

Fall 1981 Ratings Results for the TOP 50 MARKETS

NEW IMPROVED GRAPHIC DISPLAYS

THE RATINGS RIVALS: Arbitron's Rick Aurichio and The Birch Report's Tom Birch Interviewed









A radio-oriented look at the prevailing viewpoints of each FCC Commissioner; a perspective

of this key bureau, along with their du	ities and responsibilities
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MANAGEMENT PERSPECTIVES	The Ratings Rivals — Arbitro and Tom Birch of the Birch Report answer the ratings questions radio broadcasters are most concerned about

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> EDITORIPUBLISHER: Bob Wilson EDITOR (Ratings): Jhan Hiber



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NBC Radio's Young Adult Network

FCC OYERVIEW Perspectives On The Fowler Commission

In his short term as Chairman of the FCC (just over a year), Mark Fowler has effected a revolution in the agency's guiding philosophy. Where other Chairmen have pledged to speed up the Commission's workings, Fowler has achieved demonstrable progress. His overriding goal of "unregulating" the broadcast industry seems to have taken hold at almost all levels. While attitudes on specific issues still vary among Commissioners and key officials, the overall stance of the Fowler FCC is dramatically different from previous incarnations.

With that change in mind, R&R presents this update and overview on the new Commission. Each Commissioner is profiled as to basic beliefs and perspectives on important issues. Broadcast Bureau Chief Larry Harris and his deputy Jeff Baumann detail the ways in which they've streamlined many of the bureaucratic processes which formerly kept broadcasters frustrated in stagnation. And each of the Division Chiefs within the Broadcast Bureau structure are examined, with their principal areas of concern highlighted.

The FCC's internal changes have already had a profound effect on radio broadcasters, and will continue to do so. We hope you'll find these profiles a useful thumbnail guide to the 1982 model FCC.

The Reagan Commission — Unregulate And Rely On The Marketplace

President Reagan last year had the unprecedented opportunity of naming four of seven FCC Commissioners. In the process, he has molded an agency in tune with his views on slashing government regulation. Pro-competition and deregulatory steps began under the Ferris administration, but have picked up enormously in pace and scope under Mark Fowler's leadership. Following are profiles of the current Commissioners.



Mark Fowler
Chairman (Republican)
Term expires in 1986.

A self-proclaimed champion of "unregulation," Fowler has lived up to the billing. The former radio disc jockey and ex-communications attorney has succeeded in steering the Commission on a path of cutting rules, promoting competition, and letting marketplace forces regulate broadcasting.



Anne Jones
(Republican)
Term expires in 1985.

Jones has been a consistent supporter of the Chairman and a longtime advocate of dumping the Fairness Doctrine and Equal Time Provision. Also an early supporter of allowing the marketplace to regulate broadcasting, Jones in 1980 was one of only two Commissioners to favor letting the marketplace, rather than the FCC, dictate which AM stereo system would gain dominance. Speculation is that she will leave the Commission prior to her term's end.



Abbott Washburn(Republican)
Term expires in 1982.

Viewed as a moderate Republican, Washburn has almost no chance of reappointment when his term expires in June. Without exception, the White House is refusing to renominate GOP members of regulatory agencies. Of the four Republican Commissioners, Washburn is viewed as being the least enthusiastic about unregulation. For instance, he voted against the FCC's recommendation to Congress that it lift equal time and fairness rules.

FCC OVERVIEW Perspectives On The Fowler Commission



Jim Quello

(Democrat) Term expires in 1984.

A former broadcaster himself, Quello has long been regarded as pro-industry. Even though he's a Democrat, Quello has been an ardent supporter of Chairman Fowler, whom he has praised lavishly in public. Quello, 68, plans to retire when his current term ends. President Reagan reappointed him last year.



Joe Fogarty

(Democrat)
Term expires in 1983.

Fogarty's prime interest since joining the FCC in 1976 has been the common carrier field and AT&T. This interest has sometimes given him the label in corporate offices at the "AT&T Commissioner." Of all the Commissioners, however, Fogarty is the most likely to support federal regulation to protect the so-called "public interest" concept, rather than relying on marketplace forces. With the departures last year of Commissioners Charles Ferris and Tyrone Brown, Fogarty has become increasingly isolated, often casting the sole "no" vote on many issues.



Henry Rivera

(Democrat)
Term expires in 1987.

The Commission's newest member, Rivera is a conservative Democrat appointed last year by President Reagan. He's described as a quick learner, but with a lot to learn, since he has no prior background in communications. The first Hispanic ever appointed to the FCC, Rivera has become the voice of minorities at the agency. He has thrown himself into heading up the Advisory Commission on Alternative Financing for Minorities in Communications and has led the fight against White House proposals to weaken the FCC's equal employment opportunity (EEO) rules. On other issues, Rivera has generally supported Fowler unregulation initiatives.



Mimi Dawson

(Republican)
Term expires in 1988.

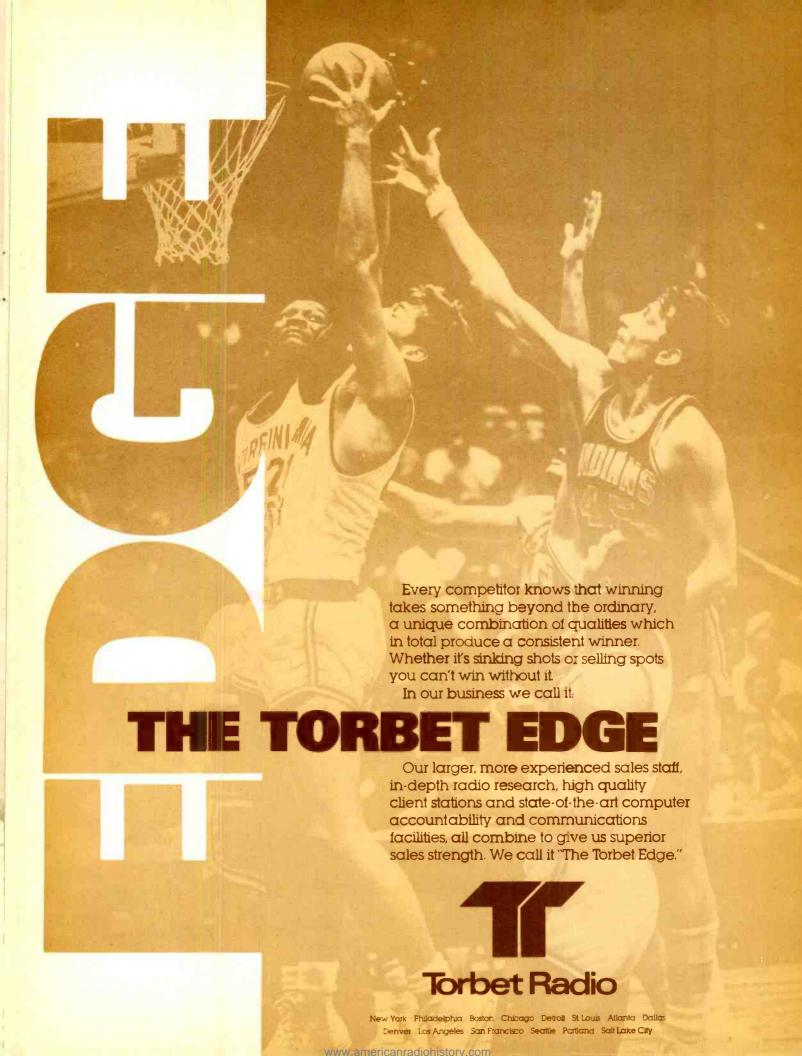
Formerly the top aide to Senate Commerce Committee Chairman Bob Packwood (R-OR), Dawson has focused her attention on tightening up management of the agency, and on maintaining the integrity of the broadcast spectrum. She believes more effort must be made to make sure new services don't create interference or other technical problems. Dawson has been a consistent supporter of unregulation.



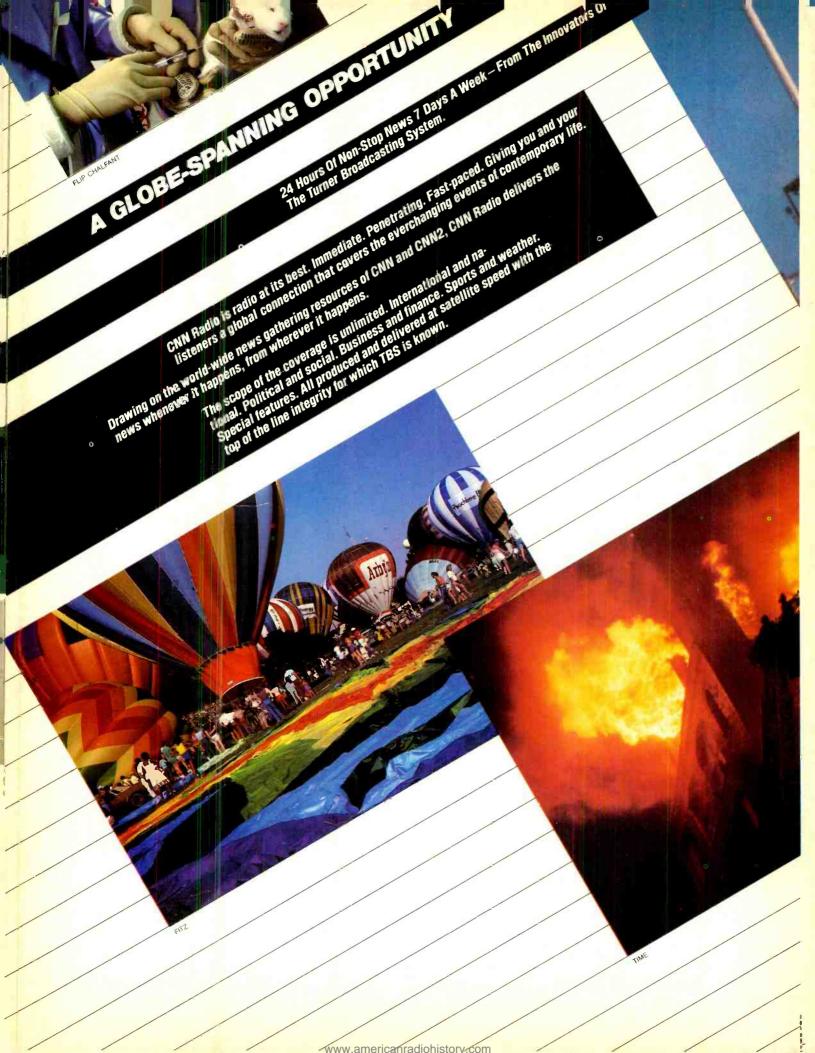
Steve Sharp

General Counsel

Often known among industry observers as the "eighth Commissioner," Steve Sharp has successfully kept the FCC out of the courts on several issues. Sharp's most controversial actions, however, have come off the playing field in his bid to become a full-time Commissioner to replace Abbott Washburn. A former broadcaster who still does live interviews with News/Talk stations from both his office and his home study, Sharp is a Fowler loyalist and a good friend of the Chairman's.







The Broadcast Bureau In Transition

"This Bureau has got to move ahead!" says new Broadcast Bureau Chief Larry Harris, setting the tone for his leadership of the FCC bureau that regulates radio and television. "They're not paying us to sit here and wait for the Commission to tell us what to do. They're paying us to move and move quickly — get that paperwork out of here!"

Harris came to the FCC in January from private industry and law practice, openly announcing he'll stay only for two years. After that, he says, you begin to believe everything you've done is perfect and should be perpetuated.

Harris, a longtime friend of FCC Chairman Mark Fowler, has set an ambitious

agenda for himself: to streamline the bureau, wipe out backlogs in applications processing, move broadcast policy items through the FCC at a pace "you've never seen before," and yank the Commission out



Larry Harris

of the path of oncoming new technologies.

After only three months on the job, Harris already claims tangible results. He's slashed his own staff (the "front office") from 22 to 14 people. Gone is the Program Planning & Evaluation staff that used to prepare agenda items and engage in long-range planning.

More authority has been vested in the Bureau's six divisions: Facilities, Licensing, Complaints & Compliance, Hearing, Policy & Rules, Renewal & Transfer. The result, says Harris, is quicker turnaround and less wasteful review and rewriting, higher morale, and a better quality of work from the divisions.

"I was getting work up here with a lot of typographical errors and grammatical mistakes," Harris recalls of his first weeks on the job. "I think the reason was they figured it was going to be rewritten up here anyway."

More Changes

But the front office changes are just the beginning. The Fairness and Political Broadcasting unit is being shipped off to the General Counsel's office and the entire

bureau is being carefully analyzed for other possible shifts.

Harris adds, "It's no secret that we're probably going to be getting some new functions in this bureau." Active consideration is being given to adding a new division to regulate video services — cable and low power television, Direct Broadcast Satellites (DBS), and Multi-Point Distribution Services (MDS).

"What I want is a division that's responsible for really forcing new technologies out, getting the momentum going so we don't just talk about new technologies," Harris envisions. "Let the marketplace decide if they're any good. Why should we evaluate whether it's good or not? That's not our function."

Speed seems to be a watchword of the Harris regime. He forecasts "drastic im-

provement" in the handling of petitions to deny applications within six months. He's cut from 11 to five the number of days it takes the bureau to respond to letters from Congressmen. His divi-



sion and bureau *Jeff Baumann* chiefs are under orders to answer phone calls the same day — "the rule of common sense and decency," he calls it.

As bureau chief, Harris believes he can crank up productivity and boost employee morale by being accessible to his staff. "Let yourself be seen in the divisions," he advises himself. "Don't sit in this office like King Farouk!"

Broadcasters Not The Enemy

Harris claims success in banishing an attitude he believes used to permeate the FCC: that broadcasters were somehow the

enemy. "They're our broadcasters," Harris says protectively. "My theory is to let them make as much money as they can, as long as they comply with the law. They have a constitutional right to go bankrupt and we shouldn't stand in their way if they choose to do so."

Above all, Harris is enthusiastic about his job. "It's much more interesting than I ever imaged. I hear people say their jobs change every day; well, mine changes every hour!" And he's trying to transmit some of his own enthusiasm to Bureau employees.

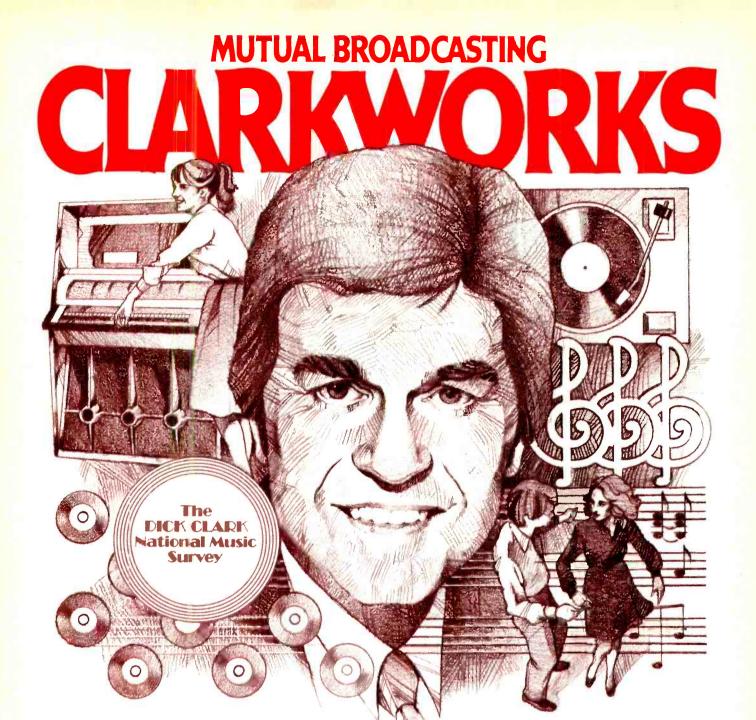
"I want to make this a more interesting place for people to work, and I think I've already started that. You've got to instill a spirit of enthusiasm," he says of his management style. "Don't play games. Play it straight out."

Harris sees a more open channel of communication now between the Broadcast Bureau and the Commission, a view echoed by Harris's deputy, Jeff Baumann.

"At one point it seemed to me items were put off forever," Baumann remembers. "Now I see the Commission much more willing to look at difficult items and our Bureau much more willing to put them on the agenda." The seven Commissioners are especially willing to tackle "new technologies, competition and intelligent deregulatory items," Baumann contends.

The emphasis in the Bureau today is on "people doing the work they're paid for in the least possible time," according to the number two man, especially when budget and staff cuts are cutting into the FCC's resources.

As for the internal operations of the Bureau's six divisions, Baumann sees a gradual but steady shift. As a result of deregulation, there's less and less work to do in renewals, transfers and rule enforcement. But a burst of interest in AM, FM, and low-power television has added to the workloads of the Facilities and Licensing Divisions. And, deregulation itself creates a burden for the Policy & Rules Division which must generate the rulemakings that cut red tape.



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How The Broadcast Bureau Works

Broadcast Bureau Chief Larry Harris has slashed his own staff and placed more responsibility — and authority — in his six divisions. What do these divisions do, who's in charge and how are they evolving?



Renewal & Transfer Division

Roy Stewart
Division Chief

The division's job is to process applications for station renewals, sales and internal transfers of control, as when a stockholder gains a controlling interest.

Deregulation has had a major impact. Ascertainment & programming are now irrelevant in radio renewals. Renewal applications have been reduced to a five-question postcard. Congress has extended radio licenses to seven years and television licenses to five years. Even station sales are gradually being simplified. For instance, buyers now need only to certify - rather than prove with documentation - that they have funds available to operate for the first three months.



Hearing Division

Chuck Kelly Division Chief

This division is reportedly "as busy as ever" at its task of conducting hearings to choose winners among mutually exclusive applicants and other cases where the Commission orders a hearing — the FCC version of a legal trial. However, in the renewal area, the division's workload has fallen off a bit as the Commission designates fewer renewal applications for hearing than it used to.



Facilities Division

Larry Eads
Division Chief

This unit reviews the complex engineering portions of new station and major facilities changes applications, with a particular emphasis avoiding interference to other stations. Within the past six months, a boom in AM, FM, and UHF-TV applications has hit the division, which also faces the task of processing over 5000 low-power TV applications. An extra 14 employees may be added to cope with the low power dilemma, but at the same time, processing times for other applications have been slowed recently because hard-toreplace engineers are fleeing the FCC for better-paying jobs in the private sector.





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FCCOVERVIEW Perspectives On The Fowler Commission



Complaints & Compliance Division

Jeff Malickson
Acting Assistant Division Chief

Investigating complaints of rule violations and assuring compliance with regulations is this division's function. But in recent years the FCC has placed more trust in the honesty of broadcasters, leaving only the most serious cases for major investigations. With less and less to do, the division staff has been dwindling, with 18 more employees possibly leaving by year's end. Rumors have circulated for years that the division would be folded into Renewals & Transfer, an idea that's still under active consideration.



Policy & Rules
Division

Rod Porter Division Chief

The two major functions of this division are allocating new and TV frequency assignments and preparing rulemaking changes in the broadcast area. Thus, while deregulation is cutting rules and regulations, it at least temporarily increases this division's workload. The unit has also been affected by the recent boost in the number of requests to have new FM and TV frequencies assigned to communities.



License Division
Andy Yoder
Chief

This division receives applications, forwards them to the proper office for processing, keeps station files up-to-date, and notifies stations when applications are granted. Computers have helped reduce backlogs drastically in the last two years. It now takes no more than ten days to log in an application and send it to the Facilities Division for processing. In 1980 that step took up to six months. Yoder says the division is ahead of schedule on achieving a goal of wiping out all backlogs by September 30.

The division also operates the Public Reference Room, where the public can get information on stations. Delays and unfulfilled requests due to missing files are still major problems.



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MANAGEMENT PERSPECTIVES

The numbers from the first nationwide 12-week long fall survey are out, and the first 1982 edition of the **R&R Ratings Report** reflects the results. We'll look at the data from the top 50 **Arbitron** markets in an effort to provide useful information to advertisers, radio managers, programmers, and sales staffs.

This edition of the Ratings Report contains new features mixed with previous favorites, including:

- Audience Rank/Composition Graphs, showing top 10 average and cume stations, as well as the percentage of each station's total audience that comes from the 18-34 and 25-54 demos.
- Regional Format Preference Charts, showing the most popular formats in the four regions of the country as well as the national picture.
- Format Leaders, showing the top stations in each major format, ranked on average quarter hour and cume.

- Drive-Time Dominators, which lists the top stations and personalities (average and cume) in both AM and PM drive.
- "The Ratings Rivals," interviews conducted by me with Arbitron's Rick Aurichio and Tom Birch of the Birch Report. The ratings firm leaders provide differing answers to many of the industry's most burning questions.

Hope you enjoy these refinements to the previous Ratings Report editions.

What were the highlights of the fall '81 survey? One of the keys, especially in markets such as Atlanta, Miami and Memphis, was that this was the first book in which Arbitron plugged in the 1980 census data. Ethnic populations

were notably adjusted upwards in many metros and this new reality was reflected in the numbers.

Some good news was that the usable samples in most markets were up significantly over the fall '80 survey. Generally, the data from this survey is more reliable than earlier fall efforts.

Among the formats, Adult Contemporary reclaimed the most 12+ firsts among the top 50, ousting AOR. A/C was tops in 11 markets, with News/Talk a strong second with the best score in nine metros. AOR and CHR were best in seven each, while Country was stable, leading in six markets.

As always, this volume of the 1982 Ratings Report was a team effort, so hats off to those who helped. Allen Klein and the Media Research Graphics© team supplied the chart displays while Gil Bond and the Market-Buy-Market© system generated the share trend information. The format editors exerted themselves to gather data for the market overviews, and Art Director Richard Zumwalt and his production staff worked superbly to put this edition together. Thanks also to Executive Editors Ken Barnes and John Leader for their coordination, and most finally thanks to Assistant Editors Linda Moshontz, Christina Anthony, and Sylvia Salazar. Without their help this project would not have been completed in such fine fashion.

And here's to you! Your support and use of this Report give us the incentive to keep trying to make them more useful for the broadcast and advertising communities.

— Jhan Hiber

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THE RATING RIVES:

Arbitron's Rick Aurichio



ARBITRON RADIO

R&R: Are you surprised at the current level of apparent unhappiness with your company's pricing policies, with some leading stations cancelling your service?

RA: There aren't that many that have really dropped the service. However, when the old five-year contracts began to wane, we tried to explain what was going to happen when renewal time would approach. We were fully aware that what we were talking about was not being listened to totally, and then when D-day (renewal time) came there would be a tremendous amount of heat. And it happened.

R&R: So it's your feeling that the message about the upcoming big rate jump did not get across.

RA: Let's say it wasn't totally accepted that it was going to happen.

R&R: In retrospect, do you think Arbitron should continue to offer five-year contracts?

RA: Absolutely. I think it's wise that the industry has the choice of one, three or five-year contracts.

Production Steps

R&R: What about your production techniques? It seems that steps have been taken to expedite report production, yet there haven't been many accolades from the industry for that. Why do you think that is?

RA: I think first that the stations became used to it very rapidly — it's liked but you get used to it quickly. Secondly, I think stations may be happier about it than reps, who are now inundated with so many reports in such a short time span.

R&R: Do you see continued reduction in the production time cycle?

RA: We want to do the spring sweep even more quickly than last year, which was about 60 days.

R&R: What's your goal for this spring?

RA: Externally we are shooting for a 50-day cycle. We're still shooting to get that timetable even shorter.

R&R: What shortcuts will have to be taken to achieve more efficient production timetables?

RA: It's not so much a matter of shortcuts as it is increasing capacity to process the data. Currently we are producing 15-20 reports daily. We hope to be able to double that capacity.

R&R: One of the steps taken to expedite production was the elimination of production callbacks to resolve conflicts and the substitution of the ascription technique. There appear to be continuing problems with the current procedure. In the last two Salt Lake City sweeps, for example, in the major metro county the ascription assignments have gone contrary to the previous year's intab ratios between the stations in con-

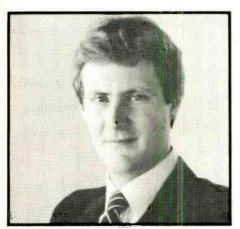
Continued on Page 23

or over a decade Arbitron has been the acknowledged radio ratings leader. Predecessors and challengers alike have perished or bowed out after trying to compete — Pulse, Hooper, Audits & Surveys, Burke, RAM Research, and more.

But now Arbitron faces its strongest challenger in some time. The Birch Report, begun in Tom Birch's garage just two years ago, has been gaining steadily, and with its takeover of Media Statistics Inc. (another former Arbitron competitor), now surveys almost 250 markets nationwide.

Arbitron, as Birch would be the first to admit, is still the colossus in the field. But the Birch Report appears to be a solid contender, and has awakened considerable broadcaster interest. In order to contrast and compare the approaches and philosophies of the two ratings firms, R&R Ratings & Research Editor Jhan Hiber interviewed Arbitron Executive VP/GM Rick Aurichio, who supervises both the radio and TV divisions of the firm; and Birch Report founder Tom Birch. Each gives his views on a cross-section of the issues current in the radio ratings field.

The Birch Report's Tom Birch



The Birch Report

R&R: With the recent acquisition of Mediastat, what is the scope of your business?

TB: We are now in 42 of the top 50 markets and we'll fill in the gaps by midsummer. We're also doing monthly surveys in markets outside the top 50. But the big change with the Mediastat move came when we picked up their 200 non-monthly survey markets.

R&R: Have you had any problems converting Mediastat customers to your service?

TB: It's too early to tell. We expect to see a very good rate of transfer to the Birch Report.

R&R: Do you think you might lose some markets where Mediastat was in service?

TB: We don't think we'll "lose" any markets. However, we may put on hiatus a couple of markets where Mediastat's base was small and where we had no presence. Philadelphia and Denver are two markets where we may stop surveying temporarily until we sign new accounts.

Birch Mission?

R&R: What is your goal? Do you plan to come on as a competitor to Arbitron or are your ambitions limited, perhaps to just be used as a programming tool?

TB: The mission of the Birch Report is to provide all users of radio — broadcasters and advertisers — with sales, programming, and media planning information. We want to be considered a full-fledged national rating service.

R&R: Do you plan to become competitive with Arbitron?

TB: If we compete with Arbitron that's in the minds of those purchasing the product. Because of our low price people can buy the service without

necessarily having to give up Arbitron.

R&R: What are you going to do to overcome the perception that your company offers a programming-oriented service?

TB: The answer is the Quarterly Summary Report.

R&R: How many markets is this quarterly product available in?

TB: It will be available in any market where we do monthly surveys. For example, in markets where we were surveying monthly in December, the quarterly report, covering three month's data, will be out in early April. In those markets where we began surveys in January, the quarterly numbers will be issued in early May.

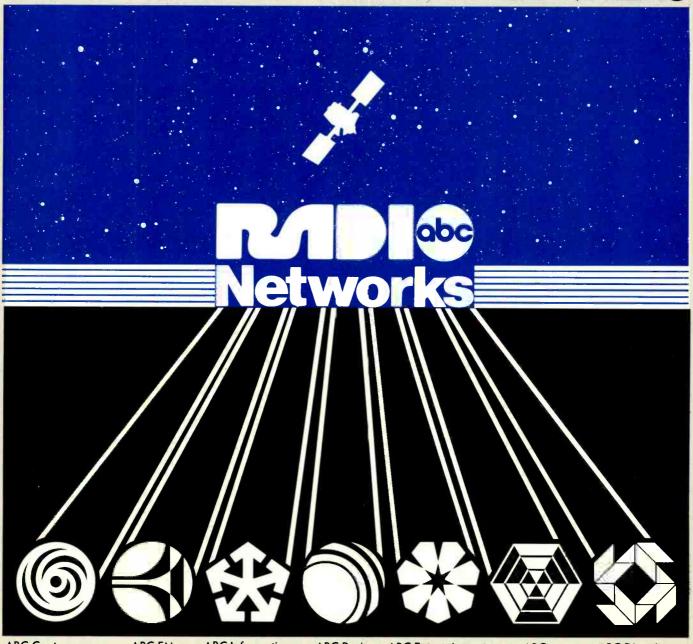
R&R: What will your Quarterly Summary Report contain that is not available in an Arbitron book, for instance?

TB: Product usage information. Location of listening broken down by home, car, and other away-from-home. County-by-county estimates.

Continued on Page 26

Discover tomorrow today at the ABC Radio Networks' Hospitality Suite. Explore new frontiers in satellites and network programming. Talk to satellite expert Ron Pearl. Meet with Bob Chambers on Talk Radio. Get a close-up view of the future of network radio. It's all happening at Suite 2766. The Hyatt Regency in Dallas at the NAB.

82: OPENING NEW FRONTIERS



ABC Contemporary
Radio Network

ABC FM Radio Network ABC Information
Radio Network

ABC Rock Radio Network

ABC Entertainment Radio Network ABC TalkRadio ABC Direction Radio Network

Arbitron's Rick Aurichio

Continued from Page 20

ratios between the stations in conflict. Might Arbitron consider just using the previous year's intab ratios, rather than going to random number assignments that come out contrary to what appears logical?

RA: That's the luck of the draw, a chance situation. However, with a significant number of diaries that reversal shouldn't happen.

R&R: But it has.

RA: Sounds to me like a systematic problem, not a random number problem.

R&R: What about Differential Survey Treatment (DST)? Why do you think there is research industry unhappiness about this new ethnic retrieval technique?

RA: I don't think there is unhappiness. There is nervousness about it. People are concerned that it's going to have a dramatic impact on their audience estimates, and I can understand it totally. Some would have us take two years to phase this in so a history could be developed across the country, but that would be rather impractical.

R&R: You are testing a DST approach for Hispanics. Any prognosis?

RA: I suspect the new technique will be implemented in 1983.

R&R: Essentially, that would mean an elimination of the current personal diary delivery and pickup system for replacement by the standard technique of mailing a diary to the home?

RA: Yes.

Sunbelt markets we have seen Hispanic levels increase.

Diary Changes

R&R: What about diary improvements? The new diary coming out this summer makes more of an attempt to invite call letter entries. Do you foresee the day when Arbitron might not accept any entries except call letters?

RA: No.

R&R: So the industry concern that if someone writes down a slogan it wouldn't get credited is not a valid concern?

R&R: So if a station is not a subscriber to AID it can't have access to the information on working

RA: No, we wouldn't block a guy who is not a subscriber. If the guy needs it he gets it — if he doesn't need it he doesn't get it. This is a part of a philosophy that we are trying to adopt for the service. Customers are talking with us about the whole idea of making the book shorter, cutting the costs, and reducing the price. More information could be put on AID and the customers could then pay for what they need, depending on what they access.

"I think it's wise that the industry has the choice of one, three, or five-year contracts."

RA: Not at all. If we emphasize call letters the public will try to give you call letters, but if they don't know the calls they can't write them down. To reject information other than calls would be sheer lunacy.

R&R: What other diary changes can you foresee?

RA: Probably in the next two years we'll be going to a closed-end diary. Each quarter-hour in the broadcast day would be listed on the diary page, much like the current TV diary.

R&R: Will information on away from home in a vehicle listening also be retrieved in the same way, primarily through AID?

RA: Yes.

R&R: So neither of these new items will appear in the book?

RA: It depends on the demand. If the data is widely used then having it on the computer doesn't help.

R&R: For example, if a station salesperson is calling on a retailer, he can't very well take his handy-dandy computer terminal with him to do these new breakouts for the specific account.

RA: I understand, but this is a demand item.

Crystal Ball

R&R: Philosophically, what do you see ahead for Arbitron Radio over the next few years?

RA: When we last talked we discussed the increasing cooperation between the radio and TV resources at Arbitron.

R&R: Is that approach working?

RA: It's starting to.

R&R: What kind of improvements are you seeing?

RA: We aren't seeing any results right now. We will in a year or two see benefits as production efficiencies, made possible by the similarities between the two services, come into play.

R&R: What benefits could the industry look forward to in the time frame you mentioned?

"We ultimately think we can hold the line a little bit better on prices."

R&R: Would this hit in the spring '83 sweep?

RA: Possibly, but we're still obtaining information. We're trying to look at the advantages of personal placement and retrieval (PPR), which is that it reaches non-phone homes, and we're trying to compare the merits of PPR to DST. That information is being built now, so it's tough to say when we might change the Hispanic methodology.

R&R: What do your research tests show regarding how Hispanic DST might affect Hispanic listening levels?

RA: The information we have so far is that it makes very little difference. However, in some

R&R: When I interviewed Mike Membrado during his term as head of the radio division, he mentioned that it would be two years before data on working women would find its way into your reports. I understand now that working women data will be available starting this summer. What caused the speed-up?

RA: In conjunction with the Advisory Council, the decision was made not to put this information in the book. We can capture this information very easily but the extraction process slows you down. The step that speeded up the release of working women information was the decision to make this data available on the AID system.

Aurichio

RA: Primarily cost savings. We ultimately think we can hold the line a little bit better on prices. One way would be to save printing and mailing costs — which have skyrocketed — by making available to all our subscribers some sort of computer terminal or microprocessor unit so they can access the data electronically.

R&R: As opposed to getting their books?

Station Relations

R&R: How would you describe the state of station relations with Arbitron right now?

RA: You have to divide the market into two camps. One camp has not seen a dramatic increase in its rates over the last year or so. There's another camp that has seen substantial increases over the past year.

R&R: Yes, I heard recently from a Pittsburgh broadcasters whose AM/FM rate went from \$27,000 annually to over \$100,000. And there are other examples I'm sure. measuring radio?

RA: I think it just becomes a matter of how the stations employ the information. If they are consis-

RA: I don't think Arbitron has ever reacted differently in the competitive arena. It's easy to get

into the business of research, and Arbitron is going

R&R: Do you think it will be a good thing for

the industry to have two ratings methodologies

to act as though we have tons of competitors.

stations employ the information. If they are consistent about it, don't switch from service to service, then it can be productive.

Monthly Reports

R&R: What do you see ahead in terms of help for the radio programmer?

RA: I'm not sure the Programmer's Package is the total answer. I think we have to do more test marketing among programmers before we start making modifications in what we offer to them. There's a lot of information that Arbitron can but doesn't produce that could be vital to programmers. I think the monthlies are valuable, for instance.

R&R: Do you feel the stations should have to pay for monthlies?

RA: We could produce the information in a different form, cut the processing costs, and that would lessen the bite. As they are currently done I feel stations are paying a fair price for the monthly data.

R&R: Could computer access be an option?

"The major negative about Arbitron at this point in time is a rate issue."

RA: Right. AID is the first step in that direction, but AID is a long way from a microprocessor. We could have everyone use a TRS-80 or an Apple unit, plug into the AID system, and retrieve whatever they need onto a floppy disc.

R&R: That might work well at the rep and major market level, but what about the need to increase sales to local retailers? Won't there still be a need for the books?

RA: Initially, yes. But as people get used to seeing computer printouts the advantage of the printed report will fade. Imagine getting computer runs with graphics, logos, etc. As soon as that begins to be the selling device the need for the book will disappear.

R&R: Can this be done and still keep costs down?

RA: That's the goal. Computer costs are getting more and more reasonable.

R&R: What about qualitative data? Do you plan to do more in this area?

RA: That's actually going down two paths at this time. You know about Qualidata and the information produced there. There is also a possibility that within the next two years we'll be capturing, in the diary, information on newspaper readership.

Additionally, we have recently signed a contract with a firm called Claritas which uses a "prism" concept involving clusters of qualitative data. We think this will be available in perhaps 15-20 markets this year.

R&R: Any estimates as to cost for obtaining this clustered information?

RA: Well, it'll be available through AID, plus there will be a fee to Claritas, an annual fee of \$250 plus a 25% surcharge over the usual time charges for AID runs. A customer will be able to group clusters to target how he looks among high socioeconomic or middle-income categories. We feel this will be an economical way for stations to obtain qualitative information.

RA: The major negative about Arbitron at this point in time is a rate issue. Many people feel the rates are too high.

R&R: Why do you think many people don't feel as though you are worth the money they pay?

RA: Even though Arbitron's revenue is less than 1% of the industry's revenue, there are some stations where our costs are a significant chunk out of the bottom line, perhaps more like 5%. Some people came off previous five-year contracts and are now coping with the higher rates. These are the major causes of unhappiness.

"The way the monthlies currently operate is probably not the way they should operate."

R&R: Mike Membrado was installed as VP for Station Management Relations. Has this move been well received by your clients?

RA: I think it's helped our customers realize that there are people at various levels of the company that can be dealt with.

R&R: Do you see any new customer relations steps being taken in the near future?

RA: We do see more of the training aspect becoming increasingly important. We need to look at how we can show the media buyers and advertisers to better use the radio research tools that are available. More information is not the answer — better information is the goal. We're hoping that we can use computers to train, on a local basis, individuals on a generic and hands-on basis so they are more familiar with radio information.

R&R: What would you say is the state of the competitive atmosphere in the radio research field? With some dropping Arbitron and supporting Birch, is this a message?

RA: Yes, either after each four weeks or after the complete sweep, stations could run off the data. Monthly data is valuable to the programmer and the marketing people, and many stations would want to have this information available.

R&R: But what about the use of the monthlies as selling pieces?

RA: When it gets into a direct buy/sell proposition in the finite sense, then use of the monthly data becomes dangerous. I don't know how to resolve that issue.

R&R: Finally, what future do you see for the monthlies?

RA: I see something different happening to the monthlies. I know that the way the monthlies currently operate is probably not the way they should operate. I do see them changing first, then expanding into more markets. We want to listen to our customers and down the road supply them with what they tell us they need.

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Blair Radio workshops. One more way Blair is working to help radio grow.



The Birch Report's Tom Birch

Continued from Page 21

R&R: These will all be in the book?

TB: Yes. In addition we'll include items such as cume duplication and reach and frequency comparisons, vital for buying and selling radio.

R&R: Let's talk about monthly reports. Arbitron is considering generating more monthly data, covering more markets. How would you compare your monthly service to Arbitron's?

TB: From what I've heard, the delivery of their monthly data is slower than ours. We survey two or three weeks monthly, where they do all four weeks. Our release time is to get the report back to the marketplace no later than two and one-half weeks after completion of the monthly sweep.

R&R: Arbitron's diary will be revised this summer to accent call letter entries more strongly. With your telephone methodology (24-hour quarter-hour recall and weekly cume recall), will you place the same amount of stress on call letters?

TB: There's no reason a station with identifiers other than calls should have trouble with our methodology. In fact we are revising our interview procedures to do a better job of capturing slogans.

Pricing

R&R: A lot of people seem to be upset at the pricing of Arbitron's new contracts. On a typical market basis, give our readers an example of how your service might be priced compared to Ar-

TB: In Boston, for example, the Arbitron contract for WHDH & WCOZ would have been over

should be about the same; Beautiful Music will be lower. Black-formatted stations do better with the telephone method we use, News stations a little lower than Arbitron, and Talk seems to be comparable or better than in Arbitron.

R&R: How do you compensate for possible female bias or orientation to your interviews?

TB: Any kind of sample inequity is handled by the use of sample balancing through our computer. However, in terms of the basic sample design we do tend to get larger in-tab from

TB: Effective with the Mediastat acquisition we have opened up a Washington office, staffed by key ex-Mediastat people. In the next few months we will be opening up offices in L.A. and Dallas, and by midsummer we will be opening a New York office. With more people closer to our clients we feel we'll be able to offer much better client relations.

Of course, the overall attitude of the company is important here. We see service as a major advantage over Arbitron. One of the chief complaints against Arbitron is "arrogance," and we hope we won't make that same mistake.

"Because of our low price, people can buy the service without necessarily having to give up Arbitron."

females, although Arbitron has the same problem, perhaps to a lesser degree than we do.

R&R: So how do you compensate for this?

TB: Going to the single-person-per-household interview recently has made a giant stride in improving our male/female balance. We now have a better chance of getting the cooperation of a male, especially those over 35.

Computer Access

R&R: What will the Birch philosophy be about computer access to your data? Do you see a time when your subscribers will have to pay a premium to access your data by computer, such as Arbitron's AID system?

"The major focus will be a full-court press to get agency acceptance."

\$200,000 in 1982. The Birch Report will cost the stations \$12,000.

R&R: That price covers monthly and quarterly

TB: Yes. Not only will we be doing more interviews than Arbitron over three months, but our price covers monthly information and four quarterly reports.

Format Biases

R&R: With your telephone recall methodology, what formats are likely to show better in your surveys than in Arbitron?

TB: If you were to compare telephone recall to the Arbitron diary - keeping in mind we both survey unlisted households - AOR will tend to pull higher shares with us than Arbitron; CHR

TB: Yes. We think AID is a good way of offering ratings and ultimately we are going to be working in the same direction. We want to get to an electronic book.

R&R: When could you see this happening?

TB: We would like to work on this in earnest this year with a possible '83 debut. We already have a limited capacity for clients to dial us up right now but we have not made this commercially available. We see the value of the electronic book as putting the cost of research on the people using it the most. Those not accessing the data frequently should not have to pay the same tab.

Station Relations

R&R: What are you doing to expand your presence nationally and enhance your relationship with clients?

R&R: How about an advisory body such as the one Arbitron has?

TB: That could possibly become part of our marketing mix in the future. I think it will be very valuable to have a committee of industry ombudsmen to guide us along.

Production Steps

R&R: Do you foresee that you might hire people with broadcast experience to work in your production headquarters to add reasoned judgement to your ratings production?

TB: This is an area where we are already very strong. My background is entirely in radio, and I'm very closely involved in the production pro-

R&R: Let's talk production timetables. You mentioned that the monthlies are out two-three weeks after completion of each sweep, with monthly surveys running either two or three weeks depending on the sample size in each market. What do you see for the quarterly report turnaround?

TB: 30-40 days.

R&R: So the first '82 quarterly would include January-March surveys and would hit the streets in late April or early May?

TB: Exactly.

Problems

R&R: Some have observed that in certain cases Birch's total week cumes are smaller than either Monday-Friday or weekend data. How do you plan to deal with this area of concern?

TB: In the monthly reports there can be daily cume information that shows what you described. This could happen when a station had a great deal of listening in the M-F period but little on the weekends, or vice versa.

Birch

R&R: Are you planning to put an explanation of this in your books?

TB: We are planning to put an explanation in our monthly books. This will not be a problem in the Quarterly Summary since no daily cume—just weekly cume—data will be shown in that report.

R&R: Would it be fair to say that Arbitron's cume information might be more reliable than yours?

in-tabs have not been at a level I would be comfortable with. We are looking for ways to augment our approach in such cases.

R&R: Would this include any non-telephone methodology?

TB: No, there will be no mixed methodology. The telephone has a good response and cooperation rate among ethnic groups.

R&R: Do you have bilingual interviewers in markets where there is a notable Hispanic population?

TB: Yes we do.

R&R: How have you sampled Hispanics?

"In Boston the Arbitron contract for WHDH & WCOZ would have been over \$200,000 in 1982. The Birch Report will cost the stations \$12,000."

TB: I think the strength of our methodology lies in the quarter-hour. The single-person-per-household technique makes our sample more reliable than the comparable Arbitron sample, and the telephone recall, it could be argued, is better than Arbitron's QH. On the other hand Arbitron has an advantage with the seven-day diary in retrieving a more accurate cume level among demos over 45.

Ethnic Procedures

R&R: Does the Birch Report plan to use any special techniques for black or Hispanic retrieval?

TB: Our experience with measuring blacks has been very good for the most part. Our only problem has been where there is a highly concentrated ghetto population. In those situations our TB: In markets like South Florida we have found we get a very good Hispanic representation in-tab. In markets like San Antonio and L.A., however, we have seen a deficiency in Hispanic household representation. We believe this is due to a larger percentage of non-telephone households in these markets. We are exploring ways to augment our sample to reach that type of Hispanic.

R&R: So you might do more telephoning and sampling into areas where you've had trouble getting in-tab from blacks and Hispanics?

TB: Correct.

Sales Visibility

R&R: What do you see ahead for the Birch Report in the next few years?

TB: The major focus will be a full-court press to get agency acceptance for the Quarterly Summary.

R&R: What are your plans along that line?

TB: We'll be doing seminars across the country that will be applications-oriented. We'll say "Here's the new Birch Report Quarterly Summary. It is a totally new animal. Before you throw up your hands over all this new data let us show you how this can make your shop a much better user of radio."

R&R: Do you think advertisers and media buyers may become more confused since they'll have two sources, as in the old Pulse-Arbitron days? Might not this cause a problem for radio?

TB: I don't think so. In our discussions with agencies across the country there is a genuine interest in having data reported more frequently, and there is a definite interest in a second service. Also, our reports are laid out in a very simple fashion. Once the buying community becomes accustomed to the fact that they can get qualitative and quantitative data in the same reports they'll find Birch very easy to use.

\$64,000 Question

R&R: Finally, Tom, why should a broadcaster who has seen A&S, Burke, and RAM come and go — why should a broadcaster now support Birch?

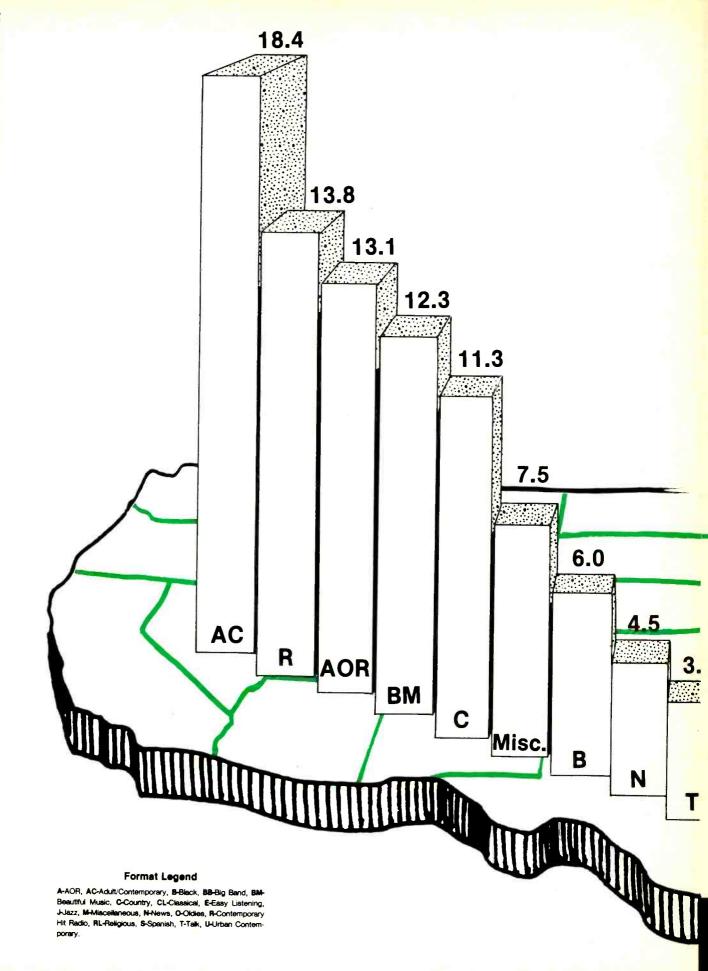
TB: Let's do away with the term "Support the Birch Report." We don't want "support" from anybody. What we want is for people to buy a product that is currently successful, profitable, and active in almost 250 markets. We can't think of any situation where a broadcaster could not enhance the bottom line, whether or not Arbitron is still subscribed to. The price we are charging is worth it for programming and sales information. There's no way a broadcaster cannot improve economically and in terms of marketing strategy if he or she buys the Birch Report.



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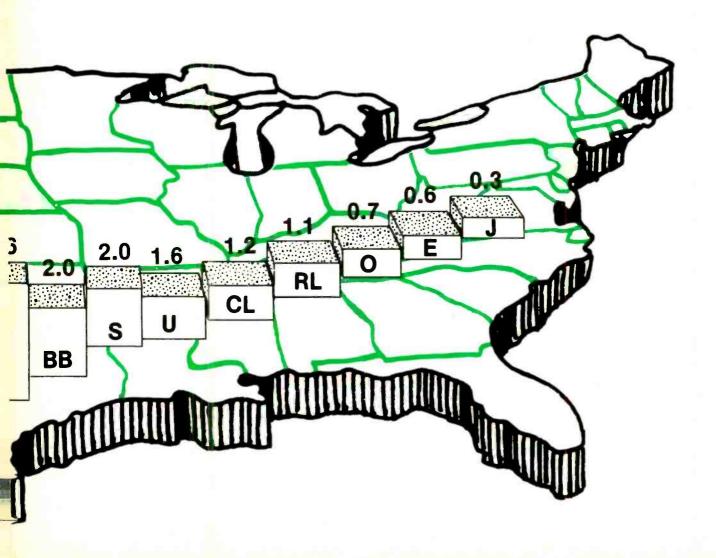
While in Dallas, call the Executive Inn or after the convention, cali (202) 232-6000.

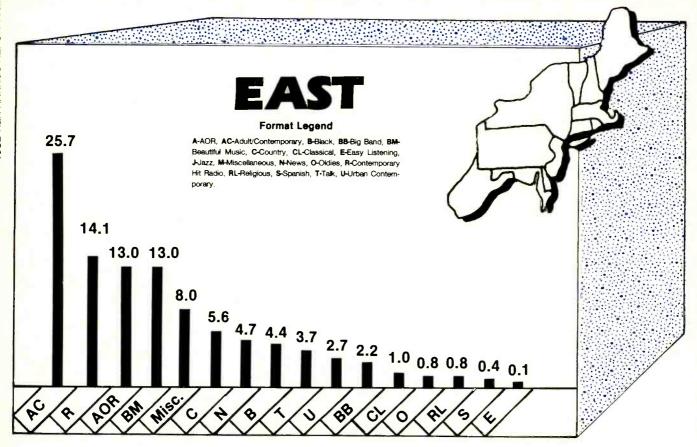


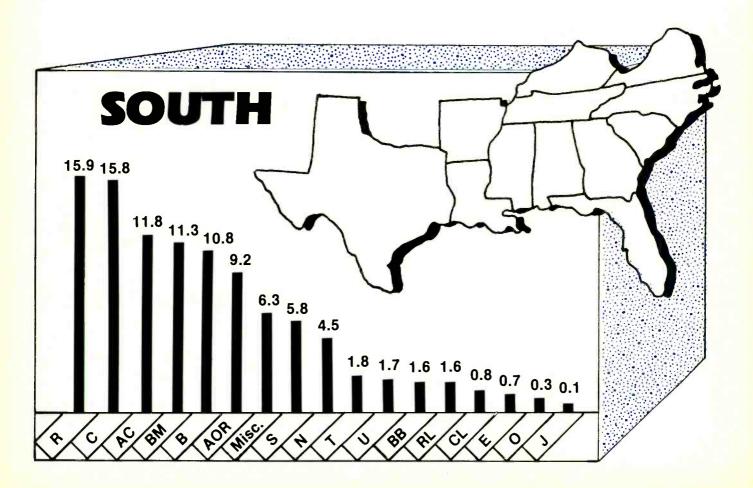
Format Preference Charts

How do the formats vary in strength around the nation, and what was the top format among the top 50 markets in the fall '81 sweep? The national format preference chart, as well as the regional charts, will give you a quick look at preferences in radio usage across the country.

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







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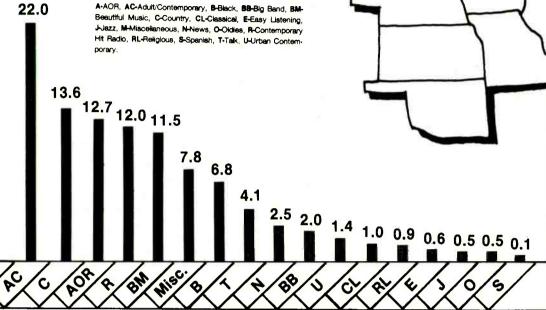
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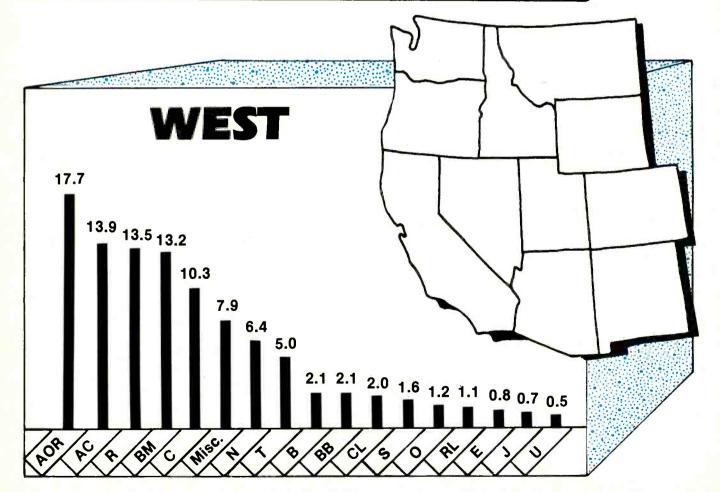
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Drive Time Dominators

Who are the top air personalities in the top 50 markets? What are the top 25 stations in morning and afternoon drive in the major markets?

R&R has answered these questions by researching the fall books in the dayparts of Monday-Friday 6-10am and 3-7pm. We've ranked the top 25 according to either their average quarter hour shares or their cume totals in the metro. Ranks are shown with station, market, and format, plus (where applicable) the name of the personality on in drivetime. With Arbitron's cooperation we were able to include the appropriate audience estimate also, allowing readers the chance to see just how powerful each station and personality really is.

Ton 25/C.	D.				_	
AM Driv	e (M-F	ersons 12+ , 6-10am)				ersons 12+ F, 3-7pm)
AM	_ (FM		AM	AC (IAI-I	, 5-7 pm) FM
WINS/New York (N) Paul Smith, Michael O'Neil, Jim McGiffert/1,805.000	1				1	WKTU/New York (U) Paco 1,169,200
WNBC/New York (R) Don Imus 1,362,500	2			WNBC/New York (R) Frank Reed 1.008,700	2	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
WCBS/New York (N) Jim Donnelly, Robert Vaughn 1.345.100	3			WINS/New York (N) Don Baldwin, Bob Howard, Stan Z. Burns/967,900	3	
WOR/New York (T) John Gambling 1,205,900	4				4	WPLJ/New York (A) Pet St. John 906,600
WGN/Chicago (T) Wally Phillips 1,035,700	5			WCBS/New York (N) Pat Parson, Ben Farnsworth 878,400	5	900,000
	6	WKTU/New York (U) Joe Cossi 1,020.800			6	WRKS/New York (U) Mary Thomas 877,400
WABC/New York (R) Ross & Wilson 972,000	7				7	WBLS/New York (U) Frankle Crocker 857.400
	8	WBLS/New York (U) Ken Webb 932,100			8	WYNY/New York (AC) Dan Daniel, Steve O'Brien 852.000
	9	WRKS/New York (U) Jeff Troy 878,900		WABC/New York (R) Dan Ingram 763.800	9	552.000
KYW/Philadelphia (N) Bill Shusta, Bob Witten, Harry Donahue/867,200	10			KABC/Los Angeles (T)	10	WPAT-FM/New York (BM) None 723,500
KABC/Los Angeles (T) Ken Minyard & Bob Arthur, Michael Jackson/818,700	11			Sportstalk: Geoff Witcher, Bud Furillo, Rick Talley; Dr. Toni Grant/702,800	11	723,300
	12	WYNY/New York (AC) Bruce Bradley, Bill St. James 811,500		WOR/New York (T) John R. Gambling, Carlton Frederick/643,800	12	
	13	WPLJ/New York (A) Jim Kerr 806.300			13	WRFM/New York (BM) Wess Richards, Al Turk
KFWB/Los Angeles (N) Dan Avey, Jim Burson, Don Wells/705,600	14				14	626,100 WCBS-FM/New York (O) Dick Heatherton, J.D. Holiday
WBBM/Chicago (N) John Hultman, Dale McCarren 701,100	15		1 12		15	611,400 KLOS/Los Angeles (A) Linda McInnes
WLS/Chicago (R) Larry Lujack 655,000	16				16	537,700 KMET/Los Angeles (A) Jack Snyder
WCCO/Minneapolis (AC) Roger Erickson, Charlie Boone, Bill Farmer/615,000	17			WLS/Chicago (R) Tom Graye 526,900	17	537,600
KDKA/Pittsburgh (AC) Jack Bogut 586,700	18				18	WNEW-FM/New York (A)
KNX/Los Angeles (N) Harry Birrell, Mike Pulsipher 582,600	19				19	Scott Muni 520.400 KBIG/Los Angeles (BM)
KMOX/St. Louis (T) Bob Hardy, Jack Carney 574,900	20			WGN/Chicago (T) Bob Collins, Sports: Bill Berg 488,900	20	Grant Nellson, Dave Robinson 503.700
37.,530	21	WRFM/New York (BM) Jlm Aylward 571,100		KYW/Philadelphia (N) Bill Bransome, Harry Johnson, Bob Nelson, Dick Covington	21	
KCBS/San Francisco (N) Al Hart 562,800	22	571,100		WHN/New York (C) Dan Taylor		
302.000	23	WPAT-FM/New York (BM) Ken Lamb 527,900		485,000 KFWB/Los Angeles (N) Charlie Brailer, Julia Chavez,	22	
	24	KLOS/Los Angeles (A) Frazer Smith 527,500		Don Wells/478, 700 WBBM/Chicago (N) Sherman Kaplan, Allan Crane	23	
KFRC/San Francisco (R) Dr. Don Rose 515,000	25	327,300		KNX/Los Angeles (N) Barry Rhode	25	
				463,600	23	



We doubled our Network Sales in '81 and we're bullish on '82. Network planners and buyers are discovering that the MMR Network delivers more: where it counts, in major markets. Let us show you how the MMR Network compares with other networks. Our Network computer will tailor a plan to fit your needs for any demographic or geographic target.

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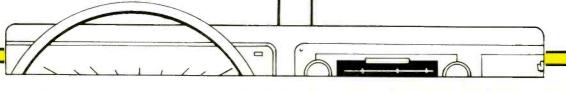
Drive Time Dominators

Top 25/Average Quarter-Hour Share, 12+ AM Drive (M-F, 6-10am)

AM Driv	auarter e (M-F,	-Hour Share, 12+ 6-10am)
AM		FM
WTIC/Hartford (AC) Bob Steele 39.3	1	
WCCO/Minneapolis (AC) Roger Erickson, Charlie Boone, Bill Farmer/32.2	2	
KDKA/Pittsburgh (AC) Jack Bogut 31.6	3	
KMOX/St. Louis (T) Bob Hardy, Jack Carney	4	
30.3 WGY/Albany (AC) Don Weeks, Harry Downie	5	
WIBC/Indianapolis (AC) Gary Todd	6	
20.3 WBEN/Buffalo (AC) Jeff Kaye	7	
19.6 WPRO/Providence (AC) Salty Brine	8	
18.3 WHIO/Dayton (AC) Lou Emm	9	
17.6 WGN/Chicago (T) Wally Phillips	10	
WDAF/Kansas City (C) David Lawrence	11	
17.3	12	WZZK/Birmingham (C) "Patti & The Doc"
WSB/Atlanta (AC) John Moore & Gary Kinsey	13	17.1
WTVN/Columbus (AC) Bob Conners	13	
WMAL/Washington (AC) Harden & Weaver	15	
WBAL/Baltimore (AC) Bob Jones, Jack Lacy	16	
16.8	17	KSTP-FM/Minneapolis (R) Chuck Knapp & Michael J. Douglas/16.4
KYW/Philadelphia (N) Bill Shusta, Bob Witten, Harry Donahue/16.1	18	
	19	WTQR/Greensboro (C) Mark Austin 15.2
WTMJ/Milwaukee (AC) Gordon Hinkley 14.6	20	
KTOK/Oklahoma City (AC) Bob Riggins, B.J. Wexler 14.4	21	
WKBW/Buffalo (R) Danny Neaverth 14.2	22	
KIRO/Seattle (N) Bill Yeend, Dave Stone	22	
14.2	24	WEZO/Rochester (BM) Jerry Warner
	25	14.0 KEBC/Oklahoma City (C) Lynn Waggoner

Top 25/Average Quarter-Hour Share, 12+PM Drive (M-F, 3-7pm)

PIVI DE	ive (ivi-r	, 3-7 pm)
AM		FM
WCCO/Minneapolis (AC) Steve Cannon	1	
19.0	2	WZZK/Birmingham (C) Rusty Walker 18 6
WTIC/Hartford (AC) Tom Tyler 18.4	3	
KMOX/St. Louis (T) Anne Keefe, Jack Carney, Bill Wlikerson/17,4	4	
	5	WHRK/Memphis (B) Ron Olsen 17.3
	6	WTQR/Greensboro (C) Billy Buck 17.2
	7	WEZO/Rochester (BM) Jerry Warner 16.7
KDKA/Pittsburgh (AC) Art Pallan, Trish Beatty 15.9	8	
	9	WLVQ/Columbus (A) Bill Pugh 15.4
	10	WHIO-FM/Dayton (BM) Bob Sweeney, Jim Jones 15.2
	11	KSTP-FM/Minneapolis (R) Dan Donovan 14.3
	12	WJYE/Buffalo (BM) Joseph Chille, Skip Edmunds 14.2
	13	WKDF/Nashville (A) Mike Beck 13.6
	14	WLYF/Miami (BM) George Rudolph, Don King (Ft. Lauderdale Book) 13.4
	15	WZGC/Atlanta (R) Dale O'Brien 13.1
	15	KZAP/Sacramento (A) John Russell 13.1
	17	WEZB/New Orleans (R) Duke Chandler 12.9
WDAF/Kansas City (C) Phil Young 12.7	18	
	19	WZEZ/Nashville (BM) Bill Gerson, Elizabeth Comfort 12.6
WIBC/Indianapolis (AC) Bob Richards 12 6	19	
	19	WEBN/Cincinnati (A) Denton Marr 12.6
	22	KGQN/Portland (A) Gloria Johnson 12.5
	22	WLKW-FM/Providence (BM) Ed Brand, Bill O'Donnel 12.5
	24	WAIL/New Orleans (B) Barry Richards 12.3
	25	WXGT/Columbus (R) Dave Robinson 12.0



The EMI America/Liberty Records

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(21-) 637-1890

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(213) 254-91

1982 FMI AMERICA RECORDS, a division of Capitol Recor

19.

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ormat eade

The leading stations by format in the top 50 markets are listed in the following section. R&R has culled the relevant market reports and compiled lists of the top 25 average and cume stations (or the top 10 for certain formats) in each leading format.

Please keep in mind that the rankings you'll see were based on total persons 12+, Monday-Sunday 6am-midnight, either average persons share or total cume persons, on a metro basis, Arbitron.

19.

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22.

23.

24.

25.

Adult Contemporary AOR **Beautiful Music Big Band** Black/Urban Contemporary Contemporary Hit Radio Country News/Talk Spanish

	Adult / Contemporary						
1.	WTIC/Hartford	1	WYNY/New York				
2.	WCCO/Minneapolis		KDKA/Pittsburgh				
3.	KDKA/Pittsburgh		WCCO/Minneapolis				
4.	WGY/Albany		WMGK/Philadelphia				
=	WIRCHadiananalia	٠,	WWW.Filliadelpilla				

6. 7. 8. 9. WMAL/Washington, DC10.6

10. 11. 12. 12. 14. 15. WRKA/Louisville9.2 16.

17. WHDH/Boston8.7 18. 19. 20. 21. 22. 22.

KVOL-FM/Dallas-Ft. Worth 8.2 22. 25 WLW/Cincinnati8.1 25.

CUME S..... 804.800 WBZ/Boston ... 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18.

WWDC-FM/Washington, DC349,500

CUME

AQH 1. 1. WLVQ/Columbus12.6 1. 2. 3. 3. KMET/Los Angeles954,900 4. 4. 5. 5. 6. 6. 7. 7. 8. 8. 9. 9. 9. 10. WMMR/Philadelphia588,200 9. WMJQ/Rochester9.7 11. 12. 12. WMMS/Cleveland9.0 13. 13. 14. WKZL/Greensboro8.9 14. 15. 15. 15. 16. 15. 17. WKLS-FM/Atlanta8.7 18. 18.

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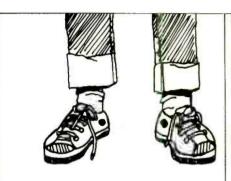
23.

24.



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PICK A 3-HOUR WEEKLY RATING BOOSTER TO FIT YOUR FORMAT



For Big Band, the hottest and brightest "new" show of the decade —

THE GOLLEN ERA OF THE EIGEANIA

All the music, all the stars, and hosted by the legendary Don Howard.



GODDARD'S GOLD

With Steve Goddard

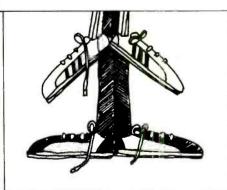
An unbeatable combination of solid gold hits, exclusive star interviews and much, much more. Without question, the definitive Golden Oldies Show.



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The greatest collection of number ones in Country Music — the best of the best — by the best.



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Christian oriented rock with Rudy Grande the bright, uplifting, happy sound of the 80's!!!

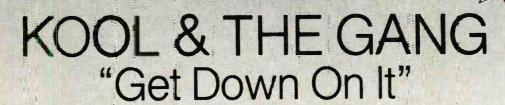
- D	eautiful Music AQH		CUME
R&R RATINGS REPORT/Vol 1 5	WEZO/Rochester	1	The state of the s
ص 2.	WHIO-FM/Dayton	2	. WRFM/New York
표 3.	WLYF/Miami	3	KBIG/Los Angeles
S 4.	WLKW-FM/Providence	4	. WPAT/New York
S 5.	WJYE/Buffalo11.6	5	
₹ 6.	WEZI/Memphis	6	. WLOO/Chicago
7.	WXTZ/Indianapolis	7	KOST/Los Angeles 545,700
8.	WZEZ/Nashville	8	. WLAK/Chicago
9.	WFOG/Norfolk 10.0	9	WEAZ/Philadelphia 467,500
10.	WEZW/Milwaukee	10.	WJR-FM/Detroit
11.	WVEZ/Louisville9.3	111	WWCH/Dbiledolphia
12.	KKNG/Oklahoma City9.0	12	
13.	WWEZ/Cincinnati		
13.	KSFI/Salt Lake City	13.	
15.	WLIF/Baltimore	14.	
16.	WWRA/Tompo	15.	
16.	WWBA/Tampa	16.	
	WGLD/Greensboro8.4	17.	
16.	KQXT/San Antonio	18.	KODA/Houston
19.	KEWT/Sacramento8.3	19.	KFOG/San Francisco
20.	WDOK/Cleveland8.1	20.	WAIT/Chicago
21.	KJQY/San Diego	21.	WSHH/Chicago
21.	KMBR/Kansas City7.9	22.	KMEZ/Dallas-Ft. Worth
23.	WGAY-FM/Washington, DC 7.8	23.	KOIT/San Eranaiaaa
24.	KMEO-FM/Phoenix		
25.	WBYU/New Orleans	24.	
_		25.	KYND/Houston
DI(g Band AQH		CUME
1.	WCOL/Columbus	1 1.	WNEW/New York
2.	WMLX/Cincinnati	2.	WJAS/Pittsburgh
3.	WJAS/Pittsburgh5.5	3.	WDAE/Tampa180,100
4.	KEZW/Denver5.2	4.	KPRZ/Los Angeles
5.	WECK/Buffalo	5.	KI NZ/203 Angeles
^			
6.	WDAE/Tampa . A 6		KEZW/Denver
ь. 7.	WDAE/Tampa	6.	WXKS/Boston
7.	KJLA/Kansas City	6. 7.	WXKS/Boston
7. 8.	KJLA/Kansas City	6. 7. 8.	WXKS/Boston 143,400 KMPX-FM/San Francisco 142,800 WHLI/New York 139,900
7. 8. 9.	KJLA/Kansas City 3.7 KUPL/Portland 3.5 WINN/Louisville 3.3	6. 7. 8. 9.	WXKS/Boston 143,400 KMPX-FM/San Francisco 142,800 WHLI/New York 139,900 WCOL/Columbus 138,700
7. 8. 9.	KJLA/Kansas City 3.7 KUPL/Portland 3.5 WINN/Louisville 3.3 WXKS/Boston 3.2	6. 7. 8. 9.	KEZW/Denver 150,900 WXKS/Boston 143,400 KMPX-FM/San Francisco 142,800 WHLI/New York 139,900 WCOL/Columbus 138,700 WWJF/Ft. Lauderdale (Miaml-Ft. Lauderdale book) 130,100
7. 8. 9.	KJLA/Kansas City 3.7 KUPL/Portland 3.5 WINN/Louisville 3.3	6. 7. 8. 9.	WXKS/Boston 143,400 KMPX-FM/San Francisco 142,800 WHLI/New York 139,900 WCOL/Columbus 138,700
7. 8. 9. 0.	KJLA/Kansas City 3.7 KUPL/Portland 3.5 WINN/Louisville 3.3 WXKS/Boston 3.2 BCK/Urban Contemporary AQH WHRK/Memphis 16.7	6. 7. 8. 9. 10.	WXKS/Boston 143,400 KMPX-FM/San Francisco 142,800 WHLI/New York 139,900 WCOL/Columbus 138,700 WWJF/Ft. Lauderdale (Miami-Ft. Lauderdale book) 130,100 CUME WKTU/New York 2,017,700
7. 8. 9. 0.	KJLA/Kansas City 3.7 KUPL/Portland 3.5 WINN/Louisville 3.3 WXKS/Boston 3.2 BCK/Urban Contemporary AQH WHRK/Memphis 16.7 WAIL/New Orleans 10.6	6. 7. 8. 9. 10.	WXKS/Boston 143,400 KMPX-FM/San Francisco 142,800 WHLI/New York 139,900 WCOL/Columbus 138,700 WWJF/Ft. Lauderdale (Miami-Ft. Lauderdale book) 130,100 CUME WKTU/New York 2,017,700 WBLS/New York 1,710,200
7. 8. 9. 0.	KJLA/Kansas City 3.7 KUPL/Portland 3.5 WINN/Louisville 3.3 WXKS/Boston 3.2 BCK/Urban Contemporary AQH WHRK/Memphis 16.7 WAIL/New Orleans 10.6 WVEE/Atlanta 10.3	6. 7. 8. 9. 10.	WXKS/Boston
7. 8. 9. 0. 1. V 2. V 3. V 4. V	KJLA/Kansas City 3.7 KUPL/Portland 3.5 WINN/Louisville 3.3 WXKS/Boston 3.2 BCK/Urban Contemporary AQH WHRK/Memphis 16.7 WAIL/New Orleans 10.6 WVEE/Atlanta 10.3 WDAO/Dayton 9.7	6. 7. 8. 9. 10.	WXKS/Boston 143,400 KMPX-FM/San Francisco 142,800 WHLI/New York 139,900 WCOL/Columbus 138,700 WWJF/Ft. Lauderdale (Miami-Ft. Lauderdale book) 130,100 CUME WKTU/New York 2,017,700 WBLS/New York 1,710,200 WRKS/New York 1,649,100
7. 8. 9. 0. 1. V 2. V 3. V 4. V	KJLA/Kansas City 3.7 KUPL/Portland 3.5 WINN/Louisville 3.3 WXKS/Boston 3.2 BCK/Urban Contemporary AQH WHRK/Memphis 16.7 WAIL/New Orleans 10.6 WVEE/Atlanta 10.3 WDAO/Dayton 9.7 WTLC/Indianapolis 9.3	6. 7. 8. 9. 10.	WXKS/Boston 143,400 KMPX-FM/San Francisco 142,800 WHLI/New York 139,900 WCOL/Columbus 138,700 WWJF/Ft. Lauderdale (Miami-Ft. Lauderdale book) 130,100 CUME WKTU/New York 2,017,700 WBLS/New York 1,710,200 WRKS/New York 1,649,100 WGCI/Chiacgo 782,200
7. 8. 9. 0.	KJLA/Kansas City 3.7 KUPL/Portland 3.5 WINN/Louisville 3.3 WXKS/Boston 3.2 BCK/Urban Contemporary AQH WHRK/Memphis 16.7 WAIL/New Orleans 10.6 WVEE/Atlanta 10.3 WDAO/Dayton 9.7 WTLC/Indianapolis 9.3 WKYS/Washington, DC 8.1	6. 7. 8. 9. 10.	WXKS/Boston 143,400 KMPX-FM/San Francisco 142,800 WHLI/New York 139,900 WCOL/Columbus 138,700 WWJF/Ft. Lauderdale (Miami-Ft. Lauderdale book) 130,100 CUME WKTU/New York 2,017,700 WBLS/New York 1,710,200 WRKS/New York 1,649,100 WGCI/Chiacgo 782,200 WBMX/Chicago 479,300
7. 8. 9. 0. 11. V 22. V 33. V 44. V 55. V 66. V 77. V	KJLA/Kansas City 3.7 KUPL/Portland 3.5 WINN/Louisville 3.3 WXKS/Boston 3.2 BCK/Urban Contemporary AQH WHRK/Memphis 16.7 WAIL/New Orleans 10.6 WVEE/Atlanta 10.3 WDAO/Dayton 9.7 WTLC/Indianapolis 9.3 WKYS/Washington, DC 8.1 WLOU/Louisville 8.0	1. 2. 3. 4. 5.	WXKS/Boston 143,400 KMPX-FM/San Francisco 142,800 WHLI/New York 139,900 WCOL/Columbus 138,700 WWJF/Ft. Lauderdale (Miaml-Ft. Lauderdale book) 130,100 CUME WKTU/New York 2,017,700 WBLS/New York 1,710,200 WRKS/New York 1,649,100 WGCI/Chiacgo 782,200 WBMX/Chicago 479,300 KSOL/San Francisco 474,100
7. 8. 9. 0. 1. V 2. V 3. V 5. V 7. V	KJLA/Kansas City 3.7 KUPL/Portland 3.5 WINN/Louisville 3.3 WXKS/Boston 3.2 BCK/Urban Contemporary AQH WHRK/Memphis 16.7 WAIL/New Orleans 10.6 WVEE/Atlanta 10.3 WDAO/Dayton 9.7 WTLC/Indianapolis 9.3 WKYS/Washington, DC 8.1 WLOU/Louisville 8.0	1. 2. 3. 4. 5. 6. 7.	WXKS/Boston 143,400 KMPX-FM/San Francisco 142,800 WHLI/New York 139,900 WCOL/Columbus 138,700 WWJF/Ft. Lauderdale (Miaml-Ft. Lauderdale book) 130,100 CUME WKTU/New York 2,017,700 WBLS/New York 1,710,200 WRKS/New York 1,649,100 WGCI/Chiacgo 782,200 WBMX/Chicago 479,300 KSOL/San Francisco 474,100 WDAS-FM/Philadelphia 428,500
7. 8. 9. 0. 1. V 2. V 3. V 4. V 5. V 6. V 7. V	KJLA/Kansas City 3.7 KUPL/Portland 3.5 WINN/Louisville 3.3 WXKS/Boston 3.2 BCK/Urban Contemporary AQH WHRK/Memphis 16.7 WAIL/New Orleans 10.6 WVEE/Atlanta 10.3 WDAO/Dayton 9.7 WTLC/Indianapolis 9.3 WKYS/Washington, DC 8.1 WLOU/Louisville 8.0 WDIA/Memphis 7.6	1. 2. 3. 4. 5. 6. 7. 8.	WXKS/Boston 143,400 KMPX-FM/San Francisco 142,800 WHLI/New York 139,900 WCOL/Columbus 138,700 WWJF/Ft. Lauderdale (Miami-Ft. Lauderdale book) 130,100 CUME WKTU/New York 2,017,700 WBLS/New York 1,710,200 WRKS/New York 1,649,100 WGCI/Chiacgo 782,200 WBMX/Chicago 479,300 KSOL/San Francisco 474,100 WDAS-FM/Philadelphia 428,500 WJPC/Chicago 425,000
7. 8. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9.	KJLA/Kansas City 3.7 KUPL/Portland 3.5 WINN/Louisville 3.3 WXKS/Boston 3.2 BCK/Urban Contemporary	1. 2. 3. 4. 5. 6. 7. 8. 9.	WXKS/Boston 143,400 KMPX-FM/San Francisco 142,800 WHLI/New York 139,900 WCOL/Columbus 138,700 WWJF/Ft. Lauderdale (Miaml-Ft. Lauderdale book) 130,100 CUME WKTU/New York 2,017,700 WBLS/New York 1,710,200 WRKS/New York 1,649,100 WGCI/Chiacgo 782,200 WBMX/Chicago 479,300 KSOL/San Francisco 474,100 WDAS-FM/Philadelphia 428,500 WJPC/Chicago 425,000 WKYS/Washington, DC 421,800
7. 8. 9. 9. 0. 11. V.	KJLA/Kansas City 3.7 KUPL/Portland 3.5 WINN/Louisville 3.3 WXKS/Boston 3.2 BCK/Urban Contemporary	1. 2. 3. 4. 5. 6. 7. 8. 9. 10.	WXKS/Boston 143,400 KMPX-FM/San Francisco 142,800 WHLI/New York 139,900 WCOL/Columbus 138,700 WWJF/Ft. Lauderdale (Miaml-Ft. Lauderdale book) 130,100 CUME WKTU/New York 2,017,700 WBLS/New York 1,710,200 WRKS/New York 1,649,100 WGCI/Chiacgo 782,200 WBMX/Chicago 479,300 KSOL/San Francisco 474,100 WDAS-FM/Philadelphia 428,500 WJPC/Chicago 425,000 WKYS/Washington, DC 421,800 KGFJ/Los Angeles 398,400
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7. 8. 9. 9. 9. 11. V. 12. V. 12. V. 14. V. 1	KJLA/Kansas City 3.7 KUPL/Portland 3.5 WINN/Louisville 3.3 WXKS/Boston 3.2 BCK/Urban Contemporary AQH AQH WHRK/Memphis 16.7 WAIL/New Orleans 10.6 WVEE/Atlanta 10.3 WDAO/Dayton 9.7 WTLC/Indianapolis 9.3 WKYS/Washington, DC 8.1 WLOU/Louisville 8.0 WDIA/Memphis 7.6 KPRS/Kansas City 7.4 KRLY/Houston 7.3 VENN-FM/Birmingham 7.0 VGCI/Chicago 6.9	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12.	WXKS/Boston 143,400 KMPX-FM/San Francisco 142,800 WHLI/New York 139,900 WCOL/Columbus 138,700 WWJF/Ft. Lauderdale (Miaml-Ft. Lauderdale book) 130,100 CUME WKTU/New York 2,017,700 WBLS/New York 1,710,200 WRKS/New York 1,649,100 WGCI/Chiacgo 782,200 WBMX/Chicago 479,300 KSOL/San Francisco 474,100 WDAS-FM/Philadelphia 428,500 WJPC/Chicago 425,000 WKYS/Washington, DC 421,800 KGFJ/Los Angeles 398,400 WHUR/Washington, DC 385,100 KMJQ/Houston 357,100
7. 8. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9.	KJLA/Kansas City 3.7 KUPL/Portland 3.5 WINN/Louisville 3.3 WXKS/Boston 3.2 BCK/Urban Contemporary	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11.	WXKS/Boston 143,400 KMPX-FM/San Francisco 142,800 WHLI/New York 139,900 WCOL/Columbus 138,700 WWJF/Ft. Lauderdale (Miaml-Ft. Lauderdale book) 130,100 CUME WKTU/New York 2,017,700 WBLS/New York 1,710,200 WRKS/New York 1,649,100 WGCI/Chiacgo 782,200 WBMX/Chicago 479,300 KSOL/San Francisco 474,100 WDAS-FM/Philadelphia 428,500 WJPC/Chicago 425,000 WKYS/Washington, DC 421,800 KGFJ/Los Angeles 398,400 WHUR/Washington, DC 385,100 KMJQ/Houston 357,100 KRLY/Houston 353,800
7. 8. 9. 9. 9. 11. V.	KJLA/Kansas City 3.7 KUPL/Portland 3.5 WINN/Louisville 3.3 WXKS/Boston 3.2 BCK/Urban Contemporary WKS/Boston 16.7 WHRK/Memphis 16.7 WAIL/New Orleans 10.6 WVEE/Atlanta 10.3 WDAO/Dayton 9.7 WTLC/Indianapolis 9.3 WKYS/Washington, DC 8.1 WLOU/Louisville 8.0 WDIA/Memphis 7.6 KPRS/Kansas City 7.4 KRLY/Houston 7.3 VENN-FM/Birmingham 7.0 VGCI/Chicago 6.9 VYLD/New Orleans 6.8 VVOL/Nashville 6.7	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12.	WXKS/Boston 143,400 KMPX-FM/San Francisco 142,800 WHLI/New York 139,900 WCOL/Columbus 138,700 WWJF/Ft. Lauderdale (Miami-Ft. Lauderdale book) 130,100 CUME WKTU/New York 2,017,700 WBLS/New York 1,710,200 WRKS/New York 1,649,100 WGCI/Chiacgo 782,200 WBMX/Chicago 479,300 KSOL/San Francisco 474,100 WDAS-FM/Philadelphia 428,500 WJPC/Chicago 425,000 WKYS/Washington, DC 421,800 KGFJ/Los Angeles 398,400 WHUR/Washington, DC 385,100 KMJQ/Houston 357,100 KRLY/Houston 353,800 KUTE/Los Angeles 353,800
7. 8. 9. 9. 0. 11. V.	KJLA/Kansas City 3.7 KUPL/Portland 3.5 WINN/Louisville 3.3 WXKS/Boston 3.2 BCK/Urban Contemporary WKS/Boston 3.2 BCK/Urban Contemporary WHRK/Memphis 16.7 WAIL/New Orleans 10.6 WVEE/Atlanta 10.3 WDAO/Dayton 9.7 WTLC/Indianapolis 9.3 WKYS/Washington, DC 8.1 WLOU/Louisville 8.0 WDIA/Memphis 7.6 KRLY/Houston 7.3 VENN-FM/Birmingham 7.0 VGCI/Chicago 6.9 VYLD/New Orleans 6.8 VVOL/Nashville 6.7 KDA-FM/Dallas-Ft. Worth 6.5	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13.	WXKS/Boston 143,400 KMPX-FM/San Francisco 142,800 WHLI/New York 139,900 WCOL/Columbus 138,700 WWJF/Ft. Lauderdale (Miaml-Ft. Lauderdale book) 130,100 CUME WKTU/New York 2,017,700 WBLS/New York 1,710,200 WRKS/New York 1,649,100 WGCI/Chiacgo 782,200 WBMX/Chicago 479,300 KSOL/San Francisco 474,100 WDAS-FM/Philadelphia 428,500 WJPC/Chicago 425,000 WKYS/Washington, DC 421,800 KGFJ/Los Angeles 398,400 WHUR/Washington, DC 385,100 KMJQ/Houston 353,800 KUTE/Los Angeles 353,800
7. 8. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9.	KJLA/Kansas City 3.7 KUPL/Portland 3.5 WINN/Louisville 3.3 WXKS/Boston 3.2 BCK/Urban Contemporary	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 15.	WXKS/Boston 143,400 KMPX-FM/San Francisco 142,800 WHLI/New York 139,900 WCOL/Columbus 138,700 WWJF/Ft. Lauderdale (Miaml-Ft. Lauderdale book) 130,100 CUME WKTU/New York 2,017,700 WBLS/New York 1,649,100 WGCI/Chiacgo 782,200 WBMX/Chicago 479,300 KSOL/San Francisco 474,100 WDAS-FM/Philadelphia 428,500 WJPC/Chicago 425,000 WKYS/Washington, DC 421,800 KGFJ/Los Angeles 398,400 WHUR/Washington, DC 385,100 KMJQ/Houston 357,100 KRLY/Houston 353,800 KKDA-FM/Dallas-Ft. Worth 350,000
7. 8. 9. 9. 9. 11. V. 12. V. 12. V. 12. V. 12. V. 13. V. 14. V. 14. V. 15. V. 16. V. 1	KJLA/Kansas City 3.7 KUPL/Portland 3.5 WINN/Louisville 3.3 WXKS/Boston 3.2 BCK/Urban Contemporary	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 15. 15.	WXKS/Boston 143,400 KMPX-FM/San Francisco 142,800 WHLI/New York 139,900 WCOL/Columbus 138,700 WWJF/Ft. Lauderdale (Miami-Ft. Lauderdale book) 130,100 CUME WKTU/New York 2,017,700 WBLS/New York 1,710,200 WRKS/New York 1,649,100 WGCI/Chiacgo 782,200 WBMX/Chicago 479,300 KSOL/San Francisco 474,100 WDAS-FM/Philadelphia 428,500 WJPC/Chicago 425,000 WKYS/Washington, DC 421,800 KGFJ/Los Angeles 398,400 WHUR/Washington, DC 385,100 KMJQ/Houston 357,100 KRLY/Houston 353,800 KKDA-FM/Dallas-Ft. Worth 350,000 WVON/Chicago 346,500
7. 8. 9. 9. 0. 11. V.	KJLA/Kansas City 3.7 KUPL/Portland 3.5 WINN/Louisville 3.3 WXKS/Boston 3.2 BCK/Urban Contemporary	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 15. 15. 16. 17.	WXKS/Boston 143,400 KMPX-FM/San Francisco 142,800 WHLI/New York 139,900 WCOL/Columbus 138,700 WWJF/Ft. Lauderdale (Miami-Ft. Lauderdale book) 130,100 CUME WKTU/New York 2,017,700 WBLS/New York 1,710,200 WRKS/New York 1,649,100 WGCI/Chiacgo 782,200 WBMX/Chicago 479,300 KSOL/San Francisco 474,100 WDAS-FM/Philadelphia 428,500 WJPC/Chicago 425,000 WKYS/Washington, DC 421,800 KGFJ/Los Angeles 398,400 WHUR/Washington, DC 385,100 KMJQ/Houston 357,100 KRLY/Houston 353,800 KKDA-FM/Dallas-Ft. Worth 350,000 WVON/Chicago 346,500 WJLB/Detroit 318,200
7. 8. 9. 9. 0. 11. V.	KJLA/Kansas City 3.7 KUPL/Portland 3.5 WINN/Louisville 3.3 WXKS/Boston 3.2 BCK/Urban Contemporary AQH WHRK/Memphis 16.7 WAIL/New Orleans 10.6 WVEE/Atlanta 10.3 WDAO/Dayton 9.7 WTLC/Indianapolis 9.3 WKYS/Washington, DC 8.1 WLOU/Louisville 8.0 WDIA/Memphis 7.6 KPRS/Kansas City 7.4 KRLY/Houston 7.3 VENN-FM/Birmingham 7.0 VGCI/Chicago 6.9 VYLD/New Orleans 6.8 VVOL/Nashville 6.7 KKDA-FM/Dallas-Ft. Worth 6.5 VEDR/Miami 6.5 VHUR/Washington, DC 6.2 VKTU/New York 6.1	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 15. 16. 17. 18.	WXKS/Boston 143,400 KMPX-FM/San Francisco 142,800 WHLI/New York 139,900 WCOL/Columbus 138,700 WWJF/Ft. Lauderdale (Miami-Ft. Lauderdale book) 130,100 CUME WKTU/New York 2,017,700 WBLS/New York 1,710,200 WRKS/New York 1,649,100 WGCI/Chiacgo 782,200 WBMX/Chicago 479,300 KSOL/San Francisco 474,100 WDAS-FM/Philadelphia 428,500 WJPC/Chicago 425,000 WKYS/Washington, DC 421,800 KGFJ/Los Angeles 398,400 WHUR/Washington, DC 385,100 KMJQ/Houston 353,800 KKDA-FM/Dallas-Ft. Worth 350,000 WVON/Chicago 346,500 WJLB/Detroit 314,900 WGPR/Detroit 314,900
7. 8. 9. 9. 9. 11. V.	KJLA/Kansas City 3.7 KUPL/Portland 3.5 WINN/Louisville 3.3 WXKS/Boston 3.2 BCK/Urban Contemporary	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 15. 16. 17. 18. 19.	WXKS/Boston 143,400 KMPX-FM/San Francisco 142,800 WHLI/New York 139,900 WCOL/Columbus 138,700 WWJF/Ft. Lauderdale (Miaml-Ft. Lauderdale book) 130,100 CUME WKTU/New York 2,017,700 WBLS/New York 1,649,100 WGCI/Chiacgo 782,200 WBMX/Chicago 479,300 KSOL/San Francisco 474,100 WDAS-FM/Philadelphia 428,500 WJPC/Chicago 425,000 WKYS/Washington, DC 421,800 KGFJ/Los Angeles 398,400 WHUR/Washington, DC 385,100 KMJQ/Houston 357,100 KRLY/Houston 353,800 KKDA-FM/Dallas-Ft. Worth 350,000 WVON/Chicago 346,500 WJLB/Detroit 314,900 WOOK/Washington, DC 301,800
7. 8. 9. 9. 11. V.	KJLA/Kansas City 3.7 KUPL/Portland 3.5 WINN/Louisville 3.3 WXKS/Boston 3.2 BCK/Urban Contemporary WKS/Boston 3.2 BCK/Urban Contemporary WKS/Boston 3.2 BCK/Urban Contemporary WHRK/Memphis 10.6 WAIL/New Orleans 10.6 WVEE/Atlanta 10.3 WDAO/Dayton 9.7 WTLC/Indianapolis 9.3 WKYS/Washington, DC 8.1 WLOU/Louisville 8.0 WDIA/Memphis 7.6 KRLY/Houston 7.3 VENN-FM/Birmingham 7.0 VGCI/Chicago 6.9 VYLD/New Orleans 6.8 VVOL/Nashville 6.7 KEDA-FM/Dallas-Ft. Worth 6.5 VEDR/Miami 6.5 VHUR/Washington, DC 6.2 VKTU/New York 6.1 MUJM/St. Louis 6.1 VBLS/New York 5.9	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 15. 16. 17. 18. 19. 20.	WXKS/Boston 143,400 KMPX-FM/San Francisco 142,800 WHLI/New York 139,900 WCOL/Columbus 138,700 WWJF/Ft. Lauderdale (Miami-Ft. Lauderdale book) 130,100 CUME WKTU/New York 2,017,700 WBLS/New York 1,649,100 WGCI/Chiacgo 782,200 WBMX/Chicago 479,300 KSOL/San Francisco 474,100 WDAS-FM/Philadelphia 428,500 WJPC/Chicago 425,000 WKYS/Washington, DC 421,800 KGFJ/Los Angeles 398,400 WHUR/Washington, DC 385,100 KMJQ/Houston 357,100 KRLY/Houston 353,800 KKDA-FM/Dallas-Ft. Worth 350,000 WVON/Chicago 346,500 WJLB/Detroit 314,900 WOOK/Washington, DC 301,800 WLBS/Detroit 293,300
7. 8. 9. 9. 11. V.	KJLA/Kansas City 3.7 KUPL/Portland 3.5 WINN/Louisville 3.3 WXKS/Boston 3.2 BCK/Urban Contemporary AQH WHRK/Memphis 16.7 WAIL/New Orleans 10.6 WVEE/Atlanta 10.3 WDAO/Dayton 9.7 WTLC/Indianapolis 9.3 WKYS/Washington, DC 8.1 WLOU/Louisville 8.0 WDIA/Memphis 7.6 KPRS/Kansas City 7.4 KRLY/Houston 7.3 VENN-FM/Birmingham 7.0 VGCI/Chicago 6.9 VYLD/New Orleans 6.8 VVOL/Nashville 6.7 KKDA-FM/Dallas-Ft. Worth 6.5 VEDR/Miami 6.5 VHUR/Washington, DC 6.2 VKTU/New York 6.1 VBLS/New York 5.9 VOWI/Norfolk 5.9	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 15. 16. 17. 18. 19. 20. 21.	WXKS/Boston 143,400 KMPX-FM/San Francisco 142,800 WHLI/New York 139,900 WCOL/Columbus 138,700 WWJF/Ft. Lauderdale (Miami-Ft. Lauderdale book) 130,100 CUME WKTU/New York 2,017,700 WBLS/New York 1,710,200 WRKS/New York 1,649,100 WGCI/Chiacgo 782,200 WBMX/Chicago 479,300 KSOL/San Francisco 474,100 WDAS-FM/Philadelphia 428,500 WJPC/Chicago 425,000 WKYS/Washington, DC 421,800 KGFJ/Los Angeles 398,400 WHUR/Washington, DC 385,100 KMJQ/Houston 357,100 KRLY/Houston 353,800 KKDA-FM/Dallas-Ft. Worth 350,000 WVON/Chicago 346,500 WJLB/Detroit 314,900 WOOK/Washington, DC 301,800 WLBS/Detroit 293,300 KDAY/Los Angeles 290,400
7. 8. 9. 9. 1. 1. V. 1. 2. V.	KJLA/Kansas City 3.7 KUPL/Portland 3.5 WINN/Louisville 3.3 WXKS/Boston 3.2 BCK/Urban Contemporary	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 15. 16. 17. 18. 19. 20. 21. 22.	WXKS/Boston 143,400 KMPX-FM/San Francisco 142,800 WHLI/New York 139,900 WCOL/Columbus 138,700 WWJF/Ft. Lauderdale (Miami-Ft. Lauderdale book) 130,100 CUME WKTU/New York 2,017,700 WBLS/New York 1,649,100 WGCI/Chiacgo 782,200 WBMX/Chicago 479,300 KSOL/San Francisco 474,100 WDAS-FM/Philadelphia 428,500 WJPC/Chicago 425,000 WKYS/Washington, DC 421,800 KGFJ/Los Angeles 398,400 WHUR/Washington, DC 385,100 KMJQ/Houston 357,100 KRLY/Houston 353,800 KKDA-FM/Dallas-Ft. Worth 350,000 WVON/Chicago 346,500 WJLB/Detroit 314,900 WOOK/Washington, DC 301,800 WLBS/Detroit 293,300 KDAY/Los Angeles 290,400 WVEE/Atlanta 282,800
7. 8. 9. 10. 11. V.	KJLA/Kansas City 3.7 KUPL/Portland 3.5 WINN/Louisville 3.3 WXKS/Boston 3.2 BCK/Urban Contemporary WHRK/Memphis 16.7 WAIL/New Orleans 10.6 WVEE/Atlanta 10.3 WDAO/Dayton 9.7 WTLC/Indianapolis 9.3 WKYS/Washington, DC 8.1 WLOU/Louisville 8.0 WDIA/Memphis 7.6 KPRS/Kansas City 7.4 KRLY/Houston 7.3 VENN-FM/Birmingham 7.0 VGCI/Chicago 6.9 VYLD/New Orleans 6.8 VVOL/Nashville 6.7 KDA-FM/Dallas-Ft. Worth 6.5 VEDR/Miami 6.5 VHUR/Washington, DC 6.2 VKTU/New York 6.1 MJM/St. Louis 6.1 VBLS/New York 5.9 VOWI/Norfolk 5.9 SOL/San Francisco 5.8 VXYV/Baltimore 5.8	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 15. 16. 17. 18. 19. 20. 21. 22. 23.	WXKS/Boston 143,400 KMPX-FM/San Francisco 142,800 WHLI/New York 139,900 WCOL/Columbus 138,700 WWJF/Ft. Lauderdale (Miaml-Ft. Lauderdale book) 130,100 CUME WKTU/New York 2,017,700 WBLS/New York 1,649,100 WGCI/Chiacgo 782,200 WBMX/Chicago 479,300 KSOL/San Francisco 474,100 WDAS-FM/Philadelphia 428,500 WJPC/Chicago 425,000 WKYS/Washington, DC 421,800 KGFJ/Los Angeles 398,400 WHUR/Washington, DC 385,100 KMJQ/Houston 357,100 KKDA-FM/Dallas-Ft. Worth 353,800 KKDA-FM/Dallas-Ft. Worth 350,000 WVON/Chicago 346,500 WJLB/Detroit 314,900 WOOK/Washington, DC 301,800 WLBS/Detroit 293,300 KDAY/Los Angeles 290,400 WVEE/Atlanta 282,800 KDIA/San Francisco-Oakland 268,300
7. 8. 9. 9. 9. 11. V.	KJLA/Kansas City 3.7 KUPL/Portland 3.5 WINN/Louisville 3.3 WXKS/Boston 3.2 BCK/Urban Contemporary	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24.	WXKS/Boston 143,400 KMPX-FM/San Francisco 142,800 WHLI/New York 139,900 WCOL/Columbus 138,700 WWJF/Ft. Lauderdale (Miaml-Ft. Lauderdale book) 130,100 CUME WKTU/New York 2,017,700 WBLS/New York 1,649,100 WGCI/Chiacgo 782,200 WBMX/Chicago 479,300 KSOL/San Francisco 474,100 WDAS-FM/Philadelphia 428,500 WJPC/Chicago 425,000 WKYS/Washington, DC 421,800 KGFJ/Los Angeles 398,400 WHUR/Washington, DC 385,100 KMJQ/Houston 357,100 KRLY/Houston 353,800 KKDA-FM/Dallas-Ft. Worth 350,000 WVON/Chicago 346,500 WJLB/Detroit 314,900 WOOK/Washington, DC 301,800 WLBS/Detroit 293,300 KDAY/Los Angeles 290,400 WVEE/Atlanta 282,800

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Format Leaders

Ontemporary Hit Radio

AQH

CUME

HAT 1			
<u>1</u> .	14.0	1.	WNBC/New York
1. 2.	WWKX/Nashville	2.	WABC/New York
3. 3. 4.	WZGC/Atlanta	3.	WLS/Chicago
<u>6</u> 4.	WEZB/New Orleans	4.	KFRC/San Francisco
5.	KTFM/San Antonio11.0	5.	WLS-FM/Chicago
6.	WXGT/Columbus10.9	6.	KRTH/Los Angeles
7.	WKXX/Birmingham	7.	KIQQ/Los Angeles
8.	WRBQ/Tampa	8.	KFI/Los Angeles
9.	WMC-FM/Memphis9.1	9.	KIIS/Los Angeles
10.	KGW/Portland	10.	WPIX/New York
11.	WTRY/Albany8.9	11.	WCAU-FM/Philadelphia
12.	WBEN-FM/Buffalo	12.	KRLA/Los Angeles
13.	WNCI/Columbus	13.	XTRA/San Diego (Los Angeles book) 568,000
13.	WPRO-FM/Providence	14.	KSTP-FM/Minneapolis
13.	WQXI-FM/Atlanta	15.	CKLW/Detroit
16.	WKBW/Buffalo	16.	WZGC/Atlanta
17.	WSEZ/Greensboro8.3	17.	KRBE/Houston
17.	WKRQ/Cincinnati	18.	WXKS-FM/Boston
19.	KSFM/Sacramento	19.	WVBF/Boston
19.	KTSA/San Antonio7.9	20.	WRQX/Washington, DC
19.	WNBC/New York (Nassau-Suffolk book) 7.9	21.	WPGC-FM/Washington, DC
22.	WDJX/Dayton	22.	WQXI-FM/Atlanta
22.	KOFM/Oklahoma City	23.	WIFI/Philadelphia327,300
24.	WNAP/Indianapolis	24.	KEGL/Dallas-Ft. Worth
25.	KBEQ/Kansas City	25.	WDRQ/Detroit

Country

AOH

CLIME

		AQH		CUME
1.	WZZK/Birmingham		1.	WHN/New York
2.	WTQR/Greensboro	15.8	2.	WMAQ/Chicago
3.	WDAF/Kansas City	13.6	3.	KLAC/Los Angeles
4.	KEBC/Oklahoma City	11.8	4.	WKHK/New York
5.	WCMS-FM/Norfolk	10.8	5.	KSCS/Dallas-Ft. Worth
6.	WIRE/Indianapolis	9.8	6.	WJEZ/Chicago
7.	WSIX-FM/Nashville	9.3	7.	KZLA-FM/Los Angeles
8.	WBCS/Milwaukee	9.2	8.	KHJ/Los Angeles
9,	WFMS/Indianapolis	8.8	9.	KIKK-FM/Houston
10.	WNOE-FM/New Orleans		10.	WBAP/Dallas-Ft. Worth
10.	WCII/Louisville	8.4	11.	WWWW/Detroit
10.	WQYK/Tampa	, 8.4	12.	KILT-FM/Houston
13.	KSCS/Dallas-Ft. Worth	8.3	13.	KNEW/San Francisco-Oakland
14.	KRAK/Sacramento	8.2	14.	WDGY/Minneapolis
14.	WONE/Datyon	8.2	15.	WUSL/Philadelphia
16.	KOMA/Oklahoma City	8.0	16.	WFIL/Philadelphia
17.	WAMZ/Louisville		17.	WDAF/Kansas City
17.	WMC/Memphis	<mark>7.9</mark>	18.	WIL-FM/St. Louis
19.	KNIX-FM/Phoenix		19.	WCXI/Detroit
20.	KIKK-FM/Houston		20.	KSD/St. Louis
21.	WSUN/Tampa		21.	WHK/Cleveland
22.	WBAP/Dallas-Ft. Worth		22.	WSUN/Tampa239,400
23.	WHK/Cleveland		23.	KSAN/San Francisco
23.	KILT-FM/Houston		24.	WBCS/Milwaukee
25.	KSOP-FM/Salt Lake City		25.	KPLX/Dallas-Ft. Worth
25.	WDGY/Minneapolis	6.4		



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Format Leaders

TAT				_	-
N	e,	M	S	2	k
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## 2. WGN/Chicago (T)	ol. I • 44			Format
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Spanish

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1.	WRHC/Miami	1.	WJIT/New York
2.	KCOR/San Antonio	2.	WADO/New York
3.	WCMQ-FM/Miami	3.	KTNQ/Los Angeles
4.	WQBA/Miami		KALI/Los Angeles
5.	WCMQ/Miami	5.	KWKW/Los Angeles
6.	KEDA/San Antonio		KLVE/Los Angeles
7.	KPHX/Phoenix		WQBA/Miami (Miami-Ft. Lauderdale book) 172,700
8.	KALI/Los Angeles		WOJO/Chicago
8.	WHTT/Miami	9.	WRHC/Miami
8.	WJIT/New York	10.	WCMQ-FM/Miami (Miami-Ft. Lauderdale book) 143,600

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4.2 #1 AOR Agan. Best book in 2 years.

11.8 /1 12 book in h

4.1 78% increase from 17th to 6th Place overal.

9.3 #1 12+ Fourth book in a row continues as #1 op Ten AGR market share

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Source Fall 1981 Arbitron. Total persons 12 + AQH, 6AM - Micnight.

THE RATINGS INFORMATION GUIDE

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

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

Market Overview

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

New York

METRO RANK

1

Fall '81 Market Overview

The Urban Contemporary format extended its domination of New York. With the emergence of RKO's WRKS-FM, formerly WXLO, three of the top four stations are programmed in an Urban fashion. WOR remained ahead of the crowd, while WPLJ and WYNY improved their positions.

WOR captured the top spot with an audience that skewed heavily 55+. As you can see on the 12+ bar graph showing audience composition, little of this kingpin station's appeal is 25-54. WOR remained the top billing station in the U.S., however.

RKO's other property in New York carved out quite a niche for

For example, the overview will tell you if the 1980 Census adjustments might have boosted ethnic or urban appeal. If the usable diary count is up notably over the Fall 1980 sweep the overview will mention it and discuss the implications. Knowledge of station's promotions, or lack thereof, combined with the detailed information on their music available weekly in **R&R**, will give you a good handle on understanding their ratings performance.

Format Codes

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

Format Legend

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

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

Market Overviews

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

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- Chet Redpath, President & General Manager/WCLR, Chicago

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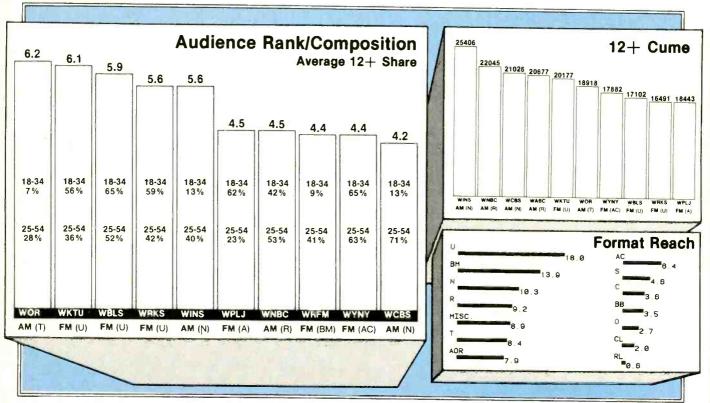
LYNN HIBER, VP P.O. BOX 1220 , PEBBLE BEACH, CA 93953 (408)373-3696

Audience Rank/Composition Charts

The two groups of 10 bar graphs on each page show, at a glance, both station rank position and the demographic which makes up the bulk of each of the leading station's audience.

The metro average 12+ share and 12+ cume graphs show, in declining order, the rank of the top 10 stations in the market on a total week basis. Share and cume audience figures are shown for each of the top 10 stations, along with format information. Cume figures are in hundreds, so be sure to add two zeroes when reading numbers on the 12+ cume chart.

Audience composition information is contained within the 12+ share trend graphs. Two percentages are listed — one for the amount of 18-34 audience, the other for the amount of 25-54 audience in the overall 12+ group. This allows advertisers, sales and programming personnel to see which of the top stations are best at delivering either of the two key demos — adults 25-54 or adults 18-34.



Format Reach Charts

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

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

Share Trends	17 WMCA-AM 2.3 WPIX-FM 2.2 WCBS-FM 2.2 WNEW-FM 2.5 WMCA-AM 2.2 (T
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Persons 12+ Mon-Sun 6AM-Mid	19 WPIX-Fsi 1.8 WADD-AM 2.0 WADD-AM 2.0 WJIT-AM 1.9 WHN -AM 2.1 (C
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1 WKTU-FM 8.3 WKTU-FM 6.5 WBLS-FM 7.4 WKTU-FM 7.5 WOK -AM 6.2 (7)	25 WHLI-AM O.8 WBLI-FM 1.0 WKHK-FM 1.0 WQXR-FM 0.9 WPIX-FM 0.8 (R
2 WBLS-FM 7.1 WOR -AM 6.5 WKTU-FM 6.4 WOR -AM 6.2 WKTU-FM 6.1 (U)	26 WBL(-FM U.8 WHLI-AM 0.9 WVN]-FM U.8 WVN]-FM 0.9 WBLI-FM U.8 (R
3 WUR -AM 6.2 WBLS-FM 6.4 WUR -AM 5.9 WBLS-FM 6.1 WBLS-FM 5.9 W	27 WNCN-FM U.8 WVNI-FM U.8 WBLI-FM U.7 WNCN-FM U.8 WNCN-FM U.7 (C

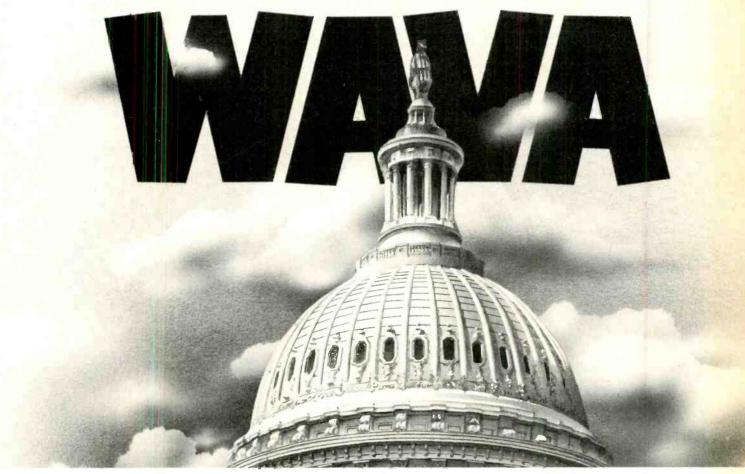
Share Trends

Under Share Trends, all stations showing up in the Arbitron survey's 12+ listings are shown in the order of their market standings. For comparison purposes, previous ratings beginning with Fall 1980 are listed to the left of the current figures.

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

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

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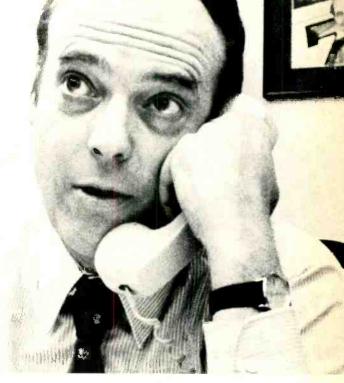
Represented Nationally by McGavren Guild, HN&W and CBS/FM National Sales. WAVA-FM/Arlington-Washington, KWK-FM/Granite City-St. Louis, KDWB-FM/Richfield, MN

MARKET INDEX

Albany-Schenectady-Troy	
Anaheim-Santa Ana-Garden Grove	. 5
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Detroit	
Fort Lauderdale-Hollywood	
Greensboro-Winston Salem-High Point	
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50

METRO RANK

Fall '81 Market Overview

WGY still dominates this market even though the station's numbers slipped for the third consecutive book. WGY led in the 25-54 cell with more than an 18 share, six shares ahead of runner-up WTRY.

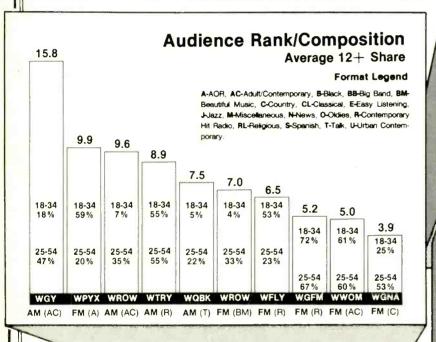
WTRY had an up book this sweep and not only managed to place second in the 25-54 category but also was second with 18-34's. WPYX topped that young adult bracket with almost an 18 share while WTRY rang up just under a 15 score.

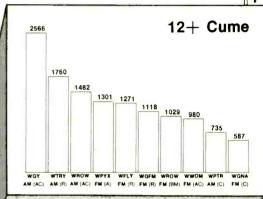
What led to WTRY's increases? Advertising on TV and in the newspaper helped, no doubt. Also, a promotion involving giving away a car to the person who could touch it the longest (the winner held out for

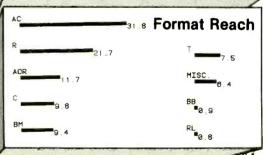
84 hours) generated some excitement. The music was watched closely, with new titles added on a careful basis.

WROW rebounded this sweep. The Adult/Contemporary entity's male numbers recovered the best, particularly in middays. For this sweep WROW used advertising that consisted of TV and billboards primarily and gave away several trips around the country, which drew temendous response. The station's music was updated with more contemporary hits, although the audience skew was still heavily 35+.

WPYX had a mixed book. The station's teen dominance solidified with more than a 35 share, but its young adult numbers slipped. **WGFM**, on the other hand, improved its 18-34 appeal. The station was third in that category with a strong 25-34 core.







5.3 WGFM-FM

5 . 2 (R)

Share Trends Persons 12+ Mon-Sun 6AM-Mid

POP(00): 6691

7 WQBK-AM

	FALL 1980		SPRING 1981		FALL 1981	
1	WGY -AM	16.7	WGY -AM	16.4	WGY -AM	15 . 8 (AC)
2	WKOW-AM	10.2	WPYX-FM	10.7	WPYX-FM	9 . 9 (A)
3	WROW-FM	10.0	WTRY-AM	8.3	WROW-AM	9.6 (AC)
4	WTRY-AM	8.4	WROW-AM	8.3	WTRY-AM	8.9 (R)
5	WFLY-FM	7.1	wrow-FM	7.4	WQBK-AM	7.5 (T)
6	WPYX-FM	6.2	WFLY-FM	6.3	WROW-FM	7.0 (BM)

6.2 WFLY-FM

6.2 WQBK-AM

9	WWOM - FM	3.9	WWOM-FM	4.5	WWOM-FM	5.0 (AC)
10	WGFM-FM	3.8	WPTR-AM	3.6	WGNA - FM	3.9(C)
1.1	WPTR-AM	3.1	WGFM-FM	3.6	WPTR-AM	2 . 8 (C)
12	WHRL-FM	2.6	WQBK-FM	2.8	WOKO-AM	2 . 1 (C)
13	WQBK-FM	2.4	WOKO-AM	2.4	WQBK-FM	1.8(A)
14	WCSS-AM	2.3	WHRL-FM	1.8	WHR L-FM	1 . 4 (BM)
15	WOKU-AM	1.5	WCSS-AM	1.1	WCSS-AM	1 . 4 (AC)
16	WKAJ-AM	0.8	WKAJ-AM	1.1	WKAJ-AM	1 . 1 (R)
17	WJIV-FM	0.8	WWWD-AM	1.0	VVKOL - AM	1.0(C)
18	WASM - FM	0.5	WASM-FM	0.9	WASM-FM	1 . U (BM)
19	WYLR - FM	0.5	WMYL - AM	0.8	WMYL, - AM	U.9 (BB)
20	WHA Z - AM	U5	WRCK-FM	U.5	WHAZ -AM	U . 8 (RL)
2 1	WABY-AM	0 . 4	WABY-AM	0.5		

0.5

0.4

4.3 WGNA-FM

U.4 WIIV-FM

WHAZ - AM

13

6.5 (R)

8 WCNA-FM

22 WWWD-AM

METRO RANK

Anaheim--Santa Ana-Garden Grove

Fall '81 Market Overview

Twice annually the Orange County market is surveyed as a separate metro by Arbitron (it is contained within the L.A. metro). In the latest sweep, which saw a healthy 30% rise in returned diaries over the spring '81 effort, KBIG reclaimed its position on top, KLOS edged out KMET, and local stations KEZY-FM and KWIZ-FM posted good gains.

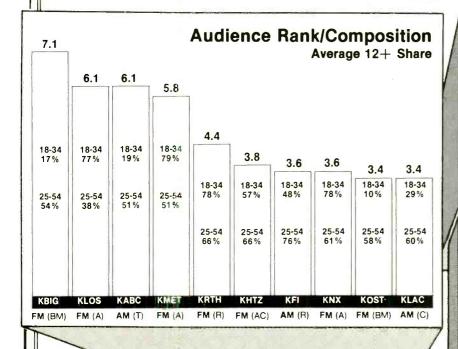
Bonneville's KBIG is often the leader in Orange County except during baseball season, when the Dodgers (KABC) and Angels (KMPC) siphon quarter hours away. In the fall sweep, KBIG recovered from its spring doldrums to not only top the market 12+ but also 25-54.

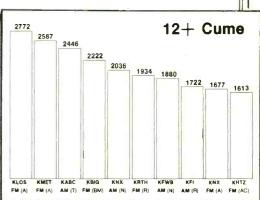
The battle between KLOS and KMET couldn't be much tighter. Among 12+ persons KLOS had a slight edge, but among 18-34 adults

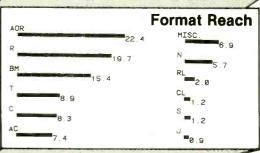
the two were just one-tenth of a share apart. KLOS pulled more teens than KMET, although not as many as teen leader KROQ.

Among Orange County stations, KEZY-FM was the leader this sweep. This AOR, which was automated during the survey but is now live, did little in the way of special events for the sweep, mainly just some newspaper advertising. The station's teen share almost doubled. and its male 18-34 numbers showed worthwhile increases too.

Runner-up in Orange County was KWIZ-FM. A larger ad budget was spent on heavy newspaper advertising, with bus sides also part of the campaign. Female gains were the story here as KWIZ-FM led local stations in the 25-54 adult category. An interesting sidelight — the station stopped doing contests and scored its best book in recent sweeps.







3.U KFWB-AM

2 . 6 KJOI - FM

2.3 KIQQ-FM

2.2 KMPC-AM

2.0 KETY-FM

2.7 (BM)

2.7 (R)

2 . 4 (R)

2.3 (T)

2.2 (A)

2 1 (C)

KOST-FM

KWST-FM

KILA-EM

2.2 KROQ-FM

2.2 XIRA-AM

2.1 KRLA-AM

2.1 KIIS-FM

Share Trends Persons 12+ Mon-Sun 6AM-Mid

PC) P (00) :	16522					2 1	XTRA-AM		KIQQ - FM	2.0	KWIZ-FM	2.0 (AC)
							22	KEZY-FM	1.8	KNOB-FM	1.9	KNOB - FM	1.7 (BM)
		FALL	SPF	ING	F	ALL	23	KZLA-FM	1.7	KEZY-AM	1.8	KRLA-AM	1.7 (R)
		1980	19	81	1:	981	2 4	KNOR - EW	1.6	KBRT-AM	1.7	KWIZ-AM	1.6 (AC)
							2.5	KWST-FM	1.6	KEZY-FM	1.6	KIKE-EM	1.6 (C)
1	KBIG-FM	7.3	KMET-EM	7.5	KBIG-FM	7.1 (BM)	26	KWIZ-FM	1.5	KIKE-FM	1.6	KFAC-FM	1 . 2 (CL)
2	KLAC - AM	5.4	KABC - AM	7.3	KLOS-FM	6.1 (A)	27	KHJ -AM	1.3	KKGO-FM	1.4	KHJ -AM	1.2 (C)
3	KFI -AM	5.1	KBIG-FM	5.8	KABC - AM	6.1M	28	KFAC-FM	1 / 1	KUTE-FM	1.4	KWST-FM	1.2 (R)
4	KJUI-FM	5.0	KLOS-FM	4.5	KMET-FM	5 . 8 (A)		KKGO-FM		KWIZ-FM		KYM S - FM	1 . 1 (RL)
5	KRTH-FM	4.7	KMPC-AM	4.1	KRTH-FM	4 . 4 (R)		KIKF-FM	1.0	KYMS-FM	1.2	KEZY-AM	1 . 1 (A)
	KABC - AM		KFI - AM		KHTZ-FM	3 . 8 (AC)	3.1	KOCM - FM	0.8	KWIZ-AM	1.1	KU TE - FM	U.9 (R)
7	KEMB-AW	4 . 3	KNX - FM	3.8	KFI -AM	პ. 6 (R)	3.2	KYMS-FM	0.7	KHJ -AM	1.0	KBRT-AM	0.9 (RL)
8	KMET-FM	4.2	KRTH-FM	3.7	KNX -FM	3 . b (A)	33	KUTE-FM	0.6	KOCM-FM	1.0	KTNQ-AM	().9 (S)
	KNX -AM		KNX -AM		KOST-FM	3 . 4 (BM)	3 4	KNAC - FM	0.4	KFAC-FM	1.0	KKGO-FM	0.9 (4)
	KNX -FM		KLAC - AM		KL AC -AM	3 . 4 (C)	35	KBRT-AM	U.4	XTRA-FM	0.4	KIEV-AM	0.5 M
	KLOS-FM		KHT Z - FM	3.1	KROQ-FM	3.2 (A)	36			KLVE-FM	0.4	KOCM-FM	U.5 (BM)
1 2	KMPC-AM	3.3	K FWB - AM	3 . 1	KNX -AM	3.0 (N)	37					KNAC-FM	0.4 (A)
13	KIQQ-FM	3.1	KJOI-FM	3.1	X TRA - AM	2.8 (R)	38					KLVE-FM	0.3 (S)

14 KLIS-FM

15 KHTZ-FM

16 KUST-FM

17 KEZY-AM 18 KRLA-AM

19 KROU-FM

20 KWIZ-AM

A heavy teen influence helped WZGC win its 12+ battle with WQXI-FM and top the market overall. WVEE rebounded as ethnic diary count soared, WQXI-FM topped the 18-34 demos, and WLTA led the 25-54 cell, while WKLS slipped overall

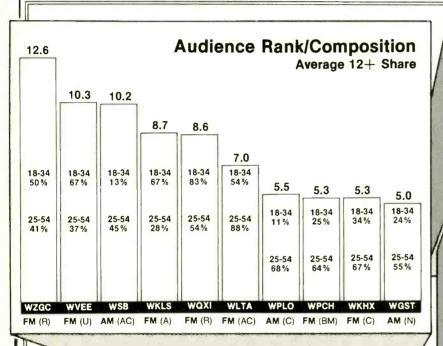
The 1980 census adjustments, plugged into the Atlanta market and Arbitron's sampling scheme, had some impact on this book. While overall diary return was up 38% compared to the fall '80 sweep, Telephone Retrieval in-tab was up 73% between the two books. Most of that TR diary count was blacks. As a result it's likely that WVEE may remain a stronger force in the Atlanta market than before.

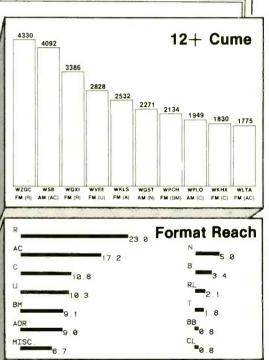
WZGC used almost a 33 share of teens combined with a strong 18-34 appeal (almost a 15 share) to rebound to the top. Biggest gains came among young adult males, especially in drive times, where the station virtually doubled its spring shares. To push the WZGC

presence, direct mail was used, targeted to 20% of the metro homes. There was heavy promotion of the Steve McCoy morning show, which may have paid off in the advances registered in that daypart.

WVEE became the runner-up station in the metro, perhaps making the best use of the census catch-up as the ethnic population growth was factored into Arbitron's sampling. WVEE did little advertising, except some billboards. The station's Urban sound helped it come in a close second in the 18-34 demos to WQXI-FM, just ahead of WZGC

There's a new factor in the market that's already shaking things up, namely WKHX, Cap Cities' new Country outlet in Atlanta. The station debuted strongly, cutting into WPLO's shares. WKHX gained a strong 25-44 core in its first effort. The station's on-air approach is musicoriented, a contemporary Country music format with limited spot load. low-profile DJ's, and no on-air contests. Outdoor was the only medium used to publicize the new Country entity.





4.4 WKHX-FM

4.3 WGST-AM

3.5 WSB -FM

3.0 WAOK-AM

5.1 WGST-AM

5.0 WSB -FM

3.7 WBIE-FM

2.8 WRNG-AM

5.3 (C)

5.0 (N)

3.8 (BM)

3.() (B)

Share Trends

Persons 12+ Mon-Sun 6AM-Mid

<mark>P(UU</mark>): 17	066						WBIE-FM WRNG-AM					1.8(1)
									,			1 . 2 (RL)
F#	ALL	SPI	RING	F	ALL	16	WYZE - AM	0.8	WYZE-AM	0.8	WGK A - AM	U.8 (CL)
19	980	19	981	19	981	17	WIGO-AM	0.6	WGK A-AM	0.6	WJYI-AM	() 8 (BB)
						18	WTJH-AM	0.6	WKLS-AM	0.6	WCHK-FM	0.6 (RL)
WZGC-FM					12.6 (R)	19	WZAL-FM	0.5	WYN X - AM	0.5	WIGO-AM	() 4 (B)
WQX I - FM						20	MCOR - AW	0.5	WCOB-AM	0.4	WXLL-AM	() . 3 (RL)
WSB -AM	10.2	WSB -AM	10.5	WSB -AM	10.2 (AC)	2 1	WGUN - AM	0.5	WIGU-AM	0.4	WKLS-AM	0.3 (A)
WVEE-FM	8.0	WQX I - FM	8.9	WKLS-FM	8.7 (A)	22	WAEC-AM	0.4				
WPCH-FM	6.8	WVEE-FM	8.9	WQX I - FM	8.6 (R)	23	WFOX-FM	0.3				
WLTA-FM	6.7	WLTA-FM	7.4	WLTA-FM	7. U (AC)	24	WKLS-AM	0.3				
WKLS-FM	6.6	WPLO-AM	6.5	WPLO-AM	5.5 (C)	25	WCHK-FM	0.3				-
WSB - FM	6.0	WPCH-FM	6.1	WPCH-FM	5.3 (BM)	26	WCHK-AM	0.1				
	F	WQX I - FM 10.4 WSB - AM 10.2 WVEE - FM 8.0 WPCH - FM 6.8 WLTA - FM 6.7 WKLS - FM 6.6	FALL 1980 15 WZGC-FM 10.4 WKL S-FM WZGC-FM 10.4 WZGC-FM WZGC-FM WZGC-FM WZGC-FM WZGC-FM WZGC-FM 8.0 WQX 1-FM WPCH-FM 6.8 WVEE-FM WLTA-FM 6.7 WLTA-FM WKL S-FM 6.6 WPLO-AM	FALL 1980 1981 WZGC-FM 10.4 WKLS-FM 10.7 WQXI-FM 10.4 WZGC-FM 10.6 WSB -AM 10.2 WSB -AM 10.5 WVEE-FM 8.0 WQXI-FM 8.9 WPCH-FM 6.8 WVEE-FM 8.9 WLTA-FM 6.7 WLTA-FM 7.4 WKLS-FM 6.6 WPLO-AM 6.5	FALL 1980 1981 1981 1981 1981 1980 1981 1981	FALL 1980 1981 1981 WZGC-FM 10.4 WKLS-FM 10.7 WZGC-FM 12.6 (R) WQXI-FM 10.4 WZGC-FM 10.6 WVEE-FM 10.3 (U) WSB -AM 10.2 WSB -AM 10.5 WSB -AM 10.2 (AC) WVEE-FM 8.0 WQXI-FM 8.9 WKLS-FM 8.7 (A) WPCH-FM 6.8 WVEE-FM 8.9 WQXI-FM 8.6 (R) WLTA-FM 6.7 WLTA-FM 7.4 WLTA-FM 7.0 (AC) WKLS-FM 6.6 WPLO-AM 6.5 WPLO-AM 5.5 (C)	FALL SPRING FALL 16 1980 1981 1981 17 WZGC-FM 10.4 WKLS-FM 10.7 WZGC-FM 12.6 (R) 19 WQXI-FM 10.4 WZGC-FM 10.6 WVEE-FM 10.3 (U) 20 WSB -AM 10.2 WSB -AM 10.5 WSB -AM 10.2 (AC) 21 WVEE-FM 8.0 WQXI-FM 8.9 WKLS-FM 8.7 (A) 22 WPCH-FM 6.8 WVEE-FM 8.9 WQXI-FM 8.6 (R) 23 WLTA-FM 6.7 WLTA-FM 7.4 WLTA-FM 7.0 (AC) 24 WKLS-FM 6.6 WPLO-AM 6.5 WPLO-AM 5.5 (C) 25	## P(00): 17066 14 WRNG - AM	## P(00): 17066 14 WRNG-AM 2.7	## P(00): 17066 14 WRNG-AM 1.3 WTJH-AM 1.5 WGKA-AM 1.3 WTJH-AM 1.5 WGKA-AM 1.3 WTJH-AM 1.5 WGKA-AM 1.3 WTJH-AM 1.5 WGKA-AM 1.5 WGKA-AM 1.6 WYZE-AM 1.6 WYZE-AM 1.6 WYZE-AM 1.7 WIGO-AM 1.7 WIGO-AM 1.8 WTJH-AM 1.8 WTJH-AM	## WRNG-AM	FALL SPRING FALL 16 WYZE-AM 0.8 WYZE-AM 1980 1981 1981 17 WIGO-AM 0.6 WGKA-AM 0.6 WJYI-AM 0.6 WGKA-AM

9 WPLO-AM

10 WGST-AM

11 WAOK-AM

12 WQXI-AM

A Breeze For All Formats



JOHN DENVER

The New Album

Seasons Of The Heart

Featuring

"Shanghai Breezes"
"Seasons Of The Heart"
"Heart To Heart"

Personal Management: JERRY WEINTRAUB Management Three



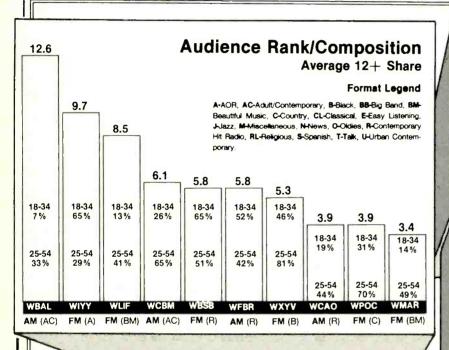


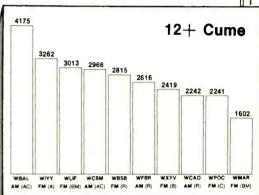
The top three stations in Baltimore - WBAL, WIYY, and WLIF - held their positions this sweep. WBAL rebounded to double digits with a heavy 35+ skew to its audience. WIYY retained the lead among the elusive adults 18-34. WLIF recouped, led by a doubling of its share among females in the evening. The 25-54 leader, WCBM, slipped in the overall standings in this report, and WBSB became the new CHR pacesetter as it passed WFBR.

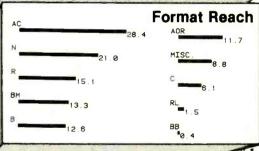
Overall, the numbers in this fall '81 report are more reliable than those from the fall '80 survey. Usable diary return was 33% higher this book than in the previous fall results. Ethnic return was up also. Telephone Retrieval diaries were up 38% in the most recent fall survey when compared to fall '80.

WIYY and WBSB are two of the key stories in this book. WIYY, a Burkhart-Abrams Superstars station, achieved its best teen share ever, more than a 30% share. Among young adults WIYY was tops with more than a 17. Besides dominating the men 18-34 cell, WIYY did surprisingly well among women 18-34, coming in third behind WBSB and WXYV.

WBSB has carved a real niche for itself. With this book the station became the CHR kingpin, leading in women 18-34 and coming in third among adults in that demo. The station advertised itself on TV with the same budget as used before. Also part of the marketing mix for WBSB were the "B104 SuperCards," distributed throughout the metro. Promotionally the station ran "Dollar Days," where if listeners matched with a serial number called out, their dollars won up to \$1040.







3.4 WWIN-AM

2.1

WC AO-AM

WWDC - EM

WYST-FM

WSID-AM

WKB S-FM

WTOP-AM

2 . U (A)

Share Trends Persons 12+ Mon-Sun 6AM-Mid

									19 WKIK.	-FM 1.	1 WKTK-FM	1.2	WRBS-FM	1.1	WR QX - FM	1 . 2 (R)
PO	P(00): 18	3352							20 WIOP-	-Av 1.	1 WIOP-AM	1.2	WRQX-FM	1.1	WMAL-AM	1.2 (AC)
									21 WKBS-	- FM U . i	8 WASH-FM	1.2	W TO P- AM	0.9	WPGC-FM	1 . 1 (R)
									22 WHUR-	-FM U.	7 WRBS-FM	1.1	WKTK-FM	0.9	WASH-FM	1.0 (AC)
									23 WNAV	-FM 0.	7 WBMD - AM	1.0	WRC -AM	0.8	WBKZ-FM	1.0 (AC)
	FA	LL	WIN	ITER	SPR	IING	F	ALL	24 WMAL-	- AM U . I	6 WITH-AM	0.9	WERR - WW	0.7	WKTK-FM	U.7 (AC)
	19	80	19	81	19	81	1	981	25 WKYS-	- FM U	5 WMAL-AM	0.9	WASH-FM	0.6	WHUR-FM	U.6 (B)
						٠.		301	26 WBMU-	-AM U.	5 WGAY-FM	0.8	WITH-FM	0.6	WRC -AM	() . 6 (N)
1	MR V F - VW	11.0	MR V F - WM	11.2	WBAL-AM	9.5	WBAL-AM	12.6 (AC)	27 WGAY	-FM U.	S WEBB - AM	0.7	WKYS-FM	0.6	WTTR-FM	U.5 (AC)
2	WIYY-FM	9.9	WIYY-FM	8.7	WIYY-FM	8.3	WIYY-FM	9.7 (A)	28 WOOK -	-FM 0.	5 WHUR-FM	0.7	WSID-AM	0.6	WNAV-FM	0.5 (BM)
3	WLIF-FM	8.9	WPOC - FM	7.7	WLIF-FM	7.8	WLIF-FM	8 . 5 (BM)	29 WASH-	-FM 0	5 WAVA-FM	0.6	WEMD-AM	U.5	WIMD-FM	U . 4 (AC)
4	WXYV-FM	6.2	WLIF-FM	6.7	WXYV-FM	7.7	W POC - FM	6.1 (C)	30 WWDC-	-FM 0.	S WKYS-FM	0.6	WNAV-FM	0.5	WITR-AM	0 . 4 (AC)
5	WPOC - FM	b. 0	WXYV-FM	6.2	WCRM - AM	6.6	WXYV-FM	5 . 8 (B)	31 WKC -	- AM U.	4 WNAV-FM	0.6	WTOW-AM	0.4	WGAY-FM	U . 4 (BM)
6	WC BM - AM	5.9	MCRW - 4W	5.5	WPUC - FM	6.3	WBSB-FM	5 . 8 (R)	3.2 WEBB-	- A . U	4 WYCK - FM	0.4	WPKX - AM	0.3	WAYE-AM	U . 4 (BB)
7	WMAR - EM	4.6	WMAR - FM	5.3	WFBR-AM	5.6	WCBM - AM	5 . 3 (AC)	33 WTIR-	- FM 0.	3 WRC -AM	0.4	WVKX - FM	0.2		
8	WC AO - AM	4.2	WB SB - FM	4.7	WBSB-FM	4.9	WMAR - FM	3.9 (BM)	3 4		WANN - AM	0.3	WPGC-AM	0.1		
9	WFBR - AM	4.0	WCAO-AM	4.0	WMAR-FM	4.8	WERK-AM	3.9 (R)	3 5		WPKX - AM	0.2				
10	WBSB-FM	3. 9	WF BR - AM	3.8	WWIN-AM	3.8	WITH-AM	3 . 4 (AC)	36		WVKX-FM	0.2				

11 WWIN-AM

12 WSID-AM

13 WPGC-FM

14 WAYE-AM

15 WLPL-EM

16 WBKZ-FM

17 WITH-AM

18 WKQX -FA

WWIN-AM

WISK Z - FM

WLPL-FM

WSTD-AM

WROX - FM

WAYE-AM

WPGC-FM

2.1

3.6 WCAU-AM

2.0 WITH-AM

1.9 WBKZ-FM

1.6 WEPE-FM

1.5 WPGC-FM

1.4 WHUR-FM 1.4 WWDC-FM

Share Trends

There are two main items to keep in mind as you look at the fall '81 Arbitron results in Birmingham. The first is that this survey data is significantly more reliable than the fall '80 data, thanks to a 54% increase in usable diary return. 47% of the returned diaries came back from ethnically-retrieved areas of the metro.

The other key item to keep in mind is WZZK. You want 18-34's? WZZK had almost a 21 share for the lead. Looking for 25-54 adults, perhaps? Then WZZK had a 24 share to offer you. Unless you care to reach teens, where WKXX was best with almost a 30 share, or men 18-34 (where WKXX beat out WZZK by several shares), then WZZK is

the answer, no matter what the question.

What led to all these numbers for WZZK? Advertising played a part, billboards plus the world's largest lighted sign. Actually, less was spent on advertising this sweep than in the past.

There were no gangbuster promotions, but several small contests. The programming, a well-targeted and consistent sound, set WZZK apart from others in the market.

This book showed some erosion of the WKXX audience. In young adults as well as teens, WKXX's audience estimates slipped, with morning drive remaining the most solid.

Beautiful Music WQEZ hit double digits 35+, and the station notably increased not only female but male tallies as well.

6-1 WATV-AM

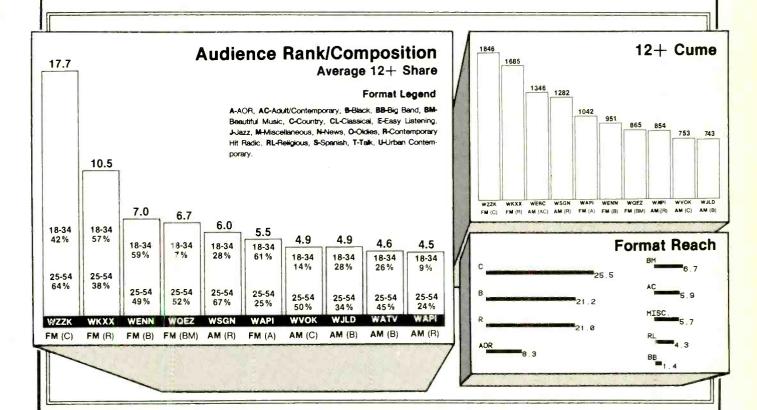
5.7 WAPI-FM

4.8 WVOK-AM

4.7 WJLD-AM

4 . 9 (C)

4.9 (B)



Persons 12+ Mon-Sun 6AM-Mid 5.6 WYDE-AM 4.6 WATV-AM 4.6 (B) WVOK - AM 4.5 (R) 4.5 WAPI-AM WERC-AM 5.1 WERC-AM 4.5 WAPI - AM 4.1 WERC-AM 4.3 (AC) 11 WDIC-FM POP(00): 7086 3.7 (RL) 3.8 WDIC-EM 3.4 WQEZ-FM 12 WAPI-AM 3.3 (B) 3.8 WENN-AM 2.9 WENN-AM 13 WYDE - AM 3.2 WRKK-FM 2.8(A) 2.4 WILD-AM 14 WILD-AM 2.3 (C) 2.3 WYDE-AM 15 WENN-AM 2.4 WDIC-FM **FALL** FALL SPRING 1 . 4 (BB) 2.2 WCRT-AM WBUL-AM 1.5 WBUL-AM 16 1981 1981 1980 WCRT-AM WCRT-AM 2.0 WBUL-AM 1 . 4 (B) 1.5 WUEN-FM U.7 (AC) 13.6 WZZK-FM 1.2 WWWB-AM WKXX-FM 11.1 WZZK-FM 18 WWWB-AM U . 7 (AC) 10.5 (R) 0.8 WWWB-AM WENN-FM 11.1 WKXX-FM 12.3 WKXX-FM 19 WFHK-AM U.8 WSMQ-AM 0.6(C) WENN-FM 9.1 WENN-FM 7.0 (B) U.8 WQEN-FM 0.6 WSMQ-AM 20 WLPH-AM WSCN - AM 8.3 6.7 (BM) U . 6 (RL) 7.7 WSGN-AM 6.4 WQEZ-FM 0.3 WLPH-AM 0.5 WRSM-AM WZZK-FM 21 WWWB-FW 5.5 WSGN-AM 6.0 (R) 0.2 (AC) U.4 WARF-AM U.3 WWWB-FM WRKK-FM 6.6 WVOK-AM 22 WSMQ-AM 4.8 WAPI-FM WQEZ-FM 6.1 WRKK-FM 5.5 (A) 0.4 23 WQEN-FM

7 WAPI-FM

WATV-AM

WCOZ and WHDH remained 1-2 for the fourth straight Boston book but both stations slipped somewhat. WBCN showed renewed signs of life and WBZ posted its best share in recent sweeps. WXKS-FM rebounded from a soft summer book to lead the CHR pack. All of these numbers are impressive because compared to last fall ('80), the in-tab number of diaries in the metro went up 41%. The data in this report is significantly more reliable than the numbers from the fall '80 sweep.

WCOZ topped the 12+ charts again but showed signs of slippage in every key daypart. Teen numbers remained strong but the station's 18-34 totals were hurt. WBCN's overall male share was up about 50%, and there were gains among young adult women too. A larger ad budget was divided among TV, billboards, and newspaper, and the station called itself the "Concert Connection." WBCN is also the 18-34 connection, since the station became number one in that demo this book, surpassing WCOZ.

WBZ went all out for this sweep with apparent success. Although the station was still number two 25-54 (to WHDH), its share was down slightly compared to fall '80 results. Nevertheless, WBZ was able to add female numbers this sweep to help the station to its best book since winter '81. WBZ used an extensive TV schedule, 40 spots per week, to promote the station. Bus sides were also used to reinforce the effective TV spots. On-air the station changed its music mix to a slower, more recurrent flow, strengthened the news department, and pushed its evening talk show more.

WHDH remained the top 25-54 station. However, the station eroded slightly in most major dayparts as the overall audience, especially among the ladies, slipped. With the loss of David Brudnoy's killer nighttime numbers to WRKO, WHDH has not been as dominant in that daypart as was formerly the case.

WXKS-FM has moved away from the ethnic flavor it used to air towards more of a mainstream CHR niche. That, combined with a higher ad budget this book, (TV and newspaper), helped the station recoup. WXKS-FM is trying to provide a middle ground between AOR's and softer rock stations; it ranked third 18-34 this book.

WEEL-FM WSSH-FM

WR KU- AM

WGBH-FM

1.7 WITS-AM 1.5 WAAF-EM

1.4 W)DA-AM 1.3 WILD-AM

WK KO- AM

WHUE-FM

WSSH-FM

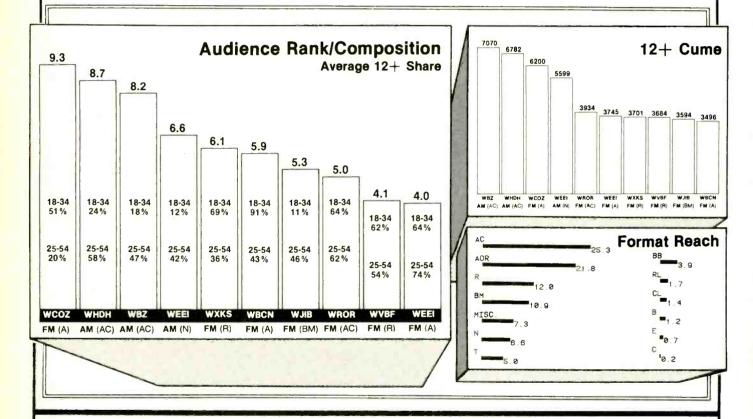
WITS-AM WDLW-AM

WAAF - FM

1.3 WCRB-FM 1.2 WILD-AM

2 . 6 (BM) 2 . 2 (T) 1 . 7 (C)

1 . 4 (CL) 1 . 2 (B) 1 . 1 (R)



Share Trends Persons 12+ Mon-Sun 6AM-Mid

POP(00): 28806

1980 1981 1981 1981 1981	24 WCAP-AM 0.7 WESX-AM 0.8 WCAS-AM 0.7 WBUR-FM 0.9 WIDA-AM 0.5 WESX-AM 0.6 WBZ -FM 0.7 WBZ -FM 0.7 WGCY-FM 0.9 WSNY-AM 0.6 WSNY-AM 0.6 WSNY-AM 0.6 WSNY-AM 0.8 WCCY-FM
and the second s	
1 WHDH-AM 9.8 WCOZ-FM 11.0 WCOZ-FM 11.1 WCOZ-FM 12.6 WCOZ-FM 9.3 (A) 2 WCOZ-FM 9.1 WHDH-AM 10.3 WHDH-AM 8.5 WHDH-AM 9.7 WHDH-AM 8.7 (AC)	27 WEZE-AM 0.6 WCCM-AM 0.6 WESX-AM 0.6 WELH-AM 0.6 WESX-AM
B WBZ -AM 7.9 WBZ -AM 8.4 WXKS-FM 7.1 WBZ -AM 6.8 WBZ -AM 8.2 (AC) B W I B - FM 7.4 WEE I - AM 6.5 WEE I - AM 7.0 WEE I - AM 6.0 WEE I - AM 6.6 MA	29 WBZ -FM 0.5 WPLM-FM 0.6 WSRS-FM 0.5 WMJX-FM 0.6 WMJX-FM 30 WSRS-FM 0.4 WCGY-FM 0.5 WCAP-AM 0.5 WOKQ-FM 0.6 WCAS-AM
5 WEEL-AM 7.1 WILB-FM 5.3 WBZ -AM 6.7 WROK-FM 5.4 WXKS-FM 6.1 (R) 5 WEEL-FM 4.7 WXKS-FM 5.0 WILB-FM 6.3 WXKS-FM 5.0 WBCN-FM 5.9 (A)	31 WDLW-AM 0.4 WEZE-AM 0.5 WLYN-FM 0.4 WDLW-AM 0.6 WHJY-FM 32 WPLM-FM 0.3 WNTN-AM 0.4 WPLM-FM 0.4 WPLM-FM 0.5 WORQ-FM
7 WROR-FM 4.4 WBCN-FM 4.8 WROR-FM 5.8 W] IB-FM 4.9 W] IB-FM 5.3 (BM) 8 WXKS-FM 4.4 WROR-FM 4.5 WBCN-FM 3.9 WBCN-FM 4.6 WROR-FM 5.0 (AC)	33 WLLH-AM 0.3 WLLH-AM 0.3 WESX-AM 0.5 WLYN-FM 34 WUNR-AM 0.3 WHAV-FM 0.4 WUNR-AM
9 WBCN-FM 4.2 WEE1-FM 3.7 WVBF-FM 3.7 WVBF-FM 3.7 WVBF-FM 3.7 WVBF-FM 4.0 WVBF-FM 4.1 (R)	35 WELE-AM U.4 WSRS-FM 36 WPLM-AM 0.1 WSAP-AM

WKKO-AM

WITS-AM

13 WSSH-FM

17 WAAF-FM

18 WROL-AM 19 WCRB-FM

20 WILD-AM

WXKS-AM WRKO-AM

WHILE-EM

WILD-AM

WJDA-AM

WHU E - AM

3.U WRKO-AM

1.4 WCRB-FM 1.4 WDLW-AM

WHU E-FM

WSSH-FM WILD-AM

WAAF - FM



FOR THE MUSIC OF LOUR LIFE 1430 AM

The Best Hadio Buy in the Boston Area is as Easy as 1,2,3

#1*	
W18-34	6-10am
W18-34	37pm
A25-54	3-7pm
W18-49	3-7pm
M35-54	3-7 p m
A35-54	6-10am

A18-4	9	6am-mid

1	4
U	A

W18-34	10am-3pm
A18-34	6-10am
W18-49	10am-3pm
W25-34	7pm-mid
M25-49	3-7pm
A25-54	10am-3pm

W25-49	3-7pm

H	n	*
41	1	

M18-34	6-10am
M18-34	10am-3pm
M18-49	3-7pm
A18-49	3-7pm
W25-34	3-7pm
W35-49	3-7pm

W18-49 6-10pm

-WXKS-AM FM is POSITIONED Right Where it Counts



MAJOR MARKET RADIO SALES

*Source: Fail 1981 Arbitron, Metro Survey Area. All dayparts listed are Monday through Friday.

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

R&R

Fall '81 Market Overview

This survey was WBEN's turn to take the top slot in the market away from WJYE. WBEN's appeal was well spread among 25+ demos even though almost half of the station's audience was 55+

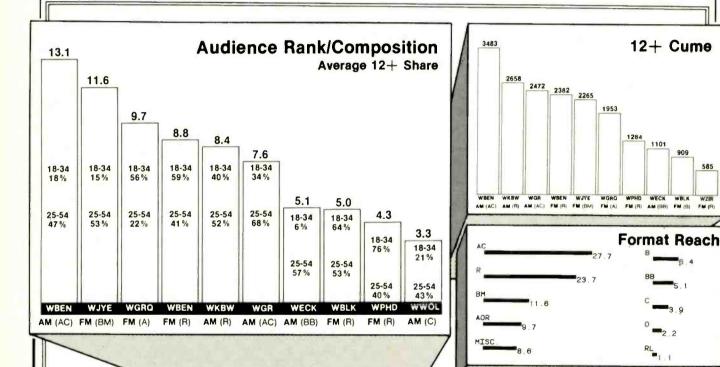
WBEN-FM had a good book too. The station built its 18-34 core and strong teen appeal with a consistent sound and care not to clutter the product with nonsense or contests. To achieve its higher shares, WBEN-FM used TV and newspaper with a budget that was the same as in previous surveys.

WGRQ rose nicely in this book. This AOR's strong 12-24 audience was largely due to little competition and an effective Superstars format. Advertising efforts this sweep amounted to bumper stickers, busboards, billboards, and a little TV. There were several promotions tied into the Rolling Stones tour.

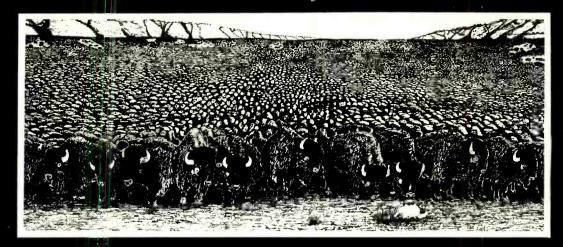
WECK hit the jackpot this sweep. The station's Music Of Your Life format shot the station's numbers up into respectability. The Big Band sound has apparently found a niche in Buffalo.

1101

585



S	hare T	rend	S					WB LK - FM		WPHD-FM	-	WECK -AM	5.1 (88)
			n-Sun 6AN	A-Mid			_	WPHD - FM		WBLK-FM WWOL-AM		WBLK-FM WPHD-FM	5 . U (B)
		1 1010	ii odii onii	ii iviid				WWOL - AM		WYRK-FM		WWOL - AM	4 . 3 (R) 3 . 3 (C)
								WYSL -AM		WF XZ - FM		WYRK-FM	2 . 8 (AC)
PO	P(00): 1	0212					12	WAC J - FM	1.8	WACJ-FM	1.7	WZIR-FIM	2.2 (R)
							13	WF X Z - FM	1.6	WECK-AM	1.6	WACJ-FM	2 . 2 (0)
	FA	LL	SPR	ING	FA	LL	14	WZ IR - FM	1.3	WYSL - AM	1 . 4	WBUF-FM	1 . 5 (AC)
	19	80	19	81	1981		15	WUFU-AM	1.2	WDCX - FM	1.1	WUFO-AM	1 . 4 (B)
							16	WJJL-AM	1.1	WUFO-AM	1.0	WYSL-AM	1 . 1 (AC)
	MREN-WW		WJYE-FM	15.5	MR EN- WW	13.1 (AC)	17	WDCX-FM	1.0	CHRE-FM	0.9	WDCX-FM	1 . 1 (RL)
	WJYE-FM	14.0	MR EN- WW		WJYE-FM	11.6 (BM)	18	WXRL -AM	0.9	WIJL-AM	0.6	WLVL-AM	0 . 9 (AC)
-	MKRM-WW	10.1	MKBM-WW	9.7	WGRQ-FM	9.7 (A)	19	WLVL - AM	0.7	CHUM - FM	0.5	WIIL-AM	U. 7 (AC)
4	WGR -AM	9.5	WGRQ-FM	7.6	WBEN-FM	8 . 8 (R)	20	WHLD-AM		WZ IR-FM		WX RL - AM	U. 6 (C)
5	MREN-EW	7.8	WBEN-FM	7.1	WKBW-AM	8 . 4 (R)		CHUM-FM		WXRL -AM	0.5	744	0.0(0)
6	WGRQ-FM	6.0	WGR -AM	7.0	WGR -AM	7 . 6 (AC)		CILQ-FM		WHLD - AM	0.4		



BUY BUFFALO.

wben radio 930 is a rare radio station... consistently delivering one of the largest major market audience shares in the country. Our adult-contemporary, full service information and entertainment stand alone in Western New York as prime audience magnets.

wben-fm, rock 102, is one of the most powerful radio stations in New York State, with our signal reaching Erie, Rochester, and Toronto. Designed specifically for the Western New York contemporary music listener. ROCK 102 continues to deliver its promise of music, as other stations change formats repeatedly. And the audience migration continues... to ROCK 102.

NUMBER ONE COMBO*

TSA	METRO
18+	18+
18-34	18-49
18-49	25-49
25-49	25-54
25-54	35-64
35-64	

*Fall 1981 Arbitron TSA & Metro rankings, AQH estimates 6 AM-midnight, Monday-Sunday, Estimates subject to limitations of said report.

HUGE 21.9 SHARE OF AUDIENCE

TSA CUME #1 WBEN-AM #2 WBEN-FM

Represented nationally by





Chicago

METRO RANK

Fall '81 Market Overview

Share Trends

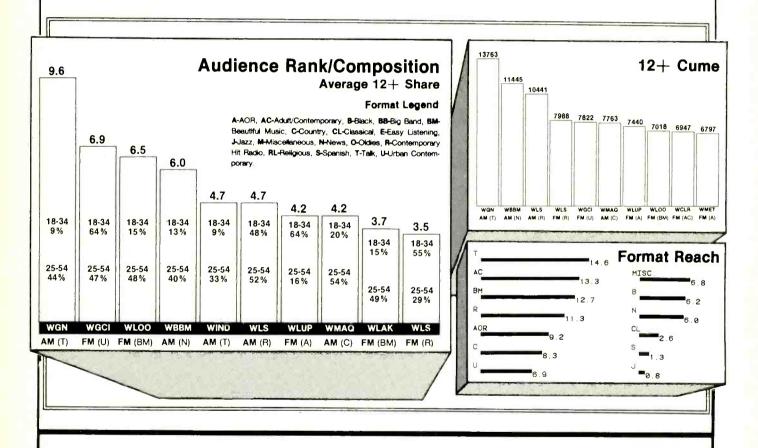
Persons 12+ Mon-Sun 6AM-Mid

An increase in the percentage of ethnic population in the Chicago metro may have led to some interesting sampling. Although both the black and Hispanic populations increased compared to previous sweeps, the usable diary count for each group differed. The number of Telephone Retrieved diaries, which come back from blacks and those in the High Density Black Area, was up notably in this survey (compared to last fall). However, the number of diaries returned from the High Density Hispanic Area was down more than 50% compared to the fall '80 results

One of the stations showing a healthier complexion in this report was WGCI, a leading Urban Contemporary entity. The station scored its second consecutive up book without having to increase its ad budget, spending money for bus signs as the only outside ad source. Other than a "Christmas Wish" promotion, WGCI did little except stay consistent during the fall survey. WGCI captured the lead among teens in the market, while also pulling more young adults than in previous books.

WLUP recaptured the lead among Chicagoland AOR's. The combination of the first book for new PD Tim Kelly and the efforts of John Sebastian may have paid off. Part of the on-air changes involved cutting the jock shifts to three hours, while promotionally the station used lots of concert tie-ins, especially regarding the Stones. Advertising consisted of a new TV spot primarily, backed up with newspaper ads keyed to on-air specials as well as a few billboards. The overall ad budget was higher than that used in other recent sweeps. WLUP's teens increased 50% while the station also was tops among men 18-34, edging out WGCI.

The most competitive major market Adult Contemporary battleground is Chicago, and in this sweep **Bonneville**'s **WCLR** emerged on top. A heavy TV campaign featuring a tested TV spot, tied in with buscards, pushed the "Movin' Easy" aspect of "Clear." The station had a strong 25-34 core and added to its 35-44 numbers as well. Female numbers increased in every major daypart, and WCLR topped the 25-54 demos among the local A/C stations.



3.1 WBMX-FM 2.9 WKQX-FM 2.7 WFPC-AM 3 . 1 (AC) 14 WEYR-FM 3.1 WLUP-FM WC LR - EM WEYR-FM POP(00): 63449 WBBM-FM 2.5 WBBM - FM 2.3 WJ EZ - FM 2.6 WF YR - FM 2.5 WBMX - FM 2 . 6 WBBM - FM FALL WINTER SPRING SUMMER FALL WXRI-FM WAII-AM WEFM-FM 1.9 WEMT-FM 1.9 WEMT-FM 1.7 WCFL-AM 2 . 2 (CL) 1980 1981 1981 1981 1981 20 WXR1 - FM WBMX - FM 1 . 9 (AC) 2.1 wVON - AM 1.6 WVON-AM WEEM-EM -AM 10.5 WGN -AM 9.4 WON -AM 9.6 (T) 22 WAIT-AM 23 WLS -FM WIJD-AM WEMI-EM 1.3 WOJO-FM 1.2 WXRT-FM 6.9 WBBM -AM 7.2 WGC1-FM 6.3 WGC1-FM 6.9 (U) 6.1 WLOO-FM 6.7 WLOO-FM 6.1 WLOO-FM 6.5 (88) 5.3 WMAQ-AM 5-1 WBBM -AM 6.1 WBBM -AM 6.0 (M) WLOO-FM 6.9 WLOO-FM WXRT-FM WQJO-FM WJJD-AM WCFL-AM WXFM-FM WVON-AM WXRT-FM WIID-AM WLOU-FM 6.9 WLOU-FM 6.9 WDDM -AM 7.2 MCG.I-FM 6.3 WGG.I-FM 6.5 WB. WGC.I-FM 6.1 WBM-AM 6.1 WLOU-FM 6.7 WLOU-FM 6.1 WLOU-FM 6.5 KBM-AM 6.0 WBM-AM 6.1 WBLM-AM 6.1 W WOLO-FM WVON-AM WCFL-AM

11 WJEZ-FM 12 WCLK-FM 13 WKQX-FM 3.3 WEYR-FM 3.3 WIND-AM 3.2 WCLR-FM 3.3 WCLR-FM 3.2 WLAK-FM 3.2 WJEZ-FM

WJEZ-FM

WKQX - FM

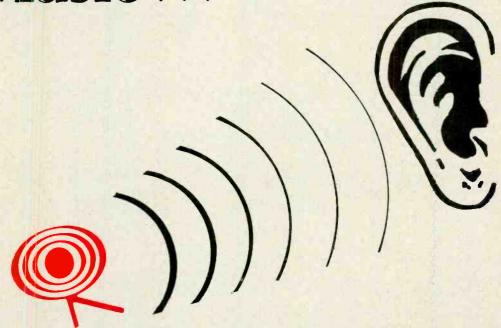
3 . 3 (AC)

0 . S (AC) 0 . 4 (R) 0 . 4 (CL)

 $0.3 \, \mathrm{m}$

4 WBBM-AM 5.8 WLS -AM 5.3 WAAQ-AM 5.1 WBBM-AM 6.1 WBBM-AM 6.0 W 15 WLS -AM 5.7 WLAR-FM 4.9 WLS -FM 4.3 WAAQ-AM 4.8 WLDP-FM 4.2 (A) 9 WLS -FM 4.3 WAQ-AM 4.8 WLDP-FM 4.2 (A) 9 WLS -FM 4.3 WAQ-AM 4.8 WLDP-FM 4.2 (A) 9 WLS -FM 4.3 WAQ-AM 4.8 WLDP-FM 4.2 (A) 9 WLS -FM 4.3 WAQ-AM 4.8 WLDP-FM 4.2 (A) 9 WLS -FM 4.3 WAQ-AM 4.8 WLDP-FM 4.2 (A) 9 WLS -FM 4.3 WAQ-AM 4.8 WLDP-FM 4.2 (A) 9 WLS -FM 4.3 WAQ-AM 4.8 WLDP-FM 4.2 (A) 9 WLS -FM 4.3 WAQ-AM 4.8 WLDP-FM 4.2 (A) 9 WLS -FM 4.3 WLS -FM 4.4 WLDP-FM 4.5 WLS -FM 4.5 W

If Your Format Is Music...



We've Been Making Hits For Ears And Ears!

COLUMBIA RECORDS

RATINGS

R&R

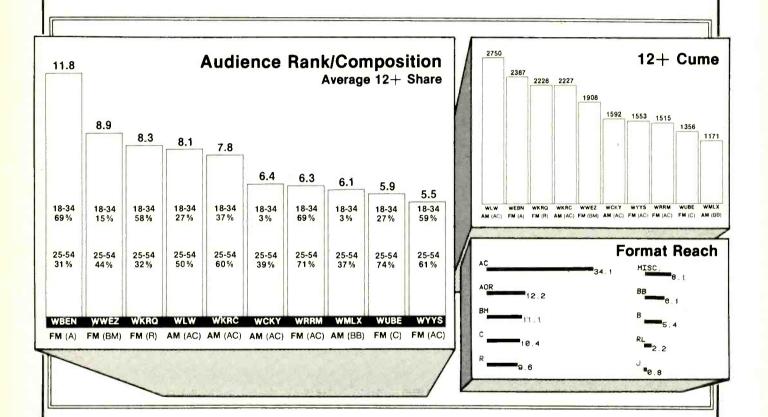
There's a new number one in Cincinnati as AOR entry **WEBN** soared to the top. The other major success story was **Plough**'s **WUBE**, which notched its best book ever, along with **WMLX**, which debuted impressively.

WEBN is in an enviable position. There is no AOR competition in the metro, the station is consulted by **John Sebastian**, and it dominates the 18-34 numbers as a result. The station was tops among men, women, and adults 18-34, with more than a 20 share of the latter group.

WUBE, just an FM now that the AM has spun off as WMLX, posted a good book as the result of several formatic changes. One stop set was eliminated in each daypart, music sweeps were increased, and the record rotations and gold were revamped. Advertising on TV, billboards, newspaper, and busboards also helped WUBE become the top station among women 25-54, with over a 10 share.

Plough's AM, WMLX, went through its first book with the AI Ham "Music Of Your Life" format. The station scored more than a six share overall, with good numbers 35+.

Topping the 25-54 adult category was WKRC, which slipped this book but managed to eke out an edge over WUBE.



Share Trends

Persons 12+ Mon-Sun 6AM-Mid

Р	OP(00): 1	1476					10	WSA1-FM	3.4	WSA I - AM	2.9	WYYS-FM	5
							1.1	WRRM-FM	3.4	WSKS-FM	2.6	WSAL-AM	2
	FA		SPR	ING	EA	LL	12	WSKS-FM	3.0	WYYS-FM	2.5	WC IN - AM	2
	19		19			81	13	WSAL-AM	2.6	WB L Z - FM	2.2	WBLZ-FM	2
	19	80	13	01	13	7 0 I	14	WNOP - AM	2.3	WSAI-FM	2.0	WSAI-FM	1
1	WKRQ-FM	10.5	WLW -AM	11.0	WEBN-FM	11.8(A)	15	WUBE - AM	1.7	WNOP-AM	1.4	WSKS-FM	1
2	WKRC-AM	10.4	WWEZ-FM	9.8	WWEZ-FM	8 . 9 (BM)	16	WHIO-FM	1.0	WLYK-FM	1.3	WLYK-FM	1
3	WWEZ - FM	9.7	WKRQ-FM	9.6	WKRQ-FM	8 . 3 (R)	17	WLYK-FM	0.9	WUBE-AW	0.7	WCNW-AM	U
4	WEBN-FM	8.6	WEBN-FM	9.6	WLW -AM	8 . 1 (AC)	18	WDAO - FM	0.7	WPFB-AM	0.7	WHIO-EM	U
5	WLW -AM	8.5	WKRC-AM	9.2	WKRC-AM	7.8 (AC)	19	WZIP-AM	0.6	WONE - AM	0.7	WNOP-AM	U
6	WC KY - AM	6.4	WCKY~AM	7.9	WCKY-AM	6 . 4 (AC)	20	WHKK-FM	0.4	WHKK - FM	U.5	WTSI-AM	0
7	WUBE - FM	5.7	WKKM-FM	7.1	WRRM - FM	6.3 (AC)	21			WHIO-FM	0.5	WHKK - FM	U
8	WC I N-AM	4.6	WC IN - AM	5.8	WMLX-AM	6.1 (BB)	22			WIUE-FM	0.4	WTUE-FM	U
9	WYYS - FM	4.1	WUBE-FM	4.2	MARE - EW	5 . 9 (C)	23					WDAO - FM	U

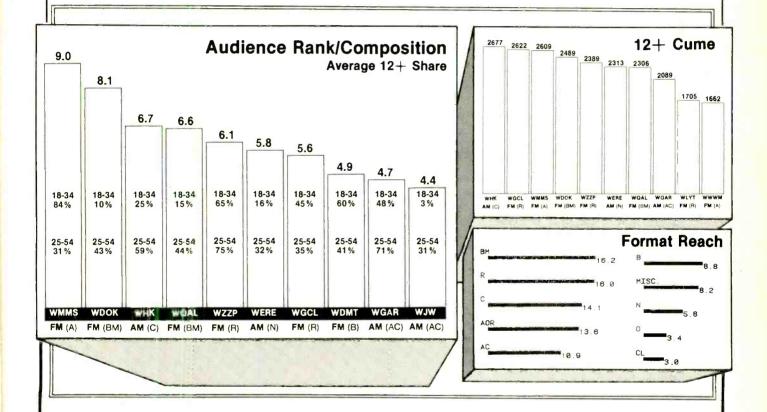
WMMS ("The Buzzard") flew to the top of the ratings heap in Cleveland this sweep, recapturing its leadership position. Beautiful Music stations WDOK and WQAL slipped, WZZP passed WGCL in the CHR contest, and WHK rebounded.

Compared to the fall '80 survey, in-tab was up approximately 25%, creating a more reliable indicator of the listening habits in the Cleveland area. Interestingly, the impact of the ESF portion of the sample — those with homes not listed in the phone book - was diluted in this survey since they returned fewer diaries proportionately

WMMS dominated the young adult market in Cleveland. The station was tops among men and women 18-34, in some cases virtually doubling the share of the runner-up station (usually WZZP). The 18-34 shares for WMMS ran in the 20 range. To achieve that level of dominance took years but in this sweep the momentum was maintained by an ad campaign featuring a heavy TV blitz, extensive use of newspaper, and some billboards. Promotionally the station was heavily involved in giving away Stones concert tickets.

Among the CHR stations WZZP emerged as the leader this sweep. The station pulled approximately a 10 share of 18-34 adults, with a notable margin over WGCL in that category. Where WGCL has a strong teen presence WZZP appears to concentrate on a well-balanced male/female ratio among 18-34's. Not only was WZZP second among the 18-34 crowd, but the station's 25-34 strength allowed it to top the 25-54 adult segment, ahead of WHK

WHK topped the Country universe in this report, partially due to the tie-in with Cleveland Browns football broadcasts. Besides coordinating promotions with the Browns, WHK also used a larger ad budget than before to attract listeners. Newspaper ads and inserts, combined with TV, comprised the thrust of the effort. With the increased Country competition in the market. WHK is trying to develop the personality aspect of its sound as a way of setting the station apart from WKSW or WWWE.



Share Trends Persons 12+ Mon-Sun 6AM-Mid

POP(00): 15580					14 WJMU-AM 15 WLYT-FM	2.7 WIMU-AM 2.4 WWWM-FM	3.2 WZAK -FM 3.0 WDMT - FM 2.0 WJMO-AM	2.9 WWW -FM 2.8 WIMO-AM	3.4 WBBG-AN 3.0 WWWE-AM	3 . 4 (O) 3 . 2 (C) 3 . 0 (CL)
FALL	WINTER	SPRING	SUMMER	FALL	18 WABQ-AM	1.5 WUBN-FM	1.3 WCLV-FM 1.3 WABQ-AM 0.9 WDBN-FM	1.5 WABU-AM	1.8 WZAK-FM	2 . 7 (B) 2 . 2 (M) 1 . 4 (AC)
1980	1981 WMM S-FM 10.5	1981	1981 WUOK-FM 10.4	1981 4 WMM 5-FM 9.0 (A)	21 WDBN-FM 22 WAEZ-FM	U. 9 WSLK-AM	U.7 WSUM-AM U.7 WKDD-FM U.5 WCUE-AM	D.8 WPVL-AM	U.8 WUBN-FM	1 . 2 (B) 1 . 1 (BM) U . 5 (A)
2 WDOK-FM 9.1 W 3 WMMS-FM 8.5 W 4 WHK -AM 8.5 M	WDOK-FM 10.1 WQAL-FM 9.1	WUOK-FM 8.4 WOAL-FM 8.0	WWW 5-FM 8-3 WQAL-FM 7-3	3 WDOK-FM 8.1 (BM) 3 WHK -AM 6.7 (C) 2 WQAL-FM 6.6 (BM)	23 WELW-AM 24 WJR -AM	U . 4		U.4 WELW-AM		U . 5 (C) U . 4 (AC) U . 4 (BM)
5 WERE-AM 6.7 W				2 WZZP-FM 6.1(R)					0.4 CKLW-AM	U.4(R)

B WZZP-FM 9 WJW -AM

13 WWWM-FM 3.U WLYT-FM

WERE-AM WDMT-FM

WHK - AM WGAR - AM

WK SW-FM

WWW E - AM

S. 8 WZZP-FM S. 8 WERE-AM

3.2 WWWM-FM

4.5 3.8 WLYT-FM 3.8 WJW - AM 3.4 WKSW-FM

WWW E - AM WGAR - AM

WZZP-FM WERE-AM

WUMT-FM WUAR-AM

WJW -AM WLYT-FM

WKSW-FM

3.1

5.6 WERE - AM-

3.7 WKSW-FM

WUMT-FM

Columbus, OH-

METRO RANK

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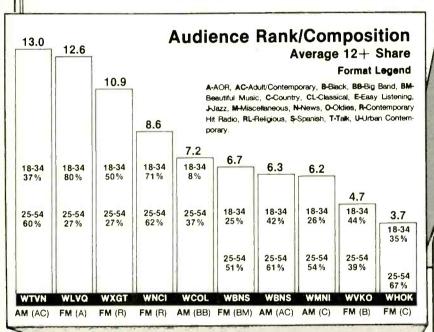
Fall '81 Market Overview

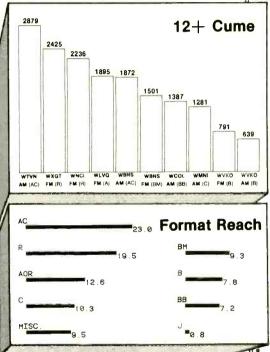
Woody Hayes may be gone but the Ohio State aura still pervades Columbus. A winning football team is a nice assist for the radio station that carries it, and in Columbus WTVN carries the Buckeyes exclusively, thus helping to explain the huge jump posted in this report.

WTVN, which traditionally garners stronger fall books, went through the roof this time. The station's male numbers almost doubled overall while female shares were up 50%. A higher ad budget spent on TV, combined with the giveaway of "Buckeye Bucks," helped to power the climb. WTVN ended up atop the 25-54 demo, with more than a 16 share, and was in double digits among 18-34 year-olds also.

The leading 18-34 station was AOR power **WLVQ**, which was bumped from first in the 12+ derby by WTVN. WLVQ, without format competition in the Columbus metro, held approximately a 23 share of 18-34 adults in this book, not to mention almost a 30 share of men 18-34.

Other stations that were strong 18-34 factors included WNCI and WXGT. These CHR stations took different tacks, WXGT dominated teens, with almost a 42 share of that group. WNCI preferred to concentrate on the 25-34 cell, which led to approximately a 14 share in the 18-34 demo this book. WXGT notched just over a 12 in young adults.





Share Trends		6 WMNI - AM 7 WBNS - AM	6.1 WTVN-AM 5.5 WMNI-AM	7.3 WBNS-FM 6.7 WBNS-AM	6.7 (BM) 6.3 (AC)
Persons 12+ Mon-Sun 6AM-M	Mid	8 WCOL - AM 9 WHOK - FM	5.2 WBNS-AM 3.7 WHOK-FM	6.3 WMNI - AM 4.6 WVKU - FM	6.2 (C) 4.7 (B)
POP(00): 9008		10 WVKO-AM 11 WKMZ-FM 12 WVKO-FM	3.7 WRMZ-FM 2.9 WVKO-FM 2.2 WVKO-AM	3.4 WHOK-FM 3.4 WVKO-AM 2.2 WRMZ-FM	3.7 (C) 3.1 (B) 2.6 (BM)
FALL SPRIN 1980 1981		13 WBBY-FM 14 WHOK-AM 15 WRFD-AM	1.8 WBBY-FM 1.5 WLW -AM 1.0 WHOK-AM	1.6 wLOH-AM 1.1 wLw -AM 1.1 wRFD-AM	1 . 4 (AC) 1 . 0 (AC) 0 . 8 (AC)
2 WTVN-AM 12.3 WXGT-FM 1 3 WNCI-FM 11.1 WNCI-FM 1	15.9 W	16 WLW -AM 17 WNRE-FM 18 19 20	U.8 WNRE-FM U.7 WRFD-AM WNRE-AM	0.7 WBBY-FM 0.4 WWWJ-FM 0.1 WJR -AM WNRE-FM WNRE-AM	0.8 (J) 0.4 (C) 0.4 (M) 0.3 (AC) 0.2 (AC)

4 . 4 (AC)

4.3 (B)

KMCC - FM

KNOK-FM

4.7

METRO RANK

Fall '81 Market Overview

Share Trends

KSCS and KVIL-FM remained atop the market, KZEW led the 18-34 adult bracket, and the amount of diaries returned from the ethnic populace was up significantly.

KSCS led the numbers for the third consecutive book. The Cap Cities Country FM entity slipped from its previous overall share but still managed to rank second 25-54. KSCS's losses were primarily among the station's female listeners

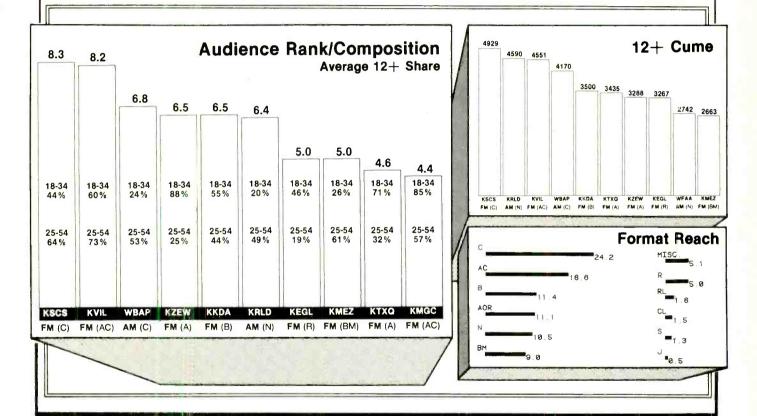
Tops 25-54 was KVIL-FM, which inched upwards slightly in this report. Like KSCS, the male numbers slipped for KVIL-FM, but the rise among female tuners gave the station a boost. Morning drive showed the most improvement among female shares for KVIL-FM in the key dayparts

Among the 18-34 year-olds, AOR leader KZEW was number one. Consulted by Jeff Pollack, this album station not only was tops with adults 18-34 but also was best in the men 18-34 cell. Big jumps in mid-

day, PM drive, and evenings accounted for the widening of KZEW's lead over rival KTXQ

Although the diary return in this sweep was almost identical to that from the fall '80 survey, there was a much heavier ethnic presence. Telephone-retrieved diaries — those from the High Density Black Area and from blacks outside the HDBA - were up 72% over last fall's results, in spite of the estimated percentage of the total populated comprised of blacks dipping slightly. Interestingly, neither KKDA-FM nor KNOK-FM, the leading Black-formatted stations, posted gains in this book. In the spring '82 sweep the boundaries of the HDBA will be redefined and the DST retrieval method will be used, with new possible effects on the numbers.

One station without much worry about the ethnic audience is KMGC. This Adult Contemporary property was up most notably this time, with increases among men predominantly. 85% of the station's audience is 18-34, and KMGC jumped to third in that demo's rankings.



POP (00): 2513	Mon-Sun 6AM-Mid		13 14 15	KNUS - FM	3.5 3.2 3.0 2.2	KTXQ-FM KNUS-FM KMGC-FM WFAA-AM KBOX-AM KFJZ-AM	3.4 2.8 2.7 2.7	WFAA - AM KOAX - FM KPLX - FM KBOX - AM KFJZ - AM KLVU - FM	4.1 (N) 4.0 (BM) 3.4 (C) 2.4 (C) 2.3 (AC) 1.8 (AC)
FALL 1980	SPRING 1981	FALL 1981	19	KAFM-FM KLIF-AM KPBC-AM	1.6	KLIF-AM KPBC-AM KAFM-FM	1.4	KIXK-FM WRR -FM KESS-FM	1.6 (C) 1.5 (CL) 1.3 (S)
		K SC S - FM 8.3 (C) K V I L - FM 8.2 (AC)		KESS-FM WRR -FM	1.1	WRR -FM KNOK-AM		KLIF-AM KPBC-AM	1.2 (C) 1.2 (RL)
-		WBAP-AM 6.8 (C)	23	KNOK - AM	1.0	KESS-FM	1.0	KAFM-FM	1 . U (AC)
	• • • • • • • • • • • • • • • • • • • •	KZEW-FM 6.5 (A) KKDA-FM 6.5 (B)		KKDA-AM KDDC-FM		KTXK-FM KKDA-AM		KVIL-AM KKDA-AM	0.7 (AC) 0.6 (B)
6 KPLX-FM	5.8 KRLD-AM 5.6	KRLD-AM 6.4 (N)		KVIL-AM	0.5	KV IL - AM		K SKY - AM	U.6 (RL)
		KEGL-FM 5.0 (R) KMEZ-FM 5.0 (BM)		KSKY-AM KXOL-AM		KSKY - AM KXOL - <mark>A</mark> M		KXOL - AM KNOK - AM	υ. 5 (C) υ. 5 (J)
-	1.4 KEGL-FM 4.9	KTXQ-FM 4.6 (A)	29	KAAM - AM	0.4	KAAM-AM	0.3	K AAM -AM	U.2 (AC)

10 KTXO-FM

11 KUAX-FM

4.0 KOAX-FM

3.8 KNOK-FM

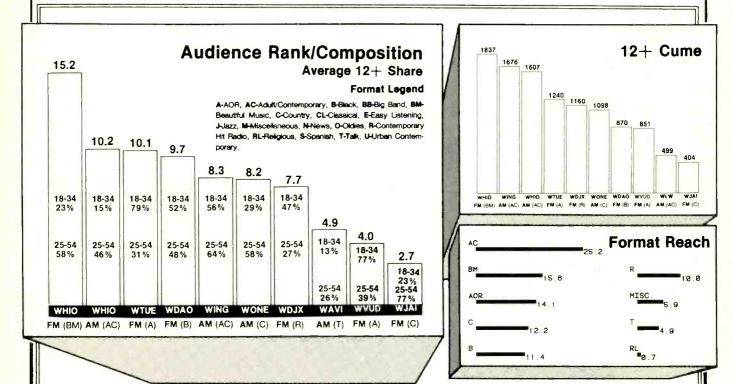
WHIO-FM and AM remained the leading stations, but each showed signs of slippage as younger skewing stations began to enlarge their shares. WTUE reentered the double-digit zone, and WDAO's numbers grew. Even in the older demos, stations such as WONE and WAVI nibbled into the WHIO pie.

While WHIO-FM's Beautiful Music format, led adults 25-54 with more than an 18 share, and while WHIO did well among persons 35+, each station suffered erosion this book. WONE's Country sound grabbed over a 10 share of the 25-54 adult arena, while **WING** was just over the 11 threshold. WONE advertised itself through TV, billboards, newspaper, and taxicabs — the same budget as before. The station in-

creased its information in the morning but in other dayparts played lots of music. Women numbers rebounded tremendously from a soft spring report, while male estimates also increased in a healthy fashion.

At the younger end of the spectrum, WTUE and WDAO, along with WING (due to its 25-34 core) prospered. WTUE topped the 18-34 demos with more than a 19 share. The AOR even won among women 18-34, as well as taking the male 18-34 crown.

WDAO may have been the beneficiary of the new reality, as ethnic retrieval in-tabs were up more than 100% compared to the Fall '80 report. The new census data might have had some impact on that. At any rate, WDAO was second 18-34 without benefit of any advertising for this survey. Promotions consisted of giving away gasoline, albums, and radios and TV's.



Share Trends

Persons 12+	Mon-Sun	6AM-Mid
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PC)P(00): 68	310						WPTW-FM		WLW -AM		WPBF-FM	2.7 (AC)
							12	WLW -AM	1.3	WJA!-FM	1.6	WLW -AM	1.7 (AC)
	FA	LL	SPF	RING	F	ALL	13	WFCJ-FM	1.1	W P B F - FM	1.3	WB L Z - FM	1 . 7 (B)
	19	980	19	981	1:	981	14	WWEZ-FM	1 . 1	WBLZ-FM	1.0	WBZI-FM	1 . 3 (C)
							15	WPFB-AM	0.7	WYYS-FM	1.0	WPTW-FM	1 . U (AC)
	WHIO-FM		WHIO-FM		WHIO-EM	15.2 (BM)	16	WBZI-FM	0.7	WBZI-FM	1.0	WSKS-FM	U.9 (R)
	WHIO-AM		WHIO-AM		WHIO-AM	10.2 (AC)	17	WBBE-EW	0.7	WFCJ-FM	0.9	WYYS-FM	U.7 (R)
	WTUE-FM		WTUE-FM		WTUE-FM	10.1 (A)	18	WKKC-AM	0.6	WAZU-FM	0.6	WFC]-FM	U.7 (RL)
	WONE-AM		WUJX-FM		WDAU-FM	9.7 (B)	19	WYYS-FM	0.6	WPTW-FM	0.5	WPTW-AM	U . 7 (AC)
_	WING-AM	9.6	WING-AM	8.7	WING-AM	8.3 (AC)	20	WKRQ-FM	0.5	WPTW-AM	0.2	WKRQ-FM	U.7(R)
6	WDAU-FM	8 . 8	WDAU - FM	7.4	WUNE - AM	8.2 (C)	2 1					WKRC-AM	0.6 (AC)
.7	WDJ X - FM	7.2	WUNE - AM	5.8	WUJX-FM	7.7(R)	22					WPFB-AM	0.4 (M)
8	WAVI-AM	6.0	WVUD-FM	3.3	WAVI-AM	4.9 (T)	23					WWEZ-FM	() 4 (BM)

9 WVUD-FM

10 WSKS-FM

3.3 WAVI-AM

3.1 WVUD-FM

4.0 (A)

Denver-Boulder

METRO RANK

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Fall '81 Market Overview

Usually Denver goes to the peaks for recreation, but this sweep saw a "Peak," KPKE, come to Denver in the form of Doubleday's new AOR entity. As a result of the KPKE effort, KBPI slipped from its top spot in the metro and was replaced by KOA, boosted by the Broncos broadcasts. KOSI also had a good book, topping the 25-54 demos. Encouraging news on the Arbitron front — diary return was up approximately 33% in this book versus the fall '80 report.

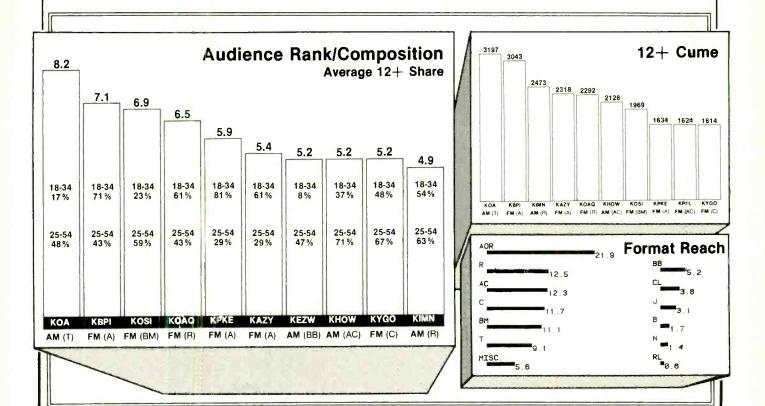
While KOSI's Beautiful Music approach won overall honors among 25-54 adults, KOA was a close second. The station's tie-in to Broncos football always helps boost fall numbers, plus it hired a new PM talk show host who was lively and controversial. The female numbers in afternoon drive were the best in recent sweeps.

The AOR battle got serious in the fall survey when Doubleday took

aim at KBPI. The two stations came out within a hair's breadth of each other in some key demos. KBPI edged out KPKE among 18-34 adults, with both stations scoring over a 10 share. KBPI also led narrowly among men 18-34. The biggest advantage for KBPI was its teen lead, at a 16 share, over the approximate 10 share level achieved by KPKE in its initial effort.

What was the KPKE approach in this first book? A TV advertising campaign, going commecial-free for the first six weeks of the sweep, and a giveaway of \$25,000 cash combined to push the new entry.

With all the battle for men 18-34, which station led among women in that key demo? KOAQ, which scored better numbers as it skewed its format more towards the young adult female. KOAQ managed the feat of tying the lead among teens in the market while also pulling more than a 12 share of 18-34 females.



Persons 12+ Mon			11 KAZY-FA 12 KYGO-FA 13 KEZW-AA	4 3.5 KP <mark>PL-FM</mark>	4.3 KPPL-FM 4.1 KLIR-FM 3.4 KVOD-FM	4.5 (AC 4.2 (BM 3.8 (CL)
POP(00): 13918			14 KLDR - AN		3.1 KLZ -AM	3 .8 (C)
FALL	SPRING	FALL	15 KDKO-AN 16 KBCO-FA		2.8 KBCO-FM 1.9 KDKO-AM	3.5 (A) 1.7 (B)
1980	1981	1981	17 KLAK-AM	2.3 KHOW-FM	1.8 KLAK-AM	1 . 6 (C) 1 . 6 (J)
1 KBPI-FM 8.6	KBPI-FM 9.9	KOA -AM 8.2	18 KADX-FA T) 19 KDEN-AA		1.8 KFML-AM 1.7 KADX-FM	1.5 (4)
		KBPI-FM 7.1	20 11011 4 14		1.7 KD EN - AM	1 . 4 (N
		KOSI-FM 6.9			1.5 KERE-AM	1.3 (A
	KAZY-FM 5.7 KOSI-FM 5.7	KPKE-FM 5.9			1.3 KBRQ-AM 1.0 KTCL-FM	1.1 (R
	KYGU-FM 5.7	KAZY-FM 5.4	A) 24 KHOW-FA	1.1 KFML-AM	1.0 KLDR-AM	1.0 (4
7 KIMN-AM 5.4	KLZ -AM 5.5	KEZW-AM 5.2	BB) 25 KFML-AN	0.9 KBRQ-AM	1.0 KWBZ-AM	0.9 (1
8 KPPL-FM 5.7	KIMN-AM 5.4	KHOW-AM 5.2	AC) 26 KADE - An	U.B KRKS-AM	0.7 KRKS-AM	U.6 (F
	KOAQ-FM 5.2				0.5 KBOL -AM	0.3 (
U KLZ -AM 4.7	KEZW-AM 5.2	KIMN-AM 4.9	R) 28 KBRN-AM	1 0.4 KLMO-AM	0.3	

Detroit -

METRO RANK

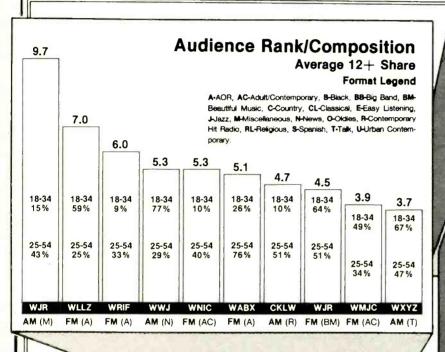
6

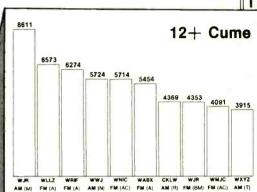
Fall '81 Market Overview

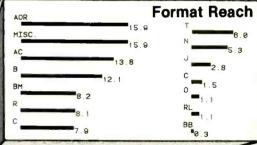
An increase close to 25% in the sampled black population, a tighter AOR battle, and continued improvement by **WWWW** and **WXYZ** highlighted the Motown results. Compared to the fall '80 sweep there were hundreds of additional returned diaries, thus theoretically a more reliable sample. Added to that equation, the estimated percentage of black population in the Detroit metro was up 23%, leading to increased sampling of that part of the metro populace. In this light it may not be surprising that all the major Black stations in Detroit were able to post gains in this book.

WJR, bolstered by the Detroit Tigers' late-season pennant run, rebounded from a soft summer book. WXYZ, ABC's Talkradio entry in the market, was also able to increase its numbers, its fifth consecutive rise. WWWW continued to show that FM Country has a place in the Motor City, with a score almost double that of WCXI, the AM Country fixture.

At the younger end of the demographic spectrum, the AOR contest between WLLZ and WRIF tightened somewhat. WLLZ's numbers slipped for the third straight sweep while WRIF continued to post modest advances. WLLZ dominated teens but WRIF edged past WLLZ this book in the vital men 18-34 demo.







Share Trends Persons 12+ Mon-Sun 6AM-Mid

PUP(00): 35432

	1980			TER 81	SPRI 198		SUMMI 1981		FALL 1981	
1	WIR -AM	ъ 7	WIR -AM	10.6	WIR -AM	11.0	WIR -AM	H R	WIR -AM	9 7 000
			WLLZ-FM		WLLZ-EM		WLLZ-FM		WLLZ-FM	
			MA- LYEN		WW -AM	4.9	WWJ -AM		WXY Z - AM	
			WIR -FM		WRIF-FM	4.8	WXY Z - AM	5.4	WK I F-FM	5 . 3 (A)
5	WNIC-FM	5.3	WCXI-AM	4 . 6	WNIC-FM	4.7	WRIF-FM	5 . 2	WWJ -AM	5 . 1 (N)
			WM I C- FM		WIR - FM		WNIC-FM		WWWW - FM	
7	WM J C - FM	5.0	WR1F-FM	4.3	WM J C- FM	4.4	WWWW - FM	4.6	WIR - FM	4.7 (844)

4.1 WXY Z-AM 4.1 WABX-FM 4.0 WWWW-FM 4.1 WCXI-AM 4.5 WCZY-FM 4.2 WNIC-FM WNIC-FM 4.0 CKLW-AM 3.9 WM J C- FM 3.8 WJR - FM 3.8 WOMC -FM 3.7 WABX-FM WWJ -FM 10 WOMC - FM 3.6 CKLW-AM 3.6 WXYZ-AM 3.4 WUMC-FM WABX - FM WCZY - FM WCZY-FM 3 5 WIR5-FM 3.5 WURU-FM 14 WJZZ-FM 15 WLBS-FM 2.8 WTWR-FM 3.0 WCX1-AM 3.0 WJZZ-FM 2.5 WJLB-FM 16 WJLB-AM 17 WWJ -FM WURQ-FM WLBS-FM 2.9 WGPR-FM 2 . H (C) WWJ -FM WDRQ-FM WJZZ-FM 2.8 WW1 -FM 2.7 WJLB-FM WJZZ-FM 18 WTWK-FM 19 WABX-FM 20 WCHB-AN WL85-FM WTWR-FM WWWW-FM 2.4 WTWR-FM WGPR-FM 2.3 WTWR-FM 2.4 WOMC-FM WCHB-AM WGPR-FM WIZZ-FM WHND-AM WURQ-FM WCHB-AM 21 WWWW-FM 22 WGPR-FM wwww-FM 23 CKLW-FM 24 WHND-AM WHND-AM WCHB-AM WQR5-FM WCHB-AM CKLW-FM WORS-FM WHND-AM 5 (CL) 1 . 1 (0) 0 . 7 (RL) WMUZ-FM CKLW-FM 0.6 WQK5-FM 25 WORS-FM WMUZ-FM 0.7 U. 5 WMZK -AM U. 6 WEXL - AM

YOU RAJE WATEL WAT



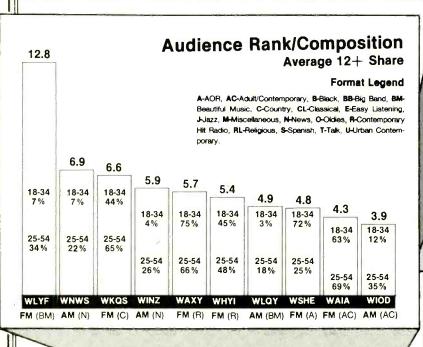
In this last Broward County metro survey (Broward and Dade are being combined in the spring sweep to form a larger, consolidated metro), WAXY, WLYF, and WNWS were the big winners. The results from this survey are significantly more reliable than the fall '80 data because the sample almost doubled, from 603-1188. Ethnic retrieval diaries increased too, from 110 to 255.

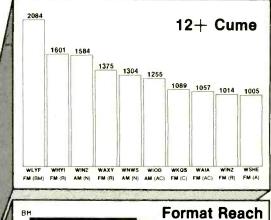
Among 18-34 adults, WAXY emerged as the winner. The station achieved almost a 15 share in this key demo, thanks largely to a strong 25-34 core. TV and billboard advertising helped spread the word about WAXY.

The WAXY core audience also helped the station do well among 25-54 adults. WAXY was third among adults in that group, behind **WKQS** and WLYF, which were tied, each with just over a 10 share.

WLYF's Beautiful Music format earned huge gains among women 35+, with shares doubling in several key dayparts. WKQS, on the other hand, had little audience 55+ but a good core 25-54, especially among women. The **Schulke** format fielded by WLYF apparently has an appeal to the older demos not duplicated by the Country sound of WKQS.

WNWS's female numbers jumped, particularly in PM drive and the evening. The station had a strong 65+ skew, with over 50% of its audience located in that demo.





4.5 WWJF-FM

3.8 (E)

Share Trends

Persons 12+ Mon-Sun 6AM-Mid

PC	۲(<mark>۵</mark> 0): 9	274						WWWL - FM WTM I - FM		WA I A - FM WQAM - AM		WRBD-AM	3,8 (B) 3,3 (A)
							14	WQAM - AM	3.2	WWW L - FM	3.6	WQAM - AM	3.0 (C)
	F	ALL	SP	RING	F	ALL	15	WYOR - FM	2.8	WC KO-FM	3.1	WFTL-AM	3.0 (AC)
	1	980	1	981	-	981	16	WFTL -AM	2.7	WINZ-FM	2.9	WINZ-FM	2 . 8 (R)
							17	WC KO - FM	2.0	WYOR - FM	2.3	wCKO-FM	2.7 (R)
1	WKQS-FM	9.7	WLYF-FM	7.7	WLYF-FM	12.8 (BM)	18	WM J X - FM	1.7	WTM L - FM	2.0	WYOR - FM	2.1 (BM)
2	WLYF-FM	7.8	WHY I - FM	7.3	WNWS-AM	6.9 (N)	19	WINZ-FM	1.7	WWJF-FM	1.9	WGBS - AM	1.3 (AC)
3	WNWS-AM	6.5	WKQS-FM	7.2	WKQS-FM	6.6(C)	20	WGBS-AM	1.6	WGBS - AM	1.3	WTM I - FM	1.3 (CL)
4	WHYI-FM	6.2	WNWS-AM	5.8	WINZ-AM	5 . 9 (N)	2.1	WEWZ - FM	1.4	WVCG-AM	1.3	WEAT-FM	1.0 (BM)
5	WAXY-FM	5 . 4	WSHE-FM	5 . 8	WA XY - FM	5 . 7 (R)	22	WEXY - AM	1.4	WPIP-AM	0.6	WPIP-AM	U.9 (BM)
6	WINZ-AM	5.1	WRBD-AM	5.7	WHYI-FM	5 • 4 (R)	23	WSRF-AM	1.3	WIRK-FM	0.6	WEXY-AM	0.8 (RL)
7	WATA-FM	5.1	WINZ-AM	5.4	WLQY - AM	4 . 9 (BM)	24	WPIP-AM	0.8	WEXY - AM	0.6	WSBR-AM	() . 7 (BB)
8	WLQY-AM	5.1	WF TL-AM	5.2	WSHE-FM	4.8 (A)	2.5	WVCG-AM	0.6	WKAT - AM	0.5	WSRF - AM	U.6 (C)
9	WIOD-AM	4.7	WAXY-FM	5.2	WATA-FM	4.3 (AC)		WEAT-FM	0.6	WSRF -AM	0.5	WVCG-AM	0.6 (BM)
10	WSHE-FM	4.6	MA-CIOLIW	4.9	WIOD-AM	3.9 (AC)	27	wsbr-Am	0.6	WEAT-FM	0.3	WKAT-AM	U.4 M

11 WRBD-AM

4.0 WLQY-AM

GreensboroWinston Salem-High Point

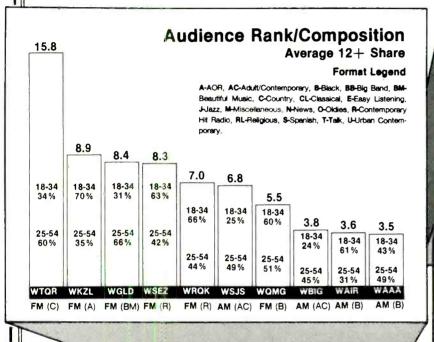
Fall '81 Market Overview

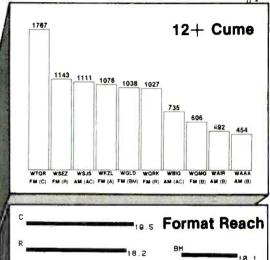
Country **WTQR** has kept the lead in the Piedmont area for the last several books and is in little danger of being dethroned. The station had a commanding share among the 25-54 audience, almost a 20, and was even stronger 35+. **Bernie Mann**'s Beautiful Music property **WGLD** was second in the 25-54 demos with just over an 11 score.

There was quite a young adults battle going on for listener loyalty. AOR WKZL topped the list, with a nice jump in this report to an 18-34 adult share over 14. 50% increases in the station's male shares were the very boost. This was the first book for WKZL as a Superstars affiliate, and the cleaned-up air sound helped dramatically.

WRQK captured the title among women 18-34, with a narrow edge over WSEZ. The station presented a host of new personalities that apparently caught on, as well as playing a blend of oldies and currents that seemed a hit with young adult women. Advertising was limited to billboards, and the budget was the same as used in the spring sweep. WRQK ended up fourth among 18-34 adults, beat out by not only WKZL but also by WTQR and WSEZ, each of which had stronger male profiles than WRQK.

A methodology note that could affect your thinking about these numbers: the in-tab for this survey was almost double the number for the Fall 1980 sweep, so these estimates are much more reliable.





2.2 WMFR-AM

1,5 WWMO-FM

WSLQ-FM

1 . 6 (A)

1.6 (RL)

1 . 4 (A)

Share Trends Persons 12+ Mon-Sun 6AM-Mid

POP(00): 7058

FALL SPRING FALL 1981 1981 1980 16.6 WTQR-FM 11.2 WTOR-FM 15.8 (C) 1 WTQR-FM WKZI-FM 10.4 WGLD-FM 9.5 WKZL-FM 8.9 (4) 8 . 4 (BM) 3 WRQK-FM 8 . 1 WS : Z - FM 9.2 WGLD-FM 8 . 3 (R) 8.0 WKIL-FM 7.4 WSEZ-FM 4 WSJS-AM 7. U (R) WGLD-FM 7.4 WS | S-AM 7.4 WR QK - FM 6 . 8 (AC) 6.6 WS J S-AM WOMG-FM 5.7 WOMG-FM 5.2 WRQK-FM 6.2 WUMG-FM 5.5 (B) WAAA-AM 3.2 WB IG-AM 3 . 8 (AC) WB IG - AM 3.6 WBIG-AM 3.6 (B) WA LR-AM WSEZ-FM 3.3 WAAA-AM 2.5 3.5 (B) 10 WCOG-AM 3.0 WALK-AM 2.4 WAAA-AM 1.7 (B) 2.4 WEAL-AM 11 WHPE-FM 3.0 WEAL-AM

15 W TOB - AM WZ (X) - AM WINC-AM 7 . 3 (AC) 1.3 (R) 16 WBUY-AM MR UY - AM 1.2 WRAL-FM 1.1 (E) WGWR - AM WPET-AM WIOR-WW 17 1.2 1.2 1 . U (C) 1.1 WWM () - FM 1.1 WCOG-AM 18 WSLQ-FM 1 . 0 (BM) 1.0 WC OG-AM WEZC-FM WEAL-AM 1 . U (AC) W TOB - AM MR OY - AM WKAL-FM 1.0 U.9 (C) 21 WPET-AM WSOC-FM U.9 WSLQ-FM 0.9 U.9 (RL) U.9 WRAL-FM 0.8 WHPE-FM 22 WTNC-AM U.8 (RL) WPET-AM 23 WYDK - AM 0.9 WPCM-FM U.7 (BM) 24 WSOC-FM WSOC-FM U.7 WMFR-FM 0.8 0.7 (R) 25 WFMX-FM U.7 WMFR-FM 0.6 WGWR-AM U.7 (AC) 26 WPCM-FM U.6 WOKX -AM U.6 WCOS-AM U.6 (C) U.5 WROQ-FM U.6 WCSE-FM 27 WMFK-FM U. 6 (C) U.5 WOKX-AM 28 WBT -AM U.5 WODR-EM U.6 (C) 29 WROQ-FM U.5 WEZC-FM U.5 WFMX-FM 0.6 (A) 30 WEZC-FM U.4 WCSE-FM U.5 WROQ-FM U.5 (R) 31 WTNC-FM U.3 WEYE-FM U.5 WBAG-FM 0.4 (R) WGWR - AM WKEW-AM 0.5 32 U.4 WLXN-FM 0.2 (RL) 33 WKEW-AM WPTF-AM 0.4 34 35 WLXN-FM 0.3

2.7 WMFR-AM

1.9

WHPE-FM

WINC-AM

12 WODK-FM

13 WALK-AM

14 WMFR - AM

METRO RANK 41

Hartford-New Britain

Fall '81 Market Overview

Share Trends

WTIC wins again....WTIC wins again....no, it's not a broken record, but it could be. WTIC was even stronger overall in this book than in previous sweeps, with a dominant 25-54 share just over 19. In the fall the station gave away five trips to DisneyWorld, advertised on TV and in the newspaper, and kept a consistent sound on the air. The station's real strength lay in the 35+ demos.

The rest of Hartford's stations were competing for every quarterhour they could get. WTIC-FM and WDRC were two examples of stations that made the most of this book. WTIC-FM, which ended up second only to its leviathan AM, ended up strong in the 18-34 demos, second only to WHCN. WTIC-FM advertised itself with bumper stickers, newspaper ads, and direct mail pieces. The station's female and teen numbers increased notably as a result.

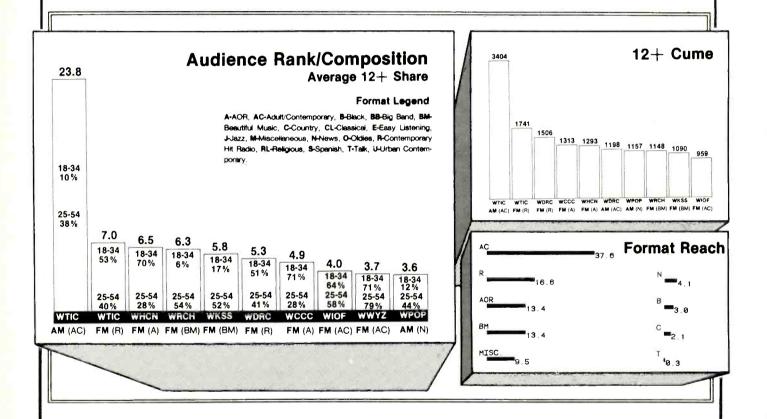
WDRC-FM gained across the board among young adults and teens. The station became a contender in 18-34 adults, ranking fourth. Advertising may have helped, and the WDRC campaign was focused on TV and bus ads.

WHCN, which led among teens and 18-34 adults, had a slight increase overall this report. The station's young male audiences gained enough to make up for declines among teens and women 18-34.

This survey is significantly more reliable than the fall '80 sweep. The usable diary count was up 75% this survey compared to the previous fall in-tab level.

3.7 (AC)

4.0 WWYZ-FM



	Le II.e.						10	WDRC - FM	3.4	WPOP-AM	3.7	WPOP-AM	3.6 (N)
Perso	ons 12+ I	Mon-	Sun 6AM-	Mid			11	WWY Z - FM	3.4	WIOF-FM	3.7	WURC-AM	3.6 (AC)
							12	WRCQ-AM	2.7	WCCC-FM	3.6	WKND-AM	3 • O (B)
							13	WKND-AM	2.2	WAQY-FM	1.9	WRCQ-AM	2.0 (AC)
POP (C	UU): 7944	+					14	WKCI-FM	2.0	WRCQ-AM	1.7	WKC1-FM	1.8 (R)
							15	WAQY-FM	1.9	WPLR-FM	1.5	WAQY-FM	1 . 7 (R)
	FALL		SPRI	NG	FAI	1	16	WM L B - AM	1.4	WKCI-FM	1.2	WMLB-AM	1.7 (C)
	1980		198		198		17	WPLR-FM	1.1	WNBC -AM	1.0	WPLR-FM	1.3 (A)
	1960		190	1	130		18	WINE-AM	0.7	WHYN-FM	1.0	WHYN-FM	U.9 (BM)
1 WT	TC-AM 2	3.0	WTIC-AM	23.4	WIIC-AM	23.8 (AC)	19	WMAS-FM	0.6	WR YM - AM	1.0	WNBC - AM	0.8 (R)
2 WR	CH - FM	9.2	WKSS-FM	7.9	WTIC-FM	7.0 (R)	20	WHYN - FM	0.5	WINF-AM	0.9	WMAS-FM	() . 5 (AC)
3 WK	SS-FM	6.3	WRCH-FM	7.7	WHCN-FM	6.5 (A)	2 1	WNBC - AM	0.4	WMLB-AM	0.8	WCBS-AM	U.5 (N)
4 wT	IC-FM	6.2	WHCN-FM	6.2	WRCH-FM	6.3 (BM)	22	WCCC-AM	0.3	WMAS-FM	0.6	WCCC-AM	U.4 (A)
5 WP	OP-AM	5.6	WKND-AM	5.1	WKSS-FM	5.8 (BM)	23	WCBS-AM	0.3	WMAS-AM	0.6	WINF-AM	U.4 (BM)
6 WD	ORC - AM	5.3	WILC-EW	4.7	WURC-FM	5.3 (R)	24	WMAS-AM	0.3	WCCC-AM	0.4	WCTY-FM	() . 4 (C)
7 WH	KN-FM	5.1	WDRC - AM	4.2	WCCC-FM	4.9 (4)	25			WCBS-AM	0.3	WAAF-FM	0.3 (A)
8 W I	OF-FM	4.3	WURC-FM	4.0	WIOF-FM	4.0 (AC)	26					WUR -AM	υ.3 M

9 WCCC-FM

3.6 WWYZ-FM

Although many fall markets were affected when the 1980 census data was plugged in and more ethnics were sampled, Houston was relatively unaffected. The usable diary count from the summer to the fall sweeps was virtually identical, but the fall sweeps had 25% more in-tab from the ethnic retrieval areas. However, KMJQ, the Urban Contemporary leader in Houston and still the top overall station, lost several shares in this survey

Posting stronger fall books were KIKK-FM, which recaptured the Country lead; KRLY; KLOL, which topped 18-34 adults; and KRBE,

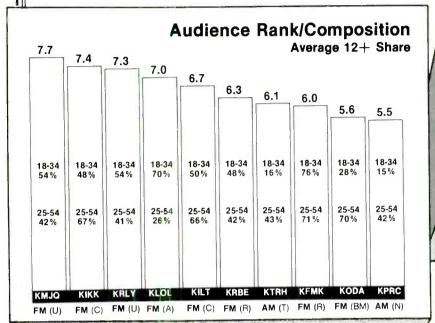
tops in teens. KFMK was a more significant factor as well.

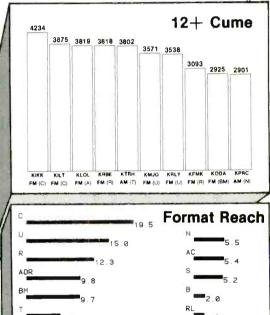
KIKK-FM rebounded after two soft books in which KILT-FM made a strong move. KIKK-FM, which led in the 25-54 adult category, showed significant improvements in each major daypart, especially middays. The station used a more substantial ad budget than before, with TV and billboards spotlighting its efforts. On-air, \$25,000 was given away to a listener in the "\$25,000 Msic Guarantee" promotion.

Among young adults, KLOL held the top position. Not only did the AOR station top adults 18-34, but it also dominated men 18-34. Teen

Continued on Page 120

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Share Trends Persons 12+ Mon-Sun 6AM-Mid

POP(00): 26035

FALL 1980								–	_
KM J Q - FM	10.8	KMJQ-FM	11.0	KN I Q-FM	13.2	KM LQ-FM	11.2	KM Q - FM	7.7 (U)
KIKK-FM	10.5	KIKK-FM	9.0	KILI-FM	8.6	KILI-FM	8.8	KI KK-FM	7.4(C)
							6.6	KRLY-FM	7.3 (U)
KYND-FM	5.4	K LRH - AM	6.2	KLOL - FM	6.2	KPKC - AM			
KUDA - FM	5.3	KLOL - F-4	5.7	KIKK-FM	b - 2	KTRH-AM	6.4	KILI-FM	6.7 (C)
KPRC - AM	5.3	KYND-FM	5.6	KTRH - AM	5.7	KIKK-FM	5.9	KRB E-FM	6 , 3 (A)
		KPRC - AM	5.3	KRB E-FM	5.5	KRLY-FM	5.8	KTRH-AM	6.1 (T)
	KMJQ-FM KIKK-FM KRBE-FM KYND-FM KODA-FM	1980 KMJQ-FM 10.8 KIKK-FM 10.5 KMBE-FM 5.0 KMBC-FM 5.3 KUDA-FM 5.3 KPRC-AM 5.3	1980 19 RMIQ-FM 10.8 RMIQ-FM KIKK-FM 10.5 KIKK-FM KBE-FM 5.0 KRB-FM KYND-FM 5.4 KIRH-AM KUDA-FM 5.3 KVDL-FM KPKC-AM 5.3 KVDL-FM	1980 1981 KMJQ-FM 10.8 KMJQ-FM 11.0 KINK-FM 10.5 KINK-FM 9.0 KBB-FM 5.0 KRBE-FM 6.9 KYND-FM 5.4 KIRH-AM 6.2 KVDA-FM 5.3 KLOL-FM 5.7 KPKC-AM 5.3 KLOL-FM 5.7	1980 1981 1981 1981 KMIQ-FM 10.8 KMIQ-FM 11.0 KMIQ-FM KIKK-FM 10.5 KIRK-FM 9.0 KILI-FM KMBE-FM 5.4 KIRH-AM 6.2 KUOL-FM KUDA-FM 5.3 KLOL-FM 5.7 KIKK-FM KUCA-FM 5.3 KVND-FM 5.6 KRH-FM	1980 1981 1981 KMIQ-FM 10.8 KM Q-FM 11.0 KMIQ-FM 13.2 KINK-FM 10.5 KIKK-FM 9.0 KILI-FM 8.6 KBE-FM 5.5 KRBE-FM 6.9 KYND-FM 6.2 KYND-FM 5.3 KIRH-AM 6.2 KLQL-FM 6.2 KQQA-FM 5.3 KLQL-FM 5.7 KINK-FM 6.2 KQQA-FM 5.3 KLQL-FM 5.6 KTKH-AM 5.7	1980 1981 1981 1981 1986 KMIQ-FM 10.8 KMIQ-FM 11.0 KMIQ-FM 13.2 KMIQ-FM KIKK-FM 10.5 KIKK-FM 9.0 KILI-FM 8.6 KILI-FM KNBE-FM 5.0 KRBI-FM 6.9 KYND-FM 6.2 KULI-FM KUDA-FM 5.4 KIRH-AM 6.2 KUDI-FM 6.2 KIRH-AM KUDA-FM 5.3 KYND-FM 5.6 KIRH-AM 6.2 KIRH-AM 6.2 KIRH-AM 6.2 KIRH-AM 6.3 KYND-FM 5.3 KYND-FM 5.6 KIRH-AM 6.3 KYND-FM 5.7 KIRK-FM 6.3 KYND-FM 5.7 KIRK-FM 6.3 KYND-FM 5.7 KIRK-FM 6.3 KYND-FM 5.7 KIRK-FM 6.3 KYND-FM 6.3 KYND-FM 5.7 KIRK-FM 6.3 KYND-FM 6.3 KYND-FM 6.3 KYND-FM 5.7 KIRK-FM 6.3 KYND-FM 6.3 KYND	1980 1981 1981 1981 1981 KMIQ-FM 10.8 KMIQ-FM 11.0 KMIQ-FM 13.2 KMIQ-FM 11.2 KIRK-FM 10.5 KIRK-FM 9.0 KILI-FM 8.6 KILI-FM 8.6 KKBE-FM 5.5 KKBE-FM 6.9 KYND-FM 6.2 KLOL-FM 6.6 KVDD-FM 5.4 KIRH-AM 6.2 KLOL-FM 6.2 KVDA-FM 5.3 KVDI-FM 5.7 KIRK-FM 6.2 KTRH-AM 6.4 KVRC-AM 5.3 KVDI-FM 5.6 KTRH-AM 5.7 KIRK-FM 5.7	1980 1981 1981 1981 1981 1981 1981 1981

1.1	KFMK-FM	3.5	KENR-AM	3.1	KFMK-FM	3.7	KEMK-EM	4.0	KYNU-F4	4 . 1 (BM)
1.2	KENK-AM	3.2	KILT-FM	2.9	K ENK - AN		KQU E = FM			3 . 4 (AC)
1.3	KILT-FM	3.0	KFMK-FM	2.8	KQU E - F.M	3.0	KENR-AM	2 . 8	K SRR - FM	2 . 8 (A)
14	KSRR-FM	2.8	KULF-AM	2.7	KILT - AM	2.5	KILI - AM	2.3	KILI-AM	2 . 2 (C)
15	KILT-AM	2.8	KILT-AM	2.7	KULF - AM	1.9	KULF - AM	2.1	KENR - AM	2 . () (C)
16	KULF - AM	2.6	KLAI-AM	2.4	KSKK - FM	1.9	K SRR - F.M	2.0	KEYH-AM	1 . 9 (S)
17	KLAT-AM	2.6	K SKR - FM	2.3	KIKK-AM		KLAT-AM			1 . 4 (S)
18	KQUE - FM	2.5	KEYH-AM	1.9	KEYH-AM		KLEF-FM			1 . 8 (CL)
19	KLEF-FM	1.6	KIKK-AM	1.8	KLEF-FM	1.4	KL VL - AM	1.5	KULF - AM	1 . 6 (AC)
20	KIKK-AM	1.5	KNUZ - AM	1.7	KLVL - AM	1.3	K EYH-AM	1.5	KLVL-AM	7 . 4 (S)
2 1	KNU Z - AM	1.1	KL EF-FM	1.3	KLA1-AM	1.3	KNUZ - AM	1.)	KYUK-AM	1 . 2 (B)
22	KCOH - AM	1.0	KCUH - AM	1.3	KNUZ - AM	1.1	KGOL - FM	1.0	KGOL - FM	1 . 2 (RL)
2 3	KYOK - AM	1.0	KXYZ - AM	1.1	KGOL - FM	1.1	⊩COH - AM	0.9	KCOH - AM	U.B (B)
24	KL VL - AM	1.0	KLVL-AM	1.1	KHCB ~FM	0.7	KTKK-AM	0.9	KNUZ-AM	U.6 (C)
25	KXYZ-AM	0.8	KGOL - FM	0.9	KYOK - AM		KYUK-AM			U. 6 (C)
20	KHCB-FM	0.6	KYUK-AM		K COH - AM		KX YZ - AM			U.4 (AC)
27	KIKR-AM	0.5	K FR D- AM	0.5	KFR D- AM	-	KHCB - FM			U . 4 (RL)
28	KGOL - FM	0.4	KHCB - FM	0.4	KXYZ - AM	0.5		0.0	KXYZ - AM	U . 3 (AL)

8 KLUL-FM 4.7 KUDA-FM 4.6 KUDA-FM 5.3 KUDA-FM 5.2 KFMK-FM 9 KRLY-FM 4.6 KRLY-FM 4.0 KPRC-AM 5.2 KYND-FM 4.9 KDDA-FM 10 KEYH-AM 4.3 KQUE-FM 3.8 KRLY-FM 4.3 KRBE-FM 4.8 KPRC-AM



WIBC, the 25-54 leader in the market, continued to hold the 12+ share trophy as well. WFBQ is still climbing and led in 18-34 adults clearly. WENS debuted its soft rock format and scored impressively, with a win among women 18-34. Finally, there were fewer diaries in this survey tabulation than in the fall '80 data so these numbers are slightly less reliable than the previous fall books.

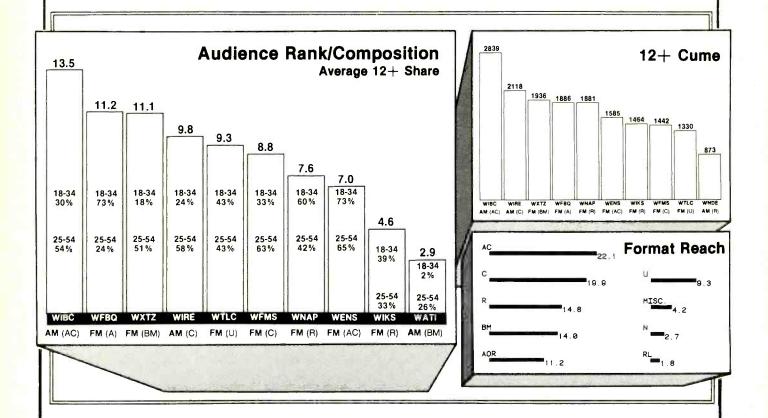
WIBC slipped in this book but still led the 25-54 demos with more than a 15 share. The station's female shares were stable but the male estimates were down significantly, particularly in PM drive.

WFBQ moved into second place overall with a dynamite showing

among the AOR fans in the market. An adults 18-34 share of more than 21 was built by dominating men 18-34 and coming in second among women in that cell. WFBQ is consulted by **John Sebastian** and faced no AOR competition.

WIRE's Country format did well this time, with a number three showing among adults 25-54, behind WIBC and WXTZ. TV, billboards, and direct mail were used to market the station, known as the "Country Music Store."

WENS, formerly WSVL, came out with the "Magic" format consulted by **Bob Henabery**. The soft rock approach not only won the 18-34 female contest in its first try but also allowed the station to rank second among 18-34 adults overall.



Persons 12+ Mon-Sun 6AM-Mid POP(UU): 95.33 FALL SPRING FALL	9 10 11 12	WFBQ-FM WNDE-AM WATI-AM WIFE-AM WGTC-FM	5.0 3.7 1.8	WIKS-FM WNDE-AM WATI-AM WGTC-FM	3.3	WENS-FM WIKS-FM WATI-AM	7.0 (AC) 4.6 (R) 2.9 (BM)
	10 11 12	WATI-AM WIFE-AM	3.7	WATI-AM	2.6	WATI-AM	
	1,2			WGTC - FM	1.8		
FALL SPRING FALL		WGTC - FM	4			WIFE-AM	2.7 (N)
FALL SPRING FALL			1.8	WIFE-AM	1.2	WNDE-AM	2 . 2 (R)
	13	MRKI-WW	1.0	WFBM-AM	0.9	wGTC-FM	1.3 (C)
1980 1981 1981	14	WCBK-FM	0.6	MRK I - WW	0.8	WBR I - AM	() . 9 (RL)
	1.5	WXLW-AM	0.5	WXIR-FM	0.6	WXLW-AM	0.6 (AC)
1 WIBC-AM 15.6 WIBC-AM 15.6 WIBC-AM 13.5 (AC)	16	WLHN-FM	0.5	WNTS-AM	0.5	WNTS-AM	U . 6 (RL)
2 WXTZ-FM 10.3 WXTZ-FM 12.8 WFBQ-FM 11.2 (A)	17	WX IR - FM	0.4	WLHN-FM	0.5	WCBK-FM	0.6 (AC)
3 WNAP-FM 9.9 WFBQ-FM 10.3 WXTZ-FM 11.1 (BM)	18	WF BM - AM	0.4	WSVL-FM	0.5	WLHN-FM	U . 4 (AC)
4 WIRE-AM 9.3 WNAP-FM 10.0 WIRE-AM 9.8(C)	19	WNTS-AM	0.4	WLW -AM	0.3	WLS -AM	U . 4 (R)
5 WTLC-FM 9.3 WTLC-FM 9.6 WTLC-FM 9.3 (U)	20	WSVL-FM	0.4	WCBK-FM	0.3	WXIK-FM	U. 3 (RL)
6 WFMS-FM 9.0 WFMS-FM 8.6 WFMS-FM 8.8 (C)	2 1	WCBK-AM	0.3	WCBK-AM	0.1		

WDAF just keeps rolling along as the kingpin of the Kansas City market. The station not only topped the metro 12+ but had virtually the same 25-54 share as its 12+ total, good enough to edge out WHB for the 25-54 title. Among young adults there was a new contender, with KUDL stealing the 18-34 title this book. WHB, KPRS, and KYYS also had double-digit 18-34 shares. KBEQ posted a nice recovery in this sweep, tying KYYS for the teen lead.

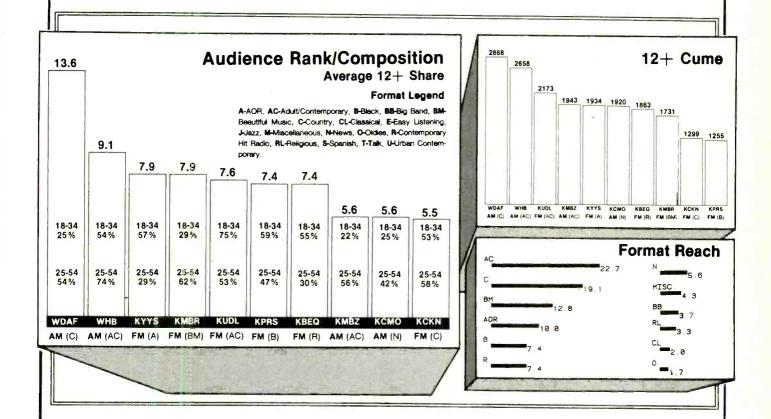
The 25-54 arena was an interesting one with WDAF and WHB so close. WHB took the title among women while WDAF copped the male crown.

The 18-34 battleground became crowded with the increased

presence of KUDL. KYYS and KUDL were close 12+, with KYYS leading among the teens. Among men 18-34 KYYS held the edge, but KUDL took the cake when it came to adults 18-34.

In addition to the AOR fracas, Black-formatted KPRS gathered in a large number of quarter-hours from the 18-34 demos, and WHB was no slouch in that department either. These two stations were close enough to KUDL and KYYS in the 18-34 adult bracket so you could almost throw a blanket over all four.

What caused KBEQ's rise? The station moved its programming away from its AOR leanings and hopes to fill a perceived void for a true CHR station in the Kansas City area. Teen increases, plus dramatic gains among young adult men in every major daypart except AM drive, propelled KBEQ to a higher share threshold.



POP(00): 10960			8 KBEQ-FM 9 KPRS-FM 10 KCMO-AM 11 KCKN-FM	6.8 KUDL - FM 6.2 KBEQ- FM 6.0 KCMU- AM 2.7 KCKN - FM	6.0 KMBZ - AM 5.9 KCMU- AM 5.7 KCKN - FM 3.7 KCEZ - FM	5 . 6 (AC) 5 . 6 (N) 5 . 5 (C) 4 . 9 (BM)
2 KYYS-FM 10.3 3 WHB -AM 9.1 4 KMBZ-AM 8.8 5 KUDL-FM 8.1 6 KCEZ-FM 7.8	KMBR-FM 9.0 K KYYS-FM 9.0 K/ KMBZ-AM 8.7 KI KCEZ-FM 7.6 K	FALL 1981 DAF-AM 13.6 (C) HB -AM 9.1 (AC) YYS-FM 7.9 (BM) UDL-FM 7.6 (AC) PRS-FM 7.4 (B) BEQ-FM 7.4 (R)	12 KJLA-AM 13 KSAS-FM 14 KXTR-FM 15 KPRT-AM 16 KCCV-AM 17 KBEA-AM 18 KFEQ-AM 19 KLZR-FM 20 KCKN-AM 21 KFIX-AM 22 KWKI-FM 23 KCLO-AM	2.1 KPRT-AM 2.0 KJLA-AM 1.7 KXTR-FM 1.5 KSAS-FM 0.9 KCKN-AM 0.9 KEXS-AM 0.6 KBEA-AM 0.6 KLZR-FM 0.6 KTRO-FM 0.4 KCCV-AM 0.4 KWKI-FM 0.3	2.0 KJLA-AM 1.1 KXTR-FM 1.1 KLDY-AM 1.0 KSAS-FM 1.0 KPRT-AM 0.9 KEXS-AM 0.6 KCNW-AM 0.6 KLZR-FM 0.5 KWKI-FM 0.4 KCKN-AM 0.4 KIEE-FM	3 . 7 (88) 2 . U (CL) 1 . 7 (O) 1 . 6 (A) 1 . 6 (RL) U . 7 (RL) U . 5 (A) U . 5 (A) U . 4 (RL) U . 4 (AC)

1982

Los Angeles

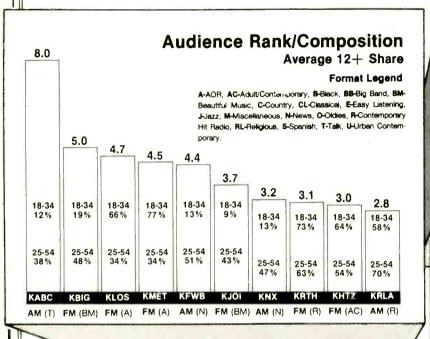
METRO RANK

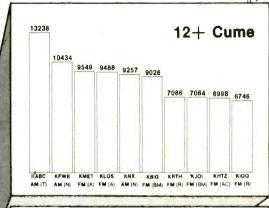
Fall '81 Market Overview

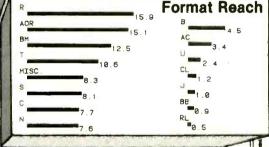
Increased Hispanic influence, coupled with a 10% increase in overall sample return, led to a more reliable fall survey in L.A. this year, compared to 1980. The estimated percentage of L.A. County's population that is Hispanic was up 17%, to just over 25% of the county total

12+. As a result, several of the Hispanic stations in the metro showed improvement.

On an overall basis, KABC was bolstered by the latter part of the Dodgers season to top the market again. KLOS edged past KMET in Continued on Page 120







Share Trends Persons 12+ Mon-Sun 6AM-Mid

Share Trends Persons 12+ Mon-Su POP(00): 79655.	n 6AM-Mid		20 KRUQ-FM 21 KLVE-FM 22 KUTE-FM 23 KWST-FM 24 KTNQ-AM 25 KZŁA-FM 26 KJLM-FM	1.9 XTRA-AM 1.8 KMJ -AM 1.7 KALI-AM 1.7 KMST-FM 1.7 KWST-FM 1.6 KTNQ-AM 1.4 KUTE-FM	2.0 KHJ -AM 2.0 KTNQ-AM 1.7 KZLA-FM 1.6 KROQ-FM 1.6 XTRA-AM 1.5 KJLH-FM 1.4 KKGO-FM	1.9 KZLA-FM 1.9 KUTE-FM 1.7 XTRA-AM 1.7 KROQ-FM 1.6 KALI-AM 1.6 KWKW-AM 1.5 KJLH-FM	2.0 KGFJ-AM 1.9 KFI -AM 1.8 KWKW-AM 1.8 KH15-FM 1.7 KMPC-AM 1.5 KHJ -AM 1.3 KUTE-FM	2.2 (A) 2.1 (S) 2.1 (A) 2.0 (T) 1.8 (C)
FALL WINTER 1980 1981	SPRING SUMMER 1981 1981	FALL 1981	28 KACE-FM 29 KKGO-FM 30 KFAC-FM	1.3 KKGO-FM 1.3 KLVE-FM 1.2 KACE-FM 1.2 KWKW-AM	1.4 KACE-FM 1.2 KDAY-AM 1.2 KGFI-AM	1.4 KWST-FM 1.4 KACE-FM 1.4 KDAY-AM	1.2 KLVE-FM 1.1 KILH-FM 1.1 KKGO-FM	1.1(8) 1.0(6) 1.0(3)
1 NABC-AM 6.9 NABC-AM 6.9 2 NBIG-FM 5.1 NBIG-FM 6.5 3 NFWB-AM 4.8 4 KJOI-FM 4.3 JOI-FM 4.3 5 NNX -AM 4.2 NNX -FM 4.3 6 NRLA-AM 4.1 NRTH-FM 3.9 8 NMEI-FM 3.5 NNX -AM 3.5 10 NKTH-FM 3.2 NLAC-AM 3.2 11 NQU-FM 3.1 NFI -AM 3.1 12 NFI -AM 3.1 NFI -AM 3.1 12 NFI -AM 3.0 NRLA-AM 2.9 13 NHIZ-FM 3.0 NRLA-AM 2.9 14 NNX -FM 2.8 KUST-FM 2.9 14 NNX -FM 2.8 KUST-FM 2.7 16 NMPC-AM 2.6 KILS-FM 2.7 17 NUSI-FM 2.5 KZLA-FM 2.7 17 NUSI-FM 2.5 KZLA-FM 2.7	KBIG-FM 4.6 KMET-FM 5. KFWB-AM 3.8 KJOI-FM 4. KJOI-FM 3.8 KLOS-FM 4. KNX -AM 3.8 KFWB-AM 5. KKLA-AM 3.7 KRTH-FM 3. KRIA-AM 3.7 KRTH-FM 3. KRIS-FM 3.0 KRX -AM 3. KRITH-FM 3.1 KHIZ-FM 3. KRIZ-FM 2.9 KLAC-AM 2. KNX -FM 2.8 KIQO-FM 2. KIQQ-FM 2.8 KIQO-FM 2. KMCC-AM 2.5 KRIA-AM 2. KMCC-AM 2.5 KRIA-AM 2. KMCC-AM 2.5 KRIA-AM 2.	6 KABC - AM 8.0 (T) 0 KB1G - FM 5.0 (8M) 7 KUS - FM 4.7 (A) 5 KWET - FM 4.5 (A) 5 KFWB - AM 4.4 (P) 5 KNX - AM 3.2 (P) 5 KNX - AM 3.2 (P) 6 KRLA - AM 2.8 (R) 9 KLA - AM 2.8 (R) 9 KLA - AM 2.6 (8M) 7 KZLA - FM 2.5 (C) 6 KLQ - FM 2.5 (R) 3 KALI - AM 2.5 (8) 3 KALI - AM 2.5 (8)	31 XTRA-AM 32 KWRW-AM 33 KNDB-FM 34 KGFJ-AM 35 KEZY-AM 36 KIEV-AM 37 KWIZ-AM 38 KWIZ-FM 39 KGER-AM 4U KBRT-AM 41 KEZY-FM 41 KEZY-FM	1.0 KJLH-FM 1.0 KNOM-FM 1.0 KNOM-FM 0.9 KCF)-AM 0.6 KFAC-FM 0.5 KFAC-AM 0.5 KEZY-AM 0.4 KZLA-AM 0.4 KZLA-AM 0.4 KGRB-AM 0.4 KGRB-AM 0.4 KBB-FM 0.3 KBOB-FM 0.3 KBOB-FM 0.3 CRB-FM 0.3 CRB-FM 0.3 CRB-FM 0.3 CRB-FM 0.3 CRB-FM	1.1 KLVE-FM 0.9 KALI-AM 0.8 KNOB-FM 0.7 KFAC-FM 0.6 KIEV-AM 0.5 KEZY-AM 0.5 KFAC-AM 0.5 KFAC-AM 0.5 KFAC-AM 0.4 KEZY-FM 0.3 XPRS-AM 0.3 KYMS-FM 0.4 KEZY-FM 0.4 KEZY-FM 0.5 KIKF-FM KWIZ-AM KWIZ-AM KWIZ-FM	1.1 KKGO-FM 1.1 KFAC-FM 1.0 KFOB-FM 0.9 KLVE-FM 0.6 KEY-AM 0.6 KGY8-AM 0.6 KGY8-AM 0.4 KBK-AM 0.4 KBK-AM 0.4 XPKS-AM 0.3 KW12-AM 0.3 KG1L-AM 0.3 KG1L-AM 0.3 KG1L-FM 0.3 KG1E-FM 0.3 KBOB-FM 0.2	1.0 KPKZ-AM 1.0 KWST-FM 0.8 KFAC-FM 0.6 KCE-FM 0.6 KCEY-FM 0.6 KGEY-FM 0.5 KFAC-AM 0.5 KFAC-AM 0.5 KFLA-AM 0.5 KWIZ-FM 0.4 KEZY-AM 0.4 KEZY-AM 0.4 KWIZ-AM 0.3 KIKF-FM 0.3	U, 9 (BB) U, 8 (P) U, 8 (BM) U, 8 (CL) U, 6 (CL) U, 6 (T) U, 5 (A) U, 5 (A) U, 4 (CL) U, 4 (CL) U, 4 (CM) U, 4 (A) U, 4 (AC)

How to pick up an easy million.

KFWB ALL NEWS 98

The Number One Trend in Southern California Rock!

KL0S 95½

KLOS RADIO. The ultimate in rock and roll.

And according to the last four Arbitron Reports, KLOS has continually progressed on an upward trend. In the fall of 1981, we did it! We gained the highest AQH* in the history of the station, making KLOS the number one rock station in the Southland.

KLOS 95½. It's more than a radio station. It's a southern California trend!

*SOURCE: Fall Arbitron 1981 M-S 6A-12M Metro Area. Total Audience 12+



KLOS RADIO, 3321 S. LA CIENEGA BLVD., LOS ANGELES, CALIFORNIA 90016, PHONE (213) 557-7000 AN ABC OWNED RADIO STATION

As this edition goes to press, there is still some question about the final standings of the Louisville report. WVEZ ended up with a 9.3 share to 9.2 for WRKA on a total week basis. However, WRKA was the leading station for both Monday-Friday and on the weekends, so the station has queried Arbitron in order to see if there were errors made in the report production.

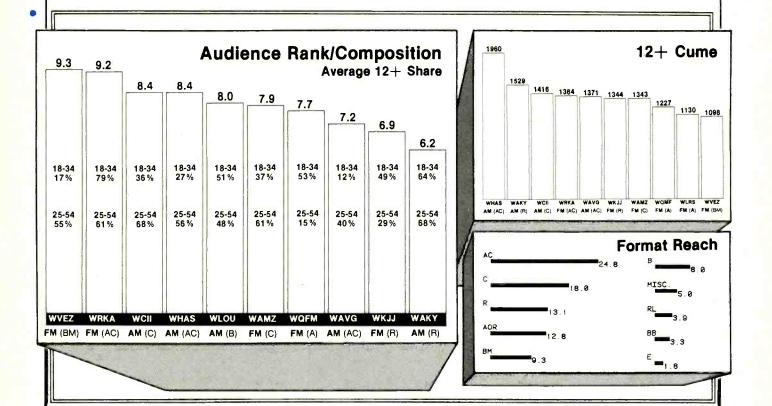
Assuming the data is correct, WRKA still has reason to shout. The station was dominant among 18-34 adults, with approximately an 18 share, and was one-tenth of a share behind 25-54 leader WCII. Building on a successful spring book, the station advertised itself on TV and through direct mail (plastic cards sent out enabled public to win a car and prizes).

WCII garnered a healthy increase in this report. The Country leader

knocked WAMZ from its number one perch without doing any advertising. On-air more crossover songs were played and more news/information was put on. As noted above, WCII became the top 25-54 station in the market. Watch for a WAMZ counterattack.

WLOU powered to its best book ever. The station tied WQMF for second among 18-34 adults. There was no external advertising except an ongoing bumper sticker campaign. Promotionally, WLOU gave away food to the needy during the holidays.

WQMF more than doubled its teen share and took the lead in that demo with more than a 33 share. The AOR advertised on TV, switched some airshifts as a new PD came in, and went commercial-free on many weekends. These moves, combined with John Sebastian's research help and the fact that WLRS had no PD during the sweep combined to push WQMF to the AOR lead.



Share Trends

Persons 12+ Mon-Sun 6AM-Mid

P	OP(00): 7	432					8	WAVE-AM WLOU-AM WINN-AM	5.7	WCII-AM WLOU-AM WQMF-FM	6.3	WQMF-FM WAVG-AM WKJJ-FM	7 • 7 (A) 7 • 2 (AC) 6 • 9 (R)
		ALL		RING	FA	ALL		WC I I - AM		WLRS-FM		WAKY-AM WLRS-FM	6.2 (R) 5.1 (A)
	19	980	19	981	19	81		WQMF-FM WRKA-FM		WAKY-AM WINN-AM		WINN-AM	3.3 (BB)
1	WAMZ - FM	11.7	WAMZ - FM	10.6	WVEZ-FM	9.3 (BM)	13	WTMT-AM	2.9	WTMT-AM	2.3	WF LA-AM	2.2 (RL)
2	WKJJ-FM	10.5	WVEZ-FM	10.4	WRKA-FM	9.2 (AC)	14	WZZX-FM	1.9	WXVW-AM	2.1	WXLN-FM	1.7 (RL)
3	WVEZ-FM	9.9	WHAS-AM	9.7	WC II - AM	8 . 4 (C)	15	WXLN-FM	1.1	WF IA-AM	1.3	WTMT-AM	1 . 7 (C)
4	WA KY - AM	9.5	WKJJ-FM	8.7	WHAS-AM	8 . 4 (AC)	16	WF IA - AM	1.1	WXLN-FM	1.2	WJYL-FM	0.9 (E)
5	WLKS-FM	8.5	WAVE-AM	8.2	W LOU - AM	8.0 (B)	17	WXVW-AM	0.9	WJYL-FM	0.4	WXVW-AM	0.9 (E)

6 WHAS-AM

7.8 WRKA-FM

6.8 WAMZ -FM

7 . 9 (C)

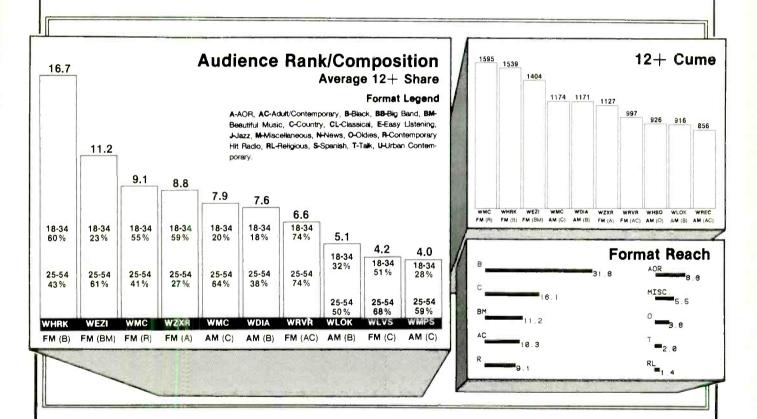
Several factors combined to make the Memphis market report one of the most interesting this fall. Overall market in-tab was up solidly compared to the 1980 fall report, and a significant portion of that increase was among the ethnically retrieved areas. Arbitron plugged in 1980 census information reflecting an almost 38% black population in the metro. In line with these figures, perhaps it is not surprising that WHRK should go through the roof and that WDIA should also post a healthy increase while all the Country stations saw their numbers dwin-

As you can see from the share trend data on this page, WHRK jumped into first place in the Memphis metro with a seven-share boost to a 16.7! WHRK's gains came across the young adult board as its male numbers were up 60% overall, while the female contribution more than doubled, compared to the spring book. The 18-34 appeal allowed WHRK not only to top that adult demo with almost a 24 share but also to

edge out WEZI for the 25-54 lead, with almost a 15 compared to the Beautiful Music station's number, just under 14. As for teens, WHRK took the lead there also. With more than a 30 share in this report, the station passed WZXR and WMC-FM, the former teen pacesetters.

WDIA's numbers increased notably. The station scored almost a tripling of its teen shares, and virtually doubled its male showing in the spring book. Female numbers stayed basically the same. Morning drive and the evenings were the dayparts where WDIA was best able to boost its male audience shares

With the ethnically-targeted stations taking a big chunk of the marketplace, something had to give among the non-ethnic stations. One major item was the across-the-board demise of Country this sweep. WMC, WLVS, and WMPS (WHRK's AM entity) all lost significant shares this sweep. Interestingly, Beautiful Music WEZI, in spite of the ethnic influx, managed to increase its overall share this sweep, with midday and evening female gains pacing the way.



Share Trends 7.9 (C) 9.6 WMC -AM 5 WMC - FM 7.4 WHRK-FM 6.9 WUIA-AM 5.9 WMPS-AM 7 . 6 (B) WULA - AM Persons 12+ Mon-Sun 6AM-Mid WQUD-FM 5.4 WRVR-FM 6.6 WRVR-FM 6 . 6 (AC) WLVS-FM 5.0 WDIA-AM 5.4 WLOK-AM 5 . 1 (B) POP (00): 7428 5.2 WLVS-FM WLVS-FM WHBO-AM 10 WLOK-AM 4.7 WLUK-AM 5.1 WMPS-AM 4 . U (C) WREC-AM 3.8 (0) 4.2 WHBQ-AM 4.4 WHBU -AM FALL SPRING **FALL** 3 . 7 (AC) 4.2 WREC-AM 12 WMPS-AM 2.9 WREC-AM 1980 1981 1981 2.4 (B) 13 WWEE-AM KWAM - AM 2.1 KWAM-FM 11.8 WHRK-FM 1 WZXR-FM 13.4 WMC -AM 2 . U M 14 KWAM - AM 1.6 WWEE-AM WWEE-AM 12.1 WZXR-FM 11.5 WEZI-FM 1.2 (M) 2 WEZ 1 - FM 1.0 KSUD-AM 15 KWAM-FM 1.3 WMSU-AM 9.1 (R) 11.1 WEZI-FM 10.8 WMC -FM U . 7 (RL) WHRK-FM K SUD - AM KWAM-FM U. 8 KSUD-AM WMC - AM 10.9 WMC -FM 10.3 WZXR-FM 8 . 8 (A) U . 7 (RL) 17 WKBL-AM 0.4 KWAM-AM

This was the last survey for the Dade County metro and it was a most interesting one. Beginning next spring Dade and Broward (Ft. Lauderdale) Counties will be combined by **Arbitron** into one metro, which will move the market into the number 11 position on a population basis (12+).

In this report Arbitron adjusted the ethnic populations, black and Hispanic, to keep pace with the 1980 census data. There was an increase in the amount of diaries coming back from the ethnic retrieval procedures and high density ethnic areas. All of this, and a Hispanic total estimate of 38% of the county's population, may have helped daytimer WRHC jump almost five shares and maintain its lead in the metro. Among other stations, WINZ-FM widened its lead over WHYI and WEDR scored its best book ever.

One of the factors that helped WRHC soar in this report was the loyalty of its listeners. The station's time spent listening averaged over

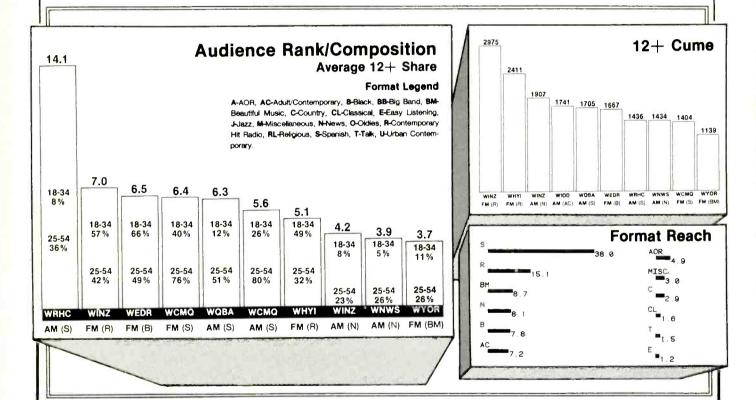
100 quarter-hours weekly per person, a tremendous total. That sort of appeal helped WRHC top the 25-54 demos with over an 11 share, ahead of **WCMQ-FM**, another Hispanic station.

WEDR, the leading Black-formatted station in Dade, continued to climb. The station's latest book allowed it to top the 18-34 demos with more than a 14 share, one point ahead of WINZ-FM. WEDR did no advertising or on-air promotion for this survey, so the station's successful book was largely due to word-of-mouth street talk about its sound, combined with healthy ethnic diary return. Male audience gains were most notable for WEDR.

WINZ-FM was virtually tied with WHYI for the teen lead in Dade, as both stations had more than a 20 share of the younger audience. In the 18-34 race, though, WINZ-FM has come on strong in the last two books to take the CHR lead away. TV, billboards, and bus benches were used by WINZ-FM in a more expensive effort than in previous campaigns.

3 . 4 (AC)

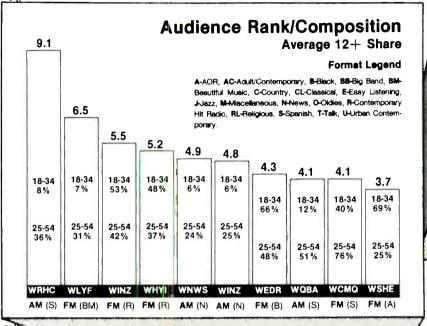
3.2 WIOD-AM

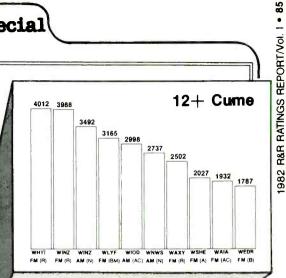


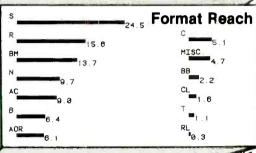
Sha	re Tre	nds					1.2	WTM I - FM	3.2	WVCG-AM	3.1	WLYF-FM	3 . 1 (BM)
			-Sun 6AM-I	Mid			13	WATA-FM	3.1	WLYF-FM	2.9	WSHE-FM	3.0 (A)
1 0/50	3113 12		Out				14	WOCN-AM	3.1	WIOD-AM	2.8	WHIT-AM	2.5 (S)
POP (U	00): 1517	7 9					15	WQBA - FM	3.0	WSHE-FM	2.8	WA XY - FM	2.1 (R)
							16	WIOD-AM	2.9	wQBA-FM		WATA-FM	2.0 (AC)
	C411		SPR	ING	F	ALL	17	WM J X - FM	2.8	WQAM - AM		WQBA - FM	2.0 (S)
	FALL		19			981	18	WSHE-FM	2.4	WWWL-FM	2.7	WVCG-AM	1.9 (BM)
	1980						19	WHTT-AM	2.3	wGBS - AM		WQAM - AM	1.9 (C)
1 WK	RHC - AM 1	0.6	WRHC-AM		WRHC-AM	1 4 . 1 (S)	20	WLYF-FM	2.2	WAXY-FM	2.3	WWWL-FM	1.9 (A)
2 WH	HYI-FM		WQBA - AM		WINZ-EM	7.0 (R)	2 1	WA XY - FM	2.2	WATA-FM		WTM I - FM	1 .6 (CL)
3 WC)BA - AM	5.5	WNWS-AM	6,8	WEDR-FM	6 • 5 (B)	22	WKAT-AM	2.0	WOCN-AM		WKAT-AM	1 .5 M
4 WN	WS-AM		WINZ-FM		WCMQ-FM	6 . 4 (S)	23	WVCG-AM	1.8	W FM I - FM		WGBS - AM	1.4 (AC)
	OR - FM		WHY I - FM		WQBA - AM	6.3 (S)		wGBS - AM		WKAT-AM		WMBM - AM	1.3 (B)
6 WC	}AM − AM	4.8	WCMQ-FM	5.3	WCMQ -AM	5 . 6 (S)	2 5	WMBM - AM		WWJF-FM		WWJ F - FM	1 · 2 (E)
7 W I	INZ - AM	4.4	WEDR-FM	5.3	WHY I - FM	5 . 1 (R)	26	WC KU - FM		WCKO-FM		WUCN-AM	1.1 (S)
8 W E	DR - FM	4.3	WINZ-AM	3.9	WINZ-AM	4 . 2 (N)	27	WINZ-FM	1.1	WKQS-FM		WKQS-FM	1.0 (C)
9 WC	MQ-FM	3.9	WHTI-AM	3.7	WNWS-AM	3.9 (N)	28	WKQS-FM	1.0	WMBM - AM	0.3	WC KO - FM	U.9 (R)
10 WC	CMQ-AM	3.9	WCMQ -AM	3.3	WYOR - FM	3.7 (BM)	29	WEWZ-FM	0.8			WLQY-AM	U.4 (AC)

11 WWWL-FM

3.6 WYOR-FM.







3.1 WYOR-FM

3.1 WKQS-FM

2.9 WATA-FM

2.9 WWWL-FM

3.1 (BM)

2.9 (C)

2.9 (AC)

2.4 (A)

2 -2 (C)

Share Trends Persons 12+ Mon-Sun 6AM-Mid

PC	P(00): 24453				18 19		2.3	WVCG-AM WHIT-AM WRBD-AM	2.3 2.2	WQAM - AM WWJF - FM WLQY - AM	2 • 2 (C) 2 • 2 (BB) 1 • 9 (BM)
	FALL	SPRIN	IG	FALL		WQBA-FM		WFTL-AM		WC KO - FM	1 • 6 (R)
	1980	1981		1981		WOCN - AM		WCMQ -AM		WTMI-FM	1 . 6 (CL)
		5		0 1.6		WGBS - AM		wGBS - AM		WHTI-AM	1 • 6 (S) 1 • 5 (BM)
1		5 WHY I - FM	6.6 WKHC-			MKRD-WW	1.6	WLQY-AM		WVCG-AM	1 - 5 (0.0)
2	WRHC-AM 6.	3 WNWS-AM	6.4 WLYF-	FM 6.5 (BA	9 25	WCKO-FM	1.5	WCKU-FM		wGBS - AM	1 , 4 (AC)
3	WNWS-AM 5.	7 WRHC-AM	5.7 WINZ	-FM 5.5 (R)	26	WHTT-AM	1.4	WTM I - FM	1.8	WRBD-AM	1 - 3 (B)
4	WINZ-AM 4.	6 WINZ-FM	5.0 WHY!-	FM 5.2(R)	27	WVCG-AM	1.4	WQBA-FM	1.7	WQBA - FM	1 x 3 (S)
5	WKOS-FM 4.	6 WLYF-FM	4.8 WNWS-	- AM 4.9 (N)	28	WINZ-FM	1.2	WWJF-FM	1.5	WKAT - AM	1.1 M
6	WLYF-FM 4.	5 WQBA - AM	4.6 WINZ	- AM 4.8 (N)	29	WKAT-AM	1.2	WOCN-AM,	1.1	WFTL-AM	1 . 1 (AC)
7	WQAM - AM 4.	1 WINZ-AM	4.4 WEUR	-FM 4.3 (B)	30	WFTL - AM	1.1	WKAT - AM	1.1	WMBM - AM	0.8(8)
8	WYOR-FM 4.	1 WSHE-FM	4.0 WQBA-			WEWZ-FM	1.0			WOCN-AM	U.7 (S)
9	WAIA-FM 3.	8 WIOD-AM	3.7 WCMQ	-FM 4.1 (S)	32	WMBM-AM	0.7			WEAT-FM	U 4 (BM)
.10	WWWL-FM 3.	8 WAXY-FM	3.5 WSHE	-FM 3.7 (A)	3 3	WEXY - AM	0.6			WEXY - AM	() 3 (RL)
11	WIOD-AM 3.	6 WKQS-FM	3.3 WCMQ			WSRF-AM	υ.5			WPIP-AM	U.3 (BM)
12	WAXY-FM 3.	5 WEDR-FM	3.2 WIOD-			WPIP-AM	0.3				
13	WSHE-FM 3.	3 WCMQ-FM	3.2 WAXY	-FM 3.3 ^(R)	36	WEAT-FM	0.3			an are or an oral of the second	- promise

14 WQBA - AM

15 WTMI-FM

16 WEDR-FM

17 WLQY-AM

3.3 WQAM - AM

3.2 WWWL-FM

2.6 WYOR-FM

2.6 WATA-FM

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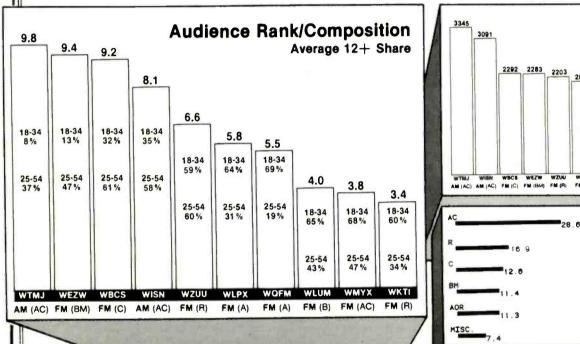
STATE ZIP CITY_ Mail to: Radio & Records, 1930 Century Park West, Los Angeles, CA 90067

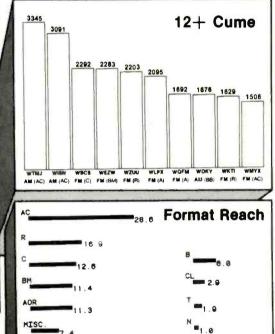
(Allow 4-6 weeks for processing)

WTMJ reclaimed the top slot in the Milwaukee standings as WZEW and WISN experienced softness in their numbers. WTMJ was down again as well but by comparison came out ahead. WBCS made a strong move in this book, coming out on top of the 25-54 demos. Likewise, WZUU-FM improved and led the 18-34 adults narrowly over WOFM.

The key to the WBCS move towards the top was improvement among the station's male tuners. In the evening daypart, the station more than doubled its previous share among men. Afternoon drive improved also, perhaps due to the addition of Art Roberts, formerly of Chicago radio fame. To ballyhoo the station's fine-tuned sound, WBCS spent more on advertising this sweep, with the effort concentrated on

WZUU-FM moved to more of a personality approach in this survey by hiring Jonathan Green, a veteran in the market, from WTMJ. More ad dollars than before were spent too, with TV, buscards, and cabtops covering the campaign. This all led to WZUU-FM improving its adult numbers and edging out WQFM for the 18-34 lead. WQFM led among the men 18-34 however, while WZUU-FM took first among women in the 18-34 bracket.





2.6 WEMP-AM

2.3 WUKY-AM

2.0 WXJY-FM

1.8 WZUU-AM

WMKE-AM

2 . 8 (AC)

2.7 (R)

2 . U (BM)

2.0 (0)

2.0 PO

1.7 (P)

Share Trends Persons 12+ Mon-Sun 6AM-Mid

2.5 WKKR-FM

2.8 WFMK-FM

11 WKTI-FM

							17	WK IN-AM	1 . 4	WX J Y - FM	1.8	WKKK-FM	1.7 (P)
							18	WB BM - AM	1.2	WMAQ-AM	1.3	MRKA - EW	1.5 (AC)
POI	P(UU): 12	963					19	WAWA - AM	1.2	MRRW - WW	1.1	WMAQ-AM	1.4 (C)
							20	WNOV -AM	1 . 2	WK J N-AM	1.1	WIND-AM	1.3 M
	CA	LL	CDE	ING	FA	TT.	21	WIND-AM	1.0	WEMP-AM	0.9	WR JN-AM	1.2 (AC)
				81	19		22	WB KV - FM	1.0	WCN - AM	0.9	MRRW - WW	1.0 (%)
	18	80	19	01	19	01	23	WCN -AM	0.9	WYLO-AM	0.9	WAWA - AM	1.0 (B)
1	WIMI-AM	12.3	WEZW-FM	11.4	WTMJ -AM	9 . 8 (AC)	24	WBKV-AM	0.9	MR KA - WW	0.9	WNOV-AM	1.0 (B)
	WEZW-FM		WIMI -AM		WEZW-FM	9. 4 (BM)	25	WXJY-FM	0.8	MR KA - EW	0.8	WTKM-FM	0.7 (AC)
_	WISN-AM		WISN-AM		WBC S-FM	9.2 (0)	26	WEMP-AM	0.7	WAWA-AM	0.6	WYLO-AM	U.7 (M)
4	WBCS-FM	8.2	WBC S - FM	8.3	WISN-AM	8. 1 (AC)	27	WZUU-AM	0.6	WNOV-AM	0.5	WUN -AM	0.6 M
	WLPX-FM	6.0	WLPX-FM	6.3	WZ UU - FM	6.6 (90	28	WLS -AM	0.4	WTKM-FM	0.3	WBKV-AM	0.6 (AC)
	WEMK-FM		WUFM-FM		WLPX-FM	5 . 8 (A)	29	WTKM-FM	0.4	WTKM-AM	0.2	WLS -AM	U.5 (P)
	WZUU-FM		WZUU-FM	5.3	WQFM-FM	5.5 (A)	30	MCLR-WW	0.4			WTKM-AM	0 . 1 (AC)
	WQFM-FM	4.3	WUKY-AM	4.0	WLUM-FM	4.0 (8)	31	WFNY - FM	0.4				
9	WLUM-FM	3.2	WKTI-FM	3.9	WMYX - FM	3 . 8 (AC)	32	WWEG-AM	0.3				
10	WUKY-AM	3.0	WMYX-FM	3.6	WKTI-FM	3.4 (90	33	WGLB-FM	0.2				

12 WKKK-FM

13 WMKE-AM

14 WMAQ-AM

15 WMYX-FM

16 WYLU-AM

34 WTKM-AM

0.2

2.3 WLUM-FM

1.5 WIND-AM

WEMR-FM

WMK E - AM

WZ UU - AM

2.9 (CL)

TO REACH YOUR TARGET GROUPS IN MILWAUKEE...

ADULTS 25-plus

ADULTS 18-34

RACIOII 97 FM

LIST WILLIAM

LIST WARRING

L





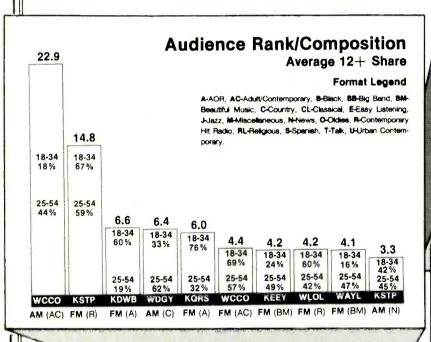
Since this is a tale of two cities it seems only appropriate that it should also be the tale of two giants. It used to be that when one spoke of Twin Cities radio there was one leader, WCCO. There is a new reality here, however. KSTP-FM so dominates the 18-34 adults, and almost beats WCCO 25-54, that it must be considered the other major factor in the Twin Cities radio universe.

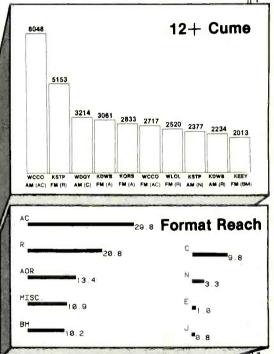
WCCO has been on top for so long it's not really news when the station stays there. Vikings football helped to keep the station's fall numbers high, but otherwise there was no advertising or special promo-

tion events planned just for this sweep. The WCCO audience skew remained 35+, with 50% of the audience 55+ in the latest survey. The WCCO dominance of the 25-54 demos may be coming to an end, as KSTP-FM seriously challenged this time around. WCCO led with almost a 21 share in this target, but KSTP-FM was only three shares behind.

Among the 18-34 adults it's not much of a contest. KSTP-FM had approximately a 23 share of this group, and led its nearest competitor, KQRS-AM & FM, by almost a two-to-one margin. Even among men 18-34, KSTP-FM led the AOR combo.

Consistency in programming, advertising on TV and billboards, and an ongoing cash-call contest kept KSTP-FM alive and growing.





5.6 WCCO-FM

4 . 4 (AC)

						U	TILOU I AIM	3 . 3	KOK2 IM	2 . 0	WCCO I'M	7.7 (70)
Chara 1	Trand	_				7	KQRS-FM	4.5	WAYL - FM	4.8	KEEY-FM	4.2 (BM)
Share 1						8	WAYL - FM	4.5	WLOL-FM	4.4	WLOL - FM	4.2(R)
Persons 1	2+ Mo	n-Sun 6Al	M-Mid			9	WCCO-FM	4.3	WCCU-FM	3.8	WAYL-FM	4 . 1 (BM)
						10	WWTC - AM	3.5	KSTP-AM	3.5	KSTP-AM	3 . 3 (N)
						11	KSTP-AM	3.2	WW TC - AM	3.2	WWTC-AM	2.5 (AC)
POP (00):	17569					12	KDWB - AM	3.0	KTCR-FM	2.8	KDWB - AM	1.8 (R)
						13	WAYL-AM	1.6	KDWB -AM	2.6	KJJO-FM	1.8 (C)
						14	KTCR-FM	1.6	KRS I-FM	1.2	WAYL - AM	1 . 6 (BM)
F	ALL	SPF	RING	FA	LL	15	KRSI-FM	1.2	KRS I - AM	1.0	KTCR-FM	1 . 6 (C)
	980	19	81		81	16	KTWN-FM	1.1	KTWN-FM	1.0	KRS I - AM	1.0 (E)
·						17	KQRS-AM	1.0	WAYL - AM	1.0	WM IN-AM	0.9 (M)
1 WCCU-AM	24.5	WCCO-AM	20.2	WCCU-AM	22.9 (AC)	18	KRSI - AM	1.0	KQRS - AM	0.8	KTWN-FM	U.8(A)
2 KSTP-FM	10.1	KSTP-FM	12.4	KSTP-FM	14.8 (R)	19	KEEY-AM	0.9	WM IN-AM	0.5	KQRS - AM	0.8(A)
3 KEEY-FM	6.0	WDGY - AM	7.1	KDMR - EW	6 . 6 (A)	20	WMIN-AM	0.8	KEEY-AM	U.5	KEEY-AM	U.3 (BM)
						2 4	ALL VV FIL	0 0	KTCR-AM	(1)		
4 WLOL-FM	5.8	KDWB - FM	6.3	WDGY-AM	6 . 4 (C)	2 1	WIXK-FM	0.2	K I C K - AM	0.3		

6 WIXCY - AM

5.3 KORS-EM

Nashville-Davidson

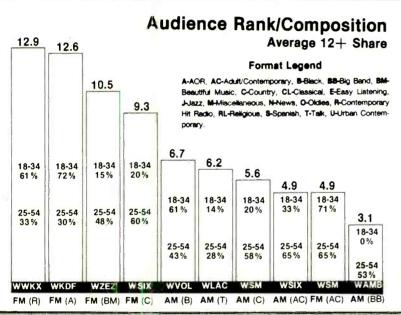
METRO RANK

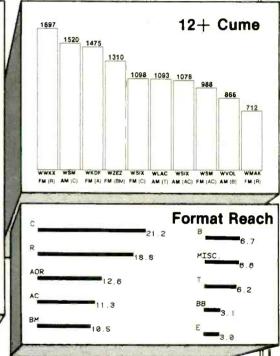
Fall '81 Market Overview

That blur that just went by was WWKX, rushing to the top of the heap in Nashville. This CHR entry posted dramatic gains among female listeners, more than doubling its shares. With more than a 22 share among women 18-34, WWKX became a real factor, and among 18-34 adults the station mattered too, taking second with a 19 share. Advertising to build the station came through TV and billboard. By the way, with the rush this sweep, WWKX became the teen leader also, with just over a 30 share of that demo.

Tops among the 18-34 adults was AOR WKDF. The station achieved almost a 22 share among the young adults, with a 28 share among young men 18-34. On-air the station offered a mass-appeal AOR format, since there is little competition. Advertising efforts were channelled primarily through TV this survey.

The top 25-54 stations were **WSIX-FM** and **WZEZ**, not separated by a large margin. WZEZ's Beautiful Music format led with women 25-54, while WSIX-FM won in the male 25-54 category. Key to the WZEZ rise this book was a 30% gain in female shares overall, with AM drive and the evenings posting the largest increases.





				7 WSM -FM	6.5 WSM -AM	6.3 WSM -AM	5.6 (C)
Share T	rondo			8 WKQB-FM	5.0 WLAC-AM	5.6 WSIX-AM	4 . 9 (AC)
Silaie I	renus			9 WLAC-AM	4.5 WBYQ-FM	5.1 WSM -FM	4 . 9 (AC)
Persons 12	+ Mon-Sun 6Al	M-Mid		10 WBYQ-FM	3.7 WSIX-AM	3.9 WAMB-AM	3 . 1 (BB)
				11 WSIX-AM	3.4 WAMB-AM	2.9 WJYN-FM	3.0 (E)
				12 WAMB-AM	2.8 WJYN-FM	2.0 WKOS-FM	2.7 (R)
POP(00):	7207			13 WMAK-AM	2.7 WMAK-AM	1.9 WMAK-FM	2.5 (R)
				14 WJRB-AM	2.5 WJRB-AM	1.9 WUSW-FM	2.2 (C)
				15 WKDA-AM	1.6 WKDA-AM	1.5 WJKB-AM	1.8 (C)
	FALL	SPRING	FALL	16 WNAH-AM	1.3 WKOS-FM	1.4 WMAK-AM	1.5 (AC)
	1980	1981	1981	17 WWGM-AM	1.2 WWGM-AM	1.1 WKDA-AM	1.0(0)
1 WZEZ-FM	11.5 WKDF-FM	11.9 WWKX-FM	12.9 (R)	18 WKUS-FM	1.2 WUSW-FM	U.9 WMTS-AM	1 . 0 (C)
2 WSIX-FM	11.0 WSIX-FM	9.4 WKDF-FM	12.6 (A)	19 WDBL-AM	1.1 WMTS-AM	U.7 WCOR-AM	U . 7 (R)
3 WVOL-AM	9.0 WSM -FM	9.4 WZEZ-FM	10.5 (BM)	20 WGNS-AM	U.5 WNAH-AM	0.6 MDRT-EW	0.3 (M)
4 WSM -AM	8.5 WWKX -FM	8.2 WSIX-FM	9.3(0)	2 1	MDR F - EW	0.5 WDBL-AM	0.3 (C)
5 WWKX-FM	8.3 WZEZ-FM	8.2 WVOL-AM	6.7 (B)	2 2	WCNS-AM	0.4	
6 WKDF-FM	7.3 WVOL-AM	7.8 WLAC-AM	6 · 2 (T).	2.3	MDR F - WW	0.1	

Nassau-Suffolk

METRO RANK

Fall '81 Market Overview

WNBC slipped but remained the top overall station on Long Island. while WRFM, WPLJ, WYNY, and WBLI posted worthwhile increases.

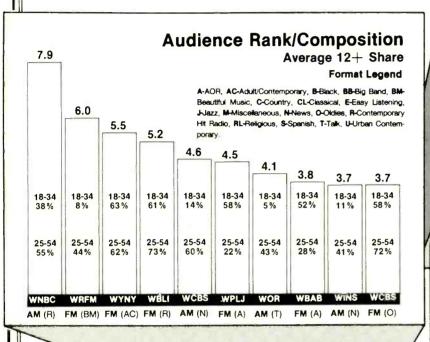
WNBC's morning numbers remained strong due to the presence of Don Imus, but there was slippage in midday, especially among female listeners. The station's teen figures remained relatively stable through

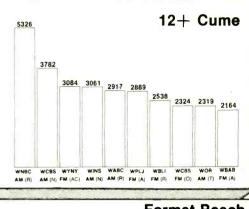
The new number two station on Long Island was Bonneville's WRFM. This Beautiful Music entity, with virtually all of its audience 45+, slipped in the morning but was significantly stronger in the other dayparts, especially at night.

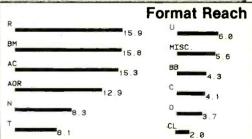
WYNY added more than a share to its 12+ tally, with a steady gain posted in AM drive. Compared to the fall '80 sweep, WYNY has more than doubled its morning shares. WYNY has almost a perfect 18-24 and 25-34 balance, with each demo contributing approximately 30% of the station's audience total.

WBLI remained the top local station in the Nassau-Suffolk area. A multimedia campaign consisting of TV, billboards, newspaper, and bumper stickers carried the message. The bumper sticker contest offered many prizes, lots of winners, and was tied into the local 7-11 chain. Among the top 10 stations on Long Island, WBLI has the largest

Continued on Page 120







Share Trends

WALK-FM

2.0 WMCA-AM

Pe	rsons 12+	Mon-	Sun 6AM-I	VIIO.				WKJY-FM
							24	WNEW-FM
O	P(00): 210	ο 5 U					25	WPIX-FM
							26	WGSM - AM
	FA	LL	SPR	ING	FA	LL	27	WGBB-AM
	19	BO	19	81	198	81	28	WKCI-FM
_		A					29	WEZN-FM
1			MNBC - AM		WNBC - AM	7.9 (R)	30	WLNG - AM
	MR F I - EW		MCR2-AW		WREM-EM	6.0 (BM)	3 1	WPLR-FM
3			WRFM-FM		WYNY - FM	5.5 (AC)	32	WXLO-FM
	WOR - AM		MRTI-EW	4.5		5.2 (R)	33	WRCN-FM
	WB L S - FM	4 • 1			WCBS-AM	4.6 (N)	34	WKHK-FM
_	MCR2-EW		WYNY - FM	4 . 2		4.5 (A)	35	WPAT - AM
7		4.0	WBLS-FM	3.9	WOR - AM	4.1 (T)	36	WRIV-AM
	W1N5-AM	3.7	WINS-AM	3.9	WBAB-FM	3.8 (A)	37	WNCN-FM
9	WPLJ-FM	3.4	WHLI-AM	3.7	WINS-AM	3 * 7 (N)	38	WQXR-FM
10	WYNY - FM	3.3	WABC - AM	3.4	WCBS-FM	3.7 (0)	39	WALK-AM
1 1	WRFM-FM	3.1	WBAB-FM	3.3	WCTO-FM	3.3 (BM)	4 0	WDJF-FM
1,2	WABC-AM	3.0	WPL J - FM	3.1	WALK-FM	3.1 (AC)	41	WRKI - FM
13	WKTU-FM	3.0	WKTU-FM	2.8	WHLI-AM	2.9 (BB)		WVN I - FM
14	WCTU-FM	2.9	WHN -AM	2.7	WTFM-FM	2.7 (AC)	4 3	WSBH-FM
15	WBAB-FM	2.7	WTFM-FM	2.7	WABC - AM	2.4 (R)	4 4	WWY Z - FM
16	WHN -AM	2.7	MCR2-EW	2.4	WHN - AM	2.3 (c)	45	WL IX-AM
1 7	WTFM-FM	2.6	WC TO-FM	2.3	WBLS-FM	2.3 (U)		WLNG - FM
18	WNEW-AM	2.1	WKJY-FM	2.3	WMCA - AM	2.0 (T)		WRCN-AM

2.1 WGSM - AM

20	WPAT-FM	1.9	WLIK-FM	2.0	WRKS-FM	1.9 (U)
2 1	WMCA-AM	1.6	WNEW-FM	2.0	WPAT-FM	1.9 (BM)
22	WLIR-FM	1.6	WALK-FM	2.0	WEZN-FM	1.9 (BM)
23	WKIY-FM	1.5	WPAT-FM	1.9	WKTU-FM	1.8 (U)
24	WNEW-FM	1.5	WKHK-FM	1.6	WKHK-FM	1.8 (C)
2.5	WPIX-EM	1.3	WNEW-AM	1.6	WKIY-EM	1 . 7 (BM)
26	WGSM - AM	1.3	WGSM - AM	1.4	WLIR-FM	1.6 (A)
27	WGBB-AM	1.2	WPIX-FM	1.4	WRCN- FM	1.6 (A)
28	WKCI - FM	1.0	WPAT-AM	1.3	WNEW-AM	1 . 4 (BB)
29	WEZN-FM	1.0	WEZN-FM	1.2	wPAT - AM	1.0 (BM)
30	WLNG - AM	0.8	WPLR-FM	1.1	WNEW-FM	0.9(A)
3 1	WPLR-FM	0.8	WQXR-FM	1.0	WQXR-FM	U.8 (CL)
32	WXLO-FM	0.8	WRKS-FM	1.0	WNC N-FM	0.8 (CL)
33	WRCN-FM	0.8	WRCN-FM	0.8	wGBB-AM	U.6 (AC)
34	WKHK-FM	0.7	wGBB-AM	0.7	WPLR-FM	0.4 (A)
35	WPAT - AM	0.7	WLIX-AM	0.4	WPIX-FM	0.4 (R)
36	WRIV-AM	0.6	WNCN-FM	0.4	WSBH-FM	U. 4 (AC)
37	WNCN-FM	0.6	WALK-AM	0.3	WQXR-AM	0.4 (CL)
38	WQXR-FM	0.6	WVN J - FM	0.3	WDJ F - FM	().3 (AC)
39	WALK-AM	0.5	WLNG-FM	0.2	WLNG-AM	() . 3 (AC)
40	WDJF-FM	0.5	WQXR-AM	0.1	WLNG-FM	0.3 (AC)
41	WRKI-EM	0.5	WLNG-AM	0.1	WALK-AM	U. 1 (AC)
42	WVN J - FM	0.5			WRCN-AM	U.1(A)

2.0 (AC) 48 WQXR-AM

0.5 0.4 0.3 0.2 0.1

33

Fall '81 Market Overview

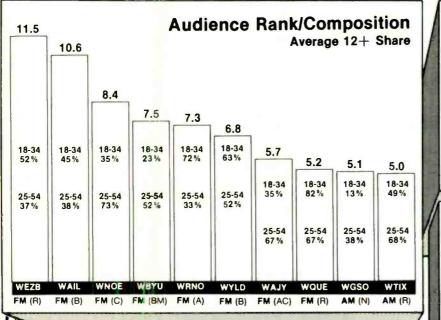
Interesting goings-on in New Orleans. Compared to the fall '80 sweep overall in-tab was down 15%, but the percentage of ethnic intab was a higher proportion than before. With the new census data plugged in, over half of the returned New Orleans area diaries came back from high density or Telephone-retrieved areas. This new reality may make it easier for ethnically formatted stations — or stations with Urban Contemporary formats — to do well in the book.

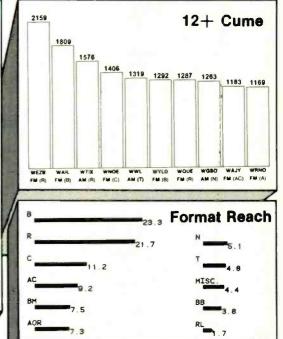
WEZB continued to lead the market on a 12+ basis as well as among adults 18-34. The CHR station also topped the teen category, with more than a 33 share of that cell. Keys to staying on top this book were new DJ's in the midday and PM drive dayparts, a TV ad campaign,

and on-air promotions where the 97th callers would win cash.

WAIL rebounded from a slip in the spring report to keep a hold on its number two stance. WAIL gained among teens, crossing the 30 share threshold this time. The station's young adult numbers were up almost 50% this survey, with PM drive and evenings showing the most improvement.

Best among the 25-54 adults was WNOE-FM, the leading Country station in town. The station recouped from softer spring estimates by adopting the philosophy "Play good music and only talk when you have something to say." More outside promotion this survey, such as tying into artist visits, gave the station additional community involvement flavor. Advertising consisted of newspaper and TV, including the use of cable.





Share Trends

Persons 12+ Mon-Sun 6AM-Mid

POP(00): 9711

	FALL 1980		SPRIN 1981		1981	
1	WEZB-FM	11.5	WEZB-FM	10.3	WEZB-FM	11.5 (R)
2	WAIL-FM	10.6	WAIL-FM	8.4	WAIL-FM	10.6 (8)
3	WNUE-FM	8.4	WKNO-FM	8.1	WNUE - FM	8 . 4 (C)
4	WB YU-FM	7.5	WT1 X-AM	7.8	WBYU-FM	7.5 (BM)
5	WKNO-FM	7.3	WBYU-FM	7.7	WKNO-FM	7 . 3 (A)
b	WYLD-FM	6.8	WNUE - FM	6.7	WYLD-FM	6 . 8 (B)

7	WA I Y - FM	5.7	WUUE - FM	6.2	WA I Y - FM	5 . 7 (AC)
8	WOUE - FM	5.2	WAJY-FM	5.9	WQUE - FM	5 . 2 (R)
9	WGSU-AM	5.1	WYLD-FM	5.6	WGSU-AM	5 . 1 (N(T)
10	WTIX-AM	5.0	WSMB-AM	5.2	WTIX-AM	5 . U (R)
1.1	WWL -AM	4 . 8	WWL -AM	3.9	WWL -AM	4.8(1)
12	WSMB-AM	3.5	WGSO-AM	3.0	WSMB-AM	3.5 (AC)
13	WNUE - AM	2.8	WSHU-AM	2.8	WNUE - AM	2 . 8 (C)
14	WSHU-AM	2.4	WW I W-AM	2.4	WSHU-AM	2 . 4 (BB)
15	WNNK - AM	2.3	WNNR - AM	2.3	WNNK - AM	2.3(8)
16	WYLD-AM	1.9	WNUE - AM	2.0	WYLD-AM	1.9(8)
17	MROK-AM	1.7	WBOK-AM	1.8	MR OK - AM	1 . 7 (B)
18	WVOG - AM	1.7	WYLD-AM	1.6	WVOG - AM	1 . 7 (RL)
19	WW I W- AM	1.4	WVOG-AM	1.4	WW I W-AM	1 . 4 (BB)
20			WARB-AM	0.6		

New York

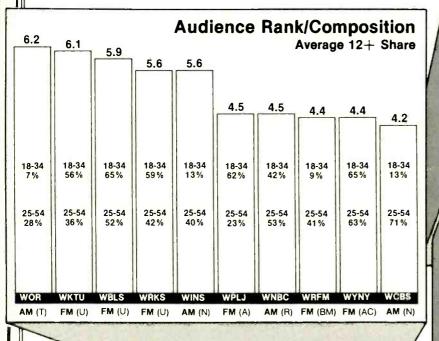
METRO RANK

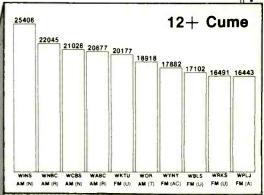
Fall '81 Market Overview

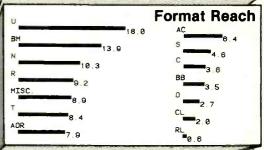
The Urban Contemporary format extended its domination of New York. With the emergence of RKO's WRKS-FM, formerly WXLO, three of the top four stations are programmed in an Urban fashion. WOR remained ahead of the crowd, while WPLJ and WYNY improved their positions

WOR captured the top spot with an audience that skewed heavily 55+. As you can see on the 12+ bar graph showing audience composition, little of this kingpin station's appeal is 25-54. WOR remained the top billing station in the U.S., however.

RKO's other property in New York carved out quite a niche for Continued on Page 120







2.2 WALKO-AM

2.0 WIIT-AM

WALID-AM 2.1 (S) WHN -AM 2.7 (C)

Share Trends Persons 12+ Mon-Sun 6AM-Mid

			19 WPIX-FM	1.8 WALLU-AM	Z.U WALLO-AM	2.0 W] - AM	1.9 WHN -AM	2.7 (C)
Persons 12+ Mon-Sun 6A	A M-Mid			1.8 WQXR-FM				
Persons 12 Mon-Sun op	AIVI-IVII G		21 WADO-AM		1.8 WTFM-FM			
			22 WQXR-FM	1.3 WILL-AM	1.6 WILT-AM	1.6 WKHK-FM	1.5 WIFM-FM	1.5 (AC)
			23 WXLO-FM	1.1 WTFM-FM	1.5 WNCN-FM	1.3 WBLI-FM	1.3 WQX R - FM	1.1 (CL)
POP(00): 134838			24 WVN J - FM	1.1 WNCN-FM	1.3 WQXR-FM	1.0 WPIX-FM	1.3 WVNI-FM	1.0 (BM)
			2.5 WHL I - AM	U.8 WBLI-FM	1.U WKHK-FM	1.0 WQX R-FM	U.9 WPIX-FM	0.8 (R)
FALL WINTER SP	PRING SUMMER	FALL	26 WBLI-FM	U.8 WHLI-AM	0.9 WVNJ-FM	U. 8 WVN) -FM	0.9 WBLI-FM	0.8 (R)
			27 WNCN-FM	U.8 WVNJ-FM	U. B WELI-FM	0.7 WNCN-FM	0.8 WNCN-FM	U.7 (CL)
1980 1981 1	1981 1981	1981	28 WWRL - AM	U.6 WKHK-FM	O. 8 WHL I - AM	0.7 WN1 R-AM	U.6 WWDJ - AM	0.6 (RL)
			29 WWUI - AM	U. b WCTU-FM	0.6 WNJR-AM	U.7 WLIR-FM	U.6 WBAB-FM	0.6 (A)
1 WKTU-FM 8.3 WKTU-FM 6.5 WBLS-	-FM 7.4 WKTU-FM 7.5	WOR - AM 6.2 (T)	30 WKHK-FM	0.6 WWRL-AM	U.S WLIB-AM	0.6 WHUU-FM	U.5 WEZN-FM	U. 6 (BM)
2 WBL5-FM 7.1 WOR -AM 6.5 WKTU-	-FM 6.4 WUR -AM 6.2	WKTU-FM 6.1 (U)	31 WHUD-FM	U.5 WKJY-FM	0.5 WLIR-FM	0.6 WLIB-AM	U.5 WHL I - AM	() , 5 (BB)
3 WOR -AM 6.2 WHL5-FM 6.4 WOR -			32 WCTO-FM	U.5 WLIR-FM	U.5 WBAB-FM	U.6 WBAd-FM	U.5 WLIB-AM	0.5 (N)
4 WINS-AM 4.9 WINS-AM 5.3 WRFM-	-FM 4.9 WKFM-FM 4.5	WK K S- FM 5.6 (U)	33 WCTC-AM	U.4 WLIB-AM	U.5 WCTC-AM	U.5 WEZN-FM	0.4 WCTU-FM	U.5 (BM)
5 WCBS-AM 4.8 WNBC-AM 4.8 WCBS-	-AM 4.8 WCBS-AM 4.5	WINS-AM 5.6 (N)	34 WUX K - AM	U. 4 WQXR-AM	U. 5 WVN J -AM	0.5 WHL 1 - AM	U. 4 WALK-FM	U.5 (AC)
6 WNBC - AM 4.7 WEBS-AM 4.7 WNBC-	-AM 4.6 WIN5-AM 4.4	WPL 1 - FM 4.5 (A)	35 WBAB-FM		U.S WWRL-AM			
7 WREM-FM 4.3 WREM-FM 4.4 WABC-	-AM 4.6 WYNY-FM 4.1	WNBC - AM 4.5 (R)	36 WL 18 - AM		U.4 WKIY-FM			
8 WPAT-FM 3.9 WPLJ-FM 4.1 WPLJ-	-FM 4.5 WPLI-FM 4.1	WR FM - FM 4 - 4 (BM)		U.4 WCTC-AM	0.4 WCTO-FM			
9 NPLI-FM 3.7 WYNY-FM 3.7 WINS-	-AM 4.3 WNEW-AM 4.0	WYNY-FM 4.4 (AC)	38 WEVD-FM			0.4 WC FC-AM		
10 WABC-AM 3.6 WPAT-FM 3.7 WNEW-	-AM 3.7 WNBC-AM 3.9	WC B S - AM 4 . 2 mb	39 WALK-FM		0.5 WHUD-FM			
11 WYNY-FM 3.2 WABC-AM 3.5 WYNY-	-FM 3.6 WCB5-FM 3.7	WPAT-EM 1.8 (8M)			0.4 WALK-FM			
12 WCBS-FM 2.9 WNEW-FM 3.0 WPAT-	- FM 3.6 WABC - AM 1.7	WABC - AM 3 . 1 (8)	40 WNJR-AM					
13 WNEW-FM 2.8 WNEW-AM 2.9 WPAT-	- AM 2.8 WK 5- FM 4 4	WNEW-AM 3 () (BB)	41 WBNX-AM		U.3 WUHA-FM			
14 WNEW-AM 2.7 WCBS-FM 2.5 WNEW-	-FM 2 H WMCA-AM 2 II	W' N S - E 3 7 (0)	42 WEZN-FM			U.3 WALK-FM		0.2 (CL)
15 WHN -AM 2.6 WPAT-AM 2.5 WHN -	-AM 2.4 WHY -AM 2 8	WILL-AM 2 5 (6)	43 WMCQ-FM		U. Z HALK-AM	0.1 WALK-AM	0.1	
16 WPA1 - AM 2.4 WMCA - AM 2.4 WMCA -			44 WVN J -AM					
	- AM 4 + 4 HEAL - FM 1.7		45 WALK-AN	17 . 1				

17 WMCA-AM 18 W; IT-AM 19 WPIX-FM

2.3 WPIX-FM 1.9 WHN -AM

1.8 WADO-AM

2.2 WCBS-FM 2.2 WPIX-FM

2.0 WALDO-AM



THE MOST LISTENED TO

Arbitron, Cumulative and AQH Listening, Persons 12 +, Mon-Sun 6AM-12Mid, MSA.



Atlantic, Atco, Cotillion Records and Custom Labels.

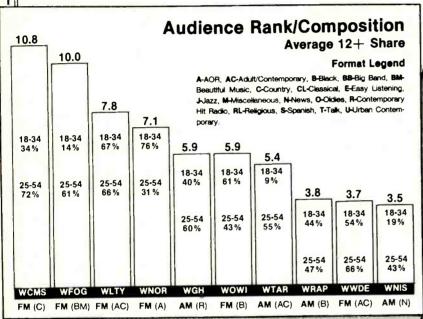
With perhaps two exceptions, this book was more notable for what it didn't contain than for what was reported. That's because Norfolk was one of the markets (Chattanooga was the other) to have stations delisted (removed) from the ratings report due to diary distortion activities. In the Norfolk instance, the offending stations, in Arbitron's eyes, were WZAM & WMYK. In the previous Norfolk area report WMYK, an AOR power, was the leading station 12+.

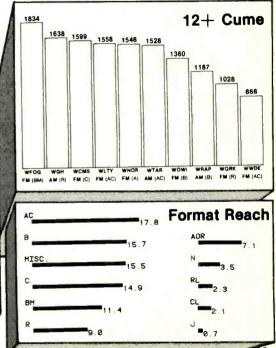
The stations, which are jointly owned, were removed for running an on-air contest that offered to pay listeners \$9.40 for every hour they said they listened to WZAM and/or WMYK (up to a \$94 maximum). Arbitron was alerted about this promotion by WNOR and investigated. The ratings firm was concerned that the contest might induce diarykeepers to write down more listening than was actually done in

order to win more money. The owners of WZAM & WMYK are looking into their legal options against Arbitron for the delisting.

As for those stations that did appear in the book, both WCMS-FM and WLTY had reason to be proud of their numbers. WCMS-FM had a strong 25-54 core audience and used that appeal to move into the first place void. The station maintained a stable presence while much of the rest of the market was in turmoil. Promotionally WCMS-FM gave away \$25,000 in a cash quiz, and advertising on TV, buscards and in the newspaper was used.

A new face in the crowd, and one already standing above much of the crowd, was WLTY, formerly WKEZ. The station moved August 1 from Beautiful Music to Adult Contemporary and secured a large 25-34 core as its niche. Heavy advertising expenditures were made, on TV, billboards, and in newspaper. Musically the station plays a heavy oldies rotation and keys around the theme "We Listen To You."





5.5 WRAP-AM

5.2 WWDE-FM

4.6 WNIS-AM

4.6 WPCE-AM

4.2 WQRK-FM

2.7 WNOR-AM

2.5 WCM S - AM

3.7 (AC)

3.5 (N)

3 . 4 (B)

3.1 (R) 2.6 (B)

2.3 (C)

Share Trends Persons 12+ Mon-Sun 6AM-Mid

POP (00): 9065

					-		16	WN IS - AM WBC I - FM WC PK - AM	2.0	WXRI-FM WGH -FM WNOR-AM	1.8	WGH - FM WXRI - FM WC PK - AM	2.1 (CL) 1.8 (RL) 1.4 (BM)
	FALL			RING 981		ALL 981	-	WYVA-FM		WBC I - FM		WYVA-FM	1 . 3 (C)
	1980		13	901	•	301	19	WZAM-AM	1.4	WZAM-AM	1.2	MRC I - FW	() . 9 (AC)
1	WOWI-FM	9.8	WMYK-FM	10.1	WCM S - FM	10.8 (C)	20	WNOR - AM	1.3	WC PK - AM		WT J Z - AM	U.7 (J)
2	WMYK-FM	8.1	WCM S - FM	9.8	WF OG-FM	10.0 (BM)	2 1	WXRI-FM		WYVA-FM		WPMH-AM	U.5 (RL)
3	wCMS-FM	8.0	WNOR - FM	7.6	WLTY-FM	7.8 (AC)	22	WKVA-AM		WIJZ-AM		WPEX-AM	().5 (C)
4	WFOG-FM	7.6	WTAR-AM	7.4	WNOK - FM	7.1 (A)		WWDE - AM		MRC I - WW	0.6		
5			WF OG-FM		WCH - AM	5.9 (R)		WT J Z - AM	0.7	WPMH-AM	0.5		
6			WWDE - FM		WOWI-FM	5.9 (B)	25			WQZQ-FM	0.4		
7	wGH -AM	5.5	WRAP-AM	5.9	WTAR-AM	5.4 (AC)	26			WPEX-AM	0.3		

WWDE - FM

WRAP-AM

11 WKEZ-FM 12 WPCE-AM

10 WORK-FM

13 WGH - FM

14 WCMS-AM

5.5 WGH -AM

5.0 WOWI-FM

4.5 WURK-FM

3.9 WKEZ-FM

3.2 WPCE-AM

3.1 WCMS-AM

3.1 WNIS-AM

Share Trends

KEBC held on to the top spot in Oklahoma City, and a lot of other stations lost shares, but KATT-FM, WKY, and KAEZ improved in this

KEBC retained the 12+ title and also held a commanding lead among adults 25-54. The Country entity grabbed more than a 13 share in the key target demo, with KKNG, KOMA, and KTOK virtually tied for second with approximately a 10 share each.

KATT-FM soared in this book and took the top spot among 18-34 adults. The AOR entry was also tops in men 18-34, scoring a 16+share compared to its mid-12 share of adults 18-34. One of the keys to its success this book was the consultancy of Jeff Pollack. The station's cleaned-up air sound, combined with a larger ad budget focused on TV, led to the improvement.

One of the major reasons for WKY's resurgence was that the station's male estimates rebounded vigorously. Men 25-34 was an especially good cell this time. WKY had dramatic increases in midday and morning drive among its male numbers

KAEZ garnered its best book ever this survey. The young adult male and female numbers more than doubled and teen shares continued to increase to just under a 10 share of that demo. No advertising or promotion was used to obtain the larger audience.

6.1 KATT-FM

6.0 KLTE-FM

5.3 WKY -AM

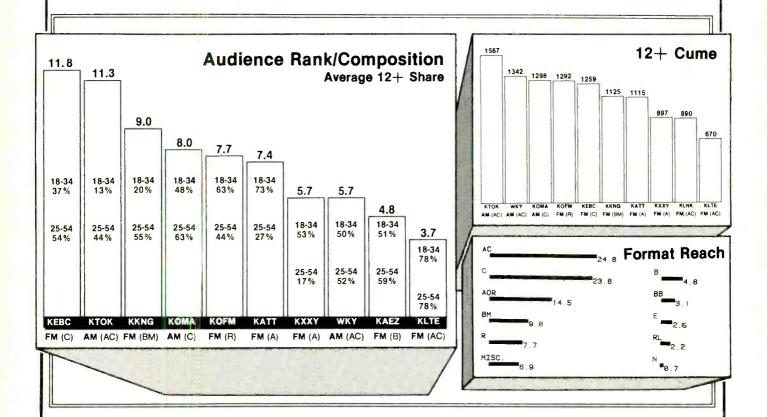
5.3 KXXY-FM

5.2 WKY -AM

4.2 KAEZ-FM

5.7 (AC)

4 . 8 (B)



Deserted 40 l	- Mon-Sun 6AN	-Mid		9 KATT-FM	5.3 WKY - AM	4.2 KAEZ-FM	4.8 (B)
Persons 12+	- MOII-Sull OAN	- WII G		10 KLNK-FM	3.6 KLNK-FM	4.0 KLTE-FM	3.7 (AC)
	-			11 KZUE-FM	3.2 KKLR-FM	3.9 KKLR-FM	3.6 (C)
				12 KAEZ-FM	3.0 KJYU-FM	3.0 KLNK-FM	3.6 (AC)
POP(00): 68	51			13 KKLR-FM	2.6 KAE Z - FM	2.3 KOCY-AM	3.1 (BB)
				14 KATT-AM	1.2 KATT-AM	1.1 KJY 0- FM	2.5 (E)
FALI	L SPR	ING I	ALL	15 KJIL-FM	1.1 KGFF-AM	U.8 KJIL-FM	1.3 (RL)
1980			1981	16 KNUR - AM	U.9 KOCY-AM	0.7 KQCV-AM	D. 9 (RL)
1300	13	•		17 KQCV-AM	U. 6 KGOU-FM	U.7 KGFF-AM	U.7 (N)
1 KTOK-AM	13.7 KEBC-FM	12.8 KEBC-FN	11.8 (C)	18 KRMG-AM	U.4 WNAU-AM	U.7 KATT-AM	(A) 7, (A)
2 KKNG-FM	13.0 KKNG-FM	11.5 KTOK-AN	11.3 (AC)	19 KUCY-AM	U.4 KJIL-FM	0.6 KGOU-FM	U.7 (A)
3 KEBC-FM	12.2 K TOK-AM	11.0 KKNG-FA	9.0 (BM)	20 WNAD-AM	0.4 KVOO-AM	U. 6 KRMG-AM	().5 (AC)
4 KOFM-FM	9.9 KOMA-AM	8.9 KOMA-AN	8.0 (C)	21	KBYE-AM	U. 4 WNAD-AM	() . 4 (C)
5 WKY -AM	6.2 KOFM-FM	8.6 KOFM-FA	7.7 (R)				
6 KXXY-FM	6.2 KXXY-FM	8.5 KATT-FA	7 - 4 (A)	ON-AIR SURVE	Y SPOTS BROADE	CAST BY:	KL TE - FM

7 KUMA - AM

8 KLTE-FM

A 25% increase in usable diaries, the debut of the new WCAU-FM, and the emergence of Country stations were noteworthy aspects of the fall '81 sweep in Philly. Most hearteningly, the metro in-tab jumped from 1973 in the fall '80 survey to 2458 this book. Advertisers and broadcasters can thus place more confidence in the estimates shown in this

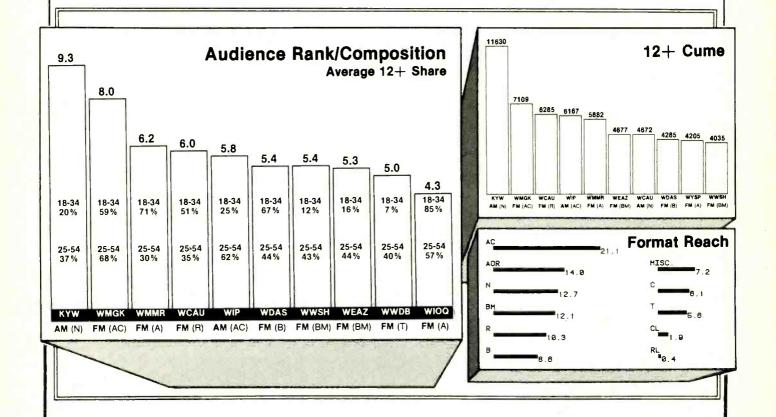
WCAU-FM changed format under consultant Mike Joseph and now features "Hot Hits," relying very little on oldies. The station had a female skew, scored well among women 18-34, and had a significant teen audience also. An ad budget built around TV, billboards, and newspaper was used for the introductory campaign.

The Country scene in Philly has suddenly become more crowded. WFIL and WUSL recently joined the switch to Country, and WUSL posted a healthy fall book. The station had a well-balanced female ap-

peal 25+, and posted good adult 35-44 numbers as the core of its audience. A TV campaign was used to spread the word about Country to the City of Brotherly Love.

The AOR battleground in Philly grew even more interesting in this book. WMMR and WIOQ both posted increases, with WMMR holding about a 50% lead over WIOQ. Where WMMR notched its gains among women primarily, WIOQ grabbed increases among both genders. WMMR remained the teen leader among AORs, second only to WCAU-FM overall.

Musically the two stations differed in their approaches. WIOQ was more of a soft-rock AOR with definite 25+ emphasis. Some musical elements tended towards Black and Adult Contemporary. WMMR, on the other hand, used the more traditional AOR sound, and tied into promotions such as several Rolling Stones events. Demographically, WIOQ led WMMR among men 25-34 while WMMR topped the 18-24 males. The two stations were close among women 18-34.



Share Trends 3.6 WIQQ-FM 3.4 WFIL-AM 11 WPEN-AM 12 WCAU-FM 13 WIOQ-FM 4.2 WIOQ-FM 4.0 WCAU-FM WCAU-FM WYSP-FM 4.1 WPEN-AM 3.7 WUSL-FM 4.0 WCAU-FM 3.1 WYSP-FM Persons 12+ Mon-Sun 6AM-Mid 3:4 WCAU-AM 2.8 WIFI-FM 3.1 WCAU-AM 3.0 WSNI-FM 2.9 WIOQ-FM 2.9 WUSL-FM 2.7 WFIL-AM 2.3 WSN1-FM 1.6 WDAS-AM 2.6 WFIL-AM 2 . 1 (C) WCAU-FM 16 WUSL - FM 2.7 POP(00): 39156 2.0 WUSL-FM 2.0 WFLN-FM W SNI - FM WF LN- FM WF LN-FM WSNI-FM 1.9 WF IL - AM 1.5 WF LN - FM 1.4 WDAS - AM 1.2 WHAT - AM 0.8 WJBR - FM 0.7 WPST - FM 1.3 WF LN-FM 1 . 7 (CL) WHAT-AM 19 WUAS-AM 1.1 WDAS-AM 1.0 WJBR-FM 0.9 WCOJ-AM 0.7 WPST-FM 0.4 WRCP-AM 0.4 WSTW-FM 20 WHAT - AM 1.2 WHAT-AM 1.2 WPST-FM FALL WINTER **SPRING** SUMMER FALL 21 WPST-FM 22 WJBK-FM 1.U WHAT-AM U.9 WPST-FM 1980 1981 1981 1981 1981 23 WNAR-AM 24 WSTW-FM KYW -AM 11.6 KYW

10 WYSP-FM

4.4 WYSP-FM 4.2 WPEN-AM 4.1 WWDB-FM

4.8 WIFI-FM 4.6 WWUB-FM 4.4 WPEN-AM

4.4 4.2 4.0

1.2 WFST-FM 0.9 WJBR-FM 0.7 WZZD-AM 0.6 WXKW-FM 0.5 WTIM-AM 0.4 WSTW-FM 0.4 WCOJ-AM 0.4 WCOJ-AM 0.2 WNBC-AM 0.6 WKXW-FM 0.6 WOR -AM 0.6 WSSJ-AM 0.5 WSTW-FM 0.4 WZZD-AM KYW -AN WMGK-FM WMMR-FM WCAU-FM 9.0 WMGK-FM 6.6 WEAZ-FM 6.1 WDAS-FM 8.8 7.1 5.7 8 · U (AC) 6 · 2 (A) 6 · U (R) 5 · 8 (AC) 0.6 WOR -AM 0.4 WSTW-FM 0.4 WCOJ-AM 7.2 WMGK-FM 25 WCOJ-AM 26 WFLN-AM WMCK - FM 7.7 WMCK-FM 6.2 WDAS-FM 6.2 WEAZ-FM 6.1 WIP -AM 0.4 WOR -AM 0.3 WITM-AM U.4 (RL) MRCR-WW 0.4 WZZD-AM WEAZ-FM 5.9 WWSH-FM 5.5 WEAZ-FM WIP 28 0.0 WIOV-FM 0.2 (CL) 6.0 WWSH-FM 5.9 WMMR-FM 5.5 WDAS-FM 0.2 WFLN-AM U. U WFLN-AM 0.3 WFLN-AM

Share Trends

Persons 12+ Mon-Sun 6AM-Mid

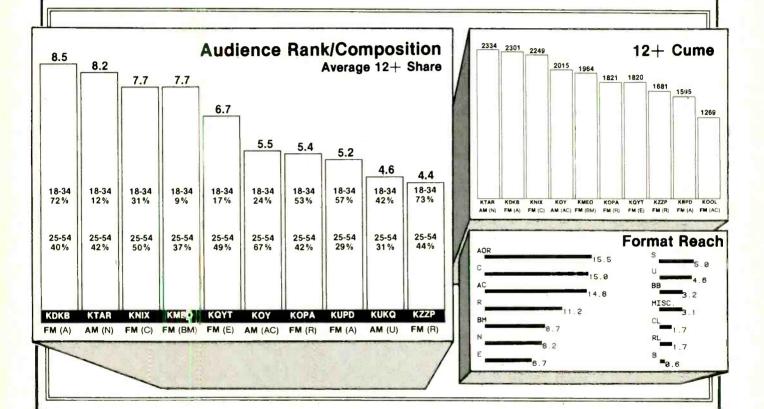
KDKB became the new leader in the Phoenix market with gains paced by a significant jump in fernale audience. Many of the other stations in the market had either stable or down books, but KUPD rose noticeably. Two interesting methodology highlights — the in-tab in this sweep and in the fall '80 survey differed by just one diary. Also, the diary return from the High Density Hispanic Area was down 200 from fall '80 to this sweep.

The female shares for KDKB doubled, with the most impressive gains in morning and midday. Combined with an already strong male

profile, the distaff additions helped KDKB to almost a 16 share of 18-34 adults, dominant in that category. This **Jeff Pollack**-consulted AOR maintained a consistent sound that helped propel it to the top.

Another strong factor among the young adults was the rise of KUPD. The station's young male audience estimates rebounded from a soft spring report, putting the station third among men 18-34 behind KDKB and KZZP-AM & FM. Changes musically towards a more mass appeal AOR sound apparently helped KUPD's fortunes.

Among the 25-54 demos **KNIX-FM** held the lead, with **KTAR** and KDKB close behind. KTAR's News format led among men 25-54, while the Country sound of KNIX-FM topped the women 25-54 demo.



1 0130113 12	, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,					13	KZZP-FM	3.0	KKKQ - AM	3.0	KPHX -AM	2.9 (S)
POP(00): 1	1241						KMEO-AM KPHX-AM		KNIX-AM KPHX-AM		KJJJ-FM KJJJ-AM	2.9 (C) 2.6 (C)
101 (00). 1	3271						KN I X - AM		KAR Z - AM		KLFF-AM	2 . 4 (BB)
						17	KKKQ-AM	2.1	KXAM-AM	2.2	KI FN-AM	2 . 1 (S)
FA	LL	SPRI	ING	FA	LĻ	18	KHEP-FM	2 . 1	KJJJ-AM	2.0	KARZ-AM	2 . 1 (AC)
19	80	198	31	198	81	19	KARZ - AM	1.8	KHEP-FM	1.8	KNIX-AM	1 . 8 (C)
						20	KRUX - AM	1.1	KIEN-AM	1.5	KSTM-FM	1 8 (A)
KN I X - FM		KTAR-AM	9.2	KDKB - EW	8 . 5 (A)	2 1	KX TC - FM	1.1	KM EO - AM	1.3	KHEP-FM	1 . 7 (CL
2 KMEO-FM	8.8	KMEO-FM	9.0	KTAR-AM	8 . 2 (N)	22	KDJ Q-AM	0.9	KZZP-AM	1.0	KMEO-AM	1.0 (BM
KOY -AM	8 . 4	KNIX-FM	7.5	KN I X - FM	7 . 7 (C)	23	KZZP-AM	0.9	KJJJ-FM	1.0	KZZP-AM	1.0 (R)
KQYT-FM	7.5	KQY T-FM	6.8	KMEO-FM	7.7 (BM)	2 4	KI FN-AM	0.8	KHEP-AM	0.7	KFLR-AM	U.B (RL
KTAR-AM	6.4	KDKB - FM	6.5	KQYT-FM	6 . 7 (E)	25	KX I V - AM	0.7	KRDS-AM	0.6	KWAO- FM	0.8 (88
KDKR- EW		KOY - AM		KOY - AM	5 . 5 (AC)	26	KFLR-AM	0.7	KX I V - AM	0.5	KXAM - AM	U . 6 (B)
KOPA-FM	5 . 8	KOPA-FM	5.9	KOPA-FM	5 . 4 (R)	27	KWAO - FM	0.5	KWAO-FM	0.5	KRDS-AM	0 - 6 (RL
KUPD-FM	5.2	KZZP-FM	5 . 8	KUPD-FM	5 . 2 (A)	28	KRDS - AM	0.3	KFLK-AM	0.4	KX EG-AM	0 - 4 (R)
XXAM-AM	4.6	KUPD-FM	4 . 4	KUKQ-AM	4.6 (U)	29					KHEP-AM	0.3 (RL

10 KOOL-FM

11 KBBC-FM

12 KJJJ-AM

4.4 KUOL-FM

3.4 KBBC-FM

3.1 KLFF-AM

4.2 KZZP-FM

3.3 KOOL-FM

3.2 KBBC-FM

4 . 4 (R)

4 . 2 (AC)

3 . U (AC)

¹ep-ic n, adj/¹ep-ik/²por-trait n/¹por-,trat: a catalogue of the finest quality recorded music to date; hard-driving rock, heartland country, modern pop, black music and adult contemporary. (see CBS family of associated labels)



¹family/¹fam-(e-)le/n/Associated labels: Blue Sky, Caribou, Carrere, Coast-to-Coast, Curb, Jet, Johnston, Kat Family, Kirshner, Nemperor, Pasha, Pavillion, Philadelphia International, Precision, Scotti Bros., Tabu, T-Neck, Unlimited Gold.

REPORT/Vol

RATINGS

Fall '81 Market Overview

This past sweep was one of the most interesting in Pittsburgh radio history. For the first time KDKA slipped below a 20 share overall. WTAE had a strong book and beat KDKA among men 25-54. The youthful demos were sought by WYDD and WBZZ, which gained at the expense of WDVE and WXKX. Finally, WJAS debuted its "Music Of Your Life" format forcefully

Group W's KDKA has been the dominant force in Pittsburgh for ages. However, this book showed some fraying around the edges. The station usually has better spring books due to the Pirates broadcasts, but this slip in the fall was the most notable. Biggest area of erosion was among male listeners. KDKA still remained tops among adults 25-54.

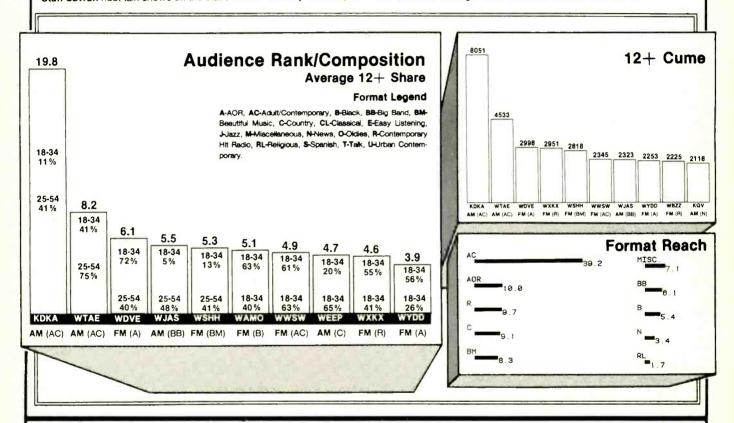
One reason for that male decrease at KDKA could be the efforts of WTAE. The station carries Steelers and Pitt Panthers football, both of which were hot topics this past season. Big audience increases were noted during the evening, when sports authorities Myron Cope and Stan Savran host talk shows on the station. All of this may have helped WTAE surpass KDKA in men 25-54. In addition to the sports-oriented activities. WTAE also gave away 60 trips to DisneyWorld. Advertising was also run on TV with billboards and buscards backing it up.

The 18-34 and teen battlegrounds saw heavy activity this sweep. WBZZ (B94) came out blazing and took the lead among teens. However, there were four stations within three shares of each other in the Pittsburgh teen arena, so the battle was a tight one. AOR fixture WDVE, along with WXKX, was down in teens. However, WDVE remained the top 18-34 station in the market, ahead of WTAE.

WYDD shot up among teens, tripling its share. WXKX's teen numbers slipped but the station's young adult male numbers improved,

WBZZ stirred up the pot considerably. The Burkhart-consulted entity was formerly a Beautiful Music station (WJOI) and is now massappeal CHR. TV and billboards spread the word about the new station.

WJAS, formerly WKTQ, hit the jackpot in its first book. The Al Ham format pulled in dynamite numbers, especially among adults 45+. WJAS earned stronger male numbers than female figures.



2.6 (AC) 14 WIOI-FM 2.2 WWSW-AM 1.7 WEEM-FM Share Trends 2.2 (C) WKTQ-AM WIOI-FM 1.7 WDSY-FM Persons 12+ Mon-Sun 6AM-Mid 1.9 (AC) WIXZ-AM WKTU-AM WWSW-AM 16 1.3 (C) POP(00): 19090 17 WWKS-FM 1.1 WBVP-AM 1.2 W | X / - AM 0.9 (RL) 1.0 WNUF-FM 1.1 WPIT-AM 18 WYDD-FM 0.9 (R) WNU F - FM 0.9 WBVP-AM FALL WPIT-AM **SPRING** FALL 0.8 (RL) 20 WKPA-AM U.'9 WOKU-FM D.8 WPIT-FM 1981 1981 1980 U.8 (AC) 21 WHIB-AM 0.7 MHIR-WW U.8 WHIB-AM 19.8 (AC) 22.3 KDKA-AM 1 KDKA-AM 22.2 KDKA-AM U . 6 (BB) 22 WPIT-FM WWK S-FM 0.7 WNUF-FM 8 . 2 (AC) WSHH-FM 7.2 WDV F-EM 7.9 WTAE-AM 0.6 (AC) WCNS-AM U.6 WKPA-AM 23 WPIT-AM 0.7 6 . 1 (A) 6.8 WSHH-FM 7.0 WDV E-FM 3 WXKX-FM 0.5 (C) 0.6 WELA-FM 24 WMBA-AM 0.7 WKPA-AM 5 . 5 (BB) WTAE-AM 6.6 WTAE-AM 6.6 W | AS - AM U.6 WIXZ-AM ().4(R)25 WBVP-AM 0.6 WRKY-FM 6.4 WXKX-FM 6.1 WSHH - FM 5.3 (BM) WDV E - FM U.4 (AC) 26 WELA-FM U.6 WPIT-FM U.5 WWKS-FM WEEP-AM 6.1 WAMU-FM 5,8 WAMU-FM 5 . 1 (B) U.4 (C) WASP-AM U.5 WUKU-FM 0.5 WWVA-AM 27 4.1 WEEP-AM 4.2 WWSW-FM 4 . 9 (AC) KQV -AM 28 WESA-FM 0.5 WAMU-AM 0.3 (B) 0.4 WMBA-AM 4 . 7 (C) WAMO-FM WWSW-FM 3.9 WEEP-AM 29 WWVA-AM U.4 WEDU-AM 0.3 3.8 WXKX-FM 4.6 (R) WW SW - AM 3.5 WPNT-FM 30 WOKU-FM U.4 WESA-AM 0.2 3 . 9 (A) 10 WDSY-FM 3.4 KUV - AM 3.3 WYDD-FM 31 WEDO-AM U.3 WESA-FM 0.2 3 . 8 (R) WE FM - FM 2 . 8 WF FM - FM 2.7 WBZZ-FM 11 32 WRKY-FM 0.3 3 . 4 (N) 2.7 WUSY-FM 2.5 KQV -AM 12 WWSW-EM 33 WKBN-AM 13 WPNT-FM 2.7 WYUD-FM 2.2 WPNT-FM 3.0 (BM) 34 WESA-AM 0.3

OUR BEST BOOK JAN-APR '82 MCA RECORDS GROUP

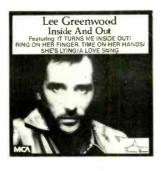




































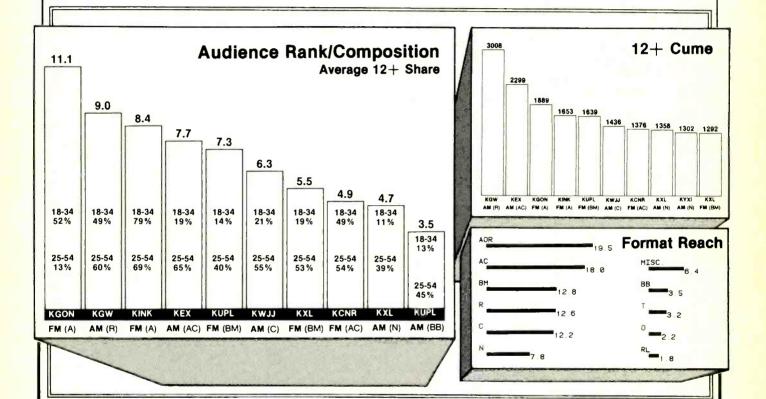
Share Trends

A good book for AOR's, plus a change of leadership in the Country format race highlighted the fall '81 events in Portland. **KGON**'s numbers rose and the station tightened its grip on first place, while competitor **KINK** rode an increase in male listening to a ratings crest. **KWJJ** swept past **KYTE** for the Country title in Portland.

KGON, a **Burkhart-Abrams** Superstars station, used TV, newspaper, and a heavy bumper sticker campaign to maintain high visibility in the market. The effort paid off with teen increases (the station had over a 50 share!) and gains among young adult men. KGON was second among adults 18-34 with over a 15 share, just behind KINK

KINK had a delightful book, taking not only the 18-34 crown but also the 25-54 title. KINK edged out **KGW** for the top spot among women 18-34 and was second, with a near-17 share, to KGON among men 18-34. Building on its strong 25-34 core the station had a male 25-54 share of just over 14, while KGW won the women 25-54 race with a mid-13 number.

KWJJ made extensive on-air changes that appear to have paid off. New morning drive, afternoon, and all-night jocks were hired. Additionally, more music sweeps were played and the music was tighted up slightly. Billboards, window stickers, and TV were combined to market the station. A 50% increase in male shares, especially in AM drive and middays, helped boost KWJJ's estimates.



Persons 12+ Moi	n-Sun 6AM-Mid		10 KMJK-FM 11 KINK-FM	4.5 KWJJ-AM 4.5 KKEY-AM	4.5 KUPL-AM 3.8 KIIB-FM	3.5 (BB) 3.2 (C)
POP(00): 10638			12 KUPL - AM 13 KKEY - AM	3.1 KQFM-FM 3.1 KMJK-FM	3.8 KYXI-AM 3.7 KLLB-FM	3.1 (N) 3.1 (R)
FALL 1980	SPRING 1981	FALL 1981	14 KLLB-FM 15 KJIB-FM 16 KCNR-FM	3.0 KXL -AM 2.8 KCNR-FM 2.5 KUPL-AM	3.2 KKEY-AM 3.2 KMJK-FM 2.9 KYTE-AM	2.8 (T) 2.7 (AC) 2.7 (C)
1 KGON-FM 10.2 2 KEX -AM 9.3 3 KGW -AM 9.1 4 KXL -FM 6.7 5 KUPL-FM 6.7 6 KXL -AM 5.5 7 KWJJ-AM 5.1	KGCN-FM 9.4 KGW-AM 9.1 KEX-AM 7.9 KUPL-FM 6.9 KXL-FM 6.8 KINK-FM 5.3 KY IE-AM 5.3	KGUN-FM 11.1 (A) KGW -AM 9.0 (R) KINK-FM 8.4 (A) KEX -AM 7.7 (AC) KUPL-FM 7.3 (BM) KWJJ-AM 6.3 (C) KXL -FM 5.5 (BM) KCNR-FM 4.9 (AC)	17 KQFM-FM 18 KKSN-AM 19 KARO-AM 20 KPUQ-FM 21 KL IQ-AM 22 KGAR-AM 23 KPUQ-AM 24 KGO -AM 25 KPAM-AM	1.8 KJIB-FM 1.6 KK SN-AM 1.3 KPAM-AM 1.1 KPDQ-FM 0.8 KAAR-AM 0.6 KPDQ-AM 0.5 KRDR-AM 0.4 KLIQ-AM 0.2 KGAR-AM	2.2 KQFM-FM 1.5 KPAM-AM 1.3 KPDQ-FM 0.8 KKSN-AM 0.6 KPDQ-AM 0.6 KSKD-FM 0.6 KAAR-AM 0.5 KLIQ-AM	2 · 2 (0) 1 · 7 (AC) 1 · 2 (RL) 0 · 6 (AC) 0 · 6 (RL) 0 · 5 (R) 0 · 4 (AC) 0 · 4 (T)

9 KYXI-AM

4.9 KLLB-FM

4.7 (N)

5.0 KXL -AM

METRO RANK

Providence-Warwick-Pawtucket

Fall '81 Market Overview

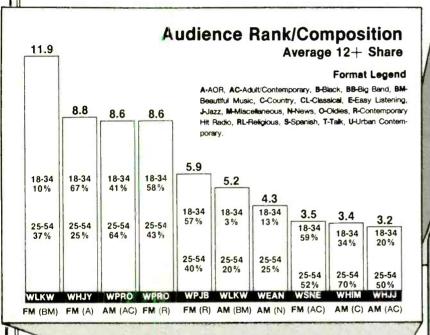
The reemergence of WKLW-FM as Providence's top station, the successful AOR debut of WHJY, and the reissue of the fall '81 Providence report highlighted the happenings in this market. It's worthwhile to note that Arbitron got back 33% more diaries in this survey than in the fall '80 effort

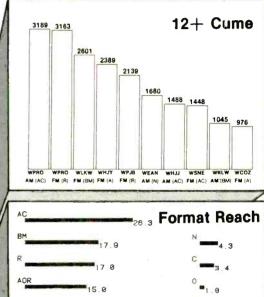
The reissue bug bit the fall report this time around. Apparently a significant number of diaries contained entries to WJAR, now WHJJ. Inadvertently those entries were given to WSAR rather than being flipped to WHJJ. The reissue saw WHJJ move from a 12+ share of 3.0-3.2 while WSAR went 2.8-2.5. No other stations were affected by the revision of the fall estimates

WLKW-FM followed its usual pattern of strong fall books with a rise to the top. The Beautiful Music station was second among adults 25-54 with almost an 11 share, and had a strong 35+ audience core.

The new number two station overall, and tops among the 18-34 demos, was WHJY. In its first book as an AOR the Pollack-consulted entity made key inroads into the young adult marketplace. A TV campaign, utilizing buys aimed at the young adult viewers, combined with newspaper and busbacks, spread the word about the new format. Promotionally the station gave away 100 Rolling Stones tickets. The payoff was more than a 30 share of teens, more than double the male numbers of the previous book, and even an increase in female shares. A share in the 16 range among 18-34's was the grand prize as WHJY surpassed WPRO-FM for the lead in that demo.

WPRO-FM was affected by WHJY's presence but still held a strong position. WPRO-FM garnered almost a 14 share of 18-34 adults, with more of a female 25-34 core than WHJY. WPRO-FM also topped the 25-54 cell with over a 13 share in that vital demo.





1.8 WAAF-EM

1.6 WEEL-FM

1.5 WADK-AM

1.2 WGNG-AM

1.1 (A)

1.1 (AC)

1.0(0)

Share Trends

Persons 12+ Mon-Sun 6AM-Mid

							2.1	WROR - FM	1.0	WA DK - AM	1.2	WALE-AM	1.0 (AC)
PO	P(00): 12	082					22	WJIB-FM	1.0	WPEP-AM	1.1	WBRU-FM	U.9 (A)
	, ,						23	WWON - AM	0.9	WCRB-FM	1.0	WARA-AM	U.9 (AC)
	EAL		CDD	NC	FA	11	24	WRLM-FM	0.8	WICE-AM	0.9	WPEP-AM	0.9 m
	FALL 1980		SPRING 1981		198		2.5	WBCN-FM	0.7	WJIB-FM	0.9	WWUN - AM	0.9 m
	190	U	190)	, 130	,	26	WALE-AM	0.7	WEEL-FM	0.9	WROR - FM	() . 8 (AC)
1	WLKW-FM	12.8	WPRO-FM	10.5	WLKW-FM	11.9 (BM)	27	WNBH - AM	0.7	MNRH-AM	0.7	WKRI-AM	U.B (AC)
2	WPRO-AM	8.3	WLKW-FM	10.0	WHJY-FM	8.8 (A)	28	WEEL-FM	0.6	WNBC - AM	0.7	WBCN-FM	0.8 (A)
3	WPRO-FM	8.3	WPRO-AM	8.4	WPRU-AM	8.6 (AC)	29	WPEP-AM	0.6	WARA-AM		WHOH - AM	().7 (AC)
4	WPJB-FM	7.7	WPJB-FM		WPRO-FM	8.6 (R)	30	WOTB - FM	0.6	MR CN - FW		MNRH-WW	U. 6 (AC)
5	WH J Y - FM		WEAN-AM		WPJB-FM	5.9 (R)	3 1	WADK-AM		WWON - AM		WPLM-FM	U.6 (BB)
6	WEAN - AM	5.5	WCOZ-FM	4.7	WLKW-AM	5 • 2 (BM)	32	WVBF-FM		WALE-AM		MARE-EW	U. 6 (AC)
7	WLKW-AM	4.7	WLKW-AM		WEAN-AM	4.3 (N)		WARA-AM		WHU E - FM		WJIB-FM	U.5 (BM)
8	WCOZ-FM	3.8	WH] J - AM		WSNE-FM	3.5 (AC)		WICE-AM		WROR-FM		MNRC - AM	U • 4 (R)
9	WB SM - AM		W <mark>HJY</mark> - FM		WHIM-AM	3.4 (C)		WHU E - FM		WPLM-FM		WRKO-AM	0.4 (1)
1 υ	WGNG - AM		WSNE-FM		WHJJ-AM	3.2 (AC)		MNBC - AM		WKRI-AM		WICE-AM	0.4 (M)
1 1	WH]]-AM		WMYS-FM		WB SM - AM	3.0 m	_	WPLM-FM		WEEI-AM		WHU E - FM	0.3 (BM)
12	WMYS-FM	2.4	WAAF - FM		WSAR -AM	2.5 (1)		WC 1B-FM		MOLR-EW		WCRB-FM	0.3 (CL)
13	WHIM-AM		WHIM-AM		WMYS-FM	2.5 (AC)		MCR2-AW		WPLM-AM	0.1		
14	WSAR-AM		MR I - WW		WXKS-FM	2 . 1 (R)		WSRS-FM	0.3				1
15	MR Z - AW		WB SM - AM		WC OZ -FM	2 . U (A)		WBOS-FM	0.3				1
16	WAAF-FM	2 - 0	WGNG - AM	2.0	MR I - WW	2 . () (AC)	42	WPLM-AM	0.1				

WXKS-FM

18 WBRU-FM

19 WHUH - AM

20 WCRB-FM

1.8 WXKS-FM

1.5 WBRU-FM

1.1 WSAR-AM

1.1 WHUH-AM

METRO RANK Riverside--San Bernardino-Ontario

Fall '81 Market Overview

The tradition of L.A. stations leading the Riverside market was broken in this book. KDUO, a Beautiful Music station with a heavy 55+ audience skew, topped the market. L.A. stations did follow close behind with KRTH, KFI, KBIG, KMET, and KNX trailing KDUO.

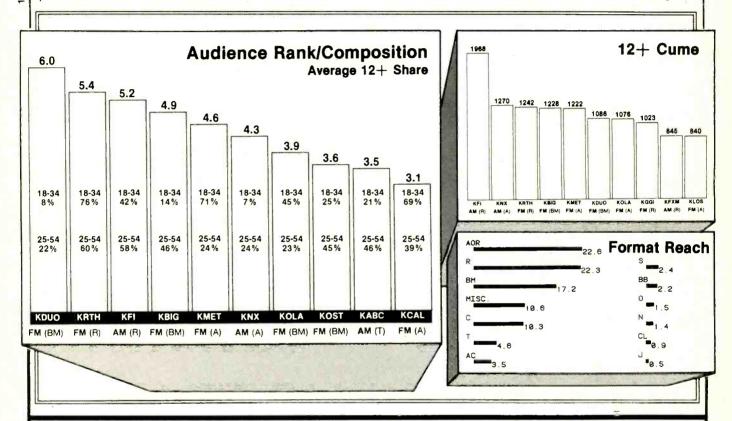
The Beautiful Music audience showed some signs of movement this book as KBIG was dethroned and replaced by KDUO. The difference between the stations was that KBIG had a strong 25-54 presence while 74% of KDUO's audience came from the 55+ bracket.

Among the young adult-oriented stations, KRTH led in 18-34 audience comp, with over 75% of its appeal coming from that group. KMET topped the 18-24 cell with 52% of its audience generated from that core. KRTH led the 25-34 cell with almost 44% of its audience centered there.

Among other local Riverside area stations, AOR's KOLA and KCAL made good showings. KOLA had a stable book while KCAL posted a worthwhile gain. KOLA had more of a teen base, with almost half its audience coming from that demo, while KCAL was a more adult-oriented factor. Almost 40% of KCAL's audience came from the 25-34 group.

1.8 KIIS-FM

2.2 KNTF FM



Share Trends Persons 12+ Mon POP(00): 10620			19 KDIG-AM 20 KLOS-FM 21 KIIS-FM 22 KHSJ-AM 23 KFWB-AM	1.7 KMEN-AM 1.5 KUTE-FM 1.4 KNIF-FM 1.4 KBUN-FM 1.3 KFWB-AM	1.9 KBON-FM 1.7 KMEN-AM 1.7 KFWB-AM 1.7 KZLA-FM 1.5 KDIG-AM	1.9 (BM) 1.5 (O) 1.4 (N) 1.4 (C) 1.2 (C)	
FALL 1980	SPRING 1981	FALL 1981		24 KNTF-FM 25 KHNY-FM 26 KFAC-FM 27 KBRT-AM	1.3 KHSJ-AM 1.1 KBRT-AM U.9 KLOS-FM U.8 KMPC-AM U.8 XTRA-AM	1.3 KCAL-AM 1.3 KPRO-AM 1.2 KMPC-AM 1.1 KUTE-FM 1.1 KQLH-FM	1,2 (S) 1,2 (BB) 1,1 (T) 1,1 (R) 1,0 (AC)
2 KFI -AM 6.4 3 KLAC-AM 6.2 4 KGGI-FM 5.7 5 KDUO-FM 4.5 6 KFXM-AM 4.3 7 KCKC-AM 4.3 8 KRTH-FM 4.1 9 KBIG-FM 3.5 10 KOLA-FM 3.2 11 KNX -AM 3.1 12 KOST-FM 3.1 13 KABC-AM 2.9 14 KPRO-AM 2.8 15 KBON-FM 2.2	KFI - AM 6.2 KDUO-FM 6.1 KOLA-FM 3.8 KLAC - AM 3.8 KCKC-AM 3.7 KNX - AM 3.6 KGGI-FM 3.6 KOST-FM 3.6 KABC - AM 3.4 KNX - FM 3.2 KFXM-AM 3.2 KRIH-FM 3.1 KPRO-AM 2.8 KMEI-FM 2.8	KDUO-FM KRTH-FM KFI -AM KBIG-FM KBIG-FM KNX -AM KOLA-FM KOST-FM KABC-AM KCAL-FM KGGI-FM KLOS-FM KLOS-FM KLOS-FM KLOS-FM KLOS-FM KLOS-FM	6 . U (BM) 5 . 4 (R) 5 . 2 (R) 4 . 9 (BM) 4 . 6 (A) 4 . 3 (A) 3 . 9 (A) 3 . 5 (T) 3 . 1 (A) 3 . 0 (R) 2 . 9 (A) 2 . 8 (A) 2 . 7 (R) 2 . 5 (C) 2 . 3 (R) 2 . 3 (C)	28 KMPC-AM 29 XTRA-AM 30 KQLH-FM 31 KRLA-AM 32 KEZY-AM 33 KIEV-AM 34 KJUI-FM 35 36 37 38 39 40 41 42 43 44	0.6 KRLA-AM 0.6 KRLA-AM 0.6 KHYE-FM 0.4 KHJ -AM 0.4 KZLA-FM 0.3 KHN Y-FM KFAC-FM KIEV-AM KQLH-FM KCAL-AM KHTZ-FM	1.0 KBRT-AM 0.8 KHNY-FM 0.8 KFAC-FM 0.8 KHJ -AM 0.8 KRLA-AM 0.7 KJOI-FM 0.7 KWOW-AM 0.7 KNSE-AM 0.5 KROQ-FM 0.5 KROQ-FM 0.4 KHYE-FM KKGO-FM XTRA-AM KHSJ-AM KFSJ-AM KFSY-AM KWST-FM	1.0 (BB) 0.9 (R) 0.9 (CL) 0.9 (CL) 0.9 (C) 0.8 (R) 0.7 (AC) 0.7 (AC) 0.6 (A) 0.6 (AC) 0.5 (R) 0.5 (R) 0.5 (AC) 0.5 (S) 0.4 (A) 0.4 (R)

18 KMEN-AM

Don't be afraid to ask for a Promotion!

Sometimes a little communication can make a big difference.

After all, staying in touch is what radio is all about.

So don't hesitate to call us if there's anything you need.

We're here to help you, because we know how much your help means to us.



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Share Trends

WEZO continued to top the Rochester 12+ parade, and was dominant among adults 25-54 thanks to its strong 35+ showing. However, among the younger demos, there was a real dogfight. WMJQ assumed the lead among the AOR's, passing WCMF, while WPXY also entered the fracas.

WEZO had almost double the 25-54 share of its next competitor, WVOR. The Beautiful Music format pulled virtually a 19 share of the most sought-after ad demo.

The 18-34 demos were where the action was, and there was plenty of it. WMJQ spent more on advertising this survey, with dollars poured into TV and billboards, as well as bumper stickers and T-shirts. Promotionally WMJQ gave away approximately 500 Rolling Stones tickets

and went commercial-free on weekends. This all resulted in more than a 19 share of men 18-34 and almost a 14 share of adults 18-34. WCMF was two shares behind in the 18-34 adult derby. Keep an eye on this confrontation when the spring results come out.

WPXY came in a close third in the 18-34 runoff. Dramatic increases in the station's male numbers keyed the station's rise this sweep. After rebounding from its spring '81 numbers, it will be interesting to see if WPXY can stay at the current level or even increase its shares.

WPXN made an interesting format switch this survey. The station went from News/Talk to an MOR sound that is locally programmed. Big bands are combined with contemporary material in a mix that worked well in the fall effort. The station's audience skew was 35+.

5.8 WPXY-FM

4.6 WNY K-AM

4.5

WUKX-FM

WRRE - AM

5.1 (C)

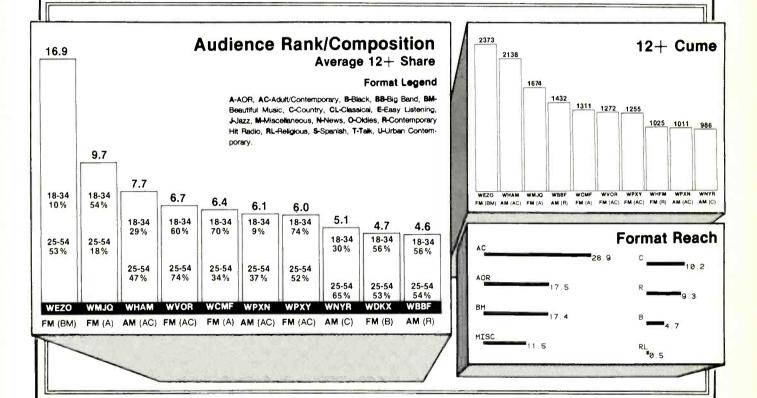
4.7 (B)

4 . 6 (R)

5.4 WNYR-AM

WDK X - FM WHFM - FM

WEAV - AM



Ollaic I	ICIIGS			10	WHFM-FM	4.5	WSAY-AM	4.3	MRRL - WW	4.0 10
Persons 12	+ Mon-Sun 6Al	M-Mid		11	WUK X - FM	3.5	WPXY-FM	3.5	WHFM - FM	4 . 2 (R)
1 0/30/13 12	. Mon oun on			12	WSAY-AM	2.8	WPXN-AM	3.3	WSAY-AM	3 • 6 (C)
				13	WF LC - FM	2.1	WUNY-AM	1.4	WCGR-AM	1 . 5 (AC)
POP (00):	8045			1.4	WB EN - FM	1.5	WFLC-FM	1.4	WF LC-FM	1.5 (C)
				15	WCGR-AM	0.8	WCGR-AM	1.2	WSYR-FM	1 . U (A)
	ALL SP	SPRING FA		16	WB EN - AM	0.7	WM I V-FM	1.0	WB EN-FM	U.5 (R)
			1981		WM I V - FM	U.7	WKBW-AM	0.8	WNTQ-FM	U.5 (BM)
'	900	301			WKBW-AM	0.5	MB EN-FM	0.6	WB EN-AM	0.5 (AC)
1 WEZU-FM	17.4 WEZU-FM	17.8 WEZO-FM	16.9 (BM)	19	WGV A - AM	0.5	WACK-AM	0.5	WWWC -AM	0.5 (RL)
2 WVOR - FM	9.1 WHAM -AM	9.5 WMJQ-FM	9.7 (A)	20	WUNY - AM	U.5	WSYR-FM	0.5	WPCX-FM	U.5 (M)
3 WHAM-AM	8.9 WVOR-FM	9.0 WHAM-AM	7.7 (AC)	2 1	WWWG-AM	0.5	WRLX-FM	0.5	WUNY-AM	U.4 (AC)
4 WBBF-AM	8.1 WCMF-FM	.7.2 WVOR-FM	6.7 (AC)	22	WSYR-FM	0,5	WGV A - AM	U . 4	CRF - WW	U.4 (M)
5 WCMF-FM	6.6 WMIO-FM	6.7 WCMF-FM	6 . 4 (A)	23	wECQ-FM	0.3	WWWG-AM	0.4	WGRQ-FM	U.4 (A)
6 WMJQ-FM			6 . 1 (AC)	24			WGRQ-FM	0.4		

WPXY-FM

WNY R - AM

WPXN-AM

MILEM - EM

Share Trends

Persons 12+ Mon-Sun 6AM-Mid

KZAP zapped the market again, as the AOR entity dominated the young adult males and teen demos. KRAK led the parade among the 25-54 adults with its Country format, while KGNR and KEWT's numbers rose in the 35+ demos.

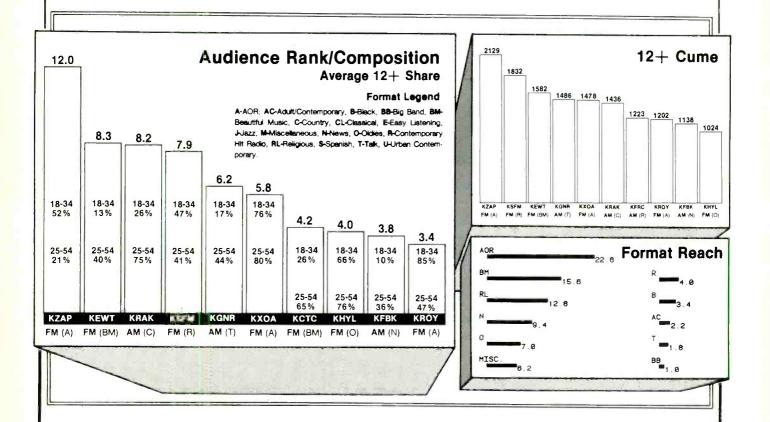
At the younger end of the spectrum, KZAP was the killer. The station had almost a 50 share of teens, more than a 22 share of men 18-34, and topped the adult 18-34 demos with a share just under 16.

There is another AOR in town but **KXOA-FM** bears little similarity to KZAP. KXOA-FM's approach is more adult, with hardly any teen appeal. The station was second among 18-34 adults, with over an 11

share, and led with women 18-34, garnering a 13+ share in the category.

KRAK was the leader among the vital 25-54 group and had a strong 35+ following too. KEWT, the Beautiful Music pacesetter, rode strong female 35+ gains this book to a healthier overall showing. Afternoon and evening dayparts showed the most growth for KEWT.

KGNR's male numbers, particularly in middays, climbed healthily. The station spent more on a TV ad campaign this survey, shifted its format from straight News to carrying some live interviews and talk segments, and was helped by "Monday Night Football" and the World Series. The station was third among 35+ adults.



							1 4	KKO I - LM	3.4	KWOD - FM	3 . 1	KWOD + FM	3 . I (H)
p.							13	KWOD - FM	3.2	KGO - AM	3.1	KAER-FM	3.1 (BM)
PO	P(00); 9	5.4.5						KFRC-AM	2.8	KGMS-AM	3.0	KGO - AM	2 . 2 (N)
	(00),	3 1 3					15	KGO - AM	2.2	KAER-FM	2.7	KGMS-AM	2.1 (M)
							16	KROY-AM	1.9	KROY-AM	2.2	KFRC-AM	1 . ខ (R)
	FALL		SPRING 1981		FALL 1981		17	KPOP-FM	1.7	KX OA - AM	1.9	KROY-AM	1.4 (A)
1980		980					18	KYLO-FM	1.6	KNBR-AM	1.8	KX OA - AM	1 . 2 (AC)
							19	KAH L-AM	1.3	KPIP-AM	1.4	KYLO-FM	1.2 (C)
1	KZAP-EM	12.2	KZAP-FM	13.1	KZAP-FM	12.0 (A)	20	KNBR - AM	1.0	K FR C - AM	1.2	KEBR-FM	1 . 1 (RL)
2	KRAK-AM	9.0	KRAK-AM	8.3	KEWT-FM	8 . 3 (BM)	21	KFIA-AM	1.0	KEBR-FM	1.1	KNBR-AM	1 . U (AC)
3	KEWT-FM	7.3	KSFM-FM	7.9	KRAK-AM	8 . 2 (C)	22	KXOA - AM	1.0	KCBS-AM	1.1	KAHI-AM	1.0 (BB)
4	KGNR - AM	6.7	KEWT-FM	6.3	KSFM-FM	7 . 9 (R)	23	KEBR-FM	1.0	KYLO-FM	1.0	KCBS-AM	1 . U (N)
5	K SFM - FM	6.2	KXOA-FM	6.1	KGNR - AM	6 * 2 M	24	KJOY-AM	0.4	KFIA-AM	0.9	KFIA-AM	U . 7 (RL)
6	KFBK-AM	5.5	KGNR-AM	5.2	KX OA - FM	5 . 8 (A)	25	KPIP-AM	0.3	KAHI-AM	U.7	KJAY-AM	U.3 (M)
7	KXOA - FM	5.5	KCTC-FM	5 . 1	KCT C - FM	4 . 2 (BM)	26			KSFO-AM	0.6		

8 KHYL-FM

9 KCTC-FM

KROV - FM

TO KAER-EM

11 KGMS-AM

5.1 KHYL-FM

4.7 KRUY-FM

4.0 KFBK-AM

3.7 KPOP-FM

4.3 KHYL-FM

4.2 KEBK-AM

3.7 KROY-FM

KPOP-FM

4.0 (0)

3.8 (N)

3,4(A)

3.4 (B)

In St. Louis KMOX just kept rolling along in the fall survey, Country stations WIL-FM and KSD prospered, and KSD-FM made its mark. The Telephone Retrieval in-tab was up 36% although the ethnic population was estimated to have increased only 18%. This may have helped KMJM and WZEN.

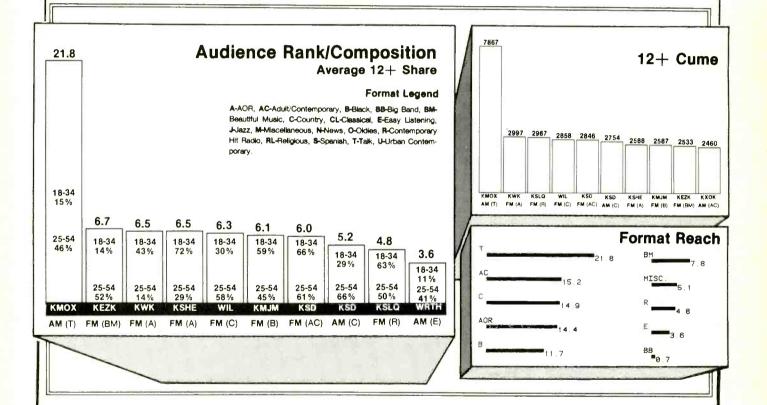
CBS's KMOX just keeps talking its way to dominant shares. The station led among 25-54 adults with more than a 20 share.

The close battle in the St. Louis market is for the young adult audience. **Century**'s **KSHE** topped the 18-34 standings, just ahead of KSD-FM. KSHE is an AOR fixture, dominant among men 18-34. KSD-FM, on the other hand, used an Adult Contemporary format to lead among women 18-34. KSD-FM did little externally to push itself, with some ad dollars going on TV, buses, and minimal newspaper. Less onair promotion was done than in earlier sweeps.

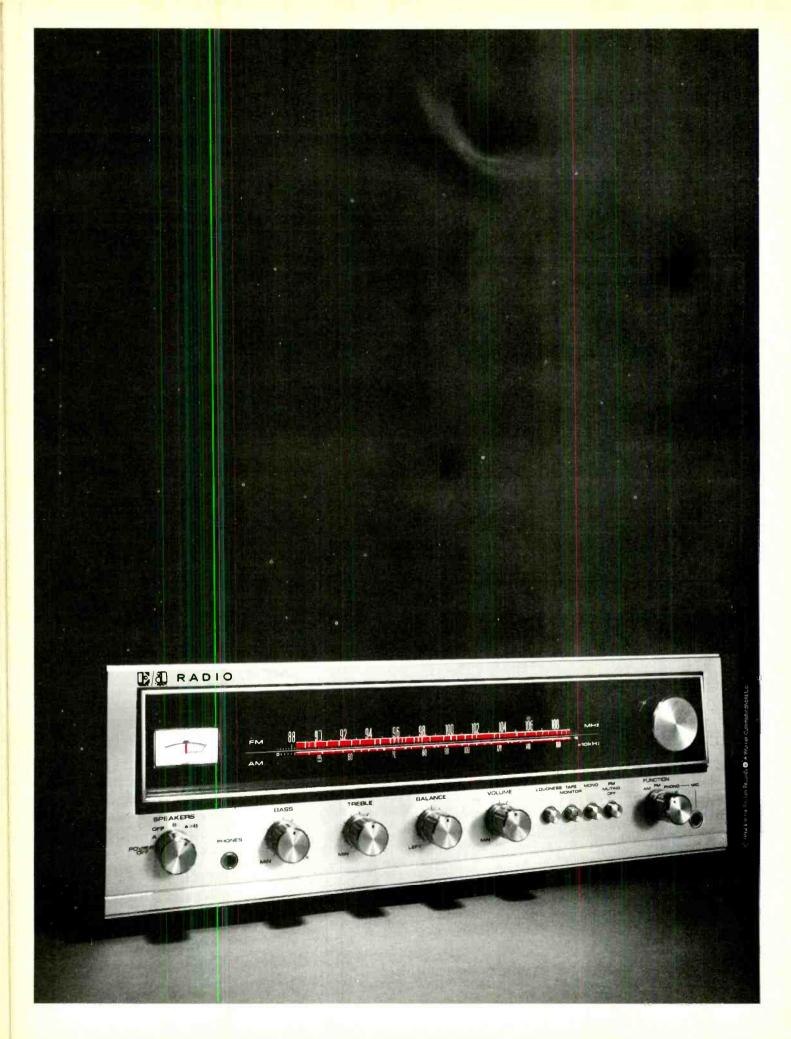
The Country battle is on with a vengeance in St. Louis. WIL-FM remained the leader in this format, but KSD made significant inroads. WIL-FM leads among both the 18-34 and 25-54 demos, but the 25-54 race is a close one.

WIL-FM used a more notable ad budget in this campaign, with the money going for a light TV campaign. The thrust of the station's effort this book was to reposition itself as a "more music" Country FM station.

KSD actually spent less on media in this survey than before, with a TV schedule encompassing the station's campaign. Promotionally, the station played off the "55KSD Millionaire" idea, where a gentleman went around the metro giving away money if a radio was tuned to KSD. Other items paid by the "Millionaire" were utility and grocery bills, as well as hospital bills for some listeners. All of this has paid off, as KSD has more than doubled its male numbers since fall '80 and almost doubled its female shares in that same time frame.



Share Trends 5.0 KSLQ-FM 4.7 WRTH-AM 4.6 KSD -FM KMUX-FM KSD -FM KSD - AM 8 KXOK-AM 4.6 5 . 2 (C) 4 . 8 (R) 10 WRTH-AM 4.4 WIL -AM Persons 12+ Mon-Sun 6AM-Mid 3.8 WKTH - AM 3 . 6 (E) 3 . 1 (AC) 11 KMOX-FM 12 WIL -AM WRTH-AM KSHE-FM KXOK-AM WIL -AM KSD -AM KMOX-FM 3.0 2 . 8 (C) 13 KSD -AM 2.5 KSD - AM 2.0 WIL - AM KMOX -FM 2 . 8 (AC) POP(00): 19313 2 .5 (AC) 1.8 KADI - FM 14 WESL-AM 1.8 WZEN-EM 1.9 KADI-FM 1.4 WZEN-FM 1.3 WESL-AM 1.3 WZEN-FM 15 KADI - FM 16 KWK - AM KADI - FM WEW - AM WZ EN-FM KAT Z -AM 1 . 6 (B) 1 . 4 (A) U . 7 (BB) 17 KATZ - AM KWK -AM 1.1 KWK -AM 0.9 KATZ-AM 0.8 WEW -AM WESL-AM FALL WINTER **SPRING** FALL WZEN-FM 1.0 WESL-AM 1.1 KWK -AM 1.0 WEW -AM 19 WIBV-AM 1980 1981 1981 1981 20 WEW -AM U.5 KATZ-AM 0.7 KCFM - FM U . 6 (BM) U.5 KL PW-AM 19.5 KMOX-AM KMOX - AM 23.4 KMOX-AM 23.6 KMUX-AM 21.8 m 21 KXEN - AM 22 KADI - AM 23 WGNU - AM 0.4 WMRY-FM 0.6 WIBV-AM 0.6 KIRL-AM U.4 KIRL-AM U.4 KCFM-FM () . 6 (C) 9.1 WWWK-FM 8.4 KSHE-FM WII - FM 8.7 WIL - FM 7.9 KEZK-FM 6 . 7 (BM) 0.4 KIRL-AM KEZK-FM 7.2 7 . 8 KWK - FM 6 . 7 KSHE - FM 6 . 5 (A) 0.3 WGNU-AM 0 to WUNU-AM D. 3 KADI - AM () . 4 (AC) 4 KSLJ-FM 6.2 WWWK-FM 6.3 KMIM-FM 6 . 5 (A) KCEM-EM 0.6 WMRY-FM K SD KXOK - AM 6.U KEZK-FM 5.7 WIL -FM 25 KST L - AM U.5 KADI - AM 0.2 WAIRY-FAL () . 4 (AC) KSHE-FM 5.1 KSLO-FM 5.3 KM JM-FM KADI - AM



KSL maintained its leading stance in Salt Lake City while KALL and KCPX posted worthwhile gains.

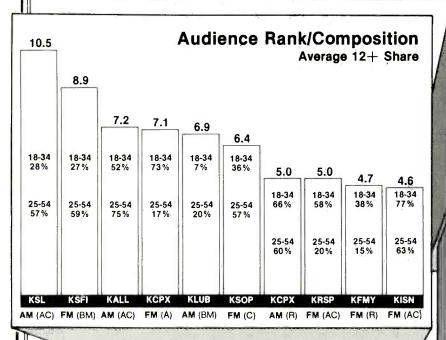
KSL not only was the 12+ winner but also led in the key 25-54 demographic. The station's female numbers showed some softening, especially in midday, but it wasn't enough to knock KSL off the 12+ throne

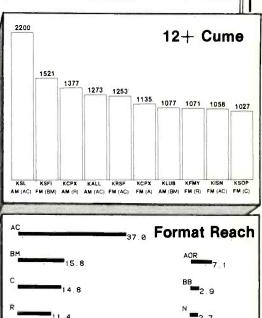
KALL is a significant competitor to KSL. KALL ranked second this book in the 25-54 adult category, with just over an 11 share compared to the mid-12 share range for KSL. KALL also slipped among female tuners, but had enough gains among men, especially in AM drive and

midday, to grab a larger chunk of the Salt Lake listening pie.

In the younger demos, KCPX had a solid book. The AOR property was just under a 12 share among 18-34 adults, posting almost a 17 among men 18-34. Towards the end of the survey KCPX became a subscriber to the **Burkhart-Abrams** Superstars format approach, and that might have had some impact. With no real format competition the future looks rosy for KCPX.

KFMY did well in its debut. Formerly KZYK, the station came on with a \$10,000 music guarantee but no outside promotion or advertising. In this book the CHR entry became the leader among teens, gleaning almost a 23 share of that group.





4.8 KFMY-FM

4.5 KI SN-FM

4.2 KZAN-FM

3.8 KALL-FM

3.3 KDAB-FM

2.3 KWM 5 - AM

4.7 (R) 4.6 (AC)

4 . (C)

3.5 (AC) 3.2 (AC)

2 . 7 (N)

Share Trends Persons 12+ Mon-Sun 6AM-Mid

POP(00): 7349						15	KAYK-FM	2.0	KALL-FM	2.0	KRS P-AM	2.5 (AC)	
							16	KRSP-AM	1.9	KRS P-AM	1.7	K SOP-AM	2.3 (C)
	EA	LL	Spi	RING	E/	ALL	17	K SOP - AM	1.9	KJQN-AM	1.7	KRGO-AM	2 . 1 (C)
						981	18	KLO -AM	1.7	K SO P - AM	1.6	KLO -AM	1.9 (BB)
	1980		1981		1901		19	KWMS-AM	1.5	KWHO-FM	1.5	KJQN-AM	1.7 (R)
1	KSL -AM	11.1	KSL -AM	11.1	KSL -AM	10.5 (AC)	20	KPRQ-AM	1.2	KPRQ-AM	1.2	KWHU-FM	1 . () (BB)
2	KSF1-FM	8.9	KSF1-FM	9.2	KSFI-FM	8.9 (BM)	21	K J QN - AM	1.1	KWM S - AM	1.0	KWHO-AM	0.9 (CL)
3	KCPX - AM	8.1	KLUB-AM	7.5	KALL-AM	7.2 (AC)	2.2	KWHO-FM	1.0	KRMQ-FM	0.8	KPRQ-AM	U.5 (AC)
4	KLUB-AM	8.0	KALL-AM	6.8	KCPX-FM	7 . 1 (A)	23	KSVN-AM	0.9	K SVN - AM	0.7		
-5	KCPX - FM	6.3	K SOP-FM	6.6	KLUB-AM	6.9 (BM)	2.4	KWHO-AM	0.7	KANN - AM	0.5		
6	K SOP - FM	5.9	KCPX - AM	6.4	K SO P - FM	6 · 4 (C)	25	KCGL - FM	0.6	KLO -AM	0.5		
7	KRSP-FM	4.9	KCPX-FM	6.3	KCPX -AM	5.0 (R)	26	KDOT - AM	0.3	KCGL - FM	0.4		
8	KALL-AM	4.5	KRGO-AM	5.8	KRSP-FM	5.0 (AC)	27			KQPD-FM	0.4		

9 KALL-FM

10 KSXX-AM

11 KDAB-FM

12 KRGO - AM

13 KISN-FM

14 KZAN-FM

4.3 KRSP-FM

4.1 KDAB-FM

3.6 KZAN-FM

3.6 KISN-FM

3.5 KAYK-FM

3.3 KSXX-AM

Share Trends

There's a new number one in San Antonio as KTFM passed sister station KTSA and others to grab the overall lead. KISS's numbers got a kiss from Arbitron, and KAJA (formerly WOAI-FM) created a much more competitive Country arena with a good showing in its first book.

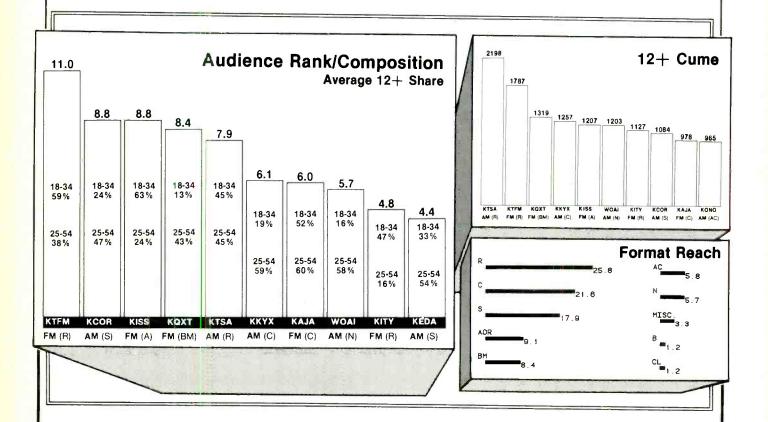
KTFM made some format adjustments after **Joe Nasty** became PD. The station's sound didn't lean as Black as before, with a skew towards more CHR hits. The station was advertised on TV and in the newspaper, plus bus boards. KTFM used all this to achieve a 16 share of 18-34 adults, ahead of KISS by more than two shares. KTFM also topped 25-54 adults, ahead of **KCOR**.

KISS, the AOR leader, more than doubled its male shares. The sta-

tion became the teen pacesetter too, with almost a 24 share there, just ahead of KTFM's score. The **Pollack**-consulted station advertised itself through TV, billboards, and newspaper in order to remain dominant among the young adults.

KAJA made some noise this sweep. With an ad campaign that stressed "More Music," communicated through TV, billboards, and newspaper, the station carved a niche. A strong 25-34 core helped KAJA rank well among both 18-34 and 25-54 demos. The station virtually tied Country leader KKYX, which skewed older. It will be interesting to see how this match-up fares in upcoming books.

A methodology highlight here — 50% of the returned diaries came back from the High Density Hispanic Area, a larger figure than in the fall '80 sweep.



		10 KCCW-AM	4.6 KBUC-FM	4.4 KEDA-AM	4 . 4 (S)
n 6AM-Mid		11 KITY-FM	4.4 KVAR-FM	3.3 KONO-AM	4.0 (AC)
		12 WOAL-FM	3.3 KBUC-AM	3,3 KBUC-FM	4.0 (C)
		13 KVAR-FM	3.2 KCCW-AM	3.0 KBUC-AM	3.2 (C)
		14 KBUC-AM	2.7 KEDA-AM	2.9 KCCW-AM	2.3(C)
		15 KUKA-AM	2.7 KZZY-FM	2. 8 KLLS-FM	2.1(R)
SPRING	ALL	16 KZZY-FM	2.6 WOA 1-FM	2.0 KU KA-AM	1.8 (S)
1981	1981	17 KEDA-AM	2.5 KAPE-AM	2.0 KVAR-FM	1.7 (S)
1 4 KTEM 5	1 11 (10)	18 KAPE-AM	1.6 KUKA-AM	1.3 KGNB-AM	1 . 4 (AC)
		19 KMAC-AM	1.2 KGNB-AM	1.2 KAPE-AM	1.2 (B)
		20 KMFM-FM	1.0 KMAC-AM	1.1 KFHM-AM	1.2 (S)
X-AM 8.4 KISS-F		2.1 KGNB-AM	U.7 KMFM-FM	1.0 KMFM-FM	1.2 (CL)
		22 KTUF-FM	U.7 KWED-FM	U.8 KTUF-FM	0.4 (AC)
	1 7.9 (R)	23 KWED-AM	U.6 KWED-AM	U.7 KMAC-AM	U.3 (A)
		24 KWED-FM	U.5 KTUF-FM	0.6	
O-AM 5.6 KAJA-FA	6 . U (C)	2 5	KNBT-FM	0.4	
	1981 A - AM 11.6 KTFM - FA R - AM 8.5 KCUR - AA X - AM 8.4 KISS - FA T - FM 8.3 KQXT - FA M - FM 8.2 KTSA - AA I - AM 6.1 KKYX - AA	SPRING FALL 1981 1981 A - AM 11.6 KTFM - FM 11.0 (R) R - AM 8.5 KCOR - AM 8.8 (S) X - AM 8.4 KISS - FM 8.8 (A) T - FM 8.3 KQXT - FM 8.4 (BM) M - FM 8.2 KTSA - AM 7.9 (R) I - AM 6.1 KKYX - AM 6.1 (C)	11 KITY-FM 12 WOAL-FM 13 KVAR-FM 14 KBUC-AM 15 KUKA-AM 15 KUKA-AM 16 KZZY-FM 1981 1981 17 KEDA-AM 17 KEDA-AM 18 KAPE-AM 18 KAPE-AM 18 KAPE-AM 18 KAPE-AM 1981 1.0 (R) 79 KMAC-AM 1981 1.0 (R) 19 KMAC-	11 KITY-FM 4.4 KVAR-FM 12 WOAI-FM 3.3 KBUC-AM 13 KVAR-FM 3.2 KCCW-AM 14 KBUC-AM 2.7 KEDA-AM 15 KUKA-AM 2.7 KEDA-AM 15 KUKA-AM 2.7 KZZY-FM 1981 1981 17 KEDA-AM 2.5 KAPE-AM 1.6 KZY-FM 2.6 WOAI-FM 1981 17 KEDA-AM 2.5 KAPE-AM 1.6 KUKA-AM 1.2 KGNB-AM	11 KITY-FM 4.4 KVAR-FM 3.3 KONO-AM 12 WOAI-FM 3.3 KBUC-AM 3.3 KBUC-FM 13 KVAR-FM 3.2 KCCW-AM 3.0 KBUC-AM 14 KBUC-AM 2.7 KEDA-AM 2.9 KCCW-AM 15 KUKA-AM 2.7 KZZY-FM 2.8 KLLS-FM 16 KZY-FM 2.6 WOAI-FM 2.0 KUKA-AM 1981 1981 17 KEDA-AM 2.5 KAPE-AM 2.0 KVAR-FM 18 KAPE-AM 2.5 KAPE-AM 2.0 KVAR-FM 18 KAPE-AM 1.6 KUKA-AM 1.3 KGNB-AM 18 KAPE-AM 1.6 KUKA-AM 1.2 KAPE-AM 18 KAPE-AM 1.2 KGNB-AM 1.2 KAPE-AM 18 KONO-AM 1981 1981 17 KEDA-AM 2.7 KAZY-FM 2.8 KLLS-FM 18 KAPE-AM 1.0 KMAC-AM 1.3 KGNB-AM 18 KAPE-AM 1.2 KGNB-AM 1.2 KAPE-AM 18 KONO-AM 1981 1981 17 KEDA-AM 1.2 KGNB-AM 18 KAPE-AM 1.0 KMAC-AM 1.1 KFHM-AM 18 KAPE-AM 1.0 KMAC-AM 1.1 KFHM-AM 18 KAPE-AM 1.0 KMEM-FM 18 KAPE-AM 1.0 KMEM-FM 1981 1981 1981 1981 1981 1981 1981 1981

MA-1AOW 8

KISS-FM

5.0 KITY-FM

5.0 KISS-FM

5.2 WOA 1-AM

5.1 KITY-FM

5.7 (N)

4 . 8 (R)

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Fall '81 Arbitron Survey Results



Share Trends

There's a new market leader in San Diego, as Beautiful Music kingpin KJQY was dethroned by AOR fixture KGB-FM. XTRA-FM notched a great book and KBZT continued to climb.

The combination of notable amounts of music and listener research and TV/billboard advertising helped put KGB-FM on top. The station's music was consistent, and promotions centered around the "KGB-FM Card," which offers discounts to listeners at various retailers. KGB-FM dominates adults 18-34 and men 18-34, with almost a 20 in the latter category

XTRA-FM scored the most significant increase in the fall report. With a well-balanced male/female appeal, XTRA-FM captured second among 18-34's with almost a nine share. Consulted by Frank Felix, the station uses a tight playlist of AOR hits, doesn't really do much promotionally, and cut its spot load back from 10 to eight units hourly. Billboards and entertainment newspapers comprised the essence of XTRA-FM's advertising. Worthwhile female gains in this book helped significantly

KBZT continued to rebound from some soft books. The station has been on the rise in the last two sweeps and is a factor in both 18-34 and 25-54 demos. The station's oldies-flavored Adult Contemporary sound garnered second place among 25-54 adults, just behind KJQY. KBZT was also second among women 18-34, being edged out by KFMB-FM.

3.2 KGB -AM 2.7 KSON-FM

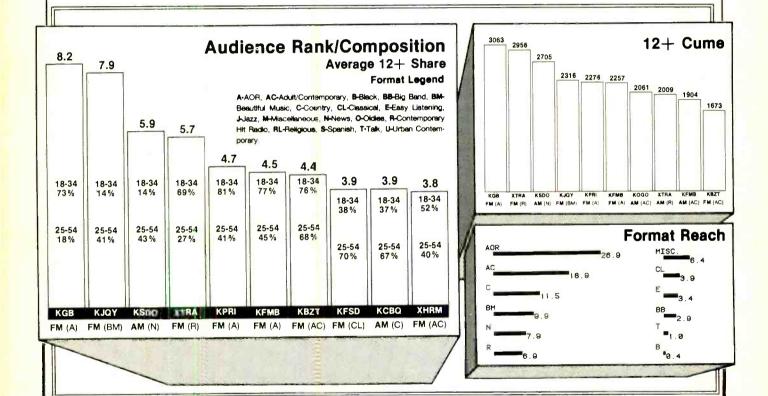
K SUN - FM

K SON - AM

2.5

K SON - AM

2.6 KCBU-AM



KEZL-FM KFSD-FM KIFM-FM KNX -AM 2.7 (C) 2.5 (C) Persons 12+ Mon-Sun 6AM-Mid 18 KSUN-FM KUGO-AM 2.5 (86) 2.0 (M) 1.9 (C) KM LO - AM KBZT-FM KNX -AM KIFM-FM KBZ T-FM KYXY-FM KBZT-FM 2.2 KNX -AM 2.2 KUGU-AM 2.3 KNX -AM 2.2 KCBQ-FM POP(00): 16085 1.6 KNX -AM 1.2 KABC - AM U.B KMLO-AM U.B KITT-FM U.B XHIS-FM U.B XHER-FM 6 KFI -AM 5 KLUS-FM 0 XHIS-FM 9 KITT-FM KJFM-FM KKO3-FM SUMMER FALL WINTER **SPRING** 1.2 KABC - AM 1.00 KMJ C - AM 1980 1981 1981 1981 1981 1.1 XHER-EM 26 XHRM-FM 0.6 KMET-FM 0.5 KFT -AM 0.5 KBTG-FM 0.4 KKOS-FM U.9 KKUS-FM KABC - AM 9.0 KIQY-FM 9.0 KJQY-FM 7.6 KGB -FM 8.2 (A) KMET-FM U. B KKUS-FM 0.8 XHER - FM KABC - AM KUDE - AM XHID-FM XHER-FM KMJC-AM XPKS-AM 6.6 KJQY-FM 6.4 KSDQ-AM 5.1 XTRA-FM KLOS-FM 6.7 KGB -FM 5.9 K5IXX-AM 5.4 KPRI-FM 28 KBIG-FM 29 XHER-FM 30 KRTH-FM 31 KKOS-FM KGB -FM 7.0 KGB -FM KPKI -FM 5.8 XTKA-FM XTKA-FM 5.4 KFMB-AM 6.6 KGB -FM 5.3 KFMB-AM 5.0 KSDC-AM 7 . 9 (BM) 5 . 9 (N) U.4 KLAC -AM U.4 KUWN-FM U.4 XEMU-AM KM J C - AM 0.4 KUWN-AM 4.8 KYXY-FM 4.3 XTRA-AM 3.9 XTRA-FM KSDO-AM 5.3 KFMB-FM KFMB-FM 5.1 KSDO-AM KRTH-FM U. 4 KBRT - AM KLUS-FM KUWN-FM R BR T - AM KUO E - AM 4.0 KFMB-FM 3.9 XIKA-AM 4.7 KIEM-EM 4.1 KFSD-FM 3.9 KCBQ-AM KUDE - AM U. 3 KUDE-AM 0.6 KRIH-FM 4.0 KFSD-FM 4.0 XTRA-AM XHKM-FM 3.9 XHRM-FM 3.8 KFMB-AM 0.4 KLOS-FM KNX -FM 0.4 3.9 XHR V-FM 3.8 KFMB-AM 3.4 KUGU-AM KIFM-FM 4.0 XTRA-AM 3.9 KGB -AM KEMB-AM 4.0 KNX -AM 3.5 XHRM-FM KSON-AM 3.2 KEZL-FM 3.4 KCBQ-AM 3.7 KMLO-AM 3.4 KBZT-FM 3.4 KSON-AM KUWN - FM KNX - FM U.4 XEMU-AM KFSU-FM 3.0 KFSU-FM 3.3 KMIU-AM 3.3 KCBU-AM 3.2 KEZL-FM 3.4 (B) KOGU-AM 2.9 KYXY-FM 3.1 KEZL-FM 3.3 KFMB-FM 3.1 XTRA-AM 3.0 (R)

KITT-FM

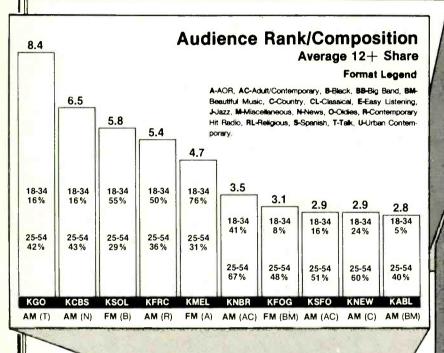
KCBQ-AM

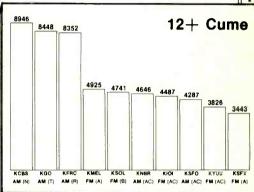
Forty-Niner Fever, a rising Camel, and a steady KGO headlined the fall '81 book in the Bay Area. KGO stayed tops overall, but its female numbers slipped. PM drive remained the steadiest for KGO while the other major dayparts showed more notable erosion among the ladies.

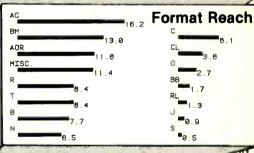
KCBS was able to ride the crest of 49er Fever during the fall survey. Not only is the station the flagship for the pro football broadcasts, but KCBS is also the host for the "Bill Walsh Show," featuring the 49ers coach. While KCBS's overall and male numbers this fall were not as good as in the fall '80 sweep, the female numbers for the station were the best posted in recent surveys. KCBS ranked third among women 25-54. No super-hype campaign was used in this sweep. The same ad budget as before was allocated among TV, billboards, and newspaper media. On-air, KCBS strove to be less formal and more conversational than in the past, and used more live interviews than before.

KMEL continued on its hot streak. The station posted its fifth consecutive up book and held almost a 10 share of men 18-34, dominant in the market. Important to the increase in this book was the more than 100% increase in women 18-24 posted this fall versus fall '80.

Part of the KMEL success story could be explained by a relative lack of competition since KSAN went Country last year. With KSFX moving to Talk as KGO-FM, KMEL's numbers may rise even higher. For this sweep, the KMEL advertising approach was multimedia, using TV, billboards, an entertainment newspaper, as well as the marketing of a full line of KMEL memorabilia. Special music weekends and cable car benefits were also part of the promotional schedule.







Share Trends Persons 12+ Mon-Sun 6AM-Mid

POP(UU): 44759

	FALL 1980		WINTER 1981		1981		SUMI 198		F <mark>AL</mark> L 1981	
1	KGO - AM	9.3	KGO -AM			9.4	KGO +AM KSOL - Fa	9.0	KGU - AM	8.4 (T) 6.5 (M)
2		7.0	K CH S - AM		K SOL - FM KCB S - AM	5.1	KCBS-AM	6.5	KSUL-FM	5.8(8)
3		5.1					K FRC - AM		K FRC - AM	5 . 4 (R)
4		5.1	KIRC-AM		K SF O- AM	5.0	KMEL-FM	5.4	KMEL-FM	1.7 (A)
5	KFOG - FM	3.5	KMEL-FM	3.7	KNBR-AM	4.1	K FUG-FM	3.7	KNBR - AM	3 . 5 (AC)
6		3.4	KFOG-FM		KMEL-FM	4.0	K SF U- AM	3.2	K FUG- FM	3.1(886)
7		3.2			KYUU-FM	4.0	KIOI - FM	3.1	K SE O- AM	2 . 9 (AC)
8		3.2	KABL-AM							2.9(0)
9		3.1	KYUU - FM		KABL-FM	3.6	KNBR-AM	3.0	KN E W - AM	
ΙU	KAGL-AM	3.0	KN BR - AM		KIUI - FM	3.3	KABL-AM	3.0	KABL-AM	2 .8 (866)
1 1	KNEW-AM	3.0	K SFU-AM	2.8	KNEW-AM	3.1	KNEW-AM	3.0	KIOI-FM	2 . 7 (AC)
12	KYUU-FM	2.9	KUM E-FM		K8LX-FM	2.6	KBLX-FM	3.0	KABL-FM	2.7 (864)
13	KABL-FM	2.7	KBLX-FM	2.8	KUME-FM	2.6	KYUU-FM	2.6	KBLX-FM	2.6 (MI)
1 4	KBLX-FM	2.6	KSFX-FM	2.8	KUIT-FM	2.3	KYA -AM	2.6	KYUU - FM	2 . 5 (AC)
15	KIOI-FM	2.5			KABL~AM	2.2	KOLT - FM	2.5	KBAY-FM	2.4 (800)
16	KUME - FM	2.5	KOIT-FM	2.6	K FOG- FM	2.2	KDTA-AM	2.2	K SFX - FM	2.1(A)
17	KOIT-Fid	2.3	KIOI-FM	2.5	KSFX-FM	2.1	KABL-FM	2.2	KUM E-FM	2.0 (A)
18	K SAN - FM	1.9	KSAN-FM	2.1	K SAN-FIA	2.1	K SAN-FM	1.9	KOIT-IM	2.0 (884)

2 1	KEEN-AM	1./	KLUK-AM	1.7	KDI A - AM	
22	KLOK-AM	1.5	KUTA-AM	1.5	KLUK-AM	
23	KYA -AM	1.4	KLHT-FM	1.3	KEZK-FM	
2 4	KEZR-FM	1.4	KYA -AM	1.2	KLHT-FM	
25	KLHT-FM	1.3	KMPX - FM	1.2	KMPX-FM	
26	KMPX -FM	1.2	KEEN-AM	1.2	KCBS-FM	
27	KSJU-FM	1.2	KEZK-FM	1.1	KEEN-AM	
28	KCBS-FM	1.1	KCBS-FM	1.1	KYA -AM	
29	KL LV - AM	1.1	KDFC - FM	1.1	KKH1-FM	
3 U	KARA-FM	1.1	KSJU-FM	1.0	KJAZ-FM	
3 1	KDFC-FM	1.0	KARA-FM	0.9	KARA-FM	
32	KKHI-FM	0.9	KL I V - AM	0.8	KBRG-FM	
33	KBRG-FM	0.9	KFAT-FM	0.8	KS1U-FM	
3 4	KIQI - AM	0.8	KKHI - AM	0.7	K FAX -AM	
35	KEAT - EM	0.8	KBRG-FM	0.7	KLIV-AM	
36	KKHI - AM	0.8	KFAX -AM	0.6	KIQI-AM	
37	KRAK-AM	0.7	KRAK-AM	0.6	KFAT-FM	
38	KPEN-FM	0.5	KIAZ-FM	0.5	KIIM-FM	
39	KREU-FM	0.5	KTEM-EM	U.5	KKHI-AM	
40	KEAR-FM	U. 4	KEAK-FM	0.5	KUFY -AM	
41	KFAX-AM	0.4	KIQI-AM	0.4	KPEN-FM	
42	KJAZ-FM	U. 4	KIBE-AM	0.3	KIBE-AM	
4 3	K SRO-AM	0.4			KZST-FM	
	CICT CM				22 14 A 27 A 14	

1.9	KBAY-FM	1.9	KDFC - FM	1.8	NOM E - EM	1.9	KYA - AM	2.0(0)
1.7	KKHI - FM	1.7	KBAY-FM	1.8	K SF X - FM	1.8	K SAN- FM	2.0(C)
1.7	KLOK-AM	1.7	KDI A-AM	1.6	KUFC - FM	1.7	KD1 A-AM	1.90
1.5	KUTA-AM		KLOK-AM		KLHT - FM	1.5	KLUK-AM	1 . 9 (AC
1.4	KLHT-FM	1.3	KEZK-FM		KLOK-AM	1.4	KMPX-FM	1.7 (86)
1.4	KYA -AM		KLHT-FM		KCBS-FM		KSJU-FM	1 . 5 (A)
1.3	KMPX - FM		KMPX - FM		KS10-FM		KLHT - FM	1 . 4 (AC
1)	KELN-AM		VCUE-EN		V VA V - E.A		KCDS-CU	1 .4 (R)

CBS-FM	1.2	K BA Y - F.M	1.2	KCB 5-FM	1.4 (**)
EEN-AM	1.0	KEEN-AM	1.2	KDFC - FM	1 . 4 (CL)
YA -AM	1.0	KMPX - FM	1.1	KKHL-FM	1 . 3 (CL)
КН1 - Ем	1.0	KEZR-FM	0.9	KEZR-FM	1.2(14)
JAZ-FM	0.9	KLIV-AM	0.8	K AZ - FM	0.9(4)
ARA-FM	0.8	KKHI-FM	0.8	KL I V-AM	(A) 8.0
BRG-FM	0.8	KEAT-EM	0.8	K FAX - AM	U. B (AL)
SIO-FM	0.8	KZAP-FM	0.8	KEEN - AM	0.8 (C)
FAX -AM	0.8	KIAZ -FM	0.7	KARA-FM	0.7(0)
LIV-AM	0.7	KAKA - FM	0.6	KKHI - AM	0 . 6 (CL)
IQI-AM	0.7	KTQT-AM	0.5	KTIM-FM	0.5 (A)
FAT-FM	0.6	KKHL-AM	0.5	KBRG-FM	U.5 (S)
FIM-FM	0.6	K FAX -AM	0.5	KEAR - FM	U.5 (RL)
KHI-AM	0.6	KPEN-FM	0.4	KZSI - FM	() . 5 (AC)
OFY -AM	0.5	KRAK-AM	0.4	KFAT-FM	U.4 (C)
PEN-FM	0.4	KEAR - FM	0.4	K SR O- AM	U . 4 (AC)
I B E - AM	0.4	KKIS-AM	0.3	KPEN-FM	0.4 (AC)
ZST-FM	0.4	KIBE-AM	0.3	KREU-FM	0.4 (P)
KAK -AM	0.4			KIBE-AM	0.3 (CL)

KREO-FM

44 KZST-FM U.4 45 KIBE-AM U.4 46



*The Bay Area's #1 Music Station



Delivering the affluent 18-49 adults

Contact Jack Masla & Co.

*San Francisco, Oakland, San Jose KSOL - San Mateo, Ca.

Share Trends

Persons 12+ Mon-Sun 6AM-Mid

KBAY became the new number one local station in the San Jose metro (contained within the San Francisco market) while on the AOR front KSJO surpassed fixture KOME. Overall, KGO remained the top station in the market while KLOK and KFRC posted advances. The diary return comparisons between fall '80, the first Quarterly Measurement sweep for this metro, and the fall '81 survey show that in-tab was comparable for the two surveys. Ethnic in-tab was down in the most re-

KLOK tried some interesting improvements that appear to have paid off. The station's morning drive sound is now comprised of four people, personalities and newspeople. A male/female team is now used in middays, adding to the team concept on the station. TV advertising was used to spread the word about the KLOK sound. Among San Jose stations, KLOK was second 25-54 to KBAY's Beautiful Music appeal.

The young adult battle heated up with KSJO hiring John Sebastian to tackle longtime AOR power KOME. In this report KSJO almost tripled its teen shares while the two stations tied for lead among 18-34 males. On an 18-34 adult overview KSJO looked stronger, tied for the lead among local stations with KEZR, the CHR standout.

KSJO made some wholesale changes for this sweep. The station spent more on advertising, used 100 billboards, traded some TV time, and generally maintained a higher visibility profile than in the past. Sebastian streamlined the music and all the DJ's were replaced with

Keep an eye on this battle. It will be worthwhile watching to see what countermoves KOME comes up with.

2.6 KEEN-AM 2.4 KBLX-FM

2.4 KYUU-FM

2.0 KOIT-FM 1.9 KSAN-FM

1.9 KYA - AM

2.3 (BM)

2.0 (C)

2.5 KIO1 - FM

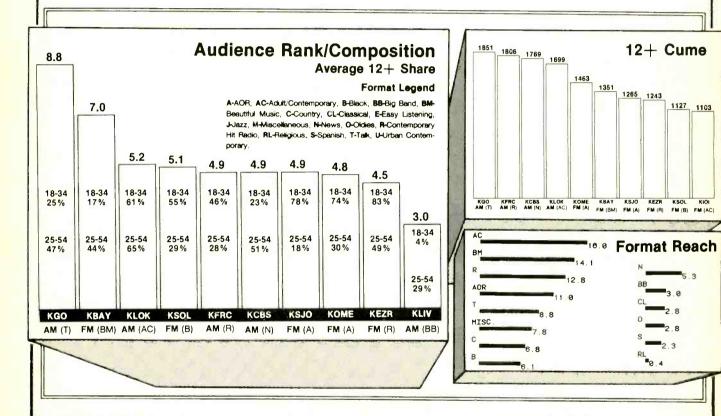
2.0 KSFX-FM

1.7 KEAT-EM

1.7 KBLX-FM

K FOG- FM

K510-FM



					2.1	KBLX-FM 1.7	KEAT-EM	1.6 KLIV-AM	1.6 KABL-FM	7 . 5 (BM)
					22	KPEN-FM 1.6	6 KABL-AM	1.3 KAB L - AM	1.6 KMEL-FM	1.3(A)
POF	P(00): 1105	6			23	KFA1-FM 1.6	KSFU-AM	1.2 KPEN-FM	1.5 KDFC-FM	1 . 3 (CL)
					24	KNEW-AM 1.3	KYA -AM	1.1 KDFC-FM	1.5 KFOG-FM	1.3 (BM)
					2.5	KMEL-FM 0.9	KNEW-AM	1.1 KNEW-AM	1.4 KEAT-EM	1.2(C)
	FAL	LAZINIT.	ED CODING	- FAI	26	KDFC - FM 0.9	KSAN-FM	1.1 K SAN-FM	1.4 KPEN-FM	1 . 2 (AC)
	FALL	L WINTI	ER SPRING	FAL	.L 27	KSAN-FM 0.9	KASL-FM	1.0 KMEL-FM	1.1 KSFU-AM	1 . 1 (AC)
	1980	0 1981	1 1981	198	1 28	KABL-FM 0.9	KNTA-AM	1.0 KABL-FM	1.0 KSFX-FM	1.1(8)
						KKHI-FM 0.8	B KDON - FM	1.0 KIBE-AM	0.9 KNEW-AM	1.1(C)
						KYA -FM U.7	KDFC - FM	0.9 KDIA-AM	U.B KABL-AM	1.1 (BM)
						KXRX-AM U.7	KAZA - AM	0.9 KRVE-FM	U.8 KDIA-AM	1.0 (8)
							KXRX-AM	U.9 KAZA-AM	U.7 KMPX-FM	U_9 (BM)
					5.1 (B) 33	KYA -AM 0.7	KPEN-FM	0.8 KYA -AM	0.7 KKHI-FM	U.8 (CL)
					4.9 (A) 34	KMPX-FM 0.6	KYA -FM	0.7 KMPX-FM	U.7 KAZA-AM	0.7 (S)
				B KCBS-AM 4				0.6 KKHI-FM	0.7 KIBE-AM	0.6 (CL)
				7 KSJU-FM 4	4.9 (A) 36	KDIA-AM U.4	KRVE-FM	0.6 KFAX-AM	U.6 KCB5-FM	U.6 (A)
			4.0 KEEN-AM 3.4	4 KOME-FM 4	4 . 8 (A) 37	KIBE-AM 0.4	KCBS-FM	U.5 KNTA-AM	0.5 KFAX-AM	0.4 (RL)
		3.9 KEEN-AM	3.8 KCBS-AM 3.3	3 KEZR-FM 4	4 - 5 (R) 38			U.5 KYA -FM	U.4 KXRX-AM	U.4 (N)
		3.7 KARA-FM	3.5 KNBR-AM 3.3	3 KLIV-AM 3	3.0 (88) 39	KKH1 - AM 0.1	KDI A - AM	0.4 KEAR-FM	U.4 KLHT-FM	U . 4 (AC)
		3.5 KFRC-AM	3.4 KARA-FM 3.3	3 KIOI ~ FM 2	2 . 9 (AC) 40		KK HI - FM	0.4 KDON-FM	0.3 KKHL-AM	0.1 (CL)
12	KNBR-AM	3.0 KIO1-FM	3.2 KOIT-FM 3.1	1 KNBR - AM 2	2 . 9 (AC) 41			0.4 KCB5-FM	0.3	3
13	KSTO-FM	2.6 KBLX-FM	2.8 KSFO-AM 2.8	B KARA-FM 2	2.8(0) 42			0.2 KKHI - AM	0.2	

KYUU-FM

15 KIOI - FM KAB L - AM

17 KSFX-FM 18 KSFO-AM 19 KOLI-FM

2.5 KSJO-FM 2.5 KSFX-FM

2.2 KFOG-FM

2.0 KNBR-AM

2.0 KMEL-FM

Seattle-Everett-Tacoma

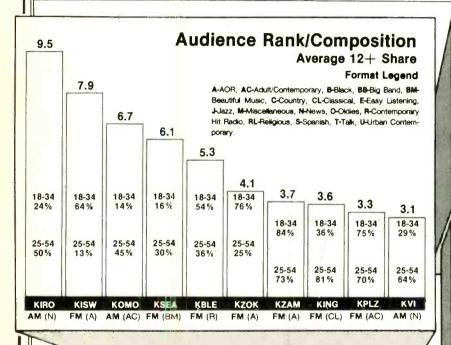
Fall '81 Market Overview

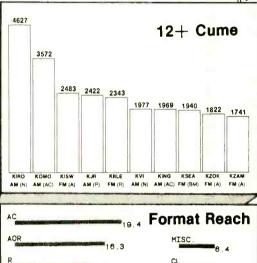
Bonneville's KIRO and KSEA made advances in this report, while KISW slipped owing to increases by KZOK-FM, and KBLE carved a niche in its first full survey. Overall market in-tab was down about 10% compared to the spring '81 sweep.

Traditionally KIRO does well in the fall sweeps when the station has such major sports broadcasts as Seahawks football and Sonics basketball. This past fall was no exception as the KIRO numbers propelled the station to the top rung in the market. KIRO was tops 25-54 with almost a 10 share. KIRO, KOMO, and KSEA led the market when it came to adults 35+.

For the demos under 35 there was a new phenomenon to keep an eye on. First Media's KBLE went from 1.9-5.3 in its first full survey. The CHR entry moved to second place among women 18-34. Helping to build that kind of appeal were advertising on TV and billboards and a \$10,000 "guarantee" of 51 minutes of music per hour.

Tops still among adults 18-34 and men 18-34 was KISW, the leading AOR. With more than a 30 share of teens, the station scored well 12+ as well as hitting the 18-34 demos squarely. KISW suffered some male losses this sweep due to KZOK-FM more than doubling its male score. KZOK-FM's teen numbers rose too but not to the KISW level. It will be interesting to see how the AOR battle goes in upcoming backs.





Share Trends

Persons 12+ Mon-Sun 6AM-Mid

	130113 12	IVIOIT	Oun OAII	14116			15	KNRO-EW	2.9	KMP5-FM	2.6	KNRO-FW	2 . 8 (R)
P()	P(00): 17	7 44 4					16	KMPS-FM	2.5	KEZX-FM	2.5	KING-AM	2.7 (AC)
10	(00). 17	743					17	KING-FM	2.5	KRK D- EW	2.4	KMPS-FM	2.7 (C)
			0.00	DINO	-	VI I	18	KVI -AM	2.4	KXA -AM	2.4	KIXI-FM	2.5 (AC)
		ALL		RING		ALL NO.4	19	KTAC-AM	2.3	KING-EM	2.3	KYYX-FM	2.4 (R)
	19	980	1	981	18	981	20	KBRD-FM	2 . 2	KZOK-FM	2.3	KRPM-FM	2.2 (C)
1	KIRO-AM	10.6	KISW-FM	8.6	KTRO-AM	9.5 (N)	2 1	KAYO-AM	1.9	KBLE-FM	1.9	KEZX-FM	2 . 1 (AC)
2	KOMO-AM	8.3	KIRO-AM	8.1	KI SW-FM	7.9 (A)	22	KXA -AM	1.8	KBIQ-FM	1.8	KBIQ-FM	2.0 (RL)
3	KISW-FM	7.3	KOMO-AM	6.3	KOMO-AM	6.7 (AC)	23	KB1Q-FM	1.4	KRPM-FM	1.7	KXA -AM	1.7 (0)
4	KJR -AM	5.2	KSEA-FM	5.2	KSEA-FM	6.1 (BM)	24	KRPM-FM	1.0	KGDN - AM	1.6	KJZZ-AM	1 . 5 (J)
5	KSEA-FM	4.8	KVI -AM	4.8	KBLE-FM	5.3 (R)	25	KGUN - AM	0.9	KTAC -AM	1.4	KTAC - AM	1 . 1 (AC)
6	KYYX-FM	4.3	KjR -AM	4.7	KZOK-FM	4.1 (A)	26	KYAC-AM	0.8	KAYO-AM	1.2	KGDN - AM	1.1 (AL)
7	KPLZ-FM	3.9	KYYX-FM	4.5	KZAM-FM	3.7 (A)	27	KINT-AM	0.8	KWYZ-AM	1.2	KAYO-AM	0.8 (C)
8	KZAM - FM	3.6	KNBQ-FM	4.2	KING-FM	3.6 (CL)	28	KWYZ-AM	0.7	KMO -AM	1.0	KMO -AM	0.8 (C)
9	KEZX-FM	3.5	KING-AM	4.1	KPLZ-FM	3.3 (AC)	29	KZOK-AM	0.7	KEX -AM	0.5	KTNT-AM	0.6 (AC)
10	KING-AM	3.5	KIXI-FM	4.0	KVI -AM	3.1 (N)	30	KRKO-AM	0.6	KKFX-AM	0.5	KZOK-AM	0.6 (A)
11	KIXI-AM	3.4	KIXI-AM	3.3	KIXI-AM	3.0 (BM)	3 1	KGO -AM	0.4	KZOK-AM	0.4	KWYZ-AM	0.6 (C)
12	KIXI-FM	2.9	KPLZ-FM	3,1	KBR D- FM	3.0 (BM)	32	KRPM-AM	0.4	KINT-AM	0.4	KKFX-AM	0.4 (AC)
13	KMPS-AM	2.9	KZAM-FM	2.8	KMPS-AM	2.9 (C)	33			KB L E - AM	0.3		
14	KZOK-FM	2.9	KMPS-AM	2.6	KJR -AM	2.8 (R)	3.4			KZAM-AM	0.2		

Tampa-

St. Petersburg

Fall '81 Market Overview

Chara Tranda

For the first time in memory WWBA-FM doesn't lead the Tampa Bay market. The Beautiful Music standby slipped to third while competitors WJYW and WFLA-FM held steady in their scores. The new 1-2 pairing is WRBQ, with a tremendous 25-34 core of listeners, and WQYK, the Country leader. The returned diary count for this fall sweep was virtually identical to that for the fall '80 sweep.

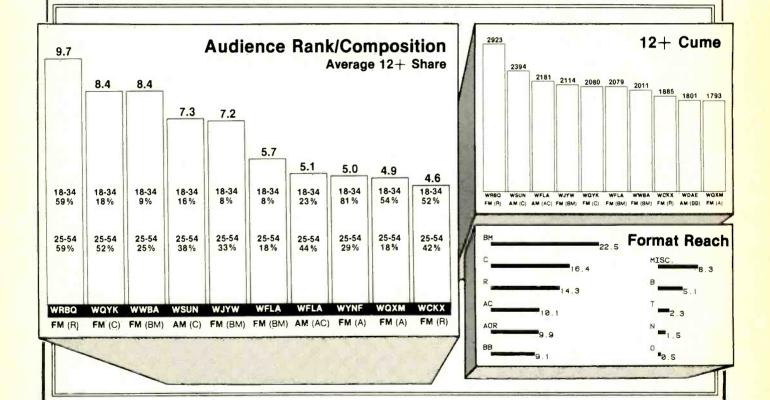
WRBQ had one of those books that gladdens the heart of a sales manager. The station came out tops among adults 18-34 (with almost a 20 share) as well as 25-54 (with almost a 16). The key to this strength was that almost 40% of WRBQ's audience came from the 25-34 cell. Consistent programming, billboard advertising, and ongoing cash payoff promotions on-air combined to make WRBQ the new pacesetter

in the Tampa Bay metro.

METRO RANK

While WRBQ dominated most 18-34 breakouts, the male 18-34 contest was a close one. WRBQ barely edged out WYNF, which posted solid gains this time around. Both were in the 18 share range among men 18-34. Male and teen audiences increased approximately 50% for WYNF, likely due to the influence of programming consultant John Sebastian's first book. WYNF surpassed WQXM with this effort, so it will be interesting to see how this battle shapes up down the road.

One of the more interesting stories of this survey was WDAE's. The station went to a Big Band sound and made it pay off in a market where the biggest demographic is adults 65+. WDAE scored respectable numbers in its first effort, doubling its shares throughout the week.



3	nare	Trenus				10 WWLF-AM	4.2 WWBA-AM	4.4 WYNF-FM	3.6 WCKX-FM	4.6 (A)
_			0.4.84.84.4			11 WDAE - AM	4.1 WYN F - FM	3.7 WIMP-AM	3.3 WDAE - AM	4 . 6 (88)
P€	ersons	12+ Mon-Su	n bam-mid			1.2 WYNE - EM	3.9 WPLP-AM	3.3 WPLP-AM	2.8 WTMP-AM	3.4(8)
						13 WLCY-AM	2.7 WDAE - AM	2.8 WTAN-AM	2.4 WGUL-AM	2.9 (BB)
						14 WPLP-AM	2.7 WSKZ-FM	2.2 WDAE-AM	2.3 WSKZ-FM	2 . 8 (AC)
POP	²(UU): 14	382				15 WSRZ-FM	2.4 WLCY-AM	2.1 WLCY-AM	2.3 WPLP-AM	2.3 M
, .	(,					16 WIMP-AM	2.1 WGUL - AM	2.1 WSRZ-FM	2.0 WRXB-AM	1 . 7 (B)
		144154	CODING	FALL		17 WGUL - AM	1.8 WTMP-AM	2.0 WWLF-AM	1.7 WWLF-AM	1 - 6 (BJB)
	FALL	WINTE				18 WTAN-AM	1.6 NTAN-AM	1.3 WYOU-AM	1.6 WNS 1-AM	1 - 5 (N)
	1980	1981	1981	1981		19 WKXB-AM	U. 7 WKXB-AM	1.U WKXB-AM	1.5 WAZE-AM	1.1 (AC)
						20 WYOU - AM	U.7 WPAS-AM	U. 6 WGUL-AM	1.2 WPLA-AM	U.7 (C)
1	WWBA-FM	10.6 WWBA-FM	9.6 WWBA-FM 10.5	WKBQ-FM	9.7(A)	2.1 WDUV~FM	0.7 WH85-FM	0.6 WDUV-FM	U.7 WTAN-AM	U . 7 (AC)
2	WUYK - FM	9.7 WIYW-FM	9.1 WQYK-FM 9.:	WQYK-FM	8.4 (C)	22 WH85-FM	U. 6 WOUV-FM	U. 5 WPSO-FM	U.6 WOUV-FM	U . 6 (BM)
	W YW - FM	7.3 WCKX-FM	8.2 WRBQ-FM 8.8	B WWBA-FM	8.4 (BM)	23 WPLA-AM	U.5 WINQ-AM	U.5 WHBS-FM	U.6 WHBS-FM	U . 6 (BM)
4	WSUN - AM	6.5 WUYK-FM	8.1 W YW-FM 7.4	8 WSUN-AM	7.3(C)	24 WAZE-AM	U. 4 WPLA-AM	U.4 WINQ-AM	U.S WPSO-FM	U.5 (O)
	WFLA-FM	6.0 WSUN-AM	6.3 WQXM-FM 6.1	9 WJYW-FM	7.2 (BM)	25 WTIS-AM	U.3 WSST-AM	U.4 WPLA-AM	U.4 WTYM-AM	U . 4 (AC)
	WC KX - FM	5.4 WRBO-FM	6.1 WSUN-AM 6.1	9 WFLA-FM	5.7 (BM)	26 WPSO-FM	0.3 WTIS-AM	U.3 WAZE-AM	0.4	
	WF LA - AM	5.7 WUXM-FM	5.9 WCKX-FM 6.0	U NFLA-AM	5 . 7 (AC)	2.7	WPSO-FM	0.3		

8 WRBO-EM

5.5 WELA-AM

5.0 WFLA-AM

4.1 WQXM-FM

12+ Cume

3032 3018

3130

WTOP-AM WRQX-FM WOOK-FM

WMZQ-FM

3.8 (P) 3.5 (B)

Fall '81 Market Overview

The pecking order in Washington remained strikingly similar this sweep, with WMAL, WKYS, and WGAY-FM holding their 1-2-3 positions. WMAL topped the 25-54 demos, WKYS led among adults 18-34, and WGAY was third among 25-54 adults, trailing WMAL and

WMAL returned to double digits after two soft books. The station's male numbers incresed almost across the board, and female figures were also up, especially in middays and PM drive. Redskins football and other promotions/events gave the station additional sizzle this sweep. Externally, WMAL spent more on advertising this survey, with an increased TV budget, some buses, and minimal newspaper support.

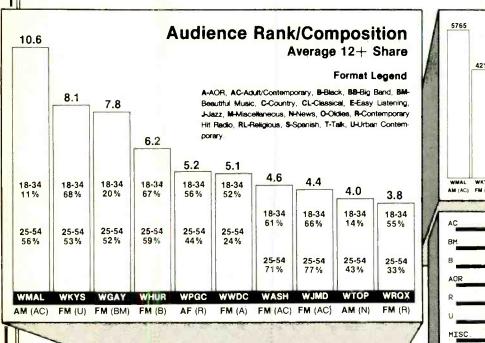
WKYS, NBC's FM in Washington, had a stable book this sweep, staying atop the young adult 18-34 pile. The WKYS male numbers slipped somewhat, but that was more than covered by increases among women, most particularly in PM drive and the evening.

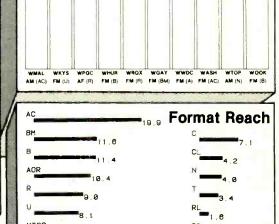
WHUR, a competitor to WKYS in the Black/Urban field, showed a healthy rise this time. Although the station did little in terms of promotion and no outside advertising it captured the runner-up spot among 18-34 adults. Teen increases, to go along with the young adult female boosts, helped the station's 12+ share advance.

In percentage of increase, WTOP scored a notable jump this survey. The station made radical changes in its on-air approach, making it easier for listeners to get all the information they need. The "Newswheel" idea, borrowed from WCBS, reorganized the on-air clock in terms of stories and features. In addition, sports coverage of the local pro basketball and hockey teams may have helped WTOP rebound. The station did little advertising externally, and on-air the promos were limited to the hosts asking the listeners in other dayparts to "join

Although the station had a soft book, WWDC-FM remained the teen leader in Washington. On the CHR front, WPGC-AM & FM passed WRQX, which suffered a teen loss that was picked up by WPGC.

> 4153 3851





WOOK-FM WAVA-FM

WVKX-FM WRC -AM

WELK-FM

2.6 WMZQ-FM

2.4 WGMS-FM 2.3 WIOP-AM 1.6 WEIA-FM

3669

Share Trends

Persons 12+ Mon-Sun 6AM-Mid

POP(00): 25.652

FALL 1980	WINTER 1981	SPRING SUM 1981 19			2U WHES-EM 21 WUST-AM 22 WPGC-AM 23 WOL -AM 24 WGAY-AM	1.2 WHFS-FM 1.1 WGAY-AM 1.0 WWDC-AM 1.0 WDL -AM 0.9 WEAM-AM U.8 WGMS-AM	1.1 WGAY-AM 0.9 WPGC-AM 0.8 WEAM-AM 0.8 WHFS-FM 0.7 WUST-AM	1.2 WAMU-FM 0.9 WEAM-AM 0.9 WGMS-AM 0.8 WHFS-FM 0.7 WUST-AM	1.2 WEAM-AM 1.1 WYCB-AM 0.8 WGMS-AM 0.8 WGAY-AM 0.8 WUST-AM	1.3 (98) 1.0 (RL) 0.8 (CL) 0.6 (8M) 0.6 (RL) 0.6 (A)
		WMAL-AM 8.6 WMAL-			26 WCMS-AM	0.6 WPGC-AM	0.7 WOL -AM	U.7 WPFW-FM	0.7 WPKX-AM	U . 6 (C)
2 WGAY-FM 8.2	WKQX-FM 8.6	WGAY-FM 7.1 WKYS-	FM 7.9 WKYS-	M 8.1 (U)		U.S WUST-AM				O.5 (Pt)
		WRQX-FM 6.6 WGAY-			28 WXTR-FM		1.0 WFSI-FM			U . 3 (AC)
4 WKYS-FM 7.0	WKY5-FM 6.9	WPGC-FM 6.4 WWDC-	FM 6.0 WHUR-	M 6.2 mm	29 WIYY-FM	* * *	1.0 WIYY-FM	U.3 WPKX -AM	-	O.3 (85)
		WKYS-FM 6.0 WHUR-			30 WSMD-AM	0.1		wPGC - AM		
6 WASH-FM 6.2	WHUR-FM 5.1	WWDC-FM 6.0 WASH-	FM 5.4 WPGC-F	M 4.7 (R)	3 1			WXTR-FM		1
7 WRC -AM 5.8	WPGC-FM 4.8	WASH-FM 5.0 NRUX-	FM 5.2 WASH-F	M 4.5 (AC)	3 2			WLIF-FM		
8 WHUR-FM 4.7	WRC -AM 4.1	WHUR-FM 4.6 WPGC-	FM 4.4 WJMD-F	M 4.4 (AC)	3 3			WFSI-FM	0.3	

10 WOUK-FM 11 WAVA-FM

12 WWDC-FM 13 WMZQ-FM 14 WJMD-FM

15 WVKX-FM

WAVA-FM

WJMD-FM

3.5 WUUK-FM

2.7 WWDC-FM 2.6 WTOP-AM 2.3 WEZR-FM

3.5 WRC -AM 3.2 WMZQ-FM

2.4 WVKX-FM

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increases helped the station improve its overall share too.

KRLY expended more ad dollars in this sweep than earlier, with concentrations going to billboards and direct mail. The station changed logos and became "Love 94" during the summer, ran contests where listeners won \$1000 if they heard less than three songs in a row, and generally garnered more of a presence in the marketplace. Teen shares jumped 50% and so did female numbers.

KRBE adjusted its sound during this sweep, with consultant **George Johns** guiding the station to a softer sound. The station became number one among teens, posted good young adult male gains, and generally tried to live up to its new slogan "A New Beginning."

KFMK also posted a healthy increase in this book. The station became number two 18-34, skewed the music for the 25+ listener, and benefitted from a larger ad budget than used previously. The "Great Radio Rebate" contest may have helped — listeners sent the station a card, got a dollar back. Over \$25,000 was given away.

Los Angeles

Continued from Page 80

the AOR battle, and KFWB strengthened its hold on the News leader-ship

KABC had better male numbers this sweep than in the fall '80 survey, and improvement was shown over the summer '81 book too. TV and newspaper ads were used to generate visibility. Also, a number of promotions, such as saying "goodbye" to the swallows at Capistrano, generated much publicity.

KLOS, the other half of the **ABC** tandem, also used visibility to get worthwhile numbers. The station staged a huge decal campaign with widespread distribution, plus T-shirts and memorabilia given away at rock concerts. TV, billboards, and newspaper ads were used to plug KLOS. **Jeff Pollack** consults this AOR, which inched past KMET for the first time in recent sweeps. KLOS leads among teens while also topping KMET in the men 18-34 category.

KFWB has built itself into the News leader in L.A., especially among male audiences. Over the last three books, KFWB's male numbers have risen while those for KNX have slipped. Overall among men, KFWB led notably in both drive times and by more than two to one in middays. KFWB had a strong 35-44 core in this book's male breakouts. TV, billboards, newspaper and magazine ads were used to promote the all-News sound.



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Nassau-Suffolk

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percentage of its audience comprised of 25-34 year olds, over 46%.

WPLJ doubled last fall's male shares with notable gains in mornings and middays. The station's teen levels rebounded to the threshold of the fall '80 sweep.

WBAB caught the AOR wave and improved this book. Street visibility was an important part of WBAB's thinking, as the station's jocks were in clubs three out of every seven days. Promotionally, Stones giveaways were a big feature. WBAB awarded stereo systems and record catalogues to listeners, as well as sending a few lucky ones to see the Stones in concert.

New York

Continued from Page 92

itself. WRKS, which debuted nicely in the middle of the summer sweep, attracted enough of the WKTU/WBLS audience to move up impressively. A multimedia campaign featuring neighborhood boards, transit, and TV was employed. Barry Mayo was brought in from WGCI/Chicago as Assistant PD to Don Kelly. WRKS did well among young adults, with almost 60% of its audience falling in the 18-34 demo. In this book WRKS scored the highest exclusive cume of any New York music station.

WINS made some notable strides in this sweep. The station was able to add more than one full share to its tally, due largely to the strength of its 55+ audience.

WPLJ equalled its best share ever. Part of the reason for the success of this leading AOR was an ad campaign built around TV and transit. Promotionally WPLJ tied into the **Rolling Stones** tour, sending listeners to see the group as it toured the U.S. WPLJ skewed young, with 76% of its audience falling into the 12-24 demo.

WYNY led the Adult Contemporary parade. 99% of the station's ad budget was spent on TV, running spots that emphasized the musical qualities of WYNY. New morning man **Bruce Bradley** joined the on-air lineur.

WNBC remained the top CHR station in the Big Apple. Increases in the station's male numbers, especially in AM drive, plus teen boosts, gave WNBC the impetus needed to rebound from a slip in the summer results.

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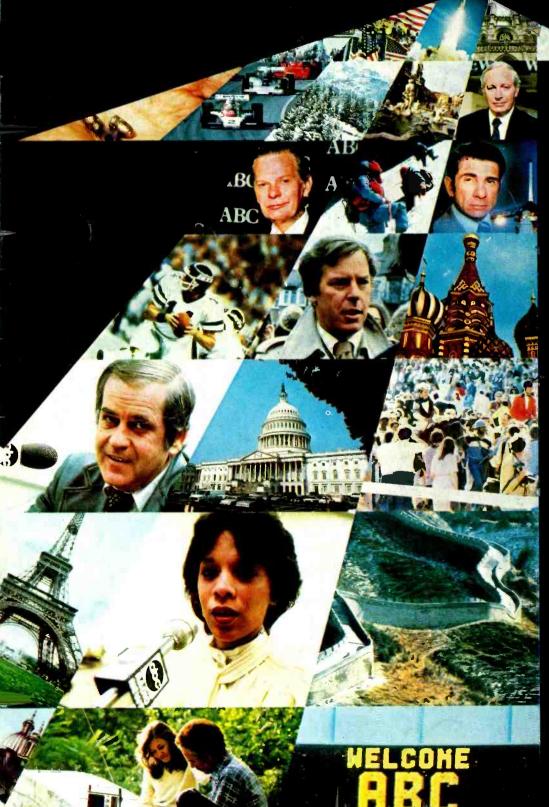
recording artists, and more. All designed to blend in with your station's sound.

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i	New York, NY WCBS FM	WWDE (FM)	Minneapolis, MN WCCO FM	Providence RI WBRU (FM)	Escanaba, MI WFNN (FM)	Rochester NH WWNH (FM)	Barre VT WORK (FM)	Scranton PA WGBI FM	٧
4	Chicago, II. WBBM FM	wxGT (FM)	Allentown PA WLEV (FM)	Lake City, FL WNFQ (FM)	Cookeville TN WHUB (FM)	Tazewell_VA WTZE FM	Two Rivers WI WQTC (FM)	Coquille_OR KSHR AM/FM	W
	San Francisco, CA KRQR (FM)	Hartford CT ₩IOF (FM)	Detroit, MI WCZY (FM)	Dodge City, KS KDCK (FM)	Colby. KS KXXX (FM)	Great Falls MT KLFM (FM)	Osage Beach, Mc KYLC (FM)	Wisconsin Rapids, WI WWRW (FM)	W
ı	Philadelphia PA WCAU FM	Louisville, KY WKJJ (FM)	Los Angeles, CA KWST (FM)	Laramie WY KIOZ (FM)			Pullman, WA KQQQ (FM)	Ephrata, WA KTRQ FM	8
į	Boston, MA WEEI FM	Baton Rouge, LA WAFB (FM)	Houston TX KRLY (FM)	Albany, NY WQBK (FM)	-		Rock Island-Moline Davenport	Moses WA KTRM	K
0	St. Louis, MO KMOX FM	Baltimore, MD W/KTK (FM)	Cleveland OH WWWM (FM)	-		123	WHBF FM Fitchburg MA	Tampa/ St Petersburg, FL	P. K
ĺ	Phoenix AZ KOOL FM	Dayton, OH WVUD (FM)			MA	Π	WFMP (FM) Las Vegas, NV	WSRZ FM Wheeling WV	W
	Buffal⇔ NY WPHD (FM)	*an Diego CA KIFM (FM)		7 6!			St Augustine, Fl WFOY (FM)	WOMP FM Wenatchee WA KTRW FM	Y

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