



SPECIAL SUPPLEMENT
SEPTEMBER 1982



Spring '82 Quarterly Results for the TOP 50 MARKETS

All-New Comprehensive Market Charts

Complete ARBITRON Demographic Rankings

PLUS: Spring Birch Shares for Comparison

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— With daily audio tracks from shows like Mike Douglas' People Now, Moneyline, and Take Two, the

Min.

8

10

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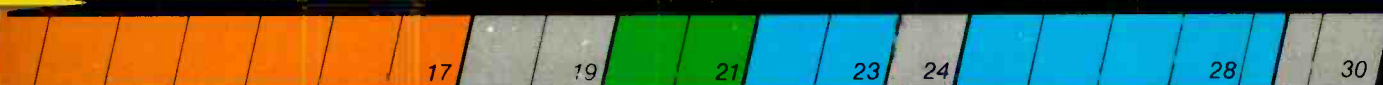
trend, offering one station in each market exclusive access to the economical, three-dimensional sound of the future.

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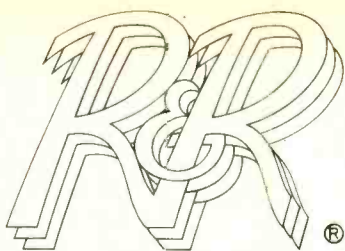
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HARRIS



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An all-new comprehensive approach to ratings data: at one glance you can see latest 12+ numbers, previous Arbitrons and current Birches for comparison, rankings in four key demographics, rep and net affiliations, and more 71

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It seems that every edition of the **R&R Ratings Report** focuses on one major event that might have affected the radio industry, and this edition is no different. In this publication we'll look at the results from the top 50 markets as shown in the spring '82 **Arbitron** quarterly data. One thing that broadcasters, advertisers, and other interested readers will notice is the impact of Differential Survey Treatment (DST) on the estimates. More on DST below.

This edition contains some of our most significant improvements and refinements. The market profiles have been revamped and simplified into easy-to-read, highly informative charts, filled with new information; while the urban market summaries have been consolidated into one section for convenient reading. Key features in this report include:

- **Detailed Demographic Rankings** — for teens and adults 18-34, 18-49 (new with this edition), and 25-54. The adult demos have males and females broken out on a top ten rank basis for each market.
- **Turnover/Time Spent Listening Data** — helping programmers to compare the efficiency of various format approaches, and to give advertisers an idea about the loyalty of station audiences.
- **Format Preference Charts** — the top formats both on a national and regional basis to give perspective to the radio picture.
- **Birch Comparisons** — In markets where the **Birch Report** spring quarterly sweeps were available, we've supplied the overall shares for comparison to the Arbitron numbers. Broadcasters and advertisers can see what differences, if any, exist.
- **Format Leaders** — showing the top stations in each format, average and cume.
- **Drive-Time Dominators** — listing the top personalities by average quarter hour and cume ratings in the key day-parts.
- **Rep/Net Info** — a handy reference to help keep up with station affiliations.

As I noted above, the lead story in this edition of the Ratings Report has

to be the impact of Arbitron's new technique to measure blacks, DST. With blacks in many markets now keeping their diaries for the first time

in over a decade, listening levels among blacks, and thus the market overall are rising dramatically. Black and Urban-formatted stations have posted significant gains in many markets. Stations not appealing to the ethnic populace may thus have lost some share strength, causing significant reshuffling in the rankings. Keep this in mind as you flip through this volume.

I owe a debt of gratitude to many R&R staffers and others for their unstinting aid on this report. **Gil Bond** and the **Market-Buy-Market©** system admirably generated the share trend, rank, and turnover/time spent information. Under the able direction of **Linda Moshontz**, Assistant Editors **Christina Anthony** and **Sylvia Salazar** along with **Melinda Milam** and **Jaye Case** made indispensable contributions to the presentation of the ratings data. Art Director **Richard Zumwalt** and production staffers **Richard Agata**, **Marilyn Frandsen**, **Sandra Gutierrez**, **Lucie Morris**, **Todd Pearl**, **Kent Thomas**, and **Gary Van Der Steur** did a masterful job of assembling the report into final form. And Executive Editors **Ken Barnes** and especially **John Leader** played their usual crucial roles in bringing the project to completion.

Finally, ultimate thanks to you, our readers, whose support means everything and motivates us to improve and streamline these reports each time out to aid the broadcasting and advertising communities.

— Jhan Hiber



GEFFEN RECORDS

ASIA

GREG COPELAND

DREAMGIRLS Original Cast Album

PETER GABRIEL

ADRIAN GURVITZ

SAMMY HAGAR

JOHN HIATT

JENNIFER HOLLIDAY

ELTON JOHN

JOHN LENNON/YOKO ONO

MAC McANALLY

JONI MITCHELL

RICK OCASEK

OXO

PREVIEW

QUARTERFLASH

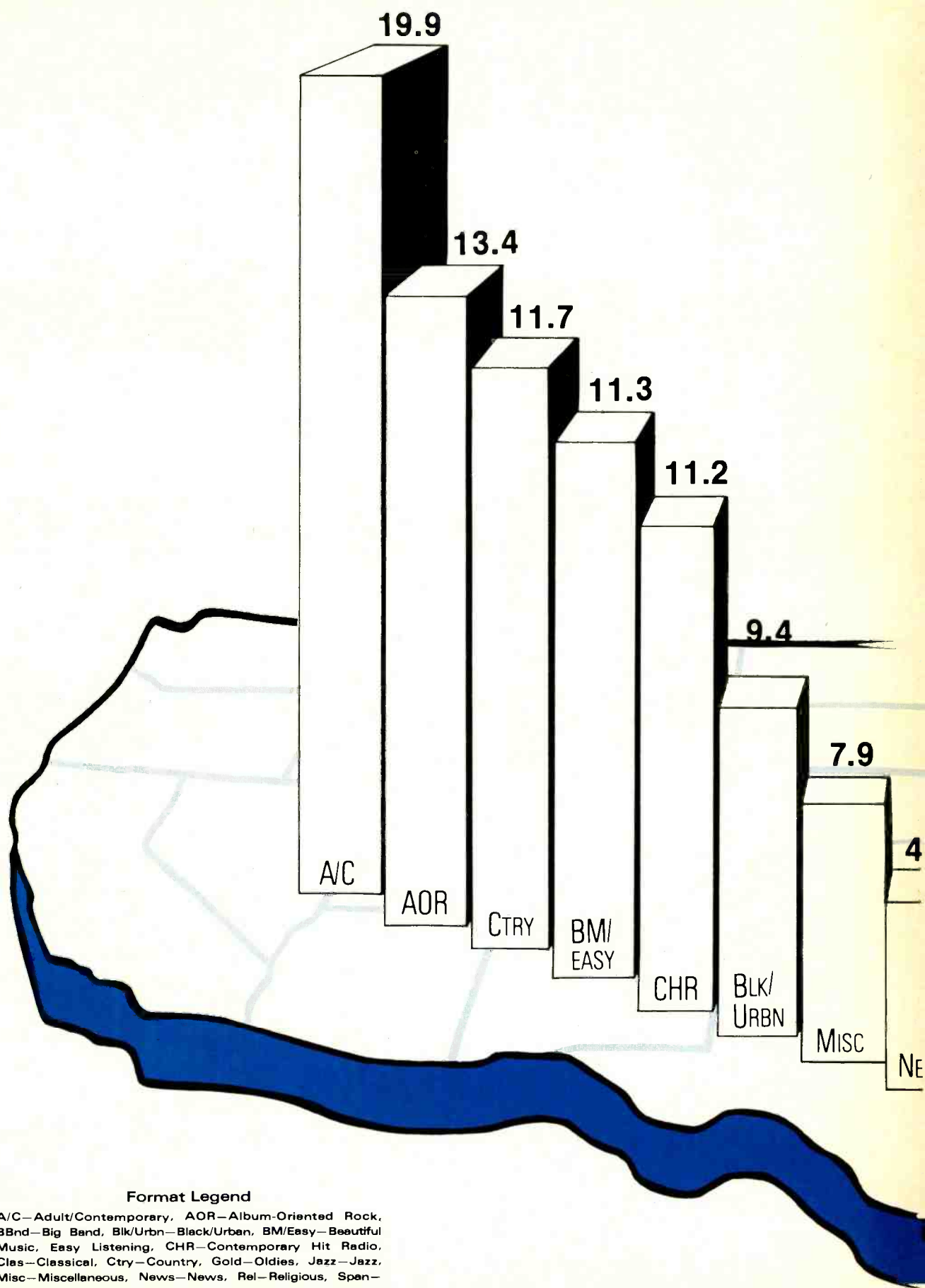
SIMON & GARFUNKEL Outside US & Canada

DONNA SUMMER

JR. TUCKER

NEIL YOUNG

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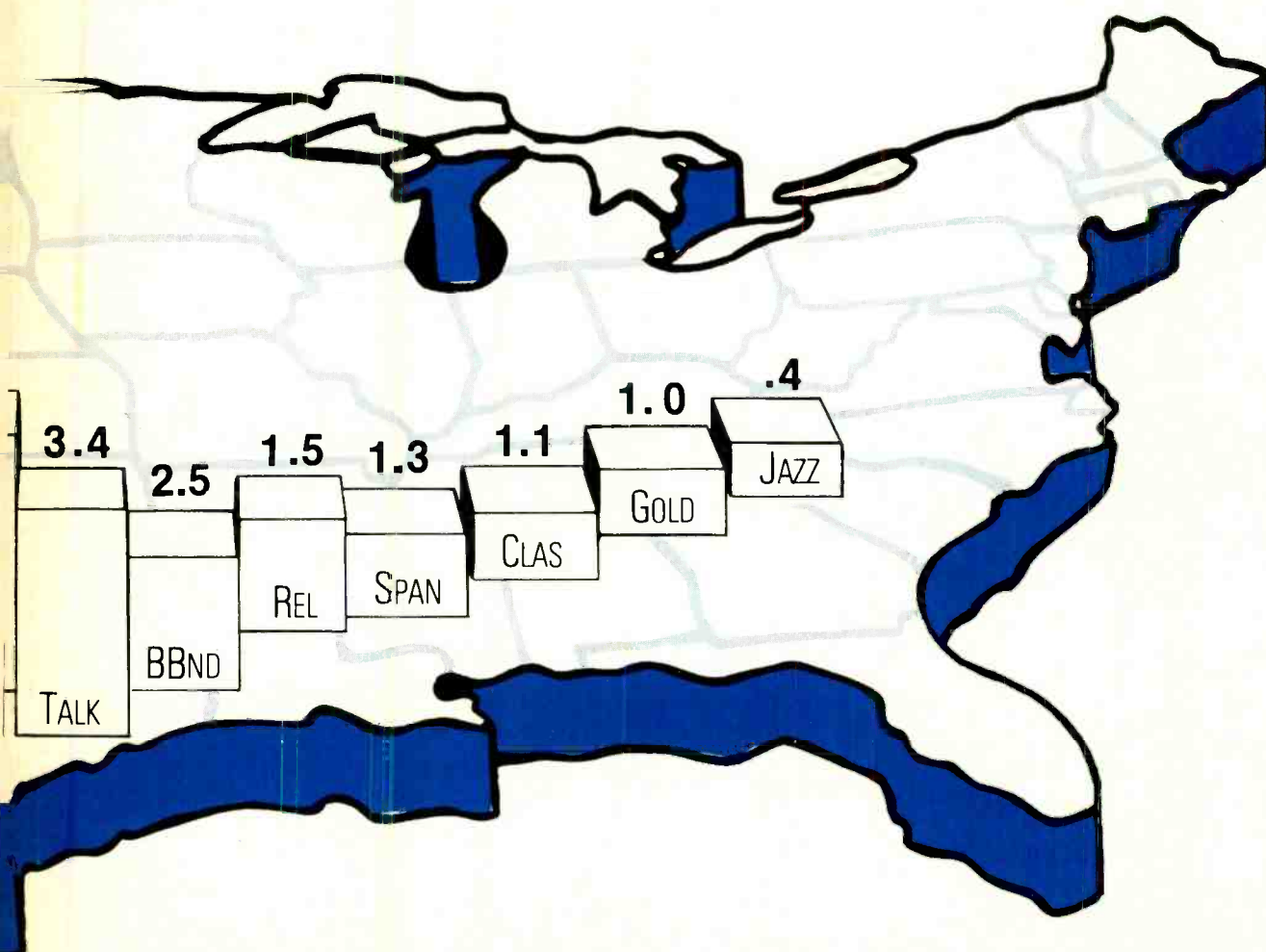
Format Legend

A/C—Adult/Contemporary, AOR—Album-Oriented Rock, BBnd—Big Band, Blk/Urban—Black/Urban, BM/Easy—Beautiful Music, Easy Listening, CHR—Contemporary Hit Radio, Clas—Classical, Ctry—Country, Gold—Oldies, Jazz—Jazz, Misc—Miscellaneous, News—News, Rel—Religious, Span—Spanish, Talk—Talk.

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 spring '82 sweep? The national 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 refine 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.



**We're celebrating
our one-year anniversary
with over
100 on-air affiliates.**



Next year, maybe you can join the party.

KKIC Country Coast-to-Coast Boise, ID	KDMS Country Coast-to-Coast El Dorado, AR	KQYX Country Coast-to-Coast Joplin, MO	WELL-AM/FM StarStation Marshall/Battle Creek, MI	WIZY-AM/FM Country Coast-to-Coast Gordon/Macon, GA	WSKP-FM StarStation Sebring, FL	WTXR-FM Country Coast-to-Coast Chillicothe, IL
KAAM StarStation Dallas, TX	WJBR-FM StarStation Jonesboro, AR	KXBB-FM StarStation Ontario, OR	WELA-FM Country Coast-to-Coast East Liverpool, OH	WMOH StarStation Hamilton, OH	WNYN Country Coast-to-Coast Canton, OH	WWWN Country Coast-to-Coast Vienna, GA
WSTD Stardust Natick/Boston, MA	KDON Country Coast-to-Coast Salinas, CA	KUGN-FM Country Coast-to-Coast Eugene, OR	WELM StarStation Elmira, NY	WJAC Country Coast-to-Coast Johnstown, PA	WSUX-FM StarStation Seaford, DE	WEZY StarStation Cocoa, FL
KQAA-FM StarStation Aberdeen, SD	KKYS-FM StarStation Hanford, CA	KZZK-FM StarStation Tri Cities, WA	WFPA Country Coast-to-Coast Ft. Payne, AL	WMPA StarStation Aberdeen, MS	WPAD Country Coast-to-Coast Paducah, KY	WGTF-FM Stardust Nantucket, MA
KROW StarStation Reno, NV	KECO Country Coast-to-Coast Elk City, OK	KWOZ-FM Country Coast-to-Coast Batesville, AR	WEXA-FM StarStation Eupora, MS	WJSE-FM Country Coast-to-Coast Cumberland, MD	WTGC StarStation Lewisburg, PA	WYNC Country Coast-to-Coast Yanceyville, NC
WMBC Country Coast-to-Coast Columbus, MS	KLBQ-FM StarStation El Dorado, AR	KXNP-FM Country Coast-to-Coast North Platte, NE	WHAY-FM Country Coast-to-Coast Aberdeen, MS	WKED Country Coast-to-Coast Frankfort, KY	WPCX-FM Country Coast-to-Coast Auburn, NY	WZZB-FM Country Coast-to-Coast Centerville, MS
WAAM StarStation Ann Arbor, MI	KKAA Country Coast-to-Coast Aberdeen, SD	WBCI-FM StarStation Williamsburg, VA	WBZT Stardust Waynesboro, PA	WPUR-FM StarStation Americus, GA	WTHQ-FM StarStation South Bend, IN	WBAX Country Coast-to-Coast Wilkes-Barre, PA
KIXI Stardust Seattle, WA	KLLA StarStation Leesville, LA	WAGF Country Coast-to-Coast Dothan, AL	WHRT Country Coast-to-Coast Hartselle, AL	WKLM Country Coast-to-Coast Wilmington, NC	WSCR Country Coast-to-Coast Hamden/New Haven, CT	WQOK StarStation Myrtle Beach, SC
KATX-FM Country Coast-to-Coast Plainview, TX	KNCW StarStation Grand Coulee, WA	WCBX StarStation Eden, NC	WFTA-FM StarStation Fulton, MS	WPYK StarStation Dora, AL	WTMB-FM StarStation Tomah, WI	WTTM Country Coast-to-Coast Trenton, NJ
KAAB StarStation Batesville, AR	KLVA-FM Country Coast-to-Coast Lake Village, AR	WANC Country Coast-to-Coast Aberdeen, NC	WIFX Country Coast-to-Coast Jenkins, KY	WKMC Country Coast-to-Coast Roaring Spring, PA	WSUZ Country Coast-to-Coast Palatka, FL	WACK Stardust Newark, NY
KBEK-FM Country Coast-to-Coast Lexington, MO	KORD Country Coast-to-Coast Tri Cities, WA	WCMD StarStation Cumberland, MD	WKEA StarStation Scottsboro, AL	WQEQ-FM StarStation Hazleton, PA	WWWK-FM StarStation Warrenton, VA	WAPE Stardust Jacksonville, FL
KBIX Country Coast-to-Coast Muskogee, OK	KPER-FM Country Coast-to-Coast Hobbs, NM	WCOU StarStation Lewiston, ME	WIMK-FM Country Coast-to-Coast Iron Mountain, MI	WKXJ Country Coast-to-Coast Campbellsville, KY	WTHU Country Coast-to-Coast Thurmont, MD	WYDE Country Coast-to-Coast Birmingham, AL
KBAS StarStation Bullhead City, AZ	KTOW StarStation Sand Springs, OK	WDMV Country Coast-to-Coast Pokamoke City, MD	WKOY StarStation Bluefield, WV	WQIQ StarStation Aston, PA	WXXQ-FM StarStation Whitesburg, KY	KENR Stardust Houston, TX
KCNO Country Coast-to-Coast Alturas, CA	KSRV Country Coast-to-Coast Ontario, OR	WEIC-FM StarStation Charleston, IL	WIST StarStation Charlotte, NC	WLAR Country Coast-to-Coast Athens, TN	WTND Country Coast-to-Coast Orangeburg, SC	
KFGX StarStation Pierre, SD	KTXV-FM StarStation Jefferson City, MO	WEIC Country Coast-to-Coast Charleston, IL	WMCC-FM StarStation Athens, TN	WRCI-FM StarStation Midland, MI	WTNN Country Coast-to-Coast Millington, TN	

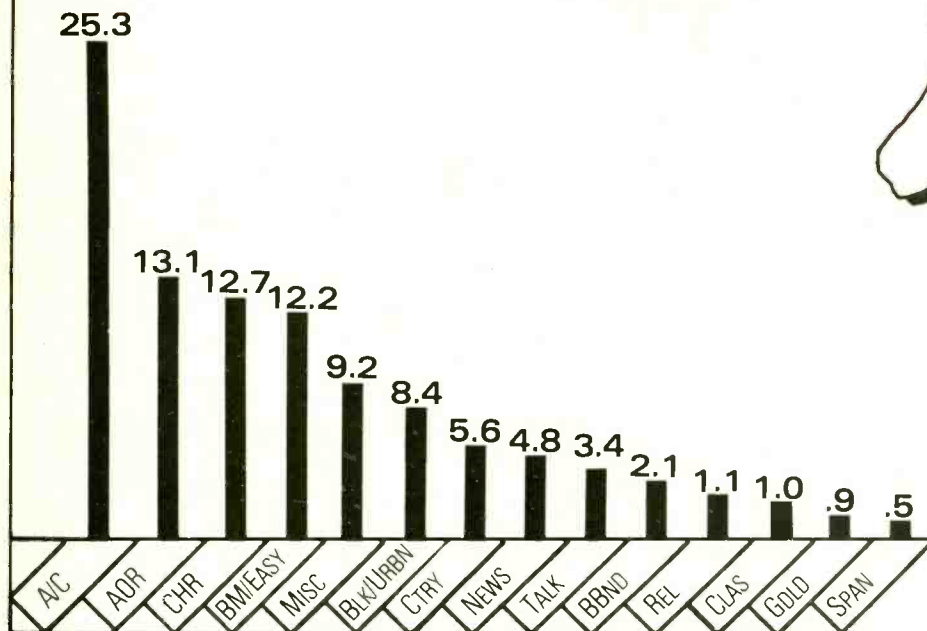
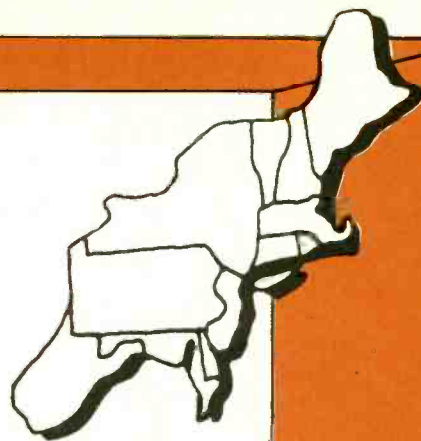
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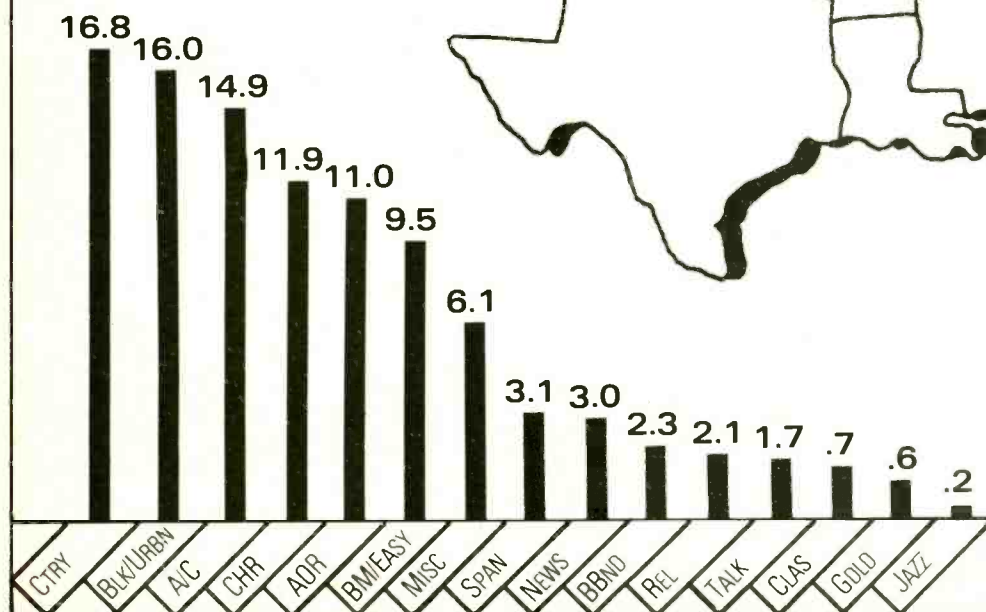
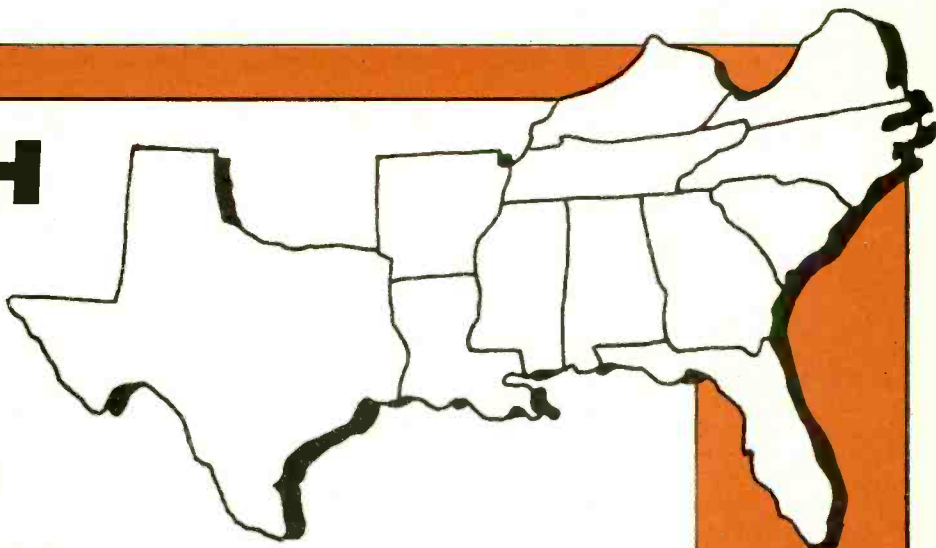
Satellite
Music
Network

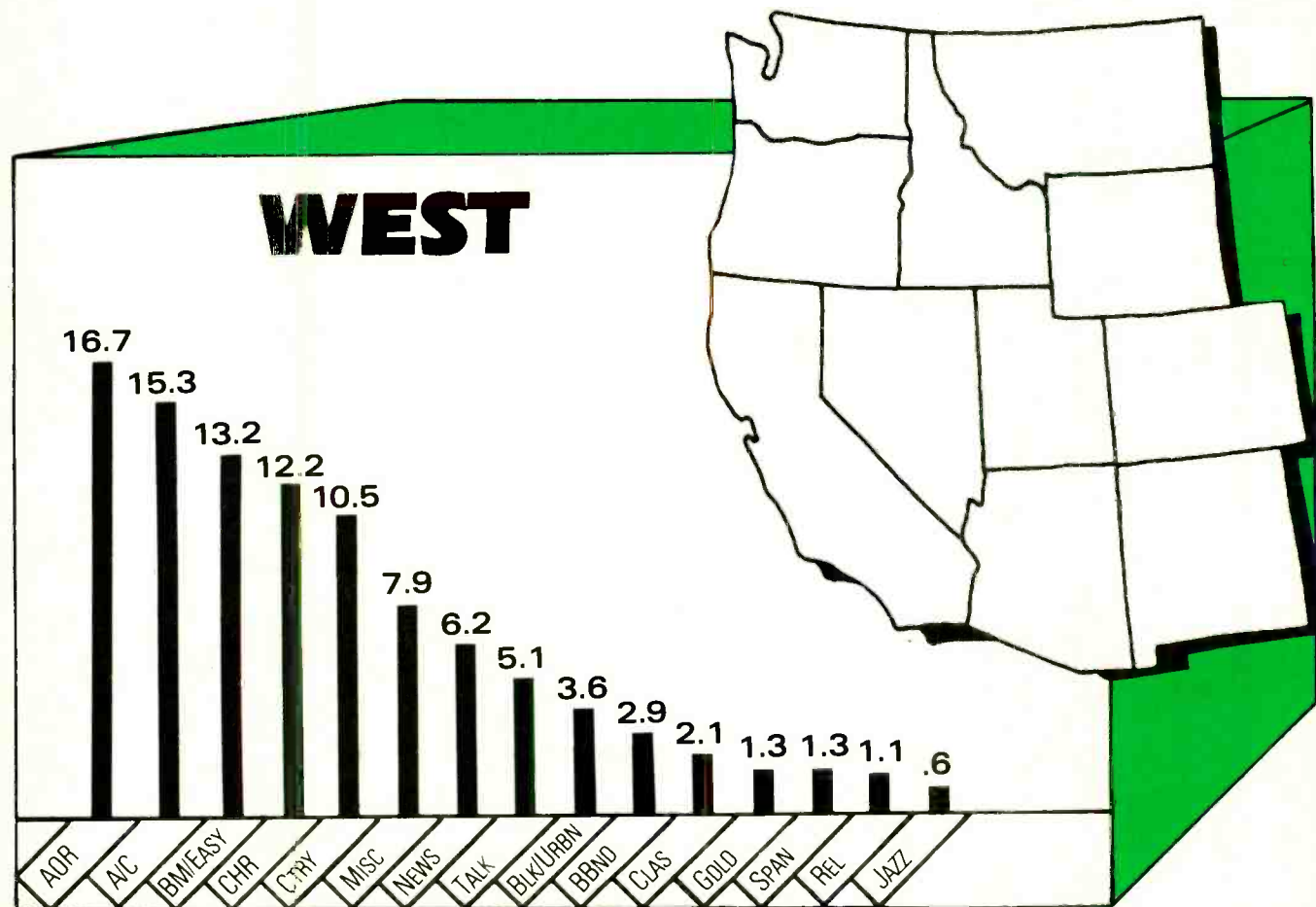
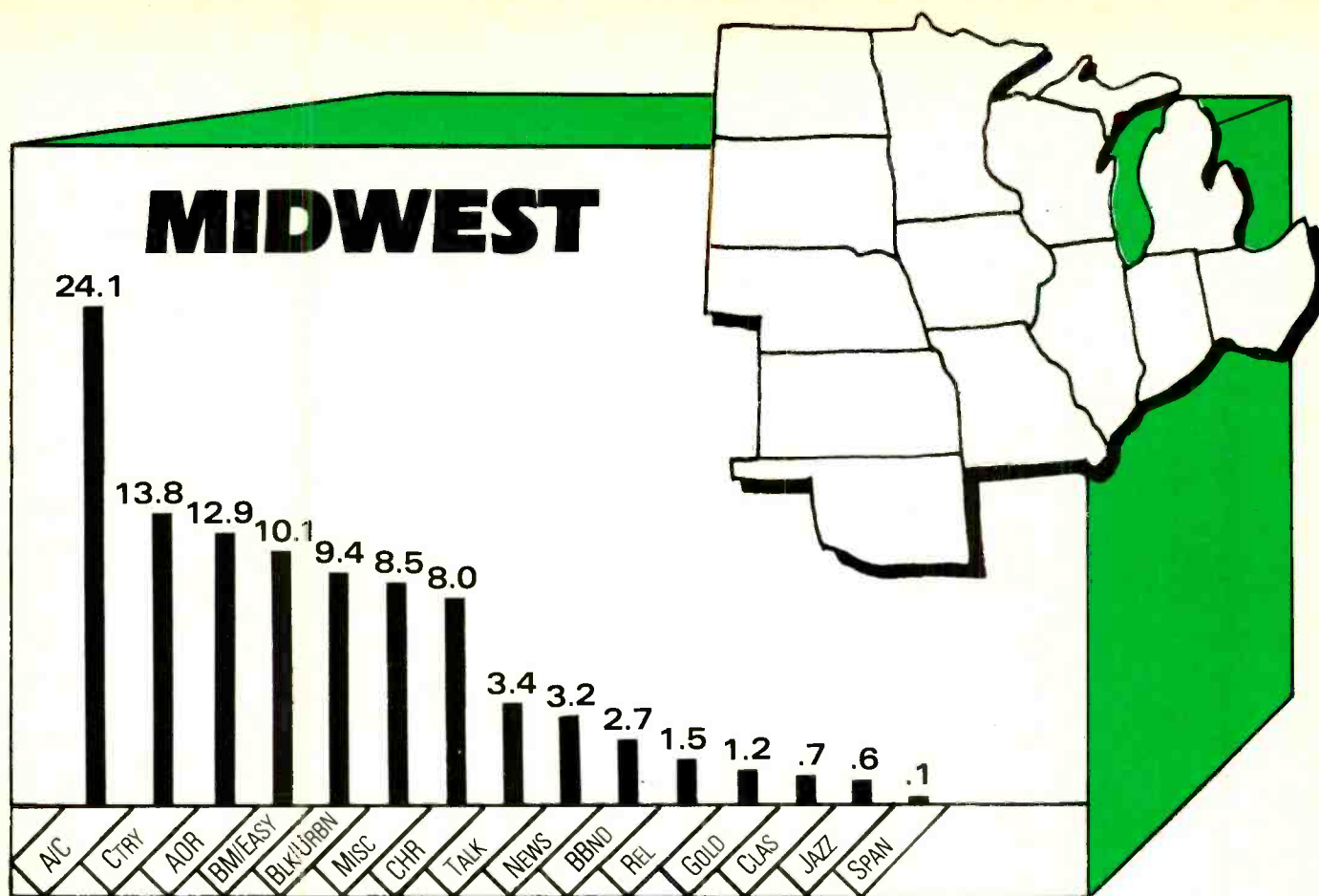
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EAST



SOUTH





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 spring 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.

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

AM		FM
WTIC/Hartford (A/C) Bob Steele 39.0	1	
WCCO/Minneapolis (A/C) Boone & Erickson, Roger Erickson & Bill Farmer/31.0	2	
KMOX/St. Louis (Talk) Bob Hardy & Bill Wilkerson 29.5	3	
KDKA/Pittsburgh (A/C) Jack Bogut 29.1	4	
WGY/Albany (A/C) Don Weeks 24.1	5	
WIBC/Indianapolis (A/C) Gary Todd 21.4	6	
WBEN/Buffalo (A/C) Jeff Kaye 18.1	7	
KIRO/Seattle (News) Bill Yeend & Dave Stone 17.4	8	
KYW/Philadelphia (News) Bob Witten, Bill Shusta & Harry Donahue/17.3	9	
	9	WZZK/Birmingham (Ctry) "Patti & the Doc," John St. John/17.3
WKBW/Buffalo (CHR) Dan Neaverth 16.0	11	
WHIO/Dayton (A/C) Lou Emm & Winston Hoehmer 15.9	12	
	13	KEBC/Oklahoma City (Ctry) Lynn Waggoner, Al Hamilton 15.6
KTOK/Oklahoma City (A/C) Bob Riggins 15.2	14	
	14	WTQR/Greensboro (Ctry) Mark Tudor 15.2
WDAF/Kansas City (Ctry) David Lawrence, Don Crowley 15.0	16	
WSPD/Toledo (A/C) Mitchell in the Morning 14.8	17	
WGN/Chicago (Talk) Wally Phillips 14.7	18	
WHAM/Rochester (A/C) Charlie Greer 14.4	19	
	20	KSTP-FM/Minneapolis (A/C) Chuck Knapp & Michael J. Douglas/14.0
WTMJ/Milwaukee (A/C) Gordon Hinkley 14.0	20	
WJR/Detroit (M) J.P. McCarthy 13.9	22	
WPRO/Providence (A/C) Salty Brine & Larry Kroger 13.9	22	
WTVN/Columbus (A/C) Bob Connors 13.8	24	
WHAS/Louisville (A/C) Wayne Perkey & Fred Wiche 13.8	24	

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

AM		FM
	1	WTQR/Greensboro (Ctry) Billy Buck Blevins 18.8
	2	WZZK/Birmingham (Ctry) Ron Wallace, Rusty Walker 17.1
	3	WHIO-FM/Dayton (BM) Bob Sweeney, Jim Jones 16.4
KMOX/St. Louis (Talk) Jim White 16.2	4	
WTIC/Hartford (A/C) Tom Taylor 16.0	5	
	6	WTUE/Dayton (AOR) Bob Clark 15.7
WCCO/Minneapolis (A/C) Steve Cannon 15.5	7	
	7	KEBC/Oklahoma City (Ctry) Jay Shankle 15.5
KDKA/Pittsburgh (A/C) Trish Beatty 15.3	9	
	10	KGON/Portland (AOR) Gloria Johnson 14.9
	11	WIOT/Toledo (AOR) Terry Sullivan 14.7
	12	WEZO/Rochester (BM) None 14.6
	12	KZAP/Sacramento (AOR) Jonah Cummings 14.6
	14	WJYE/Buffalo (BM) Joe Chille, Skip Edmunds 14.1
	15	WKDF/Nashville (AOR) Mike Beck 14.0
	16	WAIL/New Orleans (Urbn) Barry Richards 13.6
	17	WENN-FM/Birmingham (Bk) Roosevelt Bonner 13.3
	18	WHJY/Providence (AOR) Rock O'Brien 12.8
WIBC/Indianapolis (A/C) Bob Simpson 12.8	18	
	18	WLQR/Toledo (A/C) Michael Searle 12.8
	21	WPYX/Albany (AOR) Ted Utz 12.7
	22	KSTP-FM/Minneapolis (A/C) Dan Donovan 12.6
	23	WMHE/Toledo (A/C) Timm Morrison 12.4
	24	WVEE/Atlanta (Urbn) Bobby Ellerbee 12.3
WGY/Albany (A/C) Tom McCarthy 12.2	25	
	25	WSEZ/Greensboro (CHR) John Michaels 12.2



Katz Radio. The best.

Drive Time Dominators

Top 25/Cume Persons 12+ AM Drive (M-F, 6-10am)

AM	FM
WINS/New York (News) Paul Smith, Michael O'Neil, Jim McGuffert/1,686,000	1
WCBS/New York (News) Jim Donnelly & Robert Vaughn/1,625,000	2
WNBC/New York (CHR) Don Imus 1,197,500	3
WOR/New York (Talk) John Gambling 1,153,600	4
	5
	6
	7
KYW/Philadelphia (News) Bob Witten, Bill Shusta & Harry Donahue/927,300	8
WGN/Chicago (Talk) Wally Phillips 881,600	9
	10
WABC/New York (CHR) Ross & Wilson 878,200	11
	12
KFWB/Los Angeles (News) Jim Burson, Dan Avey 725,800	13
WLS/Chicago (CHR) Larry LuJack 700,200	14
KABC/Los Angeles (Talk) Ken & Bob, Michael Jackson 681,500	15
	16
WBBM/Chicago (News) Dale McCarren & John Hultman/627,400	17
KNX/Los Angeles (News) Dave Zorn & Alex Sullivan 605,300	18
KDKA/Pittsburgh (A/C) Jack Bogut 587,800	19
KGO/San Francisco (Talk) Jim Dunbar & Ted Wygant 571,600	20
WNEW/New York (BBnd) Ted Brown 569,900	21
	22
	23
WCCO/Minneapolis (A/C) Boone & Erickson, Roger Erickson, Bill Farmer/541,900	24
KMOX/St. Louis (Talk) Bob Hardy & Bill Wilkerson 530,000	25
	WKTU/New York (Urbn) Joe Cavsi 1,086,900
	WRKS/New York (Urban) Jeff Troy 974,100
	WBLS/New York (Urbn) Ken Webb 929,300
	WYNY/NEW York (A/C) Bruce Bradley 878,500
	WPLJ/New York (AOR) Jim Kerr 861,600
	WFRM/New York (BM) Jim Aylward, Joe Roberts 635,000
	WCBS-FM/New York (Gold) Harry Harrison 568,300
	WNEW-FM/New York (AOR) Dave Herman 543,400

Top 25/Cume Persons 12+ PM Drive (M-F, 3-7pm)

AM	FM
	1
	2
	3
	4
	5
WCBS/New York (News) Ben Farnsworth & Paterson 1,001,600	6
WNBC/New York (CHR) Frank Reed 916,400	7
WINS/New York (News) Stan Burns, Dan Baldwin, Bob Howard/795,600	8
WOR/New York (Talk) John R. Gambling 638,000	9
	10
KABC/Los Angeles (Talk) Dodger Games/Sportstalk: Bud Furillo, Geoff Witcher, Rick Talley/630,500	11
	12
WABC/New York (CHR) Den Ingram 585,100	13
	14
KFBW/Los Angeles (News) Vince Campagna, Julia Chavez 561,300	15
	16
	17
WLS/Chicago (CHR) Tommy Edwards 526,300	18
	19
WGN/Chicago (Talk) Bob Collins 517,600	20
	21
	22
	23
WHN/New York (Ctry) Mike Fitzgerald, Dan Taylor 494,800	24
	25
	WKUT/New York (Urbn) Paco 1,215,700
	WRKS/New York (Urbn) Mary Thomas 1,112,600
	WPLJ/New York (AOR) Pat St. John 1,031,500
	WYNY/New York (A/C) Dan Daniel 1,009,500
	WBLS/New York (Urbn) Frankie Crocker 960,800
	WCBS-FM/New York (Gold) Dick Heatherton 637,400
	WRFM/New York (BM) Wes Richards, Al Turk 593,900
	WPAT-FM/New York (BM) Ken Lamb 585,000
	WLS-FM/Chicago (CHR) Steve Dahl 543,600
	WNEW-FM/New York (AOR) Scott Muni 527,900
	KIQQ/Los Angeles (CHR) Jay Coffey 523,000
	KLOS/Angeles (AOR) Linda McInnes 510,500
	KIIS/Los Angeles (CHR) Mike Wagner 498,400
	KHTZ/Los Angeles (A/C) Joe Cipriano 497,600
	KBIG/Los Angeles (BM) Grant Nielsen, Dave Robinson 494,300

Number 11 in a Series:

The End of the Road.

Finished. Kaput. That's where a lot of people put the future of beautiful music. And, you know what? So do we.

It's true, beautiful music is down in share. And, it's equally true that it's up in delivering an older audience. We'd be pretty sad business people if we didn't recognize this.

That's exactly why we've done something about it, and created the new Bonneville "Million Dollar Sound"...the most

consistently fresh easy-listening music available anywhere, with more variety and more contemporary solo vocals, targeted specifically to the 25-54 demographic.

All LIVE, direct from our satellite feed. No more tired arrangements. No more burnout. No more listener turn-off.

At the end of this road, there's a Bonneville rainbow...the new "Million Dollar Sound."



BONNEVILLE BROADCASTING SYSTEM, 274 COUNTY RD, TENAFLY, NJ 07670 (800) 631-1600

Format Leaders

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**.

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

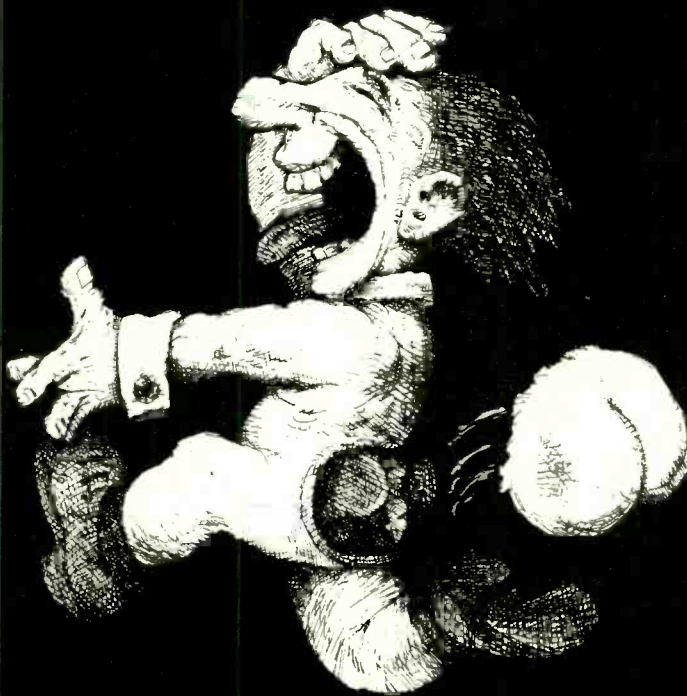
Adult / Contemporary

	AQH		Cume
1. WTIC/Hartford.....	21.7	1. WYNY/New York	1,907,600
2. KDKA/Pittsburgh	20.2	2. KHTZ/Los Angeles	892,800
3. WCCO/Minneapolis.....	20.0	3. KDKA/Pittsburgh	852,800
4. WGY/Albany	16.2	4. WMGK/Philadelphia	731,500
5. WIBC/Indianapolis	14.3	5. WCLR/Chicago.....	713,500
6. KSTP-FM/Minneapolis.....	12.2	6. WBZ/Boston	683,700
7. WLQR/Toledo	11.2	7. WCCO/Minneapolis	683,400
8. WHIO/Dayton	10.8	8. WNIC-FM/Detroit	649,000
8. WMHE/Toledo.....	10.8	9. WHDH/Boston	645,900
10. KTOK/Oklahoma City	10.6	10. WKQX/Chicago	637,600
10. WBEN/Buffalo.....	10.6	11. WFYR/Chicago.....	617,600
12. WLW/Cincinnati.....	10.2	12. WIP/Philadelphia	553,100
13. WHAM/Rochester	10.1	13. KNBR/San Francisco.....	528,500
14. WVOR/Rochester.....	10.0	14. KVIL-FM/Dallas-Ft. Worth	510,300
14. WBAL/Baltimore.....	10.0	15. WMAL/Washington.....	491,200
16. KXOA-FM/Sacramento	9.9	16. KSTP-FM/Minneapolis	481,300
17. WROW/Albany	9.8	17. KSFO/San Francisco.....	477,500
18. WRKA/Louisville.....	9.6	18. WMJX/Boston	462,000
18. WSPD/Toledo.....	9.6	19. WSB/Atlanta.....	454,100
20. WTVN/Columbus	9.3	20. WMJC/Detroit.....	451,500
21. KMBZ/Kansas City	9.1	21. KIOI/San Francisco.....	446,000
22. KSL/Salt Lake City	9.0	22. KYUU/San Francisco.....	416,100
22. WHAS/Louisville.....	9.0	23. KRBE/Houston	408,000
24. WSB/Atlanta	8.7	24. WROR/Boston	406,700
25. WHDH/Boston.....	8.5	25. WPEN/Philadelphia.....	402,700



	AQH		Cume
1. WTUE/Dayton	14.4	1. WPLJ/New York	1,657,800
2. KZAP/Sacramento.....	13.7	2. WNEW-FM/New York.....	1,078,800
3. WIOT/Toledo.....	13.6	3. KLOS/Los Angeles	929,000
4. KGON/Portland.....	13.3	4. KMET/Los Angeles	883,000
5. WKDF/Nashville	12.4	5. WRIF/Detroit.....	807,600
6. WPYX/Albany	11.6	6. WLUP/Chicago.....	723,300
7. KISS/San Antonio.....	11.1	7. WLLZ/Detroit	683,600
8. WLVQ/Columbus	11.0	8. WMET/Chicago	647,900
9. WZXR/Memphis	10.7	9. KROQ/Los Angeles.....	628,400
10. WHJY/Providence	10.4	10. WMMR/Philadelphia	625,100
11. WCMF/Rochester.....	9.9	11. WAPP/New York	624,900
12. WEBN/Cincinnati.....	9.8	12. WABX/Detroit.....	568,500
13. KGB/San Diego.....	9.6	13. KNX-FM/Los Angeles	542,500
13. KYYS/Kansas City	9.6	14. WCOZ/Boston	541,700
15. WKZL/Greensboro.....	9.2	15. WYSP/Philadelphia.....	527,900
16. KATT/Oklahoma City.....	9.1	16. KMEL/San Francisco.....	511,300
17. WFBQ/Indianapolis	8.8	17. WIOQ/Philadelphia	498,100
18. WNOR-FM/Norfolk	8.6	18. KRQR/San Francisco	454,700
19. WRNO/New Orleans	8.5	19. WWDC-FM/Washington, DC	423,900
19. KSJO/San Jose	8.5	20. KTXQ/Dallas-Ft. Worth.....	409,500
21. WMMS/Cleveland.....	8.2	21. KLOL/Houston	408,500
21. WMJQ/Rochester.....	8.2	22. KZEW/Dallas-Ft. Worth.....	386,800
23. WMYK/Norfolk	8.1	23. WBCN/Boston	383,400
24. WQME/Louisville	7.9	24. WDVE/Pittsburgh	354,600
25. WIYY/Baltimore	7.7	25. KWK-FM/St. Louis.....	334,900
25. WGRQ/Buffalo.....	7.7		

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Beautiful Music

	AQH		Cume
1. WHIO-FM/Dayton	15.2	1. WPAT-FM/New York	1,266,400
2. WEZO/Rochester	13.7	2. WRFM/New York	1,091,400
3. WJYE/Buffalo	12.5	3. KBIG/Los Angeles	889,100
4. WXTZ/Indianapolis	11.8	4. WPAT/New York	852,700
5. WWBA/Tampa	11.0	5. KJOI/Los Angeles	691,900
6. WLKW-FM/Providence	10.7	6. WLOO/Chicago	682,100
6. KSFI/Salt Lake City	10.7	7. WLAK/Chicago	644,600
8. WZEZ/Nashville	9.4	8. KOST/Los Angeles	506,900
9. KJQY/San Diego	9.0	9. WEAZ/Philadelphia	502,500
10. WFOG/Norfolk	8.6	10. WGAY-FM/Washington	436,900
11. WVEZ/Louisville	8.4	11. WJR-FM/Detroit	417,100
11. KQYT/Phoenix (Easy)	8.4	12. WWSH/Philadelphia	405,800
13. KMEQ-FM/Phoenix	8.1	13. WVNJ-FM/New York	382,900
13. WROW-FM/Albany	8.1	14. WLYF/Miami-Ft. Lauderdale	356,700
15. KOSI/Denver	7.8	15. KFOG/San Francisco	347,000
16. WGAY-FM/Washington	7.7	16. WJIB/Boston	338,400
16. WEZI/Memphis	7.7	17. KABL/San Francisco	329,900
18. WDOK/Cleveland	7.6	18. KODA/Houston	325,800
19. WPCH/Atlanta	7.5	19. WJOI/Detroit	324,200
19. WRCH/Hartford	7.5	20. KOIT/San Francisco	294,200
21. KUPL/Portland	7.4	21. WSHH/Pittsburgh	291,200
21. WBNS-FM/Columbus	7.4	22. KABL/San Francisco	285,900
21. WGLD/Greensboro	7.4	23. KMEZ/Dallas-Ft. Worth	283,600
24. WQAL/Cleveland	7.3	24. WAIT/Chicago	275,500
25. WWEZ/Cincinnati	7.1	25. KABL-FM/San Francisco	271,400

Big Band

	AQH		Cume
1. WCOL/Columbus	6.6	1. WNEW/New York	964,600
1. WOKY/Milwaukee	6.6	2. WJJD/Chicago	505,600
3. WDAE/Tampa	6.5	3. KPRZ/Los Angeles	441,000
4. WMLX/Cincinnati	5.9	4. WOKY/Milwaukee	217,300
5. WECK/Buffalo	4.7	5. WJAS/Pittsburgh	192,000
6. WJAI/Dayton	4.4	6. WHLI/Long Island (New York Book)	190,100
7. KUPL-FM/Portland	4.1	7. WDAE/Tampa	180,900
8. KJLA/Kansas City	4.0	8. WWJF/Miami-Ft. Lauderdale	158,400
9. WHLI/Nassau-Suffolk	3.9	9. KEZW/Denver	134,700
10. WJAS/Pittsburgh	3.7	10. WHLI/Long Island (Nassau-Suffolk Book)	129,700
10. WJJD/Chicago	3.7		

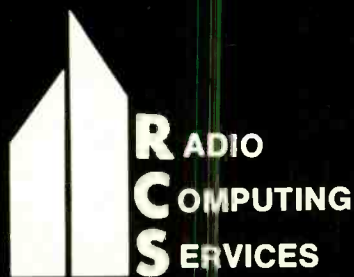
Black/Urban Contemporary

	AQH		Cume
1. WAIL/New Orleans (Urban)	12.9	1. WKTU/New York (Urban)	2,225,100
2. WENN/Birmingham (Black)	12.3	2. WRKS/New York (Urban)	1,908,900
3. WVEE/Atlanta (Urban)	11.5	3. WBLS/New York (Urban)	1,714,900
4. WTLC/Indianapolis (Urban)	11.0	4. WGCJ/Chicago (Urban)	874,300
5. WVOL/Nashville (Black)	9.4	5. WBMX/Chicago (Black)	811,800
6. WLOU/Louisville (Black)	9.3	6. WJPC/Chicago (Black)	603,000
7. KMJQ/Houston (Urban)	9.1	7. KUTE/Los Angeles (Urban)	575,300
8. WHRK/Memphis (Urban)	8.9	8. WDAS-FM/Philadelphia (Black)	533,200
9. WXYV/Baltimore (Urban)	8.7	9. WKYS/Washington (Urban)	504,500
10. WKYS/Washington (Urban)	8.4	10. KMJQ/Houston (Urban)	463,500
11. WDIA/Memphis (Black)	8.3	11. WHUR/Washington (Black)	449,300
11. KWAM-FM/Memphis (Black)	8.3	12. WVON/Chicago (Black)	448,900
13. WQMG/Greensboro (Black)	7.8	13. WJLB/Detroit (Black)	437,400
14. KPRS/Kansas City (Black)	7.5	14. KGFJ/Los Angeles (Black)	418,200
15. WOWI/Norfolk (Black)	7.4	15. KSOL/San Francisco (Black)	401,900
15. WDAS-FM/Philadelphia (Black)	7.4	16. KRLY/Houston (Urban)	372,800
17. WATV/Birmingham (Black)	7.3	17. KACE/Los Angeles (Black)	367,000
18. WVKO-FM/Columbus (Black)	7.1	18. KDAY/Los Angeles (Black)	366,700
19. WBLK/Buffalo (Black)	7.0	19. WOOK/Washington (Black)	363,700
20. WHUR/Washington (Black)	6.9	20. WGPR/Detroit (Black)	357,400
21. WDAO/Dayton (Black)	6.6	21. KKDA-FM/Dallas (Black)	352,000
21. WGCJ/Chicago (Urban)	6.6	22. KBLX/San Francisco (Black)	350,200
23. KRLY/Houston (Urban)	6.5	23. WDRQ/Detroit (Urban)	342,700
24. WYLD-FM/New Orleans (Black)	6.4	24. KDIA/San Francisco (Black)	338,800
25. KNOK/Dallas-Ft. Worth (Black)	6.3	25. WWRL/New York (Black)	334,800

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Contemporary Hit Radio

AQH

Format Leaders

Cume

1. WKXX/Birmingham	11.3	1. WNBC/New York	2,113,300
2. WXGT/Columbus	10.9	2. WABC/New York	1,896,600
3. WSEZ/Greensboro	10.8	3. WLS/Chicago	1,125,700
4. WRBQ/Tampa	10.5	4. KIIIS/Los Angeles	1,015,700
5. WMC-FM/Memphis	10.2	5. WLS-FM/Chicago	946,500
6. WLOL/Minneapolis	10.0	6. WPIX/New York	925,000
6. WWKX/Nashville	10.0	7. KIQQ/Los Angeles	871,100
8. WKBW/Buffalo	9.7	8. WCAU-FM/Philadelphia	863,100
9. WZGC/Atlanta	9.5	9. KRTH/Los Angeles	859,600
10. WPRO-FM/Providence	9.2	10. KFRC/San Francisco	716,700
11. KTFM/San Antonio	9.0	11. KFI/Los Angeles	683,000
12. KBEQ/Kansas City	8.7	12. WBBM-FM/Chicago	664,000
13. WEZB/New Orleans	8.6	13. KRLA/Los Angeles	613,400
14. WNCI/Columbus	8.5	14. KWST/Los Angeles	503,300
15. WBEN-FM/Buffalo	8.3	15. WHYI/Miami-Ft. Lauderdale	492,900
16. WKRQ/Cincinnati	8.0	16. WXKS-FM/Boston	468,400
16. WQXI-FM/Atlanta	8.0	17. XTRA/San Diego (Los Angeles Book)	462,200
18. KTSA/San Antonio	7.4	18. WZGC/Atlanta	456,500
19. WPJB/Providence	7.3	19. WINZ-FM/Miami-Ft. Lauderdale	443,300
20. WXKS-FM/Boston	7.0	20. WPGC-FM/Washington	433,500
21. WTIC-FM/Hartford	6.9	21. WRQX/Washington	426,100
22. WRQK/Greensboro	6.8	22. WLOL/Minneapolis	417,300
23. KCNR/Portland	6.6	23. CKLW/Detroit	416,500
24. WCAU-FM/Philadelphia	6.4	24. WQXI-FM/Atlanta	371,000
25. WGCL/Cleveland	6.3	25. KEGF/Dallas-Ft. Worth	370,500
25. WKJJ/Louisville	6.3		
25. WNBC/New York (Nassau-Suffolk Book)	6.3		

Country

AQH

Cume

1. WZZK/Birmingham	16.6	1. WHN/New York	980,300
2. WTQR/Greensboro	15.6	2. WMAQ/Chicago	810,400
3. KEBC/Oklahoma City	14.7	3. WKHK/New York	777,400
4. WQYK/Tampa	10.9	4. KLAC/Los Angeles	533,400
5. WDAF/Kansas City	10.3	5. KIKK—FM/Houston	482,600
6. KOMA/Oklahoma City	9.5	6. WBAP/Dallas-Ft. Worth	466,700
7. WSIX-FM/Nashville	9.2	7. KSCS/Dallas-Ft. Worth	460,700
8. WCMS-FM/Norfolk	8.9	8. KHJ/Los Angeles	437,600
9. KIKK-FM/Houston	8.8	9. KILT-FM/Houston	435,400
10. WIRE/Indianapolis	8.6	10. WJEZ/Chicago	418,200
11. WBCS/Milwaukee	8.5	11. KZLA-FM/Los Angeles	382,400
11. WDGY/Minneapolis	8.5	12. WWWW/Detroit	377,500
13. WNYR/Rochester	7.9	13. KNEW/San Francisco	360,300
13. WFMS/Indianapolis	7.9	14. WFIL/Philadelphia	347,600
15. KNIX-FM/Phoenix	7.8	15. WIL-FM/St. Louis	320,400
15. WKHX/Atlanta	7.8	16. WUSL/Philadelphia	310,500
17. WBAP/Dallas-Ft. Worth	7.7	17. KSAN/San Francisco	301,700
18. KILT-FM/Houston	7.5	18. WCXI/Detroit	292,200
18. WPOC/Baltimore	7.5	19. WDGY/Minneapolis	290,400
18. KSCS/Dallas-Ft. Worth	7.5	20. WKHX/Atlanta	273,300
21. WKLR/Toledo	7.3	21. KSD-FM/St. Louis	272,800
21. WAMZ/Louisville	7.3	22. KPLX/Dallas-Ft. Worth	263,800
23. WMC/Memphis	7.2	23. WPOC/Baltimore	262,200
23. WCII/Louisville	7.2	24. KSD/St. Louis	256,200
25. WNOE-FM/New Orleans	6.8	25. WSUN/Tampa	248,800
25. WSM/Nashville	6.8		
25. KSOP-FM/Salt Lake City	6.8		
25. KKLR/Oklahoma City	6.8		

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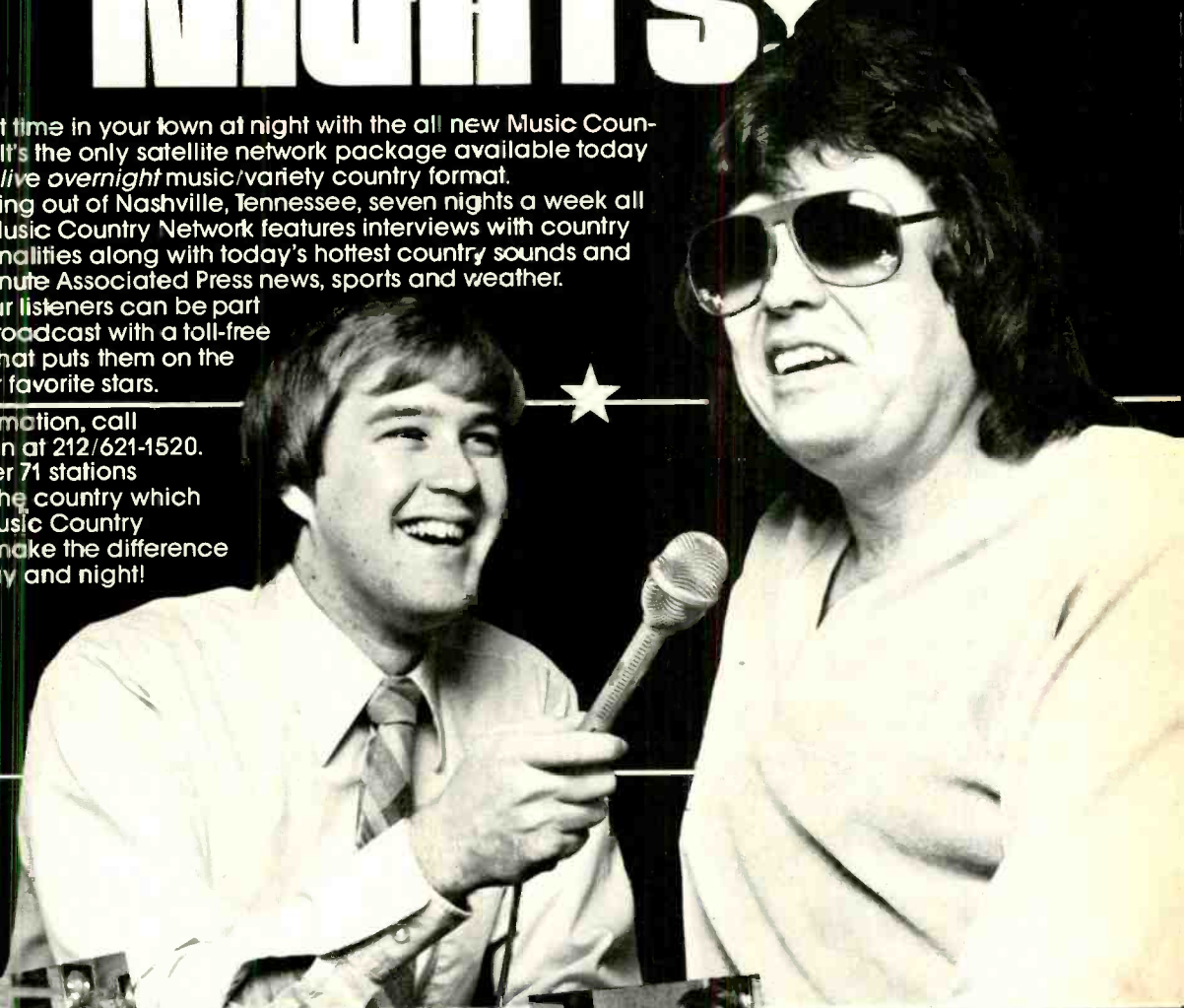
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Dale Turner, WSAI, Cincinnati, Oh.

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News/Talk

Format Leaders

	AQH		Cume
1. KMOX/St. Louis (Talk)	21.1	1. WINS/New York (News)	2,358,700
2. KIRO/Seattle (News)	11.0	2. WCBS/New York (News)	2,296,200
3. KGO/San Francisco (Talk)(San Jose Book)	9.1	3. WOR/New York (Talk)	1,857,000
4. KTAR/Phoenix (News)	8.8	4. WGN/Chicago (Talk)	1,256,000
4. KYW/Philadelphia (News)	8.8	5. KABC/Los Angeles (Talk)	1,240,700
6. KGO/San Francisco (Talk) (San Francisco Book)	8.6	6. KYW/Philadelphia (News)	1,219,500
7. WGN/Chicago (Talk)	7.8	7. KFWB/Los Angeles (News)	1,138,300
8. KCMO/Kansas City (N/T)	6.9	8. WMCA/New York (Talk)	1,025,400
9. KABC/Los Angeles (Talk) (Los Angeles Book)	6.7	9. WBBM/Chicago (News)	958,200
10. WEEI/Boston (News)	6.6	10. KNX/Los Angeles (News)	935,700
11. WOR/New York (Talk)	5.9	11. KGO/San Francisco (Talk)	810,100
11. WWJ/Detroit (News)	5.9	12. KMOX/St. Louis (Talk)	745,400
13. WLAC/Nashville (Talk)	5.7	13. KMPC/Los Angeles (Talk)	725,000
13. KABC/Los Angeles (Talk) (Anaheim Book)	5.7	14. WCAU/Philadelphia (N/T)	692,400
15. KOA/Denver (Talk)	5.6	15. KCBS/San Francisco (News)	675,400
15. WXYZ/Detroit (Talk)	5.6	16. WWJ/Detroit (News)	638,900
17. KRLD/Dallas (News)	5.4	17. WIND/Chicago (Talk)	632,100
17. WOAI/San Antonio (News)	5.4	18. KIRO/Seattle (News)	514,100
19. WAVI/Dayton (Talk)	5.2	19. WEEI/Boston (News)	503,700
20. WINZ/Miami-Ft. Lauderdale (News)	5.0	20. KRLD/Dallas-Ft. Worth (News)	447,000
20. WQBK/Albany (Talk)	5.0	21. WWDB/Philadelphia (Talk)	426,900
20. WPOP/Hartford (News)	5.0	22. WXYZ/Detroit (Talk)	422,600
23. WERE/Cleveland (News)	4.9	23. WINZ/Miami-Ft. Lauderdale (News)	404,700
23. KCBS/San Francisco (News)	4.9	24. WTOP/Washington (News)	369,400
23. WBBM/Chicago (News)	4.9	25. KTRH/Houston (Talk)	339,500

Spanish

	AQH		Cume
1. WRHC/Miami-Ft. Lauderdale	6.4	1. WADO/New York	472,200
2. KCOR/San Francisco	5.5	2. WJIT/New York	397,900
3. KEDA/San Antonio	4.5	3. KTNQ/Los Angeles	298,000
4. WQBA/Miami-Ft. Lauderdale	4.3	4. KALI/Los Angeles	248,000
5. WCMQ-FM/Miami-Ft. Lauderdale	3.6	5. KLVE/Los Angeles	242,400
6. WCMQ/Miami	3.0	6. KWKW/Los Angeles	207,400
7. WJIT/New York	2.2	7. WQBA/Miami-Ft. Lauderdale	180,200
8. KNTA/San Jose	2.0	8. WQBA-FM/Miami-Ft. Lauderdale	138,700
9. KTNQ/Los Angeles	1.9	9. WOJO/Chicago	137,300
9. WADO/New York	1.9	10. WCMQ-FM/Miami-Ft. Lauderdale	136,900

Earth News Radio...

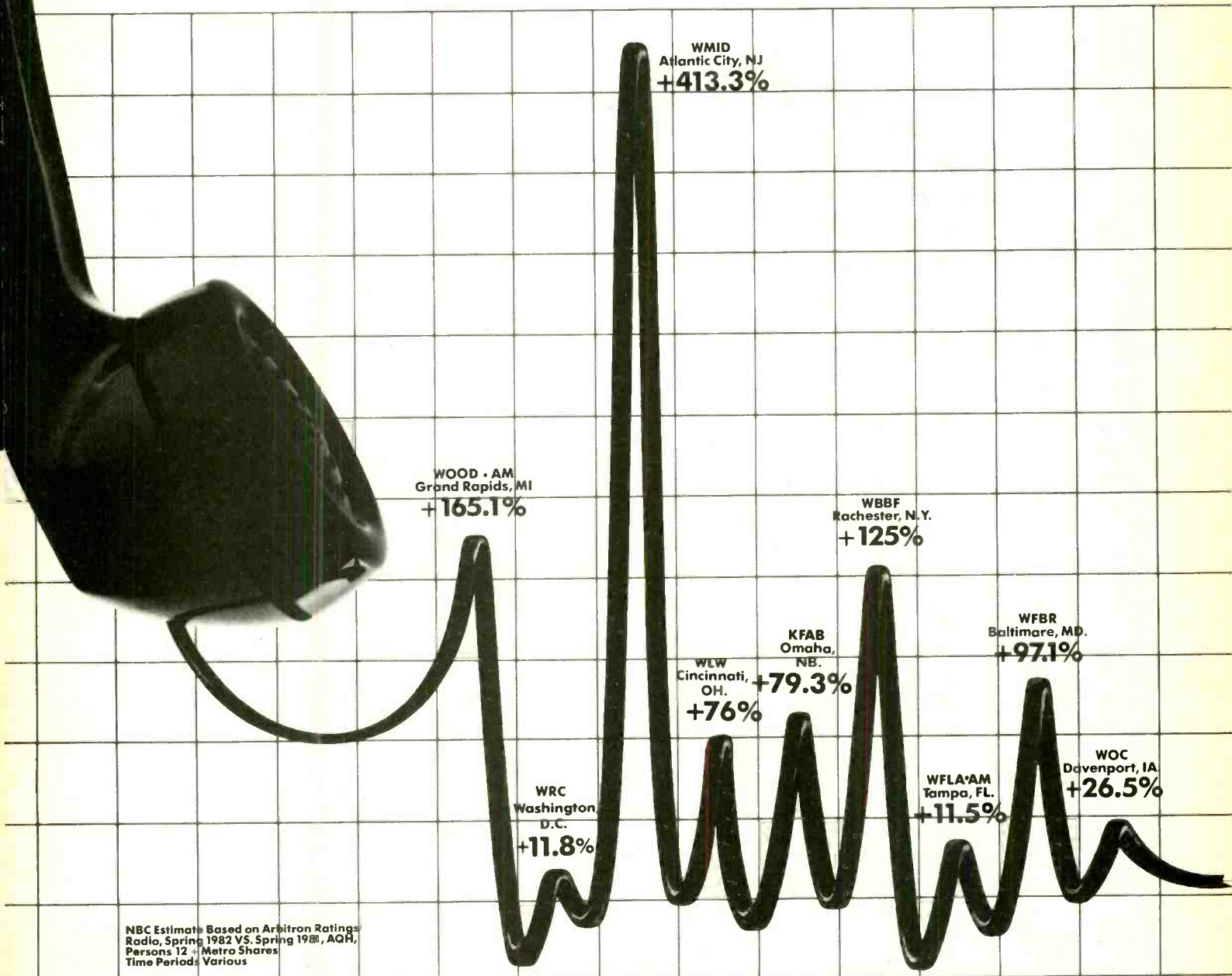
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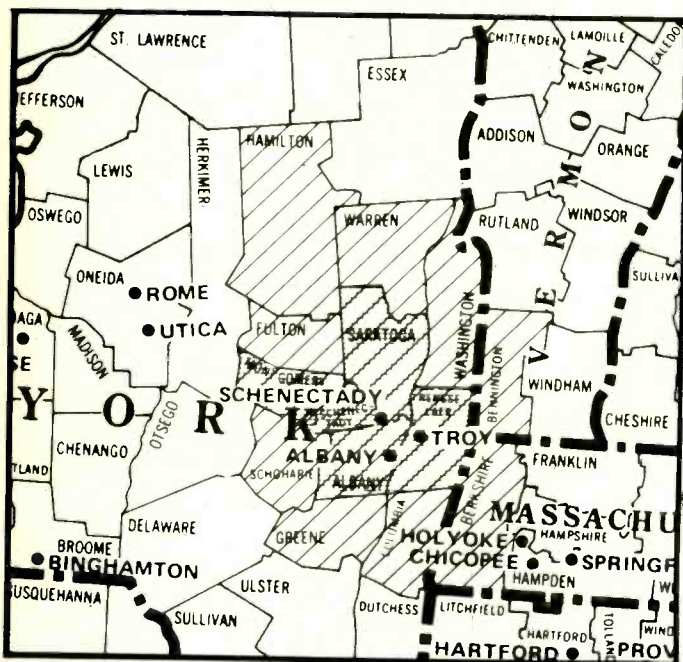
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Spring 1982

Market Overviews

Albany-Schenectady-Troy #49



WGY continued to lead the market, having settled in the mid-teen range on an overall 12+ basis; and for the second time AOR leader **WPYX** hit the double digit level. The rocker grabbed its largest share ever thanks to increased listening by young adult women, coupled with almost a 52 share of teens.

Two other fixtures in the metro did well. **WROW** inched upwards although the station's male numbers slipped again. **WROW-FM** bucked the softer trend nationally for Beautiful Music stations by parlaying almost a 50% increase in male shares into its best overall book in recent sweeps.

Arbitron appears to have done a good job with this survey. The total diary return was up compared to spring '81, with even better male 18-24 representation than usual.

Anaheim-Santa Ana-Garden Grove #19



There's a new number one station among the Orange County entries, as **KWIZ** rose while **KEYZ-FM** slipped. In the big picture, however, L.A. stations dominated as usual.

KMET's AOR sound increased its numbers this book with a jump into the top spot, ahead of **KBIG** and **KABC**. On the AOR format it's interesting to note that in this market **KROQ** surpassed **KLOS**. Key to the **KROQ** surge was a teen boost that garnered the station almost a 30 share of Orange County 12-17 year olds.

Baseball did not have the impact here that might be expected. **KABC**, with the Dodgers, actually slipped from its fall share (although the Dodgers were in the playoffs last fall.) **KMPC** owned by California Angels proprietor **Gene Autry**, usually gains in the spring books and did so again, but the increase was not as substantial as in past years.

No major **Arbitron** problems here. This suburban metro has no DST impact, and the diary return by demo was relatively stable.



Torbet Radio

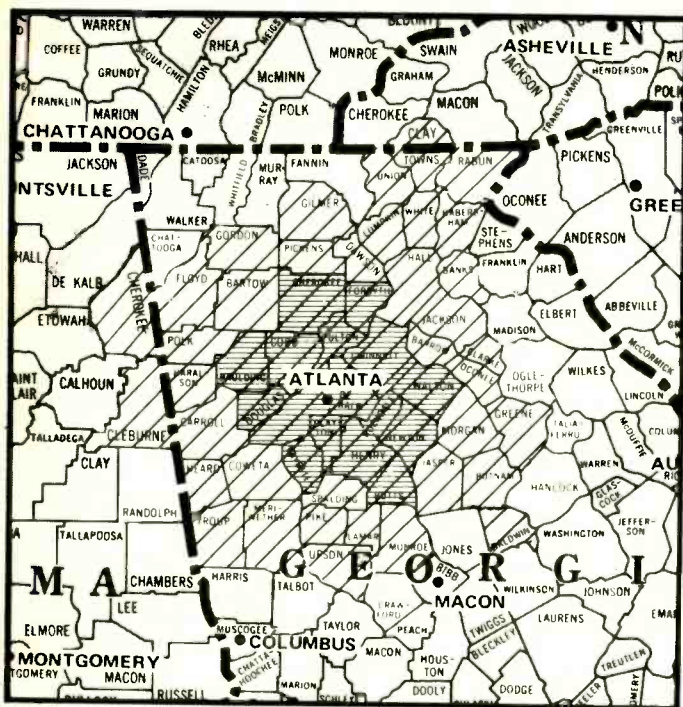
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Denver Los Angeles San Francisco Seattle Portland Salt Lake City Minneapolis

Market Overviews Market Overviews Market Overviews

Atlanta #18



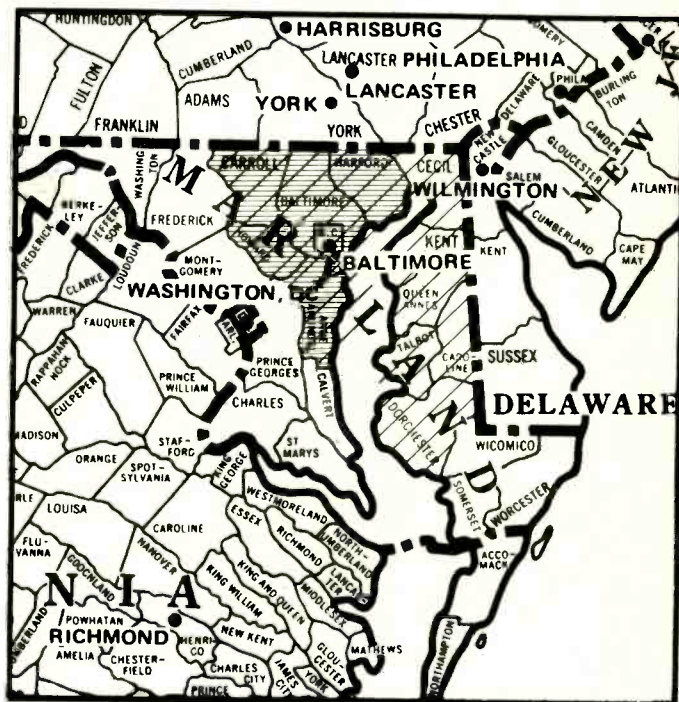
Atlanta has been hit by the biggest shock since Sherman, namely the one-two punch of **Arbitron** methodology adjustments and the presence of **Plough's WVEE**. The Urban Contemporary station was the new leader in this market after coming close in prior surveys.

Every time Arbitron has introduced a notable change into its survey techniques, WVEE has been able to take advantage. When ESF hit Atlanta, WVEE jumped. When the 1980 Census adjustments hit the market last fall, with black population rising 17%, WVEE grew. Finally, with DST in place this spring, WVEE was up again, while other strong properties, including **WSB**, **WZGC**, **WQXI-FM**, and **WKLS-FM**, all saw their shares slip. With overall market listening up 26% compared to the spring '81 sweep, and with much of that gain due to increased black tune-in, WVEE was able to make the most of its programming efforts.

Two other notable station moves this survey: **WSB-FM** dropped its Beautiful Music format to go Adult Contemporary, and made a successful debut. That move made it possible for **WPCH**, the remaining BM station, to prosper this sweep.

A good job of obtaining diaries by Arbitron this time. There were 31% more usable books this spring than in the spring '81 survey. That increase means a notable reliability boost.

Baltimore #15



Listening levels up 13% over the spring '81 totals, a strong showing by Black and Urban Contemporary-formatted stations, and **WBAL** hanging onto the top spot were the highlights of the spring '82 **Arbitron** results here. As in so many markets where DST was introduced, listening levels rose as blacks had the chance to fill in their own diaries. DST hit Baltimore in the winter '82 sweep, injecting additional listening into the equation there, and the spring levels were up again.

WBAL, the full-service fixture in the market, has lost more than two shares overall since DST came into play. **Hearst's** AM leader still had double digits, but how long it will remain there may be a question.

One station to definitely keep your eye on is the Urban Contemporary kingpin, **WXYV**. The station has jumped three shares 12+ since the inception of DST and became a solid number two in the market. **WEBB**, **WSID**, and **WWIN**, all featuring ethnic programming, have also made significant gains since last spring.

This is another market where Arbitron injected additional sample to help the reliability of the estimates. There are 24% more useful diaries in this book than in the results from the spring '81 survey.

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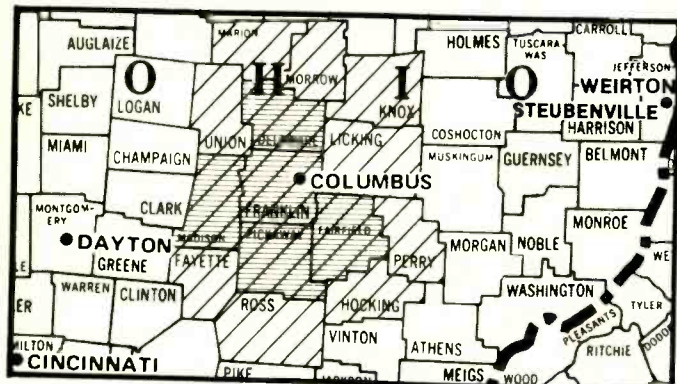
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Columbus, OH #37

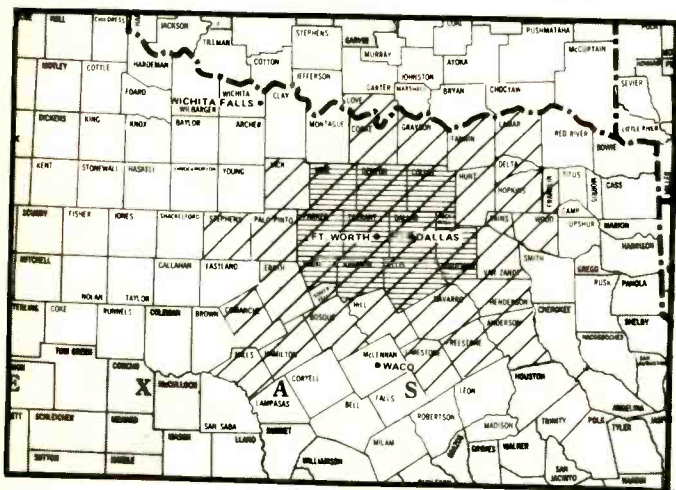


One of the tightest contests for overall supremacy this survey surfaced in Columbus, where AOR fixture **WLVO** and CHR leader **WXGT** virtually tied for the 12+ lead. **WLVO** slipped for the second consecutive sweep but still edged out **WXGT**, which had a stable showing.

DST was inserted into the Columbus survey scene this sweep with interesting impact. Overall listening levels were up significantly from last fall but not much increased over the spring '81 figures. However, the Black-oriented stations in town, **WVFO-AM&FM**, hit paydirt. Their shares rose almost 50% over the fall data, and those numbers were up over the spring '81 shares.

Other than the stations already noted, the only other major shift took place at **WTVN**, which dropped more than three shares from the fall. That is not unusual, however, since the station then carried Ohio State football, more than a passing fancy in Columbus. **WTVN**'s numbers in this book were notably better than they were in the spring '81 book.

Dallas-Ft. Worth #10

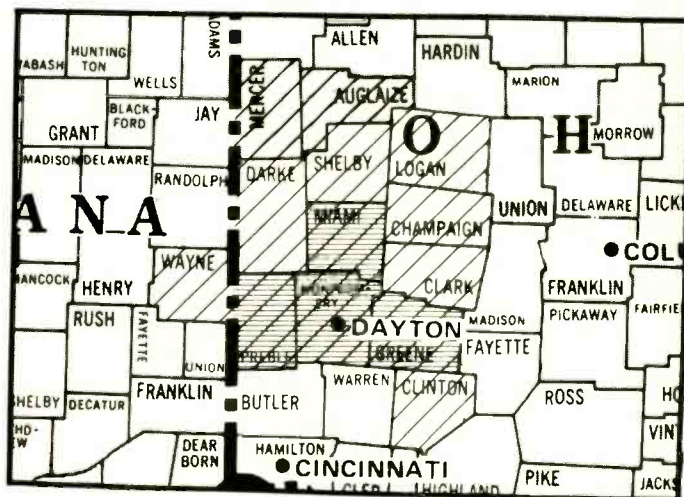


There's a new number one station in the Dallas-Ft. Worth metro as **KVIL-FM** improved at the same time **KSCS** slip-

ped. **KNOX-FM**, perhaps with an assist from DST, rose significantly, and **Jeff Pollack**-consulted **KZEW** rebounded to take the AOR lead narrowly over **KTXQ**.

The impact of DST has been felt in the metroplex for two books now, and in both cases the listening levels have been virtually identical, only about 5% higher than last spring. One other methodology note that may have affected the AOR race: the Expanded Sample Frame in-tab in this sweep was much higher than last spring. Overall in-tab dropped 6% compared to the spring '81 sweep, but the amount of diaries from those with unlisted phones jumped from 19% of the tally in '81 to 32% this spring. ESF fluctuations can have impact on AOR fortunes, since many unlisted folks are young men who tend to be mobile or new to an area.

Dayton #48

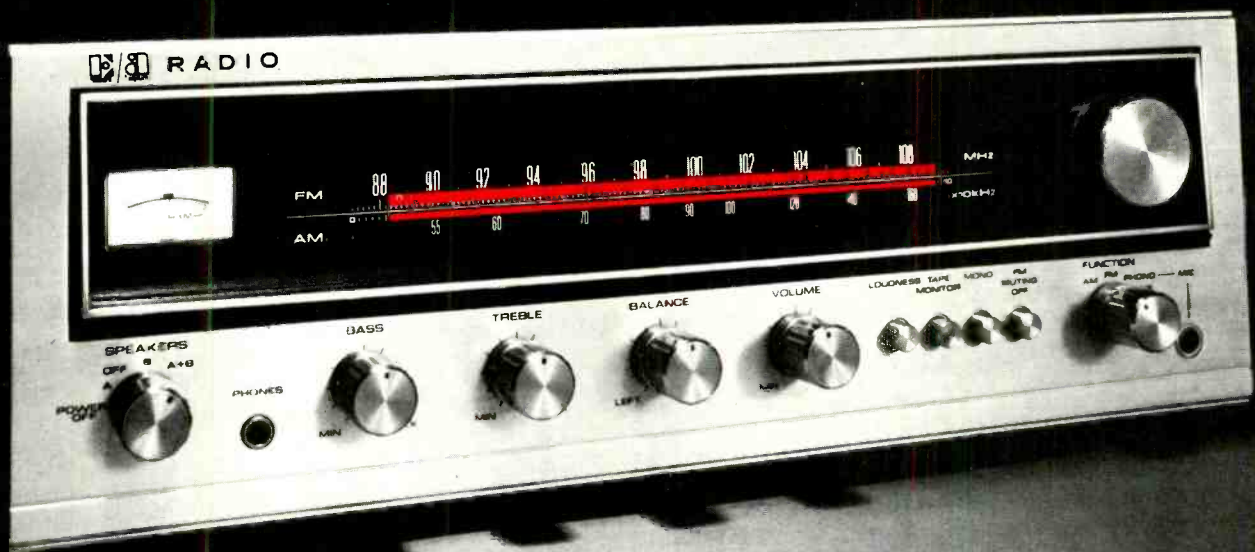


Some very interesting goings-on in Dayton this sweep. **WHIO-FM**, with its Beautiful Music format, maintained a stable showing and kept the top spot. However, **WTUE**, the AOR leader, zoomed into second, past **WHIO**, the foremost Adult Contemporary entity. Others of note included **WJAI**, which did nicely in its Big Band format debut; and Cincinnati's **WBLZ**, an Urban Contemporary station that increased at the expense of **WDAO**, the local Black-targeted property.

DST made its initial appearance in Dayton this survey, which probably contributed to the 9% increase in listening levels in the metro. Another **Arbitron** item worthy of mention had to do with the diary returns.

Although the overall return in the metro was virtually identical to the spring '81 sweep, the young male 18-24 representation was a much different matter. Last year there were 56 diaries to account for the male 18-24 population; this year just 38, a drop of one-third. This means the estimates for stations targeted at this group are less stable, perhaps a factor in the surge of **WTUE** to its best book ever. Another factor in **WTUE**'s jump was the station's doubling of its teen shares, now in the 37 range.

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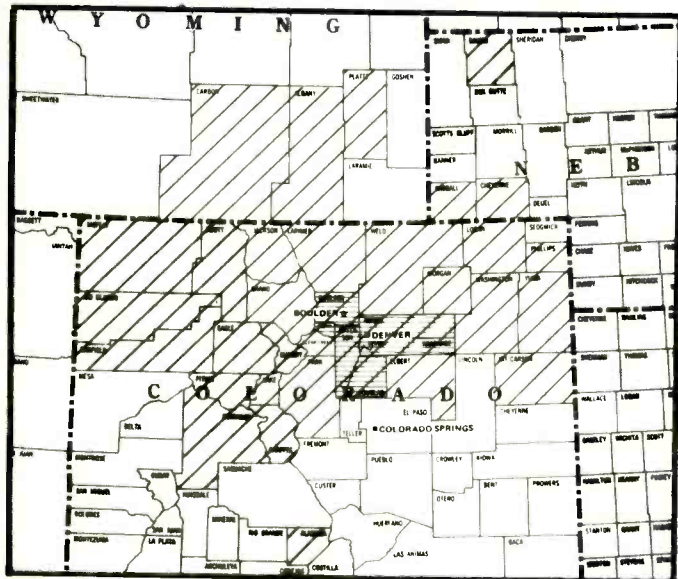


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Market Overviews Market Overviews Market Overview

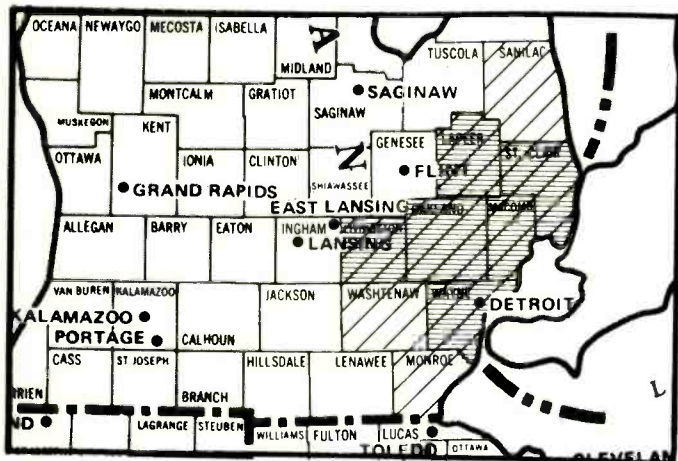
Denver-Boulder #23



Running counter to the softer numbers suffered by many Beautiful Music stations, **KOSI** improved this sweep and emerged as the top station in the Denver metro. On the frantic AOR front, **KBPI** retook the format leadership away from **KPKE** and garnered second place overall. **KAZY** also had a good AOR book, **KLZ** jumped to top the Country universe, and Adult Contemporary leaders **KPPL** and **KHOW** both slipped.

Arbitron factors here were pretty much positive. The overall in-tab was up 19% from the spring '81 tally, and DST is not a factor here. Especially improved was the male 18-24 return, a significant factor in a market where there are so many AOR's competing for sizable audiences.

Detroit #6

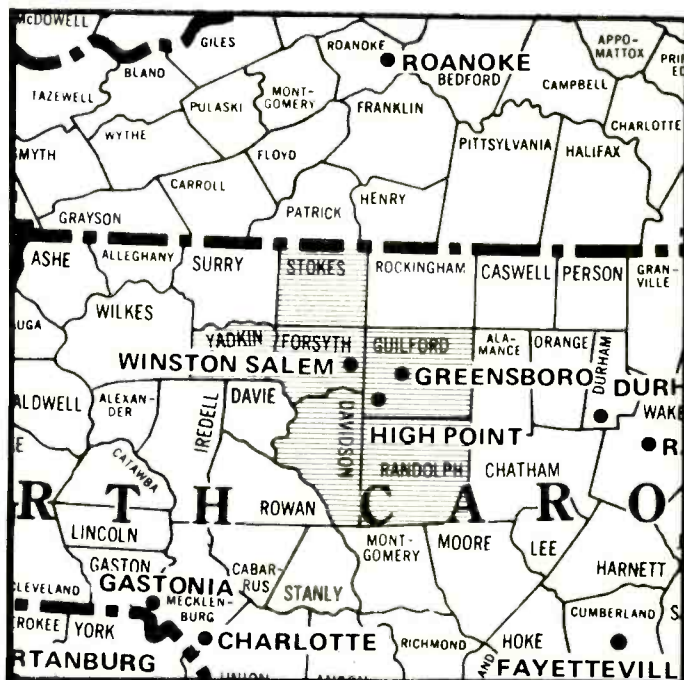


WJR, with Tigers baseball, led the Motown metro as usual, but there are some fascinating battles in the ranks. **WRIF** (ABC) and **WLLZ** (Doubleday) engaged in a fierce

AOR contest, with **WRIF** winning the 12+ trophy and **WLLZ** topping the teen category. Among the Country stations **WWW** reclaimed its leadership as **WCXI** slipped. It will be interesting to see what the addition of **WCXI-FM** (formerly **WTWR**) will have on upcoming Country battles. Finally, with the advent of DST, the ethnically-oriented stations began to assert themselves. **WDRQ**'s Urban format debuted strongly, and **WGPR** and **WJLB** cannot be ignored as potent market factors.

No serious anomalies in the survey methodology here. The total in-tab was up 23% compared to spring '81, making these estimates more reliable than past spring sweeps. As for DST it probably helped boost listening levels, up 9% from pre-DST figures.

Greensboro-Winston Salem-High Point #46



WTQR continued to dominate the Piedmont area with Country shares in the mid-teens, stable from previous efforts. However, another double-digit station in the metro, **WSEZ**, came to the fore. This CHR entry bolted to its best 12+ score ever while the competition remained level.

Other winners worthy of note included **WKZL**, which notched its second consecutive increase; and **WQMG**, a Black-targeted station. With DST hitting the metro for the first time and helping to raise listening levels 17% (much of that due to increased black diary entries), it might have been expected that some of the ethnically-oriented stations would rise. Besides **WQMG**, **WAAA** and **WEAL** saw increases in their shares. **WGLD**, the Beautiful Music leader, continued to slip, however.

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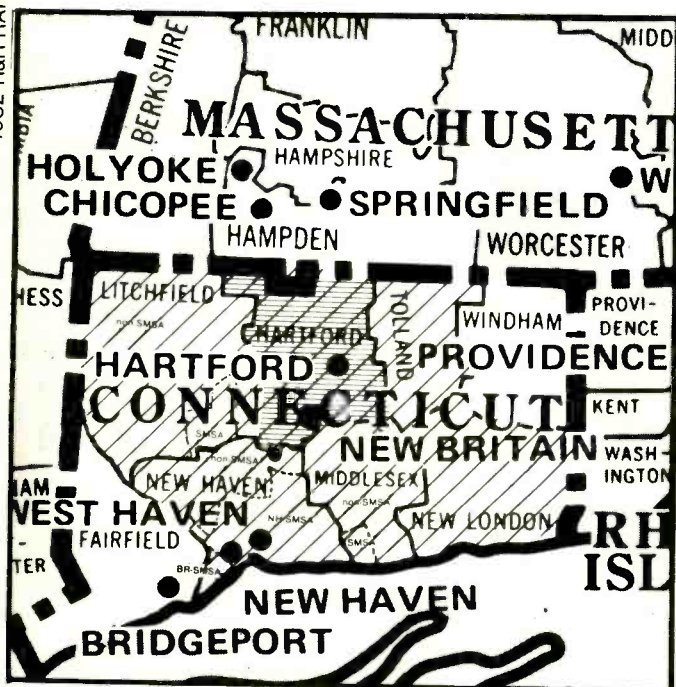
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Hartford-New Britain # 40



WTIC just keeps rolling along, although the mighty station's numbers slipped this book, even with Red Sox baseball. WTIC-FM was stable, WRCH and WPOP increased, and WRCQ's A/C numbers almost doubled.

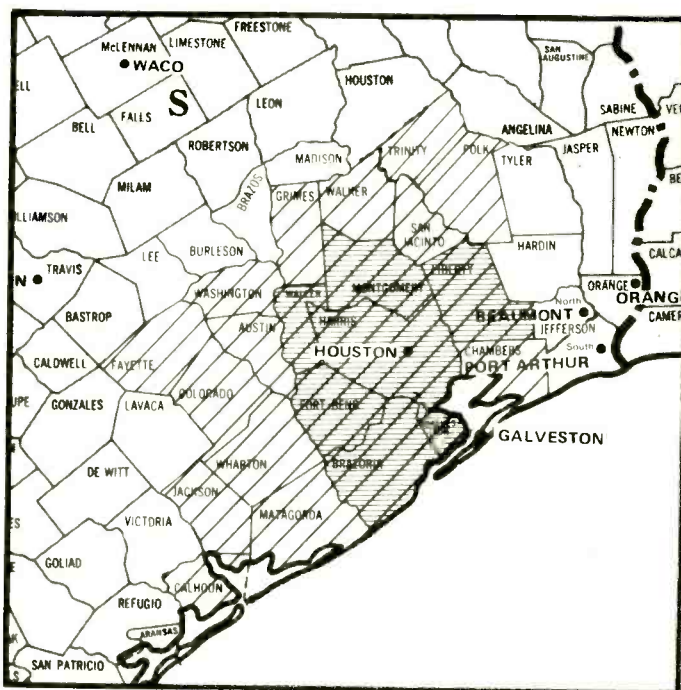
Good news from an **Arbitron** perspective this book. Compared to the spring '81 survey the number of usable diaries was up almost 40% this sweep. The additional 400 diaries means users of these numbers can place more faith in them.

WTIC was most hurt by declines in its male shares while the station's female numbers were firmer. WTIC-FM also saw a decrease in its male figures but posted significant gains among the young adult ladies, particularly in morning drive.

For the 35+ demos WRCH and WPOP were popular. WRCH rebounded from a soft fall '81 book with advances among both genders, while WPOP made huge strides among the female listeners. Key dayparts for the WPOP growth among women were mornings and middays.

WRCQ tripled its male shares compared to the previous survey. It appears that the station's fall numbers were soft due to a sampling wobble.

Houston-Galveston # 8



Unstable ethnic returns compared to the winter survey, along with a reduced in-tab total compared to the spring '81 report, call for close scrutiny of this Houston book. Overall in-tab was down approximately 10% compared to the previous spring data, while there was almost a 25% drop in usable diaries from men 18-24. With DST having hit in the winter book, black diaries totalled 526, but only 364 were returned in the spring, a 31% decline. Hispanic return was down also, and **Arbitron** significantly under-achieved in getting back enough completed diaries from Hispanics. The ratings firm wanted 14% of the total return from Hispanics, but only 8% actually came back. That necessitated a notable amount of weighting, increasing the cume value of each Hispanic diary.

Perhaps at least partially owing to all the potential for unstable estimates, particularly for stations with ethnic or Urban appeal, Urban Contemporary **KMJQ** came out on top, with another Urban property, **KRLY**, also showing significant improvement. Two Country stations did well — **KIKK-FM**, which remained in the runner-up spot, and **KILT-FM**, which increased its share and captured third place.

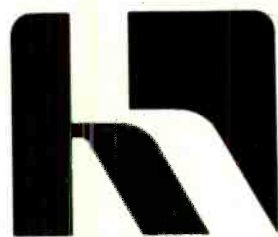
Other significant showings included the increases posted by **KFMK**, which took the lead among the A/C stations, and **KLOL**, which extended its AOR dominance. Beautiful Music leader **KODA** slipped.

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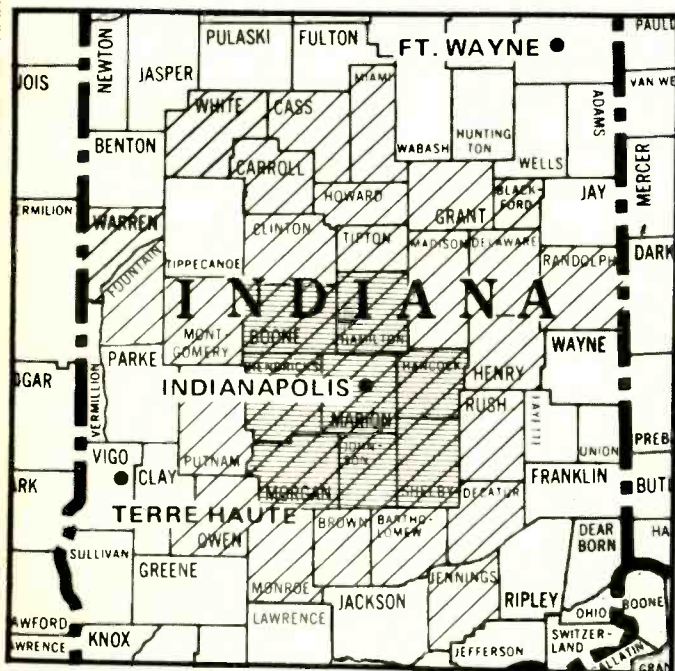
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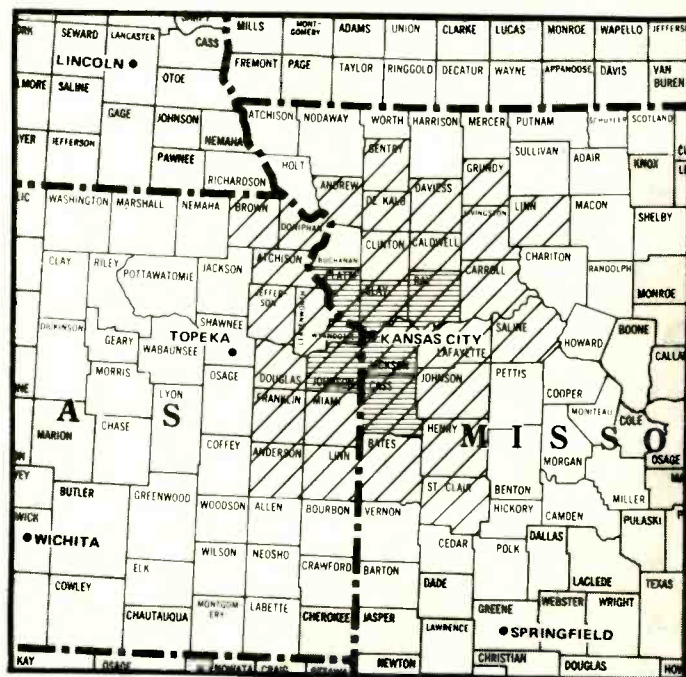


WIBC rebounded from some slippage in the fall '81 sweep to extend its lead in the metro. **WXTZ**, the Beautiful Music standby, improved — quite an accomplishment with the onset of DST. Speaking of DST, it may have helped **WTLC** to finally cross the double-digit threshold and rank third this book, but **WTLC** has consistently been a strong factor in Indianapolis.

WENS improved on its notable A/C debut; **WFBQ** lost some audience in a possible wobble; and **WIKS** rebounded from a softer fall book. **WNAP** tumbled while Country **WFMS** received its lowest share in recent sweeps.

Pretty stable market from an **Arbitron** perspective. The total in-tab levels were basically level from spring to spring. DST was introduced this survey but boosted the listening levels only 9%, nothing dramatic compared to other metros.

Kansas City #29



WDAF continued to lead the DC metro but by a smaller margin than before. The Country pacesetter had its third consecutive down book, and barely held onto a double-digit share.

A longtime factor in the market, **KMBZ**, rebounded from a series of soft books. Royals baseball broadcasts helped. Others showing notable gains this sweep included **KBEQ**, which added almost two shares; and **KUDL**, which recouped from slippage in the winter book earlier this year.

DST was brought to Kansas City in the winter '82 survey. Listening levels overall have risen slightly by about 9%. The estimates here don't seem to have been significantly affected by the use of DST.



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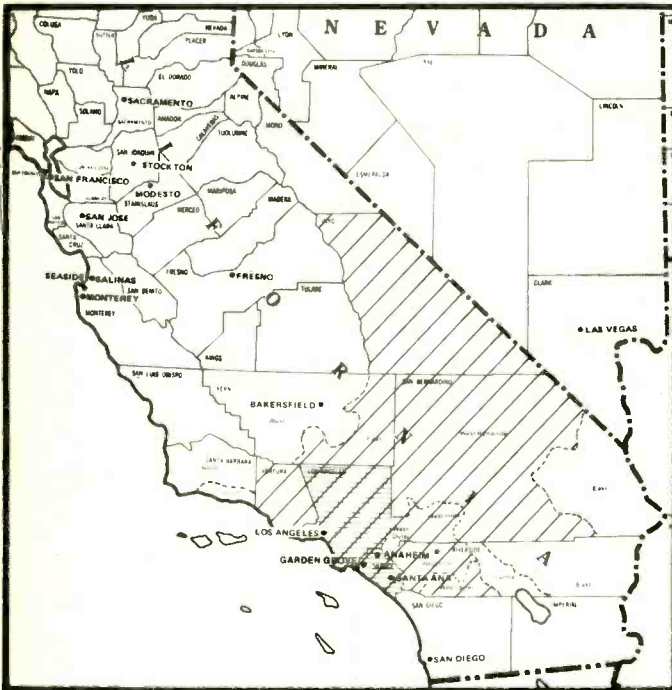


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Los Angeles #2



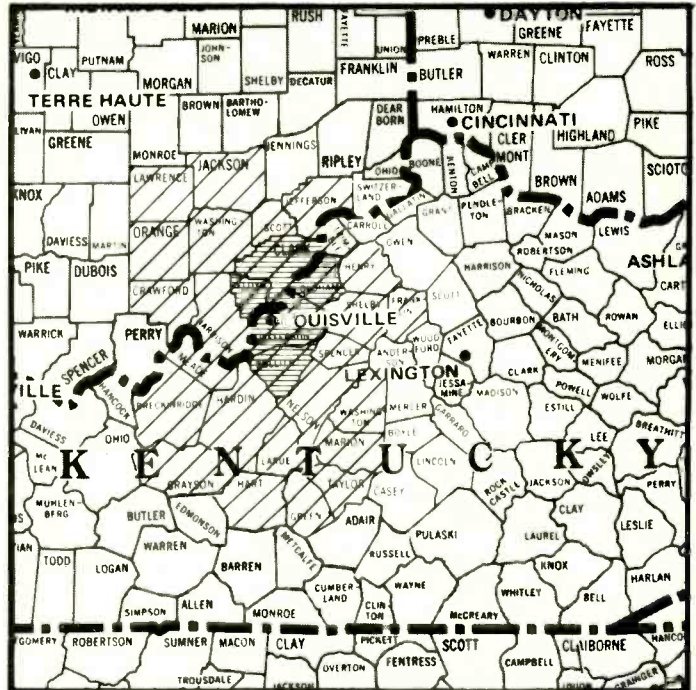
KABC with Dodgers baseball stayed on top this sweep, but not as securely as in past spring books (down two from a year ago). **CHR** and **AOR** were stronger this survey, but Beautiful Music and Country were softer.

New strength was evidenced by **KIIS** and **KIQQ** in the **CHR** race. In addition, the **AOR** share of the overall L.A. audience has jumped, largely due to the growth of **KROQ**.

All the leading Beautiful Music stations were down compared to the spring '81 results, although the losses were not huge. Country shares were down almost 25%, compared to last year's spring data. If **KLAC** had not had the champion Lakers basketball games, the station might have been softer.

Keep in mind that the always difficult male 18-24 cell suffered since the spring '81 survey. In that book almost 310 diaries were returned from this key demo. In the winter and spring '82 data only about 240 were returned. This significant decline may have led to instability in the estimates for stations that skew 18-24.

Louisville #41



WRKA emerged on top this sweep, taking the lead for the first time as competitors **WHAS** and **WAVG** slipped. Former market leader **WVEZ**, the Beautiful Music kingpin, dropped in this book as did so many other BM stations nationwide.

DST hit Louisville in the winter '82 sweep and listening levels jumped at that time. Levels for the spring returns were comparable, up 20% compared to the listening in the spring '81 survey. One station that may have profited from the Census and **DST** adjustments is **WLOU**. This Black-targeted daytimer has increased its overall share almost 50% since the **Arbitron** methodology changes were made, and was second to **WRKA** in the metro.

On the Country front the scores couldn't be closer — **WAMZ** garnered a 9.3 versus a 9.2 for **WCII**.

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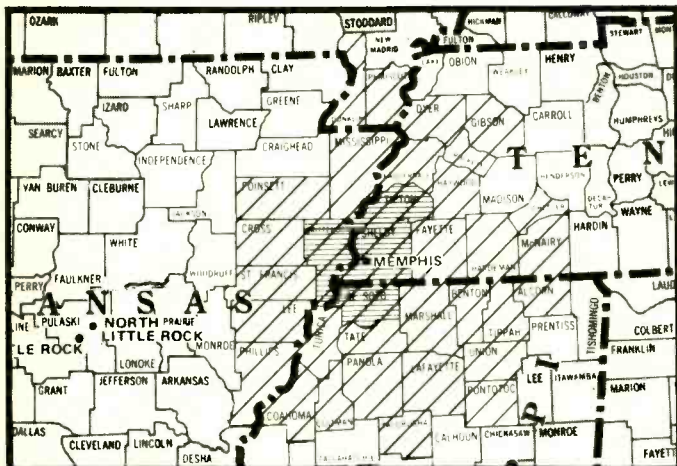
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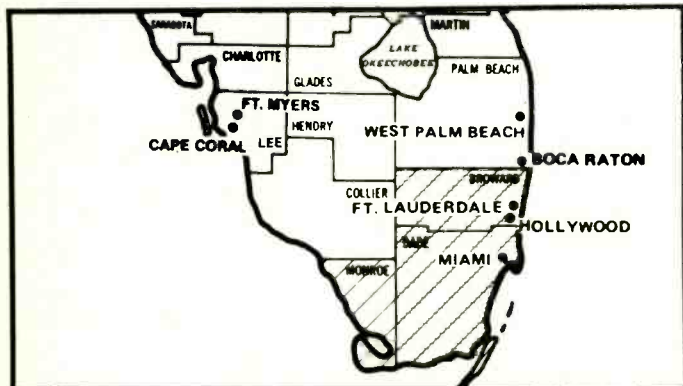


That shellshocked look on the faces of some Memphis broadcasters was because of the impact of DST on the spring numbers in that market. Listening was up 34% on a spring-to-spring comparison, the ethnic/Urban stations comprised three out of the top five in the metro, and who knows what the next sweep will bring?

WHRK, which soared after the ethnic population updates were plugged into the fall survey methodology, dropped dramatically this time, but competitors **KWAM-FM** and **WDIA** picked up the slack. All three are neck-and-neck.

Leading the market this sweep was **WZXR**, the AOR entry, which rebounded from a softer fall book. Also recovering, and ending up in second place overall this survey, **WMC-FM**, the CHR pacesetter. Other notable results were the improvement by A/C entity **WRVR** and the drop of Beautiful Music fixture **WEZI**.

Miami-Ft. Lauderdale-Hollywood #11



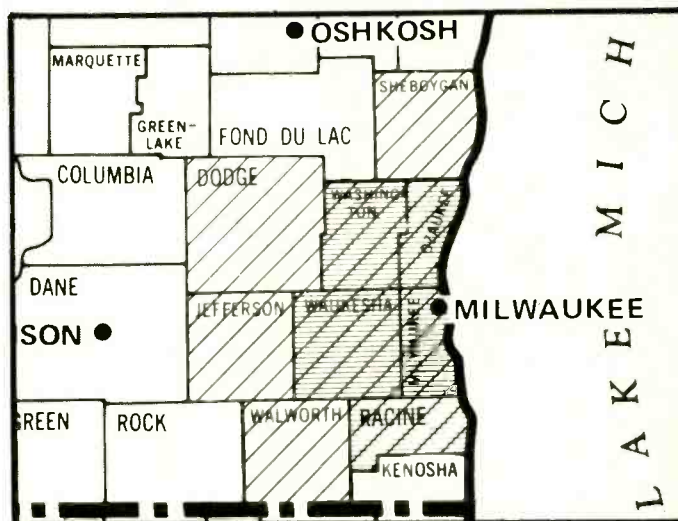
The South Florida market is one of the most fascinating in the nation, and this Arbitron sweep accentuated the air of excitement. This is the first sweep in which Arbitron has combined the Dade and Broward County metros into one

market as a regularly-produced syndicated book. Merging the two counties means that South Florida now rates as the 11th largest metro, and one of the most disparate metros around.

Keep in mind some key factors that go hand-in-hand with the redefined metro boundaries. You'll note that there are share trends listed in the book, and you may wonder how that could be, since this is the first syndicated combined metro report. The answer is that the previous numbers come from the special reports done in prior years — such specials combined the metros in much the same way that the regular syndicated report now does.

WLYF, a Beautiful Music station, emerged from all this as tops in the combined metro. Other formerly strong stations did well too, with Hispanic **WRHC** runner-up, followed by CHR **WHYI**. Other winners included **WAIA**, **WAXY**, **WINZ-FM**, **WQBA**, **WSHE**, and **WYOR**.

Milwaukee-Racine #25



Another strong performance by the Country leader, a soft Beautiful Music showing, and continued slippage on the part of one of the former market leaders highlighted the results here.

WBSC-FM slipped but remained tops overall as DST hit the market for the first time (Milwaukee beat back attempts by **Arbitron** to install a winter book, which would have been the first usage of DST), while **WTMJ**, formerly dominant in the market, slipped again for the sixth straight book. **WISN** was stable for third; but **WEXW**, which led the market last spring, has lost 42% of its share in the meantime — including a three-share drop this spring.

Other noteworthy events included **WQFM** taking the AOR lead from **WLPX**; Urban **WLUM** rising to almost double over the spring '81 book; and **WOKY**'s debut as a Big Band station, almost tripling its previous numbers.

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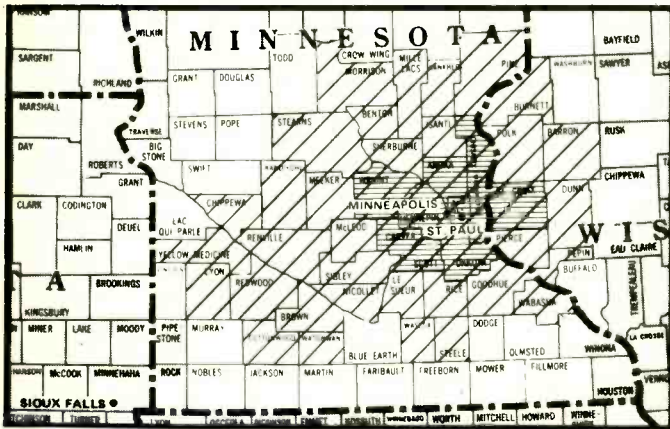
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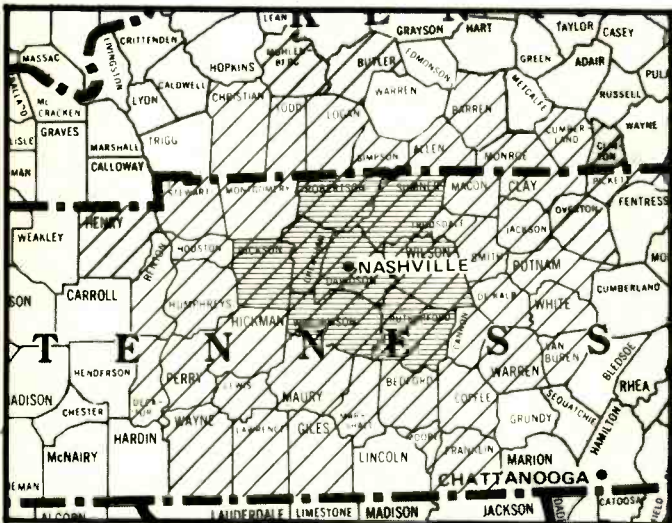


WCCO slipped to its lowest share in recent years, a "measly" 20. But the biggest news in this Twin Cities book was the emergence of **WLOL**, which more than doubled its previous numbers with the aid of consultant **Paul Christy**. **WLOL**'s rise into double digits nibbled into **KSTP-FM**'s share, as that station went down more than two. **KSTP-FM** was still second in the market and topped the 12 threshold.

Other noteworthy happenings included a strong performance by Country-formatted **WDGY**, as it rose to its best share ever. Both leading AOR's, **KDWB-FM** and **KQRS-FM**, slipped this survey, with **KDWB-FM** still on top.

DST is not a factor in the Twin Cities, since there is little ethnic population there.

Nashville-Davidson #44



WKDF had a stable showing this sweep and thus emerged as the top station in the Nashville area. **WWKX**, which topped the fall '81 results, slipped owing to female losses and ended in second, still in double digits 12+.

There was a new major factor in the market, **WVOL**, the Black-formatted station. With DST's influence in this book **WVOL** rebounded almost three shares and moved into third place. It jumped when **ESF** hit the market two years ago, but slipped in the meantime, and thus will bear watching to see if it can sustain the healthy gains posted this survey.

Tied for third with **WVOL** was **WZEZ**, a Beautiful Music station that seems to have consistently soft spring books. It will be interesting to see if **WZEZ** recovers in the fall as has been its pattern, or whether or not DST will be too much to overcome.

The other key stations were **WSIX-FM**, which held a level share and copped fifth overall; and the **WSM** stations. **WSM-AM** and **FM** both improved, recovering from weaker showings last fall.

Nassau-Suffolk #12



WNBC was still king of the hill on Long Island, but the king's crown has slipped lately — since last spring the **CHR** leader has dropped over three shares. That slippage, combined with the growth of **WBLI**, puts a Long Island station within striking distance of winning its own market. That would be a first.

Nassau-Suffolk has been relatively unaffected by all the recent **Arbitron** methodology changes. DST is not a factor here, and thus this may be one of the rare metros where the leading Beautiful Music stations, **WRFM** and **WPAT-FM**, did better this spring than last.

WKTU, **WRKS**, and **WPLJ** posted higher numbers here this sweep. Part of the reason may have been the increase in returned sample from unlisted households. The **ESF** returns were up 33% over last year, a significant boost.

Statement to the Industry

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- 4) Qualitative/Product Usage data was named as the most desired information not currently available in ratings books (at that time).
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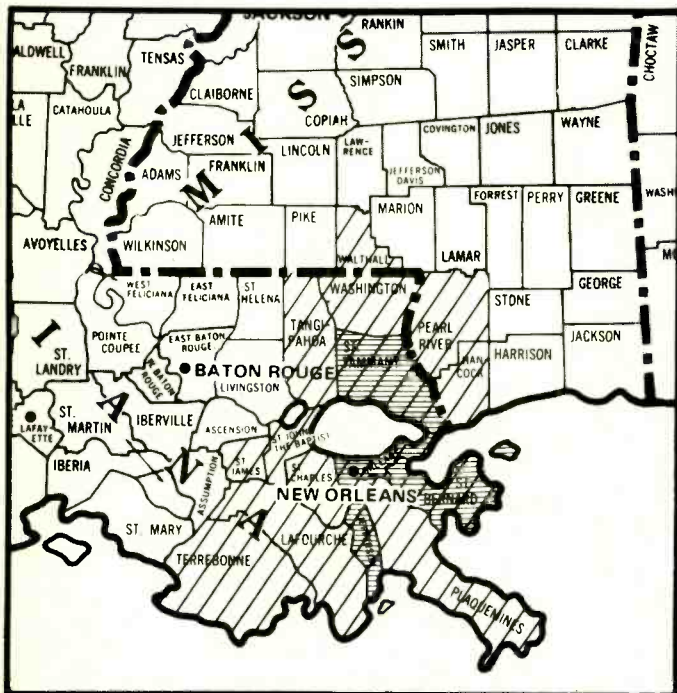
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Sincerely,



Tom Birch
President

New Orleans #33

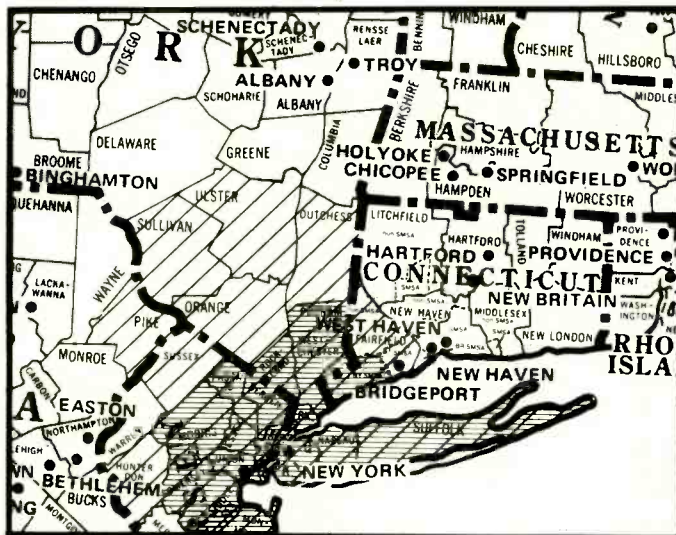


WAIL sailed on taking the top spot in the market this survey with almost a 13 share. The Urban Contemporary station passed **WEZB**, the previous leader, which slipped three shares this sweep.

Did DST assist **WAIL**? Possibly, since the methodology hit New Orleans for the first time in this survey and listening levels jumped more than 26% overall. All of the stations targeted for Urban or black appeal were up, with the exception of **WYLD-FM**, which was down slightly.

WRNO bucked the tide of stations that saw share declines in the wake of DST's jolt. This AOR virtually tied for second and posted its best book in recent sweeps. **WTIX** also rebounded from a slip in the fall survey, but it was unable to make up all the ground lost last fall.

New York #1



Stronger Urban, AOR, and Country shares were evident in the spring '82 **Arbitron**, even as CHR and Beautiful Music slipped. With **WKUT** and **WRKS** ranking 1-2 in the market, Urban continues to be the format for Gotham. **WPLJ** and **WNEW-FM** both scored healthy increases this go-round, and **Doubleday's WAPP** is waiting in the wings. **WHN** widened its lead over **WKHK** both stations showed that Country growth is still possible in the big city.

Former market kingpin **WABC** found it tough going in its last CHR book, in transition to Talk. Likewise, **WNBC** scored its softest report card in recent surveys. On the Beautiful Music front things were not any better. **WRFM**, **WPAT**, and **WPAT-FM** were all down from last spring and from the winter '82 numbers.

Some interesting methodology notes to keep in mind here. The Urbans and AOR's might have benefitted from the big jump taken by the unlisted portion of the sample. ESF diaries were up 43% this spring versus spring '81. Also, the amount of Hispanic return soared this survey, with a 50% increase over the winter results. Urban stations with notable Hispanic appeal could have been the beneficiary of this jump.

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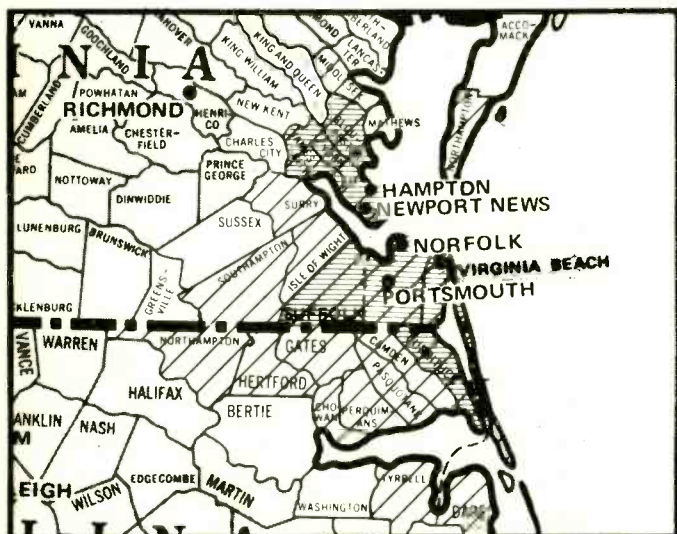
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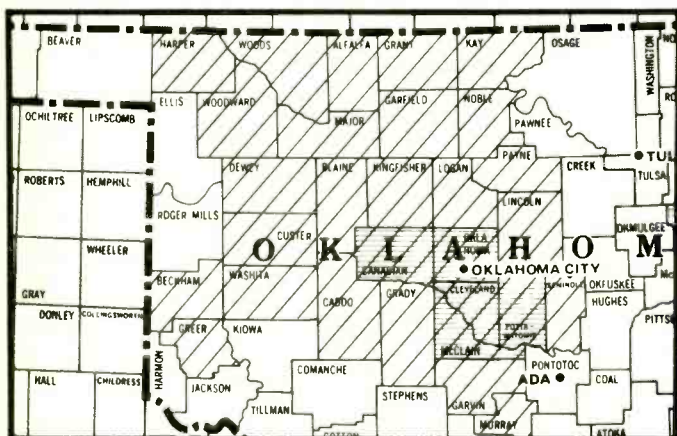
Norfolk-Portsmouth- Newport News- Hampton #34



For the second straight survey **WCMS-FM** topped the Tidewater metro. Although the station's share slipped this sweep, other stations suffered the same fate as DST hit and boosted the Black station figures, so **WCMS-FM** remained first. **WFOG** slipped from double digits but retained second, tied with **WNOR-FM**, which climbed handily this book. Its AOR competitor, **WMYK**, delisted in the fall, came back with a vengeance and captured fourth overall.

The stations appealing largely to blacks did well with DST in place. **WOWI** moved into one of the top spots in the market, **WPCE** more than doubled its 12+ share, and **WRAP** improved too.

Oklahoma City #47



Oklahoma City had a fairly clean survey as things at **Arbitron** go. There was no DST and the ESF percentage in the market is not huge. Thus, the dramatic changes seen

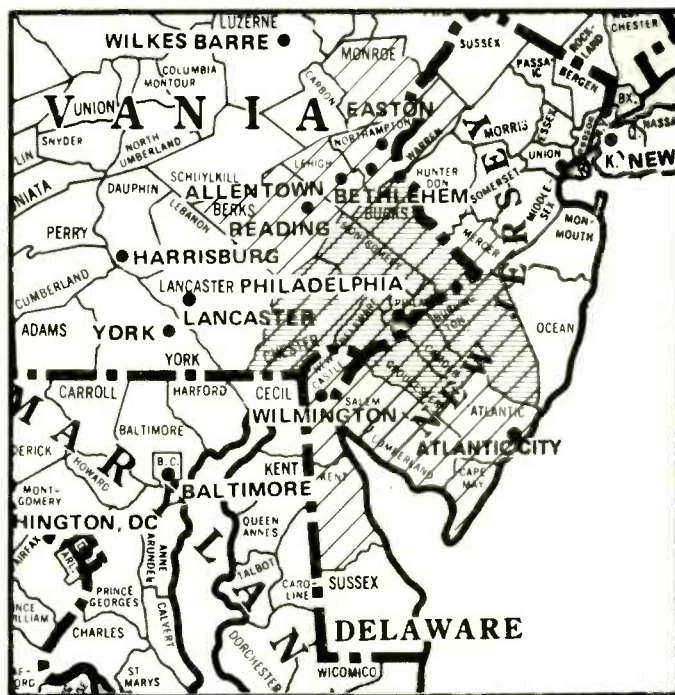
in this book are even more noteworthy, since survey flukes seem to be a relatively minor factor here. Country music went wild in this book.

For the third straight book Country **KEBC** was tops, up three shares to its highest ever, almost 15. Runner-up **KTOK** slipped but its A/C format was still in double digits.

Other major shifts found **KOMA** up nicely, into third place; **KKLR** almost doubling with its version of Country; and A/C **KLTE** and **KLNK** each adding two shares.

One other note, on the downside. **KKNG**, the Beautiful Music station that formerly led the market, slipped again and has now lost half its shares in the last year.

Philadelphia #5



KYW slipped to its lowest share in memory, **WMGK** rebounded while **WCAU-FM** slipped, and **WCAU** climbed with Phillies games. With the advent of DST, listening in the spring book was up 19% versus the spring '81 sweep.

When the Phillies went to **WCAU** it was thought that **KYW** might slip, and sure enough, it did. **WMGK** and **WDAS-FM** were within striking distance of knocking off the perennial pacesetter this survey — perhaps in the summer that will happen.

WCAU-FM slipped this sweep from its winter high. Others moving down included Beautiful Music stations **WEAZ** and **WWSH**. The AOR scene found **WMMR** strong and stable, **WIOQ** up notably, and **WYSP** softer. Black **WDAS-FM**, which rose in the winter when the DST technique first hit, was down somewhat in this report.

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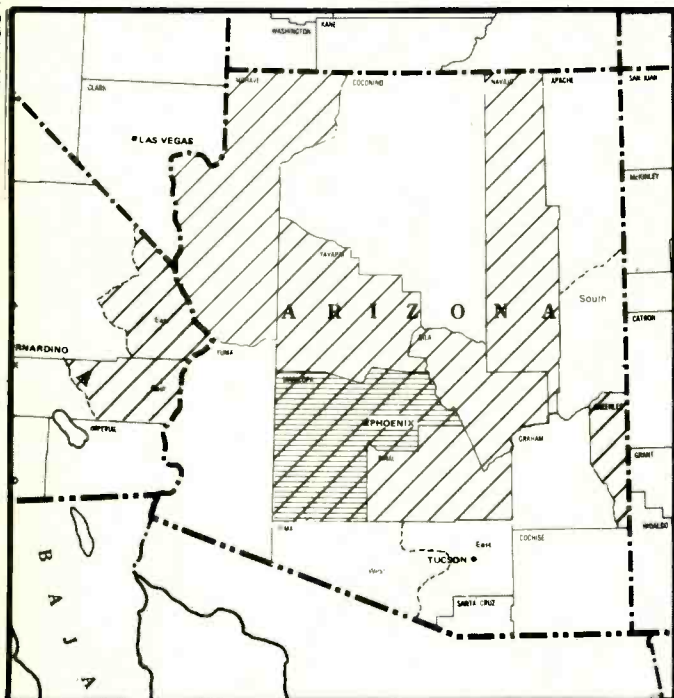
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Phoenix #24

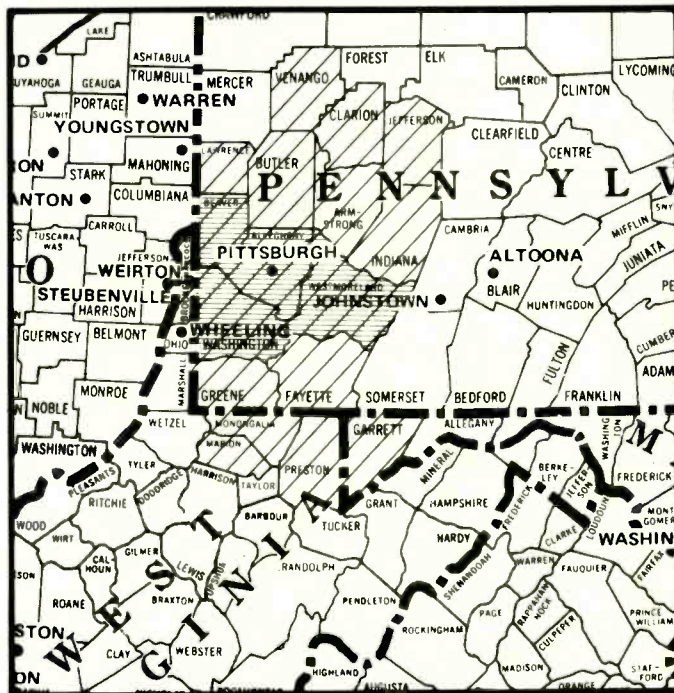


DST won't hit Phoenix until next year (when DST for Hispanics is unveiled). Thus, this appears to be a relatively stable survey, with listening levels almost identical to the spring '81 survey.

KTAR regrouped and came out on top this book after some slippage in the winter results. Following closely was **KMEO-FM**, the top Beautiful Music station which had led the winter standings. Perennial Country power **KNIX-FM** was fourth, right after **KWYT**, which jumped two shares with its easy sound.

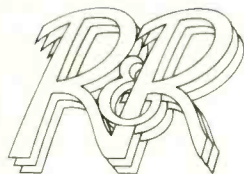
The AOR race became closer as **KUPD** grew while **KDKB** slipped. **KKLT** saw its new "K-Light" campaign catch on, but the leading CHR's, **KOPA-FM** and **KZZP-FM**, both suffered losses.

Pittsburgh #14



KDKA returned to the 20 share level, with the boost Pirates baseball usually adds during this sweep. A distant second belonged to **WAMO-FM**, the Black powerhouse, followed by AOR **WDVE** and Beautiful Music **WSHH**. **WTAE** slipped, **WWSW** had a stable book, and both leading CHR stations, **WBZZ** and **WXXK**, rose.

DST hit Pittsburgh in the winter '82 sweep. Although listening levels did jump at that time, they have since receded and were virtually identical this spring compared to spring '81. DST has apparently been well absorbed by **Arbitron** and the Pittsburgh marketplace and has improved the research without upsetting the applecart.



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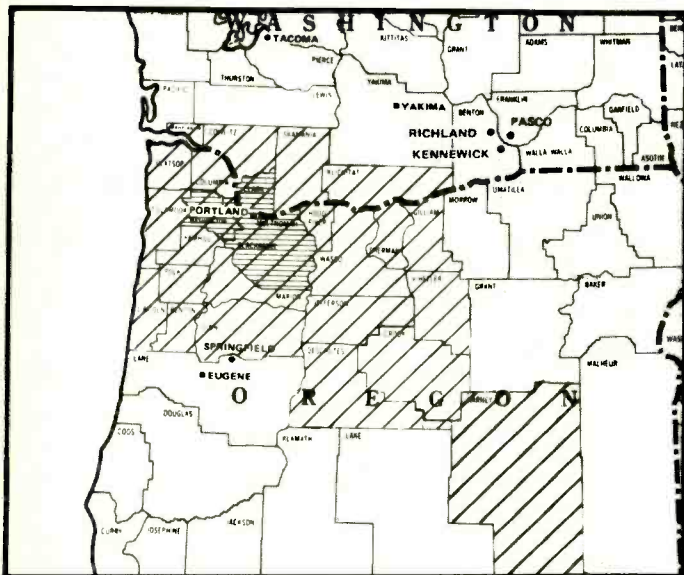
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*ARBITRON/Spring '82: Metro, 12+, 6AM - 12M, Mon. - Sun.
KTAR and KKLT are Pulitzer Stations

Portland, OR #30



Portland is one of the DST-free markets, but has a dominant station that apparently refuses to be thrown off course. **KGON**, the AOR standard in the City of Roses, jumped again and earned more than a 13 share of the 12+ audience. A 55 share of teens didn't hurt, but **KGON** also scored increases among the young adult universe.

KGW suffered a dip of one-third in its total share. **KINK** and **KWJJ**, along with **KXL-FM**, were softer too. **KLLB** rebounded, **KUPL** posted its best share ever with its Big Band sound, and **KYTE**'s Country appeal began to recover strength.

Providence-Warwick-Pawtucket #26



In its second book under the guidance of **Jeff Pollack**, **WHJY** became the story in the Providence metro. The AOR hit double digits this sweep and barely missed knock-

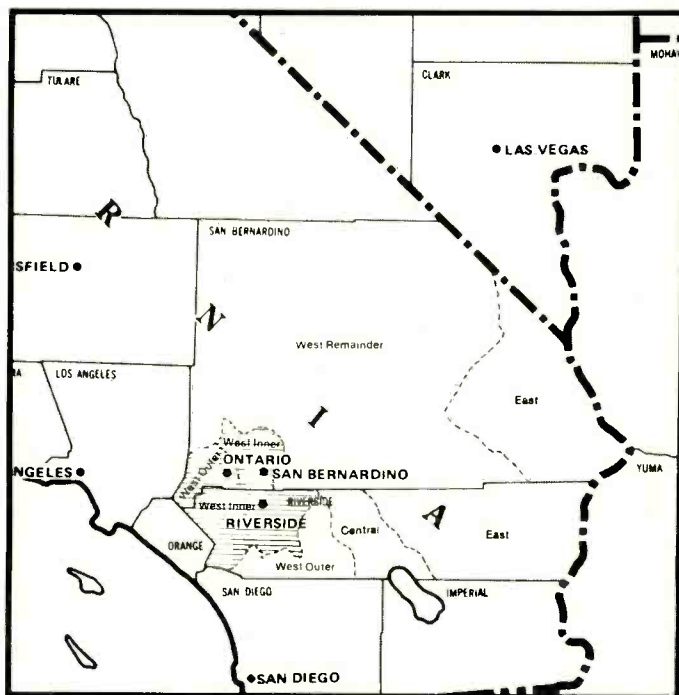
ing off perennial leader **WLKW-FM**, the Beautiful Music standard-bearer.

Other success stories included the rebound of **WPRO-FM**, **WPJB**'s increase and recouping from a soft fall book, and **WHJJ**'s best showing to date.

One station that slipped is noteworthy because of its usual leadership stance in the Providence metro. **WPRO** moved to its lowest share in several sweeps.

No DST impact in this metro, owing to the small ethnic percentage. This may help **WLKW-FM** remain healthy for some time.

Riverside-San Bernardino-Ontario #31



Beautiful Music **KDUO** continued to lead the local stations, although it showed slippage. Gains were posted by **KGGI** with its CHR sound, **KCKC**'s Country format, and **KMEN**, which almost doubled with its Oldies appeal.

Several L.A. stations scored well in the Riverside metro. **KFI** improved, taking 12+ honors for the market overall. **KRTH** took the biggest tumble, losing more than two shares in the latest sweep.

Good news from a survey quality point of view. In the last year, **Arbitron** significantly upgraded the sample for this metro. There were almost 50% more usable diaries in this book than in the spring '81 data, making these numbers more believable than ever.

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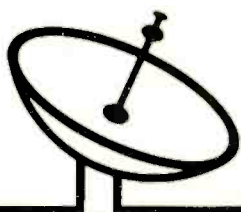
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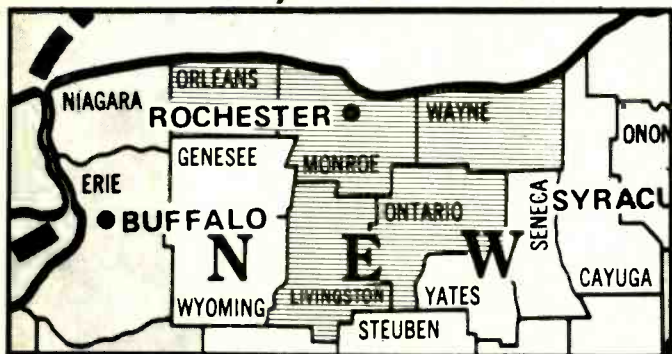
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Market Overviews Market Overviews Market Overview

Rochester, NY #39

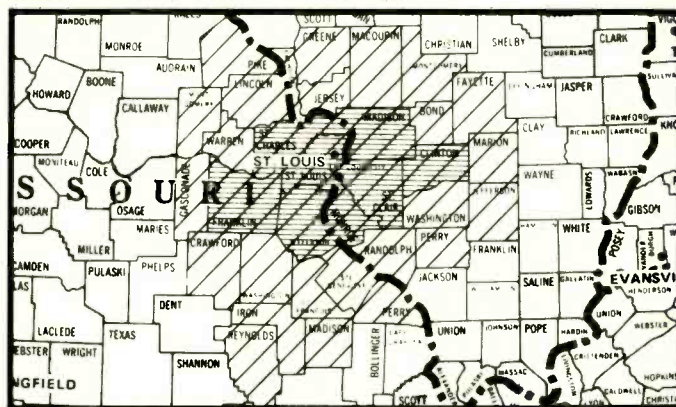


Rochester is DST-free, a fact that may not be of much consolation to the folks at **WEZO** as it continues to slip. The star Beautiful Music station in the area has lost four shares in the last year, most of that in this book, and fell to its lowest ebb since ESF hit the market two years ago. The good news is that **WEZO** still won in Rochester with almost a 14 share.

WHAM had something to be pleased about as it returned to the double-digit category this sweep. Significant increases among men boosted **WHAM** back to glory.

Others worthy of praise this survey were **WCMF**, which took the AOR lead from **WMJQ**; **WVOR**, which entered the double-digit universe by rebounding from a soft fall book; and **WNYR**, whose Country approach paid off.

St. Louis #13



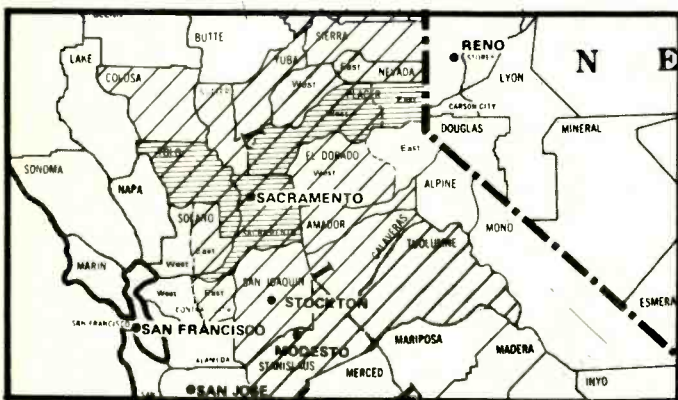
KMOX continued its "old man river" impression — it just keeps rollin' along, especially in the 25+ demos.

KWK-FM emerged as the AOR leader with a notable edge over **KSHE**, which slipped. Country did well this book, at least for the **WIL** stations. Both **WIL-AM** and **FM** rose, but competitor **KSD** dropped this go-round.

Beautiful Music was still alive and well, with **KEZK** steady as a rock, in third place overall. The Urban appeal of **KMJM** held strong too, as the station improved its share and held fourth place.

DST was a factor in the Gateway City. Listening levels gained almost 7%, a manageable boost from spring to spring.

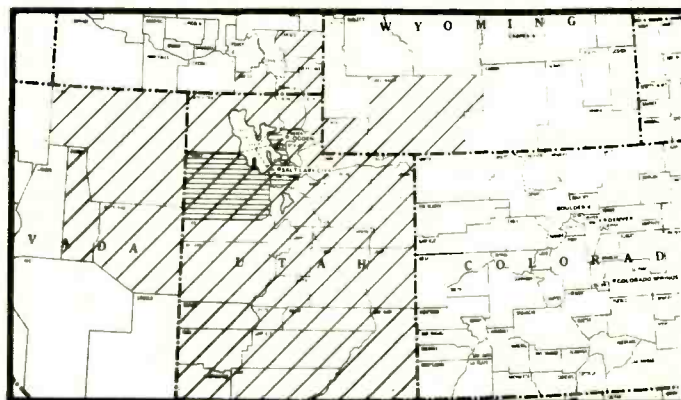
Sacramento #35



Although **Arbitron** did a poor job of getting back diaries from men 18-24, it probably wouldn't have made much difference. **KZAP** went up and dominated the market again, with almost a 14 share. Jumping into a solid second was **KXOA-FM**, which departed the AOR spectrum to become an A/C station. In the process the station added four shares and fell just short of a 10 share.

Other notable shifts included the drop of **KEWT**, the Beautiful Music leader, and **KRAK**, which has consistently been one of the market fixtures with its Country approach. **KSFM** also dropped, losing three shares in the process. **KGNR** dropped two, but Beautiful Music **KCTC** went up.

Salt Lake City-Ogden #43



There's a new leader in Salt Lake City as **KSFI** bucked the trend towards lower Beautiful Music shares and became the market winner. Former leader **KSL** took the runner-up slot this time and led the A/C universe. Adult Contemporary competitor **KALL** dropped almost in half. A new factor on the A/C scene, **KLRZ**, debuted almost as high as **KALL**.

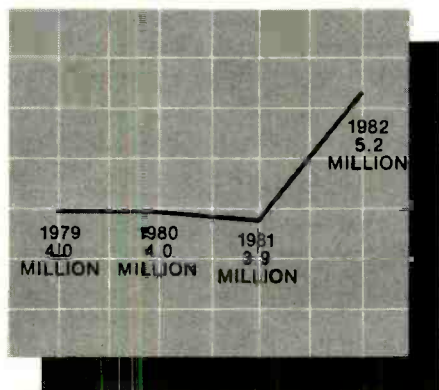
Others with nice increases this survey included **KCPX**, which tightened its grip on the AOR lead; **KSOP-FM**, which won its best book for its Country sound; and **KFMY**, a new CHR entry. Just ahead of **KFMY** in the CHR race was **KRSP-FM** after an up book.

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Some positive notes too. **KKYX** saw its brand of Country do well with increased shares, and new CHR entry **KLLS** more than doubled its best figures.

A map of Southern California showing the locations of several cities. The cities labeled are Anaheim, Riverside, Santa Ana, Orange, and San Diego. The San Diego area is shaded with diagonal lines. The map shows the coastline and the relative positions of these cities.

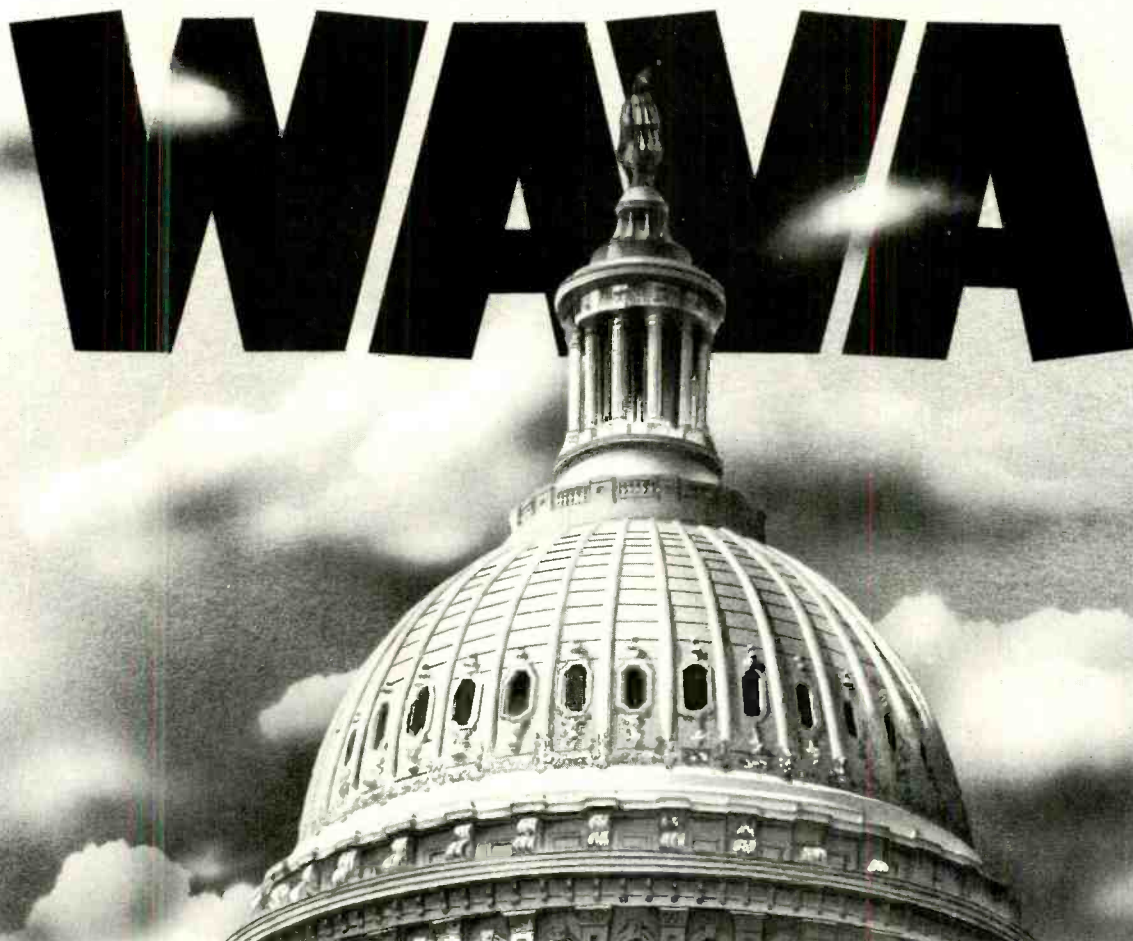
Two interesting anomalies may have affected the results mentioned above. On the AOR scene the estimates may have been subject to wobble since there were fewer diaries this book than in the winter, almost 30% fewer in

At the other end of the demographic spectrum, adults 55+ had more proportional representation this sweep than in the winter. This meant more cuming opportunities for stations skewing to the upper demographics, and might have benefitted KJQY, which didn't suffer the notable losses many other Beautiful Music stations were hit with this sweep.

Country **KNEW** took a big step in the right direction as it went ahead of **KSAN** for the title in that format contest.

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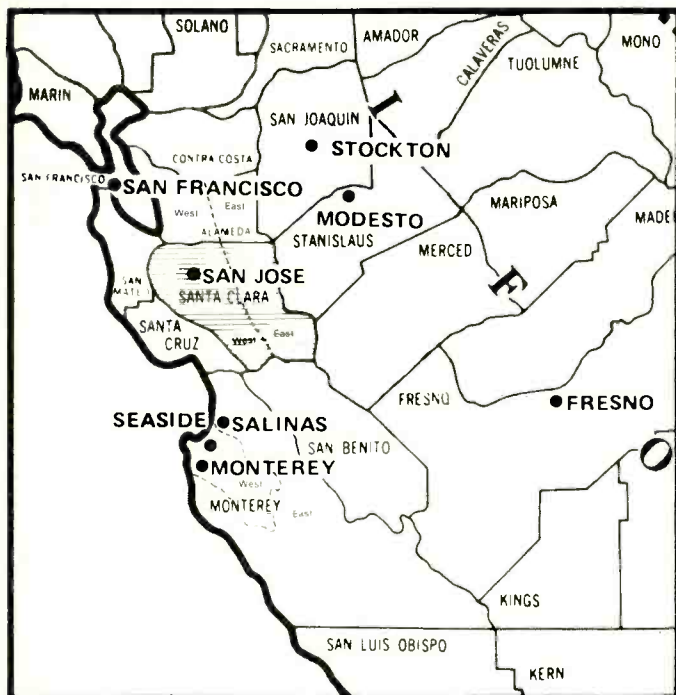
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source: Arbitron, Spring 1982
AQH MSA, Mon-Sun 6A to
Midnite Subject to limitations

San Jose #28

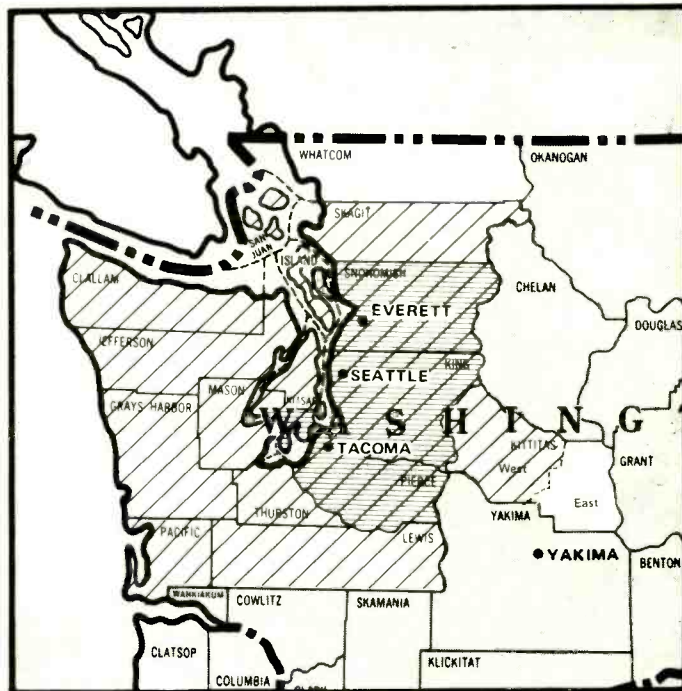


A tremendous upset almost took place in this metro when **KSJO**, in its second full book under the tutelage of **John Sebastian**, came close to knocking off **KGO** for the overall lead. Had **KGO** not also improved its position in the market, **KSJO** would have been tops. As it was, **KSJO** had to settle for being the number one station among those home to the San Jose metro, not a bad feat for a station up more than 400% compared to last spring.

The former AOR fixture, **KOME**, rebounded this survey and passed **KLOK** to take the runner-up position among the home stations. **KLOK** boosted its share nicely, but the other major San Jose stations slipped.

Among the San Francisco stations that show up in San Jose, **KGO** was tops, while **KCBS** had a stable showing. **KFRC** and **KSOL** both slipped notably.

Seattle-Everett-Tacoma #16



KIRO used its heavy sports presence and consistent news coverage to chalk up another double-digit share. Staying in second with another consistent performance was AOR **KISW**.

Two market factors slipped notably — **KOMO**, the top A/C station, and **KSEA**, the leading Beautiful Music property. On the plus side, however, **KZOK-FM** jumped to its best share in recent sweeps to add some spice to the AOR battle on the Puget Sound. Likewise, **KMPS-FM** rose to its best showing and retained its position as the leading Country station in the metro.

Two Arbitron notes here. No DST impact so the estimates shouldn't be subject to too many vagaries. However, Arbitron did not get a solid return among men 18-24 this book, making the numbers for stations that appeal to that group slightly hazy.



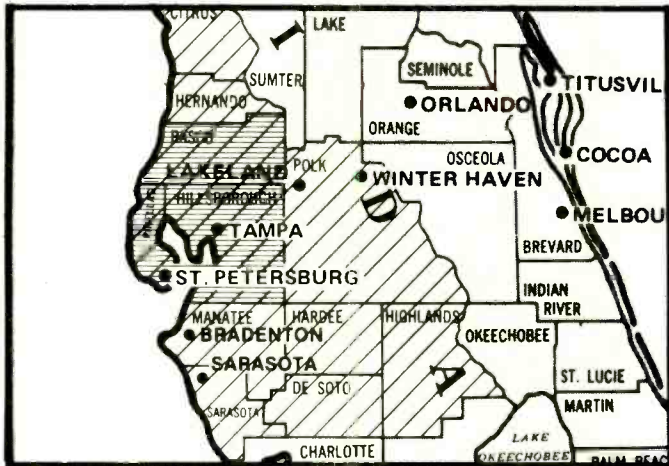
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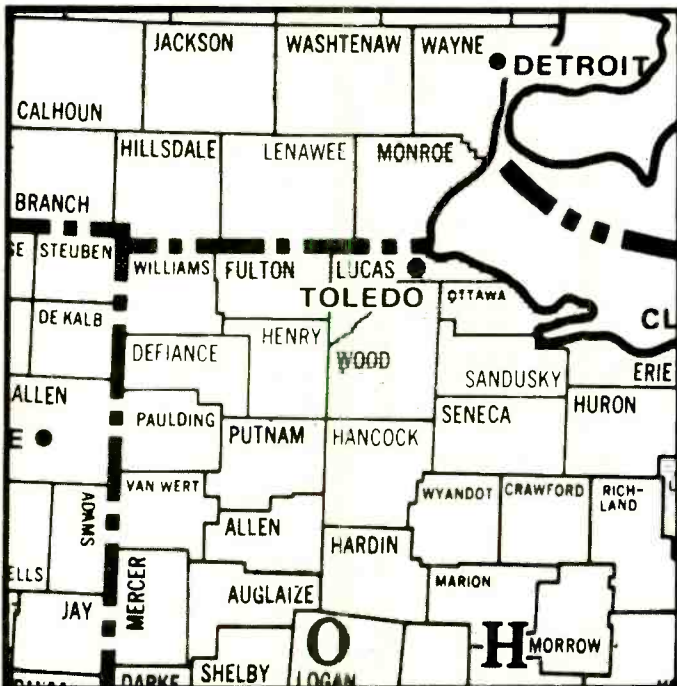
Tampa-St. Petersburg #22



WWBA reclaimed its former position as the top station in the Tampa Bay metro, as the Beautiful Music standby jumped several shares to the top. Previous leader **WRBQ** was up as well, but dropped to third place, behind **WQYK**, the Country leader.

WDAE continued to do well with its Big Band sound. Black **WTMP** has improved since DST came into the market in the winter book. On the downside, however, both leading AOR's, **WQXM** and **WYNF**, slipped and are still virtually deadlocked. Country **WSUN** was softer this book also.

Toledo #50



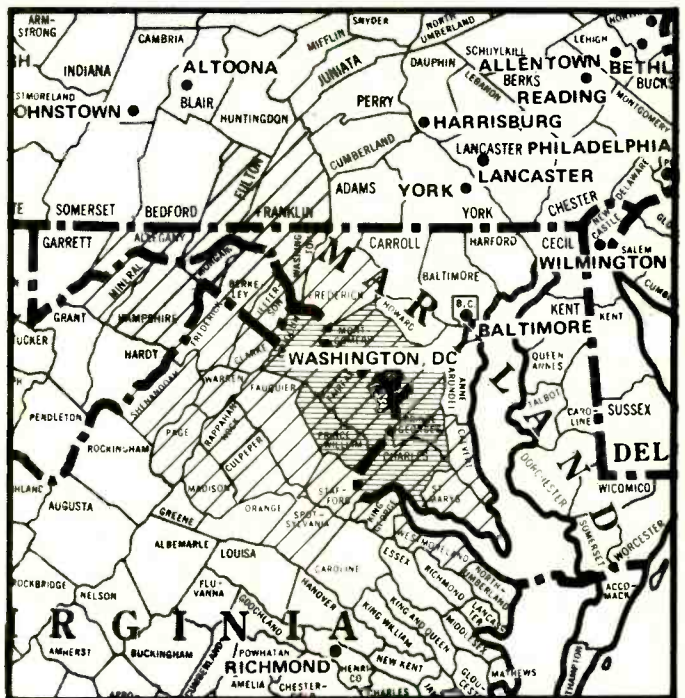
One of America's giant AOR's, **WIOT**, still dominated Toledo. The station went up almost two shares this spring.

Former leader **WLQR** slipped back to the runner-up post but stayed over the 11 threshold, while **WMHE** was up slightly to hold third and remain above 10.

There were three notable shifts at other stations in the market. **WKLR** continued to see its version of Country grab more audience, up two shares this sweep. **WSPD**, however, suffered some losses as the station recorded its worst book in recent years. Finally, **WTOD** remained on the soft side as its AM Country numbers may have been harmed by **WKLR**.

DST was not utilized in Toledo to affect this survey in any way.

Washington, DC #9



In one of the more notable events this sweep, **WKYS**, NBC's Urban Contemporary FM, unseated ABC's **WMAL** to win the top spot in the 12+ derby. **WMAL** had seemingly held that post forever, but perhaps with an assist from DST **WKYS** became the leader.

There were some other interesting developments in the Washington market. **WLTT**, formerly **WJMD**, became the new leader among FM A/C stations, passing **WASH**. The AOR battle intensified as **WAVA** gained while **WWDC-FM** slipped for the third consecutive sweep. **WPGC-AM&FM** remained ahead of **WRQX**, and **WGAY-AM&FM** maintained a strong share, contrary to the softness of many Beautiful Music stations nationwide. Finally, on the Country front **WMZQ** went down, enabling **WPKX-FM** to become the new leader in that format.

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THE RATINGS INFORMATION GUIDE

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

As we continue to revise and improve our **Ratings Report**, you'll note there is a new layout approach to each market. The verbal market overviews are now compiled in a separate section so that you may quickly look through the summaries to determine which markets you'd like to investigate in-depth.

For the in-depth ratings information we've redesigned the look of the numbers and included some vital new features. Here are the keys for reading and getting the most from these data pages.

Share Trends

The 12+ shares are for all the stations in the market achieving a one share or better in the spring '82 sweep. The shares start with the oldest survey on the left and move to the most recent number (highlighted), which is the station's overall share for the spring '82 survey. The stations are ranked according to their 12+ total week metro shares in the spring book.

Audience Rankings

To the right of the format designation for each station are

additional detailed rankings to help you get to the specifics of each station's strength. First of these is the cume rank, based on a total week total persons 12+ basis for the metro.

To the right of the cume rank are four key demo rankings, based on average persons total week metro. The demos ranked are teens, adults 18-34, adults 18-49, and adults 25-54.

In addition to these four key demo breakouts, there are more detailed male/female rankings in the lower left corner of the page. These provide even more detail about the strength and appeal of each of the top 10 stations in each key adult demo — 18-34, 18-49, and 25-54.

Turnover/Time Spent Listening Data

Next to the adult 25-54 rankings are numbers that demonstrate the relationship between a station's average time spent listening and its turnover rate. Based on average listeners 12+ total week metro, this information can provide station personnel and advertisers data on the loyalty or fickleness of a station's audience. The programming efforts of various stations and formats will be easily compared.

Continued on page 66

New York #1																RR
SPR '81	SUMMER '81	FALL '81	WINTER '82	SPRING '82	12+ ADH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER/AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
6.4	7.5	6.1	4.5	6.2	1	WKTU fm Urbn	3	1	2	1	3	13/80	TORBET	ABC-C	6.7	

Demographic Rank

MEN 18-34 POP (00): 21793	WOMEN 18-34 POP (00): 23371	MEN 18-49 POP (00): 35829	WOMEN 18-49 POP (00): 38578	MEN 25-54 POP (00): 30922	WOMEN 25-54 POP (00): 33562
1 WPLJ	1 WKTU	1 WYNY	1 WKTU	1 WYNY	1 WBLS
2 WNEW-FM	2 WRKS	2 WBLS	2 WRKS	2 WBLS	2 WRKS
3 WYNY	3 WBLS	3 WPLJ	3 WBLS	3 WCBS	3 WYNY
4 WRKS	4 WYNY	4 WRKS	4 WYNY	4 WCBS-FM	4 WKTU
5 WKTU	5 WPLJ	5 WKTU	5 WNBC	5 WKTU	5 WNBC
6 WBLS	6 WNBC	6 WNEW-FM	6 WPLJ	6 WRFM	6 WJIT
7 WNBC	7 WNEW-FM	7 WNBC	7 WJIT	7 WNEW	7 WCBS-FM
8 WAPP	8 WPIX	8 WCBS-FM	8 WCBS-FM	8 WRKS	8 WOR
9 WCBS-FM	9 WCBS-FM	9 WCBS	9 WHN	9 WNBC	9 WCBS
10 WPIX	10 WHN	10 WABC	10 WNEW-FM	10 WABC	10 WRFM

Format Reach

A/C	5.9
AOR	9.8
BBnd	3.9
Blk/Urbn	18.5
BM/Easy	12.8
CHR	8.7
Clas	2.4
Ctry	4.4
Gold	2.8
Misc	8.8
News	9.3
Rel	1.5
Span	4.1
Talk	8.1

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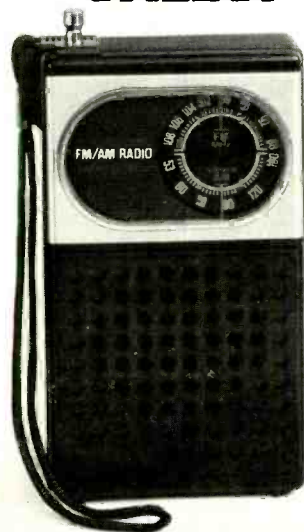
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Understanding these numbers is simple. There is an inverse relationship between turnover and time spent listening. The higher the time spent listening (average minutes listened daily), the more loyal the audience and the lower the turnover (or flux) figure to the left of the minutes number displayed. The lower the turnover number (on the left), the more loyal the audience and the higher the time spent listening should be (the number on the right).

For example, in New York **WKTU** has a turnover figure of 13, compared to 19 for **WCBS**. Consequently the **WKTU** time spent listening number is higher (80 minutes per day) than that for **WCBS** (which averages only 56 minutes per day from its cumers).

Rep/Net Info

Based on the latest information available to **R&R**, designations for station network and/or rep firm affiliations.

Birch Shares

For comparison purposes we have provided total week, total persons 12+ shares from the Birch April-June quarterly, wherever possible. In New York, for example, **WKTU** had a 6.2 in the Arbitron and an overall share of 6.7 in Birch.

Format Reach Chart

The lower right corner of each data page contains a chart showing how each format compares in the market. The chart is alphabetized for easy comparison as you leaf through the various data pages. The numbers are arrived at by totalling the total week, total persons metro shares for each station that showed up in the relevant Arbitron. All AOR's are added together, all CHR's, etc.

We at **R&R** hope you'll find the trending, ranking, and other data included on these pages to be useful. It's our hope that broadcasters and advertisers will find this layout one that invites frequent use.

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/C—Adult/Contemporary, AOR—Album-Oriented Rock, BBnd—Big Band, Blk/Urban—Black/Urban, BM/Easy—Beautiful Music, Easy Listening, CHR—Contemporary Hit Radio, Clas—Classical, Ctry—Country, Gold—Oldies, Jazz—Jazz, Misc—Miscellaneous, News—News, Rel—Religious, Span—Spanish, Talk—Talk.

Market Overviews

R&R reserves the right to exercise editorial judgment regarding which stations are mentioned in the overviews and the information cited in each market. Every effort has been made to provide the highest quality information and data for your perusal.

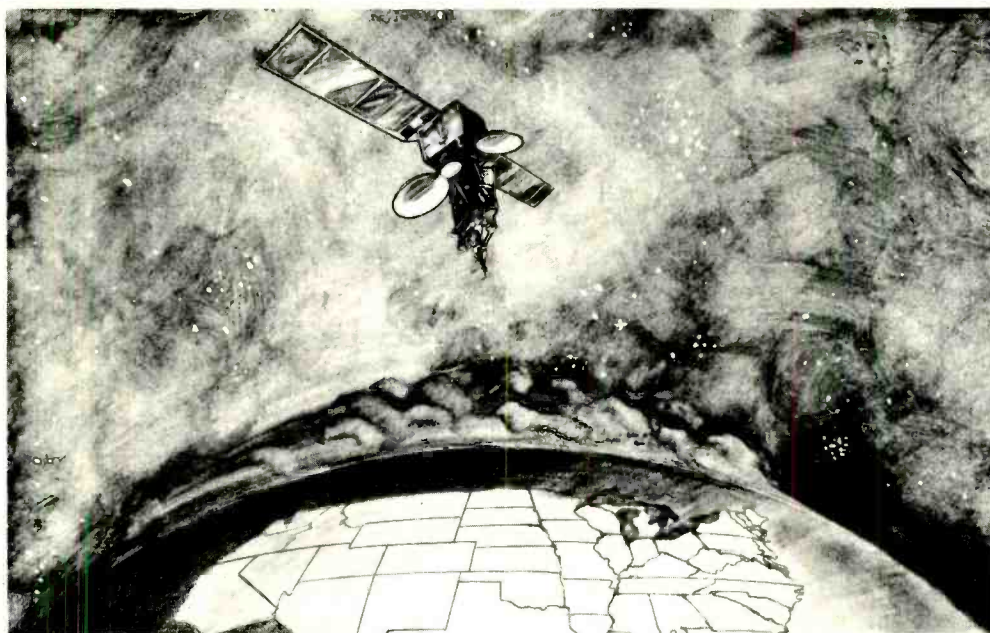
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Network Abbreviation Key

ABC-D	ABC Direction
ABC-E	ABC Entertainment
ABC-F	ABC FM
ABC-I	ABC Information
ABC-R	ABC Rock
AP	Associated Press
CBS	CBS
CBS-R	CBS RadioRadio
MBS	Mutual Broadcasting System
NBC	NBC
NBC-S	NBC Source
NBC-T	NBC Talknet
RKO-1	RKO-1
RKO-2	RKO-2
SHRDN	Sheridan
TSTAR	Transtar

Reps Abbreviation Key

B HOWARD	Bernard Howard & Co.
BLAIR	Blair Radio
BUCKLEY	Buckley Radio Sales
CABALLERO	Caballero Spanish Media
CARPENTER	David Carpenter Associates
CBS-FM	CBS-FM National Sales
CBS SPOT	CBS Radio Spot Sales
CHRISTAL	The Christal Company
CMBS	Concert Music Broadcast Sales
DONOFRIO	John Donofrio
EASTMAN	Eastman Radio
GILLIS	Gillis Broadcast Representatives
GROSKIN	Herbert E. Groskin & Co.
HILLIER	Hillier, Newmark & Wechsler
HR-STONE	HR-Stone Radio Reps
J W KOEHN	John W. Koehn Company
KATZ	Katz Radio
LOTUS	Lotus Representatives
MARKET 4	Market 4 Radio
MASLA	Jack Masla & Company
MMR	Major Market Radio
M ROSLIN	Marv Roslin
McGAVREN	McGavren-Guild
NATL TIME	National Time Sales
PRO RADIO	Pro Radio
P-W RADIO	P-W Radio Reps
RADIO SPT	Radio Spot Sales
RADIO TIME	Radio Time Sales International
R A LAZAR	R.A. Lazar & Company
RAR	Radio Advertising Reps
REGIONAL	Regional Representatives
RKO	RKO Radio Sales
ROSLIN	Roslin Radio Sales
RSR	Radio Station Reps
SAVALLI	Savalli & Schutz
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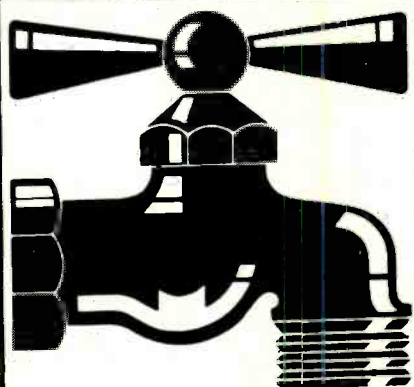
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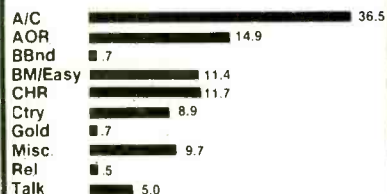
SPR	FALL	SPRING '82	12+ AOH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
16.4	15.8	16.2	1	WGY	am	A/C	1	4	2	1	13/86	CHRISTAL	NBC
10.7	9.9	11.6	2	WPYX	fm	AOR	3	1	1	2	9	McGAVREN	ABC-R
8.3	9.6	9.8	3	WROW	am	A/C	4	8	10	10	3	BLAIR	ABC-D
7.4	7.0	8.1	4	WROW-FM		BM	6	15	12	11	2	BLAIR	
8.3	8.9	5.9	5	WTRY	am	CHR	2	3	3	3	4	McGAVREN	MBS
6.3	6.5	5.8	6	WFLY	fm	CHR	5	2	4	4	10	EASTMAN	ABC-C
6.2	7.5	5.0	7	WQBK	am	Talk	11	12	13	13	12	B HOWARD	CBS
4.5	5.0	4.4	8	WWOM	fm	A/C	8	7	7	5	7	SELCOM	RKO-1
5.3	3.9	4.0	9	WGNA	fm	Ctry	12	13	9	9	5	TORBET	RKO-2
3.6	5.2	3.8	10	WGFM	fm	A/C	7	6	6	6	6	CHRISTAL	NBC-S
3.6	2.8	3.3	11	WPTR	am	Ctry	9	9	8	8	8	EASTMAN	ABC-I
2.8	1.8	3.3	11	WQBK-FM		AOR	10	5	5	7	11	B HOWARD	CBS-R
2.4	2.1	1.6	13	WOKO	am	Ctry	13	14	14	12	13	PRO RADIO	ABC-E
0.9	1.0	1.5	14	WASM	fm	BM	15	17	15	15	18		
1.8	1.4	1.2	15	WHRL	fm	BM	14	16	18	14	15		
1.1	1.4	1.0	16	WCSS	am	A/C	17	21	22	22	20		

Demographic Rank

Men 18-34 POP (00): 1105 Women 18-34 POP (00): 1121 Men 18-49 POP (00): 1745 Women 18-49 POP (00): 1804 Men 25-54 POP (00): 1438 Women 25-54 POP (00): 1515

1 WPYX	1 WPYX	1 WGY	1 WGY	1 WGY	1 WGY
2 WQBK-FM	2 WTRY	2 WPYX	2 WPYX	2 WGNA	2 WROW
3 WGY	3 WGY	3 WQBK-FM	3 WTRY	3 WROW-FM	3 WTRY
4 WFLY	4 WFLY	4 WTRY	4 WFLY	4 WTRY	4 WGFM
5 WTRY	5 WWOM	5 WFLY	5 WWOM	5 WROW	5 WROW-FM
6 WGFM	6 WGFM	6 WGFM	6 WGFM	6 WWOM	6 WWOM
7 WWOM	7 WPTR	7 WGNA	7 WPTR	7 WQBK-FM	7 WFLY
8 WGNA	8 WQBK-FM	8 WWOM	8 WROW	8 WPTR	8 WPYX
9 WPTR	9 WROW	9 WPTR	9 WQBK-FM	9 WGFM	9 WGNA
10 WQBK	10 WASM	10 WROW-FM	10 WGNA	10 WPYX	10 WPTR

Format Reach



Anaheim-Santa Ana-Garden Grove

#19

RR

SPR 81	FALL 81	SPRING '82	12+ AQH METHO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINIS LISTENED	NATIONAL REP. FIRM	NETWORK
5.8	7.1	6.7	1	KBIG	fm BM	4	23	9	4	2	12/88	TORBET	
7.5	5.8	6.7	1	KMET	fm AOR	1	3	1	1	4	15/72	EASTMAN	NBC-S
7.3	6.1	5.7	3	KABC	am Talk	3	22	11	7	3	16/67	KATZ	ABC-I
2.6	3.2	5.4	4	KROQ-FM	AOR	9	1	4	6	24	12/89	ROSLIN	
3.7	4.4	5.1	5	KRTH	fm CHR	6	10	2	2	1	15/71	RKO	RKO-1
4.5	6.1	4.8	6	KLOS	fm AOR	2	2	3	3	14	21/52	KATZ	ABC-R
3.0	3.4	3.5	7	KOST	fm BM	15	34	29	12	5	13/84	CHRISTAL	
3.3	3.0	3.3	8	KNX	am News	7	39	24	14	10	24/46	CBS SPOT	CBS
4.1	2.3	3.1	9	KMPC	am Talk	8	15	27	11	7	21/51	MMR	
3.1	2.7	3.0	10	KFWB	am News	5	28	30	20	12	26/42	RAR	NBC
3.1	3.8	2.8	11	KHTZ	fm A/C	16	16	5	5	9	15/71	SELCOM	AP
3.8	3.6	2.8	11	KNX-FM	AOR	13	19	6	8	6	18/60	CBS-FM	
4.0	3.6	2.7	13	KFI	am CHR	10	9	10	10	8	23/48	CHRISTAL	ABC-E
2.0	2.4	2.7	13	KIIS	fm CHR	12	6	7	9	11	20/54	McGAVREN	ABC-C
3.1	2.7	2.3	15	KJOI	fm BM	18	38	38	30	23	18/61	SELCOM	
2.0	2.7	2.2	16	KIQQ	fm CHR	11	4	12	18	25	27/40	MASLA	
2.0	2.1	2.1	17	KZLA-FM	Ctry	21	24	25	17	13	16/70	BLAIR	
--	--	2.0	18	KPRZ	am BBnd	24	29	37	34	22	16/69	McGAVREN	
1.1	1.6	2.0	18	KWIZ	am A/C	19	17	20	15	15	19/57	TORBET	AP
1.6	2.2	1.9	20	KEZY-FM	AOR	14	8	8	13	26	24/45	ROSLIN	
3.3	3.4	1.9	20	KLAC	am Ctry	20	18	28	23	18	19/57	EASTMAN	ABC-D
1.0	1.2	1.7	22	KHJ	am Ctry	22	13	31	26	21	18/59	RKO	RKO-2
1.6	1.6	1.7	22	KIKF	fm Ctry	30	30	17	16	16	13/83	PRO RADIO	AP
2.3	2.8	1.7	22	XTRA	am CHR	17	5	14	22	33	25/43	MMR	
1.4	0.9	1.6	25	KKGO	fm Jazz	26	21	21	21	17	17/64	UNIREP	AP
1.9	1.7	1.5	26	KNOB	fm Easy	25	31	26	27	20	19/58	GROSKIN	

Continued on page 78

SPR 81	FALL 81	SPRING '82	12+ AQH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.9	10.3	11.5	1	WVEE fm	Urbn	4	2	1	1	3	9/123	McGAVREN	RKO-1	11.8
10.6	12.6	9.5	2	WZGC fm	CHR	1	1	3	3	7	16/69	TORBET	ABC-C	10.6
10.5	10.2	8.7	3	WSB am	A/C	2	9	11	8	5	17/64	CHRISTAL	NBC	7.6
8.9	8.6	8.0	4	WQXI-FM	CHR	3	5	2	2	2	15/72	BLAIR	TSTAR	9.3
--	5.3	7.8	5	WKHX fm	Ctry	5	6	5	4	1	11/95	SELCOM		8.1
6.1	5.3	7.5	6	WPCH fm	BM	8	16	8	6	4	11/97	KATZ		5.2
10.7	8.7	6.2	7	WKLS-FM	AOR	7	3	4	5	11	14/78	MASLA	NBC-S	15.3
7.4	7.0	4.8	8	WLTA fm	A/C	12	14	6	7	6	12/91	EASTMAN	AP	3.5
6.5	5.5	4.1	9	WPLO am	Ctry	11	10	12	10	9	15/73	McGAVREN	ABC-I	3.7
4.3	3.8	4.1	9	WSB-FM	A/C	6	7	7	9	8	21/52	CHRISTAL	CBS-R	5.3
4.4	5.0	4.0	11	WGST am	News	9	24	15	13	10	17/63	KATZ	MBS	3.6
2.2	3.0	3.6	12	WAOK am	Blk	10	4	9	11	13	18/61	B HOWARD		1.4
3.0	1.8	3.6	12	WRNG am	Talk	13	13	17	14	14	14/76	MMR	NBC-T	2.3
2.0	1.8	2.2	14	WQXI am	CHR	14	12	10	12	12	19/56	BLAIR	TSTAR	1.8
0.8	1.2	1.3	15	WYZE am	Rel	17	18	16	18	18	9/118			0.4
0.4	0.4	1.1	16	WIGO am	Blk	15	8	14	16	16	23/46	BUCKLEY		0.8
--	0.3	1.1	16	WXLL am	Misc	16	22	13	15	15	11/98	LOTUS		--

Demographic Rank

Men 18-34 POP (00): 3421 Women 18-34 POP (00): 3512 Men 18-49 POP (00): 5370 Women 18-49 POP (00): 5496 Men 25-54 POP (00): 4507 Women 25-54 POP (00): 4559

1 WVEE	1 WQXI-FM	1 WVEE	1 WQXI-FM	1 WKHX	1 WQXI-FM
2 WKLS-FM	2 WVEE	2 WQXI-FM	2 WVEE	2 WVEE	2 WKHX
3 WQXI-FM	3 WZGC	3 WKLS-FM	3 WZGC	3 WQXI-FM	3 WPCH
4 WZGC	4 WKHX	4 WKHX	4 WKHX	4 WPCH	4 WVEE
5 WKHX	5 WKLS-FM	5 WZGC	5 WLTA	5 WSB	5 WZGC
6 WSB-FM	6 WLTA	6 WPCH	6 WPCH	6 WLTA	6 WSB
7 WLTA	7 WPCH	7 WLTA	7 WSB	7 WZGC	7 WLTA
8 WQXI	8 WSB-FM	8 WSB	8 WKLS-FM	8 WSB-FM	8 WSB-FM
9 WAOK	9 WAOK	9 WSB-FM	9 WSB-FM	9 WPLO	9 WPLO
10 WSB	10 WQXI	10 WPLO	10 WAOK	10 WGST	10 WAOK

Format Reach

A/C	17.6
AOR	6.4
BBnd	.8
Blk/Urbn	16.2
BM/Easy	7.5
CHR	19.7
Clas	.9
Ctry	11.9
Misc	9.0
News	4.0
Rel	2.4
Talk	3.6

Baltimore #15

RR

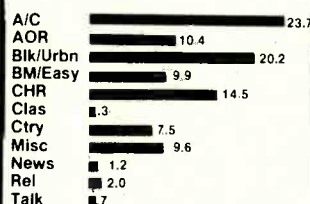
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SPR '81	FALL '81	WINTER '82	SPRING '82	12+ ADULT METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	
9.5	12.6	10.6	10.0	1	WBAL	am	A/C	1	13	17	9	4	11/97	BLAIR	ABC-E
7.7	5.8	8.9	8.7	2	WXYV	fm	Urbn	3	3	2	1	2	10/107	McGAVREN	
8.3	9.7	7.1	7.7	3	WIYY	fm	AOR	4	1	1	2	8	11/97	BLAIR	ABC-R
6.3	6.1	7.9	7.5	4	WPOC	fm	Ctry	6	11	5	3	1	10/112	EASTMAN	ABC-D
7.8	8.5	6.8	5.3	5	WLIF	fm	BM	7	18	13	10	10	13/86	CHRISTAL	
4.9	5.8	4.5	4.8	6	WBSB	fm	CHR	5	2	4	4	7	16/69	TORBET	ABC-C
5.6	3.9	3.4	4.5	7	WFBR	am	CHR	2	12	8	7	3	19/56	MMR	NBC-T
3.8	3.2	4.3	4.3	8	WWIN	am	Blk	9	4	3	5	9	14/78	B HOWARD	
2.4	3.4	3.5	4.2	9	WITH	am	A/C	13	31	28	19	12	11/98	HILLIER	MBS
6.6	5.3	4.0	3.7	10	WCBM	am	A/C	8	16	10	8	6	16/67	KATZ	ABC-I
--	--	2.8	3.7	10	WRLX	fm	BM	12	25	19	15	14	14/79	KATZ	
--	1.9	4.1	3.2	12	WYST	fm	A/C	11	8	6	6	5	16/66	MASLA	RKO-1
0.7	1.3	2.0	2.8	13	WEBB	am	Blk	15	6	11	11	11	13/87		
3.4	3.1	2.6	2.4	14	WCAO	am	CHR	10	9	9	12	13	23/47	McGAVREN	RKO-2
0.6	1.7	2.5	2.3	15	WSID	am	Blk	16	15	15	14	15	14/80	MASLA	SHRDN
1.3	2.0	1.9	2.1	16	WWDC-FM		AOR	14	5	7	13	22	18/60	CHRISTAL	NBC-S
1.1	1.5	1.2	1.5	17	WRBS	fm	Rel	22	22	27	24	19	11/98		
1.1	1.2	0.7	1.4	18	WRQX	fm	CHR	19	7	16	16	16	13/84	BLAIR	ABC-R
1.4	0.6	1.1	1.2	19	WHUR	fm	Blk	20	23	14	17	18	15/71		CBS-R
0.9	0.7	0.8	1.2	19	WKTK	fm	A/C	17	10	20	20	20	22/48	CBS-FM	CBS-R
0.9	1.5	1.0	1.2	19	WTOP	am	News	18	21	24	21	17	20/54	CBS SPOT	MBS
1.5	1.1	0.4	1.0	22	WPGC-FM		CHR	23	27	12	18	23	16/68	TORBET	ABC-C

Demographic Rank

Men 18-34 POP (00): 3246	Women 18-34 POP (00): 3279	Men 18-49 POP (00): 5239	Women 18-49 POP (00): 5347	Men 25-54 POP (00): 4392	Women 25-54 POP (00): 4522
1 WIYY	1 WXYV	1 WIYY	1 WXYV	1 WPOC	1 WXYV
2 WXYV	2 WIYY	2 WXYV	2 WPOC	2 WXYV	2 WPOC
3 WWIN	3 WBSB	3 WPOC	3 WBSB	3 WFBR	3 WBAL
4 WWDC-FM	4 WYST	4 WFBR	4 WIYY	4 WIYY	4 WCBM
5 WPOC	5 WWIN	5 WWIN	5 WYST	5 WYST	5 WYST
6 WFBR	6 WPOC	6 WYST	6 WCBM	6 WWIN	6 WBSB
7 WBSB	7 WEBB	7 WWDC-FM	7 WWIN	7 WBAL	7 WFBR
8 WYST	8 WCAO	8 WBSB	8 WCAO	8 WCBM	8 WWIN
9 WRQX	9 WCBM	9 WLIF	9 WBAL	9 WLIF	9 WEBB
10 WLIF	10 WSID	10 WCBM	10 WEBB	10 WBSB	10 WLIF

Format Reach



Birmingham #45

RR

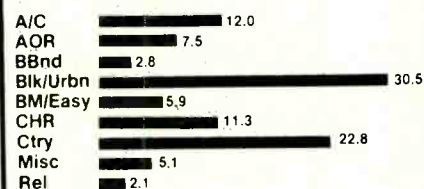
81 SPR	FALL 81	SPRING '82	12+ ACH METRIC RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
13.6	17.7	16.6	1	WZZK fm	Ctry	1	5	3	1	1	11/99	KATZ	AP	16.9
9.1	7.0	12.3	2	WENN-FM	Blk	3	2	2	3	2	10/111	SELCOM		15.8
12.3	10.5	11.3	3	WKXX fm	CHR	2	1	1	2	3	14/78	McGAVREN	ABC-D	13.7
4.8	4.6	7.3	4	WATV am	Blk	9	4	8	5	5	9/118	B HOWARD		3.9
3.8	6.7	5.9	5	WQEZ fm	BM	5	14	10	8	6	15/72	BLAIR		4.5
6.4	6.0	5.0	6	WSGN am	A/C	4	10	6	4	4	22/49	EASTMAN	RKO-2	4.9
4.7	5.5	4.4	7	WAPI-FM	AOR	6	3	5	6	12	20/55	TORBET	NBC-S	6.7
3.2	4.9	4.3	8	WJLD am	Blk	7	6	9	9	7	17/62	MASLA	ABC-C	4.0
3.8	3.3	4.0	9	WENN am	Blk	13	9	12	13	13	13/83	SELCOM		3.5
5.5	4.9	3.3	10	WVOK am	Ctry	12	20	16	12	9	16/68	HILLIER	RKO-1	2.5
4.8	2.8	3.1	11	WRKK fm	AOR	10	7	4	7	8	18/60	CHRISTAL		3.8
4.5	4.3	3.0	12	WERC am	A/C	8	12	7	11	11	23/47	McGAVREN	TSTAR	2.5
2.0	1.4	2.8	13	WCRT am	BBnd	17	19	20	16	15	10/107	BLAIR		2.7
2.2	1.4	2.6	14	WBUL am	Blk	15	8	11	10	10	15/73	R A LAZAR	SHRDN	1.7
4.1	4.5	2.2	15	WAPI am	A/C	11	18	15	17	16	25/44	TORBET	CBS	2.6
2.3	3.7	2.1	16	WDJC fm	Rel	16	15	13	15	17	17/65	SAVALLI		2.7
4.6	2.3	1.9	17	WYDE am	Ctry	14	13	18	14	14	25/43	PRO RADIO	ABC-I	2.2
1.5	0.7	1.1	18	WWWB am	A/C	21	21	21	20	18	7/146	CARPENTER		1.0

Demographic Rank

Men 18-34 Women 18-34 Men 18-49 Women 18-49 Men 25-54 Women 25-54
POP (00): 1151 POP (00): 1252 POP (00): 1862 POP (00): 2051 POP (00): 1564 POP (00): 1733

1 WZZK	1 WKXX	1 WZZK	1 WZZK	1 WZZK	1 WZZK
2 WENN-FM	2 WENN-FM	2 WENN-FM	2 WKXX	2 WENN-FM	2 WKXX
3 WKXX	3 WZZK	3 WKXX	3 WENN-FM	3 WKXX	3 WENN-FM
4 WRKK	4 WSGN	4 WRKK	4 WATV	4 WSGN	4 WATV
5 WAPI-FM	5 WATV	5 WSGN	5 WSGN	5 WRKK	5 WSGN
6 WSGN	6 WERC	6 WAPI-FM	6 WQEZ	6 WQEZ	6 WQEZ
7 WERC	7 WAPI-FM	7 WQEZ	7 WJLD	7 WATV	7 WJLD
8 WJLD	8 WJLD	8 WATV	8 WBUL	8 WAPI-FM	8 WVOK
9 WQEZ	9 WRKK	9 WJLD	9 WERC	9 WJLD	9 WBUL
10 WATV	10 WQEZ	10 WERC	10 WAPI-FM	10 WERC	10 WENN

Format Reach



Boston #7

RR

SPR '81	SUMMER '81	FALL '81	WINTER '82	SPRING '82	12+ ADH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.5	9.7	8.7	7.9	8.5	1	WHDH	am A/C	2	11	8	5	1	13/79	BLAIR	AP	9.3
6.7	6.8	8.2	8.5	8.4	2	WBZ	am A/C	1	10	9	6	2	14/74	RAR	ABC-E	9.2
11.1	12.6	9.3	6.7	7.4	3	WCOZ	fm AOR	3	1	2	2	14	13/82	BLAIR		10.3
7.1	5.0	6.1	5.8	7.0	4	WXKS-FM	CHR	5	2	1	1	3	11/90	MMR		10.7
7.0	6.0	6.6	6.2	6.6	5	WEEI	am News	4	25	14	11	7	13/79	CBS SPOT	CBS	4.6
--	0.6	0.5	3.5	5.3	6	WMJX	fm A/C	6	8	4	4	4	15/70	EASTMAN		3.3
3.9	4.6	5.9	5.9	4.7	7	WBCN	fm AOR	8	6	3	3	6	14/74	TORBET	AP	7.1
6.3	4.9	5.3	6.1	4.4	8	WJIB	fm BM	10	14	18	10	10	13/78	CHRISTAL		4.4
5.8	5.4	5.0	4.6	4.1	9	WROR	fm A/C	7	7	5	7	5	17/61	RKO	RKO-1	4.4
3.7	3.9	4.1	3.1	4.0	10	WVBF	fm A/C	9	3	6	8	9	16/65	McGAVREN		2.6
3.7	3.5	4.0	3.9	3.1	11	WEEI-FM	AOR	12	15	7	9	8	17/61	CBS-FM	CBS-R	4.9
3.2	2.5	2.8	3.1	3.0	12	WRKO	am Talk	11	21	15	14	13	19/55	RKO	RKO-2	2.2
3.7	4.0	3.2	3.7	2.7	13	WXKS	am BBnd	19	35	34	17	12	9/116	MMR	AP	2.0
2.2	2.5	2.7	3.1	2.3	14	WHUE-FM	BM	14	16	21	21	19	16/66	SELCOM	ABC-D	1.9
1.7	3.0	2.6	2.5	2.1	15	WSSH	fm BM	16	26	16	13	11	14/75	HILLIER		1.2
2.6	2.0	2.2	1.7	2.0	16	WITS	am Talk	13	22	17	18	16	20/53	KATZ	MBS	1.7
1.5	1.2	1.2	1.7	1.9	17	WILD	am Blk	21	9	11	12	15	8/123	MASLA	SHRDN	0.9
1.4	1.5	1.6	1.3	1.7	18	WAAF	fm AOR	15	5	10	15	23	19/56	KATZ	NBC-S	1.5
1.4	1.0	1.4	1.7	1.4	19	WCRB	fm Clas	18	32	19	19	18	19/54	DONOFRIO		1.7
1.0	1.1	1.1	1.0	1.3	20	WBOS	fm CHR	17	4	13	20	27	22/47	B HOWARD	ABC-R	1.6
0.8	0.9	0.7	0.9	1.3	20	WCGY	fm CHR	23	20	12	16	17	11/92	MASLA		0.8
1.1	1.1	1.0	1.3	1.3	20	WROL	am Rel	20	19	26	26	22	16/65			0.5

Continued on page 78



KISS 108 FM IS BETTER HIT MUSIC



FOR "THE MUSIC OF YOUR LIFE"



WXKS
FOR "THE MUSIC OF YOUR LIFE"
1430 AM

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

#1*

A25-49 M-SU 6am-mid

A25-49	M-F	3-7pm
W25-49	M-F	6am-mid
W25-49	M-F	3-7pm
A25-54	M-F	10am-3pm
A25-54	M-F	3-7pm

#2*

A25-49 M-F 6am-mid

W25-49	SA-SU	6am-mid
A25-54	M-F	6am-mid
A25-54	SA-SU	6am-mid
M25-54	M-F	6am-mid
W25-54	M-F	6am-mid

#3*

W25-49 SA-SU 6am-mid

A25-54	M-F	drives
M25-54	M-F	drives
W25-54	M-F	drives
A25-49	M-F	6am-mid
A25-49	SA-SU	6am-mid

STILL
WXKS-AM/FM IS POSITIONED Right Where it Counts



MAJOR MARKET RADIO SALES

*SOURCE: Spring '82/Avg. 1/4 Hour Estimates, Metro Survey Area: All dayparts as listed.

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

Anaheim-Santa Ana-Garden Grove

#19

RR

81 SPR	81 FALL	SPRING '82	12+ ADH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
2.2	1.7	1.4	27	KRLA am	CHR	31	20	19	19	19	15/71	B HOWARD	AP
1.8	1.1	1.2	28	KEZY am	AOR	23	7	16	29	38	27/39	ROSLIN	
1.0	1.2	1.1	29	KFAC-FM	Clas	28	32	33	33	30	22/50	McGAVREN	MBS
2.3	1.2	1.1	29	KWST fm	CHR	27	14	13	24	32	24/45	TORBET	CBS-R
1.2	1.1	1.1	29	KYMS-FM	Rel	29	25	15	25	31	21/52		
1.7	0.9	1.0	32	KBRT am	BBnd	34	26	18	28	27	15/74		AP

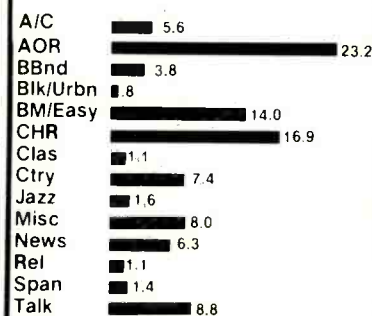
Continued from page 72

Demographic Rank

Men 18-34 POP (00): 3324 Women 18-34 POP (00): 3313 Men 18-49 POP (00): 5311 Women 18-49 POP (00): 5279 Men 25-54 POP (00): 4408 Women 25-54 POP (00): 4396

1 KMET	1 KRTH	1 KMET	1 KRTH	1 KMET	1 KRTH
2 KLOS	2 KMET	2 KLOS	2 KBIG	2 KRTH	2 KBIG
3 KROQ-FM	3 KLOS	3 KRTH	3 KMET	3 KABC	3 KNX-FM
4 KRTH	4 KNX-FM	4 KABC	4 KIIS	4 KBIG	4 KFI
5 KHTZ	5 KHTZ	5 KROQ-FM	5 KNX-FM	5 KOST	5 KABC
6 KABC	6 KIIS	6 KHTZ	6 KLOS	6 KNX	6 KIIS
7 KEZY-FM	7 KROQ-FM	7 KBIG	7 KHTZ	7 KMPC	7 KOST
8 KBIG	8 KFI	8 KMPC	8 KFI	8 KHTZ	8 KHTZ
9 KNX-FM	9 KEZY-FM	9 KNX	9 KWIZ	9 KNX-FM	9 KWIZ
10 KIIS	10 XTRA	10 KNX-FM	10 KROQ-FM	10 KZLA-FM	10 KIKF

Format Reach



Boston #7

RR

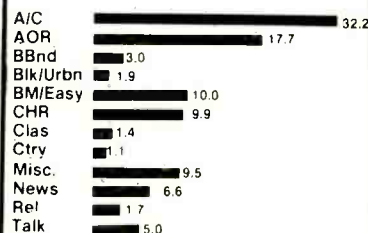
Continued from page 76

Demographic Rank

Men 18-34 POP (00): 5200 Women 18-34 POP (00): 5391 Men 18-49 POP (00): 7956 Women 18-49 POP (00): 8283 Men 25-54 POP (00): 6463 Women 25-54 POP (00): 6721

1 WCOZ	1 WXKS-FM	1 WCOZ	1 WXKS-FM	1 WBZ	1 WHDH
2 WBCN	2 WMJX	2 WBCN	2 WHDH	2 WBCN	2 WBZ
3 WXKS-FM	3 WCOZ	3 WXKS-FM	3 WMJX	3 WHDH	3 WXKS-FM
4 WMJX	4 WBCN	4 WVBF	4 WBZ	4 WROR	4 WMJX
5 WROR	5 WROR	5 WBZ	5 WROR	5 WMJX	5 WROR
6 WVBF	6 WHDH	6 WMJX	6 WCOZ	6 WXKS-FM	6 WEEI-FM
7 WEEI-FM	7 WEEI-FM	7 WROR	7 WBCN	7 WEEI	7 WEEI
8 WAAF	8 WVBF	8 WHDH	8 WEEI	8 WVBF	8 WSSH
9 WHDH	9 WBZ	9 WEEI-FM	9 WVBF	9 WJIB	9 WVBF
10 WCGY	10 WILD	10 WAAF	10 WSSH	10 WCOZ	10 WJIB

Format Reach



SPR	FALL	SPRING '82	12+ ADP MTRD RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
15.5	11.6	12.5	1	WJYE fm	BM	4	12	9	6	3	11/101	TORBET		9.8
13.4	13.1	10.6	2	WBEN am	A/C	2	6	8	7	4	14/76	EASTMAN	NBC	10.3
9.7	8.4	9.7	3	WKBW am	CHR	1	4	3	1	2	18/61	BLAIR	ABC-D	8.8
7.1	8.8	8.3	4	WBEN-FM	CHR	3	2	1	3	7	17/64	EASTMAN		8.9
7.6	9.7	7.7	5	WGRQ fm	AOR	6	1	2	5	11	13/86	KATZ	NBC-S	14.3
7.0	7.6	7.3	6	WGR am	A/C	5	10	4	2	1	18/60	KATZ	ABC-E	6.4
6.2	5.0	7.0	7	WBLK fm	Blk	9	3	5	4	5	8/134	PRO RADIO		4.7
1.6	5.1	4.7	8	WECK am	BBnd	10	14	15	12	8	12/91	MASLA	MBS	3.3
2.6	2.8	4.6	9	WYRK fm	Ctry	8	13	10	8	6	13/84	McGAVREN	RKO-2	5.9
1.7	2.2	2.8	10	WACJ fm	BM	12	9	12	11	9	10/105	RKO	ABC-I	1.6
0.5	2.2	2.8	10	WZIR fm	CHR	11	5	7	9	14	19/58	CHRISTAL	ABC-R	3.4
6.4	4.3	2.7	12	WPHD fm	CHR	7	7	6	10	10	24/46	MMR	ABC-C	4.4
1.0	1.4	1.7	13	WUFO am	Blk	15	8	11	13	12	13/85	SELCOM	SHRDN	0.7
--	1.5	1.4	14	WBUF fm	A/C	14	16	13	14	15	20/55	McGAVREN	RKO-1	2.4
3.5	3.3	1.4	14	WWOL am	Ctry	16	18	17	15	13	15/74	RKO	ABC-I	1.4
0.6	0.7	1.2	16	WJLJ am	A/C	22	20	21	18	18	9/123		SHRDN	--
1.1	1.1	1.1	17	WDCX fm	Rel	17	17	18	20	17	16/70			1.1
1.4	1.1	1.1	17	WYSL am	A/C	13	15	14	16	16	26/42	MMR	CBS	1.1

Demographic Rank

Men 18-34 POP (00): 1598 Women 18-34 POP (00): 1712 Men 18-49 POP (00): 2647 Women 18-49 POP (00): 2834 Men 25-54 POP (00): 2274 Women 25-54 POP (00): 2418

1 WGRQ	1 WBEN-FM	1 WGR	1 WKBW	1 WGR	1 WKBW
2 WGR	2 WKBW	2 WGRQ	2 WBEN-FM	2 WBEN	2 WGR
3 WBEN-FM	3 WGRQ	3 WKBW	3 WBLK	3 WJYE	3 WJYE
4 WBLK	4 WBLK	4 WBEN-FM	4 WGR	4 WKBW	4 WBEN
5 WKBW	5 WGR	5 WBLK	5 WJYE	5 WBEN-FM	5 WBLK
6 WZIR	6 WPHD	6 WBEN	6 WGRQ	6 WYRK	6 WYRK
7 WPHD	7 WYRK	7 WJYE	7 WYRK	7 WBLK	7 WBEN-FM
8 WUFO	8 WZIR	8 WZIR	8 WBEN	8 WPHD	8 WECK
9 WBEN	9 WBEN	9 WPHD	9 WPHD	9 WGRQ	9 WACJ
10 WJYE	10 WJYE	10 WYRK	10 WECK	10 WACJ	10 WWOL

Format Reach

A/C	22.1
AOR	7.7
BBnd	4.7
Blk/Urbn	8.7
BM/Easy	15.6
CHR	23.5
Ctry	6.7
Misc.	9.9
Rel	1.1

Chicago #3

RR

SPR '81	SUMMER '81	FALL '81	WINTER '82	SPRING '82	12+ AOR METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.6	9.4	9.6	9.2	7.8	1	WGN	am Talk	1	17	14	8	1	13/79	CHRISTAL		8.5
4.1	6.3	6.9	6.1	6.6	2	WGCI	fm Urban	5	3	1	1	2	11/96	SELCOM		4.5
2.6	2.7	2.1	4.6	5.1	3	WBMX	fm Blk	6	6	2	2	4	13/80	MASLA		5.1
7.2	6.1	6.0	5.9	4.9	4	WBBM	am News	3	26	20	19	12	16/65	CBS SPOT	CBS	5.7
6.7	6.1	6.5	5.8	4.9	4	WLOO	fm BM	10	23	15	10	3	11/91	KATZ		4.3
5.0	5.0	4.7	4.5	4.8	6	WLS	am CHR	2	1	5	3	6	20/54	BLAIR	ABC-C	4.9
3.8	4.8	4.7	4.8	4.5	7	WIND	am Talk	15	24	23	22	17	11/91	RAR	ABC-E	5.2
4.3	4.4	3.5	3.6	4.1	8	WLS-FM	CHR	4	4	4	5	15	19/54	BLAIR	ABC-R	4.9
3.3	4.0	3.7	4.4	3.9	9	WLAK	fm BM	13	22	22	15	11	14/77	McGAVREN		2.9
3.1	3.5	4.2	4.2	3.8	10	WLUP	fm AOR	8	2	3	6	23	16/67	MMR	AP	5.8
3.3	2.9	3.4	3.5	3.7	11	WCLR	fm A/C	9	10	6	4	5	16/66	TORBET		2.8
0.9	1.6	1.1	1.1	3.7	11	WJJD	am BBnd	18	19	28	23	7	11/93	MMR	ABC-I	3.1
3.1	2.7	2.5	2.5	3.7	11	WJPC	am Blk	17	5	7	7	9	13/78			2.6
5.1	4.8	4.2	3.9	3.5	14	WMAQ	am Ctry	7	13	17	12	8	19/55	EASTMAN	NBC	4.4
2.4	2.2	2.7	2.1	2.7	15	WBBM-FM	CHR	11	7	12	13	18	20/52	CBS-FM	CBS-R	3.1
3.7	3.8	3.3	2.9	2.7	15	WKQX	fm A/C	14	11	8	9	14	20/54	EASTMAN		3.4
2.8	2.6	3.1	3.8	2.5	17	WFYR	fm A/C	16	16	10	11	13	21/51	RKO	RKO-1	3.2
3.5	4.0	3.4	2.3	2.4	18	WMET	fm AOR	12	8	9	14	24	23/47	KATZ	NBC-S	4.2
1.5	1.4	1.6	2.0	2.4	18	WVON	am Blk	19	9	13	17	16	16/67	SELCOM	SHRDN	1.5
3.1	3.1	3.0	1.6	2.3	20	WJEZ	fm Ctry	20	14	16	18	10	15/70	MMR	RKO-2	2.0
0.9	0.9	1.3	1.0	1.6	21	WOJO	fm Span	27	15	18	20	19	7/146	LOTUS		0.5
--	--	--	1.3	1.6	21	WUSN	fm Ctry	23	12	21	21	20	15/69	B HOWARD	ABC-D	2.5
1.3	2.1	1.6	2.0	1.6	21	WXRT	fm AOR	22	21	11	16	22	16/65	MASLA		2.5
3.0	2.1	2.5	2.0	1.5	24	WAIT	am BM	24	30	33	29	28	16/67	KATZ		1.0
1.9	1.4	2.2	2.0	1.3	25	WFMT	fm Clas	25	28	24	25	21	14/75	CMBS		2.4
1.8	1.3	1.1	1.6	1.1	26	WCFL	am A/C	21	25	19	24	25	24/43	B HOWARD	MBS	1.6

Demographic Rank

Men 18-34

POP (00): 11526

- 1 WBMX
- 2 WLUP
- 3 WGCI
- 4 WLS-FM
- 5 WMET
- 6 WLS
- 7 WJPC
- 8 WXRT
- 9 WKQX
- 10 WCLR

Women 18-34

POP (00): 11847

- 1 WGCI
- 2 WBMX
- 3 WCLR
- 4 WLS
- 5 WLS-FM
- 6 WKQX
- 7 WJPC
- 8 WLUP
- 9 WFYR
- 10 WBBM-FM

Men 18-49

POP (00): 18243

- 1 WGCI
- 2 WBMX
- 3 WLUP
- 4 WLS-FM
- 5 WLS
- 6 WCLR
- 7 WJPC
- 8 WMET
- 9 WGN
- 10 WKQX

Women 18-49

POP (00): 18739

- 1 WGCI
- 2 WBMX
- 3 WCLR
- 4 WLS
- 5 WGN
- 6 WLS-FM
- 7 WLOO
- 8 WKQX
- 9 WJPC
- 10 WFYR

Men 25-54

POP (00): 15264

- 1 WGN
- 2 WCLR
- 3 WGCI
- 4 WBMX
- 5 WLOO
- 6 WMAQ
- 7 WLS
- 8 WBBM
- 9 WJPC
- 10 WLS-FM

Women 25-54

POP (00): 15730

- 1 WGN
- 2 WGCI
- 3 WLOO
- 4 WBMX
- 5 WLS
- 6 WCLR
- 7 WJJD
- 8 WLAK
- 9 WJEZ
- 10 WFYR

Format Reach



Cincinnati #27

RR

SPR '81	FALL '81	SPRING '82	12+ AOH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE	
11.0	8.1	10.2	1	WLW	am	A/C	1	6	10	6	3	15/71	CBS SPOT	NBC	10.3
9.6	11.8	9.8	2	WEBN	fm	AOR	3	2	1	1	7	13/86	TORBET		18.2
9.2	7.8	8.2	3	WKRC	am	A/C	4	8	4	3	1	15/73	KATZ	ABC-E	6.3
9.6	8.3	8.0	4	WKRQ	fm	CHR	2	1	3	4	9	16/66	KATZ		10.2
9.8	8.9	7.1	5	WWEZ	fm	BM	5	13	11	10	5	12/89	EASTMAN		5.0
7.1	6.3	6.2	6	WRRM	fm	A/C	6	9	2	2	2	14/79	BLAIR		6.6
--	6.1	5.9	7	WMLX	am	BBnd	9	14	18	16	8	11/99	McGAVREN	RKO-2	4.2
4.2	5.9	5.6	8	WUBE-FM		Ctry	10	10	7	5	4	11/97	McGAVREN		5.1
7.9	6.4	4.5	9	WCKY	am	N/T	8	17	17	15	12	15/74	EASTMAN	ABC-I	3.5
5.8	2.6	4.4	10	WCIN	am	Blk	11	3	6	8	11	13/81	HILLIER		1.9
2.5	5.5	4.3	11	WYYS	fm	A/C	7	5	5	7	6	16/70	MMR		5.8
2.2	2.4	3.9	12	WBLZ	fm	Urbn	12	4	8	9	10	14/77	HILLIER		6.1
2.9	2.6	2.9	13	WSAI	am	Ctry	14	15	15	14	13	17/65	CHRISTAL	MBS	1.3
2.6	1.3	2.4	14	WSKS	fm	AOR	13	7	9	11	16	21/52	CBS-FM	RKO-2	2.8
2.0	1.9	1.9	15	WSAI-FM		Ctry	15	12	12	12	15	19/56	CHRISTAL	MBS	1.5
1.3	1.3	1.7	16	WLYK	fm	BM	17	18	23	18	17	10/108	GROSKIN		1.1
1.4	0.8	1.5	17	WNOP	am	Jazz	16	22	13	13	14	12/87			1.1

Demographic Rank

Men 18-34
POP (00): 2026

- 1 WEBN
- 2 WRRM
- 3 WKRC
- 4 WKRC
- 5 WSKS
- 6 WBLZ
- 7 WUBE-FM
- 8 WLW
- 9 WYYS
- 10 WCIN

Women 18-34
POP (00): 2094

- 1 WRRM
- 2 WKRC
- 3 WEBN
- 4 WYYS
- 5 WCIN
- 6 WKRC
- 7 WUBE
- 8 WBLZ
- 9 WSKS
- 10 WWEZ

Men 18-49
POP (00): 3172

- 1 WEBN
- 2 WKRC
- 3 WRRM
- 4 WLW
- 5 WUBE-FM
- 6 WKRC
- 7 WYYS
- 8 WSKS
- 9 WBLZ
- 10 WNOP

Women 18-49
POP (00): 3318

- 1 WRRM
- 2 WKRC
- 3 WKRC
- 4 WEBN
- 5 WUBE-FM
- 6 WCIN
- 7 WYYS
- 8 WLW
- 9 WWEZ
- 10 WBLZ

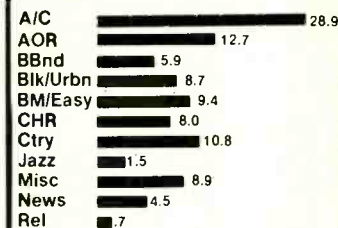
Men 25-54
POP (00): 2616

- 1 WLW
- 2 WKRC
- 3 WRRM
- 4 WEBN
- 5 WUBE-FM
- 6 WYYS
- 7 WYYS
- 8 WMLX
- 9 WNOP
- 10 WCKY

Women 25-54
POP (00): 2774

- 1 WKRC
- 2 WRRM
- 3 WUBE-FM
- 4 WYYS
- 5 WLW
- 6 WYYS
- 7 WMLX
- 8 WBLZ
- 9 WKRC
- 10 WCIN

Format Reach



YES 95!
WYYS-FM

**Cincinnati's best music.
Cincinnati's best buy.**

Represented nationally by Major Market Radio Sales



Cleveland #21

RR

SPR 81	SUMMER 81	FALL 81	WINTER 82	SPRING '82	12+ AOR METHOD RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
10.5	8.3	9.0	8.3	8.2	1	WMMS fm	AOR	1	2	1	1	6	13/79	KATZ	NBC-S	16.0
8.4	10.4	8.1	9.7	7.6	2	WDOK fm	BM	4	13	12	7	2	11/96	EASTMAN		6.0
8.0	7.3	6.6	6.5	7.3	3	WQAL fm	BM	5	16	16	8	3	11/93	McGAVREN		4.9
6.2	5.6	6.1	5.9	7.0	4	WZZP fm	A/C	3	7	2	2	1	13/81	CHRISTAL	AP	7.0
6.3	6.2	5.6	5.2	6.3	5	WGCL fm	CHR	2	1	5	5	7	17/62	MMR	ABC-F	6.6
2.8	5.3	4.9	7.2	5.9	6	WDMT fm	Urbn	10	3	4	3	5	11/93	B HOWARD	RKO-1	6.9
0.4	1.0	3.4	5.3	5.6	7	WBBG am	Gold	11	17	19	15	10	11/93	TORBET		5.2
3.1	3.4	4.0	3.1	5.3	8	WWWM fm	AOR	8	5	3	4	13	14/73	TORBET	CBS-R	6.7
6.1	5.4	5.8	6.1	4.9	9	WERE am	News	9	18	18	18	15	14/72	MMR	ABC-I	4.2
7.6	6.2	6.7	4.8	4.8	10	WHK am	Ctry	13	15	15	14	9	12/87	KATZ	NBC	4.2
5.7	4.2	3.2	3.5	4.5	11	WWWE am	Ctry	6	11	10	9	8	18/57	EASTMAN	CBS	2.5
5.1	5.1	4.7	5.2	3.7	12	WGAR fm	A/C	7	9	6	6	4	21/50	BLAIR	ABC-E	4.3
1.5	1.8	1.2	3.0	3.2	13	WABQ am	Rel	20	14	13	10	11	8/134	LOTUS	SHRDN	0.9
2.9	2.3	2.2	2.9	2.8	14	WZAK fm	Urbn	15	6	7	11	14	14/72	SELCOM		2.7
2.4	3.0	2.7	2.7	2.7	15	WJMO am	Blk	14	8	8	12	16	20/52	MASLA		1.9
3.4	3.7	3.7	3.7	2.6	16	WKSW fm	Ctry	16	12	11	13	12	16/67	BLAIR	RKO-2	3.7
2.2	2.1	3.0	2.7	2.4	17	WCLV fm	Clas	18	21	17	17	17	13/79	CMBS		3.4
3.6	5.1	4.4	2.6	2.4	17	WJW am	A/C	17	19	21	19	18	15/69	CHRISTAL	NBC-T	1.8
3.6	4.2	3.9	2.4	2.3	19	WLYT fm	CHR	12	4	9	16	19	27/40	MASLA	ABC-R	3.4
1.1	1.3	1.1	1.3	1.7	20	WDBN fm	BM	21	20	23	21	21	8/127	MASLA		0.3

Demographic Rank

Men 18-34 POP (00): 2589 Women 18-34 POP (00): 2758 Men 18-49 POP (00): 4196 Women 18-49 POP (00): 4463 Men 25-54 POP (00): 3616 Women 25-54 POP (00): 3833

1 WMMS	1 WZZP	1 WMMS	1 WZZP	1 WZZP	1 WZZP
2 WWWM	2 WGCL	2 WWWM	2 WGCL	2 WDOK	2 WQAL
3 WDMT	3 WMMS	3 WZZP	3 WDMT	3 WGAR	3 WDOK
4 WZZP	4 WDMT	4 WDMT	4 WMMS	4 WMMS	4 WGCL
5 WGCL	5 WWWM	5 WGAR	5 WQAL	5 WWWE	5 WABQ
6 WGAR	6 WZAK	6 WGCL	6 WABQ	6 WDMT	6 WDMT
7 WWWE	7 WJMO	7 WDOK	7 WDOK	7 WQAL	7 WHK
8 WLYT	8 WGAR	8 WWWE	8 WZAK	8 WWWM	8 WGAR
9 WJMO	9 WDOK	9 WKSW	9 WWWM	9 WBBG	9 WMMS
10 WZAK	10 WLYT	10 WHK	10 WGAR	10 WKSW	10 WZAK

Format Reach

A/C	14.1
AOR	14.4
Blk/Urbn	11.4
BM/Easy	16.6
CHR	8.6
Clas	2.4
Ctry	11.9
Gold	5.6
Misc	6.4
News	4.9
Rel	3.7



WMMMS 101 FM

 A MALRITE STATION

**Where
Cleveland
ROCKS!**



**#1 18-34 ADULTS 21 CONSECUTIVE
ARBITRON RATING PERIODS!***



**ROLLING STONE MAGAZINE RADIO
STATION OF THE YEAR 3 TIMES
IN A ROW!**

**CONSISTENCY — THE MARK
OF A TRUE CHAMPION!**

***OCT/NOV 1975 THROUGH SPRING 1982, EXCLUDING
1981 SUMMER ARB, DUE TO NON-SUBSCRIPTION. (AVG. QTR. HR.,
METRO, MON - SUN, 6 AM - MID.)**

Columbus, OH #37

RR

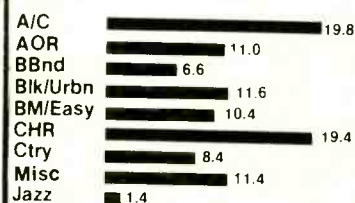
SPR	FALL	SPRING '82	12+ ADH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
15.9	12.6	11.0	1	WLWQ fm	AOR	4	2	1	1	4	13/83	KATZ	NBC-S
10.8	10.9	10.9	2	WXGT fm	CHR	1	1	3	3	5	16/69	EASTMAN	CBS-R
7.3	13.0	9.3	3	WTVN am	A/C	2	7	5	4	2	18/61	KATZ	ABC-E
10.0	8.6	8.5	4	WNCI fm	CHR	3	4	2	2	1	18/60	CHRISTAL	ABC-C
7.8	6.7	7.4	5	WBNS-FM	BM	6	8	8	8	6	14/76	BLAIR	
3.4	4.7	7.1	6	WVKO-FM	Blk	9	3	4	5	8	10/107	B HOWARD	SHRDN
6.3	6.3	6.7	7	WBNS am	A/C	5	6	6	6	3	17/62	BLAIR	ABC-I
7.9	7.2	6.6	8	WCOL am	BBnd	7	18	12	11	7	13/82	EASTMAN	CBS
6.7	6.2	5.1	9	WMNI am	Ctry	8	10	9	9	9	14/76	McGAVREN	MBS
2.2	3.1	4.5	10	WVKO am	Blk	10	5	7	7	10	11/95	B HOWARD	SHRDN
4.6	3.7	3.3	11	WHOK-FM	Ctry	12	9	10	10	11	12/90	P-W RADIO	
3.4	2.6	3.0	12	WRMZ fm	BM	11	17	14	12	12	16/68	McGAVREN	MBS
1.1	1.0	1.5	13	WLW am	A/C	13	13	13	14	14	24/45	CBS SPOT	
1.6	0.8	1.4	14	WBBY fm	Jazz	14	12	11	13	13	15/74	R A LAZAR	

Demographic Rank

Men 18-34 POP (00): 1829 Women 18-34 POP (00): 1881 Men 18-49 POP (00): 2728 Women 18-49 POP (00): 2803 Men 25-54 POP (00): 2134 Women 25-54 POP (00): 2194

1 WLWQ	1 WXGT	1 WLWQ	1 WXGT	1 WLWQ	1 WBNS
2 WNCI	2 WNCI	2 WNCI	2 WNCI	2 WNCI	2 WNCI
3 WXGT	3 WLWQ	3 WXGT	3 WLWQ	3 WTVN	3 WTVN
4 WVKO-FM	4 WTVN	4 WVKO-FM	4 WTVN	4 WBNS-FM	4 WXGT
5 WTVN	5 WBNS	5 WTVN	5 WBNS	5 WCOL	5 WBNS-FM
6 WVKO	6 WVKO-FM	6 WBNS	6 WVKO-FM	6 WBNS	6 WVKO-FM
7 WHOK-FM	7 WVKO	7 WHOK-FM	7 WVKO	7 WVKO-FM	7 WCOL
8 WBNS	8 WBNS-FM	8 WBNS-FM	8 WBNS-FM	8 WHOK-FM	8 WLWQ
9 WBNS-FM	9 WMNI	9 WVKO	9 WMNI	9 WMNI	9 WNMI
10 WMNI	10 WBBY	10 WMNI	10 WCOL	10 WVKO	10 WVKO

Format Reach



Radio & Records



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SPR '81	FALL '81	WINTER '82	SPRING '82	12+ ADH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.9	8.2	7.9	8.4	1	KVIL-FM	A/C	1	6	1	1	1	14/79	BLAIR		9.6
6.5	6.8	6.7	7.7	2	WBAP am	Ctry	2	9	10	6	3	14/80	EASTMAN	ABC-I	6.2
8.9	8.3	8.4	7.5	3	KSCS fm	Ctry	3	7	5	2	2	14/78	EASTMAN		7.7
5.0	6.5	4.9	6.4	4	KZEW fm	AOR	6	4	2	3	9	14/80	MMR	NBC-S	7.9
4.7	4.3	4.9	6.3	5	KNOK-FM	Blk	12	3	4	5	7	8/135	B HOWARD		5.3
4.6	4.6	6.4	6.3	5	KTXQ fm	AOR	5	2	3	4	12	15/74	CBS-FM	ABC-R	7.2
5.6	6.4	5.2	5.4	7	KRLD am	News	4	21	13	11	4	19/58	KATZ	CBS	4.0
6.9	6.5	6.6	5.2	8	KKDA-FM	Blk	8	5	7	9	10	15/71	SELCOM		5.5
4.9	5.0	4.1	4.7	9	KEGL fm	CHR	7	1	8	10	16	18/61	CHRISTAL	TSTAR	5.1
5.9	5.0	6.3	4.6	10	KMEZ fm	BM	9	23	14	12	8	14/79	McGAVREN		4.7
5.1	3.4	6.4	4.5	11	KPLX fm	Ctry	11	8	9	8	5	13/83	RKO		5.3
2.8	4.4	3.7	4.0	12	KMGC fm	A/C	10	10	6	7	6	15/71	SELCOM		4.0
2.7	4.1	3.8	3.0	13	WFAA am	N/T	13	17	20	17	13	16/66	MMR	MBS	3.4
4.7	4.0	3.4	2.5	14	KOAX fm	BM	16	16	23	19	15	14/77	RAR		2.1
1.4	1.0	1.7	2.3	15	KAFM fm	A/C	15	13	12	13	11	17/65	TORBET	CBS-R	2.7
2.2	2.3	1.8	2.0	16	KFJZ am	BBnd	17	26	24	24	21	17/65	CHRISTAL	ABC-D	3.3
3.4	1.8	1.4	2.0	16	KLVU fm	A/C	14	14	11	14	14	19/56	MASLA		2.3
2.7	2.4	1.7	1.5	18	KBOX am	Ctry	20	22	22	22	20	14/79	McGAVREN		2.2
0.7	0.6	1.0	1.5	18	KKDA am	Blk	24	12	15	15	19	11/102	SELCOM		1.0
--	--	1.0	1.4	20	KSAX am	Jazz	21	20	21	18	18	12/87	B HOWARD		--
1.4	1.2	1.9	1.3	21	KPBC am	Rel	25	15	16	16	17	12/93			0.7
0.9	1.6	1.2	1.2	22	KIXK fm	Ctry	19	11	18	20	22	18/61	BUCKLEY		0.7
1.4	1.2	0.8	1.0	23	KLIF am	Ctry	18	18	19	23	23	23/47	RKO	ABC-E	0.8

Demographic Rank

Men 18-34 POP (00): 5218	Women 18-34 POP (00): 5295	Men 18-49 POP (00): 7879	Women 18-49 POP (00): 8020	Men 25-54 POP (00): 6481	Women 25-54 POP (00): 6513
1 KZEW	1 KVIL-FM	1 KZEW	1 KVIL-FM	1 WBAP	1 KVIL-FM
2 KTXQ	2 KNOK-FM	2 KTXQ	2 KSCS	2 KVIL-FM	2 KSCS
3 KVIL-FM	3 KMGC	3 WBAP	3 KNOK-FM	3 KSCS	3 KMGC
4 KEGL	4 KSCS	4 KVIL-FM	4 KMGC	4 KRLD	4 WBAP
5 WBAP	5 KKDA-FM	5 KSCS	5 KKDA-FM	5 KZEW	5 KPLX
6 KNOK-FM	6 KZEW	6 KNOK-FM	6 KPLX	6 KPLX	6 KMEZ
7 KSCS	7 KTXQ	7 KPLX	7 KZEW	7 KNOK-FM	7 KKDA-FM
8 KPLX	8 KLVU	8 KEGL	8 KLVU	8 KTXQ	8 KNOK-FM
9 KKDA-FM	9 KPLX	9 KRLD	9 KTXQ	9 KAFM	9 KRLD
10 KMGC	10 KEGL	10 KKDA-FM	10 WBAP	10 KMEZ	10 KLVU

Format Reach

A/C	17.5
AOR	12.7
BBnd	2.0
Blk/Urbn	13.0
BM/Easy	7.1
CHR	4.7
Clas	1.8
Ctry	24.0
Jazz	1.4
Misc	6.2
News	8.4
Rel	2.2

Dayton #48

RR

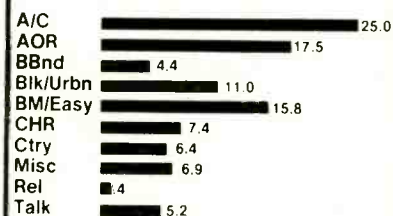
8-13 SPR	8-13 FALL	SPRING '82	12+ AOH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINS LISTENED	NATIONAL REP FIRM	
19.6	15.2	15.2	1	WHIO-FM	BM	1	9	2	2	1	11/95	CHRISTAL	
9.7	10.1	14.4	2	WTUE fm	AOR	2	1	1	1	3	10/108	McGAVREN	
14.2	10.2	10.8	3	WHIO am	A/C	3	19	12	5	2	13/83	CHRISTAL	CBS
7.4	9.7	6.6	4	WDAO fm	Blk	7	3	5	4	6	12/92	B HOWARD	ABC-C
8.8	7.7	6.1	5	WDJX fm	CHR	5	2	3	6	8	18/62	TORBET	RKO-1
8.7	8.3	6.1	5	WING am	A/C	4	8	6	3	4	19/57	KATZ	ABC-I
5.8	8.2	6.0	7	WONE am	Ctry	6	12	10	9	5	14/77	McGAVREN	
3.1	4.9	5.2	8	WAVI am	Talk	12	20	15	13	9	8/130	B HOWARD	ABC-E
1.0	1.7	4.4	9	WBLZ fm	Urbn	11	4	4	7	10	10/104	HILLIER	
1.6	2.7	4.4	9	WJAI fm	BBnd	9	11	8	8	7	12/91	KATZ	ABC-D
3.3	4.0	2.8	11	WVUD fm	AOR	8	5	7	10	11	28/39	MASLA	CBS-R
1.3	2.7	2.2	12	WPBF fm	A/C	13	16	9	11	13	16/66	SMITH	
2.3	1.7	1.6	13	WLW am	A/C	10	15	13	14	12	29/37	CBS SPOT	
1.0	0.7	1.6	13	WYYS fm	A/C	15	7	11	12	14	16/68	MMR	
0.2	0.7	1.1	15	WPTW am	A/C	23	22	22	23	22	6/198	REGIONAL	
0.5	1.0	1.1	15	WPTW-FM	A/C	19	23	20	15	15	13/84	REGIONAL	

Demographic Rank

Men 18-34 Women 18-34 Men 18-49 Women 18-49 Men 25-54 Women 25-54
 POP (00): 1298 POP (00): 1333 POP (00): 2018 POP (00): 2084 POP (00): 1665 POP (00): 1704

1 WTUE	1 WTUE	1 WTUE	1 WHIO-FM	1 WHIO-FM	1 WHIO-FM
2 WHIO-FM	2 WDJX	2 WHIO-FM	2 WTUE	2 WTUE	2 WHIO
3 WBLZ	3 WHIO-FM	3 WING	3 WDAO	3 WHIO	3 WDAO
4 WING	4 WDAO	4 WHIO	4 WDJX	4 WING	4 WONE
5 WDJX	5 WBLZ	5 WBLZ	5 WING	5 WONE	5 WING
6 WJAI	6 WING	6 WDAO	6 WHIO	6 WDAO	6 WJAI
7 WVUD	7 WVUD	7 WDJX	7 WBLZ	7 WAVI	7 WTUE
8 WDAO	8 WPBF	8 WJAI	8 WONE	8 WDJX	8 WDJX
9 WONE	9 WJAI	9 WONE	9 WJAI	9 WJAI	9 WPBF
10 WPBF	10 WYYS	10 WVUD	10 WVUD	10 WLW	10 WBLZ

Format Reach



Denver-Boulder #23

RR

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SPR 81	FALL 81	WINTER 82	SPRING '82	12+ AOH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINS LISTENED	NATIONAL REP. FIRM	NETWORK	
5.7	6.9	7.1	7.8	1	KOSI	fm	BM	5	13	14	10	3	12/93	RAR	
9.9	7.1	6.2	7.2	2	KBPI	fm	AOR	1	3	1	1	7	17/62	SELCOM	TSTAR
5.7	5.4	5.8	6.2	3	KAZY	fm	AOR	3	1	4	4	14	17/63	McGAVREN	
4.1	4.5	6.5	5.9	4	KPPL	fm	A/C	7	6	2	2	5	14/78	MMR	RKO-1
1.8	5.9	6.6	5.8	5	KPKE	fm	AOR	10	2	3	6	16	12/87	CBS-FM	
7.4	8.2	6.6	5.6	6	KOA	am	Talk	4	22	17	15	11	17/62	KATZ	CBS
5.4	4.9	4.1	5.4	7	KIMN	am	CHR	2	5	5	3	6	20/54	BLAIR	ABC-C
5.5	3.8	3.7	5.1	8	KLZ	am	Ctry	8	9	11	5	1	16/68	McGAVREN	ABC-E
4.3	5.2	5.4	5.0	9	KHOW	am	A/C	9	16	9	8	2	16/68	EASTMAN	RKO-2
5.2	6.5	5.0	4.8	10	KOAQ	fm	CHR	6	4	6	7	10	18/60	KATZ	
5.7	5.2	6.0	4.5	11	KYGO	fm	Ctry	12	10	8	9	4	13/84	BLAIR	ABC-D
5.2	5.2	4.3	4.4	12	KEZW	am	BBnd	13	21	25	21	17	12/88	CHRISTAL	MBS
5.9	4.2	4.2	4.2	13	KLIR	fm	BM	11	14	15	16	9	15/71	CHRISTAL	
3.4	3.8	3.7	3.5	14	KVOD	fm	Clas	14	20	13	13	8	13/85	CMBS	
3.1	3.5	3.6	3.1	15	KBCO	fm	AOR	16	18	7	11	13	11/97	MASLA	
2.8	1.7	2.3	2.9	16	KDKO	am	Blk	19	7	12	12	15	10/112	M ROSLIN	SHRDN
1.7	0.9	1.8	2.7	17	KWBZ	am	Talk	15	8	10	14	12	16/68		
1.9	1.4	1.4	2.0	18	KDEN	am	News	17	26	23	23	24	17/65	SAVALLI	NBC
--	--	0.8	1.8	19	KBRQ-FM		Ctry	18	11	19	17	18	17/62	TORBET	ABC-I
1.0	1.1	0.8	1.3	20	KBRQ	am	Ctry	20	15	22	20	21	20/54	TORBET	ABC-I
--	--	--	1.2	21	KJJZ	am	Jazz	23	28	16	18	19	11/97	LOTUS	

Demographic Rank

Men 18-34 POP (00): 2933 Women 18-34 POP (00): 3027 Men 18-49 POP (00): 4484 Women 18-49 POP (00): 4605 Men 25-54 POP (00): 3728 Women 25-54 POP (00): 3812

1 KBPI	1 KBPI	1 KBPI	1 KPPL	1 KYGO	1 KOSI
2 KPKE	2 KPPL	2 KPKE	2 KIMN	2 KHOW	2 KLZ
3 KAZY	3 KOAQ	3 KPPL	3 KBPI	3 KLZ	3 KHOW
4 KBCO	4 KIMN	4 KAZY	4 KOAQ	4 KBPI	4 KIMN
5 KPPL	5 KAZY	5 KLZ	5 KOSI	5 KPPL	5 KPPL
6 KIMN	6 KPKE	6 KIMN	6 KHOW	6 KOA	6 KYGO
7 KOAQ	7 KBCO	7 KYGO	7 KLZ	7 KOSI	7 KLIR
8 KYGO	8 KHOW	8 KHOW	8 KYGO	8 KVOD	8 KVOD
9 KWBZ	9 KLZ	9 KBCO	9 KAZY	9 KBCO	9 KOAQ
10 KLZ	10 KYGO	10 KOAQ	10 KPKE	10 KIMN	10 KBPI

Format Reach

A/C	11.3
AOR	22.3
BBnd	4.4
Blk/Urbn	2.9
BM/Easy	12.0
CHR	11.0
Clas	3.5
Ctry	13.4
Jazz	1.2
Misc	5.9
News	2.9
Rel	9
Talk	8.3

Detroit #6

RR

SPR 81	SUMMER 81	FALL 81	WINTER 82	SPRING '82	12+ ADP METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
11.0	8.8	9.7	8.4	10.8	1	WJR	am Misc	1	11	11	3	1	13/78	EASTMAN	NBC
4.8	5.2	5.3	6.7	6.3	2	WRIF	fm AOR	2	3	1	1	4	19/55	BLAIR	ABC-R
8.0	7.7	7.0	4.7	6.1	3	WLLZ	fm AOR	3	1	3	4	18	16/64	McGAVREN	
4.9	5.4	5.3	6.0	5.9	4	WWJ	am News	5	17	17	12	3	16/66	CBS SPT	CBS
4.1	5.4	6.0	5.1	5.6	5	WXYZ	am Talk	9	20	20	19	11	11/94	BLAIR	ABC-I
4.7	5.1	4.5	5.6	5.1	6	WNIC-FM	A/C	4	5	2	2	2	19/56	RKO	
2.3	3.0	3.9	3.4	4.9	7	WGPR	fm Blk	13	2	5	7	13	11/97	R A LAZAR	SHRDN
4.1	4.6	5.1	3.6	4.0	8	WWWW	fm Ctry	12	14	13	11	5	14/75	CHRISTAL	AP
4.6	3.6	4.7	4.4	3.9	9	WJR-FM	BM	10	27	25	20	15	15/68	EASTMAN	
2.6	2.1	2.7	3.7	3.8	10	WJLB	fm Blk	8	9	7	6	6	17/62	MASLA	
4.4	3.7	3.4	3.5	3.7	11	WMJC	fm A/C	7	10	4	5	7	18/58	MMR	TSTAR
3.9	4.1	3.6	3.4	3.3	12	WABX	fm AOR	6	4	6	10	21	26/41	KATZ	NBC-S
3.4	3.9	2.8	4.3	3.1	13	WCXI	am Ctry	19	16	18	18	8	14/76	TORBET	MBS
3.8	3.0	3.5	3.8	3.1	13	WCZY	fm A/C	18	21	14	15	9	15/71	CBS-FM	CBS-R
3.5	2.5	2.3	1.4	3.0	15	WDRQ	fm Urbn	14	8	8	8	16	17/63	SELCOM	RKO-1
--	--	--	--	2.8	16	WCXI-FM	Ctry	15	6	10	9	12	17/61	TORBET	
2.7	3.0	3.5	4.1	2.8	16	WJOI	fm BM	16	28	24	24	20	17/61	CBS SPOT	
2.5	3.3	3.7	2.5	2.5	18	WLBS	fm Blk	17	7	9	13	19	19/56	UNIREP	SHRDN
1.8	2.4	2.8	3.0	2.4	19	WJZZ	fm Jazz	21	23	12	14	10	16/66	B HOWARD	
3.5	3.8	3.0	2.7	2.3	20	CKLW	am CHR	11	15	15	16	14	27/39	CHRISTAL	
4.0	3.2	2.4	2.6	2.2	21	WOMC	fm A/C	20	19	16	17	17	18/57	KATZ	RKO-2
--	--	0.3	1.3	1.4	22	CKJY	fm BBnd	24	24	28	27	24	15/69	CHRISTAL	
1.4	1.7	1.5	1.8	1.2	23	WQRS	fm Clas	23	31	22	23	22	18/58	CMBS	
1.5	1.3	1.8	2.0	1.1	24	WCHB	am Blk	22	12	19	22	25	26/41	B HOWARD	
1.6	0.6	1.1	1.1	1.0	25	WHND	am Gold	26	18	21	21	23	17/61	MMR	ABC-C

Demographic Rank

Men 18-34 POP (00): 6309	Women 18-34 POP (00): 6519	Men 18-49 POP (00): 10050	Women 18-49 POP (00): 10450	Men 25-54 POP (00): 8514	Women 25-54 POP (00): 8820
1 WRIF	1 WNIC-FM	1 WRIF	1 WNIC-FM	1 WJR	1 WJR
2 WLLZ	2 WRIF	2 WJR	2 WMJC	2 WWJ	2 WNIC-FM
3 WABX	3 WLLZ	3 WLLZ	3 WRIF	3 WRIF	3 WMJC
4 WNIC-FM	4 WMJC	4 WNIC-FM	4 WLLZ	4 WNIC-FM	4 WCZY
5 WJLB	5 WGPR	5 WWJ	5 WGPR	5 WJLB	5 WWWW
6 WGPR	6 WDRQ	6 WJLB	6 WCZY	6 WWWW	6 WJLB
7 WLBS	7 WJLB	7 WABX	7 WDRQ	7 WCXI	7 WJR-FM
8 WMJC	8 WABX	8 WMJC	8 WJR	8 WJZZ	8 WCXI
9 WJR	9 WCZY	9 WGPR	9 WJLB	9 WMJC	9 WXYZ
10 WDRQ	10 WLBS	10 WCXI-FM	10 WCXI-FM	10 WLLZ	10 WGPR

Format Reach

A/C	14.1
AOR	16.1
BBnd	1.4
Blk/Urbn	15.3
BM/Easy	6.7
CHR	2.3
Clas	1.2
Ctry	9.9
Gold	1.0
Jazz	2.4
Misc	16.7
News	5.9
Rel	1.4
Talk	5.6

Greensboro-Winston Salem-High Point #46

RR

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81 SPR	81 FALL	SPRING '82	12+ AORH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
16.6	15.8	15.6	1	WTQR fm	Ctry	1	4	5	1	1	9/117	McGAVREN		16.9
9.2	8.3	10.8	2	WSEZ fm	CHR	2	1	1	2	3	11/100	TORBET	RKO-1	14.9
7.4	8.9	9.2	3	WKZL fm	AOR	4	2	3	4	7	10/109	KATZ		14.0
6.6	5.5	7.8	4	WQMG fm	Blk	7	5	2	3	5	8/140	B HOWARD		8.3
9.5	8.4	7.4	5	WGLD fm	BM	5	8	7	6	2	12/89	BLAIR		8.0
6.2	7.0	6.8	6	WRQK fm	CHR	3	3	4	5	4	15/71	EASTMAN	MBS	8.3
7.4	6.8	5.5	7	WSJS am	A/C	6	24	10	8	8	15/71	McGAVREN	NBC	7.6
2.5	3.5	4.0	8	WAAA am	Blk	9	6	6	7	6	11/101	PRO RADIO		1.4
3.2	3.8	3.0	9	WBIG am	A/C	8	12	17	12	11	15/72	CHRISTAL	CBS	3.2
2.2	1.6	2.6	10	WMFR am	AOR	11	28	23	16	13	12/92	RSR	ABC-E	0.4
2.4	1.7	2.4	11	WEAL am	Blk	13	9	8	9	12	12/91	B HOWARD	SHRDN	0.8
2.4	3.6	2.1	12	WAIR am	Blk	12	7	9	11	10	14/75	TORBET		2.8
1.1	1.6	2.1	12	WWMO fm	Rel	14	23	11	10	9	10/104			--
1.2	0.8	1.9	14	WPET am	Rel	21	16	14	14	17	7/148	EASTMAN		0.8
1.5	0.9	1.3	15	WHPE fm	Rel	16	26	24	29	21	15/73		AP	0.4
0.7	0.9	1.2	16	WSOC-FM	Ctry	17	29	13	15	16	16/69	CHRISTAL		--
1.1	1.0	1.0	17	WCOG am	Ctry	10	10	12	13	15	34/32	MASLA		1.3

Demographic Rank

MEN 18-34 POP (00): 1246	WOMEN 18-34 POP (00): 1350	MEN 18-49 POP (00): 2016	WOMEN 18-49 POP (00): 2165	MEN 25-54 POP (00): 1716	WOMEN 25-54 POP (00): 1800
1 WKZL	1 WSEZ	1 WTQR	1 WTQR	1 WTQR	1 WTQR
2 WSEZ	2 WQMG	2 WKZL	2 WSEZ	2 WRQK	2 WGLD
3 WQMG	3 WRQK	3 WSEZ	3 WQMG	3 WGLD	3 WSEZ
4 WTQR	4 WTQR	4 WQMG	4 WRQK	4 WSEZ	4 WAAA
5 WRQK	5 WKZL	5 WRQK	5 WGLD	5 WKZL	5 WSJS
6 WEAL	6 WAAA	6 WGLD	6 WKZL	6 WQMG	6 WQMG
7 WGLD	7 WGLD	7 WAAA	7 WAAA	7 WSJS	7 WRQK
8 WAIR	8 WAIR	8 WWMO	8 WSJS	8 WAAA	8 WKZL
9 WAAA	9 WSJS	9 WEAL	9 WEAL	9 WWMO	9 WWMO
10 WZOO	10 WEAL	10 WSJS	10 WWMO	10 WMFR	10 WAIR

Format Reach

A/C	11.7
AOR	12.6
Blk/Urbn	16.3
BM/Easy	8.7
CHR	19.2
Ctry	20.1
Misc	5.4
Rel	6.0

Hartford-New Britain #40

RR

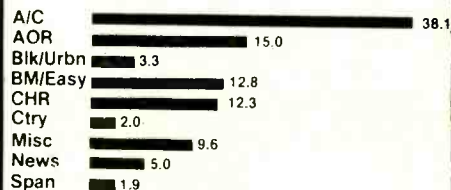
8/1 SPR	FALL 8/1	SPRING '82	12+ AOH METHO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE	
23.4	23.8	21.7	1	WTIC	am	A/C	1	9	6	1	1	12/92	KATZ	NBC	19.7
7.7	6.3	7.5	2	WRCH	fm	BM	5	16	15	8	2	11/99	CHRISTAL		5.5
6.2	6.5	6.9	3	WHCN	fm	AOR	3	1	1	2	6	14/76	MASLA	ABC-R	9.4
4.7	7.0	6.9	3	WTIC-FM		CHR	2	3	2	3	4	18/60	KATZ		7.9
3.6	4.9	5.0	5	WCCC-FM		AOR	4	2	3	6	12	18/60	SELCOM	NBC-S	7.5
3.7	3.6	5.0	5	WPOP	am	News	6	23	14	11	7	16/70	TORBET	CBS	3.8
4.0	3.7	4.5	7	WWYZ	fm	A/C	9	13	4	4	3	14/76	CBS-FM	RKO-1	3.6
7.9	5.8	4.4	8	WKSS	fm	BM	11	24	17	14	11	14/77	BLAIR		4.5
3.7	4.0	3.9	9	WIOF	fm	A/C	10	11	5	5	5	16/68	TORBET		3.4
1.7	2.0	3.7	10	WRCQ	am	A/C	12	20	12	13	10	13/83	CHRISTAL		4.1
5.1	3.0	3.3	11	WKND	am	Blk	14	6	7	7	13	11/103	R A LAZAR	SHRDN	0.8
4.0	5.3	3.2	12	WDRC-FM		CHR	7	4	8	9	9	24/45	McGAVREN		3.4
4.2	3.6	3.1	13	WDRC	am	A/C	8	8	9	10	8	23/47	McGAVREN		2.4
1.2	1.8	1.8	14	WKCI	fm	CHR	15	12	10	12	14	18/59	McGAVREN		2.5
1.9	1.7	1.6	15	WAQY	fm	AOR	13	5	11	15	16	28/38	EASTMAN		2.2
--	--	1.6	15	WLVI	fm	Span	26	7	16	16	17	4/267			--
0.8	1.7	1.5	17	WMLB	am	Ctry	17	25	23	18	15	13/81		MBS	0.8
1.5	1.3	1.0	18	WPLR	fm	AOR	16	10	13	17	18	22/48	CHRISTAL		2.9

Demographic Rank

MEN 18-34 POP (00): 1396
 WOMEN 18-34 POP (00): 1422
 MEN 18-49 POP (00): 2223
 WOMEN 18-49 POP (00): 2275
 MEN 25-54 POP (00): 1862
 WOMEN 25-54 POP (00): 1881

1 WHCN	1 WTIC-FM	1 WTIC	1 WTIC	1 WTIC	1 WTIC
2 WCCC-FM	2 WWYZ	2 WHCN	2 WTIC-FM	2 WRCH	2 WTIC-FM
3 WIOF	3 WHCN	3 WCCC-FM	3 WWYZ	3 WWYZ	3 WWYZ
4 WWYZ	4 WIOF	4 WWYZ	4 WKND	4 WHCN	4 WRCH
5 WTIC	5 WKND	5 WIOF	5 WDRC-FM	5 WPOP	5 WDRC
6 WTIC-FM	6 WTIC	6 WRCH	6 WHCN	6 WIOF	6 WDRC-FM
7 WDRC	7 WDRC-FM	7 WPOP	7 WIOF	7 WCCC-FM	7 WRCQ
8 WKCI	8 WDRC	8 WTIC-FM	8 WDRC	8 WTIC-FM	8 WIOF
9 WKND	9 WCCC-FM	9 WKND	9 WRCH	9 WDRC	9 WKSS
10 WAQY	10 WKCI	10 WDRC	10 WCCC-FM	10 WDRC-FM	10 WKND

Format Reach



Houston-Galveston #8

RR

SPR 81	SUMMER 81	FALL 81	WINTER 82	SPRING '82	12+ ACH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
13.2	11.2	7.7	8.1	9.1	1	KMJQ fm	Urbn	2	1	2	3	4	11/97	McGAVREN	AP	10.7
6.2	5.9	7.4	7.8	8.8	2	KIKK-FM	Ctry	1	7	4	1	1	12/90	TORBET		10.0
8.6	8.8	6.7	6.9	7.5	3	KILT-FM	Ctry	3	6	6	4	3	13/86	BLAIR		8.2
3.7	4.0	6.0	5.5	6.5	4	KFMK fm	A/C	6	8	1	2	2	13/82	SELCOM		5.9
6.2	6.6	7.0	5.9	6.5	4	KLOL fm	AOR	4	2	3	7	9	14/79	CHRISTAL		10.0
4.3	5.8	7.3	5.3	6.5	4	KRLY fm	Urbn	7	4	5	5	5	12/87	MASLA	CBS-R	6.2
5.5	4.8	6.3	6.0	5.7	7	KRBE fm	A/C	5	5	7	6	7	16/70	KATZ	ABC-C	6.3
5.7	6.4	6.1	5.3	4.7	8	KTRH am	Talk	8	24	16	12	8	16/69	CHRISTAL	MBS	3.6
5.2	6.5	5.5	5.3	4.6	9	KPRC am	News	11	26	17	13	11	15/72	CBS SPOT	NBC	3.0
5.3	5.2	5.6	5.5	4.2	10	KODA fm	BM	10	15	12	9	10	17/64	RAR		3.9
6.2	4.9	4.1	3.5	3.9	11	KYND fm	BM	12	21	13	8	6	14/80	EASTMAN		2.5
1.9	2.0	2.8	3.4	3.5	12	KSRR fm	AOR	9	3	8	11	21	21/52	HILLIER	ABC-R	5.8
3.0	2.9	3.4	3.0	3.3	13	KQUE fm	A/C	15	10	26	17	12	10/106	MMR	ABC-E	3.7
2.5	2.3	2.2	2.7	2.4	14	KILT am	Ctry	13	12	11	10	13	21/51	BLAIR		1.5
3.3	2.8	2.0	1.4	1.9	15	KENR am	Misc	14	17	21	20	16	21/51	KATZ	ABC-I	1.5
1.3	1.5	1.4	2.1	1.6	16	KLVL am	Span	19	9	10	15	19	14/79	NATL TIME		--
1.8	1.5	1.9	1.0	1.5	17	KEYH am	Span	28	20	9	14	22	9/127	LOTUS		0.2
1.9	0.9	0.6	0.9	1.5	17	KIKK am	Ctry	22	28	23	23	17	13/84	TORBET	AP	1.6
1.4	1.9	1.8	2.4	1.4	19	KLEF fm	Clas	17	18	20	19	15	19/58	CMBS		3.0
0.6	0.9	0.8	1.2	1.3	20	KCOH am	Blk	18	19	22	22	20	18/60	PRO RADIO	SHRDN	1.0
1.9	2.1	1.6	1.7	1.3	20	KULF am	A/C	16	16	15	18	14	26/42	EASTMAN	RKO-1	0.8
0.5	0.7	0.3	2.9	1.3	20	KXYZ am	Span	21	11	14	16	18	15/70	P-W RADIO		0.6
0.7	0.5	0.4	1.0	1.1	23	KHCB fm	Rel	26	27	27	27	26	13/82			--

Demographic Rank

Men 18-34 POP (00): 5356 Women 18-34 POP (00): 5428 Men 18-49 POP (00): 8301 Women 18-49 POP (00): 8388 Men 25-54 POP (00): 6940 Women 25-54 POP (00): 6926

1 KLOL	1 KFMK	1 KIKK-FM	1 KIKK-FM	1 KIKK-FM	1 KIKK-FM
2 KFMK	2 KMJQ	2 KLOL	2 KFMK	2 KFMK	2 KFMK
3 KMJQ	3 KILT-FM	3 KMJQ	3 KMJQ	3 KILT-FM	3 KMJQ
4 KRLY	4 KIKK-FM	4 KILT-FM	4 KILT-FM	4 KMJQ	4 KILT-FM
5 KRBE	5 KRBE	5 KFMK	5 KRBE	5 KRLY	5 KRBE
6 KIKK-FM	6 KRLY	6 KRLY	6 KRLY	6 KLOL	6 KYND
7 KILT-FM	7 KLOL	7 KRBE	7 KLOL	7 KTRH	7 KODA
8 KSRR	8 KEYH	8 KSRR	8 KYND	8 KYND	8 KRLY
9 KILT	9 KODA	9 KILT	9 KODA	9 KPRC	9 KQUE
10 KEYH	10 KLVL	10 KTRH	10 KILT	10 KRBE	10 KTRH

Format Reach

A/C	16.8
AOR	10.0
Blk/Urbn	17.8
BM/Easy	8.1
CHR	1.5
Clas	1.4
Ctry	20.7
Misc	8.2
News	4.6
Rel	1.9
Span	5.3
Talk	4.7

Indianapolis #36

RR

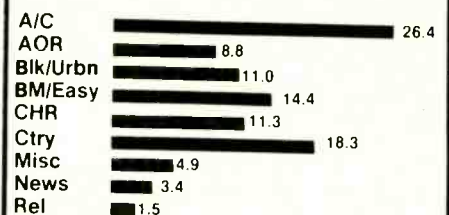
SPR 81	FALL 81	SPRING '82	12+ AQH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINIS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE	
15.6	13.5	14.3	1	WIBC	am	A/C	1	7	4	2	1	13/84	BLAIR	AP	14.3
12.8	11.1	11.8	2	WXTZ	fm	BM	2	6	8	6	4	10/109	EASTMAN		7.1
9.6	9.3	11.0	3	WTLC	fm	Urbn	8	3	1	1	2	8/140	B HOWARD		10.0
10.3	11.2	8.8	4	WFBQ	fm	AOR	5	1	2	4	8	12/93	KATZ	NBC-S	16.3
8.1	9.8	8.6	5	WIRE	am	Ctry	6	9	9	7	6	11/98	EASTMAN	RKO-2	7.6
--	7.0	8.1	6	WENS	fm	A/C	3	5	3	3	5	14/79	CBS-FM		8.3
8.6	8.8	7.9	7	WFMS	fm	Ctry	9	8	7	5	3	11/101	TORBET	AP	9.6
6.2	4.6	6.1	8	WIKS	fm	CHR	4	2	6	9	9	18/60	MMR		9.3
10.0	7.6	5.2	9	WNAP	fm	CHR	7	4	5	8	7	17/62	BLAIR		5.6
1.2	2.7	3.4	10	WIFE	am	N/T	10	12	10	10	10	17/63	SELCOM	ABC-I	3.3
2.6	2.9	2.6	11	WATI	am	BM	12	16	21	13	12	11/103	MASLA		0.9
3.3	2.2	2.1	12	WNDE	am	A/C	11	20	11	11	11	20/53	KATZ	CBS	1.2
1.8	1.3	1.3	13	WGTC	fm	Ctry	13	10	12	12	13	16/68	PRO RADIO		0.4

Demographic Rank

Men 18-34 POP (00): 1718 Women 18-34 POP (00): 1783 Men 18-49 POP (00): 2725 Women 18-49 POP (00): 2835 Men 25-54 POP (00): 2298 Women 25-54 POP (00): 2373

1 WFBQ	1 WTLC	1 WIBC	1 WTLC	1 WIBC	1 WIBC
2 WTLC	2 WENS	2 WFBQ	2 WIBC	2 WENS	2 WFMS
3 WIBC	3 WFBQ	3 WTLC	3 WENS	3 WXTZ	3 WTLC
4 WENS	4 WIBC	4 WENS	4 WFMS	4 WTLC	4 WXTZ
5 WNAP	5 WNAP	5 WFMS	5 WFBQ	5 WIRE	5 WIRE
6 WFMS	6 WIKS	6 WXTZ	6 WXTZ	6 WFMS	6 WENS
7 WIKS	7 WFMS	7 WIRE	7 WNAP	7 WFBQ	7 WNAP
8 WXTZ	8 WXTZ	8 WNAP	8 WIRE	8 WNAP	8 WIKS
9 WIRE	9 WIRE	9 WIKS	9 WIKS	9 WIFE	9 WATI
10 WIFE	10 WGTC	10 WIFE	10 WGTC	10 WNDE	10 WIFE

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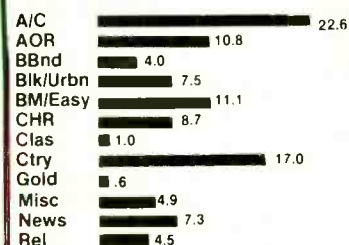
81 SPR	FALL 81	WINTER 82	SPRING '82	12+ AHH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
13.8	13.6	12.9	10.3	1	WDAF	am Ctry	1	7	6	2	1	14/75	KATZ	ABC-E
9.0	7.9	10.6	9.6	2	KYYS	fm AOR	5	2	1	1	9	11/95	KATZ	NBC-S
8.7	5.6	6.1	9.1	3	KMBZ	am A/C	2	6	8	9	6	13/81	TORBET	ABC-D
5.9	7.4	6.9	8.7	4	KBEQ	fm CHR	4	1	3	4	8	14/80	EASTMAN	ABC-C
7.5	7.4	8.0	7.5	5	KPRS	fm Blk	11	3	4	6	7	7/150	B HOWARD	SHRDN
5.7	5.6	6.8	6.9	6	KCMO	am N/T	7	21	11	10	10	13/82	MMR	MBS
3.7	5.5	7.0	6.7	7	KFKF	fm Ctry	9	4	7	7	3	11/96	McGAVREN	
9.0	7.9	6.6	6.7	7	KMBR	fm BM	8	17	9	8	4	12/90	TORBET	
6.0	7.6	5.4	6.7	7	KUDL	fm A/C	6	5	2	3	5	15/70	CHRISTAL	
9.5	9.1	6.5	6.4	10	WHB	am A/C	3	8	5	5	2	19/58	BLAIR	NBC
7.6	4.9	5.4	4.4	11	KCEZ	fm BM	10	20	13	11	11	13/84	MMR	
1.1	3.7	4.7	4.0	12	KJLA	am BBnd	12	16	16	13	12	12/92	ROSLIN	ABC-I
2.0	1.6	2.9	2.6	13	KPRT	am Rel	14	10	12	12	13	9/121	B HOWARD	SHRDN
1.0	1.6	0.9	1.2	14	KKCI	fm AOR	15	9	10	14	17	19/58	CBS-FM	RKO-1
1.1	2.0	1.5	1.0	15	KXTR	fm Clas	13	14	18	15	14	24/45	CMBS	RKO-2

Demographic Rank

Men 18-34 POP (00): 1987 Women 18-34 POP (00): 2124 Men 18-49 POP (00): 3167 Women 18-49 POP (00): 3350 Men 25-54 POP (00): 2699 Women 25-54 POP (00): 2800

1 KYYS	1 KBEQ	1 KYYS	1 KBEQ	1 WDAF	1 WDAF
2 KPRS	2 KUDL	2 WDAF	2 KUDL	2 KFKF	2 WHB
3 KUDL	3 WHB	3 KPRS	3 WHB	3 WHB	3 KMBR
4 KBEQ	4 KYYS	4 KUDL	4 WDAF	4 KYYS	4 KFKF
5 WDAF	5 KPRS	5 KFKF	5 KFKF	5 KMBR	5 KUDL
6 WHB	6 WDAF	6 WHB	6 KYYS	6 KMBZ	6 KMBZ
7 KFKF	7 KMBR	7 KBEQ	7 KPRS	7 KUDL	7 KPRS
8 KMBZ	8 KFKF	8 KMBR	8 KMBR	8 KPRS	8 KBEQ
9 KKCI	9 KMBZ	9 KMBZ	9 KMBZ	9 KCMO	9 KCEZ
10 KCMO	10 KCEZ	10 KCMO	10 KCMO	10 KBEQ	10 KCMO

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SPR '81	SUMMER '81	FALL '81	WINTER '82	SPRING '82	12+ AOH METRO HANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.5	6.6	8.0	5.7	6.7	1	KABC	am Talk	1	16	16	9	1	13/83	KATZ	ABC-I	8.7
5.5	6.0	5.0	4.6	5.0	2	KBIG	fm BM	7	24	17	8	2	12/86	TORBET		3.3
4.6	5.7	4.5	3.9	4.0	3	KMET	fm AOR	8	3	1	2	11	15/70	EASTMAN	NBC-S	6.4
3.0	2.0	2.1	3.1	3.9	4	KIIS	fm CHR	3	6	2	1	3	18/59	McGAVREN	ABC-C	4.2
3.6	4.5	4.7	3.8	3.9	4	KLOS	fm AOR	5	2	4	6	16	16/64	KATZ	ABC-R	6.0
2.6	2.9	2.5	3.1	3.7	6	KIQQ	fm CHR	9	4	7	5	5	16/65	MASLA		2.3
1.7	1.8	2.4	3.0	3.7	6	KROQ-FM	AOR	14	1	6	7	28	11/90	ROSLIN		4.9
3.8	3.7	4.4	4.3	3.6	8	KFWB	am News	2	20	25	15	10	22/49	RAR	NBC	4.1
3.0	3.1	3.0	4.0	3.5	9	KHTZ	fm A/C	6	12	5	4	4	18/60	SELCOM	AP	2.5
3.8	4.5	3.7	3.5	3.5	9	KJOI	fm BM	12	38	28	19	12	14/77	SELCOM		2.6
3.8	3.2	3.2	3.7	3.5	9	KNX	am News	4	29	29	16	8	18/57	CBS SPOT	CBS	5.0
3.1	3.5	3.1	3.3	3.2	12	KRTH	fm CHR	10	14	3	3	6	19/57	RKO	RKO-1	3.0
--	--	0.9	2.3	2.6	13	KPRZ	am BBnd	22	39	40	33	19	11/90	McGAVREN		2.1
2.5	2.9	2.2	2.4	2.5	14	KFI	am CHR	13	13	10	10	7	19/56	CHRISTAL	ABC-E	2.9
2.5	2.3	2.0	2.5	2.4	15	KMPC	am Talk	11	21	33	24	17	20/52	MMR		2.6
2.5	2.1	2.6	2.5	2.4	15	KOST	fm BM	19	35	27	23	14	15/71	CHRISTAL		1.3
2.8	3.0	2.6	3.2	2.2	17	KNX-FM	AOR	17	32	8	11	9	17/63	CBS-FM		1.9
2.9	2.9	2.7	2.0	2.1	18	KLAC	am Ctry	18	28	35	30	20	17/61	EASTMAN	ABC-D	2.1
3.7	2.6	2.8	2.2	2.1	18	KRLA	am CHR	15	8	14	14	15	20/53	B HOWARD	AP	2.9
1.7	2.0	2.5	2.5	2.1	18	KZLA-FM	Ctry	25	42	12	12	13	12/83	BLAIR		1.2
1.4	2.1	2.4	2.0	1.9	21	KGFJ	am Blk	24	5	19	22	32	15/68	MASLA	AP	2.3
1.9	2.7	2.4	1.8	1.9	21	KTNQ	am Span	30	25	21	18	18	11/98	CABALLERO		0.9
2.0	1.9	1.8	1.8	1.9	21	KUTE	fm Urbn	16	9	9	13	29	21/51	MASLA	SHRDN	1.5
1.4	1.1	0.6	1.3	1.5	24	KACE	fm Blk	26	15	11	17	23	17/63	PRO RADIO	AP	1.5
1.4	1.1	1.4	1.7	1.5	24	KDAY	am Blk	27	10	15	21	30	16/64	B HOWARD		1.1
1.9	1.3	1.8	1.6	1.5	24	KHJ	am Ctry	23	27	30	29	21	19/54	RKO	RKO-2	1.4
1.6	1.8	2.4	1.4	1.5	24	XTRA	am CHR	21	7	18	25	34	22/49	MMR		1.6

Continued on page 99

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RR

81 SPR	81 FALL	82 WINTER	82 SPRING	12+ AOR METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.0	9.2	8.4	9.6	1	WRKA	fm A/C	5	4	1	1	1	13/83	BLAIR	ABC-D	8.8
6.3	8.0	8.7	9.3	2	WLOU	am Blk	11	5	2	2	6	8/138	B HOWARD	SHRDN	7.2
9.7	8.4	10.1	9.0	3	WHAS	am A/C	1	9	8	7	4	20/55	CHRISTAL	CBS	7.6
10.4	9.3	10.2	8.4	4	WVEZ	fm BM	10	11	10	10	7	11/101	KATZ		7.1
8.2	7.2	10.2	8.1	5	WAVG	am A/C	3	10	11	11	8	16/67	EASTMAN	TSTAR	6.0
6.1	7.7	7.4	7.9	6	WQMF	fm AOR	6	1	3	5	11	14/75	TORBET		11.9
10.6	7.9	9.2	7.3	7	WAMZ	fm Ctry	7	8	7	4	3	14/77	CHRISTAL	ABC-E	8.7
6.7	8.4	6.9	7.2	8	WCII	am Ctry	9	6	9	6	5	14/78	MMR	MBS	6.4
5.0	6.2	4.1	7.0	9	WAKY	am Gold	2	7	4	3	2	20/54	KATZ	ABC-I	6.8
8.7	6.9	6.3	6.3	10	WKJJ	fm CHR	4	2	6	9	10	20/53	MMR	CBS-R	7.7
6.0	5.1	5.3	5.8	11	WLRS	fm AOR	8	3	5	8	9	18/61	EASTMAN	NBC-S	8.4
3.6	3.3	1.9	3.3	12	WINN	am BBnd	12	18	14	12	12	15/74	McGAVREN	RKO-1	2.5
--	--	1.7	1.7	13	WDGS	am Rel	18	15	18	13	13	7/163			--
2.1	0.9	1.1	1.4	14	WXVW	am Easy	14	14	12	14	18	14/77	SAVALLI		0.7
2.3	1.7	0.6	1.3	15	WTMT	am Ctry	17	12	16	16	15	10/111	MASLA		1.0

Demographic Rank

Men 18-34 POP (00): 1363 Women 18-34 POP (00): 1401 Men 18-49 POP (00): 2154 Women 18-49 POP (00): 2237 Men 25-54 POP (00): 1795 Women 25-54 POP (00): 1869

1 WQMF	1 WRKA	1 WQMF	1 WRKA	1 WHAS	1 WRKA
2 WLRS	2 WLOU	2 WAKY	2 WLOU	2 WAKY	2 WAMZ
3 WAKY	3 WAKY	3 WLRS	3 WAMZ	3 WRKA	3 WCII
4 WRKA	4 WKJJ	4 WRKA	4 WCII	4 WAMZ	4 WLOU
5 WLOU	5 WAMZ	5 WHAS	5 WAKY	5 WCII	5 WAKY
6 WAMZ	6 WQMF	6 WAMZ	6 WKJJ	6 WLRS	6 WVEZ
7 WKJJ	7 WCII	7 WLOU	7 WVEZ	7 WVEZ	7 WHAS
8 WHAS	8 WLRS	8 WCII	8 WHAS	8 WLOU	8 WAVG
9 WAVG	9 WHAS	9 WKJJ	9 WQMF	9 WQMF	9 WKJJ
10 WCII	10 WVEZ	10 WVEZ	10 WAVG	10 WINN	10 WLRS

Format Reach

A/C	26.7
AOR	13.7
BBnd	3.3
Blk/Urban	9.3
BM/Easy	10.5
CHR	6.3
Ctry	15.8
Gold	7.0
Misc	4.4
Rel	3.0



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Memphis #42

RR

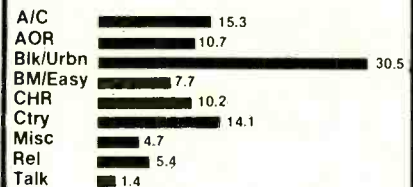
81 SPR	FALL 81	SPRING '82	12+ AOH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER A/C MINS LISTENED	NATIONAL REP FIRM	NETWORK
11.5	8.8	10.7	1	WZXR fm	AOR	4	1	1	3	10	11/103	McGAVREN	NBC-S
10.3	9.1	10.2	2	WMC-FM	CHR	1	3	2	1	3	14/75	BLAIR	ABC-C
9.6	16.7	8.9	3	WHRK fm	Urbn	3	4	3	4	6	14/79	EASTMAN	RKO-1
0.8	2.4	8.3	4	KWAM-FM	Blk	5	2	5	5	7	14/80	D-CLAYTON	
5.4	7.6	8.3	4	WDIA am	Blk	2	5	6	7	4	17/64	B HOWARD	AP
6.6	6.6	8.3	4	WRVR fm	A/C	8	7	4	2	1	13/85	B HOWARD	
10.8	11.2	7.7	7	WEZI fm	BM	7	9	10	8	5	14/78	KATZ	
11.8	7.9	7.2	8	WMC am	Ctry	9	8	9	6	2	14/76	BLAIR	ABC-I
5.1	5.1	5.0	9	WLOK am	Blk	6	6	7	8	9	21/51	MASLA	SHRDN
2.9	3.7	4.9	10	WREC am	A/C	10	11	14	12	11	13/85	McGAVREN	MBS
2.1	0.7	3.8	11	KWAM am	Rel	14	10	13	14	13	9/124	D-CLAYTON	
5.2	4.2	3.8	11	WLVS fm	Ctry	13	12	8	10	8	14/76	HILLIER	ABC-E
6.9	4.0	3.1	13	WMPS am	Ctry	11	15	12	11	12	20/55	EASTMAN	NBC
4.4	3.8	2.1	14	WHBO am	A/C	12	13	11	13	14	30/36	RKO	RKO-2
1.4	2.0	1.4	15	WWEE am	Talk	16	19	16	15	16	10/112	HILLIER	ABC-E
1.3	0.7	1.0	16	KSUD am	Rel	15	16	19	18	15	14/77		

Demographic Rank

Men 18-34 POP (00): 1403 Women 18-34 POP (00): 1438 Men 18-49 POP (00): 2137 Women 18-49 POP (00): 2272 Men 25-54 POP (00): 1682 Women 25-54 POP (00): 1852

1 WZXR	1 WRVR	1 WZXR	1 WRVR	1 WMC-FM	1 WRVR
2 WMC-FM	2 WMC-FM	2 WMC-FM	2 WMC-FM	2 WMC	2 WMC
3 WHRK	3 WHRK	3 WHRK	3 WHRK	3 WRVR	3 WDIA
4 KWAM-FM	4 WZXR	4 KWAM-FM	4 KWAM-FM	4 WHRK	4 WMC-FM
5 WRVR	5 KWAM-FM	5 WRVR	5 WZXR	5 WEZI	5 WEZI
6 WDIA	6 WLOK	6 WMC	6 WMC	6 WDIA	6 WHRK
7 WLOK	7 WDIA	7 WEZI	7 WDIA	7 WZXR	7 KWAM-FM
8 WLVS	8 WMC	8 WDIA	8 WLOK	8 KWAM-FM	8 WLVS
9 WEZI	9 WEZI	9 WLVS	9 WEZI	9 WREC	9 WLOK
10 WMC	10 WLVS	10 WREC	10 WLVS	10 WLOK	10 KWAM

Format Reach



Miami-Ft. Lauderdale-Hollywood #11

RR

SPR 81	FALL 81	SPRING '82	12+ ACH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
4.8	6.5	6.9	1	WLYF fm	BM	4	31	19	12	6	11/103	CBS SPOT		5.3
5.7	9.1	6.4	2	WRHC am	Span	21	13	20	9	3	4/254	CABALLERO		4.5
6.6	5.2	6.0	3	WHYI fm	CHR	1	2	1	1	4	17/65	McGAVREN	ABC-F	10.2
5.0	5.5	5.4	4	WINZ-FM	CHR	2	1	4	4	10	17/64	KATZ		6.9
4.4	4.8	5.0	5	WINZ am	News	3	22	21	22	20	16/66	KATZ	CBS	4.9
6.4	4.9	4.7	6	WNWS am	News	5	24	24	24	19	12/87	RKO	AP	4.1
4.0	3.7	4.4	7	WSHE fm	AOR	8	5	2	2	13	12/87	EASTMAN	ABC-R	7.7
2.9	3.1	4.4	7	WYOR fm	BM	9	28	18	14	12	12/93	TORBET		1.8
4.6	4.1	4.3	9	WQBA am	Span	13	25	14	13	8	9/128	CABALLERO		7.1
3.2	4.3	4.0	10	WEDR fm	Blk	14	4	5	7	11	9/119	R A LAZAR		1.3
3.5	3.3	3.7	11	WAXY fm	CHR	6	8	3	3	2	15/73	RKO	RKO-1	4.3
3.2	4.1	3.6	12	WCMQ-FM	Span	20	9	7	5	1	8/140	MMR		2.0
2.9	2.9	3.4	13	WAIA fm	A/C	10	10	6	6	5	14/76	CHRISTAL		3.8
3.7	3.6	3.1	14	WIOD am	A/C	7	15	22	19	15	18/61	CHRISTAL	NBC-T	2.9
2.0	3.6	3.0	15	WCMQ am	Span	27	12	11	8	9	5/200	MMR		2.5
1.5	2.2	2.9	16	WWJF fm	BBnd	16	21	12	10	7	11/97	HILLIER		1.7
3.3	2.9	2.5	17	WKQS fm	Ctry	12	14	16	16	14	16/68	ROSLIN		3.3
1.9	1.6	2.3	18	WCKO fm	AOR	11	3	9	17	29	19/58	LOTUS	ABC-C	3.8
1.9	1.9	2.0	19	WLQY am	BM	22	33	31	29	25	11/96	ROSLIN	ABC-D	1.0
1.7	1.3	2.0	19	WQBA-FM	Span	19	7	10	15	16	14/76	CABALLERO		1.8
3.1	2.4	1.9	21	WWWL fm	AOR	15	11	8	11	17	18/59	MASLA	NBC-S	3.0
1.8	1.6	1.7	22	WTMI fm	Clas	23	27	29	25	21	13/85	CMBS		2.6
1.1	0.7	1.6	23	WOCN am	Span	25	23	25	26	23	11/95			1.5
3.1	2.2	1.6	23	WQAM am	Ctry	17	19	17	18	18	18/60	BLAIR	NBC	2.5
2.2	1.3	1.5	25	WRBD am	Blk	28	6	13	20	27	10/109	LOTUS	SHRDN	0.8
2.0	1.1	1.3	26	WFTL am	A/C	29	26	33	28	28	12/90	HILLIER	ABC-I	0.8

Continued on page 99

Los Angeles #2

RR

SPR '81	SUMMER '81	FALL '81	WINTER '82	SPRING '82	12+ AOH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
1.1	0.8	1.1	1.3	1.3	28	KLVE fm	Span	33	26	26	28	25	13/82	CABALLERO		0.7
1.5	1.5	2.1	1.4	1.3	28	KWKW am	Span	35	22	32	34	33	10/99	LOTUS		--
2.3	1.2	0.8	1.6	1.3	28	KWST fm	CHR	20	11	20	26	31	28/38	TORBET	CBS-R	1.7
1.1	1.7	2.5	1.2	1.2	31	KALI am	Span	32	30	23	32	27	15/72	MASLA		1.5
1.6	1.3	1.0	1.0	1.2	31	KJLH fm	Blk	31	23	13	20	26	15/69	R A LAZAR	SHRDN	1.6
1.5	1.0	1.0	1.5	1.2	31	KKGO fm	Jazz	29	31	22	27	24	18/58	UNIREP	AP	1.8
1.0	1.0	0.8	0.9	1.1	34	KNOB fm	Easy	34	48	24	31	22	14/74	GROSKIN		--
0.9	1.0	0.8	1.0	1.0	35	KFAC-FM	Clas	28	36	39	35	35	25/43	McGAVREN	MBS	1.1

Continued from page 94

Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
POP (00): 15330	POP (00): 15291	POP (00): 23953	POP (00): 24047	POP (00): 20073	POP (00): 20121
1 KMET	1 KIIS	1 KMET	1 KIIS	1 KABC	1 KIIS
2 KLOS	2 KHTZ	2 KLOS	2 KHTZ	2 KNX	2 KBIG
3 KRTH	3 KRTH	3 KRTH	3 KIQQ	3 KBIG	3 KIQQ
4 KROQ-FM	4 KROQ-FM	4 KABC	4 KRTH	4 KRTH	4 KHTZ
5 KIIS	5 KIQQ	5 KHTZ	5 KBIG	5 KMET	5 KABC
6 KHTZ	6 KLOS	6 KROQ-FM	6 KROQ-FM	6 KHTZ	6 KRTH
7 KIQQ	7 KMET	7 KIIS	7 KLOS	7 KFI	7 KJOI
8 KNX-FM	8 KUTE	8 KIQQ	8 KNX-FM	8 KFVB	8 KNX-FM
9 KZLA-FM	9 KNX-FM	9 KBIG	9 KMET	9 KLOS	9 KFI
10 KJLH	10 KDAY	10 KFI	10 KUTE	10 KIIS	10 KFVB

Format Reach

A/C	3.9
AOR	11.0
BBnd	4.8
Blk/Urbn	8.0
BM/Easy	11.5
CHR	22.1
Clas	1.3
Ctry	6.5
Jazz	1.2
Misc.	7.4
News	7.1
Span	5.7
Talk	9.5

Miami-Ft. Lauderdale-Hollywood #11

RR

8/1 SPR	8/1 FALL	SPRING '82	12+ AOH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE	
2.4	1.5	1.2	27	WVCG	am	A/C	24	20	32	32	26	16/67	TORBET	RKO-2	0.8
2.0	1.4	1.0	28	WGBS	am	A/C	18	18	23	23	24	29/37	CBS SPOT	MBS	1.5
2.3	1.6	1.0	28	WHTT	am	Span	30	30	15	21	22	12/88	McGAVREN		0.8

Continued from page 98

Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
POP (00): 3522	POP (00): 3769	POP (00): 5860	POP (00): 6348	POP (00): 5100	POP (00): 5610
1 WSHE	1 WHYI	1 WSHE	1 WHYI	1 WHYI	1 WCMQ-FM
2 WHYI	2 WCMQ-FM	2 WHYI	2 WCMQ-FM	2 WAXY	2 WAIA
3 WAXY	3 WINZ-FM	3 WAXY	3 WAIA	3 WRHC	3 WQBA
4 WEDR	4 WAXY	4 WINZ-FM	4 WINZ-FM	4 WSHE	4 WLYF
5 WAIA	5 WEDR	5 WCMQ-FM	5 WAXY	5 WINZ-FM	5 WRHC
6 WINZ-FM	6 WAIA	6 WEDR	6 WEDR	6 WCMQ-FM	6 WAXY
7 WCKO	7 WSHE	7 WAIA	7 WQBA	7 WCMQ	7 WWJF
8 WHTT	8 WWWL	8 WRHC	8 WWWL	8 WWJF	8 WEDR
9 WQBA-FM	9 WCMQ	9 WCMQ	9 WLYF	9 WLYF	9 WHYI
10 WWWL	10 WQBA	10 WWJF	10 WCMQ	10 WAIA	10 WYOR

Format Reach

A/C	10.0
AOR	8.6
BBnd	3.8
Blk/Urbn	6.2
BM/Easy	13.3
CHR	15.1
Clas	1.7
Ctry	4.1
Gold	3
Misc	4.4
News	9.7
Rel	9
Span	21.9

Milwaukee-Racine #25

RR

81 SPR	81 FALL	SPRING '82	12+ ADH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINS LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
8.3	9.2	8.5	1	WBCS-FM	Ctry	5	7	5	1	1	12/93	RKO	CBS	7.1
10.7	9.8	8.1	2	WTMJ am	A/C	2	12	16	9	5	15/71	CHRISTAL	NBC	6.5
10.1	8.1	8.0	3	WISN am	A/C	1	9	8	3	2	17/63	KATZ	ABC-I	8.7
11.4	9.4	6.6	4	WEZW fm	BM	8	16	15	10	6	13/87	McGAVREN		6.4
4.0	2.7	6.6	4	WOKY am	BBnd	7	19	17	13	8	14/76	HILLIER	RKO-2	9.0
6.0	5.5	6.5	6	WQFM fm	AOR	6	2	1	2	11	15/73	SELCOM		8.6
6.3	5.8	5.6	7	WLPX fm	AOR	3	1	2	5	13	19/56	KATZ	ABC-R	6.2
2.6	4.0	5.1	8	WLUM fm	Blk	13	5	4	6	7	10/111	B HOWARD	ABC-F	3.4
3.6	3.8	4.7	9	WMYX fm	A/C	10	11	3	4	4	14/79	BLAIR		4.3
5.3	6.6	4.6	10	WZUU-FM	A/C	4	8	6	7	3	21/51	EASTMAN	NBC-S	5.9
3.9	3.4	4.1	11	WKTJ fm	CHR	9	4	7	8	14	19/56	CHRISTAL	ABC-C	5.5
2.8	1.7	2.8	12	WRKR fm	CHR	12	3	12	15	20	19/57	CBS-FM		2.6
1.9	2.0	2.8	12	WZUU am	A/C	11	30	9	11	9	20/54	EASTMAN		3.6
2.3	2.9	2.4	14	WFMR fm	Clas	15	28	13	14	12	13/84	M ROSLIN		3.7
--	--	2.4	14	WMIL fm	Ctry	14	13	10	12	10	16/68	HILLIER		2.3
0.6	1.0	2.0	16	WAWA am	Blk	18	6	11	16	16	14/75	PRO RADIO	SHRDN	1.4
0.5	1.0	1.8	17	WNOV am	Blk	16	10	14	17	19	17/62	WALTON		0.5
1.1	1.2	1.4	18	WRJN am	A/C	22	29	26	19	15	17/63	MASLA		--
--	2.0	1.2	19	WBCS am	Ctry	19	15	19	18	17	23/47	RKO		--
0.9	2.8	1.1	20	WEMP am	A/C	17	24	20	20	18	27/40	BLAIR		0.9
1.3	1.4	1.1	20	WMAQ am	Ctry	20	14	21	21	21	25/42	EASTMAN	NBC	0.4
1.8	2.0	1.1	20	WXJY fm	BM	25	23	25	23	22	15/75	P-W RADIO		0.9
1.1	1.0	1.0	23	WBBM am	News	21	21	22	24	25	27/41	CBS SPOT	CBS	0.6

Continued on page 103



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Mon-Fri, 10A-3P, AQH
#1 ADULTS 35-64
Mon-Fri, 10A-3P, AQH
#1 ADULTS 18+
Sat-Sun, 10A-3P, AQH
#1 ADULTS 18+
Mon-Fri, 3P-7P, AQH
#1 ADULTS 25-54
Mon-Fri, 3P-7P, AQH
#1 ADULTS 35-64
Mon-Fri, 3P-7P, AQH
#1 MEN 18+
Mon-Fri, 6A-7P, AQH

#1 MEN 18+
Mon-Fri, 10A-3P, AQH
#1 MEN 18+
Sat-Sun, 10A-3P, AQH
#1 MEN 35-64
Mon-Sun, 6A-Mid, AQH
#1 MEN 35-64
Mon-Fri, 6A-10A, AQH
#1 MEN 35-64
Mon-Fri, 10A-3P, AQH
#1 MEN 35-64
Mon-Fri, 3P-7P, AQH
#1 MEN 35-64
Mon-Fri, 6A-7P, AQH
#1 MEN 35-64
Mon-Fri, 3P-Mid, AQH
#1 WOMEN 18+
Mon-Sun, 6A-Mid, AQH
#1 WOMEN 18+
Sat-Sun, 6A-Mid, AQH
#1 WOMEN 18+
Mon-Fri, 6A-7P, AQH
#1 WOMEN 18+
Mon-Fri, 3P-7P, AQH
#1 WOMEN 25-49
Mon-Fri, 3P-7P, AQH
#1 WOMEN 25-54
Mon-Fri, 3P-7P, AQH
#1 WOMEN 25-54
Mon-Fri, 3P-Mid, AQH

#1 WOMEN 35-64
Mon-Sun, 6A-Mid, AQH
#1 WOMEN 35-64
Mon-Fri, 10A-3P, AQH
#1 WOMEN 35-64
Mon-Fri, 3P-7P, AQH
#1 WOMEN 35-64
Mon-Fri, 6A-7P, AQH
#1 WOMEN 35-64
Mon-Fri, 3P-Mid, AQH
#1 WOMEN 35-64
Sat-Sun, 6A-Mid, AQH
#1 MEN 45-54
Mon-Sun, 6A-Mid, AQH
#1 WOMEN 45-54
Mon-Sun, 6A-Mid, AQH
#1 MEN 55-64
Mon-Sun, 6A-Mid, AQH
#1 WOMEN 55-64
Mon-Sun, 6A-Mid, AQH
#1 MEN 55-64
Sat-Sun, 6A-Mid, AQH
#1 WOMEN 55-64
Mon-Fri, 6A-Mid, AQH
#1 WOMEN 45-54
Mon-Fri, 6A-Mid, AQH
#1 MEN 55-64
Mon-Fri, 6A-Mid, AQH

#1 WOMEN 55-64
Mon-Fri, 6A-Mid, AQH
#1 MEN 45-54
Mon-Fri, 6A-7P, AQH
#1 WOMEN 45-54
Mon-Fri, 6A-7P, AQH
#1 MEN 55-64
Mon-Fri, 6A-7P, AQH
#1 WOMEN 55-64
Mon-Fri, 6A-7P, AQH
#1 MEN 45-54
Mon-Fri, 6A-10A, AQH
#1 MEN 55-64
Mon-Fri, 6A-10A, AQH
#1 MEN 35-44
Sat-Sun, 10A-3P, AQH
#1 MEN 45-54
Mon-Fri, 10A-3P, AQH
#1 MEN 55-64
Mon-Fri, 10A-3P, AQH
#1 WOMEN 55-64
Mon-Fri, 10A-3P, AQH
#1 MEN 45-54
Mon-Fri, 3P-7P, AQH
#1 WOMEN 45-54
Mon-Fri, 3P-7P, AQH
#1 MEN 55-64
Mon-Fri, 3P-7P, AQH
#1 WOMEN 55-64
Mon-Fri, 3P-7P, AQH

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AM 920

SOURCE:
THE BIRCH REPORT,
APRIL-JUNE 1982



REPRESENTED NATIONALLY BY HILLIER, NEWMARK & WECHSLER.

Minneapolis-St. Paul #17

RR

8-1 SPR	8-1 FALL	SPRING '82	12+ ACH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
20.2	22.9	20.0	1	WCCO am	A/C	1	7	5	2	1	11/97	CBS SPOT	CBS
12.4	14.8	12.2	2	KSTP-FM	A/C	2	4	1	1	2	13/84	CHRISTAL	
4.4	4.2	10.0	3	WLOL fm	CHR	3	1	2	3	4	14/79	SELCOM	RKO-1
7.1	6.4	8.5	4	WDGY am	Ctry	5	6	6	4	3	11/98	BLAIR	NBC
6.3	6.6	6.0	5	KDWB-FM	AOR	4	2	3	5	9	16/66	McGAVREN	
5.6	6.0	4.6	6	KQRS-FM	AOR	6	3	4	6	8	19/57	TORBET	ABC-R
3.8	4.4	4.4	7	WCCO-FM	A/C	7	10	7	7	5	19/56	EASTMAN	CBS-R
5.9	4.2	4.1	8	KEEY-FM	BM	10	9	11	9	6	14/78	KATZ	
4.8	4.1	3.2	9	WAYL-FM	BM	11	11	16	14	12	16/69	MMR	TSTAR
3.5	3.3	3.1	10	KSTP am	N/T	9	15	12	13	13	20/55	CHRISTAL	NBC-T
3.2	2.5	2.3	11	WWTC am	A/C	12	13	8	8	7	18/61	MASLA	MBS
2.6	1.8	2.0	12	KDWB am	A/C	8	5	9	10	14	35/31	McGAVREN	
--	1.8	2.0	12	KJJO fm	Ctry	13	8	13	12	10	19/58	MMR	ABC-E
1.0	0.8	1.6	14	KTWN fm	Jazz	14	17	10	11	11	18/61	LOTUS	
2.8	1.6	1.1	15	KTCR-FM	Ctry	18	20	15	15	15	18/59	MASLA	
1.0	1.6	1.0	16	KKSS am	A/C	15	19	17	16	16	25/42	MMR	
0.5	0.9	1.0	16	WMIN am	Misc	20	16	21	21	19	11/97	WALTON	

Demographic Rank

MEN 18-34 POP (00): 3604 WOMEN 18-34 POP (00): 3753 MEN 18-49 POP (00): 5417 WOMEN 18-49 POP (00): 5543 MEN 25-54 POP (00): 4366 WOMEN 25-54 POP (00): 4329

1 KSTP-FM	1 KSTP-FM	1 WCCO	1 KSTP-FM	1 WCCO	1 KSTP-FM
2 WLOL	2 WLOL	2 KSTP-FM	2 WLOL-FM	2 WDGY	2 WCCO
3 KDWB-FM	3 WCCO-FM	3 WDGY	3 WCCO	3 KSTP-FM	3 WDGY
4 KQRS-FM	4 KDWB-FM	4 WLOL	4 WDGY	4 WLOL	4 WLOL
5 WCCO	5 KQRS-FM	5 KDWB-FM	5 WCCO-FM	5 WWTC	5 WCCO-FM
6 WDGY	6 WDGY	6 KQRS-FM	6 KDWB-FM	6 WCCO-FM	6 KEEY-FM
7 WWTC	7 WCCO	7 WWTC	7 KQRS-FM	7 KQRS-FM	7 KJJO
8 WCCO-FM	8 KDWB	8 WCCO-FM	8 KEEY-FM	8 KTWN	8 WAYL-FM
9 KTWN	9 WWTC	9 KTWN	9 KJJO	9 KDWB-FM	9 KDWB-FM
10 KSTP	10 KJJO	10 KSTP	10 KDWB	10 KEEY-FM	10 KDWB

Format Reach

A/C	41.9
AOR	11.1
BM/Easy	8.6
CHR	10.0
Ctry	12.1
Jazz	1.6
Misc	11.6
News	3.1

Milwaukee-Racine #25

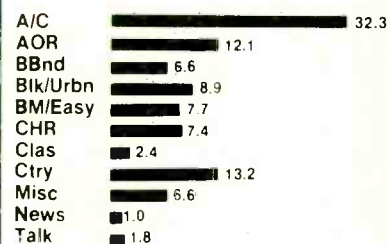
RR

Continued from page 100

Demographic Rank

Men 18-34 POP (00): 2350	Women 18-34 POP (00): 2440	Men 18-49 POP (00): 3712	Women 18-49 POP (00): 3830	Men 25-54 POP (00): 3079	Women 25-54 POP (00): 3162
1 WQFM	1 WMYX	1 WQFM	1 WBCS-FM	1 WBCS-FM	1 WBCS-FM
2 WLPX	2 WBCS-FM	2 WBCS	2 WZUU-FM	2 WISN	2 WTMJ
3 WLUM	3 WZUU-FM	3 WISN	3 WMYX	3 WLUM	3 WZUU-FM
4 WISN	4 WKTI	4 WLPX	4 WKTI	4 WMYX	4 WISN
5 WMYX	5 WQFM	5 WLUM	5 WQFM	5 WEZW	5 WMYX
6 WBCS-FM	6 WLUM	6 WMYX	6 WLUM	6 WZUU-FM	6 WOKY
7 WZUU	7 WLPX	7 WZUU	7 WTMJ	7 WQFM	7 WEZW
8 WZUU-FM	8 WZUU	8 WZUU-FM	8 WLPX	8 WZUU	8 WLUM
9 WKTI	9 WRKR	9 WEZW	9 WISN	9 WTMJ	9 WKTI
10 WAWA	10 WISN	10 WKTI	10 WEZW	10 WOKY	10 WMIL

Format Reach



Nassau-Suffolk #12

RR

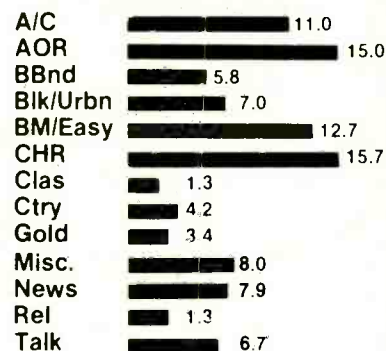
81 SPR	FALL 81	SPRING '82	12+ AD+ METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
1.2	1.9	1.3	27	WEZN fm	BM	32	36	38	32	29	13/82	KATZ	
0.4	--	1.3	27	WLIX am	Rel	37	25	14	19	18	7/152	RADIO SPT	
2.0	1.6	1.2	29	WLIR fm	AOR	20	11	12	21	31	28/38	MASLA	
2.0	0.9	1.0	30	WNEW-FM	AOR	23	19	13	23	30	29/36	KATZ	NBC-S

Continued from page 106

Demographic Rank

Men 18-34 POP (00): 3302	Women 18-34 POP (00): 3592	Men 18-49 POP (00): 5958	Women 18-49 POP (00): 6394	Men 25-54 POP (00): 5308	Women 25-54 POP (00): 5704
1 WNBC	1 WYNY	1 WNBC	1 WYNY	1 WYNY	1 WYNY
2 WBAB	2 WBLI	2 WYNY	2 WBLI	2 WCBS-FM	2 WBLI
3 WPLJ	3 WNBC	3 WCBS-FM	3 WNBC	3 WNBC	3 WNBC
4 WYNY	4 WAPP	4 WBLI	4 WAPP	4 WBLI	4 WHLI
5 WBLI	5 WPLJ	5 WBAB	5 WCBS-FM	5 WAPP	5 WCBS-FM
6 WAPP	6 WCBS-FM	6 WPLJ	6 WPLJ	6 WCBS	6 WCBS
7 WRKS	7 WRKS	7 WAPP	7 WRKS	7 WINS	7 WOR
8 WCBS-FM	8 WPIX	8 WRKS	8 WOR	8 WRFM	8 WRFM
9 WLIR	9 WBAB	9 WHN	9 WCBS	9 WGSN	9 WAPP
10 WNEW-FM	10 WKTU	10 WINS	10 WHLI	10 WHN	10 WHN

Format Reach



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Nashville-Davidson #44

RR

81 SPR	81 FALL	SPRING '82	12+ AOH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
11.9	12.6	12.4	1	WKDF fm	AOR	2	2	1	1	6	12/93	TORBET	ABC-R	16.8
8.2	12.9	10.0	2	WWKX fm	CHR	1	1	2	3	4	16/69	MASLA	RKO-1	16.9
7.8	6.7	9.4	3	WVOL am	Blk	7	3	3	2	5	9/124	B HOWARD		5.9
8.2	10.5	9.4	3	WZEZ fm	BM	5	8	5	6	2	11/103	SELCOM		7.7
9.4	9.3	9.2	5	WSIX-FM	Ctry	4	7	6	4	1	12/94	KATZ		8.2
6.3	5.6	6.8	6	WSM am	Ctry	3	23	11	7	7	18/59	CHRISTAL	NBC	5.7
9.4	4.9	6.3	7	WSM-FM	A/C	6	9	4	5	3	13/81	CHRISTAL	NBC-S	6.6
5.6	6.2	5.7	8	WLAC am	Talk	8	16	7	10	8	13/83	RKO		6.5
2.0	3.0	3.4	9	WJYN fm	Easy	13	10	12	9	9	14/78	RKO		1.8
0.9	2.2	3.3	10	WUSW fm	Ctry	14	11	8	8	12	10/108			3.3
2.9	3.1	3.1	11	WAMB am	BBnd	15	18	18	17	10	10/108	LOTUS	MBS	1.5
3.9	4.9	2.9	12	WSIX am	A/C	9	14	16	14	11	21/51	KATZ	CBS	3.2
1.9	1.5	2.4	13	WMAK am	A/C	10	4	9	12	15	24/45	McGAVREN	TSTAR	0.4
1.4	2.7	2.1	14	WKOS fm	CHR	12	5	10	11	13	26/42		ABC-F	3.1
--	2.5	2.0	15	WMAK-FM	CHR	11	6	13	13	14	28/38	McGAVREN	ABC-C	1.6
1.5	1.0	1.4	16	WKDA am	Ctry	16	12	14	15	17	17/63	TORBET		0.7
1.9	1.8	1.1	17	WJRB am	Ctry	17	15	15	16	16	20/55	McGAVREN	RKO-2	1.7

Demographic Rank

MEN 18-34 POP (00): 1332	WOMEN 18-34 POP (00): 1364	MEN 18-49 POP (00): 2086	WOMEN 18-49 POP (00): 2166	MEN 25-54 POP (00): 1717	WOMEN 25-54 POP (00): 1785
1 WKDF	1 WWKX	1 WKDF	1 WWKX	1 WSIX-FM	1 WZEZ
2 WVOL	2 WKDF	2 WVOL	2 WSIX-FM	2 WKDF	2 WSIX-FM
3 WWKX	3 WSM-FM	3 WWKX	3 WVOL	3 WSM-FM	3 WWKX
4 WSM-FM	4 WVOL	4 WSIX-FM	4 WKDF	4 WZEZ	4 WVOL
5 WSIX-FM	5 WKOS	5 WSM-FM	5 WSM-FM	5 WSM	5 WSM-FM
6 WMAK	6 WZEZ	6 WSM	6 WZEZ	6 WVOL	6 WLAC
7 WSM	7 WJYN	7 WZEZ	7 WJYN	7 WWKX	7 WSM
8 WZEZ	8 WLAC	8 WUSW	8 WLAC	8 WJYN	8 WJYN
9 WUSW	9 WSIX-FM	9 WJYN	9 WKOS	9 WLAC	9 WKDF
10 WLAC	10 WUSW	10 WLAC	10 WUSW	10 WAMB	10 WKOS

Format Reach

A/C	9.7
AOR	12.4
BBnd	3.1
Blk/Urbn	9.4
BM/Easy	15.2
CHR	14.1
Ctry	22.5
Misc	7.2
Rel	7
Talk	5.7

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METROPOLITAN
COUNTRY



GENERAL
ELECTRIC
BROADCASTING
COMPANY INC

***Adults 18+**

TSA, Average Quarter Hour
6 AM-Midnight, Monday-Sunday
Source: Spring 1982 Arbitron



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Nassau-Suffolk #12

RR

8-SPR	8-FALL	SPRING '82	12+ AQH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER A/C MINS LISTENED	NATIONAL REP FIRM	NETWORK
9.6	7.9	6.3	1	WNBC am	CHR	1	2	3	3	3	20/53	HILLIER	NBC
4.5	5.2	5.7	2	WBLI fm	CHR	6	5	2	2	2	12/86	MASLA	
4.2	5.5	5.7	2	WYNY fm	A/C	4	10	1	1	1	14/74	HILLIER	
3.1	4.5	5.0	4	WPLJ fm	AOR	5	1	4	6	24	16/67	BLAIR	ABC-R
5.3	4.6	4.8	5	WCBS am	News	2	27	19	10	5	19/56	CBS SPOT	CBS
4.2	4.1	4.8	5	WOR am	Talk	7	29	36	20	11	14/75	RKO	ABC-E
4.6	6.0	4.8	5	WRFM fm	BM	12	23	25	15	8	10/105	TORBET	AP
3.7	2.9	3.9	8	WHLI am	BBnd	21	44	37	22	7	8/127	ROSLIN	
3.3	3.8	3.6	9	WBAB fm	AOR	9	3	5	7	26	18/58		
2.4	3.7	3.4	10	WCBS-FM	Gold	10	18	8	4	4	17/61	CBS-FM	CBS-R
3.9	3.7	3.1	11	WINS am	News	3	16	15	11	9	28/38	RAR	ABC-D
	--	2.9	12	WAPP fm	AOR	16	26	6	5	6	12/84	MMR	
1.0	1.9	2.9	12	WRKS fm	Urbn	13	4	7	8	16	15/72	RKO	RKO-1
2.7	2.3	2.7	14	WHN am	Ctry	14	20	18	9	10	15/68	CHRISTAL	MBS
1.9	1.9	2.7	14	WPAT-FM	BM	18	41	31	26	21	12/83	EASTMAN	
2.8	1.8	2.4	16	WKTU fm	Urbn	11	6	10	13	22	21/50	TORBET	ABC-C
3.4	2.4	2.0	17	WABC am	CHR	8	9	16	16	17	34/31	BLAIR	ABC-I
2.0	3.1	1.9	18	WALK-FM	A/C	22	15	28	24	14	16/64	M ROSLIN	
2.1	2.0	1.9	18	WMCA am	Talk	15	13	24	28	27	21/49	SELCOM	SHRDN
1.6	1.4	1.9	18	WNEW am	BBnd	26	35	33	27	12	14/76	KATZ	AP
1.4	2.0	1.8	21	WGSM am	A/C	27	28	21	17	13	14/77	McGAVREN	
2.3	1.7	1.8	21	WKJY fm	BM	28	32	39	31	25	12/87	ROSLIN	
3.9	2.3	1.7	23	WBLS fm	Urbn	19	7	11	14	23	19/54	McGAVREN	SHRDN
1.4	0.4	1.7	23	WPIX fm	CHR	17	12	9	12	19	21/50	CHRISTAL	
2.3	3.3	1.5	25	WCTO fm	BM	24	17	26	25	20	19/55	MASLA	
1.6	1.8	1.5	25	WKHK fm	Ctry	25	33	17	18	15	19/54	B HOWARD	

Continued on page 103

New Orleans #33

RR

8/1 SPH	FALL 8/1	SPRING '82	12+ ADH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
8.4	10.6	12.9	1	WAIL fm	Urbn	2	1	1	1	1	9/126	SELCOM	NBC-S	12.1
10.3	11.5	8.6	2	WEZB fm	CHR	1	2	3	3	7	14/77	TORBET	RKO-1	14.5
8.1	7.3	8.5	3	WRNO fm	AOR	3	3	2	2	9	11/101	MASLA	CBS-R	10.5
6.7	8.4	6.8	4	WNOE-FM	Ctry	7	5	7	5	2	11/98	McGAVREN	ABC-E	6.6
5.6	6.8	6.4	5	WYLD-FM	Blk	8	8	4	4	5	11/99	B HOWARD		6.5
7.7	7.5	5.9	6	WBYU fm	BM	9	11	13	9	4	11/97	CHRISTAL		5.8
7.8	5.0	5.6	7	WTIX am	CHR	4	6	6	6	6	16/69	BLAIR	NBC	5.7
5.9	5.7	5.0	8	WAJY fm	A/C	10	10	9	8	3	12/90	KATZ		5.2
3.9	4.8	4.8	9	WWL am	Talk	5	14	12	10	10	17/63	KATZ	CBS	3.6
6.2	5.2	4.5	10	WQUE fm	A/C	6	9	5	7	8	18/62	EASTMAN		5.6
3.0	5.1	4.4	11	WGSO am	N/T	11	17	14	14	15	12/89	EASTMAN	ABC-I	2.7
5.2	3.5	3.7	12	WSMB am	A/C	14	16	16	17	16	13/85	B HOWARD	MBS	2.6
2.3	2.3	3.3	13	WNNR am	Blk	17	12	15	15	12	7/153	SELCOM		2.0
1.8	1.7	3.2	14	WBOK am	Blk	13	4	10	12	13	16/69	B HOWARD	SHRDN	2.3
1.6	1.9	3.2	14	WYLD am	Blk	12	7	8	11	11	16/69	B HOWARD		2.3
2.0	2.8	2.6	16	WNOE am	Ctry	15	15	11	13	14	18/60	McGAVREN	ABC-E	2.2
2.4	1.4	2.3	17	WWIW am	BBnd	16	18	19	19	19	11/103	LOTUS	ABC-D	1.4
2.8	2.4	2.0	18	WSHO am	BBnd	18	13	18	18	17	7/146	CHRISTAL	AP	1.7

Continued on page 110

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UNITED STATES OF AMERICA

New York #1

RR

SPR '81	SUMMER '81	FALL '81	WINTER '82	SPRING '82	12+ ACH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
6.4	7.5	6.1	4.5	6.2	1	WKU fm	Urbn	3	1	2	1	3	13/80	TORBET	ABC-C	6.7
5.9	6.2	6.2	6.5	5.9	2	WOR am	Talk	8	32	25	19	10	11/92	RKO	ABC-E	6.4
1.6	3.3	5.6	5.1	5.9	2	WRKS fm	Urbn	5	3	1	2	4	12/89	RKO	RKO-1	5.5
7.4	6.1	5.9	5.9	5.1	4	WBLS fm	Urbn	9	4	4	4	2	12/86	McGAVREN	SHRDN	4.9
3.6	4.1	4.4	4.6	4.7	5	WYNY fm	A/C	6	6	3	3	1	15/71	HILLIER		4.3
4.8	4.5	4.2	4.2	4.5	6	WCBS am	News	2	16	16	9	6	19/56	CBS SPOT	CBS	5.3
4.5	4.1	4.5	4.0	4.5	6	WPLJ fm	AOR	10	2	5	5	19	13/78	BLAIR	ABC-R	8.2
4.3	4.4	5.6	5.2	4.3	8	WINS am	News	1	19	13	12	9	20/53	RAR	ABC-D	6.1
4.9	4.5	4.4	4.5	4.2	9	WRFM fm	BM	13	29	17	14	8	9/111	TORBET	AP	2.2
4.6	3.9	4.5	3.9	3.7	10	WNBC am	CHR	4	5	7	6	5	21/51	HILLIER	NBC	3.5
3.6	2.7	3.8	3.9	3.3	11	WPAT-FM	BM	12	21	19	20	13	14/75	EASTMAN		2.3
3.7	4.0	3.0	2.7	3.2	12	WNEW am	BBnd	17	30	22	18	11	11/97	KATZ	AP	2.7
2.8	2.5	2.4	2.5	2.9	13	WNEW-FM	AOR	14	10	6	7	14	14/76	KATZ	NBC-S	3.4
2.2	3.7	2.7	2.6	2.8	14	WCBS-FM	Gold	11	12	8	8	7	18/58	CBS-FM	CBS-R	2.1
2.4	2.8	2.1	2.4	2.7	15	WHN am	Ctry	16	15	11	11	15	13/78	CHRISTAL	MBS	1.5
4.6	3.7	3.1	3.8	2.6	16	WABC am	CHR	7	7	12	10	12	26/40	BLAIR	ABC-I	2.9
2.8	1.8	2.0	2.5	2.4	17	WPAT am	BM	19	35	45	33	26	13/81	EASTMAN		2.1
1.6	1.9	2.5	2.3	2.2	18	WJIT am	Span	25	13	15	13	16	6/160	CABALLERO		1.6
2.2	3.0	2.2	2.5	2.2	18	WMCA am	Talk	15	17	23	25	24	17/62	SELCOM	SHRDN	2.2
2.0	1.9	2.1	2.0	1.9	20	WADO am	Span	23	24	24	21	18	9/117			2.3
1.0	1.5	1.5	1.5	1.7	21	WKHK fm	Ctry	20	14	14	16	17	17/63	B HOWARD		2.5
2.2	1.3	0.8	1.2	1.6	22	WPIX fm	CHR	18	9	9	15	21	21/51	CHRISTAL		1.4
--	--	--	--	1.5	23	WAPP fm	AOR	21	31	10	17	20	15/71	MMR		0.9
1.0	0.9	1.1	1.3	1.1	24	WQXR-FM	Clas	22	36	32	26	27	19/56	McGAVREN		2.2
1.3	0.8	0.7	1.1	1.0	25	WNCN fm	Clas	24	22	26	24	22	1/62	LOTUS		1.0

Continued on page 110

WPLJ 95.5

NEW YORK'S BEST ROCK

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START WITH WRKS-FM

WRKS-FM  RKO Radio for New York

* Spring 1982 Arbitron AID, A.Q.H. persons 12 + , 5 Boros, M-S 6A-12M.

** Spring 1982 Arbitron, average persons share, 12 + , M-S 6A-12M, Metro.

New Orleans #33

RR

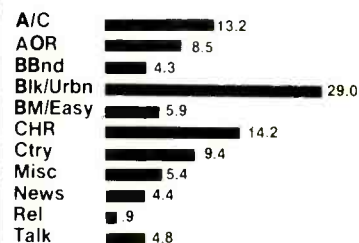
Continued from page 107

Demographic Rank

Men 18-34 POP (00): 1826 Women 18-34 POP (00): 1935 Men 18-49 POP (00): 2817 Women 18-49 POP (00): 3002 Men 25-54 POP (00): 2306 Women 25-54 POP (00): 2451

1 WRNO	1 WAIL	1 WRNO	1 WAIL	1 WAIL	1 WAIL
2 WAIL	2 WEZB	2 WAIL	2 WEZB	2 WYLD-FM	2 WAJY
3 WEZB	3 WYLD-FM	3 WYLD-FM	3 WRNO	3 WNOE-FM	3 WNOE-FM
4 WQUE	4 WRNO	4 WNOE-FM	4 WAJY	4 WRNO	4 WBYU
5 WYLD-FM	5 WQUE	5 WEZB	5 WYLD-FM	5 WTX	5 WEZB
6 WTX	6 WTX	6 WTX	6 WTX	6 WWL	6 WTX
7 WNOE-FM	7 WAJY	7 WQUE	7 WNOE-FM	7 WBYU	7 WQUE
8 WYLD	8 WBOK	8 WWL	8 WQUE	8 WEZB	8 WYLD-FM
9 WWL	9 WNOE-FM	9 WBYU	9 WBYU	9 WQUE	9 WBOK
10 WNOE	10 WYLD	10 WAJY	10 WBOK	10 WAJY	10 WRNO

Format Reach



New York #1

RR

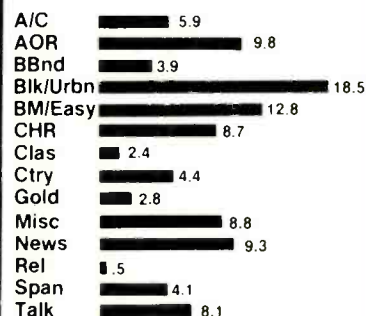
Continued from page 108

Demographic Rank

MEN 18-34 POP (00): 21793 WOMEN 18-34 POP (00): 23371 MEN 18-49 POP (00): 35829 WOMEN 18-49 POP (00): 38578 MEN 25-54 POP (00): 30922 WOMEN 25-54 POP (00): 33562

1 WPLJ	1 WKTU	1 WYNY	1 WKTU	1 WYNY	1 WBLS
2 WNEW-FM	2 WRKS	2 WBLS	2 WRKS	2 WBLS	2 WRKS
3 WYNY	3 WBLS	3 WPLJ	3 WBLS	3 WCBS	3 WYNY
4 WRKS	4 WYNY	4 WRKS	4 WYNY	4 WCBS-FM	4 WKTU
5 WKTU	5 WPLJ	5 WKTU	5 WNBC	5 WKTU	5 WNBC
6 WBLS	6 WNBC	6 WNEW-FM	6 WPLJ	6 WRFM	6 WJIT
7 WNBC	7 WNEW-FM	7 WNBC	7 WJIT	7 WNEW	7 WCBS-FM
8 WAPP	8 WPIX	8 WCBS-FM	8 WCBS-FM	8 WRKS	8 WOR
9 WCBS-FM	9 WCBS-FM	9 WCBS	9 WHN	9 WNBC	9 WCBS
10 WPIX	10 WHN	10 WABC	10 WNEW-FM	10 WABC	10 WRFM

Format Reach



Phoenix #24

RR

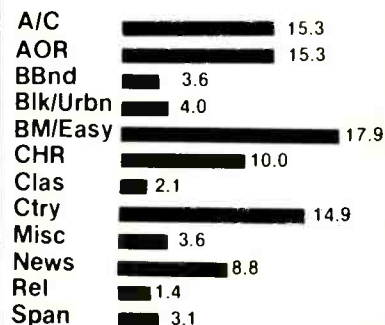
Continued from page 114

Demographic Rank

Men 18-34 POP (00): 2457 Women 18-34 POP (00): 2482 Men 18-49 POP (00): 3771 Women 18-49 POP (00): 3872 Men 25-54 POP (00): 3047 Women 25-54 POP (00): 3171

1 KDKB	1 KDKB	1 KDKB	1 KNIX-FM	1 KNIX-FM	1 KNIX-FM
2 KUPD	2 KZZP-FM	2 KNIX-FM	2 KKLT	2 KOY	2 KOY
3 KZZP-FM	3 KNIX-FM	3 KZZP-FM	3 KDKB	3 KTAR	3 KQYT
4 KSTM	4 KKLT	4 KUPD	4 KQYT	4 KZZP-FM	4 KKLT
5 KKLT	5 KOOL	5 KOY	5 KZZP-FM	5 KMEQ-FM	5 KMEQ-FM
6 KNIX-FM	6 KUPD	6 KKLT	6 KOY	6 KOOL	6 KOOL
7 KUKQ	7 KUKQ	7 KTAR	7 KOPA	7 KKLT	7 KOPA
8 KTAR	8 KOPA	8 KSTM	8 KOOL	8 KDKB	8 KZZP-FM
9 KJJJ-FM	9 KIFN	9 KOOL	9 KUKQ	9 KJJJ-FM	9 KDKB
10 KOOL	10 KOY	10 KJJJ-FM	10 KUPD	10 KQYT	10 KPHX

Format Reach



Norfolk-Portsmouth-Newport News-Hampton #34^{RR}

1982 R&R RATINGS REPORT/Vol. II • 111

81 SPR	81 FALL	SPRING '82	12+ ACH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER/AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
9.8	10.8	8.9	1	WCMS-FM	Ctry	3	12	5	3	1	12/92	KATZ	ABC-E
6.5	10.0	8.6	2	WFOG-FM	BM	6	19	10	6	4	10/106	TORBET	
7.6	7.1	8.6	2	WNOR-FM	AOR	1	2	1	1	8	14/78	RKO	ABC-R
10.1	--	8.1	4	WMYK fm	AOR	2	1	2	4	12	14/77	EASTMAN	
--	7.8	7.7	5	WLTY fm	A/C	5	6	4	2	2	12/88	CHRISTAL	
5.2	5.9	7.4	6	WOWI fm	Blk	4	3	3	5	3	13/83	McGAVREN	SHRDN
4.2	3.4	6.2	7	WPCE am	Blk	12	11	11	10	5	8/133	McGAVREN	SHRDN
7.4	5.4	5.0	8	WTAR am	A/C	9	17	13	12	7	16/68	CHRISTAL	CBS
5.5	5.9	4.5	9	WGH am	CHR	7	7	7	7	6	18/60	BLAIR	TSTAR
1.4	2.6	4.2	10	WNOR am	Blk	10	4	6	8	10	15/72	RKO	
5.9	3.8	4.0	11	WRAP am	Blk	8	5	9	11	11	20/54	B HOWARD	
5.9	3.7	3.2	12	WWDE fm	A/C	11	8	8	9	9	17/62	CBS-FM	CBS-R
2.5	3.5	3.0	13	WNIS am	News	14	26	20	17	15	14/79	HILLIER	NBC
2.7	2.3	2.2	14	WCMS am	Ctry	16	21	15	13	13	16/70	KATZ	ABC-D
1.8	2.1	1.9	15	WGH-FM	Clas	15	14	19	15	14	19/57	BLAIR	
4.6	3.1	1.9	15	WQPK fm	A/C	13	10	12	14	16	25/43	SELCOM	ABC-C
0.6	0.7	1.3	17	WTJZ am	Jazz	21	25	22	23	21	11/95	SELCOM	MBS
2.2	1.8	1.3	17	WXRI fm	A/C	19	13	14	16	17	17/64	HILLIER	
4.6	--	1.1	19	WKEZ fm	Ctry	20	16	18	19	18	18/59	EASTMAN	
1.4	0.9	1.0	20	WBCI fm	A/C	18	15	17	18	19	22/50		

Demographic Rank

MEN 18-34 POP (00): 2213	WOMEN 18-34 POP (00): 1880	MEN 18-49 POP (00): 3261	WOMEN 18-49 POP (00): 2959	MEN 25-54 POP (00): 2390	WOMEN 25-54 POP (00): 2404
1 WNOR-FM	1 WLTY	1 WNOR-FM	1 WCMS-FM	1 WLTY	1 WCMS-FM
2 WMYK	2 WOWI	2 WMYK	2 WLTY	2 WCMS	2 WFOG-FM
3 WOWI	3 WNOR-FM	3 WLTY	3 WOWI	3 WOWI	3 WPCE
4 WLTY	4 WMYK	4 WOWI	4 WFOG-FM	4 WNOR-FM	4 WLTY
5 WCMS-FM	5 WCMS-FM	5 WCMS-FM	5 WPCE	5 WMYK	5 WOWI
6 WFOG-FM	6 WGH	6 WFOG-FM	6 WGH	6 WFOG-FM	6 WGH
7 WNOR	7 WWDE	7 WNOR	7 WNOR-FM	7 WTAR	7 WTAR
8 WRAP	8 WNOR	8 WRAP	8 WMYK	8 WGH	8 WWDE
9 WWDE	9 WPCE	9 WGH	9 WWDE	9 WNOR	9 WNOR
10 WGH	10 WRAP	10 WWDE	10 WNOR	10 WWDE	10 WRAP

Format Reach

A/C	20.4
AOR	17.9
Blk/Urbn	21.8
BM/Easy	9.3
CHR	4.5
Clas	1.9
Ctry	12.9
Jazz	1.3
Misc	6.3
News	3.0
Rel	1.7

Oklahoma City #47

RR

8-SPR	8-FALL	SPRING '82	12+ ADH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER/AVG. MINS. LISTED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
12.8	11.8	14.7	1	KEBC fm	Ctry	1	4	2	1	1	10/105	TORBET	ABC-E	9.0
11.0	11.3	10.6	2	KTOK am	A/C	3	11	14	12	6	12/93	MMR	NBC-T	11.5
8.9	8.0	9.5	3	KOMA am	Ctry	2	8	3	2	2	14/76	BLAIR	NBC	8.0
5.3	7.4	9.1	4	KATT-FM	AOR	4	1	1	3	10	13/81	RKO	NBC-S	16.8
3.9	3.6	6.8	5	KKLR fm	Ctry	9	6	7	4	3	12/94	B HOWARD		7.3
8.5	5.7	6.0	6	KXXY fm	AOR	8	2	6	8	11	14/77	McGAVREN	RKO-1	4.4
4.0	3.6	5.9	7	KLNK fm	A/C	7	7	4	5	8	16/69	SELCOM	TSTAR	4.4
5.2	3.7	5.8	8	KLTE fm	A/C	11	15	5	6	4	13/86	MASLA	CBS	5.4
11.5	9.0	5.7	9	KKNG fm	BM	10	12	11	10	9	13/82	CHRISTAL		5.2
8.6	7.7	5.1	10	KOFM fm	CHR	5	3	8	7	7	21/51	KATZ	ABC-C	6.7
4.2	5.7	4.5	11	WKY am	Gold	6	9	9	9	5	2 /46	EASTMAN	ABC-D	4.4
2.3	4.8	4.0	12	KAEZ fm	Blk	13	5	10	11	13	9/119	B HOWARD	SHRDN	6.5
0.6	1.3	1.8	13	KJIL fm	Rel	14	10	12	14	14	18/61	STARCOM	AP	2.6
3.0	2.5	1.7	14	KJYO fm	Easy	12	14	13	13	12	23/46	MMR		--
0.7	3.1	1.6	15	KOCY am	Ctry	15	16	18	18	17	16/67	McGAVREN	RKO-1	1.9

Demographic Rank

Men 18-34 POP (00): 1354 Women 18-34 POP (00): 1372 Men 18-49 POP (00): 2076 Women 18-49 POP (00): 2130 Men 25-54 POP (00): 1666 Women 25-54 POP (00): 1713

1 KATT-FM	1 KLNK	1 KATT-FM	1 KEBC	1 KEBC	1 KEBC
2 KEBC	2 KOMA	2 KEBC	2 KOMA	2 KOMA	2 KOMA
3 KOMA	3 KLTE	3 KOMA	3 KLTE	3 KKLR	3 KKLR
4 KXXY	4 KATT-FM	4 KKLR	4 KLNK	4 KATT-FM	4 KLTE
5 KKLR	5 KEBC	5 KLNK	5 KKLR	5 KOFM	5 KLNK
6 KLNK	6 KKLR	6 KOFM	6 KATT-FM	6 WKY	6 KTOK
7 KLTE	7 KOFM	7 KXXY	7 KOFM	7 KTOK	7 WKY
8 KOFM	8 KXXY	8 KLTE	8 KXXY	8 KLTE	8 KKNG
9 WKY	9 KAEZ	9 WKY	9 WKY	9 KKNG	9 KOFM
10 KAEZ	10 WKY	10 KKNG	10 KAEZ	10 KLNK	10 KJYO

Format Reach

A/C	22.3
AOR	15.8
Blk/Urbn	4.0
BM/Easy	7.4
CHR	5.1
Ctry	32.6
Gold	4.5
Misc	5.0
News	1.6
Rel	2.7



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RR

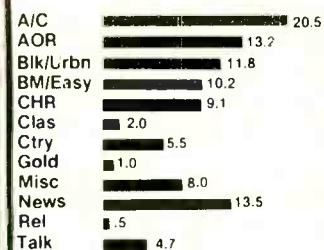
SPR 81	SUMMER 81	FALL 81	WINTER 82	SPRING '82	12+ ADR METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
12.3	9.3	9.3	10.5	8.8	1	KYW	am News	1	18	8	6	2	17/61	RAR	NBC-R
7.7	8.8	8.0	7.2	7.6	2	WMGK	fm A/C	3	8	2	1	1	12/87	MMR	
6.8	7.1	5.4	7.9	7.4	3	WDAS-FM	Blk	7	2	1	2	3	9/117	B HOWARD	
3.4	4.1	6.0	7.4	6.4	4	WCAU-FM	CHR	2	1	6	5	7	17/63	CBS-FM	CBS-R
5.5	5.5	5.8	4.8	5.5	5	WIP	am A/C	6	13	10	8	5	12/84	KATZ	ABC-D
5.2	5.7	6.2	5.1	5.1	6	WMMR	fm AOR	5	3	4	4	14	15/69	KATZ	NBC-S
2.9	3.5	3.4	3.6	4.7	7	WCAU	am N/T	4	9	14	14	11	19/57	CBS SPT	CBS
6.5	5.7	5.3	5.7	4.7	7	WEAZ	fm BM	9	23	12	10	6	13/78	McGAVREN	
4.2	4.7	5.0	4.7	4.7	7	WWDB	fm Talk	11	19	16	12	8	11/94	HILLIER	ABC-I
3.6	3.4	4.3	3.5	4.4	10	WIOQ	fm AOR	10	11	3	3	4	14/74	McGAVREN	RKO-1
4.0	4.7	4.1	4.6	4.4	10	WPEN	am A/C	13	22	23	15	12	11/93	MMR	ABC-E
3.2	3.7	3.5	4.1	3.7	12	WYSP	fm AOR	8	4	5	7	18	18/60	TORBET	ABC-R
5.3	4.8	5.4	3.9	3.4	13	WWSH	fm BM	12	21	18	18	15	15/72	CHRISTAL	
2.9	2.7	2.0	2.0	3.0	14	WSNI	fm A/C	14	14	7	9	9	15/68	RKO	RKO-2
1.9	2.8	4.0	2.6	3.0	14	WUSL	fm Ctry	16	12	11	11	10	13/80	BLAIR	
2.6	2.3	2.1	2.4	2.5	16	WFIL	am Ctry	15	17	15	13	13	18/60	BLAIR	RKO-2
1.3	1.3	1.8	1.6	1.9	17	WDAS	am Blk	18	15	13	17	17	18/60	B HOWARD	
1.5	1.6	1.7	1.6	1.8	18	WFLN-FM	Clas	19	24	19	19	16	17/63	CMBS	
1.2	1.3	1.4	2.0	1.8	18	WHAT	am Blk	20	7	20	20	20	16/64	HILLIER	SHRDN
4.4	4.4	2.5	2.0	1.6	20	WIFI	fm CHR	17	6	9	16	22	23/47	EASTMAN	ABC-C
1.2	0.9	1.4	0.9	1.4	21	WJBR-FM	BM	21	26	26	22	21	13/78	McGAVREN	
0.7	--	--	0.4	1.0	22	WRCP	am Gold	25	28	17	21	19	9/117	RKO	RKO-2

Demographic Rank

Men 18-34 POP (00): 6740 Women 18-34 POP (00): 6917 Men 18-49 POP (00): 10639 Women 18-49 POP (00): 11064 Men 25-54 POP (00): 8844 Women 25-54 POP (00): 9375

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

Format Reach



Phoenix #24

RR

SPR '81	FALL '81	WINTER '82	SPRING '82	12+ AOR METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AUG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.2	8.2	7.4	8.8	1	KTAR	am News	4	16	14	14	6	12/93	CBS SPOT	ABC-I	6.7
6.8	6.7	6.5	8.4	2	KQYT	fm Easy	3	29	12	8	4	12/88	EASTMAN		4.9
9.0	7.7	9.1	8.1	3	KMEO-FM	BM	5	21	18	12	3	12/91	McGAVREN		5.1
7.5	7.7	8.0	7.8	4	KNIX-FM	Ctry	2	7	5	1	1	13/81	CHRISTAL		9.9
6.5	8.5	8.2	6.8	5	KDKB	fm AOR	1	2	1	2	9	17/65	BLAIR	NBC-S	13.0
4.4	5.2	5.3	5.9	6	KUPD	fm AOR	7	1	3	6	14	16/70	MASLA		8.3
6.4	5.5	5.6	5.7	7	KOY	am A/C	6	27	11	5	2	16/67	EASTMAN	NBC	5.3
--	3.0	3.3	4.8	8	KKLT	fm A/C	9	6	4	3	5	17/41	CBS SPOT	RKO-1	6.9
5.8	4.4	6.2	4.8	8	KZZP-FM	CHR	10	5	2	4	8	17/65	McGAVREN		5.1
--	4.6	5.3	4.0	10	KUKQ	am Urbn	14	3	7	10	13	9/119	MASLA		6.1
5.9	5.4	5.0	3.5	11	KOPA	fm CHR	8	4	9	9	10	23/47	TORBET	ABC-C	1.5
4.2	4.2	3.8	3.3	12	KOOL	fm A/C	11	9	8	7	7	18/61	KATZ	CBS-R	3.8
1.0	2.9	1.8	3.1	13	KJJJ-FM	Ctry	13	17	10	13	11	13/85	MMR	ABC-E	2.4
3.2	2.4	1.8	2.7	14	KLFF	am BBnd	16	18	29	23	17	13/83	LOTUS		1.3
2.0	2.6	3.0	2.5	15	KJJJ	am Ctry	12	11	20	17	12	16/67	MMR	ABC-E	1.2
--	1.8	1.5	2.4	16	KSTM	fm AOR	20	23	6	11	16	11/102	B HOWARD		3.1
1.8	1.7	1.5	2.1	17	KHEP-FM	Clas	19	24	22	20	18	13/86	CMBS		1.7
1.5	2.1	0.6	1.6	18	KIFN	am Span	25	8	13	16	23	7/162	CABALLERO		--
2.6	2.1	3.0	1.5	19	KARZ	am A/C	18	20	17	21	22	21/52	KATZ	CBS	1.0
2.7	1.8	2.5	1.5	19	KNIX	am Ctry	15	12	19	19	15	24/46	CHRISTAL		1.3
2.7	2.9	1.7	1.5	19	KPHX	am Span	26	15	16	15	20	7/158	CABALLERO		--
1.3	1.0	1.3	1.4	22	KMEO	am BM	21	28	26	27	26	15/71	McGAVREN		0.9
1.0	1.0	1.2	1.3	23	KZZP	am CHR	17	10	15	18	19	25/43	McGAVREN		0.7
0.4	0.8	0.8	1.1	24	KFLR	am Rel	22	25	21	22	21	12/87			0.6

Continued on page 110



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RR

SPR 81	FALL 81	WINTER 82	SPRING '82	12+ AOR METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE	
22.3	19.8	19.3	20.2	1	KDKA	am	A/C	1	7	6	1	1	12/92	RAR	NBC	28.2
5.8	5.1	5.8	6.1	2	WAMO	fm	Blk	11	4	1	2	7	10/113	SELCOM	SHRDN	6.8
7.9	6.1	6.5	5.9	3	WDVE	fm	AOR	3	2	2	3	8	17/65	EASTMAN	NBC-S	9.8
1.7	3.8	5.0	5.7	4	WBZZ	fm	CHR	5	1	4	7	11	16/68	TORBET		7.0
7.0	5.3	5.0	5.6	5	WSHH	fm	BM	6	16	12	11	5	14/75	BLAIR		4.3
6.6	8.2	6.7	5.5	6	WTAE	am	A/C	2	8	7	4	2	18/60	KATZ	RKO-2	4.2
6.1	4.6	4.2	5.2	7	WXXK	fm	CHR	4	3	3	5	6	18/59	KATZ		3.9
3.8	3.0	5.6	5.0	8	WPNT	fm	BM	10	32	10	8	4	12/88	RAR		2.3
3.3	3.4	4.7	4.3	9	KQV	am	News	8	9	16	15	14	15/71	EASTMAN	MBS	4.0
3.9	4.9	4.3	4.3	9	WWSW	fm	A/C	7	6	5	6	3	17/62	McGAVREN	ABC-C	2.8
--	5.5	5.3	3.7	11	WJAS	am	BBnd	12	23	27	14	12	14/75	HILLIER	ABC-D	4.7
2.2	3.9	3.6	3.0	12	WYDD	fm	AOR	9	5	8	9	16	21/52	MASLA	ABC-R	2.7
4.2	4.7	3.4	2.8	13	WEED	am	Ctry	14	14	13	12	10	13/82	MMR	ABC-I	2.4
2.5	2.2	1.9	2.3	14	WDSY	fm	Ctry	15	13	11	10	9	13/82	MMR	ABC-I	1.9
--	--	--	1.7	15	WTKN	am	N/T	13	18	14	16	15	29/37	McGAVREN	TSTAR	--
2.7	2.6	2.0	1.6	16	WFFM	fm	A/C	16	12	9	13	13	18/59	HILLIER	RKO-1	1.5

Demographic Rank

MEN 18-34 POP (00): 2919 WOMEN 18-34 POP (00): 3141 MEN 18-49 POP (00): 4751 WOMEN 18-49 POP (00): 5151 MEN 25-54 POP (00): 4112 WOMEN 25-54 POP (00): 4472

1 WDVE	1 WBZZ	1 KDKA	1 KDKA	1 KDKA	1 KDKA
2 WAMO	2 WAMO	2 WDVE	2 WBZZ	2 WTAE	2 WTAE
3 WXXK	3 WXXK	3 WAMO	3 WAMO	3 WDVE	3 WWSW
4 WYDD	4 WWSW	4 WTAE	4 WTAE	4 WAMO	4 WPNT
5 KDKA	5 WDVE	5 WXXK	5 WWSW	5 WWSW	5 WSHH
6 WTAE	6 WTAE	6 WYDD	6 WXXK	6 WXXK	6 WXXK
7 WWSW	7 KDKA	7 WWSW	7 WPNT	7 WPNT	7 WBZZ
8 WBZZ	8 WFFM	8 WPNT	8 WDVE	8 WSHH	8 WAMO
9 WDSY	9 WYDD	9 WDSY	9 WSHH	9 WDSY	9 WEEP
10 WFFM	10 WPNT	10 WSHH	10 WDSY	10 KQV	10 WDSY

Format Reach

A/C	34.7
AOR	8.9
BBnd	4.3
Blk/Urban	6.1
BM/Easy	10.6
CHR	11.5
Ctry	7.2
Misc	9.0
News	6.0
Rel	1.7



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Portland, OR #30

SPR 81	FALL 81	SPRING '82	12+ AOH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
9.4	11.1	13.3	1	KGON fm	AOR	2	1	1	1	3	10/106	HILLIER	
6.9	7.3	7.4	2	KUPL-FM	BM	5	19	11	7	7	12/94	TORBET	
3.2	4.9	6.6	3	KCNR fm	CHR	3	2	3	2	6	16/67	CHRISTAL	ABC-C
9.1	9.0	6.1	4	KGW am	A/C	1	3	4	4	2	25/44	BLAIR	RKO-2
7.9	7.7	5.9	5	KEX am	A/C	4	9	8	6	4	18/62	MMR	ABC-I
5.3	8.4	5.8	6	KINK fm	AOR	7	8	2	3	1	14/77	BLAIR	
4.5	6.3	5.4	7	KWJJ am	Ctry	6	10	9	8	8	15/71	KATZ	ABC-E
6.8	5.5	4.9	8	KXL-FM	BM	12	15	12	9	9	12/89	McGAVREN	
5.0	3.1	4.7	9	KLLB fm	CHR	8	6	5	5	5	17/64	SELCOM	
5.1	3.1	4.3	10	KYXI am	News	9	12	13	13	12	18/60	HILLIER	CBS
2.9	3.5	4.1	11	KUPL am	BBnd	11	14	20	18	11	15/74	TORBET	MBS
5.3	2.7	3.3	12	KYTE am	Ctry	10	4	10	11	13	18/59	SELCOM	AP
3.8	2.8	2.8	13	KKEY am	Talk	19	23	24	24	19	7/147		MBS
2.2	3.2	2.7	14	KJIB fm	Ctry	14	13	14	10	10	16/70	KATZ	ABC-E
3.2	4.7	2.7	14	KXL am	N/T	13	18	25	16	15	21/51	McGAVREN	NBC-T
3.8	2.2	2.2	16	KQFM fm	Gold	16	21	6	12	14	18/60	MMR	ABC-F
1.5	0.6	1.6	17	KKSN am	A/C	17	25	16	15	16	22/50	MASLA	AP
3.7	2.7	1.5	18	KMJK fm	A/C	15	11	7	14	18	28/39	EASTMAN	
0.8	1.2	1.4	19	KPDQ-FM	Rel	18	26	18	21	21	17/65		
1.3	1.7	1.2	20	KPAM am	A/C	24	5	17	17	20	12/90	CHRISTAL	
--	0.5	1.0	21	KSKD fm	CHR	23	7	15	19	26	15/73	B HOWARD	

Continued on page 119

PORTLAND'S PORTLAND'S PORTLAND'S PORTLAND'S
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Providence-Warwick-Pawtucket #26

RR

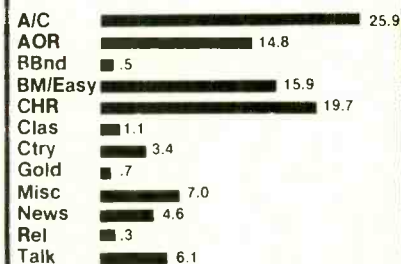
1982 R&R RATINGS REPORT/Vol. II • 117

SPR 81	FALL 81	SPRING '82	12+ ADX METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
10.0	11.9	10.7	1	WLKW-FM	BM	5	35	10	6	3	10/107	TORBET	ABC-I
3.7	8.8	10.4	2	WHJY fm	AOR	4	1	1	1	7	10/104	KATZ	ABC-R
10.5	8.6	9.2	3	WPRO-FM	CHR	1	2	2	2	2	16/64	BLAIR	
8.4	8.6	7.6	4	WPRO am	A/C	2	6	4	4	1	17/61	BLAIR	ABC-D
6.1	5.9	7.3	5	WPJB fm	CHR	3	3	3	3	4	15/71	McGAVREN	TSTAR
4.4	3.2	4.9	6	WHJJ am	A/C	6	11	11	7	6	15/70	KATZ	ABC-E
5.2	4.3	4.6	7	WEAN am	News	7	15	24	13	10	14/75	McGAVREN	CBS
4.6	5.2	3.8	8	WLKW am	BM	10	37	21	20	17	10/100	TORBET	ABC-I
2.5	3.4	3.4	9	WHIM am	Ctry	14	13	20	8	5	8/123	CHRISTAL	MBS
3.3	3.5	3.2	10	WSNE fm	A/C	8	10	5	5	8	16/66	EASTMAN	RKO-1
2.2	3.0	2.9	11	WBSM am	Talk	15	17	22	22	14	10/107	PRO RADIO	NBC-T
1.8	2.1	2.7	12	WXKS-FM	CHR	11	4	6	9	12	14/72	MMR	
1.2	1.1	2.2	13	WADK am	A/C	25	32	39	30	25	5/214	LOTUS	MBS
2.9	2.5	2.2	13	WMYS fm	A/C	12	8	9	10	9	16/64	CHRISTAL	
2.2	2.0	1.9	15	WBZ am	A/C	13	31	17	14	11	19/56	RAR	ABC-E
1.5	2.5	1.8	16	WSAR am	Talk	16	29	26	21	21	15/71	MMR	CBS
4.7	2.0	1.6	17	WCOZ fm	AOR	9	5	8	11	20	26/41	BLAIR	
1.6	0.9	1.3	18	WBRU fm	AOR	17	9	7	12	16	20/52	B HOWARD	NBC-S
1.0	0.3	1.1	19	WCRB fm	Clas	26	36	31	26	19	10/101	DONOFRIO	

Demographic Rank

MEN 18-34 POP (00): 2034	WOMEN 18-34 POP (00): 2079	MEN 18-49 POP (00): 3148	WOMEN 18-49 POP (00): 3271	MEN 25-54 POP (00): 2586	WOMEN 25-54 POP (00): 2756
1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM	1 WPRO	1 WPRO
2 WPJB	2 WHJY	2 WPJB	2 WHJY	2 WPRO-FM	2 WPRO-FM
3 WPRO-FM	3 WPJB	3 WPRO-FM	3 WPRO	3 WPJB	3 WLKW-FM
4 WPRO	4 WPRO	4 WPRO	4 WPJB	4 WHJY	4 WPJB
5 WXKS-FM	5 WSNE	5 WSNE	5 WLKW-FM	5 WHJJ	5 WHIM
6 WSNE	6 WXKS-FM	6 WHJJ	6 WSNE	6 WLKW-FM	6 WSNE
7 WBRU	7 WLKW-FM	7 WLKW-FM	7 WHIM	7 WHIM	7 WHJJ
8 WCOZ	8 WMYS	8 WXKS-FM	8 WHJJ	8 WSNE	8 WMYS
9 WMYS	9 WCOZ	9 WBRU	9 WXKS-FM	9 WMYS	9 WHJY
10 WHJJ	10 WBRU	10 WCOZ	10 WMYS	10 WEAN	10 WEAN

Format Reach



Riverside-San Bernardino-Ontario

#31

PR

SPR 81	FALL 81	SPRING '82	12+ ADH METRO RANK	STATION		FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
6.2	5.2	6.2	1	KFI	am	CHR		4	4	1	1	16/65	CHRISTAL	ABC-E
6.1	6.0	5.3	2	KDUO	fm	BM	6	31	28	19	2	10/103	BLAIR	
2.8	4.6	4.7	3	KMET	fm	AOR	3	2	1	2	7	13/83	EASTMAN	NBC-S
3.6	3.0	4.1	4	KGGI	fm	CHR	4	3	2	3	12	14/74	TORBET	
6.5	4.9	3.8	5	KBIG	fm	BM	7	19	24	20	9	14/77	TORBET	
3.8	3.9	3.7	6	KOLA	fm	AOR	2	1	3	6	21	17/62	MASLA	
3.6	3.6	3.7	6	KOST	fm	BM	13	27	27	23	11	11/93	CHRISTAL	
3.4	3.5	3.3	8	KABC	am	Talk	11	36	26	18	13	13/82	KATZ	ABC-I
3.7	2.3	3.3	8	KCKC	am	Ctry	14	13	18	13	10	11/92	McGAVREN	
2.2	2.7	3.0	10	KIIS	fm	CHR	5	9	5	5	5	18/57	McGAVREN	ABC-C
3.6	4.3	3.0	10	KNX	am	News	9	24	31	25	17	16/65	CBS SPOT	CBS
3.1	5.4	2.8	12	KRTH	fm	CHR	8	16	6	4	3	18/58	RKO	RKO-1
1.9	1.5	2.7	13	KMEN	am	Gold	21	17	10	7	4	11/97	TORBET	
1.2	2.9	2.4	14	KLOS	fm	AOR	12	6	9	11	27	18/59	KATZ	ABC-R
3.3	2.8	2.4	14	KNX-FM		AOR	16	32	7	8	6	15/70	CBS-FM	
1.7	1.9	2.2	16	KBON	fm	BM	28	26	33	27	23	10/103	SELCOM	
1.7	1.1	2.2	16	KUTE	fm	Urbn	17	8	11	9	31	14/77	MASLA	SHRDN
2.5	3.1	2.1	18	KCAL-FM		AOR	15	10	8	12	16	16/64	LOTUS	
3.8	2.5	2.1	18	KLAC	am	Ctry	20	28	20	24	19	14/73	EASTMAN	ABC-D
1.7	2.0	2.1	18	KNTF	fm	Ctry	26	15	17	10	8	12/87	MASLA	
2.3	1.2	2.0	21	KDIG	am	Ctry	18	23	14	16	25	15/69	SELCOM	ABC-E
3.2	2.3	1.9	22	KFXM	am	CHR	10	5	12	21	24	26/41	BLAIR	
2.8	1.2	1.8	23	KPRO	am	BBnd	27	37	39	36	26	13/79	PRO RADIO	
0.6	1.0	1.8	23	KQLH	fm	A/C	19	20	13	14	18	17/62	B HOWARD	MBS
1.3	1.0	1.7	25	KBRT	am	BBnd	30	21	19	22	14	10/102		AP
0.5	1.2	1.6	26	KCAL	am	Span	34	25	15	17	19	8/133	LOTUS	

Continued on page 119

Portland, OR #30

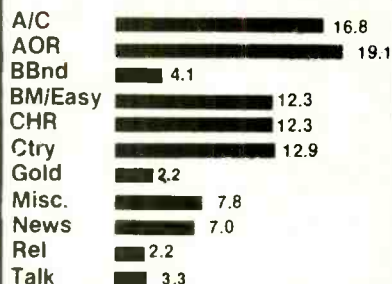
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Continued from page 116

Demographic Rank

Men 18-34 POP (00): 2006	Women 18-34 POP (00): 2084	Men 18-49 POP (00): 3083	Women 18-49 POP (00): 3199	Men 25-54 POP (00): 2624	Women 25-54 POP (00): 2663
1 KGON	1 KCNR	1 KGON	1 KCNR	1 KINK	1 KEX
2 KINK	2 KGON	2 KINK	2 KGON	2 KGON	2 KCNR
3 KCNR	3 KINK	3 KCNR	3 KGW	3 KGW	3 KINK
4 KGW	4 KGW	4 KGW	4 KINK	4 KLLB	4 KGW
5 KLLB	5 KLLB	5 KLLB	5 KLLB	5 KWJJ	5 KUPL-FM
6 KQFM	6 KXL	6 KWJJ	6 KEX	6 KCNR	6 KLLB
7 KWJJ	7 KUPL-FM	7 KYXI	7 KUPL-FM	7 KYXI	7 KWJJ
8 KMJK	8 KQFM	8 KJIB	8 KXL-FM	8 KEX	8 KXL-FM
9 KYXI	9 KMJK	9 KUPL-FM	9 KWJJ	9 KUPL-FM	9 KGON
10 KEX	10 KEX	10 KEX	10 KYTE	10 KJIB	10 KYTE

Format Reach



Riverside-San Bernardino-Ontario #31

RR

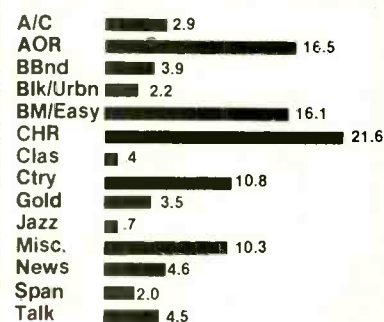
SPR	FALL	SPRING '82	12+ AOH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
1.5	1.4	1.6	26	KFWB am	News	22	40	29	28	22	17/61	RAR	NBC
0.7	0.9	1.6	26	KHNY fm	CHR	23	12	16	15	20	17/63	GILLIS	NBC
1.1	1.1	1.2	29	KMPC am	Talk	24	30	38	34	30	21/50	MMR	

Continued from page 118

Demographic Rank

Men 18-34 POP (00): 1925	Women 18-34 POP (00): 1936	Men 18-49 POP (00): 2965	Women 18-49 POP (00): 3023	Men 25-54 POP (00): 2446	Women 25-54 POP (00): 2511
1 KMET	1 KGGI	1 KMET	1 KFI	1 KFI	1 KFI
2 KOLA	2 KFI	2 KFI	2 KGGI	2 KMEN	2 KIIS
3 KRTH	3 KIIS	3 KOLA	3 KIIS	3 KMET	3 KDUO
4 KLOS	4 KNX-FM	4 KMEN	4 KNX-FM	4 KRTH	4 KNX-FM
5 KCAL	5 KMET	5 KRTH	5 KRTH	5 KDUO	5 KBIG
6 KMEN	6 KRTH	6 KLOS	6 KMET	6 KLAC	6 KBRT
7 KUTE	7 KOLA	7 KGGI	7 KCKC	7 KNTF	7 KGGI
8 KFI	8 KCAL	8 KCAL	8 KNTF	8 KABC	8 KCKC
9 KIIS	9 KHNY	9 KUTE	9 KOLA	9 KIIS	9 KNTF
10 KGGI	10 KMEN	10 KIIS	10 KHNY	10 KNX-FM	10 KRTH

Format Reach



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Rochester, NY #39

RR

SPR '81	FALL '81	SPRING '82	12+ AOH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
17.8	16.9	13.7	1	WEZO fm	BM	2	16	10	4	2	12/93	KATZ		11.0
9.5	7.7	10.1	2	WHAM am	A/C	1	10	8	6	3	17/65	MMR	ABC-I	8.2
9.0	6.7	10.0	3	WVOR fm	A/C	4	7	3	1	1	13/82	McGAVREN	AP	8.2
7.2	6.4	9.9	4	WCMF fm	AOR	3	2	1	2	8	14/76	CBS-FM		12.8
6.7	9.7	8.2	5	WMJQ fm	AOR	5	1	2	3	6	15/70	BLAIR	NBC-S	10.1
5.8	5.1	7.9	6	WNYR am	Ctry	8	9	6	5	4	12/89	KATZ	ABC-E	5.5
3.3	6.1	5.3	7	WPXN am	A/C	9	15	15	11	9	14/76	RKO		5.3
4.5	4.2	5.1	8	WHFM fm	CHR	7	3	4	7	7	20/54	MMR		6.1
6.5	4.6	4.4	9	WBBF am	A/C	6	4	5	8	5	24/45	BLAIR	RKO-1	4.4
3.5	6.0	3.2	10	WPXY fm	A/C	10	6	7	9	10	21/53	RKO		4.7
4.6	4.7	3.1	11	WDKX fm	Blk	12	8	9	10	11	12/92	PRO RADIO		7.1
1.4	1.5	2.2	12	WFLC fm	Ctry	13	14	12	13	12	13/85	MARKET 4		1.5
4.3	3.6	1.6	13	WSAY am	A/C	11	13	13	14	13	32/34	HILLIER	NBC	2.8
--	--	1.3	14	WECQ fm	A/C	19	12	11	12	14	7/148	LOTUS		0.2

Demographic Rank

Men 18-34 POP (00): 1432 Women 18-34 POP (00): 1477 Men 18-49 POP (00): 2229 Women 18-49 POP (00): 2300 Men 25-54 POP (00): 1853 Women 25-54 POP (00): 1899

1 WCMF	1 WVOR	1 WCMF	1 WVOR	1 WVOR	1 WVOR
2 WMJQ	2 WCMF	2 WMJQ	2 WCMF	2 WHAM	2 WEZO
3 WVOR	3 WHFM	3 WVOR	3 WEZO	3 WEZO	3 WNYR
4 WNYR	4 WMJQ	4 WNYR	4 WHFM	4 WNYR	4 WHAM
5 WHFM	5 WDKX	5 WHAM	5 WBBF	5 WMJQ	5 WBBF
6 WBBF	6 WBBF	6 WEZO	6 WMJQ	6 WCMF	6 WHFM
7 WHAM	7 WPXY	7 WHFM	7 WNYR	7 WBBF	7 WPXN
8 WPXY	8 WHAM	8 WBBF	8 WPXY	8 WHFM	8 WPXY
9 WEZO	9 WNYR	9 WPXY	9 WHAM	9 WPXN	9 WMJQ
10 WECQ	10 WEZO	10 WECQ	10 WDKX	10 WPXY	10 WDKX

Format Reach

A/C	35.9
AOR	18.7
BBnd	5
Blk/Urban	3.1
BM/Easy	13.7
CHR	5.6
Ctry	10.1
Misc	11.9
Rel	5



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Sacramento #35

RR

8-SP	FALL	SPRING '82	12+ AOR METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MKS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
13.1	12.0	13.7	1	KZAP fm	AOR	1	1	1	1	4	11/99	McGAVREN		20.3
6.1	5.8	9.9	2	KXOA-FM	A/C	2	5	2	2	1	13/84	BLAIR	ABC-D	7.7
6.3	8.3	5.8	3	KEWT fm	BM	7	13	18	14	9	12/93	EASTMAN	AP	9.1
5.1	4.2	5.6	4	KCTC fm	BM	9	14	13	3	3	12/94	CHRISTAL		5.1
8.3	8.2	5.6	4	KRAK am	Ctry	5	8	7	4	2	15/72	EASTMAN	AP	5.0
7.7	7.9	4.7	6	KSFM fm	CHR	3	2	3	5	8	21/50	MMR		5.2
5.2	6.2	4.2	7	KGNR am	Talk	4	11	14	12	6	20/55	CHRISTAL	ABC-I	4.8
3.7	3.8	3.9	8	KFBK am	News	6	17	16	16	14	18/59	KATZ	NBC	5.8
1.9	1.2	3.9	8	KXOA am	A/C	13	16	23	17	10	13/82	BLAIR	ABC-D	2.5
4.3	4.0	3.3	10	KHYL fm	Gold	10	10	5	6	5	18/61	B HOWARD	RKO 2	2.8
4.2	3.4	3.3	10	KROY-FM	AOR	8	4	4	7	15	20/54	SELCOM	ABC-C	5.1
2.7	3.1	3.1	12	KAER fm	BM	14	12	9	8	7	14/75	KATZ		5.0
3.6	3.4	3.1	12	KPOP fm	Blk	18	3	10	11	13	11/99	LOTUS	MBS	2.7
1.8	1.0	2.5	14	KNBR am	A/C	16	23	12	10	11	15/73	McGAVREN	NBC	1.9
3.1	3.1	2.4	15	KWOD fm	CHR	12	7	6	9	12	24/45	MASLA	RKO-1	2.3
3.1	2.2	2.2	16	KGO am	Talk	19	22	24	19	16	12/90	BLAIR	ABC-I	1.7
1.2	1.8	2.0	17	KFRC am	CHR	11	6	8	13	17	30/36	RKO	RKO-1	1.6
3.0	2.1	2.0	17	KGMS am	Misc	15	21	20	18	19	19/57	MMR	CBS	1.7
2.2	1.4	1.5	19	KROY am	AOR	17	9	11	15	18	23/46	SELCOM	ABC-C	--
0.7	1.0	1.2	20	KAHI am	BBnd	22	15	26	26	26	13/83	B HOWARD	RKO-2	1.5
1.0	1.2	1.2	20	KYLO fm	Ctry	23	18	17	20	21	13/82	P-W RADIO		0.3
0.9	0.7	1.0	22	KFIA am	Rel	20	25	21	21	20	21/52			1.6

Demographic Rank

Men 18-34
POP (00): 1808

- 1 KZAP
- 2 KXOA
- 3 KROY-FM
- 4 KHYL
- 5 KNBR
- 6 KSFM
- 7 KFRC
- 8 KGNR
- 9 KROY
- 10 KWOD

Women 18-34
POP (00): 1818

- 1 KXOA
- 2 KZAP
- 3 KSFM
- 4 KWOD
- 5 KROY-FM
- 6 KRAK
- 7 KAER
- 8 KFRC
- 9 KHYL
- 10 KCTC

Men 18-49
POP (00): 2853

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

Women 18-49
POP (00): 2890

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

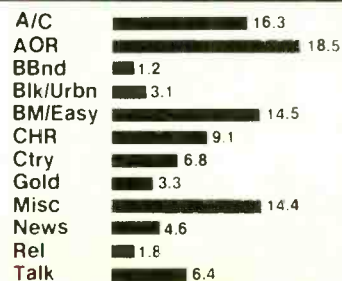
Men 25-54
POP (00): 2340

- 1 KXOA
- 2 KZAP
- 3 KRAK
- 4 KHYL
- 5 KGNR
- 6 KNBR
- 7 KAER
- 8 KXOA
- 9 KEWT
- 10 KFBK

Women 25-54
POP (00): 2384

- 1 KXOA
- 2 KCTC
- 3 KRAK
- 4 KWOD
- 5 KSFM
- 6 KAER
- 7 KZAP
- 8 KEWT
- 9 KXOA
- 10 KROY-FM

Format Reach



St. Louis #13

RR

8-SPR	8-FALL	WINTER '82	SPRING '82	12+ ACH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
23.6	21.8	20.0	21.1	1	KMOX am	Talk	1	13	5	1	1	9/108	CBS SPT	CBS	22.5
--	6.5	7.5	7.4	2	KWK-FM	AOR	2	1	1	5	14	12/85	HILLIER		11.6
5.3	6.3	6.0	6.7	3	WIL-FM	Ctry	3	4	6	2	2	13/81	CHRISTAL		6.4
5.9	6.7	6.5	6.6	4	KEZK fm	BM	9	19	13	9	4	10/99	TORBET		3.8
6.7	6.1	5.9	6.1	5	KMJM fm	Urbn	4	2	2	4	5	12/84	McGAVREN	AP	6.3
3.8	6.0	5.5	5.4	6	KSD-FM	A/C	5	6	3	3	3	14/76	EASTMAN		6.2
7.8	6.5	6.3	4.5	7	KSHE fm	AOR	7	3	4	7	11	16/67	KATZ	AP	8.0
3.7	5.2	5.0	4.1	8	KSD am	Ctry	8	15	10	10	6	17/61	EASTMAN	MBS	5.5
4.6	4.8	3.2	4.1	8	KSLQ fm	A/C	6	10	7	6	8	18/58	RKO		3.3
4.2	3.6	4.7	3.9	10	WRTH am	Easy	13	22	21	17	12	13/80	BLAIR	ABC-I	4.1
5.1	3.1	3.1	3.5	11	KXOK am	A/C	11	14	8	8	7	19/55	KATZ	NBC	3.2
3.0	2.8	3.2	3.4	12	KMOX-FM	A/C	10	12	12	12	9	20/53	CBS-FM	CBS-R	2.3
2.5	2.8	2.2	3.0	13	WIL am	Ctry	16	17	14	14	10	12/84	CHRISTAL	ABC-E	2.4
1.2	2.4	2.0	2.8	14	WZEN fm	Blk	18	8	9	11	15	11/93	B HOWARD		2.5
1.1	1.6	3.2	2.7	15	KATZ am	Blk	14	5	15	15	13	14/74	B HOWARD		0.9
1.9	2.5	2.1	2.2	16	KADI am	A/C	12	11	11	13	16	25/42	SELCOM	NBC-S	--
1.4	1.6	2.1	1.9	17	WESL am	Blk	17	7	17	16	17	17/62	R A LAZAR		0.9
1.1	1.4	1.1	1.3	18	KWK am	AOR	15	9	16	18	19	30/36	HILLIER		1.1

Demographic Rank

MEN 18-34 POP (00): 3296	WOMEN 18-34 POP (00): 3546	MEN 18-49 POP (00): 5359	WOMEN 18-49 POP (00): 5706	MEN 25-54 POP (00): 4546	WOMEN 25-54 POP (00): 4769
1 KWK-FM	1 KSD-FM	1 KMOX	1 KSD-FM	1 KMOX	1 KMOX
2 KMOX	2 KMJM	2 KWK-FM	2 KMJM	2 WIL-FM	2 WIL-FM
3 KSHE	3 KSLQ	3 KSHE	3 KMOX	3 KXOK	3 KSD-FM
4 KMJM	4 WIL-FM	4 WIL-FM	4 WIL-FM	4 KMJM	4 KEZK
5 WIL-FM	5 KXOK	5 KMJM	5 KSLQ	5 KSD	5 KSD
6 KSD-FM	6 KSHE	6 KSD-FM	6 KEZK	6 KSLQ	6 KMJM
7 WZEN	7 KWK-FM	7 KSLQ	7 KSD	7 KEZK	7 KXOK
8 KSLQ	8 KADI	8 KXOK	8 KXOK	8 KSD	8 KSLQ
9 KXOK	9 KSD	9 KEZK	9 KADI	9 KSHE	9 WRTH
10 KSD	10 WZEN	10 KSD	10 KSHE	10 KMOX-FM	10 WIL

Format Reach

A/C	19.1
AOR	13.2
BBnd	6
Blk/Urbn	13.5
BM/Easy	11.5
Ctry	14.5
Misc.	5.6
Rel	9
Talk	21.1

Salt Lake City-Ogden #43

RR

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SPR '81	FALL '81	SPRING '82	12+ AHA METHO RANK	STATION		FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
9.2	8.9	10.7	1	KSFI	fm	BM	2	10	8	2	1	14/77	BLAIR	
11.1	10.5	9.0	2	KSL	am	A/C	1	11	6	3	2	18/60	TORBET	CBS
6.3	7.1	7.6	3	KCPX-FM		AOR	3	4	1	1	10	14/78	KATZ	
6.6	6.4	6.8	4	KSOP-FM		Ctry	10	6	7	4	3	12/90	MMR	
4.8	5.0	5.8	5	KRSP-FM		CHR	5	1	3	7	16	18/61	SELCOM	
7.5	6.9	5.5	6	KLUB	am	BM	11	18	19	15	7	15/74	McGAVREN	NBC
--	4.7	5.1	7	KFMY	fm	CHR	4	3	5	8	13	20/53	MASLA	
3.8	4.6	4.6	8	KISN	fm	A/C	8	12	2	5	6	19/56	McGAVREN	NBC-S
4.5	3.2	4.0	9	KDAB	fm	A/C	13	9	4	6	11	16/68	B HOWARD	
6.8	7.2	3.8	10	KALL	am	A/C	7	20	13	12	4	24/45	EASTMAN	ABC-I
1.7	2.5	3.7	11	KRSP	am	A/C	6	2	15	16	17	25/42	SELCOM	AP
2.0	3.5	3.4	12	KALL-FM		A/C	12	22	12	9	5	21/51	EASTMAN	RKO-1
6.4	5.0	3.2	13	KCPX	am	CHR	9	7	9	11	12	27/40	KATZ	ABC-C
--	--	3.2	13	KLRZ	fm	A/C	14	5	11	13	15	17/64	HILLIER	
4.2	4.0	3.2	13	KZAN	fm	Ctry	15	13	10	10	8	16/69	CHRISTAL	RKO-2
5.8	2.1	3.0	16	KRGO	am	Ctry	16	14	14	14	9	16/69	CHRISTAL	ABC-E
1.6	2.3	2.0	17	KSOP	am	Ctry	17	15	17	17	14	23/48	MMR	
0.5	1.9	1.6	18	KLO	am	BBnd	18	17	22	18	18	19/57	EASTMAN	
1.0	2.7	1.6	18	KWMS	am	News	19	19	21	20	19	17/65	BLAIR	ABC-D
--	0.9	1.2	20	KWHO	am	Clas	23	25	23	25	21	12/94	HILLIER	
1.7	1.7	1.1	21	KJQN	am	CHR	20	8	16	19	20	20/53		

Demographic Rank

Men 18-34 POP (00): 1554	Women 18-34 POP (00): 1582	Men 18-49 POP (00): 2295	Women 18-49 POP (00): 2335	Men 25-54 POP (00): 1803	Women 25-54 POP (00): 1821
1 KCPX-FM	1 KISN	1 KCPX-FM	1 KSFI	1 KSFI	1 KSFI
2 KRSP-FM	2 KCPX-FM	2 KSFI	2 KISN	2 KSL	2 KSL
3 KCPX	3 KDAB	3 KSL	3 KSL	3 KSOP-FM	3 KSOP-FM
4 KFMY	4 KSFI	4 KSOP-FM	4 KSOP-FM	4 KALL	4 KISN
5 KSOP-FM	5 KSL	5 KRSP-FM	5 KCPX-FM	5 KCPX-FM	5 KALL-FM
6 KSL	6 KLRZ	6 KALL-FM	6 KDAB	6 KRGO	6 KLUB
7 KISN	7 KFMY	7 KALL	7 KLRZ	7 KALL-FM	7 KALL
8 KDAB	8 KSOP-FM	8 KCPX	8 KFMY	8 KZAN	8 KLRZ
9 KSFI	9 KRSP-FM	9 KISN	9 KZAN	9 KLUB	9 KZAN
10 KALL	10 KZAN	10 KDAB	10 KALL-FM	10 KISN	10 KFMY

Format Reach

A/C	31.7
AOR	7.6
BBnd	2.2
BM/Easy	16.2
CHR	15.2
Clas	1.2
Ctry	15.0
Misc	9.3
News	1.6

San Antonio #38

RR

SPR '81	FALL '81	SPRING '82	12+ AUL METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE	
5.1	8.8	11.1	1	KISS	fm	AOR	3	1	1	1	8	10/107	McGAVREN	NBC-S	16.2
8.2	11.0	9.0	2	KTFM	fm	CHR	2	2	2	2	2	13/84	BLAIR		12.4
11.6	7.9	7.4	3	KTSA	am	CHR	1	3	5	4	1	18/62	BLAIR	AP	7.1
8.3	8.4	6.5	4	KQXT	fm	BM	5	23	13	10	5	12/91	KATZ		4.6
8.4	6.1	6.4	5	KKYX	am	Ctry	4	8	10	7	4	14/78	CHRISTAL	RKO-2	7.1
--	6.0	6.0	6	KAJA	fm	Ctry	10	5	4	3	6	11/97	CBS-FM		6.0
8.5	8.8	5.5	7	KCOR	am	Span	12	12	17	12	12	9/118	CABALLERO		2.8
6.1	5.7	5.4	8	WOAI	am	N/T	8	24	15	13	10	14/80	CBS SPOT	NBC	5.6
5.6	4.0	4.9	9	KONO	am	A/C	9	11	6	6	3	14/78	MMR	TSTAR	5.6
--	2.1	4.6	10	KLLS	fm	CHR	7	7	3	5	11	16/67	RKO		7.3
2.9	4.4	4.5	11	KEDA	am	Span	14	14	8	8	7	9/117	SELCOM		0.6
4.4	4.0	4.2	12	KBUC-FM		Ctry	11	13	9	11	9	13/82	EASTMAN	ABC-I	1.0
5.2	4.8	3.8	13	KITY	fm	CHR	6	4	7	9	18	20/54	MMR	ABC-F	6.3
3.0	2.3	3.6	14	KCCW	am	Ctry	13	15	18	16	13	14/80	RKO		4.0
1.0	1.2	2.4	15	KMFM	fm	Clas	17	6	11	15	16	10/113	GROSKIN	MBS	2.2
2.0	1.2	2.1	16	KAPE	am	Blk	20	9	12	14	17	7/147	PRO RADIO	SHRDN	1.9
3.3	3.2	2.0	17	KBUC	am	Ctry	16	21	20	20	19	12/93	EASTMAN	ABC-I	5.1
1.3	1.8	1.7	18	KUKA	am	Span	18	17	19	18	15	12/92			0.6
3.3	1.7	1.7	18	KVAR	fm	Span	19	16	14	17	14	11/98	LOTUS		1.1
0.7	--	1.1	20	KWED	am	Misc	21	18	24	24	31	9/118			--

Demographic Rank

Men 18-34 POP (00): 1745	Women 18-34 POP (00): 1690	Men 18-49 POP (00): 2613	Women 18-49 POP (00): 2653	Men 25-54 POP (00): 1990	Women 25-54 POP (00): 2148
1 KISS	1 KTFM	1 KISS	1 KTFM	1 KTFM	1 KTSA
2 KTFM	2 KLLS	2 KTFM	2 KTSA	2 KISS	2 KTFM
3 KONO	3 KISS	3 KAJA	3 KLLS	3 KONO	3 KKYX
4 KAJA	4 KTSA	4 KONO	4 KAJA	4 KTSA	4 KONO
5 KTSA	5 KAJA	5 KTSA	5 KISS	5 KAJA	5 KQXT
6 KLLS	6 KONO	6 KLLS	6 KKYX	6 KKYX	6 KEDA
7 KITY	7 KITY	7 KEDA	7 KONO	7 KQXT	7 KBUC-FM
8 KEDA	8 KBUC-FM	8 KQXT	8 KEDA	8 KEDA	8 KCOR
9 KAPE	9 KEDA	9 KKYX	9 KBUC-FM	9 WOAI	9 KAJA
10 KBUC-FM	10 KKYX	10 KITY	10 KITY	10 KLLS	10 KLLS

Format Reach

A/C	6.9
AOR	11.1
Blk/Urbn	2.1
BM/Easy	6.5
CHR	24.8
Clas	2.4
Ctry	22.7
Misc	4.3
News	5.4
Rel	1.4
Span	13.4

San Diego #20

RR

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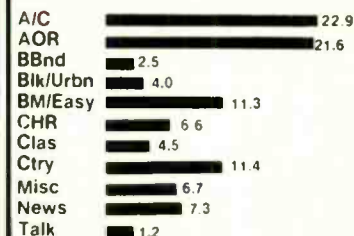
SPR 81	SUMMER 81	FALL 81	WINTER 82	SPRING '82	12+ AOR METRO RANK	STATION	FORMAT	CUIME	12-17	18-34	18-49	25-54	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
6.7	6.6	8.2	9.1	9.6	1	KGB-FM	AOR	1	2	1	1	6	11/93	KATZ	NBC-S
9.0	7.6	7.9	9.2	9.0	2	KJQY fm	BM	4	14	15	7	2	9/112	RAR	
5.9	3.9	3.7	4.4	7.3	3	KFMB am	A/C	2	6	8	2	1	15/71	McGAVREN	AP
4.3	4.1	5.7	5.5	4.9	4	XTRA-FM	AOR	3	1	4	9	18	19/56	MMR	
3.9	2.6	3.9	3.3	4.5	5	KFSD fm	Clas	11	17	11	8	4	12/90	LOTUS	
4.8	5.1	4.7	4.4	4.4	6	KPRI fm	AOR	8	3	2	4	17	15/68	EASTMAN	
5.4	6.4	5.9	5.3	4.4	6	KSDO am	News	7	21	21	18	8	16/67	CBS SPT	NBC-T
2.2	2.2	3.7	2.8	4.3	8	KOGO am	A/C	9	8	13	12	5	15/68	EASTMAN	AP
2.2	4.4	2.7	5.4	4.2	9	KYXY fm	A/C	10	11	5	3	3	14/77	CBS-FM	
3.4	4.1	3.8	3.7	4.0	10	XHRM fm	Blk	19	4	3	5	19	10/107	B HOWARD	
2.2	3.8	4.4	3.5	3.4	11	KBZT fm	A/C	12	13	7	6	7	14/74	CHRISTAL	ABC-F
0.8	1.4	1.9	2.9	3.0	12	KCBQ-FM	Ctry	21	15	12	11	12	11/95	RKO	RKO-1
3.3	2.7	3.4	2.5	2.9	13	KEZL fm	A/C	13	12	17	16	10	15/70	CBS SPT	ABC-D
2.6	2.7	2.7	3.1	2.9	13	KSON-FM	Ctry	15	9	14	13	9	14/72	BLAIR	MBS
3.2	2.3	3.0	2.5	2.7	15	KIFM fm	AOR	17	16	6	10	11	15/70	CBS SPT	CBS-R
2.7	3.4	2.5	1.6	2.7	15	KSON am	Ctry	18	25	19	19	13	15/69	BLAIR	ABC-I
3.8	4.2	3.0	2.7	2.7	15	XTRA am	CHR	5	5	10	15	16	30/35	MMR	
3.9	3.1	4.5	4.0	2.5	18	KFMB-FM	CHR	6	7	9	14	15	29/37	McGAVREN	
3.3	3.9	2.5	4.0	2.5	18	KMLO am	BBnd	23	28	25	25	20	10/106		
3.4	3.2	3.9	3.5	2.4	20	KCBQ am	Ctry	16	18	18	17	14	17/61	RKO	RKO-2
2.0	2.3	2.0	2.1	1.6	21	KNX am	News	14	24	26	24	22	27/39	CBS SPOT	CBS
2.2	1.4	1.3	1.3	1.4	22	KJFM fm	BM	24	19	24	26	25	11/92	MASLA	
3.7	2.7	1.7	1.9	1.3	23	KCNN am	News	20	30	23	21	21	29/37	KATZ	AP

Demographic Rank

Men 18-34 POP (00): 3669 Women 18-34 POP (00): 2986 Men 18-49 POP (00): 5258 Women 18-49 POP (00): 4624 Men 25-54 POP (00): 3717 Women 25-54 POP (00): 3741

1 KGB-FM	1 KYXY	1 KGB-FM	1 KYXY	1 KFMB	1 KJQY
2 KPRI	2 KGB-FM	2 KPRI	2 KJQY	2 KGB-FM	2 KFMB
3 XHRM	3 XHRM	3 KFMB	3 KFMB	3 KJQY	3 KYXY
4 XTRA-FM	4 KBZT	4 XTRA-FM	4 KBZT	4 KFSD	4 KFSD
5 KFMB	5 KIFM	5 XHRM	5 KGB-FM	5 KSON-FM	5 KOGO
6 KIFM	6 XTRA-FM	6 KCBQ-FM	6 KFSD	6 KYXY	6 KSDO
7 KCBQ-FM	7 XTRA	7 KSON-FM	7 XHRM	7 KCBQ-FM	7 KBZT
8 KBZT	8 KFMB-FM	8 KFSD	8 KIFM	8 KOGO	8 KEZL
9 KYXY	9 KPRI	9 KBZT	9 KOGO	9 KBZT	9 KSON-FM
10 KFSD	10 KFSD	10 KYXY	10 XTRA	10 KCBQ	10 KIFM

Format Reach



San Francisco #4

RR

SPR '81	SUMMER '81	FALL '81	WINTER '82	SPRING '82	12+ AUCH METRO BANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.4	9.0	8.4	9.1	8.6	1	KGO	am Talk	1	17	16	4	1	12/90	BLAIR	ABC-I	10.0
5.1	5.5	6.5	5.0	4.9	2	KCBS	am News	3	37	22	14	2	17/61	CBS SPT	CBS	4.3
5.6	6.5	5.8	4.8	4.8	3	KSOL	fm Urbn	9	1	3	1	9	11/91	MASLA		4.7
4.8	5.4	5.4	4.5	4.2	4	KFRC	am CHR	2	3	5	5	7	21/50	RKO	RKO-1	5.0
4.0	4.2	4.7	4.2	3.7	5	KSFO	am AOR	5	4	(1)	2	15	17/61	CHRISTAL	AP	5.4
5.0	3.2	2.9	3.3	3.7	5	KMEL	fm A/C	6	12	1	16	8	16/66	MMR	MBS	3.4
4.1	3.0	3.5	2.5	3.5	7	KNBR	am A/C	4	15	13	8	4	19/57	McGAVREN	NBC	2.6
1.2	1.4	1.4	2.6	3.3	8	KRQR	fm AOR	7	6	4	6	26	17/61	CBS-FM	CBS-R	5.0
2.6	3.0	2.6	3.3	3.2	9	KBLX	fm Blk	12	11	2	3	3	13/78	HILLIER	SHRDN	3.1
2.2	3.7	3.1	2.9	3.1	10	KFOG	fm BM	13	22	23	21	14	14/75	RAR		2.3
3.3	3.1	2.7	3.1	2.9	11	KIOI	fm A/C	8	9	6	7	11	19/54	SELCOM	ABC-C	2.8
3.1	3.0	2.9	2.1	2.9	11	KNEW	am Ctry	11	14	17	13	6	15/69	KATZ	ABC-E	2.1
0.8	1.2	1.5	2.6	2.8	13	KSJO	fm AOR	17	2	7	11	44	13/79	ROSLIN	NBC-S	3.9
1.6	2.2	1.9	2.6	2.7	14	KDIA	am Blk	14	5	12	12	17	15/69	B HOWARD	SHRDN	2.4
2.2	3.0	2.8	2.3	2.5	15	KABL	am BM	15	26	34	26	19	16/65	CHRISTAL		1.4
4.0	2.6	2.5	2.3	2.5	15	KYUU	fm A/C	10	8	8	9	10	21/51	McGAVREN		3.0
2.3	2.5	2.0	2.5	2.4	17	KOIT	fm BM	19	23	26	20	13	15/70	TORBET	AP	1.2
2.1	1.9	2.0	3.1	2.4	17	KSAN	fm Ctry	18	25	14	10	5	15/68	KATZ		3.5
3.6	2.2	2.7	3.0	2.0	19	KABL-FM	BM	16	36	32	29	20	20/52	CHRISTAL		2.3
1.0	2.6	2.0	2.0	1.9	20	KYA	am Gold	20	20	11	15	12	18/58	EASTMAN	RKO-2	1.8
2.6	1.9	2.0	1.6	1.8	21	KOME	fm AOR	21	7	9	18	29	18/57	TORBET		1.2
1.3	1.5	1.4	1.4	1.7	22	KLHT	fm A/C	22	13	10	17	18	20/53	EASTMAN	RKO-2	1.5
1.6	1.4	1.9	2.0	1.7	22	KLOK	am A/C	23	16	18	19	16	18/57	KATZ	AP	1.3
1.8	1.2	2.4	1.7	1.5	24	KBAY	fm BM	26	27	31	24	22	16/66	MMR		1.6

Continued on page 129

KRQR 97 FM

the rocker

Northern California's Hot New Rocker!



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San Jose #28

RR

8/1 SPR	FALL 8/1	WINTER 8/2	SPRING '82	12+ ACH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
7.9	8.8	7.6	9.1	1	KGO	am Talk	1	13	12	5	1	12/85	BLAIR	ABC-I
2.0	4.9	8.1	8.5	2	KSJO	fm AOR	2	1	1	1	22	12/86	ROSLIN	NBC-S
7.6	4.8	3.8	5.3	3	KOME	fm AOR	3	3	2	2	6	16/65	TORBET	
4.8	5.2	4.4	5.2	4	KLOK	am A/C	4	5	4	3	2	16/65	KATZ	AP
6.2	7.0	5.3	4.7	5	KBAY	fm BM	7	15	14	6	3	15/71	MMR	
3.3	4.9	4.1	4.1	6	KCBS	am News	5	28	20	15	7	20/53	CBS SPT	CBS
5.6	4.5	4.3	3.9	7	KEZR	fm CHR	8	14	3	4	10	17/63	SELCOM	TSTAR
3.7	4.9	4.0	3.5	8	KFRC	am CHR	6	2	9	11	18	23/46	RKO	RKO-1
5.6	5.1	4.3	2.9	9	KSOL	fm Urbn	17	4	8	14	30	13/77	MASLA	
3.4	2.5	2.5	2.8	10	KEEN	am Ctry	15	17	23	13	4	15/69	MMR	
1.4	2.0	2.8	2.7	11	KSAN	fm Ctry	14	21	18	12	5	16/65	KATZ	
2.4	2.9	3.7	2.6	12	KIOI	fm A/C	9	12	7	8	14	24/44	SELCOM	ABC-C
1.6	3.0	2.8	2.6	12	KLIV	am BBnd	21	33	30	24	17	14/76	B HOWARD	
3.3	2.9	1.9	2.6	12	KNBR	am A/C	11	19	17	17	12	21/51	McGAVREN	NBC
1.9	2.5	1.7	2.4	15	KBLX	fm Blk	26	9	5	9	13	11/98	HILLIER	SHRDN
1.5	1.2	1.4	2.4	15	KPEN	fm A/C	24	26	6	7	8	12/87	RADIO TME	
2.6	2.3	3.1	2.4	15	KYUU	fm A/C	10	11	10	10	11	24/43	McGAVREN	
3.3	2.8	4.0	2.1	18	KARA	fm Gold	12	20	11	16	9	21/51	B HOWARD	
2.4	1.3	3.2	2.1	18	KFOG	fm BM	22	35	22	25	23	16/67	RAR	
0.5	1.6	1.4	2.0	20	KNTA	am Span	38	30	15	23	19	5/213	LOTUS	
3.1	2.3	2.5	2.0	20	KOIT	fm BM	16	18	25	21	16	20/53	TORBET	AP
2.8	1.1	0.8	2.0	20	KSFO	am A/C	19	22	26	22	21	18/58	MMR	MBS
1.9	1.2	1.6	1.6	23	KFAT	fm Ctry	23	32	19	18	15	19/55	HILLIER	
0.4	0.4	1.1	1.5	24	KLHT	fm A/C	20	24	13	19	20	24/44	EASTMAN	RKO-2
1.1	1.3	2.3	1.4	25	KMEL	fm AOR	13	10	16	20	26	30/35	CHRISTAL	AP
1.6	1.1	0.8	1.3	26	KABL	am BM	25	36	31	36	27	23/47	CHRISTAL	
0.7	0.8	1.5	1.2	27	KKHI-FM	Clas	32	41	38	28	24	15/70	HILLIER	

Continued on page 129

San Francisco #4

RR

SPR '81	SUMMER '81	FALL '81	WINTER '82	SPRING '82	12+ ACH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
1.8	1.7	1.4	1.4	1.4	25	KDFC fm	Clas	25	44	25	23	21	18/60	GROSKIN		1.4
0.7	0.5	--	1.8	1.4	25	KIQI am	Span	40	19	24	33	23	5/184	CABALLERO		--
1.3	1.1	1.7	0.8	1.4	25	KMPX fm	BBnd	28	38	37	32	24	15/69	ROSLIN		0.6
1.0	0.8	1.3	1.5	1.3	28	KKHI-FM	Clas	27	45	36	28	25	18/58	HILLIER		1.0
1.5	0.9	1.0	1.2	1.1	29	KEZR fm	CHR	29	21	15	22	31	17/62	SELCOM	TSTAR	1.9
2.1	1.8	2.1	1.6	1.1	29	KGO-FM	Talk	24	10	20	30	34	29/36	BLAIR	ABC-D	0.4

Continued from page 126

Demographic Rank

Men 18-34 POP (00): 8955 Women 18-34 POP (00): 8802 Men 18-49 POP (00): 13671 Women 18-49 POP (00): 13586 Men 25-54 POP (00): 11272 Women 25-54 POP (00): 11252

1 KRQR	1 KSOL	1 KMEL	1 KSOL	1 KGO	1 KGO
2 KMEL	2 KBLX	2 KRQR	2 KFRC	2 KCBS	2 KNBR
3 KBLX	3 KFRC	3 KBLX	3 KBLX	3 KBLX	3 KFRC
4 KSJO	4 KMEL	4 KGO	4 KGO	4 KSAN	4 KCBS
5 KSOL	5 KIOI	5 KSOL	5 KIOI	5 KYA	5 KNEW
6 KOME	6 KYUU	6 KSJO	6 KMEL	6 KNBR	6 KSOL
7 KFRC	7 KLHT	7 KFRC	7 KYUU	7 KNEW	7 KSFO
8 KIOI	8 KRQR	8 KIOI	8 KNBR	8 KSFO	8 KBLX
9 KNBR	9 KEZR	9 KOME	9 KDIA	9 KIOI	9 KSAN
10 KGO	10 KDIA	10 KNBR	10 KLHT	10 KMEL	10 KYUU

Continued from page 128

Format Reach

A/C	17.5
AOR	12.9
BBnd	1.4
Blk/Urban	10.7
BM/Easy	11.8
CHR	5.3
Clas	3.6
Ctry	7.3
Gold	2.5
Jazz	1.2
Misc.	8.8
News	4.9
Rel	.5
Span	1.9
Talk	9.7

San Jose #28

RR

SPR '81	FALL '81	WINTER '82	SPRING '82	12+ ACH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
1.5	1.3	0.8	1.1	28	KDFC fm	Clas	27	40	24	26	25	23/46	GROSKIN	
0.9	0.6	0.6	1.1	28	KIBE am	Clas	34	39	27	31	29	14/74	GROSKIN	
--	--	1.3	1.1	28	KRQR fm	AOR	18	6	21	27	33	35/30	CBS-FM	CBS-R
1.4	1.1	0.4	1.0	31	KNEW am	Ctry	31	31	32	29	28	21/49	KATZ	ABC-E

Demographic Rank

Men 18-34 POP (00): 2416 Women 18-34 POP (00): 2383 Men 18-49 POP (00): 3663 Women 18-49 POP (00): 3624 Men 25-54 POP (00): 2997 Women 25-54 POP (00): 2956

1 KSJO	1 KEZR	1 KSJO	1 KLOK	1 KGO	1 KGO
2 KOME	2 KBLX	2 KOME	2 KEZR	2 KOME	2 KLOK
3 KPEN	3 KLOK	3 KPEN	3 KBAY	3 KPEN	3 KBAY
4 KEZR	4 KYUU	4 KGO	4 KGO	4 KLOK	4 KEEN
5 KLOK	5 KIOI	5 KLOK	5 KBLX	5 KCBS	5 KYUU
6 KIOI	6 KOME	6 KEZR	6 KYUU	6 KBAY	6 KSAN
7 KFRC	7 KSJO	7 KCBS	7 KEEN	7 KSAN	7 KBLX
8 KGO	8 KSOL	8 KFRC	8 KOME	8 KFAT	8 KARA
9 KSOL	9 KLHT	9 KIOI	9 KSJO	9 KEEN	9 KEZR
10 KFAT	10 KFRC	10 KNBR	10 KSAN	10 KEZR	10 KCBS

Format Reach

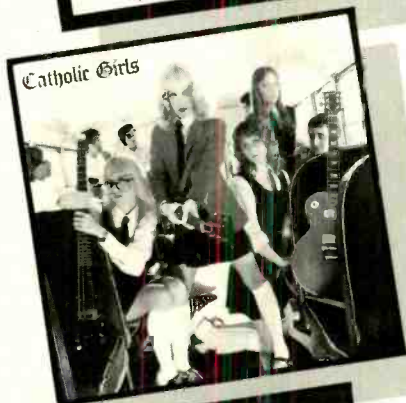
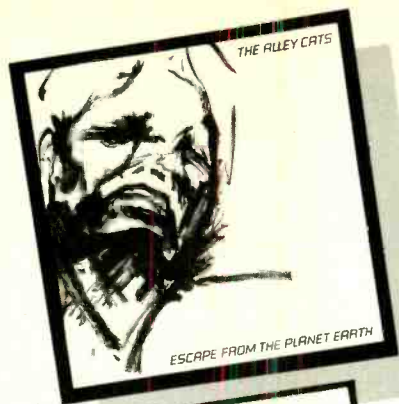
A/C	18.7
AOR	16.7
BBnd	3.3
Blk/Urban	5.6
BM/Easy	10.8
CHR	7.4
Clas	3.9
Ctry	8.5
Gold	2.7
Misc.	6.4
News	4.1
Rel	.4
Span	2.0
Talk	9.5

Seattle-Everett-Tacoma #16

RR

1981 SPR	FALL 1981	WINTER 1982	SPRING '82	12+ AOR METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVE. MIN. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
8.1	9.5	11.0	11.0	1	KIRO	am News	1	14	6	2	1	16/67	TORBET	CBS	8.1
8.6	7.9	7.5	7.5	2	KISW	fm AOR	3	1	1	1	12	12/90	McGAVREN		12.3
6.3	6.7	7.9	6.6	3	KOMO	am A/C	2	17	20	5	2	15/70	KATZ	ABC-I	4.9
2.3	4.1	3.9	5.4	4	KZOK-FM	AOR	5	2	2	3	17	16/70	CBS-FM	NBC-S	6.7
5.2	6.1	6.1	4.9	5	KSEA	fm BM	7	18	23	17	8	14/77	TORBET		3.9
4.8	3.1	3.1	4.3	6	KVI	am N/T	6	15	16	9	4	19/58	MMR	MBS	4.5
1.9	5.3	5.2	4.1	7	KUBE	fm CHR	8	4	3	4	21	16/68	RKO		5.8
2.6	2.7	2.0	3.6	8	KMPS-FM	Ctry	16	7	12	12	3	12/94	EASTMAN		2.7
4.7	2.8	3.2	3.3	9	KJR	am A/C	4	6	5	7	11	26/42	McGAVREN	AP	3.6
2.8	3.7	3.0	3.2	10	KZAM	fm AOR	11	12	4	6	6	15/72	SELCOM	TSTAR	3.0
2.3	3.6	3.9	3.1	11	KING-FM	Clas	14	20	19	10	5	14/77	BLAIR		3.6
2.4	3.0	3.7	3.0	12	KBRD	fm BM	15	23	22	19	9	15/74	MASLA		3.4
4.2	2.8	3.6	2.6	13	KNBQ	fm CHR	10	3	10	18	22	20/55	B HOWARD		3.7
3.1	3.3	2.4	2.6	13	KPLZ	fm A/C	12	31	7	8	7	19/58	MMR	ABC-F	2.4
1.7	2.2	1.8	2.6	13	KRPM	fm Ctry	21	26	13	14	10	11/97			2.1
4.1	2.7	2.0	2.4	16	KING	am A/C	9	11	8	11	13	24/44	BLAIR		1.6
1.6	1.1	1.9	2.3	17	KGDN	am Rel	26	33	24	25	25	9/122			0.8
2.5	2.1	2.5	2.2	18	KEZX	fm A/C	20	16	9	13	15	13/81	HILLIER	ABC-E	2.0
2.6	2.9	1.7	2.2	18	KMPS	am Ctry	18	21	27	24	18	16/68	EASTMAN	AP	2.7
1.8	2.0	1.6	2.1	20	KBIQ	fm Rel	19	9	11	15	14	16/68	RADIO SPT		2.2
3.3	3.0	2.7	2.0	21	KIXI	am BM	22	25	30	29	24	14/79	CHRISTAL	AP	2.1
--	1.5	1.4	1.7	22	KJZZ	am Jazz	27	24	21	16	16	11/99	SELCOM		0.9
4.5	2.4	2.8	1.7	22	KYYX	fm CHR	13	5	15	22	23	27/40	CHRISTAL	ABC-C	2.3
4.0	2.5	2.7	1.6	24	KIXI-FM	A/C	17	32	17	21	19	22/49	CHRISTAL		2.5
0.5	0.4	0.5	1.6	24	KKFX	am CHR	24	10	14	20	26	14/77	P-W RADIO		3.3
0.4	0.6	0.7	1.2	26	KTNT	am A/C	32	27	33	32	33	8/133	B HOWARD		0.4
2.4	1.7	1.7	1.2	26	KXA	am Gold	25	29	18	23	20	17/63	CHRISTAL		0.7
1.4	1.1	1.0	1.1	28	KTAC	am A/C	23	8	25	26	27	24/46	MASLA	ABC-D	0.7

Continued on page 136



MUSIC OF THE 80'S

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Tampa-St. Petersburg #22

RR

81 SPR	81 FALL	82 WINTER	82 SPRING	12+ ACH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.5	8.4	7.7	11.0	1	WWBA	fm BM	3	11	12	11	6	9/123	HILLIER		5.2
9.3	8.4	9.3	10.9	2	WQYK	fm Ctry	4	6	6	2	2	9/125	TORBET		10.3
8.8	9.7	10.3	10.5	3	WRBQ	fm CHR	1	1	1	1	1	12/90	EASTMAN	RKO-1	16.0
6.9	7.3	7.3	6.6	4	WSUN	am Ctry	2	7	8	5	3	15/73	McGAVREN	ABC-E	7.5
2.3	4.6	5.7	6.5	5	WDAE	am BBnd	8	16	16	12	5	11/99	KATZ	ABC-I	4.5
4.1	5.1	4.5	5.3	6	WFLA	am A/C	5	10	10	8	7	17/66	BLAIR	NBC	4.5
7.8	7.2	6.6	5.2	7	WJYW	fm BM	7	12	11	10	9	15/72	CHRISTAL		6.8
6.0	4.6	5.2	5.1	8	WCKX	fm A/C	6	5	2	3	4	15/70	SELCOM	ABC-C	5.5
3.3	3.4	3.9	4.6	9	WTMP	am Blk	13	3	4	6	8	8/130	MASLA	SHRDN	2.9
6.9	4.9	5.2	4.2	10	WQXM	fm AOR	9	2	5	7	12	16/70	McGAVREN	NBC-S	4.4
3.6	5.0	5.1	4.1	11	WYNF	fm AOR	10	4	3	4	13	15/70	KATZ	ABC-R	7.5
5.1	5.7	4.7	3.6	12	WFLA-FM	BM	11	15	18	15	14	15/70	BLAIR		1.9
2.8	2.3	2.9	2.2	13	WPLP	am Talk	14	14	17	17	18	16/66	LOTUS	MBS	3.2
--	1.5	1.9	1.9	14	WNSI	am News	12	19	19	18	15	24/45	EASTMAN	CBS	2.9
2.0	2.8	2.2	1.9	14	WSRZ	fm A/C	15	18	7	9	10	14/75	CBS-FM		4.0
1.7	1.6	2.3	1.8	16	WWLF	am BBnd	16	24	13	14	11	14/76	MMR		0.9
1.2	2.9	1.8	1.6	17	WGUL	am BBnd	21	21	23	24	24	6/182	SOUTHERN		0.7
1.5	1.7	--	1.4	18	WRXB	am Blk	20	8	9	13	16	8/137	R A LAZAR		0.8

Demographic Rank

MEN 18-34 POP (00): 1874	WOMEN 18-34 POP (00): 1916	MEN 18-49 POP (00): 2995	WOMEN 18-49 POP (00): 3165	MEN 25-54 POP (00): 2522	WOMEN 25-54 POP (00): 2755
1 WRBQ	1 WCKX	1 WRBQ	1 WRBQ	1 WRBQ	1 WRBQ
2 WYNF	2 WRBQ	2 WQYK	2 WCKX	2 WQYK	2 WQYK
3 WQXM	3 WTMP	3 WYNF	3 WQYK	3 WSUN	3 WCKX
4 WSRZ	4 WYNF	4 WSUN	4 WTMP	4 WSRZ	4 WSUN
5 WTMP	5 WQYK	5 WQXM	5 WYNF	5 WDAE	5 WWBA
6 WQYK	6 WSRZ	6 WCKX	6 WSUN	6 WFLA	6 WDAE
7 WSUN	7 WRXB	7 WSRZ	7 WJYW	7 WWBA	7 WTMP
8 WCKX	8 WQXM	8 WTMP	8 WFLA	8 WTMP	8 WFLA
9 WFLA	9 WJYW	9 WFLA	9 WWBA	9 WJYW	9 WJYW
10 WRXB	10 WSUN	10 WWBA	10 WDAE	10 WCKX	10 WWLF

Format Reach

A/C	13.8
AOR	10.2
BBnd	9.9
Blk/Urbn	6.0
BM/Easy	20.7
CHR	10.5
Ctry	17.9
Gold	.5
Misc	8.3
Talk	2.2

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#1 Adults 18-34

#1 Adults 18-49

#1 Adults 25-49

#1 Adults 25-54

#1 Adults 35-64

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HARTE-HANKS RADIO

Source: Spring 1982 Arbitron, M.S.A., A.Q.H., MON.-SUN. 6AM-12MID, Subject To Limitations Given In This Report

Toledo #50

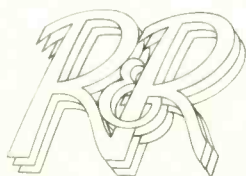
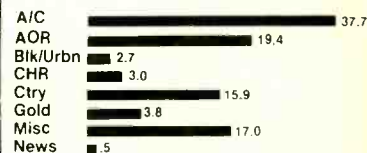
SPR 81	FALL 81	SPRING '82	12+ AOH METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
14.2	11.8	13.6	1	WIOT fm	AOR	1	1	1	1	7	12/90	McGAVREN	
13.1	12.9	11.2	2	WLQR fm	A/C	4	15	6	3	2	11/99	BLAIR	
11.0	10.2	10.8	3	WMHE fm	A/C	3	2	2	2	1	13/86	CHRISTAL	ABC-F
10.3	11.8	9.6	4	WSPD am	A/C	2	9	8	6	3	15/73	KATZ	NBC
3.8	5.2	7.3	5	WKLR fm	Ctry	7	6	4	4	4	11/94	MASLA	ABC-I
8.3	6.6	6.7	6	WJR am	Misc	6	18	10	8	6	14/76	EASTMAN	NBC
4.6	4.2	4.6	7	WOHO am	A/C	5	5	5	5	5	21/52	MMR	ABC-E
8.4	7.8	4.5	8	WTOD am	Ctry	11	8	11	10	8	11/102	MASLA	AP
3.2	2.3	3.8	9	WCWA am	Gold	10	14	16	12	10	17/65	McGAVREN	
1.7	4.5	3.4	10	WXEZ fm	AOR	8	4	3	7	13	23/46	MMR	NBC-S
2.4	2.5	3.0	11	CKLW am	CHR	9	7	7	9	9	25/44	CHRISTAL	
--	2.1	2.3	12	WVOI am	Urbn	13	3	12	11	11	11/102	LOTUS	
0.6	0.5	1.2	13	WVMO fm	Ctry	15	19	21	19	16	16/69	J W KOEHN	MBS
2.0	0.8	1.1	14	WLLZ fm	AOR	12	10	9	13	22	23/47	McGAVREN	
1.7	1.2	1.0	15	WWW fm	Ctry	16	17	15	16	14	19/58	CHRISTAL	AP

Demographic Rank

Men 18-34 POP (00): 1158 Women 18-34 POP (00): 1177 Men 18-49 POP (00): 1790 Women 18-49 POP (00): 1834 Men 25-54 POP (00): 1444 Women 25-54 POP (00): 1490

1 WIOT	1 WMHE	1 WIOT	1 WMHE	1 WMHE	1 WLQR
2 WMHE	2 WIOT	2 WMHE	2 WIOT	2 WKLR	2 WMHE
3 WXEZ	3 WOHO	3 WKLR	3 WLQR	3 WLQR	3 WSPD
4 WKLR	4 WXEZ	4 WXEZ	4 WKLR	4 WSPD	4 WOHO
5 CKLW	5 WKLR	5 WLQR	5 WOHO	5 WIOT	5 WKLR
6 WLQR	6 WLQR	6 WJR	6 WSPD	6 WJR	6 WJR
7 WTOD	7 CKLW	7 WSPD	7 WXEZ	7 WTOD	7 WIOT
8 WOHO	8 WSPD	8 WTOD	8 CKLW	8 WCWA	8 CKLW
9 WJR	9 WVOI	9 CKLW	9 WJR	9 CKLW	9 WTOD
10 WSPD	10 WLLZ	10 WOHO	10 WVOI	10 WOHO	10 WVOI

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RR

1982 R&R RATINGS REPORT/Vol. II • 135

SPR '81	SUMMER '81	FALL '81	WINTER '82	SPRING '82	12+ AULN METRO RANK	STATION	FORMAT	CUME	12-17	18-34	18-49	25-54	TURNOVER AVG MINS LISTED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
6.0	7.9	8.1	9.5	8.4	1	WKYS fm	Urbn	1	2	1	1	3	13/86	EASTMAN		9.7
7.1	7.9	7.8	7.9	7.7	2	WGAY-FM	BM	5	9	14	8	4	12/91	MMR		6.2
8.6	8.8	10.6	9.7	7.5	3	WMAL am	A/C	3	14	16	6	1	14/79	McGAVREN	ABC-I	8.1
4.6	5.7	6.2	7.6	6.9	4	WHUR fm	Blk	4	7	2	2	2	14/80		CBS-R	7.3
7.3	4.9	5.2	4.9	5.3	5	WPGC-A/F	CHR	2	5	3	4	7	18/59	TORBET	ABC-C	5.0
6.6	5.2	3.8	4.2	4.9	6	WRQX fm	CHR	6	4	5	5	8	18/59	BLAIR	ABC-R	5.3
6.0	6.0	5.1	4.7	4.5	7	WWDC-FM	AOR	7	1	6	10	14	20/55	CHRISTAL	NBC-S	5.8
3.6	4.4	4.4	3.3	4.4	8	WLTT fm	A/C	12	12	4	3	5	14/76	HILLIER		3.8
4.4	3.2	3.4	2.9	4.3	9	WRC am	Talk	13	23	19	17	13	14/75	EASTMAN	NBC-T	3.4
3.7	4.2	3.5	3.9	4.2	10	WOOK fm	Blk	9	6	8	7	9	18/60	MASLA	SHRDN	2.9
4.5	3.7	3.3	2.8	4.1	11	WAVA fm	AOR	10	3	7	11	19	16/66	CBS-FM		5.8
3.1	2.3	4.0	3.8	3.6	12	WTOP am	News	8	26	17	15	10	21/51	CBS SPOT	MBS	2.7
5.0	5.4	4.6	4.5	3.5	13	WASH fm	A/C	11	10	9	9	6	18/60	KATZ	RKO-1	2.9
2.6	3.6	3.2	2.9	2.9	14	WPKX-FM	Ctry	14	8	11	13	16	15/72	SELCOM		3.1
4.1	3.1	3.3	3.0	2.7	15	WMZQ fm	Ctry	15	11	13	14	17	16/68	B HOWARD	AP	3.8
2.3	2.7	3.4	3.2	2.3	16	WGMS-FM	Clas	16	24	15	16	12	18/60	RKO	RKO-2	4.1
--	0.4	0.3	0.5	2.2	17	WXTR-FM	Gold	17	15	10	12	11	14/78	MASLA		1.4
1.3	1.7	1.0	1.9	2.1	18	WYCB am	Rel	19	16	18	18	15	12/91	SAVALLI		1.4
2.4	3.1	3.2	1.8	1.9	19	WEZR fm	BM	18	22	20	20	18	15/70	GROSKIN		1.4
0.8	0.8	1.4	1.2	1.3	20	WHFS fm	AOR	20	13	12	19	20	16/66	P-W RADIO		2.1
1.6	0.6	0.6	1.1	1.1	21	WPKX am	BBnd	23	34	27	21	21	16/68	SELCOM		0.9

Demographic Rank

MEN 18-34 POP (00): 5030	WOMEN 18-34 POP (00): 5413	MEN 18-49 POP (00): 8014	WOMEN 18-49 POP (00): 8441	MEN 25-54 POP (00): 6835	WOMEN 25-54 POP (00): 6955
1 WKYS	1 WKYS	1 WKYS	1 WKYS	1 WHUR	1 WMAL
2 WHUR	2 WHUR	2 WHUR	2 WHUR	2 WKYS	2 WGAY-FM
3 WWDC-FM	3 WRQX	3 WWDC-FM	3 WLTT	3 WMAL	3 WKYS
4 WAVA	4 WLTT	4 WLTT	4 WRQX	4 WGAY-FM	4 WLTT
5 WPGC	5 WPGC-FM	5 WAVA	5 WPGC-FM	5 WLTT	5 WHUR
6 WOOK	6 WOOK	6 WOOK	6 WMAL	6 WXTR-FM	6 WASH
7 WLTT	7 WASH	7 WGAY-FM	7 WASH	7 WASH	7 WPGC-FM
8 WRQX	8 WWDC-FM	8 WPGC-FM	8 WGAY-FM	8 WPGC-FM	8 WRQX
9 WHFS	9 WAVA	9 WMAL	9 WOOK	9 WRQX	9 WOOK
10 WXTR-FM	10 WPKX-FM	10 WRQX	10 WPKX-FM	10 WTOP	10 WYCB

Format Reach

A/C	16.5
AOR	10.5
BBnd	1.7
Blk/Urbn	19.9
BM/Easy	16.3
CHR	9.8
Clas	2.9
Ctry	5.9
Gold	2.2
Misc	9.0
News	3.6
Rel	3.4
Talk	4.3

Seattle-Everett-Tacoma #16

RR

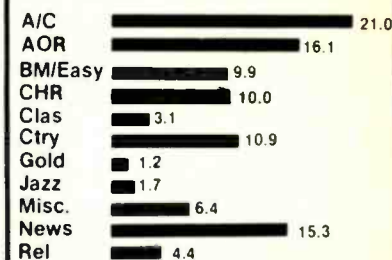
Continued from page 130

Demographic Rank

Men 18-34 POP (00): 3720 Women 18-34 POP (00): 3598 Men 18-49 POP (00): 5640 Women 18-49 POP (00): 5507 Men 25-54 POP (00): 4569 Women 25-54 POP (00): 4502

1 KISW	1 KISW	1 KISW	1 KIRO	1 KIRO	1 KIRO
2 KZOK-FM	2 KUBE	2 KIRO	2 KISW	2 KOMO	2 KOMO
3 KZAM	3 KPLZ	3 KZOK-FM	3 KUBE	3 KISW	3 KING-FM
4 KUBE	4 KJR	4 KZAM	4 KOMO	4 KZAM	4 KBIQ
5 KIRO	5 KZAM	5 KUBE	5 KJR	5 KMPS-FM	5 KSEA
6 KJR	6 KZOK-FM	6 KVI	6 KPLZ	6 KVI	6 KEZX
7 KPLZ	7 KBIQ	7 KOMO	7 KBIQ	7 KBRD	7 KPLZ
8 KMPS-FM	8 KEZX	8 KJR	8 KEZX	8 KPLZ	8 KVI
9 KING	9 KING	9 KPLZ	9 KING-FM	9 KRPM	9 KMPS-FM
10 KVI	10 KNBQ	10 KMPS-FM	10 KZAM	10 KING	10 KJR

Format Reach

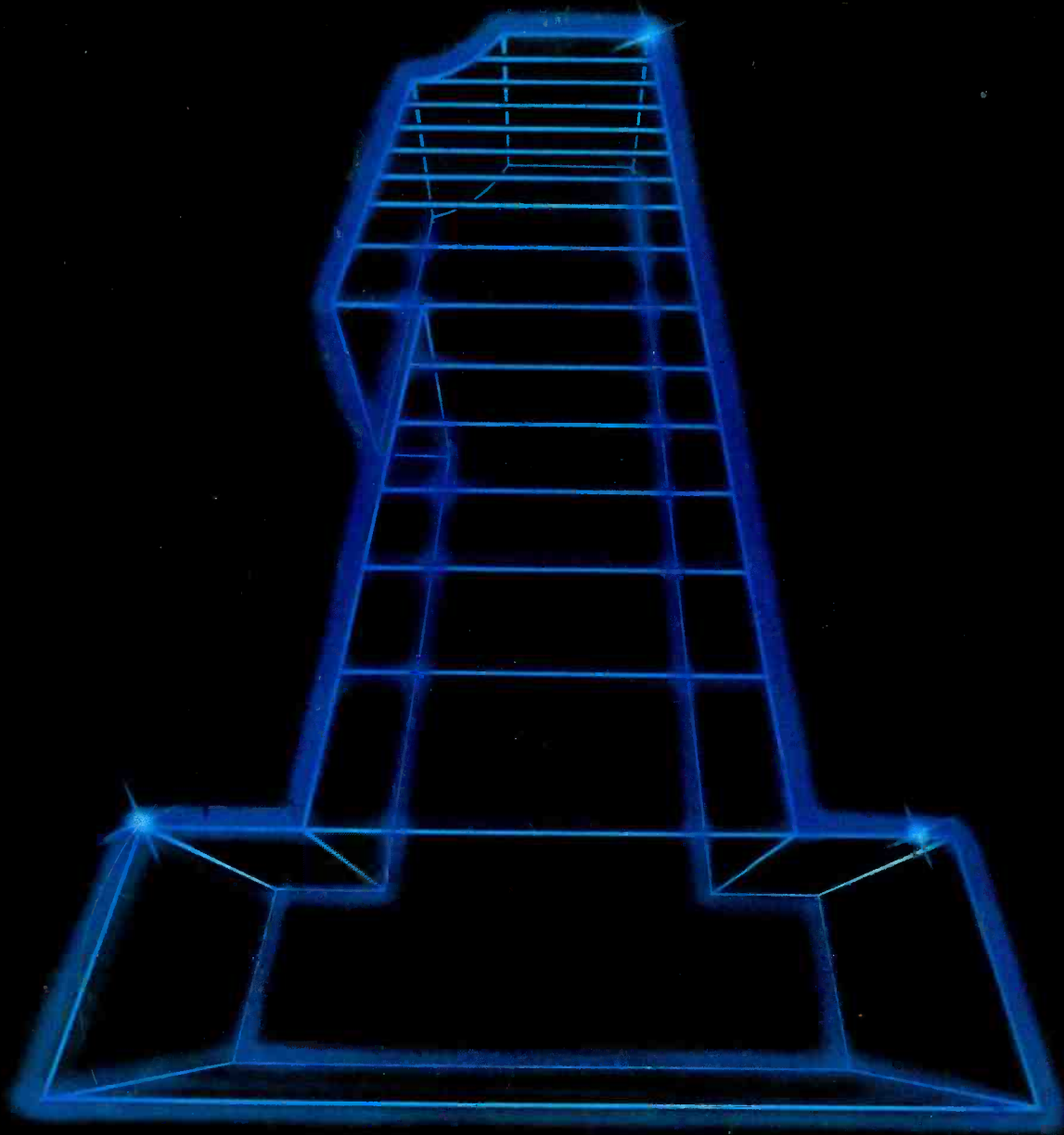


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