AM	WCCK-FM	WJET-A
4	WC CK-FM	WLVU-FN	W L V U - F S
5	WLKK-AM	WLKK-AM	WLKK-A
M-F, 6-	10am		
I	WRIE-AM	WRIE-AM	WRIE-A
2	WJET-AM	WJET-AM	WCCK-FI
3	WCCK-FM	WCCK-FM	WJET-A
4	WLVU-FM	WLVU-FM	WLVU-F:
5	WLKK-AM	WLKK-AM	WLKK-A
M-F, 3	7pm		
1	WLVU-FM	WRIE AM	WJET-AS
2	WRIE-AM	WJET-AM	WCCK-F:
3	WJET-AM	WC CK - FM	WRIE-A
4	WCCK~FM	WLVU-FM	WLVU-FI
5	WLKK-AM	WI.KK-AM	WLKK-A!



Format Legend

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

Eugene-**Springfield**

METRO RANK

130

rerage Persons 12+ Share Trends anday-Sunday, 6am-Midnight

	A/M '79		O/N '79		A/M '80
1	KPNW FM	12.7	KPNW-FM	14.5	KUGN-AM(PA)14.
2	KBDF-AM	1.4	KUGN-AM	11+6	KPNW-FM(BM)13.
3	KPNW-AM	10.7	KZEL-FM	11.1	KZEL-FM(A) 11.
4	KUGN-AM	9.4	KEE D-AM	9.1	KPNW-AM(PA) 9.
5	KZEL-FM	9.0	KPNW-AM	8 - 5	KSND-FM(R) 9.
6	KATR-AM	8.7	KSND-FM	8.0	KEED-AM(C) 9.
7	KSND-FM	8.0	KATR-AM	6.8	KBDF-AM(R) 7-0
8	KEED-AM	5.0	K B D F - A M	6.5	KUGN-FM(C) 5.
9	KASH-AM	3.7	KASH-AM	4.3	KORE-AM(RL) 2 .
1.0	KORE-AM	3.0	KUGN-FM	2.8	KATR-AMIPAL 1
1.1	KI'GN FM	2.7	KORE AM	2.0	KASH-AMPO 1.
1 2	KNND-AM	1.0	KGO -AM	1 - 1	KNND-AM(PA) O.
13	KWIL-AM	0.7	KXL -AM	1.1	
1 4			KBMC-FM	0.9	
1.5			K NND - AM	0.6	

Average Persons Trends/Rankings

otal 12+							
-S, 6ar	n-Midr	۱ig	hŧ				
)P(0	0):	2 1	178				

	A/M '79		O/N '79		A/M '80	
1	KPNW-FM	3.8	KP NW - FM	51	KUGN-AM	4
2	KBDF-AM	3.4	KUGN-AM	41	KPNW - FM	4
3	KPNW-AM	32	KZEL-FM	39	KZFL-FM	3
4	KUGN-AM	2.8	KEE D-AM	32	KP NW = AM	3
5	KZEL-FM	27	KPNW-AM	3.0	KSND-FM	3
-F, 6-	10am					
1	KATR-AM		K UC N - A M		KUG N - AM	
2	KUGN AM		KPNW-FM		KEED-AM	
3	KBDF-AM		KPNW-AM		KPNW-AM	
4	KPNW-AM		KATR-AM		KPNW-FM	
5	KPNW+FM		KZEL-FM		KSND-FM	
-F. 3-	7pm					
1	KPNW-FM		KPNW-FM		KPNW-FM	
2	KPNW AM		KZEL-FM		KUGN - AM	
3	K B D F - A M		KEE D-AM		KZEL-FM	
4	KZEL-FM		KSND-FM		KSND-FM	
5	KU GN-AM		KPNW-AM		KPNW-AM	

`	٠,	OC	211	"	141	•		ď	•••		
ŋ	P	(0	0)	:	2		6	5	

UP(UU): 200		
A/M '79	O/N '79	A/M '80_
1 KBDF-AM	KBDF-AM	KBDF-AM
2 KSND-FM	KSND-FM	KSND-FM
3 KZEL-FM	KASH-AM	KASH-AM
I-F, 6-10am		
1 KBDF-AM	KBDF-AM	KBDF-AN
2 K SN D - F M	KSND-FM	KSND-FM
3 KATR-AM	KASH-AM	KUGN-AM
I-F, 3-7pm		
1 KBDF-AM	KBDF-AM	KBDF-AM
2 KSND-FM	KSND-FM	KSND-FM
3 KZEL-FM	KASH-AM	KUG N - F M
dulan 49-24		

Idults 18-34 I-S, 6am-Midnight

OP(00): 906

A/M '79	O/N '79	A/M '80
1 KZEL-FM	KZEL-FM	KZEL-FM
2 KBDF-AM	KSND-FM	KSND-FM
3 KSND-FM	KPNW-AM	KPNW-AM
4 KPNW-AM	KBDF-AM	K UG N – A M
5 KUGN-AM	KASH AM	KBDF-AM
I-F, 6-10am		
1 KZEL-FM	KZEL-FM	KP N W - A M
2 KBDF-AM	KSND-FM	KUGN-AM
3 KSND-FM	FP NW - AM	KSND-FM
4 KPNW-AM	KBDF-AM	KZEL-FM
5 KATR-AM	KASH-AM	K B D F - A M
I-F, 3-7pm		
1 KZEL-FM	KZEL-FM	KZEL-FM
2 KBDF-AM	KSND-FM	KSND-F#
3 KPNW-AM	KPNW-AM	K UG N - A M
4 KASH-AM	KBDF-AM	KPNW-AM
5 K SN D - F M	K UG N - F M	KBDF-AM
Adults 25-54		
I-S, 6am-Midnight		
-		
OP(00): 1027		

Adults 25-54 vi-S, 6am-Midnight		
*OP(00): 1027		
A/M '79	O/N '79	A/M '80
1 KPNW-AM	KPNW-FM	KUGN-AM
2 KPNW FM	KUGN AM	KPNW-FM
3 KATR-AM	KPNW-AM	KPNW-AM
4 KUGN-AM	KFE D-AM	KEED-AM
5 KZEL-FM	KATR-AM	KZEL-FM
W-F, 8-10am		
1 KATR-AM	KUGN-AM	KUG N - AM
2 KPNW-AM	KPNW-AM	KP NW - AM
3 KUGN-AM	KPNW-FM	KEE D-AM
4 KPNW-FM	KATR-AM	KPNW-FM
5 KEED - AM	KEE D-AM	KSND-FM
M-F, 3-7pm		
1 KPNW-AM	KPNW-FM	KUGN-AM
2 KPNW~FM	KPNW-AM	KP N W = A M
3 KUGN AM	K UG N - A M	KPNW-FM
4 KATR-AM	KEE D-AM	KZEL-FM
5 KFED-AM	KZEL-FM	KEED-AM

A/M 179

K1'GN-AM KPNW-AM KPNW-FM

POP(00): 2178					
A/M '79		O/N '79		A/M '80	
1 KRDF-AM	574	KUG N - AM	704	KUG N - AM	70
2 KUGN AM	559	KPNW-FM	525	KPNW-AM	494
3 KSND-FM 4 KPNW-AM	485	KP NW - AM KBDF - AM	512 477	KSND-FM KBDF-AM	46
5 KPNW-FM	433	KSND-FM	471	KPNW-FM	40
W-F, 6-10am					
1 KUGN-AM		KUGNHAM		KUGNHAM	
2 KBDF-AM		$KB \otimes M = WW$		KPNW-AM	
3 KPNW AM		KPNW-FM		KSND-FM	
4 KATR-AM 5 KSND-FM		KSND-FM KZFL-FM		KBDF-AM KFED-AM	
W-F, 3-7pm		NET L IN		KILD BU	
1 KBDF-AM		KP NW - FM		K UG N - A M	
2 KUGN-AM		KBDF-AM		KSND-FM	
3 KPNW AM		KSND=FM		KPNW-AM	
4 K SN D - F M		KP NW - AM		KBDF-AM	
5 KPNW FM		K I G N - A M		KPNWFM	
Teens M-S, 6am-Midnight POP (00): 265					
A/M '79		O/N '79		A/M '80	
1 KBDF-AM		KBDF-AM		KEDF-AM	
2 KSND-FM		KSND-FM		KSND-FM	
3 KASH-AM		KASH-AM		KUG N-AM	
M-F, 6-10am					
1 KBDF-AM		KBDF-AM		KBDF-AM	
2 KSND-FM		KSND-FM		KSND-FM	
3 KASH AM		KASH-AM		KUGN-AM	
M-F, 3-7pm					
1 KBDF-AM		KBDF-AM KSND-FM		KBDF-AM KSND-FM	
2 KSND-FM 3 KASH-AM		KASH-AM		KPNW-AM	
Adults 18-34 M-S, 6am-Midnight					
POP(00): 906					
A/M '79		O/N '79		A/M '80	
1 KBDF-AM		KZEL-FM		KZEL-FM	
2 KSND-FM		KSND-FM		KSND-FM	
3 KZEL-FM		KBDF-AM		KPNW-AM KBDF-AM	
4 KASH-AM 5 KUGN-AM		KUGN-AM KASH-AM		KUGN-AM	
		KASH-AN	_	KOON AN	
M-F, 6-10am 1 KBDF-AM		KZEL-FM		KZEL-FM	
2 KSND-FM		KSND-FM		KSND-FM	
3 KZEL-FM		KPNW-AM		KUGN-AM	
4 KUGN-AM		KBDF-AM		KPNW-AM	
5 KASH AM		KASH-AM		KBDF-AM	
M-F, 3-7pm					
1 KZEL-FM		KZEL+FM		KSND-FM	
2 K S N D - F M		KEDF-AM		KZEL-FM	
3 KBDF-AM		KSND-FM		KBDF-AM KPNW-AM	
4 KUGN-AM 5 KPNW-AM		KASH AM KPNW-AM		KUGN-AM	
		VI-WM-WU		NOON NO	
Adults 25-54 M-S, 6am-Midnight					
POP(00): 1027					

O/N '79

KUGN AM KPNW-FM KPNW-AM KEE D-AM

KSND-FM

A/M '80

KUG N - AM KPNW-AM KPNW-FM KEED-AM

KSND-FM

M-F, 6-10am 1 KUGN AM 2 KPNW-AM 3 KATR-AM 4 KPNW-FM 5 KEED-AM KUGN-AM KPNW-AM KPNW-FM KEED-AM KPNW-AM KPNW-FM KFED-AM KSND-FM KATR-AM M-F, 3-7pm KUCN-AM KPNW-AM KPNW-FM KEED-AM KPNW-FM 1 KUGN-AM

2 KPNW-AM 3 KPNW-FM 4 KEED-AM

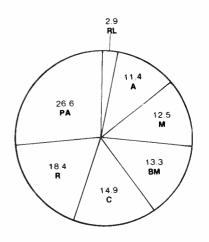
KSND-FM

Format Penetration Chart

KPNW-AM KUGN-AM KEE D-AM

KBDF-AM

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



Format Legend

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

Evansville

116

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00):	2429
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	A/M '78		A/M 179		A/M '80	
1	WIKY-FM	25.6	WGBF-AM	22.8	WIKY-FM(PA)2	6.3
2	WGBF-AM	24.0	WIKY-FM	19.9	WGBF-AM(R) 2	1.3
3	WRO Z - AM	11.0	WKDQ-FM	15.3	WROZ-AM(C)	9.6
4	WKDQ-FM	9.9	WRO Z-AM	10.4	WKDQ-FM(A)	7.7
- 5	WIKY-AM	5.0	WSON-AM	5.8	WIKY-AH(R)	5,1
6	WJPS AM	4,2	WIKY-AM	4.3	WKKR-AM(C)	3.7
7	WSON-AM	3.4	WBKR-FM	4.0	WHKC-FM(PA)	3.5
8	WBKR-FM	2.3	WSTO-FM	4.0	WBKR-FM(C)	3.2
9	WVHI-FM	2.1	WRAY-FM	2 - 3	WVHI-FM(RL)	3.2
1.0	WST0-FM	1.6	WJPS-AM	2.0	WRAY-AM(PA)	3.2
1.1	WRAY FM	1.0	WVHI-FM	1 - 2	WSTO - FM (BM)	2.7
1 2	WBNL-FM	1.0	WHKC-FM	0.6	WRAY-FM(PA)	2 - 4
13	WBNL-AM	0.8	WRAY-AM	0.3	WSON-AM(C)	1.9
14	WRAY AM	0.8				
1.5	WHKC-FM	0.5				

Average Persons Trends/Rankings

M-S	Š,	6	ar	n-	Mid	nig	h	ıŧ	
D 0	n		_	•		_		_	_

Total 12+

m-3,	oam-	mia	uig:	n
PAP	(00	١.	2/	. 20

POP(C	00): 2429					
	A/M '78		A/M '79		A/M '80	
1	WIKY-FM	9.8	WGBF-AM	79	WIKY-FM	9 9
	WGBF-AM	92	WIKY-FM	69	WGBF-AM	80
3	WROZ-AM	42	WKDQ-FM	5.3	WROZ-AM	36
4	WKDO-FM	38	WRO Z - AM	36	WKDO-FM	29
5	WIKY~AM	19	WSON-AM	20	MIKA-WW	19
M-F, 6-1	0em					
1	WIKY-FM		WIKY-FM		WGBF-AM	
2	WGBF-AM		WGBF-Att		WIKY-FM	
3	WROZ-AM		WRO Z-AM		WROZ-AM	
4	WKDQ-FM		WKDQ-FM		WKDO-FM	
5	WJPS-AM		WSON-AM		WRAY-AM	
M-F, 3-7	pm					
1	WGBF-AM		WGBF-AM		WIKY-FM	
2	WIKY-FM		WIKY-FM		WGBF-AM	
3	WKDQ-FM		WKDQ-FM		WROZ-AM	
4	WRO Z - AM		WROZ-AM		WKDQ-FM	
5	WIKY-AM		WBKR-FM		WKKR-AM	
Teens						
M-S, 6ar	n-Midnight					
POP(0	0): 314					
	A/M '78		A/M '79		A/M '80	
1	WGBF-AM		WG B F - AM		WGBF-AM	
2	WKDQ-FM		WKDO-FM		WKDO-FM	
3	WIKY-FM		WHKC-FM		WHKC-FM	
W-F, 6-1	Dem					
1	WGBF-AM		WGBF-AM		WGBF-AM	
2	WKDQ-FM		WKDQ-FM		WKDQ-FM	
3	WIKY-FM		WSON-AM		WHKC-FM	

Adults 18-34 M-S, 6am-Midnig

M-F, 3-7pm I WGBF - AM

I WGBF-AM 2 WKDQ-FM 3 WIKY-AM

POP (00)	: 7	9 5

101(00); 793		
A/M '78	A/M '79	A/M '80
I WGBF-AM	WGBF-AM	WGBF-AM
2 WKDQ-FM	WKDQ-FM	WKDO-FM
3 WIKY-FM	WIKY-FM	WIKY-FM
4 WROZ-AM	WIKY-AM	WIKY-AM
5 WIKY-AM	WROZ-AM	WHKC-FM
M-F, 6-10em		
1 WGBF-AM	WGBF-AM	WGBF-AM
2 WIKY-FM	WKDQ-FM	WIKY-FM
3 WKDQ-FM	WIKY-FM	WKDO-FM
4 WROZ-AM	WIKY-AM	WHKC-FM
5 WJPS-AM	WRO Z-AM	WROZ-AM
M-F, 3-7pm		
I WGBF-AM	WGBF-AM	WGBF-AM
2 WKDQ-FM	WKDQ-FM	WKDO-FM
3 WIKY-FM	WIKY-FM	WIKY-FM
4 WROZ-AM	WROZ-AM	WIKY-AM
5 WIKY-AM	WBKR-FM	WHKC-FM

WGBF-AM WKDQ-FM WHKC-FM

WG8F-AM WKDQ-FM WIKY-FM

Adults 25-54

POP(00): 1085

	A/M 178	A/M '79	A/M '80
1	WIKY-FM	WIKY-FM	WIKY-FM
2	WGBF-AM	WGBF-AM	WGBF-AM
3	WROZ-AM	WKDQ-FM	WROZ-AM
4	WKDQ-FM	WROZ-AM	WIKY-AM
5	WIKY-AM	WBKR-FM	WKDQ-FM
M-F, 6-1	0em		
1	WIKY-FM	WIKY-FM	WIKY-FM
2	WGBF-AM	WGBF-AM	WGBF-AM
3	WROZ-AM	WROZ-AM	WRO Z-AM
4	WKDQ-FM	WKDQ-FM	WIKY-AM
5	WJ PS-AM	WIKY-AM	WKKR-AM
M-F, 3-7	pm		
1	WIKY-FM	WIKY-FM	WIKY-FM
2	WROZ-AM	WGBF-AM	WGBF AM
3	WKDQ-FM	WROZ-AM	WRO Z-AM
4	WGBF-AM	WKDQ-FM	WKKR-AM
5	WIKY-AM	WBKR-FM	WIKY-AM

A/M '78		A/M '79		A/M *80	
1 WGBF-AM	1051	WGBF-AM	1014	WGBF-AM	103
2 WIKY-FM		WIKY-FM	679	WIKY-FM	82
3 WKDQ-FM	523	WKDQ-FM	674	WKDO-FM	5.4
4 WROZ-AM		WRO Z-AM	542	WRO Z-AM	44
5 WIKY-AM	306	WIKY-AM	264	WKKR-AM	2 9
M-F, 6-10am					
1 WGBF-AM		WGBF-AM		WGBF-AM	
2 WIKY-FM		WIKY-FM		WIKY-FM	
3 WROZ-AM		WKDQ-FM		WKDQ-FM	
4 WKDQ-FM		WROZ-AM		WRO Z-AM	
5 WIKY-AM		WIKY-AM		WKKR-AM	
M-F, 3-7pm					
1 WGBF-AM 2 WIKY-FM		WGBF-AM		WGBF-AM	
3 WROZ-AM		WIKY-FM		WIKY-FM	
4 WKD0~FM		WKDQ-FM WROZ-AM		WKDQ-FM WROZ-AM	
5 WIKY-AM		WBKR-FM		WKUZ-AM WKKR-AM	
Teens					_
M-S, 6am-Midnight					
POP(00): 314					
A/M '78		A/M '79		A/M '80	
I WGBF-AM		WGBF-AM		WGBF-AM	
2 WKDQ-FM		WKDQ-FM		WKDO-FM	
3 WIKY-FM		WHKC-FM		WIKY-FM	
M-F, 6-10am					
1 WGBF-AM		WGBF-AM		WGBF-AM	
2 WKDQ-FM		WKDQ-FM		WKDO-FM	
3 WRAY-AM		WSON-AM		WIKY-FM	_
W-F, 3-7pm					
1 WGBF-AM		WGBF-AM		WGBF-AM	
2 WKDQ-FM 3 WIKY-FM		WKDQ-FM WHKC-FM		WKDQ-FM	
		WHKU-FM		WHKC-FM	
Adults 18-34 W-S, 6em-Midnight					
OP(00): 795					
A/M *78		A/M 179		A/M '80	
1 WGBF AM	1	WGBF-AM		WGBF-AM	
2 WKDQ-FM		WKDO-FM		WKDO-FM	
3 WIKY-FM		WIKY-FM		WIKY-FM	
4 WROZ-AM	1	WRO Z - AM		WKKR-AM	
5 WJPS-AM	1	WIKY-AM		WIKY-AM	
A-F, 6-10am					
I WGBF-AM		WGRF AM		WGBF-AM	
2 WKDQ-FM		WKDQ-FM		WKDQ-FM	
3 WIKY-FM		WIKY-FM		WIKY-FM	
4 WROZ-AM		WRO Z - AM		WIKY-AM	
5 WJPS-AM		WIKY-AM		WKKR-AM	
AF, 3-7pm					
1 WGBF-AM		WGBF-AM		WGBF-AM	
2 WKDQ-FM 3 WIKY-FM		WKDQ-FM		WKDQ-FM	
3 WIKY-FM 4 WROZ-AM		WIKY-FM		WIKY-FM	
⊸ ≂RU∠∼AM		WROZ-AM		WIKY-AM	

Cume Persons Trends/Rankings

	A/M '78		A/M '79		A/M *80	
1	WGBF-AM	1051	WGBF-AM	1014	WGBF-AM	1036
2	WIKY-FM	762	WIKY-FM	679	WIKY-FM	822
3	WKDQ-FM	523	WKDQ-FM	674	WKDO-FM	5 4 9
4	WROZ-AM	522	WROZ-AM	542	WRO Z-AM	449
5	WIKY-AM	306	WIKY-AM	264	WKKR-AM	298
W-F, 6	-10am					
1	WGBF-AM		WGBF-AM		WGBF-AM	
2	WIKY-FM		WIKY-FM		WIKY-FM	
3	WROZ-AM		WKDO-FM		WKDQ-FM	
4	WKDQ-FM		WROZ-AM		WRO Z-AM	
5	WIKY-AM		WIKY-AM		WKKR-AM	

n-o, varii-midiligni		
OP(00): 314		
A/M '78	A/M '79	A/M '80
I WGBF-AM	WGBF-AM	WGBF-AM
2 WKDQ-FM	WKDQ-FM	WKDO-FM
3 WIKY-FM	WHKC-FM	WIKY-FM
A-F, 8-10am		
1 WGBF-AM	WGBF-AM	WGBF-AM
2 WKDQ-FM	WKDQ-FM	WKD O - FM
3 WRAY-AM	WSON-AM	WIKY-FM
1-F, 3-7pm		
1 WGBF-AM	WGBF-AM	WGBF-AM
2 WKDQ-FM	WKDQ-FM	WKDQ-FM
3 WIKY-FM	WHKC-FM	WHKC-FM
4.4-40.04		

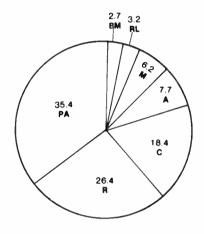
POP(00): 1085

A/M 178	A/M *79	A/M *80
1 WGBF-AM	WGBF-AM	WGBF-AM
2 WIKY-FM	WIKY-FM	WIKY-FM
3 WROZ-AM	WROZ-AM	WROZ-AM
4 WKDQ-FM	WKDO-FM	WKDQ-FM
5 WJPS-AM	WBKR-FM	WKKR-AM

6-10am 1 W1KY-FM 2 WCBF-AM 3 WROZ-AM 4 WKDQ-FM 5 WJPS-AM WGBF-AM WIKY-FM WROZ-AM WKKR-AM WIKY-FM WGBF-AM WROZ-AM WKDQ-FM WKDO-FM M-F, 3-7pm 1 WGBF AM 2 WIKY-FM 3 WROZ-AM 4 WKDQ+FM 5 WIKY-AM WGBF-AM WIKY-FM WROZ-AM WKDQ-FM WKKR-AM WIKY-FM WGBF-AM WROZ-AM WKDQ-FM

Format Penetration Chart

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



Format Legend

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

METRO RANK

verage Persons 12+ Share	Trends
ionday-Sunday, 6am-Midnight	
OP(00): 1145	
	4 /84 / 70

	A/M 178		A/M '79		A/M '80	
1	KFGO-AM	28.5	KPGO-AM	22.4	KF GO - AM (C) 22	. 8
2	WDAY-AM	17.6	WDAY-AM	15.8	KQWB-AM(PA)16	. 8
3	KVOX-AM	13.3	KQWB-AM	15.3	KQWB-FMM 15	. 2
4	KQWB-FM	12.1	KQWB-FM	11.7	WDAY-FM (MA)13	. 6
5	KQWB-AM	9.1	KVOX-AM	10.2	WDAY-AMPAIO	. 3
6	WDAY-FM	8.5	WDAY-FM	10.2	KVOX-FM(C) 7	. 6
7	KVOX-FM	3.6	KV OX -FM	3.1	KVOX-AMPA) 6	٠:
8	KSJB-AM	18	KSJB-AM	1.5		

Average Persons Trends/Rankings

otal 12+
-S, 6am-Midnight
OP(00): 1145

	A/M 178		A/M 179		A/M '80	
1	KFGO-AM	47	KFGO-AM	44	KF GO - AM	4 2
_	WDAY-AM	29	WDA Y-AM	3 1	KQ WB - AM	3 1
	KVOX-AM	2 2	KOWB-AM	30	KQWB-FM	28
	KQWB-FM	20	KOWB-FM	23	WDAY-FM	2.5
	KQWB-AM	15	KŶOX-AM	20	WDAY-AM	19
F. 6	-10em					
1	KFGO-AM		KFGO-AM		KF GO - AM	
	WDAY AM		WDAY-AM		WDAY-AM	
	K V O X - AM		KQWB-AM		KQWB-AM	

KQWB-FM	KQWB-FM
KV OX-AM	WDAY-FM
KFGO-AM	KFGO-AM
KOWB-AM	KQWB-AM
KOWB-FM	KQWB-FM
WDAY-FM	WDAY-FM
WDAY-AM	KVOX-FM
	KVOX-AM KFGO-AM KQWB-AM KQWB-FM WDAY-FM

eens	
I-S, 6am-Midnight	
'OP(00): 139	
A (84 170	

A/M '78	A/M '79	A/M '80
KVOX-AM	KQWB-AM	KQWB-AM
KOWB-AM	KVOX-AM	KQWB-FM
KQWB-FM	KQWB-FM	KFGO-AM
1-10em		
KVOX-AM	KQWB-AM	KQWB-AM
KOWB-FM	KVOX-AM	KQWB-FM
KQWB-AM	KQWB-FM	KF GO - AM
1-7pm		
KVOX-AM	KQWB-AM	KQWB-AM
KOWB-AM	KVOX-AM	KQWB-FM
K QWB + FM	KQWB-FM	KF GO - AM
	KVOX-AM KQWB-AM KQWB-FM +10em KVOX-AM KQWB-FM KQWB-AM KQWB-AM KQWB-AM	KVOX-AM KQWB-AM KQWB-AM KVOX-AM KQWB-FM KQWB-FM -10am KVOX-AM KQWB-AM KVOX-AM KQWB-AM KQWB-FM KVOX-AM KQWB-AM KQWB-FM -7pm KVOX-AM KQWB-AM KQWB-AM KQWB-AM

Adults 18-34 fl-S, 6am-Midnight 20P(00): 499 A/M '78

1 KOWB-FM	KQWB-AM	KQWB-AM
2 WDAY AM	KQWB-FM	KQWB-FM
3 KVOX-AM	KF GO -AM	KF GO – AM
4 KQWB-AM	KV OX -AM	K♥OX-AM
5 KPGO-AM	KVOX-FM	KV OX -FM
#-F, 6-10am		
1 WDAY-AM	KQWB-AM	KQWB-AM
2 KOWB-FM	KPGO-AM	KQWB-FM
3 KFQO-AM	KQWB-FM	K F GO - A M
4 KVOX-AM	KŸOX-AM	KV OX-AM
5 KVOX-PM	WDA Y-AM	KV OX -FM
#F, 3-7pm		
1 KQWB-FM	KQWB-AM	KQWB-AM
2 KVOX-AM	KQWB-FM	KQWB-FM
3 WDAY-AM	KVOX-AM	KVOX-FM
4 KOWB-AM	KFGO-AM	KV OX -AM
5 KFGO-AM	WDA Y-AM	KFGO-AM

5 KQWB-PH	KVOX-FM	KA OX - WW
4 KVOX-AM	KQWB-AM	WDA Y-PM
MA-YACH C	WDAY-FM	KQWB-AM
2 WDAY PM	WDAY-AM	KVOX-FM
1 KFGO-AM	K F GO - AM	KF GO - AM
M-F, 3-7pm		FF.00 4M
5 KOWB-AM	KV OX -AM	KV OX-FM
4 KOWB-FM	KQWB-AM	KQWB-AM
3 KVOX-AM	WDAY-FM	WDAY-FM
2 WDAY AM	WDAY-AM	MDA Y - AM
1 KFGO-AM	KFGO-AM	KFGO-AM
M-F, 6-10em		
5 KQWB-AM	KAOX-WM	WDAY-AM
4 KQWB-FM	KQWB-AH	
3 WDAY FM	WDAY-FM	KVOX-FM
2 WDAY AM	WDAY-AM	KOWB-AM
1 KFGO-AM	KFGO-AM	WDAY-FM
		KF GO - AM
A/M '78	A/M 179	A/M '80
POP(00): 474		
M-S, 6em-Midnight		
Adults 25-54		
5 KFGO-AM	WDA Y-AM	KFGO-AM
4 KOWB-AM	KF GO AN	KTON AN

Cume Persons Trends/Rankings

104	11 147	
44	Com-Midnight	

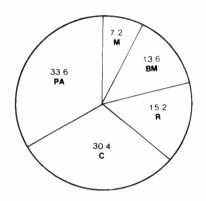
POP(00): 1145					
	A/M '78		A/M '79		A/M '80	
1	KVOX-AM	472	KFGO-AM	427	EQW8-AH	404
2	WDAY AM	452	WDAY-AM	395	KF GO - AM	392
3	KFGO-AM	423	KQWB-AM	38 7	KQWB-FM	374
4	KQWB-AH	310	KVOX-AM	38 5	WA-YAM	349
5	KQWB-PM	305	KQWB-PM	289	KVOX-AM	278

HF, 6-10am		
1 WDAY-AM	WDAY-AM	KFGO-AM
2 KFGO-AM	KFGO-AM	KQWB-AM
3 KVOX-AM	KQWB-AM	WDAY-AM KQWB-FM
4 KQWB-FM	KVOX-AM	KV OX – AM
5 KQWB-AM	KQWB-FM	KY UA - AFF
VI-F, 3-7pm		WALLE AM
1 KVOX-AM	KQWB-AM	KQWB-AM
2 KFGO-AM	KFGO-AM	KQWB-FM KFGO-AM
3 KQWB-FM	KV OX -AM	WDAY-AM
4 WDAY AM 5 KQWB-AM	KQWB-FM WDAY-AM	KV OX -AM
Feens W-S, 6am-Midnight		
POP(00): 139		
A/M 178	A/M 179	A/M '80
1 KVOX-AM	KQWB-AM	KQWB-AM
2 KQWB-AM	KVOX-AM	KQWB-FM
3 KQWB-FM	KQ WB-FM	KA OX - WW
M-F, 6-10em		
1 KVOX-AM	KQ W B - A M	KO W B - A M
2 KQWB-AM	KV O X – A M	KQWB FM
3 KQWB-FM	KQWB-PM	KV OX -AM
M-F, 3-7pm		
1 KVOX-AM	KQWB-AM	KQWB-AM
2 KQWB-AM	KA OX - WW	KQWB-FM
M-S, 6am-Midnight	KQWB-FM	KA OX -WW
3 KQWB-FM Adults 18-34 M-S, 6am-Midnight POP(00): 499 A/M '78	KQWB-FM A/M '79	A/M '80
Adults 18-34 M-S, 6am-Midnight POP(00): 499	A/M '79 KQWB -AM	08' M/A MA- BWQX
Adults 18-34 MS, 6am-Midnight POP(00): 499 A/M '78 1 KVOX-AM 2 KOWB-FM	A/M '79 KQWB - AM KVOX - AM	A/M '80 KQWB -AM KQWB -FM
Adults 18-34 M-S, 6am-Midnight POP(00): 499 AIM '78 1 KVOX-AM 2 KOWB-FM 3 WDAY-AM	A/M '79 KQWB - AM KVOX - AM KQWB - FM	A/M '80 KQWB – AM KQWB – F M KVOX – AM
Adults 18-34 M-S, 6am-Midnight POP(00): 499 A/M '78 1 KVOX-AM 2 KOMB-FM 3 WDAY-AM 4 KQWB-AM	A/M '79 KQWB – AM KV OX – AM KQWB – FM KFGO – AM	A/M '80 KQWB -AM KQWB -FM KV OX -AM KFGO - AM
Adults 18-34 MS, 6am-Midnight POP(00): 499 A/M '78 1 KVOX-AM 2 KOWB-FM 3 WDAY-AM 4 KQWB-AM 5 KVOX-FM	A/M '79 KQWB - AM KVOX - AM KQWB - FM	A/M '80 KQWB – AM KQWB – F M KVOX – AM
Adults 18-34 M-S, 6am-Midnight POP(00): 499 A/M '78 1 KVOX-AM 2 KOMB-FM 3 WDAY-AM 4 KQWB-AM 5 KVOX-FM M-F, 6-10am	A/M '79 KQWB – AM KV OX – AM KQWB – F M KFGO – AM WDA Y – AM	A/M '80 KQWB - AM KQWB - FM KV OX - AM KF GO - AM WDA Y - AM
Adults 18-34 M-S, 6am-Midnight POP(00): 499 A/M '78 1 KVOX-AM 2 KOWB-FM 3 WDAY-AM 4 KQWB-AM 5 KVOX-FM M-F, 6-10am 1 KVOX-AM	A/M '79 KQ WB - AM KV O X - AM KQ WB - FM KFGO - AM WDA Y - AM KQ WB - AM	A/M '80 KQWB -AM KQWB -FM KVOX -AM KFGO -AM WDAY -AM KQWB -AM
Adults 18-34 M-S, 6am-Midnight POP(00): 499 AJM '78 1 KVOX-AM 2 KOWB-FM 3 WDAY-AM 4 KQWB-AM 5 KVOX-FM M-F, 6-10am 1 KVOX-AM 2 WDAY-AM	A/M '79 KQWB – AM KV OX – AM KQWB – F M KFGO – AM WDA Y – AM	A/M '80 KQWB - AM KQWB - FM KV OX - AM KF GO - AM WDA Y - AM
Adults 18-34 M-S, 6am-Midnight POP(00): 499 A/M '78 1 KVOX-AM 2 KOMB-FM 3 WDAY-AM 4 KQWB-AM 5 KVOX-FM M-F, 6-10am 1 KVOX-AM 2 WDAY-AM 3 KQWB-FM	A/M '79 KQWB - AM KV OX - AM KQWB - FM KFGO - AM WDA Y - AM KQWB - FM	A/M '80 KQWB -AM KQWB -FM KVOX -AM KFGO -AM WDAY -AH KQWB -AM KQWB - AM
Adults 18-34 M-S, 6am-Midnight POP(00): 499 AJM '78 1 KVOX-AM 2 KOWB-FM 3 WDAY-AM 4 KQWB-AM 5 KVOX-FM M-F, 6-10am 1 KVOX-AM 2 WDAY-AM	A/M '79 KQWB - AM KV OX - AM KQWB - FM KFGO - AM WDA Y - AM KQWB - FM KQWB - FM KV OX - AM	A/M '80 KQWB -AM KQWB -FM KV OX -AM KF GO -AM WDAY - AM KQWB -AM KQWB -FM KV OX -AM
Adults 18-34 M-S, 6am-Midnight POP(00): 499 A/M '78 1 KVOX-AH 2 KOWB-FM 3 WDAY-AM 5 KVOX-FM M-F, 6-10am 1 KVOX-AM 2 WDAY-AM 4 KQWB-FM 4 KQWB-AM 5 KVOX-AM 4 KQWB-AM 6 KYOX-AM 7 KYOX-AM 7 KYOX-AM 7 KYOX-AM 8 KQWB-FM 8 KYOX-AM	A/M '79 KQWB - AM KVOX - AM KQWB - FM KFGO - AM WDAY - AM KQWB - FM KQWB - FM KVOX - AM	A/M '80 KQWB -AM KQWB -FM KVOX -AM WDAY -AM KQWB -FM KVOX -AM KFGO -AM KFGO -AM
Adults 18-34 MS, 6am-Midnight POP(00): 499 A/M'78 1 KVOX-AM 2 KOWB-FM 3 WDAY-AM 5 KVOX-FM MHF, 8-10am 1 KVOX-AM 2 WDAY-AM 3 KQWB-FM 4 KQWB-AM 5 KOWB-AM	A/M '79 KQWB - AM KVOX - AM KQWB - FM KFGO - AM WDAY - AM KQWB - FM KQWB - FM KVOX - AM	A/M '80 KQWB -AM KQWB -AM KQWB -AM KQWB -AM KQWB -AM KQWB -AM KYOX -AM KFGO -AM WDAY -AM
Adults 18-34 M-S, 6am-Midnight POP(00): 499 AJM '78 1 KVOX-AM 2 KOWB-FM 3 WDAY-AM 4 KQWB-AM 5 KVOX-FM M-F, 6-10am 1 KVOX-AM 2 WDAY-AM 3 KQWB-FM 4 KFGO-AM 5 KQWB-AM	A/M '79 KQWB - AM KVOX - AM KQWB - FM KFGO - AM WDAY - AM KQWB - FM KVOX - AM WDAY - AM KQWB - AM KFGO - AM WDAY - AM	A/M '80 KQWB -AM KQWB -FM KVOX -AM WDAY -AM KQWB -AM KQWB -FM KVOX -AM WDAY -AM WDAY -AM
Adults 18-34 MS, 6am-Midnight POP(OO): 499 A/M '78 1 KVOX-AM 2 KOWB-FM 3 WDAY-AM 4 KQWB-AM 5 KVOX-FM MF, 6-10am 1 KVOX-AM 2 WDAY-AM 2 WDAY-AM 4 KQWB-AM 5 KQWB-AM 6 KQWB-AM 7 KQWB-AM 8 KQWB-AM 8 KQWB-AM MF, 3-7pm 1 KVOX-AM	A/M '79 KQ WB - AM KV OX - AM KQ WB - FM KFGO - AM WDA Y - AM KQ WB - FM KV OX - AM KC WB - AM	A/M '80 KQWB -AM KQWB -FM KVOX -AM WDAY - AM KQWB -AM KQWB -AM KQWB -AM KFGO - AM WDAY - AM KGWB - AM
Adults 18-34 MS, 6am-Midnight POP(00): 499 A/M'78 1 KVOX-AM 2 KOWB-FM 3 WDAY-AM 4 KQWB-AM 5 KVOX-FM MF, 6-10am 1 KVOX-AM 2 WDAY-AM 3 KQWB-FM 4 KFGO-AM 5 KQWB-AM	A/M '79 KQWB - AM KVOX - AM KQWB - FM KFGO - AM WDAY - AM KQWB - FM KVOX - AM KFGO - AM WDAY - AM KQWB - FM KVOX - AM KQWB - FM KVOX - AM KQWB - FM KVOX - AM KGWB - FM KVOX - AM KFGO - AM	A/M '80 KQWB -AM KQWB -FM KVOX -AM WDAY -AM KQWB -FM KVOX -AM WDAY -AM WDAY -AM WDAY -AM
Adults 18-34 M-S, 6am-Midnight POP(00): 499 A/M '78 1 KVOX-AM 2 KOMB-FM 3 WDAY-AM 4 KQWB-AM 5 KVOX-FM M-F, 6-10am 1 KVOX-AM 2 WDAY-AM 3 KQWB-FM 4 KFGO-AM 5 KQWB-AM M-F, 3-7pm 1 KVOX-AM 2 KQWB-FM 4 KFGO-AM 5 KQWB-FM 6 KQWB-FM 7 S-7pm 1 KVOX-AM 2 KQWB-FM 8 WDAY-AM 3 WDAY-AM	A/M '79 KQ WB - AM KV OX - AM KQ WB - FM KFGO - AM WDA Y - AM KQ WB - FM KV OX - AM KC WB - AM	A/M '80 KQWB -AM KQWB -FM KVOX -AM WDAY - AM KQWB -AM KQWB -AM KQWB -AM KFGO - AM WDAY - AM KGWB - AM
Adults 18-34 MS, 6am-Midnight POP(OO): 4999 A/M '78 1 KVOX-AM 2 KOWB-FM 3 WDAY-AM 4 KQWB-AM 5 KVOX-FM MF, 6-10am 1 KVOX-AM 2 WDAY-AM 4 KQWB-AM 5 KOWB-AM 7 KOWB-AM 8 KOWB-AM 8 KOWB-AM MF, 3-7pm 1 KVOX-AM 2 KQWB-AM 4 KFGO-AM 5 KQWB-AM MF, 3-7pm 1 KVOX-AM 2 KQWB-AM 4 KQWB-AM 6 KQWB-AM 6 KQWB-AM 6 KQWB-AM 7 KQWB-AM 7 KQWB-AM 8 KQWB-AM 8 KQWB-AM 6 KQWB-AM	A/M '79 KQWB - AM KVOX - AM KQWB - FM KFGO - AM WDAY - AM KQWB - FM KVOX - AM KFGO - AM WDAY - AM KQWB - FM KVOX - AM KQWB - FM KVOX - AM KQWB - FM KVOX - AM KGWB - FM KVOX - AM KFGO - AM	A/M '80 KQWB -AM KQWB -FM KVOX -AM WDAY -AM KQWB -FM KVOX -AM WDAY -AM WDAY -AM WDAY -AM
Adults 18-34 M-S, 6am-Midnight POP(OO): 499 A/M '78 1 KVOX-AM 2 KOWB-FM 3 WDAY-AM 4 KQWB-AM 5 KVOX-FM M-F, 6-10am 1 KVOX-AM 2 WDAY-AM 3 KQWB-FM 4 KFGO-AM 5 KQWB-AM 5 KQWB-FM 4 KFGO-AM 5 KQWB-AM M-F, 3-7pm 1 KVOX-AM 2 KQWB-FM 3 WDAY-AM 4 KQWB-AM 5 KQWB-AM 5 KQWB-AM 6 KQWB-AM 5 KQWB-AM 6 KQWB-AM 6 KQWB-AM 7 WDAY-AM 7 WDAY-AM 8 KQWB-AM 8 KQWB-AM 8 KQWB-AM 8 KQWB-AM 9 WDAY-AM 9 KQWB-AM 8 KQWB-AM 9 KQWB-AM	A/M '79 KQWB - AM KVOX - AM KQWB - FM KFGO - AM WDAY - AM KQWB - FM KVOX - AM WDAY - AM KFGO - AM WDAY - AM KQWB - FM KVOX - AM KQWB - FM KVOX - AM KQWB - FM KVOX - AM KQWB - FM	A/M '80 KQWB -AM KQWB -FM KVOX -AM WDAY -AM KQWB -FM KVOX -AM WDAY -AM KQWB -FM KVOX -AM KQWB -FM KVOX -AM KQWB -FM KYOX -AM
Adults 18-34 MS, 6am-Midnight POP(OO): 4999 A/M '78 1 KVOX-AM 2 KOWB-FM 3 WDAY-AM 4 KQWB-AM 5 KVOX-FM MF, 6-10am 1 KVOX-AM 2 WDAY-AM 4 KQWB-AM 5 KOWB-AM 7 KOWB-AM 8 KOWB-AM 8 KOWB-AM MF, 3-7pm 1 KVOX-AM 2 KQWB-AM 4 KFGO-AM 5 KQWB-AM MF, 3-7pm 1 KVOX-AM 2 KQWB-AM 4 KQWB-AM 6 KQWB-AM 6 KQWB-AM 6 KQWB-AM 7 KQWB-AM 7 KQWB-AM 8 KQWB-AM 8 KQWB-AM 6 KQWB-AM	A/M '79 KQWB - AM KVOX - AM KQWB - FM KFGO - AM WDAY - AM KQWB - FM KVOX - AM KFGO - AM WDAY - AM KQWB - FM KVOX - AM KQWB - FM KVOX - AM KQWB - FM KVOX - AM KGWB - FM KVOX - AM KFGO - AM	A/M '80 KQWB -AM KQWB -FM KVOX -AM WDAY -AM KQWB -AM KQWB -FM KVOX -AM WDAY -AM KQWB -AM KFGO -AM WDAY -AM KQWB -FM KVOX -AM KQWB -FM KYOX -AM KQWB -FM KYOX -AM KYOX -FM KFGO -AM
Adults 18-34 M-S, 6am-Midnight POP(00): 499 A/M '78 1 KVOX-AM 2 KOWB-FM 3 WDAY-AM 4 KQWB-AM 5 KVOX-FM M-F, 6-10am 1 KVOX-AM 2 WDAY-AM 3 KQWB-FM 4 KFGO-AM 5 KQWB-AM M-F, 3-7pm 1 KVOX-AM 2 KQWB-FM 3 WDAY-AM 3 KQWB-FM 4 KFGO-AM 5 KQWB-FM 4 KYOX-AM 4 KYOX-AM 7 KQWB-FM 7 WB-AM 8 KQWB-FM 7 WB-AM 8 KQWB-FM 7 WB-AM 8 KQWB-AM	A/M '79 KQWB - AM KVOX - AM KQWB - FM KPGO - AM KQWB - FM KVOX - AM KFGO - AM KPGO - AM KPGO - AM KPGO - AM KQWB - FM KVOX - AM KPGO - AM KQWB - FM KVOX - AM KPGO - AM KYOX - AM KFGO - AM KFGO - AM KYOX - AM KFGO - AM	A/M '80 KQWB -AM KQWB -FM KVOX -AM WDAY -AM KQWB -PM KVOX -AM KFGO -AM WDAY -AM KQWB -FM KVOX -AM KFGO -AM KQWB -FM KVOX -AM KQWB -FM KVOX -AM KQWB -FM KVOX -AM KQWB -FM KVOX -AM KYOX -AM
Adults 18-34 MS, 6am-Midnight POP(OO): 499 A/M '78 1 KVOX-AM 2 KOWB-FM 3 WDAY-AM 4 KQWB-AM 5 KVOX-FM MF, 6-10am 1 KVOX-AM 2 WDAY-AM 4 KQWB-AM 5 KQWB-AM 6 KOOX-FM MF, 6-10am 1 KVOX-AM 2 WDAY-AM 4 KPGO-AM 5 KQWB-AM MF, 3-7pm 1 KVOX-AM 2 KQWB-AM 6 KQWB-AM	A/M '79 KQWB - AM KV O X - AM KQWB - FM KFGO - AM WDA Y - AM KQWB - FM KV O X - AM KQWB - AM KQWB - AM KQWB - AM KGO - AM WDA Y - AM KQWB - A	A/M '80 KQWB -AM KQWB -FM KVOX -AM WDAY -AM KQWB -AM KQWB -FM KVOX -AM WDAY -AM KQWB -AM KFGO -AM WDAY -AM KQWB -AM KQWB -FM KVOX -FM KVOX -FM KFGO -AM KFGO -AM
Adults 18-34 M-S, 6am-Midnight POP(OO): 499 A/M '78 1 KVOX-AM 2 KOWB-FM 3 WDAY-AM 5 KVOX-FM M-F, 6-10am 1 KVOX-AM 2 WDAY-AM 3 KOWB-FM 3 KOWB-AM 5 KOWB-AM 5 KOWB-AM 6 KOWB-AM 5 KOWB-AM 6 KOWB-AM 6 KOWB-AM 7 KOWB-AM 7 KOWB-AM 8 KOWB-FM 8 WDAY-AM 9 KOWB-AM 8 KOWB-FM 1 KVOX-FM Adults 25-54 M-S, 6am-Midnight POP(OO): 474 A/M '78 1 KFGO-AM 2 WDAY-AM 3 KVOX-AM	A/M '79 KQMB - AM KV OX - AM KQWB - FM KFGO - AM WDAY - AM KQWB - FM KV OX - AM KQWB - FM KV OX - AM KQWB - FM KV OX - FM A/M '79 KFGO - AM WDAY - AM KV OX - AM KV OX - AM	A/M '80 KQWB -AM KQWB -FM KVOX -AM WDAY -AM KQWB -AM KQWB -FM KVOX -AM WDAY -AM KQWB - FM KVOX -AM KQWB - FM KVOX -AM KQWB - FM KVOX -AM KQWB - FM KYOX - AM KQWB - AM KQWB - AM KQWB - AM KQWB - AM
Adults 18-34 MS, 6am-Midnight POP(OO): 499 A/M '78 1 KVOX-AM 2 KOWB-FM 3 WDAY-AM 4 KQWB-AM 5 KVOX-FM MF, 6-10am 1 KVOX-AM 2 WDAY-AM 4 KQWB-AM 5 KQWB-AM 6 KOOX-FM MF, 6-10am 1 KVOX-AM 2 WDAY-AM 4 KPGO-AM 5 KQWB-AM MF, 3-7pm 1 KVOX-AM 2 KQWB-AM 6 KQWB-AM	A/M '79 KQWB - AM KV O X - AM KQWB - FM KFGO - AM WDA Y - AM KQWB - FM KV O X - AM KQWB - AM KQWB - AM KQWB - AM KGO - AM WDA Y - AM KQWB - A	A/M '80 KQWB -AM KQWB -FM KVOX -AM WDAY -AM KQWB -AM KQWB -FM KVOX -AM WDAY -AM KQWB -AM KFGO -AM WDAY -AM KQWB -AM KQWB -FM KVOX -FM KVOX -FM KFGO -AM KFGO -AM

M-F, 6-10am			
1 KFGO-AM	KFGO-AM	KFGO-AM	
2 WDAY-AM	WDAY-AM	WDAY-AM	- (
3 KVOX-AM	KQWB-AM	KQWB-AM	
4 WDAY FM	WDAY-PM	WDAY-FM	. !
5 KQWB-AM	KV OX -AM	KV OX -FM	
M-F, 3-7pm			
1 KFGO-AM	K F CO - A M	KFGO-AM	- 1
2 KVOX-AM	WDAY-AM	KV OX −FM	
3 WDAY AM	WDAY-FM	KQWB-AM	
4 WDAY-FM	KQWB-AM	KQWB-FM	
	KV OX -AM	WDA Y-AM	

Format Penetration Chart

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



Format Legend

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

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Fayetteville

METRO RANK

Average Persons 12+ Share Trends Monday-Sunday, 8am-Midnight

POP	(00): 183	2				
	A/M 178		A/M '79		A/M 180	
1	WQSM-FM	26.9	WQSM-FM	20-3	WQSM-FM (R) 23.	2
2	WF L B-AM	13.1	WQDR-FM	16.1	WIDU-AM (89 14.	6
3	WRAL-FM	11.7	WIDU-AM	13.4	WFLB-AM (P) 10.	1
4	WFNC-AM	9.2	WF LB-AM	12.3	WFA I-AM (C) 10 .	1
5	WIDU-AM	9.2	WFAI-AM	8.8	WF NC - AM (C) 10 .	1
6	WF A I - AM	8.8	WFNC-AM	8.4	WQDR-FM(A) 9.	0
7	WYYD-FM	8.1	WRAL-FM	4.2	WRAL-FM (PA) 7.	
8	WSTS-FM	2.1	WYYD-FM	3.4	WYYD-FM (BM) 4 .	i
9	WQDR-FM	1.8	WOTI-FM	3.1	WSTS-FM (FIL) 2.	
10	WF BS - AM	1.8	WSTS-FM	2.3	WOTI-FM(C) 1.	9
11	WPTF-AM	1.1	WFBS-AM	1.5	WFBS-AM (P) O.	
12			WPTF-AM	1.1	WJSK-FM(C) O.	•
13					WPTF-AM (PA) O.	

Total 1:	_		ons Tren			
M-S, 6an	n-Midnight					
POP(0	0): 1832 A/M'78		A/M '79		A/M '80	
1 4	QSM-FM	76	WQSM-FM	5 3	WQSM~FM	
	FLB-AM	37	WODR-FM	42	WIDU-AM	
3 k	RAL-FM	33	WIDU-AM	3.5	WFLB-AM	
	FNC-AM	26	WF L B-AM	32	WFA I-AM	
	IDU-AM	26	WFA I-AM	2 3	WF NC-AM	
M-F, 6-10						
	QSM-FM FAI-AM		WFAI-AM WQSM-FM		WQSM-FM WFAI-AM	
	F NC - AM		WFNC-AM		WFNC-AM	
	FLB AM		WF LB-AM		WF LB-AM	
5 W	RAL FM		WQDR-FM		WRAL-FM	
M-F, 3-7p						
	QSM-FM		WQSM-FM		WQSM-FM	
	FLB-AM FIDU-AM		WQDR-FM WFLB-AM		WIDU-AM WFLB-AM	
	RAL-FM		WIDU-AM		WQDR-FM	
	FNC-AM		WF NC-AM		WRAL-FM	
Teens						
	-Midnight					
	A/M '78		A/M 179		A/M '80	
	QSM-FM		WF L B - AM		WOSM-FM	
2 1	FLB AM		WQSM-FM		WF L B-AM	
3 k	IDU-AM		WIDU-AM		WIDU-AM	
M-F, 6-10	am					
	QSM-FM		WQSM-FM		WQSM-FM	
	FLB-AM		WFLB-AM		WFLB-AM	
	VIDU-AM		WFBS-AM		WQDR-FM	_
M-F, 3-7p			U 1 DI 1 4 P		WIDU-AM	
	√QSM-FM √IDU AM		WIDU-AM WQSM-FM		WFLB-AM	
	FLB-AM		WF L B-AM		WQSM-FM	
	A/M '78		A/M '79		A/M '80	_
	∛QSM-FM WRAL-FM		WQDR-FM WQSM-FM		WQSM-FM WIDU-AM	
_	WFLB-AM		WF LB-AM		WQDR-FM	
	WIDU-AM		WIDU-AM		WFLB-AM	
	WFNC-AM		WFNC-AM		WRAL-FM	
M-F, 6-10						
	WQSM-FM WRAL-FM		WQSM-FM WQDR-FM		WQSM-FM WFLB-AM	
	WFNC-AM		WFAI-AM		WRAL-FM	
	WF LB-AM		WFNC-AM		WIDU-AM	
5	WFAI-AM		WF LB-AM		WQDR-FM	
M-F, 3-7p	m		HODE EV		DOCK PM	
	QSM-FM		WQDR-FM WQSM-FM		WQSM-FM WIDU-AM	
	∛F L B – AM ∛I DU – AM		WFLB-AM		WFLB-AM	
4 1	∛RAL-FM		WIDU-AM		WQDR-FM	
5 1	#FNC-AM		WRAL-FM		WRAL-FM	
Adults 2	5-54 Midnight					
OP(00): 834		A 49.4 1-4			
	A/M '7B		A/M '79		A/M '80	_
	∤QSM-FM ∤RAL-FM		WQSM-FM WIDU-AM		WFNC-AM WQSM-FM	
	FNC-AM		WFLB-AM		WFAI-AM	
4 1	FAI-AM		WF NC-AM		WRAL-FM	
5 1	FLB AM		WFAI-AM		WIDU-AM	
A-F, 6-10:					UBNC ***	
1 1	FNC-AM		WFAI-AM		WFNC-AM WFAI-AM	
	JOSM-FM JFAI-AM		WFNC-AM WFLB-AM		WPAI-AM WQSM-FM	
2 1			WQSM-FM		WRAL-FM	
3 1	*****		WIDU-AM		WFLB-AM	
3 1	WFLB_AM		WIDU-MM			
2 (3 (4 (5 (WFLB AM		WIDO-WH			
2 1 3 1 4 1 5 1 9-F, 3-7pt	WFLB AM m wqsm-fm		WQSM-FM		wqsm-FM	
2 1 3 1 4 1 5 1 W-F, 3-7pt	WFLB AM WQSM-FM WRAL-FM		WQSM-FM WFLB-AM		WF NC-AM	
2 3 4 5 5 1 2 3 3 3 3 3 3 3 3 3	WFLB AM m wqsm-fm		WQSM-FM			

	Cume	Perso	ons Trend	is/Ra	nkinas	
		1 613	ons men	Joina	iikiiigs	
	112+					
	Sam-Midnight					
POP((00): 1832					
	A/M '78		A/M '79		A/M '80	
	WQSM-FM	845	WQSM-FM	786	WQSM-FM	796
	WF LB-AM	681	WF LB-AM	644	WFLB-AM	549
	WF A I - AM	484	WFAI-AM	442	WRAL-FM	406
	WRAL-FM	471	WIDU-AM	399	WIDU-AM	363
5	WFNC-AM	447	WQDR-FM	391	WFA I-AM	3 4 9
M-F, 6	-10am					
1	WQSM-FM		WQSM-FM		WQSM-FM	
2	WFAI-AM		WF L B-AM		WFL B-AM	
	WF NC - AM		WFAI-AM		WFNC-AM	
4	WF L B-AM		WF NC-AM		WFA I-AM	
5	WRAL-FM		WQDR-FM		WRAL-FM	
M-F, 3	-7pm					
1	-		WQSM-FM		WOSM-FM	
2			WF L B-AM		WF LB-AM	
	WRAL-FM		WODR-FM		WRAL-FM	
4	WFNC-AM		WIDU-AM		WIDU-AM	
5	WIDU-AM		WF N C-AM		WQDR-FM	
Teen	•					
	iam-Midnight					
	00): 226					
101(A/M '78		A/M '79		A/M '80	
	WQSM-FM		WQSM-FM		WQSM-FM	
2			WF L B-AM		WF LB-AM	
3	WIDU-AM		WIDU-AM		WIDU-AM	
M-F, 6	-10am					
1	WQSM-FM		WQSM-FM		WQSM-FM	
2	WFLB-AM		WFLB AM		WFLB-AM	
3	WIDU-AM		WIDU-AM		WQDR-FM	
M-F, 3	-7pm					
1	•		WOSM-FM		WF L B-AM	
2			WFLB-AM		WQSM-FM	
3	WIDU-AM		WIDU-AM		WIDU-AM	
A	- 40.04					
	ts 18-34 am-Midnight					
	•					
roP(00): 1000 A/M '78		A/M '79		A/M 180	
1 2			WQSM-FM		WQSM-FM	
	WRAL-FM		WQDR-FM WFLB-AM		WFLB-AM WRAL-FM	
	WFNC-AM		WIDU-AM		WKAL-FM WODR-FM	
	WFAI-AM		WFAI-AM		WIDU-AM	
			41 H H H H		- IDO - MEI	

WQSM-FM WQDR-FM WFLB-AM WFAI-AM WFNC-AM

WQDR-FM WQSM-FM WFLB-AM WIDU-AM WRAL-FM

WQSM-FM WRAL-FM WFLB-AM WQDR-FM WIDU-AM

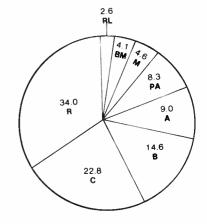
WQSM-FM WFLB-AM WQDR-FM WRAL-FM

1 WQSM-FM 2 WFLB AM 3 WRAL-FM 4 WFNC-AM 5 WFAI-AM

3-7pm 1 WQSM-FM 2 WFLB-AM 3 WRAL-FM 4 WIDU~AM 5 WFNC-AM

M-F, 3-7pm

Adults	s 25-54		
M-S, 6a	m-Midnight		
PO P (00): 834		
	A/M 178	A/M '79	A/M '80
1	WQSM-FM	WQSM-FM	WQSM-FM
2	WFNC-AM	WF L B-AM	WF NC-AM
3	WRAL-FM	WF N C-AM	WFAI-AM
4	WF A I - AM	WFAI-AM	WRAL-FM
5	WF LB-AM	WIDU-AM	WFLB-AM
M-F, 6-1	10am		
1	WF NC-AM	WFNC-AM	WFNC-AM
2	WQSM-FM	WF L B-AM	WQSM-FM
3	WFAI-AM	WFAI-AM	WFA I-AM
4	WFLB-AM	WQSM-FM	WRAL-FM
5	WRAL-FM	WIDU-AM	WF LB-AM
M-F, 3-7	7pm		
1	WQSM-FM	WF LB-AM	WQSM-FM
2	WF NC - AM	WQSM-FM	WF NC-AM
3	WRAL-FM	WF NC-AM	WRAL-FM
4	WF LB-AM	WRAL-FM	WFLB-AM
5	WFAI-AM	WYYD-FM	WFAI-AM



Format Legend

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

M-F, 3-7pm

/M '80 Market Overview

Flint

The A/M '80 Arbitron survey in Flint may have een one of the most reliable samplings ever taken this metro. The in-tab total was up 63% overall, nd there was particular improvement among men 8-24. Last year there were 26 diaries returned in is cell, but this year the number was 48, a much iore representative figure.

There was a new contender this book, Blackormatted WDZZ. The station came from nowhere to ead the metro this year, scoring well in the teen and oung adult demos. WDZZ ended up with a 22 teen hare, 14 in 18-34's, and over a 9 share 25-54. he core of the adult audience was 18-24, but there as a good showing in the 25-34 cell too.

WWCK, the leader for the past two years, finshed second to WDZZ. It remained tops with teens, ith almost a 27 share, and led 18-34 with a 15 hare. The station's Superstars AOR sound resulted in a heavily 18-24-oriented audience.

There was quite a race among adults 25-54. .ast year WFDF, WGMZ, and WKMF were within a hare of each other. This year there were seven staions within three shares, led by WJR/Detroit with ust over 10%. WKMF showed the most slippage, tropping from just under 12% to just below an 8% share. WFMK almost doubled its 25-54 share, to ust under 10%

Average Persons 12+ Share Trends Monday-Sunday, 8am-Midnight

	A/M '80		A/M 179		00): 4144 A/M '78	(
	W D Z Z - F M (B) 1 1	10.6	WWCK-FM	12.5	WWCK-FM	1
	WWCK-FM(A)10	9.0	WGMZ-FM	10.6	WKMF-AM	2
	WJR -AM (PA)	8.4	WJR -AM	10.1	WJR -AM	
.0	WEDE-AM (PA)	8.4	WKMF-AM	9 - 6	WEDE-AM	4
	WEMK-EM (PA)	8.2	WED E-AM	9.6	WGMZ-FM	5
. 9	WTRX -AM (PA)	7.2	WTAC-AM	7.3	WTRX-AM	6
	WGMZ-FM (BM)	6.7	WAMM - AM	5,4	WTA C-AM	7
	WKMF - AM (C)	6.2	WTRX-AM	4.9	WAMM-AM	8
-7	WIGER - FM (PA)	4.9	WGER-FM	4.2	WEMK-I'M	9
. 4	WTAC AM(R)	4.5	WEMK-EM	3.6	WGER-FM	1.0
. 3	WHNN-FM (R)	2.8	WWWS-FM	3.1	WWWS FM	1.1
. 2		2.0	WHNN-FM	2.6		1.2
. 7	WOAP-AM (PA)	1.8	WILOB AM	1.6		13
. fc	WAMM-AM (B)	1.5	WK CO - FM	1.6		1.4
- 6	WRIF-FM (A)	1.2	WOAP-AM	1.3		1.5
. 1	WITL-FM(C)	1.0	WWJ - AM	0.8		1.6
1	WVIC-FM(R)	1.0	CKLW-AM	0.7		1.7
1.8	WWJ - AM (N)	0.7	WVIC-FM	0.5		1.8
0.6	WVIC-AM (R)	0.5	WVIC-AM	0.3		19
0.5	WJIM-AM (PA)			0.2		2.0
	WILOB-AM (RL)					2.0
1.5	WMJC-FM (PA)					2 2
0.5	WWWW-FM (A)					23

Average Persons Trends/Rankings

Total	12+	
W-S, 6	ım-Midnight	

1 WWCK-FM 2 WTAC-AM

3 WFDF-AM

POP(00): 4144					
A/M 178		A/M 179		A/M '80	
1 WWCK-FM	7 7	WWCK-FM	63	WDZZ-FM	
2 WKMF-AM	6.5	WGMZ-FM	54	WWCK-FM	4
3 WJR -AM	6.2	WJR -AM	50	WJR -AM	
4 WFDF-AM	59	WKMF-AM	50	WFDF-AM	
5 WGMZ-FM	59	WFDF-AM	49	WFMK-FM	
M-F, 6-10am					
1 WFDF-AM		WFDF-AM		WFDF-AM	
2 WKMF-AM		WJR -AM		WJR -AM	
3 WWCK-FM		WKMF-AM		WDZZ-FM	
4 WJR -AM		WGMZ-FM		WTRX-AM	
5 WTRX-AM		WTRX-AM		WKMF-AM	
M-F, 3-7pm					
1 WWCK-FM		WWCK-FM		WWCK-FM	
2 WGMZ-FM		WGMZ-FM		WDZZ-FM	
3 WJR -AM		WFDF-AM		WEMK-EM	
4 WKMF-AM		WTAC AM		WJR -AM	
5 WEDE-AM		WJR -AM		WGMZ-FM	
Teens					
M-S, 8am-Midnight					
POP(00): 609					
A/M '78		A/M '79		A/M '80	
1 WWCK-FM		WTAC-AM		WWCK-FM	
2 WTAC-AM		WWCK-FM		WDZZ-FM	
3 WTRX-AM		WAMM-AM		WTAC-AM	
14 F @ 10am					

WTAC-AM WAMM-AM WWCK-FM

WDZZ-FM

Hart Cont Breez		
1 WWCK-FM	WTAC-AM	WWCK-FM
2 WTAC-AM	WWCK-FM	WDZZ-FM
3 WFDF-AM	WHNN-FM	WTAC-AM
Adults 18-34		
N-S. 6am-Midnight		
POP(00): 1593		
A/M '78	A/M '79	A/M '80
1 WWCK-FM	WWCK-FN	WWCK-FM
2 WTRX-AM	WTRX-AM	WDZZ-FM
3 WEMK-EM	WTAC-AM	WFMK-FM
4 WGMZ-FM	WFMK-FM	WTRX-AM
5 WTAC-AM	WAMM-AM	WF DF-AM
M-F, 6-10am		
1 WWCK-FM	WTRX-AM	WTRX-AM
2 WTRX-AM	WWCK-FM	WWCK-FM
3 WFMK-FM	WF DF-AM	WF DF-AM
4 WJR -AM	WGMZ-FM	WDZZ-FM
5 WGMZ-FM	WTAC-AM	WFMK-FM
M-F, 3-7pm		
1 WWCK-FM	WWCK-FM	WF MK -F M
2 WTRX-AM	WTAC -AM	WWCK-FM
3 WGMZ-FM	WTRX-AM	WDZZ-FM
4 WTAC-AM	WFMK-FM	WTRX-AM
5 WFMK-FM	WAMM-AM	WFDF-AM
Adults 25-54		
M-S, Sam-Midnight		
POP(00): 2061		
A/M 178	A/M 179	A/M 180
1 WKMF-AM	WKMF-AM	WJR -AM
2 WJR -AM	WFDF AM	WGMZ-FM
3 WTRX-AM	WGMZ-FM	WFMK-FM
3 11 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		
4 WGMZ-FM	WJR -AM	WD2Z-FM

Cume Persons Trends/Rankings

WFDF-AM WJR -AM WKMF-AM WTRX-AM

WC MZ = EM

WFDF-AM WKMF-AM

WWCK-FM

WEDE-AM

WJR -AM WGMZ-FM WTRX-AM

WKME-AM

WJR -AM WGMZ-FM

WGER-FM

Total 12 +

1 WKMF-AM 2 WJR -AM 3 WFDF AM 4 WTRX-AM

5 WGMZ-FF

WKMF-AM

WJR -AM

WTRX-AM

WEDE AM

M-F, 3-7pm

	00): 4144 A/M'78		A/M '79		A/M '80	
1	WEDE-AM	1054	WJR -AM	10.54	WWCK-FM	965
2	WWCK-FM	9.82	WFDF-AM	1042	WFDF-AM	920
3	WJR -AM	969	WTA C-AM	923	WJR -AM	803
4	WTAC-AM	822	WTRX-AM	748	WTRX-AM	769
5	WTRX-AM	810	WWCK-FM	718	WTAC-AM	6 5 9
M-F, 6-	10am					
1	WFDF-AM		WFDF-AM		WF D F - AM	
2	WWCK-FM		WJR -AM		WWCK-FM	
3	WJR -AM		WTAC-AM		WJR -AM	
4	WKMF-AM		WWCK-FM		WTRX-AM	
5	WTAC-AM		WTRX-AM		WDZZ-FM	
M-F, 3-	7pm					
1	WWCK-FM		WFDF-AM		WWCK-FM	
2	WJR -AM		WJR -AM		WJR -AM	
3	WKMF-AM		WTAC-AM		WFDF-AM	
4	WGMZ-FM		WWCK-FM		WTAC-AM	
5	WEDE AM		WGMZ-FM		WDZZ-FM	

idnight POP(00): 609

A/M '78	A/M '79	A/M '80
1 WWCK-FM	WTAC-AM	WWCK-FM
2 WTAC-AM	WWCK-FM	WTAC-AM
3 WTRX-AM	WTRY-AM	WTRX-AM
M-F, 6-10am		
1 WWCK-FM	WTAC-AM	WWCK-FM
2 WTAC-AM	WWCK-FM	WTAC-AM
3 WFDF-AM	WAMM-AM	WDZZ-FM
M-F, 3-7pm		
1 WWCK-FM	WTAC-AM	WWCK-FM
2 WTAC-AM	WWCK-FM	WTAC-AM
3 WTRX-AM	WFMK-FM	WDZZ-FM

Adults 18-34 W-S, 6am-Midnight POP(00): 1593		
A/M '78	A/M '79	A/M '80
1 WWCK-FM	WTAC-AM	WWCK-FM
2 WTAC-AM	WWCK-FM	WTRX-AM
3 WTRX-AM	WTRX-AM	WFDF-AM
4 WEDE-AM	WFDF-AM	WFMK-FM
5 WJR -AM	WFMK-FM	WTAC-AM
M-F, 6-10am		
1 WWCK-FM	WTA C - A M	WWCK-FM
2 WTAC-AM	WTRX-AM	WTRX-AM
3 WTRX-AM	WWCK-FM	WF DF-AM
4 WFDF-AM	WFDF-AM	WFMK-FM
5 WJR -AM	WFMK-FM	WDZZ-FM
M-F, 3-7pm		
1 WWCK-FM	WWCK-FM	WWCK-FM
2 WTAC-AM	WTRX-AM	WFMK-FM
3 WTRX-AM	WTAC - AM	WDZZ-FM
4 WGMZ-FM	WF D F - AM	WTRX-AM
5 WFDF-AM	WFMK+FM	WTAC-AM

Adults 25-54 A-S, Sam-Midnight		
POP(00): 2061 A/M 178	A/M '79	A/M 180
1 WJR -AM	WFDF-AM	WFDF-AM
2 WKMF-AM	WJR -AM	WJR -AM
3 WFDF-AM	WGMZ-FM	WGMZ-FM
4 WTRX-AM	WTRX-AM	WTRX-AM
5 WGMZ-FM	WKME-AM	WEMK-EM
M-F, 6-10am		
1 WKMF-AM	WJR -AM	WF DF-AM
2 WJR -AM	WF D F-AM	WGMZ-FM
3 WFDF AM	WTRX-AM	WJR -AM
4 WGMZ-FN	WGMZ-FM	WTRX-AM
5 WTRX-AM	WKMF-AM	WEMK-EM
M-F, 3-7pm	<u> </u>	
1 WJR -AM	WF DF-AM	WJR -AM
2 WKMF-AM	WJR -AM	WGMZ-FM
3 WTRX-AM	WGMZ-FM	WFMK-FM

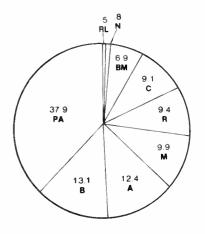
Format Penetration Chart

WKMF-AM

WFDF-AM WTRX-AM

4 WCMZ-FM 5 WFDF AM

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



Format Legend

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

TM Special Projects can set your station apart from the ordinary!



TM Special Projects 1349 Regal Row Dallas, Texas 75247 (214) 634-8511



Ft. Lauderdale-Hollywood

40

A/M '80 Market Overview

Expanded Sample Frame was implemented for the first time in the Ft. Lauderdale metro this sweep, and its use boosted in-tab among young men. This more representative diary return helped WAXY and WSHE substantially. ESF helped improve Arbitron's ability to get younger adults into the sample. Among men 18-24, for example, 12 usable diaries were returned in O/N '79, compared to 30 in this book.

The ESF return may have also contributed to WLYF's decrease. WLYF remained the overall leader, but its share dropped six points since the Fall sweep. There were fewer diaries returned by older listeners, especially those 65+, but even in the 25-54 demo WLYF's share dropped almost in half, down to slightly under 8%

In the 18-34 standings, WAXY was the new kingpin. Up almost 70%, the station scored impres-

sive gains in both young adult men and women. Part of the reason for the rise may have been a substantial ad effort, concentrated on TV but with billboard and direct mail support. Some 200,000 direct mail pieces were sent out promoting the "Million Dollar Minute," a contest in which the winner spent 60 second inside a bank vault hauling out as much money as possible. The arrival of Randi Thomas, an air personality from WINZ-FM who joined WAXY for middays, also may have helped.

WSHE achieved its best male numbers ever and ended up third among adults 18-34. Its demo strength is overwhelmingly concentrated in men 18-24.

WHYI managed to improve its already strong share of the 18-34 audience, moving from just over 13% to over 14%. WAIA, the former 18-34 leader, slipped as its young male numbers were cut. The station still had more than 12% of the 18-34 audi-

Other noteworthy stations included WNWS, which soared thanks to huge increases among adults 45+; and Black-formatted WRBD, which became teen leader and had huge gains in its young female

Average Persons 12+ Share Trends Monday-Sunday, 8am-Midnight POP(00): 7917

	A/M '79		O/N '79		A/M '80	
1	WLYF-FM	13.1	WLYF-FM	16 - 1	WLYF-FM (BM)	10.1
2	WHYI-FM	10.2	WHYI-FM	7.6	WHYI-FM(R)	7.7
3	WINZ-AM	9.5	WKOS-FM	6.8	WKOS-FM (BM)	7.2
4	WAIA-FM	7 . 5	WINZHAM	6.5	WNWS-AM(N)	7.0
5	WIOD-AM	4.9	WAIA-FM	6.2	WAXY-FM(R)	6.9
6	WNWS-AM	4.6	WIOD-AM	5.0	WRBD-AM (B)	5 . 7
7	WFTL-AM	4.5	WFTL-AM	4.5	WINZ-AM(N)	5.3
8	WKQS-FM	4 . 2	WWWL-FM	3.7	WAIA-FM (PA)	5.0
9	WAXY-FM	4.0	WAXY-FM	3.5	WSHE-FM(A)	4.4
1.0	WRBD-AM	4.0	WYOR-FM	3.5	WIOD-AM(PA)	4.3
1.1	WSHE-FM	3.6	WNWS-AM	3 . 2	WCKO-FM(R)	3.1
1 2	WYOR-FM	2 • 6	WR B D-AM	3.0	WFTL-AM(PA)	3.1
13	WWWL-FM	2.3	WINZ-FM	2.4	WWWL-FM(A)	2.8
1 4	WGBS-AM	2.0	WCKO-FM	2.1	WQAM - AM (R)	2.4
15	WVCG-AM	2.0	WSRF-AM	1.9	WPIP-AM(BM)	2.3
16	WGMA-AM	1 - 9	WPIP-AM	1.9	WYOR-FM (BM)	2.2
17	WINI-FM	1.9	WGBS-AM	1.9	WINZ-FM(A)	2.0
18	WKAT-AM	1.9	WSHF-FM	1.8	WTMI-FM(CL)	1.7
19	WOAM-AM	1.9	WMJX-FM	1.6	WMJX-FM(R)	1.5
20	WINZ-FM	1.5	WIMI-FM	1.6	WF XY - AM (C)	1.5
2.1	WPIP-AM	1.4	WVCG-AM	1.6	WEWZ - FM (R)	1.5
2.2	WEXY-AM	1.3	WEXY-AM	1 4	WWOK-AM (C)	1 - 5
23	WMJX-FM	1.2	WKAT-AM	1.2	WGBS - AM (PA)	0.9
2 4	WEAT-FM	1 + 1	WSDO-FM	1.1	WVCG-AM (BM)	0.9
25	WCKO-FM	1.0	WQAM-AM	1.0	WADY - AM (C)	0.7
26	WSDO-FM	0.9	WWOK-AM	0.9	WEAT-FM (BM)	0.6
27			WSBR-AM	0.8	WSRF-AM (C)	0.6
2.8			WEAT-EM	0.4	WKAT-AM (T)	0.6
29			WIGMA - AM	0.4	WSBR-AM (BB)	0.5

Average Persons Trends/Rankings

Total 12-M-S, 6am-Midnigh POP(00): 7917

Data from Market Buy Market

	AIM 13		OM 78		A/M 80	
1	WLYF-FM	181	WLYF-FM	224	WLYF-FM	1.3
2	WHYI-FM	142	WHYI-FM	106	WHYI-FM	9
3	WINZ-AM	132	WKQS-FM	95	WKQS-FM	9
4	WAIA-FM	104	WINZ-AM	91	WNWS-AM	91
5	WIOD-AM	6.8	WAIA-FM	8.6	WAXY-FM	R
M-F, 6-1	10am					
1	WINZ-AM		WLYF-FM		WNWS-AM	
2	WHYI-FM		WINZ-AM		WIOD-AM	
3	WLYF-FM		WHYI-FM		WINZ-AM	
4	WAIA-FM		WFTL-AM		WHYI-FM	
5	WFTL-AM		WKQS-FM		WLYF-FM	
M-F, 3-7	7pm					
1	WLYF-FM		WLYF-FM		WLYF-FM	
2	WHY1-FM		WKQS-FM		WKOS-FM	
3	WAIA-FM		WHYI-FM		WAXY-FM	
4	WINZ-AM		WAIA-FM		WHYI-FM	
5	WAXY-FM		WYOR-FM		WSHE-FM	
	m-Midnight					

A/M '79	O/N 179	A/M '80
1 WHYI-FM	WHYI-FM	WRBD-AM
2 WSHE-FM	WCKO-FM	WCKO-FM
3 WRBD-AM	WRBD-AM	WHY I - FM
F, 6-10am		
1 WHYI-FM	WHYI-FM	WCK0-FM
2 WAXY-FM	WCKO-FM	WRBD-AM
3 WWWL-FM	WRBD-AM	WHYI-FM
F, 3-7pm		
1 WHYI-FM	WRBD-AM	WCKO-FM
2 WRBD-AM	WCKO-FM	WRBD-AM
3 WSHE-FM	WHYI-FM	WINZ-FM

Adults 18-34
M-S, 6am-Midnight
DOD(00). 2111

A/M 179	O/N '79	A/M '80
1 WAIA-FM	WAIA-FM	WAXY-FM
2 WHYI-FM	WHYI-FM	WHYI-FM
3 WAXY-FM	WWWL-FM	WSHE-FM
4 WSHE-FM	WAXY-FM	WAIA-FM
5 WWWL-FM	WINZ-FM	WWWL-FM
W-F, 6-10am		
1 WAIA-FM	WAIA-FM	WAXY-FM
2 WHYI-FM	WHYI-FM	WHYI-FM
3 WSHE-FM	WAXY-FM	WSHE-FM
4 WAXY-FM	WWWL-FM	WA IA-FM
5 WIOD-AM	WKQS-FM	WWWL-FM
4-F, 3-7pm		
I WAIA-FM	WAIA-FM	WAXY-FM
2 WAXY-FM	WWWL-FM	WSHE-FM
3 WHYI-FM	WAXY-FM	WAIA-FM
4 WSHE-FM	WHYI-FM	WHYI-FM
5 WWWL-FM	WSHE-FM	WWWL-FM

Adults 25-54 M-S. 6am-Midnight POP(00): 3143

A/M '79	O/N 179	A/M '80
1 WHYI-F	M WLYF-FM	WAXY-FM
2 WAIA-F	M WHYI-FM	WHYI-FM
3 WLYF-F	M WAIA-FM	WAIA-FM
4 WINZ-A	M WFTL-AM	WLYF-FM
5 WAXY~F	M WIOD-AM	WKQS-FM
M-F, 6-10am		
1 WHYI-I	FM WHYI-FM	WHYI-FM
2 WAIA-1	FM WLYF-FM	WAXY-FM
3 WINZ-	AM WFTL-AM	WAIA-FM
4 WLYF-I	FM WAIA-FM	WIOD-AM
5 WIOD-	AM WAXY-FM	WLYF-FM
M-F, 3-7pm		
l WLYF-I	FM WLYF-FM	WAXY-FM
2 WAIA-I	FM WHYI-FM	WLYF-FM
3 WHYI-I	FM WAIA-FM	WAIA-FM
4 WAXY-1	FM WAXY-FM	WHYI-FM
5 WINZ-/	AM WFTL-AM	WKQS-FM

Cume Persons Trends/Rankings

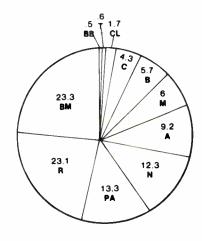
Total 12+ M-S, 6am-Midnight POP(00): 7917

	A/M '79		O/N '79		A/M '80	
1	WHYI-FM	1927	WLYF-FM	1791	WHYI-FM	1598
2	WINZ-AM	1882	WHYI-FM	1755	WLYF-FM	1582
3	WLYF-FM	1761	WINZ-AM	1514	WKQS-FM	1 30 9
4	WIOD-AM	1159	WIOD-AM	1295	WINZ-AM	1199
5	WAIA-FM	1090	WKQS-FM	1271	WNWS-AM	1074
M-F, 6	-1 0em					
1	WINZ-AM		WLYF-FM		WHY I - FM	
2	WHYI-FM		WINZ-AM		WNWS-AM	
3	WLYF-FM		WHYI-FM		WLYF-FM	
4	WIOD-AM		WKQS-FM		WINZ-AM	
5	WAIA-FM		WFTL-AM		WIOD-AM	
M-F, 3	-7pm					
1	WHYI-FM		WLYF-FM		WKQS-FM	
2	WLYF-FM		WHYI-FM		WLYF-FM	
3	WINZ-AM		WKQS-FM		WHYI-FM	
4	WAXY-FM		WAIA-FM		WINZ-AM	
5	WKQS-FM		WINZ-AM		WAXY-FM	

Teens		
M-S, 6am-Midnight		
POP(OC): 766		
A/M '79	O/N '79	A/M '80
1 WHYI-FM 2 WSHE-FM	WHY I - FM	WCKO-FM
3 WAXY-FM	WCKO-FM	WHYI-FM
	WR B D - A M	WSHE-FM
M-F, 6-10am		
1 WHYI-FM	WHYI-FM	WCKO-FM
2 WGBS-AM 3 WINZ-FM	WCKO-FM	WHYI-FM
	WINZ-FM	WRBD-AM
M-F, 3-7pm		
1 WHYI-FM	WHYI-FM	WCKO-FM
2 WRBD-AM 3 WGBS-AM	WCKO-FM WRBD-AM	WHYI-FM
J #003-Mil	WKDD-AM	WINZ-FM
Adults 18-34		
M-S, 6am-Midnight		•
POP(00): 2111		
A/M '79	O/N '79	A/M '80
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WAXY-FM	WAIA-FM	WAXY-FM
3 WAIA-FM	WWWL-FM	WWWL-FM
4 WSHE-FM	WAXY-FM	WAIA-FM
5 WWWL-FM	WINZ-FM	WSHE-FM
M-F, 6-t0em		
1 WHYI-FM	WAIA-FM	WHYI-FM
2 WAIA-FM	WHY I - FM	WAXY-FM
3 WQAM-AM	WAXY-FM	WAIA-FM
4 WSHE-FM	WWWL-FM	WWWL-FM
5 WAXY-FM	WQAM-AM	WSHE-FM
M-F, 3-7pm		
1 WHYI-FM	WAIA-FM	WHYI-FM
2 WAXY-FM	WHYI-FM	WAIA-FM
3 WAIA-FM	WWWL-FM	WAXY-FM
4 WSHE-FM	WAXY-FM	WSHE-FM
5 WWWL-FM	WSHE-FM	WWWL-FM
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 3143		
A/M '79	O/N '79	A/M '80
1 WHYI-FM	WRY I - FM	WHYI-FM
2 WINZ-AM	WAIA-FM	WAIA-FM
3 WAIA-FM	WIOD-AM	WAXY-FM
4 WLYF-FM	WLY F-FM	WLYF-FM
5 WAXY-FM	WAXY-FM	WKQS-FM
M-F, 6-10em		
1 WHYI-FM	WHYI-FM	WHY I - FM
2 WINZ-AM	WAIA-FM	WAIA-FM
3 WLYF-FM	WLYF-FM	WLYF-FM
4 WAIA-FM	WF T 1 AM	WAXY-FM
5 WIOD-AM	WIOD-AM	WNWS-AM
M-F, 3-7pm		
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WLYF-FM	WAIA-FM	WAIA-FM
3 WAIA-FM	WLYF-FM	WAXY-FM
4 WAXY-FM	WAXY-FM	WLYF-FM
5 WINZ-AM	WQAM~AM	WKQS-FM

Format Penetration Chart

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



Format Legend

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

WMEE-FM

WQHK-AM



\/M '80 Market Overview

Tremendously consistent ratings marked this narket's Spring sweep. The overall shares for the rree top stations were within a hair's breadth of the revious survey's. As usual, WOWO dominated, trong 18-34 and tops 25-54. WOWO's shares lipped somewhat, but the station still had a 25-54 hare of more than 27, and an 18-34 share just

Beautiful Music WEZV ranked second 25-54. Iso down slightly from the last sweep, WEZV's hare here was just over 19.

The 18-34 category was more of horse race. VMEE passed WOWO, scoring approximately a 21 ihare. AOR WXKE showed tremendous growth, loosting its 18-34 share by more than 60% to just inder 20, thanks in part to a vastly increased numer of female listeners. The ladies may have been nfluenced by the "Super Date" promotion the staion ran, backed up with a billboard ad campaign. Musicall, WXKE tightly dayparted new music and beefed up "hots" to three per hour.

The other major 18-34 factor, WPTH, increased overall and nicely in young adults. The bulk of the gain came from men in the midday and PM drive layparts.

Average Persons 12+ Share Trends

0	Ρ(00	,	:	29	92	

0, (00,. 2,,,	-			
	A/M 179		O/N '79		A/M 180
ì	WA-OWOW	24.5	WOWO-AM	26.7	WOWO-AM(PA)26 • 0
2	WMEF-FM	17.1	WEZV-FM	17.1	WEZV-FM(BM)16.9
3	WPTH-FM	12.7	WMEE-FM	13.9	WMEE-FM (R) 14.7
4	WMEE-AM	12.4	WPTH-FM	8.0	WPTH-FM(R) 9.7
5	WXKE-FM	9.7	WQHK-AM	7.1	WXKE-FM (A) 9.3
6	WLYV-AM	4.4	WXKE FM	6 - 4	WQHK-AM(C) 7.9
7	WGL -AM	3.2	WGL -AM	3 - 6	WLYV-AM (C) 3.3
8	WJR -AM	1.7	WLYV-AM	2 1	WGL -AM (PA) 2 + 5
9	WADM: FM	1.3	WIFF AM	1.6	CKLW-AM (R) 0.6
10	WIFF-AM	1.3	WJR -AM	1 - 4	WLKI-FM(R) 0.6
11	WFWR-AM	1 • 1	CKLW-AM	1.4	WIFF-AM(C) 0.6
1 2	WLW -AM	0.8	WA DM - AM	0.2	WLW -AM (PA) 0.4
13	WMAQ-AM	0.6	WADM-FM	0.2	WAWK-FM (PA) 0.4
14	WADM AM	0.4			WJR -AM (PA) 0.4
1.5	WCMX-FM	0.4			
16	WAWK-FM	0.4			
17	WAWK-AM	0.2			

Average Persons Trends/Rankings

O/N '79

A/M '80

WMEE-FM

WPTH-FM

WOWO-AM

lotal 12+

POP(00): 2992 A/M 179

WMEE-AM

WPTH-FM

	A/M '79		O/N '79		A/M OU	
1 1	MA-OWO	116	WOWO-AM	117	WA-OWOW	126
2 1	MEF-FM	81	WEZV-FM	7.5	WEZV-FM	82
3 1	APTH-FM	60	WMEE-FM	61	WMEE-FM	71
4 1	MEE-AM	59	WPTH-FM	3 5		47
5 1	XKE-FM	46	WQHK-AM	31	WXKE-FM	4 5
M-F, 6-10	Dam					
1	WA-OWOW		WOWO-AM		WOWO-AM	
2	WMEE-AM		WMEE-FM		WEZV-FM	
3	WMEF-FM		WEZV-FM		WMEE-FM	
4	WPTH-FM		WPTH-FM		WQHK-AM	
5	WXKE-FM		WQHK-AM	_	WPTH-FM	
M-F, 3-7	pm					
1	WA-OWOW		WOWO-AM		MA-OWOW	
2	WMEF-FM		WEZV-FM		WEZV-FM	
3	WMEE-AM		WMEE-FM		WMEE-FM	
4	WPTH-FM		WPTH-FM		WXKF-FM	
5	WXKE-FM		WQHK-AM		WPTH-FM	
Teens						
M-S, 6ar	n-Midnight					
POP(0	0): 413					
	A/M '79		O/N '79		A/M '80	
1	WMEE-AM		WMEE FM		WMEE-FM	
2	WPTH-FM		WOWO-AM		WPTH-FM	
3	MA-OWOW		WPTH-FM		MA-OWOW	
M-F, 6-1	0am					
1	WMEE-AM		WMEE-FM		WMEE - FM	
2	WA-OWOW		WA-OWOW		WOWO-AM	
3	WPTH-FM		WPTH-FM		WPTH-FM	
M-F. 3-7	'pm					

WMEE-FM

WPTH-FM

WOWO-AM

Adults 18-34 M-S. 6am-Midnight

POP(00): 1098

AIM /9	OW 1a	A/M OU
1 WXKE-FM	WOWO-AM	WMEE-FM
2 WPTH-FM	WMEE-FM	WXKE-FM
3 WOWO-AM	WPTH-FM	WOWO-AM
4 WMEE-AM	WXKE-FM	WPTH-FM
5 WMEF-FM	WEZV-FM	WEZV-FM
M-F, 6-10am		
1 WOWO AM	WOWO-AM	WOWO-AM
2 WPTH-FM	WMEE-FM	WMEE-FM
3 WMEE-AM	WXKE-FM	WPTH-FM
4 WXKE-FM	WPTH-FM	WXKE-FM
5 WMEF-FM	WEZV-FM	WOHK-AM
M-F, 3-7pm		
1 WXKE-FM	WMEE-FM	WMEE-FM
2 WMEE-AN	WA~OWOW	WXKE FM
3 WOWO-AM	WPTH-FM	WOWO-AM
4 WPTH-FM	WEZV-FM	WPTH-FM
5 WMEE-EM	WX KE - FM	WEZV-FM

Adults 25-54

- 1	A/M 179	O/N 179	A/M '80
1 W	OWO-AM	WOWO-AM	WOWO-AM
2 WI	MEF-FM	WEZV-FM	WEZV-FM
3 W	PTH-FM	WOHK-AM	WMEE-FM
4 WI	MEE-AM	WPTH-FM	WPTH-FM
5 W	LYV-AM	WMEE-FM	WQHK-AM
A-F, 6-10	arn .		
1 W	OWO-AM	WA-OWOW	MA-OWO-AM
2 W	MEF-FM	WEZV-FM	WEZV-FN
3 W	MEE-AM	WQHK-AM	WMEE-FN
4 W	PTH-FM	WMEE - FM	WQHK-AN
5 W	LY V - AM	WPTH-FM	WPTH-FN
4-F , 3-7p	m		
1 W	OWO AM	WOWO-AM	WOWO-AM
2 W	MEF-FM	WEZV-FM	WEZV-F
3 W	MEE-AM	WQHK-AM	WMEE-FM
4 W	LYV-AM	WPTH-FM	WPTH-FN
5 W	PTH-FM	WMEE-FM	WX KE-FM

Cume Persons Trends/Rankings

Total 12+

PAP/001: 2002

POP	00): 2992					
	A/M '79		O/N '79		A/M '80	
1	MA OWON	1721	WOWO-AM	1869	WOWO-AM	1852
2	WMEE-AM	1058	WMEE-FM	820	WMEE-FM	905
3	WPTH-FM	913	WEZV-FM	756	WEZV-FM	865
4	WMEF-FM	819	WPTH-FM	748	WPTH-FM	82 5
5	WXKE-FM	469	WQHK-AM	627	WQHK-AM	590
M-F. 6-	10am					
1	WA-OWOW		WA-OWOW		WOWO-AM	
2	WMEE-AM		WMEE - FM		WMEE-FM	
3	WPTH-FM		WPTH-FM		WPTH-FM	
4	WMEF-FM		WEZV-FM		WEZV-FM	
5	WXKE FN		WQHK-AM		WQHK-AM	
M-F, 3-	7pm					
1	MA-OWOW		WOWO-AM		WA-OWOW	
2	WMEE-AH		WEZV-FM		WMEE FM	
3	WPTH-FM		WMEE-FM		WEZV-FM	
4	WMEF-FM		WQHK-AM		WPTH-FM	
5	WXKE-FM		WPTH-FM		WOFK-AM	

O/N '79

WMEE FM

A/M '80

WMEE-FM

WOWO-AM

WPTH-FM WXKE-FM

WOHK-AM

Teens M-S, 6am-Midnight

POP(00): 413

A/M '79

WMEE-AM

WOWO AM

WXKE-FM

WMEF-FM

1 WMEE-AM

2 WPTH-FM	WPTH-FM	WPTH-FM
3 WOWO-AM	WOWO-AM	WOWO-AM
M-F, 6-10am		
1 WMEE-AM	WMEE-FM	WMEE-FM
2 WOWO AM	WOWO-AM	WOWO-AM
3 WPTH-FM	WPTH-FM	WPTH-FM
M-F, 3-7pm		
1 WMEE-AM	WHEE FM	WMEE - FM
2 WPTH-FM	WPTH-FM	WPTH-FM
3 WOWO-AM	WOWO-AM	WOWO-AM
Adults 18-34 M-S, 6am-Midnight		
POP(00): 1098		
A/M '79	O/N '79	A/M '80
1 WOWO AM	WOWO-AM	WOWO-AM
2 WPTH-FM	WPTH-FM	WMEE-FM
3 WMEE-AM	WMEE-FM	WPTH-FM
4 WXKE-FM	WQHK-AM	WXKE-FM
5 WMEF-FM	WX KE -FM	WEZV-FM
M-F, 6-10am		
1 WOWO-AM	WA-OWOW	WOWO-AM
2 WPTH-FM	WMEE-FM	WMEE-FM
3 WMEE-AM	WPTH-FM	WPTH-FM
4 WXKE-FM	WXKE-FM	WQHK-AM
5 WMEF-FM	WQHK-AM	WXKE-FM
M-F, 3-7pm		

Adults 25-54

WPTH-FM

POP(00): 1393 O/N '79 A/M '80 A/M '79 WOWO-AM WOWO-AM WEZV-FM WOWO-AM WMEE-AM WEZV-FM WMEF-FM WOHK-AM WPTH-FM

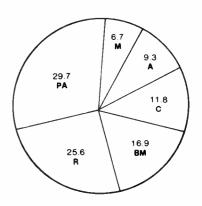
4 WPTH-FM	WMEE-FM	WMEE-FM
5 WLYV-AM	WPTH-FM	WOHK-AM
M-F, 6-10am		
1 WOWO-AM	WOWO-AM	WOWO-AM
2 WMEE-AM	WEZV-FM	WEZV-FM
3 WMEF-FM	WQHK-AM	WMEE-FM
4 WPTH-FM	WMEE-FM	WPTH-FM
5 WLYV-AM	WPTH-FM	WQHK-AM
M-F, 3-7pm		
1 WOWO-AM	WOWO-AM	W O W O - A M
2 WMEE-AM	WEZV-FM	WEZV-FM
3 WMEF-FM	WQHK-AM	WPTH-FM

WEZV-FM WQHK-AM WMEE FM

WPTH-FM

Format Penetration Chart

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



Format Legend

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

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A/M '80 Market Overview

KKNU, KYNO-FM, and KMJ ranked 1-2-3 for the second straight book. KKNU barely edged out KMJ for the 25-54 lead, while KYNO-FM led KFYE in the 18-34 race.

KKNU perennially leads the Fresno market, but over the last few books the station's 12+ share has been declining. In the O/N '79 report, the station had almost a 13 share 25-54, while this book it was just over 11. KMJ, on the other hand, rose from under 8 to over 10. Country KMAK trailed KMJ by just a fraction in the 25-54 contest.

Of the stations targeting 18-34, KYNO-FM made the best showing. Moving from third to first 18-34, KYNO-FM improved its female numbers while staying atop the teen demographic. KYNO-FM logged a 13 share, compared to 11 for KFYE, the only other station to record a double-digit number there. KIOY, a major factor in the young adult market recently, lost about one-fourth of its 18-34 share. The station's male and teen shares declined.

There's a significant new young adult factor. New station KKDJ opened up with a contemporary sound that attracted a sizable teen and 18-24 audience (male oriented). KKDJ scored an 18-34 share just under 10.

Average Persons 12+ Share Trends nday-Sunday, 6am-Midnight

		A/M '80		O/N '79		A/M '79	
9.	(BMI)	KK NU - FM	10.6	KK NU - FM	11.7	KKNU-FM	1
9.	(R)	KYNO-FM	9.4	KYNO-FM	9.0	KMJ AM	2
8.	(PA)	KMJ -AM	8.4	KMJ -AM	8 - 1	KIOY-FM	3
7.	(R)	KEYE-FM	8.1	KMAK-AM	7.8	KMAK-AM	4
6.	(C)	K MA K - A M	7.9	KIOY FM	7.5	KFIG-FM	5
б.	(A)	KKDJ-FM	7 - 5	KFYE-FM	7.3	KFYF-FM	6
5.	(R)	KIOY-FM	6.0	KYNO-AM	5.9	KBOS-FM	7
4.	(PA)	K FR E - AM	4.9	K FRE-AM	5.7	KFRE-AM	8
4.	(C)	KARM-AM	4.8	KXFX-AM	5.5	KARM-AM	9
4.	(R)	KY NO - AM	4.4	KBOS-FM	5.4	KYNO-AM	10
3.	(A)	KFIG-FM	4 • 0	KARM-AM	3.9	KGST-AM	1.1
3.	(\$)	KG ST - AM	4.0	KGST-AM	3.6	KYNO-FM	12
3.	(S)	KXEX-AM	2.9	KFIG-FM	2.8	KXEX-AM	1 3
3.	{R}	KBOS-FM	2.9	KMJ -FM	2 - 1	KMJ FM	1 4
2 -	(PA)	KMJ -FM	2.9	KXOR-AM	1.5	KFRY FM	15
2 -	(C)	KFRY-FM	1.3	KGO -AM	1.3	KXQR-AM	16
2.	(PA)	KYOR-AM	1.3	KFRY-FM	1.3	KRDU-AM	17
1.	(C)	KNGS-AM	1.0	KLI P-AM	1.0	KCBS-AM	18
1.	(S)	KEAP-AM	0.8	KRDU-AM	0.8	KLIP-AM	19
0.	(BMI)	KI.TA-FM	0.5	KCBS-AM	0.7	KBTF-AM	2.0
0.	(M)	KCBS-AM	0.5	KBIF-AM	0.7	KNGS-AM	2.1
0.	(PA)	KRDU-AM	0 3	KNGS-AM	0.5	KU PB~FM	2.2
0.	(PA)	KN BR - AM	0.3	KFAP-AM	0.3	KEAP AM	2 3
С.		KIRV-AM	0.3	KJUG-FM			2 4
0.	(C)	KJUG-FM					2.5

Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 3991

3 KYNO AM

	A/M '79		O/N '79		A/M '80	
1	KKNU-FM	72	KK NU - FM	6.7	KK NU - FM	5.8
2	KMJ AM	5.5	KYNO FM	59	KYNO-FM	5.5
3	KIOY-FM	50	KMJ -AM	53	KMJ -AM	5.2
4	KMAK-AM	48	KMAK-AM	51	KFYE-FM	4.5
5	KFIG-FM	46	KIOY FM	50	KMAK-AM	42
M-F, 6-	10am					
1	KMJ AM		KMJ -AM		KMJ -AM	
2	KKNU-FM		KMAK-AM		KYNO-FM	
3	KMAK-AM		KFYE-FM		KK NU-FM	
4	K FR E - AM		KYNO-FM		KFYE-FM	
5	KYNO-AM		KFRE-AM		KMAK-AM	
M-F, 3-	7pm					
1	KKNU-FM		KK NU - FM		KYNO-FM	
2	KIOY-FM		KYNO-FM		KK NU - F M	
3	KFIG-FM		K IO Y-FM		KFYE-FM	
4	K F Y E - F M		KMAK-AM		KIOY-FM	
5	KYNO-AM		KYNO AM		KMAK-AM	
Teens	5					
	m-Midnight					
	A/M '79		O/N '79		A/M '80	
1	KIOY-FM		KYNO-FM		KYNO-FM	
2	KFYE-FM		KIOY-FM		KFYE-FM	
3	KYNO-AM		KBOS-FM		KK D J - F M	
M-F, 6-	10am					
1	KIOY-FM		KY NO - F M		KYNO-FM	
2	KFYE-FM		KIOY-FM		KFYE-FN	

KBOS-FM

M-F, 3-7pm		
1 KIOY-FM	K Y NO - F M	KYNO-FM
2 KFYE-FM	K I O Y - F M	KBOS-FM
3 KYNO-FM	KBOS FM	KFYE FM
Adults 18-34 M-S, 6am-Midnight		
A/M '79	O/N '79	A/M '80
1 KFIG-FM	KFYE-FM	
2 KBOS-FM	KIOY-FM	KYN0 - FM
3 KEYE-FM	K TO Y = F M K Y NO = F M	KFYE-FM
4 KIOY-FM		KKDJ-FM
	KYNO-AM	KIOY-FM
5 KKNU-FM	KFIG-FM	KYNO-AM
M-F, 6-10am		
1 KBOS-FM	KFYE-FM	KYNO-FM
2 KFIG-FM	KYNO FM	KFYE-FM
3 KMAK-AM	KFRE-AM	KKDJ-FM
4 KFRE-AM	KIOY-FM	KIOY-FM
5 KYNO-AM	K Y NO - A M	KFIG-FM
M-F, 3-7pm		
1 KFIG-FM	KIOY-FM	KYNO-FM
2 KIOY-FM	KYNO-FM	KIOY-FM
3 KBOS-FM	KFYE-FM	KFYE-FM
4 KYNO-AM	KYNO-AM	KFIG-FM
5 KFYE-FM	KFIG-FM	KKD J-FM
Adults 25-54 M-S, 6am-Midnight		
POP(00): 1803		
A/M '79	O/N '79	A/M '80
I KMJ AM	KKNU-FM	KK NU - FW
2 KKNU-FM	KMAK - AM	KMJ -AM
3 KMAK-AM	KMJ -AM	KMAK-AM
4 KFRE-AM	KFRE-AM	KFRE-AM
5 KFIG-FM	KFYE-FM	KFYE-FM
V-F, 6-10am		
1 KMJ AM	KMJ -AM	KMJ -AM
2 KFRE~AM	KMAK-AM	KMAK-AM
3 KMAK-AM	KFRE-AM	KFRE-AM
4 KKNU-FM	KK NU - FM	KK NU - F M
5 KYNO-AM	KFYE-FM	KARM-AM
W-F, 3-7pm		
1 KKNU-FM	KK NU-FM	KK NU-FM
2 KFIG-FM	KMAK-AM	KMAK-AM
3 KFRE-AM		
	KYNO-AM	KFRE - AM
4 KMAK-AM	KYNO – AM KARM – AM	KFRE-AM KMJ -AM

Cume Persons Trends/Rankings

Total 12+

POP(00): 3991

	A/M '79		O/N '79		A/M '80	
1	KYNO-AM	957	KYNO-FM	936	KYNO-FM	81
2	KMJ AM	817	KMJ -AM	836	KMJ -AM	780
3	KFYE-FM	810	KKNU-FM	741	KFYE-FM	7.5
4	KKNU-FM	786	KFYE-FM	733	KY NO + AM	7.5
5	KIOY-FM	664	KYNO-AM	733	KMAK-AM	6.5
M-F.	3-10am					
1	KMJ AM		KMJ -AM		KMJ -AM	
2	K YN O - A M		KYNO-FM		KYNO-FM	
3	KFYE FM		KIOY-FM		KFYE-FM	
4	KKNU-FM		KFYE-FM		KYNO-AM	
5	KFRE-AM		KYNO AM		KMAK-AM	
M-F, 3	3-7pm					
1	KYNO-AM		KYNO FM		KYNO-FM	
2	KKNU~FM		K IO Y-FM		KFYE-FM	
3	KI OY-FM		KKNU-FM		KYNO-AM	
4	KFYE-FM		K Y NO - A M		KK NU - FM	
5	KFIG-FM		KFYE-FM		KMAK-AM	

O/N '79

KYNO-FM

A/M '80

KYNO-FM

KYNO-FM

KYNO-AM KFYE-FM KFIG-FM

KIOY-FM

KYNO-FM

KFYE-FM KYNO-AM KIOY-FM

POP(00):

A/M '79

1 KIOY-FM

KFIG-FM

KYNO-AM KFRE-AM KFYE-FM

KIOY-FM

KYNO-AM KFYE-FM KFRE-AM

M-F, 3-7pm 1 KFIG-FM

2 KYNO-AM	KYNO-AM	KFYE-FM
3 K F Y E - F M	K IO Y - F M	KIOY-FM
M-F, 6-10am		
1 KIOY-FM	KYNO-FM	KYNO-FM
2 KYNO-AM	KIOY-FM	KFYE-FM
3 KFYE-FM	KYNO AM	KIOY-FM
M-F, 3-7pm		
1 K10Y-FM	KYNO FM	KYNO-FM
2 KFYF-FM	K I O Y - F M	KFYF-FM
3 KYNO-FM	KYNO-AM	K 10 Y + F M
Adults 18-34		
M-S, 6am-Midnight		
M-S, 6am-Midnight POP(00): 1443		
	O/N '79	A/M '80
POP(00): 1443	O/N '79 KFYE-FM	A/M '80 KFYE-FM
POP(00): 1443 A/M '79		
POP(00): 1443 A/M '79 1 KFIG-FM	KFYE-FM	KFYE-FM
POP(00): 1443 A/M '79 1 KFIG-FM 2 KFYE-FM	KFYE-FM KYNO FM	KFYE-FM KYNO-AM

KFYE-F#

KYNO FM KIOY-FM KYNO-AM

KFIG-FM

KIOY-FM

KYNO-FM KFYE-FM

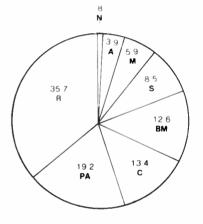
Adults 25-54

POP(00): 1803

	A/M '79	O/N '79	A/M '80
1	KMJ AM	KK NU-FM	KMAK-AM
2	KYNO-AM	KMJ -AM	KMJ -AM
3	K FR E - A M	KMAK-AM	KK NU - F !!
4	K MA K - A M	KFRE-AM	KFRE-AM
5	KKNU-FM	KFYE-FM	KFYE-FM
M-F, 6-	10am		
1	KMJ AM	KMJ -AM	KMJ -AM
2	KYNO-AM	KMAK-AM	KMAK-AM
3	K FR E - AM	KK NU-FM	KFRE-AM
4	KKNU-FM	KFRE-AM	KK NU - F M
5	K MA K - A M	KFYE-FM	K Y NO - A M
M-F, 3-	7pm		
1	KYNO AM	KK NU - FM	KMAK-AM
2	K FR E - AM	KMAK-AM	KFRE-AM
3	KKNU-FM	KYNO-AM	KK NU-FM
4	KMAK-AM	K F Y E - F M	KMJ -AM
5	KFIG-FM	KMJ -AM	KYNO-AM

Format Penetration Chart

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



Format Legend

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

TM Programming



1349 Regal Row+ Dallas, Texas 75247 + (214) 634-8511



A subsidiary of Shamrock Broadcasting Company. Inc

Frand Rapids

METRO RANK



M '80 Market Overview

The WOOD-AM-FM combo was even tougher to at this survey than last. The stations had almost 30 % the market overall, while in 25-54 adults they comied for 34 %, on four points. Each had a 17 share. e next closest was Country WCUZ, which slipped m almost 11 % 25-54 to just over 8 %

In the 18-34 demographic, AOR WLAV mainned its 16 share of the market. WZZR, WFFX, and 3RD-FM all improved in this demo. WZZR added alist five shares to 80 over 11%; WFFX went up four er 10%; and WGRD-FM climbed four to score more in 9%. The station most affected by the others' ward mobility was WJFM, which dropped by 25%

Not only did WGRD-FM show up well in the 18-34 mos but the station increased dramatically 25-54. ad campaign using TV, newspaper, and billboards ly have helped. Newspaper ads contained entry inks for the "Great Getaway" contest, in which a was given away for each of seven weeks in and

Diary return was exceptional for this survey, up % compared to last spring. The above numbers probably pretty stable as a result.

rage Persons 12+ Share Trends day-Sunday, 6am-Midnight

۲((00): 4/2	7				
	A/M '79		O/N '79		A/M '80	_
ī	WOOD-FM	13.2	WOOD-FM	14.9	WOOD-FM(BM)1	5.1
2	WOOD-AM	12.0	WOOD-AM	11.4	WOOD - AM(PA) 1	4.0
3	WGRD-FM	9.5	WLAV-FM	9 - 1	WLAV-FM(A)	9.1
4	WLAV-FM	9.1	WC U Z - AM	7.3	WGRD-FM(M)	7.7
5	WCUZ-AM	6.0	WJFM-FM	6.1	WZZR-FM(用)	6.0
5	WFUR-FM	5 . 6	WGRD-FM	5.2	WC (1 Z - A M(C)	5.9
7	WZZR-FM	5.4	WZZR-FM	4.7	WJFM-FM(PA)	5.8
B	WFFX-FM	4.8	WFUR-FM	4.3	WFFX-FM(A)	4.5
9	WJFM-FM	4 - 2	WFFX-FM	3.4	WFUR-FM(ML)	2.9
0	WGRD-AM	2 - 5	WKWM-AM	3.0	WPLB-FM(C)	2.8
1	WMUS-FM	2 . 2	WJBL-FM	2 . 3	WQWQ-FM(BM)	2.4
2	WPLB-FM	2 . 2	WGRD-AM	2.1	WLAV-AM(PA)	1.8
3	WLAV-AM	2.0	WLAV-AM	1.8	WGRD-AM(M)	1.5
4	WJBL-FM	1.5	WHTC-AM	1 - 7	WJBL-FM(RL)	1.5
5	WRTC-AM	1 - 4	WQWQ-FM	1.7	WMAX - AM (N)	1.5
6	WOLR-FM	1 - 2	WPLB-FM	1.7	WHTC-AM(PA)	1.4
7	WZ ND - FM	1.2	WGN -AM	1.7	WMUS-FM(C)	1.0
g	WMAX-AM	1.1	WMAX-AM	1.4	WJBL-AM(PA)	0.8
9	WBBM-AM	0.8	W GR N - AM	1.4	WJPW-AMM)	0.8
0	WMA O - AM	0.7	WMUS-FM	1 - 1	WGHN-AM(PA)	0.8
1	WLS -AM	0.7	WZ ND - FM	1.0	WQLR-FM (BM)	0.7
2	WF UR - AM	0.5	WF UR - AM	1.0	WGN -AM (PA)	0.7
3	WOWO-FM	0.4	WJBL-AM	0.8	WHTC-FM(PA)	0.7
4	WJPW-AM	0.4	WMAQ-AM	0.7	WMAQ-AM(C)	0.6
5	WHTC-FM	0.4	WJPW-AM	0.6	WZND-FM(C)	0.6
6	WKZO-AM	0.4	WKBZ-AM	0.6	WFUR-AM (ML)	0.4
7					WBBM -AM (N)	0.4
_	A	- D	T	-d-10		

Average Persons Trends/Rankings

ì,	6	Bm-	M	lc	inight
P	(00)	:	4729

tal 12+

1 WZZR-FM

- (,						
А/ћ	4 '79		O/N '79		A/M '80	
1 W00	D-FM	97	WOOD-FM	108	WOOD-FM	108
2 WOO	D-AM	8.8	WOOD-AM	83	WOOD-AM	100
3 WGR	D - F M	70	WLAV-FM	66	WLAV-FM	6.5
4 WLA	V - F M	6.7	WC U Z - A M	5.3	WGRD-FM	5 5
5 WC II	Z-AM	44	WJFM-FM	44	WZZR-FM	4 3
, 6-10am						
1 WOOI	D-AM		WOOD-AM		WOOD-AM	
2 WOOI	D - F M		WOOD-FM		WOOD-FM	
3 WGRI	D-FM		WC U Z - AM		WLAV-FM	
4 WLA	V - F M		WLAV-FM		WGRD-FM	
5 WZZI	R-FM		WZZR-FM		WJFM-FM	
., 3-7pm						
1 WOO	D-FM		WOOD-FM		WOOD-FM	
2 WOO	D-AM		WLAV-FM		WOOD-AM	
3 WLA	V-FM		WOOD-AM		WGRD-FM	
4 WGR	D-FM		WJFM-FM		WLAV-FM	
5 WC11	Z – A M		WC U Z + A M		WC U Z - AM	
ens						
5, 6am-M	idnight					
)P(00)	: 667					
A/I	# '79		O/N '79		A/M '80	
1 WGR	D-FM		WGRD-FM		WGRD-FM	
2 WZZ			WLAV-FM		WLAV-FM	
3 WLA			WZZR-FM		WZZR-FM	
F, 6-10am	1					

WGRD-FM WZZR-FM WLAV-FM

WCRD-FM

WLAV-FM WZZR-FM

M-F, 3	I-7pm			
1	WGRD-FM		WGRD-FM	WGRD-FM
	WZZR-FM		WLAV-FM	WLAV-FM
3	WLAV-FM		WZZR-FM	WZZR-FM
Adul	ts 18-34			
M-S, 6	iam-Midnight			
POP	(00): 1762			
	A/M '79		O/N '79	A/M '80
1	WLAV-FM	5.8	WLAV-FM	WLAV-FM
	WGRD-FM	39	WJFM-FM	WZZR-FM
3	WFFX-FM	31	WOOD-FM	WFFX-FM
4	WZZR-FM	23	WC t' Z - A M	WGRD-FM
5	WJFM-FM	2 2	WOOD-AM	WJFM-FM
M-F. 6	i-10am			
	WLAV-FM	6.5	WLAV-FM	WOOD~AM
_	WOOD-AM	47	WC UZ-AM	WLAV-FM
_	WZZR-FM	44	WOOD-FM	WOOD-FM
-	WGRD-FM	44	WJFM-FM	WGRD~FM
5	WOOD-FM	27	WOOD-AM	WJFM-FM
M-F. 3	3-7pm			
1	WLAV-FM		WLAV-FM	WZZR-FM
	WGRD-FM		WJFM-FM	WLAV-FM
	WFFX-FM		WFFX-FM	WOOD-AM
4	WOOD-FM		WOOD-FM	WGRD-FM
5	WZZR-FM		WOOD-AM	WJFM-FM
Adu	lts 25-54			
M-S,	Bam-Midnight			
POP	(00): 216	,		
	A/M '79		O/N 179	A/M '80
1	WOOD-FM		WOOD-FM	WOOD-FM
2	WOOD -AM		WOOD-AM	WOOD-AM
3	WC U Z - A M		WC U Z - AM	WC UZ - AM
4	WGRD-FM		WJFM-FM	WJFM-FM
5	WJFM-FM		WFUR-FM	WZZR-FM
M-F,	5-1 0am			
1	WOOD-AM		WOOD-AM	WOOD - AM
2	WOOD-FM		WOOD-FM	WOOD-FM
3	WCUZ-AM		WC U Z - A M	WC U Z - AM
	WMUS-FM		WFUR-FM	WJFM-FM
5	WJFM-FM		WJFM-FM	WGRD-FM
M-F,	3-7pm			
1	WOOD-FM		WOOD-FM	WOOD-AM
2	WOOD-AM		WOOD-AM	WOOD-FM
3	WCLZ-AM		WC UZ-AM	WC U Z - A M
	WGRD-FM		WJFM-FM	WJFM-FM
5	WJFM-FM		WFFX-FM	WGRD-FM

Cume Persons Trends/Rankings

Total 12+ M-S. 5am-Midnight

POP(00): 4729

	A/M '79		O/N '79		A/M '80	
1	WOOD-AM	1450	WOOD-FM	1389	WOOD-FM	145
2	WOOD-FM	1309	WOOD-AM	1334	WOOD-AM	1 31
3	WGRD-FM	1249	WGRD-FM	985	WORD-FM	109
4	WZZR-FM	912	WLAV-FM	792	WLAV-FM	R R
5	WC UZ - AM	881	WCUZ-AM	687	WC 11 Z - A M	69
M-F,	8-10am					
1	WOOD -AM		WOOD - AM		WOOD-AM	
2	WOOD-FM		WOOD-FM		W00D-F4	
3	WGRD-FM		WLAV-FM		WGRD-FM	
4	WZZR-FM		WGRD-FM		WLAV-FM	
	WLAV-FM		WC UZ-AM		WJFM-FM	
M-F,	3-7pm					
1	WGRD-FM		WOOD-FM		WOOD-FM	
2	WOOD - AM		WOOD-AM		WOOD-AM	
3	WOOD-FM		WLAV-FM		WGRD-FM	
4	WZZR-FM		WGRD-FM		$W \perp A \ V = F \ Y$	
5	WLAV-FM		UJFM-FM		WJFM-FM	

Teens M-S, 6am

POP(00): 667

WI.AV-FM

WZZR-FM WFFX-FM

WGRD-AM

A/M '79	O/N '79	A/M '80
1 WGRD-FM	W GR D-FM	W GR D = F M
2 WZZR-FM	WZZR-FM	WIAV-FM
3 WLAV-FM	WLAV-FM	WZZR-FM
A-F, 6-10am		
1 WZZR-FM	WGRD-FM	WGRD-FM
2 WGRD-FM	WZZR-FM	WLAV-FM
3 WFFX-FM	W 1. A V - F M	WZZR-FM
W-F, 3-7pm		
1 WZZR-FM	WGRD-FM	WGRD-FM
2 WGRD-FM	WZZR-FM	WI.AV-FM
3 WLAV-FM	WLAV-FM	WZZR-FM
W-S, 6am-Midnight POP(00): 176		
A/M 170	O/N '79	A/M 'SO
A/M '79	O/N '79	A/M '80
1 WGRD-FM	WJFM-FM	WI.AV-FM
1 WGRD-FM 2 WLAV-FM	WJFM-FM WLAV-FM	WLAV-FM WGRD-FM
1 WGRD-FM 2 WLAV-FM 3 WZZR-FM	WJFM-FM WLAV-FM WGRD-FM	WI.AV-FM WGRD-FM WZZR-FM
1 WGRD-FM 2 WLAV-FM	WJFM-FM WLAV-FM	WI.AV-FM
1 WGRD-FM 2 WLAV-FM 3 WZZR-FM 4 WFFX-FM	WJFM-FM WLAV-FM WGRD-FM WOOD-AM	WI.AV-FM WGRD-FM WZZR-FM WFFX-FM
1 WGRD-FM 2 WLAV-FM 3 WZZR-FM 4 WFFX-FM 5 WOOD-AM	WJFM-FM WLAV-FM WGRD-FM WOOD-AM	WI.AV-FM WGRD-FM WZZR-FM WFFX-FM
1 WGRD-FM 2 WLAV-FM 3 WZZR-FM 4 WFFX-FM 5 WOOD-AM	WJFM-FM WLAV-FM WGRD-FM WGOD-AM WGOD-FM	WI.AV-FM WGRD-FM WZZR-FM WFFX-FM WJFM-FM
1 WGRD-FM 2 WLAV-FM 3 WZZR-FM 4 WFFX-FM 5 WOOD-AM M-F,6-10am 1 WLAV-FM	WJFM-FM WLAV-FM WGRD-FM WOOD-AM WOOD-FM	WI.AV-FM WGRD-FM WZZR-FM WFFX-FM WJFM-FM WI.AV-FM WGRD-FM
1 WGRD-FM 2 WLAV-FM 3 WZZR-FM 4 WFFX-FM 5 WOOD-AM WF,6-10am 1 WLAV-FM 2 WZZR-FM	WJFM-FM WLAV-FM WGRD-FM WOOD-AM WOOD-FM WJFM-FM WLAV-FM	WI.AV-FM WGRD-FM WZZR-FM WFFX-FM WJFM-FM
1 WGRD-FM 2 WLAV-FM 3 WZZR-FM 4 WFFX-FM 5 WOOD-AM M-F.6-10am 1 WLAV-FM 2 WZZR-FM 3 WGRD-FM	WJFM-FM WLAV-FM WGRD-FM WOOD-AM WOOD-FM WJFM-FM WLAV-FM WOOD-AM	WI.A V - FM WGRD - FM WZ Z R - FM WF X - FM WJ FM - FM WI.A V - FM WGRD - FM
1 WGRD-FM 2 WLAV-FM 3 WZZR-FM 4 WFFX-FM 5 WOOD-AM MF, 6-10am 1 WLAV-FM 2 WZZR-FM 3 WGRD-FM 4 WOOD-AM	WJFM-FM WLAV-FM WGRD-FM WOOD-AM WOOD-FM WJFM-FM WLAV-FM WOOD-AM WOOD-FM	WI.AV-FM WGRD-FM WZR-FM WFFX-FM WJFM-FM WI.AV-FM WGRD-FM WOOD-AM WJFM-FM

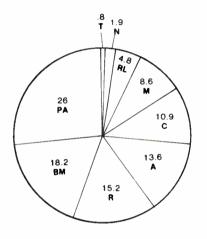
Adults 25-54

POP(00): 2167

	A/M '79	O/N '79	A/M 180
1	WOOD-AM	WOOD-AM	WOOD-FM
2	WOOD-FM	WOOD-FM	WOOD-AM
3	WC U Z - AM	WC U Z - AM	WC UZ - AM
4	WGRD-FM	WFUR-FM	WGRD-FM
5	WLAV-AM	WGRD-FM	WJ FM-FM
I-F, (5-10am		
1	WOOD-AM	WOOD-AM	WOOD-AM
2	WOOD-FM	WOOD-FM	WOOD-FM
3	WC UZ = AM	WC U Z - A M	WC UZ = AM
4	WGRD-FM	WF UR-FM	WJFM-FM
5	WLAV-FM	WJFM-FM	WGPD-FM
IF,:	3-7pm		
1	WOOD-AM	WOOD - AM	WOOD-AM
2	WOOD-FM	WOOD-FM	WOOD-FM
3	WC UZ - AM	WCUZ-AM	WC U Z - A M
4	WGRD-FM	WJFM-FM	WJFM-FM
5	WLAV-AM	WGRD-FM	WGRD-FM

Format Penetration Chart

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



Format Legend

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

WGRD-FM

WJFM-FM

WLAV-FM

WOOD-AM

Great Falls

METRO RANK

175

Average Persons 12+ Share Trends

	A/M '78		A/M '79		A/M '80	
1	KM ON - AM	25.3	KQDI-AM	27.6	KODI-AM(R) 2	6.
2	KODI - AM	20.7	KMON - AM	21.4	KMON-AM(C) 2	6.
3	KEIN-AM	14.9	KOOZ-FM	19.4	KNUW-FM(A) 1	4.
4	K 00 Z - F N	12-6	KEIN-AM	14.3	KOOZ-FM(BM)]	0.
5	KNUW-FM	10.3	KAAK-FM	8.2	KEIN-AM(A)	9.
6	KAAK-FM	5.7	KNUW-FM	3 • 1	KAAK-FM(A)	5.
7	KARR-AM	5 - 7	KARR-Att	3 - 1	KARR-AM(AL)	3.
8			KSEN-AM	1.0		-

Average Persons Trends/Rankings

	A/M '78		A/M 179		A/M '80	
1	KM ON - AM	22	KQDI-AM	27	KQDI-AM	2.3
2	KODI - AM	1.8	KMON-AM	2 1	KMON-AM	2 3
3	KEIN-AM	1.3	K00 Z-FM	19	KNUW-FM	1.3
4	K002-FM	1 1	KEIN-AM	14	K 00 Z - FM	9
5	KNUW FM	9	KAAK-FM	8	KEIN-AM	F
M-F, 6	10am					
1	KM ON - AM		KQDI - AM		KM ON - AM	
2	KQ DI - AM		KMON - AM		KODI - AM	
3	KEIN-AM		KEIN-AM		KEIN-AM	
4	K NUW - F M		K 00 Z - F M		KNUW-FM	
5	KARR-AM		KAAK-FM		K 00 Z - FM	
M-F, 3-	7pm					_
1	KQDI - AM		KODI - AM		KODI - AM	
2	KM ON - AM		KOOZ-FM		KM ON - AM	
3	KEIN-AM		KM ON - AM		KNUW-FM	
4	KOO 2 - FM		KEIN-AM		KOOZ-FM	
5	KNUW-FM		KAAK-FM		KEIN-AM	

5 KN1	W-FM	KAAK-FM	KEIN-AM
Teens M-S, 6am-M	dnight		
POP(00)	-		
A/I	A '78	A/M '79	A/M 180
1 KQE	I-AM	KQDI - AM	KODI - AM
2 KFI	N-AM	KEIN-AM	K NUW - F M
3 KM C	N-AM	KMON-AM	KEIN-AM
M-F, 6-10am			
1 KQD	I-AM	KODI-AM	KQDI - AM
2 KM C	N - AM	KEIN-AM	K NUW-FM
3 KE1	N-AM	KMON-AM	KEIN-AM
M-F, 3-7pm			
1 KQD	I-AM	KODI-AM	KNUW-FM
2 KEI	N - A M	KEIN AM	KODI - AM
3 KAA	K-FM	KMON-AM	KEIN-AM

Adults 18-34

POP(00): 278		
Ait# 178	A/M '79	A/M 180
1 KEIN-AM	KQDI-AM	KODI-AM
2 KODI - AM	KEIN-AM	KNUW-FM
3 KNUW-FM	KAAK-FM	KEIN-AM
4 KMON-AM	K OO Z ~ F M	KAAK-FM
5 KAAK-FM	K NUW - FM	KM ON - AM
W-F, 6-10am		
1 KEIN-AM	KODI - AM	KODI - AM
2 KODI – AM	KEIN-AM	KEIN-AM
3 KMON-AM	KM ON ~ AM	KMON - AM
4 KNUW FM	KOO Z FM	K NUW-FM
5 KAAK-FM	KAAK-FM	K 00 Z - FM
4-F, 3-7pm		
1 KEIN-AM	KQDI – AM	KQDI-AM
2 KQDI - AM	KEIN-AM	K NUW-FM
3 KNUW-FM	KAAK-FM	KEIN-AM
4 KAAK-FM	K 00 2 - F M	KAAK-FM
5 KMON-AM	KMON-AM	KM ON - AM

Adults 25-54 M-8, Sem-Midnight		
POP(00): 338		
A/M 178	A/M *79	A/M '80
1 KM ON - AM	KOO Z-FM	KM ON - AM
2 KEJN-AM	KM CN - AM	KODI-AM
3 KOO2-FM	KQ DI - AM	KOOZ-FM
4 KNUW FM	KEIN-AM	K NUW-FM
5 KQDI-AM	KAAK-FM	KEIN-AM
M-F, 6-10em	-	
1 KMON-AM	KQDI -AM	KM ON - AM
2 KEIN-AM	KM ON - AM	KODI-AM
3 KARR-AM	K 00 Z - F M	K 00 Z - F M
4 KQDI - AM	KEIN-AM	KEIN-AM
5 KOOZ-FM	KAAK-FM	KNUW-FM
M-F, 3-7pm		
1 KMON-AM	KQDI-AM	KM ON - AM
2 KEIN-AM	K 00 Z - F M	KQDI - AM
3 KOOZ-FM	KMON-AM	KNUW FM
4 KNUW-FM	KEIN-AM	K 00 Z - F M
5 KQDI-AM	KARR-AM	KEIN-AM

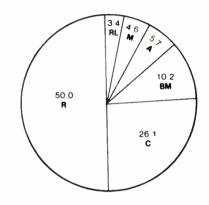
	Cume	Pers	ons Trend	ds/Ra	nkings	
M-S, 6	112+ Sam-Midnight (00): 690					
1011	A/M '78		A/M 179		A/M '80	
1	KQDI-AM	268	KODI-AM	318	KQDI-AM	304
2	KM ON - AM	259	KMON-AM	292	KM ON - AM	279
3	KEIN-AM	221	KEIN-AM	237	KEIN-AM	214
4	KNUW-FM	169	K 00 Z - F M	171	KNUW-FM	183
5	K 00 Z - FM	145	KAAK-FM	96	K 00 Z - FM	137
MF, 6	-10am					
1	KODI - AM		KODI - AN		KODI - AM	
2	KHON-AM		KMON-AM		KM ON - AM	
3	KEIN-AM		KEIN-AM		KEIN-AM	
4	K 00 Z - F M		K00 Z-FM		K NUW EM	
5	KNUW FM		KAAK-FM		KOO Z - FM	
WF, 3	-7pm					
1	KQDI-AM		KQDI-AM		KODI - AM	
2	KM ON - AM		KM ON - AM		FM ON - AM	
	KEIN-AM		KEIN-AM		KNUW-FM	
	KNUW-FM		K00 Z~FM		KEIN-AM	
5	K 00 Z - F M		KAAK-FM		K 00 Z - F M	
reen	s					
A-S, 6	em-Midnight					
0 P (00): 91					
	A/M '78		A/M '79		A/M '80	
1	KODI - AM		KODI - AM		KODI-AM	
2	KFIN-AM		KEIN-AM		KNUW-FM	
3	KMON-AM		KM ON - AM		KEIN-AM	
AF, 6	-10am					
1	KQDI - AM		KQDI-AM		KODI - AM	
	KEIN-AM		KEIN-AM		KNUW-FM	
3	KMON-AM		KM ON - AM		KEIN-AM	
HF 3	7nm					

1 KQDI-AM	268	KODI-AM	318	KQDI-AM	304
2 KM ON – AM	259	KMON-AM	292	KM ON - AM	279
3 KEIN-AM	221	KEIN-AM	237	KEIN-AM	214
4 KNUW-FM	169	K 00 Z - F M	171	KNUW-FM	183
5 KOOZ-FM	145	KAAK-FM	96	KOO Z-FM	137
M-F, 6-10am					
1 KODI - AM		KQDI - AM		KODI - AM	
2 KMON-AM		KMON-AM		KMON-AM	
3 KEIN-AM		KEIN-AM		KEIN-AM	
4 K O O Z - F M		KOO Z-FM		K NUW FM	
5 KNUW FM		KAAK-FM		KOO Z - FM	
M-F, 3-7pm					
I KQDI – AM		KQDI-AM		KQDI - AM	
2 KMON - AM		KMON-AM		FMON - AM	
3 KEIN-AM		KEIN-AM		KNUW-FM	
4 KNUW-FM		K00 Z~FM		KEIN-AM	
5 K OO Z - F M		KAAK-FM		K 00 Z - F M	
Teens					
M-S, 6em-Midnight					
POP(00): 91					
A/M '78		A/M '79		A/M '80	
1 KODI-AM		KODI - AM		KQDI-AM	
2 KFIN-AM		KEIN-AM		KNUW-FM	
3 KMON-AM		KM ON - AM		KEIN-AM	
M-F, 6-10am					
1 KQDI-AM		KODI - AM		KODI - AN	
2 KEIN-AM		KEIN-AM		KNUW-FM	
3 KMON-AM		KM ON - AM		KEIN-AM	
M-F, 3-7pm					
1 KODI - AM		KQDI - AM		KNUW-FM	
2 KEIN-AM		KEIN-AM		KODI - AM	
3 KAAK-FM		KAAK-FM		KEIN-AM	
Adults 18-34					
M-S, 6am-Midnight					
POP(00): 278					
A/M 178		A/M '79		A/M 180	
1 KEIN-AM		KODI - AM		KODI-AM	
2 KQDI - AM		KEIN-AM		KEIN-AM	
3 KNUW-FM		KMON - AM		K NUW - FM	
4 KMON-AM		KAAK-FM		KMON-AM	
5 KAAK-FM		K 00 2 - F M		KOOZ-FM	
M-F, 6-10em					
1 KEIN-AM		KQDI-AM		KODI – AM	
2 KQDI - AM		KEIN-AM		KEIN-AM	
3 KNUW-FM		KM ON - AM		K NUW - FM	
4 KMON-AM		KAAK-FM		KMON-AM	
5 KAAK-FM		K NUW - F M		KAAK-FM	
W-F, 3-7pm					
I KEIN-AM		KODI - AM		KQDI - AM	
2 KQDI-AM		KEIN-AM		KEIN-AM	
		KEIN-AM KAAK-FM		KEIN-AM KNUW FM	
2 KQDT-AM					

Adults 25-54 M-S, 6am-Midnig POP(00): 338 A/M '79 A/M '80 KMON-AM KMON-AM KHON-AM 2 KEIN-AM 3 KQDI-AM 4 KNUW-FM KQDI-AM KOOZ-FM KEIN-AM KQDI + AM KEIN - AM KOO Z-FM KAAK-FM 5 KOO 2-FM KMON-AM KODI-AM KFIN-AM KOOZ-FM KNUW PM 1 KMON-AM 2 KEIN-AM 3 KQDI-AM 4 KOOZ-FM KQDI - AM KMON - AM KEIN - AM KOO Z - FM 5 KNUW-FM

M-F, 3-7pm

I KMON-AM 2 KEIN-AM 3 KOOZ-FM KODI - AM 5 KNUW-FM



KQDI - AM KMON - AM KOO Z - FM KEIN - AM KAAK - FM

KMON - AM KQDI - AM KEIN - AM KOO Z - FM KNUW - FM

Format Legend

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

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Green Bay

METRO RANK



verage Persons 12+ Share Trends onday-Sunday, 6am-Midnight

OP(00): 144	5			
	A/M '78		A/M 179		A/M 180
1	WIXX-FM	23.9	WGEE-AM	21.5	WGE E - AM(C) 22.
2	WDUZ-AM	19.7	WIYX-FM	17.8	WIXX-FM(R) 21.
3	WGEE-AM	16.5	WDUZ-FM	17.4	WDUZ-AM(R) 14.
4	WDUZ-FM	14.4	WDUZ AM	13.2	WDUZ FM(BM)13.
5	WNFIAM	9.6	WNF L-AM	9 • 5	WNF L- AM(PA)1 2 .
6	WKAU-AM	4 • 8	WAPL-FM	3 • 7	WAPL-FM(A) 4.
7	WAUN-FM	2 . 7	WKAU-AM	2.5	WNAM-AM(R) 1.
8	WAPL-FM	2.1	WNAM-AM	1.7	WKAU-FM(R) 1.
9	WNAM-AM	1.1	WAUN-FM	1 • 7	WKAU-AM(R) 1.
1.0	WI.ST-FM	0.5	WKAU-FM	8.0	WAUN-FM(M) O.
11	WA-LMTW	0 • 5	WISN-AM	8.0	WLST-FM(PA) 0.
1.2		0.5	WIMJ-AM	0.4	
13	WKAU-FM	0 + 5			

Average Persons Trends/Rankings

0 P (00): 1445					
	A/M '78		A/M 179		A/M '80	
1	WIXX-FM	45	WGEE-AM	52	W GE E - A M	5 1
	WDUZ-AM	37	WIXX-FM	43	WIXX-FM	4 F
3	WGEE-AM	31	WDUZ-FM	42	WDUZ-AM	33
4	WDUZ-FM	27	WDUZ-AM	32	WDUZ-FM	3 1
5	WNFL-AM	18	WNFL-AM	23	WNFL-AM	27
1-F, 6	-10am					
1	WGEE-AM		W G E E - A M		WGEE-AM	
2	WDUZ-AM		WDUZ-FM	~	WDUZ-AM	
	WIXX-FM		WDUZ-AM		WIXX-FM	
4			WIXX-FM		WDUZ-FM	
-	WDUZ-FM		WNF L-AM		WNFIAM	

	WDUZ-FM	WALE UN	
N-F, 3	-7pm		
1	WIXX-FM	WIXX-FM	WIXX-FM
2	WGEE-AM	WGEE AM	WGEE+AM
3	WDUZ-AM	WDUZ-FM	WDUZ-FM
4	WDUZ-FM	WDUZ-AM	WNFL-AM
5	WKAU-AM	WNFL-AM	WDUZ-AM
een	5		

WDUZ-AM	WNF L~AM
WNFL-AM	WDU Z - AM
A/M '79	A/M 180
WIXX-FM	WIXX-FM
WNAM-AM	W D U Z - A M
WGEE-AM	WA PL - FM
WIXX-FM	WIXY-FM
WDUZ AM	WDUZ-AM
WGEE - AM	WKAU-FM
MIXX-FH	WIXX-FM
W D U Z - A M	WNFL-AM
W NA M - A M	WAPL-FM
	A/M '79 WIXX-FM WNAM-AM WGEE-AM WIXX-FM WDUZ AM WGEE-AM WIXX-FN WDUZ-AM

WDUZ-AM	WNFL-AM
W M A M - A M	WAPL-FM

A/M '78	A/M 179	A/M '80
1 WIXX-FM	WIXX-FM	WIXX-FM
2 WDUZ-AM	WDUZ AM	WDUZ-AM
3 WKAU AM	WDUZ-FM	WNFL-AM
4 WDUZ FM	WAPL-FM	W GE E · AM
5 WNFL-AM	WNFL-AM	WDUZ-FM
M-F, 6-10am		
1 WDUZ-AM	WIXX-FM	WIXX-FM
2 WIXX-FM	WDUZ-AM	W D U Z - A M
3 WNFL-AM	WDUZ-FM	WGEE-AM
4 WDUZ-FM	WNFL-AM	WNFL-AM
5 WGEE-AM	WKAU-AM	W D U Z - F M
M-F, 3-7pm		
1 WIXX-FM	WIXX-FM	WIXX-FM
2 WDUZ-AM	WDUZ-AM	WDUZ-AM
3 WKAU-AM	WDUZ-FM	WNFL-AM
4 WDUZ-FM	WAPL-FM	WDUZ-FM
5 WNFL AM	WNFL-AM	WGEE-AM
Adults 25-54 M-S, 6am-Midnight		

VI-S, 6a	s 25-54 m-Midnight		
/UP(00): 665 A/M'78	A/M '79	A/M 180
1	WIXX-FM	WDUZ-FM	WGEE-AM
2	WDUZ-FM	WGEE-AM	WNF L-AM
3	WDUZ-AM	WDUZ-AM	WIXX-FM
4	WGEE-AM	WIXX-FM	WDUZ-FM
5	WNFL-AM	WNFL-AM	W D U Z A M
M-F, 6-	10em		
1	WDUZ-AM	WGE E-AM	W GE E - AM
2	WNFL-AM	W D U Z - A M	WDUZ-AM
3	WGEE-AM	WDUZ-Fii	WNF1,-AM
4	WIXX-FM	WIXX-FM	W D U Z - F M
5	WDUZ-FM	WNF L-AM	WIXX-FM
M-F, 3-	7pm		
1	WDU Z-FM	WDUZ-FM	WGE E-AM
2	WIXX-FM	WGEE-AM	WIXX-FM
3	WGEE-AM	W D U Z - A M	WNF L-AM
4	WDUZ-AM	WIXX-FM	WDUZ-FM
5	WNFL-AM	WNFL-AM	W D U Z - A M

Cume Persons Trends/Rankings

PU P (00): 1445 A/M '78		A/M '79		A/M '80	
1	WDUZ-AM	745	WDUZ-AM	645	WIXX-FM	629
2	WIXX-FM	596	WIXX-FM	625	WDUZ-AM	5.83
3	WGEE-AM	445	WGEE-AM	510	WGEE-AM	5.73
4	WNFL-AM	391	WDUZ-FM	468	WNF L-AM	487
5	WDUZ-FM	309	WNFL-AM	438	WDUZ-FM	408
M-F, 6	-10am					
1	WDUZ-AM		WIXX-FM		W GE E - AM	
2	WIXX-FM		WDUZ-AM		WIXX-FM	
3	WGEE-AM		WGEE-AM		WDUZ-AM	
4	WNFL-AM		WDUZ-FM		WNF L-AM	
5	WDUZ-FM		WNFL-AM		W D U Z - F M	
M-F, 3	-7pm					
1	WIXX-FM		WIXX-FM		WIXX-FM	
2	WDUZ-AM		WDUZ AM		WGE E - AM	
	WGEE-AM		WGEE-AM		WDUZ AM	
4	WDUZ-FM		WDUZ-FM		WNF L-AM	
5	WNFL-AM		WNFL-AM		WDUZ-FM	
Teen	S am-Midnight					
	00): 216					
101(A/M '78		A/M '79		A/M '80	
	WIXX-FM		WIXX-FM		WIXX-FM	
2			WDUZ-AM		W D C Z - A N	

	A/M 178	A/M '79	A/M '80
1	WIXX-FM	WIXX-FM	WIXX-FM
2	WDUZ-AM	WDUZ-AM	WDUZ-AM
	WNFL-AM	WNAM-AM	WNF L-AM
M-F, 6-1	0am		
1	WIXX-FM	WIXX-FM	WIXX-FM
2	WDUZ-AM	WD UZ - AM	WDUZ-AM
3	WKAU-AM	W GE E - AM	WNFL-AM

X-FM WIXX-FM
Z-AM WNFL-AM
M-AM WDU'Z-AM

Adults 18-34 N-S, 6am-Midnight		
OP(00): 559		
A/M '78	A/M '79	A/M 180
1 WDUZ-AM	WIXX-FM	WIXX-FM
2 WIXX-FM	WDUZ-AM	WDU Z - AM
3 WNFL-AM	WNFL-AM	WNFL-AM
4 WKAL AM	WDUZ-FM	WGE E - AM
5 WDUZ-FM	WKAU-AM	WAPL-FM
W-F, 6-10am		
1 WDUZ-AM	WIXX-FM	WIXX-FM
2 WIXX-FM	WDU2-AM	WDUZ-AM
3 WNFL-AM	WNFL-AM	WGEE-AM
4 WKAH-AM	WK AU-AM	WMFL-AM
5 WORR AN	HERE EN	UADI - FM

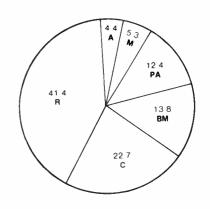
WGEE-AM	WDUZ-FM	WAPL-FM
7pm		
WIXX-FM	WIXX-FM	WIXX-FM
WDUZ-AM	WDUZ-AM	WDUZ-AM
WKAU AM	WNFL-AM	WNF L-AM
WNFL-AM	WAPL-FM	WAPL-FM
WDUZ-FM	WKAU-AM	WGEE-AM
	WGEE-AM 7pm WIXX-FM WDUZ-AM WKAU AM WNFL-AM WDUZ-FM	7pm WIXX-FM WIXX-FM WDUZ-AM WDUZ-AM KKAU AM WNFL-AM WNFL-AM WAPL-FM

W-S, Bam-Midnight		
POP(00): 665 A/M'78	A/M 179	A/M_180
1 WDUZ-AM	WD UZ - AM	WGEE-AM
2 WIXX-FM	WIXX-FM	WDUZ-AM
3 WGEE-AM	WDUZ-FM	WIXX-FM
4 WDUZ-FM	W G E E - A M	WNFL-AM
5 WNFL-AM	WNFL-AM	W D U Z - F M

10em		
W D U Z - AM	WDUZ-AM	WGEE-AM
WNFL-AM	WGEE-AM	WDUZ-AM
WIXX-FM	WDUZ-FM	WNFL-AM
WGEE-AM	WIXX-FM	WIXX-FM
WDUZ-FM	WNFL-AM	WDUZ-FM
7pm		
WIXX-FM	WDUZ-AM	WGEE AM
WDUZ-AM	WGEE-AM	WIXX-FM
WDUZ-FM	WIXX-FM	WDUZ-FM
WGEE-AM	WDUZ-FM	WNFL-AM
WNFL-AM	WNFIAM	WDUZ-AM
	W DU Z - AM W N FL - AM W I FL - AM W I E E - AM W DU Z - FM W I X X - FM W DU Z - AM W DU Z - FM W DU Z - FM	WDUZ-AM WDUZ-AM WNFL-AM WGEE-AM WIXX-FM WDUZ-FM WNFL-AM WFL-AM WTXX-FM WDUZ-FM WNFL-AM WDUZ-FM WDUZ-AM WGEE-AM WDUZ-AM WGEE-AM WDUZ-FM WDUZ-FM WDUZ-FM WDUZ-FM

Format Penetration Chart

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



Format Legend

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

Greensboro-Winston Salem-High Point

METRO RANK



호 A/M '80 Market Overview

The 12+ and 25-54 leaders in this book were the same as last year, WTQR and WGLD. Two other notably successful stations were WKZL and WSEZ.

Country WTQR made few changes in its winning formula over last year. The station used a multimedia ad campaign, added more album cuts to its music rotation, and added a newsperson in the morning drive segment. These moves helped the station increase its 12+ share and boost its 25-54 share from 16 to 18. WGLD's 25-54 numbers rose too, from 10 to almost 12.

Among the younger-skewing stations, AOR WKZL stayed on top. The station tightened up its music, gave away \$20,000 during the sweep, and ended up maintaining its 16 share of the young adult demos. WTQR was second in the 18-34 cell, with WRQK improving almost 50% to boost its share to more than 10%. WRQK used a heavy billboard campaign, gave away approximately \$40,000 in a variety of listener contests, and added more gold to its music rotation. The combination of cash giveaways and a heavier than usual advertising effort may have helped.

Besides being a factor in the 18-34 ratings, WSEZ managed 25-54 gains as well. There were no major changes made since last year, although a new night personality was added. The ad campaign was comparable to the one used the previous spring, but there was a \$10,000 diamond given away in an on-air "Concentration Game." WSEZ succeeded in adding more than two shares 25-54, up to more than 6%

WSJS-AM

M-F, 6-10am

WSJS-AM

WTQR-FM WKZL-FM WROK-FM WQMG-FM WSEZ-FM
WROK-FM WQMG-FM
WQMG-FM
,
WSEZ-FM
A/M '80
WTQR-FM
WCLD-FM
WSJS-AM
WKZL-FM
WOMG-FM
WTOR-FM
WSJS-AM
WGLD-FM
WR OK - FM
WSEZ-FM
WTQR-FM
WGLD-FM
WKZL-FM
WRQK-FM
WSEZ-FM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight

POP(00): 6643

	A/M '79		A/M '80	
1	WSJS-AM	1340	WTQR-FM	1685
2	WCLD-FM	1250	WSJS-AM	1361
3	WTOR-FM	1149	WKZL-FM	1288
4	WKZL-FM	1074	WGLD-FM	1197
5	WRQK-FM	1000	WRQK-FM	987
M-F, 6-	10am			
1	WSJS-AM		WSJS-AM	
2	WKZL-FM		WTOR-FM	
3	WGLD-FM		WGLD-FM	
4	WTOR-FM		WKZL-FM	
- 5	WROK-FM		WSEZ-FM	
M-F. 3-7	'pm			
1	WKZL-FM		WTOR-FM	
2	WGLD-FM		WKZL-FM	
3	WSJS-AM		WGLD-FM	
4	WTOR-FM		WSJS-AM	
5	WSEZ-FM		WROK-FM	

	0,1	
	A/M '79	A/M '80
1	WRQK-FM	WKZL-FM
2	WKZL-FM	WSEZ-FM
3	WSEZ FM	WR OK - FM
M-F. 6-1	0am	
1	WRQK-FM	WSEZ-FM
2	WAIR-AM	WKZL-FM
3	WSEZ-FM	WC OG-AM
M-F, 3-7	'pm	
1	WROK-FM	WKZL-FM
2	WSEZ-FM	WSEZ-FM
3	WAIR-AM	WROK-FM

Adults 18	3-34	
M-S, 6am-M	lidnight	
POP(00)	: 2466	

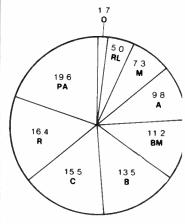
POP(00): 797

P(0	0): 2466	
	A/M '79	A/M '80
1	WKZI,-FM	WKZL-FM
2	WROK-FM	WTQR-FM
3	WSEZ-FM	WR OK - F M
4	WTCR-FM	WSEZ-FM
5	WC OG - AM	WQMG-FM

M-F, 6-1	0am	
1	WKZL-FM	WKZL-FM
2	WSEZ-FM	WTOR-FM
3	WROK-FM	WROK-FM
4	WSJS-AM	WSEZ-FM
5	WTOR-FM	WSJS-AM
M-F, 3-7	pm	
1	WKZL-FM	WKZL-FM
2	WSEZ FM	WTQR-FM
3	WTOR-FM	WROK-FM
4	WRQK-FM	WQMG-FM
5	WC OG-AM	WSEZ-FM
Adults	25-54	
M-S, 6a	m-Midnight	
POP(00): 324R	
	A/M '79	A/M '80
1	WTOR-FM	WTOP-FM
2	WCLD-FM	WGLD-FM
3	WSJS-AM	WSJS-AM
4	WKZL-FM	WRCK-FM
5	WROK-FM	WKZL-FM
M-F, 6-1	0am	
1	WSJS-AH	WTQR-FM
	WTQR-FM	WS JS-AM
	WCLD-FM	WGLD-FM
	WKZL-FM	WR QK - F M
5	WMFR-AM	WBIC-AM
M-F, 3-7	ρm	
	WTOR-FM	WTOR-FM
_	WCLD-FM	WGI.D-FM
	WSJS-AM	WSJS-AM
	WKZL-FM	WR QK - F M
5	WSEZ-FM	WKZL-FM

Format Penetration Chart

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



Format Legend

A-AOR, B-Black, B8-Big Band, BM-Beau tiful Music, C-Country, CL-Classical, D Dancemusic, J-Jazz, M-Miscellaneous N-News, O-Oldies, PA-Pop/Adult, R Rock, RL-Religious, S-Spanish, T-Talk

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight
POP(00): 6643
A/M '79 A/M '1

0 P (0	0): 6643	-	
	A/M '79		A/M '80
1	WTOR-FM	11-6	WTOR-FM(C) 12.6
2	WCLD-FM	8 - 9	WGLD-FM(BM)10.1
3	WSJS-AM	R.8	WKZL-FM(A) 9.3
4	WKZL-FM	7.9	WSJS-AM(PA) 8.0
5	WSEZ-FM	5.7	WSEZ-FM(R) 7.3
6	WRQK-FM	5.6	WROK-FM(R) 6.2
7	WAAA-AM	5.4	WOMG-FM(B) 5.7
8	WQMG-FM	4.6	WBIG-AM(PA) 3.7
9	WEAL-AM	4.1	WAAA-AM(B) 3,4
10	WPET-AM	3.3	WHPE-FM(ML) 3.4
1.1	WBIG-AM	3.1	WAIR-AM(B) 2.7
1.2	WAIR-AM	2.9	WMFR-AM(PA) 2.7
1.3	KCOC-AM	2.5	WCOG-AM(R) 2.0
14	WMFR-AH	2.5	WEAL-AM(B) 1.7
1.5	WHPE-FM	2.1	WBUY-AM(0) 1.7
16	WTOB-AM	1.8	WPET-AM(RL) 1.6
1.7	WGBG-AM	1.3	W TO R - AM (PA) 1.5
1.8	WBUY-AM	1.2	WCBG-AM (PA) 1.3
19	WRAL-FM	1.2	WCSE-FM(C) 1.3
2.0	WBT -AM	1 • 1	WRAL-FM(PA) 1.2
2.1	WPCM-FM	0.9	WGWR-Aff(A) 0.9
22	WZ00-AM	0.9	WINC-AM(PA) 0.8
23	WMFR-FM	0.6	WFZC-FM(BM) 0.6
24	WWMO-FM	0.6	WFMX-FM(C) 0.6
2.5	WSOC-FM	0.5	WSOC-FM(c) 0.5
2.6	WINCHEM	0.5	WODR-FM(A) 0.5
27	WEZC-FM	0.5	WMFR-FM(BM) 0.5
28	WGOS-AM	0.5	WPCM-FM(C) 0.5
29	WITNE-AN	0.2	WPTF-AM(PA) 0.4

Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight

A/M '79			
AIM /9		A/M '80	
TOR-FM	113	WTOR-FM	1 20
GLD-FM	8.6	WGLD-FM	96
ISJS-AM	8.5	WKZL-FM	R 9
KZL-FM	7 7	WSJS-AM	7.6
ISEZ-FM	5.5	WSEZ-FM	7.0
	GLD-FM ISJS-AM IKZL-FM	7GLD-FM 86 7SJS-AM 85 7KZL-FM 77	/GLD-FM 86 WGLD-FM //SJS-AM 85 WKZL-FM //KZL-FM 77 WSJS-AM

	UTOBERM
2 WTOR-FM	WTQR-FM WGLD-FM
3 WGLD-FM	
4 WKZL-FM	WKZL-FM
5 WBIG-AM	WSEZ-FM_
M-F, 3-7pm	
1 WTQR-FM	WTOR-FM
2 WGLD-FM	WGLD-F:1
3 WSJS-AM	WKZL-FM
4 WKZL-FM	WSEZ-FM
5 WSEZ-FM	WROK-FM
Teens	
M-S, 6am-Midnight	
POP(00): 797	
A/M '79	A/M '80
1 WSEZ-FM	WSEZ-FM
2 WROK→FM	WKZL-FM
3 WAIR-AM	WR QK - F M
M-F, 6-10am	
1 WSEZ-FM	WSEZ-FM
2 WRQK-FM	WKZL-FM
3 WAIR-AM	WQMG-FM
M-F, 3-7pm	
1 WSEZ-FM	WSEZ-FM
2 WROK-FM	WKZL-FM
3 WAIR-AM	WR OK - FM
Adults 18-34	
M-S. 6am-Midnight	
M-S, 6am-Midnight POP(00): 2466	
	A/M '80
POP(00): 2466	A/M '80 WK Z L – F M
POP(00): 2466 A/M '79	
POP(00): 2466 A/M '79 1 WKZL-FM	WKZL-FM
POP(OO): 2466 A/M 79 1 WKZL-FM 2 WTQR-FM	WKZL-FH WTQR-FM
POP(00): 2466 AM 79 1 WKZL-FM 2 WTQR-FM 3 WSEZ-FM	WKZL-FM WTQR-FM WROK-FM
POP(OO): 2466 AM'79 1 WKZL-FM 2 WTQR-FM 3 WSEZ-FM 4 WQMC-FM	WKZL-FM WTQR-FM WRQK-FM WQMG-FM
POP(00): 2466 AM'79 1 WKZL-FM 2 WTQR-FM 3 WSEZ-FM 4 WQMG-FM 5 WROK-FM	WKZL-FM WTQR-FM WRQK-FM WQMG-FM
POF(00): 2466 AM 79 1 WKZL-FM 2 WTQR-FM 3 WSEZ-FM 4 WQMC-FM 5 WROK-FM	WKZL-FM WTQR-FM WR OK-FM WQMG-FM WSEZ-FM
POP(00): 2466 AM'79 1 WKZL-FM 2 WTQR-FM 3 WSEZ-FM 4 WQMG-FM 5 WROK-FM MF,6-10am 1 WKZL-FM	WKZL-FN WTOR-FM WROK-FM WOMG-FM WSEZ-FM WKZL-FM WROK-FM
POP(00): 2466 AM '79 1	WKZL-FH WTQR-FM WROK-FM WQMG-FM WSEZ-FM

Greenville-New Bern-Washington

METRO RANK

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Average	Persons	12+	Share	Trends
Annday-S	under Sen	-Alide	laht	

POP(00): 2220					
	A/M '78		A/M '79		A/M '80	
1	WITN-FM	13.8	WQDW-FM	14.4	WQDW-FM (B) 1	3.8
2	WQDW-FM	11.4	WSFL-FM	13.0	WSFL-FM (PO 1	3.5
3	WSFL-FM	8.6	WITN-FM	10.5	WITN-FM (PO) 1	0.0
4	WRNS-FM	7.6	W NC T - FM	7.7	WAZZ-FM (C)	9.0
5	WHIT-AM	7.2	WRNS-FM	6.3	WRNS-FM (C)	8.7
6	WNCT-FM	6 • 6	WRBK-FM	4.2	WELS-AM (C)	6.2
7	WRBK-FM	5.2	WKTC-FM	3.9	WFTC-AM (PA)	6.2
8	WOOW-AM	4.8	WRAL-FM	3.5	WNCT-FM (BM)	5.2
9	WFTC-AM	3.4	WELS-AM	3.2	WRAL-FM (PA)	4.2
10	WB I C- AM	3.4	WF T C-AM	2.8	WBIC-AM (B)	3.8
1.1	WROR-FM	3.1	WFAG-AM	2.5	WMSQ-FM (PA)	3.1
12	WITN-AM	3.1	WR OR-FM	2.1	WXOR-FM (PO)	1.7
13	WELS-AM	2.8	WB I C-AM	2.1	WHIT-AM (O)	1.4
1 4	WKTC-FM	2.8	WOOW-AM	1.8	WNCT-AM (PA)	1.0
1.5	WOKN-FM	2.4	WITN-AM	1 - 8	WOOW-AM (M)	0.7
16	WNCT-AM	1.7	WGTM-AM	1 4	WIS P-AM (PA)	0.7
17	WLAS-AM	1.0	WOKN-FM	1.4	WKTC-FM (C)	0.7
18	WEAG-AM	1.0	WLAS - AM	1.4	WMBL-AM (PO)	0.3
19	WISP-AM	1.0	WHIT-AM	1.1	WMBL-FM (C)	0.3
20		0.7	WMSQ-FM	1.1		
2 1	WRNB-AM	0.3	WEEW-AM	0.7		
2 2			WNCT-AM	0.4		
2 3			WIAM-AM	0.4		
2 /			USEC-FM	0.4		

Average Persons Trends/Rankings

Cotel	12+				•	
	em-Midnight					
	00): 2220					
	A/M '78		A/M '79		A/M '80	
1	WITN-FM	40	WODW-FM	41	WODW-FM	4
2	WODW-FM	33	WSFL-FM	37	WSFL-FM	3
3	WSFL-FM	25	WITN-FM	30	WITN-FM	2
4	WRNS-FM	22	WNCT-FM	22	WAZZ-FM	2
5	MA-TIHW	2 1	WRNS-FM	18	WRNS-FM	2
4F, 6	-10am					
1	WRNS-FM		WSFL-FM		WSFL-FM	
2	WITN-FM		WITN-FM		WAZZ-FM	
3	WQDW-FM		WQDW-FM		WRNS-FM	
	WSFL-FM		WRNS-FM		WQDW-FM	
5	WHIT-AM		WNCT-FM		WF T C-AM	
W-F, 3	•					
	WITN-FM		WQDW-FM		WSFL-FM	
2	WQDW-FM		WSFL-FM		WQDW-FM	
	WSFL-FM		WITN-FM		WITN-FM	
	WRNS-FM		WNCT-FM		WAZZ-FM	
5	WNCT-FM		WRNS-FM		WELS-AM	
leen:						
	am-Midnight					
POP((00): 312					
	A/M '78		A/M '79		A/M '80	
	WSFL-FM		WQDW-FM		WSFL-FM	
	WQDW-FM		WSFL-FM		WITN-FM	
3	WRBK-FM		WITN-FM		WODW-FM	
₩F, 6	-10am					
1	WSFL-FM		WQDW-FM		WSFL-FM	
2	WRBK-FM		WSFL-FM		WITN-FM	
3	WQDW-FM		WITN-FM		WMSQ-FM	
WF, 3	-7pm					
1	WSFL-FM		WQDW-FM		WITN-FM	
2	WRBK-FM		WSFL-FM		WSFL-FM	
3	WHIT-AM		WITN-FM		WQDW-FM	

A/M 179

WSFL-FM WITN-FM WQDW-FM

WSFL-FM WITN-FM WQDW-FM WRAL-FM

WITN-FM WSFL-FM WQDW-FM

A/M '79 WSFL-FM WITN-FM WRNS-FM

WODW-FM

A/M '80

WQDW-FM WSFL-FM WITN-FM

WAZZ-FM WELS-AM

WSFL-FM WQDW-FM WAZZ-FM WITN-FM WMSQ-FM

WQDW-FM WSFL-FM WITN-FM

WAZZ-FM WQDW-FM WRNS-FM WSFL-FM WELS-AM

1 WITN-FM 2 WQDW-FM 3 WSFL-FM

4 WOOW-AM 5 WHIT-AM

1 WITN-FM 2 WQDW-FM 3 WSFL-FM 4 WOOW-AM 5 WHIT-AM

##F, 3-7pm

1 WITN-FM

2 WQDW-FM

3 WSFL-FM

4 WOOW-AM

5 WRQR-FM

\dults 25-54 OP(00): 973 A/M '78

WQDW-FM WNCT-FM WITN-FM

A-F. 6-10am

Adults 18-34 W-S, 6am-Midnight POP(00): 843 A/M '78

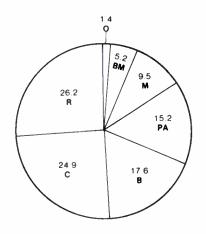
M-F, 6-10am		
1 WRNS-FM	WSFL-FM	WAZZ-FM
2 WITH-FM	WRNS-FM	WQDW-FM
3 WOOW-AM	WITN-FM	WRNS-FM
4 WQDW-FM	WNCT-FM	WSFL-FM
5 WHIT-AM	WRAL-FM	WNCT-FM
M-F, 3-7pm		
1 WITN-FM	WSFL-FM	WELS-AM
2 WNCT-FM	WITN-FM	WAZZ-FM
3 WQDW FM	WRNS-FM	WSFL-FM
4 WRNS-FM	WQDW-FM	WRNS-FM
5 WKTC-FM	WNCT-FM	WITN-FM

Cume	Pers	ons Trend	ds/Ra	nkinas	
Total 12+			,	90	
M-S, 6am-Midnight					
POP(00): 2220)				
A/M '78		A/M '79		A/M '80	
1 WITN-FM	585	WSFL-FM	607	WSFL-FM	62 7
2 WSFL FM	553	WITN-FM	585	WITN-FM	5 7 4
3 WQDW-FM	344	WODW-FM	437	WQDW-FM	3 5 9
4 WNCT-FM	343	WNCT~FM	320	WAZZ-FM	332
5 WRBK-FM	3 3 2	WRNS FM	301	WRAL-FM	264
M-F, 6-10am					
1 WITN-FM		WSFL-FM		WSFL-FM	
2 WSFL-FM		WITH-FM		WITN-FM	
3 WRNS-FM		WQDW-FM		WAZZ-FM	
4 WQDW-FM 5 WOOW AM		WRNS-FM WNCT-FM		WODW-FM WFTC-AM	
		WWC I - FM		WF I C~AM	
M-F, 3-7pm		HODE DV			
1 WITN-FM 2 WSFL-FM		WSFL-FM WODW-FM		WSFL-FM WITN-FM	
3 WODW-FM		WITN-FM		WODW-FM	
4 WRBK-FM		WRBK-FM		WAZZ-FM	
5 WNCT-FM		WMCT-FM		WRAL-FM	
Teens					
M-S, 6am-Midnight					
POP(00): 312					
A/M '78		A/M '79		A/M '80	
		WSFL-FM		WSFL-FM	
1 WSFL-FM 2 WQDW-FM		WQDW-FM		WITN-FM	
3 WITN-FM		WITK-FM		WQDW-FM	
M-F, 6-10am					
1 WSFL-FM		WSFL-FM		WITN-FM	
2 WQDW-FM		WQDW-FM		WSFL-FM	
3 WRBK-FM		WITH FM		WMSO-FM	
M-F, 3-7pm					
1 WSFL FM		WQDW-FM		WSFL-FM	
2 WRBK-FM		WSFL-FM		WITN-FM	
3 WITN-FM		WITN-FM		WQDW-FM	
Adults 18-34					
M-S, 6am-Midnight POP(00): 843					
A/M '78		A/M '79		A/M '80	
1 WITN-FM		WSFL-FM		WSFL-FM	
2 WSFL-FM		WITN-FM		WITN-FM	
3 WROR-FM		WRBK-FM		WQDW-FM	
4 WQDW-FM		WODW-FM		WAZZ-FM	
5 WOOW-AM		WROR-FM		WRAL-FM	
M-F, 6-10am					
1 WITN-FM		WSFL-FM		WSFL-FM	
2 WSFL-FM		WITN FM		WITN-FM	
3 WOOW-AM		WQDW-FM		WQDW-FM	
4 WQDW-FM		WRBK-FM		WAZZ-FM	
5 WRBK-FM		WR OR-FM		WRAL-FM	
M-F, 3-7pm		UCET EN		UCDI DE	
1 WITN-FM 2 WSFL-FM		WSFL-FM WITN-FM		WSFL-FM WQDW-FM	
3 WODW FM		WQDW-FM		WITN-FM	
4 WOOW-AM		WRBK-FM		WRAL-FM	
5 UDRY_FM		WRAL-FM		WAZZ-FM	

A-S, 61	ım-Midnight		
POP(00): 973		
	A/M '78	A/M '79	A/M '80
1	WSFL-FM	WSFL-FM	WSFL-FM
2	WITN-FM	WITN-FM	WAZZ-FM
3	WNCT-FM	WRNS FM	WITN-FM
4	WRNS-FM	WODW-FM	WRAL-FM
5	WRBK-FM	WNCT-FM	WODW-FM
A-F, 6-	10am		
1	WITN-FM	WSFL-FM	WAZZ-FM
2	WRNS-FM	WITN-FM	WSFL-FM
3	WNCT-FM	WRNS-FM	wQDW-FM
4	WSFL FM	WODW-FM	WRAL-FM
5	WQDW-FM	WNCT-FM	WITN-FM
A-F, 3-	7pm	1	
1	wITN-FM	WSF L-FM	WSFL-FM
2	WSFL-FM	WITN-FM	WAZZ-FM
3	WNCT-FM	WRNS FM	WITN-FM
4	WRNS-FM	WQDW-FM	WRAL-FM
5	WHIT-AM	WNC T-FM	WODW-FM

Format Penetration Chart

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



Format Legend

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

Greenville-Spartanburg, SC

METRO RANK

66

A/M '80 Market Overview

As in many markets this spring, the 25-54 leader also led overall in Greenville. WESC-FM ruled the roost, up almost four shares from last year, and moved from a tie for second 25-54 to a clear lead. Last year's overall market leader, WFBC-FM, dropped several shares this sweep, probably due to the substantial increases posted by competitor WANS-FM.

WESC-FM (simulcast with WESC in drivetimes) maintained a consistent product over the last year. Other than an ad campaign split 60-40 between TV and billboards, the station made no special effort to woo listeners. Its consistency must have paid off, as WESC-FM virtually doubled its 25-54 share, 11-20. WFBC-FM lost five shares, down to a 14. The only other area station to register double-digit shares 25-54 was WSPA-FM, a Beautiful Music station airing the FM-100 sound. The station added a new live afternoon announcer, reduced its units from 10 to eight per hour, and advertised with TV and billboards. WSPA-FM added a share and now has about 12% of the 25-54 market.

On the contemporary music scene, WANS-FM had an apparent effect on the shares of its competitors, which all suffered declines. WFBC-FM lost three shares overall, and saw its once-commanding 26 share 18-34 ercde to just over 19. WANS-FM jumped from a share of 2 to more than 13 18-34. WORD was apparently crippled by this rise, as its 18-34 share fell from 13 to less than 4. Others that did well among the young adult audience include Black-formatted WASC, which doubled to 11; and WESC-FM, which added three to move into the 11 share range.

A new tower for WANS-FM was probably the biggest factor in its rise, adding to the station's coverage. There was no outside advertising, but on-air promotions included a Loni Anderson lookalike contest. Musically, the station added some LP cuts, dayparting them.

Average Persons 12+ Share Trends

OP(00): 450	9			
	A/M 178		A/M '79		A/M '80
1	WFBC-FM	13.7	WFBC-FM	14.7	WESC-FM(C) 11.
2	WSPA-FM	11.7	WSPA-FM	9.9	WFBC-FM(R) 11.
3	WORD-AM	9.9	WORD-AM	8.9	WSPA-FM(BM)10.
4	WQOK-AM	9.8	WESC-FM	8.0	WANS-FM(R) 9.
5	WFBC-AM	8.6	WHYZ-AM	6.3	WHYZ-AM(B) 6.
6	WSPA- AM	8 + 2	W 00 K - AM	6.2	WESC-AMICO 6.
7	WCXL-FM	5 . 3	WF BC - AM	6.2	WASC-AM (8) 5.
8	WESC-AM	4.7	WCXL-FM	6.2	WQOK-AM(R) 5.
9	WESC-FM	4.6	WESC-AM	5.0	WCXL-FM(PA) 5.
10	WHY Z-AM	4 - 1	WS PA~AM	4.7	WSPA-AM (PA) 5.
11	WASC-AM	2.9	WASC-AM	4.4	WF BC - AM (PA) 4.
12	WKDY-AM	2 • 2	WAIM-FM	2 . 7	WORD-AM(R) 4.
13	WELP-AM	1.8	WANS FM	2.3	WLOS-FM (BM) 2.
14	WANS-FM	1.3	WLOS-FM	1 - 1	WCKI-AM (RL) 1.
1.5	WLOS-FM	0 • 9	WEAB-AM	1.0	WAGI-FM(C) 1.
16	WMUU-AM	0.9	WELP-AM	1.0	WBCY-FM(R) O.
17	WMUU-FM	0 • 7	MKIT-FW	1.0	WKDY-AM (BM) O.
18	WMR B - AM	0.7	WMUU-FM	1.0	WMRB-AM (PA) 0.
19	WFOX-FM	0.5	WKDY-AM	1.0	WAIM-FM(C) O.
2.0			WMRB-AM	0.9	WEAB-AM (BM) O.
2 1			WRO O-FM		WMUU-FM O.
22			WAGI-FM	0 • 7	
2 3			WCKI-Att	0 • 6	
2 4			WMUU-AM	0.4	

Average Persons Trends/Rankings

	M-S, 6	am-Midnight 00): 4509					
		A/M 178		A/M '79		A/M '80	
	1	WFBC-FM	104	WF BC -FM	103	WESC-FM	8 5
•	2	WSPA-FM	8 9	WSPA-FM	69	WF BC -FM	82
	3	WORD-AM	7.5	WORD-AM	62	WS PA-FM	7.7
	4	WQOK-AM	74	WESC-FM	56	WANS-FM	6.9
	5	WFBC-AM	6.5	WHYZ-AM	44	WHYZ-AM	47
	M-F, 6	-10am					
	1	WF BC-FM		WFBC-FM		WESC-AF	
	2	WSPA-AM		WGXL-FM		WFBC-AF	
	3	WFBC-AM		WORD-AM		WESC-FM	
	,	HOVE TH				_	

M-F, 3-7pm		
1 WFBC-FM	WFBC-FM	WESC-AF
2 WSPA-FM	WORD-AN	WESC-FM
3 WOOK-AM	WSPA-FM	WFBC-FM
4 W OR D - A M	WESC-FM	WSPA-FM
S WSPA-AM	WQOK-AM	WANS-FM
Teens		
M-S, 6am-Midnight		
POP(00): 542		
A/M 178	A/M 179	A/M '80
1 WOOK-AM	WQOK-AM	WANS-FM
2 WORD-AM	WHYZ-AM	WORD-All
3 WFBC-FM	WORD-AN	WQOK-AM
M-F, 6-10am		
1 WQQK-AM	WQOK-AM	WANS-FM
2 WORD-AM	WFBC-FM	W 00 K - A M
3 WFBC-FM	MHYZ-AM	WORD-AM
M-F, 3-7pm		
I WOOK-AM	WQOK-AM	WANS-FM
2 WORD-AM	WHYZ-AM	WOOK-AM
3 WFBC-FM	WORD-AM	WORD-AM
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 1712		
A/M '78	A/M '79	A/M '80
1 WFBC-FM	WFBC-FM	WFBC-FM
2 WORD - AM	WORD-AM	WANS-FM
3 WOOK-AM	WFSC-FM	WESC-FM
4 WHYZ-AM	WOOK-AM	WASC-AM
5 WF BC - AM	WS PAHAM	WOOK-AM
M-F, 6-10am		
1 WFBC-FM	WFBC-FM	WFBC-AF
2 WORD-AM	WORD-AM	WFBC-FM
3 WQOK-AM 4 WFBC-AM	WESC-FM WSPA-AM	WESC-AF
5 WSPA-AM	WOOK-AM	WESC-FM WANS-FM
		84112 411
M-F, 3-7pm 1 WFBC-FM	WF BC -FM	UEDC EN
2 WORD-AM	WORD-AM	WFBC-FM WESC-AF
3 WQOK-AM	WESC-FM	WESC-FM
4 WSPA-FM	WQOK-AM	WANS FM
5 WHYZ-AM	WHYZ-AM	WQOK-AM
Adults 25-54		
M-S, 6em-Midnight		
POP(00): 2178		
A/M 178	A/M '79	A/M '80
1 WFBC-FM	WF BC -FM	WESC-FM
2 WSPA-FM	WFSC-FM	WF BC -FM
3 WORD-AM	WSPA-FM	WSPA-FM
4 WSPA-AM	WGXL-FM	WESC-AM
5 WESC+AM	WORD-AM	WGXL-FM
M-F, 6-10am		
1 WFBC-FM	WFBC-FM	WESC-AF
2 WSPA-AM	WGXL-FM	WESC-FM
3 WFBC-AM	WESC-FM	WFBC-AF
4 WGXL-FM 5 WORD-AM	WORD-AM WSPA-FM	WFBC+FM WSPA-FM
	MDEW-EU	MDIW-IO
M-F, 3-7pm	LIEBC EM	11500 45
1 WFBC-FM 2 WSPA-FM	WFBC-FM WESC-FM	WESC-AF WESC-FM
3 WOOK-AM	WESC-FM WSPA-FM	WESC-FM WFBC-FM
4 WORD-AM	WORD-AM	WSPA-FM
5 WESC-AM	WGXL-FM	WHYZ-AM

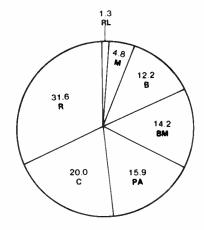
Cume Persons Trends/Rankings

	(00): 450 A/M '78		4/14 170			
	A/M / O		A/M '79		A/M '80	
	WFBC-FM	1215	WF BC -FM	1271	WFBC-FM	1100
	WFBC-AM	1097	WORD-AM	900	WSPA-FM	8.70
	WOOK-AM	988	WSPA-FM	813	WFBC-AM	7.8
	WORD-AM	905	WQOK-AM	806	WESC-FM	76
5	WSPA-FM	8 82	WFBC-AM	787	WOOK-AM	744
M-F, 6	-10am					
1	WFBC-FM		WFBC-FM		WF BC - AF	
2	WFBC-AM		WORD-AM		WFBC-FM	
3	WOOK-AM		WFBC-AM		WESC-AF	
4	WSPA-AM		WGXL-FM		WSPA-FM	
5	WORD-AM		WSPA-FM		WQOK-AM	
M-F, 3	-7pm					
1	WQOK-AM		WFBC-FM		WF BC - FM	
	WFBC-FM		WORD-AM		WESC-AF	
3	WSPA-FM		WQOK-AM		WSPA-FM	
4	WORD-AM		WSPA-FM		W Q O K - A M	
5	WF BC-AM		WESC-FM		WANS FM	
Teen	5					
M-S, 6	em-Midnight					
POP(00): 542					
	A/M '78		A/M 179		A/M '80	
1	WOOK-AM		WQOK-AM		WANS-FM	
2	WORD-AM		WF BC - FM		WQOK-AM	
3	WFBC-FM		WF BC - AM		WORD-AM	

A-F, 6-10am		
1 WOOK-AM	WQOK-AM	WANS-FM
2 WORD-AM	WFBC-FM	WQOK-AM
3 WF BC - AM	W OR D - AM	WORD-AM
I-F, 3-7pm		
1 W O O K - AM	WQOK-AM	WANS-FM
2 WORD-AM	WORD-AM	WOOK-AM
3 WFBC-AM	WHYZ-AM	WORD-AM
dults 18-34		
I-S, 6am-Midnight		
OP(00): 1712		
A/M 178	A/M '79	A/M '80
1 WFBC-FM	WFBC-FM	WF BC - FM
2 WQOK-AM	WORD-AM	WANS-FM
3 WFBC-AM	WQOK-AM	WQOK-AM
4 WORD-AM	WSPAHAM	WF BC - AM
5 WSPA-AM	WF BC - AM	WORD-AM
I-F, 6-10am		
1 WFBC-FM	WFBC-FM	WF BC - AF
2 WQOK-AM	WORD-AM	WFBC-FM
3 WFBC-AM	W 00 K - AM	WQOK-AM
4 WORD-AM	WFSC-FM	WANS-FM
5 WSPA-AM	WSPAHAM	W OR D-AM
I-F, 3-7pm		
1 WFBC-FM	WFBC-FM	WF BC -FM
2 WOOK-AM	WORD-AM	WFBC-AM
3 WORD-AM	WQOK-AM	WANS-FM
4 WFBC-AM	WESC-FM	WQOK-AM
5 WASC-AM	WSPA-AM	WESC-AF
dults 25-54		
I-S, 6am-Midnight		
OP(00): 2178		
A/M '78	A/M '79	A/M 180
1 WFBC-FM	WF BC+FM	WF BC -FM
2 WFBC-AM	WESC-FM	WESC-FM
3 WSPA-FM	WS PA-FM	WSPA-FM
4 WQOK-AM	WGXL-FM	WF BC - AN
5 WORD-AM	W OR D - AM	WESC-AM
I-F, 6-10am		
1 WFBC-FM	WFBC~FM	WFBC-AF
2 WFBC-AM	WESC-FM	WESC-AF
3 WSPA-AM	WORD-AM	WFBC-FM
4 WORD-AM	W C X L - F M	WESC-FM
5 WQOK-AM	WSPA-FM	WSPA-FM
HF, 3-7pm		
1 WFBC-FM	WF BC -FM	WESC-AF
2 WSPA-FM	WFSC-FM	WESC-AF WFBC-FM
3 WOOK-AM	WFSC-FM WSPA-FM	
4 WORD-AM	W S PA - FM W OR D - AM	WESC-FM WSPA-FM
5 WFBC-AM	WGXL-FM	WSPA-FM WFBC-AM
2 M DO	# GA L TEXT	Wr DC -AM

Format Penetration Chart

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



Format Legend

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

R&R RATINGS REPORT/1980 •

Harrisburg

METRO RANK

79

'M '80 Market Overview

The WHP-AM-FM dynamo continued to dominate ırrisburg, especially among persons 35+. Country HYL made a good upward move this book, while ∋ younger demos were led by WQXA and WRHY.

As you may remember, during last year's spring reep there was much concern about the Three Mile and incident and its aftermath. No such aberration ok place this time, but the outcome was identical --HP AM & FM combined for more than 30% both rerall and 25-54. WHYL also registered in doublegits 25-54 adults, jumping nine shares to 12. The ation used a TV campaign tied into newspaper ads, omoted its new format (debuted January 1), and ided a new morning man. WHYL also promoted a alf-price fair, tied in with merchants in the area, and tracted 10,000 people to a six-hour sale event.

WKBO and WSFM, the contemporary music aders last year, both slipped this year. WSFM ade many on-air promotions during the sweep. As result, the station saw its lead among the 18-34 idience evaporated. After losing six shares, WSFM nded up with about 10% of the 18-34 demographic.

WKBO did make an aggressive effort for this weep, with a multimedia campaign built around the ieme "Harrisburg, A Special Place To Be " On-air, ver \$6000 in cash was given away via "Cash all," WKBO went more adult, adding the NBC netork and emphasizing oldies from the 60's. But the tation's 189-34 shares dropped, an 11 share 18-4 decline to 6%.

The new 18-34 leaders were WRHY and WQXA. loth stations are FM properties with strong 18-34 ores; WQXA also has a strong teen base. AOR VRHY has a dominant chunk of 18-24 males. It will e interesting to see how the former young adult leadrs react to the FM intrusion.

verage Persons 12+ Share Trends onday-Sunday, 6am-Midnight

'otal 12+

WKBO-AM 3 WSFM-FM

0P(00): 367	6				
	A/M 178		A/M '79		A/M '80	
1	WHP -AM	15.5	WHP -AM	18.8	WHP - AM (PA) 1	6.4
2	WKBO-AM	13.9	WHP -FM	14.1	WHP - FM (BM) 1	4.5
3	WHP -FM	12.8	WK BO - AM	9.9	WHYL-AM(C)	7 - 0
4	WSFM-FM	11.3	WSFM-FM	8.8	WQXA-FM(P)	6.6
5	WRHY-FM	4.4	WQXA-FM	5.6	WRHY-FM(A)	5 - 3
6	WTPA FN	4.1	WHYL-FM	4 - 8	WK BO - AM (RI)	5.0
7	WOXA-FM	3.7	WRHY-FM	4.2	WRKZ-FM(C)	4.8
8	WFEC-AM	3.7	WTPA-FM	4.0	WSFM-FM(R)	4 - 6
9	WSBA-FM	3.2	WCMB-AM	3.5	WQIN-AM(C)	4.0
10	WHYL-AM	3.0	WHYL-AM	2 . 1	WFEC-AM (D)	3 - 1
1.1	WYCR-FM	2 . 7	WQIN-AM	2.1	WTPA-FM (BM)	2.9
1.2	WHYL-FM	2.7	WQVE-FM	1.9	WCMB-AM (PA)	2 . 8
13	WCMB-AM	2.5	WSBA-FM	1.8	WNCE-FM (BM)	2 - 6
14	WIOO-AM	2 . 4	WDAC-FA	1.4	WI00 AM (R)	2 . 2
15	WQIN-AM	1.9	WNCE-FM	1.2	WQVE-FM (R)	2 - 1
16	WDAC-FM	1.0	WFEC-AM	1 - 2	WQKX = FM (R)	1.6
1.7	WIOV-FM	1.0	WQKX-FM	1.1	WZ UE - FM (PA)	1 - 5
18	WGCB-FM	0.8	WSBA-AM	0.9	WSBA-FM (PA)	
19	WSBA-AM	0.5	WGCB-FM	0.9	WDAC+FM (RL)	1 + 2
2 0	WNCE-FM	0.3	WYCR-FM	0.9	WYCR-FM (R)	0.3
2 1	KYW -AM	0.3	WSH P-AM	0 - 7	KYW -AM (N)	0 - 3
2 2	WLBR-AM	0.3	W I 00 - AM	0.4		

Average Persons Trends/Rankings

f-S, 6em-Midnight					
OP(00): 3676					
A/M 178		A/M 179		A/M '80	
1 WHP -AM	92	WHP -AM	107	WHP -AM	112
2 WKBO AM	82	WHP -FM	80	WHP -FM	9 9
3 WHP -FM	7.6	WK BO - AM	56	WHYL-AM	48
4 WSFM-FM	67	WSFM-FM	50	WQXA-FM	4.5
5 WRHY-FM	2 6	WQXA-FH	32	WRHY-FM	36
vi-F, 6-10em					
1 WHP -AM		WHP -AM		WHP - AM	
2 WKBO-AM		WK BO-AM		WHP -FM	
3 WSFM-FM		WHP -FM		WK BO - AM	
4 WHP -FM		WSFM-FM		WOXA-FM	
5 WCMB-AM		WQXA-FM		WHYL-AM	
W-F, 3-7pm					

WHP -AM WHP -FM WSFM-FM

WKBO-AM

WHP -FM WHP -AM

WOX A-FM

A-S, 6am-Midnight		
OP(00): 447 A/M '78	A/M '79	A/M '80
1 WSFM-FM	WK BO - AM	WQX A-FM
2 WKBO AM	WOXAFFM	WFEC-AM
3 WQXA-FM	WSFM-FM	WRHY-FM
I-F, 6-10am		
1 WKBO-AM	WKBO-AM	WOXA-FM
2 WSFM-FM	WQXA-FM	WK BO - AM
3 WQXA-FM	WSFM-FM	WFEC-AM
I-F, 3-7pm		
1 WKBO-AM	WQXA-FM	WOXA-FM
2 WSFM-FM	WSFM-FM	WFEC-AN
3 WQXA-FM	WK BO - AM	WSFM-FM
Adults 18-34		
A-S, 6am-Midnight		
POP(00): 1232	A/M '79	A/M '80
A/M '78		WRHY-FM
1 WKBO-AM	WSFM-FM	WSFM-FM
2 WSFM-FM 3 WRHY-FM	WK BO-AM WRH Y-FM	WOXA-FH
4 WQXA-FM	WQXA FM	WHYL-AM
5 WHP -FM	WHP -FM	WK BO - AM
W-F, 6-10am		
1 WKBO-AM	WK BO - AM	WRHY-FM
2 WSFM-FM	WSFM-FM	WHP -AM
3 WRHY-FM	WQX A-FM	WK BO - AM
4 WHP -AM	WHP -AM	WQXA-FM
5 WCNB-AM	WHYL-AM	WHYL-AM
4-F, 3-7pm		
1 WKBO-AM	WSFM-FM	WRHY-FM
2 WSFM-FM	WKBO-AM	WSFM-FM
3 WRHY-FM	WRHY-FM	WOXA-FM
4 WQXA FM	WOXA FN	WHYL-AM
5 WHP +FM	WHP -AM	WHP -FM
Adults 25-54		
M-S, 6em-Midnight		
POP(00): 1700	4444.170	A/M 180
A/M '78	A/M '79	
1 WHP -FM	WHP -AM	WHP -FM
2 WHP -AM	WHP -FM	WHP -AM WHYL-AM
3 WKBO-AM	WKBO-AM WSFM-FM	WRKZ-FM
4 WSFM-FM 5 WFEC-AM	WHYL-FM	WK BO - AM
M-F, 6-10am		
1 WHP -AM	WHP -AM	WHP - AM
2 WKBO-AM	WHP -FM	WHP -FM
3 WHP -FM	WK BO - AM	WHYL-AM
4 WSFM-FM	WCMB-AM	WK BO - AM
5 WFEC-AM	WSFM-FM	WRKZ-FM
M-F, 3-7pm		
1 WKBO-AM	WHP - AM	WHP -FM
2 WHP -FM	WHP -FM	WHP -AM
3 WHP -AM	WSFM-FM	WHYL-AM
4 WSFM-FM	WHYL-Fit	WRKZ-FM
5 WFEC-AM	WKBO-AM	WK BO - AM

Cume Persons Trends/Rankings

POP	(00): 367	6				
	A/M 178		A/M '79		A/M '80	
1	WHP -AM	1353	WHP -AM	1446	WHP -AM	1280
2	WKEO-AM	1185	WHP -FM	957	WHP -FM	958
3	WHP -FM	953	WKBO-AM	905	WK BO - AM	746
4	WSFM-FM	8 92	WSFM-FM	768	WQX A-FM	55
	WQXA FM		WOXA-FM	559	WSFM-FM	5.09
AF, 6	3-10am					
1	WHP -AM		WHP -AM		WHP - AM	
2	WKBO-AM		WKBO-AM		WHP -FM	
	WSFN-FM		WHP -FM		WKBO-AM	
4	WHP -FM		WSFM-FM		WQXA-FM	
5	WC MB - AM		WOXA FM		WCMB-AM	
4-F, S	3-7pm					
1	WKBO AM		WHP - AM		WHP -AM	
2	WHP - AM		WKBO-AM		WHP -FM	
3	WSFM-FM		WHP -FM		WK BO - AM	
_	WHP -FM		WSFM-FM		WSFM-FM	
	WOXA-FM		WOXA FM		WOXA FM	

A/M '78	A/M '79	A/M '80
1 WKBO-AM	WSFM-FM	WOXA-FM
2 WSFM-FM	WK EO - AM	WK BO - AM
3 WQXA-FM	WOXA-FM	WOVE-FM
M-F, 6-10am		
1 WKBO-AM	WK BO - AN	WOXA-FM
2 WSFM-FM	WQX A-FM	WK BO - AM
3 WQXA-FM	WSFM-FM	WQVE-FM
M-F, 3-7pm		
1 WSFM-FM	WOX A-FM	WOXA-FM
2 WKBO-AM	WSFM~FM	WK BO - AM
3 WOXA FM	WK BO - AM	WOVE-FM

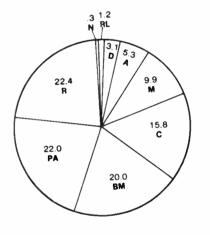
M-S, 6am-Midnight POP(00): 12 32		
A/M '78	A/M 179	A/M 180
1 WKBO-AM	WK BO - AM	WK BO - AM
2 WSFM-FM	WSFM-FM	WSFM-FM
3 WOXA-FM	WQXA-FH	WQXA~FM
4 WHP -AM	WHP - AM	WHP - AM
5 WRHY-FM	WRHY-FM	WRHY-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 1700	Δ/M '79	A/M '80
5 WRHY-FM	WQX A - FM	WRHY-FM
4 WFEC-AM	WRHY-FM	WRKZ-FM
3 WQXA-FM	WHP -AN	WOXA-FM
2 WSFM-FM	WKBO-AM	WSFM-FM
1 WKBO-AM	WSFM-FM	WK BO - AM
M-F, 3-7pm		
5 WCMR-AN	WQX A-FM	WRHY-FM
4 WRHY-FM	WIYL-AM	WSFM-FM
3 WHP -AM	WHP -AM	WQXA-FM
2 WSFM-FM	WSFM-FM	WHP -AM
1 WKBO-AM	WK RO-AM	WKBO-AM
M-F, 6-10am		

A/M '78	A/M '79	A/M '80
1 WHP -AM	WHP -AM	WHP -AM
2 WHP -FM	WHP -FM	WHP -FM
3 WKBO-AM	WK BO - AM	WKBO-AM
4 WSFM-FM	WSFM-FM	WHYL-AM
5 WFEC-AM	WOXA-FM	WRKZ-FM
, 6-10am		
1 WHP -AM	WHP -AM	WHP -AM
2 WKBO-AM	WKBO-AM	WHP -FM
3 WHP -FM	WHP -FM	WKBO-AM
4 WSFM-FM	WSFM-FM	WHYL-AM
5 WFEC-AM	WC MB -AM	WRKZ-FM
F, 3-7pm		
1 WHP -AM	WHP - AM	WHP -AM
2 WKBO-AM	WHP -FM	WHP -FM
3 WHP -FM	WK BO - AM	WK BO - AM
4 WSFM-FM	WSFM-FM	WHYL-AM
5 WFEC-AM	WHYL-FM	WRKZ-F

Format Penetration Chart

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



Format Legend

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

Hartford-**New Britain**

METRO RANK

43

A/M '80 Market Overview

Cast this headline in stone: WID WID SURVEY SURVEY." The Pop/Adult giant continued to dominate this market. Even with the implementation of ESF for the first time, WTIC's over all share was unaffected. The station had a 25 share of adults 25-54. and was second in adults 18-34.

Beautiful Music WRCH enjoyed a healthy book this time around. By registering its best female book ever, the station was able to score almost a 9 share 25-54, second only to WTIC. WRCH used the Patrick O'Neal TV commercial and otherwise successfully executed the Schulke approach.

WTIC-FM rebounded after a poor fall report to lead the 18-34 demos. The station added a new morning man, eliminated LP cuts from much of the music rotation, and added more features like news, weather, and traffic reports. On-air promotion centered around the "Grand Guessing Game," in which contestants guessed the numbers on \$1000 bills. A total of \$14,000 was given away.

The use of Expanded Sample Frame helped the diary return. There were more usable diaries returned from men 18-24 than in previous books; thus the estimates in this report are likely to be more stable.

Average Persons 12+ Share Trends Monday-Sunday, 8am-Midnight

	A/M '79		O/N '79		A/M '80	
1	WTIC-AM	28.4	WTI C-AM	24.8	WTI C-AM (PA)	24.
2	WRCH-FM	8 . 2	WRCH-FM	9.4	WRCH-FM(BM)]	11.
3	WKSS-FM	6.9	WKSS-FM	6.6	WTIC-FM(R)	7.
4	WTIC-FM	6.3	W DR C - A M	5.4	WKSS-FM(BM)	5.
5	WDRC-AM	5.0	WPOP-AM	4 - 1	W PO P - A M (N)	4.
6	WWYZ-FM	4 - 5	WTIC-FM	4.0	WHCN-FM(A)	4.
7	WPQP-AM	3.9	WRCQ-AM	4.0	WCCC-FM(A)	4.
8	WHCN-FM	3 - 9	WHCN-FM	3.9	WDRC-FM(R)	3.
9	WRCO-AM	3.6	WWYZ-FM	3.9	WRCQ-AM (PA)	3.
10	WDRC-FM	3.4	WCCC-FM	3.8	WIOF-FM (PA)	3.
11	WCCC-FM	3.2	WML B-AM	3.1	WDRC-AM(R)	3.
12	WA QY-FM	2 . 6	WKND-AM	2.8	WWYZ-FM(A)	3.
13	WKND-AM	2.5	WDRC-FM	2.4	WPLR-FM(A)	2.
14	WIOF-FM	2.0	WA OY - FM	2.4	WKND-AM (B)	2.
15	WINF-AM	1.4	WIOF-FM	2 . 3	WAQY-FM(A)	2.
16	WPLR-FM	1.4	WPLR-FM	1.9	WM L B - AM (AL)	ı.
17	WMAS-FM	1 • 3	WKCI-FM	1.4	WKCI-FM(R)	1.
18	WMLB-AM	1.2	WHYN-FM	1.4	WINF-AM (PA)	0.
19	WC CC - AM	0.7	WC CC - AM	0.9	WNTY-AM (PA)	0.
20	WC BS - AM	0.5	WR YM-AM	0.8	WHYN-AM(A)	0.
2 1	WHYN-FM	0.4	WMAS-FM	0.6	WRYM-AM (S)	0.
2 2	WKCI-FM	0.3	WHYN-AM	0.5	WC CC - AM (A)	0.
2 3			WNBC-AM	0.4		
2 4			WCBS-AM	0.3		

Average Persons Trends/Rankings

O/N '79

Total 12+ M-S, 6am-Midnight POP(00): 6916 A/M '79

M-F. 6-10am WTIC-FM

WHCN-FM

		A/M / S		OM 19		A/M 80	
	1	WTIC-AM	344	WTIC-AM	287	WTIC-AM	290
		WRCH-FM	99	WRCH-FM	109	WRCH-FM	1 38
	3	WKSS-FM	83	WKSS-FM	77	WTIC-FM	9 5
	4	WTIC-FM	76	WDR C-AM	6.2	WKSS-FM	61
	5	WDRC-AM	61	WPOP-AM	47	WPOP-AM	5 :
	M-F.	6-10am					
	1	WTIC-AM		WTI C-AM		WTIC-AM	
	2	WDRC-AM		WDRC-AM		WRCH-FM	
	3	WTIC-FM		WRCH-FM		WTIC-FM	
	4	WRCH-FM		WKSS-FM		W DR C - AM	
	5	WPOP-AM		WRCQ-AM		WPOP-AM	
	M-F,	3-7pm					
3	1	WTIC-AM		WTI C-AM		WTI C-AM	
Σ	2	WKSS-FM		WRCH-FM		WRCH-FM	
ž	3	WRCH-FM		WKSS-FM		WTI C-FM	
ž	4	WTIC-FM		W DR C - A M		WKSS-FM	
à	5	WDRC-AM		WRCQ-AM		WPOP-AM	
Ś	Teer	าร					
3	M-S,	8am-Midnight					
8	POP	(00): 872					
n Market Buy Market		A/M '79		O/N 179		A/M '80	
ä	1	WTIC-FM		WAQY-FM		WTI C-FM	
Ž		WHCN-FM		WHC N-FM		WHCN-FM	
Ē	3	WC CC - FM		WTI C-FM		WCCC-FM	

WTI C-AM

M-F, 3-7pm		
1 WT1C-FM	WTI C-FM	WTI C-FM
2 WHCN-FM	WA OY -FM	WC CC-FM
3 WCCC-FM	WHCN-FM	WAOY-FM
Adults 18-34 M-S, 6am-Midnight POP(00): 2386		
A/M '79	O/N '79	A/M '80
1 WTIC-AM	WTIC-AM	WTIC-FM
2 WWYZ-FM	WWYZ-FM	WTI C-AM
3 WTIC-FM	WDRC-AM	WIOF-FM
4 WRCO-AM	WHC N-FM	WHCN-FM
5 WDRC-FM	WCCC-FM	WRCQ-AM
M-F, 6-10am		
1 WTIC~AM	WTI C-AM	WTI C-AM
2 WDRC-AM	WDRC-AM	WTIC-FM
3 WWYZ-FM	WHCN-FM	WDRC-AM
4 WRCQ-AM	WWYZ-FM	WIOF-FM
5 WDRC-FM	WCCC-FM	WCCC-FM
M-F, 3-7pm		
l WTIC-AM	WWYZ-FM	WTIC-FM
2 WWYZ-FM	WTI C-AM	WHCN-FM
3 WTIC-FM	WR CQ -AM	WIOF-FM
4 WDRC-FM	WCCC-FM	WTI C-AM
5 WHCN-FM	WDRC-AM	WRCQ-AM
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 3266		
A/M '79	O/N '79	A/M *80
1 WTIC-AM	WTI C-AM	WTI C-AM
2 WRCH-FM	WKSS-FM	WRCH-FM
3 WKSS-FM	WR CH-FM	WKSS-FM
4 WDRC-AM	W DR C - A M	WTI C-FM
5 WTIC-FM	WRCO-AM	WWYZ-FM
M-F, 6-10am		
1 WTIC-AM	WTI C-AM	WTI C-AM
2 WDRC-AM	W DR C - AM	W DR C - A M
3 WTIC-FM	WRCH-FM	WTIC-FM
4 WPOP-AM	WKSS-FM	WRCH-FM
5 WWYZ-FM	WRCQ-AM	WKSS-FM
M-F, 3-7pm		
1 WTIC-AM	WTI C-AM	WTI C-AM
2 WKSS-FM	WKSS-FM	WKSS-FM
3 WRCH-FM	WRCQ-AM	WRCH-FM
4 WTIC-FM	W DR C - AM	WWYZ-FM
5 W DR C - AM	WRCH-FM	WRCQ-AM

Cume Persons Trends/Rankings

Total 12+ POP(00): 6916

	A/M *79		O/N '79		A/M '80	
1	WTIC-AM	3651	WTI C-AM	3395	WTIC-AM	3 24
2	WTIC-FM	1481	WTI C-FM	1358	WR CH-FM	1 32
3	W DR C - AM	1378	WDRC-AM	1325	WTIC-FM	125
4	WRCH-FM	1282	WRCH-FM	1294	WPOP-AM	114
5	WKSS-FM	1242	WKSS-FM	1211	WCCC-FM	109
M-F, 6	6-10am					
1	WTIC-AM		WTIC-AM		WTI C-AM	
2	W DR C - AM		WDRC-AM		WRCH-FM	
3	WTIC-FM		WRCH-FM		WTIC-FM	
4	WRCH-FM		WTIC-FM		WPOP-AM	
5	WHCN-FM		WKSS-FM		WCCC-FM	
M-F, 3	3-7pm					
1	WTIC-AM		WTI C-AM		WTIC-AM	
2	WTIC-FM		W DR C - AM		WRCH-FM	
3	WRCH-FM		WKSS-FM		WTIC-FM	
4	WDRC-AM		WTI C-FM		WPOP-AM	
	WKSS-FM		WRCH-FM		WCCC-FM	

1001	13	
MLS 6	iam-Mic	Inlahe
m-0, t	אומיייווםי	ungni
POP	(00):	872

A/M /9	O/N '79	08' M/A
1 WTIC-FM	WTIC-FM	WHCN-FM
2 WHCN-FM	WCCC-FM	WTIC-FM
3 WDRC-AM	WA QY-FM	WCCC-FM
M-F, 6-10am		
1 WTIC-FM	WTI C-AM	WHCN-FM
2 WHCN-FM	WA QY - FM	WC CC - FM
3 WTIC-AM	WCCC-FM	WTI C-FM
M-F, 3-7pm		
1 WTIC-FM	WTIC-FM	WTIC-FM
2 WHCN-FM	WA QY - FM	WCCC-FM
3 WCCC-FM	WHCN-FM	WHCN-FM
Adults 18-34 M-S, 6am-Midnight POP(00): 2386		
A/M 179	O/N '79	A/M '80
1 WTIC-AM	WTI C-AM	WCCC-FM
2 WDRC-AM	WDRC-AM	WTI C-AM
3 WTIC-FM	WTIC-FM	WIOF-FM
4 WWYZ-FM	WHCN-FM	WHC N-FM

1	WTIC-AM	WTI C-AM	WCCC-FM
2	WDRC-AM	WDRC-AM	WTI C-AM
3	WTIC-FM	WTIC-FM	WIOF-FM
4	WWYZ-FM	WHCN-FM	WHC N-FM
5	WRCO-AM	WC CC - FM	WTI C-FM
M-F, 6	3-10am		
1	WTIC-AM	WTI C-AM	WTIC-AM
2	WDRC-AM	W DR C - A M	WC CC - FM
3	WWYZ-FM	WTIC-FM	WIOF-FM
4	WTIC-FM	WHC N-FM	WTIC-FM
5	WRCQ-AM	WCCC-FM	WHCN-FM
M-F, 3	1-7pm		
1	WTIC-AM	WTIC-AM	WCCC-FM
2	WWYZ-FM	WCCC-FM	WHCN-FM
3	WDRC-AM	WDRC-AM	WIOF-FM
4	WTIC-FM	WWYZ-FM	WRCO-AM
5	WCCC-FM	WTIC-FM	WTI C-FM

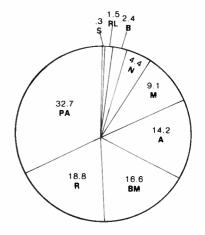
Adults 25-54

M-S, 6am-Midnight POP(00): 3266

	A/M '79	O/N '79	A/M '80
1	WTIC-AM	WTI C-AM	WTIC-AM
2	W DR C - AM	WKSS-FM	WR CH-FM
3	WTIC-FM	WDRC-AM	WPOP-AM
4	WRCH-FM	WR CH-FM	W DRC - AM
5	WKSS-FM	WRCQ-AM	WR CQ - AM
M-F,	6-10am		
1	WTIC-AM	WTI C-AM	WTIC-AM
2	WDRC-AM	WDRC-AM	WPOP-AM
3	WTIC-FM	WKSS-FM	WRCH-FM
4	WPOP-AM	WRCH-FM	WDR C-AM
5	WWYZ-FM	WRCQ-AM	WRCQ-AM
M-F,	3-7pm		
1	WTI C-AM	WTIC-AM	WTIC-AM
2	WDRC-AM	WKSS-FM	WRCH-FM
3	WKSS-FM	WRCQ-AM	WPOP-AM
4	WTI C-FM	WDR C-AM	WRCQ-AM
5	WRCH-FM	WRCH-FM	WKSS-FM

Format Penetration Chart

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



Format Legend

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

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Honolulu



A/M '80 Market Overview

ESF hit Honolulu this survey, and its effects are evident in the outcome of the ratings sweep. Perennail leader KSSK (formerly KGMB) remained on top of the key sales demos, but KPIG surged to a solid 18-34 position, and may have gotten a boost from **ESF**

Arbitron estimates that approximately 36% of Honolulu's metro homes are eligible for the ESF procedure, but came up with 46 % of the in-tab coming back from homes not listed in the local directories. This figure will probably be adjusted downward in the next sweep or two, but in the meantime it could have given a boost to a youthful appeal station like KPIG. Last spring, for example KPIG had less than a 2 share 18-34, but this spring the station was tied for second (with KIKI) at just under 13. It will be worth watching future survey results to see if the ESF intab and KPIG's numbers are both diminished. The big KPIG surge among men 18-24 could be subject to reverses if ESF's impact wanes

Contemporary music leader KIKI, like KPIG, did little external advertising. The station gave away about \$5000 in a trivia call-in contest, but otherwise made no special effort for this book.

KSSK (KS95) used an extensive ad campaign, totally utilizing TV commercials to highlight the call letter change, which took place in early spring before the survey began. The station ended up with a 24 share among adults 25-54, and leads the 18-34's with a 15 share.

Average Persons 12+ Share Trends Nonday-Sunday, 8am-Midnight

90 P ((00): 6016			
	A/M 179	O/N '79		A/M '80
1	KGMB-AM	10.7 KGMB-AM	16.3	KSSK-AMPA)18.
2	KORL-AM	9.6 KIKI-AM	12.2	KIKI-AM (R) 9.8
3	KPO I - AM	8.8 KUMU-FM	7.5	KUMU-FM (BM) 8.
4	KKUA-AM	7.0 KKUA-AM	7.4	KORL-AMM 7.4
5	KUMU-PM	6.6 KHVH-AM	6.8	KPIG-FM(M) 6.4
6	KULA-FM	5.8, KORL-AM	5.7	KKUA-AM(M) 6.3
7	KGU -AM	5.4 KIOE-AM	5.1	KHVH-AM(NO) 5.3
8	KHVH-AM	5.4 KPOI-AM	5.0	KCCN-AM(M) 5.2
9	KQMQ-FM	4.8 KGU -AM	4.7	KPOI-AM(0) 4.8
10	KCCN-AM	4.7 KUMU-AM	4.6	KIOE-AMM 3.9
11	KUMU-AM	4.5 KCCN-AM	4.3	KDUK-FM(A) 3.3
12	KIKI-AM	4.4 KQMQ-FM	3.1	KQMQ-FM(A) 3.1
13	KI OE-AM	4.0 KPIG-FM	2.6	KUMU-AM(MM) 3.1
14	KOHO-AM	3.1 KULA-FM	2.5	KJYE-FM(MM) 2.9
15	KISA-AM	2.9 KDUK-FM	2.2	KGU - AM (PA) 2.7
16	KDUK-FM	2.1 KAIM-FM	1.9	KULA-FM(M) 2.1
17	KZOO-AM	2.0 KOHO-AM	1.5	KOHO-AM (M) 1.8
18	KKAI-FM	1.9 KKAI-FM	1.1	KAIM-AM(ML) 1.0
19	KPIG-FM	1.3 KAIM-AM	1.0	KDEO-AM(PA) 0.7
20	KAIM-AM	0 - 8 KZ00 - AM	0.8	KZ00-AM(M) 0.7
21	KAIM-FM	0.8 KISA-AM	0.7	
22	K44.0-4.0	KAHU-AM	0.4	

Average Persons Trends/Rankings

otal 12+ I-S, 6am-Midi	night
OP(00):	-
A/M 1	79

AM 179

KKUA-AN

1	KGMB-AM	97	KGMB-AM	161	KSSK-AM	196
2	KORL-AM	87	KIKI-AM	121	KIKI-AM	103
3	KPOI-AM	80	KUMU-FM	74	KUMU-FM	8.5
4	KKU A-AM	64	KKU A-AM	73	KORL-AM	7.8
5	KUMU-FM	60	KHVH-AM	67	KPIG-FM	67
W-F, 6	-10em					
1	KGMB-AM		KGMB-AM		KSSK-AM	
2	KORL-AM		KIKI-AM		KIKI-AM	
3	KPOI-AM		KHVH-AM		K HV H-AM	
4	KHVH-AM		KIOE-AM		KORL-AM	
5	KKUA-AM		KK U A-AM		KUMU-FM	
W-F, 3	l-7pm					
1	KORL-AM		KIKI-AM		KSSK-AM	
2	KKUA-AM		KGMB-AM		KIKI-AM	
3	KPOI-AM		KUMU-FM		KORL-AM	
4	KGU -AM		KKU A-AM		KP I G-FM	
5	KGMB-AM		KORL-AM		KUMU-FM	
Teen	ıs					
	lam-Midnight					
20 P ((00): 747					

O/N '79

KORL-AN

KKUA-AN

A/M '80

KIKI-AM

KK U A-AM

M-F, 6-10am		
1 KORL-AM	KIKI-AM	KORL-AM
2 KGMB-AM	KORL-AM	KIKI-AM
3 KIKI-AM	KGMB-AM	KSSK-AM
M-F, 3-7pm		
1 KORL-AM	KIKI-AM	KIKI-AM
2 KIKI-AM	KORL-AM	K OR L – AM
3 KKUA-AM	KGMB-AM	KSSK-AM
Adults 18-34 M-S, 6am-Midnight		
POP(00): 2593		
A/M 179	O/N '79	A/M 'B0
1 KPOI-AM	KIKI-AM	KSSK-AM
2 KORL-AM	KKU A-AM	KIKI-AM
3 KKUA-AM	KGMB-AM	KPIG-FM
4 KULA-FM	KPOI-AM	KKU A-AM
5 KQMQ-FM	KUMU-FM	KOR L-AM
M-F, 6-10am		
1 KPOI-AM	KGMB-AM	KIKI-AM
2 KORL-AM	RIKI-AM	KSSK-AM
3 KGMB-AM	KK U A-AM	KKU A-AM
4 KKUA-AM	KPOI-AM	KOR L-AM
5 KGU -AM	KGU -AM	KPIG-FM
M-F, 3-7pm		
1 KPOI-AM	KIKI-AM	KSSK-AM
2 KKUA-AM	KK U A-AM	KP I G - FM
3 KORL-AM	KPOI-AM	KIKI-AM
4 KULA-FM	KGMB-AM	KOR L-AM
5 KQMQ-FM	KUMU-FM	KKU A-AM
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 2950		
A/M '79	O/N '79	A/M '80
1 KPOI-AM	KGMB-AM	KSSK-AM
2 KGMB-AM	KUMU-FM	KUM U-F M
3 KUMU-FM	KHVH-AM	KPOI-AM
4 KGU -AM	KPOI-AM	KCCN-AM
5 KHVH-AM	KGU -AM	KIKI-AM
M-F, 6-10am		
1 KGMB-AM	KGMB-AM	KSSK-AM
2 KPOI-AM	KGU -AM	KUMU-FM
3 KHVH-AM	KPOI-AM	KHVH-AM
4 KGU -AM	KIOE-AM	KIKI-AM
5 KUMU-FM	KHVH-AM	KPOI-AM
M-F, 3-7pm		MCCK AN
1 KPOI-AM	KGMB-AM	KSSK-AM
2 KGU -AM	KUMU-FM	KPOI-AM
3 KUMU-FM	KHVH-AM	KUMU-FM
4 KUMU-AM	KPOI-AM	KKU A-AM
5 KHVH-AM	KCCN-AM	KCCN-AM

Cume Persons Trends/Rankings

O/N 179

KGMB-AM

KKUA-AM KIKI-AM

KORL-AM

2582

1642

1529

KSSK-AM

KIKI-AM KKUA-AM

KORL-AM

1797

1642 1550

1120

Total 12-

POP(00): 6016 A/M 179 KGMB-AM

KORL-AM KKUA-AM

KHVH-AM

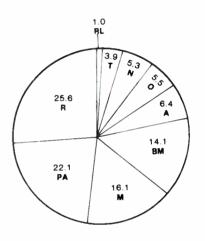
5	KULA-FM	1027	K HV H-AM	1216	KHVH-AM	90
W-F, 6	-10am					
	KGMB-AM		KGMB-AM		KSSK-AM	
	KORL-AM		KIKI-AM		KIKI-AM	
3	KHVH-AM		KK U A – A M		KORL-AM	
4	KKUA-AM		KOR L-AM		KKU A-AM	
5	KPOI-AM		KHVH-AM		KHVH-AM	
A-F. 3	1-7pm		_			
	KORL-AM		KGMB-AM		KSSK-AM	
	KKU A-AM		KIKI-AM		KOR L-AM	
	KULA-FM		KKUA-AM		KIKI-AM	
	KGMB-AM		KORL-AM		KKU A-AM	
	KCCN-AM		KHVH-AM		KP IG-FM	
Teen	18					
	sam-Midnight					
0 P ((00): 747					
	A/M '79		O/N '79		A/M '80	
1	KORL-AM		KOR L-AM		KIKI-AM	
2	KKUA-AM		KIKI-AM		KORL-AM	
3	KGMB-AM		KK U A-AM		KKU A-AM	
4-F, 6	3-10am					
1	KORL-AM		KIKI-AM		KORL-AM	
2	KGMB-AM		KORL-AM		KIKI-AM	
3	KIKI-AM		KGMB-AM		KKU A-AM	
4-F, 3	-7pm		_			
1	KORL-AM		KIKI-AM		KIKI-AM	
2	KKUA-AM		KORL-AM		KORL-AM	
3	KULA-FM		KGMB-AM		KSSK-AM	
Adul	ts 18-34					
M-S, 6	sam-Midnight					
OPO	(00): 259	3				
	A/M 179		O/N '79		A/M '80	
	KKUA-AM		KK U A – AM		KSSK-AM	
	KORL-AM		KGMB-AM		KIKI-AM	
3	KPOI-AM		KIKI-AM		KK U A-AM	
4	KULA-FM		KORL-AM		KOR L-AM	
5	KGU -AM		KUL A-FM		KP IG-FM	
A-F, 6	⊢10am					
1	KORL-AM		KGMB-AM		KIKI-AM	
2	KPOI-AM		KKU A-AM		KIK U A-AM	
3	KKUA-AM		KIKI-AM		KSSK-AM	
4	KGU -AM		KPOI-AM		KOR L-AM	
5	KGMB-AM		KORL-AM		KPIG-FM	
A-F, 3	-7pm					
1	KORL-AM		KKUA-AM		KSSK-AM	
	KKUA-AM		KIKI-AM		KORL-AM	
- 1	M DO T - AM		KCMB-AM			

Adults 25-54

POP(00): 2950		
	A/M '79	O/N '79	A/M 'B0
1	KGMB-AM	KGMB-AM	KSSK-AM
2	KPO I - AM	KHVH-AM	KPOI-AM
3	KHVH-AM	KUMU-FM	KUMU-FM
4	KUMU-FM	KORL-AM	KIKI-AM
5	KGU -AM	KGU -AM	KK U A-AM
M-F, 6-	10am		
1	KGMB-AM	KGMB-AM	KSSK-AM
2	KPOI-AM	KHVH-AM	KPOI – AM
3	KHVH-AM	KGU -AM	KKU A-AM
4	KGU -AM	KK U A – AM	KHVH-AM
5	KUMU-FM	KUMU-FM	KIKI-AM
M-F, 3-	7pm		
1	KGU -AM	KGMB-AM	KSSK-AM
2	K PO I - AM	KHVH-AM	KPOI-AM
3	KHVH-AM	KPOI-AM	KKU A-AM
4	KUMU-FM	KUMU-FM	KCCN-AM
5	KGMB-AM	KCCN-AM	KIKI-AM

Format Penetration Chart

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



Format Legend

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

KORI.-AM

KK U A - AM

KPOI-AM KULA-FM

Houston-Galveston

9

A/M '80 Market Overview

The battle between KRLY and KMJQ was won by KRLY in the Spring book, not only for total audience but 18-34's as well. In persons 25-54, KIKK-FM's Country sound remained the favorite.

For the first time since it began airing a modified Contemporary Hit format, KRLY surpassed KMJQ and became the 18-34 leader. In fact, KMJQ's share in this demo was cut in half between the Winter book and the Spring survey. KRLY had a 12 share 18-34, while KMJQ was under 7. Actually, KIKK-FM is number two in the young adult demo. KRLY did nothing out of the ordinary for this survey; advertising in newspapers and on busboards, and giving away a pound of gold on-air.

Other contemporary stations had good books this sweep. KRBE and KAUM (now KSRR) each ended up with about a 6 share 18-34, substantial increases for both. Both stations saw increases in both genders, as opposed to any specific cell concentration. KRBE spent all of its ad dollars on billboards, while KSRR put most of its money into TV. On-air, KSRR had a free-money contest, giving away prizes of \$1000 up to \$10,000 for people who called in when they heard a specific song. The station also changed GM's at the time of the survey, and the new management decided to go commercial-free at night during the latter part of the sweep. KRBE featured a "License To Win" contet, tied in with McDonald's, in which the grand prize was \$10,400. Musically, the stations were in transition — KSRR going harder to attract more males, KRBE looking for a broader appeal, playing the full spectrum of contemporary hits.

KIKK-FM has more than 10% of the 25-54 audience, compared to over 8% for runner-up Beautiful Music KYND. KIKK-FM advertised for this survey using all its dollars for billboards.

KYND's advertising consisted of TV and billboards, and the station sponsored local artists and gave away tickets to Broadway shows. There was a personnel shift, with the morning personality going to afternoons, and vice versa. KYND features the Schulke format.

Average Persons 12+ Share Trends

Monday-Sunday, 6em-M POP(00): 23395

PUP(U	0); 2337.	,					
	AM '79		O/N '79		J/F '80		AM '80
1	KMJQ-FM	11.8	KMJQ-FM	8.0	KRLY-FM	9.1	KRLY-FM (M) 9.8
2	KYND-FH	8.4	KYND-FM	7.2	KMJQ-FM	8.0	KIKK-FM (C) 8.6
3	KPRC-AM	7.4	KIKK-FM	6.6	KIKK-FM	7.8	KPRC-AM (N) 7.0
4	KTRH-AM	7.0	KRLY-FM	6.4	KTRH-AM	6.1	KYND-FM (MM) 6.7
5	KRBE-FM	6.6	KTRH-AM	5.9	KYND-FM	5.3	KRBE-FM (R) 5.3
6	KIKK-FM	5.3	KPRC-AM	5.7	KPRC-AM	5.3	КМЈQ-FМ (🖲) 5.1
7	KILT-AM	4.6	KLOL-FM	5.4	KLOL-FM	4.6	KLOL-FM(A) 4.9
8	KQUE-FM	4.4	KRBE-FM	4.5	KODA-FM	4.2	KAUM-FM (R) 4.7
9	KAUH-FH	4.0	KENR-AM	4.4	KENR-AM	4.0	KILT-FM(A) 4.6
10	KEYH-AM	4.0	KQUE-FM	4.2	KRBE-FM	3.9	KTRH-AM (№) 4.3
11	KILT-FM	3.9	KODA-FM	3.9	KILT-FM	3.8	KODA-FM (MM) 4.2
1 2	KRLY-FM	3.7	KILT-AM	3.8	KILT-AM	3.7	KILT-AM (R) 4.1
13	KENR-AM	3.6	KAUM-FM	3.7	KL AT-AM	3.4	KENR-AM (C) 3.3
14	KLOL-FM	3.5	KFMK-FM	3.0	KQUE-FM	3.2	KLAT-AM (8) 3.1
15	KODA-FM	2.9	KILT-FM	3.0	KUL F-AM	3.1	KULF-AH (R) 2.9
16	KULF-AM	2.8	KLAT-AM	2.7	KAUM-FM	3.0	KOUE-FH (PA) 2.8
17	KYOK-AM	1.5	KUL F-AM	2.5	KETH-AM	2.6	KFMK-FM (R) 1.9
18	KNU Z - AM	1.5	KEYH-AM	2.3	KFMK-FM	2 - 2	KLEF-FM (CL) 1.9
19	K CO H - AM	1.4	KLEF-FM	1.6	KX YZ – AM	1.8	KIKK-AM(C) 1.8
20	KLVL-AM	1.3	KNUZ-AM	1.4	KNUZ-AM	1.7	KNUZ-AM(C) 1.5
2 1	KIKK-AM	1.1	KIKK-AM	1.3	KLEF-FM	1.5	KEYH-AM (8) 1.2
22	KFMK-FM	1.0	KYOK-AM	1.3	KCOH-AM	1.4	KXYZ-AM (ML) 0.9
23	KLEF-FM	0.9	KHCB-FM	1 . 1	KIKK-AM	1.3	KYOK-AM (III) 0.8
24	KHCB-FM	0.9	KX YZ-AM	1.1	KLVL-AM	1.0	KCOH-AM (III) 0.8
2.5	KODA-AM	0.8	K COH-AM	1.0	KHCB-FM	1.0	KLVL-AM(S) 0.7
26	KXYZ-AM	0.6	KLVL-AM	0.8	KYOK-AM	0.8	KHCB-FM (ML) 0.6
27			KFRD-AM	0.6	K FR D-AM	0.6	KFRD-AM(M) 0.5
28			WTAW-FM	0.5	KI KR-AM	0.5	
29			KMCV-FM	0.5	KL V I – AM	0.4	

Average Persons Trends/Rankings

O/N '79

Total 12+ POP(00): 23395

A/M 179

	1	KMJO-FM	437	KMJQ-FM	302	KRLY-FM	360	KRLY-FM	375
	2	KYND-FM	313	KYND-FM	273	KMJQ-FM	316	KIKK-FM	330
	3	KPRC-AM	273	KIKK-FM	252	KIKK-FM	308	KPRC-AM	269
	4	KTRH-AM	258	KRLY-FM	244	KTRH-AM	239	KYND-FM	256
₹.	5	KRBE-FM	244	KTRH-AM	224	KYND-FM	211	KRBE-FM	203
		KIEK-FM	195	KPRC-AM	216	KPRC-AM	209	KMJO-FM	197
6	7		169	KLOL-FM	204	KLOL-FM	180	KLOL-FM	188
*	8	KQUE-FM	162	KRBE-FM	171	K OD A-FM	167	KAUM-FM	181
Market	9	KAUM-FH	150	KENR-AM	168	KENR-AM	158	KILT-FM	177
<		KETH-AM	150	KQUE-FM	161	KRBE-FM	153	KTRH-AM	165
Buy	M-F, 6-10	Dem							
	1	KTRH-AM		KTRH-AM		KTRH-AM		KIKK-FM	
Market	2	KPRC-AM		KP RC -AM		KIKK-FM		KRLY-FM	
\$	3	KMJQ-FM		KIKK-FM		KPRC-AM		KP RC - AM	
20	4	KILT-AM		KYND-FM		KRLY-FM		KYND-FM	
-	5	KYND-FM		KMJQ-FM		KMJ0-FM		KTRH-AM	
5	6	KRBE-FM		KILT-AM		KENR-AM		KILT-FM	
from	7	KIKK-FM		KENR-AM		KILT-AM		KILT-AM	
a	8	KILT-FM		KQUE-FM		KYND-FM		KUL F-AM	
Data	9	KOUE-FM		KILT-FM		KUL F-AM		KMJQ-FM	
Q	10	KENR-AM		KRBE-FM		KRBE-FM		KRBE-FM	

M-F, 3-7pm			
1 KMJQ-FM	KMJQ-FM	KRLY-FM KIKK-FM	KRLY-FM
2 KYND-FM 3 KRBE-FM	KIKK-FM KRLY-FM	KM JO-FM	KIKK-FM KYND-FM
4 KTRH-AM	KYND-FM	KP RC - AM	KRBE-FM
5 KIKK-FM	KPRC-AM	KYND-FM	KAUM-FM
6 KPRC-AM	KLOL-FM	KTRH-AM	KPRC-AM
7 KLOL-FM	KRBE-FM	K LOL - FM	KMJQ-FM
8 KILT-AM 9 KAUM-FM	KTRH-AM KAUM-FM	KENR-AM KRBE-FM	KILT-AM KLOL-FM
10 KENR-AM	KENR-AM	KODA-FM	KODA~FM
Teens			
M-S, 6am-Midnight			
POP(00): 3127			
AM '79	O/N '79	J/F '80	A/M '80
1 KMJQ-FM	KRLY-FM	KRLY-FM	KRLY-FM
2 KRBE-FM	KRBE-FM	KRBE-FM	KRBE-FM
3 KAUM-FM	KMJQ-FM	KAUM-FM	KLOL-FM
M-F, 6-10am			
1 KRBE-FM	KRBE-FM	KRLY-FM	KRLY-FM
2 KMJQ-FM	KILT-AM	KRBE-FM	KRBE-FM
3 KAUM-FM	KAUM-FM	KAUM-FM	KIKK-FM
M-F, 3-7pm			
1 KMJQ-FM	KRLY-FM	KRLY-FM	KRLY-FM
2 KRBE-FM	KMJQ-FM	KRBE-FM KAUM-FM	KRBE-FM KAUM-FM
3 KAUH-FH	KRBE-FM	KAUN TH	KROII III
Adults 18-34			
M-S, 6am-Midnight			
POP(00): 9362	an in	450.00	484100
AM '79	O/N '79	J/F '80	A/M '80
1 KMJQ-FM	KMJO-FM KLOL-FM	KMJQ-FM	KRLY-FM KTKK-FM
2 KRBE-FM 3 KILT-FM	KLOL-FM KIKK-FM	KRLY-FM KLOL-FM	KIKK-FM KILT-FM
4 KYND-FM	KRLY-FM	KIKK-FM	KLOL-FM
5 KLOL-FM	KRBE-FM	KILT-FM	KMJQ-FM
6 KRLY-FM	KILT-FM	KLAT-AM	KRBE-FM Kaum-FM
7 KEYH-AM 8 KIKK-FM	KILT-AM KAUM-FM	KILT-AM KRBE-FM	KAUM-FM KILT-AM
9 KILT-AM	KFMK-FM	KUL F-AM	KYND-FM
10 KAUM-FM	KLAT-AM	KEYH-AM	KLAT-AM
M-F, 6-10am			
1 KMJQ-FM	KIKK-FM	KMJQ-FM	KIKK-FM
2 KILT-FM	KMJQ-FM	KRLY-FM	KRLY-FM
3 KILT-AM	KILT-FM	KIKK-FM KILT-FM	KILT-FM KILT-AM
4 KRBE-FM 5 KIKK-FM	KLOL-FM KILT-AM	KLOL-FM	KMJQ-FM
6 KYND-FM	KRLY-FM	KUL F-AM	KUL F-AM
7 KLOL-FM	KAUM-FM	KILT-AM	KRBE-FM
8 KRLY-FM	KRBE-FM	KRBE-FM	KLOL-FM
9 KEYE-AM	KPMK-PM	KLAT-AM	KAUM-FM KYND-FM
10 KAUM-FM	KLAT-AM	KAUM-FM	KIND-IN
M-F, 3-7pm	KIKK-FM	KMJQ-FM	ADIA EM
1 KMJQ-FM 2 KRBE-FM	KMJQ-FM	KRLY-FM	KRLY-FM KIKK-FM
3 KLOL-FM	KLOL-FM	KIKK-FM	KAUM-FM
4 KILT-FM	KRLY-FM	KLOL-FM	KMJQ-FM
5 KYND-FM	KAUN-FM	KILT-FM	KILT-FM
6 KAUM-FM 7 Keyr-am	KRBE-PM K PWK- PM	KILT-AM KULF-AM	KRBE-FM Klol-FM
8 KIKK-FM	KILT-AM	KRBE-FM	KILT-AM
9 KILT-AM	KILT-FM	KAUM-FM	KUL F-AM
10 KRLY-FM	KUL F-AM	KFMK-FM	KLAT-AM
Adults 25-54			
M-S, 6em-Midnight			
POP(00): 12033			
AM 179	O/N 179	J/F '80	A/M 180
1 KYND-FM	KIKK-FM	KIKK-FM	KIKK-FM
2 KMJQ-FM	KMJQ-FM	KMJQ-FM	KYND-FM
3 KIKK-FM	KYND-FM KTRH-AM	KYND-FM KRLY-FM	KPRC-AM
4 KQUE-FM 5 KTRH-AM	KTRH-AM KQUE-FM	KRLY-FM KENR-AM	KRLY-FM KMJQ-FM
6 KENR-AM	KP RC - AM	KODA-FM	KODA-FM
7 KPRC-AM	KODA-FM	KILT-AM	KILT-AM
8 KEYH-AM 9 KODA-FM	KENR-AM	KPRC-AM	KAUH-FM
9 KODA-FM 10 KILT-AM	KILT-AM KLOL-FM	KULF-AM KQUE-FM	KQUE-FM KILT-FM
	KEOD III	405 111	P.PI-LM
M-F, 6-10am 1 KTRH-λM	KIKK-FM	KIKK-FM	KIKK-FM
2 KYND-FM	KTRH-AM	KMJQ-FM	KYND-FM
3 KILT-AM	KP RC - AM	KTRH-AM	KP RC - AM
4 KMJQ-FM	KYND-FM	KENR-AM	KRLY-FM
5 KIKK-FM	KMJQ-FM	KP RC - AM	KUL F-AM
6 KILT-FM 7 KQUE-FM	KILT-AM KQUE-FM	KILT-AM KULF-AM	KILT-AM KILT-FM
8 KENR-AM	KENR-AM	KYND-FM	KTRH-AM
9 KPRC-AM	KOD A-FM	KRLY-FM	KMJQ-FM
10 KRBE-FM	KILT-FM	KILT-FM	K EN R - AM
M-F, 3-7pm			
1 KMJQ-FM	KIKK-FM	KIKK-FM	KIKK-FM
2 KYND-FM 3 KIKK-FM	KMJQ-FM KYND-FM	KMJQ-FM KYND-FM	KYND-FM
4 KENR-AM	KY ND - FM KP RC - AM	KRLY-FM	KRLY-FM KPRC-AM
5 KTRH-AM	KODA-FM	KENR-AM	KMJQ-FM
6 KQUE-FM	KQUE-FM	KP R C - AM	KODA-FM
7 KODA-FM	KTRH-AM	KQU E-FM	KAUM-FM
8 KILT-AM	KLOL-FM	KILT-AM KODA-FM	KUL F-AM KENR-AM
3 KEAH-TM	K 11 T _ 4 M		
9 KEYH-AM 10 KRBE-FM	KILT-AM KENR-AM	KUL F-AM	
	KENR-AH	KUL F-AM	KILT-AM
		KUL F-AM	KILT-AM

Total 12+

POP(00): 23395

	AM 179		O/N '79		J/F '80		AM '80	
1	KRBE-FM	4470	KILT-AM	3775	KRLY-FM	4106	KP RC - AM	3999
2	KILT-AM	3812	KIKK-FM	3735	KIKK-FM	3850	KIKK-FM	3920
3	KMJQ-FM	3571	KTRH-AM	3621	KILT-AM	3399	KRLY-FM	3901
4	KYND-FM	3508	KMJQ-FM	3471	KMJQ-FM	3222	KAUM-FM	3728
5	KPRC-AM	3353	KYND-FM	3409	KRBE-FM	3188	KY ND - FM	3616
6	KTRH-AM	3268	KRLY-FM	3 3 4 8	KPRC-AM	3173	KRBE-FM	3511
7	KIKK-FM	2787	KPRC-AM	3330	KYND-FM	3138	KILT-AM	3024
8	KAUM-FM	26 9 7	KRBE-FM	3255	KTRH-AM	3075	KODA-FM	2782
9	KILT-FM	2527	KAUM-FM	2992	KILT-FM	2600	KTRH-AM	2756
10	KULF-AM	2376	KENR-AM	2655	KAUM-FM	2499	KILT-FM	2736

Houston-Galveston
Continued

M-F, 6-10	Dam			
1	KTRH-AM	KIKK-FM	KRLY-FM	KIKK-FM
2	KILT-AM	KTRH-AM	K TR H – AM	KRLY-FM
3	KRBE-FM	KPRC-AM	KPRC-AM	KPRC-AM
	KMJO-FM	KILT-AM	K IKK-F M	KRBE-FM
5	K PRC-AM	KMJQ-FM	KILT-AM	KYND-FM
	KYND-FM	KYND-FM	KMJQ-FM	KILT-AM
7	KILT-FM	KRBE-FM	KRBE-FM	KAUM-FM
8	KIKK-FM	KAUM-FM	KY ND - FM	KTRH-AM
9	KAUM-FM	KILT-FM	KULF-AM	KILT-FM
10	KENR-AM	KODA-FM	KENR-AM	KUL F-AM
M-F, 3-7	pm			
1	KRBE-FM	KMJQ-FM	KRLY-FM	KRLY-FM
2	KMJQ-FM	KIKK-FM	KIKK-FM	KIKK-FM
3	KYND-FM	KRBE-FM	KMJQ-FM	KAUM-FM
4	KILT-AM	KP R C - AM	KRBE-FM	KRBE-FM
5	KAUM-FM	KYND-FM	KPRC-AM	KPRC-AM
6	KIKK-FM	KRLY-FM	KILT-AM	KY ND-FM
7	KPRC-AM	KAUM-FM	KYND-FM	KLOL-FM
8	KTRH-AM	KILT-AM	K LOL - FM	KILT-AM
9	KULF-AM	K LO L - FM	KAUM-FM	KOD A-FM
10	KILT-FM	KTRH-AM	KILT-FM	KMJQ-FM
Teens				

100112						
M-S, 6am-Midnight						
M-2, oan-miunigin						
POP(00): 31	27					

A/M '79	O/N '79	J/F '80	A/M '80
1 KRBE-FM	KRBE-FM	KRLY-FM	K RB E - FM
2 KAUM-FM	KRLY-FM	KRBE-FM	KAUM-FM
3 KILT-AM	KAUM-FM	KAUM-FM	KRLY-FM
M-F, 6-10am			
1 KRBE-FM	KRBE-FM	KRLY-FM	KRLY-FM
2 KMJO-FM	KILT-AM	KRBE-FM	KRBE-FM
3 KAUM-FM	KAUM-FM	KAUM-FM	KAUM-FM
M-F, 3-7pm			
1 KRBE-FM	KRBE-FM	K R L Y - F M	KRBE-FM
2 KAUM-FM	KAUM-FM	KRBE-FM	KRLY-FM
3 KMJQ-FM	KRLY-FM	KAUM-FM	KAUM-FM

Adults 18-34 M-S, 6am-Midnight

M-F, 3-7pm

3-7pm

1 KMJQ-FM

2 KRBE-FM

3 KILT-FM

4 KLOL-FM

5 KAUM-FM

6 KILT-AM

7 KIKK-FM

8 KULF-AM

9 KRLY-FM

10 KYND-FM

M-S, sam-widnight			
POP(00): 9362			
A/M 179	O/N '79	J/F '80	A/M '80
1 KRBE-FM	KMJQ-FM	KRLY-FM	KRLY-FM
2 KILT-AM	KILT-AM	KMJQ-FM	KAUM-FM
3 KMJQ-FM	KR L Y - FM	KIKK-FM	KIKK-FM
4 KILT-FM	KIKK-FM	KILT-AM	KILT-FM
5 KLOL-FM	KLOL-FM	KILT-FM	KLOL-FM
6 KIKK-FM	KAUM-FM	KLOL-FM	KRBE-FM
7 KAUM-FM	KILT-FM	KRBE-FM	KILT-AM
8 KRLY-FM	KRBE-FM	KUL F-AM	KMJQ-FM
9 KULF-AM	KFMK-FM	KAUM-FM	KUL F-AM
10 KYND-FM	KUL F-AM	KFMK-FM	KFMK-FM
M-F, 6-10am			
l KILT-AM	KIKK-FM	KRLY-FM	KIKK-FM
2 KILT-FM	KMJQ-FM	KMJQ-FM	KILT-FM
3 KMJQ-FM	KILT-AM	KIKK-FM	KRLY-FM
4 KRBE-FM	K IL T-FM	KILT-AM	KILT-AM
5 KLOL-FM	KLOL-FM	KILT-FM	KRBE-FM
6 KIKK-FM	KAUM-FM	K LOL - FM	KLOL-PM
7 KAUM-FM	KRBE-FM	KULF-AM	KAUM-FM
8 KULF-AM	KR LY-FM	KRBE-FM	KM J Q – F M
9 KRLY-FM	KUL F-AM	KAUM-FM	KUL F-AM
10 KYND-FM	KFMK-FM	KFMK-FM	KFMK-FM

KRLY-FM KMJQ-FM KLOL-FM KILT-FM KIKK-FM KILT-AM KRBE-FM KULF-AM KAUM-FM KENR-AM

KRLY-FM KAUM-FM KIKK-FM KRBE-FM

KKBE-FM KLOL-FM KILT-FM KILT-AM KMJQ-FM KULF-AM KPMK-FM

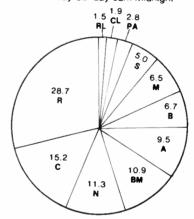
KMJQ-FM KIKK-FM KLOL-PM KAUM-FM KRBE-FM KILT-AM KILT-FM KRLY-FM KPMK-FM KULF-AM

Adults 25-54

M-S, 6an	n-Midnight			
POP(0	0): 12033			
	A/M '79	O/N '79	J/F '80	A/M '80
1	KYND-FM	KIKK-FM	KIKK-FM	KIKK-FM
2	KMJQ-FM	KYND-FM	KYND-FM	KPRC-AM
	KILT-AM	KTRH-AM	K ILT - AM	KYND-FM
4	KIKK-FM	KPRC-AM	KMJQ-FM	K OD A-FM
5	KTRH-AM	K IL T - AM	KPRC-AM	KRLY-FM
6	KRBE-FM	KMJQ-FM	KRLY-FM	KILT-AM
7	KPRC-AM	KENR-AM	KENR-AM	KAUM-FM
8	KENR-AM	KODA-FM	KUL F-AM	K TR H - AM
9	KILT-FM	KAUM-FM	KTRH-AM	KUL F-AM
10	KODA-FM	KRBE-FM	K OD A – F M	KM JQ-FM
M-F, 6-10	Dam			
1	KTRH-AM	KIKK-FM	KIKK-FM	KIKK-FM
2	KYND-FM	KPRC-AM	KPRC-AM	KPRC-AM
3	KILT-AM	KTRH-AM	KILT-AM	KYND-FM
4	KMJQ-FM	KMJQ-FM	K TR H ~ AM	KILT-AM
5	KIKK-FM	KILT-AM	KYND-FM	KUL F-AM
6	KRBE-FM	KYND-FM	KMJQ-FM	KTRH-AM
7	KENR-AM	KODA-FM	KULF-AM	KRBE-FM
8	KPRC-AM	KENR-AM	KENR-AM	KRLY-FM
9	KILT-FM	K L'L F – AM	KRLY-FM	KMJO-FM
10	KQUE-FM	KILT-FM	KODA-FM	KODA-FM
M-F, 3-7	om			
1	KMJQ-FM	KIKK-FM	KIKK-FM	KIKK-FM
2	KYND-FM	KMJQ-FM	KMJQ-FM	KPRC-AM
3	KIKK-FM	KPRC-AM	KY ND - FM	KYND-FM
4	KRBE-FM	KYND-FM	KENR-AM	KRLY-FM
5	KTRH-AM	K TRH-AM	KPRC-AM	KODA-FM
6	KILT-AM	KILT-AM	KILT-AM	KAUM-FM
7	KENR-AM	KODA-FM	KRLY-FM	KUL F-AM
8	KPRC-AM	KENR-AM	KUL F-AM	KILT-AM
9	KULF-AM	KUL F-AM	KOD A-FM	KTRH-AM
10	KODA-FM	KAUM-FM	KRBE-FM	KRBE-FM

Format Penetration Chart

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



Format Legend

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

Dallas-Ft. Worth

Continued from Page 80

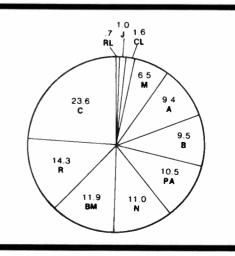
A-F. 3-7	'pm		
1	KRLD-AM	KVIL-FM	KV IL-FM
2	KVIL-FM	KSCS-FM	KSCS-FM
3	WB A P-AM	KRLD-AM	KRLD-AM
4	KSCS-FM	WBAP-AM	WBAP-AM
5	KOAX-FM	KMEZ-FM	KOAX-FM
6	KMEZ-FM	KBOX-AM	KMEZ-FM
7	K BO X - AM	KKDA-FM	KKDA-FM
8	KL I F - AM	KMGC-FM	KMGC-FM
9	K K D A – F M	KNUS-FM	KLI F-AM
10	KTXQ-FM	KOAX-FM	WFAA-AM

Format Penetration Chart

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

Format Legend

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



METRO RANK

POP(00):	2 48 5
------	------	--------

	A/M '79		O/N '79		A/M '80
1	WGNT-AM	16.3	WKEE-FM	17.2	WKEE-FM(R) 19.
2	WTCR-AM	15.4	WCNT-AM	16.9	WTCR-AM(C) 15.
3	WKEE-FM	15.1	WTCR-AM	15.3	WHEZ-FM(BM)11.
4	WAMX-FM	13.1	WHEZ-FM	11.7	WGNT-AM(PA)11.
5	WHEZ-FM	11.1	WAMX-FM	8.6	WAMX-FM(R) 9.
6	WIRO-AM	4.6	WKEE-AM	7.1	WHIN-AM(C) 8.
7	WKFE-AM	4.0	WEMM-FM	4.3	WIRO AS(PA) 4.
8	WNST AM	3.7	WITO-FM	2.5	WEMM-FM(RL) 3.
9	WEMM-FM	2 - 6	WNST-AM	2.5	WCMI-AM(R) 3.
1.0	WCMI AN	1.4	WIRO-AM	2 . 1	WPAY-FM(RL) 1.
1.1	WITO-FM	1.4	WCM1-AM	1.8	WCAK-FM(PA) 1.
12	WKSD-AM	1.1	WOBE-FM	1.5	WKLC+FM(A) 1.
1.3	WQBE-FM	0.9			WNST-AM(C) 0.
14	WPAY-FM	0.9			WKSD-AM(R) 0.
15	WPAY-AM	0.9			WPAY-AMIC) 0.
16	WCAK-FM	0.6			
1.7	WVAF FM	0.6			

Average Persons Trends/Rankings

lotal 12+					
M-S, 6am-Midr	nig	h	ŧ		
	_		-	_	

POP(00):	2485
		170

	A/M '79		O/N '79		A/M '80	
1	W G N T - A M	5.7	WKEE-FM	56	WKEE-FM	69
2	WTCR-AM	54	WGNT-AM	5 °	WTCR-AM	5
3	WKEE-FM	5.3	WTCR-AM	50	WHEZ-FM	4 (
4	WAMX-FM	46	WHEZ-FM	3.8	WGNT AM	3.8
5	WHEZ-FM	39	WAMY-FM	2 8	WAMX-FM	3
W-F, 6	-10am					
1	WGNT-AM		WGNT-AM		WKEE-FM	
	WKEE-FM		WTCR-AM		WGNT-AM	
	WAMX-FM		WKEE-FM		WTCR-AM	
	WTCR-AM		WHEZ-FM		WHEZ:FM	
	WHEZ-FM		WAMX - F11		UAMX-FM	
4-F, 3	-7pm					
1	WKEE-FM		WKEE-FM		WKEE-FM	
2	WTCR-AM		WGNT-AM		WHEZ-FM	
3	WHEZ-FM		WHEZ-FM		WTCR-AM	
4	WAMX-FM		WAM X-FM		WAMX-FM	
	WGNT-Att		WTCR-AM		WGNT AM	

POP(00): 306		
	A/M '79	O/N '79	A/M '80
1	WAMX-FM	WKEE-FM	WKEE-FM
2	WKEE-FM	WAMY-FM	WAMX-FN
3	WKEE-AM	WKEE-AN	WTCR-AM
M-F, 6-	-10am		
1	WAMX-FM	WKEE-FM	WKEF-FM
2	WKFE-FM	WAMX-FM	WAMX-FM
3	WGNT-AM	W GN T - AM	WTCR-AM

WKEE-FM WAMX-FM

WKEE-AM

WKEE-FM WAMX-FM

WHIN-AM

WTCR-AM WHEZ-FM WGNT-AM

WKEE-FM WAMX-FM

Adults 18-34

1 WAMX-FM 2 WKEE-FM 3 WKEF-AM

M-S, 64	m-Midnight			
POP(00): 848			
	A/M '79	O/N '79	A/M '80	
1	WKEE-FM	WKEE-FM	WKEE-FM	
2	WAMX-FM	WTCR-AM	WTCR-AM	
3	WTCR-AM	WGNT-AM	WAMX-FM	
4	W G N T - A M	WKEE-AM	WHTN-AM	
5	WKEE-AM	WAMX-FM	WGNT-AM	
M-F, 6-	10am			
1	WKEE-FM	WGNT-AM	UKEE-FM	
2	WAMX-FM	WKEE-FM	WTCR-AM	
3	W G N T - A M	WTCR-AM	WGNT-AM	
4	WTCR-AM	WKEE-AM	WHTN-AM	
5	WIRO-AM	WAMX-FM	WAMX-FM	
M-F, 3-	7pm			
1	WKEE-FM	WKEE-FM	WKEE-FM	
2	WAMX-FM	WKEE-AM	WAMX-FM	
3	WTCR-AM	WAMX-FM	WHTN-AM	
	WKEE-AM	WGNT-AM	WCNT-AM	
5		WTCR-AM	WTCR-AM	

Adults 25-54 POP(00): 1166

A/M 179	O/N '79	08' M/A
1 WTCR-AM	WTCR-AM	WTCR-AM
2 WGNT-AM	WGNT-AM	WHEZ-FM
3 WHEZ-FM	WHEZ-FM	WKEE-FM
4 WKEE-FM	WKEE-FM	WGNT-AM
5 WAMX-FM	WKEE-AM	WAMX-FM
I-F, 6-10am		
1 WCNT-AM	WGNT-AM	W CN T - AM
2 WTCR-AM	WTCR-AM	WTCR-AM
3 WKEE-FM	WHEZ-FM	WHEZ-FM
4 WAMX-FM	WIRO-AM	WKEE-FM
5 WHEZ-FM	WKEE-FM	WAMX-FM

WGNT-AM WTCR-AM WKEE-FM

Total 12+ M-S, 6am-Midnig	iht
POP(00): 2	485

POP(00): 248:	5				
A/M '79		O/N '79		A/M '80	
1 WGNT~AM	770	WGNT-AM	886	WKEE-FM	В
2 WKEE-FM	745	WKFE-FM	878	WGNT-AM	7
3 WAMX-FM	692	WAMX-FM	62.2	WTCR-AM	5
4 WTCR-AM	520	WTCR-AM	558	WAMX-FM	9
5 WHEZ-FM	469	WHEZ-FM	52 6	WHIN-AN	4
M-F, 6-10am					
1 WONT-AM		WGNT-AM		WKEE-FM	
2 WAMX-FM		WKEE-FM		WGNT-AM	
3 WKEE-FM		WITCR - AM		WTCR-AM	
4 WTCR-AM		WAMX-FM		WHEZ-EM	
5 WHEZ-FM		WHEZ-FM		WAMX-Fil	
M-F, 3-7pm					
1 WKEE-FM		WKEE-FM		WKEE-FM	
2 WGNT+AM		W G N T - A M		WAMX-FM	
3 WAMX-FM		WAMX-FM		WGNT-AM	
4 WTCR-AM		WTCR-AM		WTCR-AM	
5 WHEZ-FM		WHFZ-FM		WHTN-AM	
Teens					
M-S, 6am-Midnight					
POP(00): 306					

DP(U0): 30h		
A/M '79	O/N '79	A/M '80
1 WANX-FM	WKEE-FM	WKEF-FN
2 WKEE-FM	WAMX-FM	WAMX-FM
3 WKEE-AM	WKEE-AM	W GN T - AM
-F, 6-10am		
1 WAMX-FM	WKEE-FM	WKEE-FM
2 WKEE-FM	WAMX-FM	WAMX-FM
3 WGMT-AM	WKEE-AM	WHIN-AN
₽, 3-7pm		
1 WAMX-FM	WKEF-FM	WKEE-FM
2 WKEE-FM	WAMX-FM	WAMX-FM
3 WKEF-AM	WKEE-AM	WTCR-AM
dults 18-34		
-S, 6am-Midnight		
OP(00): 848		

A/M '79

WGNT-AM WTCR-AM

P		
1 WKEE-FM	WKEE-FM	WKEE-FM
2 WAMX-FM	WAMX-FM	WHTN-AM
3 WKEE-AM	WONT-AM	WAME - First
4 hGNT-AM	WKEE-AM	WTCR-AH
5 WTCR-AM	WTCR-AM	WGNT-AM
M-F, 6-10am		
1 WAMX-FM	WKEE FM	WKEE-FM
2 WKEE-FM	WGNT-AM	WHIN-AN
3 WGNT-AM	WKEE-AM	WGNT-AM
4 WTCR-AM	WAMX-FN	WTCR-AM
5 WKEE-AM	WTCR-AM	WAMX-FM
M-F, 3-7pm		
1 WKEE-FM	WKEE-FM	WKEE-FM
2 WAMX-FM	WAMX-FM	WAMX-FM
3 WKEE-AM	WGNT-AM	WHTN-AM

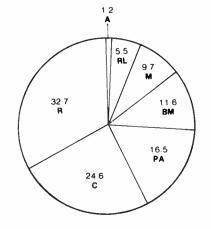
WGNT-AM WTCR-AM

Cume Persons Trends/Rankings

	A/M '79		O/N '79		A/M '80	
1	WGNT~AM	770	WGNT-AM	886	WKEE-FM	81.5
2	WKEE-FM	7 4 5	WKFE-FM	878	WGNT-AM	704
3	WAMX-FM	692	WAMX-FM	62.2	WTCR-AM	589
4	WTCR-AM	520	WTCR-AM	558	WAMX-FM	513
5	WHEZ-FM	469	WHEZ-FM	52 6	WHINHAN	486
ΗF, (5-10am					
1	WGNT-AM		WGNT-AM		WKEE-FM	
2	WAMX-FM		WKEE-FM		WGNT-AM	
3	WKEE-FM		WTCR-AM		WTCR-AM	
4	WTCR-AM		WAMX-FM		WHEZ-EM	
5	WHEZ-FM		WHEZ-FM		WAMX-Fit	
. F.;	3-7pm					
1	WKEE-FM		WKEE-FM		WKEE-FM	
2	WGN T + Alt		WGNT-AM		WAMX-FM	
	WAMX-FM		WAMX-FM		WGNT-AM	
	WITCR-AM		WTCR-AM		WTCR-AM	
	WHEZ-FM		WHFZ-FM		WHIN-AM	

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М	81.5	ı	
.M	704		
M	589	ı	-
M	513	ı	ħ
N	486	ı	
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POP(CO)	: 1166		
Al	M '79	O/N '79	A/M '80
1 W.G.	T-AM	WGNT-AM	WGNT-A
2 w T C	R-AM	WTCR-AM	WTCR - AS
3 WKE	E = F M	WHEZ-FM	WKFE-F:
4 W H I	EZ - FM	WKEE-FM	WHEZ-FI
5 WAS	tX-FM	WAMX-FM	WHTN-A:
M-F, 6-10ar	n		
1 WGN	T-AM	WGNT-AM	WGNT - A
2 W T C	R-AM	WTCR-AM	WTCR-A
3 WH1	.Z = FM	WHEZ-FM	WHEZ-F
4 hKE	EE=FM	WKEF-FN	WKEE-F!
5 WAN	AX-FM	WKEE AM	WHIN-A
M-F, 3-7pm			
1 WTC	R-AM	WGNT-AM	WTCR - A
2 h GN	MA-T:	WTCR-AM	WKEE-F
3 WKE	E F = F M	WHEZ-FM	WGNT-A
4 WHI	EZ - FM	WKEE-FM	WHEZ-F
5 WKI	EE-AM	WAMX-FM	WHTN-A



Format Legend

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

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M-F. 3-7pm 1 WTCR-AM 2 WHEZ-FM 3 WCNT-AM

4 WKEE-FM 5 WAHX-FM

R&R RATINGS REPORT/1980 • 1

Huntsville

METRO RANK

115

A/M '80

verage Persons 12+ Share Trends onday-Sunday, 8am-Midnight

)	Ρ	(00)	:	2	4	3	2	

11.0.0.11 0.14				_	
WAAY-AM	15.2	WAAY-AM	15.8	WBHP-AM	(C) 14.
WEHP-AM	12.7	WBHP-AM	11.9	WAAY-AM	(Pt) 13.
WQEN-FM	8.2	WZYP-FM	9.8	WZYP-FM	(FI) 9 a
WVOV-AM	7.3	WOEN-FM	7.7	WAHR-FM	(A) 9.
WRSA-FM	7.0	WF IX-AM	6.0	WQEN-FM	(PA) 6 . :
WJMW-AM	6 4	WRSA FM	5.6	WEUP-AM	(B) 4.
WTWX-FM	4.8	WAHR-FM	4.6	WF1Y-AM	(PA) 3.
WEUP-AM	3.6	WEUP-AM	4.2	WRSA-FM	(BM) 3.
WFIX-AM	3.3	WAVU - AM	4.2	WVOV-AM	(c) 3.
WAHR-FM	3.0	WJMW-AM	3.5	WAVU-AM	(C) 3.
WRAB-AM	3.0	WVOV-AM	3.5	WTWX-FM	(C) 3.
WND A - FM	3.0	WQSB-FM	2.5	WKAC-AM	(PA) 2 .
WGSV-AM	1.5	WTWX-FM	1.8	WJMW-AM	(C) 2 . :
WKAC-AM	1.5	WQLT-FM	1.8	WOSB-FM	(R) 1 -
WAAX-AM	1.2	WGSV-AH	1.4	WGSV-AM	(PA) 1.
WSM -AM	0.9	WRAE-AM	1.4	WRAB-AM	(C) 1.
WQLT-FM	0.9	WKAC-AM	1.1	WND A-FM	(RL) 0.
WSLV-AM	0.9	WSM -AM	0.7	WDRM-FM	(PA) 0 .
WQSB-FM	0.6	WDRM-FM	0.7	WSM -AM	(PA) 0 (
		WSLV-AM	0.7		
	WDHP-AM WQEN-FM WYOV-AM WRSA-FM WJMW-AM WTWX-FM WTWX-FM WF1X-AM WF1X-AM WAHR-FM WGAB-AM WNAB-AM WAAX-AM WAAX-AM WAAX-AM WAAX-AM WGUT-MWGUT-MWGUT-MWGUT-AM	WBHP-AM 12.7 WQEN-FM 8.2 WVOV-AM 7.3 WRSA-FM 7.0 WJMW-AM 6.4 WTWX-FM 4.8 WEUP-AM 3.6 WFIX-AM 3.3 WAHR-FH 3.0 WRAB-AM 3.0 WRDA-FM 3.0 WGSV-AM 1.5 WKAC-AM 1.5 WKAC-AM 1.5 WKAC-AM 1.5 WKAC-AM 0.9	WEHP-AM	WEHP-AM	WEHP-AM

Average Persons Trends/Rankings

tal	12+	
5. 6	ım-Midnight	

P(00): 2432

,,,	(10). 2432					
	A/M 178		A/M '79		A/M '80	
1	WAAY-AM	50	WAAY-AM	4.5	WBHP-AM	47
2	WB H P - AM	42	WB H P - A M	34	WAAY-AM	44
3	WOEN-FM	2 7	WZYP-FM	2.8	WZ Y P - F M	3 1
4	WVOV-AM	2 4	WQEN-FM	2 2	WAHR-FM	3.0
5	WRSA-FM	2 3	WF I X-AM	1.7	WQEN-FM	2 0
-, 6-	10am					
1	WAAY AM		WAAY-AM		WB H P - A M	
2	WBHP-AM		WB HP-AM		WAAY-AM	
3	WJMW-AM		WZ Y P - F M		WZYP-FM	
4	WOEN-FM		WF IX-AM		WAHR-FM	
5	WF I X-AM		WRSA-FM		WQEN-FM	
-, 3-	7pm					
1	WAAY AM		WAAY-AM		WAAY-AM	
2	WBHP-AN		WZ Y P - F M		WBHP-AM	
3	WVOV-AM		WQEN-FM		WZ YP-FM	
4	WRSA-FM		WB HP-AM		WARR-FM	
5	WQEN-FM		WF 1 X - A M		WOEN-FM	

ens 3, 6am-Midnight

007: 323		
A/M 178	A/M *79	A/M '80
WAAY-AM	WQEN-FM	WAAY-AM
WQEN-FM	WAAY-AM	WAHR-FM
WVOV-AM	WZYP-FM	MOEN-EN
10am		
WAAY-AM	WAA Y-AM	WAAY-AM
WQEN-FM	WQEN-FM	WAHR-FM
WVOV-AM	WZYP-FM	WQEN-FH
7pm		
WAAY-AM	WOEN-FM	WAAY-AM
WQEN-FM	WAAY-AM	WARR-FM
WVOV-AM	WZ.YP-FM	WOEN-FM
	WAAY-AM WQEN-FM WVOV-AM 10am WAAY-AM WQEN-FM WVOV-AM 7pm WAAY-AM WQEN-FM	MAAY-AM

P(00): 969

	A/M '78	A/M '79	A/M '80
1	WAAY-AM	WAAY-AM	WZYP-FM
2	WVOV-AM	WZYP-FM	WAAY-AM
3	WQEN+FM	WB HP-AM	WAHR-FM
4	WBHP-AM	WARR-FM	WBHP-AM
5	WTWX-FM	WVOV-AM	WQEN-FM
, 6-	10am		
1	WAAY-AM	WAAY-AM	WAAY-AM
2	WOEN-FM	WZYP-FM	WZYP-FM
3	WTWX-FM	WBHP-AM	WB H P - AM
4	WB R P - AM	W V O V - A M	WARR-FM
5	WVOV-AM	WAHR-FM	WQEN-FM
3-7	7pm		
1	WAAY-AM	WAAY-AM	WAAY-AM
2	WBHP-AM	WZYP-FM	WZYP-FM
3	WVOV-AM	WAHR-FM	WAHR-FM
4	WTWX-FM	WB HP-AM	WQEN-FM
5	WAHR-FM	WEUP-AM	WB H P - AM
	- 05 54		

ults 25-54

, в	am-Midnight		
Ρ(00): 1268		
_	A/M 178	A/M '79	A/M '80
1	WB HP-AM	WAAY-AM	WBHP-AM
2	WAAY-AM	WB H P – A M	W Z Y P - F M
3	WRSA-FM	WZYP-FM	WAAY-AM
4	WJMW-AM	WRSA-FM	WAHR-FM
5	WTWX-FM	WF I X-AM	WTWX-FM
, 6-	10am		
1	WAAY AM	WBHP-AM	WBHP-AM
2	WBHP-AM	WAA Y - AM	WAAY-AM
3	WJMW-AM	WZYP-FM	WZYP-FM
4	WRSA-FM	WF IX-AM	WTWX-FM
5	WTWX-FM	WRSA-FM	WAHR-FM
, 3-	7pm		
1	WAAY-AM	WAAY-AM	WBHP-AM
2	WB H P - A M	WB HP-AM	WZYP-FM
3	WRSA-FM	WF I X-AM	WAAY-AM
4	WTWX-FM	WZYP-FM	WAHR-FM
5	WJMW-AM	WQEN-FM	WF I X - AM

Cume Persons Trends/Rankings

Total 12+

P0 P ((00): 2432	2				
	A/M '78		A/M '79		A/M '80	
1	WAAY AM	811	WAAY-AM	797	WAAY-AM	82
2	WBHP-AM	568	WB HP-AM	544	WBHP-AM	6.5
3	W V O V - A M	439	WZYP-FM	453	WZYP-FM	52
4	WRSA-FM	377	WF IX-AM	305	WAHR-FM	44
5	WF I X-AM	290	WEUPHAM	253	WFIX-AM	3.3
M-F, 6	-10am					
1	WAAYHAM		WAAY-AM		WAAY-AM	
2	WB HP - AM		WB H PHAM		WB R P - AM	
3	WVOV-AM		WZYP-FM		WARR-FM	
4	WF I X - AM		WF I X - AM		WZYP-FM	
5	WRSA-FM		WEUP-AM		WFIX-AM	
M-F, 3	-7pm					
1	WAAY-AM		WAA Y-AM		WAAY-AM	
2	WBHP-AM		WB H P ~ AM		WBHP-AM	
3	WVOV-AM		WZ Y P - F M		WZYP-FM	
4	WRSA-FM		WOEN-FM		WARR-FM	
	WQEN - FM		WARR-FM		WEUP-AM	

POP(00): 325 A/M '78	A/M '79	A/M '80
1 WAAY AM	WAAY-AM	WAA Y-AN
2 WVOV-AM	WZYP-FM	WZYP-FM
3 WQEN-FM	WQEN-FM	WARR-FM
M-F, 6-10am		
I WAAY AM	WAAY-AN	WAAY-AM
2 WVOV-AM	WQEN-FM	WARR-FM
3 WOEN-FM	WZYP-FM	WZYP-FM

Adults 18-34 M-S, 6am-Midnight		
3 WQEN-FM	WZYP-FM	WZYP-FM
2 WVOV-AM	WQEN-FM	WAHR-FM
1 WAAY-AM	WAAY-AM	WAAY-AM
M-F, 3-7pm		

A/M '79

A/M '80

POP(00): 969 A/M'78 1 WAAY-AM 2 WVOV-AM 3 WBHP-AM

1	WAAY-AM	WAAY-AM	WAAY-AM
2	WVOV~AM	WZYF~FM	WZYP-FM
3	WBHP-AM	WB HP-AM	WAHR-FM
4	WQEN-FM	WARR-FM	WBHP-AM
5	WARR-FM	WEUP-AM	WQEN-FM
M-F, 6	-10am		
1	WAAV-AM	WAAY-AM	WAAY-AM
2	WBHP-AM	WZYP-FM	WZ YP-FM
3	WVOV-AM	WBHP-AM	WAHR-FM
4	WQEN-FM	WAHR-FM	WBHP-AM
5	WAHR-FM	WEUP~AM	WF IX-AM
M-F, 3	-7pm		
1	WAAY-AM	WAAY-AM	WAAY-AM
2	WBHP-AM	WZYP-FM	WZYP-FM
3	WVOV-AM	WBHP-AM	WAHR-FM
4	WQEN-FM	WAHR-FM	WBHP-AM
5	WTWX-FM	WOEN-FM	WF IX-AM

WBHP-AM WVOV-AM WQEN-FM WTWX-FM Adults 25-54

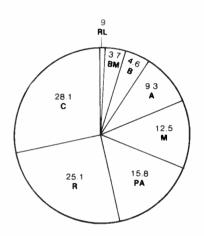
A/N	1 '78	A/M '79	A/M '80
1 WAA	Y AM	WAAY-AM	WB HP-AM
2 WBH	P-AM	WB H P - AM	WAAY-AM
3 WRS	A-FM	WZYP-FM	WZYP-FM
4 WF 1	X - A M	WF I X - AM	WF1X-AM
5 WPD	A = F M	WRSA - Fit	WAHR-FM

M-F, 6-10am

1	WAAY-AM	WAAY-AM	WAAY-AM
2	WBHP-AM	WBHP-AM	WBHP-AM
3	WRSA~FM	WF 1 X - AM	WZYP-FM
4	WF 1 X - AM	WZYP-FM	WF IX-AM
5	WJMW-AM	WEUP-AM	WAHR-FM
M-F, 3-7	pm		
1	WAAY AM	WAAY-AM	WAAY-AM
2	WBHP-AM	WB HP-AM	WBHP-AM
3	WRSA-FM	WZYP-FM	WZYP-FM
4	WF I Y - AM	WF IX-AM	WAHR-FM
5	WTWX-FM	WOEN-FM	WF IX-AM

Format Penetration Chart

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



Format Legend

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

Indianapolis

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A/M '80 Market Overview

The Indianapolis market has been going through Arbitron changes for the past year, and this book was no exception. Last spring the market adopted Quarterly Measurement, and the fall book last year featured ESF for the first time. This spring survey marked the first time ESF had been used at this time of year. Perhaps as a result, ESF's impact on the intab was up slightly, from 25% of the metro returns to approximately 34%. Diary return overall was down about 20%, magnifying the ESF impact.

Even with a hint of instability in the diary return, the top two stations in the market remained in place, Pop/Adult WIBC and Beautiful Music WXTZ. The real mover was Heftel's WIKS, which continued to evolve from Dancemusic to a more contemporary sound

in the race for the 18-34 lead, WNAP won, followed closely by WIKS, WFBQ and WTLC. WNAP's share of the 18-34 cell slipped but gained the lead after WFBQ dropped by approximately 25%. WFBQ's problems may have been related to a complete staff turnover prior to the book. As it is, WFBQ, with its Superstars format, remained king among men 18-24.

WIKS spent a great deal of money in the fall, picking up significant audience. This sweep the station repositioned itself, became the top teen station (with a 33 share), and added five points to its 18-34 share. There were extensive staff changes on-air, a smaller ad budget was used for promotion, and small giveaways were used on-air. WIKS ended up with just under a 13 share of the 18-34 audience.

Virtually tied with WIKS were WFBQ and WTLC. Black-formatted WTLC maintained its usual low advertising profile but rose to approximately 12 share

The key to the strength of WIBC was extremely well-balanced demo appeal among adults 25+. WIBC was the only Indianapolis station to score in double digits in both 18-34 and 25-54 adults. With over 11% of the 18-34 market and just over 19% of the 25-54 cell, WIBC was in an enviable position. While WIBC's 25-54 share increased, both WXTZ and WIRE slipped. WXTZ, a Schulke station, used the Patrick O'Neal TV spot to promote itself.

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POP(00):	3457	
	A/M ¹	79	
			_

1 WNAP-FM		
1 4000-10	WNA P-FM	WNAP-FM
2 WIRC-AM	WFBO-FM	WIKS-FM
3 WFBQ+FM	WIBC-AM	WIBC+AM
4 WNDE-AM	WNDE-AM	WNDE-AM
5 WIFE-AM	WIKS-FM	WFBQ-FM
M-F, 6-10am		
1 WIBC+AM	WNAP-FM	WNAP-FM
2 WNAP-FM	WIBC-AM	WIBC-AM
3 WFBQ-FM	WFBQ-FM	WNDE+AM
4 WNDE-AM	W ND E - AM	WIKS-FM
5 WIRE-AM	WIFE-AM	WFBO-FM
M-F, 3-7pm		
1 WIBC-AM	WNAP-FM	WNAP-FM
2 WNAP-FM	WFBO-FM	WIKS-FM
3 WFBQ-FM	WIBC-AM	WIBC-AM
4 WNDE-AM	WNDE-AM	WND E-AM
5 WIRE-AM	WIKS-FM	WF BO - FM
Adults 25-54 M-S, 6am-Midnight		
POP(00): 4565		
	O/N '79	A/M '80
POP(00): 4565	O/N '79 WIBC-AM	A/M '80 WIBC-AM
POP(00): 4565 A/M '79		
POP(00): 4565 A/M '79 1 WIBC-AM	WIBC-AM	WIBC-AM
POP(00): 4565 AM'79 1 WIBC-AM 2 WIRE-AM	WIBC-AM WIRE-AM	WIBC-AM WIRE-AM
POP(00): 4565 AM'79 1 WIBC-AM 2 WIRE-AM 3 WXTZ-FM	WIBC-AM WIRE-AM WXTZ-FM	WIBC-AM WIRE-AM WXTZ-FM
POP(00): 4565 A/M '79 1 WIBC-AM 2 WIRE-AM 3 WXT2-FM 4 WFMS-FM	WIBC-AM WIRE-AM WXTZ-FM WNDE-AM	WIBC-AM WIRE-AM WXTZ-FM WFMS-FM
POP(00): 4565 AMM'79 1 WIBC-AM 2 WIRE-AM 3 WXTZ-FM 4 WFMS-FM 5 WNAP-FM	WIBC-AM WIRE-AM WXTZ-FM WNDE-AM	WIBC-AM WIRE-AM WXTZ-FM WFMS-FM WIKS-FM
POP(00): 4565 A/M '79 1 WIBC-AM 2 WIRE-AM 3 WXTZ-FM 4 WFNS-FM 5 WNAP-FM M-F,6-10am	WIBC-AM WIRE-AM WXTZ-FM WNDE-AM WFMS-FM	WIBC-AM WIRE-AM WXTZ-FM WFMS-FM
POP(00): 4565 AM '79 1 WIBC-AM 2 WIRE-AM 3 WXTZ-FM 4 WFMS-FM 5 WNAP-FM M-F,6-10am 1 WIBC-AM	WIBC-AM WIRE-AM WXTZ-FM WNDE-AM WFMS-FM	WIBC-AM WIRE-AM WXTZ-FM WFMS-FM WIKS-FM
POP(00): 4565 AMM '79 1 WIBC-AM 2 WIRE-AM 3 WXTZ-FM 4 WFMS-FM 5 WNAP-FM WF,6-10am 1 WIBC-AM 2 WIRE-AM	WIBC-AM WIRE-AM WXTZ-FM WNDE-AM WFMS-FM WIBC-AM WIBC-AM	WIBC-AM WIRE-AM WXTZ-FM WFMS-FM WIKS-FM WIKS-FM
POP(00): 4565 AMM '79 1 WIBC-AM 2 WIBE-AM 3 WXTZ-FM 4 WFMS-FM 5 WNAP-FM W-F.6-10am 1 WIBC-AM 2 WIRE-AM 3 WXTZ-FM	WIBC-AM WIRE-AM WXTZ-FM WNDE-AM WFMS-FM WIBC-AM WIRE-AM WIRE-AM	WIBC-AM WIRE-AM WXTZ-FM WFMS-FM WIKS-FM WIBC-AM WIBC-AM WIRE-AM
POP(00): 4565 AM '79 1 WIBC-AM 2 WIRE-AM 3 WXTZ-FM 4 WFMS-FM 5 WNAP-FM W-F,6-10am 1 WIBC-AM 2 WIRE-AM 3 WXTZ-FM 4 WFMS-FM	WIBC-AM WIRE-AM WXTZ-FM WNDE-AM WFMS-FM WIBC-AM WIRE-AM WXTZ-FM	WIBC-AM WIRE-AM WXTZ-FM WFMS-FM WIKS-FM WIBC-AM WIRE-AM WFMS-FM
POP(00): 4565 AMM '79 1 WIBC-AM 2 WIRE-AM 3 WXTZ-FM 4 WFMS-FM 5 WNAP-FM WF,6-10am 1 WIBC-AM 2 WIRE-AM 3 WXTZ-FM 4 WFMS-FM 5 WNAP-FM	WIBC-AM WIRE-AM WXTZ-FM WNDE-AM WFMS-FM WIBC-AM WIRE-AM WXTZ-FM	WIBC-AM WIRE-AM WXTZ-FM WFMS-FM WIKS-FM WIBC-AM WIRE-AM WFMS-FM
POP(00): 4565 AMM '79 1 WIBC-AM 2 WIRE-AM 3 WXTZ-FM 4 WFMS-FM 5 WNAP-FM WF.6-10am 1 WIBC-AM 2 WIRE-AM 3 WXTZ-FM 4 WFMS-FM 5 WNAP-FM MF.7-FM 4 WFMS-FM 5 WNAP-FM	WIBC-AM WIRE-AM WXTZ-FM WNDE-AM WFMS-FM WIBC-AM WIRE-AM WXTZ-FM WNDE-AM WFMS-FM	WIBC-AM WIRE-AM WIRE-FM WFMS-FM WIKS-FM WIKS-FM WIRE-AM WIRE-AM WFMS-FM WNDE-AM WXTZ-FM
POP(00): 4565 AM '79 1 WIBC-AM 2 WIBE-AM 3 WXTZ-FM 4 WFMS-FM 5 WNAP-FM M-F,6-10am 1 WIBC-AM 2 WIRE-AM 3 WXTZ-FM 4 WFMS-FM 5 WNAP-FM 4 WFMS-FM 5 WNAP-FM	WIBC-AM WIRE-AM WXTZ-FM WNDE-AM WFMS-FM WIBC-AM WIRE-AM WIRE-AM WXTZ-FM WNDE-AM WFMS-FM	WIBC-AM WIRE-AM WXTZ-FM WFMS-FM WIKS-FM WIBC-AM WIRE-AM WFMS-FM WNDE-AM WXTZ-FM
POP(00): 4565 AMM '79 1 WIBC-AM 2 WIRE-AM 3 WXTZ-FM 4 WFMS-FM 5 WNAP-FM M-F,6-10am 1 WIBC-AM 2 WIRE-AM 3 WXTZ-FM 4 WFMS-FM 5 WNAP-FM M-F,3-7pm 1 WIBC-AM 2 WIRE-AM	WIBC-AM WIRE-AM WXTZ-FM WNDE-AM WFMS-FM WIBC-AM WIRE-AM WXTZ-FM WNDE-AM WXTZ-FM WNDE-AM WYMS-FM	WIBC-AM WIRE-AM WIRE-AM WYTZ-FM WFMS-FM WIKS-FM WIRE-AM WIRE-AM WFMS-FM WNDE-AM WYTZ-FM

Average Persons 12+ Share Trends Monday-Sunday, Sam-Midnight

POP(00) - 9461

00): 946	1			
A/M '79		O/N '79		A/M '80
WIBC-AM	17.5	WIBC-AM	15.9	WIBC-AMPAIS.7
WXT2-FM	13.6	WXTZ-FM	13.5	WXTZ-FM(BM)12.5
WIRE-AM	11.9	WFBQ-FM	9.9	WTLC-FM(B) 9.2
WNAP-FM	8.9	WTL C-FM	9.8	WIKS-FM(M) 9.0
WTL C-FM	8.8	WIRE-AM	9.5	WIRE-AM(C) 8.8
WFBQ-FM	8.7	WFMS-FM	8.4	WFMS-FM(C) 7.4
WFMS-FM	7.1	WNAP-FM	8.1	WNAP-FM(R) 7.1
WNDE-AM	6.0	WNDE-AM	5.4	WFBO-FM(A) 6.7
WIFE-AM	4.9	WIKS-FM	4.6	WNDE-AM (PO 5.3
WATI-AM	2.7	WIFE-AM	3.4	WATI-AM (BM) 2.9
WXLW-AM	1.7	WATI-AM	2.5	WIFE-AM (R) 2.9
WBRI-AM	0.9	WXLW-AM	1.3	WXLW-AM (PA) 2.0
WIKS-FM	0.8	WBR I-AM	0.8	WBRI-AM (PL) 1.2
WLHN-FM		WART-FM	0.7	WCBK-FM(C) 1.2
WCBK-FM		WGTC-FM	0.5	WGTC-FM(C) 0.8
		WSVL-FM	0.5	WF BM - AM (PA) 0.5
		WLHN-FM	0 - 4	WNTS-AM (ML) 0.4
				WART-FM (PL) 0.4
WCBK-AM	0.1			WLHN-FM (PA) 0.4
		WC BK - AM	0.1	WGRT-FM (PA) 0.3
				WNON-FM (00) 0.3
	A/M '79 WIBC-AM WXTZ-FM WIRE-AM WNAP-FM WTLC-FM WFBO-FM WFMS-FM WNDE-AM WIFE-AM WIFE-AM WIFE-AM WIFE-AM WIFF-AM WIFF-AM WIFF-AM WIFF-AM WIFF-AM WIFF-AM	WIBC-AM 17.5 WXTZ-FM 13.6 WIRE-AM 11.9 WNAP-FM 8.9 WTLC-FM 8.8 WFBQ-FM 8.7 WFMS-FM 7.1 WNDE-AM 6.0 WIFE-AM 4.9 WATI-AM 2.7 WXLW-AM 1.7 WBRI-AM 0.9 WIKS-FM 0.8 WLNN-FM 0.5 WGRT-FM 0.4 WSVL-AM 0.4 WSVL-AM 0.4	NAM '79	MIBC-AM 17.5 WIBC-AM 15.9 WIBC-AM 17.5 WIBC-AM 15.9 WIRE-AM 11.9 WFBQ-FM 9.9 WNAP-FM 8.9 WTLC-FM 9.8 WTLC-FM 8.8 WIRE-AM 9.5 WFBQ-FM 8.7 WFMS-FM 8.4 WFMS-FM 7.1 WNAP-FM 8.1 WNDE-AM 6.0 WNDE-AM 5.4 WIFE-AM 4.9 WIKS-FM 4.6 WIFE-AM 2.7 WIFE-AM 3.4 WILW-AM 1.7 WIFE-AM 3.4 WILW-AM 1.7 WATI-AM 2.5 WBRI-AM 0.9 WILW-AM 1.3 WIKS-FM 0.8 WBRI-AM 0.8 WLHN-FM 0.6 WART-FM 0.7 WCBK-FM 0.5 WGTC-FM 0.5 WSVL-AM 0.4 WLHN-FM 0.4 WSVL-FM 0.3 WCBK-FM 0.3 WCBK-AM 0.1 WSVL-FM 0.3

Average Persons Trends/Rankings

M-S, 6am-Midnight POP(00): 9461					
A/M '79		O/N '79		A/M '80	
1 WIBC-AM	247	WIBC-AM	229	WIBC-AM	23
2 WXTZ-FM	191	WX TZ -F M	194	WXTZ+FM	18
3 WIRE-AM	168	WFBQ-FM	142	WTLC-FM	13
4 WNAP-FM	126	WTLC-FM	141	WIKS-FM	13
5 WTLC-FM	124	WIRE-AM	136	WIRE-AM	1 2
M-F, 6-10em					
1 WIBC-AM		WIBC-AM		WIBC-AM	
2 WIRE-AM		WIRE-AM		WIRE-AM	
3 WXTZ-FM		WXTZ-FM		WXTZ-FM	
4 WNAP-FM		WNA P-FM		WTL C-FM	
5 WTLC-FM		WFBO-FM		WFMS-FM	
M-F, 3-7pm					
1 WIBC-AM		WIBC-AM		WIBC-AM	
2 WXTZ-FM		WXTZ-FM		WXTZ-FM	
3 WIRE-AM		WFBQ~FM		WIKS-FM	
4 WFBO-FM		WTL C-FM		WTLC-FM	
5 WTLC-FM		WIRE-AM		WIRE-AM	
Teens					
M-S, 6am-Midnight					
POP(00): 1296					
A/M 179		O/N '79		A/M '80	
1 WNDE-AM		WF BQ - FM		WIKS-FM	
2 WTLC-FM 3 WIFE-AM		WTL C-FM		WTL C-FM	
		WNDE-AM		WFBO-FM	
M-F, 6-10am					
1 WNDE-AM		WNDE-AM		WIKS-FM	
2 WNAP-FM		WFBQ-FM		WTL C-FM	
3 WTLC-FM		WNA P-FM		WNA P-FM	
M-F, 3-7pm					
1 WNDE-AM		WFBO-FM		WIKS-FM	
2 WTLC-FM		WTL C-FM		WFBO-FM	
3 WIFE-AM		WNDE-AM		WTL C-FM	
Adults 18-34					
M-S, 6am-Midnight					
POP(00): 3457					
A/M '79		O/N 179		A/M '80	
1 WFBO-FM		WFBQ-FM		WNA P-FM	
2 WNAP-FM		WNA P-FM		WIKS-FM	
3 WIBC-AM		WIBC-AM		WFBQ-FM	
4 WTLC-FM		WTL C-FM		WTL C-FM	
5 WIRE-AM		WFMS-FM		WIBC-AM	

Data from Market Buy Market TM

M-F, 6-10am		
1 WIBC-AM	W NA P-FM	WIBC-AM
2 WNAP-FM	WIBC-AM	WNAP-FM
3 WFBQ-FM	WFBQ-FM	WFBO-FM
4 WIRE-AM	WTL C-FM	WNDE-AM
5 WTLC-FM	WFMS-FM	WTL C-FM
M-F, 3-7pm		
1 WFBQ-FM	WF BQ - FM	WIKS-FM
2 WIBC-AM	WNAP-FM	W NA P - F M
3 WNAP-FM	WTL C-FM	WFBQ-FM
4 WTLC-FM	WIBC-AM	WTL C-FM
5 WNDE-AM	WFMS-FM	WNDE-AM
Adults 25-54		
M-S, Sam-Midnight		
POP(00): 4565		
A/M 179	O/N '79	A/M '80
1 WIBC-AM	WIBC-AM	WIBC-AM
2 WXTZ-FM	WXTZ-FM	WXTZ-FM
3 WIRE-AM	WIRE-AM	WFMS-FM
4 WFMS-FM	WFMS-FM	WIRE-AM
5 WTLC-FM	WTL C-FM	WTLC-FM
M-F, 6-1 0am		
1 WIBC-AM	WIBC-AM	WIBC-AM
2 WIRE-AM	WIRE-AM	WIRE-AM
3 WXTZ-FM	WXTZ-FM	WFMS-FM
	WFMS-FM	WXTZ-FM
4 WFMS-FM	weng-en	
4 WFMS-FM 5 WNAP-FM	WTLC-FM	WTLC-FM
5 WNA P-FM		
5 WNA P - FM M-F, 3-7pm	WTLC-FM	WTLC-FM
5 WNAP-FM M-F, 3-7pm 1 WIBC-AM	WTLC-FM WIBC-AM	WIEC-PM
5 WNAP-FM M-F, 3-7pm 1 WIBC-AM 2 WXTZ-FM	WTLC-FM WIBC-AM WXTZ-FM	WILC-FM WIBC-AM WXTZ-FM

Cume Persons Trends/Rankings

Total 12+ POP(00): 9461

	A/M '79		O/N '79		A/M '80	
1	WIBC-AM	3054	WIBC-AM	2753	WIBC-AM	286
2	WIRE-AM	1997	WIRE-AM	1982	WIKS-FM	2224
3	WXTZ-FM	1975	WXTZ-FM	1949	WXTZ-FM	1999
4	WNAP-FM	1781	WND E-AM	1783	WIRE-AM	175
5	WNDE-AM	1736	WNAP-FM	1706	WNAP-FM	171
M-F, 6	-10em				_	
1	WIBC-AM		WIBC-AM		WIBC-AM	
2	WIRE-AM		WIRE-AM		WIRE-AM	
3	WNDE-AM		WXTZ-FM		WNAP-FM	
4	WNAP-FM		WNDE-AM		WXTZ-FM	
5	WXTZ-FM		WNA P-FM		WNDE-AM	
M-F. 3	1-7pm		_			
1	WIBC-AM		WIBC-AM		WIBC-AM	
2	WXTZ-FM		WXTZ-FM		WXTZ-FM	
3	WIRE-AM		WNAP-FM		WIKS-FM	
4	WNDE-AM		WFBQ-FM		WNA P-FM	
5	WNA P-FM		WNDE-AM		WIRE-AM	

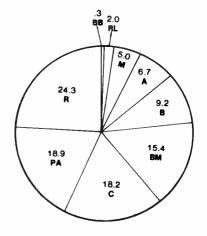
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Mark	Rem	-041-0	nia bi

WNDE-AM	WIRE-AM
-	
O/N '79	A/M '80
WNDE-AM	WIKS-FM
WFBQ-FM	WNDE-AM
WNAP-FM	WNAP-FM
WNDE-AM	WIKS-FM
WFBQ-FM	WNAP-FM
WNA P-FM	WFBQ-FM
WNDE-AM	WIKS-FM
WFBQ-FM	WFBO-FM
WNA P-FM	WNA P-FM
	O/N '79 WND E - AM WF B Q - FM WNA P - FM WND E - AM WF B Q - FM WNA P - FM WND E - AM WF B Q - FM

World Radio History

Format Penetration Chart

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



Format Legend

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

Jackson, MS

METRO RANK

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Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 2454

POP	(00): 245	4				
	A/M '78		A/M '79		A/M '80	
1	WJDX-AM	18.1	WSLI-AM	16.7	WJMI-FM(B) 2	0 . 2
2	WSLI-AM	14,9	WJDX-AM	16.1	WSLI - AM(PA)1	5.3
3	WJMI-FM	14.0	WLIN FM	13.0	WLIN-FM(BM)1	4.6
4	WZZQ-FM	12.9	WJMI FM	1 I • I	WJDX-AM(R) 1	0.0
5	WLIN FM	11.4	WZZQ-FM	9.6	WTYX-FM(PO	8.I
6	WOKJ-AM	8 • 5	WKXI-AM	9.3	WZZO-FM(A)	8 · I
7	WKXI-FM	5.3	WTYX-FM	6.2	WKXI-AM (88)	6.2
8	WYIG-AM	3.2	WOKJ-AM	5 + 6	WOKJ-AM (B)	4 • 4
9	WJQS-AM	2.9	WJQS-AM	3.4	WJQS-AM(C)	4 • 0
10	WRBC-AM	1 • 8	WJFR-FM	0.9	WCCL-AM(C)	2.8
1.1	WJXN-AM	1.5	WYIC-AM	0.9	WJXN-AM (RL)	2 + 8
1.2	WJFR-FM	1.5			WKYV-FM(C)	0.9
13	WRKN-AM	0.6			WJFR-FM (RL)	0.6

Average Persons Trends/Rankings

Tota	ıl	12	+		
M-S,	61	ım.	Mic	inig	ht

M-S, Bam-			м	II C	Inight
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	A/M '78		A/M '79			
1	WJDX-AM	6.2	WSLI-AM	54	WJMI FM	6 :
2	WSLI-AM	51	WJDX-AM	52	WSLI-AM	49
3	WJMI-FM	4.8	WLIN FM	4.2	WLIN-FM	47
4	WZZQ-FM	44	WJMI FM	36	MA-XCLW	3.2
5	WLIN-FM	39	WZZQ-FM	3 1	WTYX-FM	26
M-F, 6-	10am					
1	WJDX-AM		WSLI-AM		WSLI-AM	
2	WSLIHAM		WJDX-AM		WJNI-FM	
3	WJMI FM		WKXI-AM		WJDX-AM	
4	WZZQ-FM		WJMI FM		WLIN-FM	
5	WOKJ-AM		WLIN-FM		WZZQ-FM	

3 WOK3-811		
M-F, 3-7pm		
1 WJMI FM	WJDX-AM	WJMI-FM
2 WJDY-AM	WLIN-FM	WLIN-FM
3 WZZQ-FM	WSLI-AM	WTYX-FM
4 WSLI-AM	WJMI FM	WSLI-AM
5 WLIN-FM	WZZO-FM	MA-X GLW

Teens

POP(00): 339		
A/M 178	A/M '79	A/M '80
1 WJMI-FN	WJMI-FM	WJMI-FM
2 WZZQ-IM	WZZQ-FM	WZZC-FM
3 WYIG-AM	WJDX-AN	WJDX-AM
M-F, 6-10am		
1 WJMI FM	WJMI-FM	WJMI-FM
2 WZZQ-FM	MA-X CLW	WZZO-FM
3 WYIG-AM	WZZQ-FM	WTYX-FM
M-F, 3-7pm		
l WJMI-FM	MINI-EW	WJMI-FM
2 WZZQ-FM	WZZQ-FM	WTYX-FM
3 WYIG-AM	WJDX-AM	MKX1-WW

Adults 18-34 M-S, 8em-Midnight

P0P(00): 952

	A/M '78	A/M '79	A/M '80
1	WJDX-AM	WJDX-AM	WJMI-FM
2	WZZQ-FM	WZZQ-FM	WZZQ-FM
3	WJMI-FM	WKX I - AM	WJDX-AM
4	WOKJ-AM	WJMI FM	WTYX-FM
5	WLIN-FM	WLIN-FM	WLIN-FM
W-F, 6-	10em		
1	WJDX-AM	WJDX-AM	WJMI-FM
2	WZZQ-FM	WKXI-AM	WJDX-AM
3	WJMI FM	WZZO-FM	WZ Z O - F M
4	WOKJ-AM	WSLI-AM	WTYX-FM
5	WKXI-FM	WJMI-FM	WLIN-FM
WF, 3-	7pm		
1	WJDX-AM	WJDX-AM	WJMI-FM
2	WJMI FM	WZZO-FM	WZZQ-FM
3	WZZQ-FM	WJMI-FM	WLIN-FM
4	WOKJ-AM	WKX I - Att	WTYX-FM
5	WLIN-FM	WTYX-FM	WJDX-AM
	s 25-54 m-Midnight		

POP(00): I15	3	
A/M '78	A/M '79	A/M '80
1 WJDX-AM	MA-XdLW	WLIN-FM
2 WLIN-FM	WSLI-AM	WJDX-AM
3 WSLI-AM	WLIN FM	WSLI-AM
4 WOKJ-AM	WKX1-AM	WJMI-FM
5 WZZQ-FM	WJMI-FM	WTYX-FM
M-F, 6-10am		
1 WJDX-AM	WJDX-AM	WSLI-AM
2 WSLI-AM	WSLI-AM	WJDX-AM
3 WLIN-FM	WKX I-AM	WLIN-FM

	WOKJ-AM WKXI-FM	WLIN-FM WJMI-FM	WJMI~FM WTYX-FM
M-F, 3	1-7pm		
1	MA-X DLW I	WJD X-AM	WLIN-FM
- 1	2 WLIN-FM	WLIN FM	WJDX-AM
	3 WSLI-AM	WSLI-AM	WJMI-FM
4	4 WOKJ-AM	WTYX-FM	WTYX-FM
	MA-29LW 5	WJMI-FM	WSLI-AM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight

POP (00): 245	4				
	A/M '78		A/M '79		A/M '80	
1	WJDX-AM	1019	WJDX-AM	886	WSLI-AM	7 5 4
2	WSLI-AM	703	WSLI-AM	727	WJMI-FM	645
3	WJMI FM	494	WKXI-AM	467	WJDX-AM	621
4	WLIN FM	493	WZZO-FM	450	WLIN-FM	489
5	WOKJ-AM	477	WLIN FM	429	WTYX-FM	462
M-F, 6	-10em					
1	WJDX-AM		WJDX-AM		WSLI-AM	
2	WSLI-AM		WSLI-AM		WJMI-FM	
3	WOKJ-AM		WJMI FM		WJDX-AM	
4	WJMI-FM		WKXI-AM		WLIN-FM	
5	WZZ0-FM		WZZQ-FM		WTYX-FM	
M-F, 3	l-7pm					
1	WJDX-AM		WJDX-AM		WJMI-FM	
2	WSLI-AM		WSLI-AM		WJDX-AM	
3	WJMI-FM		WZZQ-FM		WSLI-AM	
4	WZZO-FM		WJMI-FM		WTYX-FM	
5	WLIN-FM		WKXI-AM		WLIN-FM	

Teens M-S, 6am-Midnight

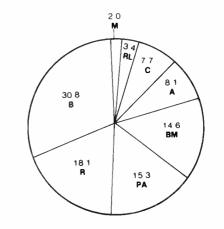
A/M '78	A/M '79	A/M '80
1 WJDX-AM	MJDX-AM	WJMI-FM
2 WJMI-FM	WZZQ-FM	WJDX-AM
3 WYIG-AM	WJMI-FM	WTYX-FM
M-F, 6-10em		
1 WJMI FH	WJMI-FM	WJMI-FM
2 WJDX-AM	WZZO-FM	WZZQ-FM
3 WZZQ-FM	WJDY-AM	WTYX-FM
M-F, 3-7pm		
1 WJMI FM	WZZO-FM	WJMI-EM
2 WJDX-AM	MA-X GLW	WTYX-FM
3 WZZO-FM	WJMI-FM	WJDX-AM

Adults 18-34

P	7	ъ,	D/	11114	m	IU	mg	•
P	0	P	(00)	:	9	5

POP(00): 952		
A/M '78	A/M 179	A/M '80
1 WJDY-AM	WJDX-AM	WJMI-EM
2 WZZQ-FM	WZZQ-FM	WJDX-AM
3 WJMI-FM	WKXI-AM	WZZQ-FM
4 WOFJ-AM	WJMI FM	WTYX-FM
5 WLIN FM	WTYX-FM	WLIN-FM
M-F, 6-10am		
1 WJDX-AM	WJDX-AM	WJMI-FM
2 WZZO-FM	WKXI-AM	WJDX-AM
3 WJMI FM	WZZO-FM	WTYX-FM
4 WOKJ-AM	WJMI-FM	WZZQ-FM
5 WKX I - FM	WSLI-AM	WKXI-AM
M-F, 3-7pm		
1 WJDX-AM	WJDX-AM	WJMI-FM
2 WZZQ-FM	WZZO-FM	WJDX-AM
3 WJMI-FM	WJMI FM	WZZQ-FM
4 WOFJ-AM	WKXI-AM	VTYX-FM
5 WLIN-FM	WTYX-FM	WLIN-FM

W-S, 6ar	n-Midnight		
POP(0	0): 1153		
	A/M '78	A/M '79	A/M '80
1	WJDX-AM	WJDX-AM	WJDX-AM
2	WSLI-AM	WSLI-AM	WSLI-AM
3	WLIN-FM	WLIN-FM	WLIN: FM
4	WOKJ-AM	WKXI-AM	WJMI-FM
5	WJMI-FM	WOKJ-AM	WTYX-FM
M-F, 6-1	0am		
1	WJDX-AM	WJDX-AM	WJDX-AM
2	WSL I - AM	WSLI-AM	WSLI-AM
3	WOKJ-AM	WLIN-FM	WLIN-FM
4	WLIN-FM	WKX I - AM	WJMI-FM
5	WJMI FM	WJMI-FM	WTYX-FM
M-F, 3-7	pm		
1	WJDX-AM	MA-X DLW	WJDX-AM
2	WSLI-AM	WSLI-AM	WLIN-FM
3	WLIN-FM	WJMI-EM	WSLI-AM
4	WOKJ-AM	WLIN-FM	WJMI-FM
5	WZZQ-FM	WKXI-AM	WTYX-FM



Format Legend

A-AOR, B-Black, 88-Big Band, 8M-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R Rock, RL-Religious, S-Spanish, T-Talk

Jacksonville METRORANK 5

53

A/M '80 Market Overview

Contemporary powerhouse WIVY rebounded into first place on the strength of an improved showing in the 25-54 demos. Beautiful Music WKTZ-FM had a stable book, and Country leader WQIK-FM showed significant growth. Black-formatted WPDQ improved its 18-34 stance but suffered drastic declines in its teen audience. And a new AOR power, WFYV. zoomed to number three among young adults.

The management of WIVY wanted to target the station a little more towards the 25-49 demos, using slightly softer music to achieve this goal. While WIVY still had a commanding 18-34 lead (16, down from 21 in the last book) the station's 25-54 share rose by almost 25% to just under a 10. Besides the music adjustments, WIVY used an ad campaign based primarily on TV, backed up by billboards and some newspaper. On-air promotions centered around the giveaway of 16 ounces of gold.

The comer in the young adult demos was WFYV. The station, formerly known as WJNJ-FM, surged from nowhere to more than an 11 share 18-34. Approximately one-third of the WFYV audience was men 18-24. It will be interesting to see how former AOR leader WJAX, which suffered in this book, will cope with WFYV in future sweeps.

WPDQ had an interesting book. The station's teen share dropped by more than 50% while its 18-34 share went up 30%. WPDQ used a more extensive billboard campaign, and there was an on-air personality change that affected the late evening

In 25-54 adults, WQIK-FM remained the leader. The Country fixture has boosted its 25-54 share 70% in the last year to about a 17 share. WQIK increased its service orientation this sweep, adding 18 minutes per day more news, especially in the afternoon. External advertising relied more heavily on billboards, with minor newspaper advertising thrown in. Number two in the 25-54 derby, WKTZ-FM, remained viable with a stable 12 share.

Expanded Sample Frame was introduced to Jacksonville this sweep, with little apparent shock effect.

Average Persons 12+ Share Trends Monday-Sunday, 6am-N POP(00): 5901

A/M '79 WIVY-FM(R) 12.2 WKTZ-FM(RAN) 1.8 WQIK-FM(C) 11.0 WIVY-FM WKTZ-FM WKTZ-FM WPDQ-AM 11.1 WJAX-FM WIVY-FM WVOJ-AM WQIK-FM WOIK-FM WAPE-AM 9.8 WPDO-AM(B) WPDO-AM WVOJ-AM WAPE-AM WJAX-FM WAIV-FM WEYV-FM(A) WJEE-FM WJEE-FM 10 WSNY-AM 11 WOZN-AM 12 WEXI-AM WJAX-AM W.J.E.E.-EM (BM) WCGL-AM (B) WERD-AM (B) WERD-AM WEXI-AM 2.0 WOIK-AM WCRJ-AM WCGL-AM WOZN-AM WROS-AM (BM) WEXI-AM (M) WJAX-AM (PA) 15 WKTZ-AM WFOY-AM WERD-AM WBIX-AM WAYR-AM WSNY-AM WBIX-AM WQIK-AM WCRJ-AM (PL) WBKF-FM(C) WKUE-FM WCRJ-AM 20 WFOY-AM WBIX-AM (RL) WAYR-AM (RL) 0.8 WFOY-AM (BM) 0.7 WAOC-AM W.J.A.X.-A.M WEOY-FM (PA) 0.7

Average Persons Trends/Rankings

Total 12+ POP(00): 5901

Market

	A/M '79		O/N '79		A/M '80	
1	WIVY-FM	138	WKTZ-FM	102	WIVY-FM	108
2	WKTZ-FM	96	WPDO-AM	93	WKTZ-FM	104
3	WJAX-FM	75	WIVY-FM	92	WOIK-FM	97
4	WVOJ-AM	7.3	WOIK-FM	82	WPDO-AM	7.6
5	WOIK-FM	7.2	WAPE-AM	6.7	WVO.J-AM	5.8

M-F, 6-10am		
1 WVOJ-AM	WKTZ-FM	WAPE-AM
2 WIVY-FM	WAPE-AM	WQIK-FM
3 WAPE-AM	WOIK-FM	WKTZ-FM
4 WKTZ-FM 5 WOIK-FM	WVOJ-AM WIVY-FM	WIVY-FM WPDO-AM
	# 1 v 1 = P 21	WFDQ-Am
M-F, 3-7pm		
1 WIVY-FM	WPDQ-AM	WIVY-FM
2 WKTZ-FM 3 WQIK-FM	WIVY-FM WKTZ-FM	WKTZ-FM WQIK-FM
4 WPDQ-AM	WOIK-FM	WPDO-AM
5 WVOJ-AM	WVOJ-AM	WVOJ-AM

Teens M-S, 6am-Midnight		
POP(00): 781		
A/M '79	O/N '79	A/M '80
1 WIVY-FN 2 WPDO-AM	WPDO-AM WIVY-FM	WIVY-FM WPDO-AM
3 WAIV-FM	WJAX-FM	WAIV-FM
M-F, 6-10am	***** T 11	
M+,6-10am 1 WIVY-FM	WPDO-AM	WIVY-FM
2 WPDQ-AM	WPDQ-AM WIVY-FM	WPDO-AM
3 WAPE-AM	WOIK-FM	WAIV-FM
M-F, 3-7pm		
1 WIVY-FM	WPDQ-AM	WIVY-FM
2 WAIV-FM	WIVY-FM	WPDQ-AM
3 WPDQ -AM	WAIV-FM	WAIV-FM
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 2207		
A/M '79	O/N '79	A/M *80
1 WIVY-FM	WIVY-FM	WIVY-FM
2 W.JAX-FM	WAPE-AM	WPDQ-AM
3 WAPE-AM	WJAX-FM	WFYV-FM
4 WPDQ-AM	WPDQ-AM	WA PE-AM
5 WAIV-FM	WOIK-FM	WQIK-FM
M-F, 6-10am		
1 WAPE-AM	WAPF-AM	WA PE-AM
2 WIVY-FM	WIVY-FM	WIVY-FM
	WVOJ-AM	WQIK-FM
3 WAIV-FM		
4 WJAX-FM	WJAX-FM	WPDQ-AM
4 WJAX-FM 5 WQIK-FM	WJAX-FM WPDQ-AM	WPDQ-AM WFYV-FM
4 WJAX+FM 5 WQIK-FM W-F, 3-7pm		
4 WJAX+FM 5 WQIK-FM W-F, 3-7pm 1 WIVY-FM	WPDQ-AM WIVY-FM	WFYV-FM WIVY-FM
4 WJAX-FM 5 WQIK-FM WF.3-7pm 1 WIVY-FM 2 WAPE-AM	WPDQ-AM WIVY-FM WAPE+AM	WFYV-FM WIVY-FM WPDQ-AM
4 WJAX-FM 5 WQIK-FM WF.3-7pm 1 WIVY-FM 2 WAPE-AM	WPDQ-AM WIVY-FM WAPE-AM WPDQ-AM	WFYV-FM WIVY-FM WPDQ-AM WFYV-FM
4 WJAX-FM 5 WQIK-FM WF, 3-7pm 1 WIVY-FM 2 WAPE-AM 3 WPDQ-AM 4 WJAX-FM	WPDQ-AM WIVY-FM WAPE+AM WPDQ-AM WJAX-FM	WFYV-FM WIVY-FM WPDQ-AM WFYV-FM WQIK-FM
4 WJAX-FM WF, 3-7pm 1 WIVY-FM 2 WAPE-AM 3 WPDQ-AM 4 WJAX-FM 5 WQIK-FM	WPDQ-AM WIVY-FM WAPE-AM WPDQ-AM	WFYV-FM WIVY-FM WPDQ-AM WFYV-FM
4 WJAX-FM 5 WQ1K-FM WF,3-7pm 1 W1VY-FM 2 WAPE-AM 3 WPDQ-AM 4 WJAX-FM 5 WQ1K-FN Adults 25-54	WPDQ-AM WIVY-FM WAPE+AM WPDQ-AM WJAX-FM	WFYV-FM WIVY-FM WPDQ-AM WFYY-FM WQIK-FM
4 WJAX-FM 5 WQIK-FM WFF,3-7pm 1 WIVY-FM 2 WAPE-AM 3 WPDQ-AM 4 WJAX-FM 5 WQIK-FM Adults 25-54 M-S, 6am-Midnight	WPDQ-AM WIVY-FM WAPE+AM WPDQ-AM WJAX-FM	WFYV-FM WIVY-FM WPDQ-AM WFYY-FM WQIK-FM
4 WJAX-FM 5 WQIK-FM WFF,3-7pm 1 WIVY-FM 2 WAPE-AM 3 WPDO-AM 4 WJAX-FM 5 WQIK-FN Adults 25-54 MMS, Sam-Midnight POP(00): 2749	WPDQ-AM WIVY-FM WAPE-AM WPDQ-AM WJAX-FM WQIK-FM	WFYV-FM WIVY-FM WPDQ-AM WFYV-FM WQIK-FM WJAX-FM
4 WJAX-FM 5 WQTK-FM WHF,3-7pm 1 WTVY-FM 2 WAPE-AM 3 WPDQ-AM 4 WJAX-FM 5 WQTK-FN Adults 25-54 M-S, 6am-Midnight POP(00): 2749 A/M'79	WPDQ-AM WIVY-FM WAPE-AM WPDQ-AM WJAX-FM WQIK-FM	MA-ANAMA MA-ANAM MA-ANAM MA-ANAM MA-ANAM MA-ANAM MA-ANAM
4 WJAX-FM 5 WQ1K-FM MF,3-7pm 1 W1VY-FM 2 WAPE-AM 3 WPDQ-AM 4 JJAX-FM 5 WQ1K-FN Adults 25-54 MS, 6am-Midnight POP(00): 27 49 AM*79 1 W1VY-FM	WPDQ-AM WIVY-FM WAPE-AM WPDQ-AM WJAX-FM WOIK-FM O/N '79	WFYV-FM WIVY-FM WPDO-AM WFYV-FM WQIK-FM WJAX-FM
4 WJAX-FM 5 WQIK-FM WF,3-7pm 1 WIVY-FM 2 WAPE-AM 3 WPDO-AM 4 WJAX-FM 5 WQIK-FN Adults 25-54 MM,5 sam-Midnight POP(00): 2749 AM'79 1 WIVY-FM 2 WVJ-AM	WPDQ-AM WIVY-FM WAPE-AM WPDQ-AM WJAX-FM WQIK-FM O/N '79 WOIK-FM WKTZ-FM	WIVY-FM WIVY-FM WPDO-AM WFYV-FM WQIK-FM WJAX-FM AM WOIK-FM WOIK-FM
4 WJAX-FM 5 WQTK-FM WF,3-7pm 1 WIVY-FM 2 WAPE-AM 3 WPDQ-AM 4 WJAX-FM 5 WQTK-FN Adults 25-54 M-S, 6am-Midnight POP(00): 2749 AM'79 1 WIVY-FM 2 WVOJ-AM 3 WQTK-FM	WPDQ-AM WIVY-FM WAPE-AM WPDQ-AM WJAX-FM WQIK-FM O/N '79 WOIK-FM WKTZ-FM WVOJ-AM	WFYV-FM WIVY-FM WPDO-AM WFYV-FM WJAX-FM WJAX-FM A/M'80 WOIK-FM WKTZ-FM WKTZ-FM
4 WJAX-FM 5 WQIK-FM WF, 3-7pm 1 WIVY-FM 2 WAPE-AM 3 WPDO-AM 4 WJAX-FM 5 WQIK-FN Adults 25-54 M-S, 6am-Midnight POP(00): 2749 AM'79 1 WIVY-FM 2 WVOJ-AM 3 WQIK-FM 4 WKTZ-FM	WPDQ-AM WIVY-FM WAPE-AM WPDQ-AM WJAX-FM WQIK-FM O/N '79 WGIK-FM WXTZ-FM WVOJ-AM WAPE-AM	WFYV-FM WIVY-FM WPDQ-AM WFYV-FM WQIK-FM WJAX-FM A/M'80 WOIK-FM WKTZ-FM WIVY-FM WVQJ-AM
4 WJAX-FM 5 WQIK-FM WF,3-7pm 1 WIVY-FM 2 WAPE-AM 3 WPDO-AM 4 WJAX-FM 5 WQIK-FN Adults 25-54 MS, 6am-Midnight POP(00): 2749 AM'79 1 WIVY-FM 2 WVOJ-AM 3 WQIK-FM 4 WKTZ-FM 5 WAPE-AM	WPDQ-AM WIVY-FM WAPE-AM WPDQ-AM WJAX-FM WQIK-FM O/N '79 WOIK-FM WKTZ-FM WVOJ-AM	WIVY-FM WIVY-FM WIVY-FM WOIK-FM WATZ-FM WATZ-FM
4 WJAX-FM 5 WQTK-FM WF-3-7pm 1 WIVY-FM 2 WAPE-AM 3 WPDQ-AM 4 WJAX-FM 5 WQTK-FN Adults 25-54 M-S, 6am-Midnight POP(00): 2749 AJM '79 1 WIVY-FM 2 WVOJ-AM 3 WQTK-FM 4 WKTZ-FM 4 WKTZ-FM 5 WAPE-AM MF-6-10am	WPDQ-AM WIVY-FM WAPE-AM WPDQ-AM WJAX-FM WOIK-FM O/N '79 WOIK-FM WKTZ-FM WKTZ-FM WKYJ-AM WAPE-AM WIVY-FM	WFYV-FM WIVY-FM WPDO-AM WFYV-FM WOIK-FM WJAX-FM AM*80 WOIK-FM WKTZ-FM WIVY-FM WVOJ-AM
4 WJAX-FM 5 WQTK-FM WF,3-7pm 1 WIVY-FM 2 WAPE-AM 3 WPDQ-AM 4 WJAX-FM 5 WQTK-FN Adults 25-54 M-S, 6am-Midnight POP(00): 27 49 AM'79 1 WIVY-FM 2 WVOJ-AM 3 WQTK-FM 4 WKTZ-FM 5 WAPE-AM MF,6-10am 1 WAPE-AM	WPDQ-AM WIVY-FM WAPE-AM WPDQ-AM WJAX-FM WQIK-FM O/N '79 WGIK-FM WXTZ-FM WVOJ-AM WAPE-AM	WFYV-FM WIVY-FM WPDO-AM WFYV-FM WJAX-FM WJAX-FM WMAX-FM WTX-FM WTY-FM WTY-FM WVV-FM WOJ-AM WA PE-AM
4 WJAX-FM 5 WQIK-FM WF,3-7pm 1 WIVY-FM 2 WAPE-AM 3 WPDQ-AM 4 WJAX-FM 5 WQIK-FN Adults 25-54 MR,5am-Midnight POP(00): 2749 AMM '79 1 WIVY-FM 2 WVOJ-AM 3 WQIK-FM 4 WKTZ-FM 5 WAPE-AM MF,6-10am 1 WAPE-AM 2 WOIK-FM	WPDQ-AM WIVY-FM WAPE-AM WPDQ-AM WJAX-FM WOIK-FM WOIK-FM WKTZ-FM WVOJ-AM WAPE-AM WIVY-FM	WFYV-FM WIVY-FM WPDO-AM WFYV-FM WQIK-FM WJAX-FM A/M'80 WOIK-FM WKTZ-FM WKTZ-FM WVOJ-AM WA PE-AM
4 WJAX-FM 5 WQTK-FM WFF,3-7pm 1 WIVY-FM 2 WAPE-AM 3 WPDQ-AM 4 WJAX-FM 5 WQTK-FN Adults 25-54 M-S, 6am-Midnight POP(00): 27 49 AM'79 1 WIVY-FM 2 WVOJ-AM 3 WQTK-FM 4 WKTZ-FM 5 WAPE-AM M-F,6-10am 1 WAPE-AM 2 WQTK-FM 3 WQTK-FM 3 WQTK-FM 4 WKTZ-FM 5 WAPE-AM M-F,6-10am 1 WAPE-AM 3 WQTK-FM 3 WQTS-FM	WPDQ-AM WIVY-FM WAPE-AM WPDQ-AM WJAX-FM WQIK-FM O/N '79 WOIK-FM WVOJ-AM WAPE-AM WIVY-FM	WFYV-FM WIVY-FM WPDO-AM WFYV-FM WQIK-FM WJAX-FM A/M '80 WOIK-FM WKTZ-FM WIVY-FM WVOJ-AM WA PE-AM WA PE-AM WA PE-AM WA TZ-FM WYOJ-AM WA PE-AM WO J-AM WA PE-AM
4 WJAX-FM 5 WQIK-FM WF,3-7pm 1 WIVY-FM 2 WAPE-AM 3 WPDQ-AM 4 WJAX-FM 5 WQIK-FN Adults 25-54 MR,5am-Midnight POP(00): 2749 AMM '79 1 WIVY-FM 2 WVOJ-AM 3 WQIK-FM 4 WKTZ-FM 5 WAPE-AM MF,6-10am 1 WAPE-AM 2 WOIK-FM	WPDQ-AM WIVY-FM WAPE-AM WPDQ-AM WJAX-FM WOIK-FM O/N '79 WOIK-FM WYOJ-AM WAPE-AM WIVY-FM WAPE-AM WKTZ-FM WKTZ-FM	WFYV-FM WIVY-FM WPDO-AM WFYV-FM WJAX-FM WJAX-FM AM'80 WOIK-FM WKTZ-FM WVV-FM WVOJ-AM WA PE-AM WQIK-FM WQIK-FM WQIK-FM
4 WJAX-FM 5 WQIK-FM WF,3-7pm 1 WIVY-FM 2 WAPE-AM 3 WPDQ-AM 4 WJAX-FM 5 WQIK-FN Adults 25-54 M-S, 6am-Midnight POP(00): 2749 AM'79 1 WIVY-FM 2 WVOJ-AM 3 WQIK-FM 4 WKTZ-FM 5 WAPE-AM MF,6-10am 1 WAPE-AM 2 WVOJ-AM 3 WVOJ-AM 4 WKTZ-FM 5 WAPE-AM	WPDQ-AM WIVY-FM WAPE-AM WPDQ-AM WJAX-FM WOIK-FM WOIK-FM WKTZ-FM WVOJ-AM WAPE-AM WIVY-FM WAPE-AM WKTZ-FM WQIK-FM	WFYV-FM WIVY-FM WPDO-AM WFYV-FM WQIK-FM WJAX-FM A/M '80 WOIK-FM WKTZ-FM WIVY-FM WVOJ-AM WA PE-AM WA PE-AM WA PE-AM WA TZ-FM WYOJ-AM WA PE-AM WO J-AM WA PE-AM
4 WJAX-FM 5 WQTK-FM WFF,3-7pm 1 WIVY-FM 2 WAPE-AM 3 WPDQ-AM 4 WJAX-FM 5 WQTK-FN Adults 25-54 M-M-S, 6am-Midnight POP(00): 2749 AM '79 1 WIVY-FM 2 WVOJ-AM 3 WQTK-FM 4 WKTZ-FM 5 WAPE-AM MF,6-10am 1 WAPE-AM 2 WOIK-FM 3 WVOJ-AM 4 WTY-FM 5 WAPE-AM 4 WTY-FM 5 WAPE-AM 5 WYOJ-AM 6 WIVY-FM 7 WAPE-AM 8 WOJ-AM 9 WJ-AM 9 WJ	WPDQ-AM WIVY-FM WAPE-AM WPDQ-AM WJAX-FM WOIK-FM O/N'79 WOIK-FM WXTZ-FM WVOJ-AM WAPE-AM WIVY-FM WXTZ-FM WYOJ-AM WAPE-AM WYY-FM WYOJ-AM	WFYV-FM WIVY-FM WPDO-AM WFYV-FM WOIN-FM WOIN-FM WIVY-FM WIVY-FM WOIN-FM
4 WJAX-FM 5 WQIK-FM WF, 3-7pm 1 WIVY-FM 2 WAPE-AM 3 WPDO-AM 4 WJAX-FM 5 WQIK-FN Adults 25-54 MS, 6am-Midnight POP(00): 2749 AM '79 1 WIVY-FM 2 WVOJ-AM 3 WQIK-FM 4 WKTZ-FM 5 WAPE-AM MF, 6-10am 1 WAPE-AM 2 WOJK-FM 3 WVOJ-AM 4 WTY-FM 5 WAPE-AM 5 WAPE-AM MF, 6-10am 1 WAPE-AM 5 WAPE-AM 1 WAPE-AM 1 WAPE-AM 1 WYOJ-AM 3 WYOJ-AM 4 WIVY-FM 5 WKTZ-FM MF, 3-7pm 1 WIYY-FM	WPDQ-AM WIVY-FM WAPE-AM WPDQ-AM WJAX-FM WOIK-FM WOIK-FM WKTZ-FM WVOJ-AM WAPE-AM WIVY-FM WAPE-AM WKTZ-FM WQIK-FM	WFYV-FM WIVY-FM WPDO-AM WFYV-FM WQIK-FM WJAX-FM A/M '80 WOIK-FM WKTZ-FM WVV-FM WVOJ-AM WAPE-AM WAPE-AM WAPE-AM WAPE-AM WAPE-AM WYZ-FM WYOJ-AM
4 WJAX-FM 5 WQTK-FM WF,3-7pm 1 WIVY-FM 2 WAPE-AM 3 WPDQ-AM 4 WJAX-FM 5 WQTK-FN Adults 25-54 M-K, 6am-Midnight POP(00): 2749	WPDQ-AM WIVY-FM WAPE-AM WPDQ-AM WJAX-FM WOIK-FM WOIK-FM WOIK-FM WYOJ-AM WAPE-AM WIVY-FM WAPE-AM WYOJ-AM WAPE-AM WOIK-FM WOOJ-AM WOOJ-AM	WFYV-FM WIVY-FM WPDO-AM WFYV-FM WOIK-FM WJAX-FM A/M '80 WOIK-FM WKTZ-FM WVOJ-AM WAPE-AM WOIK-FM WKTZ-FM WVOJ-AM WIVY-FM WVOJ-AM
4 WJAX-FM 5 WQIK-FM WF,3-7pm 1 WIVY-FM 2 WAPE-AM 3 WPDO-AM 4 WJAX-FM 5 WQIK-FN Adults 25-54 MS, 6am-Midnight POP(00): 2749 AM '79 1 WIVY-FM 2 WVOJ-AM 3 WQIK-FM 4 WKTZ-FM 5 WAPE-AM MF,6-10am 1 WAPE-AM 2 WOJK-FM 3 WVJ-FM 5 WAPE-AM MF,6-10am 1 WAPE-AM 5 WAYE-FM 5 WAPE-AM MF,6-10am 1 WAPE-AM 6 WVJ-FM 5 WKTZ-FM 6 WKTZ-FM 6 WKTZ-FM 6 WKTZ-FM 6 WKTZ-FM	WPDQ-AM WIVY-FM WAPE-AM WPDQ-AM WJAX-FM WQIK-FM WOIK-FM WYOJ-AM WAPE-AM WIVY-FM WWTZ-FM WYOJ-AM WAPE-AM WYOJ-AM WAPE-AM WYOJ-AM WOIK-FM	WFYV-FM WIVY-FM WPDO-AM WFYV-FM WJAX-FM WJAX-FM A/M '80 WOIK-FM WKTZ-FM WIVY-FM WVOJ-AM WA PE-AM WA PE-AM WKTZ-FM WKTZ-FM WYOJ-AM WA PE-AM WYOJ-AM

Cume Persons Trends/Rankings

Total 12+ POP(00): 5901

	A/M '79		O/N '79		A/M '80	
1	WIVY-FM	1869	WIVY-FM	1355	WIVY-FM	170
2	WKTZ-FM	1342	WAPE-AM	1303	WA PE - AM	121
3	WA PE-AM	1241	WKTZ-FM	1256	WKTZ-FM	112
4	WOIK-FM	1172	WOIK-FM	1124	WOIK-FM	110
5	WAIV-FM	851	MA-LOVW	906	WPDO-AM	8 (
M-F, (5-10am					
1	WIVY-FM		WA PE-AM		WAPE-AM	
2	WAPE-AM		WKTZ-FM		WIVY-FM	
3	WQIK~FM		WOIK-FM		WKTZ-FM	
4	WKTZ-FM		WIVY-FM		WQIK-FM	
5	WVOJ-AM		WVOJ-AM		WPDO-AM	
M-F,	3-7pm					
1	WIVY-FM		WIVY-FM		WIVY-FM	
2	WKTZ-FM		WA PE-AM		WOIK-FM	
3	WAPE-AM		WKTZ-FM		WKTZ-FM	
4	WCIK-FM		WOIK-FM		WPDQ-AM	
5	WAIV-FM		WVOJ~AM		WAPE-AM	

Teen M-S, 6	is iam-Midnight		
POP	(00): 781		
	A/M *79	O/N '79	A/M '80
1	WIVY-FM	WIVY-FM	WIVY-FM
2	WAPE-AM	WAIV-FM	WAIV-FM
3	WQIK-FM	WPDQ-AM	WPDQ-AM
M-F, 6	i-10am		
1	WIVY-FM	WPPQ-AM	WIVY-FM
2	WQIK-FM	WIVY-FM	WAIV-FM
3	WAPE-AM	WAIV-FM	WPDO-AM
M-F, 3	-7pm		
1	WIVY-FM	WIVY-FM	WIVY-FM
2	WAIV-FM	WPDQ-AM	WAIV-FM
3	WAPE-AM	WAIV-FM	WPDO-AM

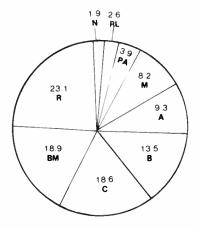
Adults 18-34

POP(00): 2207

A/M '79	O/N '79	A/M '80
1 WIVY-FM	WIVY-FM	WIVY-FM
2 WAPE-AM	WA PE-AM	WA PE-AM
3 WAIV-FM	WAIV-FM	WOIK-FM
4 WJAX-FM	WOIK-FM	WFYV-FM
5 WQIK-FM	WJAX-FM	WPD0-AM
M-F, 6-10am		
1 WIVY-FM	WAPE-AM	WA PE-AM
2 WAPE-AM	WIVY-FM	WIVY-FM
3 WAIV-FM	WJAX-FM	WPDO-AM
4 WJAX-FM	MA-LOVW	WOLK-FM
5 WQIK-FM	WQIK-FM	WFYV-FM
M-F, 3-7pm		
1 WIVY-FM	WIVY-FM	WIVY-FM
2 WAPE-AM	WAPE-AM	WFYV-FM
3 WJAX-FM	WAIV-FM	W PDO - AM
4 WAIV-FM	WJAX-FM	WA PE-AM
5 WQIK-FM	WPDQ-AM	WQIK-FM
M-S fam-Midnight		
POP(00): 2749	Obliza	4.04.100
POP(00): 2749 A/M '79	O/N '79	A/M '80
POP(00): 2749 A/M '79 + WIVY-FM	WOIK-FM	WAPE-AM
POP(00): 2749 A/M '79 # WIVY-FM 2 WOIK-FM	WOIK-FM WAPE-AM	WAPE-AM WOIK-FM
POP(00): 2749 A/M '79 # WIVY-FM 2 WOIK-FM 3 WKTZ-FM	WOIK-FM WAPE-AM WKTZ-FM	WAPE-AM WOIK-FM WIVY-FM
POP(OO): 2749 A/M'79 WIVY-FM 2 WOIK-FM 3 WKTZ-FM 4 WA PE-AM	WOIK-FM WAPE-AM WKTZ-FM WIVY-FM	WAPE-AM WOIK-FM WIVY-FM WKTZ-FM
POP(OO): 2749 AM'79 ! WIVY-FM 2 WOIK-FM 3 WKTZ-FM 4 WAPE-AM 5 WVOJ-AM	WOIK-FM WAPE-AM WKTZ-FM	WAPE-AM WOIK-FM WIVY-FM
POP(00): 2749 AM'79 # WIVY-FM 2 WOIK-FM 3 WKTZ-FM 4 WAPE-AM 5 WVOJ-AM M-F, 6-10am	WOIK-FM WAPE-AM WKTZ-FM WIVY-FM WVOJ-AM	WAPE-AM WQIK-FM WIVY-FM WKTZ-FM WVOJ-AM
POP(00): 2749 AJM '79 I WIVY-FM 2 WOIK-FM 3 WKTZ-FM 4 WAPE-AM 5 WVOJ-AM M-F, 6-10am 1 WIVY-FM	WOIK-FM WAPE-AM WKTZ-FM WIVY-FM WVOJ-AM WAPE-AM	WAPE-AM WOIK-FM WIVY-FM WKTZ-FM WVOJ-AM
POP(00): 2749 AM 79 ! WIVY-FM 2 WOIK-FM 3 WKTZ-FX 4 WAPE-AM 5 WVOJ-AM M-F, 6-10am 1 WIVY-FM 2 WOIK-FM	WOIK-FM WAPE-AM WKTZ-FM WIVY-FM WVOJ-AM WAPE-AM WQIK-FM	WAPE-AM WOIK-FM WIVY-FM WKTZ-FM WVOJ-AM WAPE-AM WOIK-FM
AM '79 WIVY-FM WOIK-FM WOIK-FM WATZ-FM WAY WAY WAY WOJ-AM WIVY-FM WOJK-FM WOJK-FM WAY WAY	WOIK-FM WAPE-AM WKTZ-FM WVOJ-AM WAPE-AM WQIK-FM WKTZ-FM	WAPE-AM WQIK-FM WIVY-FM WKTZ-FM WVOJ-AM WAPE-AM WQIK-FM WKTZ-FM
POP(OO): 2749 AM '79 I WIVY-FM 2 WOIK-FM 3 WKTZ-FM 4 WA PE-AM 5 WVOJ-AM MF, 6-10am 1 WIVY-FM 2 WOIK-FM 3 WA PE-AM 4 WVOJ-AM	WOIK-FM WAPF-AM WKTZ-FM WIVY-FM WVOJ-AM WAPE-AM WOIK-FM WKTZ-FM WKTZ-FM WVOJ-AM	WAPE-AM WQIK-FM WIVY-FM WKTZ-FM WVOJ-AM WAPE-AM WQIK-FM WKTZ-FM WKTZ-FM
POP(00): 2749 AM 79 I NIVY-FM 2 WOIK-FM 3 WKTZ-FM 4 WAPE-AM 5 WVOJ-AM MF, 6-10am 1 WIVY-FM 2 WOIK-FM 3 WAPE-AM 4 WVOJ-AM 5 WKTZ-FM	WOIK-FM WAPE-AM WKTZ-FM WVOJ-AM WAPE-AM WQIK-FM WKTZ-FM	WAPE-AM WQIK-FM WIVY-FM WKTZ-FM WVOJ-AM WAPE-AM WQIK-FM WKTZ-FM
POP(00): 2749 AJM '79 I WIVY-FM 2 WOIK-FM 3 WKTZ-FM 4 WAPE-AM 5 WVOJ-AM MF, 6-10am 1 WIVY-FM 2 WOIK-FM 3 WA PE-AM 4 WVOJ-AM 5 WKTZ-FM MF, 3-7pm	WOIK-FM WAPF-AM WKTZ-FM WVOJ-AM WAPF-AM WQIK-FM WKTZ-FM WVOJ-AM WIVY-FM	WAPE-AM WQIK-FM WIVY-FM WKTZ-FM WVOJ-AM WAPE-AM WQIK-FM WKTZ-FM WIVY-FM WVOJ-AM
POP(OO): 2749 AJM '79 # WIVY-FM 2 WOIK-FM 3 WKTZ-FM 4 WAPE-AM 5 WVOJ-AM MF, 6-10am 1 WIVY-FM 2 WOIK-FM 3 WAPE-AM 4 WVOJ-AM 5 WKTZ-FM MF, 3-7pm 1 WIVY-FM	WOIK-FM WAPF-AM WKTZ-FM WIVY-FM WVOJ-AM WAPE-AM WOIK-FM WKTZ-FM WVOJ-AM WIVY-FM	WAPE-AM WOIK-FM WIVY-FM WKTZ-FM WVOJ-AM WAPE-AM WOIK-FM WKTZ-FM WIVY-FM WVOJ-AM
POP(00): 2749 AM 79 I WIVY-FM 2 WOIK-FM 3 WKTZ-FM 4 WAPE-AM 5 WVOJ-AM MF, 6-10am 1 WIVY-FM 2 WOIK-FM 3 WA PE-AM 4 WVOJ-AM 5 WKTZ-FM MF, 3-7pm 1 WIVY-FM 2 WGTZ-FM	WOIK-FM WAPF-AM WKTZ-FM WIVY-FM WVOJ-AM WAPE-AM WQIK-FM WKTZ-FM WKTZ-FM WIVY-FM WOIK-FM WAPE-AM	WAPE-AM WQIK-FM WIVY-FM WKTZ-FM WVOJ-AM WAPE-AM WQIK-FM WKTZ-FM WKTZ-FM WVOJ-AM WOIK-FM WVVY-FM
POP(00): 2749 AJM '79 I WIVY-FM 2 WOIK-FM 3 WKTZ-FM 4 WAPE-AM 5 WVOJ-AM M-F, 6-10am 1 WIVY-FM 2 WQIK-FM 3 WAPE-AM 4 WVOJ-AM 5 WKTZ-FM M-F, 3-7pm 1 WIVY-FM 2 WQIK-FM 3 WAPE-AM 4 WVOJ-AM 5 WKTZ-FM	WOIK-FM WAPF-AM WKTZ-FM WVOJ-AM WAPF-AM WQIK-FM WKTZ-FM WVOJ-AM WIVY-FM WOIK-FM WAPF-AM	WAPE-AM WQIK-FM WIVY-FM WKTZ-FM WVOJ-AM WAPE-AM WQIK-FM WKTZ-FM WIVY-FM WVOJ-AM
POP(00): 2749 AM 79 I WIVY-FM 2 WOIK-FM 3 WKTZ-FM 4 WAPE-AM 5 WVOJ-AM MF, 6-10am 1 WIVY-FM 2 WOIK-FM 3 WA PE-AM 4 WVOJ-AM 5 WKTZ-FM MF, 3-7pm 1 WIVY-FM 2 WGTZ-FM	WOIK-FM WAPF-AM WKTZ-FM WIVY-FM WVOJ-AM WAPE-AM WQIK-FM WKTZ-FM WKTZ-FM WIVY-FM WOIK-FM WAPE-AM	WAPE-AM WQIK-FM WIVY-FM WKTZ-FM WVOJ-AM WAPE-AM WQIK-FM WKTZ-FM WKTZ-FM WVOJ-AM WOIK-FM WVVY-FM

Format Penetration Chart

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



Format Legend

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

R&R RATINGS REPORT/1980

Johnson City-**Kingsport-Bristol**

83

A/M '80 Market Overview

The Johnson City-Kingsport-Bristol area is "Country" country, as the top two stations were WXBQ and WJCW. AOR WQUT enjoyed a good book, while former market leader WKPT-FM and Top 40 WJSO each took a tumble

It should be noted here that owing to sampling changes implemented by Arbitron, the results from this sweep may not be precisely comparable to previous tallies. Sampling units in the metro were revised - in the past, certain counties were lumped together into one sampling unit, whereas in this sweep each metro county stood independently. This means there were more diaries in the metro, and that the Persons-Per-Diary-Values (cume values) were different. Sample balancing and weighting would be affected by the revisions noted, so this survey and last may really be apples and oranges. Those evaluating

the market for advertising purposes will need to review results from the Fall '80 book to see if significant trends appear.

In 25-54's, WXBQ enjoyed a tremendous surge. The station rose from about 5% to almost 18%, tops in the market. The audience core for WXBQ lay in the 25-44 cell, so the station not only scored well 25-54, but ranked a strong second too among

Country competitor WJCW's 25-54 share rose by almost 60%, up to virtually 16. WJCW spent more on newspaper advertising, and brought in a new midday personality. WKPT-FM, the BM station that was tops last year in both 12+ and 25-54, slipped by 20% in the latter department.

A decline that can't be overlooked was suffered by WJSO. Last year the station was tied with WQUT for the 18-34 led. This year WQUT was dominant among young adults, while WJSO lost more than half its 18-34 numbers. WQUT, with more than a 17 share of young adults, is a very strong 18-24 station, well-balanced in that demo between males and females. On-air WQUT decreased its spot load from 14to 10 minutes and lightened up the music since last sweep. Advertising on the station's behalf consisted of TV and newspaper media.

Average Persons 12+ Share Trends Monday-Sunday, 6em-Midnight

	A/M 178		A/M 179		A/M 180
1	WJCW-AM	12.5	WKPT-FM	10.1	WX BO-FM (C) 12.0
2	WF HG - AM	9.8	WJCW-AM	9.3	WJCW-AM (C) 11 9
3	WJSO-AM	7.7	WKIN-AM	9.3	WQUT-FM (A) 10.1
4	WKIN-AM	7.3	WFHG-AM	8 - 7	WKPT-FM (BM) 7.6
5	WOUT-FM	6.7	WQUT-FM	7.9	WF HG-AM (R) 7.5
6	WKPT-FM	5.4	WJS0-AM	7.7	WKIN AM (R) 6.7
7	WFHG-FM	5.0	WETB-AM	5.0	WETB-AM (R) 6.7
8	WETB-AM	4.4	WZAP-AM	5.0	WZAP-AM (C) 4-4
9	WK PT - AM	3.9	WEMB-AM	4.4	WGOC-AM (C) 3.1
10	WZAP-AM	3.9	WIDD-FM	3.8	WJSO-AM (R) 2.7
1.1	WGOC-AM	3.9	WKPT-AM	3.8	WKPT-AM (PA) 2 - 5
12	WGAT-AM	3.5	WXB0~FM	3 . 6	WMCH-AM (C) 2.5
13	WOPI-AM	2.9	WMC H-AM	2.4	WBBI-AM (C) 1.7
14	WBIR-FM	2.7	WBBI-AM	2 - 0	WBEJ-AM (PA) 1.7
15	WMCH-AM	2.1	WBIR-FM	2 - 0	WIMZ-FM (A) 1.7
16	WBEJ-AM	1.9	WIVK-FM	1 - 6	WRGS-AM (PA) 1.5
1 7	WEMB-AM	1.9	WGAT-AM	1.4	WEMB-AM (C) 1.3
18	WRGS-AM	1.3	WBBI-FM	1.2	WIVK-FM (C) 1.1
19	WRJZ-AM	1.3	WGAT-FM	1.2	WIDD-FM (C) 1.0
20	WIDD AM	1.2	WOPI-AM	0.8	WGAT-AM (C) 1.0
2 1	WKYE-AM	1.2	WGOC-AM	0.8	WOPI-AM (FO) 1-0
2 2	WIDD-FM	1.0	WIDD-AM	0.8	WOKI-FM (R) 1.0
2.3	WBBI AM	0.8	WBEJ-AM	0.6	WABN-FM (M) 0-6
2 4	WI.AC-AM	0 - 6	WOKI-FM	0.4	WIDD-AM (C) 0.6
2 5	WOKI-FM	0.6	WLOS-FM	0.4	WKYE-AM (PA) 0.6
26	WBBI FM	0 • 4			
2 7	WGAT-FM	0.4			
28	WIVK-FM	0.4			

Average Persons Trends/Rankings

A/M 179

WKPT-FM

WX BQ-FM

62 53

VI-S, 6am-Midnigh	t	
POP(00): 34	4	3
A/M '78		

WJCW-AM WFHG-AM

2	WF HG - AM	51	WJCW-AM	47	WJ CW - AM	
3	WJSO-AM	40	WKIN-AM	47	WOUT-FM	
4	WKIN-AM	38	WF HG-AM	44	WKPT-FM	
5	WQUT-FM	3 5	WQUT-FM	40	WFHG-AM	
M-F, 6-1	l 0em					
1	WJ CW - AM		WJ CW - AM		WJ CW - AM	
2	WFHG-AM		WF HG-AM		WXBQ-FM	
3	WJS0-AM		WKPT-FM		WE HG-AM	
4	WKPT-FM		WJSO-AM		WOUT-FM	
5	WKPT-AM		WKIN-AM		WK PT-FM	
M-F, 3-7	7pm					
1	WJCW-AM		WKPT-FM		WXBO-FM	
2	WFHG-AM		WF HG-AM		WJCW-AM	
3	WJSO-AM		WKIN-AM		WQUT-FM	
4	WKIN-AM		WJ CW - AM		WF H G-AM	
	WFHG-FM		WJSO-AM		WKPT-FM	

I C for Midelahi

OP(00)	: 405		
A	M '78	A/M 179	A/M '80
1 WF	HG-AM	WF H G-AM	WETB-AM
2 WJ	SO-AM	WKIN-AM	WF HG-AM
3 WE	TB-AM	WJSO-AM	WQUT-FM
M-F, 6-10ar	n		
1 WF	HG-AM	WF H G - A M	WFHG-AM
2 WJ	SO-AM	WJSO-AM	WKIN-AM
3 WK	IN-AM	WKIN-AM	WETB-AM
M-F, 3-7pm			
1 WJ	SO-AM	WF HG-AM	WF HG-AM
2 WF	HG-AM	WKIN-AM	WETB-AM
3 WE	TB-AM	WJSO-AM	WOUT-FM

M-S, 6am-Midnigh

	A/M '78	A/M 179	A/M 180
1	WJSO-AM	WOUT-FM	WOUT-FM
2	WKIN-AM	WJSO-AM	WXBQ-FM
3	WQUT-FM	WKIN-AM	WETB-AM
4	WF HG - AM	WF HG-AM	WFHG-AM
5	WJ CW - AM	WJCW-AM	WKIN-AM
W-F, 6-	10am		
1	WFHG-AM	WF H G - A M	WOUT-FM
2	WJCW-AM	WJCW-AM	WX BQ-FM
3	WJSO-AM	WJSO-AM	WFHG-AM
4	WOUT-FM	WQUT-FM	WJCW-AM
5	WKIN-AM	WKIN-AM	WKI N-AM
W-F, 3-7	7pm		
1	WKIN-AM	WQUT-FM	WQUT-FM
2	WJSO-AM	WKIN-AM	WXBQ-FM
3	WF HG - FM	WF H G ~ A M	WKIN-AM
4	WF HG - AM	WJSO-AM	WETB-AM
5	WJCW-AM	WJCW-AM	WFHG-AM

Adults 25-54

mo,	0	# 111.	WILL	mig	JΠ	Œ	
O P	{	0.0):	1	6	4	1

	A/M '78	A/M '79	A/M '80
1	WJCW-AM	WKPT-FM	WXBO-FM
2	WF HG - AM	WJCW-AM	WJCW-AM
3	WFHG-FM	WKIN-AM	WKPT-FM
4	WKPT-FM	WF HG-AM	WKI N-AM
5	WGOC-AM	WZAP-AM	WQUT-FM
M-F, 6-	10em		
1	WJCW-AM	WJCW-AM	WJCW-AM
2	WFHG-AM	WF HG-AM	WXBQ-FM
3	WKPT-FM	WKPT-FM	WKPT-FM
4	WJS0-AM	WEMB-AM	WF HG-AM
5	WFHG-FM	WKIN-AM	WQUT-FM
W-F, 3-	7pm		
1	WJ CW-AM	WK PT-FM	WXBQ-FM
2	WFHG-AM	WKIN-AM	WJ CW - AM
3	WFHG-FM	WJ CW - AM	WKPT-FM
4	WGO C - AM	WF H G - A M	WZAP-AM
5	WKPT-FM	WZAP-AM	WF H G-AM

Cume Persons Trends/Rankings

Total 12+

POP(00): 3443					
	A/M 178		A/M '79		A/M '80	
1	WFHG-AM	791	WKPT-FM	713	WJCW-AM	766
2	WJCW-AM	771	WJCW-AM	711	WQUT-FM	742
3	WKIN-AM	572	WF HG-AM	671	WF HG-AM	6.82
4	WJSO-AM	52 1	WJSO-AM	578	WK PT-FM	6 6 2
5	WKPT-FM	476	WQUT-FM	540	WXBQ-FM	62 7
M-F, 6	-10am					
1	WJCW-AM		WJ CW-AM		WJ CW - AM	
2	WFHG-AM		WF H G-AM		WFHG-AM	
3	WJSO-AM		WKPT-FM		WXBO-FM	
4	WKIN-AM		WKIN-AM		WQUT-FM	
5	WKPT-AM		WJSO-AM		WKPT-FM	
M-F, 3-	7pm					
1	WJCW-AM		WK PT-FM		WJCW-AM	
2	WF HG - AM		WF HG-AM		WQUT-FM	
3	WJSO-AM		WJSO-AM		WXBC-FM	
4	WKIN-AM		WJ CW-AM		WF HG-AM	
5	WOUT-FM		WKIN-AM		WETB-AM	

M-S. 6em-Midnight POP(00): 405 A/M '78 A/M 179 A/M '80 WF HG -AM WJS0-AM WETB-AM 3 WOUT-FM WF HG - AM M-F, 6-10am WEHG-AM WKINHAM WE HIGHAM WKIE-AM WETB-AM 3 WKIN-AM M-F, 3-7pm WFHG-AM WJSO-AM WETS-AM WOUT-FM WFHG-AM 2 WJSO-AM 3 WETB-AM WKIN-AM Adults 18-34

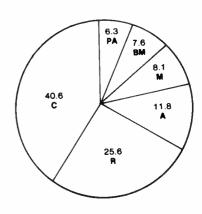
M-S, 6am-Midnight POP(00): 1245

	A/M '78	A/M 179	A/M '80
1	WF HG-AM	WQUT-FM	WOUT-FM
2	WQUT-FM	WF HG-AM	WFHG-AM
3	WJS0-AM	WJSO-AM	WXBO-FM
4	WKIN-AM	WJ CW-AM	WJ CW-AM
5	WJCW-AM	WETB-AM	WETB-AM
M-F, 6-	10am		
1	WF HG - AM	WF H G - AM	WOUT-FM
2	WJS0-AM	WQUT-FM	WF H G-AM
3	WKIN-AM	WJSO-AM	WJCW-AM
4	WQUT-FM	WJCW-AM	WXBO-FM
5	WJ CW - AM	WKIN-AM	WKIN-AM
M-F, 3-	7pm		
1	WF HG - AM	WF H G-AM	WOUT-FM
2	WJSO-AM	WJSO-AM	WETB-AH
3	WKIN-AM	WQUT-FM	WFHG-AM
4	WOUT-FM	WKIN-AM	WX BQ-FM
	WFHG-FM	WJ CW - AM	WKI N-AM

	A/M '78	A/M 179	A/M '80
1	WJCW-AM	WJCW-AM	WJCW-AM
2	WF HG - AM	WKPT-FM	WXBQ-FM
3	WF HG - FM	WF HG-AM	WKPT-FM
4	WKIN-AM	WKIN-AM	WF H G - A M
5	WKPT-FM	WKPT-AM	WKIN-AM
A-F, 6-	10am		
1	WJCW-AM	WJ CW - AM	WJCW-AM
2	WF HG - AM	WF H G-AM	WXBQ-FM
3	WJSO-AM	WKPT-FM	WF H G-AM
4	WF HG -F M	WKIN-AM	WKPT-FM
5	WK PT-AM	WJSO-AM	WK PT-AM
AF, 3-	7pm		
1	WJCW-AM	WJ CW - AM	WJCW-AM
2	WF HG -AM	WKPT-FM	WXBO-FM
3	WJSO-AM	WF HG-AM	WKPT-FM
4	WF HG ~ F M	WKIN-AM	WFHG-AM
5	WKPT-FM	WJ SO - AM	WKI N-AM

Format Penetration Chart

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



Format Legend

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

Johnstown, PA

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R&R RATINGS REPORT/1980 •	I	hns	tox
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S .	mana Das	sons 12+ Shar	
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Z	-	y, 6am-Midnight	
F P0	P(00):	2264	
- ≴		AMI '80	
~	1	WJ AC-AM	(C) 14.8
95 26	2	WCRO-AM	(A) 10.3
œ	3	WJAC-FM	(BM) 9.7
	4	WDVE-FM	(A) 7.8
	5	WIYQ-FM	(C) 6.7
	6	WJNL-FM	(PA) 6.1
	7	WJNL-AM	(PA) 5.3
	8	WPEZ-FM	(A) 4-2
	9	WWBR-AM	(C) 4.2
	10	WVSC-FM	(PA) 3.9
	1.1	FDKA AM	(PA) 2.5
	1 2	WNCC-AM	(PA) 2.5
	13	WVSC-AM	(PA) 2.2
	1 4	WF BG - AM	(A) 1,9
	15	WYDD-FM	(A) 1.7
	16	WAMO-AM	(PA) 1,4
	17	WX KX - FM	(A) 1.4
	18	WFRB-FM	(C) 1 · 1
	19	WAMO-FM	(8) 1.1
	20	WDSY-FM	(C) 0.8
	2 1	WEND-AM WERB-AM	(PA) ().8 (C) ().6
	22		
	2 3	WEEP-AM	(C) 0.6 (C) 0.6
	24 25	WVAM-AN WRNL-AM	(C) 0.6
	2 3	SECUL TO THE	, · · · · · ·

# **Average Persons** Rankings

Total 12+ M-S, 6am-Midnight

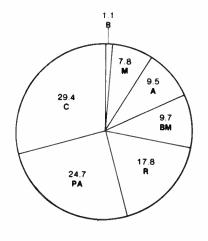
POP(00):	2264				
A/M *80					
1	WJAC-AH	53			
2	WCRO-AM	37			
3	WJAC-FM	3.5			
4	W DV E - F M	28			
5	WIYO-FM	2 4			
M-F, 6-10am					
1	WJAC AM				
2	WCRO-AM				
3	WJNL-AM				
4	WJAC-FH				

F, 3-7pm	
1	WJAC-AM
2	WJAC-FK
3	WCRO-AM
4	WDVE-FM
5	WIYO-FM
ens	d-t-bd
<b>S,6am-Mi</b> c P(00):	•
	A/M *80
1	WPEZ-FM
2	WDVE-FM
3	WCRO-AM
-F, 6-10am	
1	WDVE-FM
2	WCRO-AN
3	WPEZ-FM
-F. 3-7pm	
1	WPEZ-FM
2	WCRO-AM
3	WDVE-FM

	966	
101(00).	A/M '80	
1	WJAC-AM	
2	WJAC-FM	
3	WCRO-AM	
4	WIYQ-FM	
5	WJNL~AM	
M-F, 6-10am		
1	WJ AC-AM	
2	WCRO-AM	
3	WJNL-AM	
4	WJAC-FM	
5	WIYQ-FM	
M-F, 3-7pm		
1	WJ AC-AM	
2	WJAC-FM	
3	WCRO-AM	
4	WIYQ-FM	
5	WDVE-FM	
С	ume Persons	
	Rankings	
Total 12+ M-S, 6am-Mic	•	

1	WPVE-FM
2	WC R O - AM
3	WPEZ-FM
M-F, 3-7pm	
1	WPEZ-FM
2	WCRO-AM
3	WDV E-FM
Adults 18- M-S, 6am-Mi	
POP(00):	•
	A/M '80
1	WCRO-AM
2	WDVE-FM
3	WJAC-AM
4	WJAC-FM
5	WPEZ-FM
M-F, 6-10am	
1	WCRO-AM
2	WDVE-FM
3	WJAC-AM
4	WIYQ-FM
5	WJNL-FM

8	M-F, 3-7pm		
	1	WCRO-AM	
	2	WDVE-FM	
	3	WJAC-AM	
	4	WJAC-FM	
	5	WJNL-FM	
ı	Adults 25-5 M-S, 6am-Mid	•	
۹	POP(00):	966	
ı		A/M '80	
	1	WJAC-AM	
ı	2	WJAC-FM	
۱	3	WCRO-AM	
	4	WIYQ-FM	
1	5	WJNL-FM	
	M-F, 6-10am		
1	1	WJAC-AM	
ı	2	WCRO-AM	
	3	WJAC-FM	
	4	WJNL-AM	
ı	5	WIYQ-FM	
ı	M-F, 3-7pm		
	1	WJAC-AM	
	2	WJAC-FM	
ı	3	WCRO-AM	
	4	WIYQ-FM	
П	5	WJNL-FM	



# WCRO-AM WJAC AM WJNL-FH M-F, 6-10am

WCRO-AM WDVE-FM WJAC-AM WIYQ-FM WJNL-AM

WCRO-AM WDVE~FM WJAC-AM WJNL-FM WJAC-FM

M-F, 3-7pm

M-F, 3-7pm		
1	WJAC-AM	
2	WJAC-FM	
3	WCRO-AM	
4	WDVF-FM	
5	WJNL-FM	
Teens M-S, 6am-Mi	idnight	
POP(00)	: 311	
	A/M *80	
1	WPEZ-FM	
2	WDVE-FM	
3	WCRO-AM	

WJAC-FM WCRO-AM WJNL-FM WJFL-AM

WCRO-AM WJNL-AM WJAC-FM

WJNL-FM

# **Denver-Boulder** Continued from Page 84

Adults 25-54 M-S, 6am-Midnight POP(00): 6598

Data from Market Buy Market IM

101(00). 0370		
A/M '79	O/N '79	A/M '80
1 KHOW-AM	KOA -AM	K HO W-AM
2 KOA -AM	KHOW-AM	KIMN-AM
3 KOSI-FM	KIMN-AM	KOA -AM
4 KLIR-FM	KOSI-FM	KLI R-FM
5 KIMN-AM	KLIR-FM	KLZ -AM
6 KOSI-AM	KIZ -AM	KOS I - FM
7 KBPI-FM	KV OD-FM	KBPI-FM
8 KLZ -AM	KBPI-FM	KV OD - F M
9 KTLK-AM	KTLK-AM	KPPL-FM
10 KVOD-FM	K P P L - F M	KOSI-AM
M-F, 6-10am		
1 KHOW-AM	K HO W - A M	K HO W-AM
2 KOA -AM	KOA -AM	KOA -AM
3 KLIR-FM	KIMN-AM	K IMN-AM
4 KIMN-AM	KLZ -AM	KLZ -AM
5 KOSI-FM	KOSI-FM	KLIR-FM
6 KOSI-AM	KVOD-FM	KOSI-FM
7 KLZ '-AM	KLI R-FM	KBPI-FM
8 KVQD-FM	KTLK-AM	KP PL - FM
9 KDEN-AM	KPPL-FM	KV OD - F M
10 KTLK-AM	KBPI-FM	KDEN-AM

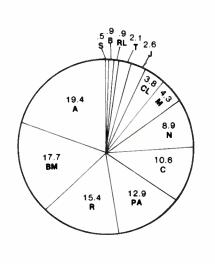
M-F, 3-7	pm		
1	KHOW-AM	K HO W - A M	K HO M − W №
2	KOSI-FM	KIMN-AM	KIMN-AM
3	KOA -AM	KOA -AM	KLZ -AN
4	KL IR - FM	KLZ -AM	KLIR-FN
5	KIMN-AM	KOSI-FM	KOA -AM
6	KOSI-AM	KLIR-FM	KOSI-F™
7	KLZ -AM	KV OD-FM	KBPI-FM
8	KOAQ-FM	KTLK-AM	KV OD − F M
9	KPPL-FM	KPPL-FM	KPPL-FM
10	KTLK-AM	KOAQ-FM	KOS I-A™

# **Format Penetration Chart**

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

# Format Legend

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



# Kalamazoo-Portage

METRO RANK

124

rerage Persons 12+ Share Trends

nday-Sund	ay, 6am-Midnight	
P(00):	2264	

AM '79		O/N '79		A/M '80	
1 WKZO-AM	13.6	WKZO-AM	13.5	WKZO-AMPA)1	6.3
2 WKMI-AM	12.0	WK FR-FM	9.9	WKMI-AM (70) t	2.8
3 WOLR-FM	10.5	WKM I-AM	9.6	WKFR-FMM l	1.1
4 WGRD-FM	8.3	WOOD-FM	9.6	WGRD-FM(PR)	8.7
5' WOOD-FM	7.4	WGRD-FM	7.9	WLAV-FM(A)	7.0
6 WKFR-FM	7.1	WQLR-FM	7.9	WQLR-FM(MM)	6.4
7 WMAO-AM	4.6	WLAV-FM	5.3	WOOD-FM (BM)	5.8
8 WLAV-FM	4.3	WBUK-AM	5.0	WJFM-FM(M)	4.4
9 WBUK-AM	2.8	WKPR-AM	3.6	WMAQ-AM(C)	3.5
10 WKPR-AM	2.2	WJFM-FM	3.3	WNWN-FM(C)	3.2
11 WJOR-AM	1.2	WMAO-AM	3.3	WBUK-AM(C)	2.9
12 WYYY-AM	0.9	WFFX-FM	2 • 3	WKPR-AM (ML)	2.0
13 WJFM-FM	0.9	WNWN-FM	2 • 3	WLS -AM(R)	1.2
14 WBCK-AM	0.9	WLS -AM	2.0	WYYY-AM (PD)	1.2
15 WGN -AM	0.6	WYYY-AM	1.3	WBBM-AM (MG	0.9
16 WBBM-AM	0.6	WGN -AM	1.3	WHFB-FM(MM)	0.9
17 WLS -AM	0.6	WBCK-AM	0.7	WFFX-FM(A)	0.6
18 WGRD-AM		WJOR-AM	0.7	WGN -AMPA	0.6
19		WGRD-AM		W O OD - AM (PA)	0.3

# WJOR-AM Average Persons Trends/Rankings

tal 12+	
S, 6am-Mid	night
P(00):	2264

	AM '79		O/N '79		A/M '80	
1	WKZO-AM	44	WKZO-AM	41	WKZO-AM	56
2	WKMI-AM	39	WK FR - F M	30	WKMI-AM	44
3		34	WKMI-AM	29	WKFR-FM	38
4	WGRD-FM	27	WOOD-FM	29	WGRD-FM	30
5	WOOD-FM	24	WGRD-FM	24	WLAV-FM	24
F, 6	-10am					
1	WKZO-AM		WKZO-AM		WKZO-AM	
2	WKM T-AM		WKMI-AM		WKMI-AM	

2	WKMI-AM	WKMI-AM	WKMI-AM
3	WQLR-FM	WQLR-FM	WK FR - FM
	WOOD-FM	WOOD-FM	WGRD-FM
5	WGRD-FM	WK FR-FM	WQLR-FM
<b>F</b> , 3	-7pm		
1	WKMI-AM	WK FR - FM	WKMI-AM
2	WGRD-FM	WKMI-AM	WKZO-AM
3	WOLR-FM	WKZO-AM	WKFR-FM
	WKZO-AM	WOOD-FM	WGRD-FM
	UFED - EM	W CR D - F M	WOLR - FM

# вепя

00): 287		
A/M '79	O/N '79	A/M '80
WGRD-FM	WGRD-FM	WGRD-FM
WKMI-AM	WKMI-AM	WKMI-AM
WLAV-FM	WK FR - FM	WKFR+FM
-10em		
WGRD-FM	WGRD-FM	WGRD-FM
WKMI-AM	WKMI-AM	WKMI-AM
WLS -AM	WLAV-FM	WLAV-FM
-7pm		
WGRD-FM	WGRD-FM	WGRD-FM
WKMI-AM	WKMI-AM	WKMI-AM
WLAV-FM	WKFR-FM	WLAV-FM
	WGRD-FM WKMI-AM WLAV-FM 	AM'79 ON'79  WGRD-FM WGRD-FM WKMI-AM WKMI-AM WKFR-FM

# duits 18-34

# OP(00): 928

	A/M '79	O/N '79	A/M '80	
1	WKMI-AM	WKFR-FM	WKMI-AM	
2	WK FR -FM	WKMI-AM	WKFR-FM	
3	WLAV-FM	WLAV-FM	WLAV-FM	
4	WGRD-FM	WGRD-FM	WGRD-FM	
5	WMAQ-AM	WJFM-FM	WJFM-FM	
F, 6	-10am			
1	WKMI-AM	WK FR - FM	WK MI-AM	
2	WKFR-FM	WKMI-AM	WKFR-FM	
3	WKZO-AM	WGRD-FM	WLAV-FM	
4	WMAO-AM	WQLR-FM	WGRD-FM	
5	WLAV-FM	WLS -AM	WKZO-AM	
F, 3-	7pm			
1	WKMI-AM	WKFR-FM	WKMI-AM	
2	WK FR - FM	WKMI-AM	WKFR-FM	
3	WLAV-FM	WLAV-FM	WLAV-FM	
4	WGRD-FM	WGRD-FM	WJFM-FM	
5	WMAQ-AM	WJFM-FM	WGRD-FM	
duł	ts 25-54			

	Millian Millian Control		
0 P (	00): 1015		
	AM '79	O/N '79	A/M 180
1	WOLR-FM	WKZO-AM	WK ZO - AM
2	WKZO-AM	WQLR-FM	WKMI-AM
3	WKMI-AM	WK FR - FM	WKFR-FM
4	WOOD-FM	WKMI-AM	WQLR-FM
5	WKFR-FM	WOOD-FM	WGRD-FM
HF, 6	-10em		
1	WKZO-AM	WKZO-AM	WKZO-AM
2	WQLR-FM	WKMI-AM	WKMI-AM
3	WKMI-AM	WQLR-FM	WK FR - FM
4	WOOD-FM	WKFR-FM	WQLR-FM
5	WMAQ-AM	WOOD-FM	WOOD-FM
HF, 3	-7pm		
1	WQLR-FM	WKMI-AM	WKZO-AM
2	WKMI-AM	WKFR-FM	WKFR-FM
3	WOOD-FM	WKZO-AM	WKMI-AM
4	WMAQ-AM	WOOD-FM	WQLR-FM
5	WK FR - FM	WQLR-FM	WGRD-FM

# **Cume Persons Trends/Rankings**

	A/M '79		O/N '79		A/M '80	
1	WKMI-AM	819	WKMI-AM	779	WKZO-AM	903
2	WKZO-AM	758	WKZO-AM	722	WKMI-AM	778
3	WGRD-FM	529	WKFR-FM	490	WK FR-FM	5 3 3
4	WQLR-FM	497	WGRD-FM	468	WGRD-FM	48 8
5	WKFR-FM	462	WQLR-FM	389	WQLR-FM	407
4F, 6	-10am					
1	WKZO-AM		WKZO-AM		WKZO-AM	
2	WKMI-AM		WKMI-AM		WKMI-AM	

4	WQLR-FM	497	WGRD-FM	468	WGRD-FM	4
5	WKFR-FM	462	WQLR-FM	389	WQLR-FM	4
M-F, 6	⊢10am					
1	WKZO-AM		WKZO-AM		WKZO-AM	
2	WKMI-AM		WKMI-AM		WKMI-AM	
3	WGRD-FM		WK FR - F M		WK FR-FM	
4	WKFR-FM		WGRD-FM		WGRD-FM	
5	WQLR-FM		WQLR-FM		WQLR-FM	
M-F, 3	-7pm					
1	WKMI-AM		WKMI-AM		WKMI-AM	
2	WGRD-FM		WKZO-AM		WKZO-AM	
3	WKZO-AM		WKFR-FM		WKFR-FM	
,	WKFR-FM		WGRD-FM		WGRD-FM	
4			WOOD-FM		WOLR-FM	

# POP(00): 287 A/M '79

_			
3	WKFR-FM	WK FR - F M	WLAV-FM
2	WKMI-AM	WKMI-AM	WKMI-AM
1	WGRD-FM	WGRD-FM	WGRD-FM
M-F, 3	3-7pm		
3	WKZO-AM	WLAV-FM	WK FR - FM
2	WKMI-AM	WKMI-AM	WKMI-AM
1	WGRD-FM	WGRD-FM	WGRD-FM
M-F, 6	10am		
3	WKFR-FM	WKFR-FM	WKFR-FM
_	WKMI-AM	WKMI-AM	WKMI-AM
1	WGRD-FM	WGRD-FM	WGRD-FM

# Adults 18-34

m-3, 0	MINISTRUCTURE III		
20 P (	00): 928		
	A/M '79	O/N '79	A/M '80
1	WKMI-AM	WKMI-AM	WKMI-AM
2	WKFR-FM	WK FR - F M	WKFR-FM
3	WGRD-FM	WGRD-FM	WKZO-AM
4	WKZO-AM	WLAV-FM	WGRD-FM
5	WMAQ-AM	WJFM-FM	WJFM-FM
VI-F, 6	-10am		
1	WKMI-AM	WKMI-AM	WKMI-AM
2	WKFR-FM	WKFR-FM	WK FR - FM
3	WGRD-FM	WGRD-FM	WGRD-FM
4	WKZO-AM	WYYY-AM	WK ZO - AM
5	WLAV-FM	WLAV-FM	WLAV-FM

5	WLAV-FM	WLAV-FM	WLAV-FM
<b>-</b> F, 3	1-7pm		
1	WKMI-AM	WKMI-AM	WKMI-AM
2	WKFR-FM	WKFR-FM	WKFR-FM
3	WGRD-FM	WGRD-FM	WLAV-FM
4	WYYY-AM	WLAV-FM	WGRD-FM
5	WKZO-AM	WJFM-FM	WJFM-FM

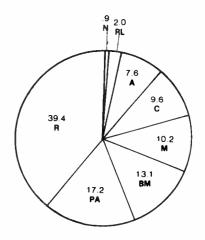
# **Adults 25-54** POP(00): 1015

A/M '79	O/N '79	A/M '80
1 WKZO-AM	WKMI-AM	WKZO-AM
2 WQLR-FM	WKZO-AM	WKMI-AM
3 WKMI-AM	WKFR-FM	WKFR-FM
4 WOOD-FM	WQLR-FM	WQLR-FM
5 WKFR-FM	WOOD-FM	WOOD-FM

1 WKZO-AM	WKZO-AM	WKZO-AM
2 WKMI-AM	WKMI-AM	WKMI-AM
3 WOLR-FM	WKFR-FM	WK FR - FM
4 WKFR-FM	WQLR-FM	WQLR-FM
5 WOOD-FM	WOOD-FM	WOOD-FM
-F, 3-7pm		
1 WKMI-AM	WKMI-AM	WKZO-AM
2 WOLR-FM	WKZO-AM	WKMI-AM
3 WKZO-AM	WK FR-FM	WKFR-FM
4 WOOD-FM	WQLR-FM	WQLR-FM
5 WKFR-FM	WMAQ-AM	WGRD-FM

# **Format Penetration Chart**

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



# Format Legend

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

# **Kansas City** METRO RANK

A/M '80 Market Overview

The Taft and Bonneville stations usually fight it out for the top spot, but the big story this sweep was the success of Storz's WHB. With competitor KCMO changed to a news-oriented format, WHB was able to dramatically boost its 18-34 and 25-54 shares. Overall, Taft's WDAF was the new number one, with Bonneville's KMBZ second in an uncharacteristically poor spring showing

28

KMBZ usually rules the roost in the spring Arbitron sweeps because of Royals baseball. However, this year the stations baseball numbers suffered, contributing to an overall decline. Even with the relatively poor showing, KMBZ was third among adults 25-54,

with about a 20 share, trailing WDAF's 13+ share. While it topped this demo, WDAF slid approximately a 15 share in O/N '79.

The most improved station in the 25-54 demos was WHB, which rose by 64% to more than a 12 share, good for second place. WHB also improved its 18-34 standing, with over a 14 share, a 40% jump. The station's ability to score well in 35-44's led to its improved 25-54 stance.

Leading in the 18-34 cell was Taft's AOR entry, KYYS. The station spent more than usual on advertising, using TV, busboards, and billboards. A special promotion featured giving away seven used cars. The Arbitron payoff showed a stable teen and female audience, but a decline in young men.

As in many markets this spring, the Beautiful Music stations did not fare well. KMBR and KCEZ both slipped, as the (respectively) Bonneville and Schulke-

	day-Sur P(00)	nday, 6	em-Midnig	hare Trends ht			
ru.		; 10. <b>4'79</b>	/82	O/N '79		A/M '80	
		Z-AH	16.8	KYYS-FM	12.7	WDAF-AMC	1 2
		S-FM	10.3	WDAF-AM	11.9	KMBZ-AMPA	¥10
		R-FM F-AM	9.4 8.8	KMBR-FM KMBZ-AM	9.3 8.9	KYYS-FM(A)	
3		Z-FM	7.9	KCEZ-FM	7.8	WBB -AM(PO KMBR-FM(BA	8 8 8
6	KBE	Q-FM	7.9	KBEQ-FM	6.5	KPRS-FM(m)	6
7		MA-	4.8	KCM 0-AM	6.2	K CE Z - F MOR	9 6
9		O-AM S-FM	4.6	WHB -AM KPRS-FM	6.0	KUDL-FM(A)	
	KCKI		3.5	KJLA-AM	5.8 3.6	KBEQ-FMM KCHO-AHM	
11	KJL	A-AM	3.4	KCKN-FM	3.6	KCKN-FM(C)	
12		L-FM	3.2	KUDL-FM	3.5	KJLA-AM(F0	
13		MA-N	2.4 1.6	KCKN-AM - KBEA-AM	2.6 1.9	K SAS - FH(A) K CKN - AM(C)	2
15	KKT	R-FM	1.4	KXTR-FM	1.3	K BE A - AM (BW	
16		MA-W	1.0	KPRT-AM	1,3	KPRT-AM®)	1
17 18		MA-V	0.9	KCCV-AM	1.0	KXTR-FM(ML)	
19		S-AM	0.8	KWKI-FM KTRO-FM	0.8	KEXS-AM(C) KTRO-FM(C)	
	KCLC	MA-C	0.7	KEXS-AM	0.4	K CNW - AMPL	
21	KSAS	-FM	0.6				
22	KWKI	_	0.6				
		rag	e Pers	sons Trei	nds/R	ankings	
	l 12+ Bam-Mid	Inight					
POP	(00):		32				
1	KMBZ		268	O/N '79	000	A/M '80	-
	KYYS		165	KYYS-FM WDAF-AM	203 191	W DA F – AM KMB Z – AM	20
3	KMBR	-FM	151	KMBR-FM	148	KYYS-FM	17
4	WDAF	-AM	141	KMBZ-AM	143	WHB -AM	14
6	K CE Z	- F M	127 126	KCEZ-FM	124 104	KMBR-FM	13
7	WHB		76	KBEQ-FM KCMO-AM	99	KPRS-FM KCEZ-FM	10
8	KCM0		73	WHB -AM	96	KUDL-FM	8
9 10	KPRS-		68 56	KPRS-FM KJLA-AM	92 57	KBEQ-FM KCMO-AM	6
4F, 6	-10am						_
1	KMBZ-			WDAF-AM		WDAF-AM	
2	WDAF-	- AM - PM		KMBZ-AM KYYS-FM		KMBZ-AM WHB -AM	
	KYYS-			KMBR-FM		KYYS-FM	
	KBEQ-			KCEZ-FM		KMBR-FM	
7	K CMO-			WHB -AM		K CM O- AM	
	KCEZ-	-AM		KCMO-AM KBEQ-FM		KCEZ-FM KPRS-FM	
9	KCKN-			KCKN-FM		KBEQ-FM	
	KJLA-	-AM		KPRS-PM		KCKN-FM	
	⊢7pm KMBZ∙	-AM		KYYS-FM		WDAF-AM	
2	KYYS	-FM		WDAF-AM		KYYS-FM	
	WDAF-			KMBR-FM		WHB -AM	
	KCEZ-			KCEZ-FM KMBZ-AM		KMBR-FM	
	KBEQ.			KPRS-FM		KMBZ-AM KPRS-FM	
7	KPRS-	-FM		WHB -AM		KCE Z-FM	
8	KCM0-			KBEQ-FM		KUDL-FM	
	WHB -			KCMO-AM KJLA-AM		KCKN-FM KSAS-FM	
Teen	8						
91-5,6 POP (	<b>am-Mid</b> i (00) :	night 1381					
	A/M			O/N '79		A/M '80	
1	KBEQ-	FM		KYYS-FM		KYY S-FM	
3	KYYS- KPRS-	FM FM		KBEQ-FM KJ LA-AM		KPRS-FM KBEQ-FM	
_	10em						
1	KBEQ-	FM		KYY S-FM		KYY S-FM	
2	KYYS-	FM		KBEQ-FM		KBEQ-FM	
	KJLA-	M		KJ LA+AH		KPRS-FM	_
₩, 3- 1	·7pm KBEQ-	PM		KYY S-FM		VVV C	
	KYYS-			KBEQ-FM		KYY S-FM KPRS-FM	
				•			

programmed stati from their 25-54 i		t two shares erode
Adults 18-34 M-S, 6em-Midnight POP(00): 3998		
A/M 179	O/N '79	A/M '80
1 KYYS-FM	KYY S-FM	KYY S-FM
2 KBEQ-FM 3 KMBZ-AM	WHB -AM KBEQ-FM	WHB -AM KUDL-FM
4 WDAF-AM	KPRS-FM	KSAS-FM
5 WHB -AM	WDAF-AM	KPRS-FM
6 KUDL-FM 7 KCHO-AM	KUDL-PH	WDAF-AH
8 KJLA-AN	KMBR-FM KCMO-AM	KBEQ-FM KJLA-AM
9 KPRS-FM	KJ LA-AM	KMBZ -AM
10 KCEZ-FM	KCE Z-FM	KCM0-AM
MF 444		
M-F, 6-10am 1 KYYS-FM	227 C 27	
2 KMBZ-AM	KYYS-FM WHB -AM	WHB -AM Kyys-fm
3 WHB -AM	WDAF-AM	WDAF-AM
4 KBEQ-FM	KBEQ-FM	KSAS-FM
5 KCMO-AM 6 WDAF-AM	KCMO-AM	KBEQ-FM
7 KMBR-FM	KMBZ-AM KMBR-FM	KUDL-FM KPRS-FM
8 KUDL-FM	KPRS-FM	KJ LA-AM
9 KCKN-FM	KUDL-FM	KMBZ-AM
10 KJLA-AM	KCE Z-FM	KCMO-AM
M-F, 3-7pm		
1 KYYS-FM	KYY S-FM	NANC PA
2 KBEQ-FM	WHB -AM	KYYS-FM Whb -am
3 WDAF-AM	KP RS - FM	KUDL-FM
4 KUDL-FM	WDAF-AM	KSAS-FM
5 KCEZ-FM 6 WHB -AM	KBEQ-FM KMBR-FM	WDAF-AM
7 KJLA-AM	KUDL-PH	KPRS-FM KBEQ-FM
8 KMBZ-AM	ECM 0-AM	KJ LA~AH
9 KCHO-AH 10 KPRS-FH	KJLA-AH KCEZ-FH	KMBR-FM KMBZ-AM
Adults 25-54 M-S, 6em-Midnight		
POP(00): 5298		
	O/N '79	A/M '80
2 KMBR-FM	WDAF-AM KMBR-FM	WDAF-AM WHB -AM
3 WDAF-AM	KMBZ -AM	KMBZ -AM
4 KCEZ-FM	KCEZ-FM	KMBR-FM
5 KCMO-AM 6 WHB -AM	WRB -AM	KCKN-FM
7 KCKN-FM	KCMO-AM KPRS-FM	KUDL-FM KPRS-FM
8 KBEQ-FM	KYY S-FM	KCE Z~FM
9 KYYS-PM	KCKN-FM	KYY S-FM
10 KUDL-FM	KUDL-FM	KCM 0-AM
M-F, 6-10am		
1 KMBZ-AM	WDAF-AM	WDA F-AM
2 KMBR-FM	KMBZ -AM	WHB -AM
3 WDAF-AM	KMBR-FM	KM BZ -AM
4 KCMO-AM	WHB -AM	KM BR - FM
5 WHB -AM 6 KCKN-FM	KCEZ-FH KCHO-AH	KCKN-FM KCMO-AM
7 KCEZ-FM	KTT S-FM	KYY S-FM
8 KBEQ-FM	KCKN-FM	KCEZ-FM
9 KYYS-FM 10 KPRT-AM	KPRS-FM KBEQ-FM	KPRS-FM KCKN-AM
80	ward -tu	NO NO - AM
M-F, 3-7pm		
1 KMBZ-AM	WDAF-AM	WDAF-AM
2 WDAF-AM	KMBR-FM	WHB -AM
3 KMBR-FM	KCEZ-FM	KMBZ -AM
4 KCEZ-FM 5 KCMO-AM	WHB -AM	KMBR-FM
5 KCMU-AM 6 WHB ~AM	KPRS-FM KMBZ-AM	KCKN-FM KUDL-FM
7 KCKN-FM	KYYS-FM	KUDL-PM KYYS-FM
8 KBEQ-FM	KCKN-FM	KPRS-FM
9 KYYS-FM 10 KUDL-FM	KCMO-AM	KCEZ-FM
TO KONF-LU	KUDL-FM	KCM0-AM

Cume	Pers	ons Tren	ds/Ra	nkings	
M-S, 6em-Midnight					
POP(00): 107 A/M '79	82	0.01.170			
1 KMBZ-AM	3115	O/N '79 WDAF-AM	2622	WDAF-AM	26
2 WDAF-AM	2147	KCM 0-AM	2613	KMBZ-AM	25
3 KCMO-AM 4 KYYS-FM	2061 1910	KMBZ-AM WHB -AM	2277	KYYS-FM WHB -AM	22
5 KBEQ-FM	1887	KYY S-FM	2074	KCM 0-AM	19
6 WHB -AM 7 KMBR-FM	1857 1822	KBEQ-FM KCEZ-FM	1848 1613	KMBR-FM KBEQ-FM	18 16
8 KCEZ-FM	1425	KMBR-FM	1605	KCE Z-FM	15
9 KJLA-AM 10 KPRS-FM	1128 965	KJLA-AM KUDL-FM	1138 1115	KUDL-FM KJLA-AM	12
M-F, 6-10am					
1 KMBZ-AM 2 WDAF-AM		WDAF - AM KMBZ - AM		WDAF-AM	
3 KCMO-AM		KYY S-FM		KYYS-FM WHB -AM	
4 KYYS-FM 5 KMBR-FM		KCMO-AM WHB -AM		KMBZ-AM KMBR-FM	
6 KBEQ-FM		KBEQ-FM		KCM O-AM	
7 WHB -AM 8 KCEZ-FM		KMBR-FM KCEZ-FM		KBEQ-FM KCEZ-FM	
9 KJLA-AM		KPRS-FM		KPRS-FM	
10 KCKN-FM M-F, 3-7pm		KJ LA-AM		KCKN-FM	
1 KMBZ-AM		WDAF-AM		WDAF-AM	
2 WDAF-AM		KYY S-FM		KYY S-FM	
3 KBEQ-FM 4 KYYS-FM		WHB -AM KMBZ-AM		WHB -AM KMBZ-AM	
5 KMBR-FM		KBEQ-FM		KMBR-FM	
6 WHB -AM 7 KCMO-AM		KMBR-FM KCMO-AM		KBEQ-FM KCEZ-FM	
8 KCEZ-FM		KCEZ-FM		KCM0-AM	
9 KJLA-AM 10 KPRS-FM		KJ LA-AM KPRS-FM		KJLA-AM KPRS-FM	
					_
Teens					
M-S, 6am-Midnight					
POP(00): 1381 AM '79		On 170			
1 KBEQ-FM		O/N '79 KYYS-FM		KYYS-FM	
2 KYYS-FM		KBEQ-FM		KBEQ-FM	
3 WHB ~AM M-F, 6-10am		KJ LA-AM		KJ LA-AM	
1 KBEQ-FM		KYYS-FM		KYYS-FM	
2 KYYS-FM		KBE Q-FM		KBEQ-FM	
3 WHB ~AM M-F, 3-7pm		KJ LA-AM		WHB -AM	
1 KBEQ-FM		KYY S-FM		KYY S-FM	
2 KYYS-FM 3 WHB -AM		KBEQ~FM KJLA-AM		KBEQ-FM KJLA-AM	
Adults 18-34 M-S, Sem-Midnight POP(00): 3998 AM '79		O/N '79		A/M '80	
1 KYYS-FM		KYY S-FM		KYYS-FM	
2 KMBZ-AM 3 KCMO-AM		WHB -AM KCMO-AM		WHB -AM KBEQ-FM	
4 KBEQ-FM		KBEQ-FM		KUDL-FM	
5 WHB -AM 6 KJLA-AM		KUDL-FM WDAF-AM		WDAF-AM KSAS-FM	
7 WDAF-AM		KJ LA-AM		KCMO-AM	
8 KUDL-FM 9 KPRS-FM		KMBZ-AM KPRS-FM		KM BZ ~AM KJ L A~AM	
10 KMBR-FM		KMBR-FM		KPRS-FM	
M-F, Sam-10am 1 KYYS-FM		KYYS-FM		KYY S-FM	
2 KCMO-AM		WHB -AM		WHB -AM	
3 WHB -AM 4 KBEQ-FM		KBEQ-FM WDAF-AM		WDAF-AM KBEQ-FM	
5 KMBZ~AM		KCM O-AM		KSAS-FM	
6 WDAF-AM 7 KJLA-AM		KUDL-FM KMBZ-AM		KUDL-FM KJLA-AM	
8 KUDL-FM		KPRS-FM		KPRS-FM	
9 KMBR-FM 10 KPRS-FM		KJ LA-AM KMBR-FM		KCMO-AM KMBZ-AM	
M-F, 3-7pm					_
1 KYYS-FM		KYYS-FM		KYYS-FM	
2 KCMO-AM 3 WHB -AM		WHB -AM KBEQ-FM		WRB -AM WDAF-AM	
4 KBEQ-FM		WDAF-AM		KSAS-FM	
5 KMBZ-AM 6 KJLA-AM		KUDL-FM KCMO-AM		KBEQ-FM KUDL-FM	
7 WDAF-AM		KJ LA-AM		KJLA-AM	
8 KUDL-FM 9 KPRS-FM		KPRS-FM KMBR-FM		KCMO-AM KPRS-FM	
10 KCEZ-FM		KCEZ-FM		KMBZ-AM	
Adults 25-54 M-S, 6am-Midnight POP(00): 5298 AM'79		00,170			
1 KMBZ-AH		WDAF-AM		A/M '80	
2 WDAF-AM		KCMO-AM		W DAF - AM KM BZ - AM	
3 KCMO-AM 4 KMBR-FM		WHB -AM KMBZ-AM		WHB -AM	
5 WHB -AM		KMBZ-AM KMBR-FM		KMBR-FM KCMO-AM	
6 KCEZ-FM 7 KCKN-FM		KCEZ-FM Kyys-Fm	1	KYYS-FM	
8 KYYS-FM		KUDL-FM	1	KCKN-FM KCE <b>Z-</b> FM	
9 KUDL-FM 10 KBEQ-FM		KBEQ-FM KCKN-FM		KUDL-FM KBEQ-FM	
				n Page 1.	51

WIVK-FM

WEZK-FM WNOX-AM WRJZ-AM

WIVK-AM

# Knoxville

METRO RANK



## /M '80 Market Overview

Arbitron's reshuffling of the sampling units in the noxville metro may have made a difference in the ring results. In the past, Anderson and Union Couns have been combined by Arbitron into one samplg unit for ratings projections. In this book, however, bitron split the counties, likely meaning a more impresent role for Union. Arbitron also placed extra imple and got back 31% more diaries than in the precus survey last fall. It remains to be seen how the /N '80 results look in light of these changes, and e results of that sweep may begin to give usable ends based on Arbitron's new sampling setup.

Keeping that in mind, the results this survey nowed WEZK rebounding to the top spot, WIVK-FM emaining a strong factor, and WRJZ surpassing /NOX in the battle for young adults.

WEZK plays the **Bonneville** BM format and supprted it with an extensive ad campaign. Heavy TV aturation, backed by newspaper and local magazines, elped to spread the word. An on-air contest involveg knowing the "Secret Word" when called was used, and a new PM drive personality was brought on. Not ally did WEZK increase its already strong 25-54 share at the station recorded gains in the 18-34 demos to link third in that demo.

Two stations were tied for the 18-34 lead. WIVK-VI the Country leader, and Top 40 WRJZ each earned st under 18%. This represents a slight increase for /IVK-!FM, but WRJZ rose 30%. WRJZ used a larger mount of advertising, featuring the Chuck Blore "Magficent Mouth" TV spot, plus billboards. The on-air bund of WRJZ was aimed more adult, using more nd earlier oldies. This may have helped the station crease its numbers well among men 25-34.

WIVK-FM, besides being a strong 18-34 factor, ras tops in 25-54's too. Although slipping slightly from 3 fall 25-54 share, WIVK-FM still had a share of allost 25.

erage	Persons	12+	Share	Trends	
	unday, 6an				

stal 12+

Р(	00): 3853	3				
	A/M '79		O/N '79		A/M '80	
1	WEZK-FM	18.4	WIVK-FM	20.9	WEZK-FM(BM)1	9.9
2	WIVK-FM	16.6	WEZK-FM	16.4	WIVK-FM(C) 1	9.7
3	WR JZ-AM	14.8	W NO X - AM	11 9	WR JZ-AM(R) 1	0.5
4	W NO X - A M	12.0	WR JZ-AM	9.9	WIVK-AM(C)	9.9
5	WIVK-AM	10.6	WIVK-AM	8.5	WOKI-FM(R)	8 - 3
6	WOKI-FM	5.7	WOKI-FM	7.7	WNOX-AM(R)	7.1
7	WBIR-FM	4.6	WBIR-FM	6.3	WIMZ-FM(A)	6.1
8	WGAP-AM	3.6	WGAP-AM	2.7	WGAP-AM(C)	2 - 9
9	WB IR-AM	1.5	WYSH-AM	1.6	WHEL-AM(PA)	1 - 9
10	WJBE-AM	1.2	WJBE-AM	1.6	WBMK-AM(B)	1 - 4
11	WKXV-AM	1.0	WB I R - AM	1.4	WYSH FM(C)	1.2
I 2	WYSH-AM	0.9	WKXV-AM	1.4	WEAG-AM(PA)	1.0
13	WKGN-AM	0.7	WKGN-AM	1.3	WKXV-AM(RL)	0.9
1 4	WEAG AM	0.7	WEAG-AM	0.7	WKGN-AM(PA)	0.7
15	WATO-AM	0.3	WKVQ-AM	0.5	WITA-AM(RL)	0.7
16	WYSH-FM	0.3	WSKT-AM	0.5	WSKT-AM(RL)	0 - 7
17			WATO-AM	0.5	WYSH-AM(C)	0.3
18			WYSH-FM	0.5	WLIL-AM(RL)	0.3

# Average Persons Trends/Rankings

\$, 6	em-Midnight					
) P (	00): 3853					
	A/M '79		O/N '79		A/M '80	
1	WEZK-FM	107	WIVK-FM	116	WEZK-FM	117
2	WIVK-FM	97	WEZK-FM	91	WIVK-FM	116
3	WRJZ-AM	86	WNOX-AM	6.6	WR JZ-AM	62
4	WNOX-AM	7.0	WR JZ-AM	5.5	WIVK-AM	5.8
5	WIVK-AM	62	WIVK-AM	47	WOKI-FM	49
₽, 6-	-10am					
1	WR JZ-AM		WIVK-FM		WIVK-FM	
2	WIVK-FM		WEZK-FM		WEZK-FM	
3	WEZK-FM		w no x - AM		WRJZ-AM	
4	W NO X - AM		WRJZ-AM		WIVK-AM	
5	WIVK-AM		WIVK-AM		WNOX-AM	
F, 3	-7pm					
1	WEZK-FM		WEZK-FM		WEZK-FM	
2	WRJZ-AM		WIVK-FM		WIVK-FM	
3	WIVK-FM		W NO X - AM		WR JZ-AM	
4	WNOX-AM		WRJZ-AM		WOKI-FM	
5	WIVK-AM		WOKI-FM		WNOX-AM	

POP(	00): 463		
	A/M '79	O/N '79	A/M '80
1	WNOX-AM	WNOX-AM	WOKI-FM
2	WRJZ-AM	WOKI-FM	WNOX-AM
3	WIVK-FM	WR JZ-AM	WIMZ-FM
M-F, 6-	10am		
1	WNOX-AM	WOKI-FM	WNOX-AM
2	WRJZ-AM	WNOX-AM	WOKI-FM
3	WOKI-FM	WRJZ-AM	WR JZ-AM
M-F, 3-	7pm		
1	W NO X - AM	WNOX-AM	WOKI-FM
2	WRJZ-AM	WOKI-FM	WNOX-AM
3	WIVK-FM	WRJZ-AM	WR JZ-AM
Adult	s 18-34		
M-S, 6	m-Midnight		
POP(	001: 1399		
	A/M '79	O/N '79	A/M 180
1	WRJZ-AM	WNOX-AM	WR JZ-AM
	WIVK-FM	WIVK-FM	WIVK-FM
2			WEZK-FM
_	W NO X - AM	WBIR-FM	
3	W NO X - AM W E Z K - F M	WBIR-FM WRJZ-AM	WIMZ-FM
3			
3	WEZK-FM WOKI-FM	WR J Z - A M	WIMZ-FM
3 4 5 <b>M-F, 6</b> -	WEZK-FM WOKI-FM	WR J Z - A M	WIMZ-FM
3 4 5 <b>M-F, 6</b> -	WEZK-FM WOKI-FM	WRJZ-AM WOKI-FM	WIMZ-FM WOKI-FM WRJZ-AM WIVK-FM
3 4 5 <b>M-F, 6</b> - 1 2	WEZK-FM WOKI-FM *10am WRJZ-AM	WRJZ-AM WOKI-FM WIVK-FM	WIMZ-FM WOKI-FM WRJZ-AM WIVK-FM WEZK-FM
3 4 5 <b>M-F, 6</b> - 1 2 3	WEZK-FM WOKI-FM 10am WRJZ-AM WIVK-FM	WRJZ-AM WOKI-FM WIVK-FM WNOX-AM	WIMZ-FM WOKI-FM WRJZ-AM WIVK-FM WEZK-FM WNOX-AM
3 4 5 M-F, 6- 1 2 3	WEZK-FM WOKI-FM ************************************	WRJZ-AM WOKI-FM WIVK-FM WNOX-AM WRJZ-AM	WIMZ-FM WOKI-FM WRJZ-AM WIVK-FM
3 4 5 M-F, 6- 1 2 3	WEZK-FM WOKI-FM 10am WRJZ-AM WIVK-FM WEZK-FM WNOX-AM	WRJZ-AM WOKI-FM WIVK-FM WNOX-AM WRJZ-AM WEZK-FM	WIMZ-FM WOKI-FM WRJZ-AM WIVK-FM WEZK-FM WOX-AM WOKI-FM
3 4 5 M-F, 6- 1 2 3 4 5 M-F, 3-	WEZK-FM WOKI-FM 10am WRJZ-AM WIVK-FM WEZK-FM WNOX-AM	WRJZ-AM WOKI-FM WIVK-FM WNOX-AM WRJZ-AM WEZK-FM	WIMZ-FM WOKI-FM WRJZ-AM WIVK-FM WEZK-FM WNOX-AM

J WEEK TH		
Adults 25-54 M-S, 6am-Midnight		
POP(00): 1776		
A/M 179	O/N '79	A/M '80
I WEZK-FM	WIVK-FM	WIVK-FM
2 WIVK-FM	WEZK-FM	WEZK-FM
3 WRJZ-AM	WRJZ-AM	WIVK-AM
4 WIVK-AM	WIVK-AM	WR JZ-AM
5 WNOX-AM	WNOX-AM	WNOX-AM
M-F, 6-10am		
1 WRJZ-AM	WIVK-F?	WIVK-FM
2 WIVK-FM	WEZK-FM	WEZK-FM
3 WEZK-FM	WRJZ-AM	WR JZ-AM
4 WIVK-AM	WNOX-AM	WNOX-AM
5 WNOX-AM	WIVK-AM	WIVK-AM
M-F, 3-7pm		
I WEZK-FM	WIVK-FM	WEZK-FM
2 WRJZ-AM	WEZK-FM	WIVK-FM
2 UTUV-FM	UR 17-AM	WR.1Z-AM

WNOX-AM WBIR-FM

WEZK-FM

WEZK-FM WOKI-FM

WIMZ-FM

WIVK-AM

3 WIVK-FM 4 WOKI-FM 5 WEZK-FM

WIVK-AM

WNOX-AM

Total 12+

POP(00): 3853

# **Cume Persons Trends/Rankings**

WNOX-AM

	A/M '79		O/N '79		A/M '80	
1	WNOX-AM	1483	WIVK-FM	1391	WIVK-FM	1213
2	WRJZ-AM	1295	WR JZ-AM	1314	WRJZ-AM	1054
3	WIVK-FM	1037	WNOX-AM	1166	WEZK-FM	1048
4	WEZK-FM	955	WEZK-FM	1037	WNOX-AM	1001
5	WIVK-AM	718	WOKI-FM	852	WIVK-AM	851
M-F, 6	-10am					
1	WRJZ-AM		WIVK-FM		WIVK-FM	
2	WNOX-AM		WRJZ-AM		WRJZ-AM	
3	WIVK-FM		WNOX-AM		WEZK-FM	
4	WEZK-FM		WEZK-FM		WNOX-AM	
5	WIVK-AM		WIVK-AM		WIVK-AM	
M-F, 3	-7pm					
1	WNOX-AM		WIVK-FM		WIVK-FM	
2	WRJZ-AM		WNOX-AM		WEZK-FM	

mer, arrpin		
I WNOX-AM	WIVK-FM	WIVK-FM
2 WRJZ-AM	WNOX-AM	WEZK-FM
3 WIVK-FM	WEZK-FM	WR JZ-AM
4 WEZK-FM	WR JZ - AM	WNOX-AM
5 WOKI-FM	WOKI-FM	WOKI-FM
Teens		
M-S, 6am-Midnight		
POP(00): 463		
A/M '79	O/N '79	A/M '80
1 WNOX-AM	WNOX-AM	WNO X-AM
2 WRJZ-AM	WOKI-FM	WOKI-FM
3 MOKI-FM	WR JZ - AM	WR JZ-AM
M-F, 6-10am		
1 WNOY-AM	w no x - A m	W NO X - AM
2 WRJZ-AM	WOKI-FM	WOKI-FM
3 WOKI-FM	WR JZ-AM	WRJZ-AM
M-F, 3-7pm		
I WNOX-AM	WNOX-AM	WNOX-AM
2 WRJZ-AM	WOKI-FM	WOKI-FM
		110 10 11

2 WRJZ-AM	WOKI-FM	WOKI-FM
3 WOKI-FM	WRJZ-AM	WRJZ-AM
Adults 18-34 M-S, 6em-Midnight		
POP(00): 1399		
A/M *79	O/N '79	A/M *80
I WNOY-AM	WNOX-AM	WRJZ-AM

WRJZ~AM

WIVK-FM WOKI-FM

WRJZ-AM

WOKI-FM WIVK-FM

M-F, 6-10am		
l WRJZ-AM	WR J Z - AM	WR J Z - AM
2 WNOX-AM	W NOX-AM	WIVK-FM
3 WOKI-FM	WIVK-FM	W NO X - AM
4 WIVK-FM	WBIR-FM	WEZK-FM
5 WIVK-AM	WOKI-FM	MOKI-FM
M-F, 3-7pm		
1 WNOX-AM	WR J Z - AM	WR JZ-AM
2 WRJZ-AM	WNOX-AM	WIVK-FM
3 WOKI-FM	WIVK-FM	WNOX-AM
4 WIVK-FM	WBIR-FM	WOKI-FM
5 WIVK-AM	WOKT-FM	WEZK-FM
Adults 25-54 M-S, 6am-Midnight	#041 III	ALDK III
Adults 25-54 M-S, 6am-Midnight	O/N '79	A/M '80
Adults 25-54 M-S, 6am-Midnight POP(00): 1776 A/M '79	O/N '79	
Adults 25-54 M-S, 6am-Midnight POP(00): 1776 A/M'79 1 WRJZ-AM	O/N '79 W I V K - F M	A/M '80
Adults 25-54 M-S, 6am-Midnight POP(00): 1776 A/M '79	O/N '79	<b>A/M '80</b> WIVK-FM
Adults 25-54 M-S, 6am-Midnight POP(00): 1776 A/M'79  1 WRJZ-AM 2 WNOX-AM	OM '79 WIVK-FM WRJZ-AM	<b>A/M '80</b> WIVK-FM WEZK-FM
Adults 25-54 M-S, 6em-Midnight POP(00): 1776 A/M'79  1 WRJZ-AM 2 WROX-AM 3 WIVK-FM	O/N '79 WIVK - FM WRJZ - AM WEZK - FM	A/M '80 WIVK-FM WEZK-FM WRJZ-AM
Adults 25-54 M-S, 6am-Midnight POP(00): 1776 A/M'79  1 WRJZ-AM 2 WNOX-AM 3 WIVK-FM 4 WEZK-FM	OIN '79 WIVK-FM WR.JZ-AM WEZK-FM WNOX-AM	A/M '80 WIVK-FN WEZK-FM WRJZ-AM WIVK-AM
Adults 25-54 M-S, 6am-Midnight POP(00): 1776 A/M '79  1 WRJZ-AM 2 WNOX-AM 3 WIVK-FM 4 WEZK-FM 5 WIVK-AM	OIN '79 WIVK-FM WR.JZ-AM WEZK-FM WNOX-AM	A/M '80 WIVK-FN WEZK-FM WRJZ-AM WIVK-AM
Adults 25-54 M-S, 6am-Midnight POP(00): 1776 A/M'79 1 WRJZ-AM 2 WNOX-AM 3 WIVK-FM 4 WEZK-FM 5 WIVK-AM	ON '79 WIVK-FM WR.JZ-AM WEZK-FM WNOX-AM WIVK-AM	AM '80 WIVK-FN WEZK-FM WIVK-AM WIVK-AM
Adults 25-54 M-S. 6am-Midnight POP(00): 1776 A/M '79  1 WRJZ-AM 2 WNOX-AM 3 WIVK-FM 4 WEZK-FM 5 WIVK-AM M-F. 8-10am 1 WRJZ-AM	OM 179 WIVK-FM WR JZ-AM WEZK-FM WNOX-AM WIVK-AM	AM '80 WIVK-FN WIVK-FN WRJZ-AM WIVK-AM WNOX-AM WIVK-FM WEZK-FM
Adults 25-54 M-S, 6am-Midnight POP(00): 1776 A/M '79  1 WRJZ-AM 2 WNOX-AM 3 WIVK-FM 4 WEZK-FM 5 WIVK-AM M-F, 8-10am I WRJZ-AM 2 WIVK-FM	ON '79 WIVK-FM WRJZ-AM WECK-FM WNOX-AM WIVK-AM	A/M '80  WIVK-FM WEZK-FM WNOX-AM WIVK-FM WNOX-AM

M-F, 3-7pm

WNOX-AM WRJZ-AM WIVK-FM

WEZK-FM

WIVK-AM

### **Format Penetration Chart**

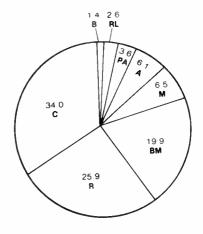
WIVK-FM

WEZK-FM WRJZ-AM

W NO X - AM

WIVK-AM

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



# Format Legend

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

WIVK-FM

WOKI-FM WNOX-AM

# Data from Market Buy Market TM

# Lafayette METRO Metro Metro Metro Metro Metro Metro Monday-Sunday, 8am-Midnight Po P(00): 1090 Aim '78 1 KTDY-FM 27.7 KVOL-AM 23.0 2 KVOL-AM 16.9 KTDY-FM 19.3

METRO RANK

167

PO	Р(	00)	: 1	090

	A/M '78		A/M '79		A/M '80
1	KTDY-FM	27.7	KV OL - AM	23.0	KV OL - AM (P) 29.0
2	KVOL-AM	16.9	KTDY-FM	19.3	K SMB -FM (A) 12 - 9
3	KPEL-AM	12.0	KSMB-FM	14.3	KXKW-AM (C) 11-3
4	KXKW-AM	11.4	KXKW-AM	11.8	KTOY-FM (PA) 9-1
5	KSMB-FM	10.8	KPEL-AM	8.7	KPEL-AM (PA) 8.6
6	KROF-AM	6.6	KROF-FM	5.0	KROF-FM (C) 5.9
7	KDEA-FM	6.0	WAFB-FM	3.7	KDEA-FM (BM) 5.4
8	KPOF-FM		KD FA FM	3.1	KROF-AM (PA) 2 . 7
9			KROF-AM	1.9	WAFB-FM (PA) 1 - 6
10			KAJN-FM	0.6	KSIG-AM (C) 0.5
1.1					WOXY-FM (BM) 0.5
1.2					KAJN-FM (RL) 0.5

# Average Persons Trends/Rankings

10tal 12+					
M-S, 6an	n-Midr	ilght			
POPIO	01:	1090			

M-F

M-F

	A/M '78		A/M 179		A/M '80	
1	K TD Y - FM	46	KV OL - AM	37	KV OL - AM	5.4
2	KVOL-AM	2.8	KTDY-FM	3.1	KSMB-FM	2 4
3	KPEL-AM	2 0	KSMB-FM	2 3	KXKW-AM	2 1
4	KXKW-AM	19	FXKW-AM	19	KTDY-FM	1.7
5	KSMB-FM	1.8	KPF L-AM	14	KP E L - A M	16
F, 6	-10am					
1	KTDY-FM		KVOL-AM		KV OL - AM	
2	KVOL-AM		KTDY-FM		KXKW-AM	
3	KPEL-AM		KP E L - AM		KPEL-AM	
4	KXKW-AM		KSMB-FM		KSMB-FM	
5	K SM B - FM		KXKW-AM		KTDY-FM	
F, 3	-7pm					
1	KTDY-FM		KTDY-FM		KV OL - AM	
2	KVOL-AM		KVOL-AM		KXKW-AM	
3	KSMB-FM		KSMB-FM		KSMB FM	
4	KPEL-AM		KXKW-AM		KTDY-FM	
5	KX KW-AM		KPEL-AM		KP E L - A H	

A/M '80 KVOL-AM KSMB-FM

POP(00): 158		
A/M '78	A/M '79	
1 KTDY-FM	KV OL - AM	
2 KVOL-AM	KTDY-FM	
3 K CM R = FM	PCMB - FM	

KV OL - AM
KSMB-FM
KROF-AM
KV OL - AM
KSMB-FM
KTDY-FM

# Adults 18-34 M-S, 6am-Midnigh POP(00): 459

	A/M 178	A/M 179	A/M '80
1	KTDY-FM	KTDY-FM	KV OL - AM
2	K SM B - FM	KSMB-FM	KSMB-FM
3	KVOL-AM	KV OL - AM	KTDY-FM
4	KPOF-AM	WAFB-FM	KXKW-AM
5	KXKW-AM	KROF-FM	KROF-FM
M-F. 6	10am		
1	KTDY-FM	KTDY-FM	KV OL - AM
2	KVOL-AM	KSMB-FM	KSMB-FM
3	K SM B - FM	KVOL-AM	KTDY-FM
4	KROF-AM	KROF-FM	KXKW-AM
5	KPEL-AM	WAFB-FM	KROF-AM
M-F, 3-	7pm		
1	KTDY-FM	K TOY - FM	KV OL - AM
2	KVOL-AM	KSMB-FM	KSMB-FM
3	KSMB-FM	KV OL - AM	K TOY-FM
4	K ROF-AM	WAFB-FM	KXKW-AM
5	KD E A - F M	KROF-FM	KROF-FM
Adult	s 25-54		

# M-S, 6em-Midnight

POP(	00): 513		
	A/M '78	A/M '79	A/M '80
1	KVOL-AM	KXKW-AM	KV OL - AM
2	KTDY-FM	KV OL - AM	KXKW-AM
3	KXKW-AM	KTDY-FM	KROF-FM
4	KPEL-AM	KPEL-AM	KSMB-FM
5	K SM B - F M	KSMB-FM	KDEA-FM
M-F, 6-	-10am		
1	KVOL-AM	KXKW AM	KV OL ~ A M
2	KTDY-FM	KV OL -AM	KXKW-AM
3	KXKW-AM	KTDY-FM	KROF-FM
4	KPEL-AM	KPEL-AM	KSMB-FM
5	K SM B - FM	KDEA-FM	KTDY-FM
M-F, 3-	-7pm		
1	KTDY-FM	KXKW-AM	KXKW-AM
2	KVOL-AM	KTDY-FM	KV OL - AM
3	KX KW-AM	KV OL - AM	KROF-FM
4	K SM B - F M	KSMB-FM	KTDY-FM
5	KPEL-AM	WAFB-FM	KD EA - FM

# Cume Persons Trends/Rankings

Cume Persons Trends/Kankings  Total 12+ MS. 6am-Midnight POP (00): 1090						
	A/M '78		A/M 179		A/M '80	
1	KTDY-FM	456	KV OL - AM	446	KV OL - AM	542
2	KVOL-AM	395	KTDY-FM	381	KXKW-AM	29
3	KXKW-AM	222	KSMB-FM	238	KROF-FM	2 4 (
4	KPEL-AM	207	KXKW-AM	195	KSMB-FM	2 3
5	K SM B - FM	207	KPEL-AM	194	KTDY-FM	2 3
M-F. 6	-10am					
1	KTOY-FM		KV OL - A !1		KV OL - AM	
2	KVOL-AM		KTDY-FM		KXKW-AM	
3	KPEL-AM		KSMB-FM		KPEL-AM	
4	KXKW-AM		KPEL-AM		KSMB-FM	
5	KSMB-FM		KXKW-AM		K TDY - F M	
M-F, 3	-7pm					
1	KTDY-FM		KV OL - AM		KV OL - AM	
2	KVOL-AM		KTDY-FM		KXKW-AM	
3	KXKW-AM		KSMB-FM		KSMB-FM	
4	KSMB-FM		KXKW-4M		KTDY-FM	
5	KPEL-AM		KPEL-AM		KPEL-AM	
Teen	8					
M-S, 6	iem-Midnight					
POP(	00): 158					
	A/M '78		A/M '79		A/M '80	
1	KTOY-FM		KV OL - AM		KV OL - AM	
2	KVOL-AM		KTDY-FM		KSMB-FM	
3	K ROF-FM		KSMB-FM		KTDY-FM	
M-F, 6	-10am					
1	KTDY-FM		KV OL - AM		KV OL ~ AM	
2	KVOL-AM		KTDY-FM		K SMB -FM	
3	KROF-AM		KSMB-FM		KROF-FM	

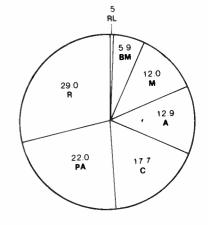
POP(00): 158		
A/M '78	A/M '79	A/M '80
1 KTOY-FM	KV OL - AM	KV OL - AM
2 KVOL-AM	K T DY - F M	KSMB-FM
3 K RO F - F M	KSMB-FM	KTDY-FM
M-F, 6-10am		
1 KTDY-FM	KV OL - AM	KV OL ~ A N
2 KVOL-AM	KTDY-FM	KSMB-FM
3 KROF-AM	KSMB-FM	KROF-FM
M-F, 3-7pm		
1 K TD Y - F M	KV OL - AM	KV OL - AM
2 KVOL-AM	KTDY~FM	KSMB-FM
3 KROF-AM	KSMB-FM	K TDY - F M

Adults 18-34	,
M-S, 6am-Midn	iaht

1404	00): 459		
	A/M '78	A/M '79	A/M '80
1	KTDY-FM	KTDY-FM	KV OL - AM
2	KVOL-AM	KVOL-AM	KSMB-FM
3	K SM B - F M	KSMB-FM	KTDY-FM
4	K RO F - AM	WAFB-FM	KXKW AM
5	KROF-FM	KRO F-AM	KROF-FM
M-F, 6-	-10am		
1	KTDY-FM	KTDY-FM	KV OL - AM
2	KVOL-AM	KSMB-FM	KSMB~FM
3	KSMB-FM	KVOL-AM	KTDY-FM
4	K ROF - AM	WAFB-FM	KXKW-AM
	KXKW-AM	KXKW AM	KROF-AM

,	V V V M - UTI	KAKE AL	K RU F - AM
₽, 3-	7pm		
1	KTDY~FM	KTDY-FM	KV OL - AM
2	KVOL-AM	KSMB-FM	FTDY - FM
3	KSMB-FM	KV OL - AM	KSMB-FM
4	KROF-AM	WAFB~FM	KXKW-AM
5	KXKW-AM	KXKW-AM	KROF-FM

POP(	00): 513		
	A/M '78	A/M '79	A/M '80
1	K TD Y - F M	KV OL - AM	KV OL - AM
2	KVOL-AM	KTDY-FM	KXKW-AM
3	KXKW-AM	KXKW-AM	KROF-FM
4	KPEL-AM	KPEL-AM	KPEL-AM
5	K SM B - F M	K DEA - FM	KTDY - FM
M-F, 6-	10am		
1	KVOL-AM	KV OL - A M	KV OL - AM
2	KTDY-FM	KXKW-AM	KXKW-AM
3	KXKW-AM	KTDY-FM	K ROF-FM
4	K PEL - AM	KPFL-AM	KPEL-AM
5	K SM B - FM	KSMB-FM	K TDY - FM
M-F. 3-	7pm		
1	KTDY-FM	KV OL - AM	KXKW-AN
2	KVOL-AM	KTDY-FM	KV OL - AM
3	KXKW-AM	K X K W - A M	KRO F-FM
4	KPEL-AM	KSMB-FM	KTDY-FM
5	KSMB-FM	KPEL-AM	KPEL-AM



# Format Legend

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

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# Lakeland-Winter Haven

METRO RANK

119

# Average Persons 12+ Share Trends Monday-Sunday, 6em-Midnight POP(00): 2344

PUP(UU)1 2344						
	A/M 178		A/M '79		A/M '80	_
1	WRBQ-FM	14.8	WVFM-FM	12.4	WV FM-FM (MA)	2.8
2	WVFM-FM	11.8	WRBO-FM	12.1	WGTO-AM(C)	9.4
3	WGTO-AM	10.4	WGTO-AM	8.9	WPCV-FM(C)	8 • 6
4	WPCV-FM	8.5	WPCV-FM	8.6	WORJ-FM(A)	7.0
5	WONN-AM	6.0	WORJ-FM	8.3	WRBQ-FM(PA)	6 . 5
6	WQPD-AM	5.5	WFLA-FM	6.3	WYNF-FM(M)	4.9
7	WWA B - AM	4.9	WONN-AM	5 - 7	WONN-AM(M)	3.9
8	WFLA-FM	4.7	WQ PD - AM	4.0	WFLA-FM(MM)	3.9
9	WBJW-FM	2.7	WWAB-AM	3 - 2	WWAB-AM(M)	3 - <b>9</b>
10	WSUN-AM	2.7	WBJW-FM	2.9	WQPD-AMM	3.4
11	WSIR-AM	2 - 5	WPUL-AM	2.9	WHLY-FM(A)	2.9
12	WORJ-FM	2.2	WSUN-AM	2.0	WSUN AM(C)	2.3
13	WPUL-AM	2.2	WHLY-FM	2.0	WQYK-FM(C)	2.3
14	WZNG-AM	1 - 4	W H O O - F M	1.7	WDBO-FM(BMA)	2.1
15	WJYW-FM	1.1	WJYW-FM	1.4	WSIR-AMPA	1.3
16	WHOO-FM	1.1	WTMP-AM	1.4	WJYW-FM(MAR)	1.3
17	WTWB-AM	0.8	WSIR-AM	1.1	WBJW-FM 🦰	1.3
18	WQYK-FM	0.8	WTWB-AM	1 - 1	WFLA-AM (PA)	0.5
19	WIPC AM	0.8	WDBO-FM	$1 \cdot 1$		
20	WLCY-AM	0.5	WPLA-AM	1.1		
2 1	WDBO-FM	0.5	WQYK-FM	0.6		
2 2	WDB0-AM	0.5	WDBO-AM	0.6		
23	WPLA-AM	0.5				
	_	_	_			

# Average Persons Trends/Rankings

Total 12+	
M-S, Sam-Midnight	
POP(00) - 2344	

	A/M 178		A/M 179		A/M '80	
1	WRBO-FM	54	WV FM-FM	43	WVFM FM	49
	WVFM-FM	43	WRBO-FM	42	WGTO-AM	36
3	WGT O-AM	38	WGTO-AM	31	WPCV-FM	3 3
4	WPCV-FM	31	WPCV-FM	30	WORJ-FM	27
5	WONN-AM	22	WORJ-FM	29	WRBQ-FM	2.5
₩, 6-	10em					
1	WVFM-FM		WVFM-FM		WGTO-AM	
2	WONN-AM		WRBQ-FM		WVFM-FM	
	WPCV-FM		WONN-AM		WPCV-FM	
4	WRBO-FM		WGT O - AM		WRBQ-FM	
	WQPD-AM		WPCV-FM		WONN-AM	
HF, 3-	-7pm					
1	WRBO-FM		WVFM-FM		WVFM-FM	
2	WVFM-FM		WRBQ-FM		WGTO-AM	
3	WPCV-FM		WGT O - AM		WORJ-FM	
4	WGTO-AM		WORJ-FM		WPCV-FM	
- 5	UUAR-AM		WPCV-FM		WRBQ-FM	

M-2, sam-mionign		
POP(00): 291		
A/M '78	A/M '79	A/M 1B0
1 WRBO-FM	WRBQ-FM	WRBQ-FM
2 WQPD-AM	WBJW-FM	WYNF-FM
3 WBJW-FM	WQPD-AM	WQPD-AM
M-F, 6-10am		
1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WOPD-AM	WBJW-FM	WYN F-FM
3 WBJW-FM	WQ PD - A M	WQPD-AM
M-F, 3-7pm		
1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WWAB-AM	WB JW-FM	WWAB-AM
3 WQPD-AM	WQPD-AM	WYN F-FM
Adulta 40 24		

# POP(00): 745 A/M '78

A0161 1 0		
WRBQ-FM	WORJ-FM	WOR J-FM
WGTO-AM	WRBQ-FM	WGTO-AM
WPCV-FM	WGTO-AM	WRBQ-FM
WWAB-AM	WQPD-AM	WYNF-FM
WQPD-AM	WVFM-FM	WPCV-FM
0em		
WRBQ-FM	WORJ-FM	WGT 0-AM
WWAB-AM	WGT O - AM	WRBQ-FM
WONN AM	WRBQ-FM	WYN F-FM
WGT O-AM	WQPD-AM	WORJ-FM
WPCV-FM	WV FM-FM	WPCV-FM
'pm		
WRBQ-FM	WORJ-FM	WORJ-FM
WPCV-FM	WRBO-FM	WHLY-FM
WGTO-AM	WGTO-AM	WGTO AM
WWAB-AM	WVFM-FM	WRBQ-FM
WVFM-FM	WO PD - AM	WPCV-FM
	WRBQ-FM WGTO-AM WPCV-FM WWAB-AM WQPD-AM Oem WRBQ-FM WWAB-AM WONN AM WGTO-AM WPCV-FM PM WRBQ-FM WRBQ-FM WRBQ-FM WWCTO-AM WPCV-FM	WRBQ-FM WRBQ-FM WGTO-AM WRBQ-FM WDPCV-FM WGTO-AM WWAB-AM WQPD-AM WQPD-AM WVFM-FM  OBM WRBQ-FM WORJ-FM WAB-AM WGTO-AM WONN AM WRBQ-FM WGTO-AM WQPD-AM WPCV-FM WVFM-FM  DM WRBQ-FM WVFM-FM  WRBQ-FM WRBQ-FM WGTO-AM WPCV-FM WRBQ-FM WGTO-AM WGTO-AM

OPIC	00): 1008		
0. (	A/M '78	A/M '79	A/M 1B0
1	WRBQ-FM	WGT O - AM	WPCV-FM
2	WPCV-FM	WPCV-FM	WGT O - AM
3	WVFM-FM	WV FM-FM	WV FM - F M
4	WGT O-AM	WRBQ-FM	WRBQ-FM
5	WONN-AM	WF LA-FM	WORJ-FM
4-F, 6-1	0em		
1	WPCV-FM	WGTO-AM	WGTO-AM
2	WVFM-FM	WONN-AM	WPCV-FM
3	WONN AM	WVFM-FM	WVFM-FM
4	WRBQ-FM	WRBQ-FM	WRBQ-FM
5	WQPD-AM	WPCV-FM	WORJ-FM
M-F, 3-7	'pm		
1	WRBQ-FM	WGT O-AM	WPCV-FP
2	WFCV-FM	WVFM-FM	WGTO-AM
3	WVFM-FM	WRBQ-FM	WVFM-FM
4	WGTO-AM	WPCV-FM	WOR J-FM
5	WOPD-AM	WFLA-FM	WRBQ-FM

Total 12+ M& tem-Midnight					
POP(00): 2344					
A/M '76		A/M '79		A/M '80	
1 WRBO-FM	648	WRBQ-FM	633	WRBQ-FM	48
2 WVFM-FM	488	WVFM-FM	424	WV FM-FM	3 (
3 WPCV-FM	395	WPCV-FM	409	WGT O - AM	3 :
4 WQPD-AM	388	WONN-AM	379	WPCV-FM	3
5 WONN AM	344	WGT O - AM	350	WONN-AM	2
M-F, 6-10am					
1 WRBQ-FM		WRBQ-FM		WV FM~FM	
2 WVFM-FM		WONN-AM		WGT 0-AM	
3 WQPD-AM		WVFM-FM		WRBQ-FM WONN AM	
4 WONN-AM		WGTO-AM		WPCV-FM	
5 WPCV-FM		WPCV-FM		#LCA-LU	_
M-F, 3-7pm		UBBA-FH		WRBO-FM	
1 WRBQ-FM		WRBQ-FM WVFM-FM		WV FM-FM	
2 WVFM-FM 3 WOPD-AM		WORJ-FM		WGTO-AM	
3 WQPD-AM 4 WPCV-FM		WPCV-FM		WORJ-FM	
5 WGTO-AM		WO PD - AM		WPCV-FM	
1 WRBQ-FM		WRBQ-FM		WRBQ-FM	
2 WQPD-AM		WBJW-FM		WYNF-FM	
3 WBJW-FM		WQPD-AM		WQPD-AM	_
M-F, 6-10am					
M-F, 6-10am 1 WRBQ-FM		WRBQ-FM		WRBQ-FM	_
M-F, 6-10am 1 WRBQ-FM 2 WQPD AM		WRBQ-FM WBJW-FM		WRBQ-FM WYNF-FM	
M-F, 6-10am 1 WRBQ-FM 2 WQPD AM 3 WBJW-FM		WRBQ-FM		WRBQ-FM	
M-F, 6-10am  1 WRBQ-FM 2 WQPD AM 3 WBJW-FM  M-F, 3-7pm		WRBQ-FM WBJW-FM WQPD-AM		WRBQ-FM WYNF-FM WQPD-AM	_
M-F, 8-10am  1 WRBQ-FM 2 WQPD AM 3 WBJW-FM  M-F, 3-7pm 1 WRBQ-FM		WRBQ-FM WBJW-FM		WRBQ-FM WYNF-FM	
M-F, 6-10am  1 WRBQ-FM 2 WQPD AM 3 WBJW-FM  M-F, 3-7pm		WRBQ-FM WBJW-FM WQPD-AM WRBQ-FM		WRBQ-FM WYNF-FM WQPD-AM	
M-F, 8-10am  1 WRBQ-FM  2 WQPD AM  3 WBJW-FM  M-F, 3-7pm  1 WRBQ-FM  2 WQPD-AM		WRBQ-FM WBJW-FM WQPD-AM WRBQ-FM WBJW-FM		WRBQ-FM WYNF-FM WQPD-AM WRBQ-FM WYNF-FM	
M-F, 6-10am  1 WRBQ-FM 2 WQPD AM 3 WBJW-FM  M-F, 3-7pm 1 WRBQ-FM 2 WQPD-AM 3 WBJW-FM  Adults 18-34  M-S, 6am-Midnight		WRBQ-FM WBJW-FM WQPD-AM WRBQ-FM WBJW-FM		WRBQ-FM WYNF-FM WQPD-AM WRBQ-FM WYNF-FM	_
M-F, 8-10am  1 WRBQ-FM  2 WQPD AM  3 WBJW-FM  M-F, 3-7pm  1 WRBQ-FM  2 WQPD-AM  3 WBJW-FM  Adults 18-34		WRBQ-FM WBJW-FM WQPD-AM WRBQ-FM WBJW-FM WQPD-AM		WRBQ-FM WYNF-FM WQPD-AM WRBQ-FM WYNF-FM WQPD-AM	_
M-F, 6-10am  1 WRBQ-FM 2 WQPD AM 3 WBJW-FM  M-F, 3-7pm 1 WRBQ-FM 2 WQPD-AM 3 WBJW-FM  Adults 18-34  M-S, 6am-Midnight		WRBQ-FM WBJW-FM WQPD-AM WRBQ-FM WBJW-FM		WRBQ-FM WYNF-FM WQPD-AM WRBQ-FM WYNF-FM	
M-F, 8-10am  1 WRBQ-FM 2 WQPD AM 3 WBJW-FM  M-F, 3-7pm 1 WRBQ-FM 2 WQPD-AM 3 WBJW-FM  Adults 18-34 M-S, 6am-Midnight POP(00): 745 AJM '7B  1 WRBQ-FM		WRBQ-FM WBJW-FM WQPD-AM WRBQ-FM WBJW-FM WQPD-AM		WRBQ-FM WYNF-FM WQPD-AM WRBQ-FM WYNF-FM WQPD-AM	
M-F, 8-10am  1 WRBQ-FM 2 WQPD-M 3 WBJW-FM  M-F, 3-7pm 1 WRBQ-FM 2 WQPD-AM 3 WBJW-FM  Adults 18-34 Adults 18-34 Adw 7B  1 WRBQ-FM 1 WRBQ-FM 1 WRBQ-FM 2 WQPD-AM		WR BQ - FM WB JW - FM WQ PD - AM WR BQ - FM WB JW - FM WQ PD - AM  AIM '79 WR BQ - FM WQ PJ - FM		WRBQ-FM WYNF-FM WQPD-AM WRBQ-FM WQPD-AM  A/M'BD  WRBQ-FM WQPJ-FM	
M-F, 6-10am  1 WRBQ-FM 2 WQPD AM 3 WBJW-FM M-F, 3-7pm 1 WRBQ-FM 2 WQPD-AM 3 WBJW-FM Adults 18-34 M-S, 6am-Midnight POP(00): 745 AIM '7B  1 WRBQ-FM 2 WQPD-AM 3 WONN AM		WR BQ - FM WB JW - FM WQ PD - AM WR BQ - FM WB JW - FM WQ PD - AM  A/M '79  WR BQ - FM WQ PD - AM		WRBQ-FM WYNF-FM WQPD-AM WNNF-FM WQPD-AM AIM'BO WRBQ-FM WRRJ-FM WRLY-FM	
M-F, 6-10am  1 W8BQ-FM 2 WQPD AM 3 WBJW-FM  M-F, 3-7pm 1 WRBQ-FM 2 WQPD-AM 3 WBJW-FM  M-F, 3-7pm 1 WRBQ-FM 5 WGPD-AM 3 WBJW-FM  M-S, 6am-Mildnight POP(00): 745 A/M 78  1 WRBQ-FM 2 WQPD-AM 3 WONN AM 4 WPCV-FM		WRBQ-FM WBJW-FM WQPD-AM WRBQ-FM WQPD-AM WPCY-FM WQPD-AM		WRBQ-FM WYNF-FM WQPD-AM WRBQ-FM WQPD-AM  A/M'BD  WRBQ-FM WQPJ-FM	
M-F, 8-10am  1 WRBQ-FM 2 WQPD-M 3 WBJW-FM  M-F, 3-7pm 1 WRBQ-FM 2 WQPD-AM 3 WBJW-FM  Adults 18-34  Adults 18-34  AM '7B  1 WRBQ-FM 2 WQPD-AM 3 WONN AM 4 WPCV-FM 5 WGTO-AM		WR BQ - FM WB JW - FM WQ PD - AM WR BQ - FM WB JW - FM WQ PD - AM  A/M '79  WR BQ - FM WQ PD - AM		WRBQ-FM WYNF-FM WOPD-AM WNF-FM WQPD-AM  A/M'BO WRBQ-FM WORJ-FM WHLY-FM	
M-F, 6-10am  1 WRBQ-FM 2 WQPD AM 3 WBJW-FM M-F, 3-7pm 1 WRBQ-FM 2 WQPD-AM 3 WBJW-FM Adults 18-34 M-S, 6am-Midnight POP(00): 745 AIM '7B  1 WRBQ-FM 2 WQPD-AM 3 WONN AM 4 WPCV-FM 5 WGTO-AM M-F, 6-10am		WR BQ - FM WB JW - FM WB JW - FM WB JW - FM WB JW - FM WQ PD - AM WR PD - AM WP PD - AM WP CV - FM WG TO - AM		WRBQ-FM WYNF-FM WQPD-AM WRBQ-FM WYNF-FM WQPD-AM  A/M'BO WRBQ-FM WQRJ-FM WHLY-FM WYNF-FM	
M-F, 6-10am  1 WRBQ-FM 2 WQPD AM 3 WBJW-FM  M-F, 3-7pm 1 WRBQ-FM 2 WQPD-AM 3 WBJW-FM  Adults 18-34  M-S, 6am-Midnight POP(00): 745  AJM 78  1 WRBQ-FM 2 WQPD-AM 3 WONN AM 4 WPCV-FM 5 WGTO-AM  M-F, 6-10am 1 WRBQ-FM		WR BQ - FM WB JW - FM WQ PD - AM WB BQ - FM WB JW - FM WQ PD - AM WR BQ - FM WO RD - FM WQ PD - AM WP CV - FM WG TO - AM		WRBQ-FM WYNF-FM WQPD-AM WYNF-FM WQPD-AM  A/M'BO WRBQ-FM WORJ-FM WYNF-FM WGTO-AM	
M-F, 8-10am  1 WRBQ-FM 2 WQPD AM 3 WBJW-FM M-F, 3-7pm 1 WRBQ-FM 2 WQPD-AM 3 WBJW-FM Adults 18-34 AMM'7B 1 WRBQ-FM 2 WQPD-AM 3 WONN AM 4 WPCV-FM 5 WGTO-AM M-F, 8-10am 1 WRBQ-FN 2 WQPD-AM		WR BQ - FM WB JW - FM WQ PD - AM WR BQ - FM WB JW - FM WQ PD - AM WR BQ - FM WQ PD - AM WP CV - FM WG TO - AM WR BQ - FM WQ PD - AM		WRBQ-FM WYNF-FM WQPD-AM WRBQ-FM WYNF-FM WQPD-AM  A/M'BO WRBQ-FM WQRJ-FM WHLY-FM WYNF-FM	
M-F, 6-10am  1 WRBQ-FM 2 WQPD AM 3 WBJW-FM  M-F, 3-7pm 1 WRBQ-FM 2 WQPD-AM 3 WBJW-FM  Adults 18-34  M-S, 6am-Midnight POP(00): 745  AJM 78  1 WRBQ-FM 2 WQPD-AM 3 WONN AM 4 WPCV-FM 5 WGTO-AM  M-F, 6-10am 1 WRBQ-FM		WR BQ - FM WB JW - FM WQ PD - AM WB BQ - FM WB JW - FM WQ PD - AM WR BQ - FM WO RD - FM WQ PD - AM WP CV - FM WG TO - AM	 	WRBQ-FM WYNF-FM WOPD-AM WNF-FM WQPD-AM  A/M'BO WRBQ-FM WORJ-FM WHLY-FM WGTO-AM	

WRBO-FM WORJ-FM WOPD-AM WVFM-FM WPCV-FM

A/M '79

WRBQ-FM WPCV-FM WGTO-AM WVFM-FM

WRBQ-FM WORJ-FM WHLY-FM WGTO-AM

WPCV-FM

A/M '80

WPCV-FM WRBQ-FM WGTO-AM WVFM-FM WONN AM

M-F, 3-7pm

Adults 25-54

M-S, 6am-Midnight POP(00): 1008

A/M '7B

WRBQ-FM WVFM-FM WPCV-FM

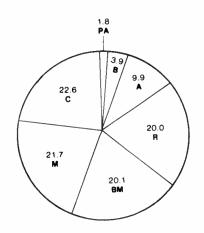
WGT O-AM WQPD-AM

1 WRBQ-FM 2 WQPD-AM 3 WPCV-FM 4 WWAB-AM 5 WORJ-FM

M-F, 6-10am		
1 WRBO-FM	WGT O-AM	WGT O - AM
2 WPCV-FM	WRBQ-FM	WPCV-FM
3 WVFM-FM	WPCV-FM	WONN-AM
4 WGTO-AM	WONN - AM	WRBQ-FM
5 WQPD-AM	WVFM-FM	WVFM-FM
M-F, 3-7pm		
1 WRBO-FM	WGTO-AM	WGTO-AM
2 WPCV-FM	WVFM-FM	WPCV-FM
3 WVFM-FM	WRBQ-FM	WRBQ-FM
4 WOPD-AM	WPCV-FM	WVFM-FM
E UCTO-AM	WFIA-FM	WORJ-FM

# **Format Penetration Chart**

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



# Format Legend

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

<b>P</b> OP(	00	):	2890	

L	an	Ca	aste	er	
_				METRO F	ANK (10
	ige Persons ly-Sunday, 6ar				
<b>P</b> OP(	00): 2890	)			
	A/M '78		A/M '79		A/M '80
1	WIOV-FM	11.4	WIOV-FM	14.9	WNCE-FM(BM)
	WQXA-FM	8.3	WQXA-FM	11.0	WQXA-FM(PI)
	WSBA FM	8.3	WNCE-FM	8.3	WIOV-FM(C)
4	WLAN-AM	7.8	WSBA-AM	7.2	WLAN-FM(BM)
5	WDAC-FM	5 • 5	WSBA-FM	6 - 5	WDAC-FM(RL)
6	WDDL-AM	5.0	WLAN-AM	5.9	WSBA-AM(PA)
7	WYCR-FM	5.0	WDAC-FM	5.4	WSBA-FM(PA)
8	WNCE-FM	5.0	WGSA-AM	4.5	WLAN-AM(R)
9	WGSA-AM	4.0	WLAN-FM	3.6	WRKZ-FM(C)
	WSBA-AM	3.8	WRIIY-FM	2.5	WRHY-FM(A)
11	WLAN-FM	3.8	W LP A - AM	2.5	WYCR-FM(P)
	KYW -AM	2 • 6	WYCR-FM	2.0	KYW -AM(N)
	WHP -AM	2.4	WHP -AM	1 . 8	WLPA-AM (PA)
	WIF1-FH	2.4	WHP -FM	1.4	WHP - FM (BM)
16	WIFI-FM WUFN-FM	1.9	KYW - AM WUFM-FM	0.9	WJBR-FM(BM) WGSA-AM(PA)
17	WPDC-FM	1.9	WGCB-FM	0.9	WHP -AM (PA)
18	WGCB-FM	1.7	WEEU-AM	0.7	WGCB-FM(RL)
	WRHY-FM	1.7	WPDC-FM	0.7	WYSP-FM(A)
	WBYO-FM	1.7	WPDC-AM	0.2	WUFM-FM(R)
21	WFIL-AM	1.4			WEEU-AM (PA)
2 2	WVLV-AM	1.4			
2.3	WJBR-FM	0.7			
	WRFY-FM	0.5			
	WZ I X-AM	0.5			
26	WPDC-AM	0.2			

# Average Persons Trends/Rankings

Total	12-	+	
M-S, 6	am-l	Midn	ight
DOD/	001		2900

	A/M '78		A/M '79		A/M '80	
1	WIOV-FM	48	WIOV-FM	66	WNCE FM	48
2	WOXA-FM	3.5	WOX A-FM	49	WOXA FM	46
3	WSBA-FM	3.5	WNCE-FM	3.7	WIOV-FM	3 (
4	WLAN-AM	33	WSBA-AM	3 2	WLAN-FM	29
5	WDAC-FM	2 3	WSBA-FM	29	WDAC-FM	29
W-F, 6	-10am					
1	WIOV-FH		WIOV-FM		WQX A-FM	
2	WLAN-AM		WOXA-FM		WNCE-FM	
3	WDAC-FM		WSBA-AM		WIOV-FM	
4	WDDL-AM		WLAN-AM		WSBA-AM	
5	WSBA-FM		WNCE-FM		WLAN-FM	
M-F. 3-	7pm					
1	WQXA-FM		WIOV-FM		WNCE-FM	
2	WSBA-FM		WOXA-FM		WOXA-FM	
3	WLAN-AM		WNCE-FM		WSBA-AM	
4	W10V-FM		WSBA-FM		WDAC-FM	
5	WNCE-FM		WSBA-AM		WLAN-AM	

# M-S, 6am-Midnight

	A/M 178	A/M '79	A/M '80
1	WYCR-FM	WQX A-FM	WQXA FM
2	WLAN-AM	WLAN-AM	WLAN-FM
3	WQXA-FM	WYCR-FM	WLAN-AM
M-F, 6	-10am		
1	WLAN-AM	WQX A-FM	WOXA-FM
2	WYCR-FM	WLAN-AM	WLAN-FM
3	WIF1-FM	WRHY-FM	WLAN-AM
M-F, 3	-7pm		
1	WQX A-FM	WQXA-FM	WOXA-FM
2	WLAN-AM	WLAN-AM	WLAN-FM
3	WYCR-FM	WYCR-FM	W LAN - AM

# Adults 18-34

A/M '79	A/M '80
WQX A-FM	WOX A-FM
WIOV-FM	WLAN-FM
WSBA-AM	WIAN-AM
WLAN-AM	WRKZ-FM
WNCE-FM	WNCE-FM
WIOV-FM	WOXA-FM
WQX A-FM	WLAN-FM
WLAN-AM	WLAN-AM
WSBA-AM	WR KZ-FM
WNCE-FM	WIOV-FM
WQX A-FM	WOXA~FM
WIOV-FM	WLAN-AM
WSBA-AM	WR KZ-FM
WLAN-FM	WLAN-FM
WNCE-FM	WRHY-FM
	WQXA-FM WIOV-FM WSBA-AM WLAN-AM WNCE-FM WIOV-FM WQXA-FM WLAN-AM WSBA-AM WNCE-FM WQXA-FM WIOV-FN WSBA-AM

PUP	(00): [323		
	A/M '78	A/M 179	A/M '80
. 1	WSBA-FM	WIOV-FM	WNCE-FM
2	WIOV-FM	WSBA-AM	WIOV-FM
3	WNCE-FM	WQX A - FM	WLAN-FM
4	WOAC-FM	WNCE-FM	WSBA-FM
5	WQXA-FM	WSBA-FM	WQX A- FM
M-F, 6	8-10am		
1	WIOV-FM	WIOV-FM	WSBA-AM
2	WDAC~FM	WSBA-AM	WIOV-FM
3	WSBA-AM	WQXA~FM	WNCE-FM
4	WSBA-FM	WDAC-FM	WSBA-FM
5	WDDL-AM	WNCE-FM	WIAN-EM

M-F, 3	-7pm		
1	WSBA-FM	WIOV-FM	WNCE-FM
2	WIOV-FM	WSBA-AM	WSBA-AM
3	WNCE-FM	WSBA-FM	WLAN-AM
4	WDAC-FM	WNCE-FM	WSBA-FM
5	WLAN-FM	WQXA-FM	WIOV-FM

# **Cume Persons Trends/Rankings**

M-S,	Barn-Midnight					
POP	(00): 2890 A/M '78	)	A/M 179		A/M '80	
1	WLAN-AM	723	WQXA-FM	725	WQX A FM	63
2	WQXA-FM	562	WIOV-FM	583	WNCE-FM	6.3
3	WDDL-AM	547	WSBA-AM	544	WLAN-AM	61
	WSBA-FM		WLAN-AM	530	WLAN-FH	46
5	W I O V - F M	517	WNCE-FM	425	WIOV-FM	45
M-F, 6	-10am					
1	WLAN-AM		WQXA-FM		WOXA-FM	
2	WIOV-FM		WIOV-FM		WLAN-AM	
3	WDDL-AM		WSBA-AM		WNCE-FM	
4	WSBA-AM		WLAN-AM		WSBA-AM	
5	WSBA-FM		WNCE-FM		WIOV-FM	
M-F, 3	l-7pm					
1	WLAN-AM		WOXA FM		WOX A-F!1	
2	WOXA-FM		WIOV-FM		WLAN-AM	
3	WDDL-AM		WLAN-AM		WNCE-FM	
4	WSBA-FM		WSBA-AM		WSBA-FM	
5	WNCE-FM		WNCE-FM		WLAN-FM	
Teen	s					
	iam-Midnight					
PO P (	00): 365					
	A/M 178		A/M 179		A/M '80	
1	WLAN-AM		WQXA-FM		WQX A-FM	
2	WYCR-FM		WLAN-AM		WLAN-AM	
3	WQXA-FM		WYCR-FM		WLAN-FM	
M-F, 6	-10am					
1	WLAN-AM		WQXA-FM		WOXA-FM	
	WYCR-FM		WLAN-AM		WLAN-FM	
3	WIFI-FM		WRHY-FM		WLAN-AM	
M-F. 3	-7pm					
	WYCR-FM		WOXA-FM		WQX A-FM	
	WLAN-AM		WLAN-AM		WLAN-AM	
	WQXA-FM		WLAN-FH		WLAN-AM WLAN-FM	
					WLAN-FM	

rur(00): 1007			
A/M 178	A/M 179	A/M '80	
1 WOXA-FM	WQXA-FM	WOX A-FM	
2 WLAN-AM	WLAN-AM	WLAN-AM	
3 WSBA-AM	WSBA-AM	WLAN-FM	
4 WYCR-FM	WIOV-FM	WIOV-FM	
5 WDDL-AM	WLPA-AM	WNCE-FM	
M-F, 6-10am			
1 WLAN-AM	WQX A-FM	WOX A-FM	
2 WOXA-FM	WSBA-AM	WLAN-AM	
3 WSBA-AM	WIOV-FM	WLAN-FM	
4 WIOV-FM	WLAN-AM	W10V-FM	
5 WDDL-AM	WNCE-FM	WRHY-FM	
M-F, 3-7pm			
I WQXA-FM	WQXA-FM	WQXA-FM	
2 WLAN-AM	WSBA-AM	WLAN-AM	
3 WDDL-AM	WLAN-AM	WLAN-FM	

M-S, 6	I <b>12+</b> Sam-Midnight (00): 2890	)				
	A/M '78		A/M 179		A/M '80	
1	WLAN-AM	723	WQXA-FM	725	WQX A FM	639
2	WQXA-FM	562	WIOV-FM	583	WNCE-FM	634
3	WDDL-AM	547	WSBA-AM	544	WLAN-AM	619
4	WSBA-FM	524	WLAN-AM	530	WLAN-FH	469
5	WIOV-FM	517	WNCE-FM	425	WIOV-FM	456
W-F, 6	-10am					
1	WLAN-AM		WQXA-FM		WQXA-FM	
2	WIOV-FM		WIOV-FM		WLAN-AM	
3	WDDL-AM		WSBA-AM		WNCE-FM	
4	WSBA-AM		WLAN-AM		WSBA-AM	
	HCD A EM		HINCE EN		117011 514	

- 5	WIOV-FM	517	WNCE-FM	425	WIOV-FM	456
M-F, 6	l-10am					
1	WLAN-AM		WQXA-FM		WQXA-FM	
2	WIOV-FM		WIOV-FM		WLAN-AM	
3	WDDL-AM		WSBA-AM		WNCE-FM	
4	WSBA-AM		WLAN-AM		WSBA-AM	
5	WSBA-FM		WNCE-FM		WIOV-FM	
M-F, 3	l-7pm					
1	WLAN-AM		WQXA FM		WOX A-FII	
2	WQXA-FM		WIOV-FM		WLAN-AM	
3	WDDL-AM		WLAN-AM		WNCE-FM	
4	WSBA-FM		WSBA-AM		WSBA-FM	
5	WNCE-FM		WNCE-FM		WI.AN-FM	

2 4444 111	WICK-FR	WLAN-FM
M-F, 6-10am		
1 WLAN-AM	WQXA-FM	WOXA-FM
2 WYCR-FM	WLAN-AM	WLAN-FM
3 WIFI-FM	WRHY-FM	WLAN-AM
M-F, 3-7pm		
1 WYCR-FM	WQXA-FM	WQX A-FM
2 WLAN-AM	WLAN-AM	WLAN-AM
3 110 V A - F M	III AN EN	

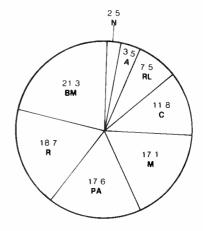
Adults 18-34 M-S, 6am-Midnight		
POP(00): 1007		
A/M 178	A/M 179	A/M '80
1 WOXA-FM	WQXA-FM	WQX A-FM
2 WLAN-AM	WLAN-AM	WLAN-AM
3 WSBA-AM	WSBA-AM	WLAN-FM
4 WYCR-FM	WIOV-FM	WIOV-FM
5 WDDL-AM	WLPA-AM	WNCE-FM
M-F, 6-10am		
1 WLAN-AM	WQXA-FM	WOX A-FM
2 HOVA EM	LICDA AM	

	WOXA-FM	WSBA-AM	WLAN-AM	
3	WSBA-AM	WIOV-FM	WLAN-FM	
4	WIOV-FM	WLAN-AM	W1OV-FM	
5	WDDL-AM	WNCE-FM	WRHY-FM	
1-F, 3	-7pm			
1	WQXA-FM	WQXA-FM	WQXA-FM	
2	WLAN-AM	WSBA-AM	WLAN-AM	
3	WDDL-AM	WLAN-AM	WLAN-FM	
4	WSBA-AM	WIOV-FM	WRH Y-FM	
5	WYCR-FM	WLAN-FM	WSBA-FM	

	A/M 178	A/M 179	A/M 18
1	WSBA-FM	W10V-FM	WLAN-A
2	WSBA-AM	WSBA-AM	WNCE-F
3	WNCE-FM	WQX A-FM	WOXA-F
4	WIOV-FM	WLAN-AM	WIOV-F
- 5	WDDL-AM	WSBA-FM	WSBA-F
M-F, 6	i-10am		
1	WSBA-AM	WIOV~FM	WI.AN-A
2	WIOV-FM	WSBA-AM	WSBA-A
3	WSBA-FM	WNCE-FM	WIOV-F
4	WDAC-FM	WLAN-AM	WNCF-F
5	WDDL-AM	WQXA-FM	WQX A-F
M-F, 3	-7pm		
1	WSBA~FM	WIOV-FM	WLAN-A
2	WNCE-FM	WSBA-AM	WSBA-F
3	WSBA-AM	WQXA-FM	WNCE-F
4	WIOV-FM	WLAN-AM	WSBA-A
5	WOXA-FM	WNCE-FM	W10V-F

# **Format Penetration Chart**

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



# **Format Legend**

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

# ansingast Lansing

METRO RANK



# M '80 Market Overview

The Burkhart/Abrams Superstars AOR format de a superstar out of WILS-FM in Lansing. While other leading stations in the market remained relrely stable - stations like WFMK, WVIC-FM, and TL-FM — WILS-FM surged to the top of the mar-. Given the increased sample returned in this eep, this result does not appear to be a fluke.

WILS-FM used an ad campaign similar to its N '79 effort. TV commercials and bumperstickers de up the core of the campaign. WILS-FM moved st WFMK to become the 18-34 leader with more n a 22 share. More than half of the WILS-FM rage audience was men 18-24, while WFMK, with 21 share of 18-34's, showed a more gender-balred audience.

The number three station in the market was WVIC-I which tied for second with WFMK among 25-54's. /IC-FM is simulcast during the daytime broadcast urs of WVIC, its AM sister. WVIC-FM prospered 3 book, almost doubling its share of adults 25-54. e WFMK, it earned just under a 12 share. With /IC added in, the AM/FM WVIC combo rated secd with just under 13. WVIC-FM had hoped for a tter showing, since the station made a more extene effort to advertise itself this sweep. TV spots and poards were used, while on-air the music went back solid gold weekends. More oldies were played durthe week as well in an effort to boost the 25-54 mbers. Apparently it worked.

The leading Country station, WITL-FM, maintained 25-54 edge, upping its share to 14. Women 35-44 de up the biggest block of WITL-FM's audience.

rage	Persons	12+	Share	Trends	
	undev. Sen				

_	,	_	٠.		•	, -	_		
(	0	0	)	:	3	8	1	0	

? (	00): 3810	)			
	A/M '79		O/N '79		A/M '80
ī	WVIC-PH	11.4	WFMK-FM	14.0	WILS-FM(A) 14.4
2	WFMK-FM	0.6	WVIC-FM	10.7	WFMK-FM(PA)13.5
3	WILS-FM	9 . 6	WITL-FM	10.2	WVIC-FM(m) 11.6
4	WITL-FM	9.1	WILS-FM	9.3	WITL-FM(C) 10.2
5	WJR -AM	7 - 1	WJR -AM	7.4	WJIM-FH(MM) 7.3
6	WJIM-FM	6.8	WJIM-PH	6.4	WJR -AM (PA) 5.9
7	WILS-AH	4.3	WILS-AM	6.0	WOOD-FHOOM 3.4
B	WLAV-FM	3.9	WOOD-FM	5.0	WJIM-AM(PA) 3.3
9	WJIM-AH	3.7	WJIH-AH	4.3	WILS-AMPA) 3.3
ó	WOOD-FM	3.0	WITL-AM	3.5	WITL-AMC 2.8
ı	WITL-AM	2 . 8	WFFX-FM	3.3	WLAV-FM(PA) 2.2
2	WVIC-AM	2.3	WVIC-AM	2.2	WFFX-FM(PA) 1.4
3	WION-AM	1.8	WCER-AM	1.6	WVIC-AM(R) 1.2
4	WFFX-FM	1.4	WGRD-FH	1.6	WGRD-FM(M) 1.1
5	WPLB-FM	1.4	WGER-FM	0.9	WPLB-FM(C) 1.1
6	WCER-AM	1.1	WRBJ-FM	0.3	WJFH-FH(PA) 0.6
7	WGRD-FM	0.9	WOOD-AM	0.2	WCER-AMPA 0.5
8	CKLW-AM	0.5			WION-AMPA 0.5
9	WGRD-AM	0.2			WHHQ-FH(PA) 0.2

# Average Persons Trends/Rankings

ial 12+ P(00): 3810

	A/M '79		O/N '79		A/M '80	
1	WVIC-FM	64	WFMK-FM	81	WILS-FM	93
2	WEMK-FM	54	WVIC-FM	62	WFMK-FM	87
-	WILS-FM	54	WITL-FM	59	WVIC-FM	75
4	WITL-FM	51	WILS-FM	54	WITL-FM	66
5	WJR -AM	40	WJR -AH	43	WJIM-FM	47
. 6	-1 0em					
1	WVIC-FM		WFMK-FM		WITL+FM	
2	WITL-FM		WITL-FM		WFMK-FM	
	WEMK-FM		WVIC-FM		WVIC-FM	
4	WJR -AM		WJR -AM		WILS-FM	
5	WILS-FM		WJIM-FM		WJR -AM	
., 3	-7pm					
1	WILS-FM		WFMK-FM		WFMK-FM	
2	WVIC-FM		WITL FM		WILS-FM	
3	WFMK-PM		WILS-FM		WVIC-FM	
4	WJIH-FH		WVIC-FM		WITL-FM	
5	WITL-FM		WJR -AM		WJIM-FM	

(00): 471		
A/M '79	O/N '79	AM '80
1 WVIC-FM	WVIC-FM	WVIC-FM
2 WILS-FM	WILS-FM	WILS-FM
3 WILS-AM	WVIC-AM	WFMK+FM

A-F, 6-10em	INITO PH	WVIC-FM
1 WVIC-FM	WVIC-FM	WVIC-FM
2 WILS-AM	WVIC-AM WILS-FM	WILS-FM
3 WILS-FM	WILS-FR	#1F2-LH
A-F, 3-7pm		WVIC-FM
1 WVIC-FM	WVIC-FM	WILS-FM
2 WILS-FM	WILS-FM WGRD-FM	WYLS-FH
3 WVIC-AH	WGRD-FM	MAIC-NH
Adults 18-34 M-S, Sam-Midnight		
OP(00): 1750		
A/M '79	O/N '79	A/M '80
1 WFMK-FM	WFMK-FM	WILS-FM
2 WILS-FM	WILS-FM	WFMK-FM
3 WVIC-FM	WVIC-FM	WVIC-FM
4 WLAV-FM	WILS-AM	WITL-FM
5 WJIH FM	WITL-FM	WJIM-FM
W-F, 6-10am		
1 WFMK-FM	WFMK-FM	WFMK-FM
2 WILS-FM	WVIC-FM	WILS-FM WVIC-FM
3 WVIC-FM	WILS-FM WJIM-AM	WVIC-FH WITL-FM
4 WILS-AM	WILS-AM	WITE-FH WJR -AH
5 WJIH-AH	MIT2-VH	WJK -ND
M-F, 3-7pm	WFMK-FM	WFMK-FM
1 WILS-FM 2 WFMK-FM	WILS-FM	WILS-FM
2 WFMK-FM 3 WVIC-FM	WVIC+FM	WVIC-FM
4 WJIM-FM	WILS-AM	WJIM-FM
5 WLAV-FM	WITL-FM	WITL-FM
Adults 25-54		
M-S, Sam-Midnight		
POP(00): 1689		
A/M '79	O/N '79	A/M '80
1 WITL-FM	WITL-FM	WITL-FM
2 WFMK-FM	WJR -AM	WFMK-FM
2 WFMK-FM 3 WVIC-FM	WFMK-FM	WVIC-FM
4 WJR -AM	WJIM-FM	WJIM-FM
5 WJIM-FM	WJIM-AM	WJR -AM
M-F, 6-10em		
1 WITL-FM	WJR -AM	WITL-FM
2 WJR -AM	WITL-FM	WJR -AM
3 WJIM-AM	WFMK-FM	MAIC-SH
4 WILS-AM	WJIM-FM	WFMK-FM
5 WVIC-PM	MA-HILM	WJIM-AM
M-F, 3-7pm		
1 WFMK-FM	WITL-FM	WJIM-FM
2 WITL-PH	WJR -AM	WFMK-FM
3 WJIM-AM	WFMK-FM	WITL-PH
4 WVIC-FM	WJIM-FM	WVIC-FM
5 WJR -AM	WJIM-AM	WJR -AM

# **Cume Persons Trends/Rankings**

5 WJIM-AH M-F, 6-10em

1 WFMK-FM 2 WVIC-FM

5 WILS-AH

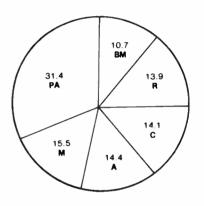
WVIC-FM WILS-FM WILS-AM

Total 12+					
M-6, Gem-Midnight					
POP(00): 3810					
A/M 179		O/N '79		A/M '80	
1 WVIC-FM 1	076	WVIC-FM	1064	WFMK-FM	124
2 WFMK-FM	975	WFHK-FH	1044	WVIC-FM	100
3 WILS-FM	844	WITL-PM	831	WILS-FM	81
4 WJR -AM	72 7	WILS-AM	793	WITL-FM	7.8
5 WITL-FM	692	WILS-FM	700	WJR -AM	6 (
M-F, 6-10em					
1 WVIC-FM		WFMK-FM		WVIC-FM	
2 WFMK-FM		WVIC-FM		WFMK-FM	
3 WITL-FM		WITL-FM		WITL-FM	
4 WJR -AM		WJR -AM		WILS-FM	
5 WJIH-AH		WILS-AM		WJR -AH	
M-F, 3-7pm					
1 WFMK-FM		WVIC-FM		WFMK-FM	
2 WVIC-FM		WFMK-FM		WVIC-FM	
3 WILS-FM		WILS-AM		WILS-FM	
4 WITL-FM		WITL-FM		WITL-FM	
5 WILS-AM		WILS-FM		WJIM-FM	
Teens					
M-S, 6am-Midnight					
POP(00): 471					
A/M '79		O/N '79		A/M '80	
1 WVIC-FM		WVIC-FM		WVIC-FM	
2 WILS-FM		WILS-FM		WFMK-FM	
3 WILS-AM		WILS-AM		WILS-FM	
M-F, 6-10am					
1 WVIC-FM		WVIC-FM		WVIC-FM	
2 WILS-AM		WVIC-AM		WFMK-FM	
3 WVIC-AM		WILS-FM		WILS-FM	
M-F, 3-7pm					
1 WVIC-FM		WVIC-FM		WVIC-FM	
2 WILS-FM		WILS-FM		WILS-PM	
3 WFMK-FM		WILS-AM		WPMK-PM	
Adults 18-34					
M-S, 6am-Midnight					
POP(00): 1750					
POP(00): 1750 A/M'79		O/N '79		A/M '80	
	_	O/N '79 WF HK - FH	_	A/M '80 WFHK-FH	
A/M '79	_				
A/M '79 1 WFHK-FH		WF MK - FM		WFMK-FM	
AM '79  1 WFHK-FH 2 WVIC-FH		WFMK-FM WVIC-FM		WFMK-FM WILS-FM	

Adults 25-54 M-S, 6am-Midnight			080
POP(00): 1689			
A/M '79	O/N '79	A/M_180	_ 5
1 WFMK-FM	WFMK-FM	WFMK-FM	
2 WITL-FM	WJR -AH	WITL-FM	7
3 WVIC-FM	WJIM-AM	WVIC-FM	ă
4 WJR -AM	WITL-FM	WJIM-FM	ň
5 WJIM-AM	WJIM-FM	WJR -AM	
M-F, 6-10am			
1 WITL-FM	WJR -AH	WITL-FM	Ž
2 WFMK-FM	WITL-FH	WVIC-FM	Ë
3 WJIH AH	WJIM-AM	WFMK-FM	<
4 WVIC-FM	WFMK-FM	WJIM-AM	0
5 WJR -AM	WJIM-FM	WJR -AM	_ :
M-F, 3-7pm			Č
1 WFMK-FM	WFMK-FM	WFMK-FM	
2 WITL-FM	WJIM-AM	WITL-FM	
3 WVIC-FM	WITL-FM	WVIC-FM	
4 WILS-AM	WJIM-FM	WJIM-FM	
5 WJIM-AM	WJR -AH	WJR -AM	

### **Format Penetration Chart**

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



# Format Legend

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

WFMK-FM WVIC-FM

WJIM-AM

WEMK-FM

WVIC-FM WILS-AM WILS-FM

WJIM-AM

WFMK-FM

WILS-FM WVIC-FM

WJIH-PH

WILS-FH WVIC-FM

# Las Vegas

92

# A/M '80 Market Overview

Beautiful Music KORK-FM remained atop the Las Vegas metro, but the highlight here was the showing by Pop/Adult KMJJ. KORK led 45+, but KMJJ strengthened itself to lead in both the 25-54 and 18-34 categories.

The KMJJ advance was sparked by an increase among women 18-34. With this gain, the station was able to boost its young adult share from just under a 14 to over 18. In 25-54's, KMJJ was able to break a tie with KORK-FM and KXTZ and become the pacesetter, rising from the mid-11 range to the mid-13 bracket. KMJJ's external advertising consisted primarily of TV, with about one-third of the dollars going into newspaper. Total ad expenditures were \$20,000. Onair, KMJJ gave away a trip to Mexico, and offered 10 families trips to Disneyland.

KLUC added two shares to its 18-34 total, taking second with a figure in the mid-13 range. It picked up male listeners this survey, and reasserted itself as the teen leader. The station moved its music a bit more mass appeal in this sweep. Advertising efforts consisted of TV and outdoor boards.

Country KVEG enjoyed its best book in recent years. The station advertised primarily using billboards, with 20% of the budget going into TV. On-air there was a special promotion called "Country Bingo," run in conjunction with the local 7-11 stores. Ratings payoffs showed in the 25-54 standings, where KVEG improved about 25% to rank third with a share just over 10, right behind KXTZ's mid-11 figure.

# Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 3148

	A/M '79		O/N '79		A/M *80	
1	KORK-FM	11.3	KORK-FM	10.4	KORK-FM(BM)	10.
2	KLUC-FM	8.7	KXTZ-FM	9.0	KLUC-FM(R) 1	
3	KXTZ-FM	8.5	KLUC-FM	8.8	KMJJ-AM(PA)	
4	KENO-AM	8.0	KENO-AM	8.8	KVEG-4M(C)	9.0
5	KENO-FM	8.0	KMJ J - AM	7.4	KXTZ-FM(BAN)	
- 6	KRAM-AM	7.6	KFMS-FM	7.4	KORK-AM(PA)	
7	KVEG-AM	7.4	KVEG-AM	6 - 5	K FM S - FM(A)	6.1
8	KMJJ-4M	7.2	KORK - AM	6.3	KL AV - AM (D)	5.9
9	KORK-4M	7.0	KL AV - AM	6 - 1	KRAM-AMIC)	5 . 6
10	KD WN - AM	6 - 7	KDWN-4M	5.9	KENO - AM (R)	4.4
1.1	KFMS-FM	4.8	KENO-FM	5.2	KDWN-AM(PA)	4.4
12	K NU U - AM	4.6	KRAM-AM	5.0	KNUU - AM (NO	4.2
13	KL AV - AM	3.9	K NUU - AM	4.7		2.9
14	KVOV~AM	0.9	KFI -AM	0.7	KUDO-FM(PA)	1.9
15						0.6

# Average Persons Trends/Rankings

# Total 12+

KLUC FM

2 KENO-AM 3 KLAV-AM

2 KENO-AM

3 KLAV-AM

KLUC-FM

KENO AM

3 KLAV-AM

M-F, 6-10am 1 KLUC-FM

M-F. 3-7pm

Market

Buy

Market

POP(00): 3148					
A/M *79		O/N '79		A/M '80	
1 KORK-FM	52	KORK-FM	46	KORK-FM	5.0
2 KLUC-FM	4.0	KXTZ-FM	44	K LU C-FM	4.8
3 KXTZ~FM	39	KLUC-FM	39		47
4 KENO-AM	37	KENO-AM	39		43
5 KENO-FM	37	KMJJ-AM	33	KXTZ-FM	43
M-F, 6-10am					
1 KORK-FM		KORK-AM		KORK-AM	
2 KMJJ-AM		KORK-FM		KMJJ-AM	
3 KORK-AM		KENO-AM		KV EG-AM	
4 KVEG-AM		KLUC-FM		KLUC-FM	
5 KXTZ-FM		KXTZ-FM		KORK-FM	
M-F, 3-7pm					
1 KORK-FM		KORK-FM		KORK-FM	
2 KENO AM		KXTZ-FM		KVEG-AM	
3 KLUC-FM		KLUC FM		KMJ J-AM	
4 KMJJ-AM		KENO-AM		KXTZ-FM	
5 KXTZ-FM		KLAV-AM		KLUC FM	
Teens					
M-S, 6am-Midnight					
POP(00): 411					
A/M '79		O/N '79		A/M '80	

KENO-AM

KLUC-FM

KLAV-AM

KENO-AM

KLU C-FM

KFMS-FM

KLU C-FM

KI AV - AM

KV E C-AM

KLU C-FM

KLAV-AM KFMS-FM

### Adults 18-34 M-S, 6am-Midnight

POP(00): 1225 A/M '79

KFMS-FM KMJJ-AM KLUC-FM	KMJJ-AM KLUC-FM
KLUC-FM	
	KFMS-FM
KFNO-AM	KL AV - AM
KENO FM	KENO-AM
KMJJ-AM	KMJJ-AM
KLUC FM	KLU C-FM
KENO AM	KORK-AM
KFMS-FM	KV EG-AM
KORK-AM	KFMS-FM
KFMS-FM	KMJJ-AM
KMJJ-AM	KFMS-FM
KENO-AM	K LU C - F M
KLUC-FM	KENO-AM
KLAV-AM	KORK-FM
	KENO FM  KMJJ-AM KLUC FM KENO AM KFMS-FM KORK-AM  KFMS-FM KMJJ-AM KENO-AM KLUC-FM

O/N '79

# Adults 25-54

M-S, 6am-Midnight		
POP(00): 1626		
A/M '79	O/N '79	A/M '80
1 KORK-FM	KMJJ-AM	KMJJ-AM
2 KVEG-AM	KXTZ-FM	KXTZ-FM
3 KDWN AM	KORK-FM	KVEG-AM
4 KMJJ-AM	KV E G – AM	KORK-FM
5 KRAM-AM	KORK-AM	KORK-AM
M-F, 6-10am		
1 KMJJ-AM	KORK-AM	KORK-AM
2 KRAM-AM	KMJJ-AM	KMJJ-AM
3 KVEG-AM	KORK-FM	KV EC-AM
4 KORK-AM	KVEG-AM	KI.UC~FM
5 KDWN AM	KXTZ FM	KX T Z - F M
M-F, 3-7pm		
1 KMJJ-AM	KXTZ-FM	KMJJ-AM
2 KDWN-AM	KMJ J-AM	KXTZ-FM
3 KORK-FM	KORK-FM	KORK-FM
4 KXTZ-FM	KRAM-AM	KV EG-AM
5 KVEG-AM	KLUC-FM	K ORK - AM

# Cume Persons Trends/Rankings

Total 12+

POP(00): 314R A/M '79 O/N '79 A/M '80 KFNO-AM KLUC-FM KLUC-FM KENO-AM KMJJ-AM KL L'C-FM KMJJ-AM 639 KORK-FM KMJJ-AM KORK-AM KXTZ-FM KXTZ-FM 5 KFMS-FM FORK-FM M-F, 6-10am KENO AM KENO-AM

KLUC~FM KMJJ-AM KORK-FM KLUC-FM KORK-AM KLU C-FM KMJJ-AM KMJJ-AM 5 KRAM-AM KVFG-AM M-F, 3-7pm KENO - AM KMJJ-AM KLUC-FM KMJJ-AM KLUC-FM KENO-AM KVFC-AM

KXTZ-FM

Teens M-S, 6am-Midnight POP(00): 411

A/M '79 O/N '79 A/M '80 KENO-AM KENO-AM KLUC-FM KLU C-FM KLUC-FM KENO-AM KFMS-FM K LAV - AM M-F, 6-10am KENO-AM KENO-AM KLUC-FM 3 KLAV-AM KLUC FM

KLU C-FM KLAV-AM KENO-AM M-F, 3-7pm 1 KENO-AM KFNO AM KI.AV-AM KLUC-FM KLUC-FM KENO-AM KLAV-AM KLUC-FM KFMS-FM

Adults 18-34

POP(00): 1225		
A/M '79	O/N '79	A/M '80
1 KLUC FM	K LU C-FM	KMJJ-AM
2 FENO-AM	KFMS-FM	K LU C-FM
3 KMJJ-AM	KMJJ-AM	KFMS-FM
4 KFMS-FM	KFNO-AM	K ENO - AM
5 KFNO-FM	K L AV - AM	KORK-AM
VI-F, 6-10am		
1 KENO-AM	KLUC FM	KMJJ-AM
2 KMJJ-AM	KMJJ-AM	KLUC-FM
3 KLUC FM	KENO-AM	KORK-AM
4 KENO-FM	KFMS-FM	KENO-AM
5 KFMS-FM	KLAV-AM	KFMS-FM
I-F, 3-7pm		
1 KMJJ-AM	KFMS-FM	KMJJ-AM
2 KENO-AM	KLUC-FM	KLU C~FM
3 KI.UC-FM	KENO - AM	KEMS-FM
4 KFNO-FM	KMJJ-AM	KENO-AM
5 KFMS-FM	KI.AV - AM	V OP V - A M

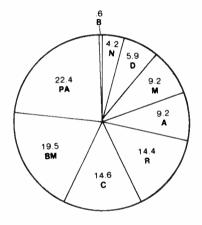
# Adults 25-54

M-S, 6am-Midnight POP(00): 1626

	A/M '79	O/N '79	A/M '80
1	KVEG-AM	KMJJ-AM	KMJJ-AM
2	KFNO-AM	KXTZ-FM	KORK-AM
3	KL UC-FM	KLUC FM	KXTZ-FM
4	KMJJ-AM	KDWN-AM	KV E G - AM
5	KORK-FM	KOPK-FM	KORK-FM
M-F, 6-	10am		
1	KMJJ-AM	KMJJ-AM	KORK-AM
2	KVFG-AM	KVEG-AM	KMJJ-AM
3	KENO+AM	KORK-AM	KXTZ-FM
4	KRAM-AM	KXTZ-FM	KV E G - AM
5	KDWN-AM	KENO-AM	KLU C-FM
M-F, 3-	7pm		
1	KVEG-AM	KMJJ-AM	KM J J - A M
2	KMJJ-AM	KXTZ FM	KXTZ-FM
3	KORK-FM	KLUC FM	KV EG-AM
4	KLUC-FM	KENO-AM	KORK-AM
5	KENO AN	KV E G- A M	KORK-FM

### Format Penetration Chart

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



## Format Legend

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

"Album Greats" and the "Evolution Of Rock" from TM Special Projects!



TM Special Projects

1349 Regal Row Dallas, Texas 75247 (214) 634-8511 A subsidiary of Shamrock Broadcasting Company, Inc.

# exingtonayette

METRO RANK

110

erage Persons 12+ Share Trends nday-Sunday, 6am-Midnight P(00): 2527

	A/M '79		O/N '79		A/M '80
1	WKQQ-FM	18.2	WKQQ-FM	16.1	WVLK-AM (N) 20.8
2	WVLK-AM	16.4	WVLK-AM	15.2	WKQQ-FM(A) 16.5
3	WVLK-FM	13.5	WLAP-FM	14.1	WLAP-FM(R) 14.2
4	WLAP-AM	11.1	WVLK-FM	I4.1	WVLK-FM(BM)11.7
5	WLAP-FM	8.7	WLAP-AM	9.6	WLAP-AM (PA) 9.4
6	WBLG-AM	5 . 8	WAXU-FM	6.5	WTKC-AM(C) 6.6
7	WAXU-FM	5.8	WTKC-AM	6 - 2	WAXU-FM(C) 5.3
8	WNVL - AM	4.2	WAXU-AM	4.8	WAXU-AM (C) 3.8
9	WAXU-AM	2.6	WNVL-AM	2.3	WBGR-AM (PA) 1.8
0	WHAS-AM	1.8	WHAS-AM	1.7	WHAS-AM (PA) 1.5
1	WBGR-FM	1.6	WJMM-FM	0.6	WNVL-AM (C) 1.5
2	WB GR - AM	1.3	WWKY-AM	0.6	WJMM-FM(RAL) 0.8
3	WJMM-FM	1.1	WB GR - AM	0.6	WKDJ-FM(C) 0.8
4	WWKY-AM	0.5	WB GR-FM	0.6	WWKY-AM (PA) 0.5
5	WLW -AM	0.5	WAKY-AM	0.6	WBGR-FM(PA) 0.3
6	WAKY-AM	0 - 5			

# Average Persons Trends/Rankings

te	ıl 12	+	
ŝ,	6am	-Mid	night
P	(00	):	2527

	A/M '79		O/N '79		A/M '80	
1	WKQQ-FM	6.9	WKQQ-FM	5.7	WVLK-AM	82
2	WVLK-AM	62	WVLK-AM	54	WKOQ-FM	6.5
3	WVLK-FM	51	WLAP-FM	50	WLAP-FM	56
4	WLAP-AM	42	WVLK-FM	50	WVLK-FM	46
5	WLAP-FM	3 3	WLAP-AM	34	WLAP-AM	37
F, 6	-10am					
1	WVLK-AM		WVLK-AM		WVLK-AM	
2	WLAP-AM		WLAP-AM		WLAP-AM	
3	WKOO-FM		WVLK-FM		WKQQ-FM	
4	WVLK-FM		WKQQ-FM		WLAP-FM	
5	WLAP-FM		WLAP-FM		WVLK-FM	
F, 3	1-7pm					
1	WKQQ-FM		WKQQ-FM		WKQQ-FM	
2	WVLK-AM		WLAP-FM		WVLK-AM	
3	WVLK-FM		WVLK-FM		WLAP-FM	
4	WLAP-FM		WVLK-AM		WVLK-FM	
5	WLAP-AM		WLAP-AM		WLAP-AM	

# ens S, 6am-Midnight

) P (	00	):	2	8	8	
		10.0	170			

A/M '79	O/N '79	A/M '80
1 WLAP-FM	WKQQ-FM	WLAP-FM
2 WKQQ-FM	WLAP-FM	WKQQ-FM
3 WLAP-AM	WVLK-AM	WTKC-AM
F, 6-10am		
1 WLAP-AM	WLAP-FM	WLAP-FM
2 WLAP-FM	WKQQ-FM	WK QQ-FM
3 WVLK-AM	WVLK-AM	WVLK-AM
F, 3-7pm		
1 WLAP-FM	WKQO-FM	WLAP-FM
2 WKOO-FM	WLAP-FM	WKQQ-FM
A 11111 V AM	DA VIII - E M	UVI V - EM

# dults 18-34 )P(00): 1090

	A/M '79	O/N '79	A/M '80	
1	WKQQ-FM	WKQO-FM	WKQQ-FM	
2	WLAP-AM	WLAP-FM	WVLK-AM	
3	WVLK-AM	WVLK-AM	WLAP-FM	
4	WLAP-FM	WLAP-AM	WLAP-AM	
5	WVLK-FM	WVLK-FM	WAXU-FM	
F, 6-	10am			
1	WKOQ-FM	WVLK-AM	WVLK-AM	
2	WVLK-AM	WKQQ-FM	WKQQ-FM	
3	WLAP-AM	WLAP-AM	WLAP-FM	
4	WLAP-FM	WLAP-FM	WLAP-AM	
5	WB LG-AM	WTKC-AM	WAXU-FM	
F, 3-	7pm			
1	WKQQ-FM	WKQQ-FM	WKQQ-FM	
2	WLAP-AM	WLAP-FM	WLAP-FM	
3	WVLK-AM	WVLK-AM	MAFK-WW	
4	WVLK-FM	WVLK-FM	W LA P-AM	
5	WLAP-FM	WLAP-AM	WTKC-AM	
410	o 25.54			

# duits 25-54 S, 6am-Midnight

UP(UU): IIO		
A/M 179	O/N '79	A/M '80
1 WVLK-AM	WVLK-AM	WVLK-AM
2 WVLK-FM	WVLK-FM	WLAP-FM
3 WKQQ-FM	WLAP-AM	WVLK-FM
4 WLAP-AM	WLAP-FM	WLAP-AM
5 WAXU-FM	WTKC-AM	WKQQ-FM
-F, 6-10am		
1 WVLK-AM	WVLK-AM	WVLK-AM
2 UIAD-AM	WI.AP-AM	WLAP-AM

Z WLAP-AM	M PW L - WIT	~ D/11
3 WVLK-FM	WTKC-AM	WLAP-FM
4 WKQQ-FM	WVLK-FM	WVLK-FM
5 WNVL-AM	WLAP-FM	WKQQ-FM
-F, 3-7pm		
1 WVLK-FM	WVLK-AM	WVLK-AM
2 WVLK-AM	WLAP-FM	WKQQ-FM
3 WKOO-FM	WVLK-FM	WLAP-FM
4 WLAP-AM	WKQQ-FM	WLAP-AM
5 WAXU-FM	WTKC-AM	WVLK-FM

# **Cume Persons Trends/Rankings**

# Total 12+ M-S, 6am-Midnight

	A/M '79		O/N '79		A/M '80	
1	WVLK-AM	1013	WVLK-AM	1019	WVLK-AM	1070
2	WLAP-AM	954	WLAP-AM	800	WLAP-AM	74
3	WLAP-FM	670	WLAP-FM	761	WKQQ-FM	69
4	WKQQ-FN	634	WKQQ-FM	664	WLAP-FM	66
	WVLK-FM		WVLK-FM	565	WVLK-FM	64
M-F, 6	-10am					
1	WVLK-AM		WVLK-AM		WVLK-AM	
2	WLAP-AM		WLAP-AM		WLAP-AM	
3	WK00-FM		WIAP-FM		WKQQ-FM	
4	WLAP-FM		WKQQ-FM		WLAP-FM	
5	WVLK-FM		WVLK-FM		WVI.K-FM	
M-F, 3	-7pm					
1	WVLK-AM		WKQQ-FM		WVLK-AM	
2	WKQQ-FM		WVLK-AM		WK OQ-FM	
3	WLAP-AH		WLAP-FM		WLAP-FM	
4	WLAP-FM		WVLK-FM		WVLK-FM	
5	WVLK-FM		WLAP-AM		WTKC-AM	
Teen	s					
M-S, 6	Sam-Midnight					
POP	(00): 288					
	A/M '79		O/N '79		A/M '80	

POP	(00):	288	
	A/M	'79	
1	111 4 1	D-FM	

A/M '79	O/N '79	A/M '60
1 WLAP-FM	WLAP-FM	WLAP-FM
2 WIAP-AM	WKQQ-FM	WKCQ-FM
3 WKQQ-FM	WVLK-AM	WVLK-AM
M-F, 6-10em		
I WLAP-FM	WLAP-FM	WLAP-FM
2 WLAP-AM	WKQO-FM	WKQQ-FM
3 WVLK-AM	WVLK-AM	WVLK-AM
M-F, 3-7pm		
1 WLAP-FM	WLAP-FM	WLAP-FM
2 WKQQ-FM	WKQO-FM	WKQQ-FM
3 WLAP-AM	WLAP-AM	WVLK-AM

O/N '79

A/M '80 WKOQ-FM

# Adults 18-34

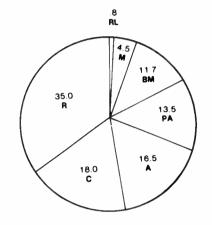
M-S, 6am-Midn	g	ht
POP(00):	1	0

A/M '79

1	WKOO FM	WVLK-AM	WKOQ-FM
2	WI.AP-AM	WKQQ-FM	WVLK-AM
3	WVLK-AM	WLAP-FM	WLAP-FM
4	WLAP-FM	WLAP-AM	WLAP-AM
5	WBLG-AM	WVLK-FM	WVLK-FM
M-F, 6-	10em		
1	WKQQ-FM	WLAP-FM	WVLK-AM
2	WVLK-AM	WVLK-AM	WKQQ-FM
3	WLAP-AM	WLAP-AM	WLAP-AM
4	WBLG-AM	WKQQ-FM	WLAP-FM
5	WLAP-FM	WTKC-AM	WTKC-AM
M-F, 3-	7pm		
1	WKOQ-FM	WKQQ-FM	WKCQ-FM
	WVLK-AM	WLAP-FM	WLAP-FM
3	WLAP-AM	WVLK-AM	WVLK-AM
4	WLAP-FM	WLAP-AM	WTKC-AM
5	WB LG - AM	WVLK-FM	WLAP-AM

# Adults 25-54 M-S, 6em-Midnight

POP(00): 1188		
A/M 179	O/N '79	A/M 180
1 WVLK-AM	WVLK-AM	WVLK-AM
2 WLAP-AM	WLAP-AM	WLAP-AM
3 WVLK-FM	WLAP-FM	WVLK-FM
4 WBLG-AM	WTKC-AM	WLAP-FM
5 WLAP-FM	WVLK-FM	WKQQ-FM
M-F, 6-10am		
1 WVLK-AM	WVLK-AM	WVLK-AM
2 WLAP-AM	WLAP-AM	WLAP-AM
3 WVLK-FM	WLAP-FM	WVLK-FM
4 WLAP-FM	WTKC-AM	WTKC-AM
5 WBLG-AM	WVLK-FM	WLAP-FM
M-F, 3-7pm		
1 WVLK-AM	WVLK-AM	WVLK-AM
2 WLAP-AM	WTKC-AM	WLAP-FM
3 WVLK-FM	WKQQ-FM	WLAP-AM
4 WAXU-FM	WVLK-FM	WVLK-FM
E UVAA-EM	LII A D E M	UTKC-AM



# Format Legend

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

# Lincoln

METRO RANK

147

# Average Persons 12+ Share Trends

POP(	00):	1582	
	4 /44	170	

	A/M '78		A/M '79		A/M 180	
1	K FOR -AM	18.2	KFMQ-FM	20.0	KFOR-AMPA)	4.
2	KPMQ-PM	14.6	KFOR-AM	17.6	KPHQ-PH(A)	1.
3	KLMS-AM	13.5	KLIN-FM	12.2	KLMS-AMPA)	11.4
4	KL IN-PM	8.8	KL M S - AM	9.8	KECK-AM(C)	9.
5	WA- WOW	6.9	KFA8-AM	6.5	KLIN-PH(MA)	9.
6	KGOR-FM	5.8	KFRX-FM	6.5	KL IN-AMPA	7.
7	KFOR-FM	5.8	KL IN-AM	6.1	KFRX-FH(P)	7.0
8	KECK-AM	5.8	KECK-AM	5.7	WOW -AMPA	5.1
9	KFA8-AM	4.7	WOW -AM	3.7	KFA8-AHPA	5.
10	KL IN-AM	3.6	KG OR - FM	2 . 4	KHAT-PM(M)	5.
11	KBHL-FM	2.9	KHAT-FM	1.2	KEZO-FH(PA)	2 1
12	KHAT-PM	2.2	KEZO-FM	0.8	KGOR-FM(M)	2 .
13	KOIL-AM	0.7	K SR D-FM	0.4	KBHL-FH(ML)	0.4
14	KMA -AM	0.4	KOIL-AM	0.4	KMA -AM (PA)	0.4

# Average Persons Trends/Rankings

10tar 12+
M-S, 8am-Midnight
POP(00): 1582
A/M '78

	A/M 1/8		A/M '79		A/M '80	
1	KFOR-AM	50	KFMQ-FM	49	KFOR-AM	36
2	KFMQ-FM	40	KFOR-AM	43	KFMO-FM	28
3	KLMS-AM	37	KLIN-FM	30	KLMS-AM	27
4	KL IN-PM	24	KLMS-AM	24	KECK-AM	24
5	MA- MOM	19	KFA8-AM	16	KLIN FM	22
M-F, 6-	10em					
1	K FOR - AM		KFOR-AM		KFOR-AM	
2	KLMS-AM		KFMQ-FM		KLMS-AM	
					=	

2 KINQ-IN	KLMS-AM	KLIN-WU
4 WOW -AM	KLIN-FM	KFMQ-FM
5 KLIN-FM	KLIN-AM	KFAB-AM
M-F, 3-7pm		
1 KFMQ-FM	KFMQ-FM	KFMQ-FM
2 KLMS-AM	KLIN-PM	KFOR-AM
3 KFOR-AM	KFOR-AM	KLMS-AM
4 KLIN-FM	K LM S – AM	KECK-AM
5 KFOR-FM	KFRX-FM	KLIN-FM

# Teens

	00): A/M	162	
1	KLMS	-AH	

-			
	KL MS – AM	KFMQ-FM	KFRX-FM
2	KFMQ-FM	KFRX-FM	KFMQ-FM
3	KGOR-FM	KLMS-AM	WOW -AM
M-F, 6	-10am		
1	KLMS-AM	KFRX-FM	KFRX-F
2	KFMQ-FM	KFMQ-FM	KFMQ-FM
3	KGOR-FM	KLMS-AM	WOW -AM
M-F, 3	-7pm		
1	KLMS-AM	KFRX-FM	KFRX-FM
2	KFMQ-FM	KFHQ-FM	WOW -AM
3	KGOR-FM	WOW -AM	KEZO-FM

A/M '79

A/M '80

A/M '80

# 2 KFMQ-FM 3 KGOR-FM Adults 18-34

A/M '79
KFMQ-F
KLMS-A
KLI N-F

-	KING IN	Krnq-rn	Krny-rn
2	KL MS - AM	KLMS-AM	KLMS-AM
3	WA- WOW	KLIN-FM	KFRX-FM
4	KGOR-FM	KFOR-AM	KFOR-AM
5	KFOR-AM	KFRX-FM	KHAT FH
M-F, 6-	10em		
1	KLMS-AM	KFMQ-FM	KLMS-AM
2	KFMQ-FM	K LM S - AM	KFMQ-FM
3	WOW -AM	KFOR-AM	WOW -AM
4	KFOR-AM	KLIN-FM	KFOR-AM
5	KGOR-FM	WA- WOW	KFRX-FM
M-F, 3-	7pm		
1	KFMQ-FM	KFMQ-FM	KFMQ-FM
2	KLMS-AM	KLIN-FM	KLMS-AM
3	WOW -AM	KLMS-AM	KFRX-FM
4	KGOR-FM	KFRX-FM	WOW -AM
5	KFOR-AM	KFOR-AM	KHAT-PM

# 3 WOW -AM 4 KGOR-FM 5 KFOR-AM Adults 25-54

m-5, sam-widnigm		
POP(00): 665		
A/M '78	A/M '79	A/M '80
1 KFOR-AM	KFOR-AM	KLMS-AM
2 KLIN-FM	KLIN FM	KFOR-AM
3 KLMS-AM	KLMS AM	KLIN-PM
4 WOW -AM	KECK-AM	KECK-AM
5 KECK-AM	KFMQ-FM	KFMQ-FM
M-F, 6-10em		
1 KFOR-AM	KFOR-AM	KF OR - AM
2 KLHS-AH	KLMS-AM	KLMS-AM
3 WOW -AM	KFAB-AM	KLI N - AM
4 KLIN-PM	KLIW-FM	KLIN-FM
5 KECK-AM	KFMQ-FM	KF AB -AM
M-F, 3-7pm		
1 KFOR-AM	KLIN-FM	KLIN-PM
2 KLIN-PM	KFOR-AH	KLMS-AM
3 KLMS-AM	KFMQ-FM	KECK-AM
4 KFMQ-FM	KLMŠ-AM	KFOR-AM
5 KECK-AH	KECK-AH	KFMQ-FM

# **Cume Persons Trends/Rankings**

# Total 12+

	A/M '78		A/M '79		A/M '80	
1	KLMS-AM	617	KFOR-AM	594	KFOR-AM	485
2	KFOR-AM	562	KPMQ-PM	476	KFMQ-FM	379
3	MA- WOW	459	KLMS-AM	475	KLMS-AM	368
4	KFMQ-FM	402	KLIN AM	314	WAW -AM	357
5	KGOR-FM	306	KFAB-AM	302	KLIN-AM	305
M-F, 6	-10am					
1	KFOR-AM		KFOR-AM		KFOR-AM	
2	KLMS-AM		KFMQ-FM		KLIN-AM	
3	WOW -AM		KLMS-AM		KLM S-AM	
4	KFMO-FM		KLIN-AM		WOW -AM	
5	KLIN-FM		KLIN-FM		KFMO-FM	

KFMQ-FM KFOR-AM KLMS-AM KFRX-FM

WOW -AM KFOR-AM KLMS-AM KPMQ-FM KPRX-FM

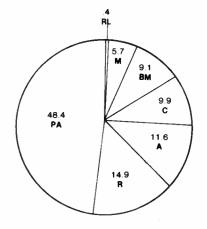
# 1 KLMS-AM 2 KFMQ-FM 3 WOW -AM 4 KFOR-AM 5 KGOR-FM Teens M-S, 6an

M-F, 3-7pm

POP(00): 162		
A/M '78	A/M '79	A/M '80
1 KLMS-AM	KFMQ-FM	KFRX-FM
2 WOW -AM	K LM S - AM	WOW -AM
3 KGOR FM	WOW -AM	KEZO-FM
M-F, 6-10am		
1 KLMS-AM	KFMQ-FM	KFRX-FM
2 KGOR-FM	K LH S-AH	WOW -AM
3 KFMQ-FM	KFRX-FM	KEZO-FM
M-F, 3-7pm		
1 KLMS-AM	KFRX-FM	KFRX-FM
2 WOW -AM	KFMQ-FM	WOW -AM
3 KFMQ-FM	WOW -AM	KEZO-FM
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 716		
A/M '78	A/M '79	A/M '80
1 KLMS-AM	KFMQ-FM	KFMQ-FM
2 KFMQ-FM	KLMS-AM	KLMS-AM
3 WOW -AM	WOW -AM	WOW -AM
4 KGOR-FM	KFOR-AM	KHAT-FM
5 KFOR-AM	KFRX-FM	KFRX-FM
W-F, 6-10am		
1 KLMS-AM	KFMQ-FM	KLMS-AM
2 WOW -AM	KLMS-AM	KFMQ-FM
3 KFMQ-FM	KFOR-AM	WOW -AM
4 KFOR-AM	WOW -AM	KRAT-FM
5 KGOR-FM	KFRX-FM	KFRX-FM
A-F, 3-7pm		
1 KLMS-AM	KFMQ-FM	KFHO-FH
2 KFMQ-FM	KLMS-AM	MOM -WH
3 WOW -AM	WOW -AM	KLMS-AM
4 KGOR-FM	KFRX-FM	KRAT-FH
5 KFOR-AM	KFOR-AM	KFRX-FM

# Adults 25-54 POP(00): 665

	A/M '78	A/M '79	A/M '80
1	KFOR-AM	KFOR-AM	KLMS-AM
2	KL MS-AM	KLMS-AM	KFOR-AM
3	KL IN-FM	KLIN-AM	KLIN-AM
4	WOW -AM	KFAB-AM	KFMO-FM
5	KL I N-AM	KLIN-FM	WOW -AM
M-F, 6-	10em		
1	K FOR -AM	KFOR-AM	KFOR-AM
2	KLMS-AM	KLMS-AM	KLMS-AM
3	WA- WOW	KLIN-AM	KLIN-AM
4	KL IN-FM	KFA8-AM	WOW -AH
5	KL I N-AM	KLIN-FM	KLIN-FM
WF, 3-	7pm		
1	K FOR - AM	KLMS AM	KLMS-AM
2	KLMS-AM	RFOR-AM	KFOR-AM
3	KL IN-FM	KLIN-AM	KPMO-FM
4	WA- WOW	KLIN FM	KECK-AM
5	KECK-AH	KFAB-AH	WOW -AM



# **Format Legend**

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

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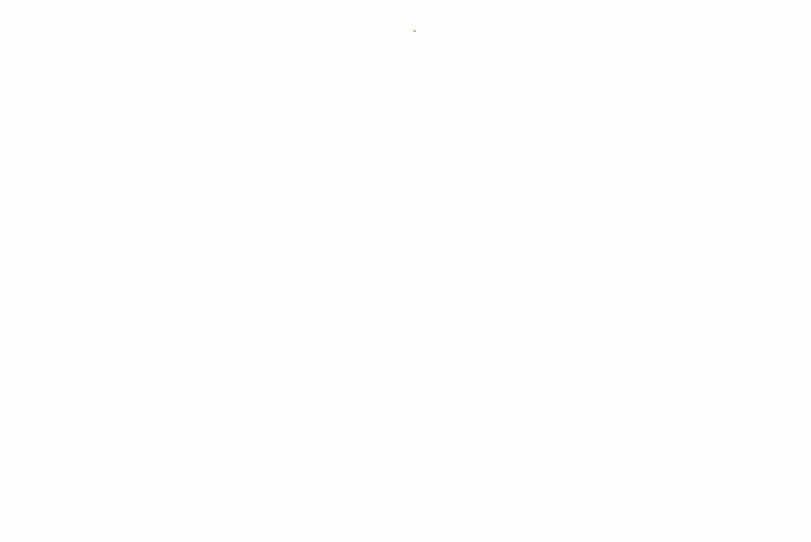


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# **Little Rock-**North Little Rock

METRO RANK

94

### /M '80 Market Overview

The battle for supremacy among adults 18-34 as the focal point in this market. Three stations tied r the lead, with two others just behind. However, the 25-54 target, Country KSSN was clearly the inner, and also the new overall leader.

KSSN's 25-54 share rose three shares to just ver 22, doubling its nearest rival. Audience growth r KSSN came mostly from men 35-54. Advertising onsisted entirely of outdoor boards, with a smaller udget than in fall

Former 18-34 leaders KLAZ and KOKY slipped, 3 did KSSN's 18-34 share, while KKYK and KLPQ publed their former shares. KKYK, KLAZ and KOKY ed with mid-15 shares, while KLPQ and KSSN were ithin close range.

KKYK used an attractive on-air giveaway to keep steners tuned. Hourly clues were given for 10 trips San Francisco or the Bahamas in the "Great Escape" ontest, and listeners phoned in their guesses as to ne location of the great escape. Besides this promoon, the station used newspaper and billboard adver-

KLAZ slipped from undisputed 18-34 leadership to the three-way tie. Erosion took some of its young tult male audience, causing the overall decline. KLAZ as tops among teens, however. Several personnel nanges in two shifts, no advertising or on-air prootions, and a heavier spot load than in the past ave affected KLAZ's standing.

Black-formatted KOKY had a tremendous book st fall but fell back this time. Still, the station is a ajor factor. Several major personnel realignments ook place among the on-air staff, and the sound of ie station was aimed more mass appeal. There was o outside advertising on behalf of KOKY, and the staon did little in the way of on-air promotion.

KLPQ made a major shift before this ratings period, witching from AOR to Top 40. The new format hit larch 10 with new personnel in key dayparts and a ayparted format appeal. AOR was still the emphasis t night, but other dayparts were more mass appeal. o let Little Rock listeners know about this change LPQ used a more extensive ad campaign, featuring rimarily TV spots.

# verage Persons 12+ Share Trends

OP(00): 3110

	A/M 179		O/N 179		A/M '80
1	KLAZ-FM	15.5	KOKY-AM	16.1	KSSN-FH (C) 17.3
2	KSSN-FM	11.2	KSSN-FM	14.4	KLAZ-FM (R) 12.1
3	KLRA-AM	10.7	KLAZ-FM	13.0	KLRA-AM (C) 11.2
4	KLAZ-AM	10.0	KLRA-AM	10.8	KOKY-AM m 10.0
5	KARN-AM	9.3	KEZQ-PM	9.0	KLPQ-PM (A) 9.8
6	KAAY AH	9.1	KAA Y-AH	6.8	KARN-AM (944) 8.6
7	KKYK-FM	8.6	KLPQ-FM	6.8	KKYK-FM (R) 8.4
8	KEZQ-FM	7 9	KAR N-AM	6.4	KEZQ-FM (BM) 7 0
9	KLPQ-FM	6.9	KKYK-FM	4 - 6	KAAY-AM (R) 5.8
10	KX LR - AM	2.1	KX L R-AM	3.4	KXLR-AM (C) 2.3
11	KI TA-AM	1 2	KSOH-AM	1.5	KITA-AM (RL) 1.9
12	KSOH-AM	0.7	KD XE-AM	1 . 2	KSOH-AM (RL) 1.4
13	KBBA-AM	0.5	KBBA-AM	1.0	KBBA-AM (C) 0.5
14	KGHR-AM	0.5	KITA-AM	1.0	KGK 0-AM (0) 0.5
15			KAKI-FM	0.7	

# Average Persons Trends/Rankings

otal 12+ )P(00): 3110

A/M '79		O/N '79		A/M '80	
KLAZ-FM	65	KOKY-AM	66	KSSN-FM	7
KSSN-FM	47	KSSN-FM	59	KL AZ -FM	5
KL RA-AM	4.5	KLAZ-FM	53	KLRA-AH	41
KL A Z - AM	42	KLRA-AM	44	KOKY-AM	4
KARN-AM	39	K E 20 - F M	37	KLPQ~FM	4
⊢10am					
KLRA-AM		KLRA-AM		KLRA-AM	
KARN-AM		KSSN-FM		KAR N-AM	
KL A Z - FM	KLAZ-PM KLAZ-PM				
KAAY-AM		KOKY-AM		KSSN-FM	
KSSN-FM		KAR N-AM		KOKY-AM	
	KSSN-FM KLRA-AM KLAZ-AM KARN-AM HOMM KLRA-AM KARN-AM KLAZ-FM KAAY-AM	KLAZ-FM 65 KSSN-FM 47 KLRA-AM 45 KLAZ-AM 42 KARN-AM 39 HOBB KLRA-AM KARN-AM KLRA-AM KLAZ-PM KAAY-AM	KLAZ-FH   65   KOKY-AH   KSSN-FH   47   KSSN-FH   KLAZ-FM   KLAZ-FM   KLAZ-AH   42   KLRA-AH   KARN-AM   39   KEZO-FM   -10am   KLRA-AM   KSSN-FH   KLAZ-FM   KLAZ-FM   KLAZ-FM   KLAZ-FM   KLAZ-FM   KLAZ-FM   KLAZ-FM   KCAY-AM   KOKY-AM   KOKY-A	KLAZ-FH   65   KOKY-AH   66   KSSN-FH   47   KSSN-FH   59   KLAZ-FH   53   KLAZ-AH   44   KARN-AM   39   KEZO-FH   37   -10em   KLRA-AM   KSSN-FH   KLAZ-FH   KLAZ-FH   KLAZ-FH   KLAZ-FH   KAAY-AM   KOKY-AH   KOKY-A	KLAZ-FH

M-F, 3-7pm		
1 KLAZ-FM	K OKY - AM	KSSN-FM
2 KAAY-AM	KSSN-FM	KLAZ-FM
3 KLAZ-AM	KLAZ-FM	K O KY - AM
4 KSSN-FM	KEZQ-FM	KKYK-FM
5 KKYK-FM	KLPQ-FM	KLPQ-FM
Teens M-S, 6am-Midnight		
POP(00): 398		
A/M 179	O/N 179	A/M 180
1 KLAZ-AM	KLPQ-FM	KLAZ-FM
2 KLAZ-FM	KOKY-AM	KLPQ-FM
3 KKYK-FM	KLAZ-FM	KOKY-AM
M-F, 6-10am		
1 KLAZ-FM	KOKY-AM	KLAZ-FM
2 KLAZ-AM	KLPQ-FM	KLPQ-FM
3 KKYK-FM	KLAZ-FM	KOKY-AM
M-F, 3-7pm		
1 KLAZ-AM	KOKY-AM	KLAZ-FM
2 KLAZ-FM	KLPQ-FM	KLPQ-FM
3 KAAY AH	KLAZ FM	KOKY - AM
Adults 18-34 M-S, Sam-Midnight POP(00): 1186		
A/M '79	O/N '79	A/M '80
1 KLAZ-FM	KLAZ-FM	KKYK-FM
2 KKYK-FM	KSSN-FM	KLAZ-FM
3 KLPQ-FM 4 KAAY-AM	KOKY - AM	KOKY-AM
4 KAAT-AM 5 KSSN~FM	KAA Y-AH KK YK - FH	KLPQ-FM KSSN-FM
	KKIK-14	KSSN-FM
W-F, 6-10am	¥ 2 2 1 2 1	
1 KLAZ-FM	KSSN-FM	KLAZ-FM
2 KAAY-AM 3 KKYK-FM	KLAZ-FM KAAY-AM	KKYK-FM Klpo-Fm
J KKIK-EM	KAA ITAN	KLPQ-PM
A KCCM-PM	K U K A ~ Y M	KCCM-bm
4 KSSN-FM 5 KLPO-PM	KOKY-AM KKYK-FM	KSSN-FM KOKY-AM

2 KEFQ-FM	WK I K - E II	K UKI TAN
M-F, 3-7pm		
1 KAAY-AM	KOKY-AM	KL AZ - FM
2 KLAZ-FM	KLAZ-FM	KOKY-AM
3 KKYK-FM	KSSN-FM	KKYK-FM
4 KLAZ-AM	KAA Y-AH	KSSN-FM
5 KLPQ-PM	KLPQ-FM	KLPQ-FM
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 1503		
A/M 179	O/N '79	A/M '80
1 KLAZ-FM	KSS N-FM	KSSN-FM
2 KSSN-FM	KOKY-AM	KLAZ-FM
3 KEZQ-FM	KEZQ-FM	KEZQ-FM
4 KLRA-AH	KLAZ FM	KK YK - PM
5 KARN-AM	KLRA - AM	KLRA-AM
M-F, 6-10am		
1 KLAZ-FM	KSSN-FM	KSSN-FM
2 KLRA-AH	KLRA - AM	KARN-AM
3 KARN-AM	KLAZ-FM	KLRA-AM
4 KSSN-FM	KEZQ-FM	KLAZ-FM
5 KEZQ-FM	KOKY-AM	KAA Y-AM
M-F, 3-7pm		
1 KLAZ-FM	KSSN-FM	KSSN-FM
2 KAAY-AM	KEZQ~FM	KL AZ - FM
3 KEZQ-FM	KLAZ-FM	KKYK-FM
4 KSSN-FM	KOKY-AH	KEZQ-FM

KOKY-AM

# **Cume Persons Trends/Rankings**

KAA Y-AH

Total 12+	
M-6, tem-Mid	night
POP(00):	3110

5 KARN-AM

AM '79 KLAZ-FM KAAY-AM	879	O/N '79		AM '80	
KAAY-AM	879				
		KLAZ-FM	739	KLAZ-FM	83
	801	KLRA-AH	693	KSSN-FM	80
KKYK-FM	782	KSSN-FM	677	KAA Y-AH	733
KLRA-AM	632	KAA Y-AH	660	KLRA-AM	69
KARN-AM	605	KAR N-AM	558	KARN-AM	57
10em					
KLAZ-FM		KLRA-AM		KLAZ-FM	
KAAY AM		KLAZ-FM		KLRA-AM	
KLRA-AH		KSSN-FM		KARN-AM	
KARN-AM	KAAY-AM KSSN-FM				
KKYK-FM	KOKY-AH KAAY-AH				
7pm					
KAAY-AM		KLAZ-FM		KLAZ-FM	
KLAZ-FM KSSN-FM KSSN-F				KSSN-FM	
KKYK~FM	KOKY-AM KLPQ-FH				
KL AZ - AM	KAAY-AH KAAY-AH				
KLRA-AM		KEZQ-FM		K OKY - AM	
	10em KLAZ - FM KAAY AM KLRA - AM KARN - AM KKYK - FM 7pm KAAY - AM KLAZ - FM KLAZ - AM	10em KLAZ-FM KAAY AH KLRA-AM KARN-AM KKYK-FM 7pm KAAY-AM KLAZ-FM KKYK-FM KLAZ-FM	10em  KLAZ-FM KLRA-AM  KAAY AM KLAZ-FM  KLRA-AM KSSN-FM  KARN-AM KAAY-AM  KKYK-FM KOKY-AM  TOPM  KAAY-AM KLAZ-FM  KLAZ-FM KSSN-FM  KLAZ-FM KSSN-FM  KKYK-FM KOKY-AM  KLAZ-FM KSSN-FM  KAAY-AM	10em  KLAZ-FH KLRA-AM  KAAY AM KLAZ-FH  KLRA-AM KSSN-FM  KARN-AM KAAY-AM  KKYK-FM KOKY-AM  7pm  KAAY-AM KLAZ-FM  KLAZ-FM KSSN-FH  KLAZ-FM KSSN-FM  KKYK-FH KOKY-AM	10em  KLAZ-FM KLRA-AM KLAZ-FM  KAAY AM KLAZ-FM KLRA-AM  KLRA-AM KSSN-FM KARN-AM  KARN-AM KSSN-FM KARN-AM  KKYK-FM KOKY-AM KAAY-AM  7pm  KAAY-AM KLAZ-FM KLAZ-FM  KLAZ-FM KSSN-FM KSSN-FM  KLAZ-FM KSSN-FM KSSN-FM  KKYK-FM KOKY-AM KLPO-PM  KLAZ-AM KAAY-AM KLAY-AM

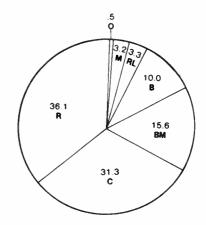
Teens	
M-S, 6am-Mid	nigh
POP(00):	39

POP(00): 398		
AM '79	O/N '79	A/M 180
1 KLAZ-FM	KLAZ-FM	KLAZ-FM
2 KKYK-FM	KLPQ-FM	KL PQ -F M
3 KAAY-AM	KK YK ~ FM	KKYK-FM
M-F, 6-10em		
1 KLAZ-FM	KLAZ-FM	KLAZ-FM
2 KKYK-FM	KOKY-AH	KLPQ-FM
3 KLAZ-AM	KLPQ-FM	K OKY - AH
M-F, 3-7pm		
1 KLAZ-FM	KLA2-FM	KLAZ-FM
2 KAAY AM	KOKY-AM	KLPQ-FM
3 KKYK-PM	KLPQ-FM	KOKY-AM

4-S, 6am-Midnight		
OP(00): 1186		
A/M 179	O/N '79	A/M '80
1 KLAZ-FM	KLAZ-FM	KLAZ-FM
2 KKYK-FM	KAAY-AM	KSSN-FM
3 KAAY-AM	KSS N - FM	KAA Y-AM
4 KLPQ-FM	KKYK-PM	KKYK-FM
5 KLAZ-AM	KOKY-AM	KLPQ-FM
HF, 6-10am		
1 KLAZ-FM	KLAZ-FM	KLAZ-FM
2 KAAY-AM	KSSN-FM	KKYK-FM
3 KKYK-FM	KAAY-AM	KAAY-AM
4 KLAZ-AM	KKYK-FM	KSSN-FM
5 KLPQ-FM	KOKY-AM	KOKY-AM
A-F, 3-7pm		
1 KKYK-FM	KLAZ-FM	KLAZ-F
2 KAAY AM	KAA Y-AM	KOKY-AP
3 KLAZ-FM	KSS N-FM	KLPQ-F
4 KLPQ-FM	KOKY-AM	KSSN-F
5 KLAZ-AM	KKYK-FM	KAAY-AP
Adults 25-54		
VI-S, 6am-Midnight		
OP(00): 1503		
AM '79	O/N 179	A/M '80
1 KLAZ-FH	KSSN-FM	KSSN-FM
2 KAAY-AM	KLAZ-FM	KAA Y-AM
3 KKYK-FM	KAAY-AM	KLAZ-FM
4 KLRA-AM	KLRA-AM	KLRA-AM
5 KARN-AM	KAR N-AM	KEZO-FM
A-F, 6-10em		
1 KLAZ-FM	KSSN-FM	KSSN-F
2 KLRA-AM	KLRA-AM	KAAY-AM
3 KAAY-AM	KLAZ-FM	KLAZ-FM
4 KARN-AM	KAR N-AM	KLRA-AH
5 KKYK-FM	KAA Y-AM	KAR N-AM
A-F, 3-7pm		
1 KAAY-AM	KSSN-FM	KSSW-FM
2 KLAZ-FM	K LAZ - PM	KL AZ -FM
	KEZO-FM	KAAY-AP
3 KKYK-FM		
4 KLRA-AM	KAAY-AM	KEZO-FM

### **Format Penetration Chart**

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



### Format Legend

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

# Los Angeles

2

### A/M '80 Market Overview

The initial implementation of Quarterly Measurement in L.A. this sweep was the big news. Guarding against a diary return shortfall in the first 12-week effort, Arbitron oversampled extensively, receiving an additional 2300 diaries compared to the A/M '79 survey. With this 66% in-tab increase, the results of the Spring '80 survey should be more reliable. In comparing the results with previous Arbitron efforts, it is important to keep in mind that this survey began at the end of February and continued through May, so popularity in this sweep may not be comparable with ratings from earlier four-week surveys.

There were some subtle but significant shifts in the standings, possibly as a result of the extended survey period. KABC was still atop the market overall, but declined notably in both its 12+ share and its 25-54 share compared to last spring. The impact of Dodgers baseball would be watered down in the longer sweep, perhaps helping to explain the station's slippage.

KABC was a clear number one 25-54 last spring but has slipped two shares since then. Bonneville's Beautiful Music KBIG, strengthened its hold on the top spot in the 25-54 demo. Just barely ahead of KABC and KJOI in the J/F book, KBIG increased its share and its lead. KBIG advertised extensively in the market. using a multi-media campaign involving TV, newspaper ads, and busboards.

Country KLAC enjoyed a good book, increasing its 25-54 share compared to last A/M '79, but down from its runner-up spot in the J/F '80 book. In comparing spring report to spring report it should be kept in mind that the longer survey this year allowed more Lakers basketball to be measured, and that the Lakers were hot this spring, going into the playoffs during the latter part of the 12week survey.

In 18-34 demo, five major stations were in contention. Metromedia's AOR KMET continued to lead, albeit by a smaller margin. The station was down one share from last A/M and down two shares from the J/F book.

Two stations with extensive oldies playlists, KRTH and KRLA, ranked 2-3 18-34. KRTH's share remained stable, while KRLA continued to rise, up 20% compared to a year ago. AOR's KNX-FM and KLOS were strong 18-34 factors too, each with at least a 5 share. KNX-FM showed a 35% jump over the last year. KLOS, looking for a turnaround, was in a state of flux during this sweep, having gone through a PD change.

In the battle among the all-News stations, CBS's KNX remained ahead of Westinghouse's KFWB for the second straight book. KNX had a slight lead 25-54, but opened a larger advantage over KFWB among persons 35+.

Average	Persons	12+ Share	Trends

Monday-Sunday, 6am-Mid-	night
POP(00): 75113	
A/M '79	J/A '

	A/M '79		J/A '79		O/N '79		J/F '80		A/M '80
	KABC-AM		KABC-AM		KBIC-FM	6.1	KABC - AM	6.5	KABC-AM (T) 7.0
2			KMET-FM	6.4	KABC-AM	6.0	KMET-FM	5 . 8	KBIG-FM (BM) 5.7
3			KBIG-FM		KMET-FM	5.8	KJOI~FM	5.2	KMET-FM (A) 4.9
4			KJOI-FM	4.9	KJOI-FM	4.9	KBIG-FM	5.0	KJ01-FM (BM) 4.8
5			K FW B - A M	4.1	KL AC - AM	4.3	KNX -AM	4.9	KNX -AM (N) 4.8
6			KMPC-AM	3.8	K FW B - AM	4.1	KFWB-AM	4.4	K FW B - AM (NO 4.2
7	KMPC-AM	3.7	KRTH-FM	3.8	KNX -AM	4.0	KL AC - AM	3.8	KLAC-AM (C) 4.2
8	KRLA-AM	3.5	KNX -AM	3.4	KRTH-FM	3.8	KRTH-FM		KRLA-AM (R) 3.8
9	KRTH-FM	3.3	KOST-FM	3.2	KRLA-AM	3.7	KIIS-FM		KRTH-FM (R) 3.5
10	KUTE-FM	3.1	KRLA-AM	3.2	KFI -AM	3.3	KRLA-AM	3.3	KIIS-FM (R) 3.3
1 1	KALI-AM	2.9	KFI -AM	2.9	KMPC-AM	2.8	KMPC-AM		KNX -FM (A) 3.2
12	KLAC-AM	2.8	KLAC-AM	2.9	KIIS-FM		KNX -FM		KFI -AM (R) 3.1
13	KLOS-FM	2 - 6	KIIS-FM	2.8	KOST-FM	2.8			KMPC-AM (PA) 2 - 8
14	KD AY-AM	2.5	KNX -FM		KNX -FM		KFI -AM		KOST-FM (BM) 2.7
15	KTNQ-AM	2.4	KLOS-FM	2.6	KUTE-FM		KOST-FM		FLOS-FM (A) 2.4
16	KOST-FM	2.4	KD AY - AM		KHJ -AM		KU TE -FM		KHJ -AM (R) 2.2
17	KNX -FM	2.2	KUTE-FM		KDAY-AM		KLOS-FM		KHTZ-FM (R) 2.2
18	KIIS-FM		KALI-AM		KLOS-FM		KIOO-FM		KDAY-AM (B) 2.1
19			K TN Q-AM		KHTZ-FM		KZI.A-FM		KUTE-FM(B) 2.0
2.0	KFI -AM	2.1			KZLA-FM		KDAY-AM		KIQQ-FM (R) 1.8
	KIOO-FM		KHJ -AM		KTNO-AM		K TN Q-AM	1.9	
	KKGO-FM		KHTZ-FM		KL VE-FM		KHT Z-FM		
	KZLA-FM		KKG 0~FM		KALI-AM		KKGO-FM		KTN 0- AM (S) 1.6
	KLVF-FM		KZLA-FM		KIQQ-FM		KLVE-FM		KZLA-FM (PA) 1.6
	KWKW-AM		KWKW-AM		KKGO-FM		KWKW-AM		KJLH-FM (B) 1.5
	KWST-FM		KNOB-FM		KFAC-FM				KKG 0-FM (J) 1.4
	XTRA-AM		KJLH-FM				KJLH-FM		KL VE-FM (S) 1.4
28			KWST-FM		KGFJ-AM		KNOB-FM		KG FJ - AM (B) 1 . 1
	KFAC-FM		KLVE-FM		KWKW-AM		KALI-AM		KALI-AM (S) 1.1
	KJLH-FM		KFAC-FM		KWST-FM		K RO Q-FM		KNO B-FM (8M) 1 - 1
	KNOB-FM				X TR A - A M		X TRA - AM		KWST-FM (A) 1.0
	KGRB-AM		KROO-FM		KGRB-AM		KG FJ - AM		XTRA-AM (BM) 1.0
	KFAC-AM	0.9	KEZY-AM		KJLH-FM		KEZY-AM		KWKW-AM (S) 0.9
					KFZY-AM		KFAC-FM		KFAC-FM (CL) 0.9
	KHTZ-FM		KGRB-AM		KIIS-AM		KWST-FM		KEZY-AM (A) 0.8
3.5			K Z L A - A M		KZLA-AM		KIEV-AM		KIEV-AM (D. 0.5)
	KIEV-AM				KNO B-FM		KCRB-AM	0.4	KEZY-FM (A) 0.5
	K Z L A - A M		KROO-AM		KMIZ-AM		KEZY-FM	0.4	KCRB-AM (88) 0.5
	KKTT-AM		KIIS-AM		KR00-FM	0.6	KACE-FM	0.4	KWIZ-AM (PA) 0.5
	K E Z Y - A M		KFAC-AM	0.6	KIEV-AM	0.6	KFAC-AM	0.4	KGER-AM (RL) 0.4
	KWIZ-AM		KACE-FM	0.6	KFAC-AM	0.6	KG I L - A M	0.4	KFAC-AM (CL) 0.4
	KACE-FM		XTRA-AM	0.5	KEZY-FM	0.4	KZLA-AM	0.3	KBRT-AM (RL) 0.4
	KGER-AM	0.3	KIEV-AM	0.5	KGER-AM	0.4	KWIZ-AM		KGIL-AM (PA) 0.4
	KEZY-FM		KEZY-FM	0.5	KBRT-AM	0.3	KGIL-FM		KACE-FM (B) 0.4
	KWIZ-FM	0.3	KWIZ-AM	0.4	KWIZ-FM	0.3			XPRS-AM (S) 0.3
45			KGER-AM		KACE-FM	0.3			KIIS-AM (RL) 0.3
46					KCIL-AM	0.3			KZLA-AM (PA) O.3
47									KGIL-FM (PA) 0.2

# Average Persons Trends/Rankings

Ota	3112+
M-S,	6am-Midnight

	A/M /9		J/A '/9		O/N '79		J/F '80		A/M '80	
1	KABC-AM	1130	KABC -AM	993	KBIG-FM	749	K AB C - AM	801	KABC-AM	
2	KMET-FM	739	KMFT-FM	791	KABC-AM	736	KMET-FM	715	KBIG-FM	
3	KBIC-FM	700	KBIG-FM	627	KMET-FM	719	KJOI-FM	636	KMFT-FM	
4	KNX -AM	536	KJOI-FM	609	KJOI-FM	604	KBIC-FM	619	KJ 01 - FM	
5	KJOI-FM	505	KFWB-AM	515	KLAC-AM	5 2 5	KNX -AM	605	KNX -AM	
6	KFWB-AM	472	KMPC-AM	476	KFWB-AM	505	KFWB-AM	545	KFWB-AM	
7	KMPC-AM	463	KRTH-FM	474	KNX -AM	493	KLAC-AM	471	K L AC - AM	
	KRLA-AM	437	KNX -AM	420	KRTH-FM	472	KRTH-FM	462	KRLA-AM	
9	KRTH-FM	420	KOST-FM	395	KRLA-AM	459	KIIS-FM	442	KRTH-FM	
10	KUTE-FM	395	KRLA-AM	394	KFI -AM	409	KRT, A-AM	406	KIIS-FM	
M-F	6-10em									
1	KABC-AM		KABC-AM		KABC-AM		KNX -AM		KABC-AM	
2	KNX -AM		KFWB-AM		KFWB-AM		KABC -AM		KNX -AM	
3	KFWB-AM		KNX -AM		KNX -AM		KFWB-AM		KEWB-AM	
4	KFI -AM		KFI -AM		KLAC-AM		KMPC~AM		KFI -AM	
5	KMET-FM		KMET-FM		KFI -AM		KFI -AM		KBIG-FM	
6	KBIG-FM		KBIG-FM		KBIG-FM		KMET-FM		KL AC - AM	
7	KMPC-AM		KJ OI - FM		KMET-FM		KLAC-AM		KM PC - AM	
8	KJ01-FM		KM P C - A M		KM P C - AM		KBIG-FM		KMET-FM	
9	KLAC-AM		KLAC -AM		KJOI-FM		KJOI-FM		KRTH-FM	
10	KALI-AM		KRTH-FM		KRTH-FM		KRTH-FM		KJ OI - FM	
M-F	3-7pm									_
1	KABC-AM		KABC-AM		KMET-FM		KMET~FM		KBIG-FM	
2	KMET-FM		KMET-FM		KBIG-FM		KJ OI - FM		KJ OI - FM	
3	KBIC-FM		KBIG-FM		KJ OI - FM		KBIG-FM		KABC - AM	
	KJ01-FM		KJ0I-FM		KLAC-AM		KNX -AM		KMET-FM	
	KMPC-AM		KRTH-FM		KRTH-FM		KLAC-AM		KNX -AM	
	KRTH-FM		KMPC-AM		KNX -AM		_KABC-AM		K LAC - AM	
	KNX -AM		KRLA-AM		KABC-AM		KIIS-FM		KFWB-AM	
	KUTE-FM		KFWB-AM		KRLA-AM		KRTH-FM		K RL A-AM	
	KLAC-AM		KNX ~FM		KFWB-AM		KFWB-AM		KRTH-FM	
10	KRLA-AM		KLAC-AM		KIIS-FM		KNX -FM		KNX -FM	

POP(00): 8880

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
KUTE-FM	K TN Q-AM	KHJ -AM	KIIS-FM	KIIS-FM
K TNQ - AM	KDAY-AM	KHT Z-FM	KHJ -AM	KFI -AM
6-10em				
KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
KTNQ-AM	KDAY-AM	KHJ -AM	K II S - FM	KIIS-FM
KUTE-FM	KTN Q-AM	K HT Z - F M	KHJ -AM	KHJ -AM
3-7pm				
KMET-FM	KMET-FM	KMET-FM	KMET-FM	K MET - FM
KTNQ-AM	KTNO-AM	KIIS-FM	KIIS-FM	KIIS-FM
KDAY-AM	KHJ -AM	KDAY-AM	KHJ -AM	KFI -AM
	KMET-FM KUTE-FM KTNQ-AM 6-10em KMET-FM KTNQ-AM KUTE-FM 3-7pm KMET-FM KTNQ-AM	KMET-FM KMET-FM KUTE-FM KTNQ-AM KTNQ-AM 6-10am KMET-FM KMET-FM KTNQ-AM KDAY-AM KUTE-FM KTNQ-AM KUTE-FM KTNQ-AM 3-7pm KMET-FM KMET-FM KTNQ-AM KMET-FM KTNQ-AM	KNET-FM         KNET-FM         KMET-FM           KUTE-FM         KTNQ-AM         KHJ-AM           KTNQ-AM         KHZ-FM         KHZ-FM           8-10sm         KMET-FM         KMET-FM           KMET-FM         KMET-FM         KMET-FM           KTNQ-AM         KHJ-AM         KHJ-AM           KUTE-FM         KTNQ-AM         KHZ-FM           3-7pm         KMET-FM         KMET-FM           KTNQ-AM         KHZ-FM         KMET-FM           KTNQ-AM         KTNQ-AM         KIIS-FM	KMET-FM

### Adults 18-34 M-S. Sam, Midnight

POP(00): 27869 A/M '79

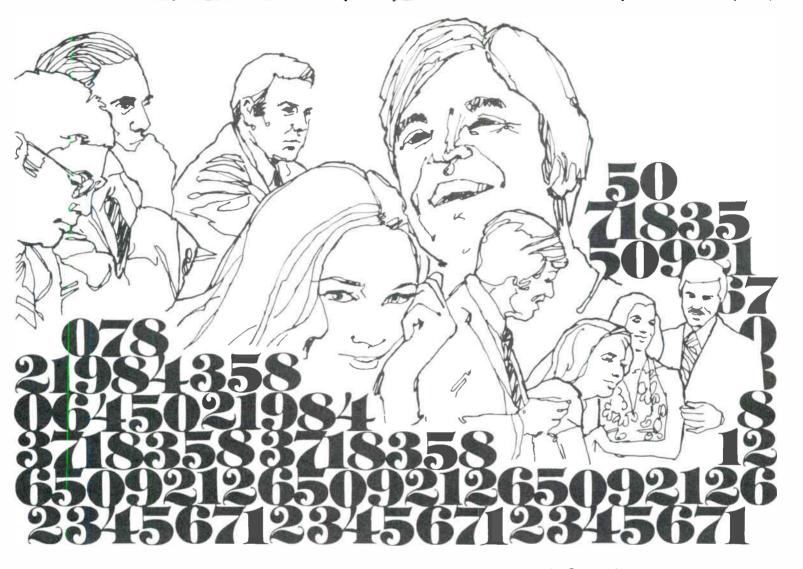
1	KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2	KRTH-FM	KRTH-FM	KRTH-FM	KRTH-FM	KRTH-FM
3	K R L A - A M	KLOS-FM	KRLA-AM	KNX -FM	KRLA-AM
4	KLOS-FM	KNX -FM	KNX -FM	KIIS-FM	KNX -FM
5	KUTE-FM	KRLA-AM	KIIS-FM	KRLA-AM	KLOS-FM
6	KNX -FM	KIIS-FM	KUTE-FM	KLOS-FM	KIIS-FM
7	KALI-AM	KUTE-FM	KLOS-FM	KIQQ-FM	KFI -AM
8	KIIS-FM	KABC-AM	KFI -AM	KUTE-FM	KHT2-FM
9	KZLA-FM	KIQQ-FM	KD AY - AM	KHJ -AM	KUTE - FM
10	KHJ -AM	KFI -AM	K2LA-FM	K Z L A - FM	KJ LH - FM
M-F	, 6-10am				
1	KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET - FM
2	KRTH-FM	KFI -AM	KFI -AM	KRTH - FM	KRTH-FM
3	KFI -AM	KRTH-FM	KRTH-FM	KNX -FM	KFI -AM
4	KNX -FM	KLOS-FM	KNX -FM	KFI -AM	KNX -FM
5	KALI-AM	KNX -FM	KRLA-AM	KHJ -AM	KLOS - FM
6	KRLA-AM	KRLA-AM	KLOS-FM	K I 00 - F M	KRLA-AM
7	KABC-AM	KIIS-FM	K TN Q-AM	KLOS-FM	KIIS-FM
9	K 7 I A - F W	VARC - AM	K 1 00 - EM	KILC EM	W. W. D. A.M.

0	KELD IN	KABC -AN	KIQQ-IM	K 11 5 - F M	KINU-AM
9	KLOS-FM	KHJ -AM	KIIS-FM	KRLA-AM	K HT 2 - FM
10	KHJ -AM	KZ L A - F M	K LAC - AM	K TN O-AM	KHJ -AM
M-F	. 3-7pm				
1	KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2	KRTH-FM	KRTH-FM	KRTH-FM	KRTH-FM	KRTH-FM
3	KUTE-FM	KNX -FM	KNX -FM	KNX -FM	KNX -FM
4	KRLA-AM	KRLA-AM	KIIS-FM	KIIS-FM	KRLA-AM
5	KLOS-FM	KIIS-FM	KRLA-AM	KRLA-AM	K LOS - FM
6	KNX -FM	KABC-AM	KUTE-FM	KIOQ-FM	KUTE-FM
7	KHJ -AM	KUTE-FM	KFI -AM	KLOS-FM	KIIS-FM
8	KZLA-FM	KLOS-FM	KZ LA-FM	KZ LA - FM	K HT Z - FM
9	KABC-AM	KIQQ-FM	KLOS-FM	KUTE-FM	KFI -AM
10	KIIS-FM	K D A Y - A M	KHT Z - FM	KHJ -AM	KRO O-FM

# Adults 25-54

A/M *79	J/A *79	O/N '79	J/F '80	A/M '80
1 KABC-AM	KABC-AM	KBIG-FM	KBIG-FM	KBIG-FM
2 KBIG-FM	KB IG-FM	KJOI-FM	K L AC - A M	KABC - AM
3 KMPC-AM	KJOI-FM	KLAC-AM	KJ 01 - F M	KLAC-AM
4 KRLA-AM	KOST-FM	KABC - AM	KABC-AM	KRLA-AM
5 KFWB-AM	KMPC-AM	KRLA-AM	KRTH-FM	KNX -FM
6 KRTH-FM	KRTH-FM	KRTH-FM	KNX -AM	KNX -AM
7 KJOI-FM	KFWB-AM	KFI -AM	KMPC-AM	KJ 01 - FM
8 KLAC-AM	KRLA-AM	KM P C - AM	KRLA-AM	KFWB-AM
9 KALI-AM	K L AC - AM	KNX +FM	KNX -FM	KRTH-FM
10 KNX -AM	KNX -FM	KFWB-AM	KFWB-AM	KFI -AM
M-F, 6-10am				
1 KABC-AM	KABC-AM	KABC-AM	KNX -AM	KABC-AM
2 KFI -AM	KFI -AM	KFI -AM	KLAC-AM	KNX -AM
3 KFWB-AM	KFWB-AM	KLAC-AM	KM P C - A M	KFWB-AM
4 KBIC-FM	KBIC-FM	KFWB-AM	KFI -AM	KFI -AM
5 KNX -AM	KMPC-AM	KM P C - AM	KABC-AM	KBIG-FM
6 KMPC-AM	KLAC-AM	KBIG-FM	KFWB-AM	KLAC-AM
7 KLAC-AM	KNX -AM	KNX -AM	KBIG-FM	KM PC-AM
8 KALI-AM	KOST-FM	KJ OI - FM	KRTH-FM	KNX -FM
9 KRLA-AM	KJ OI - FM	KRLA-AM	KRLA-AM	KRLA-AM
10 KMET-FM	KRTH-FM	KRTH-FM	KJOI-FM	KRTH-FM

# MARKET BUY MARKET turns NUMBERS into PEOPLE



Beyond the station rankings generated for this directory, MARKET BUY MARKET provides a series of specialized Arbitron reports that will position your audience to buyers, planners, media directors and brand managers. MARKET BUY MARKET offers a variety of valuable planning tools oriented toward market delivery and budget goals -plus "on-line" effective reach and frequency for a media mix.

In addition, MARKET BUY MARKET offers exclusive T.G.I. product usage and M.M.I. income profiles "on-line" and cross-tabulated to RADIO, truly taking numbers and turning them into people!

# MARKET BUY MARKET

5858 SUNSET BOULEVARD, HOLLYWOOD, CALIFORNIA 90028

# Los Angeles

# Continued from Page 130

M-F	, 3-7pm				
j l	KABC-AM	KABC-AM	KBIG~FM	KI.AC ~AM	KBIG-FM
	KBIG-FM	KBIG-FM	K L AC -AM	KBIG-FM	KABC-AM
	KMPC-AM	KOST-FM	KJ 01 - FM	KJOI-FM	KL AC - AM
	KLAC-AM	KMPC-AM	KRLA-AM	KRTH-FM	KNX -AM
	KFWB-AM	KKIH-EW	KRTH-FM	KNX -AM	KRLA-AM
	KRLA-AM	KJOI-FM	KNX -FM	KABC-AM	KNX -FM
	KJ01-FM	KLAC-AM	KABC-AM	KNX -FM	KFWB-AM
	KRTH-FM	KRLA-AM	KFI -AM	KM P C = AM	KJ 01 - FM
	KNX -FM	KNX -FM	KNX -AM	KRLA~AM	KRTH~FM
10	KMET-FM	KFWB-AM	KFWB-AM	KFWB-AM	K OST - FM

# **Cume Persons Trends/Rankings**

rotar 12+	
M-S, 6am-Mide	night
POP(00):	75113

_	A/M '79		J/A '79		O/N '79		J/F '80		A/M '80	
	KABC-AM	13708	KABC-AM	13767	KFWB-AM	12055	KNX -AM	11522	KFWB-AM	11441
	KFWB-AM		KFWB-AM		KNX -AM	11357	KFWB-AM	11340	KNX -AM	
	KNX -AM		KM P C-AM	9395		9988	KMET-FM	9499		
4		8851		9270		9104	KB IG-FM	9468	KMET-FM	9335
5			KMET-FM		KBIG-FM	8599	KABC-AM	9126		8348
	KBIG-FM		KBIG-FM	8600	KFI -AM	8118	KRTH-FM	8240		8036
7			KRTH-FM	8418	KHJ -AM	8094	KJ01-FM	8205	KRTH-FM	7855
8			KFI -AM	8113	KLAC-AM	8050	KHJ -AM	7843	KFI -AM	7842
9			KIIS-FM	7745	KRTH-FM	7744	KLAC-AM	7366		7828
10	KHJ -AM	6658	KJ OI -FM	7344	KRLA-AM	7593	KFI -AM	7208		7467
M-F	, 6-10am									
1	KABC-AM		KFWB-AM		KFWB-AM		KFWB-AM		KFWB-AM	
2			KABC-AM		KNX -AM		KNX -AM		KNX -AM	
	KNX -AM		KNX -AM		KABC-AM		KABC-AM		KABC-AM	
4			KFI -AM		KFI -AM		KMET-FM		KFI -AM	
	KFI -AM		KRTH-FM		KMET-FM		KFI -AM		KMET-FM	
	KBIG-FM		KMET-FM		KLAC-AM		KRTH-FM		KL AC - AM	
7	KRTH-FM		KBIG-FM		KBIG-FM		KBIG-FM		KBIG-FM	
Я	KMPC-AM		KMPC-AM		KHJ -AM		KHJ -AM		KIIS-FM	
9	KTNO-AM		KJOI-FM		KRLA-AM		KLAC ~ AM		FRTH-FM	
0.1	KJ0I-FM		KRLA~AM		KMPC-AM		KJ OI - FM		KHJ -AM	
M-F,	3-7pm								KIIS ALL	
1	KABC-AM		KABC-AM		KMET-FM		KMET-FM		KNX -AM	
2			KMET-FM		KNX -AM		KNX -AM		KMET-FM	
3	KFWB-AM		KFWB-AM		KFWB-AM		KEWB-AM		KFWB-AM	
	KBIG-FM		KMPC-AM		KBIG-FM		KBIG-FM		KABC-AM	
5	KNX -AM		KRTH-FM		KRLA-AM		KJOI-FM		KBIG-FM	
6	KRTH-FM		KNX -AM		KRTH-FM		KIIS-FM			
7	KJOI-FM		KBIG-FM		KLAC-AM		KABC-AM		KIIS-FM	
8	KMPC-AM		KRLA-AM		KABC-AM		KLAC-AM		KRTH-FM	
9	KTNQ-AM		KIIS-FM		KJ OI -FM		KRTH-FM		KRLA-AM	
	KHJ -AM		KJ OI -FM		KFI ~AM		KHJ -AM		KLAC-AM KJOI-FM	

### Teens M-S, 6am-Midnight

A/M '79	J/A '79	O/N '79	J/F '80	A/M 180
1 KTNO-AM	KTNQ-AM	KMET-FM	KMET-FM	VMET DA
2 KMET-FM	KMET FM	KHJ -AM	KIIS-FM	KMET-FM
3 KUTE-FM	KHJ -AM	KIIS-FM		KIIS-FM
	NII NII	K I I S - F M	KHJ -AM	KHJ -AM
W-F, 6-10am				
1 KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2 KTNQ-AM	KTN O-AM	KHJ -AM	KHJ -AM	
3 KHJ -AM	KHJ -AM	KHT Z-FM		KIIS-FM
	KII3 - AII	KH1 Z-FM	KIIS-FM	KHJ -AM
W-F, 3-7pm				
1 KMET-FM	KMET~FM	KMET-FM	KMET-FM	VMET DW
2 KTNQ-AM	KTN O-AM	KHJ -AM		KMET-FM
			KIIS-FM	KIIS-FM
3 KHJ -AM	KHJ -AM	KIIS-FM	KHJ -AM	KHJ -AM

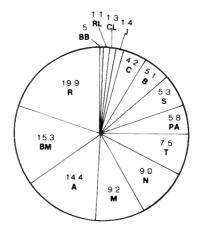
### Adults 18-34 M-S, 6am-Midnight

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2 KRTH-FM	KRTH-FM	KRTH-FM	KRTH-FM	KRTH-FM
3 KLOS-FM	KLOS-FM	KLOS-FM	KLOS-FM	
4 KRLA-AM	KRLA-AM	KRLA-AM	KNX -FM	K R L A - AM
5 KHJ -AM	KIIS-FM	KIIS-FM		KLOS-FM
6 KNX -FM	KNX -FM	KUTE-FM	KIIS-FM	KNX -FM
7 KIIS-FM	KHJ -AM		KHJ -AM	KIIS-FM
8 KIQQ-FM	KFI -AM	KHJ -AM	KRLA-AM	KFI -AM
9 KUTE-FM		KNX -FM	KUTE-FM	KHJ -AM
	KABC-AM	KFI -AM	KIQQ-FM	KIQQ-FM
10 KTNQ-AM	KUTE-FM	KZLA-FM	KZ LA – FM	KUTE-FM
M-F, 6-10am				
1 KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET - FM
2 KRTH-FM	KRTH-FM	KRTH-FM	KRTH-FM	K RTH - FM
3 KFI -AM	KFI -AM	KFI -AM	KNX -FM	KNX -FM
4 KHJ -AM	KRLA-AM	KNX -FM	KLOS-FM	KRLA-AM
5 KNX -FM	KLOS-FM	KRLA-AM	KHJ -AM	KFI -AM
6 KRLA-AM	KIIS-FM	KLOS~FM	KRLA-AM	
7 KLOS-FM	KNX -FM	KUTE-FM		KLOS-FM
8 KIQQ-FM	KHJ -AM	KIIS~FM	KFI -AM	MA- LHX
9 KFWB-AM	KFWB-AM		KIIS-FM	KIIS-FM
		KHJ -AM	K I QQ -F M	KFWB-AM
10 KZLA-FM	KIQQ-FM	KZ L A – F M	KUTE - FM	K HT Z - FM

M-F, 3-7pm				
1 KMET-FM	WWET EN			
2 KRTH-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
3 KLOS-FM	KRTH-FM	KRTH-FM	KRTH-FM	KRTH-FM
4 KHJ -AM	KRLA-AM	KRLA-AM	KLOS-FM	KRLA-AM
	KIIS-FM	KUTE-FM	KNX -FM	KLOS-FM
5 KRLA-AM	KNX -FM	KNX -FM	KIIS-FM	KNX -FM
6 KUTE-FM	KLOS-FM	KLOS-FM	KIQQ-FM	KIIS-FM
7 KNX -FM	KABC-AM	KIIS-FM	KZLA-FM	KHJ -AM
8 KIIS-FM	KUTE-FM	KFI -AM	KRLA-AM	KFI ~AM
9 KZLA-FM	KHJ -AM	KZ L A - FM	KUTE-FM	KIQQ-FM
10 KIQQ-FM	KMPC-AM	KHJ ~AM	KHJ -AM	KUTE-FM
Adults 25-54				
M-S, 6am-Midnight				
POP(00): 37136				
A/M '79	J/A '79	0.01.170		
		O/N '79	J/F '80	A/M '80
1 KABC-AM	KABC-AM	KFWB-AM	KNX -AM	KFWB-AM
2 KFWB-AM	KM PC - AM	KNX -AM	KFWB-AM	KNX -AM
3 KMPC-AM	KFWB-AM	K L AC - A M	KBIG-FM	KABC-AM
4 KBIG-FM	KBIG-FM	K R L A – A M	KL AC - AM	KLAC~AM
5 KNX -AM	KNX -AM	KBIG-FM	KABC-AM	KBIG-FM
6 KRTH-FM	KFI -AM	KABC-AM	KRTH-FM	KRLA-AM
7 KRLA-AM	KRTH-FM	KMPC~AM	KRLA-AM	KFI -AM
8 KJOI-FM	KRLA-AM	KFI -AM	KJ OI - FM	KRTH - FM
9 KFI -AM	KLAC-AM	KRTH-FM	KM P C - AM	KNX -FM
10 KLAC-AM	KOST-FM	KJ OI - FM	KFI -AM	KMPC-AM
M-F, 6-10am				
1 KABC-AM	KFWB-AM	K FW B - AM	VELLE AND	
2 KFWB-AM	KABC-AM	KNX -AM	KFWB-AM	KFWB-AM
3 KNX -AM	KFI -AM		KNX -AM	KNX -AM
4 KFI -AM	KNX -AM	KFI -AM	K L AC - A M	KABC - AM
5 KMPC-AM	KBIG-FM	KLAC-AM	KABC-AM	KFI -AM
6 KBIG-FM		KABC-AM	KFI -AM	K L AC - AM
7 KRLA-AM	KRTH-FM	KBIG-FM	KRTH-FM	KBIG-FM
8 KRTH-FM	KM P C - A M	KRLA-AM	K R L A – A M	KNX -FM
	KRLA-AM	KMPC-AM	KBIG-FM	KRLA-AM
9 KLAC-AM	KLAC-AM	KNX -FM	KM PC - AM	KRTH-FM
IO KNX -FM	KJOI-FM	KJ OI - FM	KJ OI - FM	KM P C - AM
M-F, 3-7pm				
1 KABC-AM	KABC-AM	KNX -AM	KNX -AM	KNX -AM
2 KFWB-AM	KMPC-AM	KLAC-AM	KLAC-AM	K FW B - AM
3 KBIG-FM	KFWB-AM	KRLA-AM	KBIG-FM	K ABC - AM
4 KMPC-AM	KNX -AM	KFWB-AM	KFWB-AM	
5 KNX -AM	KBIG-FM	KBIG-FM	KABC-AM	KBIG-FM
6 KRTH-FM	KRLA-AM	KABC -AM	KRTH-FM	KLAC~AM
7 KRLA-AM	KL AC - AM	KFI -AM	KRLA-AM	KRLA-AM
8 KLAC-AM	KRTH-FM	KJ OI – FM	KJOI-FM	KNX -FM
9 KJOI-FM	KJ OI -FM	KRTH-FM	KNX -FM	KRTH-FM
10 KNX -FM	KOST-FM	KNX -FM	KMPC-AM	KFI -AM
			VH L C - WM	KJ OI - FM

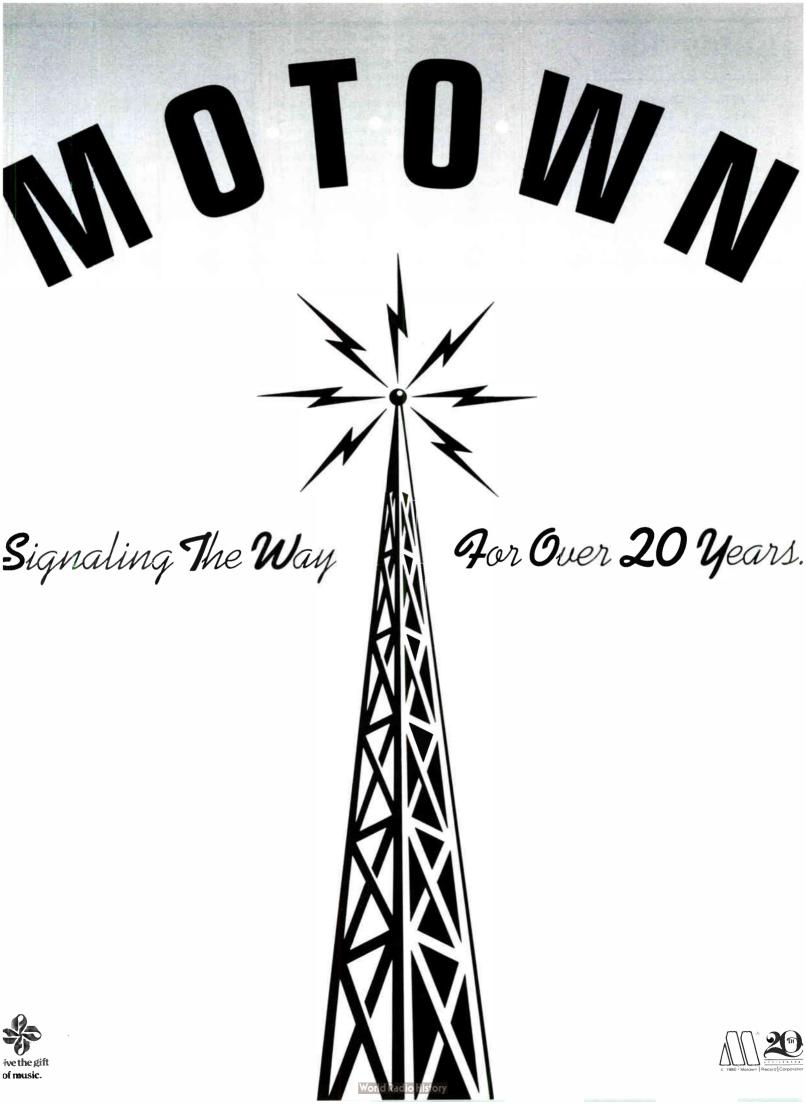
# **Format Penetration Chart**

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



# Format Legend

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



# Louisville

### A/M '80 Market Overview

Arbitron implemented the Expanded Sample Frame for the first time in Louisville during this sweep. As a result there were some shifts among the youngerskewing and ethnic stations. Arbitron estimated that about 26% of the Louisville metro households were unavailable in listed directories, and the firm did a good job, getting back 26% of the total in-tab from ESF homes

WAKY and WLOU scored impressive gains 18-34. WAKY's contemporary format attracted many more 25-34 adults this book, possibly due to changes made on-air. With the exception of the AM drive shift WAKY hired a new air staff early in the year, and the nightly disco show was dropped. Externally, a more costly ad campaign was used, based on newspaper ads and a direct mail effort. The on-air promotion consisted of a sweepstakes that gave away items from cash up to a new Camaro. All of this, plus the possible impact of ESF, helped WAKY to jump to more than a 13 share, almost double the fall book number.

Another station that virtually doubled its 18-34 share was Black-formatted WLOU. With the ESF impact and moves made by the station, WLOU finished second with almost a 12 share. The musical sound of WLOU was broadened to include more jazz and blues, while externally the station used an ad campaign that revolved around newspaper, TV, and bumper stickers

AOR WLRS, formerly the top 18-34 station, suffered a poor book. The station's 18-34 share dropped 50% and the male core slipped in size for the third book in a row. WKJJ-FM, which scored well in the O/N '79 report, saw erosion this sweep. Now third among 18-34's, WKJJ-FM still has more than a 10 share in that demo. The station did little advertising this sweep.

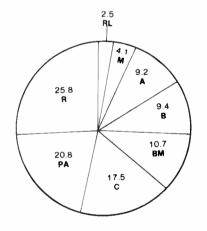
There was a new 1-2 tandem atop the 25-54 cell. Country WAMZ added almost four shares to score in the mid-13 range, while WAKY's 25-34 strength put it in second with a mid-12 share. WAMZ is semi-automated and played more new music this sweep. On-air promotions were based on a contest which gave away cowboy hats and made winners eligible for a trip for two to Hawaii. WINN, the Country competition, had its usual downturn in the spring.

ESF may have affected the fortunes of P/A WHAS and BM WVEZ. Schulke-programmed WVEZ lost almost two 25-54 shares, while WHAS lost one. Both stations actually had their average 25-54 audience increase, but overall listening in this cell rose significantly, eroding the WHAS and WVEZ shares slightly

3 W.A	KY-AM	WKJJ-AM	WLRS-F
Adults	18-34		
M-S, 6an	n-Midnight		
POP(0	0): 2648		
	A/M 179	O/N '79	A/M '80
1 W.	A K Y – AM	WLRS-FM	WAKY-AM
2 W	QHI-FM	WKJJ-FM	WKJJ-FM
3 W	LRS-FM	WAKY-AM	WLRS-FM
4 W	KLO-AM	WHAS-AM	WKJJ-AM
5 W	HAS-AM	WKJJ-AM	WQHI-FM
M-F, 6-1	0am		
1 W.	A K Y - A M	WLRS-FM	WAKY-AM
	LRS-FM	WKJJ-FM	WKJJ-F
	KLO-AM	WAKY-AM	WKJJ-AM
4 W	HAS-AM	WHAS-AM	WLRS-FM
5 W	OHI-FM	WKJJ-AM	WHAS + AM
M-F, 3-7	pm		
1 W	LRS-FM	WLR S-FM	WKJJ-FM
	OHI-FM	WKJJ-FM	WAKY-AM
3 W	AKY-AM	WKJJ-AM	WLRS-FM
4 W	HAS-AM	WHAS-AM	WKJJ-AP
E 11	KI.O-AM	WAKY-AM	WQHI-F
Adults			
Adults M-S, 6an	n-Midnight		
Adults M-S, 6an POP(0	n-Midnight (0): 3497 A/M '79	O/N '79	A/M '80
Adults M-S, 6an POP(0	n-Midnight 10): 3497 A/M '79 THAS-AM	WHAS-AM	WHAS-AN
Adults M-S, 6an POP(0	n-Midnight 10): 3497 A/M '79 'HAS-AM 'AKY-AM	WHAS-AM WINN-AM	WHAS-AN
Adults M-S, 6an POP(0	n-Midnight 10): 3497 A/M '79 THAS - AM A KY - AM TA VE - AM	WHAS-AM WINN-AM WAKY-AM	WHAS-AN WAKY-AN WAMZ-FN
Adults M-S, 6an POP(0	n-Midnight 10): 3497 A/M '79 THAS - AM A KY - AM A VE - AM KLO-AM	WHAS-AM WINN-AM WAKY-AM WAVE-AM	WHAS-AN WAKY-AN WAMZ-FN WVEZ-FN
Adults M-S, 6an POP(O	n-Midnight (0): 3497  A/M '79  HAS-AM (AKY-AM (AKY-AM (KLO-AM (QHI-FM	WHAS-AM WINN-AM WAKY-AM	WHAS-AN
Adults M-S, 6an POP(0	n-Midnight (0): 3497  A/M'79  HAS-AM (AKY-AM (AKY-AM (KLO-AM (QHI-FM	WHAS - AM WINN - AM WAKY - AM WAVE - AM WVEZ - FM	WHAS -AN WAKY - AN WAMZ - FN WV EZ - FN WAVE - AN
Adults M-S, 6an POP(0  1 W 2 W 3 W 4 W 5 W M-F, 6-11	n-Midnight 10): 3497 AM '79 THAS - AM AKY - AM AKY - AM AKE - AM	WHAS - AM WINN - AM WAKY - AM WAVE - AM WVEZ - FM	WHAS -AN WAKY-AN WAMZ-FN WVEZ-FN WAVE-AN
Adults M-S, 6an POP(0  1 W 2 W 3 W 4 W 5 W M-F, 6-11 1 W 2 W	n-Midnight O): 3497 A/M '79 HAS-AM AKY-AM AKY-AM AKU-AM AKU-AM AKU-AM AKU-AM AKU-AM AKU-AM AKU-AM AKU-AM AKU-AM	WHAS - AM WINN - AM WAKY - AM WAVE - AM WVEZ - FM WHAS - AM WAKY - AM	WHAS -AN WAKY-AN WAMZ-FN WV EZ -FN WAV E - AN WAKY-AN
Adults M-S, 6an POP(0  1 W 2 W 3 W 4 W 5 W M-F, 6-11 1 W 2 W 3 W	n-Midnight O): 3497 A/M '79 HAS-AM AKY-AM AKY-AM KLO-AM QHI-FM Dom HAS-AM AKY-AM AKY-AM	WHAS-AM WINN-AM WAKY-AM WAVE-AM WVEZ-FN WHAS-AM WAKY-AM WAKY-AM	WHAS -AN WAKY-AN WAMZ-FN WV EZ -FN WAV E - AN WHAS - AN WAMZ - FN
Adults M-S, 6an POP(0)  1 W 2 W 3 W 5 W 5 W 65 W 65 W 65 W 65 W 65 W	n-Midnight  10): 3497  A.M. 79  14AS-AM  1AKY-AM  1AVE-AM  1KLO-AM  1CHI-FM  Dom  1AAS-AM  AKY-AM  1AVE-AM  KLO-AM	WHAS-AM WINN-AM WAKY-AM WAVE-AM WVEZ-FM WHAS-AM WAKY-AM	WHAS -AN WA KY -AN WA MZ -FN WV EZ -FN WA V E -AN WA KY -AN WHAS -AN WA MZ -FN WA V E - AN
Adults M-S, 6an POP(0  1 W 2 W 3 W 4 W 5 W 4 W 2 W 3 W 4 W 5 W	n-Midnight O): 3497  A/M'79  HAS-AM AVE-AM AVE-AM AVE-AM OBHI-FM  Dam AVY-AM AVY-AM AVY-AM AVY-AM AVY-AM INN-AM	WHAS-AM WINN-AM WAKY-AM WAVE-AM WVEZ-FN WHAS-AM WAKY-AM WAY-AM WAVE-AM	WHAS-AN WAKY-AN WAMZ-FN WVEZ-FN
Adults M-S, 6an P O P ( C)  1 W 2 W 3 W 4 W 5 W M-F, 6-11	n-Midnight O): 3497 A/M'79 A/M'79 HAS-AM AKY-AM AKY-AM IQHI-FM Doam HAS-AM AKY-AM IQHI-FM Doam HAS-AM IAKY-AM IAKY-AM IAKY-AM IAKY-AM IAKY-AM IAKY-AM	WHAS-AM WINN-AM WAKY-AM WAVE-AM WVEZ-FM WHAS-AM WAKY-AM WAVE-AM WINN-AM WVEZ-FM	WHAS - AN WAKY - AN WAMZ - FN WV EZ - FP WAV E - AN WHAS - AN WHAS - AN WAMZ - FN WAV E - AN
Adults M-S, 6an POP(0)  1 W 2 W 3 W 4 W 5 W M-F, 6-11 1 W 5 W 5 W M-F, 3-7 1 W	n-Midnight O): 3497  A/M'79  HAS-AM  AKY-AM  IAVE-AM  IKLO-AM  OHI-FM  OHAS-AM  AKY-AM  IKLO-AM  OHI-FM  OHAS-AM  IKLO-AM  OHI-FM  OHAS-AM  IKLO-AM  IKLO-AM  IKLO-AM  IKLO-AM  IKLO-AM  IKLO-AM  IKLO-AM  IKLO-AM  IKLO-AM	WHAS-AM WINN-AM WAKY-AM WAVE-AM WVEZ-FM WHAS-AM WAKY-AM WAKY-AM WINN-AM WVEZ-FM	WHAS - AN WAKY - AN WAKY - AN WAKY - AN WE Z - FI WAVE - AN WAKY - AN WAKY - AN WAY - AN WAKY - AN
Adults M-S, San POP(O  1 W 2 W 3 % 4 % 5 % M-F, 6-11 1 W 3 W 4 W 5 W M-F, 3-7 1 W 2 W	n-Midnight O): 3497 A/M'79  HAS-AM AVE-AM (AVE-AM	WHAS-AM WINN-AM WAYY-AM WAYE-AM WAYE-AM WAYE-AM WAYE-AM WAYE-AM WAYE-AM WAYE-AM WAYE-AM WINN-AM WINN-AM WINN-AM	WHAS - AN WAM 2 - FN WAM 2 - FN WV EZ - FN WA V E - AN WAM 2 - AN WHAS - AN WHAS - AN WAM 2 - FN WA V E - AN WHAS - AN WHAS - AN WHAS - AN
Adults M-S, 6an POP(O  1 W 2 W 3 k 4 k 5 k M-F, 6-11 1 W 4 W 3 W 4 W 3 W 4 W 3 W 4 W 3 W 4 W 3 W 4 W 3 W	n-Midnight O): 3497  A/M'79  HAS-AM  AKY-AM  IAVE-AM  IKLO-AM  OHI-FM  OHAS-AM  AKY-AM  IKLO-AM  OHI-FM  OHAS-AM  IKLO-AM  OHI-FM  OHAS-AM  IKLO-AM  IKLO-AM  IKLO-AM  IKLO-AM  IKLO-AM  IKLO-AM  IKLO-AM  IKLO-AM  IKLO-AM	WHAS-AM WINN-AM WAKY-AM WAVE-AM WVEZ-FM WHAS-AM WAKY-AM WAKY-AM WINN-AM WVEZ-FM	WHAS - AN WAKY - AN WAKY - AN WAKY - AN WE Z - FI WAVE - AN WAKY - AN WAKY - AN WAY - AN WAKY - AN

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

**Format Penetration Chart** 



### Format Legend

A-AOR, 8-Black, B8-Big Band, 8M-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

# Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 7265

	A/M '79		O/N '79		A/M '80	
1	WAVE-AM	14.0	WVEZ-FM	12.9	WVEZ-FM(BM)]	0.7
2	WLRS-FM	13.6	WHAS-AM	10.8	WAKY-AM(R)	9.8
3	WHAS-AM	10.7	WKJJ-FM	10.2	WLOU-AM(B)	9.4
4	WOHI-FM	8.4	WLRS-FM	10.1	WHAS-AM(PA)	8.9
5	WAKY-AM	8.1	WAVE-AM	8.2	WAMZ-FM(C)	8.8
6	WKLO-AM	7.0	WINN-AM	8.0	WKJJ-FM(P)	7.8
7	W L OU - AM	6 - 6	WAMZ-FM	6.9	WAVE-AM(PA)	7.7
8	WVEZ-FM	6.2	WAKY-AM	5.7	WINN-AM(C)	5.9
9	WAMZ-FM	5 . 6	WKJJ-AM	4.7	WLRS-FM(A)	5.7
0	WINN-AM	5.0	WQHI-FM	4.7	WKJJ-AM(P)	4.5
1	WCSN-FM	3.4	WLOU-AM	4.7	WOHI-FM(R)	3 7
2	WZZX-FM	2.1	WTMT-AM	2.0	WZZX-FM(A)	3.5
3	WTMT-AM	1.9	WZZX-FM	1.6	WRKA-FM(PA)	3.1
4	WF IA~AM	1.4	W NU U - F M	1.6	WTMT-AM(C)	2.8
5	WNUU-FM	1 . 2	WFIA-AM	1.5	WFIA-AM(RL)	1.4
6	WXLN-FM	0.6	WXVW-AM	1.2	WXVW-AM(PA)	1.1
7	WOBS-AM	0.4	WXLN-FM	0.7	WXLN-FM(RL)	1.1

### Average Persons Trends/Rankings

O/N '79

### Total 12+ M-S. 6am-Midnight POP(00): 7265 A/M '79

1	WAVE-AM	143	WVEZ-FM	122	WVEZ-FM	113
	W1.RS-FM	139	WHAS-AM	102	WAKY-AM	104
	WHAS-AM	109	WKJJ-FM	9.7	WLOU-AM	99
_	WOHI-FM	86	WI.RS-FM	96	WHAS-AM	94
	WAKY-AM	83	WAVF-AM	7.8	WAMZ - FM	93
M-F,	8-10am					
1	WAVE-AM		WHAS-AM		WHAS-AM	
2	WHAS-AM		WAVE-AM		WAKY-AM	
3	WAKY-AM		WVEZ-FM		WAVE-AM	
4	WLRS-FM		WAKY-AM		WVEZ-FM	
5	WKLO-AM		WINN-AM		WINN-AM	
M-F,	3-7pm					
1	WLRS-FM		WVEZ-FM		WVEZ-FM	
2	WA VE-AM		WKJJ-FM		WAKY-AM	
3	WHAS-AM		WLRS-FM		WLOU-AM	
4	WQHI-FM		WHAS-AM		WAMZ-FM	
5	WAKY-AM		WAVE-AM		WKJJ-FM	
Teer	18					

### M-S, 6am-Midnight POP(00): 977 A/M '79

1 WLRS-FM	WKJJ-FM	WKJJ-FM	
2 WQHI-FM	WLRS-FM	WLRS-FM	
3 WAKY-AM	WKJJ-AM	WILOU-AM	
M-F, 6-10am			
1 WLRS-FM	WKJJ-FM	WKJJ-FM	
2 WAKY-AM	WLRS-FM	WKJJ-AM	
3 WQHI-FM	WAKY-AM	WAKY-AM	
M-F, 3-7pm			
I WLRS-FM	WKJJ-FM	WKJJ+FM	
2 WQHI-FM	WLRS-FM	WLOU-AM	
3 WLOU-AM	WKJJ-AM	WLRS-FM	
Adults 18-34			

O/N '79

OP(00): 2648			
A/M '79	O/N '79	A/M '80	
1 WLRS-FM	WLRS-FM	WAKY-AM	
2 WQHI-FM	WKJJ-FM	WLOU-AM	
3 WAKY-AM	WHAS-AM	WKJJ-FM	
4 WHAS-AM	WOHI-FM	WLRS-FM	
5 WKI O-AM	WAMZ-FM	WAMZ-FM	

M-F,€	3-10am		
1	WAKY-AM	WLRS-FM	WAKY-AM
2	WLRS-FM	WKJJ-FM	WKJJ-FM
3	WHAS-AM	WHAS-AM	WHAS-AM
4	WKL0-AM	WAKY-AM	WLOU-AM
5	WQHI-FM	WKJJ-AM	WAMZ-FM
M-F, 3	3-7pm		
1	WLRS-FM	WLRS-FM	WAKY-AM
2	WQHI-FM	WKJJ-FM	WLOU-AM
3	WAKY-AM	WHAS-AM	WKJJ-FM
4	WHAS-AM	WKJJ-AM	WAMZ-FM
5	WLOU-AM	WAKY-AM	WKJJ-AM
Adul	Its 25-54		
M-S, (	6am-Midnight		
POP	(00): 3497		
	A/M 179	O/N '79	A/M '80
1	WHAS-AM	WVEZ-FM	WAMZ-FM
2	WAVE-AM	WHAS-AM	WAKY-AM
3	WLRS-FM	WINN-AM	WHAS-AM
4	WAKY-AM	WAMZ-FM	WVEZ-FM
5	WAMZ-FM	WA KY - AM	WLOU-AM
M-F,	6-10am		
1	WHAS-AM	WHAS-AM	WAKY-AM
2	WAVE-AM	WAKY-AM	WHAS-AM
3	WAKY-AM	WAVE-AM	WAMZ-FM
4	WINN-AM	WINN-AM	WA VE - AM
5	WKLO-AM	WVEZ-FM	WINN-AM
M-F,	3-7pm		
1	WHAS-AM	WINN-AM	WAMZ-FM
2	WAVE-AM	WHAS-AM	WAKY-AM
3	WLRS-FM	WVEZ-FM	WVEZ-FM
	WVEZ-FM	WAVE-AM	WHAS-AM
4		WAMZ-FM	WAVE-AM

### Total 12+ M-S. 6am-Midnight

POP(00): 7265

	WIN 13		OM 19		M/MI OU	
1	WHAS-AM	2102	WHAS-AM	1972	WPAS-AM	186
2	WAVE-AM	2062	WAVE-AM	1645	WAKY-AM	171
3	WAKY-AM	1946	WKJJ-FM	1527	WAVE-AM	158
4	WLRS-FM	1626	WLRS-FM	1468	WKJJ-FM	146
5	WQHI-FM	1567	WAKY+AM	1424	WVFZ-FM	129
M-F,	6-10am					
1	WAVE-AM		WHAS-AM		WHAS-AM	
2	WHAS-AM		WAVF-AM		WAKY-AM	
3	WAKY-AM		WAKY-AM		WAVE-AM	
4	WLRS-FM		WKJJ-FM		WKJJ-FM	
- 5	WK LO-AM		WLRS-FM		WV EZ - FM	
M-F, :	3-7pm					
- 1	WAVE-AM		WLRS-FM		WKJJ-FM	
2	WLRS-FM		WKJJ-FM		WAKY-AM	
3	WHAS-AM		WHAS-AM		WHAS-AM	
4	WQII-FM		WAVE-AM		WVEZ-FM	
5	WAKY-AM		WINN-AM		WAVF-AM	

OP(00): 977			
A/M '79	O/N '79	A/M '80	
1 WLRS-FM	WKJJ-FM	WKJJ-FM	
2 WAKY~AM	WLRS-FM	WKJJ-AM	
3 WOHI-FM	WKJJ-AM	WLRS-FM	
I-F, 6-10am			_
1 WLRS-FM	WKJJ-FM	WKJJ-FM	

# Tris Gospelli

It has come to pass that in Louisville, WAKY shall be known as the Number One AM radio station and WVEZ shall be known as the Number One F.M. Needless to say, our combo numbers are heavenly.

#1 #2 Total Persons 12-WYEZ WAKY Adults 18+ WVEZ WAKY Adults 18-34 WAKY Adults 18-49 WAKY Adults 25-49 WAKY Adult 25-54 WAKY Adults 35-64 WVEZ

# WAKY/WVEZ

Louisville



and in April 2, 19 AC in the one of the interest NAKY IVVEZ will supply on reques

World Radio History

# Lubbock

METRO RANK

# Average Persons 12+ Share Trends Monday-Sunday, Sam-Midnight

POP	(00): 165	9				
	A/M 178		A/M 179		A/M '80	
1	KSEL-AM	15.7	KTE Z-FM	13.8	KSEL-FM(FO)	15.4
2	KTEZ-FM	11.8	KLLL-FM	13.4	KTEZ-FM (MM)	12.8
3	KEND-AM	10.6	K SE L - AM	12.2	KSEL-AM (M)	10.6
4	KSEL-FM	10.6	KEND-AM	12.2	KLLL-FM(C)	10.1
5	K F YO - AM	9.4	KSE L-FM	10.6	KLBK-FM (M)	7.0
6	KL BK-AM	8.6	KLLL-AM	7.9	KFYO-AM (C)	7.0
7	KL BK-FM	7.8	KLBK-FM	6.7	KEND-AM (C)	7.0
8	KLLL-FM	5.9	KFYO-AM	6 - 7	KRLB-AM (PA)	5 - 7
9	KL L L - AM	3.9	KLFB-AM	5.5	KLBK-AM (PO)	4 - 8
10	KWGO-FM	3.1	KLSK-AM	4.7	KWGO FM (S)	3.5
11	KL FB-AM	3 - 1	KRLB-AM	3.5	KL FB - AM (8)	2.6
12	KD A V - A M	3.1	KWGO-FM	2.4	KLLL-AM (C)	2.2
13	KJAK-FM	1.2	KJAK-FM	0.8	KJAK-FM (ML)	1.3

	Per	sons iren	ds/Rankings
Total 12+ M-S, 6em-Midnight			
POP(00): 1659			
A/M '78		A/M '79	A/M '80
1 KSEL-AM 2 KTEZ-FM	4 0 3 0	KTE Z-FM	35 KSEL-FM
2 KTEZ-FM 3 KEND-AM	27	KLLL-FM KSEL-AM	34 KTEZ-FM 31 KSEL-AM
4 KSEL-FM	27	KEND-AM	31 KLLL-FM
5 KFYO-AM	2 4	KSE L-FM	27 KLBK-FM
M-F, 6-10am		W = 11 m . 1 M	
1 KSEL-AM 2 KFYO-AM		KEND-AM KLLL-FM	KSEL-FM KSEL-AM
3 KEND-AM		KSE L-AM	KLLL-FM
4 KSEL-FM 5 KLBK-AM		KTE Z-FM KSE L-FM	KTEZ-FM KFYO-AM
M-F, 3-7pm		KOLD III	NI TO AN
1 KSEL-AM		KTE Z-FM	KSEL-FM
2 KSEL-FM		KEND-AM	KTE Z -FM
3 KTEZ-FM 4 KEND-AM		KSEL-AM KLLL-FM	KSEL-AM KLLL-FM
5 KLBK-AM		KSE L-FM	KLBK-FM
Teens			
M-S, 6em-Midnight			
POP(00): 206			
A/M '78		A/M 179	A/M '80
1 KSEL-AM 2 KSEL-FM		KSEL-AM KSEL-FM	KSE L-FM
3 KLBK-AM		KLBK-FM	K SE L-AM K LL L-FM
M-F, 6-10am			
1 KSEL-AM		KSE L-AM	K SE L-FM
2 KSEL-FM 3 KLBK-AM		KSEL-FM KLBK-FM	KSEL-AM KLLL-FM
W-F, 3-7pm		KLSK-FH	KLLL-FM
1 KSEL-AM		K SE L-AM	KSEL-FM
2 KSEL-FM		KSE L-FM	K SE L-AM
3 KLBK-AM		KLBK-FM	KLLL-FM
Adults 18-34			
W-S, 6em-Midnight POF(00): 760			
A/M '78		A/M '79	A/M '80
1 KLBK-FM		KLLL-FM	K SE L -FM
2 KSEL-AM		K SE L-FM	KLBK-FM
3 KSEL-FM		K SE L-AM	KSEL AM
4 KLBK-AM 5 KLLL-FM		KLBK-FM KTEZ-FM	KLLL-FM KTEZ-FM
A-F, 6-10am			KIL Z-FR
1 KSEL-AM		KLLL-FM	K SE L-FM
2 KLBK-AM		KEND-AM	KSEL-AM
3 KSEL-FM		KSE L-FM	KLBK-FM
4 KLBK-FM 5 KEND-AM		K SE L-AM K LBK-FM	K L BK – A M K L L L – F M
A-F., 3-7pm			
1 KSEL-AM		KLLL-FM	KSEL-FM
2 KSEL-FM		KTE Z-FM	KLBK-FM
3 KLBK-FM 4 KLBK-AM		KSE L-AM KSE L-FM	KLLL-FM
5 KEND-AM		KEND-AM	KSEL-AM KTEZ-FM
Adults 25-54			
A-S, 6em-Midnight			
POP(00): 734			
A/M 178		A/M 179	A/M '80
1 KTEZ-FM		KTE Z-FM	KTEZ-FM KLLL-FM
2 KEND-AM 3 KSEL-AM		KLLL-FM KEND-AM	KEND-AM
4 KSEL-FM		KLFB-AM	K SE L-AM
5 KFYO-AH		KSE L-AM	KSEL-PM
#-F, 6-10am			
1 KEND-AM		KEND-AH	KLL L-FM
2 KSEL-AM 3 KFTO-AM		kte z-fh kll l-fh	KEND-AH KSBL-AH
4 KTEZ-FH		KSE L-AM	KTBZ-FH
5 KSEL-FM		KFYO-AM	KSE L-FM
A-F, 3-7pm			
1 KEND-AM 2 KSEL-AM		KTE Z-PH KEND-AH	KTE Z-FM
			KLLL-FM
3 KTEZ-FM		KLLL-PM	K SE L-AM
		KLLL-PH ESEL-AH EPYO-AM	KSEL-AM KlbK-FM

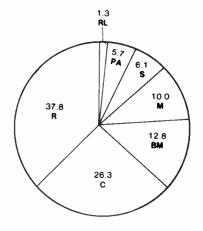
# Cume Persons Trends/Rankings

Cume	Pers	ons Trend	ds/Ra	nkings	
Total 12+ M-6, Sem-Midnight					
POP(00): 1659 A/M'78		A/M '79		A/M '80	
1 KSEL-AM	534	KSE L-AM	505	KSEL-FM	46
2 KLBK-AM	447	KSE L-AM	449	KSEL-AM	41
3 KSEL-FM	400	KEND-AM	388	KTEZ-FM	3.5
4 KEND-AH	392	KLBK-AM	347	KLBK-FM	32
5 KFYO-AH	349	KLL L-FM	331	KFYO-AM	3 (
M-F, 6-10em 1 KSEL-AM		KSE L-AM		KSEL-FM	
2 KEND-AM		KEND-AM		KSE L-AM	
3 KFYO-AM		KSE L-FM		KFYO-AM	
4 KSEL-FM 5 KLBK-AM		KLLL-FM KFYO-AM		KLLL-FM KEND-AM	
M-F, 3-7pm		KF 10-MH		KEND-An	
1 KSEL-AM		KSE L-AM		KSEL-FM	
2 KLBK-AM		KSE L-FM		KSEL-AM	
3 KSEL-FM		KEND-AM		KTEZ-FM	
4 KEND-AM		KLLL-FM Klbk-FM		KLLL-FM KEND-AM	
5 KFYO-AM		KLBK-FM		KEND-AM	
Teens M-S, 6am-Midnight					
POP(00): 206					
A/M '7B		A/M '79		A/M '80	
1 KSEL-AM		K SE L-AM		KSE L-FM	
2 KLBK-AM 3 KSEL-FM		KSEL-FM KLBK-AM		K SE L-AM K L BK -F M	
M-F, 6-10am					
1 KSEL-AM		KSE L-AM		KSE L-FM	
2 KSEL-FM 3 KEND-AM		KSEL-FM		KSE L-AM	
M-F, 3-7pm		KLBK-FM	_	KLLL-FM	
1 KSEL-AM		KSE L-AM		KSEL-FM	
2 KLBK-AM		KSEL-FM		KSEL-AM	
3 KSEL-FM		KLBK-AM		KLLL-FM	
Adults 18-34 M-S, 6em-Midnight					
POP(00): 760					
A/M 178		A/M '79		A/M 180	
1 KLBK-AM		KSE L-FM		KSEL-FM	
2 KSEL-AM 3 KSEL-FM		KSEL-AM KLBK-AM		KLBK-FM KSEL-AM	
4 KLBK-FM		KLBK-FM		KLBK-AM	
5 KEND-AM		KLLL-FM		KLLL-FM	
M-F, 6-10am					
1 KSEL-AM		K SE L-AM		K SE L - FM	
2 KLBK-AM 3 KSEL-FM		KSEL-FM KLBK-AM		KSEL-AM KLBK-FM	
4 KEND-AM		KEND-AM		KLBK-FM KLBK-AM	
5 KLBK-FM		KLLL-FM		KEND-AM	
M-F, 3-7pm					
1 KSEL-FM		KSE L-AM		KSEL-FM	
2 KLBK-AM 3 KSEL-AM		KSEL-FM Klbk-FM		KSEL-AM Klbk-Fm	
4 KLBK-FM		KLL L-FM		KLBK-AM	
5 KEND-AM		KLBK-AM		KLL L-FM	
Adults 25-54 M-S, 6em-Midnight					
POP(00): 734 A/M'7B		A /84 170		A /84 100	
1 KEND-AM	_	A/M '79 KEND-AM		A/M '80 KTE Z-FM	
2 KSEL-AM		KSE L-AM		KEND-AM	
3 KTEZ-FM		KTE Z-FM		KLLL-FM	
4 KFYO-AM		KLLL-FM		K SE L-AM	
5 KLBK-AM		K L B K – A M		KSEL-FM	

1	KEND-AM	KEND-AM	KEND-AM
2	KSEL-AM	KTE Z-FM	KLLL-FM
3	K FYO - AM	KLL L-FM	K SE L-AM
4	KTEZ-FM	K SE L-AM	KTE Z-FM
5	KSEL-FM	KFYO-AM	KSEL-FM
M-F, 3-	7pm		
1	KEND-AM	KSE L-AM	K TE Z - F M
2	KTEZ-FM	KEND-AM	KLLL-FM
3	K SEL-AM	KTE Z-FM	KEND-AM
4	KL BK-AM	KLL L-FM	KSEL-AM
5	KFYO-AM	KLBK-AM	KLBK-AM

# **Format Penetration Chart**

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



# Format Legend

A-AOR, 8-Black, 88-Big Band, 8M-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

# ynchburg



rage	Persons	12+	Share	Trends
day-S	unday, 6a	m-Midr	night	

١(	00): 126	9				
_	A/M 178		A/M '79		A/M '80	
1	WLVA-AM	22.4	WJJS-FM	23.6	WJJS-FM(m) 2	2.2
2	WJJS-FM	21.9	WLVA-AM	18.6	W LV A- AM (PA)	16.4
3	WPVR-FM	8.3	WWOD-AM	13.0	WXLK-FM(R) 1	11.7
4	WSLO-FM	7.8	WGOL-FM	11.2	WPVR-FM(PA)	11.1
5	WWOD-AM	7.3	WPVR-FM	6.8	WWOD-AMC)	9.4
5	WLLL-AM	6.8	WSLQ-FM	5.0	WSLQ-FM(P)	6.4
7	WGOL-FM	5.7	WLLL-AM	4.3	WGOL-FM(P)	5.3
В	WBRG-AM	4.7	WLRG-FM	4.3	WAKG-FM(C)	3.5
9	WWOD-FM	4.2	WBRG-AM	3.7	WOD I - AM(C)	2.9
0	WLRG-FM	1.6	WLGM-AM	1.2	WILL-AMP	2.3
1	WLGM AM	1.0	WWOD-FM	1.2	WKZZ-FM(PA)	1.8
2	WKDE-AM	1.0	WF LO - AM	0.6	WLGM-AM(BM)	1.2
3	WKYY-AM	0.5			WBRG-AM(C)	0.6
4	WA-XTTW	0.5			WTTX-AM(C)	0.6
5	WFLO-FM	0.5				
-						

	_	-613	ons Trend	Joine	inkings	
	12+					
	m-Midnight					
( )	00): 1269					
	A/M 178		A/M '79		A/M '80	
1	WLVA-AM	43	WJJS-FM	38	WJJS-FM	
	WJJS-FM	42	W1.VA-AM	30	WLVA-AM	
3	WPVR-FM	16	WWOD-AM	2 1	WXLK-FM	
	WSLQ-FM	15	WGOL-FM	1.8	WPVR-FM	
5	WWOD-AM	1 4	WPVR-FM	11	WWOD-AM	
6-	l Oam					
1	WLVA-AM		W L V A - AM		W L V A - A M	
2	WJJS-FM		WJJS-FM		WJJS-FM	
3	WLLL-AM		WWOD-AM		WPVR-FM	
4	WPVR-FM		WGOL-FM		WWOD-AM	
5	WW OD -AM		WPVR-FM		WXLK-FM	
3-	7pm					
1	WLVA-AM		WJJS-FM		WJJS-FM	
2	WJJS-FM		WLVA-AM		WLV A-AM	
3	WLLL AM		WGOL-FM		WXLK-FM	
4	WWOD-AM		WWOD-AM		WW OD - AM	
5	WSLQ-FM		WPVR-FM		WPVR-FM	
ns	1					
64	m-Midnight					
(	00): 152					
	A/M '78		A/M '79		A/M '80	
1	WJJS-FM		WJJS-FM		WXLK-FM	
2	WLVA-AM		WGOL-FM		WJJS-FM	
3	WSLQ-FM		WLVA-AM		WSLO-FM	
6-	10am					
1	WLVA- AM		WJJS-FM		WXLK-FM	
2	WJJS-FM		WGOL-FM		W LV A-AM	
3	WLLL AM		WLVA-AM		WJJS-FM	
3-	7pm					
1	WJJS-FM		WJJS-FM		WJJS-FM	
2	WLVA-AM		WGO L-FM		WXLK-FM	
3	WSLQ-FM		W L V A - AM		WSLO-FM	

A/M '79

WJJS-FM WLVA-AM WGOL-FM WSLQ-FM WWOD-AM

WLVA-AM WJJS-FM WGOL-FM WSLQ-FM

WJJS-FM WLVA-AM WGOL-FM

WSLQ-FM WWOD-AM

A/M 179

WLVA-AM WJJS-FM WWOD-AM WPVR FM WLRG-FM

WLVA-AM WJJS-FM WWOD-AM WPVR-FM

WLV A-AH WWOD-AM WJJS-FM

WPVR FM WLRG-FM

A/M 180 WJJS-FM WLVA-AM WSLQ-FM

WXLK-FM WGOL-FM

WLVA-AM WJJ8-FM WXLK-FM

WWOD-AM

WJJS-FM WLVA-AM WXLK-FM

WSLQ-FM WGOL-FM

A/M 180

WLVA-AM WJJS-FM WWOD-AM WPVR-FM WXLK-FM

WLVA-AM WJJS-FM

WWOD-AM WPVR-FM WXLK-FM

WLVA-AM WJJS-FM WWOD-AM

WPVR-FM

ults 18-34

P(00): 449 A/M 178

1 WLVA-AM 2 WJJS-FM 3 WSLQ-FM

4 WSLQ-FM 5 WGOL-FM

,3-7pm 1 WLVA-AM 2 WJJS FM 3 WSLQ-FM

4 WLLL-AM 5 WWOD-AM

1 WLVA-AM 2 WJJS-FM 3 WWOD-AM 4 WPVR-FM 5 WGOL-FM 6-10em

1 WLVA-AM 2 WJJS-FM 3 WPVR-FM

4 WWOD-AM 5 WGOL-FM

1 WLVA-AM 2 WJJS-FM 3 WWOD-AM

4 WPVR FM 5 WLLL-AM

ılts 25-54 (00): 578 A/M '78

, 6-10am 1 WLVA-AM 2 WJJS FM 3 WLLL-AM

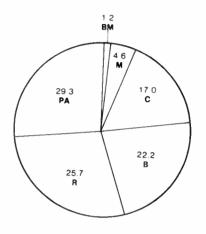
# Cume Persons Trends/Rankings

Cume I	Perso	ons Trenc	ls/Ra	nkings	
Total 12+					
M-8, 6em-Midnight POP(00): 1269					
A/M 178		A/M 179		A/M '80	
1 WLVA-AM	604	WLVA-AM	518	WLVA-AM	46
2 WJJS-FM	277	WGOL-FM	273	WJJS-FM WXLK-FM	29
3 WLLL-AM 4 WWOD-AM	266 228	WJJS-FM WWOD-AM	204	WPVR-FM	24
4 WWOD-AM 5 WSLQ-FM	212	WPVR-FM	179	WGOL-FM	17
M-F, 6-10am	- 1 -	WITH III		#002 111	
1 WLVA AM		WLVA-AM		WLVA-AM	
2 WJJS-FM		WJJS-FM		WJJS-FM	
3 WILL AM		WGOL-FM		WXLK-FM	
4 WWOD-AM 5 WPVR FM		WWOD-AM WLLL-AM		WPVR-FM WWOD-AM	
M-F, 3-7pm		WELL-WH		N W OD - AM	
1 WLVA-AM		WLVA-AM		WLV A- AM	
2 WJJS-FM		WGO L-FM		WJJS-FM	
3 WLLL AM		WJJS-FM		WXLK-FM	
4 WW OD -AM		WW-D-AM		WPVR-FM	
5 WSLQ-FM		WPVR-FM		WWOD-AM	
Teens					
M-S, 6am-Midnight POP(00): 152					
A/M '78		A/M '79		A/M '80	
1 WLVA-AM		WGOL-FM		WXLK-FM	
2 WJJS-FM		WLVA-AM		WLV A-AM	
3 WLLL-AM		WJJS-FM		WSLQ-FM	
M-F, 6-10am					
1 WLVA-AM		WJJS-FM		WXLK-FM	
2 WLLL-AM 3 WJJS-FM		WGOL-FM WLVA-AM		WLVA-AM WJJS-FM	
		WLVA-AM		#JJ3-FM	
M-F, 3-7pm 1 WLVA-AM		WGOL-FM		WXLK-FM	
2 WJJS-FM		WJJS-FM		WJJS-FM	
3 WLLL AM		WLVA-AM		WSLQ-FM	
Adults 18-34					
M-S, 6am-Midnight					
POP(00): 449 A/M'78		A/M '79		A/M '80	
1 WLVA-AM 2 WLLL-AM		WLVA-AM WGOL-FM		WLVA-AM WXLK-FM	
3 WJJS-FM		WSLQ-FM		WJJS-FM	
4 WSLQ-FM		WJJS-FM		WGOL-FM	
5 WWOD-AM		WLLL-AM		WSLQ-FM	
M-F, 6-10am					
1 WLVA-AM		WLVA-AM		W LV A- AM	
2 WLLL AM		WGO L-FM		WJJS-FM	
3 WJJS-FM 4 WSLO-FM		WSLQ-FM		WXLK-FM WSLQ-FM	
4 WSLQ-FM 5 WWOD-AM		WJJS-FM WLLL AM		WGOL-FM	
M-F, 3-7pm					
1 WLVA-AM		WLVA-AM		WLV A-AM	
2 WJJS-FM		WGOL-FM		WJJS-FM	
3 WLLL-AM		WJJS-FM WSLO-FM		WXLK-FM WSLQ-FM	
4 WSLQ-FM 5 WWOD-AM		WWOD-AM		WGOL-FM	
Adults 25-54					
M-S, 6em-Midnight					
POP(00): 578 A/M'78		A/M '79		A/M '80	
		WLVA-AM		WLVA-AM	
1 WLVA-AM					
1 WLVA-AM 2 WJJS-FM		WWOD-AM WPVR-FM		WPVR-FM WXLK-FM	
1 WLVA-AM 2 WJJS-FM		WWOD-AM		WPVR-FM	

1	W L V A - A M	WLVA-AM	WLVA-AM
2	WJJS-FM	WWOD-AM	WW OD - AM
3	WWOD-AM	WJJS-FM	WJJS-FM
4	WPV R-FM	WPVR-FM	WPVR-FM
5	WLLL-AM	WLLL-AM	WXLK-FM
M-F, 3-7	'pm		
1	WLVA-AM	WLVA-AM	WLVA-AM
2	WJJS-FM	WWOD-AM	WPVR-FM
3	WWOD + AM	WJJS-FM	WJJS-FM
4	WPVR-FM	WPVR-FM	WXLK-FM
5	WLLL-AM	WGOL-FM	WWOD-AM

## **Format Penetration Chart**

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



### Format Legend

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

þ	0	P	(	00	)	:	1	9	0 /	
	v		١.	O.C.		•		•		

A/M '78

1 WMAZ-FM 2 WMAZ-AM 3 WDEN-FM 4 WDDO-AM 5 WIBB-AM

M-F, 6-10am 1 WMAZ-AM

Data from Market Buy Market '"

138						
R&R RATINGS REPORT/1980 •	Aver	lac	s 12+ SF	nare Trends	METRO I	RANK (135)
N S		(00): 19º	-	н		
<b>\frac{1}{2}</b>		A/M '78		A/M '79		A/M '80
R&R	1 2 3 4 5 6 7 8 9 10 11 12 13 14	WMAZ-AM WMAZ-FM WDEN-FM WCRY-FM WIBB-AM WDDO AM WNEX-AM WFDR-FM WCCK-AM WFDR-FM WGML-AM WEML-AM WKLS-FM WSB-FM WSB-FM WSB-FM	18.6 17.5 9.5 9.1 8.4 6.0 5.6 4.2 3.5 2.5 2.1 1.8	WMAZ-FM WDDO-AM WMAZ-AM WIBB-AM WDEN-FM WCRY-FM WRBN-FM WBML-AM WNEX-AM WFDR-FM WKI.S-FM WDEN-AM	17.3 14.9 13.5 9.0 9.0 8.3 5.9 5.5 5.2 2.1 1.7	WMAZ-FM (Ph. 20.1 MMAZ-AN (Ph. 4) 15.2 MOEN - FM (C) 12.3 MCR Y-FM (B) 4.3 MCR Y-FM (B) 4.5 MEBB-AM (B) 4.6 MDDO-AM (B) 4.5 MAY (C-AM (RL) 4.5 MNEX-AM (RL) 2.2 MOEN - AM (C) 2.2 WKLS-FM (A) 1.5 WFDR-FM (B) 1.5 WFDR-FM (PA) 0.1
	16					WZGC-FM (M) 0.4

Total 12+				•	
M-S, 6am-Midnight					
POP(00): 1994					
A/M '78		A/M '79		A/M '80	
1 WMAZ-AM	5.3	WMAZ-FM	50	WMAZ-FM	- 5
2 WMAZ-FM	5.0	WDDO-AM	43	WMAZ-AM	4
3 WDEN-FM	2.7	WMAZ-AM	30	WDEN-FM	3
4 WCRY-FM	2.6	WIBB-AM	26	WCRY-FM	3
5 WIBB-AM	2 4	WDEN-FM	2 6	WPGA-FII	1
M-F, 6-10am					
1 WMAZ-AM		WMAZ-AM		WMAZ-AM	
2 WMA Z = F M		WMAZ-FM		WMAZ-FM	
3 WCRY-FM		WDDO-AM		WDEN-FM	
4 WDEN-FM		WPEN-FM		WCRY-FM	
5 WNFX-AM		WCRY-FM		WIBB-AM	
M-F, 3-7pm					
1 WMAZ-FM		WDOO-AM		WMAZ-FM	
2 WMA Z - AM		WMAZ-FM		WDEN-FM	
3 WDEN-FM		WMAZ-AM		WCRY-FM	
4 WCRY-FM		WDEN-FM		WMAZ-AM	
5 WDDO AM		WCRY-FM		WPGA-FM	
Teens					
VI-S, 6am-Midnight					
POP(00): 286					
A/M '78		A/M '79		A/M '80	
1 WMAZ-FM		WDDO-AM		WMAZ-FM	
2 WDDO-AM		WMAZ-FM		WRBN-FM	
3 WFDR-FM		WRBN-FM		WIBB-AM	
A-F, 6-10am					
1 WNAZ-FM		WMAZ FM		WMAZ-FM	
2 WNEX-AM		W DDO - A M		WRBN-FM	
3 WIBB-AM		WRBN-FM		WIBB-AM	
A-F, 3-7pm					
1 WMAZ-EM		WDDO-AM		WMAZ-FM	
2 WIBB-AM		WMAZ-FM		WIBB-AM	
3 WNEX-AM		WRBN-FM		WDDO-AM	
Adults 18-34					
NGUITS 18-34 NS, 6am-Midnight					
OP(00): 743					
0 F ( 00 ) ; 7 4 3					

A/M '79

WMAZ-FM WDDO-AM WRBN-FM WIBB-AM WNEX-AM

A/M '80

WMAZ-FM WPGA-FM WMAZ-AM WDEN-FM WDDO-AM

1917	J-TOMIN		
1	WMAZ-AM	WMAZ-FM	WMAZ-FM
2	WMAZ-FM	W D DO - A M	WMAZ-AM
3	WNEX-AM	WMAZ-AM	W DE N - F M
4	W DE N = F M	WRBN-FM	WPGA-FM
5	WCRY-FM	WNEX-AM	WCRY-FM
M-F, 3	3-7pm		
1	WMAZ-FM	WMAZ-FM	WMAZ-FM
2	WMA Z AM	WDDO-AM	WPGA-FM
	WDDO AM	W NE X + A M	WDDO-AM
	WDEN-FM	WIBB-AM	W DE N + F M
5	W NE X - AM	WEBN-FM	WCRY-FM
Adul	ts 25-54		
	Sam-Midnight		
PO P	(00): 967		
	A/M '78	A/M '79	A/M '80
1	WMAZ-AM	WMAZ-FM	WMAZ-FM
2	WMAZ-FM	WMAZ -AM	WDEN-FM
3	WCRY-FM	WDEN-FM	WMAZ-AM
4	W DE N - FM	WDDO-AM	WCRY-FM
5	WIBB-AM	WCRY-FM	WAVC-AM
W-F, 6	-10am		
	WMAZ-AM	WMAZ-AM	WMAZ-AM
2	WCRY-FM	WMAZ-FM	WDEN-FM
_	WDEN-FM	WDEN-FM	WMAZ-FM
	WMAZ FM	WDPO-AM	WCRY-FM
5	WNEX-AM	WCRY-FM	WA V C- AM
A-F, 3	-7pm		
	WMAZ-AM	WMAZ-FM	WMAZ-FM
	WDEN-FM	WDEN-FM	WDEN-FM
3	WCRY-FM	WDDO-AM	WCRY-FM
-		WMAZ-AM	WMAZ-AM
4	WMAZ-FM WOCK-AM	WITAZ TAM	WHAZTAN

W-S,	l 12+ 6em-Midnight (00): 199	4				
	A/M '78		A/M '79		A/M '80	
1	WMAZ-AM	766	WMAZ-FM	72 0	WMAZ-FM	72 (
2	WMAZ-FM	680	WMAZ-AM	618	WMAZ-AM	5 5 1
3	WNEXHAM	361	WDDO-AM	399	WDEN-FM	36
4	WCRY-FM	320	WNEX-AM	363	WCRY-FM	35
5	WDEN-FM	318	WIBB-AM	340	W D DO - A M	30
ΝF, (	3-10am					
1	WMAZ-AM		WMAZ-AM		WMAZ-AM	
2	WMAZ-FM		WMAZ-FM		WMAZ-FM	
3	WNFX-AM		WDDO-AM		WDEN-FM	
4	WCRY-FM		WNEX-AM		WCRY-FM	
- 5	WDEN-FM		WIBB-AM		WRBN-FM	

- 3	WNFX-AM	WDDO-AM	WDEN-FM
4	WCRY-FM	WNEX-AM	WCRY-FM
5	W DE N - F M	WIBB-AM	WRBN~FM
M-F, :	3-7pm		
1	WMAZ-FM	WMAZ-FM	WMAZ-FM
2	WMAZ-AM	WMAZ-AM	WMAZ-AM
3	UDEN-FM	WDDO AM	WCRY-FM
4	WDD0-AM	WNEX-AM	VDEN = FM
5	WCRY-FM	WDEN-FM	WDDO-AM

A/M '78	A/M '79	A/M '80
1 WMAZ-FM	WMAZ-FM	WMAZ-FM
2 WDDO AM	WDDO-AM	WRBN-FM
3 WNEX-AM	WHAZHAM	WDD0-AM
M-F, 6-10am		
1 WMAZ-FM	WMAZ-FM	WMAZ-EM
2 WNEX-AM	WDDO-AM	WRBN-FM
3 WDD0-AM	WRBN-FY	WIBB-AM
M-F, 3-7pm		
1 WHAZ-FM	WMAZ-FM	WMAZ-FM
2 WIBB-AM	WDDO-AM	WREN-FM
3 WDD0-AM	WNEXHAM	WODO-AM
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 743		
A/M '78	A/M '79	A/M '80

POP(00): 743		
A/M '78	A/M '79	A/M '80
1 WMAZ-FM	WMAZ FM	WMAZ-FM
2 WMAZ AM	WNEX-AN	WDDO-AM
3 WNEX-A11	WMAZ-AM	WMAZ-AM
4 WDDO-AM	W D DO - A M	WPGA-FM
5 WIBB-AM	WIBB-AM	WRBN-FM
M-F, 6-10am		
1 WMAZ-FM	WMAZ-FM	WMAZ-FM
2 WMAZ-AM	WMAZ-AM	WMAZ-AM
3 WNEX-AM	WMEXHAM	WDEN-FM
4 WDDO AM	WDDO-AM	WRBN-FM
5 WCRY FM	WRBN-FM	WDDO-AM
M-F, 3-7pm		
1 WMAZ-FM	WMAZ-FM	WMAZ-FM
2 WMAZ-AM	WDDO-AM	WDDO-AM
3 WNEX-AM	WNEX-AM	WPGA-FM
4 WDDO AM	WMAZ-AM	W DE N - F M
5 WFDR-FM	WRBN-FM	WRBN-FM
A d 05 54		

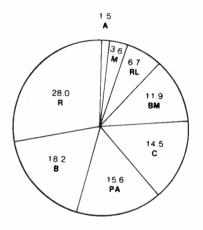
3 WFDR-FM	MKD N-L N	
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 967		
A/M '78	A/M '79	

A/M '78	A/M '79	A/M '80
1 WMAZ-AM	WMAZ-AM	WMAZ-FM
2 WMAZ-FM	WMAZ-FM	WMAZ-AM
3 WDEN-FM	WOEN-FM	W DE N + F M
4 WCRY FM	WCRY-FM	WCRY-FM
5 WHEX-AM	WNEX-AM	WDDO-AM

1	WMA Z = AM	WMAZ-AM	WMAZ-A1
2	WMAZ EM	WMAZ-FM	WMAZ-F5
3	W DE N - F M	WDFN-FM	WDFN-F5
4	WCRY-FM	W DDO - AM	WCRY-FN
5	WNEX-AM	WCRY-FM	WDDO-AN
M-F, 3	-7pm		
1	WMAZ-AM	WMAZ-FM	WMAZ - FM
2	WIDE NIE FM	WMAZ-AM	WMAZ-AM
3	WMA Z - FM	WOEN-FM	W DE N - F M
4	WCRY-FM	WCRY-FN	WCRY-FM
5	WNEXHAM	WDDO-AM	W D D O - AM

# **Format Penetration Chart**

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



# **Format Legend**

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

# ladison

METRO RANK



# ige Persons 12+ Share Trends iy-Sunday, 8am-Midnight

00): 2/24	)				
A/M 178		A/M *79		A/M '80	
WZEE-FM	13.6	WTSO-AM	18.0	WTSO-AM(C) 1	5.5
WTSO-AM	12.6	WIBA-AM	12.7	WISM-FM(PA)	0.3
WIBA-AM	11.2	WISM-AM	10.4	WIBA - AM (PA)1	0.3
WYXE-FM	8 - 4	WYXE-FM	8 - 1	WMAD-FM(A) 1	
WISM-AM	P.4	WZEE-FM	7 • 4	WZEE-FM(R)	9.3
WIBA-FM	7.3	WIBA-FM	7.4	W1.VE-FM(BM)	
WISM-FM	6.3	WLVE-FM	6.7	WISM-AM(A)	я. ()
WLVE-FM	5 - 2	WISM-FM	4.6	WWQM-I'M(M)	4 - 3
WWQM-FM	3.5	WWQM AM	3.9	WIBA-FM(A)	3 - 5
WFAW-FM	2.6	WWQM-FM	3.2	WFAW-FM(BM)	2 - 5
WWQM-AM	1.9	WGN -AM	1.6	WNWC-FM(AL)	1.8
WNWC-FM	1.4	WBBM-AM	0.9	WGN - AM (PA)	1 - 0
WIBU-AM	0.9	WFAW-FM	0 9	WBBM-AM(N)	0.8
WGN -AM	0 • 7	WMAO-AM	0.5	WWQ M- AM(0)	0.8
WBBM-AM	0.5	WNWC-FM	0.5	WIBU-AMPA)	0.5
WA-LMTW	0.5	WLS -AM	0.5		

# Average Persons Trends/Rankings

6	12+ am-Midnight 00): 2724				
	A/M 178		A/M '79		A/M '80
1	WZ EE - FM	58	WTSO-AM	7.8	WTS0-AM
2	WTSO-AM	5 4	WIBA-AM	5.5	WISM-FM
2	U.T. DA - AM	4.R	LITSM-AM	4.5	WIBA-AM

3	WIEA-AM	48	WIDH-WU	4 )	WIDN HILL	
4	WYXE-FM	36	WYXE-FM	3.5	WMAD-FM	
5	WISM-AM	36	WZEE-FM	32	WZEE-FM	
6-	-10am					
1	WIRA-AM		WTSO-Al!		WTSO-AM	
2	WTSO-AM		WIBA-AM		WIBA-AM	
3	WZEE-FM		WISM-AM		WISM-FM	
4	WISM-AM		WIBA-FM		WISM-AM	
5	WISH-FM		WYXF"FM		WZEE-FM	
3	-7pm					
1	WZEE-FM		WTSO-AM		WISO-AM	
2	WTSO AM		W I B A - A 11		WMAD-FM	
3	WIBA-AM		WISMHAM		WISM-FM	
4	WISM-AM		WYXF-FM		WLVE-FM	
5	WYXE-FM		WLVE-FM		WZEE-FM	
_						

n:	s am-Midnight	
P (	00): 313 A/M '78	A/M '79
1	WISM-AM	WZEE-FM
2	WZ EE - FM	WISM-AM
3	WYXE-FM	WYXE-FM

6-10am			
1 WIS	M-AM	WISM-AM	WWQM-FM
2 WZE		WYX E-FM	WZEE-FM
3 WYX	E-FM	WZEE-FM	WMAD-FM
, 3-7pm			
1 WZE	E-FM	WYXE-FM	WWQM-FM
2 WIS	M – A M	WZ EE - F M	WISM-AM

A/M '80

WWOM-FM WZEE FM WMAD-FM

WZEE-FM

2	WISH	MA-P	WZEE-FM	4
3	WISH	!-FM	WISM-AN	4
	s 18-3 m-Mid			
2 (	00):	1327		

A/M '78	A/M '79	A/M *80
I WZEE-FM	WYX F-FM	WISM-FM
2 WIBA-FM	WISM-AM	WMAD-FM
3 WYXF-FM	WIBA-FM	WZEE-FM
4 WISM-AM	WZFE-FM	WISM-AM
5 WISM-FM	WTSO-AM	WTSO-AM
, 6-10am		
1 WZEE-FM	WISM-AM	WISM-FM
2 WISM-FM	WTSO-AM	WISM-AM
3 WISM-AM	WIBA-FM	WZEE-FM
4 WTSO-AM	WYX E-FM	WMAD-FN
5 WIBA-FM	WZEE-FM	WTSO-AM
. 3-7pm		
1 WZEE-FM	WYXE-Fit	WMAD-FM
2 WIBA-FM	WIBA-FM	WISM-FM
3 WYXE-FM	WISM-AM	WZEE-FM
4 WISM-FM	WTSO-AM	WISM-AM
5 WISM-AM	WZEE FM	WIBA-FM
ults 25-54		

# 3, 6am-Midnight P(00): 1212

5 WISM-AM

•	A/M '78	A/M '79	A/M 180
1	WTSO-AM	WTSO-AM	WTSO-AM
2	WIBA-AM	WISM-AM	W LV E-FM
_	WISM-FM	WIBA-AM	WIBA-AM
4	WZEE-FM	WLVE-FM	WISM-FM
5	WISM-AM	WIBA-FM	WZEE-FM
F, 6-1	0am		
1	WTSO-AM	WTSO-AM	WTSO-AM
-	WIBA-AM	WIBA-AM	WIBA-AM
_	WISM-FM	WISM-AM	WISM-FM
_	WISM-AM	WIBA-FM	WISM-AM
	WZEE-FM	WISM-FM	WLVE-FM
F, 3-7	'pm		
I	WTSO-AM	WTSO-AM	WTSO-AM
2	WZEE-FM	WISM-AM	WLVE-FM
	WIBA-AM	WLVE-FM	WIBA-AM
4	WISM-FM	WIBA-AM	WISH-FM

WISM-FM

# **Cume Persons Trends/Rankings**

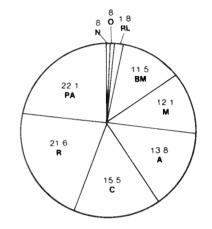
Total 12+ M-S, 6am-Midnight					
POP(00): 2724					
A/M '78		A/M '79		A/M '80	
1 WISM-AM	918	WISM-AM	833	WZEE-FM	768
2 WIBA-AM	766	WTSO-AM	747	WISM-AM	742
3 WZEE-FM	705	WIBA-AM	724	WISM-FM	692
4 WISO-AM	576	WZEE FM	573	WTSO-AM	6 6 8
5 WISM-FM	560	WYXF-FM	5 3 4	WIBA-AM	580
M-F, 6-10am					
1 WISMHAM		WTSO-AM		WTSO-AM	
2 WIBA-AM		WISM-AM		WISH-FM	
3 WTSO-AN		WIBA-AM		WISM-AM	
4 WZEE-FM		WYXF-FM		WIBA-AM	
5 WISM-FM		WZEE-FM		WZEE-FM	
M-F, 3-7pm					
1 WISM-AM		WISO-AM		WISMHAM	
2 WZEE-FM		WISM-AM		WTSO-AM	
3 WIBA-AM		WIBA-AM		WZEE-FM	
4 WTSO-AM		WYXE-FM		WISM-FM	
5 WYXE-FM		WZEE-FM		WIBAHAM	
Teens					
M-S, 6am-Midnight					
POP(00): 313					
A/M '78		A/M '79		A/M '80	

	A/M '78	A/M '79	A/M '80
1	WISM-AM	WISM-AM	WZEE-FM
2	WZ EE - FM	WZEE-FM	WWQM-FM
3	WISM-FM	WWQM-F!	WISM-AM
4-F. 6	-10am		
1	WISM-AM	WISMHAM	WZEE-FM
2	WZ EE - FM	WZEE-FM	WWQM-FM
	WYXF-FM	WWOM-FM	WISM-AM
4-F, 3	-7pm		
1	WZEE-FM	WZEE-FM	WWQ P= FM
2	WISH-AM	WYXF-FM	WISM-AM
3	NWOM-FM	WISMHAM	WZEE-FM

Adults 18-34 M-S, 6am-Midnight		
POP(00): 1327		
A/M 178	A/M '79	A/M '80
1 WISM-AM	WISM-AM	WZEE-FM
2 WZEE-FM	WYXF-FM	WISM-FM
3 WIBA-FM	WZEE-FM	WISM-AM
4 WYXF-FM	WISM-FM	WMA D-FM
5 WISH-FH	WIBA-AM	WIBA-FM
M-F, 6-10am		
1 WZEE-FM	WISMHAH	WISM-FM
2 WISM-AM	WYXF-FM	WISM-AM
3 WISM-FM	WTSO-AH	WZEE-FM
4 WIBA-FM	WZEE-FM	WMAD-FN
5 WYXE-FM	WIBA-FM	WTSO-AM
M-F, 3-7pm		
1 WZEE-FM	WIS M-AM	WISM-AM
2 WISM-AM	WYXEFFM	WZEE-FM
3 WIBA-FM	WZEE FM	WISM-F
4 WYXE-FM	WISM-FM	WMAD-F
		HITDA TA

# Adults 25-54 M-S, 6am-Midnight

A/M 178	A/M 179	A/M *80
1 WISM-AM	WTSO-AM	WTSO-AM
2 W I BA - AM	WISM-AM	WISM-AM
3 WTSO-AM	WIBA-AM	WLVE-FM
4 WISM-FM	WLVE-FM	WISM-FM
5 WLVE-FM	WISM-FM	WIBA-AM
VI-F, 6-10am		
1 WTSO-AM	WTSO-AM	WTS0-AM
2 WIBA-AM	WISM-AM	WIBA-AM
3 WISM-FM	WIBA-AM	WISM-AM
4 WISH-AM	WISM-FM	WISM-FM
5 WZEE-FM	WLVE-FM	WLVE-FM
M-F, 3-7pm		
I WTSO-AM	WTSO-AM	WTSO-AM
2 WIBA-AM	WISH-AM	WLVE-FM
3 WISM-AM	WLVE-FM	WISM-AM
4 WISM-FM	WIBA-AM	WIBA-AM
5 WZEE-FM	WISM-FM	WISM-FM



# Format Legend

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

# **YOU CAN ORDER MORE COPIES OF**

WIBA-FM



\$25,00 each SEE ORDER FORM

				METRO F	RANK (1-
Mond	age Persons lay-Sunday, 6a	m-Midnigh			(15
PO P	(00): 133 A/M'78	0	A/M '79		A/M '80
1	WGIR-AM	15.9	WGIR-AM	16.8	WFEA-AM(R)
2	WKBR-AM	11.1	WFEA-AM	11.0	WGIR-AM(PA
3	WFEA-AM	10.6	WKBR-AM	11.0	WZID-FM@M
4	WZID-FM	9.7	WZID-FM	8 - 7	WK BR - AM (PA
5	WC GY-FM	5.8	WC GY - F M	6.9	WVBF-FM(R)
6	WCOZ-FM	5.3	WC OZ -FM	5 - 8	WGIR-FM(A)
7	WBZ +AM	4.3	WGIR-FM	4.0	WSSH-FM(BA
А	WVBF-FM	4.3	WOKQ-FM	4.0	WAAF-FM(A)
9	WROR-FM	3.9	WBZ -AM	3 - 5	WCGY-FM(M)
10	WJIB-FM	3.9	WRKO-AM	3 - 5	WROR-FM@A
1 1 1 2	WGIR-FM	3.4	WVBF-FM	2.9	WCOZ-FM(A)
13	WHOM-FM WBCN-FM	3.4	WROR-FM	2.9	WBZ -AM (PA
14	WRKO-AM	1.9	WBCN FM WSSH-FM	2.9	WOKO-FM(C)
15	WSSH FM	1.9	WJIB-FM	2.3	WBCN-FM(A)
16	WOKQ-FM	1.4	WHAV-FM	1.7	WEEI-FM(A)
17	WEEI-FM	1 - 4	WEEI-FM	0.6	WHOM-FM (BA
18	WOTW FM	1.4	WAAF-FM	0.6	WRKO-AM(M)
19	WAAF-FM	1.0	WHOM-FM	0.6	WHUE-FM (BN
20	WITS-AM	1.0	# HOA-FM	0 - 6	WJIB-FM(BN WFMP-FM(PA
2 1	WBZ -FM	0.5			WOTW-FM(PA
2 2	WOTW-AM				WXKS-FM(M)
23					WEET-AM (N)
2 4					

# Average Persons Trends/Rankings

OURI IZT
M-S, Sam-Midnight
BOB(00) . 1330

	A/M '78		A/M '79		A/M 180	
1	WGIR-AM	3 3	WCIR-AM	2 9	WFEA-AM	
2	WKBR-AM	2 3	WF EA - AM	19	WGIR-AM	- 2
3	WFEA-AM	22	WK BR - AM	19	WZ ID-FM	2
4	WZ ID-FM	20	WZ ID - FM	1.5	WK BR - AM	ī
5	WCGY-FM	12	WC GY - FM	1.2	WVBF-FM	1
M-F, 8-	10am					_
1	WGIR-AM		WGIR AM		WGIR-AM	
	WKBR-AM		WK BR - AM		WFEA-AM	
3	WFEA-AM		WF EA - AM		WKBR-AM	
4	WZID-FM		WZ ID - FM		WZ ID-FM	
5	WBZ -AM		WBZ -AM		WBZ -AM	
W-F, 3-	7pm					_
1	WGIR-AM		WGIR AM		WFEA-AM	
2	WKBR-AM		WKBR-AM		WK BR - AM	
3	WFEAHAM		WFEA-AM		WZID-FM	
4	WZID-FM		WC OZ - FM		WGIR-AM	
5	WCGY-FM		WZ ID - FM		WGIR-FM	
Teens						
	m-Midnight					
	00): 174					
( -	-,- 2/4					

100112		
M-S, 6at	m-Mide	nio ht
,		g
POP(C	0):	174

A/M 178	A/M '79	A/M '80
WFEA-AM	WF EA - AM	WAAF-FM
WC GY - FM	WCGY-FM	WEEA-AM
WVBF-FM	WVBF-FM	WVBF-FM
10em		
WFEA-AM	WFEA-AM	WFEA-AM
WC GY-FM	WCGY-FM	WAAF-FM
WRKO-AM	WVBF-FM	WVBF-FM
7pm		
WFEA-AM	WF EA - AM	WAAF-FM
WVBF-FM		WVBF-FM
WC GY-FM	WC OZ-FM	WFEA-AM
	WFEA-AM WCGY-FM WVBF-FM  10em WFEA-AM WCGV-FM WRKO-AM  7pm WFEA-AM WVBF-FM	WFEA-AM WEA-AM WCGY-FM WCGY-FM WVBF-FM WVBF-FM WVBF-FM WCGY-FM WCGY-FM WCGY-FM WCGY-FM WVBF-FM WFEA-AM WVBF-FM WFEA-AM WVBF-FM WGGY-FM WGGY-FM WGGY-FM WGGY-FM WGGY-FM WGGY-FM

A/M '80

# Adults 18-34

M-S, 8em-Midnight		
POP(00): 462		
A/M '78	A/M '79	A/M '80
1 WCOZ-FM	WFEA-AM	WFEA-AM
2 WFEA-AM	WC OZ-FM	WGIR-FM
3 WGIR-FM	WC GY ~FM	WROR-FM
4 WCGY-FM	WRKO-AM	WVBF-FM
5 WROR-FM	WBCN-FM	WC GY - FM
M-F, 6-10am		
1 WFEA-AM	WFEA-AM	WFEA-AM
2 WCOZ-FM	WGIR-AM	WGIR-FM
3 WKBR-AM	WC OZ-FM	WBCN-FM
4 WGIR-AM	WC GY - FM	WGIR-AM
5 WROR-FM	WRKO-AM	WROR-FM
M-F, 3-7pm		
1 WCOZ-FM	WC OZ -FM	WFEA-AM
2 WGIR-FM	WC GY-FM	WGIR-FM
3 WCGY-FM	WGIR-AM	WBCN-FM
4 WFEA-AM	WBCN-FM	WVBF-FM
5 WVBF-FM	WF EA - AM	WZ ID-FM

# Data from Market Buy Market TM Adulte 25-54 M-8, Sam-Midnight POP(00): 608

1 WGIR-AM	WGIR-AM	WFEA-AM
2 WKBR-AM	WKBR-AM	WZID-FM
3 WFEA-AM	WFEA-AM	WKBR-AM
4 WZID-FM	WZ ID - FM	WGIR-AM
5 WBZ -AM	WOKQ - FM	WROR-FM
M-F, 6-10am		
1 WGIR-AM	WGIR-AM	WFEA-AM
2 WKBR-AM	WKBR-AM	WGIR-AM
3 WFEA-AM	WFEA-AM	WKBR-AM
4 WBZ -AM	WZID-FM	WBZ-AM
5 WZID-FM	WBZ -AM	WZID-FM

4F, 3-7pm		
1 WGIR-AM	WGIR-AM	WFEA-AM
2 WKBR-AM	WF EA-AM	WZ1D-FM
3 WFEA-AM	WKBR-AM	WKBR-AM
4 WZID-FM	WZID-FM	WGIR-AM
5 WCGY-FM	WBZ -AM	WROR-FM

# **Cume Persons Trends/Rankings**

Total 12+				
M-S, 6am-Midr	١k	h	t	
POP(00):	1	3	3	C

	A/M '78		A/M '79		A/M '80	
1	WGIR-AM	477	WGIR-AM	428	WFEA-AN	38
2		417	WF EA - AM	405	WGIR-AM	37
	WKBR-AM	377	WK BR - AM	316	WK BR - AM	32
4		266	WZID-FM	237	WZID-FM	2 4
5	WCGY-FM	204	WCGY-FM	2 1 1	WGIR-FM	2 1
M-F, (	-10am					
1	WGIR-AM		WGIR-AM		WGJR-AM	
2	WFEA-AM		WF EA-AM		WFEA-AM	
3	WKBR-AM		WK BR - AM		WKBR-AM	
4	WZID-FM		WZID-FM		WZ 1D - F M	
. 5	WR KO-AM		WR KO-AM		WCIR-FM	
M-F, 3	-7pm					
1	WGIR-AM		WFEA-AM		WFEA-AM	
2	WK BR - AM		WGIR-AM		WGIR-AM	
3	WFEA-AM		WK BR - AM WK BR - AM			
4	WZID-FM		WZID-FM		WZ ID-FM	
5	WCGY-FM		WRKO-AM		WGIR-FM	
Teen						
	em-Midnight					
	003: 176					

A/M '78	A/M '79	A/M '80
1 WFEA-AM	WF EA - AM	WFEA-AM
2 WCGY-FM	WCGY-FM	WAAF-FM
3 WRKC-AN	WVBF-FM	WVBF-FM
M-F, 6-10am		
1 WFEA-AM	WF EA - AM	WFEA-AM
2 WCGY-FM	WC GY ~ F M	WAAF-FM
3 WRKO-AM	WVBF-FM	WVBF-FM

# WAAF-FM WVBF-FM M-F, 3-7pm 1 WFEA-AM 2 WCGY-FM 3 WRKO-AM WFFA-AM WCGY-FM WVBF-FM WAAF-FM WFEA: AM WVBF-FM

Ad	uits	18-3	4
M-S	, 6ar	n-Mid	night
PO	P(0	0):	462

A/M '78	A/M '79	A/M '80
1 WFEA-AM	WF FA - AM	WFEA-AM
2 WKBR-AM	WC GY - FM	WGIR FM
3 WGIR-FM	WRKO-AM	WROR-FM
4 WRKO-AM	WGIR-AM	WC O Z - FM
5 WCGY-FM	WCOZ-FM	WC GY-FM
M-F, 8-10am		
1 WFEA-AM	WF EA-AM	WFEA-AM
2 WKBR-AM	WRKO-AM	WGIR-FM
3 WRKO-AM	WGIR-AM	WGIR-AM
4 WCOZ-FM	WCOZ-FM	WRKO-AM
5 WCIR-AM	EC CV - EM	HDOD DV

4 WCOZ-FM 5 WGIR-AM	WC O Z - FM WC GY - FM	WRKO-AM WROR-FM
M-F, 3-7pm		
1 WFEA-AM 2 WKBR-AM 3 WGIR-FM 4 WCOZ-FM 5 WCGY-FN	WFEA-AM WCOZ-FM WRKO-AM WCGY-FM WGIR-AM	WFEA-AM WROR-FM WGIR-FM WRKO-AM WCOZ-FM

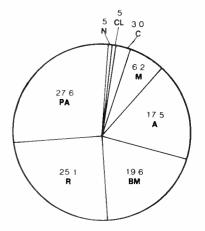
ı	Adults 25-5	4
ı	M-S, 8am-Mid	night
ı	POP(00):	608
ı	A/M	78

1	WGIR-AM	WF EA - AM	WFEA-AM
2	WKBR-AM	WGIR-AM	WGIR-AM
3	WFEA-AM	WK BR - AM	WK BR - AM
4	WBZ -AM	WZ ID - FM	WZ ID-FM
5	WZID-FM	WRKO-AM	WBZ -AM
M-F, 8-	10am		
1	WGIR-AM	WGIR-AM	WFFA-AM
2	WKBR-AM	WKBR - AN	WGIR-AM
3	WFEA+AM	WF E A - AM	WK BR - AM
4	WBZ -AM	WZ ID - FM	WBZ -AM
5	WRKO-AM	WR KO-AM	WZ ID-FM
M-F, 3-	7pm		
1	WKBR-AM	WE EA-AM	WF E A - AM
2	WGIR-AM	WGIR-AM	WZ ID-FM
3	WFE'A-AM	WK BR - AM	WGIR-AM
4	WBZ -AM	WRKO-AM	WK BR - AM
- 5	WZ I D - FM	WZID-FM	WRKO-AM

A/M '79

# **Format Penetration Chart**

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



# **Format Legend**

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

# IcAllenrownsville

METRO RANK



### VI '80 Market Overview

One could be forgiven for thinking the McAllen a was a two-station market, as Hispanic KGBT I contemporary KBFM do combine for more than % of the audience at any given time.

The McAllen area is approximately 80% Hispanic opulation, and KGBT has been the perennial leadamong that community. The station's share of the .54 audience slid this sweep, down from 47 to t over 36. The top English-language formatted sta-1 was KBFM, which more than doubled its 25-54 ire, up to 11.

In the 18-34 demo the race was a little closer, with BT earning a 26 share, down slightly from last ar. Meanwhile, KBFM rose from an 18 to just over 2. Possibly the key to the KBFM story this sweep s an on-air contest, "Live Free For One Year." e station received more than 80,000 entries dur-

The other interesting aspect of the A/M '80 ep here was the diary announcement run by KRIO J KRIX. The stations ran on-air announcements or to the beginning of the survey, and both reded increases in their 18-34 and 25-54 numbers. panic station KIWW also ran on-air survey anincements. Advertisers are asked to keep in mind se factors when evaluating the estimates for these ee stations.

OB-AIR SURVEY SPOTS BROAD CAST BY: KIWW-FH KRIO-AH KRIX-PH

				_
Persons	12+	Share	Trends	

May Sund	ay, 6am-Midr	dobt	
P(00):	3154		

	A/M '78		A/M '79		A/M '80	
ī	KGBT-AM	32.2	KGBT-AM	38.7	KGBT-AM(B) 3	
2	ERIO-AM	16.5	KBFM-FM	11.3	KBFM-FM(R) 1	6 • 1
3	KR GV -AM	16.1	KRGV-AM	8.7	KRIO-AM (RO)	8 - 6
4	KRIX-FM	4.6	KRIO-AM	8.7	KRGV-AM(AD)	5.4
5	KIRT-AM	4.0	KELT-FM	5.0	KIWW-FM(B)	4.9
6	KELT-FM	3.5	KIWW-FM	3.9	KELT-FM(C)	4.6
7	KRFH-FM	3.3	KDUV-FM	3.1	KRIX-FM(PA)	3.7
å	KSOX-AM	3.1	KRIX-FM	3.0	KDU V-FH (BM)	3.1
9	KDUV-FF	2.1	KBOR-AM	2.0	KQXX -FM(III)	2.4
ó	KESI-FM	2 - 1	KIRT-AM	1 • 7	KIRT-AM(B)	2.3
1	KIWW-FM	1.7	KURV-AM	1.5	K BOR - AMPA	1.6
,	KURV-AM	1.5	KSOX-AM	1.3	KV LY - FM (BM)	1.6
3	KOXX-FM	0.6	KESI-FM	1.1	K SOR -AH (C)	1.5
ĭ	XRCN-AM	0.6	KOXX-FM	1.1	KU RV - A M (%)	1.3
5					KTRH-AHP#	1.1

### Average Persons Trends/Rankings

A/M '79

KGBT-AM

154

209

A/M 'B0

KGBT-AM

2 1 6

### al 12+ , own wicinight P(00): 3154 A/M '78

1 KGBT-AM

KRIO-AM

						_
2	KRIO-AM	79		61	KBFM-FM	9
3	KRGV-AM	77	KRGV-AM	47	KRIO-AM	5
6	KRIX-FM	22	KRIO-AM	47	KRGV-AM	3
5	KIRT-AM	19	KELT FM	2 7	KIWW-FM	3
, 6	-10am					
1	KGBT-AM		KGBT-AM		KGBT-AM	
2	KRGV-AM		KBFM-FM		KBFM-FM	
3	KRIO-AM		KRIO-AM		KRIO-AM	
4	KIRT-AM		KRGV-AM		KIWW-FM	
5	KELT-FM		KIWW-FM		KRGV-AM	
, 3	-7pm					
1	KG BT-AM		KGBT-AM		KGBT-AM	
2	KRGV-AM		KBFM-FM		KBFM-FM	
3	KRIO-AM		KRGV-AM		KRIO-AM	
4	KRIX-FM		KR IO -AM		KRGV-AM	
5	KBFM-FM		KELT-FM		KELT-FM	
ЭП	18					
. 6	iam-Midnight					
Ρ(	(00): 552					
	A/M 178		A/M '79		A/M *80	
1	KRGV-AM		KBFM-FM		KBFM-FM	
2	KRIO-AM		KRGV-AM		KRIO-AM	
3	KGBT-AM		KRIO-AM		KR GV – AM	
_						

	7pm			UD EM
	KRGV-AM KRIO-AM		KBFM-FM	KBFM-FM
2	KRIO-AM KGBT-AM		KRGV-AM KRIO-AM	KRIO-AM KRGV-AM
			KKIU-AM	KKGY-AH
	s 18-34			
	m-Midnight			
0 P (	00): 1101			
	A/M '78		A/M '79	A/M '80
	KGBT-AM		KGBT-AM	KGBT-AM
	KRGV-AM		KBFM-FM	KBFM-FM
	KRIO-AM		KRIO-AM	KRIO-AM
	KRIX-FM		KRGV-AM	KRIX-FM
5	KELT-FM		KELT-FM	KQ XX - F M
	10am			
	KGBT-AM	61	KGBT-AM	KG BT - AM
	KRGV-AH	51	KBPH-PH	KBPH-PH
	KRI O-AH	35	KRIO-AM	KRIO-AM
	KELT-FH	16	KRGV-AM	KRIX-FM
5	KIRT-AM	15	KIWW-FM	KR GV - AH
F, 3-	7pm			
	KRIO-AM		KGBT-AM	KGBT-AM
	KGBT-AM		KBFM-FM	KB FM - FM
	KRGV-AM		KRGV-AM	KRIO-AM
	KRIX-FM		KRIO-AM	KQXX-FM
5	KBFM FM		KELT-FM	KRIX-FM
dult	<b>s</b> 25-54			
	em-Midnight			
0 F (	00): 1337			
	A/M *7B		A/M 179	A/M 'B0
1	KGBT-AM		KGBT-AM	KGBT-AM
2			KELT FM	KBFM-FM
	KRGV-AM		KIWW-FM	KIWW-FM
	K SO X - AM		KDU V-FM	KR IO-AM
5	KELT-FM		KRGV-AM	KELT-FM
₩, 6-	10sm			
	KG BT - AM		KGBT-AM	KGBT-AM
	KRGV-AM		KIWW-FM	KIWW-FM
	KRIO-AM		KDUV-FM	KRIO-AM
	KELT-PM		KBFM-FM	KB FM - FM
5	KESI-FM		KRIO AM	KELT-FM
	-7pm			
	KGBT-AM		KGBT-AM	KG B T - A M
	KRGV-AM		KELT-FM	KBFM-FM
-	KRIO-AM		KIWW-FM	KIWW-FM KELT-FM
	KELT-FM		KRGV-AM	KELT-FM KOXX→FM
	KSO X - AM		K D U V – F M	RUAA → F M

### **Cume Persons Trends/Rankings**

# Total 12+ M-S, Sem-Midnight

(00): 315					
A/M '78		A/M '79		A/M '80	
KG BT-AM	1275	KGBT-AM	1475	KG BT - AM	1192
KRIO-AM	1102	KR IO-AM	1019	KRIO-AM	82
KRGV-AM	94 5	KRGV AM	82 2	KBFM-FM	81
KRIX-FM	301	KBFM-FM	731	KRGV-AM	5 5 8
KBFM-FM	252	KDUV FM	3 12	KRIX-FM	35
3-10am					
KGBT-AM		KGBT-AM		KGBT-AM	
KRIO-AM		KRIO-AM		KBFM-FM	
KRGV-AM		KBFM-FM		KRIO AM	
KELT-FM		KRGV-AM		KRGV-AM	
KRIX-FM		KELT-FM		KRIX-FM	
3-7pm					
KGBT-AM		KG BT-AM		KG BT-AM	
KRIO-AM		KRIO AM		KBFM-FM	
KRGV-AM		KRGV-AM		KR IO-AM	
KRIX-FM		KBFM-FM		KRGV-AM	
KELT-FM		KELT-FM		KELT-FM	
18					
Sem-Midnight					
(00): 552					
A/M '78		A/M '79		A/M '80	
	A/M'78  KGBT-AM KRIO-AM KRIO-AM KRIX-FM KBFM-FM  HOBM KGBT-AM KRIX-FM KRGV-AM KRELT-FM KRIX-FM  KRIX-FM  KRGT-AM KRIX-FM  KRGY-AM KRIX-FM  KRGY-AM KRIX-FM  KRGY-AM KRIX-FM  KRGY-AM KRIX-FM  KOBT-AM KRGY-AM KRIX-FM  KRGY-AM KRIX-FM  KOBT-AM KRGY-AM KRIX-FM  KOBT-AM KRGY-AM KRIX-FM  KOBT-AM KRGY-AM KRGY-AM KRGY-AM KRIX-FM  KOBT-AM KRGY-AM KRG	A/M '78  KGBT-AM 12.75  KRIO-AM 10.2  KRGV-AM 94.5  KRIX-FM 30.1  KBFM-FH 2.52  HOBER  KGBT-AM  KRIO-AM  KRIO-AM  KRIV-FM  FOPT  KGBT-AM  KRIX-FM  KRIX-FM  KRIX-FM  KRIX-FM  KGBT-AM  KRIX-FM  KRIX-FM  KRIX-FM  KRIX-FM  KROBT-AM  KRIX-FM  KRIX-FM  KROBT-AM  KRIX-FM  KRIX-FM  KRIX-FM  KRIX-FM  KROBT-AM  KRIX-FM  KRIX-FM	AM '78  KGBT-AM 12.75 KGBT-AM 1102 KRIO-AH 1102 KRIO-AH 94.5 KRIO-AH 94.5 KROV-AM 94.5 KROV-AM HAIN-FH KBFM-FH 2.52 KDUV FM H10am KGBT-AM KGBT-AM KRIO-AM KRIO-AM KRGV-AM KBFM-FM KELT-FM KGV-AM KELT-FM KGBT-AM KRIO-AM KRIO-AM KELT-FM KGBT-AM KELT-FM KGBT-AM KRIO-AM KELT-FM KGBT-AM KRIO-AM KRIO-FM KELT-FM KELT-FM KELT-FM KELT-FM KELT-FM	AMM'78  KGBT-AM 1275 KGBT-AM 1102 KRID-AH 11019 KRGV-AM 945 KRIV-AM 945 KRGV-AM 822 KRIX-FH 301 KBFM-FH 252 KDUV FM 312  HOSM KGBT-AH KRIO-AM	AM'78  AM'78  AM'79  KGBT-AM 12.75  KGBT-AM 1102  KRIO-AH 1102  KRIO-AH 1019  KRIO-AM  KRGV-AM  KRGV-AM  KBFM-FH 2.52  KDUV FM 312  KRIX-FH  HOSM  KGBT-AM  KGBT-AM  KRIO-AM  KRIO-AM

	iam-Midnight (00): 552		
	A/M '78	A/M '79	
1	KRIO-AM	KR IO - AM	
-	K D CH A M	PDCU-AM	

2	KRGV-AM	KRGV-AM	KBFM-FM
3	KGBT-AM	KBFM-FM	K R G V - A M
M-F, 6	-10am		
1	KRI O-AM	KRIO-AM	KBFM-FM
2	KRGV-AM	KBFM-FM	K R GV - A M
3	KGBT-AM	KRGV-AM	KR IO-AM
M-F, 3	-7pm		
1	KRIO-AM	KRIO-AM	KBFM-FM
,	MD CIT - AM	K D C V - A M	KRIO-AM

KRIO-AM

44.44-48.84
Adults 18-34
M-S, 6am-Midnight

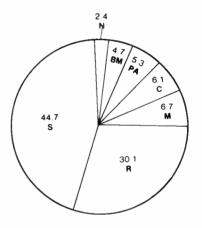
! KKIU-AH	K K I U - A II	PD 1 11 1 11
2 KRGV -AM	KRGV-AM	KRIO-AM
3 KGBT-AH	KBFM-FM	KR GV - AM
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 1101		
A/M '78	A/M 179	A/M '80
1 KRIO-AM	KGBT-AM	KRIO-AM
2 KGBT-AM	KRIO-AM	KBFM-FM
3 KRGV-AM	KBFM-FM	KGBT-AM
4 KRIX-FM	KRGV-AM	KR GV - AM
5 KBFM FM	KELT FM	KRIX-FM
M-F, 6-10am		
1 KGBT-AM	KGBT-AM	KGBT-AM
2 KRGV-AM	KRIO-AM	KR IO - AM
3 KRIO-AM	KBFM-FM	KBFM-FM
4 KBFM FM	KRGV-AM	KR GV - AM
5 KRIX-FM	KELT-FM	KRIX-FM
M-F, 3-7pm		
1 KRIO-AH	KR IO-AM	KBFM-FM
2 KRGV-AH	KGBT-AM	KGBT-AM
3 KGBT-AM	KBFM-FM	KRIO-AM

### Adults 25-54 M-S, 6em-Midnight

	A/M '76	A/M '79	A/M '80
1	KG BT-AM	KGBT-AH	KGBT-AM
2	KRIO-AM	KRIO-AM	KBFM-FM
3	KRGV-AM	KRGV-AM	KRIO-AM
4	KELT-FM	KELT-FM	KRGV-AM
5	K SO X - AM	KBFM-FM	K EL T-FM
W-F, 6	-10em		
1	KGBT-AM	KGBT-AM	KG BT - AM
2	KRGV-AM	ERIO-AM	KB FM - FM
3	KRIO-AM	K DU V – F M	KRIO-AM
4	KELT-FM	KB FM - FM	KIWW-FM
5	KIWW-FM	KRGV-AM	KELT-FM
M-F, 3	-7pm		
1	KGBT-AM	KGBT-AM	KGBT-AM
2	KRIO-AM	KRIO-AM	KBFM-FM
3	KRGV-AM	KELT-FM	KRIO-AM
4	KELT-FM	KRGV-AM	KELT-FM
5	K SO X - AM	KSOX-AM	KRGV-AM

### **Format Penetration Chart**

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



### Format Legend

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

Coming in '81 the TM-O-R from TM Programming.



1349 Regal Row · Dallas, Texas 75247 · (214) 634-8511

A subsidiary of Shamrock Broadcasting Company, Inc.

	edf			shl METRO	and
	ay-Sunday, 6ar				
POP(	00): 1059	•			
POP(	00): 1059 A/M '78	•	A/M '79		A/M '80
POP(		21.8	A/M '79 KTMT FM	22.4	
	A/M 178			22.4	KTMT-FM(BM)22.
1	A/M 178 KYJ C - AM	21.8	KTMT FM	17.8	A/M '80  KTMT-FM(8M022.  KYJC-AM(R) 20.  KCMY-AM(C) 12.
1 2	A/M '78 KYJC-AM KCMX-AM	21.8	KTMT FM KYJC-AM	17.8	KTMT-FM(BM)22. KYJC-AM(用) 20.
1 2 3	A/M '78  KYJ C - AM  KCM X - AM  KBCY - AM	21.8 12.9 12.2	KTMT FM KYJC-AM KCMX-AM	17.8 9.9 9.2 6.6	KTMT-FM(MM)22. KYJC-AM(M) 20. KCMY-AM(C) 12.
1 2 3 4	A/M '78  KYJ C - AM  KCM X - AM  KBOY - AM  KMED - AM	21.8 12.9 12.2 10.9	KTMT FM KYJC-AM KCMX-AM KBOY-AM	17.8 9.9 9.2 6.6 5.9	KTMT-FM(MM)22. KYJC-AM(M) 20. KCM Y-AM(G) 12. KBOY-FM(M) 9.
1 2 3 4 5	KYJC-AM KCMX-AM KBOY-AM KMED-AM KTMT-FM	21.8 12.9 12.2 10.9	KTMT FM KYJC-AM KCMX-AM KBOY-AM KMED-AM	17.8 9.9 9.2 6.6 5.9 5.9	KTMT-FM(MM)22. KYJC-AM(M) 20. KCM Y-AM(G) 12. KBOY-FM(M) 9. KBOY-AM(M) 7
1 2 3 4 5 6	A/M '78  KYJC-AM  KCMX-AM  KBCY-AM  KMED-AM  KTMT-FM  KBOY-FM	21.8 12.9 12.2 10.9 10.9	KTMT FM KYJC-AM KCMX-AM KBOY-AM KMED-AM KBOY-FM	17.8 9.9 9.2 6.6 5.9 5.9	KTMT-FM(BM022 . KYJC-AM(RD 20 . KCMY-AM(CD 12 . KBOY-FM(RD 9 . KBOY-AM(RD 7 . KMED-AM(RA) 7 .
1 2 3 4 5 6 7	A/M '78  KYJC- AM  KCMX-AM  KBCY-AM  KMED-AM  KTMT-FM  KBOY-FM  KSHA-AM	21.8 12.9 12.2 10.9 10.9 8 8 8.2	KTMT FM KYJC-AM KCMX-AM KBOY-AM KMED-AM KBOY-FM KKIC-FM	17.8 9.9 9.2 6.6 5.9 5.9 5.3	K T M T - F M (8M0) 2 2 . K Y J C - A M (70) 2 0 . K C M X - A M (70) 1 2 . K B O Y - F M (70) 7 . K M E D - A M (70) 7 . K K I C - F M (70) 5 .
1 2 3 4 5 6 7 8	A/M '78  KYJC- AM  KCMX-AM  KBCY-AM  KMED-AM  KTMT-FM  KBOY-FM  KSHA-AM  KRVB-AM	21.8 12.9 12.2 10.9 10.9 8.8 8.2 3.4	KTMT FM KYJC-AM KCMX-AM KBOY-AM KMED-AM KBOY-FM KKIC-FM KSHA-AM	17.8 9.9 9.2 6.6 5.9 5.9	KTMT-FM(000)22. KYJC-AM(0)20. KCMX-AM(0)12. KBOY-FM(0)9. KBOY-AM(0)7 KMED-AM(0)7 KKIC-FM(0)5. KSHA-AM(0)5.
1 2 3 4 5 6 7 8 9	A/M '78  KYJC- AM  KCMX-AM  KBCY-AM  KMED-AM  KTMT-FM  KBOY-FM  KSHA-AM  KRVB-AM  KDOV-AM	21.8 12.9 12.2 10.9 10.9 8.8 8.2 3.4 3.4	KTMT FM KYJC-AM KCMX-AM KBOY-AM KMED-AM KBOY-FM KKIC-FM KSHA-AM KRVB-AM	17.8 9.9 9.2 6.6 5.9 5.9 5.3	KTMT-FM(0000)2 2 KYJC-AM(00) 2 0 KCMY-AM(01) 12 KBOY-FM(00) 9 KBOY-AM(00) 7 KMED-AM(00) 7 KKIC-FM(00) 5 KSHA-AM(01) 5 KRVB-AM(0A) 3
1 2 3 4 5 6 7 8 9	A/M '78  KYJC-AM  KCMX-AM  KBOY-AM  KMED-AM  KTMT-FM  KBOY-FM  KSHA-AM  KRVB-AM  KDOV-AM  KGO -AM	21.8 12.9 12.2 10.9 10.9 8 8 8.2 3.4 3.4 2.0	KTMT FM KYJC-AM KCMX-AM KBOY-AM KMED-AM KBOY-FM KKIC-FM KKIC-FM KSHA-AM KRVB-AM KAGI-AM	17.8 9.9 9.2 6.6 5.9 5.9 5.3 3.3 2.6	K T M T - F M (0000) 2 2 . K Y J C - A M (00) 2 0 . K C M Y - A M (00) 1 2 . K B O Y - F M (00) 9 . K B O Y - A M (00) 7 . K M F D - A M (PA) 7 . K K I C - F M (00) 5 . K S H A - A M (00) 5 . K R V B - A M (PA) 3 . K D O V - A M (PAL) 1 3 .

### Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 1059

,	4/94 170					
	A/M '78		A/M '79		A/M '80	
1	KYJC-AM	32	KTMT-FM	34	KTMT-FM	3
2	K CM X - AM	19	KYJC-AM	2 7	KYJC-AM	3
3	KBOY-AM	18	K CM X - AM	1.5	KCMX-AM	1
4	K MED - AM	16	KBOY-AM	14	KBOY-FM	1
5	KTMT-FM	1.6	KMED-AM	10	KBOY-AM	1
M-F, 6-	10am					_
1	KYJC-AM		KYJC-AM		KYJC-AM	
2	KMED-AM		KTMT-FM		KTMT-FM	
3	K CM X - A M		KMED AM		KCMX-AM	
4	KBOY-AM		KCMX-AM		KMED-AM	
5	KTMT-FM		KBOY-AM		KBOY-FM	
M-F, 3-	7pm					
1	KYJC-AM		KTMT-FM		KTMT-FM	
2	KBOY-FM		KYJC-AM		KYJC-AM	
3	K B O Y ~ A M		KCMX-AM		K CM X - A M	
4	KTMT-FM		KBOY-AM		KBOY-FM	
5	KCMX-AM		KBOY-FM		KKIC-FM	
Teens						_

A/M '80

KBOY-FM KBOY-AM KYJC-AM

Teens M-S, 6am-Midnight				
POP(	00): 128			
	A/M '78	A/M '79		
1	KBOY-FM	KBOY-AM		
2	KBOY-AM	KYJC-AM		
3	KYJC-AM	KBOY-FM		
M-F, 6-	10am			
1	KYJC-AM	KBOY-AM		
2	K BOY - AM	KYJC-AM		
3	KBOY-FM	KBOY-FM		

Adults 18-34		
3 KYJC AM	K B O Y - F M	KYJC-AH
2 KBOY-AM	KYJC-AM	KEOY-FM
1 KBOY-FM	KBOY-AM	KBO Y~AM
M-F, 3-7pm		
3 KBOY-FM	KBOY-FM	KYJC-AM
2 KBOY-AM	KYJC-AM	KBOY-FM
1 KYJC-AM	KBOY-AM	KBOY-AM

Adults 18-34 M-S, 6am-Midnight			
POP(00): 34	9		
A/M '78			

	A/M '78	A/M *79	A/M '80
1	KYJC AM	KYJC-AM	KYJC-AM
2	KBOY-AM	KBOY-FM	KBOY-FM
3	KBOY-F:1	KBOY-AM	KK IC-FM
4	K CM X - AM	KKIC-FM	KBO Y-AM
5	KMFD-AM	KRVB-AM	KRV B-AM
M-F, 6-	!Oam		
1	KYJC AM	KYJC-AM	KYJC-AM
	K BOY - AM	KBOY-FM	KBOY-FM
3	K CM X - A M	KTMT-FM	KBOY-AM
4	KMFD-AM	K B O Y - A M	KRV R-AM
5	KTMT-FM	KAGI-AM	KCMX-AM
M-F, 3-7	'pm		
1	KYJC-AM	KYJC-AM	KY J C - AM
2	KBOY-FM	KK IC-FM	KK I C-FM
3	K B O Y - A M	KBOY-FM	KBOY-FM
4	KMED-AM	KCMX-AM	K DO V - AM
5	KCMX-AM	KRVB-AM	KTMT-FM

# Adults 25-54

	m-Midnight 00): 477		
	A/M 178	A/M '79	A/M 180
1	KYJC-AM	KTMT-FM	KYJC-AM
	K CM X - AM	KYJC-AM	KTMT-FM
3	KTMT-FM	KCMX-AM	K CM X - AM
4	KMED-AM	KBOY AM	KMED-AM
5	K BOY - AM	KMED-AM	K B O Y - A M
M-F, 6-	10em		
1	KYJ C-AM	KYJC-AM	KY J C - A N
2	K CM X - AM	KTMT-FM	KCMX-AM
3	KMED-AM	KME D-AM	K TMT-FM
4	KTMT-FM	KCMX-AM	KMED-AM
5	K BOY - AM	KBOY-AM	KBOY-AM
M-F, 3-	7pm		
1	KYJC-AM	KTMT-FM	KTMT-FM
2	K CM X ~ A M	KYJ C - AM	KYJC-AM
3	KMED-AM	KME D-AM	K CM X - A M
4	KTMT-FM	K CM X - AM	KK I C-FM
5	KBOY-FM	K B O Y - A M	KME D-AM

### Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 1059 A/M '78

	A		Politic 7 D		Arm ou	
1	KYJC-AM	483	KYJC-AM	358	KYJC-AM	37
2	KBOY-AM	2 9 2	KTMT FM	300	KTMT-FM	30
3	KMED-AM	272	KCM X-AM	244	KCMX-AM	2 4
4	KBOY-FM	250	KBOY-AM	2 3 8	KBOY-AM	2 4
5	KCM X-AM	2 4 6	KBOY-FM	200	KBOY-FM	2 1
M-F, 6	-10am					
1	KYJC-AM		KYJC-AM		KYJC-AM	
2	KMFD-AM		KTMT-FM		KTMT-FM	
3	K BOY - AM		KBOY-AM		K CM X - A M	
4	KCMX-AM		KCMX-AM		KM E D-AM	
5	KTMT-FM		KME D-AM		KBOY-AM	
M-F, 3	-7pm					
1	KYJC-AM		KYJC-AM		KYJC-AH	
2	KBOY-FM		KTMT-FM		K TMT - FM	
3	KBOY-AM		KBOY-AM		KCMX-AM	
4	KMED-AM		K CM X - AM		KBOY-FM	
5	K CM X - AM		KBOY-FM		KMED-AM	

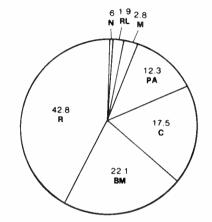
5 KCMX-AM	KBUT-FM	KAED-AH
Teens		
M-S, 6am-Midnight		
POP(00): 128		
A/M 178	A/M '79	A/M '80
1 KYJC-AM	KBOY-AM	KBOY-FM
2 KBOY-FM	KBOY-FM	KBOY-AM
3 KBOY-AM	KYJC-AM	KYJC-AM
A-F, 6-10am		
1 KYJC-AM	KBOY-AM	KBOY-AM
2 KBOY-AM	KYJC-AM	KYJC-AM
3 KBOY-FM	KBOY-FM	KBOY-FM
I-F, 3-7pm		
1 KBOY-FM	KBOY-AM	KBOY-FM
2 KYJC-AM	KYJ C – AM	KBOY-AM
3 KBOY-AM	KBOY-FM	KYJC-AM

OP(00): 349					
A/M '78	A/M *79	A/M '80			
1 KYJC-AM	KYJC-AM	KYJC-AN			
2 KBOY-AM	KBOY-FM	KBOY-AM			
3 KBOY-FM	KBOY-AM	KK I C-FM			
4 KCMX-AM	KK I C - F M	KBOY-FM			
5 KMED-AM	KCM X-AM	K CM X - AM			
A-F, 6-10am					
1 KYJC-AM	KYJC-AM	KYJC-AM			
2 KBOY-AM	K B O Y - A M	KBOY-AM			
3 KCMX-AM	KBOY FM	KBOY-FM			
4 KMED-AM	KK I C-FM	KCM X - AM			
5 KBOY-FM	KCMX-AM	KK I C-FM			

3 KCMX-AM	KBOY FM	KBOY-FM
4 KMED-AM	KK I C-FM	KCM Y - AM
5 KBOY-FM	KCMX-AM	KK I C-FM
M-F, 3-7pm		
1 KYJC-AM	KYJC-AM	KYJC-AM
2 KBOY-AM	KKIC-FM	KKIC-FM
3 KMED-AM	KBOY-AM	KBOY-FM
4 KBOY-FM	KBOY-FM	KBOY-AM
5 KCMY-AM	K C M X - A M	FPUR-AM

# Adults 25-54 M-S, 6am-Midnight

POPC	00): 477		
,	A/M '78	A/M 179	A/M '80
1	KYJC-AM	KYJC-AM	KYJC-AM
2	K CM Y - AM	K T M T - F M	K TMT-FM
3	KMED-AM	KCMX-AM	KCMX-AM
4	KTMT-FM	KBOY-AM	KMED-AM
5	KBOY-AM	KMFD-AM	KBOY-AM
M-F, 6-	t Oam		
1	KYJ C- AM	KYJC-AM	KYJC-AH
2	KMED-AM	KTMT-FM	KCMX-AM
3	K CM X - AM	KCMX-AM	KTMT-FH
4	KBOY-AM	KME D-AM	KMED-AM
5	KTMT-FM	KBOY-AM	KBOY-AM
M-F, 3-	7pm		
1	KYJC-AM	KYJC-AM	KYJC-AM
2	K CM X ~ AM	KTMT-FM	KTMT-FM
3	K MF D - AM	KCM Y - AM	KCMX-AM
4	KTMT-FM	KBOY-AM	KMED-AM
5	K B O Y ~ F M	KMF D – AM	KK I C - EM



### Format Legend

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

# 1elbournel'itusville-Cocoa

METRO RANK

erage Persons 12+ Share	Trends
nday-Sunday, 6am-Midnight	
P(00): 2108	
A/M '78	A/M '79

P (	00): 210	В				
	A/M '78		A/M '79		A/M '80	
1	WCKS-FM	18.6	WCKS-FM	25.8	WCKS-FM (M)	20.1
2	WDBO-FM	12.3	WDBO-FM	11.3	WDBO-FM (MAN)	14.3
3	WDIZ-FM	9.6	WDIZ-FH	11.3	WDIZ-FM (PO)	10.0
4	WEZY-FM	6.6	WMEL-AM	6.5	WLLV-FM (MM)	7.2
5	WYRL-TH	6.0	WEZY-FM	5.8	WEZY-FM (BOM)	6.5
6	WMEL-AM	5.0	WLLV-FM	5.2	WYRL-FM (C)	6.5
7	WKKO-AM	5.0	WCWR-AM	4.5	WHEL-AH PA	3.9
8	WRM F-AM	4.7	WORJ-FM	4 - 1	WTA I - AM (C)	3.9
9	WCWR-AM	4.3	WYRL-FM	2 . 7	WAM THAM (PA)	3.6
10	WTAI-FH	4.0	WRMF-AM	2.4	WCWR-AM (C)	3.6
11	WRMF-FM	3.3	WRM F - FM	2.4	WAJX-FH (A)	2.5
12	WMOD-AH	2.7	WMMB-AM	1.7	WGTO-AM (C)	2.2
13	WTAI-AH	2.3	WTAI-AM	1.7	WORJ-FH(A)	1.4
14	WRKT-FM	2.0	WKKO-AM	1.4	WKKO-AH 🙉	1.1
1.5		1.3	WWBC-AM	1.4	WDBO-AM (PA)	0.7
16	WHOO-FM	1.0	WHOO-FM	1.4	WHOO-AM (C)	0.7
17	WBJW-FM	0.7	WHOO-AM	1.4	WMMB - AM (PA)	0,7
18			WRKT-FM	1.0		
19			WHOD-AM	0.7		
20			WDBO-AM	0.7		

### Average Persons Trends/Rankings

жa	112+					
S, 6	Sam-Midnight					
) P	(00): 2108					
	A/M '78		A/M '79		A/M 'B0	
1	WCKS-FM	56	WCKS-FM	7 5	WCKS-FM	5
2	WDBO FM	37	WDBO-FM	33	WDBO-FM	4
3	WDIZ-FM	29	WDIZ-FM	33	WDIZ-FM	2
4	WEZY-FM	20	WMEL-AM	19	WLLV-FM	2
5	WYRL-FM	18	WEZY-FM	17	WEZY-FM	1
F, 6	-10em					
1	WCKS-FM		WCKS-FM		WCKS-FM	
2	WDBO-FM		WDBO-FM		WDBO-FM	
3	WMEL-AM		WMEL-AM		WDIZ-FM	
4	WRMF-AM		WDIZ-FM		WHEL-AM	
- 5	WCWR-AM		WEZY-FM		WYRL-FM	
F, 3	1-7pm					
1	WCKS PH		WCKS-FH		WCKS-FM	
2	WDBO-PH		WDIZ-FM		WDBO-FM	
3	WDIZ-FH		WDBO-FM		WDIZ-PH	
4	WYRL-FM		WEZY-FM		WLLV-PH	
5	WFZY-FM		WI.I.V-PM		WYRL-PH	

)P(00): 305	<b>5</b>	
A/M 178	A/M *79	A/M '80
1 WCKS-FH	WCKS-FM	WCKS-FM
2 WDIZ-PH	WDIZ-PH	WDIZ-PM
3 WRKT-PH	WYRL-PH	WAJX-FM
F, 6-10em	_	
1 WCKS-PH	WCKS-FM	WCKS-PM
2 WDIZ-PM	WDIZ-FM	WDIZ-PH
3 WRKT-FM	WC WR-AM	WORJ-PM
F, 3-7pm	_	
1 WCKS-FM	WCKS-FM	WCKS-PH
2 WDIZ-FM	WDIZ-FM	WDIZ-PH
3 WRET-PH	WYRL-FH	WAJX-PH

	-	
Juits 18-34 8, 6em-Midnight		
DP(00): 793		
A/M '78	A/M '79	A/M '80
1 WCKS FM	WCKS-FM	WC KS-FM
2 WDIZ-FM	WDIZ-FM	WDIZ-FM
3 WYRL-FM	WORJ-FM	WHE L-AM
4 WRMF-AM	WEZY-FM	WYRL-FM
5 WKKO-AM	WCWR-AM	WDBO-FM
F, 6-10am		
1 WCKS-FM	WCK8-PH	WCKS-FM
2 WDIZ-PH	WDIZ-PH	WDIZ-PH
	1188 W EV	TIME T - AM

luite 28-84		
5 WEZY-PH	WKK0-AH	MA-T HAW
4 WYRL-PM	WORJ-FM	WYRL-PH
3 WRMF-AM	WEZY-FM	WME L-AM
2 WDIZ-FH	WDIZ-FM	WDIZ-PH
1 WCKS-FM	WCKS-FM	WCKS-PM
F, 3-7pm		
5 WYRL-PM	WHE L-AH	NA-THAW
4 WHEL-AH	WCWR-AM	WYRL-PH
3 URNF-AM	WEZY-FM	WHE L-AM
2 WDIZ-PH	WDIZ-PH	WD1Z-PH
1 WCKS-FM	WCK8-PH	WCKS-FM

iuits 25-54 B, Sem-Midnight	
IP(00): 1154	
A/M '78	A/M '79

A/M '78	A/M '79	A/M '80
1 WCKS-PH	WCKS-FH	WCKS-FH
2 WDBO-FM	WDBO-PH	WDBO-PH
3 WYRL-FM	WHE L-AH	WLLV-FH
4 WEZY-FH	WEZY-FM	WEZY-PH
5 WCWR-AM	WLLV-FM	WYRL-FM
F, 6-10em		
1 WDBO-PH	WCKS-FH	WCKS-PH
2 WCWR-AM	WMEL-AH	WDBO-PM
3 WHEL-AM	WDBO-PH	WHEL-AM

M-F, 3-7pm		
1 WDBO-FM	WCKS-FM	WCKS-FM
2 WCKS-FM	WDBO-FM	WDBO-FH
3 WEZY-FM	WEZY-FM	WLLV-PM
4 WYRL-FM	WLLV-FM	WMEL-AM
5 WCWR-AM	WRMF-AM	WYRL-FM

Total	112+					
	am-Midnight					
	00): 2108					
	A/M '78		A/M 179		A/M '80	
1	WCKS-FM	755	WCKS-FM	82 4	WCKS-FM	70
2	WRMF-AM	4 3 5	WDBO-FM	347	WDBO-FM	46
3	WDBO-FM	422	WMEL-AM	307	WDIZ-FM	36
4	WDIZ FM	410	WDIZ-FM	300	WHEL-AH	3 1
5	WMEL-AM	371	WRMF-AM	2 92	WAHT-AM	2.8
M-F, 6	10em					
1	WCKS-FM		WCKS-FM		WCKS-FM	
2	WRM F-AM		WDBO-FM		WDBO-FM	
3	WDIZ-FM		WMEL AM		WDIZ-FM	
4	WMEL-AM		WRMF-AM		WMEL-AM	
5	WDBO-FM		WDIZ-FM		WYRL-FM	
M-F, 3-	7pm					
1	WCKS-FM		WCKS-FH		WCKS-FM	
2	WDBO-FM		WDBO FM		WDIZ-FM	
3	WDIZ-FM		WDIZ-FH		WDBO-FM	
4	WRMF-AM		WRMF-AM		WHEL-AM	
5	WMEL-AM		WMEL-AM		WYRL-FM	
Teen:	В					
M-S, 6	em-Midnight					
POP (	00): 305					
	A/M 178		A/M 179		A/M '80	
1	WCKS-FM		WCKS-FM		WCKS-FM	
2	WDIZ FM		WDIZ-FM		WDIZ-FM	
3	WRKT-FM		WRMF-AM		WAJX-FM	
M-F, 6-	10em					
1	WCKS-FM		WCKS-FM		WCKS-FM	
2	WDIZ-FM		WDIZ-FM		WDIZ-FM	
3	WRKT-FM		WC WR -AM		WAJX-FM	

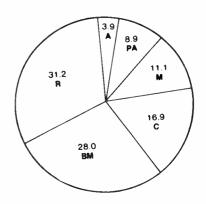
POP(00): 793		
Adults 18-34 M-6, Sem-Midnight		
3 WRMF-AH	WYRL-PH	WAJX-PH
2 WDIZ-PH	WDIZ-PH	WDIZ-PM
1 WCK8-PH	WCK8-FM	WCK8-PH
M-F, 3-7pm		
3 WRKT-FM	WC WR -AM	WAJX-FM
2 WDIZ-FM	WDIZ-FM	WDIZ-FM
1 WCKS-FM	WCKS-FM	WCKS-FM
M-F, 6-10am		
3 WRKT-FM	WRMF-AM	WAJX-FM
2 WDIZ FM	WDIZ-FM	WDIZ-FM
1 WCKS-FM	WCKS-FM	WCKS-FM
A/M '78	A/M '79	A/M '80
POP(00): 305		
M-S, 6am-Midnight		

T MCKD_LU	WCK3-LU	WCKD-FI
2 WDIZ-FH	WDIZ-FH	WDIZ-PH
3 WRHF-AH	WRHF-AH	WHEL-AM
4 WHEL-AH	WORJ-PH	WAHT-AH
5 WEZY-FM	WME L-AM	WDB0-PH
M-F, 6-10am		
1 WCKS-FM	WCK S-PH	WCKS-FM
2 WRHF-AH	WDIZ-FM	WDIZ-FM
3 WDIZ-FM	WRMF-AM	WMEL-AM
4 WHEL-AM	WHE L-AH	WYRL-FM
5 WKKO-AH	WORJ-PM	HA-T HAW
M-F, 3-7pm		
1 WCKS-FM	WCKS-PH	WCKS-PH
2 WDIZ-FM	WDIZ-PH	WDIZ-FM
3 WRMF-AM	WRMF-AM	WHEL-AH
4 WHEL-AH	WORJ-FM	WAMT-AM
5 WEZY-FM	WKK0-AH	WYRL-FM

duits 25-54 S. Sem-Midnigi		
)P(00): 1		
A/M '78		A/M '80
1 WCKS-F	H WCKS-FH	WCKS-FM
2 WDBO-I	M WDBO-FM	WDBO-FM
3 WRMF-		WMEL-AM
4 WHEL-	AM WRMF-AM	WAHT-AM
S WEZY-I	MEZY-FM	WEZY-FM
F, 6-10am		
1 WRMF-	AM WCKS-FM	WCKS-FM
2 WMEL-A	AH WHEL-AH	WHEL-AH
3 WCKS-I	FM WDBO-FH	WDBO-FM
4 WDBO-I	FH WRHF-AM	WYRL-FM
5 WEZY-	FH WCWR-AH	MAT-AH
, 3-7pm		
1 WDBO-	FM WCKS-FM	WCKS-FM
2 WCKS-	FH WDBO-FM	WHE L-AH
3 WHEL-	AH WRHF-AH	WDB0-FM
4 WRMF-	AH WHEL-ÂH	WYRL-FM
5 WEZY-	FM WEZY-FM	WCWR-AM

### **Format Penetration Chart**

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



### Format Legend

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

# from Market Buy Market TM M-F. 6-10am

# **Memphis**

### A/M '80 Market Overview

The impact of the ESF technique's first-time use may have been felt in Memphis this sweep. Approximately 23% of the total in-tab diaries were from homes not listed in local phone directories, and this may have helped Black-formatted WHRK surge to the top of the market.

WHRK has consistently been one of the top 18-34 stations, and in this report the station's male numbers skyrocketed. WHRK moved up to second in the young adult demos, behind AOR WZXR, with just under a 16 share.

Superstars-formatted WZXR added three 18-34 shares and topped that demo. The station also won among men 18-24. WZXR added a "Beatles A-Z" show during the midday time slot, and used TV spots busboards, and bumper stickers, while on-air promotions involved mini-concert weekends

The third major 18-34 station, WMC-FM, slipped this book in terms of share, while its audience actually increased. The share drop was caused by higher listening levels among young adults this sweep, a common occurrence when ESF is implemented. WMC-FM still had more than a 14 share of 18-34's and was the last double-digit station in that demo.

The 25-54 target was more fragmented this survey, with WEZI and WMC tied for the lead with mid-12 shares, followed closely by WMC-FM, with almost an 11 share. Beautiful Music WEZI slipped almost three shares this sweep, while WMC added two shares to its tally. With its strong 25-34 core, WMC-FM improved by almost three shares this survey.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 7305

	A/M '79		O/N '79		A/M '80
1	WMC -AM	14.0	WEZI-FM	10.9	WHRK-FM(B) 12.6
2	WEZI-FM	10.4	WMC -FM	10.5	WEZI-FM(BM)10.5
3	WMC -FM	10.1	WHRK-FM	9.2	WZXR-FM(A) 10.2
4	WLOK-AM	8.6	WMC -AM	8.8	WMC -AM(C) 9.7
5	WHBQ-AM	7.7	WZXR-FM	8.6	WMC -FM(R) 9.4
6	WDIA-AM	7.5	WDIA-AM	7.9	WDIA-AM(B) 8.7
7	WZXR~FM	7 - 5	WHBO-AM	6.6	WLOK-AM(B) 6.7
- 8	WHRK-FM	7.2	WMPS-AM	6.3	WQUD-FM(PA) 5.6
9	WQUD-FM	5 - 6	WOUD-FM	5 - 8	WREC-AMIPAL 4.5
10	WMPS-AM	3 - 8	WLOK-AM	5.8	WHBQ-AM(R) 3.8
1.1	WREC-AM	3.7	WREC-AM	4.1	WMPS-AM(C) 3.5
1.2	KWAM-AM	3.7	WWEE-AM	3.3	WLVS-FM(R) 3.5
1.3	WWEE-AM	2 - 7	KWAM-AM	2 . 5	KWAM-AM(RL) 2.7
14	WLVS-FM	2 . 1	KWAM-FM	2.5	WWEE-AM(N) 2.6
1.5	KWAM-FM	2 - 0	WLVS-FM	2.3	KWAM-FM(C) 2 3
16	WKBL-AM	0.5	KSUD-AM	1.4	
1.7	WMOM-AM	0.4			
1.8	KSUD-AM	0.4			

### Average Persons Trends/Rankings

TOTAL 12 T						
M-S 6	am-Mid	nicht				
0, 0						
POP(	00):	7305				

1 WMC -FM

WHBO-AM

o, cent andingm					
POP(00): 7305					
A/M '79		O/N '79		A/M '80	
1 WMC -AM	151	WEZI-FM	102	WHRK-FM	126
2 WEZI FM	112	WMC -FM	9.8	WEZI-EM	105
3 WMC -FM	109	WHRK-FM	8.6	WZXR-FM	102
4 WLOK-AM	92	WMC -AM	82	WMC -AM	97
5 WHBO-AM	83	WZXR-FM	80	WMC -FM	94
M-F, 6-10am					
1 WMC -AM		WMC -FM		WMC -AM	
2 WHBO-AM		WMC -AM		WMC -FM	
3 WEZI-FM		WDIA-AM		WDIA-AM	
4 WDIA-AM		WHBO-AM		WZXR-FM	
5 WMC -FM		WEZI-FM		WHRK-FM	
M-F, 3-7pm					
1 WMC -AM		WHRK-FM		WHRK-FM	
2 WMC -FM		WEZI-FM		WZXR-FM	
3 WLOK-AM		WMC -FM		WEZI-FM	
4 WEZI-FM		WMC -AM		WMC -FM	
5 WZXR-FM		WZXR-FM		WMC -AM	
Teens					
M-S, 6am-Midnight					
POP(00): 1044					
A/M '79		O/N '79		A/M '80	
1 WMC -FM		WMC -FM		WHRK-FM	
2 WHBO-AM		WZXR FM		WZXR-FM	
3 WLOK-AM		WHRK-FM		WLOK-AM	

WMC -FM

WZXR-FM

WMC -FM WHRK-FM

M-F, 3-7pm		
1 WMC -FM	WHRK-FM	WLOK-AM
2 WLOK-AM	WMC -FM	WHRK-FM
3 WHBQ-AM	W L O K - A M	WZXR-FM
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 2764		
A/M '79	O/N '79	A/M '80
1 WZXR-FM	WNC -FM	WZXR-FM
2 WMC -FM	WZXR-FM	WHRK-FM
3 WMC -AM	WHRK-FM	WMC -FM
4 WHBO-AM	WQUD-FM	WOUD-FM
5 WHRK-FM	WHBQ-AM	WDIAHAM
M-F, 6-10am		
I WHBQ-AM	WMC -FM	WMC -FM
2 WMC -AM	WHBQ-AM	WZXR-FM
3 WZXR-FM	WQUD-FM	WOUD-EM
4 WMC ~FM	WZXR-FM	WHRK-EM
5 WQUD-FM	WHRK-FM	WHBO-AM
M-F, 3-7pm		
1 WZXR-EM	WHRK-FM	WHRK~EM
2 WMC -FM	WMC -FM	WZXR-FM
3 WLOK-AM	WZXR-FM	WMC -FM
4 WHRK-FM	WQUD~FM	WOUD-FM
5 WHBO-AM	WHBQ-AM	WEZI-FM
Adults 25-54		
M-S, 6am-Midnight		
POP(OD): 3386		
A/M '79	O/N '79	A/M '80
1 WMC -AM	11521 514	
	WEZI-FM	WMC -AM
2 WEZI-FM	WEZI-FM WMC -AM	WMC -AM WEZI-EM
2 WEZI-FM 3 WLOK-AM		WMC -AM WEZI-FM WMC -FM
	WMC -AM	WEZI-FM WMC -FM
3 WLOK-AM	WMC -AM WHBO-AM	WEZI-FM
3 WLOK-AM 4 WQUD-FM 5 WDIA-AM	WMC -AM WHBO-AM WMPS-AM	WEZI-FM WMC -FM WHRK-FM
3 WLOK-AM 4 WQUD-FM 5 WDIA-AM	WMC -AM WHBO-AM WMPS-AM	WEZI-FM WMC -FM WHRK-FM
3 WLOK-AM 4 WQUD-FM 5 WDIA-AM	WMC -AM WHBO-AM WMPS-AM WMC -FM	WEZI-FM WMC -FM WHRK-FM WDIA-AM
3 WLOK-AM 4 WQUD-FM 5 WDIA-AM M-F, 6-10am 1 WMC -AM	WMC -AM WHBO-AM WMPS-AM WMC -FM	WEZI-FM WMC -FM WHRK-FM WDIA-AM
3 WLOK-AM 4 WQUD-FM 5 WDIA-AM  M-F, 6-10am 1 WMC -AM 2 WHBQ-AM	WMC -AM WHBO-AM WMPS-AM WMC -FM  WMC -AM WFZI-FM	WEZI-FM WMC -FM WHRK-FM WDIA-AM WMC -AM WMC -FM
3 WLOK-AM 4 WQUD-FM 5 WDIA-AM WHF, 6-10am 1 WMC -AM 2 WHBQ-AM 3 WFZI-FM	WMC -AM WHBO-AM WMPS-AM WMC -FM  WMC -AM WFZI-FM WHBQ-AM	WEZI-FM WMC -FM WHRK-FM WDIA-AM WMC -AM WMC -FM WDIA-AM
3 WLOK-AM 4 WOUD-FM 5 WDIA-AM M-F, 6-10am 1 WMC -AM 2 WHBO-AM 3 WF2I-FM 4 WDIA-AM 5 WLOK-AM	WMC -AM WHBO-AM WMPS-AM WMC -FM  WMC -AM WFZI-FM WHBQ-AM WMC -FM	WEZI-FM WMC -FM WHRK-FM WDIA-AM WMC -AM WMC -FM WDIA-AM WDIA-AM WEZI-FM
3 WLOK-AM 4 WOUD-FM 5 WDIA-AM M-F, 6-10am 1 WMC -AM 2 WHBO-AM 3 WF2I-FM 4 WDIA-AM 5 WLOK-AM	WMC - AM WHBO - AM WMPS - AM WMC - FM  WMC - AM WFZ I - FM WHBO - AM WMC - FM WD I A - AM	WEZI-FM WMC -FM WHRK-FM WDIA-AM WNC -AM WMC -FM WDIA-AM WEZI-FM WREC-AM
3 WLOK-AM 4 WOUD-FM 5 WDIA-AM MF, 6-10am 1 WMC -AM 2 WHBO-AM 3 WFZI-FM 4 WDIA-AM 5 WLOK-AM	WMC -AM WHBO-AM WMPS-AM WMC -FM WMC -AM WFZI-FM WHBO-AM WMC -FM WDIA-AM	WEZI-FM WMC -FM WHRK-FM WDIA-AM WMC -AM WMC -FM WDIA-AM WEZI-FM WREC-AM
3 WLOK-AM 4 WOUD-FM 5 WDIA-AM  MF, 6-10am 1 WMC -AM 2 WHBQ-AM 3 WFZI-FM 4 WDIA-AM 5 WLOK-AM  MF, 3-7pm 1 WMC -AM	WMC - AM WHBO - AM WMPS - AM WMC - FM  WMC - AM WFZ I - FM WHBO - AM WMC - FM WD I A - AM	WEZI-FM WMC -FM WHRK-FM WDIA-AM WMC -AM WMC -FM WDIA-AM WTIA-AM WEZI-FM WREC-AM
3 WLOK-AM 4 WOUD-FM 5 WDIA-AM  M-F, 6-10am 1 WMC -AM 2 WHBO-AM 3 WFZI-FM 4 WDIA-AM 5 WLOK-AM M-F, 3-7pm 1 WMC -AM 2 WEZI-FM	WMC - AM WHBO - AM WMPS - AM WMC - FM  WMC - FM  WMC - AM WFZ I - FM WHBO - AM WDIA - AM WEZ I - FM WHBO - AM	WEZI-FM WMC -FM WHRK-FM WDIA-AM WMC -AM WMC -FM WDIA-AM WEZI-FM WREC-AM

### **Cume Persons Trends/Rankings**

# Total 12+

	A/M '79		O/N '79		A/M '80	
1	WHBQ-AM	1888	WMC -FM	1884	WMC -AM	1576
2	WMC -AM	1771	WHBQ-AM	1547	WMC -FM	
3	WMC -FM	1684	WDIA-AM	1502	WDIA-AM	
4	WDIA-AM	1655	WEZI-FM	1362	WHRK-FM	
5	WEZI-FM	1272	WMC -AM	1315	WEZI-FM	
M-F,	5-10am					
1	WMC -AM		WMC -FM		WMC -AM	
2	WHBQ-AM		WDIA-AM		WMC -FM	
3	WDIA-AM		WHBQ-AM		WDIA-AM	
4	WMC -FM		WMC -AM		WHRK-FM	
5	WEZI-FM		WFZI-FM		WEZI-FM	
M-F,	3-7pm					
1	WMC -AM		WMC -FM		WHRK-FM	
2	WHBO-AM		WHRK-FM		WMC -AM	
3	WMC -FM		WHBQ-AM		WMC -FM	
4	WHRK-FM		WEZI-FM		WEZI-FM	
	WDIA-AM		WMC -AM		W7YP-FV	

### M-S. 6am-Midnight

POP(00): 1044		
A/M '79	O/N '79	A/M '80
1 WMC -FM	WMC -FM	WMC -FM
2 WHBQ-AM	WD FA - AM	WHRK-FM
3 WHRK-FM	WHRK-FM	WLOK-AM
M-F, 6-10am		
I WMC -FM	WMC -FM	WZXR-FM
2 WHBO-AM	WDIA-AM	WMC -FM
3 WDIA-AM	WHBO-AM	WHR K-FM
M-F, 3-7pm		
1 WMC -FM	WMC -FM	WHRK-FM
2 WHBO-AM	WDIA-AM	WZXR-FM
3 WHRK-FM	WZXR-FM	WMC -FM
Adults 18-34 M-S, 6am-Midnight		
POP(00): 2764		
A/M '79	O/N '79	A/M '80
1 WHBQ-AM	WMC -FM	WMC -FM
2 WMC -FM	WHBQ-AM	WHRK-FM
3 WOUD-FM	WZXR-FM	WZXR-FM
A LEPST A A M	110110 011	

4 WDIA-AM	WQUD-FM	WHBQ-AM
5 WHRK-FM	WHRK-FM	WQUD-FM
M-F, 6-10am		
1 WHBO-AM	WMC -FM	WMC -FM
2 WMC -FM	WHBQ-AM	WZXR-FM
3 WQUD-FM	WOUD-FM	WHRK-FM
4 WMC ~AM	WZXR-FM	WHBO-AM
5 WDIA-AM	WHRK-FM	WOLD-EW
M-F, 3-7pm		
1 UBRO-AM	WMC -FM	11711 0 514

# WHBQ-AM WMC -FM WZXR-FM WQUD-FM

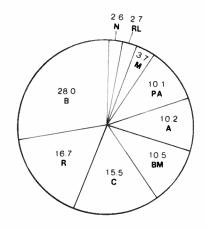
### Adults 25-54

POP(00): 3386

A/M '79	O/N '79	A/M '80
1 WMC -AM	WFZI-FM	WMC -AM
2 WHBQ~AM	WHBQ-AM	WEZI-FM
3 WDIA-AM	WMC -FM	WMC -FM
4 WEZI-FM	WDIA-AM	WHRK-FM
5 WMC -FM	WMC -AM	WFBQ-AM
M-F, 6-10am		
1 WMC -AM	VDIA-AM	WMC -AM
2 WHBQ-AM	WEZI-FM	WMC -FM
3 WDIA-AM	WMC -FM	WEZI-FM
4 WEZI-FM	WMC -AM	WHBO-AM
5 WMC -FM	WHBQ-AM	WDIA-AM
M-F, 3-7pm		
I WMC -AM	WEZI-FM	WMC -AM
2 WHBO-AM	WMC -AM	WEZ I-FM
3 WDIA-AM	WHBO-AM	WHRK-EM
4 WHRK-FM	WHRK-FM	WMC -FM
5 WEZI-FM	WMC -FM	WHB O -AM

### **Format Penetration Chart**

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



### Format Legend

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

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### M '80 Market Overview

The big story in this spring's Miami Arbitron sults is that for the first time in recent years, Susehenna's Hispanic-language WQBA did not lead market. Competitor WRHC surpassed WQBA s survey in results that were verified after it was scovered that an Arbitron staffer had acted incorctly during the survey's operation.

WQBA has traditionally been strong among perns 35+ in the Cuban community (estimated by pitron to account for 34% of the metro population). wever, WRHC also generated strong numbers in ise demos this time. WRHC's share of the 25-54 dience increased 20% in the A/M '80 survey, ile WQBA's dipped about the same percentage. RHC had a 12 share 25-54, while WQBA was

The top English-language station 25-54 was 4YI, which rebounded from a poor O/N '79 show-WHY! increased by approximately 50% to just beseven. WHYI also scored well among the 18-34's, ning almost an 11 share to lead the demo. WHYI reased among several cells, with a good female

erage	Persons	12+	Share	Trends
iday-S	unday, 6ar	n-Midr	ight	

ıda	y-51	J٢	Ida	y.	6		n.	-Midnight	
P (	00	)	:	1	2	7	5	0	

F(00). 12/30				
A/M '79		O/N '79		A/M '80
WQBA-AM	9.0	WQBA-AM	10.8	WRHC-AM(S) 9.5
WCMQ-AM	9.0	WRH C-AM	7 - 5	WQBA-AM (S) 7.9
WHYI-FM	7 - 1	WEDR-FM	5 - 3	WHYI-FM (Rt) 7.2
WCMQ-FM	6.5	WIOD-AM	5.0	WEDR-FM (B) 5.4
WLYF-FM	5.3	WLYF-FM	4.6	WYOR-FM (BM) 5 · 2
WYOR-FM	5.0	WINZ-FM	4 - 6	WCMQ-FM(s) 4.8
WINZ-AM	4.9	WHYI-FM	4.4	WINZ-AM (N) 4.6
WEDR-FM	4.7	WINZ-AM	4.1	WINZ-FM (A) 4.3
WRHC-AM	4.0	WQBA-FM	3.9	WWWL-FM (A) 3.8
WKAT-AM	3.9	WYOR~FM	3.6	WNWS-AM (M) 3.6
WSDO-FM	3.0	WVCG-AM	3 - 5	WWOK-AM(C) 3.4
WMJX-FM	3.0	WCMQ-FM	3.4	WLYF-FM (BM) 3.3
WWOK-AM	2.8	WNWS-AM	3.2	WQBA-FM(\$) 3.2
WVCG-AM	2 . 7	WCMQ-AM	3 . 2	WOCN-AM (PA) 3.1
WAXY-FM	2.5	WAIA-FM	3.1	WIOD-AM (PA) 3.0
WWWL-FM	2.5	WWWL-FM	2.8	WAIA-FM (PA) 2.9
WGBS-AM	2 . 2	WOCN-AM	2 . 5	WVCG-AM (BM) 2.7
WQBA-FM	2 . 1	WSHE-FM	2.4	WMJX-FM(R) 2.7
WAIA-FM	2.1	WMJX-FM	2 . 3	WAXY-FM(P) 2.3
WOCN-AM	2.0	WAXY-FM	2.0	WQAM-AM(C) 2.0
WIOD-AM	1.9	WQAM-AM	1.9	WTMI-FM(CL) 1.9
: WINZ-FM	1 9	WKOS-FM	1.9	WSHE-FM(A) 1.8
MA-MADW I	1.8	WTMI-FM	1.8	WCMQ-AM(S) 1.7
+ WTMI-FM	1.7	WWOK-AM	1.7	WGBS-AM(PA) 1.6
WKQS-FM		WGBS-AM	1.6	WKAT-AMM 1.4
WMBM-AM		WKAT-AM	1.5	WKOS-FM (BM) 1.3
' WNWS-AM		WMBM-AM	1 - 2	WMBM - AM (8) 1.3
WSHE-FM	0.7	WCKO-FM	1 • 1	WEWZ-FM(R) 0.6
)		WQDI-AM	0.7	WCKO-FMM 0.5
)		WSDO-FM	0.6	
l		WGLY-FM	0.4	

### **Average Persons Trends/Rankings**

tal 12+ . Sam-Midnight P(00): 12750

	A/M '79		O/N '79		A/M '80	
Ĺ	WOBA-AM	212	WOBA-AM	231	WRHC-AM	203
2	WCMQ-AM	211	WRH C-AM	160	WQBA-AM	168
3	WHYI-FM	167	WEDR-FM	113	WHYI-FM	154
4	WC MO-FM	152	WIOD-AM	107	WEDR-FM	115
5	WLYF-FM	126	WLYF-FM	99	WYOR-FM	111
š	WYOR-FM	118	WINZ-FM	99	WCMQ-FM	102
2	WINZ-AM	115	WHYI-FM	94	WINZ-AM	99
3	WEDR-FM	110	WINZ-AM	87	WINZ-FM	92
9	WRHC-AM	94	WQ BA-FM	83	WWWL-FM	80
0	WKAT-AM	93	WYOR-FM	78	WNWS-AM	7 7
	6-10am					
	WQBA-AM		WQ BA - AM		WOBA-AM	
	WCMQ-AM		WRH C-AM		WRHC-AM	
	WINZ-AM		WVCG-AM		WINZ-AM	
	WHYI-FM		WIOD-AM		WHYI-FM	
	WLYF-FM		WINZ-AM		WOCN-AM	
	WYOR-FM		WEDR-FM		WWWL-FM	
	WVCG-AM		WOCN-AM		WIOD-AM	
	WRHC-AM		WLYF-FM		WWOK-AM	
F	WCMQ-FM		WHYI-FM		WVCG-AM	
1	WKAT-AM		WINZ-FM		WNWS-AM	
7	3-7pm					
	WHYI-FM		WQBA-AM		WHYI-FM	
٠	WCMO-AM		WRH C-AM		WQBA-AM	
ï	WQBA-AM		WEDR-FM		WRHC-AM	
	WCMQ-FM		WINZ-FM		WINZ-FM	
,	WEDR-FM		WQBA-FM		WEDR-FM	
,	WLYF-FM		WHYI-FM		WYOR-FM	
9	WYOR-FM		WLYF-FM		WWWL-FM	
3	WMJX-FM		WIOD-AM		WLYF-FM	
ì	WKAT-AM		WYOR-FM		WQBA-FM	
)	WINZ-AM		WAIA-FM		WAIA-FM	

25-34 showing, enhancing its position in both the 25-54 and 18-34 rankings. Several adjustments were made by the station. The music leaned slightly more Black, a former air personality returned to host the PM drive shift, and the TV advertising budget was upped. On-air promotions included the Y100 bumper sticker spotter contest, with more than \$100,000 given away.

Black-formatted WEDR, which was tops 18-34 in the fall book, was a close second to WHYI this time. In both books the station had just over a 10 share of the young adult market. Behind WEDR in the 18-34 contest was AOR WINZ-FM. Stable at approximately an 8 share of this audience, WINZ-FM used an ad campaign combining TV and billboards, gave away an original 1934 Model A, and gave away money every day during the sweep. Spanish WCMQ-FM showed an impressive gain to rank third among 18-34's, with a 9 share.

Two other stations deserve mention based on ratings shifts. Beautiful Music leader WLYF slipped and was passed by WYOR (which boosted its power to 50,000 watts), and Country WWOK doubled its overall share and more than doubled its 25-54 numbers.

	Teens M-S, 6am-Midnight								
PO	P(QO): 1318								
	A/M '79	O/N '79	08' M/A						
1	WHYI-FM	WHYI-FM	WHYI-FM						
2	WEDR-FM	WEDR-FM	WINZ-FM						
3	WSD0-FM	WINZ-FM	WEDR-FM						

3 WSDO-FM	WINZ-FM	WEDR-FM	
M-F, 6-10am			
1 WHYI-FM	WEDR-FM	WHYI-FM	
2 WQAM-AM	WHYI-FM	WINZ-FM	
3 WEDR-FM	WINZ-FM	WEDR-FM	
M-F, 3-7pm			
1 WHYI-FM	WEDR-FM	WHYI-FM	
2 WEDR-FM	WHYI-FM	WINZ-FM	

WOBA-FM

WEDR-FM

### WMJX-FM Adults 18-34 M-S. 6am-Midnight POP(00): 3889

	AJW /5	OM 19	PUNI DO	
1	WCMQ-FM	WEDR-FM	WHYI-FM	
2	WHYI-FM	WINZ-FM	WEDR-FM	
3	WEDR-FM	WSHE-FM	WCMQ-FM	
4	WCMQ-AM	WWWL-FM	WINZ-FM	
5	WMJX-FM	WHYI-FM	WWWL-FM	
6	WAXY-FM	WQBA-FM	WQBA-FM	
7	WWWL-FM	WAIA-FM	WAIA-FM	
8	WSDO-FM	WAXY-FM	WAXY-FM	
9	WINZ-FM	WCMQ-FM	WSHE-FM	
10	WQBA-AM	WMJX-FM	WMJX-FM	
M-F	, 6-10am			
1	WHYI-FM	WEDR-FM	MHAI-EW	
2	WCMQ-AM	WWWL-FM	WWWL-FM	
3	WEDR-FM	WHYI-FM	WEDR-FM	
4	WAXY-FM	WINZ-FM	WINZ-FM	
5	WWWL-FM	WOCN-AM	WQBA-AM	
6	WCMQ-FM	WAXY-FM	WGBS-AM	

7	WOBA-AM	WOBA-AM	WCMQ-FM
8	WQBA-FM	WSHE-FM	WQBA-FM
9	WOAM-AM	WAIA-FM	WWOK-AM
10	WINZ-FM	WQBA-FM	WAIA-FM
M-F	, 3-7pm		
1	WCMQ-FM	WSHE-FM	WHYI-FM
2	WHYI-FM	WINZ-FM	WINZ-FM
3	WEDR-FM	WEDR-FM	WEDR-FM
4	WAXY-FM	WQBA-FM	WWWL-FM
5	WCMQ-AM	WAXY-FM	WQBA-FM
6	WMJX-FM	WWWL-FM	WAIA-FM
7	WWWL-FM	WAIA-FM	WCMQ-FM
8	WSDO-FM	WCMQ-FM	WAXY-FM
9	WINZ-FM	WHYI-FM	WSHE-FM
10	WQAM-AM	WMJX-FM	WMJX-FM

# Adults 25-54

POP(00): 5653		
A/M '79	O/N '79	A/M '80
1 WCMO-AM	WQ BA - AM	WRHC-AM
2 WOBA-AM	WRH C - AM	WQBA-AM
3 WCMQ-FM	WIOD-AM	WHYI-FM
4 WHYI-FM	WCMQ-FM	WCMQ-FM
5 WLYF-FM	WHYI-FM	WEDR-FM
6 WEDR-FM	WEDR-FM	WWOK-AM
7 WYOR-FM	WOCN-AM	WWWL-FM
8 WWOK-AM	WOBA-FM	WOCN-AM
9 WAXY-FM	WYOR-FM	WAIA-FM
10 WAIA-FM	WWWL-FM	WYOR-FM
M-F, 6-10am		
1 WOBA-AM	WQBA-AM	WRHC-AM
2 WCMO-AM	WRH C - AM	WQ BA – AM
3 WHYI-FM	WIOD-AM	WOCN-AM
4 WOCN-AM	WOCN-AM	WWOK-AM
5 WINZ-AM	WEDR-FM	WHYI-FM
6 WVCG-AM	WHYI-FM	WWWL-FM
7 WCMO-FM	WWWL-FM	WEDR-FM
8 WEDR-FM	WV C G - A M	WINZ-AM
9 WLYF-FM	WINZ-AM	WCMQ-FM

A-F, 3-7pm		
1 WCMO-AM	WOBA-AM	WOBA-AM
2 WCMO-FM	WRHC-AM	WHYI-FM
3 WOBA-AM	WOBA-FM	WRH C-AM
4 WHYI-FM	WCMO-FM	WAIA-FM
5 WLYF-FM	WAIA-FM	WWOK-AM
6 WAXY-FM	WHYI-FM	WEDR-FM
7 WEDR-FM	WYOR-FM	WAXY-FM
8 WVCG-AM	WWWIFM	WWWL-FM
9 WYOR-FM	WLYF-FM	WQBA-FM
LO WWOK-AM	WEDR-FM	WCMQ-FM
		100

### **Cume Persons Trends/Rankings**

RAR RATINGS REPORT/1980

### Total 12+ M.S. Sam-Midnight POP(00): 12750

	A/M '79		O/N '79		A/M. '80	
1	WHYI-FM	252h	WIOD-AM	1950	WHYI-FM	2413
2	WINZ-AM	1708	WHYI-FM	1794	WINZ-AM	1842
3	WQBA - AM	1660	WQBA-AM	1642	WINZ-FM	1394
4	WLYF-FM	1474	WINZ-AM	1595	WQBA-AM	1385
5	WYOR-FM	1309	WLYF-FM	1360	WNWS-AM	1377
6	WSD0-FM	1303	WINZ-FM	1219	WMJX-FM	1 3 5 7
7	WMJX-FM	1249	WNWS-AM	1209	WIOD-AM	1171
8	WCMQ-FM	1224	WEDR-FM	1094	WEDR-FM	1114
9	WQAM-AM	1198	WO AM - AM	1091	WLYF-FM	1087
1 Q	WEDR-FM	1053	WQBA-FM	1052	WRHC-AM	1055
M-F,	6-10am					
- 1	WHYI-FM		WOBA-AM		WINZ-AM	

2	WQBA-AM	WHYI-FM	WHYI-FM
3	WINZ-AM	WINZ-AM	WQBA-AM
4	WLYF-FM	WIOD-AM	WRHC-AM
5	WCMQ-AM	WV CG-AM	WEDR-FM
6	WGBS-AM	WINZ-FM	WV CG-AM
7	WQAM-AM	WEDR-FM	WNWS-AM
8	WYOR-FM	WLYF-FM	WGBS-AM
9	WEDR-FM	WQAM-AM	WINZ-FM
1.0	WVCG~AM	WWWL-FM	WWWL-FM
M-F.	3-7pm		
1	WHYI-FM	WHY1-FM	WHY I-FM
2	WINZ-AM	WQBA-AM	WINZ-FM
3	WSDO-FM	WINZ-AM	WMJX-FM
4	WLYF-FM	WINZ-FM	WINZ-AM
5	WMJX-FM	WLYF-FM	WQBA-AM
6	WQBA-AM	WEDR-FM	WEDR-FM
7	WEDR-FM	WQBA-FM	WYOR-FM
8	WCMQ-FM	WVCG-AM	WIOD-AM
9	WYOR-FM	WIOD-AM	WWWL-FM

### 10 WCMO-AM Teens

PÓP(	00):	1318

1	WHYI-FM	WHY I-FM	WHYI-FM
2	WSDO-FM	WMJX-FM	WMJX-FM
3	WMJX-FM	WEDR-FM	WINZ-FM
M-F	6-10am		
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WQAM-AM	WEDR-FM	WINZ-FM
3	WOBA-AM	WINZ-FM	WMJX-FM
M-F	, 3-7pm		
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WSD0-FM	WEDR-FM	WINZ~FM
3	WMJX-FM	WMJX-FM	WMJX-FM

WWWL-FM

WVCG-AM

### Adults 18-34

	/M '79	O/N '79	A/M '80
1 WHY	I-FM	WHYI-FM	WHYI-FM
2 WAX	Y-FM	WINZ-FM	WINZ-FM
3 WMJ	X-FM	WWWIFM	WMJX-FM
4 WWW	L-FM	WEDR-FM	WEDR-FM
5 WSD	0 - F M	WAXY~FM	WAXY-FM
6 WED	R-FM	WQBA-FM	WWWL-FM
7 WCM	Q-FM	WMJX-FM	WCMQ-FM
8 WQA	M – A M	WAIA-FM	WSHE-FM
9 WAI	A-FM	WIOD-AM	WGBS-AM
10 WIN	Z-FM	WCMQ-FM	WAIA-FM
M-F, 6am-	10am		
1 WHY	I-FM	WHY I - FM	WHYI-FM
2 WAX	Y - F M	WEDR-FM	WEDR-FM
3 WWW	L-FM	WWWL-FM	WGBS-AM
4 WED	R-FM	WINZ-FM	WWWL-FM
5 WQA	M-AM	WAXY-FM	WINZ-FM
6 WSD	0 - FM	WMJX-FM	WAIA-FM
7 WCM	Q-AM	WSHE-FM	WSHE-FM
8 WMJ	X-FM	WAIA-FM	WCMQ-FM
9 WIN	Z-FM	WQBA+FM	WQBA-FM
10 WAI	A-FM	WOAM-AM	WAXY-FM

### WHYI-FM WAXY-FM WHYI-FM WINZ-FM WINZ-FM WWWL-FM WMJX-FM WAXY-FM WEDR-FM WWWL-FM WEDR-FM WAIA-FM WOBA-FM WOBA-FM

7	WCMO-FM	WSHE-FM	WAXY-FM
8	WSDO-FM	WMJX-FM	WSHE-FM
9	WQAM-AM	WAIA-FM	WAIA-FM
10	WINZ-FM	WQAM-AM	WGBS-AM
Adı	ults 25-54 , 6em-Midnight	*4411 811	***************************************
M-2	, eam-widnight		
PO	P(00): 5653		

	lts 25-54 6am-Midnight		
POP	(00): 5653		
	A/M 179	O/N *79	A/M '80
1	WHYI-FM	WIOD-AM	WHYI-FM
2	WQBA-AM	WQBA-AM	WQBA-AM
3	WCMQ-FM	WCMQ-FM	WRHC-AM
4	WCMQ-AM	WHYI-FM	WCMQ-FM
5	WAXY-FM	WINZ-AM	WINZ-AM
6	WLYF-FM	WQBA-FM	WEDR-FM
7	WINZ-AM	WAIA-FM	WMJX-FM
8	WOCN-AM	WLYF-FM	WAIA-FM
9	WAIA-FM	WEDR-FM	WAXY-FM
10	WQAM-AM	WRH C-AM	WWWL-FM

WQBA-FM

# Miami-Ft. Lauderdale

Average	Persons	12+	Share	Trends
Monday-Si	unday, 6an	γ-Midπ	lght	

POP(00): 20667

POP(	(00): 2066	7			
	A/M '79		O/N '79		A/M '80
1	WHYI-FM	8.2	WLYF-FM	9.1	WHY1-FM (P) 7.3
2	WLYF-FM	8.2	WQBA~AM	6.6	WRHC-AM (\$) 6.0
	WINZ-AM	6 - 6	WHYI-FM	5.7	WLYF-FM (BM)6.0
4	WQBA-AM	5 - 7	WINZ-AM	5 - 1	WOBA-AM (S) 4.9
	WCMQ-AM	5.6	WIOD-AM	4.9	WINZ-AM (N) 4.9
6	WYOR-FM	4.2	WRH C-AM	4.6	WNWS-AM (N) 4.9
7	WAIA-FM	4.1	WAIA-FM	4.3	WYOR-FM (BM)4.2
8	WCMQ-FM	4.1	WKQS-FM	3.R	WAXY-FM (R) 4.1
9	WKAT-AM	3.3	WINZ-FM	3.7	WA I A - FM (PA) 3 . 7
	WAXY-FM	3.1	WYOR-FM	3.5	WKOS-FM (BM)3.5
1.1	WFDR-FM	3.0	WEOR-FM	3.3	WWWL-FM (A) 3.4
1 2	WIOD-AM	2 - 9	WNWS-AM	3.2	WI00-AM PA)3.4
13	WRHC-AM	2 . 5	WWWL-FM	3.2	WINZ-FM (A) 3.4
1 4	WWWL-FM	2.5	WVCG-AM	2 . 8	WEDR-FM (%) 3.4
1.5	WKOS-FM	2 - 5	WAXY-FM	2.5	WCM0-FM (\$) 2.9
16	WVCG-AM	2 - 4	WQBA-FM	2.3	WSHE-FM (A) 2.9
17	WMJX-FM	2.3	WSHE-FM	2.2	WWOK-AM (C) 2.7
18	WNWS-AM	2.3	WCMO-FM	2 - 1	WMJX-FM (R) 2 2
	WSDO-FM	2 - 2	WCMQ-AM	2 . 1	WQAM~AM (C) 2.2
	WGBS-AM	2 - 1	WMJX-FM	2 . 0	WRBD-AM (B) 2.1
	WWOK-AM	1.9	WFTL-AM	1.9	WVCG-AM (BM) 2.1
	WSHE-FM	1 - 8	WTMI-FM	1.7	WQBA-FM (\$) 2.0
	WTMI-FM	1.8	WGBS-AM	1 7	WOCN-AM PAIL.9
	WQAM-AM	1.8	WQAM-AM	1.6	WTM I - FM (CL) 1.9
	WINZ-FM	1.7	WOCN-AM	1.5	WGBS-AM PA) 1.5
	WFTL-AM	1.7	WCKO-FM	1.5	WCK0-FM (R) 1.5
	WRBD-AM	1.5	WKAT-AM	1 • 4	WFTL-AM (PA) 1.2
	WQBA-FM	1 - 4	WWOK-AM	1.4	WKAT-AM (T) 1.I
_	WOCN-AM	1.3	WRBO-AM	1 - 2	WCMQ-AM (\$) 1.0
	WEAT-FM	0.9	WPIP-AM	0.8	WEWZ-FM (PA) 1.0
	WGMA - AM	0.7	WSDO-FM	0.8	WPIP-AM (BM) 0.9
	WMBM-AM	0.6	WMBM-AM	0.8	WMBM-AM (B) 0.8
	WPIP-AM WCKO-FM	0.5	WSRF-AM	0.8	WEXY-AM (RL) 0.6
	WEXY-AM	0.5	WEXY-AM	0.6	
	wr. AT - Am	0.5	W G MA - A M	0 • 3	
	A	_	_		

### Average Persons Trends/Rankings

### Total 12+

M-S, 6am-Midnight POP(00): 20667

	A/M '79		O/N '79		08' M/A	
1	WHYI-FM	309	WLYF-FM	323	WHYI-FM	25
2	WLYF-FM	306	WQBA-AM	233	WRHC-AM	2.0
3	WINZ-AM	246	WHYI-FM	201	WLYF-FM	20
4	WQBA-AM	212	WINZ-AM	180	WOBA-AM	170
5	WCMQ-AM	2 1 1	WIOD-AM	175	WINZ-AM	16
6	WYOR-FM	157	WRHC-AM	163	WNWS-AM	168
7	WAIA-FM	155	WAIA-FM	152	WYOR-FM	144
- 8	WCMQ-FM	152	WKOS-FM	136	WAXY-FM	142
9	WKAT-AM	122	WINZ-FM		WAIA-FM	
10	WAXY-FM	116	WYOR-FM	125	WK OS - FM	123
4F, 6-	10am					
1	WINZ-AM		WOBA-AM		WOBA-AM	
2	WOBA-AM		WLYF-FM		WINZ-AM	
3	WFYI-FM		WINZ-AM		WHYI-FM	
4	WLYF-FM		WIOD-AM		WRHC-AM	
5	WCMQ-AM		WHYI-FM		WIOD-AM	
6	WAIA-FM		WVCG-AM		WNWS-AM	
7	WIOD-AM		WRHC-AM		WLYF-FM	
8	WVCG-AM		WAIA-FM		WWWL-FM	
9	WYOR-FM		WKOS-FM		WAYY-FM	

9	WYOR-FM	WKOS-FM	WAXY-FM
10	WCBS-AM	WNWS-AM	WWOK-AM
M-F, 3-7	'pm		
1	WHYI-FM	WLY F-FM	WHYI-FM
2	WLYF-FM	WQBA-AM	WLYF-FM
3	WINZ-AM	WHYI-FM	WOBA-AM
4	WCMQ-AM	WAIA-FM	WAXY-FM
	WQBA-AM	WKQS~FM	WKQS-FM
	WAIA-FM	WYOR-FM	WRH C-AM
	WCMQ-FM	WRH C-AM	WINZ-FM
	WYOR-FM	WINZ-FM	WAIA-FM
	WAXY-FM	WINZ-AM	WWWL-FM
1.0	WEDR-FM	WWW L-FM	WYOR-FM

### Teens M-S, 6am-Midnight POP(00): 2084

	A/M '79	O/N '79	A/M '80
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WEDR-FM	WEDR-FM	WINZ-FM
3	WSDO-FM	WINZ-FM	WMJX-FM
F. 6-	10am		
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WQAM-AM	WEDR-FM	WINZ-FM
3	WEDR-FM	WINZ-FM	WCKO-FM

Adulto 40 24	
3 WMJX-FM	WQBA-FM
2 WEOR-FM	WEDR-FM
I WHYI-FM	WHYI-FM

# Adults 18-34 M-S, 6am-Midnight

	A/M '79	O/N '79	A/M 180
1	WHYI-FM	WAIA-FM	WHYI-FM
2	WAIA-FM	WHYI-FM	WA XY - FM
3	WAXY-FM	WWWL-FM	WAIA-FM
4	WCMQ-FM	WINZ-FM	WWWIFM
5	WEDR-FM	WSHE-FM	WSHE-FM
6	WWWL-FM	WAXY-FM	WEDR-FM
7	WMJX-FM	WEDR-FM	WINZ-FM
8	WCMQ-AM	WOBA-FM	WCMQ-FM
9	WSHE-FM	WMJX-FM	WQBA-FM
10	WSD0-FM	WCMQ-FM	WMJX-FM

M-F, 6-10am		
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WAIA-FM	WAIA-FM	WWWL-FM
3 WAXY-FM	WWWL-FM	WA XY-FM
4 WWWL-FM	WAXY-FM	WAIA-FM
5 WEDR-FM	WEDR-FM	WSHE-FM
6 WCMQ-AM	WINZ-FM	WINZ-FM
7 WSHE-FM	WSHE-FM	WEDR-FM
8 WMJX-FM	WOC N-AM	WGBS-AM
9 WQAM-AM	WIOD-AM	WQBA-AM
10 WINZ-FM	WQBA-AM	WCMQ-FM
M-F, 3-7pm		
1 WHYI-FM 2 WAXY-FM	WAIA-FM	WHYI-FM
	WWWL-FM	WAXY-FM
3 WAIA-FM	WSHE-FM	WAIA-FM
4 WCMQ-FM	WAXY-FM	WSHE~FM
5 WWWL-FM	WINZ-FM	WWWL-FM
6 WMJX-FM	WHYI-FM	WINZ-FM
7 WEDR-FM	WEDR-FM	WEDR-FM
8 WCMQ-AM	WQBA-FM	WOBA-FM
9 WSDO-FM	WMJX-FM	WCMQ-FM
10 WINZ-FM	WCMQ-FM	WMJX-FM
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 8796		
A/M '79	O/N '79	A 25 100
1 WCMO-AM		A/M '80
2 WHYI-FM	WQBA-AM	WRHC-AM
3 WOBA-AM	WLYF-FM	WHY I - FM
	WHYI-FM	WAXY-FM
	WRHC-AM	WAIA-FM
5 WCMQ-FM	WIOD-AM	WQBA-AM
6 WAIA-FM 7 WAXY-FM	WAIA-FM	WWWIFM
	WWWL-FM	WLYF-FM
	WAXY-FM	WWOK-AM
9 WEDR-FM 10 WYOR-FM	WCMQ-FM	WCMO-FM
	WYOR-FM	WFDR-FM
M-F, 6-10am		
1 WQBA-AM	WQ BA - AM	WRHC-AM
2 WHYI-F-	WIOD-AM	WHYI-FM
3 WCM0-n;	WHYI-FM	WQBA-AM
4 WINZ-AM	WRHC-AM	WWOK-AM
5 WAIA-FM	WLYF-FM	WWWL-FM
6 WLYF-FM	WAIA-FM	WAXY-FM
7 WAXY-FM	WAXY-FM	WIOD-AM
8 WVCG-AM	WOCN-AM	WOCN-AM
9 WOCN-AM	WINZ-AM	WAIA-FM
10 WGBS-AM	WWW L - FM	WNWS-AM
M-F, 3-7pm		
1 WLYF-FM	WLYF-FM	WHYI-FM
2 WCMQ-AM	WOBA-AM	WAXY-FM
3 WHYI-FM	WHY I - FM	WAIA-FM
4 WCMQ~FN	WAIA-FM	WOBA-AM
5 WAIA-FM	WAXY-FM	WRHC-AM
6 WAXY-FM	WRH C-AM	WLYF-FM
7 WOBA-AM	WWWL-FM	WUTF-FM WWOK-AM
8 WINZ-AM	WOBA-FM	WWWL-FM
9 WVCG-AM	WIOD-AM	WWWL-FM WKOS-FM
10 WYOR-FM	WYOR-FM	WKQS-FM WQAM-AM
	2108 141	AVAN-AN

### **Cume Persons Trends/Rankings**

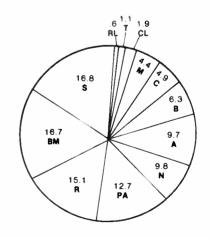
# Total 12+

	A/M '79		O/N '79		A/M '80	
1			WHYI-FM	3549	WHY I - FM	4010
2			WIOD-AM	3245	WINZ-AM	3042
3		3236	WLYF-FM	3154	WLYF-FM	2667
4			WINZ-AM	3112		
5			WNWS-AM	2119	WIOO~AM	2125
6			WAIA-FM	1971	WINZ-FM	2086
7			WINZ~FM	1908	WKOS-FM	1959
8	4	1817	WKQS-FM	1870	WAXY-FM	
	WGBS-AM	1775	WQBA-AM	1700	WMJX-FM	1924
10	WMJX-FM	1698	WQAM-AM	1689	WAIA-FM	1663
HF, 6	-10am					
1	WHYI-FM		WINZ-AM		WHYI-FM	
2	WINZ-AM		WHYI-FM		WINZ-AM	
3	WLYF-FM		WLYF-FM		WNWS-AM	
4	WOBA-AM		WIOD-AM		WLYF-FM	
5	WGBS-AM		WOBA-AM		WOBA-AM	
6	WAIA-FM		WNWS-AM		WIOD-AM	
7	WQAM-AM		WAIA-FM		WKOS-FM	
8	WIOD-AM		WINZ-FM		WWW L-FM	
9	WNWS-AM		WKQS-FM		WAIA-FM	
10	WYOR-FM		WQAM-AM		WAXY-FM	
<b>-F</b> , 3	-7pm					
1	WHYI-FM		WLYF-FM		WHYI-FM	
2	WLYF-FM		WHYI-FM		WLYF-FM	
	WINZ-AM		WINZ-AM		WINZ-AM	
	WAXY-FM		WINZ-FM		WINZ-FM	
5	WAIA-FM		WAIA-FM		WKOS-FM	
6	WSDO-FM		WKQS-FM		WAXY-FM	
	WMJX-FM		WWWL-FM		WMJX-FM	
	WYOR-FM		WAXY-FM		WAIA-FM	
	WWW L-FM		WIOD-AM		WWWL-FM	
10	WKQS-FM		WQBA-AM		WNWS-AM	

	A/M '79	O/N '79	A/M '80
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WSDO-FM	WCKO-FM	WMJX-FM
_ 3	WMJX-FM	WINZ-FM	WINZ-FM
M-F, 6	-10am		
1	WHYI-FM	WHY I-FM	WHY I - FM
2	WOAM-AM	WINZ-FM	WINZ-FM
3	WGBS-AM	WCKO-FM	WCKO-FM
M-F, 3-	7pm		
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WMJX-FM	WCKO-FM	WINZ-FM
- 3	WSDO-FM	WMJX-FM	WMJX-FM

### Adults 18-34

M-S, Sam-Midnight		
POP(QQ): 6Q00		
A/M 179	O/N '79	A/M 180
1 WHYI-FM 2 WAXY-FM	WHYI-FM	WHYI-F
2 WAXY-FM 3 WWWL-FM	WWWL-FM	WAXY-F
4 WAIA-FM	WAIA-FM WINZ-FM	WWWL-F1
4 WAIA-FM 5 WMJX-FM	WAXY-FM	WINZ~F
6 WOAM-AM	WMJX-FM	WMJX-F
7 WSDO-FM	WSHE-FM	WSHE-F
8 WSHE-FM 9 WINZ-FM	WQAM-AM	WEDR-F
10 WFDR-FM	WIOD-AM WEDR-FM	WGBS-A
M-F, 6am-10am	WEDK-FM	WQ AM - A
1 WHYI-FM	WHYI-FM	WHY I - F
2 WAIA-FM	WWWL-FM	WWWL-F
3 WAXY-FM	WAIA-FM	WAIA-F
4 WQAM-AM	WAXY-FM	WAXY-FI
5 WWWL-FM 6 WMJX-FM	WINZ-FM	WSHE-F
7 WGBS-AM	WEDR-FM	WGBS - A
8 WSHE-FM	MA-XLMW WA-MADW	WEDR-FY
9 WS00-FM	WSHE-FM	WINZ-FN WMJX-FN
10 WEDR-FM	WI00-AM	WOAM - AN
M-F, 3-7pm		
1 WHYI-FM	WWW1FM	WHYI-F
2 WAXY-FM 3 WAIA-FM	WHYI-FM	WINZ-F
3 WAIA-FM 4 WWWL-FM	WAXY-FM	WAIA-F
5 WMJX-FM	WINZ-FM WAIA-FM	WAXY-F
6 WQAM-AM	WSHE-FM	WSHE-FN
7 WSOO-FM	WQAM-AM	WWWL-FM WMJX-FM
8 WEDR-FM	WEDR-FM	WEDR-FM
O WEDM-LY		WGBS-AM
9 WSHE-FM 10 WINZ-FM	WMJX-FM WOBA-FM	
9 WSHE-FM 10 WINZ-FM Adults 25-54 M-S, 6am-Midnight POP(00): 8796		WOBA-FM
9 WSHE-FM 10 WINZ-FM Adults 25-54 M-S, 6am-Midnight POP(00): 8796 A/M '79	WO BA - FM O/N '79	
9 WSHE-FM 10 WINZ-FM Adults 25-54 M-S, Gam-Midnight POP(00): 8796 AM'79 1 WHYI-FM	WOBA-FM  O/N '79  WIOD-AM	WOBA-FM  A/M '80  WHYI-FM
9 WSHE-FM 10 WINZ-FM Adults 25-54 M-S, 6am-Midnight POP(00): 8796 A/M '79 1 WHYI-FM 2 WAXY-FM	OM '79 WIOD-AM WHYI-FM	WOBA-FM  A/M '80  WHYI-FM WAIA-FM
9 WSHE-FM 10 WINZ-FM Adults 25-54 M-S, Gam-Midnight POP(00): 8796 AM'79 1 WHYI-FM	ON '79 WIOD-AM WHYI-FM WAIA-FM	A/M '80 WHYI-FM WAIA-FM WAXY-FM
9 WSHE-FM 10 WINZ-FM Adults 25-54 M-S, Sam-Midnight POP(00): 8796 A/M '79 1 WHYI-FM 2 WAXY-FM 3 WINZ-AM	ON'79 WIOD-AM WHYI-FM WAIA-FM WLYF-FM	A/M '80 WHYI-FM WAIA-FM WAXY-FM WLYF-FM
9 WSHE-FM 10 WINZ-FM Adults 25-54 M-S, Sam-Midnight POP(00): 8796 A/M'79 1 WHYI-FM 2 WAXY-FM 3 WINZ-AM 4 WLYF-FM 5 WAIA-FM 6 WQBA-AM	WO BA - FM  O/N '79  WI OD - AM WHYI - FM WA I A - FM WLYF - FM WO BA - AM	A/M '80 WHYI-FM WAIA-FM WAXY-FM WLYF-FM WINZ-AM
9 WSHE-FM 10 WINZ-FM Adults 25-54 M-S. Sam-Midnight POP(00): 8796 A/M'79 1 WHYI-FM 2 WAXY-FM 3 WINZ-AM 4 WLY-FFM 5 WAIA-FM 6 WQBA-AM 7 WCMO-FM	OM'79 WIOD-AM WHYI-FM WAIA-FM WUYF-FM WOBA-AM WINZ-AM WAXY-FM	A/M '80 WHYI-FM WAIA-FM WAXY-FM WLYF-FM
9 WSHE-FM 10 WINZ-FM Adults 25-54 M-S, Gam-Midnight POP(00): 8796 AM'79 1 WHYI-FM 2 WAXY-FM 3 WINZ-AM 4 WLYF-FM 5 WAIA-FM 6 WQBA-AM 7 WCMO-FM 8 WGBS-AM	ON '79 WIOD-AM WHYI-FM WAIA-FM WLYF-FM WOBA-AM WINZ-AM WAXY-FM WWWL-FM	A/M '80 WHY1-FM WAIA-FM WAYY-FM WLYF-FM WLWZ-AM WWWL-FM WMJX-FM WNWS-AM
9 WSHE-FM 10 WINZ-FM  Adults 25-54 M-S. Sam-Midnight POP(00): 8796  A/M '79 1 WHYI-FM 2 WAXY-FM 3 WINZ-AM 4 WLYF-FM 5 WAIA-FM 6 WQBA-AM 7 WCMO-FM 8 WGBS-AM 9 WQAM-AM	ON '79 WIOD-AM WHYI-FM WAIA-FM WUYF-FM WOBA-AM WINZ-AM WAXY-FM WWWL-FM	A/M '80  WHYI-FM WAIA-FM WLYF-FM WLYF-FM WMUZ-AM WMUL-FM WMJX-FM WMJX-FM WMJX-FM WMJX-FM
9 WSHE-FM 10 WINZ-FM  Adults 25-54 M-S. Sam-Midnight POP(00): 8796  A/M '79  1 WHYI-FM 2 WAXY-FM 3 WINZ-AM 4 WLYF-FM 5 WAIA-FM 6 WQBA-AM 7 WCMO-FM 8 WGBS-AM 9 WOAM-AM 10 WIOD-AM	ON '79 WIOD-AM WHYI-FM WAIA-FM WLYF-FM WOBA-AM WINZ-AM WAXY-FM WWWL-FM	A/M '80 WHY1-FM WAIA-FM WAYY-FM WLYF-FM WLWZ-AM WWWL-FM WMJX-FM WNWS-AM
9 WSHE-FM 10 WINZ-FM  Adults 25-54 M-S. 6am-Midnight POP(00): 8796 A/M'79  1 WHYI-FM 2 WAXY-FM 3 WINZ-AM 4 WLYF-FM 5 WAIA-FM 6 WQBA-AM 7 WCMO-FM 8 WGBS-AM 9 WOAM-AM 10 WIOD-AM	O/N '79 WIOD-AM WHYI-FM WAIA-FM WOBA-AM WINZ-AM WAXY-FM WWWL-FM WCMQ-FM WOAM-AM	A/M '80 WHYI-FM WAIA-FM WAXY-FM WLYF-FM WINZ-AM WWWL-FM WMJX-FM WNS-AM WOBA-AM
9 WSHE-FM 10 WINZ-FM Adults 25-54 M-S, Gam-Midnight POP(00): 8796 A/M '79 1 WHYI-FM 2 WAXY-FM 3 WINZ-AM 4 WLYF-FM 5 WAIA-FM 6 WQBA-AM 7 WCMO-FM 8 WGBS-AM 9 WOAM-AM 10 WIOD-AM M-F, 6-10em 1 WHYI-FM	OM '79 WIOD-AM WHYI-FM WAIA-FM WIYF-FM WOBA-AM WINZ-AM WAXY-FM WWWL-FM WCMQ-FM WOAM-AM	A/M '80  WHY1-FM WAIA-FM WAY-FM WLYF-FM WINZ-AM WWWL-FM WMJX-FM WNWS-AM WOBA-AM WOBA-AM
9 WSHE-FM 10 WINZ-FM  Adults 25-54 M-S. 6am-Midnight POP(00): 8796 A/M'79  1 WHYI-FM 2 WAXY-FM 3 WINZ-AM 4 WLYF-FM 5 WAIA-FM 6 WQBA-AM 7 WCMO-FM 8 WGBS-AM 9 WOAM-AM 10 WIOD-AM	OM '79  WIOD-AM WHYI-FM WAIA-FM WLYF-FM WOBA-AM WINZ-AM WAXY-FM WWWL-FM WCMQ-FM WOAM-AM	A/M '80  WHYI-FM WAIA-FM WLYF-FM WINZ-AM WWL-FM WMJX-FM WNWS-AM WOBA-AM WOBA-AM
9 WSHE-FM 10 WINZ-FM  Adults 25-54 M-S. Sam-Midnight POP(00): 8796  A/M'79  1 WHY1-FM 2 WAXY-FM 3 WINZ-FM 5 WAIA-FM 6 WQBA-AM 7 WCMO-FM 8 WGBS-AM 9 WQAM-AM 10 WIOD-AM  M-F, 6-10am 1 WHY1-FM 2 WINZ-AM 3 WQBA-AM 3 WQBA-AM	O/N '79  WIOD-AM WHYI-FM WAIA-FM WLYF-FM WOBA-AM WINZ-AM WAXY-FM WCMQ-FM WCMQ-FM WOAM-AM WHYI-FM WQBA-AM	A/M '80  WHY1-FM WAIA-FM WAY7-FM WLYF-FM WINZ-AM WWWL-FM WNWS-AM WOBA-AM WOBA-AM WHY1-FM WAIA-FM WAIA-FM
9 WSHE-FM 10 WINZ-FM  Adults 25-54  M-S. Sam-Midnight  POP(00): 8796  A/M'79  1 WHY1-FM 2 WAXY-FM 3 WINZ-AM 4 WLYF-FM 5 WAIA-FM 6 WQBA-AM 7 WCMO-FM 8 WGBS-AM 9 WOAM-AM 10 WIOD-AM  M-F. 6-10am 1 WHY1-FM 2 WINZ-AM 3 WQBA-AM 4 WAIA-FM 5 WLYF-FM	OM '79  WIOD-AM WHYI-FM WAIA-FM WLYF-FM WOBA-AM WINZ-AM WAXY-FM WWWL-FM WCMQ-FM WOAM-AM	A/M '80  WHYI-FM WAIA-FM WLYF-FM WINZ-AM WWL-FM WMJX-FM WNWS-AM WOBA-AM WOBA-AM
9 WSHE-FM 10 WINZ-FM  Adults 25-54 M-S, 6am-Midnight POP(00): 8796  AM '79  1 WHYI-FM 2 WAXY-FM 3 WINZ-AM 4 WLYF-FM 6 WQBA-AM 7 WCMO-FM 8 WGBS-AM 9 WQAM-AM 10 WIOD-AM  M-F, 6-10am 1 WHYI-FM 2 WINZ-AM 3 WQBA-AM 4 WAIA-FM 5 WLYF-FM 6 WGBS-AM	OM'79 WIOD-AM WHYI-FM WAIA-FM WINZ-AM WINZ-AM WAXY-FM WCMQ-FM WOM-AM WHYI-FM WQBA-AM WIOD-AM WIOD-AM WAIA-FM WINZ-AM	A/M '80  WHY1-FM WAIA-FM WAY-FM WLYF-FM WLYF-FM WNWS-AM WOBA-AM WOBA-AM WAIA-FM WNYS-FM WAIA-FM WAY-FM WAY-FM WAY-FM
9 WSHE-FM 10 WINZ-FM  Adults 25-54 M-S. Sam-Midnight POP(00): 8796  A/M'79 1 WHY1-FM 2 WAXY-FM 3 WINZ-AM 4 WLYF-FM 5 WAIA-FM 6 WQBA-AM 7 WCHO-FM 8 WGBS-AM 9 WOAM-AM 10 WIOD-AM  M-F, 6-10am 1 WHY1-FM 2 WINZ-AM 3 WQBA-AM 4 WAIA-FM 6 WQBS-AM 5 WINZ-AM 6 WGBS-AM 7 WCHO-AM	OM '79  WIOD-AM WHYI-FM WAIA-FM WIYF-FM WQBA-AM WINZ-AM WAWL-FM WCMQ-FM WOAM-AM  WHYI-FM WQBA-AM WIOD-AM WIOD-AM WIOD-AM WINZ-AM WIOZ-AM	AJM '80  WHYI-FM WAIA-FM WLYF-FM WLYF-FM WNJX-FM WNWS-AM WOBA-AM WOBA-AM WIN-FM WINZ-FM WINZ-FM WAIA-FM WINZ-FM WINZ-FM WOBA-AM WUYF-FM WAY-FM WOBA-AM
9 WSHE-FM 10 WINZ-FM  Adults 25-54  M-S. 6am-Midnight POP(00): 8796  A/M '79  1 WHYI-FM 2 WAXY-FM 3 WINZ-AM 4 WLY-FFM 5 WAIA-FM 6 WQBA-AM 7 WCMO-FM 8 WGBS-AM 9 WOAM-AM 10 WIOD-AM  MF. 6-10am 1 WHYI-FM 2 WINZ-AM 3 WQBA-AM 4 WAIA-FM 5 WLYF-FM 6 WGBS-AH 7 WCMO-AM 8 WAXY-FM	WOBA-FM  WIOD-AM WHYI-FM WAIA-FM WLYF-FM WOBA-AM WINZ-AM WAXY-FM WCMQ-FM WOAM-AM WIOD-AM	A/M '80  WHYI-FM WAIA-FM WLYF-FM WINZ-AM WWWL-FM WNWS-AM WOBA-AM WOAM-AM WINZ-FM WINZ-FM WOAM-AM WOAM-AM WOAM-AM
9 WSHE-FM 10 WINZ-FM  Adults 25-54 M-S. Sam-Midnight POP(00): 8796  A/M'79 1 WHY1-FM 2 WAXY-FM 3 WINZ-AM 4 WLYF-FM 5 WAIA-FM 6 WQBA-AM 7 WCMO-FM 8 WGSS-AM 9 WQAM-AM 10 WIOD-AM  M-F. 6-10am 1 WHY1-FM 2 WINZ-AM 3 WQSA-AM 4 WAIA-FM 5 WLYF-FM 6 WGBS-AM 7 WCMO-AM 8 WAXY-FM 7 WCMQ-AM 8 WAXY-FM 9 WQAM-AM	WOBA-FM  WIOD-AM WHYI-FM WAIA-FM WLYF-FM WOBA-AM WWWL-FM WCMQ-FM WOAM-AM  WHYI-FM WOBA-AM WIOD-AM WIOD-AM WIOD-AM WIOZ-AM WINZ-AM	A/M '80  WHY1-FM WAIA-FM WAY-FM WLYF-FM WINZ-AM WWWL-FM WNWS-AM WOBA-AM WOBA-AM WINZ-AM
9 WSHE-FM 10 WINZ-FM  Adults 25-54 M-S. Sam-Midnight POP(00): 8796  A/M'79 1 WHYI-FM 2 WAXY-FM 3 WINZ-AM 4 WLYF-FM 5 WAIA-FM 6 WQBA-AM 7 WCMO-FM 8 WGBS-AM 9 WOAM-AM 10 WIOD-AM  M-F, 6-10am 1 WHYI-FM 2 WINZ-AM 3 WQBA-AM 4 WAIA-FM 6 WQBS-AM 5 WINZ-AM 3 WQBA-AM 6 WINZ-AM 8 WAXY-FM 9 WQAM-AM 10 WIOD-AM	WOBA-FM  WIOD-AM WHYI-FM WAIA-FM WLYF-FM WOBA-AM WINZ-AM WAXY-FM WCMQ-FM WOAM-AM WIOD-AM	A/M '80  WHYI-FM WAIA-FM WLYF-FM WINZ-AM WWWL-FM WNWS-AM WOBA-AM WOAM-AM WINZ-FM WINZ-FM WOAM-AM WOAM-AM WOAM-AM
9 WSHE-FM 10 WINZ-FM  Adults 25-54 M-S. Sam-Midnight POP(00): 8796  A/M'79 1 WHY1-FM 2 WAXY-FM 3 WINZ-AM 4 WLYF-FM 5 WAIA-FM 6 WQBA-AM 7 WCMO-FM 8 WGSS-AM 9 WQAM-AM 10 WIOD-AM  M-F. 6-10am 1 WHY1-FM 2 WINZ-AM 3 WQSA-AM 4 WAIA-FM 5 WLYF-FM 6 WGBS-AM 7 WCMO-AM 8 WAXY-FM 7 WCMQ-AM 8 WAXY-FM 9 WQAM-AM	WOBA-FM  WIOD-AM WHYI-FM WAIA-FM WLYF-FM WOBA-AM WINZ-AM WAXY-FM WCMQ-FM WOAM-AM WIOD-AM WIOD-	WOBA-FM  A/M '80  WHYI-FM WAIA-FM WINZ-AM WWWL-FM WMJX-FM WNWS-AM WOBA-AM WOAM-AM  WHYI-FM WAIA-FM WINZ-AM WINZ-AM WOAM-AM WOAM-AM
9 WSHE-FM 10 WINZ-FM  Adults 25-54  M-S. Sam-Midnight  POP(00): 8796  A/M '79  1 WHYI-FM 2 WAXY-FM 3 WINZ-AM 4 WLYF-FM 5 WAIA-FM 6 WQBA-AM 7 WCMO-FM 8 WGBS-AM 9 WQAM-AM 10 WIOD-AM  M-F. 6-10am 1 WHYI-FM 2 WINZ-AM 3 WQBA-AM 4 WAIA-FM 6 WGBS-AH 7 WCMO-AM 8 WAY-FM 9 WQAM-AM 10 WIOD-AM  M-F. 6-10am 1 WHYI-FM 6 WGBS-AH 7 WCMO-AM 8 WAY-FM 9 WQAM-AM 10 WIOD-AM	WOBA-FM  WIOD-AM WHYI-FM WAIA-FM WLYF-FM WOBA-AM WWWL-FM WCMQ-FM WOAM-AM  WHYI-FM WOBA-AM WIOD-AM WIOD-AM WIOD-AM WIOZ-AM WINZ-AM	A/M '80  WHY1-FM WAIA-FM WAY-FM WLYF-FM WINZ-AM WWWL-FM WNWS-AM WOBA-AM WOBA-AM WINZ-AM
9 WSHE-FM 10 WINZ-FM  Adults 25-54  M-S. 6am-Midnight  POP(00): 8796  A/M'79  1 WHY1-FM 2 WAXY-FM 3 WINZ-AM 4 WLY-FFM 5 WAIA-FM 6 WQBA-AM 7 WCMO-FM 8 WGBS-AM 9 WOAM-AM 10 WIOD-AM  M-F, 6-10am  1 WHY1-FM 2 WINZ-AM 3 WQBA-AM 4 WAIA-FM 6 WGBS-AH 7 WCMQ-AM 8 WAXY-FM 9 WQAM-AM 10 WIOD-AM	WOBA-FM  WHYI-FM WAIA-FM WHYF-FM WOBA-AM WINZ-AM WAXY-FM WCMQ-FM WOAM-AM  WHYI-FM WOBA-AM WINZ-AM WINZ-FM WOBA-AM WINZ-FM WOBA-AM WINZ-FM WOBA-AM WINZ-FM WOBA-AM WINZ-AM WINZ-AM WINZ-AM WINZ-AM WINZ-AM WINZ-FM WAY-FM WAY-FM WWWL-FM WWWL-FM WWWL-FM WWWL-FM WOAM-AM WGBS-AM	WOBA-FM  WHYI-FM WAIA-FM WWL-FM WWWL-FM WWWS-AM WOBA-AM WOAM-AM WINZ-AM WINZ-AM WOWN-FM WNS-AM WOBA-AM WOAM-AM WHYI-FM WAIA-FM WOBA-AM WINZ-AM
9 WSHE-FM 10 WINZ-FM  Adults 25-54  M-S. Sam-Midnight POP(00): 8796  A/M'79  1 WHY1-FM 2 WAXY-FM 3 WINZ-AM 4 WLYF-FM 5 WAIA-FM 6 WQBA-AM 7 WCHO-FM 8 WGBS-AM 9 WQAM-AM 10 WIOD-AM  M-F, 6-10am 1 WHY1-FM 2 WINZ-AM 3 WQBA-AM 4 WAIA-FM 6 WGBS-AM 10 WIOD-AM  M-F, 6-10am 1 WHY1-FM 2 WINZ-AM 3 WQBA-AM 4 WAIA-FM 5 WLYF-FM 6 WGBS-AM 10 WIOD-AM 8 WAXY-FM 9 WQAM-AM 10 WIOD-AM	OAN '79  WIOD-AM WHYI-FM WAIA-FM WIYF-FM WOBA-AM WINZ-AM WAXY-FM WOMA-AM WINZ-AM WOMA-AM WINZ-AM WOMA-AM WIOD-AM WINZ-AM WIOD-AM WINZ-AM	WOBA-FM  A/M '80  WHY1-FM WAIA-FM WAY-FM WLYF-FM WNWS-AM WOBA-AM WOBA-AM WOAM-AM  WHY1-FM WAXY-FM WAXY-FM WAY-FM
9 WSHE-FM 10 WINZ-FM  Adults 25-54  M-S. Sam-Midnight POP(00): 8796  A/M '79  1 WHYI-FM 2 WAXY-FM 3 WINZ-AM 4 WLYF-FM 5 WAIA-FM 6 WQBA-AM 7 WCMO-FM 8 WGBS-AM 9 WQAM-AM 10 WIOD-AM  M-F. 6-10em 1 WHYI-FM 2 WINZ-AM 3 WQBA-AM 4 WAIA-FM 6 WGBS-AM 9 WQAM-AM 10 WIOD-AM  M-F. 6-10em 1 WHYI-FM 6 WGBS-AM 7 WCMO-AM 8 WAXY-FM 9 WQAM-AM 10 WIOD-AM 8 WAXY-FM 10 WIOD-AM 8 WAXY-FM 10 WIOD-AM 10 WIOD-AM 11 WHYI-FM 12 WAIA-FM 13 WAXY-FM 14 WYY-FM 15 WINZ-FM 15 WINZ-FM 16 WGBS-AM 17 WCMO-AM 18 WAXY-FM 19 WQAM-AM 10 WIOD-AM	WOBA-FM  WIOD-AM WHYI-FM WAIA-FM WLYF-FM WOBA-AM WINZ-AM WAXY-FM WWWL-FM WOMM-AM WIOD-AM	WOBA-FM  A/M '80  WHYI-FM WA IA-FM WA Y-FM WINZ-AM WWWL-FM WINS-AM WOBA-AM WOBA-AM WINZ-AM WINZ-AM WINZ-AM WOBA-AM WINZ-AM
9 WSHE-FM 10 WINZ-FM  Adults 25-54  M-S. 6am-Midnight POP(00): 8796  A/M'79  1 WHYI-FM 2 WAXY-FM 3 WINZ-AM 4 WLYF-FM 6 WQBA-AM 7 WCMO-FM 8 WGBS-AM 9 WOAM-AM 10 WIOD-AM  M-F. 6-10am  1 WHYI-FM 2 WINZ-AM 4 WALA-FM 6 WGBS-AM 9 WOAM-AM 10 WIOD-AM  M-F. 6-10am 1 WHYI-FM 2 WINZ-AM 4 WALA-FM 6 WGBS-AM 7 WCMO-AM 8 WAXY-FM 9 WQAM-AM 10 WIOO-AM 8 WAXY-FM 9 WQAM-AM 10 WIOO-AM  M-F. 3-7pm 1 WHYI-FM 2 WALA-FM 2 WALA-FM 3 WAXY-FM 4 WLYF-FM 5 WINZ-AM 6 WWWL-FM 6 WINZ-AM	WOBA-FM  WIOD-AM WHYI-FM WAIA-FM WINZ-AM WAYY-FM WCMQ-FM WOMA-AM  WHYI-FM WOBA-AM WIOD-AM WIOD	WOBA-FM  A/M '80  WHY1-FM  WAIA-FM  WLYF-FM  WLYF-FM  WWWL-FM  WWWL-FM  WWWL-FM  WOBA-AM  WOBA-AM  WAIA-FM  WAIA-FM  WAY-FM  WAY-FM  WAY-FM  WAY-FM  WAY-FM  WHYI-FM  WAY-FM  WAY-FM
9 WSHE-FM 10 WINZ-FM  Adults 25-54  M-S. Sam-Midnight POP(00): 8796  A/M'79 1 WHYI-FM 2 WAXY-FM 3 WINZ-AM 4 WLYF-FM 5 WAIA-FM 6 WQBA-AM 10 WIOD-AM  M-F. 6-10am 1 WHYI-FM 2 WINZ-AM 3 WQBA-AM 4 WAIA-FM 6 WGBS-AM 9 WOAM-AM 10 WIOD-AM  M-F. 6-10am 1 WHYI-FM 6 WGBS-AH 7 WCMO-AM 8 WAXY-FM 9 WQAM-AM 10 WIOD-AM 8 WAYY-FM 9 WQAM-AM 10 WIOD-AM 8 WAYY-FM 9 WQAM-AM 10 WIOD-AM 8 WAYY-FM 1 WHYI-FM 2 WAIA-FM 3 WAXY-FM 4 WLYF-FM 5 WINZ-AM 6 WWWL-FM 7 WCMQ-FM	WOBA-FM  ON '79  WIOD-AM WHYI-FM WAIA-FM WLYF-FM WOBA-AM WINZ-AM WAWL-FM WOMA-AM  WHYI-FM WOBA-AM WIOD-AM WINZ-AM WINZ-FM WWL-FM WWL-FM WWL-FM WWL-FM WWL-FM WWL-FM WWL-FM WOBA-AM WCBS-AM	WOBA-FM  A/M '80  WHYI-FM WAIA-FM WLYF-FM WINZ-AM WWWL-FM WNWS-AM WOBA-AM WOBA-AM WOBA-AM WYYI-FM WAIA-FM WNWS-AM
9 WSHE-FM 10 WINZ-FM  Adults 25-54  M-S. 6am-Midnight POP(00): 8796  A/M'79  1 WHYI-FM 2 WAXY-FM 3 WINZ-AM 4 WLYF-FM 6 WQBA-AM 7 WCMO-FM 8 WGBS-AM 9 WOAM-AM 10 WIOD-AM  M-F. 6-10am  1 WHYI-FM 2 WINZ-AM 4 WALA-FM 6 WGBS-AM 9 WOAM-AM 10 WIOD-AM  M-F. 6-10am 1 WHYI-FM 2 WINZ-AM 4 WALA-FM 6 WGBS-AM 7 WCMO-AM 8 WAXY-FM 9 WQAM-AM 10 WIOO-AM 8 WAXY-FM 9 WQAM-AM 10 WIOO-AM  M-F. 3-7pm 1 WHYI-FM 2 WALA-FM 2 WALA-FM 3 WAXY-FM 4 WLYF-FM 5 WINZ-AM 6 WWWL-FM 6 WINZ-AM	WOBA-FM  WIOD-AM WHYI-FM WAIA-FM WINZ-AM WAYY-FM WCMQ-FM WOMA-AM  WHYI-FM WOBA-AM WIOD-AM WIOD	WOBA-FM  A/M '80  WHY1-FM  WAIA-FM  WLYF-FM  WLYF-FM  WWWL-FM  WWWL-FM  WWWL-FM  WOBA-AM  WOBA-AM  WAIA-FM  WAIA-FM  WAY-FM  WAY-FM  WAY-FM  WAY-FM  WAY-FM  WHYI-FM  WAY-FM  WAY-FM



### Format Legend

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

# You Can Count On Us!



LIPPS, INC.
Pucker Up (NBLP 7242)
Produced by Steven Greenberg
Including the hit single—
"How Long"—NB 2303



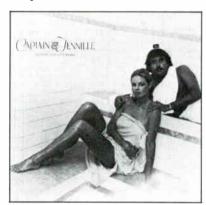
TERI DeSARIO
Caught (NBLP 7231)
Produced by Bill Purse
Executive Producer H. W. Casey
Includes the hit single—
"Caught"—NB 2297



PURE PRAIRIE LEAGUE
Firin' Up (NBLP 7212)
Produced by John Ryan for Chicago Kid Productions
Includes the hit singles"Let We Love You Tonight"—NB 2266
"I'm Almost Ready"—NB 2294



CAMED Fee! Me (CCLP 2016) Produced by Larry Blackmon for New York City Players, Inc. Includes the hit single— "Keep It Hot"—CC 3219



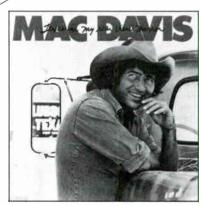
**CAPTAIN & TENNILLE Keeping Our Love Warm** (NBLP 7250) Produced by Daryl Dragon



Produced by James Newton Howard Includes the hit single-"Never Should've Started"—NB 2312



NICK GILDER
Reck America (NBLP 7243)
Produced by Nick Gilder and Ken Mansfield
Includes the hit single—
"Rock America"—NB 2310



MAC DAVIS
Texas In My Rear View Mirror (NBLP 7239)
Produced by Rick Hall
Includes the hit single—
"Texas In My Rear View Mirror"—NB 2305



PETER CRISS
Out Of Control (NBLP 7240)
Produced by David Wolfert for the
Entertainment Company, and Peter Criss
Includes the hit single—
"By Myself"—NB 2311

# CASABLANCA RECORD AND FILMWORKS







**Buy Market** 

Market

# Milwaukee

21

### A/M '80 Market Overview

Arbitron added a county formerly in the TSA to the metro (Racine County) and got back 194 diaries there this sweep. With the new metro definition. trends from previous surveys are not comparable to the numbers in this report. The A/M '80 sweep will serve as a benchmark for comparison of future sur-

Given the above disclaimer, here's what the book had to say. In 18-34 demos. Hearst's WISN and WLPX were tops. WLPX, an AOR, garnered a 13 share this time, while WISN's Pop/Adult sound earned an 18-34 share just under 11. WLPX, the

the most improvement for WBCS-FM. Ad expenditures were totally in TV, with a larger budget than previously. On-air there was a new personality in the midday shift and many music changes were made. Much of the pop music was taken out of the playlist, the clocks were redone, and a stress was put on quarter-hour maintenance.

Pop/Adult fixture WTMJ continues to lead the 25-54 bracket. The station is the sports leader in town, with Brewers baseball in the spring reinforcing that position. WTMJ maintained its mid-14 share this sweep, while Beautiful Music WEZW, WISN, and WBCS-FM followed closely in double digits. WTMJ and WEZW skewed better 35+ while WISN and WBCS-FM scored well in the 25-44 demos.

One station worth mentioning that did not enjoy a good book worth is WOKY. Although the station advertised on TV, newspapers, and billboards and its overall may have he metro, trong sig-

WEAN   15.9   WINJ-AM   15.3   WINJ-AM(PA)  15.0   MF,3-7pm	viou	us book o I bumper s The big n	n bus ticker nover	ed AOR, sp board adv s in a coord was Coun 0%. The fe	ertising dinated try <b>W</b> E	g, and used dicampaign BCS-FM, v	ed TV n. whose	used the "Magic share dropped & been the addition since WOKY rep nal into that part	55%. Part of the on of Racine co portedly does no	problem may
MAY									WOKY-AM	WIPY-FM
AMY 79										
1 MINJ-AM 15.9 MINJ-AM 15.1 VINI-AMMAD 5.0 2 WIZEL-FM 10.7 WIZEL-FM 10.7 WIZEL-FM 10.7 3 WISE-AMM 10.7 WIZEL-FM 10.1 WISE-AMMAD 5.0 3 WISE-AMM 10.7 WIZEL-FM 10.1 WISE-AMMAD 5.0 3 WIZEL-FM 5.6 WIZEL-FM 10.1 WISE-AMMAD 5.0 4 WIZEL-FM 5.6 WIZEL-FM 10.2 WIZEL-FM 10.7 4 WIZEL-FM 5.6 WIZEL-FM 5.1 WIZEL-FM 10.7 5 WIZEL-FM 5.6 WIZEL-FM 5.1 WIZEL-FM 10.7 6 WIZEL-FM 5.6 WIZEL-FM 5.1 WIZEL-FM 10.7 1 WIZEL-FM 5.6 WIZEL-FM 5.1 WIZEL-FM 5.7 1 WIZEL-FM 5.7 WIZEL-FM 5.7 WI				O/N '79		A/M4 180		3 W1,PX-FM		WKTI-FM
2 DISSA-FM 12.5 DISSA-AM 10.7 DEZU-FMINDIZ.O 1 1 M2CU-FM VETT-FM WITH 10.3 DISSA-AMPMOLO. 1 2 MOKY-AM WITH 10.7 WITH	1		15.9		15.3		PA) 1.5.0	M-F, 3-7pm		
1 NISN-AM 10.7 VEXU-FM 10.1 VEXU-FM 10.1 VEXI-FM 10.2 VEXU-FM 10.7 VEXU-FM 17.2 VEXT-FM 12.1 VEXT-FM 17.2 VEXT-FM 17.2 VEXT-FM 17.2 VEXT-FM 17.3 VEXT-FM 17.3 VEXT-FM 17.3 VEXT-FM 17.3 VEXT-FM 17.4 VEX								1 WZUU-FM	W L P X - F M	WLPX-FM
5 MURY—FM 7.1 MORY—AM 7.2 MURY—FM 0.7.2 MURY—FM 0.7.2 MURY—FM 0.7.2 MURY—FM 0.1.7 MORY—AM 0.1.7 MURY—FM 0.1.7 MURY	3	WISN-AM	10.7			WISN-AMP	PA)10.3		WZUU-FM	WKTI-FM
6 MOKY-AM 6 -6 -6 1 W2CS-FM 7.1 W2DU-FM M 4.0 W2DU-FM M 3.5 MOKY-AM 6 -6 1 W2DU-FM 3.6 MOFM-FM 3.6 MOFM-FM 3.6 MOFM-FM 3.6 MOFM-FM 3.6 MOFM-FM 4.2 W2DU-FM M 9.2 MOKY-AM 9.1 M				WLP X-FM	8 - 1			3 WLPX-FM	WOKY-AM	WRKR-FM
7 MCSCS-FM 6.1 W2UU-FM 3.7 WCFM-FM 4.4 WCFM-FM 3.7 WCFM-FM 3.6 WCFM-FM 3.6 WCFM-FM 3.7 WCF								Adults 18-34		
## NOTH-FM 3.6 NOTH-FM 3.4 NOTH-FM 3.1 NOT								M-S, 6am-Midnight		
9 WITH FP 2.8 WKT1-FN 3.8 WKT1-FN 3.3 MKT1-FN 3.3 MKT1								POP(00): 4731		
10 MEMP-AM 2.1 WENN-FM 2.3 WENN-FM 02.9 MENS-AM 1.2 WILEN-FM MILEN-FM MILEN								A/M '79	O/N '79	A/M '80
11 METI-FR 1.9 MAJU-FM 2.3 MUNT-FM 0.23 MUNT-FM 0.23 MUNT-FM 0.25 MUNT	10	WEMP-AM						1 WLPX-FM	WLPX-FM	
13 MILUM-FM 1.6 WZUU-FM WZUU-F	11	WKTI-FM	1 - 9		2.3	WLUM-FM	(B) 2.7		WISN-AM	
14 MERM-AN 1.5 WILVE-FM 1.8 W.XLY-FM MM0 1.9 5 MEZU-FM WITHJ-AN WOFN-FM 1.15 WERS-AN 1.5 WERM-AN 1.6 WARV-FM 1.2 WERW-FM 1.3 WERV-FM 1.5 WERV-FM 1.7 WERV-FM WERV-										WBCS-FM
15 MBECS-AM 1.5 WBBH-AM 1.6 WAQ-AM 00 1.7 17 WADW-FR 1.4 WAQ-AM 1.3 WAW-AM 00 1.7 17 WADW-FR 1.4 WAQ-AM 1.3 WAW-AM 00 1.7 18 WADW-FR 1.4 WAQ-AM 1.3 WAW-AM 00 1.7 19 WALD-AM 1.7 WARW-FR 1.2 WEMP-AM 00 1.2 19 WALQ-AM 1.0 WAQ-AM 1.2 WEMP-AM 00 1.2 21 WAQ-AM 0.9 WAW-AM 0.9 WAW-AM 00 1.0 22 WARW-AM 0.9 WAW-AM 0.9 WAW-AM 0.9 WAW-AM 00 1.0 24 WARW-AM 0.9 WAW-AM 0.7 WZUU-AM 00 1.0 25 WIND-AM 0.7 WZUU-AM 0.7 WZUU-AM 00 1.0 26 WIND-AM 0.7 WZUU-AM 0.7 WZUU-AM 00 1.0 26 WIND-AM 0.7 WZUU-AM 0.9 WAW-AM 0.8 26 WIND-AM 0.7 WZUU-AM 0.6 WAW-AM 0.8 27 WZUU-AM WAW-AM 0.8 WAW-AM 0.8 28 WIND-AM 0.9 WAW-AM 0.4 WAW-AM 0.6 WAW-AM 0.6 30 WIND-AM 0.3 WIND-AM 0.4 WAW-AM 0.6 31 WIND-AM 0.3 WIND-AM 0.4 WAW-AM 0.6 31 WIND-AM 0.3 WIND-AM 0.8 WAW-AM 0.6 31 WIND-AM 0.1 WIND-AM 0.8 WAW-AM 0.6 31 WIND-AM 0.4 WIND-AM 0.8 WAW-AM 0.6 31 WIND-AM 0.4 WIND-AM 0.8 WAW-AM 0.6 31 WIND-AM 0.8 WAW-AM 0.8										
16 MERV-FM 1.4 WERP-AM 1.5 MINU-FM 0.1 MINU-FM 0.1 MINU-AM 0.1 MESS-FM WEXT-FM 1.6 WINU-AM 1.2 MERV-FM 1.2 WEXN-AM 0.1 MESS-FM WEXT-FM										
17   NIND NET   1   2   NIAQ - AM   1   3   NAVA - AM   10   1   3     18   NINO Y - AM   1   2   UER N - AM   10   1   2     19   WYLO - AM   1   1   MINO Y - AM   1   2   WERP - AM   10   2   WERP - AM   10   1   2     10   WILL P M   WEZU - FM   1   2   WERP - AM   10   1   2     11   WILL P M   WEZU - FM   1   2   WERP - AM   10   1   2     12   WIRL P AM   1   0   WERP - AM   10   0   WERP - AM   10   1   2     13   WIRL P M   1   0   WERP - AM   10   0   WERP - AM   10   1   2     14   WIRL P M   1   0   WERP - AM   10   0   WEZU - FM   10   0     15   WEZU - FM   10   WEZU - FM   10   0   0     16   WEZU - FM   10   WEZU - AM   10   0   0     16   WEZU - FM   10   WEZU - AM   10   0   0     17   WEZU - AM   10   WEZU - AM   10   0   0     18   WEZU - FM   10   WEZU - AM   10   0   0     18   WEZU - FM   10   WEZU - AM   10   0   0     18   WEZU - FM   10   WEZU - AM   10   0   0     18   WEZU - FM   10   WEZU - AM   10   0   0     18   WEZU - FM   10   WEZU - AM   10   0   0     18   WEZU - FM   10   WEZU - AM   10   0   0     18   WEZU - FM   10   WEZU - AM   10   WEZU - FM   10   WEZU - FM   WE										
18 W NOV-AM 1-1 WOV-AM 1-2 WEND-AM 60 1-2 19 WYLO-AM 60 1-2 19 WYLO-AM 1-1 WOV-AM 1-2 WEND-AM 60 1-2 10 WIND-AM 1-1 WOV-AM 1-2 WEND-AM 60 1-2 10 WEND-AM 60 1-2 12 WIND-AM 1-0 WEND-AM 60 1-2 12 WEND-AM 61 1-2 WEND-AM 61 WEND-AM 61 1-2 WEND-AM 61 W										
2 0 M C AM 1.0 M L D AM 1.0 W S BM AN 10 1.2 L MAN 2 AM 1.0 L C AM 0.9 W S KY - FY MOY AL MO 1.2 L WAN 2 AM 1.0 W C AM 0.9 W C AM 0.	18									
2   UNA O-AM   0-9   WAKFEPM   0-9   WAKFEPM   0-1   2   VARVA-AM   0-9   WAWA-AM   0-8   WAWA								10 WLUM-FM	WLUM-FM	WEZW-FM
2 2 UBKY-AM 0 -9 UBKH-PM 0 -9 MOV-AM 0 1.0 2 1 UBKY-AM 0 -9 UBKH-PM 0 1.0 2 U UBKY-AM 0 -9 UBKH-PM 0 1.0 3 U UBY-AM 0 1.0 3 UBY-AM 0 1.0 4 UBLX-FM UBLX-FM UBLX-FM 0 1.0 5 W OFN-FM UTMJ-AM UBCS-FM UFM-AM 0 1.0 5 W OFN-FM UMAJ-AM UDKY-AM 0 1.0 5 W OFN-FM UMAJ-AM UDKY-AM 0 1.0 6 W MIND-AM 0 1.0 6 W MIND-AM 0 1.0 7 W BEW-AM								M-F, 6-10am		
2 3 MANA-AM 0.9 MANA-AM 0.8 MON - AM PON 0.9 2 4 WERK-FM 0.8 MUNU-FM 0.6 2 5 WITKH-FM 0.8 MUNU-FM 0.6 2 MITKH-FM 0.8 MUNU-FM 0.6 3 WITKH-FM 0.7 MEW-AM 0.8 2 WITKH-FM 0.7 MEW-AM 0.8 2 WITKH-FM 0.7 MEW-AM 0.8 3 WINC-AM 0.7 MUNU-FM 0.5 3 WINC-AM 0.7 MUNU-FM 0.5 3 WINC-AM 0.7 MUNU-FM 0.5 3 WINC-AM 0.7 MUNU-FM 0.6 3 WINC-AM 0.7 MUNU-FM M									WZUU-FM	WZUU-FM
24 KRRF-FM 0.8 WYLO-AM 0.7 WZUU-AM 60 0.9 25 WTKH-FM 0.8 WWL-FM 0.6 WYKH-FM 60 0.7 26 WIND-AM 0.4 WYLO-AK 60 0.7 27 WLS -AN 0.4 WYLO-AK 60 0.7 28 WTKH-AM 0.3 WTKH-FM 0.8 29 WRR-AM 0.3 WTKH-AM 0.1 20 WRR-AM 0.3 WTKH-AM 0.1 21 WTKH-AM 0.3 WTKH-AM 0.1 21 WTKH-AM 0.3 WTKH-AM 0.1 22 WRRR-AM 0.3 WTKH-AM 0.1 23 WTKH-AM 0.3 WTKH-AM 0.1 24 WRR-AM 0.3 WTKH-AM 0.1 25 WRW-AM 60 0.5 26 WIND-AM 0.5 26 WTH-AM 0.3 WTKH-AM 0.1 27 WRS-FM WRTI-FM WLU-AM WEZU-FM WLU-FM WES-FM WLU-AM WLU-FM WES-FM WLU-FM WES-FM WLU-AM WLU-FM WES-FM WLU-FM WEZU-FM WLU-FM WRI-FM WLU-FM WEZU-FM WLU-FM WRI-FM WRI-FM WLU-FM WRI-FM W										
25 UTKH-FM 0.7 MENU-AM 0.6 UTKH-FM 0.8 C) R 26 UTKH-AM 0.7 MENU-AM 0.7 MYLD-AM 00 0.6 27 UTKS -AM 0.4 MTKM-FM 0.3 UTKH-AM 00 0.6 28 UTKH-AM 0.3 MTKM-AM 0.1 MTKM-AM 0.1 MTKM-AM 00 0.6 29 UTKB-AM 0.3 MTKM-AM 0.1 MTKM-AM 0.1 MTKM-AM 0.1 MTKM-AM 0.1 MTKM-AM 0.1 MTKM-AM 0.2 30 UTKB-AM 0.1 WTKM-AM 0.1 MTKM-AM 0.1 MTKM-AM 0.2 31 UTKB-AM 0.1 WTKM-AM 0.2 MTKM-AM 0.1 MTKM-AM 0.2 31 UTKB-AM 0.1 WTKM-AM 0.2 MTKM-AM 0.2 31 UTKB-AM 0.1 WTKM-AM 0.2 MTKM-AM 0.2 31 WTKM-AM 0.2 MTKM-AM 0.2 MTKM-AM 0.2 31 WTKM-AM 0.2 MTKM-AM 0.3 32 UU-FM 0.6 MTM-FM WEZU-FM MTM-AM WEZU-FM MTM-AM WEZU-FM WEZU-FM MTM-AM WEZU-FM W										
27 MIND-AM 0.7 MBKV-AM 0.4 MYLD-AK MG 0.7 MIND-AM 0.6 MIND-AM 0.6 MIND-AM 0.7 MIND-AM 0.1 MIND-AM 0.6 MIND-AM 0.7 MIND-AM 0.6 MIND-AM 0.7 MIND-AM 0.6 MIND-AM 0.7	2 5	WTKM-FM	0.8							
2 M US -AM 0.4 WTKM-AM 0.1 WTKM-AM 0.2 WTK										
1										
30 WBRV-AM PAD 0.4 31 WTKH-AM PAD 0.4 4 WTKH			0.3	WTKM-AM	0.1					WKTI-FM
AVERAGE PERSONS Trends/Rankings Total 12+  MKS. Sam-Midnight POP(00): 13224  AMM 79  ON 79  ON 79  AMM 80  I UTMJ-AM 304 WTMJ-AM 285 WTMJ-AM 338 2 WEZW-FM WEZW-FM 19 WISN-AM 232 4 WZTU-FN 136 WOKY-AM 19 WEZW-FM 271 5 WIZTU-FN 138 WLFX-FM 150 WBCS-FM 195 5 WIFX-FM 136 WOKY-AM 133 WLFX-FM 162 6 WOKY-AM 127 WBCS-FM 132 WZTU-FM 89 9 WFMR-FM 53 WKTI-FM 71 WKTI-FM 74 10 WEMP-AM 41 WFMR-FM 82 WFMR-FM 66  MF. 6-10am  MF. 7-70am  MF. 6-10am  MF. 6-10am  MF. 7-70am  MF. 6-10am  MF. 7-70am  MF. 7-70am  MF. 7-70am  MF. 8-70am  M		WKKK-WH								
### Average Persons Trends/Rankings  Total 12+  ### Ms. Sam-Midnight  POP(00): 1324  ### Am '79    MTMJ-AM 304 MTMJ-AM 275 MTMJ-AM 338									WEZW-FM	WLUM-FM
TOTALITET  MS. Sam-Midnight  POP(OD): 13224  AM*79  ON'79  AM*80  1 WTMJ-AM 304 WTMJ-AM 2FS WTMJ-AM 33R WEZW-FM WEXW-FM WEXW-F										
Total 12 +		Average	Pers	sons Trei	nds/R	ankings				
MS, 6am-Midnight	T-4-1	_								
POP(OO): 13224										
AM '79 ON '79 AM '80 7 THIS - AM '20		-	,							
1 MTMJ-AM 304 MTMJ-AM 285 WTMJ-AM 33R WBCS-FM WTMJ-AM MOKY-AM WTMJ-AM	rur(		4					6 WOFM-FM		
2 WEZW-FM 240 WISN-AM 199 WEZW-FM 271 3 WISN-AM 24 WEZW-FM 191 WISN-AM 232 WEZW-FM 138 WLPX-FM 150 WBCS-FM 195 WISN-AM 240 WEZW-FM 160 WBCS-FM 195 WBCS-FM 170 WEZW-FM 180 WGY-AM 137 WLPX-FM 180 WGY-AM 180 WGY-									WOKY-AM	WLUM-FM
3 MISN-AM 204 MEZW-FM 191 WISN-AM 232 4 WZUU-FM 138 WLPX-FM 150 WBCS-FH 195 5 WLPX-FH 136 WOKY-AM 133 WLPX-FM 162 6 WOKY-AM 127 WBCS-FM 132 WZUU-FM 89 7 WBCS-FM 117 WZUU-FM 95 8 WOFM-FM 69 WCFM-FM 81 WOKY-AM 76 10 WEMP-AM 41 WFMR-FM 42 WFMR-FM 66 MF.6-10am HF.6-10am WH. WTMJ-AM WTMJ-AM WTMJ-AM WISN-AM WEZW-FM WOKY-AM WOKY-AM WOKY-AM WOFM-FM WOWN-AM WOFM-FM WOWN-AM WOFM-FM WOWN-AM WEZW-FM WISN-AM WISN-AM WISN-AM WOFM-FM WOWN-AM WOFM-FM WOWN-AM WOFM-FM WOWN-AM										
4 WZUU-FN 136 WOKY-AM 133 WLPX-FN 150 WBCS-FN 195 5 WLPX-FN 136 WOKY-AM 133 WLPX-FN 162 6 WOKY-AM 127 WBCS-FN 132 WZUU-FN 89 7 WBCS-FM 117 WZUU-FN 95 WQFM-FN 83 WOFM-FM 69 WGFM-FN 81 WKT1-FN 74 10 WEMP-AM 41 WFMR-FM 42 WFMR-FM 66  MF.6-10am  MF.6-10am 1 WTMJ-AM WTMJ-AM WTMJ-AM 2 WEZW-FM WBCS-FM WBCS-F										
5 MLPX-FM 136 MOKY-AM 137 WLPX-FM 162 MCS-FM 127 WBCS-FM 132 WZUU-FM 89 7 WBCS-FM 117 WZUU-FM 95 WQFM-FM 83 WGFM-FM 69 WGFM-FM 81 WGKY-AM 76 9 WGFM-FM 81 WGKY-AM 76 10 WEMP-AM 41 WFMR-FM 42 WFMR-FM 66 WGFM-FM 42 WFMR-FM 66 WGFM-FM 42 WFMR-FM 66 WGFM-FM 42 WFMR-FM 66 WGFM-FM WGFM-FM 42 WFMR-FM 66 WGFM-FM WGFM-	_							10 42011 111	MEOM-14	WEZW-FM
								Adults 25-54		
8   WOFM-FM   69   WOFM-FM   76   WKTI-FM   74   WTMJ-AM   WTMJ-AM   WTMJ-AM   WEZW-FM   WISN-AM   WEZW-FM   WOKY-AM   WEZW-FM   WISN-AM   WIDN-FM   WIDN-						WZUU-FM				
9 WFMR-FM 53 WKTI-FM 71 WKTI-FM 74 10 WEMP-AM 41 WFMR-FM 42 WFMR-FM 66 20 WEMP-AM 41 WFMR-FM 42 WFMR-FM 66 21 WTMJ-AM WTMJ-AM WTMJ-AM WEZW-FM WISN-AM WEZW-FM WISN-AM WEZW-FM WBCS-FM WBCW-AM WEZW-FM WBCS-FM WBCW-AM WBCW-AM WBCW-FM WBCS-FM WBCW-FM WBCW-FM WBCS-AM WBCW-FM WBCS-AM WBCW-FM WBCS-AM WBCW-FM WBCS-FM WBCS-FM WBCW-FM WBCS-FM WBCS-FM WBCW-FM WBCS-FM WBCS-FM WBCS-FM WBCS-FM WBCW-FM WBCS-FM WBCW-FM WBCS-FM								POP(00): 6276		
10 WEMP-AM 41 WFMR-FM 42 WFMR-FM 66    WFMS-AM   WFMS-AM   WFMS-AM   WEZW-FM   WISN-AM   WEZW-FM   WISN-AM   WEZW-FM   WISN-AM   WEZW-FM   WISN-AM   WEZW-FM   WISN-AM   WEZW-FM   WEZW-FM								A/M '79	O/N '79	A/M '80
MF, 6-10am									MA-LMTW	MA-LMTW
WTMJ-AM				WITH THE	42	WITH IN				
				LITM 1 - AM		UTM I - AM				
3										
4 MOKY-AM WEZW-FM WZUU-FM 8 WLPX-FM WZUU-FM 8 WLPX-FM WKTI-FM WBCS-FM WZUU-FM 8 WLPX-FM WKTI-FM WBCS-FM WZUU-FM 8 WLPX-FM WFMR-FM WLPX-FM WFMR-FM WLPX-FM WFMR-FM WLPX-FM WTMT-FM WTMT-AM WTMT										
6 WBCS-FM         WZ UU-FM         WOKY-AM         9 WQFM-FM         WFMR-FM         WLPX-FM           7 WLPX-FM         WLPX-FM         WLPX-FM         10 WBCS-AM         WZUU-AM         WKTI-FM           9 WZUU-AM         WKTI-FM         WKJN-AM         MFM-610am         WTMJ-AM         WSCS-FM         WEZW-FM         WBCS-FM         WEZW-FM         WBCS-FM         WEZW-FM         WBCS-FM         WEZW-FM         WGCY-AM										WZUU-FM
The content of the									WKTI-FM	
B WQFM-FM										
9 MZUU-AM MKTI-FM MRJN-AM 1 MTMJ-AM MTMJ-AM MISN-AM WISN-AM WISN-AM WISN-AM MISN-AM WISN-AM WEX-FM WISN-AM GWEY-AM WZUU-FM WZUU-FM WZUU-FM WZUU-FM WZUU-FM WZUU-FM WZUU-AM WZUU-FM WZUU-									WZUU-AM	WKTI-FM
10 WEMP-AM WZ 9U-AM WOFM-FM 1 WTMJ-AM WTMJ-AM WISN-AM MF,3-7pm 2 WISN-AM WISN-AM WISN-AM WISN-AM WISN-AM WISN-AM WISN-AM WESW-FM WEZW-FM WEZW-FM WEZW-FM WEZW-FM WEZW-FM WISN-AM WOKY-AM WOFM-FM WZ 9W-FM WZ 9W-FM WISN-AM WOKY-AM WOFM-FM WISN-AM WIS										
M-F, 3-7pm    WISN-AM										
1 WTMJ-AM WTMJ-AM WTMJ-AM 4 WOKY-AM WOKY-AM WEZW-FM 2 WEZW-FM WEZW-FM WEZW-FM WEZW-FM WEZW-FM WEZW-FM WOKY-AM WEZW-FM WOKY-AM WLPX-FM WISN-AM 6 WEZW-FM WZUU-FM WBCS-FM WZUU-FM WBCS-FM WLPX-FM WBCS-AM WBCS-FM WBCS-AM WBCS-AM WBCS-AM WBCS-AM WBCS-AM WBCS-AM WBCS-AM WBCS-FM WBCS-AM WBCS-AM WBCS-AM WBCS-AM WBCS-AM WBCS-AM WBCS-AM WBCS-FM WBCS-AM WBCS-A										
2 WEZW-FM WEZW-FM WEZW-FM 5 WBCS-FM WEZW-FM WOKY-AM 3 WISN-AM WLPX-FM WISN-AM 6 WEZW-FM WZUU-FM WZUU-FM 4 WLPX-FM WISN-AM WBCS-FM 7 WFMR-FM WGW-FM WBCS-FM 5 WZUU-FM WBCS-FM WLPX-FM 8 WZUU-AM WZUU-AM WRJN-AM 6 WOKY-AM WOKY-AM WOFM-FM 9 WOFM-FM WKTI-FM WLPX-FM 7 WBCS-FM WZUU-FM 10 WBCS-AM WBCS-AM WFMR-FM 8 WQFM-FM WQFM-FM WZUU-FM 10 WBCS-AM WBCS-AM WFMR-FM 10 WEMP-AM WTTI-FM WKTI-FM 1 WTMJ-AM WTMJ-AM WTMJ-AM 10 WEMP-AM WFMR-FM WOKY-AM 2 WEZW-FM WEZW-FM WEZW-FM WEZW-FM WEZW-FM WEZW-FM WEZW-FM WBCS-FM WISN-AM WBCS-FM WBCS-FM		•		WTM I - AM		WTM.I-AM				
3										
S WZ UU - FM	3	WISN-AM				WISN-AM			WZUU-FM	
6 WOKY-AM WOKY-AM WOFM-FM 10 WBCS-AM WKTI-FM WLPX-FM 8 WQFM-FM WZUU-FM WLUM-FM 10 WBCS-AM WFMR-FM 9 WFMR-FM WKTI-FM WKTI-FM 1 WTMJ-AM WTMJ-AM 10 WEMP-AM WFMR-FM WCW-FM WEZW-FM WEZW-FM WEZW-FM WEZW-FM WEZW-FM WEZW-FM WEZW-FM WEZW-FM WS.6am-Midnight 4 WBCS-FM WRCS-FM WISN-AM WOKY-AM WOKY-AM WBCS-AM MOKY-AM WOKY-AM WBCS-FM WRCS-FM WISN-AM WISN-AM WOKY-AM WBCS-FM WOKY-AM WBCS-AM WOKY-AM WOKY-AM WBCS-FM WOKY-AM WISN-AM WISN-AM WISN-AM WOKY-AM WISN-AM WISN								7 WFMR+FM	WQFM-FM	WBCS-AM
7 WBCS-FM										
8   WQFM-FM   WQFM-FM   WZUU-FM   MF,3-7pm     WTMJ-AM   WTMJ-AM   WTMJ-AM   UTMJ-AM   WTMJ-AM   UTMJ-AM   WZW-FM   WZ										
9 WFMR-FM WKTI-FM WKTI-FM WKTI-FM WTMJ-AM WTMJ-AM WTMJ-AM 10 WFMR-FM WFMR-FM WOKY-AM 2 WEZW-FM WEZW-FM WEZW-FM WEZW-FM WEZW-FM WEZW-FM WEZW-FM WFMR-FM WOKY-AM WFMR-FM									WBCS-AM	WFMR-FM
10 WEMP-AM WFMR-FM WOKY-AM 2 WEZW-FM WINJ-AM W									11774	
Teens										
MS. 6am-Midnight         4         WBCS-FM         WRCS-FM         WISN-AM           POP(00):         1776         5         WOKY-AM         WOKY-AM         WBCS-AM           AMM'79         O/N '79         A/M'80         6         WZUU-FM         WZUU-FM         WGFM-FM         WOKY-AM           1         WZUU-FM         WLPX-FM         WGFM-FM         WGKY-AM         WLPX-FM         WFM-FM         WFM-FM         WFM-FM         WLPX-FM           2         WLPX-FM         WGKY-AM         WKTI-FM         9         WEMP-AM         WKTI-FM         WZUU-FM										
POP(00):         1776         5 WOKY-AM         WOKY-AM         WBCS-AM           A/M'79         O/N'79         A/M'80         7 WLPX-FM         WLPX-FM         WCY-AM         WCY-AM           1 WZ!UU-FM         WLPX-FM         WLPX-FM         WFMR-FM         WCY-AM         WLPX-FM           2 WLPX-FM         WOKY-AM         WKTI-FM         9 WEMP-AM         WKTI-FM         WZUU-FM										
AM '79 ON '79 AM '80 6 WZUU-FM WZUU-FM WFMR-FM 1 WZUU-FM WLPX-FM WLPX-FM B WFMR-FM WCKY-AM 2 WLPX-FM WOKY-AM WKTI-FM 9 WEMP-AM WKTI-FM WZUU-FM		•						5 WOKY-AM	WOKY-AM	
1 WZUU-FM WLPX-FM WLPX-FM 8 WFMR-FM WFMR-FM WLPX-FM 2 WLPX-FM WKTI-FM WKTI-FM WZUU-FM	٠. ( ۱			O/N '79		A/84 '90				
2 WLPX-FM WOKY-AM WKTI-FM 9 WEMP-AM WKTI-FM WZUU-FM	1									
A DAME IN THE PARTY OF THE PART										

### Total 12+ M-S, 6am-Midnight POP(00): 13224 A/M '79 WA-LMTW 4347 WTM.I-AM WA-LMTW WISN-AM WISN-AM WISN-AM WOKY-AM 2888 WOKY-AM 2863 WEZW-FM WEZW-FM WLPX-FM WZUU-FM 2383 WI.PX-FM 2176 WZ 1111 - F.M 2016 WZTTE-EM WBCS-FM WOFM-FM WBCS-FM WKTI-FM WKT1-FM 1150 WKTI-FM WOFM-FM 10 WNUW-FM WTM.I-AM WITH I - AM WTMJ-AM WISN-AM WISN-AM WOKY-AM WISN-AM WORY-AM WEZW-EM WZUU-FM WEZW-FM WLPX-FM WZUU-FM WLPX-FM WILP X-FM WZUU-FM WKTI-FM WBCS~FM WBC S-FM WOFM-FM WBCS-AM 10 WEMP-AM MZ IIII - AM M-F, 3-7pm 1 WTMJ~AM WISN-AM WLPX-FM WEZW-FM WISN-AM WEZW-FM 2 WISN-AM WI.PX-FM WBCS-FM WOKY-AM 5 WEZW-EM WOKY-AM WLPX-FM WBCS-FM WBCS-FM WZUU-FM WZ HU - FM WQFM-FM WKTI-FM 8 WOEM-EM WOFM-FM 10 WNUW-FM WBCS-AM Teens M-S, 6am-Midnight POP(00): 1776 A/M '79 O/N '79 A/M '80 WZ DU - FM WLPX-FM WOKY-AM WLPX-FM WOKY-AM 3 WOKY-AM WZ UU - FM WKTI-FM M-F 6-10am 2 WOKY-AM WOKY-AM 3 WLPX-FM WOKY-AM M-F, 3-7pm 1 WZUU-FM WI.PX-FM WOKY-AM WLPX-FM WOKY-AM WZUU-FM WKTI~FM WRKR-FM Adults 18-34 M-S, 6am-Midnight POP(00): 4731 A/M '79 O/N '79 WZUU-FM WLPX-FM WZ HD - FM WI.PX-FM WISN-AM WLPX-FM WOKY-AM WISN-AM WIMJ -AM WISN-AM WOKY-AM WKTI-FM WOKY-AM WZUU-FM 5 WTM.I-AM WTM.J -AM WQFM-FM WKTI-FM WKTI-FM WOFM-FM WBCS-FM WLUM-FM URCS - FM WZUU-AM 10 WEZW-FM WBCS-FM WNUW-FM M-F. 6am-10am WZUU-FM WZUU-FM WLPX-FM WOFM-FM WISN-AM 3 WOKY-AM WISN-AM WQFM-FM WOKY-AM WBCS-FM WKTI-FM WTMJ-AM WQFM-FM WIMJ-AM WIMJ-AM WBCS-FM WKTI-FM WZ UU - AM WZ UU-AM WI.UM-EM 10 WEZW-FM M-F, 3-7pm WI.PX-FM WLPX-FM W7 1111 - FM WQFM-FM WISN-AM WISN-AM WZUU-FM WZ UU - FM WIMJ-AM WOKY-AM WKTI-FM WQFM-FM WQKY-AM WBCS-FM WOFM~FM WTMJ-AM WKTI-FM WBCS-FM WKTI-FM WZUU-AM WLUM-FM Adults 25-54 POP(00): 6276 A/M '79 O/N '79 A/M '80 WTMJ-AM WISN-AM WTMJ-AM WISN-AM WIMJ-AM WOKY-AM WOKY-AM WEZW-FM WBCS-FM WOKY-AM WEZW-FM WEZW-FM WZUU-FM WBCS-FM WZUU-FM WZUU-FM WKTI-FM WBCS-AM WLPX-FM WKTI-FM WLPX-FM WI.PX-FM WOFM-FM 10 WOFM-FM WFMR-FM M-F, 6-10am WISN-AM WA-LMTW WTMJ-AM WISN-AM WOKY-AM WBCS-FM WIMI-AM WOKY-AM WZUU-FM WBCS-FM WEZW-FM WEZW-FM WZUU-FM WEZW-FM WOKY-AM WBCS-FM WLPX-FM WZUU-FM WBCS-AM WOFM-FM WB CS-AM WEMP-AM WLPX-FM WKTI-FM WMAQ-AM

Cume Persons Trends/Rankings

10 BEYCH,

IN WITMONKEE... INBOEI CBONDS

46-81 SIJUAA

sulg-25 SIJUGA

OF CONBSEI

Represented by Mark

# Minneapolis-St. Paul

METRO RANK

(15)

### A/M '80 Market Overview

Legendary **WCCO** had a stable book this spring, level with the "Strike Book" that hit in the O/N '79 survey. However, the station was down significantly from its showing in A/M '79. Stations with the healthy increases this sweep included Country **WDGY** and P/A **WLOL**.

WCCO remained strong with persons 25+, and led the 25-54 demos with a 20 share. However, that figure, dominant as it is, was down from its near-24 share in O/N '79. Stations like WDGY may be nibbling into the 25-54 audience enough to cut WCCO's share down to almost believable size.

WDGY was up 37% in the 25-54 cell this book, scoring better than ever before with a 10 share. Much of the credit may go to the station's new PD, who changed some on-air aspects. A new midday personality was hired, more oldies were played, and more crossover music was aired.

The only other station to land in double digits in the 25·54 bracket was KSTP-FM, second among 25-54's with just over a 10 share, and second overall in the market. Down about one share in the 25-54 cell, KSTP-FM scored well too 18-34 with a mid-14 share. KSTP-FM's 18-34 share slipped too, but the station still led this category. KSTP-FM is a very promotion and visibility-minded station, using a multimedia ad campaign mixing TV commercials, plus busboards, outdoor boards, and some newspaper ads.

A close second to KSTP-FM in the young adult target was AOR KQRS-AM-FM. Fully simulcast, the stations combined for a 14 share of the 18-34's, using the Superstars format. TV commercials were used to keep the stations visible in the marketplace.

Other successful stations deserving of mention included two Pop/Adults, WLOL and WWTC. WLOL surged, adding more than five shares to score an 8 in the 18-34 battle. WWTC, which spent about \$10,000 on TV advertising for the book, continued its rise by adding to its male audience, tying WLOL in the 18-34 derby with an 8 share.

### Average Persons 12+ Share Trends Monday-Sunday, 8mm-Midnight

POP	(00): 169	149				
	A/M '79		O/N '79		08' M/A	
1	WCCO-AM	30.4	WC CO-AM	22.4	WCCO-AM (PA)	22.5
2	KQRS-FM	6.7	KSTP-FM	10.4	KSTP-FM (M)	9 - 5
3	KSTP-FM	6.1	KQRS-FM	8.7	KQRS-FM (A)	7.3
4	WAYL-FM	5.9	KEE Y-FM	7.1	WDGY-AM (C)	7.1
5	KEEY-FM	5.9	WDGY-AM	6.6	WAYL-FM (800)	4.9
6	WCCO-FM	5.8	WCCO-FM	4.9	WLOL-FM (A)	4.9
7	WDGY-AM	5.7	WAYL-FM	4.9	KST P-AM (PA)	4.5
8	KDWB-AM	5.0	K ST P-AM	4.2	WCCO-FM (PA)	4.4
9	KSTP-AM	3.3	KDWB-AM	3.5	KEEY-FM (800)	4.3
10	KDWB-FM	3 - 2	KDWB-FM	2.6	WWTC-AM (PA)	3.9
11	WAYL-AM	2.0	WWTC-AM	2.6	KDWB-AM (PO)	3.7
12	WLOL-FM	1.9	WLOL-FM	1.9	KDWB-FM (R)	2.8
13	KFMX-FM	1.9	WAYL-AM	1.8	KTCR-FM (C)	1.8
14	KQRS-AM	1.2	KTCR-FM	1 - 6	KRSI-AM (C)	1.6
15	KRSI-AM	1.1	KQ RS - AM	1.3	WAYL-AM (BM)	1 - 5
-16	KEEY-AM	1.0	WMIN-AM	1.2	KRSI-FM (PA)	1.3
17	KTCR-FM	1.0	KFMX-FM	1 1	KORS - AM (A)	1.2
18	KTCR-AM	0.9	KTWN-FM	0.9	KTWN-FM (A)	1.0
19	WWTC-AM	0.6	KRS I-AM	0.8	WMIN-AM (BM)	0.7
20	WMIN-AM	0.5	KEEY-AM	0.6	KEE Y-AM (BM)	0.4
2 1	WIXK-AM	0.4	WRRD-AM	0.4	KNUJ-AM (PA)	0 - 3
22	WIXK-FM		WIXK-AM	0.3	KDHL-AM (C)	0.3
23			WIXK-FM	0.2	KDHL-FM (C)	0.1

### Average Persons Trends/Rankings

Total 12+ M-S, 6em-Midnight POP(00): 16949

Data from Market Buy Market

Aff	4 '79		O/N '79		A/M '80	
1 WCC	O-AM	809	WC C O - AM	587	WCCO-AM	651
2 KOR	S-FM	177	KST P-FM	273	KST P-FM	274
3 KST	F-FM	161	KORS-FM	227	KORS-FM	212
4 WAY	L-FM	158	KEE Y-FM	186	WDGY-AM	205
5 KEE	Y-FM	158	WDGY-AM	174	WAYL-FM	142
6 WCC	0-FM	154	WC CO-FM	128	WLOL-FM	141
7 WDG	Y-AM	151	WAYL-FM	128	K ST P-AM	129
8 KDW	B-AM	1 34	KST P-AM	111	WCCO-FM	127
9' KST	P-AM	8.8	KDWB-AM	92	KEEY-FM	124
10 KDW	B-FM	84	KDWB-FM	69	WWTC-AM	112

M-F, 6-10am		
1 WCCO-AM	WCCO-AM	WCCO-AM
2 WCCO-FM 3 KSTP-FM	KST P-FM	KST P-FM WDGY-AM
4 WDGY-AM	KQRS-FM WDGY-AM	KQRS-FM
5 KQRS-FM	KEE Y-FM	WC C O - F M K ST P - AM
6 KDWB-AM 7 KEEY-FM	WCCO-FM KSTP-AM	WAYL-FM
8 KSTP-AM	WAYL-FM	WLOL-FM
9 WAYL-FM 10 KDWB-FM	KDWB-AM KDWB-FM	WWTC-AM KDWB-AM
M-F, 3-7pm		
1 WCCO-AM	WC C O-AM	WC C O - AM
2 KQRS-FM 3 KSTP-FM	KST P-FM	KST P-FM
4 WDGY-AM	KQ RS – FM W DGY – AM	KQ RS – FM WDGY – AM
5 KEEY-FM	KEE Y-FM	WAYL-FM
6 WAYL-FM 7 KDWB-AM	WAYL-FM WCCO-FM	WLOL-FM WWTC-AM
8 WCCO-FM	KST P-AM	KEE Y-FM
9 KSTP-AM 10 KDWB-FM	KDWB-AM KDWB-FM	KDWB-AM WCCO-FM
10 KDWB 111	111	
•		
Teens M-S, Sam-Midnight		
POP(00): 2191		
A/M '79	O/N '79	A/M '80
1 KDWB-AM 2 KDWB-FM	KQRS-FM	KQ RS - FM
2 KDWB-FM 3 KQRS-FM	KDWB-AM KDWB-FM	KDWB-AM KSTP-FM
M-F, 6-10am		
1 KDWB-AM	KQ RS - FM	KQRS-FM
2 KDWB-FM 3 KQRS-FM	KDWB-AM KDWB-FM	KDWB-AM KSTP-FM
M-F, 3-7pm	NOW D - I FI	NOT F= FFI
1 KDWB-FM	KQ RS - FM	KQ RS - FM
2 KDWB-AM	KDWB-AM KDWB-FM	KDWB -AM
3 KQRS-FM	KUWB-FM	KST P-FM
Adults 18-34 M-S, Sem-Midnight		
POP(00): 7024		
A/M '79	O/N '79	A/M '80
1 WCCO-AM	KST P-FM	K ST P-FM
2 KQRS-FM 3 KSTP-FM	KQRS-FM WCCO-FM	KQ RS - FM
4 WCCO-FM	WCCO-AM	WDGY-AM WLOL-FM
5 WDGY-AM 6 KSTP-AM	WDGY-AM	WWTC-AM
7 KEEY-FM	KST P-AM WWTC-AM	WCCO-AM WCCO-FM
8 KDWB-AM	KDWB-AM	KST P-AM
9 WLOL-FM 10 Wayl-FM	KEE Y-FM KDWB-FM	KDWB-FM KDWB-AM
M-F, 6-10am		
1 WCCO-AM	KSTP-FM KORS-FM	WC C O- AM
2 KSTP-FM 3 KQRS-FM	KQRS-FM WCCO-AM	KST P-FM WDGY-AM
4 KSTP-AM	WCCO-FM	WWTC-AM
5 WCCO-FM 6 WDGY-AM	KST P-AM WDGY-AM	KQRS-FM
7 KEEY-FM	KDWB-AM	WCCO-FM KSTP-AM
8 KDWB-AM 9 WLOL-FM	WWTC-AM KEE Y-PM	WLOL-FM
10 KFMX-FM	KDWB-FM	KDWB-AM WAYL-FM
M-F, 3-7pm		
1 KQRS-FM 2 KSTP-FM	KSTP-FM KORS-FM	KST P-FM
3 WCCO-AM	KQRS-FM KSTP-AM	KQ RS - FM WDG Y - AM
4 WCCO-FM 5 WDGY-AM	WCCO-FM	WWTC-AM
6 KSTP-AM	WDGY-AM WCCO-AM	WLOL-FM WCCO-AM
7 KEEY-FM	WWTC-AM	KDWB-AM
8 KDWB-AM 9 WLOL-FN	KDWB-AM KDWB-FM	WCCO-FM KSTP-AM
10 KFMX-FM	KEE Y-FM	KDWB-FM
Adults 25-54		
M-S, 6em-Midnight		
POP(00): 8205 A/M'79	OBI 170	A 84 100
1 WCCO-AM	O/N '79 WC CO-AM	WCCO-AM
2 KSTP-FM	KST P-FM	KST P-FM
3 WDGY-AM 4 KEEY-FM	KEEY-FM	WDGY-AM
5 WCCO-FM	WDGY-AM WCCO-FM	WAYL-FM WCCO-FM
6 WAYL-FM	WA YL - FM	KEEY-FM
7 KSTP-AM 8 KQRS-FM	KQ RS – FM K ST P – AM	KSTP-AM WWTC-AM
9 KDWB-AM	WWTC-AM	KQ RS - FM
10 WAYL-AM M-F, 6-10am	KTCR-FM	WLOL-FM
1 WCCO-AM	WC CO-AM	WCC O-AM
2 KSTP-FM	KST P-FM	WDGY-AM
3 WCCO-FM 4 WDGY-AM	WDGY-AM WCCO-FM	KSTP-FM WCCO-FM
5 KEEY-FM	KEE Y-FM	KST P-AM
6 KSTP-AM 7 WAYL-FM	KSTP-AM KQRS-FM	WAYL-FM WWTC-AM
8 KDWB-AM	WAYL-FM	KEE Y-PM
9 KFMX-FM 10 WAYL-AM	WWTC-AM KDWB-AM	WLOL-FM
M-F, 3-7pm	MA-UMU	KQ RS - FM
1 WCCO-AM	WC C O-AM	WCCO-AM
2 WDGY-AM	KSTP-FM	WDGY-AM
3 KSTP-FM 4 WCCO-FM	WDGY-AM WCCO-FM	KST P-FM Wayl-Fm
5 KEEY-FM	KEEY-FM	KEEY-FM
6 WAYL-PM 7 KSTP-AM	KQRS-FM Wayl-FM	KQRS-FM
8 KQRS-FM	WAYL-FM KSTP-AM	WCCO-FM WWTC-AM
9 KDWB-AM	WWTC-AM	KST P-AM
10 WAYL-AM	WAYL-AM	WLOL-FM

	Cume	Pers	ons Tren	ds/Ra	nkinas	-
	112+	•	0112	W		
	6am-Midnight (00): 169	4 Q				
	A/M '79	4 7 	O/N '79		A/M '60	
	WCCO-AM	9337	WC C O-A M	7719	WC C O - AM	7
3	KDWB-AM WCCO-FM	3300 3155	KST P-FM WDGY-AM	3515 3294	KST P-FM KST P-AM	3
4 5		2555 2483	KQRS-FM	3224	KQRS-FM	3
6	KSTP-FM	2462	KST P-AM KEE Y-FM	2739	WDGY-AM KDWB-AM	2
7 8	WDGY-AM KQRS-FM	2433	KDWB-AM WCCO-FM	2684 2644	WCCO-FM WLOL-FM	2
9	KEEY-FM	2321	KDWB-FM	2019	KDWB-FM	2
	KD WB - FM 6-10am	1932	WAYL-FM	2009	KEE Y-FM	2
1	WCCO-AM		WC CO-AM		WCCO-AM	
2	KD WB - AM WC CO - FM		KSTP-FM KQRS-FM		KSTP-FM WDGY-AM	
4	KQRS-FM		KST P-AM		KQ RS-FM	
	KSTP-AM KSTP-FM		KDWB-AM WDGY-AM		KST P-AM KDWB-AM	
7	WDGY-AM		WC C O-FM		WCCO-FM	
	KEEY-FM WAYL-FM		KEE Y-FM WAYL-FM		WLOL-FM WWTC-AM	
10	KDWB-FM		KDWB-FM		WAYL-FM	!
	3-7pm WCCO-AM		UCCO-AM		HCCO-AM	
2	KD WB - AM		WCCO-AM KQRS-FM		WCCO-AM KSTP-FM	
3			KST P-FM		KQ RS - FM	
5	WCCO-FM		WDGY-AM KSTP-AM		WDGY-AM KDWB-AM	
	WDGY-AM KSTP-AM		KEE Y-FM KDWB-AM		KST P-AM	
8	KEEY-FM		WCCO-FM		WLOL-FM WWTC-AM	
9 10	WAYL-FM KDWB-FM		WAYL-FM KDWB-FM		WAYL-FM KEEY-FM	
Teer			NO		NEE 1- 11.	-
M-S, (	Sem-Midnight					
POP	(00): 219:	1	OB1 170		104100	
1	A/M '79 KDWB - AM		O/N '79 KQRS - FM		KDWB - AM	
2	KDWB-FM		KDWB-AM		KQ RS - FM	
	WCCO-AM B-10am		KDWB-FM		KDWB-FM	
1	KD WB - AM		KQ RS - FM		KQ RS - FM	
2	KQRS-FM WCCO-AM		KDWB-AM KDWB-FM		KDWB - AM	
	3-7pm		KD#B-III		KST P-FM	_
1	KD WB - AM		KQ RS - FM		KQRS-FM	
2	KDWB-FM KQRS-FM		KDWB-AM KDWB-FM		KDWB-AM KDWB-FM	
	Its 18-34					_
M-S, (	6em-Midnight					
POP	(00): 7024 AM '79	4	251 170			
1	WCCO-AM		O/N '79 KST P~FM		KST P-FM	_
2	KSTP-FM		KQRS-FM		KST P-AM	
4	WCCO-FM		WCCO-AM KSTP-AM		KQRS-FM WCCO-AM	
5	KDWB-AM		WCCO-FM		WDGY-AM	
6 7			WDGY-AM KDWB-AM		KDWB-AM WCCO-FM	
8			KDWB-FM		WWTC-AM	
	KEEY-FM		WLOL-FM KEEY-FM		KDWB-FM WLOL-FM	
	3am-10am					_
1 2	WCCO-AM KSTP-AM		KSTP-FM KSTP-AM		WCCO-AM KSTP-FM	
3	KSTP-FM		KQ RS-FM		KST P-AM	
5	KQRS-FM KDWB-AM		WCCO-AM WCCO-FM		KQ RS — FM WDGY — AM	
6	WCCO-FM		KDWB-AM		WWTC-AM	
7 8	WDGY-AM WLOL-FM		WDGY-AM Keey-fm		WCCO-FM KDWB-AM	
9			WLOL-FM		WLOL-FM	
M-F, 3			KDWB-FM		KDWB-FM	_
1	WCCO-AM		KQ RS - FM		KST P-FM	
2			KST P-FM KST P-AM		KQRS-FM WDGY-AM	
4	WCCO-FM		WDGY-AM		WWTC-AM	
	KSTP-AM KDWB-AM		WCCO-AM WCCO-FM		WCCO-AM KSTP-AM	
7	WDGY-AM		KDWB-AM		KDWB-AM	
8	WLOL-FM KDWB-FM		KDWB-FM WLOL-FM		WLOL-FM WCCO-FM	
	KEEY-FM		WWTC-AM		KDWB-FM	
	ts 25-54					_
	iem-Midnight (00): 8205	i				
	A/M '79		O/N '79		A/M '80	_
1 2	WCCO-AM		WCCO-AM		WCCO-AM	_
3	WDGY-AM WCCO-FM		KST P-FM WDGY-AM		KST P-FM WDGY-AM	
4	WAYL-FM		KEE Y-FM		KST P-AM	
6	KEEY-FM		KST P-AM WCCO-FM		WCCO-FM KEEY-FM	
7 8	KD WB - AM KSTP - AM		WAYL-FM		WAYL-FM	
9	WAYL-AM		KDWB-AM KQRS-FM		WWTC-AM WLOL-FM	
1.0	KQRS-FM		WAYL-AM		KQ RS-FM	

10 KQRS-FM

WCCO-AM WCCO-FM

KEEY-FM WAYL-FM

3 WDGY-AM 4 KSTP-FM 5 KDWB-AM 6 KSTP-AM WCCO-AM KST P-FM KST P-AM

WCCO-FM KEEY-FM WDGY-AM WCCO-AM WDGY-AM KSTP-FM KSTF-AM WCCO-FM

WAYL-FM

# 1inneapolis-St. Paul

ontinued

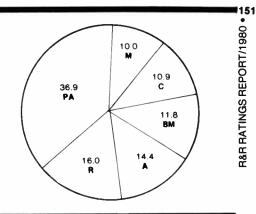
F, 3-	7pm		
1	WCCO-AM	WCCO-AM	WCCO-AM
2	WDGY-AM	KST P-FM	WDGY-AM
3	KSTP-FM	WDGY-AM	KST P-FM
4	WCCO-FM	KST P-AM	KEE Y-FM
5	KEEY-FM	KEE Y-FM	WAYL-FM
6	WAYL-FM	WCCO-FM	WWTC-AM
	KSTP-AM	KQ RS - FM	KST P-AM
-	KDWB-AM	WAYL-FM	WC C O - F M
-	WAYL-AM	K DWB - AM	KORS-FM
ΙÓ	KORS-FM	WAYL-AM	WLOL-FM

### **Format Penetration Chart**

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

### Format Legend

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



## **Cansas City**

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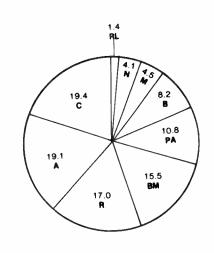
Ŧ,	6-10am		
1	KMBZ-AM	WDAF-AM	WDAF-AM
2	WDAF-AM	KMBZ-AM	WHB -AM
3	KCMO-AM	K CM O – AM	KMBZ-AM
4	KMBR-FM	WHB -AM	KMBR-FM
5	WHB -AM	KMBR-FM	KCMO-AM
6	KYYS-FM	KCEZ-FM	KYY S-FM
7	KCKN-FM	KYY S-FM	KCKN-FM
8	KCEZ-FM	KCKN-FM	KCE Z-FM
9	KUDL-FM	KUDL-FM	KUDL-FM
. 0	KBEQ-FM	KBEQ-FM	KPRS-FM
Ψ,	3-7pm		
1	KMBZ-AM	WDAF-AM	WDAF-AM
2	WDAF-AM	WHB -AM	WHB -AM
3	KMBR-FM	KMBR-FM	KMBZ-AM
4	KCMO-AM	KMBZ -AM	KMBR-FM
5	WHB -AM	KCEZ-FM	KYY S-FM
6	KCEZ-FM	KCHO-AH	KCMO-AM
7	KCKN-FM	KYYS-FM	KCKN-FM
8	KBEQ-FM	KUDL-FM	KCE Z - FM
9	KPRS-FM	KCKN-FM	KUDL-FM

### **Format Penetration Chart**

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

### Format Legend

A-AOR, B-Black, B8-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk



### **Aiami**

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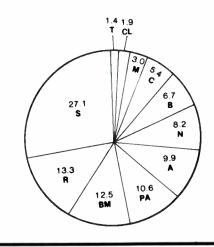
f,	6-10am		
1	WOBA-AM	WQBA-AM	WHYI-FM
2	WHYI-FM	WIOD-AM	WQBA-AM
3	WCMQ-AM	WINZ-AM	WRHC-AM
4	WINZ-AM	WHYI-FM	WINZ-AM
5	WOCN-AM	WRH C-AM	WEDR-FM
6	WGBS-AM	WEDR-FM	WOCN-AM
7	WAXY-FM	WWWL-FM	WGBS-AM
8	WAIA-FM	WAXY-FM	WWOK-AM
9	WQAM-AM	WQAM-AM	WAIA-FM
0	WCMQ-FM	WWOK-AM	WWWL-FM
Ŧ,	3-7pm		
1	WHYI-FM	WQBA-AM	WHYI-FM
2	WCMQ-FM	WHYI-FM	WQBA-AM
3	WOBA-AM	WINZ-AM	WAXY-FM
4	WCMO-AM	WLYF-FM	WEDR-FM
5	WAXY-FM	WWWL-FM	WAIA-FM
6	WAIA-FM	WEDR-FM	WRHC-AM
7	WINZ-AM	WQBA-FM	WWWL-FM
8	WSDO-FM	WCMQ-FM	WQBA-FM
9	WLYF-FM	WIOD-AM	WWOK-AM
Ó	WMJX-FM	WWOK-AM	WINZ-AM

### **Format Penetration Chart**

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

### **Format Legend**

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



## Milwaukee

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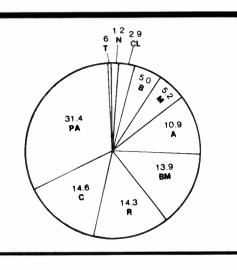
F. 3-	7pm		
1	WTMJ-AM	WTMJ-AM	WTMJ-AM
2	WISN-AM	WISN-AM	WISN-AM
3	WEZW-FM	WBCS-FM	WEZW-FM
4	WOKY-AM	WEZW-FM	WBCS-FM
5	WBCS-FM	WOKY-AM	WOKY-AM
6	WZUU-FM	WZUU-FM	WZUU-FM
7	WLPX-FM	WQFM-FM	WLPX-FM
8	WEMP-AM	WFMR-FM	WBCS-AM
9	WBCS-AM	WLPX-FM	WKTI-FM
10.	WQFM-FM	WKTI-FM	WFMR-FM

### **Format Penetration Chart**

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

### Format Legend

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



Data from Market Buy Market TM

# Mobile

METRO RANK

### A/M '80 Market Overview

A noticeably-increased diary return and the resurgence of WKRG-FM were the highlights in this market. Overall in-tab was up 22%, making the results in this report more reliable than the data from the O/N '79 survey

WKRG-FM rebounded to the top spot in the market. The station attracted a more substantial male audience this sweep while keeping a good core of women 25-34. That 25-34 group not only helped WKRG-FM lead the 18-34 demos but also boosted it to number two in the 25-54 breakouts. The ad campaign for WKRG-FM was boosted by a slightly higher budget this time, with efforts concentrated on TV and billboards. The "Cash Call" promotion was used

While WKRG-FM was leading the 18-34 demo with a 20 share, WABB-FM was a close runner-up. one share behind. However, WABB-FM saw its numbers drop from just under 30 in the O/N '79 report. The station's female and teen audiences were stable, but the young male share was cut almost in half.

Two stations ending up in double digits 18-34 were Black-formatted WBLX and Country WKSJ-FM. WKSJ-FM added more than seven shares to edge over 16, while WBLX moved up to a mid-11 share. Overall listening in the 18-34 adults cell was down in this sweep, compared to the fall book.

WKSJ-FM led the 25-54 pack by a significant margin. WKSJ-FM had more than a 23 share, up from a 14 share in the fall. The other double digit stations in the 25-54 cell were WKRG-FM, with a mid-14 share, and WABB-FM, with a mid-12 showing.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

	A/M '79		O/N '79		A/M '80	
1	WKRG-FM	14.7	WABB-FM	17.8	WKRG-FM(R) 1	7.
2	WBI, X - FM	11.8	WKRG-FM	16.6	WKSJ-FM(C) 1	15.
3	WKSJ-FM	11.2	WK RG-AM	11.2	WABB-FM(A) 1	3.
4	WLPR-FM	11.0	WKSJ-FM	9.3	WKRG-AM(PA)1	n.
5	WABB-FM	10.6	WLPR~FM	8.0	WBLX-FM(B)	8.
6	WUNI-AM	9.8	WBLX-FM	7.9	W GO K - A M (B)	6.
7	WKRG-AM	7 - 1	W GO K - AM	7 - 3	WI,PR-FM (BM)	6.
8	WGOK ~ AM	6.1	WABB-AM	5 - 4	WABB-AM(R)	4 -
9	WABB-AM	5.3	WUNI-AM	4.5	WKSJ-AM(C)	3.
10	WM OB - AM	3.9	WMOB-AM	2.2	WUNI-AM(C)	2 .
11	WKSJ-AM	1.6	WHE PHAM	2.2	WM O B - AM (PA)	1.
12	WMOO-AM	1.4	WKSJ-AM	1.3	WHE P-AM(PA)	1.
1 3	WHSP FM	1.4	W1.10-AM	0.6	WHSP-FM(RL)	1.
14	WILIO-AM	0.8	WWIL -AM	0.6	WM OO - AM(RL)	0.
15	WWL -AM	0.4	WM00 - AM	0.6	WJLO-FM(PA)	0.
16			WHSP-FM	0.4		

### Average Persons Trends/Rankings

O/N '79

A/M '80

W GO K - AM

Total 12+
M-S, 6am-Midnight
POP(00): 35

Data from Market Buy Market

3554 A/M '79

1	WKRG-FM	72	WABB-FM	95	WKRG-FM	8
2	WBI, X-FM	5.8	WKRG-FM	8.9	WKSJ-FM	7
3	WKSJ-FM	5.5	WKRG-AM	6.0	WABB-FM	6
4	WLPR FM	5 4	WKSJ-FM	50	WKRG-AM	4
5	WABB-FM	52	WLPR-FM	43	WB L Y-FM	4
M-F, 6	-10am					
1	WKRG-FM		WK RG-AM		WKSJ-FM	
2	WKSJ-FM		WABB-FM		WK RG-FM	
3	RUNI-AM		WKRG-FM		WKRG-AM	
4	WKRG-AM		WKSJ-FM		WABB~FM	
5	WLPR-FM		WI.PR-FM		WBLX-FM	
M-F, 3-	7pm					
1	WKRG FM		WABB-FM		WKRG-FM	
2	WABB-FM		WKRG-FM		WKSJ-FM	
7	WBLX-FM		WB L X-FM		WABB-FM	
4	WLPR-FM		WKRG-AM		WB 1. X - F M	
5	WUNI-AM		WLPR-FM		WLPR·FM	
Teens	5					
M-S, 6	m-Midnight					
POP(	00): 515					
	A/M '79		O/N '79		A/M '80	
1	WKRG-FM		WABB-FM		WABB-FM	
2	WABB-FM		WKRG-FM		WKRG-FM	
3	WBLX-FM		WBLX-FM		WBLX-FM	
M-F, 6-	10am					
1	WKRG-FM		WABB-FM		WKRG-FM	

M-F, 3-7pm		
1 WABB-FM	WKRG-FM	WABB-FM
2 WB I. Y - F M	WABB-FM	WKRG-FM
3 WKRG-FM	WBLX-FM	WBLX-FM
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 1252		
A/M '79	O/N '79	A/M '80
1 WKRG-FM	WABB-FM	WKRG-FM
2 WABB-FM	WKRG-FM	WARB-FM
3 WBLX-FM	VB 1. Y = FM	WKSJ-FM
4 WKSJ-Fit	WKSJ-FM	WBI.X-FM
5 WABB-AN	WARB-AM	WGOK-AM
M-F, 6-10am		
1 WKRG-FM	WABB-FM	WKSJ-FM
2 WABB-FM	WKRG-FM	WABB-FM
3 WKSJ-FH	WKSJ-FM	WKRG-FM
4 WBLX-FM	WABB-AM	WBLX-FM
5 WUNI-AM	WBLX-FM	WABB-AN
M-F, 3-7pm		
1 WABB-FM	WABB-FM	WKRG-FM
2 WKRG-FM	WKRG-FM	WABB-FM
3 WBLX-FM	WBLX-FM	WKSJ-FM
4 WKS.I-FM	WABB-AM	WBT.X-FM
5 WABB-AM	WKSJ~FM	WABB-AM
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 1640		
A/M '79	O/N '79	A/M '80
1 WKSJ-FM	WABB-FM	WKSJ-FM
2 WUNI-AM	WKRG-FM	WKRG-FM
3 WKRG-FM	W L L O - L U	
	WKSJ-FM	WABB-FM
4 WBLX-FM		
4 WBLX-FM 5 WKRG-AM	WKSJ-FM	WABB-FM
5 WKRG-AM	WKSJ-FM WLPR-FM	WABB-FM WLPR-FM
	WKSJ-FM WLPR-FM	WABB-FM WLPR-FM
5 WKRG-AM W-F, 6-10am	WKSJ-FM WLPR-FM WKRG-AM	WABB-FM WLPR-FM WKRG-AM
5 WKRG-AM WF, 6-10am 1 WUNI~AM 2 WKSJ-FM 3 WKRG-AM	WKSJ-FM WLPR-FM WKRG-AM WKSJ-FM	WABB-FM WLPR-FM WKRG-AM WKSJ-FM
5 WKRG-AM  M-F,6-10am  1 WUNI~AM 2 WKSJ-FM 3 WKRG-AM 4 WKRG-FM	WKSJ-FM WLPR-FM WKRG-AM WKSJ-FM WABB-FM WKRG-FM WKRG-AM	WABB-FM WLPR-FM WKRG-AM WKSJ-FM WKRG-FM
5 WKRG-AM  W-F, 6-10am  1 WUNI~AM  2 WKSJ-FM  3 WKRG-AM	WKSJ-FM WLPR-FM WKRG-AM WKSJ-FM WABB-FM WKRG-FM	WABB-FN WLPR-FM WKRG-AM  WKSJ-FM WKRG-FM WKRG-AM
5 WKRG-AM  WF, 6-10am  1 WUNI~AM  2 WKSJ-FM  3 WKRG-AM  4 WKRG-FM  5 WBLX-FN	WKSJ-FM WLPR-FM WKRG-AM WKSJ-FM WABB-FM WKRG-FM WKRG-AM	WABB-FM WLPR-FM WKRG-AM WKSJ-FM WKRG-FM WKRG-AM WKRG-AM
5 WKRG-AM  MF, 6-10am  1 WUNI~AM  2 WKSJ-FM  3 WKRG-AM  4 WKRG-FM  5 WBLX-FN	WKSJ-FM WLPR-FM WKRG-AM WKSJ-FM WABB-FM WKRG-FM WKRG-AM	WABB-FM WLPR-FM WKRG-AM WKSJ-FM WKRG-FM WKRG-AM WKRG-AM
5 WKRG-AM  WHF, 6-10am  1 WUNI-AM  2 WKSJ-FM  3 WKRG-AM  4 WKRG-FM  5 WBLX-FN  WF, 3-7pm	WKSJ-FM WLPR-FM WKRG-AM WKSJ-FM WABB-FM WKRG-FM WKRG-AM WLPR-FM	WABB-FM WLPR-FM WKRG-AM WKSJ-FM WKRG-FM WKRG-FM WKRG-AM WABB-FM
5 WKRG-AM  MF,6-10am  1 WINI-AM  2 WKSJ-FM  3 WKRG-AM  4 WKRG-FM  5 WBLX-FN  M-F,3-7pm  1 WUNI-AM	WKSJ-FM WLPR-FM WKRG-AM WKSJ-FM WABB-FM WKRG-FM WKRG-AM WLPR-FM	WABB-FM WLPR-FM WKRG-AM WKRG-FM WKRG-FM WKRG-AM WABB-FM WABB-AM
5 WKRG-AM  #F.6-10am  1 WUNI-AM 2 WKNJ-FM 3 WKRG-AM 4 WKRG-FM 5 WBLX-FN  #F.3-7pm 1 WUNI-AM 2 WKNJ-FM	WKSJ-FM WLPR-FM WKRG-AM  WKSJ-FM WABB-FM WKRG-FM WKRG-AM WLPR-FM  WKRG-FM	WABB-FM WLPR-FM WKRG-AM WKSJ-FM WKRG-FM WKRG-AM WKRG-AM WABB-FM WABB-AM

### **Cume Persons Trends/Rankings**

### Total 12+

POP(00): 3554

	A/M '79		O/N '79		A/M '80	
1	WKRG FM	1095	WKRG-FM	1291	WKRG~FM	119
2	WABB-FM	776	WABB-FM	1069	WABB-FM	1062
3	WBLX-Fit	715	WKRG-AM	784	WKSJ-FM	7 92
4	WABB-AM	696	WKSJ-FM	715	WBLX-FM	6.84
5	WUNI-AM	638	WA BB-AM	693	WKRG-AM	64
M-F, 6	-10am					
1	WKRC-FM		WKRG-FM		WKRG-FM	
2	WKSJ-FM		WABB-FM		WKSJ-FM	
3	WBLX-FM		WKRG-AM		WABB~FM	
4	WABB-AM		WKSJ-FM		WKRG-AM	
5	WK RG-AM		WBLX-FM		WBLX-FM	
M-F, 3	-7pm					
1	WKRG-FM		WKRG-FM		WKRG-FM	
2	WBLX-FM		WABB-FM		WABB-FM	
3	WABB-FM		WB L X - FM		WKSJ-FM	
4	WUNI-AM		WKSJ-FM		WB L X-FM	
5	WABB-AM		WABE-AM		WKRG-AM	

	WADD WIT	M V V () - W 'd
Teens		
M-S, 6am-Midnight		
POP(00): 515		
A/M '79	O/N '79	A/M '80
1 WKRG FM	WKRG-FM	WABB-FM
2 WABB-FM	WABB-FM	WKRG-FM
3 WBLX-FM	WBLX-FM	WELX-FM
W-F, 6-10am		
1 WKRG-FM	WKRG-FM	WKRG-FM
2 WABB~FM	WAEB-FM	WABB-FM
3 WABB-AM	WBLX-FM	WBLX-FM
M-F, 3-7pm		
1 WABB-FM	WKRG-FM	WARR-FM
2 WKRG-FM	WABB-FM	WKRG-FM
3 WBLX-FM	WB L X - FM	WBLX-FM
POP(00): 1252 A/M '79	O/N '79	A/M '80
1 WKRG-FM	WKRG-FM	WKRG-FM
2 WABB-FM	WABB FM	WARB FM
3 WABB-AM	WABB-AM	WKSJ-FM
4 WBLX-FM	WKSJ-FM	WBLX-FM
5 WKSJ-FM	WBL X-FM	WABB-AM
A-F, 6-10am		
I WKRG-FM	WABB-FM	WKRG-FM
2 WABB-FM	WKPG-FM	WARB-FM
3 WABB-AM	WABB-AM	WKSJ-FM
4 WBLY-FM	WB L X - FM	WABB-AM
5 WKSJ-FM	WKSJ-FM	WBLX-FM
f-F, 3-7pm		
1 WKRG-FM	WKRG-FM	WKRG-FM
2 WABB-FM	WABB-FM	WABB-FM
3 WBLX-FM	WB L X - FM	WKSJ-FM
A LIABB - AM	114 D.D. 4 14	

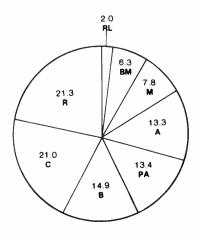
### Adults 25-54 M-S, 6am-Midnight

POP(00): 1640

	A/M '79	O/N '79	A/M '80
1	WKRG-FM	WK RG-FM	WKSJ-FM
2	WUN1-AM	WABB-FM	WKRG-FM
3	WKSJ-FM	WKSJ-FM	WABB-FM
4	WABB-AM	WKRG-AM	WKRG-AM
5	WKRG-AM	WABB AM	WABB-AM
W-F, 6	-10am		
1	WKSJ-FM	MK2J-EW	WKSJ-FM
2	WUN1-AM	WKRG-FM	WKRG-FM
3	WKRG-FM	WABB-FM	WABB-FM
4	WKRG-AN	WKRG-AM	WKRG+AM
5	WABB-AM	WABB-AM	WABB-AM
W-F, 3	-7pm		
1	WUNI-AM	WKPG-FM	WKRG-FM
2	WKRG-FM	WABB FM	WKSJ-FM
3	WKSJ-FM	WKSJ-FM	WARB-FM
4	WBLX-FM	WLP R-FM	WLPR-FM
5	WABB-FM	WUNI-AM	WABB-AM

### Format Penetration Chart

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



### Format Legend

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

TM Productions for: Total Marketing Plans!



1349 Regal Row Dallas, Texas 75247 (214) 634-8511

A subsidiary of Shamrock Broadcasting Company. Inc.

WABB-AM WUNI-AM

WBLX-FM WABB-AM WKSJ-FM

# Modesto

METRO RANK



# verage Persons 12+ Share Trends anday-Sunday, 6am-Midnight

Р(	00): 2023	3			
	A/M '78		A/M '79		A/M '80
1	KFIV-AM	13.8	KFIV-AM	10.0	KBEE-FM(BM)10.5
2	KFIV-FM	8.9	KTRB-AM	10.0	KTRB-AM (C) ,8 - 0
3	KTRB AM	6 7	KNBR-AM	8,2	K F I V - FM (PA) 7.2
4	KNBR - AM	6.7	KFIV-FM	7.5	KHOP-FM (A) 6.9
5	KBEE-FM	6.3	KMIX-FM	7.5	KCBS-AM (N) 6.9
6	KRAK-AM	5.9	KBEE FM	7.1	KOSO-FM (PA) 6.2
7	KCBS-AM	5.6	KRAK-AM	5.0	K CE Y-AM (C) 5.8
8	K F Y E = FM	5.6	FFRC-AM	4 - 3	KMYT FM (BM) 5.8
9	KOSO - FM	5.2	KFYE-FM	3.9	KNBR - AM (PA) 5. P
10	KMYT-FM	4.1	KCBS-AM	3.6	KFIV-AM (A) 5.1
11	K FR C - AM	3 - 3	K CE Y - AM	2.9	KMIX-FM (PA) 4.3
12	K CE Y - AM	3.0	KBEE-AM	2.5	KRAK-AM (C) 3.3
13	KM I X - FM	3.0	KOSO-EM	2.5	KAMB-FM (RL) 2 . 9
14	KI, OC - AM	2.2	KAMB-FM	2.5	KFRC-AM (R) 2.2
15	KAMB-IM	1.0	KMYT-EM	2.5	KSRT-FM (A) 1.8
16	KHOP-FM	1.5	KHOP-FM	2.1	KBEE - AM (BM) 1 . 4
17	KBEE-AM	1.1	KSRT-FM	2.1	KLOC-AM (RL) 1.4
] P	KMJ - AM	1.1	KLOC-AM	1 • 4	KFYE-FM (A) 1.1
19	KJOY-AM	0.7	KSFO-AM	1.4	K ST N - F M (S) 1.
2.0	KSEO-AM	0.7	KMJ -AM	1.4	KMJ -AM (PA) 0.7
2 1	KUBB-FM	0.4	KOKK-FM	1.4	KOKK-FM (BM) 0.7
2 2			KCBS-FM	0.7	
2 3			KUBB-FM	0.7	
2 4			KGO -AM	0.4	

### Average Persons Trends/Penkings

KJ OY-AM

S, 6	12+ am-Midnight 00): 2021					
	A/M *78		A/M '79		A/M '80	
1	KFIV-AM	37	KFIV-AM	2.8	KBFF-FM	2
2	PFIV-FM	2 4	KTRB-AM	2.8	KTRB-AM	2
٦	KTRB-AN	1.8	K N B R - AM	2.3	KFIV-FM	2
4	KNBR-AM	1.8	KETV-FM	2 1	KHOP-FM	- 1
5	<b>FBEE-EN</b>	17	KNTX-FM	2.1	KCBS-AM	1
F, 6	-10am					
1	KFIV-AM		KTRB-AM		KTRB-AM	
2	KTRB-AM		KFIV-AM		KCE Y-AM	
3	KCBS-Aft		KNBR-AM		KCBS AM	
4	KNBR - AM		KCRS-AM		KBEF FM	
5	KRAK-AM		KRAK-AM		KFIV~AM	
F, 3	-7pm					
1	KFIV-AM		KFIV-AM		K PO P - F M	
2	KFIV-FM		KFIV-FM		KBEE FM	
3	KFYE-FM		KNBR-AM		KFIV-FM	
	KBEE-FM		KM I X - FM		KMYT-FM	
5	KRAK-AM		KFRC-AM		KMTX-FM	
en	5					_
5, 6	em-Midnight					
· P (	00): 269					

A/M '79

KFIV-FM KFIV-FM

A/M '80

KHOP-FM KFIV-FM KFIV-AM

A/M '60

KBEE - FM KNBR AM KTRB - AM KCEY - AM KMYT - FM

KCEY-AM KTRB-AM KFIV-AM KBEE-FM KNBR-AM

A/M '78

A/M '78

KFIV-AM KNBR-AM KBEE-FM

4 KRAK-AM 5 KFIV-FM F, 6-10am

1 KNBR-AM
2 KFIV-AM
3 KTRB-AM
4 KBEE-FM
5 KCBS-AM

1 KFIV-AH 2 KFIV-FM 3 KFRC AM

F, 6-108m		
1 KFIV-AM	KFIV-AM	KHO P-FM
2 KFIV-FM	KM I X – FM	KFIV~AM
3 KFRC-AM	KFYE-FM	KFIV-FM
F, 3-7pm		
1 KFIV-AM	KFRC-AM	KHOP-FM
2 KFIV-FM	KFIV-AM	KE IV-EM
3 KFYE-FM	KFIV-FM	KMIX-FM
luits 18-34		
S, 6am-Midnight		
P(00): 691		
A/M 178	A/M '79	A/M '80
1 KFIV-AM	KFIV-AM	KOSO-FM
2 KFYE-FN	KM I X - FM	KFIV-FM
3 KFIV-FM	KFIV-FM	KM I X - FM
4 KBEE-FM	KFRC - AM	K HOP-FM
5 KFRC-AM	KFYE-FM	KFTV-AM
, 6-10am		
1 KFIV-AM	KF I V - AM	KOSO-FM
2 KNBR-AN	KFRC-AM	KFIV-AM
3 KFIV-FM	KFIV-FM	KHO P-FM
4 KBEE-FM	KM I X - FM	KM I Y - FM
5 KRAK-AM	KRAK - AM	KAMB-FM
F, 3-7pm		
1 KFIV-AM	KFIV-AM	KMIX-FM
2 KFYE-FM	KFIV-FM	KHOP-FM
3 KFIV-FM	KMIX-FM	KOSO-FM
4 KFRC-AM	KFRC-AM	KFIV-FM
5 KBEE-FM	K NBR - AM	K TRB - AM
luits 25-54		
B, 6am-Midnight		
P(00): 917		
	A (0.5 1.7.0)	A (84 100

A/M 179

KTRB-AM KNBR-AM KFIV-FM

KTRB-AM KNBR-AM KFIV-AM KRAK-AM KFIV-FM

M-F, 3-7pm								
1 KBEE-FM	KFIV-FM	KBEE-FM						
2 KFIV-AM	KNBR-AM	KTRB-AM						
3 KFYE-FM	KRAK-AM	KMYT-FM						
4 KRAK-AM	KF IV-AM	KNBR-AM						
5 KOSO-FM	KTRB-AM	KFIV-FM						

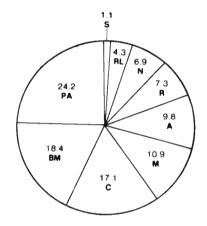
	SO-FM		KFIV-AM KTRB-AM		KNBR-AM KFIV-FM	
			NAME AND			_
C	ume i	erso	ons Trend	IS/Ha	nkings	
Total 12+						
M-S, 6am-M						
POP(00)	: 2021 1'78		A 49.4 1.77.0			
			A/M '79		A/M '80	
	V = AM	6.02	KEIV-AM	481	KEIV-AY	36
2 KFT		304	KNBR-AM	383	KEIV-FM	34.
3 KTR		302	KEIN-EW	375	KHO P-FM	3.3
4 KRA		2 5 R	KTRB-AM	336	KMIX-FH	3.1
5 KFR	C=A15	2 3 7	KW I X - EM	306	KCBS AM	3.0
M-F, 6-10am						
1 KET			KFIV-AM		KFIV-AM	
2 KTR			FTRB-At		KTRB-AM	
3 KNB	R-AM		KNBR-AM		KCBS-AM	
4 KFI			KEIV-EM		K HO P= FM	
5 KCE	S-AM		KNIX-EW		KCF Y - AM	
M-F, 3-7pm						
1 KFT	V - AM		KFIV-AM		KHOP-FM	
2 KFI	V-FN		F F 1 V − F M		KM I N = EM	
3 KPA	K-AM		K N B R - A M		KFIV-FM	
4 KFR	C - AM		$KM \perp N = EM$		KLI7-YW	
5 KEE	F-FM		KKAF~A		KBEE EM	
Teens						
M-S, 6am-MI	dnight					
POP(00)						
A/I	4 '78		A/M '79		A/M '80	
1 KET	1" - A.M		KFIV-AM		K HO P-F ::	
2 KFI	V - F M		KFIV-FM		KE I V - FM	
3 KFR	C-AM		KM I X - FM		KFIV-AM	
M-F, 6-10am						
1 KF1	V - AM		KT I V - AM		KHOP-FM	
	C-AN		RETURN		RETURNAL	

4	KRAK-AM	258	KTRB-AM	336	KMIX-FM	311
5	K FR C = A11	2 3 7	$\mathbb{K} \mathbb{M} \perp \mathbb{X} = \mathbb{E} \mathbb{M}$	306	KCBS AM	309
M-F, 6-1	0am					
1	KETV-AN		KFIV-AM		KFIV-AM	
2	KTRB-AM		FTRB-A"		KTRB-AM	
٦	KNBR-AN		KNBR-AM		KCBS-AN	
4	KEIV-EM		KEIV-EM		K HO P= FM	
5	KCBS-AM		KM I X - FM		KCF Y-AM	
M-F, 3-7	pm					
1	KETV - AM		KFIV-AM		KHOP-EM	
2	KEIV-ES		F F 1 V − F M		KM I N - FM	
3	KPAK-AM		KNBR-AM		KFIV-FM	
4	KFR C - AM		KM I N=FM		KLI7-YW	
- 5	KEEF-FM		KKAF~AY		KBEE EM	
Teens						
	m-Midnight					
POP(C	n): 269					
	A/M '78		A/M '79		A/M '80	
	KFIV-AM		KFIV-AM		K HO P - F M	
	KFIV-FM		KFIV-FM		KFIV-FM	
- 1	KFR C = AM		KW I X - FW		KFIV-AM	
M-F, 6-1	0am					
1	KFIV-AM		KI IV-AM		KHOP-FM	
2	K FR C = AM		REIV-EM		KFIV-AM	
3	K E 1 A - E M		KW1 A-EW		KFIV-FM	
M-F, 3-7						
	KFIV-AM		KE I V - AM		KHO P-FM	
	KFIV-IM		KFIV-FM		KFIV-FM	
1	KFR C-AM		KULK-LW		KF I V-AM	
Adults						
	n-Midnight					
POP(O	0): 691					
	A/M '78		A/M '79		A/M '80	
1	KFIV-AM		KFIV-AM		KM I X - E M	
	K ER C = Att		KFIV-FM		KETV-AM	
	K Ł I / Ł /.		KMIX-FM		KHO P= FM	
	KEYE-EM		FFRC-AM		KE 1 A - E W	
					KOSO III	
5	KNBR - AN		KEYE-FM			
			FFYF-FM		,	
M-F, 6-1			KFIV-AM		KF IV-AM	
M-F, 6-1	0am		KFIV-AM KFRC-AM			_
M-F, 6-16	Oam KFIV-AM		KFIV-AM		KF IV-AM	
M-F, 6-16 1 2 3	Cam KFIV-AM KBR-AM		KFIV-AM KFRC-AM		KFIV-AM KMIX-FM	
M-F, 6-16 1 2 3 4	KEIV EN KEIV-AM KEIV-AM		KFIV-AM KFRC-AM KMIX-FM		KF I V - A M KM I X - F M KHO P - F M	
M-F, 6-16 1 2 3 4 5	Cam KFIV-AM KNBR-AM KFIV FM KFRC-AM KFYE-FM		KFIV-AM KFRC-AM FMIX-FM KFIV-FM		KFIV-AM KMIX-FM KHOP-FM KFIV-FM	
M-F, 6-18 1 2 3 4 5 M-F, 3-7	Cam  KFIV-AM  KNBR-AM  FFIV FM  KFRC-AM  KFYE-FM  pm  KFIV-AM		KFIV-AM KFRC-AM FMIX-FM KFIV-FM		KFIV-AM KMIX-FM KHOP-FM KFIV-FM	
M-F, 6-19 1 2 3 4 5 M-F, 3-7	Cem  KFIV-AM  KNBR-AM  KFIV-FM  KFRC-AM  KFYE-FM		KFIV-AM KFRC-AM MMIX-FM KFIV-FM KFYE-FM		KFIV-AM KMIX-FM KHOP-FM KFIV-FM KOSO-FM	
M-F, 6-18 1 2 3 4 5 M-F, 3-7	Cam  KFIV-AM  KNBR-AM  FFIV FM  KFRC-AM  KFYE-FM  pm  KFIV-AM		KFIV-AM KFRC-AM KMIX-FM KFIV-FM KFYE-FM		KFIV-AM KMIX-FM KMOP-FM KFIV-FM KOSO-FM	_
M-F, 6-11 2 3 4 5 M-F, 3-7 1 2 3	Cam  KFIV-AM  KNBR-AM  FFIV FM  KFRC-AM  KFYE-FM  pm  KFIV-AM  KFIV-FM		KFIV-AM KFRC-AM KMIX-FM KFIV-FM KFYE-FM KFIV-AM KFIV-FM		KFIV-AM KMIX-FM KMOP-FM KFIV-FM KOSO-FM KMIY-FM KHOP-FM	

Adults 2 4-S. 6am	!5-54 Midnight		
	917		
	A/M 178	A/M '79	A/M '80
1 K	FIV-AM	KNBR-AM	KNBR-AM
2 K	RAK-AM	KRAK-AM	KBEE-FM
3 K	NBR-AM	KFIV-AM	K CE Y = AM
4 K	BEE-FM	KFIV-FM	KFIV-AM
5 K	TRB AM	KTRB-AM	KTRB-AM
A-F, 6-10	ım		
1 1	CFIV-AM	K F I V - AM	KCE Y-AM
2 K	NBR - AM	KTRB-AM	KTRB-AM
3 K	TRB-AM	KNBR-AM	KCBS AM
4 K	RAK-AM	KRAK-AM	KFIV-AM
5 K	BEC-FM	KFIV-FM	KNBR-AM
A-F, 3-7p	m		
1 K	FIV-AM	KRAK-AM	KBEE-FM
2 1	RAK-AM	KNBR-AM	KNER AM
3 N	BEE-FM	KFIV-FM	KMIX-FM
4 K	NBR - AM	KFIV-AM	KTRB-AM
5 F	FRC-AM	KM I Y - FM	KCBS-AM

### **Format Penetration Chart**

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



### Format Legend

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

**Buy Market** 

M-F, 3-7pm

1 WHHY-AM 2 WLWI PM 3 WHHY-PM

§Mc	Montgomery  METRORANK  133  Average Persons 12+ Share Trends  Monday-Sunday, Sam-Midnight  POP(00): 2107  AIM '78  1 WHHY-AH 21.7 WHHY-FH 20.3 WHHY-AH (0117.6) 2 WHHY-FH 11.1 WHHY-AH 17.9 WULL-FH (0117.6) 3 WLWI-FH (012.0 WHE Z-FH 10.3 WHHY-FH (013.7)						
REPORT,		<b>J</b>	METRO F	ANK (133)			
Average Pe	ersons 12+ Sh lay, 6am-Midnigh 2 1 0 7	nare Trends		—(199)			
A/M	'78	A/M 179		A/M '80			
og 1 MHHA	-AM 21.7	WRHY-FM	20.3	WHHY-AM (418.5			
OC 2 WHHY	-FM 11.1	WHHY-AM	17.9	WLWI-FM (C) 17 . 6			
3 WLWI	-FM 10.2	WREZ-FM	10.3	WHHY-FM (PO) 13.7			
4 WBAM	[−AM 9.6	WLWI FM	9.6	WXVI-AM (B) 9.6			
5 WREZ		WBAM-AM	7 - 9	WREZ-FM (BM) 7.0			
6 WLSQ		wqim-fm	7.6	WQIM-FMm 6.7			
7 WMGY		WXVI-AM	5 - 2	WBAM-FM(O) 6.4			
8 WXVI		WBAM-FM	4.5	WBAM-AM(C) 6.1			
		WC OV -AM	3.8	WCOV-AMPA 4.5			
10 WBIL 11 WOIM		WLSQ-AM WMGY-AM	3.4	WMGY-AM(ML) 2.2 WLSO-AM(M) 1.9			
11 WQIM 12 WOTY		WMG I - AM	2 - 1	WLSQ-AM(M) 1.9 WABT-AM(PA) 1.6			
12 WQ11				WBIL-AM ( 0.6			
14 WETU				MDIT-WW/mb 0+0			

### Average Persons Trends/Rankings

A/M 178		A 105 170			
1 WHHY-AM	70	A/M '79	50	A/M '80	_
2 WHHY-FM	36	WHHY-FM WHHY-AM	59 52	WRHY-AM WLWI-FM	
3 WLWI FM	33	WREZ-FM	30	WHHY-FM	
4 WBAM-AM	31	WLWI-FM	28	WXVI-AM	
5 WREZ-FM	2 3	WBAM-AM	2 3	WREZ-FM	
M-F, 6-10am					
1 WHHY-AM		MA-YHHW		MA-YHHW	
2 WHHY-FM 3 WLWI FM		WHHY-FM WLWI-FM		WLWI-FM WHHY-FM	
4 WXVI-AM		WREZ-FM		WXVI-AM	
5 WBAM-AM		WBAM-AM		WBAM-AM	
M-F, 3-7pm	_				_
1 WHHY-AM		WHHY-FM		MA-YHHW	
2 WLWI FM 3 WHHY-FM		WHHY-AM		WLWI-FM	
3 WHHY-FM 4 WBAM-AM		WREZ-FM		WHHY-FM	
5 WLSQ-AM		WQIM-FM WLWI-FM		WQIM~FM WREZ-FM	
Геепз					-
W-S, 6am-Midnight					
OP(00): 292					
A/M '78		A/M '79		A/M '80	
1 WHHY-AM 2 WLSO-AM		WHHY-FM		WHHY-FM	
2 WLSQ-AM 3 WHHY-FM		WHHY-AM WQIM-FM		WHHY-AM WOIM-FM	
A-F, 6-10am		#Q1.1 F11		WUIN-FN	_
1 WHHY-AM		WHHY-AM		WHHY-AM	
2 WLSQ-AM		WHHY-FM		WHHY-FM	
3 WHHY-FM		WQIM-FM		WXVI-AM	
A-F, 3-7pm					
1 WHHY-AM		WHHY-FM		WHHY-FM	
2 WLSQ-AM 3 WXVI-AM		WQIM-FM WHHY-AM		WHHY-AM WQIM-FM	
Adults 18-34 I-S, 6am-Midnight OP(00): 740					
A/M '78		A/M '79		A/M '80	_
1 WHHY-AM		WHHY-FM		WHHY-FM	
2 WHHY-FM 3 WLWI-FM		WHRY-AM		WLWI-FM	
4 WBAM-AM		WLWI-FM WQIM-FM		WHHY-AM WQIM-FM	
5 WBIL-AM		WXVI-AM		WBAM-FM	
F, 6-10am					_
1 WHHY-AM		MA-YHHW		WHRY-AM	
2 WHHY-FM		WHHY-FM		WLWI-FM	
3 WLWI-FM		WLWI-FM		WHHY-FM	
4 WBAM-AM 5 WBIL-AM		WXVI-AM WQIM-FM		WXVI-AM WBAM-FM	
F, 3-7pm		~ QZ m=FM		WDAN-FM	_
1 WLWI-FM		WHHY-FM		WLWI-FM	
2 WHHY-AM		MA-YHRW		WQIM-FM	
3 WHHY-FM		WQIM-FM		WHHY-AM	
4 WBAM AM		WLWI-FH		WHHY-FM	
5 WB I L - AM dults 25-54 S, 6em-Midnight		WREZ-FM		WBAM-FM	
DP(00): 979					
A/M '78		A/M '79		A/M '80	_
1 WHHY-AM 2 WLWI FM		WHHY-AM WHHY-FM		WLWI-FM WHRY-AM	
3 WBAM-AM		WLWI-FM		WHHY-AM WREZ-PM	
4 WRHY-FM		WREZ-FM		WRRY-PM	
5 WREZ-FM		WBAM-AM		MGI W-RW	
F, 6-10em					
1 WHHY-AM 2 WHHY-FM		WRHY-AM		WLWI-FM WHHY-AM	
3 WLWI FM		WHHY-FM WLWI-FM		WHHY-FM	
4 WBAM-AM		WREZ-FM		WREZ-FM	
T WDARL AR					

WHH Y-AM WHH Y-PM WLWI-PM

WREZ-PM

WLWI-FM WHRY-AM WHRY-FM

	010	ons Trend	Joina	likiliga	
Total 12+					
M-6, Sem-Midnight					
POP(00): 2107 A/M'78		A/M '79		A/M '80	
1 WHHY-AM	898	MA-YHHW	754	WHHY-AM	81
2 WHHY-FM	505	WHHY-FM	668	WHHY-FM	67
3 WLWI FM	447	WREZ-FM	361	WLWI-FM	63
4 WBAM-AM	346	WLWI-FM	354	WXVI-AM	390
5 WXVI-AM	336	WQIM-FM	320	WQIM-PM	376
M-F, 6-10am					
1 WHHY-AM		MA-YHHW		MA-YHHW	
2 WHHY-FM		WHHY-FM		WHHY-FM	
3 WLWI-FM		WLWI-FM		WLWI-FM	
4 WLSQ-AM		WRE Z-FM		WXVI-AM	
5 WXVI-AM		WBAM-AM		WBAM-FM	
M-F, 3-7 pm					
1 WHHY-AM		WHHY-FM		WHHY-AM	
2 WLWI FM		MA-YHHW		WLWI-FM	
3 WHHY-FM		WQI M-FM		WHHY-FM	
4 WLSQ-AM		WREZ-FM		WQIM-FM	
5 WBAM-AM		WLWI-FM		WC OV -AM	
Teens					
M-S, 6am-Midnight					
POP(00): 292 A/M '78		4 44 1 1 1 1 1			
		A/M 179		A/M '80	
1 WHHY-AM		WHHY-FM		WHHY-FM	
2 WLSQ-AM		MHHA-WW		WHHY-AM	
3 WHHY-FM		WQIM-FM		WQIM-FM	
VI-F, 6-10am					
1 WHHY-AM		WHHY-FM		WRHY-FM	
2 WLSQ-AM		MA-YHHW		WHHY-AM	
3 WHHY-FM		W LS Q-AM		WBAM-FM	
M-F, 3-7pm					
1 WHHY-AM		WHHY-FM		WHHY-FM	
2 WLSQ-AM 3 WXVI-AM		WQIM-FM WHHY-AM		WHHY-AM	

A/M '79

WHHY-FM WHHY-AM WLWI-FM

WHHY-FM WHHY-AM WQIM-FM

WHHY-FM WHHY-AM WQIM-FM

WLS O-AM

A/M '80

WHHY-FM WHHY-AM WLWI-FM

WHHY-AM WHHY-FM WLWI-FM WBAM-FM

WHHY-AM WLWI-PM WQIM-FM

POP(00): 740 A/M '78

1 WHHY-AM 2 WHHY-FM

5 WLSQ-AM M-F. 6-10am

1 WHHY-AM 2 WHHY-FM 3 WLWI-FM

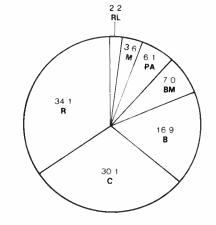
WLSO-AM

5 WXVI-AM

1 WHHY-AM

2 WLWI FM 3 WHHY-FM 4 WXVI-AM

POP(00): 979						
PUP (						
	A/M '78	A/M '79	A/M '80			
1	WHRY-AM	WHHY-AM	WHH Y-AM			
2	WLWI FM	WHHY-FM	WLWI-FM			
3	WHHY-FM	WLWI-FM	WHHY-FM			
4	WBAM-AM	WREZ-FM	WR E Z - FM			
5	WREZ-FM	WBAM-AM	WXVI-AM			
M-F, 6-	10am					
1	WHHY-AM	WHHY-AM	MA-YHHW			
2	WHHY-FM	WHHY-FM	WLWI-FM			
3	WLWI FM	WLWI-FM	WHHY-FM			
4	WB AM-AM	WRE Z-FM	WXVI-AM			
5	WXVI-AM	WBAM-AM	WREZ-FM			
M-F, 3-	7pm					
1	WHHY-AM	MA-YHHW	WLWI-FM			
2	WLWI-FM	WHHY-FM	MA-YHHW			
3	WHHY-FM	WLWI FM	WHHY-FM			
4	WB AM-AM	WBAM-AM	WREZ-FM			
5	WREZ-FM	WREZ-FM	WCOV-AM			



### Format Legend

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

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**(46)** 

### JM '80 Market Overview

The Expanded Sample Frame hit Nashville hard its sweep in its debut in the market. Although Arbion estimated that approximately 28% of the metro puseholds were not available through the phone directories, the firm received 40% of its total metro into from ESF homes. As in many cases when ESF first used in a market where there is an ethnic ation, that station increased dramatically. That may ave been the case with WVOL, which rose 68% its survey. WSEZ, the Beautiful Music station that ad led overall in the last two books, slipped to third, hile Country WSIX-FM improved its 25-54 share jump into second place.

WVOL scored impressive gains in teens and bung males. In 18-34's it leapt from a 7 share to lore than 13. It will be interesting to see if the stann is able to retain this standing in subsequent sureys, especially if Arbitron is more successful in attining the 28% figure for ESF in-tab, rather than the 0% obtained this time. AOR station WKQB rose pout 25% to become the only other station in double gits 18-34. Fellow AOR WKDF was fourth 18-34,

### rerage Persons 12+ Share Trends anday-Sunday, Sam-Midnight

) P	(00): 66	5 5			
	A/M 179		O/N '79		A/M 180
1	WZEZ-FM	11.3	WZEZ-FM	11-5	WVOL-AM (M) 10.6
2	WLAC-AM	9.5	WSM -AM	10.4	WSIX-FM (C) 9.9
3	WSIX-FM	8.7	WLAC-AM	7.9	WZEZ-FM (MM) 9.9
4	WKDF-FM	8.5	WSIX-FM	6.9	WSM -AM (C) 7.8
5	WSM -FM	8.1	WWKX - FM	6.8	WLAC-AM (#) 6.1
6	WSM -AM	7.9	WVOL-AM	6.3	WWKX-FM (M) 6.0
7	WBYQ-FM	6.5	WKQB-FM	5.9	WSM -FM (A) 6.0
8	WWKX-FM	6.1	WSM -FM	5.8	WKOB-FM (A) 5.8
9	WMAK-AM	5.0	WAMB-AM	5.5	WBY0-FM (M) 5.6
0	WVOL-AM	4.6	WSIX-AM	5.1	WKDF-FM (A) 5 . 2
1	WSIX-AM	3.4	WBYQ-FM	4.9	WSIX-AM PA) 4.2
2	WAMB-AM	3 • 3	WKDF-FM	4.6	WKDA-AM (C) 3.4
3	WKDA-AM	3.0	WMAK-AM	4.6	WJRB-AM (C) 2 al
4	WKQB-FM	2.8	WKDA-AM	1.9	WAMB-AM (###) 1 - 7
5	WGNS-AM	1.4	WDK N-AM	1.6	WGNS-AM (M) 1.6
6	WJRB-AM	1.2	WWGM-AM	1.0	WMAK-AM (PA) 1 - 5
7	WWGM-AM	1.1	WIZO-AM	1.0	WMTS-AM(C) 1.2
8	WDBL-AM	0.4	WMTS-AM	0.9	WDBL-AM MO 1.0
9	WDBL-FM	0.3	WNAH-AM	0 · B	WWGM-AM (NL) 0.7
:0			WC OR-AM	0.7	WIZO-AM (C) O. (
: 1			WA GG - AM	0.4	WMTS - FM PA) 0.
12					WDBL-FM (M) 0.

### **Average Persons Trends/Rankings**

otal 12+
-S, 6am-Midnight
DP(00): 6655
AM 79

WLAC-AM

WBYO-FM

WWKX-FM

2 WLAC-AM 3 WBYO-FM

1	WZEZ-FM	106	WZEZ-FM	103	WVOL-AM	105
2	WLAC-AM	<b>6 d</b>	WSM -AM	93	WSIX-FM	9 (
3	WSIX-FM	P2	WLAC-AM	7.1	WZFZ-FM	0.0
4	WKDF-FM	8.0	WSIX-FM	62	WSM -AM	7.8
5	WSM -FM	7.6	WWKX-FM	61	WLAC-AM	61
F, 6-	10am					
1	WZEZ-FM		WSM -AM		WSM -AM	
2	WSM -AM		WZEZ-FM		WSIX-FM	
3	WSIX-FM		WSIX-FM		WVOL-AM	
4	WLAC-AM		WLAC-AM		WZEZ-FM	
5	WSM -FM		WWKX - FM		WBYO-FM	
F, 3-	7pm					
1	WKDF-FM		WZEZ-FM		WYOL-AM	
2	WLAC-AM		WSM -AM		WZEZ-FM	
3	WZEZ-FM		WLAC-AM		WSM -AM	
4	WSM -FM		WWKX-FM		WLAC-AM	
5	$\mathbb{W} \times \mathbb{I} \times \mathbb{X} = \mathbb{F} \times \mathbb{M}$		WKOB-FM		WSIX-FM	
en:	5					
S, 6:	em-Midnight					
) P (	00): 828					
	A/M 179		O/N '79		A/M '80	
1	WWKX-FM		WKOB-FM		WWKX-FM	
2	WLAC-AM		WWKX-FM		WVOL-AM	
3	WBY0-FM		WLAC-AM		WKDF-FM	
F. 6-	10am					

WWKX-FM

WKOR-FM

WLAC-AM

WVOL-AM

WKDE-EN

WVOL-AM

WWKX-FM

with a share in the nine range, comparable to its O/N '79 figure.

With the ESF technique retrieving so many more 18-34 diaries in this survey, the above results were to be expected. There may be revisions in the standings as ESF sorts itself out in upcoming surveys, however.

WSIX-FM surpassed WZEZ for the 25-54 leadership, its share rising 46%. Biggest jump for WSIX-FM came among women listeners, and the station showed an extremely consistent appeal to women in the discrete demos included in the 25-54 cell. The only other double-digit showing in the 25-54 category was WZEZ's. The station's average audience remained stable but the share declined due to increased listening in the demo. WZEZ spent more on advertising this survey, with expenditures in TV, various print media, busboards, and billboards. WZEZ is **Bonne-ville**-formatted and used the theme "Blooming With Beautiful Music."

**WSM**, the Country leader in Nashville, slipped two shares in the 25-54 race, perhaps due to new personalities in several air shifts. Meanwhile, Top 40 leader **WLAC** had a stable book among adults but lost teen audience this survey.

A/M 179	O/N '79	A/M 'B0
1 WKDF-FM	WSE -FM	WVOL-AM
2 WSM -FM	WWKX-FM	VKOB-FM
3 WIAC-AM	UKPF-FM	WSM -FM
4 WRYO-FM	W1, A C - A M	WKDF-FM
5 WWKX-FM	WYOB-FM	WLAC-AM
W-F, 6-10am		
1 WSM -FM	WSM -FM	WVOL-AM
2 WKDF-FN	WWKX-FM	WB YO - FM
3 WBYO-FM	WSM -AM	WWKX-FM
4 WWKX-FM	WLAC-AM	WSM -FM
5 WLAC-AM	WKDF-FM	WLAC-AM
M-F, 3-7pm		
1 WKDF-FM	WSM -FM	WVOL-AM
2 WSM -FM	WKDF-FP	WKQB-FM
3 WLAC-AM	WWKX-FM	WI.AC -AM
4 WBY0-FM	WLAC-AM	WSM -FM
5 WWKX-FM	WVOL-AM	WKDF-FM
Adults 25-54 M-S, 6am-Midnight POP(00): 3137		
A/M '79	O/N '79	A/M '80
1 WZEZ-FM	WZEZ-FM	WSIX-FM
2 WSIX-FM	WSIX-FM	WZEZ-FM
	11014 4.14	DECEMBER 12 IN THE RESERVE AND

A/M '79	O/N '79	A/M '80
1 WZEZ-FM	WZEZ-FM	WSIX-FM
2 WSIX-FM	WSIX-FM	WZ EZ-FM
3 WSM -FM	WSM -AM	WVOL-AT
4 WLAC-AM	WSM -FM	WSM -Att
5 WSM -AM	WLAC-AM	WSM -FM
<b>VI-F</b> , 6-10am		
1 WSIX-FM	WSM -AM	WSIX-FM
2 WZEZ-FM	WSIX-FM	WSM -AM
3 WSM -AM	WZEZ-FM	WVOL-AM
4 WSM -FM	WLAC-AM	WZ E Z - F M
5 WLAC-AM	WSIX-AM	WBYO-FM
M-F, 3-7pm		
1 WSM -FM	WZEZ-FM	WZ E Z - F N
2 WZEZ-FM	WSM -AM	WSIX-F5
3 WSIX-FM	WSIX-FM	WVOL-AM
4 WLAC-AM	WSM -FM	WLAC-AN
5 WBYO-FM	WLAC-AM	WSM -FN

### Cume Persons Trends/Rankings

M-S, 6em-Midnight					
POP(	00	)	:	6655	

Adults 18-34

	A/M '79		O/N '79		A/M '80	
1	WLAC-AM	1776	WSM -AM	1847	WSM -AM	157
2	WSM -AM	1326	WLAC-AM	1496	WIAC-AM	126
3	WSIX-FM	1067	WZ E Z - F M	1163	WSIX-FM	119
4	WZ EZ - FM	1036	WSIX-AM	1148	WWKX-FM	112
5	WBYO-FM	982	WWKX-FM	8801	WZEZ-FM	103
M-F, 6	3-10am					
1	W1, AC-AM		WSM -AM		WSM -AM	
2	WSM -AM		WLAC-AM		WSIX-FM	
3	WSIX-FM		WZEZ-FM		WWKX-FM	
4	WZEZ-FM		WSIX-AM		WVOL-AM	
5	WBYO-FM		WSIX-FM		WLAC-AM	
M-F, 3	3-7pm					
1	WI.AC-AM		WSM -AM		WLAC-AM	
2	WSM -AM		WZEZ-FM		WZEZ-FM	
3	WBYO-FM		WLAC-AM		WSM -AM	
4	WZEZ-FM		WWKX-FM		WVOL-AM	
- 5	WSIX-FM		WSM -FM		WSIX-FM	

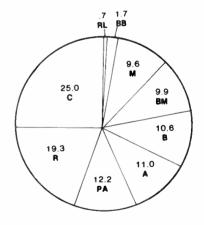
### Teens M-S, 6am-Midnight

A/M 179	O/N '79	A/M 'B0
1 WLAC-AM	WWKX-FM	WWKX-FM
2 WWKX-FM	WLAC-AM	WLAC-AM
3 WKDF FM	WKOB-FM	WKOB-FM

1 111 1 6 1 11	111199 - 119	WWKX-FM
1 WLAC-AM	WWKX-FY	WWCX-FS WVOL-AM
2 WWKX-FM 3 WBYO-FM	WLAC-AM WKOB-FM	WI.AC-AM
	WKCD-13	F. 1. N C A L
A-F, 3-7pm 1 WLAC-AM	WWKX-EN	WWKX-FM
2 WWKX-FM	WI.AC-AM	WVOL-AN
3 WBY0-F:1	WKOB-FM	WLAC-AN
Adults 18-34		
4-S, 6am-Midnight		
POP(00): 2482		
A/M '79	O/N '79	A/M 180
1 WLAC-AM	WLAC-AM	WLAC-AM
2 WBYO-FM	WWKX-FM	WKDF-FM
3 WSM -FM	WSM -FM	WB YQ - F M
4 WWKX-F11	WKDF-FM	WWKX-FM
5 WKDF-FM	WSM -AM	WKOB-FM
M-F, 6-10am		
1 WSM -FM	WLAC-AM	WBVO = FM
2 WBY0-F11	WSM -FM	WLAC-AM
3 WLAC-AM	WWKX - FM	WKDF-FM
4 WWKX-FM	WSM -AM	WSM -FM
5 WKDF-FM	WKDF-FM	#1.0 F = WW
M-F, 3-7pm		
1 WLAC-AN	WLAC-AM	WLAC-AM
2 WKDF-FM	WSM -FM	MKDE-EN
3 WSM -FM	WWKX - FM	WSM -FM
4 WBYQ-F?*	MKDE-EW	WKOB-FM
5 WWKX-FM	WSM -AM	WB YQ - F M
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 3137		
A/M '79	O/N '79	A/M '80
1 WLAC-AM 2 WSM -AM	WSM -AM WLAC-AM	WSM -AM WSIX-FM
3 WZEZ-FM	WZ E Z - FM	WI.AC-AM
4 WSIX-FM	WSIX-FM	WZFZ-FM
5 WBYO-FM	WSIX-AM	WSM -FM
M-F. 6-10am		
1 WLAC-AM	WSM -AM	WSN -AM
2 WSIX-FM	WZ F Z - F M	WSIX-FM
3 WSM -AM	WSIX-FN	WZ E Z - F M
4 WZFZ-FM	WI.AC-AM	WB YO - FM
5 WSIX-AM	WSM -FM	WSM -FM
M-F, 3-7pm		
1 WLAC-AM	WSM -AM	WSIX-FM
2 WSIX-FM	WZ E Z - F M	WZFZ-FM
3 WSM -AM	WSIX-FM	WSM -AM
4 WSM -FM	WLAC-AM	WI.AC-AM
5 WZEZ-FN	WSM -FM	WSM -FM

### **Format Penetration Chart**

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



### Format Legend

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

# Data from Market Buy Market TM

# Nassau-Suffolk

METRO RANK

10

### A/M '80 Market Overview

Because this metro is contained within New York City, Nassau received additional sample and was surveyed for 12 weeks this spring. This was the first Quarterly Measurement survey for the New York-Long Island area. Previously surveyed only once yearly, the Nassau-Suffolk area will now also be measured

The top three overall stations in this metro were New York properties, but WBLI ranked fourth 12+ and was the top Long Island station. WBLI ranked behind WNBC and WPLJ in the 18-34 demo, but was the top local station. Likewise, there were several New York stations ahead of WBLI in the 25-54 rankings, but WBLI was again the top local station. WTFM doubled its 18-34 audience since last year, and ranked second among local stations in that category. In the 25-54 breakout, WCTO was close behind WBLI

Part of the reason for the improved showing by WBLI may have been the station's more aggressive ad campaign. A larger ad budget was used in various media - newspaper was heaviest followed by billboards, TV, and busboards. On air, the promotions centered around the "Great Gas Giveaway," in which 106 people were given 106 gallons of gas each. Musically, the station shifted from a male 18-24 orientation to a more traditional format. The actual big audience gains were among men 25-34, a most salable demo. This 25-34 strength allowed the station to show well in both the 18-34 and 25-54 rankings.

AOR leader WLIR suffered a poor book. The station lost almost half its 18-34 audience, especially among young males. Virtually every daypart, except the evening hours, had significant male audience declines.

### Average Persons 12+ Share Trends Monday-Sunday, Bam-Mi POP(00): 22476

POP	(00): 224	7 <del>6</del>			
	A/M '79		O/N '79		A/M '80
1	WABC-AM	6.9	WNBC-AM	6.2	WNBC-AM (R) 7.6
2	WCBS-AM	6.2	WOR -AM	5.9	WCBS-AM MO 6.7
3	WBLI-FM	6.1	WBLS-FM	4.9	WRFM-FM (MM)4.8
4	WOR -AM	5.1	WCBS-AM	4.7	WBLI-FM (R) 4+5
5	WPLJ-FM	4.9	WABC-AM	4.5	WOR -AM (T) 4.1
6	WNBC-AM	4.7	WBLI-FM	4.2	WBLS-FM (#) 4.1
7	WRFM-FM	4.6	WRFM-FM	3.8	WPLJ-FM (A) 4.0
8	WINS-AM	3.9	WPLJ-FM	3.7	WCBS-FM (0) 3.9
9	WHN -AM	3.8	WKTU-FM	3.7	WHLI-AM (PA) 3.6
10	WCTO-FM	3 3	WLIR-FM	3.4	WINS-AM PA) 3.6
11	WCBS-FM	3.1	WINS-AM	3, 3	WCTO-FM 00 3.2
12	WALK-FM	3.1	WCTO-FM	3.2	WHN -AM (800) 3.0
13	WXLO-FM	3.0	WCBS-FM	3 0	WABC-AM (C) 3.0
14	WGSM-AM	2.6	WALK-FM	2.5	WKTU-FM (R) 2.9
15	WTFM-FM	2.5	WHN -AM	2.4	WTFM-FM (#) 2.5
16	WLIR-FM	2 . 5	WXLO-FM	2.4	WYNY-FM (PA) 2.5
17	WNE W-AM	2.3	WPAT-FM	2 - 4	WALK-FM (PA) 2.3
18	WBLS-FM	2.1	WNEW-AM	2 . 2	WMCA-AM PA) 2.0
19	WMCA-AM	2.0	WTFM-FM	2 . 1	WLIR-FM (A) 1.9
20	WPAT-AM	1.7	WGSM-AM	2.0	WKJY-FM (A) 1.8
2 1	WPLR-FM	1.6	WMCA-AM	1.9	WBAB-FM (MM) 1.8
2 2	WBAB-FM	1.5	WYNY-FM	1 9	WXLO-FM (A) 1 7
23	WPAT-FM	1.4	WRCN-FM	1.8	WPAT-FM (M) 1.7
24	WGBB AM	1.3	WIOK-FM	1.8	WNEW-AM (MAN) 1 . 6
2 5	WHL I - AM	1.2	WHLI-AM	1.5	WGSM-AM (PA) 1.5
26	WIOK-FM	1.2	WBAB-FM	1.5	WNEW-FM PA) 1.4
27	WRCN-FM	1.2	WGBB-AM	1.4	WRCN-FM (A) 1.2
28	WQXR-FM	1.2	WPLR-FM	1.1	WPLR-FM (A) 1.1
29	WNEW-FM	1.0	WEZN-FM	1 - 1	WPAT-AM (A) 1.0
30	WNCN-FM	1.0	WNEW-FM	1.0	WEZN-FM (MM) 1 . O
31	WPIX-FM	0.9	WOXR-FM	1.0	WPIX-FM (R) 1.0
32	WKTU-FM	0.9	WPIX-FM	0.9	WRVR-FM (A) 1.0
33	WRVR-FM	0.9	WR VR-FM	0.8	WGBB-AM (A) 0.9
34	WYNY-FM	0 8	WALK-AM	0.8	WOX R-FM PA) 0.8
3.5	WVNJ-FM	0.8	WPAT-AM	0.7	WKCI-FM (CL) 0.7
36	WEZN-FM	0.7	WKCI-FM	0.7	WNC N-FM (CL) 0.6
37	WLIX-AM	0.6	WNCN-FM	0.6	WRKI-FM (CL) 0.5
3.8	WALK-AM	0.5	WLNG-FM	0.5	WSBH-FM (A) 0.5
39	WGLI-AM	0.4	WDJF-FM	0.4	WTHE-AM PA) 0.3
40	WOX R-AM	0.4	WVNJ-AM	0.4	WALK-AM (ML) 0.3
41	WLNG-FM	0.3	WEVD-FM	0.4	WQXR-AM (PA) 0.1
4 2	WRKI-FM	0.3	WY FA - AM	0.4	WRCN-AM (CL)
	WLNG-AM	0.1	WGLI-AM	0.3	
44	WRCN-AM		WQXR-AM	0.3	
4.5			WLNG-AM	0.2	
46			WRCN-AM	0.1	

1 WABC-AM WNBC-AM WCBS FM 2 WBLI-FM WPLJ-FM WBLI-FM 3 WNBC-AM WKTU-FM WNBC-AM 4 WPLJ-FM WBLS FM WBLS-FM 5 WLIR-FM WLIR-FM WPLJ-FM 6 WCBS-FM WCBS-FM WKTU-FM 7 WXLO-FM WBLI-FM WYNY-FM 8 WBLS-FM WABC-AM WTFM-FM 9 WNEW-AM WXLO-FM WNEW-FM 10 WBAB-FM WNY-FM WLIR-FM  Adults 25-54  M-S, Sam-Midnight POP(00): 11172  AMM'79 ON '79 AM'80 1 WBLI-FM WABC-AM WCBS-FM 2 WABC-AM WBLS-FM WCBS-AM 3 WIN -AM WNBC-AM WCBS-FM 4 WCBS-AM WCBS-AM WRFM-FM 5 WRFM-FM WOR -AM WBLI-FM 6 WCTO-FM WBLI-FM WIN -AM 7 WNBC-AM WCTO-FM WINS-AM 8 WOR -AM WCBS-FM WOR -AM 8 WOR -AM WCBS-FM WOR -AM 9 WINS-AM WCBS-FM WOR -AM	Averes	Porcens T	ele (De = L.)	
MS. SAM-Midnight POP(OD): 22476  AMM 79 ON 79  AMM 80  AMM 8		rersons Trer	ıɑs/Hankings	
AM 79  1 MAB C-AM 245  1 WAS C-AM 221  2 WOS S-AM 222  2 WOS S-AM 222  3 WOS L-FM 182  4 WOR -AM 182  4 WOS S-AM 123  3 WOS L-FM 176  4 WOS S-AM 129  4 WOS S-AM 129  5 WELL FM 176  6 WAS C-AM 168  6 WAS C-AM 168  6 WAS C-AM 168  6 WAS C-AM 168  9 WINN -AM 130  9 WINN -AM 130  9 WINN -AM 130  WOR -AM 130  WOR -AM 130  WOS S-AM WOS S-AM WOS S-AM 130  MF, 6-10am  1 WOS S-AM WOS S-AM WOS C-AM WOS C-AM WOS C-AM WOS S-AM WOS C-AM WOS	M-S, 6am-Midnight	6		
2 MCSS-AM 222 WOR -AM 222 MCSS-AM 259 3 MSIL-FM 218 WSIS-FM 18 WSIS-FM 18 7 4 MOR -AN 182 WCSS-AM 183 WSIL-FM 187 5 WFLJ-FM 176 MSIS-FM 183 WSIL-FM 187 5 WFLJ-FM 176 MSIS-FM 183 WSIL-FM 175 5 WFLJ-FM 176 MSIS-FM 183 WSIL-FM 187 6 WSSC-AM 188 WSIL-FM 187 6 WSSC-AM 188 WSIL-FM 187 1 WSFM-FM 185 MSIL-FM 187 1 WSSC-AM 184 WSTU-FM 184 WINS-AM 189 1 WGSS-AM WGSS-AM WSIS-AM WSIS-AM WSIS-FM 185 1 WGSS-AM WSIS-FM WSIL-FM WSIS-FM	A/M '79	O/N '79	A/M '80	
3 MSLI-FM 218 MSLS-FM 191 WSFM-FM 173 4 WOR -AM 182 WSLS-AM 176 WSCS-AM 176 WSCS-AM 176 5 WFLJ-FM 176 WASC-AM 176 WSCS-AM 177 5 WFLJ-FM 176 WASC-AM 176 WSCS-AM 177 6 WBCS-AM 168 WSLI-FM 150 WFLJ-FM 157 7 WAFM-FM 165 WRFM-FM 150 WFLJ-FM 157 9 WIN -AM 134 WKTM-FM 150 WFLJ-FM 151 10 WCTO-FM 11R WLIR-FM 130 WFLJ-FM 151 10 WCTO-FM 11R WLIR-FM 130 WGS-AM 170 10 WCTO-FM 11R WLIR-FM 130 WGS-AM 170 2 WOR -AM WCS-AM WNSC-AM WNSC-AM WNSC-AM WNSC-AM WNSC-AM WNSC-AM WNSC-AM WNSC-AM WNSC-AM WSLI-FM WGS-AM WSLI-FM WS				
5 MPLJ-FM 176 MASC-AM 176 MOR -AM 157 6 WARC-AM 168 WEBL-FM 150 WEBL-FM 157 7 WAFM-FM 165 WERM-FM 150 WEBL-FM 157 7 WAFM-FM 165 WERM-FM 150 WEBL-FM 157 8 WINS-AM 139 WEBL-FM 144 WHIL-AM 141 9 WIN -AM 134 WEBL-FM 144 WHIL-AM 141 19 WED-FM 118 WEBL-FM 170 MF. 6-NOBM  MF.	3 WBLI-FM	218 WBLS-FM	191 WRFM-FM	187
7 MEFM-FM 165 MEFM-FM 150 MEFL-FM 153 8 MINS-AM 134 METU-FM 144 MUNIT-AM 139 9 MIN -AM 134 WETU-FM 144 MUNIT-AM 141 10 MCTO-FM 11R WETU-FM 134 MINS-AM 139  MAFE, FORM 2 MOR -AM WORS-AM WORS-AM WISC-AM 130  MAFE, FORM 3 WARSC-AM WORS-AM WISC-AM WISC-AM 11NS-AM WORS-AM WISC-AM WI	5 WPLJ-FM	176 WABC-AM	176 WOR -AM	157
9 MIN - AM 134 WKTU-FM 144 WMLI-AM 141 10 MCTO-FM 118 WLR-FM 134 WINS-AM 139  MF,6-10am 2 MOR -AM WOR -AM WORS-AM WMSC-AM WORS-AM WINS-AM WORS-AM WINS-AM WORS-AM WORS	7 WRFM-FM	165 WRFM-FM	150 WPLJ-FM	155
MF, F. Stam    MAGC-AM	9 WHN -AM	134 WKTU-FM	144 WHLI-AM	141
2 MOR -AM WOS-AM MINSC-AM MINSC-AM SOLIT-FM WINS-AM MOR -AM WOSL-FM WINS-AM MOR -AM WOSL-FM WO	M-F, 6-10am	116 WLIK-FM	134 WINS-AM	1 3 9
4 MBLI-FN 5 MINS-AM 6 MNSC-AM 7 MRFM-FM MBLI-FM 8 MIN -AM 8 MISLS-FM 8 MIN -AM 9 WALK-FM WALK-	2 WOR -AM			
6 WNSC-AM WBLI-FM WRFM-FM WASC-AM WBLS-FM WPLJ-FM 8 WHN -AM WRFM-FM WASC-AM WBLS-FM WPLJ-FM WBLS-FM WPLJ-FM WBLS-FM WPLJ-FM WBLS-FM WPLJ-FM WBLS-FM WPLJ-FM WBLS-FM WPLJ-FM WBLS-FM WBLI-FM WBLS-FM WBLI-FM WB				
7 MRFM-FM		WABC-AM	WB LI-FM	
9 WALK-PM 10 WPLJ-FM WAF.3-7pm 1 WARC-AM 10 WRD-AM WARC-AM WARC-AM WARC-AM 2 WCBS-AM WARC-AM 3 WARC-AM WARL-FM 3 WARC-AM WARL-FM 5 WRLI-FM 5 WRLI-FM 5 WRLI-FM 6 WRFM-FM 9 WLI-FM WARL-FM 10 WINS-AM WARL-FM W	7 WRFM-FM	WBLS-FM	WPLJ-FM	
MARC	9 WALK-FM	WALK-FM	WALK-FM	
2 WCBS-AM 3 WNBC-AM 4 WPLJ-FM 3 WNBC-AM 4 WPLJ-FM 5 WBLI-FH WCBS-FM 6 WRFM-FM 7 WCTO-FM 6 WRFM-FM 7 WCTO-FM 8 WNN -AM 9 WLIR-FM 8 WNN -AM 9 WLIR-FM 8 WNL-FM 8 WNL-FM 9 WLIR-FM 9 WLIR-FM 10 WINS AM 9 WLIR-FM 10 WINS AM 11 WABC-AM 12 WPLJ-FM 10 WNBC-AM 13 WXLO-FM 14 WABC-AM 15 WBLI-FM 16 WBLI-FM 17 WABC-AM 18 WBC-AM 18 WBC-AM 18 WBLI-FM 19 WBLI-FM 10 WBC-AM 19 WBLI-FM 10 WBC-AM 19 WBLI-FM 10 WBC-AM 10 WBC-AM 10 WBLI-FM 10 WBC-AM 10 WBLI-FM 10 WBC-AM 10 WBC-AM 10 WBLI-FM 10 WBC-AM 10	M-F, 3-7pm			_
3 MNSC-AM 4 MPLJ-FH 5 MBLI-FM 6 MRFM-FM 6 MRFM-FM 8 WHN -AM 8 WHN -AM 9 WLIR-FM 9 WLIR-FM 9 WLIR-FM 10 WINS: AM 11 WABC-AM 2 WPLJ-FM 3 WRLO-FM 3 WRLO-FM 11 WABC-AM 2 WPLJ-FM 3 WRLO-FM 2 WPLJ-FM 3 WRLO-FM 4 WBLI-FM 5 WBLI-FM 5 WLIR-FM 6 WLIR-FM 1 WBLI-FM 4 WBLI-FM 1 WBLI-FM 4 WBLI-FM 4 WBLI-FM 5 WLIR-FM 1 WBLI-FM 4 WBLI-FM 6 WLIR-FM 1 WBLI-FM 1 WBLI-FM 1 WBLI-FM 1 WBLI-FM 1 WBLI-FM 2 WBLI-FM 3 WRC-AM 2 WFLJ-FM 4 WBLI-FM 4 WBLI-FM 4 WBLI-FM 4 WBLI-FM 5 WCBS-FM 4 WBLI-FM 6 WLIR-FM 6 WLIR-FM 6 WLIR-FM 7 WLIO-FM 8 WBLI-FM 8 WBLI-FM 9 WFLR-FM 9 WFLR-FM 1 WBLI-FM 2 WBLI-FM 1 WBLI-FM 1 WBLI-FM 1 WBLI-FM 1 WBLI-FM 1 WBLI-FM 2 WBLI-FM 1 WBLI-FM 1 WBLI-FM 2 WBLI-FM 1 WBLI-FM 1 WBLI-FM 2 WBLI-FM 1 WBLI-FM 2 WBLI-FM 3 WBC-AM 4 WBLI-FM 4 WBLI-F				
S WBLI-FM		WBLS-FM	WCBS-AM	
7 WCTO-PM 8 WHN -AM 8 WHN -AM 9 WLTR-PM WRM-PH HUL-AM 9 WLTR-PM WRM-PH HUROTO-FM WASC-AM 10 WINS-AM WNBC-AM 2 WPLJ-PM WRDC-AM 3 WXLO-FM WBLS-PM WRLI-FM WRLI-F	5 WBLI-FM	WOR -AM	WB LS-FM	
9 WLIR-PM WBLI-FM WASC-AM TOOIS NS, Sam-Midnight POP(00): 3482  AAM 79 ON 79 AM 80  1 MABC-AM WBC-AM WBC-AM 2 WPLJ-FM WBLI-FM WBLI-FM 3 WXLO-FM WBLS-FM WBLI-FM WBLI-FM WBLI-FM WBLI-FM 3 WXLO-FM WBLS-FM WBLI-FM 3 WNBC-AM WPLJ-FM WBLI-FM 3 WNBC-AM WPLJ-FM WBLI-FM 4 WBLI-FM WASC-AM WBLS-FM 2 WABC-AM WBLS-FM WBLI-FM 4 WBLS-FM WBLI-FM 4 WBLS-FM WBLI-FM WBLI-FM 4 WBC-AM WBLS-FM WBLI-FM 5 WCBS-FM WBLI-FM WBLI-FM 5 WCBS-FM WLIB-FM WBLI-FM 6 WLIR-FM WASC-AM WBLS-FM 6 WLIR-FM WCBS-FM WKTU-FM 7 WXLO-FM WASC-AM WWNT-FM 8 WBLS-FM WALD-FM WITH-FM 9 WPLR-FM WXLO-FM WITH-FM 9 WPLR-FM WASC-AM WHYN-FM 9 WPLR-FM WASC-AM WHYN-FM 8 WBLS-FM WALD-FM WITH-FM 1 WBLI-FM WASC-AM WHYN-FM 9 WPLR-FM WASC-AM WHYN-FM 9 WPLR-FM WALD-FM WITH-FM 1 WBLI-FM WASC-AM WHYN-FM 9 WPLR-FM WALD-FM WLIB-FM 1 WBLI-FM WASC-AM WHYN-FM 9 WPLR-FM WALD-FM WITH-FM 1 WBLI-FM WASC-AM WHYN-FM 9 WPLR-FM WALD-FM WHYN-FM 1 WBLI-FM WASC-AM WHYN-FM 1 WBLI-FM WASC-AM WHYN-FM 9 WPLR-FM WALD-FM WHYN-FM 1 WBLI-FM WHYN-FM WASC-AM 4 WPLJ-FM WFLJ-FM WBLI-FM 1 WBLI-FM WFLJ-FM WGBS-FM 1 WBLI-FM WRUJ-FM WGBS-FM 1 WALD-FM WKTU-FM WFN-FM 6 WCBS-AM WALD-FM WKTU-FM WHYN-FM 9 WCS-AM WBLS-FM WHIF-FM 1 WASC-AM WBLI-FM WHYN-FM 1 WBLI-FM WKTU-FM WHYN-FM 1 WBLI-FM WKTU-FM WHYN-FM 1 WBLI-FM WKTU-FM WHYN-FM 1 WALD-FM WKTU-FM WHIF-FM 1 WALD-FM WKTU-FM WHYN-FM 1 WALD-FM WKTU-FM WHIF-FM 1 WALD-FM WKTU-FM WHYN-FM 2 WALD-FM WKTU-FM WHIF-FM 3 WALD-FM WKTU-FM WRUJ-FM 3 WANGC-AM WBLI-FM WHIF-FM 4 WFN-AM WCBS-AM WREN-FM WCBS-AM 4 WFN-FM WCBS-AM WREN-FM WCBS-AM 4 WRN-AM WREN-FM WCBS-AM WREN-FM 4 WRN-AM WREN-FM WCBS-AM WREN-FM 4 WRN-AM WREN-FM WCBS-AM WREN-FM 4 WRN-AM WREN-FM WCBS-FM WRN-FM 4 WRN-AM WRN-FM WRN-FM 4 WRN-AM WRN-FM WRN-AM WRN-FM 5 WRN-AM WRN-FM WRN-AM WRN-FM 6 WCBS-AM WRN-FM WRN-AM WRN-FM 6 WCBS-AM WBLI-FM WNN-AM WRN-FM 6 WGBS-AM WBLI-	7 WCTO-FM	WPLJ-FM	WPLJ-FM	
Teens	9 WLIR-FM	WBLI-FM	WCTO-FM	
POP(00): 3482  AMM '79  ONN '79  AMM '80  1 MABC-AM 2 WPLJ-FM 3 WXLO-FM WBLS-FM WBLI-FM WBLI-F	Teens	WLIR-FM	WABC-AM	_
AMA '79	M-S, 6am-Midnight			
1 WABC-AM 2 WPLJ-FM 3 WXLO-FM WBLS-FM WBLI-FM WBLI-FM WBLI-FM WBLI-FM WBLI-FM WBLI-FM WBLI-FM WBBC-AM WNBC-AM		O/N '79	A/M '80	
3 WXLO-FM WBLS-FM WBLI-FM  MF,6-10am 1 WABC-AM WNBC-AM WPLJ-FM 3 WNBC-AM WPLJ-FM WBLI-FM  MF,3-7pm 1 WPLJ-FM WNBC-AM WPLJ-FM  MF,3-7pm 1 WPLJ-FM WNBC-AM WPLJ-FM 3 WNBC-AM WBLS-FM WPLJ-FM 3 WXLO-FM WABC-AM WBLS-FM  Adults 18-34  MS, 8am-Midnight POP(00): 7050  AMM'79 ON '79 AM'80  1 WBLI-FM WNBC-AM WNBC-AM 2 WPLJ-FM WNBC-AM WNBC-AM 2 WPLJ-FM WBLS-FM WPLJ-FM 3 WABC-AM WBLI-FM WBLS-FM 4 WNBC-AM WBLI-FM WBLS-FM 5 WCBS-FM WLTB-FM WKTU-FM WTH-FM 8 WBLS-FM WKTU-FM WTH-FM 8 WBLS-FM WXLU-FM WABC-AM 1 WBLI-FM WXLO-FM WTH-FM 9 WPLR-FM WXLO-FM WTH-FM 10 WMEW-AM WYNY-FM WABC-AM  MF,6-10am 1 WBLI-FM WNBC-AM WNBC-AM 4 WPLJ-FM WLLI-FM WBLI-FM 5 WCBS-FM WLTB-FM WBLI-FM 6 WCBS-FM WLTB-FM WBLI-FM 9 WBLS-FM WHIT-FM 1 WBLI-FM WBLI-FM WBLI-FM 1 WBLI-FM WBLI-FM WBLI-FM 1 WBLI-FM WRTU-FM WBLI-FM 1 WBLI-FM WRTU-FM WBLI-FM 1 WBLI-FM WBLI-FM WBLI-FM 1 WBLS-FM WLTB-FM 1 WABC-AM WBLI-FM WBLS-FM 1 WINS-AM WGBS-AM WBLS-FM 1 WBLS-FM WABC-AM WBLS-FM 2 WBLI-FM WBLI-FM WBLI-FM 3 WNBC-AM WBLS-FM WRTU-FM 3 WNBC-AM WBLS-FM WRTU-FM 4 WBLJ-FM WBLI-FM WBLI-FM 4 WBLJ-FM WBLI-FM WBLI-FM 5 WLIR-FM WBLI-FM WBLI-FM 6 WCBS-FM WGBS-AM WBLI-FM 9 WNBC-AM WBLI-FM WRTU-FM 8 WBLS-FM WABC-AM WTFM-FM 8 WBLS-FM WABC-AM WRTM-FM 9 WNBC-AM WBLI-FM WRTM-FM 9 WNBC-AM WBLI-FM WRTM-FM 10 WBAB-FM WWNY-FM WBLI-FM 10 WBB-AM WRTM-FM 10 WBB-AM WRTM-F			WNBC-AM	
MABC-AM				
3 WNBC-AN WPLJ-FM WBLI-FM  MF,3-7pm  1 WPLJ-FM WNBC-AN WBLS-FM WPLJ-FM  2 WALO-FN WABC-AN WBLS-FM WPLJ-FM  Adults 18-34  MS, Sam-Midnight  POP(OO): 7050  AMM 79 ON 79 AM '80  1 WBLI-FM WNBC-AN WPLJ-FM WBLS-FM  2 WPLJ-FM WBLS-FM WPLJ-FM WBLS-FM  3 WABC-AM WPLJ-FM WBLI-FM WBLI-FM  4 WNBC-AM WPLJ-FM WBLI-FM WBLI-FM  5 WCBS-FM WLIR-FM WCBS-FM WXTU-FM  6 WLIR-FM WSS-FM WXTU-FM WTWY-FM  8 WLLS-FM WASC-AM WYNY-FM WABC-AM  MF,6-10am  1 WBLI-FM WNBC-AM WNWY-FM WBLI-FM  4 WBLJ-FM WALO-FM WLIR-FM WBLI-FM  5 WCBS-AM WBLI-FM WBLI-FM WBLI-FM  4 WBLJ-FM WALO-FM WTFM-FM  4 WBLJ-FM WBLI-FM WCBS-AM WCBS-AM  MF,6-10am  1 WBLI-FM WDLJ-FM WCBS-AM  MF,6-10am  1 WBLI-FM WBLI-FM WBLI-FM WCBS-AM  MF,6-10am  1 WBLI-FM WBLI-FM WBLI-FM WCBS-AM  MF,6-10am  1 WBLI-FM WBLI-FM WBLI-FM WCBS-AM  MF,6-10am  1 WBLI-FM WBLI-FM WCBS-AM  MF,6-10am  1 WBLI-FM WBLI-FM WCBS-AM  MBLS-FM WLIR-FM WCBS-FM  MWBLJ-FM WBLI-FM WCBS-FM  MWBLJ-FM WBLS-FM WBLS-FM  MWBLO-FM WXTU-FM WBLS-FM  MWBL-FM WHINS-AM WCBS-FM  MWBL-FM WHINS-AM WCBS-FM  MWBL-FM WHINS-AM WCBS-FM  MWBL-FM WBLS-FM WBLS-FM  MWBL-FM WGBS-AM WTFM-FM  MWBL-FM WBLS-FM WGBS-AM  MWBL-FM WGBS-AM WTFM-FM  MWBL-FM WGBS-AM WRFM-FM  MWBL-AM WGBS-FM WGBS-AM  MWBL-FM WGBS-AM WRFM-FM  MWBL-AM WGBS-FM WGBS-AM  MWBL-FM WGBS-AM WRFM-FM  MWBC-AM WGBS-FM WGBS-AM  MWBC-AM WGBS-FM WGBS-FM  MWBC-AM WGBS-FM WGBS-FM  MWBC-AM WGBS-FM WGBS-FM  MWBC-AM WGBS-FM WGBS-FM  MWBC-AM WGBS-FM	1 WABC-AM		WNBC-AM	
1 WPLJ-FM 2 WABC-AM 3 WXLO-FM 3 WXLO-FM 3 WXLO-FM 4 WBLS-FM 5 WCBS-FM 5 WCBS-FM 6 WLIR-FM 6 WLIR-FM 6 WLIR-FM 7 WXLO-FM 8 WBLS-FM 9 WFLR-FM 10 WBEW-AM 10 WBEW-AM 11 WBLI-FM 2 WABC-AM 3 WBLS-FM 4 WBLS-FM 4 WBLS-FM 5 WCBS-FM 10 WBEW-AM 4 WBLS-FM 10 WBEW-AM 4 WBLI-FM 10 WBEW-AM 4 WBLI-FM 10 WBEW-AM 4 WBLI-FM 10 WBLI-FM 10 WBEW-AM 4 WBLI-FM 10 WBLI-FM 10 WBEW-AM 4 WBLI-FM 10 WBLS-FM 10 WBLI-FM 10 WBL				
2 WABC-AM WABC-AM WABLS-FM  3 WXLO-FM WABC-AM WABLS-FM  Adults 18-34  M-S, 8am-Midnight  POP(OO): 7050  AM'79  1 WALI-FM WABC-AM WABC-AM 2 WALJ-FM WABLS-FM WPLJ-FM 3 WABC-AM WALI-FM WABLS-FM WPLJ-FM 4 WABC-AM WALI-FM WABS-FM WCBS-FM 5 WCBS-FM WALI-FM WCBS-FM WCBS-FM 6 WLIR-FM WCBS-FM WATU-FM WTFM-FM 8 WALS-FM WABC-AM WYNY-FM 9 WALC-FM WABC-AM WYNY-FM 10 WREW-AM WYNY-FM WABC-AM  MF, 6-10am 1 WABL-FM WABLS-FM WPLJ-FM WCBS-AM 3 WABC-AM WABLS-FM WPLJ-FM WCBS-AM 6 WCBS-FM WLIR-FM WCBS-FM 7 WINS-AM WABLS-FM WTFM-FM 8 WALO-FM WALI-FM WCBS-FM 9 WOSS-FM WLIR-FM WCBS-FM 10 WLIR-FM WABC-AM WCBS-FM 9 WOSS-AM WCBS-FM 10 WLIR-FM WINS-AM WNEW-FM  MF, 3-7pm 1 WABC-AM WALU-FM WBLI-FM 4 WPLJ-FM WBLI-FM 9 WOSS-FM WCBS-FM WHIL-FM 9 WOSS-FM WCBS-FM WHIL-FM 10 WLIR-FM WHIL-FM WHIL-FM 10 WLIR-FM WHIL-FM WHIL-FM 10 WLIR-FM WHIL-FM WHIL-FM 10 WLIR-FM WHIL-FM WHIL-FM 10 WLIR-FM WABC-AM WTFM-FM 10 WCBS-FM WCBS-FM WKTU-FM 10 WABC-AM WABC-AM WTFM-FM 10 WABC-AM WABC-AM WHFM-FM 10 WABC-AM WABC-AM WHFM-FM 10 WABC-AM WABC-AM WABC-AM WAFM-FM 10 WABC-AM WABC-AM WABC-AM WAFM-FM 10 WABC-AM WABC-AM WABC-AM WAFM-FM 10 WABC-AM WCBS-FM WCBS-FM 11 WABC-AM WCBS-FM WCBS-FM 12 WABC-AM WCBS-FM WCBS-FM 13 WAN-AM WABC-AM WCBS-FM WCBS-FM 14 WCBS-FM WCBS-FM WCBS-FM WCBS-FM 15 WAFM-FM WCBS-FM WCBS-AM 16 WCBS-FM WCBS-FM WCBS-AM 17 WABC-AM WCBS-FM WCBS-AM 18 WAN-AM WCBS-FM WCBS-AM 19 WABC-AM WCBS-FM WCBS-AM 10 WCBS-FM WCBS-AM WCBS-AM 10 WCBS-FM WCBS-FM WCBS-AM 10 WCBS-FM WCBS-FM WCBS-AM 10 WCBS-FM WCBS-FM WCBS-AM 11 WABC-AM WCBS-FM WCBS-AM 11 WCBS-FM WCBS-FM WCBS-AM 12 WABC-AM WCBS-FM WCBS-FM 13 WABC-AM WCBS-FM WCBS-FM 14 WCBS-FM WCBS-FM WCBS-FM 15 WCBS-AM WCBS-FM WCBS-FM 16 WCBS-FM WCBS-FM WCBS-FM 17 WNBC-AM WCBS-FM WCBS-FM 18 WGB-AM WGB-AM WCBS-FM 19 WGB-AM WGB-AM WGB-AM WCBS-FM 10 WCBS-FM WGB-AM WGB-AM WCBS-FM 10 WCBS-FM WGB-AM WGB-AM WGB-AM WGB-AM WGB-AM WGB-AM WGB-AM WGB-AM WGB-AM WGB-	•	DNBC AN		
### Adults 18-34  ### MS, 68m-Midnight  POP(OO): 7050  AMM'79    WBLI-FM	2 WABC-AM	WBLS-FM	WPLJ-FM	
POP(00): 7050  AMM'79  AMM'80  1 WBLI-FH  WBLS-FH  WBLS-FH  WBLJ-FH  WBLS-FH  WBLS-FH  WBLS-FH  WBLS-FH  WBLS-FH  WBLS-FH  WBLS-FH  WBLS-FH  WBLS-FH  WKTU-FH  WWYN-FH  WWYN-FH  WWYN-FH  WWYN-FH  WWBC-AM  WWYN-FH  WWBC-AM  WWYN-FH  WWBC-AM  WWYN-FH  WWBC-AM  WWYN-FH  WWBC-AM  WWNT-FH  WWBC-AM  WWNT-FH  WWBC-AM  WWNT-FH  WWBC-AM  WWBLI-FH  WWBLI-FH  WWBLI-FH  WWBLI-FH  WWBLI-FH  WWBC-AM  WWBLI-FH  WWBLI-FH  WWBLI-FH  WWBLI-FH  WWBLI-FH  WWBLI-FH  WWBLI-FH  WWBLI-FH  WWBLI-FH  WWBS-AM  WWBLS-FH  WWBLI-FH  WWBS-AM  WWBC-AM  WWBS-AM  WWBS-AM  WWBS-AM  WWBS-AM  WWBS-AM  WWBS-AM  WWBS-AM  WWBS-AM  WWBLS-FH  WWNY-FH  WWBLI-FH  WWNY-FH  WWNY-F		WABC-AM	WBLS-FM	_
AMM'79  1 WBLI-FH	M-S, 8am-Midnight			
WPLJ-PM	A/M '79			
MABC-AM	2 WPLJ-FM			
5 WCBS-PM WLIR-FM WCBS-PM WKTU-PH WTM-PM WSW-PM WSW	4 WNBC-AM		WBLI-FM	
7 MXLO-PM WATU-FM WTFM-PM WBLS-FM WASC-AM WYNY-FM WASC-AM WHIR-PM WASC-AM WHIR-PM WASC-AM WASC-AM WASC-AM WASC-AM WASC-AM WASC-AM WASC-AM WASC-AM WASC-AM WCSS-FM WASC-AM WCSS-FM WASC-AM WCSS-FM WASC-AM WCSS-FM WASC-AM WCSS-FM WASC-AM WOSS-FM WASC-AM WASC	5 WCBS-FM 6 Wlir-FM	WLIR-FM	WCBS-FM	
9 WPLR-PM WXLO-FM WLIR-PM WABC-AM  MF, 6-10am  1 WBLI-FH WBLI-FH WBLI-FM WBLI-FM 2 WABC-AM WBLI-FM WBLI-FM 3 WNBC-AM WBLI-FM WBLI-FM 4 WPLJ-FM WPLJ-FM WCBS-AM 4 WPLJ-FM WPLJ-FM WCBS-AM 5 WCBS-FM WLIR-PM WTFM-FM 6 WCBS-AM WCBS-FM WABC-AM 7 WINS-AM WCBS-FM WABC-AM 8 WXLO-FM WKTU-FM WYNY-FM 9 WGSM-AM WCBS-AM WBLS-FM 10 WLIR-FM WINS-AM WNEW-FM  MF, 3-7pm 1 WABC-AM WABC-AM WCBS FM 2 WBLI-FM WPLJ-FM WBLI-FM 3 WNBC-AM WKTU-FM WNBC-AM 4 WPLJ-FM WBLS-FM WBLS-FM 5 WLIR-FM WLIR-FM WBLS-FM 5 WLIR-FM WLIR-FM WHUJ-FM 6 WCBS-FM WCBS-FM WKTU-FM 9 WNEW-AM WCBS-FM WKTU-FM 10 WBAB-FM WWNY-FM WLIR-FM 9 WNEW-AM WXLO-FM WNEW-FM 10 WBAB-FM WYNY-FM WLIR-FM 9 WNEW-AM WXLO-FM WNEW-FM 10 WBAB-FM WYNY-FM WLIR-FM 10 WBAB-FM WYNY-FM WLIR-FM 4 WCBS-AM WCBS-AM WRFM-FM 10 WCBS-AM WCBS-FM WCBS-AM 3 WNN -AM WBC-AM WCBS-FM 4 WCBS-AM WCBS-FM WCBS-AM 3 WNN -AM WBC-AM WCBS-FM 4 WCBS-AM WCBS-FM WCBS-AM 3 WNN -AM WBC-AM WCBS-FM 4 WCBS-AM WCBS-FM WCBS-AM 3 WNN -AM WBC-AM WCBS-FM 4 WCBS-AM WCBS-FM WCBS-FM 6 WCTO-FM WBLI-FM WNNY-FM 8 WBLS-FM WCBS-FM WCBS-FM 9 WINS-AM WCBS-FM WCBS-AM 8 WOR -AM WCBS-FM WCBS-AM 9 WINS-AM WCBS-FM WCBS-AM 10 WCBS-FM WINS-AM WRFM-FM WCTO-FM 10 WCBS-FM WCBS-AM WCBS-FM 4 WCBS-AM WCBS-FM WCBS-AM 3 WBLI-FM WABC-AM WINS-AM 4 WHN -AM WCBS-FM WCBS-AM 3 WBLI-FM WABC-AM WCBS-FM 8 WGS-AM WCBS-FM WGBS-AM 10 WCBS-FM WINS-AM WRFM-FM 10 WCBS-FM WGBS-FM 10 WGBS-FM WHN -AM WBC-AM 10 WGBS-FM WINS-AM WRFM-FM 11 WGBS-AM WBLI-FM WNNY-FM 11 WHN-AM WBC-AM WCBS-FM 11 WGBS-FM WHN-AM WRFM-FM 10 WCBS-FM WHN-AM WRFM-FM 10 WCBS-FM WHN-AM WRFM-FM 10 WCBS-FM WHN-AM WRFM-FM 10 WGBS-FM WHN-AM WRFM-FM 10 WGBS-FM WBLS-FM	7 WXLO-FM 8 WBLS-FM	WKTO-FM	WTFM-FM	
WBLI-FM		WXLO-FM	WLIR-FM	
2 WABC-AM	M-F, 6-10am			-
3 WNBC-AM	2 WABC-AM			
5         WCBS-FM         WLIR-PM         WTFM-FM           6         WCBS-AM         WABC-AM         WCBS-FM           7         WINS-AM         WCBS-FM         WABC-AM         WCBS-FM           8         WXLO-FM         WXTU-FM         WYNY-FM           9         WGSM-AM         WCBS-AM         WBLS-FM           10         WLIR-FM         WINS-AM         WNEW-FM           MF.3-7pm         WBLI-FM         WNBC-AM         WCBS FM           4         WPLJ-FM         WBLS-FM         WBLI-FM           3         WNBC-AM         WKTU-FM         WNBC-AM           4         WPLJ-FM         WBLS-FM         WKTU-FM           5         WLIR-FM         WBLI-FM         WYNY-FM           6         WCBS-FM         WKTU-FM         WKTU-FM           8         WBLS-FM         WABC-AM         WTFM-FM           9         WNEW-AM         WXNY-FM         WNEW-FM           10         WBAB-FM         WYNY-FM         WNEW-FM           10         WBAB-FM         WYNY-FM         WNEW-FM           10         WBAB-FM         WYNY-FM         WNEW-FM           10         WBAB-FM         WYNY-FM	4 WPLJ-FM	WBLS-FM	WPLJ-FM	- 1
7 WINS-AM WCBS-FH WABC-AM WYNY-FM 9 WGSM-AM WCBS-AM WBLS-FM WDS-FM WNY-FM 9 WGSM-AM WCBS-AM WBLS-FM WNEW-FM WNS-AM WNEW-FM WHIS-AM WNEW-FM WHIS-AM WNEW-FM WHIS-AM WNEW-FM WHIS-FM WGBS-AM WRFM-FM WHIS-FM WGBS-AM WHIS-FM WGBS-AM WHIS-FM WGBS-AM WGBS-FM WHIS-AM WGBS-FM WHIS-AM WGBS-FM WHIS-AM WGBS-FM WGB	5 WCBS-FM	WLIR-PM	WTFM-FM	
9 WGSM-AM WCBS-AM WBLS-FM WNEW-FM  MF,3-7pm  1 WABC-AM WNBC-AM WNBU-FM  2 WBLI-FM WPLJ-FM WBLI-FM  3 WNBC-AM WKTU-FM WBLS-FM  4 WPLJ-FM WBLS FM WBLS-FM  5 WLIR-FM WLIR-FM WFLJ-FM  5 WLIR-FM WLIR-FM WKTU-FM  7 WXLO-FM WBLI-FM WYNY-FM  8 WBLS-FM WABC-AM WTFM-FM  9 WNEW-AM WXLO-FM WNEW-FM  10 WBAB-FM WYNY-FM WLIR-FM  Adults 25-54  MS, 6am-Midnight  POP(00): 11172  AM'79 ON'79 AM'80  1 WBLI-FM WABC-AM WCBS-AM  3 WNN -AM WBLS-FM WCBS-AM  3 WNN -AM WBLS-FM WCBS-AM  5 WRFM-FM WCBS-AM WRFM-FM  6 WCTO-FM WBLI-FM WHN-AM  5 WRFM-FM WCBS-AM WRFM-FM  6 WCTO-FM WBLI-FM WHN-AM  7 WNBC-AM WCTO-FM WINS-AM  8 WOR -AM WCBS-FM WOR -AM  9 WINS-AM WCFM-FM WCTO-FM  10 WCBS-FM WCBS-FM WOR -AM  8 WOR -AM WCBS-FM WOR -AM  9 WINS-AM WCFM-FM WCTO-FM  10 WCBS-FM WOR -AM WNYY-FM  MF, 6-10am  1 WCBS-AM WCR -AM WNYY-FM  MF, 6-10am  1 WCBS-AM WCBS-AM WCBS-AM  3 WBLI-FM WABC-AM WCBS-AM  4 WHN -AM WCBS-AM WCBS-AM  5 WINS-AM WCBS-AM WCBS-AM  4 WHN -AM WCBS-AM WCBS-AM  5 WINS-AM WCBS-AM WCBS-AM  6 WOR -AM WCBS-AM WCBS-AM  8 WGS-AM WCBS-AM WCBS-AM  10 WCBS-FM WINS-AM WRFM-FM  10 WCBS-AM WCBS-AM WCBS-AM  10 WGBS-AM WCBS-AM WCBS-AM  10 WGBS-AM WCBS-AM WCBS-FM  8 WGSM-AM WBLI-FM WCBS-FM  8 WGSM-AM WBLI-FM WCBS-FM  8 WGSM-AM WBLI-FM WCBS-FM  8 WGSM-AM WBLI-FM WCBS-FM  10 WNEW-AM WCBS-FM WBLS-FM	7 WINS-AM	WCBS-FM	WABC-AM	
MF, 3-7pm  1 WABC-AM	9 WGSM-AM	WCBS-AM	WBLS-FM	
2 WBLI-FM 3 WNBC-AM 4 WPLJ-FM 4 WPLJ-FM 5 WLIR-FM 6 WCBS-FM 7 WXLO-FM 8 WBLS-FM 9 WNEW-AM 10 WBAB-FM WYNY-FM WLIR-FM WLIR-FM WYNY-FM WWLO-FM WWBAB-FM WYNY-FM WLIR-FM WYNY-FM WWLO-FM WWW-FM WWBC-AM WWBC-AM WWBC-AM WWBC-AM WWW-FM WWW-AM WWW-A	M-F, 3-7pm		WNEW-FM	- 1
3 WNBC-AM WKTU-FM WNBC-AM WBLS-FM WBLS-FM WBLS-FM WLIR-FM WLIR-FM WPLJ-FM WASS-FM WKTU-FM WHID-FM WHID-FM WHID-FM WHID-FM WHID-FM WHID-FM WHEW-FM WHEW-FM WIDW-FM WHIR-FM WHIR	2 WBLI-FM			
5 WLIR-FM WLIR-FM WPLJ-FM 6 WCBS-FM WCDS-FM WKTU-FM 7 WXLO-FM WBLI-FM WYNY-FM 8 WBLS-FM WABC-AM WTFM-FM 9 WNEW-AM WLIG-FM WNEW-FM 10 WBAB-FM WYNY-FM WLIR-FM  Adults 25-54  MS. Sam-Midnight POP(00): 11172  AM'79 ON'79 AM'80  1 WBLI-FM WABC-AM WNBC-AM 2 WABC-AM WBLS-FM WCBS-AM 3 WHN -AM WNBC-AM WCBS-FM 4 WCBS-AM WCBS-AM WRFM-FM 5 WAFM-FM WO A-AM WBLI-FM WHN -AM 7 WNBC-AM WCDS-FM WINS-AM 8 WGR -AM WCBS-FM WGR -AM 9 WINS-AM WRFM-FM WCTO-FM 10 WCBS-FM WINS-AM WRFM-FM 9 WINS-AM WRFM-FM WCTO-FM 10 WCBS-FM WINS-AM WINS-AM WINS-AM WINS-AM WRFM-FM WCTO-FM 10 WCBS-FM WINS-AM WINS-AM WINS-AM WINS-AM WINS-AM WINS-AM WINS-AM WGBS-FM WCBS-AM 3 WBLI-FH WABC-AM WCBS-AM WCBS-AM 4 WHN -AM WBC-AM WINS-AM WHINS-AM WHINS-AM WRFM-FM 4 WHN -AM WHSC-AM WBLI-FM WCBS-FM 8 WGSM-AM WBLI-FM WCBS-FM WCBS-FM 9 WRFM-FM WHN -AM WABC-AM 10 WNEW-AM WBLI-FFM WCBS-FM	4 WPLJ-FM	WKTU-FM	WNBC-AM	
7 WXLO-FM WBLI-FM WYNY-FM WFFM-FM WBLS-FM WABC-AM WTFM-FM WNEW-FM WLIR-FM WWW-FM WW-FM WWW-FM		WLIR-FM	WPLJ-FM	
9 WNEW-AM WXLO-FM WNEW-FM WLIR-FM 10 WBAB-FM WYNY-FM WLIR-FM  Adults 25-54  M-S, Sam-Midnight POP(00): 11172  AMM'79 ON-79 AM'80  1 WBLI-FM WABC-AM WNBC-AM 2 WABC-AM WBLS-FM WCBS-AM 3 WIN -AM WNBC-AM WCBS-FM 4 WCBS-AM WCBS-FM WRFM-FM 5 WRFM-FM WOR -AM WBLI-FN WHN -AM 6 WCTO-FM WBLI-FM WHN -AM 8 WOR -AM WCBS-FM WOR -AM 9 WINS-AM WRFM-FM WCTO-FM 10 WCBS-FM WINS-AM WRFM-FM WCTO-FM 10 WCBS-FM WINS-AM WNY-FM  MF, 6-10em 1 WCBS-AM WCR -AM WNY-FM MF, 6-10em 1 WCBS-AM WCR -AM WNNC-AM 3 WBLI-FM WABC-AM WINS-AM 4 WHN -AM WCBS-AM WGBS-AM 3 WBLI-FM WABC-AM WINS-AM 4 WHN -AM WCBS-AM WCBS-AM 5 WINS-AM WCBS-AM WCBS-AM 6 WOR -AM WCBS-AM WCBS-AM 7 WABC-AM WCBS-AM WCBS-AM 8 WGSM-AM WINS-AM WRFM-FM 9 WINS-AM WINS-AM WRFM-FM 10 WCBS-AM WGBS-AM WCBS-FM 8 WGSM-AM WBLI-FM WABC-AM 10 WNBC-AM WBLS-FM WCBS-FM 10 WNBW-AM WBLS-FM WRFM-FM 10 WNBW-AM WBLS-FM WRBS-FM		WBLI-FM	WYNY-FM	
### Adults 25-54  ### MS, 6am-Midnight  POP(00): 11172  ### AMM '79  1 WBLI-FH	9 WNEW-AM	WXLO-FM	WNEW-FM	
POP(00): 11172  AMM'79  ON'79  AMM'80  1 WBLI-FH  WABC-AM  WBLS-FM  WCBS-AM  3 WHN -AM  WWBC-AM  WCBS-FM  WCBS-FM  WRFM-FM  WGBS-AM  WRFM-FM  WGBC-AM  WRFM-FM  WWRFM-FM  WWRFM-FM  WWRFM-FM  WWRFM-FM  WWRFM-FM  WWRFM-FM  WWRY-FM  WWNY-FM  WFM-6-10am  1 WCBS-AM  WCBS-AM  WWNY-FM  WFM-6-10am  1 WCBS-AM  WGBS-AM  WGBS-AM  WGBS-AM  WGBS-AM  WWNY-FM  WFM-6-10am  1 WCBS-AM  WGBS-AM  WGBS-FM  WGBS-FM	Adults 25-54	~181°FM	MFIK-LW	-
AMM '79 ONN '79 AMM '80  1 WBLI-FM WABC-AM WNBC-AM  2 WABC-AM WBLS-FM WCBS-AM  3 WHN -AM WNBC-AM WCBS-FM  4 WCBS-AM WCBS-AM WRFM-FM  5 WRFM-FM WOR -AM WBLI-FM  6 WCTO-FM WBLI-FM WHN -AM  7 WNBC-AM WCTO-FM WINS-AM  9 WINS-AM WCBS-FM WOR -AM  9 WINS-AM WRFM-FM WCTO-FM  10 WCBS-FM WINS-AM WTM-FM  10 WCBS-FM WINS-AM WNY-FM  WF,6-10sm  1 WCBS-AM WOR -AM WNBC-AM  2 WABC-AM WCBS-AM WCBS-AM  3 WBLI-FM WABC-AM WCBS-AM  4 WHN -AM WNBC-AM WCBS-AM  5 WINS-AM WINS-AM WCBS-AM  4 WHN -AM WNBC-AM WCBS-AM  6 WOR -AM WINS-AM WINS-AM  6 WOR -AM WINS-AM WRFM-FM  6 WOR -AM WINS-AM WRFM-FM  6 WOR -AM WINS-AM WBLI-FM  6 WOR -AM WINS-AM WBLI-FM  6 WOR -AM WINS-AM WBLI-FM  6 WGSM-AM WBLI-FFM WCBS-FM  8 WGSM-AM WBLI-FFM WCBS-FM  9 WRFM-FM WHN -AM WABC-AM  9 WRFM-FM WHN -AM WABC-AM  10 WNEW-AM WCBS-FM WBLS-FM	M-S, 6am-Midnight POP(00): 11172			
2 WABC-AM	A/M '79			
4 WCBS-AM WCBS-AM WFFM-FM WBLI-FM WOR -AM WBLI-FM WHN -AM WBLI-FM WHN -AM WBLI-FM WHNS-AM WGBS-FM WOR -AM WCBS-FM WOR -AM WCBS-FM WOR -AM WCBS-FM WCBS-FM WTNS-AM WGBS-AM WGBS-AM WGBS-AM WGBS-AM WGBS-AM WGBS-AM WGBS-AM WGBI-FM WHNS-AM WHINS-AM WHINS-AM WHINS-AM WHINS-AM WGBI-FM WGBS-FM	2 WABC-AM	WBLS-FM	WCBS-AM	
5 WRFM-FM WOR -AM WBLI-FM 6 WCTO-FM WBLI-FM WIN -AM 7 WWBC-AM WCTO-FM WINS-AM 8 WOR -AM WCBS-FM WOR -AM 9 WINS-AM WRFM-FM WCTO-FM 10 WCBS-FM WINS-AM WWNY-FM  ##F,6-10am 1 WCBS-AM WOR -AM WNBC-AM 2 WABC-AM WCBS-AM WGBS-AM 3 WBLI-FM WABC-AM WINS-AM 4 WHN -AM WNBC-AM WOR -AM 5 WINS-AM WINS-AM WINS-AM 6 WOR -AM WINS-AM WBLI-FM 6 WOR -AM WINS-AM WBLI-FM 7 WNBC-AM WIS-FM WCBS-FM 8 WGSM-AM WBLI-FM WCBS-FM 8 WGSM-AM WBLI-FM WHN -AM 9 WRFM-FM WHN -AM WABC-AM 10 WNEW-AM WGBS-FM WBLS-FM	4 WCBS-AM		WCBS-FM	
7 WNBC-AM WCTO-FM WINS-AM 8 WOR -AM WCBS-FM WOR -AM 9 WINS-AM WRFM-FM WCTO-FM 10 WCBS-FM WINS-AM WYNY-FM  ###################################	6 WCTO-FM		WBLI-FM	
9 WINS-AM WRFM-FM WCTO-FM 10 WCBS-FM WINS-AM WYNY-FM  WF,6-10am 1 WCBS-AM WOR -AM WCBS-AM 2 WABC-AM WCBS-AM WCBS-AM 3 WBLI-FM WABC-AM WINS-AM 4 WIN -AM WNBC-AM WOR -AM 5 WINS-AM WINS-AM WBLI-FM 6 WOR -AM WNEW-AM WRFM-FM 7 WNBC-AM WBLS-FM WCBS-FM 8 WGSM-AM WBLS-FM WCBS-FM 9 WRFM-FM WHN -AM WABC-AM 10 WNEW-AM WCBS-FM WBLS-FM	7 WNBC-AM	WCTO-FM	WINS-AM	
#F,6-10sm  1 WCBS-AM WOR -AM WNBC-AM 2 WABC-AM WCBS-AM WCBS-AM 3 WBLI-FH WABC-AH WINS-AM 4 WHN -AM WNBC-AM WOF -AM 5 WINS-AM WINS-AM WBLI-FH 6 WOR -AM WINS-AM WRFM-FH 7 WNBC-AM WBLS-FH WCBS-FM 8 WGSM-AM WBLI-FF WHN -AM 9 WRFM-FM WHN -AM WABC-AM 10 WNEW-AM WCBS-FM WBLS-FM	9 WINS-AM	WRFM-FM	WCTO-FM	
2 WABC-AM WCBS-AM WCBS-AM 3 WBLI-FH WABC-AM WINS-AM 4 WIN -AM WNBC-AM WO -AM 5 WINS-AM WINS-AM WBLI-FH 6 WOR -AM WNEW-AM WRFM-FM 7 WNBC-AM WBLS-FM WCBS-FM 8 WGSM-AM WBLS-FM WHN -AM 9 WRFM-FM WHN -AM WABC-AM 10 WNEW-AM WCBS-FM WBLS-FM	M-F, 6-10am		wini-FM	- 1
3 WBLI-FM WABC-AM WINS-AM 4 WHN -AM WNBC-AM WOR -AM 5 WINS-AM WINS-AM WBLI-FM 6 WOR -AM WNEW-AM WRFM-FM 7 WNBC-AM WBLS-FM WCBS-FM 8 WGSM-AM WBLI-FM WHN -AM 9 WRFM-FM WHN -AM WABC-AM 10 WNEW-AM WCBS-FM WBLS-FM	2 WABC-AM			
5 WINS-AM WINS-AM WBLI-FM 6 WOR -AM WNEW-AM WRFM-FM 7 WNBC-AM WBLS-FM 8 WGSM-AM WBLI-FM WHN -AM 9 WRFM-FM WHN -AM WABC-AM 10 WNEW-AM WCBS-FM WBLS-FM	3 WBLI-FM	WABC-AM	WINS-AM	
7 WNBC-AM WBLS-FM WCBS-FM 8 WGSM-AM WBLI-FM WHN -AM 9 WRFM-FM WHN -AM WABC-AM 10 WNEW-AM WCBS-FM WBLS-FM	5 WINS-AM	WINS-AM	WBLI-FM	
9 WRFM-FM WHN -AM WABC-AM 10 WNEW-AM WCBS-FM WBLS-FM	7 WNBC-AM	WBLS-FM	WCBS-FM	
320 111	9 WRFM-FM	WHN -AM	WABC-AM	
			WBLS-FM	

M-F, 3-7pm		
1 WABC-AM 2 WBLI-FM	WABC-AM WCBS-AM	WNBC-AM WCBS-FM
3 WHN -AM	WB LS-FM	WRFM-FM
4 WNBC-AM 5 WCTO-FM	WNBC-AM WCTO-FM	WCBS-AM WBLI-FM
6 WCBS-AM 7 WRFM-FM	WHN -AM	WHN -AM
8 WCBS-FM	WKTU-FM WBLI-FM	
9 WINS-AM 10 WNEW-AM	WOR -AM WRFM-FM	
	Persons Trend	us/nankings
Total 12+ M-S, 6am-Midnight		
POP(00): 2247		
A/M '79 1 WABC-AM	O/N '79 5768 WNBC-AM	A/M 'B0 5024 WNBC-AM 5
2 WCBS-AM	4602 WABC-AM	4836 WCBS-AM 4
3 WNBC-AM 4 WINS-AM	4011 WCBS-AM 3800 WINS-AM	3762 WINS-AM 3 3575 WABC-AM 3
5 WPLJ-FM	3365 WPLJ-FM	2905 WPLJ-FM 2
6 WOR -AM 7 WBLI-FM	2854 WOR -AM 2705 WBLI-FM	2899 WBLI-FM 2 2590 WCBS-FM 2
8 WXLO-FM	2408 WKTU-FM	2247 WKTU-FM 2
9 WCBS-FM 10 WRFM-FM	2331 WBLS-FM 2259 WXLO-FM	2125 WHN -AM 2 2068 WOR -AM 2
M-F, 6-10am		
1 WCBS-AM 2 WABC-AM	WNBC~AM WCBS-AM	WNBC-AM WCBS-AM
3 WINS-AM	WABC-AM	WINS-AM
4 WNBC-AM 5 WOR -AM	WINS-AM WOR -AM	WABC-AM WBLI-FM
6 WBLI-FM 7 WPLJ-FM	WPLJ-FM WBLI-FM	WPLJ-FM
8 WHN -AM	WBLS-FM	WOR -AM WHN -AM
9 WRFM-FM 10 WXLO-FM	WKTU-FM WLIR-FM	WRFM-FM WBLS-FM
M-F, 3-7pm		
1 WABC-AM 2 WNBC-AM	WNBC-AM WABC-AM	WNBC-AM
3 WCBS-AM	WCBS-AM	WCBS-AM WABC-AM
4 WPLJ-FM 5 WINS-AM	WPLJ-FM WINS-AM	WPLJ-FM
6 WBLI-FM	WKTU-FM	WINS-AM WBLI-FM
7 WXLO-FM 8 WRFM-FM	WBLI-FM WLIR-FM	WRFM-FM WBLS-FM
9 WCBS-FM	WBLS-FM	WCBS-FM
10 WLIR-FM Teens	WXLO-FM	WKTU-FM
M-S, 6am-Midnight		
POP(00): 3482		
A/M '79 1 WABC-AM	O/N '79 WNBC - AM	A/M '80 WNBC-AM
2 WPLJ-FM 3 WNBC-AM	WABC-AM	WPLJ-FM
M-F, 6-10am	WPLJ-FM	WABC-AM
1 WABC-AM	WNBC-AM	WNBC-AM
2 WPLJ-FM 3 WNBC-AM	WABC-AM WPLJ-FM	WPLJ-FM WBLI-FM
W-F, 3-7pm		
1 WPLJ-FM 2 WABC-AM	WNBC-AM WABC-AM	WNBC-AM WPLJ-FM
3 WNBC-AM	WPLJ-FM	WA BC - AM
Adults 18-34 M-S, 6am-Midnight		
POP(00): 7050		
A/M '79	O/N '79	A/M '80
1 WABC-AM 2 WNBC-AM	WNBC-AM WABC-AM	WNBC-AM WPLJ-FM
3 WPLJ-FM	WPLJ-FM	WA BC - AM
4 WCBS-FM 5 WBLI-FM	WBLI-FM WCBS-FM	WBLI-FM WCBS-FM
6 WCBS-AM	WLIR-FM	WKTU-FM
7 WLIR-FM 8 WXLO-FM	WBLS-FM WKTU-FM	WYNY-FM WBLS-FM
9 WINS AM 10 WBAB-FM	WXLO-FM	WLIR-FM
W-F, Sam-10am	WYNY-FM	WC BS - AM
1 WNBC-AM 2 WABC-AM	WNBC-AM	WNBC-AM
3 WBLI-FM	WABC-AM WPLJ-FM	WPLJ-FM WABC-AM
4 WPLJ-FM 5 WCBS-AM	WBLI-FM	WBLI-FM
6 WCBS-FM	WLIR-FM WKTU-FM	WCBS-AM WCBS-FM
7 WLIR-FM 8 WINS-AM	WBLS-FM WCBS-FM	WYNY-FM
9 WXLO-FM	WXLO-FM	WINS-AM WBLS-FM
10 WNEW-AM A-F, 3-7pm	WC B S - AM	WKTU-FM
1 WABC-AM 2 WNBC-AM	WNBC-AM	WNBC-AM
3 WPLJ-FM	WABC-AM WPLJ-FM	WPLJ-FM Wabc-am
4 WCBS-FM 5 WBLI-FM	WLIR-FM WKTU-FM	WCBS-FM
6 WLIR-FM	WCBS-FM	WBLI-FM WKTU-FM
7 WXLO-FM 8 WCBS-AM	WBLI-FM WBLS-FM	WB LS-FM
9 WBAB-FM	WXLO-FM	WYNY-FM WTFM-FM
10 WBLS-FM	WYNY-FM	WXLO-FM
I-S, 8am-Midnight		
OP(00): 11172		
A/M '79 1 WABC-AM	O/N '79 WABC-AM	A/M '80 WNBC - AM
2 WCBS-AM 3 WINS-AM	WNBC-AM	WC B S - AM
4 WNBC-AM	WINS-AM WCBS-AM	WINS-AM Wabc-am
5 WCBS-FM	WOR -AM	WCBS-FM
7 WOR -AM	WCBS-FM WBLI-FM	WHN -AM WBLI-FM
8 WHN -AM 9 WRFM-FM	WHN -AM WCTO-FM	WYNY-FM
10 WCTO-FM	WCTO-FM WKTU-FM	WOR -AM WBLS-FM
	Continu	ed on Page 178
		O

# New Bedford-Fall River, MA

**75** 

### \/M '80 Market Overview

The Expanded Sample Frame technique was implemented here for the first time, with no apparent narm to the caliber of the estimates. In fact, Arbiron was able to obtain 39% more usable diaries this survey, so the estimates are more reliable than in previous years.

Since this market is in Providence's TSA, there are a number of strong Providence signals that inrude into the New Bedford metro. There were a couple of local success stories, however. Perennial leader WBSM continued to rule the roost, while Pop/Adult WMYS made a dramatic rise.

In 18-34's WMYS rose from a mid-6 share last year to mid-14 for the lead. None of the other local stations were close, and only WPJB in Providence was also in double digits (with a mid-12 share). WMYS nad well-balanced appeal among 18-24 and 25-34's.

In the 25-54 demo, WMYS' 25-34 strength nelped it lead in overall appeal, but the advantage was narrow over WBSM, whose strength was primarily 35+. WBSM's dominance of the 35+ population allowed it to continue to lead the market. WBSM used a varied ad campaign --- primarily busboards, backed by billboards and newspaper ads. WMYS earned a mid-8 share 25-54 adults in this sweep, while WBSM was a share behind. Providence station WLKW-FM and WPJB also scored in the 7-8 share range in this target.

Average	Persons	12+	Share	Trends
Monday-S	unday San	-Mide	laht	

POP(	00): 3911					
	A/M 178		A/M 179		A/M '80	
1	WBSM-AM	6.7	WBSM-AM	8.4	WBSM-AM(PA)1	1.0
2	WPRO-AM	6 - 6	WPJB-FM	8 - 1	WPJB-FM(R)	9.6
3	WPJB-FM	5.7	WPRO-AM	8.1	WMYS-FM(PA)	
4	WPRO-FM	5 • 6	WPRO-FM	7 - 3	MTKM-EH(BW)	
5	WALE-AM	5.5	WLKW-FM	5.9	WALE-AM (PA)	
6	WLKW-FM	5.2	WBZ -AM	5.3	WSAR-AM (PA)	
7	WNBH-AM	4.9	WALE-AM	4.7	WPRO-FM(R)	4 - 1
8	WHJY-FM	4.5	WPEP-AM	4.5	MHJA-ŁW(C)	4.1
9	WMYS-FM	4.2	WNBH- AM	4.1	WJAR-AM(PA)	
10	WHIM-AM	3.8	WJAR-AM	3.4	WPRO-AM(PA)	
1.1	WJAR-AM	3.4	WHJY-FM	3.2	WC OZ-FM(A)	2 . 8
12	WBZ -AM	3.1	WM Y S - FM	3.1	WNBH-AM (PA)	
13	WSAR-AM	2.8	WIKW-AM	2.9	WBZ -AM (PA)	
14	WILKW-AM	2.8	WJIB-FM	2.6	WAAF-FM (A)	2.4
1.5	WJIB-FM	2 . 8	WEEI-FM	2.6	WROR-FM(PA)	
16	MEEI-EW	2.4	WARA-AM	2.2	WJFD-FH(M)	
1 7	WPEP-AM	2 - 4	WRLM-FM	2 • 1	WHIM-AM (C)	
18	WCOZ-FM	2 - 1	WHIM-AM	1.9	WJIB-FM (BM)	
19	WEAN-AM	1.5	WSAR-AM	1.8	WHDH-AM (PA)	
2 0		1.5	WEAN-AM	1.3	WEEL-FM(A)	
2 1	WRKO-AM	1 - 4	WXKS-FM	1.2	WARA-AM (PA)	
2 2	WROR-FM	1.4	WAAF-FM	1.0	WCIB-FM(PA)	
2 3		1 - 3	WC OZ-FM	0.9	WXKS-FM(R)	
2 4		1.1	WROR-FM	0.9	MIKM-VW (BW)	
2 5		1 . 1	MHDH-AM	0.9	WEAN-AM (M)	1.0
2 6		1.1	WRKO-AM	0.6	WVBF~FM(R) WRLM~FM(PA)	
2 7		1.1	WBRU-FM	0.3	WRKO-AM (R)	
28		0.8	WVBF-FM	0.3	WRCN-FM(A)	0.6
2 9		0.7	WHUE-FM	0.3	WBRU-FM(A)	0.6
30		0 . 7			WPEP-AM (N)	0.6
3 1		0.6			W GNG - AM (O)	0.6
32		0.4			WEEL-AM (N)	0.3
3.3		0.4			9 C D 1 . O D (M)	3
3 4	WGNG-AM	0.3				

### Average Persons Trends/Rankings

Total 12+	
M-S, 6am-Midnight	
DOB(00). 3011	

	A/M 178		A/M 179		A/M '80	
1	WBSM-AM	48	WBSM AM	57	WBSM-AM	7
2	WPRO-AM	47	WPJB-FM	5.5	WPJB-FM	6
3	WPJB-FM	4 1	WPRO-AM	5.5	WMYS-FM	4
4	WPRO-FM	4.0	WPRO-FM	5.0	WLKW-FM	4
5	WALE-AM	39	WLKW-FM	40	WALE-AM	3
M-F, 6-	10am					
1	WALE-AM		WALE-AM		WBSM-AM	
2	WPRO-AM		WBSM-AM		WALE-AM	
3	WBSM-AM		WPRO-AM		WPJB-FM	
4	WNBH-AM		WPJB-FM		WSAR-AM	
5	WPRO-FM		WNBH-AM		WMYS-FM	
NF, 3-	7pm					
1	WPJB-FM		WPJB-FM		WPJB-FM	
2	WPRO-FM		WPRO-AM		WMYS-FM	
3	WPRO-AM		WPRO-FM		WLKW-FM	
4	WHJY-FM		WLKW-FM		WBSM-Att	
5			WBZ -AM		WSAR-AM	

POP(00): 489		
A/M '78	A/M '79	A/M '80
1 WPJB-FM	WPJB-FM	WPJB-FM
2 WPRO-FM	WPRO-FM	WPRO-FM
3 WPRO-AM	WPRO-AM	WC G Z - F M
A-F, 6-10am		
1 WPJB-FM	WPJB-FM	WPJB-FM
2 WPRO-FM	WPRO-FM	WPRO+FM
3 WPRO-AM	WPRO-AM	WC O Z - F M
W-F, 3-7pm		
1 WPJB-FM	WPJB-FM	WPJB-FM
2 WPRO-FM	WPRO-FM	WCOZ-FM
3 WPR0-AM	WPRO-AM	WPRO-FM
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 1262		
A/M *78	A/M '79	A/M '80
1 WPRO-AM	WPJB-FM	WMYS-FM
2 WMYS-FM	WPRO-FM	WPJ8-FM
3 WPRO-FM	WPRO-AM	WPRO-FM
4 WEEL-FM	WEEI-FM	WROR-FM
5 WCOZ-FM	WMYS-FM	WAAF-FM
M-F, 6-10am		
1 WPRO-AM	WPJB-FM	WMVS-FM
2 WMYS-FM	WPRO-FM	WPJB-FM
3 WPRO-FM	WMYS-FM	WPRO-AM
4 WNBH-AM	WPRO-AM	WPRO-FM
5 WSAR AM	WBZ AM	WNBH-AM
M-F, 3-7pm		
1 WPRO-AM	WPJB-FM	WMYS-FM
2 WPRO-FM	WPRO-AM-	WPJB~FM
3 WMYS-FM	WEEI-FM	WROR-FM
4 WPJB-FM	WPRO-FM	WC O Z - FM
	WBZ AM	WAAF-FM

### Adults 25-54 M-S, 6am-Midnight

POP(	00):	1 7	5 8

PUPL	00): 1/58		
	A/M '78	A/M '79	A/M *80
1	WPRO-AM	WPRO-AM	WMYS-FM
2	WHIM-AM	WPRO-FM	WLKW-FM
3	WALE-AM	W N B H - A M	WPJB-FM
4	WHJY-FM	WBZ -AM	WBSM-AM
5	WLKW-FM	WB S M-AM	WS AR - AM
M-F, 6	-10am		
1	WPRO-AM	WPRO-AM	WBSM-AM
2	WALE-AN	WNBH-AM	WPRO-AM
3	WNBH-AM	WALE-AM	WPJB-FM
4	WHIM-AM	WBSM-AM	WNBH-AM
5	WBSM-Alt	WBZ -AM	WSAR-AM
M-F, 3	-7pm		
1	WPRO-AM	WPRO-AM	WMYS-FM
2	WPRO-FM	WBZ -AM	WPJB-FM
3	WHIM-AM	WEEI-FM	WLKW-FM
4	WHJY-FM	W M B H - A M	WHJY-FM
5	WBZ -AM	WPRO-FM	WROR-FM

### Cume Persons Trends/Rankings

### Total 12+ POP(00): 3911

	A/M 178		A/M 179		A/M '80	
1	WPRO-AM	1038	WPRO-AM	1019	WPJB FM	105
2	WPJB-FM	801	WPJB-FM	970	WLKW-FM	6.5
3	WPRO-FM	702	WPRO-FM	817	WBSM-AM	60
4	WSAR-AM	62 9	WBZ -AM	666	WPRO-FM	60
5	WJAR-AM	612	WJAR-AM	633	WPRO-AM	5 4
M-F, 6	-10am					
1	WPRO-AM		WPRO-AM		WPJB-FM	
2	WALE-AM		WPJB-FM		WDSM-AM	
3	WBSM-AM		WPRO-FM		WNBH-AM	
4	WPJB-FM		WBSM-AM		WPRO-FM	
5	WPRO-FM		WBZ -AM		WPRO-AM	
MF,3	-7pm					
1	WPRO-AM		WPJB-FM		WPJB FM	
2	WPJB-FM		WPRO-AM		WMYS-Fil	
3	WPRO-FM		WPRO-FM		WLKW~FM	
	WJAR-AM		WLKW-FM		WPRO-FM	
	WSAR-AM		WBZ -AM		WJAR-AM	

## M-S. Sam-Midnight

WPRO-AM

WPJ8-FM

WPRO-FM WFEI-FM

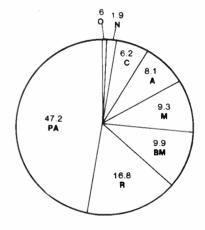
	A/M 178	A/M '79	A/M '80
1	WPJB-FM	WPRO-AM	WPJB-FM
2	WPRO-FM	WRLM-FM	WPRO-FM
3	WPRO-AM	WNBH-AM	WPRO-AM
M-F, 6-1	I Dam		
1	WPJB-FM	WPJB-FM	WPJB-FM
2	WPRO-FM	WPRO-AM	WPRO-FM
3	WPRO-AM	WPRO-FM	WAAF-FM
M-F, 3-	7pm		
1	WPJB-FM	WPJB-FM	WPJB-FM
2	WPRO-FM	WPRO-FM	WPRO-FM
3	WPRO-AM	WPRO-AM	WAAF-FM
Adult	s 18-34		
M-S. 64	m-Midnight		
	00): 1262		
	A (34 170	A/84 179	A/M '80

Hr, 6-108M			ω.
1 W P RO - AM	WPJB-FM	WPJB-FM	9
2 WSAR-AM	WPRO-FM	WMYS = FM	<u> </u>
3 WPJB-FN	WPRO-AN	WPRO-AM	~
4 WPRO-FM	WBZ -AM	WPRO · FM	Ö
5 WEFI-FM	WMYS-FM	WNBH-AM	<u>ā</u>
I-F, 3-7pm			REPORT/19
1 WPRO-AM	WPJB-FM	WPJB-FM	
2 WPRO-ΓM	WPRO-AM	WMYS-FM	ර
3 WPJB-FM	WPRO-FM	WPRO-FM	ž
4 WSAR-AM	WBZ -AM	WROR-FM	⊏
5 WEEL-FM	WEEI~FM	WC O Z - F M	RATINGS
dults 25-54			- K
I-S, 6am-Midnight			R&R
OP(00): 1758			$\alpha$
A/M 178	A/M '79	A/M *80	
1 WPRO-AM	WPRO-FM	WPJB-FM	
2 WJAR-AM	WBSM-AM	W LK W - F M	
3 WLKW-Fit	WNBH-AM	WPRO-AM	
4 WSAR-AM	WPJB-FM	WMYS-FM	

	A/M '78	A/M '79	A/M *80
1	WPRO-AM	WPRO-FM	WPJB-FM
2	WJAR-AM	WBSM-AM	W LK W - F M
3	WLKW-FM	WNBH-AM	W PRO - AM
4	WSAR-AM	WPJB-FM	WMYS-FM
5	WPJ8-FM	WMYS+FM	WJAR-AM
M-F, 6-1	0am		
1	WPRO-AM	WPRO-AM	WPJB-FM
2	WALE-AM	WBZ ~AM	WNBH-AM
3	WSAR-AM	WPJB-FM	WPRO-AM
4	WBSM-AM	WNBH-AM	WMYS-FM
5	WNBH-AM	WPRO-FM	WSAR-AM
M-F, 3-7	pm		
1	WPRO-AM	WPRO-AM	WPJB-FM
2	WPRO-FM	WBZ -AM	WMYS-FM
3	WJAR-AM	WLKW-FM	WLKW-FM
4	WSAR-AM	WPJB~FM	WHJY-FM
5	WPJB-FM	WPRO-FM	WSAR-AM

### **Format Penetration Chart**

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



### Format Legend

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

WPRO-AM

WMYS-FM WNRH-AM

WAAF-FM WCOZ-FM

WPJB-FM WMYS-FM

WPRO-FM

# **New Haven-**West Haven

METRO RANK



A/M '80 Market Overview
In its second book as a con In its second book as a contemporary station, WKCI made a strong mark. The top station overall tion of audience 35+, but there was a real 18-34 battle between WKCI and AOR WPLR.

In the O/N '79 report WPLR was the top 18-34 station with just over a 17 share. In this sweep it was WKCI on top, adding several shares up to a low-18 range share, while WPLR slipped two shares to a low-15 number. No other stations were even close in young adult appeal. The secret to WKCI's success? Little on-air clutter, an ad campaign using busboards and newspaper ads, and the giveaway of about \$4000 in cash in a bumper sticker promotion. The WPLR campaign emphasized busboards and billboards, as well as bumper stickers.

In the key sales demo (25-54), WELI was tops, but down several shares. WELI recorded almost a 19 share, while the strong 25-34 showing by WKCI elevated it several notches to a mid-11 figure. WELI spent about \$8000 in an ad campaign which used busboards and billboards, and the on-air product went slightly more contemporary.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

0 P	(00): 372	1			
	A/M 179		O/N '79		A/M '80
1	WELI-AM	16.8	WEL I - AM	21.6	WELI-AM (PA)18.
2	WAVZ-AM	10.5	WKCI-FM	8.4	WKCI-FM(R) 11.
3	WPLR-FM	8.9	WPLR-FM	7.9	WPLR-FM(A) 7.
4	WKCI-FM	7.6	WKSS-FM	6.2	WNBC-AM (PO 6.
5	WDRC-FM	5.5	WNBC -AM	6.0	WEZN-FM (BM) 6.
6	WWYZ-FM	4.8	WWYZ-FM	5.4	WCBS-AMIN 4.
7	W N B C - A M	4.5	WEZN-FM	5.2	WWYZ-FM(A) 4.
- 8	WKSS-FM	4.2	WTI C-AM	3.7	WAVZ-AM (88) 4.
9	WEZN-FM	4.2	WCBS AM	3.3	WKSS-FM (BM) 3.
1.0	WTI C-AM	3.4	WDRC-FM	2.9	WHCN-FM(A) 2.
1 1	WHN -AM	3.1	WRCH FM	2.7	WDRC-FM(R) 2.
12	WCBS-AM	2.9	WHN -AM	2.5	WIOF-FM(A) 2.
13	WTIC-FM	2.4	WHCN-FM	1.9	WNHC-AM(PO 2.
14	WHCN-FM	1.8	WOR -AM	1.9	WTIC-AM (PA) 1.
15	WNHC-AM	1.8	WAVZ-AM	1.6	WYBC-FMUD 1.
16	WDJZ-AM	1.6	WTIC-FM	1.6	WMCA-AM(T) 1.
17	WOR -AM	1.3	W DJ Z - AM	1.4	WRCH-FM(BM) ] .
18	WRCH-FN	1.1	WYBC-FM	1.1	WINS-AM (NO 1.
19	WYBC-FM	1 . 0	W NH C - AM	0.8	WHN -AM(C) 1.
20	WPOP-AM	1 + 0	WICC AM	0-6	WNEW-AM (PA) 0 .
2 1	WIOF-FM	0.8	WOMN-AM	0.5	WOR -AMO O.
22	WICC-AM	0.6	WMCA-AM	0.5	WABC-AM (FO) O.
23	WMCA-AM	0.6	WR CO-AM	0.5	WRKI-FM (F) O.
2 4	WCCC-FM	0.5	WIOF-FM	0.5	WTIC-FM(R) O.
2 5	MAHMMOW	0.5	WABC-AM	0.3	WOMN-AM 🙉 O.
26	W NE W - AM	0.5			WCCC-FM(A) 0.
2 7	WINS-AM	0.5			WQXR FM(CL) 0.
2.8	WRCQ-AM	0 - 3			WQXR-AM(CL) 0.
29	WQXR-AM	0.3			WDRC-AM(PR)

### Average Persons Trends/Rankings

(Otal 12+	
M-S, 6em-Mid	night
POP(00):	3721

POP(00): 427

A/M 179

WNBC-AM

	A/M 179		O/N 179		A/M '80	
1	WEL I - AM	104	WELI-AM	136	WELI-AM	1 (
2	WAVZ-AM	6.5	WKCI-FM	53	WKCI-FM	-
3	WPLR-FM	5.5	WPLR-FM	50	WPLR-FM	- 4
4	WKCI-FM	47	WKSS-FM	39	WNBC-AM	
5	WDRC-FM	3 4	WN8C-AM	38	WEZN-FM	:
M-F, 6-	-10em					
1	WELI-AM		WELI-AM		WELI-AM	
2	WAVZ-AM		WKCI-FM		WKCI-FM	
3	WPLR-FM		WNBC - AM		WNBC - AM	
4	WKCI-FM		WTI C-AM		WC B S-AM	
5	WC BS - AM		WPLR-FM		WPLR-FM	
M-F, 3-	7pm					
1	WEL I - AM		WELI-AM		WELI-AM	
2	WPLR-FM		WKCI-FM		WKCI-FM	
3	WAVZ-AM		WPLR-FM		WPLR-FM	
4	WKCI-FM		WWYZ-FM		WNBC-AM	
5	WDRC-FM		WNBC-AM		WEZN-FM	

O/N '79

WNBC-AM WKCI-FM WPLR-FM

WNBC -AM WPLR-FM WHCN-FM

M-F, 6-10am		
1 WNBC-AM	WNBC - AM	WPLR-FM
2 WPLR-FM	WK CI -FM	WNBC-AM
3 WDRC-FM	WTI C-FM	WELI AM
M-F, 3-7pm		
1 WNBC-AM	WKCI-FM	WNBC-AM
2 WDRC-FM	W NBC - AM	WPLR-FM
3 WPLR-FM	WPLR-FM	WHCN-FM
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 1339		
A/M '79	O/N '79	A/M '80
1 WPLR-FM	WPLR-FM	WKCI-FM
2 WAVZ-AM	WK CI -FM	WPLR-FM
3 WPRC-FM	WWYZ-FM	WNBC-AM
4 WWYZ-FM	WELI-AM	WWYZ-FM
5 WFLI-AM	WNBC - AM	WELI-AM
M-F, 6-10am		
1 WAVZ-AM	WKCI-FM	WKCI-FM
2 WPLR-FM	WELI-AM	WNBC-AM
3 WDRC-FM	WPLR-FM	WPLR-FM
4 WWYZ-FM	WWYZ~FM	WELI-AM
5 WELI-AM	WNBC -AM	WWYZ-FM
M-F, 3-7pm		4415 551
1 WPLR-FM	WKCI-FM	WPLR-FM
2 WAVZ-AM	WPLR-FM	WKCI-FM
3 WDRC-FM	WUYZ-FM	WWYZ-FM
4 WWYZ-FM	WELI-AM	WNBC-AM
5 WELI-AM	WNBC-AM	WELI-AM
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 1692		
A/M '79	0.0170	
1 WELI-AM	O/N '79 WELI-AM	A/M *80
2 WAVZ-AM	WELI-AM WWYZ-FM	WELI-AM
3 WKCI-FM	WKCI-FM	WKCI-FM
4 WWYZ-FM	WEZN-FM	WNBC-AM
5 WKSS-FM	WEZN-FM WNBC-AM	WWYZ-FM WCBS-AM
	WNBC-AM	WC B 5 - AM
W-F, 6-10am		
1 WELI-AM	WELI-AM	WELI-AM
2 WAVZ-AM	WNBC - AM	WKCI-FM
3 WKCI-FM	WWYZ-FM	WNBC - AM
4 WWYZ-FM	WKCI-FM	WCBS-AM
5 WPLR-FM	WCBS-AM	WWYZ-FM
4-F, 3-7pm		
1 WELI-AM	WELI-AM	WELI-AM
2 WAVZ-AM	WWYZ-FM	WKCI-FM
3 WKCI-FM	WKCI-FM	WWYZ-FM
4 WWYZ-FM 5 WKSS-FM	WEZN-FM	WNBC-AM

### Cume Persons Trends/Rankings

Total 12+ M-S, 6em-Midnight POP(00): 3721

	A/M '79		O/N '79		A/M '80	
	WELI-AM	I142	WELI-AM	1573	WELI-AM	1448
2	WAVZ-AM	823	WNBC -AM	889	WKCI-FM	839
3	WPLR-FM	726	WKCI-FM	802	WNBC - AM	810
4	WDRC-FM	534	WPLR-FM	586	WCBS-AM	637
5	WNBC-AM	531	WCBS-AM	498	WPLR-FM	598
AF, 6	3-10em					
1	WFL I - AM		WELI-AM		WELI-AM	
2	WAVZ-AM		WNBC-AM		WKCI-FM	
3	WPLR-FM		WKCI-FM		WMBC -AM	
4	WNBC-AM		WPLR-FM		WC 8 S - AM	
- 5	WDRC-FM		WTI C-AM		WPLR-FM	
4F, 3	-7pm					
1	WELI-AM		WELI-AM		WEI.I-AM	
2	WAVZ-AM		WNBC-AM		WKCI-FM	
3	WPLR-FM		WKCI-FM		WNBC-AM	
4	WKCI-FM		WPLR-FM		WPLR-FM	
5	WDRC-FM		WWYZ FM		WCBS-AM	

reens
M-S, 6em-Midnigh
BOB ( OO )

M-F, 3-7pm

WPLR-FM

WAVZ-AM WDRC-FM

WWYZ-FM WNBC-AM

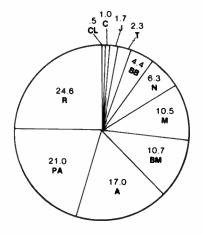
	WWTZ FM	WCBS-AM
Teens		
M-S, 6em-Midnight		
POP(00): 427		
A/M '79	O/N '79	A/M '80
1 WNBC-AM	WNBC -AM	WNBC-AM
2 WDRC-FM	WKCI-FM	WPLR-FM
3 WPLR-FM	WPLR-FM	WDRC-FM
M-F, 6-10em		
1 WNBC-AM	WNBC-AM	WNBC-AM
2 WPLR-FM	WKCI-FM	WPLR-FM
3 WAVZ-AM	WPLR-FM	WKCI-FM
M-F, 3-7pm		
1 WNBC-AM	WNBC-AM	WNBC-AM
2 WPLR-FM	WKCI-FM	WPLR-FM
3 WDRC-FM	WPLR-FM	WKCI-FM
Adults 18-34		
M-S, 6am-Midnight		
POP(On): 1339		
A/M 179	O/N 179	A/M '80
1 WPLR-FM	WKCI-FM	WKCI-FM
2 WAVZ-AM	WNBC-AM	WNBC -AM
3 WDRC-FM	WELI-AM	WPLR-FM
4 WWYZ-FM	WPLR-FM	WWYZ-FM
5 WNBC-AM	WWYZ-FM	WELI-AM
<del>V-F</del> , 6-10am		
1 WPLR-FM	WELI-AM	WKCI-FM
2 WAVZ-AM	WNBC-AM	WNBC -AM
3 WDRC-FM		WELI-AM
	WKCI-FM	WELLIAM
4 WWYZ-FM 5 WNBC-AM	WKCI-FM WPLR-PM WWYZ FM	WPLR-FM

### Adults 25-54

O/N '79	A/M *80
WELI-AM	WELI-AM
WNBC-AM	WNBC -AM
WKCI-FM	WKCI-FM
WWYZ-FM	WC B S - AM
WEZN-FM	WWYZ-FM
WELI-AM	WELI-AM
WNBC-AM	WNBC-Att
WWYZ~FM	WKCI-FM
WCBS-AM	WC B S - AM
WKCI-FM	WWYZ-FM
WELI-AM	WELI-AM
WNBC-AM	WNBC-AM
WWYZ FM	WKCI-FM
WKCI-FM	WC BS-AM
WEZN-FM	WWYZ-FM
	WELI-AM WNBC-AM WKCI-FM WWYZ-FM WELI-AM WNBC-AM WYZ-FM WCBS-AM WKCI-FM WELI-AM WNBC-AM WWYZ-FM

### **Format Penetration Chart**

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



### Format Legend

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

"The Top Ten Hits Of All Time," "Platinum Meltdown," and "The Magic of Christmas" from TM Special Projects.



TM Special Projects

1349 Regal Row Dallas, Texas 75247 (214) 634-8511 A subsidiary of Shamrock Broadcasting Company, Inc.

WPLR-FM WWYZ-FM WELI-AN

WPLR-FM WKCI-FM

WNBC-AM

# **New Orleans**

METRO BANK

34

### A/M '80 Market Overview

The Spring New Orleans Quarterly Measurement sweep showed considerable flux in the standings. Two significant factors implemented by Arbitron may have affected the results. ESF was introduced this sweep, and there was a much heavier diary return due to additional sample having been placed. These factors combined to allow for better representation of previously under-reported demos, like men 18-24. In the Fall '79 survey, there were 96 usable diaries returned from men 18-24, but in this sweep the total rose to 141 (a 47% boost)

Given this perspective, the results may not be too surprising. The older-skewing former market leader, WBYU, slipped, while stations such as WEZB and WYLD-FM had hot books. WEZB was the new market leader, more than doubling its overall share since changing from Dancemusic to Top 40. WEZB became the teen leader (teens are the single biggest factor in its audience), but more than doubled its share of the 18-34 audience as well, owning more than a 14 st are. To promote during the 12-week survey, WEZB gave away a VTR and TV every weekday for a month, with registration via a newspaper ad. Over 16,000 entries were received in this contest.

Jazz station WYLD-FM was the new runner-up 18-34, surging from a mid-7 share to an 11, with hefty increases in its male and teen audience figures. No other stations scored in double digits 18-34, but WRNO and WTIX are still important factors. WRNO ran on-air announcements during the Fall book, but had an even better 18-34 share this sweep without them. The AOR station earned a 9 share in young adults, with a male orientation; while Top 40 WTIX was just a fraction behind. WTIX was looking to go more adult with its appeal, and succeeded. Not only did it improve its 18-34 stance, but it also increased impressively among 25-54's. WTIX was able to generate consistent appeal through a campaign of TV spots and busboards, while also giving away approximately \$20,000 in a telephone contest.

The leading station 25-54 category remained Beautiful Music WBYU, but it slipped almost three shares to a mid-11 figure. Gains by WTIX and WSHO nibbled into WBYU's lead. Beautiful Music stations often slip with the introduction of ESF; it will be interesting to see if WBYU rebounds as ESF implementation becomes more stabilized.

WSHO, the only Country station, increased almost 50% 25-54, compared to the Fall survey. Like WTIX, WSHO won a share just under 10. WSHO was in the process of being sold during the last book, so this effort was its first under new guidance. Among the new features are a completely different air staff, more news, and traffic reports. Advertising consisted of a heavy TV effort with some dollars also going into billboards.

Arbitron was overly successful in obtaining consenting ESF homes this survey - 37% of the diaries were returned from ESF persons, while Arbitron estimated that 31% of the metro homes were not available in listed directories. As Arbitron adjusts to come closer to the 31% figure in future surveys, it will be interesting to measure the impact.

WNOE - AM

WEZB-FM

### M-F, 6-10am WTIX-AM WBYU-FM WTIX-AM WEZB-FM WWL -AM WNOE-AM 3 WOUE-FM 4 WWL -AM 5 WBYU-FM WWL -AM WOUE-FM WGSO-AM M-F. 3-7 pm WEZB-FM WOLFE-EN WNOE-AM WBYU-FM WBYU-FM WNOE-AM 5 WRNO-FM WWI. -AM WYLD-FM M-S, 6am-Midnight POP(00): 1280 A/M '79 O/N '79 A/M '60

WEZB-FM WTIX-AM 3 WOUE-EM WOUE-EM WNOE-AM M-F, 6-10am WTIX-AM WEZB-FM 2 WNOE-AM WOUE-FM WNOE-AM M-F, 3-7pm WILK-AM WTIY-AM 2 WNOE-AM 3 WOUE-FM UOUF-FA WOUF-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 3486

	A/M '79		O/N '79	A/M '80
1	WQUE-FM	917	WOU'F - FM	WTIX-AM
2	WTIX-AM	874	WNOE - FM	WEZB-FM
3	WRNO-FM	794	WTIX-AM	WRNO-FM
4	WMOE-FM	723	WRNO-FM	WNOE-FM
5	WNOE-AM	713	WNOE-AM	WOUE-FM
M-F. 6	-10am			
1	WOUE-FM		WQUF-FM	MA-XITW
2	WTIX-AM		WTIX-AM	WEZB-FM
3	WNOF-AM		WNOF-FM	WR = O - FM
4	WRNO-FM		WRMO-FM	WOUE-EM
5	WNOE-FM		WNOE-AM	WNOE-AM
M-F, 3	-7pm			
1	WQUE-FM		WQUE-FM	WTIX-AM
2	WTIX-AM		WNOE-FM	WEZB-FM
3	WRN O-FM		WRNO-FM	WQUE-FM
4	WMOE-AN		WTIX-AM	WR NO - F M
5	WNOE-FM		WEZB-FM	WYLD-FM

Adults 25-54

r0r(00): 4402		
A/M '79	O/N '79	A/M '80
1 WTIX-AM	WWL -AM	WTIX-AM
2 WBYU-FM	WTIX-AM	WB YU - F M
3 WWL -AM	WBYU-FM	WWL -AM
4 WGSO-AM	WGSO-AM	WOUE-FM
5 WOUE-FM	WOU'E-FM	WEZB-FM
M-F, 6-10am		
1 WT1X-AM	WBYU-FM	WTIX-AM
2 WBYU-FM	WWL -AM	WWL -AM
3 WGSO-AN	WTIX-AM	WBYU-FM
4 WWL -AM	WGSO-AM	WEZB-FM
5 WQUE-FM	WNOF-AM	WGSO-AM
M-F, 3-7pm		
1 WTIX-AM	WB YU - FM	WTIX-AM
2 WBYU-FM	WWIAM	WBYU-FM
3 WQUE-FM	WTIX-AM	WQUE-FM
4 WWL -AM	WOUE-FM	WEZB-FM
5 WGSO-AM	WGSO-AM	WSHO-AM

## 1.0 BB 2.0 N 6.2 **M** 26.6 7.0 9.0 12.7 BM PA

### Format Legend

Ξ

Data from Market Buy Market

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

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

OP(00): 931	9
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	A/M 179		O/N '79		A/M '80
1	WBYU-FM	11.5	WB YU - FM	11.6	WEZB-FM (M) 10 - 3
2	WTIX-AM	8 • 7	WSMB-AM	7 • 4	WBYU-FM (BM) 8.6
3	WOUE-FM	7.4	WQUE-FM	6 • 9	WTIX-AM (M) 8.4
4	WRNO-FM	7 . 4	WTIX-AM	6 - 8	WYLD-FM (J) 7 • (
5	WSMB-AM	7 • 2	WGSO-AM	6 • 3	WSHO-AM (C) 6.6
6	WNOE-AM	6.3	WWL -AM	6 • 2	WSMB-AM (PA) 6 - 5
7	WWL -AM	5.6	WNOE AM	4 • 9	WGSO-AM (N) 5-2
Я	WNOE-FM	5.0	WNOE-FM	4.6	WQUE - FM (M) 5 • 1
9	WGSO-AM	4.9	WRNO-FM	4.4	WRNO-FM (A) 4.8
10	WYLD-AM	4.8	WXEL-FM	4 . 4	WWL -AM (PA) 4,5
1.1	WSHO-AM	4.8	WSHO-AM	4.4	WNOE-FM (A) 4.2
1.2	WWL -FM	3 - 9	WYLD-AM	4.3	WXEL-FM (B) 3.7
13	WYLD-FM	3,6	WEZB-FM	4.2	WYLD-AM (8) 3.6
14	WEZB-FM	3.0	WYLD-FM	3.8	WNOE-AM (R) 3.0
1.5	WXEL-FM	2.9	WWL -FM	3.4	WWL - FM (BM) 3.0
1.6	WWIW-AM	2 • 5	WBOK-AM	2.9	WNNR-AM (B) 2.8
1.7	WBOK-AM	2 • 3	WNNR-AM	2.7	WBOK-AM (8) 2 . 6
18	WNNR-AM	1.4	WWIW-AM	2.6	WWIW-AM (88) 2 . (
19	WVOG-AM	1.0	WVOG-AM	1 - 2	WVOG-AM (ML) 1.0
20			WAR B-AM	0.4	WARB-AM (PA) O.
	_				

### Average Persons Trends/Rankings

O/N 179

A/M '80

### Total 12-POP(00): 931 A/M '79

- 1	WBYU-FM	133	WBYU-FM	146	WEZB-FM	136
2	WTIX-AM	101	WSMR-AM	93	WBYU-FM	114
3	WOUE-FM	8.5	WOUE-FM	8.7	WTIX-AM	111
4	WRNO-FM	8.5	WTIX-AM	8.5	WYLD-FM	92
5	WSMB-AM	83	WGSO-AM	79	WSHO-AM	P 7
M-F, 6	-10am					
1	WTIX-AM		WB YU - FM		WTIX-AM	
2	WBYU-FN		WSMB-AM		WSMB-AM	
3	WWL -AM		WWL -AM		WWL -AM	
4	WGS0~AM		WTIX-AM		WGSO-AM	
5	WSMB-AM		WGSO-AM		WEZB-FM	
M-F, 3	1-7pm					
- 1	WBYU-FM		WB YU - F.M		WEZB-FM	
2	WTIY-AM		WOU'E-FM		WTIX-AM	
3	WOUE-FM		WTIX-AM		WBYU-FM	
4	WRNO-FM		WNOE-AM		WYLD-FM	
5	WNOE-AM		WSMB-AM		WRNO-FM	

# M-S, 6am-Midnight

A/M '79	O/N '79	A/M '80
1 WTIX-AM	WNOE - AM	WEZB-FM
2 WNOE-AM	WTIX-AM	WTIX-AM
3 WOUE-FM	WQUE-FM	WYI.D-FM
, 6-10am		
1 WTIX-AM	WTIX-AM	WEZB-FM
2 WNOE-AM	WNOE-AM	WTIX-AM
3 MOUF-FM	WOLF-EM	WNOE-AM

A/M '79	O/N '79	A/M '80
1 WRNO-IM	WOUE-FM	WFZB-FM
2 WOUE-FM	WBYU-FM	WYLD-FM
3 WNOF-FM	WRNO-FM	WRNO-FM
4 WTIY-AM	WNOE-FM	WTIX-AM
5 WNOE-AM	WYLD-FM	WOUE-FM
4-F, 6-10am		
1 WTIX-AM	WOUE-FM	WEZB-FM
2 WOUE-FM	WBYU-FM	WTIX-AM
3 WNOE-AM	WNOE FM	WRNO-FM
4 WNOE-FM	WRNO-FM	WNOE-FM
5 WRNO-FM	WT1X-AM	WNOE-AM
4-F, 3-7pm		
1 WRNO-FM	WOUE-FM	WFZB-FM
2 WQUE-FM	WYLD-FM	WYLD-FM
3 WNOE-FM	WRNO-FM	WTIX-AM
4 WTIY-AM	WNOE-FM	WRNO-FM
5 WNOE-AM	WB YU - FM	WQUE-FM

A/M 179	O/N '79	A/M '80
1 WBYU-F	M WBYU-FM	WB YU - FM
2 WTIX-A	M WGSO-AM	WSHO-AM
3 WOUE-F	M WWL -AM	WTIX-AM
4 WSHO-A	M WOUE-FM	WYLD-FM
5 WGS0-A	M WTIX-AM	WEZB-FM
A-F, 6-10am		
1 WTIX-A	M WBYU-FM	WTIX-AM
2 WBYU-F	M WWL -AM	WWL -AM
3 WGSO-A	M WGSO-AM	WBYU-FM
4 WWI A	M WTIX-AM	WSHO-AM
5 WOUE-F	M WNOF-AM	WGSO-AM
4-F, 3-7pm		
1 WBYU-F	M WBYU-FM	WBYU-FM
2 WTIX-A	AM WGSO-AM	WTIX-AM
3 WOUE-F	M WSHO-AM	WYLD-FM
4 WGS0-A	M WQUE-FM	WSHQ-AM
5 WSHO-A	MA-XITW MA	WEZB-FM

### Cume Persons Trends/Rankings

### Total 12+ M-S, 6am-Midnight

M-F, 3-7pm

WTIX-AM

	007: 931		0.01.170		A/M '80	
	A/M '79		O/N '79		A/M 80	
1	WTIX-AM	2170	WTIX-AM	2049	WTIX-AM	2192
2	WQUF-FM	1656	WWL -AM	1734	WEZB-FM	1701
3	WNOE - AM	1642	WBYU-FM	1618	WB YU - F M	1611
4	WBYU-FM	1580	WOUE-FM	1604	WOUE-FM	1 30 9
	CILCI AM	1227	WCSO-AM	1566	UUI - AM	1295

Total 12+ M-S, 6am-Midnight POP(00): 137992

# **New York**

METRO RANK

A/M '80 Market Overview

Quarterly Measurement entered New York City for the first time this spring, and the results of the 12-week survey again showed the strength of WBLS and WKTU among young adults, while WCBS led in appeal to the 35-54 audience.

There was a tremendous oversampling in this report — approximately 2600 extra diaries came back, a 62% increase over last spring's four-week sweep. This additional diary return means a more reliable report, so advertisers can have better confidence in these ratings estimates.

In 18-34's, the WBLS-WKTU combination still accounted for about 25%. WBLS garnered a mid-13 share, up slightly from last spring, while WKTU captured a mid-12 number, down slightly from last year. Clearly the urban contemporary appeal of these stations is on target with a vast segment of the audience.

Next in terms of appeal among young adults was ABC's WPLJ, the AOR leader. WPLJ was also third in men 18-24. The station attracted a mid-6 share of young adults, up slightly from the A/M '79 figure.

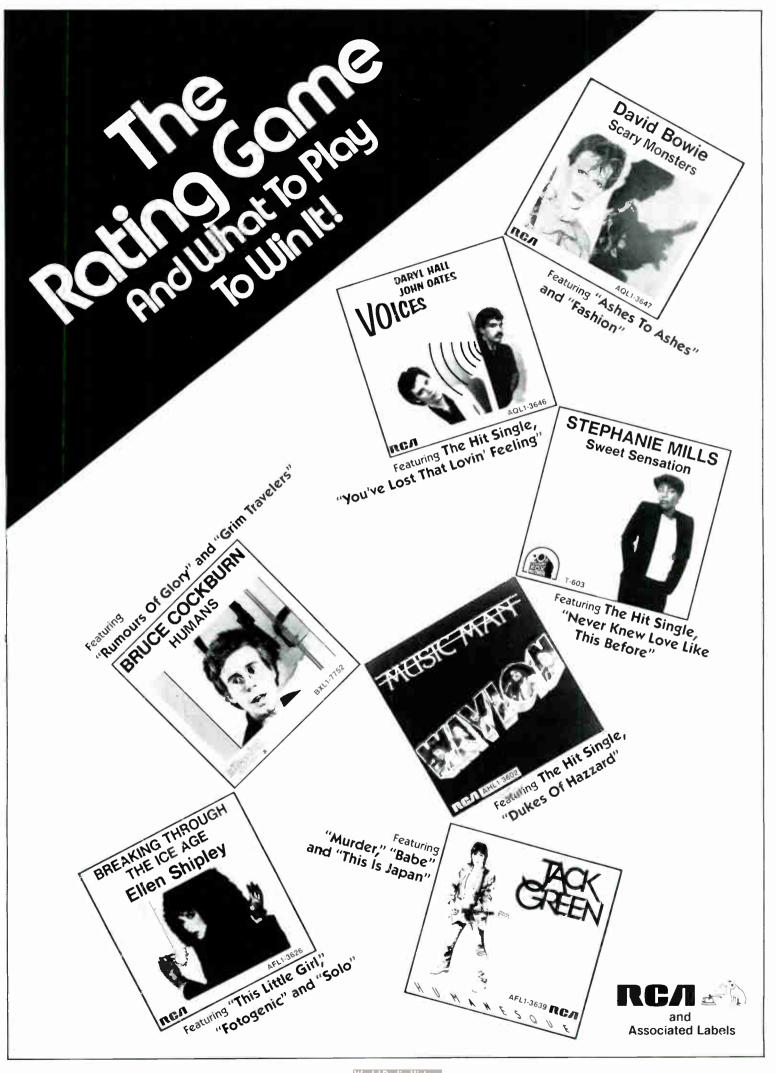
Although the rankings showed WBLS and WKTU as the 25-54 leaders, it's important to consider that the bulk of their strength in that target was in the 25-34 demo. If an advertiser were interested in 35+ adults, WCBS, WOR, WRFM, and WINS had the biggest audiences. Specifically in 25-54's, WCBS would be the leader among the older-skewing stations. The station used subway boards and outdoor boards to advertise itself, while news competitor WINS used TV, newspaper ads. and subway posters, the latter a new venture. The station also carried Yankees baseball, but its impact in this sweep may have been diluted owing to so much preseason time included inm the sweep compared to last year.

Those analyzing data from this report and comparing it to last year's figures should remember that the longer survey period included dates not measured before in this market. That's likely to render exact comparisons impossible.

0	P(00): 13	7992							
	A/M '79		J/A '79		O/N '79		J/F '80		A/M '80
	WKTU-FM		WB LS-FM	8.7			WBLS-FM	7.5	WBLS-FM (B) 8
	WOR -AM		WKTU-FM	6.7		6.8	WOR -AM	6.3	WKTU-FM (m) 6
	WBLS-FM	6.4		5.8	WOR -AM		WKTU-FM	6.0	WCBS-AM (N) 5
4	WABC-AM	5.9			WCBS-AM		WRFM-FM	5 - 2	WOR -AM (T) 5
5	WCBS-AM		WRFM-FM		WRFM-FM	4.7	WCBS-AM	4.6	WINS-AM (NO) 4
	WRFM-FM	4.7			WABC-AM	4 - 6			WRFM-FM (BM) 4
7	WINS-AM	4 - 6			WINS-AM		WINS-AM		WABC-AM (M) 4
	WPAT-FM	4.1			WMCA-AM		WNBC-AM		WNBC-AM (A) 4
	WPLJ-FM	3.5		3.4			WPAT-FM	3.8	
	WNEW-AM	3.4			WPLJ-FM		WPLJ-FM	3 - 7	
	WMCA-AM	3.0	H *** D O III.		WCBS-FM		WHN -AM		WNEW-AM (PA) 3
	WHN -AM	3.0	WNBC-AM	2 . 8			WPAT-AM	3.2	,,, ,,
	WCBS-FM	2.9	WPAT-FM		WPAT-FM	2 • 9	WMCA-AM	3 - 2	
	WNEW-FM	2 - 8	WXLO-FM		WADO-AM	2 . 8	WNEW-AM		WPAT-AM (BM) 2
	WNBC-AM	2.7	WNEW-AM	2.6	WNEW-FM	2 - 7	WNEW-FM	2.5	
	WXLO-FM	2.5			MHN -WW		WA DO - AM		WYNY-FM (PA) 2
	WJIT-AM	2.1	WPAT-AM		WYNY-FM		WCBS-FM		WNEW-FM (A) 2
	WADO-AM WPAT-AM	2.0	WNEW-FM	2 - 3			WYNY-FM	2 - 1	
	WYNY-FM		WJIT-AM		WJIT-AM		WXL0-FM	2 - 1	
	WINY-FM WTFM-FM		WTFM-FM		WTFM-FM	1 . 7	WTFM-FM		WTFM-FM (PA) 1
	WPIX-FM	1.8	WRVR-FM		WXLO-FM	1.7	WJIT-AM	1.4	
	WRVR-FM	1.1	WYNY-FM WLIB-AM	1 . 2		1 - 2	WQXR-FM		WJIT-AM (8) 1
		1.0		1 - 1	WQXR-FM	1.1	WRVR-FM		WPIX-FM (A) 1
	WVNJ-FM	0.9	WPIX-FM WLIR-FM	1 - 1	WNCN-FM	1.1			WQXR-FM (CL) 1
	WNCN-FM	0.9			WRVR-FM WVNJ-AM		WPIX-FM		WVNJ-FM (BM) 1
	WLIR-FM	0.7		0.9			WVNJ-FM		WNC N-FM (CL) 0
	WBLI-FM	0.7	WHLI-AM		WCTO-FM		WNJR-AM WVNJ-AM	0.7	WHLI-AM (BB) 0
	WLIB-AM	0.5	WVNJ-AM	0.8			WHLI-AM	0 - 7	
	WVNJ-AM		WHUD-FM	0.7		0.7	WHLI-AM WWRL-AM		WWRL-AM (B) 0
	WCTO-FM		WNCN-FM		WLIR-FM	0.7		0.6	
	WQXR-AM		WWRL-AM		WNJR-AM		WLIR-FM WCTO-FM		WLIB-AM (B) 0 WCTO-FM (BM) 0
	WALK-FM	0.4	WBLI-FM	0.5	WBLI-FM		WELI-FM	0.5	
	WWRL-AM	0.4	WMGO-FM	0.5			WE VD - FM	0.5	
	WGSM-AM		WNJR-AM	0.5			WHUD-FM		WLIR-FM (R) 0
	WMGO-FM	0.4	WWDJ-AM	0.4			WCTC-AM		WEAS-AM (PA) 0
	WEVD-FM		WALK-FM	0.4	WALK-FM		WLIB-AM		WCTC-AM (PA) 0
	WBNX-AM		WRKI-FM	0.3	WOX R-AM	0.4			WWDJ-AM (RL) 0
	WNJR-AM		WQX R-AM	0.3		0.4	WMGQ-FM	0.4	
	WWDJ -AM	0.3	WJLK-FM	0.2	WIOK-FM	0.4	WWDJ-AM		WEVD-FM mm O
	WIOK-FM	0.3	WALK-AM	0.1	WHUD-FM		WALK-FM		WMGQ~FM (BM) O
	WE VD - AM		WJLK-AM		WWDJ-AM		WE VD-AM		WKJY-FM (M) O
	WALK-AM	0.1			WB NX -AM		WJLK-FM		WEZN-FM (PA) O
					WALK-AM		WJLK-AM		WE VD - AM (M) O
							WALK-AM		WBAB-FM (A) O
									WBNX-AM (8) 0
									WOXR-AM (CL) O

		A/M 179		J/A '79		O/N '79		J/F '80		A/M '80	
		WKTU-FM		WBLS-FM	2159	WBLS-FM	1750	WBLS-FM	1886	WB LS-FM	2017
		WOR -AM	1758	WKTU-FM	1664	WKTU-FM		WOR -AM		WKTU-FM	1657
		WBLS-FM		WOR -AM	1450	WOR -AM		WKTU-FM		WCBS-AM	1353
		WABC-AM		WABC-AM	1443	WCBS-AM		WRFM-FM		WOR -AM	1282
		WCBS-AM		WRFM-FM	1365	WR FM-FM		WCBS-AM		WINS-AM	1204
		WRFM-FM		WCBS-AM		WABC-AM	1138	WABC-AM		WRFM-FM	1157
		WINS-AM		WINS-AM	1172	WINS-AM		WINS-AM		WABC-AM	1108
		WPAT-FM		WPLJ-FM	94 3	WMCA-AM	795	WNBC-AM		WNBC-AM	1016
		WPLJ-FM		WMCA-AM		WNBC-AM	793	WPAT-FM		WPLJ-FM	968
	10	WNEW-AM	842	WHN -AM	735	WPLJ-FM	788	WPLJ-FM		WPAT-FM	853
	M-F	, 6-10am									
	1	WOR -AM		WOR -AM		WOR -AM		WOR -AM		WC B S - AM	
	2	WCBS-AM		WINS-AM		WCBS-AM		WCBS-AM		WINS-AM	
		WINS-AM		WCBS-AM		WINS-AM		WINS-AM		WOR -AM	
		WABC-AM		WBLS-FM		WBLS-FM		WB LS - FM		WBLS-FM	
N I		WKTU-FM		WABC-AM		WABC-AM		WNBC-AM		WNBC-AM	
	6	WBLS-FM		WRFM-FM		WNBC-AM		WRFM-FM		WKTU-FM	
10		WRFM-FM		WMCA-AM		WKTU-FM		WABC-AM		WABC-AM	
Market		WNEW-AM		WKTU-FM		WA DO - AM		WKTU-FM		WRFM-FM	
£,		WHN -AM		WA DO - A M		WRFM-FM		WHCA-AM		WNEW-AM	
<	10	WPAT-FM		WNEW-AM		WNEW-AM		WNEW-AM		WPLJ-FM	
Buy	M-F	, 3-7pm									
B		WKTU-FM		WBLS-FM		WB LS-FM		WBLS-FM		WBLS-FM	
Įθ	2	WBLS-FM		WKTU-FM		WKTU-FM		WKTU-FM		WKTU-FM	
×		WABC-AM		WABC-AM		WABC -AM		WABC-AM		WABC-AM	
ſa		WCBS-AM		WRFM-FM		WRFM-FM		WRFM-FM		WRFM-FM	
~		WRFM-FM		WCBS-AM		WC BS-AM		WPAT-FM		WCBS-AM	
Ē		WPAT-FM		WPLJ-FM		WMCA-AM		WPLJ-FM		WPLJ-FM	
Data from Market		WOR -AM		WINS-AM		WOR -AM		WNBC-AM		WINS-AM	
-		WPLJ-FM		WHN -AM		WPAT-FM		WHN -AM		WNBC-AM	
1 12 1	9	MHM -WW		WNBC -AM		WPLJ-FM		WC B S - AM		WMCA-AM	
ä	10	WMCA-AM		WPAT-FM		WHN -AM		WPAT-AM		WPAT-FM	

Teens				
M-S, 8am-Midnight POP(00): 1658	4			
A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WKTU-FM	WBLS-FM	WBLS-FM	WBLS-FM	WB LS-FM
2 WPLJ-FM	WKTU-FM	WKTU-FM	WKTU-FM	WKTU-FM
3 WBLS-FM	WABC-AM	WABC-AM	WPLJ-FM	WPLJ-FM
M-F, 6-10am 1 WKTU-FM	WBLS-FM	UBI C SM		
2 WABC-AM	WABC-AM	WBLS-FM WABC-AM	WBLS-FM WNBC-AM	WBLS-FM WPLJ-FM
3 WBLS-FM	WNBC-AM	WKTU-FM	WABC-AM	WKTU-FM
M-F, 3-7pm				
1 WKTU-PM	WBLS-FM	WKTU-FM	WBLS-FM	WBLS-FM
2 WBLS-FM 3 WABC-AM	WKTU-FM WPLJ-FM	WBLS-FM Wabc-am	WKTU-FM WPLJ-FM	WKTU-FM
Adults 18-34	W. P.O L.U.	MADC-AN	M L L J - L M	WPLJ-FM
M-S. 6am, Midnight				
FOP(00): 45674	•			
A/M '79	J/A 179	O/N '79	J/F '80	A/M '80
1 WKTU-FM	WBLS-FM	WKTU-FM	WBLS-FM	WB LS - FM
2 WBLS-FM	WKTU-FM	WBLS-FM	WKTU-FM	WKTU-FM
3 WABC-AM 4 WNEW-FM	WPLJ-FM Wabc-am	WNEW-FM WPLJ-FM	WPLJ-FM	WPLJ-FM
5 WPLJ-FM	WNEW-FM	WCBS-FM	WABC-AM WNEW-FM	WNEW-FM Wabc-am
6 WCBS-FM	WCBS-FM	WYNY-FM	WNBC-AM	WNBC-AM
7 WXLO-FH 8 WNBC-AN	WXLO-FM WNBC-AM	WABC-AM	WYNY-FM	WYNY-PM
9 WYNY-PM	WTFM-FM	WMBC-AM WTPM-PM	WCBS-FM WXLO-FM	WCBS-FM WXLO-FM
10 WJIT-AM	WYN Y-FM	WXLO-FM	WTFM-PM	WR VR-PM
M-F, 6-10am				
1 WKTU-FM	WBLS-FM	WBLS-FM	WBLS-FM	WBLS-FM
2 WABC-AM 3 WBLS-FM	WKTU~FM	WKTU-FM	WNBC -AM	WKTU-FM
4 WNEW-PM	WABC-AM WPLJ-FM	WNBC-AM WPLJ-FM	WKTU-FM WPLJ-FM	WNBC-AM
5 WPLJ-FM	WNEW-FM	WNEW-FM	WABC-AM	WPLJ-FM Wabc-am
6 WINS-AM 7 WCBS-AM	WNBC -AM	WABC-AM	WNEW-FM	WNEW-FM
8 WNBC-AM	WCBS-FM WXLO-FM	WCBS-FM WINS-AM	WYNY-FM	WC BS - AM
9 WCBS-FM	WINS-AM	WYNY-FM	WCBS-AM WCBS-FM	WYNY-FM WCBS-FM
10 WXLO-FM	WC B S-AM	WC B S-AM	WINS-AM	WINS-AM
M-F, 3-7pm				
1 WKTU-FM 2 WBLS-FM	WBLS-FM WKTU-FM	WKTU-FM WBLS-FM	WB LS - FM	WB LS - FM
3 WABC-AM	WPLJ-FM	WPLJ-FM	₩KTU – FM WABC – AM	WKTU-FM WPLJ-FM
4 WNEW-FM	WABC-AM	WCBS-FM	WPLJ-FM	WNEW-FM
5 WPLJ-FM 6 WCBS-FM	WNEW-FM WCBS-FM	WABC-AM WNEW-FM	WNEW-FM WYNY-FM	WCBS-FM
7 WYNY-FM	WNBC-AM	WYNY-FM	WNBC-AM	WABC-AM WYNY-FM
8 WXLO-FM	WXLO-FM	WNBC-AM	WCBS-FM	WNBC-AM
9 WNBC-AM 10 WHN -AM	WTFM-FM WYNY-PM	WTFM-FM WPIX-FM	WTFM-FM	WPIX-FM
Adults 25-54	W101 F11	WILY-LH	WXLO-FM	WXLO-FM
M-S, 6am-Midnight				
POP(00): 65155	5			
A/M '79	J/A '79	O/N '79	J/F '80	A/M *80
1 WKTU-FM	WBLS-FM	WB LS-FM	WBLS-FM	WBLS-FM
2 WBLS-FM 3 WABC-AM	WABC-AM	WKTU-FM	WKTU-FM	WKTU-FM
4 WOR -AM	WRFM-FM WKTU-FM	WCBS-FM WCBS-AM	WABC-AM	WC B S - AM
5 WRFM-FM	WCBS-AM	WABC-AM	WCBS-AM Whn -Am	WABC-AM WRFM-FM
6 WNEW-AM 7 WCBS-AM	WHN -AM	WRFM-FM	WRFM-FM	WNBC -AM
8 WCBS-FM	WA DO - AM WNEW- AM	WINS-AM WADO-AM	WNBC-AM	WINS-AM
9 WPAT-FM	WINS-AM	WNBC-AM	WNEW-AM WINS-AM	WCBS-FM WPAT-FM
10 WHN -AM	WOR -AM	WOR -AM	WPAT-FM	WNEW-AM
M-F, 6-10am				
1 WOR -AM 2 WCBS-AM	WCBS-AM WBLS-FM	WINS-AM	WCBS-AM	WC BS-AM
3 WABC-AM	WBLS-FM WINS-AM	WCBS-AM WNBC-AM	WINS-AM WNBC-AM	WNBC-AM
4 WINS-AM	WABC-AM	WOR -AM	WBLS-FM	WINS-AM WBLS-FM
5 WNEW-AM	WOR -AM	WABC-AM	WOR -AM	WABC-AM
6 WBLS-FM 7 WKTU-FM	WRFM-FM WNEW-AM	WBLS-FM WADO-AM	WABC-AM WNEW-AM	WOR -AM
8 WRFM-FM	WA DO - AM	WNEW-AM	WHN -AM	WRFM-FM WNEW-AM
9 WHN -AM	WHN -AM	WCBS-FM	WADO-AM	WKTU-FM
10 WADO-AM	WKTU-FH	WRFM-FM	WRFM-FM	WADO-AM
W-F, 3-7pm 1 WKTU-FM	UBIC PM	unte es		
2 WBLS-FM	WBLS-FM Wabc-am	WBLS-FM WKTU-FM	WABC-AM WBLS-FM	WBLS-FM
3 WABC-AM	WRFM-FM	WCBS-AM	WKTU-FM	WKTU-FM WABC-AM
4 WRFM-FM	WHN -AM	WCBS-FM	WHN -AM	WRFM-FM
5 WHN -AM 6 WPAT-FM	WKTU-FM WCBS-FM	WABC-AM	WNEW-AM	WC B S - AM
7 WNEW-AM	WNEW-AM	WRFM-FM WHN -AM	WRFM-FM WNBC-AM	WNBC-AM WCBS-FM
8 WCBS-FM	WC B S - A M	WNBC-AM	WCBS-AM	WPAT-FM
9 WCBS-AM 0 WMCA-AM	WA DO - A M WPAT - F M	WMCA-AM	WPAT-FM	WINS-AM
O MUCA AN	MLVI-LU	WPAT-FM	WCBS-FM	WHN -AM



Cume Persons	Trends/Rankings
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Total 12+	
M-S, 6am-Midi	night
POP(00):	137992

Continued from Page 160

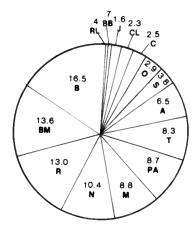
Total 12+ M-S, 6am-Midnigi	ht			
POP(00): 1				
A/M '79	J/A 179	O/N '79	J/F '80	A/M *80
	29534 WABC-AM		27105 WABC-AM	25883 WABC-AM 250
2 WINS-AM	26024 WINS-AM	26043 WCBS-AM	24627 WINS-AM	23961 WINS-AM 250
4 WKTU-FM	22727 WKTU-FM	20872 WKTU-FM	23485 WUBS-AM 21162 WNRC-AM	22780 WCBS-AM 230 21952 WNBC-AM 225
S WOR -AM	21841 WOR -AM	20352 WOR -AM	20078 WETH-FM	20097 URIC-EM 208
6 WNBC-AM	18190 WBLS-FM	18794 WNRC-AM	19602 WOR -AM	18784 UVTILEM 202
/ WBLS-FM	16/33 WNBC-AM	18467 WBLS-FM	17828 WBLS-FM	18498 WOR -AM 183
9 WXLO-FM	13627 WRFM-FM	14236 WRFM-FM	13331 UPAT-EM	14982 WPLJ-FM 1470 14323 WCBS-FM 132
10 WCBS-FM	13516 WXLO-FM	13515 WCBS-FM	12748 WHN -AM	13732 WRFM-FM 126
M-F, 6-10am				
1 WINS-AM	WINS-AM	WINS-AM	WINS-AM	WINS-AM
2 WCBS-AM 3 WABC-AM	WCBS-AM	WCBS-AM	WCBS-AM	WCBS-AM
4 WOR -AM	WABC-AM WOR -AM	WABC-AM WOR -AM	WABC-AM WNBC-AM	WNBC - AM WABC - AM
5 WKTU-FM	WBLS-FM	WNBC-AM	WOR -AM	WBLS-FM
6 WBLS-FM	WKTU-FM	WKTU-FM	WBLS-FM	WOR -AM
7 WNBC-AM 8 WPLJ-FM	WNBC-AM WRFH-FM	WBLS-FM	WKTU-FM	WKTU-FM
9 WRFM-FM	WPLJ-FM	WPLJ-FM WRFM-FM	WPLJ-FM WRFM-FM	WPLJ~FM WRFM-FM
10 WHN -AM	WHN -AM	WCBS-FM	WHN -AM	WNEW-AM
M-F, 3-7pm				
1 WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM
2 WKTU-FM 3 WCBS-AM	WBLS-FM	WKTU-FM	WKTU-FM	WB LS - FM
4 WBLS-FM	WKTU-FM WCBS-AM	WBLS-FM WCBS-AM	WBLS-FM	WKTU-FM
5 WNBC-AM	WINS-AM	WNBC-AM	WNBC-AM WINS-AM	WNBC-AM WCBS-AM
6 WPLJ-FM	WPL J-FM	WINS-AM	WCBS-AM	WINS-AM
7 WINS-AM	WR FM - FM	WPLJ-FM	WPLJ-FM	WPLJ-FM
8 WRFM-FM 9 WOR -AM	WNBC-AM WCBS-FM	WRFM-FM WCBS-FM	WPAT-FM	WRFM-FM
10 WXLO-FM	WXLO-FM	WOR -AM	WRFM-FM WHN -AM	WCBS-FM WPAT-FM
Teens				
M-S, 6am-Midnigh				
POP(00): 16	5B4			
A/M '79	J/A '79	O/N 179	J/F '80	A/M *80
1 WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM
2 WKTU-FM 3 WPLJ-FM	WPLJ-FM WKTU-FM	WNBC-AM	WNBC-AM	WPLJ-FM
M-F, 6-10am	WKIU-FM	WKTU-FM	WKTU-FM	WNBC-AM
1 WABC-AM	WABC-AM	WABC-AM	WNBC-AM	
2 WPLJ-FM	WB LS-FM	WNBC-AM	WABC-AM	WPLJ-FM WNBC-AM
3 WKTU-FM	WPLJ-FM	WBLS-FM	WB LS-FM	WKTU-FM
M-F, 3-7pm				
1 WABC-AM	WABC-AM	WABC-AM	WBLS-FM	WPLJ-FM
2 WKTU-FM 3 WPLJ-FM	WKTU-PM WPLJ-FM	WKTU-FM WNBC-AM	WKTU-FM	WKTU-FM
Adults 18-34	W1 D3 - 111	WHBC-AH	WPLJ-FM	WNBC-AM
M-S, 6am-Midnight	t			
POP(00): 45				
A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WKTU-FM	WABC-AM	WKTU-FM	WKTU-FM	WKTU-FM
2 WABC-AM	WKTU-FM	WABC-AM	WABC-AM	WBLS-PM
3 WBLS-FM 4 WPLJ-FM	WBLS-FM WPLJ-FM	WBLS-FM WPLJ-FM	WBLS-FM	WABC-AM WNBC-AM
5 WCBS-FM	WNBC-AM	WWBC-AM	WNBC-AM WPLJ-PM	WRBC-AM WPLJ-PM
6 WXLO-FM	WC B S - F M	WCBS-FM	WNEW-PM	WCBS-PM
7 WNBC-AM 8 WNEW-FM	WXLO-FM WNEW-FM	WNEW-FM WXLO-PM	WXLO-PM	WNEW-PM
9 WINS-AM	WINS-AM	WYNY-FM	WCBS-PM WYNY-PM	WYNY-PM WXLO-PM
10 WCBS-AM	WTFM-FM	WINS-AM	WTFM-PM	WPIX-FM
M-F, 6-10am				
1 WABC-AM	WBLS-FM	WKTU-FM	WB LS - FM	WKTU-FM
2 WKTU-FM	WABC-AM	WBLS-FM	WABC-AM	WB LS - FM
3 WBLS-FM 4 WPLJ-FM	WKTU-FM WPLJ-FM	WABC-AM WNBC-AM	WNBC-AM	WNBC-AM
5 WNBC-AM	WNBC-AM	WPLJ-FM	WKTU-FM WPLJ-FM	WABC-AM WPLJ-FM
6 WINS-AM	WNEW-FM	WNEW-FM	WNEW-FM	WNEW-FM
7 WCBS-AM 8 WCBS-FM	WXLO-FM	WCBS-FM	WYNY-FM	WYNY-FM
9 WNEW-FM	WINS-AM WCBS-AM	WINS-AM WCBS-AM	WINS - AM	WINS-AM
10 WXLO-FM	WCBS-FM	WXLO-FM	WCBS-AM WXLO-FM	WCBS-FM WCBS-AM
M-F, 3-7pm				
1 WKTU-FM	WBLS-FM	WKTU-FM	WKTU-FM	WKTU-FM
2 WBLS-FM	WKTU-FM	WB LS - FM	WBLS-FM	WBLS-FM
3 WABC-AM 4 WPLJ-FM	WABC-AM WPLJ-FM	WABC-AM WPLJ-FM	WPLJ-FM	WABC-AM
5 WNEW-FM	WNBC-AM	WPLJ-FM WCBS-FM	WABC-AM WNBC-AM	WNBC-AM WPLJ-FM
6 WCBS-FM	WNEW-FM	WNBC-AM	WNEW-FM	WPLJ-FM WNEW-FM
7 WXLO-FM 8 WNBC-AM	WCBS-FM	WNEW-FM	WYNY-FM	WCBS-FM
9 WYNY-FM	WXLO-FM WTFM-FM	WXLO-FM WYNY-FM	WCBS-FM WXLO-FM	WYNY-FM
10 WCBS-AM	WYNY-FM	WPIX-FM	WXLO-FM WTFM-FM	WP1X-FM WXLO-FM

# Adults 25-54 M-S, 6am-Midnight POP(00): 65155

POI	P(00): 6515	5			
	A/M 179	J/A '79	O/N 179	J/F '80	A/M 180
	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WINS-AM
2	WINS-AM	WINS-AM	WCBS-AM	WINS-AM	WABC-AM
3	WCBS-AM	WCBS-AM	WINS-AM	WC B S - AM	WCBS-AM
4	WKTU-FM	WKTU-FM	WNBC-AM	WNBC-AM	WNBC-AM
5	WOR -AM	WBLS-FM	WKTU-FM	WKTU-FM	WBLS-FM
6	WCBS-FM	WCBS-FM	WCBS-FM	WBLS-FM	WCBS-FM
7	WBLS-FM	WNBC-AM	WB 1.S - FM	WHN -AM	WKTU-FM
8	WNEW-AM	WOR -AM	WOR -AM	WCBS-FM	WOR -AM
9	WNBC-AM	WRFM-FM	WNE W-AM	WPAT-FM	WPAT-FM
10	WHN -AM	WHN -AM	WRFM-FM	WOR -AM	WHN -AM
	, 6-10am				
	WABC-AM	WINS-AM	WINS-AM	WINS-AM	WCBS-AM
2	WCBS-AM	WCBS-AM	WCBS-AM	WC B S - AM	WINS-AM
3	WINS-AM	WABC-AM	WNBC-AM	WABC-AM	WNBC-AM
4	WOR -AM	WBLS-FM	WABC-AM	W NBC - AM	WA BC - AM
5	WKTU-FM	WOR -AM	WOR -AM	WBLS-FM	WBLS-FM
6	WBLS-FM	WNBC-AM	WBLS-FM	WKTU-FM	WKTU-FM
7	WNBC-AM	WRFM-FM	WCBS-FM	WHN -AM	WOR -AM
8	WHN -AM	WNEW-AM	WKTU-FM	WOR -AM	WCBS-FM
9	WNEW-AM	WHN -AM	WNEW-AM	WNEW-AM	WNEW-AM
10	WCBS-FM	WCBS-FM	WHN -AM	WRFM-FM	WHN -AM
M-F,	3-7pm				
	WABC-AM	WABC-AM	WCBS-AM	WABC-AM	WABC-AM
	WKTU-FM	WBLS-FM	WA BC - AM	WNBC-AM	WBLS-FM
	WBLS-FM	WC BS-AM	WKTU-FM	WBLS-FM	WC BS-AM
	WCBS-AM	WINS-AM	WNBC-AM	WCBS-AM	WNBC-AM
5	WHN -AM	WRFM-FM	WBLS-FM	WKTU-FM	WKTU-FM
6	WCBS-FM	WKTU-FM	WCBS-FM	WINS-AM	WINS-AM
7	WNBC-AM	WNBC-AM	WINS-AM	WHN -AM	WCBS-FM
8	WRFM-FM	WCBS-FM	WHN -AM	WCBS-FM	WRFM-FM
9	WNEW-AM	WHN -AM	WRFM-FM	WPAT-FM	WHN -AM
0	WINS-AM	WNEW-AM	WPAT-FM	WNEW-AM	WPAT-FM

### **Format Penetration Chart**

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



### Format Legend

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

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METRO BANK

# 31

### A/M '80 Market Overview

The AOR's dominated the young adult scene in this report, while the Beautiful Music and Country stations were preferred by the older adults. For the fourth book in a row, there was a new leader, BM station WFOG-FM. The Bonneville-programmed staion was a close second 25-54 as well. WFOG made major technical improvements, spent more on advertising through the media of TV, newspaper, and billboards, and used on-air contests to give away cash plus a trip for two anywhere in the world. It ended up with just over a 10 share of the 25.54 cell, an improvement of approximately 66% compared to the

Tops in 25-54 appeal was Country WCMS-FM. With an 11 share, down from last fall's 12 figure, WCMS-FM still held the envied position in this demo.

The station was very active during the survey - advertising on TV and billboards, with some direct mail and newspaper, plus on-air contests to give away cars, trips to Nassau, and thousands in cash. WCMS-FM switched its news from :10 after the hour to onthe-hour, and joined the ABC Entertainment network.

In the young adult battle, AOR WMYK rebounded to recoup the lead here. After a poor Fall book, the station virtually doubled its 18-34 share this sweep. and now stands at more than a 15 share. With a smaller ad budget, WMYK spent on TV, an ongoing billboard campaign, and bumper stickers. Much energy went into on-air promotions, where listeners could win \$1000, \$2000 or a Harley Davidson, or \$5000 or a four-wheel drive vehicle

The other double-digit 18-34 station was another AOR, WNOR-FM. The station maintained a share in the mid-11 range by keeping a low profile this sweep. No external advertising was used, and there was no major on-air promotion or activity

Other key young adult stations include WWDF-FM, a Pop/Adult property with a 9 share of the 18-34's; Black-formatted WOWI, with just over an 8 share; and WGH. WGH's share in the low-6 range was up a share from last fall, perhaps because of a more extensive ad effort involving TV and busboards. The station also gave away approximately \$40,000 in cash and prizes during the sweep.

O/N 179

A/M 'RO

ige Persons 12+ Share Trends	Adults
y-Sunday, 6am-Midnight	M-S, 6am
001. 0771	4

	A/M 179		O/N 179		A/M '80	
1	WTAR-AM	9.3	WCMS-FM	10.9	WFOG-FM (BM)	9. 2
2	WMYK-FM	8.7	WNOR-FM	7 - 6	WMYK-FM (A)	9.0
3	WFOG-FM	7 - 8	WOWI-FM	6 - 8	WCMS-FM(C)	8 . 2
4	WCMS-FM	7.7	WKFZ-FM	6.6	WGH -AM (R)	7.1
5	WKEZ-FM	7 - 5	WRAP-AM	6.2	WNOR-FM (A)	6.9
6	WNOR-FM	7.4	WTAR-AM	6.0	WOWI-FM (B)	6.8
7	WOWI-FM	6 - 1	WGH -AM	5.5	WTAR -AM (PA)	6. 1
8	WGH -AM	5.9	WMYK-FM	5,3	WWDE-FM (PA)	5.7
9	WRAP-AM	5 - 7	WORK-FM	5 - 2	WRAP-AM (B)	5 . 3
10	WPCE-AM	4 - 6	WFOG-FM	5.1	WKEZ-FM (BM)	4.3
1.1	WORK-FM	4 - 1	WCMS-AM	4.5	WPCE - AM (RL)	3 • 6
12	WGH -FM	2 . 7	WWDE-FM	4 • 1	WORK-FM (PD)	3.2
13	WWDE-FM	2.7	WPCF-AM	3 • 6	WNIS-AM (N/T)	2 . 7
14	WCMS-AM	1.9	WGH -FM	3 • 3	WNOR - AM (R)	2 • 6
15	WNOR-AM	1 - 8	WNIS-AM	I • 7	WGH -FM (CL)	2 . 6
16	WZAM-AM	1 - 7	WVAB-AM	1.7	WBCI-FM (PA)	2 • 5
17	WBCI-FM	1.4	WBCI-FM	1.7	WCMS-AM (C)	2.5
18	WVAB-AM	1 - 3	WZAM-AM	1.7	WZAM-AM (A)	2.1
19	WYVA-FM	1 . 2	WCPK-AM	1.5	WYVA-FM (C)	1 . 2
20	WC PK - AM	0.9	WYV A-FM	1 • 4	WXRI-FM (RL)	1 <b>.</b> e
2 1	WNIS-AM	0.7	WNOR-AM	1 • 2	WCPK-AM (BM)	0.4
2 2	WXRI-FM	0 - 7	WTJZ-AM	1.2	WTJZ-AM (4)	0.9
2 3	WWDE-AM	0.6	WXRI-FM	1.1	WV AB - AM (O)	0 • 6
24	WTJZ-AM	0.4	WWDE-AM	0.7	WFOG-AM (BM)	0 - 4
25			WR V A- AM	0.6	WWDE - AM (PA)	0 • 3
26			WOZO-FM	0 • 4	WBCI-AM (PA)	n • 2

### Average Persons Trends/Rankings

# Total 12 +

Avera

Monda

P()	Р(	00): 9//1	
_		A/M '79	
	1	WTAR-AM	

	A/M 179		O/N '79		A/M '80	
1	WTAR-AM	129	WCMS-FM	177	WFOG-FM	151
2	WMYK-FM	120	WNCR-FM	123	WMYK-FM	148
3	WFOG-FM	108	WOWI-FM	110	WCMS-FM	135
4	WCMS-FM	107	WKF7-FM	107	WGH -AM	116
5	WKEZ-FM	104	WRAP-AM	101	WNOR-FM	114
M-F,	6-1 0am					
1	WTAR-AM		WCMS-FM		WTAR-AM	
2	WFOG-FM		WTAR-AM		WGH -AM	
3	WCMS-FM		WRAP-AM		WFOG-FM	
4	WGH -AM		WGF - AM		WCMS-FM	
5	WKEZ-FM		WNOR-FM		WMYK-FM	
M-F,	3-7pm					
1	WTAR-AM		WCMS-FM		WMYK-FM	
2	WMYK-FM		WNOR-FM		WE OG-EM	
3	WFOG-FM		WR AP-AM		WCMS-FM	
4	WNOR-FM		WKEZ-FM		WNOR-FM	
5	WCMS-FM		WOVI-FY		WGR -AM	

# M-S, 6am-Midnight

PUP	(00): 1246				
	A/M 179	O/N 179		A/M *80	
1	WCH -AM	WRAP-AM	3.0	WRAP-AM	
2	WRAP-AM	WMYK-FM	26	WGH -AM	
3	WMYK-FM	WQRK-FM	22	WMYK-FM	
M-F,	6-10am				
1	WGH -AM	WRAP-AM		WRAP-AM	
2	WRAP-AM	WMYK-FM		WGH -AM	
3	WOWI-FM	WGH -AM		WMYK-FM	
M-F,	3-7pm				
1	WRAP-AM	WRAP-AM		WRAP-AM	
2	WMYK-FM	WOWI-FM		WGH -AM	
3	WNOR-FM	WORK-FM		WMYK-FM	

### 18-34 -Midnight POP(00): 4228 A/M '79

1 WHYK-FM	WNOR-FM	WHYK-FM
2 WNOR-FM	WCMS-FM	WNOR-FM
3 WOWI-FM	WHYK-FH	WWDE-FM
4 WTAR-AM	WOWI-FM	WOWI-FM
5 WRAP-AM	WORK-F11	WGH -AM
M-F, 6-10am		
1 WTAR-AM	WNOR-FM	WMYK-FM
2 WMYK-FM	WCMS-FM	WMOR-FM
3 WGH -AM	WGH -AM	WGP -AM
4 WNOR-FM	WOWI-FM	WWDE - FM
5 WFOG-FM	WWDE-FM	WC M S - F M
M-F, 3-7pm		
1 WMYK-FM	WNOR-FM	WMYK-FM
2 WNOR-FM	WCMS-FM	WNOR-FM
3 WOWI-FM	WMYK-FM	WWDF-FM
4 WRAP-AM	WOWI-FM	WOWI-FM
5 WFOG-FM	WORK-EM	WCM S-FH

# Adults 25-54

		-	
Pnp(	00):	4659	

	A/M '79	O/N '79	A/M '80
1	WCMS-FM	WCMS-FM	WCMS-FM
2	WTAR-AM	WKEZ-FM	WF OG-FM
3	WFOG-FM	WTAR-AM	WTAR-AM
4	WKEZ-FM	WOWI-FM	WWDE-FM
5	WOWI-FM	WWDE-FM	WGH -AM
M-F, 6	-10am	1	
1	WTAR-AM	WCMS-FM	WTAR-AM
2	WCMS-FM	WTAR-AM	WCMS-FM
3	WFOG-FM	WKEZ-FM	WF OG~FM
4	WKEZ-FM	WRAP-AM	WGH -AM
5	WCH -AM	WOWI-FM	WWDE-FM
M-F, 3	-7pm		
1	WTAR-AM	WCMS-FM	WCMS-FM
2	WCMS-FM	WKEZ-FM	WF O G-FM
3	WFOG-FM	WTAR-AM	WWDE-FM
4	WKEZ-FM	WF O G-FM	WTAR-AM
5	WOWI-FM	WRAP-AM .	WP CF - AM

### Cume Persons Trends/Rankings

### Total 12+ M-S, 6am-Midnight

ror(	007: 977					
	A/M '79		O/N '79		A/M '80	
1	WTAR-AM	2255	WGH -AM	1904	W.GH AM	195
2	WGH -AM	1874	WMOR-FM	1814	WTAR-AM	1787
3	WNOR-FM	1784	WTAR - AM	1788	WMYK-FM	171
4	WMYK-FM	1454	WCMS-FM	1745	WFOC FM	164
5	WKEZ-FM	1382	WRAP-AM	1499	WMOR-FM	162
M-F, 6	-10am					
1	WTAR-AM		WTAR-AM		WTAR-AM	
2	WGH -AM		WCMS-FM		WGH -AM	
3	WMYK-FM		WGH -AM		WMYK-FM	
4	WNOR-FM		WNCR-FM		WNOR-FM	
5	WKEZ-FM		WRAP-AM		WCMS-FM	
M-F, 3	-7pm					
1	WTAR-AM		WCMS-FM		WNOR-FM	
2	WNOR-FM		WMOR-FM		WMYK-FM	
3	WMYK-FM		WGH -AM		WGH -AM	
4	WGH -AM		WMYK-FM		WFOG-FM	
5	WOWI-FM		WOWI-FM		WTAR-AM	

POP(	(00): 1246		
	A/M '79	O/N '79	A/M '80
1	WGH -AM	WGH -AM	WRAP-A:
2	WRAP-AM	WR AP - All	WGH -AS
3	WMOR-FM	WMYK-FM	MWAK-E:
M-F, 6	-10am		
- 1	WGH -AM	WRAP-AM	WR AP-A
2	WRAF-AM	WMYK-FM	WMYK-F
3	WOWI-FM	WGH - AM	WGH -A

WRAP-AM

WOWI-FM

WMYK-FM

O/N '79

WMOR-EM

UMVK-FM

WGH -AM WORK-FM

WCMS-FM

WCH -A"

WRAP-AM

WMYK-FM

A/M '80

WNOR-FM

WMYK-FM

WCH -AM

WORK-FM

### 3 WGH -AM Adults 18-34 M-S, 6am-Midnight

M-F, 3-7pm WRAP-AM

POP(00): 4228 A/M '79

WNOR-F

2 WMYK-FM

3 WGH -AM 4 WQRK-FM

WMYK-FM

	# 101/ Uti	M ( M I - 1 ')	MCVV-11
M-F, 6	-10am		
1	WMYK-FM	WNOR-FM	WNOR-F
2	WNOR-FM	WGH - AM	MWAK-E;
3	WGH -AM	WCMS-FM	WGH -AM
4	WTAR-AM	WMYK-FM	WWDF-F1
- 5	WORK-FM	WTAR-AM	WOWI-F:
M-F, 3	-7pm		
1	WNOR-FM	WNOR-FM	WNOR-F:
2	WMYK-FM	WMYK-FM	WMYK-FM
3	WOWI-FM	WGH -AM	WWDE-FF

### 5 WORK-FM Adults 25-54

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

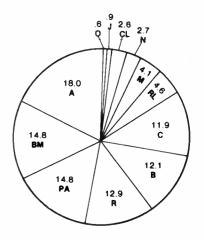
4 WGH -AM

POP(	007: 4039		
	A/M '79	O/N '79	A/M '80
1	WTAR-AM	WTAR-AM	WTAR - AM
2	WFOG-FM	WCMS-Fit	WGH -AM
3	WCMS-FM	WKEZ-FM	WFOG FM
4	WKEZ-FM	WGH -AM	WCMS-FM
5	WGH -AM	WF OG-FM	WWDF-FM
M-F, 6	-10am		
1	WTAR-AM	WCMS-FM	WTAR-AM
2	WCMS-FM	WTAR-AM	WGH - AM
3	WFOG-FM	WKEZ-FM	WCMS-FM
4	WKFZ-FM	WF OG-FM	WF O G-FM
5	WGH -AM	WGH -AM	WWDE-FM

3-7pm		
WTAR-AM	WCMS-FM	WTAR-AM
WCMS-FM	WTAR - AM	WF OG-FA
WKEZ-FM	WKEZ-FM	WCMS-FM
WOWI-FM	WGH -AM	WWDE-FN
WFOG-FM	WOWI-FM	WGH -AM

### Format Penetration Chart

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



### Format Legend

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

METRO RAI

(54)

### A/M '80 Market Overview

WARM was the word again in the Scranton/Wilkes-Barre area. The station is once again the overall leader, and this year increased its share. While WARM was dominant 25-54, WEZX and WGBI-FM fought it out for the 18-34 lead

WARM actually upped its share of the 25-54 audience compared to last year. The station had more than a 16 share, while WGBI-FM, its closest competitor, had just over a 9. The 18-34 demographic race was a closer contest, however. P/A WGBI-FM slipped slightly to a 15 share, while AOR WEZX advanced 1½ shares to the mid-12 range. WGBI-FM had the edge in women 18-34, but WEZX topped the field in 18-34 men.

One additional station showed significant upward movement. P/A **WNAK** gained almost 30% among adults 35+ in this sweep, and was a close second to WARM in that category.

verage Persons 12-	Share Trends	
londay-Sunday, 6am-Mic	inight	

OP(00): 5470

'U P ( U	10): 34/1	,	
	A/M '79		A/M '80
1	WARM-AM	11.2	WARM-AM(PA)12 9
2	WGBI-FM	7 7	WNAK-AM(PA) 9-2
3	WNAK-AM	7.7	WGBI-FM(PA) 8.2
4	WEJL-AM	6 - 2	WILK-AM(PA) 6.0
5	WILK-AM	6 1	WEZX-FM(A) 5.8
	WYZZ-FM	5 . 2	WYZZ-FM(BM) 4.4
7	WEZX-FM	4.7	WEJL-AM(PA) 4.2
8	WVCD-FM	4 7	WVCD-FM(BM) 4.1
9	WAZL-AM	4.2	WBAX-AM(C) 3 8
10	WICK-AM	3.9	WQEQ-FM(PA) 3.7
	WBAX-AM	3 . 8	WGBI-AM(C) 3.0
	WGBI-AM	3.6	WICK-AM (PA) 3.0
13	WBRE-AM	3 - 0	WBRE-FM(N) 2.9
	WWOL-FM	3.0	WCDL-AM(R) 2.5
	WBRE-FM	2.9	WBRE-AM (N) 2.2
	WMJW-FM	1.5	WWOL-FM (PA) 2.2
	WZZO-FM	1.5	WXKW-FM(C) 2.1
	WVPO-AM	1.3	WZZ 0-FM (A) 2.0
19	WVPO-FM	1.3	WAZL-AM (PA) 1.4
	WARO-AM	1.2	WMJW-FM(R) 1.4
	WCDL-AM	1 . 2	WSCR-AM (PA) 1.3
	WCDL-FM	0.8	WCDL-FM(R) 1.1
	WACM-FM	0.8	WARO-AM (R) 1.0
	WQQQ-FM	0.8	WQQQ-FM(BM) O 8
2 5	WSCR-AM	0.7	WV PO - AM (PA) 0.7
	WABC-AM	0.6	WLEV-FM(PA) 0.5
	KYW - AM	0.6	WABC-AM(R) 0 4
28	WILQ-FM	0 5	WAAL-FM(A) 0 4
29	WXKW-FM	0 - 5	WFMV-FM(R) 0.3
30	WLSH-AM	0.4	WVPO-FM(A) 0.1
	WLEV-FM	0 . 3	
	WHLM-FM	0 2	
33	WHLM-AM	0.1	

### Average Persons Trends/Rankings

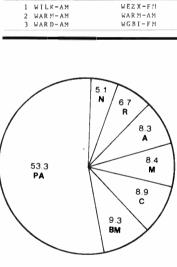
Total 12+ M-S. 6am-Midnight

POP(00): 5470

	A/M '79		A/M '80	
1	WARM-AM	122	WARM-AM	131
2	WGBI-FM	84	WNAK-AM	93
3	WNAK-AM	84	WGEI-FM	83
4	WEJL-AM	6.7	WILK-AM	61
5	WILK-AM	6.6	WFZX-FM	5 9

M-F. 6-10am	
	WARM-AM
2 WILK-AM 3 WAZL-AM	WGBI-FM
	WILK-AM WNAK-AM
	WBAX-AM
	WBAX-AM
M-F, 3-7pm	
1 WARM-AM	WARM-AM
2 WGBI-FM	WGBI-FM
3 WEZX-FM	WEZX-FM
4 WYZZ-FM 5 WNAK-AM	WILK-AM WNAK-AM
5 WNAK-AM	WNAK-AM
Teens	
M-S, 6am-Midnight	
POP(00): 589	
A/M '79	A/M '80
1 WGBI-FM	WEZX-FM
2 WILK-AM	WQEO-FM
3 WEZX-FM	WGBI~FM
M-F, 6-10am	
1 WILK-AM	WEZX-FM
2 WARM-AM	WAR M-AM
3 WAZL-AM	WILK-AM
M-F, 3-7pm	
1 WEZX-FM	WEZX-FM
2 WGBI-FM	WOEO-FM
3 WACN-FM	WGBI-FM
	***************************************
Adults 18-34 M-S, 6am-Midnight	
POP(00): 1565	
, ,	
A/M '79	A/M '80
1 WGBI-FM	WG PI - FM
2 WARM-AM	WEZX-FM
3 WEZX-FM	WARM-AM
4 WILK-AM	WILK-AM
5 WEJL-AM	WQEO-FM
M-F, 6-10am	
M-F, 6-10am 1 WARM-AM	WARM-AM
M-F, 6-10am 1 WARM-AM 2 WGBI-FM	WAR M-AM WGBI-FM
M-F, 6-10am  1 WARM-AM 2 WGBI-FM 3 WILK-AM	WARM-AM WGBI-FM WILK-AM
M-F, 6-10am  1 WARM-AM  2 WGBI-FM  3 WILK-AM  4 WEZX-FM	WARM-AM WGBI-FM WILK-AM WEZX-FM
M-F, 6-10am  1 WARM-AM 2 WGBI-FM 3 WILK-AM	WARM-AM WGBI-FM WILK-AM
M-F, 6-10am  1 WARM-AM  2 WGBI-FM  3 WILK-AM  4 WEZX-FM	WAR M-AM WGB1-FM WILK-AM WEX-FM WBAX-AM
M-F, 8-10am  1 WARM-AM 2 WGBI-FM 3 WILK-AM 4 WFZX-FM 5 WAZL-AM  M-F, 3-7pm 1 WARM-AM	WARM-AM WGBI-FM WILK-AM WEZX-FM WBAX-AM WGBI-FM
M.F. 6-10am  1 WAR M-AM 2 WGBI-FM 3 WILK-AM 4 WEZ X-FM 5 WAZ L-AM M.F. 3-7pm 1 WAR M-AM 2 WGBI-FM	WARM-AM WGBI-FM WILK-AM WEZX-FM WBAX-AM WGBI-FM WEZX-FM
M-F, 6-10am  1 WAR M-AM 2 WGBI-FM 3 WILK-AM 4 WEZX-FM 5 WAZL-AM  M-F, 3-7pm 1 WAR M-AM 2 WGBI-FM 3 WEZX-FM	WARM-AM WGBI-FM WILK-AM WEZX-FM WBAX-AM WGBI-FM WEZX-FM WGBI-FM
M.F. 6-10am  1 WAR M-AM 2 WGBI-FM 3 WILK-AM 4 WEZ X-FM 5 WAZ L-AM M.F. 3-7pm 1 WAR M-AM 2 WGBI-FM	WARM-AM WGBI-FM WILK-AM WEZX-FM WBAX-AM WGBI-FM WEZX-FM

4-S, 6ar	n-Midnight			
	0): 2348			
	A/M '79		A/M '80	
1	WARM-AM		WARM-AM	
	WEJL-AM		WGBI-FM	
	WBAX-AM		WNAK-AM	
	WNAK-AM		WILK-AM	
5	WILK-AN		WYZZ-FM	
M-F. 6-1	0am			
1	WARM-AM		WARM-AM	
	WILK-AM		WGBI-FM	
	WAZL-AM		WILK-AM	
	WBAX-AM		WBAX-AM	
	WEJL-AM		WYZZ-FM	
W-F, 3-7	•			
1	WARM-AM		WARM-AM	
	WBAX-AM		WGBI-FM	
	WGBI-FM WNAK-AM		WILK-AM WYZZ-FM	
	WYZZ-FM		WQEQ-FM	
	Cur	ne Per	sons	
	Tron	ds/Ran	kinge	
		usman	ikiliys	
Total 1 M-S. 6a	2+	usman	ikiliys	
M-S, 6a	2+ m-Midnight	usman	ikiiigs	
M-S, 6a	2+	u si i u i	A/M '80	
M-S, 6a	2+ m-Midnight 0): 5470	1757	3	2035
M-S, 6a P O P ( O	2+ m-Midnight 0): 5470 A/M '79		A/M '80	2035
M-S, 6a POP(0	12+ m-Midnight 0): 5470 A/M '79 WARM-AM	1757	A/M '80 WARM-AM	1170 1037
M-S, 6a P O P ( O	2+ m-Midnight 0): 5470 A/M '79 WAR M-AM WILK-AM	1757 1129	A/M '80 WARM-AM WGBI-FM WILK-AM WNAK-AM	1170
M-S, 6a P O P ( O 1 2 3 4	2+ m-Midnight 0): 5470 A/M '79 WARM-AM WILK-AM WGBI-FM	1757 1129 1067	A/M '80 WARM-AM WGBI-FM WILK-AM	1170 1037
M-S, 6a P O P ( O 1 2 3 4	MARM-AM WGBI-FM WNAK-AM WEZX-FM	1757 1129 1067 835	A/M '80 WARM-AM WGBI-FM WILK-AM WNAK-AM	1170 1037 809
M-S, 6a POP(0 1 2 3 4 5 M-F, 6-1	MARM-AM WGBI-FM WNAK-AM WEZX-FM	1757 1129 1067 835	A/M '80 WARM-AM WGBI-FM WILK-AM WNAK-AM	1170 1037 809
M-S, 6an P O P ( O 1 2 3 4 5 M-F, 6-1	12+ m-Midnight 0): 5470 A/M '79 WAR M-AM WILK-AM WGBI-FM WNAK-AM WEZX-FM 0am	1757 1129 1067 835	AM '80 WARM-AM WGBI-FM WILK-AN WNAK-AM WEZX-FM WARM-AM WGBI-FM	1170 1037 809
M-S, 6al 2 0 P ( 0 1 2 3 4 5 M-F, 6-1 1 2 3	12+ m-Midnight 0): 5470 A/M '79 WAR M-AM WILK-AM WEZX-FM 0am WAR M-AM WILK-AM WILK-AM WILK-AM WILK-AM	1757 1129 1067 835	AM '80 WARM-AM WOBI-FM WILK-AM WNAK-AM WEZX-FM WARM-AM WGBI-FM WILK-AM	1170 1037 809
M-S, 6al 2 P O P ( O 1 2 3 4 5 M-F, 6-1 1 2 3 4	2+ m-Midnight 0): 5470 AIM '79 WAR M-AM WILK-AM WGBI-FM WNAK-AM WEZX-FM 0am WAR M-AM WILK-AM WILK-AM WILK-AM WILK-AM WILK-AM WILK-AM WGBI-FM	1757 1129 1067 835	ARM '80  WARM-AM WGBI-FM WILK-AM WAXK-AM WEZX-FM  WARM-AM WGBI-FM WILK-AM WXAK-AM	1170 1037 809
M-S, 6ai 2 P P ( 0 1 2 3 4 5 M-F, 6-1 1 2 3 4 5	2+ m-Midnight 0): 5470 A/M '79 WARM-AM WILK-AM WOBI-FM WOAK-AM WEZX-FM Oam WARM-AM WILK-AM WILK-AM WILK-AM WOBI-FM WGBI-FM WGBI-FM	1757 1129 1067 835	AM '80 WARM-AM WOBI-FM WILK-AM WNAK-AM WEZX-FM WARM-AM WGBI-FM WILK-AM	1170 1037 809
M-S, 6a1  2 0 P ( 0  1 2 3 4 4 5 5 M-F, 6-1  2 3 4 4 5 5 M-F, 3-7	2+ m-Midnight 0): 5470 A/M '79 WAR M-AM WILK-AM WOBI-FM WNAK-AM WEZX-FM 0am WAR M-AM WILK-AM WILK-AM WILK-AM WILK-AM WILK-AM WAZL-AM	1757 1129 1067 835	AM'80 WARM-AM WOBI-FM WILK-AM WEZX-FM WARM-AM WOBI-FM WILK-AM WARM-AM WOBI-FM WILK-AM WAK-AM	1170 1037 809
M-S, 6a P O P ( O 1 2 3 4 5 M-F, 6-1 1 2 3 4 5 M-F, 6-1	2+ m-Midnight 0): 5470 A/M '79 WAR M-AM WILK-AM WEBI-FM WEEX-FM Oam WILK-AM WILK-AM WILK-AM WILK-AM WOBI-FN WGBI-FN WGBI-FN WGBI-FN WGBI-FN WGBI-FM WARM-AM	1757 1129 1067 835	ARM '80  WARM-AM WGBI-FM WILK-AM WAXK-AM WEZX-FM  WARM-AM WGBI-FM WILK-AM WEZX-FM  WARM-AM	1170 1037 809
M-S, 6an 2 0 P ( 0 1 2 3 4 5 M-F, 6-1 1 2 3 4 5 M-F, 3-7	2+ m-Midnight 0): 5470 A/M '79 WARM-AM WILK-AM WILK-AM WEZX-FM Oam WARM-AM WILK-AM WILK-AM WILK-AM WILK-AM WABI-FM WABI-FM WABI-FM WABI-FM WABI-FM WABI-FM	1757 1129 1067 835	AM '80  WARM-AM  WGBI-FM  WILK-AM  WEZX-FH  WILK-AM  WGBI-FM  WILK-AM  WARM-AM  WAKA-AM  WEZX-FH	1170 1037 809
M-S, 6an 2 O P ( O 1 2 3 4 5 M-F, 6-1 1 2 3 4 5 5 M-F, 3-7	2+ m-Midnight 0): 5470 A/M'79 WARM-AM WILK-AM WOBI-FM WNAK-AM WEZX-FN 0am WARM-AM WILK-AM WILK-AM WOBI-FM WAZL-AM pm WARM-AM WAZL-AM	1757 1129 1067 835	AM '80  WAR M-AM  WOBI-FM  WILK-AM  WAEZZ-FH  WARM-AM  WGBI-FM  WILK-AM  WAK-AM  WAK-AM  WEZZ-FH  WARM-AM  WEZZ-FH	1170 1037 809
M-S, 6an POP(0 1 2 3 4 5 M-F, 6-1 1 2 3 4 5 5 M-F, 3-7	2+ m-Midnight 0): 5470 A/M '79 WAR M-AM WILK-AM WILK-AM WILK-AM WEZX-FM Oam WAR M-AM WILK-AM WILK-AM WILK-AM WAZL-AM 'PM WAR M-AM WG BI-FM WAR M-AM WG BI-FM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-AM WALK-A	1757 1129 1067 835	ARM '80  WARM-AM WGBI-FM WTLK-AM WEZX-FM  WARM-AM WGBI-FM WTLK-AM WEZX-FM  WARM-AM WEZX-FM  WARM-AM WEZX-FM	1170 1037 809
M-S, 6an POP(0  1 2 3 4 5  M-F, 6-1 1 2 3 4 5  M-F, 3-7	2+ m-Midnight 0): 5470 A/M '79 WAR M-AM WILK-AM WILK-AM WEBI-FM WARK-AM WEZX-FM 0am WAR M-AM WILK-AM WILK-AM WAZL-AM 'pm WAR M-AM WGBI-FM WGBI-FM WGBI-FM WILK-AM WGBI-FM WEZX-FM WEZX-FM	1757 1129 1067 835	AM '80  WAR M-AM  WOBI-FM  WILK-AM  WAEZZ-FH  WARM-AM  WGBI-FM  WILK-AM  WAK-AM  WAK-AM  WEZZ-FH  WARM-AM  WEZZ-FH	1170 1037 809
M-S, 6aa P O P ( O 1 2 3 4 5 M-F, 6-1 1 2 3 3 4 5 5 M-F, 3-7	2+ m-Midnight 0): 5470 A/M '79 WAR M-AM WILK-AM WGBI-FM WAR K-AM WEZX-FN 0am WAR M-AM WILK-AM WNAK-AM WAZL-AM (pm WAR M-AM WGBI-FM WILK-AM WILK-AM WGBI-FM WILK-AM	1757 1129 1067 835	ARM '80  WARM-AM WGBI-FM WTLK-AM WEZX-FM  WARM-AM WGBI-FM WTLK-AM WEZX-FM  WARM-AM WEZX-FM  WARM-AM WEZX-FM	1170 1037 809
M-S, 6aia 1 22 3 3 4 5 5 1 2 2 3 3 4 5 5 1 2 2 3 3 4 5 5 1 2 2 3 3 4 5 5 1 7 1 1 2 2 3 3 4 5 5 1 7 1 1 2 2 3 3 4 5 5	2+ m-Midnight 0): 5470 A/M '79 WAR M-AM WILK-AM WEBI-FM WAR M-AM WEZX-FN 0am WAR M-AM WILK-AM WAZL-AM WAZL-AM WEBI-FM WAZL-AM WEBI-FM WAZL-AM WEBI-FM WEZX-FM WEZX-FM WEZX-FM WEJL-AM	1757 1129 1067 835	ARM '80  WARM-AM WGBI-FM WTLK-AM WEZX-FM  WARM-AM WGBI-FM WTLK-AM WEZX-FM  WARM-AM WEZX-FM  WARM-AM WEZX-FM	1170 1037 809
M-S, 6aia 1 22 3 3 4 5 5 1 2 2 3 3 4 5 5 1 2 2 3 3 4 5 5 1 2 2 3 3 4 5 5 1 7 1 1 2 2 3 3 4 5 5 1 7 1 1 2 2 3 3 4 5 5	2+ m-Midnight 0): 5470 A/M '79 WAR M-AM WILK-AM WGBI-FM WAR K-AM WEZX-FN 0am WAR M-AM WILK-AM WNAK-AM WAZL-AM (pm WAR M-AM WGBI-FM WILK-AM WILK-AM WGBI-FM WILK-AM	1757 1129 1067 835	ARM '80  WARM-AM WGBI-FM WTLK-AM WEZX-FM  WARM-AM WGBI-FM WTLK-AM WEZX-FM  WARM-AM WEZX-FM  WARM-AM WEZX-FM	1170 1037 809



-F. 6-10am		
1 WILK-AM	WAR M-AM	
2 WAR D-A11	WEZX-FM	
3 WARM-AM	WGBI-FM	
-F. 3-7pm		
1 W T I.K - AM	WEZX-FM	
2 WGBI-FM	WGBI-FM	
3 WEZX-FM	WARM-AM	
Adults 18-34		
M-S, 6am-Midnight		
OP(00): 1565		
A/M '79	A/M '80	
1 WAR M-AM	WARM-AM	
2 WGBI-EM	WGBI-FM	
3 WEZX-FI	WEZX-FM	
4 WILK-AM	WILK-AM	
5 WMJW-FM	WQEQ-FM	
1-F, 6-10am	114 B M A **	
I WARM-AM	WARM-AM	
2 WGBI-FM	WGBI-FM	
3 WILK-AM	WEZX-FM	
4 WEZX-FM	WILK-AM WOEO-FM	
5 WEJL-AM	WULU-FN	
4-F, 3-7pm	WGBI-FM	
1 WARM-AM		
2 WGBI-FM	WARM-AM	
3 WEZX-FM 4 WILK-AM	WEZX-FM WILK-AM	
5 WMJW-FM	WOEO-FM	
7 4113 4 111		
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 2348		
A/M '79 1 WARM-AM	A/M '80 WARM-AM	
1 WARM-AN 2 WGBI-FM	WGBI-FN	
3 WILK-AM	WILK-AM	
4 WBAX-AM	WYZZ-FM	
5 WNAK-AM	WEZX-FM	
7-F. 6-10am	MUSY-LU	
1 WARM-AM	WARM AN	
2 WILK-AM	WGBI-FM	
3 WBAX-AM	WILK-AM	
4 WEJL-AM	WEJL-AM	
5 WAZL-AM	WNAK-AM	
M-F, 3-7pm		
1 WARM-AM	WAR M-AM	
2 WBAX-AM	WGBI-FM	
	WILK-AM	
3 WGBI-FM		
3 WGBI-FM 4 WILK-AM	WEZX-FM	

### **Format Penetration Chart**

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

### Format Legend

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

METRO RANK

50

M-F, 3-7pm

Oklahoma City

A/M '80 Market Overview

Some flux among the 18-34 demos was evident in the A/M '80 Arbitron survey here. The major culprit was ESF, which was instituted for the first time during this sweep. Arbitron did a good job of correlations. during this sweep. Arbitron did a good job of sampling the homes not listed in phone directories, getting back approximately its estimated goal. However, the ESF technique was effective in ferreting out a better diary return among young adults, and the impact of this additional input shook up portions of the market. In the O/N '79 survey, for example, Arbitron got back 86 diaries from adults 18-24, while in this sweep 126 were returned. The 47% increase in this demo was significant. Evaluators of this book should keep this factor in mind.

In 18-34's, one of the former leaders, KTOK, took a real tumble, dropping from more than a 10 share to under three. The top station in this demo last book, KOFM, also slipped down four shares to just under a 9. By remaining at an 11 share KATT-FM became the new 18-34 pacesetter, but AOR KXXY and P/A KLTE were right behind.

The battle between AOR's KATT-FM and KXXX was interesting. KATT-FM went through massive staff changes before the book got underway, and this may have negated the impact of an ad campaign featuring

TV, busboards, and outdoor boards. KXXY, the local Superstars affiliate, had a stable staff situation, and utilized TV commercials to plug the station. As well as these stations did, the biggest move was made by KLTE. The station jumped from a mid-3 share to a mid-10 figure in this book. KLTE had a strong 25-34 core in this report.

Among the stations with soft books, KOFM may have the best explanation. The station had new owners as of April, and there was no budget scheduled for advertising or external promotion. KTOK, on the other hand, did use TV extensively, along with billboards and busboards, and gave away \$20,000 in prizes in a Hi-Lo contest on-air. The fickle finger of fate took away almost all of the male 18-34 audience KTOK had in the O/N '79 report, causing the steep decline this time

Not only did the 25-34 loss hurt KTOK in the 18-34 standings, but its 25-54 rankings suffered too. KTOK lost half of its 25-54 share, falling to a mid-9 figure. Beautiful Music KKNG and Country KEBC were virtually tied for the 25-54 lead, with mid-16 shares. Schulke-formatted KKNG used the Patrick O'Neal TV spot, while KEBC went more mass appeal with its playlist and used TV and billboard advertising to reach the market.

Average P	ersons 12+	Share Trends
Monday-Sur	day, 6am-Midr	ilght
POPICOON:	6513	

Total 12+

пот магкет ыпу магкет

101(	007. 051.	,			
	A/M '79		O/N '79		A/M '80
1	KTOK-AM	14.4	KTOK-AM	17.8	KKNG-FM(BM)13.6
2	KEBC-FM	10.2	KK NG-FM	12.4	KTOK-AM(PA)11.7
3	KOFM-FM	9.7	KEBC-FM	11.9	KEBC-FM(C) 10.9
4	KATT-FM	9.2	KOFM-FM	8.9	KXXY-FM(A) 9.0
5	KKNG-FM	8.7	KOMA-AM	6.2	KOFM-FM(R) 7.8
6	WKY -AM	8 . 4	KXXY-FM	5.9	KLTE-FM(PA) 6.1
7	KOMA-AM	6 • 2	WKY -AM	5 • 8	WKY - AM(A) 5.6
8	KZUE-FM	5.8	KATT-FM	4.8	KATT-FM(A) 5.6
9	KFNB-FM	4.7	KZUE-FM	4.2	KZUE-FM(A) 5.5
10	KX XY - FM	4.0	KL TE - FM	3 - 1	KOMA-AM(N) 4.2
1 1	KAEZ-FM	3.2	KAEZ-FM	2.7	KAEZ-FM(B) 3.6
12	KOCY-AM	2.1	W NA D - AM	2.1	KKLR-FM(C) 2.9
1 3	WNAD-AM	1.5	KKLR-FM	1 7	KATT-AM(A) 1.9
14	KATT~AM	1.4	KOCY-AM	1.7	KOCY-AMC 1.6
15	KTEN-FM	1.1	KTLS-FM	1.4	WNAD-AMICE 1.5
16	KCFX-FM	0.7	KNOR-AM	0.8	KQCV-AMEL 0.9
17	KTLS-FM	0.6	KJIL-FM	0.7	KJIL-FM (RL) 0.8
18	KJIL-FM	0.6	KG FF - AM	0.6	KNOR-AMPA) 0.4
19	KQCV-AM	0.6	KQCV-AM	0.6	KV 00 - AM (C) 0.4
20	KBYE-AM	0.4	KATT-AM	0 5	
2 1	KRMC-AM	0.4	KBYE-AM	0.5	

### Average Persons Trends/Rankings

	00): 6513					
	A/M 179		O/N '79		A/M '80	
1	KTOK-AM	142	KTO K-AM	168	KKNG-FM	1.3
2	KFBC-FM	101	KKNG-FM	117	K TO K - A M	1.1
3	KOFM-FM	96	KFBC-FM	112	KEBC-FM	10
4	KATT-FM	91	KOFM-FM	84	KXX A-EW	P
5	KKNG-FM	86	KOMA-AM	5.8	KOFM-FM	7
M-F, 6-	10am					
1	KTOK-AM		K TO K - AM		KTO K-AM	
2	WKY -AM		KEBC-FM		KK NG - FM	
3	KEBC-FM		WKY -AM		KEBC-FM	
4	KATT-FM		KK NG~FM		WKY -AM	
5	KOFM-FM		KOFM-FM		KOFM-FM	
M-F, 3-	7pm					
1	KTOK-AM		K TO K - A M		KK NG-FM	
2	KFBC~FM		KK NG-FM		KTO K-AM	
3	KATT-FM		KEBC-FM		KEBC-FM	
4	KOFM-FM		KOMA-AM		KXXY-FM	
5	KKNG-FM		KOFM-FM		KOFM-FM	

Teens			
M-S, 6am-Midi	night		
POP(00):	846		
A/M	¹ 79	O/N '79	A/M '80
1 KOFM	- F.M	KOFM-FM	KOFM-FM
2 KZUE	- F M	KXX Y-FM	KXXY-FM
3 KONA	- A M	KOMA-AM	KEBC-FM
M-F, 6-10am			
1 KOFM	- F M	KOFM-FM	KOFM-FM
2 KZUE	- F M	KXX Y-FM	K X X Y - F M
3 KOMA	- A M	KZ UE - FM	KZUE~FM
M-F, 3-7pm			
1 KOFF	I-FM	KOFM-FM	KOFM-FM
2 KOMA	-AM	KOMA-AM	KXXY-FM
3 KZUE	- FM	KXX Y-FM	KAEZ-FM

Adults 18-34							
M-S, 6	M-me	id	nig	ht	t		
POP(	00)	÷	2	5	2	2	

A/M °79	O/N 179	A/M '80
1 KATT-EM	KOFM-FM	KATT-FM
2 KOFM-FM	KATT-FM	KXXY-FM
3 WKY -AM	K TO K - AM	KLTE-FM
4 KOMA-AM	KOMA-AM	KZ UE + FM
5 KTOK-AM	K X X Y - F M	KOFM-FM
M-F, 6-10am		
1 WKY -AM	KOFM-FM	WKY -AM
2 KATT-FM	KTOK-AM	KATT-FM
3 KOFM-FM	KEBC-FM	KI.TE - FM
4 KOMA-AM	KATT-FM	KZUE-FM
5 KTOK-AM	KOMA-AM	KOFM-FM
M-F. 3-7pm		
1 KATT-FM	KATT-FM	KATT-FM
2 KOFM-FM	KOMA-AM	KXX Y-FM
3 WKY -AM	KXXY-FM	KLTE - FM
4 KOMA-AM	KOFM-FM	KZUE-FM
5 KTOK-AM	KTOK-AM	K O FM - F M
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 3094		

Adults 25-54 M-S, 6am-Midnight		
POP(00): 3094		
A/M '79	O/N '79	A/M '80
1 KTOK-AM	K TO K - AM	KKNG-FM
2 KFBC-FM	K E BC - F M	KFBC-FM
3 KKNG-FM	KK NG-FM	K TO K - A M
4 KOFM-FM	WKY -AM	K LTE - F M
5 WKY -AM	KOMA-AM	WKY -AM
M-F, 6-10am		
1 KTOK-AM	K TO K - AM	KEBC-FM
2 WKY -AM	KEBC-FM	K TO K - A M
3 KEBC-FM	WKY -AM	WKY -AM
4 KKNG-FM	KK NG-FM	KK NG-FM
5 KFNB-FM	KATT-FM	KLTE-FM
M-F, 3-7pm		
1 KTOK-AM	K TO K - A M	K EBC - FM
2 KEBC-FM	KEEC-FM	KK NG - FM
3 KKNG-FM	KK NG-FM	K TO K - A M
4 KOFM-FM	KOMA-AM	KLTE-FM
5 WKY -AM	WKY -AM	KZUE-FM

### **Cume Persons Trends/Rankings**

# Total 12+

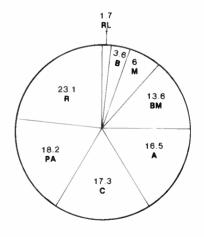
POP(	00): 651	3				
	A/M '79		O/N 179		A/M '80	
1	WKY -AM	2068	KTOK-AM	2116	KK NG-FM	1397
2	KTOK-AM	1740	WKY -AM	1525	KTOK-AM	1385
3	KOMA-AM	1472	KEBC-FM	1344	WKY -AM	1274
4	KOFM~FM	1443	KK NG-FM	1279	KEBC-FM	1260
5	KKNG-FM	1129	KOMA-AM	1216	KOMA-AM	1198
M-F, 6	-10am					
1	WKY -AM		K TO K - A M		KTOK-AM	
2	KTOK-AM		WKY -AM		WKY -AM	
3	KOMA-AM		KEBC-FM		KK NG - FM	
4	KOFM-FM		KK NG-FM		KEBC-FM	
5	KERC-EM		KOEW-EM		K O EM ~ EM	

**World Radio History** 

mr., o-rpm		
1 KTOK-AM	K TO K - AM	KTO K-AM
2 KOFM-FM	KK NG - FM	KK NG+FM
3 WKY -AM	KOMA-AM	KEBC-FM
4 KOMA-AM	KOFM-FM	KOEW-EW
5 KATT-FM	K F, BC - F M	KOMA-AM
Teens		
M-S, 6am-Midnight		
POP(00): 846		
A/M '79	O/N '79	A/M '80
1 KOFM-IM	KOFM-FM	KOFM-FM
2 KOMA – AM	KOMA-AM	KXX Y - FM
3 KZUE-FM	KXX Y-FM	KZI'E - FM
W-F, 6-10am		
1 KOFM-FM	KOFM-FM	KOFM-FM
2 KOMA-AM	KOMA-AM	KXXY-FM
3 KZDE-FM	KZUE-FM	KZ UE - FM
M-F, 3-7pm		
1 KOFM-FM	KOFM-FM	KOEM-EM
2 KOMA~AM	KOMA-AM	KXXY-FM
3 KZUE-FM	KXX A-EW	KOMA-AM
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 2522		
A/M 179	O/N '79	A/M '80
1 WKY -AM	KOFM-FM	KZ UE - FM
2 KATT-FM	WKY -AM	KOFM-FM
3 KOMA - AM	KTOK-AM	KOMA-AM
4 KOFM-FM	KOMA-AM	KLTE-FM
5 KZUE-FM	KATT-FM	WKY -AM
M-F, 6-10am		
1 WKY -AM	KOFM-FM	KOFM-FM
2 KATT-FM	WKY -AM	KZUF-FM
3 KOMA-AM	K TO K - AM	KATT-FM
4 KOFM-FM	KATT-FM	KLTE~FM
5 KZUE-Fit	KOMA-AM	WKY -AM
M-F, 3-7pm		
1 KATT-FM	KATT-FM	KOFM-FM
2 WKY -AN	KOFM-FM	KZUE-FM
3 KOMA-AM	KOMA-AM	KLTE-FM
4 KOFM-FM	KZUE-FM	KATT-FM
5 KZUE-FM	KXX Y-FM	KXXY-FM
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 3094		
POP(OO): 3094 A/M '79	O/N 179	A/M *80
		A/M '80 KFBC - FM
A/M '79 1 WKY -AM	KTO K-AM	KFBC-FM
A/M '79  1 WKY -AM 2 KTOK-AM	K TO K – AM K E BC – F M	KFBC-FM KKNG-FM
A/M '79  1 WKY -AM 2 KTOK-AM 3 KEBC-FM	K T O K – A M K E B C – F M W K Y – A M	KFBC-FM KKNG-FM KTOK-AM
A/M '79  1 WKY -AM 2 KTOK-AM	K TO K – AM K E BC – F M	KFBC-FM KKNG-FM
A/M '79  1 WKY - AM 2 KTOK-AM 3 KEBC-FM 4 KKNG-FM 5 KOMA-AM	KTOK-AM KEBC-FM WKY -AM KKNG-FM	KFBC-FM KKNG-FM KTOK-AM WKY-AM
A/M '79  1 WKY - AM  2 KTOK-AM  3 KEBC-FM  4 KKNG-FM  5 KOMA-AM	KTOK-AM KERC-FM WKY -AM KKNG-FM KOMA-AM	KFBC-FM KKNG-FM KTOK-AM WKY-AM KOMA-AM
A/M '79  1 WKY -AM  2 KTOK-AM  3 KEBC-FM  4 KKNG-FM  5 KOMA-AM  WF, 6-10am  1 WKY -AM	KTOK-AM KEBC-FM WKY -AM KKNG-FM	KFBC-FM KKNC-FM KTOK-AM WKY-AM KOMA-AM
A/M '79  1 WKY - AM  2 KTOK-AM  3 KEBC-FM  4 KKNG-FM  5 KOMA-AM	KTO K-AM KEBC-FM WKY -AM KKNG-FM KOMA-AM  KTO K-AM KFBC-FM WKY -AM	KFBC-FM KKNG-FM KTOK-AM WKY-AM KOMA-AM
A/M '79  1 WKY - AM 2 KTOK-AM 3 KEBC-FM 4 KKNG-FM 5 KOMA-AM  WF,6-10am 1 WKY - AM 2 KTOK-AM	KTOK-AM KERC-FM WKY-AM KKNG-FM KOMA-AM KTOK-AM KFBC-FM	KFBC-FM KKNG-FM KTOK-AM WKY-AM KOMA-AM . FTOK-AM KEBC-FM
A/M '79  1 WKY -AM  2 KTOK-AM  3 KEBC-FM  4 KKNC-FM  5 KOMA-AM  WF,6-10am  1 WKY -AM  2 KTOK-AM  3 KFBC-FM	KTO K-AM KEBC-FM WKY -AM KKNG-FM KOMA-AM  KTO K-AM KFBC-FM WKY -AM	KFBC-FM KK NG-FM KTOK-AM WKY-AM KOMA-AM  * **TOK-AM KEBC-FM WKY-AM
A/M '79  1 WKY -AM 2 KTOK-AM 3 KEBC-FM 4 KKNG-FM 5 KOMA-AM  WF, 6-10am 1 WKY -AM 2 KTOK-AM 3 KFBC-FM 4 KOMA-AM 5 KKNG-FM	KTO K-AM KERC-FM WKY -AM KKNG-FM KOMA-AM  KTO K-AM KFBC-FM WKY -AM KK NG-FM	KFBC-FM KK NG-FM KTO K-AM WKY-AM KOMA-AM  * **TO K-AM KEBC-FM WKY-AM KK NG-FM
A/M '79  1 WKY -AM 2 KTOK-AM 3 KEBC-FM 4 KKNC-FM 5 KOMA-AM  MF,6-10am 1 WKY -AM 2 KTOK-AM 3 KFBC-FM 4 KOMA-AM 5 KKNG-FM	KTO K-AM KE BC -FM WKY -AM KKN G-FM KOMA-AM  KTO K-AM KF BC -FM WKY -AM KK NG-FM KOMA-AM	KFBC-FM KK NG-FM KTO K-AM KOMA-AM KOMA-AM  * **TO K-AM KEBC-FM WKY-AM KK NG-FM KOMA-AM
A/M '79  1 WKY -AM 2 KTOK-AM 3 KEBC-FM 4 KKNG-FM 5 KOMA-AM  MF.6-10am 1 WKY -AM 2 KTOK-AM 3 KFBC-FM 4 KOMA-AM 5 KKNG-FN MF.3-7pm 1 KTOK-AM	KTOK-AN KERC-FM WKY-AM KKNG-FM KOMA-AM KTOK-AM KFEC-FM KOMA-AM KFEC-FM KOMA-AM KTOK-AM KTOK-AM KTOK-AM	KFBC-FM KK NC-FM KK NC-FM KTOK-AM KY-AM KOMA-AM   * **TOK-AM KEBC-FM KK NG-FM KOMA-AM  **K NG-FM KOMA-AM  **KEBC-FM
A/M '79  1 WKY -AM 2 KTOK-AM 3 KEBC-FM 4 KKNG-FM 5 KOMA-AM  WF,6-10am 1 WKY -AM 2 KTOK-AM 3 KFBC-FM 5 KKNG-FM 5 KKNG-FM 1 KTOK-AM 2 WKY -AM	KTOK-AM KERC-FM WKY-AM KKNG-FM KOMA-AM  KTOK-AM KFBC-FM WKY-AM KKNG-FM KOMA-AM	KFBC-FM KK NC-FM KTO K-AM KOMA-AM KOMA-AM  *  ***TO K-AM KEBC-FM WKY-AM KKNG-FM KOMA-AM  ***RNG-FM
1 WKY -AM 2 KTOK-AM 3 KEBC-FM 4 KKNG-FM 5 KOMA-AM  MF,6-10am 1 WKY -AM 2 KTOK-AM 3 KFBC-FM 4 KOMA-AM 5 KKNG-FM 1 WF,3-7pm 1 KTOK-AM	KTOK-AN KERC-FM WKY-AM KKNG-FM KOMA-AM KTOK-AM KFEC-FM KOMA-AM KFEC-FM KOMA-AM KTOK-AM KTOK-AM KTOK-AM	KFBC-FM KK NC-FM KK NC-FM KTOK-AM KY-AM KOMA-AM   * **TOK-AM KEBC-FM KK NG-FM KOMA-AM  **K NG-FM KOMA-AM  **KEBC-FM

### **Format Penetration Chart**

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



### Format Legend

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

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METRO RANK

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### M '80 Market Overview

Comparing books in this market is risky, since O/N reports are usually atypical with KFAB's orts dominance from Nebraska football games. st of the comments in this analysis will therefore aimed at comparing A/M '79 to A/M '80 results.

After the O/N '79 report, in which KFAB gared the lion's share with the Cornhuskers broadsts, the station still had a huge share (27) in the ring survey. In 25-54's KFAB had a share last ar of just under 25, but this spring jumped to a 1-29 figure.

In the rest of the market, however, the big story s the surge by AOR KEZO. Meredith's FM propy doubled its male and female audiences, while o adding teen listeners, and a mid-19 share of the ung adult audience, best in the market. A new rning team, an extensive ad campaign featuring and billboards, and special musical weekends ituring popular oldies groups helped out. KGOR, important 18-34 station, was down slightly from t year, losing two shares to the low-1-5 range.

WOW was guided through the tricky shoals of a mat fine-tuning by GM Jim Eddens and his staff. e station wanted to aim more 25-34, and was sucssful in achieving that skew, away from a heavy rence on 18-24's. The station still tied with KGOR in 1-34, but increased 25-54 since last year.

Another important 25-54 year-old skewing station is Beautiful Music KESY. Last spring the station d a share in the low 12 bracket, while this year number was up slightly, in the low-13 neighborod. KESY ranked behind KFAB and WOW in the i-54 derby.

## rrage Persons 12+ Share Trends

P(00): 47	72					
A/M 179		O/N 179		A/M '80		
KFAB-AM	24.9	KFAB-AM	34.1	KFAB-AH (PA)	27.2	
WOW -AM	11.8	KG OR-FM	12-6	KEZO-FM (A)	11.0	
KGOR-FM	10.9	WOW -AM	10.2	WOW -AM (M)	10.2	
KESY-FM	8.9	KESY-FM	8.2	KESY-FM (MM)	10 1	
KOIL-AM	8.7	KOIL-AM	6.4	KGOR-FM (A)	9.3	
KYNN-AM	7 - 1	KEZO-FM	5 . 7	KOIL-AM (M)	5.7	
KOKO-FM	6.9	KY NN - AM	3.9	KQKQ-FM (A)	5.4	
KEZO-FM	5.8	KQKQ-FM	2.9	KYNN-AM (C)	4.8	
KEFM-FM	3.2	KEFM-FM	2.2	KYNN-FM (C)	3.1	
KESY-AM	2.1	KYNN-FM	1.5	KEFM-FM (C)	2.1	
KMA -AM	1.4	KLNG-AM	1.5	KMA -AM (C)	1.7	
KLNG-AM	0.7	KMA -AM	1.1	KOOO-AM (CI	0.9	
KYNN-FM	0.4	KLIN-FM	0.8	KLIN-FM (MM)	0.9	
	-	K CR O - A M	0.5	KLNG-AM 🙌	0.8	
		V PC V - AM	0.4	VCDO-AM (ML)	A 0	

### Average Persons Trends/Rankings

	12+					
•	Sam-Midnight					
٠,	(00): 4772	!				
_	A/M '79		O/N '79		A/M '80	
	KFAB-AM	180	KFAB-AM	251	KFAB-AM	205
>	WOW -AM	8.5	KGOR-FM	93	KEZO-FM	83
3	KGOR-FM	79	WQW -AM	7.5	WOW -AM	77
¥	KESY-FM	64	KESY-FM	60	KES Y-FM	76
5	KOIL-AM	63	KOIL-AM	47	KGOR-FM	70
Ē	-10am					
1	KFAB-AM		KFAB-AM		KFAB-AM	
2	WOW -AM		WOW -AM		WOW -AM	
3	KOIL-AM		KGOR-FM		KEZO-FM	
6	KGOR-FM		KOIL-AM		KGOR-FM	
5	KYNN-AM		KESY-FM		KESY-FM	
, ;	3-7pm					
1	KFAB-AM		KFAB-AM		KFAB-AM	
2	WOW -AM		KGOR-FM		KES Y-FM	
3	KESY-FM		WOW -AM		KEZO-FM	
4	KGOR-FM		KESY-FM		WA- WOW	
5	KOIL-AM		KOIL-AM		KGOR-FM	
н	18					

O/N '79

KGOR-FM

KGOR-FM KOIL-AM

P(00): 649

KOTL-AM

AM 179

M-F, 6-10am		
1 KOIL-AM	KOIL-AM	KOIL-AM
2 KGOR-FM	KGOR-FM	KEZO-FM
3 WOW -AM	WOW -AM	KGOR-FM
M-F, 3-7pm		
1 KGOR-FM	KGOR-FM	KG OR - FM
2 KOIL-AM	KOIL-AM	KEZO-FM
3 WOW -AM	WOW -AM	KOI L-AM
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 1850		
A/M '79	O/N '79	A/M '80
1 KGOR-FM	KGOR-FM	KEZO-FM
2 WOW -AM	KFAB-AM	WOW -AM
3 KOKO-FM	WOW -AM	KGOR-FM
4 KEZO-FM	KEZO-FM	KFAB-AM
5 KOIL-AM	KOIL-AM	KQKQ-FM
M-F, 6-10am		
1 WOW -AM	KFAB-AM	WOW -AM
2 KGOR-FM	KGOR-FM	KFAB-AM
3 KOIL-AM	WOW -AM	KEZO-FM
4 KFAB-AH	KEZO-FM	KGOR-FM
5 KYNN-AM	KOIL-AM	KQKQ-FM
M-F, 3-7pm		
1 WOW -AM	KG OR -FM	KEZO-FM
2 KGOR-FM	WOW -AM	KGOR-FM
3 KOKO-FM	KFAB-AM	WOW -AM
4 KOIL-AM	KEZO-FM	KFAB-AM
5 KEZO-FM	KOIL-AM	KQKQ-FM
Adults 25-54		
M-S, 8am-Midnight		
POP(00): 2294		
A/M '79	O/N '79	A/M '80
1 KFAB-AM	KFAB-AM	KFAB-AM
2 KESY-FM	WOW -AM	WOW -AM
3 WOW -AM	KES Y-FM	KESY-FM
4 KYNN-AM	KGOR-FM	KY NN – AM
5 KOIL-AM	KOIL-AM	KGOR-FM
M-F, 6-10am		
1 KFAB-AM	KFAB-AM	KFAB-AM
2 WOW -AM	WOW -AM	WOW -AM
3 KESY-FM	KESY-FM	KESY-FM
4 KYNN-AM	KGOR-FM	KYNN-AM
5 KOIL-AM	KOIL-AM	KYNN-FM
M-F, 3-7pm		
1 KFAB-AM	KFAB-AM	KFAB-AM
2 KESY-FM	WOW -AM	KES Y-FM
3 WOW -AM	KESY-FM	WOW -AM
4 KYNN-AM	KGOR-FM	KGOR-FM
5 KOIL-AM	KOIL-AM	KYNN-AM

### **Cume Persons Trends/Rankings**

Total 12+	
M-S, 6am-Midr	night
POP(00) ·	477

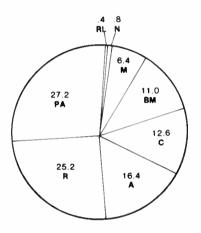
ΡO	P	(	00	)	:		4	7	7	2

1 KFAB-AM 2037	KFAB-AM	2824	KFAB-AM	2186
2 WOW -AM 1826		1728	WA- WOW	157
3 KGOR-FM 1291		1179	KGOR-FM	112:
4 KOIL-AM 1262		1121	KOIL-AM	98
5 KEZO-FM 775	KEZO-FM	773	KEZO-FM	93
M-F, 6-10am				
1 KFAB-AM	KFAB-AM		KFAB-AM	
2 WOW -AM	WOW -AM		WOW -AM	
3 KOIL-AM	KG OR -FM		KOIL-AM	
4 KGOR-FM	KOIL-AM		KGOR-FM	
5 KYNN-AM	KEZO-FM		KEZO-FM	
M-F, 3-7pm				
1 KFAB-AM	KFAB-AM		KFAB-AM	
2 WOW -AM	WOW -AM KGOR-FM		WOW -AM	
3 KOIL-AM 4 KGOR-FM	KOIL-AM		KGOR-FM KEZO-FM	
5 KEZO-FM	KES Y-FM		KESY-FM	
	KUD I III		KEST TI	
Teens M-S, 6am-Midnight				
POP(00): 649				
A/M '79	O/N '79		A/M '80	
1 KOIL-AM	KG OR - FM		KGOR-FM	
2 KGOR-FM	KOIL-AM		KEZO-FM	
3 WOW -AM	WOW -AM		KOIL-AM	
M-F, 6-10am	KOIL-AM		KOIL-AM	
1 KOIL-AM 2 KGOR-FM	KGOR-FM		KEZO-FM	
3 WOW -AM	WOW -AM		KGOR-FM	
	WOW AN		KGOK TI	
M-F, 3-7pm	KCOD EN		KG OR - FM	
1 KOIL-AM 2 KGOR-FM	KGOR-FM KOIL-AM		KEZO-FM	
3 WOW -AM	WOW -AM		KOIL-AM	
	404 111			
Adults 18-34 M-S, 6am-Midnight				
POP(00): 1850				
	0.01170		484 190	
A/M '79	O/N 179		A/M '80	
1 WOW -AM	WOW -AM KFAB-AM		WOW -AM KGOR-FM	
2 KGOR-FM 3 KOIL-AM	KGOR-FM		KEZO-FM	
4 KFAB-AM	KOIL-AM		KQKO-FM	
5 KQKQ~FM	KEZO-FM		KFAB-AM	
	KLLO III		KI NZ III	
M-F, 6-10am 1 WOW -AM	WOW -AM		WOW -AM	
1 WOW -AM 2 KGOR-FM	KFAB-AM		KGOR-FM	
3 KOIL-AM	KGOR-FM		KFAB-AM	
4 KFAB-AM	KOIL-AM		KEZO-FM	
5 KEZO-FM	KEZO-FM		KOIL-AM	
M-F. 3-70m				
M-F, 3-7pm 1 WOW ~AM	WOW -AM		WA- WOW	
	WOW -AM KGOR-FM		KGOR-FM	
1 WOW -AM			KGOR-FM KEZO-FM	
1 WOW -AM 2 KOIL-AM	KG OR -FM		KGOR-FM	

			_ 10
Adults 25-54 M-S, 6am-Midnight POP(00): 2294			REPORT/1980 •
A/M 179	O/N '79	A/M '80	
1 KFAB-AM	KFAB-AM	KFAB-AM	
2 WOW -AM	WOW -AM	WOW -AM	Œ
3 KGOR-FM	KOIL-AM	KES Y-FM	Q
4 KESY-FM	KES Y-FM	KOIL-AM	- 11
5 KOIL-AM	KGOR-FM	KGOR-FM	~
M-F, 6-10am			RATINGS
1 KFAB-AM	KFAB-AM	KFAB-AM	ಲ್ತ
2 WOW -AM	WOW -AM	WOW -AM	_ ≤
3 KOIL-AM	KOIL-AM	K ES Y-FM	-
4 KYNN-AM	KG OR - FM	KOIL-AM	~ >
5 KESY-FM	KES Y-FM	KY NN - AM	_ ~
M-F, 3-7pm			8
1 KFAB-AM	KFAB-AM	KFAB-AM	ш
2 WOW -AM	WOW -AM	WOW -AM	
3 KESY-FM	KG OR - FM	KES Y-FM	
4 KOIL-AM	KOIL-AM	KOIL-AM	
5 KYNN-AM	KES Y-FM	KGOR-FM	

### **Format Penetration Chart**

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



### Format Legend

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

"Clear Creek," "The Kenny Rogers Special," and "Country Love" from TM Special Projects."



**TM Special Projects** 1349 Regal Row Dallas, Texas 75247 (214) 634-8511



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# Orlando A/M '80 Market Overvie

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### A/M '80 Market Overview

A/M '80 Market Overview

AOR's continued to lead Orlando's young adults, while Beautiful Music stations were the pacesetters for the 25-54 crowd. Spectacular rebounds were while WBJW reasserted itself in the 18-34 target.

In 25-54's WHOO-FM was the new leader. The FM-100-programmed BM station rose by more than a third, compared to a soft O/N '79 report, to almost a 13 share. TV advertising was used during this sweep. Second in the race was another BM station, Outlet's WDBO-FM. Using the Schulke format, the station was tops overall, as it usually is, but its share of the 25-54 bracket slipped somewhat. The other 25-54-targetted station in double digit shares was WHOO, the leading Country station in the Orlando metro. WHOO suffered a soft book in the fall but rose almost 50% this time in 25-54 persons to a mid-10

Among the younger-skewing stations, AOR's WHLY and WORJ led. Both slipped slightly from their fall numbers, WHLY ending up with an 18 share and WORJ scoring a mid-15 number. WHLY had a more balanced appeal among the genders while WORJ was dominated by male listeners.

Contemporary station WBJW rebounded in this report, up approximately 40% among the 18-34's, with a mid-14 share. Another AOR, WDIZ, completed the tally of double-digit stations, adding almost two shares to its 18-34 total up to around 11

A comer to watch may be WKIS, Susquehenna's P/A station. WKIS spent approximately \$12,000 in advertising for this book, using billboards, TV and newspaper. The station was able to attract a 57% better showing 25-54, with well diversified strength among the discrete demos in that spread.

### Average Persons 12+ Share Trends nday-Sunday, 6am-Midnigh

PO P (	00): 5104				
	A/M '79		O/N '79		A/M *80
1	WDBO-FM	12.7	WDBO-FM	11.9	W D B O - F M (BM) 1 2 + 0
2	WBJW-FM	9.6	WHLY-FM	9.6	WPOO-FM (BM) 9. 6
3	WHO0-FM	9 - 6	WDBO-AM	9.5	WBJW-FM (R) 9.2
4	WDBO-AM	8 - 3	WBJW-FM	8 _ 4	WDBO-AM (PA) 8.5
5	WPOO-AM	7 . 4	WHOO-FM	8.2	WHLY-FM (A) 8.0
6	WDIZ-FM	7 - 3	WORJ-FM	8 - 2	WHOO-AM (C) 7_5
7	WKISHAM	6.7	WHOO-AM	6 - 7	WKIS-AM (PA) 7 - 3
8	WORJ-FM	6,4	WDIZ-FM	6.2	WDIZ-FM (A) 7-1
9	WORL-AM	5 - 8	WKIS-AM	5.8	WORJ-FM (A) 6.4
10	WLOF-AM	4.7	WILDE-AM	4.7	WLOF-AM (R) 4.9
1.1	WHL Y-FM	3.8	WORL-AM		WORL-AM (M) 3 . 6
12	WOKB-AN	2.2	WHHL-AM	2 • 5	WELE-Fit (C) 2 - 2
1.3	WPCV-FM	1.7	WITLN-FM	1.8	WL00-FM (CL) 1 . 7
14	WAJL-AM	1.5	WPCV-FM	1.2	WOKE AM (NO 1 - 7
1.5	WLOO-FM	1 - 3	WEIV-AM	1 . 2	WF I V - A M (C) 1.4
16	WILNERM	1.3	WAJL-AM	0.9	WPCV-FH (C) 1.0
17	WHILL-AM	0.8	WLOO-FM	0.9	WHHL - AM (0) 0 . 8
1.8	WGTO-AM	0.6	L'OKB-AM	0.8	WAJL-AM (AL) 0.7
19	WF IV-AM	0.6	WTRR-AM	0.8	WTLN-AM (RL) 0.3
2.0	WELE-FM	0 4 5	WTLN-AM	0.5	WTLN-FM (RL) 0.3
2.1	WTRR-AM	0.5	WGTO-AM	0.5	
2.2	WTLN-AM	0.3	WELF-FM	0.4	

### Average Persons Trends/Rankings

O/N '79

Total 12-M-S, 6am-Midnight POP(00): 5104

Data from Market Buy Market TM

A/M '79

1	WDPO-FM	99	WDBO-FM	90	WDBO-FM	8 (
2	WBJW-FM	7.5	WHLY-FM	73	WHOO-FM	6.5
3	WHOO-FM	7.5	WDBO-AM	72	WBJW-FM	6.0
4	WDB0-AM	6.5	WBJW-FM	6.4	WDBO-AM	61
5	WHOO-AM	5.8	WHO0-FH	62	WHL Y-FM	5.7
M-F, 6-	10am					
1	W D B O = A M		W D B O - A 11		WDBO-AM	
2	WDBO-FM		WDPO-FM		WHOO-FM	
3	WHOO-FM		WHLY-FH		WHOO-AH	
4	WBJW-FM		WHOO-AM		WDBO-FM	
5	WHO0-AM		WKIS-AM		WBJW-FM	
M-F, 3-	7pm					
1	WDBO-FM		WDBO-FM		WDBO-FM	
2	WBJW-FM		WORJ-FM		WHLY-FM	
3	W H O O ~ F M		WHLY-FM		WBJW-FM	
4	WHOO-AM		WBJW-FM		WKIS-AM	
5	WDIZ-FM		WHOO-FM		WHOO-FM	

M-S, 6am-Midnight		
POP(00): 669		
A/M '79	O/N '79	A/M '80
1 WBJW-FM	WD1Z-F#	WBJW-FM
2 WDIZ-F31	WBJW-FY	WDIZ-F1
3 WORL-AM	WLOF-AM	WLOF-AM
M-F, 6-10am		
1 WBJW-19	WBJW-FM	WBJW-FM
2 WDIZ-FM 3 WPLY-FM	WDIZ-FM WLOF-AM	WDIZ-FM
M-F, 3-7pm	#101-W1	WLOF-AM
1 WBJW-111	III III PM	
2 WDIZ-FM	WBJW-FH WDIZ-FM	WBJW-FM
3 WPLY-FM	WLOF-AH	WDIZ-FM WORL-AM
Adults 18-34		BOW D-WIT
M-S, 6am-Midnight		
POP(00): 1723		
A/M '79	0.01.170	
1 WORJ-FM	O/N '79	A/M '80
2 MDIX-FW	WPLY-FM WORJ-FM	WHLY-FM
3 WBJW-FH	WBJW-FM	WORJ-FM WEJW-FM
4 WORL-AN	WDIZ-F:	WDIZ-FH
5 WLOF-AM	WLOF-AM	WLOF-AM
W-F, 6-10am		
1 WBJW-FM	WHLY-FM	WHLY-FM
2 WDIZ-FM	WB JW-F11	WORJ-FM
3 WOR J - F !*	WORJ-FM	WEJW-FM
4 WORL-AL	WDIZ-FM	WDIZ-IM
5 WLOF-AM	WKIS-AM	WDBO-AS
И-F, 3-7pm		
1 WORJ-FM 2 WDIZ-FM	WORJ-EH	WHLY-FM
3 WBJW-FM	WHLY-FM WORL-AM	ME JM-FW
4 WLOF-AM	WDIZ-FM	WDIZ-FM WORJ-FM
5 WHLY-FM	WBJW-FM	WLOF-AM
Adults 25-54		
M-S, 6am-Midnight		
OP(00): 2337		
A/M '79	O/N '79	A/M '80
1 WHOO-FM	WDBO-FM	WHOO-FM
2 WHOO-AM	WHLY-FM	WDBO-IIM
3 WDBO-FM	WHOO FM	WHOO - AM
4 WBJW-FM	WDRO-AM	WHLY-FM
5 WORL-AM	WBJW-FM	WKIS-AM
f-F, 6-10am		
1 WFOO-AM	WDBO-AM	WHOO-EM
2 WHOO-FM	WHLY-FM	WHOO-AM
3 WDBO-F#	WDBO-FM	WKIS-AH
4 WDBO-AM 5 WBJW-FM	W HOO - AM	WDBO-AN
	WKIS-AM	WDBO-FM
M-F. 3-7pm		
1 WHOO-FH 2 WHOO-AM	WDBO-FM	WHL Y-FM
2 WHOO-AM 3 WDRO-FM	WHLY-FM	WDBO-FM
	WHOO-FM	WKIS-AM
4 WBJW-FM	WORL-AM	WHOO-AM

### **Cume Persons Trends/Rankings**

ota	12-	-		
M-S, 6	iam-f	Aid	inigh	ŧ
POP (	00)	:	5.1	n

	A/M '79		O/N '79		A/M '80	
1	VBJU-FM	1337	WDBO-FM	1199	WDBO-AM	106
2	WDEO-FM	1320	WBJW-FM	1132	WKIS-AM	104
3	W D B O - A H	1089	WKIS-AM	1007	WBJW FM	100
4	WLOF-AM	984	WDBO-AM	994	WDBO-FM	9,8
5	WH00-FM	893	WLOF-AM	887	WDIZ-FM	8.6
A-F. 6-	10am					
1	WBJW-FM		WDFO-AM		WDBO-AM	
2	NDBO-FM		WBJW-FM		WBJW-FM	
3	WDBO-AM		UDBO-FM		WKIS-AM	
4	WHOO-AM		WKIS-AM		WDBO-FM	
5	WLOF-AM		WHOO-AM		WHOO-FM	
A-F. 3-	7pm					
1	WBJW-F3*		WBJW-FM		WBJW-FM	
2	WDFO-FM		WDBO-FM		WKIS-AM	
3	WLOF-AM		WHLY-FI		WHLY-FM	
4	WDIZ-FM		UORJ-FM		WDBO-FM	
5	WH00-FM		WLOF-AM		WHOO-FH	

<b>A/M *</b> 79	O/N *79	A/M '80
1 WBJW-FM	WBJW-FM	WDIZ-FM
2 WDIZ-FM	WDIZ-EM	WBJW-FM
3 WLOF-AM	WLOF-AM	WLOF-AM
M-F, 6-10am		
1 WBJW-FM	WBJW-FM	WDIZ-FH
2 WDIZ-FM	WDIZ-Fit	WBJW-FM
3 WLOF-AM	WLOF-AII	WLOF-AM
M-F, 3-7pm		
1 WBJW-FH	WBJW-FM	WBJW-FM
2 WDIZ-FM	WDIZ-FM	WLOF-AM
3 WHLY-FM	WLOF-AM	WDIZ-EM

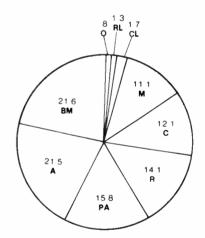
0	Р(	00)	:	-1	7	23	
		АЛ	W	'79	1		
							 ř

A/M '79	O/N *79	A/M *80
1 WBJW-FM	WBJW-FM	WHLY-FM
2 WDIZ-FM	WHLY-FM	WBJW-FM
3 WLOF-AM	WORJ-FM	WDIZ-FM
4 WORJ-FM	WDIZ-FM	WORJ-FM
5 WHLY-FM	WLOF-AM	WLOF-AM

1 KBJW-F2	WHLY-FM	WRLY-F5
2 WLOF-A31	WBJW-EM	WB JW-FM
3 WHLY-E:	WORJ-FM	WORJ-EM
4 WPIZ-FM	WLOF-A!	WDIZ-F
5 WORJ-FM	WDIZ-FM	WLOF-AM
M-F, 3-7pm		
<ol> <li>WBJW-FS</li> </ol>	WORJ-FM	WHL Y-FM
2 WDIZ-FM	WHLY-FM	WBJW-FM
3 WLOF-AM	WBJW-F1	WORJ-FM
4 WORJ-FM	WDIZ-FM	WDIZ-FM
5 WHL Y-F11	WLOF-AM	NLOF-AM
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 2337		
A/M '79	O/N '79	A/M '80
1 WDBO-FM	WDBO-FM	WKIS-AM
2 WBJW-F:	WKIS-AM	WDBO-AM
3 WHOO-AM	WBJW-FM	MH00-EW
4 WKIS-AM	WHOO-AM	WDBO-F:
5 WDFO-AM	WD RO-AM	WBJW-FM
M-F, 6-10am		
1 WF00-AH	WDB0-F31	WDBO-A:
2 WDFO-FM	WKIS-AM	WKIS-AH
3 WDBO-AM	WDBO-AM	WH00-FM
4 WBJW-FM	WH00-A11	WDBO-FM
5 WKTS-AM	WHLY-FM	WHO0 - AM
44 E A 7		
M+, 3•/pm	WHOO-AM	WKIS-AM
M+.3-/pm 1 WBJW-FM		WHOO-FM
1 WBJW-FM 2 WPOO-FM	WHLY-FM	WHOU-F5
1 WBJW-FM 2 WPOO-FM 3 WDBO-FM		WBJW-FH
2 WPOO-FM	WHLY-FM	

### Format Penetration Chart

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



### Format Legend

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

R&R RATINGS REPORT/1980

METRO RANK

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Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP	(00): 227	5				
	A/M '78		A/M 179		A/M '80	
1	WJLQ-FM	15.7	WJLO-FM	14.1	WBOP-AM(B)	15.2
2	WMEZ-FM	13-7	WBOP-AM	12 - 3	WTKX-FM(A)	
3	WBOP-FM	13.1	WM E Z - F M	11.2	WMEZ-FM(BM)	
4	WKRG-FM	11.0	WC O A - AM	10.1	WOWW-FM(C)	
5	WBSR-AM	10.2	WKPG-FM	10.1	WJLO-FM(PA)	-
6	WCOA-AM	9.3	WBSR AM	9.3	WCOA-AM(PA)	
7	WXBM-FM	5 . 2	WXBM-FM	8.0	WKRG-FM(R)	8.4
٩	WNVY-AM	4.9	WAJB-FM	5 • 1	WXBM-FM(C)	7.0
q	WABB-FM	2.9	WPFA-AM	4.3	WBSR - AM(R)	5.3
10	WB OP - AM	2.6	WTKX-FM	3.7	WNUY-AM(C)	3 . 4
1.1	WAJB-FM	2,3	WNVY-AM	3 - 5	WBLX-FM(B)	2 .8
1.2	WHYM-AM	2.0	WHYM-AM	1.9	WHYM-AM (RIL)	0.8
1.3	WPFA-AM	1.7		,	# II II - ALI	0 . 6
14	WCKC-AM	0.6				

### Average Persons Trends/Rankings

Total 12+	
M-S, 6am-Midnight	

M-S,	6	am-	N	lid	Iniq	gh	ıt	
POP	(	0.0	١	:	2	2	7	ς

	A/M '78		A/M '79		08' M/A	
1	WJLO-FM	54	WJLO-FM	5.3	WBOP-AM	5
2	WMFZ-FM	47	WB O P - A21	4.6	WTKX-FM	4
3	WB O P - F11	45	WMEZ-FM	42	WMEZ-FM	3
4	WKRG-F#	3.8	L'C O A - AM	3.8	WOWW-FM	3
5	WBSR-AM	3.5	WKRG-FM	38	WJLO-FM	3
M-F, 6-	10am					
1	WJLQ-FM		WC O A - AM		WC O A - AM	
2	WC OA ~ AM		WB O P~AM		WBOP-AM	
3	WESRHAM		WB SR AM		WOWW-FM	
4	WMEZ-FM		WXBM-FM		WMEZ-FM	
5	WBOP-FM		WJLQ-FM		WXBM-FM	
M-F, 3-	7pm					
1	WMEZ-FM		WJL0-FM		WTKX-FM	
2	WJLO-FM		WMEZ-FM		WB OP-AM	
3	WKPG-FM		WKRG-FM		WJLO-EM	
4	WBOP-FM		WC OA-AM		WMEZ-FM	
- 5	WBSR-AM		WBSR-AM		WC O A - AM	
Teens						

M-S, 6	am-Midnight		
POP(	00): 308		
	A/M '78	A/M '79	A/M '80
1	WKRG-FM	WKRG-FM	WKRG-FM
2	WB OP - FM	WJL0-F11	WB O P = AM
3	WJLO-FM	WBSR AM	WTKX-FM
M-F. 6	-10am		
1	WJLO-FM	WBSR-AM	WKRG-FM
2	WKRG-FM	WKRG-FM	WJLO-FM
3	WB OP - FM	WJLO-FM	WB O P - AM
M-F, 3	-7pm		
1	WB OP-FM	WJLO-FM	WB OP - AM
2	NK RG-FM	WKRG-FM	WKRG-FM
3	WJLQ-FM	WB SR - AM	WTKX - FM

A/M '79

A/M '80

WJLQ-FM WCOA-AM

### Adults 18-34 M-S. 6am-Midnight

### POP(00): 934

1 WJLQ-FM	WJLO-FM	WTKX-FM
2 WBSR-AM	WKRG-FM	WOWW-FM
3 WMEZ-FM	WBSR-AM	WJLO-FM
4 WBOP-FN	WB O P - AM	WBOP-AM
5 WKRG-FM	WAJB FN	WBSR-AM
M-F, 6-10am		
1 WJL0-FM	WBSR-AM	WOWN-FM
2 WBSR-AM	WJLO-F:	WTKX + FM
3 WBOP-FM	WB O P - A 11	WJLO-FM
4 WKRG-FM	WKRG-FM	WB O P - AM
5 WMEZ-FM	WAJB FM	WBSR-AM
M-F, 3-7pm		
1 WJLO-FM	WJLQ-FM	WTKX-FM
2 WMEZ-FN	WKRG-FM	WJLO-FM
3 WKRG-FM	WAJB FM	WOWN-FM
4 WBSR-AN	WBSR-AM	WBSR-AM
5 WBOP-FM	WB O P - AM	WXBM-FM

### **Adults 25-54**

W-S, 6	am-Midnight		
,0 b (	00): 1063		
	A/M 178	A/M '79	A/M '80
1	WMEZ-FM	WXBM-FM	WB OP-AM
2	WJLQ-FM	WBOP-AM	WMEZ-FM
3	WCOA-AM	WMEZ-FM	WOWW-FM
4	WBSR-AM	WJLQ-FM	WXBM-FM
5	WXBM-FM	WCOA AM	WC O A - AM
4-F, 6	-10am		
1	WMEZ-FM	WC OA - AM	WB O P-AM
2	WCOA~AM	WXBM-FM	WC C A - AM
3	WJLO-FM	WBOP-AM	WXBM-FM
4	WBSR-AM	WBSR-AM	WBSR-AM
5	WXBM-FM	WMEZ-FM	WMEZ-FM
A-F, 3	-7pm		
1	WMEZ-FM	WXBM-FM	WOWW-FM
2	WJLQ-FM	WMEZ-FM	WMEZ-FM
3	WBSR-AM	WAJB-FM	WXBM-FM

WJLQ-FM

WBSR AM

### **Cume Persons Trends/Rankings**

### Total 12+ POP(00): 2275

	A/M '78		A/M '79		A/M '80	
1	WJLQ-FM	790	WJLO-FM	747	WJLO-FM	560
2	WBSR-AM	650	WBSR-AM	551	WKRG-FM	504
3	WMEZ-FN	545	WC O A - AM	530	WTKX-FM	471
4	WCOA-AM	509	WKRG-FM	526	WMEZ-FM	463
5	WKRG-FM	501	WNEZ-FM	300	WC O A - AM	462
M-F. 6	-10am					
1	WJLO-FM		WJLO-FH		WC O A - AM	
2	WESR-AM		WBSR-AM		WJLO-FM	
3	WC OA - AN		WC O A - AM		WMEZ-FM	
4	WNEZEFN		WKRG-FM		WKRG-FH	
5	WKRG-FM		WMFZ-FM		WTKX-FM	
M-F, 3	7pm					
1	WJLQ-FM		WJLO-FM		WJLO-FM	
2	WBSR-A11		WBSR-AM		WTKX-FM	
3	WKRG-FM		WKRG-FM		WKRG-FM	
4	WMFZ-FM		LIC O A - A M		11004 411	

## Teens

3 WKRG-FM 4 WNEZ-FM

5 WBOP-F1

A/M '78	A/M '79	A/M '80
1 WJLQ-FN	WKRG-FM	WKRG-FY
2 WKRG-FM	WJLO-FM	WJLQ-FM
3 UBSR-AM	WBSR-AM	WTFX-FM
F, 6-10am		
I WJLQ-FM	WJLO-FM	WKRG-FM
2 WKRG-FN	WKRG-FM	WJLO-FM
3 WBSR-AM	WESR-AM	WBOP-AL
F, 3-7pm		
1 WKRG-FM	WJLO-FM	WKRG-FM
2 WJLO-FN	WKRG-FM	WJLO-FM

LBSR-AM

WKRG-FM UCOA-AM

WMEZ-FM

WC OA -AM

WMEZ-FM

WIKK-FM

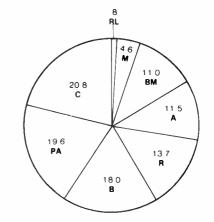
# 1 WKRG-FM 2 WJLQ-FM 3 WBSR-AM

M-S, 6am-Midnight			
POP(00): 934			
A/M '78	A/M '79	A/M '80	
1 WJLQ-FM	WJLQ-FM	WJLO-FM	
2 WBSR-AM	WBSR-AM	WT KX - FM	
3 WKRG-F11	WKRG-FM	WKRG-FM	
4 WMEZ-FM	WTKX-FM	WBSR-AM	
5 WXBN-FN	$W \times B \times = F \times I$	WOWN-FN	
M-F, 6-10am			
1 WJLQ-F::	WJLO-FM	WTKX-FM	
2 WBSR-AM	WBSR-AM	WJLO-FM	
3 WKRG-FM	WKRG-FM	WKRG-FM	
/ 1154 m m . m . d			

4 WMEZ-FM	WTKX-FM	WBSR-AM
5 WBOP-FN	WB OP-AM	WOWW-FM
l-F, 3-7pm		
1 WJLQ-FM	WJLO-FM	WTKX-FM
2 WBSR-AM	WBSR-AM	WJLO-FM
3 WKRG-FM	WKRG-FM	WKRG-FM
4 WMEZ-FM	WXBM-FM	$W \cap WW = FM$
5 WXBM-FM	WTKX-FM	WBSR-AM

Adu	ılts	25-	54	
M-S,	6an	n-Mic	Inigh	t
P O D	10	0).	1.0	4.2

A/M '78	A/M '79	A/M '80
1 WMEZ-FM	WJLQ-FM	WMEZ-FM
2 WJLQ-FM	WC O A - AM	WJLO-FM
3 WBSR-AM	WXBM-FM	WCOA-AM
4 WCOA-AM	WMEZ-FM	WXBM-FM
5 WXBM-FN	WBSR-AM	WBSR-AM
M-F, 6-10am		
1 WMEZ-FM	WC CA-AM	WMEZ+FM
2 WCOA-AM	WEBERTE	WC O A - AM
3 WJLQ-FM	WJLO-FM	WXBM-FM
4 WESR-AM	WMFZ-FM	WBSR-AM
5 WXBM-FN	WBSR-AM	WBOP-AM
M-F, 3-7pm		
1 WMEZ-FM	WJLQ-FM	WMEZ-FM
2 WBSR-AM	WXBM-FM	WJLO-FM
3 WJLQ-FM	WBSR-AM	WC O A - AM
4 % X B M - F M	WC O A - A M	WOWW-FM
5 WC OA - AM	WMEZ-FM	WXBM-FM



### Format Legend

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

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# Peoria A/M '80 Market Ov The status quo reio

METRO RANK



### A/M '80 Market Overview

The status quo reigned supreme in the Peoria Spring report, as the top four stations from the previous surveys remained in the same positions. WKZW, WSWT, WMBD, and WXCL dominated the 12+ and the 18-34 and 25-54 demos.

Contemporary WKZW and AOR WWCT continued to rank 1-2 among the young adults. WKZW upped its share to the mid-24 range, while WWCT was also more popular this survey, rising to just over 19. Down several shares from the Fall book, but still the only other station to score in double digits this sweep, WIRL notched a share in the high-11 bracket.

In 25-54's, Beautiful Music WSWT remained ahead, stable at an 18-share. Country WXCL was the runner-up, climbing to a high-15 share. A new PM drive personality, more community involvement, and more news in the drive times were the shifts made

Two other stations scored in double digits among 25-54. Talk station WMBD rose two shares to a mid-13 figure, while WIRL's 25-34 strength allowed the station to land a mid-10 share in the top sales target.

O P (	00): 303	4			
	A/M '79		O/N '79		A/M '80
1	WKZW-FM	14.3	WKZW~FM	16.6	WKZW-FM(R) 15
2	WSWT-FM	13.5	WSWT-FM	15.4	WSWT-FM(BM)15
3	WMBD-AM	13.3	WMBD-AM	13.6	WMBD-AMm 13
4	WXCL AM	11.3	WIRL-AM	11.0	WXCL-AM(C) 12
5	WWCT-FM	10.8	WXCL-AM	10.5	WIRL-AMON 8
6	WIRL-AM	10.3	WWCT-FM	6.9	WWCT-FM(A) 8
7	WGLO-FM	3.7	WLS -AM	4.0	WZRO-FM(C) 3
8	WGN -AM	3.4	WVEL-AM	4.0	WLS -AM(R) 3
9	WVEL - AM	2 - 7	WGN -AM	2.0	WPEO-AM(RL) 2
10	WZRO-FM	2.5	WZRO-FM	1.8	WVEL-AM (BM) 2
11	WTAZ-FM	2.5	WBNO-FM	1.3	WTAZ-FM(PA) 1
12	WPEO-AM	2.2	WMAQ-AM	1.3	WGLO-FM(BM) 1
13	WLS -AM	2.0	WC LL-FM	1.1	WGN -AM(PA) 1
14	WBNQ-FM	2.0	WPEO-AM	1.1	WMAQ-AM(C) 1
15	WCLL-FM	1.0	WTAZ-FM	1.1	WBNQ-FM(R) 1
1,6	WBBM-AN	0.5	WBBM-AM	1.1	WCLL-FM(PA) O
17			WJBC-AM	0.9	WBBM - AM (NO 0
18			WGLO-FM	0.7	

16 WBBM-AN	0.5	WBBM-AM	1.1	WC LL - FM (PA)	0.7
17		WJBC-AM	0.9	WBBM - AM (N)	0 - 7
18		WGLO-FM	0.7		
Average	Pers	sons Trer	nds/R	ankings	
Total 12+					
M-S, 6am-Midnight					
POP(00): 3034					
A/M '79		O/N '79		A/M '80	
1 WKZW-FM	5.8	WKZW-FM	74	WKZW-FM	6.5
2 WSWT-FM	5 5	WSWT-FM	6.9	WSWT~FM	6.4
3 WMBD-AM	54	WMED-AM	61	WMBD-AM	59
4 WXCL~AM	46	WIRL-AM	49	WXCL-AM	5.5
5 WWCT-FN	44	WXCL-AM	47	WIRL-AM	3.5
M-F, 6-10am					
1 WMBD-AM		WMBP-AM		WMBD-AM	
2 WXCL-AM		WSWT-FM		WKZW-FS	
3 WIRL-AM		WKZW-FM		WX CL - AM	
4 WKZW-FM		WYCL-AM		WIRL-AM	
5 WSWT-FM		WIR L-AM		WSWT-FM	
M-F, 3-7pm					
1 WKZW-FM		WKZW~FM		WKZW-FM	
2 WSWT-F11		WSWT-FM		WSWT-FM	
3 WWCT-FM		WIRL-AM		WXCL-AM	
4 WIRL-AM		WMB D - AM		WMB D - AM	
5 WXCL-AN		WXCL-AM		WWC T-FM	
Teens					
M-S, 6am-Midnight					
POP(00): 405					
A/M '79		O/N '79		A/M '80	
1 WKZW-FM		WKZW-FM		WKZW-FM	
2 WWCT~FM		WIRL-AM		WWC T-FM	
3 WIRL-AM		WWC T-FM		WIRL-AM	
M-F. 6-10am					_
1 WKZW~FM		WKZW-FM		WKZW-FM	
2 WIRL-AM		WWCT-FM		WIRL-AM	
3 WWCT-FM		WIRL-AM		WLS -AM	
M-F, 3-7pm					_
1 WKZW-FN		WKZW-FM		WKZW-FM	
2 WWCT-FM		WIRL-AM		WIRL-AM	
3 WIRL-AM		WWCT-FM		WWCT-FM	
					_
Adults 18-34 M-S, 6am-Midnight					
M-S. 6am-Midnight POP(00): 1063					
, ,		001177			
A/M '79		O/N '79		A/M '80	

WKZW-FM WWCT-FM

WIRL-AM WLS -AM WXCL-AM WKZW-FM WWCT-FM

WSWT-FM WXCL-AM

trom Market Buy Market

WWCT-FM WKZW-FM

5 WXCL-AM

M-F, 6-10am		
1 WIRL-AM	WKZW~FM	WKZW-FM
2 WKZW-FM	WIRL-AM	WIRL-AM
3 WWCT-FM	WWCT FM	WWCT-FM
4 WMBD AN	WX Ct, - AM	WXCL-AM
5 WTAZ-FM	WLS -AM	W S W T - F 11
M-F, 3-7pm		
1 WWCT-FM	WKZW-FM	$W \times Z W - F M$
2 VKZW-FM	WIRL-AM	WWCT-Fit
3 WIRL-AM	WWCT-FM	WSWT-FM
4 WSWT-FN	WLS -AM	WIRL-AM
5 WTAZ-FM	WXCL-AM	$W \times C L = A M$
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 1397		
A/M '79	O/N '79	A/M 180
1 WSWT-FM	WSWT-FM	WSWT-FM
2 WXCL~AM	WX CL - AN	WXCL-AM
3 WMBD-AM	WK ZW-Fit	WMBD-AM
4 WIRL-AM	WIRL-AM	WIRL-AM
5 WKZW-FM	WMB D - AM	WKZW-FM
M-F, 6-10am		
1 WXCL-AM	WMBD-AM	WMBD-AM
2 WSWT-FM	WX CL = AM	WXCL-AM
3 WIRL-AM	WSWT-FM	WIRL-AM
4 WMBD-AM	WIR L-AM	WSWT-FM
5 WKZW-FM	WKZW-FM	WKZW-FM
M-F, 3-7pm		
1 WSWT-FM	WSWT-FM	WXCL-AM
2 WXCL-AM	WXCL-AM	WSWT-FM
3 WKZW-FM	WKZW-FM	WMBD-AM
4 WIRL-AM	WIRL-AM	WIRL-AM
		WKZW-FM

### **Cume Persons Trends/Rankings**

### Total 12+

PΘ	P	(	0.0	)	:	3034

	A/M '79		O/N '79		A/M '80	
1	WIRL-AM	867	WIRL-AM	1034	WMBD-AM	103
2	WKZW-FM	861	WKZW-FM	953	WKZW-FM	90
3	WMBD AM	818	WMBD-AM	919	WIRL-AM	8.7
4	WXCL-AM	792	WSWT-FM	817	WSWT-FM	7.81
5	WSWT-FM	701	WXCL-AM	72 5	WXCL-AM	6.83
<b>4-</b> F, 6	-10am					
1	WMBD-AM		WMBD-AM		WMBD-AM	
2	WIRL-AM		WKZW-FM		WKZW-FM	
3	WXCL-AN		WIRL-AM		WIRL-AM	
4	WKZW-FM		WXCL-AM		WYCL-AM	
5	WSWT-FM		WSWT-FM		WSWT-FM	
VI-F, 3	-7pm					
1	WKZW-FM		WKZW-FM		WKZW-FM	
2	WIRL-AM		WIR L-AM		WSWT-FM	
3	WSWT-FM		WSWT-FM		WMBD-AM	
4	WXCL-AM		WMBD-AM		WIRL-AM	
5	WMBD-AM		WXCL~AM		WX CL - AM	

POP	(00):	405
	A/M	'79
1	WKZW	- FM

2	WIRL-AM	WIRL-AM	WIRL-AM	
3	WWCT-FM	WILS -AM	WLS -AM	
M-F. 6	-10am			
1	WKZW-FM	WKZW-FM	WKZW FM	
2	WIRL-AM	WIRL-AM	WIRL-Att	
3	WWCT-FM	WWC T-FM	WLS -AM	
M-F, 3	-7pm			
1	WKZW-FM	WKZW-FM	WKZW FM	
2	WWCT-FM	WIRL-AM	WIRL-AM	
3	WIRL-AM	WI.S -AM	WLS -AM	

O/N '79

WKZW-F

### Adults 18-34

### POP(00): 1063 A/M '79

1	WKZW-FM	WIR L-AM	WKZW-FM
2	WIRL-AM	WKZW-FM	WIRL-AM
3	WLS -AM	WLS -AM	WWCT FM
4	WWCT-FM	WWCT-FM	WMBD-Att
5	WXCI-AM	WX CL - AM	WLS -AM
M-F, 6-1	0am		
1	WIRL-AM	WKZW-FM	WKZW-FM
2	WKZW-FM	WIR L-AM	W1R L-A::
3	WWCT-FM	WLS -AM	WWCT-FM
4	WXCL-AM	WWCT-FM	WMBD-AM
5	WLS - Alt	WXCL-AM	WXCL-AM
M-F, 3-7	'pm		
1 1	WKZW~FM	WIRL-AM	WKZW-F11
2	WIRL-AM	WKZW-FM	WIRL-AM
3	WWCT-FM	WWCT-FM	WWC T-FM
4	WILS - AM	WI.S -AM	WSWT-FM
5	WXCL-AM	WXCL-AM	WLS -AM

O/N '79

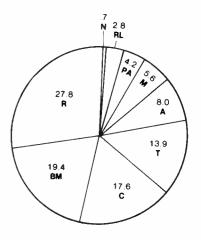
### Adults 25-54

	A/M '79	O/N '79	A/M '80
1	WXCL-AM	WIRL-AM	WMBD-AM
2	WSWT-FM	WSWT-FM	WSWT-FM
3	WIRL-AM	WKZW-FM	UX CL - AM
4	WMBD-AM	WMBD-AM	WIRL-AM
5	WKZW-FN	WXCL-AM	WKZW FM
F, 6	10am		
1	WXCL-AN	WIRL-AM	WMBD-AM
2	WIRL-AM	WMB D - AM	WIRL-AM
3	WSWT-FM	WKZW-FM	WXCL-AM
4	WMBD-AM	WXCI, -AM	WSWT-FM
5	WKZW-FM	WSWT-FM	WKZW-FM

	, b		
1	WIRL-AM	WSWT-FM	WSWT-FM
2	WSWT-FM	WIRL-AM	WMBD-AM
3	WXCL-AM	WXCL-AM	WXCL-AM
4	WKZW-FM	WKZU-FM	WIRL-AM
5	WMBD-AM	UMBD-AM	WKZW-FM

### Format Penetration Chart

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



### Format Legend

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

> "Beautiful Music" "Stereo Rock" "Beautiful Rock" "TM Country" "Alpha One" Winners! TM Programming



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# ?hiladelphia

METRO RANK 5

### JM '80 Market Overview

While KYW remains on top perennially, there were some changes in the maret. WMGK became the new 18-34 leader, while KYW's lead over WMGK and WIP in the 25-54 demos was not as commanding as it once was. Normally YW owns the spring books, with Phillies baseball helping to keep the station head of the pack. This survey however, featured a softer than usual showing or KYW, with the station down about 20% in 25-54's. KYW's mid-8 share was stahead of WMGK's 8-range share.

WMGK has been programmed by **Julian Breen** and **Bob Craig** for wide appeal, nd the success of that approach was evident in the station's rankings. In the st year, WMGK was able to boost its 25-54 appeal by more than 80%, while the station also climbed to the lead in the young adult demos by more than doubling its 18-34 share. Advertising for this successful operation was handled exclusively on TV, with about \$10,000 spent on the effort. Prior to this book a new AM rive host was hired.

Other notable stations in the 18-34 demos include AOR'S WMMR, WIOQ, nd WYSP, plus Black-formatted WDAS-FM. WMMR lost three shares in this demo,

compared to last spring, but still scored well, in the mid-10 range. New PD Charlie Kendall will begin to make changes that may put WMMR back on top of the 18-34 pile. WIOQ, second-ranked AOR in the 18-34 realm, made more of an advertising effort than WMMR, using TV primarily with some billboards. Musically the station moved away from heavy metal in favor of lighter AOR material. It may have helped, because WIOQ almost doubled its 18-34 share in this book, compared to last spring's survey. WYSP, the local Superstars station, advertised using billboards and busboards, and gave away a pound of gold on-air in a promotion. However, the station's position among the young adult target softened slightly since the A/M '79 report.

The top contemporary station, WFIL, took an aggressive stance. WFIL advertised on TV and to a lesser extent with billboards, but the on-air activity was really hectic. WFIL gave away 13 trips to Williamsburg, and an all-expenses paid jaunt to Europe. Musically, April was declared the "Month Of Remember," with weekdays saluting a different artist, while the weekends featured Motown, "Grease," the Beatles, and the Beach Boys. Finally, other happenings included a new midday personality and the airing at night of the Mutual Radio Theater.

WDAS-FM slipped noticeably since the A/M '79 sweep. In that book the station had an 18-34 share in the mid-13 range, while the A/M '80 results showed WDAS-FM just over a 9 share, still good enough for third on the young adult scorecard

In 25-54's the choice of a Beautiful Music station was almost a coin-toss. **WWSH** barely led WDVR, with both stations in the mid-5 share range, down from April/May '79.

rerage Pen	sons 12+	Shar	e Trends
onday-Sunda	y, 6em-Mid	night	
DP(00):	39898		

	AM 179		J/A '79		O/N '79		J/F '80	A/M 180
1	KYW -AH	11.8	KYW -AM	11.7	KYW -AM	10.4	KYW -AM	9.6 KYW -AM 0011.4
2	WDAS-FM	7 - 2	WDAS-FM	7.1	WWSE-FM	7.1	WIP -AH	6.8 WIP -AM PA) 6.6
3	WIP -AM	7.2	WWSH-FM	6.1	WDAS-FM	7.0	WHMR-FH	6.5 WWSH-FM (MM) 5.7
4	WWSH-FM	7.1	WIP -AM	6.1	WMM R-FM	6.9	WWSH-FM	6 - 1 WMGK-FM PA) 5 - 7
5	WDVR-FM	6 - 3	WHMR-PH	5 - 7	WIP -AM	6.0	WDVR-FM	5.8 WDAS-FM 🖱 5.5
6	WMMR-FM	6.1	WDVR-FM	5.6	WDVR-FM	5 - 0	WM GK - F M	5.5 WMMR-FM (A) 5.3
7	WC AU-AM	4.7	WCAU-AM	5.0	WCAU-AM	4.6	WDAS-FM	5.2 WDV R-FM (MM) 5.0
8	WF IL-AM	4.7	WWDB-FM	4.8	WYSP-FM	4.5	WF IL-AM	4.4 WFIL-AM (P) 4.7
9	WCAU-FM	3.9	WFIL-AM	4.1	WF IL-AM	4.2	WYSP-FM	4.2 WYSP-FM (A) 4.3
0	WYSP-FM	3.8	WCAU-FM	3.7	WUSL-FM	4.2	WWDB-FM	4.1 WUSL-FM PA) 4.2
1	WIFI-FM	3.8	WUSL-FM	3.4	WWDB-FM	3.7	WUSL-FM	3.6 WCAU-AM M 4.1
2	WWDB-FM	3 - 3	WYSP-FM	3.4	WMGK-FM	3 4	WCAU-AM	3.6 WWDB-FM (T) 3.7
3	WMGK-FM	2.9	WSNI-FM	3.0	WZZD-AM	2.9	WCAU-FM	3.3 WSNI-FM (A) 3.6
4	WSNI-FM	2.9	WIFI-FM	2 . 9	WCAU-FM		WIOQ-FM	3.1 WIOQ-FM (A) 3.0
5	WUSL-FM	2.9	WMGK-FM		WIFI-FM		WSNI-FM	3.0 WPEN-AM (A) 2.8
6	WFLN-AF	2.3	WZZD-AM	2,4	WIOQ-FM	2.6	WIFI-FM	2.7 WCAU-FM - 2.8
7	WPEN-AM	2.0	WF LN-AF	2.2	WDAS-AM		WDAS-AM	2.5 WIFI-FM (0) 2.5
8	WFLN-FM	1.8	WIOO-FM	2.1	WSNI-FM		WF LN-FM	2.4 WDAS-AM - 2.4
9	WIOQ-FM	1.8	WF LN-FM	2.0	WPEN-AM		W PE N - AM	2.1 WFLN-FM (CL) 2.0
0	WZZD-AM	1 - 7	WDAS-AM	2.0	WFLN-FM		WZZD-AM	1.9 WZZD-AM (ML) 1.9
1	WDAS-AM	1 - 6	WPEN-AM	1.7	WJBR-FM	1.5	WAAT-AM	1.2 WHAT-AM 🖱 1.1
2	WHAT-AM	1.1	MA-TARW	1 - 2	WHAT-AM	1.2	WRCP-AM	1.1 WJBR-FM (MM) 0.7
3	WC0J-AM	0.7	WPST-FM	1.2	WPST-FM	1.0	WJBR-FM	0.9 WSTW-FM PA) 0.6
4	WPST-FM	0.6	WJBR-FM	0.7	WOR -AM	0.6	WPST-FM	0.8 WPST-FM PA) 0.5
5	WJBR-FM	0.5	WSTW-FM	0.7	WSTW-FM	0.6	WSTW-FM	0.8 WOR -AM (T) 0.5
6	WRCP-AM	0.5	WR CP-AM	0.7	WR CP-AM	0.5	WNAR-AM	0.6 WNAR-AM (PA) 0.5
7	WSTW-FM	0.5	WCOJ-AM	0.4	WNAR-AM	0.4	WOR -AM	0.4 WFLN-AM(CL) 0.3
8	WFLN-AM	0.5	WLEV-FM	0.4	WCOJ-AM	0.4	WBCB-AM	0.4 WCOJ-AM (PA) 0.3
9	WTMR-AM	0.4	WTMR-AM	0.3	WFLN-AM	0.1	WC OJ -AM	0.4
0	WVCH-AM	0.4	WF LN-AM	0.2			WTMR-AM	0.4
1	WNAR-AM	0 - 3					WF LN-AM	0.2
_								

### Average Persons Trends/Rankings

otal 12+ S, 6am-Midnight DP(00): 39898

1	KYW -AM	811	KYW -AM	834	KYW -AM	710	KYW -AM	667	KYW -AM	793
2	WDAS-FM	494	WDAS-FM	509	WWSH-FM	481	WIP -AM	472	WIP -AM	461
_	WIP -AM		WWSH-FM	434	WDAS-FM	475	WHMR-FM	455	WWSH-FM	397
	WWSH-FM	488	WIP -AM	432	WMMR-FM	671	WWSH-FM	427	WMGK-FM	395
	WDVR-FM	432	WMM R-FM	406	WIP -AM	407	WDVR-FM	407	WDAS-FM	386
6	WMMR-FM		WDV R-FM	398	WDV R-FM	342	WMGK-FM	381	WMMR-FM	370
7			WCAU-AM	356	WC AU-AM	315	WDAS-FM	365	WDVR-FM	351
	WFIL-AM		WWDB-FM	339	WYSP-FM	303	WF IL-AM	304	WFIL-AM	326
_	WCAU-FM		WFIL-AM	295	WF IL-AM	285	WYS P-FM	292	WYSP-FM	299
-	WYSP-FM		WC AU-FM	262	WUSL-FM	283	WWDB-FM	287	WUSL-FM	295
F,	6-10em									
	KYW -AM		KYW -AM		KYW -AM		KYW -AM		KYW -AM	
?	WIP -AM		WIP -AM		WIP -AM		WIP -AM		WIP -AM	
3	WCAU-AM		WCAU-AM		WC AU-AM		WF IL-AM		WF IL-AM	
ì	WDAS-FM		WDAS-FM		WDAS-FM		WC AU-AM		WWSH-FM	
j	WFIL-AM		WWSH-FM		WF IL-AM		WMGK-FM		WCAU-AM	
j	WWSH-FM		WFIL-AM		WUSL-FM		WWSH-FM		WMGK-FM	
7	WDVR-FM		WDVR-FM		WMMR-FM		WMM R-FM		WDAS-FM	
3	WMMR-FM		WWDB-FM		WWSH-FM		WUSL-FM		WUSL-FM	
}	WIFI-FM		WUS L-FM		WWDB-FM		WWDB-FM		WMMR-FM	
)	WWDB-FM		WHM R-PH		WYSP-FM		WDAS-FM		WWDB-FM	
F,	3-7pm									
1	KYW -AM		KYW -AM		KYW -AM		KYW -AM		KAM - WM	
2	WDAS-FM		WIP -AM		WWSR-FM		WMMR-PM		WMGK-FM	
3	WWSH-FM		WDAS-FM		WMMR-PM		WIP -AM		WDAS-FM	
6	WDVR-FM		WMMR-FM		WDAS-FM		WDV R-FM		wwsh-FM	
5	WIP -AM		wwsh-Pm		WDVR-FM		WDAS-FM		WMMR-FM	
5	WMMR-FM		WDVR-FM		WYSP-FM		WWSH-FM		WDVR-FM	
7	WCAU-FM		WWDB-FM		WIP -AM		WMGK-FM		WIP -AM	
3	WFIL-AM		WFIL-AM		WUSL-FM		WFIL-AM		WUSL-FM	
9	WYSP-FM		WUSL-FM		WFIL-AM		WYS P-FM		WYSP-FM	
С	WC AU-AM		WC A U-AM		WC A U-AM		WC A U-AM		WFIL-AM	
_										

M-S, 6am-Midnight POP(00): 5039				
AM '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WDAS-FM	WMMR-FM	WMMR-FM	WMMR-PM	WYSP-FM
2 WIFI-FM	WDAS-FM	WDAS-FM	WYSP-FM	WMMR-FM
3 WMMR-FM	WYSP-FM	WIF I-FM	WDAS-FM	WDAS-FM
M-F, 6-10am				
1 WIFI-FM	WMMR-FM	WDAS-FM	WMMR-FM	WDAS-FM
2 WDAS-FM	WDAS-FM	WMM R-FM	WYSP-FM	WYSP-FM
3 WYSP-FM	WP IL-AM	WIFI-FM	WDAS-FM	WIFI-FM
M-F, 3-7pm				
1 WDAS-FM	WMM R-FM	WDAS-FM	WMMR-FM	WDAS-FM
2 WIFI-FM	WDAS-FM	WMMR-FM	WYSP-FM	WYSP-FM
3 WMMR-FM	WZZD-AM	WZZ D-AM	WDAS-FM	WMMR-FM
Adults 18-34				
M-S, 6am, Midnight				
POP(00): 13400				
AM '79	J/A '79	O/N 179	J/F 180	A/M '80
1 WMMR-FM	WDAS-FM	WMM R-FM	WMM R-FM	WMGK-FM
2 WDAS-FM	WMMR-FM	WDAS-FM	WMGK-FM	WMMR-FM
3 WFIL-AM	WCAU-FM	WYSP-FM	WDAS-FM	WDAS-FM
4 WCAU-FM	WYSP-FM	WMGK-FM	WYSP-FM	W100-FM
5 WYSP-FM	WUSL-FM	WUSL-FM	WIOO-FM	WYSP-FM
6 WMGK-FM	WIOO-FM	WF IL-AM	WEIL-AM	WF IL-AM
7 WIFI-PM	WFIL-AM	WIOO-FM	WC AU-FM	WUSL-FM
8 KYW -AM	KYW -AM	WC AU-FM	KYW -AM	WC AU-FM
9 WIOQ-FM	WIFI-FM	WZZD-AM	WUSL-FM	WIP -AM
10 WUSL-FM	WMGK-FM	KYW -AM	WIFI-FM	KYW -AM
M-F, 6-10am				
1 WDAS-FM	WDAS-FM	KYW -AM	WMGK-FM	WMGK-FM
2 WFIL-AM	WF IL -AM	WMM R-FM	KAM -WW	WMMR-FM
3 WMMR-PM	WC AU-FM	WF IL-AM	WFIL-AM	WF IL-AM
4 KYW -AM	KYW -AM	WYSP-FM	WMMR-FM	KYW -AM
	WUSL-FM	WDAS-FM	WIOQ-FM	WDAS-FM
5 WYSP-FM			WDAS-FM	WIP -AM
6 WMGK-FM	WYSP-FM	WUSL-FM		
7 WCAU-FM	WMM R-PM	WMGK-FM	WYSP-PM	WIOQ-FM
8 WCAU-AM	WPEN-AM	WIOQ-FM	WIP -AM	WUSL-FM
9 WIFI-FM	WIFI-FM	WZZD-AM	W PEN-AM	WYSP-FM
10 WIP -AM	WC A U-AM	WIFI-PM	WIFI-FM	WCAU-FM
M-F, 3-7pm				
1 WMMR-FM	WDAS-FM	WMM R-FM	WHEN R-PM	WMGK-FM
2 WDAS-FM	WMM R-FM	WDAS-FM	WMGK-FM	WMMR-FM
3 WCAU-FM	WCAU-FM	WYSP-FM	WDAS-FM	WDAS-FM
4 WFIL-AM	WYSP-FM	WUS L-FM	WYSP-FM	WIOQ-FM
5 WYSP-FM	WUSL-FM	WFIL-AM	WCAU-FM	WUSL-FM
6 WIFI-FM	WIOQ-FM	WMGK-FM	WFIL-AM	WYS P-FM
7 WMGK-FM	WFIL-AM	WIOQ-FM	WIOQ-FM	WFIL-AM
8 WUSL-FM	WIFI-FM	WZZD-AM	WUSL-FM	WC AU-FM
9 WDVR-FM	WMGK-FM	WC AU-FM	KYW -AM	WZZ D-AM
10 WIOQ-PM	WZZD-AM	WIFI-FM	WIFI-FM	WIP -AM
Adults 25-54 M-S, 6am-Midnight				
POP(00): 18679				

100	, oam-wignignt					
ΡO	P(00): 18679 A/M '79	J/A '79	O/N '79	J/F 180	A/M '80	
_						
	KAM -WW	KYW -AM	KYW -AM	WIP -AM	KYW -AM	
_	WIP -AM	WIP -AM	WWSH-FM	WMGK-FM	WMGK-FM	
-	WWSH-FM	WWSH-PM	WDAS-FM	KYW -AM	WIP -AM	
4	WFIL-AM	WDAS-FM	WUSL-FM	WDV R-FM	WF IL-AM	
5	WDAS-FM	WDVR-FM	WIP -AM	WWSH-FM	WWSH-FM	
6	WDVR-FM	WUSL-FM	WF IL - AM	WUSL-PM	WSNI-FM	ì
7	WSNI-FM	WWDB-FM	WDVR-FM	WFIL-AM	WDVR-FM	
8	WMGK-FM	WC AU-FM	WMGK-FM	WDAS-FM	WUSL-FM	
9	WCAU-AM	WF IL-AM	WCAU-AM	WSNI-FM	WDAS-FM	
10	WUSL-FM	WMGK-FM	WWDB-FM	WCAU-AM	WWDB-FM	
M-F	, 6-10am					
1	KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM	- 1
2	WIP -AM	WIP -AM	WIP -AM	WIP -AM	WIP -AM	
3	WFIL-AM	WC A U - A M	WCAU-AM	WFIL-AM	WF IL-AM	
4	WCAU-AM	WDAS-FM	WFIL-AM	WMGK-FM	WMGK-FM	
5	WDAS-FM	WWSH-FM	WUSL-FM	WUSL-FM	WUS L-FM	
6	WWSR-FM	WUS L-FM	WDAS-FM	WCAU-AM	WC AU-AM	
7	WDVR-FM	WPIL-AM	WWSH-FM	WWSH-FM	WWSH-FM	
8	WSNI-FM	WDV R-FM	WMGK-FM	WDVR-FM	WSNI-FM	•
9	WM GK - FM	WWDB-FM	WWD8-FM	WDAS-FM	WWDB-FM	

# R&R RATINGS REPORT/1980

# Philadelphia

### Continued

<u>č</u> 10	WSN I - FM	WCAU-FM	WF LN-FM	WCAU-AM	WCAU-AM
<b>5</b> 9	WMGK-FM	WWDB-FM	WC A U- AM	WSNI-FM	WUSL-FM
<b>–</b> 8	WUSL-FM	WDAS-FM	WWDB-FM	WDAS-FM	WDAS-FM
<b>&gt;</b> 7	WC AU-FM	WFIL-AM	WMGK-FM	WUSL-FM	WSNI-FM
- 6	WDAS-FM	WMGK-FM	WDAS-FM	WWSH-FM	WF IL - AM
≦ 5	WDVR-FM	WUSL-FM	WUSL-FM	WF IL-AM	KYW -AM
0 3 5 4 2 5	WIP -AM	WDVR-FM	WDVR-FM	KYW -AM	WDVR-FM
<b>2</b> 3	WF I L-AM	KYW -AM	WF IL-AM	WDV R-FM	WIP -AM
<b>r</b> 2	WWSH-FM	WIP -AM	KYW -AM	WMGK-FM	WWSH-FM
	KYW -AM	WWSH-FM	WWSH-FM	WIP -AM	WMGK-FM
E MF	, 3-7pm				

### **Cume Persons Trends/Rankings**

	al 12+ , 6am-Midnig	ht								
P 0 1	P(00): 3	9898								
	A/M '79		J/A '79		O/N '79		J/F '80		A/M '80	
1	KYW -AM	13128	KYW -AM	13617	KYW -AM		KYW -AM	12936	KYW -AM	
2	WIP -AM	6529	WC A U-AM	6458	WIP -AM	6730	WIP -AM	6675	WIP -AM	6423
3	WWSH-FM	6151	WMM R-FM	5945	WMMR-FM	6658	WMMR-FM	6588	WMMR-FM	5775
4	WC AU-AM	6053	WFIL-AM	5926	WWSH-FM	6420	WDVR-FM	6180	WMGK-FM	547
5	WDVR-FM	5977	WIP -AM	5365	WF IL-AM		WWSH-FM		WCAU-AM	542
	WMMR-FM		WIFI-FM	4989	WCAU-AM		WFIL-AM		W DV R-FM	5170
7	WFIL-AM	5781	W DV R-FM	4808	WDVR-FM	4923	WCAU-AM	5350	WF IL-AM	5044
8	WYSP-FM	4626	WWSH-FM	4731	WYSP-FM	4884	WMGK-FM	5078	WWSH-FM	4880
9	WCAU-FM	4454	WYSP-FM	4669	WDAS-FM	4460	WYSP-FM	4899	WYSP-FM	4738
10	WDAS-FM	4453	WDAS-FM	4533	WIFI-FM	4096	WDAS-FM	4007	WDAS-FM	4 26 7
M-F.	, 6-10am									
1	KYW -AM		KYW -AM		KYW -AM		KYW -AH		KYW -AM	
2	WIP -AM		WCAU-AM		WIP -AM		WIP -AM		WIP -AM	
3	WCAU-AM		WIP -AM		WF IL - AM		WFIL-AM		WF IL-AM	
4	WFIL-AM		WFIL-AM		WC AU-AM		WMMR-FM		WMGK-FM	
5	WDAS-FM		WDAS-FM		WMMR-FM		WM GK -FM		WCAU-AM	
6	WWSH-FM		WWSH-FM		WDAS-FM		WC AU-AM		WMMR-FM	
7	WMMR-FM		WMM R-FM		WYS P-FM		WWSH-FM		WDAS-FM	
8	WDVR-FM		WDVR-FM		WDV R-FM		WDVR-FM		WYSP-FM	
9	WIFI-FM		WIFI-FM		WWSH-FM		WDAS-FM		WDV R-FM	
10	WYSP-FM		WCAU-FM		WIFI-FM		WYSP-FM		WWSH-FM	
M-F,	, 3-7pm									
1	KYW -AM		KYW -AM		KYW -AM		KYW -AM		KYW -AM	
2	WDVR-FM		WMMR-FM		WMMR-FM		WMMR-FM		WMMR-FM	
3	WWSH-FM		WF IL-AM		WWSH-FM		WDVR-FM		WMGK-FM	
4	WIP -AM		WWSH-FM		WF IL-AM		WFIL-AM		WYSP-FM	
5	WYSP-FM		WYSP-FM		WYSP-FM		WYS P-FM		WWSH-FM	
6	WMMR-FM		WIP -AM		WDAS-FM		WMGK-FM		WDAS-FM	
7	WFIL-AM		WDVR-FM		WCAU-AM		WIP -AM		WIP -AM	
8	WDAS-FM		WIFI-FM		WDVR-FM		WWSH-FM		WF IL-AM	
9	WCAU- AM		WDAS-FM		WIFI-FM		WDAS-FM		WDVR-FM	
10	WIFI-FM		WCAU-AM		WIP -AM		WCAU-AM		WIOO-FM	

# Teens M-S, 6am-Midnight

### POP(00): 5039

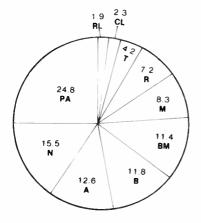
A/M '79	JIA '79	O/N '79	J/F '80	A/M '80
1 WIFI-FM	WIFI-FM	WMMR-FM	WMM R-FM	WMM R-FM
2 WMMR-FM	WMMR-FM	WIFI-FM	WYS P-FM	WYSP-FM
3 WYSP-FM	WYS P-FM	WYSP-FM	WIFI-FM	WIFI-FM
M-F, 6-10am				
1 WIFI-FM	WMM R - FM	WMMR-FM	WMM R-FM	WYSP-FM
2 WYSP-FM	WIFI-FM	WIFI-FM	WYS P-FM	WIFI-FM
3 WMMR-FM	WDAS-FM	WDAS-FM	WIFI-FM	WMMR-FM
M-F, 3-7pm				
1 WIFI-FM	WMM R-FM	WMM R-FM	WMM R-FM	WMMR-FM
2 WMMR-FM	WIFI-FM	WYSP-FM	WYSP-FM	WYSP-FM
3 WYSP-FM	WYSP-FM	WIFI-FM	WIFI-FM	WIFI-FM
Adults 18-34				
M-S, 6am-Midnight				
POP(00): 13400				
A/M '79	J/A '79	O/N '79	J/F '80	A/M '80

3 WM	MK-FM	WDAS-FM	WDAS-FM	WIFI-FM	WMMR-FM
M-F, 3-7	om				
1 WI	FI-FM	WMM R-FM	WMM R-FM	WMM R-FM	WMMR-FM
2 WM	MR-FM	WIFI-FM	WYSP-FM	WYSP-FM	WYSP-FM
3 WY	SP-FM	WYSP-FM	WIFI-FM	WIFI-FM	WIFI-FM
Adults	18-34 -Midnight				
	0): 13400				
	A/M '79	J/A 179	O/N '79	J/F '80	A/M '80
1 WHI	MR-FM	WMM R-FM	WMM R-FM	WMMR-FM	WMMR-FM
2 WY	SP-FM	KYW -AM	WYSP-FM	WMGK-FM	WMGK-FM
3 WF	IL-AM	WYS P-FM	WFIL-AM	KYW -AM	KYW -AM
4 WD.	AS-FM	WFIL-AM	WMGK-FM	WFIL-AM	WIOO-FM
5 WC	AU-FM	WCAU-FM	KYW -AM	WYSP-FM	WYSP-FM
6 KY	₩ -AM	WDAS-FM	WDAS-FM	WIOQ-FM	WF IL-AM
7 WI	DQ-FM	WIOQ-FM	WIFI-FM	WDAS-FM	WCAU-FM
8 WM	GK-FM	WIFI-FM	WIOQ-FM	WCAU-FM	WDAS-FM
9 WP	EN-AM	WMGK-FM	WCAU-FM	WIP -AM	WIP -AM
10 WI	FI-FM	WZZD-AM	WIP -AM	WIFI-FM	WIFI-FM
M-F, 6-10	lam				
1 WF	IL-AM	WDAS-FM	KYW -AM	KYW -AM	WMGK-FM
2 WMI	MR-FM	WFIL-AM	WMM R - FM	WMGK-FM	WMM R-FM
3 WD	AS-FM	KYW -AM	WFIL-AM	WF IL-AM	KYW -AM
4 KY	MA- W	WMMR-FM	WYSP-FM	WMMR-FM	WFIL-AM
5 WC	AU-FM	WC A U-FM	WDAS-FM	WDAS-FM	WYSP-FM
6 WY	SP-FM	WYSP-FM	WMGK-FM	WIOQ-FM	WCAU-FM
7 WI	DQ-FM	WIFI-FM	WUSL-FM	WYSP-FM	WDAS-FM
8 WM	GK-FM	WUSL-FM	WIOQ-FM	WIP -AM	WIOQ-FM
9 WI.	FI-FM	WMGK-FM	WIFI-FM	WUSL-FM	WIP -AM
10 WP	EN-AM	WCAU-AM	WCAU-FM	WIFI-FM	WUSL-FM

M-F, 3-7pm				
1 WYSP-FM	WMM R-FM	WMMR-FM	WMMR-FM	WMGK-FM
2 WMMR-FM	WYS P-FM	WYS P-FM	WMGK-FM	WMM R-FM
3 WFIL-AM	WC A U-FM	WF IL-AM	WYSP-FM	WIOQ-FM
4 WCAU-FM	WDAS-FM	WDAS-FM	WFIL-AM	WYSP-FM
5 WDAS-FM	WFIL-AM	WMGK-FM	WDAS-FM	WDAS-FM
6 WIFI-FM	WIFI-FM	WUSL-FM	WCAU-FM	WF IL-AM
7 WMGK-FM	KYW -AM	WIOO-FM	WIOQ-FM	WCAU-FM
8 WIOO-FM	WMGK-FM	WIFI-FM	KYW -AM	KYW -AM
9 WPEN-AM	WUSL-FM	WZZD-AM	WUSL-FM	WUSL-FM
10 KYW -AM	WIOO-FM	WC A U - F M	WIFI-FM	WZZD-AM
Adults 25-54				
M-S, 6am-Midnight				
POP(00): 1867				
A/M 179	J/A *79	O/N '79	J/F '80	A/M '60
1 KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM
2 WIP -AM	WIP -AM	WIP -AM	WIP -AM	WMGK-FM
3 WFIL-AM	WF IL-AM	WWSH-FM	WMGK - FM	WIP -AM
4 WWSH-FM	WC A L' - AM	WCAU-AM	WDV R-FM	WCAU-AM
5 WDVR-FM	WWSH-FM	WFIL-AM	WFIL-AM	WDVR-FM
6 WCAU-AM	WDVR-FM	WMGK-FM	WWSH-FM	WFIL-AM
7 WCAU-FM	WMGK-FM	WDVR-FM	WC A U - A M	wwsh-FM
8 WMGK-FM	WCAU-FM	WDAS-FM	WUSL-FM	WSNI-FM
9 WDAS-FM	WDAS-FM	WUSL-FM	WDAS-FM	WUSL-FM
10 WPEN-AM	WMM R-FM	WMMR-FM	WMMR-FM	WDAS-FM
M-F, 6-10am				
1 KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM
2 WIP -AM	WIP -AM	WF IL-AM	WIP -AM	WIP -AM
3 WFIL-AM	WCAU-AM	WIP -AM	WF IL-AM	WMGK-FM
4 WCAU-AM	WFIL-AM	WC A U - AM	WMGK-FM	WFIL-AM
5 WWSH-FM	WDAS-FM	WUSL-FM	WC A U - AM	WC AU-AM
6 WDVR-FM	WWSH-FM	WWSH-FM	WWSH-FM	WDVR-FM
7 WDAS-FM	WDVR-FM	WDAS-FM	WUSL-FM	WUS L-FM
8 WCAU-FM	WMGK-FM	WDVR-FM	WDVR-FM	WSNI-FM
9 WMGK-FM	WUSL-FM	WMGK-FM	W DAS - FM	WWSH-FM
10 WPEN-AM	WC AU-FM	WMMR-FM	WSNI-FM	WDAS-FM
M-F, 3-7pm				
1 KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM
2 WIP -AM	WF IL-AM	WF IL - AM	WMGK-FM	WMGK-FM
3 WWSH-FM	WWSH-FM	WWSH-FM	WIP -AM	WF IL-AM
4 WFIL-AM	WIP -AM	WMGK-FM	WF IL-AM	WIP -AM
5 WDVR-FM	WMGK-FM	WUSL-FM	WDVR-FM	WWSH-FM
6 WMGK-FM	WDVR-FM	WCAU-AM	WCAU-AM	WDVR-FM
		WDVR-FM	WWSH-FM	WSNI-FM
7 WCAU-FM	WUSL-FM WCAU-FM	WDVR-FM WDAS-FM	WWSH-FM WUSL-FM	WUSL-FM
8 WDAS-FM			WUSL-FM WDAS-FM	WUSL-FM WCAU-AM
9 WCAU-AM	WDAS-FM	WIP - AM		
10 WUSL-FM	WC A L'-AM	WSNI-FM	WCAU-FM	WDAS-FM

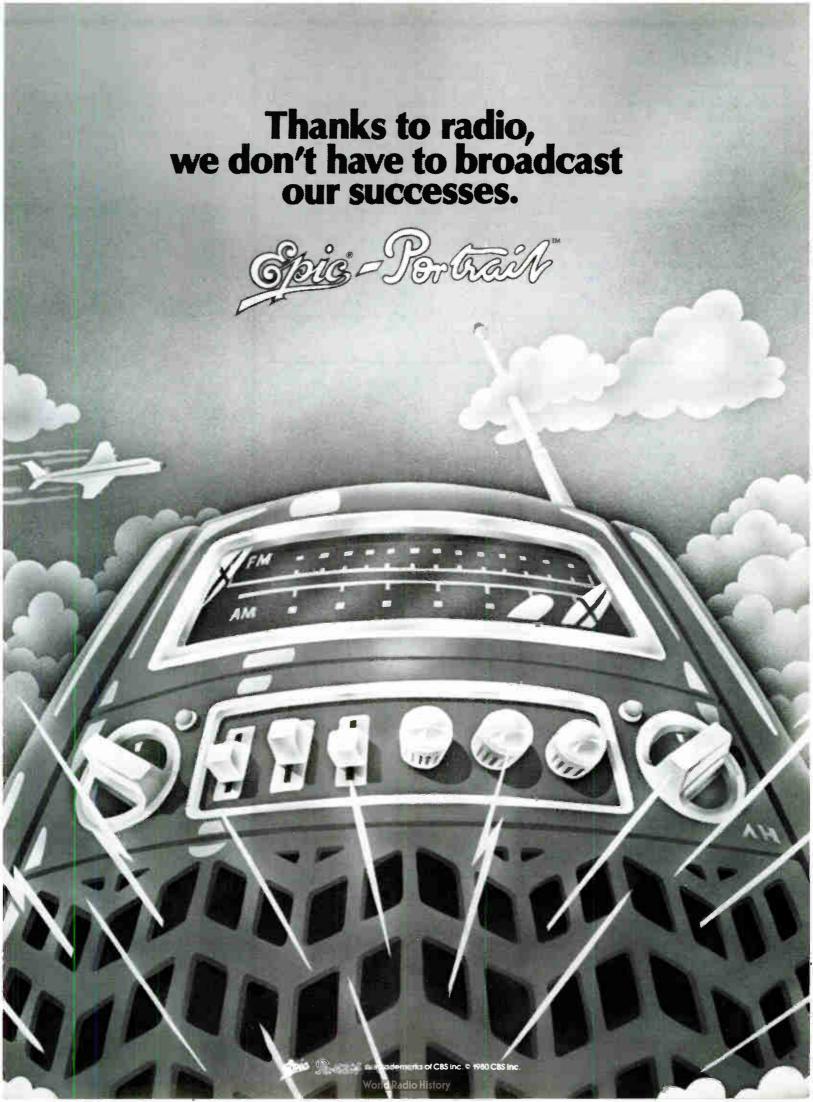
### **Format Penetration Chart**

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



### Format Legend

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



# **Phoenix**

METRO RANK



### A/M '80 Market Overview

KDKB ran on-air survey announcements just prior to the start of the survey in Phoenix, and was cited by Arbitron. Perhaps as a result of the announcements, KDKB added almost six shares to its 18-34 total to lead that demo. Besides the on-air announcements, KDKB used an ad campaign consisting of TV spots and outdoor boards, plus a hot air balloon and bumper stickers. On-air, the AOR station made some personnel changes, hiring a new PD and releasing the PM drive and evening personalities. KDKB ended up with a mid-14 share of young adults.

Simulcast KNIX-AM-FM was second 18-34, with a high-12 share. Country KNIX also combined for the top spot in the 25-54 demographic. What was the secret to KNIX's success? Traditionally strong in the 25-44 audience, KNIX-AM-FM aimed to keep that strength with an ad campaign that concentrated on TV, with newspaper and outdoor board backup. The KNIX combo had an even stronger 25-54 share this sweep with a share just over 17.

KOPA-FM, the leading contemporary station. had an excellent book. The station doubled its 18-34 share up to the high-11 range. No outside advertising was done this sweep, but the music was adjusted, aiming for more female numbers. Just before the start of the book the station lost its morning man, but KOPA-FM replaced him with the syndicated Charlie & Harrigan show towards the end of the survey.

News station KTAR enjoyed a good book this survey. Up two shares in the 25-54 scale, the station finished with just under 7. Advertising consisted of a multi-media effort using TV, billboards and print media, with the ad outlay total less than in previous surveys.

Another contender for 25-54's was P/A station KOY. Tops last book in this category, KOY had a

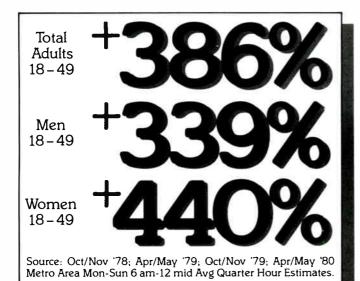
ON-AIR SURVEY SPOTS BRO

2	A/M '79 KQYT-FM		O/N '79		A/M '80	
2	KQYT-FM					
3		11.2	KQYT-FM	10.6	KNIX-FM (C	
	KTAR-AM KMEO-FM	9.6 7.6	KOY -AM KNIX-FM	8.1 7.7	KTAR + AM (NA KOY - AM (P	
	KDK B-FM	7.5	KMEO-FM	7.6	KOYT-FM (B	
5	KOY -AM	6.8	K TAR -AM	6.5	KOPA-FM (R	
6	KUPD-FM	5 - 6	KOOL-FM	5.9	KMEO-FM @	
7	KBBC-FM	5 - 1	KJJJ-AM	5 - 4	KDKB-FM (A	
	KNIX-FM	4.7	KUPD-FM	4.7	KJJJ-AM (C	
	KOPA-FM KARZ-AM	4.4 3.9	KOPA-FM KDKB-FM	4.3	KUPD-FM (P	
	KX TC - FM	3.9	KARZ-AM	4.1	KNIX-AM (C	
	KOOL-FM	3.1	KBBC-FM	3.5	KARZ-AM P	
13	KRUX-AM	3.0	KXTC-FM	3.5	KRUX-AM (FI	
	KKKQ-AM	2.6	KKKO-AM	3.1	KBBC-FM (A	
	KJJJ-AM	2 • 2	KIFN-AM	2.5	KZZP-FM (P	
	KIOG-FM KHEP-FM	2.2	KNIX-AM KRUX-AM	2.0 1.7	KKKQ-AM (8)	
-	KOPA-AM	1.9	KFLR-AM	1.5	KMEO-AM (B)	
	KNIX-AM	1.8	KHEP-FM	1.5	KOPA-AM	
20	KIFN-AM	1.7	KIOG-FM	1.5	KHEP-FM (C	
	KMEO-AM	1.1	KMEO-AM	1.4	KPHX-AM (8)	1.5
	KHEP-AM	1.0	KX I V - AM	1 • 2	KX I V-AM P	
	KXIV-AM KWAO-FM	0.9	KPHX-AM KWAO-FM	1.1	KWAO-FM (O	
	KPHX-AM	0.8	KDJQ-AM	0.7	KZZP-AM (P)	
	KQXE-AM	0.6	KO PA - AM	0.7	KFLR-AM (RI	
27	KFLR-AM	0.6	KQXE-AM	0.6	•	
	KDJQ-AM	0.4	KROS-AM	0 - 6		
29			KHE P-AM	0.3		
	Average	Pers	ons Trer	nds/Ra	ankings	
otal	12+				J	
	am-Midnight					
0 P (	00): 1116	5				
	A/M '79		O/N '79		A/M '80	
1	KQYT-FM	193	KQYT-FM	186	KNIX-FM	171
	KTAR-AM	165	KOY -AM	143	KTAR-AM	156
-	KMEO-FM	1 30	KNIX-FM	136	KON -WW	153
	KDKB-FM	129	KMEO-FM	133	KQY T-FM	145
5 6	KOY -AM KUPD-FM	116 97	KTAR-AM KOOL-FM	114	KOPA-FM	141
7	KBBC-FM	88	KJJJ-AM	95	KMEO-FM KDKB-FM	120
8	KNIX-FM	80	FUPD-FM	82	KJJJ-AM	81
9	KOPA-FM	76	KOPA-FM	7 5	KOOL-FM	8.0
10	KARZ-AM	6.7	FDKB-FM	73	KUPD-FM	7 9
	10am					
	KTAR-AM		KOY -AM		KTAR-AM	
2	KOY -AM KOYT-FM		KTAR-AM KOYT-FM		KOY +AM KNIX-FM	
	KMEO-FM		KNIX-FM		KOPA-FM	
	KARZ-AM		KMEO-FM		KDKB-FM	
6	KNIX-FM		KJJJ-AM		KMEO-FM	
	KDKB-FM		KOOL-FM		KQY T-FM	
	KUPD-FM		KARZ-AM		KJJJ-AM	
	KBBC-FM KOPA-FM		KOPA-FM KUPD-FM		KARZ-AM KOOL-FM	
I-F, 3-					KOOE-FM	
	KOYT-FM		KOYT-FM		KNI X-FM	
2	KDKB-FM		KOY -AM		KQYT-FM	
	KMEO-FM		KNI X-FM		KOY -AM	
	KTAR-AM		KMEO-FM		KOPA-FM	
5	KOY -AM		K 00 L - F M		KMEO-FM	
6	KUPD-FM		KUPO-FM		KDKB-FM	
	KOPA-FM KBBC-FM		KJJJ-AM		KTAR-AM KUPD-FM	
9	K B B C - F M		KTAR-AM KOPA-FM		KOOL-FM	
	KNIX-FM		KDKE-FM		KJJJ-AM	
eens	3					
	ım-Midnight					
0 P (	00): 1410					
	A/M '79		O/N '79		A/M '80	
1	KUPD-FM		KOPA-FM		KUPD-FM	
2	KOPA-FM KRUX-AM		KUPD-FM KRUX-AM		KOPA-FM KRUX-AM	

stable book this ti station's sister FM	1, KQYT, used t	he <b>Churchill</b> syr
dicated format, ad and on billboards, b	vertised on TV,	in the newspaper
down two shares f		o range this book
CAST BY: KDKB-FM	·	
M-F, 6-10am 1 KOPA-FM	KOPA-FM	KOPA-FM
2 KUPD-FM 3 KKKQ-AM	KUPD-FM KRUX-AM	KRUX-AM KUPD-FM
M-F, 3-7pm		
1 KUPD-FM 2 KOPA-FM	KOPA-FM KUPD-FM	KUPD-FM KOPA-FM
3 KXTC-FM	KR UX - AM	KRIIX-AM
Adulto de ed		
Adults 18-34 M-S, 6am-Midnight		
POP(00): 3992		
A/M '79 1 KDKB-FM	O/N '79 KOOL-FM	A/M '80
2 KBBC-FM	KOY -AM	K
3 KUPD-FM 4 KOY -AM	KDKB-FM KBBC-FM	KNIX-FM KOY-AM
5 KXTC-FM	KNI X-FM	KOOL-FM
6 KOOL-FM 7 KQYT-FM	KUPD-FM KKKQ-AM	KBBC-FM KUPD-FM
8 KOPA-FM	KOPA-FM	KJJJ-AM
9 KNIX-FM 10 KIOG-FM	KXTC-FM KJJJ-AM	KZZP-FM KKKQ-AM
M-F, 6-10am		
1 KOY -AM 2 KDKB-FM	KOY -AM KOOL-FM	KDKB-FM KOY -AM
3 KBBC-FM 4 KUPD-FM	KNI X-FM KDKB-FM	KOPA-FM
5 KNIX-FM	KBBC-FM	KNIX-FM KOOL-FM
6 KXTC-FM 7 KOOL-FM	KKKQ-AM KUPD-FM	KNI X-AM
8 KOYT-FM	KOPA-FM	KKKQ-AM KJJJ-AM
9 KOPA-FM 10 KKKO-AM	KJJJ-AM KXTC~FM	KUPD-FM KBBC-FM
M-F, 3-7pm		
1 KDKB-FM 2 KBBC-FM	KOOL-FM KUPD-FM	K D K B - F M K O P A - F M
3 KOY -AM 4 KUPD-FM	KBBC-FM	KNIX-FM
5 KQYT-FM	KDKB-FM KOY -AM	KOY -AM KOOL-FM
6 KIOG-FM 7 KOPA-FM	KKKQ-AM	KBBC-FM
8 KOOL-FM	KNIX-FM KXTC-FM	KUPD-FM KQYT-FM
9 KXTC-FM 10 KRUX-AM	KOPA-FM KIOG-FM	KKKQ-AM KZZP-FM
Adults 25-54 N-S, 6am-Midnight OP(00): 5094		
A/M '79	O/N '79	A/M '80
1 KOYT-FM 2 KOY -AM	KOY -AM KNIX-FM	KNIX-FM KOY -AM
3 KMEO-FM	KQYT-FM	KOPA-FM
4 KTAR-AM 5 KBBC-FM	KJJJ-AM KMEO-FM	KTAR-AM KQYT-FM
6 KNIX-FM	K 00 L - F M	KMEO-FM
7 KUPD-FM 8 KDKB-FM	KTAR-AM KBBC-FM	KOOL-FM KDKB-FM
9 KOOL-FM 10 KARZ-AM	KKKQ-AM KXTC-FM	KJJJ-AM
10 KARZ-AM I-F, 6-10am	NA / U = FM	K NI X - A M
1 KOY -AM	KOY -AM	KOY -AM
2 KTAR-AM 3 KOYT-FM	KNIX-FM KTAR-AM	KNIX-FM KTAR-AM
4 KNIX-FM	KQYT-FM	K 00 L - F M
5 KBBC-FM 6 KMEO-FM	KJJJ-AM KOOL-FM	K O PA F M KM E O F M
7 KUPD-FM	KMEO-FM	KOY T-FM
8 KARZ-AM 9 KOOL-FM	KBBC-FM KKKQ-AM	KNIX-AM KJJJ-AM
10 KDKB-FM	KAR Z - AM	KDKB-FM

M-F, 3	-7pm					
	KOYT-FM KOY -AM		KOY - AM KOYT-FM		KNIX-FM KOY -AM	
3	KTAR-AM		KQYT-FM KNIX-FM		KOYT-FM	
	KMEO-FM KBBC-FM		KOOL-FM KJJJ-AM		KOPA-FM KMEO-FM	
	KDK B-FM KIOG-FM		KMEO-FM KBBC-FM		KDKB-FM KTAR-AM	
8	KJJJ-AM		KKKQ-AM		KOOL-FM	
	KUPD-FM KOOL-FM		KTAR-AM KYTC-FM		KKKQ-AM KJJJ-AM	
		Perso	ns Trenc	is/Rar		
Total	12+				9-	
	m-Midnight 00): 1116					
PUP(	A/M '79	,	O/N '79		A/M '80	
	KTAR-AM	2681	KTAR-AM KOY-AM	2253	KOY -AM	2 2
	KOYT-FM KOY -AM		KOYT-FM	1995	KTAR-AM KOPA-FM	2 1 1 8
	KUPD-FM KDKB-FM		KMEO FM	1747	KNIX-FM	16
	KMEO-FM KOPA-FM		KNI X-FM	1565	KMEO-FM	1.5
8	KOPA-FM KBBC-FM	1392	KUPD-FM KNIX-FM KARZ-AM KOPA-FM	1430	KOYT-FM KMEO-FM KDKB-FM KUPD-FM	13
9	KARZ-AM KRUX-AM	1176	KOOL-FM KJJJ-AM	1341	KJJJ-AM KOOL-FM	12
M-F, 6-		1110	K333 - AR	1,,,,	K00.3 111	1 1
1	KTAR-AM KOY -AM		KTAR-AM KOY-AM		KTAR-AM KOY-AM	
3	KU PO-FM		KQYT~FM		KOPA-FM	
	KOYT-FM KDKB-FM		KUPD-FM KNIX-FM		KNIX-FM KMEO-FM	
6	KMEO-FM KOPA-FM		KMEO-FM KJJJ-AM		KJJJ-AM	
8	KARZ-AM		KOPA-FM		KOKB-FM KOKB-FM	
	KBBC-FM KKKQ-AM		KKKQ-AM KOOL-FM		KUPO-FM KOOL-FM	
M-F. 3-	7pm					
	KTAR-AM KOYT-FM		KOYT-FM KOY -AM		KOY -AM KNIX-FM	
3	KOY -AM		KUPD-FM		KTAR-AM	
5	KUPD-FM KMEO-FM		KTAR-AM KNI X-FM		KOPA-FM KMEO-FM	
	KOPA-FM KDKB-FM		KMEO-FM KOOL-FM		KOYT-FM KDKB-FM	
8	KRUX-AM		KOPA-FM		KUPD-FM	
	KBBC-FM KKKQ-AM		KKKQ-AM KJJJ-AM		KJJJ-AM KOOL-FM	
Teens						
	ı <b>m-Midnight</b> 00): 1410					
	A/M '79		O/N '79		A/M '80	
1 2	KU PD - FM KOPA- FM		KUPD-FM KOPA-FM		KOPA-FM KUPD-FM	
3	KRUX-AM		KRUX-AM		KRUX-AM	
M-F, 6- 1	10am KUPD-FM		KUPD-FM		KOPA-FM	
2	KOPA-FM		KOPA-FM		KUPD-FM	
J M-F, 3-	KRUX-AM		KRUX-AM		KRUX-AM	
1	KUPD-FM KOPA-FM		KUPD-FM KOPA-FM		KUPD-FM KOPA-FM	
	KRUX-AM		KRUX-AM		KRUX-AM	
	ts 18-34					
	am-Midnight	2				
	A/M '79		O/N 179		A/M '80	
1 2	KDKB-FM KUPD-FM		KUPD-FM KKKQ-AM		KOPA-FM KDKB-FM	
	KOY -AM KBBC-FM		KDKB-FM KOY -AM		KOY -AM KOOL-FM	
5	KOPA-FM		KOOL-FM		KUPD-FM	
6 7	KOOL-FM KKKO-AM		KBBC-FM KOPA-FM		KNIX-FM KBBC-FM	
8	KTAR-AM KRUX-AM		KNIX-FM KJJJ-AM		KZZP-FM KJJJ-AM	
	KOYT-FM		KRUX-AM		KRUX-AM	
	am-10am KOY -AM		KOY -AM		KOY -AM	
2	KDK B-FM		KUPD-FM		KOPA-FM	
3	KBBC-FM KUPD-FM		KDKB-FM KKKQ-AM		KDKB-FM KOOL-FM	
5	KOPA-FM		KOOL-FM		KNIX-FM	
7	KKKQ-AM KOOL-FM		KOPA-FM KBBC-FM		KUPD-FM KKKQ-AM	
	KTAR-AM KOPA-AM		KMIX-FM KJJJ-AM		KZZP-FM KJJJ-AM	
10	KOYT-FM		KIOG-FM		KBBC-FM	
M-F, 3- 1	7pm KOKB~FM		KUPD-FM		KDKB-FM	
2	KUPD-FM		KOOL-FM		KOPA-FM	
4	KBBC-FM KOY -AM		KKKQ-AM KDKB-FM		KOY -AM KNIX-FM	
	KOPA-FM KKKQ-AM		KOY -AM KNIX-FM		KUPD-FM	
7	KOOL-FM KRUX-AM		KBBC-FM		KBBC-FM	
9	KQYT-FM		KOPA-FM KRUX-AM		KZZP-FM KRUX-AM	
	KXTC-FM s 25-54		KXTC-FM		KJJJ-AM	
M-S, 6a	m-Midnight					
PO P (	00): 5094 A/M '79	4	O/N 170		A pa a so -	
	KOY -AM		O/N '79 KOY - AM		KOY -AM	
2	KTAR-AM KOYT-FM		KNI X-FM KTAR-AM		KNI X-FM	
4	KMEO-FM		KQYT-FM		KTAR-AM KJJJ-AM	
5 6	KUPD-FM KNIX-FM		KJJJ-AM KMEO-FM		KMEO-FM KOPA-FM	
7	KBBC-FM KDKB-FM		KOOL-FM KKKO-AM		KOOL-FM	
9	KOOL-FM		KAR Z-AM		KQYT-FM KNIX-AM	
10	KARZ-AM		KBBC-FM		KKKQ-AM	

# Seems like everybody is goin' to the country, with KNIX.



No matter how you figure the numbers, KNIX's increases since Oct/Nov 1978 are incredible!

According to the Arbitron reports, KNIX's country format has literally captured every significant share of the country market. And now the crossover numbers are increasing our share of the total

market to unprecedented heights. We've truly earned the right to call ourselves #1 and the reason seems simple enough.

KNIX AM/FM: P.O. Box 3174, Tempe, AZ 85281, Phone (602) 966-6236. Contact: Joe Ferguson, National Sales Manager. Represented by The Christal Company, Inc.

# Phoenix is goin' to the country, with KNIX.



METRO BANK

13

A/M '80 Market Overview

KDKA continued tops overall in First important to compare spring books to all and fall books to fall in order to proper t KDKA continued tops overall in Pittsburgh, but it's important to compare spring books to spring books and fall books to fall in order to properly evaluate the ratings here. In the A/M reports, KDKA has a full schedule of Pirates baseball, while in the fall sweeps WTAE has a full schedule of Steelers football. In the City of Champions these are important variables in each relevant survey, so we'll compare the A/M '80 data to the results from the A/M '79 book.

KDKA edged out AOR WDVE to take the 18-34 lead, with each in the mid-12 range. This represented a stable book for Westinghouse's P/A giant, but WDVE declined more than two since last year. WFFM slipped a share 18-34, and WTAE enjoyed its best spring book in recent years to take over third. WTAE's 25-34 strength also enabled the station to score second - albeit a distant second - to KDKA in the 25-54 demographic.

In the older demos, KDKA had a mid-24 share. up slightly from last year, while WTAE was just under KDKA reinforced its presence with an ad campaign focused on TV commercials, while WTAE used a multi-media campaign involving TV and billboards. WTAE ran the "Magic Ticket" contest this sweep.

News station KQV enjoyed a healthy book, thanks in part to a heavy TV ad campaign on more of a midday emphasis on telephone talk. Also, there is an interesting Beautiful Music story developing. WPNT came on the scene and whittled away some WSHH audience. WSHH was down more than three shares from last spring's 25-54 number.

Arbitron got back 36% more diaries this spring than last, so these numbers should be a reliable indication of what's happening in the Steel City.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-N POP(00): 19207

	A/M '79		O/N '79		A/M '80
1	KDKA-AM	23.4	KDKA-AM	22.2	KDKA-AMPA)25.3
2	WSHH-FM	8.7	WDVE-FM	7.5	WSHH-FM (BM) 7.3
3	WDVE-FM	7.6	WSHH-FM	6.8	WTAE-AM PA) 6.6
4	WXKX-FM	6.6	WTAE-AM	6.7	WDVE-FM (A) 5.4
5	WTAE-AM	5.1	WXKX-FM	5.6	WXKX-FM (R) 5.2
6	WAMO-FM	4.8	WAMO-FM	5.3	WAMO-FM (8) 4.6
7	WPEZ-FM	4.5	WJOI-FM	4 - 0	KOV -AM (N) 4.4
8	KQV -AM	4.4	WFFM-FM	3.9	WFFM-FM PA) 3.6
9	WFFM-FM	4.2	KQV -AM	3.8	WEEP-AM (C) 3.6
10	WJ01-FM	3.7	WPNT-FM	3 - 5	WJOI-FM (800) 3.5
11	WEEP-AM	3.4	WEEP-AM	3.4	WPNT-FM (800) 3.4
1 2	WKTO-AM	2.9	WWSW-AM	3.3	WPEZ-FM (R) 3.3
13	WWSW-AM	2.8	WKTQ-AM	2.5	WDS Y-FM (C) 3.1
14	WDSY-FM	2.3	WDS Y-FM	2.4	WKTQ-AM (R) 2.7
15	WYDD-FM	1.9	WPEZ-FM	2.3	WWSW-AM (PA) 2 . 3
16	KDKA-FM	1.6	WYDD-FM	1 • 7	WYDD-FM (A) 2.2
1 7	WIXZ-AM	0.9	WNUF-FM	1 • 2	W NU F-FM (BB) 1.2
18	WPIT-AM	0.8	WIXZ-AM	1.0	WPIT-AM (RL) 0.9
19	WHJB-AM	0.7	WJPA-AM	1.0	WIXZ-AM (C) 0.9
20	WB VP - AM	0.6	WKPA-AM	0.8	WESA-FM (M) 0.7
2 1	WYJZ-AM	0.5	WPIT-FM	0.7	WHJB-AM (PA) 0.5
22	WEDO-AM	0.5	WHJB-AM	0.6	WMBA-AM (P) 0.5
2 3	WPIT-FM	0.4	WBVP-AM	0.6	WBVP-AM (PA) 0.5
2 4	WASP-AM	0.3	WPIT-AM	0.6	WKPA-AM (PA) 0.5
2 5	WKPA-AM	0.3	WASP-AM	0.5	WWKS-FM (PA) 0.4
26	WWKS-FM	0.3	WESA-AM	0.5	WPIT-FM (MI) 0.4
27	WESA-AM	0.3	WYJZ-AM	0.4	WCNS-AM(C) 0.3
28	WESA-FM	0.1	WMBA-AM	0.4	WOKU-FM (C) 0.3
29	WLOA-AM		WESA-FM	0.2	WESA-AM (M) 0.1
3 0			WF FM - AM	0.1	
	_	_			

### Average Persons Trends/Rankings

Total 12+ POP(00): 19207

	A/M '79		O/N '79		A/M '80	
1	KDKA AM	784	KDKA-AM	724	KDKA-AM	847
2	WSHH-FM	291	WDVE-FM	244	WSHH-FM	243
3	WDVE-FM	254	WSHH-FM	221	WTAE-AM	221
4	WXKX-FM	221	WTAE-AM	218	WDVE-FM	182
5	WTAE-AM	169	WX K X - F M	181	WXKX-FM	175
6	WAMO-FM	161	WAMO-FM	172	WAMO-FM	154
7	WPEZ-FM	149	WJOI-FM	130	KQV -AM	148
8	KQV -AM	147	WFFM-FM	126	WFFM-FM	121
9	WFFM-FM	139	KOV - AM	124	WEEP-AM	119
10	WJOI-FM	124	WPNT-FM	113	WJOI-FM	117

M-F, 6-10am		
1 KDKA-AM	KDKA-AM	K D K A = A M
2 WTAE-AM 3 WXKX-FM	WTAE-AM WDVE-FM	WTAE-AM KOV -AM
4 KQV -AM	KOV -AM	WXKX-FM
5 WSHH-FM 6 WDVE-FM	WXKX-FM WAMO-FM	WSHH-FM WFFM-FM
7 WAMO-FM	WSHH-FM	WDVE-FM
8 WPEZ-FM 9 WWSW-AM	WWSW-AM WJOI-FM	WAMO-FM WJOI-FM
10 WFFM-FM	WFFM-FM	WEEP-AM
M-F, 3-7 pm 1 KDKA – AM	KDKA-AM	KD KA – AM
2 WSHH-FM	WSHF-FM	WSHH-FM
3 WDVE-FM 4 WXKX-FM	WDVE-FM WXKX-FM	WTAE-AM WDVE-FM
5 WAMO-FM	WAMO-FM	WXKX-FM
6 WPEZ-FM 7 KOV -AM	WTAE-AM WJOI-FM	WAMO-FM KQV -AM
8 WTAE-AM	WPNT-FM	WJOI-FM
9 WFFM-FM 10 WJOI-FM	WFFM-FM KOV -AM	WF FM - FM WPNT - FM
Teens		
M-S, 6am-Midnight		
POP(00): 2404 A/M '79	O/N '79	A/M '80
1 WDVE-FM	WXKX-FM	WXKX-FM
2 WXKX-FM 3 WPEZ-FM	WDVE-FM WAMO-FM	WDVE-FM WAMO-FM
M-F, 6-10am	WANU-FM	WAMU-FM
1 WXKX-FM	WXKX-FM	WXKX-FM
2 WDVE-FM 3 KDKA-AM	KDKA-AM WDVE-FM	K DKA – AM WAMO – FM
3 KDKA-AM M-F, 3-7pm	#DVE-FM	wado-tu
1 WXKX-FM	WXKX-FM	WXKX-FM
2 WDVE~FM 3 WPEZ-FM	WDV E~FM WAMO-FM	WDVE-FM WAMO-FM
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 5840 A/M '79	001170	A P4 100
1 WDVF-FM	O/N '79 WDVE-FM	KDKA-AM
2 KDKA-AM 3 WFFM-FM	KDKA-AM	WDVE-FM
4 WXKX-FM	WAMO-FM WTAE-AM	WTAE-AM WFFM-FM
5 WTAE-AM	WXKX-FM	WXKX-FM
6 WAMO-FM 7 WPEZ-FM	WF FM - FM WKTQ - AM	WAMO-FM WYDD-FM
8 WKTO-AM	WYDD-FM	WPEZ-FM
9 WYDD-FM 10 WEEP-AM	WPEZ-FM WPNT-FM	WKTO-AM WSHH-FM
M-F, 6-10am		
1 KDKA-AM 2 WTAE-AM	KDKA-AM WDVE-FM	KDKA-AM WTAE-AM
3 WDVE-FM	WTAE-AM	WFFM-FM
4 WXKX-FM 5 WFFM-FM	WXKX-FM WAMO-FM	WDVE-FM WXKX-FM
6 WPEZ-FM	WF FM -FM	WAMO-FM
7 WAMO-FM 8 WKTO-AM	WPEZ-FM WKTQ-AM	W PE Z - F M W K T Q - A M
9 WFEP-AM	WYDD-FM	WYDD-FM
10 WSHH-FM M-F, 3-7pm	WWSW-AM	WDS Y-FM
1 WDVE-FM	WDV E-FM	WDV E-FM
2 WXKX-FM 3 WFFM-FM	KDKA-AM WAMO-FM	KDKA-AM WEFM-FM
4 WAMO-FM	WXKX-FM	WXKX-FM
5 WPEZ-FM 6 WTAE-AM	WFFM-FM WTAE-AM	WTAE-AM WAMO-FM
7 KDKA-AM	WPNT-FM	WYDD-FM
8 WYDD-FM 9 WKTQ-AM	WYDD-FM WKTQ-AM	WPEZ-FM WKTQ-AM
10 WEEP-AM	WJ0I-FM	WSHH-FM
Adulto OF EA		
Adults 25-54 M-S, 6am-Midnight		
POP(00): 8749		
A/M '79	O/N '79	A/M *80
1 KDKA-AM 2 WSHH-FM	K D K A – A M W T A E – A M	KDKA-AM WTAE-AM
3 WTAE-AM 4 WFFM-FM	WSHH-FM	WSHH-FM
4 WFFM-FM 5 WXKX-FM	WDVE-FM WFFM-FM	WDSY-FM KQV -AM
6 WEEP-AM 7 WJOI-FM	WAMO-FM	WFFM-FM WPNT-FM
8 KOV -AM	WEEP-AM WXKX-FM	WEEP-AM
9 WWSW-AM	WJOI-FM	WXKX-FM WKTO-AM
	UDNT-FM	
10 WAMO-FM	WPNT-FM	WKIQ-AM
10 WAMO-FM M-F, 6-10am 1 KDKA-AM	K D K A – A M	KDKA-AM
10 WAMO-FM M-F, 6-10am		
10 WAMO-FM  M-F.6-10am  1 KDKA-AM 2 WTAE-AM 3 WSHH-FM 4 WXKX-FM	K D K A – A M W T A E – A M W A M O – F M W S H H – F M	KDKA-AM WTAE-AM KQV -AM WFFM-FM
10 WAMO-FM  M-F.6-10am  1 KDKA-AM 2 WTAE-AM 3 WSHH-FM	KDKA-AM WTAE-AM WAMO-FM	KDKA-AM WTAE-AM KQV -AM
10 WAMO-FM  M-F.6-10am  1 KDK A-AM  2 WTAE-AM  3 WSHH-FM  4 WXKX-FM  5 KOV -AM  6 WAMO-FM  7 WFFM-FM	KDKA-AM WTAE-AM WAMO-FM WSHH-FM KQV -AM WDVE-FM WEEP-AM	KDKA-AM WTAE-AM KQV -AM WFFM-FM WDSY-FM WSHH-FM WXKX-FM
10 WAMO-FM  M-F.6-10am  1 KDKA-AM  2 WTAE-AM  3 WSHH-FM  4 WXKX-FM  5 KQV -AM  6 WAMO-FM	KDKA-AM WTAE-AM WAMO-FM WSHH-FM KQV -AM WDVE-FM	KDKA-AM WTAE-AM KQV -AM WFFM-FM WDSY-FM WSHH-FM
10 WAMO-FM  M-F.6-10am  1 KDK A-AM  2 WTA E-AM  3 WSHH-FM  4 WXKX-FM  5 KQV -AM  6 WAMO-FM  7 WFFM-FM  8 WWSW-AM  9 WJOI-FM  10 WEEP-AM	KDKA-AM WTAE-AM WAMO-FM WSHH-FM KQV -AM WDVE-FM WFEP-AM WWSW-AM	KDKA-AM WTAE-AM KQV -AM WFFM-FM WDSY-FM WSHH-FM WXKX-FM WPNT-FM
10 WAMO-FM  MF.6-10am  1 KDKA-AM  2 WTAE-AM  3 WSHH-FM  4 WXKX-FM  5 KOV -AM  6 WAMO-FM  7 WFFM-FM  8 WWSW-AM  9 WJOI-FM  10 WEEP-AM  M-F.3-7pm	K D K A - A M W TA E - A M W TA E - A M W S H H - F M K Q V - A M W D V E - F M W E P - A M W S W - A M W X K X - F M W F F M - F M	KDKA-AM WTAE-AM KQV -AM WFFM-FM WDSY-FM WSHH-FM WXKX-FM WPNT-FM WAMO-FM WEEP-AM
10 WAMO-FM  MF.6-10am  1 KDKA-AM  2 WTAE-AM  3 WSHH-FM  4 WXKX-FM  5 KOV -AM  6 WAMO-FM  7 WFFM-FM  8 WWSW-AM  9 WJOI-FM  10 WEEP-AM  MF.3-7pm  1 KDKA-AM  2 WSHH-FM	K DKA-AM WTAE-AM WAMO-FM WSHH-FM KQV -AM WDVE-FM WEEP-AM WWSW-AM WWKX-FM WFFM-FM	KDKA - AM WTAE - AM KQV - AM WFFM-FM WDSY-FM WSHH-FM WXKX-FM WPNT-FM WAMO-FM WEEP-AM
10 WAMO-FM  MF. 6-10am  1 KDKA-AM  2 WTAE-AM  3 WSHH-FM  4 WXKX-FM  5 KOV -AM  6 WAMO-FM  7 WFFM-FM  8 WSW-AM  9 WJOI-FM  10 WEEP-AM  MF. 3-7pm  1 KDKA-AM  2 WSHH-FM  3 WTAE-AM	K DK A – AM W TA E – AM W TA E – AM W SH H – FM K Q V – AM W DV E • FM W FE P – AM W SW – AM W K X – FM W F FM – FM  K DK A – AM W SH H – FM	KDKA - AM WTAE - AM KQV - AM WFFM - FM WDSY - FM WSHH - FM WXKX - FM WPNT - FM WAMO - FM WEE P - AM
10 WAMO-FM  MF.6-10am  1 KDKA-AM 2 WTAE-AM 3 WSHH-FM 4 WXKX-FM 5 KQV -AM 6 WAMO-FM 7 WFFM-FM 8 WWSW-AM 9 WJOII-FM 10 WEEP-AM  M-F.3-7pm 1 KDKA-AM 2 WSHH-FM 3 WTAE-AM 4 WJOII-FM 5 WEEP-AM	K D K A - A M W TA E - A M W TA E - A M W TA E - A M W S H - F M K Q V - A M W S W - A M W S W - A M W S W - A M W S W - A M W K S - F M W F F M - F M W S H + F M W TA E - A M W D V E - F M W F F M - F M	KDKA-AM WTAE-AM KQV -AM WFFM-FM WDSY-FM WSHH-FM WXKX-FM WPNT-FM WAMO-FM WEEP-AM  KDKA-AM WTAE-AM WSHH-FM KQV -AM
10 WAMO-FM  M-F.6-10am  1 KDKA-AM 2 WTAE-AM 3 WSHH-FM 4 WXKX-FM 5 KQV -AM 6 WAMO-FM 7 WFFM-FM 8 WWSW-AM 9 WJOI-FM 10 WEEP-AM  M-F.3-7pm 1 KDKA-AM 2 WSHH-FM 3 WTAE-AM 4 WJOI-FM	K DK A - AM W TA E - AM W TA E - AM W SHH - FM K QV - AM W DV E - FM W E E P - AM W S W - AM W X X - FM W F FM - FM  K DK A - AM W SH - FM W TA E - AM W DV E - FM	K D K A - A M W T A E - A M K Q V - A M W F F M - F M W D S Y - F M W S H H - F M W X K X - F M W P N T - F M W A M O - F M W E E P - A M  K D K A - A M W T A E - A M W S H H - F M K Q V - A M
10 WAMO-FM  MF. 6-10am  1 KDKA-AM  2 WTAE-AM  3 WSHH-FM  4 WXKX-FM  5 KOV -AM  6 WAMO-FM  7 WFFM-FM  8 WWSW-AM  9 WJOI-FM  10 WEEP-AM  M-F. 3-7pm  1 KDKA-AM  2 WSHH-FM  3 WTAE-AM  4 WJOI-FM  5 WEEP-AM  6 WFFM-FM  7 WFFFM-FM  8 KVY-FM	K D K A - A M W T A E - A M W T A E - A M W A M O - F M W S H H - F M W D V E - F M W E P - A M W X X - F M W F M - F M  K D K A - A M W S H - F M W T A E - A M W D V E - F M W F M - F M W D V E - F M W F M - F M W D V E - F M W D O I - F M W D O I - F M W D O I - F M W D O I - F M W D O I - F M W D O I - F M W D O I - F M W D O I - F M W D O I - F M	K D K A - A M W T A E - A M K Q V - A M W F F M - F M W S H H - F M W X K X - F M W A M O - F M W E P - A M  K D K A - A M W T A E - A M W T A E - A M W D S Y - F M W D Y - F M W D Y - F M W D Y - F M W T Q - A M W D Y - F M W K T Q - A M W D Y - F M W X K X - F M
10 WAMO-FM  MF.6-10am  1 KDKA-AM 2 WTAE-AM 3 WSHH-FM 4 WXKX-FM 5 KOV -AM 6 WAMO-FM 7 WFFM-FM 8 WWSW-AM 9 WJOI-FM 10 WEEP-AM  MF.3-7pm 1 KDKA-AM 2 WSHH-FM 3 WTAE-AM 4 WJOI-FM 5 WEEP-AM 6 WFFM-FM 7 WKX-FM	K DK A - AM W TA E - AM W TA E - AM W TA H - FM W S H - FM W F E P - AM W S W - AM W S W - AM W F F M - FM  K DK A - AM W S H - FM W TA E - AM W DV E - FM W F F M - FM W TA E - FM	K D K A - A M W T A E - A M K Q V - A M W F F M - F M W D S Y - F M W S H H - F M W X K X - F M W P N T - F M W A M O - F M W E E P - A M  K D K A - A M W T A E - A M W S H H - F M K Q V - A M W D S Y - F M W K T Q - A M W P N T - F M

### **Cume Persons Trends/Rankings**

Total 12+ POP(00): 19207 A/M '79

	A/M '79		U/N 79		V/M .R0	
	KDKA-AM			9907		
	WXKX-FM				WTAF -AM	
	WSHH-FM					
	WTAE-AM					
	WDVE-FM					
	WPEZ-FM		KQV -AM	2647	KOV -AM	26
7	WKTO-AM	2764	WKTQ-AM	2466	WPEZ-FM	2 3
8	kón – WW	2586	WF FM - FM	2 2 5 1	WAMO-FM	2.2
	WWSW-AM				WKTQ-AM	
10	WFFM-FM	2000	WPNT-FM	2158	WFFM-FM	20
M-F, 6-	10am					
	KDKA-AM		KDKA-AM		K D K A – A M	
2	WTAE + AM		WTAE-AM		WTAE-AM	
3	WXKX-FM		WDVE-FM		KOV -AM	
4	KOV -AM		WXKX-FM		WXKX-FM	
5			WSHH-FM		WDV E-FM	
6	WSHH-FM		KQV -AM		WSHH-FM	
7	WPEZ-FM		WAMO-FM		WAMO-FM	
8	WWSW-AM		WKTO-AM		WFFM-FM	
	WKTO-AM		WFFM-FM		WPEZ-FM	
10	WAMO-FM		WWSW-AM		WEEP-AM	
M-F, 3-	7pm					
1	KDKA-AM		K D K A – A M		KDKA-AM	
	WXKX-FM		WDVE-FM		WXKX~FM	
3	WDVF-FM		WXKX-FM		WTAE-AM	
	WSHH-FM		WTAE-AM		WDVE-FM	
5	WTAE-AM		WSHH-FM		WAMO-FM	
6			WAMO-FM		WSHH-FM	
	WKTO-AM		KOV -AM		KQV -AM	
8			WKTQ-AM		WFFM-FM	
	WAMO-FM		WFFM-FM		WPEZ-FM	
10	WFFM-FM		WJOI-FM		WKTQ-AM	
						_

l ee		
M-S,	6	am-Midnight
POP	(	00): 240
		A/M '79
	1	WX KX - F

2	WDVE-FM	WDVE-FM	WDVE-FM
3	WPEZ-FM	WPEZ-FM	WPEZ-FM
M-F, 6-1	10am		
1	WXKX-FM	WXKX-FM	WXKX-FM
2	WDVE-FM	K D K A – A M	K D K A - A M
3	KDKA-AM	WDVE-FM	W DV E - F M
M-F, 3-7	7pm		
1	WXKX-FM	WX K X - F M	WXKX-FM
2	WDVE-FM	WDVE-FM	WDVE-FM
3	WPEZ-FM	WAMO-FM	WAMO-FM

O/N '79

WXKX-FF

A/M '80

WXKX-FM

### Adults 18-34 POP(00): 5840

	A/M '79	O/N '79	A/M '80
1	KDKA-AM	KDKA-AM	KDKA-AM
2	WDVE-FM	WDVE-FM	WDVE-FM
3	WXKX-FM	WTAE-AM	WXKX-FM
4	WTAE-AM	WXKX-FM	WTAE-AM
5	WPEZ-FM	WKTQ-AM	WF FM -FM
6	WKTO-AM	WFFM-FM	WKTQ-AM
7	WF FM-FM	WAMO-FM	WPEZ-FM
8	WAMO-FM	WPEZ-FM	WAMO-FM
9	WYDD-FM	WYDD-FM	WYDD-FM
10	WSHH-FM	KOV -AM	WWSW-AM
M-F. 6	am-10am		
1	KDKA-AM	KDKA-AM	K D K A - A M
2	WTAE-AM	WDV E - FM	WTAE-AM
3	WDVE-FM	WTAE-AM	WDVE-FM
4	WXKX-FM	WXKX-FM	WXKX-FM
5	WF FM-FM	WAMO-FM	WFFM-FM
6	WPEZ-FM	WKTQ-AM	WAMO-FM
7	WKTQ-AM	WFFM-FM	WKTQ-AM
8	WAMO-FM	WPEZ-FM	WPEZ-FM
9	WYDD-FM	WYDD-FM	wynn-rm

M-F

,	W 1 D D 1 11	WIDD III	WIDD-FN
10	WEEP-AM	KQV -AM	WEEP-AM
. 3-	7pm		
1	WDVE-FM	WDVE-FM	K DKA - AM
2	WXKX-FM	WTAE - AM	WDVE-FM
3	WTAE-AM	WXKX-FM	WXKX-FM
4	KDKA-AM	KDKA-AM	WFFM-FM
5	WF FM-FM	WFFM-FM	WTAE-AM
6	WPEZ-FM	WAMO-FM	WAMO-FM
7	WKTQ-AM	WKTQ-AM	WKTQ-AM
8	WAMO-FM	WYDD-FM	WPEZ-FM
9	WYDD-FM	WPEZ-FM	WYDD-FM
10	WEEP-AM	WSHH-FM	WEEP-AM

Muulia 25-54	
88 C C 8814-1-64	
M-S, 6am-Midnight	
POP(00): 8749	

	A/M 179	O/N '79	A/M '80
1	KDKA-AM	K D K A - A M	KDKA-AM
- 1	WTAE-AM	WTAE-AM	WTAE-AM
1	B WSHH-FM	WSHH-FM	WSHH-FM
4	WXKX-FM	WKTO-AM	WKTQ-AM
	WWSW-AM	WXKX-FM	KQV -AM
- 6	WKTQ-AM	WDVE-FM	WXKX-FM
	7 WJOI-FM	WFFM-FM	WE FM - FM
8	KOV -AM	KQV -AM	WWSW-AM
9	WPEZ-FM	WJOI-FM	WEEP-AM
10	WFFM-FM	WPNT-FM	WPNT-FM

# Pittsburgh's Unique FM Radio



945m

#### Continued from Page 176

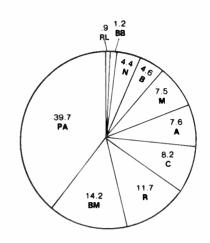
178				
80	Pit	tsbu	rgh	
RT/19	Cont	inued from  KDKA-AM WTAE-AM WSHH-FM KQV -AM WSW-AM WXKX-FM WJOI-FM WJOI-FM WFFM-FM WFFF-FM	om Page 176	
χ	M-F. 6-1	l Oam		
ii)	1	KDKA-AM	KDKA-AM	KDKA-AM
Œ	2	WTAE-AM	WTAE-AM	WTAE-AM
Š	3	WSHH-FM	WSHH-FM	KOV -AM
ತ್ರ	4	KQV -AM	WDV E - FM	WXKX-FM
=	5	WWSW-AM	WKTQ-AM	WSHH-FM
7	6	WXKX~FM	WAMO-FM	WEEP-AM
œ	7	WJOI~FM	KQV -AM	WFFM-FM
œ	8	WKTQ-AM	WF FM -FM	WWSW-AM
9	9	WF FM-FM	WXKX-FM	WDS Y-FM
Œ	10	WPEZ-FM	WWSW-AM	MI-IOLW .
	1	KDKA~AM	K D K A – A M	KDKA-AM
		WTAE-AM	WTAE-AM	WTAE-AM
		WSHH-FM	WSHH-FM	WKTQ-AM
		WXKX-FM	WKTQ-AM	WXKX-FM
		WEEP-AM	W DV E - F M	KQV -AM
		WWSW-AM	WFFM-FM	WSHH-FM
	7	WJ0I-FM	WAMO-FM	WFFM-FM
	8		KQV -AM	WDSY-FM
	9	KQV -AM	WX K X – F M	WPNT-FM
	10	WPEZ-FM	WJ0I-FM	WAMO-FM

#### **Format Penetration Chart**

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

#### Format Legend

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



#### Nassau-Suffolk

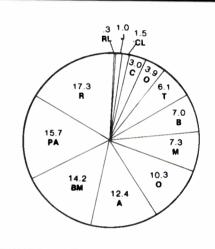
110330U-	Massau-Sullvik					
Continued from	n Page 156					
M-F, 6-10am						
1 WCBS-AM	WC B S - A M	WNBC-AM				
2 WABC-AM	WABC-AM	WC B S - AM				
3 WINS-AM	WINS-AM	WINS-AM				
4 WNBC-AM	WNBC-AM	WABC-AM				
5 WBLI-FM	WOR -AM	WBLI-FM				
6 WHN -AM	WHN -AM	WC B S - FM				
7 WOR -AM	WBLI-FM	WOR -AM				
8 WRFM-FM	WCBS-FM	WHN -AM				
9 WNEW-AM	WBLS-FM	WYNY-FM				
10 WCBS-FM	WKTU-FM	WBLS-FM				
M-F, 3-7pm						
1 WABC-AM	WABC-AM	WNBC-AM				
2 WCBS-AM	WNBC - AM	WC B S - AM				
3 WNBC-AM	WINS-AM	WABC-AM				
4 WHN -AM	WC BS-AM	WINS-AM				
5 WINS-AM	WHN -AM	WHN -AM				
6 WBLI-FM	WCTO-FM	WCBS-FM				
7 WCBS-FM	WKTU-FM	WBLI-FM				
8 WRFM-FM	WCBS-FM	WYNY-FM				
9 WCTO-FM	WBLI-FM	WR FM - FM				
10 WMCA-AM	WBLS-FM	WBLS-FM				

#### **Format Penetration Chart**

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

#### Format Legend

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



#### **Phoenix**

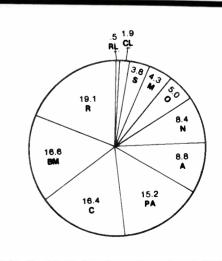
		_						
Continued from Page 174								
M-F, 6-	10am							
1	KOY -AM	KOY -AM	KOY -AM					
2	KTAR-AM	KTAR-AM	KTAR -AM					
3	KQYT-FM	KNI X-FM	KNI X-FM					
4	KBBC-FM	KJJJ-AM	KJJJ-AM					
5	KMEO-FM	KQYT-FM	KOOL-PM					
	KNIX-FM	KMEO-FM	KOPA-FM					
7	KUPD-FM	KOOL-FM	KMEO-FM					
8	KARZ-AM	KKKQ-AM	KQY T-FM					
9	KOOL-FM	KBBC-FM	KKKQ-AM					
10	KJJJ-AM	KARZ-AM	KNI X-AM					
M-F, 3-1	7pm							
1	KOY -AM	KOY -AM	KOY -AM					
2	K QYT - F M	KNI X-FM	KNIX-FM					
3	KTAR-AM	KQY T-FM	KTAR-AM					
4	KMEO-FM	MA-LLLX	KJJJ-AM					
5	KBBC-FM	KTAR-AM	KMEO-FM					
6	KUPD-FM	KOOL-FM	KOPA-FM					
7	KN I Y - FM	KMEO-FM	KOYT-FM					
8	KKKQ-AM	KKKQ-AM	KOOL-FM					
9	KJJJ-AM	KBBC-FM	KDKB-FM					
1.0	KOOL-FM	KXTC-FM	KKKQ-AM					

#### **Format Penetration Chart**

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

#### Format Legend

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



#### werage Persons 12+ Share Trends londay-Bunday, Sem-Midnight OP(00): 1715

	A/M '78		A/M 179		08° M\A	
1	WGAN-AM	19.2	WGAN-AM	17.5	WGAN-FH (MA)	13.4
2	WJBQ-FM	11.8	WFOR-FM	10.1	WGAN-AH (PA)	11.9
3	WGAN-FM	11.1	WGAN-PM	8.6	WBLH-FH(A)	10.3
4	WPOR-AM	6.6	WPOR-AM	8 - 2	WLOB-FH(A)	8.7
5	WHOM-FM	6.3	WJBQ-FM	7.8	WJBQ-FM@	8 - 3
6	WFOR-FM	5.5	WHGE-FH	7.8	WPOR-AH (C)	8.3
7	WJBQ-AM	5.5	WIGY-FM	6.7	WMGX-FH(A)	7.1
8	WBZ -AM	5.5	WLOB-FM	6.3	WPOR-FM(C)	6.7
9	WBLM-FM	5 • 2	WROM-FM	4.5	WHOM-PHORW	4.7
10	WCSH-AM	4.4	MA-OELW	4 - 1	WIGY-PM (TO	4.0
11	WIGY-FM	4.1	WBLM-FM	3.7	WCSH-AMPA	3.6
12	WHGX-FH	4.1	WKXA-PH	3.0	WBZ -AMPA	2.8
13	WKXA-FM	2.2	WCSH-AM	2.6	<b>WJBQ-AM何</b>	2 • 0
14	WDCS-FM	1.1	WBZ -AM	2.2	WKXA-PH(C)	1.6
15	WLOB-AM	0.7	WKXA-AM	1.5	WDCS-FH(CL)	0.8
16	WLOB-FM	0 - 7	WITS-AM	1.1	WLOB-AH (P)	0.8
17	WJTO-AM	0.7	WDCS-FH	1.1	WEEI-AH (M)	0.4
18	WKXA-AM	0.7	WLOB-AM	0.4	WKX A- AM (PA)	0.4
19	WRKO-AM	0.4	MA-OTLW	0.4		

#### Average Persons Trends/Rankings

otal	12+					
-8, 6	em-Midnight					
)P(	00): 1715					
	A/M '78		A/M '79		A/M '80	
1	WGAN-AM	52	WGAN-AM	47	WGAN-FM	34
2	WJBQ-FM	32	WPOR-FM	27	WGAN-AM	30
3	WGAN-FM	30	WGAN-FM	23	WBLM-FM	26
4	WPOR-AM	18	WPOR-AM	22	WLOB-FM	22
5	WHOM-FM	17	WJBQ-FM	21	WJBQ-FM	21
₽, 6	-10em					
1	WGAN-AM		WGAN-AM		WGAN-AM	
2	WJBQ-FM		WPOR-FM		WPOR-AM	
3	WPOR-AM		WPOR-AM		WGAN-FM	
4	WGAN-FM		WJBO-FM		WBLM-FM	
5	WCSH-AM		WGAN-FM		WJBQ-FM	
₽, 3	-7pm					
1	WGAN-AM		WGAN-AM		WGAN-FM	
2	WGAN-FM		WMGX-FM		WGAN-AM	
3	WJBQ-FM		WGAN-FM		WLOB-FM	
4			WPOR-AM		WJBQ-FM	
5	WBZ -AM		WPOR-FM		WBLM-FM	
-						_

POTIS		
-S, 6em-Midnight		
)P(00): 219		
A/M '78	A/M 179	A/M '80
1 WJBQ-FM	WLOB-FM	WJBQ-FM
2 WIGY-FM	WJBQ-FM	WLOB-FM
3 WGAN-AM	WIGY-FM	WIGY-FM
-F, 6-10am		
1 WJBQ-FM	WLOB-FM	WLOB-FM
2 WGAN-AM	WJBQ-FM	WJBQ-FM
3 WIGY-PM	WGAN-AM	WGAN-AM
₹, 3-7pm		
1 WJBQ-FM	WLOB-FM	WJBQ-FM

₹, 3-7pm		
1 WJBQ-FM	WLOB-FM	WJBQ-FM
2 WIGY-FM	WJBQ-FM	WLOB-FM
3 WGAN-AM	WIGY-FM	WIGY-FM
duits 18-34 -8, 6em-Midnight		
)P(00): 582		
4 444 154	A (84 156	A 10.0 LO.O.

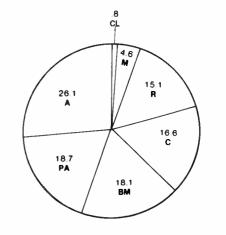
A/M '78	A/M '79	A/M '80
1 WGAN-AM	WHGX-FH	WBLH-FH
2 WJBQ-FM	WGAN-AM	WMGX-FM
3 WBLH-FM	WJBQ-FM	WLOB-FM
4 WGAN-FM	WIGY-FH	WGAN-AM
5 WHGX-FM	WLOB-FM	WIBQ-FM
F, 8-10am		
1 WJBQ-FM	WGAN-AM	WBLM-FM
2 WGAN-AM	WJBQ-FM	WJBQ-FM
3 WBLH-FH	WMGX-FM	WGAN-AM
4 WGAN-FM	WIGY-FM	WMGX-FM
5 WMGX-FH	WJ BQ-AM	WLOB-FM
F, 3-7pm		
1 WGAN-AM	WMGX-FM	WBLM-FM
2 WJBQ-FM	WGAN-AM	WLOB-FM
3 WBLM-FM	WJBQ-FM	WMGX-FM
4 WGAN-FM	WIGY-FM	WGAN-AM
S UMCY-PH	WLOB-FM	WJBO-FM

5 WHGX-FH	WLOB-FM	M3-DECM
dults 25-54		
-S, 6am-Midnight		
DP(00): 756		
A/M '78	A/M 179	A/M '80
1 WGAN-AM	WGAN-AM	WGAN-FM
2 WGAN-FM	WPOR-FM	WGAN-AM
3 WHOM-FM	WMGX-FM	WB LM-FM
4 WPOR-FM	WGAN-FM	WMGX-PM
5 WBZ -AM	WPOR-AM	WPOR-FM
HF, 6-10am		
1 WGAN-AM	WGAN-AM	WGAN-AM
2 WPOR-FM	WPOR-FM	WGAN-FM
3 WGAN-FM	WPOR-AM	WBLM-FM
4 WKXA-FM	WGAN-FM	WPOR-AM
5 WJBQ-FM	WMGX-FM	WPOR-FM
HF, 3-7pm		·
1 WGAN-AM	WGAN-AM	WGAN-FM
2 WGAN-FM	WPOR-FM	WGAN-AM
3 WBLM-FM	WMGX-FM	WBLM~FM
4 WBZ -AM	WPOR-AM	WMGX-FM
5 WPOR-FM	WGAN-FM	WPOR-FM

#### Cume Persons Trends/Bankings

Cume	Perso	ons irend	IS/Ha	nkings	
Total 12+					
M-S, Sam-Midnight					
POP(00): 1715					
A/M *78		A/M '79		A/M 180	
1 WGAN-AM	777	WGAN-AM	662	WGAN-AM	647
2 WJBQ-FM	402	WGAN-FM	353	WGAN-FM	443
3 WGAN-FM	369	WJBQ-FH	353	WJBQ-FM	323
4 WPOR-AM	291	WPOR-AM	275	WPOR-AM	315
5 WCSH-AH	258	WPOR-FM	272	WPOR-FM	290
M-F, 6-10am					
1 WGAN-AM		WGAN-AM WPOR-FM		WGAN-AM	
2 WJBQ-FM 3 WGAN-FM		WGAN-FM		WGAN-FM WPOR-AM	
4 WPOR-AM		WJBQ-FM		WJBQ-FM	
5 WJBQ-AM		WPOR-AM		WBLM-FM	
M-F, 3-7pm					
1 WGAN-AM		WGAN-AM		WGAN-AM	
2 WGAN-FM		WJBQ-FM		WGAN-FM	
3 WJBQ-FM		WGAN-FM		WJBQ-FM	
4 WJBQ-AM		WLOB-FM		WBLM-FM	
5 WPOR-AM		WPOR-AM		WLOB-FM	
Teens					
M-S, 6em-Midnight					
POP(00): 219					
A/M '78		A/M '79		08' M\A	
1 WJBQ-FM		WJBQ-FM		WJBQ-FM	
2 WIGY-FM		WLOB-FM		WLOB-FM	
3 WGAN-AM		WIGY-FM		WIGY-FM	
M-F, 6-10am					
1 WJBQ-FM		WJBQ-FM		WLOB-FM	
2 WJBQ-AM		WLOB-FM		WJBQ-FM	
3 WIGY-FM		WGAN-AM		WGAN-AM	
M-F, 3-7pm					
1 WJBQ-FM		WJBQ-FM		WJBQ-FM	
2 WIGY-FM		WLOB-FM		WIGY-FM	
3 WGAN-AM		WIGY-FM		WLOB-FM	
Adults 18-34					
M-S, 6em-Midnight					
POP(00): 582		A 455 100		A/M '80	
A/M 178		A/M 179			
1 WGAN-AM		WGAN-AM		WBLM-FM	
2 WJBQ-FM 3 WBLM-FM		WJBQ-FM WMGX-FM		WGAN-AM WMGX-FM	
4 WMGX-FM		WRGX-FR WBLM-FR		WJBQ-FM	
5 WJBQ-AM		WJBQ-AM		WLOB-FM	
M-F, 6-10mm 1 WGAN-AM		WGAN-AM		WBLH-FM	
2 WJBQ-FM		WJ BO-AM		WGAN-AM	
3 WBLM-FM		WHGX-FH		WJBQ-FM	
4 WJBQ-AM		WJBQ-FM		WMGX-FM	
5 WHGX-FH		WIGY-FM		WLOB-FM	
M-F, 3-7pm					
1 WGAN-AM		WGAN-AM		WBLM-FM	
2 WJBQ-FM		WJBQ-FM		WGAN-AM	
3 WBLH-FH		WMGX-FM		WMGX-FM	
4 WMGX-FM		WIGY-FM		WLOB-FM	
MA-DELW 5		WLOB-FM		WJBQ-FM	

#### R&R RATINGS REPORT/1980 • Adults 25-54 M-8, 6em-Midnight POP(00): 756 A/M '78 A/M '79 A/M '80 WGAN-AM WGAN-FM WPOR-FM WPOR-AM WMGX-FM WGAN-AM WGAN-PM WPOR-PM WPOR-AM WMGX-PM 1 WGAN-AM 2 WGAN-FM 3 WHOM-FM 4 WPOR-FM 5 WPOR-AM M-F, 8-10em 1 WGAN-AM 2 WGAN-FM 3 WPOR-FM 4 WPOR-AM 5 WJBQ-AM WGAN-AM WGAN-FM WPOR-FM WPOR-AM WBLM-FM WGAN-AM WGAN-FM WPOR-FM WPOR-AM WMGX-FM WGAN-AM WGAN-FM WPOR-FM WPOR-AM WJBQ-FM WGAN-AM WGAN-FM WMGX-FM WPOR-AM WPOR-FM 1 WGAN-AM 2 WGAN-FM 3 WHOM-FM 4 WPOR-AM 5 WBZ -AM



#### Format Legend

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

# Portland, OR METRO RANK A/M '80 Market Out-

**32** 

KGW remained the key station in Portland, by virtue of its lead in both the 18-34 and 25-54 demos. KGW had tremendous appeal to the 25-34's in the Portland community, and this strength built a solid sales story in both the key demos. KGW's 18-34 share was stable at a mid-16 figure, while the 25-54 number was in the mid-12 bracket, down slightly from last fall's 13.

In the 25-54 demos, Beautiful Music KXL-FM and Golden West's KEX were the runners-up. KEX was down from its fall share, not unusual since the fall sweep covers more of the Trailblazers basketball games. KXL-FM enjoyed a big surge, adding four shares to land in the upper-9 share stratum, just a-

The young adult race showed AOR's KGON and KINK trailing KGW. KGON remained stable with a 14 share, and used an ad campaign based on TV, with newspaper ads and bumper stickers as backup. KINK slipped 20% this sweep, down to a mid-10 share. Of the two KINK had a stronger appeal among women 18-34, while KGON was the leader among men 18-24.

#### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

	(00): 969				
	A/M '79		O/N '79		A/M '80
-1	KGW -AM	13.0	KGW -AM	11.9	KGW -AM (R) 11.
2	KGON-FM	7.7	KEX -AM	9.1	KXL -FM (BM) 8.
3	KXL -AM	7.6	KGON-FM	8.5	KGON-FM(A) 7.
4	KWJJ-AM	7.3	KUPL-FM	7 - 2	KEX -AM (PA) 7.
5	KPAM-FM	7 - 1	KINK-FM	5.9	KUPL-FM (BM) 7.
6	KUPL-FM	6.7	KWJJ-AM	5.5	KMJK-FM (B) 6.
7	KEX -AM	5.5	KMJK-FM	5.5	KWJJ-AM (C) 5.
8	KXL ~FM	4.6	KKEY-AM	5.5	KYTE-AM (C) 5.
9	KYTE-AM	4.4	KXL -FM	5.3	KXL -AM (BM) 4.
10	KINK-FM	3.9	KXL - AM	4.9	KINK-FM (A) 4.
11	KJIB-FM	3.8	KPAM-FM	3.9	KKEY-AM (T) 3.
12	KYXI-AM	3.6	KYTE - AM	3.3	KYXI-AM (N) 3.
13	KKEY-AM	3.3	KY X I ~ A M	3.3	KUPL-AM (BM) 3.
14	KLLB-FM	2.9	KJIB-FM	3 - 1	KLLB-FM (R) 2.
15	KMJK-FM	2.9	KLLB-FM	2.6	KOFM-FM (A) 2.
16	KUPL-AM	2.7	KUPL-AM	2.0	KPAM-FM (R) 2.
17	KPDQ-FM	1.2	KOFM-FM	1.9	KJIB-FM (C) 2.
18	KVAN-AM	1.1	KPDO-FM	1.0	KGAR-AM (C) 1.
19	KQFM-FM	1.0	KVAN-AM	0.8	KPDO-FM (RL) 1.
20	K PDQ - AM	0.8	KG AR -AM	8.0	KKSN-AM (A) 1.
2 1	KRDR-AM	0.8	KPAM-AM	0.6	KARO-AM (PA)O.
2 2	KPAM-AM	0.6	KPDO-AM	0.6	KLIO-AM (RL) O.
2 3	KGO -AM	0.6	KGO -AM	0.4	KGO -AM (N/T) O.
2 4	KGAR-AM	0.4			KPAM-AM (R) ().
2 5				•	KPDO-AM (ML) O.
2.6					KRDP-AM (C) O.

#### Average Persons Trends/Rankings

Total 12+		
M-S, 6am-Midi	night	
POP(00):	969	6

KGW -AM

KPAM-FM

	A/M '79		O/N '79		A/M '80	
1	KCW -AM	175	KGW -AM	175	KGW - AM	1.6
2	KGON-FM	104	KEX - AM	134	KX1 F **	1:
3	KKI -AM	102	KG ON - 1 M	1.25	KGON - FM	1.1
	KMJJ-AM	O O	RUPL-FM	105	KEY -AM	1.6
5	KPAM-F5	06.	FINK-FM	86	ELBT-Ez	1.0
M-F, 6	i-10am					
	KGW -AM		KGW -AM		KGW -AM	
2	KXIAM		KFX -AM		KEX -AM	
3			KWJJ-AM		KWJJ-AM	
	KFX -AM		KGOK-FM		KXL -AM	
5	KGON-FM		KXL -AM		KXT -EW	
M-F, 3	i-7pm					
1	KGW -AM		KGW -AM		KGW -AM	
2	KPAM-FM		KG ON - FM		KGON - FM	
3	KWJJ-AM		KEX -AM		KXI, -FM	
4	KGON-FM		KUPL-FM		KUPL-FM	
5	KUPL-FM		KMJK-FM		KMJK-FM	
	is iam-Midnight (00): 1160	1				
	A/M '79		O/N '79		A/M '80	
1	KGW -AM		KG ON - FM		KMJK-FM	
2	KPAM-FM		KGW -AM		KGON-FM	
3	KYTF-AM		KMJK-FM		KGW -AM	
M-F, 6	-10am					
1	KGW -AM		KGW -AM		FGW -AM	
2	KPAM-FM		KGON FM		KMJK-FM	
3	KYTE-AM		KMJK-FM		KGON-FM	

KGON-FM KGW -AM KMJK-FM

KMJK-FM

#### Adults 18-34 POP(00): 3542

A/	M '79	O/N '79	08' M/A
1 KGW	- A N	KGW -AM	KGW -AM
2 KG0	N = F M	K G ON - F M	KGON + FM
3 KPA	M - FM	KINK-FH	KINK-FM
4 KIN	K-FM	KMJK-FM	KMJK-FM
5 KMJ	K-FM	FEX -AM	KY TE ~ AM
M-F, 6-10an	1		
1 KGW	~ A M	KGW -AM	FGW -AM
2 KG0	N - F M	KGON - FM	KGON - FM
3 KPA	M-FM	KINK-FM	KINK-FM
4 KWJ	J-AM	KMJK-FM	KMJK-FM
5 KMJ	K-FM	KPAM-FM	KEY -AM
M-F, 3-7pm			
1 KGW	- A M	KGW -AM	KGW -AM
2 KG0	N-FM	KINK-FM	KGON-FM
3 KPA	4 - FM	FGON - FM	KINK-FM
4 KMJ	K-FM	KMJK-FM	KMJK-FM
5 KIN	K-FM	KEX -AM	KY TE - AM

A/M '79	O/N '79	A/M '80
1 KGW -AM	KGW -AM	KGW -AM
2 KXL -AM	KEX -AM	KXIFM
3 KWJJ-AM	KINK-FM	KFX -AM
4 KEX -AM	MA-LLWX	KYTF-AM
5 KUP1FM	KUPL~FM	KWJJ-AM
M-F, 6-10am		
1 KGW - AM	KGW -AM	KGW -AM
2 KWJJ-AM	KEX -AM	KEX -AM
3 KEX -AM	KMJJ-AM	KWJJ-AM
4 KXL -AM	KUPL-FM	KXL -FM
5 KXIFM	KINK-FM	KY TE - AM
M-F, 3-7pm		
1 KGW -AM	KGW -AM	KGW -AM
2 KWJJ-AM	KEX -AM	KXL -FM
3 KEX -AM	MA-LWX	KWJJ-AM
4 KUPL-FM	KINK-FM	KEX -AM
5 KPAM∼FM	KUPL-FM	KYTE-AM

#### Cume Persons Trends/Rankings

#### Total 12-M-S, 6am-Midnight

A/M '79		O/N '79		A/M '80	
1 KGW -AM	3237	KGW -AM	3070	KGW -AM	290
2 KFX -AM	16.10	KEX -AM	2602	PFY -AM	179
3 KPAM-FM	1594	KGON-FM	1433	REJULAN	147
4 KYTE-AM	1555	KWJJ-AM	1426	KCON - FM	143
5 KWJJ-AM	1499	KINK-FM	1181	FXIFM	1.36
M-F, 6-10am					
1 KGW -AM		KGW -AM		KGW -AM	
2 KX1, -AM		KEX -AM		KEX -AM	
3 KEX -AM		KGON-FM		KWJJ-AM	
4 KWJJ-AM		KWJJ-AM		V G O N - F M	
5 KPAM-FM		KYXI-AM		KXL -FM	
M-F, 3-7pm					
1 KGW -AM		KGW -AM		KGW -AM	
2 KPAM-FM		KFX -AM		KGON-FH	
3 KFX -AM		KGON-FM		KFX -AM	
4 KYTF-AM		KWJJ~AM		KWJJ-AM	
5 KWJJ-AM		KUPL~FM		KXI, -FM	

#### M-S. 6am-Midnight

POP(00): 1160

A/M '79	O/N '79	A/M '80
1 KGW -AM	KGW -AM	KGW -AM
2 KYTF-AM	FGON - FM	KMJK-FM
3 KPAM-FM	KMJK = FM	FGON-12
A-F, 6-10am		
1 KGW -AM	KGW -AM	KGW -AM
2 KYTF-AM	KGON-FM	KMJK-FM
3 KPAM-FM	KMJK-FM	KGON-FM
f-F, 3-7pm		
1 KGW -AM	KGW -AM	KGW -AM
2 KYTE-AM	KG ON - FM	KMJK-FM
3 KPAM-FM	KMJK-FM	KG 08 - FM
M. N. 40 04		

#### M-S. 6am-Midnight

POP(00): 3542 A/M '79

1 KGW -AM	KGW - AM	FGW -AM
2 K P AM = F M	KINK-FF	KGON-FM
3 KCON-FM	K G ON - F M	KINK-EM
4 FINK-FM	KFX -AM	KM JK-FM
5 KYTE-AM	KPAM-FM	KILL B. FM
M-F, 6-10am		
1 KGW -AM	KGW -AM	KGW -AM
2 KGON-FM	KINK-FM	KGON-FM
3 KPAM~FM	KGON-FM	KINK-FM
4 KYTE-AM	KPAM-FM	KMJK-FM
5 KINK-FM	KEX -AM	KLL B-FM
M-F, 3-7pm		
1 KGW -AM	KGW -AM	KGW -AM
2 KGON-FM	KINK-FM	KGON-FM
3 KPAM-FM	KGON-FM	KINK-FM
4 KYTE-AM	KFX -AM	KMJK-FM
5 KINK-FM	KMJK-FM	KPAM-FM

O/N '79

#### Adults 25-54

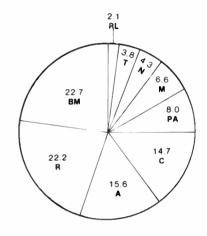
POP(00): 4565

A/M '79	O/N '79	A/M '80
1 KGW -AM	KGW -AM	KGW -AM
2 KWJJ-AN	KEX -AM	KEX -AM
3 KFX -AM	MA-LWX	MA-LWW
4 KUPL-FM	KINK-FM	KXL -FM
5 KPAM-FM	KUPL-FM	KYTE - AM

M-F, 6-	TUBITI		
1	KGW -AM	KGW -AM	KGW -AS
2	MA~LLWX	KFX ~AM	KEX -A
3	KXIAM	KWJJ~AM	KWJJ-A:
4	KFX -AM	KINK-FM	KY TE - A:
5	KYXI-AM	KUPL~FM	KXIF
M-F, 3-	•		
1	CGW -AM	KGW -AM	KGW -A5
2	KEX -AM	KEX -AM	KWJJ-AN
3 1	WJJ-AM	KWJJ-AM	KEX -AN
4 1	KYXI-AM	KINK-FM	KXIFN
5 1	KPAM-FM	KUPL-FM	KY TE - AN

#### **Format Penetration Chart**

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



#### Format Legend

A-AOR, 8-Black, 88-Big Band, 8M-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News. O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

#### YOU CAN ORDER **MORE COPIES OF**



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#### Providence-Warwick-Pawtucket

METRO RANK



M-F. 3

M-S. 6am-Midnight

POP(00): 1456

WPJB-FM

WPRO-FM

WPRO-AM

WP.IR-FM

WPRO-FM WPRO-AM

WPRO-AM

WPRO-FM

WPRO-AM

WBRU-FM WJAR-AM

WFEI-FM WGNG-AM

WPRO-FM

WPJB-FM WJAR-AM WMYS-FM

WGNC-AM

WBRU-FM WEEI-FM

WBZ -AM

WPRO-FM WPJB-FM WPRO-AM

WBRU-FM WEEI-FM WGNG-AM

WJAR-AM

WYKS-FM

WMYS-FM

WHJY-FM WPJB-FM WNBH-AM

WHIM-AM

10 WAAF-FM

10 WBCN-FM

M-F, 3-7pm

10 WXKS-FM

M-F, 6-10am

M-F. 6-10am

M-F. 3-7pm 1 WPRO-FM 2 WPJB-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 3879 A/M '79

#### \/M '80 Market Overview

WLKW-FM, a Beautiful Music station, continued o lead the Providence metro, thanks especially to ts standing with the 25-54 audience. WLKW-FM ed in the key adult target with a share just under 12, fown slightly from its O/N '79 showing but still domnant. WLKW-FM is one of those top BM stations that exercises control over what is played on the air. Carson Radio Services provides the music but VLKW-FM management has creative control over what is played and when. For this book the station nade a series of technical improvements, advertised on TV and in the newspaper, and brought in a new of technical improvements.

Second in the 25-54 demographic was **WPRO**, he leading Pop/Adult station. WPRO had over an 8 share in the 25-54 cell, down from 10 in the fall. Except for a direct mail piece (for which the station

O/N '79

A## '80

#### rerage Persons 12+ Share Trends inday-Sunday, 6am-Midnight i P ( 00 ): 11760

A/M '79

	A/M 79		O/N 79		A/M 80
1	WLKW-FM	10.1	WLKW-FM	12.4	WLKW-FM(8M)10.8
2	WPRO-AM	9.9	WPRO-FM	8 • 6	WPJB-FM (R) 9.4
3	WPRO-FM	8.3	WPRO-AM	7.7	WPRO-FM (R) 7.1
4	WPJB FM	7 - 2	WPJB-FM	7 . 2	WPRO-AM (PA) 5-8
5	WJAR-AM	5.8	WHJY-FM	6.0	WEAN-AM (N) 5.7
6	WHJY-FM	5.5	WEAN-AM	4.9	WHJY-FM (800) 5.1
7	WEAN-AM	5.4	WJAR-AM	3.9	WJAR-AM (PA) 4.7
- 8	WHIM-AM	3.6	WBSM-AM	3.3	WHIM-AM (C) 4.4
9	WBSM-AM	2.7	WMYS-FM	3 . 1	WMYS-FM (PA) 3.8
10	WLKW-AM	2.6	WHIM-AM	3.0	WBSM-AM (PA) 3.7
11	WBZ -AM	2.6	WBRU-FM	2.7	WXKS-FM (R) 2.5
12	WMYS-FM	2.3	WLKW-AM	2.4	WBRU-FM (A) 2-4
13	WBRU-FM	2.2	WBZ -AM	2.0	WLKW-AM (BM) 2.3
14	WAAF-FM	1.8	WAAF-FM	2.0	WGNG-AM (0) 2.3
15	WICE-AM	1.7	WEEI-FM	1.9	WSAR-AM (PA) 1.9
16	WGNG-AM	1 - 6	WCOZ-FM	1.8	WAAF-FM (A) 1.9
17	WEEL-FM	1.6	W GN C - A M	1.6	WALE-AM (PA) 1 . 6
18	WALE-AM	1.5	WALE-AM	1 • 6	WCOZ-FM (A) 1.6
19	WPEP-AM	1.5	WXKS-FM	1.4	WBZ -AM (PA) 1.5
20	WNBH-AM	1 - 3	WBCN-FM	1.4	WROR-FM (PA) 1.4
21	WJIB-FM	1.2	WWON-AM	1.2	WEEI-FM (A) 1.4
22	WADK-AM	1.1	WROR-FM	1.0	WADK-AM (PA) 1.1
23	WXKS-FM	1.1	WPLM-FM	1.0	WJIB-FM (BM) 1.1
24	WOTB-FM	1.0	WADK-AM	1.0	WCRB-FM (CL) 1.1
25	WROR-FM	0.9	WHDH-AM	0 9	WPLM-FM (88) 1.0
26	WBCN-FM	0.9	WPEP-AM	0.9	WNBH-AM (PA) 0.9
27	WWON-AM	0.8	WSAR-AM	0.8	WJFD-FM (M) 0-7
28	WARA-AM	0.7	WNBH-AM	0.7	WHDH - AM (PA) 0 . 6
29	WERI-AM	0.7	WICE-AM	0.7	WVBF-FM (M) 0.6
30	WRLM-FM	0.7	WVBF-FM	0.7	WC I B-FM (PA) 0.6
31	WSAR-AM	0.6	WJIB-FM	0.6	WARA-AM (PA) 0.6
32	WCOZ-FM	0.6	WCRB-FM	0.6	WHUE-FM (BM) (). 6
33	WHDH-AM	0.5	WC IB-FM	0.5	WERI-FM(N) 0.5
34	WBOS-FM	0.5	WOTB-FM	0 - 5	WWON-AM (PA) 0.5
2.5	LIDT B - AM	0.5	UEDI-EM	0.5	WRCN-FM(A) 0.5

#### WHUE-FM 0.3 Average Persons Trends/Rankings

WERI-FM WKRI-AM WNBC-AM WCBS-AM

WARA-AM

WRIB-AM WRLM-FM

WB OS - FM

0.5

D.4

0.3

0 - 5

0.5

0.4

0.3

WRLM-FM(PA) 0.5

UNRI-AMON 0.5

WKRI-AM (PA) 0.4

WRKO-AMM 0.3 WNBC-AMM 0.3

WPLM-AM (88

'otal 12+				
1-S, 6am-Midr	niç	h	ŧ	
OP(00):	1	1	7	60

WKRI-AM WPLM-FM

WCRB-FM

WERT-FM

WXKS AM

35 WRIB-AM

39 WHITE-EM

41 WWON-FM

	A/M '79		O/N '79		A/M '80	
1	WLKW-FM	211	WLKW-FM	260	WLKW-FM	233
2	WPRO-AM	207	WPRO-FM	181	WPJB-FM	203
3	WPRO-FM	174	WPRO-AM	161	WPRO-FM	153
4	WPJB-FM	150	WPJB-FM	151	WPRO-AM	126
5	WJAR-AM	121	WHJY-FM	126	WEAN-AM	122
6	WHJY-FM	115	WEAN-AM	102	WHJY-FM	111
7	WEAN-AM	113	WJAR-AM	82	WJAR-AM	101
8	WHIM-AM	7.5	WBSM-AM	69	WHIM-AM	94
9	WBSM-AM	5.7	WMYS-FM	66	WMYS-FM	81
10	WLKW-AM	5 5	WHIM-AM	64	WBSM-AM	7 9
I-F, 6	-10am					
1	WPRO-AM		WPRO-AM		WPRO-AM	
2	WEAN-AM		WLKW-FM		WLKW-FM	
3	WLKW-FM		WPRO-FM		WEAN-AM	
4	W P R O - F M		WEAN-AM		WPJB-FM	
5	WPJB-FM		WPJB-FM		WPRO-FM	
6	WJAR-AM		WHJY-FM		WHJY-FM	
7	WHJY-FM		WJAR-AM		WJAR-AM	
. 8			WBSM-AM		WBSM-AM	
			DATE AM		HANG EM	

was cited by **Arbitron**), WPRO did no outside advertising.

WPJB and WPRO-FM continued to battle for the 18-34 lead. In the O/N '79 results WPRO-FM had a lead of three shares over WPJB, but in this book WPJB was ahead by one. WPJB achieved its mid-12 share in the young adult target through a more extensive ad campaign, featuring TV with newspaper and busboards also tied in. The station also aired money giveaways regularly, with lots of winners. A significant boost in the station's female numbers accounted for most of the WPJB rise this sweep.

WPRO-FM adopted a different approach, using

O/N '79

WPJB-FM WPRO-FM

WPJB-FM

WPRO-FM

WPRO-AM

WP.IB-FM

WXKS-FM

O/N '79

WPRO-FM

WPJB-FM

WBRU-FM WMYS-FM

WEEL-EM

WAAF-FM WCOZ-FM

WBCN-FM

WCNC-AM

WPRO-AM

WPRO-FM WPJB-FM

WMYS-FM

WBRU-FM

WIAR-AM

WAAF-FM WBCN-FM

WCOZ-FM

WPRO-FM

WBRU-FM WMYS-FM

WPRO-AM

WFEI-FM WCOZ-FM WAAF-FM

WGNG - AM

WPRO-FM

WXKS-FM

WPRO-FM WAAF-FM

WPJB-FM WPRO-FM WXKS-FM

A/M '80

WPJB-FM

WPRO-FM

WMYS-EM

WBRU-FM

WJAR-AM WLKW-FM WXKS-FM

WCNG-AM

WAAF-FM

WPRO-AM

WPRO-FM

WMYS~FM WJAR-AM WBRU-FM

WIKE-FM

WGNG-AM WAAF-FM

WEAN-AM

WPRO-EM

WBRU-FM WXKS-FM

WPRO-AM WJAR-AM WLKW-FM

WGNG-AM

WROR-FM

WPRO-FM WHIM-AM WMYS-FM

WBSM-AM

no outside advertising. The station's numbers may have been hurt by new personalities coming aboard prior to the book, affecting middays, PM drive, and the all-night show; the station's numbers showed softness in those dayparts. WPRO-FM was still a strong factor 18-34 with an 11 share.

One additional station made a significant move of this book, Country WHIM. The station was able to boost its male audience in midday and PM drive, accounting for a two-share gain in the 25-54 cell this time. There were no personnel shifts or ad efforts to account for the increase, so the station's fine-tuning of its music must be paying off.

3-7pm			M-F, 3-7pm		
WPRO-FM	W1KW-FM	WPJB-FM	1 WPRO-AM	WIKW-FM	WLKW-FM
WLKW-FM	WPJB-FM	WLKW-FM	2 WHJY-FM	WPRO-AM	WHJY-FM
WPRO-AM	WPRO-FM	WPRO-FM	3 WJAR-AM	WPRO-FM	WPJB-FM
WPJR-FM	WPRO-AM	WEAN-AM	4 WIKW-FM	WHJY-FM	WHIM-AM
WJAR-AM	WFJY-FM	WJAR-AM	5 WPRO-FM	WPJB-FN	WPRO-AM
WHJY-FM	WFAN-AM	WHJY-FM	6 WEEL-FM	WHIM-AM	WMYS-FM
WEAN-AM	WJAR-AM	WMYS-FM	7 WMYS-FM	WMYS-FM	WJAR-AM
WEEI-FM	WMYS-FM	WPRO-AM	8 WEAN-AM	WJAR-AM	WPRO-FM
WBRU-FM	WBRU-FM	WHIM-AM	9 WPJB-FM	WEAN-AM	WEAN-AM
WMYS-FM	WHIM-AM	WXKS-FM	10 WGNG-AM	WBZ -AM	WGNG-AM

#### Cume Persons Trends/Rankings

#### Total 12+ M-S, 6am-Midnight

	A/M 79		O/N '79		A/M '80	
1	WPRO-AM	1649	WPRO-AM	3134	WPJB-FM	3067
2	WPRO-FM	2820	WPRO-FM	3025	WPRO-AM	2782
3	WPJB-FM	2709	WPJB-FM	2810	WPRO-FM	271
4	WJAR-AM	2473	WLKW-FM	2636	WLKW-FM	2701
5	WLKW-FM	2172	WEANHAM	1963	WJAR-AM	210
6	WEAN-AM	2020	WJAR-AM	1952	WEANHAM	1979
7	WHJY-FM	1396	WHJY-FM	1477	WHJY-FM	1402
8	WBZ -AM	1243	WMYS-FM	1091	WMYS-FM	1091
9	WBRU-FM	863	WBZ -AM	953	WGNG-AM	955
10	WMYS-FM	842	WBRU-FM	833	WHIM-AM	8.58
M-F, 6	-10am					

10	WMYS-FM	842	WBRU-FM	833	WHIM-AM
M-F, 6	-10am				
1	WPRO-AM		WPRO-AM		WPRO-AM
2	WPRO-FM		WPRO-FM		WPJB-FM
3	WPJB-FM		WPJB-FM		WPRO-FM
4	WEAN-AM		WLKW-FM		WEAN-AM
5	WLKW-FM		WEAN-AM		WLKW-FM
6	WJAR-AM		WJAR-AM		WJAR-AM
7	WHJY-FM		WHJY-FM		WHJY-FM
8	WHIM-AM		WMYS-FM		WMYS-FM
9	WBZ -AM		WBSM-AM		WHIM-AM
10	WCNG-AM		WHIM-AM		WBSM-AM
M-F, 3	-7pm				
1	W P R O - A M		WPJB-FM		WPJB-FM
2	WP.TR-FM		WPRO-FM		W PRO - FM

4	W F K U F A A	M ( J D - L U	M L 2 D - L U
2	WPJB-FM	WPRO-FM	WPRO-FM
3	WPRO-FM	WLKW-FM	W LK W-FM
4	WLKW-FM	WPRO-AM	WJAR-AM
5	WJAR-AM	WFAN-AM	WPRO-AM
6	WEANHAM	WJAR-AM	WEAN-AM
7	WHJY-FM	WHJY-FM	WHJY-FM
8	WBRU-FM	WMYS-FM	WMYS-FM
9	WBZ -AM	WBRU-FM	WHIM-AM
1.0	WGNG-AM	WGNG-AM	WGNG - AM

#### Teens M-S, 6am-Midnight

POP(00). 1430		
A/M '79	O/N '79	A/M '80
1 WPJB-FM	WPJB-FM	WPJB-FM
2 WPRO-FM	WPRO-FM	WPRO-FM
3 WPRO-AM	WPRO-AM	WPRO-AM
M-F, 6-10am		
1 WPJB-FM	WPJB-FM	WPJB-F
2 WPRO-FM	WPRO-FM	WPRO-FM
3 WPRO-AM	WPRO-AM	WPRO-AM
M-F, 3-7pm		
1 WPJB-FM	WPJB-FM	WPJB-F
2 WPRO-FM	WPRO-FM	WPRO-FM
3 UPDO 4M	WPRO-AM	WAAF-F5

Adults 18-34
M-S, 6em-Midnight

	00): 3879 <b>A/M '79</b>	O/N '79	A/M '80
1		WPRO-FM	
	WPRO-AM		WPRO~FM
	WPRO-FM	WPJB-FM	WPJB-FM
_	WPJB-FM	WPRO-AM	WPRO-AM
	WJAR-AM	WJAR-AM	WJAR-AM
-	WBRU-FM	WMYS+FM	WMYS-FM
6	WGNG-AM	WBRU-FM	WBRU-FM
7	WMYS-FM	WGNG-AM	WGNG-AM
8	WBZ - AM	WCOZ-FM	WROR-FM
9	WLKW-FM	WROR-FM	WCOZ-FM
10	WROR-FM	WEEI-FM	WEAN-AM
-F. 6a	m-10am		
1	WPRO-AM	WPRO-FM	WPJB-FM
2	WPRO-FM	WPRO-AM	WPRO-FM
3	WPJB-FM	WPJB-FM	WPRO-AM
4	WJAR-AM	WMYS-FM	WJAR-AM
5	WCNC-AM	WJAR-AM	WMYS-FM
	WBRU-FM	WBRU-FM	WGNG ~ AM
-	WMYS-FM	WGNG-AM	WBRU-FM
-	WBZ -AM	WCOZ-FM	WEAN-AM
	WBCN-FM	WAAF-FM	WAAF-FM
	WEEL-FM	WBCN-FM	WROR-FM

WPJB-FM

WBSM-AM

### TM **Buy Market** Data from Market

5 KIIQ-FM

1 KDZA-AM 2 KAPI-AM 3 KZLO-FM

4 KIIO-FM 5 KKFM-FM

KDZA - AM KIDN - AM

KRDO-FM KAPI-AM

KZLO-FM

KDZA-AM KIDN-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 461 A/M '78

M-F, 6-10am

M-F, 3-7pm

#### **Pueblo**

METRO RANK

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Average Persons 12+ Share Trends Monday-Sunday, Sem-Midnight

POP(	POP(00): 1020						
	A/M 178		A/M 179		A/M 180		
1	KD ZA – AM	24.8	KDZA-AM	18.5	KDZA - AM (PD)	5.7	
2	KIDN-AM	12.4	KIDN-AM	13.7	KIDN-AM(C) 1	3.7	
3	KCS J-AM	9.7	KCS J - AM	10.1	KILO-FM(A) 1	1.8	
4	KAPI-AM	8.3	KILO-FM	8.3	KCS J - AM (PA)	8 - 5	
5	KRDO-FM	6 - 9	KAPI-AM	7.7	KZLO-FM (PA)	6.5	
6	K PU B - AM	6.2	KRDO-FM	7.1	KFEL-AM (PAL)	5.9	
7	KZLO-FM	5.5	K C C Y - F M	4.8	KCCY-FM(C)	5.2	
8	KSPZ-FM	4 - 1	KPLV-FM	4.8	KYNR-FM (BM)	4.6	
9	KI IQ-FM	3.4	KSPZ-FM	3.6	KSPZ-FM(PA)	4.6	
10	KKFM-FM	3.4	KFE L-AH	3 . 6	KPI'B-AM(C)	4.6	
11	KPUB-FM	2 - 8	KYNR-FM	3.0	KPLV-FM(A)	4.6	
12	KCS J-FM	2 - 1	KK FM-FM	2.4	KRDO-FM (BM)	3.9	
13	KVMN-FM	2.1	KPUB-AM	2.4	KOA -AM (PA)	3.3	
14	KOA -AM	1.4	KZLO-FM	1 . 8	KAPI-AM(S)	2.6	
15	KILO-FM	1.4	KOA -AM	1.8	KIIQ-FM(PA)	0.7	
16	KFEL-AM	0 - 7	KIIO-FM	0 - 6	KKFM-FM(R)	0.7	

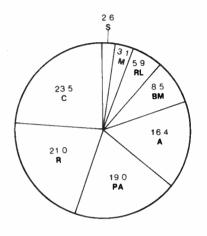
M-S, 6am-Midnight			
POP(GO): 1020 A/M '78	A/M '79	4/24 100	
1 KD ZA - AM	36 KDZA-AM	31 KD2A - AM	_
2 KIDN-AM	18 KIDN-AM	31 KDZA – AM 23 KIDN – AM	2 4
3 KCSJ-AM	14 KCSJ-AM	17 KILO FM	2 1
4 KAPI-AM	12 KILO-FM	14 KCSJ-AM	1
5 KRDO-FM	10 KAPI-AM	13 KZLO-FM	10
M-F, 6-10am			
1 KDZA-AM	KDZA AM	K D Z A - A M	
2 KCSJ-AM	KIDN AM	KIDN-AM	
3 KIDN-AM	KCSJ-AM	KCSJ-AM	
4 KRDO~FN	KILO-FM	KILO-FW	
5 KPUB-AM	KP L V - FM	KZ LO - FM	
M-F, 3-7pm			
1 KDZA-AM	KDZA-AM	KDZA-AM	
2 KCSJ-AM	KIDN-AM	K I L O - F M	
3 KIDN-AM	KITO-EW	KIDN-AM	
4 KAPI-AM 5 KRDO-FM	KAPI-AM KCCY-FM	KCCY-FM KCSJ-AM	
M-S, 6am-Midnight POP(00): 145 A/M '78	A/M '79	A/M *80	
1 KDZA - AM			_
2 KSPZ-FM	KDZA - AM KPLV - FM	KDZA - AM KILO - FM	
3 KIDN-AM	KILO-FM	KPLV-FM	
W-F, 6-10am	N7147 1.1	N1 L 4 4 11	
1 KDZA-AM	K D Z A - A M	K D Z A - A M	
2 KSPZ-FM	KP L V - F M	KILO-FM	
3 KIIO-FM	KSPZ-FM	KPLV-FM	
W-F, 3-7pm			_
1 KDZA-AM	KDZA AM	KDZA~AM	
2 KSPZ-FM	KPLV-FM	KPLV~FM	
3 KCSJ-FM	KILO-FM	KILO-FI	
Adults 18-34 M-S, Sam-Midnight			_
OP(00): 348			
A/M '78	A/M '79	A/M '80	
1 KDZA-AM	KDZA-AM		_
2 KZLO-FM	KIDN-AM	KDZA - AM KILO - EM	
3 KIDN-AM	KILO-FM	KZ LO - FM	
4 KI 10-FM	KP L V - FM	K IDN - AM	
5 KKFM-FM	KSPZ-FM	KCCY-FM	
A-F, 6-10am			
1 KDZA-AM	KDZA AM	KDZA-AM	
2 KIDN-AM	K IDN - AM	KILO-FM	
3 8858 50			
3 KKFM-FM	KILO-FM	KIDN-AM	
4 KZLO-FM 5 KIIQ-FM	KPLV-FM	KZLO-FM	

Cume	Perso	ns Trend	ds/Ra	nkings	
Total 12+				•	
M-S, Barn-Midnight POP(00): 1020					
A/M 178		A/M '79		A/M '80	
1 KDZA-AM		KDZA-AM	418	KDZA-AM	358
2 KCSJ-AM 3 KIDN-AM	264	K IDN - AM	269	KIDN-AM	2 4 5
3 KIDN-AM 4 KZLO-FM	224	KCS J - AM		KCSJ-AM	183
5 KRDO-FM	128	KPLV-FM KCCY-FM	154 137	KILO-FM KZLO-FM	157
M-F, 6-10am		KCC1-FM	137	K21,0-F3	131
1 KDZA-AM		KDZA - AM		KDZA AM	
2 KCSJ-AM		KIDN-AM		KIDN-AN	
3 KIDN-AM		KCSJ-AM		KCSJ-AM	
4 KAPI-AM 5 KZLO-FM		KPLV-FM KILO-FM		KILO-FM KZLO-FM	
M-F, 3-7pm		K120 - E-11		K2 60-13	
1 KDZA-AM		KDZA - AM		KDZA-AM	
2 KIDN-AM		KIDN AM		KIDN-AM	
3 KCSJ-AM		KCSJ-AM		KILO-FM	
4 KAPI-AM 5 KRDO-FM		KILO-FM KPLV-FM		K CS J - A M K C C Y - F M	
Teens		KP L Y = F M		KCCT-FM	
M-S, 6am-Midnight					
POP(00): 145 A/M '78					
		A/M '79		A/M '80	
1 KDZA-AM 2 KSPZ FM		KP2A-AM KPLV-FM		KDZA-AM	
3 KIDN-AM		KILO-FM		KPLV-FM KILO-FM	
M-F, 6-10am					
1 KDZA-AM		KDZA-AM		K DZA - AM	
2 KSPZ-FM		KPLV-FM		KILO-FM	
3 K1IQ-FM		KILO-FM		KPLV-FM	
M-F, 3-7pm 1 KD ZA – AM					
2 KSPZ~FM		KDZA - AM KPLV - FM		KDZA - AM KPLV-FM	
3 KIDN-AM		KILO-FM		KILO-FM	
Adults 18-34					
M-S, 6am-Midnight					
POP(00): 348 A/M'78		4 144 170			
		A/M '79		A/M '80	
1 KD ZA ~ AM 2 KZLO ~ FM		KDZA-AM KIDN AM		KDZA-AM	
3 KIDN-AM		KILO-FM		KILO-FM KZLO-FM	
4 KIIQ-FM		KZLO-FM		KIDN-AM	
5 KKFM-FM		FPLV-FM		KCCY-FM	
M-F, 6-10am					
1 KDZA-AM		KPZA - AM		KDZA -AM	
2 KZLO-FM		KIDN-AM		KILO-FM	
3 KIDN-AM		KILO-FM		KIDN-AM	
4 KSPZ~FM 5 KKFM-FM		KPLV-FM KZLO-FM		KZLO-FM KSPZ-FM	
M-F, 3-7pm		KEEO III		K315-111	
1 KDZA-AM		KDZA-AM		KDZA-AM	
2 KIDN-AM		KILO-FM		KILO-FM	
3 KIIQ-FW		KIDN-AM		K I D N - AM	
4 KAPI-AM		KCCY-FM		KZLO-FM	
		KP L U - FM			
5 KKFM-FM Adults 25-54		KP L V - F M		K SPZ-FM	
Adults 25-54 M-S, 6am-Midnight		KPLV-FM		KSPZ-FM	
Adults 25-54 M-S, 6am-Midnight POP(00): 461					
Adults 25-54 M-S. 6am-Midnight POP(00): 461 A/M '78		A/M '79		A/M '80	
Adults 25-54 M-S. 6am-Midnight POP(00): 461 A/M '78  1 KD ZA - AM		<b>A/M '79</b> KDZA AM		<b>A/M '80</b> KDZA – AM	
Adults 25-54 M-S, 6am-Midnight POP(00): 461 AIM '78  1 KDZA-AM 2 KIDN-AM		<b>A/M '79</b> KDZA AM KIDN-AM		A/M '80 KDZA - AM KIDN - AM	
Adults 25-54 M-S, 6am-Midnight POP(00): 461 A/M '78 1 KD ZA - AM		<b>A/M '79</b> KDZA AM		<b>A/M '80</b> KDZA – AM	

1	KDZA - AM	H D C A AM	4574 414
1		KDZA - AM	K D ZA – A M
2	KIDN-AM	KIDN-AM	KIDN-AM
3	KCS J-AM	KCSJ-AM	KCS J-AM
4	KRDO-FM	KRPO-FM	KZ LO - FM
5	KZLO-FM	KCCY-FM	KC C Y - F M
M-F, 3-	7pm		
1	KD ZA - AM	KD2A-AM	KIDN-AM
2	KIDN-AM	KIDN-AM	K D Z A - A M
3	K CS J - AM	KCS J - AM	KZLO-FM
4	KAPI-AM	KRDO-FM	KCS J - AM
5	KRDO-FM	KAPI-AM	KCCY~FM

#### **Format Penetration Chart**

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



#### **Format Legend**

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

KZLO-FM KSPZ-FM

K DZA -AM KILO-FM KCCY-FM

KIDN-AM KZLO-FM

A/M '80

KIDN-AM KDZA-AM KZ1.O-FM KCSJ-AM

KILO-FM

KDZA - AM

KZLO-FM

KPZA-AM KILO-FM KIDN AM KCCY-FM

KKEM-EM

A/M 179

KDZA-AM KIDN-AM KCSJ-AM

KAPI-AM

KDZA - AM KIDN - AM KCSJ - AM

#### Raleigh-Durham

METRO RANK

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#### \/M '80 Market Overview

WPTF continued as overall leader, but much of he story in this survey revolved around WRAL. VRAL became the leader in both 18-34's and 25-54's this sweep. WPTF remained the 12+ kingpin ecause of its strength 35+

In the O/N '79 survey WPTF was barely ahead of WRAL and WYYD in the 25-54 race. Each of the hree stations was within a share point, in the 14-15 share neighborhood. This time, however, WRAL orged ahead, scoring a share in the low-16 range, vhile WPTF slipped to a 13 and WYYD ended up vith an 11. One big reason for this turn of events vas that after a soft fall book the male audience reurned to WRAL, especially in morning drive. The MYYD softness this sweep was in men, possibly indicating a shift this survey or that something of a fluke occurred in the fall.

Another station experiencing a shift in its standngs was Black-formatted WSRC. The station climbed in it men 18-24 and women 18-34 ratings. It will nteresting to see if the station can hold onto the nuge gain - a five-fold increase in its 18-34 share eceived in this report.

Other leading 18-34 stations, besides WRAL with its mid-19 share and WSRC with its mid-10 share, were AOR WQDR and Black WDUR. WQDR was the O/N '79 leader in this demo, but slipped four shares this sweep as a result of a loss in the key young male audience. The station still had a mid-15 share of the local young adults and was tops among men 18-24.

WDUR, like WSRC, surged this sweep, but the station started from a larger audience base than WSRC. The two stations were tied with a mid-10 share 18-34, which represented a 78% increase over the O/N '79 number for WDUR. WDUR's audience was more concentrated in the 18-24 cell than that of WSRC

#### Average Persons 12+ Share Trends Monday-Sunday, 6am POP(00): 4293

	A/M '79		O/N '79		A/M '80	
1	WPTF-AM	14.7	WPTF-AM	15.1	WPTF-AM PA)1	4.6
2	WRAL-FM	13.6	WRAL-FM	11.3	WRAL-FM (PA)1	
3	WKIX-AM	8 · 6	WQDR-FM	10.8	WQDR - FM (A)	9 - 3
4	WYYD FM	8.4	WYYD-FM	10.3	WSRC-AM (III)	9.2
5	WODR-FM	8.3	WKIX-AM	7.4	WYYD-FM (BM)	9.0
6	WDCG FM	7.9	WLLE-AM	6.4	WKIX-AM (M)	7.4
7	WLLE-AM	7.1	WDCG-FM	6.2	WDUR-AM (III)	7.3
8	WSRC-AM	4.0	WDNC-AM	4.6	WDCG-FM (M)	5.1
9	WDUR-AM	3.3	WDUR-AM	4.3	WDNC-AM (PA)	2.8
10	WTIK-AM	3.1	WCRL-AM	3.1	WYNA-AM (C)	1.6
11	WDNC-AM	2.6	WSRC-AM	3.1	WCHL-AM PA	1.5
12	WYNA-AM	2.5	WTIK-AM	2.8	WTIK-AM (C)	1.2
13	WCHL-AM	1.8	WYNA-AM	1.1	WPJL-AM (ML)	1 - 2
14	WDBS-FM	1.0	WAKS-AM	1.0	WRBX-AM (C)	0.9
1.5	WPJL-AM	1.0	WDBS-FM	0.8	WDBS-FM (A)	0.7
16			WPJL-AM	0.7	WETC-AM (MM)	0.6
17			WETC-AM	0.7	WKBQ-AM (C)	0.4

#### Average Persons Trends/Rankings

Tota	1112+
84.0	Com-Midaloht

POP(00): 4293

	A/M '79		O/N 79		A/M BU	
1	WPTF-AM	8.9	WPTF-AM	92	WPTF-AM	100
	WRAL-FM	82	WRAL-FM	69	WRAL-FM	8 (
-	WKIX-AM	5 2	WODR-FM	66	WODR-FM	64
-	WYYD-FM	51	WYYD-FM	63	WSRC-AM	6
	WQDR-FM	50	WKIX-AM	45	WYYD-FM	63
M-F, 6-	-10em					
1	WPTF-AM		WPTF-AM		WPTF-AM	
2	WRAL-FM		WQDR-FM		WRAL-FM	
3	WKIX-AM		WRAL-FM		WODR-FM	
4	WODR-FM		WYYD-FM		WKIX-AM	
5	WYYD-FM		WKIX-AM		WSRC-AM	
M-F, 3	-7pm					
1	WRAL-FM		WQDR-FM		WPTF-AM	
2	WDCG-FM		WRAL-FM		WRAL-FM	
3	WPTF-AM		WPTF-AM		WYYD-FM	
4	WKIX-AM		WYYD-FM		WQDR-FM	
5	WYYD-FM		WKIX-AM		WKIX-AM	

Teens	
M-S, 6am-Midnight	
POP(00): 466	5
A/M '79	

-	WLLE-AM	DAD B BM	11 m 11 m 4 h 4
	W L CE - AM	WQDR-FM	W DUR-AM
M-F, 6	3-10am		
1	WKIX-AM	WKIX-AM	WQDR-FM
2	WDCG-FM	WDCG-FM	WDCG-FM
3	WQDR-FM	WDUR-AM	WDUR-AM
M-F, 3	3-7pm		
1	WDCG-FM	WKI X-AM	WDCG-FM
2	WKIX-AM	WDCG-FM	WKIX-AM
3	WLLE-AM	WQDR-FM	WQDR-FM

O/N '79

WODR-FM

O/N '79

A/M '80

08° MA

WODR-FM

WRAL-FM

#### M-S, 6am-Midnight POP(00): 1915

A/M '79

1 WRAL-FM

2	WQDR-FM	WRAL-FM	WODR-FM
3	WDCG-FM	WKIX-AM	WDUR-AM
4	WKIX-AM	WDCG-FM	WSRC-AM
5	WLLE-AM	WLLE-AM	WKIX-AM
M-F, 6-	10am		
1	WRAL FM	WQDR~FM	WRAL-FM
2	WQDR-FM	WRAL-FM	WQDR-FM
3	WKIX-AM	WKI X-AM	WDUR-AM
4	WDCG-FM	WDUR-AM	WSRC-AM
5	WDUR-AM	WDCG-FM	WKIX-AM
M-F, 3-	7pm		
1	WRAL-FM	WQDR-FM	WRAL-FM
2	WDCG-FM	WRAL-FM	WQDR-FM
3	WODR-FM	WKIX-AM	W DUR - A M
4	WKIX-AM	WDCG-FM	WDCG-FM
5	WYYD-FM	WDNC-AM	WKIX-AM

#### Adults 25-54 M-S, 6am-Midnight

)P(00): 2001		
A/M '79	O/N '79	A/M '80
1 WRAL-FM	WPTF-AM	WRAL-FM
2 WPTF-AM	WRAL-FM	WPTF-AM
3 WYYD-FM	WYYD-FM	WYYD-FM
4 WDCG-FM	WKIX-AM	WSRC-AM
5 WQDR-FM	WDNC-AM	WQDR-FM

4	WDCG-FM	WKIX-AM	WSRC-AM
5	WQDR-FM	WDNC-AM	WQDR-FM
M-F, 6	-10am		
1	WPTF-AM	WPTF-AM	WRAL-FM
2	WRAL-FM	WRA L-FM	WPTF-AM
3	WYYD-FM	WYYD-FM	WYYD-FM
4	WODR-FM	WK J X - A M	WSRC-AM
5	WKIX-AM	WDNC-AM	WKIX-AM
M-F, 3	-7pm		
1	WRAL-FM	WRAL-FM	WRAL-FM
2	WPTF-AM	WYYD-FM	WPTF-AM
	WYYD-FM	WPTF-AM	WYYD-FM

#### **Cume Persons Trends/Rankings**

WDNC-AM

#### Total 12+

WDCG-FM WYNA-AM

POP(00): 4293

	A/M '79		O/N '79		A/M '80	
1	WPTF-AM	1275	WPTF-AM	1299	WPTF-AM	1394
2	WRAL-FM	1119	WRAL-FM	1246	WRAL-FM	1137
3	WKIX-AM	1063	WKIX-AM	1044	WKIX-AM	904
4	WYYD-FM	922	WQDR-FM	927	WQDR-FM	837
5	WODR-FM	806	WYYD-FM	799	WYYD-FM	777
M-F, 6-	-10am				_	
1	WPTF-AM		WPTF-AM		WPTF-AM	
2	WRAL-FM		WRAL-FM		WRAL-FM	
3	WKIX-AM		WKIX-AM		WKIX-AM	
4	WQDR-FM		WQDR-FM		WQDR-FM	
5	WDCG-FM		WYYD-FM		WYYD-FM	
M-F, 3-	-7pm					
1	WRAL-FM		WKIX-AM		WRAL-FM	
2	WPTF-AM		WPTF-AM		WPTF-AM	
3	WKIX-AM		WRAL-FM		WKIX-AM	
4	WDCG-FM		WQDR-FM		WQDR-FM	
5	WYYD-FM		WDCG-FM		WYYD-FM	
Teen						

#### M-S, 6em-Midnight

WRAL-FM

WODR-FM

5 WYYD-FM

A/M '79	O/N '79	A/M '80
1 WDCG-FM	WKIX-AM	WKIX-AM
2 WKIX-AM	WDCG-FM	WDCG-FM
3 WRAL-FM	WRAL-FM	WRAL-FM
A-F, 6-10am		
1 WKIX-AM	WKIX-AM	WDCG-FM
2 WDCG-FM	WDCG-FM	WKIX-AM
3 WODR-FM	WQDR-FM	WQDR-FM
I-F, 3-7pm		
1 WDCG-FM	WDCG-FM	WDCG-FM
2 WKIX-AM	WKIX-AM	WKIX-AP
3 WLLE-AM	WQDR-FM	WRAL-F
Adults 18-34 A-S, 6am-Midnight		
A #4170	OBI 178	A #M 180

WRAL-FM

WODR-FM

WKIX-AM

WRAL-FM

WQDR-FM

WKTX-AM

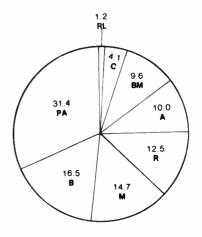
WDUR-AM

1	WRAL-FM	WQDR-FM	WRAL-FM
2	WQDR-FM	WRAL-FM	WQDR-FM
3	WKIX-AM	WKIX-AM	WKIX-AM
4	WDCG-FM	WDCG-FM	WDUR-AM
5	WPTF-AM	WDNC-AM	WSRC-AM
И-F, 3	3-7pm		
1	WRAL-FM	WQDR-FM	WRAL-FM
2	WODR-FM	WRAIFM	WQDR-FM
3	WDCG-FM	WKIX-AM	WKIX-AM
4	WKIX-AM	WDCG-FM	WDUR-AM
5	WYYD-FM	WDNC-AM	WDCG-FM

	A/M 179		O/N '79	A/M '80
1	WPTF-AM		WPTF-AM	WPTF-AM
2	WRAL-FM		WRAL-FM	WRAL-FM
3	WYYD-FM		WKIX-AM	WYYD-FM
4	WKIX-AM		WYYD-FM	WKIX-AM
5	WQDR-FM	•	WDNC-AM	WQDR-FM
F, 6	-10am			
1	WPTF-AM		WPTF-AM	WPTF-AM
2	WRAL-FM		WRAL-FM	WRAL-FM
3	WKIX-AM		WKIX-AM	WKIX-AM
4	WYYD-FM		WYYD-FM	WYYD-FM
5	WQDR-FM		WQDR-FM	WDNC-AM
F, 3	-7pm			
1	WPTF-AM		WPTF-AM	WRAL-FM
2	WRAL-FM		WRAL-FM	WPTF-AM
3	WYYD-FM		WKIX-AM	WYYD-F
4	WKIX-AM		WYYD-FM	WKIX-AM
5	WDCG-FM		W DNC - AM	WODR-FM

#### **Format Penetration Chart**

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



#### Format Legend

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

# Data from Market Buy Market TM

### Reading

METRO RANK

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#### Average Persons 12+ Share Trends Monday-Sunday, 6em-Midnight

	,,,					
POP(	00): 2573					
	A/M 178		A/M '79		A/M '80	
1	WEEU-AM	16.5	WEEU-AM	15.8	WEEU-AM(PA)	5.0
2	W HU M - AM	13.6	WHUM-AM	14.5	WRFY-FM (PA)	1.6
3	WRAW-AM	10.9	WRFY-FM	7.3	WRUM-AM(C)	8.7
4	WIFI-FF	7.4	KYW -AM	6.2	WRAW-AH(R)	6.7
5	WRFY FM	7.1	WRAW-AM	5.3	WWSH-FM (MAN)	6.3
6	WFIL-AM	6.0	WWSR-FM	5.3	WYSP-FM(A)	6.0
7	WYSP-FM	4.5	WIFI-FM	4.5	WIFI-FM(PO	5.4
. 8	KYW -AM	3.8	WYSP-FM	4.1	KYW -AM(N)	4.5
9	WBY0-FM	2.7	WF IL AM	4.1	WXKW-FM(C)	3.8
10	WXKW-FM	2.5	WDVR-FM	4.1	WDVR-FM (MAN)	2.9
11	WWSH-FM	2.2	WMM R-FM	3.2	WIOV-FM(C)	2.2
12	WIOV-FM	2.0	WUSL-FM	2 - 6	WMMR-FM(A)	2.0
13	WIP -AM	2.0	WSNI-FM	1.9	WFIL-AM (PI)	1.8
14	WAEB-AM	1.8	WXKW-FM	1.5	WAEB-AM(PA)	1.6
15	WLEV-FM	1.8	WIOV-FM	1.5	WUSL-FM(PA)	1.3
16	WUSL-FM	1.1	WPAZ-AM	1.3	WBYO-FM(ML)	1.3
17	WUFM-FM	1.1	WAEB AM	1.1	WMGK-FM(PA)	1.3
18	WSNI-FM	0.9	WBYO-FM	1.1	WSNI-FM(PA)	1.1
19	WPAZ-AM	0.7	WJBR-FM	1.1	WIP -AM(PA)	0.9
2 0	WDVR-FM	0.7	WHP -FM	1.1	WCAU-FM(B)	0.9
2 1	WMMR-FM	0.7	WVLV-AM	0.9	WHP -FM(0000)	0.9
2 2	WFLN-FM	0.7	WUFM-FM	0.6	W220-FM(A)	0.7
23	WIOQ-FM	0.7	WFM2-FM	0.6	WIOQ-FM(A)	0.7
2 4	WCAU-FM	0.4	WWDB-FM	0.4	WNCE-FM (man)	0 - 4
2 5			WLEV-FM	0 - 4	WCAU-AM(N)	0.4
26			WIP -AM	0.4		
2 7			WDAC FM	0.4		

#### Average Persons Trends/Rankings

Total	12+ em-Midnight					
-	00): 2573					
	A/M '78		A/M '79		A/M 180	
1	WEEU-AM	74	WEEU-AM	74	WEEU-AM	6
2	WHUM-AM	61	WHUM-AM	6.8	WRFY-FM	57
3	WRAW-AM	49	WR FY-FM	34	WHUM-AM	39
4	WIFI-FM	3 3	KYW -AM	29	WR AW - AM	30
5	WRFY-FM	32	WRAW-AM	25	WWSH-FM	2.8
M-F. 6	-10am					
1	WEEU-AM		WEEU-AM		WEEU-AM	
2	WHUM-AM		WHUM-AM		WHUM-AM	
3	WRAW-AM		WRFY-FM		WRFY-FM	
4	WFIL-AM		WRAW-AM		WRAW-AM	
5	WIFI-FM		KYW -AM		KYW -AM	
M-F. 3	7pm					
1	WHUM-AM		WHUM-AM		WRFY-FM	
2	WEEU-AM		WEE U-AM		WEEU-AM	
3	WRAW-AM		WRFY-FM		WWSH-FM	
4	WRFY-FM		WRAW-AM		WHUM-AM	
5	WIFI-FM		WWSH-FM		WYSP-FM	
Teen	5					
M-S. 6	em-Midnight					
POP(	00): 279					
	A/M *78		A/M 179		A/M '80	
1	WIFI-PM		WIFI-FM		WYSP-FM	
2	WRAW-AM		WR AW-AM		WIFI-FM	
3	WYSP-FM		WYSP-FM		WRAW-AM	
M-F, 6	10am					
1	WIFI-FM		WIFI-FM		WYSP-FM	
2	WRAW-AM		WRAW-AM		WRAW-AM	
3	WEEU-AM		WYSP-FM		WIFI-FM	

#### 1 WIFI-FM 2 WRAW-AM 3 WYSP-FM Adults 18-34 M-S. 6am-Midnight

M-F, 3-7pm

POP(00): 787		
A/M '78	A/M '79	A/M '80
1 WRAW-AM	WFIL-AM	WRFY-FM
2 WIFI-FM	WYSP-FM	WRAW-AM
3 WFIL-AM	WMM R-FM	WIFI-FM
4 WYSP-FM	WIFI-FM	WYSP-FM
5 WEEU-AM	WA-MUHW	WEEU-AM
M-F, 6-10am		
1 WRAW-AM	WHUM-AM	WRFY-FM
2 WFIL-AM	WF IL-AM	WR AW-AM
3 WYSP-FM	WIFI-FM	WIFI-FM
4 WIFI-FM	WRFY-FM	WEEU-AM
5 WHUM-AM	WR AW - AM	WHUM-AM
M-F, 3-7pm		
1 WRAW-AM	WF IL-AM	WRFY-FM
2 WFIL-AM	WYSP-FM	WYSP-FM
3 WIFI-FM	WRAW-AM	WIFI-FM
4 WEEU-AM	WRFY-FM	WRAW-AM
5 WYSP-FM	WIFI-FM	WFIL-AM
Adults 25-54		
M-S, 6em-Midnight		
POP(00): 1162		
A/84170	A (94 170	A (94 100

WIFI-FM WRAW-AM WYSP-FM WYSP-FM WRAW-AM WIFI-FM

	A/M 1/8	A/M 1/9	A/M '80	
1	WEEU-AM	WHUM-AM	WRFY-FM	
2	WHUM-AM	WEEU-AM	WHUM-AM	
3	WRAW-AM	WRFY-FM	WE EU-AM	
4	WFIL-AM	KYW -AM	WRAW-AM	
5	WRFY-FM	WRAW-AM	WXKW-FM	
M-F, 6-	10em			
1	WEEU-AM	WHUM-AM	WRFY-FM	
2	WRUM-AM	WEEU-AM	WHUM-AM	
3	WR AW - AM	WRFY-FM	WEEU-AM	

-F, 3-7 pr	n		
1 W	EEU-AM	WHUM-AM	WRFY-FM
2 W	RAW-AM	WEEU-AM	MA-MUHW
3 W	RUM-AM	WRFY-FM	WEEU-AM
4 W	RFY-FM	WRAW-AM	WXKW-FM
5 W	FIL-AM	WWSH-FM	WR AW - AM

Cume I	Pers	ons Trend	ds/Ra	nkings	
Total 12+					
M-S, 6em-Midnight					
POP(00): 2573 A/M'78		A/M '79		A/M 180	
1 WEEU-AM	956	WEEU-AM	889		
2 WRAW-AM	7 52	WHUM-AM	692	WEEU-AM WRFY-FM	851 590
3 WHUM-AM	691	KYW -AM	533	WHUM-AM	510
4 WFIL-AM	673	WRAW-AM	52 1	KYW -AM	489
5 WIFI-FM	516	WIFI-FM	485	WRAW-AM	475
M-F, 6-10am					
1 WEEU-AM		WEEU-AM		WEEU-AM	
2 WHUM-AM		WHUM-AM		WHUM-AM	
3 WRAW-AM		KYW -AM		WRFY-FM	
4 WFIL-AM		WRAW-AM		WR AW-AM	
5 WIFI-FM		WRFY-FM		KYW -AM	
M-F, 3-7pm					
1 WRAW-AM		WEEU-AM		WEEU-AM	
2 WHUM-AM		WHUM-AM		WR FY-FM	
3 WEEU-AM		WRAW-AM		WIFI-FM	
4 WFIL-AM 5 WIFI-FM		WRFY-FM WIFI-FM		WRAW-AM	
		MILI-LW		WHUM-AM	
Teens M-S, 6am-Midnight					
POP(00): 279					
A/M '78		A/M '79		A/M *80	
1 WIFI-FM		WIFI-FM			
2 WRAW-AM		WRAW-AM		WIFI-FM WYSP-FM	
3 WFIL-AM		WYSP-FM		WRAW-AM	
M-F, 6-10am					
1 WIFI-FM		WIFI-FM		WYSP-FM	
2 WRAW-AM		WRAW-AM		WIFI-FM	
3 WYSP-FM		WYS P-FM		WRAW-AM	
M-F, 3-7pm					
1 WIFI-FM		WIFI-FM		WIFI-FM	
2 WRAW-AM		WRAW-AM		WYSP-FM	
3 WYSP-FM		WYSP-FM		WR AW - AM	
Adults 18-34					_
M-S, 6am-Midnight					
POP(00): 787					
A/M '78		A/M *79		A/M '80	
1 WFIL-AM		WIFI-FM		WRFY-FM	
2 WRAW-AM		WF IL-AM		WRAW-AM	
3 WIFI-FM		WR AW-AM		WIFI-FM	
4 WEEU-AM 5 WYSP-FM		WYSP-FM WMMR-FM		WYSP-FM	
		WMW K-FM		WFIL-AM	
M-F, 6-10am					
1 WRAW-AM		WF IL-AM		WRAW-AM	
2 WFIL-AM		WIFI-FM		WRFY-FM	
3 WIFI-FM		WRAW-AM		WYSP-FM	
4 WHUM-AM 5 WYSP-EM		MA-MUHW		WIFI-FM	
ME 2.7em		WRFY-FM		WFIL-AM	

WIFI-FM WFIL-AM WYSP-FM WRAW-AM WMMR-FM

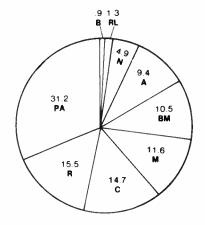
M-F. 3-7pm

.3-7pm 1 WRAW-AM 2 WFIL-AM 3 WIFI-FM 4 WYSP-FM 5 WEEU-AM

Adults 25-54 M-S, 6am-Midnight		
POP(00): 1162		
A/M '78	A/M '79	A/M '80
1 WEEU-AM	WHUM-AM	WRFY-FI
2 WRAW-AM	WEEU-AM	WEEU-AL
3 WFIL-AM	KYW -AM	WHU M-AI
4 WHUM-AM	WR FY-FM	KYW -AI
5 WRFY-FM	WRAW-AM	WRAW-A
M-F, 6-10am		
1 WEEU-AM	WHUM-AM	WRFY-FI
2 WHUM-AM	WEEU-AM	WHUM-AI
3 WRAW-AH	KYW -AM	WEEU-AI
4 WFIL-AM	WRFY-FM	WR AW-AI
5 KYW -AM	WRAW-AM	KYW -AI
M-F, 3-7pm		
l wraw-am	WHUM-AM	WRFY-FM
2 WHUM-AM	WEEU-AM	WHUM-AM
3 WEEU-AM	KYW -AM	WEEU-AM
4 WFIL-AM	WRFY-FM	WRAW-AM
5 WRFY-FM	WRAW-AM	KYW -AM

#### **Format Penetration Chart**

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



#### Format Legend

A-AOR, B-Black, B8-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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#### werage Persons 12+ Share Trends londay-Sunday, 8am-Midnight

•	~	,~	w	·Ve	٦.	o		•••	•
Λ	D /	$\cap$	١		1	L	3	3	

	A/M '78		A/M 179		A/M '80	
1	KCBN-AM	14.0	KSRN-FM	17.1	KRNO-FM(PA)1	4.5
2	KSRN-FM	13.6	KOZZ-FM	10.7	KSRN-FMPA) I	4.1
- 3	KOLO-AM	13-1	K ON E - A M	9.8	KCBN-AM(R) I	1.9
4	KRN O-FM	13.1	KOH AM	9.3	KONF-AM(C) 1	1.5
5	KOH -AM	9 - 3	KOLO~AM	8.8	KOLO-AM (PA) 1	0.6
6	KKBC-FM	P.9	KCBN-AM	8.8	KOH - AM (PA)	9.3
7	KONE-AM	7.5	KKBC-FM	7 . 8	KCZZ - FM (A)	7.9
8	KGLR-FM	6.1	KRNO-FM	6.3	KBET-AM(C)	5.3
9	KBET-AM	4 2	KBET AM	5.4	KROI - AM (PA)	3.5
10	KCRL-AM	3.3	KNEV-FM	2.4	KKBC-FM(A)	3 - 1
1.1	KWRL-AM	1 - 4	K CR L - AM	2 - 4	K CR L - AM (CL)	3.1
12	KNEV-FM	0.9	KWRL-AM	0.5	KNEV-FM (BM)	1 . 3

#### Average Persons Trends/Rankings

#### 'otal 12+ I-S, 6am-Midnight

OP(00): 1433

	A/M '78		A/M '79		WIM .RO	
1	KCBN-AM	3.0	KSRF FM	3.5	KRNO-FM	3 3
2	KSRN+FM	29	KOZZ - FM	22	KSRN-FM	32
3	KOLO-AM	2 P	KONF AM	2.0	K C B N = A M	2 7
4	KRNO-FM	2 R	KOH AM	19	KONE - AM	2.6
5	KOH -AM	2.0	KOLO-AM	1.8	k of 0 - 9 W	2 4
I-F, 6-	10am					
1	KOLO-AM		KOH -AM		KOH -AM	
2	KCBN-AM		KOLO-AM		KONF - AM	
3	KSRN-FM		KSR N-FM		KOLO - AM	
4	KOH - AM		KONE - AM		KCBN-AM	
5	KRN O - FM		KCBN-AM		KRNO-FM	

KSRM-FM KOZZ+FM KOLO-AM KCBM-AM KKBC-FM

KRNO FM KCBN-AM KSRN-FM KONE-AM KOLO+AM

### 1 KCEN-AM 2 KRNO-FM 3 KSRN-FM 4 KKBC-FM 5 KOLO-AM

#### eens f-S, 6am-Midnight OP(00): 170

1-F, 3-7pm

	A/M *78	A/M '79	A/M '80
1	K C B N - A M	KCBN-AM	KCBN-AM
2	KKBC-FM	KKBC-FM	KKBC-FM
3	KRNO-FM	KOZZ -FM	K B 2/0 - E 2/
4-F, 6-	10am		
1	K CBN-AM	KCBN-AM	KCBN-AM
2	KKBC-FM	KKBC-FM	KKBC-FM
3	KOLO-AM	K O ZZ - F M	KRNO-FM
1-F, 3-	7pm		
1	K C B M - AM	KCBN-AM	FCBN-AM
2	KKBC-FM	KKBC-FM	KK EC + FM
3	KBKO-EV	V 0 77 ~ F M	F 0 22 - F M

#### \dults 18-34 A-S, 6am-Midnight 'OP(00): 504

	AIM 10	MAIN 13	AIM OU
1	KPNO-FM	K O Z Z - F M	KRNO-FM
2	KCBN-AM	KOLO AM	K O ZZ - F 11
3	KKBC-FM	KKBC-FM	KOLO-AM
4	KGLR-FM	KRNO-FM	KCBN-AM
5	KOLO-AM	KCBN-AM	KROI-AM
A-F, 6-	10am		
1	KCBN AM	KOLO-AM	KRNO-FM
2	KOLO-AM	KOZZ FM	K 01.0 - AM
3	KRNO-FM	KK BC-FM	KCBN-AM
4	KKBC-FM	KRNO-FM	KOZZ-FM
5	KGLR-FM	K C B N - A M	KONE - AM
A-F, 3-	7pm		
1	KRNO-FM	KOZZ - FM	KRNO-FM
2	K CB N - AM	KOLO - AM	KOZZ-FM
3	KKBC-FM	KK BC-FM	KOLO-AM
4	KGLR-FM	KCBN-AM	KCBN-AM
5	KOLO-AM	KRNO-FM	K ON E - A N

#### \dults 25-54

	00): 671		
	A/M '78	A/M '79	A/M '80
1	K RN O - FM	KSRN-FM	KRNO-FM
2	KOLO-AM	KONE-AM	KONE - AM
3	KSRN-FM	KOLO - AM	K OFO - WW
4	K C B N - A M	K OZZ - F M	FOZZ - FM
5	KONE-AM	KBET-AM	KOH -AM
A-F, 6-	10am		
1	KOLO-AM	KOLO-AM	KRNO-FM
2	KSRN-FM	KONE - AM	KONE - AM
3	KRNO-FM	KOH AM	KOLO-AM
4	KONE - AM	KSRN-FM	KOH -AM
5	KCBN-AM	KBET - AM	KCBN-AM
W-F. 3-	7pm		
1	KRNO-FM	KSRN-FM	KRNO FM
2	KOLO-AM	KOLO-AM	K ON E - AM
3	KSRN-FM	KOZZ - F M	KOLO-AM
4	KCBN-AM	KONE-AM	KOZZ -FM
5	KONE - AM	KRNO-FM	KBET-AM

#### **Cume Persons Trends/Rankings**

Total 12+

	am-Midnight	ı				
	A/M '78		A/M '79		A/M '80	
1	KCBN-AM	453	KCBN-AM	3 P 1	KCBN-AM	42
2	KOLO-AM	439	KOLO-AM	339	KOLO-AM	3 R
3	KRNO-FM	289	KSRN-FM	283	KRNO = FM	3 3
4	KKBC-FM	250	KK BC - FM	279	KOH -AM	3 3
5	KSRN-FM	209	KONE-AM	271	KONE-AM	2 R
M-F, 6	-10am					
1	KOLO-AM		KOH AM		KCBN-AM	
2	KCBN-AM		KOLO-AM		KOLO-AM	
3	KRN 0 - F !1		KCBN-AM		KOH - AM	
4	KOH - AM		KONE-AM		KRNO-FM	
5	KKBC-FM		KOZZ FM		K ON E - WW	
M-F, 3	-7pm					
1	KCBN AM		KCBN-AM		KCBN-AM	
2	KOLO-AM		KOLO-AM		KOLO-AM	
3	KPNO-FM		KOZZ - FM		KRN0-F:1	
4	KKBC-FM		KSRN-FM		KOH - AM	
5	KONE-AM		KKBC-FM		KSR N-FM	

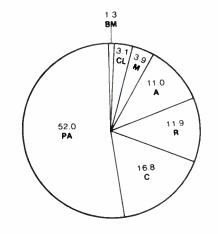
I	Teens M-S, 6am-Midnight
ı	POP(00): 170
	A/M *78

AIM .	/ 0	AIM /9	A/M BU	
1 KCBN-	AM	KCBN-AM	KCBN-AM	
2 KKRC-	FM	KKBC-FM	KKBC-FM	
3 KOTO-	AM	KOZZ-FM	KRNO-FM	
M-F, 6-10am				
1 KCBN-	AM	KCBN-AM	KCBN-AM	
2 KKBC-	FM	KKBC-FM	KKBC-FM	
3 KOLO-	AM	KOZZ-FM	K R NO - F :1	
M-F, 3-7pm				
1 KCBN-	A11	KCEN-AM	KCBN-AM	
2 KKBC-	-FM	KKBC-FM	KKBC-FM	
3 K RN 0-	-FM	rozz FM	KROI - AM	
Adults 18-34	1			

	4 144 1 - 0	4 444 100
A/M '78	A/M '79	A/M '80
1 KCBN=AM	KCBN-AM	KPNO-F
2 KOLO-AM	KOZZ - FM	KOLO-A
3 KRNO-FM	KOLO-AM	KCBN-AM
4 KKBC-FM	KKBC-FM	KOZZ -FY
5 KGLR-FM	KKNO-EW	KKBC-F
, 6-10am		
1 KCBN-AM	KOLO - AM	K OL 0 - A.5
2 KOLO-AM	KOZZ - FM	KCBN-AM
3 KKBC-FM	KCBN-AM	KRNO-FF
4 KRNO-FM	K F B C - F M	KOZZ F
5 KGLR+FM	KRMO = FM	KK BC-F
, 3-7pm		
1 KCBN-AM	KOZZ-FM	KRNO-FN
2 KPNO-FM	KOLO AM	KCBN-AN
3 KKBC-FM	KCBN-AM	KOZZ -F
4 KOLO-AM	KKBC-FM	KOLO - AM
5 KGLR-FM	KRNO-FM	KKBC-FM

#### Adults 25-54 M-S, 6am-Midnight

	A/M '78	A/M *79	A/M *80
	Min in		A, M. 00
1 F	COLO-AM	KONE - AM	KRNO-FM
2 1	CRN O - FM	KOLO-AM	KOLO-AM
3	CBN-AM	KBET - AM	KONE - AM
4 1	ONF-AM	KSRN-FM	KCBN-AM
5 F	CSRN-FM	K C B N = A M	KOH -AM
A-F, 6-1	0am		
1 F	COLO-AM	KOLO - AM	K O F O = V W
2	KRNO-FM	KONE - AM	KRNO-FM
3 1	KONE - AM	KBET-AM	KONE - AM
4	KCBN AM	кон ам	KOH - AM
5	KSRN-FM	KCBN-AM	KCBN-AM
<b>4-F</b> , 3-7	'pm		
1	KOLO-AM	KOLO-AM	KRNO-F
2	KRNO-FM	KONE AM	KOLO-AN
3	KONF-AM	KBET-AM	KONE-A
4	KCBN AM	KSRN-FM	KCBN-AN
5	KSRN-FM	KCBN-AM	KOH - AN



#### Format Legend

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

#### **Richland Kennewick-Pasco**

METRO RANK (171

Average Persons 12+ Share Trends Monday-Sunday, 8am-Midnight					
POP(0	0): 1020				
	A/M *79		A/M '80		
1	KONA-AM	23.0	KONA-AM PAZO.5		
2	KALE-AM	13.3	KALE-AM ( 16.7		
3	KONA-FM	12.6	KON A-FM (MM)12.9		
4	KOTY-AM	11.1	KOTY-AM (C) 12.1		
5	KXDD-FM	11.1	KZZK-FM PA12.1		
6	KIOK-FM	6.7	KX DD-FM (%) 6.1		
7	KORD-FM	5.2	KIOK-FM(A) 4.5		
8	KORD-AM	3.0	KSXT-FM PA 3.0		
9	KSXT-FM	3.0	KORD-AM (PO 3-0		
10	KGO -AM	0.7	KGO - AM (N/T) 0 - 8		
11	KPQ -FM	0 - 7			
12	KARY-AM	0.7			

#### **Average Persons**

Total 12+			
M-S, 6am-Midnight			
POP(00): 1020			
A/M '79		A/M *80	
1 KONA-AM	31	KON A AM	2.7
2 KALE-AM	18	KALE-AM	22
3 KONA-FM	17	KON A-FM	17
4 KOTY-AM	15	KOT Y-AM	16
5 KXDD-FM	15	KZZK-FM	16
M-F, 6-10am			
1 KONA-AM		KON A-AM	
2 KALE-AM		KALE-AM	
3 KOTY-AM		KOT Y-AM	
4 KONA-FM		KON A-FM	
5 KXDD-FM		KZZK-FM	
M-F, 3-7pm			
1 KONA-AM		KALE-AM	
2 KALE-AM		K ON A - AM	
3 KOTY-AM		KZZK-FM	
4 KXDD-FM		KONA-FM	
5 KONA-FM		KOT Y-AM	
leens .			
VI-S, Bam-Midnight			
POP(00): 162			
A/M '79		A/M '80	
1 KXDD-FM		KALE-AM	
2 KALE-AM		KZZK-FM	
3 KONA-AM		KXDD-FM	
A-F, 6-10am			
1 KXDD-FM		KALE-AM	
2 KALE-AM		KZZK-FM	
3 KONA-AM		KXDD-FM	
A-F, 3-7pm			
1 KXDD-FM		KALE-AM	
2 KALE-AM		KZZK-FM	
3 KONA-FM		K X DD - F M	

		-
M-F, 6-16	3am	$\overline{}$
1	KALE-AM	KALE AM
2	KORD-FM	KON A-AM
	KIOK-FM	KZZK-FM
4		KOTY-AM
5	KONA - AM	KIOK-FM
M-F, 3-7	om .	
1		KZZK-FM
2	KALE - AM	KALE-AM
3	KORD-FM	K ON A AM
4	KOTY-AM	KIOK-FM
5	KXDD-FM	KX DD - FM
Adults	25-54	
	-Midnight	
POP (00	0): 508	
	A/M 179	A/M '80
1	KONA-AM	KON A - AM
2	KOTY-AM	KOT Y-AM
3	KONA-FM	KON A-FM
4	KALE-AM	KALE AM
5	KORD-FM	KZZK-FM
M-F, 6-10	am	
1	KONA - AM	K ON A-AM
2	KOTY-AM	KOT Y-AM
3	KALE-AM	KALE-AM
4	KONA-FM	KON A FM
5	KORD-FM	KZZK-FM
M-F, 3-7p	m	
1	KONA - AM	K ON A – AM
2	KOTY-AM	KOT Y-AM
3		KON A-FM
4	KALE-AM	KALE-AM
5	KORD-FM	KZZK-FM
	Cume Po	ersons
	Trends/Ra	ankings
T-4-140		
Total 12- M-S, 6am-l		
	): 1020	
101(00	). IU2U	

			-	
Total 1 M-S. 6ar	2+ n-Midnight			
	0): 1020			
·	A/M '79		A/M '80	
1	KONA-AM	380	KON A - AM	36
2	KALE-AM	297	KALE-AM	33
3	KXDD-FM	2 0 8	KOTY-AM	26
4	KOTY-AM	177	KON A FM	2 4
5	KONA-FM	176	KZZK-FM	220
M-F, 6-1	0am			
1	KONA-AM		KON A-AM	
2	KALE-AM		KALE-AM	
3	KXDD-FM		KOT Y-AM	
4	KOTY-AM		KZZK-FM	
5	KONA-FM		KON A-FM	
W-F, 3-7	pm			
1	KONA-AM		KALE-AM	
2	KALE-AM		KON A-AM	
3	KXDD-FM		KONA-FM	
4	KOTY-AM		KOT Y-AM	
5	KONA-FM		KZZK-FM	
Teens				
A-S, 6an	n-Midnight			
0 P ( 0	0): 162			
	A/M '79		A/M '80	
1	KXDD-FM		KALE-AM	
	KALE - AM		KZZK-FM	
3	KONA-AM		KXDD-FM	

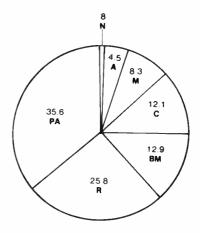
M-F, 6-10am

1	KXDD-FM	KALE AM
	KALE-AM	KZZK-FM
3	KONA – AM	KXDD-FM
HF, 3-7pr	m	
1	KXDD-FM	KALE-AM
	KALE-AM	KZZK-FM
3	KSXT-FM	KXDD-FM
I-S, 6am-l		
	Midnight	A/M '80
0P(00	Midnight ): 346 A/M '79  KALE-AM	AMM '80 Kale-am
1-S, 6am-1 OP(00 1 ! 2 !	Midnight ): 346  A/M '79  KALE – AM  KORD – FM	KALE-AM KZZK-FM
1 I 2 I 3 I	Midnight ): 346 A/M '79  KALE – AM  KORD – FM  KONA – AM	KALE-AM KZZK-FM KONA AM
1 I 2 I 3 I 4 I	Midnight ): 346 AM'79 KALE-AM KORD-FM KONA-AM KXDD-FM	KALE-AM KZZK-FM KONA AM KOTY AM
1 I 2 I 3 I 4 I	Midnight ): 346 A/M '79  KALE – AM  KORD – FM  KONA – AM	KALE-AM KZZK-FM KONA AM
1 I 2 I 3 I 4 I	Midnight ): 346 A/M '79 KALE – AM KORD – FM KONA – AM KX DD – FM KI OK – FM	KALE-AM KZZK-FM KONA AM KOTY AM
1   0 P ( 0 0 0 0 1   1   2   1   3   1   4   1   5   1   1   1   1   1   1   1   1	Midnight ): 346 A/M '79 KALE – AM KORD – FM KONA – AM KX DD – FM KI OK – FM	KALE-AM KZZK-FM KONA AM KOTY AM
1 ! 2 ! 3 ! 4 ! 5 ! FF, 6-10a:	Midnight ): 346 AJM '79 KALE-AM KORD-FM KORNA-AM KXDD-FM KIOK-FM m KALE-AM KORD-FM	KALE-AM KZZK-FM KONA AM KOTY AM KXDD-FM
1	Midnight ): 346 AM'79 KALE-AM KORD-FM KONA-AM KXDD-FM KIOK-FM M KALE-AM KKADD-FM KKALE-AM KKADD-FM	KALE-AM KZZK-FM KONA AM KOTY AM KXDD-FM
1	Midnight ): 346 AJM '79 KALE-AM KORD-FM KORNA-AM KXDD-FM KIOK-FM m KALE-AM KORD-FM	KALE-AM KZZK-FM KONA AM KOTY AM KXDD-FM  KALE-AM KZZK-FM

M-F, 3-7p	m	
1	KALE-AM	KALE-AM
2	KXDD-FM	KZZK-FM
3	KIOK-FM	KON A - AM
4	KORD-FM	KX DD - FM
5	KORD-AM	KIOK-FM
Adults:	25-54	
M-S, 6am	-Midnight	
POP(00	): 508	
	A/M 179	A/M '80
1	KONA-AM	KON A-AM
	KOTY-AM	KOT Y-AM
	KALE-AM	KON A-FM
4	KONA-FM	KALE-AM
5	KORD-FM	KZZK-FM
M-F, 6-10	am	
1	KONA-AM	KON A AM
2	KOTY-AM	KOT Y - AM
3	KALE-AM	KALE-AM
4	KONA-FM	KON A-FM
5	KORD-FM	KZZK-FM
M-F, 3-7p	m	
1	KONA-AM	KON A-AM
2	KOTY-AM	KOT Y-AM
3	KALE-AM	KON A-FM
	KONA-FM	KALE-AM
5	KORD-FM	KZZK-FM

#### **Format Penetration Chart**

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



#### Format Legend

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

#### Providence-Warwick-**Pawtucket**

Adults 18-34 M-S, 6am-Midnight

POP(00): 346

A/M '79

1 KALE-AM 2 KIOK-FM

3 KORD-FM

4 KXDD-FM 5 KONA-AM

Continued from Page 181

M-F, 3	-7pm		
1	WPRO-FM	WPRO-FM	WPJB-FM
2	WPRO-AM	WPJB-FM	WPRO-FM
3	WPJB-FM	WPRO-AM	WPRO-AM
4	WBRU-FM	WMYS-FM	WMYS-FM
5	WGNG-AM	WBRU-FM	WJAR-AM
6	WJAR-AM	WJAR-AM	WBRU-FM
7	WMYS-FM	WGNG-AM	W GNG-AM
8	WBZ -AM	WC O Z - F M	WROR-FM
9	WEEI-FM	WAAF-FM	WAAF-FM
10	W L K W - F M	WROR-FM	WCOZ-FM

A/M '80

KZZK-FM

KALE AM KONA-AM

KIOK-FM KXDD-FM

#### Adults 25-54 M-S, Bam-Midnight POP(00): 5182

_	A/M '79	O/N '79	A/M '80
1	WPRO-AM	WPRO-AM	WPRO-AM
2	WJAR-AM	WPRO-FM	WLKW-FM
3	WLKW-FM	W L K W - F M	WPJB-FM
4	WPRO-FM	WPJB-FM	WPRO-FM
5	WPJE-FM	WJAR-AM	WJAR-AM
6	WHJY-FM	WEAN-AM	WHJY-FM
7	WEAN-AM	WHJY-FM	WEAN-AM
R	WBZ -AM	WBZ -AM	WMYS-FM
9	WGNG-AM	WMYS-FM	WGNG-AM
10	WMYS-FM	WHIM-AM	WHIM-AM

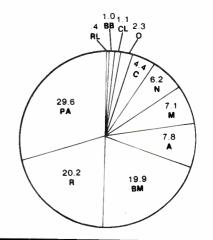
1	WPRO-AM	WPRO-AM	WPRO-AM
2	WJAR-AM	W LK W - F M	WLKW-FM
3	WLKW-FM	WPRO-FM	WPJB-FM
4	WEAN-AM	WPJB-FM	WPRO-FM
5	WPRO-FM	WEAN-AM	WEAN-AM
6	WPJB-FM	WJAR-AM	WJAR-AM
7	WHJY-FM	WHJY-FM	WHJY-FM
8	WBZ -AM	WMYS-FM	WMYS-FM
9	WHIM-AM	WGNG~AM	WHIM-AM
10	WGNG-AM	WHIM-AM	WGNG-AM
M-F, 3	-7pm		
1	WPRO-AM	WPRO-AM	WPJB-FM
2	WJAR-AM	WLKW-FM	WLKW-FM
3	WLKW-FM	WPRO-FM	WPRO-AM
4	WHJY-FM	WPJB-FM	WHJY-FM
5	WPRO-FM	WJAR-AM	WPRO-FM
6	WPJB-FM	WHJY-FM	WJAR-AM
7	WEAN-AM	WEAN-AM	WEAN-AM
8	WGNG-AM	WMYS-FM	WHIM-AM
9	WBZ -AM	WGNG-AM	WMYS-FM

#### **Format Legend**

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

#### **Format Penetration Chart**

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



#### Richmond

METRO BANK



M-F, 6-10am

#### 1/M '80 Market Overview

Southern's combo of Pop/Adult WRVA and contemporary WRVQ continued to dominate this narket. As in the O/N '79 report, WRVA was domiant in 25-54's, while WRVQ had almost as dominant i share among young adults. WRVQ remained the eader among teens too, though by a reduced margin compared to previous efforts.

WRVA maintained a stable 22 share of the 25-54 audience, with special strength in persons 35+. NRVQ, however, suffered erosion again in this surrey. Its share of the 18-34 audience slipped four points, from 21 to 17. Much of the slippage occurred among female listeners, especially in the morning and midday time slots. WRVQ strove for a better book, with a heavy (\$40,000) TV campaign and a showing of outdoor boards. The ad budget was arger than used in previous surveys.

Part of the reason for the WRVQ erosion may nave been AOR WRXL's going Burkhart/Abrams Superstars format one month before the start of the survey. Through bumper stickers and station newspapers, WRXL spread the word about itself, and this larger-than-usual ad effort plus the new format helped combine for ratings success. WRXL gained a share-and-a-half 18-34, moving to almost a 14 share. It has now passed WRVQ as the top station with men 18-24.

Besides WRVQ and WRXL, the only other station in the Richmond market with a double-digit share in the young adult demos was WRVA. The station's 25-34 numbers were enough to propel it to an 11 share in this vital target.

#### Average Persons 12+ Share Trends nday, 6em-Midnight

POP(	00): 522	0			
	A/M '79		O/N '79		A/M 180
1	WRVA-AM	17 - 6	WRVA-AM	20.6	WR V A - AM (PA) 20 . 2
2	WR VO-FM	17.3	WRVQ-FM	16.3	WRVQ-FM(N) 12.2
3	WEZS-FM	10.3	WEZS-FM	7.6	WEZS-FM (800) 8.0
4	WTVR-FM	7.2	WENZ-AM	6 - 3	WRXL-FM (A) 7-8
5	WRXL-FM	6.7	WANT-AM	6.3	WKIE-AM (PA) 6.2
6	WENZ-AM	5.7	WRNL-AM	6.1	WLEE-AM (M) 5.7
7	WXGI-AM	5.6	WRXL-FM	5 - 8	WANT-AM (8) 5.7
8	W LE E - AM	4.5	WLEE AM	4.4	WENZ-AM (B) 5.0
9	WRN L-AM	3.7	WTVR-FM	4.2	WGOE-AM (A) 4.9
10	WEET-AM	2.7	WXG I - AM	3.8	WTVR-FM (BM) 4.1
1.1	WANT-AM	2.6	WEET-AM	2.3	WRNL-AM (PA) 3 - 8
1.2	WTVR-AM	2.2	WTVR-AM	2.0	WXGI-AM (C) 3.4
1.3	W GO E - A M	1.9	WDYL-FM	1.7	WEET-AM (C) 2.5
1 4	WKIE-AM	1.5	WKIE-AM	1.4	WPVA-FM (C) 1.6
15	WDYL-FM	1.2	WBCI-FM	1.1	WTVR-AM (8M) 1.1
16	WPVA-FM	1.0	W GO E - AM	1.0	WDYL-FM (ML) 1.0
17	WBCI-FM	1.0	WPVA-FM	0.6	WOWI-FM (B) 0.8
1.8	WIVE FM	0.7	WPLZ-FM	0.6	WBCI-FM (PA) 0.6
19	WGGM-AM	0.7			WPLZ-FM (M) Q.6
20					WPVA-AM(C) 0.5

#### Average Persons Trends/Rankings

O/N '79

Total	12+	
W-S, 6	em-Midnight	

,	
POP(00):	5220
АЛМ	'79

1	WRVA-AM	142	WRVA-AM	146	WR VA-AM	16
2	WRVQ-FM	139	WRVQ-FM	116		9
3	WEZS-FM	83	WEZS-FM	54		6
4	WTVR-FM	5.8	WENZ-AM		WRXL-FM	6
5	WRXL-FM	5 4	WANT-AM	4 5	WKIE AM	4
M-F, 6	-10am					
1	WRVA-AM		WR V A - A M		WRVA-AM	
2	WRVQ-FM		WRVQ-FM		WR VQ-FM	
3	WEZS-FM		WRNL-AM		WLEE-AM	
4	WTVR-FM		WENZ-AM		WRX1FM	
5	WRXL-FM		WLEE-AM		WEZS-FN	
M-F, 3	3-7pm					
1	WRVQ-FM		WR VA-AM		WRVA-AM	
2	WRVA-AM		WRVQ-FM		WRVO-FM	
3	WEZS-FM		WENZ-AM		WEZS-FM	
4	WENZ-AM		WEZS FM		WRXL-FM	
5	WRXL-FM		WRXL-FM		WILEE-AM	
Teer	15					
M-S, 6	Sam-Midnight					
POP	(00): 639					
	A/M '79		O/N '79		A/M 160	
1	WRVQ-FM		WRVO-FM		WR VQ-FM	
2	WENZ-AM		WENZ-AM		WRXL-FM	

WANT-AM

1 WRVQ-FM	WR VQ - F M	WR VQ - FM
2 WENZ-AM	WRNL ~ AM	WR XL - FM
3 WRXL-FM	WENZ-AM	W LE E - AM
M-F, 3-7pm		
1 WRVO-FM	WR VQ - FM	WR VO - FM
2 WENZ-AM	WANT-AM	WRXL-FM
3 WRXL-FM	WENZ-AM	WANT AM
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 1933		
A/M '79	O/N '79	A/M '80
1 WRVQ-FM	WR VO - FM	WR VQ - FM
2 WRXL-FM	WRXL-FM	WRXL-FM
3 WEZS-FM	WRVA-AM	WRVA-AM
4 WRVA-AM	WENZ-AM	WGOE-AM
5 WENZ-AM	WRNL-AM	WKIE-AM
M-F, 6-10am		
1 WRVO-FM	WR VQ - F M	WRVA-AM
2 WRVA-AM	WRVA-AM	WR VQ - F M
3 WRXL-FM	WRXL-FM	WRXL-FM
4 WEZS-FM	WLEE-AM	WLEE-AM
5 WRNL-AM	WENZ-AM	WGOE-AM
M-F, 3-7pm		
1 WRVQ-FM	WR VQ - FM	WRVQ-FM
2 WRXL-FM	WRXL-FM	WRXL-FM
3 WEZS-FM	WENZ-AM	WRVA-AM
4 WRNL-AM	WRVA-AM	W LE E - AM
5 WRVA-AM	WRNL-AM	WGOE-AM
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 2530		
A/M 179	O/N '79	A/M '80
1 WRVA-AM	WR V A - A M	WRVA-AM
2 WRVQ-FM	WRVQ-FM	WR VO - FM
3 WEZS-FM	WEZS-FM	WKIE-AM
4 WXGI-AM	WRNL-AM	WGOE-AM
5 WTVR-FM	WENZ-AM	WLEE-AM
M-F, 6-10am		
1 WRVA-AM	WRVA-AM	WRVA-AM
2 WRVO-FM	WRVQ-FM	WRVQ-FM
3 WXGI-AM	WLEE-AM	WLEE-AM
/ UESC EM		LIPINI - A M

#### **Cume Persons Trends/Rankings**

WRNL-AM

WRVA-AM

WRVQ-FM WEZS-FM

WRNL-AM

WRVO-FM WLEE-AM WRNL-AM

WKTE-AM

WRVA-AM

WRVQ-FM WEZS-FM

WGOE - AM

WLEE-AM

WEZS-FM

WTVR FM

WRVA-AM

WRVQ-FM WEZS-FM

A/M '79

WRVO-FM WRXL-FM

WRVA-AM

WILE E - AM

WRVQ-FM WRVA-AM

WLEE-AM WRNL-AM

WRVO-FM

WRXL-FM

WRVA-AM

WEN Z - AM

3 WRXL-FM

M-F, 3-7pm

5 WRNL-AM M-F, 6-10am

M-F, 3-7pm

Total 12+ M-S, <del>6am-Midnight</del>					
POP(00): 522	0				
A/M '79		O/N '79		A/M '80	
1 WRVA-AM	2025	WRVA-AM	2052	WRVA-AM	2143
2 WRVO-FM	1800	WR VQ-FM	1653	WRVQ-FM	1493
3 WEZS-FM	904	WRNL-AM	929	WLEE-AM	91.2
4 WLEE-AM	898	WLEE AM	835	WEZS-FM	835
5 WRXL-FM	860	WEZS-FM	768	WRNL-AM	760
M-F, 6-10am					
1 WRVA-AM		WRVA AM		WR V A- A M	
2 WRVQ-FM		WR VO - FM		WRVQ-FM	
3 WRXL-FM		WRNL-AM		WLEE-AM	
4 WEZS-FM		WLE E-AM		WRXL-FM	
5 WLEE-AM		WEZS-FM		WEZS-FM	
M-F, 3-7pm					
I WRVA-AM		WR V A - A M		WR V A- AM	
2 WRVQ-FM		WR VQ - FM		WRVQ-FM	
3 WEZS-FM		WRNL-AM		WLEE-AM	
4 WRX1FM		WRXL-FM		WEZS-FM	
5 WRNL-AM		WENZ-AM		WRXL-FM	
Teens					
M-S, 6am-Midnight					
POP(00): 639					
A/M 179		O/N '79		A/M '60	
1 WRVQ-FM		WRVQ-FM		WR VO - FM	
2 WRXL-FM		WRNL-AM		WRXL-FM	
3 WENZ-AM		WRVA-AM		WANT-AM	
M-F, 6-10am					
1 WRVQ-FM		WR VQ - FM		WR VQ - F M	
2 WENZ AM		WRNL-AM		WRXL-FM	
3 WRXL-FM		WR V A - AM		WR V A- AM	
M-F, 3-7pm					
1 WRVO-FM		WRVQ-FM		WRVO-FM	
2 WENZ-AM		WRNL-AM		WRXL-FM	
3 WRXL-FM		WENZ-AM		WANT-AM	
Adults 18-34					
M-S, 6am-Midnight					
POP(00): 193	3				

O/N '79

UR VO - FM

WRXL-FM

WRVQ-FM WRVA-AM WRXL-FM

WRVQ-FM

WRXL-FM WRVA-AM

WRNL - AM

AM 'RO

WR VO-FM WR V A- AM

WRXL-FM

WIFF-AM WRNL-AM

WRVQ-FM WRVA-AM

WRXL-FM WLEE-AM

WRNL-AM

WRVO-FM

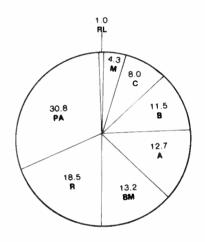
WRVA-AM WRXL-FM

WI.FF-AM

	s 25-54 am-Midnight		
0 P (	00): 2530		
	A/M '79	O/N '79	A/M '80
1	WRVA-AM	WRVA-AM	WRVA-AM
2	WRVQ-FM	WRVQ-FM	WR V Q - F M
3	WEZS-FM	WRNL-AM	W LE E - A M
4	WLEE-AM	WEZS-FM	WRNL-AM
5	WTVR-FM	WLEE-AM	WEZS FM
F, 6-	-10am		
1	WRVA-AM	WRVA-AM	WR V A~ AM
2	WRVQ-FM	WRVQ-FM	WRVQ-FM
3	WEZS-FM	WRNL-AM	W LE E - A M
4	WTVR-FM	WLEE AM	WEZS-FM
5	WLEE-AM	WEZS-FM	WRNL-AM
<b>F</b> , 3	-7pm		
1	WRVA-AM	WRVA-AM	WRVA-AN
2	WRVQ-FM	WRVO-FM	WRVO-FM
3	WEZS-FM	WRNL-AM	WLEE-AM
4	WLEE-AM	WEZS-FM	WEZS-FM
5	WTVR-FM	WLEE-AM	WRNL-AM

#### Format Penetration Chart

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



#### Format Legend

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

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#### Riverside-San Bernardino-Ontario

METRO RANK

35)

#### A/M '80 Market Overview

This was the first synidcated **Arbitron** measurement for this market, so there are no trends to worry about. Los Angeles stations led the key sales targets, but some local stations made strong showings too.

In the 18-34 audience, L.A.'s **KFI** and **KMET** were tops (as they were among persons 12+). The stations virtually tied, with KMET having a slight edge. Both were in the mid-11 share range.

The highest-rated local stations in this demo were KGGI and KCAL-FM. KGGI garnered a mid-8 share, and used no outside advertising to do it. The station did run an on-air promotion giving away free tanks of gas to listeners. While the station was scoring well in the teen and 18-34 demos, AOR KCAL-FM dominated the men 18-24. The station advertised externally for the sweep, using billboards.

The 25-54 rankings showed KFI and Beautiful Music **KBIG** as the top stations, with local **KDUO** next in line. KFI's 25-44 strength and KBIG's 25-54 consistency kept these stations ahead of the pack — KFI with a mid-12 share, KBIG with a mid-8 share. KDUO, a BM station, had a share in the mid-6 bracket.

Average Persons 12 + Shares
Monday-Sunday, 6am-Midnight

POP(00):	9199	
	A/M '80	
1	KFI -4M	(R) 9.4
2	KMET-FM	(A) 6.1
3	KGG I - FM	(P0 6_1
4	K DU O - FM	(BM) 6.0
5	KBIC-FM	(BM) 5.9
6	KNX - 4M	(N) 4.7
7	KOST-FM	(BM) 4 . 1
8	KOL 4-FM	(A) 3.7
9	KCKC-4M	(C) 3.6
10	KCAL-FM	(A) 3.5
1.1	K L 4C - 4M	c) 3.3
12	KRTH-FM	(R) 2.9
1.3	KABC-AM	m 2.5
14	KPRO-AM	(N) 2.4
1.5	KIIS-FM	(P) 2 - 1
16	K F XM - AM	(P) 2.0
17	KBON-FM	(BM) 2.0
1.8	KNX -FM	(A) 1.7
19	KCAL-AM	(S) 1.5
20	KLOS-FM	(A) 1.4
2 1	KNTF-FM	(C) 1.4
22	KFWB-4M	(N) 1.3
2 3	KDI G-AM	(C) 1 - 3
2 4	KMPC-4M	(PA) 1.I
2.5	KEZY-4M	(A) 1.0
26	KUTE - FM	(P) 0 .8
2 7	KRLA-AM	(PI) 0.8
2.8	KWST-FM	(A) 0.7
2 9	KWOW-4M	(PA) 0.6
30	KHSJ-4M	(PA) 0.6
31	XTR 4 - 4M	(BM) 0.5
32	KMEN-AM	(PA) 0-4
33	KJOI-FM	(BM) 0.3

#### Average Persons Rankings

#### Total 12+ M-S, 6am-Midnight

: 9199					
A/M '80					
KFI - 4M	147				
KMET-FM	96				
K GG I - F M	9.5				
KDUO FM	94				
KBIG-FM	93				
	A/M '80  KFI - AM  KMET - FM  KGGI - FM  KDUO FM				

M-F, 6-10a	m
1	KFI - AM
2	KNX - 4M
3	K GG I - F M
4	KDUO-FM
5	KABC-AM
M-F, 3-7 pm	1
1	KGGI-FM
2	KFI - 4M
3	KBIG-FM
4	K DU O - F M
5	KOL4-FM
Teens	
<b>M-S, 6am-f</b> PO P ( 00 )	
FUP( 00 )	A/M '80
1	
1 2	KGGI – FM KOLA – FM
3	KMET-FM
M-F, 6-10ar	
1	KGGI-FM
2	KOLA-FM KMET-FM
M-F, 3-7pm	
	KGG I – FM
1	
2	KOLA-FM
2 3	KOLA-FM KMFT-FM
2 3 Adul1s 18	KOL 4 - F M KM F T - F M
2 3 Adul1s 18 M-S, 6am-A	K O I. 4 - F M K M F T - F M 3-34 Aldnight
2 3 Adul1s 18 M-S, 6am-A	KOL 4 - FM KMFT - FM 3-34 flidnight : 32 3 3
2 3 Adul1s 18 M-S, 6am-A	KOL 4 - FM KMFT - FM 3-34 flidnight : 32 3 3
2 3 Adults 18 M-S, 6am-A POP(00)	KOL 4 - FM KMFT - FM 3-34 Ridnight : 32 3 3 A/M '80 KMET - FM
2 3 Adults 18 M-S, 6am-A POP(00)	KOL 4 - FM KMFT - FM 3-34 ilidnight : 32 33 A/M '80 KMET - FM KFI - 4M
2 3 Adults 18 M-S, 6am-A POP(OC)	KOL 4 - FM KMFT - FM 3-34 Midnight: 32 33 A/M '80 KMET - FM KFI - 4M KGGI - FM
2 3 Adulis 18 W-S, 6am-A POP(OC)	KOL 4 - FM KMFT - FM 3-34 fidnight : 32 3 3 A/M '80 KMET - FM KFI - 4M KCGI - FM KCGL - FM
2 3 Adults 18 M-S, 6am-A POP(00)	KOL 4 - FM KMFT - FM 3-34 ildnight : 32 33 A/M '80 KMET - FM KFI - 4M KGGI - FM KGGI - FM KCH - FM
2 3 Adults 18 M-S, 6am-A POP(00) 1 2 3 4 5	KOL 4 - FM KMFT - FM 3-34 ilidnight : 32 33 A/M '80 KMET - FM KFI - 4M KGGI - FM KC4L - FM KRTH - FM
2 3 Adults 18 M-S, 6am-k POP(OC) 1 2 3 4 5 W-F, 6-10am	KOL 4 - FM KMFT - FM  3-34  idinlight : 32 33  A/M '80  KMET - FM  KFI - 4M  KCGI - FM  KCAL - FM  KRTH - FM  KFI - 4M
2 3 Adul1s 18 M-S, 6am-A POP(OG) 1 2 3 4 5 M-F, 6-10an 1 2	KOL 4 - FM KMFT - FM 3-34 ilidnight : 32 33 A/M '80 KMET - FM KFI - 4M KCGI - FM KRTH - FM
2 3 Adul1s 18 M-S. 6am-h POP(00) 1 2 3 4 5 5 M-F. 6-10an 1 2 3	KOL 4 - FM KMFT - FM  3-34  ilidnight : 32 33  A/M '80  KMET - FM  KFI - 4M  KGGI - FM  KCAL - FM  KRTH - FM  N  KFI - 4M  KGGI - FM  KGGI - FM  KGGI - FM  KGGI - FM
2 3 3 Adults 18 M-S, 6am-h PO P ( OG ) 1 2 3 4 5 M-F, 6-10am 1 2 3 4	KOL 4 - FM KMFT - FM 3-34 8idnight : 32 33 A/M '80 KMET - FM KFI - 4M KCGI - FM KCAL - FM KRTH - FM N N KFI - 4M KCGI - FM KRTH - FM KGGI - FM KGGI - FM
2 3 3 Adults 18 M-S, 6am-h PO P ( OG ) 1 2 3 4 5 M-F, 6-10an 1 2 3 4 5	KOL 4 - FM KMFT - FM  3-34  ilidnight : 32 33  A/M '80  KMET - FM  KFI - 4M  KGGI - FM  KCAL - FM  KRTH - FM  N  KFI - 4M  KGGI - FM  KGGI - FM  KGGI - FM  KGGI - FM
2 3 3 Adults 18 M-S, 6am-A PO P ( OG ) 1 2 3 4 5 M-F, 6-10an 1 2 3 4 5	KOL 4 - FM KMFT - FM 3-34 8idnight : 32 33 A/M '80 KMET - FM KFI - 4M KCGI - FM KCAL - FM KRTH - FM N N KFI - 4M KCGI - FM KRTH - FM KGGI - FM KGGI - FM
2 3 Adults 18 MM-S, 6am-N PO P( OC ) 1 2 3 4 5 M-F, 6-10ar 1 2 3 4 5 M-F, 6-7pm	KOL 4 - FM KMFT - FM  3-34 idinlight : 32 33
2 3 Adults 18 M-S. 6am-h POP(00) 1 2 3 4 5 M-F. 6-10ar 1 2 3 4 5 5 M-F. 6-7pm 1 2	KOL 4 - FM KMFT - FM 3-34 ildnight : 32 33  A/M '80  KMET - FM KFI - 4M KGGI - FM KCAL - FM KMET - FM KCAL - FM KMET - FM
2 3 Adults 18 M-S. 6am-h POP(00) 1 2 3 4 5 M-F. 6-10am 1 2 3 3 4 5 M-F. 3-7pm 1 2 3	KOL 4 - FM KMFT - FM  3-34  ilidnight : 32 33
2 3 Adults 18 M-S, 6am-h POP(OO) 1 2 3 4 5 M-F, 6-10ar 1 2 3 4 5 5 M-F, 6-7pm 1 2	KOL 4 - FM KMFT - FM 3-34 ildnight : 32 33  A/M '80  KMET - FM KFI - 4M KGGI - FM KCAL - FM KMET - FM KCAL - FM KMET - FM

POP(00): 4176				
	A/M '80			
1	KFI - 4M			
2	KBIC-FM			
3	KDUO-FM			
4	KCKC-AM			
5	KOST-FM			
M-F, 6-10am				
1	KFI - 4M			
2	KBIG-FM			
3	KLAC-AM			
4	KDU O-FM			
5	KABC-AM			
M-F, 3-7pm				
1	KFI - AM			
2	KBIC-FM			
3	K DU O - F M			
4	KCKC-4M			
5	KOST-FM			

#### Cume Persons Rankings

M-S, 6am-Midnight						
P O P (	00)	:	91	9	9	
					Δ/Μ	'81

Total 12+

	A/M_'80	
1	KFI - 4M	2202
2	KGG I - FM	1235
3	KNX - AM	1124
4	K DUO - F M	1102
5	KMET-FM	1083

ME 6 40-	
M-F, 6-10am	
1	KFI - 4M
2	KNX ~ 4M
3	KGGI-FM
4	K DU O – FM
5	KFXM-AM
M-F, 3-7pm	
1	KFI - 4M
2	KGGI-FM
3	K DU O - F M
4	K ME T = F M
5	KOLA-FM
Teens	
M-S, 6am-Mic	Iniaht
POP(00):	•
101(00).	A/M '80
1	KGG I - FM
2	KMET FM
3	KFI - 4M
	KII W
M-F, 6-10am	
1	KGGI-FM
2	KOL 4-FM
3	KFI - 4M
M-F, 3-7pm	
1	KGGI-FM
2	KOL 4-FM
3	KMET-FM
Adults 18-3	34
M-S, 6am-Mic	
POP(00):	-
FUP(00):	A/M '80
,	
1 2	KFI - AM KMET-FM
3	KMET - FM KGCI - FM
3	KGGI-FM

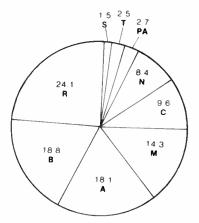
1 2 3 4 5	KGGI-FM KFI -4M KMET FM KRTH-FM KC4L-FM	
4	KMET FM KRTH-FM	
4	KRTH-FM	
5	KCAL-FM	
Adults 25- M-S, 6am-M	idnight	
	A/M '80	
1	KEI - AM	
2	KDUO-FM	
3	KBIG-FM	
4	KFXM-4M	
5	KCKC-4M	
M-F, 6-10am	1	
M-F, 6-10am	KFI -4M	
1	KF1 -4M	
1 2 3 4	KFI - 4M KDUO-FM	
1 2 3	KFI - 4M KDVO - FM KCKC- 4M	
1 2 3 4	KFI -AM KDUO-FM KCKC-AM KBIG-FM	
1 2 3 4 5	KFI -AM KDUO-FM KCKC-AM KBIG-FM	_
1 2 3 4 5 <b>M-F. 3-7pm</b> 1 2	KFI - AM KDUO-FM KCKC- AM KBIG-FM KNY - AM	_
1 2 3 4 5 M-F. 3-7 pm	KFI - AM KDUO-FM KCKC-AM KBIG-FM KNX - AM	_
1 2 3 4 5 <b>M-F. 3-7pm</b> 1 2	KFI - 4M KDUO-FM KCKC- 4M KBIG-FM KNY - 4M KFI - 4M KDUO-FM	_

KFI - 4M KMET FM KGGI - FM KFXM - 4M

#### **Format Penetration Chart**

KRTH-FM

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



#### Format Legend

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

#### Roanoke

rerage Persons 12+ Share Trends

METRO RANK

136

	A/M '78		A/M '79		A/M '80	
1	WSLC-AM	19.7	WROV-AM	20.1	WSLC-AM(C) 1	6.
2	WROV-AM	18.6	WSL C-AM	13.2	WXLK-FM(%) 1	5 -
3	WF IR-AM	13.9	WF IR-AM	12.2	WPVR-FM(BM)1	4.
4	WLRG-FM	12.2	WTOY-AM	11.1	WFIR-AM(PA)1	2 •
5	WSLO-FM	1.5	WLRG-FM	10.4	WROV-AMO 1	1.
6	WPVR-FM	9.2	WSLO-FM	10.1	WTOY-AM(®)	7.
7	WTOY-AM	8.5	WPVR-FM	10.1	WSLQ-FM(PQ)	6.
8	WRIS-AM	1.4	W UE Z - AM	3.8	WUEZ-AM(PA)	4.
9	WKBA-AM	0.7	WRIS-AM	3.5	WRIS-AM(PL)	2.
0	W UE Z - AM	0.7	WKBA-AM	1.0	WJLM-FM(C)	1.
1	WJLM-FM	0.3	WJLM-FM	0.7	WKBA-AM(PL)	1.

	_				•	
otal	12+					
ŀS, 6	iam-Midnight					
0P(	(00): 1920					
	A/M 178		A/M '79		A/M '80	
1	WSLC-AM	5.8	WRO V-AM	58	WSL C-AM	
2	WRO V-AM	5 5	WSL C-AM	38	WXLK-FM	
3	WF1R-AM	41	WF IR-AM	35	WPVR-FM	
4	WLRG-FM	36	WTOY-AM	32	WF IR-AM	
5	WSLO-FM	34	WLR G-FM	30	WROV-AM	
I-F, 6	-10am					
1	WSLC-AM		WRO V-AM		WSLC-AM	
2	WF IR-AM		WF IR-AM		WF IR-AM	
3	WROV-AM		WSLC-AM		WRO V-AM	
4	W LR G-FM		WLRG-FM		WPVR-FM	
5	WTOY-AM		WPVR-FM		WXLK-FM	
4F, 3	-7pm					
1	WSLC-AM		WROV-AM		WSLC-AM	
2	WRO V-AM		WA-YOY-AM		WXLK-FM	
3	WLRG-FM		WSLQ-FM		WPVR-FM	
4	WSLQ-FM		WPVR-FM		WROV-AM	
5	WF IR-AM		WSLC-AM		WF IR-AM	
'een	s					
A-S, 6	iem-Midnight					
0 P (	00): 229					
	A/M '78		A/M '79		A/M '80	
	WRO V-AM		WROV-AM		WXLK-FM	
2	WSLQ-FM		MA-YOTW		WROV-AM	
3	WF IR-AM		WSLQ-FM		WSLQ-FM	
1-F, 6	i-10am					
	LIDOU AM		WPO V-AM		WXIK-FM	

#-S, sam-widnight		
OP(00): 229		
A/M '78	A/M '79	A/M '80
1 WROV-AM	WROV-AM	WXLK-FM
2 WSLQ-FM	MA-YOTW	WROV-AM
3 WFIR-AM	WSLQ-FM	WSLQ-FM
4-F, 6-10am		
1 WROV-AM	WRO V-AM	WXLK-FM
2 WSLQ-FM	WSLQ-FM	WROV-AM
3 WF IR-AM	WF IR-AM	WSLQ-FM
4-F, 3-7pm		
1 WROV-AM	WROV-AM	WXLK-FM
2 WSLQ-FM	W TO Y ~ AM	WROV-AM
3 WTOY-AM	WSLQ-FM	WTOY-AM
Idults 18-34		
OP(00): 645		
A (84 170	A /AA 170	A /A4 1 AO

A-S, 6em-Midnight		
OP(00): 645		
A/M '78	A/M '79	A/M '80
1 WROV-AM	WROV-AM	WXLK-FM
2 WSLQ-FM	WSLQ-FM	WROV-AM
3 WFIR-AM	WTO Y-AM	WSLQ-FM
4 WSLC-AM	WSLC-AM	WTOY-AM
5 WTOY-AM	WFIR-AM	WUEZ-AM
A-F, 6-10am		
1 WROV-AM	WROV-AM	WRO V-AM
2 WSLQ-FM	WSLQ-FM	WXLK-FM
3 WFIR-AM	WSL C-AM	WSL C-AM
4 WSLC-AM	WF IR-AM	WTOY-AM
5 WLRG-FM	WTOY-AM	WF I R-AM
A-F, 3-7pm		
1 WROV-AM	WROV-AM	WXLK-FM
2 WSLO-FM	WSLQ-FM	WSLQ-FM
3 WF IR-AM	WTOY-AM	WROV-AM
4 WSLC-AM	WSL C-AM	WTO Y-AM
5 WPVR-FM	WF I R-AM	WUE Z -AM
Adults 25-54 W-S, Sem-Midnight		

5 WPVR-FM	WF I R-AM	WUE Z -AM
Adults 25-54		
VI-S, 6em-Midnight		
OP(00): 894		
A/M '78	A/M '79	A/M *80
1 WSLC-AM	WRO V - AM	WSLC-AM
2 WFIR-AM	WSL C-AM	WPVR-FM
3 WROV-AM	WPV R-FM	WF IR-AM
4 WLRG-FM	WF I R-AM	WXLK-FM
5 WSLQ-FM	WTOY-AM	WROV-AM
VI-F, 6-10am		
1 WSLC-AM	WRO V - AM	WSLC-AM
2 WF IR - AM	WSL C-AM	WF IR-AM
3 WROV-AM	WF IR-AM	WPVR-FM
4 WLRG-FM	WLRG-FM	WROV-AM
5 WTOY-AM	WPVR-FM	WXLK-FM
M-F, 3-7pm		
1 WSLC-AM	WROV-AM	WSLC-AM
2 WLRG-FM	WSLC-AM	WPVR-FM
3 WROV-AM	WF IR-AM	WF IR-AM
4 WPVR-FM	MA-FOTW	WRO V-AM
5 WFIR-AM	WPVR-PM	WSLQ-FM

#### **Cume Persons Trends/Rankings**

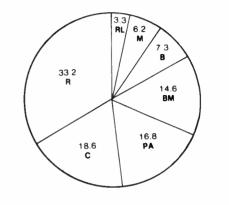
					•	
Total						
	em-Midnight					
POP(	00): 1920					
	A/M '78		A/M '79		A/M '80	
1	WROV-AM	818	WROV-AM	759	WRO V-AM	588
2	WF IR-AM	688	WF IR-AM	622	WXLK-FM	562
3	WSLC-AM	610	WSL C-AM	608	WF IR-AM	5 5 1
4	WSLQ-FM	498	WSLO-FM	451	WSL C-AM	489
5	WLRG-FM	385	WLR G-FM	371	WPVR-FM	447
M-F, 6	-10am					
1	WRO V-AM		WROV-AM		WROV-AM	
2	WSLC-AM		WF IR-AM		WFIR-AM	
3	WF IR - AM		WSLC-AM		WSL C-AM	
4	WSLQ-FM		WSLQ-FM		WXLK-FM	
5	WLRG-FM		WLRG-FM		WPVR-FM	
M-F, 3	-7pm					
1	WROV-AM		WRO V-AM		WXLK-FM	
2	WSLC-AM		WSLC-AM		WROV-AM	
3	WF IR-AM		WFIR-AM		WSLC-AM	
4	WSLQ-FM		WSLO-FM		WPVR-FM	
5	WLRG-FM		WPV R-FM		WF IR-AM	
Teen	s					

1 Bells						
M-S, 6em-Midnight						
POP(00): 229						
A/M '78	A/M '79	A/M '80				
1 WROV-AM	WROV-AM	WXLK-FM				
2 WSLQ-FM	WSL O-FM	WROV-AM				
3 WFIR-AM	WF IR -AM	WF IR-AM				
M-F, 6-10am						
1 WROV-AM	WRO V-AM	WXLK-FM				
2 WSLO-FM	WSLO-FM	WROV-AM				
3 WFIR-AM	WF IR-AM	WF IR-AM				
M-F, 3-7pm						
1 WROV-AM	WRO V-AM	WXLK-FM				
2 WSLQ-FM	WSLQ-FM	WROV-AM				
3 WFIR-AM	WTOY-AM	WTOY-AM				
Adults 18-34						
M-S, 6am-Midnight						
POP(00): 645						
A/M '78	A/M '79	A/M '80				
1 WROV-AM	WRO V-AM	WXLK-FM				
2 WSLQ-FM	WSLQ-FM	WROV-AM				
	TIP TO AM					

POP(00)			
	V/M '78	A/M '79	A/M '80
1 WR	OV-AM	WRO V-AM	WXLK-FM
2 WS	LQ-FM	WSLQ-FM	WROV-AM
3 WF	IR-AM	WF IR-AM	WSLQ FM
4 W F	VR-FM	WSLC-AM	WF IR-AM
5 W.S	LC-AM	WTOY-AM	WSL C-AM
M-F, 6-10a	m		
1 WI	RO V - AM	WRO V-AM	WROV-AM
2 W:	SLQ-FM	WSLQ-FM	WXLK-FM
3 WI	FIR-AM	WSL C-AM	WSLQ-FM
4 W:	SLC-AM	WF IR-AM	WF IR-AM
5 W	PV R - FM	WTO Y-AM	WTOY-AM
M-F, 3-7pn	1		
1 W	ROV-AM	WROV-AM	WXLK-FM
2 W	SLQ-FM	WSLQ-FM	WROV-AM
3 W	FIR-AM	WF IR-AM	WSLQ-FM
4 W	PV R-FM	WSLC-AM	WTOY-AM
5 W	SLC-AM	WTOY-AM	WSI, C-AM

#### R&R RATINGS REPORT/1980 • Adults 25-54 M-S, 6am-Midnight POP(00): 894 A/M '78 A/M '79 A/M '80 1 WSLC-AM 2 WFIR-AM 3 WROV-AM WSLC-AM WROV-AM WFIR-AM WSLC-AM WF1R-AM WROV-AM

4	WLRG-FM	WSLQ-FM	WPVR-FM
5	WPVR-FM	WLRG-FM	WXLK-FM
M-F, 6-	10am		
1	WSLC-AM	WSLC-AM	WSLC-AM
2	WFIR-AM	WRO V-AM	WF IR-AM
3	WROV-AM	WF I R-AM	WROV-AM
4	WLRG-FM	WSLQ-FM	WPVR-FM
5	WSLQ-FM	WLRG-FM	WXLK-FM
M-F, 3-	7pm		
1	WSLC-AM	WRO V - AM	WSLC-AM
2	WF IR -AM	WSL C-AM	WPVR-FM
3	WROV-AM	WF IR-AM	WF IR-AM
4	WLRG-FM	WPVR-FM	WROV-AM
5	WPVR-FM	WSL 0-FM	WXLK-FM



#### Format Legend

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

Market Buy Market TM

#### Rochester

METRO RANK

39

#### A/M '80 Market Overview

The Expanded Sample Frame hit this market with a vengeance when first introduced in this survey. Buyers and advertisers should be wary comparing this data to previous books. Here are some key items to keep in mind when evaluating the ratings in this report. First, there was an oversample and Arbitron got back 38% more diaries than in the fall. Much of this additional sample came back from ESF homes, not listed in the local phone directories. Arbitron had estimated that approximately 27% of the sample would come from ESF persons, but the actual in-tab showed 34% of the 12+ returns came from ESF individuals

A look at some key demos demonstrates the difference ESF made. Adults 18-24 were represented by 58 diaries in the O/N '79 survey, without the ESF sampling. In the A/M '80 sweep, with ESF, the same demo was represented by 119. With so many more cuming opportunities, stations appealing to young adults or ethnics might be expected to do better this survey. One might expect the status quo would be shaken up, and it was

Malrite's WEZO, the Beautiful Music station that had been the market 25-54 leader, took a real tumble. The station lost 10 shares both in the total standings and in the 25-54 bracket, dropping to a high-12 share in that key sales target.

The new 25-54 leader was P/A WHAM, Even though the station was the new total market and 25-54 leader, its share slipped. WHAM now has a 15 share of 25-54's. The only other Rochester station to score a double-digit share was P/A WVOR, which increased to a low-13 share.

Besides the impact on WEZO, the real crunch came among stations that appeal to teens and young adults. WMJQ and WVOR, while still 1-2 18-34, had their shares reduced by the boost obtained by several other contemporary or ethnic stations. WMJQ fell from a mid-21 to a 16 share, while WVOR dropped eight shares to a mid-11 figure. Increased shares were earned by WBBF, WCMF, and WDKX.

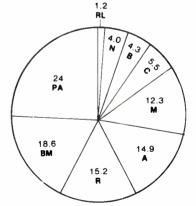
An example of the possible ESF impact was the rise of Black-formatted WDKX. The station went from Dancemusic to more traditional Black sound, advertised on busboards and billboards, and made impressive gains in the 18-24 adult category. In 18-34's WDKX rose from under a two share to more

AOR entity WCMF scored a good book this sweep. The station's 18-34 share rose 23% to the 10 range. New station ownership, plus a consultancy by Jeff Pollack, may have enabled WCMF to be better-promoted and better-sounding. TV, busboards, and billboards were used this sweep (TV and outdoor boards had not been used before), and new air personalities were hired in key shifts. Musically, the station's rotation was improved. WCMI was second to Superstars competitor WMJQ is men 18-24.

Rock station WBBF increased its 18-34 share up to the mid-11 realm. Most of the station's gain: took place in drivetimes, while the midday figure: were flat

Considering all the tlux in the market - ESF extra sample, format changes, ownership changes consultancy deals - it may be a while before the Rochester marketplace settles down. Perhaps the O/N '80 survey results will tell if anything resembling the status quo will ever be seen again in Rochester

M.C. down Middle hab		
M-S, 6am-Midnight		
POP(00): 1047		
A/M '79	O/N '79	A/M '80
1 WBBF-AM	WMJQ-FM	WBBF-AM
2 WMJQ-FM	WHFM-FM	WHFM-FM
3 WHFM-FM	WBBF-AM	WMJQ-FM
M-F, 6-10am		
1 WBBF-AM	WMJQ-FM	WHFM-FM
2 WMJQ-FM	WHFM-FM	WPXY-FM
3 WHFM-FM	WBBF -AM	WBBF-AM
M-F, 3-7pm		WDD1 WH
1 WMJO-FM	IIIIBN BV	
2 WHFM-FM	WHFM-FM	WHFM-FM
3 WBBF-AM	WMJQ-FM WBBF-AM	WPXY-FM WBBF-AM
	WDDF -AM	WBBF -AM
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 2870		
A/M '79	O/N '79	A/M '80
1 WBBF-AM	WBBF-AM	WBBF-AM
2 WMJQ-FM	WVOR-FM	WMJQ-FM
3 WVOR-FM	WMJQ-FM	WHFM-FM
4 WHAM-AM	MA-MAHW	WVOR-FM
5 WHFM-FM	WCMF-FM	MA-MAHW
M-F, 6-10am		
1 WBBF-AM	WBBF-AM	WBBF-AM
2 WMJQ-FM	WMJQ-FM	WMJQ-FM
3 WVOR-FM	WVOR-FM	WVOR-FM
4 WHAM-AM	MA-MAKW	WHFM-FM
5 WCMF-FM	WCMF-FM	WHAM-AM
M-F, 3-7pm		
1 WMJQ-FM	WMJQ-FM	WBBF-AM
2 WBBF-AM	WVOR-FM	WMJQ-FM
3 WVOR-FM	WBBF-AM	WHFM-FM
4 WHFM-FM	WHAM-AM	WVOR-FM
5 WHAM-AM	WCMF-FM	WCMF-FM
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 3670		
A/M '79	O/N '79	A/M '80
1 WHAM-AM 2 WEZO-FM	WHAM-AM Wezo-pm	WHAM-AM
3 WBBF-AM	WEZU-FM WVOR-FM	WEZO-FM
4 WVOR-FM	WVUR-FM WBBF-AM	WBBF-AM
5 WMJQ-FM	WMJQ-FM	WVOR-FM WNTR-AM
M-F, 6-10am	W110 Q 111	WNIK-AM
1 WHAM-AM		
2 WEZO-FM	WHAM-AM Wezo-FM	WHAM-AM
3 WBBF-AM	WEZU-FM WBBF-AM	WBBF-AM WEZO-FM
4 WVOR-FM	WVOR-FM	WVOR-FM
5 WROC-AM	WMJQ-FM	WNY R-AM
M-F, 3-7pm	,	
1 WEZO-FM	WEZ O-FM	IIII AM AM
2 WHAM-AM	WHAM-AM	WHAM-AM WBBF-AM
3 WVOR-FM	WBBF-AM	WEZO-FM
4 WBBF-AM	WVOR-FM	WVOR-FM
5 WMJQ-FM	WMJQ-FM	WNYR-AM
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#### Format Legend

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

#### rerage Persons 12+ Share Trends

(00): 801	2			
A/M 179		O/N 179		A/M 180
WEZO-FM	16.8	WEZO-FM	22.6	WHAM-AMPAN 4.1
MA-MAHW	14.4	WHAM-AM	15.0	WEZO-FM COME 2.8
WMJQ-FM	11.5	WMJQ-FM	11.8	WMJQ-FM(A) 8.4
WVOR-PM	8 3	WVOR-FM	9.0	WBBF-AMMO 7.6
WBBF-AM	7.5	WHFM-PM	6.8	WVOR-FMPA) 7.4
WHFM-PM	5.6	WBBF-AM	6.2	WHFM-FM#0 6.0
WROC-AM	4.3	WPXN-AM	4.2	WNYR-AM(C) 5.0
WNY R-AM	3.2	WCMF-FM	3.7	WCMF-FM(A) 4.9
WDKX-FM	2.8	WNYR-AM	3.7	WPXY-FM (MA) 4.3
WPXY-FM	2.6	WPXY-FM	1.6	WDKX-FMM 4.3
WCMF-FM	2 - 5	WSAY-AM	1.3	WPXN-AMPO 4.0
WWWG-AM	2.5	WDKX-FM	1.1	WRLX-PM(MM) 1.5
WF LC-FM	1.8	WKBW-AM	1 1	WGRO-FMA 1.1
WCGR-AM	1.3	WFLC-FM	0.9	WBEN-FMP0 1.0
WKBW-AM	1.1	WACK-AM	0.7	WCGR-AMPA) 1.0
WGV A-AM	0.9	WCGR-AM	0.6	WFLC-FMPA) 1.0
WSAY-AM	0.9	WBEN-PM	0.6	WKFM-FMM 0.6
WBEN-FM	0.8	WWWG-AM	0.6	WWWG-AMPIL) 0.6
WACK-AM	0.6			WMIV-FMPL) 0.6
WSFW-AM	0.5			WHEN-AMPA 0.5
WMIV-FM	0.4			WSAY-AMCO 0.5
WSFW-FM	0.1			WSYR-FM(A) 0.5
	AM'79 WEZO-FM WHAM-AM WHJQ-FM WYOR-FM WBBF-AM WHFM-FM WOCK-FM WOCK-FM WCMF-FM	WEZO-FM 16.8 WHAM-AM 14.4 WHJQ-PM 11.5 WVOR-FM 8 3 WBBF-AM 7.5 WHFM-PM 5.6 WROC-AM 4.3 WNYR-AM 3.2 WDKX-FM 2.8 WPXY-FM 2.6 WCMF-FM 2.5 WFLC-PM 1.8 WCGR-AM 2.5 WFLC-PM 1.8 WCGR-AM 0.9 WSAY-AM 0.9 WSAY-AM 0.9 WSAY-AM 0.9 WSAY-AM 0.6 WSFW-AM 0.6 WSFW-AM 0.5	## 19	## 79 ON 79  ## 20 - FM   16.8   ## 22.6   ## 22.6   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3.7   ## 3

_						
	Average	Pers	ons Tren	ds/R	ankinas	
Total						
	lam-Midnight					
	00): 8012					
(	A/M '79		O/N '79		A/M '80	
1	WEZO-FM	205	WEZO-FM	272		.76
	WHAM-AM	175	WHAM-AM	181	WHAM-AM WEZO-FM	175
	WMJO-FM	140	WMJO-FM	142		
	WVOR-FM	101	WMJQ-FM WVOR-FM	108	WMJQ-FM WBBF-AM	104 95
	WBBF-AM	92	WHFM-FM	82	WDBF-AM WVOR-FM	92
M-F. 6			wiirii -rii	0.2	MAOK-14	
	WHAM-AM		WHAM-AM		WHAM-AM	
	WEZ O-FM		WEZ O-FM		WEZO-FM	
	WBBF-AM		WVOR-FM		WBBF-AM	
	WVOR-FM		WMJQ-FM		WVOR-FM	
	WMJO-FM		WBBF -AM		WMJO-FM	
M-F, 3-						
	WEZO-FM		WEZO-FM		WEZO-FM	
	WMJQ-FM		WMJQ-FM		WMJO-FM	
	WHAM-AM		MA-MAHW		MA-MAKW	
	WVOR-FM		WVOR-FM		WBBF-AM	
	WBBF-AM		WHEM-EM		WVOR-FM	
			******		WAOK-LU	
Teens	s sm-Midnight					
	00): 1047					
101(	A/M '79		O/N '79		4.04.100	
	WMJQ-FM		WHEM-EM		A/M '80	
	WBBF-AM		WMJO-FM		WHFM-PM	
	WRFM-FM				WMJQ-FM	
_			WBBF-AM		WPXY-FM	
M-F, 6-						
	WBBF-AM		WHFM-FM		WHFM-FM	
	WMJQ-FM		WMJQ-FM		WPXY-FM	
3	WHFM-FM		MA-MAHW		WMJQ-FM	
M-F, 3-	7pm					
1	WMJQ-FM		WMJQ-FM		WMJO-FM	
2	WHFM-FM		WHFM-FM		WHFM-FM	
_						

M-S, 6am-Midnight POP(00): 2870		
A/M '79	O/N '79	A/M '80
1 WMJQ-FM	WMJQ-FM	WMJQ-FM
2 WVOR-FM	WVOR-FM	WVOR-FM
3 WBBF-AM	WEZO-FM	WBBF-AM
4 WHAM-AM 5 WHFM-FM	WBBF-AM	WCMF-FM
	WHFM~FM	WHFM-FM
HF, 6-10am		
1 WMJQ-FM	WVOR-FM	WBBF-AM
2 WVOR-FM	WMJQ-FM	WVOR-FM
3 WBBF-AM	WBBF-AM	WMJQ-FM
4 WHAM-AM 5 WCMF-FM	WCMF-FM WHAM-AM	WHFM-FM
	WHAM-AM	MA-MARW
HF,3-7pm 1 WMJO∼FM	WMJQ-FM	UNIO-PM
2 WVOR-FM	WVOR-FM	WMJQ-FM WBBF-AM
3 WBBF-AM	WCMF-FM	WVOR-FM
4 WDKX-FM	WEZO-FM	WCMF-FM
5 WHAM-AM	WBBF-AM	WHFM-FM
dults 25-54		
-S, sam-Midnight		
OP(00): 3670		
A/M 179	O/N '79	A/M '80
. WEZO-FM	WEZO-FM	WHAM-AM
2 WHAM-AM	WHAM-AM	WVOR-FM
3 WVOR-FM	WVOR-FM	WEZO-FM
4 WMJQ-FM	WMJQ-PM	WBBF-AM
5 WBBF-AM	WBBF-AM	WNY R-AM
F, 6-10am		
1 WHAM-AM	W HA M - AM	MA-MARW
2 WEZO-FM	WEZ O-FM	WEZO-FM
3 WBBF-AM	WVOR-FM	WVOR-FM
4 WVOR-FM	WBBF-AM	WBBF-AM
5 WMJQ-FM	WMJQ-FM	WNY R-AM
F, 3-7pm		
1 WEZO-FM	WEZO-FM	WVOR-FM
2 WHAM-AM	MA-MAHW	WBBF-AM
3 WMJQ-FM	WVOR-FM	MA-MAHW
4 WVOR-FM	WMJQ-FM	WEZ O-FM
5 WNYR-AM	WNY R-AM	WNY R-AM
Cuma Dar		
Cume Per	sons Trends/F	lankings
otal 12+		
6, 6em-Midnight		
OP(00): 8012		
A/M '79	O/N '79	A M4 190

	A/M '79		O/N '79		A/M '80	
1	WHAM-AM	2972	WHAM-AM	3049	MA-MAHW	27/4
	WEZO-FM	2400	WEZO-FM	2901	WEZO-FM	2746
	WBBF-AM	2112				
	WMJO-FM		WBBF-AM			-,
			WVOR-FM	1620	WHFM-FM	1343
>	WHFM-PM	1479	WMJQ-FM	1575	WMJQ-FM	1266
A-F, 6	-10am					
1	WHAM-AM		WHAM-AM		WHAM-AM	
2	WEZO-FM		WEZO-FM		WBBF-AM	
3	WBBF-AM		WBBF-AM		WEZO-FM	
4	WMJQ-FM		WMJQ-FM		WHFM-PM	
5	WVOR-FM		WVOR-FM		WVOR-PM	
HF, 3	-7pm					
1	WHAM-AM		WEZO-FM		MA-MARW	
2	WEZO-FM		W HA M - A M		WEZO-FM	
3	WMJQ-FM		WMJQ-FM		WBBF-AM	
4	WBBF-AM		WBBP-AM		WHFM-PM	
	WHFM-FM		WV OR -FM		WMJO-PM	

#### Rockford

METRO RANK

128

#### verage Persons 12+ Share Trends onday-Sunday, 6am-Midnight 0P(00): 2192

	A/M '78		A/M '79		A/M '80	
1	WROK-AM	25.1	WROK-AM	24.3	WROK-AM (PO)	7 • 1
2	WRWC-FM	8 - 7	WZOK-FM	13.2	WRWC-FH(MM)	11.0
3	WGN -AM	7.7	WGN -AM	9.2	WMAQ-AM(C)	0.
4	WLS -AM	7.4	WRWC-FM	8 0	WGN -AM (PA)	9.0
5	WRRR-AM	7.4	WMAQ-AM	7.4	WYFE FM (A)	7.1
6	WMA Q - AM	6.4	WYFE-FM	7.1	WZ OK-FM(A)	7 -
7	WKKN-AM	6.4	WRRR-AM	6 - 8	WYBR-FM(PA)	6.0
8	WZOK-FM	5 . 8	WLS -AM	5.2	WKKN-AM(C)	5 - (
9	WYFE-FM	4.8	WYBR-FM	4.0	WRRR-AM(O)	4 .
10	WYBR-FM	4.5	WBBM-AM	3.4	WBBM - AM (N)	4 .
11	WB BM - AM	2.9	WKKN-AM	2.8	WLS -AM(F)	3.4
12	WQFL-FM	2,6	WBEL-AM	0.9	WQFL-FM(ML)	3.
13	WLUV-FM	1.3	WQFL-FM	0.9	WAIT-AM (MM)	1.6
14	WJVL-FM	1.0			WIND-AM(M)	0.6
15	WLUV-AM	0.3			WBEL-AM(PA)	0.6
16					WJVL-FM(MM)	0 - 6

#### Average Persons Trends/Rankings

-S, 6	12+ nm-Midnight 00): 2192					
	A/M '78		A/M '79		A/M '80	
1	WRO K - AM	7.8	WRO K-AM	79	WRO K-AM	56
2	WRWC-FM	2 7	WZ OK-FM	43	WRWC-FM	3 5
3	WGN -AM	2 4	WGN - AM	30	WMAO-AM	34
	WLS - AM	2 3	WRWC-FM	2.6	WGN -AM	3.0
5	WRRR-AM	23	WMAQ-AM	2 4	WYFE-FM	2 5
-F, 6-	10am					
1	WROK-AM		WRO K-AM		WROK-AM	
2	WGN -AM		WGN -AM		WGN -AM	
3	WMA Q - AM		WZ OK-FM		WMAO-AM	
4	WLS -AM		WMAQ-AM		WRWC-FM	
5	WRRR-AM		WLS -AM		WYFE-FM	
HF, 3-	7pm					
1	WROK-AM		WROK-AM		WROK AM	
2	WRWC-FM		WZOK-FM		WRWC-FM	
3	WLS -AM		WGN -AM		WMAQ-AM	
4	WGN - AM		WRWC-FM		WYFE-FM	
5	WMAQ-AM		WMAQ-AM		WGN - AM	
-S, 6	s nm-Midnight					

WMAQ-AM	WGN -AM
A/M '79	A/M '80
WRO K-AM	WZ OK-FM
WLS -AM	WYFE-FM
WYFE-FM	WROK-AM
WROK-AM	WROK-AM
WZ OK - FM	WYFE-FM
WYFE-FM	WZOK-FM
WROK-AM	WZOK-FM
WLS -AM	WYFE-FM
WYFE-FM	WROK-AM
	A/M '79  WRO K-AM  WLS -AM  WYFE-FM  WRO K-AM  WZ OK-FM  WYFE-FM  WRO K-AM  WLS -AM

dults 18-34

-S, 6am-Midnight		
OP(00): 814		
A/M '78	A/M '79	A/M '80
1 WROK-AM	WZOK-FM	WRO K-AM
2 WLS -AM	WROK-AM	WYFE-FM
3 WYBR-FM	WYFE-FM	WZOK-FM
4 WYFE-FM	WMAQ-AM	WYBR-FM
5 WZOK-FM	WLS -AM	WMAQ-AM
-F, 6-10am		
1 WROK-AM	WROK-AM	WROK-AM
2 WLS -AM	WZOK-FM	WYFE-FM
3 WYBR-FM	WLS -AM	WYBR-FM
4 WMAQ-AM	WM A Q - AM	WMAQ-AM
5 WZOK-FM	WYFE-FM	WZOK-FM
-F, 3-7pm		
1 WROK-AM	WZOK-FM	WROK-AM
2 WLS -AM	WRO K-AM	WYFE-FM
3 WYBR-FM	WY FE - FM	WMAQ-AM
4 WYFE-FM	WM AQ - AM	WYBR-FM
5 WZOK-FM	WLS -AM	WZ OK-FM
		_

	s 25-54 am-Midnight		
	00): 1049		
	A/M '78	A/M '79	A/M '80
1	WROK-AM	WRO K-AM	WROK-AM
2	WKKN-AM	WMAQ-AM	WMAQ-AM
3	WMAQ-AM	WZ OK-FM	WRWC-FM
4	WRWC-FM	WRWC-FM	WGN -AM
5	WGN -AM	WGN -AM	WKKN-AM
-F, 6-	10em		
1	WROK-AM	WROK-AM	WROK-AM
2	WMAQ-AM	WGN -AM	WGN -AM
3	WGN -AM	WMAQ-AM	WMAQ-AM
4	WKKN-AM	WRWC-FM	WRWC-PM
5	WLS -AM	WLS -AM	WKKN-AM
₽, 3-	7pm		
1	WROK-AM	WROK-AM	WROK-AM
2	WRWC-FM	WRW C-FM	WRWC-FM
3	WMA Q - A M	WMAQ-AM	WMAQ-AM
4	WKKN-AM	WZ OK-FM	WGN -AM
	DOM - AM	11011 411	LIPPN - AM

WMAQ-AM WGN -AM WKKN-AM

Total	12+					
M-S. 6	em-Midnight					
	00): 219	2				
	A/M '78	-	A/M '79		A/M 180	
1	WROK-AM	1 32 9	WRO K-AM	1226	WROK-AM	1070
	WLS -AM	607	WZ OK-FM	515	WMAQ-AM	47
-	WGN -AM	401	WLS -AM	445	WLS -AM	446
	WMAQ-AM	387	WGN -AM	444	WGN -AM	424
	WRWC-FM	369	WM A Q - AM	38.8	WZOK-FM	419
	-10am					
	WROK-AM		WROK-AM		WROK-AM	
	WLS -AM		WZ OK-FM		MA-DAMM	
	WGN -AM WMAQ-AM		WGN -AM		WGN -AM	
	WRWC-FM		WLS -AM WRWC-FM		WLS -AM	
			WKWC-FM		WYFE-FM	
M-F, 3			UPOPAM		Hban	
	WROK-AM WLS -AM		WROK-AM WGN -AM		WROK-AM WZOK-FM	
	WYFE-FM		WZOK-FM			
	WGN -AM		WMAO-AM		WMAQ-AM WRWC-FM	
	WMA Q-AM		WLS AM		WGN -AM	
	8 am-Midnight 00): 300					
	A/M '78		A/M '79		A/M '80	
1	WROK-AM		WROK-AM		WZOK-FM	
2	WLS -AM		WLS -AM		WROK-AM	
3	WYFE-FM		WZ OK - FM		WYFE-FM	
M-F, 6-	10am					
1	WROK-AM		WROK-AM		WROK-AM	
2	WLS -AM		WZOK-FM		WZOK-FM	
3	WYFE-FM		WLS -AM		WYFE-FM	
			WLS -AM		WYFE-FM	
M-F, 3-			WLS -AM		WZOK-FM	
M-F, 3- 1 2	7pm WROK-AM WLS -AM					
M-F, 3- 1 2	7pm WROK-AM		WROK-AM		WZ OK-FM	
M-F, 3- 1 2 3 Adult	7pm WROK-AM WLS -AM		WROK-AM WLS -AM		WZOK-FM WROK-AM	
M-F, 3- 1 2 3 Adult M-S, 6	7pm WROK-AM WLS -AM WYFE-FM 8 18-34		WROK-AM WLS -AM		WZOK-FM WROK-AM	
M-F, 3- 1 2 3 Adult M-S, 6	7pm  WROK-AM  WLS -AM  WYFE-FM  S 18-34  am-Midnight		WROK-AM WLS -AM		WZOK-FM WROK-AM	
M-F, 3- 1 2 3 Adult M-S, 6i	7pm WROK-AM WLS -AM WYFE-FM 8 18-34 am-Midnight 00): 814		WROK-AM WLS -AM WYFE-FN		WZ OK - F M WRO K - AM WY FE - F M	
M-F, 3- 1 2 3 Adult M-S, 6s POP(	7pm  WRO K - AM  WLS - AM  WYFE - FM  s 18-34  am-Midnight  00): 814  A/M '78  WRO K - AM  WLS - AM		WROK-AM WLS -AM WYFE-FM		WZ OK - F M WRO K - AM WY FE - F M	
M-F, 3- 1 2 3 Adult M-S, 6i POP(	7pm  WROK-AM  WLS -AM  WYFE-FM  8 18-34  am-Midnight  00): 814  A/M '78  WLS -AM  WYFE-FM		WROK-AM WLS -AM WYFE-FM  A/M'79  WROK-AM WZOK-FM WLS -AM		WZ OK - F M WRO K - AM WY FE - F M	
M-F, 3- 1 2 3 Adult M-S, 6s POP(	7pm  WRO K - AM  WLS - AM  WYFE - FM  s 18-34  am-Midnight  00): 814  A/M '78  WRO K - AM  WLS - AM		WROK-AM WLS -AM WYFE-FM  A/M '79  WROK-AM WZOK-FM		WZ OK - F M WRO K - AM WY FE - F M A/M '80 WRO K - AM WLS - AM	

WROK-AM WZOK-FM WLS -AM WYFE-FM

WMAO-AM

WROK-AM WZOK-FM WMAQ-AM WYFE-FM

WYBR-FM

WROK-AM WLS -AM WYFE-FM

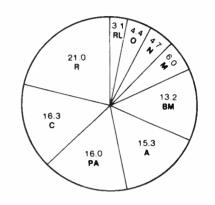
WZOK-FM

WMAQ-AM

WROK-AM WLS -AM WYFE-FM WZOK-FM WKKN-AM

M-F. 3-7pm

20 2/ (	00): 1049		
01((	A/M '78	A/M '79	A/M '80
1	WROK-AM	WRO K-AM	WROK-AM
2	WMAQ-AM	WMAQ-AM	WMAQ-AM
3	WLS -AM	WGN -AM	WGN -AM
4	WGN - AM	WZOK-FM	WRWC-FM
5	WRWC-FM	WRWC-FM	WLS -AM
A-F, 6-1	0am		
1	WROK-AM	WROK-AM	WROK-AM
2	WMAQ-AM	WGN -AM	WMAQ-AM
3	WGN -AM	WMAQ-AM	WGN -AM
4	WLS - AM	WRWC-FM	WRWC-FM
5	WRWC-FM	WLS -AM	WLS -AM
4-F, 3-7	'pm		
1	WROK-AM	WROK-AM	WROK-AM
2	WMAQ-AM	WMAQ-AM	WMAO-AM
3	WGN - AM	WGN -AM	WRWC-FM
4	WLS -AM	WRWC-FM	WGN -AM
5	WRWC-FM	WZ OK-FM	WYBR-FM



#### Format Legend

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

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# Data from Market Buy Market TM

#### Sacramento

METRO RANK

(38)

#### A/M '80 Market Overview

One important factor in this survey was ESF's introduction to Sacramento. **Arbitron** got back 37% more diaries this sweep than in O/N '79, and 46% of all the returned diaries were from ESF persons. With this impact it would not be wise to expect exact comparisons between these results and previous data.

However, comparisons will be made. What often happens when ESF is first introduced — and the younger demos become better represented in the diary return as a result — is that AOR's share increases, while stations with, for example, Beautiful Music formats are hurt. This market saw some examples of that behavior. KZAP, the leading AOR station, took a big jump from a mid-16 share to a 25 share 18-34 adults. In doing so KZAP became the new top station overall. The former leader, BM KEWT, remained stable but lost ground in the rankings because of the improved KZAP showing.

KZAP is the **Superstars** affiliate in the Sacramento area. The station used substantial amounts of TV advertising, plus some billboard and busboard showings. Lots of bumper stickers were given out as well. Musically, the station added a few older cuts but basically stuck with the **Burkhart/Abrams** format. KZAP was dominant among men 18-34 this sweep, especially in the 18-24 cell, and the numbers were up vastly over the last survey.

More female-oriented **KXOA-FM** was the only station in double-digit shares 18-34. About one-third of the station's female audience eroded, leading range. KXOA-FM did advertise to the market-place, using TV and busboards.

KHYL is a rocker that enjoyed a good book this sweep. The station's increased popularity may have been due to its increased signal strength, when it went from 8200 watts to 50,000. As a format, KHYL plays mostly oldies, and there is really no competitor in the Sacramento metro. KHYL rose almost two full shares this survey, up to a mid-8 figure in the 18-34 cell.

Among the 25-54 audience, KEWT continues to reign supreme. KEWT maintained its 12 share of this older demo, while Country KRAK came in second, stable at a mid-8 share.

#### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

24 KKIS-AM 25 KCBS-AM

Total 12+

POP	(00): 810	7				
	A/M '79		O/N '79		A/M '80	
1	KEWT FM	9.5	KEWT~FM	10.8	KZAP-FM(A)	14.6
2	KZA P-FM	8.5	KZAP-FM	9.7	KEWT FM (BM)	10.7
3	KRAK-AM	6.8	KGNR-AM	7 - 6	KRAK-AM (C)	6-4
4	KGNR-AM	6.7	KXOA-FM	7 - 1	KGNR-AM (PA)	6.1
5	KCTC-FM	6.6	KRAK-AM	6.4	KXOA-FM(A)	5.5
6	KXOA-FM	6.2	KFBK-AM	5.4	KCTC-FM (BM)	5.3
7	KROY-AM	6.1	KGMS-AM	4.8	KSFM-FM (PA)	5 • 1
8	KROY-FM	5 - 1	KROY-FM	4.7	KHYL-FM (A)	4.8
9	KFBK-AM	5.1	KROY-AM	4.3	K R O Y - A M (A)	4-4
10	KGMS-AM	4.5	KHYL-FM	4.0	KFBK-AM(N)	4.0
1.1	KHYL-FM	4.5	KSFM-FM	3.8	KWOD-FM(PA)	3.6
12	KWOD-FM	3.8	KCTC-FM	3 6	KPOP-AM (C)	2.8
13	KSFM-FM	3.1	KGO -AM	3.3	KGMS-AM (PA)	2.7
14	KFRC-AM	2.9	KFRC-AM	2 - 4	KROY-FM (PA)	2.5
15	KNBR-AM	2.9	KWOD - FM	2.2	KAER-FM (BM)	2.4
16	KGO -AM	2.9	KYLO-FM	2.2	KFRC-AM(PI)	2.2
17	KAER-FM	1.7	KPOP-AM	1.5	KGO -AM(N/T)	2 - 1
18	KPOP-AM	1.7	KAER-FM	1.5	KNBR AM (PA)	1.8
19	KX OA - AM	1.6	KNBR-AM	1.2	KXOA - AM (R)	1 • 5
2.0	KABI-AM	1.3	KFIA-AM	1 - 2	KPIP-FM (8)	1.2
2 1	KPIP-FM	0.9	KPIP-FM	0.9	KFIA-AM (RL)	1.1
22	KFIA-AM	0.8	KEBR-FM	0 - 8	KCBS+AM(N)	0.8
2.3	KEBR-FM	0.7	KAHI-AM	0.7	KYLO-FM(C)	0.8

#### Average Persons Trends/Rankings

KX OA - AM

0.5

INI-23, 0	am-wignigni					
POP(	00): 8107					
	A/M 179		O/N '79		A/M '80	
1	KEWT-FM	113	KEWT-EM	141	KZAP-FM	19
2	KZAP FM	101	KZAP-FM	127	KEWT-FM	1.3
3	KRAK-AN	81	KGNR-AM	99	KRAK-AM	Я
4	KGNR-AM	8.0	KXOA-FM	97	KGNR-AM	. 81
5,	KCTC-FM	7 9	KRAK-AM	84	KXOA-FM	7:
M-F, 6	-10am					
1	KGNR-AM		KGNR-AM		KZAP-FM	
2	KFBK-AM		KFBK-AM		KGNR-AM	
3	KRAK-AM		KEWT - FM		KEWT-EM	
4	KEWT-FM		KRAK-AM		KRAK-AM	
5	K RO Y - A M		KZAP-FM		KFBK-AM	
M-F, 3	-7pm					
1	KFWT-FM		KEWT-FM		KZAP-FM	
2	KCTC-FM		KZAP-FM		KEWT-FM	
2	V7AD-EW		PYOA-FM		V D A V - A M	

1 KZAP-FM	KXUA-FM	K RAK - AM
4 KGNR-AM	KGNR-AM	KGNR - AM
5 KXOA-FM	KKWK-W	KCT C-FM
Teens		
M-S, 6am-Midnight		
POP(00): 1097		
A/M 179	O/N '79	A/M '80
1 KROY-AM	KZAP-FM	KZAP-FM
2 K ROY - F M	KROY-AM	K RO Y - A M
3 KZAP FM	KW OD - F M	KSFM-FM
M-F, 6-10am		
1 K RO Y - AM	K RO Y-AM	K7AP-FM
2 KZAP-FM	KZAP-FM	KRO Y-AM
3 KROY-FM	KROY-FM	KSFM-FM
M-F, 3-7pm		
1 KROY-AM	KZAP-FM	KZAP-FM
2 KZAP-FM	KSFM-FM	K R O Y - A M
3 KROY-FM	KWOD-FM	KPOP-AM

A/M '79	O/N '79	A/M '80
1 KZAP-FM	KZAP-FM	KZAP-FM
2 KX OA - FM	K X O A - F M	KXOA-FM
3 KHYL-FM	KROY-FM	KHYL-FM
4 KWOD - FM	KHYL-FM	KSFM-FM
5 KSFM-FM	KSFM-FM	KW OD - FM
I-F, 6-10am		
1 KKOA-FM	KZAP+FM	KZAP-FM
2 KZAP FM	KXOA-FM	KXOA-FM
3 KHYL-FM	KROY-FM	K HYL - FM
4 KWOD-FM	K F R C - AM	KSEM-EM
5 KGNR-AM	KROY-AM	KFRC-AM
1-F, 3-7pm		
I KZA P-FM	KZAP-FM	KZAP+FM
2 KHYL-FM	K X O A - F M	KXOA-FM
3 KSFM-FM	KROY-FM	KSFM-FM
4 KX OA - FM	KSFM-FM	KHYL-FM
5 KROY-FM	KHYL-FM	KWOD-FM
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 3934		
A/M '79	O/N '79	A/M '80
1 KCTC-FM	KEWT-FM	K EWT-FM
2 KEWT-FM	K RA K – AM	KRAK-AM
3 KGNR-AM	K X O A – F M	KZAP-FM
4 M D 4 M 4 44	KCNR-AM	KXOA-FM
4 KRAK-AM	KGMS-AM	KCTC-FM

A/M '79	O/N '79	A/M '80
1 KCTC-FM	KEWT-FM	K EWT-FM
2 KEWT-FM	K RA K - AM	KRAK-AM
3 KGNR - AM	K X O A – F M	KZAP-FM
4 KRAK-AM	KGNR-AM	KXOA-FM
5 KXOA-FM	KGMS-AM	KCTC-FM
<b>VI-F</b> , 6-10am		
1 KGNR-AM	K G N R - A M	KGNR-AM
2 KRAK-AM	KRAK-AM	KRAK-AM
3 KFBK-AM	KEWT-FM	KEWT-FM
4 KEWT-FM	KF BK - AM	K X O A - F M
5 KXOA-FM	KGMS-AM	KZAP-FM
M-F, 3-7pm		
1 KCTC-FM	KEWT-FM	KEWT-FM
2 KGNR-AM	K G N R - A M	KZAP-FM
3 KFWT-FM	KRAK-AM	KCTC-FM
4 KRAK-AM	KXOA-FM	KRAK-AM
5 KXOA-FM	KGMS-AM	KXOA-FM

#### **Cume Persons Trends/Rankings**

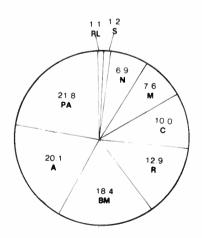
I Olai 12 T								
M-S	. 64	m-	M	М	nia	h	1	
PO								7

	A/M '79		O/N '79		A/M '80	
1	K RO Y - A M	1694	KEWT-FM	1653	KFWT-FM	1656
2	KFWT-FM	1487	KGNR-AM	1583	KZAP-FM	1639
3	KGNR-AM	1432	KZAP-FM	1459	KROY-AM	1425
4	KROY-FM	1295	KROY~AM	1402	KGNR-AM	1399
5	KY OA - FM	1277	K F B K - A M	1322	KSFM-FM	1386
M-F, 6	3-10am					
1	KRO Y-AM		K G N R - AM		KGNR-AM	
2	KGNR-AM		KFWT-FM		KZAP-FM	
3	KFBK-AM		KFBK-AM		KFWT-FM	
4	KZAP-FM		KZAP-FM		KRAK-AM	
5	KEWT-FM		KROY-AM		KFBK-AM	
M-F, 3	l-7pm					
1	KROY-AM		KEWT - EM		KZAP-FM	
2	KEWT EM		KZAP-FM		KEWT FM	
3	KGNR-AM		KGNR-AM		KROY-AM	
4	KZAP-FM		KXOA-FM		KSFM-FM	
5	KROY-FM		FROY-AM		KRAK-AM	

M-S, 6am-Midnight POP(00): 1097		
	0.01170	4 44 100
A/M '79	O/N '79 KROY-AM	A/M '80 KZAP-FM
1 KROY-AM 2 KROY-FM	KZAP-FM	KROY-AM
3 KZAP-FM	KSFM-FM	K SEM - EM
M-F, 6-10am		
1 KPOY-AM	KROY-AM	KZAP-FM
2 KROY-FM	KZAP~FM	K RO Y - AM
3 KZAP-FM	KROY-FM	KSFM-FM
M-F, 3-7pm		
1 KROY-FM	KZAP-FM	KZAP-FM
2 KROY-AM	KROY-AM	KROY-AM
3 KZAP-FM	KSEM-EM	KSFM-FM
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 3005		
A/M '79	O/N '79	A/M '80
1 KZAP-F#	KYOA-FM	KZAP-FM
2 FROY-AM	KZAP-FM	KX OA - EM
3 KXOA-FM	KROY-AM	KSFM-FM
4 KFRC-AM 5 KROY-FM	KROY-FM KFRC-AN	K R O Y = A M K H Y 1. = F M
	KFRU-AN	KETL-FE
M-F, 6-10am		WZ LD EM
1 KZAP-FM 2 KXOA-FM	KZAP+FM KXOA-FM	KZAP-FM KXOA-FM
3 KFRC-AM	KROY-AM	KSFM-FM
4 KROY - AM	KROY-FM	KRYL-FM
5 K ROY - F M	K F R C - A M	KROY-FM
M-F, 3-7pm		
1 KZAP-FM	KZA P-FM	KZAP-FM
2 KROY-AM	KYOA-FM	KSFM-FM
3 KX OA – FM	KSFM-FM	KXOA-FM
4 KFRC-AM 5 KROY-FM	KROY-FM KHYI-FM	KROY-AM KHYI,-FM
	6 H L I - L M	KB CI, TEB
Adults 25-54 M-S, 6am-Midnight		
POP(00): 3934		
A/M '79	O/N '79	A/M '80
1 KGNR-AM	KG NR - AM	KFWT-FM
2 KFWT-FM	KFWT-FM	KG NR - AM
3 KRAK-AM	KRAK-AM	KXOA-FM
4 KCTC-FM	KFBK-AM	KRAK-AM
5 KXOA-FM	KX OA-FM	KSFM-FM
M-F, 6-10am		
1 KGNR-AM	KGNR AM	KGNR-AM
2 KRAK-AM	KFWT-FM	KRAK-AM
3 KFWT-FM	KRAK-AM	KEWT-FM KXOA-FM
4 KXOA-FM 5 KFBK-AM	KFBK-AM KGMS-AM	KFBK-AM
M-F, 3-7pm	NAMES BY	NI DE ALI
M+P, 3-7pm 1 KGNR-AM	KEMI-EM	KEWT FM
2 KEWT-EM	KGNR-AM	KRAK-AM
3 KRAK-AM	KRAK-AM	KXOA-FM
4 KCTC-FM	KYOA-FM	K G N R - A M
5 KX OA - F M	KGMS-AM	KBYL-FM

#### **Format Penetration Chart**

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



#### Format Legend

A-AOR, B-Black, B8-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

METRO RANK

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#### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

	A/M 178		A/M 179		A/M '80	
1	WSGW-AM	21.5	WGER-FM	17.5	WKCQ-FM(C)	15.3
2	WGER-FM	19.2	WS GW-AM	15.0	WS GW-AM (PA)	4 . 5
3	WHNN-FM	9.6	WHNN-FM	12 -1	WIOG-FM (P) 1	13.1
4	WSAM-AM	8.8	WKCQ-FM	11.1	WHNN-FM FO I	12 4
5	WKCQ-FM	8 - 1	WWW S-FM	10.7	WGER-FH (MM)	11.6
6	WJR -AM	6 - 2	WSAM-AM	8.2	WWWS-FM = 1	10.5
7	WKNX-AM	4.6	WKNX-AM	7.5	WSAM AM (PO	4.0
8	WIOG-FM	4.6	WJR -AM	3.9	WKNX-AM(PI)	2 . 9
9	WXOX-AM	3.5	WIOG-FM	2.5	WXOX-AM(C)	2.2
10	WTAC-AM	2.7	WTA C - AM	1.1	WFDF-AM (PA)	1.8
11	WRDD-AM	1.5	WXOX-AM	1.1	WJR -AM (PA)	1.5
12	WWWS-FM	1.2	WPMK-FM	1.1	WWCK-FM(A)	1.1
13	WFMK-FM	0.8	WFDF-AM	0.7	WKMF-AM (C)	0.7
14	WF DF-AM	0.8	WRDD-AM	0.4	WGMZ-FM (BM)	0.7
15	WTRX-AM	0.4	WWCK-FM	0.4	WFMK -FM (PA)	0.4
16	WWCK-FM	0.4			WTAC-AM (円)	0.4

Total	124				_	
	am:Midnight					
	00): 1816					
	A/M '78		A/M 179		A/M '80	
1	WSGW-AM	5.6	WGER-FM	49	WKCO-FM	4
_	WGER-FM	50	WSGW-AM	42	WS GW-AM	4
	WHNN-FM	2.5	WHNN-FM	3.4	WIOG-EM	3
	WSAM-AM	2 3	WKCO-FM	31	WHNN-FM	3
5	WKCQ-FM	2 1	WWWS FM	30	WGER-FM	3
M-F, 6-	-10am					
1	WSGW-AM		WSGW-AM		WSGW-AM	
2	WGER-FM		WGER-FM		WKCQ-FM	
3	WS AM-AM		WS AM -AM		WIOG-FM	
	WHNN-FM		WKCQ-FM		WGER-FM	
5	WKCQ~FM		WHNN-FM		WHNN-FM	
M-F, 3-	7pm					
1	WGER-FM		WGER-FM		WIOG-FM	
2	WSGW-AM		WWWS-FM		WHNN-FM	
	WS AM-AM		WHNN-FM		WKCQ-FM	
	WKCQ-FM		WSGW-AM		WGER-FM	
- 5	WHNN-FM		WKCQ-FM		WWWS-FM	
Teens	S					
M-S, 6	am-Midnight					
POP(	00): 268					
	A/M '78		A/M '79		A/M '80	
_	WHNN-FM		www.s-fm		WIOG-FM	
_	WSAM-AM		WHNN FM		WHNN-FM	
3	WIOG-FM		WSAM-AM		WWWS-FM	
M-F, 6-	10am					
1	WHNN-FM		WWWS-FM		WIOG FM	
2	WSAM-AM		WSAM-AM		WHNN-FM	
3	WIOG-FM		WHNN-FM		WKCQ-FM	
M-F, 3-	7pm					
1	WHNN-FM		WWW S-FM		WIOG-FM	
2	WSAM-AM		WHNN-FM		WHNN-FM	
3	WKNX-AM		WSAM-AM		WWWS-FM	
Adult	s 18-34					
	m-Midnight					
	00): 670					
	A/M '78		A/M '79		A/M '80	
	WSAM-AM		WHNN-FM		WHNN-FM	
1						
	WHNN-FM		WWWS-FM		WIOG-FM	
2			WWWS-FM WSAM-AM		WIOG-FM WKCQ-FM	
2	WHNN-FM					

WSAM-AM WHNN-FM WGER-FM WWWS FM

WKNX-AM

WHNN-FM WWWS-FM WGER-FM WSAM-AM WKNX-AM

A/M '79

WGER-FM WSGW-AM

WKCQ-FM WHNN-FM

WWWS-FM

WSGW-AM WGER-FM WKCQ-FM WHNN-FM WSAM-AM

WGER-FM WKCQ-FM

WSGW-AM WWWS FM WHNN-FM

WHNN-FM WIOG-FM WKCQ-FM WSAM-AM

WWWS-FM

WHNN-FM WIOG-FM WWWS-FM

WKCQ-FM WGER-FM

A/M '80

WKCQ-FM WSGW-AM

WGER-FM WWWS-FM

WIOG-FM

WKCQ-FM WSGW-AM WGER-FM WWWS-FM WSAM-AM

WKCQ-FM WIOG-FM

WGER-FM WWWS-FM WSGW-AM

M-F, 6-10am

WSAM-AM WHNN-FM

3 WSGW-AM 4 WGER-FM 5 WKNX-AM

M-F, 3-7pm 1 WSAM-AM 2 WSGW-AM 3 WIOG-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 868

4 WGER-FM 5 WKCQ-FM

A/M '78 1 WGER-FM 2 WSGW-AM

3 WKCQ-FM 4 WSAM-AM 5 WJR -AM

F,6-10am

WSGW-AM
WGER-FM
WSAM-AM
WKCQ-FM
WJR -AM

1 WGER-FM 2 WSGW-AM

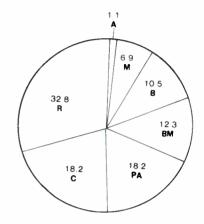
4 WS AM AM 5 WJR -AM

M-F, 6-10am

M-F. 3-7pm

Cume	Perso	ons Trend	ls/Ra	nkings	
Total 12+				_	
M-S, 6am-Midnight					
POP(00): 1816	•				
A/M 178		A/M '79		A/M '80	
1 WSGW-AM	668	WSGW-AM	52 7	WK CQ-FM	500
2 WSAM-AM 3 WGER-FM	602 488	WSAM-AM	498	WSGW-AM WIOG-FM	49 8 48 8
4 WHNN-FM	479	WGER-FM WHNN-FM	493 425	WGER-FM	400
5 WKNX-AM	347	WKCO-FM	375	WS AM - AM	373
M-F, 6-10am					
1 WSGW-AM		WSGW-AM		WS GW - AM	
2 WSAM-AM		WSAM-AM		WIOG-FM	
3 WGER-FM		WGER-FM		WKCQ-FM	
4 WHNN-FM		WHNN-FM		WHNN-FM	
5 WKNX-AM		WKCQ-FM		WGER-FM	
M-F, 3-7pm					
1 WSGW-AM		WGER-FM		WIOG-FM	
2 WSAM-AM		WSAM-AM		WHNN-FM	
3 WGER-FM 4 WHNN-FM		WHNN-FM WSGW-AM		WGER-FM WSGW-AM	
5 WKCQ-FM		WKN X - AM		WKCO-FM	
		#K!!!!		#RCO-FII	
Teens M-S, 6am-Midnight					
POP(00): 268					
A/M '78		A/M '79		A/M '80	
1 WHNN-FM		WSAM-AM		WIOG-FM	
2 WSAM-AM		WHNN-FM		WHNN-FM	
3 WKNX-AM		WKNX-AM		WS AM - AM	
M-F, 6-10am					
1 WHNN-FM		WSAM-AM		WIOG-FM	
2 WSAM-AM		WHNN-FM		WHNN-FM	
3 WKNX-AM		WWWS-FM		WKCQ-FM	
M-F, 3-7pm					
1 WHNN-FM		WHNN-FM		WIOG-FM	
2 WSAM-AM		WSAM-AM		WHNN-FM	
3 WKNX-AM		WWWS FM		WS AM - AM	
Adults 18-34					
M-S, 6am-Midnight					
POP(00): 670 A/M'78		A/M '79		A/M '80	
1 WSAM-AM 2 WHNN-FM		WSAM-AM WHNN-FM		WIOG-FM WHNN-FM	
3 WIOG-FM		WKNX-AM		WSAM-AM	
4 WSGW-AM		WKCO-FM		WKCQ-FM	
5 WKNX-AM		WIOG-FM		WWWS-FM	
M-F, 6-10am					
1 WSAM-AM		WS AM - AM		WHNN-FM	
2 WHNN-FM		WHNN-FM		WIOG-FM	
3 WSGW-AM		WKNX-AM		WS AM -AM	
4 WIOG-FM 5 WGER-FM		WKCQ-FM WGER-FM		WKCO-FM WWWS-FM	
		MCEK-FM		WWW5-FM	
M-F, 3-7pm		DCAM AN		DIAGO B	
1 WSAM-AM 2 WHNN-FM		WSAM-AM WHNN-FM		WIOG-FM WHNN-FM	
3 WIOG-FM		WKNX-AM		WSAM-AM	
4 WSGW-AM		WKCO-FM		WKCQ-FM	
5 WGER-FM		WGER-FM		WWWS-FM	
			_		

M-S, 6a	s 25-54 m-Midnight			
POP(	00): 868			
	A/M '78	A/M '79	A/M '80	
1	WSGW-AM	WS GW - AM	WKCQ-FM	
2	WGER-FM	WGER-FM	WSGW-AM	
3	WSAM-AM	WSAM-AM	WGER-FM	
4	WKCQ-FM	WKCQ FM	WIOG-FM	- 1
5	WJR -AM	WHNN FM	WS AM - AM	i
M-F, 6-	10am			
1	WSGW-AM	WSGW-AM	WSGW-AM	
2	WGER-FM	WGER-FM	WKCO-FM	:
3	WSAM AM	WSAM-AM	WGER-FM	- 1
4	WJR -AM	WKCQ-FM	WWW S-FM	i
5	WKCQ-FM	WHNN-FM	WIOG-FM	
M-F, 3-	7pm			-
1	WS GW-AM	W GE R - FM	WK CQ-FM	·
2	WGER-FM	WSGW-AM	WIOG-FM	
3	WSAM-AM	WKCO-FM	WSGW-AM	
4	WKCQ-FM	WHNN-FM	WGER-FM	
5	WJR -AM	WS AM - AM	WHNN-FM	



#### Format Legend

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

#### St. Louis

METRO RANK 12

#### A/M '80 Market Overview

numbers, WWWK's female figures were most hurt in this book

Two stations that may have caused declines in the fortunes of others were KMJM and KSL KSLQ went more mass appeal and garnered a share, while KMJM obtained almost a 6 share in first Arbitron outing. KSLQ went through some visions, hiring a new staff, except for the morni drive personality, several months before the bo

in Q. 7 its	2 K C K 3 K E Z K 4 W I L 5 W I L 6 K S D 7 K S L Q 8 W R T H 9 K K S S 10 K W K
ing ook and vas ds, Q's	Ct Total 12+ M-S, 5am-Mid POP(00): AM 1 KMO7
ing the	2 KSLQ 3 KXON 4 KXON 5 KWK 6 KSHE 7 KEZW 8 WRTH 9 WIL
the sic ity- ult.	M-F, 6-10am  1 KMO)  2 KSLC  3 KSD  4 KXOI  5 KWK  6 KSHE  7 WIL  8 WRTH
sh.	9 WWW 10 WIL M-F, 3-7pm 1 KMO 2 KSL( 3 KWK 4 KX OI 5 KSHI
	6 WWWI 7 KEZI 8 WIL 9 KSD 10 WRTH Teens M-S, 6am-Mid POP(00):
_	### AM# 1 KSL(2 KWK 3 WWWI   M-F, 6-10em 1 KSL(2 WWWI 3 KWK
_	M-F, 3-7pm  1 WWWI 2 KSL( 3 KWK  Adults 18- M-S, 6em-MI POP(00):
	1 KMO 2 KSL( 3 KXO() 4 KSHI 5 KWK 6 KSD 7 KAD 8 WWW 9 KKS:
	MF, 6am-10: 1 KMO: 2 KSH: 3 KSL: 4 KXOI 5 KWK 6 KSD 7 WWW: 8 KKS: 9 KAD: 10 KMO:
_	MF, 3-7pm  1 KSL 2 KSH 3 KXOI 4 KMO. 5 KWK 6 KAD 7 KKS: 8 KSD 9 WWWI 10 KAT:
_	Adults 25-t M-S, 6am-Mic POP(00):
	1 KMO: 2 KXOI 3 KSOI 4 WIL 5 KEZI 6 WIL 7 KMO: 8 KSLC 9 WRTE

M-F. 3-7pm 1 KMOX-AM

KM 0 X - A M

KM 0 X - A M

							drive personality,	several months	before the book	
CE	BS's KN	XON	continues	to be	the "talk"	of St.	started; taking th	e music more i	mass appeal; and	
Louis,	ouis, but while the station was its usual dominant						giving away a pound of gold on-air. Advertising was utilized, consisting of TV commercials, busboards, and VW Beetleboards. As a result of all this, KSLQ's			
self, there was slippage this sweep among females. As for the rest of the market, AOR KSHE continued to lead the 18-34 adult standings, while WWWK						nales.				
						tinued				
							male numbers mo			
			ond in that	_			day and afternoon		, , , , , , , , , , , , , , , , , , ,	
			survey K		3 .	a 19			OX was dropping	
			ig adult at				three shares (to 2			
			mid-14 rai				new runner-up. W			
			ls, and but				KEZK slipped to a			
_			sizzle cor				more than two sha	-		
-			HE may ha		-				sitive move in the	
_			ed Habeck			_	older demos was 1			
			L.A. marke			,	station, WRTH c			
	-		WWK als		ped this s	weep.	oriented sound an	-	•	
			share in th				WRTH advertised			
	-		IE saw so				TV, busboards, an			
						_				
Average P	ersons 1	2+ Sh	are Trends				M-F, 6-10am			
Monday-Sur	nday, 5am-l	Midnigh					1 KSLQ-FM	WWWK-FM	WWWK-FM	
POP(00)	: 19739 <b>1'79</b>	•	084 170		4 84 190		2 WWWK-FM 3 KWK -AM	KSLQ-FM KSHE-FM	KSLQ-FM KSHE-FM	
1 KMO		26.5	CM '79 KMOX-AM	24.4	KMOX -AM (	n 21.6	M-F, 3-7pm	111	NOUS FR	
2 KEZ	K-FM	6.9	KSHE-FM	8 9	WWWK-FM 6	7-8	1 KSLQ-FM	WWWK-FM	WWWK-FM	
3 KSL 4 KSH		6 · 5	WWWK-PM Kezk-Pm	7.4	KSHE-FM 4		2 WWWK-FM 3 KWK -AM	KSHE-FM Katz-am	KSLQ-FM KSHE-FM	
5 KX 0	K-AM	5.5	KXOK-AM	6.2	WIL -FM (	5.7	- 686 811		note III	
6 KWK 7 WIL		4.9	WIL -FM WRTH-AM	5.6 3.9	WRTH-AM C KSLQ-FM C					
8 WWW		4.3	KHOX-FM	3.5	KXOK-AM #	5.0	Adults 18-34			
10 WRT	H-AM	4 · 2 3 · 9	WIL -AM KSLQ-FM	3.4 3.2	KMJM-FM (		M-S, 6am-Midnight POP(00): 6926			
11 KSD 12 KKS		3.6	KKSS FM KWK -AM	3.2	WIL -AM 6	3.3	AM '79	O/N 179	A/M '80	
13 KHO	X-FM	3.2	KATZ-AM	2 7	WESL-AM	n, 2.6	1 KSHE-FM	KSHE-FM	KSHE-FM	
14 KAT 15 KAD		2.7 1.8	KSD -AM Wesl-Am	2.6	KADI-FM (		2 KSLQ-FM 3 KMOX-AM	WWWK-FM KXOK-AM	WWWK-FM KMOX-AM	
16 WES	L-AM	1.8	KADI-FM	1.6	KWK -AM#	n 2.2	4 KXOK-AM	KM O X - AM	KXOK-AM	
17 KCF 18 KIR	M-FM L-AM	1.4	KCFM-FM WEW -AM	1.0	KCFM-FM @		5 KKSS-FM 6 KWK ~AM	KK SS-FM KSLQ-FM	KSLQ-FM Knox-Fm	
19 WIB	V-AM	0.6	KX EN - AM	0.6	WZEN-FM @	n 1.0	7 WWWK-FM	KMOX-FM	WIL -FM	
20 WOK 21 KKO		0.6	WIBV-AM WZEN-FM	0.5	WIBV-AM # KIRL-AM #		8 KMOX-FM 9 WIL -FM	WIL -FM KWK -AM	KADI~FM Km.im~Fm	
22 WEW	-AM	0.4	KLPW-AM	0.5	WEW -AM	n 0.7	10 KSD -AM	KEZK-FM	KM J M – F M KA DI – A M	
23 KSC 24 WZE		0.4	WGNU-AM KIRL-AM	0.4	KLPW-AM @ WGNU-AM @		M-F, 6-10em			
25 WMR	Y-FM	0.3	KST L-AM	0.4	KXEN-AM #		1 KMOX-AM 2 KSHE-FM	KMOX-AM KSHE~FM	KHOX-AM KSHE-FM	
26 KXE		0.3	KL PW-FM	0 • 2			3 KSLQ-FM	KXOK-AM	KXOK-AM	
Ave	erage	Pers	ons Trer	nds/Ra	ankings	9	4 KXOK-AM 5 KSD -AM	WWWK-FM KSLQ-FM	WWWK-PM KSLQ-FM	
otal 12+							6 KWK -AM	WIL -FM	WIL -FM	
I-S, 6am-Mic OP(00):	_						7 KMOX-FM 8 WIL -FM	KWK -AM KMOX-FM	KHOX-FH KADI-FH	
	1 '79   '79		O/N 179		A/M '80		9 KKSS-FM 10 wwwk-fm	KKSS FM Kadi~Fm	KH JM-FM	
1 KMO	X-AM	841	KMOX-AM	770	KMOX-AM	702	M-F, 3-7pm	KANI-14	WIL -AH	
2 KEZI 3 KSLO		219 205	KSHE-FM WWWK-FM	279 256	WWWK-FM KSHE-FM	252 246	1 KSHE-FM	KSHE-FM	KSHE-PM	
4 KSHE	E-FM	176	KEZK-FM	232	KEZK-FM	209	2 KSLQ-FM 3 KXOK-AM	WWWK-FH Kxok-ah	MMMK-FW	
5 KXOI 6 KWK		173 156	KXOK-AM WIL -FM	194 176	WIL -FM WRTH-AM	186 179	4 KMOX-AM	KMOX-AM	KMOX-AH	
7 WIL	-FM	140	WRTH-AM	124	KSLQ-FM	165	5 KKSS-FH 6 KWK AM	KWK -AM KKSS FM	KSLQ-FM KMOX-FM	
8 WWWI 9 WIL		135 133	KMOX-FM WIL րM	111	KXOK-AM KMJM-FM	162 118	7 WWWK-PH	KSLQ-FM	WIL -FM	
10 WRTH		125	KSLQ-FM	102	KMOX-FM	114	8 KADI-FH 9 KSD -AH	KMOX-FM WIL -FM	Kadi-pm Kmjm-pm	
F, 6-10am			P14.5.				10 KATZ-AH	RADI-FM	KWK -AM	
1 KMO) 2 KSLQ			KMOX-AM KXOK-AM		KMOX-AM WWWK-FM					
3 WIL	-AM		WWWK-FM		WRTH-AM					
4 KSD 5 KXON			KSHE-FM WIL -FM		KXOK-AM KSHE-FM		Adults 25-54			
6 KEZK	C-FM		KEZK-FM		WIL -FM		M-S, Sem-Midnight			
7 KSHE 8 KWK			WRTH-AM WIL -AM		KEZK-FM KSLQ-FM		POP(00): 9291 AM '79	OBI 170	A #4 100	
			KSLQ-FM		WIL -AM		1 KHOX-AH	O/N '79 KMOX-AM	A/M '80 KM O X -A M	
9 WIL			KSD -AM		KSD -AM		2 KXOK-AM	KXOK-AM	WIL -FM	
10 WRTH							3 KEZK-FM 4 KSD -AM	KEZK-FM WIL -PM	KXOK-AM Kezk-Fm	
10 WRTH	I-AM		KM OX - AM		KMOY-AM					
10 WRTH F, 3-7pm 1 KMO2 2 KSLQ	I-AM (-AM (-FM		KMOX-AM WWWK-FM		KMOX-AM WWWK-FM		5 WIL -AM	WIL -AM	WRTH-AM	
10 WRTH F, 3-7pm 1 KMO2	I-AM (-AM )-FM (-FM		WWWK-FM KSHE-FM		WWWK-FM KSHE-FM		6 WIL -FM	WIL -AM KMOX-FM	WRTH-AM WIL -AM	
10 WRTH F,3-7pm 1 KMOD 2 KSLQ 3 KEZN 4 KSHE 5 KXON	I-AM C-AM C-FM C-FM C-FM C-AM		WWWK-FM KSHE-FM KEZK-FM KXOK-AM		WWWK-FM KSHE-FM KEZK-FM WRTH-AM		6 WIL ~FM 7 KSLQ-FM 8 WRTH-AM	WIL -AM KMOX-FM WWWK-FM KKSS-FM	WRTH-AM WIL -AM KSLQ-FM KMOX-FM	
10 WRTH F, 3-7pm 1 KMOD 2 KSLQ 3 KEZK 4 KSHE 5 KXOK 6 WWWK	I-AM C-AM C-FM C-FM C-AM C-AM		WWWK-FM RSHE-FM KEZK-FM KXOK-AM WIL-FM		WWWK-FM KSHE-FM KEZK-FM WRTH-AM WIL -FM		6 WIL ~FM 7 KSLQ-FM	WIL -AM KMOX-FM WWWK-FM KKSS-FM WRTH-AM	WRTH-AM WIL -AM KSLQ-FM KMOX-FM KSHE-FM	
10 WRTH F,3-7pm 1 KMO2 2 KSLQ 3 KSLR 4 KSHE 5 KXOR 6 WWWK 7 KWK 8 WIL	-AM -FM -FM -FM -FM -AM -AM -FM		WWWK-FM RSHE-FM KEZK-FM KXOK-AM WIL-FM KWK-AM WRTH-AM		WWWK-FM KSHE-FM KEZK-FM WRTR-AM WIL -FM KSLQ-FM KXOK-AM		6 WIL ~FM 7 KSLQ-FM 8 WRTH-AM 9 KMOX-FM	WIL -AM KMOX-FM WWWK-FM KKSS-FM	WRTH-AM WIL -AM KSLQ-FM KMOX-FM	
10 WRTH 1 KMOD 2 KSLQ 3 KEZN 4 KSHE 5 KXON 6 WWWK 7 KWK	-AM -FM -FM -FM -FM -AM -AM -FM -AM		WWWK-FM KSHE-FM KEZK-FM KXOK-AM WIL-FM KWK-AM WRTH-AM KMOX-FM		WWWK-FM KSHE-FM KEZK-FM WRTH-AM WIL -FM KSLQ-FM KXOK-AM WIL -AM		6 WIL ~FM 7 KSLQ-FM 8 WRTH-AM 9 KMOX-FM 10 KWK -AM MF,8-10am 1 KMOX-AM	WIL -AM KMOX-FM WWWK-FM KKSS-FM WRTH-AM KSHE-FM	WRTH-AM WIL -AM KSLQ-FM KMOX-FM KSHE-FM KMJM-FM	
10 WRTH 1 KMO) 2 KSLQ 3 KEZK 4 KSHE 5 KXOK 6 WWK 7 KWK 8 WIL 9 WIL 10 WRTH	-AM -FM -FM -FM -FM -AM -AM -FM -AM		WWWK-FM RSHE-FM KEZK-FM KXOK-AM WIL-FM KWK-AM WRTH-AM		WWWK-FM KSHE-FM KEZK-FM WRTR-AM WIL -FM KSLQ-FM KXOK-AM	_	6 WIL ~FM 7 KSLQ-FM 8 WRTH-AM 9 KMOX-FM 10 KWK -AM	WIL -AM KMOX-FM WWWK-FM KKSS-FM WRTH-AM KSHE-FM	WRTH-AM WIL -AM KSLQ-FM KMOX-FM KMOK-FM KMJM-FM	
10 WRTH  F, 3-7pm  1 KMO2 2 KSLQ 3 KEZK 4 KSHE 5 KXOK 6 WWWK 7 KWK 8 WIL 9 WIL 10 WRTH	K-AM O-FM C-FM C-FM C-AM C-FM -AM -AM -AM I-AM		WWWK-FM KSHE-FM KEZK-FM KXOK-AM WIL-FM KWK-AM WRTH-AM KMOX-FM		WWWK-FM KSHE-FM KEZK-FM WRTH-AM WIL -FM KSLQ-FM KXOK-AM WIL -AM	_	6 WIL ~FM 7 KSLQ-FM 8 WRTH-AM 9 KMOX-FM 10 KWK -AM  MF, 8-10em 1 KMOX-AM 2 KSD -AM 3 KXOK-AM 4 WIL -AM	WIL -AM KMOX-FM WWWK-FM KKSS-FM WRTH-AM KSHE-FM  KMOX-AM KXOK-AM WIL -FM WIL -AM	WRTH-AM WIL -AM KSLQ-FM KMOX-FM KSHE-FM KMJM-FM  KMOX-AM WIL -FM KXOK-AM WIL -AM	
10 WRTH  WF.3-7pm  1 KMOD  2 KSLO  3 KEZN  4 KSHE  5 KXON  7 KWK  8 WIL  10 WRTH  COP(00):	K-AM P-FM C-FM C-FM C-FM C-AM C-FM C-AM C-FM -AM H-AM H-AM H-AM		WWWK-FM KSHE-FM KEZK-FM KZOK-AM WIL-FM KWK-AM WTH-AM WTH-AM KMOX-FM KKSS-FM		WWWK-FM KSHE-FM KEZK-FM WRTH-AM WIL-FM KSLQ-FM KXOK-AM WIL-AM KMOX-FM	_	6 WIL ~FM 7 KSLQ-FM 8 WRTH-AM 9 KMOX-FM 10 KWK -AM M-F, 6-10am 1 KMOX-AM 2 KSD -AM 3 KXOK-AM	WIL -AM KMOX-FM WWWK-PM KKSS-FM WRTH-AM KSHE-FM KMOX-AM KXOK-AM WIL -FM	WRTH-AM WIL -AM KSLQ-FM KMOX-FM KMOX-FM KMHP-FM KMJM-FM	
10 WRTH  MF,3-7pm  1 KMO 2 KSLQ 3 KEZE 4 KSHE 5 KXON 6 WWW 8 WIL 10 WRTH  COP(00): AM	I-AM  K-AM  C-FM  C-FM  C-FM  C-FM  -AM  -AM  B-AM  2701		WWWK-FM KSHE-FM KEZK-FM KZOK-AM WIL -FM KWK-AM WRTH-AM KMKY-FM KKSS-FM		WWWK-FM KSHK-FM KZK-FM WRTH-AM WIL -FM KSLQ-FM KXOK-AM WIL -AM KMOX-FM		6 WIL ~FM 7 KSLQ-FM 8 WRTH-AM 9 KMOX-FM 10 KWK -AM MF, 8-10em 1 KMOX-AM 2 KSD -AM 3 KXOK-AM 4 WIL -AM 5 KEZK-FM 6 KSLQ-FM 7 WIL -FM	WIL -AM KMOX-FM WWWK-FM KKSS-FM WRTH-AM KSHE-FM  KMOX-AM KXOK-AM WIL -FM WIL -FM KEZK-FM KSD -AM WRTH-AM	WRTH-AM WIL -AM KSLQ-FM KMOX-FM KMOX-FM KMJM-FM  KMOX-AM WIL -FM KXOK-AM WIL -AM KEZK-FM WRTH-AM KMOX-FM	
10 WRTH  MF.3-7pm 1 KMO) 2 KSLQ 3 KEZR 4 KSHE 5 KXOR 7 KWK 8 WIL 10 WRTH  DOTES  IS, 6am-Mid OP(00):	I-AM  (-AM (-AM (-FM (-FM (-AM -AM -FM (-AM (-AM (-AM (-AM (-AM (-AM (-AM (-A		WWWK-FM KSHE-FM KEZK-FM KZOK-AM WIL-FM KWK-AM WTH-AM WTH-AM KMOX-FM KKSS-FM		WWWK-FM KSHE-FM KEZK-FM WRTH-AM WIL-FM KSLQ-FM KXOK-AM WIL-AM KMOX-FM	_	6 WIL ~FM 7 KSLQ-FM 8 WRTH-AM 9 KMOX-FM 10 KWK -AM  M-F, 6-10am 1 KMOX-AM 2 KSD -AM 3 KXOK-AM 4 WIL -AM 5 KEZ K-FM 6 KSLQ-FM	WIL -AM KMOX-FM WWWK-FM KKSS-FM WRTH-AM KSHE-FM  KMOX-AM KXOK-AM WIL -FM WIL -AM KZK-FM KSD -AM	WRTH-AM WIL -AM KSLQ-FM KMOX-FM KSHE-FM KMJM-FM  KMOX-AM WIL -FM KXOK-AM WIL -AM KEZK-FM WRTH-AM	

	KXOK-AM		KMOX-AM		KMOX-AM WIL -FM	
3	KEZK-FM		KXOK-AM KEZK-FM		KXOK-AM	
4	WIL -AM		WWWK-FM		KEZK-FM	
6	WIL -FM KSD -AM		WIL -FM KMOX-FM		WRTH-AM WIL -AM	
7	KSLQ-FM		WIL -AM		KSLQ-FM	
	WRTH-AM KKSS-FM		KKSS FM KSHE-FM		KATZ-AM KSHE-FM	
	KWK -AM		WRTH-AM		KMOX-FM	
	Cume	Perso	ns Trend	ds/Rai	nkinas	
Total						
	em-Midnight					
POP(	(00): 197	39				
	AM '79		O/N '79	0460	A/M '80	
1 2			KMOX-AM KXOK-AM		KMOX-AM WWWK-FM	85
3	KSLQ-FM KXOK-AM	3328	WWWK-FM	3504	KSLQ-FM	3.3
5	KWK -AM	2987	KEZK-FM KSHE-FM	3151 2822	KXOK-AM KSHE-FM	
6	KSD -AM KWK -AM KSHE-FM KEZK-FM WRTH-AM	2858	KSHE-FM KSLQ-FM KMOX-FM WIL-FM	2817	KEZK-FM	29
8	WRTH-AM	2377	WIL -FM	2385	WIL -FM WRTH-AM	
,	MID WIL	2231	KSD -AM	2289	KMOX-FM	2 3
	WIL -FM -10am	2214	KWK -AM	2222	WIL -AM	20
1			KMOX-AM		KMOX-AM	
	KSLQ-FM KSD -AM		WWWK-FM		WWWK-FM	
	KXOK-AM		KXOK-AM KSHE-FM		KXOK-AM KSLQ-FM	
5	KWK -AM KSHE-FM		WIL -FM		WIL -FM	
7	WIL -AM		KSLQ-FM Kezk-fm		K SHE - FM WRTH - AM	
	WRTH-AM		KWK -AM		KEZK-FM WIL -AM	
	WIL -FM		KMOX-FM		KSD -AM	
M-F, 3						
	KMOX-AM KSLQ-FM		KMOX-AM WWWK-FM		KMOX-AM WWWK-FM	
3	KWK -AM		KXOK-AM		KXOK-AM	
	KXOK-AM KSHE-FM		KSHE-FM Kezk-FM		KSHE~FM KSLO-FM	
6	WWWK-FM		WIL -FM		KEZK-FM	
7 8	KEZK-FM		KSLQ-FM KWK -AM		WIL -FM	
9			WRTH-AM		WRTH-AM WIL -AM	
	WRTH-AM		KMOX-FM		KWK -AM	
Teen	s em-Midnight					
	00): 270	1				
	A/M '79		O/N '79		A/M '80	
1			WWWK-FM KWK -AM		WWWK-FM KSLQ-FM	
	KWK -AM		KSLQ-FM		KSHE-FM	
M-F, 6						
	KSLQ-FM WWWK-FM		WWWK-FM KWK -AM		WWWK-FM KSLO-FM	
	KWK -AM		KSLQ-FM		KSHE-FM	
M-F, 3						
	WWWK-FM KSLQ-FM		WWWK-FM KSHE-FM		WWWK-FM KSLQ-FM	
	KWK -AM		KMK -WH		KSHE-FM	
	lts 18-34					
	Sem-Midnight					
POP	(00): 69; A/M '79	26	O/N '79		A/M '80	
1			KXOK-AM		KMOX-AN	
2			KMOX-AM		KSHE-FM	
4	KSHE-FM		KSHE-FM Www.FM		KSLQ-FM WWWK-FM	
5 6			KSLQ-FM KMOX-FM		KXOK-AH KADI-FH	
7	KADI-FM		KWK -AM		WIL -FM	
8			KKSS FM KADI-FM		KHOX-FH KWK -AH	
	KMOX-FM		WIL -FM		KMJM-PH	
	Sam-10am					
1 2			KMOX-AM KXOK-AM		KXOK-AM KSHE-FM	
	KSLQ-FM		KSHE-FM		KMOX-AM	
	KWK -AM		WWWK-FM KSLO-FM		WWWK-FM KSLQ-FM	
6			KWK -AM		WIL -FM	
7 8			WIL -FM KMOX-FM		KMJM-FM KMOX-FM	
9			KKSS FM		KADI-FM	
	KMOX-FM 3-7pm		KADI-FM		KWK -AM	
1	KSLQ-FM		KSHE-FM		K SHE-FM	
	KSHE-FM KXOK-AM		KXOK-AM WWWK-FM		WWWK-PM	
4	KMOX-AM		KMOX-AM		KMOX-AM KXOK-AM	
5 6			KSLQ-FM KWK -AM		KSLQ-FM KADI-FM	
7	KKSS-FM		KMOX-FM		WIL -FM	
8 9			WIL -FM KKSS FM		KWK -AM KMOX-FM	
	KAT Z-AM		KADI-FM		KMJM-FM	
	ts 25-54					
	iem-Midnight 00): 929	1				
(	AM '79	•	O/N 179		A/M '80	
1	KMOX-AM		KMOX-AM		KM O X -AM	_
2			KXOK-AM Kezk-Fm		KXOK-AM WIL -FM	
4	WIL -AM		WIL -FM		KEZK-FM	
5 6			KMOX-FM		KMOX-FM	
7	KMOX-FM		KSLQ-FH WIL -AM		WIL -AM KSLQ-FM	
8			KSD -AM		WRTH-AM	
	KWK AM		WWWK-FM KKSS-FM		WWWK-FM KSD -AM	
			Carrie	,	P -	

# Data from Market Buy Market TM

#### Salinas-Seaside-**Monterey**

METRO RANK

120

#### Average Persons 12+ Share Trends

	A/M 179		O/N '79		A/M '80
1	KDON-FM	15.9	KD ON - FM	17.8	KDON-FM (m) 11.
2	KTOM-AM	11.6	KGO AM	9.1	KIDD-AM (NO 10.
3	KGO - AM	10.6	KCTY-AM	8.9	KGO -AM (N/T) 9.
4	KWYT-FM	9.9	KIDD-AM	7.9	KWYT-FM (MM) 8.
5	KWAV-FM	5.3	KTOM-AM	5.7	KWAV-FM (PA) 7.
6	KLRB-FM	4.8	KWYT-FM	5.4	KCTY-AM (#) 5.
7	KI DD-AM	4.3	KWAV-FM	4.0	KTOM-AM (C) 5.
8	KD ON - AM	3.5	K CB S - AM	3.7	KBAY-FM (BM) 4.
9	KN BR - AM	3.5	KD ON - AM	3.D	KLRB-FM (A) 3.
0	KSJO-FM	3.5	KBAY-FM	3.0	KNBR-AM (PA) 3.
1	K CT Y - AM	2.8	KRAY-FM	3.0	KFAT-FM (C) 3.
12	KOKQ-FM	2.3	KOKQ-FM	2.7	KCBS-AM (N) 3,
3	KBAY-FM	2.3	KLRB-FM	2.2	KOKQ-FM (A) 1.5
L 4	KCBS-AM	2.3	KSJO-FM	2.0	KOCN-FM (A) 1.
15	KFAT-FM	2.3	KSC O-AM	1.7	KARA-FM (PA) 1.
6	KFRC-AM	0.8	KFAT-FM	1.2	KLOK-AM (PA) 1.
1 7	KESE-AM	0.8	K FR C - AM	0.7	KSJO-FM (A) 1.
18	KOCN-FM	0.8	KLOK-AM	0.7	KSCO-AM (MAN) 1.
19	KDFC-FM	0.8	KESE AM	0.7	KESE - AM (PA) O.
0 9	KRKC-AM	0.5	KOCN-FM	0.5	KDON-AM (PA) O.
2 1	KIBE-AM		KARA-FM	0.5	KSCO-FM (MA) O.
2			KRML-AM	0.5	
2 3			KRAK-AM	0.5	

#### Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
BOB(00) - 2241

	A/M '79		O/N '79		A/M 180	
1	KDON-FM	63	KDON-FM	72	KDON-FM	4
2	KTOM-AM	46	KGO -AM	37	KIDD-AM	4
3	KGO -AM	42	KCTY-AM	36	KGO -AM	3
4	KWYT-FM	39	KIDD-AM	32	KWYT-FM	3
5	KWAV-FM	2 1	KTOM-AM	2 3	KWAV-FM	2

M-F, 6	-10am		
1	KTOM-AM	KDON-FM	KIDD - AM
2	KGO - AM	KGO -AM	KGO -AM
3	KDON-FM	K IDD-AM	KDON-FM
4	KWYT-FM	KCT Y-AM	KWAV-FM
5	KIDD-AM	K TO M-AM	KCBS-AM
M-F, 3	-7pm		
1	KDON-FM	KDON - FM	KIDD-AM
2	KWYT-FM	KIDD-AM	KDON - FM
3	KTOM-AM	KCT Y-AM	KW YT - FM
4	KGO -AM	KGO - AM	KGO -AM
5	KWAV-FM	KW YT - FM	KWAV-FM

leens
M-S, 6am-Midnight
POP(00): 294
4 84 170

	A/M '79	O/N '79	A/M '60
1	KDON-FM	KDON-FM	KDON-FM
2	KIDD-AM	K IDD – AM	K IDD - AM
3	KCTY-AM	KCTY-AM	KOKQ-FM
M-F, 6	-10am		
1	KDON-FM	KIDD-AM	KDON-FM
2	KIDD-AM	KDON-FM	KIDD-AM
3	KNBR-AM	KRAY-FM	KCT Y-AM
M-F, 3	-7pm		
1	KDON-FM	KIDD-AM	KIDD-AM
2	KI DD-AM	K DON - F M	KDON-FM
3	KCTY-AM	KRAY-FM	KOKQ-FM

#### Adults 18-34

POP (	00):	974	

A/M '79	O/N '79	A/M '80
1 KDON-FM	KDON-FM	KDON-FM
2 KTOM-AM	KCTY-AM	KWAV-FM
3 KLRB-FM	KIDD-AM	KIDD-AM
4 KWAV-FM	KWAV-FM	KLRB-FM
5 KDON-AM	KLRB-FM	KFAT FM
M-F, 6-10am		
1 KTOM-AM	KDON-FM	KIDD-AM
2 KDON-FM	KCT Y-AM	KWAV-FM
3 KLRB-FM	KIDD-AM	KDON-FM
4 KWAV-FM	K DON - A M	KCBS-AM
5 KSJO-FM	KRAY-FM	KGO -AM
M-F, 3-7pm		
1 KDON-FM	KDON-FM	KDON - FM
2 KTOM-AM	KIDD-AM	KWAV-FM
3 KLRB-FM	KWAV-FM	KIDD-AH
4 KWAV-FM	KOKQ-FM	KFAT-FM
5 KSJO-FM	KWYT-FM	K L R B - F M
Adults 25-54		

POP(00): 1049		
A/M '79	O/N '79	A/M 180
1 KTOM-AM	KCTY-AM	KCTY-AM
2 KWYT-FM	KGO -AM	KWAV-FM
3 KDON-FM	KDON - FM	KIDD - AM
4 KGO -AM	K TO M - AM	KGO - AM
5 KWAV-FM	KWYT-FM	KWYT-FM
-F, 6-10am		
1 KTOM-AM	KGO -AM	KGO -AM
2 KGO -AM	KTOM-AM	KIDD-AM
3 KWYT-FM	KCTY-AM	KCTY-AM
4 KDON-FM	K DON - F M	KWAV-FM

KCTY-AM KDON-FM KCBS-AM

KTO M-AM

KWAV-FM KGO -AM	KGO -AM KTOM-AM KIDD-AM	KBAY-FM KGO -AM

KDON-FM KWYT-FM

KWAV-FM KWYT-FM

#### **Cume Persons Trends/Rankings**

Total 12+		
M-6, 6am-Mid	night	
POP(00):	234	1

KD ON - FM KWYT - FM

01	(00)	•				
	A/M '79		O/N '79		A/M '80	
1	KDON-FM	758	KDON-FM	768	KIDD-AM	664
2	KGO -AM	450	KIDD-AM	582	KDON-FM	491
3	KD ON - AM	423	KGO -AM	470	KGO -AM	4 4 6
4	KTOM-AM	400	KW YT - FM	321	KWAV-FM	326
5	KI DD-AM	380	KWAV-FM	317	KW YT - F M	310
4F, 6	-10em					
1	KDON-FM		KDON-FM		KIDD-AM	
2	KGO - AM		KIDD-AM		KDON-FM	
- 2	K TON - AM		VCO -AM		PCO -AM	

2 100011 111	140011 411	
2 KGO -AM	KIDD-AM	KDON-FM
3 KTOM-AM	KGO -AM	KGO -AM
4 KDON-AM	KTOM-AM	KWAV-FM
5 KIDD-AM	KCT Y-AM	KWYT-FM
W-F, 3-7pm		
1 KDON-FM	KDON-FM	KIDD-AM
2 KWYT-FM	K IDD - AM	KDON-FM
3 KGO -AM	KGO AM	KGO -AM
4 KDON-AM	KW YT - FM	KW YT - FM
5 KLRB-FM	KCBS-AM	KWAV-FM

#### Teens

m-0, 0	mu-mianigni			
PO P (	(00): 294			
	A/M '79	O/N '79	A/M '80	
1	KD ON-FM	KDON-FM	K DON - F M	
2	KI DD-AM	KIDD~AM	KIDD-AM	
3	KD ON - AM	KSJO-FM	KOKQ-FM	
4-F, 6	-10am			
1	KDON-FM	KDON-FM	KDON-FM	
2	KIDD-AM	KIDD-AM	KIDD-AM	
3	KOKQ-FM	KCT Y-AM	KOKQ-FM	
4-F, 3	-7pm			
1	KD ON - FM	K DON - F M	KDON FM	
2	KIDD-AM	K IDD - AM	KIDD-AM	
3	K CT Y - A M	KCTY-AM	KOKQ-FM	

#### Adults 18-34 M-S, 6am-Midnight POP(00): 974

	A/M '79	O/N '79	A/M '80
1	KD ON - FM	KDON-FM	KIDD-AM
2	KD ON - AM	KIDD-AM	KDON-FM
3	KLRB-FM	KWAV-FM	KWAV-FM
4	KTOM-AM	K DON - AM	KSJO-FM
5	KI DD-AM	KLRB-FM	KGO -AM
M-F, 6	-10am		
1	KDON-FM	K DON - FM	KIDD-AM
2		KIDD - AM	KDON-FM

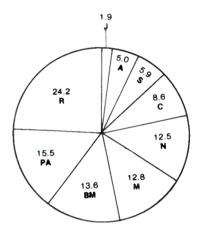
KDON-FM	KIDD-AM
KWAV-FM	KCBS-AM
K DON – AM	KLRB-FM
KCTY-AM	KWAV-FM
KIDD-AM	KDON-FM
K DON - FM	KIDD-AM
	KIDD-AM KCTY-AM KDON-AM KWAV-FM

HF, 3	-7pm		
1	KD ON - FM	KDON-FM	KIDD-AM
2	KDON-AM	KIDD-AM	KDON - FM
3	KLRB-FM	KWAV-FM	KWAV-FM
4	KSJO-FM	KDON - AM	KSJO-FM
- 5	KWAV-FM	KOKQ-FM	KLRB-FM

	ls 25-54 am-Midnight		
POP(	00): 1049		
	A/M '79	O/N '79	A/M '80
1	KDON-FM	KGO AM	KIDD-AM
2	KTOM-AM	KDON-FM	KGO -AM
3	KWYT-FM	KWAV-FM	K TO M - AM
4	KWAV-FM	KIDD-AM	KWAV-FM
5	KGO -AM	K TO M-AM	KW YT - FM
W-F, 6	-10am		
1	KGO -AM	KGO -AM	KIDD-AM
2	KTOM-AM	K TO M - AM	KGO -AM
3	KDON-FM	KDON-FM	K TO M-AM
4	KWYT-FM	KCTY-AM	KWAV-FM
5	KWAV-FM	KIDD-AM	KW YT - FM
M-F, 3-	7pm		
1	KDON-FM	K DON - FM	KIDD-AM
2	KWYT-FM	KGO - AM	KGO -AM
3	KWAV-FM	KWYT-FM	KWAV-FM
4	KTOM-AM	KIDD-AM	KWYT-FM
5	KGO - AM	K TO M-AM	K TO M - AM

#### **Format Penetration Chart**

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



#### **Format Legend**

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

#### Salt Lake City-Ogden

METRO RANK

49)

#### A/M '80 Market Overview

ESF was implemented here for the first time during this survey, but the standings did not appear to be radically rearranged. **Arbitron** estimated that approximately 24% of the metro households were not in the phone directories, and the percentage of total in-tab that was received from ESF persons closely matched that figure.

Bonneville's KSL again led the market, tied this sweep with AOR KCPX-FM. KSL was strong in the 25+ demos, while KCPX-FM led the 18-24 cell.

Among young adults, KCPX-FM was the pacesetter with a share in the mid-13 range. For this sweep the station went from an automated format to live personalities, and more than usual was spent on media to plug the change. TV dominated the advertising effort, and some outdoor boards were used. Following KCPX-FM were KALL-AM and KALL-FM. KALL-FM increased its share of young adults by 50% this survey, with most of the increase coming from female listeners. The station earned an 18-34 share in the mid-9 bracket. KALL-AM, on the other hand, fell from a mid-10 share in the fall to a mid-8 figure. KALL's listening audience didn't dip much, but the station's share dropped due to an increase in the amount of reported listening in the 18-34 demographic (an outgrowth of ESF).

However, KALL increased its lead in 25-54 listeners. KALL rose two shares up to a mid-13 notch with a well-spread appeal among the discrete demos with the 25-54 group. KSL remained stable with a mid-10 share in the 25-54 category. The station spent money on TV and used billboards for a change of pace. Contrary to its usual practice, KSL did little in the way of on-air contests or promotions.

One effect of the initial implementation of ESF in a market is that stations with a Country format often go up, while Beautiful Music stations suffer. Such may have been the case in Salt Lake, as KSOP enjoyed a good book, while KSFI slid somewhat. KSOP-FM added almost four shares to its 25-54 total, ending with a 9 share. The station advertised itself using TV and busboards and employed a budget bigger than last fall's. KSFI's audience slipped in the midday and afternoon drive segments, especially among female listeners.

Average	Perso	ns 12+	Share	Trends
Monday-Si	unday, (	Sam-Midn	night	

Monday-Sunday, 8am-Midnight POP(00): 6562

,				
A/M '79		O/N '79		A/M '80
1 KLUB-AM	9.3	KSL -AM	10.5	KSL -AM (PA) 8.5
2 KSL -AM	9.2	KCPX-FM	9.9	KCPX-FM (A) 8.5
3 KSFI FM	8.8	KALL-AM	7 . 7	KALL-AM (PA) 7 - 7
4 KCPX-AM	8.3	KLUB-AM	7.3	KLUB AM (BM) 6.6
5 KALL-AM	7.0	K C PX - AM	7.0	KSOP-FM (C) 6.6
6 KCPX-FM	6.1	KSF1-FM	6.5	KALL-FM (PA) 6.1
7 KSOP-FM	5.3	KRSP-FM	5.7	KSFI-FM (BM) 6.0
8 KRSP-FM	4.9	KALL-FM	4 - 0	KCPX-AM (R) 5.8
9 KSXX-AM	3 - 7	KISN-FM	4.0	KRSP-FM (R) 4.9
10 KISN-FM	3.5	KSOP-FM	3.9	KRG0-AM (C) 4.4
11 KALL-FM	3.5	KRGO-AM	3.5	KD AB - FM (PA) 4.3
12 KRGO-AM	3.4	KRS P-AM	3.0	KSXX-AM (N) 3.8
13 KRSP-AM	2.9	KZA N-FM	2.8	KISN-FM (BM) 2.9
14 KDAB-FM	2.5	K SO P-AM	2.7	KZAN-FM(C) 2.8
15 KSOP-AM	2.2	KDAB-FM	2.4	KRS P-AM (PA) 2 .7
16 KAYK-FM	1.9	KAYK-FM	2.3	KPRQ-AM (PA) 2.5
17 KWMS-AM	1 - 5	KSXX-AM	2.2	KWMS-AM (N) 1.6
18 KLO -AM	1.4	KJQN-AM	1.9	KAYK-FM (PA) 1.5
19 KWHO-FM	1.4	KWHO-FM	1.8	KJON-AM (R) 1.4
20 KPRQ-AM	1.0	K PR Q - AM	1.7	KWHO-FM (88) 1.3
21 K ZA N - F M	1.0	KLO -AM	0.9	KSOP-AM(C) 1.3
22 KSVN-AM	0.9	KSVN-AM	0 • 9	KLO -AM (R) 1.1
23 KJQN-AM	0.9	KWM S-AM	0.9	KSVN-AM(C) 1.0
24 KQPD-FM	0.5	KWHO-AM	0.8	1
25 KWHO-AM	0.4			

#### Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 6562

Data from Market Buy Market

	A/M '79		O/N '79		A/M '80	
1	KI, UB AM	8.5	KSL -AM	92	KSL -AM	8
2	KSL -AM	84	KCPX-FM	87	KCPX-FM	8
3	KSFI-FM	81	KALL-AM	6.8	KALL-AM	7
4	KCPX-AM	7.6	K LU B - AM	64	KILUB-AM	б
5	KALL-AM	64	KC PX - AM	62	KSOP-FM	6
M-F, 6	-10am					
1	KSL -AM		KSL -AM		KALL-AM	
2	KAI,L-AM		KALL-AM		KSL -AM	
3	KCPX-AM		K 1.U B - AM		K L U B - A M	
4	KL UB-AM		KC PX - AM		KCPX-AM	
_ 5	KSFI-FM		KCPX-FM		KCPX-FM	
M-F, 3	-7pm					
1	KSFI-FM		KCPX-FM		KCPX-FM	
2	KL1'B-AM		KALL-AM		KALL-AM	
3	KSL -AM		KCPX-AN		KALL-FM	
4	KCPX-AM		KSL -AM		KRGO-AM	
5	K C PX - FM		K LU B - AM		KRS P-FM	

m-s, sem-wichight		
POP(00): 962		
A/M '79	O/N '79	A/M '80
1 KCPX-AM	KRS P-FM	KCPX-AM
2 KRSP-FM	KCPX-AM	KRS P-FM
3 KCPX-FM	KCPX-FM	KCPX-FM
M-F, 6-10am		
1 KCPX-AM	KCPX-AM	KCPX-AM
2 KRSP~FM	KRS P-FM	KRSP-FM
3 KCPX-FM	KCPX-FM	KCPX-FM
M-F, 3-7pm		
1 KRSP-FM	KRS P-FM	K C PX - F M
2 KCPX-AM	KCPX-AM	KCPX-AM
3 KCPX-FM	KCPX-FM	KRSP-FM

M-S, 6am-Midn		t
POP(00):	26	49

74111 7 0	OH4 / 9	A/M 80
1 KCPX-AM	KCPX-FM	KCPX-FM
2 KCPX-FM	KALL-AM	KALL-FM
3 KALL-AM	KCPX-AM	KALL-AM
4 KALL-FM	KSIAM	KDAB-FM
5 KSL -AM	KALL-FM	KSL -AM
M-F. 6-10am		
1 KALL-AM	KALL-AM	KALL - AM
2 KCPX-AM	K C P X - A M	KCPX-FM
3 KCPX-FM	KCPX-FM	KSL -AM
4 KSL -AM	KSL -AM	KALL-FM
5 KALL-FM	KALL-FM	K C PX - A M
M-F, 3-7pm		
1 KCPX-AM	KCPX-FM	KCPX-FM
2 KCPX-FM	KALL-AM	KALL-FM
3 KALL-AM	KCPX-AM	KAIL-AM
4 KALL-FM	KALL-FM	KRSP-FM
5 KSL -AM	KRS P-AM	KRGO - AM
Adulta OF FA		

#### Adults 25-54 M-S, 6am-Midnight

POP(00): 3117

A/M '79	O/N '79	A/M '80
1 KSL -A	M KALL-AM	KALL-AM
2 KALL-A	M KSL - AM	KSL -AM
3 KSFI F	M KSF1-FM	KSOP-FM
4 K SO P - F	M KLUB-AM	KALL-FM
5 KLUB-A	M KALL-FM	KLUB-AM
M-F, 6-10am		
1 KALL-A	M KALL-AM	KALL - AM
2 KSL -A	M KSL -AM	KSL -AM
3 KLUB-A	M KLUB-AM	KSOP-FM
4 KSFI F	M KCPX-AM	K LU B - AM
5 K SO P - F	M KRGO-AM	KALL-FM
M-F, 3-7pm		
1 KSF1 F	M KALL-AM	KALL-AM
2 KSL ~A	M KSI AM	KSOP-FM
3 KALL-A	M KLUB-AM	KSL -AM
4 KSOP-F	M KAIL-FM	K R GO - A M
5 KLUB-A	M KSFI-FM	KALL-FM

#### Cume Persons Trends/Rankings

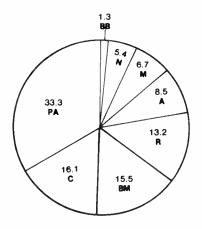
Total 12+ M-S, 6am-Midnight POP(00): 6562

	A/M 179		O/N '79		A/M '80	
1	KSL -AM	1664	KSL -AM	1730	KSL -AM	153
2	K C PX - A M	1638	KCPX-AM	1618	KCPX-AM	1354
3	KLUB-AM	1319	KLUB-AM	1181	KALL-AM	118
4	KALL-AM	1198	KCPX-FM	1129	KCPX-FM	1098
5	KCPX-FM	999	KALL-AM	1056	KLUB-AM	1051
M-F, 6	-10am					
1	KSL -AM		KCPX-AM		KSL -AM	
2	KCPX-AM		KSL -AM		KCPX-AM	
3	KALL-AM		K LU B - AM		KALL-AM	
4	KLUB-AM		KALL-AM		KLUB-AM	
_ 5	KSFI-FM		KSFI-FM		KRS P-FM	
M-F, 3	-7pm					
1	KCPX-AM		KCPX-AM		KCPX-AM	
2	KSL -AM		KSL -AM		KALL-AM	
3	KL UR-AM		KCPX-FM		KCPX-FM	
4	KALL-AM		K LU B-AM		KRS P-FM	
5	KCPX-FM		KRS P-FM		KLUB AM	

Teens		
M-S, 6am-Midnight		
POP(00): 962		
A/M '79	O/N '79	A/M '80
1 KCPX-AM	KCPX-AM	KCPX-AM
2 KRSP-FM	KRS P-FM	KRS P-FM
3 KCPX-FM	KCPX-FM	KC PX - FM
M-F, 6-10am		
1 KCPX-AM	KRSP-FM	K C PX - AM
2 KRSP-FM	KCPX-AM	KRS P-FM
3 K C P X - F M	KRS P-AM	KCPX-FM
M-F. 3-7pm		
1 KCPX-AM	KCPX-AM	VCDV AM
2 FALL-AM	KCPX-FM	KCPX-AM KCPX-FM
3 KCPX-FM	KALL-AM	KALL - AM
Adults 18-34		NAPP-NO
M-S, 6am-Midnight		
POP(00): 2649		
A/M '79		
	O/N '79	A/M '80
1 KALL-AM	KCPX-AM	KC PX - AM
2 KCPX - AM	KALL-AM	KALL-AM
3 KSL -AM	KCPX-FM	KCPX-FM
4 KCPX-FM	KRS P-AM KALL-FM	KSL -AM
5 KRSP AM	KALI FM	KRS P-FM
M-F, 6-10am		
1 KCPX-AM	KCPX-AN	KCPX-FM
2 KCPX-FM	KCPX-FM	KALL-AM
3 KALL-AM 4 KSL -AM	KALL-AM KALL-FM	KRSP-FM
5 KALL-FM	KRS P-FM	KCPX-AM KDAB-FM
	KK51-121	KDAB-FM
M-F, 3-7pm		
1 KCPX-AM	KRS P-FM	KCPX-AM
2 KRSP-FM	KCPX-AM	KRS P-FM
3 KCPX-FM	K C PX - FM	KCPX-FM
4 KRSP-AM 5 KSL -AM	KRS P-AM	KRS P-AM
	KSL -AM	KDAB-FM
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 3117		
A/M '79	O/N '79	A/M '80
1 KSL -AM	KST -WW	KALL-AM
2 KALL-AM	KALL-AM	KSL -AM
3 KLUB-AM 4 KCPX-AM	K LU B - AM	KCPX-AM
5 KSFI FM	KSFI-FM	K LU B – A M
	KCPX-AM	KRGO-AM
<b>M-F</b> , 6-10am		
1 KALL-AM	KALL-AM	KALL~AM
2 KSL -AM	KSL -AM	KSL -AM
3 KLUB-AM	KLUB-AM	K L U B - A M
4 KCPX~AM	KCPX-AM KSFI-FM	KCPX-AM
5 KSFI-FM	VOL 1 - LM	KRGO-AM
#-F, 3-7pm		
1 KALL-AM	KSL -AM	KALL-AM
2 KSL -AM 3 KLUB-AM	KALL-AM	KSL -AM
4 KSOP-FM	K LU B - AM	KLUB-AM
5 KCPX-AM	KCPX-AM	KRGO-AM
> KCIX-MI	KSFI-FM	KCPX-AM

#### **Format Penetration Chart**

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



#### **Format Legend**

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

# R&R RATINGS REPORT/1980

#### San Antonio

METRO RANK

37

#### A/M '80 Market Overview

The KTSA-KCOR tandem again led the San Antonio market, apparently unaffected by the initial employment of the Expanded Sample Frame technique. One reason that ESF probably did not cause :oo much flux in the estimates is that it's not used in High Density Hispanic Areas, and San Antonio is neavily (46%) Hispanic.

In young adults, KTSA and KTFM were the clear favorites, combining for more than a 23 share. KTSA was able to reverse a multi-book trend of declining 12+ shares, mainly by adding to its teen and young males audiences. KTFM added to shares to its 18-34 figure to end up at an 11, just behind KTSA. KTFM added to its female numbers while KTSA enhanced its male ratings, especially in PM drive and the evening.

While the KTSA/KTFM combo had the 18-34 demos wrapped up, the 25-54 cell was more evenly split. Beautiful Music KQXT was the leader, with a share that rose by 30% to a 10. Hispanic KCOR and Country KBUC-FM were tied for second in this target, each with an 8 share. This represented a stable figure for KBUC-FM, but slight slippage for KCOR. Right behind these stations was another Country property, KKYX.

#### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

OP(00):	8135
---------	------

PO P ( O	0): 8135					
	A/M '79		O/N '79		A/M *80	
1	KTSA-AM	10.8	KTSA-AM	8.8	KTSA-AM(R)	9.1
2	KCOR-AM	9.1	KCOR-AM	8.2	K C O R - A M (S)	8.3
3	KTFM-FM	8.9	KITY-FM	8.2	KOXT-FM (BM)	8.2
4	KOXT FM	8.3	KKYX-AM	8.0	KKYX-AM (C)	7.0
5	MA-IAOW	5.6	WOAI-AM	7.5	KTFM-FM(R)	6.8
6	KITY-FM	5.5	KOXT-FM	6.4	KITY-FM (PA)	6.7
7	KKYX-AM	5.5	KONO - AM	6.0	KEDA-AM (S)	6.2
R	KBUC-FM	4.9	KTFM-FM	5.9	WOAI-AM(N)	5.9
9	KISS-FM	4.8	KBUC-FM	5 - 2	KBI, C-EW (C)	5.9
1.0	KONO-AM	4.6	KEDA-AM	5.0	KISS FM (A)	4.2
1.1	KZZY-FM	4.5	KISS-FM	4.1	WOAI-FM (BM)	3.9
1.2	KAPE-AM	4.1	KZZY-FM	3.6	KONO - AM (A)	3.4
1.3	KFDA-AM	3 - 7	KBUC-AM	3 . 2	K C C W - A M (C)	3 . 3
1 4	WOAT FM	3.1	K CCW - AM	2.0	KBf.C-WW (c)	2.7
1.5	K B U C - A M	3.0	KU KA-AM	2.6	KZZY-FM (R)	2.7
1.6	KCCW-AM	2.9	WOAI-FM	2 . 6	KVAR-FM (S)	2.7
	KVAR-FM	2 - 4	KV AR -FM	2.0	KAPE-AM (B)	2.7
1.8	KMA C - AM	1.3	KAPF-AM	1.7	KTUF-FM(J)	1.8
19	KGNB-AM	1.2	KTUF-FM	1.4	KUKA-AM (S)	1.7
	KUKA-AM	1 - 1	KMAC-AM	1.3	K MA C - AM (PA)	1.7
_	KWED-AM	0.7	KWED-AM	0.8	KMFM-FM (CL)	1.1
2 2	KFHM-AM	0.5	KDRY-AM	0.7	KGNR-AM(PA)	0.7
23	KPRY-AM	0.4	KG N B - A M	0.6	KWED-AM (BM)	0.5
2 4	KMFM-FM	0.3	KMFM-FM	0 - 6	KDRY~AM(AL)	0.4
2.5	KWED-FM	0.3	KWED-FM	0.3	KMED-FM(BM)	0.3
		_		- 4 45	. 1 2	

#### Average Persons Trends/Rankings

#### Total 12+

M-F, 6-10am

3 KTFM-FM

	O/N '79		A/M '80	
151	KTSA-AM	123	KTSA-AM	1.2
128	K COR-AM	115	KCOR-AM	1.1
1.2.5	KITY-FM	114	KOXT-FM	1.1
116	KKYX-AM	112	KKYX-AM	q
7.8	WOAI-AM	105	K T F M = F M	q
	KKYX-AM		KTSA-AM	
	KTSA · AM		KCOR AM	
	KCOR-AM		KB I' C - FM	
	WOAI-AM		KKYY-AM	
	KBUC-FM		WOAT-AM	
	KITY-FM		KTSA-AM	
	KTSA-AM		KOXT = EM	
	MOAI-AM		KTFM-FM	
	KKY X-AM		KITY-FM	
	KTFM-FM		WOAI-AM	
7				
	O/N '79		A/M '80	
	KITY-FM		KITY-FM	
	KTSA-AM		KTSA-AM	
	KZZY-FM		KIEM-EM	
	151 128 125 116 78	OIN '79  151 KTSA-AM 12R KCOR-AM 12S KITY-FM 116 KKYX-AM 7R WOAI-AM KTSA-AM KCOR-AM WOAI-AM KTSA-AM KCOR-AM WOAI-AM KTSA-AM KTSA-AM KTSA-AM KTSA-AM KTSA-AM KTSA-AM KTSA-AM KTY-FM KTSA-AM KTY-FM KTSA-AM KTY-FM	O/N '79	ON '79

M-F, 3-7pm		
1 KTSA-AM	KITY-FM	KTSA-AM
2 KZZY-IM	KTFM-FM	KITY-FM
3 KTFM-FM	KZZY-FM	KTFM-FM
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 3095		
A/M '79	O/N '79	A/M '80
1 KTEM-EM	KTSA AM	K TS A - AM
2 KTSA AM	KONO - AM	KTFM-FM
3 KISS-FM	FITY-FM	KITY-FM
4 KITY-FM	KTFM-FM	KISS-FM
5 KONO-AN	KISS-FM	KONO-AM
M-F, 6-10am		
1 KTSA-AM	KTSA-AM	KTSA-AM
2 KTFM-FM	KKA A-VW	KTFM=FM
3 KBUC FM	K I T A - E W	KITY-FM
4 KITY-FM	KONO - AM	KISS-FM
5 KISS-FM	KBT.C-EW	KB1*C-FM
M-F, 3-7pm		
1 KTFM-FM	KTS A - AM	KTSA-AM
2 KTSA-AN	KONO-AM	KTFM-FM
3 KISS-FM	KITY-FM	KITY-FM
4 K1 TY - FM	KTFM-FM	K I SS - F M
5 KONO-AM	KISS FM	WOAI-FM
Adults 25-54		
M-S, 6am-Midnight		
POP(OO): 3726		
POP(00): 3726 A/M '79	O/N '79	A/M '80
	OIN '79 KTSA AM	<b>A/M '80</b> KQXT – FM
A/M '79		
A/M '79 1 KCOR-AM	KTSA AM	KQXT-FM
A/M '79  1 KCOR-AM 2 KTSA-AM	KTSA AM KKYY-AM	KQXT-FM KTSA-AM
A/M '79  1 KCOR-AM 2 KTSA-AM 3 KOXT FM	KTSA AM KKYY-AM KCOR-AM	KQXT-FM KTSA-AM KBUC-FM
A/M '79  1 KCOR - AM 2 KTSA - AM 3 KOXT FM 4 KBUC - FM	KTSA AM KKYY-AM KCOR-AM KEDA AM	KQXT-FM KTSA-AM KBUC-FM KCOR-AM
A/M '79  1 KCOR - AM 2 KTSA - AM 3 KOXT FM 4 KBUC-FM 5 KKYX-AM	KTSA AM KKYY-AM KCOR-AM KEDA AM	KQXT-FM KTSA-AM KBUC-FM KCOR-AM KKYX-AM
A/M '79  1 KCOR-AM  2 KTSA-AM  3 KOXT FM  4 KBUC-FM  5 KKYX-AM	KTSA AM KKYY-AM KCOR-AM KEDA AM KBUC-FM	KQXT-FM KTSA-AM KBUC-FM KCOR-AM KKYX-AM
A/M '79  1 KCOR-AM  2 KTSA-AM  3 KOXT FM  4 KBUC-FM  5 KKYX-AM  M-F, 6-10am  1 KCOR-AM	KTSA AM KKYY-AM KCOR-AM KEDA AM KBUC-FI KTSA-AM	KQXT-FM KTSA-AM KBUC-FM KCOR-AM KKYX-AM
A/M '79  1 KCOR - AM 2 KTSA - AM 3 KOXT FM 4 KBUC - FM 5 KKYX - AM  M-F, 8-10am 1 KCOR - AM 2 KTSA - AM	KTSA AM KKYY-AM KCOR-AM KEODA AM KBUC-FP  KTSA-AM FKYX-AM	KQXT-FM KTSA-AM KBUC-FM KCOR-AN KKYX-AM KEUC-FM KTSA-AM KKYX-AM MOXT-FM
A/M '79  1 K COR - AM  2 K TSA - AM  3 K OXT - FM  4 K BUC - FM  5 K K YX - AM  M-F, 6-10am  1 K COR - AM  2 K TSA - AM  3 K BUC - FM	KTSA AM KKYY-AM KCOR-AM FEBA AM KBUC-FM  KTSA-AM FKYX-AM KBUC-FM	KQXT-FM KTSA-AM KBUC-FM KCOR-AM KKYX-AM KEUC-FM KTSA-AM KKYX-AM
A/M '79  1 KCOR-AM 2 KTSA-AM 3 KOXT FM 4 KBUC-FM 5 KKYX-AM  M-F, 6-10am 1 KCOR-AM 2 KTSA-AM 3 KBUC FM 4 KKYX-AM	KTSA AM KKYY-AM KCOR-AM KEDA AM KBUC-FY  KTSA-AM KKYX-AM KBUC-FM KCOR-AM	KQXT-FM KTSA-AM KBUC-FM KCOR-AN KKYX-AM KEUC-FM KTSA-AM KKYX-AM MOXT-FM
A/M '79  1 KCOR - AM 2 KTSA- AM 3 KOXT FM 4 KBUC-FM 5 KKYX- AM  MF, 6-10am 1 KCOR - AM 2 KTSA- AM 3 KBUC FM 4 KKYX- AM 5 KOXT FM	KTSA AM KKYY-AM KCOR-AM KEDA AM KBUC-FY  KTSA-AM KKYX-AM KBUC-FM KCOR-AM	KQXT-FM KTSA-AM KBUC-FM KCOR-AN KKYX-AM KEUC-FM KTSA-AM KKYX-AM MOXT-FM
A/M '79  1 K COR - AM 2 K T SA - AM 3 K OX T F M 4 K B U C - F M 5 K Y X Y - AM M-F, 6-10am 1 K COR - AM 2 K T SA - AM 3 K B U C F M 4 K Y X - AM 5 K OX T F M M-F, 3-7pm M-F, 3-7pm	KTSA AM KKYY-AM KCOR-AM KEDA AM KBUC-FY  KTSA-AM FKYX-AM KBUC-FM KCOR-AM	KOXT-FM KTSA-AM KBUC-FM KCOR-AM KKYX-AM KEUC-FM KTSA-AM KKYX-AM MOXT-FM KCOR-AM
AM '79  1 KCOR-AM  2 KTSA-AM  3 KOXT FM  4 KBUC-FM  5 KKYX-AM  1 KCOR-AM  2 KTSA-AM  3 KBUC FM  4 KKYX-AM  5 KOXT FM  MF. 3-7pm  1 KTSA-AM	KTSA AM KKYY-AM KCOR-AM KEDA AM KBUC-FY  KTSA-AM KKYX-AM KBUC-FM KCOR-AM WOAI-AM	KQXT-FM KTSA-AM KBUC-FM KCOR-AM KKYX-AM KEUC-FM KTSA-AM KXYX-AM MOXT-FM KCOR-AM
A/M '79  1 KCOR - AM 2 KTSA - AM 3 KOXT FM 4 KBUC-FM 5 KKYX - AM  M-F, 6-10am 1 KCOR - AM 2 KTSA - AM 3 KBUC FM 4 KKYX - AM 5 KOXT FM  M-F, 3-7pm 1 KTSA - AM 2 KOXT - FM	KTSA AM KKYY-AM KCOR-AM KEDA AM KBUC-FY  KTSA-AM KKYX-AM KBUC-FM KCOR-AM WOAI-AM	KQXT-FM KTSA-AM KBUC-FM KCOR-AN KKYX-AM KRYX-AM KTSA-AM KKYX-AM KCOR-AM

#### **Cume Persons Trends/Rankings**

M-S, 6	am-Midnight					
POP(	00): 813	5				
	A/M '79		O/N '79		A/M '80	
1	KTSA-AM	2559	KTSA-AM	2294	KTSA-AM	2166
2	KTEM-FIL	1625	KITY-FM	1500	KTFM-FM	149
3	WOAI-AM	1210	KKYY AM	1449	KITY-FM	140
4	KONO-AM	1174	KT FM - FM	1424	KONT-FM	1.32
5	$K \boxtimes X : T = F \boxtimes$	1164	KONO AM	1393	KKYYY = AM	1 2 8
M-F, 6	-10am					
1	KTSA-AM		KTSA-AM		KTSA-AM	
2	KTFM-FM		KKY X~AM		K 1 T Y ~ F !"	
3	WOAI-AM		WOAI-AM		KOAI-AM	
4	FKYX-AM		KITY-FM		KTFM-FM	
5	KCOR-AM		KONO-AM		KKY N – AM	
M-F, 3	-7pm					
1	KTSA-AM		KTSA-AM		KTSA-AN	
2	KTFM-FM		KITY-FM		KTFM-FM	
3	KITY-FM		RTEM-EM		KITY-FS	
4	KOXT-FM		WOAI-AM		KQYT-FM	
	KZZY-EM		KONO - AM		KKYX-AM	

#### M-S. 6am-Midnight

KTSA-AM KTFM-FM

KITY-FM

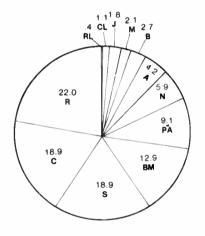
POP(00): 1157 A/M '79	O/N '79	A/M '80
	KITY-FM	KTSA = A
1 KTSA-AM	KTSA-AM	KITY-F
2 KZZY-FM		KTFM-F
3 KTFM-FM	KTFM-FM	K 1 r M = r v
M-F, 6-10am		
1 KTSA-AM	KITY-FM	KTSA-A
2 RTFM-FM	KTSA-AN	KITY-F:
3 KZZY-FM	K Z Z Y - F !!	KZZY-F3
M-F, 3-7pm		
1 KTSA-AM	KITY-FN	KTSA-A
2 KZZY-FM	FTFM-FM	KITY-F
3 KTFM-FM	KTSA-AM	KTFM-F3
Adults 18-34		
Adults 18-34 M-S, 6am-Midnight POP(00): 30°5		444.90
M-S, 6am-Midnight POP(00): 30°5 A/M '79	O/N '79	A/M '80
M-S, 6am-Midnight POP(00): 3005	KTS A - A M	KTSA-A
M-S, 6am-Midnight POP(00): 30°5 A/M '79		KTSA-AS KTFM-FS
M-S, 6am-Midnight POP(00): 30°5 A/M '79 1 KTSA-AM	KTS A - AM K ON O - AM K T FM - F M	KTSA-AS KTFM-FS KITY-FS
M-S, 6am-Midnight POP(00): 30°5 A/M'79  1 KTSA-AM 2 KTFM-FM	KTSA-AM KONO-AM	KTSA-AS KTFM-FS KITY-FS KONO-AS
M-S, 6am-Midnight POP(00): 30°5  A/M '79  1 KTSA-AM 2 KTFM-FM 3 KITY-FM	KTS A - AM K ON O - AM K T FM - F M	KTSA-AS KTFM-FS KITY-FS KONO-AS
M-S, 8am-Midnight POP(00): 30°5  A/M '79  1 KTSA-AM 2 KTFM-FM 3 KITY-FM 4 KONO-AM	KTS A - AM KONO - AM KTFM - FM KITY - FM	KTSA-AS KTFM-FS KITY-FS KONO-AS
M-S, 6am-Midnight POP(00): 30°5 AJM '79  1 KTSA-AM 2 KTFM-FM 3 KITY-FM 4 KONO-AM 5 KZZY FM	KTS A - AM KONO - AM KTFM - FM KITY - FM	KTSA - AN KTFM - FY KITY- FY KONO - AN KZZY-FY
M-S, 6am-Midnight POP(00): 30°5 A/M '79  1 KTSA-AM 2 KTFM-FM 3 KITY-FM 4 KONO-AM 5 KZZY FM M-F, 6-10am	KTSA-AM KONO-AM KTFM-FM KITY-FM KKYX-AM	KTSA - AN KTFM - FN KITY-FN KONO - AN KZZY-FN
M-S. 6am-Midnight POP(00): 30° 5  ATM '79  1 KTSA-AM 2 KTFM-FM 3 KITY-FM 4 KONO-AM 5 KZZY FM  M-F. 6-10am 1 KTSA-AM	KTSA-AM KONO-AM KTEM-EM KITY-EM KKYX-AM	KTS A - AN KTFM - FN KITY-FN KONO - AN KZZY-FN KTS A - AN KTFM - FN
M-S. 6am-Midnight POP(00): 3005 AJM '79  1 KTSA-AM 2 KTFM-FM 3 KITY-FM 4 KONO-AM 5 KZZY FM M-F. 6-10am 1 KTSA-AM 2 KTFM-FN	KTSA-AM KONO-AM KTFM-FM KJTY-FM KKYX AM  KTSA-AM KONO-AM	KTSA - AN KTFM - FY KITY- FY KONO - AN KZZY-FY

#### Adults 25-54 M-S, 6am-Midnight

A/M *79	O/N '79	A/M '80
1 KTSA-AM	KTSA AM	KTSA-AS
2 KOXT-FM	KKY N - AM	KOXT-F5
3 KKYX-AM	WOAI-AM	KKA X-YZ
4 WOAI-AM	KBUC-FM	KBI'C-F
5 KTFM-FM	KCOR-AM	KTFM-F5
M-F, 6-10am		
1 KTSA-AM	KTSA AM	KTS A - AS
2 KCOR-AN	KK Y X = AM	KBt'C-FN
3 KKYX-AM	VBUC-FM	WOAI-AN
4 KBUC-FM	WOAI-AM	KQXT-F
5 WOAT-AM	K C O R - A M	KKYX-A
M-F, 3-7pm		
1 KTSA-AM	K TS A - AM	KTSA-AN
2 KKYX-AM	KKY X-AM	KO X T - F 5
3 KOXT-FM	FBUC-FM	KKYY-A
4 KTFM-FM	KO NT - F M	KTFM-F5
5 WOAI-AN	KCOR-AM	KBUC-FN

#### **Format Penetration Chart**

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



#### Format Legend

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

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#### San Diego

METRO RANK

#### A/M '80 Market Overview

The first Quarterly Measurement survey in San Diego was implemented this sweep, and the 12-week long survey generated not too surprising results. Compared to last spring, KFMB still did well with Padres baseball, KPRI maintained a strong AOR stance, but the big story was that again Beautiful Music KJQY (known last spring as KOZN) topped the overall market.

KJQY was second in 25-54's (behind KFMB with the Padres) and showed its best strength 35+. KJQY uses the FM-100 music syndication service, aired the Patrick O'Neal TV commercial, and used busboards and billboards. The station also employed frequent on-air contests and promotions. All of this helped KJQY win a share just under 9% of the 25-54 audience this book.

KFMB was second overall in the market and led the 25-54 demos with a 10 share. Last spring the station had an 11 share with the Padres, so some erosion was evident. A multimedia campaign that focused on TV, with busboard and billboards back-up, was used, amounting to approximately \$40,000. With longer summer and fall surveys in San Diego, KFMB may show up well in other sweeps

As for the younger audience, AOR KPRI continued to lead. The station's 18-34 share went up 42% compared to last spring, thanks to a number of factors. Advertising featured the "Magnificent Mouth" TV spot, while Beetleboards (VW's), billboards, and programming schedules in newspapers were also utilized. KPRI is the Superstars affiliate in the San Diego metro.

AOR competitor KGB-FM was just a fraction behind KPRI in the 18-34 standings, and the two stations were tied in men 18-24. KGB-FM maintained a lower profile in the community, using TV but without other major media tie-ins. The effort for this sweep was less than made for previous surveys. One aspect of promotion that KGB-FM used was a "KGB Card," which entitled bearers to discounts on purchases at cooperating retailers.

Given the makeup of the demos in San Diego - the largest bloc is men 18-24 - it may not be surprising that the other most popular 18-34 stations are also AOR's. XTRA-FM and KIFM each scored in the mid-7 range 18-34. This represented a two-share drop for XTRA-FM but was a slight rise for KIFM, compared to last spring.

Largely because of the first use of Quarterly Measurement, Arbitron oversampled this survey, and 57% more diaries were returned this spring than last. This should make these Spring '80 estimates more reliable than past ratings.

Average Persons	12+	Share	Trends
Monday-Sunday, 6an	n-Midni	ight	

POP(00):	15109	
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POP(00): 15109						
A/M 179		O/N '79		J/F '80		A/M '80
1 K FM B - AM	8.0	KJQY-FM	7.7	KJOY-FM	7 - 6	KJQY-FM (BM) 8.4
2 KOZN FM	6.0	KGB -FM	5.7	KPRI-FM	6.7	KFMB-AM (PA) 7.1
3 KEZL-FM	5.3	KPRI-FM	5.6	KGB -AM	6.4	KPRI-FM (A) 5.6
4 XTRA-AM	5.2	KSDO-AM	5.0	KBZT-FM	5 - 1	KGB -FM (A) 5.4
5 KFMB-FM	5.1	KIFM-FM	5.0	KGB -FM	5.1	KSDO-AM (N) 4.8
6 XTRA-FM	4.8	KFZL~FM	4.5	KSDO-AM	4.9	XTRA-FM (A) 4.5
7 KMJC-AM	4.7	X TRA - FM	4.4	K FMB - AM	4.6	KGB -AM (R) 4.4
8 KSDO-AM	4.6	KFMB-FM	4.2	KEZL-FM	4 6	KFMB-FM (R) 4.2
9 KYXY-FM	4.5	X TR A ~ AM	3.9	KFMB-FM	3.9	KIFM-FM (A) 3.9
10 KGB -FM	4.4	KFMB-AM	3.8	XTRA-FM	3.9	KEZL-FM (BM) 3.8
11 KITT-FM	4.2	KBZT-FM	3.7	KFSD-FM	3.6	KOGO-AM (PA) 3 - 7
12 KPRI-FM	4.1	K FS D-FM	3.6	X TR A - AM	3.5	X TRA - AM (BM) 3 - 4
13 KSON-AM	3 . 6	KSON-AM	3.2	KIFM-FM	3.3	KITT-FM (R) 3.1
14 KIFM-FM	3 • 5	KMJ C-AM	3.1	K C B Q - A M	3.3	KYXY-FM (PA) 3 . 1
15 KBZT-FM	2.9	KOGO AM	3.1	KNX -AM	3.0	K FS D-FM (CL) 2.9
16 KNX -AM	2 - 8	KFI -AM	2 . 8	KSON-FM	3.0	KSON-AM (C) 2.9
17 KCBQ-AM	2.8	KGB -AM	2.6	K SON - AM	2 - 8	KBZT-FM (0) 2.8
18 KFSD-FM	2.5	KCBQ-AM	2 - 5	KYXY~FM	2.8	KNX -AM (N) 2.7
19 KFI -AM	2.4	KYXY-FM	2.5	KITT-FM	2.4	KMJC-AM (P) 2.6
20 KOGO-AM	2.2	KNX -AM	2.4	KOGO-AM	2.0	KFI ~AM (R) 2.2
21 KSON-FM	2 - 1	KSON-FM	2.4	KMJC-AM	1.8	KCBQ-AM (PA) 2 . 1
22 KJFM-FM	1.8	KITT-FM	2 - 2	KJFM-FM	1.7	KSON-FM(C) 1.9
23 KGB - AM	1.7	KJFM-FM	1.5	KABC-AM	1.2	KJFM-FM (BM) 1.2
24 KABC-AM	1.1	KABC-AM	1 + 0	KFI -AM	1.1	KKOS-FM (PA) 1 . 0
25 KLAC-AM	1.0	X HR M-FM	1.0	X HR M-FM	0.9	KABC-AM (T) 1.0
26 XHRM-FM	0.6	KUDE AM	0.7	KL AC - AM	0.9	KLAC-AM (C) 0.8
27 KKOS-FM	0.5	KKOS-FM	0.7	KOWN-FM	0.6	KMLO-AM (M) 0.7
28 KOWN-FM	0.4	XPRS AM	0.6	KKOS-FM	0.6	KUDF-AM (C) 0.7
29 KMLO-AM	0.3	KL AC - AM	0 - 5	XFMO-AM	0.4	KBRT-AM (ML) 0.7
30		KMLO-AM	0.4	KMLO~AM	0 - 4	KOWN-FM (M) 0.5
3 1		KBRT-AM	0.4	kCO -WW	0.4	KMFT-FM (A) 0.5
3 2		XEMO-AM	0.4	K BR T - AM	0.4	
3.3		KOWN-FM	0.4	KUDE-AM	0.3	
3 4		KOWN-AM	0 • 4	KMET-FM	0 - 3	

#### Average Persons Trends/Rankings

#### Total 12+ M-S, 6em-Midnight POP(00): 15109

	A/M '79		O/N '79		J/F '80		A/M '80	
1	KFMB-AM	198	KJQY-FM	181	KJQY-FM	191	KJOY-FM	202
2	KOZN-FM	148	KGB -FM	134	KPRI~FM	168	KFMB-AM	171
3	KEZL-FM	130	KPRI-FM	131	FGB -AM	160	KPRI-FM	1 3 5
4	XTRA-AM	129	KSDO-AM	117	KBZT-FM	128	KGB -FM	1 30
5	KFMB-FM	127	KIFM-FM	117	KGB -FM	127	KS DO - AM	116
6	XTRA-FM	119	KEZL-FM	105	KSDO-AM	123	X TRA - FM	108
7	KMJC-AM	115	XTRA-FM	103	KFMB-AM	114	KGB -AM	107
8	KSDO-AM	114	KFMB-FM	99	KEZL-FM	114	KEMB-EM	101
9	KYXY-FM	1!0	XTRA-AM	92	KFMB-FM	9.8	KIFM-FM	95
10	KGB -FM	108	KFMB-AM	89	XTRA-FM	9.7	KEZL-FM	92

M-F, 6-1	0am			
1	K SDO-AM	KSDO-AM	KFMB-AM	KSDO-AN
2	X TRA-AM	KJQY-FM	KSDO-AM	KEMB - AM
3	KFMB-AM	KFMB-AM	KJOY-FM	KJ QY - FM
4	KMJC-AM	KOGO-AM	KGB -AM	KOGO-AN
5	KOZN-FM	KPRI-FM	KPRI-FM	KPRI-FN
6	KFMB-FM	XTRA-FM	KBZT-FM	XTRA - AN
7	KNX -AM	KEZL-FM	KNX -AM	KCBO-AN
8	K SON-AM	KIFM-FM	KGB -FM	KNX -AN
9	KEZL FM	KGB -FM	KFZL-FM	KGB -AN
10	KFI -AM	KFI -AM	KCBO-AM	KGB -F
M-F, 3-7p	om			NOB T
1	KFMB-AM	KJOY-FM	KGB -AM	KJOY-FN
2	KFZL FM	KPRI-FM	KJQY-FM	KFMB-A
3	KMJC-AM	KGB -FM	KPRI-FM	KCB -F
4	KITT-FM	KFMB-FM	KGB -FM	KPRI-F
5	KFMB-FM	KIFM-FM	KEZL-FM	XTRA-F
6	KOZN-FM	YTRA-FM	KFMB-FM	KGB -AN
7	KGB -FM	KSDO-AM	KBZT-FM	KFMB~F
8	XTRA-FM	KEZL-FM	KS DO-AM	KSDO-AN
9	KYXY-FM	KBZT-FM	KCBO-AM	KIFM-FY
1.0	XTRA-AM	KMJC AM	XTRA-FM	KOGO- Ab

#### Teens

	A/M '79	O/N '79	J/F '80	A/M '80
1	KMJC-AM	KFMB-FM	KGB -AM	KGB -AM
2	KFMB-FM	KMJC-AM	KPRI-FM	KFMB-FM
3	KITT-FM	KPRI-FM	KFMB-FM	KPRI-FM
M-F, 6-10	lam			
1	KMJC AM	KFMB-FM	KGB -AM	KGB -AM
2	KFMB-FM	KMJC AM	KPRI-FM	KFMB-FM
3	KITT-FM	KGB -FM	KFMB-FM	KPRI-FM
M-F, 3-7p	em			
1	KITT-FM	KFMB-FM	KGB -AM	KGB -AM
2	KMJC-AM	KMJ C-AM	KPRI-FM	FFMB-FM
3	KFMB-FM	KGB -FM	KFMB-FM	KGB -FM

#### Adults 18-34

POP(00): 6159

1		KGB -FM	KPRI-FM	KPRI-FM
	KPRI-FM	KPRI-FM	KGB -FM	KGB -FM
	KFMB-AM	KIFM-FM	KBZT-FM	XTRA-FM
	KIFM-FM	XTRA-FM	KTRA-FM	KIFM-FM
	KYXY-FM	KBZ T·FM	KGB -AM	KITT-FM
6		KFMB-FM	KIFM-FM	KFMB-FM
7	KFMB-FM	KGB -AM	KFMB-FM	KBZT-FM
8	KITT-FM	KJQY-FM	KCBQ-AM	KGB -AM
9		KSON-FM	KFMB-AM	KFMB-AM
10	KBZT-FM	KFMB-AM	KITT-FM	KMJC-AM
M-F, 6-1	0am			
1	KPRI-FM	KPRI-FM	KPRI-FM	VD D 1
2	KFMB-AM	KIFM-FM	KFMB-AM	KPRI-FM
3	XTRA-FM	XTRA-FM	KGB -FM	KGB -FM XTRA-FM
4	KIFM-FM	KGB -FM	KBZT-FM	KIFM-FM
5	KYXY-FM	KBZT-FM	KCBO-AM	KFMB-AM
6	KCBO-AM	KGB -AM	KGB -AM	KITT-FM
7	KMJC-AM	KFMB-AM	XTRA-FM	KFMB-FM
8	KITT-FM	KCBO-AM	KIFM-FM	KGB -AM
9		KFI -AM	KFMB-FM	KBZT-FM
10	KFI -AM	KFMB-FM	KITT-FM	KCBO-AM
M-F, 3-7	pm			
1	XTRA-FM	KPRI-FM	KPRI-FM	KPRI-FM
2	KIFM~FM	KGB -FM	KGB -FM	KGB -FM
3	KYXY-FM	KIFM-FM	KBZT-FM	XTRA-FM
4	KFMB-AM	XTRA-FM	KGB -AM	KIFM-FM
5	KGB -FM	KFMB-FM	KIFM-FM	KFMB-FM
6	KFMB-FM	KBZT-FM	KFMB-FM	KBZT-FM
7	KITT-FM	KGB -AM	XTRA-FM	KITT-FM
8	KMJC-AM	KFMB-AM	KCBO-AM	KGB -AM
9		KJQY-FM	KITT-FM	KMJC-AM
10	KBZT-FM	KMJC-AM	KFMB-AM	KUCU-AM

#### Adults 25-54

POP(00): 6805

10 KMJC-AM

A/M 179	O/N '79	J/F '80	A/M '80
1 KFMB-AM	KJOY-FM	KJOY-FM	KFMB-AM
2 XTRA-AM	KBZT-FM	KBZT-FM	KJOY-FM
3 KYXY-FM	KIFM-FM	KFMB-AM	KOGO-AM
4 KOZN-FM	KFMB-AM	KEZL-FM	KSDO-AM
5 KBZT-FM	KSDO-AM	KSON-FM	KY XY-FM
6 KEZL-FM	KEZL-FM	KFSD-FM	XTRA-AM
7 KSON-AM	KFSD-FM	K SON - A M	KBZT-FM
8 KCBO-AM	X TRA - AM	KYXY-FM	KEZL-FM
9 KMJC-AM	KSON-AM	KSDO-AM	KSON-AM
10 XTRA-FM	KYXY-FM	KIFM-FM	KFSD-FM
#-F, 6-10am			
1 KFMB-AM	KJQY-FM	KFMB-AM	KFMB-AM
2 KSDO-AM	KFMB-AM	KSDO-AM	KSDO-AM
3 XTRA-AM	KSDO-AM	KBZT FM	KJQY-FM
4 KCBQ-AM	KOGO AM	KJQY-FM	KOGO-AM
5 KEZL-FM	KSON-AM	KCBQ-AM	KCBO-AM
6 KOGO-AM	KBZT-FM	KSON-AM	XTRA-AM
7 KYXY-FM	KCBQ-AM	KEZL-FM	KYXY-FM
8 KF1 -AM	XTRA AM	KYXY-FM	K SON - AM
9 KOZN-FM	XTRA-FM	KSON-FM	KEZL-FM
10 KSON-AM	KIFM-FM	KOGO-AM	KBZT-FM
I-F, 3-7pm			
1 KFMB-AM	KJOY-FM	KBZT-FM	KJOY-FM
2 XTRA-AM	KBZT-FM	KJQY-FM	KFMB-AM
3 KYXY-FM	KIFM-FM	KEZL-FM	KOGO-AM
4 KOZN-FM	KFMB-AM	KSON-AM	KSDO-AM
5 KBZT-FM	KSDO-AM	KSON-FM	KD2T-FM
6 KEZL FM	KFS D-FM	KCBO-AM	KFSD-FM
7 KSON-AM	KEZL-FM	KFS D-FM	KEZIFM

KEMB-AM

XTRA-AM

#### San Diego

Continued

#### **Cume Persons Trends/Rankings**

Total 12+ M-S, 6am-Midn	ight
POP(00):	-

0 ) 4 O	0): 15109	,						
	A/M '79		O/N: '79		J/F '80		A/M '80	
1	KFMB-AM	3354	KSDO-AM	2467	KGB -AM	2622	KFMB-AM	2844
	KFMB-FM	2682	KFMB-FM	2287	KJOY-FM	2 2 8 0	KFMB-FM	232
	YMJC-AM	2021	KJOY-FM	2073	KPRI-FM	2199	KCB -AM	2163
	KSDO-AM	1894	KFMB-AM	2073	KFMB-FM	2118	KSDO-AM	2104
	KCBO-AM	18 56	KGB -FM	1918	KSDO-AM	2086	KPRI-FM	2056
_	XTRA-AM	1786	KCBO-AM	1904	KGB -FM	2060	KJOY-FM	198
7	KOZN-FM	1715	KPRI-FM	1771	KFMB-AM	2005	KGB -FM	186
8	KGB -FM	1706	KMJC-AM	1735	KCBO-AM	1765	KOGO-AM	1680
9	KPRI-FM	16.50	XTRA-AM	1639	KBZT-FM	1726	XTRA-AM	1659
10	KGB -AM	1568	KGE -AM	1606	YTRA-FM	1703	KCBQ-AM	164
W-F, 6-1	Dam							
1	KSDO-AM		KSDO-AM		KGB -AM		KSDO-AM	
2	KMJC-AM		KEMB-AM		KSDO-AM		KEMB-AM	
3	KFMB-FM		KJQY-FM		KFMB-AM		FGB - AM	
4	KFMB-AM		KFMB-FM		KJQY-FM		KFMB-FM	
5	XTRA-AM		KCBQ-AM		KPRI-FM		KPRI-FM	
6	KCBQ-AM		KPRI-FM		KGB -FM		KJOY-FM	
7	KOZN-FM		KGB -FM		KFMB-FM		KOGO-AM	
8	KGB -FM		KMJC-AM		KCEQ-AM		KCBO-AM	
9	KOGO-AM		KOGO-AM		XTRA-FM		KGB -FM	
1.0	KEZL-FM		KGE -AM		KBZT-FM		XTRA-AM	
M-F, 3-7	pm							
1	KFMB-AM		KFMB-FM		KGB -AM		KFMB-AM	
2	KMJC-AM		KJQY-FM		KPRI-FM		KGB -AM	
	KFMB-FM		KSDO-AM		KJQY-FM		KPRI-FM	
	KCBO-AM		KGB -FM		KGB -FM		KJQY-FM	
	KPRI-FM		KPRI-FM		KFMB-FM		KFMB-FM	
	KSDO-AM		KM J C - AM		KSDO-AM		KSDO-AM	
	XTRA-AM		X TRA-FM		KBZT-FM		KGB -FM	
	KGB -FM		KIFM-FM		XTRA-AM		KOGO-AM	
	KOZN-FM		XTRA-AM		KFMB-AM		XTRA-FM	
10	KEZL-FM		KCBQ-AM		XTRA-FM		XTRA-AM	

#### Teens

M-S.	bam-	MIGI	нg	445	
POP	(00	):	1	75	9

A/M 179	O/N '79	J/F '80	A/M '80
1 KFMB-FM	KFMB-FM	KGB - AM	KGB -AM
2 KMJC-AM	KMJC-AM	KFMB-FM	KFMB-FM
3 KGB -FM	KGB -FM	KPRI-FM	KCB -FM
M-F, 6-10am			
1 KMJC-AM	KFMB-FM	KGB -AM	KGB -AM
2 KFMB-FM	KM J C - AM	KFMB ÷FM	KFMB-FM
3 KGB -FM	KFI -AM	KPRI-FM	KPRI-FM
M-F, 3-7pm			
1 KMJC-AM	KFMB-FM	KGB -AM	KGB -AM
2 KFMB-FM	KMJC-AM	KFMB-FM	KFMB-FM
3 KITT-FM	KGB -FM	KPRI-FM	KPRI-FM
44.45.40.04			

#### Adults 18-34 M-S, 6am-Midnight

PUP(U	0): 0119			
	A/M '79	O/N *79	J/F '80	
1	KFMB-FM	KGB -FM	KGB -FM	K
2	K FM B - AM	KPRI-FM	KPRI-FM	K
3	KGB -AM	KFMB-FM	KGB -AM	K
4	KPRI-FM	KIFM-FM	XTRA-FM	K
5	KCB -FM	KCBQ-AM	KFMB-FM	K
6	KIFM-FM	KGB -AM	KCBQ-AM	X
7	KMJC-AM	XTRA FM	KBZT-FM	K
8	KCBQ-AM	KBZT-FM	KIFM-FM	K
9	XTRA-FM	KFMB-AM	KFMB-AM	K
10	KITT-FM	KMJ C~AM	KM J C – AM	K
M-F, 6-1	Dam			
1	KMJC-AM	KPRI-FM	KGB -FM	K
2	KFMB-AM	KGB -FM	KPRI-FM	K
3	K FMB-FM	KIFM-FM	KGB - AM	K

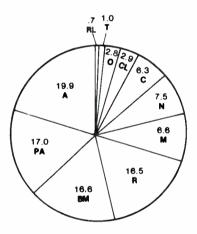
POP(00): 6159			
A/M *79	O/N *79	J/F '80	A/M *80
1 KFMB-FM	KGB -FM	KGB -FM	KPRI-FM
2 KFMB-AM	KPRI-FM	KPRI-FM	KFMB-FM
3 KGB -AM	KFMB-FM	KGB -AM	KGB -FM
4 KPRI-FM	KIFM-FM	XTRA-FM	KGB -AM
5 KGB -FM	KCBO-AM	KFMB-FM	KIFM-FM
6 KIFM-FM	KGB -AM	KCBQ-AM	XTRA-FM
7 KMJC-AM	XTRA FM	KBZT-FM	K FMB - AM
8 KCBO-AM	KBZT-FM	KIFM-FM	KCBQ-AM
9 XTRA-FM	KFMB-AM	KFMB-AM	KBZT-FM
10 KITT-FM	KMJ C-AM	KM J C - AM	KITT-FM
M-F, 6-10am			
1 KMJC-AM	KPRI-FM	KGB -FM	KPR I – FM
2 KFMB-AM	KGB -FM	KPRI-FM	KFMB-FM
3 KFMB-FM	KIFM-FM	KCB -AM	KGB -FM
4 KGB -AM	XTRA-FM	X TRA-FM	KGB -AM
5 KIFM-FM	KCBQ-AM	KCBQ-AM	KIFM-FM
6 KCBO-AM	KCB -AM	KFMB-AM	XTRA-FM
7 XTRA-FM	KFMB-FM	KBZT-FM	KFMB-AM
8 KGB -FM	KM J C-AM	KIFM-FM	KITT-FM
9 KPRI-FM	KBZT-FM	KFMB-FM	KCBQ-AM
10 KYXY-FM	KFMB-AM	KM J C-AM	KM J C- AM
M-F, 3-7pm			
1 KFMB-AM	KPRI-FM	KGB -FM	K P R I – F M
2 KPRI-FM	KGB -FM	KPRI-FM	KGB -FM
3 KFMB-FM	KFMB-FM	KBZT-FM	KFMB-FM
4 KGB -FM	KIFM-FM	X TR A - F M	XTRA-FM
5 KIFM-FM	XTRA-FM	KGB -AM	KGB -AM
6 XTRA-FM	KBZT-FM	KFMB-FM	KIFM-FM
7 KMJC-AM	KGB -AM	KIFM-FM	KBZT-FM
8 KCBO-AM	KCBO-AM	KCBO-AM	KFMB-AM
9 KGB -AM	KMJC-AM	KFMB-AM	KITT-FM
10 KYXY-FM	KFMB-AM	KITT-FM	KM J C AM

#### Adults 25-54

	A/M '79	O/N: '79	J/F `80	A/M '80
1	K FM B - AM	KSDO-AM	KSDO-AM	KEMB-AM
_	XTRA-AM	KFMB-AM	KFMB-AM	KSDO-AM
_	KSDO-AM	KCBO-AM	KJQY-FM	KOGO-AM
	KFMB-FM	KJOY-FM	KBZT-FM	KJOY-FM
	KCBO-AM	XTRA-AM	KCBO-AM	X TR A - AM
	KMJC-AM	KBZT-FM	KSON-AM	KCBQ-AM
	KOGO-AM	KSON-AM	KGB -AM	KFMB-FM
	KYXY-FM	KOGO-AM	X TRA - AM	KSON-AM
-	KOZN-FM	KFMB-FM	KEZL-FM	KYXY-FM
	KSON-AM	KEZL-FM	KIFM-FM	KBZT-FM
M-F, 6-10	lam			
1	KFMB-AM	KSDO-AM	KFMB-AM	K FMB - AM
2	KSDO-AM	KFMB-AM	KS DO - AM	KSDO-AM
3	X TRA-AM	KCBQ-AM	KBZT-FM	KOGO-AM
4	KCBO-AM	KJQY-FM	K C B Q - A M	KCBQ-AM
5	KOGO-AM	KOGO-AM	KSON-AM	XTRA-AM
6	KMJC-AM	XTRA-AM	KIFM-FM	KJQY-FM
7	KFMB-FM	KSON-AM	KJOY-FM	KYXY-FM
8	KYXY-FM	KBZT-FM	KOGO-AM	KSON-AM
9	KEZL-FM	KFSD-FM	KYXY-FM	KBZT-FM
10	KBZT-FM	KIFM-FM	KFSD-FM	KFMB-FM
M-F, 3-7	om			
1	KFMB-AM	KSDO-AM	KSDO-AM	KFMB-AM
2	XTRA-AM	KFMB-AM	KBZT-FM	KSDO-AM
3	KCBO-AM	KJQY-FM	KFMB-AM	KOGO-AM
4	KSDO-AM	KBZT-FM	KJQY-FM	KJQY-FM
5	KYXY-FM	KCBQ-AM	KSON-AM	KCBO-AM
6	KSON-AM	XTRA-AM	KIFM-FM	XTRA-AM
7	KMJC-AM	KOGO-AM	XTRA-AM	KBZT-FM
8	KOZN-FM	KSON-AM	KFS D-FM	KMJC-AM
9		KYXY-FM	KCBO-AM	K SON - AM
10	KIFM-FM	KFSD-FM	KGB -AM	KYXY-FM

#### **Format Penetration Chart**

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



#### Format Legend

A-AOR, B-Black, 8B-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

#### San Francisco

METRO RANK



#### A/M '80 Market Overview

In an interesting book, longtime market leaders like KGO and KFRC were still strong but other comers appeared. In the 25-54 audience, KCBS and KYUU improved significantly since the A/M '79 survey. In the young adult target, KYUU and ABC's KSFX enjoyed positive books.

KGO maintained a stable 25-54 share in the low-7 range to lead. However, News competitor KCBS breached the 5-share threshold and became the new runner-up. NBC's stations come in 3rd and 4th. KNBR slipped almost two shares from last spring's figure in this demo, proving perhaps that Giants baseball was not as popular this year. The FM station, KYUU, had the best increase of any of the leading 25-54 entities. KYUU added two shares and was virtually tied with KNBR in the high 4-share range.

With the younger audience, KYUU was again a major factor, scoring just behind perennial leader KFRC. Both stations stood in the mid-6 bracket. KFRC dropped from last year's 8-share but its overall share did not slip again this survey. After a succession of declining 12+ shares, the A/M '80 survey was a turnaround for KFRC.

After the KFRC-KYUU tandem, several stations scored in the mid-4 to mid-5 share range 18-34. Black-formatted KSOL had a mid-5 share, up a point from last spring. KSFX, KMEL, and KIOI virtually tied, each hovering around 5. This represented slight increases for KSFX and KMEL, but a slip for KIOI.

San Francisco begins a Quarterly Measurement survey this fall and it will be interesting to see how the established stations — and the comers — do in the 12-week survey.

Average	Persons	12+	Share	Trends

POP(00): 43104

	A/M '79		J/A '79	_	O/N '79		J/F '80		A/M '80
	KGO -AM	8.9 K	CGO -AM	9.1	KGO -AM	9.2	KGO -AM	10.6	KGO -AM (N/T) 9 . 0
2	KFR C-AM	5.8 K	NBR-AM	5.3	K CBS-AM	6.0	KCBS-AM	6.0	KCBS-AM (m) 5.5
3	KNBR-AM	5.8 K	FRC-AM	5.3	K FR C - AM	5.0	K FR C - AM	4.1	KFOG-FM mm 4.7
4	KCBS-AM	5.1 K	CBS-AM	4.5	KYUU-FM	4.4	KTUU-FM	4.0	KFRC-AM (A) 4.4
5	KFOG-FM	4-1 K	ABL-AM	3.6	KSOL-FM	4.3	KSOL-FM	3.8	KSOL-FM (m) 4.3
6	KSOL-FM	3.7 K	FOG-FM	3.4	KSF0-AM	3.9	KOIT-FM	3.6	KNBR-AM PA) 4 - 3
7	KIOI-FM	3.7 K	SOL-FM	3.4	KFOG-FM	3.4	KSF0-AM	3.5	KYUU-FM (PA) 3.6
8	KOIT-FM	3.7 K	IOI-FM	3.3	KDI A-AM	3.4	KFOG-FM	3.4	KSFX-FM(m) 3.3
9	KABL-AM	3.5 K	AB L-FM	3.1	KSFX-FM	3.3	KIOI-FM	3.3	KSF0-AM (A) 3-2
10	KSFO-AM	3.4 K	SFO-AM	3.1	KIOI-FM	3 3	KNEW-AM	3.0	KDIA-AM (m) 3-1
11	KD IA-AM	3,1 K	YUU-FM	3.0	KABL-FM	3.0	KABL-AM	3.0	KABL-FM (MM) 3 - 0
12	KYUU-FM	2 - 8 K	OIT-FM	2.9	KOIT-FM	3.0	KN BR-AM	2.9	KNEW-AM (C) 2.9
13			NEW-AM		KAB L-AM	2.9	KABL-FM	2 - 8	KIOI-FM (A) 2.9
14	KNEW-AM	2.5 K	SFX-FM	2.8	KNEW-AM	2.6	KMEL-FM	2 6	KABL-AM (MM) 2.7
15	KYA -FM	2.5 K	DIA-AM	2.7	KNBR-AM	2.5	KDIA-AM	2 5	KHEL-FH (A) 2.6
16	KABL-FM	2 · 5 K	SAN-FM	2.5	KMEL-FM	2.0	KBAY-FM	2.3	KOIT-FM (MM) 2.3
17	KMEL-FM	2.3 K	MPX-FM	2.4	KOME-FM	2.0	KOME-FM	2.2	KOME-FM (A) 1.8
18	KOME-FM	1.9 K	LOK-AM	2.3	KBAY-FM	1.9	KSFX-FM	1.9	KBLX-FM (M) 1.8
19	KLOK-AM	1.9 K	MEL-FM	2.2	KYA -FM	1.8	K SA N-FM	1.9	KLOK-AM PA) 1.8
20	KSAN-FM	1-8 K	TA -AH	2.0	KYA -AM	1.7	KLOK-AM	1.7	KSAN-FM (A) 1.7
	KBAY-FM	1.7 K	OME-FM	1.9	K SA N-FM	1.7	KKHI-FM	1.6	KCBS-FM ( 1.7
	KYA -AM		BAY-FM	1.7	KLOK-AM	1.6	KYA -AM	1.4	KIQI-AM PA) 1.7
23	KMPX-FM		EZR-FM	1.5	KD FC - FM	1.4	KBLX-FM	1.4	KYA -FM (R) 1.7
24	KSJO-FM		YA -FM	1.4	KSJO-FM	1.4	KSJ0-FM	1.3	KBAY-FM (MM) 1.6
25	KEZR-FM	1.2 K	BLX-FM	1.4	KMPX-FM	1.3	KMPX-FM	1.3	KYA -AM (R) 1.6
26	KDFC-FM		DFC-FM	1.3	KBLX-FM		KYA -FM	1.2	
27	KCBS-FM		ARA-FM	1.3	KARA-FM	1.2	KEEN-AM		KARA-FM PA)1.2
28	KARA-FM		KHI-FM	1.1	KIOI-AM	1.0	KD FC - FM	1.2	KEZR-FM PA)1.1
29	KOFY-AM		SJ0-FM	0.9			KEZR-FM		KD FC - FM (CL) 1 . 1
30	KEEN-AM		JAZ-FM	0.9			KIQI-AM		KEEN-AM (C) 1.0
31	KL IV-AM		LIV-AM	0 - 8	KKHI-FM		KCBS-FM		KBRG-FM (8) 0.9
3 2	KBRG-FM		EEN-AM		KEEN-AM		KFAT-FM		KKHI-FM (CL) 0 . 8
3 3			IQI-AM	0.7	KFAT-FM		KLI V-AM		KSJ0-FM (A) 0.8
34	KX R X - A M		RAK-AM	0.7	KJAZ-FM	0.9	KBR G-FM		KLIV-AM (0) 0 - 7
35			CBS-FM	0 - 7	KEAR-FM	0.8			KI BE-AM (CL) 0.6
36	KJAZ-FM		KHI-AM	0.6			KKHI-AM		KKHI-AM (CL) 0.6
37	KIQI-AM		X R X -A M		KCBS-FM	0.7	KARA-FM		KFAT-FM (C) 0.6
38	KEAR-FM		FAT-FM		K BR G-FM	0.6	KXRX-AM		KFAX-AM (ML) 0.5
39	KKHI-AM		FAX-AM		KFAX-AM		KEAR-FM		KREO-FM (M) 0-4
40	KBLX-FM		IBE-AM	0.4		0.5	KAZA-AM		KJAZ-FM (A) 0.4
4 1	KRAK-AM		MA-MIT.	0.3		0.4			KXRX-AM M 0.4
4 2	KFAX-AM		RE -AM	0.3	KXRX-AM	0.4	KSRO-AM		KRAK-AM (C) 0.4
43	KTIM-FM		EAR-FM	0.3	KO FY-AM		KZST-FM		KTIM-FM (A) 0.4
44	KRVE-FM		TIM-FM	0.2	KRAK-AM	0 - 4	KI BE-AM		KPEN-FM PAIO.4
45	KKIS-AM	0.3			KKIS-AM		KVRE-AM		KEAR-FM (T) 0 · 3
46	KRE -AM	0.3			KV ON - AM		KVRE-FM	0.2	
47	KIBE-AM	0.3			KRE -AM	0.3			

#### Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight

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Data from Market Buy Market

	PU	P(UU): 43.	104								
•		A/M 179		J/A *79		O/N '79		J/F 'B0		A/M '80	
	1	KGO -AM	619	KGO -AM	632	KGO -AM	660	KGO -AM	721	KGO -AM	641
	2	K FR C - AM	403	KNBR-AM	369	KCBS-AM	4 30	KCBS-AM	407	KCBS-AM	390
	3	KNBR-AM	399	KFRC-AM	367	KFRC-AM	358	KFRC-AM	281	KFOG-FM	333
	4	K C BS - A M	352	KCBS-AM	314	KYUU-FM	316	KYUU-FM	272	KFRC-AM	315
	5	KFOG-FM	281	KABL-AM	249	KSOL-FM	313	KSOL-FM	261	K SOL - FM	308
	6	KSOL-FM	255	KFOG-FM	238	KSFO-AM	279	KOIT-FM	246	KNBR-AM	304
	7	KIOI-FM	253	KSOL-FM	237	KFOG-FM	246	KSF O-AM	239	KYUU-FM	258
	8	KOIT-FM	253	KIOI-FM	227	KDI A~AM	242	KFOG-FM	235	KSFX-FM	2 38
	9	KABL-AM	240	KABL-FM	218	KSFX-FM	2 3 8	KIOI-FM	227	KSF O-AM	225
i	10	KSFO-AM	233	KSF O-AM	214	KIOI-FM	237	KNE W-AM		KDT A-AM	224

M-F, 6-10am				
1 KGO -AM 2 KCBS-AM	KGO -AM KCBS-AM	KGO -AM KCBS-AM	KGO - AM KCBS-AM	KGO -AM KCBS-AM
3 KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	K FR C - AM
4 KSFO-AM 5 KNBR-AM	KNBR-AM KSFO-AM	KSFO-AM	KSF O-AM	KSF O-AM
6 KNEW-AM	KAB L-AM	KYUU-FM KNBR-AM	KN BR - AM KNE W-AM	KNBR-AM KSOL-FM
7 KABL-AM	K LO K-AM	KSOL-FM	KYUU-FM	KYUU-FM
8 KOIT-FM 9 KSOL-FM	KNEW-AM KYUU-FM	KDI A-AM KNE W-AM	KOIT-FM	K NE W-AM
10 KIOI-FM	KIOI-FM	KABL-FM	KIOI-FM KFOG-FM	K FOG – FM KAB L – A M
M-F, 3-7pm				
1 KNBR-AM	KGO -AM	KGO -AM	KGO -AM	KGO -AM
2 KGO -AM 3 KFRC-AM	KFRC-AM KNBR-AM	KFRC-AM KCBS-AM	KCBS-AM	KCBS-AM
4 KFOG-FM	KFOG-FM	KSOL-FM	K FR C - A M KYUU - F M	KSOL-FM KFOG-FM
5 KIOI-FM	KCBS-AM	KYUU-FM	KSOL-FM	KFRC-AM
6 KABL-AM 7 KSOL-FM	KOIT-FM KSFX- <b>FM</b>	KDI A-AM KSFX-FM	KOIT-FM KFOG-FM	KYUU-FM
8 KCBS-AM	KABL-AM	KAB L-AM	KIOI-FM	KNBR-AM KABL-FM
9 KOIT-FM 10 KSFX-FM	KIOI-FM KNEW-AM	KFOG-FM	KAB L-FM	KSFX-FM
10 101 111	KNEW KII	KABL-FM	KAB L-AM	KME L-FM
Teens				
M-S, 6am-Midnight				
POP(00): 5013				
A/M '79	J/A '79	O/N 179	J/F 'B0	A/M 'B0
1 KPRC-AM	KFRC-AM	KFRC-AM	KSOL-FM	KSOL-FM
2 KSOL-FM 3 KDIA-AM	KSOL-FM KOME-FM	K SOL – FM KDI A – AM	KFRC-AM KDI A-AM	KFRC-AM KDIA-AM
M-F. 6-10am				
1 KFRC-AM	KFRC-AM	KFRC-AM	K FR C - AM	K SOL - FM
2 KSOL-FM 3 KYA -AM	KSOL-FM	KSOL-FM	KSOL-FM	KFRC-AM
M-F, 3-7pm	KDI A-AH	KDI A-AM	KDI A-AM	KDI A-AM
1 KSOL-FM	KFRC-AM	KFRC-AM	KSOL-FM	KSOL-FM
2 KFRC-AM	KSOL-FM	KSOL-FM	K FR C - AM	K FR C - AM
3 KSFX-FM	KDI A-AM	KDI A-AM	KDIA-AH	KDI A-AM
Adults 18-34				
M-S, 6am, Midnight				
POP(00): 16509				
A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 KFRC-AM	KFRC-AM	KYUU-PM	KYUU-FM	KFRC-AM
2 KIOI-FM 3 KYDU-FM	KIOI-FM KYUU-FM	KIOI-FM KSOL-FM	KIOI-FM KMEL-FM	KYUU – FM KSOL – FM
4 KWBR-AM	KSFX-FM	KFRC-AM	KFR C-AM	KSFX-FM
5 KYA -FM 6 KHEL-FM	KSAN-FM Knbr-am	KSFX-FM KDI A-AM	KSOL-FM KGO -AM	KIOI - FM
7 KSOL-FM	KMEL-FM	KMEL-PM	KOME-FM	KME L – FM Knbr – Am
8 KSFX-FM	KSOL-FM	KOME-PM	KSAN-FM	KDI A-AM
9 KSAN-FM 10 KOME-FM	KYA -AM Kezr-FM	KSAN-PM Kya -pm	KSFX-FM KSFO-AM	KBLX-FM KCBS-FM
M-F, 6-10am 1 KFRC-AM	RPRC-AM	KYUU-FM	KFRC-AM	KFRC-AM
2 KNBR-AM	KTUU-FM	KFRC-AM	KYUU-FM	KYUU-FM
3 KIOI-FM	KNBR-AM	WITOI TH	NOO AM	KN BR – AM
		KIOI-FM	KGO -AM	
4 KSOL-FM	KIOI-FM	KSFX-FM	KIOI-FM	K SO L - FM
4 KSOL-FM 5 KDIA-AM 6 KYA -FM	KIOI-PM KGO -AM KSAN-PM	KSFX-FM KNBR-AM KSOL-FM	KIOI-FM KSFO-AM KMEL-FM	K SOL-FM K IOI-FM K SFX-FM
4 KSOL-FM 5 KDIA-AM 6 KYA -FM 7 KGO -AM	KIOI-PM KGO -AM KSAN-PM KLOK-AM	KSFX-FM KNBR-AM	KIOI-FM KSFO-AM KMEL-FM KNBR-AM	KSOL-FM KIOI-FM
4 KSOL-FM 5 KDIA-AM 6 KYA -FM 7 KGO -AM 8 KYUU-FM 9 KMEL-FM	KIOI-PM KGO -AM KSAN-PM KLOK-AM KTA -AM KMEL-PM	KSFX-FM KNBR-AM KSOL-FM KCBS-AM	KIOI-FM KSFO-AM KMEL-FM	KSOL-FM KIOI-FM KSFX-FM KMEL-FM
4 KSOL-FM 5 KDIA-AM 6 KYA -FM 7 KGO -AM 8 KYUU-FM 9 KMEL-FM 10 KSFX-FM	KIOI-PH KGO -AM KSAN-PH KLOK-AH KTA -AM	KSFX-FM KNBR-AM KSOL-FM KCBS-AM KDIA-AM	KIOI-FM KSFO-AM KMEL-FM KNBR-AM KCBS-AM	KSOL-FM KIOI-FM KSFX-FM KMEL-FM KGO -AM
4 KSOL-FM 5 KDIA-AH 6 KYA -FM 7 KGO -AM 8 KYUU-FH 9 KMEL-FM 10 KSFX-FH M-F,3-7pm	KIOI-PM KGO -AM KSAN-PM KLOK-AM KTA -AM KMEL-PM KSFX-FM	KSFX-FM KNBR-AM KSOL-FM KCBS-AM KDIA-AM KLOK-AM KGO -AM	KIOI - FM KSF O- AM KME L - FM KNBR - AM KCBS - AM KSOL - FM KLO K- AM	R SO L - FM RIOI - FM R SFX - FM RMEL - FM RGO - AM RDI A - AM REZR - FM
4 KSOL-FM 5 KDIA-AM 6 KYA -FM 7 KGO -AM 8 KYUU-FM 9 KMEL-FM 10 KSFX-FM	KIOI-PM KGO -AM KSAN-PM KLOK-AM KTA -AM KMEL-PM	KSFX-FM KNBR-AM KSOL-FM KCBS-AM KDIA-AM KLOK-AM	KIOI-FM KSFO-AM KMEL-FM KNBR-AM KCBS-AM KSOL-FM	KSOL-FM KIOI-FM KSFX-FM KMEL-FM KGO -AM KDI A-AM
4 KSOL-FM 5 KDIA-AM 6 KYA -FM 7 KGO -AM 8 KYUU-FM 9 KMEL-FM 10 KSFX-FM M-F,3-7pm 1 KFRC-AM 2 KIOI-FM 3 KSAN-FM	KIOI-PM KCO -AM KCSAN-PM KLOK-AM KTA -AM KTEL-PM KSFX-FM  KSFX-FM  KSFX-FM  KFRC-AM KIOI-PM	KSFX-FM KNBR-AH KSOL-FM KCBS-AM KDI A-AM KLO K-AM KGO -AM  KYUU-FM KIOI-FM KFRC-AM	KIOI - FM KSF O- AM KMEL - FM KNBR - AM KCBS - AM KSOL - FM KLO K- AM KYUU - FM KMEL - FM KFC - AM	K SO L - FM KIO I - FM K SFX - FM KMEL - FM KCO - AM KDI A - AM KEZ R - FM  KYUU - FM KFR C - AM KHEL - FM
4 KSOL-FM 5 KDIA-AM 6 RYA -FM 7 KGO -AM 8 KYUU-FM 9 RMEL-FM 10 KSFX-FM M-F, 3-7pm 1 KFR C-AM 2 KIOI-FM	KIOI - PM KGO - AM KSAN-PM KLOK-AM KTA - AM KMEL-PM KSFX-FM	KSFX-FM KNBR-AM KSOL-FM KCBS-AM KDI A-AM KLO K-AM KGO -AM KYUU-FM KYUU-FM	KIDI-FM KSFO-AM KMEL-FM KMBR-AM KCBS-AM KSOL-FM KLOK-AM  KYUU-FM KMEL-FM	R SO L - FM R IO I - FM R SFX - FM R MEL - FM R GO - AM R DI A - AM R EZ R - FM  RYUU - FM R FR C - AM R E L - FM R SO L - FM
4 KSOL-FM 5 KDIA-AM 6 KYA -FM 7 KGO -AM 8 KYUU-FM 9 KMEL-FM 10 KSFX-FM M-F,3-7pm 1 KFRC-AM 2 KIOI-FM 3 KSAN-FM 4 KYUU-FM 5 KMBR-AM 6 KSFX-FM	KIOI-PM KGO -AM KSAN-PM KLOK-AM KTA -AM KMEL-PM KSFX-PM  KSFX-FM KFRC-AM KIOI-PM KSAN-FM KNBR-AM KTUU-FM	KSFX-FM KNBR-AM KSOL-FM KCBS-AM KDIA-AM KLOK-AM KGO -AM  KYUU-FM KIOI-FM KFRC-AM KSFX-FM KSOL-FM KDIA-AM	KIOI-FM KSFO-AM KMEL-FM KMBR-AM KCBS-AM KSOL-FM KLOK-AM  KYUU-FM KMEL-FM KFEC-AM KIOI-FM KSOL-FM KOOK-FM	R SO L - FM RIOI - FM R SPX - FM RMEL - FM ROO - AM ROI A - AM REZ R - FM  KYUU - FM RFR C - AM RMEL - FM RSOL - FM RIOI - FM RSSX - FM
4 KSOL-FM 5 KDIA-AM 6 RYA -FM 7 KGO -AM 8 RYUU-FM 9 RMEL-FM 10 KSFX-FM M-F,3-7pm 1 KFRC-AM 2 KIOI-FM 3 KSAM-FM 4 KYUU-FM 5 KNBR-AM 6 KSFX-FM 7 KYA -FM	KIDI-PM KGO -AM KGAN-PM KLOK-AM RTA -AM RTA -AM KMEL-PM KSFX-FM  KSFX-FM KPRC-AM KIDI-PM KSAN-FM KNBR-AM KUU-FM KMEL-FM	KSFX-FM KNBR-AM KSOL-FM KCBS-AM KDIA-AM RLOK-AM RGO -AM  KYUU-FM KIOI-FM KFRC-AM KSFR-FM KSOL-FM KNOIA-AM	KIOI-FM KSFO-AM KMEL-FM KMBR-AM KCBS-AM KSOL-FM KLOK-AM  KYUU-FM KMEL-FM KFRC-AM KIOI-FM KSOL-FM KOOME-FM	KSOL-FM KIOI-FM KSPX-FM KMEL-FM KGO -AM KDI A-AM KEZR-FM  KYUU-FM KFRC-AM KMEL-FM KSOL-FM KSOL-FM KSOL-FM
4 KSOL-FM 5 KDIA-AM 6 KYA -FM 7 KGO -AM 8 KYUU-FM 9 KMEL-FM 10 KSFX-FM M-F,3-7pm 1 KFRC-AM 2 KIOI-FM 3 KSAN-FM 4 KYUU-FM 5 KMBR-AM 6 KSFX-FM	KIOI-PM KGO -AM KSAN-PM KLOK-AM RTA -AM RTEL-PM KSFX-FM  KSFX-FM KFRC-AM KIOI-PM KSAN-FM KNBR-AM KTUU-FM KMEL-FM KEZR-PM	KSFX-FM KNBR-AM KSOL-FM KCBS-AM KDIA-AM KLOK-AM KGO -AM  KYUU-FM KIOI-FM KFRC-AM KSFX-FM KSOL-FM KDIA-AM	KIOI-FM KSFO-AM KMEL-FM KMBR-AM KCBS-AM KSOL-FM KLOK-AM  KYUU-FM KMEL-FM KFEC-AM KIOI-FM KSOL-FM KOOK-FM	KSOL-FM KIOI-FH KSFX-FM KMEL-FM KGO - AM KDI A-AM KEZR-FM  KYUU-FM KFRC-AM KMEL-FM KSOL-FM KIOI-FM KSFX-FM KBLX-FM KBLX-FM
4 KSOL-FM 5 KDIA-AM 6 RYA -FM 7 KGO -AM 8 KYUU-FM 9 RMEL-FM 10 KSFX-FM M-F, 3-7pm 1 KFR C-AM 2 KIOI-FM 3 KSAN-FM 4 KYUU-FM 5 KMBR-AM 6 KSFX-FM 7 KYA -FM 8 KSOL-FM	KIDI-PM KGO -AM KGAN-PM KLOK-AM RTA -AM RTA -AM KMEL-PM KSFX-FM  KSFX-FM KPRC-AM KIDI-PM KSAN-FM KNBR-AM KUU-FM KMEL-FM	KSFX-FM KNBR-AM KSOL-FM KCBS-AM KDI A-AM KLO K-AM KGO -AM KYUU-FM KYUU-FM KYOL-FM KSFX-FM KSFX-FM KSOL-FM KDI A-AM KMEL-FM KOME-FM	KIOI-FM KSFO-AM KMER-AM KCBS-AM KCBS-AM KSOL-FM KLOK-AM  KYUU-FM KMEL-FM KFRC-AM KIOI-FM KSOL-FM KSOL-FM KSOL-FM KSOK-FM KSOM-FM	KSOL-FM KIOI-FM KSPX-FM KMEL-FM KGO -AM KDI A-AM KEZR-FM  KYUU-FM KFRC-AM KMEL-FM KSOL-FM KSOL-FM KSOL-FM
4 KSOL-FM 5 KDIA-AM 6 RYA -FM 7 KGO -AM 8 KYUU-FM 9 KMEL-FM 10 KSFX-FM M-F, 3-7pm 1 KFR C-AM 2 KIOI-FM 3 KSAN-FM 4 KYUU-FM 5 KNBR-AM 6 KSFX-FM 7 KYA -FM 8 KSOL-FM 9 KOME-FM	KIDI-PM KGO -AM KGAN-PM KLOK-AM RTA -AM RMEL-PM KSFX-FM KFRC-AM KIDI-PM KSAN-FM KWBR-AM KWUL-FM KWEL-FM KWEL-FM	KSFX-FM KNBR-AM KSOL-FM KCBS-AM KDIA-AM KLOK-AM KGO -AM  KYUU-FM KIOI-FM KFRC-AM KSFX-FM KSOL-FM KNDIA-AM KMEL-FM KMEL-FM KMAR-FM	KIOI - FM KSF O - AM KMEL - FM KMBR - AM KCBS - AM KSOL - FM KLO K - AM KYUU - FM KMEL - FM KFRC - AM KIOI - FM KSOL - FM KSOL - FM KSOK - FM KSA N - FM KSE X - FM KSE X - FM	R SO L - FM RIOI - FM R SFX - FM RMEL - FM ROOI A - AM RDI A - AM REZ R - FM  KYUU - FM RFR C - AM RMEL - FM RSOL - FM RIOI - FM RSOL - FM
4 KSOL-FM 5 KDIA-AM 6 KYA -FM 7 KGO -AM 8 KYUU-FM 9 KMEL-FM 10 KSFX-FM M-F,3-7pm 1 KFRC-AM 2 KIOI-FM 3 KSAN-FM 4 KYUU-FM 5 KMBR-AM 6 KSFX-FM 7 KYA -FM 8 KSOL-FM 9 KOME-FM	KIDI-PM KGO -AM KGAN-PM KLOK-AM RTA -AM RMEL-PM KSFX-FM KFRC-AM KIDI-PM KSAN-FM KWBR-AM KWUL-FM KWEL-FM KWEL-FM	KSFX-FM KNBR-AM KSOL-FM KCBS-AM KDIA-AM KLOK-AM KGO -AM  KYUU-FM KIOI-FM KFRC-AM KSFX-FM KSOL-FM KNDIA-AM KMEL-FM KMEL-FM KMAR-FM	KIOI - FM KSF O - AM KMEL - FM KMBR - AM KCBS - AM KSOL - FM KLO K - AM KYUU - FM KMEL - FM KFRC - AM KIOI - FM KSOL - FM KSOL - FM KSOK - FM KSA N - FM KSE X - FM KSE X - FM	R SO L - FM RIOI - FM R SFX - FM RMEL - FM ROOI A - AM RDI A - AM REZ R - FM  KYUU - FM RFR C - AM RMEL - FM RSOL - FM RIOI - FM RSOL - FM
4 KSOL-FM 5 KDIA-AM 6 RYA -FM 7 KGO -AM 8 RYUU-FM 9 RMEL-FM 10 KSFX-FM M-F,3-7pm 1 KFRC-AM 2 KIOI-FM 3 KSAN-FM 4 KYUU-FM 5 KNBR-AM 6 KSFX-FM 7 RYA -FM 8 KSOL-FM 9 KOME-FM 10 KMEL-FM Adults 25-54 M-S,6am-Midnight POP(00): 21248	KIDI-PM KGO -AM KGAN-PM KLOK-AM RTA -AM RTA -AM KMEL-PM KSFX-FM  KSFX-FM KPRC-AM KIDI-PM KSAN-FM KNBR-AM KUU-FM KMEL-FM KMEL-FM KEZR-PM KSOL-FM	KSFX-FM KNBR-AM KSOL-FM KCBS-AM KDI A-AM RLO K-AM RGO -AM  KYUU-FM K101-FM KFRC-AM KSFX-FM KSOL-FM KOL-FM KOME-FM KOME-FM KSAN-FM	KIDI-FM KSFO-AM KMBR-AM KCBS-AM KCBS-AM KSOL-FM KLOK-AM  KYUU-FM KMEL-FM KFRC-AM KSOL-FM KSOL-FM KSOL-FM KSOL-FM KSOL-FM KSOL-FM KSOL-FM KSOL-FM KSOK-FM KSFX-FM KBLX-FM	K SO L - FM KIO I - FM K SPX - FM KMEL - FM KGO - AM KDI A - AM KEZR - FM  KYUU - FM KFR C - AM KME L - FM KSOL - FM KIO I - FM KSOL - FM
4 KSOL-FM 5 KDIA-AM 6 KYA -FM 7 KCO -AM 8 KYUU-FM 9 KMEL-FM 10 KSFX-FM M-F,3-7pm 1 KFRC-AM 2 KIOI-FM 3 KSAN-FM 4 KYUU-FM 5 KMBR-AM 6 KSFX-FM 7 KYA -FM 8 KSOL-FM 9 KOME-FM 10 KMEL-FM Adults 25-54 M-S, 6am-Midnight POP(00): 21248 AM '79	KIDI-PM KGO -AM KGAN-PM KLOK-AM RTA -AM RTA -AM KNEL-PM KSFX-PM KSFX-FM KPRC-AM KIDI-PM KSRN-FM KNBR-AM KTUU-FM KNBR-AM KTUU-FM KEZR-PM KEZR-PM KYA -FM	KSFX-FM KNBR-AM KSOL-FM KCBS-AM KDI A-AM KLO K-AM KGO -AM  KYUU-FM KIOI-FM KFRC-AM KSFX-FM KSOL-FM KOI A-AM KMEL-FM KOME-FM KSAN-FM KYA -FM	KIOI-FM KSFO-AM KMBR-AM KCBS-AM KSOL-FM KLOK-AM  KYUU-FM KMEL-FM KFRC-AM KSOL-FM KSOL-FM KSOL-FM KSOL-FM KSOL-FM KSOL-FM KOME-FM KSOK-FM KSEX-FM KBLX-FM	R SO L - FM RIOI - FM R SPX - FM RME L - FM ROI A - AM REZ R - FM KYUU - FM KYEC - AM KME L - FM KSO L - FM KIOI - FM KSO L - FM KSO L - FM KSO X - FM KO X - FM KO X - FM KO X - FM KO X - FM
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4 KSOL-FM 5 KDIA-AM 6 RYA -FM 7 KGO -AM 8 KYUU-FM 9 KMEL-FM 10 KSFX-FM M-F,3-7pm 1 KFRC-AM 2 KIOI-FM 3 KSAN-FM 4 KYUU-FM 5 KNBR-AM 6 KSFX-FM 7 KYA -FM 8 KSOL-FM 9 KOME-FM 10 KMEL-FM  Adults 25-54 M-S,6am-Midnight POP(00): 21248 AMM'79 1 KGO -AM 2 KNBR-AM 4 KFRC-AM 3 KSFO-AM 4 KFRC-AM 5 KOIT-FM 6 KCBS-AM 7 KIOI-FM	KIOI-PM KGO -AM KGAN-PM KLOK-AM KTA -AM KTA -AM KTA -AM KTA-AM KFK-FM KFFK-FM KFFK-AM KIOI-PM KSAN-FM KNBR-AM KTUU-FM KMEL-FM KWAL-FM KYA-FM KYA-FM KSOL-FM KYA-FM KSOL-FM KYA-FM	KSFX-FM KNBR-AM KSOL-FM KCBS-AM KDIA-AM KDIA-AM KLOK-AM KGO -AM  KYUU-FM KIOI-FM KFRC-AM KSSL-FM KSOL-FM KSOL-FM KOME-FM KOME-FM KYA -FM  ON '79  KGO -AM KUBS-AM KYUU-FM KSB-AM KYUU-FM KSGOT-FM	KIOI-FM KSFO-AM KMBR-AM KMBR-AM KCBS-AM KSOL-FM KLOK-AM  KYUU-FM KMEL-FM KFRC-AM KIOI-FM KSOL-FM KSOL-FM KSOL-FM KSOL-FM KSOL-FM KSOL-FM KSOL-FM KSOL-FM KSOL-FM KOME-FM KSOL-FM KOME-FM KSFX-FM KEZR-FM  JJF'80  RGO -AM KUU-FM KSFO-AM KYUU-FM KSFO-AM KNBR-AM ROIT-FM KNBR-AM	R SOL - FM RIOI - FM R SFX - FM RMEL - FM RGO - AM RDI A - AM REZR - FM  RYUU - FM RFR C - AM RMEL - FM RSOL - FM RSOL - FM RSOL - FM RSOL - FM ROI - FM ROI - FM ROI - AM REDI
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4 KSOL-FM 5 KDIA-AM 6 RYA -FM 7 KGO -AM 8 KYVU-FM 9 KMEL-FM 10 KSFX-FM M-F,3-7pm 1 KFRC-AM 2 KIOI-FM 3 KSAN-FM 4 KYUU-FM 5 KNBR-AM 6 KSFX-FM 7 KYA -FM 8 KSOL-FM 9 KOME-FM 10 KMEL-FM  Adults 25-54 M-S,6am-Midnight POP(00): 21248 AM*79 1 KGO -AM 2 KNBR-AM 3 KSFO-AM 4 KFRC-AM 5 KOIT-FM 6 KCBS-AM 7 KIOI-FM 8 KFOG-FM 9 KNEW-AM 10 KLOK-AM M-F,6-10am	KIOI-PM KGO -AM KGAN-PM KLOK-AM KTA -AM KMEL-PM KSFX-PM KSFX-FM KFRC-AM KIOI-PM KSAN-FM KMEL-FM KMEL-FM KWEL-FM KWEL-FM KWEL-FM KWEL-FM KWEL-FM KWEL-FM KMEL-FM KMEL-F	KSFX-FM KNBR-AM KSOL-FM KCBS-AM KDIA-AM KLOK-AM KCO -AM  KYUU-FM KIOI-FM KFRC-AM KSFX-FM KSOL-FM KSOL-FM KOIA-AM KMEL-FM KMEL-FM KMEL-FM KMEL-FM KYA -FM  ON '78  KGO -AM KYUU-FM KYA -FM	KIOI-FM KSFO-AM KMEL-FM KMBR-AM KCBS-AM KSOL-FM KLOK-AM  KYUU-FM KMEL-FM KFCC-AM KSOL-FM KSOL-FM KSOL-FM KSOL-FM KSOL-FM KSOL-FM KSOL-FM KSOL-FM KSAN-FM KSAN-FM KSAN-FM KSAN-FM KSAN-FM KSFX-FM KEZR-FM  JIF '80  RGO -AM KCBS-AM KYUU-FM KSFO-AM KNBR-AM KNBR-AM KNGT-FM KNEW-AM KFOG-FM KIOI-FM	R SO L - FM R IO I - FM R SO K - FM R SFX - FM R MEL - FM R MO I A - AM R E Z R - FM  R YUU - FM R F R C - AM R K SO L - FM R K SO R - AM R R - A
4 KSOL-FM 5 KDIA-AM 6 KYA -FM 7 KCO -AM 8 KYUU-FM 9 KMEL-FM 10 KSFX-FM M-F,3-7pm 1 KFRC-AM 2 KIOI-FM 3 KSAN-FM 4 KYUU-FM 5 KNBR-AM 6 KSFX-FM 7 KYA -FM 9 KOHE-FM 10 KMEL-FM 10 KMEL-FM 2 KIOI-FM 10 KMEL-FM 10 KMEL-AM 11 KGO -AM	KIOI-PM KGO -AM KGO -AM KGAN-PM KLOK-AM KTA -AM KMEL-PM KSFX-FM KSFX-FM KSFX-FM KSAN-FM KTUU-FM KSAN-FM KTUU-FM KSAN-FM KTUU-FM KSAN-FM KTUU-FM KSAN-FM KTUI-FM KSAN-FM KTUI-FM KSOL-FM KTAN-FM KSOL-FM KTAN-FM KSOL-FM KTAN-FM KSOL-FM KTAN-FM KSOL-FM KTAN-FM KSOL-FM KTAN-FM KSOL-FM	KSFX-FM KNBR-AM KSOL-FM KCBS-AM KDIA-AM KLO K-AM KLO K-AM KTOI-FM KTOI-FM KTOI-FM KSOL-FM KSFX-FM KSOL-FM KSOL-FM KSOL-FM KOME-FM KOME-FM KOME-FM KOME-FM KOME-FM KOME-FM KYA-FM	KIOI - FM  KSFO - AM  KMEL - FM  KMBR - AM  KCBS - AM  KSOL - FM  KLO K - AM   KYUU - FM  KMEL - FM  KMEL - FM  KMEL - FM  KSOL - FM  KOME - FM  KSOL - FM  KOME - FM  KSOL - FM  KSFO - AM  KUU - FM  KSFO - AM  KYUU - FM  KSFO - AM  KYUU - FM  KSFO - AM  KYUU - FM  KNBR - AM  KNBR - AM  KNBR - AM  KNOI - FM  KFOG - FM  KIOI - FM  KFOG - FM  KFOG - FM  KFOG - AM	R SO L - FM R IO I - FM R SO R - FM R SP X - FM R ME L - FM R GO - AM R DI A - AM R E Z R - FM  R YUU - FM R FR C - AM R SO L - FM R SO L
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4 KSOL-FM 5 KDIA-AM 6 RYA -FM 7 KGO -AM 8 KYUU-FM 9 KMEL-FM 10 KSFX-FM M-F,3-7pm 1 KFRC-AM 2 KIOI-FM 3 KSAN-FM 4 KYUU-FM 5 KMBR-AM 6 KSFX-FM 7 KYA -FM 8 KSOL-FM 10 KMEL-FM 10 KMEL-FM 10 KMEL-FM 2 KIOI-FM 10 KMEL-FM 10 KMEL-AM 11 KGO -AM 12 KMBR-AM 13 KSFO-AM 14 KMBR-AM 16 KCBS-AM 17 KIOI-FM 18 KFOG-FM 19 KNEW-AM 10 KLOK-AM 10 KLOK-AM 11 KGO -AM 12 KMBR-AM 13 KSFO-AM 14 KMBR-AM 15 KFRC-AM 16 KMBR-AM 17 KOIT-FM 18 KIOI-FM 18 KI	KIOI-PM KGO -AM KGAN-PM KLOK-AM KTA -AM RTA -AM RTEL-PM KSFX-FM KFRC-AM KIOI-PM KSAN-FM KWBL-FM KWBL-AM KOI-FM KWBR-AM KGBS-AM KFRC-AM KNGW-AM	KSFX-FM KNBR-AM KSOL-FM KCBS-AM KDIA-AM KDIA-AM KLOK-AM KCO -AM  KYUU-FM KIOI-FM KFRC-AM KSFX-FM KSOL-FM KSOL-FM KSOL-FM KOME-FM KOME-FM KYAU-FM KYAU-FM KYAU-FM KYAU-FM KYAU-FM KFRC-AM KNBR-AM KNBR-	KIOI-FM KSFO-AM KMEL-FM KMBR-AM KCBS-AM KSOL-FM KLOK-AM  KYUU-FM KMEL-FM KSOL-FM KOME-FM KSOL-FM KSFX-FM KSEX-FM KEZR-FM  KEZR-FM  KEZR-FM  KEZR-FM  KEZR-FM  KEZR-FM KSFO-AM KNBR-AM KYUU-FM KNBR-AM KFOG-FM KNBR-AM KFOG-AM KNBR-AM KFOG-AM KNBR-AM KFOG-AM KNBR-AM KFOG-FM KOIT-FM KOIT-FM KOIT-FM KOIT-FM KOIT-FM KOIT-FM KOIT-FM KOIT-FM KOIT-FM KOU-AM KFOG-FM	R SO L - FM R IO I - FM R SO I - FM R SFX - FM R MEL - FM R MO I A - AM R E Z R - FM  R YUU - FM R F R C - AM R K SO L - FM R K SO L - FM R K SO I - FM R K SO I - FM R K IO I - AM R K SO I - AM R K SO I - AM R K SO I - AM R K IO I - AM R IO I - FM R IO I - AM R IO I - FM R IO I - FM R IO I - AM R IO I - A
4 KSOL-FM 5 KDIA-AM 6 KYA -FM 7 KGO -AM 8 KYUU-FM 9 KMEL-FM 10 KSFX-FM  M-F,3-7pm 1 KFRC-AM 2 KIOI-FM 3 KSAN-FM 4 KYUU-FM 5 KMBR-AM 6 KSFX-FM 7 KYA -FM 8 KSOL-FM 9 KOME-FM 10 KMEL-FM  Adults 25-54 M-S,6am-Midnight POP(00): 21248 AM '79 1 KGO -AM 2 KNBR-AM 3 KSFO-AM 4 KFRC-AM 5 KOIT-FM 8 KFOG-FM 9 KNEW-AM 10 KLOK-AM M-F,6-10am 1 KGO -AM 2 KCBS-AM 3 KSFO-AM 4 KFRC-AM 5 KFOG-FM 8 KFOG-FM 9 KNEW-AM 10 KLOK-AM M-F,6-10am 1 KGO -AM 2 KCBS-AM 7 KIOI-FM 8 KFOG-AM 6 KNEW-AM 10 KIOI-FM 8 KFOG-AM 10 KIOI-FM 8 KFOG-AM 11 KGO -AM 12 KCBS-AM 13 KSFO-AM 14 KNBR-AM 15 KFRC-AM 16 KOIT-FM 17 KIOI-FM 18 KIOI-FM	KIOI-PM KGO -AM KGO -AM KGAN-PM KLOK-AM KTA -AM KMEL-PM KSFX-FM KFRC-AM KFRC-AM KNBR-AM KWEL-FM KSAN-FM KWEL-FM KWA -FM KOI-FM KOI-FM KYA -FM  JJA '79  KGO -AM KNBR-AM KFRC-AM KIOI-FM KSFO-AM KFFC-AM KIOI-FM KNBR-AM KFRC-AM KOI-FM	KSFX-FM KNBR-AM KSOL-FM KCBS-AM KDIA-AM KLOK-AM KCO -AM  KYUU-FM KIOI-FM KFRC-AM KSPX-FM KSOL-FM KSOL-FM KSOL-FM KSOL-FM KSOL-FM KOL-FM KOL-FM KOL-FM KOL-FM KOL-FM KONE-FM KONE-FM KONE-FM KYAU-FM KYAU-FM KSFO-AM KOIT-FM KFRC-AM KNBR-AM KIOI-FM KNBR-AM KIOI-FM KNEW-AM KOIT-FM	KIOI - FM  KSFO - AM  KMEL - FM  KMBR - AM  KCBS - AM  KSOL - FM  KLO K - AM  KYUU - FM  KMEL - FM  KFC - AM  KSOL - FM  KOME - FM  KSOL - FM  KSE - FM  KSE - FM  KSE - FM  KSE - AM  KYUU - FM  KOO - AM  KNBR - AM  KFOC - AM  KNBR - AM  KFOC - AM  KTOU - FM  KOI - FM  KOO - AM  KNBR - AM  KNBR - AM  KNBR - AM  KNBR - AM  KNOI - FM  KOO - AM  KNBR - AM  KNOI - FM  KOO - AM  KNBR - AM  KNOI - FM  KOO - AM  KNBR - AM	R SO L - FM R IO I - FM R IO I - FM R SPX - FM R MEL - FM R MEL - FM R MO I A - AM R EZ R - FM  R YUU - FM R FR C - AM R K SO L - FM R K SO L - FM R K SO L - FM R K IO I - FM R K SO I - FM R K SO I - FM R K SO I - FM R K IO I - FM R K SO I - FM R K IO I - AM R K SO I - AM R K SO I - AM R K SO I - AM R IO I - FM R IO
4 KSOL-FM 5 KDIA-AM 6 RYA -FM 7 KGO -AM 8 KYUU-FM 9 KMEL-FM 10 KSFX-FM M-F,3-7pm 1 KFRC-AM 2 KIOI-FM 3 KSAN-FM 4 KYUU-FM 5 KNBR-AM 6 KSFX-FM 7 KYA -FM 8 KSOL-FM 10 KMEL-FM  Adults 25-54 M-S,6am-Midnight POP(00): 21248 AM'79 1 KGO -AM 2 KNBR-AM 3 KSFO-AM 4 KFRC-AM 5 KOIT-FM 8 KFOG-FM 10 KNEL-FM  M-F,8-10am 1 KGO -AM 2 KNBR-AM 3 KSFO-AM 4 KFRC-AM 6 KCBS-AM 7 KIOI-FM 8 KFOG-FM 9 KNEW-AM 10 KLOK-AM M-F,8-10am 1 KGO -AM 2 KNBR-AM 10 KLOK-AM M-F,8-10am 1 KGO -AM 1 KFOG-FM 9 KNEW-AM 10 KLOK-AM M-F,8-10am 1 KGO -AM 1 KNBR-AM 2 KGO -AM 3 KFRC-AM 4 KNBR-AM 1 KNBR-AM 1 KNBR-AM 1 KNBR-AM 2 KGO -AM 3 KFRC-AM 4 KNIT-FM 8 KLOK-AM 4 KNBR-AM 9 KIOI-FM 1 KNBR-AM 1 KNBR-AM 1 KNBR-AM 2 KGO -AM 3 KFRC-AM 4 KOIT-FM 5 KIOI-FM	KIOI-PM KGO -AM KGAN-PM KLOK-AM KTA -AM RTA -FM KSFX-FM KFRC-AM KIOI-PM KSAN-FM KWBR-AM KTUU-FM KWEL-FM KWBL-FM KWBL-FM KWBL-FM KSOL-FM KYA -FM  KSOL-FM KYA -FM  KOO -AM KNBR-AM KSFO-AM KNBR-AM KOOIT-FM KABL-FM  KGO -AM KNBR-AM KOOIT-FM KABL-FM  KGO -AM KNBR-AM KOOIT-FM KABL-FM  KGO -AM KNBR-AM KOOIT-FM KABL-AM KNBR-AM KOOIT-FM KABL-AM KNBR-AM KFOG-FM KNBR-AM KFOG-FM	KSFX-FM KNBR-AM KSOL-FM KCBS-AM KDIA-AM KDIA-AM KLOK-AM KGO -AM  KYUU-FM KIOI-FM KFGC-AM KSFX-FM KSOL-FM KSOL-FM KSOL-FM KSOL-FM KSOL-FM KYA -FM  ON '79  KGO -AM KCBS-AM KYAU-FM KFGC-AM KNBR-AM KNBR-AM KNBR-AM KNBR-AM KNBR-AM KNEW-AM  KOIT-FM KOU-FM	KIOI - FM  KSF O - AM  KME L - FM  KMBR - AM  KCBS - AM  KSOL - FM  KLO K - AM   KYUU - FM  KME L - FM  KFC - AM  KOME - FM  KSOL - FM  KSF X - FM  KEZR - FM  KEZR - FM  KEZR - FM  KEZR - FM  KSF O - AM  KNBR - AM  KNBR - AM  KFC - AM  KNBR - AM  KNBR - AM  KNBR - AM  KYUU - FM  KOIT - FM  KOUT -	R SO L - FM R IO I - FM R SO F FM R ST S FM R ME L - FM R ME W - AM R ME W - A
4 KSOL-FM 5 KDIA-AM 6 KYA -FM 7 KGO -AM 8 KYUU-FM 9 KMEL-FM 10 KSFX-FM  M-F,3-7pm 1 KFRC-AM 2 KIOI-FM 3 KSAN-FM 4 KYUU-FM 5 KMBR-AM 6 KSFX-FM 7 KYA -FM 8 KSOL-FM 9 KOME-FM 10 KMEL-FM  Adults 25-54 M-S,6am-Midnight POP(00): 21248 AM '79 1 KGO -AM 2 KNBR-AM 3 KSFO-AM 4 KFRC-AM 5 KOIT-FM 8 KFOG-FM 9 KNEW-AM 10 KLOK-AM M-F,6-10am 1 KGO -AM 2 KCBS-AM 3 KSFO-AM 4 KFRC-AM 5 KFOG-FM 8 KFOG-FM 9 KNEW-AM 10 KLOK-AM M-F,6-10am 1 KGO -AM 2 KCBS-AM 7 KIOI-FM 8 KFOG-AM 6 KNEW-AM 10 KIOI-FM 8 KFOG-AM 10 KIOI-FM 8 KFOG-AM 11 KGO -AM 12 KCBS-AM 13 KSFO-AM 14 KNBR-AM 15 KFRC-AM 16 KOIT-FM 17 KIOI-FM 18 KIOI-FM	KIOI-PM KGO -AM KGO -AM KGAN-PM KLOK-AM KTA -AM KMEL-PM KSFX-FM KFRC-AM KFRC-AM KNBR-AM KWEL-FM KSAN-FM KWEL-FM KWA -FM KOI-FM KOI-FM KYA -FM  JJA '79  KGO -AM KNBR-AM KFRC-AM KIOI-FM KSFO-AM KFFC-AM KIOI-FM KNBR-AM KFRC-AM KOI-FM	KSFX-FM KNBR-AM KSOL-FM KCBS-AM KDIA-AM KLOK-AM KCO -AM  KYUU-FM KIOI-FM KFRC-AM KSPX-FM KSOL-FM KSOL-FM KSOL-FM KSOL-FM KSOL-FM KOL-FM KOL-FM KOL-FM KOL-FM KOL-FM KONE-FM KONE-FM KONE-FM KYAU-FM KYAU-FM KSFO-AM KOIT-FM KFRC-AM KNBR-AM KIOI-FM KNBR-AM KIOI-FM KNEW-AM KOIT-FM	KIOI - FM  KSFO - AM  KMEL - FM  KMBR - AM  KCBS - AM  KSOL - FM  KLO K - AM  KYUU - FM  KMEL - FM  KFC - AM  KSOL - FM  KOME - FM  KSOL - FM  KSE - FM  KSE - FM  KSE - FM  KSE - AM  KYUU - FM  KOO - AM  KNBR - AM  KFOC - AM  KNBR - AM  KFOC - AM  KTOU - FM  KOI - FM  KOO - AM  KNBR - AM  KNBR - AM  KNBR - AM  KNBR - AM  KNOI - FM  KOO - AM  KNBR - AM  KNOI - FM  KOO - AM  KNBR - AM  KNOI - FM  KOO - AM  KNBR - AM	R SO L - FM R IO I - FM R IO I - FM R SPX - FM R MEL - FM R MEL - FM R ME L -
4 KSOL-FM 5 KDIA-AM 6 RYA -FM 7 KOO -AM 8 KYUU-FM 9 KMEL-FM 10 KSFX-FM 10 KSFX-FM 11 KFRC-AM 2 KIOI-FM 3 KSAN-FM 4 KYUU-FM 5 KNBR-AM 6 KSFX-FM 7 KYA -FM 9 KOME-FM 10 KMEL-FM 10 KMEL-FM 11 KGO -AM 2 KNBR-AM 6 KSFX-FM 11 KGO -AM 12 KNBR-AM 13 KSFO-AM 14 KFRC-AM 15 KOIT-FM 16 KCBS-AM 17 KIOI-FM 18 KFOG-FM 10 KLOK-AM 11 KGO -AM 12 KNBR-AM 15 KOIT-FM 16 KCBS-AM 17 KIOI-FM 18 KFOG-FM 18 KFOG-FM 19 KNBR-AM 10 KLOK-AM 10 KLOK-AM 11 KGO -AM 2 KCBS-AM 11 KGO -AM 2 KCBS-AM 12 KCBS-AM 13 KSFO-AM 14 KNBR-AM 15 KFOG-FM 16 KCBS-AM 17 KIOI-FM 18 KFOG-FM 18 KFOG-FM 18 KFOG-FM 18 KFOG-FM 18 KFOG-AM 18 KIOI-FM 18 KIO	KIOI-PM KGO -AM KGO -AM KGAN-PM KLOK-AM KMEL-PM KSFX-FM KSFX-FM KSFX-FM KSFX-FM KSGN-FM KSGN-FM KSGN-FM KSGN-FM KSGN-FM KSGN-FM KSGL-FM	KSFX-FM  KNBR-AM  KSOL-FM  KCBS-AM  KIO K-AM  KIO K-AM  KTOU-FM  KTOI-FM  KFRC-AM  KSFX-FM  KSOL-FM  KSOL-FM  KSOL-FM  KSOL-FM  KSOL-FM  KOME-FM  KSOL-FM  KOME-FM  KOME-FM  KOME-FM  KOME-FM  KOME-FM  KSAN-FM  KYA -FM  OM '79  KGO -AM  KCBS-AM  KYBL-FM  KFO-AM  KNEW-AM  KNEW-AM  KNEW-AM  KOI-FM  KNEW-AM  KOI-FM  KOI-FM  KOI-FM  KNEW-AM  KOI-FM  KOI-	KIOI-FM KSFO-AM KMEL-FM KMBR-AM KCBS-AM KSOL-FM KLOK-AM  KYUU-FM KMEL-FM KMEL-FM KMEL-FM KMEL-FM KMOE-FM KOME-FM KOME-FM KSOL-FM KOME-FM KSOL-FM KOME-FM KSOL-FM KOME-FM KSOL-FM KOME-FM KSOL-FM KOME-FM KOME-FM KOME-FM KOME-FM KOME-FM KOME-FM KOME-FM KOME-FM KOME-FM KEZR-FM  JJF'80  RGO -AM KCBS-AM KYUU-FM KNEW-AM KFOG-FM RIOI-FM KFC-AM RNBR-AM KFOG-FM KOUU-FM KFOG-FM KOUU-FM KGO -AM KYUU-FM KFOG-FM KOUU-FM KOO-AM KNEW-AM KYUU-FM KOO-AM KNEW-AM KYUU-FM KOO-AM KOUU-FM KOO-AM KOUT-FM KOO-AM KNEW-AM	R SO L - FM R IO I - FM R SO R - FM R SP X - FM R ME L - FM R GO - AM R E Z R - FM R ME L - FM R ME W - AM R M ME W - AM R ME
4 KSOL-FM 5 KDIA-AM 6 RYA -FM 7 KGO -AM 8 KYUU-FM 9 KMEL-FM 10 KSFX-FM M-F,3-7pm 1 KFRC-AM 2 KIOI-FM 3 KSAN-FM 4 KYUU-FM 5 KNBR-AM 6 KSFX-FM 7 KYA -FM 8 KSOL-FM 9 KOME-FM 10 KMEL-FM  Adults 25-54 MS, 6am-Midnight POP(00): 21248 AM*79 1 KGO -AM 2 KNBR-AM 3 KSFO-AM 4 KFRC-AM 5 KOIT-FM 8 KFOG-FM 9 KNEW-AM 10 KLOK-AM M-F, 6-10am 1 KGO -AM 2 KNBR-AM 3 KSFO-AM 4 KFRC-AM 5 KFOG-FM 9 KNEW-AM 10 KLOK-AM M-F, 8-10am 1 KGO -AM 2 KNBR-AM 1 KFOG-FM 9 KNEW-AM 10 KLOK-AM M-F, 8-10am 1 KGO -AM 2 KNBR-AM 1 KIOI-FM 8 KFOG-FM 9 KNEW-AM 10 KLOK-AM M-F, 8-10am 1 KGO -AM 1 KNBR-AM	KIOI-PM KGO -AM KGO -AM KGAN-PM KLOK-AM KTA -AM KMEL-PM KSFX-FM KFRC-AM KIOI-PM KSAN-FM KMEL-FM KMGO-AM KMSFO-AM KNSFO-AM KFRC-AM KNGW-AM KMEW-AM KMEW	KSFX-FM KNBR-AM KSOL-FM KCBS-AM KDIA-AM KDIA-AM KLOK-AM KOO -AM  KYUU-FM KIOI-FM KFCC-AM KSFX-FM KSOL-FM KSOL-FM KSOL-FM KSFX-FM KSOL-FM KSOL-FM KOES-AM KMEL-FM KOME-FM KYAU-FM KYAU-FM KYAU-FM KFGC-AM KNBR-AM KFC-AM KNUU-FM KNOIT-FM KNOIT-FM KNOIT-FM KNOIT-FM KNOIT-FM KNEW-AM KNOIT-FM	KIOI - FM KSF O - AM KMEL - FM KMBR - AM KCBS - AM KSOL - FM KLO K - AM  KYUU - FM KMEL - FM KSOL - FM KSEZR -	R SO L - FM R IO I - FM R IO I - FM R SP X - FM R ME L - FM R ME L - FM R MO I A - AM R E Z R - FM  R YUU - FM R F C C - AM R K SO L - FM R K IO I - FM R K SO L - FM R K IO I - FM R K IO I - FM R K IO I - AM R K IO I - FM R I I - AM R I I - FM

### Kidi Fi



The Stereo Establishment in the Bay Area Since 1957 A Charter Media, Inc. Station

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#### San Francisco

J/A '79

KFRC-AM KIOI-FM KNBR-AM KYA -AM KYUU-FM KGO -AM KLOK-AM KSFX-FM KSAN-FM KMEL-FM

KMEL-FM

KSFX-FM KYA -AM KNBR-AM

KIOI-FM KSAN-FM KSOL-FM KYUU-FM

KMEL-FM KYA -FM

1 KFRC-AM 2 KIOI-FM 3 KYA -FM 4 KYUU-FM 5 KGO -AM 6 KNBR-AM

7 KYA -AM 8 KSFX-FM 9 KMEL-FM 10 KSOL-FM

M-F, 3-7pm

1 KFRC-AM

2 KIOI-FM

3 KNBR-AM

4 KYUU-FM

5 KSFX-FM 6 KYA -FM 7 KMEL-FM 8 KYA -AM 9 KSAN-FM 10 KLOK-AM

Continued from Page 200

#### **Cume Persons Trends/Rankings**

O/N '79

J/F '80

KFRC-AM
KYUU-FM
KIOI-FM
KGO -AM
KMEL-FM
KSOL-FM
KCBS-AM

KDI A-AM KSFO-AM KYA -FM

KFRC-AM KMEL-FM KIOI-FM KSOL-FM KOME-FM

KSAN-FM KSFX-FM

KYA -AM KYA -FM

KFRC-AM KYUU-FM KIOI-FM KYA -AM KSOL-FM KSFY-FM

KMEL-FM KNBR-AM KDIA-AM KGO -AM

KFRC-AM KYUU-FM KIOI-FM KSFX-FM KMEL-FM KSOL-FM KYA -AM KYA -FM KSAN-FM

KDI A-AM

A/M '80

Total 12+ M-S, 6am-Midnight POP(00): 43104 A/M '79

	A/M1:79		J/A '79		OW .18		705 -410		W/W .80	
1	KFRC-AM	8185	KGO -AM	8090	KGO -AM	8846	KGO -AM	8799	KGO -AM	7631
2	KGO -AM	7690	KFRC-AM	7773	KFRC-AM	7863	KCBS-AM	7417	KCBS-AM	7199
3	KN BR - AM	7085	KNBR-AM	7041	KCBS-AM	7843	KFRC-AM	6467	KFRC-AM	6982
4	KCBS-AM	6717	KCBS-AM	6415	KSFO-AM	5458	KYUU-FM	4803	K N BR - AM	5859
5	KIOI-FM	4753	KIOI-FM	4593	KYUU-FM	5234	KIOI-FM	4606		4 5 2 4
	KABL-AM	4533	KABL-AM	4537	KIOI-FM		KAB L-AM	4221		4286
	KSFX-FM	4080			KSFX-FM		KSF O-AM		KSFX-FM	416
8	KSFO-AM	4047	KYA -AM		KNBR-AM		KFOG-FM	4021	K IOI - FM	402
9	K FOG - FM	4032	KSFX-FM	3872	KFOG-FM		KN BR - AM	3740	KSFO-AM	388
	KYA -AM	3955		3705	KABL-AM		KSOL-FM	3712		386
		3,,,,	K.00 111	3,03	KADE HII	3011	KOOL III	3712	K 30 L - FH	300
	6-10am									
	KGO -AM		KGO -AM		KCBS-AM		KGO -AM		KGO -AM	
	KCBS-AM		KCBS-AM		KGO -AM		KCBS-AM		KCBS-AM	
	KFRC-AM		KFR C-AM		KFRC -AM		KFRC-AM		KFRC-AM	
	KABL-AM		KNBR-AM		KYUU-FM		KYUU-FM		K N BR - AM	
	KNBR-AM		KABL-AM		KSFO-AM		KSF0-AM		KSFO-AM	
	KSFO-AM		KSFO-AM		KNBR-AM		KNBR-AM		KSOL-FM	
	KIOI-FM		KIOI-FM		KDI A-AM		KIOI-FM		KFOG-FM	
	KSOL-FM		K LOK-AM		KIOI-FM		KABL-AM		KYUU-FM	
9	KYA -AM		KYA -AM		KSOL-FM		K NE W-AM		KSFX-FM	
10	K FOG - FM		KNEW-AM		KSFX-FM		KSOL-FM		KABL-AM	
M-F	3-7pm									
	K FR C - AM		KFRC-AM		KFRC-AM		KGO -AM		KGO -AM	
	KNBR-AM		KGO -AM		KGO -AM		KCBS-AM		KCBS-AM	
	KGO -AM		KNBR-AM		KCBS-AM		KFRC-AM		KFRC-AM	
	KCBS-AM		KCBS-AM		KYUU-FM		KYUU-FM		KNBR-AM	
	KIOI-FM		KABL-AM		KSOL-FM		KSOL-FM			
	KABL AM		KSFX-FM		KDI A-AM		KAB L-AM		KFOG-FM	
	KSFX-FM								KSOL-FM	
8			KYA -AM		KIOI-FM		KIOI-FM		KSFX-PM	
9	KFOG-FM		KSOL-FM		KSFX-FM		KFOG-FM		KYUU-FM	
-	KSOL-FM KYUU-FM		KIOI-FM KNEW-AM		KNBR-AM KABL-AM		KNEW-AM		KIOI-FM	
Tee			KIVE # AII		KAUL AII		KNBR-AM		KDI A-AM	
	6am-Midnight									
	(00): 501									
	AM '79		J/A '79		O/N '79		J/F '80		A/M '80	
1			KFRC-AM		KFRC-AM		KFRC-AM		KFRC-AM	
2	KYA -AM		KYA -AM		KSOL-FM		KSOL-FM		KSOL-FM	
3	KSOL-FM		KSOL-FM		KSFX-FM		KOME-FM		KSFX-FM	
WF,	6-10am									
1	KFRC-AM		KFRC-AM		KFRC-AM		KFRC-AM		KFRC-AM	
	KSOL-FM		KSOL-FM		KSOL-FM		KSOL-FM		KSOL-FM	
	KYA -AM		KLI V-AM		KDI A-AM		KDI A-AM		KSFX-FM	
	3-7pm									
	•									
	K FR C - AM		KFRC-AM		KFRC-AM		KFRC-AM		KFRC-AM	
2	KSOL-FM		KSOL-FM		KSOL-FM		KSOL-FM		KSOL-FM	
3	KYA -AH		KYA -AH		KDI A-AM		KOME-FM		KDI A-AM	
Adu	Its 18-34									
WS,	6am-Midnight									
POF	(00): 165	09								
	A/M 179		J/A 179		O/N '79		J/F '80		A/M '80	
1	K FR C - AM		KPRC-AH		KPRC-AM		KPRC-AM			
	KIOI-FM		KIOI-PM		KYUU-FM				KFRC-AM	
	KN BR - AM		KNBR-AM		KIOI-FM		KYUU-PM		KYUU-FM	
	KYA -FM						K IOI-PM		KIOI-FM	
			KSFX-FM		KSPX-FM		KMEL-PH		KSFX-FM	
	KSFX-FM		KYA -AM		KYA -AM		KSFX-PM		KYA -AM	
	KYUU-FM		KTUU-PM		KYA ~FM		KYA -AM		KMEL-PM	
	KYA -AM		KSOL-PH		KSOL-FM		KSOL-PM		KYA -PM	
	KMEL-FM		KSAN-PM		KMEL-FM		ksa n-ph		K SOL-FM	
			KMEL-PM		FCO . AM		KYA -PH		KNBR-AM	
	KSAN-FM				KGO -AM				K M DK - WM	
	KSAN-FM KSOL-FM		KLOK-AH		KDI A-AM		KGO -AM		KSAW-FM	
0										

KFRC-AM KYUU-FM KIOI-FM KSFX-FM

KDI A-AM KSOL-FM KYA -AM KCBS-AM KLOK-AM

KNBR-AM

KFRC AM
KYUU-FM
KIOI-FM
KSFX-FM
KYA -AM
KDIA-AM
KSOL-FM
KMEL-FM

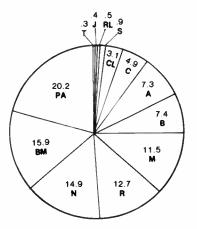
KNBR-AM KYA -FM

Adults 25-54 M-S, 6am-Midnight

POP	(00): 21248				
	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	KNBR-AM	KGO -AM	KGO -AM	KGO -AM	KCBS-AM
2	KGO -AM	KNBR-AM	KCBS-AM	KCBS-AM	KGO -AM
3	KCBS-AM	KFRC-AM	KSFO-AM	KYUU-FM	K N B R - A M
4	K FR C-AM	KCBS-AM	KFRC-AM	KFRC-AM	KFRC-AM
5	KSFO-AM	KSF0-AM	KYUU-FM	KIOI-FM	KYUU-FM
6	KIOI-FM	KABL-AM	K N B R - A M	KNBR-AM	KIOI-FM
7	KABL-AM	KIOI-FM	KIOI-FM	KSFO-AM	KSFO-AM
8	KOIT-FM	KNEW-AM	KFOG-FM	KFOG-FM	KFOG-FM
9	KFOG-FM	KYUU-FM	K NE W-AM	K NE W-AM	K NE W-AM
10	KNEW-AM	KLOK-AM	KOIT-FM	KABL-AM	KAB L-AM
M-F	6-10am				
1	KGO -AM	KGO -AM	KCBS-AM	KGO -AM	KCBS-AM
2	KCBS-AM	KCBS-AM	KGO -AM	KCBS-AM	KGO -AM
3	K FR C-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
4	KNBR-AM	K N B R - A M	KSFO-AM	KNBR-AM	KNBR-AM
5	KSF0-AM	KSFO-AM	K N B R - A M	KSFO-AM	KSFO-AM
6	KABL-AM	K NE W - A M	KYUU-FM	KYUU-FM	KYUU-FM
7	KNEW-AM	K LO K - A M	KNEW-AM	KNE W-AM	K NE W-AM
8	KLOK-AM	KIOI-FM	KIOI-FM	KIOI – FM	KIOI-FM
9	KIOI-FM	KABL-AM	K LOK-AM	KAB L-AM	KLOK-AM
10	KOIT-FM	KYA -AM	KAB L-AM	K LO K-AM	KAB L-AM
M-F	, 3-7pm				
1	KNBR-AM	KGO -AM	KCBS-AM	KGO -AM	KCBS-AM
2	KGO -AM	KNBR-AM	KGO -AM	KCBS-AM	KGO -AM
3	K FR C - AM	KFRC-AM	K N B R – A M	KYUU - FM	KFRC-AM
4	K CBS - AM	KCBS-AM	KFRC-AM	KNE W-AM	K N BR - AM
5	KIOI-FM	KSFO-AM	KYUU-FM	KFRC-AM	KYUU-FM
6	KABL-AM	KNEW-AM	K NE W-AM	K NBR-AM	K NE W-AM
7	KSFO-AM	KABL-AM	KSFO-AM	KIOI – FM	KIOI-FM
8	KNEW-AM	KIOI-FM	KO1 T-FM	KAB L-AM	KSFX-FM
9	KL OK-AM	K LO K-A M	KIOI-FM	KSF O-AM	KSFO-AM
10	KOIT-FM	KABL-FM	KABL-FM	KFOG-FM	KFOG-FM

#### **Format Penetration Chart**

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



#### Format Legend

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



#### \/M '80 Market Overview

Within the metro of San Francisco lies another thriving market, San Jose. Ithough KGO was the most popular station in this market, the second, third nd fourth stations were San Jose-based. Among these, the new leader was LOK, which passed KOME and KBAY.

KGO has increased its 25-54 share from a 7 last spring to more than an 8 hare. This increase helped KGO to score its best total share in recent books. LOK's 25-54 share this book was down more than two shares compared to ast spring, but the station still had a mid-5 share. Virtually tied with KLOK was Beautiful Music station KBAY, which also declined compared to its A/M '79 25-

One local station increasing its 25-54 share versus last year's spring results vas KARA, which jumped 35%, with the biggest increases coming in middays.

The battle for the 18-34 lead was led by KEZR and KOME. Both stations ost more than a share in the last year. KOME's AOR sound put it ahead among nen 18-24, while KEZR's contemporary rock sound had a more balanced mass ippeal.

Two San Francisco stations showed 18-34 improvement. KYUU more than loubled its share to more than a 6, while KSOL also added to its audience and ichieved more than a 5 share.

Average Pe	rsons 1	12+	Share	Trends
<b>Wonday-Sund</b>	ay, 6am-l	Midni	ght	
POP(00):	10463			

AM	1 '79		ORI '79		J/F '80		A/M '80	
1 KGO	-AM 7	.5 1	GO -AM	7.8	KGO -AM	8.6	KGO -AM (NIT)	8.7
2 KLO	K-AM 5	. 4	OHE-FH !	5.9	KBAY-PH	6.5	KLOK-AH PA)	5.3
3 KOM	E-FM 5	.2	CBS-AH !	5.4	KOME-FM	6.2	KOME-FH (A)	5.0
4 KBA	Y-FH 5	. 2 p	BAY-FM 4	1.9	KLOK-AH	4.7	KBAY-FH (BM)	4 .6
5 KNB	R-AM 4	.8	CIOI-FM 4	. 8	KEZR-PM	4.4	KCBS-AM (An)	4.4
6 KEZ	R-FM 4	.5 1	LOK-AM	4.6	KTUU-PM	4.2	KSOL-FM (m)	4.4
7 KSJ	0-FM 4	0 1	EZR-FM	4.4	KEEN-AM	4.1	KNBR-AH PA)	4.1
8 KOI	T-FH 3	9 1	CARA-FH 4	4 0	KCBS-AH	3.6	KARA-FH PA)	4.1
9 KFR			SJO-FM	3.7			KEZR-FM PA)	4 - 0
10 KSO	L-PM 3	-6 1	SOL-FM :	37	KOIT-PM	3.4	KYUU-FH PA)	3.8
11 KLI	V-AH 3	.5 1					KEEN-AM (C)	3 . 6
12 KCB	S-AH 3	.5	SFX-FM	33	KFOG-PH	3 1	KFOG-FH (MM)	3.0
13 KIO	I-PM 3	.5	CFRC AM	3.2	K PR C - AM	2.8	K FR C ~ A M (P)	2.9
14 KAR							KOIT-FM 🗪	2 - 7
15 KEE	N-AM 2	.6					KIOI-FM PA)	2 - 6
16 KFO	G-FM 2	6 1					KSFX-FH (A)	2 5
17 KSF							KLIV-AM (A)	2 . 4
18 KXR	X-AM 2	.0					KSJO-FH (A)	2.1
							KSFO-AM PA)	1.9
20 KSF							KABL-AM (BM)	
21 KFA							KXRX-AM (M)	
							KFAT-FM (C)	
23 KYA							KYA -AM 🙉	
							KPEN-FM PA)	
							KNTA-AM (B)	
							KNEW-AM (C)	
						1.0	KIQI-AM 🗪	
							KYA -FM (PA)	
							KDFC-FM (CL)	
30 KDI						0.9	KBLX-FM (M)	
31 KIB						0 8	KDIA~AM (#)	
32 KPE						0 - 7	KABL-FM (MM)	
33 KKH						0.6	KCBS~FM (M)	
						0.6	KMEL-FM (A)	
35 KAZ			CSAN-FM			0.6	KIBE-AM (CL)	
36 KNE						0.5	KDON-FM (M)	
						0 5	KKHI-EM (Cr)	
						0.4	KFAX-AH (NL)	
						0 - 4	KRVE-FM PA	
40 KEA						0.4	KMPX-FM (MM)	
						0.4	KAZA - AM PA)	
	I-AM 0	) • 1	KK HI-AM	0.2	KKHI-AM	0.2	KBRG-FM (III)	
4 3							KSAN-FM (A)	
44							KKHI-AM (MI)	0.1

#### Average Persons Trends/Rankings

Total 12+	
M-S, 6am-M	idnight
POP(00):	10463

A/M '79		O/N '79		J/F '80		A/M '80	
1 KGO -AM	117	KGO -AM	128	KGO -AM	143	KGO -AM	144
2 KLOK-AM	84	KOME-FM	97	KBAY-FM	109	KLOK-AM	87
3 KOME-FM	82	KCBS-AM	88	KOME-FM	104	KOME-FM	82
4 KBAY-PM	82	KBAY-FM	80	K LOK-AM	78	KBAY-FM	76
5 KNBR-AM	75	K 10 I - FM	78	KEZR FM	73	KCBS-AM	73
6 KEZR-FM	71	K LO K-AM	76	KYUU – FM	70	KSOL-FM	73
7 KSJ0-PM	63	KEZR-FM	72	KEEN-AM	69	KNBR-AM	6.8
8 KOIT-PM	61	KARA-FM	66	KCBS-AM	60	KARA~FM	67
9 KFRC-AM	5.8	KSJO-FM	60	KSOL-FM	59	KEZR-FM	66

9	KFRC-AM	5.8	KSJO-FM	60	KSOL-FM	59	KEZR-FM	66
10	KSOL-FM	56	KSOL-FM	60	KO1T-FM	57	KYUU-FM	62
M-F, 6-1	Dem							
1	KGO -AM		KGO -AM		KGO -AM		KGO - AM	
2	KCBS-AM		KCBS-AM		K LOK-AM		KCBS-AM	
3	KLOK-AM		K LOK - AM		KCBS-AM		K LO K - A M	
4	KBAY-FM		KBAY-FM		KBAY-FM		KNBR-AM	
5	KNBR-AM		KOME-FM		KOME-FM		KEZR-FM	
6	KEZR-FM		RFRC-AM		KEEN-AM		KOME-FM	
7	K FR C - AM		K IO I - FM		KXRX-AM		KFRC-AM	
8	KL I V-AM		KEEN-AM		KFRC-AM		KEEN-AM	
9	KX RX-AM		KARA-PM		KYUU-FM		KARA-FM	
10	KOME-FM		KEZR-FM		K NBR-AM		KBAY-FM	

10 KIOI-FM	Cume Persons T			
lo KIOI-FM	KIUI-IN			
9 KEEN-AM	KFAT-FM KIOI-FM	KNBR-AM KCBS-AM	K NBR - AM K IO I - FM	
7 KSJO-FM 8 KCBS-AM	KLOK-AM KOME-FM	KFOG-FM KFAT-FM	KCBS-AM KEEN-AM	
6 KARA-FM	KEZR-FM	KOIT-FM	KARA-FM	
4 KGO -AM 5 KBAY-FM	KOIT-FM KCBS-AM	KLOK-AM KYUU-FM	KYUU-FM Kezr-FM	
2 KNBR-AM 3 KOIT-FM	KBAY-FM KARA-FM	KEEN-AM KGO -AM	KBAY-FM Klok-am	
M-F, 3-7pm 1 KLOK-AM	KGO -AM	KBAY-FM	KGO -AM	
10 KARA-FM	KEEN-AM	KFRC-AM	KYUU-FM	
8 KEEN-AM 9 KSFO-AM	KARA-FM KEZR-FM	KCBS-AM KOIT-FM	KFRC-AM KBAY-FM	
7 KOIT-FM	KOIT-FM	KSFO-AM	KEZR-FM	
5 KBAY-FM 6 KXRX-AM	KSFO-AM KNBR-AM	K N B R – A M K X R X – A M	KEEN-AM KARA-FM	
3 KCBS-AM 4 KNBR-AM	K LOK-AM KBAY-FM	KBAY-FM KEEN-AM	K LO K-A M K N B R - A M	
2 KLOK-AM	KCBS AM	KLOK-AM	KCBS-AM	
M-F, 6-10am 1 KGO -AH	KGO -AM	KGO -AM	KGO -AM	
10 KEEN-AM	KSFO-AM	KNBR-AM	KIO1-FM	
8 KIOI~FM 9 KEZR~FM	KOME-FM KFAT-FM	KFOG-FM KARA-FM	KCBS-AM KEZR-FM	
7 KARA FM	KCBS-AM KOIT-FM	KYUU-FM	KEEN-AM KYUU-FM	
5 KOIT-FM 6 KCBS-AM	KEZR-FM	KOIT-FM KIOI-FM	KNBR-AM	
3 KGO -AM 4 KNBR-AM	KBAY-FM KLOK-AM	KEEN-AM KLOK-AM	K LO K-AM KARA-FM	
1 KLOK-AM 2 KBAY FM	KGO ~AM Kara-FM	KGO -AM	KGO -AM KBAY-FM	
AM '79	O/N '79	JMF '80 KBAY-FM	A/M '80	
POP(00): 5501				
Adults 25-54 M-S, 6em-Midnight				
10 KFAT-FM	KSOL-FM	KSJO-FM	KGO -AM	
8 KNBR-AM 9 KYUU-FM	KSFX-FM KFAT-FM	KBAY-FM KLIV-AM	KSJO-FM KFRC-AM	
7 KFRC-AM	KYUU - FM	KIOI – FM KEEN – AM	KARA-PM KSFX-FM	
5 KIOI-PM 6 KARA-FM	KARA-FM KSJO-FM	KSOL-FM	KLOK-AM	
3 KSJO-PM 4 KLOK-AM	K IO 1 – F M K LO K – A M	KYUU-FM Klok-am	KOME-FM KSOL-FM	
2 KOME-FM	KEZR-FM	KOME-FM	KYUU-FM	
M-F, 3-7pm 1 KEZR-FM	KOME-FM	KEZR-FM	KEZR-FM	
10 KNBR-AM	KNBR-AH	KBAY-FM	KSFX-FM	
8 KIOI-FM 9 KSOL-FM	KFRC-AM KSJO-FM	KIOI-FM KEEN-AM	KGO – AM Knbr – Am	
7 KGO -AM	KYUU-FM	KFRC-AM	KLI V-AM	
5 KSJO-FM 6 KFRC-AM	KARA-FM KSFX-FM	KGO – AM Kara – FM	KFRC-AM KYUU-FM	
4 KARA-FM	KEZR-FM	KEZR-PM	KARA-FM	
2 KLOK-AM 3 KOME-FM	KOME-FM KIOI-PM	KLOK-AM KYUU-PM	KLOK-AM KOME-PH	
M-F, 6-10em 1 KEZR-FH	K LOK-AM	KOME-FM	KEZR-FM	
10 KYDU-PM	KFRC-AM	KBAY-FH	KIOI-FM	
9 KHBR-AM	KFAT-FM	KGO -AM	KFRC-AM KIOI-FM	
7 KFRC-AM 8 KSOL-FM	KSFX+FM KYUU-FM	KEEN-AM KSFX-FM	KSFX-FM KSJO-FM	
6 KIOI-PM	KSJO-FM	KSOL-FM	K LO K-AM	
4 KLOK-AM 5 KARA-PM	KLOK-AM Kara-FM	KLOK-AM Kidi-PM	KARA-FM KSOL-FM	
3 KSJO-PM	KEZR-FM	KYUU-PM	KYUU-FM	
1 KEZR-FM 2 Kome-PM	KOME-FM KIOI-FM	KOME-PM Kezr-PM	KEZR-PM Kome-FM	
AM '79	O/N '79	J/F '80	A/M '80	
POP(00): 4391				
Adults 18-34 M-S. Sem-Midnight				
3 KSFX-PH	KSJO-FM	KFRC-AM	KFRC-AM	
1 KLIV-AM 2 KSOL-FM	KSOL-FM Kome-FM	KOME-FM Ksol-PM	KSOL-FM Kome-fm	
M-F, 3-7pm				
2 KFRC-AM 3 KSOL-FM	KOME-PM KSOL-PM	KSOL-PM KPRC-AM	KOME-FM KL1 V-AM	
1 KLIV-AM	KFRC-AH	KOME-PH	KSOL-FM	
3 K FR C - AM	KLI V-AH	K FR C - AM	KLI T-AR	_
2 KSOL-FM	KSOL-PM	KOME-PM	KOME-FM KLI V-AM	
AM '79 1 KLIV-AM	O/N '79 KOME-FH		KSOL-FM	
OP(00): 1368	*****	17.100	AM '80	
leens I-S, 6em-Midnight				
10 KIOI-FM	KARA-FM	KFOG-FM	KEEN-AM	
9 KSOL-FM	KSJO-FM	KCBS-AM	KARA-FM	
7 KBAY-FM 8 KLIV-AM	KIOI-FM KSOL-FM	K LO K – A M K SO L – F M	KEZR-FM KCBS-AM	
5 KEZR-PM 6 KSJO-FM	KGO -AM KCBS AM	KEZR-FM KEEN-AM	KYUU-FM KBAY-FM	
4 KNBR-AM	KBAY-FM	KYUU-FM	KOME-FM	
2 KOME-FM 3 KGO -AM	KEZR-FM Klok-am	KGO -AM KOME-FM	KLOK-AM KSOL-FM	
MF,3-7pm 1 KLOK-AM	KOME-FM	KBAY-FM	KGO - AM	

INITIAL VALUE OF		·9···	
POP(00)	:	10463	

	A/M 179		O/N '79		J/F '80		A/M '80	
1	KGO -AM	1699	KGO -AM	1783	KGO -AM	1853	KGO -AM	1829
2	KLOK-AM	1592	K LO K-AM	1556	KOME-FM	1750	K LOK-AM	1427
3	KNBR-AM	1464	KOME-PM	1542	K LOK-AM	1537	KCBS-AM	1413
4	KFRC-AM	1397	KCBS-AM	1516	KBAY-FM	1536	KOME-FM	1373
5	KLIV-AM	1363	KLI V-AM	1424	KCBS-AM	1306	KBAY-PM	1294
6	KOME-FM	1352	KFRC-AM	1328	KFRC-AM	1244	K NBR - AM	1189
7	KCBS-AM	1306	KBAY-FM	1183	KLI V-AH	1231	KFRC-AM	1156
8	KBAY FM	1217	KIOI-FM	1180	KIOI-FM	1197	KEZR-FM	1145
9	KIOI-FM	1137	KSJO-FM	1167	KYUU-FM	1165	KARA-FM	1059
10	KOIT-FM	999	KARA-FM	1137	KSJO-FM	1126	KLI V-AH	1006

#### San Jose

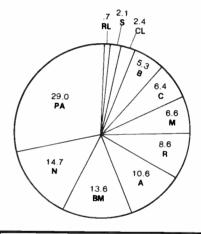
San Jose			
Continued from .	Page 203		
M-F, 6-10am			
1 KGO -AM	KGO -AM	KGO -AM	KGO -AM
2 KCBS-AM	KCBS-AM	KLOK-AM	KCBS-AM
3 KLOK-AM	K LOK-AM	KOME-FM	KLOK-AM
4 KFRC-AM	KOME-FM	KCBS-AM	KOME-FM
5 KLIV-AM	KFRC-AM	KBAY-FM	KEZR-FM
6 KBAY-FM	KLI V-AM	KFRC-AM	KFRC-AM
7 KOME-FM	KEZR-FM	KYUU-FM	KNBR-AM
8 KEZR-FM	KARA-FM	KIOI-FM	KARA-FM
9 KNBR-AM 10 KXRX-AM	KIOI-FM	KLI V-AM	KLI V-AM
M-F, 3-7pm	KBAY-FM	KEZR-FM	KBAY-FM
1 KLOK-AM	KGO -AM	KOME-FM	KGO -AM
2 KOME-FM	KLOK-AM	KGO -AM	KLO K-AM
3 KGO -AM	KOME-FM	K LOK-AM	KOME-FM
4 KNBR-AM	KCBS-AM	KBAY-FM	KCBS-AM
5 KLIV-AM	KLI V-AM	KYUU-FM	K N BR - AM
6 KCBS-AM	KSJO-FM	KCBS-AM	KEZR-FM
7 KFRC-AM	KEZR-FM	KEZR-FM	KYUU-FM
8 KEZR-FM	KFRC-AM	KFRC-AM	KARA-FM
9 KIOI-FM	KARA-FM	KLI V-AM	K SO L - F M
10 KBAY-FM	KYUU-FM	KSJO-FM	KBA Y-FM
W-S, 6am-Midnight			
POP(00): 1368			
A/M '79	O/N '79	J/F '80	A/M '80
1 KLIV-AM 2 KFRC-AM	KLI V-AM	KOME-FM	KOME-FM
3 KYA -AM	KOME-FM	KLI V-AM	KLI V-AM
A-F, 6-10am	KFRC-AM	KSJO-FM	KFRC-AM
1 KLIV-AM	KLI V-AM	NOME-EN	
2 KFRC-AM	KOME-FM	KOME-FM KERC-AM	KSOL-FM
3 KSOL-FM	KFRC-AM	KFRC-AM KLIV-AM	KOME-FM
A-F, 3-7pm	AT NO ATT	KUI V-AN	KLI V-AM
1 KLIV-AM	KLI V-AM	KOME-FM	FOME- EN
2 KFRC-AM	KOME-FM	KLI V-AM	KOME-FM
3 KOME-FM	KSJO-FM	KSJO-FM	KSOL-FM KFRC-AM
Adults 18-34			
W-S, 6am-Midnight			
OP(00): 4391 A/M '79	O/N '79	IE 100	
1 KOME-FM	KOME-FM	J/F '80	A/M '80
2 KLOK-AM	KLOK-AM	KOME-FM	KEZR-FM
3 KEZR-PM	KEZR-FM	KEZR-FM	KOME-FM
4 KFRC-AM	KARA-FM	KLOK-AM	KARA-FM
5 KIOI-FM	KIOI-PM	KYUU-FM	KFRC-AM
6 KSJO-FM	KFRC-AM	KIOI - FM	KYUU-FM
7 KARA-FM	KSJO-FM	KLI V-AM	KLOK-AM
8 KLIV-AM	KLIV-AM	KSJO-FM	KLI V-AM
9 KNBR-AM	KYUU-FM	KARA-FM KFRC-AM	KIOI-FM
10 KYA -AM	KSFX-FM	KSOL-FM	K SFX - FM K S J O - FM
I-F, 6-10am			
			# F G a . F
1 KLOK-AM	K LOK-AM	KOME-FM	KEZR-FM
1 KLOK-AM 2 KEZR-FM	KOME-FM	K E Z R - F M	K LO K-AM
1 KLOK-AM 2 KEZR-FM 3 KFRC-AM	KOME-FM KEZR~FM	KEZR-FM KYUU-FM	
1 KLOK-AM 2 KEZR-FM 3 KFRC-AM 4 KOME-FM	KOME-FM KEZR-FM KIOI-FM	K E Z R – F M K Y U U – F M K L O K – A M	KLOK-AM KOME-FM KARA-FM
1 KLOK-AM 2 KEZR-FM 3 KFRC-AM 4 KOME-FM 5 KSJO-FM	KOME-FM KEZR-FM K 10 1 - FM KFRC-AM	KEZR-FM KYUU-FM KLOK-AM KIOI-FM	K LO K - AM K OME - FM KARA - FM KFRC - AM
1 KLOK-AM 2 KEZR-FM 3 KFRC-AM 4 KOME-FM 5 KSJO-FM 6 KGO -AM	K O M E – F M K E Z R ~ F M K I O I – F M K F R C – A M K A R A – F M	KEZR-FM KYUU-FM KLOK-AM KIOI-FM KFRC-AM	K LO K – AM K OM E – F M K AR A – F M K F R C – AM K L I V – A M
1 KLOK-AM 2 KEZR-FM 3 KFRC-AM 4 KOME-FM 5 KSJO-FM 6 KGO -AM 7 KARA-FM	KOME-FM KEZR-FM KIOI-FM KFRC-AM KARA-FM KYUU-FM	KEZR-FM KYUU-FM KLOK-AM KIOI-FM KFRC-AM KLIV-AM	KLOK-AM KOME-FM KARA-FM KFRC-AM KLIV-AM KYUU-FM
1 KLOK-AM 2 KEZR-FM 3 KFRC-AM 4 KOME-FM 5 KSJO-FM 6 KGO -AM 7 KARA-FM 8 KIOI-FM	KOME-FM KEZR-FM KIOI-FM KFRC-AM KARA-FM KYUU-FM KSJO-FM	KEZR-FM KYUU-FM KLOK-AM KIOI-FM KFRC-AM KLIV-AM KARA-FM	KLOK-AM KOME-FM KARA-FM KFRC-AM KLIV-AM KYUU-FM KIOI-FM
1 KLOK-AM 2 KEZR-FM 3 KFK C-AM 4 KOME-FM 5 KSJO-FM 6 KGO -AM 7 KARA-FM 8 KIOI-FM 9 KLIV-AM	KOME-FM KEZR-FM KIOI-FM KFRC-AM KARA-FM KYUU-FM KSJO-FM KLIV-AM	KEZR-FM KYUU-FM KLOK-AM KIOI-FM KFRC-AM KLIV-AM KARA-FM KSFX-FM	K LO K – AM K OME – FM K ARA – FM K FR C – AM K L I V – AM K Y U U – FM K I O I – FM K S F X – FM
1 KLOK-AM 2 KEZR-FM 3 KFR C-AM 4 KOME-FM 5 KS.JO-FM 6 KGO -AM 7 KARA-FM 8 KIOI-FM 9 KLIV-AM 10 KCBS-AM	KOME-FM KEZR-FM KIOI-FM KFRC-AM KARA-FM KYUU-FM KSJO-FM	KEZR-FM KYUU-FM KLOK-AM KIOI-FM KFRC-AM KLIV-AM KARA-FM	KLOK-AM KOME-FM KARA-FM KFRC-AM KLIV-AM KYUU-FM KIOI-FM
1 KLOK-AM 2 KEZR-FM 3 KFR C-AM 4 KOME-FM 5 KSJO-FM 6 KGO -AM 7 KARA-FM 8 KIOI-FM 9 KLIV-AM 10 KCBS-AM	KOME-FM KEZR-FM KIOI-FM KFRC-AM KARA-FM KYUU-FM KSJO-FM KLIV-AM	KEZR-FM KYUU-FM KLOK-AM KIOI-FM KFRC-AM KLIV-AM KARA-FM KSFX-FM	K LO K – AM K OME – FM K ARA – FM K FR C – AM K L I V – AM K Y U U – FM K I O I – FM K S F X – FM
1 KLOK-AM 2 KEZR-FM 3 KFR C-AM 4 KOME-FM 5 KS.JO-FM 6 KGO -AM 7 KARA-FM 8 KIOI-FM 9 KLIV-AM 10 KCBS-AM 1-F, 3-7pm 1 KOME-FM 2 KLOK-AM	KOME-FM KEZR-FM KTOI-FM KFRC-AM KARA-FM KYUU-FM KSJO-FM KLIV-AM KGO -AM	KEZR-FM KYDU-FM KLOK-AM KIOI-FM KFRC-AM KLIV-AM KARA-FM KSFX-FM KGO-AM	KLOK-AM KOME-FM KARA-FM KFRC-AM KLIV-AM KYUU-FM KIOI-FM KSFX-FM KGO -AM
1 KLOK-AM 2 KEZR-AM 3 KFRC-AM 4 KOME-FM 5 KSJO-FM 6 KGO -AM 7 KARA-FM 8 KIOI-FM 9 KLIV-AM 10 KCBS-AM 1 KOME-FM 1 KOME-FM 2 KLOK-AM 3 KEZR-FM	KOME-FM KEZR-FM KIOI-FM KFRC-AM KARA-FM KYUU-FM KSJO-FM KLIV-AM KGO -AM	KEZR-FM KYUU-FM KLOK-AM KIOI-FM KFRC-AM KLIV-AM KARA-FM KSFX-FM KGO -AM	KLOK-AM KOME-FM KARA-FM KFRC-AM KLIV-AM KYUU-FM KIOI-FM KSFX-FM KGO -AM
1 KLOK-AM 2 KEZR-FM 3 KFR C-AM 4 KOME-FM 5 KS.JO-FM 6 KGO -AM 7 KARA-FM 8 KIOI-FM 9 KLIV-AM 10 KCBS-AM 1-F, 3-7pm 1 KOME-FM 2 KLOK-AM	KOME-FM KEZR-FM KTOI-FM KFRC-AM KARA-FM KYUU-FM KSJO-FM KLIV-AM KGO -AM	KEZR-FM KYDU-FM KLOK-AM KIOI-FM KFRC-AM KLIV-AM KARA-FM KSFX-FM KGO-AM	KLOK-AM KOME-FM KARA-FM KFRC-AM KLIV-AM KYUU-FM KIOI-FM KSFX-FM KGO -AM
1 KLOK-AM 2 KEZR-AM 3 KFRC-AM 4 KOME-FM 5 KSJO-FM 6 KGO -AM 7 KARA-FM 8 KIOI-FM 9 KLIV-AM 10 KCBS-AM 1 KOME-FM 1 KOME-FM 2 KLOK-AM 3 KEZR-FM	KOME-FM KEZR-FM KIOI-FM KFRC-AM KARA-FM KYUU-FM KSJO-FM KLIV-AM KGO -AM	KEZR-FM KYUU-FM KLOK-AM KIOI-FM KFRC-AM KLIV-AM KARA-FM KSFX-FM KGO-AM	KLOK-AM KOME-FM KARA-FM KARA-FM KFRC-AM KLIV-AM KYUU-FM KIOI-FM KSFX-FM KGO -AM  KOME-FM KEZR-FM KARA-FM
1 KLOK-AM 2 KEZR-FM 3 KFR C-AM 4 KOME-FM 5 KSJO-FM 6 KGO -AM 7 KARA-FM 8 KIOI-FM 9 KLIV-AM 10 KCBS-AM  1F,3-7pm 1 KOME-FM 2 KLOK-AM 3 KFZR-FM 4 KSJO-FM	KOME-FM KEZR-FM KIOI-FM KFRC-AM KARA-FM KYUU-FM KSJO-FM KLIV-AM KGO -AM  KOME-FM KEZR-FM KLOK-AM	KEZR-FM KYUU-FM KLOK-AM KLOK-AM KTOI-FM KFRC-AM KLIV-AM KARA-FM KSFX-FM KGO -AM  KOME-FM KEZR FM KLOK-AM	K LO K-AM K OME-FM KARA-FM KFR C-AM KLI V-AM K YUU-FM K IO I-FM K SFX-FM KGO -AM KOME-FM KEZR-FM KARA-FM KYUU-FM K LO K-AM
1 KLOK-AM 2 KEZR-FM 3 KFR C-AM 4 KOME-FM 5 KSJO-FM 6 KGO -AM 7 KARA-FM 8 KIOI-FM 9 KLIV-AM 10 KCBS-AM  HF,3-7pm 1 KOME-FM 2 KLOK-AM 3 KEZR-FM 4 KSJO-FM 5 KFRC-AM 6 KIOI-FM 7 KMBR-AM	KOME-FM KEZR-FM KIOI-FM KFRC-AM KARA-FM KYUU-FM KSJO-FM KLIV-AM KGO -AM  KOME-FM KELOK-AM KARA-FM KLOK-AM KARA-FM KSJO-FM	KEZR-FM KYUU-FM KLOK-AM KIOI-FM KFRC-AM KLIV-AM KARA-FM KSFX-FM KGO -AM  KOME-FM KEZR FM KLOK-AM KYUU-FM KSOL-FM	K LO K-AM K OME-FM K ARA - FM K FR C-AM K LI V-AM K Y U U-FM K S F X-FM K G O - AM K OME-FM K E Z R-FM K A R A-FM K Y W U U-FM
1 KLOK-AM 2 KEZR-AM 3 KFRC-AM 4 KOME-FM 5 KSJO-FM 6 KGO -AM 7 KARA-FM 8 KIOI-FM 9 KLIV-AM 10 KCBS-AM 1 KOME-FM 2 KLOK-AM 3 KFZR-FM 4 KSJO-FM 5 KFRC-AM 6 KIOI-FM 7 KMBR-AM	KOME - FM KEZR - FM KEZR - FM KEZR - FM KFR C - AM KARA - FM KYUU - FM KSJO - FM KLIV - AM KGO - AM  KOME - FM KEZR - FM KLOK - AM KARA - FM KSJO - FM KYUU - FM	KEZR-FM KYUU-FM KUOK-AM KIOI-FM KFRC-AM KLIV-AM KARA-FM KSFX-FM KGO -AM  KOME-FM KEZR FM KLOK-AM KYUU-FM KSOL-FM KLIV-AM	KLOK-AM KOME-FM KARA-FM KFRC-AM KLIV-AM KYUU-FM KIOI-FM KSFX-FM KGO -AM  KOME-FM KEZR-FM KARA-FM KYUU-FM KLOK-AM KSOL-FM KSOL-FM KSOL-FM
1 KLOK-AM 2 KEZR-FM 3 KFR C-AM 4 KOME-FM 5 KSJO-FM 6 KGO -AM 7 KARA-FM 8 KIOI-FM 9 KLIV-AM 10 KCBS-AM  HF,3-7pm 1 KOME-FM 2 KLOK-AM 3 KEZR-FM 4 KSJO-FM 5 KFRC-AM 6 KIOI-FM 7 KMBR-AM	KOME-FM KEZR-FM KIDI-FM KFRC-AM KARA-FM KYUU-FM KSJO-FM KLIV-AM KGO -AM  KOME-FM KEZR-FM KLOK-AM KARA-FM KLOK-AM KSJO-FM KYUU-FM KSJO-FM KYUU-FM	KEZR-FM KYUU-FM KLOK-AM KLOK-AM KTOI-FM KFRC-AM KLIV-AM KARA-FM KSFX-FM KGO -AM  KOMF-FM KEZR FM KLOK-AM KYUU-FM KSOL-FM KLIV-AM KSJO-FM	K LO K-AM K OME-FM KARA-FM KFR C-AM KLI V-AM KYUU-FM KIOI-FM KSFX-FM KGO -AM KOME-FM KEZ R-FM KARA-FM KYUU-FM KLO K-AM KSOL-FM

#### Adults 25-54 M-S. 6am-Midnight

m o, cam midnight			
POP(00): 5501			
A/M '79	O/N '79	J/F '80	A/M '80
1 KLOK-AM	KGO - AM	KBAY-FM	KGO -AM
2 KGO -AM	KLOK-AM	KGO -AM	KLOK-AM
3 KNBR-AM	KCBS-AM	KLOK-AM	KBAY-FM
4 KCBS-AM	KARA-FM	KIOI-FM	KCBS-AM
5 KBAY-FM	KBAY-FM	KCBS-AM	K NBR - AM
6 KOIT-FM	KSFO-AM	KYUU-FM	KARA-FM
7 KFRC-AM	KIOI-FM	KOIT-FM	KYUU-FM
8 KIDI-FM	KFOG-FM	KEEN-AM	KEZR-FM
9 KARA-FM	KFZR-FM	KARA-FM	KIOI-FM
10 KOME-FM	KYUU-FM	KFRC-AM	KFRC-AM
M-F, 6-10am			
1 KGO -AM	KGO -AM	KGO -AM	KGO -AM
2 KCBS-AM	K LO K-AM	K LO K - AM	KLOK-AM
3 KLOK-AM	KCBS-AM	KBAY-FM	KCBS-AM
4 KNBR-AM	KARA-FM	KCBS-AM	K N BR - AM
5 KBAY-FM	KSFO-AM	KNBR-AM	KEZR-FM
6 KFRC-AM	KBAY-FM	KIOI-FM	KFRC-AM
7 KXRX-AM	KEZR-FM	KEEN-AM	KARA-FM
8 KOIT-FM	KNBR-AM	KFRC-AM	KEEN-AM
9 KEZR-FM	KIOI-FM	KXRX-AM	KBAY-FM
10 KEEN-AM	KFRC-AM	KYUU-FM	KYRX-AM
M-F, 3-7pm			
1 KLOK-AM	KGO -AM	KBAY-FM	K LO K - A M
2 KGO -AM	K LO K - AM	K LO K-AM	KGO -AM
3 KCBS-AM	KCBS-AM	KGO -AM	KCBS-AM
4 KNBR-AM	KARA-FM	KEEN-AM	KBAY-FM
5 KBAY-FM	KBAY-FM	KCBS-AM	KYUU-FM
6 KOME-FM	KEZR-FM	KYUU-FM	KNBR - AM
7 KOIT-FM	KOIT-FM	KIOI-FM	KARA-FM
8 KEZR-FM	K N B R - A M	KOME-FM	KEZR-FM
9 KARA-FM	KYUU-FM	KABL-AM	KEEN-AM
10 KFRC-AM	KOME-FM	KNBR AM	KFAT-FM

#### **Format Penetration Chart**

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



#### Format Legend

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

#### St. Louis

Data from Market Buy Market 1M

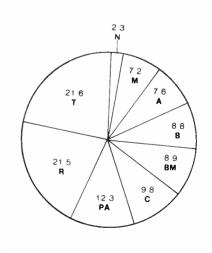
A-F. 6	i-10am		
1	K MOX-AM	KMOX-AM	KMOX-AM
2	KXOK-AM	K X O K – A M	KX OK-AM
3	KSD -AM	WIL -FM	WIL -FM
4	WIL -AM	KEZK-FM	WIL -AM
5	WIL -FM	WIL -AM	WRTH-AM
6	KSLQ-FM	KMOX-FM	KEZK-FM
7	KMOX-FM	KSD -AM	KMOX-FM
8	KEZK-FM	KSLQ-FM	KSLO-FM
9	WRTH-AM	WWWK-FM	KSD -AM
10	KWK -AM	KSHE-FM	WWWK-FM
W-F, 3	-7pm		
1	KMOX-AM	KMOX-AM	KMOX-AM
2	KXOK-AM	KXOK-AM	KXOK-AM
3	KSD ~AM	WIL -FM	WIL -FM
4	WIL -FM	KEZK-FM	KEZK-FM
5	KSLQ-FM	WWWK-FM	WIL -AM
6	WIL -AM	KMOX-FM	WRTH-AM
7	KEZK-FM	KSLQ-FM	KSLQ-FM
8	KWK -AM	WIL -AM	KSD -AM
9	WRTH-AM	KKSS FM	WWWK-FM
10	KMOX-FM	KSD -AM	KSHE-FM

#### **Format Penetration Chart**

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

#### **Format Legend**

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



METRO RANK

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#### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 2736

	A/M '79		A/M '80
1	WDUV-FM	13.3	WDUV-FM (BM)13.9
2	WQSR-FM	10.9	WWBA-FM (BM) 8.2
3	WOSA-AM	6.3	WSUN-AM (C) 7.1
4	WJYW-FM	6 - 3	WYNF-FM (PA) 5.5
5	WSUN-AM	4.8	WQXM-FM (A) 5.3
6	WAMR-AM	4.6	WAMR-FM (PA) 4.6
7	WQXM-FM	4 . 3	WJYW-FM (BM) 4.2
8	WSPB-AM	3.6	WSPB-FM (PA) 3.8
9	WFLA-FM	3.6	WAMR-AM (PA) 3.8
10	WLCY-AM	3.1	WSRZ-FM (A) 3.5
1.1	WTRL-AM	3.1	WLCY-AM (R) 3.1
12	WF LA-AM	2.9	WWBA-AM (BM) 3.1
13	WBRD-AM	2.9	WFLA-AM (PA) 2.9
14	WAMR-FM	2.9	WBRD-AM (C) 2.9
15	WQYK-FM	2 • 9	WSPB-AM (PA) 2.6
16	WKXY-AM	2.4	WFLA-FM (BM) 2.4
17	WWBA-AM	2.2	WQSA-AM (N) 2.4
1.8	WSPB-FM	1.9	WQYK-FM (C) 2.2
19	WRBO-FM	1 9	WTRL-AM (PA) 1.8
20	WENG-AM	1.7	WKXY-AM (R) 1.5
2 1	WWBA-FM	1.7	WYND-AM (R) 1.1
22	WYNF-FM	1 - 4	WPLP-AM (N) 0.9
2 3	WTMP-AM	1 . 4	WOKF-FM (R) 0.9
2 4	WYND-AM	1.0	
2 5	WSST-AM	0.7	

#### **Average Persons** Trends/Rankings

#### Total 12+ M-S, 6am-Midnight POP(00): 2736

A/M '79

1 WDUV -F M
2 WQSR - FM A/M '80 WDUV-FM WWBA-FM WSUN-AM 55 45 26 63 37 32 25 24 3 WQSA-AM

4	M D A M = ESI	20	RANE-EW	
5	WSUN-AM	2 0	WQXM-FM	
M-F, 6-1	0am			
1	WOSR-FM		WDUV-FM	
2	WDUV-FM		WSUN-AM	
3	WS PB-AM		WWBA-FM	
4	WSUN-AM		WYN F-FM	

	4 B + 111	W-171 K - 1 11
-F, 3-7	'pm	
1	W DUV - FM	WDUV-FM
2	WOSR-FM	WWBA-FM
3	WJYW-FM	WSUN-AM
4	WQXM-FM	WYNF-FM
5	WSUN-AM	WQXM-FM

M-S, 6am-Midnight POP(00): 216						
	A/M '79					
1	WQXM-FM	WO				
2	WILCY-AM	WY				

3	WKXY-AM	W K X Y - AM
И-F. 6-	10am	
1	WQXM-FM	WOXM-FM
2	WLCY-AM	WYN F - FM
3	WRBO-FM	W K X Y - A M

M-F, 3-7pm	
1 WQXM-FM	WQXM-FM
2 WKXY-AM	WYNF-FM
3 WOSR-FM	WOKE-FM
Adults 18-34	
N-S, 6am-Midnight	
POP(00): 521	
A/M '79	A/M '80
1 WOSR-FM	WYNF-FM
2 WOXM-FM	WSRZ-FM
3 WLCY-AM	WS PB-FM
4 WSUN-AM	WOXM-FM
5 WTMP-AM	WF L A - AM
M-F, 6-10am	
n-r, b-10am 1 WOSR-FM	W YN F - F M
2 WLCY-AM	WYNF-FM WSPB-FM
3 WQXM-FM	WILCY-AM
4 WFLA-AM	WSUN-AM
5 WSUN-AM	WSRZ-FM
	M242-11
A-F, 3-7pm	
1 WOSR-FM	WSRZ-FM
2 WQXM-FM	WYNF-FM WSPB-FM
3 WLCY-AM	WSPB-FM WOXM-FM
4 WQYK-FM 5 WSUN-AM	WF LA-AM
,	Mt P 4-40
Adults 25-54	
N-S, 6am-Midnight	
OP(00): 802	
A/M *79	A/M '80
I WQSR-FM	WDUV~FM
2 WDUV-FM	WSUN-AM
3 WSUN-AM	WSPB-FM
4 WQYK-FM	WILCY-AM
5 WJYW-FM	WQXM-FM
A-F. 6-10am	
1 WOSR-FM	WSUN-AM
2 WSUN-AM	WDUV-FM
3 WOYK-FM	WLC Y - AM
4 WDUV-FM	WS PB-FM
5 WLCY-AM	WF LA-AM
	W1 E3 30
A-F, 3-7pm	
1 WQSR-FM	W DUV - FM
2 WDUV-FM	WSUN-AM
3 WSUN-AM	WSPB-FM
4 WQYK-FM	WSRZ-FM
5 WLCY AM	WYN F-FM

#### **Cume Persons** Trends/Rankings

Total 12+

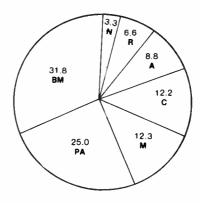
	A/M '79		A/M '80	
1	WDUV-FM	772	WDUV-FM	757
2	WSUN-AM	503	WSUN-AM	494
3	WQSR-FM	433	WWBA-FM	387
4	WF LA - AM	360	WYNF-FM	372
5	WQSA-AM	3 4 5	WAMR-FM	303
M-F, 6-1	0am			
1	WDUV-FM		WDUV-FM	
2	WQSR-FM		WSUN-AM	
3	WSUNHAM		WWBA-FM	
4	WSPB-AM		WYNF-FM	
5	WFLA-AM		WSPB-FM	
M-F, 3-7	pm			
1	WDUV-FM		WDUV-FM	
2	WOSR-FM		WYNF~FM	
3	WSUN-AM		WWBA-FM	
4	WLCY-AM		WSUN-AM	
5	WF LA - AM		WQXM-FM	

Teens			M-F, 3-7pm
M-S, 6ar	n-Midnight		1 W
PUP(0	0): 216		2 W C
	A/M '79	A/M '80	3 WI
			- 4 W
	WLCY-AM	WQXM-FM	5 W
	WKXY-AM	WYNF-FM	
3	WYNF-FM	WLCY-AM	_
M-F, 6-1	0am		
1	W L C Y - AM	WQXM-FM	
2	WQXM-FM	WYNF-FM	Adults 25
3	WKXY-AM	WLCY-AM	M-S. 6am-M
M-F, 3-7	pm		POP(00)
1	WQXM-FM	WOXM-FM	
2	WQSR-FM	WYNF-FM	
3	WKXY-AM	WSPB-FM	1 WI
Adults	18.24		2 W C
	n-Midnight		3 W S
	0): 521		5 WF
	A/M '79	A/M '80	M-F, 6-10am
1	WOSR-FM	WSPB-FM	1 W
2	WILCY-AM	WSI'N - AM	2 W
3	WSUN-AM	WYNF-FM	3 W:
4	WQXM-FM	WSRZ-FM	4 WI
5	WFLA-AM	WQXM~FM	5 W
M-F, 6-10	Dam		M-F, 3-7pm
1	WQSR-FM	WSPB-FM	1 W
	WLCY-AM	WSRZ-FM	2 W
3	WOXM-FM	WSUN-AM	3 W
4	WF LA - AM	WOXM-FM	4 W
5	WSUN-AM	WYNF-FM	5 W

m-r, 3-/ p	HTF1	
1	WQSR-FM	WYN F-FM
2	WQXM-FM	WSRZ-FM
3	WFLA-AM	WSPB-FM
4	WQYK-FM	WQXM-FM
5	WLCY-AM	WOKE-EW
	<b>25-54</b> n-Midnight 0): 802	
	A/M '79	A/M '80
1	WDUV-FM	WSUN-AM
2	WQSR-FM	WDUV-FM
3	WSUN-AM	WSPB-FM
4	WLCY-AM	WFLA-AM
5	WF LA-AM	WKXY-AM
M-F, 6-1	0am	
1	WDUV-FM	WS UN - AM
2	WQSR~FM	WDUV-FM
3	WSUN-AM	WSPB-FM
4	WF LA - AM	WF LA-AM
5		
,	W L C Y - A M	WLCY-AM
		W L C Y - A M
M-F, 3-7		WECY-AM WDUV-FM
M-F, 3-7	pm	
M-F, 3-7	pm WOSR-FM WDUV-FM	WDUV-FM
M-F, 3-7	PM WOSR-FM WDUV-FM WSUN-AM	WDUV-FM WSUN-AM

#### **Format Penetration Chart**

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



#### Format Legend

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

#### Savannah

METRO RANK

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#### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

PO	Р(	00)	:	1	7	7	4
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	A/M '78		A/M 179		A/M 180	
1	WFAS-FM	15.5	WEAS-AM	13.9	WSOK-AM(III) 1	1.9
2	WSCA-AM	$11 \cdot 1$	WSGA-AM	12.5	WEAS-FM(B) 1	1.9
3	WJCL-FM	10.7	WJCL-FM	12.5	WZAT-FM(N) 1	0.1
4	WZAT-FM	9 •6	WSCF-FM	12.5	WJCL-FM(BM)1	0.1
5	WSOK-AM	9.2	WZAT-FM	9.5	WEAS-AM(RL)	9.8
6	WSCF-FM	8 5	WSOK-AM	9.1	WC HY-FM(C)	9.8
7	WTOC-FM	6.3	WEAS-FM	7.1	WSGF-FM(R)	9.1
8	WXLM-FN	6 3	WTO C-AM	5.7	WSCA-AM(R)	7.3
9	WKBX-AM	5.9	WKBX-AM	4.7	WWSA-AM(PA)	5 • 2
10	WEAS-AM	5.9	WXLM-FM	3.7	WHHR-FM(BM)	3 - 1
1 1	WQQT-AM	4.4	WQQT-AM	3.7	WXLM-FM(A)	2.8
1 2	WTOC-AM	3.3	WTOC-FM	2 • 7	WOOT-AM(C)	2.8
1 3	WGEC-FM	0.7	W N M T - A M	0 • 3	WNMT-AM(M)	2.4
1 4					WGEC-FM(C)	1.7
15					WKBX-AM(PA)	1.4

#### Average Persons Trends/Rankings

10tal 12+	
VI-S, 6am-Mi	dnight
001001	

W-S,	6	am-	M	lid	nig	h	ŧ	
ΛÞ	1	00			- 1	7	7	z.

UP(	00): 17/4					
	A/M '78		A/M 179		A/M '80	
1	WEAS-FM	42	WEAS-AM	41	WSOK-AM	3
2	WSGA-AM	30	WS GA-AM	37	WEAS-FM	3
3	WJCL-FM	29	WJ CL-FM	37	WZAT-FM	21
4	WZAT-FM	26	WSGF-FM	37	WJCL-FM	2
5	WSOK-AM	25	WZA T-FM	28	WEAS-AM	2 8
M-F, 6-	1 0am					
1	WZAT-FM		WZAT-FM		WZAT-FM	
2	WEAS-FM		WJCL-FM		WCHY-FM	
3	WSOK-AM		WSCF-FM		WSOK-AM	
4	WSGA-AM		WSGA-AM		WSGF-FM	
5	WSGF~FM		WSOK-AM		WJCL-FM	
M-F, 3-7	7pm					
1	WEAS-FM		WEAS-AM		WEAS-FM	
2	WSGA-AM		WSGA-AM		WJCL-FM	
3	WJCL-FM		WJCL-FM		WEAS-AM	
4	WZAT-FM		WSGF-FM		WS CA-AM	
5	WXLM-FM		WZAT-FM		WCHY-FM	
Teens						
M-S, 6a	m-Midnight					
POP(	00): 240					
	A/M 178		A/M '79		A/M 180	
1	WEAS-FM		WSGF-FM		WSCF-FM	
2	WSCA-AM		WSGA-AN		WEAS-FM	
3	WSGF-FM		WZAT FM		WSGA-AM	

WSCF-FM WSCA-AM

WZAT FM

WSGF-FM

WSGA-AM WEAS-AM

WSGF-F#

WEAS-FM

WS CA-AM

WEAS-FM

WSCF-FM WSOK-AM

#### 2 WSGA-AM 3 WSOK-AM Adults 18-34

M-F. 6-10am

M-F, 3-7pm

1 WEAS-FM

2 WSGA-AM 3 WSGF-FM

m-2, centi-mignight		
POP(00): 655		
A/M 178	A/M 179	A/M '80
1 WEAS-FM	WSGF-FM	WEAS-FM
2 WSGA-AM	WSCA-AM	WSOK-AM
3 WSGF-FM	WEAS-AM	WCHY-FM
4 WXLM-FN	WZAT-FM	WZAT-FM
5 WZAT-FM	WSOK-AM	WSGF-FM
VI-F, 6-10am		
1 WSGA~AM	WSCF-FM	WC H Y-FM
2 WEAS-FM	WSGA-AM	WZAT-FM
3 WSGF-FM	WSO K - A 11	WEAS-FM
4 WXLM-FM	WEAS-AM	WSOK-AM
5 WZAT-FM	WZAT-FM	WSGF-FM
W-F, 3-7pm		
1 WEAS-FM	WSGA-AM	WEAS-FM
2 WSGA-AM	WSGF-FM	WEAS-AM
3 WXLM-FM	WZ A T - F M	WSGA-AM
4 WSGF-FM	WEAS-AM	WSOK-AM
5 WZAT-FM	WXLM-FM	WCHY-FM

#### Adults 25-54

#### M-S, 6am-Midnight POP(00): 797

.01(	007. 797		
	A/M '78	A/M 179	A/M '80
1	WEAS-FM	WSCA-AM	WCH Y-FM
2	WJCL-FM	WJCL-FM	WZAT-FM
3	WTOC-FM	WEAS-AM	WJCL-FM
4	WSGA-AM	WSOK-AM	WSOK-AM
5	WZAT-FM	WZAT-FM	WEAS-FM
M-F, 6	10am		
1	WZAT-FM	WSGA-AM	WZAT-FM
2	WSOK-AM	WZAT-FM	WCHY-FM
3	WEAS-FM	WSOK-AM	WJCL-FM
4	WQQT-AM	WK BX-AM	WSOK-AM
5	WTO C-FM	WJCL-FM	WSGF-FM
M-F, 3-	7pm		
1	WEAS-FM	WSCA-AM	WCHY-FM
2	WJCL-FM	WJCL-FM	WJCL-FM
3	WSGA-AM	WEAS-AM	WEAS-AM
4	W TO C - F M	WSOK-AM	WZAT-FM
5	WA-TOOW	WSCF-FM	WSGA-AM

#### Cume Persons Trends/Rankings

#### Total 12+ M-S, 6am-Midnight

404	(00): 1//4					
	A/M '78		A/M 179		A/M 180	
1	WSGAHAN	545	WSGA-AM	479	WZAT-FH	451
2	WZAT-FM	388	WSGF-F::	443	USGE-FM	403
3	WEAS-FM	373	WZ A THILL	424	WJCL-FM	362
4	WSOK-AM	365	WSOK-AM	340	WSOK-AM	358
5	WK BX - AM	347	WJCL-FM	307	WS GAHAII	348
W-F. 6	-10am					
1	WSCA-AM		WSGA-AM		WZAT-FM	
2	WEAS-FM		USGE-EN		USCE-FH	

M+-, 6-10am		
1 WSGA-AM	WS CA - AM	WZAT-FM
2 WFAS-FM	USGF-FM	WS GF-FM
3 WSOK-AM	WSOK-AN	WSOK-AM
4 WZAT-FM	WZAT-FM	UFAS - FIL
5 WSGF-FM	WEAS AM	VS GAHAM
M-F, 3-7pm		
1 WSGA-AM	VSCF-F*	!'ZAT-F!
2 WFAS-FM	WZAT-FM	WS GF-FM
3 WSOK-AM	WSCA+AM	WEAS-EM
4 WKBX-AM	WEASHAM	WJCL-EN
5 WSGF-IM	WJ CL-FM	WSGA-AT

#### Teens M-S, 6am-Midnight POP/001.

A/M '78	A/M 179	A/M '80
1 WSGA-AM	WSGF-F:	USGF-FM
2 WSGF~FM	WSCA-AM	WS GAHAM
3 WZAT-FM	WZAT-Fit	WZAT-F11
A-F, 6-10am		
1 WSGA-A11	WS GF-FM	WSGF-FM
2 WSGF-FM	WSGA-AM	WSGAHAM
3 WFAS-FM	WZAT FM	WEAS-FM
A.F. 3.7nm		

WXI.M-FM

WSCA-AM

#### 2 WEAS-FM 3 WSOK-AM

4 WZAT-FM

1 115.54 434	110 C B B 11	
A/M '78	A/M '79	A/M '80
POP(00): 655		
Adults 18-34 M-S, 6am-Midnight		
3 WSOK-A:1	WZAT-FM	WZ A T - F M
2 WEAS-FM	WSGA-AM	WEAS-FM
1 WSGA-AM	WSGF-FM	WSGF-FM

1 WSGA-AM	WSGF-FM	WSGF-FN
2 WSGF-FM	WSGA-AM	WZAT-FM
3 WEAS-FM	WZAT-FM	WEAS-FI1
4 WZAT-FM	WSOK-AM	WSGA-AM
5 WSOK-AM	WFAS-AM	WSOK-AM
-F, 6-10am		
1 WSGA-AM	WSGF-FM	WSGF-FM
2 WEAS-FM	WSGA-AM	WZA T-FM
3 WSGF-FM	WSOK-AM	WEAS-FM
6 117 AT FA	110 . 0	

4 WZAT-FM 5 WSOK-AM	WEAS-AM WZAT FM	WSGA-AM WSOK-AM
M-F, 3-7pm		
1 WSGA-AM	WSCF-FM	WZAT-FM
2 WEAS-FM	WZAT-FM	WSGF-FH
3 WSGF-FM	WEAS-AM	WFAS-FM

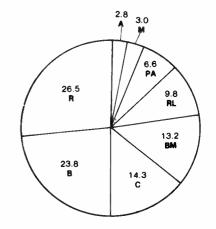
WSGA-AM

WEAS-FM

#### Adulte 25-54

M-S, 6am-Midnight	
POP(00): 797	
A/M 178	A/M '79

1	WSGA-AM	WSGA-AM	WZAT-FM
2	WTOC-FM	WZAT-FM	WJCL-FM
3	WEAS-FM	WJCL-FM	WC H Y - F M
4	WKBX-AM	WSOK-AM	WSO K-AM
5	WSOK-AM	WK BX - AM	WSGF-FM
M-F, 6-	10em		
1	WTO C-FM	WSOK-AM	WZAT-FM
2	WSOK-AM	WSGA-AM	WJCL-FM
3	WSGAHAM	WZAT-FM	WCHY-FM
4	WKBX-AM	WJ CL-F!1	WSOK-AM
5	WEAS-FM	WKPX-AM	WSGF-FM
M-F, 3-	7pm		
1	WEAS-FM	WSGA-AM	WJCL-FM
2	WSGA-AM	WJCL-FM	WCHY~FM
3	WTO C-FM	WSOK-AM	WZAT-FM
4	WKBX-AN	WSGF-FM	WEAS-AM
5	WJCL-F#	WEAS-AM	WSCF-FM



#### Format Legend

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

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#### Seattle-Everett-Гасота

METRO RANK

17

#### A/M '80 Market Overview

There are several factors for persons reviewing this market to keep in mind. Seattle was one of the first areas to have the 12-week Arbitron surveys. Biven that the Spring QM sweep began in late February and went through mid-May, sports could have been a factor influencing the ratings. KIRO carries Sonics basketball which was in progress throughout virtually the entire sweep. KVI carries Mariners baseball, which was also prevalent during the survey. With the sports impact, we suggest that comparisons be done on a spring-sweep versus spring-sweep basis.

KIRO, while still tops in the market, continued to slip in overall appeal. The same malady hit KOMO and KSEA in their 25-54 shares too. KZAM was the new 18-34 leader, while KPLZ continued a healthy rise

The 25-54 audience has been a virtual preserve for Bonneville's KIRO, but the audience is becoming more fragmented, eroding some of the station's share.

Last spring, when the Sonics won the NBA title, KIRO had a mid-12 figure. This spring, with the Sonics in the thick of it again, the station garnered a mid-10 share. A heavy campaign of TV and busboards was used by the station during the extended survey. KOMO and KSEA each had a number in the high 6 range, down from last spring's estimates.

Mariners baseball helped KVI last year to an 8 share in the 25-54 group, but this spring the magic must have worn off as the station slid to a mid-5 figure. A possible explanation for the slippage was the station's change of format from Pop/Adult to News/Talk

Stations that succeeded in boosting their 25-54 shares included a new competitor for KSEA, KBRD, and AOR KZAM. Both stations earned better than a 5 share this sweep. KING, which is now in the mid-4 bracket, was up 50% from last spring.

There was stiff competition among stations gunning for the 18-34 audience. KZAM and KISW made big moves up to the mid-8 range, while former leader KZOK slipped 40% since last spring. KJR was down one-third from last year, but FM competitor KPLZ was on the upswing, just below an 8 share while KJR is at the 6 share plateau. Musically, KZAM went to softer AOR, KISW used the Superstars format, and KPLZ added more oldies to its rock sound.

, .	KIRO-AM	KIRO-AM	KIRO AM
-		KIKO-AM	KOMO-AM
_	KAI -WW		
-	KOMO-AM	KAI -WW	KVI -AM
4	KJR -AM	KJR -AM	KJR -AM
5	KSEA-FM	KIXI-FM	KSEA-FM
6	KMPS-FM	KSEA-FM	KMPS-FM
7	KING-AM	K IN G-AM	KM PS - AM
8	KZAM-FM	KZAM-FM	KBRD-FM
9	KMPS-AM	KING-FM	KING-AM
10	KVI -FM	KM PS-FM	KZ AM -FM
A-F. 3-	7pm		
1	KI RO-AM	KIRO-AM	KIRO AM
2	KSEA-FM	KVI -AM	KSEA-FM
3	KVI -AM	KOMO-AM	KOMO-AM
4	KOMO-AM	KSEA-FM	KING-AM
5	KJRAM	KJR -AM	KZAM-FM
6	KMPS-AM	KM PS - FM	KJR -AM
7	KMPS-FM	KEZX-FM	KVI -AM
8	KVI -FM	KM PS - AM	KM PS-FM
	KEZX-FM	KIXI-FM	KPLZ-FM
10	KING-AM	KING-FM	KBRD-FM

#### Cume Persons Trends/Rankings

POP(00): 16037

	A/M '79		O/N '79		A/M '80	
1	KIRO-AM	4556	KIRO-AM	4567	KIRO-AM	4286
2	KJR -AM	3244	KOMO-AM	3819	KOMO-AM	3098
3	KING-AM	2644	KJR -AM	3302	KJR -AM	2827
4	KOMO-AM	2622	KING-AM	2484	KING-AM	2471
5	KVI -AM	2526	KZOK-FM	2184	KISW-FM	2033
6	KZOK-FM	1932	KVI -AM	2118	KZOK-FM	1912
7	KVI -FM	1902	KSEA-FM	2057	KVI -AM	1909
. 8	KSEA-FM	1758	KISW-FM	1923	KSEA-FM	1878
9	KYYX-FM	1556	KYYX-FM	1843	KYYX-FM	1715
	KISW-FM	1507	KTAC -AM	1419	KPLZ-FM	1562
M-F. 6-	10am					
1	KIRO-AM		KIRO-AM		KIRO-AM	
2			KOMO-AM		KOMO-AM	
3			KJR -AM		KJR -AM	
4			KVI -AM		KVI -AM	
5			KING-AM		KING-AM	
-	KZOK-FM		KISW-FM		KISW-FM	

KZOK-FM	KI2M-IM	KIS#-FM
KVI -FM	K SE A -F M	KSEA-FM
KSEA-FM	KYYX-FM	KPLZ-FM
KYYX-FM	KZOK-FM	KZ OK-FM
KTAC-AM	KTAC-AM	KYYX-FM
'pm		
KIRO-AM	KIRO-AM	KIRO-AM
KJR -AM	KJR -AM	KJR -AM
KOMO-AM	KOMO-AM	KOMO-AM
KING-AM	KING-AM	KISW-FM
KVI -AM	KZOK-FM	KING-AM
KZOK-FM	KISW-FM	KSEA-FM
KSEA-FM	KYYX-FM	KZOK-FM
KVI -FM	KSEA-FM	KPLZ-PM
KISW-FM	KVI -AM	KYYX-FM
KTYX-FM	KTAC-AM	KVI -AM
	RVI - FM KSEA- FH KTYX-FM KTAC-AM PM KIRO-AM KJR - AM KOMO-AM KING-AM KVI - AM KZOK-FM KZOK-FM KSEA-FM KVI - FH KISW-FM	RVI - FM

Teens	
M-S, 6am-Midr	night

POP(00): 1958		
A/M '79	O/N '79	A/M '80
1 KJR -AM	KJR -AM	KJR -AM
2 KVI -FM	KISW-FM	KISW-FM
3 KING-AM	KYYX-FM	KZOK-FM
M-F, 6-10am		
1 KJR -AM	KJR -AM	KISW-FM
2 KZOK-FM	KISW-FM	KJR -AM
3 KVI -FM	KYYX-FM	KZOK-FM
M-F, 3-7pm		
1 KJR -AM	KJR -AM	KISW-FM
2 KVI -FM	KISW-FM	KJR -AM
3 KYYX-FM	KYYX-FM	KZOK-FM

Adults 18-34	
M-S, 6am-Midnight	

POP(	00): 6433			
	A/M '79	O/N '79	A/M 180	
1	KJR -AM	KJR -AM	KJR -AM	
2	KING-AM	KIRO-AM	KING-AM	
3	KIRO-AM	KZOK-FM	KIRO-AM	
4	KZOK-FM	KING-AM	KZOK-FM	
5	KISW-FM	KISW-FM	KISW-FM	
6	KVI -FM	KYYX-FM	KYYX-FM	
7	KVI -AM	KOHO-AH	KPLZ-FM	
8	KYYX-FM	KTAC-AM	KZAM-FM	
9	KTAC-AM	KPLZ-FM	KOMO-AM	
10		KZAM-FM	KTAC-AM	
M-F, 6	sm-10am			
1	KJR -AM	KJR -AM	KJR -AM	
2	KING-AM	KIRO-AM	KING-AM	
3	KIRO-AM	K IN G-AM	KIRO-AM	
4	KZOK-FM	KZOK-FM	KISW-FM	
5	KISW-FM	KISW-FM	KZAM-FM	
6	KZAM-FM	KYY X-FM	KP LZ - FM	
7	KTAC-AM	KTAC-AM	KZOK-FM	
8	KVI -AM	KVI -AM	KYYX-FM	
9	KYYX-FM	KZAM-FM	KNBQ-FM	
10	KVI -FM	KPLZ-FM	KOMO-AM	

Average Persons 12+ Share Trends Monday-Sunday, 6em-Midnight PO P(00): 16037							
	A/M '79		O/N '79		A/M '80		
1	KIRO-AM	11.1	KIRO-AM	10.2	KIRO-AM (M)	8 .	
2	KSEA-PM	7.4	KOMO-AM	9.8	KOMO-AM PA	7.	
_					W CE 4 EM		

0, (	00). 100				
	A/M '79		O/N '79		A/M '80
1	KIRO-AM	11.1	KIRO-AM	10.2	KIRO-AM (M) 8.9
2	KSEA-FM	7.4	KOMO-AM	9.8	KOMO-AM (PA) 7.8
3	KJR -AM	7.0	KSEA-FM	6 - 2	KSEA-FM (MM) 5 - 9
4	KOMO-AM	6.3	KJR -AM	6.0	KISW-FM(A) 5.7
5	KVI -AM	5 - 6	KISW-FM	5.7	KJR -AM (4) 4.9
6	KZOK-FM	5.5	KYYX-FM	4.9	KPLZ-FM (4) 4-6
7	KVI -FM	4.1	KZOK-FM	4.7	KZAM-FM(A) 4.6
8	KMPS PM	3.7	KVI -AM	4.4	KVI -AM (1) 4 - 0
9	KYYX-PM	3.5	KEZX-FM	4.3	KBRD-PH (000) 3 8
10	KEZX-FM	3.3	KIXI-FM	3.9	KZOK-FM(A) 3.7
11	KING-AM	3.3	KING-FM	3 - 2	KYYX-FM (4) 3.7
12	KISW-FM	3.1	KING-AM	3.0	KEZX-FM (000) 3.7
13	KTAC-AM	3.1	KPLZ-FM	3.0	KING-AM PA) 3.4
14	KMPS-AM	2.8	KZAM-FM	3.0	KMPS-FM(C) 3.1
15	KZAM-FM	2.8	KTAC-AM	2.9	KNBQ-FM (4) 2.7
16	KIXI-FM	2 - 6	KMPS-FM	2.5	KIXI-AH (****) 2.6
17	KI XI · AM	2.0	KY AC -AM	2.4	KIXI-FM (PA) 2.5
18	KNBQ-FM	2.0	KBR D-FM	2.1	KMPS-AM (C) 2.5
19	KBR D-FM	2.0	KMPS-AM	2.0	KING-FM (CL) 2.1
20	KGDN-AM	2.0	KIXI-AM	1 2	KBIQ-FM (ML) 2.0
2 1	KI NG-FM	1 • 9	KWYZ-AM	1.2	KTAC-AM (M) 1.8
22	KYAC-AM	1.9	KNBQ-FM	1.2	KYAC-AM (#) 1.8
23	KBIQ-FM	1 - 7	KAYO-AM	1.1	KGDN-AM (NL) 1.5
24	KAYO-AM	1.6	KGDN-AM	1 - 1	KAYO-AH (0) 1.3
25	KMO -AM	0.8	KZOK-AM	1.1	KWYZ-AM (C) 1.2
26	KXA -AM	0 - 7	KBIQ-FM	1.0	KXA -AH (CL) 1.0
27	KWYZ-AM	0.7	KLAY-FM	0.6	KMO -AM(C) 0.8
28	KZOK-AM	0.6	KXA -AM	0.6	KZOK-AM (A) 0.8
29	KLAY-FM	0.6	KRKO-AM	0.4	KTNT-AM PA) 0.8
30	K ZA M~AM	0.5			KRPM-FM(C) 0.4
3 1	KTNT-AM	0.5			
3.2	KGO -AM	0.3			

#### **Average Persons Trends/Rankings**

A-S, Bam-Midr	night
OP(00):	16037

10 KEZX-FM

M-5, B	im-wianigm					
POP(	00): 1603	7				
	A/M '79		O/N '79		A/M '80	
1	KIRO-AM	267	KIRO-AM	240	KIRO-AM	222
2	KSEA-FM	178	KOHO AM	231	KOMO-AM	195
3	KJR -AM	168	KSEA-FM	147	KSEA-FM	148
4	KOMO-AM	152	KJR -AM	141	KISW-FM	143
5	KVI -AM	135	KISW-FM	135	KJR -AM	123
6	KZOK-PM	133	KYY X-FM	115	KPLZ-FM	114
7	KVI -FM	99	KZOK-FM	110	KZAM-FM	114
8	KMPS-FM	89	KVI -AM	103	KVI -AM	100
9	KYYX-FM	83	KEZX-FM	101	KBRD-FM	96
10	KEZX-PM	80	KIXI-FM	92	KZOK-FM	93
MF, 6	10em					
1	KIRO-AM		KIRO-AM		KIRO-AM	
2	KOMO-AM		KOMO-AM		KOMO-AM	
3	KVI -AM		KJR -AM		KVI -AM	
4			KVI -AM		KJR -AM	
5			KISW-FM		KISW-FM	
6	KZOK-FM		KSEA-FM		KSEA-FM	
7	KING-AM		KIXI-FM		KPLZ-FM	
8	KVI -FM		KTYX-FM		KING-AM	
9	KMPS-FM		KZOK-FM		KIXI-AM	
10	KZAM-FM		KTAC-AM		KMPS-FM	
M-F, 3	-7pm					
1	KIRO-AM		KIRO-AM		KIRO-AM	
2	KSEA-FM		KOMO-AM		KOMO-AM	
3	KJR -AM		KJR -AM		KISW-FM	
4	KOMO-AM		KISW-FM		K SEA-FM	
5	KVI -AM		KYYX-FM		KJR -AM	
6	KZOK-FM		KSEA-FM		KPLZ-FM	
7	KVI -FM		KZOK-PM		KZAM-FM	
	KMPS FM		KEZX-FM		KZOK-FM	
9	KING-AM		KAI -WW		KYYX-FM	

KPI.Z-FM

KING-AM

#### -Midnight POP(00): 1958 A/M '79 O/N '79 A/M 180 KJR -AM KVI -FM KJR -AM KISW-FM KISW-FM 3 KYYX-FM KZOK-FM KTYX-PM M-F. 6-10am 1 KJR -AM KJR -AM KISW-FM KISW-FM KZOK-FM 3 KVI -FM M-F, 3-7pm KISW-FM K.IR -AM KISW-FM 2 KZOK-PM 3 KVI -FM KYYX-FM KJR -AM KJR -AM KNBQ-FM Adults 18-34 POP(00): 6433 A/M '79 O/N '79 A/M '80 KZOK-FM KJR -AM KIRO-AM KZOK-FM KISW-FM KJR -AM KYYX-FM KZAM-FM KISW-FM KZAM-FM KING-AM KISW-FM KZOK-FM KIRO-AM KJR -AM KYY X-FM KZAM-FM KSEA-FM KVI -FM KYYX-FM KIRO-AM KIXI-FM KPLZ-FM KSEA-FM KTAC-AM KING-AM KNBQ-FM KSEA-FM 10 KTAC-AM W-F, 6-10am KJR -AM KPLZ-FM KIRO-AM KJR -AM KIRO-AM KJR -AM KZOK-FM KISW-FM KIRO-AM KING-AM KISW-FM KV1 -AM KING-AM KVI -AM KZAM-FM KTAC-AM KZAM-FM KYYX-FM KZOK-FM KISW-FM KTAC-AM KVI -FM KIXI-FM KYAC-AM KYYX-FM KNBQ-FM KZAM-FM 10 KSEA-FM M-F, 3-7pm KZOK-FM KJR -AM KZAM-FM KZOK-FM KISW-FM KZAM-FM KJR -AM KPLZ-FM KISW-FM KJR -AM KYYX-FM KSEA-FM KING-AM KZOK-FM KYYX-FM KISW-FM KIRO-AM KPLZ-FM 7 KIRO-AM 8 KTAC-AM 9 KVI -FM 10 KVI -AM KING-AM KNBO-FM KSEA-FM KSEA-FM Adults 25-54 POP(00): 7735 A/M '79 O/N '79 A/M '80 KIRO-AM KIRO-AM KIRO-AM

Data from Market Buy Market

KING-FM

KOMO-AM KSEA-FM

KVI -AM

KIXI-FM KJR -AM KEZX-FM

KVI -AM KOMO-AH

KJR -AM KMPS-FM

KEZX-FM

KZAM-FF

KZOK-FF

KOMO-AM KSEA-FM

KZAM-FM

KVI -AM KBRD-FM

KMPS-FM

KPLZ-FF

# Data from Market Buy Market TM

#### **Shreveport**

METRO RANK

(101)

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

00): 290	9				
A/M 178		A/M '79		A/M 180	
KOK 4-4M	19.0	KWKH-4M	15.3	KWKH-AM(C)	7.3
KEEL-4M	16.1	KOKA-4M	14.8	KOKA-AM(B)	15.9
KWKH-AM	11.5	KEE L-AM	13.0	KEEL-AMPO	14.5
KCOZ-FM	9.4	K COZ-FM	12.7	KRMD-FM(C)	12.0
KRMD-FM	8.5	KRMD - 4M	8.9	K COZ-FM(BMA)	0.0
KCIJ-4M	8.3	KROK-FM	8.9	KMBO-FM(A)	7.0
KROK-FM	7.3	KCIJ-4M	8.7	KCIJ-4M(RL)	6.4
KRMD-AM	6.7	KRMD-FM	5.1	KROK-FM(FO	6.1
KMBQ-FM	4.8	KMBQ-FM	3.8	KRMD-4M(C)	4.5
KEPT-FM	1.8	KBCL-AM	2.5	KBCL-4M(PA)	1.4
KBCL-4M	1.4	KEPT-FM	2.5	K 45 0 - 4M(PA)	1.1
KASO-AM	1.1	K 4S 0 - 4M	1.8	KEPT-FM(PL)	1.1
	A/M '78  KOK 4-AM  KEEL-AM  KWKH-AM  KCOZ-FM  KRMD-FM  KROK-FM  KRMD-AM  KRMD-AM  KRMD-AM  KRMD-AM  KRMD-AM  KRMD-AM  KRMD-AM  KRMD-AM	KOK 4-AM 19.0 KEEL-AM 16.1 KWKH-AM 11.5 KCOZ-FM 9.4 KRMD-FM 8.5 KCIJ-AM 8.3 KROK-FM 7.3 KRMD-AM 6.7 KMBQ-FM 4.8 KEPT-FM 1.8 KBCL-AM 1.4	A/M '78	A/M'78  KOKA-AM 19.0  KKEL-AM 16.1  KWKH-AM 17.5  KCOZ-FM 9.4  KCOZ-FM 12.7  KCOZ-FM 8.3  KCIJ-AM 8.3  KCOK-FM 7.3  KCIJ-AM 8.7  KCIJ-AM 9.7  KCIJ-A	A/M '78  A/M '79  A/M '79  A/M '79  A/M '80  A/M

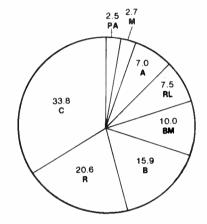
#### Average Persons Trends/Rankings

Average	Pers	ons Tren	ds/Rankings
Total 12+			
M-S, 6am-Midnight			
POP(00): 2909 A/M '78		A/34 170	4 704 100
1 KOKA-AM	83	A/M '79 KWKH-AM	A/M '80
2 KEEL-AM	70	KOKA-AM	60 KWKH-4M 58 KOK4-4M
3 KWKH-AM	50	KEE L-AM	51 KEEL-AM
4 KCOZ-FM	41	KCOZ-FM	50 KRMD-FM
5 KRMD-FM	37	KRMD-4M	35 KCOZ-FM
M-F, 6-10am			
1 KOKA-AM 2 KEEL-AM		KWKH-AM	KW KH – 4M
3 KWKH-AM		KEEL-AM Koka-am	KEEL-AM KOKA-AM
4 KRMD-FM		KCOZ-FM	KRMD-FM
5 KCIJ-AM		KRMD-AM	KCOZ-FM
M-F, 3-7pm			
1 KOK4-4M		KEE L-AM	KOK4-4M
2 KEEL-4M 3 KWKH-4M		KWKH-AM	KW KH - 4M
4 KCIJ-AM		KOKA-AM KCIJ-AM	KEEL-AM KRMD-FM
5 KROK-FM		KROK-FM	KROK-FM
Teens			
M-S, 6em-Midnight			
POP(00): 408			
A/M '78		A/M 179	A/M '80
1 KEEL-4M		KEE L-AM	KOKA-AM
2 KOK4-4M		KOK4-4M	KROK-FM
3 KROK-FM		KROK-FM	KEE L - 4M
W-F, 6-10am			
1 KEEL-AM 2 KOKA-AM		KEE L-AM	KOK4-4M
2 KOK4-4M 3 KROK-FM		KROK-FM Koka-am	KEEL-AM
A-F, 3-7pm		KOKT III	K ROK-FM
1 KOK4-4M		KOK4-4M	KOKA-AM
2 KEEL-AM		KROK-FM	KROK-FM
3 KROK-FM		KEEL-4M	KEEL-4M
A/M 178		A/M '79	A/M 180
1 KOKA-AM 2 KEEL-AM		KOKA-AM KEE L-AM	KOK4-4M
3 KROK-FM		KROK-FM	KEE L-4M KRMD-FM
4 KMBQ-FM		KMBQ-FM	KM BQ -FM
5 KWKH-4M		KRMD-FM	KW KH - AM
I-F, 6-10am			
1 KOKA-AM		KEEL-AM	KEE L-4M
2 KEEL-4M 3 KMBO-FM		KOK4-4M	KOK4-4M
3 KMBQ-FM 4 KRMD-FM		KRMD-FM Krok-fm	KRMD-FM KWKH-4M
5 KROK-FM		KMBQ-FM	KM BQ -FM
I-F, 3-7pm			· · · · · · · · · · · · · · · · · · ·
1 KEEL-AM		REEL-4M	KOK4-4M
2 KOK4-4M		KROK-PM	KEEL-AM
3 KROK-FM 4 KWKH-4M		KOK4-4M KRMD-4M	KRMD-PM
5 KCIJ-AM		KMBQ-PM	KW KH – 4M Kmbo – Pm
Adults 25-54			
I-S, 6am-Midnight			
OP(00): 1336			
A/M '78		A/M 179	A/M '80
1 KOKA-AM		KCOZ-FM	KEEL-AM
2 KWKH-4M		KEEL-AM	KRMD-FM
3 KEEL-AM		KOK4-4M	KWKR-4M
4 KRMD-FM 5 KCOZ-FM		KWKH-4M	KOK4-4M
		KRMD-4M	KCOZ-FM
HF, 6-10am 1 KOKA-AM		FFF 1 4 M	ver
2 KEEL-AM		KEEL-4M KCOZ-FM	KEEL-4M KWKH-4M
3 KWKH-AM		KWKH-AM	KWKH-4M KRMD-FM
		KOK4-4M	KOK4-4M
4 KRMD-FM			KCOZ-FM
		KRMD-4M	
4 KRMD-FM 5 KCOZ-FM 4-F, 3-7pm		KRMD-4M	
4 KRMD-FM 5 KCOZ-FM 4-F, 3-7pm 1 KWKH-AM		KEE L-AM	KWKH-4M
4 KRMD-FM 5 KCOZ-FM 4F,3-7pm 1 KWKH-AH 2 KOKA-AM		REE L-AM KWKH-AM	KWKH – 4M Keel – 4M
4 KRMD-FM 5 KCOZ-FM 4-F, 3-7pm 1 KWKH-AM		KEE L-AM	KWKH-4M

#### Cume Persons Trends/Rankings

Cume Persons Trends/Rankings					
Total 12+					
M-S, 6em-Midnight					
POP(00): 2909 A/M '78	•				
		A/M '79		A/M '80	
1 KEEL-AM	995	KEE L-AM	908	KEEL-AM	976
2 KOKA-AM 3 KWKH-AM	783 705	KW KH - 4M	814	KW KH - AM	8 82
4 KROK-FM	51.8	KOKA-AM KRMD-AM	663 589	KOKA-AM KRMD-FM	684 55
5 KCOZ-FM	472	KROK-FM	535	KROK-FM	51
M-F, 6-10am					
1 KEEL-AM		KEE L-4M		KEE L-AM	
2 KOK4-4M		KWKH-AM		KW KH - AM	
3 KWKH-4M		KOK4-4M		KOK4-4M	
4 KCOZ-FM		KRMD-4M		KRMD-FM	
5 KCIJ-AM		KROK FM		KCOZ-FM	
M-F, 3-7pm					
1 KEEL-AM		KEE L - AM		KEEL-4M	
2 KOK4-4M 3 KWKH-4M		KW KH - 4M		KOK4-4M	
4 KROK-FM		KOK4-4M KROK-FM		KWKH-4M	
5 KCIJ-AM		KRMD-4M		KROK-FM KRMD-FM	
				KKHD-FH	
Teens M-S, 6am-Midnight					
POP(00): 408					
A/M '78		A/M '79		A/M '80	
1 KEEL-AM		KEE L-AM		KROK-FM	
2 KOKA-AM		KOKA-AM		KEEL-AM	
3 KROK-FM		KROK-FM		KOK4-AM	
M-F, 6-10am					
1 KEEL-AM		KEE L-AM		KOKA-AM	
2 KOK 4 ~ 4M		KOK4~4M		KEEL-4M	
3 KROK-FM		KROK-FM		KROK-FM	
M-F, 3-7pm					
1 KOK4-4M		KEE L-AM		KROK-FM	
2 KEEL-AM		KOK4-4M		KOK4-4M	
3 KROK-FM		KROK-FM		KEE L-AM	
Adults 18-34					
M-S, 6am-Midnight					
POP(00): 1017 A/M '78		A/M '79		A/86 180	
1 KEEL-4M				A/M '80	
2 KOKA-AM		KEEL-4M KROK-FM		KEEL-AM KOKA-AM	
3 KROK-FM		KOK4-4M		KROK-FM	
4 KMBQ-FM		KRMD-AM		KRMD-FM	
5 KCOZ-FM		KRMD-FM		KMBQ-FM	
4-F, 6-10am					
1 KEEL-4M		KEE L-AM		KEE L - AM	
2 KOK4-4M		KOK4-4M		KOKA-AM	
3 KROK~FM		KROK-FM		KROK-FM	
4 KCOZ-FM		KMBQ-FM		KRMD-FM	
5 KMBQ-FM		KRMD-4M		KMBQ-FM	
4-F, 3-7pm					
1 KEEL-AM		KEE L-AM		KOK4-4M	
2 KOKA-AM 3 KROK-FM		KROK-FM		KEEL-AM	
4 KMBQ-FM		KOKA-AM KRMD-AM		KMBQ-FM	
5 KWKH-AM		KMBO-FM		KROK-FM KWKH-AM	
2 8888 38		Tarbo Fr		NW KN T 4 M	

	s 25-54 ım-Midnight		
POP(	00): 1336		
	A/M '78	A/M '79	A/M '80
1	KEEL-4M	KEE L-AM	KEE L-4N
2	KWKH-4M	KWKH-AM	KRMD-F
3	KOKA-AM	KRMD-4M	KW KH - 4N
4	KCOZ-FM	KCOZ-FM	K OK 4 - 41
5	KRMD FM	KOK4-4M	KCOZ-F!
M-F, 6-	10am		
1	KEEL-AM	KEE L-AM	KEE L - 41
2	KWKH-4M	KW KH – AM	KRMD-FI
3	KOK4-4M	KRMD-AM	KW KH - 41
4	KRM D-FM	KOKA-AM	KCOZ-FI
5	KCOZ-FM	KCOZ-FM	KOK4-41
M-F, 3-	7pm		
1	KEEL-4M	KEE L-AM	KEE L-41
2	KOKA-AM	KW KH - AM	KW K H - 41
3	KWKH-4M	KRMD-AM	KOKA-41
4	KCOZ-FM	KOK 4-4M	KRMD-FI
5	KRMD-4M	KCOZ-FM	KCOZ-FI



#### Format Legend

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

# Data from Market Buy Market TM

#### Sioux Falls

METRO RANK



#### verage Persons 12+ Share Trends

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-		^	_	٠.	_			۰					

	A/M 178		A/M '79		A/M 'B0
1	KSOO-AM	24.8	K SOO - AM	22.7	KS00-AM (PA) 17.2
2	KEL O-AM	17.9	KK RC - AM	13.6	KELO-AM (R) 13.8
3	KISD-AM	14.5	KELO-AM	12.1	KK RC - AM (R) 12.5
4	KEL O-FM	13.7	KXRB-AM	12 • 1	KELO-FM (840)12.1
5	KX RB - AM	11.1	KELO-FM	10.6	KPAT-FM (P) 9-5
6	KPAT-FM	6.0	KPAT-FM	8.3	KLYX-FM (A) 8.6
7	KIOV-FM	5.1	KIOV-FM	6.1	KIOV-FM (C) 6.9
8	KLYX-FM	0.9	KLYX-FM	4.5	KXRB-AM (C) 4.3
9	KLYX-AM		WNAX-AM	1.5	WNAX-AM (C) 2.6
10			KLYX-AM	0.8	

#### Average Persons Trends/Rankings

3, 6	12+ am-Midnight 00): 868				
	A/M '78		A/M '79		A/M 180
1	KSOO-AM	2 9	K 500 - AM	30	KSOO-AM
2	KELO-AM	2 1	KK RC - AM	18	KELO-AM
3	KISD-AM	17	KELO-AM	16	KK RC - AM
4	KELO-FM	16	KXRB-AM	16	KELO-FM
. 5	KX RB - AM	13	KELO-FM	14	KP AT-FM

F, 6-	10am		
1	K S00-AM	KSOO-AM	KSOO-AM
2	KELO-AM	K ELO – AM	KELO AM
3	KISD-AM	KK RC - AM	KK RC - AM
4	KELO-FM	KXRB-AM	KELO-FM
5	KXRB-AM	KP AT - FM	KP AT -FM
F, 3-	7pm		
1	KELO-AM	KK RC - AM	KKRC AM
2	KSOO-AM	KELO-AM	KELO-AM
3	KISD-AM	KXRB-AM	KELO-FM
4	KELO-FM	KELO-FM	KPAT-FM
5	KXRB-AM	K SOO - AM	K SO O - A M

ens:	
S, 6am-Mid	night
1P(00):	119

(00): 119		
A/M '78	A/M '79	A/M 'B0
KISD-AM	KK RC - AM	KK RC – AM
KELO-AM	KELO-AM	KELO-AM
KPAT-FM	KPAT-FM	KP AT -FM
-10am		
KISD-AM	KK RC - AM	KK RC – AM
KELO-AM	KELO-AM	KPAT-FM
KSOO-AM	KP AT - FM	KELO-AM
1-7pm		
KISD-AM	KK RC - AM	KK RC - AM
KELO-AM	KELO-AM	KP AT - FM
KPAT-FM	KPAT-FM	KELO-AM
	A/M'78  KISD-AM  KELO-AM  KPAT-FM  HOBEN  KISD-AM  KELO-AM  KSOO-AM  KFOO-AM  KISD-AM	AJM'78 AJM'79  KISD-AM KKRC-AM KELO-AM KELO-AM KPAT-FM KPAT-FM  HOBEN  KISD-AM KKRC-AM KELO-AM KELO-AM KSOO-AM KPAT-FM  HOPEN  KISD-AM KKRC-AM KELO-AM KELO-AM KELO-AM KELO-AM KELO-AM KELO-AM

#### duits 18-34 -S, 6am-Midnight

	A/M '78	A/M 179	A/M '80
1	KEL O-AM	KK RC - AM	KK RC - AM
2	KISD-AM	KELO-AM	KELO-AM
3	KPAT-FM	KPAT-FM	KP AT - FM
4	KX RB - AM	KLYX FM	KLYX-FM
5	K SO O - AM	KXRB-AM	KELO-FM
F, 6-	10am		
1	KELO-AM	KELO-AM	KELO-AM
2	KISD-AM	KK RC - AM	KK RC - A M
3	KSOO-AM	KPAT-FM	KPAT-FM
4	KPAT-FM	K 500 - AM	KLYX-FM
5	KX RB - AM	KLYX-FM	KELO-FM
F, 3-	7pm		
1	KELO-AM	KK RC - AM	KK RC - AM
2	KISD-AM	KP AT -FM	KELO-AM
3	KPAT-FM	KELO-AM	KPAT-FM
4	KXRB-AM	KXRB -AM	KLYX-FM
5	KELO-FM	KLYX-FM	KELO-FM
dult	s 25-54		
	em-Midnight		
	00): 396		

	ts 25-54 em-Midnight		
	00): 396		
OP (		A /84 17 0	A/M '80
	A/M *78	A/M 179	A/M 80
1	KELO-AM	KSOO-AM	KELO-FM
2	K \$00-AM	KXRB-AM	K\$00-AM
3	KELO-FM	KELO-FM	KELO-AM
Ä	KXRB-AM	KELO-AM	KIOV-FM
5	KISD-AM	KIOV-FM	KK RC-AM
F, 6	-10am		
1	KSOO-AM	K SOO-AM	KELO-AM
2	KELO-AM	KELO-AM	K\$00-AM
3	KEL O-FM	KKRB-AM	KELO-FM
Ā	KISD-AM	KK RC - AM	KIOV-FM
5		KELO-FM	KKRB-AM
4F, 3	-7pm		
1	KELO-AM	KXRB-AM	KELO-FM
2	KS00-AH	KELO-FM	KELO-AM
3	ERLO-FH	KELO-AM	K800-AM
Ā		KPAT-FM	K 10 V - FM
5		KSOO-AM	KK RC - AM

#### **Cume Persons Trends/Rankings**

	l 12+ 6em-Midnight					
	(00): 868					
POP	A/M '78		A/M '79			
	A/M /8		A/M : /9		A/M '80	
1	KELO-AM	405	KS00-AM	325	KSOO-AM	333
2	KSOO-AM	353	KK RC - AM	294	KELO-AM	301
3	K1SD-AM	280	KELO-AM	272	KK RC - AM	300
4	KPAT-FM	192	KXRB-AM	2 02	KPAT-FM	198
5	KXRB-AM	182	KP AT-FM	183	KELO-FM	163
M-F,	6-10am					
1	KELO-AM		KSOO-AM		K 500 - AM	
2	K SO 0 - AM		KELO-AM		KELO-AM	
3	KISD-AM		KK RC - AM		KK RC - AM	
4	KELO-FM		KXRB-AM		KPAT-FM	
5	KX RB - AM		KP AT - FM		KELO-FM	
M-F,	3-7pm					
1	KELO-AM		KK RC - AM		KK RC - AM	
2	KISD-AM		KELO-AM		KELO-AM	
3	KSOO-AM		KSOO-AM		KP AT - FM	
4	KPAT-FM		KXRB-AM		K SO O - AM	
5	KELO-FM		KP AT-FM		KLYX-FM	
Teer	าร					
M-S.	6am-Midnight					
	(00): 119					
	A/M '78		A/M '79		A/M '80	

POP(00): 119		
A/M '78	A/M '79	A/M '80
1 KISD-AM	KK RC - AM	KK RC - AM
2 KELO-AM	KELO-AM	KFLO-AM
3 KPAT-FM	KPAT-FM	KPAT-FM
M-F, 6-10am		
1 KISD-AM	KK RC - AM	KK RC ~ AM
2 KELO-AM	KELO AM	KELO-AM
3 KPAT-FM	KS00-AM	KP AT - F21
M-F, 3-7pm		
1 KISD-AM	KK RC - AM	KK RC - AM
2 KELO-AM	KELO-AM	KPAT-FM
3 KPAT-FM	KP AT -FM	KFLO-AM
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 310		
A/M '78	A/M 179	A/M 180
1 KELO-AM	KK RC -AM	KK RC - AM
2 KISD-AM	KF LO - AM	K F L O - A M

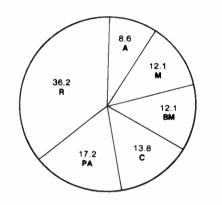
	A/M '78	A/M 179	A/M '80
1	KEL O-AM	KK RC -AM	KK RC - AM
2	K1SD-AM	KE LO – AM	KELO-AM
3	KPAT-FM	KP AT-FM	KPAT-FM
4	K SO O - A M	KLYX-FM	KLYX-FM
5	KXRB-AM	KXRB-AM	KSOO AM
M-F, 6-	10am		
1	KELO-AM	KELO-AM	KELO-AM
2	K1SD-AM	KK RC - AM	KK RC - AM
3	KPAT-FM	KP AT-FM	KPAT-FM
4	KSOO-AM	K 500 - AM	KLYX-FM
5	KXRB-AM	KLYX-FM	KIOV-FM
M-F, 3-	7pm		_
1	KELO-AM	KK RC - AM	KK RC - A M
2	KISD-AM	KPAT-FM	KELO-AM
3	KPAT-FM	KELO-AM	KLYX-FM
4	KXRB-AM	KXRB-AM	KPAT-FM
5	K SO O - A M	KLYX-FM	KSOO-AM

#### Adults 25-54 M-S, 6am-Midnight POP(00): 396 A/M '7B A/M 179 A/M 'B0 1 KELO-AM 2 KSOO-AM 3 KELO-FM 4 KXRB-AM 5 K1SD-AM KSOO-AM KXRB-AM KELO-AM KKRC-AM KELO-FM KSOO-AM KELO-AM KKRC-AM KELO-FM KPAT-FM M-F, 6-10am 1 KELO-AM 2 KSOO-AM 3 KXRB-AM 4 KELO-FM 5 KISD-AM KSOO-AM KELO-AM KXRB-AM KKRC-AM KELO FM KELO-AM KSOO-AM KKRC-AM KELO-FM KIOV-FM M-F. 3-7pm

KXRB-AM KELO-FM KSOO-AM KKRC-AM KIOV-FM

KELO-AM KSOO-AM KKRC-AM KELO-FM KPAT-FM

3-/pm 1 KELO-AM 2 KSOO-AM 3 KXRB-AM 4 KELO-FM 5 K1SD-AM



#### Format Legend

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

#### South Bend

METRO RANK 122

Average Persons 12+ Share Trends Monday-Sunday, Sam-Midnight

	A/M 178		A/M '79		A/M '80	
1	WRBR-FM	19.1	WRBR-FM	26.1	WNDU - FM(PA)	7.8
2	WSBT-AM	18.6	WSBT-4M	19.0	WSBT-AM(PA)	15.4
3	WWJY-FM	10.3	WWJY-FM	8.8	WRBR-FM(PO)	4.8
4	WNDU-FM	8.0	WNDU-FM	8.0	WWJY-FM(BM)	8.4
5	WYEZ-FM	7 - 0	WYEZ-FM	5.8	WYEZ-FM (BM)	7.5
6	WLS -AM	5.8	WLS -AM	5.5	WMAQ-AM(C)	4-9
7	WNDU - AM	5.5	WNDU - AM	4.0	WGN -AMPA	3 . 8
8	WJV4-AM	5.0	WMAQ-AM	2.8	WJVA-AM(C)	3.2
9	WMAQ-AM	3.8	WTCA-FM	2.8	WNDU - AH (PA)	3.0
10	WTC 4 - 4M	2 . 5	WJV4-4M	2.5	WLS -AM(PO)	3.0
11	WGN - AM	2.0	WTCA-AM	2.0	WAOR-FM(A)	3.0
12	WTCA-FM	2.0	WBBM-AM	1.3	WTCA-AM(PA)	2.4
13	W4OR-FM	1.3	W4OR-FM	1.0	WBBM - 4M (N)	2.2
14	₩BBM-AM	1.0	WHME-FM	1.0	WFRN-FM(MA)	1.6
15	WRME-FM	0.8	WGN - 4M	0.8	WLUP-FM(A)	1.6
16.	WBMX-FM	0.8	WFRN-FM	0.8	WTCA-FM(C)	1.1
17			WCMR-AM	0.3	WHME-FM(PL)	0.5
18					WOWO-AMPA	0.5

#### Average Persons Trends/Rankings

Total 12+				
M-S, 6am-Midnight				
POP(00): 2288				

	A/M / 0		A/M / 0		A/M OU	
1	WRBR-FM	76	WRBR-FM	104	WNDU-FM	
2	WSBT-AM	74	WSBT-AM	76	WSBT-AM	
3	WWJY-FM	41	WWJY-FM	3 5	WRBR-FM	
4	WNDU-FM	32	W NDU - F M	32	WWJY-FM	
5	WYEZ-FM	28	WYEZ-FM	2 3	WYEZ-FM	
M-F, 6-	10em					
1	WSBT-4M		WSBT-AM		WSBT-4M	
2	WRBR-FM		WRBR-FM		WNDU-FM	
3	WWJY-FM		WWJY-FM		WRBR-FM	
4	WNDU-4M		WNDU-FM		WWJY-FM	
5	WLS - AM		WLS -4M		WYEZ-FM	
M-F, 3-	7pm					
1	WRBR-FM		WRBR~FM		WNDU-FM	
2	WSBT-AM		WSBT-4M		WRBR-FM	
3	WWJY-FM		WNDU-FM		WSBT-AM	
4	WNDU-FM		WWJY-FM		WWJY-FM	
5	WLS - AM		WYEZ-FM		WYEZ-FM	
	B nm-Midnight					

100113	
M-S, 6am-Mid	alabi
100 C	mym.
B 0 B 1 0 0 1	
POP(00):	304

OP(00): 304		
A/M 178	A/M '79	A/M '80
1 WRBR-FM	WRBR-FM	WNDU-FM
2 WLS -AM	WLS AM	WRBR-FM
3 WNDU-AM	WSBT-4M	WLS -AM
A-F, 6-10em		
1 WRBR-FM	WRBR-FM	WNDU-FM
2 WLS -AM	WSBT-AM	WRBR-FM
3 WSBT-AM	WLS -AM	WTCA-AM
A-F, 3-7pm		
1 WRBR-FM	WRBR-FM	WNDU - FM
2 WLS -AM	WLS -AM	WRBR FM
2 (1MD II AM	UCRT-AM	111140-411

#### Adults 18-34 M-S, 6am-Midnight POP(00): 784 A/M '78

1 WRBR-FM

:	2	WNDU-FM	WNDU-FM	WRBR-FM
	3	WSBT-AM	WSBT-AM	WSBT-4M
	4	WLS -AM	WLS -AM	WAOR-FM
	5	WWJY-FM	WJVA-AM	WLS -AM
WF,	6-	I0am		
	1	WRBR-FM	WRBR-FM	WRBR-FM
	2	WSBT-AM	WSBT-AM	WNDU-FM
	3	WLS - AM	WNDU-FM	WSB T-AM
	4	WNDU-FM	WLS -AM	WNDU - AM
	5	WWJY-FM	WTCA-FM	WAOR-FM
WF,	3-7	/pm		
	1	WRBR-FM	WRBR-FM	WRBR-FM
	2	WNDU-FM	WNDU-FM	WNDU - FM
	3	WSBT-AM	WLS -AM	WSBT-AM
	4	WWJY-FM	WSBT-AM	WAOR-FM
	5	WLS -AM	WTCA-FM	WLS -AM

A/M 179

WRBR-FM

A/M '80

WNDU-FM

#### Adults 25-54 POP(00): 1005

A/M 178	A/M '79	A/M '80
1 WSBT-AM	WSBT-AM	WSBT-AM
2 WRBR-FM	WRBR-FM	WNDU-FM
3 WWJY-FM	WNDU - FM	WRBR-FM
4 WYEZ-FM	WWJY-FH	WYEZ-FM
5 WNDU-FM	WYEZ-FM	WWJY-FM
VI-F, 6-10em		
1 UCRT-AM	USRT-AM	WSBT-AM

M-F, 6-10em						
1 WSBT-AM	WSBT-AM	WSBT-AM				
2 WRBR-FM	WRBR-FM	WNDU-FM				
3 WNDU-AM	W NDU - PH	WRBR-FM				
4 WYEZ-FM	W NDU - AH	WYEZ-FM				
5 WWJY-PM	WWJY-FH	WGN -AM				

2 MM31-1W	MAN I - bu	MCM - VM
M-F, 3-7pm		
1 WSBT-AM	WRBR-FM	WNDU-FM
2 WWJY-FM	WSBT-AM	WSBT-AM
3 WRBR-FM	WNDU-PM	WRBR-FM
4 WYEZ-FM	WYEZ-FM	WWJY-PH
5 WLS -AM	WWJY-PM	WGN -AM

(	Cume	Pers	ons Tren	ds/Ra	nkings	
Total 12	+				-	
M-6, 6em-	Midnight					
POP(00	): 2288					
	/M '78		A/M '79		A/M *80	
1 WS	BT-AM	917	WRBR-FM	946	WNDU-FM	800
2 WR	BR-FM	853	WSBT-AM	891	WSBT-AM	796
3 WL	S - AM	572	WLS -AM	588	WRBR FM	747
4 WN	DU-FM	534	WNDU-FM	576	WLS - AM	371
5 W N	DU-AM	494	WWJY-FM	468	WWJY-FM	369
M-F, 6-10s	ım					
1 WS	BT-4M		WSBT-AM		WSBT-4M	
2 WR	BR-FM		WRBR-FM		WNDU-FM	
3 WL	S - 4M		WLS - AM		WRBR-FM	
4 WN	D U - 4M		WWJY-FM		WWJY-FM	
5 WN	DU-FM		WNDU-FM		WYEZ-FM	
M-F, 3-7pr	n					
1 WR	BR-FM		WRBR FM		WNDU-FM	
2 W S	BT-4M		WSBT-4M		WRBR-FM	
3 WL	S - AM		WLS - 4M		WSBT-4M	
4 99	JY-FM		WNDU-FM		WWJY-FM	
5 WN	DU-FM		WWJY-FM		WYEZ FM	
Teens						
M-S, 6am-	Midnight					
POP (00	): 304					
	VM 178		A/M '79		A/M '80	
	BR-FM		WRBR-FM		WNDU-FM	
	.S - 4M		WLS - AM		WRBR-FM	
3 W S	BT-AM		WSBT-AM		WLS -AM	
M-F, 6-10a	m					
1 WR	BR-FM		WRBR-FM		WNDU-FM	
2 WL	S - AM		WSBT-AM		WRBR-FM	
3 WS	B T - 4 M		WLS -AM		WLS AM	
M-F, 3-7pn	n		_			
1 WR	BR-FM		WRBR-FM		WNDU-FM	
2 WL	S - 4M		WLS - AM		WRBR-FM	
3 WN	DU-4M		WSBT-AM		WSBT-4M	

A/M '79

WRBR-FM WNDU-FM

WLS -4M WSBT-AM WNDU-AM

WRBR-FM

WSBT-4M WLS -4M WNDU-FM

WNDU - AM

WNDU-FM WLS -AM WSBT-AM WNDU-AM

A/M '80

WRBR-FM WNDU-FM WLS -AM WSBT-AM WAOR-FM

WRBR-FM

WNDU-FM WSBT-AM WLS -AM

WNDU - AM

WNDU-FM WLS -AM WSBT-AM WAOR-FM

Adults 18-34 POP(00): 784

A/M '78

1 WRBR-FM 2 WNDU-FM 3 WLS -AM 4 WSBT-AM 5 WWJY-FM

2 WNDU-FM 3 WLS -AM 4 WSBT-AM 5 WNDU-AM

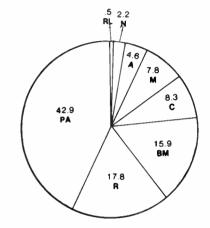
,3-7pm 1 WRBR-FM 2 WNDU-FM 3 WLS -AM 4 WSBT-AM 5 WWJY-FM

M-F. 6-10am WRBR-FM

M-F. 3-7pm

#### Adults 25-54 M-S, 6am-Midnight POP(00): 1005

POP(	00): 1005		
	A/M 178	A/M '79	A/M '80
1	WSBT-4M	WSBT-4M	WSBT-4
2	WRBR-FM	WRBR-FM	WNDU - FR
3	WYEZ-FM	WNDU - FM	WRBR-FM
4	WNDU-FM	WWJY-FM	WWJY-FR
5	WNDU-4M	WLS -AM	WLS -4M
M-F, 6-	10em		
1	WSBT-AM	WSBT-4M	WSBT-4
2	WRBR-FM	WRBR-FM	WNDU - FI
3	WNDU-AM	WNDU-FM	WRBR-F
4	WLS - AM	WLS -AM	WGN - 41
5	WNDU-FM	WNDU - AM	WLS -4
M-F, 3-	7pm		
1	WSBT-4M	WSBT-AM	WNDU - F
2	WRBR-FM	WRBR-FM	WSBT-4
3	WWJY-FM	WNDU-FM	WRBR-FI
4	WLS - AM	WWJY-FM	WWJY-F
5	WNDU-FM	WLS -AM	WYEZ-F!



#### Format Legend

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

KGA - AM KHQ - AM KXLY-FM KJRB-AM KHQ - FM

#### pokane

METRO RANK



#### age Persons 12+ Share Trends sy-Sunday, 6am-Midnight

-	00): 2671				
	A/M 179		O/N 179		A/M '80
	KJRB-AM	16.4	KJRB-AM	15.5	KJRB-4M (R) 12.3
	KHQ -FM	11.2	KEZE-FM	14.2	KHO -FM (M) 10.9
	KREM-FM	10.4	KRE M-FM	10.9	KEZE-FM (BM) 9.6
	KHO - AM	9 2	KHO - 4M	8.3	KXLY-FM (BM) 9 6
	KGA -AM	9.0	KHO -FM	7.5	KREM-FM (A) 9.1
	KZUN-FM	8.0	KGA -AM	7.0	KHO - 4M (PA) 8 4
	KXLY-FM	7.5	KX LY - FM	6.7	KG4 - 4M (C) 7 7
	KREM-AM	5.0	KREM-AM	4.7	KSP0-4M(M) 6.2
į	KEZE-FM	5.0	KDRK-FM	4.7	KD RK - FM (C) 5.4
)	KX LY - 4M	3.5	KSPO-AM	4 - 1	KXXR~4M (BM) 4.0
	KSPO-AM	3.5	KZUN-FM	3.4	KREM-4M (PR) 3 2
	KXXR-FM	2.5	KX LY-AM	3.1	KX LY ~ 4M (PA) 3.2
}	KZUN-AM	2 . 2	KZUN-AM	1 8	KZUN-FM(C) 3.2
	KEZE-4M	2 0	KXXR-4M	0.8	KZUN - 4M (C) 1.5
j	KXXR-AM	0 - 7	KI CN-FM	0.8	KICN-FM (RL) 0 7

#### Average Persons Trends/Rankings

112+ 6am-Midnight				
(00): 2671				
A/M 179		O/N 179		A/M *80
KJRB-AM	66	KJRB-4M	60	KJ RB - 4M
: KHQ -FM	45	KEZE-FM	5.5	KHQ -FM
3 KREM-FM	42	KRE M-FM	42	KEZE-FM
KHQ -AM	37	KHQ AM	32	KX LY-FM
5 KGA -AM	36	KHO -FM	29	K RE M-FM

	PUM 12		0114 10			
	KJRB-AM	66	KJRB-AM	60	KJ RB - 4M	50
	KHQ -FM	4.5	KEZE-FM	5 5	KHQ -FM	
	KREM-FM	42	KRE M-FM	42	KEZE-FM	39
	KHQ -AM	37	KHQ AM	32	KX LY - FM	39
	KGA -AM	36	KHQ -FM	2 9	K RE M-FM	37
6-	10am					
1	KJRB-AM		KJ RB - AM		KHO -AM	
2	KHQ - 4M		KHQ - AM		KJ RB – AM	
3	KGA -AM		KEZE FM		KEZE-FM	
4	KHO -FM		KGA - AM		KG A - AM	
5	KREM-FM		KRE M-FM		KSP0-4M	
3.	7pm					
1	KJRB-AM		KJRB-AM		KHO -FM	
2	KHQ -FM		KEZE FM		KJRB-4M	
3	KREM-FM		KRE M-FM		KREM-FM	
	KGA -AM		KHQ -FM		KXLY-FM	
5	KHO - AM		KHQ -AM		KGA -AM	

ns 6am-Midnight				
(00):	342			

-(	00): 342		
	A/M '79	O/N '79	A/M *80
ī	KJRB-AM	KJRB-4M	KJ RB - 4M
_	KHO -FM	KHO -FM	KHO -FM
	KREM-FM	KREM-AM	KREM-FM
6	-10am		
1	KJRB-AM	KJRB-4M	KJRB-4M
2	KHO -FM	KHQ -FM	KREM-FM
_	KREM-FM	KZUN-FM	KHO -FM
3	-7pm		
1	KJRB-AM	KJRB-AM	KJ RB - AM
2	KHO -FM	KHQ -FM	KHO -FM
3	KREM-AM	KRE M-AM	KRE M-FM

#### Jits 18-34 . 6am-Midnight

(00): 959		
A/M 179	O/N 179	A/M 180
1 KREM-FM	KREM-FM	KHQ -FM
2 KHQ -FM	KJRB-AM	KRE M-FM
3 KJRB-AM	KHQ -FM	KJRB-AM
4 KREM-AM	KDRK-FM	KDRK-FM
5 KGA -AM	KEZF-FM	KXLY-FM
, 6-10am		
1 KJRB-AM	KJ RB - 4M	KJ RB - AM
2 KREM-FM	KRE M-FM	KREM-FM
3 KHO -FM	KHQ ~FM	KHQ - 4M
4 KREM-AM	KRE M-AM	KHO -FM
5 KGA -AM	KEZE-FM	KDRK-FM
, 3-7pm		
1 KREM-FM	KRE M-FM	KHQ -FM
2 KHQ -FM	KJRB-AM	KRE M-FM
3 KJRB-AM	KHQ -FM	KJ RB - AM
4 KREM-AM	KDRK-FM	KDRK-FM
5 KGA -AM	KEZE-FM	KRE M-AM

ults 25-54	4			
i, 6am-Midr	١ķ	þ	ıŧ	
P(00):	1	1	5	9

A/M '79	O/N '79	A/M 180
1 KJRB-AM	KGA -AM	KGA -AM
	KEZE-FM	KEZE-FM
2 KZUN-FM		KX LY - FM
3 KHQ -FM	KHQ -AM	KHO -AM
4 KHQ - AM	KJRB-AM	
5 KGA -AM	KREM-FM	KHQ -FM
, 6-10am		
1 KJRB-AM	KHQ -AM	KHQ - AM
2 KHQ -AM	KGA AM	KG A - AM
3 KZUN-FM	KJ RB - AM	KEZE-FM
4 KGA -AM	KEZE-FM	KJ RB - AM
5 KHQ -FM	KRE M-FM	KX LY-FM
F, 3-7pm		
1 KHQ -AM	KEZE-FM	KGA -AM
2 KZUN-FM	KGA -AM	KEZE-FM
3 KHQ -FM	KRE M-FM	KXLY-FM
4 KJRB-AM	KHQ -AM	KHQ -FM
5 KGA -AM	KDRK-FM	KHO - AM

#### **Cume Persons Trends/Rankings**

#### Total 12+ M-S, 6em-Midnight POP(00): 2671

	A/M 179		O/N 179		A/M *80	
1	KJRB-4M	1004	KJRB-AM	855	KJRB-4M	82
	KHQ -FM		KHQ -AM	5 42	KHQ -FM	6.51
	KHO -AM		KHQ -FM	538	KHQ - 4M	5.5
	KGA -AM			5 0 5	KGA -AM	5 02
5	KREM-FM	491	KRE M-AM	480	KREM-FM	47
M-F, 6-	10am					
1	KJRB-4M		KJ RB - AM		KJRB-AM	
2	KHQ - 4M		KHQ -AM		KHO - 4M	
3	KCA -AM		KREM-FM		KRO -FM	
4	KREM-AM		KGA AM		KG 4 - 4M	
5	KHQ -FM		KEZE-FM		KEZE-FM	
M-F, 3-	7pm					
1	KJRB-4M		KJRB-4M		KJRB-4M	
2	KHQ - 4M		KRE M-FM		KHQ -FM	
3	KHO -FM		KHQ -FM		KHQ - 4M	
4	KREM-AM		KEZE-FM		KGA - AM	
5	KREM-FM		KRE M-AM		KREM-FM	

#### POP(00): 342

A/M 179	O/N '79	A/M *80
1 KJRB-4M	KJRB-4M	KJ RB - AM
2 KHO -FM	KHQ -FM	KHO -FM
3 KREM-FM	KREM-4M	KRE M-FM
M-F, 6-10am		
1 KJRB-AM	KJ RB - 4 M	KJ RB - 4M
2 KHO -FM	KHQ -FM	KHO -FM
3 KREM-FM	KREM-AM	KRE M-FM
M-F, 3-7pm		
1 KJRB-4M	KJRB-AM	KJRB-AM
2 KHO -FM	KHQ -FM	KHQ -FM
3 KREM-FM	KREM-AM	KREM-FM
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 959		
A/M '79	O/N '79	A/M *80

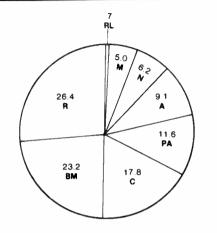
1 KJRB-4M	KJRB-AM	KJ RB - 4M
2 KHO -FM	KRE M-FM	KHQ -FM
3 KREM-FM	KRE M-4M	KREM-FM
4 KREM-AM	KHO -FM	KREM-AM
5 KHQ -4M	KXLY-4M	KHQ -AM
M-F, 6-10am		
1 KJRB-AM	KJRB-AM	KJ RB - AM
2 KREM-FM	KRE M-FM	KHQ -FM
3 KHO -FM	KRE M-AM	KRE M-4M
4 KREM-AM	KHO -FM	KREM-FM
5 KHQ - AM	KX LY-4M	KHQ -4M
M-F, 3-7pm		
1 KJRB-AM	KRE M-FM	KHQ -FM
2 KREM-FM	KJRB-4M	KJRB-4M
3 KHQ -FM	KRE M-AM	K RE M-FM
4 KREM-AM	KHO -FM	KRE M-AM
5 KHO -AM	KX LY-AM	KHQ - AM

#### Adults 25-54

M-F, 3-7pm 1 KHQ - 4M 2 KJRB- 4M 3 KHQ - FM 4 KXLY- FM 5 KGA - 4M

A/M '79	O/N '79	A/M '80
1 KJRB-AM	KJRB-AM	KHO - 4M
2 KHO - 4M	KGA -AM	KG A - AM
3 KGA -AM	KHQ - AM	KJ RB - 4 M
4 KHO -FM	KXLY-4M	KEZE-FM
5 KZUN-FM	KEZE FM	KHQ -FM
M-F, 6-10am		
1 KJRB-AM	KJ RB - AM	KHC - AM
2 KHO - AM	KGA -AM	KGA -AM
3 KGA -AM	KHQ -AM	KJ RB - AM
4 KZUN-FM	KEZE-FM	K E Z E - F M
5 KHO -FM	KXLY-AM	KHO -FM

KJRB-AM KGA AM KHQ-AM KREM-FM KREM-AM



#### Format Legend

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

## TM from Market Buy Market

#### Springfield-Chicopee-Holyoke

METRO RANK

62

M.F. 3.7nm

#### A/M '80 Market Overview

There's a move to the FM band in the Springfield area, and that means that especially among young adults the standings were subject to change this year. While WHYN-FM remained number one overall, and was tops 25-54, Hartford AOR WCCC-FM was the new 18-34 leader.

Compared to the A/M '79 standings, WCCC-FM was up 70% 18-34, owning a 17 share. WHYN amd WHYN-FM, which combined used to account for a 30 share of the 18-34 bracket, were down to a combined 23. WHYN was just under a 13, with WHYN-FM at 10. WHYN tried to maintain its position, advertising on TV and in the newspaper, plus giving away \$35,000 through an on-air promotion. However, the station's numbers - especially male numbers — eroded this sweep.

Another major FM factor in the young adult market was WAQY, which edged up to an 11 share of the young listeners. WMAS-FM, another AOR, was significant also; from a four share last spring, it registered more than a 12 share this book. With the strength of the AOR's and the FM rockers, it will be interesting to see what WHYN will do in the fall survey that will be taken for the first time this year.

While there may be some turmoil in the 18-34 demos, WHYN-AM-FM still ruled in the 25-54 adults. The stations combined last year for a 33 share in this target, and that was up this spring to more than a 35 share. WMAS was the only other double-digit station in this audience group, doubling its share up to a mid-12 figure.

#### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 4981 A/M '78 A/M '79 WHYN-AM WHYN-FM WHYN-FM (PA) 13.8 WHYN-AM (R) 10.9 WHYN-FM WHYN-AM WTIC-AM WMAS-AM (PA) 9.9 WCCC-FM (A) 8.1 WAOY-FM (R) 8.0 WAQY-FM WMAS-AM WTIC-AM WSPR-AM WKSS-FM WCCC-FM WS PR-AM WMAS-FM (A) WS PR - AM (PA) WREB-AM WHMP-FM WREB-AM WRCH-FM (BM) WTIC-AM (PA) WFMP-AM WIXY-AM WMAS-FM 10 WRCH-FM WHMP-AM (PA) WHMP-AM WARE-AM WRER-AM (1) WRCH-FM WHCN-FM WHMP-FM WAAF-FM (A) WHMP~FM (PA) WIXY-AM (C) 13 WTIC-FM 14 WIXY-AM WMAS-FM WNUS-AM WHCN-FM 2.0 WACE-AM (NOT) WHCN-FM (A) WKSS-FM (BM) WKSS-FM WAAF-FM WTTT-AM WACF-AM WACE - AM WTTT-AM (PA) WNUS AM WBZ -AM WDRC-FM 0.8 WBZ -AM WWYZ-FM WDRC-FM (A) WAAF-FM WTTT-AM WARE - AM (PA) WNUS-AM (N) WARF-AM WDRC-FM WWYZ FM (PA) 0.6 WSRS-FM (BM) 0.5 WTIC-FM (R) 0.4 WIOF-FM

#### Average Persons Trends/Rankings

P0 P(	(00): 4981					
	A/M '78		A/M '79		A/M '80	
1	WHYN-AM	181	WHYF-FM	148	WHYN-FM	114
2	WHYN-FM	121	WHY N= AM	113	WHYN-AM	90
3	WTI C-AM	50	WAOY-FM	6.5	WMAS-AM	82
4	WAOY-FM	44	WMAS-AM	5.9	WC CC - FM	6
5	WCCC-FM	44	WTI C-AM	54	WA QY - FM	61
VI-F. 6	-10am					
1	WHYN-AM		WHYP-FM		WHYN-FM	
2	WHYN-FM		WHYN-AM		WHYN-AM	
3	WTIC-AM		WTIC-AM		WMAS-AM	
4	WS PR- AM		WS PR - AM		WMAS-FM	
5	WAOY-FM		WA OY - FM		WTIC-AM	

M-F, 3-7pm		
1 WHYN-AM	WHYE-FM	WHYN-FM
2 WHYN-F11	WHYN-AM	WHYN-AM
3 WCCC-FM	WAQY - FM	WMAS-AM
4 WAQY-FM 5 WTIC-AM	WMAS-AM	MV GA ~ LW
	WC CC - FM	WC CC - FM
Teens M-S, 6am-Midnight		
P0P(00): 625		
A/M '78	A/M '79	
1 WHYN-AM		08' M/A
2 WAOY-EM	WAOY~FM	WAOY-FM
3 WTIC-FM	WCCC-FM WHYN-AM	WC CC - FM
M-F, 6-10am	M1111'-WU	MHAN-WW
1 WHYN-AM	WFYN-AM	
2 WAOY-FM	WAOY-FM	WAOY-FM WCCC FM
3 WTIC-FM	WC CC - FM	
M-F, 3-7pm	MC CC - L S	WHY N-AM
M++, 3-7pm I WHYN~A!!	WA OY - FM	
2 WAOY-FM	WA QY - F M WC CC - F M	WA OY - FM
3 WTIC-FM	WHY N-AM	WHYN-AM
	ML1 O TAB	WCCC Fit
Adults 18-34 M-S, 6am-Midnight		
POP(00): 1809		
A/M '78	A/M '79	A/M '80
1 WHYN-AM	WHYN-AM	WCCC-FM
2 WCCC-FM	WHYN-FM	WHYF~AM
3 WAOY-FM	WAOY-FM	WMAS-FM
4 WHYN-FM	WCCC-FM	WAOY-FM
5 WMAS-FM	WSPR-AM	WHYN-FM
A-F, 6-10am		
1 WHYN-AM	WHYN-AM	WHYNHAM
2 WAOY-FM	WHYN-FM	WCCC-FM
3 WCCC-FM	WA OY - FM	WMAS-FM
4 KRYN-FM	WCCC-FM	WHYN-FM
5 WTIC-AM	WS PR-AM	WA OY - FM
#F, 3-7pm 1 WHYN - AM		
2 WCCC-FM	WHYN-FM	WC CC~FM
3 WHYN-FM	WHYN-AM	WAOY-FM
4 WAOY-FM	WCCC-FM	WHYN-AM
5 WMAS-FM	WAOY-FM WSPR-AM	WMAS-FM WHYN-FM
dulto 25 54	WOLK-WU	WHAM-144
idults 25-54 I-S, 6am-Midnight		
OP(00): 2162		
A/M '78	A/M '79	A/M '80
1 WHYN-AM	WHYN-FM	WHYN-FM
2 WHYN-FM	WHY N-AM	WHYN-AM
3 WHMP-FM	WSPR-AM	WMAS-AM
4 WTIC-AM	WMAS-AM	WMAS-FM
5 WREB-AM	WA OY - FM	WSPR-AM
-F, 6-10am		
1 WHYN-AM	WHYN-AM	WHYN-FM
2 WHYN-FM	WHYN-FM	WHYN-AM
3 WTIC-AM	WTI C-AM	WMAS-AM
	WHMP-AM	WMAS-FM
4 WHMP-FM		WS PR-AM
5 WHMP-AM	WS PR-AM	
5 WHMP-AM F, 3-7pm		
5 WHMP-AM F. 3-7pm 1 WHYN-AM	MHA M- E W	WHYN-FM
5 WHMP-AM <b>F.3-7pm</b> 1 WHYN-AM 2 WHYN-FM	WHYN-FM WHYN-AM	WHYN-AM
5 WHMP-AM <b>F. 3-7pm</b> 1 WHYN-AM	MHA M- E W	

#### Cume Persons Transactor

	, 6am-Midnight					
P0 P	(00): 498	1				
	A/M '78		A/M '79		A/M '80	
	WHYN-AM		WHYN-AM	2113	WHYN-AM	176
2			WHYN-FM		WHYN-FM	151
	WAOY-FM	988	WA OY - FM	1150	WA OY-FM	1268
4		960	WSPR-AM		WMAS-AM	930
5	WSPR-AM	837	WTI C-AM	929	WC CC - F.M	821
	6-10am					
	$W \mapsto Y \mapsto A M$		WHYNHAM		WHYNHAM	
	WHYN-FM		WHYN-FM		WHYN-FM	
	WTIC-AM		WTIC-AM		WA OY - FM	
	WAOY-FM		WA OY - FM		WMAS-AM	
_ 5	WSPR-AM		WCCC-FM		WMAS-FM	
	3-7pm					
	WHYN-AM		WHY E-AM		WHYN-AM	
	WHYN-FM		WHYN-FM		WHYN-FM	
	WAQY-FM		WAQY-FM		WA OY - FM	
	WITT CHAM		WCCC FM		WMAS-AM	
	WCCC-FM		WMAS-AM		WCCC-FM	
Teen						
	Sam-Midnight					
PO P (	(00): 625					
-	A/M '78		A/M '79		A/M '80	
	WHYN-AM		WAOY-FM		WAOY-FM	
	WAOY-FM		WHYN-AM		WPYN-AM	
	WTI C-FM		WC CC - FM		WC CC - FM	
	i-10am					
	WHYN-AM		WC CC - FM		WAQY - FM	
	WAOY~FM		WACY-FM		WCCC FM	
_	WTI C-FM		MHAK-WW		WHYN-AM	
M-F, 3-	•					
	WHYN-AM		WAOY-FM		WAQY~FM	
	WAQY-FM		WCCC-FM		WCCC-FM	
2	WTIC-FM		WHYN-AM		WHYN-AM	

#### Adults 18-34 POP(00): 1809 A/M '78 A/M '79 A/M '80 WHYE-AM WHY N-AM WHYN-AM WAOY-FY MA OV - FH WAOY-FM WCCC-FM 3 WCCC-FM 4 WHYN-FM WCCC-FM WKYN-FM WHYN-FM 5 WHMP-FM WSPR-AM M-F. 6-10am WHY N- AM 2 WAQY-FM 3 WCCC-FM 4 WHYN-FM 5 WTIC-AM WAOY-FM WCCC-FM WHYN-FM WA OY - FM WC CC - FM M-F, 3-7pm WHYN-AM WCCC-FII REVE-AM WCCC-FM WAOY-FM WA OY - FA WAOY-FM WCCC-FN 4 WHYN-FM 5 WMAS~FM WHYN-FM Adults 25-54 -S, 6am-Midnight POP(00): A/M '78 A/M '79 A/M '80 WRVN-SM WHYN-AM WHYN-AM WHYN-EM WHYN-FM WMAS-AM WTI C-AM WTIC-AM WSPR-AM WSPR-AM

5 WHMP-AM

WHYN-AM

WTIC-AM

WAOY-FM

WHYN-AM

WTIC-AM WHMP-AM

WHMP-AN

M-F, 6-10am

W-F, 3-7pm

#### **Format Penetration Chart**

WMAS-AM

WHYN-FM

WMAS-AM

WHYN-FM

WMAS-AM

WHMP-AM WAQY-FM

WMAS-FM

WHYN-AM

WPYN-FM WMAS-AM

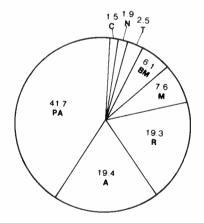
WMAS-FM

WHYR-AM

WHYN~FM WMAS-AM WMAS-FM

WS PR-AM

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



#### Format Legend

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

# Springfield, MO

METRO RANK

day-Sunday, 6am-Midnight							
.(0	0): 1691						
	A/M '79		A/M '80				
1	KTTS-FM	22.6	KWT0-FM(M) 22.4				
2	KWTO-FM	21-0	KWTO-AM(C) I6.3				
3	KWTO-AM	13.7	KTTS-FM(C) 13.8				
4	KTXR-FM	11.3	KTXR-FM (884) 11.8				
5	KTTS-AM	10.9	KTTS-AM(C) 9.3				
6	KICK-AM	6.5	KGBX-AMPA 6.9				
7	KGBX-AM	5.2	KRFG-FM(PA) 6.I				
8	KBUG-AM	2.8	KICK-AMORO 4-1				
9	KRFG-FM	2 - 8	KBUG-AM(PA) 2.4				
10	KWF C-FM	1.6	KLFJ-AM(RL) 2.0				
11	PL F I AM	0.4	VUEC-FMMD 1.2				

rage Persons 12+ Share Trends

# **Average Persons**

	Trends/Rankings					
a { 1	2+		_			
	m-Midnight					
	00): 1691					
` -	A/M '79		A/M '80			
т	KTTS-FM	56	KWTO-FM	5.5		
_	KWTO-FM	52	KW TO - AM	40		
	KWTO-AM	3 4	KTTS-FM	34		
	KTXR-FM	28	KTXR-FM	2 9		
5	KTTS-AM	2 7	KTTS AM	2 3		
6-1	0am					
1	KTTS-FM		KWTO - AM			
2	KWT0-FM		KWTO-FM			
3	KWTO-AM		KTTS-FM			
4	KTTS-AM		KTTS-AM			
5	KTXR-FM		KTXR-FM			
3-7	'pm					
1	KWTO-FM		KWTO-FM			
2	KTTS-FM		KWTO - AM			
3	KWTO-4M		KTXR-FM			
4	KTXR-FM		KTTS-FM			
5	KTTS-AM		KTTS-AM			
ıns						
	m-Midnight					
,((	00): 183					
	A/M '79		A/M '80			
1	KWTO-FM		KW TO - FM			
2	KICK-AM		KICK-AM			
3	KWTO-AM		KW TO - AM			
6-1	l 0am					
	KWTO-FM		KWTO-FM			
	KICK-AM		KW TO - AM			
3	KWTO-4M		KICK-4M			

M-F. 6-10am	
1 KWTO-FM	KWTO-FM
2 KTTS-FM	KW TO - AM
3 KWTO~4M	KTTS-FM
4 KTTS-AM	KGBX-AM
5 KICK-AM	KRFG-FM
M-F, 3-7pm	
1 KWTO-FM	KW TO - F M
2 KTTS-FM	KW TO - AM
3 KWTO-AM	KRFG-FM
4 KICK-AM	KICK-4M
5 KGBX-AM	KTTS-FM
Adults 25-54	
M-S, 6am-Midnight	
POP(00): 734	
A/M 179	A/M '80
1 KTTS-FM	KW TO - AM
2 KWTO-4M	KWTO-FM
3 KTTS-AM	KTTS-FM
4 KTXR-FM	KTTS-AM
5 KWTO-FM	KTXR-FM
M-F, 6-10am	
1 KTTS-FM	KTTS-FM
2 KTTS-AM	KW TO - AM
3 KWTO-AM	KW TO - FM
4 KTXR-FM	KTTS - 4M
5 KWTO-FM	KTXR-FM
M-F, 3-7pm	
1 KTTS-FM	KW TO - AM
2 KWTO-4M	KTTS-FM
3 KTTS-AM	KWTO-FM
4 KTXR-FM	KTXR-FM
5 KWTO-PM	KTTS-4M
Cume P	ersons

# Trends/Rankings

M-S, 6ar	n-Midnight			
POP(O	0): 1691			
	A/M '79		A/M '80	
1	KWTO-FM	606	KW TO - FM	6 6 2
2	KWTO-AM	491	KWTO - AM	516
3	KTTS-FM	462	KTTS-FM	439
4	KTTS-AM	386	KTXR-FM	395
5	KICK-AM	344	KTTS-AM	394
M-F, 6-1	0am			
1	KWTO-FM		K₩ TO -FM	
2	KTTS-FM		KW TO - AM	
3	KWTO-4M		KTTS-FM	
4	KTTS-4M		KTTS-AM	
5	KI CK-4M		KICK-AM	
M-F, 3-7	'pm			
1	KWTO-FM		KWTO-FM	
2	KTTS-FM		KTXR-FM	
3	KWTO-AM		KWTO-AM	
4	KICK-AM		KTTS-FM	

		KM I O - FW		
2 KTTS-FM 3 KWTO-4M		KTXR-FM KWTO-AM		
				4
5	KTXR-FM	KTTS-AM		
Teens	- 881.4-1-ba			
M-S, 6a	n-Midnight			
M-S, 6a		А/М '80_		
M-S, 6a	0): 183	A/M '80_ KW TO ~ FM		
M-S, 6ar POP(0	0): 183 A/M '79			

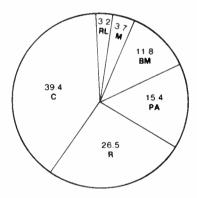
M-F, 6-10am

M-F, 6-10	KWTO-FM	KW TO -FM
_	KT CK - AM	KICK-AM
_	KWTO-AM	KWTO-AM
		KW 10 -411
M-F, 3-7	•	
_	KWTO-FM	KWTO-FM
_	KICK-AM	KICK-AM
3	KBUG-AM	KGBX-AM
Adults	18-34	
	<b>18-34</b> n-Midnight 0): 665	
M-S, 6arr	n-Midnight	A/M '80
M-S, 6am	n-Midnight 0): 665	<b>A/M '80</b> KWTO – FM
M-S, 6am POP(0	n-Midnight 0): 665 A/M '79	
M-S, 6am POP(0	n-Midnight 0): 665 A/M '79 KWT0-FM	KWTO-FM
M-S, 6am POP(0)	n-Midnight 0): 665 A/M '79 KWT0-FM KTTS-FM KI CK-AM KWT0-AM	KWTO-FM KICK-AM KWTO-AM KTTS-FM
M-S, 6am POP(0)	N-Midnight 0): 665 A/M '79  KWT0-FM KTTS-FM KICK-AM	KWTO-FM KICK-AM KWTO-AM
M-S, 6am POP(0)	n-Midnight 0): 665 A/M '79  KWT0-FM KTTS-FM KICK-AM KWT0-AM KKTTS-AM	KWTO-FM KICK-AM KWTO-AM KTTS-FM
M-S, 6am POP(0) 1 2 3 4 5 M-F, 6-10	n-Midnight 0): 665 A/M '79  KWT0-FM KTTS-FM KICK-AM KWT0-AM KKTTS-AM	KWTO-FM KICK-AM KWTO-AM KTTS-FM
M-S, 6arr POP(0) 1 2 3 4 5 M-F, 6-10	n-Midnight 0): 665 A/M '79  KWT0-FM  KTTS-FM  KICK-AM  KWT0-AM  KTTS-AM	KWTO-FM KICK-AM KWTO-AM KTTS-FM KGBX-AM
M-S, 6arr POP(0) 1 2 3 4 5 M-F, 6-10	1-Midnight 0): 665 A/M' 79 KWTO-FM KKTTS-FM KICK-AM KWTO-AM KTTS-AM Dam KWTO-FM	KWTO - FM KICK - AM KWTO - AM KTTS FM KGBX - AM
M-S, 6arr POP(0) 1 2 3 4 5 M-F, 6-10	1-Midnight 0): 665 AM'79 KWT0-FM KTTS-FM KICK-AM KWT0-AM KWT0-AM KWT0-FM KWT0-FM	KWTO - FM KICK-AM KWTO - AM KTTS - FM KGBX-AM KWTO - FM KICK-AM

		•
M-F, 3-7pm		0001/1000
1 KWTO-FM	KWTO-FM	č
2 KTTS-FM	KICK-AM	Ţ
3 KICK-AM	KW TO - AM	<u> </u>
4 KWTO-AM	KRFG-FM	,
5 KRFG-FM	KGBX-AM	_ 6
Adults 25-54		Ĺ
M-S, 6am-Midnight		
POP(00): 734		č
A/M '79	A/M '80	2
1 KTTS-FM	KWTO-FM	— (4)
2 KWTO-4M	KW TO - AM	7
3 KTTS-AM	KTTS-FM	ò
4 KWTO-FM	KTXR-FM	
5 KTXR-FM	KTTS - AM	
M-F, 6-10am		
1 KTTS-FM	KW TO -FM	
2 KWTO-AM	KWTO-AM	
3 KTTS-AM	KTTS-FM	
4 KWTO-FM	KTTS-AM	
5 KGBX-AM	KICK-AM	
M-F, 3-7pm		
1 KTTS-FM	KWTO-FM	
2 KWTO-AM	KTXR-FM	
3 KTTS-AM	KWTO - AM	
4 KWTO-FM	KTTS-FM	
5 KTXR-FM	KICK-AM	

# **Format Penetration Chart**

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



# Format Legend

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

# eattle-Everett-`acoma

ontinued from Page 207

=, 3-7pm		
1 KJR -AM	KJR -AM	KJR -AM
2 KZOK-FM	KZOK-FM	KISW-FM
3 KING-AM	KIRO-AM	K ING-AM
4 KISW-FM	KING-AM	KZAM-FM
5 KIRO-AM	KISW-FM	KZOK-FM
6 KYYX-FM	KYY X-FM	KIRO-AM
7 KTAC-AM	KTAC-AM	KPLZ-FM
8 KVI -FM	KZAM-FM	KYYX-FM
9 KZAM-FM	KIXI-FM	KNBQ-FM
10 KVI -AM	KPLZ-FM	KTAC-AM

KWTO-FM KICK-AM KTTS FM

A/M '80

KWTO-FM KWTO-AM KRFG-FM KTTS-FM KGBX-AM

Jults 25-54

,3-7pm 1 KWTO-FM

2 KICK-AM 3 KBUG-AM

ults 18-34 ,6am-Midnight

(00): 665

1 KWTO-FM 2 KTTS-FM 3 KWTO-AM

A/M '79

)P(	00): 7735		
	A/M '79	O/N '79	A/M '80
1	KIRO-AM	KIRO-AM	KIRO-AM
2	KVI - AM	KOMO-AM	KOMO AM
3	KOMO AM	KVI -AM	KING-AM
4	KJR -AM	KJR -AM	KJR -AM
5	KING-AM	KSEA-FM	KVI -AM
6	KSEA-FM	KING-AM	K SE A - FM
7	KMPS-AM	KIXI-FM	KBRD-FM
8	KVI -FM	KING-FM	KEZX-FM
9	KING-FM	KEZX-FM	KZAM-FM
10	KZAM-FM	KMPS-AM	KMPS-AM

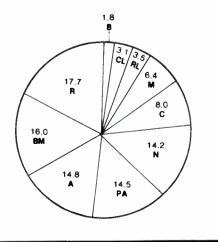
T	KTRO-AM	KIRO-AM	K I RO - A M
_	KVI -AM	KOMO-AM	KOMO-AM
	KOMO-AM	KVI -AM	KVI -AM
4	KJR -AM	KJR -AM	KJR -AM
	KING-AM	KSEA-FM	KING-AM
6	KSEA-FM	KING-AM	KSEA-FM
_	KZAM-FM	KIXI-FM	KZAM-FM
	KMPS-AM	KMPS-AM	KM PS-AM
9	KMPS-FM	KING-FM	KPLZ-FM
10	KTAC-AM	KEZX-FM	KMPS-FM
M-F, 3-	7pm		
1	KIRO-AM	KIRO~AM	K I RO-AM
2	KVI -AM	KVI -AM	KOMO-AM
3	KOMO-AM	KOMO-AM	KJR -AM
4	KJR -AM	KJR -AM	KING-AM
5	KSEA-FM	KSEA-FM	KSEA-FM
6	KING-AM	KING-AM	KVI -AM
7	KMPS-AM	KIXI-FM	KMPS-AM
8	KMPS-FM	KYYX-FM	KZAM-FM
9	KVI -FM	KING-FM	KBRD-FM
1.0	KZAM-FM	KMPS-FM	KMPS-FM

# Format Legend

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

# **Format Penetration Chart**

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



Data from Market Buy Market TM

R&R

# Steubenville-Weirton METRO RANK METRO RANK Metro RANK Monday-Sunday, 8am-Midnight POP(00): 1363 Metro RANK Monday-Sunday, 8am-Midnight Metro Rank Monday-Sunday, 8am-Midnight Monday

PO	Р(	00	)	:		1	3	6	3	

'O P ( O	0): 1363		
	A/M '79		A/M '80
1	WWVA-AM	17.2	WRKY-FMm-13.0
2	WSTV-AM	13.3	WWV 4-4M(C) 13.0
3	WRKY-FM	8.9	WSTV-AM(PA)11.4
4	WEIR-AM	8.4	WEIR-AM(PA) 8.8
5	KD K 4 - 4 M	6.9	KDKA-AM(PA) 7,3
6	WPEZ-FM	5 - 9	WPEZ-FM(PN) 6+2
7	WDVE-FM	5.4	WSHH-FM(BM) 4.7
8	WLIT-4M	3 - 0	WELA-FM(BM) 4.1
9	WOMP-FM	3.0	WDVE-FM(A) 3.1
10	WTRF-FM	3.0	WKWK-FM(R) 2.6
11	WSHH-FM	2.5	WJOI~FM(MM) 2,6
12	WAMO FM	2.5	WOMP-FM(A) 2.1
13	WOMP-AM	2 - 0	WTRF-FM(BM) 2.1
1 4	W NE U - AM	2.0	WAMO-FM(®) 2.1
15	WOHI-4M	2.0	WPNT-FM(BM) 1.6
16	WELA-FM	1 - 5	WOHI-AMIPA 1.6
17	WKWK-FM	1.5	WXKX-FM(R) 1.0
18	WJOI-FM	0.5	WKWK-AM(R) 1.0
19	KDK 4-FM	0.5	WLIT-AMPA 1.0
2 0	WKWK-4M	0.5	WOMP-AM(No 1.0
2 1			WKBN-FM(BM) O.5
	_		

# **Average Persons** Trends/Rankings

# Total 12+

	OBITO HELL		
POP	(00):	1363	

	A/M '79		A/M '80	
1	WWVA-AM	3.5	WRKY-FM	2.5
2	WSTV-AM	27	WWV A- AM	2.5
3	WRKY-FM	1.8	WSTV-4M	2.2
4	WEIRHAM	17	WEIR-AM	1.7
5	KD K A - 411	1.4	KDKA-AM	1 4

### M-F, 6-10am

1	WWVA-AM	WWV A-AII
2	WSTV-4M	WSTV-AM
3	WFIR-AM	WEIR-AM
4	KDK 4-4M	WR KY - FM
5	WPEZ-FM	KPKA-AM
A-F, 3-7	pm	

1	WWVA-AM	WRKY-FM
2	WRKY-FM	WWV'A-AM
3	B WFIR-AM	K D K 4 - 4 M
4	WSTV-AM	WPEZ-FM
5	RPEZ-FM	WSHH-FM

# Teens M-S, 6am-Midnight

# POP(00): 174

A/M '79	A/M '80
1 WPEZ-FM	WR KY - F :1
2 WRKY-FM	WPEZ-FM
3 WFIR-AM	WFIP-AM
M-E 6-10-m	

# M-F, 6-10am 1 WEIR-AM

_	WPEZ-FM WRKY-FM	WRKY-FM WPEZ-FM
, 3-7		
-	WPEZ-FM	WRKY-FM

# M-F

		***************************************
, 3-7	'pm	
1	WPEZ-FM	WRKY-FM
2	WFIR-AM	WAMO-FM
3	WRKY~FM	WOMP-FM

# Adults 18-34 POP(00): 427

A/M '79

1	WRKY-FM	WR KY - FM
_		
2	WEIR-AM	WPEZ-FM
3	WDVE-FN	WEIR-AM
4	WPEZ-FM	WWV A-AM
5	KD K 4 - 4M	WDVE~FM
M-F, 6-1	0am	
1	WEIR-AM	WRKY-FM
2	WWVA-AM	WEIR-AM
3	WPEZ-FM	WWV 4-4M
4	WDVE-FM	WPEZ-FM
5	WRKY-FM	WDVE-FM
M-F, 3-7	pm	

A/M '80

# WRKY-FM WPEZ-FM WDVE-FM WEIR-4M 2 WEIR-AM 3 WDVE-FM 4 WPEZ-FM WWV A-AM 5 WOMP-EM

# Adults 25-54 M-S, 6am-Midnight POP(00): 642

101(00). 1142			
	A/M '79	A/M '80	
1	WWVA-AM	WWV A- AM	
2	WSTV-AM	WRKY-FM	
3	WRKY-FM	WFIR-4M	
4	WEIR-AM	WSTV-AM	
5	KDK 4 AM	WELA-FM	
M-F, 6-10	lem		
1	WWVA-AM	WEIR-AM	
2	WSTV-AM	WWV A-AM	
3	WFTR-AM	DOTU-AM	

	WEIK-AM	WSTV-AM
4	KDK 4 - 4M	WRKY-FM
5	WRKY-FM	K D K 4 – 4 M
-F, 3-7	7pm	
1	WWVA-AM	WWV A-AM
2	WRKY-FM	WR KY - FM
3	WEIR-AM	WEIR-AM
4	WSTV-4M	WEL A-FM
5	WTRF-FM	WPEZ-FM

# **Cume Persons** Trends/Rankings

# Total 12+

M-S,	6am-Midnight
------	--------------

POP(0	00): 1363			
	A/M '79		A/M '80	
1	WEIR-AM	445	WRKY-FM	4 5 2
2	WSTV-AM	419	WWVA-AM	360
3	WWV 4- 4M	413	WSTV-AM	356
4	WRKY-FM	314	WFIR-AM	354
5	KDK 4-4M	311	KDKA-4M	2 4 7
M-F, 6-1	0am			
1	WSTV-4M		WWV A- AM	
2	WWVA-AM		WSTV~AM	
3	WEIR-AM		WEIR-AM	
4	KD K A AM		WRKY-FM	
5	WRKY-FM		WPEZ-FM	
M-F, 3-7	pm			
1	WEIR-AM		WR KY - FM	
2	WWVA-AM		WWV A-AM	
3	WRKY-FM		WEIR AM	
4	WSTV-AM		WSTV-AM	
5	WPEZ-FM		KDKA-Att	

# 1 WEIR-AM 2 WWVA-AM 3 WRKY-FM 4 WSTV-AM 5 WPEZ-FM

	Гее	ns
1	W-S,	6am-Midnight

M-S, 6am-Midnight	
POP(00): 174	
A/M '79	A/M '80
1 WPEZ~FM	WRKY-FM
2 WEIR-AM	WPEZ-FM
3 WRKY-FM	WEIR-AM

# M-F, 6-10am 1 WFIR-AM 2 WPEZ-FM 3 WRKY-FM WFIR-AM WRKY-FM WPEZ-FM

M-F, 3-7pm					
1 WPEZ-	EM	√R	KY-FM		
2 WEIR-	4M 1	V P	EZ-FM		
3 WRKY-	EM 1	10	MP-FM		

Adults 18-34
M-S. Sam-Midnight

0): 427	
A/M '79	A/M '80
WRKY-FM	WRKY-Fit
WFIR-4M	WEIR AM
WPEZ-FM	WPEZ-FM
W D V E - F M	WWV 4 - 455
KDK 4-4M	WDVE-FM
0am	
WEIRHAM	WR KY + FM
WPEZ-FM	WPEZ-FM
WRKY-FM	WEIR-AM
W D V E - F M	WWV 4- 4M
KDK A-AM	WDVE-FM
	O): 427 AM '79  WRKY-FM WFIR-AM WPEZ-FM WDVE-FM KDKA-AM  Dam WEIR-AN WPEZ-FM WPEZ-FM WPEZ-FM WPEZ-FM

M-F, 3-7pm	
1 WRKY-FM	WRKY-F
2 WEIR-AM	WPEZ-F
3 WDVE-FM	WFIR-4
4 WPEZ-F:1	WDVE-F
5 WWV 4- 4M	WWV A-A

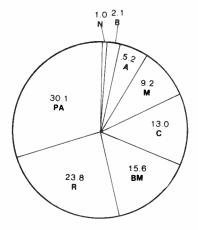
# Adults 25-54 M-S, 6am-Midnight

POP(00): 642

	A/M '79	A/M '8
1	WWVA-AM	WR KY -
2	WEIR-AM	WWV 4-
3	WSTV-AM	WEIR-
4	WRKY-FM	WSTV-
5	KDK 4-4M	K D K 4 ~
W-F, 6-1	0am	
1	WWVA-AM	WWVA-
2	WEIR-AM	WEIR-
3	WSTV-AM	WRKY-
4	KD K 4 - 4 M	WSTV-
5	WRKY~FM	K P K 4 -
W-F, 3-7	pm	
1	WWVA-AM	WRKY-
2	WEIR-AM	WWV 4-
3	WRKY-FM	WEIR-
4	WSTV-AM	K D K 4 -
5	KDK 4-4M	WPEZ-

# **Format Penetration Chart**

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



# Format Legend

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

# Stockton

METRO RANK

107

# verage Persons 12+ Share Trends ondev-Sunday, 6em-Midnight

g,		4	y~	w	ĸ	æy,	, 4		•
o	P	(	00	)	:	2	6	58	

A/M 179		A/M 179		A/M '80
1 KJOY-AM	12.5	KJ AX-FM	12.3	KR4K-4M(C) 13
2 KJAX-FM	11.0	KRAK-AM	10.4	KJAX-FM (mm) 9.
3 KFRC-AM	10.4	KCBS-4M	8.1	KHOP-FMPA 8
4 KRAK-AM	8.9	KJOY-4M	7.8	KNBR-AMPA) 7.
5 KCBS-AM	6.3	K FR C - AM	6.7	KJOY-AM (%) 6
6 KNBR-AM	5.4	KNBR-4M	5.6	KCBS-4M (M) 5
7 KSTN-AM	4 . 8	KWIN-FM	5.6	KSTN~4M (44) 5
8 KWIN-FM	4.5	KSTN-AM	5.3	KGO - 4M (NAT) 3
9 KHOP-FM	3.6	KHOP-FM	4.5	KSTN-FM(B) 3
LO KWG -AM	3.3	KSRT-FM	3.4	KSRT-FM(A) 2
11 KSRT-FM	3.0	KSTN-FM	2.8	KEWT-FM (COM) 2
12 KCVR-AM	2.1	KWG - AM	2.5	KFRC-AM 🙌 2
13 KTRB-AM	1.5	KEWT-FM	2.5	KWIN-FM (PA) 2
14 KEWT-FM	1 • 5	KQKK-FM	2.2	KWG - 4H (000) 1
15 KKIS-AM	1.5	KGO -AM	1 • 7	KFBK-4M 00 1
16 KOSO-FM	1.5	KFBK-AM	1.1	KZ4P-FM(A) 1
17 KEBR-FM	1.5	KFIV-AM	1 . 1	KTRB-AM (C) 1
18 KFBK-AM	1.5	KOSO-FM	1 • 1	KQKK-FM (MM) 1
19 KGO -4M	1.2	KCVR-AM	0.8	KX04-FM (A) 0
2 O KSFO-AM	1.2	KTRB-4M	0.6	KOSO-FH PA) O
2 1 KWOD-FM	1.2			KCVR-4M (PL) 0
22 KCTC-FM	0.9			KWOD-FM PA) O
23 KSFX-FM	0.6			KSOL-FM = 0
24				KFIV-AM (PO 0
2 5				KFMR-FM (MA) O

# Average Persons Trends/Rankings

iotal 12+	
A-S, 6am-Midnight	

4-S, 6am-Midr	night
POP(00):	2658

	A/M '78		A/M '79		A/M '80	
1	KJOY-AM	42	KJ 4X-FM	44	KRAK-AM	51
	KJAX-FM	37	KR4K-4M	37	KJ 4X-FM	3\$
	K FR C - AM	35	KCBS-4M	29	KHOP-FM	31
	KRAK-AM	30	KJ OY-4M	28	KNBR-4M	27
	KCBS-4M	2 1	KFRC-4M	2 4	KJ OY-AM	2 5
W-F, 6-	-10em					
1	K FR C - AM		KR4K-4M		KR4K-4M	
2	KJOY-4M		KCBS 4M		KCBS-4M	
2	M D A V - A M		KIAT-FM		KNBR-AM	

3 KR	AK-AM	KJ AX-FH	K N BR - AM
4 KC	BS - AM	KJ OY-4M	KJ 4X-FM
5 KJ	AX-FM	KSTN-4M	KHOP-FM
N-F, 3-7pπ	1		
1 K.	IOY-AM	KJ A X – F M	KRAK-4M
2 K1	R C - AM	KJ OY- AM	KHOP-FM
	AX-FM	KR4K-4M	KJ 4 X - F M
	RAK-AM	KFRC-AM	KSTN-AM
	TN-AM	KNBR-4M	KNBR-4M

KHOP-FM KJOY-AM

1 KFRC-4M 2 KJOY-4M 3 KSTN-4M 4 KR4K-4M 5 KNBR-4M

Teens M-S, 6am-Midnight POP(00): 346		
A/M '78	A/M 179	A/M '80
1 KFRC-AM	KJ OY-4M	KJ OY-AM
2 KJOY-4M	KFRC-AM	K HO P-FM
3 KHOP-FM	K HOP-FM	KSTN-4M
M-F, 6-10am		
1 KFRC-AM	KJ O Y ~ AM	K HO P-FM
2 KJOY-AM	KSTN-4M	KJ OY-4M
3 KHOP-FH	KFRC-4M	KSTN-FM

KJ OY-4M KFRC-4M KHOP-FM

# 1 KFRC-AM 2 KJOY-AM 3 KSTN-AM Adults 18-34 POP(00): 898

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1	KJOY-4M	KWIN-FM	K HO P-FM
2	K FR C - AM	KFRC-AM	KST N - AM
3	KRAK-AM	KJ OY-4M	KJ OY-AM
4	KWIN-FM	KHO P-FM	KJ 4X-FM
	KSTN-AM	KST N - AM	KR4K-4M
94-F, 6-1	0am		
1	K FR C - AM	KFRC-4M	KHO P-FM
2	KJOY-4M	KW I N-FM	KR4K-4M
3	KRAK-AM	KJ OY-AM	KFRC-4M
4	KSTN-AM	KSTN-AM	KST N - AM
	KN BR - AM	KR4K-4M	K N BR - AM
M-F, 3-7	pm		
1	KJOY-4M	KFRC-4M	KHO P-FM
2		KHO P-FM	KJ 4X-FM
3		KW IN-FH	KSTN-4M
4		KJ O Y- AM	KSRT-FM
-			

# 1 KJOY-AM 2 KFRC-AM 3 KSTN-AM 4 KWIN-FM 5 KRAK-AM Adults 25-54

# POP(00): 1194

A/M '78	A/M '79	A/M '80
K.IAX-FM	KR4K-4M	KR4K-4M
	KJ 4X-FM	KJ 4X – PM
	KNBR-4M	K N BR - 4M
	KST N-AM	KCBS-4M
	KW IN-FM	KHO P-FM
10em		
EFRC-AM	KRAK-AM	KRAK-AM
	KJ AX-FM	K N BR - AM
	KNBR-4M	KJ 4X-FM
	K ST N - AM	KCBS-4M
	KCBS-4M	KJ OY-AM
	KJAX-FM KRAK-AM KJOY-AM KJOY-AM KMBR-AM IOam KFRC-AM KJAX-FM KNBR-AM KJOY-AM	RJAX-FM

5 KNBR-4M	KJ OY-AM	KCBS-4M
4 KFRC-AM	KCBS-4M	KEWT-PM
3 KJOY-AM	KNBR-4H	KN BR - AM
2 KRAK-AM	K R 4 K - 4M	KJ 4X-FM
1 KJAX-FM	KJ AX - FM	KR4K-4M

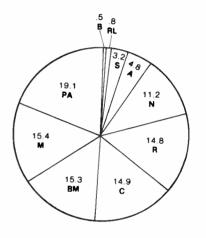
Cume F	ors(	ons Trend	is/Ra	nkings	
Total 12+					
N-8, 6em-Midnight					
POP(00): 2658					
A/M 178		A/M '79		A/M '80	
1 KJOY-AM	749	KJ OY-AM	764	KJ OY-4M	60
2 KFRC-4M	708	KFRC-4M	543	KRAK-AM	53
3 KJAX-FM	459	KSTN-AM	507	KHOP-FM	47
4 KRAK-AM	449	KNBR-4M	489	KSTN-4M	46
5 KSTN-4M	446	KR4K-4M	479	KCBS-4M	4 5
M-F, 6-10am					
1 KFRC-AM		KJ OY-AM		KRAK-AM	
2 KJOY-AM		KR4K-4M		KCBS-4M	
3 KRAK-AM		KFRC-AM		KJ OY-AM	
4 KSTN-4M		KSTN-AM		KHOP-FM	
5 KCBS-4M		KCBS-AM		KNBR-4M	
M-F, 3-7pm					
1 KFRC-4M		KJ 0 Y - 4M		KR4K-4M	
2 KJOY-4M		KNBR-AM		KHOP-FM	
3 KSTN-4M		KR4K-4M		KJOY AM	
4 KRAK-AM		KFRC-AM KSTN-AM		KSTN-AM KNBR-AM	
5 KJAX-FM		K21 N-4M		KNDK-30	
Teens					
M-S, 6am-Midnight					
POP(00): 346					
A/M '78		A/M 179		A/M '80	
1 KFRC-AM		KJ 0 Y = 4M		KJ OY-4M	
2 KJOY-AM		KFRC-4M		KHOP-FM	
3 KSTN-AM		KST N - AM		KSTN-4M	
M-F, 6-10am					
1 KFRC-AM		KJ OY-AM		KHOP-FM	
2 KJOY-AM		KSTN-AM		KJOY-AM	
3 KSTN-4M		KFRC-4M		KFRC-AM	
M-F, 3-7pm					
1 KJOY-AM		KJ OY-AM		KHOP-FM	
2 KFRC-AM		KFRC-4M		KJOY-4M	
3 KSTN-4M		KSTN-4M		KSTN-AM	
Adults 18-34					
M-S, 6am-Midnight					
POP(00): 898					
A/M 178		A/M '79		A/M '80	
1 KJOY-4M		KFRC-AM		K HO P-FM	
2 KFRC-AM		KJ OY-AM		KJ OY- AM	
3 KSTN-AM		KSTN-AM		KSTN-AM	
4 KSRT-FM		KHO P-FM		KFRC-4M KSRT-FM	
5 KNBR-4M		KW IN-FM		K2KI-FH	
M-F, 6-10am					
1 KFRC-AM		KFRC-4M		KHOP-FM	
2 KJOY-AM		KJ OY-AM		KJ OY-AM	
3 KSTN-AM		KST N - AM		KFRC-AM	
4 KNBR-4M		KWIN-FM		KSTN-AM	
5 KRAK-AM		KHOP-FM		KNBR 4M	
M-F, 3-7pm					
				K DO D EM	

KFRC-AM KSTN AM KJOY-AM

Adults 25-54 W-S, 6am-Midnight		
OP(00): 1194		
A/M '78	A/M 179	A/M '80
1 KRAK-AM	KNBR 4M	K RAK -AM
2 KJOY-4M	KR4K-4M	K N B R - 4 M
3 KFRC-4M	KJ OY-AM	KJ 4X-FH
4 KJAX-FM	KFRC-4M	KJ 0Y-4M
5 KNBR-4M	KSTN-4M	KCBS-4M
A-F, 6-10am	,	
1 KFRC-AM	KR4K-4M	KR4K-4M
2 KRAK-AM	KNBR-4M	KNBR-4M
3 KJOY-AM	KSTN-AM	KJ 4X-FM
4 KJAX-FM	KJ 4 X - FM	KCBS-4M
5 KNBR-4M	KFRC-4M	KJ OY-AM
VI-F, 3-7pm		
1 KFRC-AM	KR4K-4M	KR4K-4M
2 KR4K-4M	K N B R – A M	K N B R - 4 M
3 KJAX-FM	KJ 4X-FM	KJ 4X-FH
4 KJOY-AM	KFRC-4M	KCBS-4M
5 KNBR-4M	KSTN-4M	K ST N - 4H

# **Format Penetration Chart**

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



# Format Legend

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

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KHOP-FM KSTN-AM KFRC-AM KSRT-FM



# **Syracuse**

METRO RANK

**57** 

In the overall market and the there was a stable story — WSYR and WHEN were there was a stable story — WSYR and WHEN were 1-2, as they were when Arbitron last measured there were. However, within the 18-34 target there was warden with the stable was warden with the stable was warden and was warden warden was warden was warden was warden was warden was warden warden was warden warden was warden warden was warden was warden w WNDR

In its first real AOR book, WSYR-FM skyrocketed into the young adult lead. The station used TV, busboards, billboards, weekly newspapers, and bumper stickers to spread the word. It also formed the "Rock 'n' Roll Air Force," and 15,000 people sent in for the ID cards. The former AOR pacesetter, WAQX, lost a third of its 18-34 share in the face of this blitz, ending up with a 8 share. WNDR was affected too, and slipped similarly, ending up tied with WAQX at the 8 share level.

The new number two 18-34 was P/A station WHEN. Strong in the 25-34 cell, WHEN added more than four shares to its previous 18-34 total to score in the upper-13 range. The WHEN 25-34 and 35-44 strength helped the station do well in the 25-54 standings also. The station remained stable at a 13 share, second to the upper 14 figure of WSYR. WSYR was down two shares from its previous numbers in this demo, but the station was still the strongest 35+ force.

# Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

	A/M '79		O/N *79		A/M '80	
1	WSYR-AM	14.1	WSYR-AM	18.0	WSYR-AM (PA)1	5 - 5
2	WHEN-AM	13.8	WHEN AM	7.7	WHEN-AM (PA)1	
3	WNTQ-FM	7.4	WNDR-AM	7 - 1	WSYR-FM (A)	8.
4	WEZG-FM	6.5	WAQX-FM	6.8	WNTO-FM (BM)	6.
5	WKFM-FM	5.4	WNTO-FM	6.8	WEZG-FM (BM)	5.5
6	WNDR-AM	5.2	WOLF-AM	6.2	WA OX - FM (A)	5.
7	WAOX-FM	5 - 2	WFBL-AM	6.1	WND R-AM (O)	5.0
8	WOLF-AM	4.8	WEZG-FM	6.1	WK FM-FM (R)	4.1
9	WSYR-FM	4.0	WKFM-FM	4.8	WOLF-AM(A)	4.
10	WFBL-AM	3.9	WSYR-FM	3.3		4.
11	WSEN-AM	3 • 4	WSOQ-AM	3.1	WF B L - AM (A)	3.
12	WSOO-AM	3 - 1	WSEN-AM	2.9	WONO-FM (BM)	2.
13	WSEN-FM	2 - 7	WSEN-FM	2.7	WOUR-FM (A)	2.
14	WSCP-AM	2 - 5	WONO-FM	2 2	WSEN-AM (C)	2.
15	WMHR-FM	2.2	WKGW-FM	1.5	WSGO-AM (PI)	1.
16	WSGO-AM	2.2	WOUR-FM	1.5	WMHR-FM (RL)	1.
17	WOUR-FM	1.6	WSG0-AM	1.5	WKGW-FM(M)	1.
18	WSG0-FM	1.3	WOSC-AM	1 - 2	WSOO-AM (BM)	1.
19	WKGW-FM	1.1	WMHR FM	0.9	WSCP-AM(C)	0.
20	WONO FM	0.9	WNOZ-FM	0.7	WYRD-AM (RL)	0.
2 1	WIBQ-FM	0.48	WSCP-AM	0.6	WOSC - AM (PA)	0.
22	WOSC-AM	0.6	WMCR-FM	0 5	WSGO-FM(R)	Ο.
23	WMCR-FM	0.5	WSGO-FM	0.4		
24	WMCR-AM	0.5	WMCR-AM	0.2		

# Average Persons Trends/Rankings

### Total 12+ M-S, 6am-Midnight POP(00): 5287

WFBL AM

	A/M '79		O/N *79		A/M '80	
1	WSYR-AM	120	WSYR-AM	147	WSYR-AM	12
	WHEN-AM	118	WHEN-AM	6.3	WHEN-AM	84
3	WNTC-FM	6.3	WNDR AM	5.8	WSYR-FM	7 1
	WFZG~FM	5.5	WA OX - F11	5.6	WNTO-FM	5 (
5	WKFM-FM	46	WNTO-FM	56	WEZG-FM	4
M-F. 6	10am					
1	WSYR-AM		WSYR-AM		WSYR-AM	
2	WHENHAM		WHEN-AM		WHEN-AM	
3	WNDR-AM		WF B L - A M		WNDR-AM	
4	WOLF AM		WOLF-AM		WNTO-FM	
5	W NT Q = F M		WNDR-AM		WSYR-FM	
M-F, 3-	7pm					
1	WSYR-AM		WSYR-AM		WSYR-AM	
2	WHEN-AM		WPENHAM		WHEN-AM	
3	N K I C - F M		$WA \cap X - FM$		WSYR-FM	
4	WFZG-FM		WNTO-FM		WNTO-FM	
5	WAOX-FM		WNDR AM		WAOX-FM	
Teens	s					
M-S, 6	am-Midnight					
POP(	CO); 715					
	A/M '79		O/N '79		A/M '80	
1	WOLF-AM		WOLF-AM		WA OX - FM	
2	WHEN-AM		WA QX - FM		WSYR-FM	
3	WKFM-FM		WFBL-AM		WKFM-FM	
M-F, 6-	10am					
1	WO1. F - AM		WOLF-AM		WAOX-FM	

WOLF-AM

M-F, 3-7pm		
1 WOLF-AN	WOLF-AM	WA OX - F M
2 WAOX - FM	WA OX - FM	WSYR-FM
3 WHEN-AM	WFBL-AM	WK FM-FM
Adults 18-34		
M-6, 6am-Midnight		
POP(00): 1918		
A/M '79	O/N '79	A/M '80
1 WHEN-AM	WA OX + FM	WSYR-FM
2 WKFM-FM	WNDR-Att	WHEN AM
3 WAOX-FM	WHEN-AM	WNDR-AM
4 WNDR-AM	WF B L - A M	WAOX - FM
5 WSYR-FM	WKFM-FM	WKFM-FM
M-F, 6-10am		
1 WHEN-AM	WHEN-AM	WHEN-AM
2 WMDR-AM	WAOX-FM	WNDR-AM
3 WOLF-AM	WF DI AM	WSYR-FM
4 WKFM-FM	WIND RHAM	VKFM-FM
5 WA OX - FM	WOLF-AM	WOLF-AM
M-F, 3-7pm		
1 WHEN-AM	WA OX - FM	WSYR-FM
2 WAOX~FM	WHEN-AM	WHEN-AM
3 WSYR-FM	WNDR-AM	WAOX - FM
4 WKFM-FM	WF BL - AM	WKFM-FM
5 WNDR-AM	WSYR-FM	WNDR-AM
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 2350		
A/M '79	O/N '79	A/M *80
I WHEN-AM	WSYR-AM	WSYR-AM
2 WSYR-AM	WHEN-AM	WHEN-AM
3 WNTO-FM	WNDR-AM	WNTO-FM
4 WNDR-AM		
5 WEZG-FM	WNTO-FM	WEZG-FM
	WNTO-FM WEZG-FM	WEZG-FM WNDR-AM
M-F, 6-10am		
M-F, 6-10am 1 WHEN-AM		WNDR-AM
•	WEZG-FM	WNDR-AM WSYR-AM
1 WHEN-AM	WEZG-FM WSYR-AM	WNDR-AM
1 WHEN-AM 2 WSYR-AM	WEZG-FM WSYR-AM WHEN-AM	WNDR-AM WSYR-AM WHEN-AM WNDR-AM
1 WHEN-AM 2 WSYR-AM 3 WNTO-FM	WEZG-FM WSYR-AM WHEN-AM WNDR AM	WNDR-AM WSYR-AM WHEN-AM
1 WHEN-AM 2 WSYR-AM 3 WNTO-FM 4 WNDR-AM 5 WFBL AM	WEZG-FM WSYR-AM WHEN-AM WNDR AM WOLF-AM	WNDR-AM WSYR-AM WHEN-AM WNDR-AM WNTO-FM
1 WHEN-AM 2 WSYR-AM 3 WNTO-FM 4 WNDR-AM 5 WFBL AM	WSYR-AM WHEN-AM WHOR AM WODR AM WOLF-AM WFBL-AM	WNDR-AM WSYR-AM WHEN-AM WNDR-AM WNTO-FM WKFM-FM
2 WSYR-AM 3 WNTO-FM 4 WNDR-AM 5 WFBL AM	WEZG-FM WSYR-AM WHEN-AM WNDR AM WOLF-AM	WNDR-AM WSYR-AM WHEN-AM WNDR-AM WNTO-FM WKFM-FM
1 WHEN-AM 2 WSYR-AM 3 WNTO-FM 4 WNDR-AM 5 WFBL AM WF.3-7pm 1 WHEN-AM	WSYR-AM WHEN-AM WNDR AM WOLF-AM WFBL-AM	WNDR-AM WSYR-AM WHEN-AM WNDR-AM WNTO-FM WKFM-FM WSYR-AM WHEN-AM
1 WHEN-AM 2 WSYR-AM 3 WNTO-FM 4 WNDR-AM 5 WFBL AN M-F, 3-7pm 1 WHEN-AM 2 WNTO-FM	WSYR-AM WHEN-AM WNDR AM WOLF-AM WFBL-AM WSYR-AM WHEN-AM	WNDR-AM WSYR-AM WHEN-AM WNDR-AM WNTO-FM WKFM-FM

# **Cume Persons Trends/Rankings**

# Total 12+

POP (	(00): 528	7				
	A/M '79		O/N '79		A/M '80	
1	WHEN-AM	2075	WSYR-AM	1729	WSYR-AM	177
2	WS YR - AM	1689	WHEN-AM	1408	WHEN-AM	162
3	WOLF-AM	1115	WF BL - AM	1121	WSYR-FM	1069
4	WKFM-FM	961	WOLF-AM	1014	WFBL-AM	80
5	WNDR-AM	931	WND R-AM	978	WAOX-FM	80
M-F. 6	-10am					
1	WHEN-AM		WSYR-AM		WSYR-AM	
2	WSYR-AM		WHEN-AM		WHEN-AM	
3	WOLF-AM		WFBL-AM		WSYR-FM	
4	WF BL-AM		WOLF-AM		WNDR-AM	
5	WNDR-AM		WNDR-AM		WOLF-AM	
M-F. 3	-7pm					
1	WHEN-AM		WSYR-AM		WHEN-AM	
2	WSYR-AM		WHEN-AM		WSYR-AM	
3	WOLF-AM		WFBL-AM		WSYR-FM	
4	WNDR-AM		WOLF-AM		WK FM-FM	
5	WFZG-FM		WNDR-AM		WFBL-AM	

### M-S. 6am-Midnight POP(00): 715

A/M *79

WHEN-AM WOLF-AM

WHEN-AM

WOLF-AM WAOX-FM

WNDR-AM

WKFM-F5

3 WKFM-FM	WAOX-FE	WFBL-AM
A-F, 6-10am		
1 WHFN-AM	WOLF-AM	WA OX - FM
2 WOLF-AM	WF PL-AM	WSYR-FM
3 WEBI AM	UPFN-AM	WHFN-AM
1-F, 3-7 pm		
1 WOLF-AM	WOLF-AM	WSYR-FM
2 WHEN AM	WF B L - A M	WA OX - FM
3 WAOX-FM	WA OX - FM	WKFM-FM
dults 18-34		
I-S, 6am-Midnight		
OP(00): 1918		
A/M *79	O/N '79	A/M '80
1 WHEN-AM	WHEN-AM	WHEN-AM
2 WOLF-AM	WF B L - A M	WS YR-FN
3 WKFM-FM	WNDR-AM	WNDR-AM
4 WNDR-AM	WKFM~FM	WA OX - FM
5 WAOX-FM	WOLF-AM	WKFM-FM
I-F, 6-10am		
1 WHEN AM	WHEN-AM	WHEN-AM
2 WOLF-AM	WF BL-AM	WSYR-FM
3 WNDR-AM	WNDR-AM	WNDR-AM
4 WKFM-FM	WOLF-AM	WK FM-FM
5 WAOX-FM	WA QX - FM	WOLF-AM
-F, 3-7pm		

WFBL-AM

WNDR-AM WHEN-AM

WAOX-FM

O/N '79

WOLF-AM WFBL-AM

A/M 'SO

WAOX-FM

WSYR-FM

WHEN-AM

WSYR-FM

WK FM-FM

WA OX - FM

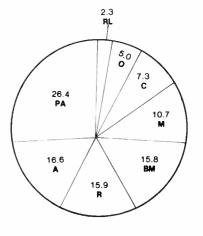
# Adults 25-54

M-S, 6am-Midnight P0 P ( 00 ): 2 3 5 0

	A/M '79	O/N '79	A/M '80
1	WHEN AM	WSYR-AM	WHEN-AM
2	WSYR-AM	WPEN-AM	WSYR-AM
	WNDR-AM	WNDR-AM	WNDR-AM
4	WMTO-FM	WF B1 - AM	WNT O-FM
5	WEZG-FM	WOLF-AM	WKFM-FM
M-F, 6-	10am		
1	WHEN AM	WSYR-AM	WHEN-AM
2	WSYR-AM	WHEN-AM	WSYR-AM
3	WNDR-AM	WND R-AM	WNDR-AM
4	WNTO-FM	WFBL-AM	WNTO-FM
5	WF B L - AM	WOLF-AM	WKFM-FM
M-F, 3-	7pm		
1	WHEN-AM	WHENHAM	WHEN-AM
2	WSYR-AM	WSYR-AM	WSYR-AM
3	WNDR-AM	UNDR-AM	WKFM-FM
4	WNTO-FM	WF B L - AM	WNDR-AM
5	WEZG-FM	WEZG-FM	WF BL-AM

# Format Penetration Chart

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



# Format Legend

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

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# **Callahassee**

METRO RANK

162

erage Persons 12+ Share Trends nday-Sunday, 6am-Midnight

P (	00): 120	•	A/M '79		A/M '80	
1	WGLF-FM	22.8	WBGM FM	25.1	WANH-AMI 2	0.5
2	WINT-AM	14.2	WANM-AM	14.6	WBGM-FM(%) 1	7.5
3	WANN-AM	14.2	WLVW-PH	13.5	WGLF-FM ( 1	4.0
۵	WBGM-FM	8.6	WGLF-FM	10.5	WLVW-FH(BM)	1.7
5	WOWD-FM	7.4	WINT-AM	8 2	WINT-AM(C)	8,2
6	WONS-AM	6.2	WOWD-FM	8.2	WOWD-FM(A)	7.0
7	WLVW-FM	5.6	WTAL-AM	4.1	WPAP-FM(C)	5.3
8	WTAL-AM	3.7	WPAP-FM	2.9	WTAL-AM(PA)	4.1
9	WC V C- AM	3 - 1	WC V C- AM	1.8	WJAD-FM (PO)	0.6
Ó	WPAP-FM	2.5	WONS-AM	0.6	WKQE-4M(C)	0 - 6
. 1	WTUF-FM	1.2			WTUF-FM(	0.6

	Average Persons Trends/Rankings						
al	12+						
. 64	m-Midnight						
10	00): 1209						
	A/M 178		A/M '79		A/M '80		
1	WGLF FM	37	WBGM-FM	43	WANM-AM	3 5	
_	WINT-AM	2 3	WANM-AM	25	WBGM-FM	30	
3	WANN-AM	23	WLVW-FM	23	WGLF-FM	2 4	
4	WB GM-FM	14	WGLF-FM	18	wlvw-fm	20	
5	WOWD-FM	12	WINT-AM	14	WINT-AM	14	
6	-10am						
1	WGLF-FM		WB GM-FM		WBGM-FM		
	WINT-AM		WINT-AM		WGLF-FM		
3	WANM-AM		WLVW-FM		WINT AM		
4	WBGM-FM		WGLF-FM		WLVW-FM		
5	WONS-4M		WANM-AM		WANM-AM		
, 3	7pm						
1	WGLF-FM		WBGM-FM		W4 N M - 4 M		
2	WANH-AM		WANM-AM		WBGM-FM		
3	WINT AM		WLVW-FM		WGLF-FM		
4	WOWD-FM		WGLF-FM		WLVW-FM		
5	WBGM-FM		WOWD-FM		WTNT-AM		
m	s						
	am-Midnight						
,(	00): 133						
_	A/M 178		A/M '79		A/M '80		
1	WGLF-FM		WB GM-FM		WANM-AM		
2	WANM-AM		WANM-AM		WGLF-FM		
3	WONS-AM		WT4 L-AM		WB GM-FM		
, 6	-10am						
1	WGLF-FM		WB GM-FM		WBGM-FM		
2	WANM-AM		Wanm-am		WGLF-FM		
3	WONS-AM		WGLF-FM		WA NM - AM		
, 3	-7pm						
1	WGLF-FM		WB GM-FM		WANM-AM		
	WANM-AM		WANM-AM		WGLF-FM		
3	WONS-AM		WTAL-AM		WBGM-FM		
uf	ts 18-34						

A/M '79

WBGM-FM WGLF-FM WOWD-FM

WLVW-FM

WBGM-FM WGLF-FM WANM-AM WOWD-FM WTNT-AM

WBGM-FM WGLF-FM WOWD-FM WANM-AM WLVW-FM

A/M 179

WBGM-FM WANM-AM WLVW-FM WTNT-AM WGLF-FM

WBGM-FM WTNT-AM WLVW-FM WANH-AM WGLF-FM

WANM-AM

WLVW-PM WTNT-AM WGLF-PM

A/M '80 WBGM-FM WANM-AM WGLF-FM WOWD-FM

WI.VW-FM

WB GM-FM WGLF-FM WANM-AM WTNT-AM

WOWD-FM

WBGM-FM WANM-AM WGLF-FM WOWD-FM WTNT-AM

A/M '80

WBGM-FM WLVW-FM WINT-AM WANM-AM

WTWT-AM W8GM-FM WLVW-FM WPAP-FM WGLF-FM

WB GM-FM WA NM-AM WTNT-AM WLVW-FM

, 6am-Midnight P(00): 609 A/M '78

1 WGLF-FM 2 WOWD FM 3 WANM-AM 4 WONS-AM 5 WINT-AM

G-10am

WGLF FM
WTNT-AM
WANM-AM
WOWD FM
WONS-AM

3-7pm
1 WGLF-FM
2 WOWD-FM
3 WANM-AM
4 WTNT-AM
5 WONS-AM

ults 25-54 i, 6am-Midnight P(00): 526

A/M 178

1 WTNT-AM 2 WANM-AM 3 WBGH-FM 4 WGLF-FM 5 WOWD-FM F, 6-10em

-,e-10em

1 WTNT-AM

2 WBGM-FM

3 WGLF-FM

4 WANM-AM

5 WLVW-FM

3 WANM-AM 4 WGLF-FH 5 WLVW-FH

F, 3-7pm 1 WTNT-AM 2 WBGM-FM

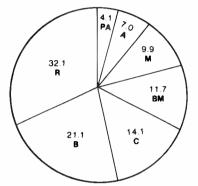
Total 12+ M-8, <del>Sem Midnight</del>	
POP(00): 1209	
l A/M '78	A/M '79

POP(00): 1209					
A/M 178		A/M '79		A/M '80	
1 WGLF-FM	490	WB GM-FM	52 7	WB GM-FM	4.5
2 WTNT-AM	306	WGLF-FM	372	WGLF-FM	41
3 WOWD-FM	263	WINT-AM	262	WANM-AM	26
4 WTAL-AM	256	WANM-AM	223	WINT-AM	2 4
5 WANM-AM	231	WLVW-FM	211	WOWD-FM	2 1
M-F, 6-10am					
1 WGLF-FM		WBGM-FM		WB GM-FM	
2 WTNT-AM		WGLF-FM		WGLF-FM	
3 WANN-AM		WINT-AM		WINT-AM	
4 WONS-AM 5 WTAL-AM		W LVW - FM W A NM - A M		WANM-AM WLVW-FM	
M-F, 3-7pm		wann-an		***************************************	
1 WGLF FM		WBGM-FM		WBGM-FM	
2 WOWD FM		WGLF-FM		WGLF-FM	
3 WINT-AM		WANM-AM		WANM-AM	
4 WANM AM		WLVW-FM		WINT-AM	
5 WBGM-FM		WT4 L-AM		WLVW-FM	
Teens					
M-S, 6am-Midnight					
POP(00): 133					
A/M '78		A/M '79		A/M '80	
1 WGLF-FM		WBGM-FM		WGLF-FM	
2 WANH-AM		WGLF-FM		WB GM-FM	
3 WONS-AM		WANH-AH		WANM-AM	_
M-F, 6-10am					
1 WGLF-FM		WBGM-FM		WGLF-FM	
2 WONS-AM		WANM-AM WGLF-FM		WBGM-FM WANM-AM	
3 WANH AH		WOLF-FR		W-100-50	
M-F, 3-7pm 1 WGLF-FM		WBGM-FM		WGLF-FM	
2 WANM-AM		WANM-AM		WBGM-FM	
3 WONS-AM		WGLF-FM		W4 NM - 4M	
Adults 18-34					
M-S, 6am-Midnight					
POP(00): 609				4/34/30	
A/M 178		A/M '79		A/M '80	
1 WGLF-FM		WB GM-FM		WBGH-FH	
2 WOWD-FM		WGLF-FM		WGLF-FM	
3 WTAL-AM		WOWD-FM		WOWD-FM	
4 WONS-AM		WANM-AM		WANH-AM WTAL-AM	
5 WINT-AM		WT4L-4M		W132-38	
M-F, 6-10am		W8 GM-FM		WB GM-FM	
1 WGLF-FM		WGLF-FM		WGLF-FM	
2 WONS-AM		WOWD-FM		WANM-AM	
3 WOWD FM 4 WANM-AM		WTAL-AM		WINT-AM	
4 WANM-AM 5 WTAL-AM		WANM-AM		WOWD-FM	
M-F, 3-7pm					
1 WGLF-FM		WBGM-FM		WBGM-FM	
2 WOWD-FM		WGLF-FM		WGLF-FM	
3 WONS-AM		WOWD-FM		WANM-AM	
		WANM-AM		WOWD-FM	
4 WANM-AM		#3.00.73D		WINT-AM	

**Cume Persons Trends/Rankings** 

Adults 25-54 M-S, 6am-Midnight		
POP(00): 526		
A/M '78	A/M '79	A/M '80
1 WTNT-AM	WBGM-FM	W8GM-FM
2 WGLF-FM	WGLF-FM	WTNT-AM
3 WBGM-FM	WTNT-AM	WGLF-FM
4 WTAL-AM	WLVW-FM	WLVW-FM
5 WANM-AM	WANM-AM	WPAP-FM
M-F, 6-10am		
1 WTNT-AM	WBGM-FM	WTNT-AM
2 WBGM-FM	WINT-4M	WBGM-FM
3 WGLF-FM	WLVW-FM	WPAP-FM
4 WANM-AM	WANH-AH	WLVW-FM
5 WONS-AM	WT4L-AM	WGLF-FM
M-F, 3-7pm		
1 WINT-AM	WB GM-FM	WB GM-FM
2 WBGM-FM	WLVW-FM	WINT-AM
3 WGLF-FM	WINT-AM	WGLF-FM
4 WANM-AM	WANM-AM	WANM-AM
5 U1TU_PM	DOLE EN	UIVU_FM

WGLF-FM



# Format Legend

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

32 R	1

# Tampa-St. Petersburg

METRO RANK

24

# A/M '80 Market Overview

Of the seven top stations here, five fell into either the Beautiful Music or Country categories. AOR **WQXM** and contemporary **WRBQ** continued to lead in young adults.

It appears that **Ed Winton**'s **WWBA-FM** may continue to be the top station here infinitely. Although down from the Fall and Winter sweeps, WWBA-FM was ahead of last spring's pace. The station uses no syndicator for music service or production. Advertising was concentrated on TV and billboards, with a larger budget than usual. WWBA-FM's strength was concentrated in the 45+ demos, the major portion of the Tampa market. WWBA-FM slipped in 25-54's from last spring's survey, from an 8 share down to a high-6 figure.

Beautiful Music competitor **WJYW** scored better 25-54 than WWBA-FM. WJYW was stable, comparing this spring to last, maintaining a mid-7 share. The station was in a state of flux, changing syndicators from **Schulke** to **Bonneville**, and gearing up for the O/N'80 survey. As a result, little effort was made for the

A/M '80 survey. With music changes likely, the fall results may be eventful for WWBA-FM and WJYW.

Like WWBA-FM, WFLA-FM, the other major BM factor in the market, use no outside syndicator. The station suffered a soft book, perhaps due to scar external advertising on its behalf. WFLA-FM's share of the 25-54 audienc slipped from just over a 6 share last spring to just under a 5.

The top two 25-54 stations were Country **WQYK** and **Plough**'s **WSUN** WQYK maintained its 11 share from spring to spring, while WSUN upped if 25-54 numbers from mid-7 to a 9 share. WSUN's improved fortunes may hav been due to the station switching its drivetime personalities around, as well a a larger ad budget spent totally on TV.

The 18-34 picture still showed the same 1-2 stations as last spring. WQXN the AOR leader, was still on top, moving to over a 16 share. WRBQ made th bigger gains, however, adding more than four shares to register a mid-14 share Most of the WRBQ gains were among young adult women, especially in midda and PM drive.

**WOKF** almost doubled its audience and scored a mid-10 share 18-34. Lik WRBQ, the improvement for WOKF came from increases among women lister ers, in midday and PM drive. WOKF evolved its format away from Dancemusi and into more traditional contemporary hit sound. Advertising for the station waless than in previous books, with billboards and some limited TV exposure.

POP(00): 1265	7						
A/M '79		O/N 179		J/F '80		A/M '80	
1 WWBA-FM		WWBA-FM	12.6	WWBA-FM	13.9	WWBA-FMIN	
2 WQYK-FM 3 WJYW-FM		WQXM-FM	P. 4	WQYK-FM	7 • 8	WJYW-FM @	
4 WFLA-FM		WRBQ-FM WJYW-FM	7.6	WFLA-FM	7.1 6.9	WS UN - AM (C	
5 WFLA-AM	6 • 6	WFLA-FM	7.3 7.3	WQXM-FM WJYW-FM	6.8	WQXM-FM (A WRBQ-FM (R	
6 WQXM-FM		WSUN-AM	6.0	WRBQ-FM	6.4	WFLA-FM (	
7 WRBQ-FM	5.8	WQYK-FM	6.0	WWBA-AM	5.9	WQYK-FM (C	
8 WWBA-AM	5.7	W DAE -AM	5.1	WSUN-AM	5.9	WOKF-FM (F	
9 WSUN-AM	5.7	WFLA-AM	4.2	WOKF-FM	4.7	WF LA-AM (P	
10 WDAE-AM	4 . 5	WWBA-AM	3 - 7	WFLA-AM	4 - 6	WWBA-AM (8	
11 WLCY-AM	4.0	WQKF-FM	3.7	WDAE - AM	3.7	WDAE-AM (P	A) 3.
12 WTMP-AM	3.9	WTMP-AM	3.7	WLCY-AM	3 . 1	WPLP-AM (N	1 3.
13 WYNF-FM	3.8	WLCY-AM	3.6	W YN F -F M	3.0	WLCY-AM @	
14 WOKF-FM	3.4	WYN F-FM	3.5	W PLP - AM	2.1	WSRZ-FM (A	
15 WQSR-FM	2 • 3	WSRZ-FM	2.6	WTMP-AM	2 - 1	WYNF-FM @	
16 WPLP-AM	1.7	WPLP-AM	2.4	WSRZ-FM	2.0	WTMP-AM @	
17 WGUL-AM	1 • 6	WR XB - AM	1.1	WGUL-AM	1 . 7	WGUL-AM @	
18 WTAN-AM 19 WPLA-AM	1.6 0.9	WSOL-AM	1.1	WDUV-FM	1 . 2	WDUV-FM @	
20 WDUV-FM	0.8	WDUV-FM	0.8	WTAN-AM	1.0	WAZE-AM @ WTAN-AM @	
21 WWQT-AM	0.5	WGUL-AM	0.8	WPLA-AM WSST-AM	0.9	WRXB-AM (	
22 WAZE-AM	0.5	W TA N-AM W PL A-AM	0.7	WSSI-AM WGTO-AM	0.4	WSOL-AM (8	
23 WSST-AM	0.3	WTIS-AM	0.7	WORJ-FM	0.4	WSST-AM @	
24 WGTO-AM	0.4	WAZE-AM	0.4	70.0 111		WPLA-AM (C	
25 WINQ-AM	0.4	HIT				WINQ-AM (R	
26						WTIS-AM (R	
	Δνω	rage Perso	ne Tre	ande/Rank	inae		
otal 12+	7,10	ago i oist	,,,,	, iid 3/i id iik	iiigs		
-S, 6am-Midnight							
DP(00): 1265	7						
A/M '79		O/N *79		J#F '60		A/M '80	
1 WWBA-FM	2 0 2	WWBA-FM	248	WWBA-FM	291	WWBA-FM	22
2 WQYK-FM	171	WQXM-FM	165	WQYK-FM	164	WU YW-FM	1.5
3 MJAM-EW	168	WRBO+FM	150	WFLA-FM	148	WSUN-AM	1.4
4 WFLA-FM	149	WJYW-FM	144	WOXM-FM	145	WOXM-FM	1 4
5 WFLA-AM	144	WF LA-FM	143	WJYW-FM	142	WRBQ-FM	13
6 WOXM-FM	137	WSUN-AM	117	WRBQ-FM	134	WFLA-FM	1 2
7 WRBO-FM	127	WOYK-FM	117	WWBA-AM	1 2 4	WOYK-FM	1 2
P WWBA-AM 9 WSUN-AM	1 2 5 1 2 4	WDAE - AM	101 82	WSUN-AM	123	WOKE-EM	1 2
10 WDAE-AM	98	WF LA-AM WWBA-AM	73	WOKF-FM WFLA-AM	97	WFLA-AM WWBA-AM	11
F, 6-10am		www nu		WE BY ALL		##DN-N/I	
1 WF1.A-AM		WWBA-FM		WWBA-FM		WSUN-AM	
2 WSUN-AM		WRBQ-FM		WF LA-AM		WWBA-FM	
3 WWBA-FM		WSUN-AM		WOYK-FM		WF LA-AM	
4 WOYK-FM		WF LA-AM		WSUN-AM		WFLA-FM	
5 WFLA-FM		WFLA-FM		WF LA-FM		WRBO-FM	
6 WDAE-AM		WJYW-FM		WRBO-FM		WJYW-FM	
7 WWBA-AM		WQXM-FM		WQXM-FM		WOYK-FM	
8 WJYW FM		WQYK-FM		WWBA-AM		WQXM-FM	
9 WRBO-FM		WDAE -AM		WOKF-FM		WOKF-FM	
10 WQXM-FM		WLCY-AM		WJYW-FM		WDAE - AM	
F, 3-7pm I WWBA-FM		WWBA-FM		WWBA-FM		WWBA-FM	
2 WJYW-FM		WOXM-FM		WOYK-FM		WRBQ-FM	
3 WFLA-FM		WRBQ-FM		WRBQ-FM		WJYW-FM	
4 WQYK-FM		WOYK-FM		WJYW-FM		WOXM-FM	
5 WRBQ-FM		WJYW-FM		WOXM-FM		WQYK-FM	
6 WQXM-FM		WSUN-AM		WFLA-FM		WSUN-AM	
7 WFLA-AM		WDAE-AM		WSUN-AM		WFLA-FM	
8 WSUN-AM		WFLA-FM		WWBA-AM		WOKF-FM	
9 WLCY AM		WOKF-FM		WOKE-FM		WF LA-AM	
10 WDAE-AM		WLCY-AM		WFLA-AM		W LC Y -AM	
ens S, 6am-Midnight							
DP(00): 1190							
A/M '79		O/N 179		J/F '80		A/M '80	
1 WQXM-FM		WOXM-FM		WRBQ-FM		WOXM-FM	
2 WRBO-FM 3 WLCY-AM		WRBQ-FM		WQXM-FM		WOKF-FM	
		WYN F-FM		WOKF-FM		WRBQ-FM	_
F, 6-10am							
		MUXM-EA		WRRO_FV		UDBO PH	
1 WRBQ-FM 2 WLCY-AM		WQXM-FM WRBQ-FM		WRBQ-FM WQXM-FM		WRBQ-FM WOXM-FM	

M-F, 3-7pm 1 WLCY-AM			
	WOXM-FM	WRBO-FM	WOXM-FM
2 WRBQ-FM	WRBQ-FM	WOXM-FM	WRBC-FM
3 WOXM-FM	WOKF-FM	WOK F-FM	WOKF-FM
Adults 18-34			
M-S, 6am-Midnight			
POP(00): 3244			
A/M 179	O/N 179	J/F '80	A/M '80
1 WQXM-FM	WQXM-FM	WOXM-FM	WOXM-FM
2 WRBO-FM	WRBQ-FM	WRBQ-FM	WRBQ-FM
3 WTMP-AM	WSRZ-FM	WOKF-FM	WOKF-FM
4 WQYK-FM	WOKF-FM	WOYK-FM	WSRZ-FM
5 WYNF-FM	WQYK-FM	WLCY-AM	WQYK-FM
6 WQSR-FM 7 WOKF-FM	WYN F - FM	WSRZ-FM	WI.CY-AM
8 WDAE-AM	WFLA-AM WDAE-AM	WYNF-FM WDAE-AM	WYNF-FM
9 WLCY-AM	WLCY-AM	WTMP-AM	WJYW-FM WSUN-AM
10 WFLA-AM	WTMP-AM	WF LA-AM	WF LA-AM
M-F, 6-10am			
1 WRBQ-FM	WRBQ-FM	WQXM-FM	WQXM-FM
2 WQXM-FM	WQXM-FM	WRBQ-FM	WRBQ-FM
3 WDAE-AM	WF L A - AM	WOKF-FM	WOKE-FM
4 WFLA-AM	WLCY-AM	WLCY-AM	WI.CY-AM
5 WTMP-AM	WOKF-FM	WQYK-FM	WF LA-AM
6 WQSR-FM 7 WLCY-AM	WSRZ-FM WYNF-FM	WFLA-AM WSRZ-FM	WSRZ-FM
8 WYNF-FM	WDAE-AM	WYNF-FM	WQYK-FM WYNF-FM
9 WQYK-FM	WQYK-FM	WDAE-AM	WSUN-AM
10 WOKE-EM	WJYW-FM	WSUN-AM	WDAE - AM
M-F, 3-7pm			
1 WQXM-FM	WQXM-FM	WOXM-FM	WRBQ-FM
2 WRBQ-FM	WRBO-FM	WRBQ-FM	WQXM-FM
3 WTMP-AM 4 WDAE-AM	WSRZ-FM	WOKF-FM	WOKF-FM
5 WYNF-FM	WOKF-FM WDAE-AM	WYNF-FM WLCY-AM	WQYK-FM
6 WOYK-FM	WF LA-AM	WSRZ-FM	WSRZ-FM
7 WQSR-FM	WQYK-FM	WQYK-FM	W LC Y - A M W J Y W - F M
8 WLCY-AM	WYNF-FM	WDAE-AM	WYNF-FM
9 WOKF-FM	WLCY-AM	WF LA-AM	WSUN-AM
10 WFLA-AM	WTMP-AM	WSUN-AM	WWBA-FM
Adulto DE EA			
Adults 25-54 M-S, 6em-Midnight			
A/M '79	O/N 179	J/F '80	A/M '80
A/M '79 1 WQYK-FM	WRBQ-FM	WQYK-FM	AM '80 WQYK-FM
AM '79 1 WQYK-FM 2 WFLA-AM	WRBQ-FM WQYK-FM	WQYK-FM WWBA FM	WQYK-FM WSUN-AM
A/M '79 1 WQYK-FM	WRBQ-FM WQYK-FM WWBA-FM	WQYK-FM WWBA FM WSUN-AM	WQYK-FM WSUN-AM WRBQ-FM
A/M '79  1 WQYK-FM 2 WFLA-AM 3 WWBA-FM	WRBQ-FM WQYK-FM	WQYK-FM WWBA FM WSUN-AM WJYW-FM	WQYK-FM WSUN-AM WRBQ-FM WJYW-FM
A/M '79  1 WQYK-FM 2 WFLA-AM 3 WWBA-FM 4 WJYW FM 5 WSUN-AM 6 WFLA-FM	WRBQ-FM WQYK-FM WWBA-FM WJYW-FM	WQYK-FM WWBA FM WSUN-AM	W O Y K - F M W S U N - A M W R B Q - F M W J Y W - F M W W B A - F M
A/M '79  1 WQYK-FM  2 WFLA-AM  3 WWBA-FM  4 WJYW FM  5 WSUN-AM  6 WFLA-FM  7 WRBO-FM	WRBQ-FM WQYK-FM WWBA-FM WJYW-FM WSUN-AM WDAE-AM WQXM-FM	WQYK-FM WWBA FM WSUN-AM WJYW-FM WRBQ-FM	WQYK-FM WSUN-AM WRBQ-FM WJYW-FM
AM '79  1 WQYK-FM  2 WFLA-AM  3 WWBA-FM  4 WJYW FM  5 WSUN-AM  6 WFLA-FM  7 WRBO-FM  8 WDAE-AM	WRBQ-FM WQYK-FM WWBA-FM WJYW-FM WSUN-AM WDAE-AM WQXM-FM WFLA-AM	WQYK-FM WWBA FM WSUN-AM WJYW-FM WRBQ-FM WQXM-FM WDAE-AM WF LA-AM	W
AMM '79  1 WQYK-FM  2 WFLA-AM  3 WWBA-FM  4 WJYW FM  5 WSUN-AM  6 WFLA-FM  7 WRBO-FM  8 WDAE-AM  9 WTMP-AM	WRBQ-FM WQYK-FM WWBA-FM WJYW-FM WSUN-AM WDAE-AM WQXM-FM WF LA-AM WF LA-FM	WQYK-FM WWBA FM WSUN-AM WJYW-FM WRBO-FM WQXM-FM WQAK-AM WF LA-AM WOKF-FM	WOYK-FM WSUN-AM WRBQ-FM WJYW-FM WMBA-FM WMBA-FM WOKF-FM WOKF-FM WFLA-AM WOXM-FM
AM '79  1 WQYK-FM  2 WF LA-AM  3 WWBA-FM  4 WJYW FM  5 WSUN-AM  6 WF LA-FM  7 WRBO-FM  8 WDAE-AM  9 WTMP-AM  10 WLCY-AM	WRBQ-FM WQYK-FM WWBA-FM WJYW-FM WSUN-AM WDAE-AM WQXM-FM WFLA-AM	WQYK-FM WWBA FM WSUN-AM WJYW-FM WRBQ-FM WQXM-FM WDAE-AM WF LA-AM	W
A/M '79  1 WQYK-FM 2 WFLA-AM 3 WWBA-FM 4 WJYW FM 5 WSUN-AM 6 WFLA-FM 7 WRBO-FM 8 WDAE-AM 9 WTMP-AM 10 WLCY-AM	WRBQ-FM WQYK-FM WWBA-FM WJYW-FM WSUM-AM WDAE-AM WQXM-FM WF LA-AM WF LA-FM WT HA-FM	WQYK-FM WWBA FM WSUN-AM WJYW-FM WRBO-FM WQXM-FM WDAE-AM WFLA-AM WOKF-FM	WOYK-FM WSUN-AM WRBQ-FM WJYW-FM WWBA-FM WNAE-AM WOKF-FM WFLA-AM WOXM-FM
AM '79  1 WQYK-FM 2 WFLA-AM 3 WWBA-FM 4 WJYW FM 5 WSUN-AM 6 WFLA-FM 7 WRBO-FM 8 WDAE-AM 9 WTMP-AM 10 WLCY-AM	WRBQ-FM WQYK-FM WWBA-FM WJYW-FM WSUN-AM WDAE-AM WQXM-FM WFLA-AM WFLA-FM WFLA-FM WTHP-AM	WQYK-FM WMBA FM WSUN-AM WJYW-FM WRBQ-FM WQXM-FM WDAE-AM WFLA-AM WOKF-FM WOXF-FM	WOYK-FM WSUN-AM WRBQ-FM WJYW-FM WMBA-FM WDAE-AM WOKF-FM WFLA-AM WOXM-FM WFLA-FM WFLA-FM
A/M '79  1 WQYK-FM 2 WFLA-AM 3 WWBA-FM 4 WJYW FM 5 WSUN-AM 6 WFLA-FM 7 WRBO-FM 8 WDAE-AM 9 WTMP-AM 10 WLCY-AM	WRBQ-FM WQYK-FM WWBA-FM WJYW-FM WSUN-AM WDAE-AM WQXM-FM WFLA-AM WFLA-FM WTHP-AM	WQYK-FM WWBA FM WSUN-AM WJYW-FM WRBO-FM WOXM-FM WDAE-AM WFLA-AM WOKF-FM WFLA-FM WFLA-FM	WOYK-FM WSUN-AM WRBQ-FM WJYW-FM WMBA-FM WMBA-FM WOKF-FM WFLA-AM WOXM-FM WFLA-FM WSUN-AM WOYK-FM
A/M '79  1 WQYK-FM 2 WFLA-AM 3 WWBA-FM 4 WJYW FM 5 WSUN-AM 6 WFLA-FM 7 WRBO-FM 8 WDAE-AM 9 WTMP-AM 10 WLCY-AM #F,6-10mm 1 WFLA-AM 2 WSUN-AM	WRBQ-FM WQYK-FM WWBA-FM WJYW-FM WSUN-AM WDAE-AM WQXM-FM WFLA-AM WFLA-FM WFLA-FM WTHP-AM	WQYK-FM WWBA FM WSUN-AM WJYW-FM WRBO-FM WQXM-FM WDAE-AM WFLA-AM WOKF-FM WFLA-FM WGYK-FM WSUN AM WFLA-AM	WOYK-FM WSUN-AM WBBQ-FM WYYM-FM WBBA-FM WDAE-AM WOKF-FM WCLA-AM WOXM-FM WFLA-FM WSUN-AM WOYK-FM
A/M '79  1 WQYK-FM 2 WFLA-AM 3 WWBA-FM 4 WJYW FM 5 WSUN-AM 7 WRBO-FM 8 WDAE-AM 10 WLCY-AM 10 WLCY-AM 4F,6-10em 1 WFLA-AM 2 WSUN-AM 3 WQYK-FM 4 WDAE-AM 5 WFLA-FM	WRBQ-FM WQYK-FM WWBA-FM WJYW-FM WSUN-AM WDAE-AM WQXM-FM WFLA-AM WFLA-FM WTHP-AM  WRBQ-FM WFLA-AM WSUN AM WQYK-FM WWBA-FM	WQYK-FM WWBA FM WSUN-AM WJYW-FM WRBO-FM WOXM-FM WDAE-AM WFLA-AM WOKF-FM WFLA-FM WFLA-FM	WOYK-FM WSUN-AM WRBQ-FM WJYW-FM WMBA-FM WMBA-FM WOKF-FM WFLA-AM WOXM-FM WFLA-FM WSUN-AM WOYK-FM
AM '79  1 WQYK-FM 2 WFLA-AM 3 WBA-FM 4 WJYW FM 5 WSUN-AM 6 WFLA-FM 7 WRBO-FM 8 WDAE-AM 9 WTMP-AM 10 WLCY-AM #F, 6-10em 1 WFLA-AM 2 WSUN-AM 3 WQYK-FM 4 WDAE-AM 5 WFLA-FM 6 WBBA-FM	WRBQ-FM WQYK-FM WWBA-FM WJYW-FM WSUN-AM WDAE-AM WQXM-FM WFLA-AM WFLA-AM WFLA-AM WFLA-AM WTHP-AM WRBQ-FM WFLA-AM WFLA-AM WFLA-AM WGWFLA-AM	WQYK-FM WWBA FM WSUN-AM WJYW-FM WRBQ-FM WQXM-FM WDAE-AM WFLA-AM WOKF-FM WFLA-FM WFLA-FM WFLA-FM WRLA-FM WWBA-FM WRBQ-FM WJW-FM	WOYK-FM WSUN-AM WRBQ-FM WJYW-FM WMBA-FM WDAE-AM WOKF-FM WFLA-AM WOXM-FM WFLA-FM WSUN-AM WOYK-FM WFLA-AM
AMM '79  1 WQYK-FM 2 WFLA-AM 3 WWBA-FM 4 WJYW FM 5 WSUN-AM 6 WFLA-FM 7 WRBO-FM 8 WDAE-AM 9 WTMP-AM 10 WLCY-AM  WF,6-10em 1 WFLA-AM 2 WSUN-AM 3 WQYK-FM 4 WDAE-AM 5 WFLA-FM 6 WWBA-FM 6 WWBA-FM 7 WJYW-FM	WRBQ-FM WQYK-FM WWBA-FM WJYW-FM WSUN-AM WDAE-AM WQXM-FM WFLA-AM WFLA-FM WTMP-AM  WRBQ-FM WFLA-AM WSUN AM WSUN AM WQYK-FM WMBA-FM WJYW-FM WJYW-FM WDAE-AM	WQYK-FM WWBN FM WSUN-AM WJYW-FM WRBO-FM WQXM-FM WDAE-AM WFLA-AM WOKF-FM WFLA-FM WSUN-AM WFLA-AM WSUN-AM WFLA-AM WWBA-FM WRBO-FM WJYW-FM WJYW-FM	W Q Y K - F M W S U N - A M W R B Q - F M W J Y W - F M W M A - F M W D A - A M W O K F - F M W F L A - A M W Q X M - F M W F L A - F M W S U N - A M W G Y K - F M W F L A - A M W R B Q - F M W M B A - F M W M D A E - A M W F L A - F M
AM '79  1	WRBQ-FM WQYK-FM WWBA-FM WJYW-FM WSUN-AM WDAE-AM WQXM-FM WFLA-AM WFLA-AM WTHP-AM  WRBQ-FM WSUN AM WQYK-FM WWBA-FM WJYW-FM WDAE-AM WLOY-AM	WQYK-FM WWBA FM WSUN-AM WJYW-FM WRBO-FM WOXM-FM WDAE-AM WOKF-FM WFLA-FM WFLA-FM WSUN AM WFLA-AM WWBA-FM WRBO-FM WRBO-FM WJYW-FM WDAE-AM WLCY-AM	WOYK-FM WSUN-AM WRBQ-FM WJYW-FM WWBA-FM WOKF-FM WFLA-AM WOXM-FM WFLA-FM WSUN-AM WOYK-FM WFLA-AM WRBQ-FM WBA-FM WDAE-AM WFLA-FM
AMM '79  1 WQYK-FM 2 WF LA-AM 3 WWBA-FM 4 WJYW FM 5 WSUN-AM 6 WF LA-FM 7 WRBO-FM 8 WDAE-AM 9 WTMP-AM 10 WLCY-AM  #F,6-10em 1 WF LA-AM 2 WSUN-AM 3 WQYK-FM 4 WDAE-AM 5 WF LA-FM 7 WJYW-FM 8 WLCY-AM 8 WLCY-AM	WRBQ-FM WQYK-FM WWBA-FM WJYW-FM WSUN-AM WDAE-AM WQXM-FM WFLA-AM WFLA-AM WFLA-AM WFLA-AM WSUN AM WGUN AM WGYK-FM WJYW-FM WJW-FM WJCY-AM	WQYK-FM WWBA FM WSUN-AM WJYW-FM WRBQ-FM WQXM-FM WDAE-AM WFLA-AM WOKF-FM WFLA-FM WFLA-FM WSUN AM WFLA-AM WWBA-FM WWBA-FM WRBQ-FM WJYW-FM WJYW-FM WJLY-AM WLCY-AM WFLA-FM	W Q Y K - F M W S U N - A M W B B Q - F M W J W - F M W B A - F M W D A - A H W O K F - F M W F L A - A M W G Y M - F M W F L A - A M W G Y K - F M W F L A - A M W G Y K - F M W F L A - A M W F L A - A M W F L A - A M W B Q - F M W B A - F M W D A E - A M W F L A - F M W D A E - A M W F L A - F M W D A F - F M W G F - F M W G F - F M W G F - F M W G F - F M W G Y F - F M W G Y F F M
AMM '79  1 WQYK-FM 2 WFLA-AM 3 WWBA-FM 4 WJYW FM 5 WSUN-AM 6 WFLA-FM 7 WRBO-FM 8 WDAE-AM 9 WTMP-AM 10 WLCY-AM  ##,6-10em 1 WFLA-AM 2 WSUN-AM 3 WQYK-FM 4 WDAE-AM 5 WFLA-FM 6 WWBA-FM 6 WWBA-FM 6 WWBA-FM 7 WJYW-FM 8 WLCY-AM 9 WRBO-FM 10 WTMP-AM	WRBQ-FM WQYK-FM WWBA-FM WJYW-FM WSUN-AM WDAE-AM WQXM-FM WFLA-AM WFLA-AM WTHP-AM  WRBQ-FM WSUN AM WQYK-FM WWBA-FM WJYW-FM WDAE-AM WLOY-AM	WQYK-FM WWBA FM WSUN-AM WJYW-FM WRBO-FM WOXM-FM WDAE-AM WOKF-FM WFLA-FM WFLA-FM WSUN AM WFLA-AM WWBA-FM WRBO-FM WRBO-FM WJYW-FM WDAE-AM WLCY-AM	W Q Y K - F M W S U N - A M W R B Q - F M W J Y W - F M W M B A - F M W O K F - F M W F L A - A M W C X M - F M W G Y K - F M W F L A - A M W R B Q - F M W D A E - A M W F L A - A M W F L A - A M W F L A - A M W F L A - A M W F L A - A M W F L A - F M W D A E - A M W F L A - F M W G K F - F M
AMM '79  1 WQYK-FM 2 WFLA-AM 3 WWBA-FM 4 WJYW FM 5 WSUN-AM 6 WFLA-FM 7 WRBO-FM 8 WDAE-AM 9 WTMP-AM 10 WLCY-AM #F, 8-10em 1 WFLA-AM 2 WSUN-AM 3 WQYK-FM 6 WBBA-FM 6 WBBA-FM 6 WBBA-FM 7 WJYW-FM 8 WLCY-AM 9 WRBQ-FM 10 WTMP-AM	WRBQ-FM WQYK-FM WWBA-FM WJYW-FM WSUN-AM WDAE-AM WQXM-FM WFLA-AM WFLA-FM WTHP-AM  WRBQ-FM WFLA-AM WSUN AM WGVK-FM WMBA-FM WJYW-FM WJW-FM WDAE-AM WLCY-AM WFLA-FM	WQYK-FM WWBA FM WSUN-AM WJYW-FM WREQ-FM WQXM-FM WDAE-AM WFLA-AM WFLA-FM WFLA-FM WFLA-FM WFLA-FM WSUN AM WFLA-AM	WOYK-FM WSUN-AM WRBQ-FM WJW-FM WMBA-FM WMDA-FM WFLA-AM WOXM-FM WFLA-FM WFLA-FM WFLA-FM WFLA-FM WFLA-AM WOYK-FM WFLA-AM WOYK-FM WFLA-AM WRBQ-FM WBA-FM WDAE-AM WOKF-FM WJW-FM
AM '79  1 WQYK-FM 2 WFLA-AM 3 WWBA-FM 4 WJYW FM 5 WSUN-AM 6 WFLA-FM 7 WRBO-FM 8 WDAE-AM 9 WTMP-AM 10 WLCY-AM M-F, 8-10em 1 WFLA-AM 2 WSUN-AM 2 WSUN-AM 4 WDAE-AM 5 WFLA-FM 4 WDAE-AM 5 WFLA-FM 6 WWBA-FM 7 WJYW-FM 8 WLCY-AM 9 WRBQ-FM 10 WTMP-AM	WRBQ-FM WQYK-FM WWBA-FM WJYW-FM WSUN-AM WDAE-AM WQXM-FM WFLA-AM WFLA-FM WTHP-AM  WRBO-FM WFLA-AM WSUN AM WQYK-FM WWBA-FM WJW-FM WDAE-AM WLCY-AM WFLA-FM WDAE-AM WLCY-AM WFLA-FM	WQYK-FM WWBN FM WSUN-AM WJYW-FM WRBQ-FM WQXM-FM WDAE-AM WFLA-AM WOKF-FM WFLA-FM WFLA-FM WFLA-FM WWBN-FM WWBN-FM WRBQ-FM WRBQ-FM WJYW-FM WDAE-AM WLCY-AM WLA-FM WOYK-FM	WOYK-FM WSUN-AM WRBQ-FM WWBA-FM WWBA-FM WOKF-FM WFLA-AM WOXM-FM WFLA-FM WSUN-AM WOYK-FM WFLA-AM WGYK-FM WBA-FM WBA-FM WBA-FM WWBA-FM WOXF-FM
AMM '79  1 WQYK-FM 2 WFLA-AM 3 WWBA-FM 4 WJYW FM 5 WSUN-AM 6 WFLA-FM 7 WRBO-FM 8 WDAE-AM 9 WTMP-AM 10 WLCY-AM  #F,6-10em 1 WFLA-AM 2 WSUN-AM 3 WQYK-FM 6 WBBA-FM 6 WBBA-FM 6 WBBA-FM 7 WJYW-FM 8 WLCY-AM 9 WRBQ-FM 10 WTMP-AM	WRBQ-FM WQYK-FM WWBA-FM WJYW-FM WSUN-AM WDAE-AM WQXM-FM WFLA-AM WFLA-FM WTHP-AM  WRBQ-FM WFLA-AM WSUN AM WGVK-FM WMBA-FM WJYW-FM WJW-FM WDAE-AM WLCY-AM WFLA-FM	WQYK-FM WWBA FM WSUN-AM WJYW-FM WRBO-FM WQXM-FM WDAE-AM WFLA-AM WFLA-FM WFLA-FM WFLA-FM WFLA-FM WSUN AM WFLA-AM WRBO-FM WJYW-FM WJW-FM	WOYK-FM WSUN-AM WRBQ-FM WJW-FM WMBA-FM WDAE-AM WOKF-FM WFLA-AM WOYK-FM WFLA-FM WFLA-FM WFLA-FM WFLA-FM WFLA-FM WRBQ-FM WMBA-FM WGK-FM WFLA-FM WOKF-FM WGK-FM WGK-FM WGK-FM WGK-FM
AMM '79  1 WQYK-FM 2 WFLA-AM 3 WWBA-FM 4 WJYW FM 5 WSUN-AM 6 WFLA-FM 7 WRBO-FM 8 WDAE-AM 9 WTMP-AM 10 WLCY-AM 4 WJYK-FM 2 WSUN-AM 3 WQYK-FM 4 WDAE-AM 5 WFLA-FM 7 WJYW-FM 8 WLCY-AM 9 WRBO-FM 10 WTMP-AM 11 WQYK-FM 2 WFLA-AM 3 WSUN-AM 3 WSUN-AM 3 WSUN-AM 4 WJYW-FM	WRBQ-FM WQYK-FM WWBA-FM WJYW-FM WSUN-AM WDAE-AM WQXM-FM WFLA-AM WFLA-FM WTLA-AM WFLA-AM WSUN AM WSUN AM WGWK-FM WMBA-FM WJW-FM WDAE-AM WLCY-AM WLCY-AM WFLA-FM WQXM-FM	WQYK-FM WWBA FM WSUN-AM WJYW-FM WREQ-FM WQXM-FM WDAE-AM WFLA-AM WFLA-FM WFLA-FM WFLA-FM WSUN AM WFLA-AM WFLA-AM WFLA-AM WFLA-AM WFLA-AM WFLA-AM WFLA-AM WFLA-AM WFLA-AM WFLA-FM WGW-FM WJW-FM	WOYK-FM WSUN-AM WRBQ-FM WYW-FM WDAE-AM WOKF-FM WFLA-AM WOXM-FM WFLA-FM WFLA-FM WFLA-FM WFLA-FM WFLA-FM WFLA-FM WBQ-FM WBQ-FM WGW-FM
AMM '79  1 WQYK-FM 2 WFLA-AM 3 WWBA-FM 4 WJYW FM 5 WSUN-AM 6 WFLA-FM 7 WRBO-FM 8 WDAE-AM 9 WTMP-AM 10 WLCY-AM  4 WFLA-AM 2 WSUN-AM 3 WQYK-FM 6 WKBA-FM 6 WKBA-FM 7 WJYW-FM 8 WLCY-AM 9 WRQ-FM 10 WTMP-AM 10 WTMP-AM 10 WTMP-AM 2 WSUN-AM 3 WQYK-FM 10 WTMP-AM 4 WJYW-FM 3 WSUN-AM 3 WSUN-AM 3 WSUN-AM 4 WJYW-FM 5 WWBA-FM	WRBQ-FM WQYK-FM WWBA-FM WJYW-FM WSUN-AM WDAE-AM WGXM-FM WFLA-AM WFLA-FM WTMP-AM  WRBQ-FM WSUN AM WGYK-FM WMBA-FM WJW-FM	WQYK-FM WWBA FM WSUN-AM WJYW-FM WRBO-FM WQXM-FM WDAE-AM WFLA-AM WFLA-FM WFLA-FM WFLA-FM WFLA-FM WSUN AM WFLA-AM WRBO-FM WJYW-FM WJW-FM	WOYK-FM WSUN-AM WRBQ-FM WJYW-FM WMBA-FM WDAE-AM WOKF-FM WFLA-AM WOXM-FM WFLA-FM WSUN-AM WOYK-FM WFLA-AM WRBQ-FM WWBA-FM WDAE-AM
AM '79  1 WQYK-FM 2 WFLA-AM 3 WWBA-FM 4 WJYW FM 5 WSUN-AM 6 WFLA-FM 7 WRBO-FM 8 WDAE-AM 9 WTMP-AM 10 WLCY-AM MF,6-10em 1 WFLA-FM 2 WSUN-AM 3 WQYK-FM 4 WDAE-AM 5 WFLA-FM 6 WWBA-FM 7 WJYW-FM 8 WLCY-AM 9 WRBQ-FM 10 WTMP-AM 10 WTMP-AM 4F,3-7pm 1 WQYK-FM 2 WFLA-AM 3 WSUN-AM 4 WJYW-FM 5 WFLA-AM 3 WSUN-AM 4 WJYW-FM 5 WWBA-FM 6 WJW-FM 1 WQYK-FM 2 WFLA-AM 3 WSUN-AM 4 WJYW-FM 5 WWBA-FM 6 WDAE-AM	WRBQ-FM WQYK-FM WWBA-FM WJYW-FM WSUN-AM WDAE-AM WGXM-FM WFLA-AM WGYK-FM WDAE-AM WJYW-FM WDAE-AM WLCY-AM WFLA-FM WGXM-FM WSUN-AM WFLA-FM WGXM-FM WGXM-FM WBA-FM WGXM-FM	WQYK-FM WWBA FM WSUN-AM WJYW-FM WRBQ-FM WQXM-FM WDAE-AM WFLA-AM WOKF-FM WFLA-FM WFLA-FM WWBA-FM WWBA-FM WRBQ-FM WJYW-FM WJYW-FM WJYW-FM WOXM-FM WGUN-AM WFLA-AM WFLA-AM WFLA-AM WFLA-AM WFLA-FM WJYW-FM WJYW-FM WJYW-FM WJYW-FM WJYW-FM WGUN-AM WHBA-FM WWBQ-FM WJYW-FM	WOYK-FM WSUN-AM WRBQ-FM WWBA-FM WWBA-FM WOKF-FM WFLA-AM WOXM-FM WFLA-FM WSUN-AM WOYK-FM WFLA-AM WOYK-FM WFLA-AM WOYK-FM WFLA-AM WRBQ-FM WWBA-FM WDA-AM WDA-AM WDK-FM WDK-FM WCK-FM WCK-FM WCK-FM WCK-FM WCK-FM WCK-FM WCK-FM
AMM '79  1 WQYK-FM 2 WFLA-AM 3 WWBA-FM 4 WJYW FM 5 WSUN-AM 6 WFLA-FM 7 WRBO-FM 8 WDAE-AM 9 WTMP-AM 10 WLCY-AM  MF, 6-10em 1 WFLA-AM 2 WSUN-AM 3 WQYK-FM 4 WDAE-AM 5 WFLA-FM 6 WWBA-FM 10 WTMP-AM 8 WLCY-AM 8 WLCY-AM 8 WLCY-AM 9 WRBA-FM 10 WTMP-AM 8 WLCY-AM 10 WTMP-AM 10 WTMP-AM 10 WTMP-AM 10 WTMP-AM 10 WTMP-AM 10 WTMP-AM 11 WQYK-FM 12 WFLA-AM 13 WSUN-AM 14 WJYW-FM 15 WWBA-FM 16 WDAE-AM 17 WFLA-FM	WRBQ-FM WQYK-FM WWBA-FM WJYW-FM WSUN-AM WOXM-FM WFLA-AM WFLA-FM WFLA-AM WFLA-AM WSUN AM WQYK-FM WMBA-FM WLCY-AM WLCY-AM WCY-FM WDAE-AM WCY-FM WDAE-AM WLCY-AM WLCY-AM WCY-FM WDAE-AM WCY-FM WDAE-AM WCY-FM WDAE-AM WCY-FM	WQYK-FM WWBA FM WSUN-AM WJYW-FM WRBQ-FM WQXM-FM WDAE-AM WFLA-AM WFLA-FM WYLA-FM WSUN AM WFLA-AM WRBQ-FM WRBQ-FM WLCY-AM WLCY-AM WLCY-AM WFLA-FM WOXM-FM WOXM-FM WOXM-FM WSUN-AM WFLA-FM WOXM-FM WOXM-FM	WOYK-FM WSUN-AM WRBQ-FM WYW-FM WWBA-FM WDAE-AM WOKF-FM WFLA-AM WOXM-FM WFLA-FM WSUN-AM WGYK-FM WFLA-FM WFLA-FM WWBA-FM WDAE-AM WDAE-AM WDK-FM WJYW-FM WLCY-AM
AM '79  1	WRBQ-FM WQYK-FM WWBA-FM WJYW-FM WSUN-AM WDAE-AM WQXM-FM WFLA-AM WFLA-FM WFLA-AM WSUN AM WGYK-FM WMBA-FM WJYW-FM WDAE-AM WSUN-FM WJYW-FM WDAE-AM WCY-AM WFLA-FM WJYW-FM WDAE-AM WFLA-FM WJYW-FM WDAE-AM WFLA-FM WJWBA-FM WJYW-FM	WQYK-FM WWBA FM WSUN-AM WJYW-FM WRBO-FM WQXM-FM WDAE-AM WFLA-AM WFLA-FM WFLA-FM WFLA-FM WFLA-FM WFLA-FM WSUN AM WFLA-AM WFLA-FM WRBO-FM WJYW-FM WJYW-FM WJW-FM WOXM-FM WSUN-AM WFLA-FM WOXM-FM WYW-FM WGYK-FM WGYK-FM WGYK-FM	WOYK-FM WSUN-AM WRBQ-FM WJYW-FM WWBA-FM WDAE-AM WOKF-FM WFLA-AM WOYK-FM WFLA-FM WSUN-AM WOYK-FM WFLA-FM WWBA-FM WWBA-FM WWBA-FM WWBA-FM WOKF-FM WJYW-FM WJYW-FM WSUN-AM WJYW-FM WSUN-AM WJYW-FM WWBA-FM WOKF-FM WJYW-FM WWBA-FM WDAE-AM
1 WQYK-FM 2 WFLA-AM 3 WWBA-FM 4 WJYW FM 5 WSUN-AM 6 WFLA-FM 7 WRBO-FM 8 WDAE-AM 9 WTM-AM 10 WLCY-AM  MF,6-10em 1 WFLA-FM 4 WDAE-AM 5 WFLA-FM 6 WWBA-FM 7 WJYW-FM 8 WLCY-AM 9 WRBQ-FM 10 WTM-AM 10 WT	WRBQ-FM WQYK-FM WWBA-FM WJYW-FM WSUN-AM WOXM-FM WFLA-AM WFLA-FM WFLA-AM WFLA-AM WSUN AM WQYK-FM WMBA-FM WLCY-AM WLCY-AM WCY-FM WDAE-AM WCY-FM WDAE-AM WLCY-AM WLCY-AM WCY-FM WDAE-AM WCY-FM WDAE-AM WCY-FM WDAE-AM WCY-FM	WQYK-FM WWBA FM WSUN-AM WJYW-FM WRBQ-FM WQXM-FM WDAE-AM WFLA-AM WFLA-FM WYLA-FM WSUN AM WFLA-AM WRBQ-FM WRBQ-FM WLCY-AM WLCY-AM WLCY-AM WFLA-FM WOXM-FM WOXM-FM WOXM-FM WSUN-AM WFLA-FM WOXM-FM WOXM-FM	WOYK-FM WSUN-AM WRBQ-FM WJYW-FM WWBA-FM WDAE-AM WOKF-FM WFLA-AM WOYK-FM WFLA-FM WSUN-AM WGYK-FM WFLA-FM WBA-FM WBA-FM WBA-FM WDAE-AM WGK-FM WJYW-FM WLCY-AM

# Tampa-St. Petersburg

Continued

# **Cume Persons Trends/Rankings**

Total 12+ M-S, 6am-Midnight POP(00): 12657

	A/M '79		O/N '79		J#F 180		A/M '80	
1	WWBA-FM	2470	WWBA-FM	2561	WWBA-FM	2760	WWBA-FM	2233
2	WF LA-AM	2286	WRBO-FM	2309	WRBQ-FM	2118	WSUN-AM	2117
3	WSUN-AM	2166	WJYW-FM	1996	WSUN-AM	2023	WRBQ-FM	2089
4	WRBO-FM	2084	WSUN-AM	1930	WFLA-AM	1914	WFLA-AM	2033
5	WOYK-FM	1932	WFLA-AM	1901	WFLA-FM	1741	W LC Y - A M	1835
6	WLCY AM	1795	WOXM-FM	1795	WQXM-FM	1710	WOXM-FM	1628
7	WFLA-FM	1730	WLCY-AM	1691	WQYK-FM	1662	WJYW-FM	1549
8	WDAE-AM	1709	WDAE - AM	1654	WJYW-FM	1627	WFLA-FM	1470
9	WJYW-FM	1658	WQYK-FM	1613	WLC Y-AM	1419	WYNF-FM	1377
10	WQXM-FM	1611	WFLA-FM	1611	WOKF-FM	1413	WDAE - AM	1 3 5 2
A-F, 6-10	em							
1	WFLA-AM		WWBA FM		WWBA-FM		WSUN-AM	
2	WSUN-AM		WRBQ-FM		WRBQ-FM		WWBA-FM	
3	WWBA-FM		WS UN - AM		WF L A-AM		WRBQ-FM	
4	WRBO-FM		WF LA-AM		WSUN-AM		WF LA-AM	
5	WDAE - AM		WOXM-FM		WOXM-FM		WOX M-FM	
6	WLCY-AM		WJYW-FM		WQYK-FM		WLCY-AM	
7	WWBA-AM		WQYK-FM		WFLA-FM		WF LA-FM	
8	WF LA-FM		WF LA-FM		WOKF-FM		WOYK-FM	
9	WQXM+FM		WLCY-AM		WWBA-AM		WJYW-FM	
10	WQYK-FM		WWBA-AM		WJYW-FM		WOKF-FM	
W-F, 3-7p	m							
1	WWBA-FM		WWBA-FM		WWBA-FM		WRBQ-FM	
2	WRBO-FM		WRBQ-FM		WRBQ-FM		WWBA-FM	
3	WFLA-AM		WQXM-FM		WQXM-FM		WSUN-AM	
4	WSUN-AM		WJYW-FM		WF LA-AM		WFLA-AM	
5	WLCY-AM		WSUN-AM		WJYW-FM		WOXM-FM	
6	WQXM-FM		WLCY-AM		WFLA-FM		WJYW-FM	
7	WJYW-FM		WF LA-FM		WQYK-FM		W LC Y - A M	
8	WF LA-FM		WQYK-FM		WSUN-AM		WOKF-FM	
9	WQYK-FM		WDAE - AM		WOKF-FM		WOYK-FM	
10	WDAE - AM		WOKE-FM		WYNF-FM		WFLA-FM	

100	119
M-S,	6am-Midnight

, -			a	•
POP	00	):	11	90

A/M / V	OM 78	9ri 00	70m 00
1 WRBO-FM	WRBO-FM	WRBQ-FM	WRBO-FM
2 WLCY-AM	WOXM-FM	WOXM-FM	WQXM-FM
3 WYNF-FM	WLC Y-AM	WYNF-FM	WYNF-FM
M-F, 6-10am			
1 WRBO-FM	WOXM FM	WRBQ-FM	wqx m-Fm
2 WYNF-FM	WRBQ-FM	WQXM-FM	WRBQ-FM
3 WQXM-FM	WYNF-FM	WOKF-FM	WYNF-FM
M-F, 3-7pm			
1 WLCY-AM	WQXM-FM	WRBQ-FM	WQXM-FM
2 WRBC-FM	WRBO-FM	WQXM-FM	WRBQ-FM
3 WOXM-FM	WLCY-AM	WYNF-FM	WYNF-FM

3 WOXM-FM	WLCY-AM	WYNF-FM	WYNF-FM
Adults 18-34 M-S. Sam-Midnight			
POP(00): 3244			
		·= ***	A/M '80
A/M '79	O/N '79	J/F '80	
1 WRBQ-FM	wqxm-FM	WQXM-FM	WR F O -F M
2 WQXM-FM	WRBQ-FM	WRBO-FM	WQXM-FM
3 WLCY-AM	WYN F - FM	WLC Y-AM	W LC Y - AM
4 WYNF-FM	WLCY-AM	WOKF-FM	WYNF-FM
5 WQSR-FM	WOKF-FM	WYNF-FM	WOK F-FM
6 WQYK-FM	WDAE -AM	WQYK-FM	WQYK-FM
7 WDAE-AM	WF LA-AM	WSRZ-FM	WF LA-AM
8 WFLA-AM	WSRZ-FM	WF LA-AM	WSRZ-FM
9 WOKF-FM	WQYK-FM	WDAE-AM	WDAE-AM
10 WTMP-AM	wJYW-FM	WSUN-AM	WSUN-AM
M-F, 6-10am			
1 WRBO-FM	WRBO-FM	WRBQ-FM	WRBQ-FM
2 WOXM-FM	WQXM-FM	WQXM-FM	woxn-fm
3 WLCY-AM	WYNF-FM	WLCY-AM	WLCY-AM
4 WDAE-AM	WLCY-AM	WOKF-FM	WOKF-FM
5 WFLA-AM	WFLA-AM	WYNF-FM	WYNF-FM
6 WQSR-FM	WOKF-FM	WF LA-AM	WF LA-AM
7 WYNF-FM	WOYK-FM	WQYK-FM	WQYK-FM
8 WTMP-AM	wsrz-fm	WSRZ-FM	WDAE-AM
9 WQYK-FM	WDAE-AM	WDAE-AM	WS RZ -FM
10 WOKF-FM	WSUN-AM	WSUN-AM	WSUN-AM
M-F, 3-7pm			
1 WRBO-FM	wQXM-FM	wQXM-FM	WRBQ-FM
2 WQXM-FM	WRBQ-FM	WRBQ-FM	WQXM-FM
3 WLCY-AM	WLCY-AM	WOKF-FM	WOKF-FM
4 WQSR-FM	WOKF-FM	WLCY-AM	W LC Y - A M
5 WDAE-AM	WYN F + FM	WYNF-FM	WQYK-FM
6 WYNF-FM	wsrz-FM	WSRZ-FM	WYNF-FM
7 WQYK-FM	WF LA-AM	WF LA-AM	WSRZ-FM
8 WOKF-FM	WQYK-FM	WQYK-'FM	WF LA-AM
9 WFLA-AM	WDAE -AM	W DAE - AM	WDAE-AM
10 WTMP-AM	WSUN-AM	₩SUN-AM	WSUN-AM

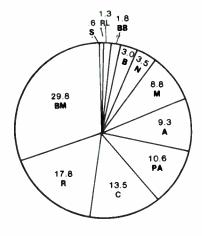
# Adults 25-54

M-0, 0	MILITARIE I	g
POP	(00):	4528

A/M 179	O/N '79	J/F '80	A/M '80
1 WELA-AM	WRBO-FM	WRBO-FM	WRBQ-FM
2 WSUN-AM	WDAE - AM	WSUN-AM	WSUN-AM
3 WOYK-FM	WSUN-AM	WF LA-AM	WLCY-AM
4 WDAE-AM	WJYW-FM	WOYK-FM	WQYK-FM
5 WRBO-FM	WF LA-AM	WDAE-AM	WF LA-AM
6 WWBA-FM	WOYK-FM	WWBA-FM	WDAE - AM
7 WI.CY-AM	WYNF-FM	WOKF-FM	WJYW-FM
8 WFLA-FM	WWBA-FM	WQXM-FM	WWBA-FM
9 WJYW-FM	WLCY-AM	WLCY-AM	WOXM-FM
10 WQXM-FM	WQXM-FM	WJYW-FM	WYNF-FM
A-F, 6-10am			
1 WFLA-AM	WRBQ-FM	WF LA-AM	WSUN-AM
2 WSUN-AM	WF LA-AM	WRBQ-FM	WRBQ-FM
3 WDAE-AM	WSUN-AM	WSUN-AM	WOYK-FM
4 WLCY AM	WQYK-FM	WQYK-FM	W LC Y-AM
5 WRBO-FM	WYNF-FM	WWBA FM	WF LA-AM
6 WWBA-FM	WLCY-AM	WDAE - AM	WDAE-AM
7 WOYK-FM	WWBA FM	WOKF-FM	WQXM-FM
8 WFLA-FM	WDAE - AM	WLCY-AM	WWBA-FM
9 WJYW-FM	WJYW-FM	WYNF-FM	WOKF-FM
10 WQXM-FM	WOKF-FM	WQXM-FM	WF LA-FM
M-F, 3-7pm			
1 WSUN-AM	WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WFLA-AM	WSUN-AM	WQYK-FM	WSUN-AM
3 WQYK-FM	WQYK-FM	WFLA-AM	WQYK-FM
4 WDAE-AM	WWBA-FM	WSUN-AM	WLCY-AM
5 WRBQ-FM	wJYW-FM	WOXM-FM	WF LA-AM
6 WLCY-AM	WOKF-FM	WDAE-AM	WDAE-AM
7 WWBA FM	WFLA-AM	WOKF-FM	WWBA-FM
8 WFLA-FM	WDAE -AM	WWBA-FM'	WJYW-FM
9 WJYW-FM	WLCY-AM	WJYW-FM	WQXM-FM
10 WQXM-FM	wQXM-FM	WLC Y-AM	WOK F-FM

# Format Penetration Chart

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



# Format Legend

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

# Data from Market Buy Market TM

Te	rre	На	111	te.
			METRO	
				A/M '80
1 WB OW		MTHI-AM	16.7	
2 WTHI		WPFR-FM	16.2	WTHI-AMIC, 18.
3 WTHI		WTHI-FM	15.3	WTHI-FM (MA)15.
4 WVTS		WBOW-AM	14.4	WBOU-AMPANIZ.
5 WWCM		WVTS-FM	6.5	WVTS-FMPA10.
6 WPFR		WACE-FM	3.7	WBOO-FHA 4.
7 W44C	-AM 4.9	WWCM-FM	2.8	WWCH-FH (C) 3.
8 WBCQ	-FM 4.4	WLS -4M	2.3	WAAC-AM PAU 2 .
9 WLS	-4M 3.9	WBOO-FM	2.3	WWCH-4H (C) 1.
10 WACE	-FM 1.5	WWVR-FM	2.3	WLS -4H 00 1.
11 WAXI	-FM 1.5	W44C-4M	2.3	WWVR-FM (ML) 1.
12 WWCM	- 4M 1,0	WND I - AM	1.9	WACF-FM (C) 1.
13 WIBC		WWCM-4M	1.9	WNDI-4M (C) 1.
14 WWVR	-FM 0 5	WI4I-FM	0.9	
		WGN -AM	0.5	
15 16		WIBC-AM	0.5	

# Average Persons Trends/Rankings

A/M '79

Total 12+	
M-S, 6em-Mid	night
POP(00):	1457
A/M	'78

	A/M / 9		WINI '/W		A/M '6U	
.1	WBOW-AM	44	WTHI-AM	36	WTHI-AM	39
- 5	WTHI-AM	39	WPFR-FM	3 5	WPFR-FM	3.8
3	WTHI-FM	27	WTHI-FM	33	WTHI-FM	3 2
4	WVTS-FM	1.8	WB OW-4M	31	WBOW-4M	2.7
5	WWCM-FM	15	WVTS-FM	14	WVTS-FM	2 1
M-F, 6	-10em					
1	WBOW-AM		WTHI-AM		WTHI-AM	
2	WTHI-AM		WB OW-4M		WB OW - 4M	
3	WTHI-FM		WTHI-FM		WPFR-FM	
4	WWCM-FM		WPFR-FM		WTHI-FM	
5	WAAC-AM		WVTS-FM		WVTS-FM	
M-F, 3	-7pm				_	
1	WBOW-AM		WPFR-FM		WPFR-FM	
2	WTHI-FM		WTHI-AM		WTHI-FM	
3	WTHI-AM		WTHI-FM		WTHI-AM	
4	WVTS-FM		WB OW - 4M		WBOW-AM	
5	WPFR-FM		WACE-FM		WVTS-FH	

# POP(00): 163 A/M '78

WBOW-AM	WPFR-FM	WPFR-FM
WPFR-FM	WBOW-4M	WBOW-4M
WTHI-AM	WLS -4M	WVTS-FM
-10am		
WBOW-4M	WPFR-FM	WPFR-FM
WTHI-4M	WB OW - AM	WBOW-AM
WPFR-FM	WTHI-AM	WVTS-FM
-7pm		
WBOW-AM	WPFR-FM	WPFR-FM
WPFR-FM	WB OW - 4M	WB OW-431
WI.S - AM	WLS - 4M	WVTS-FH
	WPFR-FM WTHI-4M H10am WBOW-4M WTHI-4M WFFR-FM HPFR-FM WBOW-4M WPFR-FM	WPFR-FM WBOW-AM WTHI-AM WLS -AM HOS -AM WBOW-AM WPFR-FM WHI-AM WPFR-FM WTHI-AM WPFR-FM WBOW-AM WPFR-FM WBOW-AM WPFR-FM WBOW-AM WPFR-FM WBOW-AM

A/M 179

A/M '80

	ts 18-34 em-Midnight		
POP(	00): 503		
	A/M '78	A/M '79	A/M '80
1	WBOW-AM	WPFR-FM	WPFR-FM
2	WVTS-FM	WB OW-AM	WB OW-4M
3	WTHI-AM	WTHI-AM	WVTS-FM
4	WBOQ-FM	WVTS-FM	WTHI-AM
5	WPFR-FM	WACF-FM	WTHI-FM
W-F, 6	-10am		
1	WB OW- AM	WB O W-AM	WPFR-FM
2	WVTS-FM	WTHI-AM	WB OW ~ 4M
3	WTHI-AM	WPFR-FM	WTHI-AM
4	WLS - AM	WVTS-FM	WVTS-FM
5	WBOQ-FM	WACF-FM	WTHI-FM
W-F, 3	-7pm		
1	WBOW-AM	WPFR-FM	WPFR-FM
2	WVTS-FM	WB OW-AM	WBOW-4M
3	WIRT AM	WTHI-AM	WVTS-FM
4	WBOQ-FM	WACF-FM	WTHI-AM
5	WPFR-FM	WVTS-FM	WTHI-FM

# Adults 25-54

M-S, 6am-Midnight		
POP(00): 581		
A/M 178	A/M '79	A/M 180
1 WTHI-AM	WTHI-AM	WTHI-AM
2 WBOW-4M	WB OW-AM	WB OW-AM
3 WTHI-FM	WTHI-FM	WTHI-FM
4 WVTS-FM	WVTS-FM	WVTS-FM
5 WWCM-FM	WPFR-FM	WPFR+FM
M-F, 6-10am		
1 WTHI AM	WTHI-AM	WTHI-AM
2 WBOW-4M	WB OW ~ 4M	WBOW-AM
3 WTHI-FM	WTHI-FM	WTHI-FM
4 WWCM-FM	WVTS-FM	WBOQ-FM
5 WVTS-FM	WWCM-FM	WPFR-FM
M-F, 3-7pm		
1 WTHI-FM	WTHI-AM	WTHI-AM
2 WTHI-AM	WTHI-FM	WTHI-FM
3 WBOW-4M	WBOW-AM	WBOW-4M
4 WWCM-FM	WVTS-FM	WPFR-FM
5 WVTS-FM	WPFR-FM	WBOQ-FM

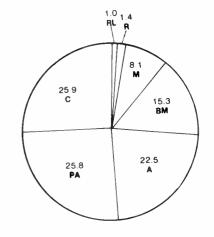
	Cume	Perso	ons Trend	ds/Ra	nkings	
Total					•	
	am-Midnight					
POP(	00): 1457	*				
	A/M '78		A/M '79		A/M '80	
1	WBOW-AM	595	WB OW-AM	499	WTHI-AM	4.63
	WTHI AM	52.8	WTHI-AM	409	WPFR-FM	44
	WTHI-FM	339	WTHI-FM	381	WB OW-4M	42
	WVTS-FM	322	WPFR-FM	359	WTHI-FM	36
5	WPFR-FM	229	WVTS-FM	2 4 5	WVTS-FM	30
M-F, 6-	10em					
1	WBOW-AM		WB OW-AM		WTHI-AM	
2	MA-IHTW		WTHI-AM		WBOW-AM	
3	WTHI-FM		WTHI-FM		WPFR-FM	
4	WVTS-FM		WPFR-FM		WTHI-FM	
_ 5	WWCM-FM		WVTS-FM		WVTS-FM	
M-F, 3-	7pm					
1	WBOW-AM		WPFR-FM		WPFR-FM	
2	WTHI-AM		WTHE-AM		WTHI-AM	
3	WTHI-FM		WB OW-AM		WTHI-FM	
4	WVTS-FM		WTFI-FM		WB OW-4M	
5	WPFR-FM		WVTS-FM		WVTS-FM	
Teens						_
M-S, 6	m-Midnight					
POP(	00): 163					
	A/M '78		A/M '79		A/M '80	
1	WBOW-AM		WPFR-FM		WPFR-FM	
2	WPFR-FM		WB OW - 4M		WB OW - 4M	
3	WTHI-AM		WILS - 4M		WVTS-Fit	
M-F, 6-	10em					
1	WBOW-AM		WPFR-FM		WPFR-FM	
2	WVTS-FM		WB OW - 4M		WB OW-AM	
3	WTHI-4M		WTHI - AM		WVTS-FM	
W-F, 3-	7pm					
1	WBOW-AM		WPFR-FM		WPFR-FM	
2	WLS - AM		UB OW-AM		WB OW - AM	
3	WVTS-FM		WLS -AM		WVTS-FM	
Actualty	s 18-34					

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

rurt	007. 505		
	A/M '78	A/M '79	A/M 180
1	WBOW-AM	WB OW - AM	WPFR-FM
2	WVTS-FM	WPFR-FM	WB OW - AM
3	WPFR-FM	WVTS-FM	WVTS-FM
4	WTHI-AM	WTHI-AM	WIHI-AM
5	WB OQ - FM	WTHI-FM	WB00-FM
M-F, 6-	10em		
1	WBOW-AM	WB OW - 4 M	WPFR-FM
2	WVTS-FM	WPFR-FM	WBOW-AM
3	WTHI-AM	WTHI-AM	WVTS-FM
4	WLS - 4M	WVTS-FM	WTHI-AM
_ 5	WBOQ-FM	WLS -4M	WLS -AM
W-F, 3-	7pm		
1	WBOU-4M	WPFR-FM	WPFR-FM
2	WVTS-FM	WB OW - AM	WBOW-4M
3	WTHI-AM	WVTS-FM	WVTS-FM
4	WBOQ-FM	WTHI-AM	WTHI-AM
5	WPFR-FM	WLS 4M	WLS - 4M

# Adults 25-54 M-S, 6am-Midnight

POP(0	00): 581		
	A/M '78	A/M '79	A/M '80
1	WIHI-AM	WB OW - AM	WIHI-AM
2	WBOW-AM	WTHI-AM	WBOW-AM
3	WTHI-FM	WTHI-FN	WIHI-EW
4	WVTS-FM	WVTS-FM	WPFR-FM
5	WWCM-FM	WPFR-FM	WVTS-FM
M-F, 6-1	0am		
1	WTHI-AM	WTHI-AM	WTHI-AM
2	WBOW AM	WBOW-AM	WB O W - 4 M
3	WTHI-FM	WTHI-FM	WTHI-FM
4	WV TS-FM	WVTS-FM	WPFR-FM
5	WWCM-FM	WWCM-FM	₩B O ∩ - F M
M-F, 3-7	pm		
1	WTHI-AM	WTHI - AM	WTHI-AM
2	WBOW-AM	WTHI-FH	WTHI-FM
3	WTHI-FM	WBOW-AM	WBOW-AM
4	WVTS-FM	WVTS-FM	WPER-EM
5	WWCM-FM	WPFR-FM	WB00-FM



# Format Legend

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

# **Toledo**

METRO RANK

51

# A/M'80 Market Overview

WIOT, the AOR fixture in Toledo, maintained its grasp on the lead in this market, even though there was erosion in the station's teen and adult shares. Former 25-54 leader BM WLQR slipped as well, falling to second among the adults in that demographic. WMHE and WTOD were significant in the 25-54 adults. Note: ESF was introduced to the market in this survey.

Superstars WIOT made more of an advertising effort this sweep, spending on TV and four large outdoor boards. On-air, the station added more news coverage, especially in the afternoons. Within the 18-34 audience WIOT got, for all its efforts, a slightly reduced share, down from an incredible 30 in the fall to a still commanding 27.

As in the O/N'79 survey, WMHE was the only other station besides WIOT to score a double digit share in the young adult target. WMHE remained stable at 15, and was the clear leader among persons 25-34. While not scoring in double digits, WOHO did have a positive book. The station spent all of its ad dollars on TV, and enhanced the personality aspect of its on-air approach. A healthy core of women 25-44 made WOHO a viable factor.

# Average Persons 12+ Share Trends

	,,
POP(00):	6453
A/M *	79

'O P (	00): 645	3				
	A/M '79		O/N '79		A/M '80	
1	WIOT-FM	16.6	WIOT-FM	19.7	WIOT-FM(A) 1	5.
2	WLQR-FM	15.0	WLOR FM	15.4	WIJOR-FM(BM)	0.8
3	WSPD-AM	11.2	WSPD-AM	10.3	WS PD - AM(PA)	9.8
4	WOHO-AM	7 . 8	WTOD-AM	9 0	WTOD-AM(C)	9.
5	WJR -AM	6.7	WMHE-FM	7.4	WMHE - FM(PA)	8.6
6	WTOD-AM	5.9	WJR -AM	5.6	WOHO-AM(PR)	7.6
7	CKLW-AM	4.6	WOHO-AM	4.4	WXFZ-FM(PI)	7.
8	WXEZ-FM	4.2	WXEZ-FM	4.3	WJR -AM(PA)	5.9
9	WCWA-AM	3.7	WCWA-AM	4.3	WKLR-FM(B)	4.1
10	WMHE-FM	3.4	CKLW-AM	2.4	CKLW AM(R)	2.
11	WCXI-AM	1.5	WKLR-FM	1.9	WCWA-AM(PA)	1.
1.2	WKLR-FM	1.2	WCXI-AM	0.8	WCXI-AM(C)	1.
13	WVMO FM	1.1	WVMO-FM	0.7	WWWW-FM(A)	0.
14	WWWW-FM	1.0	WOWO-AM	0.7	WRWR-FM(PA)	0.
15	WJYM-AM	1.0	WWWW-FM	0.6	WVMO-FM(PA)	0.
16	W DE E - AM	0 - 6	WRWR-FM	0.6	WRIF-FM(A)	0.
17	WFRO-FM	0.6	WRIF-FM	0 • 6	WWJ -AM(N)	0.4
1.8	WHND-AM	0.5	WWJ -FM	0.5	WABY-FM(A)	0.
19	WRWR-FM	0 - 5	WXYZ AM	0.5	WHFD-FM(PA)	0
2.0	WRIF-FM	0.4	WWJ -AM	0.5		
2.1	WJR -FM	0.4	WHND-AM	0.5		
22	WGOR-AM	0.4	WFOB-AM	0.4		
23			WFOB-FM	0.2		

# Average Persons Trends/Rankings

### Total 12+ M-S, 6am-Midnight

POP(00): 6453

3 CKLW-AM

A/M '79		O/N '79		A/M '80	
1 WIOT-EM	174	WIOT-FM	217	WICT-FM	170
2 WLOR-FM	157	WLOR-FM	170	WICR-FM	1.2
3 WSPD-AM	117	WSPD-AM	113	WSPD-AM	1.10
4 WOHO-AM	82	W TO D - AM	90	WTOD-AM	10
5 WJR -AM	7.0	WM HE = FM	82	WMHE-FM	Q
M-F, 6-10am					
1 WSPD-AM		WS PD - AM		WS PD - AM	
2 WIOT-FM		WICT FM		WIOT-FM	
3 WOHO-AM		WLQR-FM		WOHO-AM	
4 WLOR-FM		WCWA-AM		WLOR-FM	
5 WCWA-AM		WTOD-AM		WMHE-FM	
M-F, 3-7pm					
1 WIOT-FM		WIOT-FM		WIOT-FM	
2 WLQR-FM		WLOR-FM		WLOR-FM	
3 WSPD-AM		WITO DHAM		WMHE-FM	
4 WOHO-AM		WS PD - AM		WS PD - AM	
5 WTOD-AM		WMHE-FM		WXEZ FM	
Teens					
M-S, 6am-Midnight					
POP(00): 848					
A/M '79		O/N '79		A/M '80	
1 WIOT-FM		WIOT-FM		WIOT-FM	
2 WOHO-AM		WXFZ-FM		WYEZ~FM	
3 CKLW-AM		WOHO-AM		WOPO-AM	
W-F, 6-10am					
1 WIOT-FM		WIOT-FM		WIOT-FM	
2 WOHO-AM		WOE0-AM		WKLR-FM	
3 CKLW-AM		WXFZ-FM		MA-OHOW	
₩-F, 3-7pm					
1 WIOT-FM		WIOT-FM		WIOT-FM	
2 WOHO-AM		WYEZ-FM		WXFZ-FM	

WLOR FM

WOHO-AM

There were some changes in the 25-54 standings this sweep. Country WTOD shot up to become the new leader, with a mid-13 share this sweep, up from a number in the upper-9 range. Meanwhile, Beautiful Music fixture WLQR lost seven shares as it tumbled to a 12 this book. The WTOD rise and the WLQR drop are part of a pattern often seen when ESF is first implemented in a market.

WMHE's 25-44 strength kept the station in contention for the 25-54 lead, with an 11 share this sweep. WXEZ is also likely to be a factor in this demo, if this book is any indication. WXEZ changed format just before the sweep, going from automated TM Stereo rock to a Top 40/AOR fusion with a live staff. With E. Alvin Davis consulting, the station pulled healthy female numbers 25-54, enabling WXEZ to rise from a mid-4 share of this demo in the fall to a low-7 share this book. The WXEZ story will bear further watching as the format becomes more established in the Toledo market.

ON-ATR	SURVEY	SPOTS	BROADCAST	BY -	WKI.R-FM

### Adults 18-34 M-S. 6am-Midnight POP(00): 2303 A/M '79 O/N '79 A/M '80 WIOT-FM WLQR-FM WIOT-FM WMHE-FM WIOT-FS WMHE-FM 3 WORG-AM WTOD-AM WOHO-AN 5 WXFZ-FM WXFZ-FM WKLR-Fit M-F. 6-10am WIOT-FM WOHO-AM WIOT-FM WMHE-FM WMHE-FM 3 WCWA-AM WCWA-AM WORD-AM WS PD - AM WOHO - AM 5 WSPD-AM M-F. 3-7pm 1 WIOT-FM WIOT-FY WIOT-FM

Adults	s 25-54		
5	WXEZ-FM	WTOD-AM	WKLR-FM
4	CKLW-AM	WXFZ=FM	MXES = EW
3	WOHO-AM	WLOR-FM	WOHO-AM
2	WLQR FM	WHEE - F 20	WMHF - F21

n-2, 01	aut-wichight	
POP(	00): 2902	
	A/M '79	O/N '79
1	WLQR-FM	WLQR-FM
2	WSPD-AM	WIOT-EM

2	WSPD-AM	WIOT-Fit	WLQR-FM
3	WOHO-AM	WTOD-AM	WMHF-FM
4	WIOT-FM	WS PD - AM	WOHO-AM
5	WTOD-AM	WM HE - FM	WXEZ-FM
M-F, 6	-10am		
1	WS PD-AM	WLQR-FM	MA-OHOW
2	WLOR-FM	WSPD-AM	WS PD - AM
3	WOHO-AM	WCWA-AM	WTOD-AM
4	WCWA-AM	WIOT-FM	WI.OR-FM
5	WIOT-FM	WOHO AM	WMHF-FM
M-F, 3	-7pm	_	
1	WLQR-FM	WLOR-FM	WMHE-FM
2	WOHO-AM	WIOT-FM	WTOD-AM
3	WSPD-AM	WTOD-AM	WLOR-FM
4	WIOT-FM	WMHE-FN	WXEZ-FM

A/M '80

WTOD-AM

WS PD-AM

WIOT-FM

WXFZ-FM

# **Cume Persons Trends/Rankings**

# Total 12+

WIOT-FM

WOHO-AN

CKLW-AM

	murangingini					
POP(	00): 645	3				
	A/M '79		O/N '79		A/M 180	
1	WSPD-AM	1804	WIOT-FM	1842	WIOT-FM	167
2	WIOT EM	1741	VSPD-AM	1803	WS PD - AM	163
3	WLQR-FM	1606	WLOR-FM	1616	WLQR-FM	146
4	WOHO-AM	1464	MAROHOW AM	1195	WOHO-AM	139
5	WJR -AM	1288	WMHE-FM	1016	WMHE-FM	125
M-F. 6	-10am					
1	WSPD-AM		WSPD-AM		WS PD - AM	
2	WIOT-FM		WIOT FM		WIOT-FM	
3	WOHO-AM		WLOR-FM		WOHO-AM	
4	WLOR- FM		ROHO - AM		WM HE - F M	
- 5	CKLW-Att		WJR -AM		WLOR-FM	
M-F, 3	-7pm					
1	WIOT-FM		WIOT-FM		WIOT-FM	
2	WLQR-FM		$WI_*QR = FM$		WS PD - AM	
3	WSPD-AM		WS PD - AM		WMHF -FM	
4	WOHO-AM		WMRE-FM		WOHO-AM	
5	CKLW-AM		WOHO-AM		WLQR+FM	
Teen	s					
M-S, 6	am-Midnight					
POP(	00): 848					
	A/M '79		O/N '79		08° M/A	
1	WIOT-FM		WIOT-FM		WIOT-FM	
2	CKLW-AM		WXEZ-FM		WXEZ-FM	
	WOHO-AM		WOHO-AM		WOHO-AM	

M-F, 3-7pm		
1 WIOT-FM	WIOT-FM	WIOT-FM
2 CKLW-AM	WX FZ - FM	WXEZ-FM
3 WOHO-AM	W080-AM	WOHO-AM
Adults 18-34		
M-S, 6am-Midnight		
POP(CO): 2303		
A/M '79	O/N '79	A/M '80
1 WIOT-FM	WIOT-EM	WIOT-FM
2 CKLW-AM	WMRF-FM	WMPF-FM
3 WOHO-AM	WY FZ - FM	WORO-AM
4 WXFZ-FM	WOHO - AM	WX EZ - FM
5 WLOR FM	CKLW-AM	CKLW-AM
	CFI, W - MII	011011 1111
M-F, 6-10am	114.00 PM	
1 WIOT-FM	KIOT-FM	WIOT-FM
2 WOHO-AN	WMHE FM	WMHE - FM
3 CKLW-Att	MA-OHON	WAHO-AM
4 WXEZ-FM	WCWA AM	WXFZ-FM
5 WCWA-AM	WX EZ - FM	WTOD-AM
M-F, 3-7pm		
1 WIOT-FM	WIOT-FM	WIOT-FM
2 CKLW-AM	WMHE - FM	WMHE-FM
3 WLOR FM	WYFZ-FM	WXFZ-FM
4 WMHF-FM	CKTM-WW	EOFO = VM
5 WORO-AM	WOHO-AM	CKLW-AM
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 2002		
A/M '79	O/N '79	A/M '80
1 WLOR-FM	WIOR-FM	WLOR-EN
2 WSPD-AM	WSPD-AM	WS PD - AM
2 WOHO - Att	WOHO - AM	WO PO + AM
4 CKLV-AM	WIOT-FM	WMHE-FM
5 WTOD-AM	WTOD-AM	WT OD - AM
	W I O D - M.	W100 111
M-F, 6-10am		
1 WSPD-AM	WLOR-FM	WSPD-AM
2 WLOR-FM	WSPD-AM	WOHO-AM
3 MUHU-WW	MOHO-AF	WIQR-FM
4 WCWA-AM	WCWA AM	WMHE-FM
5 WTOD-AM	WIOT-FM	WTOD-AH
M-F, 3-7pm		
1 WLQR-FM	WLOR-FM	WLQR-FM
2 WSPD-AM	WIOT-FM	WMHE-FM
3 MUHO-WW	WSPD-AM	WS PD - AM
4 WTOP-AM	WMHE - FM	WJR -AM
5 UIOT-EM	WTOD-AM	MA = OHOU

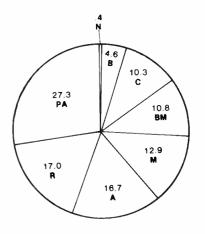
# **Format Penetration Chart**

WTOD-AM

WJR -AM WOHO-AM

5 WIOT-FM

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



# Format Legend

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

# **Topeka**

METRO RANK

146

Average Persons 12+ Share Trends

•	_	••••	-	,	_	_		-,	•	_		
P	0	P	(	0	0	)	:	1	5	8	3	

PO P (	00): 158.	5				
	A/M '78		A/M '79		A/M '80	
1	KEWI-AM	15.7	WIBW-AM	16.6	KTPK-FM(C)	13.6
2	W I BW - AM	13.6	KDVV - FM	13.1	KSWT-FM(BM)	13.6
3	KTPK-FM	12 - 0	KSWT-FM	12.2	KDVV - FM(PO)	12.7
4	KSWT-FM	11.6	KTPK-FM	10.5	K TO P - 4M (O)	10.1
5	WIBW-FM	9.9	KEWI-AM	9.6	WIBW-AM (PA)	9.2
6	WREN-AM	9.9	WREN-AM	7 4	WREN-AM (PA)	7.9
7	KYYS-FM	5 - 4	KYY S-FM	7.0	KEWI-AM (PO	7.0
8	WDAF-AM	5.0	WIBW-FM	6 1	KYYS-FM(A)	6.6
9	KTOP-AM	4.5	WDAF-AM	4 - 8	WDAF-AM(C)	5.7
10	K CM O - AM	1 - 2	K TO P-AM	3.9	WIBU-FM(FO	3 - 1
1.1	KD V V - F M	1 - 2	K CM O - AM	1.3	KLZR-FM(A)	2 . 2
12			WHB -AM	0.4	KPRS-FM(B)	0.9

# Average Persons Trends/Rankings

1 Uta	11 127			
M-S,	6am-N	lidni	ght	
				-

	am-Midnight					
·	A/M '78		A/M '79		A/M '80	
1	KEWI-AM	3.8	WIBW-AM	38	KTPK-FM	3 1
2	WIBW-AM	3 3	KDVV - FM	30	KSWT-FM	3 1
3	KTPK-FM	29	KSWT-FM	2.8	KD VV -FM	29
4	KSWT-FM	2.8	KTPK-FM	2 4	KTO P- 4M	2 3
5	WIBW-FM	2 4	KEWI-AM	22	WIBW-AM	2 I
M-F, 6	-10am					
1	KEWI-AM		WIBW-AM		KDVV-FM	
2	WIBW-AM		KDVV - FM		WREN AM	
3	WREN-AM		KTPK-FM		KTPK-FM	
4	KTPK-FM		WREN-AM		WIBW-AM	
5	K SWT-FM		KSWT-FM		KSWT-FM	
M-F, 3	-7pm					
1	KEWI-AM		KDVV-FM		K SWT-FM	
2	KTPK-FM		KSWT FM		KTPK-FM	
3	KSWT-FM		KEWI-AM		KDVV - FM	
4	WIBW-FM		WREN-AM		K TO P- AM	
5	WREN-AM		KT PK - FM		KEWI-AM	

### Teens M-S. Rem-Midnight POP(00): 200

	A/M '78	A/M '79	A/M '80
1	KEWI-AM	KDVV-FM	KDVV-FM
2	WIBW-FM	KYYS-FM	KYYS-FM
3	KYYS-FM	KEW1-AM	KLZR-FM
M-F, 6	-10am		
1	K FW I - AM	K DVV - F M	KDVV - FM
2	WIBW-FM	KEWI-AM	KYYS-FM
3	KYYS-FM	WIBW-FM	WIBW-FM
M-F, 3	-7pm		
1	KEWI-AM	K D VV - F M	KDVV-FM
2	WIBW-FM	KYY S-FM	KYY S-FM

KEWI-AM

WIBW-FM

# 3 KYYS-FM

A/M '78	A/M '79	A/M '80
1 KEWI-AM	K D VV - FM	KD VV - FM
2 WIBW-FM	KYY S-FM	KEWI-AM
3 KYYS-FM	KEWI-AM	KYYS-FM
4 KTPK-FM	WIBW-FM	KTOP-AM
5 KSWT-FM	KTPK-FM	KTPK-FM
W-F, 6-10am		
1 KEWI-AM	KDVV-FM	KDVV-FM
2 WIBW-FM	KEWI-AM	KEWI - AM
3 KTPK-FM	KYY S-FM	KYY S-FM
4 KSWT-FM	KTPK-FM	KTO P-AM
5 WREN-AM	K TO P- 4M	WREN-AM
4-F, 3-7pm		
1 KEWI-AM	WIBW-FM	K D V V - F M
2 WIBW-FM	KEWI - AM	KEWI-AM
3 KSWT-FM	KDVV - FM	KYY S-FM
4 KYYS-FM	KYY S-FM	K TO P-AM
5 KTPK-FM	K T PK - F M	K SWT - FM

### M-S, 6am-Midnight POP(00): 716

3 KEWI-AM 4 WIBW-FM 5 WDAF-AM

KEWI-AM WIBW-FM

A/M '78	A/M '79	A/M '80
1 KTPK-FM	KTPK-FM	KTPK-FM
2 KSWT-FM	WIBW-AM	KSWT-FM
3 WREN-AM	KSWT-FM	K TO P- 4M
4 WIBW-AM	WRE N-AM	KDVV -FM
5 WIBW-FM	KEWI-AM	WREN-AM
W-F, 6-10am		
1 KTPK-FM	WIBW-AM	WREN-AM
2 KSWT-FM	KTPK-FM	KTPK-FM
3 WREN-AM	WREN AM	K D VV - F M
4 WIBW-AM	KSWT-FM	K TO P - AM
5 KEWI-AM	KEWI-AM	KSWT-FM
W-F, 3-7pm		
1 KTPK-FM	WREN-AM	KTPK-FM
2 VSUT_FW	K T DK - F M	KSWT-FM

KSWT-FM WDAF-AM KEWI-AM

K TO P- AM K D VV -F M WDAF - AM

# **Cume Persons Trends/Rankings**

# Total 12+

OP (	(00): 1583					
	A/M *78		A/M '79		A/M '80	
1	KEWI-AM	551	WIBW-AM	538	KD VV - F M	461
2	WIBW-AM	487	KEWI-AM	445	KEWI-AM	40
3	WREN-AM	443	KDVV - FM	398	KTPK-FM	3 5 9
4	WIBW-FM	423	WREN-AM	395	WIBW-AM	357
5	KTPK-FM	318	KSWT-FM	360	KSWT-FM	356
4-F, 6	l-10am					
1	KEWI-4M		WIBW-AM		KDVV -FM	
2	WREN-AM		KDVV-FM		KEW1-AM	
3	WIBW-AM		KEWI-AM		WREN-AM	
4	WIBW-FM		WREN-AM		KTPK-FM	
5	KTPK-FM		KSWT-FM		KSWT-FM	
4-F, 3	l-7pm					
1	KEWI-AM		KEWI-AM		KD VV - F M	
2	WREN-AM		KDVV-FM		KEWI-AM	
3	WIBW-FM		KSWT-FM		KSWT-FM	
4	KTPK-FM		WREN-AM		KTPK-FM	
5	KSWT-FM		WIBW-FM		K TO P - A M	

# Teens

OP(00): 200		
A/M '78	A/M '79	A/M '80
1 KEWI-AM	K D VV – F M	KDVV-FM
2 WIBW-FM	KEWI-AM	WIBW-FM
3 KYYS-FM	WIBW-FM	KEWI-AM
I-F, 6-10am		
1 KFWI-AM	K D V V – F M	KDVV-FM
2 WIBW-FM	KEWI - AM	KYY S-FM
3 KYYS-FM	WIBW-FM	WIBW-FM
I-F, 3-7pm		
1 KFWI-AM	KDVV - FM	K D VV - F M
2 WIBW-FM	KEWI - AM	KEWI-AM
3 KYYS-FM	KYYS-FM	KYY S-FM
dults 18-34		

# POP(00):

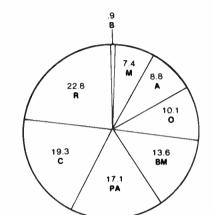
01(00). 270		
A/M '78	A/M '79	A/M '80
1 KEWI-AM	KEWI-AM	KD VV - FM
2 WIBW-FM	K DVV - F M	KEWI-AM
3 WREN-AM	WIBW-FM	WIBW-FM
4 KTPK-FM	KYYS FM	K TO P- AM
5 KYYS-FM	W I BW - 4 M	KTPK-FM
HF, 6-10am		
1 KFWI-AM	KEWI-AM	KD VV -F M
2 WIBW-FM	KDVV-FM	KFWI-AM
3 WREN-AM	KYY S-FM	KYY S-FM
4 KTPK-FM	WIBW-FM	K TO P-AM
5 KYYS-FM	WREN-AM	KTPK-FM
F 0.7		

### M-F, 3-7pm 1 KEWI-AM 2 WIBW-FM KEWI-AM WIBW-FM KDVV-FM KEWI-AM WREN-AM KYYS-FM KDVV-FM KYYS-FM WIBW-FM KYYS-FM 5 WDAF-AM KTO P- AM

### Adults 25-54 M-S, 6am-Midnight

POP(00): 716 A/M '79 A/M '80 1 KTPK-FM WIBW-AM KTPK-FM 2 KFWI-AM 3 WREN-AM 4 WIBW-AM WREN-AM KTPK-FM KSWT-FM KEWI - AM KDVV - FM K TO P- AM 5 WIBW-FM KEWI-AM

M-F, 6-10am		
1 KTPK-FM	WREN-AM	WREN-AM
2 WREN-AM	WIBW-4M	KDVV -FM
3 KEWI-AM	KFWI-AM	KEWI - AM
4 WDAF-AM	KTPK-FM	K TO P- AM
5 KSWT-FM	KSWT-FM	KTPK-FM
M-F, 3-7pm		
1 KEWI-AM	WREN-AM	K TO P- 4 M
2 KTPK-FM	KEWI-AM	KTPK-FM
3 KSWT-FM	KT PK ~ FM	KSWT-FM
4 WREN-AM	KSWT-FM	KDVV -FM



# Format Legend

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

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# **Tucson**

METRO RANK



# A/M'80 Market Overview

There was a new market leader this survey, as Country KCUB increased its share of the 25-54 audience significantly. KWFM added to its already strong portion of the 18-34 target, and became the new number two station. AOR KWFM had more than a 21 share 18-34, up slightly from the fall book. However, below KWFM there was some flux.

Both KTKT-AM and KTKT-FM increased their shares noticeably, each gaining more than four shares this sweep. KTKT picked up male listeners, while KTKT-FM added to its female audience.

The other new double-digit 18-34 station was KRQQ, which increased its young adult share slightly, to score in the low 10 range. While KRQQ was revising its music mix to appeal more to young adults, its teen numbers surged at the same time, and the station tied for first in that category with KHYT. It should be noted that KHYT, which had been a Dancemusic station, went to a more traditional Contemporary Hit Radio sound. The station got a technical boost too, when it began broadcasting 24 hours daily on February 28.

KCUB moved up to an 18 share 25-54, compared to a mid-11 share for KJYK, the runner-up. Advertising for KCUB consisted of a series of 10 TV spots tied into on-air giveaways (a car was given away). Also, the station promoted the idea of tying a yellow ribbon on car antennas until the Iranian hostage situation is resolved.

Among the Beautiful Music stations in town, KJYK got the upper hand over KAIR, last fall's market leader. KAIR slipped drastically in 25-54 and 35+ numbers

Average	<b>Persons</b>	12+	Share	Trends

	A/M '79		O/N '79		A/M '80	
1	KWFM-FM	12.1	KAIR-AM	9.8	KCUB-AM (C) 1	٦.(
2	KTKT-AM	10.6	K C U B - 4M	9.5	KWFM-FM (A)	9.
3	KROO-FM	8 - 1	KJYK-FM	9.1	KJYK-FM (BM)	8.
4	KHYT-AM	8 • 1	KWFM-FM	9.0	KRQQ-FM (PA)	8.7
5	KCUB-AM	7.2	KTKT-4M	8.8	KTKT-4M (R)	7.1
6	KAIR-AM	6.2	KTKT-FM	6.3	KAIR-AM (BM)	6.
7	KJYK-FM	6.2	KRQQ-FM	5.7	KHYT-AM (R)	6 -
8	K CE E - F M	5.7	KCEE-4M	5.4	KTKT-FM (A)	5 •
9	KTUC-AM	5.6	KHYT-4M	5.1	KXEW+4M (S)	5.
10	KMGX-4M	4.9	KIKX-4M	4.9	KTUC-4M (N)	4.
11	K CE E - AM	4.5	KMGX - AM	4.6	KFLT - 4M (RL)	3.
12	KI KX - 4M	4.0	KTUC-AM	4.1	KMGX - 4M (PA)	3.
13	KEVT-AM	3 . 7	KXEW-4M	3.4	KEVT-4M (S)	2 .
14	KFLT-AM	3 . 0	KEVT-4M	2.5	KCEE-AM (PA)	2 .
15	KNDE-FM	0.8	KFLT-4M	2.2	KIKX-4M (C)	1.
16	KNIY-FM	0.5	KUPD-FM	0.5	KNIX-4M (C)	0.
17			KJJJ-4M	0 • 3	KNIX-FM (C)	0.
18			KFI - AM	0.3		

# Average Persons Trends/Rankings

A/M '80

KROQ-FM KHYT-AM

Total 12+ POP(00): 3938

POP(00): 478

A/M '79

KHYT-4M

3 KROO-FM

	A/M 179		O/N 179		A/M '80
1	KWFM-FM	72	KAIR-AM	58	KCUB-AM
2	KTKT-AM	63	KCUB-AM	56	KWFM-FM
3	KROO-FM	48	KJYK-FM	54	KJYK-FM
4	KHYT-AM	48	KWFM-FM	53	KRQQ-FM
5	KCIIB-4M	43	KTKT-4M	52	KTKT-AM
M-F, 6	-10em				
1	KTKT-4M		KTKT-4M		KCIIB-4M
2	K C U P + A M		KC 11 B - 4M		KJYK-FM
3	KROO-FM		KAIR-AM		KTKT-4M
4	KWFM-FM		KJYK-FM		KAIR-AM
5	KJYK-FM		KMGX-4M		KTUC-4M
M-F, 3	-7pm				
1	KWFM-FM		KCUB-4M		KCUB-4M
2	KHYT-4M		KWFM-FM		KWFM-FM
3			KTKT-4M		KRQQ-FM
4	KROO-FM		KJYK-FM		KJYK-FM
	KCUB-AM		KHYT AM		KAIR-AM

O/N '79

KTKT-AM KTKT-FM

M-F, 6-10am		
1 KTKT-AM	KTKT-4M	KRQQ-FM
2 KHYT-AM	KR00 - FM	KHYT AM
3 KRQQ-FM	K TK T-FM	KTKT-AM
M-F, 3-7pm		
1 KHYT-AM	KTKT-AM	KROQ-FM
2 KROQ-FM	KHYT AM	KHYT AM
3 KTKT-4M	KTKT-FM	KTKT-4M
Adults 18-34		
VI-S, 6am-Midnight		
POP(00): 1410		
A/M '79	O/N '79	A/M '80
1 KWFM-FM	KWFM-FM	KWFM-FM
2 KTKT-AM	K R 00 - F M	KTKT-4M
3 KROQ-FM	KHYT-4M	K T K T – F M
4 KHYT-AM	KTKT-4M	KRQQ-FM
5 KMGY-AM	KM GX - AM	KC UB-AM
W-F, 6-10am		
1 KWFM-FM	KTKT AM	KTKT-4M
2 KRQQ-FM	KWFM-FM	KWFM-FM
3 KMGX-AM	KM GX - AM	KCUB-AM
4 KTKT-AM	KR 00 - FM	KRQQ-FM
5 KIKX-AM	KCUB-AM	KTKT-FM
W-F, 3-7pm		
1 KWFM-FM	KWFM-FM	KWFM-FM
2 KTKT-AM	KHVT-4M	KROQ-FM
3 KROO-FM	KRQQ-FM	KTKT~ 4M
4 KHYT-4M	KIKX-AM	KTKT-FM
5 KMGX-4M	KTKT-4M	KCUB-AM
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 1699		
A/M '79	O/N '79	A/M '80
1 KCUB-AM	KCUB-AM	KCUB-4M
2 KTKT-AM	KAIR-AM	KJYK+FM
3 KWFM-FM	KJYK-FM	KTKT-4M
4 KRQQ-FM	KTKT AM	KXEW-4M
5 KEVT-AM	KWFM-FM	KAIR-AM
M-F, 6-10am		
1 KCUB-AM	KCUB-AM	KC U B - AM
2 KTUC-4M	KTKT-4M	KJYK-FM
3 KROQ-FM	KAIR-AM	KTKT-4M
4 KCEE-4M	KIKX AM	KXEW-4M
5 KTKT-4M	KMCX-4M	KAIR AM
M.F. O. Torre		
. ,		
1 KCUB-AM	KC U B - AM	KCUB-AM
2 KWFM-FM	KJYK-FM	KJYK-FM
1 KCUB-AM 2 KWFM-FM 3 KTKT-AM	KJYK-FM KWFM-FM	KJYK-FM KEVT-AM
1 KCUB-AM 2 KWFM-FM	KJYK-FM	KJYK-FM

# **Cume Persons Trends/Rankings**

# Total 12+

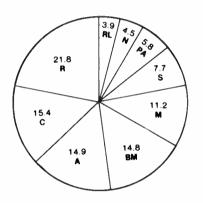
	12+ lem-Midnight					
-	(00): 393	я				
. 0 . 1	A/M '79	Ü	O/N '79		A/M '80	
	KTKT-AM	1251	KTKT-4M	853	KCUB-AM	941
	KROQ-FM	930	KAIR-AM	802	KTKT-AM	860
	KMGX-4M	682	KRQQ - FM	761	KRCQ-FM	711
	KWFM-FM	6 62	KCUB-4M	708	KTKT-FM	674
	KCUB-AM	604	KTKT-FM	601	KAIR-AM	639
_	-10am					
	KTKT-4M		KTKT-4M		KCUB-AM	
	KCUB-4M		KCUB-4M		KTKT-AM	
			KAIR-AM		KROQ-FM	
	KRQQ-FM KWFM-FM		KJYK-FM		KAIR-AM	
	KMGX-4M		KMGX-4M		KTUC-4M	
	1-7pm					
	KTKT-4M		KTKT-4M		KC UB-AM	
	KROQ-FM		KAIR AM		KTKT-AM	
	KWFM-FM		KCUB AM		KRQQ-FM	
	KCUB-AM		KR QQ - FM		KWFM-FM	
	KAIR-AM		KTKT-FM		KTKT-FM	
Teen						
	sam-Midnight					
POP	(00): 478					
	A/M 179		O/N '79		A/M '80	
1	KTKT-AM		KTKT-4M		KTKT-4M	
	KRQQ-FM		KRQQ - FM		KRQQ-FM	
3	KHYT-4M		KTKT-FM		KHYT-4M	
M-F, 6	5-10am					
1	KTKT-AM		KTKT-4M		KTKT-4M	
2	KROO-FM		KR QQ - FM		KRQQ-FM	
3	KHYT-4M		KTKT-FM		K H Y T - A M	
M-F,	3-7pm					
1	KTKT-4M		KTKT-4M		KRQO-FM	
2	KROQ-FM		KR00-FM		KTKT-4M	
3	KHYT-4M		KTKT-FM		KHYT-4M	
Adu	Its 18-34					
	6am-Midnight					
POP	(00): 141	U				
	A/M '79		O/N '79		A/M '80	
	KTKT AM		KWFM-FM		KTKT-4M	
2			KRQQ-FM		KTKT-FM	
	KWFM-FM		KTKT-4N		KWFM-FM	
	KMGX-4M		KMGX-4M		KRQQ-FM	
5	KHYT-AM		KTKT-FM		KM GX - 4 M	
M-F,	6-10am					
1	KTFT-4M		KTKT-4M		KTKT-AM	
2	KWFM-FM		KWFM-FM		KWFM-FM	
3	KMGX-4M		KMGX-4M		KRQQ-FM	
4			<b>K B ÚÚ – E M</b>		KTKT-FM	
5	KCUB-4M		KTKT FM		KCUB-AM	
	3-7pm					
	KROQ-FM		KWFM-FM		KWFM-FM	
2	KWFM-FM		KTKT-4M		KTKT-FM	

# Adults 25-54 POP(00): 1699

	A/M '79	O/N '79	A/M '80
1	KTKT-AM	KCUB-AM	K C 1 t B - 4 M
2	KRQQ-FM	KAIR-AM	KJYK-FM
3	KCUB-AM	KTKT-4M	KTKT-AM
4	KMGX-4M	KRQO FM	KROQ-FM
5	KAIR-AM	KMGX-AM	K 4 I R - 4 M
M-F, 6-	10am		
1	K C U B - AM	KTKT AM	KCUB-4M
2	KTKT-4M	KCUB-AM	KTKT-4M
3	KMGX-4M	KAIR-AM	KJYK-FM
4	KTU C- AM	KM GX - AM	KAIR-AM
5	KAIR-AM	KJYK-FM	KROQ-FM
M-F, 3-	7pm		
1	KCITB-AM	KCUB-AM	K C L! B - 4 M
2	KTKT-AM	KAIR AM	KJYK-FM
3	KRQQ-FM	KJYK-FM	KTKT-4M
4	KMGX-4M	KT KT - 4 M	KAIR-AM
5	KAIR-AM	KMGX-4M	K R 00 - F M

# **Format Penetration Chart**

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



# Format Legend

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

KTKT-4M

KTKT-AM KMGX-AM KHYT-AM

# **Tulsa**

METRO RANK

**59** 

# A/M'80 Market Overview

The top two stations in this market, Country KVOO and P/A KRMG, flipflopped this sweep, with KVQQ coming out on top in total persons and adults 25-54. Among young adults, AOR KMOD retained its title.

KVOO added about four shares to its 25-54 total to register a 24 share. The station scored impressive gains among the female audience, particularly in PM drive. KRMG, the leader last book, fell five shares 25-54, down to the 19 level. KRMG suffered defections among the male portion of its audience.

The other double-digit 25-54 station was Beautiful Music KBEZ. The station picked up two shares 25-54, climbing to the 13 share level, a rebound from a soft Fall book.

The 18-34 story still featured KMOD in the leading role. Almost 25% of the young adult audience was tuned to the station, up almost five shares from the Fall book. The additional audience came from young adult men.

Runner-up to KMOD was again KRAV, the rocker that leads in teens. KRAV was stable with a 17 share 18-34 again, and was the leading 25-34 station. The other double-digit stations 18-34 were 25-54 leaders KVOO and KRMG. Their 25-34 numbers helped them score mid-12 and mid-10 shares respectively.

# Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(	00): 521	D			
	A/M '79		O/N '79		A/M '80
1	KRM G-AM	18.3	KRMG-AM	20.0	KV 00 - AM (C) 19.7
2	KVOO-AM	16.0	KV 00 - AM	16.9	KRMG-AM(PA)16.7
3	KBEZ-FM	12.8	KBE Z-FM	10.1	KMOD-FM(A) 12.1
4	KRAV-FM	10.1	KMOD-FM	10.1	KRAV-FM(M) 11.5
5	KWEN-FM	9.1	KRAV-FM	9.8	KBEZ-FM(BM)11.4
6	KEL I - AM	6.8	KWEN-FM	7 - 1	KWFN FM(N) 5.7
7	KMOD-FM	4.7	KELI-AM	4.9	KELI-AM(A) 5.3
8	KTFX-FM	3.7	KTFX-FM	4.5	KTFX-FM(A) 3.2
9	KAKC-AM	2 . 2	KCOW-FM	2 - 2	KCFO-FM(ML) 2.9
10	KREK-FM	2.0	KXXO~AM	1.8	KXXO-AM(N) 1.9
11	KFMJ-AM	1 • 4	KCFO-FM	1.7	KMYO-FM(PA) 0.9
12	KTOW-AM	1.4	KAKC-AM	1.5	KAKC AMPA) O.8
13	KCFO-FM	1.4	KFMJ-AM	1.0	KFMJ-AMML) 0 · 7
14	KKMA-FM	1.2	KXOJ-FM	0.9	KXOJ-FMPA) 0.5
1.5	KXXO-AM	1.0	KOFM-FM	0.8	KTOW-AM(C) 0.5
16	KXOJ-FM	1.0	KWPR-AM	0.5	
17	KGOW-FM	0.3	KTOW-AM	0.3	
18	KOLS-AM	0.3	KXOJ-AM		
19	KX OJ -AM	0.1			

# Average Persons Trends/Rankings

### Total 12+ M-S. 6am-Midnight

POP(00): 5210

A/M '79		O/N '79		A/M '80	
KRMG-AM	127	KRMG-AM	155	KV 00 - AM	1 4
KVOO-AM	111	KV 00 - AM	131	KRMG-AM	1.2
KBEZ-FM	89	KBEZ-FM	7.8	KM OD - FM	9
KRAV-FM	70	KMOD-FM	7.8	KRAV-FM	R
KWEN-FM	63	KRAV-FM	76	KPE 2-FM	Ŗ
10am					
KRMG-AM		KRMG-AM		KRMG-AM	
KV00-AM		KV 00 - AM		K V OO - A M	
KRAV-FM		KRAV-FM		KRAV-FM	
KWEN-FM		KM OD ~ F M		KMOD-FM	
KBEZ-FM		KWEN-FM		KBEZ-FM	
7pm					
KRMG-AM		KRMG-AM		KV 00 - AM	
KVOO-AM		KV 00 - AM		KRMG-AM	
K BE Z - F M		FM OD - FM		KRAV-FM	
KRAV-FN		KBEZ-FM		KBE Z-FM	
KWEN-FM		KRAV-FM		KMOD-FM	
1					
m-Midnight					
00): 657					
	K RM G - AM K V O O - AM K V O O - AM K B E Z - F M K K R V - F M 10 am K RM G - AM K V O O - AM K W E N - F M K B E Z - F M 7 pm K RM G - AM K V O O - AM K B E Z - F M K B E Z - F M K W E N - F M	KRMG-AM	RRMG-AM	RRMG-AM	RRMG-AM

OP(00): 657		
A/M 179	O/N '79	A/M '80
1 KWEN-FM	KTFX-FM	KRAV-FM
2 KELI-AM	KRAV-FM	KM OD - FM
3 KRAV-FM	KMOD-FM	KWEN-FM
-F, 6-10em		
1 KRAV-FM	KTFX-FM	KRAV-FM
2 KWEN-FM	KRAV-FM	KWEN-FN
3 KELI-AM	KWEN-FM	KM OD - FM
HF, 3-7pm		
1 KWEN-FM	KTFX-FM	KRAV-F
2 KRAV-FM	KRAV-FM	KM OD - FN
3 KELI-AM	KELI-AM	KWEN-FN

### Adults 18-34 M-S. 6am-Midnight POP(00): 1859

A/M '79 O/N '79 A/M '80 KRM G-AM KM OD - FM KM OD - FM KRAV-FM KRAV-FM KRMG-AM KRAV-FM KVOO-AM FV 00 - AM K.F.I. I - AM KWEN-EM KMOD-FM KELI-AM M-F, 6-10am K RM G - A M KRAV-FM KMOD-EM

KRAV-FM KMOD-FM KRMG-AM KVOO-AM KMOD-FM KRMG-AM KRAV-FM KV OO - AM KV 00 - AM KELI-AM KWFN-FM KELI-AM M-F, 3-7pm KRMG-AM KMOD-FM KPAV-FM KRAV-FM KMOD-FM KELI-AM KTFX-FM KRMG-AM KWEN-FM KV 00 - AM KRMG - AM

KV00~AM

KFIT-AM

KBEZ-FM

5 KVOO-AM Adults 25-54 M-S, 6am-Midnight

A/M 179

POP(00): 2539 O/N 179 A/M '80 KRMG-AM KVOO AM KRM G-AM KV 00 - AM KVOO-AM KBEZ-FM KRMG-AM KBEZ-FM KBEZ-FM KRAV-FM KRAV-FM KRAV-FM 5 KWEN-FM KMOD-FM KELI-AM M-F, 6-10am KRM G-AM KRMG-AM KRMG-AM KVOO-AM KRAV-FM KV OO - AM KRAV - FM KV 00 - AM KRAV-FM KBEZ-FM KWEN-FM KBEZ-FN KWEN-FM KELI-AM M-F, 3-7pm KRM G - AM KRMG-AM KV 00 - AM KVOO-AM KBFŽ-FM KVOO-AM KBEZ-FM

KRAV-FM KELI-AM Cume Persons Trends/Rankings

# Total 12+

KRAV-FM

POP(00): 5210

	A/M '79		O/N '79		A/M '80	
1	KRMG-AM	1727	KRMG-AM	1869	K R M G - A M	167
2	KVOO-AM	1456	KV 00 - AM	1530	KV 00 - AM	165
3	KRAV-FM	1092	KRAV-FM	1172	KRAV-FM	116
4	KFLI-AM	1066	KELI-AM	949	KFLI-AM	9.7
5	KMEN-EW	877	KBEZ-FM	889	KBEZ-FM	87
M-F, 6-	10am					
1	K RM G - AM		KRMG-AM		KRMG-AM	
2	KVOO-AM		KV 00 ~ AM		KV 00 - AM	
3	KPAV-FM		KRAV-FM		KRAV-FM	
4	KEL I - AM		KMOD-FM		KFLI - AM	
5	KWEN-FM		KBEZ-FM		KBEZ-FM	
M-F, 3-7	7pm					
1	KRMG-AM		KRMG-AM		KV 00 - AM	
2	KV00~AM		KVOO-AM		K RMG - A M	
3	KELI-AM		KRAV-FM		KPAV-FM	
4	KPAV-FM		KMOD-FM		KELI-AM	
5	KWEN-FM		KFLI-AM		KBE Z-FM	

POP(00): 657

( )		
A/M 179	O/N '79	A/M *80
I KELI-AM	KRAV-FM	KRAV-FM
2 KRAV-FM	KTFX-FM	KWEN-FM
3 KWEN-FM	KELI - AM	KELI-AM
M-F, 6-10am		
1 KWEN-FM	KTFX-FM	KRAV-FM
2 KRAV-FM	KRAV-FM	KWEN-FM
3 KFLI-AM	KM OD - F M	KMOD-FM
M-F, 3-7pm		
1 KELI-AM	KRAV-FM	KWEN-FM
2 KRAV-FM	KTFX-FM	KRAV-FM
3 KWFN-FM	KWEN-FM	KMOD - FM

# Adults 18-34

	A/M 179	O/N 179	A/M '80
1	KRM G-AM	KRAV-FM	KRAV-FN
2	KRAV-FM	KMOD-FM	KELI-AM
3	KELI-AM	KFLI-AM	KRMG-AM
4	KVOO-AM	KRMG-AM	KMOD-FM
_ 5	K MOD - F M	KWEN-FM	KV 00 - AM
M-F, 6-	10am		
1	KRMG-AM	KRAV-FM	KRMG -AM
2	KPAV-FM	KMOD-FM	KRAV-FM
3	KELI-AM	KRMG - AM	KV 00 - AM
4	KVOO-AM	KELI-AM	KELI-AM
5	KWEN-FM	KV 00 - A M	KM OD - F M
M-F, 3-	7pm		
1	K RM G - AM	KMOD-FM	KRAV-FM
2	K EL I - AM	KRAV-FM	KM OD - FM
3	KRAV-FM	KELI-AM	KELI-AM
4	KVOO-AM	KRMG-AM	KV 00 - AM
	KMOD - FM	KV OO - AM	KRMC-AM

POP(00): 2539

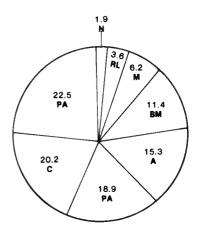
		PONT OU
1 KRMG-AM	KRMG-AM	KRMG-AM
2 KVCO-AM	KV 00 - AM	KV 00 - AM
3 KRAV-FM	KRAV-FM	KRAV-FM
4 KBEZ-FM	KBE Z-FM	KBEZ-FM
5 KWEN-FM	KELI-AM	KELI-AM

**World Radio History** 

M-F, 6-1	10am		
1	K RM C - A M	KRMG-AM	KRMG-AM
2	K V O O - A M	KA OO WW	KV 00 - AM
3	KRAV-FM	KRAV-FM	KRAV-FM
4	KBEZ-FM	KBEZ-FM	KBEZ-FM
5	KWEN-FM	KMOD~FM	KELI-AM
M-F, 3-7	7pm		
1	KRM G - AM	KRMG-AM	KRMG - AM
2	KVOO-AM	K V 00 - A M	KV 00 - A M
3	KBEZ-FM	KRAV-FM	KRAV-FM
4	KRAV-FM	KBEZ-FM	KBE Z~FM
5	KFLI-AM	KELI-AM	KELI-AM

# **Format Penetration Chart**

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



# Format Legend

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

Adults 25-54 M-S, 6am-Midnight POP(00): 1158				
	A/M '78	A/M '79	A/M '80	
1	WIBX-AM	WTLB-4M	WTL B-AM	
2	WRUN-AM	WRUN-AM	WIBO-FM	
3	WITE BILAM	WIBX-4M	WIBX-AM	
4	WKGW-FM	WIBO-FM	WRUN-AM	
5	WIEO-FM	WKGW-FM	WKGW-FM	
IF, 6	3-10am			
1	WIBX-AM	WITE BILAM	W 1 B X - 4 M	
2	WRUN - AM	WIBX-AM	WTL B-AM	
3	WILB AM	WRUN-AM	WIBQ-FM	
4	WKGW-FM	WIBQ-FM	WRUN - AM	
5	WIBQ-FM	WADR-AM	WKGW-FM	
A-F, ;	3-7pm			
1	WRUN-AM	WRUN AM	WIBQ-FM	
2	W 1 B X - 4 M	WIBQ-FM	WIBX-AM	
3	WKGW-FM	WTL B-AM	WTL B-AM	
4	WILB-AM	WIBX-AM	WRUN-AM	
5	W1BO-FM	WKGW-FM	WKGW-FM	

	4 8 PA 8 9 C
38.6 R	9.1 M
	9.5 <b>A</b>
16.6 BM	12.5 N

# Format Legend

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

	_	_	_

# Utica-Rome METRO RANK (108)

verage Persons 12+ Sha onday-Sunday, 6em-Midnight	
OP(00): 2639	
A/M *78	A/M '79

0P(	00): 2639	)				
	A/M *78		A/M '79		A/M '80	
1	WIBX-AM	16.5	WIBX-AM	16.1	WIBQ-FM(BM)	2 . :
2	WRUNHAM	12.3	WIBQ-FM	14.8	WIBX-AM(N) 1	0.
3	WIBO-FM	10.0	WR UN - AM	9.7	WOUR-FM(A)	9 . !
4	WKGW-FM	9.3	WITL B-AM	8 • 6	WKGW-FM(P)	9,
5	WITL B - AM	8.7	WOUR-FM	8.2	WTLB-FM(R)	7 .
6	WOUR-FM	8.2	WILB-FM	7.3	WRUN - AM (R)	6.8
7	WADR-AM	4.5	WKGW-FM	6.7	WIL B - AM (R)	5.4
8	WNTQ-FM	4.1	WADR-AM	6 - 7	W 4 D R - 4 M (C)	4,
9	WI,FH-AM	4.1	WB V N - AM	2.6	WUTQ-AM(C)	3,9
1.0	WKAL-FM	2.8	WBRV-AM	2.2	WNTQ-FM(BM)	3.9
1.1	WIL B-FM	2 - 4	WRNY-AM	1.5	WSYR-FM(R)	3.4
1.2	WKAL-AM	1 - 5	WKAL-AM	1.3	WYUT-FM(R)	2 . 5
13	WALY-AM	1.5	WALY - AM	1.3	WSYR-4M (R)	2 . :
14	WEBL AM	1.3	WGY - AM	1.1	WRNY-AM (N)	1.4
1.5	WBRV-AM	1.3	WLFH-AM	1.1	WIFH-AM (PA)	1.6
16	WB VM-AM	1.1	WNTQ-FM	1 - 1	WGY - 4M (PA)	1 - 1
1.7	WMCR - AM	1 - 1	WKAL-FM	0.9	WFBL-AM (R)	0.9
18	WMCR-FM	0.9	WEBLHAM	0.6	WMCR - AM (PA)	0.9
19	WSYR-AM	0.6	WHEN-AM	0.4	WMCR - FM (PA)	0.7
2.0	WNDR-AM	0.6	WNDR-AN	0.4	WKAL-AM (PA)	0 - 1
2 1	WGY - AM	0.4	WSYR-AM	0.4	WSEN-AM (C)	0.
2 2	WHEN-AM	0.4			W S E N - F M (C)	0.2

# Average Persons Trends/Rankings

0	ta	ı	12	+					
٩	Š,	6	am-	M	id	Ini	għ	ıt	
n	Р	ć	0.0	)	÷	- 2	6	3	9

	A/M '78		A/M '79		A/M '80	
1	WIBX-AM	7.6	WIBX-AM	7.5	WIBO-FM	5
2	WRUN-AM	5.7	WIBQ-FM	69	WIBX-AM	4
3	WIBO-FM	4.6	WRUN-AM	4.5	WOUR-FM	4
	WKGW-FM	43	WILB-AM	4.0	WKGW-FM	4
5	WTL B-AM	40	WOUR-FM	38	WIL B-FM	3
. 6	-10am					
1	U T R Y - A M		WIRY-AM		WIBX-AM	

- 1	WIBX-AM	WIBX-AM	MIBY-4U
2	WRUN-AM	WTL B-AM	WIBQ-FM
3	WKGW-FM	WIBQ-FM	WTL B-FM
4	WITE RHAM	WRITH - AM	WRUN - AM
5	WOUR-FM	WADR-AM	WTLB AM
#-F, 3	-7pm		
1	WIBX-AM	WIBX-AM	WIBO-FM
2	WKGW-FM	WIBQ-FM	WIBX-AM
3	WRUN - AM	WRITN - AM	WKGW-FM

I-F, 3-7pm		
1 W I B X - 4M	WIBX-AM	WIBO-FM
2 WKGW-FM	WIBQ-FM	WIBX-AM
3 WRUN-AM	WRITN - AM	WKGW-FM
4 WIBO-FM	WTLB-FM	WOU'R-FM
5 WOUR-FM	WKGW-FM	WTL B-FM
eens		

	(00): 352 A/M '78	A/M '79	A/M '80
1	WRUN-AM	WTL B-FM	WOUR-FM
2	W T1. B - AM	WOUR-FM	WTLB-FM
3	WOUR-FM	WRUN-AM	WSYR-FM
⊬F, 6	-10am		
1	WTLB-AM	WRUN-AM	WTLB-FM
2	WRUN-AM	WOUR-FM	WOUR-FM
3	WOUR-FM	WTL B-FM	WRUN-AM
HF, 3	-7pm		
1	WRUN-AM	WTLB-FM	WTL B-FM
2	WTL B - AM	WRUN-AM	WOUR-FM
3	WKGW-FM	WOUR-FM	WSYR-FM

Adults 18-34 vl-S, 6am-Midnig	ht	
POP(00): 8	4 6	
A/M 178	A/M '79	A/M '80
1 WOUR-F	M WTLB-AM	WOUR-FM
2 WKGW-F	M WOUR FM	WKGW-FM
3 WRUN-A	M WKGW-FM	WRUN - AM
4 WTLB-4	M WRUN-AM	WTL B-AM
5 WIBX-4	M WIBQ-FM	WIBQ-FM
VI-F, 6-10am		
1 WOUR-F	M WTLB-AM	WOUR-FM
2 WRUN-4	M WRUN-AM	WKGW-FM
3 WKGW-F	M WKGW-FM	WTLB-4M
4 WIBX-4	M WOUR-FM	WRUN-AM
5 WTLB-4	M WIBX-AM	WTLB-FM
A-F, 3-7pm		
I WKGW-I	M WKGW+FM	WKGW-FM
2 WOUR-I	M WOUR-FM	WOUR-FM
3 WTLB-	M WRUN-AM	WRUN - AM
4 WRUN-	M WTLB-AM	WS YR-FM
5 WFBL	M WIBQ-FM	WTL B-AM

2 WOUR-FM	WOU R-FM	WOUR-FM
3 WTLB-AM	WRUN - AM	WRUN - AM
4 WRUN-AM	WTLB-AM	WS YR-FM
5 WFBL AM	WIBQ-FM	WTL B-AM
Adults 25-54		
4-S, 6am-Midnight		
POP(00): 1158		
A/M 178	A/M '79	A/M *80
1 WIBX-AM	WIBX-AM	WKGW-FM
2 WRUN-AM	WTLB-AM	WIBQ-FM
3 WKGW-FM	WIBQ-FM	WIBX-AM
4 WIBO-FM	WKGW-FM	WRUN-AM
5 WTLB-AM	WRUE - AM	WADR-AM
M-F, 6-10am		
1 WIBX-AM	WIBX-AM	WIBX-AM
2 WRUN-AM	WILB-AM	WIBQ-FM
3 WKGW-FM	WRUN-AM	WTLB-4M
4 WTLB-AM	WIBQ-FM	WRUN-AM
5 WIBQ-FM	WADR-AM	WKGW-FM
M-F, 3-7pm		
1 WKGW-FM	WIBX-AM	WKGW-FM
2 WIBX-AM	WKGW-FM	W IBQ-FM
3 WRUN-AM	WIBQ-FM	WIBX-AM
4 WIBO-FM	WRUN-AM	W 4 D R - 4 M
5 WTLB-AM	WTLB-AM	WILB-AM

Cume Per	sons Trend	ds/Rankings	
Total 12+	30113 110110	Johnankingo	
M-S, 6em-Midnight			
POP(00): 2639			
A/M '78	A/M '79	A/M '80	
1 WIBX-AM 101	2 W I B X = A M	8.52 W.T.B.X A.M.	72 7
2 WTLB-AM 99		818 WRUN-AM	7.08
3 WRUN-AM 98	5 WTLB-AM	778 WIBO-FM	679
4 WKGW-FM 50		637 WTLB-AM	675
5 WIBQ-FM 47		464 WTLR-FM	575
M-F, 6-10am			
1 WIBX-4M	WIBX-AM	W I B X - A M	
2 WRUN-AM	WRUN-AM	WRUN-AM	
3 WTLB AM	WTL B-AM	WTLB-AM	
4 WKGW FM	WIBO-FM	WIBO-FM	
5 WOUR-FM	WOUR-FM	WTLB-FM	
	***************************************	W100 111	
M-F, 3-7pm			
1 WRUN-AM	WRUN - AM	WIBQ-FM	
2 WIBX-AM	WIBX-AM	WIBX-AM	
3 WTLB-AM 4 WKGW-FM	WIBQ-FM WTLB-AM	WRUN - AM WTL B - FM	
5 WOUR-FM	WTLB-FM	WKGW-FM	
	WILD-TH	M V () M - 1 11	
Teens			
M-S, 6am-Midnight			
POP(00): 352			
A/M '78	A/M '79	A/M '80	
1 WRUN-AM	WRUN-AM	WTL B-FM	
2 WTLB-4M	WTL B-FM	WOUR-FM	
3 WOUR-FM	WOUR-FM	WRUN - AM	
M-F. 6-10am			
	WRI'N - AM	WILB-FY	
1 WRUN-AM 2 WTLB-AM	WTLB-FM	WILB-FM WOUR-FM	
3 WOUR-FM	WOUR-FM	WRUN-AM	
	WOU B 111	W 10 10 41	
M-F, 3-7pm			
I WRUN-AM	WTLB-FM	WTL B-FM	
2 WTL B- 4M	WRUN - AM	WOUR-FM	
3 WKGW-FM	WOUR-FM	WSYR-FM	
Adults 18-34			
M-S, 6am-Midnight			
POP(00): 846			
A/M '78	A/M 179	A/M '80	
1 WRUN-AM	WTL B - AM	WRUD - AD	
2 WTLB AM	WRUN - AM	WTL B-AM	
3 WKGW-FM	WOUR-FM	WKCW-FM	
4 WOUR-FM	WKGW-FM	WOU'R-FM	
5 WIBX-AM	WIBQ-FM	WTLB-FM	
M-F, 6-10am		(10 Fra) - 244	
1 WRUN-AM 2 WOUR-EM	WTLB-AM	WR UN = AM WTL B = AM	
3 WTLB-AM	WRUN - 4M	WTL B-AM WOUR-FM	
4 WKGW~FM	WOUR-FM WKGW-FM	WOUR-FM WKGW-FM	
4 WKGW~FM 5 WIPX-AM	WKGW-FM WIBX-AM	WKGW-FM WTLB-FM	
	# 1 D V - 4 D	wir b-tu	
M-F, 3-7pm	Della		
1 WRUN-AM 2 WOUR-FM	WRUN - AM WTLB~AM	WKGW-FM WRUN-AM	
2 WOUR-FM 3 WTLB-AM	WILB~4M WOUR~FM	WRUN-AM WOUR-FM	
3 WILB-AM 4 WKGW-FH	WKGW-FM	WOUR-FM WTLB-AM	
4 WKGW-FT 5 WIBX-AM			
> MIRX-4W	WIBQ-FM	WIBQ-FM	

# Waco

METRO BANK

157

### Average Persons 12+ Share Trends Monday-Sunday, 6em-Midnight

POP(00): 1362						
A/M '78			A/M '78 A/M '79			
1	KWTX-FM	16.5	KWTX-FM	15.3	W4 C 0 - 4 M (m) 1	8.3
2	WACO-AM	13.3	KNFO-FM	14.3	KNFO-FM PA)1	1.2
3	KH00-FM	12.8	WBAP-AM	12.7	KWTX-FM (MM)1	1.2
4	KRZ I - AM	12.2	KW TX-4M	12.2	WBAP-AM(C) 1	0.1
5	KWTX-4M	11.7	K ROO - FM	10.6	KWTX-AM (PA)	9.5
6	WB AP-AM	10.1	W4 C O - 4M	9.5	KRZI - 4M (PO	7.7
7	KKIK-4M	4.3	KRZI-4M	7.4	KH00-FM(C)	6 - 5
8	WF 44-4M	2.7	KKIK-4M	4.8	KKIK-4M(C)	4.7
9	KN FO-FM	1.6	KRLD-4M	2.1	KKD 4 - 4M (8)	2.4
10	KRLD-4M	1.6	WF44-4M	1.1	KSCS-FM(C)	1.8
11	K KD 4-4M	1.1	KZEW-FM	1.1	KZEW-FM (A)	1 - 2
12	KTON-4M	1.1	KV IL-FM	1.1	KAFM-FM(PA)	1.2
13	KZEW-FM	0 - 5	KIXS-FM	0.5	KRLD-4M (N)	1.2
14	KAFM-FM	0.5	KO4X-FM	0.5	KIXS-FM (PO)	1.2
15	KTON-FM		KIXS-4M		WF44-4M 00	1.2
16					K NO K-FM (E)	0 • 6
17					KMEZ-FM	0.6

	Average	Pers	ons Tren	ds/Ra	ankings	
Total	12+					
M-S. 6	iem-Midnight					
	00): 1362					
	A/M '78		A/M '79		A/M '80	
1	KWTX-FM	31	KWTX-FM	2 9	WACO-AM	3
	WACO-AM	2.5	KNFO FM	27	KNFO-FM	1
3	KHOO-FM	2 4	WBAP-AM	2 4	KWTX-FM	1
4	KRZ I - 4M	2 3	KWTX-4M	2 3	WBAP-AM	1
5	KWTX-4M	2 2	KHOO-FM	2 0	KWTX-AM	1
M-F, 6	-10am					
1	KWTX-FM		KWTX-4M		WACO-AM	
2	KWTX-4M		KW TX-FM		KWT X-AM	
3	W4 CO - 4M		WB AP - AM		KWTX-FM	
4			K HOO - FM		WBAP-AM	
5	KRZ I - 4M		W4 C O - 4M		KNFO-FM	
M-F, 3	-7pm					
1	KWTX-FM		KWTX-FM		WACO-AM	
2	KH00-FM		KNFO-FM		KNFO-FM	
3	KRZI-4M		WBAP-AM		KWTX-FM	
4	W4C0-4M		K HOO-FM		KH00-FM	
5	KWTX-4M		KWTX-4M		KWTX-4M	
Teen	S					
M-S, 6	am-Midnight					
POP(	00): 161					
	A/M '78		A/M '79		A/M '80	
1	KRZ I 4M		KNFO-FM		KNFO-FM	
2	W4 CO-4M		KRZI-4M		KHOO-FM	
3	KH00-FM		WACO-AM		W4 C 0 - 4 M	
M-F, 6-	10am					
1	W4 CO - 4M		KNFO-FM		K HOO - FM	
2	KRZI AM		W4 C O - 4M		KNFO-FM	
3	KHOO-FM		KRZI-4M		WACO-AM	
W-F, 3-	7pm					
	KRZ I - 4M		KNFO-FM		K HOO - FM	
2	WACO-AM		KRZI-4M		KNFO-FM	
	KHOO-FM		WACO-AM		WACO-AM	

A/M 179

KNFO-FM

WBAP-AM KRZI-AM

W4CO-4M

KHOO FM

KNFO-FM

KRZI-AM WBAP-AM WACO-AM

KNFO-FM WB4P-4M KRZI-4M

KHOO-FM WACO-AM

A/M '79

KWTX-FM WB4P-4M KHOO-FM

KNFO-FM

KHOO-FM KWTX-FM KWTX-AM

KWTX-FM WBAP-AM KNFO-FM

KHOO-FM

KWTX-4M

A/M '80

KNFO-FM

KRZI-AM WACO-AM

K HOO - FM

WACO-AM KNFO-FM

KH00-FM

KNFO-FM WACO-AM KHOO-FM

KRZI-AM

KWTX-FM

A/M '80

WACO-AM KWTX-FM

WBAP-AM KRZI-AM

KNFO-FM

WACO-AM

WBAP-AM KWTX-FM

WACO-AM

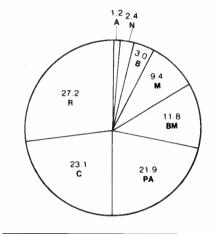
KWTX-FM WBAP-AM

KNFO-FM

K RZ I - 4M

		ons Trend		90	
Total 12+ M-S, 6em-Midnight					
POP(00): 1362					
A/M '78		A/M '79		A/M '80	
1 W4 C0 - 4M	480	KWTX-4M	404	W4 CO-4M	5 (
2 KWTX-4M	400	W4 C0-4M	392	KNFO-FM	3 :
3 KRZI 4M	37 6	KWTX-FM	338	KWTX-4M	3 :
4 KWTX-FM	362	KRZI-4M	336	KRZI-4M	2 9
5 KHOO-FM	333	KNFO FM	335	WB 4 P - 4 M	2 (
M-F, 6-10am					
1 W4C0-4M		KWTX-4M		WACO-AM	
2 KWTX-4M		W4CO-4M		KWTX-4M	
3 KRZI-AM 4 KWTX-FM		WBAP-AM KNFO-FM		KNFO-FM KRZI-4M	
5 KHOO-FM		KWTX-FM		KKZI-4M KWTX-FM	
M-F, 3-7pm					
1 W4C0-4M		KNFO-FM		W4CO-4M	
2 KRZI 4M		KWTX-FM		KNFO-FM	
3 KWTX-FM		KRZI-4M		KRZI-4M	
4 KH00-FM		KWTX-4M		KWTX-FM	
5 KWTX-4M		W4C0-4M		K HOO - F M	
Teens					
M-S, 6am-Midnight					
POP(00): 161 A/M'78		A/M '79		A/M '80	
1 WA CO - 4M		KRZI-4M			
2 KRZI-4M		WACO-AM		K N F O - F M K H O O - F M	
3 KHOO-FM		KNFO-FM		WACO-AM	
M-F, 6-10am					
1 W4CO-4M		KNFO-FM		KNFO-FM	
2 KRZI-4M		W4 C O - 4 M		KH00-FM	
3 WB 4 P - 4 M		KRZI-4M		WACO-AM	
M-F, 3-7pm					
1 KRZI-4M		KNFO-FM		KNFO-FM	
2 W4CO-4M		KRZI-4M		KH00-FM	
3 KH00-FM		W4 C O- 4M		W4C0-4M	
Adults 18-34					
M-S, 6am-Midnight POP(00): 456					
A/M '78		A/M '79		A/M '80	
1 KRZ I – 4M		KNFO-FM		KNFO-FM	
2 W4CO-4M		KRZI-4M		WACO-AM	
3 KH00-FM		WB 4 P - 4 M		KRZI-4M	
4 KWTX-FM		W4C0-4M		KH00-FM	
5 WB 4 P - 4M		K HOO - F M		WB 4 P - 4 M	
M-F, 6-10am					
1 W4C0-4M		KNFO-FM		KNFO-FM	
2 KRZI-4M		WB 4 P - 4 M		KRZ I – 4M	
3 KHOO-FM 4 KWTX-FM		KRZI-AM		W4 C O - 4M K HOO - FM	
4 KWIX-PM 5 WBAP-AM		WACO-AM KHOO FM		WBAP-4M	
M-F, 3-7pm				_	
1 WACO-AM		KNFO-FM		KNFO-FM	
2 KRZI 4M		WB 4 P - 4 M		W4 C O - 4 M	
		KRZI-4M		KRZI-4M	
3 KH00-FM					
3 KHOO-FM 4 WBAP-AM 5 KKIK-AM		WACO-AM KHOO-FM		KHOO FM KWTX-FM	

### Adults 25-54 POP(00): 561 A/M '78 A/M 179 A/M '80 KHOO-FM WACO-AM KRZI-AM WBAP-AM 2 KWTY-FM KW TX - FM 3 W4C0-4M 4 WB4P-4M KHOO-FM WRAP-AM KWTX-4M KWTX-FM 5 KWTX-AM KNFO-FM M-F, 6-10am WACO-AM KRZI-AM WBAP-AM KWTX-FM 1 KWTX-FM 2 W4CO-4M WB 4 P - 4M KHOO - FM 3 KHOO-FM KWTX-4M KRZI-4M 5 WBAP-AM KNFO FM M-F, 3-7pm KHOO-FM KWTX-FM WB A P - AM WACO-4M KRZI-4M WB4P-4M KWTX-FM KWTX-FM KHOO-FM WBAP-AM WACO-AM KWTX-4M 5 KRZI AM KRZI-4M KNFO-FM



# Format Legend

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

# YOU CAN ORDER **MORE COPIES OF**



\$25.00 each SEE ORDER FORM

POP(00): 456 A/M '78

KRZ I - 4M

2 W4 CD-4M 3 KHOO-FM 4 WBAP-AM

5 KWTX-FM

1 KRZ I - 4M

2 WACO-AM 3 KHOO-FM

4 KWTX-FM

5 WB 4 P - 4M M-F, 3-7pm

1 KRZI AM 2 WACO-AM 3 KHOO-FM

4 WBAP-AM

5 KKIK-4M

1 KWTX-FM 2 KHOO-FM 3 WBAP-AM 4 WACO-AM

5 KWTX-4M

1 KWTX-FM 2 KHOO-FM 3 W4CO-4M

1 KWTX-FM

2 KHOO-FM 3 WBAP-AM

4 W4 C0-4M

5 KRZ I - 4M

M-F, 3-7pm

KWTX-4M

Adults 25-54 M-S, 6am-Midnight POP(00): 561 A/M '78

M-F, 6-10am

# Washington, D.C.

METRO RANK

3

# **4/M'80 Market Overview**

What a difference a year makes! Last spring First Media's WPGC was the zirtually unchallenged leader for the 12-34 audience. Since then, however, ABC's WRQX spent huge amounts of advertising dollars to promote itself, resulting in a tight race. As the the 25-54 audience, WMAL was still the preference, aspecially among persons 35+.

Last spring, prior to the massive WRQX media blitz, WPGC-AM-FM (fully simulcast during the AM's daytime operating hours) owned a mid-14 share of the 18-34 audience. This spring, after WRQX spent more than \$500,000 since the O/N'79 survey, WPGC-AM-FM was at the 12 share level. WRQX, in the same time period went from a mid-2 share of the young adults to almost a 10 share. Looking specifically at this survey, WRQX spent about \$150,000 on TV, relatively low after its fall and winter campaigns. The station also gave away a trip for two anywhere, all expenses paid. The only air change was a new midday personality hired prior to the start of the book. WPGC, on the other hand, maintained a low profile externally, using no outside advertising. On the air, however, the station gave away a total of \$50,000 in cash during a call-in contest. Musically, the station began to more selectively daypart its records.

There was a shift in popularity of the ethnic-oriented stations. WHUR, formerly the leader, lost more than one-third of its 18-34 audience since last spring, while NBC's WKYS more than doubled its figures to a 10 share.

On the AOR scene, the comer was WAVA. The station boosted its 18-34 share by 50% compared to last spring, while former leader WWDC-FM slipped 38% in the same time frame. WAVA mounted a significant direct mail campaign to apartment dwellers in the 18-34 demographic, offering program guides and an entry blank for a contest that would pay off in cash for a year. WAVA was also commercial-free on Sundays during the survey.

Longtime leader WMAL maintained its 10 share of the 25-54 demos and a 17 share of the 35-64 cell. Besides WPGC-AM-FM, the other stations that scored will behind WMAL 25-54 were WASH and WGAY-FM. Both stations slipped since the A/M'79 survey, but each still had a mid-6 share of the 25-54 audience.

# Average Persons 12+ Share Trends

POP(00): 25371

AM '79		O/N '79		J#F '80		AM '80
1 WPGC-A	F 11.0	WMAL-AM	11.8	WMA L-AM	10.9	WMAL-AMPAID.3
2 WHAL-A	м 9.3	WPGC-AF	7.7	WROX-FM	6.7	WPGC-AF (n) 8 4
3 WGAY-F	н 7.9	WOOK-FM	6.9	WPGC-AF	6 - 6	WROX-FM po 7.9
4 WOOK-F	M 6.0	WASH-FM	6.5	WKYS-FM	5 - 9	WKYS-FM (m) 6.2
5 WHUR-F	M 5.9	WGAY-FM	6.4	WNU R-FM	5.7	WGAY-FM (MAN) 5 . 6
6 WASH-F	M 5.6	WHUR-FM	4.9	WGAY-FM	5 - 6	WASH-FM PA 4.9
7 WWDC-F	M 5.3	WRQX-FM	4.9	WASH-FM	5.6	WAVA FM (A) 4.5
8 WJMD-F	M 4.5	WJMD FM	4.2	WAVA-FM	5.1	WTOP-AM 00 4.2
9 WTOP-A	M 4.2	WTOP-AM	3.9	WJMD-FM	5.0	WOOK-FH (#) 4.1
10 WOL -A	M 3.3	WRC -AM	3.7	WOOK-FM	4.8	WHUR-FM 🗪 3.8
11 WMZQ-F	м 3-0	WWDC-FM	3.2	WTOP-AM	4.5	WRC -AM #0 3.8
12 WPIK-A	м 3.0	WMZQ-FM	3.2	WRC -AM	4.2	₩MZQ-FM (C) 3.7
13 WAVA-F	M 2-8	WKYS-FM	3.1	wmz q + f m	3 - 4	WJMD-FM 🗪 3.6
14 WGMS-F	M 2.5	WAVA-FM	2.8	WWDC-FM	2.6	WWDC-FH (A) 3.0
15 WRC -A		WEZR FM	2.3	WGMS-FM	2.2	WGMS-FM (CL) 2.3
16 WKYS-F		WOL -AM	2.2	WYCB-AM	1.7	WYCB-AM PL 2.2
17 WRQX-F		WYCB-AM	1.9	WOL -AM	1.5	WOL -AM 🗪 1.4
18 WHFS-F		WGMS-FM	1.8	WEZR-FM	1.5	WUST-AM 🔑 1.3
19 WWDC-A		WXRA-FM	1.7	WUST-AM	1.4	WHFS-FM W 1.3
20 WUST-A		WPIK-AM	1.6	WHFS-FM	1.3	WPIK-AH (C) 1.3
21 WEZR-F		WHFS-FM	1.2	WWDC-AM	1.2	WEZR-FM PO1.2
22 WYCB-A	M 1.3	WWDC-AM	1.1	WPIK-AM	1.2	WWDC-AH PA)1.0
23 WGAY A	M 0.8	WUST-AM	1.0	WGAY-AM	0.9	WXRA-FH (C) 0.9
24 WEAM-A	M 0.8	wgms-am	1.0	WFS I - FM	0.8	WEAH-AH 🙉 0.8
25 WXRA-F		WGAY-AM	0.8	WGMS - AM	0.7	WGHS-AM (CL) O. 8
26 WGMS-A		WFAX-AM	0.6	WXRA-FM	0.7	WFSI-FM PLO.6
27 WXTR-F		WEAH-AH	0.6	wiyy-fm	0.4	WGAY−AH 🗪0.5
28 WLIF-F	M 0-4	WFSI-FM	0.5	WEAH-AM	0.3	WLIF-FM 🎮 0.3
29 WEEL-A		WXYV-FM	0.5	WXTR-FM	0.3	WFAX-AH 🔑 0.3
30 WINX-A		WLMD-AM	0.4	WSMD-AM	0.1	WXTR-FM (C) 0.3
31 WIYY-F		WXTR-FM	0.3			WSMD-AM 🦈 0.2
32 WSMD-A	M 0.1	WPOC-FM	0.3			

# Average Persons Trends/Rankings

Total 12+ M-8, Sem-Midnight POP(00): 25371

	AM '79		O/N '79		J#F '80		A/M 180	
1	WPGC-AF	466	WMAL-AM	508	WMA L-AM	473	WMA L- AM	419
2	WHAL-AH	396	WPGC-AF	332	WR QX-FH	290	WPGC-AF	341
3	MGAY-FM	334	WOOK-FM	297	WPGC-AF	288	WRQX-FM	322
4	WOOK-FM	253	WASH-FM	281	WKYS-PH	255	WKYS-PH	254
	WHUR-PH	248	WGAY-FH	277	WHU R-FM	2 47	WGAY-FM	229
_	WASH-FM	237	WRUR-PH	211	WGA Y-FH	245	WASH-FM	200
7	WWDC-FM	224	WROX-FM	209	WASR-FM	245	WA VA- PH	185
. 8	WJMD-FM	191	WJMD-FM	179	WAVA-FM	221	WTO P-AM	172
9	WTOP-AH	177	WTOP-AM	170	WJMD-FM	217	WOOK-FM	165
10	WOI -AM	1 4 2	HRC -AM	160	MOOK-FM	208	WHUR-PM	155

F,6-10em  1 WHAL-AM  2 WPGC-AF  3 WGAY-PM			
2 WPGC+AF		WMAL-AM	WMA L-AM
3 WGAY-FM	WMAL-AM WPGC-AF	WPGC-AF	WPGC-AF
	WTOP-AM	WASH-FM	wr qx – F M
4 WASH-FM 5 WTOP-AM	WOOK-FM Wash-FM	WTOP-AM WRQX-FM	WTOF-AM Wash-ph
6 WRUR~FM	WGAY-FH	WRC -AM	WKYS-FH
7 WWDC-FM	WRC -AM	WKYS-FM WGAY-FM	WRC -AM
8 WOOK-FM 9 WJMD-FM	WRQX-FM WHUR-FM	WAVA-FM	WGAY-FH WHZQ-FH
10 WOL -AM	WMZQ-FM	WJHD-FM	WAVA-FM
₽, 3-7pm			
1 WPGC-AF	WMAL-AM	WMAL-AM	WMAL-AM WPGC-AF
2 WHAL-AM 3 WGAY FM	WPGC-AF WOOK-FH	WRQX-FM WPGC-AF	WRQX-FM
4 WOOK-FM	WGAY-FM	WASH-FM	WKYS-FM
5 WASH-FM	WASH-FH	WKYS-FM WGAY-FM	WGAY-FM WOOK-FM
6 WJMD-FM 7 WWDC-FM	WRQX-FH WRC -AH	WOOK-FM	WASH-FM
8 WHUR-FM	WJMD PM	WAVA-FM	WAVA- PM
9 WTOP-AN	WKYS-FM WTOP-AM	WJMD-FM WTOP-AM	WJMD-PM WTOP-AM
10 WHZQ-FN	W.01 An	WIOT-RII	#101 Hil
ens			
-S, 6em-Midnight			
OP(00): 3285		ren han	
AM '79 1 WFGC+AF	O/N '79	J/F '80_	AM '80
2 WOOK-FM	WRQX-FM WPGC-AF	WRQX-FM WOOK-FM	WRQX-FM WPGC-AF
3 WWDC-FM	WOOK-FM	WPGC-AF	WOOK-FM
F, 6-10am			
1 WPGC-AF	WPGC-AF	WRQX-FM WPGC-AF	WRQX-FM
2 WOOK-FM 3 WWDC-FM	WRQX-FM WOOK-FM	WPGC-AF WOOK-FH	WPGC-AF WOOK-FM
F, 3-7pm			
1 WPGC-AF	WRQX-FM	WRQX-FM	WR OX -F M
2 WOOK-FH 3 WWDC-FH	WOOK-FM	WOOK-FH WPGC-AF	WOOK-FM WRCC-AF
2 ##BC-14	WPGC-AF	#FGC-AF	WPGC-AF
duits 18-34			
S, 6am-Midnight			
P(00): 10424			
AM '79	O/N '79	J/F '80	AM '80
1 WPGC-AF	WASH-FM	WKYS-FM	WPGC-AF
2 WHUR-FM 3 Wash-FM	WOOK-FH WPGC-AF	WHUR-FM WPGC-AF	WKYS-FM WROX-FM
4 WWDC-FM	WRU R-FM	WAVA-FM	WAVA-PH
5 WOOK-FM	WRQX-FM	WASR-FM	WRUR-PH
6 WAVA-FM 7 WOL -AM	WWDC-FM WKYS-FM	WRQX-FM WOOK-FM	WASH-FM WOOK-FM
8 WKYS-FM	WAVA-FM	WWDC-FM	WWDC-FM
9 WMAL-AM 10 WHFS-FM	WGAY-FM WMAL-AM	WMAL-AM WMZQ-FM	wmzq-fm wmal-am
F, 6-10am	WINKE-NII	wnzq-rn	WIN D- NII
1 WPGC-AF	WPGC-AF	WPGC-AF	WPGC-AF
2 WASH-FM	WOOK-FM	WASH-FM	WRQX-FM
3 WHUR-PM 4 WWDC PM	WASH-FM	WAVA-FM WKYS-FM	WKYS-FM Wasr-FM
5 WMAL-AM	WMAL-AM WHUR-FM	WRQX-FM	WHA L-AM
6 WOOK-PH	WRQX-FM	WMA L-AM	WAVA-FM
7 WTOP-AM 8 WOL -AM	WTOP-AM WKYS-FM	WHUR-FM WOOK-FM	WHUR-FM WMZQ-FM
9 WKYS-FM	WWDC-FM	WMZQ-FM	WWDC-FM
10 WAVA-FM	WAVA-FM	WTOP-AM	WOOK-FM
F, 3-7pm			
1 WPGC-AF 2 WASR-FM	WOOK-FM WPGC-AF	WPGC-AF WKYS-FM	WPGC-AF WKYS-FM
3 WWDC-FM	WASH-FM	WAVA-PM	WROX-FM
4 WOOK-FM	WROX-FM	WASH-FM	WAVA-FM
5 WHUR-FM 6 WAVA-FM	WWDC-FM WRUR-FM	WR QX – FM WHU R – FM	WOOK-FH WWDC-FH
7 WOL -AM	WKYS-FM	WOOK-FM	WWDC-FM WASH-FM
8 WHAL AM	WAVA-FM	WMAL-AM	WMZQ-FM
9 WJMD-FM 10 WHFS-FM	WGAY-FM WMAL-AM	WMZQ-FM WWDC-FM	WHUR-FM WMAL-AM
	#110 E 00		### P-44
ults 25-54 I, Gem-Midnight			
F(00): 13250			
AM 179	ORI '79	<u>JF</u> '80	AM '80
1 WMAL-AN	WHA L-AM	WMAL-AM	WHA L-AH
2 WGAY-FM	WASR-FM WPGC-AF	WABN-FM WGAY-FM	WPGC-AF WASH-FM
3 WPGC-AF 4 WASE-FM	WGAY-FH	WHOR-PM	WGAY-FM
5 WHUR-FM	WHUR-PH	WKYS-PM	WKYS-FH
6 WJMD-FM	WOOK-FM WTOP-AM	WF&C~AF WJMD~FN	wnzq-fm whur-fm
7 WHZQ-FM 8 WTOP-AM	WHZQ-FH	whiq-fm	WJHD-PH
9 WPIK-AM	WJHD-PH	WRQX-FH WTOP-AH	wr qx - fm wa v a - fm
10 WOOK-PM	WKYS-PH	#101-WU	-n +n-1n
	WMAL-AM	WMAL-AM	WHA L-AH
F, 6-10em	WASH-FM	WASH-FM	WPGC-AF
1 WMAL+AM 2 WFGC-AF	WPGC-AF	WPGC-AF WTOP-AH	WASH-FM WTOP-AM
1 WMAL+AM 2 WFGC-AF 3 WGAY-FM	U 90 9 434	カイハミーヤビ	
1 WMAL+AM 2 WFGC-AF 3 WGAY-FM 4 WASH-FM	WTOP-AH WHUR-PH	WGAY-FH	WHUR-PM
1 WHAL-AM 2 WFGC-AF 3 WGAY-FM 4 WASH-FM 5 WTOP-AM 6 WHUR-FM	WEUR-FH WOOK-FH	wgay-fm wkys-fm	whur-pm wrys-pm
1 WMAL-AM 2 WFGC-AF 3 WGAY-FH 4 WASH-FH 5 WTOP-AM 6 WHUR-FH 7 WHZQ-FH	WWU R-FM WOOK-FM WGAY-FM	wga y - p m wk ys - p m whu r - p m	WHUR-PM WKYS-PM WGAY-PM
1 WMAL-AM 2 WFGC-AF 3 WGAY-FM 4 WASH-FM 5 WTOP-AM 6 WHUR-FM 7 WM2Q-FM 8 WJMD-FM	WHUR-FM Wook-FM Wgay-FM Wrc -AM	WGAY-FM WKYS-FM WHUR-FM WRC -AM	whur-pm wrys-pm
1 WMAL-AM 2 WFGC-AF 3 WGAY-FH 4 WASH-FH 5 WTOP-AM 6 WHUR-FH 7 WHZQ-FH	WWU R-FM WOOK-FM WGAY-FM	wga y - p m wk ys - p m whu r - p m	whur-pm wrys-pm wgay-pm wwzq-pm
1 WMAL-AM 2 WFGC-AF 3 WGAY-FM 4 WASH-FM 5 WTOP-AM 6 WHUR-FM 7 WMZQ-FM 8 WJMD-FM 9 WWDC-FM	WEUR-PH WOOK-PH WGAY-PH WRC -AM WMZQ-PH	WGAY-PH WRYS-PH WHUR-PH WRC -AM WJHD-PH	WHUR-FM WKYS-PM WGAY-PM WHZQ-FM WKQX-FM
1 WMAL-AM 2 WFGC-AF 3 WGAT-FM 4 WASH-FM 5 WTOF-AM 6 WHUR-FM 7 WMZQ-FM 8 WJMD-FM 9 WWDC-FM	WEUR-PH WOOK-PH WGAY-PH WRC -AM WMZQ-PH	WGAY-PH WKYS-PH WRUS-PH WRC -AM WJHD-PH WHZQ-PH WHZQ-PH	WHUR-PM WEYS-PM WEGAY-PM WHIQ-PM WHIQ-PM WHIQ-PM WHID-PM
1 WMAL-AM 2 WFGC-AM 3 WGAY-FM 4 WASH-FM 5 WTOF-AM 6 WHUR-FM 7 WMZQ-FM 8 WJMD-FM 9 WWDC-FM 10 WPIK-AM F,5-Fpm 1 WMAL-AM 2 WGAY FM	WEOR-FM WOOK-FM WOOK-FM WGAY-FM WEC-AM WMZQ-FM WJMD-FM WMAL-AM WASH-FM	WGAY-PH WKYS-PH WHUR-PH WHC-AM WJHD-PH WHZQ-PH WHAL-AM WASH-PH	HHUR-PM WEYS-PM WEAY-PM WEAY-PM WHEQ-PM WE WA-PM WJMD-PM WMAL-AM WPGC-AF
1 WMAL-AM 2 WFGC-AF 3 WGAY-FM 4 WASH-FM 5 WTOP-AM 6 WHUR-FM 7 WHZO-FM 8 WJMD-FM 9 WWDC-FM 10 WFIK-AM 1,5-7pm 1 WMAL-AM 2 WGAY FM 3 WFGC-AF	WEDR-PH WOOK-PH WOOK-PH WGAY-PH WRC -AM WMZQ-PH WJMD-PH WJMD-PH WMAL-AH WASB-PH WGAY-PH	WGAY-PH WRYS-PH WRUR-PH WRC -AH WJHD-PH WMZQ-PH WMAL-AM WASH-PH WGAY-PH	WHUR-PM WEYS-PM WEGAY-PM WHIQ-PM WHIQ-PM WHIQ-PM WHID-PM
1 WMAL-AM 2 WFGC-AM 3 WGAY-FM 4 WASH-FM 5 WTOF-AM 6 WHUR-FM 7 WMZQ-FM 8 WJMD-FM 9 WWDC-FM 10 WPIK-AM F,5-Fpm 1 WMAL-AM 2 WGAY FM	WEOR-FM WOOK-FM WOOK-FM WGAY-FM WEC-AM WMZQ-FM WJMD-FM WMAL-AM WASH-FM	WGAY-PH WKYS-PH WHUR-PH WHC-AM WJHD-PH WHZQ-PH WHAL-AM WASH-PH	HHUR-PM WKYS-PM WKAY-PM WMZQ-PM WKOK-PM WKOK-PM WJMD-PM WMAL-AM WPGC-AF WASH-PM WKYS-PM WKYS-PM
1 WMAL-AM 2 WFGC-AF 3 WGAY-FM 4 WASH-FM 5 WTOP-AM 6 WHUR-FM 7 WMZC-FM 9 WMDC-FM 10 WPIK-AM 10 WPIK-AM 2 WGAY 1 WMAL-AM 2 WGAY 4 WASH-FM 5 WJMD-FM 6 WHUR-FM	WEDR-PH WOOK-PH WOOK-PH WGAY-PH WRC -AH WMZQ-PH WJMD-PH WMAL-AH WASB-PH WGG-AF WOOK-PH WTOP-AH	WGAY-PH WKYS-PH WRUR-PH WRC -AH WJHD-PH WMZQ-PH  WMAL-AM WASH-PH WGAY-PH WPGC-AF WRUR-PM WKYS-PM	WHUR-PM WEYS-PM WGAY-PM WMAQ-PM WXQX-PM WXQX-PM WJMD-PM WMAL-AM WPGC-AF WASH-FH WKYS-PM WGAY-PM WHZQ-PH
1 WMAL-AM 2 WFGC-AF 3 WGAY-FM 4 WASH-FM 5 WTOP-AM 6 WHUR-FM 7 WM2Q-FM 8 WJMD-FM 10 WFIX-AM F,3-FPM 1 WMAL-AM 2 WGAY-FM 3 WFGC-AF 4 WASH-FM 5 WJMD-FM 5 WJMD-FM 6 WHUR-FM 7 WM2Q-FM	WEUR-PH WOK-PH WOK-PH WGAY-PH WEC -AM WMAC-PH WJMD-PH  WMAL-AH WASH-PH WGAY-PH WPGC-AF WOOK-PH WTOP-AM WHUR-PH	WGAY-PH WKYS-PH WRUK-PH WRC -AM WJMD-PH WHZQ-PM  WMAL-AM WASH-PM WGAY-PM WPGC-AF WRUK-PM WKYS-PM WJMD-PM	WHUR-PM WEYS-PM WEAY-PM WEAY-PM WEAY-PM WEAY-PM WJMD-PM WHAL-AM WPGC-AF WASH-FM WKYS-PM WGAY-PM WHZO-PM WHZO-PM
1 WMAL-AM 2 WFGC-AF 3 WGAY-FM 4 WASH-FM 5 WTOP-AM 6 WHUR-FM 7 WMZC-FM 9 WMDC-FM 10 WPIK-AM 10 WPIK-AM 2 WGAY 1 WMAL-AM 2 WGAY 4 WASH-FM 5 WJMD-FM 6 WHUR-FM	WEDR-PH WOOK-PH WOOK-PH WGAY-PH WRC -AH WMZQ-PH WJMD-PH WMAL-AH WASB-PH WGGA-PH WPGC-AF WOOK-PH WTOP-AH	WGAY-PH WKYS-PH WRUR-PH WRC -AH WJHD-PH WMZQ-PH  WMAL-AM WASH-PH WGAY-PH WPGC-AF WRUR-PM WKYS-PM	WHUR-PM WEYS-PM WGAY-PM WMAQ-PM WXQX-PM WXQX-PM WJMD-PM WMAL-AM WPGC-AF WASH-FH WKYS-PM WGAY-PM WHZQ-PH

# Washington, D.C.

Continued from Page 227

# **Cume Persons Trends/Rankings**

O Total 12+
O M-S, 6em-Midnight
POP(00): 25:

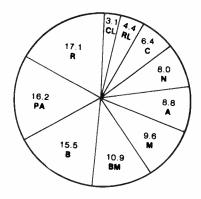
	00): 25371							
<u> </u>	AM '79		O/N '79		J/F '80		A/M '80	
	1 WPGC-AF	6330	WHAL-AM	7137	WHAL-AM	6244	WHA L-AH	5340
•	2 WHAL-AM	5766	WPGC-AF	5125	WR QX - FM	4667	WR QX - FM	5196
	3 WTOP~AH 4 WGAY PM	3746 3731	WASH PM	4199	WPGC-AF	4289	WPGC-AF	4952
	4 WGAY PM 5 WWDC-PM	3554	WRQX-FM WTOF-AM	4110 3677	WTOP-AM WEYS-FM	3654 3615	WTOF-AM	3733
	6 WASH-FM	3472	WGAY-FM	3587	WKYS-FM WOOK-FM	3425	WKYS-FM	3515 3317
	7 WOOK-FM	3190	WOOK-FM	3550	WGAY-FM	3227	WASH-FM WOOK-FM	3317
	8 WHUR-FM	2952	WWDC-PM	3039	WASR-PM	3213	WGAY-FH	3157
	9 WKYS-FM	2654	WHO R-FM	2958	WHUR-FM	3181	WHUR-PM	2830
1	O WJMD-FM	2444	WRC -AM	2632	WRC -AM	2784	WWDC-PM	2799
M-F, 6-	10am							
	1 WMAL-AM		WHAL-AM		WHA L-AM		WMA L-AM	
	2 WPGC-AF		WPGC-AF		WFGC-AF		WK QX-FM	
	3 WTOF-AM		WASH-PM		WR QX - FM		WPGC-AF	
	4 WASH-FM		WTO P-AM		WTOF-AM		WTOF-AM	
	5 WWDC-FH		WOOK-PH		WKYS-PM		WASH-FM	
	6 WOOK-FM		WR QX - FM		WRC -AM		WKYS-FM	
	7 WGAY FM 8 WHUR-FM		WGAY-FH WRC -AM		WASH-FM		WWDC-PM	
	9 WKYS-FM		WWDC-PM		WOOK-FM WAVA-FM		WRC -AH	
	O WJMD-FM		WHU R-PM		WGAY-FM		WOOK-PH WAVA-PH	
M-F, 3-							WAYA-PA	
	1 WPGC-AF		WHAL-AM		WMAL-AN		UB 07-84	
	2 WHAL-AN		WPGC-AF		WRQK-FM		wr QX - P m Wma L- Am	
	3 WGAY PM		WR QX - FM		WPGC-AF		WPGC AF	
	4 WASH-PM		WASH-PH		WKY8-PH		WKYS-FM	
	5 WWDC-FM		WOOK-PM		WOOK-FH		WOOK-FM	
	6 WOOK-PM		WGAY-PH		WAVA-FM		WTO P-AM	
	7 WTOP-AH		WTO P-AM		WTOF-AM		WASH-FM	
	8 WHUR-FM 9 WJMD-FM		WWDC-PM		Wash-Pm		WGAY-PH	
	O WAVA-PH		WAVA-PM WRC -AM		WGA Y-PM		WAVA PH	
			- WAC AN		WHUR-PH		WWDC-FM	
Teens	i im-Midnight							
	-							
POP(	00): 3285							
	A/M '79		O/N '79		J/F '80		AM '80	
1	WPGC-AF		WR QX - FM		WR QX — FH		WR QX - FM	
	WWDC-FM WRQX-FM		WPGC-AF WOOK-FM		WPGC-AF		WPGC-AP	
			WOOK-PH		WOOK-PH		WOOK-FM	
M-F, 6-1								
2	WFGC-AF		WRQX-FM WPGC-AF		WRQX-PM		WR QX - FM	
_	WOOK-PM		WOOK-FM		WPGC-AF WOOK-FM		WPGC-AF	
M-F, 3-7					WOOK-PH		WOOK-FM	
	WPGC-AF		WR OX - FM					
			WFGC-AF		WRQX-FM		WRQX-PM	
3			WOOK-PH		WOOK-FM WPGC-AF		WFGC-AF	
Adulta	18-34		***************************************		#100 K.		WOOK-PH	
	m-Midnight							
	00): 10424							
(	AM '79		O/N '79		<b>18</b> 100			
	WPGC-AF				J/F '80		A/M '80	
2			WASH-FM WPGC-AF		WRQX-FM		WPGC-AF	
3			WRQX-FM		WFGC-AF WKYS-FM		WRQX-FM	
4			WOOK-FM		WRTS-FM WRUR-PM		WKYS-FM WWDC-FM	
9	WOOK-FM		WWD C-PM		WASH-FM		WA VA-PM	
6			WHUR-PM		WOOK-FM		WOOK-FM	
7			WMAL-AM		WAVA-FM		WHUR-PM	
8			WAVA-PH		MADC-LH		WASH-FM	
	WKQX-FM WTOP-AM		WKYS-FM WTOP-AM		WHA L-AM		WHAL-AN	
M-F. 6-1			#107-AH		WHZQ-PH		WTOF-AH	
W++, 0-1								
			WASH-FM WPGC-AF		WPGC-AF		WPGC-AP	
3			WOOK-FM		WKYS~PM		wr qr – Fm wr ts – Fm	
7			WRQX-PM		wr QX - FM wa v a - FM		WK15-FM WASH-FM	
			WWDC-FH		WASH-FM		WWDC-PM	
6	WHAL AM		WHAL-AM		WMA L-AM		WHA L-AM	
3			whur-fm		WHU R-PM		WA VA-PH	
			WKYS-FM		WOOK-FM		WHUR-FM	
	WTOP-AM WWDC-AM		WTO P-AM		WWDC-PM		WOOK-FM	
			WAVA-PM		WTOP-AH		WTOP-AM	
M-F, 3-7	pm							_

Adults 25-54 M-S, 6em-Midnight FOP(00): 13250

AM '79	O/N '79	J/F '80	AM '80
1 WHAL-AH	WMA L-AM	WHAL-AH	WMA L-AH
2 WFGC-AF	WAS H-PM	WASH-FM	WPGC-AF
3 WGAY PH	WPGC-AF	WGA Y - F M	WASE-PM
4 WASH-PH	WGAY-FH	WPGC-AP	WTO F-AM
5 WTOF-AH	WTOP-AM	WTOF-AH	WROX-FM
6 WHUR-FM	whu r-pm	WKYS-FM	WGAY-FH
7 WKYS-FM	WOOK-PH	whur-fm	WKYS-FM
8 WOOK-FM	WRQX-PH	WRQX-FM	WHUR-PM
9 WWDC-PH	WHZQ-FH	WJHD-FH	WGMS-FM
10 WMZQ-FM	WJMD FM	WOOK-PM	WRCAM
4-F, 6-10em			
1 WHAL AM	WHAL-AM	WMA L-AH	WHA L-AM
2 WPGC-AF	WASR-FM	WTO F-AH	WASE-FM
3 WASH-FM	WTO P-AM	WASH-FM	WFGC-AF
4 WTOF-AH	WFGC~AF	WPGC-AF	WTOF-AM
5 WGAY PM	WGAY-FM	WGAY-PM	WKYS-PM
6 WHUR-FM	WHU R-PM	WKTS-FM	WR QX - FM
7 WKYS-FM	WOOK-PM	WRC -AM	WHU R-PM
8 WOOK-FM	whz Q - P M	whur-pm	WMZQ-FM
9 WMZQ-FM	WRC -AM	WR QX - FM	WGAY-PH
10 WWDC-FH	WR QX - PH	wmz Q – F M	WRC -AM
A-F, 3-7pm			
1 WMAL-AM	WHAL-AH	WHAL-AM	WHA L-AM
2 WFGC-AF	WASH PM	WASH-FM	WPGC-AF
3 WASH-FM	WGAY-PH	WGA Y-PH	WASH-PM
4 WGAY FH	WFGC-AF	WPGC-AF	wr QX - PM
5 WTOF-AH	w to F- am	WKYS-PH	WTOP-AM
6 WHUR-PM	WOOK-PH	WTO F-AM	WKYS-PM
7 WKYS-FH	wnz Q – PM	WRQX-FH	WGAY-FM
8 WJMD-FM	WHUR-PH	WHUR-PH	WHO R-PM
9 WHZQ-FH	WKYS-FM	WJHD-FH	WGMS-PM
10 WOOK-PM	WRQX-PM	whz o – P m	WJMD-PM

# **Format Penetration Chart**

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



# Format Legend

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

3-7pm

1 WPGC-AF

2 WASH-FM

3 WWDC-FM

4 WHUR-FM

5 WAVA-FM

6 WOOK-FM

7 WKYS-FM

8 WWDC-AM

9 WMAL-AM

WASH-FM
WFGC-AF
WOOK-FM
WWDC-FM
WR QX-FM
WHU R-FM
WAVA-FM
WKYS-FM
WWDC-AM
WMAL-AM

WPGC-AF WRYS-FM WRQX-FM WAVA-FM WASH-PM WBUR-PM WOOK-PM WWDC-PM WMAL-AM WMZQ-PM

WFGC-AF WR QX-FM WXTS-PM WWDC-FM WAVA-FM WOOK-FM WASH-FM WHUR-FM WHAL-AM WHFS-FM

KWW L - AM KXE L - AM KCNB-FM KFMW-FM

# Waterloo-Cedar Falls

METRO RANK



# Average Persons 12+ Share Trends

ΡO	P	(	00	)	:	1	1	3	5	

	A/M '78		A/M 179		A/M '80
1	KWW L - AM	32.5	KWWL-AM	33.3	KWWL-AM(PA)27.
2	KX EL - AM	15.3	KXFL-AM	15.4	KCNB-FM(R) 14.
3	KFMW-FM	3.4	KFMW-FM	13.6	KXEL-AM(C) 13.
4	KXEL-FM	9.6	KXEL-FM	11.1	KFMW -FM(BM)11.
5	KCFI AM	6.4	KCFI-4M	6.2	WMT - AM(PA) 4.
6	WMT -AM	4.5	KL F.U - AM	3 - 7	KLEU-AM(PA) 4.
7	KLEU-AM	3.8	WMT -AM	2.5	KCFI-AM(PA) 4.
8	WHO - AM	2.5	WHO -AM	2.5	WHO - AM (N) 4.
9	KOEL-FM	1.9	KQCR-FM	1.2	KOEL-FM(C) 2.
10	KOCR-FM	1.3	KOEL-FM	1.2	KRNA-FM(R) 2.
1.1					KQCR-FM(A) 2.

# Average Persons Trends/Rankings

# Total 12+

M-S,	6am-Midnight	
------	--------------	--

	A/M '78		A/M '79		A/M '80	
1	KWWL-AM	51	KWWL-AM	54	KWWL - AM	4 (
2	KXEL-4M	2 4	KXEL+4M	2.5	FCNB-FM	2 1
3	KFMW-FM	2.1	KEMW-EM	22	KXEL-AM	19
4	KXFL-FM	1.5	KXEL-FM	1.8	KEMW-EM	16
5	KCFI-AM	1.0	KCFI-AM	1.0	WMT -AM	

1 KWWL-AM	KWWL-AM	KWWL-AM
2 KXFL-AM	KXEL-4M	KXEL-AM
3 KFMW-FM	KFMW-FM	KCNB-FM
4 KXEL-FM	KXFL-FM	KEMW-EM
5 WMT -AM	KC F I - AM	WMT - AM
M-F, 3-7pm		
1 KWWL-AM	KWWL-AM	KWWL-AM
2 KXFL~AM	K X E L - AM	K C N B - F M

5	WMT -AM	KCFI-AM	WMT - AM
M-F, 3-7	pm		
1	KWW L - AM	KWWL-AM	KWWL-4M
2	KXFL~AM	K X E L - A M	KCNB-FM
3	KFMW-FM	KFMW-FM	KXFL-4M
4	KXFL-FM	K XE L - F M	KEMW-EM
5	KCFI-AM	K C F I ~ 4 M	WMT -AM

### Teens M-S, 6am-Midnight POP(00): 151

A/M *78	A/M '79	A/M '80
1 KWWL-AM	KWWL-AM	KWWL-AM
2 KXFL-FM	KXEL-FM	KCNB-FM
3 KCF1-4M	K L F U - A M	KRN 4-FM
N-F, 6-10am		
1 KWWL-4M	KWWL-AM	KCNB-FM
2 KXFL-FM	KXEL-FM	KWWL-AM
3 KLEU-AM	KLEU-AM	KXFL-AM

# 2 KXFL-FM 3 KLEU-AM M-F.3-7pm

т. э	, biii		
1	KWWL-4M	KWWL-AM	KWWL-AM
2	KXEL-FM	KXEL-FM	KCNB-FM
3	KXEL-AM	KLEU-AM	KFMW-FM

A/M '79

A/M '80

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

# A/M '78

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KX EL - AM	KXEL-FM	KCNB-FM
3	KXEL-FM	KXEL-AM	KXEL-AM
4	KCFI-AM	KCFI-AM	KFMW-FM
5	KFMW-FM	KFMW-FM	KCF I - AM
M-F, 6-1	0am		
1	KWW L - AM	KWWL-AM	KWWL - AM
2	KXFL-4M	KXEL-FM	KCNB-FM
3	KXEL-FM	K X E L - A M	KXEL-AM
4	KCFI-AM	KCFI-AM	KCFI-4M
5	KFMW-FM	KFMW-FM	KEMW-EM
M-F, 3-7	pm		
1	KWWL-AM	KWWL-AM	KWW L - AM
2	KX EL - AM	KXEL-FM	KCNB-FM
3	KXFL-FM	KXEL-AM	KFMW-FM
4	KCFI-AM	KCFI-AM	KXEL-AM
5	KFMW-FM	KFMW-FM	KCFI-AM

# Adults 25-54

M-S, 6a	m-Midnight		
POP(0	00): 498		
	A/M '78	A/M '79	A/M '80
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-AM	KXEL-4M	KXEL-AM
3	KFMW-FM	KFMW-FM	KFMW~FM
4	KCFI AM	KCFI-4M	KCNB-FM
5	KXEL-FM	KXEL-FM	KCFI-AM
M-F, 6-1	0am		
1	KWWL AM	KWWL-4M	KWWL - AM
2	KXEL-AM	KXEL-4M	KX EL - AM
3	KFMW-FM	KFMW-FM	KFMW-FM
4	KXEL-FM	KXEL-FM	KCNB-FM
5	WMT ~AM	KCF1-AM	KCFI-4M
M-F, 3-7	'pm		
1	KXEL-AM	KWWL-AM	KWWL-AM
2	KWWL-AM	K XE L - AM	KXEL-AM
3	KFMW-FM	KFMW-FM	KFMW-FM
4	KOEL-FM	KXEL-FM	KCNB-FM
15	KXEL-FM	KCFI-AM	WMT -AM

# **Cume Persons Trends/Rankings**

# Total 12+ M-S, 6am-Midnight POP(00): 113

PUP(	00): 1155					
	A/M '78		A/M '79		A/M '80	
1	KWWL-AM	7 58	KWWL-AM	774	KWWL-AM	663
2	KXFL-AM	341	KXEL-FM	343	KXEL-AM	313
3	KXFL-FM	288	KXEL-AM	341	KCNB-FM	301
4	KCFI-AM	240	KFMW-FM	2 5 8	KCFI-AM	179
5	KEMW EM	223	KIFU-AM	222	KFMW-FM	166
M-F. 6-	-10am					
1	KWW1 AM		KWW L - AM		KWWL-AM	
2	KX FL - AM		KXFL-4M		KXEL-AM	
3	KXEL-FM		KXFL+FM		KCNB-FM	
4	KCFI AM		KEMW-EM		KEMW-EM	
5	KFMW-FM		K C F I = 4 M		WMT -AM	
M-F, 3-	7pm					
1	KWWL-AM		KWWL-AM		KWWL-AM	
2	KXEL~FM		KXEL - AM		KCNB~FM	
3	KX EL - AM		KXEL-FH		KXEL-4M	
4	KFMW-FM		KFMW-FM		KFMW-FM	
5	KCFI-AM		KLEUHAM		KCFI-AM	

# Teens M-S, 6am-Midnight POP(00): 151 A/M '78

A/M /0	M/M 13	A/M 80
1 KWWL-AM	KWWL + AM	KWWL-AM
2 KYEL-FM	KXFL-FM	KCNB-FM
3 KCFT 4M	K L F U - A M	KCFI-AM
M-F, 6-10am		
1 KWWL-AM	KWWL-4M	KWW L - AM
2 KXEL-FM	KXEL-FM	KCNB-FM
3 KCFI AM	KCFI-AN	KXEL~AM
M-F. 3-7pm		
1 KWWL-AM	FWWL-AM	KWWL-AM
2 KXEL-FM	KXFL~FM	KCN B-FM
3 1/ 0 / 1 4 14	14 1 77 11 4 44	74 17 14 1 1 1 1 1 1 1 1

A/M 170

A/M 190

### Adults 18-34 M-S. 6am-Midnight

A/M '78	A/M '79	A/M '80
I KWWL-AM	KWWL-AM	KWWL-4M
2 KXEL-FM	KXF L-FM	K CN B - FM
3 KCFI-AM	KIEU-AM	KCFI-4M
4 KYEL-AM	K X F 1 4 M	KXEL-AM
5 KLEU-AM	KCFI-AM	KO CR - FM

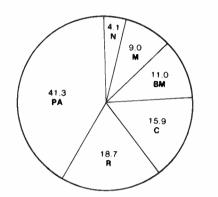
1 KWWL-4M	KWWL - 431	KWWL-AM
2 KXFL-AM	KXEL-FM	KCNB-FM
3 KXEL-FM	KXFIAM	KXFL-AM
4 KCFI-AM	KCFI-4M	KCFI-AM
5 KLEU-AM	KIFU-AM	KFMW-FM
M-F. 3-7pm		
1 KWWL-AM	KW W L - 421	KWWL-AM
2 KXFL-FM	K YE L - FM	KCNB-FM
3 KXFL-AM	KXEL-AM	KXFL-AM
4 KCFI-AM	KIFU-AM	KCFI-4M
5 KLEC-AM	KCFI-AM	KQCR-FM

# Adults 25-54 M-S, 6am-Midnight

1 KWWL-AM 2 KXEL-AM 3 KEMW-FM 4 KCFI-AM 5 KXEL-FM

	A/M '78	A/M 179	A/M '80
1 K	WW L - AM	KWWL-AM	KWWL-4M
2 K	XEL-AM	K XE L = AM	KXFL-AM
3 K	FMW-FM	KFMW-FM	KCFI-AM
4 K	CFI AM	KXFL-FM	KCNB-FM
5 K	XEL-FM	KCFI-AM	KFMW-FM
A-F, 6-10a	ım		
1 K	WW L - AM	KWWL-AM	KWWL-4M
2 k	XFL-AM	K X E L - A M	KXEL-AM
3 k	FMW-FM	KFMW-FM	KEMW-EM
4 K	CFI AM	KXEL-FM	KCFI-AM
5 K	XEL-FM	KCFI-AM	KCNB-FM

KWWL-AM KXEL-AM KFMW-FM KXEL-FM KCFI-AM



# Format Legend

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

# West Palm Beach-**Boca Raton**

METRO RANK

**68** 

# A/M'80 Market Overview

WEAT-FM and WIRK-FM, the leading stations among the bulk of the older-skewing (30% of the population is 65+) listeners, were again 1-2 in the market, but Black-formatted WPOM came out of nowhere to rank third.

Country WIRK-FM had a stable book, maintaining a 20 share of the 25-54 category, while runner-up WEAT-FM slipped three shares, down to a mid-12 figure. WEAT-FM was tops with the 35+ audience, however. WEAT-FM used an ad campaign scaled back from previous efforts and concentrated on TV spots. The Schulke-formatted station also used billboards and some newspaper ads.

As for the young adult population, WIRK-FM ranked as the most popular station, but two others worth noting were AOR WRMF and WPOM. WRMF was formerly WJNO-FM, and the station used its new identity to garner a 10 share of the young adult audience. At the same time, WPOM was surging into a vital position. The station rose from a one share 18-34 to more than 5, picking up teens as well in its drive.

# Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 4352

	A/M '79		O/N '79		A/M '80
1	WEAT-FM	17,6	WEAT-FM	16.9	WEAT FM (BM) 14.
2	WIRK-FM	9.0	WIRK-FM	13.2	WIRK-FM(C) 11.4
3	WPOM-AM	7.7	WNJY-FM	5 . 2	WPOM-AMO 6.8
4	WPBR-AM	6.6	WJNO-FM	4.6	W P BR - AM (N) 5 - 3
5	WHYI-FM	6.4	WPBR-AM	4.1	WRMF FM(A) 5.
6	WLYF-FM	4.8	WHYI-FM	4.0	WKOS-FM (BM) 4 -
7	WJNO-FM	4.1	WEAT AM	3.9	WHYI-FM (A) 3.9
R	WNGS-FM	3.5	WNGS-FM	3.0	WJNO-AM (PA) 3.3
9	WAXY-FM	3.5	WJNO-AM	3.0	WNJY-FM (BM) 3.0
10	WEAT-AM	3 - 2	WSHE-FM	3.0	WIOD-AM (PA) 2.9
11	WJNO-AM	2.9	WLYF-FM	2.8	WNGS-FM (P) 2 . 7
12	WGMW-FN	2.6	WPOM-AM	2.5	WSHE-FM (A) 2.7
13	WKQS-FM	2.1	WIRK-AM	2.2	WIRK-AM (R) 2.6
14	WSBR-AM	2.1	WINZ-FM	2 . 2	WLYF-FM (BM) 2.3
15	WIOD-AM	2.0	WKQS-FM	2 - 2	WCKO-FM (R) 2.1
16	WIRK-AM	1.8	WCKO-FM	1.9	WAIA-FM (PA) 2.1
1 7	WCKO-FM	1 . 8	WAIA-FM	1.9	WAXY-FM (R) 1.8
1.8	WNWS AM	1.7	WSBR-AM	1.9	WEAT-AM (C) 1.7
19	WAIA-FM	1.5	WWWL-FM	1.6	WOAM-AM (C) 1.5
20	WINZ-AM	1 - 5	WQAM-AM	1.5	WNWS-AM (N) 1.4
2 1	WDBF-AM	1.5	WDBF-AM	1.5	WRBD~AM (B) 1.4
2 2	WSWN-AM	1.2	WIOD-AM	1.3	WSBR AM (88) 1.4
2 3	WSHE-FM	0.9	WAXY-FM	1.3	WDBF-AM (PA) 1 - 1
2 4	WRBD AM	0.9	WRBD-AM	1.2	WMJX-FM (R) 0.9
2 5	WQAM-AM	0.6	WSWN-AM	1.2	WWWL-FM (A) 0.9
26	WPIP-AM	0.5	WYOR-FM	1.2	WEWZ-FM (PA) 0.6
2 7			WNWS-AM	0.9	WGBS - AM (PA) 0.6
28			WINZ-AM	0.7	WSWN-AM (PA) 0.5
29			WI.IZ-AM	0.7	(10)
3.0			WCEZ-FM	0.7	
3 1			WPIP-AM	0.6	

# Average Persons Trends/Rankings

# Total 12+ M-S, 6am-Midnight POP(00): 4352

WPOM-AM

	A/M '79		O/N '79		A/M '80	
1	WEAT-FM	115	WEAT-FM	114	WEAT-FM	97
2	WIRK-FM	59	WIRK-FM	89	WIRK-FM	76
3	WPOM-AM	POM-AM 50 WNJY-FM 35	WPOM-AM	45		
4	WPBR-AM	4 3	WJNO-FM	31	WPBR-AM	38
5	WHYI-FM	42	WPBR-AM	28	WRMF-FM	35
M-F,	6-10am					
1	WEAT-FM		WEAT-FM		WIRK-FM	
2	WIRK-FM		WIRK-FM		WEAT-FM	
3	WPOM-AM		WPBR-AM		WPBR-AM	
4	WPBR-AM		WHYI-FM		WPOM-AM	
5	WHYI-FM		WNJY-FM		WRMF-FM	
M-F,	3-7pm					
1	WEAT-FM		WEAT-FM		WEAT-FM	
2	WPON-AM		WIRK-FM		WIRK-FM	
3	WIRK-FM		WHYI-FM		WPOM-AM	
4	WPBR-AM		WNJY-FM		WKQS-FM	
5	WHYI-FM		WPBR-AM		WHYI-FM	
Tee	ns					_
M-S,	6am-Midnight (00): 447					

O/N '79 WHYI-FM

WC KO-FM

WPOM-AM

W-F, 6-10am		
1 WHYI-FM	WC KO-FM	WPOM-AM
2 WPOM-AM	WHYI-FM	WRMF-FM
3 WIRK-AM	W NG S - F M	W I R K - A M
A-F, 3-7pm		
1 WPOM-AM	WHYI-FM	WPO M-AM
2 WHYI-FM	WCKO-FM	WRMF-FM
3 WJNO-FM	WPOM-AM	WCKO-FM
Adults 18-34		
VI-S, 6am-Midnight		
OP(00): 1211		
A/M '79	O/N '79	A/M '80
1 WIRK-FM	WIRK-FM	WIRK-FM
2 WHYI-FM	WSHE-FM	WRMF-FM
3 WJNO-FM	WJNO-FM	WHYI-FM
4 WAXY-FM	WINZ-FM	WSHE-FM
5 WPOM-AM	WHYI-FM	WEAT-FM
A-F. 6-10am	4111-111	MFU 1_1U
1 WIRK-FM	WIRK-FM	WIRK-FM
1 WIRK-FM 2 WPOM-AM		
	WSHE-FM	WRMF-FM
3 WHYI-FM	WHYI-FM	WHYI-FM
4 WAXY-FM	WJNO-FM	WIRK-AM
5 WEAT-FM	WNG S - F M	WEAT FM
I-F, 3-7pm		
1 WJNO~FM	WSHE-FM	WIRK-FM
2 WHYI-FM	WIRK-FM	WHY I-FM
3 WIRK-FM	WJNO-FM	WSHE-FM
4 WAXY-FM	WINZ-FM	WEAT-FM
5 WPOM-AM	WEAT-AM	WPO M-AM
Adults 25-54		
4-S, 8am-Midnight		
OP(00): 1719		
A/M '79	O/N '79	A/M '80
1 WIRK-FM	WIRK-FM	WIRK-FM
2 WEAT-FM	WEAT-FM	WEAT-FM
3 WPOM-AM	WJNO-FM	WPOM-AM
4 WAXY-FM	WNJY-FM	WKOS-FM
5 WEAT-AM	WPBR-AM	WIRK-AM
I-F. 6-10am		ANN 851
1 WIRK-FM		
2 WEAT-FM	WEAT-FM	WIRK-FM
3 WPOM-AM	WIRK-FM	WEAT FM
4 WJNO-AM	WIRK-AM	WPOM-AM
	WPBR-AM	WIRK-AM
5 WEAT-AM	WNJY-FM	WRMF-FM
-F, 3-7pm		
l WIRK-FM	WIRK-FM	WIRK-FM
	WEAT-FM	WEAT FM
2 WEAT-FM		PEGA IN
3 WJNO-FM	WPBR-AM	W PO M - A M
		W PO M - A M W K O S - F M

# **Cume Persons Trends/Rankings**

# Total 12+

	A/M '79		O/N '79		A/M '80	
1	WFAT-FM	1237	WEAT-FM	1290	WEAT-FM	1260
2	WIRK-FM	738	WIRK-FM	764	WIRK-FM	7.8
3	WHYI-FM	551	WJNO-FM	537	WRMF-FM	6.6
4	WJNO-FM	512	WNGS-FM	498	WHYI-FM	5 3 6
5	WEAT-AM	507	WHYI-FM	485	WJNO-AM	5 2 (
M-F.	6-10am					
1	WEAT-FM		WEAT-FM		WIRK-FM	
2	WIRK-FM		WIRK-FM		WEAT-FM	
3	WHYI-FM		WHYI-FM		WRMF-FM	
4	WEAT-AM		WJNO-AM		WJNO-AM	
- 5	WPBR-AM		WIRK-AM		WPBR-AM	
WF,	3-7pm					
1	WEAT-FM		WEAT-FM		WEAT-FM	
2	WIRK-FM		WIRK-FM		WIRK-FM	
3	WHYI-FM		WCKO-FM		WHYI-FM	
4	WPOM-AM		WNG S-FM		WKQS-FM	
5	WNGS-FM		WHY I - FM		WRMF-FM	
Tee	ns					
	6am-Midnight					
	(00): 44					

A/M '79

1 WJNO-FM	WNGS-FM	WRMF-FM
A/M '79	O/N '79	A/M '80
POP(00): 1211		
M-S, 6am-Midnight		
Adults 18-34		
3 WNGS-FM	W NG S FM	WC KO-F M
2 WPOM-AM	WHYI-FM	WPOM-AM
1 WHYI-FM	WC KO-FM	WRMF-FM
M-F, 3-7pm		
3 WIRK-AM	WJNO-FM	WPOM-AM
2 WNGS-FM	WCKO-FM	WHYI-FM
1 WHYI-FM	WHYI-FM	WNG S-FM
M-F, 6-10am		
3 WNGS-FM	WJNO-FM	WIRK-AM
2 WJNO-FM	WCKO-FM	WHYI-FM
1 WHYI-FM	WPYI-FM	WCKO-FM

	A/M '79	O/N '79	A/M '80
1	WJNO-FM	WNGS-FM	WRMF-FM
2	WHYI-FM	WIRK-FM	WIRK-FM
3	WA XY - FM	WSHE-FM	WHYI-FM
4	WIRK-FM	WJNO-FM	WSHE-FM
5	WNGS-FM	WQAM-AM	WNG S-FM
MF,	6-10am		
1	WIRK-FM	WIRK-FM	WRMF-FM
2	WAXY-FM	WSHE-FM	WIRK-FM
3	WJNO-FM	WNG S-FM	WSHE-FM
	WHYI-FM	WHYI-FM	WHYI-FM
5	WIRK-AM	WINZ-FM	WIRK-AM
M-F,	3-7pm		
1	WHYI-FM	WIRK-FM	WHYI-FM
2	WJNO-FM	WNGS-FM	WSHE-FM
3	WIRK-FM	WQAM-AM	WIRK-FM
4	WNG S-FM	WJNO-FM	WRMF-FM
- 5	WAXY-FM	WCKO-FM	WAXY-FM

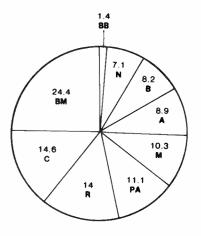
### Adults 25-54 POP(00): 1719 A/M '79 O/N '79 A/M '80 WIRK-FM WEAT-FM WEAT-FM 2 WEAT-FM 3 WEAT-AM 4 WHYI-FM WIRK-FM WRMF-FM WHYI-FM WIRK-FM WNGS-FM WIRK-AM 5 WAXY-FM WJNO-FM M-F. 6-10am WIRK-FM WEAT-FM WRMF-FM WIRK-FM WIRK-FM WEAT-FM WIRK-AM WEAT-FM WEAT-AM WHYI-FM 5 WJNO-AM WNJY-FM WPOM-AM M-F, 3-7pm 1 WIRK-FM WIRK-FM WEAT-FM WNGS-FM WIRK-AM WEAT-FM WPOM-AM WEAT-AM 2 WEAT-FM 3 WEAT-AM 4 WHYI-FM

5 W.INO-FM

# **Format Penetration Chart**

WPBR-AM

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



# Format Legend

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

# Wheeling

METRO RANK

149

# \verage Persons 12+ Share Trends fonday-Sunday, 8am-Midnight

10P(	00): 153	7				
	A/M 178		A/M '79		A/M '80	
1	WWVA-AM	24.7	WWV A-AM	25.0	WWV A-AM (C) 2	7 • 1
2	WOMP-AM	14.3	WTRF-FM	13.6	WOMP-AM (M) 1	2.0
3	WKWK-AM	10.8	WKWK-AM	12.3	WKWK-AM (PO) 1	0 • 7
4	WTRF-FM	10.0	WOMP-AM	11.8	WTRF-FM (BMA)	9.8
5	WOMP-FM	8.7	WOMP-FM	10.5	WKWK-FM (PO)	8.4
6	WNEU-AM	7 - 4	WKWK-FM	4.8	WOMP-FM (A)	7.6
7	WC PI -FM	4.8	W NE U - AM	3.5	WNEU-AM (PA)	6.2
8	KDKA-AM	3 • 0	KDKA-AM	3.1	KDKA-AM (PA)	3.1
9	WKWK-FM	2.6	WCPI-FM	2.6	WCPI-FM(A)	3.1
10	WPEZ-FM	1.3	WSHH-FM	1.8	WPNT-FM (BMA)	1.3
1.1	WEIF-AM	1.3	WEIF-AM	1.8	WJOI-FM (PA)	1 - 3
12	WRKY-FM	1.3	WRKY-FM	0.9	WRKY-FM(A)	1.3
13	WDVE-FM	1.3	WJOI-FM	0.9	WDVE-FM(A)	0.9
14	WIOI-FM	0 - 4	WDVE-FM	0 - 4	WPEZ-FM(PO)	0.4
15			WPEZ-FM	0.4	WEIF-AM(C)	0.4
16					WSHH-FM(BM)	0.4
17					WGAR-AM (M)	0.4

# Average Persons Trends/Rankings

	A.o.ugu					
	12+ am-Midnight					
0 P (	00): 1537					
	A/M 178		A/M 179		A/M '80	
1	WWVA-AM	57	WWV A-AM	57	WWV A-AM	61
2	WOMP-AM	33	WTRF-FM	31	WOMP-AM	2.7
3	WKWK-AM	25	WKWK AM	28	WKWK-AM	2 4
4	WTRF-FM	23	WOMP-AM	27	WTRF-FM	2 2
5	WOMP-FM	20	WOMP-FM	24	WKWK-FM	19
HF. 6	-10em					
1	WWV A-AM		WWVA-AM		WWVA AM	
2	WOMP-AM		WKWK-AM		WKWK-AM	
3	WKWK-AM		WOMP-AM		WOMP-AM	
	WTRF-FM		WOMP-FM		WKWK-FM	
5	WOMP-FM		WTRF-FM		WTRF-FM	
HF, 3	-7pm					
1	WWVA-AM		WWV A-AM		WWV A-AM	
2	WTRF-FM		WTRF-FM		WTRF-FM	
3	WOMP-FM		WKWK-AM		WKWK-AM	
4	WKWK-AM		WOMP-FM		WKWK-FM	
5	WNEU-AM		WOMP-AM		WOMP-FM	
'een	8					
1-5, 6	am-Midnight					
0 P (	00): 178					
	A/M 178		A/M '79		A/M '80	
1	WKWK-AM		WOMP-FM		WOMP-FM	
2	WOMP-FM		WKWK-AM		WKWK-FM	
3	WCPI-FM		WWVA-AM		WKWK-AM	

WOMP-FM

WKWK-AM

WOMP-FM

WKWK-AM WKWK-FM

WWV A- AM WTRF -FM WKWK -AM WNEU-AM

Adults 18-34
A-S, 8am-Midnight
OP(00) · 466

5 WOMP-FM

5 WKWK-AM

M-F, 3-7pm

1 WWVA-AM
2 WTRF-FM
3 WCPI-FM
4 WNEU-AM

2 WOMP-FM 3 WCPI-FM

NF, 6-10am 1 WKWK-AM 2 WOMP-FM 3 WWVA-AM

I-F, 3-7pm

1 WKWK-AM	WOMP-FM	WOMP-FM
2 WOMP-FM	WKWK-AM	WKWK-FM
3 WPEZ-FM	WNEU-AM	WKWK-AM
dults 18-34		
I-S, 8am-Midnight		
OP(00): 466		
A/M 178	A/M '79	A/M 180
1 WOMP-FM	WWVA-AM	WWV A-AM
2 WNEU-AM	WKWK-AM	WKWK-FM
3 WKWK-AM	WOMP-FM	WKWK-AM
4 WWVA-AM	WKWK-FM	WOMP-FM
5 WCPI-FM	WNEU-AM	WNEU-AM
I-F, 6-10am		
1 WKWK-AM	WKWK-AM	WWV A-AM
2 WOMP-FM	WWVA-AM	WKWK-AM
3 WWVA-AM	WOMP-FM	WKWK-FM
4 WNEU-AM	WKWK-FM	WOMP-FM
5 WCPI-FM	WNEU-AM	WNEU-AM
I-F, 3-7pm		
1 WOMP-FM	WWV A-AM	WWVA AM
2 WNEU-AM	WOMP-FM	WKWK-FM
3 WCPI-FM	WKWK-AM	WOMP-FM
4 WWVA-AM	WKWK-FM	WKWK-AM
5 WKWK-AM	WTRF-FM	WNEU-AM
dults 25-54		
I-S, 8am-Midnight		
OP(00): 667		
A/M '78	A/M 179	A/M '80
1 WWVA-AM	WWVA-AM	WWV A-AM
2 WOMP-AM	WTRF-FM	WTRF-FM
3 WTRF-FM	WKWK-AM	WKWK-AM
4 WKWK-AM	WOMP-AM	WOMP-AM
5 WNEU-AM	WKWK-FM	WNEU-AM
NF, 6-10am		
1 WWVA-AM	WWV A-AM	WWV A-AM
2 WOMP-AM	WKWK-AM	WKWK-AM
3 WKWK-AM	WTRF-FM	WOMP-AM
4 WTRF-FM	WOMP-AM	WTRF-FM
5 HOMP-FM	DYUK-FM	WKWK-FM

WKWK-AM WTRF-FM WOMP-AM WKWK-FM

WWVA-AM WTRF-FM WKWK-AM WOMP-FM WKWK-FM

# **Cume Persons Trends/Rankings**

	lam-Midnight					
POP(	00): 1537 A/M'78		A/M '79		A/M '80	
1	WWVA-AM	684	WWV A-AM	694	WWVA-AM	
2	WKWK-AM	504	WKWK-AM	482	WKWK-AM	
3	WOMP-FM		WOMP-FM	372	WKWK-FM	
4	WOMP-AM	339	WTRF-FM	328		
5	WTRF-FM	314	WOMP -AM	288	WOMP-FM	
M-F, 8	-10am					
1	WWVA-AM		WWVA-AM		WWV A- AM	
2	WKWK-AM		WKWK-AM		WK UK -AM	
3	WOMP-AM		WOMP-AM		WOMP-AM	
4	WOMP-FM		WOMP-FM		WKWK-FM	
5	WTRF-FM		WTRF-FM		WOMP-FM	
M-F, 3	-7pm					
1	WWVA-AM		WWV A-AM		WWV A-AM	
2	WK WK - AM		WKWK-AM		WKWK-AM	
3	WOHP-FM		WTRF-FM		WTRF-FM	
4	WTRF-FM		WOMP-FM		WKWK-FM	
5	WINE UH AM		WOMP-AM		WNEU-AM	
Teen	IS					
M-S, 6	lam-Midnight					
POP(	00): 178					
	A/M '78		A/M '79		A/M '80	
- 1	LIOMB - EM		UOMP - FM		WOMP-FM	

A/M '78	A/M:/9	A/M 6U
1 WOMP-FM	WOMP-FM	WOMP-FM
2 WKWK-AM	WKWK-AM	WK WK -A M
3 WWVA-AH	WNEU-AM	WKWK-FM
M-F, 6-10am		
1 WKWK-AM	WOMP-FM	WKWK-AM
2 WOMP-FM	WKWK-AM	WOMP-FM
3 WWVA-AM	WWV A- AM	WKWK-FM
M-F, 3-7pm		
1 WKWK-AM	WKWK-AM	WKWK-FM
2 WOMP-FM	WOMP-FM	WOMP-FM
3 WPEZ-FN	WMF UHAM	WKWK-AM

Adults 18-34
M-S, 6am-Midnight
POP(OO): 466

5 WWVA-AM

A/M '78	A/M '79	A/M '80
1 WKWK-AH	WKWK-AM	WKWK-AM
2 WOMP-FM	WWV A- AM	WWV A-AM
3 WNEU-AM	WOMP-FM	WKWK-FM
4 WCPI-FM	WC PI - FM	WOMP-FM
5 WWVA-AM	MKMK-EM	W NE U - A M
A-F, 6-10am		
1 WOMP-FM	WKWK-AM	WKWK-AM
2 WKWK-AM	WWV A-AM	WWV A · A M
3 WNEU-AM	WOMP-FM	WKWK-FM
4 WWVA-AM	WNEU-AH	WOMP-FM
5 WCPI-FM	WKWK-FM	WNEU-AM
A-F, 3-7pm		
1 WKWK+AM	WKWK-AM	WKWK-AM
2 WOMP-FM	WWVA-AM	WNEU-AM
3 WNEU-AM	WOMP-FM	WWVA-AM
4 WCPI-FM	WNE II - AM	WKWK-FM

WKWK-FM

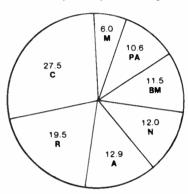
WOMP-FM

		-			_	
	12+ lam-Midnight					
	00): 1537					
0. (	A/M '78		A/M '79		A/M '80	
1	WWVA-AM	684	WWVA-AM	694	WWVA-AM	714
2	WKWK-AM	504	WKWK-AM	482	WKWK-AM	449
	WOMP-FM	378			WKWK-FM	336
4	WOMP-AM	339	WTRF-FM	328	WOMP-AM	304
5	WTRF-FM	314	WOMP-AM	288	WOMP-FM	304
Λ-F, €	-10am					
1	WWV A-AM		WWVA-AM		WWV A- AM	
2	WKWK-AM		WKWK-AM		WKWK-AM	
3	WOMP-AM		WOMP-AM		WOMP-AM	
	WOMP-FM		WOMP-FM		WKWK-FM	
5			WTRF-FM		WOMP-FM	
A-F, 3	3-7pm					
1	WWVA-AM		WWV A- AM		WWV A-AM	
2	WKWK-AM		WKWK-AM		WKWK-AM	
3	WOHP-FM		WTRF-FM		WTRF-FM	
4	WTRF-FM		WOMP-FM		WKWK-FM	
5	UNEU-AM		WOMP-AM		WNEU-AM	
Teer	18					
W-S, E	Sam-Midnight					
0 P (	00): 178					
	A/M '78		A/M '79		A/M '80	
1	WOMP-FM		WOMP-FM		WOMP-FM	
2	WKWK-AM		WKWK-AM		WKWK-AM	
-						

POP(	00): 667		
	A/M '78	A/M '79	A/M '80
1	WWVA-AM	WWV A-AM	WWV A- Att
2	WKWK-AM	WKWK-AM	WKWK-AM
3	WTRF-FM	WTRF-FM	WTRF-FM
4	WOMP-FM	WKWK-FM	WKWK-FM
5	WOMP-AM	WOMP-FM	UOMP -AM
M-F, 6-1	I Oam		
1	WWVA-AM	WWV A-AM	WWV A- AM
2	WKWK-AM	WKWK-AM	WKWK-AM
3	WOMP-AM	WTRF-FM	WOMP-AM
4	WOMP-FM	WOMP-AM	WNEU-AM
5	WTRF-FM	WKWK-FM	WTRF-FM
M-F, 3-	7pm		
1	WWVA-'AM	WWV A- AM	WWV A- AM
2	WTRF-FM	WKWK-AM	WKWK-AM
3	WKWK-AM	WTRF-FM	WTRF-FM
4	WNE U - AM	WOMP-FM	W NE U - A M
5	WOMP-FM	WKWK-FM	WKWK-FM

# **Format Penetration Chart**

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



# Format Legend

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

# Wichita

METRO RANK

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# A/M'80 Market Overview

The top three stations remained in the lead in this survey, but there was some shuffling within the ranks. KFDI, runner-up in the last sweep, became the new leader. Country competitor KFH slipped from first to third, while Beautiful Music station KRBA moved third to second.

There were more stations scoring in double digits this sweep than last in 25-54 persons. KBRA was the new leader, increasing its share by 50% to a mid-15 figure. In middays and afternoon drive, KBRA boosted its female numbers considerably. Pop/Adult KARD was the new number two 25-54, up five shares to the mid-14 level. KARD's 25-34 strength also helped it score in double digits in the 18-34 demos.

KFDI and KFH, formerly the 25-54 leaders, were down several shares from their respective figures in the O/N'79 report. KFDI was in the mid-12 bracket, while KFH was esconced in the mid-11 range. KFH reverted to its A/M'79 levels, while KFDI continued to suffer slight erosion among its male listeners. Pop/Adult station KAKZ, formerly KAKE, slipped somewhat 25-54 this survey, dipping from a 12 share to a mid-10 figure.

There were four significant stations appealing to the 18-34 audience. **KEYN-FM**, second last book, became the leader with a high-17 share. KARD climbed to a 15 share this sweep, just ahead of former leader **KICT**'s mid-14 share. KICT has the AOR market locked up. Finally, **KFDI-FM**'s share rose 200% up to a mid-12 share this survey.

### Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP (	00): 327	0				
	A/M 179		O/N '79		A/M '80	
1	KAKE AM	12.4	KFH -AM	17.3	KFDI-AM (C)	3.3
2	KFDI-4M	12.2	KFDI-4M	12.7	KBRA-FM (man)	13.3
3	KFH -4M	11.4	KBRA-FM	11.3	KFH -AM(C)	11.2
4	KICT-FM	11.2	KAKE-AM	9.8	KEYN-FM (PO)	10.0
5	KLEO-4M	10.0	KEYN-FM	9.6	KARD-FM (PA)	9.4
6	KBR 4-FM	9.6	KICT FM	9.4	KICT-FM (A)	8.8
7	KEYN-FM	9.0	K AR D-FM	7,3	K 4 K Z - 4 M (PA)	7.8
8	KARD-FM	6.8	KL EO - 4M	5.4	KFDI-FM(C)	7.6
9	KEYN-AM	3.8	KEYN-4M	3.1	KG CS - FM (C)	3.9
10	KFDI-FM	3.8	KFDI-FM	2.9	KL EO - AM (PI)	3.7
11	KDRB-FM	2.2	KSGL-4M	1.5	KEYN-AM (PA)	2.9
12	KSGL-4M	1.6	KSKU-FM	1.3	KSGL-AM (RL)	1.2
13	KOEZ-FM	0.8	KDRB-FM	0.8	KSKU-FM (A)	0.8
14	KSKU-FM	0.4	KOYY-FM	0.6	KOEZ-FM (MAN)	0.6
15			KOEZ-FM	0.6	KJRG-AM (ML)	0.4
16			KOYY - AM	0.4	KOYY - 4M (PA)	0.4

# Average Persons Trends/Rankings

Tota	Avoiayo	roi	30113 1161	iusin	ankings	
M-S, (	Bern-Midnight					
POP	(00): 3270					
	A/M 179		O/N '79		A/M '80	
1	KAKE-AM	62	KFH -AM	83	KFDI-4M	6 8
2	KFDI-4M	61	KFDI - 4M	61	KBR4-FM	6.6
3	KFH -AM	57	KBR4-FM	54	KFH -4M	57
4	KICT-FM	56	KAKE-AM	47	KEYN FM	51
5	KLEO-4M	50	KEYN-FM	46	KARD-FM	48
M-F, 6	3-10em					
1	KAKE-AM		KFH - AM		KFH - 4M	
2	KFH - AM		KFDI-4M		KFDI-4M	
3	KFDI-4M		KAKE-AM		KAKZ-AM	
4	KLEO-AM		KEYN-FM		KEYN-FM	
5	KEYN-FM		KICT-FM		KARD-FM	
M-F, 3	1-7pm					
1	KICT-FM		KFH -AM		KBR4-FM	
2	KFH -AM		KICT-FM		KFDI-4M	
3	KLEO-4M		KFDI-4M		KICT-FM	
4	KFDI-4M		KBR4-FM		KARD-FM	
5	K 4KE-4M		KEYN-FM		KFH -4M	
Teen M-S, 6	ıs lem-Midnight					
POP	(00): 425					
	A/M '79		O/N '79		A/M '80	
1	KLEO-4M		KEYN-FM		KICT-FM	
2	KEYN-FM		KICT-FM		KEYN-FM	
3	KICT-FM		KLEO-AM		KLEO-4M	
M-F, 6	-10am					
1	KLEO-4M		KEYN-FM		KICT-FM	

#-F, 3-7pm		
1 KLEO-4M	KICT FM	KICT-FM
2 KICT-FM	KEYN-FM	KEYN~FM
3 KEYN-FM	KLEO-4M	KLEO-4M
dults 18-34		
-S, 6em-Midnight		
OP(00): 1231		
A/M '79	O/N '79	A/M '80
1 KICT-FM	KICT-FM	KEYN-FM
2 KAKE-AM	KEYN FM	KARD-FM
3 KEYN-FM	KARD-FM	KICT-FM
4 KLEO-AM	KAKE-AM	KFDI-FM
5 KFDI-FM	KLEO-4M	K 4 K Z - 4 M
, 6-10am		
1 KAKE-AM	KEYN-FM	KEYN-FM
2 KICT-FM	KAKE-AM	KAKZ-AM
3 KEYN-FM	KICT-FM	KICT-FM
4 KLEO-4M	KARD-FM	K AR D-FM
5 KFDI-4M	KL EO - AM	KFDI-FM
F, 3-7pm		
1 KICT-FM	KICT-FM	KICT-FM
2 KLEO-AM	KEYN-FM	KARD-FM
3 KAKE AM	K AR D-FM	KFDI-FM
4 KEYN-FM	KAKE-AM	KEYN-FM
5 KFDI-FM	KLEO-4M	KAKZ-AM
iults 25-54 i, 6em-Midnight		
P(00): 1567		
A/M '79	O/N '79	A/M '80
1 KAKE AM	KFH -AM	KBR4-FM
2 KFDI-AM	KFDI - 4M	KARD-FM
3 KFH -AM	KAKE-AM	KFDI-4M
4 KARD-FM	KBR4-FM	KFH -4M
5 KBR4-FM	KARD-FM	KAKZ-AM
6-10am		
1 KAKE-AM	KFH - 4M	KFH -AM
2 KFDI-4M	KFDI-4M	KAKZ AM
3 KFH -4M	KAKE-AM	KFDI-4M
4 KARD-FM	KEYN-FM	KARD-FM
5 KBR 4-FM	K AR D-FM	KBR4-FM
, 3-7pm		
1 KAKE-AM	KFH -AM	KBR4-FM
2 KFDI-AM	KFDI-4M	KARD-FM
3 KFH -AM	KBR4-FM	KFH - 4M
4 KARD-FM 5 KICT-FM	KAKE-AM Keyn-Pm	KFDI-4M K4KZ-4M

# **Cume Persons Trends/Rankings**

Total 12+	
M-S, Sam-Mide	night
POP(00):	3270

	A/M '79		O/N '79		A/M '80	
1	KLEO-AM	1026	KFH -AM	1063	KFH -AM	888
2	KAKE-AM	916	KAKE-AM	878	KFDI-4M	7 5 7
3	KFH -AM	881	KEYN-FH	782	KEYN-FM	754
4	KFDI-4M	785	KFDI-4M	72 9	KAKZ-AM	7 02
5	KEYN-FM	730	KBR4-FM	685	KLEO-AM	62 3
M-F, 6	-10am					
1	KAKE-AM		KFH -AM		KFH -AM	
2	KLEO-4M		KAKE-AM		KFDI-4M	
3	KFH -AM		KFDI - 4M		KEYN~FM	
4	KFDI-4M		KEYN-FM		KAKZ-AM	
5	KEYN-FM		K L EO - 4M		KLEO-4M	
M-F, 3	-7pm					
1	KLEO-AM		KFH -4M		KFDI-4M	
2	KAKE-AM		KEYN-FM		KEYN-FM	
3	KFH - AM		KAKE-4M		KFH -4M	
4	KFDI-4M		KBR4-FM		KICT-FM	
5	KEYN-FM		KLEO-AM		KLEO-4M	
Teen						

### Teens M-S. Sam-Midnight

M-S, 6em-Midnight		
POP(00): 425		
AM '79	O/N 179	A/M '80
1 KLEO-4M	KEYN-FM	KEYN-FM
2 KEYN-FM	KLEO-4M	KL EO - AM
3 KICT-FM	KEYN-AM	KEYN-AM
M-F, 6-10am		
1 KLEO-AM	KEYN-FM	KEYN-FM
2 KEYN-FM	KEYN-4M	KLEO-AM
3 KICT-FM	KLEO-AM	KICT-FM
W-F, 3-7pm		
1 KLEO-AM	KEYN-FM	KEYN-FM
2 KEYN-FM	KLEO 4M	KLEO-4M
3 KICT-FM	KICT-FM	KICT FM
Adults 18-34		
M-S, 6em-Midnight		
POP(00): 1231		
A/M 179	O/N '79	A/M '80
1 KLEO-4M	KEYN-FM	KEYN-FM
2 KEYN-FM	KAKE-AM	K AR D-FM
3 KAKE AM	KLEO-AM	KICT-FM
4 KICT-FM	KAR D-FM	KLEO-4M
5 KEYN-AM	KICT-FM	K 4 K Z - 4M
A-F, 6-10am		
1 KEYN-FM	KEYN-FM	KEYN-FM
2 KLEO-4M	K4KE-4M	KICT-FM
3 KAKE-AM	KLEO-4M	KLEO-4M
4 KICT-FM		
	KARD-FM	K 4 K Z - 4M
5 KEYN-AM	KARD-FM KICT-FM	KAKZ-AM KARD-FM
5 KEYN-AM		
5 KEYN-4M W-F, 3-7pm 1 KLEO-4M		
5 KEYN-AM M-F, 3-7pm 1 KLEO-AM 2 KICT-FM	KICT-FM	KARD-FM KICT-FM
5 KEYN-AM M-F, 3-7pm 1 KLEO-AM 2 KICT-FM 3 KAKE-AM	KICT-FM KEYN-FM	KARD-FM
5 KEYN-AM W-F, 3-7pm 1 KLEO-AM 2 KICT-FM	KICT-FM KEYN-FM KICT-FM	KARD-FM KICT-FM KEYN-FM

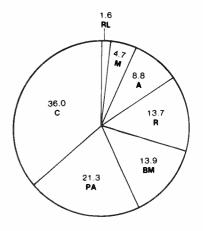
# Adults 25-54

M-S,	sem-Mid	night
DO D	1001.	1567

	A/M '79	O/N '79	08' M/A
1	KAKE-AM	KFH -AM	KFDI-4M
2	KFDI-4M	KAKE-AM	KFH -4M
3	KFH -AM	KFDI-4M	KARD-FM
4	KLEO-4M	KARD-FM	K 4 K Z - 4M
5	KEYN-FM	KBR4-FM	KBR4-FM
M-F, 6	1-10em		
1	KAKE-AM	KFH - 4M	KFH -4M
2	KFDI-4M	KAKF-AM	KFDI-4M
3	KFH - AM	KFDI-4M	K 4 K Z - 4 M
4	KLEO-4M	KARD-FM	KARD-FM
5	KEYN-FM	KBR4-FM	KEYN-FM
M-F, 3	1-7pm		
1	KAKE-AM	KFH - 4M	KFDI-4M
2	KFDI-4M	K4KE-4M	KFH -AM
3	KLEO-4M	KBRA-FM	KARD-FM
4	KFH -AM	KFDI-4M	KBR4-FM
5	KEYN-FM	KEYN-FM	K4KZ-4M

# **Format Penetration Chart**

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



# **Format Legend**

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

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# Wichita Falls

METRO RANK

168

A/M 180

# Average Persons 12+ Share Trends Monday-Sunday, 8em-Midnight POP(00): 1076

	A/M *78		A/M 179		A/M *80	
1	KLUR-FM	23.3	KLUR-FM	20.6	KLUR-FM(C) 32	. 1
2	KTRN-AM	14.5	KTRN AM	16.9	KWFT-4M(PA)11	. 7
3	KNIN-AM	14.0	KBID-FM	13.8	KBID-FM(PA)10	. 2
4	KBID-FM	12.2	WBAP-AM	13.1	K NTO - F M(A) 10	. 2
5	KWFT-4M	11.6	KNIN-4M	10.6	KTRN-4M(A) 9	• 5
6	WBAP-AM	10.5	KWFT AN	10.0	KNIN-AM(PA) 9	. 5
7	KN TO - FM	9.3	KNTO-FM	8.8	WBAP-AM(C) 8	. 8
0			MA - AA 21J	0.6	LISAA - AMIRA 2	. 0

# **Average Persons Trends/Rankings**

A/M '79

Total	12	+		
M-S, 6	am-	Mide	night	
POP(	0.0	):	1076	
	_ /	VM:	78	
- 1	1/ 1	110	r M	4.0

1	KLUR-FM	4.0	KLUR-FM	33	K LU R - FM	4
2	KTRN ~ AM	2.5	KTRN-AM	2 7	KWFT-4M	1
3	KNIN-4M	2 4	KBID-FM	22	KBID-FM	- 1
4	KBID-FM	2 1	WB 4 P - 4 M	2 1	KNTO-FM	1
5	KWFT-AM	2.0	KNIN-AM	1.7	KTRN-4M	
M-F, 6	-10am					
1	KL UR-FM		K LU R - F M		KLUR FM	
2	KWFT-4M		KTRN-AM		KWFT-AM	
3	KNIN-AM		KWF T-AM		KNIN-AM	
4	KTRN-AM		KBID-FM		KBIO-FM	
5	KBID-FM		KNIN-4M		KTR N-4M	
M-F, 3	-7pm		_			
1	KLUR-FM		KLUR-FM		K LU R - F M	
2	KTRN-4M		KTR N-AM		KTRN-4M	
3	KNIN AM		KNTO-FM		KNIN-4M	
4	KBID-FM		KBID-FM		KNTO-FM	
5	WB 4 P - 4 M		WB 4 P - 4 M		WBAP-AM	
Teen	s					

Teens N-S, 6am-Midnight	
POP(00): 129	

	A/M '78	A/M *79	A/M '80
1	KTRN-4M	KTR N-AM	K NTO ~FM
2	KNIN-4M	KNIN AM	KTR N-4M
3	KNTO-FM	KNTO FM	K LU R - F M
NF, (	5-10am		
1	KTRN-4M	KTRN-4M	KNTO-FM
2	KN I N - AM	KNIN-4M	KTRN-4M
3	KNTO-FM	KNTO-FM	K LU R - F M
HF, S	3-7pm		
1	KTRN-4M	KTRN-AM	K TR N - AM
2	KNIN-4M	KNIN-4M	KNTO-FM
3	KNTO-FM	K NTO - F M	KLUR-FM

# Adults 18-34 M-S, 6am-Midnight POP(00): 402

	A/M *78	A/M 179	A/M '80
1	KLUR-FM	K LU R – F M	KLUR-FM
-	KNIN-AM	KNTO - FM	K NTO - FM
	KTRN-AM	KBID-FM	KNIN-AM
4		KTRN-AM	KTR N-4M
5		KNIN-AM	WBAP-AM
M-F. 6	-10am		
1	KNIN-AM	K LU R + F M	K LU R - FM
2	KTRN-4M	KTRN-4M	KNIN-AM
3	KLUR-FM	KBID-FM	KNTO-FM
4	KBID~FM	KNIN-AM	KTR N-AM
5	KNTO-FM	WBAP-AM	KBID-FM
M-F. 3	-7pm		
1	KLUR-FM	KNTO FM	K LU R-FM
2	KNIN-AM	K LUR - FM	KNTO-FM
3	KNTO-FM	KBID-FM	KNIN-AM
4	KTRN-AM	WBAP-AM	KTRN AM
5	KBID-FM	KTRN-4M	WBAP-AM

# Adults 25-54 M-S. Bam-Midnight

A/M '78  A/M '79  A/M '80  1 KLUR-FM KLUR-FM KLUR-FM WBAP-AM 2 KBID-FM KBID-FM WBAP-AM 3 KNIN-AM WBAP-AM KNIN-AM 4 WBAP-AM KTRN-AM KBID-FM 5 KTRN-AM KNIN AM KTRN-AM  MFF. 6-10am 1 KLUR-FM KLUR-FM KLUR-FM 2 KBID-FM KBID-FM KMFT-AM 3 KNIN-AM KBID-FM KMFT-AM 4 KWFT-AM KNIN-AM KBID-FM KMFT-AM 5 KTRN-AM KTRN-AM KBID-FM 5 KTRN-AM KTRN-AM KBID-FM 5 KTRN-AM KTRN-AM KBID-FM 6 KTRN-AM KTRN-AM KBID-FM 7 KTRN-AM KTRN-AM KBID-FM 8 KTRN-AM KTRN	POP(00): 478		
2 KBID-FM KBID-FM WBAP-AM 3 KNIN-AM WBAP-AM KNIN-AM 4 WBAP-AM KTRN-AM KBID-FM 5 KTRN-AM KTRN-AM KTRN-AM  MF.6-10am 1 KLUR-FM KLUR-FM KWFT-AM 3 KNIN-AM WBAP-AM KNIN-AM 4 KWFT-AM KNIN-AM KBID-FM 5 KTRN-AM WBAP-AM KNIN-AM 5 KTRN-AM KTRN-AM KBID-FM 5 KTRN-AM KTRN-AM KBID-FM 5 KTRN-AM KTRN-AM KBID-FM 6 KTRN-AM KTRN-AM KBID-FM 7 KTRN-AM KTRN-AM KBID-FM 8 KTRN-AM KTRN-AM KBID-FM	A/M 178	A/M '79	A/M '80
3 KNIN-AM WBAP-AM KNIN-AM 4 WBAP-AM KTRN-AM MBID-FM 5 KTRN-AM KNIN AM KTRN-AM  MFF.6-10am 1 KLUR-FM KLUR-FM KUR-FM 2 KBID-FM KBID-FM KWFT-AM 3 KNIN-AM WBAP-AM KNIN-AM 4 KWFT-AM KNIN-AM KBID-FM 5 KTRN-AM KTRN-AM WBAP-AM 5 KTRN-AM KTRN-AM WBAP-AM MF.3-7pm 1 KLUR-FM KLUR-FM KLUR-FM 2 KBID-FM KLUR-FM KLUR-FM 3 KNIN-AM KBID-FM KMFT-AM	1 KLUR-FM	KLUR-FM	K L U R - FM
4 WB 4P - 4M KTRN - 4M KLUR - FM LUR - FM KLUR - FM KLUR - FM KMFT - 4M KBID - FM KMFT - 4M KNIN - 4M KBID - FM KMFT - 4M KNIN - 4M KBID - FM KMFT - 4M KRIN - 4M KBID - FM KRIN - 4M KRIN - AM KRIN	2 KBID-FM	KBID-FM	WBAP-AM
5 KTRN-4M KNIN 4M KTRN-4M  MFF, 6-10am  1 KLUR-FM KLUR-FM KWFT-4M 2 KBID-FM KBID-FM KWFT-4M 3 KNIN-4M WB4P-4M KNIN-4M 4 KWFT-4M KNIN-4M WB4P-4M 5 KTRN-4M KTRN-4M WB4P-4M  MFF, 3-7pm 1 KLUR-FM KLUR-FM KLUR-FM 2 KBID-FM WB4P-4M KMIN 4M	3 KNIN-4M	WBAP-AM	KNIN-4M
MFF, 6-10am	4 WBAP-AM	KTRN-4M	KBID-FM
1 KLUR-FM KLUR-FM KLUR-FM 2 KBID-FM KBID-FM KWFT-AM 3 KNIN-AM WBAP-AM KNIN-AM 4 KWFT-AM KNIN-AM KBID-FM 5 KTRN-AM KTRN-AM WBAP-AM  MF.3-7pm 1 KLUR-FM KLUR-FM KLUR-FM 2 KBID-FM WBAP-AM KMIN AM	5 KTRN-4M	KNIN AM	KTRN-AM
2 KBID-FM KBID-FM KWFT-AM 3 KNIN-AM WBAP-AM KNIN-AM 4 KWFT-AM KNIN-AM 5 KTRN-AM KTRN-AH WBAP-AM  MF,3-7pm 1 KLUR-FM KLUR-FM KLUR-FM 2 KBID-FM WBAP-AM KMIN AM	M-F, 6-10am		
3 KNIN-4M WB4P-4M KNIN-4M 4 KNFT-4M KNIN-4M KBID-FM 5 KTRN-4M KTRN-4M WB4P-4M  MF.3-7pm 1 KLUR-FM KLUR-FM KLUR-FM 2 KBID-FM WB4P-4M KMIN 4M	1 KLUR-FM	KLUR-FM	KLUR-FM
4 KNFT-4M KNIN-4M KBID-FM 5 KTRN-4M KTRN-4M WB4P-4M  MF.3-7pm 1 KLUR-FM KLUR-FM KLUR-FM 2 KBID-FM WB4P-4M KMIN 4M	2 KBID-FM	KBID-FM	KWFT-4M
5 KTRN-4M KTRN-4M WB4P-4M  MF.3-7pm  1 KLUR-FM KLUR-FM KLUR-FM 2 KBID-FM WB4P-4M KMIN 4M	3 KNIN-4M	WBAP-AM	KNIN-4M
MF.3-7pm         1         KLUR-FM         KLUR-FM         KLUR-FM           2         KBID-FM         WB4P-4M         KMIN-AM	4 KWFT-4M	KNIN-4M	KBID-FM
1 KLUR-FM KLUR-FM KLUR-FM 2 KBID-FM WBAP-AM KMIN AM	5 KTRN-AM	KTR N - 4M	W B 4 P - 4 M
2 KBID-FM WBAP-AM KMIN AM	M-F, 3-7pm		
	1 KLUR-FM	KLUR-FM	KLUR-FM
	2 KBID-FM	WB 4 P - 4 M	KMIN AM
3 KNIN-4M KBID-FM WB4P-4M	3 KNIN-4M	KBID-FM	WB 4 P - 4 M
4 WBAP AM KTRN-AM KWFT-AM	4 WBAP AM	KTRN-4M	KWFT-4M
5 KTRN-4M KNIN 4M KTRN-4M	5 KTRN-4M	KNIN AM	K TR N - 4 M

# **Cume Persons Trends/Rankings**

Total 12+ M-S, 6am-Midnight

PUP	(00): 10/6	b				
	A/M *78		A/M '79		A/M '80	
1	KN IN-AM	471	KTR N- 4M	4 30	KLUR-FM	4 3 2
2	KTRN-4M	393	KNIN AM	356	KTR N- AM	3 3 0
3	KLUR-FM	341	KLUR-FM	349	KNIN-4M	3 0 9
/.	VRID-CM	202	V D T D - F M	202	VIII T AM	262

-F. 6-10am		
1 KNIN-AM	KTRN-AM	KLUR-FM
2 KTRN-AM	KLUR-FM	KWET-AM
3 KBID-EM	KMIN-AM	KNIN-AM
4 KWFT-4M	KWFT AM	KTRN-AM
5 KLUR-FM	KEID-FM	WBAP-AM
	KDID III	#217 111
I-F. 3-7pm 1 KNIN-4M		KLUR FM
	KTRN-AM	KNIN-AM
2 KTRN-AM	KLUR-FM	KTRN-AM
3 KLUR-FM	KNIN-AM	
4 KBID-FM	KNTO-FM	KNTO - FM WBAP - AM
5 WBAP-AM	KBID FM	WB 4 P - 4 M
eens		
-S, 6am-Midnight		
OP(00): 129		
A/M '78	A/M '79	A/M '80
1 KTRN-4M	K TR N - AM	K TR N-4M
2 KN I N - 4M	KNIN AM	KNTO-FM
3 KNTO-FM	KNTO FM	K L I † R – F M
HF, 6-10am		
I KTRN-4M	KTR N AM	KNTO-FM
2 KNIN-4M	KNIN-AM	KTR N-4M
3 KNTO-FM	KNTO-FM	KLUR-FM
I-F, 3-7pm		
1 KTRN-4M	KTR N-4M	K NTO - F M
2 KNIN-4M	KNIN-AM	K TR N- 4M
3 KNTO-FM	KNTO - FM	KNIN-4M
	K410 - 15	KMIN 40
dults 18-34		
I-S, 6am-Midnight		
OP(00): 402		
A/M '78	A/M '79	A/M *80
1 KNIN-4M	KTR N-AM	KLU R-FM
2 KTRN - 4M	KNIN 4M	KNIN-4M
3 KNTO-FM	KNTO-FM	KTR N-4M
4 KLUR-FM	KBID-FM	KNTO~FM
5 KBID-FN	FLUR-FM	WB 4 P - 4 M
I-F, 6-10am		
1 KNIN-AM	KTRN AM	KLUR-FM
2 KTRN-4M	KNIN-AM	KNIN-AM
3 KBID-FM	KIUR-FM	KTRN-4M
4 KNTO-FM	KNTO - FM	KNTO - FM

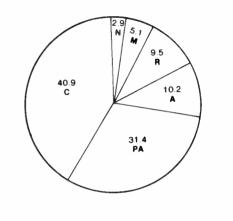
KNTO-FM KTRN AM KBID-FM

KNIN-AM KLUR FM KNTO-FM KTRN-AM WBAP-AM

M-F, 3-7pm

KNIN-AM KTRN-AM KNTO-FM

### Adults 25-54 M-S, 6am-Midnight POP(00): 478 A/M 178 A/M 179 A/M '80 1 KNIN-AM 2 KBID-FM 3 KLUR-FM KLUR-FM KTRN AM KMIN-AM K L U R - F M K N I N - A M K T R N - A M 4 KTRN-AM 5 WBAP-AM KBID-FM WBAP-AM M-F. 6-10am KLUR-FM KMIN-AM KBID-FM KTRN-AM WBAP-AM KLUR-FM KWFT AM KNIN-AM WBAP-AM KBID-FM 1 KBID-FM 2 KNIN-4M 3 KTRN-4M 4 KLUR-FM 5 WB4P-4M M-F, 3-7pm KTRN-4M KLUR-FM KNIN-4M KBID-FM WB4P-4M KLUR-FM KNIN-AM WBAP-AM KTRN-AM KBID-FM 1 KNIN-AM 2 KBID-FN 3 KLUR-FM 4 KTRN-4M 5 WB4P-4M



# Data from Market Buy Market TM

# Wilmington,

METRO RANK



# A/M'80 Market Overview

The proximity of this market to Philadelphia means The proximity of this market to Philadelphia means several of the top-ranked stations are based in Philly. However, the top three stations were Wilmington properties. WSTW remained atop the market, albeit with a reduced overall share. WJBR had a stable book overall, while WSTW's AM facility, WDEL, slipped in its 25-54 share.

WSTW runs the TM Stereo Rock automated format, and this time the station garnered a youngerskewing audience. WSTW increased its teen share which was already dominant — but its adult figures slipped. The station's male numbers dropped 40%, while the female erosion was substantial but not quite as significant. WSTW advertised using newspaper, billboards, and busboards this survey, with the emphasis on billboards. The ad budget was larger than last year, but still did not stop the station from losing some of its adult audience. WSTW still had the lion's share of the young adults, however, with a mid-17 share, several shares ahead of Philadelphia's AOR WIQQ.

Beautiful Music WJBR increased its share of the 25-54 audience up to almost a 14. Meanwhile, WDEL, second among local stations in the 25-54 demos, lost one share and settled at the 8 share level. WSTW, which had a 14 share of the 25-54 group last year had that figure cut in half this sweep.

# Average Persons 12+ Share Trends

monday-sunday, sem-midnigm	
POP(00): 4332	
A/M '78	

	A/M '78		A/M '79		A/M '80
1	WDEL-4M	15.7	WSTW-FM	13.9	WSTW-FM(R) 11.
2	WJBR-FM	8.0	WJBR-FM	10.9	WJBR-FH(mm)11.
3	WAMS-AM	6.3	WDE L-AM	10.0	WDEL-AMPA 8.
4	WIFI-FM	5 . 4	WIOO-FM	5.6	WIOQ-FM(A) 6.
5	WD4S-FM	4 . 8	WMGK-FM	5.3	WMGK-FMPA) 3.
6	WIP - AM	4.4	WMM R-FM	5.2	WMMR-FM(A) 3.
7	WMGK-FM	4.3	WAMS-AM	4.8	WAMS-AMM 3.
8	WYSP-FM	4.1	WILM-AM	4.4	WYSP-FM(A) 3.
9	WC AU-FM	4.1	WIFI-PM	2.6	WDSD-FMC 3.
10	WILM-AM	3.0	KYW -AM	2.3	WILH-4M 00 3.
11	WIOQ-FM	2.9	WDSD-FM	2.3	WUSL-FMPA 3.
12	WF LN-FM		WIP -AM	2.0	WNRK-4MM 3.
	WWDB-FM		WC 4U-4M	2.0	WDVR-FM (MM) 3.
14	WUSL-FM	2.3	WUS L-FM	1.8	KYW -4M 00 2.
15	KYW -4M	1.8	WC AU-FM	1 - 8	WCAU-AMM 2.
16	WDSD-FM	1.7	WJBR-4M	1.5	WIP -AMPA) 2.
17	WWSH-FM	1.7	WF LN - FM	1.5	WJ BR - 4M (*****) 1.
18	WMMR-FM	1.5	WYSP-FM	1.4	WPOC-FM(C) 1.
19	WNR K-4M	1.5	WNRK-4M	1.4	WCAU-FH# 1.
	WSTW-FM	1.5	WSNI-FM	1.4	WWD8-FHM 1.
2 1	WLIF-FM	1 - 5	WDVR-PM		WWSH-FM (MM) 1.
22	WPEN-AM	1.4	WWD B-PM		WLIF-FM (MAN) 1.
	WB AL-AM	1.2	WWSH-FM	1.1	WFLN-FM(CL) 1.
2 4	WDVR-FM	1.1	W454-4M		WDAS-FM (m) 1.
2 5	WPOC-FM	1.0	WPEN-4M	1.0	WSNI-FMPA) 0.
26	WSN I - FM	1.0	WFIL-4M	0.7	WIFI-FM (%) 0.
27	WDAS-AM	1.0	WPOC-FM	0.4	WBAL-AMPA) O.
28	WKTK-FM	0.8	WF LN - AM		WASA-AMPA) O.
29	WC 4U-4M	0.7			WJIC-4M PA 0.
30	WSER-4M	0.7			WFIL-AM ( O.
31	WJIC-AM	0.7			WPEN-AMPA O.
32	WZZD 4M	0.6			
33	WF I L-AM	0.4			

# Average Persons Trends/Rankings

Total 12+

POP(	00): 4332					
	A/M 178		A/M '79		A/M '80	
1	WDEL-AM	114	WSTW-FM	102	WSTW-FM	7 9
2	WJBR-FM	5.8	WJBR-FM	80	WJBR-FM	7 7
3	WAMS-AM	46	WDE L - AM	73	WDEL-AM	58
4	WIFI-FM	39	WIOQ-FM	41	WIOQ-FM	4.2
5	WD4S-FM	35	WMGK-FM	39	WMGK-FM	2.7
M-F, 6	-10em					
1	WDEL-4M		WDE L-4M		W DE L - AM	
2	WAMS-AM		WSTW-FM		WSTW-FM	
3	WJBR-FM		WILH-AM		WJBR-FM	
4	WD45-PM		WJBR-FM		WAMS-AM	
5	WIP -AM		WMGK-FM		WIOQ-FM	
M-F, 3	-7pm					
1	WDEL-4M		WSTW-PM		WSTW-FM	
2	WIFI-FM		WJBR-FM		WJ BR FM	
3	WAMS-AM		WDEL-4M		WIOQ~FM	
4	WJBR-FM		WAMS-AM		WDE L - AM	
5	HACDTER		HIOO-EM		UMM B. EM	

Teens M-S, 6am-Midnight		
M-5, bam-Midnight POP(00): 573		
A/M '78	A/M 179	A/M '80
1 WIFI-FM	WSTW-FM	
1 WIFI-FM 2 WAMS-AM	WSTW-FM WIFI-FM	WSTW-FM WYSP-FM
3 WDAS-FM	WAMS-AM	WMMR-FM
		***************************************
M-F, 6-10em 1 WAMS-AM	WSTW-FM	WSTW-FM
2 WIFI-FM	WAM S-AM	WAMS-AM
3 WDAS-FM	WIFI-FM	WYSP-FM
M-F, 3-7pm		
1 WIFI-FM	WSTW-FM	WSTW-FM
2 WAMS-AM	WIFI-FM	WMMR-FM
3 WDAS-FM	WAMS-AM	WYSP-FM
Adults 18-34		
M-S, 6em-Midnight		
POP(00): 1577		
A/M 178	A/M '79	A/M 180
1 WDEL-4M	WSTW-FM	WSTW-FM
2 WYSP-FM	WIOQ-FM	WIOQ-FM
3 WAMS-AM 4 WMGK-FM	WMM R-FM WAM S-AM	WMM R-FM
5 WIP -4M	WAMS-AM WMGK-FM	WUSL-FM WYSP-FM
M-F, 6-10am	******	#ISF-FA
1 WDEL-AM	WSTW-FM	WSTW-FM
2 WAMS-AM	WMGK-FM	WIOQ-FM
3 WYSP-FM	WMM R-FM	WAMS-AM
4 WIP -AM	WIOQ-FM	WUSL-FM
5 WD4S-FM	WC AU-FH	WDEL-AM
M-F, 3-7pm		
1 WYSP-FM	WSTW-FM	WSTW-FM
2 WDEL-4M	WIOQ-FM	WIOQ-FM
3 WAMS-AM 4 WIFI-FM	WMM R-FM WAM S-AM	WMMR-FM WYSP-FM
5 WMGK-FM	WCAU-FM	WYSP-FM WMGK-FM
Adults 25-54		
M-S, 6em-Midnight		
POP(00): 2099		
A/M '78	A/M '79	A/M '80
1 WDEL-AM	WSTW-FM	WJBR-FM
2 WJBR-FM	WJBR-FM	WDEL-4M
3 WIP -AM	WDE L-4M	WSTW-FM
4 WC AU~FM	WMGK-FM	WIOQ-FM
5 WFLN-FM	WILM-AM	WUSL-FM
M-F, 6-10am	lines	
1 WDEL-4M 2 WIP -4M	WDEL-4M WSTW-FM	WDEL-4M
2 WIP -4M 3 WJBR-FM	WILM-AM	WJBR-FM WAMS-AM
4 WFLW-FM	WMGK-PM	WARS-AR
5 WNRK-4M	WJBR-FM	WUSL-FM
M-F, 3-7pm		
1 WDEL-4M	WSTW-FM	WJBR-FM
2 WJBR-FM	WMGK-FM	WSTW-FM
3 WIP -AM	WDE L-4M	WIOQ-PH
4 WAMS-AM	WJBR-FM	WUSL-FM
5 WFLN-FM	Wan s-an	WDEL-4M

### Cume Persons Trends/Rankings Total 12+

	Bern-Mid : (00)   A/M	4332	
1	W DE L	-AH	
•	DAME.	4.94	

POP	(00): 433	2				
	A/M '78		A/M 179		A/M '80	
1	WDEL-AM	1339	WSTW-FM	1235	WSTW-FM	12
2	WAMS-AM	985	W DE L ~ 4 M	1123	WDE L-AM	8
3	WIFI-FM	713	WJBR-FM	783	WJBR-FM	8
	WJBR-FM	712	WAMS-AM	771	WIOQ-FM	6
5	WMGK-FM	586	WILM-AM	658	WILM-AM	5
M-F, 6	3-10em					
1	WDEL-4M		WSTW-FM		WSTW-FM	
2	WAMS-AM		WDE L-4M		WDEL-AM	
3	WJBR-FM		WILM-AM		WJBR-FM	
4	WIP -AM		WJBR-FM		WIOQ-FM	
5	WIFI-FM		WAMS-AM		WAM S-AM	
M-F, 3	-7pm					
1	WDEL-AM		WSTW-FM		WSTW-FM	
2	WAMS-AM		WDEL-4M		WJBR-FM	
3	WIFI-FM		WAMS-AM		WIOQ-FM	
4	WJBR-FM		WJBR-FM		WDEL-AM	
5	WIP -AM		WIOQ-FM		WYSP-FM	
Teen	18					
M-S, 6	lem-Midnight					
POP (	(00): 573					
	A/M '78		A/M '79		A/M '80	
1	WIFI-FM		WSTW-FM		WSTW-FM	
2	WAMS-AM		WIFI-FM		WYSP-FM	
3	WD4S-FM		Wan S an		WMMR-FM	
M-F, 6	-10em					
1	WAMS-AM		WSTW-FM		WSTW-FM	
2	WIFI-FM		WIFT-FM		HACB-EM	

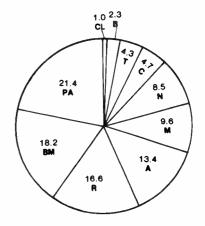
	wano-an	M T L T _ L L M	WISP-FR
3	WD4S-FM	Wan S am	WMMR-FM
M-F, 6	-10em		
1	WAMS-AM	WST W-FM	WS TW-FM
2	WIFI-FM	WIFI-FM	WYS P-FM
3	WD4S-FM	WAM S-AM	WIOQ-FM
M-F, 3	-7pm		
1	WIFI-FM	WSTW-FM	WSTW-FM
2	WAMS-AM	WAMS-AM	WYSP-FM
-	WDAS-FM	WIFI-FM	WIOO-FM

Adults 18-34 M-8, Sem-Midnight		
POP(00): 1577		
A/M '78	A/M 179	A/M '80
1 WAMS-AM	WSTW-FH	WSTW-FH
2 WDEL-4M	WIOQ-FM	WIOQ-FM
3 WHGK-PH	WAMS-AM	WYS P-PH
4 WYSP-PH	VIOLR-PM	WHER-PH
5 WIFI-FM	WDE L-AM	WAMS-AM

M-F, 6-10em		
1 WAMS-AM	WSTW-FM	WSTW-FM
2 WDEL-4M	WIOQ-FM	WIOQ-FM
3 WIP -4M	WAMS-AM	WAM S-AM
4 WIOQ-FM	WDEL-4M	WMMR-FM
5 WMGK-FM	WIFI-FM	WYSP-FM
M-F, 3-7pm		
1 WAMS-AM	WSTW-FM	WSTW-FM
2 WYSP-FM	WIOQ-FM	WIOQ-FM
3 WIP -AM	WMM R-FM	WHM R-FM
4 WIFI-FM	WAMS-AM	WYSP-FM
5 WMGK-FM	WC 4U-FM	WAMS-AM
Adults 25-54		
M-S, 6em-Midnight		
POP(00): 2099		
A/M 178	A/M 179	A/M '80
1 WDEL-4M	WDEL-4M	W DE L - 4M
2 WJBR-FM	WSTW-FM	wj br – Fm
3 WAMS-AM	WILM-AM	WSTW-FM
4 WIP - AM	WJBR-FM	WILM-AM
5 WMGK-FM	WAMS-AM	WIOQ-FM
M-F, 6-10am		
1 WDEL-4M	WDE L-AM	WDEL-4M
2 WIP ~AM	WILM-4M	WJBR-FM
3 WJBR-FM	WSTW-FM	wst w-Pm
4 WMGK-FM	WAMS-AM	WAMS-AM
5 WAMS-AM	WIP -4M	WNRK-AM
M-F, 3-7pm		
1 WDEL-4M	WSTW-FM	WJBR-FM
2 WJBR-FM	WDE L - 4M	WSTW-FM
3 WIP -4M	WILH-AM	WDEL-4M
	WJBR-FM	WMGK-FM
4 WAMS-AM 5 WILM-AM	WAMS-AM	WIOQ-FM

# **Format Penetration Chart**

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



# **Format Legend**

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

# Wilmington, NC

	verage Persons 12+ Share Trends onday-Sunday, 6am-Midnight							
)P(0	0): 1103							
	A/M '79		A/M '80					
1	WAAV-FM	18.4	WHSL-FM(M) 16.2					
2	WWIL-AM	17.1	WWIL-AMON 14.7					
3	WHSL-FM	14.6	WMFD-4MPA13.2					
4	WWQQ-FM	10.8	W44V-FM(MM)10.3					
5	WKLM-AM	9.5	WLCF-FM(PA) 8-8					
6	WMFD-AM	7 - 6	WWQQ-FMC 8.8					
7	WGN I - AM	6.3	WKLM-4M(C) 8.1					
8	WLCF-FM	5.1	WPJC-FM(ML) 5.1					
9	WPJC-FM	3.8	WGNI-AM(PR) 2.9					
10	UD7D-FM	2.5	WDZD-FMccs 2.2					

# **Average Persons** Trends/Rankings

	otal 12+ -S, 6am-Midnight							
OP ( 0	0): 1103							
	A/M 179		A/M '80					
1	W44V-FM	2 9	WHSL-FM	2 2				
	WWIL-AM	2.7	WWIL-4M	20				
3	WHSL-FM	2 3	WMFD-4M	18				
4	WWQQ-FM	17	W44V-FM	14				
	WKLM-4M	15	WLC F-FM	12				
HF, 6-1	0am							
1	WWIL-AM		WWIL-4M					
2	W4 4V-FM		WMFD-4M					
3	WHSL-FM		WHSL-FM					

5	WKLM AM	WWQQ-FM
4		WLCF-FM
3	WWIL-AM	WWIL-4M
2	WHSL-FM	WMFD-4M
1	WAAV-FM	WHSL-FM
F, 3-7	pm	
5	WWQQ-FM	WWQQ-FM
4	WMFD-4M	WAAV-FM
,	MU2F-LU	WII 3 L T TI

A-S, 6an	A-S, 6am-Midnight						
'0 P ( 0	OP(00): 141						
	A/M '79	A/M '80					
1	WHSL-FM	WHSL-FM					
2	WWIL-AM	WLCF-FM					
3	WGNI-AM	WWIL-AM					
WF, 6-1	0em						
1	WHSL-FM	WHSL-FM					
2	WWIL-AM	w LC F - FM					
3	WGNI-AM	WMFD-4M					
M-F, 3-7	pm						
1	WHSL-FM	WWIL-AM					
2	WGN I - AM	WLCF-FM					
3	WWIL-AM	WHSL-FM					

ME	$\frac{1000000}{10000000000000000000000000000$
Adults 18-34	
M-S, 6am-Midnight	
POP(00): 385	
A/M '79	A/M *80
	WHSL-FM
1 WHSL-FM	WHSL-FM WMFD-AM
2 WWIL-AM	WWIL-AM
3 WAAV-FM 4 WMFD-AM	WLCF-FM
5 WGNI-AM	WWQQ-FM
M-F. 6-10am	
1 WWIL-AM	WHSL-FM
2 WHSL-FM	WMF D-AM
3 WAAV-FM	WWIL-AM
4 WWQQ-FM	WLCF-FM
5 WGNI-AM	WAAV-FM
M-F, 3-7pm	
1 WHSL-FM	WHSL-FM
2 WWIL-AM	WMFD-4M
3 W44V-FM	WWIL-AM
4 WGNI-AM	WLCF-FM
5 WMFD-AM	wwQQ-FM
Adults 25-54 M-S, 6am-Midnight	
POP(00): 524	
A/M '79	A/M '80
1 WAAV-FM	WWIL-4M
2 WWIL-AM	WWOO-FM
3 WKLM-AM	WHSL-FM
4 WWQQ-FM	WMFD-4M
5 WMFD-AM	WAAV-FM
M-F, 6-10am	
1 WAAV-FM	WWIL-AM
2 WWIL-AM	WMFD-4M
3 WKLM-AM	WWQQ-FM
4 WWQQ-FM	WHSL-FM
5 WMFD-4M	WKL M-AM
M-F, 3-7pm	
1 WAAV-FM	WHSL-FM
2 WWIL-AM	WMFD-4M
3 WKLM-4H	WWQQ-FM WWIL-AM
4 WWQQ-FM	WKLM-4M
5 WMFD-4M	
Cume P	ersons
Trends/F	lankings

# Trends/Rankings

Total 12+				
M-S, 6am-Mid	nig	jh	ŧ	
POP(00):	1	1	o	7

	A/M 179		A/M '80	
1	WHSL-FM	328	WHSL-FM	321
2	WMFD-AM	246	WMFD-4M	279
3	WGN I - AM	229	W44V-FM	216
4	WAAV-FM	226	WKLM-4M	2 02
5	WKLM-AM	2 12	WWIL-AM	191

M-F, 6-10am	
1 WAAV-FM	WMFD-4M
2 WWIL-4M	WHSL-FM
3 WHSL-FM	WWIL-AM
4 WMFD AM	WAAV-FM
5 WGNI-AM	WKLH-4H
M-F, 3-7pm	
1 WHSL-FM	WHSL-FM
2 WAAV-FM	WMFD-4M
3 WMFD-AM	WWIL-AM
4 WGN I - AM	WAAV-FM WLCF-FM
5 WW1L-AM	WLCF-FM
Teens	
M-S, 6am-Midnight	
POP(00): 141	
A/M '79	A/M '80
1 WHSL-FM	WHSL-FM
2 WGNI-4M	WLCF-FM
3 WWIL-AM	WMFD-4M
M-F, 6-10am	
1 WHSL-FM	WHSL-FM
2 WGNI-AM	WLCF-FM
3 WWIL-4M	WMFD-4M
M-F, 3-7pm	
1 WHSL-FM	WLCF-FM
2 WGN I - 4M	WHSL-FM
3 WWIL-AM	WMFD-AM
Adults 18-34	
M-S, 6am-Midnight	
POP(00): 385	
A/M '79	A/M '80
1 WHSL-FM	WHSL-FM
2 WWIL-4M	WMFD-AM
3 WGNI-AM	WGN I - AM
4 WMFD-4M	WLCF-FM
5 W44V-FM	WWIL-4M

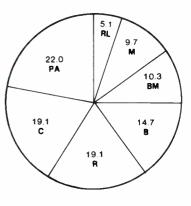
			2
M-F. 6-10a	m		
	WHSL-FM	UUCT EN	
	WHIL-AM	WHSL-FM WMFD-AM	
	WMFD-AM	WWIL-AM	
	WGN I - AM	WLCF-FM	
	WAAV-FM	WGN I - 4M	
M-F, 3-7pr		*0.1 411	
	WHSL-FM	WHSL-FM	
	WGNI-AM	WMFD-AM	
	WWIL-AM	WWIL-AM	
	WM F D- AM	W GN I - AM	
	WAAV-FM	WLC F-FM	
Adults M-S, 6am			
	-midniğin		
	): 524		
	-	A/M '80	
POP(00	): 524	A/M '80 WHSL-FM	
POP(00	O): 524 A/M '79		
POP(00	0): 524 A/M '79 W44V-FM	WHSL-FM	
POP(00 1 2 3 4	0): 524 A/M '79 W4 4V - FM WKL M- 4M WH5D- 4M WH5L - FM	WHSL-FM WMFD-AM WAAV-FM WWQQ-FM	_
POP(00 1 2 3 4	7): 524 A/M '79 WA AV - FM WKL M - AM WMFD - AM	WHSL-FM WMFD-AM WAAV-FM	_
POP(00 1 2 3 4	): 524 A/M '79 W4 4V-FM WKL M- 4M WMFD- 4M WHSL-FM WWIL-4M	WHSL-FM WMFD-AM WAAV-FM WWQQ-FM	
POP(00 1 2 3 4 5 M-F, 6-10	): 524 A/M '79 W4 4V-FM WKL M- 4M WMFD- 4M WHSL-FM WWIL-4M	WHSL-FM WMFD-AM WAAV-FM WWQ-FM WKLM-AM WMFD-AM	_
1 2 3 4 5 M-F, 6-10 1	D): 524 AM'79 W44V-FM WKLM-4M WMFD-4M WHSL-FM WWIL-4M	WHSL-FM WMFD-AM WAAV-FM WWQQ-FM WKLM-AM	
POP(00 1 2 3 4 5 M-F, 6-10	AJM '79  WA AV - FM  WKL M - AM  WHFD - AM  WHSL - FM  WWIL - AM  WM AV - FM	WHSL-FM WMFD-AM WA 4V-FM WWQQ-FM WKLM-AM WMFD-AM WWIL-AM WHSL-FM	
POP(00 1 2 3 4 5 M-F, 6-10 1 2 3	AM '79  WA AV - FM  WKL M - AM  WHFD - AM  WHSL - FM  WWIL - AM  WMM  WMM  WMM  WMM  WMM  WMM  WMM	WHSL-FM WMFD-AM WMAV-FM WWQQ-FM WKLM-AM WMFD-AM WWIL-AM WHSL-FM WWQQ-FM	
POP(00 1 2 3 4 5 M-F, 6-10 1 2 3	D): 524 AM'79 W44V-FM WKLM-AM WHFD-AM WHSL-FM WWIL-AM WMM WA4V-FM WWIL-AM WHFD-AM	WHSL-FM WMFD-AM WA 4V-FM WWQQ-FM WKLM-AM WMFD-AM WWIL-AM WHSL-FM	
POP(OC 1 2 3 4 5 M-F, 6-10 1 2 3 4	D): 524 AM'79 W4 4V-FM WKLM-AM WHFD-AM WHSL-FM WWIL-AM WWWWWWWWWWWWWWWWWWWWWWWWWWWWWWWWWWWW	WHSL-FM WMFD-AM WMAV-FM WWQQ-FM WKLM-AM WMFD-AM WWIL-AM WHSL-FM WWQQ-FM	
1 2 3 4 5 M-F, 8-10 1 2 3 4 5 M-F, 3-7p 1	D): 524  AM '79  W4 AV -FM  WHFD-AM  WHFD-AM  WHSL-FM  WWIL-AM  WHIL-AM  WHFD-AM  WHFD-AM  WKLM-AM  WKLM-AM  WKLM-AM  WWHO-FM  WAAV-FM	WHSL-FM WMFD-AM WMAV-FM WWQQ-FM WKLM-AM WMFD-AM WWIL-AM WHSL-FM WWQQ-FM	
POP(OC 1 2 3 4 5 M-F, 6-10 1 2 3 4 5 M-F, 3-7p	D): 524  AM 79  WA 4V - FM  WKLM- AM  WHFD- AM  WHSL - FM  WWIL- AM  WWIL- A	WHSL-FM WMFD-AM WA-V-FM WWQQ-FM WKLM-AM WMFD-AM WWIL-AM WHSL-FM WWQQ-FM WKLM-AM	
POP(OC 1 2 3 4 5 M-F, 8-10 1 2 3 4 5 M-F, 8-10 1 2 3 4 5 M-F, 8-10 1 2 3 4 5 M-F, 8-10 1 2 3 4 5 M-F, 8-10 1 2 3 4 4 5 M-F, 8-10 1 2 3 4 5 M-F, 8-10 1 2 3 4 5 M-F, 8-10 1 2 3 3 4 4 5 M-F, 8-10 1 2 3 3 4 4 5 M-F, 8-10 1 2 3 3 4 4 5 M-F, 8-10 1 3 4 5 M-F, 8-10 1 3 4 5 M-F, 8-10 1 3 4 5 M-F, 8-10 1 3 3 4 5 M-F, 8-10 1 4 5 M-F, 8-10 1 3 3 4 5 M-F, 8-10 1 3 3 4 5 M-F, 8-10 1 3 3 3 4 5 M-F, 8-10 1 3 4 5 M-F, 8-10 1 3 1 3 1 3 1 3 1 3 1 3 1 3 1 3 3 3 3 3 3 3 3 3 3 3 3 3	D): 524  AM '79  W4 4V-FM  WKLM-AM  WHFD-AM  WHFD-AM  WWIL-AM  WWIL-AM  WWIL-AM  WWIL-AM  WWIL-AM  WKLM-AM  WWQQ-FM  WWQQ-FM  WWQQ-FM  WWQQ-FM  WWQQ-FM	WHSL-FM WMFD-AM WA-V-FM WWQQ-FM WKLM-AM WMFD-AM WWIL-AM WHSL-FM WWQQ-FM WKLM-AM WHSL-FM WWQQ-FM WKLM-AM	
POP(OC 1 2 3 4 5 M+F, 6-10 1 2 3 4 5 M+F, 6-7 M+F, 3-7 F, 3-7 M+F, 3-7	D): 524  AM 79  WA 4V - FM  WKLM- AM  WHFD- AM  WHSL - FM  WWIL- AM  WWIL- A	WHSL-FM WMFD-AM WA AV-FH WWQQ-FH WKLM-AM WMFD-AM WWIL-AM WHSL-FM WWQQ-FM WKLM-AM	

# **Format Penetration Chart**

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

# Format Legend

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



# Worcester

METRO RANK

89

# A/M'80 Market Overview

The top four ranked stations remained in the order they've been in for the last few years. WTAG was tops overall and second in the 25-54 demo, scoring a 13 share, down slightly from last year's figure. The second ranked station 12+ was Beautiful Music WSRS, which increased its share of the 25-54 listenership to the mid-19 range. No other stations, either from Worcester or Boston, scored in double digits in the key 25-54 category.

The 18-34 bracket again featured AOR WAAF on top, but with a reduced share this spring. The station slipped four shares 18-34 to a still powerful 21 share. A new morning man was hired for WAAF, and the station promoted by using some TV, newspaper ads, billboards, and bumper stickers. The ad budget was slightly larger this survey than before. WFTQ, the top local contemporary station, lost a chunk of its young adults in this book.

Arbitron got back 30% more diaries in this survey than last year, so these estimates may be slightly more reliable than the A/M'79 data

# Average Persons 12+ Share Trends

POF (	00): 322	•			
	A/M '78		A/M '78		A/M '80
1	WT4G-4M	18.4	WT4G-4H	15.9	WT4G-AMPAIL6.4
2	WSRS-FM	12.7	WSRS-FM	15.4	WSRS-PMannl6.0
3	W4 4F-FH	10.3	W44F-FM	13.7	WAAF-PM(A) 12.5
4	WFTQ-AM	7.7	WFTQ-4M	7.8	WFTQ-AMM 5.3
5	WBZ -AM	5.6	WNEB-4M	4.4	WORC-4Man 2.6
	WPJB-FM	4.7	WORC-4M	2.2	WNEB-AMPA 2.6
7	WROR-FM	4.5	WVBF-FM	2.2	WQVR-FMC 2.4
8	WNEB-AM	4.3	WESO-AM	2.2	WESO-AMPA) 1.6
9	WEEI-FM	4.1	WQVR-PM	2.0	WARE-AMPA 1.6
10	WORC-4M	3.2	WARE-AM	1.9	WAQY-FMM 0.8
11	WSSH-FM	2.8	ws sh-fm	0.9	WVBF-FMPA) 0.6
	WJIB-FM	2 . 6	W4QY-FM	0.7	WPRO-AMPA) 0.4
	WESO-AM	2.6			WHDH-AMPA 0.4
	WB CN-FM	2 . 2			
	WCOZ-FM	1.3			
	WPRO-FM	0.9			
	WESO-FM	0.9			
	WHJY-FM	0.9			
	WCRB-FM	0.6			
	WVBF-FM	0 - 6			
	WRKO-4M	0.4			
22	WARE-AM	0.4			

# Average Persons Trends/Rankings

M-S, 6am-Midi	night
POP(00):	3224

Market Buy Market TM

M-F, 3-7pm

Total	12+ em-Midnight					
	00): 3224					
,,,,	A/M '78		A/M 179		A/M *B0	
1	WT4G-AM	9.8	WT4 G-AM	86	WT4G-AM	8
2	WSRS-FM	68	WSRS-FM	83	WSRS-FM	8
3	W4 4F-FM	55	WAAF-FM	74		6
4	WFTQ-4M	41	WF TO-4M	4.2		2
5	WBZ -AM	30	WNEB-4M	2 4	WORC-4M	1
M-F, 6-	10am					
1	WT4G-4M		WT4G-4M		WT4G-4M	
2	WSRS-FM		WSRS-FM		WSRS-FM	
	WFTQ-4M		WAAF-FM		WAAF-FM	
4	WBZ -4M		WF TQ - AM		WFTO-4M	
5	WAAF-FM		WNEB-AM		WNEB-AM	
M-F, 3-	•					
	WT4G-4M		WSRS-FM		WT4G-4M	
	WSRS-FM		W44F-FM		WSRS-FM	
3	W44F-FM		WT4G-4M		WAAF-FM	
	WFTQ-4M		WFTQ-4M		WFTQ-4M	
5	WBZ -AM		WNE B-AM		WORC-4M	
Teens	3					
M-S, 64	m-Midnight					
POP(	00): 418					
	A/M '78		A/M 179		A/M 'B0	
	WPJB-FM		WAAF-FM		WAAF-FM	
2	W44F-FM		WF TQ-4M		WFTQ-4M	
3	WFTQ-4M		WVBF-FM		WVBF-FM	
M-F, 6-1	0em					
1	WPJB-FM		W44F-FM		WAAF-FM	
	WFTQ-4M		WF TQ-AM		WFTQ-4M	
3	WAAF-FM		W4 QY - FM		WT4G-4M	

WAAF-FM WFTQ-AM

M 'B0 IF - FM IS - FM IQ - AM C - AM IF - FM IQ - AM IS - FM G - AM C - AM
F-FM G-AM C-AM C-AM F-FM Q-AM G-AM
F-FM G-AM C-AM C-AM F-FM Q-AM G-AM
S - FM Q - 4M C - 4M F - FM Q - 4M S - FM G - 4M
Q-4M G-4M C-4M F-FM Q-4M S-FM G-4M
G-AM C-AM F-FM Q-AM S-FM G-AM
C-4M F-FM Q-4M S-FM G-4M
F-FM Q-4M S-FM G-4M
Q-4M S-FM G-4M
Q-4M S-FM G-4M
S-FM G-4M
G-4M
C-4M
F-FM
S-FM
Q-4M
G-4M
C - 4 M
1 '80
S-FM
G-AM
F-FM
Q-4M
C-AM
S-FM
G - 4M
0-4M
F-FM
B - 4M
C PM
S FM
G-4 M

# **Cume Persons Trends/Rankings**

# Total 12+ POP(00): 3224

A/M '78	•	A/M 178		A/M '80	
1 WT4G-4M	1244	WT4G-4M	1 30 1	WT4G-4M	1115
2 WSRS-FM	877	WSRS PM	1026	WSRS-FM	957
3 WAAF-FM	62 5	W44F-PM	843	WAAF-FM	803
4 WFTQ-4M	593	WF TQ - 4M	679	WFTO-AM	649
5 WBZ -AM	545	WNEB-AM	506	WORC-AM	396
M-F, 6-10am					
1 WT4G-4M		WT4G-4M		WT4 G-AM	
2 WSRS-FM		WAAF-FM		WSRS-FM	
3 WFTQ-4M		WSRS-FM		WAAF-FM	
4 WBZ -4M		WFTQ-4M		WFTO-4M	
5 WAAF-FM		WNEB-4M		WNEB-AM	
M-F, 3-7pm					
1 WT4G-4M		WT4G~4M		WT4G-4M	
2 WSRS-FM		WSRS-FM		WSRS-FM	
3 W44F-FM		WAAF-FM		WAAF-FM	
4 WFTQ-4M		WF TQ ~ 4M		WFTQ-4M	
5 WBZ -4M		WNEB-4M		WORC-AM	
Teens					
M-S, 6am-Midnight					
POP(00): 418					
A/M 170		A (0.5 17.0			

PUP ( U	0): 418		
	A/M '7B	A/M '79	A/M 180
1 9	AAF-FM	W44F-FM	WAAF-FM
	PJB-FM	WFTQ-4M	WFTO-AM
3 W	FTQ-4M	WVBF-FM	WVBF-FM
M-F, 6-10	am		
1 W	FTQ-4M	WAAF-FM	WAAF-FM
2 W	AAF-FM	WFTQ-4M	WFTQ-AM
3 ₩	PJB-FM	WVBF-FM	WTAG~AM
M-F, 3-7p	m		
1 W	PJB-FM	WAAF-FM	WAAF-FM
2 ₩	FTQ-4M	WFTQ-4M	WFTO-AM
3 W	44F-FM	WVBF-FM	WVBF-FM

	wast_t4	#44F-FF
2 WFTQ-4M	WFTQ-4M	WFTQ-4M
3 WAAF-FM	WVBF-FM	WVBF-FM
Adults 18-34		
M-S, 6am-Midnight		
OP(00): 1035		
A/M '78	A/M '79	A/M '80
1 WAAF-FM	WAAF-FM	WAAF-FM
2 WFTO-4M	WF TQ - 4 M	WF TO - AM
3 WORC-AM	WT4G-4M	WSRS-FM
4 WT4G-4M	WSRS-FM	WT4G-4M
5 WROR-FM	WVBF-FM	WORC-4M
A-F, 6-10am		
1 WFTQ-4M	WAAF-FM	WAAF-FM
2 WAAF-FM	WFTQ-4M	WFTO-AM
3 WORC-AM	WT4G-4M	WTAG-AM
4 WTAG-AM	WSRS-FM	WSRS-FM
5 WBZ -4M	WVBF-FM	WORC-4M
1-F, 3-7pm		
1 WAAF-FM	WAAF-FM	WAAF-FM
2 WFTQ-4M	WF TO-AM	WFTQ-AM
3 WTAG-AM	HTAC-AM	We no no

Adults 25-54 M-S, 6em-Midnight		
5 WSRS-FM	WVBF-FM	WORC-4M
4 WROR-FM	WSRS-FM	WT 4 G - 4M
3 WTAG-AM	WT4G-4M	WSRS-FM
2 WFTQ-AM	WF TQ-4M	WFTQ-4M

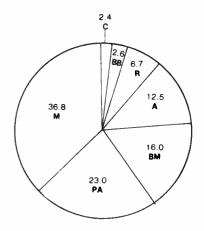
POP(00): 1413

A/M '78	A/M '79	08' M/A
1 WTAG-AM	WTAG-AM	WSRS-FM
2 WSRS-FM	WSRS-FM	WTAG-AM
3 WBZ -4M	WF TO-AM	WFTQ-AM
4 WPTQ-4M	WNEB-AM	WAAF-FM
5 WORC-4M	WAAF-FM	WORC-4M

M-F, 6-	10am		
1	W TA G - AM	WT4G-4M	WT4G-4M
2	WSRS-FM	WSRS-FM	WSRS-FM
3	WBZ -AM	WF TQ-4M	WFTQ-4M
4	WFTQ-AM	WAAF-FM	WAAF-FM
5	WORC-AM	WNEB-4M	WNEB-4M
M-F, 3-	7pm		
1	WT4 G- AM	WSRS-FM	WT4 G-4M
2	WSRS-FM	WTAG-AM	WSRS-FM
3	WBZ - 4M	WFTO-AM	WFTO-AM
4	WFTQ-4M	WAAF-FM	WAAF-FM
5	WAAF-FM	WNEB-4M	WORC~AM

# **Format Penetration Chart**

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



# Format Legend

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

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KIT - AM KMWX-AM KUEZ-FM KUTI-AM

# Yakima

METRO RANK



### verage Persons 12+ Share Trends onday-Sunday, 6am-Midnight

\	00): 126 A/M '78		A/M '79		A/M '80	
1	KUTI-4M	17.7	KU T I - AM	17.9	KUTI - AM(C)	9.5
2	KFFM-FM	16.7	KU E Z - F M	17.4	KIT - AM(PA)	17.1
3	KIT -AM	14.4	KFFM-FM	15.1	KFFM-FM(R)	13.7
4	KIT -FM	10.7	KIT -AM	13.8	KUEZ-FM(BM)	11.7
5		9.8	KMWX-AM	11.5	KMW X - AM(PA)	9.3
6	KMWX~AM	9.3	KIT -FM	5.5	KATS-FM(A)	6.8
7	KOOT-4M	6.0	K BB O - AM	5.0	KENE-FM(C)	3.4
R	KREW-AM	2.3	KRE W-AM	1.8	K B 8 O- 4 M (RL)	2 . 9
Q	KBBO-AM	2.3	KENE-AM	1.4	KVGM - AM(PA)	2 . 0
10	KENE-AM	2.3	KY BO-FM	0.9	KRE W-AM(PA)	1.0
11	KYBO-FM	2.3	KON 4 - 4M	0.9	KENE-AM(C)	1.0
12	KGO - 4M	0.5	KV GM - AM	0.5	KREW-FM(C)	1.0
13			KALE-AM	0.5	KYBO-FM(RL)	0.5
14			K RE W-FM	0.5	KON 4 - 4M (PA)	0.5

# **Average Persons Trends/Rankings**

	•				•	
otal						
	m-Midnight					
0P(	00): 1267					
	A/M '78		A/M '79		A/M '80	
1	KUTI-AM	38	KUTI-4M	39	KUTI-AM	40
2	KFFM-FM	36	KUEZ-FM	38	KIT - AM	3.5
3	KIT -AM	31	KFFM-FM	33	KFFM-FM	2.8
4	KIT -FM	2 3	KIT - AM	30	KUEZ-FM	2 4
5	KUEZ-FM	2 1	KMWX-4M	2.5	KMWX - AM	19
AF, 6-	10am					
1	KIT - AM		KIT - AM		KIT - AM	
2	KUTI-AM		KUTI-AM		KUTI-AM	
3	K F FM - FM		KFFM-FM		KFFM-FM	
4	KMWX-AM		KUEZ-FM		KM W X - A M	
5	KIT -FM		KMWX-4M		KUEZ-FM	
AF, 3-	7pm					
1	KFFM-FM		KUEZ-FM		KFFM-FM	
2	KMWX-4M		KFFM-FM		KMWX-AM	
3	KUEZ-FM		KUTI-AM		KUTI~AM	
4	KIT -FM		KMWX-4M		KUEZ-FM	
5	KIT - AM		KIT -AM		KIT - AM	
reens	3					
√-S, 6a	m-Midnight					
'0 P (	00): 178					
	A/M '78		A/M 179		A/M '80	
1	KFFM-FM		KFFM-FM		KFFM-FM	
2	KIT -FM		KMWX-AM		KMWX-AM	
3	KMWX-4M		KIT -FM		KATS-FM	

KFFM-FM

KMWX-AM

KIT -FM

KFFM~FM KIT -FM KMWX-AM

KFFM-FM

KMWX-AM

KATS-FM

KMWX-AM

KIT - AM KUTI - AM

KMWX-AM

KUEZ-FM

KUTI-AM KMWX-AM

KUEZ-FM KIT - AM

KFFM-FM

3	KMWX-4M	
Adults	18-34	
M-S, 6ar	n-Midnight	
POP(0	003 - 411	

VI-F, 6-10am 1 KFFM-FM 2 KIT -FM 3 KMWX-AM

M-F. 3-7 pm

M-F. 6-10am

1 KUTI-AM 2 KIT -AM 3 KMWX-AM 4 KUEZ-FM 5 KFFM-FM

1 KUEZ-FM 2 KMWX-AM 3 KUTI-AM

KFFM-FM KIT -4M

5, 55	wiiding		
POP(	00): 411		
	A/M 178	A/M *79	A/M '80
1	KFFM-FM	KFFM-FM	KFFM-FM
2	KMWX-AM	K U E Z - F M	KUTI-4M
3	KIT -FM	KMWX-4M	KMWX+4M
4	K Q O T - AM	KIT - AM	KATS-FM
5	KI'EZ-FM	KIT -FM	KIT -AM
M-F, 6-1	Dam		
1	KFFM-FM	KFFM-FM	KFFM-FM
2	KMWX-AM	KUEZ-FM	KATS FM
3	KIT -FM	KMWX-4M	KIT - AM
4	KUTI-AM	KIT -FM	KMWX-4M
5	K QO T - 4M	KIT - AM	KUTI - AM
M-F , 3-7	pm		
1	KFFM-FM	KFFM-FM	KFFM-FM
2	KMWX-AM	KUEZ-FM	KMWX-4M
3	KUEZ-FM	KMWX - AM	KATS-FM
4	K 00 T - 4M	KIT FM	KUTI-AM
5	KIT -FM	KIT AM	KIT -AM
Adults	25-54		
M-S, 6a	m-Midnight		
POP(	00): 553		
	A/M 178	A/M '79	A/M '80
1	KUTI-4M	KUEZ-FM	KUTI-4M
2	KUEZ-FM	KUTI-4M	KIT - AM
3	KMW X - AM	KIT -AM	K M W X - 4 M
4	KFFM-FM	KMWX-AM	KU E Z - F M
5	KIT - AM	KFFM-FM	KFFM-FM

KIT - 4M KUTI - 4M

KUEZ-FM KMWX-AM

KFFM-FM

KUEZ-FM KUTI-AM

KFFM-FM

KMWX-AM KIT - AM

Cume	<b>Persons</b>	<b>Trends</b>	/Rankings
------	----------------	---------------	-----------

Total 12+ M-S, Sem-Midnight								
	00): 1267							
	A/M '78		A/M '79		A/M '80			
1	KMW%-AM	434	KIT -4M	495	KIT -AM	497		
2	KIT - AM	395	KMWX-4M	414	KMWX - AM	363		
3	KFFM-FM	38.5	KUEZ-FM	392	KFFM-FM	321		
4	KUTI-AM	324	KFFM-FM	382	KUTI-AM	311		
5	KIT -FM	297	KUTI-AM	333	KUEZ-FM	285		
M-F, 6	-10am							
1	KIT - AM		KIT - AM		KIT - AM			
2	KMWX-4M		KFFM-FM		KM W X - 4 M			
3	KFFM-FM		KMWX-AM		KFFM-FM			
4	KUTI-AN		KUTI-AM		KUTI-AM			
5	KIT -FM		KUEZ-FM		KUEZ-FM			
M-F, 3	-7pm							
1	K F FM - FM		KFFM-FM		KFFM-FM			
2	KIT -FM		KMWX-AM		KIT - AM			
3	KMWX-AM		KUEZ-FM		KMWX-AM			
4	KIT - AM		KUTI-AM		KUEZ-FM			
			VIT AM		HATE DA			

5 KUEZ-FM	KIT -4M	KATS-FM
Teens		
M-S, 6am-Midnight		
POP(00): 178		
A/M '78	A/M '79	A/M '80
1 KFFM-FM	KFFM-FM	KFFM-FM
2 KIT -FM	KMWX - 4M	KMWX-4M
3 KMWX-AM	KIT -FM	KATS-FM
M-F, 6-10am		
1 KFFM-FM	KFFM-FM	KFFM-FM
2 KIT -FM	KMWX-4M	KMWX-AM
3 KMWX-4M	K I' T I - 4M	KATS-FM

_		***************************************	11 11 111
M-F, 3	-7pm		
1	KFFM-FM	K F F M - F M	KFFM-FM
2	KIT -FM	KM WX - AM	KATS-FM
3	KMWX-AM	KIT -FM	KMWX-AM

POP(00): 411		
A/M '78	A/M '79	A/M '80
1 K MW X - 4M	KFFM-FM	KMWX-4M
2 KFFM-FM	KMWX-AM	KFFM-FM
3 K1T -FM	KUEZ-FM	KATS-FM
4 K 00 T - 4M	KIT AM	KIT - AM
5 KIT - 4M	KIT FM	KUTI-AM
M-F, 6-10am		
1 KFFM-FM	KFFM-FM	KFFM-FM
2 PMILL AN	WALLS AN	VMIIIV AM

1	KFFM-FM	KFFM-FM	KFFM-FM
2	KMWX-4N	KMWX-AM	KMWY - 4M
3	KlT -FM	KUEZ-FM	KATS-FM
4	K QO T - 4 M	KIT - AM	KIT -AM
5	KUTI - AM	KIT FM	KUTI-AM
M-F, 3-	7pm		
1	KFFM-FM	KMWX-4M	KMWX-4M
2	KMWX-4M	KFFM-FM	KFFM-FM
3	KIT -FM	KUFZ-FM	KATS-FM
4	K OO T - 4M	KIT -FM	KIT - AM
5	KIT - AM	KUTI-AM	KUTI 4M

POP(	00): 553		
	A/M 178	A/M '79	A/M '80
1	KMW X - AM	KIT - 4M	KIT -AM
2	KUEZ-FM	KUEZ-FM	KUTI-AM
3	KUTI-AM	KUTI - AM	KMWX = 4 M
4	KIT - AM	KMWX-AM	KUEZ-FM
5	KFFM-FM	KFFM-FM	KFFM-FM
M-F, 6	-10am		
1	KMWX-AM	KIT - AM	KIT - AM
2	KUTI-AM	KUEZ-FM	KUTI-AM
3	KUEZ-FM	KMWX-4M	KMWX-AM
4	KIT - AM	KUTI-AM	FUEZ-FM
5	KFFM-FM	KFFM-FM	KFFM-FM

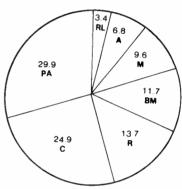
M-F, 3-7pm

1 KUEZ-FM 2 KMWX-AM 3 KUTI-AM 4 KIT -AM

# **Format Penetration Chart**

KUEZ-FM KMWX-4M KUTI-4M

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



# Format Legend

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

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# York

METRO RANK



# A/M'80 Market Overview

The team of WSBA-AM & FM continued to dominate the market and the 25-54 demos, but there was a vigorous new contender in the young adult marketplace. WYCR, which suffered a soft book last year, rebounded to reclaim the teen lead and show well in the 18-34 standings.

WQXA remained the top 18-34 station, but its share slipped from a mid-20 figure to a mid-18 number WQXA's average audience actually increased in this book, but not as much as the overall listening in the market. The WQXA survey effort was helped by an ad campaign that focused entirely on TV, as well as a \$10,000 cash giveaway on-air. However, the station lost its midday man to WYCR (where he became the new morning personality) and this may have turned off some listeners (the male numbers in midday were soft).

WYCR became the runner-up to WQXA by rebounding to numbers resembling the station's 1978 shares. The male audience especially came back to WYCR in droves. The station spent more on advertising this survey, delving into TV exclusively. Other than the new morning man who came aboard before the book, the on-air excitement on WYCR centered around a call-in contest which awarded mopeds, gift certificates, etc. All of this led to WYCR jumping from a mid-8 share to one in the mid-13 range.

The only other York station to score in double digits 18-34 was WSBA, which is also the top 25-54 station. WSBA slipped from 17 to a 15 share of this target, but still led the pack. The station spent most of its ad dollars on busboards and billboards, with about 25 % of the budget going into TV. WSBA-FM, the leading Beautiful Music station, maintained the exact share earned last year, in the upper 12 range among the 25-54's.

# Average Persons 12+ Share Trends

		•	_	_		,	, .	-		 1
POP	(	0	0	)	:	2	9	8	5	

	A/M '7B		A/M 179		A/M 'B0	
1	WSB4-FM	13.1	WSB4-4M	14.3	WSB4-4M(PA)1	2.
2	WYCR-FM	12 - 5	WQX4-FM	12.5	WQX4-FM(R)	9.
3	WSBA-AM	11.0	WNOW-AM	11.6	WSB4-FM (BAN)	9.
4	WQX 4-FM	7.4	WSB4-FM	10.7	WYCR-FM(PA)	9.
5	WZIX-4M	6.1	WYCR-FM	5.2	WNCE-FM (BM)	6.
6	WNOW-AM	5.7	WMCE FM	5.2	WNOW-AM(C)	5.
7	WPOC-FM	5.3	WRHY-FM	4.5	WRHY-FM(A)	3.
8	WHVR-4M	4.2	WZIX-4M	3.9	WHP -FM(BM)	3.
9	WHP -FM	4.0	WPOC-FM	2 • 5	WRKZ-FM(C)	3.
10	WIOV-FM	3.8	WHVR-4M	2.0	WHP - 4 M (PA)	3.
11	WRHY-FM	3.0	WHP - 4M	2.0	WPOC-FMC)	3.
12	WHP - 4M	2.5	WSFM-FM	2.0	WZIX-4M (PA)	2 .
13	WNCE-FM	2.3	WIOV-FM	1.8	W H V R - 4 M (PA)	2 .
14	WGET-4M	1.9	WHP -FM	1 - 6	WIOV-FM(C)	2.
15	WFRE-FM	1.7	WGET-AM	1.4	WK BO - 4M (PD)	l.
16	WFEC-4M	1.7	WGCB-FM	1.1	W GE T - 4 M (PA)	1.
17	WSFM-FM	1.1	WTP4-FM	1.1	WIYY-FM(A)	l.
18	WD4C-FM	1 - 1	WK BO - 4M	1.1	WSFM-FM(PI)	1.
19	WBAL-AM	0.8	WI.IF-FM	1 - 1	WCMB-AM(PA)	1.
2 0	WGCB-FM	0.8	WHYL-FM	0.7	WDAC-FM(PL)	1.
2 1	WTTR-FM	0.8	WD4C-FM	0.7	WFRE-FM(BAN)	1.
2 2	WKBO-4M	0.6	WFRE-FM	0.5	WGCB-FM(RL)	1.
2 3	WLIF-FM	0.6			WLIF-FM(R)	1.
2 4	WGCB-4M	0.6			WTP4-FM(BM)	0.
25					WQVE-FM(R)	0.
26					WBAL-AM(PA)	0.
2 7					KYW -AM(N)	0.

# Average Persons Trends/Rankings

Total 12+

E

from Market Buy Market

POP	(00): 2985					
	A/M 17B		A/M 179		A/M '80	
1	WSB4-FM	62	WSBA-4M	63	WSBA-AM	64
2	WYCR-FM	59	WOX4-FM	5.5	WOX 4-FM	5.0
3	WSB4-4M	52	WNOW-AM	51	WSB4-FM	49
4	WQX 4-FM	3 5	WSBA-FM	47	WYCR-FM	48
5	WZIX-4M	2 9	WYCR-FM	23	WNCE-FM	33
M-F,	8-10am					
1	WSB4-4M		WSB4-4M		WSB4-4M	
2	WSBA-FM		WSB4-FM		WSB4-FM	
3	3 WYCR-FM		WQX 4-FM		WYCR-FM	
4	WHVR-4M		WNOW-AM		WOX 4-FM	
	WQXA-FM		WNCE-FM		WNCE-FM	

M-F, 3-7pm		
1 WYCR-FM	WQX 4-FM	WSBA-AM
2 WSBA-FM	WSB4-4M	WOX 4-FM
3 WSBA-AM	WNOW-4M	WSBA-FM
4 WQXA-FM	WSBA-FM	WYCR-FM
5 WZIX-4M	WZIX-4M	WNCE-FM
Teens		
M-S, 6am-Midnight POP(00): 373		
A/M '78	A/M '79	A/M '80
1 WYCR-FM	WOXA-FM	WYCR-FM
2 WOXA-FM	WYCR-FM	WQXA-FM
3 WZIX-4M	WRHY-FM	WOVE-FM
M-F, 6-10am		
1 WYCR-FM	WQX A~FM	WYCR-FM
2 WQX 4-FM	WYCR-FM	WQXA-FM
3 WRHY-FM	WRHY-FM	WRHY-FM
M-F, 3-7pm		
1 WYCR-FM	WQX 4-FM	WYCR-FM
2 WZIX-4M	WYCR-FM	WQXA FM
3 WQXA-FM	WRH Y-FM	WR KZ-FM
Adults 18-34		
M-S, 6am-Midnight POP(00): 995		
A/M '7B	A/M '79	A/M 'B0
1 WYCR-FM	WQX 4-FM	WOXA-FM
2 WSB4-4M	WSB 4 - 4M	WYCR-FM
3 WQXA-FM	WYCR-FM	WSB4-4M
4 WPOC-FM	WZ I X - 4M	WRHY-FM
5 WZIY-AM	WRHY-FM	WNOW-AM
M-F, 6-10am		
1 WSB4-4M	WSB 4 - 4M	WQX 4-FM
2 WYCR-FM	WQX A-FM	WYCR-FM
3 WZIX-4M	WYCR-FM	WSB4-4M
4 WSBA-FM	WRHY-FM	WRHY-FM
5 WPOC-FM	WZ I X-AM	WZ I X - 4M
M-F, 3-7pm		
1 WYCR-FM	WQX 4 FM	WQX 4-FM
2 WQXA-FM	WSBA-AM	WYCR-FM
3 WSB 4-4M	WZ I X-4M	WRHY-FM
4 WPOC-FM	WRHY-FM	WSB4-4M
5 WZIX-4M	WYCR-FM	WZIX-4M
Adults 25-54 M-S, 8am-Midnight		
POP(00): 1388		
A/M '78	A/M 179	A/M '80
1 WSB4-FM	WSBA-AM	WSB4-4M
2 WSB4-4M	WNOW-4M	WSB4-FM
3 WYCR-FM	WSB4-FM	WYCR-FM
4 WPOC-FM	WQX A-FM	WNOW-AM
5 WHP -FM	WNCE-FM	WNCE-FM
W-F, 6-10am		
1 WSB4-4M	WSB4-4M	WSB4-4M
2 WSBA-FM	WSB4-FM	WSB4-FM
3 WHVR-4M	WNOW-AM	WYCR-FM
4 WNOW-AM	WQX4 FM	WNOW-AM
5 WYCR-FM	WNCE-FM	WQX4-FM
4-F, 3-7pm		
1 WSBA-FM	WSBA-AM	WSB4-4M
2 WSB4-4M	W NO W - 4M	WSB4-FM

# **Cume Persons Trends/Rankings**

WSB4-FM WQX4-FM WZIX-4M

WNCE-FM WOX4-FM

Total 12+

WYCR-FM WQX4-FM

3 WYCR-FM WPOC-FM WQX4-FM

POP(00): 298	5				
A/M 17B		A/M '79		A/M '80	
1 WSB4-4M	1034	WSB4-4M	1045	WSBA-AM	91
2 WYCR-FM	770	WOX4-FM	791	WOX 4-FM	69
3 WSB4-FM	684	WSB4-FM	646	WYCR-FM	6.6
4 WZIX-4M		WNOW-4M	519		52
5 WQX4-FM	587	WYCR-FM	487	WNCE-FM	39
M-F, 6-10am					
1 WSB4-4M		WSB4-4M		WSBA-AM	
2 WYCR-FM		WQX 4-FM		WYCR-FM	
3 WSB4-FM		WSB4-FM		WOXA FM	
4 WZIX-AM		WNOW-4M		WSB4-FM	
5 WQX4-FM		WYCR-FM		WNOW-AM	
M-F, 3-7pm					
1 WYCR-FM		WQX 4-FM		WSB4-4M	
2 WSB4-4M		WSB4-4M		WOXA-FM	
3 WSB4-FM		WSB4-FM		WYCR-FM	
4 WZIX-4M		WNOW-AM		WSB4-FM	
5 WQX4-FM		WYCR-FM		WNCE-FM	
Teens					
W-S, 6am-Midnight					
POP(00): 373					
A/M 178		A/M 179		A/M '80	
1 WYCR-FM		WOX 4-FM		WYCR-FM	
2 110111					

Teens M-S, Gem-Midnight POP(00): 373				
A/M '79	A/M '80			
WQX A-FM	WYCR-FM			
WYCR-FM	WOX 4-FM			
WZ IX-4M	WRHY-FM			
WOXA-FM	WYCR-FM			
WYCR-FM	WQX4-FM			
WZ I X - 4M	WRHY-FM			
	WQX 4-FM WYCR-FM WZ IX-4M WQX 4-FM WYCR-FM			

# Adults 18-34 POP(00): 995

A/M '78

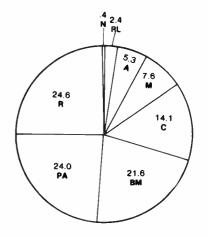
2	WSB 4 - 4M	WQXA-FM	WQX 4-FM
-	WYCR-FM	WSBA AM	WYCR-FM
	WZIX-4M	WYCR-FM	WSBA-AM
4	WQX 4-FM	WZ I X - 4M	WRHY-FM
- 5	WSB4-FM	WRHY-FM	WZIX-4M
M-F, 6-1			
	WSB 4 - 4M	WSB4 4M	WOX4-FM
	WYCR-FM	WQX4-FM	WYCR-FM
	WZIX-AM	WYCR-FM	WSB4-4M
	WSB4-FM	WZ I X-4M	WZIX-4M
	WPOC-FM	WRHY-FM	WRH Y-FM
M-F, 3-7	pm		
	WSB 4 - 4M	WOXA-FM	WQX 4-FM
	WYCR-FM	WSBA-AM	WYCR-FM
	WZIX-AM	WYCR-FM	WSBA-4M
	WQX4-FM	WZIX-AM	WRHY-FM
5	WSB 4-FM	WRHY-FM	WZIX-4M
	m-Midnight (00): 1388 A/M '78	A/M '79	
	70.00	A/M /9	A/M '80
1	WSB4-4M	WSB4-4M	
			WSBA-AM
2	WSB4-4M	WSB4-4M	WSBA-AM WYCR-FM
2	WSB4-4M WSB4-FM	WSB4-4M WSB4-FM	WSBA-AM
2 3 4	WSBA-AM WSBA-FM WYCR-FM	WSBA-4M WSBA-FM WNOW-4M	WSBA-4M WYCR-FM WQXA-FM
2 3 4 5	W S B 4 - 4 M W S B 4 - F M W Y C R - F M W Z I X - 4 M W Q X 4 - F M	WSB 4 - 4M WSB 4 - FM WNOW - 4M WQX 4 - FM	WSBA-AM WYCR-FM WQXA-FM WSBA-FM
2 3 4 5 M-F, 6-1	W S B 4 - 4 M W S B 4 - F M W Y C R - F M W Z I X - 4 M W Q X 4 - F M	WSB 4 - 4M WSB 4 - FM WNOW - 4M WQX 4 - FM	WSBA-AM WYCR-FM WQXA-FM WSBA-FM WNOW-AM
2 3 4 5 M-F, 6-1	WSBA-AM WSBA-FM WYCR-FM WZIX-AM WQXA-FM	WSBA-AM WSBA-FM WNOW-AM WQXA-FM WNCE-FM	WSBA-AM WYCR-FM WQXA-FM WSBA-FM
2 3 4 5 M-F, 6-1 1 2	WSBA-AM WSBA-FM WYCR-FM WZCIX-AM WQXA-FM  Dam WSBA-AM	WSB 4 - 4M WSB 4 - FM WNOW - 4M WQX 4 - FM WNCE - FM	WSBA-AM WYCR-FM WQXA-FM WSBA-FM WNOW-AM
2 3 4 5 M-F, 6-1 1 2 3 4	WSBA-AM WSBA-FM WYCR-FM WZIX-AM WQXA-FM Darn WSBA-AM WSBA-FM WSBA-FM WYCR-FM	WSB 4 - 4M WSB 4 - FM WNOW - 4M WOX 4 - FM WNCE - FM WSB 4 - 4M WSB 4 - FM	WSBA-AM WYCR-FM WQXA-FM WSBA-FM WNOW-AM WSBA-AM WSBA-FM WYCR-FM
2 3 4 5 M-F, 6-1 1 2 3 4	WSBA-4M WSBA-FM WYCR-FM WZIX-4M WQXA-FM  Dem WSBA-4M WSBA-FM WSBA-FM	WSB 4 - 4M WSB 4 - FM WNOW - 4M WOX 4 - FM WNCE - FM WSB 4 - 4M WSB 4 - FM WNOW - 4M	WSB 4 - 4M WYCR - FM WQX 4 - FM WSB 4 - FM WNOW - 4M WSB 4 - 4M WSB 4 - FM
2 3 4 5 M-F, 6-1 1 2 3 4 5	WSBA-AM WSBA-FM WYCR-FM WYCXA-FM COXA-FM COXA-FM WSBA-AM WSBA-AM WSBA-FM WSBA-FM WSBA-FM WSBA-FM WSBA-FM WSBA-FM WZZZZZZZZZZZZZZZZZZZZZZZZZZZZZZZZZZZZ	WSB 4 - 4M WSB 4 - FM WNOW- 4M WOX 4 - FM WNCE - FM WSB 4 - 4M WSB 4 - FM WNOW- 4M WOX 4 - FM	WSBA-AM WYCR-FM WQXA-FM WSBA-FM WNOW-AM WSBA-AM WSBA-FM WSBA-FM WYCR-FM WQXA-FM
2 3 4 5 M-F, 6-1 1 2 3 4 5 M-F, 3-7 ₁	WSBA-AM WSBA-FM WYCK-FM WZCX-AM WQXA-FM Doem WSBA-AM WSBA-FM WHVR-AM WYCK-FM WZCK-FM WZCK-FM WZCK-FM WZCK-FM WZCK-FM WZCK-FM	WSB 4 - 4M WSB 4 - FM WNOW- 4M WOX 4 - FM WNCE - FM WSB 4 - 4M WSB 4 - FM WNOW- 4M WOX 4 - FM	WSBA-AM WYCR-FM WQXA-FM WSBA-FM WNOW-AM WSBA-AM WSBA-FM WSBA-FM WYCR-FM WQXA-FM
2 3 4 5 M-F, 6-1 1 2 3 4 5 M-F, 3-7 ₁ 1 2	WSBA-AM WSBA-FM WYCR-FM WYCR-FM WOXA-FM Dorn WSBA-AM WSBA-FM WHVR-AM WYCR-FM WZIX-AM DORN WSBA-AM WSBA-FM	WSB 4 - 4M WSB 4 - FM WNOW - 4M WOX 4 - FM WNCE - FM WSB 4 - 4M WSB 4 - FM WNOW - 4M WQX 4 - FM	WSBA-AM WYCR-FM WQXA-FM WSBA-FM WNOW-AM  WSBA-AM WSBA-FM WYCR-FM WQXA-FM WNOW-AM
2 3 4 5 M-F, 6-1 1 2 3 4 5 M-F, 3-7 ₁ 2 3	WSBA-AM WSBA-FM WYCR-FM WZIX-AM WQXA-FM Dorn WSBA-AM WYCR-FM WYCR-FM WSBA-AM WSBA-AM WSBA-AM WYCR-FM	WSB 4 - 4M WSB 4 - FM WNOW - 4M WOX 4 - FM WNCE - FM WSB 4 - 4M WSB 4 - FM WNOW - 4M WQX 4 - FM WY CR - FM	WSBA-AM WYCR-FM WQXA-FM WSBA-FM WNOW-AM WSBA-FM WYCR-FM WQXA-FM WNOW-AM
2 3 4 5 M-F, 6-1 1 2 3 4 5 M-F, 3-7[ 1 2 3 4	WSBA-AM WSBA-FM WYCR-FM WYCR-FM WOXA-FM Dorn WSBA-AM WSBA-FM WHVR-AM WYCR-FM WZIX-AM DORN WSBA-AM WSBA-FM	WSB 4 - AM WSB 4 - FM WXOW - AM WXX 4 - FM WNCE - FM WSB 4 - AM WSB 4 - FM WYOW - AM WY CR - FM WSB 4 - AM WSB 4 - AM	WSBA-AM WYCR-FM WQXA-FM WSBA-FM WNOW-AM WSBA-FM WSBA-FM WYCR-FM WYCR-FM WNOW-AM

A/M '79

A/M 180

# **Format Penetration Chart**

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



# Format Legend

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

WZIX-4M

# Youngstown-Warren

METRO RANK



### 1/M'80 Market Overview

There was considerable consistency in the results of this sweep and the A/M'79 report. The top seven stations 12+ were in the same order as at that time. There have been some shifts since the O/N'79 weep, however.

WKBN-FM reclaimed first place, standing atop the 25-54 rankings as well as the 12+ scorecard. In he 18-34 demos, WHOT captured the top slot while surpassing WYFM and WSRD. There were four staions with double-digit shares of the 25-54 audience. Stable at a mid-16 share of the key sales target, VKBN-FM led WKBN and Talk radio WBBW, both of which had 12 shares. This represented an upwing for WBBW but more than a five-share drop or WKBN. The loss was more apparent among men and was evident in the midday time slot.

Contemporary WYFM, besides being a major 18-34 factor, had a 10 share of the 25-54 audience. The station's 25-34 numbers were best in the martet (just ahead of WHOT) and enabled WYFM to reord viable numbers in both major sales targets.

In the young adult universe, WHOT was the leader his sweep. Up one-third from the O/N'79 survey, NHOT received better female numbers in particular, with the midday time period being a key. The station used a more extensive ad campaign than before, nerging TV, newspaper ads, busboards, and out-Joor boards into a coordinated effort. The key conest was the "Hot Wheels Giveaway," a drawing for wo new cars.

The AOR leader in Youngstown, WSRD, earned ncreased shares but maintained a low profile in so Joing. Up more than four shares to a mid-17 figure, NSRD used no outside advertising or major on-air promotion this sweep.

WYFM, as mentioned earlier, had a good 25-34 core that enabled it to remain in double digits in young adults. WYFM slipped to a 16 share (down from 18) n this report, so it will be interesting to see how the station compares in its close battle with WHOT in the O/N'80 survey.

### Average Persons 12+ Share Trends nday, 6am-Midnight

	AM '79		O/N '79		A/M '80
1	WKBN-FM	16.2	WBBW-4M	14.4	WKBN-FM (MM)15.5
2	WBBW-AM	15.1	WKBN-FM	13.7	WBBW-4M(T) 14.2
3	WHOT-AM	11.6	WKBN-AM	11.2	WHOT-4M (4) 10.5
4	WYFM-FM	10.6	WYFM-FM	10.5	WYFM-FM (%) 9.6
5	WKBN-4M	8 - 6	WHOT-AM	8.9	WKBN-4M (PA) 9.5
6	WSRD-FM	5.1	WFMJ-4M	5.5	WSRD-FM (A) 7.5
7	WFMJ-AM	3.5	WSRD-FM	4.7	WFMJ-AM (PA) 4.2
8	WNIO-4M	2.6	WNIO-4M	4.4	WMM S-FM (A) 3.0
9	WF AR-FM	2.3	WHHH-AM	3.8	WQXK-FM (C) 2.2
10	WHHH-AM	2.1	WMM S-FM	3.1	WHHH-AM (PA) 1.9
11	WMMS-FM	2.1	WWIZ-FM	1.9	WWWE- 4M (PA) 1.7
12	WWWE - AM	2.0	WWWE-AM	1.7	WDJQ-FM (M) 1.7
13	WWWM-FM	2.0	WDMT-FM	1.7	WNIO-4M (C) 1.4
14	WGFT-4M	1.2	WWWM-FM	1 - 3	WDMT-FM (PA) 1-1
15	WWIZ-FM	1.1	W TO F-FM	1.2	WPIC-4M (PA) 0.9
16	WSOM-FM	0.9.	WPIC-AM	1.0	WWWM-FM (A) 0.9
17	WTC L- 4M	0.9	WGCL-FM	0 - 4	KDK4-4M (PA) 0.9
18	WTOF-FM	0.8	WQOD-FM	0.4	WWIZ-FM (C) 0.9
19	WDMT-FM	0.6	•		WFAR-FM PA 0.9
2 0	WPIC-4M	0.5			WTCL-4M PA 0.7
2 1	WQOD-FM	0.5			WG4R-4M (PA) 0.6
22	WF AR - AM	0.3			WGCL-FM 0.4

# Average Persons Trends/Rankings

otal 12+ OP(00): 4504

	A/M '79		O/N '79		A/M 'B0	
1	WKBN-FM	107	WBBW-4M	99	WKBN-FM	108
2	WBBW-AM	100	WKBN-FM	94	WBBW-4M	99
3	WHOT-AM	77	WKBN-AM	77	WHOT-4M	7.3
4	WYFM-FM	70	WYFM-FM	72	WYFM-FM	6.7
5	WKBN-4M	5 7	WHOT AM	61	WKBN-4M	66

M-F, 6-10am		
	WBBW-4M	WBBW-4M
1 WBBW-AM 2 WHOT-AM	WKBN-AM	WHOT-4M
3 WKBN-FM	WHOT-4M	WKBN-4M
4 WKRN-AM	WKBN-FM	WK BN-FM
5 WYFM-FM	WYFM-FM	WYFM-FM
M-F, 3-7pm		
1 WKBN-FM	WKBN-FM	WKBN-FM
2 WYFM-FM	WYFM-FM	WHOT - 4M
3 WBBW-AM	WB BW - 4M	WYFM-FM
4 WHOT-4M 5 WKBN-4M	WK BN-4M	WSRD-FM
5 WKBN-4M	WHOT-AM	WBBW-4M
Teens		
M-S, 6am-Midnight		
POP(00): 602		
A/M '79	O/N '79	A/M '80
1 WYFM-FM		
2 WHOT-AM	WYFM-FM WHOT AM	WYFM-FM WHOT-AM
2 WHOT-AM 3 WSRD-FM	WSRD-FM	WSRD-FM
M-F, 6-10am		
1 WHOT-AM	WHOT-AM	UNOT AM
2 WYFM-FM	WYFM-FM	WHOT-4M Wyfm-fm
3 WGFT-AM	WKBN-AM	WBBW-4M
M-F, 3-7pm	UVEN-EN	Uebs FM
1 WYFM-FM 2 WHOT-4M	WYFM-FM WHOT AM	WSRD-FM WHOT-4M
3 WSRD-FM	WSRD-FM	WYFM-FM
	#0 NO 1 H	*** H I H
Adults 18-34		
M-S, 6am-Midnight		
POP(00): 1474		
A/M '79	O/N '79	A/M '80
1 WHOT-AM	WYFM-FM	WHOT-AM
Z Wirm-rm	WHOT-4M	WSRD-FM
3 WSRD-FM	WSRD-FM	WYFM-FM
4 WKBN-FM	WKBN-4M	WMM S-FM
5 WKBN 4M	WMM S-FM	WDJ Q-FM
M-F, 6-10am		
1 WHOT-AM	WHOT-AM	WHOT-AM
2 WYFM-FM	WYFM-FM WKBN-4M	WYFM-FM WSRD-FM
3 WKBN-AM 4 WKBN FM	WBBW-4M	WMMS-FM
5 WSRD-FM	WSRD-FM	WK BN-AM
M-F, 3-7pm 1 WHOT - 4M	WYFM-FM	WSRD-FM
1 WHOT-4M 2 WYFM-FM	WIFM-FM WSRD-FM	WHOT-AM
3 WSRD-FM	WHOT - 4M	WYFM-FM
4 WKBN-FM	WKBN-AM	WMM S-FM
5 WWW-FM	WMM S-FM	WDJQ-FM
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 2112		
	O# 170	A 84 100
A/M '79	O/N '79	A/M '80
A/M '79 1 WKBN-FM	WKBN-FM	WKBN-FM
A/M '79  1 WKBN-FM 2 WHOT-AM	WKBN-FM WKBN-AM	WKBN-FM WKBN-AM
AM '79  1 WKBN-FM 2 WHOT-4M 3 WKBN-4M	WKBN-FM WKBN-AM WBBW-AM	WKBN-FM WKBN-4M WBBW-4M
A/M '79  1 WKBN-FM 2 WHOT-4M 3 WKBN-4M 4 WYFM-FM	WK B N - FM WK B N - A M WB BW - A M WY F M - FM	WKBN-FM WKBN-AM WBBW-AM WYFM-FM
A/M '79  1 WKBN-FM 2 WHOT-AM 3 WKBN-AM 4 WYFM-FM 5 WBBW-AM	WKBN-FM WKBN-AM WBBW-AM	WKBN-FM WKBN-4M WBBW-4M
A/M '79  1 WKBN-FM  2 WHOT-AM  3 WKBN-AM  4 WYFM-FM  5 WBBW-AM	WKBN-FM WKBN-AM WBBW-AM WYFM-FM WNIO-AM	WKBN-FM WKBN-4M WBBW-4M WYFM-FM WHOT-4M
A/M '79  1 WKBN-FM 2 WHOT-AM 3 WKBN-AM 4 WYFM-FM 5 WBW-AM M-F,8-10am 1 WHOT-AM	WKBN-FM WKBN-AM WBBW-AM WYFM-FM WNIO-AM	WKBN-FM WKBN-AM WBBW-AM WYFM-FM WHOT-AM
A/M '79  1 WKBN-FH  2 WHOT-4M  3 WKBN-AM  4 WYFM-FM  5 WBBW-4M  M-F,6-10am  1 WHOT-4M  2 WBBW-4M	WK BN-FM WK BN-AM WB BW-AM WYFM-FM WNIO-AM WK BN-AM WB BW-AM	WKBN-FM WKBN-AM WFM-FM WHOT-AM WBBW-AM WKBN-AM
A/M '79  1 WKBN-FM 2 WHOT-AM 3 WKBN-AM 4 WYFM-FM 5 WBBW-AM M-F,8-10am 1 WHOT-AM 2 WBBW-AM 3 WKBN-FM	WKBN-FM WKBN-AM WBBW-AM WYFM-FM WNIO-AM WKBN-AM WBBW-AM WKBN-FM	WKBN-FM WKBN-AM WBBW-AM WYFM-FM WHOT-AM WBBW-AM WKBN-AM WKBN-FM
A,M '79  1 WKBN-FM 2 WHOT-4M 4 WYFM-FM 5 WBBW-4M  M-F,6-10am 1 WHOT-4M 2 WBBW-4M 3 WKBN-FM 4 WKBN-FM	WKBN-FM WKBN-AM WBBW-AM WYFM-FM WNIO-AM WKBN-AM WBBW-AM WKBN-FM WHGT-AM	WKBN-FM WKBN-AM WFM-FM WHOT-AM WBBW-AM WKBN-AM
A,M '79  1 WKBN-FM 2 WHOT-4M 3 WKBN-4M 4 WYFM-FM 5 WBBW-4M  M-F,6-10am 1 WHOT-4M 2 WBBW-4M 3 WKBN-FM 4 WKBN-FM 5 WYFM-FM	WKBN-FM WKBN-AM WBBW-AM WYFM-FM WNIO-AM WKBN-AM WBBW-AM WKBN-FM	WKBN-FM WKBN-AM WBBW-AM WYFM-FM WHOT-AM WBBW-AM WKBN-AM WKBN-FM WHOT-AM
A/M '79  1 WKBN-FM 2 WHOT-AM 3 WKBN-AM 4 WYFM-FM 5 WBBM-AM M-F, 6-10am 1 WHOT-AM 2 WBBM-AM 3 WKBN-FM 4 WKBN-AM 5 WYFM-FM M-F, 3-7pm	WKBN-FM WKBN-AM WBBW-AM WYM-FM WNIO-AM WKBN-AM WBBW-AM WKBN-FM WHOT-AM	WKBN-FM WKBN-AM WBBW-AM WYFM-FM WHOT-AM WBBW-AM WKBN-AM WKBN-FM WHOT-AM
A/M '79  1 WKBN-FM 2 WHOT-4M 3 WKBN-4M 4 WYFM-FM 5 WBBW-4M  M-F,6-10am 1 WHOT-4M 2 WBBW-4M 3 WKBN-FM 4 WKBN-FM M-F,3-7pm 1 WKBM-FM	WK BN-FM WK BN-AM WB BU-AM WY FM-FM WN IO -AM  WK BN-AM WB BU-AM WK BN-FM WHOT - AM WY FM-FM WK BN-FM	WKBN-FM WKBN-AM WBBW-AM WYFM-FM WHOT-AM WKBN-AM WKBN-FM WHOT-AM WKBN-FM WHOT-AM
A,M '79  1 WKBN-FM 2 WHOT-AM 3 WKBN-AM 4 WYFM-FM 5 WBBW-AM  M-F,6-10am 1 WHOT-AM 2 WBBW-AM 3 WKBN-FM 4 WKBN-FM 5 WYFM-FM M-F,3-7pm 1 WKBN-FM	WK BN-FM WK BN-AM WB BU-AM WYFM-FM WN IO -AM WK BN-AM WB BU-AM WK BN-FM WHOT - AM WYFM-FM WK BN-PM WK BN-PM	WKBN-FM WKBN-AM WBBW-AM WYFM-FM WHOT-AM WKBN-AM WKBN-AM WKBN-FM WHOT-AM WYFM-FM
A/M '79  1 WKBN-FM 2 WHOT-AM 3 WKBN-AM 4 WYFM-FM 5 WBBW-AM  M-F, 8-10am 1 WHOT-AM 2 WBBW-AM 3 WKBN-FM 4 WKBN-FM 4 WKBN-AM 5 WYFM-FM M-F, 3-7pm 1 WKBN-FM 2 WHOT-AM 3 WKBN-FM	WK BN-FM WK BN-AM WB BU-AM WYFM-FM WN IO - AM WK BN-AM WK BN-FM WHOT-AM WYFM-FM WK BN-FM WK BN-FM	WKBN-FM WKBN-AM WFM-FM WHOT-AM WKBN-FM WKBN-FM WKBN-FM WKBN-FM WYFM-FM WKBN-FM
A,M '79  1 WKBN-FM 2 WHOT-AM 3 WKBN-AM 4 WYFM-FM 5 WBBW-AM  M-F,6-10am 1 WHOT-AM 2 WBBW-AM 3 WKBN-FM 4 WKBN-FM 5 WYFM-FM M-F,3-7pm 1 WKBN-FM	WK BN-FM WK BN-AM WB BU-AM WYFM-FM WN IO -AM WK BN-AM WB BU-AM WK BN-FM WHOT - AM WYFM-FM WK BN-PM WK BN-PM	WKBN-FM WKBN-AM WBBW-AM WYFM-FM WHOT-AM WKBN-AM WKBN-AM WKBN-FM WHOT-AM WYFM-FM

# Cume Persons Trends/Rankings

Total 12+	
M-6, 6em-Midnight	

POP(	00):	4504

POP	(00): 450	) 4				
	A/M '79		O/N '79		A/M 180	
1	WHOT-4M	1429	WYFM-FM	1258	WHOT-AM	128
2	WYFM-FM	1259	WKBN-AM	1247	WKBN-FM	124
3	WKBN-FM	1193	WKBN-FM	1200	WYFM-FM	118
4	WBBW-4M	1062	WBBW-4M	1158	WKBN-4M	116
5	WK BN-4M	1005	WHOT-4M	1144	WBBW-4M	113
M-F, d	-10em					
1	WHOT-AM		WBBW-4M		WBBW-4M	
2	WBBW-4M		WKBN-4M		WHOT-4M	
3	WKBN-FM		WHOT-4M		WKBN-4M	
4	WKBN-4M		WYFM-FM		WK BN-FM	
5	WYFM-FM		WKBN-PH		WYFM-FM	
M-F, 3	-7pm					
1	WHOT-AM		WYFM-FM		WK BN-FM	
2	WYFM-FM		WKBN-FM		WHOT-AM	
3	WKBN-FM		WHOT-4M		WYFM-FM	
	WBBW-AM		WKBN-4M		WSRD-FM	
5	WSRD-FM		WBBW-4M		WKBN-4M	
Teen	5					
M-S, 6	am-Midnight					
POP(	00): 602					
	A/M 179		O/N '79		A/M '80	
1	WYFM-FM		WYFM-FM		WYFM-FM	
2	WHOT-4M		WHOT-4M		WHOT-4M	
3	WSRD-FM		WSRD-FM		WSRD-FM	
M-F, 6	-10am					
1	WHOT-4M		WYFM-FM		WHOT-4M	
2	WYFM-FM		WHOT-4M		WYFM-FM	
3	WMMS-FM		WKBN-4M		WSRD-FM	
M-F, 3	-7pm					
1	WYFM-FM		WYFM-FM		WYFM-FM	
2	WHOT-4M		WHOT-4M		WHOT-AM	
3	WSRD-FM		WSRD-FM		WSRD-FM	

# Adults 18-34

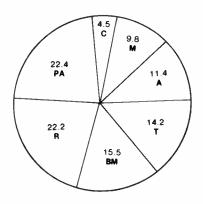
PO	Р(	00	):	1474	

	A/M '79	O/N '79	A/M '80
1	WHOT-4M	WHOT-AM	WHOT-4M
2	WYFM-FM	WYFM-FM	WYFM-FM
3	WSRD-FM	WSRD-FM	WSRD-FM
4	WKBN-FM	WKBN-4M	WMM S-FM
5	WKBN-4M	WBBW-4M	WKBN-FM
M-F, 6	-10am		
1	WHOT-AM	WHOT-4M	WHOT-4M
2	WYFM-FM	WYFM-FM	WYFM-FM
3	WSRD-FM	WKBN-4M	WSRD-FM
4	WKBN-4M	WSRD-FM	WMM S-FM
5	WKBN-FM	WBBW-4M	WKBN-4M
M-F, 3	-7pm		
1	WHOT-4M	WYFM-FM	WSRD-FM
_	WYFM-FM	WHOT-4M	WHOT-4M
3	WSRD-FM	WSRD-FM	WYFM-FM
	WKBN-FM	WKBN-4M	WMM S-FM
5	WMMS-FM	WMMS-FM	WKBN-4M
Adult	ts 25-54		
M-S, 6	em-Midnight		
POP (	(00): 2112		
	A/M '79	O/N '79	A/M '80
1	WKBN-FM	WKBN-4M	WKBN-FM
2	WHOT-4M	WKBN-FM	WK BN - 4M
3	WKBN-4M	WYFM-FM	WHOT-4M
4	WYFM-FM	WHOT-4M	WYFM-FM
5	WBBW-AM	WBBW-AM .	WBBW 4M

POP	(00): 2112		
	A/M '79	O/N '79	A/M '80
1	WKBN-FM	WKBN-4M	WKBN-FM
2	WHOT-4M	WKBN-FM	WK BN-4M
3	WKBN-4M	WYFM-FM	WHOT-AM
4	WYFM-FM	WHOT-4M	WYFM-FM
5	WBBW-4M	WBBW-AM	. WBBW 4M
M-F, 6	-10am		
1	WHOT AM	WKBN-4M	WK BN - AM
2	WKBN-FM	WBBW-4M	WHOT-4M
3	WKBN-AM	WHOT-AM	WKBN-FM
4	WB BW - AM	WKBN-FM	WBBW-4M
5	WFMJ-4M	WYFM-FM	WTFM-FM
M-F, 3-	7pm		
1	WKBN-FM	WKBN-4M	WKBN-FM
2	WYFM-FM	WKBN-FM	WHOT-AM
3	WHOT-4M	WYFM-FM	WK BN - AM
4	WKBN-4M	WHOT-AM	WYFM-FM
5	WBBW-4M	WSRD-FM	WBBW-4M

# **Format Penetration Chart**

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



# Format Legend

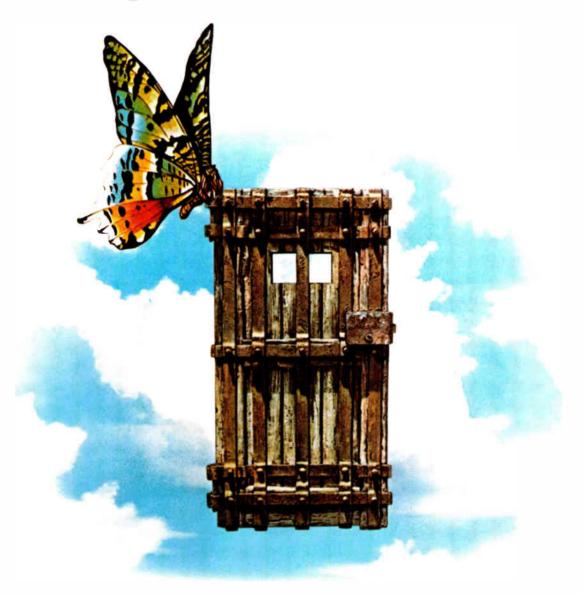
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